



User Testing Plan

Purpose & Objective

To evaluate the web apps intended task flow and interactions, with an emphasis on the main user goals. The objective is to uncover any issues that might be present in terms of use, and use these findings to direct the iteration process.

Roles

Students will proxy the roles and responsibilities of the interviewer, note taker, and observer. There will be one role defined as participant.

Method

A combination of controlled and field-testing methods will be employed. This approach will utilize an indoor facility to observe user interactions while in a controlled environment state.

Metrics	Equipment	Locations
<ul style="list-style-type: none">• Completion Rates• Time on Task• Page Views• Errors• Satisfaction Rating• Usefulness	<ul style="list-style-type: none">• Laptop• Notepad• Stop Watch	<ul style="list-style-type: none">• In-Lab• Remotely



User Questionnaire (Lab 6)

(Must be completed for Lab 6.)

Used to qualify participants as intended users based on the primary / secondary personas.

The first person I am interviewing is 21 and is a qualified art student. When I asked him if he looks for artistic art shirts online, his reply was "yes, yes I do."

The second person I am interviewing is also 21 and is in Full Sails DAD program. When I asked her if she looks for artistic shirts online, her reply was "I normally get whatever is in the mall but I'll help you anyways."

What is the person's gender?

One male and one female

What is your job title/profession?

Both of them are students. One goes to UCF and the other is at Full Sail.

How proficient are you with a computer or phone?

The male participant says, "He knows everything he needs to know about a computer or a phone. Like how to open Facebook, and where the power button is..."

The female participant says, "I was raised with a computer. I don't have a smart phone but I know I'm smart enough to figure one out."

How often do you use your devices for tasks?

The female student says she uses a computer all the time for tasks.

The male student says he mostly just uses his phone for texting and Facebook.

Would an app that does _____ be useful to you?

I have an app that would allow a user to browse and buy artistic clothing from other inspiring artists.



User Testing Findings Report

Report your Findings (Wireframes - Lab 6)

From my testing, I know for a fact that the login and sign up fields are good. I was made aware that maybe there should be a login and register button on the index screen to make that feature more prominent. It was also pointed out that after someone does a search, the results should have the price of the product be shown underneath it. A comment was also made about the way to view what's in the users shopping cart. It has been said that there should be a button that takes you right to it on the results page instead of having to actually buy something or having to go to the users profile. Discussions of style and placement of items on the page came up quite often. Every other page I think. Other than what I described above, both users who tested my site said that it was good but there is some room to make it better. I couldn't agree more!