

W³ Testing Plan

The W³ app is in a particularly competitive market – there are numerous other weather apps available, and most target users already have at least one tool they use for finding weather. Success of the app will depend on users not just understanding and enjoying the app, but loving it and telling friends about it. As much as I as a software designer or you, our client and subject matter expert, know about matching the needs of this project to a useful app, we can't unlearn the assumptions and background knowledge we each bring to the project when trying to use interim and final versions. Observing potential users who are fresh to the project try to use the app can help fill this gap.

Initial User Testing

Before beginning to build the design shown to you in the design mockups, I recommend finishing additional interim mockups showing interactions such as menu bars, and converting these into a clickable mockup. This allows a user to simulating using the app with just the visual mockups by adding links between different views in relevant locations on the image.

The interview process will be based on the method outlined in the [Google Ventures Design Sprint](#), described under day 5 (Friday). For this process, we will use two rooms – one with the test user and an interviewer, and the other for observers. Observers will be able to see both the user's phone as they use it (via a vertically mounted webcam) and the user's face (via second standard mounted webcam). These videos will be streamed to the observer room in real time. This two-room process is recommended to minimize distraction to the user. The interviewer in the room with the user will guide them through the process and help them when they get stuck, as well as encourage them to 'think out loud.'

The UX design team and project lead are the minimum required observers; however, all team members working on the project should plan to view at least 2 of the interviews. You as the client are welcome to attend and observe these interviews as well – in fact it is recommended. We will host 5 interviews in a day, using subjects recruited from Craigslist and, if necessary, by handing out flyers at local outdoor stores. Interview subjects will be given a \$50-100 gift card to compensate them for their time.

Testing During Development

Because this project relies so much on enthusiastic users in a competitive market, I recommend a frequent testing plan. While it may seem that the proposed plan requires a large time investment, I expect that this investment will be made up in time savings by not over-building features that people don't need, as well as a better chance of a successful final product.

During development, I recommend testing with actual users every two weeks during the development process. The test process will be same as the initial user testing described above. During normal weeks, 2-3 users will be interviewed. When a working alpha and beta version of the app is ready, we will do a full 5-user interview day.

Users will be presented with the most recent version of the product available. This allows us to make changes based on earlier interviews, and see if those changes produced the desired effect.

An added benefit of this testing schedule is it helps to enforce an agile development process. Agile development of software products suggests, in brief, that there should always be a useable version of the product available – even if initially that means that very limited functions are available. Rather than risk going over budget or missing deadlines, we can instead adjust project scope if unforeseen challenges arise.

Ongoing Monitoring

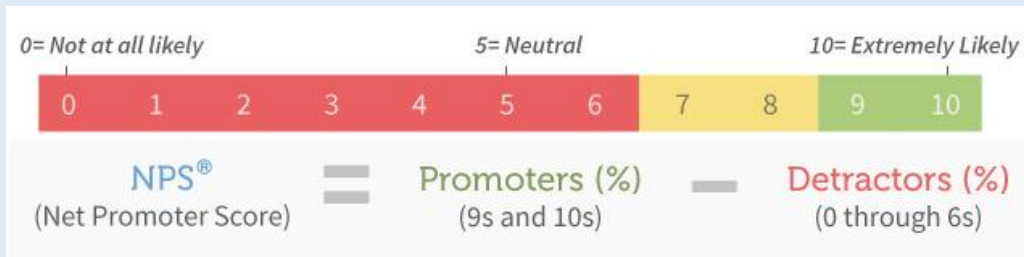
After the app is made available to the public, you will want a robust feedback tool available to make sure you know what users think of your app so that it's user base will continue to grow. Besides a standard bug-reporting feature in the help section, I also recommend asking proactively for feedback using the Net Promoter Score.

The net promoter score is a simple, one-question survey that asks "How likely are you to recommend W³ to a friend?" This simple question makes it easy for customers to answer – increasing response rate – and encourages a more honest assessment of their enjoyment of the product. Key to the net promoter score is that it builds in the concept that to grow, users need to not only be happy with the app – they need to be enthusiastic. While users who score 7 or 8 may seem like positive users, they are in fact unenthusiastic customers who are vulnerable to trying competitors' products. See the box on the next page for a summary of the Net Promoter Score, or read more about it on the [Net Promoter website](#).

The Net Promoter question can be delivered in-app, while users are actively using the product using a pop-up box, and additionally via email. With careful attention to frequency and timing of these requests, customers can be highly responsive to providing the feedback necessary to a successful product.

Net Promoter Score

Quoted from www.netpromoter.com



Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth

Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score.