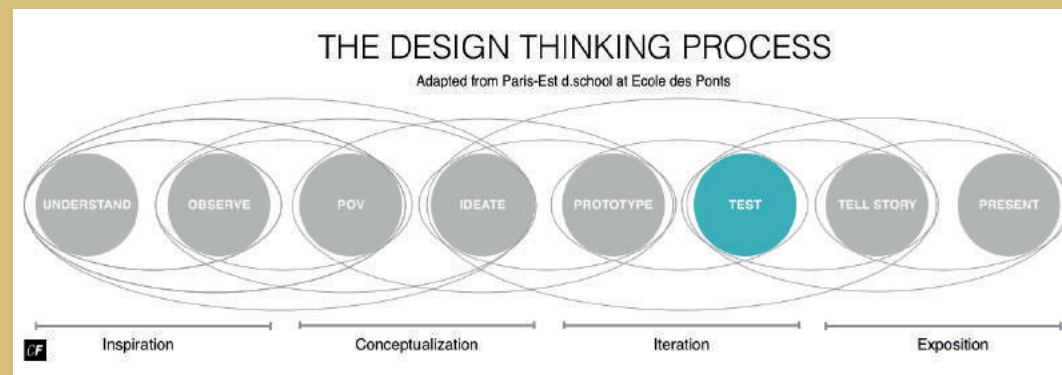


Goal

Utilize best practices in usability testing to create a test plan

Why Do We Conduct Usability Testing?

The ultimate goal of usability testing is to build something that is useful.



USABILITY TEST PLAN

Testing : The usability of our new vocabulary learning app "Hook".

Schedule:

Date: 18.03.2019
Time: 19:00
Location: Kapitalist, Oderberger
Str. 2, 10435
Berlin.

Sessions:

5 participants - 10 min session each

Equipment:

Device Tested : iPhone 8

Recorded audio via iPhone 7
for note taking purposes.

0

Severity Ranking System:

= Not a usability problem.

1

= Cosmetic problem only.

2

= Minor usability problem : low priority to fix.

3

= Major usability problem : high priority to fix.

4

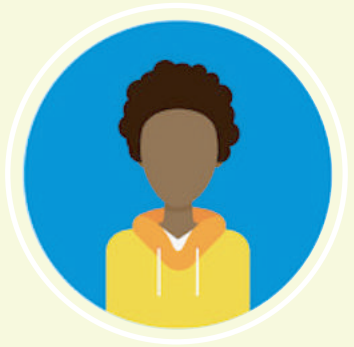
= Usability catastrophe! Must be fixed before
product release.

MAIN GOALS FOR USER:

1. To “bin” a word.
2. To use the “Curious Capture” feature
3. Check the “Notes Section”
4. Change the language.
5. Create their own “memory hook”.

Scenario Tasks Asked:

1. You are shown a word you already know and you do not want this word to be included in your further tests, how would you make sure of this?
2. You want to know what the chair in front of you is in the language you are currently learning. How would you get this word using the app?
3. You want to check the words you have difficulty in remembering. Where would you find them?
4. You want to change the language that you are learning. How would you do this?
5. Create your own memory hook image.



Tim, 30
Lives in : Berlin
Job : Category Manager (Business Development)
Loves tech-related news and travelling the world. Reads The Economist.

It would be good to create an "Exit" button on the vocabulary test, in case the customer changes its mind and wants to "quit" the test to move onto a different feature.

Learning new vocab via this app I can see would be very fun. As a Luxembourger who speaks a lot of languages already, the bin and capture feature is really cool for those words I need quick assistance with.

Other notes :

User is not a visual learner, he prefers the repetition method and would find need to use "memory hook" feature. However he did enjoy every other feature on the app, especially finding the "Capture" section very handy.

