

Usability Test Plan

YesLiberia Website Moderated Usability Test

Goals

- Assess the learnability of new users interacting with the website for the first time on desktop. We would like to observe and measure if users understand YesLiberia value, and how to perform basic initial tasks such as find a program, donating, Start a fundraising, Sponsor a child, Become a leap hero.
- Find room for improvements

Methodology

The study will be held online via Zoom will be conducted as a remote moderated test. The test will include a short briefing, task performance with YesLiberia site on a and a debriefing

Participants

The study will test 5-6 participants

- 2 prospective donors from our target age group
- 2 prospective volunteers
- 2 fundraisers

Schedule

Usability test sessions will take place on TBC, Times are TBC.

Sessions

Participants will individually engage in 15-20-minute usability test sessions. All participants will be sent a link to the current YesLiberia website. They will use their personal computer and a mouse to perform the test on site. Participants will be encouraged to speak out loud their thoughts during the session.

Equipment

Testing will be carried out on participants' personal computers.

We will record the sessions

We will also use pen and paper to take notes.

Metrics

Errors:

- Errors will be measured using Jakob Nielsen's scale:
 - 0 = I don't agree that this is a usability problem at all
 - 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
 - 2 = Minor usability problem: fixing this should be given low priority
 - 3 = Major usability problem: important to fix and should be given high priority
 - 4 = Usability catastrophe: imperative to fix before the product can be released
- Satisfaction will also be measured using the Single Ease Question 7-point rating scale after each Task.

Based on the result, we will revise the design in order to improve success rate for the next iteration.

Process for evaluating and analyzing tests

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