

Usability Testing Plan & Report: Duquesne Incline Website

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1. Usability Testing Protocol

Objective:

To evaluate the usability of the Duquesne Incline website by conducting structured user interviews and observing users as they complete tasks based on five user stories.

Participants:

- User 1: Emmet McEvilly
- User 2: Karan Chakravarthy

Test Format:

- Duration: 3-5 minutes per participant
- Method: In-person or Zoom (recorded audio)
- Instructions to Users:
 - Think aloud while navigating the website.
 - Share thoughts on clarity, ease of navigation, and any confusion.

Tasks (User Stories Covered):

Each user will complete five of the following:

1. Find Historical Information (Visitor/History Enthusiast)
 - Task: Locate the history section and summarize key facts.
2. Check Hours & Ticket Prices (Tourist)
 - Task: Find operating hours and ticket costs.
3. Find Contact Information (Local Resident)
 - Task: Locate an email or phone number.
4. Check Accessibility Features (Accessibility-Focused User)
 - Task: Verify if the incline is wheelchair accessible.
5. Locate Group Rates for Events (Event Planner)
 - Task: Find details about private tours or group discounts.

Interview Questions:

1. How comfortable are you with using websites for travel planning? (Scale 1-5)
2. What are you looking for first?
3. What's your thought process as you navigate?
4. Are you finding the information easily?
5. Was anything confusing?
6. How would you rate the website's ease of use? (Scale 1-5)
7. What would you change to improve the experience?