

1. Usability Test Plan

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PRODUCT UNDER TEST	TEST OBJECTIVES	PARTICIPANTS	TEST TASKS	RESPONSIBILITIES
A prototype of the website ‘Live in Shang hai’	1. Time users take for basic assignments (within 5 mins)	1. 4 students who have different attitudes towards live shows	1. Sign up/Log in the system	Author: give tasks and make records
	2. The errors they encounter	2. 1 employer who is music lover	2. Check the total map	Participants: explore the websites and give advice
	3. The satisfaction rate for each assignments		3. Find details of a specific show and Audition	
BUSINESS CASE	4. the improvement advice they offer	EQUIPMENT	4. Add an artist/ livehouse to ‘收藏’	LOCATION & DATES
1. Dig for ideas that can make profits	5. Expand functions they need but not reflect on the website	1.Laptop for Figma and Zoom	5. Plan the route to the live house	1.Offline/11.6
2. Make the website cater to different types of target audience		2. Smartphone for recording	6. Send a comment to an artist	2.Zoom/11.7
3.error test			7. Share the show to friends	
PROCEDURE :				
Figma preparation —> Users open and use —> author record —>collect feedbacks(Satisfaction rate & Advice)				

2.Usability Analysis

In this stage of the test, I invite five different persona to participate in in order to make improvements in functions and usability. Fan represents students who like listening to the music while have not been to a live show before while Rigen represents those who have been to live shows in their hometown but not in Shanghai. Ms. Yang is the representative of employers who love live shows while having difficulty with spare time limitation. As for Miss Wang, she only knows about the live show but has not been there. However, she used to work in Microsoft and has much more experience in websites than me and I mainly want her to provide some professional advice on layout and revenue models. Last but not least, Vivi is the persona of this website who often goes to the live houses including Shanghai alone or with friends. She is familiar with the competitors' websites that provide show information and ticket purchasing services and that is why I want her to give some practical suggestions about functions and usability.

Some initial adjustments have been made including the basic function of Home soft-key that I ignored it unconsciously at the very beginning. Since I only envisage the circumstance that users get to targets while too careless design their way back and plan their free time to explore the websites. However, the tested prototype fixes this fundamental error and the reflections are as follows.

To begin with, all of them complete the seven tasks and the time from the beginning to their accomplishment is less than 5 minutes which achieves the goal I set at first. However, there are some similar problems they come up with which give the direction to improvement. First, the price information is overlooked at the website while the mobile terminal has such

information. It is an important information that some beginners maybe influenced by the prices. Besides, the total live house map should be emphasized as an independent webpage that some users may just want to find a place nearby of a certain ambience to relax and listen to the music. The detailed location websites now have to be targeted through each show information page that these users may leave at first few steps and that is why making '现场地图'(live house map) at the top of each page is very important. Then, the '关于我们'(About us) section can be more noticeable on the main page so that users can easily know about the functions and information this website offers. Also, the search function is set at the top of each style page that users that need this function prefer to use it at the very beginning since they do not want to bother to choose the style before searching.

Despite of what was mentioned before, there is some improvement advice about details that are proposed. Firstly, the navigation bar at the top of the page should be more striking



Figure 1



Figure 2

especially the mobile version. Second, different colors and fonts should be applied to the show information page because some users who are not familiar with such websites or apps are not acute enough to find out that a more detailed page will be presented if they click. In this part, some logos such as '>' will also be considered to make people want to click on.

Third, the page of '主页'(Personal file) at the sign-up system is misunderstanding (See

Figure1) and the title should be changed to '个人主页' while the back button should also be emphasized.. At the same time, there is no classification or labelling on the top of the subpages of each detailed show page that users may forget which stylish part they are in.(See Figure 2) So a 'Style' tag should be added to make it clear. Also, when users enter the live house page or artist page from their private collection and enter the back button, the detailed show information will be presented rather than their personal file. Some of them are unsatisfied with it.

During the test, I also interviewed them for ideas that can make profits on this website and I conclude as follows. I think the ticket purchasing service should be added since many users would like to order a ticket directly after checking the information and the data of users going to the ticket selling website through my website can be collected by them, which proves the popularity of my website and more advertisements may come. Then, the members of my website may have a discount on the tickets especially when they want to watch a less popular show. Also, some new performers with fewer listeners can cooperate with my website so that I can put them at a high rank and give recommendations on the main page for advertising. At the same time, I can organize some positive comments on their personal page to attract more listeners.

To sum up, most of the participants are satisfied with the current functions and layout. However, despite of the revenue pattern that needs to be considered, there are some basic issues that need to be improved. I will upgrade the prototype before the next stage of the test.