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67-262

User Testing Plan

**Overview**

My goal for user testing is to test five of my user stories (see user stories) to pinpoint areas of confusion and improve the user experience. To do this successfully, I will section my user testing into three primary parts: (1) Sufficiently explaining the project and goals, (2) watching my participant walk through five user stories and take notes, and (3) asking my participant reflective/clarification questions (see additional questions section).

It is important to begin by explaining the project and goals so that the user is not overly stressed and feels comfortable with the given task. To do this, I will not only explain the plan for the testing, but also let the participant know that the test is low stakes and that I am there to ask questions if they are confused.

**User Stories**

1. As a visitor, I want to see what is available at the gift shop so that I plan my purchases.
2. As a visitor, I want to find links to Duquesne Incline’s social media so that I can find more images and information on events.
3. As a visitor, I want to find other tours so that I can explore Pittsburgh.
4. As a visitor, I want to learn about the history of Duquesne incline so that I can better appreciate its history and cultural impact before my visit.
5. As a visitor, I want to sign up for the mailing list so that I can receive information about upcoming events and promotions.

**Additional Questions**

1. Did you find that you could easily find what you were looking for?
2. Were there any elements or features that were hard to understand?
3. Did the visual design make your experience easier?
4. Did you find that the visual design was consistent?
5. Did you think that the website formatted the most important information at the top of the page (i.e. Was there clear visual hierarchy)?
6. Do you have any further comments?

**Notes From the Interview**

These notes are a little brief since I have the audio recording/transcript to refer to. I’ve condensed what I think are most important and relate to the changes I plan on making.

* Both users found the overall design to be simple, consistent, and intuitive.
* Both users found the footer to be helpful in finding the information they wanted.
* Both users were able to locate the most important information quickly (primarily on the home page, but also at the top of other pages).
* Both users seemed a little confused on my interactive element on my first page (the gallery). One user specified that it would be helpful if the two gift shop items were close to each other. I noticed from their actions that the headers were not clear (specifically for tours).
* One user assumed that the history I expected them to find was the brief history on my home page rather than the full history in the about us section.
* Both users did not pass the form requirements on first try (specifically with phone number).

**Reflection**

I think that I learned a lot from user testing and successfully located changes to improve usability. The first two changes will be on my home page: editing my gallery, and the Our Beginnings section. As mentioned in the notes above, my users were confused on my gallery section. I think the two sections – Explore Pittsburgh and Tour Pittsburgh – more clearly highlight the fact that these experiences are not offered by the Duquesne Incline. I think I will also clarify that clicking on these photos will take users to a different website. Additionally, as suggested by one of my participants, the two gift shop boxes should be framed next to one another. Separately, I will make add a “read more” button to the Our Beginnings section so that users can go directly to the About Us page if interested in learning more about the Duquesne Incline’s history. Finally, I will edit my form header so that users know that phone numbers should be separated by dashes. Hopefully, this will help users pass the form validations on their first try.

I think that these tests were also a good opportunity to locate what worked. My participants liked the simple design that I had and found the footer to be helpful. I think that if I had time, I would edit my banner pages. I user tested my friend’s website, and I liked how her header was small but stayed still as I scrolled down. Now, I think that my banner images take up too much of my website and I would like to fix that. One user mentioned that it might be helpful to add a button at the bottom of each page that would allow the user to be redirected to the top of the page. Personally, I don’t think any of my webpages are long enough for this to be necessary, but I can understand how it might be useful and would add it if I had more time to work on this project.