canucks.com

Usability Testing Plan v. 2.4

prepared by

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prepared for

VANCOUVER CANUCKS
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VERSION HISTORY

Version	Date	Author(s)	Description
1.0	March 2nd	Davina Choy Parker Busswood, students	**Created:** Initial document combining test plan elements from all four teams
1.1	March 6th	Dave Rankin, instructor	**Incorporated:** Revisions of Task Scenarios from all teams after performing Test Session practice runs
1.2	March 7th	Dave Rankin, instructor	**Incorporated:** Additional revisions of Task Scenarios
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1.5	March 10th	Dave Rankin, instructor	**Incorporated:** Additional revisions of Task Scenarios
1.6	March 12th	Dave Rankin, instructor	**Revised:** Document structure to emphasize Task Scenarios
1.7	March 13th	Dave Rankin, instructor	**Revised:** Document formatting
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DISTRIBUTION LIST

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Canucks Social Timeline		
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Live Stream		
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TEST OBJECTIVES
WHY WE ARE TESTING

General Test Objective

Our overall test objective is to gather data on the usability of the Canucks website from observing Test Participants using the site during the testing process. It is our hope that their insights will be used to enhance the website interface, navigation, and user experience. To this end, we will be testing the following sections of the Canucks website: Main Navigation, Fan Zone, Canuck Social Timeline, and Live Stream.

Specific Test Objectives

Main Navigation (8 Test Participants)

• Can users easily navigate through the "Team" section to find up-to-date information about specific players they are interested in?
• Is it easy for users to access information about game scheduling?
• Can users easily navigate through the "Tickets" section to purchase tickets and ticket packages?
• Do users find the labeling used throughout the "Team" section to be clear and consistent?
• Are users able to make a clear distinction between the "Recap" and "The Goods" sections of the site?
• Can users easily navigate the "Online Games" section?
• Is it easy to find specific items in the "Shop" section?
• Are users able to make a clear distinction between "Canucks TV" and "Live Canucks Games"?
• Can users easily navigate video content using the "Channel Selector"?
• Is it easy for users to find specific video content in the "Canucks TV" section?
• Do users find the labeling used throughout the "Canucks TV" section to be clear and consistent?

Fan Zone (8 Test Participants)

• Can users easily navigate through sections of the "Fan Zone" to find the content they are looking for?

• Do users find the labeling used throughout the "Fan Zone" sections to be clear and consistent?

• Are users able to easily upload a photo to the "Photos" section?

• Can users easily create an account in the "Forums" section?

• Can users easily create a profile in the "Forums" section?

• Can users easily create a post in the "Forums" section?

• Can users easily navigate the "Forums" section to find other posts of interest to them?

• Can users easily navigate the "Blog" section to find current and active content?

• What areas of the "Fan Zone" do users find to be of most value?

Canucks Social Timeline (4 Test Participants)

• Are users able to easily find the "Canucks Social Timeline" site from the main navigation bar of canucks.com?

• Can users easily register for the "Canucks Social Timeline" site?

• Are users able to easily login to the "Canucks Social Timeline" site once registered?

• Are users able to easily find a specific game using the "Timeline"?

• Are users able to easily find specific information using the "Timeline"?

• Do users understand that they can use "Content Filters" to narrow their content search?

• Can users easily add/delete content for a specific game?

• Can users easily add/delete comments on a specific game?

• Are users able to flag offensive comments and/or inaccurate postings?

• Do users understand that they can turn the "Tips" button on and off?

• Do users understand that they can collapse and activate the "Timeline"?

Live Stream (4 Test Participants)

• Can users easily navigate to the live stream page?

• Can users sign up for a live streaming account in 3 minutes or less?

• Do users understand what they are paying for?

• Are users able to easily understand and use the extended functionality (widgets, adaptive mode, pause and rewind etc.) within a live game stream?

• Do users understand how to access user help, and do they feel that it is useful?

SCENARIOS AND TASKS

Main Navigation
Group 1 (4 Test Participants)

Game-Day Stats

The playoffs are drawing near and you're excited.

