

Rally Tennis Usability Test Plan

Goals

- How easy is it to navigate and sign up through?
- How easy is it to use and access from a mobile device?
- Does the brand's values translate through the site and would people be convinced to go with this company?

Questions

- Is the information satisfactory, or are there additional things users would want to see?
- Is the design engaging enough?
- Is the website professional and portrays the company well?

Metrics of success

- Tasks are completed easily and efficiently with little to no errors.
- Users find all relevant information easily and don't feel like anything is missing.
- Users would choose this company and use this site to book for themselves or their children.
- The signing up is easy and goes smoothly.

Script

Intro

- Greeting and introductions
- Consent to recording
- Session overview
 - There will be 3 tasks that I will observe you doing
- Questions or concerns

Tasks

1. *Say you are interested in learning tennis and found this site, how would you go about exploring it?*

Follow ups:

- On a scale from 1-5 (with 1 being difficult and 5 being easy) how did you find this task?
- What were your initial feelings and thoughts about this company?
- What sections or information were most important to you?
- How would you go about getting in contact or signing up?

2. *Say you are a parent to young children and want to get them into a sport. Say you stumble onto this site, how would you go about exploring it?*

Follow ups:

- On a scale from 1-5 (with 1 being difficult and 5 being easy) how did you find this task?
- From a parent's point of view, what do you think is most important in convincing you that this company might be right for your child?
- Are there any additional features or information absent that you think a parent would want to see?

3. *Say you decide you like this company and want to sign up for lessons. How would you go about doing that?*

Follow ups:

- On a scale from 1-5 (with 1 being difficult and 5 being easy) how did you find this task?
- What did you think of the signup process?
- How relevant did you feel the information in the form was?
- Would you prefer signing up a different way?
 - If you had to sign up in a different way, how would you do that?

Overall follow up

- Overall, what did you think of this website and the company it represents?
- How useful do you think this website was in reaching potential tennis clients?
- How welcoming and trustworthy do you think it feels for parents looking to sign their children up?
- How likely would you be to use this site?
- Is there anything about the site you would change? Why?
- Do you have any final thoughts?

Conclusion

- Thank participant
- Any questions?