

Usability Testing Plan

for

SuzanneCollinsBooks.com

DOCUMENT OVERVIEW:

Purpose:

The purpose of this usability test is to collect data about the utility, efficiency and user satisfaction of the website, suzannecollinsbooks.com interface and will provide data related to the success of user tasks using the navigation through the website and survey questionnaire responses. The target test participants will be those users who are curious about the author, longtime fans or new fans of the author Suzanne Collins. The test will capture feedback obtained from these representative users performing actual sample tasks. These tasks will be user Consistency and Standards, Recognition and Recall, and Aesthetic and Minimalist design. Each task scenario will test the listed user experience goals and determine how the UI/UX passes or fails these goals, using the task scenarios. Which, in point, will show what can be improved.

As stated, this testing will focus on the user experience goals:

Efficient to use: Efficiency is defined as the quality or degree of productive desired effects. Efficiency in terms of the UI/UX of the website, and how it will be measured here as a measure of how well a website does what it should do. Is the UI/UX coherent, compact, sequential, and logical? How quickly can a task be performed?

Satisfaction: Satisfaction is defined as the fulfillment of a need or want. In terms of the UI/UX of the website and how it will be measured for this test is the measurement that determines how happy users are with a product, services, and capabilities. How pleasant is the user experience?

Has good utility: Utility is defined as the state of being useful, profitable, or beneficial. In terms of the UI/UX of the website, it is defined and will measure whether the needed features are provided to the users. Can the website do what the user is asking? Does it give the user what is wanted or needed?

Measured, in reference to **TASKS:**

Consistency and Standards: Refers to the consistent display of information. Websites should contain standard formats, fonts, line spacing, letter spacing, and page lengths when displaying relevant information. The same information should and most appear in fixed places across all screens.

Recognition and Recall: Is the user's memory load being minimized? Or is the website and its information making objects, actions, and options less visible? The user shouldn't have to try to remember information from one section or part of the dialogue on another part of a section or part.

Aesthetic and Minimalist Design: Dialogues shouldn't contain irrelevant or rarely needed information. Each extra piece or unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Executive Summary:

The purpose of this testing is to evaluate the website, suzannnecollinsbooks.com, with different levels of fans of the author's work. The goals are:

- The utility of the website
- The efficiency the website
- The satisfactory level of using the website.

The usability testing will evaluate the website using 3 task scenarios completed by 14 participants. The participants will be screened to ensure that they are in the recommended and listed age range and stages of knowing of the author and/or the works of the author. The test will be a remote based evaluation, using screen-share capabilities. The testing will include demographic, pre-task, post-task and debriefing questionnaires.

Test Objectives:

This test is designed with users that are fans, curious or new fans of the author Suzanne Collins in mind. This test has been created to get an idea of what works and doesn't work for the user about the author's website. Are users finding this website useful, efficient and satisfying, in terms of aesthetics, consistency and recognition? If not, what needs improvement? This test is designed to answer these questions.

- ☐ To determine design inconsistencies and usability problem areas within the website's user interface and content areas. Potential sources of error may include:
 - Navigation errors – failure to locate functions, excessive keystrokes to complete a function, failure to follow recommended screen flow.
 - Presentation errors – failure to locate and properly act upon desired information in screens, selection errors due to labeling issues.
 - Control usage problems – improper toolbar or entry field usage.
- ☐ Exercise the web site under controlled test conditions with representative participants. Data will be used to access whether usability goals regarding a good utility base, efficient, and satisfactory user interface has been achieved.

METHODOLOGY:

User Profile:

The users for this type of testing are those that are just curious about the writer (Suzanne Collins), fans of the writer and those that may just have started reading her books and are curious to learn more about the author and other novels and books that she has written.

Participants:

To keep from any form of bias, this testing will consist of 14 participants who range in various ages (age 18 to 40) and genders. These participants will also be from various diverse and different backgrounds and that are just curious, newly introduced fans or long-time fans of the author's written work.

Training:

The participants will receive an overview of usability testing procedures, equipment, and software used and website being examined.

Procedures:

Participants will take part in a usability test on the Web site suzannecollinsbooks.com and will be in a home setting. The participant's interaction with the Web site will be monitored by the facilitator remotely via a screen-sharing technology. A data logger will monitor the sessions remotely, as well. The test sessions will be recorded.

