# 2nd OPTional Activity: Progressing in the Test Plan Elaboration

This activity consists of these points:

a) **Select the associated metrics** to be applied for <u>the standardized ISO usability objectives you have selected for your test</u>. Metrics are also presented in the previous mentioned slides.

b) **Define the target audience, the user profile/s and the target user sample (in these three levels).**

   Remember that describing the <u>target user sample</u>, you describe the most representative as possible sample among candidates to invite to the test (slide 6 in ThemeII-Part3.pdf).
   *For example*: you are considering the gender in a way that the sample must be balanced between men and women (e.g. men 50%; women 50%). However, if men are more representative final users than women, you would specify in which percentage (e.g. in this percentage: men 70%; women 30%).

c) **Start formulating the screener form**, according to the last point (slides 11 to 16 in *ThemeII-Part3.pdf*).
   You also can start devising the **recruitment process**.


   All your decisions **must be justified**.

   As you know, you can look up examples for the different points in the *UT Material/Case Studies* folder in the VC.
   Additionally, you have parts of book chapters dedicated to screening, as well as a good example in the *Barnum_SampleChapter_Ch5-Planningfor UT.pdf* document.
   You also have some checklists and templates to make a good screener for your test.
   The *eyetracking-methodology.pdf* would also be helpful if you are planning to apply *eyetraching*.