User Testing Document: Interactive Prototype for "Go It"

Purpose of the Test

To gather actionable feedback on the usability, design, and functionality of the "Go It" interactive prototype. This test aims to identify areas for improvement and ensure the final product meets user needs and expectations.

Test Objectives

1. Evaluate the prototype's navigation and task flow.
2. Identify pain points or confusion users may experience.
3. Collect user suggestions for improvement.

Testing Logistics

- **Date and Time**: December 3
- **Location**: Fonty's R10
- **Duration**: Approximately 15–20 minutes per participant
- **Facilitator(s)**: [Name(s)]
- **Tools**: Laptop, screen recording software, note-taking materials

---

Participant Information

- **Target Audience**: [Description of target users, e.g., "Frequent travelers," "Tech-savvy millennials," etc.]
- **Number of Participants**: 4–5
- **Recruitment Method**: Classmates

Test Procedure

1. Welcome and Briefing

- **Introduction**:
  Greet participants and explain the purpose of the test, emphasizing that the website is being tested—not them.
- **Consent**:
  Obtain verbal or written consent for recording the session.
- **Set Expectations**:
  Outline the structure of the session, including the 5-second test and subsequent tasks.

---

2. Conduct the 5-Second Test

- **Explain the Test**:
  Inform participants: *"I will show you the homepage of the website for 5 seconds. Afterward, I'll ask you to recall what you saw and your impressions."*
- **Show the Homepage**:
  Display the homepage or landing page for exactly 5 seconds.
- **Ask Questions**:
  Examples:
1. Do you remember our Logo
   Chris:Yes, says go it, green and blue
   Bryan: Yes, looks like a swoosh, minty colours (blue and green)
   Mariana: Yes, simple with nice colours, says go it with a little triangle
   Kalina: Not really
   Dirky: Yes, sort of arrowish thingy, green and blue
   Georgi: Yes, very simple, blue and green colours (go something)
2. What was your initial feeling on the look of the website
   Chris: bright , uplifting
   Bryan: A bit plain, boring
   Mariana: It was clean, not too overcrowded
   Kalina: Liked the structure and colour combination, its white, very simple and clean
   Dirky: Clean, spacious
   Georgi: Very simple and nice layout, good colour combination with available partners
3. What do you think this website is about
   Chris: IT company
   Bryan: I didn't read much, asian dude
   Mariana: IT company
   Kalina: Business company, IT related
   Dirky: IT, I saw some services as well
   Georgi: Some type of IT services
4. What's the most memorable thing?
   Chris: The logo
   Bryan: The asian businessman
   Mariana: The colours
   Kalina: The businessman at the beginning, nice to have

Dirky: I saw the part with the testimonials
Georgi: I saw that there was an asian guy in the beginning (the people)
5. How would you describe the design after viewing this page?
Chris: I can visualize it, it looks easy to use
Bryan: A bit too simple, too corporate
Mariana: Very clean and simple/plain
Kalina: Good navigation
Dirk: If I need anything I would click on it / Clean and spacious/ young and fresh
Georgi: I like it, its modern and simplistic

---

3. Conduct the Main Test

Task 1: Evaluate Navigation

- **Task**: *"Find the services offered by the company."*
- Observe how users interact with the menu or homepage to locate the services page.
- Chris: Found the services
- Bryan: Found the services easily
- Mariana: Struggled finding the provided services
- Kalina: Found the services easily
- Dirk: Found the services without any hardships
- Georgi: found the services easily

Task 2: Test Understanding of Services

- **Task**: *"Read about the company's cloud solutions. Can you summarize what they offer?"*
- Evaluate content clarity and user understanding.
- **Chris:** found the cloud solutions and summarized the information included in the packages
- **Bryan:** Found the cloud solutions fairly easy. Privacy and data security
- **Mariana:** Found the page but due to the language barrier couldn't summarize it
- **Kalina:** Found the page fairly easy
- **Dirk:** Found the page really easy and summarized everything on it (bundle prices, bullet points)
- **Georgi:** found the services, bundles and what they offer (automatic back-up)

Task 3: Specialication section

- **Task**: *"find the specialization page. Then try finding all the applications they use for Client administration."*

    Dirk: Found the specializations page- Their expertise in the dental sector

    Georgi: Found everything easily

Task 4: Assess Lead Generation Features

- **Task**: *"Find the contact form and submit an inquiry about pricing."*
- Test the form's visibility, ease of use, and functionality.
- **Chris:** Missed the mark a little bit but managed to find the contact form eventually
- **Bryan:** Found the contact form and the inquiry about pricing easily with no problems
- **Mariana:** Found the contact form without a problem
- **Kalina:** Did not find the
- **Dirk:** *Did not find the contact page due to technical difficulties*
- *Georgi: Did not find the contact page due to technical difficulties*

It looks fresh, some of the typography is very large, there's no consistency among the pages, a bit too much gradient on some places (services)

Very straightforward, design is good, good colour combination, adjust sizes on services and text

---

4. Debrief

- **Open Feedback**:
  Ask general questions like:
    - *"What did you like most/least about the website?"*
    - *"Were there any moments of confusion or frustration?"*

      Chris: Too many emails

      Size down the information, elements are too big 3

      Bryan: Too much text

      Make elements smaller

      Likes the colours, the font and the elements

      Mariana: liked the colours,

      liked the information,

      looks very clean,

text is way too large in certain places

- **Suggestions for Improvement**:
  Encourage participants to share ideas for enhancing their experience.

Roles and Responsibilities

- **Facilitator**: Guide participants, ask probing questions, and ensure the session stays on track.
- **Observer(s)**: Take detailed notes on user interactions, behaviors, and comments.
- **Technical Support**: Handle any technical issues with the prototype or recording setup.

Materials Required

- Interactive prototype (fully functional for testing scenarios).
- Test script with a list of tasks and questions.
- Recording tools (e.g., screen recorder, voice recorder).
- Feedback forms or post-test surveys.

Expected Outcomes

1. **Usability Issues Identified**: Areas where users struggled or made errors.
2. **Feature Feedback**: Insights into which features are most and least appealing.
3. **Recommendations**: Suggestions from participants for design or functional enhancements.
4. **User Satisfaction Scores**: Quantitative data to assess overall impressions.

Next Steps

1. **Compile and Analyze Feedback**:
   - Consolidate findings from observations, recordings, and surveys.
2. **Prioritize and Implement Changes**:
   - Address usability issues and incorporate user suggestions.
3. **Plan for Subsequent Testing**:
   - Organize follow-up sessions to evaluate implemented changes.

This document ensures a clear and structured approach to testing, with a focus on gathering actionable feedback to refine the "Go It" prototype.

Testimonial 1:
Name: Chris

Evaluate the prototype's navigation and task flow.

Identify pain points or confusion users may experience.

Collect user suggestions for improvement.

Task 1: Evaluate Navigation

- **Task**: *"Find the services offered by the company."*
-

Task 2: Test Understanding of Services

- **Task**: *"Read about the company's cloud solutions. Can you summarize what they offer?"*
- Evaluate content clarity and user understanding.

Task 3: Assess Lead Generation Features

- **Task**: *"Find the contact form and submit an inquiry about pricing."*
- Test the form's visibility, ease of use, and functionality.

Participant Information

- **Target Audience**: [Description of target users, e.g., "Frequent travelers," "Tech-savvy millennials," etc.]
- **Number of Participants**: 4–5
- **Recruitment Method**: Classmates