Usability Test Plan

Healthy Humanitarian Website

Original Version - November 1, 2019 - Mitzi Collinsworth

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Document Overview

This document describes a test plan for conducting a usability test during the development of healthyhumanitarian.com. The goal of the usability test is to identify potential design concerns to be addressed in order to improve user efficiency and satisfaction.

The following will be invited to participate in an unmoderated remote usability test regarding the website **healthyhumanitarian.com.** The participants invited to the test represent the groups below:

- Current Clientele-approximately twenty clients currently using my fitness professional services.
- Friends-approximately four close and trustworthy friends that have first-hand experience with my expertise and services.
- Family-approximately seven immediate family members that have some awareness of my expertise and services.
- Peers-approximately two to four participant student peers from my current usability class assigned by Dr. Dawn Armfield, the class professor.

The test will take approximately 3-5 minutes complete with 4-5 tasks to complete. The participants will have a one week to complete the test.

Executive Summary

The Healthy Humanitarian website is my personal website that will be launched prior to 2020 to provide my fitness and nutrition expertise to potential clientele. The success of the website launch depends largely on appearance, ease of use, efficiency, effective communication, and task completion satisfaction. The usability test will evaluate the following functions:

- Visual appeal
- Organization
- Performance
- Effective communication

The participants experience will largely be affected immediately based on the visual appearance of the homepage. This can affect the overall performance if the website is too busy, unappealing, or unorganized. The organization of tabs effect the user's ability to perform the tasks and the overall efficiency. How well the website design effectively

communicates its purpose through all of these functions will determine the overall success of the website.

Upon review of this usability test plan, including the draft task scenarios and usability goals for **healthyhumanitarian.com**, documented acceptance of the plan is expected.

Methodology

There will be approximately thirty five participants invited to participate in this unmoderated remote test of the **healthyhumanitarian.com** website. The test will use both qualitative and quantitative methodology for data collection. The following tests will be conducted thorough email communication and the usability hub.

- Pre-interview-this will be used to understand any insight the participant has regarding fitness and nutrition website use. I want to know history they have had concerning health and fitness personally and experience using similar websites. This will also identify demographics regarding age, ethnicity, and education.
- 5 sec test-this will be used to understand the participants perception and notable items regarding the website with limited time. What jumps out at the participant in the first five seconds will help determine the organization of the homepage to keep clients and visitors captivated.
- Navigation (Tree) test-this test will be used to show the effectiveness of task driven questions and how efficiently the participants are able to perform the given tasks. I want to know how well the website is organized and did the participant find what they were looking for. I am looking for effectiveness with time and difficulty.
- Post-interview-this test will ask open ended questions about the participant satisfaction of the overall experience allowing them to freely offer suggestions to improve the website.

Participants

The expected number of participants is thirty five. The participants will be recruited through text messaging, email and in person invitation. Current clientele will be invited in person and with text messaging. Friends and family will be invited with text messaging and email.

Student peers will be assigned by Dr. Armfield, the usability class professor and provided to the class in the student portal.

The current clientele is expected to have full understanding of the website content as they work with the creator of the website on a regular basis. They will understand the purpose and the content. Family is expected to have baseline knowledge. Only one family member participates in health and fitness, therefore, a lack of understanding is expected. Friends is expected to have full understanding of the content and website because they are former employees and coworkers from a competitor business. Their feedback will be valuable as peers in the industry. Student peers is expected to provide more feedback on the website functionality, content, and appearance since the focus of the class is usability in technical communication.

The participants' responsibilities will be to attempt to complete a set of representative task scenarios presented to them in as efficient and timely a manner as possible, and to provide feedback regarding the usability and acceptability of the user interface. The participants will be directed to provide honest opinions regarding the usability of the application, and to participate in post-session subjective questionnaires and debriefing.

All of the participants have basic computer knowledge and utilize the web on a regular basis. Participants are not expected to have difficulty following tasks for the test.

Training

The participants will receive and overview of the usability test procedure, equipment and software. This will be sent in the form of an email and text message prior to the test start date. The usability test tool, usability hub, will also provide instruction prior to the start of the test.

