

Vegetable Gardens HCI Evaluation Plan

VegetableGardens

Is a marketplace of Vegetable Gardens products grown by your neighbors

The goal is to create a channel between people growing their own Vegetable Gardens and their neighbors interested in eating local and tasty Vegetable Products.

The audience

The project has two very different user profiles:

- **The producer:** the neighbor that grows his own Vegetable Garden.
- **The consumer:** the neighbor interested in buying local and tasty Vegetable Products.

The producer

He is a middle age (25-45 years old), normally male, who works in the city but lives in an small town 15km from the city.

He grows a Vegetable Garden as a side-project. He is very productive with it and he produces more than what he is able to consume.

He is handy with the hands but not necessarily with computers.

Friendly and like people.

The consumer

The consumer profile is very much wide, it can cover from a young 16 years old boy to a 66 years old lady.

She is concern about:

- Health
- Consume local products
- Consume season products
- Neighborhood relationship

Minimal computer knowledge needed

Both *the producer user* and *the consumer user* need to have a minimal ability with computers. Is required:

- Able to manipulate an email account
- Knowledge of what a Web-form is, and how to handle with one of it.
- Knowledge of what an *account* means (for the producer)

I know these limitations can deny access to a very prolific producers, in next interactions of the project I will try to minimize this obstacle.

The Target (What I'm testing)

I'm gonna test both user profiles full sequences. From their impression when they land in the home page, until a purchase is done. Walking over login and intermediate steps.

The Goal (What do I want to learn)

The Producer

- Is the home-page interesting for him?
- Does he understand he can offer his products there?
- Does he find easily the way to create a new profile?
- Does he understand the creation profile form?
- In the profile: are all the fields what he needs?, is there any field he doesn't need?
- Is he happy with how a Vegetable Garden profile looks like?
- Does he understand the process to offer his products to sell?
- Is he able to close the session?
- Is he able to find the place where to login again?
- Is he able to manipulate the already done orders?
- Is the order information clear and complete?
- Does he understand what to change the state of the order means?
- Does he understand what to "Inform to the the User.." means?

The Consumer

- What is the instinctive next-step when she lands in the home-page?
- Is she able to understand the search functionality?
- Is the search functionality the natural search way for her?
- Does she understand how to access to a concrete Vegetable Garden?
- Are the Vegetable Garden information page enough? to noisy? Does she miss something?
- What does she think when she sees the Vegetable Garden information page?, does she understand she can buy directly there?
- Is the "delivery offer" understandable?

- Is she able to complete a full purchase process?
- Does she understand what is gonna happen when she has completed the purchase process?

How (Where/when/how long will be the tests?)

Where

The test will be in person, in a comfortable and friendly environment, maybe taking a tee in my house or doing the same in the test-user's house.

When

In a relaxing time, when the User is able to take a tee/coffee, probably in the weekend.

How Long

- Presentation: 0,5h
- User test tasks: 1,0h
- Friendly conversation: 0,5h

Total: 2 hours.

Presentation

I want to offer a small presentation of the project and of the testing activity:

- I'm testing the scenario of a potential user that already has an idea of what the project is about, so I need to open a small introduction to my test-users to simulate this intention
- Small survey for demographic about demographic information
- Explain what I need from him, and how he can help me the best
- Relax him and put him in a position where he feels comfortable with making experimentation and mistakes
- Explain that the project is still a prototype so the data is not gonna be permanent

This presentation is already in process

The tasks

I have grouped the tasks in *Stories* groups so each task has a meaning into a bigger process.

The producer

Story: Create a profile

1. Visit the home page

2. Find the interactive element that takes you to starting the process of creating a new Vegetable Garden
3. Fill the information required
4. Fill the “products for next week section”
5. Logout
6. *Which he think is the next step?*

Story: Manipulate orders

1. Visit the home page
2. Find the login page
3. Fill the login form
4. Find where your orders are listed
5. Detect which orders require your attention
6. Complete an order (change it to *Ready*) informing to the User
7. Logout
8. *Which he think is the next step?*

The Consumer

Story: Search Vegetable Gardens

1. Visit the home page
2. Search for a Vegetable Garden close to your town
3. Find more information of one of the ones in the results
4. Do you feel comfortable buying products here?
5. Go back to the home page

Story: Complete an order

1. Go to a Vegetable Garden info page
2. Buy 3 eggplants, 2 carrots and 1 garlic (*the garlic is not possible to buy due is Sold Out*)
3. Say you want the order to be delivered to your home
4. Confirm and Go to the next step (*What he things is gonna find in the next step?*)
5. Check the order info page
6. Decide you want to change and buy 3 carrots instead of 2
7. Confirm again after the change
8. Fill the info needed and finish the order
9. *What do you think is gonna happen next?*

The Test-User Feedback

As I will explain in the *presentation* I will try the test-user to keep talking all the time. Trying to not hurry him, to take time thinking loudly.

I'll try to guide the test-user as less as possible, not at all if possible. Even if the task is taking long.

I'll only intercede if the test-user is confusing due the *prototype-state* of the project, if she feels confusing because the data doesn't change as she expected because the data is static.