

Prototype test plan for [project name]

👋 Hi there~

This is a test plan template for effectively preparing your prototype testing. **Please hit File → Make a Copy** to duplicate this into your own Google Account so that you can add and edit the plan.

Don't worry if you're unsure about anything. Collaborate with your team or refer to our [guidelines](#).

To run effective prototype testing, you can check this [guide](#). If you'd like to try a user testing tool in your design workflow, [sign up for UXArmy](#).

Date for test plan:	[Date]
Date duration for testing sessions:	[Start - End dates]
Location of test	Online
Facilitator	[Facilitator name]
Note taker	[Note taker name]
Observers	Write down your stakeholder's name here.

Objective

The objective of this project is to assess the following:

- Overall user experience
- Usability issues, such as user difficulty and frustration with the site
- Assess the current solution and identify areas for improvement
- Concepts validation
- User needs gathering

Target audiences

Here is an example of an audience profile:

Gender	All genders
Age group	31 - 40
Computer usage	0 - 10 hrs / daily
Location	Urban and suburban areas
Technical skills	- Comfortable using a computer and navigating websites. - Familiarity with basic online shopping functionalities
Experience level	A mix of users with varying experience levels in outdoor activities
Usage	- First-time user - Never use the product again after their first visit

Evaluation metrics

Measurements in user testing convert user experience into data, enabling us to improve usability based on facts, not guesswork.

Quantitative data

Quantitative data is used to measure user behavior and preferences. You can use surveys, SUS, A/B testing, and analytics to gather quantitative data. Here are 3 common metrics used in user testing.

Metric	Explanation
Task completion rate	Task completion rate is a key user testing metric that falls under effectiveness . It measures the percentage of users who complete a specific task within the product.
Time on task	Time on task is a time-based metric in user testing that gauges efficiency . It measures the duration it takes users to finish a specific task.
User satisfaction	User satisfaction is a qualitative metric in user testing that measures a user's overall sentiment towards the product. It goes beyond completing tasks and taps into users' emotional responses and perceptions.

Reference:

- <https://odettejansen.medium.com/usability-testing-a-how-to-guide-696f6064c2e0>

Qualitative data

Qualitative data captures descriptive, subjective experiences that can't be easily quantified with numbers. This approach delves into the "how" and "why" behind things, providing rich insights into user experiences, opinions, feelings, and motivations.

You often collect this data in user interviews, user testing (when they think aloud), and focus groups.

Here's a breakdown of key points about qualitative data:

- Focus: Understanding qualities, characteristics, and experiences.
- Form: Expressed through words, images, sounds, or videos. Examples include interview transcripts, focus group discussions, observation notes, customer reviews, and social media comments.
- Analysis: Involves identifying themes, patterns, and relationships within the collected data. Researchers look for recurring ideas and how they connect to answer research questions.

Testing methods

Here are some examples of testing methods that align with your testing objectives:

- Heuristic evaluation^{**}: Run a heuristic evaluation to inspect UX issues based on designers' expertise and evaluate your user interface (UI) against a set of established principles (heuristics) to identify usability issues.
- Unmoderated user testing^{**}: Set up a test with task scenarios on a user testing platform, where participants can complete tasks at their own pace. This lets you reach out to a big pool of audiences quickly. This is a quick and inexpensive way to get user feedback with a large sample size.
- Moderated user testing^{**}: Guide participants through tasks online using video conferencing and screen-sharing tools. This allows real-time observation, questioning, and feedback. (Good for in-depth exploration and detailed user insights)
- Guerrilla testing^{**}: Approach potential users in a public setting (e.g., a coffee shop) and ask them to complete short tasks on your product. This is a quick and inexpensive way to get initial feedback, but it may not represent your target audience. (It is Good for early-stage testing and gathering first impressions.)
- Card sorting^{**}: Arrange a list of participants to organise cards representing website features or functionalities into categories that make sense to them. This helps identify how users categorise information and navigate through your product. (It is also good for understanding user mental models and information architecture.)

^{**} Methods vary based on the test objective. Pricing varies based on participants, incentives, and features. Try [UXArmy](#) today.

Tasks and methods

Use this table to identify key tasks and testing methods:

Objective	Task	Prototype	Method
Identify usability issues and access overall UX	Purchase a product or service.	Low- or high-fidelity mockups or interactive prototypes.	Usability testing, SEQ, SUS
Validate ideas	Present a concept for adding a new feature to an existing software product.	Low-fidelity wireframes or paper prototypes.	Concept testing, surveys and questionnaires
Define design direction	Present 2 or more design variations to determine which one performs better.	Mid- or high-fidelity mockups	A/B testing
Gather user needs	Present a concept for a new mobile app that helps users track their daily habits.	Low-fidelity wireframes or paper prototypes.	User interview, focus group

Test session

Agenda

Here is agenda for a testing session:

- ☐ Greeting and introduction
- ☐ Pre-interview
- ☐ Tasks/activities
- ☐ Post-interview

Here's how to run a test with a real user.

Welcome and greeting

At the beginning of each session, you'll give a same introduction for every participants to explain how the test is going to work and what you expect them to do.

Remember, ask for permission to record before you start the test.

Pre-test interview

Participants are often asked a series of pre-test questions at the beginning of the test and post-test questions at the end.

To get your participants comfortable talking, you can ask questions, including:

- Have you heard of [product]?
- What information could you get just by looking at this [product?] Please be specific.
- Who do you think this [product] is designed for? Why?
- Who manages this [product]?

Tasks instruction

Once you're done with your pre-test questions, you can start your tasks:

Give some instruction and then remind them to think aloud when doing the test.

Task 1:

For example:

"Imagine that you need to [reach a certain goal]. Please carry out [specified task] using the product to achieve the specified goal."

“Imagine that you need to [reach goal 2]. Please complete [specified task 2], to achieve the specified goal.”

 **Tips:** When testing subjects, the tasks should not be too specific because we need to see how the user will use the product without detailed guidance.

Post-interview

At the end of the session, questions to be answered:

- What is your overall impression of [product]?
- What did you like best about the product?
- What did you like least about the product?
- If you were the product developer, what would be the first thing you would do to improve the product?
- Is there anything that is missing from this product? (Probe: content or product features/functions)
- Who might benefit from using this product?
- What would you say if you were to describe this product to a colleague in a sentence or two?

Once you’ve done your post-test question, you can end the session and then thank the participant.