

Usability Test Plan

The Refuge for DMST

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Document Overview

This document describes a test plan for conducting a usability test of the current Refuge for DMST website (therefugeaustin.org), as well as a minor comparative analysis between the current website and a mockup of a future version of the website that is under development. The goals of the testing include being able to find certain webpages based on user objectives, the ability to complete tasks, and identifying design concerns in order to ultimately fulfill the organization's goal of increasing donations, traffic, and awareness.

The objectives of the usability test are as follows:

- Learn general impressions of current and future versions of the website.
- Identify any usability issues with the interface. Issues are determined by errors, which include, but are not limited to, navigation errors, form entry errors, and selection errors.
- Determine user performance, and the efficiency and the effectiveness with which users can explore the website and find what they may be looking for.
- Measure level of satisfaction with tasks and website overall.

The Refuge website is largely designed toward attracting potential donors and partners. Ideally, the user group that will participate in the study would be those who are inclined to contribute to charities, but in reality this may not be the case. The usability test will be performed during November 2016, at various locations, and with a sample size of five to seven participants.

Executive Summary

The usability test consists of two components: User evaluation of the two versions of the website and a series of five tasks based on scenarios. The evaluation is mainly a visual one, as the mockup of the future version of the website is not yet functional. It will attempt to find out which version the users like better at quick glance, and which they think is more trustworthy. Although functionality, navigability, and findability are not being tested for comparative analysis here, a visually appealing website may lead to longer average time on site, higher pageviews, and lower bounce rate.

The task scenarios are designed to capture the range of users who may use the website, including donors, those who want to lend other types of aid or want to learn more or want to be kept up to date, and individuals who may be seeking help (either for themselves or on behalf of someone else). In carrying out the tasks, the participants will have to navigate the menu and submenu, find the elements that they are supposed to find, and fill out the forms properly. Action and behavior that deviates from their goals will be considered an error. Identifying what is effective and what is not effective will allow the Refuge to know what they should (or should not) implement in the updated version of the website.

Methodology

Participants

Testing will be performed by 5-7 participants. A screener was written for the purpose of selecting for a rather diverse range of people, with particular focus on those who are already inclined to donate to and volunteer for charities. The participants will however likely be students at the School of Information between the ages of 20 and 30 and may already have moderate to high computer expertise.

Procedure

Each session is expected to take between 30 and 60 minutes. A laptop or desktop computer will be provided, through which the participants can access the Refuge website. The participants' interaction with the website will be monitored by the facilitator, who will be keeping track of their performance and taking notes throughout the testing process. Testing will not likely occur in a controlled environment.

The participants will be briefed on the website and will be told they are not the ones being tested; only the website itself. They will be asked to sign an informed consent acknowledging that participation is voluntary and can be ceased at any time.

To begin, the participants will be given a pre-test questionnaire to determine their demographics, their technical expertise, and their past history in any involvements with charitable organizations. Afterwards, they will be asked to examine screenshots of certain pages of both the current and future versions of the website. Without being told which is which, they will complete a questionnaire that aims to gauge their thoughts and opinions on the two versions of the website.

Next, the participants will complete a series of tasks based on different scenarios the facilitator will ask that they imagine themselves to be in, and after each task they will be given a short post-task questionnaire for them to fill out. After the participants complete all the tasks and the post-task questionnaires, they will fill out a post-test satisfaction questionnaire based on the SUS.

Roles

A single individual will serve as both the facilitator and the note-taker. As a facilitator he will provide an overview of the study to the participants, implement the tasks and questionnaires to be completed, lend any assistance if necessary, and respond to any of their questions. As a note-taker, he will be logging all the data and writing down any pertinent verbal comments the participants give throughout the testing.

Usability Tasks

The scenarios have been designed to fit user goals and objectives. The tasks the participants will be performing are meant to examine findability, efficiency, and error-proneness of the website. The first task tests how well an individual can complete a donor transaction; the second task tests how well an organization can complete a donor transaction; the third task tests how well a person can find a social media link on the website; the fourth task tests how well an event host can find the means to get a spokesperson to "spread the word"; and the fifth task tests how well someone can find the necessary resources needed to contact for help.

The scenarios are as follows:

Scenario	Task
You have learned about the Refuge on the news and want to make an individual donation to the organization through the website.	Find the appropriate donation page and fill out the form.
You are a part of an organization and want to make a corporate donation to the Refuge through the website.	Find the appropriate donation page and fill out the form.
You have stumbled on the Refuge website and want to follow them on Facebook.	Find the Facebook link and click on it.
You plan on hosting a home gathering event and want to invite one of the Refuge spokesperson to come for a speaking engagement to raise awareness.	Find the appropriate page and fill out the form.
You personally know someone who may be a victim of domestic minor sex trafficking and want to find the right resources. You've heard about the Refuge before and so decide to visit their website.	Find the number for National Human Trafficking Resource Center.

Each task is expected to take no more than 5 minutes.

Usability Metrics

(From test plan template on [usability.gov](https://www.usability.gov))

Usability metrics refers to user performance measured against specific performance goals necessary to satisfy usability requirements. Scenario completion success rates, error rates, and subjective evaluations will be used. Time-to-completion of scenarios will also be collected.

