



Usability Test Plan

Sage Expert App

JULY 2022

INTRODUCTION

Sage Expert App Moderated Usability Test (Mobile only)

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BACKGROUND

Sage is a web-responsive app that connects parents and caregivers with experts in childhood nutrition. Sage users will have access to information and advice from experts in specialties such as nutrition, allergies, feeding therapy, behavioral development, and more. Sage will help busy parents make informed decisions regarding their children's nutritional needs.

GOALS

The goal of this study is to assess how new users interact with the prototype, document errors and inconsistencies within the prototype, and discover how new users feel about Sage and the value it provides. Specifically, I would like to observe user's ability to navigate through the prototype and their ability to complete basic tasks such as utilizing the search function and finding information.

TEST OBJECTIVES

- Observe participants' ease of answering questions and sharing personal information during the onboarding process.
- Determine if participants understand what the app is intended for and the value it provides
- Determine if participants can quickly and easily search for an expert, book a call with an expert, and find information in the app

METHODOLOGY

The usability study sessions will be moderated in person when possible. If time and schedules do not allow for in-person testing, sessions will be moderated remotely. The test will include a brief introduction, a brief set of tasks to complete, and a satisfaction survey at the end.

PARTICIPANTS

The study will recruit 6 participants from my personal and social network, primarily parents of children 6 months - 18 years. Participants will be from a variety of backgrounds and will be screened prior to testing to ensure they fit Sage's target audience.

SCHEDULE

Usability tests will take place between July 20 and July 25, 2022. Sessions will be scheduled according to participants' availability.

SESSIONS

Participants will engage in 10-15 minute individual test sessions. All participants will test the mobile version of Sage.

EQUIPMENT

Usability tests will be done on the moderator's laptop using the Figma prototype. All sessions will be recorded with Quicktime.

METRICS

Errors will be measured using the Jakob Nielsen's 0-4 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 the 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 the product can be released

Efficiency will be measured by tracking the time it takes a participant to complete each task. Sage's target audience is busy parents and if the time on task is too long, it's unlikely users would continue to use the app even if it provides value.

SCENARIOS/TEST TASKS

1. Recently you were venting to a friend about how hard it is to find credible information on kids' nutrition online. Your friend mentions Sage and you decide to download the app. Create an account to get started.
2. Your toddler has just been diagnosed with a nut allergy. It will be weeks before you can see a pediatric allergist in person. Find an expert on Sage that could answer your questions about nut allergies.
3. Now that you've found an expert pediatric allergist, book an appointment to connect with them.
4. You're a new mom with a 6 month old who is ready to start eating solid foods. You've done research online but are still not sure how to get started. Find a video on Sage that could help.

SCRIPT

Hi _____, thank you again for taking the time to participate in this study. The prototype you will be testing today is called Sage. It is a mobile app that provides expert nutrition advice for parents and caregivers. I am asking people to test the app so that I can see whether it works as intended. The session should take no more than 15 minutes.

Before we begin, I will give you a brief overview of the test and how it will work. I will give you 5 tasks to complete. Before each task, I will give you a bit of context behind it, such as why you are doing it and what you hope to achieve.

As you use Sage, I'm going to ask you to think out loud as much as possible, so that I can know what you're looking at and what you're trying to do. Please know that I'm testing the prototype - not you! - so you can't make any mistakes and there are no wrong answers. Also, share any and all thoughts you have during the test - you won't hurt my feelings! I'm conducting these tests to improve the app and learn along the way.

Also, with your permission, I am going to record our session today. The recording will only be used to help me figure out how to improve the app and will only be seen by me. [Ask to sign informed consent form]

If at any point you have questions, please don't hesitate to ask. What questions do you have before we start?

Great, let's get started.

Demographic & Background Questions

Ok, before we move on to Sage, I have a few short questions I'd like to ask to get a better understanding of you and how you might use Sage. Feel free to pass on any questions you do not want to answer.

1. What is your age range? (20s, 30s, 40s, 50s)
2. What is your occupation?
3. How many children do you have?
4. What are their ages?
5. When you think about mealtimes and your child's nutrition, how do you feel? (overwhelmed, confident, etc.)
6. Do you have any challenges when it comes to your child's nutrition or mealtimes?
7. Have you ever sought advice or information from a specialist regarding nutrition or mealtime behaviors?
8. In the past, have you ever used a website or mobile app to connect with an expert for advice and/or guidance?

Open-ended Questions

Thank you. Now I would like to show you the Sage app prototype and start by sharing your initial thoughts about the app.

1. [Show Home Screen] What are your first impressions of the app from this screen?
2. What would you expect to be able to do with this app?
3. What kind of information would you expect to find in this app?

Thank you for sharing your first impressions with me.

Now we'll move on to the task scenarios. I will give you four scenarios in which I will provide

context and request you complete a certain task. Remember, I am not testing you and there are no wrong answers! As you go through each task, think out loud as much as you can and talk me through what you're doing or any problems you're having.

After each task, I'll ask you to rate the level of difficulty on a scale of 1 to 5, Very Difficult to Very Easy.

1. Recently you were venting to a friend about how hard it is to find credible information on kids' nutrition online. Your friend mentions Sage and you decide to download the app. Create an account to get started.

Overall, this task was:

Very Difficult

Very Easy

1

2

3

4

5

2. Your toddler has just been diagnosed with a nut allergy. It will be weeks before you can see a pediatric allergist in person. Find an expert on Sage that could answer your questions about nut allergies.

Overall, this task was:

Very Difficult

Very Easy

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3. Now that you've found an expert pediatric allergist, book an appointment to connect with them.

Overall, this task was:

Very Difficult

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4. You're a new mom with a 6 month old who is ready to start eating solid foods. You've done research online but are still not sure how to get started. Find a video on Sage that could help.

Overall, this task was:

Very Difficult

Very Easy

1

2

3

4

5

Wrap Up

And that's the end of the session! Now that you've interacted with Sage, could you tell me what you think about it?

Thanks again for participating and helping me understand how to improve Sage.