4.3 USABILITY TEST PLAN

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Introduction

Think Ink Moderated Usability Test (Mobile Navigation)

Background

Think Ink is an app for finding tattoo design inspiration, looking for a tattoo artist, and booking appointments. It is a one-stop shop for anyone who is interested in tattoos, from novices to experts. This app is designed to make the process of getting a tattoo painless! Until you get to the salon that is…

Goals

The goal of this test is to assess the functionality of the first prototype of Think Ink and observe new users interacting with the app for the first time. We would like to assess the user's satisfaction with the app's basic functions and overall usability.

Test Objectives

- How easily can the user navigate the app?
- What are the most common errors that users make when trying to complete a given task?
- Does the user enjoy using the app?
- Is the search function satisfactory to the user?
- How fast can a user save an image to a new album?

Methodology

Moderated remote testing for 5 participants, and moderated in person testing for 1 participant. For remote testing, I will user a recordable meeting program like Zoom to conduct the tests.

Participants

6 participants, recruited through my personal network. The participants will be 18-24 years old students and young professionals who user technology often.

Schedule

Testing period: January 12-13,2021

Sessions

Duration of each session: 15-20 minutes.

Equipment

- Personal laptops with Zoom software for remote testing
- Iphone 11 for in person testing
- A second Iphone 11 for recording the in person test

Metrics

For errors I will be using Jakob Nielsen's error 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