**Usability Test Prep work**

**Overview – Usability vs. Focus Groups Mythbuster**Usability testing is about finding out if our new product will work when being used by our customers. We want to remove any stumbling blocks our customers might have when using this new application.

“focus groups tell you what people want; user studies tell you whether something works”

“Usability testing, on the other hand, is about observing how people actually use a product, by assigning key tasks to users and analyzing their performance and experience.”

**Tease out participants from Sr. Sales Reps
Date:** Early September

Find out from Ezra, Jimmy, Steve, and Will if there are any west coast clients who would like to participate. Are there any special clients out there are known to place at least some orders online?

**Build a prototype for testing purposes**
**Date:** Complete by September 13th (Friday)
Create a click through prototype based on visual designs using Adobe Fireworks. I can spend a couple Fridays building out a simple prototype based on the tasks below.

Second, this prototype can have multiple purposes. It can be used to help train CE and used by the Sr. Sales team to introduce the new application to Laddawn’s larger clients. It would be a great way to build some buzz without the pressure of wondering if the development environment is stable.

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**Timeline and list of activities for testing**

**Purpose of test**
To objectively evaluate the new design with multiple levels of new functionality being offered. We're offering our customers a new way to work and we want to make sure they can quickly and easily complete the tasks they need to get their job done.

Second, we are just flipping a switch and off we go. There is no safety net here making it even more critical that we at least try to catch some issues before the new site hits the masses.

**For each test, a moderator and note taker are necessary. Susan and Steve will take turns playing these roles.**

**Test Tool(s):** Use Silverback to record screen movement and participant's face/voice during sessions.
<http://silverbackapp.com/>

**3 Day User Testing Strategy**

4-5 sessions/participants a day with the chance to review findings at the end of each day with a total of 12-15 tests for the 3 days.

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**Session outline and timing (35-45 minutes) per participant**
1. Pre-test prep work 1A+1B (5-10 minutes)
2. Conduct study 2A+2B (20-25 minutes)
3. Post session debrief (5-10 minutes)

**1A. Pre-test prep work A (3-5 minutes)**
a. Greet the participant and introduce them to the project.
b. Review and sign non-disclosures and recording permissions.
c. Talk with participant about why they're at the Pack Expo and what they do?

**1B. Pre-test prep work B: Discuss specifics before starting study (3-5 minutes)**
a. Participant’s experience with usability studies.
b. Importance of their involvement in the study. Thank them.
c. Moderator/note taker's role.
d. Room configuration, recording systems, observers, etc.
e. Thinking aloud reminder. (Getting to the “Why’s”)

**2A. 1st impressions**(5 minutes) - Click around the prototype and let us know what their 1st impressions are and what they expect it to do.

**Widget – looking for any item, whether stock or MOD**

Ask the tester if he has ordered or quoted anything recently, or plans to do so in the near future. Ask how they would go about finding that item.

**2B. Complete tasks**(15-20 minutes) - Participants will start at the widget and work their way through a complete workflow.

b. **Widget/Results, Scenario Date September 22** -Your client, Great Western Packaging (Reno NV, zip code 89501), is interested in a 12" x 24" 2mil layflat bag.

He is trying to find the best price and is looking for options. Research possibilities you could share with him.

What we want to observe:

1. How the participant moves through the widget to make the selections. Do they struggle with language or with the UI in general?
2. Once they get a result, do they notice/comprehend the various features of the search result – availability, product details, save, share, price breaks, etc.?
3. How the participant reacts to exact stock match v. MOD alternatives; do they grasp the differences?

c. **Sharing, Scenario Date September 22** - Find item with the best price and share this item with Great Western client, James Donovan.

What we want to observe:

a. Does the participant find the share link, and once there, whether he/she grasps the internal v. external sharing?
b. Does the participant discover the markup tool and use the ability to mark up prices?

c. Does the participant know what to do when they get to the tagging screen?

c. **Saved Item/Cart, Scenario Date September 26** - James Donovan would like you to purchase this item after it has been shared.

d. **Review Order/Order History, Scenario Date September 27** - Mr. Donovan would like you to check on the shipping status of the MOD item you have purchased.

**3. Post Session Debrief** (5-10 minutes)

a. Ask broad questions to collect preference and other qualitative data.
b. Follow up on any particular problems that came up for the participant.