

Usability Test Plan

Purpose:

NewBalance.com wants a usability test to identify and resolve critical usability issues before their next update of their website releases.

Test Goals:

Users can enter their personal details and create an account on the site.

Users can find a shoe of a particular category using the website categories and filters then add it to cart.

Users can easily and smoothly purchase the product through the checkout process.

Most critical processes:

Registering an account on the Newbalance.com website.

- Registering an account is critical because it enables users to save their personal details, track completed orders, access member benefits, and have a smoother checkout experience by saving their contact information and address line.

Using website categories and filters to find a suitable product, adding it to cart.

- Using website categories and filters to find a suitable product is critical because it is essential for helping users quickly locate items that match their preferences (eg. Price range, material, colour etc.), thus leading to more users actually finding and buying a product.

Go through and complete the checkout process to purchase items in cart.

- Completing the checkout process is the most important step, as it determines whether users can successfully complete their purchase without facing any issues, ensuring that the entire process is smooth will directly impact and improve sales.

Test Participants User Profile:

Age: 18-25

- User Type: Student
- Knowledgeable on fitness footwear
- Online Shopping Experience: Has purchased products using websites at least 2 times before
- First time users of Newbalance.com

Number of Test Participants:

I plan to test a total of 5 participants:

- 5 first-time Newbalance.com shoppers

An additional 2 users will be recruited as backups.

Length of Test Session:

The total length of each session will be 60 minutes, including:

- Welcome & pre-test briefing: 5 minutes
- Test session: 40 minutes
- Post-test questionnaire: 10 minutes
- Post-test briefing: 5 minutes

Test Location and Environment Set Up

The usability testing will be conducted at RP Classroom.

The moderated usability testing method will be used for this session.

Metric Data Collection:

The following data will be collected during the usability test session:

- Completion Rate
- Task Time
- Number of Errors/Mistakes
- Usability Problems Observed
- User Satisfaction

Usability Scenarios

Scenario 1 (2mins)

You heard about the Newbalance.com website from your friends and want to create an account for future purchases. Create a new account and complete the registration process on the Newbalance.com website.

Answer Path:

1. Click on the profile icon at the top right of the homepage
 2. Click on "Create Account"
 3. Enter personal details (First name, Last name, Email, Password)
 4. Check the box for the Terms and Conditions, and the Privacy Policy
 5. Click "Create Account"
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Scenario 2 (2mins)

You are looking for a new pair of running shoes, but you have a budget of \$150 - \$200. Using Newbalance.com, navigate to the "Running" shoes category, use the filter to stay within your budget and add a suitable running shoe to cart. (You are a male US size 8.)

Answer Path:

1. From the homepage, hover over the "Men" button on the top navigation bar.
 2. Click "Running" under the "Shoes" section
 3. Scroll down and click "Price"
 4. Click on the "\$150-\$200" option
 5. Click on a suitable shoe
 6. Click on the "8" option for the sizes
 7. Click on "Add to cart"
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Scenario 3 (4 mins)

You have found the shoes you are looking for and added them to cart. You are ready to complete the purchasing process. Go through the checkout process to purchase the clothes.

Answer Path:

1. From the homepage, click on the cart icon
2. Click "Checkout"
3. Enter your personal information (First name, Last name, Address Line, Postcode, Phone number)
4. Select the "Standard Delivery" shipping option
5. Click "Continue to Payment"
6. Choose your preferred payment method and complete the purchase

Post Task Questionnaire

1. How easy or difficult was it to complete this task? Please explain why you gave that rating.

1 -Very difficult | 2 - Moderately difficult | 3 - Neither easy nor difficult | 4- Moderately easy | 5 - Very easy

2. Was it stressful to perform that action?

3. Did you find the task challenging?

4. What problem(s) did you encounter while performing that action? (If necessary) perception of the task they've just completed.

Post Test Questionnaire

After all scenarios:

1. Rate your overall satisfaction with Newbalance.com.sg.

1 - Very unsatisfied | 2 - Unsatisfied | 3 - Neutral | 4 –Satisfied | 5 - Very satisfied

Please explain why you gave that rating.

