

ImageFlow Prototype User Testing Procedure

As of March 9, 2015

Purpose

The goal of the prototype user test is to establish whether the new UX approach provides a simpler and more intuitive user experience for the end-user. Key factors are:

- Intuitiveness (can a user with no previous experience figure this out on their own?)
- Understandability (are all elements either self-explanatory or explained?)
- Ease of use (is the procedure quick and painless with as few steps / clicks as possible?)
- Effectiveness (Is it easy to use)
- Mobile readiness (hard to test at this point but worth keeping in mind)

Test subject selection

For the user tests to be of value we need a broad spectrum of end-users to represent different types of users of different skill levels and with different end-goals.

In order of importance (1 most, 5 least) these users are:

1. Bloggers with little-to-no technical skills but some WordPress experience
2. New WordPress users
3. Experienced WordPress users
4. WordPress as CMS users
5. WP professionals (designers, developers, core contributors)

Methodology

All test subjects should be presented with the same test data (the Prototype) and walked through a series of questions and instructions in the same way. The test should be recorded using screen capture software (eg. Camtasia, ScreenFlic) or using a live stream (Google Hangouts). Upon completion all tests should be uploaded to the [ImageFlow YouTube channel](#).

The simplest way of conducting a user test is to use Google Hangouts under the banner of ImageFlow. To gain access to the ImageFlow Google+ Page (and thereby the ability to execute Hangouts as ImageFlow) contact Morten directly through Slack and provide your Google email account.

Using Hangouts tests can be performed in person or over the web. Make sure the screen of the test computer is shared before commencing the test. The video will automatically be shared to YouTube upon completion.

Testing Procedure

Before the test begins, load up the Prototype (<http://flow.teamadesign.net/single-app/>) in the tester browser and explain to the subject that this is a prototype, not a final product. Instruct the user to:

- ignore the design and focus only on interactivity and functionality.
- “think out loud” and explain what they are doing during the test.
- Ask questions if something is confusing.
- Provide suggestions for how they think something should behave.

Questions

The following questions should be asked as they are written below for consistency:

Part 1: Personal

1. What is your first name?
2. Are you OK with this being recorded for public consumption?
3. What is your occupation
4. How would you rate your skill level with WordPress: Never used, beginner, experienced blogger, experienced administrator, theme / plugin developer, advanced
5. Have you used the image uploading and adding feature in WordPress before?
 - a. If yes: Without looking at it, do you find that experience to be simple and intuitive?
 - b. If no: Have you tried to add an image to a WordPress post before?

Part 2: Prototype test

1. In the prototype in front of you, add a new image to the post. Explain what you are doing as you move along.
 - Explain that the user can't upload their own photos but have to use one from the prototype.
 - Once the image is added to the post, move to #2
2. Just like before, add an image - new or from the gallery - to the post. This time, change the metadata, link target, or image size as you do so.
 - If the user gets lost and starts over multiple times, help them by providing a single tip at a time, eg. “Try clicking the ‘View’ button on the bottom”, or “Try clicking the ‘Info’ button at the top”.
 - Once the user has successfully altered metadata and added the image, move to #3.
3. This time add multiple images to the post at the same time.
 - Once the user has successfully added multiple images, move to #4.
4. Can you show me how you would change the metadata of several images in the library before adding them?

- If the user gets lost and starts over multiple times, help them by providing a single tip at a time, eg. “Try clicking the ‘View’ button on the bottom”, or “Try clicking the ‘Info’ button at the top”.

Part 3: Debrief

1. On a scale from 1 to 5, one being very hard and 5 being very easy, how would you rate the experience of adding an image?
2. On a scale from 1 to 5, how would you rate the experience of working with the metadata for an image?
3. On a scale from 1 to 5, how would you rate the intuitiveness of this user experience?
4. If you’ve used the current image uploader in WordPress, how would you compare it to the prototype you’ve just tried: Much worse, worse, the same, better, or much better?
5. What are the parts of the prototype you like the most?
6. What are the parts of the prototype you like the least?
7. What would you do to change the prototype?