

## **Problem Statement**

### **Persona**

**Gender:** Female

**Age:** 20-30 years old

**Occupation:** White collar

**Work location:** First-tier cities

**Income:** Above RMB 8,000

**Family status:** Unmarried

**Label:**

1. Like to try a variety of food and take pictures
2. Like to post photos on social media
3. Like to buy after researching online products
4. I like to go out and relax with close friends on weekends
5. Like the connotation of Beijing Hutong
6. Have a certain amount of money for social entertainment

### **Needs**

After a week of hard work, white-collar women in Beijing need to go out to relax and get together with friends. They hope to enjoy the beautiful environment of a Hutong rooftop coffee shop or tea house, enjoy coffee, tea and desserts that suit their tastes, take pictures with friends and share them on social media to get likes.

### **Pain Points**

It's difficult to know

1. Which café is a rooftop one in Hutong
2. Which Hutong café is in the area I want to go
3. How is the view I can see in a certain café shop
4. whether the drink or food suits my taste and consumption level

### **Objectives**

1. Find hutong rooftop cafés in the area I want to go to
2. Know the specific information of this cafe
3. Take the pictures of Hutong from the angle I want

# Usability Test Plan Dashboard

| AUTHOR  |  | CONTACT DETAILS   |   | FINAL DATE FOR COMMENTS   |  |
|---|--|---|---|---|--|
| <b>PRODUCT UNDER TEST</b><br>What's being tested? What are the business and experience goals of the product?<br><b>大众点评</b><br>商业：提高网站流量和抽佣收入；体验：让用户找到吃喝玩乐地点并分享体验 | <b>TEST OBJECTIVES</b><br>What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?<br><b>1. Can users find Hutong rooftop cafe in his area smoothly?</b><br><b>2. Can users know the menu, consumption level and specific location?</b><br><b>3. Can users know if they can take the photos they want in the coffee shop?</b> | <b>PARTICIPANTS</b><br>How many participants will be recruited? What are their key characteristics?<br><b>5 white-collar women in Beijing between 20 and 30 years old</b> | <b>TEST TASKS</b><br>What are the test tasks?<br><b>1. Find a rooftop cafe in Hutong close to your location</b><br><b>2. Pick the drink you like on the menu and find its price</b><br><b>3. Download a picture taken from the rooftop view of the cafe</b> | <b>RESPONSIBILITIES</b><br>Who is involved in the test and what are their responsibilities?<br><b>SONG Wenjia</b> | <b>LOCATION &amp; DATES</b><br>Where and when will the test take place? When and how will the results be shared?<br><b>Test implemented in cafe shop in Beijing</b><br><b>Results shared on Wenjia-Song.github.io</b><br><b>2020.11.07</b> |
| <b>BUSINESS CASE</b><br>Why are we doing this test? What are the benefits? What are the risks of not testing?<br><b>通过测试寻找用户痛点和提升用户体验的方法，从而使自己的网站更有竞争力</b>        |  |   |   |   |  |
| <b>EQUIPMENT</b><br>What equipment is required? How will you record the data?<br><b>iPhone installed Dianping</b><br><b>Mac for data recording</b>                |  |   |   |   |  |
| <b>PROCEDURE</b><br>What are the main steps in the test procedure?  |  |   |   |   |  |
| <div>介绍测试内容 (3min) → 测试前访谈 (5min) → 测试 (10min) → 测试后访谈 (5min) → 记录与整理数据 (5min) → 反思</div>   |  |   |   |   |  |

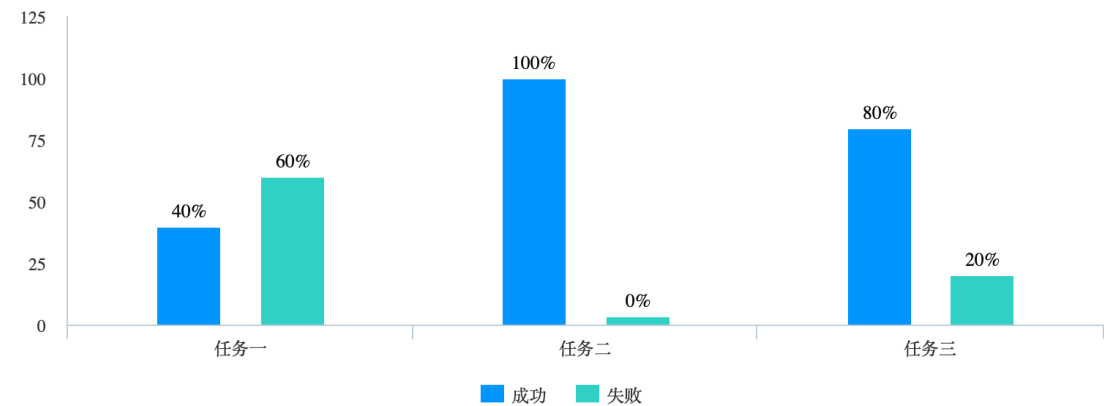
Task:

