

Usability Test Plan: Intently

Introduction

Subject: Intently | First iteration of prototype | Usability Test | Mobile only

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Background

Intently is a mobile-banking application with features to help users spend more consciously and mindfully online, in turn minimising buyer's remorse and allowing users to be more intentional with their possessions. The app responds to the rise of online retailers tactically targeting users via marketing, giving rise to increased impulse purchases

Goals

- **Assess the learnability** for new users interacting with Intently and its unique features for the first time
- **What do participants understand about the app**, is the proposition clear?
- **Measure the potential added value of Intently**, to our target users specifically, do they see themselves adopting Intently's unique mindful spending features

Test objectives

- Determine if participants understand **the proposition of the app** quickly and easily
- Observe the **efficiency** of users to find certain features
- Observe the **efficiency and ease** of users to successfully create an account and set up the mindful spending features
- Observe and learn about what **thoughts, feelings & reactions** they have when using the features, in particular, whether they deem any of the mindful spending features as restrictive or obtrusive

Methodology

Method: Moderated remote testing

Test structure: Short briefing, task performance on prototype, debriefing and follow up questionnaire

Participants

Number: 6

Recruitment method: Personal Network (Friends, family and via Slack)

Participant attributes:

- **All** – Between 18 to 35 years of age, online shoppers, have used mobile banking apps in the last year
- **4/6 participants** – have occasional impulse purchase tendencies/buyers remorse feelings
- **2/6 participants** – neutral attitudes/habits towards online consumption

Schedule

Dates: Between Thursday 8th July to Wednesday 14th July

Location: Remote – hosted via Zoom, video meeting and screen sharing

Times: Flexible dependent on participant time zone

Sessions

Duration: 30 – 45 minutes per session

Equipment

- Participants will be provided with a link to the prototype via Adobe XD
- ‘Zoom’ will be used to host the meeting, allow share screen accessibility and recording
- Paper notes will be utilised to detail any visual behaviour or expressions of users whilst they are interacting with the prototype
- Google Docs will be used to collate metric data and follow-up questionnaire responses

Metrics

- **Jakob Nielsen’s scale** will be used to measure errors:
0 = I don't agree that this is a usability problem at all
1 = Cosmetic problem only: need not be fixed unless extra time is available on the project
2 = Minor usability problem: fixing this should be given low priority
3 = Major usability problem: important to fix and should be given high priority
4 = Usability catastrophe: imperative to fix before the product can be released
- **SEQ (Single Ease Question)** will be used to measure user feedback on “ease” after each task, rating each on a complexity scale of 1-7, where 1 = very difficult and 7 = very easy
- **ASQ (After-Scenario Questionnaire)** to measure user’s overall satisfaction with Intently against a list of statements. For each statement, participants will be asked to rate on a scale of 1-5 their agreement, where 1 = strongly disagree and 5 = strongly agree