Usability Test Plan: Immigrants

Purpose and Goal:
The goal of this test is to uncover whether certain key functions of the application are easily findable and usable, whether the functionality, navigation, and labels within the app are intuitive, and whether the app solves the users' main problems quickly and efficiently. The scope of this test includes key user scenarios.

Logistics:
This test is being conducted with 5 participants total. This is a moderated test. It is going to be conducted over Zoom while being observed and moderated when needed.

Script for Participant:
- Permission to record?
- I am testing the product, not you.
- Think out loud, even if you are unsure what's happening.
- Focus on explaining what you think is happening, not on how you would fix it.
- This test is for an app that will help you connect with buddies to help you integrate into
- America.

Where they're from:
How long they've been here:

Scenarios and Tasks and Metrics:

"You are Sofia, a Ukrainian immigrant who just came to the US and you want to use this app to find local friends who can help you. Show me how you would do each of the following tasks:

Flow 1:
1. You go onto immigrantbuddies.com and you want to create a profile. You want to look for someone who can help you with finding jobs and getting familiar with American culture. You speak Ukrainian.
   a) Areas of Help Page: What do you think about the presentation of the Areas of Help? What order would you want these areas of help to be in (categorized in what way)?

Flow 2:

You have created your profile and you've been using the website for a while to search for buddies. You want to log in and find another Buddy.

1. Sign into your account. Describe what you see on this first page and what it means to you.

2. You want to see what your personal information looks like to others. Show me how you would view your display information.

3. You want to change your description in your profile. Show me how you would do that.

4. You want to hide your profile so that it is not public and visible to Buddies searching for immigrants. How would you do that?

5. You're looking for potential Buddies. Show me how you would do that.
   a. What information would you be looking for? What is most important for you to see <on the Buddies screen>?
   b. What do you think that flag means?

6. You want to learn more about Julianna. Show me how you would do that.
   c. What can Julianna help you with?
   d. What information do you know about her?

7. You want to connect with Juliana. Show me how you would do that.
   e. What would you ask her for first?
   f. Would you want any suggestions?

8. Juliana has now accepted your request. Where do you think you can easily return to her profile from the product? (should be home page- My Buddies)

9. You want to check all the messages you have in your inbox.

9. You want to write Juliana a message, show me how.

10. you want to ask the company a question. Show me how you would do that?

What do you think of the name Immigrant Buddies for this application? What ideas for names do you have for Immigrant Buddies:
   g.
   h.
   i.

Would this website be valuable to you?
Would you pay to use this website or to connect with anyone? If so, how much? Would you pay to have support?

How did you feel about your experience?
   j. Did it feel familiar? Similar to other apps you've used?
Anything confusing about the application?

      k.   What made you pause and think "oh, I was expecting something else?"
Was anything not easy or was frustrating?

      l.   "tell us what annoyed you about the user flow!"
What was satisfactory?

      m. "What did you like? Why did you like it?"
How was your experience compared with other resources or methods you have used to find local help?
Any suggestions?

Are you likely to use mobile or desktop as an immigrant? What about native mobile vs. mobile web?

**If there is time, we can ask them user interview questions:
- What were your goals for coming to the US?
- How was your experience adjusting to life here? what did you find difficult or confusing?
- -others from sheet