Zinvest Website: Usability Test Plan

Test Goals

- Observe how participants interact with the new website
- See if participants are able to complete each tasks
- Discover participant's pain points while completing tasks
- Understand participant's behaviors while interacting with the website
- Observe how clear our message is to our participants
- Gain feedback from participants to improve the website

Test Subjects

Zinvest Website - High-fidelity prototype on Figma

Test Methodology

Moderated Remote Think Aloud Usability Test:
- Sharing prototype with users and screens via Zoom/Skype
- Conducting usability test with users in person

Participants
- Gender: Female and Males
- Age: 21 to 55 years old
- Quantity: 5 to 10 participants

Types of participant
- People who invests
- Friends and Family
- Zinvest's users
- Tech-savvy users

Script Procedure
- Hello, thank you for agreeing to participate in this test, your time is much appreciated. Today, I have a prototype for our new website that we just re-designed for you to test out. During this 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 prototype is not complete and there is 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. Again, some features are

not clickable. Please feel free to express any concerns, comments, and thoughts during the process.

Usability Test Tasks and Scenarios

#1 Scenario: About Us
You have been interested in investing in stocks, but you haven't been able to find the perfect app yet. You heard about Zinvest through social media, so you want to learn more about them.

Task: Learn more about the company

- From a scale from 1-5, 1 = easy and 5=difficult, what would you rate the task? (Difficulty)
- How valuable was this task to you? (risk)
- Any questions, concerns, or feedback on this task?

#2 Scenario: What to Invest in
You are a new investor and would like to learn about what you could invest in the app

Task: Where can you find a list of securities you can invest in?

- From a scale from 1-5, 1 = easy and 5=difficult, what would you rate the task? (Difficulty)
- How valuable was this task to you? (risk)
- Any questions, concerns, or feedback on this task?

#3 Scenario: Security
You plan on investing a lot of money in this app and would like to find out how secure Zinvest's app is.

Task: Locate information about how Zinvest protects your account

- From a scale from 1-5, 1 = easy and 5=difficult, what would you rate the task? (Difficulty)
- How valuable was this task to you? (risk)
- Any questions, concerns, or feedback on this task?

#4 Scenario: Rewards
You saw an Ad on Instagram that Zinvest is offering free stocks for inviting friends and you were curious about it.

Task: Find out how to earn free stocks

- From a scale from 1-5, 1 = easy and 5=difficult, what would you rate the task? (Difficulty)
- How valuable was this task to you? (risk)
- Any questions, concerns, or feedback on this task?

#5 Scenario: Requesting Help

You had several questions about the app and would like to notify a customer representative about it.

Task: Submit a request to Zinvest

- From a scale from 1-5, 1 = easy and 5=difficult, what would you rate the task? (Difficulty)
- How valuable was this task to you? (risk)
- Any questions, concerns, or feedback on this task?

#6 Scenario: Questions about opening account

Before opening an account with Zinvest, you would like to know the types of documents needed to open a trading account.

Task: Find what documents are needed to open an account in the United States

- From a scale from 1-5, 1 = easy and 5=difficult, what would you rate the task? (Difficulty)
- How valuable was this task to you? (risk)
- Any questions, concerns, or feedback on this task?

#7 Scenario: Questions

As an experienced investor, you are interested in options trading and would like to know how much it costs for each contract.

Task: Locate the price for options trading

- From a scale from 1-5, 1 = easy and 5=difficult, what would you rate the task? (Difficulty)
- How valuable was this task to you? (risk)
- Any questions, concerns, or feedback on this task?

Questions after the test:
- How does our website compare to others?
- How distracted were you during the process?

Test Completion Rate

- I expect a 100% completion rate of tasks completed without errors

Error-Free Rate

- I expect an 80% completion rate as the prototype is not completely functional and participants may click on a button that has not been prototyped.