

Usability Test Plan



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Document Overview

This document describes a test plan for conducting a usability test during the development of www.ultimatediveservice.com. The goals of usability testing include establishing a baseline of user performance, establishing and validating user performance measures, and identifying potential design concerns to be addressed in order to improve the efficiency, productivity, and end-user satisfaction.

The usability test objectives are:

- To determine design inconsistencies and usability problem areas within the user interface and content areas. Potential sources of error may include: the slideshow, and content area fitting properly to the right of the menu. All content in the main area has a potential for problems with properly fitting content.
- Navigation errors – failure to locate functions, excessive keystrokes to complete a function, failure to follow recommended screen flow. The biggest challenge here is the navigation buttons to the appropriate social media and the contact form as well as being able to maneuver through the site.
- Presentation errors – failure to locate and properly act upon desired information in screens, being able to seek and act upon information for specific purposes in the site.
- Control usage problems – making sure the links for social media work properly and the user is able to contact the client through all email and phone links. The biggest element is the contact form and submission of it with the proper information to the client.
- Exercise the application or web site under controlled test conditions by letting test subjects access the site and follow through with the questions asked them. Data will be used to access whether usability goals regarding an effective, efficient, and well-received user interface have been achieved.
- Establish baseline user performance and user-satisfaction levels of the user interface for future usability evaluations.

The user groups will include both professionals in the field and supporting fields and average people. It will consist of 5 dive professionals, 5 equipment specialists, 5 other professionals deemed fit for the evaluation by the client and 5 average people with no working knowledge of the company. They will navigate the site and record observations on the provided form.

Executive Summary

Since the goal of this usability test plan is to mostly evaluate the participant's ability to find relative information that is needed by someone looking for services provided by the company or more information about the company itself, these will be our main focus. The parameters to be evaluated include but are not limited to:

- Ability to find needed information including experience of company, responding staff, services provided, prices of desired services and company contact info.
- The impression of a professional and personable company. The site should make the user feel the company is competent in its work and make them want to hire them or contact them for more information.
- The site accomplishes all goals set forth by the client in the message they want to convey to their customers and the image they want to uphold in their professional community.
- The user is impressed enough that they would remember the site to recommend to others or would suggest the site to others that would benefit from it.

The test will specifically ask the user to look through the whole site and give an impression both by parameters set up ahead of time and personal reaction and comment. It will also give a scenario to the test subject based on their background to see if they can complete the task and their reaction and suggestion to the process.

Methodology

The participants will consist of both professionals in the field, supporting fields and average people. It will consist of 5 dive professionals, 5 equipment specialists, 5 other professionals deemed fit for the evaluation by the client and 5 average people with no working knowledge of the company. The participants will be picked by the client out of a list of volunteers. The test will be sent to them via the email provided and they will have a week in which to complete and send the information back to the client. Both the client and the web developer will be available by phone or email for any questions by the participants. The user will be asked to use whatever platform they typically use to find similar information. (ie, various browsers on either a desktop, laptop, tablet or mobile device). Ideally the test would provide a variety of these parameters but if not the test can be repeated with more subjects using a specific browser or device as the client sees fit. Demographic information that will be included will be user age, average internet use per week, profession related to the website, and browser and device used.

Roles & Ethics

The roles involved in a usability test are as follows. An individual may play multiple roles and tests may not require all roles.

Trainer - Provide training overview prior to usability testing

Facilitator - Provides overview of study to participants, defines usability and purpose of usability testing to participants, assists in conduct of participant and observer debriefing sessions, and responds to participant's requests for assistance.

Data Logger - Records participant's actions and comments

Test Observers - Silent observer, assists the data logger in identifying problems, concerns, coding bugs, and procedural errors and serve as note takers.

Test Participants - Provides overview of study, defines usability and purpose of usability testing, and participates in conduct of testing and offers proper feedback.

All persons involved with the usability test are required to adhere to the following ethical guidelines:

- The performance of any test participant must not be individually attributable. Individual participant's name should not be used in reference outside the testing session or be reported to anyone not directly involved in the testing process.

Usability Tasks

The task descriptions below are required to be reviewed by the application owner, business-process owner, development owner, and/or deployment manager to ensure that the content, format, and presentation are representative of real use and substantially evaluate the total application. Their acceptance is to be documented prior to usability test.

Each group of participants as previously listed will be sent an email containing instructions and will be asked to complete the demographics request, scenarios, usability checklist and additional comments. Included with the instructions will be contact information in case any participant has an issue completing the test, a deadline for completion and information on how to submit the test back for review. The full packet is included in this document under ***Copy of Test Forms*** located on page **11** and following.

The client and/or web developer or any member of their team may also contact the participants on a follow up email or phone call to further discuss any comments made or to request further feedback after suggestions made are implemented.

