Usability Test Plan

BACKGROUND

Meez is an upscale Persian restaurant located in Calabasas, CA. They are dedicated to serving authentic cuisine prepared in-house with prompt service.

RESEARCH GOALS

Our research goal is to determine whether users are able to successfully accomplish the three task flows listed below.

TESTED TASK FLOWS

1. Viewing the menu and finding the "Desserts" section
2. Finding Meez contact info and sending an inquiry
3. Finding location & hours

METHODOLOGIES

- Usability testing remotely using 4 participants
- Recording research sessions + extensive note taking

PARTICIPANTS

We will test with participants in our target audience. This includes any customer interested in enjoying an authentic Persian meal. We will be testing usability with 4 participants.

SUCCESS METRICS

- Time completing tasks
  - Tasks should be completed under 30 seconds.
- Severity and frequency of errors made (high, moderate, low)
  - Tasks should have low severity (minor problem easy to finish) and low frequency (10% or fewer experienced problem)
- User's emotional response should feel that the task was easy.
  - Rating 9-10 in easiness

QUESTIONS
1. How did you go about completing this task? What is your impression?
2. On a scale of 1-10, 1 being very difficult and 10 being very easy, how would you rate your experience?
   a. Why?
3. Was any part of the task confusing?

SCRIPT
(remotely through zoom?)
Hi. My name is Parnaz. Thank you so much for taking the time to be a participant in our user research. How has your day been so far?

I will start off by giving you some insight into what we are going to be testing today. I have designed a website for a Persian restaurant called Meez. The restaurant is equipped with a beautiful airy greenhouse, a spacious outdoor area, and a cozy inside. Meez prides itself in serving authentic cuisine prepared in-house with prompt service.

I have asked you here today to see how efficiently and effectively you are able to navigate through the website and complete the specific tasks I give you.

The critical thing to remember is that we are testing the website and how well it is able to accomplish our goals. This is not a test of how well you as an individual perform, so do not be afraid to speak up. Any feedback you can give us is very appreciated. There are no right or wrong answers when it comes to this testing session.

You will be navigating through specific task flows that I will be telling you. This testing session shouldn't take longer than 20 minutes. Again, we thank you for your time and feedback. So that we can reflect back on our research, Is it okay if we screen-record this testing session? This is for research purposes only, it will not be shared publicly.

Okay, let's get started. It is important that we are able to see your screen so that we can see how you navigate through the tasks. You can go ahead and start sharing your screen. Okay perfect, I will be sending you a link to the prototypes.

Let's start with the first task. Imagine you are a potential customer looking for a local Persian restaurant. You stumble upon Meez and want to view their menu. Please narrate out loud what you would do to view the Menu and find the "Desserts" section.

1. How did you go about this task? What are your first impressions?
2. On a scale of 1-10, 1 being very difficult and 10 being very easy, how would you rate your experience?
    a. Why?
3. Was any part of the task confusing?

Okay, time for the second task. From the homepage, I would like you to find their contact information and send an inquiry.
…
1. How do you go about this task?
2. What are your first impressions?
3. On a scale of 1-10, 1 being very difficult and 10 being very easy, how would you rate your experience?
    a. Why?
4. Was any part of the task confusing?

Lastly, I would like you to find the restaurant's location & hours.

4. How did you go about this task?
5. What are your first impressions?
6. On a scale of 1-10, 1 being very difficult and 10 being very easy, how would you rate your experience?
    a. Why?
    b. Were you able to find location & hours easily?
7. Was any part of the task confusing?

MEEZ

Perfect! This concludes the testing session.

Do you have any feedback on aesthetic design or any other areas you feel could use improvement?

Do you have any questions? Thank you again for your time and feedback in testing our website for Meez. Have a good rest of your day!