

Usability Testing Plan for Atlica Prototype on Invision:

Test Objectives:

- Test if users can successfully accomplish the given tasks.
- Measure the time taken by users to complete each task.
- Identify features causing difficulties and confusion during navigation and task completion.
- Generate findings to inform iterations for future development.

Test Subject:

High-fidelity, desktop prototype of Atlica.

Methodology:

Evaluative Research Methodology:

1) Think-Aloud Method: Encourage participants to verbalize their thoughts while completing tasks.

2) Usability Testing:

- Moderated, in-person testing: Observe participants navigating the prototype while taking notes.
- Moderated, remote testing: Provide a link to the prototype and conduct virtual sessions to observe task completion.

Participants:

10 Participants, aged 21-45, with experience hiring people online and fitting Atlica's target personas.

Recruiting Plan:

Participants will be recruited from personal networks and relevant communities (excluding those involved in Atlica's development).

Script Procedure:

"Hello, (participant's name)! Thank you for participating in this usability test. My name is Jeffrey Dorcely, and I'll be moderating today's study. Please navigate through Atlica's prototype and complete 6 tasks. While you work, feel free to share your thoughts and feelings. There are no right or wrong answers. The test will take about 10-15 minutes. For those participating via Zoom, screen sharing and audio recording will be used to capture your process. Ready to start?"

Tasks:

1. Task 1: Navigate to a footwear designers portfolio page
2. Task 2: Find and chat with a footwear designer
3. Task 3: Find a footwear manufacturer
4. Task 4: Sign in as a potential factory
5. Task 5: Find where files received are stored on chat page
6. Task 6: Send a user/customer a quote via chat

Test Completion Rate:

We expect a 100% completion rate for these standard tasks.

We anticipate a 90% error-free rate due to the prototype's limited functionality, requiring participants to find alternative ways to complete tasks.