Usability Metrics

Usability metrics refers to user performance measured against specific performance goals necessary to satisfy usability requirements. Scenario completion success rates, adherence to instructions, error rates, and subjective evaluations will be used. Time-to-completion of scenarios will also be collected.

- **Scenario Completion**

Each scenario will require, or request, that the participant obtains or inputs specific data that would be used in course of a typical task. The scenario is completed when

the participant indicates the scenario's goal has been obtained (whether successfully or unsuccessfully) or the participant requests and receives sufficient guidance as to warrant scoring the scenario as a critical error.

- **Critical Errors**

Critical errors are deviations at completion from the targets of the scenario. Obtaining or otherwise reporting of the wrong data value due to participant workflow is a critical error. Participants may or may not be aware that the task goal is incorrect or incomplete.

Independent completion of the scenario is a universal goal; help obtained from the other usability test roles is cause to score the scenario a critical error. Critical errors can also be assigned when the participant initiates (or attempts to initiate) an action that will result in the goal state becoming unobtainable. In general, critical errors are unresolved errors during the process of completing the task or errors that produce an incorrect outcome.

- **Non-critical Errors**

Non-critical errors are errors that are recovered from by the participant or, if not detected does not result in processing problems or unexpected results. Although non-critical errors can be undetected by the participant, when they are detected they are generally frustrating to the participant.

These errors may be procedural, in which the participant does not complete a scenario in the most optimal means (e.g., excessive steps and keystrokes). These errors may also be errors of confusion.

Noncritical errors can always be recovered from during the process of completing the scenario. Exploratory behavior, such as opening the wrong menu while searching for a function, will be coded as a non-critical error.

- **Subjective Evaluations**

Subjective evaluations regarding ease of use and satisfaction will be collected via questionnaires, and during debriefing at the conclusion of the session. The questionnaires will utilize free-form responses and rating scales.

- **Scenario Completion Time (time on task)**

The time to complete each scenario, not including subjective evaluation durations, will be recorded.

Usability Goals

The next section describes the usability goals for www.ultimatediveservice.com.

- **Completion Rate**

Completion rate is the percentage of test participants who successfully complete the task without critical errors. A critical error is defined as an error that results in an incorrect or incomplete outcome. In other words, the completion rate represents the percentage of participants who, when they are finished with the specified task, have an "output" that is correct. Note: If a participant requires assistance in order to achieve a correct output then the task will be scored as a critical error and the overall completion rate for the task will be affected.

A completion rate of 100% is the goal for each task in this usability test. If this is not achieved the test will be continued until we have 20 completed tests with set parameters of the project met.

- **Error-free rate**

Error-free rate is the percentage of test participants who complete the task without any errors (critical or non-critical errors). A non-critical error is an error that would not have an impact on the final output of the task but would result in the task being completed less efficiently.

An error-free rate of 80 % is the goal for each task in this usability test.

- **Time on Task**

The time to complete a scenario is referred to as "time on task". It is measured from the time the person begins the scenario to the time he/she signals completion.

- **Subjective Measures**

Subjective opinions about specific tasks, time to perform each task, features, and functionality will be surveyed. At the end of the test, participants will rate their satisfaction with the overall system. Combined with the interview/debriefing session, these data are used to assess attitudes of the participants.

Problem Severity

To prioritize recommendations, a method of problem severity classification will be used in the analysis of the data collected during evaluation activities. The approach treats problem severity as a combination of two factors - the impact of the problem and the frequency of users experiencing the problem during the evaluation.

- **Impact**

Impact is the ranking of the consequences of the problem by defining the level of impact that the problem has on successful task completion.

There are three levels of impact:

- High - prevents the user from completing the task (critical error)
- Moderate - causes user difficulty but the task can be completed (non-critical error)
- Low - minor problems that do not significantly affect the task completion (non-critical error)

- **Frequency**

Frequency is the percentage of participants who experience the problem when working on a task.

- High: 30% or more of the participants experience the problem
- Moderate: 11% - 29% of participants experience the problem
- Low: 10% or fewer of the participants experience the problem

- **Problem Severity Classification**

The identified severity for each problem implies a general reward for resolving it, and a general risk for not addressing it, in the current release.

Severity 1 - High impact problems that often prevent a user from correctly completing a task. They occur in varying frequency and are characteristic of calls to the Help Desk. Reward for resolution is typically exhibited in fewer Help Desk calls and reduced redevelopment costs.

Severity 2 - Moderate to high frequency problems with moderate to low impact are typical of erroneous actions that the participant recognizes needs to be undone. Reward for resolution is typically exhibited in reduced time on task and decreased training costs.

Severity 3 - Either moderate problems with low frequency or low problems with moderate frequency; these are minor annoyance problems faced by a number of participants. Reward for resolution is typically exhibited in reduced time on task and increased data integrity.

