USABILITY TEST PLAN: SUNDAYZ

INTRODUCTION

Sundayz App usability test
In-Person and Remote moderated tests for mobile August 5-9, 2019

BACKGROUND

Sundayz is an interactive weather app where users can view weather reports and find spots based on preferred amenities. The app incorporates real people opinions and needs that are not just related to weather data. Users can create and fun day for themselves by the water with Sundayz.

GOALS

The goal of the test is to determine the usability of the app and user satisfaction while surfing through our features. This app is aimed at users who are looking to plan a day at the beach and share with their friends.

TEST OBJECTIVES

- To determine if the user can quickly and seamlessly create an account
- To determine if the user can search for a new spot and share it
- To determine if the user can create a report
- To observe if the user enjoys looking at the app and using it

METHODOLOGY

A combination of in-person moderated and remote moderated testing.

PARTICIPANTS

5 participants will be selected from my personal network via email, at least two of them will

SCHEDULE

Testing will be from August 5-9th with a test run conducted on August 4th. The locations are TBD.

SESSIONS

Sessions will run for no more than 30 minutes.

EQUIPMENT

- Tests will be taken on an iPhone X

- Notes will be taken on a Macbook Pro

METRICS

Errors will be measured using Jakob Nielsen's 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

Learnability will be measured by the success rate at which the user completes the requested tasks.

(S + (P x .5)) / total number of task attempts = Success Rate %

USABILITY TEST SCRIPT: SUNDAYZ

INTRODUCTION

Hello and thanks again for taking the time to participate in this user test for the new weather app, Sundayz. This app is aimed at users who are looking to plan a day by the water and share these experiences with their friends. My name is Anami, and I will be taking you through this test session.

Before we begin, I would like to explain to you what we will be doing and what to expect.

Today we'll introduce you to our new weather app, Sundayz and ask you to perform a couple of tasks while using the app. Just to be clear, we are testing the app and not you, so there is no right or wrong answers! We want to hear your honest thoughts and opinions so that we can make improvements with your feedback.

To start, we'll ask you a few general questions about weather apps and what kinds of water related activities you like to engage in. Then we will move onto some activities. When looking at the app, we would like you to think aloud as much as possible and to share your thoughts and any questions you have as you explore.

So before we start, I want to know if it would be ok to record your screen and voice during this session? The recording will only be used to help the team understand what we need to improve and will not be shared outside of the company.

Do you have any questions?

Great, let's get started!

Personal Demographic Questions

Personal demographic information (age, occupation, location etc.) has already been gathered during the recruitment process.

Background Questions

As I mentioned, I will be asking you some background questions that will help me understand your thoughts and actions as you use Sundayz:

- What is your routine like when you plan a trip by the beach or lake?

- What kinds of weather reports matter to you when you are planning a trip outdoors?

- How assured do you feel when you read user reviews, does it change or alter your opinion of a service or place?

That's all for the background questions, thank you.

Open-Ended Questions

Now, I'd like to show you the app and get our initial impressions.

After you have gone through the initial onboarding pages and created an account, I'd like you to spend some time looking at the homepage. Think about the different elements on there. Don't click anything yet, just tell me what you would click on if you were going to do so.

Is there anything you like or don't like? Any other thoughts you might have?

Now that you've taken a look at Sundayz, can you tell me what you think the purpose of the app is?

Ok great, and now I'd like to have you try some tasks on the app.

Tasks

Please remember to think aloud as you perform these tasks in the app.

Now I will give you a few scenarios with the tasks you need to perform.

1. You want to get together with a couple friends at Laguna Beach, search for the location and share the spot information via text with your friends.

2. You want to search for a new spot to visit nearby. You're in California and there are a lot of beach options so you want to narrow down your search. Using Sundayz, pick and then favorite a new spot you found by filtering locations.

3. You have visited Zuma Beach for the first time and want to leave a review, create a user report and post it!

Wrap-Up

Okay, that's it! Our session is now over. Thank you for participating and helping us make Sundayz better for our users. Do you have any last comments or questions?