**Usability Report**

1. Introduction
2. **1** Aims and Objectives

This document contains a detailed plan for conducting the usability testing and analysis of the results that were acquired from it.

The purpose of this report is to highlight flaws and errors in the system before the end-user testing and surveying. This is done to avoid errors or flaws in the system to make it to the final product.

1. **2** Scope

There is one app – Novus (Photo-based social media platform)

The main goal of the application is to provide a safe platform for the people to share the pictures of objects/animals that they have clicked and get feedback from others on the platform and gain points as well.

The system will be a mobile phone application that is interacted with. The system will seamlessly work on both the main mobile platforms: iOS and Android.

The users will be having their own unique accounts that they will be creating in the application to be used for it. They will be able to manage their photos shared and use the system’s features to maximize their reach to their audience.

The system heavily depends on visualizing the content because it makes the content easier to understand and create an enjoyable user experience, so the user continues use the system over the long-term.

1. **3** Overview

Test Plan

A detailed overview of how platform will be tested: The methodologies used, the type of data we plan to obtain and from whom, what we hope to do with this data, and how it will make development possible for the project.

Test Protocol

This is the flow of tests that we would expect the usability test user to conduct to test the program from a real-world point of view. The success rate of the users will provide us with contextual evidence that will guide the improvements to the UX prior to implementation.

Usability Results

Study followed by the excerpts directly from the user feedbacks will be presented to summarize the general opinion of our testers about how usable the system is. Detailed demographics and stats will be provided where possible.

Conclusions

In conclusion of this report we will be key takeaways from the usability test and any of the changes that will be applied to the system as a result.

1. **Test Plan**
   1. Objectives

The primary focus of this test is assessing the ability of the user to use a mock-up prototype, with a focus on the user’s ability to perform given tasks with respect to the core functionality of a subject group with varying levels of computer literacy.

We hope to receive feedback that help in identifying areas of improvement and to gather potential changes that will be considered for implementation.

The aims of this study are:

* Gather data via various forms of user-based feedback.
* Find flaws or errors with the usability application
* Let an individual who forms a part of our target market test run the application
  1. Participants

The ideal subject group would be 10-12 individuals who are:

* Photography enthusiasts who are looking to share their work with a bigger audience.
* Hobbyists who like taking pictures and sharing it with the world.
* Wildlife Photographers who are willing to share their professional work with a bigger audience.
* Professional Photographers who are looking to share their work.

Varying levels of computer literacy between the subject group would be further ideal. The subjects will also be recruited from a variety of backgrounds and disciplines.

The subject group will be asked to perform a certain series of tasks as easily as possible on the platform, as well as to answer standardized questions over the process of the research. The subject group will be asked to complete a questionnaire after they finish their tasks, they need to provide honest feedback about the platform as a whole and the on the accessibility and the usability of the platform.

* 1. Test Scenarios

|  |  |  |
| --- | --- | --- |
| Question | Requirement | Description |
| 1. Landing page |  | General Usability and interface assessment |
| 1. Registration |  | Login page  Registration page  Email verification  Email check for single user registration  Additional profile information |
| 1. Profile builder |  | Additional profile information |
| 1. Dashboard |  | Data from multiple sources  Data from SQL Dump |
| 1. Timeline |  | Representation of a user pathway  Edit timeline  Display trending picture  Display contests  Display leaderboards  Display points |
| 1. My account |  | Account deletion  Edit profile information |
| 1. Admin dashboard |  | Usage analytics  Stats |

The test scenarios will be tagged with one of the 3 following values:

* *Successful –* The user was able to complete the given task.
* *Required assistance –* The user required assistance from the investigator to complete the given task.
* *Unsuccessful –* The user failed to complete the given task.

These classifications for each scenario will allows us to observe the performance of the users; if a particular scenario has a lot of “required assistance” or “unsuccessful” tags, it indicates that the design has issues and changes need to be implemented in order to help the users to be able to complete those tasks. It also allows to establish an overall idea of the platform’s usability.

The investigator should record the path the user takes in-order to complete a given task; if the users take a longer path instead of a simpler path always it could indicate poor or un-intuitive design.

The scenarios will be considered “complete” or “successful” if all the requirements of the task are met. The scenarios are considered “unsuccessful” when the user has received enough help from the investigator to deem the task “unsuccessful”.