

Evaluation Plan

HCI Assignment 4

- Project: *Car Price Finder*
 - Viewpoint: *People should be able to find quickly and accurately the price for a second hand car, whether at home or on the go.*
 - Goal: *Car Price Finder provides easy access second hand car valuations whenever and wherever you need them.*
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Test Objectives

The test aims to get a better idea of how does the prototype work accross three dimensions, namely Site usability, how easy is it to use the site; site feasibility, do the users find the design useful and do they see themselves using the site regularly; and finally mobile vs desktop comparison, to see what they prefer and to identify anything that could be left out or put in on each side.

Site usability:

- Is it easy to use for non-experienced users?
- Are the controls on the right place, where people expect them to be?
- Is the information provided easy to understand? Do people have to search for the information or does it just pop out?

Site feasibility:

- Can users think about other tools they'd use instead of Car Price Finder?
- Were users expecting more information? i.e. is there anything to be added?
- Were users expecting less information? i.e. is there anything to be left out?

Mobile vs Desktop site:

- Are there things on the destkop version that users miss on the mobile version?
- Could we strip out non-essential things from the Desktop site and still retain the same core functionality?

Test Methodology

Test Particulars:

- Dates: Tuesday 6th - Wednesday 7th 2012
- Number of Users: 5-10
- Location: Where convenient (office, home).
- Approx duration of test: 20-30 mins
- Total testing time: ~5 hours

Test Script:

Briefing

Inform and explain to users what steps the test will consist of, what data will be collected and how it will be used

Initial Interview (5 mins)

Ask the users a bit about themselves, collect some demographic data and interests, occupation, technology devices they own, etc.

Free Task Tests (15 mins)

Let the users explore the site and uncover any potential usability issue

Desktop test (5 mins)

1. Provide user with URL to the site
2. Ask the user to find the price of a car
3. Ask the user to find a classified ad for that car
4. Let the user engage with other content

5. Ask user to fill survey (4 questions)

Mobile test (5 mins)

1. Provide user with an iPhone
2. Show them how to find the site
3. Ask the user to find the price for a car
4. Ask the user to find a Classified ad for that car
5. Ask user to fill survey (4 questions)

Recall test (5 mins)

Measure the effectiveness of the site by testing how much users remember the price valuations that they received 1. Show user picture of one of the cars they searched for on the Mobile/Desktop test 2. Ask them the price of the car 3. Record how much they remembered the price.

Final Interview

Ask the user what they thought, opportunity for them to raise any questions/doubts they might have had, or anything that the survey didn't cover.

Debriefing

Explain to the user what happens next, and give them a piece of candy / free beer for the effort