Usability Test Plan: Scoops

Test Goals

- To observe how user interacts with Scoops Prototype
- To see if users were able to complete each tasks
- To identify user's pain points while completing each tasks
- Identify what is already working well with Scoops website
- To receive feedback on what the website could be improved on

Test Subjects

Scoops Mid-Fidelity Prototype on InVision

Test Methodology

Moderated In-Person Think Aloud Usability Test: I will sit with the participant and take notes as they complete each tasks. The tests will be recorded with the participants' permission. I will ask them to think aloud their process and describe what they are doing and feeling.

Moderated Remote Think Aloud Usability Test: Sharing prototype link with users and screen share via Zoom/Skype

Participants

- Gender: Females and Males
- Age: Ages: 24 to 42 years' old
- Quantity: 5 to 10 participants

Recruiting Plan

- Recruit people that have been a customer at Scoops
- Reach out to friends, family, and/or coworkers that fit the criteria

Script Procedure

Hello, [Participant]! Thank you again for agreeing to participate in this test, your time is much appreciated. Today, I have a prototype for an ice cream website called Scoops for you to test. I will give you different scenarios and ask you to complete certain tasks as I observe and take notes. Please keep in mind that the website is not complete and there are limited functionality. As you are completing your task, I would like you to think out loud and tell me what you are doing and feeling. Please walk me through your process. This information will greatly help improve Scoops. Again, some features are not clickable. Please feel free express any concerns,

comments, and thoughts during the process. Thank you again for participating in this test. With your permission, our conversation will be recorded, is that okay with you?

Tasks, Errands

Scenario 1: Your friends invited you to Scoops, but you've never been there before, so you decided to read more about them.
- Task: Find out more about Scoops mission

Scenario 2: You are meeting your friends at Scoops, but first, you want to see how much each scoops are.
- Task: Find the price for one scoop of ice cream.

Scenario 3: You heard from a friend that Scoops Mint Oreo flavored ice cream is really good, so you want to find out more about it.
- Task: Find Scoops Mint Oreo flavored ice cream
- Task: Read more about the flavor

Scenario 4: You are thinking of meeting your friends at the Highland Park location late at night, so you need to find out about their hours.
- Task: Find out what time they open till on Saturday

Test completion Rate (The percentage of tasks the user was able to complete)

- I expect a 100% completion rate as the prototype was designed following design patterns

Error-free Rate (The percentage of tasks completed without any errors)

- I expect an 95% competition rate as the prototype is not completely functional and each participant may approach the tasks differently