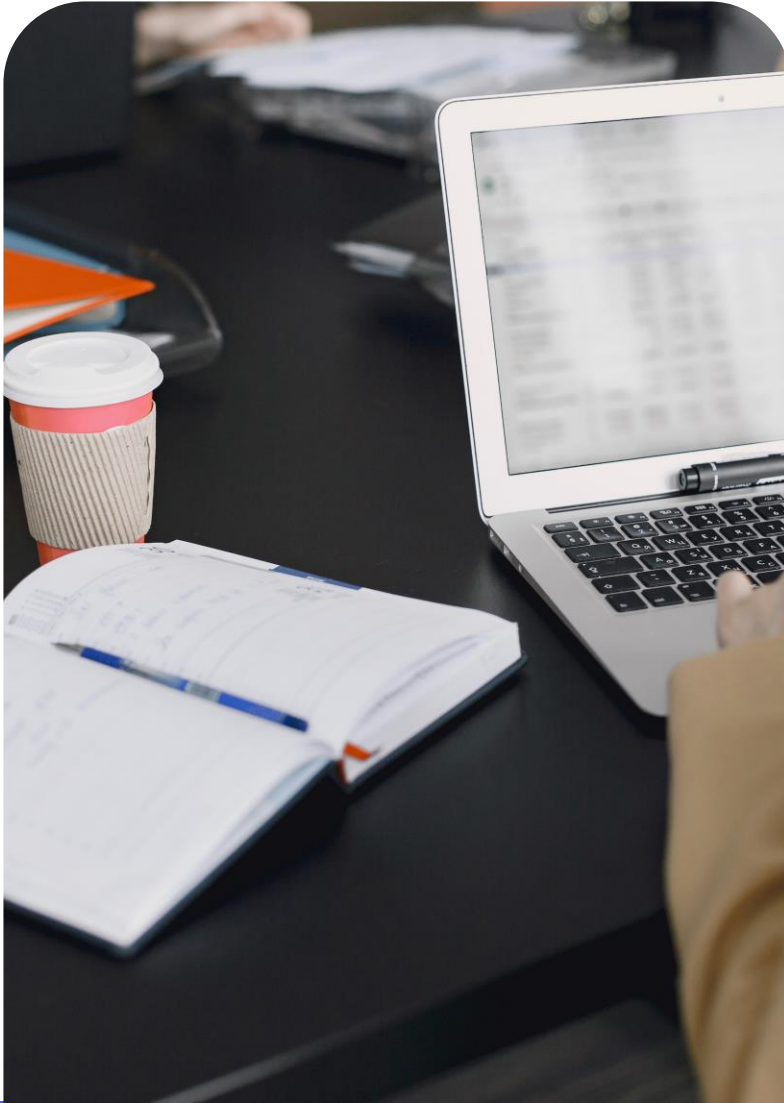


A man with a beard is shown in profile, singing into a microphone. The image is overlaid with a large, white, stylized speech bubble that contains the text 'User Test Plan'. The background is a solid blue color.

