

Task 4.3 – Usability Test Plan

Usability Testing

Introduction

Moderated in-person testing for expert app, Sono, will be conducted on the 29th & 30th May 2019 in Berlin, Germany.

Background

Sono is an expert assistance app where users will be able to alleviate problems or simply discuss tasks with industry professionals. The goal of the app is to help people working, studying or hobbyists in creative sectors receive assistance, gain ideas and/or generally be motivated by peers they may otherwise not have access to.

Goals

The goal of the test is to measure Sono's usability and utility to discover whether the app is useful and can inspire satisfaction in use. I will endeavour to observe Sono's learnability - whether the app is simple to use, with features easy enough to handle for, possibly, inexperienced users, and identify areas and functions that can be amended to make the app more intuitive.

Test Objectives

- To learn how easy it is for users to sign up and onboard
- To learn whether users can successfully navigate from dashboard to expert chat
- To learn whether users can easily navigate to the expert and archive screens
- To discover what it is users like about the app, if anything

Methodology

Moderated in-person tests will be undertaken.

Participants

Five participants will be selected from my personal network via email, with two reflecting the primary Millennial persona, Sean. Others will have had much experience with apps, but not expert apps.

Schedule

Testing will be underway on the 29th & 30th May, with a test run conducted 28th May. Location TBD.

Sessions

Tests will have a run time of no more than 10-15 minutes.

Equipment

- Tests will be taken on a Samsung Galaxy S7
- Tests will be recorded on a Huawei P20 Pro
- Additional notes will be taken with a notepad and pen
- Results will be calculated on laptop.

Metrics

Any errors that crop up will be measure using Nielsen's Severity Rating scale, which functions as follows:

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

3 = Major usability problem: important to fix, so should be given high priority

4 = Usability catastrophe: imperative to fix this before product can be released

And, the success rate percentage, which functions as follows:

$(S + (P \times .5)) / \text{total number of task attempts} = \text{Success Rate \%}$.

Scenarios/Test Task

TBD

Script

TBD