Usability Test Results for

Team A

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**INTRODUCTION**

Following is the test plan for conducting usability tests of a portfolio/networking site for client, Orion Jerwa. The plan covers the following sections:

* Purpose
* Problem statements
* User Profiles
* Methodology
* Task list
* Test environment and equipment requirements
* Evaluation measures
* Test report contents and presentation

**PURPOSE**

Orion Jerwa is a voice actor based in Seattle, WA. He is wanting a website that allows users to look at a repository of his work, get background information on him, and give the user ways to get in contact with him.

The site he is wanting will be multi-page with distinct page objectives which will achieve the goals he has for the website.

**TEST OBJECTIVES**

After analyzing the purpose of this web site, we have determined that there are several broad categories of questions that need to be answered about its usability.

1. Can potential users easily navigate the site?
2. Can prospective employers find contact and background information?
3. Can potential contacts easily find where to connect with the client?
4. Does the site maintain the users attention?

**USER PROFILES**

Users will include voice acting peers looking to network, and potential clients looking to hire a voice actor. There also may be potential users just looking to get more information on general voice actors or fans of Orion's work.

## Main Target Groups

The main target group for Orion’s website will be those in the industry.

* Potential clients looking to hire voice actors: One of the main goals for the website is a place for entities looking to hire Orion to look at his body of work and get in contact with him
* Other voice actors: A secondary goal is for the website to allow other voice actors to network with Orion.

## Secondary Target Groups

A secondary user may be those who are looking to get more background information on voice acting or fans of Orion’s work.

They are not the main focus for the website but they are potential users.

**METHODOLOGY**

The usability test will consist of the main performance test designed to gather extensive usability data via direct observation.

The main performance test is composed of the following four sections:

## 1. Volunteers will be put into a Zoom breakout room.

Each participant will be greeted and placed into an individual breakout room waiting for further instruction.

## 2. Orientation

Once taken out of the breakout room, the participant will listen to a short, verbal script that will explain the agenda for the day. All parts of the test will be explained.

## 3. Performance test

During this section of the test, the test moderator will ask the participants to navigate the website and answer usability questions.

The data logger will take notes on questions and responses.

## 4. Participant debriefing

After all tasks are complete or the time expires, the test monitor will debrief each participant asking about the following:

* Participant’s perceptions about usability and aesthetics of the site
* Participant’s overall comments about his or her performance

After the debriefing session, the participants will be thanked for their effort, and invited to review other sites.

**TEST ENVIRONMENT AND EQUIPMENT REQUIREMENTS**

Our testing lab will be a Zoom meeting amongst Team A and Team 1, and invited guests. It is required there be a test moderator, user, and data logger.

**EVALUATION MEASURES**

The following evaluation measures will be collected and calculated:

1. The average time to complete each task.

2. The percentage of participants who finished each task successfully versus those who had errors from which they could not recover.

3. Error classification: to the degree possible, each error will be classified and a source of error indicated. Error classes are as follows:

* **Observation and Comments** -- The test monitor notes when participants have difficulty, when an unusual behavior, or when a cause of error becomes obvious.
* **Non-critical Errors** -- An individual makes a mistake but is able to recover in the allotted time.
* **Critical Errors** -- An individual participant make a mistake and is unable to recover and complete the task on time. The participant may or may not realize a mistake has been made.

4. Participants ranking of usability and aesthetics of the site. (Some questions may be essay-type, rather than rankings.)

**TASK LIST**

## Task List for Orion Jerwa Web Site Usability Test

### TASK LIST LEGEND:

**MTC** = Maximum time to complete

**SCC** = Successful completion criteria

| **TASK NO.** | **TASK DESCRIPTION** | **TASK DETAIL** |
| --- | --- | --- |
| 1 | Locate information about the actor | **SCC**: Navigate to the URL shown below.  <https://alboss.github.io/ui-team-a/about.html>  **MTC**: less than a minute |
| 2 | You want to hire this voice actor. Where do you go to find the information to contact him? | **SCC**: Navigate to the URL below.  <https://alboss.github.io/ui-team-a/contact.html>  **MTC**: less than a minute |

**RESULTS**

Performance Data Summary

| TASKS | % of participants performing *Correctly* (within benchmark) | % of participants performing *Incorrectly* (within benchmark) | Mean Time (minutes) | Mean clicks |
| --- | --- | --- | --- | --- |
| **1.** Locate information about the actor | 100 | n/a |  |  |
| **2.** You want to hire this voice actor. Where do you go to find the information to contact him? | 100 | n/a |  |  |
| **3.** Reach the homepage from a different page. | 80 | 20 |  |  |

Preference Data Summary

| **Questions** | **%SA** | **%A** | **%N** | **%D** | **%SD** |
| --- | --- | --- | --- | --- | --- |
| **1.** Was the site easy to read? | 80 | 20 | 0 | 0 | 0 |
| **2.** Was the site appealing? | 0 | 100 | 0 | 0 | 0 |
| **3.** Was the use of color appropriate? | 0 | 100 | 0 | 0 | 0 |
| **4**. Was information grouped consistently? | 100 | 0 | 0 | 0 | 0 |

**Appendix A**

Orientation Script

<Tester name> pretend you are a person looking to hire a voice actor. I want you to navigate the site, narrating what you are doing, and what you are seeking to do with each action as you would be looking for hiring info.

Additionally tell me what you would expect to be on each page and if there are any things that are confusing or things you find to be missing