Usability Test Plan

South Dakota Game, Fish and Parks Website

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ITC 298 UX Research Methods

Website Under Evaluation: <http://gfp.sd.gov/>

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Introduction

This usability testing project is designed to improve our understanding of how users of the South Dakota Game, Fish and Parks utilize the website, and where the website could be serving them better.

The main usability issue that we will be addressing with this project will be the success or failure of the information architecture and navigational user pathways of the website. This project is designed to determine whether users are able to access the information they're looking for with ease.

Research Questions

We plan on answering the following questions with our usability study:
- Are the website hierarchy and user pathways intuitive?
- Can users perform common tasks and retrieve information relevant to their interests?

Target Audience

We will be focusing our attention on potential visitors to South Dakota parks, particularly prospective campers and hunters. Our target audience is wide - the SDGFP website should be able to cater to the needs of young as well as old hunters, single campers, family campers, and those looking for leisurely activities within South Dakota.

Methods

The primary method involved in this test plan will be to conduct individual usability testing sessions. We plan to hold at least one session, that will consist of a set of tasks to be performed by the participant using the think-aloud protocol.

The main usability test will be composed of the following four steps:

1. Participant greeting and background questionnaire: The test moderator will greet each participant personally and try to make them feel comfortable and relaxed. Participants will be asked to fill out a questionnaire that asks some basic information about them. The moderator will also inform participants about the issue of confidentiality.

At the end, participants will be asked to sign a participant consent form.

2. Orientation briefing: Participants will receive a short, scripted introduction to the test, explaining its purpose and objective, and additional information about what is expected of them. Participants will be informed that they are being observed and their activities on the website will be recorded using Google Hangouts software.

3. Usability Test: Once the orientation is complete, participants will be asked to take a seat at a desk with a computer station. They will be asked to open the webpage and the test moderator will then guide them to carry out a series of tasks. Participants will be encouraged to use the think-aloud protocol. For each task the following data – task success, time taken, and efficiency of navigational pathway – will be recorded. The test moderator will also make notes about participants' behavior and comments. The participants' activity on the website will be recorded by using Camtasia software in order to get a permanent record for later verification.

4. Post-task interview and questionnaire: Once the tasks have been completed or the maximum time for each task has been reached, each participant will be debriefed by the test moderator. Once debriefed, the participants will be asked post task interview questions about their experiences, specific errors or problems they encountered during the test, subjective perceptions of usability of the website, and overall comments about their performance. Furthermore, participants will be asked to fill out a post-task questionnaire. After the post-task interview and questionnaire session, the participants will be thanked for their participation.

Logistics

Each session will take place in a single-room set up, as outlined in our assignment guidelines. The participant will be asked to sit at a desk with a computer, while the test moderator sits off to the side. The observers and note takers will be watching the recorded sessions at a later date.

Tasks

Each individual session will consist of a set of tasks and an interview/questionnaire for the participants to complete. A test moderator will read aloud a script of tasks to be performed by the participant.

Task	Category	Description	Require to Perform	Success Criteria	Maximum Time
1	Events Calendar	Find the event details page for festivals occurring in the month of September, 2016.	1. From the homepage, click on the Events Calendar 2. In the "Search by Date" field, select a start date of 09/01/2016 and end date of 09/30/2016 3. In the "Search by Category" field, select "Festivals", and click on the search button 4. Navigate to the details page for each festival in September 2016, without using the browser back button	Clearly view the event details page for festivals in the month of September, 2016	5 minutes
2	Hunting License	Determine how long after purchase one would receive a hunting license for a Black Hills Deer.	1. From the homepage click on "Hunting" from the menu 2. Under "Big Game licenses" click "license type and costs" 3. Read under "Deadlines"	Clearly view the Big Game license deadline information.	7 minutes
3	Entrance License	Purchase one park entrance license for a motorcycle; change your mind and try to purchase 2	1. From the homepage, click on Licenses and Permits, then go to "Park Permits" 2. Middle right of page click link "Purchase online" 3. Middle bottom right of page click on "Buy a park entrance license" 4. Click on "Park Passes" in the menu 5. Click "1" on motorcycle permit; then change your mind and go back and change purchase to "2"	Clearly interact with the pass purchasing interface to schedule a motorcycle license.	9 minutes

Data Collection

Data collection will be done through video recording (using Google Hangouts), think-aloud protocol, observation, surveys and questionnaires.

At the end of the sessions, we will have the following:

Quantitative Data

1. Time required to complete each task (Time-On-Task issue)
2. Number and percentage of tasks completed successfully with and without assistance (Task success issue)
3. Number of clicks before completing each task (Efficiency issue)
4. Percentage of participants who finished each task successfully
5. System Usability Scale (SUS) score for each task

Qualitative Data

1. Observations and voice recordings will give us indicators about what the participants were confused by and why
2. Post-task interview will give us more insight on the participants' decisions during the test session
3. Participants' opinions of the usability and aesthetics of the website

Reporting

A formal analysis will be performed at the completion of the usability evaluation.

The deliverables will include:
- A final evaluation report
- Further recommendation

The final evaluation report will document the usability issues observed using the website.