MN1-1	Find out which team the Canucks will play next.
MN1-2	Find out what the Canucks record is against that team this season.
MN1-3	Find out which Canucks player has the highest point total against that team this season.
MN1-4	Find out who scored the game-winning goal the last time the two teams played.

Recaps/The Goods

You missed the last hockey game on TV and you want to view the recap of the game.

MN2-1	Find the game "Recap" of the last Canucks game and take a couple of minutes to read through it.
MN2-2	Where in the article does it highlight which Canucks players scored?
MN2-3	Find "The Goods" article that relates to the same game and take a couple of minutes to read through it.
MN2-4	Where in this article does it highlight which Canucks players scored?
MN2-5	Describe the difference between "The Goods" and the game "Recap" articles?

Injuries

During the Ottawa vs. Vancouver game on Monday Feb 7th, Keith Ballard sustained an injury.

MN3-1	Find out what kind of injury Keith Ballard sustained.
MN3-2	Find out if Keith Ballard has since returned to the Canucks lineup.
MN3-3	Find out the number of games Keith Ballard has missed because of his knee injury.

Players in the System

You followed a couple of Canucks pre-season games and were impressed by goaltender Eddie Lack. You are interested in finding out whether or not he is still in the Canucks system.

MN4-1	Find out which team Eddie Lack is playing for this season.
MN4-2	Which teams did Eddie play for before the Manitoba Moose?
MN4-3	Find out Eddie Lack's save percentage for the current season.
MN4-4	Compare Eddie's save percentage with the other goalies in the Canucks system.

Canucks Playoff History

You're a new Canucks fan who is interested in learning all about Canucks playoff history.

MN5-1	Find out the last year that the Canucks made it to the Stanley Cup Finals.
MN5-2	Other than the '94 playoff run, find another instance when the Canucks made it to the Stanley Cup finals.
MN5-3	Find out which player scored the winning goal of seventh game of the '94 Stanley Cup finals.
MN5-4	Find the furthest round the Canucks have reached in the playoffs since their '94 cup run.

Content for Kids

Your seven year old son loves the Sedin twins, so you decide to visit the Canucks website together to explore Sedin-related content for kids.

MN6-1	Download a Canucks wallpaper that features Henrik Sedin.
MN6-2	Find an interactive game that features the Sedin twins.
MN6-3	Click on the "Play" button.

After reading the description for the "The Sedin's Word Search Game", your son decides that he would like to play another Canucks interactive game instead.

MN6-4	Click on the "Back to Games Page" button.

Main Navigation
Group 2 (4 Test Participants)

Player Stats/Online Shop

You have heard all about Ryan Kesler's career year this season and you want to find out more about him.

MN7-1	Find Ryan Kesler's overall point total for the 2010/2011 season.
MN7-2	Find out where Ryan Kesler ranks in team scoring.
MN7-3	Find out where Ryan Kesler ranks in Canucks all-time scoring.

You're so impressed by Ryan Kesler that you decide to shop for Ryan Kesler-related items on the site.

MN7-4	Find the Kesler t-shirt with his name and number on it.
MN7-5	Find the availability of this item.
MN7-6	Order this item in your size.
MN7-7	Find the payment options.
MN7-8	Find the shipping options.

Before you buy the shirt, a thought occurs to you: Ryan Kesler is an assistant captain of the Canucks. You're surprised that his shirt doesn't have an "A" printed on it.

| MN7-9 | Find the part of the site that confirms Kesler is an assistant Canucks captain. |

Canucks TV Game Centre Live/Out of Town Viewing

You have to attend a family function in Alberta on April 7th, and you're hoping to watch a live stream of the Canucks game that night on canucks.com.

MN8-1	Find out how to watch a live Canucks game on canucks.com.
MN8-2	Is the game on April 7th going to be streamed live on Canucks TV?
MN8-3	Will you be able to watch the live stream of the game from Alberta?

Canucks TV

Now that you've discovered Canucks TV, you are interested in what kind of programming it offers.