Procedure

The usability hub test for **healthyhumanitarian.com** will precede as follows:

1. Welcome email and text message inviting participant to the test one week prior.
2. If the participant accepts the invitation, they will be required to fill out a quantitative pre-interview survey by email or text message as the acceptance response.
3. The usability hub quantitative 5 second test will be sent out on the start date and participants will have one week to complete the test.

4. The quantitative email tree test will be sent out on the start date and the participants will have one week to complete the test.
5. A thank you and qualitative post-interview survey will sent by email or text message at the end of the testing timeframe.
6. All results will be collected by the final date of completion.
7. A graph will be designed to display the results of the test.
8. The predominant results will be utilized to improve the design of the website.

Roles

The roles involved in a usability test are as follows. An individual may play multiple roles and tests may not require all roles.

Trainer

The following will be provided to participants by the trainer through email communication.

- Provide training overview prior to usability testing
- 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

Data Logger

- Records participant’s actions and comments through email communication
- Records the results from the usability hub test

Test Observers

- No observers
- Remote unmoderated usability test

Test Participants

- Respond to email communication prior to test
- Perform all tests and surveys

- Respond to email communication post test

Ethics

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

- Individual participant's name should not be used in reference outside the testing session.
- A description of the participant's performance should not be reported.

Usability Tasks

The participants will perform the tasks remotely and unmoderated from their personal device. Any questions will be directed to the moderator by phone, email or text message.

Usability Metrics

The usability metrics used in the test will be success/completion rate using quantitative data collection with the 5-sec test and tree test results. The qualitative data will be compiled into a graph ranking the most common positive and negative subjective evaluations for the website design.

Usability Goals

The goal of the usability test is to identify potential design concerns to be addressed in order to improve user efficiency and satisfaction. The usability test will evaluate the following functions:

- Visual appeal
- Organization
- Performance
- Effective communication

Reporting Results

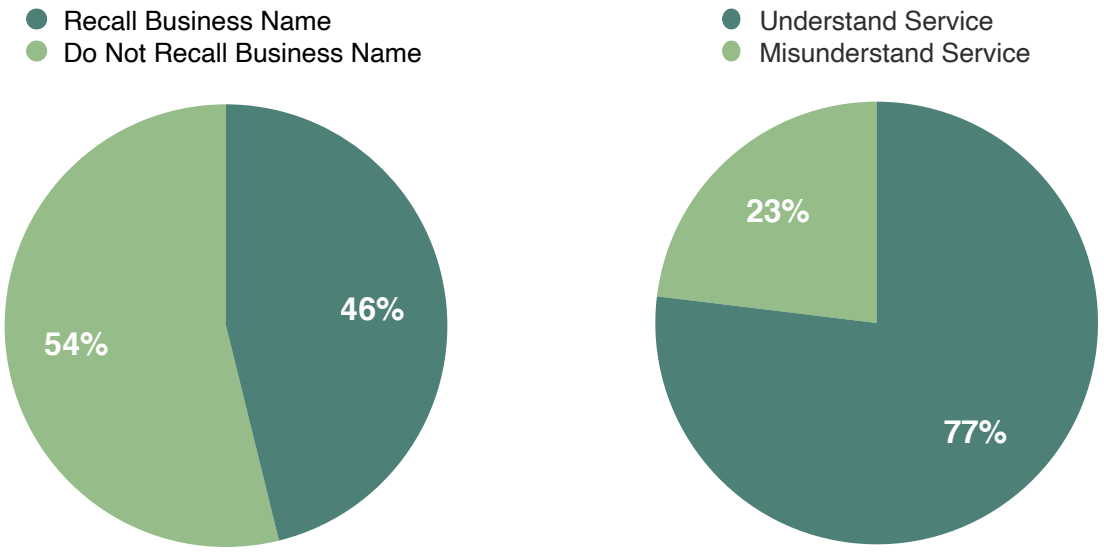
The initial email invite was sent out to the participants. Thirteen participants responded and filled out the pre-interview questionnaire. The results of the pre-interview questionnaire are represented in the table below.

