

# Evaluation Plan - Trip&Share

[Usability and HCI test]

## What is tested.

We're going to test the desktop version of a platform that let the users set their collection of travel journals and browse other users' journals. Not much to say about the "Share on social networks" part because it's just the last step of the whole user stream of activity on the website, that's why I want to focus on user interaction with the system while signing up, log in, start a new journal, edit and delete a journal, add new posts to a journal and remove them.

## Test Goals. What I want to learn.

I want to learn what are users expectations about navigation tracks in such a website: I want to understand if users get lost in some point and if I need to put some more visible buttons/links to take him wherever he may wish to go at a certain point of navigation (although the user menu is pretty clear and always a good way out). I also want to understand if users can quickly find the dropdown user menu (it's positioned in an area of the screen (top right) where user attention hardly

leans, but it's also the position of Facebook user menu... so, I'm just curious to understand if FB is changing users' attitudes).

I also want to learn if a "quick to fill in" sign up form can be appreciated and encourage users to join in.

I want to find out if a user quickly understand what he's supposed to do after the sign up process.

I want to know if users can be interested in having all their travel memories collected in a systematic way and in realtime (if this project would ever go mobile).

## Test Plan

- Timing: from 13<sup>th</sup> to 15<sup>th</sup> of August.
- Duration: approx. 1 hour for each test (5 minutes to fill up a demographic questionnaire + 40 minutes for user test on prototype + 15 minutes for post-test interview)
- Location: wherever each participant wants to operate the test, just like a common activity during the day
- Participants: 5 participants selected to represent the target audience (age: 25-50 yrs old, equally distributed between male and female, that use the internet for 3-4 hours a day)

## Metrics

The user will be asked to perform a list of tasks and write down if he has been able to complete each task (if not, he'll explain what kind of hurdle he met).

Definition of errors: **critical errors**, are those that remain unresolved during the process of

completing the task or produce incorrect outcomes; **non-critical errors**, are those errors that doesn't prevent the participant to complete the task.

### **Success criteria**

100% of participants successfully completing the task without critical errors

80% of participants completing the task without critical or non-critical errors

### **Tasks. What I'll ask the participant to do.**

1. Task 1 is oriented to test website navigation and to check if the participant can easily get from one activity to another.
2. Task 2 is oriented to test if the participants can easily deal with the forms, text input, buttons and those functions that let him manage his travel journals.

### **Before-test questionnaire** (Estimated duration: 5')

I'll ask the participants to fill in a demographic questionnaire about sex, age, education, profession..

### **Task 1. Check navigation** (Estimated duration: 20')

The participant will be asked to log in with a demo account.

- He will be asked to browse the account informations and saved data.
- He will be asked to find the latest journal published with this account
- He will be asked to edit the title of this journal.
- He will be asked to check how many journals have been published with this account
- He will be asked to add a post to one of these journals.
- He will be asked to delete a post
- He will be asked to delete a journal

### **Task 2. Check interaction with forms** (Estimated duration: 20')

The participant will be asked to sign up.

- He will be asked to complete the section about his personal information.
- He will be asked to start a new journal.
- He will be asked to change his password.
- He will be asked to log out.
- He will be asked to log with the new password.
- He will be asked to add a new post to the new journal and attach a photo to it
- He will be asked to retrieve his password.
- He will be asked to deactivate his account.

### **Post-test interview and questionnaire** (Estimated duration: 15')

This questionnaire will include the same list of steps they just completed and asked to rate each step on a scale of 1-10 (1 : very difficult/confusing – 10 : easy to perform/understand).

Participants will be asked to tell what has been the most confusing part during the testing process, what they have liked about this experience on the prototype and they have disliked. They will also be asked if they have had problems with the identification of controls or dealing with error messages.