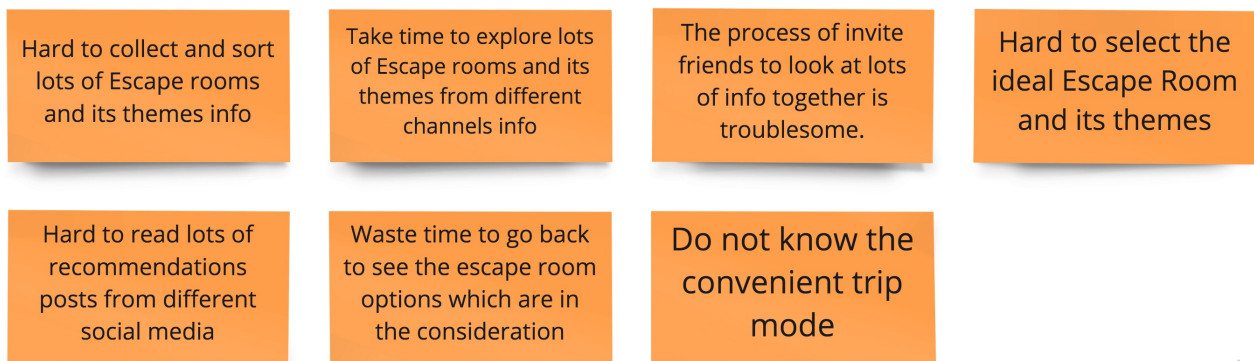


The problem statement

Persona Segmentation Table				
	AGE	SEX	COUNTRY	PREFERENCE
1	16-30	FEMALE	CHINA	OUTDOOR ACTIVITIES
2	31-40	MALE	FOREIGN COUNTRIES	INDOOR ACTIVITIES
3	41-50	BOTH		STAY HOME
4	51-60			
5	61-			

Table 1: The persona segmentation table

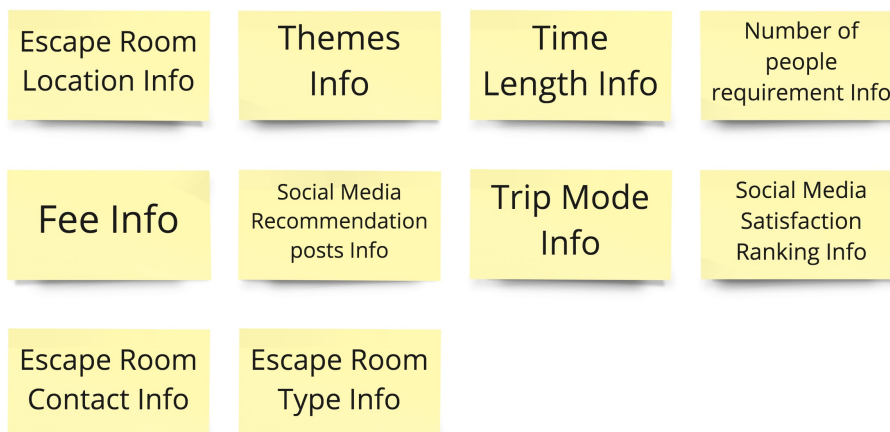
Pain points



miro

Figure 1: The pain points of booking escape room process

Key data views



miro

Figure 2: The needs of website

USABILITY TEST PLAN DASHBOARD

AUTHOR		CONTACT DETAILS		FINAL DATE FOR COMMENTS	
Mingming Zheng		1155145764@link.cuhk.edu.hk			
PRODUCT UNDER TEST What's being tested? What are the business and experience goals of the product? The Website At [http://www.dianping.com/shanghai/ch30] A trading platform and also providing information services about merchant information, consumer reviews and so on	TEST OBJECTIVES What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested? Do people trust the service? (Rating system and so on) Do people can know all the information about the escape room? Do people feel easy to choose a escape room's theme? Do people know how to book an appointment on the website? Do the help center can solve problem easily and quickly for people?	PARTICIPANTS How many participants will be recruited? What are their key characteristics? 5 participants recruited All must young people around 16 to 30 All must own a laptop or smartphone	TEST TASKS What are the test tasks? Find out escape room page, look through its informations and decide if you would sign up for it. Sign up for it Find a escape room's theme that you want to play. Double-check all the informations. Complete the appointment.	RESPONSIBILITIES Who is involved in the test and what are their responsibilities? Mingming Zheng (Datalogger, eyetracking, recruitment)	LOCATION & DATES Where and when will the test take place? When and how will the results be shared? Nov 9 ZOOM
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? The test can help design team to improve the website to make it more explicit and smooth experience. Do not do the task, website effect may not achieve company's expectation.					
EQUIPMENT What equipment is required? How will you record the data? Laptop All tasks will be recorded to digital video via ZOOM We will log usability problems and measure task completion rate and time on task					
PROCEDURE What are the main steps in the test procedure?					
<div> <div>0-5MIN WELCOME</div> <div>5-10MIN Pre-test Introduction</div> <div>10-45MIN Doing the test tasks</div> <div>45-55MIN Doing the questionnaires</div> <div>55-60MIN Interview about the questionnaires</div> <div>60-65MIN SAY GOODBYE AND SAY THANKS</div> </div>					

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Figure 3: The usability test plan dashboard

Effectiveness

All 5 participant willing to sign up for the website because it has lots of the information and complete the 'sign up' task smoothly ('sign up task').

All 5 participant didn't complete the 'finding a escape room theme' task.

It took them about 5 minutes to click into a escape room to look at themes, then return to the home page, find another escape room, and then looking at themes, keep repeating the previous actions and ultimately not finish. Through the interviewing process, they all mentioned some key words 'too many choices', 'Hard to shop around', 'have to jump back and forth on different pages', and 'forget which escape room the theme they thought was good before was in'.

Efficiency

5 participant can quickly complete the 'double-check information' and 'make and appointment' tasks in about 2 minutes. However, it is hard for them to complete the 'finding a escape room theme' on time.