

USABILITY TESTING

Course Assignment

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Background

Why Usability testing ?

Usability testing allows one to test the functionality of a website, app, or other product through observing users as they complete assigned task scenarios. The aim is to identify areas that require product improvement.

Goals and objective

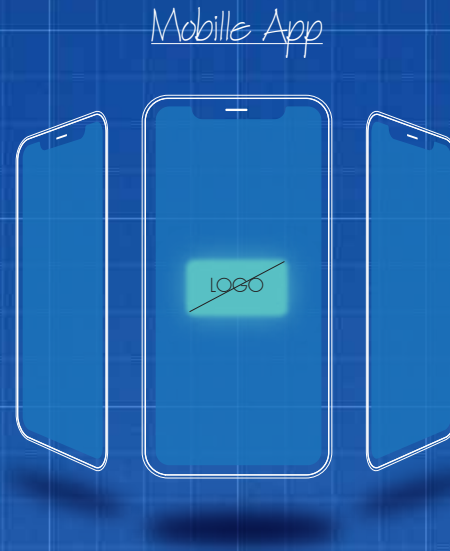
The overall aim of the usability test is to find usability problems with the proposed App so that they can be fixed.

The test has the following specific goals:

- Learning how users interpret the overall concept.
- Users' experience and feedback with the app features.
- Users' feedback regarding the app design and functionality.
- Reveal whether the desired user flows are achievable.
- Reveal friction points and confusing experiences.
 - Identify bugs & issues with the design.
- Test product concept with target audience.

Preparation and Planning

Product under test



Prototype testing of Post natal exercise Concept App - a healthcare app designed to support women after post natal and through the challenges of having a baby while being active after giving birth

The user experience goals include:

- Evaluate whether users understand what the app or website is about.
- Determine whether the app meets the requirements of the target audience.
 - Determine if the user experience is satisfactory.

Preparation and Planning

Scope of test

Testing Process:

- Participants will take part in the usability test in a moderate environment
- The facilitator will brief the participant regarding the testing process and conduct a pretest demographic and background information questionnaire and a pre-test questionnaire.
 - Tasks are created for users to complete as per the design.
The facilitator will read the scenario and instruct the participant to begin.
The participants will receive instructions to think aloud while completing the tasks.
The facilitator will observe the user behaviour and note comments and errors as they occur.
- After attempting the tasks, the participant will complete the post-task questionnaire to measure user satisfaction, followed by a round of user experience questions to wrap up the session.

Testing Methods:

Qualitative and Moderated usability testing Method

Preparation and Planning

Scope of test

Testing Metrics & Measures:

Qualitative Data:

Record data related to:

- Observations about pathways participants took.
 - Problems experienced.
 - comments/recommendations.
 - Answers to open-ended questions.

Roles & Responsibilities

- Assume role of Author and write this test plan and other supporting documentation e.g, screeners, tasks, questionnaires, etc.
 - Assume role of Facilitator and administer the test.
 - Provides overview of study to participants.
 - Defines usability and purpose of usability testing to participants.
 - Assists in conduct of participant and observer debriefing sessions.
 - Responds to participant's requests for assistance.
- Assume role as data logger and records participant's actions and comments.
 - Identify problems, concerns, coding bugs, and procedural errors.
 - Synthesize data and compile Test Report with recommendations.
 - Adhere to the ethical guidelines.

Preparation and Planning

Ethics

All persons involved with the usability test are required to adhere to the following ethical guidelines:

- The performance of any test participant must not be individually attributable. Individual participant's name should not be used in reference outside the testing session.
- All participants complete an informed consent form before starting the testing sessions



<https://drive.google.com/file/d/1hHSPTkbRhhyW8OF6XPzT0Wwib11vfdM/view?usp=sharing>



<https://drive.google.com/file/d/14e1vESvoH3fWffLhXT3pRIJKqJW8EgLo/view?usp=sharing>



<https://drive.google.com/file/d/1hRhvw4n4-BLfkMJshuxkLvfyYREpFI1/view?usp=sharing>



Preparation and Planning

Participant Recruitment

Outreach & Screening:

Recruiting participants can be a expensive process but below are some channels for sourcing in a budget:

- The participant was selected through social media contact



<https://drive.google.com/file/d/1SEkqUWHFjns2RLvbtPGpEGTglj-aXJWv/view?usp=sharing>



Participant Screening Criteria:

The suitable test candidates must match the criteria of regular online users.

