Usability Testing Protocol for Zoho Music Website

1. Scope of the Test

This usability test focuses on evaluating the ease of navigation and user experience of the redesigned Zoho Music website, specifically in finding and accessing a product (an album or a song). We aim to validate the effectiveness of the new content organization and taxonomy based on user feedback.

2. User Recruitment

We will recruit **5 users** who fit the following criteria:

- **Music Enthusiasts**: People who frequently explore and purchase/download music online.
- **Zoho Music Users**: People familiar with or interested in discovering South American music labels like Zoho Music.
- **Mixed Tech Savviness**: A mix of users who are comfortable with digital interfaces and some with moderate experience.

3. Objectives

The objectives of the usability test are:

- **Prove that the redesigned content organization** helps users find specific products (albums or songs) quickly and efficiently.
- **Identify pain points** in the navigation process.
- **Verify user satisfaction** with the overall structure, ease of use, and the flow from the home page to the product page.

4. Metrics

We will measure the success of the usability test using the following metrics:

- **Task Completion Rate**: The percentage of users who successfully navigate to a product.
- **Time on Task**: How long it takes users to complete the task of finding an album or song.
- **Error Rate**: Number of errors or missteps users make during the test (e.g., clicking on the wrong link, confusion with categories).
- **User Satisfaction**: Post-test feedback using a short questionnaire asking about ease of use and satisfaction on a scale of 1-5.

5. Test Steps & Instructions

1. **Introduction & Consent**:
   - Greet the user and introduce the purpose of the test.

- Ask them to consent to be part of the test and inform them the session will be recorded for internal analysis.
2. **Initial Instructions**:
   - Provide users with the following scenario: "Imagine you are looking for a specific album or song from the Zoho Music website. Your goal is to find the album/song and explore the options to purchase or download it. You can start from the home page and navigate your way through."
3. **Test Tasks**:
   - **Task 1**: Start from the **Home page** and find a song from the **Zoho Artists** section.
   - **Task 2**: Proceed to download the song through **New Release**
4. **Observation**:
   - The facilitator observes user actions and notes errors, confusion, and efficiency of navigation.
   - Time how long each task takes for each participant and log any errors encountered.
5. **Post-Test Questionnaire**:
   - How would you rate the ease of navigating the website? (1-5)
   - Did you find the product you were looking for efficiently? (Yes/No)
   - How satisfied were you with the experience overall? (1-5)

Introduction Script

"Hi [User's Name],

Thank you for participating in our usability test today. The goal of this session is to understand how easy or difficult it is to navigate the Zoho Music website and find specific music products, such as albums or songs. There are no right or wrong answers, and you are not being tested—we are testing the website.

During the test, I'll ask you to perform some tasks, and I'll be observing how you interact with the website. Feel free to think out loud and share your thoughts as you go along. The session will be recorded, but all your responses will be anonymized for analysis.

Do you have any questions before we begin?"

Conclusion Script

"That brings us to the end of the session. Thank you so much for your time and feedback today! Your insights will help us improve the user experience of the Zoho Music website.

Before you go, we'd like to ask you to fill out a quick questionnaire about your experience during this test. Once again, thank you for your help!"