User Test Plan

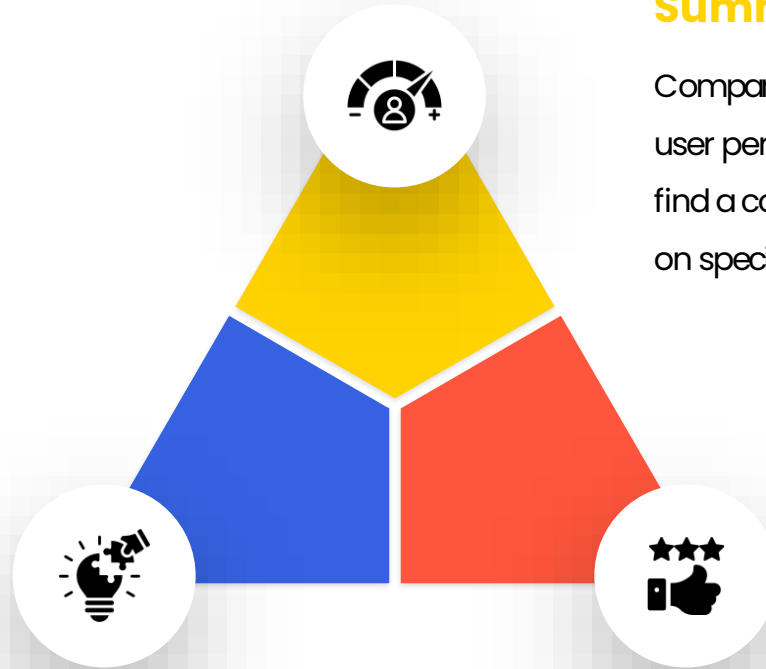
Situating Context

You have been hired as a consultant to evaluate a new catalog of public libraries based on the web designed to replace the old catalog of web-based libraries. The designers hope that this new catalog will be easier to use, will expose readers to new books if they are just browsing and will be faster to find specific books when the reader knows what he wants to find. The design team also wants to know what can be generally improved on their design. Project of a study plan on use to achieve these objectives, including a declaration focused on objectives, users, setting, methods, activities, metrics and roles of researchers.



Objectives

Formative
Identify common usability problems
with the new catalog.



Summative

Compare the new catalog with the old man based on user performance and preference on two common tasks find a common meeting time and a programming work on specific projects.

Formative:

Collect feedback on the potential usefulness of the new catalog.

Users

Customers should cover several demographic data. All customers should already be familiar with the old catalog. A professional recruitment company contracted by your company will recruit all participants

Settings

The study will be conducted in a usability laboratory, equipped with an observation room and desktop computer. The computers will all be set on the page of the bookcase catalog.



Roles of the Researcher

Four researchers (researchers A, B, C and D) will save the data of the participants, will collect their consents, familiarized with the scenario, will answer any questions and will make the post-task interview. Researchers (A, B, C and D) will also be responsible for the intervention with the user if they explicitly ask for help or if they are blocked on an activity for more than 10 minutes. Two other researchers (researchers F and G) will make him observe and will take notes during the study and restore all the equipment for the next participants.

Researchers

A

B

C

D



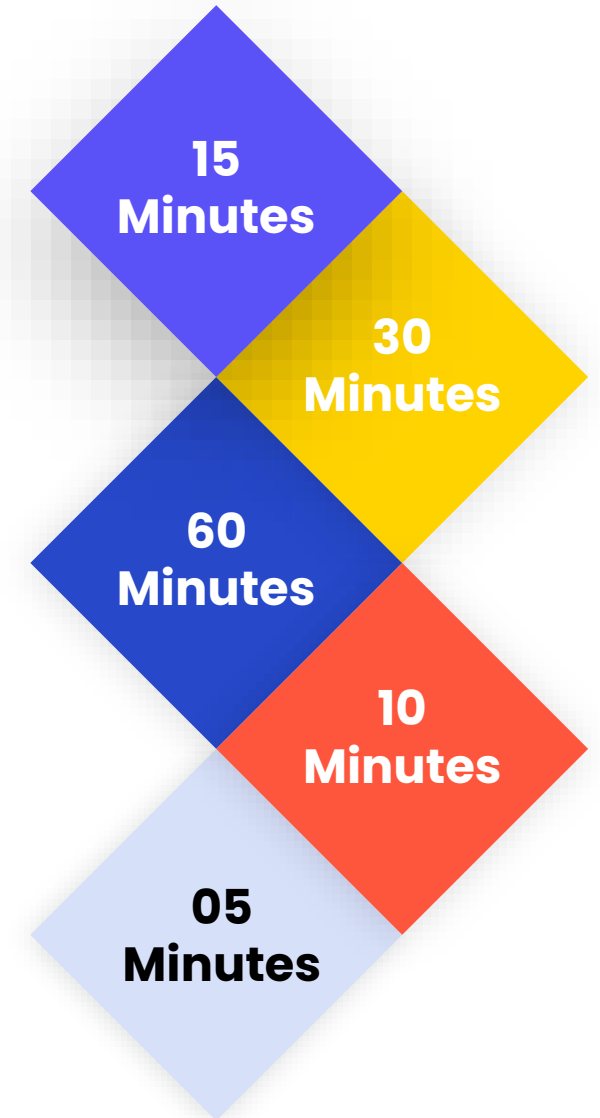
Methods

The overall study will require on average 120 minutes (although the participants will be asked to reserve a time of 150 minutes, for any eventuality), with the following sequence of tasks and an approximate breakage of the times:

