

Usability Test Plan: InkTank

Introduction

InkTank Moderated Remote Usability Test (Mobile)

By Kemma Ubushin

Stakeholders: Kemma Ubushin (student), Dana Lynn (Mentor), Tim Antonov (Tutor)

Last updated: January 7, 2020

Background

InkTank is a mobile app used to help people in their tattoo decision process. The app is designed for people who are interested in getting a tattoo and/or people who have tattoos. The app will help the user find tattoo images, tattoo artists and tattoo shops via gallery, search and map features.

Goal

The goal of this study is to assess the learnability for new users interacting with the InkTank application for the first time on a mobile device. We would like to observe and measure if users understand the app, its value, and how to complete basic initial functions such as logging in and searching for a tattoo image and/or artist.

Test Objectives

- Determine if participants understand what the app is about quickly and easily and the value it provides.
- Observe how users navigate and find tattoo images and tattoo artists throughout the app.
- Have the user understand that they can favorite tattoo images and tattoo artists to refer to at a later time.

Methodology

The study will be moderated remotely and will include a short briefing, task performance with InkTank conducted on a mobile app, and a debriefing.

Participants

The study will test 6 participants who were recruited personally and through social media to participate in the study. Ideally, their different needs and expectations will result in a diverse feedback from their side.

Schedule

Usability test sessions will take place January 13-14, 2020 via video call. Sessions are scheduled between 5:00 p.m. to 8:00 p.m. on both days.

Sessions

Participants will individually engage in 10-15 minute usability test sessions. This should be enough time for me to explain the frame and expectations, to explain the tasks they need to complete and to ask follow up questions and get feedback from the participants.

Equipment

Testing will be carried out on the user's personal mobile device via a testing link that I will provide. Recording will be done with the Voice Memos app on the iPhone.

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

Satisfaction will also be measured using the Single Ease Question 7-point rating scale after each Task.

Script

Introduction

Hello and thank you again for taking the time to participate in some user testing for me. I'm Kemma and I'm going to be walking through this session today. We're conducting usability tests to better evaluate how well my prototype helps people in the tattoo decision process. The sessions should take approximately 10-15 minutes.

Before we get started, I'd like to explain to you what we're going to be doing today so you know exactly what to expect. I'll also give you some context regarding what it is we're testing and why.

Today, I'll be asking you to try out a new app called InkTank and do a few activities using the app. I'd like to understand what works well about the app, as well as what doesn't work well. Please remember that I'm testing the app and not you! There are no

right or wrong answers—we simply want to hear your honest thoughts and opinions. To that end, please don't worry about hurting my feelings. I can only understand what doesn't work and make improvements if you supply me with candid feedback.

I'll start by asking you a few general questions about tattoos, then move onto some activities using the InkTank app. When you're looking at the app, I'd like you to "think out

loud" as much as possible to let me know what you're thinking and feeling as you explore the app. For example, you might let me know if you were expecting to find a particular piece of information after clicking on a link but the information provided was different than what you were expecting.

If at any time you find yourself confused or unsure as to what you're supposed to be doing, that's fine! Simply let me know and I will get you back on track. You should also feel free to let me know if you need a break at any point during the testing session or if you'd like to end the session early.

Finally, before we get started, would it be okay if we were to record your screen and voice during this testing session? The recording will only be used by the project team to help me understand where we need to improve the app and won't be shared outside the company. Is that okay?

Do you have any questions so far?

Are you ready to continue?

Okay! We'll start recording and begin the session.

Personal Demographic Questions

- Please select your age range:
 - 21-25 years
 - 26-30 years
 - 31-35 years
 - 36-40 years
 - 40 years+
- What is your current occupation?
- Do you use any special equipment, such as a screen reader, with your computer or your phone? Which devices and how often?

Background Questions

- Do you currently have any tattoos?
 - If so, how many and tell me how you decided on getting those tattoos.
 - If not, have you considered getting tattoos?
- When you think about getting a tattoo, do you use any apps to help you find tattoo designs and/or tattoo artists? If so, which ones. If not, why?
- How do you go about with your tattoo research when deciding to get a tattoo?

Open-Ended Questions

Thank you for answering those questions. Now, I'd like to show you the InkTank app and start by getting your initial impressions of the app.

Spend some time looking over home screen. Without clicking anywhere just yet, can you tell us your first impressions? What you like and don't like, what you think about the information displayed on the page, or any other thoughts you might have? Remember to think out loud as much as possible.

Now that you've taken a look at InkTank, can you tell us what you think the purpose of the app is?

Thank you. Now, we'd like to ask you to try out some activities using the InkTank app.

Tasks

I'll now give you a few scenarios and their corresponding activities. As you complete each activity, I'd like you to think out loud and tell me what you're thinking and feeling as you navigate through the app.

1. You are using the InkTank app for the first time. Please show me what you would do during the signup process.
2. Now that you are on the home screen, what information do you see? What do you think the purpose of the app is?
3. You are thinking about getting a tattoo but need some inspiration. Using InkTank and its features, favorite an image so you can go back to it at a later time.
4. You want to find the nearest tattoo shop in your town. Using InkTank, navigate to how you would find a tattoo shop nearby.
5. You want to look for a specific image or artist. Using InkTank, find an image or artist.

Wrap Up

Okay! That's the end of the session. Overall, how satisfied are you with the experience of using the InkTank app? Do you have any other questions or feedback for me? If not, I thank you for participating and helping me better understand how I can improve InkTank.