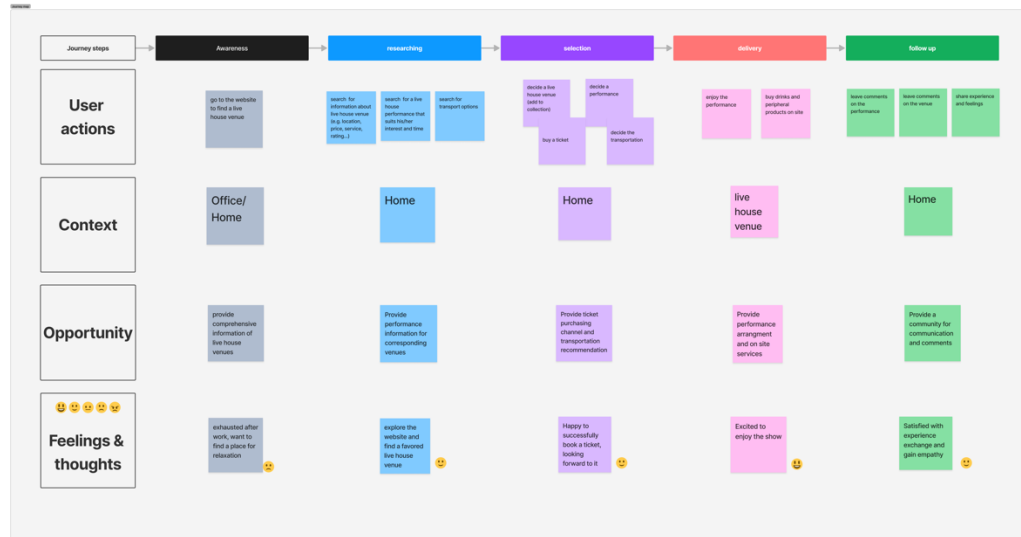
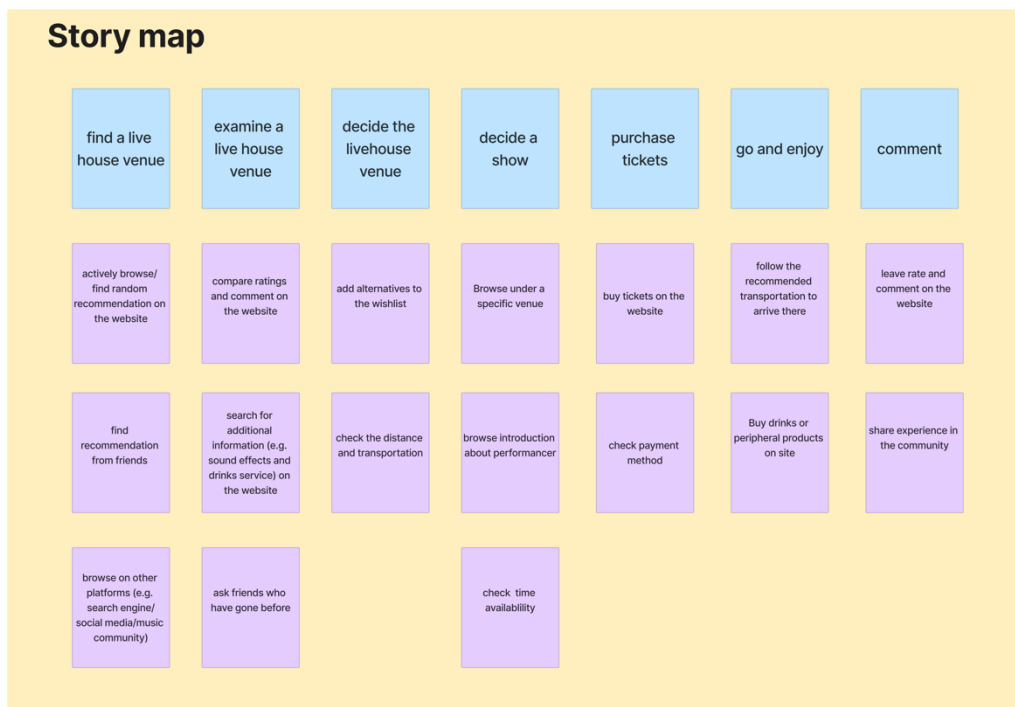


Assignment 4
LIU Yangjijing 1155172726

1. Future user journey map



2. Future story map



3. Card sorting

I invited 5 participants to participate in my card sorting, and they also joined the usability test afterward. At first, I set up the "每日推荐" section, originally I wanted to put it under "社

区", but I found that participants 1 and 2 were confused about its classification. Also, they showed different sorting logic about “场地交流” and “演出交流”, so I modified part of the cards and then let subsequent participants do the sorting.



