Blink Usability Test Plan

BACKGROUND

Blink is an application where users can create and view content that tags precise products for purchase. Users on the app can purchase products they are interested in directly from the application or save products for later. I have designed a home, message, upload, cart, and product page. Previously users struggled with finding precise products on major social media platforms. This application allows easy product finding combined with a safe and seamless payment & shipping system.

RESEARCH GOALS

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

TESTED TASK FLOWS
1. Upload a post of your own and tagging products in the post.
2. Purchasing a product from your home feed.
3. Viewing the product your friend shared with you and "saving" it.

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 regular social media user interested in shopping online. We will be testing usability with 3 participants.

SUCCESS METRICS
- Completion of tasks
  - Are participants able to complete the tasks?
  - Tasks should be completed under 120 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: 8-10 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. Blink is an application where users can create and upload content for products they are using. They can directly link those products in the post itself so that potential customers have easy access to purchase. Users can also follow other users, save products, and gain inspiration.

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

The critical thing to remember is that we are testing the application 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 Blink user and you want to upload a post of your own and then tag the products in the post.
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 purchase a product from your home 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?

Lastly, I would like you to view the product your friend shared with you and "save" it.
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 Blink. Have a good rest of your day!