

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 TAL Tours

Test Methodology

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

Participants

- 2-3 participants
- Male and female
- Ages 25-75 years old
- Familiar with traveling

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 redesigned website for a travel agency.

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! 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 TAL Tours' website via friends' recommendations. Starting from the homepage please:

1. Navigate through the site to find the Israel destination page.
2. Read about how TAL Tours and booking process works.
3. Contact TAL Tours for booking information.

Questions

1. What is your first impression of the site. Is there anything else you feel should be included on the main page that is not?
2. Did you find it difficult to navigate? If so, what specifically made you confused?
3. At what points did you feel stuck or confused? How did you find your way again?

4. Any other thoughts you want to share? What were your general feelings in navigating the TAL Tours site?

Test Goals

- Understand how user will interact with the site
- 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 66% of participants should be able to complete task without any errors.