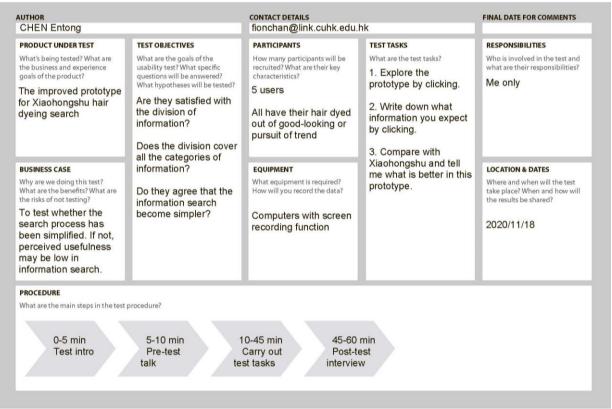**Objectives for Improvement**

1. Simplify the information search process

    Users do not need to put in different keywords to try different search, but mainly click and select to see different categories of information.

2. Provide a sequence of information to cover all their needs

    Users perform search on their own may not have a clear sequence, which may leave out some of their needs. Therefore, an orderly information search will be developed to remind the users of the potentially needed information.

Usability Test Plan Dashboard

AUTHOR		CONTACT DETAILS		FINAL DATE FOR COMMENTS
CHEN Entong		fionchan@link.cuhk.edu.hk		

PRODUCT UNDER TEST	TEST OBJECTIVES	PARTICIPANTS	TEST TASKS	RESPONSIBILITIES
What's being tested? What are the business and experience goals of the product?	What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?	How many participants will be recruited? What are their key characteristics?	What are the test tasks?	Who is involved in the test and what are their responsibilities?
The improved prototype for Xiaohongshu hair dyeing search	Are they satisfied with the division of information?	5 users	1. Explore the prototype by clicking.	Me only
	Does the division cover all the categories of information?	All have their hair dyed out of good-looking or pursuit of trend	2. Write down what information you expect by clicking.	

BUSINESS CASE		EQUIPMENT	TEST TASKS (cont.)	LOCATION & DATES
Why are we doing this test? What are the benefits? What are the risks of not testing?	Do they agree that the information search become simpler?	What equipment is required? How will you record the data?	3. Compare with Xiaohongshu and tell me what is better in this prototype.	Where and when will the test take place? When and how will the results be shared?
To test whether the search process has been simplified. If not, perceived usefulness may be low in information search.		Computers with screen recording function		2020/11/18

PROCEDURE
What are the main steps in the test procedure?

0-5 min Test intro	5-10 min Pre-test talk	10-45 min Carry out test tasks	45-60 min Post-test interview

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The Tested Prototype in Figma

https://www.figma.com/file/sOuvewGDtinDOHE4jidiT5/Redesign-for-%E5%B0%8F%E7%BA%A2%E4%B9%A6?node-id=28%3A3

Adjustments in the Prototype

The five participants took the previous Xiaohongshu usability test to search information about hair dyeing. In that test, they encountered problems in choosing keywords like "染发", "发色", "发色推荐", "发色大全", which varied in the scope of information. For example, "染发" may include information not only about hair colors, but also hair dye recommendation, stylist information, etc. Therefore, they thought information varying according to different keywords increased their labor. To cope with this problem, the new prototype offers a division of information by providing preset buttons which show the three basic categories of information. In other words, the prototype divides information for the users so that they can follow to find more details without overlapping or useless information. With buttons, keyboard work can also be replaced by clicks, which reduces the work in searching process. On the other hand, the new prototype does not abandon the type-to-search function. It still offers a search bar in case the information needed is not covered in the three buttons, or in case that the users prefer to use his/her own keywords.

For the search results, last time the users found the result page messy. Post covers and media forms that are not aligned with each other may be the most possible factors in generating this feedback. As all the posts are personal experience sharing, it is hard to assign a certain cover or media form when they upload their posts. Therefore, the new prototype offers a switch button for users to choose to view posts in pictures or in videos. In page of hair colors, posts are reorganized by sorting out the color schemes. In hair dye page, information can be sorted by brands or types. In stylist page, it was supposed to add a location selector, but considering that the cities or even counties in China may take up a long list, it might not be so convenient as putting in a keyword. Therefore, only an indicator in the search bar is designed to guide the users to perform keyword search.

Another problem to be addressed is that users tend to lose their threads while examining the posts as mentioned last time. The division of information mentioned above can be a way to reduce the possibility of being distracted by uncorrelated posts. Also, the category buttons remain the same position in all the pages to remind the users

of all the information on this website.

This prototype is designed to counter with the problems reported in the Xiaohongshu usability test, so it does not change the nature of sharing by posts, although I think some information would be better presented in lists or forms.

Results

All the five participants were surprisingly satisfied with the division and reorganization of information. Firstly, they think the three categories in buttons already cover all the information they need and so the first thing they did when they landed on the page was to click on the buttons. They felt it more convenient to have a preset information division rather than think of a keyword to search. For hair dye page and hair color page, the sorted hair colors, hair dye brands and hair dye types are satisfying according to them. But some of them also pointed out the stylist page is not consistent with the other pages in terms of information sorting, so they felt confused when they landed on the page.

For the switch button for users to choose to view posts in pictures or in videos, all the 5 participants noticed it but only 2 of the 5 participants thought it was useful. The rest of them thought it is fine to have videos and photos on the same page, but when I proposed to them that mixing videos and pictures may make the page look untidy, they thought my consideration makes sense. I think that the perceived usefulness of the switch button is not noticeable because there is no solid content in the prototype, so the users could not perceive the difference directly.

In the testing, users followed along the category buttons to explore the whole website. All the buttons were clicked, though in a varying order. In the post-test interviews, one mentioned that she didn't think of stylist recommendation before landing on the page, but she found herself curious about that and then she clicked that button first, and then went to the other buttons for other information. This also confirms the usefulness of the information categories in information flow.

One major problem for this test is that no solid content is provided but only

information architecture and wireframes, which makes it less direct for users to experience the actual use, and makes the changes less assessable. Another limitation is that the 5 participants have a previous experience of doing the test, so they predicted what I am looking for and expecting, which may also affect the real thoughts about the prototype.