2. What did you like most about your experience?

3. What did you find most difficult or frustrating?

Moderator Script

Hi, my name is Shawn, and I'll be guiding you through this session.

Thank you so much for coming in today. Before we get started, I want to tell you a little about what you'll be doing and give you a chance to ask any questions.

*Today, we're asking you to try out the **Newbalance.com website** and complete a set of tasks.*

Our goal is to see how easy or difficult you find the site to use.

I'll be recording your reactions and comments as you use Newbalance.com. A colleague will also be helping by taking notes and observing your interaction with the site.

*I want to make it clear that we're testing the **website**, not you. You can't do anything wrong here. We really want to hear exactly what you think, so please don't worry about hurting anyone's feelings. Your honest feedback will help us improve Newbalance.com.*

As we go along, I'll ask you to "think aloud"—just say what you're thinking as you work through the tasks and screens, even if it's something like, "I'm drawing a blank." This helps us understand your experience.

If you have any questions, feel free to ask. I might not be able to answer them right away, since we're interested in seeing what people do without extra help—but I'll answer any remaining questions at the end.

Do you have any questions before we start?

(Wait for questions, then continue.)

Moderator:

I'm going to give you a series of tasks, one at a time. Just go through each task as you normally would, and please let me know when you're done.

Task 1 (Read to participant):

"Here's your first scenario: You heard about the Newbalance.com website from your friends and want to create an account for future purchases. Create a new account and complete the registration process on the Newbalance.com website."

"Remember to say your thoughts out loud as you work."

(Wait and observe. Only help if the participant is completely stuck. Take notes.)

Answer Path (for moderator validation):

Answer Path:

1. Click on the profile icon at the top right of the homepage
2. Click on "Create Account"
3. Enter personal details (First name, Last name, Email, Password)
4. Check the box for the Terms and Conditions, and the Privacy Policy
5. Click "Create Account"

Post-task question:

How easy or difficult was it to complete this task?

1 - Very difficult

2 - Moderately difficult

3 - Neither easy nor difficult

4 - Moderately easy

5 - Very easy

Please explain why you gave that rating.

Task 2 (Read to participant):

"Here's your second scenario: You are looking for a new pair of running shoes, but you have a budget of \$150 - \$200. Using Newbalance.com, navigate to the "Running" shoes category, use the filter to stay within your budget and add a suitable running shoe to cart. (You are a male US size 8.)"

"Remember to say your thoughts out loud as you work."

Answer Path (for moderator validation):

1. From the homepage, hover over the “Men” button on the top navigation bar.
2. Click “Running” under the “Shoes” section
3. Scroll down and click “Price”
4. Click on the “\$150-\$200” option
5. Click on a suitable shoe
6. Click on the “8” option for the sizes
7. Click on “Add to cart”

Post-task question:

How easy or difficult was it to complete this task?

- 1 - Very difficult
- 2 - Moderately difficult
- 3 - Neither easy nor difficult
- 4 - Moderately easy
- 5 - Very easy

Please explain why you gave that rating.

Moderator:

Thank you. Now let’s move on to the next one.

(Repeat for each subsequent task, using the same structure)

Task 3 (Read to participant):

“Here’s your third scenario: You have found the shoes you are looking for and added them to cart. You are ready to complete the purchasing process. Go through and complete the checkout process to purchase the clothes.”

“Remember to say your thoughts out loud as you work.”

(Wait and observe. Only help if the participant is completely stuck. Take notes.)

Answer Path (for moderator validation):

1. From the homepage, click on the cart icon
2. Click “Checkout”
3. Enter your personal information (First name, Last name, Address Line, Postcode, Phone number)
4. Select the “Standard Delivery” shipping option
5. Click “Continue to Payment”
6. Choose your preferred payment method and complete the purchase

Post-task question:

How easy or difficult was it to complete this task?

- 1 - Very difficult

- 2 - Moderately difficult
- 3 - Neither easy nor difficult
- 4 - Moderately easy
- 5 - Very easy

Please explain why you gave that rating.

