**Test Plan.**

**Purpose of the test.**

How people would engage with our app. Could ties be created/influenced by having a dedicated platform?

**Research Questions.**

1. Is the purpose of the app understandable? Are icons identifiable?
2. Is the product easily navigable?
3. Is assistance needed to operate the app at a basic level? Does it need a tutorial?
4. Any apparent flaws from first glance? Any apparent flaws after multiple uses?
5. Would the user return? To use the app again.

**Participant Characteristics.**

* User demographics.
  + Between 20-30 years of age. Unisex.
  + Engaging with Meme culture.
* Level of experience.
  + Tech savviness.

**Task List.**

**Screen 1. Login.**

What can you do with this screen?

Does it look like a hassle to login?

**Screen 2. Home.**

Where do you want to go? Where do your eyes go to first?

What do you think is clickable? Can you tell what’s not?

Do you think anything is missing that should be there?

**Meme Editor screen.**

Are the tools easy to identify?

Does it look easy to upload?

**Sharing meme screen?**

Do you feel like it’s easy to share?

Is there a platform you wished we shared to?

Do they think memes can be saved directly to their phones?

**Searching meme screen?**

Is there enough topics to search for? (date, type, others?)

Would users want more search results bundles up into smaller images, or would they prefer larger but less?

**Methodology**.

Group 2 will go with the methodologies of *Talking out loud* & *Cognitive Walkthrough*.

**Observations.**

**Screen1.Login.**

Would the user make an account?

Is the register button ideal?

**Screen2.Main Menu.**

Does the user know that the hamburger button opens an overlay menu?

Can the user tell that the immediate images are clickable?

Is the user aware of an account button?

**Over Lay Menu.**

Did they choose one of the three choices that open up?

**Advance Search Screen & Results Screen.**

Does the user apply conditions to narrow the search?

When all the results show up, can they tell the down arrow shows more?

**Editor Screen.**

Is the ‘upload image’ useable?

Does the user know that the ‘T’ icon is for text?

Can the user distinguish the simple image editing tools presented?

Is the user aware that they can share an edited image using the social media icons?

**Sharing Meme Screen.**

Based on the icons, can the user tell what the comments button is?

Save Button?

Can they tell that sharing is available through simply login in to their social media account?

**Final Observations.**

Was the user able to navigate through the series of menus without being confused or lost?

Did the user feel like the app accomplished what they wanted?