

# Usability Test Plan

**Project Name:** USN Start

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Aspect	Description
Test objectives	<p>To evaluate the overall usability of the coworking space management app/website.</p> <p>To identify usability issues and gather user feedback for improvements.</p> <ul style="list-style-type: none"><li>• Validate complete website functionality.</li><li>• Confirm responsiveness across devices.</li><li>• Assess booking and payment process integrity.</li><li>• Verify security and data protection measures.</li></ul>
Scope	<p>This usability test will focus on assessing the user interface, navigation, and overall user experience of the coworking space management website.</p>
Participants	<p>We will aim to choose participants that cover different business models, small or large, and from different geographic locations. We also wish to recruit IT specialists who can give technical feedback to the website.</p> <p>Students who express interest in becoming members as well as companies who already have seats at USNStart will also be requested to take this test. We already have Revisorteam, YourCompanion, GreenEnergy and VismaAI located here, and aim to recruit one of these.</p> <p>In summary: For this test we will recruit 5 participants from these profiles.</p> <ul style="list-style-type: none"><li>• One student who aim to do entrepreneurship</li><li>• One small business owner in Oslo</li><li>• VismaAI</li><li>• Revisorteam</li><li>• One software engineer, freelancer</li></ul>

	<p>We believe that the diversity of these participants could offer different perspectives, from technical details to location or space for small or bigger teams.</p>
Test procedure	<p>This section outlines how the test will be conducted. We've chosen specific tasks that mirror real-world use cases, like booking a space or contacting support, and we will be using the think-aloud protocol to gather qualitative insights.</p> <p>Each of the five participants will be introduced to the website and its functionalities. The participants will be going through these questions:</p> <ul style="list-style-type: none"> <li>• a. Booking a coworking space for a specific date and time.</li> <li>• b. Finding information about available amenities.</li> <li>• c. Viewing and editing their profile.</li> <li>• d. Providing feedback on a recent coworking space visit.</li> <li>• e. Contacting customer support for assistance.</li> <li>• Participants will use the "think-aloud" method, sharing their thoughts and impressions as they navigate the website.</li> <li>• Observers will take notes and record participant actions</li> </ul>
Tasks	<ul style="list-style-type: none"> <li>• Task 1: Log in to the website using your credentials and update your profile information.</li> <li>• Task 2: Find and book a coworking space for a full-day reservation on a specific date.</li> <li>• Task 3: Locate information about available meeting room sizes and amenities.</li> <li>• Task 4: Provide feedback on your most recent coworking space visit.</li> <li>• Task 5: Contact customer support and inquire about membership options.</li> </ul>
Post-test questions	<ul style="list-style-type: none"> <li>• How would you rate your overall experience with the website on a scale of 1 to 5, with 5 being the best?</li> <li>• Were you able to complete the assigned tasks easily? If not, what challenges did you encounter?</li> </ul>

	<ul style="list-style-type: none"> <li>• What aspects of the website user interface did you find most intuitive and user-friendly?</li> <li>• Were there any specific features or functionalities that you found confusing or difficult to use?</li> <li>• Do you have any suggestions for improving the website usability or user experience?</li> <li>• Did you encounter any technical issues or bugs during your interaction with the website?</li> </ul>
Test Environment	<ul style="list-style-type: none"> <li>• Devices: iOS and Android smartphones and tablets, plus website test from PC.</li> <li>• Operating Systems: Latest two versions for both iOS and Android, latest for Microsoft.</li> <li>• Test Location: Usability testing lab with controlled environment</li> <li>• Moderator: Maria Sofie Ulvheim</li> <li>• Observers: Name Lastname, Name Lastname, Name Lastname</li> <li>• App/Website Version: Firefox 124.0.1, Chrome 123.0.6312.86, Safari 17.4.</li> <li>• Recording and Analysis Tools: Screen recording software, usability testing software</li> </ul>

