**USABILITY TEST PLAN**

**Project Name**: Variety of Flavour (Prosjekt for Nettstedsdesign)

**Test Plan Title**: Website

**Document Version**: 1.0

**Date Created**: 15.03.2024

**Last** **Updated**: 25.03.2024

**Document** **Owner**: Mehmet Keklik , Volkan Şengüller

**Contact** **Information**: [egeizmirlim34@gmail.com](mailto:egeizmirlim34@gmail.com)

[wengller@hotmail.com](mailto:wengller@hotmail.com)

**Aspect Description**

|  |  |
| --- | --- |
| Test Objectives: | To evaluate the overall usability of the Variety of Flavour website.  To identify usability issues and gather user feedback for improvements. |
| Scope: | This usability test will focus on assessing the user interface, navigation, and overall user experience of the Variety of Flavour website, ensuring it aligns with the project's goals and objectives. |
| Participants: | We will recruit 3 participants representing the target audience of the Variety of Flavour website, including individuals from diverse cultural backgrounds and varying dietary preferences. |
| Test Procedure: | * Each participant will be introduced to the website and its key features. * Participants will be asked to perform specific tasks representative of typical user interactions with the website. * Tasks will include:  1. Searching for a recipe based on specific dietary preferences (halal, vegetarian, vegan). 2. Navigating through different cultural cuisine categories to explore menu options. 3. Customizing a meal order to meet individual preferences. 4. Providing feedback on the website's design, functionality, and ease of use.  * Participants will be encouraged to think aloud while completing tasks to provide insights into their decision-making process and user experience. * Observers will take notes and record participant interactions with the website. |
| Tasks: | Task 1: Search for a halal meal option using the website's search functionality.  Task 2: Navigate to the "Vegetarian/Vegan" category and select a recipe to view.  Task 3: Customize a meal order by selecting preferred ingredients and dietary options.  Task 4: Explore the "About Us" section to learn more about the brand's mission and values.  Task 5: Provide feedback on the overall user experience, including likes, dislikes, and  suggestions for improvement. |
| Post-test Questions: | 1. How would you rate your overall experience with the Variety of Flavour website on a scale of 1 to 5? 2. Were you able to find the information or recipes you were looking for easily? 3. What aspects of the website's design and functionality did you find most appealing? 4. Were there any challenges or difficulties you encountered while navigating the website? 5. Do you have any suggestions for improving the website's usability or user experience? 6. How likely are you to revisit the website or recommend it to others based on your experience today? |
| Test Environment: | Devices: Mobile devices (iOS and Android)  Operating Systems: Latest two versions for mobile devices  Test Location: Controlled environment conducive to usability testing  Moderator: Zuber Sharif Bale  Observers: Francine Kandjo, Ninthu Muthukumar  Website Version: Beta Version  Recording and Analysis Tools: Screen recording software, usability testing software |
|  |  |

**Usability Test Report**

|  |  |
| --- | --- |
| Test Objectives: | The primary objectives of the usability test were to evaluate the overall usability of the Variety of Flavour website and to identify any usability issues or areas for improvement. |
| Participants: | User 1 - Profile: Female, aged 30, vegetarian, frequent user of food delivery services.  User 2 – Profile: Female, aged 40, gluten-intolerant, experienced in using various restaurant websites.  User 3 – Profile: Male, aged 25, halal diet follower, new to online food ordering platforms. |
| Test Results: | **Task 1:** Search for a halal meal option using the website's search functionality.  User 1: Completed task smoothly, found the navigation intuitive.  User 2: Experienced a slight delay in loading the menu page but navigated smoothly afterward.  User 3: Found the task straightforward, but suggested clearer labeling for menu categories.  **Task 2**: Navigate to the "Vegetarian/Vegan" category and select a recipe to view.  User 1: Successfully navigated to the "Vegetarian/Vegan" category.  User 2: Found the "Vegetarian/Vegan" category easily.  User 3: Proposed adding a search bar within the category for quicker recipe selection.  **Task 3:** Navigate to the "Gluten-Intolerant" category and select a recipe to view.  User 1: Recommended clearer labeling and an intuitive filtering system for improved navigation.  User 2: Quickly found the "Gluten-Intolerant" category but expressed confusion over the absence of subcategories or filters.  User 3: Recommended providing comprehensive ingredient information upfront to assist users with dietary restrictions. |
| Key Findings: | **Positive Observations:**   * User Engagement: Overall, users engaged actively with the website, completing tasks smoothly and providing valuable feedback. * Intuitive Navigation: Users found the website's navigation relatively intuitive, with clear pathways to access different menu categories. * Task Completion: Most users successfully completed the assigned tasks, indicating that the website's functionality generally aligns with user expectations. * Diverse User Perspectives: The inclusion of participants with different dietary preferences (vegetarian, gluten-intolerant, halal) provided a comprehensive assessment of the website's usability across various user demographics.   **Areas for Improvement:**   * Load Time Optimization: Addressing the slight delay experienced by some users during page loading could enhance overall user experience, ensuring swift access to menu options. * Clear Labeling and Categorization: Users expressed a need for clearer labeling and categorization, particularly within specialized dietary categories like "Gluten-Intolerant." Implementing subcategories or filters could streamline the search process for users with specific dietary requirements. * Enhanced Ingredient Information: Providing comprehensive ingredient information upfront, especially for recipes catering to dietary restrictions, would assist users in making informed choices and alleviate concerns regarding allergens or dietary preferences. * Search Functionality Improvement: Incorporating a search bar within category pages, as suggested by one user, could facilitate quicker recipe selection, offering users more control over their browsing experience and enhancing usability. |
| Additional Insight: | * User Familiarization: Despite some initial challenges, users adapted quickly to the website's interface, indicating a moderate learning curve for new users. * Preference for Personalization: Users appreciated features that allowed for customization, such as search functionality and tailored dietary options, highlighting the importance of personalization in enhancing user experience. * Importance of Accessibility: Ensuring accessibility features, such as clear labeling and inclusive categorization, is essential for accommodating users with diverse needs and preferences, promoting inclusivity and usability for all users. |
|  |  |