

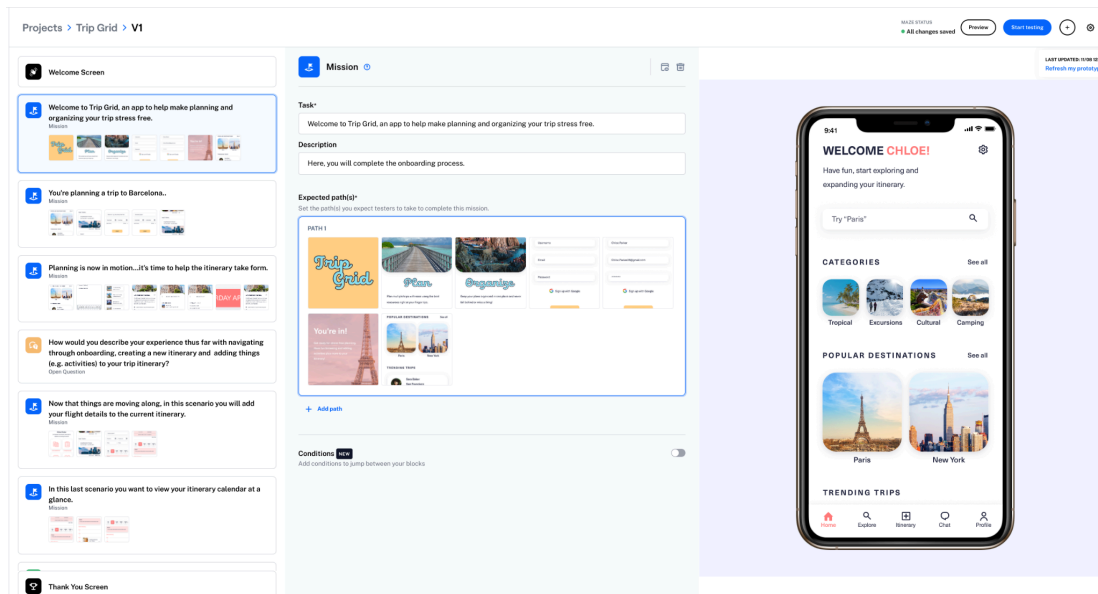
# Trip Grid App: Usability Test Plan

## Objective

- Test the navigation throughout the prototype and watch out for any issues
- Observe how many participants were able to complete each scenario and how many give up or pivot
- Generate constructive feedback and identify areas of improvement

## Methodology

Create 5 scenarios and conduct a usability test via Maze using the high fidelity prototype with questions along the way.



## Participants

- 5 - 7 participants
- Participants who plan and organize itineraries for their travels

## Scenarios

- Scenario 1: Welcome to Trip Grid, an app to help make planning and organizing your trip stress-free. Here, you will complete the onboarding process.
- Scenario 2: You're planning a trip to Barcelona. Your next step will be to create a new itinerary for your Barcelona trip to get started.

- Scenario 3: Planning is now in motion...it's time to help the itinerary take form. Now you will continue the planning process and add an activity to your trip itinerary.
  - How would you describe your experience thus far with navigating through onboarding, creating a new itinerary and adding things (e.g. activities) to your itinerary?
- Scenario 4: Now that things are moving along, in this scenario you will add your flight details to the current itinerary.
- Scenario 5: In this last scenario you want to view your itinerary calendar at a glance. Take the necessary steps to see the calendar view and then head back to the original itinerary view.
  - How clear was it navigating and completing the task? (Opinion Scale)

#### Other Follow Up Questions

- How would you describe your overall experience and why?
- Navigating through the app, is there anything you felt wasn't present; like something you expected to do and what could we improve on to enhance the experience further?
- Also, do you see yourself using this app in the future and why or why not?

#### **Usability Goals**

- Collect constructive feedback and useful data
- Identify areas of improvement
- Users find the mvp engaging and simple to navigate through

#### **Duration**

10 -15 minutes approximately