# FlipTab Evaluation Plan

## What am I testing?

A news site/app which personifies content, advertising and layout/design for different devices. The revenue comes from advertising but we don’t want to put users off with over intrusive advertising. Therefore, we will use data driven design to optimise adverting click thoughts without driving users away from the site.

## What I want to learn

Scope: Make site engaging for news addicts.

Purpose: Create a site continually attracts news addicts and an attractive to advertisers.

Hypothesis: Creating a personalised site (content, design, and advertising) will key users engaged and generate clicks for advertisers.

## Where / when will the test take place? How long will it take?

Test s will have to be conducted wherever the user accesses content, therefore:

* Home
* Public transport (train, bus)
* Work
* Out on the town

Because of time restraints there will be 10 participants in the survey.

Testing will take place on Thursday 15th November and Monday 20th November.

Each test will take approx. 1 hour.

## User Tasks

From the home page navigate:

* Past Highlights
* Current
* Coming Up

Partake in party artist election.

Partake in same sex marriage survey.

Go solo around the site.

## How will participants share their feedback

* Think aloud
* post-test interviews

Data to be collected:

* How did people engage with the site?
* Did they complete the surveys?
* Did they sign up for notifications?
* Did they find the myNews page easy and intuitive to navigate?
* How long did each activity take?

# Written Instructions

Pre interview set-up:

On your home computer I will bring up the web site [www.fliptab.weebly.com](http://www.fliptab.weebly.com) on your chosen browser.

I will ask you to:

* Navigate around the myNews page
* Discuss advertising
* Discuss preferred layout

Activities will be timed.

During the test I will ask you to think aloud.

After the test I will ask you questions about the site. The questions are below.

# Interview Questions

1. Compared to how you accessed news what did you like about the new site?
2. Compared to other news aggregation sites what did you not like about the new site?
3. Do you have any suggestions on how to improve the experience?
4. Would you be satisfied that the site is finding all relevant news or do you think you will continue to surf other news sites.

# Write Up

Write up our findings from the survey and interviews

Write up the 1 page report for the assignment submission