# Test plan: Bon Voyage App

## Executive summary

Date: 16.01.2020

I conducted user testing in the early stages of the travel app "Bon Voyage" to fine tune details before the development process - to make sure the app becomes as user friendly as possible. The test was done on an iPhone 8 Plus by two participants. To minimize external disturbances, the chosen location was a quiet room.

I took notes during the user testing - of comments, errors and completion on the tasks. I recorded the testing as well.

During the testing it became clear that there are some problems with the Social page of the app, as it caused confusion among the participants. However, they were in general positive to the overall concept/ design of Bon Voyage.

## Participants

**User 1:**

- Age 25, male
- Full time employe
- Uses apps in his daily life, for shopping, research, social media etc.
- Travels 3 or more times a year
- Travels for leisure
- Has used other travel apps before
- Interested in planning and booking activities in advance
- New user of Bon Voyage

**User 2:**
- Age 40, female
-  Full time employe
- Uses apps in her daily life, mostly social media and research
- Travels 3 or more times a year
- Travels for leisure and work
- Has used other travel apps before, Tripadvisor
- Interested in planning and booking activities in advance
- New user of Bon Voyage

## Methodology

Combination of observation and interview. I started with welcoming the participants and explained what's going to happen. The participants received 5 tasks to solve. They were encouraged to think aloud as they interacted with the prototype and attempted to complete the assigned tasks. I asked the participants for thoughts and reasoning at the end of the testing, such as what did they like the most/ least? Would they use the app on their next trip?

## Evaluation tasks / scenarios

1. Create new account
   ○ See if it is easy for the user to create an account and get started with the app
2. Book one activity
   ○ See if it is easy and intuitive to find and book activities in a city
3. Reserve a table at a restaurant
   ○ See if it is easy and intuitive to find and book tables in a city
4. Send a link to one of his friends in the app
   ○ See if the user can navigate the social section of the app without any problems

**5.** View upcoming trips
○ See if the icons and navigation are easily understood

## Results

## User 1:

1. Signs up easily
2. Books one activity easily
3. Participant does not see that there are two different "menus" - "Trending" and "Hidden gems" - and can't complete task 3
4. Struggles to understand how the "Social" page of the app works. Takes longer time than expected.
5. Views Upcoming trips easily

## User 2:

1. Struggling to sign up, as it's not obvious how to continue after writing personal details
2. Books one activity easily
3. Takes some time before user sees the "Hidden gem" menu button and can complete the task
4. Understands she has to click the message icon to send link, but takes some time before she finds the Inbox
5. Views Upcoming trips easily

## Task ratings

|   | Average success rate by task | Time on task |
|---|---|---|
| **1** | 100 % | 40 seconds |
| **2** | 100 % | 1 min 45 sec |
| **3** | 50 % | 1 min (user 2) |
| **4** | 50 % | 1 min |
| **5** | 100 % | 3 seconds |

## Overall ratings

The participants were positive to the overall concept of easy booking before and during the trip. They enjoyed the photos and colors.

In general, the participants did not understand why they should use the Social page in this app instead of other social media apps such as Messenger, Whatsapp, Instagram. One of the participants liked that one can view earlier trips and use it as a "memory book".

Both participants said they could be interested in trying the app on their next trip.

## Recommendation for improvements

- Missing a search bar for specific activities (e.g. theme parks) (photo 1)
- Don't need Back button on main navigation (photo 2)

- Wants to view bag before paying for activity
- Would like to add friends while booking, so they can receive a notification when the activity is booked.
- Expand the social page



1.

2.
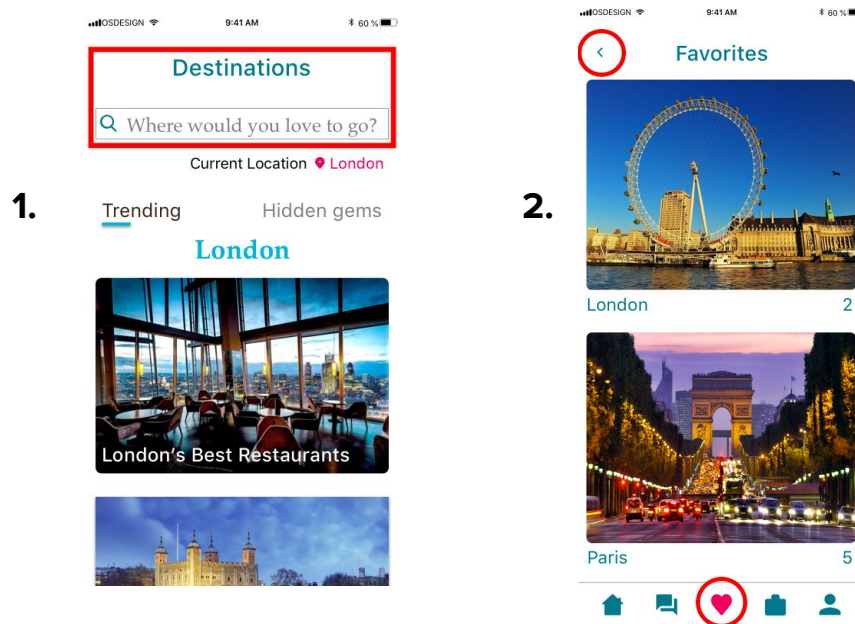
## Conclusion

I received a lot of useful and constructive feedback from the participants. Most of the feedback given are pain points that can be changed quite easily for a better user experience. However, the Social page need some major changes to improve usability.