

Usability Testing Plan &



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Organization: La Biennale Di Venezia

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URL: <http://www.labiennale.org>

Due Date: Week of 2/27-3/03

Background

La Biennale Di Venezia is a worldwide art exhibition that features contemporary art which is easily accessible for tourists and art enthusiasts. The exhibitions take place in several cities across the world, with Venice as the central and original location.

We have begun analyzing La Biennale Di Venezia's website using several different UX/UI related tests, such as a Competitive Site Analysis, Heuristic Evaluation, and Card Sorting. Our next step is to conduct a Usability Testing exercise.

Usability testing is a useful tool through which we ask participants to perform a set of tasks and record user's impressions on the website, like its strengths and what aspects need improvement.

Research Questions

These questions range from usability to overall structure of the website containing easy user interface. By using consistent questions to evaluate La Biennale website, we can come up with a concrete metric through which to base our redesign.

- 1) *Is the visual design compelling?*
- 2) *Is each page strongly structured for easy read of information?*
- 3) *Does it have an intuitive user interface structure? (UI/UX)*

Target Audience Information

The scenarios and tasks are highly designed based on not specific interest, but broad user base in general. However, parts of our scenarios and tasks require to be a particular subjected person. Our participants will enroll by suiting themselves in situations and result their best.

Mentioning previously, due to the fact that the task and scenarios were more narrowed towards usability and structure of the website with easy user interface; we decided students in ITC298 class at Seattle Central College to be our participants for our study.

Methods/Logistics

Our group will be creating a total of five scenarios which will be tested via ten separate usability participants. These scenarios will be tested over a period of two days, with a member of the team overseeing two participants each. These testing sessions will be structured to provide the usability participants with the most natural environment our group can simulate. The structure of the tests will be as follows:

- *The participant will be seated at a computer beside one of our group testers.*
- *The participant will be greeted and familiarized with the testing environment.*
- *The participant will be provided a task to complete that they will read and then mimic.*
- *The group tester will observe the participant's user experience while mimicking this task.*

- *Once testing is finished, the participant will be given a questionnaire regarding the test.*
- *This entire process will be recorded via Google Hangouts.*

Greeting & Orientation

To begin, each participant will be greeted warmly and acclimated to the testing environment to encourage a relaxed environment. This will assist in recreating a testing scenario that mimics reality for more accurate results. Then, the objectives of the usability testing and the eventual use of the information gathered by the test will be explained.

After the participant is familiarized with the Biennale website, logistics for the tasks will be briefed. A consent form will then be provided that they must sign before testing, and they will be notified that the session will be recorded.

Usability Test

The purpose of the usability test is to acquire data via simulated scenarios and tasks to determine usability and functionality for improvement upon a product. Participants will contribute valuable empirical data through testing that our group will utilize for redesigning the Biennale website.

Once introductions and orientations are complete, the participants will be guided through our tests to complete them in a way that is both recordable and observable. Ideally, the participant will verbalize and physically show their process as much as possible to provide the most results during each test. This think-aloud protocol will be taken note of on paper and recorded via Google Hangouts.

Think-aloud protocol is encouraged to make light of even the smallest details. Each test involves a heuristic movement through a task that requires several steps. Encouraging the participant to verbalize as many steps as they can will not only identify these steps, but encourage discussion about them and provide data.

In addition to think-aloud protocol, other small details such as facial expressions, moods and receptiveness of the participant, and misc. comments will be recorded. The note taker will make sure to include these details along with the time spent on each task, as well as the efficiency and success of its testing.

These records will be taken on a note taking form that is tailored for each specific task. As the test is completed, the participant will then be given a post-test questionnaire.

Post-Test Questionnaire

Once testing has finished, the participant will be given a post-test questionnaire regarding the Biennale website. The purpose of this questionnaire is to gather information about the participant's satisfaction with the organization of data, ease of navigation via heuristic pathways, and effectiveness of visual communication and design of the website.

The participants will then discuss their experience with the tester. A short period of open discussion is necessary, as the questionnaire may not address all necessary factors. This discussion time will allow the participant to bring up any issues they may have had with the website or task, suggestions for the group for improvement, or specific ideas about the website that they found problematic.

Once this discussion time is finished, a debriefing period will follow. Then, the participant will be thanked for their generosity and time.

The Scenarios and Tasks

Scenario 1: An American tourist goes on vacation to Italy for two weeks from May 31st-June 14th, 2017, and only knows enough Italian to get directions and go to the bathroom. She is with her husband, both retired, and they are looking for things to do in the city. They go on La Biennale website to see if any exhibits are open during their stay.

Tasks:

1. *From the main page: look for an art exhibition. Purchase 2 tickets if available. You don't have to enter any personal info to complete this task.*

Scenario 2: An up and coming italian filmmaker is looking for more exposure in the art world. He seeks opportunity through La Biennale Institution. He has experience filming virtual reality scenes in his movies and would like to be involved in the upcoming Biennale College Cinema exhibition in September 2017.

Tasks:

2. *From the homepage, find more information about the Biennale College Cinema VR.*

Scenario 3: The user is a choreographer from France who is looking to participate of the 11th International Festival of Contemporary Dance that will take place this year.

Task:

3. *Find out what is the required documentation and where to send it in order to apply for the festival*

Scenario 4: This user is a blogger for a progressive online art magazine called 'Whip'. She is researching local and international museums that hold art exhibitions to write an article. She wants to attend the 57th International Art Exhibition Press Preview.

Tasks:

4.1 *Figure out how to obtain a press pass*

4.2 *Get a press-kit package*

Data Collection & Reporting

The research team will record all sessions with Google Hangout and participants will be asked to explain their actions and thought processes using the think aloud protocol. We will record and/or analyze the following data:

Quantitative Data

1. Time, in minutes, spent completing each task
2. Number of errors made while completing the task

Qualitative Data

1. Participant's thought process and immediate impressions and observations of the website. This will be documented through the recorded Think aloud protocol.
2. Participant's overall impressions and observations of the website.

The results of the usability tests will be compiled into a report that details quantitative and qualitative data, as well as the research team's recommendations for changes.