1. PREPARATION PHASE

a) Define the Users (Population)

Primary User Groups:

1. Inventory Managers (Primary)

- Age: 25-55
- Technical proficiency: Medium
- Experience: Familiar with inventory systems, basic computer skills
- Usage frequency: Daily

2. Shop/Sales Staff (Secondary)

- Age: 18-60
- Technical proficiency: Low-Medium
- Experience: Basic retail experience
- Usage frequency: Multiple times daily

3. Business Owners (Tertiary)

- Age: 30-65
- Technical proficiency: Varies
- Experience: Business management
- Usage frequency: Weekly

b) Recruit Participants (Sample)

c) Define Measures

Performance Measures (Objective):

Task Success Rate

- Binary: Success/Failure
- Partial success with assistance

Time-on-Task

- Time from task start to completion
- Industry benchmarks for similar operations

Error Rate

- Number of errors per task
- Types: Navigation, input, selection, submission

Efficiency Metrics

- Clicks to completion
- Navigational steps
- Keystrokes for form completion

Preference Measures (Subjective):

Perceived Ease of Use

- Post-task ratings (1-7 scale)
- "How easy was this task?"

User Satisfaction

- Single Ease Question (SEQ)
- "How satisfied were you with this process?"

Desirability Assessment

- Microsoft Product Reaction Cards
- Choose 5 words describing the experience

- Net Promoter Score (NPS)
- "How likely are you to recommend this to a colleague?"

Feature Importance

- Rank features by perceived value
- Identify missing features

Prepare procedure and script (Teams or in person)

Moderation script

"Hello, thank you for participating in our usability study today. My name is Viktor/Sofie, and I'll be guiding you through this session. We're testing a new order management system designed for retail businesses. Your feedback will help us improve the system before it's released.

Today, you'll be asked to complete several typical tasks that someone might do in their daily work. There are no right or wrong answers - we're testing the system, not you. If you struggle with something, it means the system needs improvement.

I'd like you to use the 'think-aloud' method. Please say what you're thinking, what you're trying to do, and any questions or concerns you have as you work through the tasks. Don't worry about hurting my feelings – honest and constructive feedback is the most valuable.

The session will be recorded for analysis purposes only. All your information will remain confidential. Do you have any questions before we begin?"

Moderation and analysis

- Process data
- Present shareholders with analysis