USABILITY TEST PLAN DASHBOARD

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2020.11.22

PRODUCT UNDER TEST

What's being tested? What are the business and experience goals of the product?

Whether the functional orientation of the website is clear will be tested.
The website can obtain effective users and data, and constantly optimize the website to attract more users.

BUSINESS CASE

Why are we doing this test? What are the benefits? What are the risks of not testing?

The test is to complete the website design with satisfying user needs.
If not testing, we will ignore user needs and cause no one on the site.

TEST OBJECTIVES

What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?

The goals of usability test is to use data to record and analyze user behavior in preparation for website updates.
—Is the navigation function clear?
—Is the information provided on the website useful?
—Is the user's operation smooth and successful?
—Do users want to use this website further?

PARTICIPANTS

How many participants will be recruited? What are their key characteristics?
5 beginners who love photography (between 20-25 years old).
They use the website for different purposes, and the photography equipments they adopt are also different (mobile phones, cameras, mirrorless cameras)

EQUIPMENT

What equipment is required? How will you record the data?

The participants need a computer or tablet as the equipment.
I will record the screen to record user behavior.

TEST TASKS

What are the test tasks?

—If you want to buy an entry SLR, you need to search for some information on this website.
—You want to get some effective information on how to beautify the picture.
—If you want to arrange an outing, you need to know which places in Hong Kong are suitable for location shooting.
—You are very interested in photography and want to get some learning materials for beginners.

RESPONSIBILITIES

Who is involved in the test and what are their responsibilities?

HUANG Shuqi
Eye tracking, client contact, tech support, moderator, PM

LOCATION & DATES

Where and when will the test take place? When and how will the results be shared?

The test was conducted online from November 20-21, recording screens of participants' behavior. The results will be counted and shared in the form of text and tables on November 22.

PROCEDURE

What are the main steps in the test procedure?

Problem statement → Determine usability test plan (create dashboard) → Pre-test → Recruit 5 participants → Formal test → Collect feedback