Assignment #6: A6 Usability Test Plan

Your Team will need to create a Usabiity Test Plan before conducting the actual usability testing. This plan will become a template almost like a script for you to use as you actually do the test. I will expect the final version of this plan to follow the **guidelines for Document and Page Design** from the hand out I gave you as well as the chapter from our textbook.

Please follow the template below for creating your Test Plan (you are welcome to modify it based upon what you learn about usability test plans—like all genre's, it has flexible features).

Usability Test Plan Template

Use this template when creating your test plan. Your Usability Test Plan should include these sections:

I. **Cover Page**

II. **Table of Contents**

III. **Introduction/Purpose**
    What is the purpose of this document?
    What is the purpose of usability testing?
    --Why are you doing usability testing? What are its benefits? (Include some theoretical discussion about the purpose for usability testing. Don't be afraid to quote Nielson and our text. Document sources following MLA Documentation Style)
    http://usability.gov/basics/uc_design_testing/index.html
    http://www.useit.com/alertbox/20030825.html

IV. **Problem statement/test objectives**
    What is the background on the issue and the particular issue/problem your product is designed to address? What are the needs that have driven this project?
    --What are the particular objectives you hope to achieve with your project?
    --What are the particular objectives you hope to achieve through this usability testing?

    You may be able to repurpose and adapt your Background/Needs statement from the Proposal.

V. **User Profile**
    Detailed description of your "user" or users. Who they are? What they know and do related to the activity you are designing or testing? What is their "situation of use?" What are their needs? Motives?

VI. **Testing Methodology**
    The Method section is where you present the "script" for your usability test. This section will be divided into two parts:

    A) Overview of the Test
    Here you will present a general description of your test including your Pre-test Activities, your Scenarios/Task Based Questions, and Exit Questions. Generally describe what will be done in

each portion of your test, as well as some of the rationale for doing the test this way. Key rationales that must be discussed include
--a discussion of your sampling (how many test participants you will test and why that number—see Nielson)
--and a discussion of Think Aloud Protocol and why it is used.
You will also describe the roles of those conducting the test.

B) Script for the Test
This script will cover all three parts of the test. It should be word for word what will be said or used in the test.

Pre-Test Activities Script
- Welcome
- Outline of the Usability Test Agenda/Test Preparation
  --this will include a primer on Think Aloud Protocol for them, even practice
- Waiver/Entrance Questions
  We will likely not have a waiver to sign, but you may decide you need a few pre-test Entrance Questions

Scenarios/Task Based Questions Script
Here you present the exact wording for scenarios and tasks that you will use in your test. The goal of these scenarios is to enter your test participants into a "scene" or fiction and to get them to play the role of your user in what you envision is a common situation or task. Each scenario should make clear to the test participant the 5 Ws: Who, What, When, Where, Why?

Exit Questions:
Here you will present the exact questions you will ask of your participant when they complete the Task Based Questions section of the test.

****see UT site for Testing Methodology information
http://www.utexas.edu/learn/usability/testing.html

VII. **Test Environment/Equipment**
Describe where the test will be conducted and the equipment to be used.

VIII. **Test Monitors Roles**
In this section of your plan, you will describe the roles of the "test monitors" while the test is going on. An individual may play multiple roles and tests may not require all roles. You will include your plan for rotating these roles through however many tests you plan to conduct.

- o **Facilitator**--Guides test participant through all three sections of the test: pre-test activities, task-based questions, post-test questions. The facilitator's role is particularly important in prompting the test participant to continue thinking aloud. You could rotate the facilitator role during a test (pre-test facilitator, test facilitator, post-test facilitator).

- o **Data Logger--**Records participant's actions and comments

     o **Test Observers** --Silent observer
     --Assists the data logger in identifying problems, concerns, coding bugs, and procedural errors
     --Serves as note takers

IX. **Evaluation measures**
These should include quantitative and qualitative measures: that is, you try to measure some things that you can count and things you cannot count (opinion, impressions).

Describe both the quantitative measures (what you can count) and the qualitative measures (what you can't count) in your test. Also, discuss the definition of usability as a quality metric (i.e. the five key criteria of usability) and how your test will help assess these criteria.

Provide actual copies of the data sheets you will use to log your data (both quantitative data and qualitative). You can design your own data logging sheet, but it might look something like this (this data sheet has flaws, but is only provided as an example):

Task #1 Participant	Success Rate	Time on Task	Error Rate	Severity Rating
1				
2				
3				
4				
5				

A) Quantitative Measures: **Read Nielsen on "Usability Metrics"**--what to measure in your test and definition of usability as a quality metric

Usability Problems & Severity Ratings
How severe a usability problem is depends on:
-Frequency: How often the problem occurs?
-Impact: How hard is it for users to overcome this problem?
-Persistence: Is this a one-time problem or a recurring problem?

Severity Ratings

• The following is a 0 to 4 rating scale

Rating	Problem	Description
0	There is no problem	The evaluator doesn't agree that there is a problem
1	Cosmetic problem	Fixing this problem is not necessary unless extra time is available
2	Minor Usability problem	Low priority fix
3	Major Usability problem	High priority fix
4	Usability Catastrophe	Has to be fixed prior to release! Highest priority

B) Qualitative Measures
1) Users' subjective satisfaction. Asking test participants to rate their satisfaction on a five point scale. This metric can be done with post-test questions using a Likert scale (1-5 satisfaction scale)
--Learn About Liker Scale | Options for designing a Likert Scale instrument

2) Open ended questions. For example:
What were your overall impressions of the guide?
Where did you think it could be improved?

X. **Conclusion**
Discuss the anticipated benefits from the usability testing, and forecast that the results of the testing will be including in a forthcoming Analytic Report to be published on 12/6

See example Usability Test Plans: http://www.ablongman.com/barnum/pdf/baitctestplan.PDF

http://www.lirvin.net/TechW/Assignments/draftencoreusabilitytestplan.pdf

(more example plans will be available from the Class Announcements)

Due dates for A6:

Draft Test Plan due –4/12
Final Draft due—4/19
Pilot Usability Test—4/22
Usability Testing—4/24-5/1