

USABILITY TESTING PLAN

TEST PLAN

SCOPE	APP NAME: TODDLE WHAT YOU ARE TESTING? FLOW AND FEATURES OF APP PROTOTYPE VIA INVISION: https://projects.invisionapp.com/share/PKQXNE2N6U3#/screens/351394972	EQUIPMENT/DOCUMENTATION REQUIRED: WHAT DEVICES WILL YOU TEST ON? IPAD AND IPHONE/SMARTPHONE - WITH LINK TO PROTOTYPE EMAILED TO EACH PARTICIPANT AHEAD OF SESSION ARE YOU USING ANYTHING TO RECORD? IPHONE TO CAPTURE VIDEO & AUDIO WHAT DO YOU NEED TO PROVIDE IN ADVANCE? CONSENT FORMS FOR TESTERS TO SIGN - SEND BY EMAIL
TESTER #1	Alice Gladstone Policy Manager - Leeds March 18th 2019 at 13:30pm	TESTING METHOD & VENUE: HOW & WHERE ARE YOU TESTING? IN PERSON TESTING AT TESTERS' HOMES
TESTER #2	Clara Daily Data Manager - Leeds March 18th 2019 at 15:30pm	TIMETABLE: ALLOW 30 MINUTES PER SESSION
TESTER #3	Sally Rush Manager - Leeds March 18th 2019 at 17:30pm	

TESTER RECRUITMENT

To be emailed to each participant inviting to be a tester along with consent form to be signed.

RECRUITMENT MESSAGE	<p>Dear [Name],</p> <p>As part of a design project, I am conducting usability tests to get a better sense of how I can improve designs for my app. Would you be available to sit down with me for 30-minutes in person so I can ask you a few questions while you test out my app? My questions and observations will be related to the clarity and function of the design and not at all a measurement of your ability.</p> <p>If so, would either of the following dates/times work for you?</p> <p>Proposed date and time #1 Proposed date and time #2</p> <p>I plan to [audio/video] record the interview to use as a note-taking aid, but will not share it with anyone else. I will of need to obtain your signed consent before I do this. Please find a consent form attached for you to sign and return to me if you are happy to go ahead.</p> <p>Thank you so much for your time in advance and I hope to hear from you soon.</p> <p>Sincerely, Polly Cummings</p>
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TEST SCRIPT

INTRODUCTION

Hello and thanks for agreeing to be a test user today. Firstly it's important to clarify that the purpose of today's test session is to test my design and not your ability. There's no way you can make a mistake so don't worry about that. The honesty of your thoughts and feedback is what is important and will be really helpful in identifying any issues and improving the design. So I'd like you to think aloud about what you're doing and thinking while you use the app. Please be really honest. Before we start is there anything you need, any special requests? If it's okay with you I'd like to visually record the session. You must first give your signed consent in order for me to do so - here's the form to sign (provide consent form)

TASKS

#1

Search for parent-recommended/reviewed activities and venues.

#2

Search for venues and activities on specific public transport routes.

#3

Find recommendations for activities and venues, searchable by age-range, with great reviews of coffee/food.

WRAP UP

That's the end of the session! Thanks again for taking part and for your honest thoughts and feedback. It will be very useful in the next stage of the design process. What happens now is that I'll review your responses and feedback, then I'll synthesise my observations into a list of issues to be addressed at the next stage of the design process. This will help me make improvements to the app's overall usability.

TESTER #1	<p>Alice Gladstone, 36 Is a Policy Manager (currently on mat leave), mum of 2. Lives in north Leeds Educated to masters degree level.</p> <p>Toddle would be very useful to the user as a mum of a preschooler and a baby. She's a sociable, active person and is keen to join groups of parents with similar aged kids, explore new places and activities with her kids. A public transport user, she needs an app that lists local activities and venues along with bus service information so she can plan where to go and how to get there easily. She'd like parent-reviews of activities and places as feels this makes it more trustworthy and provides reassurance that it's worth the effort of going.</p>
TASK 1 NOTES	<p>User asked to 'Search for parent-reviewed activities and venues'.</p> <p>Tester initially went to perform search using the 'search icon' and then type in 'baby friendly cafe' as that's what she'd usually do. Or she thought she might explore via the 'Main Menu' hamburger icon. Tester then found the Today's Top feature by accident when she tapped on the 'Home' image. Although she hadn't known what to expect when she tapped on it she was pleasantly surprised as she thought it was a very useful time-saving feature. Also thought it would be good to provide suggestions and inspiration.</p> <p>Suggested improvement: Make the 'Today's Top' feature more prominent on Home screen.</p>
TASK 2 NOTES	<p>User asked to 'Search for venues and activities on specific public transport routes'.</p> <p>Tester went to perform search using search icon and typed in 'bus information'. This returned the Buses page with the Google map allow postcode search. User mentioned that as not all parents owned a car it would be really useful to have this information. She felt such a feature would save lots of time spent searching for bus timetables/routes.</p> <p>Suggested improvement: Add a location pin to Today's Top feature on Home/Profile screen to enable quick search for public transport.</p>
TASK 3 NOTES	<p>User asked to 'Find recommendations for activities and venues, searchable by age-range, with great reviews of coffee/food.'</p> <p>Tester went to home screen and performed a search by clicking on the search icon. Then she typed 'good coffee child-friendly' as this is what she would usually do.</p> <p>Suggested improvement: Add a 'Pick of the Day' feature to Home/User profile screen that links to a screen with listing of venues 'Best for Coffee' or 'Best for Food'.</p>

