

Usability Test Plan

Introduction

- Usability Testing for Parfaite App Prototype
- Test plan created: April 13th, 2021

Background

The overall goal for this project is to design an app that alleviates the stress of picking out gifts and helps people to find the perfect one, by providing a curated experience through the support of a personal stylist. It will help users who are overwhelmed by the options available online, short on time and looking for support they might find in store to quickly narrow gift options through personalized recommendations. Testing will be completed on the mobile first app prototype.

Goals

The goal of this usability testing is to see how first time users interact with the experience and to determine if they are able to successfully complete the test objectives. Also, the goal is to gain initial feedback and insight with regard to how users feel about this app and the experience it provides and if there are any critical missing components.

Test Objectives

- *Onboarding flow*
 - Is the user able to move through the onboarding and sign in screens seamlessly?
 - If they needed to choose the forgot password option, does the flow make sense when moving through it?
 - What is the reaction to the option to be able to continue without signing in? Do the follow up actions required make sense to the user?
- *Creating an event on the calendar*
 - Can the user easily locate the planner/calendar functionality?
 - Does the user understand the function of the calendar landing page?
 - Can the user add an event to the calendar with limited clicks and minimal confusion?
 - Is it clear to users how they would go about updating and/or adding an alert if they wanted to?
- *Scheduling a call with the Stylist*
 - Can the user easily locate the Stylist navigation button?
 - Does the user understand the options available to them on the Stylist landing page?
 - Is there any other information they would want to include in their call request form?
 - How quickly is the user able to complete the overall request process?
- *Reviewing gift history with filters*
 - Can the user easily locate where the gift history is located?
 - What is their reaction to the history view?
 - Do users feel like they could successfully filter the results as needed with the filter & sort options provided?

Methodology

Moderated remote testing to be conducted utilizing Zoom

Participants

6 Participants who will be recruited from my network of friends, family & co-workers

Schedule

Testing will be completed the week of April 19th - April 23rd

Sessions

Sessions will be approximately 15 minutes in length

Equipment

Testing will be completed on desktop and iPhone mobile devices

Metrics

- **Errors** using Nielsen severity rating scale:
 - 0 = I don't agree that this is a usability problem at all
 - 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
 - 2 = Minor usability problem: fixing this should be given low priority
 - 3 = Major usability problem: important to fix and should be given high priority
 - 4 = Usability catastrophe: imperative to fix before product can be released