MN9-1	Find the clip from February 28th featuring Mike Gillis talking to the media.
MN9-2	Find the clip where Daniel Sedin is featured on the Canucks for Kids Fund.
MN9-3	Find the clip from March 6th showing Manny Malhotra scoring his 100th goal in the NHL.
MN9-4	Find the most watched clip of all time on Canucks TV.

You have a friend who would enjoy this video and you want to email it to her.

MN9-5	Send the clip to your friend's email address (provided).
MN9-6	Click "OK".
MN9-7	Click on "Canucks TV" and find the "Channel Selector".
MN9-8	Compare the viewing choices on the "Channel Selector" to the viewing choices found under the "Canucks TV" menu.

Classic Canucks

You watched an episode of Canucks TV last week on Sportsnet, and you want to watch it again.

MN10-1	Find the episode with Gary "The Suitcase" Smith, the Canucks goalie from 1974-1975.

Forever A Canuck

A friend told you about a series he watches on Sportsnet called "Forever a Canuck" that chronicles the 40 year history of the team. You love Canucks trivia, so you want to watch the series from the beginning.

MN11-1	Find the first episode of "Forever a Canuck".

Tickets and Ticket Packages

You want to watch more than one live game next season, but season tickets are out of your price range. You've heard about more affordable options.

MN12-1	Find the "Ice Pak" section.
MN12-2	Find an 11-game "Ice Pak".
M12-3	Purchase your "Ice Pak".
MN12-4	Find out how to join the wait list.

You decide the waitlist is not for you. See if you can find single game tickets to a Canucks home game.

MN12-5	Find two tickets (or one if no pairs are available) in the price range of $80-120 each.
MN12-6	Once you have found your desired tickets, purchase them.

Fan Zone
Group 1 (4 Test Participants)

Message Boards

You are interested in sharing your opinions about the Canucks with other fans. Locate the area of the site where you can discuss Canuck and other hockey-related matters.

FZ1-1	Find the "Forums".

While you are reading what others are saying you see a posting with a topic that you are interested in discussing. Follow the steps to participate in the discussion after adding a new photo to your profile.

FZ1-2	Create an account (using provided gmail account).
FZ1-3	Sign in to the "Forums".
FZ1-4	Add a photo to your profile (provided).
FZ1-5	Create a post within a "Forum".

You come across a posting that seems a bit profane. Before you complain about the posting you want to double-check the forum rules and regulations. Find where you would do this and locate how you would contact the forum moderator.

FZ1-6	Find the rules and regulations of the "Forums".
FZ1-7	Find out how to report a post in violation of the rules and regulations to the moderator.

Now that you are finished with the "Forums", you are interested in seeing if blog participation is very frequent.

FZ1-8	Find the blog posting that has the most comments.

Social Media

You recently signed up for a Twitter account and you want to see how you can use it to interact with the Canucks.

FZ2-1	What Twitter contest is currently running?
FZ2-2	Where is the next "Tweet-up" listed on "Canucks on Twitter"?
FZ2-3	What are the various Canucks Twitter accounts?

One of the participants you are chatting with mentions that there is a contest you can enter when you join the "Canucks Facebook Fan Page." Find out where you would go to "like" the "Canucks Facebook Fan Page".

| FZ2-4 | Find the link to get you to the "Canucks Facebook Fan Page". |

FAQ

You want to send an email to one of your favorite players on the Canucks. Find out how you can email a player from the Canucks Roster.

| FZ3-1 | Find the link to email a player. |

E-News

After creating your user account and posting in the forum you are interested in signing up for the e-newsletter. Register to start receiving the e-newsletter and log in to your account.

| FZ4-1 | Login to "E-News". |
| FZ4-2 | Register to receive e-newsletters. |

Letters to the Editor

You heard about a recent Scrabble contest between Tanner Glass and Harrison Mooney. You want to let the editor know that you liked the contest and were wondering when the next one would take place, and with which Canuck.

| FZ5-1 | Find out how you would write a letter to the editor. |

Contests & Promotions

You heard about a contest that was available to win a Chevrolet Cruze and you wanted to enter the contest. Find where you would do this.

| FZ6-1 | Find the Cruze contest within the "Contests & Promotions" area. |

Fan Zone
Group 2 (4 Test Participants)