The researchers (A, B, C and D) will save the participants, collect their consensus, describe the objectives of the study and provide short panoramic views of the employee column (~ 15 minutes)

Each participant will carry out two tasks aloud with the new catalog (see below for the activities), during which researchers (G and F) will notice usability problems and other unstructured observations when they present themselves (~ 30 minutes).

Each participant will perform a research activity of a book and a purchase of a common book in each of the Two catalogs (new and old catalog) in order to counterbalance (see the activities below).



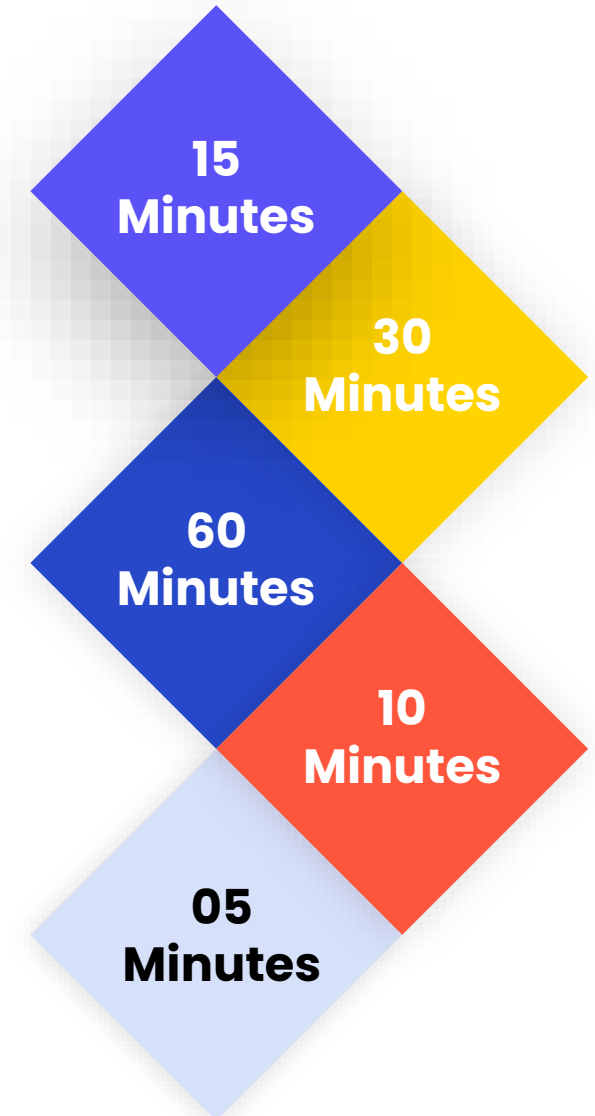
Methods

The researchers (f and g) will chronate the business and write down any errors or backtracking that occur along the way. After completing all the summative activities, researchers (A, B, C and D) will ask participants which catalog (new or old) they prefer for each activity: search for a book and purchase of a book. (**~ 60 minutes in total**)

Researchers A, B, C and D (while researcher F and G will take notes) will ask for the general feedback of the participants on the new book catalog (**~ 10 minutes**), including:

- What is your general perception of the new book catalog?
- How could the new Catalog be useful for the purchase of new book?
- What are some things that would change on the new catalog to make it more useful?
- Any other feedback for us?

Finally, researchers A, B, C and D will thank the participants for their time and compensate them with an \$ 100 gift card (**~ 5 minutes**).



Metric:

Usability Activities Aloud:

- A. **Quantitative:** Total number of usability errors.
- B. **Quality:** Types of errors and users of users as they complete the activities.



