

# Usability Test Plan

## Product Under Test

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

Balashi Brewery's current website is being tested, because I will be making a new and improved design. In order to do this however I need to do user testing to see what the current problems with the design are.

## Business Case

Why are we doing this test? What are the benefits? What are the risks of not testing?

The test will address several questions that I need answered regarding the current design of the website. This way I can find points that could be improved on which I could add to the new design that I will be making.

## Participants

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

5-6 Participants

- 4 or 5 in the field of web design (student or teacher) and 1 not in the field.
- Men and women

## Equipment

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

- A laptop will be used to conduct the test.
- All tests will be recorded on video.
- I will log all usability test problems and time of each task.

# Test Tasks & Test Objectives

Test Tasks What are the test tasks?	Test Objectives What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?
What are your initial impressions of the Balashi Brewery homepage? Is it visually appealing and does it clearly convey what the site is about?	Determine if users find the website visually appealing and understand its purpose upon first visit.
Can you find and navigate to the 'Our Beers' section of the website? Describe your experience.	Ensure users can easily navigate to key sections (e.g., Our Beers, About Us, Events).  Identify any navigation or usability issues that hinder user experience.
Choose a beer that you're most drawn towards and locate the alcohol volume. Was the information you were looking for easy to find and comprehensive?	Ensure detailed product information is easy to find and comprehensive.  Verify that users can locate specific products and understand their features and benefits.
Try to purchase a case of a beer of your choice. Describe your experience.	Assess the clarity and ease of the online purchasing process.  Identify any pain points or barriers to completing a purchase.
Find the contact information for Balashi Brewery. Was it easy to locate, and did it provide all the necessary details you would need?	Confirm that users can easily find and access contact information.  Ensure contact details provided are comprehensive and meet user needs.
Based on your overall experience, how likely are you to recommend Balashi Brewery's website to a friend? What did you like most and least about your visit?	Collect comprehensive feedback on user satisfaction with the website.  Identify strengths and areas for improvement based on user experience.

# Responsibilities

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

Coralie - Conduct interviews & log all data

Arthur - Help film the usability test

# Location & Dates

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

Usability tests - Tuesday 11th of June 2024

Logging all results - Wednesday 12th of June