The facilitator will brief the participant and instruct the participant through their evaluation of the Web site. The facilitator will be evaluating the participant through the screen-share while the participant is exploring the website. Participants will complete a pretest demographic information and pre-task questionnaire. Sessions will begin when all participant questions are answered by the facilitator.

The facilitator will read aloud the task description from the printed copy and request that the participant begins the task. The facilitator will encourage the participants to 'think aloud' and that a verbal recording will exist of the task-system interaction. The facilitator will ask the listed question, observe enter user behavior and comments, and website interaction. This information will be recorded and logged by the note taker into a data logging application.

The participant will complete post-task questions that will be read aloud by the facilitator after each task has been followed. The response should be written on the questionnaire and answered aloud, and elaborated on, as much as possible. After all, tasks have been followed, the facilitator will administer to the participant an exit/briefing questionnaire.

Roles:

Facilitator: Provides an overview of the study to participants. Defines the usability and purpose of usability testing to participants. Assists in the conduct of participant and observer debriefing sessions. Responds to participant's questions and requests for assistance.

Data Logger: Silent observer. Records participant's actions and comments.

Length of Session:

Each session will be one hour.

The test will include:

Welcome and pre-test questionnaire: 15 minutes

Post-Task Questionnaire: 30 minutes per task (facilitator will ask post-task questions after each scenario)

Debriefing exit interview: 10 minutes

SCENARIOS:

The scenarios listed below are created and designed to evaluate the website, suzannecollinsbooks.com, as it relates to the tasks and testing objectives listed. The estimated time for each task scenario is 10 minutes.

Aesthetic and Minimalist Design.

You've read a novel or two by the author Suzanne Collins and just recently discovered that there is an official page dedicated to her and her work. You decide to visit and explore the website (suzannecollinsbooks.com). Take your time and explore each section and tab of the author's website.

Consistency and Standards.

A good friend of yours recommended the author, Suzanne Collins, to you. You decide to find out more about the author and the books she has written. You google her and find her official page. Visiting her home page, you decide to read her bio and find out more about all the books she has written and are thinking of purchasing one. Navigate the website to find the author's bio and then her works, and then decide on any novel and try to find how to order it.

Recall and Recognition.

You are a fan of the author, Suzanne Collins, and just heard that she has a new title that will be released this year. But you aren't sure of the actual date. You decide to visit her official website (suzannecollinsbooks.com) to find out more information on this title and its release date. Navigate the website and find out more about upcoming titles and events, the book's release date.

EVALUATION METHODS:

Quantitative:

Quantitative data will analyze the time it takes to complete a task, the number of users able to complete a task and how difficult or easy it was for participants to complete each. Each task will help measure if the website meets the goals of utility, satisfaction and efficiency, as it correlates to each task.

Qualitative:

Qualitative data will evaluate and report user's responses, time on task, comments, and questions of pre/post-task questions and final briefing.

Equipment:

The type of equipment that will be used throughout the testing will be a desktop or laptop computer, depending on the preference of the participant. The facilitator and data logger will solely be using a desktop computer. Each facilitator and participant will be using screen-share based software. Each session and participant will be recorded through audio taping and video recording of the shared screen.

METRICS:

The usability tasks were created to evaluate the functionality of the website. The tasks are similar for all participants. There are 3 task sections to be completed, they are common in nature and should be able to be completed by a beginner/novice.

Scenario Completion:

Each scenario asked that the participant completes the task by navigating through the website and gather information. The scenario is completed when the participant indicates that the goals of the scenario have been obtained. A completion ration of 90% to 100% is the goal for this testing, anything below will lead to evaluation and changes to the website.

Subjective Evaluations:

Subjective evaluations in relation to the utility, efficiency and satisfaction qualities of the website will be collected through the questionnaire and debriefing of the evaluation of each participant.

Scenario Completion Time:

The time it takes to complete each task-based scenario, pre-task, post-task and debriefing will be recorded

QUANTITATIVE METRICS:

Completion Rate:

Given that there are 14 participants, and the task are novice leveled and simple, a completion rate of 100% is expected

Error-free Rate:

Given the functionality and utilities of the interface of the website, and the possible difficulties to find requested features, the expectation of an error-free rate is 65%.

Time-on- Task:

The time on task is represented by the amount of time that the participant completes each task scenario and when the participant gives the notification that they have completed the task. It is estimated that each scenario will take 10 minutes.

