

CAREERFOUNDRY

USABILITY TEST PLAN: TRIPLY

Introduction

Triply Moderated Usability Test (Mobile and Desktop)

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Background

Triply is a mobile travel app used to find local restaurants and attractions via city guides curated by locals. The app is designed for adult travelers who are interested in finding sites off the beaten path for both short-term and long-term travel.

Goal

The goal of this study is to assess the learnability for new users interacting with the travel application for the first time on mobile and desktop. We would like to observe and measure if users understand the app, its value, and how to complete basic initial functions such as logging in and searching for and navigating to a desired travel experience.

Test Objectives

- Determine if participants understand what the app is about quickly and easily (i.e., an application for finding local travel inspiration) and the value it provides.
- Observe how users navigate and find information about travel guides from the homepage—can they successfully find what they're looking for?

Methodology

The study will be held at the participants' places of work and will be conducted as moderated, in-person tests. The test will include a short briefing, task performance with Triply conducted on a mobile app, and a debriefing.

Participants

The study will test 6 participants who were recruited through Craigslist to participate in the study. They were screened for basic demographic information to ensure they fit with the user persona of Triply.

Schedule

Usability test sessions will take place on March 14 and 15, 2017 at the participants' places of work. Sessions are scheduled between 10:00 a.m. and 3:00 p.m. on both days.

Sessions

Participants will individually engage in 10-15 minute usability test sessions. 3 participants will begin by testing on the mobile device and then test on the desktop device. 3 participants will begin by testing on the desktop device and then on the mobile device.

Equipment

Testing will be carried out on an iPhone 7 and a Macbook Pro. Recording will be done with Reflector and Quicktime.

Metrics

Errors will be measured using Jakob Nielsen's scale:

- **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 and should be given high priority
- **4** = Usability catastrophe: imperative to fix before product can be released

Satisfaction will also be measured using the Single Ease Question 7-point rating scale after each Task.

Script

TBD

Tasks

TBD