## Usability Test Report

Test objectives	Website/app for the test: <a href="https://arcanix.no/USN/#about">https://arcanix.no/USN/#about</a>
Participants	<p>User 1 – Student</p> <p>User 2 – Small business owner from Oslo</p> <p>User 3 – VismaAI</p> <p>User 4 – Revisorteam</p> <p>User 5 – Software engineer, freelancer</p>
Test result	<p>For each task, we'll list the findings. This includes any usability issues encountered, how participants interacted with the app/website, and any deviations from expected behavior.</p> <p>We will use the “think aloud” method to each test participant:</p>

**Task 1: Log in to the website using your credentials and update your profile information.**

User 1 – Student

- *“Hard to find login to access my membership plans/my account. Not intuitive enough. I found it a bit confusing to navigate back after exploring other parts of the website. A more direct link or clearer navigation would help.”*

User 2 – Small business owner from Oslo

- *“I am not so tech savvy and found it difficult to find the login-link on the website. As a small business owner, I want to add details about my business to my profile, but the options seem limited now. Including a section for business owners to describe their company and needs for coworking spaces would be beneficial.”*

User 3 – VismaAI

- *“There could be a separate login for business versus private membership/user. However, updating the company profile required more detailed fields than provided, especially for listing specific technology needs and preferred collaboration tools. It would be helpful to have a feature to add multiple team members under the same company profile. The profile update process could be more tailored to corporate tech users in the future. Login were not seen.”*

User 4 – Revisorteam

- *“Login was hard to find. Updating my profile, I looked for options to highlight confidentiality and security practices, as these are critical for our clients. The platform could improve by offering sections where professionals can list their credentials and areas of expertise.”*

User 5 – Software engineer, freelancer

- *“The login process was not quick and did require unnecessary looking around. Nice scalability for PC and Mac. If there will be options for updating “my profile”, it could be nice to find ways to indicate my technical skills and the types of projects I'm interested in. The platform could be improved by allowing users to tag their skills and interests to facilitate better networking opportunities within the coworking space.”*

**Task 2: Find and book a coworking space for a full-day reservation on a specific date.**

User 1 – Student

- *“The booking process was relatively simple for Chrome, Firefox and Safari on pc. Some issues on the phone using Apple IOS and Android on scaling*

*the booking system. As a student, affordability and a quiet space for focus are crucial for me. I found it easy to filter options based on price and location. It's nice that there is a student-plan in membership choices."*

User 2 – Small business owner

- *"Booking a space for my team was straightforward. I was specifically looking for a space that could accommodate a small group and had specific amenities like a whiteboard and video conferencing equipment. I could also book desks in different rooms for myself if I come here alone."*

User 3 – VismaAI

- *"Our requirement was for a tech-friendly space that supports IT infrastructure needs, including high-speed internet and multiple power outlets. The booking interface was user-friendly, but the descriptions of available technological amenities were vague. We had to contact the providers directly for detailed information. Including more technical specifications in the listings would improve efficiency."*

User 4 – Revisorteam

- *"Security and privacy are paramount for us when booking a coworking space. USNStart felt like a trustworthy company that offered competing prices for membership with nice deals that our coworkers can use. The booking system was easy to understand with pictures, colors and design when booking a full-day reservation."*

User 5 – Software engineer, freelancer

- *"I was looking for a space with a comfortable setup for long hours of coding and the availability of community areas for breaks. The booking system are still under construction and so I could not book what I needed."*

**Task 3: Locate information about available meeting room sizes and amenities.**

User 1 – Student

*"Scrolling down one to two rows and you'll find it. Although not room size per se, just the different types of rooms."*

User 2 – Small business owner

*"You can either click the link on the top right corner, or simply scroll down. The details of available meeting rooms are not yet implemented."*

User 3 – VismaAI

*"The location of the information of available meeting room sizes are not found, but you can see the available seats/desks?"*