Subjective Measures:

Any subjective opinions given about each task or timeframe of the tasks, by the participant, will be surveyed. At the end of the testing participants will rate the satisfaction, efficiency and utilities of the overall website. These task questionnaires, along with the exit interview debriefing questionnaire will be collected and used assess the attitudes of the website.

REPORTING RESULTS:

A usability report will be constructed, after the total completion of the testing of all participants. This report will retain the results of the evaluations against the information proved within this plan. The report will give the full understanding of the utilities, efficiency and satisfactory of the website that this testing was created for with the evaluation of the usability metrics against the pre-approved goals, subjective evaluations, and specific usability problems and recommendations for resolution in mind.

DEMOGRAPHIC QUESTIONNAIRE:

First, what is your occupation?

Gender:

☐ Female ☐ Male ☐ Prefer Not to Answer

Age:

☐ 18-24 ☐ 25-32 ☐ 33-40

What is the highest degree or level of school you have completed? **If currently enrolled, what's the highest degree received?**

<input type="checkbox"/> Some High School	<input type="checkbox"/> High School	<input type="checkbox"/> Some College
<input type="checkbox"/> Bachelor's	<input type="checkbox"/> Master's	<input type="checkbox"/> Doctorate
<input type="checkbox"/> Prefer Not to Answer		

PRE-TASK QUESTIONNAIRE:

Now, roughly how many hours a week would you estimate you spend using the Internet, including Web browsing and email, social media, at work and personal use?

What kinds of sites are you looking at when you browse the Web?

When you visit an author website, do you prefer to go straight to the site search to find what you're looking for, or do you tend to browse the site?

Have you been to suzannecollinsbooks.com?

Are you a new fan or a long-time fan of the author Suzanne Collins?

What is the most important feature or task you look for in an author/book-based website?

What are three tasks you think you should be able to complete on an author/book-based site?

POST-TASK QUESTIONNAIRES:

Aesthetic and Minimalist Design

Recap of the scenario given:

You’ve read a novel or two by the author Suzanne Collins and just recently discovered that there is an official page dedicated to her and her work. You decide to visit and explore the website (suzannecollinsbooks.com). Take your time and explore each section and tab of the author’s website.

	Strongly Disagree	1	2	3	4	5	Strongly Agree
I found the design of the website to be simple and easy to navigate.			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I found the information on the website useful.			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The design made it difficult to find what I was looking for.			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How would you rate the website’s overall design?

Very Plesing				OK					Unpleasing

What did you like about the design?

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What would you change about the design?

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Consistency and Standards

Recap of the scenario given:

A good friend of yours recommended the author, Suzanne Collins, to you. You decide to find out

more about the author and the books she has written. You google her and find her official page. Visiting her home page (suzannecollinsbooks.com), you decide to read her bio and find out more about all the books she has written and are thinking of purchasing one. Navigate the website to find the author's bio and then her works, and then decide on any novel and try to find how to order it.

		Strongly Disagree	1	2	3	4	Strongly Agree	5
This website did not work very well			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
The navigation of this website was intuitive and familiar			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
The website was easy to understand			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
One-click took me to where I wanted and back			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
This website catered for users with little experience			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
This website was consistent in design			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
It didn't take long to find things on this website			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>

What did you LIKE about the website's given information and icons?

What did you expect and **WASN'T** given with the website's given information and icons?

Recognition and Recall

Recap of the scenario given:

You are a fan of the author, Suzanne Collins, and just heard that she has a new title that will be released this year. But you aren't sure of the actual date. You decide to visit her official website (suzannecollinsbooks.com) to find out more information on this title and its release date.

Navigate the website and find out more about upcoming titles and events, the book's release

date.

		Strongly Agree	1	2	3	4	Strongly Disagree	5
I found options and actions (such as clickable titles or images) easy to understand			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
I found the navigation buttons easy to understand			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
It was easy to find what I was looking for.			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>

How would you rate the time it took to find what you were looking for?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not Long				OK					Too Long

What did you **LIKE** about the website's functionality?

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What did you **LEAST** like about the website's functionality?

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Overall, I thought these tasks to be:

- ☐ Very Difficult
- ☐ Somewhat Difficult
- ☐ Neither Difficult Nor Easy
- ☐ Somewhat Easy
- ☐ Very Easy

Overall, I left the website feeling

- ☐ Very Satisfied
- ☐ Somewhat Satisfied
- ☐ Neither Satisfied nor Frustrated
- ☐ Somewhat frustrated
- ☐ Very Frustrated

If found difficult, how could each of the three task scenarios have been made easier?

