

Test Protocol – Elsa Custom Swimsuit Order Flow

Elmahmoudi Abderrahman – 11/11/2025 – V1

1. Objective

To evaluate the efficiency, clarity, and satisfaction of the Elsa Custom Swimsuit Order Flow mid-fidelity prototype by observing real users completing key tasks.

2. Scope of the Test

Included: Navigation through the order form, progress bar understanding, order confirmation, tracking, and feedback submission.

Excluded: Visual design, color testing, and admin functions.

3. Objectives (What Are We Proving)

1. Users can complete an order without help.
2. The step-by-step flow and progress bar are clear.
3. The confirmation and tracking increase user confidence.
4. The form fields are logically grouped.
5. The feedback form is easy to access and submit.

4. Metrics (How We Measure Efficiency)

Metric	Description	Success Criteria
Task Completion Rate	% of users completing tasks	80% or higher
Time on Task	Time to complete from start to confirmation	Under 3 minutes
Error Rate	Number of errors per user	< 3 minor errors
Satisfaction Rating	User rating 1–5	Average \geq 4
Observed Frustration	Moderator notes confusion or hesitation	Minimal (1–2 occurrences)

5. Participants (Recruitment Strategy)

Five participants were recruited, representing typical users aged 18–40 with varying digital familiarity. Each has experience with online ordering or handmade products.

1. Sarah M. – Student
2. Youssef K. – Freelancer
3. Lina B. – Fashion enthusiast
4. Amine T. – Engineer
5. Amina H. – Local client

6. Test Environment

Devices: Smartphone (main) and laptop (optional).
Tool: Figma clickable prototype.
Method: Moderated usability test, in person or via video call.
Duration: 15–20 minutes per session.

7. Test Tasks

Task 1: Start from the home page and complete the order until confirmation.

Task 2: Check how to view your order status.

Task 3: Leave feedback for Elsa after your order.

8. Moderator Script

Introduction:

"Hi, thank you for helping test this prototype. We're testing a new order flow for Elsa's custom swimsuits. This is not a test of you — it's a test of the design. Please think out loud as you go."

During the test: Present one task at a time, observe user behavior, note confusion or errors.

Conclusion:

"Thank you for your time! Your feedback helps improve the experience. Do you have any last comments or suggestions?"

9. Data Collection Template

Participant	Device	Task1 (Y/N)	Task1 Time	Task2 (Y/N)	Task2 Time	Task3 (Y/N)	Task3 Time	Is
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10. Key Learnings

1. Button labels like 'Next' should be replaced with 'Continue'.
2. Users expected a visible confirmation after submitting the order.
3. Feedback form was clear but needs a success message.
4. Calendar selection needs clearer highlight.
5. The progress bar was helpful and intuitive.

11. Iteration Suggestions

- Rename 'Next' to 'Continue'.
- Add confirmation popup post-submission.
- Highlight selected dates on calendar.
- Add progress indicator animation.
- Include tooltips for measurement inputs.

12. Deliverables Naming Format

Elmahmoudi_Abderrahman_TestProtocol_11112025_V1.pdf
Elmahmoudi_Abderrahman_TestPhotos_11112025_V1/
Elmahmoudi_Abderrahman_TestLearnings_11112025_V1.pdf

Zip folder: ElsaApp_Elmahmoudi_Abderrahman.zip