Stay Connected Directory

You want stay up to date with the Canucks' schedule, news, and score on your iPhone.

| FZ7-1 | Locate the link to the iPhone app to keep up with the game. |

You want to stay connected to the Canucks without always having to visit Canucks.com. Your friend has told you about links on the site that can allow you to do so.

| FZ7-2 | Locate the Canucks iTunes subscription. |
| FZ7-3 | Find the "News" link under RSS feed. |

You and your friends are talking about an awesome goal from the most recent game and want to watch how it happened.

| FZ7-4 | Find the "Canucks HD" YouTube channel. |
| FZ7-5 | Locate the video of the most recent goal. |

You love the Canucks more than anything and are interested in joining their online fan club.

| FZ7-6 | Find the "Canucks Fan Club". |

Fin's Place

Your little nephew is a huge Canucks fan and you want to surprise him at his next birthday.

| FZ8-1 | Find out how to book Fin. |

Your little cousin is bored and you remembered she loves the Canucks' mascot and loves colouring.

| FZ8-2 | Show her Fin's photos. |
| FZ8-3 | Locate the Fin colouring page for her. |

Fan Zone - Main

You snapped a photo of the last game you attended and want share it on the Canucks site.

| FZ9-1 | Find the photo "Gallery". |

| FZ9-2 | Upload a photo to the "Gallery". |

A friend tells you about how they started playing Canucks fantasy hockey. It piques your interest and you want to check it out as well.

| FZ9-3 | Find the "Fantasy Hockey" sign-up page. |

Fan Services

You are about to attend a game with your little brother, but you are worried that there might be intoxicated fans close to where you'll be seated.

| FZ10-1 | Find the number to text if you have a concern while at the game. |

Game Entertainment

A friend asks you if it is possible to request a song through the Canucks website.

| FZ11-1 | Find the "Music Requests" page for them. |

Canucks Social Timeline
(4 Test Participants)

Exploring Canucks History

Your buddy has uploaded some photos and stories to a Canucks website that documents the team's history. He told you that all the content is uploaded by fans, and you're excited to share your Canuck experiences with the community and explore other fan stories.

FA1-1	From the main menu on the Canucks homepage, find the find the link to this website.
FA1-2	Find out when the Canucks recorded their first win in franchise history.
FA1-3	Who scored the first Canucks goal in franchise history?
FA1-4	How many goals did Markus Naslund score in his last year with the Canucks?
FA1-5	Find videos and descriptions of the best fights in Canucks history.
FA1-6	Find videos and descriptions of all the great saves in the last ten years.
FA1-7	Find your favourite Canucks player on the site (if they don't have a favourite, tell them to search for Trevor Linden).
FA1-8	Vote up and like everything related to your favourite player (or Trevor Linden).
FA1-9	Share the favourite player page (or Trevor Linden page) with your friends on Facebook.

Uploading Content

You went to your first Canucks game on April 22, 2003. You remember the Canucks played against the St. Louis Blues in Game 7 of the playoffs. You want to relive the game and share your memories with other users. You've also forgotten the final score.

FA2-1	Find the April 22, 2003 game.
FA2-2	Find the final score.
FA2-3	Sign up for an account and log in.
FA2-4	On the April 22, 2003 page, add a comment: "This was my first Canucks game. It was so exciting!"
FA2-5	Upload a YouTube video of Markus Naslund's goal. Link location: http://www.youtube.com/watch?v=Wd7WIHTlgM4
FA2-6	Upload an image from the game (provided).

Personalizing Your Profile

You've been spending some time commenting and adding photos and videos to the site. Now you want to personalize your profile so that it reflects who you are.

FA3-1	Change your avatar picture (provided).
FA3-2	Write something in your bio.
FA3-3	Look for a log of all your uploads.
FA3-4	Look for a log of all your comments.
FA3-5	You've read your comments and you decide that you don't like your comment from the April 22, 2003 game. You think it sounds cheesy. Delete it.
FA3-6	Go back to the April 22, 2003 game page. You find an inaccurate comment. Try to flag this comment.