The key characteristics of these participants are as follows:

- 23 - 45 years old.
- Uses the Internet daily or every other day.
- Has a reliable Internet connection at home.
- Fluent/ Articulate in the English language.
- Uses mobile apps daily or every other day.
- Having children is advantageous but not necessarily a requirement for the early prototype testing.

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Preparation and Planning

Timeline

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	UT Planning, Create Testing Documentation					
				Participant Recruitment		
					Usability Testing	
					Collect Research Data, Analyse Test Data, Test Report and Recommendations	

Conducting The Test

Test Facilitation

Location & Dates:

- The usability test will be carried out at Pannekake Huset where the Participant is currently working
The test will be held on September 03, 2023 - Sunday 11:00 am

The equipment for remote testing include:

- Print out of Testing Script and task scenario
- Consent form - to be signed by the participant
 - Recording device
 - Mobile phone - for testing the App
 - Pen and paper for taking short notes.

Test Scenario & Tasks

- || You are to navigate through the mobile app that you have just downloaded,
You want to sign in to start a fitness program using the app.
You need to browse first on what are the fitness program that the app is offering.
Upon browsing some programs, you want to start a fitness program and save your progression plan
so that when you have time you can just continue where you just left off. ||

Conducting The Test

Test Scripts & Questionnaires

Script



https://drive.google.com/file/d/1QKO_2Ci5JvRGIJT0tVPG86ocj-QmKeD/view?usp=sharing



Tasks



<https://drive.google.com/file/d/1nrHsr4FXphEed3glmWsCgj-ZeD6vbBlv/view?usp=sharing>