Severity 4 - Low impact problems faced by few participants; there is low risk to not resolving these problems. Reward for resolution is typically exhibited in increased user satisfaction.

Reporting Results

The Usability Test Report will be provided at the conclusion of the usability test. It will consist of a report and/or a presentation of the results; evaluate the usability metrics against the pre-approved goals, subjective evaluations, and specific usability problems and recommendations for resolution. The recommendations will be categorically sized by development to aid in implementation strategy. The report is anticipated to be delivered to the Project UCD Contact Chris Wedell by July 1, 2013.

Copy of Test Forms

A copy of the test forms to be given to participants can be found on the following pages. Please note only 1 scenario will be placed on each participant's form in the proper location as indicated and according to the subject's qualifications in that area.

Thank you for taking the time to participate. Your feedback is very important to us. Please read through the scenarios and answer the questions and give your feedback. Then fill out the checklist as best you can. Again thank you for your input.

Please complete the following demographic information:

Age: _____

Average hours per week you use the Internet to access this type of website/information:

Profession: _____

Device you are accessing the website on (ie laptop or desktop, tablet or mobile type & version):

Browser used on the device: _____

Best way to contact you for to further discuss any comments made or to request further feedback after suggestions made are implemented: _____

Scenario based on participant will be included here

Website Usability Checklist	Rating 1-10	Comments
Accessibility		
1. Site load-time is reasonable		
2. Adequate text-to-background contrast		
3. Font size/spacing is easy to read		
4. Links to other pages are obvious/working		
5. Layout is easy to follow/understand		
6. Scenario question answers are easy to find		
Identity		
7. Company logo is prominently placed		
8. Tagline makes company's purpose clear		
9. Home-page is digestible in 5 seconds		
10. Clear path to company information		
11. Clear path to contact information		
Navigation		
12. Main navigation is easily identifiable		
13. Navigation labels are clear & concise		
14. Number of buttons/links is reasonable		
15. Company logo is linked to home-page		
16. Links are consistent & easy to identify		
17. Easy to find the information needed		
Content		
18. Major headings are clear & descriptive		
19. Critical content is easily found		
20. Styles & colors are consistent		
21. Emphasis (bold, etc.) is used sparingly		
22. Ads & pop-ups are unobtrusive		
23. Main copy is concise & explanatory		
24. URLs are meaningful & user-friendly		
25. Page titles are explanatory		

Additional comments or suggestions:

Scenario 1 (equipment specialist)

You want to show a potential client of your equipment, a real example of how it is being used. You know Ultimate Dive Service uses the equipment and want to show them the website but are checking it out first. You go to the website for the first time....

Where did you look first?

Was this the right area to go to?

Can you easily find where the equipment they use is located?

How long did it take you to find this information?

Do you feel there is enough information given?

If you wanted to contact them what would be the easiest way for you to do that and how did you find the information?

What would you like to see more of?

Looking through the pictures and/or videos is there a good example of a product you can show the potential client? (If you found one, was it easy to see and /or a good presentation of the product?)

What suggestions do you have that can help make us a better resource for you?

Scenario 2 (dive professional)

You need some qualified help on an upcoming dive and you were recommended to go to the Ultimate Dive Site by a trusted colleague. You go to the website for the first time....

Where did you look first?

What is the feel you get from the website about the company?

Did you find information on their qualifications and experience?

Did you find the prices for the service you need help with?

If you wanted to contact them what would be the easiest way for you to do that and how did you find the information?

Do you feel there is enough information given?

What would you like to see more of?

Looking through the pictures and/or videos is there a good example of their skills? (Can you give an example of a good representation and a bad one?)

What suggestions do you have that can help make us a better resource for you?

Scenario 3 (average person)

You are ice fishing and your truck breaks through the ice! Your friend recommends going to the Ultimate Dive Site. You go to the website for the first time....

Where did you look first?

What is the feel you get from the website about the company?

Did you find information on their qualifications or experience?

Did you find the prices for the service you need help with?

Do you feel there is enough information given?

What would you like to see more of?

Looking through the pictures and/or videos is there a good example of their skills? (Can you give an example of a good representation and a bad one?)

What contact information did you find to get a hold of them fast and how did you get there?

What suggestions do you have that can help make us a better resource for you?

Scenario 4 (other)

You need help recovering a sunken item! Your friend recommends going to the Ultimate Dive Site. You go to the website for the first time....

Where did you look first?

What is the feel you get from the website about the company?

Did you find information on their qualifications or experience?

Did you find the prices for the service you need help with?

Do you feel there is enough information given?

What would you like to see more of?

Looking through the pictures and/or videos is there a good example of their skills? (Can you give an example of a good representation and a bad one?)

What contact information did you find to get a hold of them fast and how did you get there?

What suggestions do you have that can help make us a better resource for you?