

# Bhuku

## Usability Testing Plan

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### Test Objectives

- To evaluate the usability and functionality of the apps features, navigation and hierarchy, and find out how users engage with the site
- Assess the effectiveness of the information architecture of the site, to monitor if users are able to find what they are looking for easily
- To learn if users are able to complete simple tasks such as marking a book as read/want to read/currently reading, as well as the effectiveness of the wording and phrases used on the site
- To learn about users pain points and note any areas of frustration or hesitation, as well as what draws users attention and why.

### Test Subject

A mobile app prototype created from mid fidelity wireframes, with InVision, for Bhuku.

### Methodologies

- In person: using facilitator's laptop or mobile device, with InVision prototype, observing users perform their tasks.
- Remotely: Via Skype or Google Hangouts. The facilitator will be sharing the InVision link with users and ask them to share their screen, the facilitator will provide them with instructions, and observe their usability testing and document the overall experience by taking notes, audio recording, screen shots, etc.

### Participants

There will be 3-5 participants, who will share the same/similar goals and frustrations as the primary persona, Alice. The participants will be familiar with Social Cataloging websites or apps.

### Recruiting Plan

Participants will be selected from the local community.

## Script Procedure

Hey \_\_\_\_\_, thanks for taking the time to participate in this project today. My name is \_\_\_\_\_, and I will be providing instructions with this usability test. The test is for Bhuku's mobile app. Bhuku wants to help its users to track every book that they own, read and want to read and more, and today we want to make sure that users like yourself enjoy these features on the app. I'll start off with a few basic questions and then I'll show you some new features that the app offers. These are just wireframes that have limited functionality but you'll be able to complete the tasks you will be asked to. Remember, this is about testing our design, not about testing you, so there's no right or wrong answers. Do you have any questions before we begin?

### Scenario 1

User receives a notification from Bhuku. As she opens the app a quote from a book pops up! She likes the quote and wants to see which book it is from, so that she can mark it down to read later, when she has time.

### Scenario 2

User wants to read a book but not sure what to choose. Since she uses Bhuku, the app automatically suggests books based on her activity, books liked and read. User decides to read a book based on Bhuku's recommendation list. She chooses a *Romance Novel* from *Picked For You* section and mark as *Currently Reading*.

### Scenario 3

User wants to read a book in Mystery Thriller genre. But before buying the book she wants to read a sample of it. She opens her Bhuku app and searches for *all print books* in *Mystery Thriller*, and reads a sample of a book called *Gone Girl* by Gillian Flynn.

## Tasks, Errands

Task #1: visit Bhuku's app. Read the quote, find the book and mark as Want to Read.

Task #2: visit Bhuku's app, and from *Picked For You* section, choose a *Romance Novel* to read and mark as currently reading.

Task #3: visit Bhuku's app, narrow down her search to all print books in Mystery Thriller genre, choose a book called *Gone Girl* and read a sample of it.

## Testing Goals

- Evaluate users interactions with the app. Learn about any areas of frustration or concerns when performing their tasks. Also, learn about what they find the most engaging about the app and why.
- Learn about the effectiveness of the features of the app and over all the ease of use of them.
- Learn about any areas of uncertainty or ambiguity users have during usability testing on the app.
- Observe the users behavior, and see how successfully participants complete their task and look for improvements and modifications.

**Test completion rate goal** - The percentage of tasks user was able to complete in a timely manner, %80

**Error free rate goal** - The percentage of tasks completed without errors or stumbles, %80

Our goal is to achieve at least %80 test completion rate in 15 minutes for both tasks and, expecting at least %80 error free rate completing both tasks.