



User Testing Plan

Purpose & Objective

To evaluate the web apps intended task flow and interactions, with an emphasis on the main user goals. The objective is to uncover any issues that might be present in terms of use, and use these findings to direct the iteration process.

Roles

Students will proxy the roles and responsibilities of the interviewer, note taker, and observer. There will be one role defined as participant.

Method

A combination of controlled and field-testing methods will be employed. This approach will utilize an indoor facility to observe user interactions while in a controlled environment state.

Metrics	Equipment	Locations
<ul style="list-style-type: none">• Completion Rates• Time on Task• Page Views• Errors• Satisfaction Rating• Usefulness	<ul style="list-style-type: none">• Laptop• Notepad• Stop Watch	<ul style="list-style-type: none">• In-Lab• Remotely



User Questionnaire (Lab 6)

(Must be completed for Lab 6.)

Used to qualify participants as intended users based on the primary / secondary personas.

What is the person's gender?

Male

What is your job title/profession?

Student

How proficient are you with a computer or phone?

Excellent

How often do you use your devices for tasks?

All the time

Would an app that allows you to look for concerts in your area or any other locations, buy tickets and save the dates into a personal calendar will be useful to you?

Absolutely



User Testing Findings Report

Report your Findings (Wireframes - Lab 6)

For this user were presented two different tasks/goals.

The first one was to look specifically for “sigur ros” concert at Orlando, FL, and buy tickets for the event.

Time: 56 s.

The second task was to refine the search by changing “location” and “date”.

For the first task the user made a quick scan through the home page, then he first clicked on the menu dismissing the search field. After he didn't find anything helpful on the menu he clicked and type on the search bar. When he got into the search results, he made another quick scan into the page and found the result clicking on the date square specifically. When the page finally rendered the first action he made was to click a couple of time on the slider, then he scrolled down and got confused with the title “Buy Tickets” and collapse the accordion, he clicked again to expand the accordion and then he complete the action clicking on the button for buy tickets.

The second task was to refine the search by changing “location” and “date”.

Time: 48s

The user clicked on the name of the page on the nav bar and performed the search again for “sigur ros”. In the search results page, he totally dismissed the advance search tool, and started typing the new location on the search bar, he did the same action for the date. Then he found out the advance search tool and first click on the disabled button “refine search” twice, after he realized the button didn't make any action he clicked on the location button and then on the date button and completed the task.

The feedback he gave me was that on the home page he didn't realized that the feature section was a slider and he point me out that it will be better to have the pictures as a list.

I notice that that for the first task he was looking for the search bar on the menu, I will probably add the search bar in the menu too and the main one make it more remarkable.

On the search results page he dismissed the advance search tool and when he found it out he clicked several times on the title button that is disabled, I will probably take out that button. He also didn't like that when he clicked on the date field, the calendar was big and didn't fit on the screen, also he couldn't close the calendar easily, I think that adjusting the size of the calendar and align it to the center will fix that issue.

The last thing I noticed was that the accordion from the detail page created confusion since the user clicked on the bar thinking that that was the button for the primary action.