User 4 – Revisorteam

	<p><i>"Could not find information of available meeting rooms sizes."</i></p> <p>User 5 – Software engineer, freelancer</p> <p><i>"The booking system only shows what seats are available – makes me think of booking systems for trains or planes. No room sizes available."</i></p> <p><b>Task 4: Provide feedback on your most recent coworking space visit.</b></p> <p>User 1 – Student</p> <p><i>"The design makes it instantly appealing to me, it seems modern and forward-thinking. I like the simpleness of the buttons, links and visuals over the booking system. Also, great that prices are available before you purchase."</i></p> <p>User 2 – Small business owner</p> <p><i>"For me who doesn't live in Bø, it was nice to find the map over the location and contact information to the company. The website gave a very positive impression of a place I'd like to visit."</i></p> <p>User 3 – VismaAI</p> <p><i>"Membership deals and plans were easily available, and so were the booking system update / calendar."</i></p> <p>User 4 – Revisorteam</p> <p><i>"The USNStart website seemed modern, easy to navigate and prices were easily available. We would love for the login-button to work and personal account for businesses to be implemented."</i></p> <p>User 5 – Software engineer, freelancer</p> <p><i>"Modern design that instantly gives you the idea of what this is. Membership plans are easily available, and the page glides smoothly from one framework to the next as you scroll down."</i></p> <p><b>Task 5: Contact customer support and inquire about membership options.</b></p> <p>User 1 – Student</p> <ul style="list-style-type: none"> <li><i>"Information about contacting them is at the bottom of the page, which is standard and easy to understand. It is not written anything about whether that is customer service or not however, so you just must call and see. The employee on the phone said the same as was written on the website, so it's not really needed to call to find information about membership."</i></li> </ul> <p>User 2 – Small business owner</p> <ul style="list-style-type: none"> <li><i>"I phoned the number and wrote in the message box on their website, and they answered me quickly. Nice service and they helped explain to me how the membership works, what deals are included and about the location – which is important for me who doesn't live there and doesn't know the place. Membership information was the same as on the website."</i></li> </ul>
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	<p>User 3 – VismaAI</p> <ul style="list-style-type: none"> <li><i>“We contacted USNStart through their phone as nothing else was specified. Got the information we needed. Could have been clearer on their website whether the phone number was for customer service or not.”</i></li> </ul> <p>User 4 – Revisorteam</p> <ul style="list-style-type: none"> <li><i>“We wrote in the message box as that seemed the most customer service-like and intuitive option. The information about membership is very clearly informed when scrolling down on their website and you can easily see what suits your company. For us it was easy to get in touch with USNStart, and the employee were service-minded and quick in response.”</i></li> </ul> <p>User 5 – Software engineer, freelancer</p> <ul style="list-style-type: none"> <li><i>“I scrolled to the bottom of the website and phoned the number written there. It was not specified any customer service point at the website, so I assumed that the mail/message box or phone number were the place to go to then.”</i></li> </ul>
Key findings	<p><b>Positive Observations:</b></p> <p>Highlight what worked well and which app/website features users found intuitive or particularly useful.</p> <ul style="list-style-type: none"> <li>• Contact us form and location was easy to find, but not customer service</li> <li>• Membership prices/plans and available seats were instantly present which answers the questions to many users who plan to book</li> <li>• Good choice of fonts and background colors that contrast well, delicate photos</li> </ul> <p><b>Areas for Improvement:</b></p> <p>Detail the usability issues that were identified, any recurring themes in user feedback, and aspects of the app that were not intuitive.</p> <ul style="list-style-type: none"> <li>• Make a login-link more visible on the front page</li> <li>• Navigate the links in the upper right corner from one page to another. And “Contact Us” button.</li> <li>• Customer services were hard to find – should you call their only phone number written at the bottom of the page?</li> </ul>
Additional insight	<p><b>Post-test questions:</b></p>