Additional Tasks

If, of their own volition and through natural exploration, Test Participants have not completed the tasks below by the end of testing, the Test Monitor will ask them to perform the tasks.

| FA4-1 | Turn off the "Tips" in the upper grey timeline. |
| FA4-2 | Collapse the lower green timeline. |

Live Stream
(4 Test Participants)

Live Game

Your TV is broken and the hockey game is going to start in 30 minutes. You decide to watch the game through the Canucks' website.

LS1-1	Go to the Canucks website and find the live game.
LS1-2	Sign up, login and stream the live game.
LS1-3	Turn the volume down.

Pause and Rewind

In the middle of the game you decide to get up and refill the bowl of snack mix but you don't want to miss any of the action.

LS2-1	Pause the game.
LS2-2	Rewind the game.
LS2-3	While watching the rewinded game, watch live game at same time. (PIP)
LS2-4	Return to the live game.

Widgets

Live stream includes many widgets that provide lots of interesting functionality.

LS3-1	Use the (insert current opponent's name here) "Stats". Describe what kind of information the widget is giving you. Do you find this feature useful or a distraction?
LS3-2	Use the "Canucks Stats". Describe what kind of information the widget is giving you. Do you find this feature useful or a distraction?
LS3-3	Use the "Ice Tracker". Describe what kind of information the widget is giving you. Do you find this feature useful or a distraction?
LS3-4	Use the "Play By Play". Describe what kind of information the widget is giving you. Do you find this feature useful or a distraction?
LS3-5	Start a conversation in a chat room to talk about the game with other online viewers.

Archived Game Picture-in-Picture

LS4-1	During an intermission, watch an archived game while keeping the live game in picture-in-picture.

Watch Last Week's Game

You were on vacation and missed last week's game. You decide to watch last week's game on the Canucks' website.

LS5-1	Go to the Canucks website and login to your account.
LS5-2	Start the video for the game you've missed (Wednesday, February 2nd): Canucks vs Coyotes.
LS5-3	View another archive game that is 3 weeks old from today's date.

Ice Tracker

The "Ice Tracker" widget is also available for archived games.

LS6-1	Explore the "Ice Tracker" widget. Is the functionality the same as live streaming mode or is it different? What do you think of the functionality of this widget in archived mode?

Missed Game

Earlier today, you paid $3.35 to stream tonight's game on the Canucks website. You got home later than expected and consequently missed the game. You would like to log in and watch the game after it has aired. (The timeline for this may need to be changed to depending on the payment scheme. ie, it may be that the tester will have to be attempting to stream the game the next day, or later in the week, as opposed to directly after the game.)

LS7-1	Log in to the pre-paid live stream account. (created in advance by the Live Stream group).
LS7-2	Watch the game.

TESTING METHODOLOGY

Tools

All Test Sessions will be recorded using audio/video screen capture software with picture-in-picture capabilities that show the Test Participants' reactions and clicks as they work through the session.

Platforms: For each group, two sessions will be conducted on a PC (Windows 7). Another two sessions will be conducted on a Mac (OS X 10.6.7).

Browsers: For the PC testing, one test will be conducted on Internet Explorer 8. Another test will be conducted on Firefox 3.6 (or latest version at time of testing).
For the Mac testing, one test will be conducted on Safari 5.0.4. Another test will be conducted on Firefox 3.6 (or latest version at time of testing).

Test Environment

The Test Sessions will be scheduled in a dedicated lab to minimize distractions and outside interference. The testing environment will be quiet, as microphones are sensitive to residual noise, which may comprise the quality of the audio recording. Because live streaming is time-sensitive, those sessions may need to be scheduled at a convenient location for the Test Participant.

Scheduling Test Sessions

Each Test Session will take less than one hour to complete, including time for the Test Participant to fill out a post-test survey. All groups will perform practice runs of their Test Sessions on faculty members and friends to gain experience as Test Monitors and to evaluate the effectiveness of their scenarios and tasks. Test Sessions with recruited participants will be held between March 20th and April 4th and will take place between 1pm and 10pm, depending on the availability of Test Participants.