1. Find a rooftop cafe in Hutong close to your location
2. Pick the drink you like on the menu and find its price
3. Download a picture taken from the rooftop view of the cafe

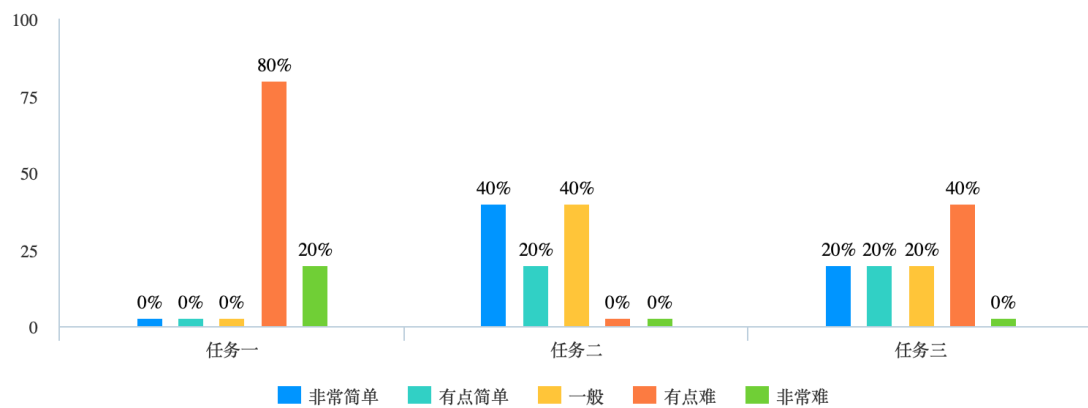
## Result and Reflection

Here is the result of tests:

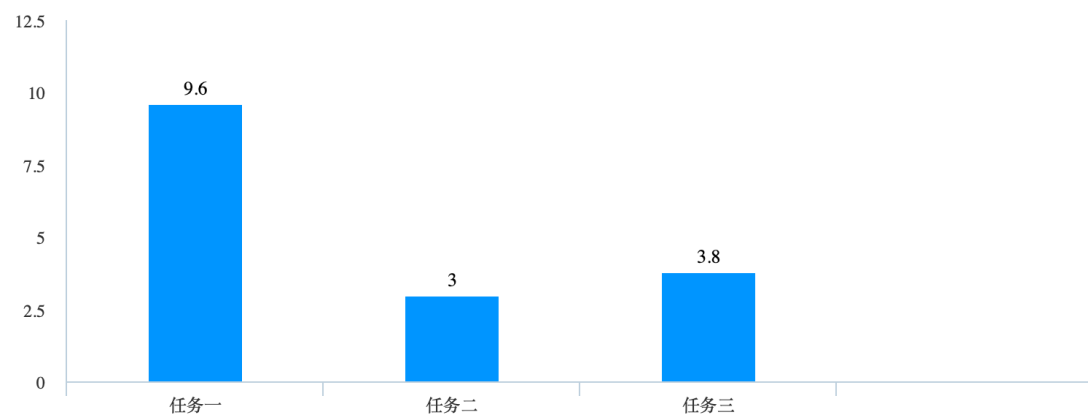
1. The fulfillment of task



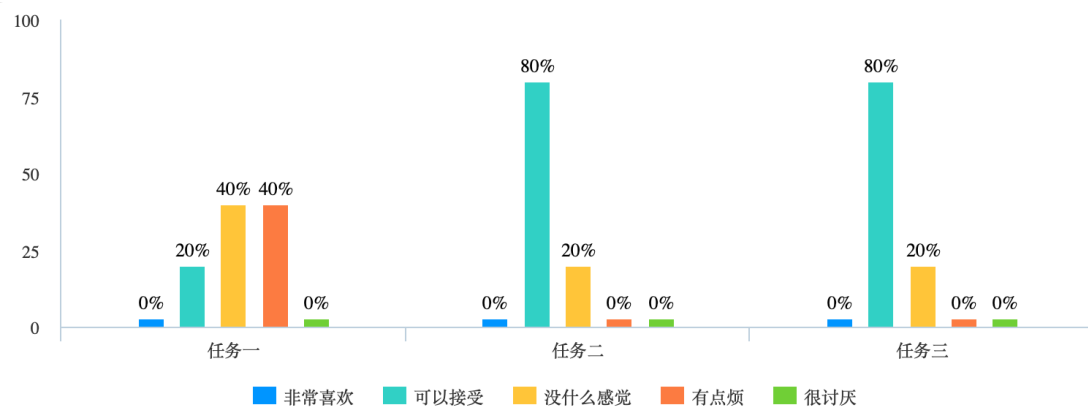
## 2. The level of difficulty



## 3. The time spent on each task



## 4. Usability Satisfaction



### From the results we can know that:

1. For all users Task 1 is the most difficult one because the results of searching for rooftop café in Hutong aren't ranked by distance;
2. For most users Task 2 is easy because Dianping collects specific information about those shops;
3. Sometimes Task 3 can be difficult because some cafés don't have clients uploading their photos of view on the roof.