	<ul style="list-style-type: none"><li>• <b>How would you rate your overall experience with the website on a scale of 1 to 5, with 5 being the best?</b></li></ul> <p>User 1 – Student</p> <p>4</p> <p>User 2 – Small business owner</p> <p>5</p> <p>User 3 – VismaAI</p> <p>4</p> <p>User 4 – Revisorteam</p> <p>4</p> <p>User 5 – Software engineer, freelancer</p> <p>3</p> <ul style="list-style-type: none"><li>• <b>Were you able to complete the assigned tasks easily? If not, what challenges did you encounter?</b></li></ul> <p>User 1 – Student</p> <p><i>“Mostly, but some issues made me stop trying – like booking on phone.”</i></p> <p>User 2 – Small business owner</p> <p><i>“Yes, all tasks were easily completed. However, it was difficult to find login link both from phone and PC.”</i></p> <p>User 3 – VismaAI</p> <p><i>“Most tasks were easy to complete. We do however miss some more information which is not on the website yet, the most important would be to easily find login and customer service.”</i></p> <p>User 4 – Revisorteam</p> <p><i>“Yes, we could easily complete the tasks given to us. There were minor issues at this stage of the prototype website/app, but it will be easily fixed. Such as login.”</i></p> <p>User 5 – Software engineer, freelancer</p> <p><i>“Tasks were easy to complete. The website needs more intuitive navigation on login, customer service and information about the company – the pages did not link as expected. Except that, scale and responsiveness of the website and its build-up is user friendly.”</i></p> <ul style="list-style-type: none"><li>• <b>What aspects of the website user interface did you find most intuitive and user-friendly?</b></li></ul> <p>User 1 – Student</p>
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*"That you can see membership plans immediately when scrolling down on the website. That answers one of the first questions a customer has, especially a student who is thinking about prices."*

User 2 – Small business owner

*"The contact us button on the first frame is very intuitive and user-friendly, as you would naturally look for the location and contact information if you don't know the place."*

User 3 – VismaAI

*"Booking visuals on what seats are available and not. Could easily be more of such frames on the website, where you can also see what rooms are available and to what hour."*

User 4 – Revisorteam

*"The membership plans and booking system on the front page."*

User 5 – Software engineer, freelancer

*"Membership plan framework"*

- **Were there any specific features or functionalities that you found confusing or difficult to use?**

User 1 – Student

*"None."*

User 2 – Small business owner

*"They were all pretty clear to me."*

User 3 – VismaAI

*"How to order membership plan on the website. If that is not done yet, then we suppose we order by calling?"*

User 4 – Revisorteam

*"How to figure out where customer service is located."*

User 5 – Software engineer, freelancer

*"All functions were clear and easy to understand"*

- **Do you have any suggestions for improving the website usability or user experience?**

User 1 – Student

*"Fix the links on the top right corner to all of them, add a user account and login which is easy to locate for the members. Maybe also what rooms are available and not just desks as it seems now."*

User 2 – Small business owner

	<p><i>"Customer service must be pointed out. How to book and the links should also work. The website should load on smartphone."</i></p> <p>User 3 – VismaAI</p> <p><i>"The usability is very good, but the contact link must work to give a better user experience. Otherwise, the user will keep scrolling or looking for contact information for too long."</i></p> <p>User 4 – Revisorteam</p> <p><i>"Maybe add a dark mode for the website? The smartphone version should work properly. Otherwise, the user-friendliness is rather good for this website. Very simple and neat design."</i></p> <p>User 5 – Software engineer, freelancer</p> <p><i>"The overall framework of the website is good, user-friendly with its design. It needs some detailed work which is described previously in my answers. The mobile phone version for Android and iPhone may be the most important to get going."</i></p> <ul style="list-style-type: none"> <li>• <b>Did you encounter any technical issues or bugs during your interaction with the website?</b></li> </ul> <p>User 1 – Student</p> <p><i>"Error when trying to load the website on iPhone and Android phone."</i></p> <p>User 2 – Small business owner</p> <p><i>"Could not load on the phone (the website). Also, the link "about" did not work."</i></p> <p>User 3 – VismaAI</p> <p><i>"Website did not load on the smartphone."</i></p> <p>User 4 – Revisorteam</p> <p><i>"No bugs when using PC, but the website does not work on the phone browser."</i></p> <p>User 5 – Software engineer, freelancer</p> <p><i>"Smartphones does not load the website correctly or at all."</i></p>