Test plan: Bon Voyage App

Purpose

I will be conducting User Testing in the early stages of the travel app «Bon Voyage» to fine tune details before the development process, and to make sure the app will be as user friendly as possible. The information gathered during the user testing will help me gain valuable insights for any design updates and user flows that could cause frustrations for the user. During the user testing I will be able to observe what may stop the user from successfully complete the tasks.

Testing Objectives

- **Find pain points of the app**
- **Find problems on the workflow**
- **Use user feedback to update overall design**

User Profile

- **Age: 25-40**
- **Gender: even mix of male and female**
- **Full time employees**
- **Use apps in their daily lives, for shopping, research, social media etc.**
- **Travel 3 or more times a year**
- **Travel for leisure**

- **Want to experience new places and meet new people**
- **Have used other travel apps before**
- **Are interested in planning and booking activities in advance**
- **New user of Bon Voyage**

Methodology

In-person prototype test conducted by one interviewer

Notes will be taken during the interview (of behaviors, comments, errors and completion, success or failure, on the tasks)

Users who fit the user persona will be chosen. Will send out survey. Rewarded in gift card.

Moderation technique - Combination of observation and interview. Will start with welcoming the user/ participant and explain what will happen. The participant will receive a few tasks to solve. He will be encouraged to think aloud as he interacts with the prototype and attempt to complete the assigned tasks. Will ask the participant for thoughts and reasoning at the end of the testing.

Task List

- **Create new account**

- ○ **See if it is easy for the user to create an account and get started with the app**
- **Book one activity**
  - ○ **See if it is easy and intuitive to find and book activities in a city**
- **Reserve a table at a restaurant**
  - ○ **See if it is easy and intuitive to find and book tables in a city**
- **Share a link with one of his friends in the app**
  - ○ **See if the user can navigate the social section of the app without any problems**
- **View his upcoming trips**
  - ○ **See if the icons and navigation are easily understood**

Environment & Equipment

- **Environment: At their office/ meeting room or similar. Quiet environment.**
- **Equipment: iPhone 8 Plus**

Evaluation Measures

- **Time**
  - ○ **How long does it take for a user to complete a task**
- **Number of errors**
- **Completion rates**

- ○ **What percent of users were able to successfully complete the task that was given to them**
- ● **Net Promoter Score**
    - ○ **What's the likelihood that you would recommend the app to a friend.**
    - ○ **What did you like the most?**
    - ○ **What did you like the least?**
    - ○ **Would you use this app on your next trip?**