Participant	Participant Type	Age	Gender	Race	Education	Health Coach Experience
P1	Personal Client	61	F	White	High School	Y
P2	Personal Client	60	F	White	Masters	Y
P3	Personal Client	58	F	White	Masters	Y
P4	Personal Client	23	F	White	Masters	Y
P5	Personal Client	25	M	White	Masters	Y
P6	Personal Client	36	F	White	Bachelors	Y
P7	Personal Client	52	F	White	High School	Y
P8	Personal Client	45	M	White	Bachelors	Y
P9	Friends	26	F	White	Bachelors	Y
P10	Friends	27	F	Mexican	Masters	Y
P11	Friends	31	M	Mexican	Masters	Y
P12	Family	73	M	White	Masters	N
P13	Family	73	F	White	High School	N

The majority of the participants are personal clients currently working with a health coach. A significant amount of the participants are white, middle aged with a college education.

The next test was performed using the usability hub free 5 second test. The participants had to view the website homepage for 5 seconds then answer two questions. The first question asked the participants to recall the business name. The second question asked the

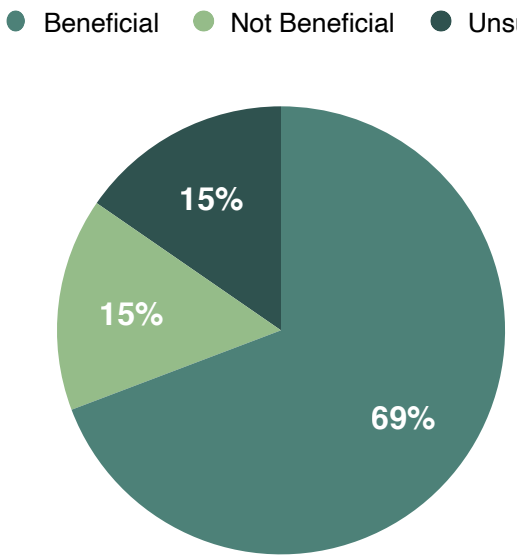
participants if the service being provided was understandable. All thirteen participants performed the test and the results are represented in the two graphs below.



More than half of the participants didn't recall the business name. This percentage is signifiant and will effect the success of the website. The business name is vital to business growth and service referrals. Almost 80% of the participants understood the service being provided. The results show the 5 second test proves that participants understand what the website's purpose is, but the name is not memorable.

The tree test email led the participants through a navigation process. They were instructed to click on different tabs to lead them to the different pages within the website including returning to the home page. The tree test was a pass or fail answer. If the participants navigated the test with no errors, then they submitted a passing score. Any errors during the test results in a failing score. All 13 participants passed the tree test giving the website a passing score for navigation.

The final email thanked all participants for their participation and requested a post-interview. The post-interview questions were left open ended expecting no data collection. The comments were suggestions on how to improve the website based on their own experiences. The most common suggestion was to move the about me button and take the wording off of the homepage picture. Participants felt the wording on the picture was hard to read and didn't belong there. Many felt the homepage picture was also too large. They said it left no room to explain what the website was for. The homepage didn't reflect the service provided. The last suggestion was to add blog pages to the blog tab. There were no blog entries yet to date (See Appendix).



The participants were asked if they felt this website would be beneficial. The results are reflected in the table below. After completing the entire test, almost 70% of the 13 participants felt the website service would be beneficial. Only 15% felt the website was not beneficial and 15% were unsure.

