

Fastpitch Power+ App: Low-Fi Prototype Usability Testing Plan

Overview: Based on a synthesis of my user research, discussion with stakeholders and engineers, and known limitations of the existing web-based product, I have developed a low-fidelity prototype for testing user interactions of a possible interface for the Fastpitch Power+ app.

Test Objectives:

1. Test the overall ease of finding/accessing content
2. Test the ease of browsing and saving videos
3. Test the ease of submitting a video analysis
4. Determine tester's preference between two possible home screens
5. Specific insights on account management and lack of hamburger menu
6. Observe points of difficulty/confusion

Test subject: Low-fidelity prototype (iPhone 11 Pro)

Methodology: Share prototype with participants, assign specific tasks, observe user behavior as they navigate the prototype. Tests will be held in person where possible and remote via video conference otherwise.

Participants and recruiting: 3-5 participants who are parents and softball enthusiasts

Tasks:

1. Browse videos, add video to favorites, access favorites
2. Move between video categories
3. Submit a video for analysis
4. Manage account

Procedure:

1. Set up prototype flows for each task
2. Recruit participants
3. Set up in-person meeting or video conference where the participant can share their screen
4. Paint a scenario and assign a task; ask participant to complete the task while thinking out loud; observe participant's behavior
5. Record completion rate and error-free rate

SCRIPT

Thank you so much for helping me out today!

- I'm developing an app for a subscription-based online girls' softball training product aimed at pitchers. The product currently only exists in a web-based format. Users pay a monthly subscription fee, which gives them access to a library of hundreds of drill videos, documents

like practice plans and cheat sheets, and the ability to submit a progress video once a month to be evaluated by one of the program's expert pitching coaches.

- Today we're going to be testing a LOW FIDELITY prototype. There are no colors or graphics, we are strictly testing the app's *functionality*, not its visual design.
- I will be giving you four specific tasks to complete and rating the app's ability to allow you to perform those tasks without confusion or difficulty
- This is a prototype only, not a fully functioning app. Not everything is clickable.
- If you click something and nothing happens, that's totally normal and part of the process! I will ask you what you hoped to achieve with that click.
- You will not be able to type information into the prototype, but if you click a field to type, test information will be auto-filled for you.
- Remember we are testing the APP, not YOU, so there is no wrong action
- Everything you do is RIGHT and will help me build a better app experience
- Please think out loud while you are completing the tasks so I can incorporate your thought process as well as your actions into my design plan.

PROMPT 1: You have arrived on the Fastpitch Power+ app home screen after logging in.

- a) Please browse the home screen to your satisfaction. Feel free to explore videos/categories.
- b) Please add any video you like to your favorites
- c) Please access your saved favorites

PROMPT 2: From the home page, please click "Fastballs." Once on the category page, you've changed your mind and decided to look at change-up videos. Can you show me how you would get to this other category?

PROMPT 3: From the home screen, please submit a video for analysis.

PROMPT 4: Please try to access and manage your account. Tell me what you think of the message you receive.

PROMPT 5 (Feedback not task): Please take a look at this alternate home screen. Do you prefer one home screen layout over the other? Why?