Summative activities:

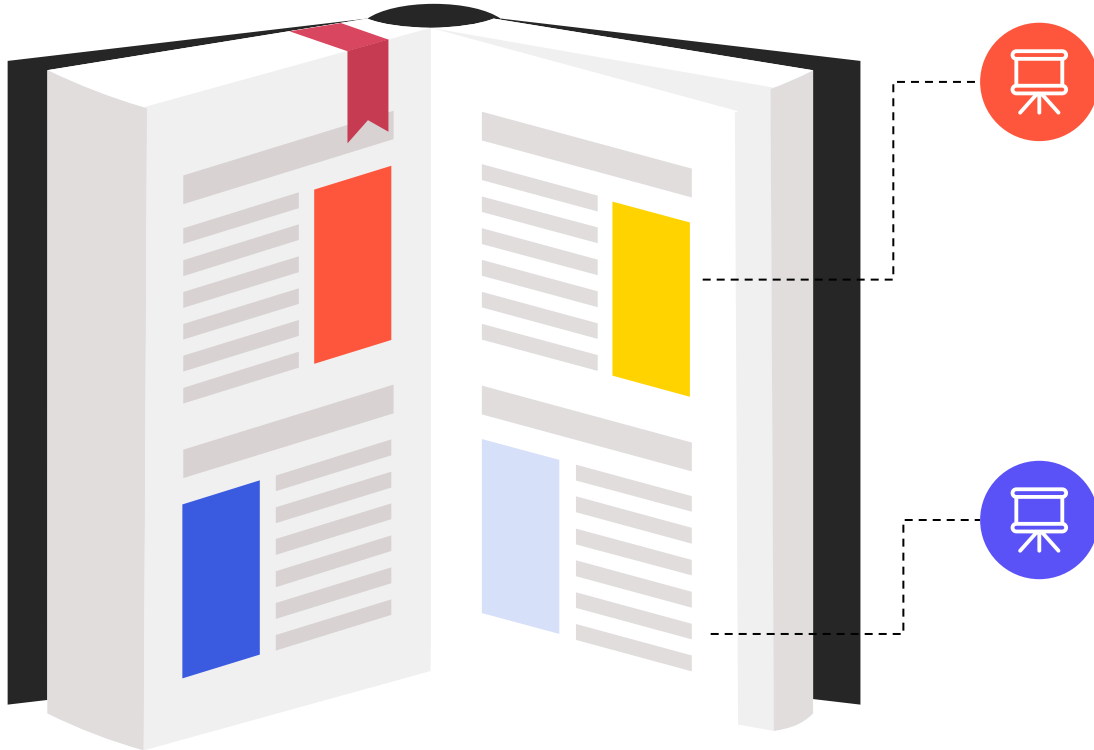
- A. **Quantitative:** Time from the start of the activity to the user stating that they are "facts".
- B. **Quantitative:** Number of errors in the final state (for example, the constraints of violated workers).
- C. **Quantitative:** Number of users who prefer the new catalog for the search for a book and the number of users who prefer the new catalog for the purchase of a new book.
- D. **Qualitative:** Total feedback of users from the interview.

Assignments

1. **Think-aloud usability tasks:** each participant carries out both activities with the new catalog.
 - a) **Search for a book:** "Next week is your friend's birthday, Joe. You know what its favorite genre, but you have no idea what a book to take "
 - b) **Purchase book:** "You found the perfect book for your friend and you have to buy it"
2. **Summative comparisons:** all participants take part in both sessions and carry out both activities (i.e., total of 4 summative tasks). Half of the participants will carry out session activities 1 using the old catalog, while the other half of the participants will make session 2 lamps with the new catalog. After the respective sessions will do the activity done by the other group.



Assignments



Session 1

- A. Book Search:** "You found various books that could be right for you, but you doubt that your friend I want to try a different reading and maybe a new literary genre".
- B. Purchase Book:** "You have your book ready for checkout, but you doubt if you buy a book for you too".

Session 2

- A. Book Search:** "The literary genre you have chosen for your friend seems right to him and it comes to mind that there is an author who writes that genre there and likes your friend so much".
- B. Purchase Book:** "You have added books in your cart too many books and you have to remove someone and then conclude the purchase."