

# Lord and Villa Bakery

## Usability Testing Plan

07.11.18

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### Test Objectives

- To evaluate the usability and functionality of the site's 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 booking an appointment, placing an order 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 desktop prototype created from mid fidelity wireframes, with InVision, for Lord and Villa Bakery.

### Methodologies

- In person: using facilitator's laptop, with InVision desktop prototype, observing users perform their tasks (also acting as a facilitator).
- Remotely: Via Skype or Google Hangouts. The facilitator will be sharing the InVision link with users and ask them to share their screen with me, I 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, Anita. The participants will be familiar with Lord and Villa and are they are all shop from a local bakery at least once a week.

Recruiting Plan: Participants will be selected from facilitator's social network and 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 Lord and Villa bakery's website, and we want to make sure people like yourself enjoy using our website. I'll start off with a few basic questions and then I'll show you some new features that the site offers. These are just wireframes that have limited functionality but you'll be able to complete the tasks you will be asked to. Just a quick heads up, I'll be making a video (or audio if in-person) recording of our conversation today, if that's ok?

Remember, this is about testing our design, not about testing you, so there's no right or wrong answers. Feel free to tell me what you don't like about our website as well as what you do!

Do you have any questions before we begin?

## **Scenario 1**

You'r son's/daughter's baptism is in 3 months and you want to book an appointment to meet with a cake specialist at Lord and Villa bakery. You want to make sure you have a set day and time to meet for a consultation since you only have a couple months left. You prefer booking online, since they send confirmation emails and reminders as well and it keeps your schedule more organized just the way you like.

## **Scenario 2**

You ate Lord and Villa's Vanilla Roulette at your friend's house, and you loved it. You had a long day at work, and want to go home and enjoy your cup of evening coffee with that pastry, but you are too tired to stay in line. You want to order ahead of time, so you can be in and out as quickly as possible.

## **Tasks, Errands**

Task #1: visit Lord and villa's website, and book an appointment to meet with a cake specialist.

Task #2: visit Lord and villa's website, and order 2 lbs of Vanilla Roulettes to pick up after work.

## **Testing Goals**

- Evaluate users interactions with the websites. Learn about any areas of frustration or concerns when performing their tasks. Also, learn about what they find the most engaging about the site and why.
- Learn about any areas of uncertainty or ambiguity users have during usability testing on the site.
- 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, %70

**Error free rate goal** - The percentage of tasks completed without errors or stumbles, %50

Our goal is to achieve at least %70 test completion rate in 15 minutes for both tasks and, expecting at least %50 error free rate completing both tasks.