Participant 1 and Participant 2

After the initial adjustments, participants 3 and 4 still had some confusion about “消息中心”, which they both placed under “社区”, where I envisioned that users would indeed receive comments and likes on their posts, but not as a separate sub-navigation. I think it was a problem with the name of the tab, so I changed it to “我的消息”.



Participant 3 and Participant 4

When I asked the last participant to sort after two changes, the results were largely

consistent with what I had envisioned, so I settled on my basic framework。



Participant 5

4. IA sitemap

When I designed the IA sitemap, I added “场馆入驻” on the basis of the previously collected card sorting, and removed “联系我们” and planned to put it at the bottom navigation bar of the whole page.



5. Figma prototype



<https://www.figma.com/file/W1NLwfKCYycmpmb64fMEvG/Assignment4?node-id=0%3A1>



<https://www.figma.com/file/lCAYq69Bym1rEcI9j0V91q/%23assignment4?node-id=0%3A1>

6. Key hypothesis

- 1) Users can find multiple paths to the same interface (e.g., find the detailed page of a venue and go to “我的收藏”)

- 2) Users can understand the logic and relationship between different interfaces.
- 3) It's easy and efficient for users to browse the information they need on the website.
- 4) Users won't feel it annoying when the alert boxes appear, for example when they are going to bookmark a certain venue, there will be a tip reminding them to log in first.
- 5) The website is user-friendly and will be helpful for my persona.

7. Usability planning dashboard

USABILITY TEST PLAN DASHBOARD					
AUTHOR LIU Yangqijiang		CONTACT DETAILS liuyanqijiang@gmail.com		FINAL DATE FOR COMMENTS 13/11/2022	
PRODUCT UNDER TEST What's being tested? What are the business and experience goals of the product? Website [Let's live in da house] To provide comprehensive information of venues and shows and a community for music fans who enjoy going to live house	TEST OBJECTIVES What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested? 1. Whether users can find multiple paths to the same interface? 2. Do users understand the logic and relationship between different interfaces? 3. Is it easy and efficient for users to browse information they need on the website? 4. whether users think certain alert boxes is annoying? Is the website user-friendly? 5. Will it be helpful for my persona?	PARTICIPANTS How many participants will be recruited? What are their key characteristics? 5 participants. They are all music fans with previous experience of going to live house and they were involved in my previous card sorting.	TEST TASKS What are the test tasks? 1. Go to the details page of the specific avenue (e.g. MAO live house) 2. Bookmark a live house venue and view it in my favorites on personal homepage 3. If you want to explore a show, how would you browse this site	RESPONSIBILITIES Who is involved in the test and what are their responsibilities? The designer and PM of the website Responsibility: design tasks, interview, record the test, interact with participants, conduct time management	LOCATION & DATES Where and when will the test take place? When and how will the results be shared? 11-12/11/2022 via 飞书 meeting online 13/11/2022 analysis
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? To provide insights from user side and check the logic and design of the website. If not tested, it can only provide a one-sided perspective from a PM and it's hard to spot problems					
EQUIPMENT What equipment is required? How will you record the data? Laptops is required and use 飞书 meeting for recording.					
PROCEDURE What are the main steps in the test procedure? <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; padding: 5px; text-align: center; width: 15%;"> 0-2min: Welcome session and introduce the website </div> <div style="border: 1px solid black; padding: 5px; text-align: center; width: 15%;"> 3-4min: Let participants freely browse the website </div> <div style="border: 1px solid black; padding: 5px; text-align: center; width: 15%;"> 5-10min: Carry out the test tasks </div> <div style="border: 1px solid black; padding: 5px; text-align: center; width: 15%;"> 11-12min: Post-test interviews </div> <div style="border: 1px solid black; padding: 5px; text-align: center; width: 15%;"> 13-14 min: Ask for feedback & suggestions from participants </div> <div style="border: 1px solid black; padding: 5px; text-align: center; width: 15%;"> 14-15min: Finish and express gratitude </div> </div>					

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8. Usability test analysis

Please see another PDF file.