

USABILITY TEST PLAN DASHBOARD

AUTHOR

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CONTACT DETAILS

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FINAL DATE FOR COMMENTS

PRODUCT UNDER TEST

What's being tested? What are the business and experience goals of the product?

ShareBird

- 1.KOL service
- 2.Free good distribution

Goals:
Better customer experiences

TEST OBJECTIVES

What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?

- Goals:
- To improve the web design
 - To analyze whether my product can satisfy consumers
 - Help formulating the go-to market process in the future
 - Validation with potential customer

Questions to be answered:

- 1.What is the customer plan?
- 2.Can the website

PARTICIPANTS

How many participants will be recruited? What are their key characteristics?

5 users
Sex: 2 male and 3 female
Age:18-38
Character: Social media users
Occupation: 2

EQUIPMENT

What equipment is required? How will you record the data?

- Laptop with a stable Wifi connection
- Software/App (Zoom/Google Form)
- Video camera and microphone
- Taking notes

TEST TASKS

What are the test tasks?

Home page:
-Find the sign up function in home page (Customer/KOL)

KOL service:
-Read 2 interested KOLs' profile
-Choose the highest conversion rate of KOL and view their profile
-Sign up as a KOL
-Sign up as a consumer

Free good
-Share the post in exchange for free good
-Fill in the questionnaire

RESPONSIBILITIES

Who is involved in the test and what are their responsibilities?

Justin:
-Tech support(Zoom)
-Moderator(Explain the task in the process)
-Facilitator(provide assistance to participants)

LOCATION & DATES

Where and when will the test take place? When and how will the results be shared?

Online(Zoom)
25 April,2021
Participant1:18:00-18:25
Participant2:1830:-18:55
Participant3:19:00-19:25

PROCEDURE

What are the main steps in the test procedure?

0-5minutes
Welcome/identity verification and inquiry

0-5 minutes
Moderator explain the task Q&A

5-20minutes
Carry out the test tasks

20-25minutes
Validation with potential

20-25minutes
Thank the interviewees and ask

5minutes
Reset the Zoom and check about the