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EXIT INTERVIEW QUESTIONNAIRE:

1. What do you think about the site?
2. Did you find it insightful? Explain.
3. What's your favorite thing about this site?
4. What's your LEAST favorite thing about this site?
5. Did you find the site helpful?
6. Did you find what you were looking for?
7. Was it easy to find information?
8. Do you have any recommendations for changes to the way this site looks or works?

USER/PARTICIPANT INSTRUCTIONS:

<https://ux.stackexchange.com/questions/29356/how-should-i-introduce-participants-to-a-usability-test>

http://booksite.mkp.com/barnum/testingessentials/pdfs/BWB_test_plan.pdf

USABILITY TESTING SCRIPT

Hi, _____. My name is _____, and I'm going to be walking you through and going through this session with you today.

Before we begin, there is some information that I am going to go over with you, and I'm going to read it out loud, to make sure that you understand, and everything has been covered.

We're asking people to try using a website that we're working on so we can see whether it works as intended. The session should take about an hour.

The first thing I want to make clear right away is that you are not being tested. This is solely a test of the site, not you. There are no wrong or right outcomes and there is nothing that you can do here that will be considered wrong or a mistake. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the site, you will be asked a variety of questions. Try your best to respond and think out loud. Say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us in terms of understanding your experience.

Don't hesitate. You will not hurt our feelings or upset us, in any way, with your responses. The more information you give, the better it will be for us to make the necessary improvements. This is to improve the site, after all, so we need to hear your honest reactions. Any comments that you have about the site are more than welcome.

If you have any questions as we go along, just ask. I'll answer them immediately and as best as I can or will find someone that can after the test. And if you need to take a break at any time, just let me know

If you would, I'm going to ask you to sign a simple consent and permission form for us. It just says that we have your permission to record this session and use this as a product of our test.

Do you have any questions about any of this, so far?

Before we look at the site, I'd like to ask you a few questions.

END TEST PORTION

Thank you for taking the time to be involved in this testing and answering our questions.

Now that we are done and have completed testing, do you have any questions or any other insight that you would like to share?

Thank you again for your help. Your assistance and insight will help us improve and make a better and enjoyable site.

SHORT FORM CONSENT TO PARTICIPATE IN RESEARCH:

You are being asked to participate in a research study. Before you agree to enter the study, it is important that you receive a clear explanation of the study in a language that you can understand. The following is a list of what you are agreeing to when you sign this consent form.

A translator who is either one of the investigators conducting the study or one of their representatives has explained to you about the (1) purposes of the research, the procedures, and how long the research will last; (2) any procedures which are experimental; (3) any reasonably foreseeable risks (possible risks known at this time), discomforts and benefits of the research (4) any potentially beneficial alternative procedures or treatments; and (5) how confidentiality will be maintained.

When indicated for this study, you have been told about (1) any available compensation or medical treatment if you are injured during the research; (2) the possibility of unforeseeable risks (risks not known at this time); (3) circumstances when the investigator may stop your participation; (4) any added costs to you; (5) what happens if you decide to stop participating; (6) when you will be told about new findings which may affect your willingness to participate; and (7) how many people will be in the study.

You have been told that if you are injured as a result of being in this research study, immediate necessary medical care will be offered to you. However, there is no commitment by Wayne State University and its affiliates to provide monetary compensation or free medical care to you in the event of a study-related injury.

You have been told you can contact _____, the Principal Investigator (PI) at _____, if you have questions about or problems with the study and the Institutional Review Board Administration Office at 313-577-1628 if you have any questions about your rights as a research participant, the research study, or what to do if you are injured.

You have been told that your participation in this research is voluntary and that you will not be penalized or lose benefits if you refuse to participate or decide to stop after you have agreed to participate.

If you agree to participate, you have been told you will be given a signed copy of this document and a written summary of the research in the English language.

Signing this document means that the research study, including the above information, has been described to you orally, and that you voluntarily agree to participate.

Signature of Participant/Legally Authorized Representative/Relationship Date

Signature of Witness Date

Signature of Translator Date

08/06/03 Version #1

08/18/03 Version #2

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