  
TEST PLAN HEADLINE

Test Plan Sub Headline

| Method | Usability Test |
| --- | --- |
| Date | DD/MM/YYYY |
| Product | Product Name |
| Researcher | Full Name |
| Designer | Full Name |
| Product Lead | Full Name |
| Business Lead | Full Name |

## 

## 

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## 

## OBJECTIVE

Define the purpose of this research, why we are doing it, what we expect to get out of it, and all relevant information about the purpose of what we are doing.

## 

## MAIN PROBLEM

*“In a single statement, declare in these lines the main problem that leads us to this investigation”*

## 

## 

## BUSINESS QUESTIONS

| QUESTIONS | VALIDATION METHOD |
| --- | --- |
|  |  |
|  |  |

## 

## HYPOTHESIS

| HYPOTHESE | EVIDENCE ( QUANTI OR QUALI ) | VALIDATION METHOD |
| --- | --- | --- |
|  |  |  |
|  |  |  |

## METHOD

Define a short summary of the type of methodology to be used, the number of sessions, the number of participants, method development and information on technical or operational resources to be used such as venues, incentives, etc.... It should not be a very detailed summary but should give the reader visibility on what will be do.

## RECRUITMENT

Define the details of the recruitment process to be carried out for the research and the characterisation of the people to be researched, where this characterisation comes from (Data, Product, Business, Design...), who the participants will be and the communication with them.

#### PROFILES WE WANT TO UNDERSTAND

| CHARACTERISTIC | PROFILE 1 | PROFILE 2 |
| --- | --- | --- |
|  |  |  |
|  |  |  |

#### RECRUITMENT ASSETS

#### 

#### EMAILs CONTENT

Defines the content of each of the emails that will be sent to participants in each of the research phases.

**Subject:** Subject line to appear in the mail

**Preheader:** Preview line of the email that will appear next to the subject line in the email

**Body:** Email content here, including links and call to action, if mandatory images are required to appear in the email content, they should be linked here as well.

[CTA “cta\_label” = [https://link\_to\_cta](https://forms.gle/4PNEZh8qnsQW4MTY9)]

#### 

#### PARTICIPANTS

| COUNTRY | BRAND | PARTICIPANT NAME | EMAIL | PHONE | DATE AND TIME |
| --- | --- | --- | --- | --- | --- |
| CO | Brand Name | Full Name | name@mail.co | +573000000000 | 1 FEB @ 9:00 COT |

## 

## DELIVERABLE

Define what the deliverables of this research will be.

## 

## 

## 

## TIMELINE

| FEBRUARY 2022 | | | |
| --- | --- | --- | --- |
| 17 -21 | 24 -28 | 31 -04 | 07 -11 |
| 17 ene  Planning  - Task detail | 24 ene  Reclutamiento  - Task detail | 31 ene  Ejecución  - Task detaiL | 7 feb  Analisis  - Task detail |
| 18 ene  Planning  - Task detail | 25 ene  Reclutamiento  - Task detail | 1 feb  Ejecución  - Task detail | 8 feb  Analisis  - Task detail |
| 19 ene  Planning  - Task detail | 26 ene  Reclutamiento  - Task detail | 2 feb  Ejecución  - Task detail | 9 feb  Analisis  - Task detail |
| 20 ene  Planning  - Task detail | 27 ene  Reclutamiento  - Task detail | 3 feb  Ejecución  - Task detail | 10 feb  Analisis  - Task detail |
| 21 ene  Planning  - Task detail | 28 ene  Reclutamiento  - Task detail | 4 feb  Ejecución  - Task detail | 11 feb  Analisis  - Task detail |

## 

## 

## 

## TO-DO

## 

| TASK | OWNER | STATUS |
| --- | --- | --- |
|  |  | Not started |
|  |  | In progress |
|  |  | Under review |
|  |  | Approved |

## 

## 

## SCRIPT

Define the thread to be followed during each session, including the specific questions to be asked to participants at each stage of the meet.

#### INTRO

* Antes de comenzar, grabaremos y transmitiremos la sesión con fines informativos, únicamente el equipo de producto tendrá acceso ¿Estás todos de acuerdo?
* De acuerdo a lo anterior he iniciado la grabación de la sesión ya que estas de acuerdo
* Presentarme
* Presentar al equipo
* Gracias por participar en esta sesión
* El objetivo es hablar un poco sobre…
* Puedes sentirte cómodo, no hay respuestas correctas ni incorrectas, lo más importante es su sinceridad
* La sesión no debería durar más de XX hora y puedes abandonar cuando lo desees

#### ICE BREAK

* Para conocernos un poco mejor te pediré que nos cuentes rápidamente, en un tweet:
  + Tu nombre
  + Hace cuánto tiempo eres XXX de Rappi
  + …

#### ENDING

* Creo que he hecho todas las preguntas que necesitábamos. ¿Tiene algo que añadir que no hubiéramos cubierto?
* Agradecerte nuevamente por participar en esta sesión y ayudarnos a mejorar XXXXX
* Si piensan en algo más o tienen alguna pregunta, son bienvenidos a ponerse en contacto con nosotros.