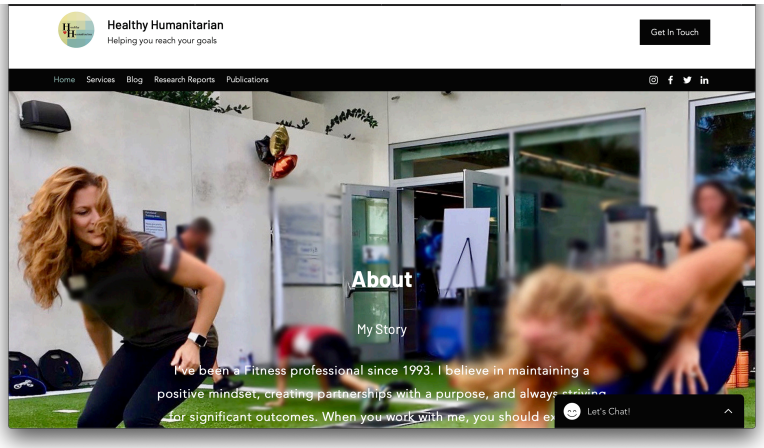
Conclusion

The results of the usability test conclude that the website **healthyhumanitarian.com** provides a beneficial service, but there are definite improvements needed for success. The homepage lacks clarity on what the website provides. The large picture on the front overtakes the homepage and does little to explain why the visitor needs their services. The homepage needs revisions to reflect its purpose keeping the business name in a better location so the visitor will remember the site.

The navigation and organization of the different pages were seamless. The one revision is adding actual blog pages to the blog tab. All functions worked well and were easy to navigate without error and confusion.

In order for the website to be a success, the designer needs to address the homepage concerns and create blog entries. After the resolution of these concerns, a second usability test is recommended to make sure the design changes appease the user (See Appendix).

Appendix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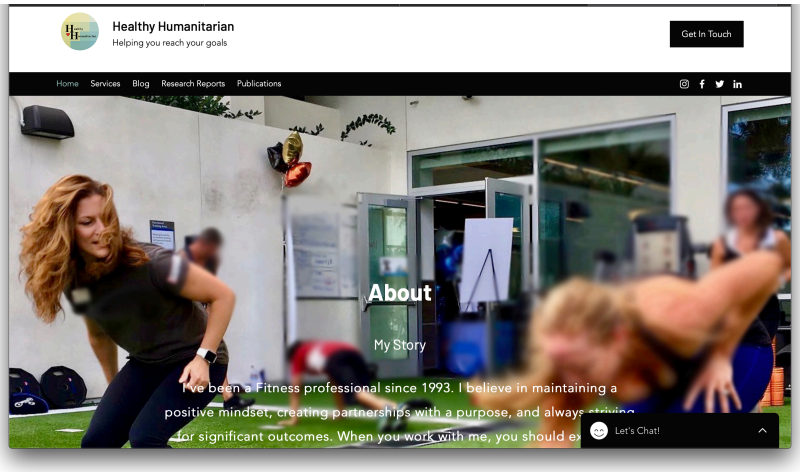
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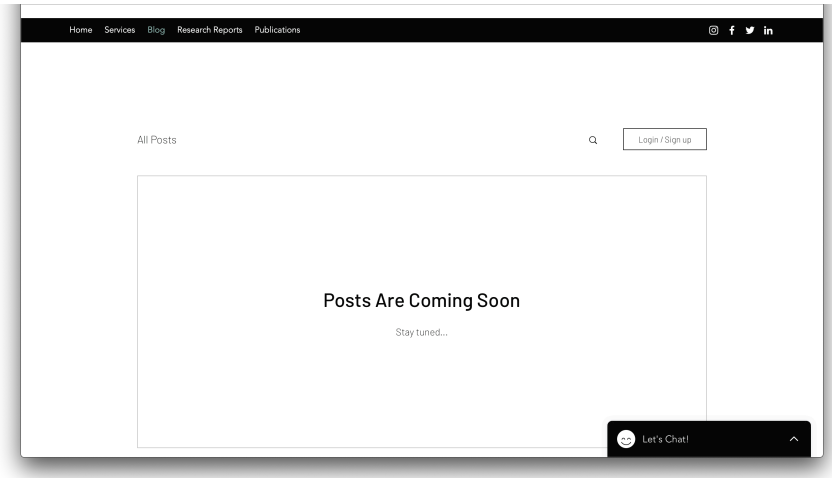
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