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 |
| * Completion Rates * Time on Task * Page Views * Errors * Satisfaction Rating * Usefulness | * Laptop * Notepad * Stop Watch | * In-Lab * Remotely |

User Questionnaire (Lab 9)

*(Must be completed for Lab 9.)*

## Branding Specific Questions

These questions only apply to the Design Comp user test portion of the assignment (Lab 9). We are asking these questions to test whether or not the Aesthetics (look & feel) of the solution falls inline with the audience and supports intended use.

General Brand Questions

**Overall, how satisfied are you with the look and feel of the app?**

“I am pretty satisfied with it. It was easy enough to find what I’m looking for.”

**How likely are you to engage with an application based solely on its look and feel?**

“Pretty likely. However, if it proves that it has terrible functionality, I’ll stop using it.“

**Does the look and feel of the app reflect the subject matter correctly? If so, how?**

“Yes, I think the fun color scheme fits the subject nicely.”

User Confidence

**Overall, would you feel confident using this application based on first impressions?**

“Yes, It looks legitimate. “

**Does the app appear as polished as other similar apps you may have used?**

“I haven’t used other similar apps. But if I were to compare it to something like Ticketmaster, I’d say yes. It’s a lot let crowded. “

**Does the look and feel of the app create a sense of trust? If so, how?**

“Yes. I think it is because it because the content on the front page makes it look like it has people are using the website already. “

Brand Integrity & Pride

**Overall, would you feel confident about the company and its service?**

“Yes.”

**Would you feel confident doing business with this company if it was a paid service?**

“Most likely. If the payment page were visible, and it matched the style and look as the rest of the website, I would purchase tickets from this website. “

**How likely are you to recommend this to a friend/associate?**

“I would probably recommend it to one friend. “

User Testing Findings Report

## Report your Findings (Design Comps – Lab 9)

*Report the findings of your user tests. Go into detail regarding what worked and/or what needed to be improved upon.*

Everything was about the same as the last user test. It went relatively smooth with no false clicks. She was easily able to view an artists’ profile and purchase a ticket. The only thing that was different is that the addition of color and images only made it seem more appealing to the user with less questions asked. The color comps made it just a little easier for the user to take the website more seriously.