**Step 2: Usability Test Plan**

**Scope:**

We will be testing the usability of the website "<https://www.iklimtarim.org/>". The test will cover various aspects of the website, including navigation, content accessibility, user interaction, and overall user experience.

**Purpose:**

The purpose of this test is to evaluate the extent to which the website can be used by our specified users to achieve specified goals with effectiveness, efficiency, and satisfaction in the context of accessing information related to climate-friendly agriculture and environmental sustainability. This aligns with the definition of usability in ISO 9241-11: "The extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use."

**Test Scenario:**

* **User Profile:** Users are individuals who are interested in nature and have ideas about climate change.
* **Users' Interests:** Reducing their carbon footprint, staying informed about environmental issues, adopting sustainable practices, engaging in outdoor activities such as walking, cycling, and spending time at the beach
* **User Goals:** Users aim to navigate the website to access information about climate-friendly agriculture, environmental sustainability, and actionable tips for reducing their environmental impact.

**Participants:**

We will test the website with 5 participants who match the user profile described above.

**Schedule & Location:**

The test will be conducted remotely via video conferencing, at a time convenient for each participant.

**The Test:**

The test will involve a remote moderated usability session (Real-Time Analysis - RTA) with each participant. The estimated length of each session is approximately 20 minutes to 30 minutes.

**Tasks:**

**Task 1: Homepage Navigation and Account Creation**

**Goal:** Assess initial impressions, ease of finding buttons and doing specific actions.

**Task:** Take a few minutes to explore the home page. Describe your first impressions and try to find the “Sign In” button and click it when you find it. After clicking, try to create an account.

**Questions:**

* + 1. What are your initial impressions of the homepage layout?
    2. How easy was it to find the button? Did you encounter any difficulties or confusion while trying to locate the button?
    3. How easy was the process of creating an account after clicking the “Giriş Yap” button? Were the instructions for creating an account clear and easy to follow?
    4. On a scale of 1 to 5 (1 being very difficult and 5 being very easy), how would you rate the ease of the account creation process?
    5. What suggestions do you have for improving the homepage navigation and account creation process?

**Task 2: Finding Information**

**Goal:** Evaluate the ease of finding detailed information.

**Task:** Navigate to the "Haberler" section and find an article named “Dünya, en sıcak aylarını yaşıyor ve maalesef bu sadece bir başlangıç…”. Take a look at the content of the article.

**Questions:**

* + 1. How easy was it to find the article? On a scale of 1 to 5 (1 being very difficult and 5 being very easy), how would you rate the ease of finding the article?
    2. Did you encounter any obstacles or confusing elements while searching for the article?
    3. Did the website layout and design aid in your ability to find the article?
    4. Was the information in the article presented clearly? Did the article provide the details you were expecting?
    5. What suggestions do you have for improving the navigation and presentation of articles in the "Haberler" section?

**Task 3: Accessing Resources**

**Goal:** Assess the ease of accessing and understanding provided resources.

**Task:** Locate the "Dokümanlar" section and find the guide on “İklim Değişikliğine Uyum İçin Tarımsal Uygulamalar”. Download or view the guide and read it a little bit.

**Questions:**

* 1. How easy was it to locate the "Dokümanlar" section? How easy was it to find the specific guide on “İklim Değişikliğine Uyum İçin Tarımsal Uygulamalar” within the "Dokümanlar" section?
  2. Did you encounter any obstacles or confusing elements while searching for and accessing the guide?
  3. On a scale of 1 to 5 (1 being very difficult and 5 being very easy), how would you rate the ease of locating and accessing the resource?
  4. Was the guide on “İklim Değişikliğine Uyum İçin Tarımsal Uygulamalar” presented clearly? Did the guide provide the information you were expecting?
  5. What suggestions do you have for improving the navigation and presentation of resources in the "Dokümanlar" section?

**Task 4: Contact Information**

**Goal:** Test the accessibility of support and contact options.

**Task:** Find the contact information for the website and draft a message requesting more information about the topic you want.

**Questions:**

* + 1. How easy was it to find the contact information on the website? Did you encounter any obstacles or confusing elements while searching for the contact information?
    2. Were the provided contact options (social media accounts or e-mail) sufficient for your needs?
    3. Did you feel confident that you could reach out and receive a response through the provided contact options?
    4. Is there any option or field to create a message in the “Bize Ulaşın" section, and if not, is this a disadvantage for you?
    5. What suggestions do you have for improving the contact options and support accessibility on the website?

**Metrics:**

**A. Metrics to be measured include:**

* Effectiveness: Accuracy and completeness of task completion.
* Efficiency: Time taken to complete each task.
* Satisfaction: User feedback on ease of use and overall experience.

**B. Questions to be asked:**

**Prior to the Session:** Background questionnaire to gather demographic information and user experience with similar websites.

**After Each Task Scenario:** Ease and satisfaction questions about the specific task.

**Overall:** Ease, satisfaction, and likelihood to use/recommend questions when the session is completed.

**Equipment:**

We will use video conferencing software for remote testing sessions and screen sharing to observe participants' interactions with the website. Recording will be done with the participants' consent for analysis purposes.