Problem statement

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Persona:

1. Young people (20-25 years old)

2. Those who are good at discovering the beauty in life, are curious about life, and like to record life

3. People who are interested in shooting and are in the entry stage

4. The group's shooting equipment is diverse: collection, mirrorless, SLR

5. This group has a demand for travel photography

Pain points:

1. Websites about photography learning are more complicated and less comprehensive

2. The photography learning information on the Internet is relatively scattered, and users need to search and integrate information on different platforms, which is more difficult for beginners

Needs:

1. Beginners need to understand the most basic photography knowledge, including equipment selection and composition skills.

2. For beginners, integrating all effective information can help users alleviate the trouble of searching for information.

Objectives:

1. Users can shoot satisfactory works by self-study the information of the website.

2. Establish a simple and clear entry-level comprehensive website that can integrate effective information about shooting, retouching, and equipment to provide users with integrated and convenient services.

USABILITY TEST PLAN DASHBOARD

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FINAL DATE FOR COMMENTS
2020.11.09

PRODUCT UNDER TEST

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

The usability of the photography website will be tested. Users can find effective information about photography strategies and equipment selection on this website to help them complete their photography plans.

BUSINESS CASE

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

Usability test can provide an objective analysis of how to use photography website in real life. If not testing, user experience will be ignored and users will be lost.

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.
-Does the website provide simple and clear photography knowledge for the beginners?
-Do users think this website is easy to use?
-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?

Find a better way to design a photography website. Discover the needs and difficulties of users.

Find tips for taking pictures. Search the knowledge of travel photography. Choose the suitable shooting equipment.

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 7 - 8, recording screens of participants' behavior.
The results will be counted and shared in the form of text and tables on Monday(November 9).

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

Measuring Satisfaction

TASK:

You want to go to a popular dessert shop with your friends on the weekend. Due to this plan, you want to learn about food and character shooting skills. Now that this website is provided to you, what would you do?
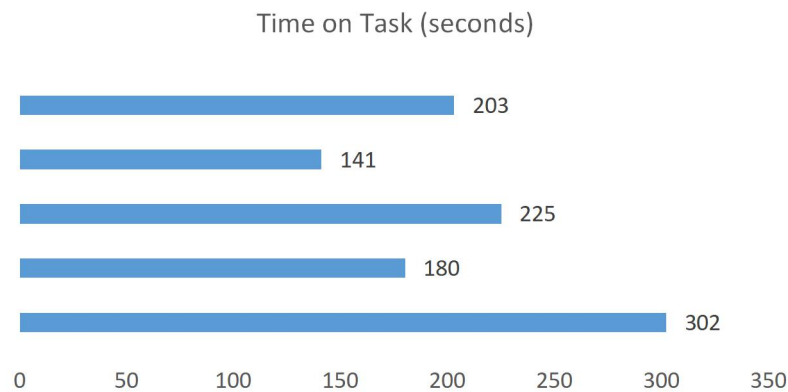
(1) EFFECTIVENESS

There are a total of 5 participants, of which 3 successfully completed the task, 1 did not complete, and 1 gave up the task.

Percentage of Participants
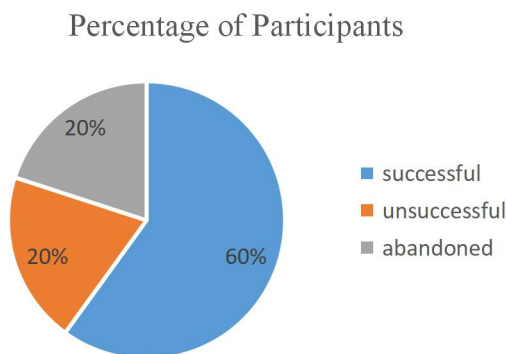
(2) EFFICIENCY

Average time: 210.2s (3m30s)

Among them, 4 participants took more than 180s (3 minutes), and the longest time was 302s (5 minutes).

Time on Task (seconds)


(3) SATISFACTION

2 participants thought the test was moderately difficult, 2 thought the test was easier, and 1 thought it was difficult.

Subjective Ranking of Task Difficulty

HARD	FAIRLY HARD	NEUTRAL	FAIRLY EASY	EAST
0	1	2	2	0

(4) ATTITUDE RATIO

2 participants had a positive attitude towards this task, 2 remained neutral attributes, and one held a negative attitude.

Ratio of Participants' Attributes

NEUTRAL 40%
POSITIVE 40%
NEGATIVE 20%
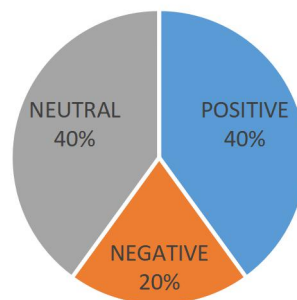
(5) REPRESENTATIVE PARTICIPANT COMMENTS

✓ The information on this website is very comprehensive, including shooting skills, equipment, travel shooting, and even travel equipment.

✓ I searched for the keywords "food" and "figure" through the search box, and found articles with corresponding tags. But the topic of each article is too scattered. I searched many articles to find what I need, so I think this website is not very useful.

✓ I directly clicked "Zero Basis" in the navigation bar to view related articles, and found some articles about shooting techniques, but the distribution was very scattered, making me feel clueless.

Conclusion:

In summary, the website is a comprehensive photography website with abundant information, which can provide users with various knowledge to meet users different demands. However, the website is a bit messy in article classification, and users are easily confused, which ultimately leads to a poor user experience.