After all tasks are completed:

Post-test questions:

1. *Rate your overall satisfaction with Newbalance.com*
 - 1 - Very unsatisfied
 - 2 - Unsatisfied
 - 3 - Neither unsatisfied nor satisfied
 - 4 - Satisfied
 - 5 - Very satisfied
2. *Please explain why you gave that rating.*
3. *What did you like most about your experience with Newbalance.com?*
4. *What did you find most difficult or frustrating?*

Moderator:

Thank you. Your feedback has been very helpful. Do you have any questions for me about what you just worked with?

OK, we're finished.

Thank you for participating in this evaluation session. Your feedback has been very useful to us.

Participant Script

Scenario 1:

You heard about the Newbalance.com website from your friends and want to create an account for future purchases.

Task:

Create a new account and complete the registration process on the Newbalance.com website.

Scenario 2:

You are looking for a new pair of running shoes, but you have a budget of \$150 - \$200.

Task:

Using Newbalance.com, navigate to the “Running” shoes category, use the filter to stay within your budget and add a suitable running shoe to cart. (You are a male US size 8)

Scenario 3:

You have found the shoes you are looking for and added them to cart. You are ready to complete the purchasing process.

Task:

Go through and complete the checkout process to purchase the clothes

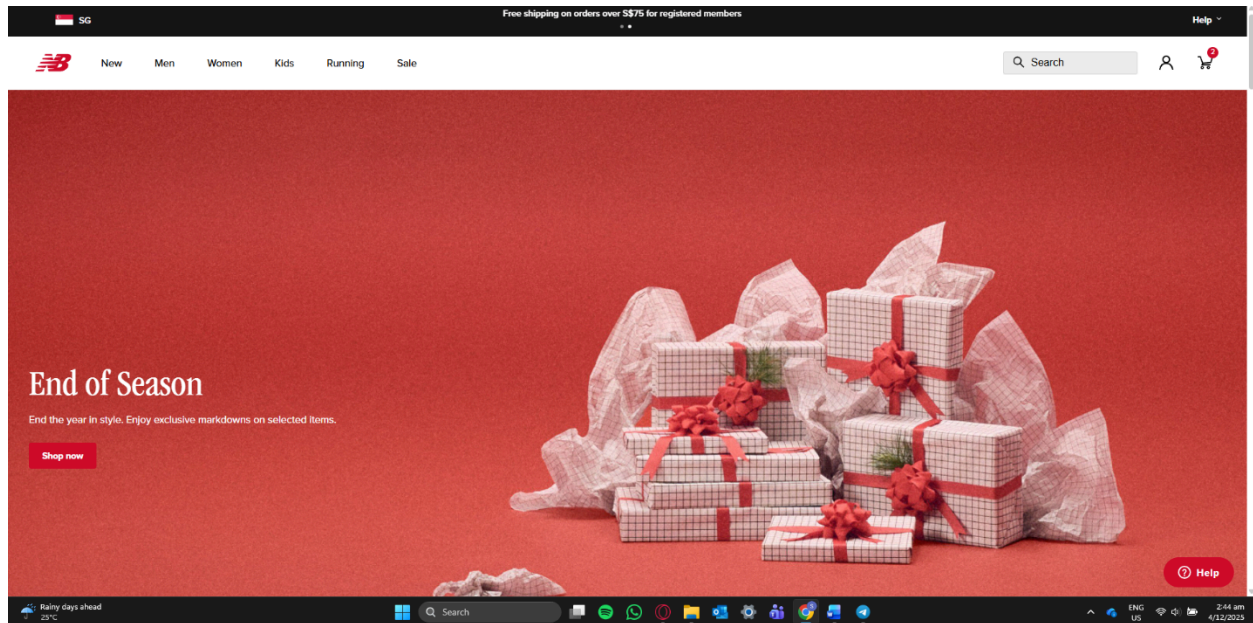
Please do each task in order. If anything is confusing, just do your best and share your thoughts.

Appendix

Website URL: <https://www.newbalance.com.sg/>

Website Timestamped Screenshots:

Homepage



Registration page

