

Usability Test Plan: Memory Tour

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This is a plan for a moderated remote usability test of Memory Tour's mobile prototype.

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Background

Memory Tour is a collaborative scavenger hunt app that allows users to create and play scavenger hunts with their friends or on their own. The app is designed primarily for adults ages 18-35 living in urban areas who are interested in collaborative games and activities.

Goal

The goal of this test is to assess the basic functionality of the prototype and its learnability for new users interacting with the app for the first time. I will observe and measure the ease with which users can search for, create, and share memories from scavenger hunts played in the app and hope to start developing a sense of users' satisfaction with the product.

Test Objectives

- Determine if participants can intuitively navigate through the app.
- Observe how users attempt to look for a tour to play, create a tour of their own, and share photo memories from their homepage. Can they accomplish these tasks?

Methodology

The study will be conducted remotely over the video conferencing app, Zoom. Participants will be at a place of their choosing where they have decent internet connectivity and feel comfortable talking out loud while they work with the prototype. The test will begin with a review of the consent terms and a short briefing followed by task performance on the Memory Tour prototype using the participant's browser which they will screen-share on Zoom. The test will conclude with a debriefing and gratitude.

Participants

The study will test six (6) total participants: four (4) recruited from Greg's personal network via email and two (2) from the Career Foundry slack channel: #ux_taskhelp. The majority of participants fit within the primary demographic for Memory Tour and the couple that are outside the demographic may help reveal challenges encountered by older users while still serving the test's first goal of assessing functionality.

Schedule

Sessions will be conducted over Zoom February 13-6, 2021 in this meeting room:
<https://us02web.zoom.us/j/83283625942>

Sessions

Six participants will take part individually in sessions of 10-15 minutes.

Equipment

Remote tests will be administered and recorded on Zoom from a 2015 MacBook Pro running MacOS 11.2. Each participant's computer model, operating system, and web browser will be noted at the beginning of their session.

Metrics

Errors will be measured using Jakob Nielsen's scale:

- 0 = I don't agree that this is a usability problem at all
- 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
- 2 = Minor usability problem: fixing this should be given low priority
- 3 = Major usability problem: important to fix and should be given high priority
- 4 = Usability catastrophe: imperative to fix before product can be released

Learnability will be gauged based on success rate incorporating scores for success, failure, and partial success. The sample size of participants is not large enough to generate a statistically significant figure, so rather than create a quantitative success rate percentage, this data will be wrapped into qualitative assessment.

Satisfaction will be assessed with the question "How satisfied were you with this website?" on a 5-point scale followed up with the question "Why did you give a score of [X]?"