



UX Activity

04.1 | User Testing Plan Template (Guerrilla/Remote Moderated)

1. Objective

- Find gaps in the user flow
- Ensure users understand iconography
- Receive user feedback on current style/format

2. Target Users

- Individuals who have adopted an animal or who have browsed adoption sites looking for available animals
- Individuals who are at least 21 years of age (minimum age to adopt an animal from Adopt-A-Pet IL)

3. Questions You Want to Be Answered

- When on the homepage, what are the users drawn to (both negative and positive)?
- Can users successfully navigate to a pet profile page?
- On the pet profile page, are users satisfied with the information we provide?
- When on the All Pets landing page, can the users identify iconography without using the tool tips?
- Are the users able to confidently start the adoption process?
- What are the pain points or moments of hesitation for our users?
- Where/how can we simplify or improve the UI?

4. Testing Script

Good morning. Thanks for joining me today and agreeing to speak with me! My name is [XYZ], and my team and I are redesigning Adopt-A-Pet, a Chicago pet rescue organization. Through user testing, we want to determine if Adopt-A-Pet is easy to navigate and visually appealing for our users.

I expect this interview to take between 10 to 15 minutes. Does that work for your schedule?

Before we get started, are you okay if I record this session? This recording will be used internally only. We'll use it as a note-taking tool, so we can go back and watch portions of this interview if need be.

Have you participated in user testing before?

If they say “no”: That's perfect. I'll give you a brief rundown so you know what to expect. We'll ask you to complete a few tasks on the website, and as you go through the steps, we'd like you to talk us through your thoughts. This includes both positive and negative feedback.

If they say “yes”: Okay, that's great to know! Since not all user testing is the same, I'll give you a quick rundown so you'll know what to expect today. We'll ask you to complete a task on the website, and as you go through the process, we'd like you to talk us through your thoughts. This includes both positive and negative feedback.

During the interview, you may ask questions but there's a chance I won't give you a direct answer. I don't want to influence your actions. But I can always answer questions at the end if you'd like. And for your own peace of mind, there's no wrong answer. We're not testing you, we're testing the website. If you're not able to complete a step, it's not your fault. It's the website's fault.

Alright, do you have any questions for me?

Great. Let's get started. First off, can you tell me a little about yourself?

- Have you ever adopted a pet or browsed pet rescue websites? (If yes) What was that experience like?
- When on the homepage, what are you drawn to (both negative and positive)?
- If you wanted to learn more about Franklin (an available dog), where would you go?
- What information would you expect to see on a pet profile page?
- Once you've decided that you want to adopt Franklin, what would be your next steps?

- Navigate back to the page with available dogs, what do you think the icons on the pet cards mean?
- Do you have any other thoughts or opinions that you'd like to share?

Thank you so much for your time! I really appreciate you giving us this feedback. It has definitely been beneficial.

5. Tasks and Scenarios

Task 1:

Goal/Output:	Successfully navigate to Franklin's pet profile page.
Assumptions:	Able to understand that Franklin is a dog (haha)
Steps:	1. When on the homepage, either click Adopt > Meet Our Pets in the nav bar or scroll down to the Adopt card and click button 2. On the All Pets page, find Franklin's profile. 3. Hover over the card to learn more about Franklin. 4. Click on the card and navigate to Franklin's pet profile
Success Criteria:	User will navigate to Franklin's pet profile page.
Notes:	

Task 2:

Goal/Output:	Navigate to the How to Adopt page and learn about the adoption process.
Assumptions:	Understand how to use an accordion.
Steps:	1. Using the navigation bar, click "Adopt" and then Adoption Process 2. On the accordion, click the second tab titled "Adoption Process" 3. When the tab opens, user should reach the checklist.

Success Criteria:	User is able to navigate to the Adoption Process page and open the correct accordion.
Notes:	

Task 3:

Goal/Output:	Identify the icons on the All Pets page.
Assumptions:	Either be able to correctly identify the icons or know how to use tool tips.
Steps:	If the user is currently on the Adoption Process page, they should use the navigation bar and navigate to the Adopt > Meet Our Pets On the All Pets Page, scroll down to the pet cards. Look at the icons and name the ones that they know Ask the user if they know how to confirm what the icons mean (hopefully they'll scroll over them and activate the tool tips).
Success Criteria:	Either successfully identify the icons or use the tool tips to understand what they are
Notes:	

Task 4:

Goal/Output:	Apply to adopt a pet from the Pet Profile page.
Assumptions:	Users will easily find the Apply to Adopt" button
Steps:	1. User opens pet profile on "Pet Profile" webpage 2. User scrolls to bottom of webpage 3. User clicks "Apply to Adopt" button
Success Criteria:	Either successfully locates the "Apply to Adopt" button or navigates to the "Apply Here" tab on the Adopt webpage.

Notes:	
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