Usability Testing Protocol for Rimas Music Website

1. Scope of the Test

The usability test aims to evaluate the effectiveness and user-friendliness of the Rimas Music website, focusing on the user journey from the home page to a specific album page. The goal is to identify any usability issues that may hinder user experience and to gather feedback on the content organization and overall design.

2. User Recruitment

We shall recruit **5 users** who are regular visitors to music label websites and have an interest in South American music. Participants should ideally have varied backgrounds in terms of age, technical skills, and familiarity with music label websites to gather diverse insights. We will recruit from whatsapp groups and social media groups.

3. Objectives

- Assess the ease of navigation from the home page to the album page.
- Identify any obstacles users encounter while searching for a specific album.
- Gather qualitative feedback on the design and content organization.

4. Metrics

- **Task Completion Rate**: The percentage of users who successfully navigate to the desired album page.
- **Time on Task**: The time it takes for users to complete the task of finding an album.

- **Error Rate**: The number of errors users make during the navigation process.
- **User Satisfaction Rating**: Collect feedback through a brief questionnaire after the task completion, using a scale of 1 to 5 (1 being very dissatisfied and 5 being very satisfied).

5. Steps and Instructions

Test Steps:

1. **Introduction**: Greet the participants and explain the purpose of the usability test.
2. **Pre-Test Questionnaire**: Gather information about their experience with music label websites and familiarity with online music platforms.
3. **Usability Task**: Ask users to complete the following task:
   - "Please navigate to the album titled 'Album Name' and describe your experience while doing so."
4. **Observation**: Observe users as they navigate the site. Take notes on their behavior, any difficulties faced, and comments made during the task.
5. **Post-Test Questionnaire**: After completing the task, ask users to fill out a satisfaction survey based on their experience.

User Instructions:

- "Please take your time and feel free to think aloud as you navigate the website. Your thoughts will help us understand your experience better."
- "If you encounter any difficulties, please let us know, but do not worry about making mistakes; we are testing the website, not you."

6. Introduction to Greet Users

"Hello, and thank you for participating in this usability test for the Rimas Music website! We appreciate your time and input as it will help us improve the user experience. Today, we will ask you to navigate the website and complete a simple task. Please feel free to share your thoughts and feelings as you go through the process. There are no right or wrong answers; we are just looking for your honest feedback!"

7. Conclusion to Thank Users

"Thank you so much for your time and valuable feedback today! Your insights are crucial in helping us enhance the Rimas Music website's usability. If you have any additional thoughts or suggestions, please feel free to share them with us. Have a great day!"