

Usability Test Plan for S&M Repair LLC Website

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October 14, 2024

Project Scope:

3 Users, 45-minute sessions each.

Website: smrepairllc.com

Purpose: To evaluate the usability of the S&M Repair LLC website for different user personas, ensuring that the site meets user goals related to emergency towing, vehicle repair, and customer service inquiries.

Goals:

The goals of this usability testing are aligned with S&M's website functionalities and include:

Ease of Learning

Effectiveness

Efficiency

Error Tolerance

Engagement

Test Objectives:

Assess the website's ease of use, effectiveness, and efficiency for users with varying levels of technical expertise.

Evaluate the user experience of key features such as emergency towing services, scheduling repair appointments, finding contact information, and exploring customer testimonials.

Ensure the website performs well across different devices (mobile, desktop, tablet) in typical usage scenarios.

Pre-Test Questionnaire:

How often do you use online platforms to look for vehicle services?

How much time do you typically spend finding repair or towing services online?

What type of information is most important to you when deciding to use a vehicle repair service (e.g., reviews, pricing, service details)?

What other websites or apps do you use for vehicle services?

What device do you primarily use for browsing online (smartphone, computer, tablet)?

Post-Test Questionnaire:

What aspects of the S&M Repair website did you find most helpful?

Was there anything about the website that you found confusing or difficult to use?

Did you feel confident using the website to book a service or find information?

How likely are you to recommend the website to others based on your experience?

Would you suggest any improvements for the website?

What did you enjoy most about the s&m website?

What aspects of the website did you find unappealing or frustrating?

Test Scenarios for Each Persona:

Persona 1: James “Jimmy” Thompson

Locate Emergency Towing Services:

Task: Jimmy needs to quickly find emergency towing services from the homepage.

Objective: Can Jimmy easily locate the emergency services page, contact the support number, or book a towing service on mobile?

Find Information on Tire Repair Services:

Task: Jimmy frequently needs tire repair services; he wants to know the available options.

Objective: Can he easily find a list of tire repair services offered by S&M Repair?

Schedule Maintenance for Farm Equipment:

Task: Schedule routine maintenance for farm equipment through the website.

Objective: Test the booking process for maintenance services, focusing on ease and clarity.

Persona 2: Samantha “Sami” Martinez

Locate Emergency Towing:

Task: Sami’s car has broken down, and she needs to find emergency towing information while at work.

Objective: Assess if she can quickly locate the phone number or emergency towing page using her smartphone.

Check Service Pricing:

Task: Sami wants to check if the services are affordable and won’t affect her monthly budget.

Objective: Can she easily find pricing information for services like oil changes or repairs?

View Customer Testimonials:

Task: Sami wants to read testimonials to ensure she is choosing the right service.

Objective: Check if customer testimonials are accessible and if they provide her confidence to choose S&M Repair.

Book an Appointment Online:

Task: Schedule a routine vehicle maintenance appointment.

Objective: Test the ease of booking an appointment online, ensuring the process is intuitive.

Persona 3: Robert “Bob” Jenkins

Find Welding Services:

Task: Bob needs to find welding services for a custom fabrication project.

Objective: Assess if Bob can quickly locate detailed information about welding services and if the process for inquiring about custom work is straightforward.

Learn About Company History:

Task: Bob is interested in learning more about the company’s reputation and history before using their services.

Objective: Can Bob easily navigate to the “About Us” section and find company history and values?

Contact Customer Service:

Task: Bob has a specific question about a repair service and needs to contact customer support.

Objective: Test if he can find customer service contact information and submit an inquiry.

Persona 4 Michael’s Experience

Michael is a 24-year-old college student studying computer science. Due to the program, he studies he often spends time in front of the computer. Michael uses a MacBook pro over a computer. He believes that the s&m website can help his mechanic friend in the future so his friend can then in turn help Michael in the future.

Tasks

add an item priced over \$50 to the cart that is from a specific brand.

Locate s&m’s customer support phone number.

Change the store location in the settings.

Remove an item from the shopping cart.

Check if a product is available at a local store.

Persona 5 Jonathan's Experience

Jonathan is a 40-year-old independent mechanic. He wants to access a comprehensive parts database for a number of cars that he is working on. He wants to quickly find and order replacement parts for various vehicle makes and models without wasting time searching multiple suppliers.

Tasks

Add a product to the shopping cart.

Search for a product and filter the results to show only products costing less than \$100

Search for a product and filter the results to show only one-star reviews.

Find the homepage for a specific brand.

Compare two car engines based on the price.