Usability Testing Plan One-Pager

UVU Marketing Group - Student Landing Page & Student Page

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Background

We conducted a revamp of the UVU Students page, in order to amplify the student voice and to create an overall more pleasing and interactive experience for those visiting the site. Through interviews, surveys, and now testing, we are continually keeping the user/customer at the forefront of the design process. With these pages specifically, we want to ensure that the student understands their orientation in the student page hierarchy, and ultimately that they can navigate seamlessly through the site when given tasks to complete. Ultimately the findings will either validate our designs, or allow us to find the pain points and correct those aspects of the designs.

Test Objectives

Four users should be a sufficient sample size, as this testing is only to validate the navigation, while other testing could be done at later stages that might require a larger group. Our goals are to:

- Observe the user's body language and emotional reactions to the app to determine the value they see in it (this can be a further validation of our surveys)
- Can users successfully navigate their way through the pages and complete the tasks they have been given

Methodology

The testing will take place remotely over zoom as a moderated test. This will include a short introduction to the pages and testing, a task-completion exercise carried out on an Xd prototype, and a debriefing.

Participants

This study will include 4 participants who are currently students at UVU. We found this to be the best group to test, since they are the target users.

Schedule

TBD

Sessions

Each participant will undergo a 10-15 minute test session that will take place on an Xd prototype, over zoom, which will be recorded.

Equipment

- Laptop
- Zoom or other virtual chat software that allows screen share and screen recording
- Xd Prototype

Metrics

The results and notes will be recorded on a Google Spreadsheet and the success of the test will be based on the completion of the tasks, which will be rated using the Jakob Nielsen's rating scale:

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on the project

2 = Minor usability problem: fixing this should be given low priority

3 = Major usability problem: important to fix and should be given high priority

4 = Usability catastrophe: imperative to fix before the product can be released

Script

Hello, _____, my name is _____ and I will be walking you through a usability test today, for a new student page for the UVU website. Before we get started, I'd like to explain to you what we're going to be doing today so you know exactly what to expect. I'll also give you some context regarding what it is we're testing and why.

During this test, I will walk you through a variety of tasks within the prototype. The goal is to understand what does or doesn't work well within the page, and how we can improve it based off of that feedback. Please remember that it is the page that is being tested, not you! There are no right or wrong answers- we simply want to hear your honest thoughts and opinions. You won't hurt my feelings, so please feel free to say what your thoughts are at any time. You're feedback is essential to making the changes necessary to the pages.

Please be aware that the pages you will be looking at today are still in development, and therefore, not complete from a design or functionality perspective. All of the tasks you will be asked to perform can be successfully done with the current screens provided. As you navigate through your tasks, try to 'think out loud' so that I can observe and understand your interactions better.

With your consent, I would like to record this session so I can analyze which areas require improvements. Recordings will only be used for this specific project, and not be used for any other purposes.

Please don't hesitate to ask any questions throughout the test. If you have no further questions or concerns at this point, we will go ahead and get started!

begin recording

Demographic Questions

1. What is your age range?

   - 18-25

   - 26-35

   - 36-45

   - 46+

2. Are you a full-time or part-time student?

3. Do you have a job?

4. How often do you visit the UVU website?

5. Have you ever visited the uvu.edu/students page? (show an image)

Open the prototype and allow them to freely explore the page and listen to their observations.

Questions

1. What is your impression of this screen? Did you like that layout and design of it?

2. What is your impression of the function of this kind of page? Why do you think it exists?

3. What would you change about the interface from what you know and have seen of the UVU website pages?

Thank you. Now, we'd like to ask you to try out some activities using the prototype.

Tasks

1. From the student page that you are currently on, describe to us what you think this page is for?

2. There is a bar at the bottom of the screen, what do you think these do?

REGISTRATION &   CAMPUS LIFE   CAMPUS SERVICES   TECH SUPPORT
ACADEMICS

3. Where would you go to find resources on campus life? Specifically, learning more about which clubs and organizations exist at UVU.

4. You are looking to find internship opportunities for this coming summer, where do you find that?

5. You are new in the design program at UVU and find out you are able to get Adobe Softwares for free. Where can you download Adobe Creative Cloud?

Wrap-Up

Thank you for your time and participation in the usability test. Your input and feedback is very valuable to designing a successful app. Before ending this session, do you have any further questions or comments regarding this test?