

Usability Testing Research Plan

[Name of research project]

Background:

Why is this research initiative important from the user's perspective? Why is it important from the business perspective? What will the test help us uncover? Will it teach us how to iterate on current designs?

Internal stakeholders:

List the stakeholders involved in this particular project and their associated role

Research objectives:

Objectives boil down to the main reasons you are doing the research; they are the specific ideas you want to learn more about during the research and the questions you want to be answered during the research. Essentially, the objectives drive the entire project, since they are the questions we want to be answered.

You should have 3-4 objectives for your project, and they should be focused on:

- Evaluating the current experience
- Understanding the experience of a prototype
- Testing the efficiency, effectiveness, and ease of use of a prototype/live product

Business objectives:

Why is the business interested (or why should they be interested) in running this research project? What is the problem you are trying to understand? What financial KPIs could this impact (think acquisition, revenue, retention)?

Hypotheses:

What are the expectations or anticipated outcomes of this research project? What do we think we know now?

Methodology:

Based on the goals/objectives, what methods are we going to use? Is this project a concept, prototype, or live product? How long will the sessions be? How many will there be? Will they be remote or in-person? What tools will we use? What devices?

Metrics:

Based on the methodology, decide on different metrics for sessions like usability testing, which would include time on task, task success, ease of use, number of errors etc.

Participants (I will help with this):

Qualifications: are there any participant qualifications that need to be met? For example, do they need to be a certain type of user? Is it necessary that they have browsed your website or never have used your app? Sample information:

- Is there a demographic mix (gender, location, income, age)?

Anticipated timeline:

Give an anticipated timeline of how long the research will take, from recruiting through analysis share out

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Interview Guide

Introduction

A brief introduction to the session

Hi there, I'm Nikki, a user experience researcher at X. First off, thank you so much for being willing to participate in this session. We really value your feedback and use what we learn from you within our product team to help us make customer-focused decisions.

For the next 60-90 minutes, we are going to be talking through how you use the X website/app. Remember, this isn't a test. I want this to be more of a conversation than an interview. There are no right or wrong answers, we are mostly interested in your opinion and honest feedback. Feel free to stop this session at any time if you need to take a break or feel uncomfortable.

Do you mind if I record this session? It is for notetaking purposes and will only be used internally, all of your answers will be kept confidential. Do you have any questions before we begin? Let's get started!

Script:

An outline of the questions or topics you would like to ask during the interview

Things to listen for from other teams:

Ideas, questions, or concepts other teams would like you to listen out for during the session

Wrap-up:

A wrap-up of the session

Thank you so much for participating today, we really appreciate your time. This session was extremely helpful for us. Again, all of your answers will be kept completely confidential. I will be sending you your compensation by the end of today/tomorrow. Since this session was so valuable, would it be okay for me to contact you again, in the future, to participate in another research session? Do you have any other questions for me? Thank you again!

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Resources/results:

- Additional links relevant to the project, such as Jira or previous studies
- Links to the videos and research summaries
- Usability testing metrics

Example Usability Testing Research Plan**Background:**

We would like to explore what users think of when they think of eco/sustainability outside of travel, and also how that relates to their travel decisions, in order to design the most intuitive green initiative.

Goals/objectives:

- Understand how customers feel about the value and benefits of sustainability and green travel
- Uncover how customers would imagine picking and purchasing more green travel

Business objectives:

- Increase retention and reasons for users to return, ultimately increasing CLV
- Increase brand loyalty

Internal stakeholders involved: Nikki. Team 1, Team 2

Methodology:

- 5-10 1x1 60-minute research sessions
- Mix of in-person and remote via Zoom video conference (hope to achieve 50/50 split)
- Website-focused

Participants:

- Current users of X - B2C
- Have traveled (and bought tickets) 3+ times from the platform in the past 6 months
- English speaking
- Mix of male and female

Interview Guide

Introduction:

Hi there, I'm Nikki, a user experience researcher at X. First off, thank you so much for being willing to participate in this session. We really value your feedback and use what we learn from you within our product team to help us make customer-focused decisions.

For the next 60 minutes, we wanted to get a better understanding on how you think about sustainable or green travel. Remember, this isn't a test, and I want this to be more of a conversation. There are no right or wrong answers, we are mostly interested in your opinion and honest feedback. Feel free to stop this session at any time if you need to take a break or feel uncomfortable.

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Questions:

Concept interview

- How do you define eco/sustainability?
- How aware are you of eco/sustainability?
 - Does this impact anything you do on a day-to-day basis?
 - How so?
- What knowledge do you currently have about eco/sustainable travel?
 - Does eco-sustainability currently impact how you choose to travel?
 - Why/why not?
 - How so?
- How would you define a trip/travel as eco/sustainable?
- Have you ever seen another website/app that shows eco/sustainable travel?
 - What do you think?
- Have you ever chosen a trip based on eco/sustainable?
 - Why/why not?
- How would this impact your travel, if at all?
- How would you expect us to show which trips are eco/sustainable?
 - What would this information look like?
 - What would it say?
 - If you were to make a symbol for eco/sustainable travel, what would it look like?

Prototype:**Tag**

- How would you expect to find sustainable travel results?
 - What do you think of this?
 - What do you think of this icon?
- What does eco-friendly mean to you in this context?
- Would you like to see eco-friendly only results?
 - How would you just view sustainable travel results?

Number

- How would you find sustainable travel results?
- Would you want to compare different levels of sustainability?
- What does this number mean to you?
 - What is the baseline? Why is this one green versus the grey color?
- How would you find the lowest CO2 emissions?

Wrap-up:

Thank you so much for participating today, we really appreciate your time. This session was extremely helpful for us. Again, all of your answers will be kept completely confidential. Since this session was so valuable, would it be okay for me to contact you again, in the future, to participate in another research session? Do you have any other questions for me? Thank you again!