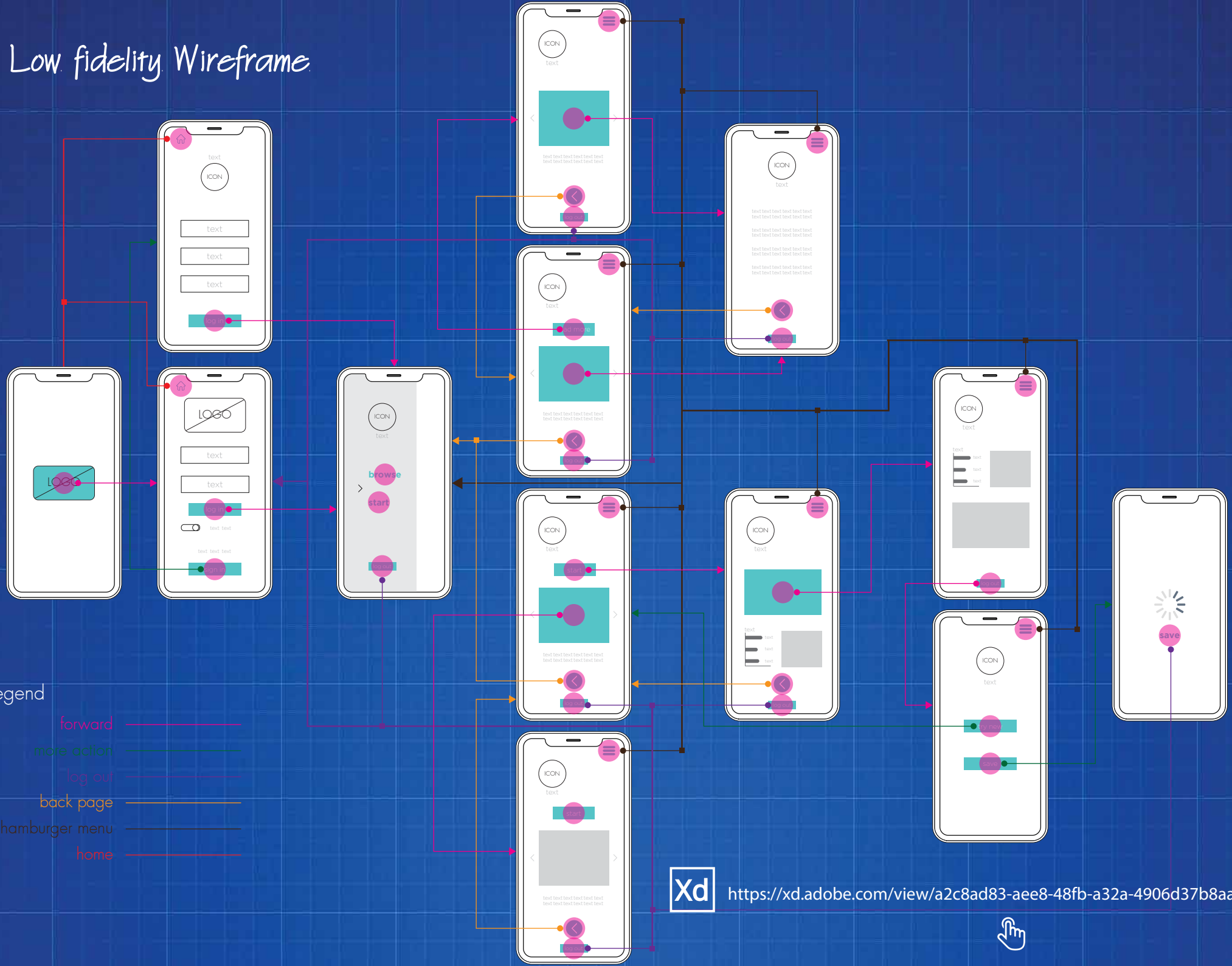
Recorded Video of the Usability testing



https://drive.google.com/file/d/15HNAz027Mql9TII-cMD059CLDL_vtWvY/view?usp=sharing



Low fidelity Wireframe



Legend

- forward —
- more action —
- log out —
- back page —
- hamburger menu —
- home —



<https://xd.adobe.com/view/a2c8ad83-ae8-48fb-a32a-4906d37b8ac-f79b/>



Data Analysis & Synthesis

Data Collection

Data Logging:

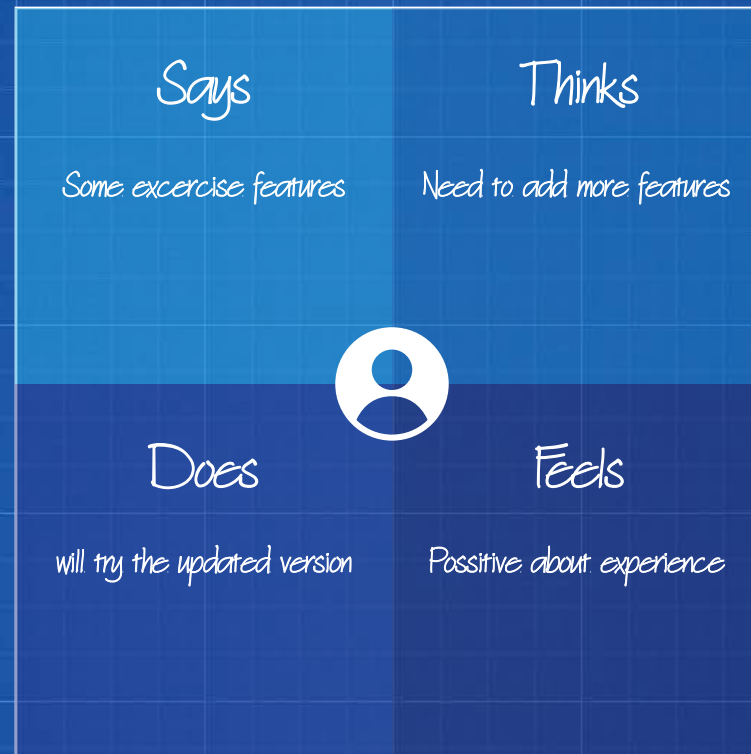
All difficulties faced by the participant, and associated verbatim comments are noted down.

The testing data is analyzed and logged according to:

Any comments, frustrations, difficulties likes, pathways, or bugs noted
Log observations and findings on the video interview

Affinity Map

Empathy Map



Test Report

Overview

The usability testing allowed the target audience to interact with the prototype to gauge how they interpret the overall concept of the app. The testing data concluded that the participant had a basic understanding of the app concept.

Task scenarios were constructed to test the functionality of the app features and design. The app design allowed participant to complete the tasks in at least two different pathways. All the participant successfully completed all the allocated tasks, though some it required facilitator assistance to do so. Even so, the tester remarked that the app design is straightforward and user friendly.

Overall, the concept was well received and participant found the premise interesting. When asked if they would refer it to someone else, the tester felt that she would.

Conclusion

The test was not conclusive and accurate, 3 - 5 participants are needed to compare accurate data and suggestions.

But for this low-fidelity test of the app, it is promising to see the participant responds well to the task given and the Facilitator learn many things on this experience on how to do a proper Usability test in the future.

Reference

Noroff - UX 1 year - Usability testing 1 - Module 2

Noroff - UX case study Neonatal healthcare app

<https://youtu.be/bcfqmx2hnlUQ?si=P9W2igiLBqZL3Wcs>