Scenario Completion

Each scenario will require, or request, that the participant obtains or inputs specific data that would be used in course of a typical task. The scenario is completed when the participant indicates the scenario's goal has been obtained (whether successfully or unsuccessfully) or the participant requests and receives sufficient guidance as to warrant scoring the scenario as a critical error.

Critical Errors

Critical errors are deviations at completion from the targets of the scenario. Obtaining or otherwise reporting of the wrong data value due to participant workflow is a critical error. Participants may or may not be aware that the task goal is incorrect or incomplete.

Independent completion of the scenario is a universal goal; help obtained from the other usability test roles is cause to score the scenario a critical error. Critical errors can also be assigned when the participant initiates (or attempts to initiate) an action that will result in the goal state becoming unobtainable. In general, critical errors are unresolved errors during the process of completing the task or errors that produce an incorrect outcome.

Non-critical Errors

Non-critical errors are errors that are recovered from by the participant or, if not detected, do not result in processing problems or unexpected results. Although non-critical errors can be undetected by the participant, when they are detected they are generally frustrating to the participant.

These errors may be procedural, in which the participant does not complete a scenario in the most optimal means (e.g., excessive steps and keystrokes). These errors may also be errors of confusion (ex., initially selecting the wrong function, using a user-interface control incorrectly such as attempting to edit an un-editable field).

Noncritical errors can always be recovered from during the process of completing the scenario. Exploratory behavior, such as opening the wrong menu while searching for a function will be coded as a non-critical error.

Subjective Evaluations

Subjective evaluations regarding ease of use and satisfaction will be collected via questionnaires, and during debriefing at the conclusion of the session. The questionnaires will utilize free-form responses and rating scales.

Scenario Completion Time (time on task)

The time to complete each scenario, not including subjective evaluation durations, will be recorded.

Usability Goals

(From test plan template on usability.gov)

The next section describes the usability goals for the Refuge website.

Completion Rate

Completion rate is the percentage of test participants who successfully complete the task without critical errors. A critical error is defined as an error that results in an incorrect or incomplete outcome. In other words, the completion rate represents the percentage of participants who, when they are finished with the specified task, have an "output" that is correct. Note: If a participant requires assistance in order to achieve a correct output then the task will be scored as a critical error and the overall completion rate for the task will be affected.

A completion rate of 80% is the goal for each task in this usability test.

Error-free Rate

Error-free rate is the percentage of test participants who complete the task without any errors (critical or non-critical errors). A non-critical error is an error that would not have an impact on the final output of the task but would result in the task being completed less efficiently.

An error-free rate of 80% is the goal for each task in this usability test.

Time on Task (TOT)

The time to complete a scenario is referred to as "time on task". It is measured from the time the person begins the scenario to the time he/she signals completion.

Subjective Measures

Subjective opinions about specific tasks, time to perform each task, features, and functionality will be surveyed. For the first portion of the test, the participants will rate the current and future versions of the website based on appearances. At the end of the test, they will rate their satisfaction with the overall system. These data are used to assess attitudes of the participants.

Reporting Results

The Usability Test Report will be provided at the conclusion of the usability test. It will consist of a report and/or a presentation of the results; evaluate the usability metrics against the pre-approved goals, subjective evaluations, and specific usability problems and recommendations for resolution. The recommendations will be categorically sized by development to aid in implementation strategy.

Moderator Script

Hi _____. Thank you for taking the time to participate in this study. My name is Taka, and I will be walking you through this session today.

We will be performing a usability test on a website for a nonprofit organization called the Refuge. We will go through a set of tasks for you to complete in order to get an idea of what is working and what is not working, as well as to gather any impressions you may have of the website.

As you work to complete these tasks, try to keep in mind that I need you to think out loud as much as you can. Vocalizing your thoughts and feelings, no matter how trivial, will help me understand what is going through your head at each step of the way. Please feel free to express any frustration or confusion you may experience throughout the testing process, as any positive or negative feedback you have will allow me to better identify effective elements, as well as issues, within the website.

Because I have had absolutely no hand in designing or building this particular website, do not worry about hurting my or anyone else's feelings. In testing the website, you can be as mean as you want or as nice as you want; all I ask is that your thoughts and feelings be genuine and honest.

As a reminder, you are not the one being tested; it is the website itself that is being tested. There is no right or wrong answer. Do not worry about any mistakes you make, as mistakes may only be a reflection of poor usability on the website's part.

The testing will begin by having you look at two versions of the same website, after which you will fill out a questionnaire that asks for your opinion on them.

Once that is done, we will then move on to the tasks themselves. Here, I am going to give you a set of five tasks that you will be completing one by one. Each task has a specific goal for you to keep in mind and will be considered complete once you accomplish the goal. If you are unable to complete a task, that is perfectly acceptable; we will simply move on to the next task. You will be asked to fill in a questionnaire during and after the test. I will be present throughout the entire session to watch your interaction with the interface, to log data, and to take notes from time to time.

Do you have any questions or concerns?

Before we begin, I am going to have you fill out a short pre-test questionnaire. . . .