

StartupCentral Landing page Usability Test Plan

Test Objectives

- To test the flow of design and ease of navigation
- To see if the overall look of the site accurately reflects the brand's values
- To validate whether the design solves the user's needs and pain points that were captured during the research phase
- To observe any areas of hesitation, confusion or difficulty for the user

Test Subject

High fidelity desktop prototypes for StartupCentral website such as

- Homepage
- Coaches Page
- Partners Page
- Price Page
- Registration Page
- Offers Page

Test Methodology

The usability test will be conducted through remote video call. The participants are going to be asked to complete the tasks by sharing their computer screens.

Participants

The previously disclosed 5 participants, from ages of 18-50 years old. These people are the perfect candidates as they belong in the target audience.

Recruiting Plan

The participants will be recruited through both personal and professional networks to ensure unbiased feedback over the product.

Script Procedure

Brief Overview

Thank you for taking the time out of your day to participate in this usability testing. Before we begin, I would like to give you a brief overview of the prototype that you will be asked to try

out. StartupCentral is an entrepreneurial platform that is currently going through a re-design and wants to see whether the new website is easy to navigate around. You will be asked to complete some tasks related to going through the site, understanding the offers, then subscribing to their service.

Recording & Data Privacy

The reason for today's session is to test the prototype to see whether the design is user friendly and easy to use. We will need to record this session to get back to it in case we miss any points. All recordings will be deleted once we are done with the analysis. In case we use quotes from today's session, they will be anonymized as well. Is that okay with you?

Tasks

Warm-up Questions

Please take some time to browse the homepage. Based on what you have seen :

- What are some adjectives that you could use to describe the site?
- Is there anything that you would like to add/remove/change about the homepage?

Scenario #1

You just started your new pet-shop business. You heard about StartupCentral from a friend and decided to check out how it can help you with your business. The site offers help and a partner with accounting services. From the homepage, show me how you would find a partner that helps with accounting.

Assumption 1

- The user scrolls down on the homepage until the partners section -> Clicks on the see more partners button -> The user uses the filter section and picks accounting in the dropdown menu.
- The user then clicks on the available accounting partners.

Assumption 2

- The user uses the navigation bar on the website -> Hovers Products -> Clicks on Partners -> The user uses the filter section and picks accounting in the dropdown menu.
- The user then clicks on the available accounting partners.

Questions

- What was the level of difficulty for this task (based on a scale of 0-5)?
- How do you feel about the overall look of the partners page?
- Is there anything that you feel is out of place or confusing to you?
- Do you think that the information provided on the partners cards is sufficient or would you like to see some additional information under this? If yes, what would that be?

- Do you think that the information provided on the Partners' page is sufficient or would you like to see some additional information on the page? If yes, what would that be?

Scenario #2

You are browsing the site and you are reading information about one of the success stories given on the website. You are interested in subscribing for the services given by the site but you don't exactly remember the price of the subscription. Show me how you would go about doing that from the success stories page.

Assumption 1

- The user checks out the navigation bar for the Prices button
- The user reads through the different membership prices given by the website
- The user clicks on the register CTA button that takes him to the register page

Questions

- What was the level of difficulty for this task (based on a scale of 0-5)?
- What do you think about the overall layout of the page with the prices?
- Is there anything that you feel is out of place or confusing to you?
- Do you think that the information provided about the pricings is sufficient or would you like to see additional information for this? If yes, what would that be?

Closing Questions

- How was your overall experience with the new StartupCentral website?
- What are some ways in which the website can be improved?
- Would you recommend this website to others?
- Do you have any other suggestions or additional feedback to share?

Test Goals

- To examine whether the participants are able to complete the tasks efficiently without any difficulty
- To get some feedback on the website to improve user experience and ensure that the website accurately reflects the brand's values

Test Completion Rate

The aim is to have each of the participants complete 100% of the tasks. However, this will be measured accurately after user testing.

Error-free Rate

The aim is to have each of the participants complete the tasks with fewer than 2-3 errors. Similarly, this will be measured accurately after user testing.