



User Testing Plan

Purpose & Objective

To evaluate the web apps intended task flow and interactions, with an emphasis on the main user goals. The objective is to uncover any issues that might be present in terms of use, and use these findings to direct the iteration process.

Roles

Students will proxy the roles and responsibilities of the interviewer, note taker, and observer. There will be one role defined as participant.

Method

A combination of controlled and field-testing methods will be employed. This approach will utilize an indoor facility to observe user interactions while in a controlled environment state.

| Metrics | Equipment | Locations |
|--|---|---|
| <ul style="list-style-type: none">• Completion Rates• Time on Task• Page Views• Errors• Satisfaction Rating• Usefulness | <ul style="list-style-type: none">• Laptop• Notepad• Stop Watch | <ul style="list-style-type: none">• In-Lab• Remotely |



User Questionnaire (Lab 6)

(Must be completed for Lab 6.)

Used to qualify participants as intended users based on the primary / secondary personas.

What is the person's gender?

(To get an even mix of male and female participants)

Female

What is your job title/profession?

(Helps identify participants that match your intended audience)

Full time college student

How proficient are you with a computer or phone?

(Identify novice or power users to match your intended audience)

Very proficient. I use both the computer and phone daily.

How often do you use your devices for tasks?

(Doing things like search, email, pics, notes, tweets)

Very often, probably about 5+ hours a day.

Would an app that does _____ be useful to you?

(Describe the functionality of YOUR app, to qualify participants)

Yes, because I major in music business and would like to keep in touch with the local music scene. This app seems like it would be simple and efficient enough to do just that.



User Testing Findings Report

Report your Findings (Wireframes - Lab 6)

Report the findings of your user tests. Go into detail regarding what worked and what needed to be improved upon. Saying the application was perfect will not cut it...

She found it fairly easy to navigate to a desired location. Also, the ticket icon seemed to work because she actually clicked on it to purchase a ticket. She is someone who regularly purchases tickets for artists, so it seems like she recognized the ticket icon as a normal affordance to purchase a ticket. The only thing she seemed to be confused about were the elements that were not clickable such as the search bar and the sign up/ log in buttons.

For the primary goal, I asked her to purchase a ticket for any show. First, she immediately clicked on the ticket icon for one of the shows on the home screen. I then asked her to find another way to purchase a ticket. She then navigated to the 'Shows' link in the top navigation. From there, she clicked on the 'Purchase Ticket' button on one of the events.

For the secondary goal, I asked her to navigate to an artist's or a venue's profile page, then purchase a ticket from there. She immediately clicked on 'Artists' link in the top navigation and then clicked on one of the artist's name. From there, she clicked on the ticket icon affordance to purchase a ticket.

I asked her of any flaws as to the user interface, and she said the list on the home page seemed 'busier' than the rest of the page. She said there were too many things squished all into the same area and that it took her a second to figure out what she was looking at.

Everything went relatively smoothly and there weren't any errors in her attempting to complete a task besides clicking on false elements without a destination. Considering I did have the credit card information page set up, she was also confused as to why it did not take her to a page to complete the order. This was definitely a flaw on my part with no user feedback and a dead end.

Side note – she didn't like how 'the colors were too plain'.....