Test Participants

There will be four Test Participants per group, working through a set of Task Scenarios presented to them by the Test Monitor. Test Participants are expected to provide feedback regarding the usability, aesthetic appeal of the user interface, and the functionality of the site being tested. They will be encouraged to provide honest feedback throughout the test session. They will also participate in a post-session subjective survey and debriefing.

Test Monitors' Role

The Test Monitor will direct and support Test Participants as they work through the Task Scenarios. Whenever possible, the "Thinking Aloud Technique" will be encouraged. If Test Participants become frustrated or anxious during the test session, it is the role of the Test Monitor to reassure them that the problems they are experiencing are not their fault.

The Test Monitor will allow Test Participants to make their own discoveries without interference or bias. Leading questions, opinions, and body language cues will be avoided. Test Monitors will be familiar with the website and the features that will be tested.

Thinking Aloud Technique

During the sessions, Test Participants will be encouraged to verbalize their thoughts. This is known as the "Thinking Aloud Technique." It serves as a running "play-by-play" of the Test Participant's observations, thoughts, feelings, and actions as they work their way through the tasks. This technique provides valuable insight for the usability team as they identify, log and analyze test session recordings for usability problems.

Participant Recruitment and Interviews

Potential Test Participants will be recruited through the Interactive Design Lab website, an on-campus poster campaign, and word of mouth. Potential Test Participants will first complete a pre-test questionnaire to determine whether they qualify as Test Participants. Once qualified, they will be scheduled for interviews before testing begins. During these interviews, the site will be discussed in general terms with applicants to gauge their experience with it. Ideal Test Participants will be friendly, articulate and outgoing—all characteristics that are conducive to the "Thinking Aloud Technique".

Pre- and Post-Test Questionnaires

Pre-test questionnaires will be conducted through an online survey. Survey answers will be used to pair Test Participants with website sections. Questions will gauge the following:

• Age

• Gender

• Years as a Canucks fan

• Level of computer experience

• Level of experience with canucks.com

• Most frequently used/visited sections or features on canucks.com

Immediately following the test session, post-test questionnaires will be filled out by the Test Participant for the purposes of gathering qualitative feedback about the section of the site just tested. Post-test questionnaires are hard-copy, multiple choice documents with space for comments.

USER PROFILES

The target user profiles have been developed with both demographic information provided by the Canucks organization and our own user research. Each of the six testing groups will be working with four Test Participants that meet the following qualifications:

Gender
- Three male users
- One female user

Age
- 10-17
- 18-28
- 29-44
- 45+

Successful candidates must also be comfortable with internet surfing. Test Participants will have varying levels of experience with the Canucks site, with a mix of novice, intermediate and advanced users.

ANALYSIS PROCESS

After all twenty four participants have completed the test, recordings of their Test Sessions will be logged and analyzed. Usability deficiencies will be ranked by their level of frequency and urgency based on the following:

- Scenario completion rates
- Scenario completion times
- Test Participant feedback

REPORTING RESULTS
THE USABILITY TESTING REPORT

The Usability Testing Report will summarize the Test Participants' discoveries, with the goal of finding ways to improve canucks.com. The Usability Testing Report will include four main sections: the Executive Summary, Methodologies, Results, and Findings and Recommendations.

The Executive Summary will include a brief description of the canucks.com website, as well as a brief statement describing why the usability study is being conducted. This section will also provide an overview of the major findings and recommendations from the usability testing results.

The Methodologies section will summarize the methodology section of the Test Plan with the addition of any unexpected changes to the original plan.

The Results section will address the frequency and impact of any problems that were encountered by the Test Participants. Problems will be prioritized in terms of risk and severity based on the percentage of Test Participants who experienced them, and whether these problems were classified as critical or non-critical. Time on task will also be factored into the results.

The Findings and Recommendations section will include an itemized list of usability problems that were uncovered by the Test Participants, and recommendations to the development team as to how to address these concerns.

In addition these four main sections, the Usability Testing report will also include all copies of the completed post-test questionnaires and complete video files for each of the twenty four sessions.