

Usability Test Plan

BACKGROUND

Netflix is the leading video streaming content company in the world with content in over 30 languages and in over 190 countries. Up until this point, they have not had any features added that allow users to connect with each other. I have designed and implemented a social engagement feature on Netflix that allows users to add friends, rate content, share content, and view content friends have shared and rated. You are able to “share” content to your friends and be able to see their streaming activity if desired.

RESEARCH GOALS

Our research goal is to determine whether users are able to successfully accomplish the three task flows listed below when using Netflix’s new social engagement feature.

TESTED TASK FLOWS

1. Viewing your “Friends” activity and then adding a movie to “My List”
2. Going to your “Profile”, viewing your “Ratings” List, and then share one movie with your friend
3. Looking at what your Friends have shared with you and then clearing your feed.

METHODOLOGIES

- Usability testing remotely using 3 participants
- Recording research sessions + thorough note taking

PARTICIPANTS

We will test with participants in our target audience. This includes any active Netflix user interested in finding new content to watch on Netflix. We will be testing usability with 4 participants.

SUCCESS METRICS

- Completion of tasks
 - Are participants able to complete the tasks?

- Tasks should be completed under 45 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)
 - What path does the user take to accomplish the task?
 - Clicks/pathways
- User's emotional response: 9-10 in rating
 - How satisfied is the user with the visual design?
 - Should feel that the task was easy.

QUESTIONS

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

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. Netflix is the leading video streaming content company in the world with content in over 30 languages and in over 190 countries. Up until this point, they have not had any features added that allow users to connect with each other I have designed and implemented a social engagement feature on Netflix that allows users to add friends and be able to see each other's profiles. You are able to "share" content to your friends and be able to see their streaming activity if desired.

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 15 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 Netflix user using the Netflix app on your iPhone. You want to view your "Friends" activity and add a movie to "My List". Please narrate out loud what you would do accomplish this task.

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

Okay, time for the second task. I would like you to go to your "Profile", view your "Ratings" List, and then share one movie with a friend.

1. How did you go about completing this task?
2. What is your experience with this task?
3. On a scale of 1-10, 1 being very difficult and 10 being very easy, how would you rate your experience?
 - a. Why? Can you elaborate?

4. Was any part of the task confusing?
5. What is your impression of the visual design?

Lastly, I would like you to look at what content your friends have shared with you and then clearing your feed.

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

Perfect! This concludes the testing session.

Do you have any questions? Thank you again for your time and feedback in testing our new social engagement feature for the Netflix app. Have a good rest of your day!