



usability test plan

Test Objectives

- Observe how easily a user can complete the supplied task
- Make note of any difficulties for further iteration/improvement
- Collect feedback from user on ease of navigating the website

Test Subject

Hi-Fidelity prototype of Mirror

Test Methodology

In person and remote via Skype screen share using a high-fidelity prototype in InVision. I will give users task(s) to complete and monitor the ease and/or difficulties they have in completing these tasks.

Participants

- 3-5 participants
- Male and female
- Ages 20-65 years old
- Familiar with online shopping

Recruiting Plan

Family, friends, personal network



Script Procedure

Hello! Firstly, thank you so much for participating in this usability study. My name is Adina and today we'll be taking a look at a fictitious e-commerce website called Mirror.

Please note that this version is a high fidelity prototype and not yet the final version. I will be observing and taking notes through the process that will contribute to my overall research on how to improve this website for users. I may ask you questions as you go through the website to better understand your experience. Your honesty and feedback is important and helpful! tasks. You'll navigate through the site and share any thoughts or questions you might have during the process. This should only take a few minutes of your time.

Tasks, Errands

You have come to Mirror's website from friends' recommendations. Starting from the homepage please:

1. Navigate through the site to find of a pair of *women's crop jeans, regular, size 12*.
2. Read about the *product details* along with *reviews* to get additional background.
3. Add item to your cart.

Questions

1. What is your first impression of the site. Is there anything else you feel should be included on the product page that would help you make your decision to purchase?
2. Did you find it difficult to find what you needed? If so, what specifically made you confused?
3. Can you locate where you would search on the website?



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4. At what points did you feel stuck? How did you find your way again?
5. Any other thoughts you want to share? What were your general feelings in navigating Mirror?

Test Goals

- Understand how user will interact with the product
- Identify areas of improvement that can be turned into actionable steps
- Improve the functionality and efficiency of the website: Through participants testing the prototype, I will be able to uncover any pain points in the workflow and make changes before creating the final product.

Test Completion Rate

100%; all users should be able to complete the requested task.

Error-free Rate

Prediction that 75% of participants should be able to complete task without any errors.