Task #	Observation	Severity	Recommendation
1.	User had remembered onboarding slide - so went straight to a new vocab lesson and "binned" a word.	0	_____
2.	User explored the menu bar and immediately linked the camera icon with the task.	0	_____
3.	User thought that this would be in "Progress"	2	Re-check card sorting options. Perhaps this would work better in a "Progress" or a "Profile" section.
4.	User took a long time to figure this out. "Usually you would expect this to be featured on a "Home button" that would take you back to the basics, or some kind of "Settings" section where you can change the language".	3	Profile section could be a good place to change the language easily. Too inconvenient to effectively "sign out" of the app to return to a new language.
5.	User remembered this from vocab test and onboarding. Although he found the feature fun and easy to use, he himself would not find a use for it.	1	*check with other participants what their comments are regarding this feature to see if we should proceed with the feature.*



Carly Wride, 31
Lives in : Switzerland
Job : Art Teacher
Loves spending time with friends, hiking in the mountains, scrolling through Instagram and Pinterest for fashion, style and art ideas.

Teaching in an international school, I often have to use words in German in my classes, if the students are not understanding it in English. The camera feature is a PERFECT way for me to quickly translate something in the classroom.

Living in a country where I am learning the language, learning more and more vocabulary quickly is really important for me for every day life. I like the flexibility of choosing what category you would like to focus on.

Where are my memory hook pictures saved?

Task #	Observation	Severity	Recommendation
1.	User skipped onboarding so took some time to explore and figure out what the bin icon meant.	1	Perhaps make onboarding essential and NOT a choice.
2.	User successfully navigated to camera icon.	0	_____
3.	User successfully went to Notes section as she said this made most sense, however she would expect a "Profile" section of some sort.	2	Re-check card sorting options. Perhaps this would work better in a "Progress" or a "Profile" section.
4.	User took a long time to figure this out. "Usually you would expect this to be featured on a "Home button" that would take you back to the basics, or some kind of "Settings" section where you can change the language".	4	Profile section could be a good place to change the language easily. Too inconvenient to effectively "sign out" of the app to return to a new language.
5.	Being a visual learner, this method of using a memory trick really helps me learn new words quicker and expands my memory.	0	_____



Sara, 31
Lives in : London.
Job : Marketing
Loves socialising with friends, watching football and celebrity gossip platforms.

I love how you can create your own "memory hook" image. This is really helpful for me to quickly draw or take note of what image would help me remember a word - I will be able to recall that image and the word that is associated with it.

Living in England, I am not able to practise conversing every day in the language I am learning as well as if I was living in that country where that language is spoken... therefore the Chatbot would be very useful for this, like a penpal! Although it would feel a little strange at first!

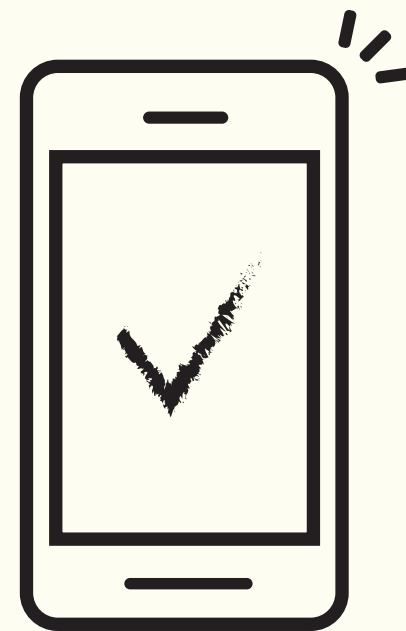
I like how you have to write out the new words too. I always feel that physically writing out the words help me to memorise them... I guess I am a bit old-school that way.

Task #	Observation	Severity	Recommendation
1.	User successfully put the word in the bin.	0	_____
2.	User remembered in onboarding what the camera icon meant.	0	_____
3.	User thought that this would be in "Progress"	2	Re-check card sorting options. Perhaps this would work better in a "Progress" or a "Profile" section.
4.	"Here I would look for a Home button or something...- do I have to go back to the beginning of the app?... Or I guess it could be in my profile settings?"	4	Create a "Profile" section to include User's progress, notes and language choice.
5.	Loved the use and benefit of this feature. "I really think there is a lot of potential in this feature."	0	Push this idea further - perhaps being the main "premise" of the app... every time user opens the app, a different .gif or meme is displayed in the form of a memory hook every day.



Original Prototype

<https://prottapp.com/p/e7dab3#/s/5c8a5eb086e4654eb3d2e10c>



Revised Prototype

<https://prottapp.com/p/c6000a>

