

Madison Carpenter Jewelry

Usability Testing Plan

Test Objectives

1. Test the homepage impression.
2. Test how quickly and easily users find the product they are looking for.
3. Test the product details section if the user wants to know more details before making a purchase decision.
4. Test how users can reach out to customer service if they have issues that need to be resolved.
5. Test if the user would know whether they are eligible for free shipping or not.
6. Test if the user can purchase the product as a gift by adding gift options.
7. Test how quickly and easily users can accomplish the check-out process.
8. Identify the user's pain points and frustrations during the abovementioned tasks.

Test Subject

High-fidelity prototype via Figma.

Test Methodology

1. Moderated in-person testing: The facilitator will record the session, take notes and observe the user's gestures and expressions.
2. Moderated remote testing (if necessary) : The user will share the screen while interacting with the prototype via Google Meet/Zoom.

Participants

3-5 online shoppers who live in the U.S.

Recruiting Plan

Recruit through my network and choose participants based on who represents the most potential users.

Script Procedure

Hi (Participant's name)! My name is Gozde. Thank you so much for participating in our session today. We are asking people to test the jewelry e-commerce website we are working on to understand whether it works as intended. I will give you to complete a few tasks on the website. As you use the site, I'll ask you to think aloud. You can't do anything wrong here, so you don't need to worry if you will make any mistakes. With your permission, I will be recording this conversation for my reference. Do you have any questions so far? If not, let's get started!

Task, Errands

Task 1

Imagine one of your close friends' birthdays is coming up and you want to order earrings from her favorite designer's website. How would you find the white Casper earrings on the website?

Task 2

After checking out the reviews, you want to purchase the earrings as a gift. How would you add a gift message and gift box?

Task 3

It's your first time on this website; how would you complete the checkout process with a credit card payment?

Questions

- What's your first impression of the homepage?
- After a quick scan of the homepage, are you able to know where to go to find the earrings?
- Which section would you click first to find the earrings on the homepage?
- What information about the jewelry would you like to see before adding it to your bag?
- How do you feel about the reviews on the product page?
- How would you know if you are eligible for free shipping?
- How would you add a gift message and box for your purchase?

- Does the checkout page make you feel secure enough to share your credit card information?
- Is there anything that confuses or frustrates you during the checkout process?

Test Goals

Evaluate the interaction with Madison Carpenter's website. Identify the pain points and opportunities to iterate the design. Have a better understanding of how easy and quick to accomplish the task.

Test Success Rate(how many people were able to complete the task)
Error-Free Rate