Unite: Scheduling App Usability Test Plan

Project Goal

Design an easy-to-use scheduling app to make a company's scheduling process more streamlined. The goal of the app is to provide up-to-date information about all meeting rooms and provide the user the ability to manage any bookings they might have.

Hypothesis

Through user testing, we will find out if this app will enhance the user's workflow and make it easier for a company to manage their appointment and meeting room bookings. While conducting tests, the user will easily find their desired meeting room and book it for an upcoming meeting.

Concerns To Focus On
- Page hierarchy - is the layout of the page clear enough?
- CTAs - are all the CTAs easy to find?
- User's priority - What information is the most important to a user?

Target Users

Employees from all different levels working at a large company.

User Goals

The users successfully book an available meeting room that fits their criteria for the meeting.

Metrics
- Amount of time an average user takes to complete a task
- Scores users gave to questions about the product
- Number of mistakes the users made while completing a task
- Any errors the user found
- Percentage of users repeating the same mistake

Scenarios

The user is an employee at a large corporation looking to book a room at the corporation's campus for an upcoming meeting. They need to book a meeting room soon for the meeting in order to block off everyone's calendars.

Tasks

1. Find an available meeting room
2. Book the room
3. Invite 1 external attendees and 3 internal attendees
4. Confirm booking

Script

Hi _____, thank you for taking the time to participate in this study. Today we will be testing out an app design. We perform these user testings as a way to validate our design decisions and see if the design is even usable prior to putting in more resources and developing the product. First, let's gather some background about you.

[Discuss why we need testing + ask about their background and if they've used any scheduling apps before]

Before we begin, I would like to give you an overview of the test and some context for the test. Overall, this will be very straightforward, I will give you a series of broad tasks to complete and ask you questions along the way.

First, let me emphasize we are only testing the app, not you. There is no wrong answer here. Also, at any time, please feel free to let me know if there's something you like or dislike, if there's any part you're confused about, etc. I promise you won't hurt my feelings! This will help us improve our app.

During testing, I'd like you to "think aloud" as much as possible. Essentially, this means I'd like you to speak your thoughts as often as you can. For example, you may be looking at a page, see something that catches your attention and want to click on it. In that case, saying something like "this caught my eye so I'm going to see what it is" would be very useful.

If at any point you have questions, please don't hesitate to ask. Do you have any questions so far?

[Answer any questions they might have]

Ok, let's get started.

Background

First, just tell me any thoughts you have about a scheduling app.

Imagine you're an employee at a large corporation (throw an example) and you work at their corporate campus. The campus is huge, with hundreds of meeting rooms and each room is unique and fulfills different needs. You want to set up a meeting with your team and some external partners, so you would use Unite, a scheduling app, to find an appropriate room for your meeting. We will be going through that process in this test.

Do you have questions about the scenario?

[Answer questions]

Task 1 - Find meeting room

So now that you have some context, what would you want to do on the app first?

[Let user answer]

Let's begin by finding an available meeting room.

[Let user find the meeting room]

In this meeting room, what would be of interest to you?

[Let user answer]

Task 2 - Book the Room

Now that you found your meeting room, go ahead and begin to book the room for your meeting, make sure to invite people to the meeting.

[Let user go through the process of booking it]

Task 3 - Invite 3 internal attendees and 1 external attendee

For this meeting, you will be inviting 3 internal attendees and 1 external attendee. The external attendee has never been to the office before, so they will need directions to get there.

[Let the user select the attendees]

Task 4 - Confirm Booking

Great, once you've finished adding people, all you need to do is confirm your booking.

[Let the user confirm the booking]

Okay, this was fantastic. So we are done with the testing portion of the session. All that's left is just a few questions. Is that okay?

1. If you had a magic wand, what would you want to have in this app?
    a. What features would be helpful to you to accomplish your goal?
2. Were there any parts you found confusing?
3. What information stood out when you were looking at the meeting room page?