TESTER #2	<p>Clare Daily, 35, Data Manager (part-time), mum of 2. Lives in Leeds. Educated to bachelors degree level.</p> <p>Tester says she is really interested in an app like this as finds having to search multiple places online can be really time-consuming. Sometimes the activity is no longer available, but the information source hasn't been updated, so you go along with your children only to find that it's no longer running or isn't available on a certain day/time. Would be good to have one place to search and be sure that the information is up to date.</p>
TASK 1 NOTES	<p>User asked to 'Search for parent-recommended/reviewed activities and venues'.</p> <p>Tester started at the Loading screen and tapped then shown a Login and said she would usually sign in with a username and password, or create an account if she hadn't already done so. At her profile screen she clicked on the search icon and said she would usually do a search for 'parent reviewed activities and venues', which returned the Today's Top screen, listing the top 3 parent recommended activities and venues. Tester thought this would be a very helpful feature as it enabled fast searching without having to look through a long list.</p> <p>Suggested improvement: Have an icon for Today's Top on the user profile screen</p>
TASK 2 NOTES	<p>User asked to 'Search for venues and activities on specific public transport routes'.</p> <p>Tester logged in and found the location pin icon on her profile screen. She guessed that this would show local venue/activities with bus info. Tester clicked on the 'Bus info' link to search for the closest bus route/no - this would return the 'Buses' screen with geolocate map showing bus routes with the nearest venue and activities listings shown below.</p> <p>Suggested improvement: Perhaps needs an icon for 'Buses' so easier to find</p>
TASK 3 NOTES	<p>User asked to 'Find recommendations for activities and venues, searchable by age-range, with great reviews of coffee/food.'</p> <p>User went to home screen and clicked on her user profile picture. This took her to the 'Pick of The Day' feature which uses her set preferences to pick activities based on the highest reviewed that day. User liked the feature and thought it was very useful. She said she would also use the Search facility to generate a wider range of results.</p> <p>Suggested improvement: Ensure the search icon is available on all user profile pages.</p>

TESTER #3	<p>Sally Rush, 41, Manager, mum of 2. Lives in north Leeds. Educated to bachelors degree level.</p> <p>Tester believes that Toddle would be very useful as a working parent with school-age kids. Has a desire to be more environmentally friendly, whilst also finding great activities for her and her kids. Tester would also like to avoid the over-commercialised listings and ads she sees in the local and social media and flyers given out at school. Prefers to read unbiased, impartial reviews and would like to see a less commercially driven focus to listings. The ability to find impartially reviewed family-friendly venues with good food and places with free activities/attractions is very important to her, alongside information on public transport.</p>
TASK 1 NOTES	<p>User asked to ‘Search for parent-recommended/reviewed activities and venues’.</p> <p>Tester logged in and went straight to the search icon and said she would type in ‘parent recommended activities and venues’ and enter. When the ‘Todays Top’ screen returned she looked at the 3 listings but said what if she didn’t want any of those? She then saw the Calendar icon and clicked on that saying that she could search that way by the day’s activities and venues. This returned the When? Today at a ‘specify’ time feature allowed her to choose when and what time.</p> <p>Suggested improvement: Needs a ‘Todays Top’ icon on home screen/profile screen</p>
TASK 2 NOTES	<p>User asked to ‘Search for venues and activities on specific public transport routes’.</p> <p>Tester went straight to search icon and typed in ‘bus information’ as this is what she would usually do. This returned the ‘Buses’ screen with the Geolocate map allow postcode search. Tester liked the fact that it had bus routes and bus info.</p> <p>Suggested improvement: Need an easier way for user to find ‘My Buses’ screen from profile</p>
TASK 3 NOTES	<p>User asked to ‘Find recommendations for activities and venues, searchable by age-range, with great reviews of coffee/food.’</p> <p>Tester went to home screen and entered a search for ‘best for food’ which returned the ‘Pick of the Day’ screen with listed venues rated best for food, coffee, activities for under 5s.</p> <p>Suggested improvement: A Pick of Day icon on homescreen/profile screen to allow users to search faster</p>