

USABILITY TEST PLAN DASHBOARD

AUTHOR

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FINAL DATE FOR COMMENTS

16 June 2020

PRODUCT UNDER TEST

What's being tested? What are the business and experience goals of the product?

Redesigned homepage and online store sites for DFM
Increase task success
Improve user experience

TEST OBJECTIVES

What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?

Are users able to complete tasks in a reasonable amount of time?

Are users pleased with overall visuals?

Where are users getting confused?

What features are users expecting?

PARTICIPANTS

How many participants will be recruited? What are their key characteristics?

Ideally 5 users will be recruited

Users will be a mix of current DFM shoppers and non-shoppers

EQUIPMENT

What equipment is required? How will you record the data?

Two laptops, one for participant doing usability test and one for facilitator to take notes
Conducted over a recorded Zoom session

TEST TASKS

What are the test tasks?

What do you expect to see when entering site?

What would do after landing on this home page? (Modal & post-modal)

How would you find information about the market?

How would you create an account?

How would you go to shop the online store?
How would you find an item?

What do you expect to see when online shopping?

RESPONSIBILITIES

Who is involved in the test and what are their responsibilities?

Member of design team will facilitate

Clients from DFM have requested Zoom recordings to be sent

LOCATION & DATES

Where and when will the test take place? When and how will the results be shared?

The first test will occur on 9 June in Atlanta, GA
Follow-up email and meeting to discuss results on 16 June

PROCEDURE

What are the main steps in the test procedure?

0-5 Mins
Welcome
and Test
Acclamation

5-10 Mins
Pre-test
interview

10-15 Mins
Pre-test
survey

20-40 Mins
Task
completion

40-50 Mins
Post-test
survey

50-60 Mins
Post-test
interview
and closeout