

Rabb.it Website Testing

Usability Test Plan

[version 2.0]

**Renee Miller
October 20, 2017**

Executive Summary	3
Deliverables include:	3
Methodology	3
Required Tools	3
User Profile	3
Based on the persona of Elizabeth, the average user profile:	4
Test Procedure	4
Roles	5
Participant	5
Initiator	5
Facilitator	5
Data Logger	5
Ethics	5
Participant standards	5
Facilitators standards	6
Usability Tasks	6
Evaluation Methods	6
Tasks will be evaluated through:	6
Success of tasks will be determined through:	6
Quantitative Data	6
Qualitative Data	6
Usability Goals	7
Primary goal	7
Questions	7
Task goals	7
Timeline	7
Participant Incentive	8
Report Results	8
INDEX	9
References	9
Pre-qualification Survey	9
Post-task Survey	10
Post-testing Survey / Interview Questions:	12
Introduction/Instructions	12

Executive Summary

The goal of this usability testing is to establish the problems users encounter using the website, rabb.it, and possible ways to improve functionality and usability. In a broader sense, this study will explore how users react and approach new websites. Ten participants will be selected according to a specific profile guideline and will be subjected to testing, surveys, and follow-up interviews.

Specific functions to be evaluated include:

- Creating a user profile
- Navigation to intended stream/joining a room
- Creating an intended user image
- Creating a personal room
- Using the chat function
- Using the video streaming function
- Sharing content (public or private)

Deliverables include:

- Written summary
- Audio file recordings of interviews
- Data logs from surveys/testing

Methodology

The study will be composed of ten participants. The setting for the testing is up to individual participants; home, work, or a library with internet access. Follow-up interviews will be conducted with only a few participants which will occur in-person and over-the-phone. Measures to be collected include age, sex, job, hobbies, satisfaction assessment, overall success of the website functions, and suggestions for improvement.

Required Tools

- a personal computer
- non-specific web browser
- email address
- phone/skype (for some, not all, participants)

User Profile

The participants in this study will come from a wide variety of backgrounds, ages, ethnicities, and technological ability. As there is no need for a specific demographic, it is important that as many demographics are represented as possible. Participants will be selected from a group of students and non-students and will range from new users of rabb.it to experienced users. Out of

ten users, two are expected to be experienced in the website and eight will be expected to have no experience with the website.

The imaginary persona of Elizabeth Vasconcellos will be used to create a standard user profile. Elizabeth is:

- 30 years old
- Part-time college student
- Uses Facebook
- In a long-term relationship for the past decade
- Comfortable with most technology
- Works at Costco driving a forklift

Based on the persona of Elizabeth, the average user profile:

- Aged 18 and above
- College educated/current student
- Comfortable with basic computer usage
- Have access to the internet
- Moderately technological savvy
- Willing to view adult content
- New to the website rabb.it
- Uses at least one social media site
- Equal mix of male and female participants

Test Procedure

Early in the study, a preliminary/exploratory poll will be sent out through email to establish if participants are able to take part in the study. There will be a few questions that will weed out individuals who are unable or unwilling to participate. Participants will complete the surveys and website testing in an environment of their own choice. The majority will be expected to be completed in their own home.

After all people have responded, they will be emailed directions and a list of tasks to accomplish. If not enough participants are able to continue, it may delay the process a few days to find new subjects. Participants will be given at least a week to test out the website and will submit a quick survey (composed of Likert scale questions) immediately after testing.

After an appropriate amount of time for viewing and testing the website, a questionnaire will be emailed, composed of about 20 questions. Participants will be given three days to a week to complete the survey, which will be emailed to the facilitator when completed.

A follow-up interview will be conducted with 3-5 participants (amount depends upon the willingness of participants to be interviewed and scheduling limits), resulting in qualitative data/feedback. Interviews will be approached in a heuristic manner and audio recorded for later

review and transcription. Interviews will take place in various places, depending on the proximity of the participant to the facilitator. Interviews in person will take place in the participants home or over communication software such as skype, adobe connect, or the telephone. Preference will be given to the participant to make them feel as comfortable as possible.

Roles

Individuals (except participants) may play more than one role; responsibilities will overlap. Due to limited resources and funding, one person will play all roles except the participant.

Participant

- Willing to explore and spent time on the website
- Attempts assigned tasks
- Reports back with feedback

Initiator

- Provides information and instruction to begin testing
- Confirms initial appropriateness of subjects
- Collects information from email contacts

Facilitator

- Provides information and instruction to begin testing
- Responds to requests for clarification on instructions
- Sends out surveys to participants
- Troubleshooting
- Conducts interviews

Data Logger

- Records feedback
- Combines data
- Summarizes data into a conclusion

Ethics

Facilitators will uphold basic human decency and honest behavior. They will inform participants that the website testing may expose them to unwanted sexual content and give them the choice to abstain from the testing because of this. In addition to this warning, facilitators will inform participants that they can leave the website at any time they feel uncomfortable.

Participant standards

- Willing to witness adult content
- Willing to witness inappropriate behavior
- Interact with the public
- Be honest with feedback

Facilitators standards

- Be honest
- Act with integrity
- Consider the participants as individuals but treat them equally
- Abide by the same procedure and guidelines for each testing session
- Participants will be anonymous and not named

Usability Tasks

Tasks goals are identical for each subject and will be composed of basic functions for use of the rabb.it website to stream and view video content. More complex functions will be attempted but all users will not be expected to complete every task. Success of the website will be evaluated by the ability for participants to complete tasks and heuristic data collection.

Evaluation Methods

Tasks will be evaluated through:

- Screening survey
- Post-Task Survey
- Survey
- Post-task Interview (optional)

Success of tasks will be determined through:

- Self-reporting by participants
- Time to accomplish tasks
- Experience of participants

Quantitative Data

- What tasks they accomplished
- What tasks they didn't accomplish
- Basic time for accomplishing tasks
- User profiles
- Media habits of

Qualitative Data

- Self-reporting through open-ended questions
- How the participant feels about the website
- Overall attitude from participant
- Personal opinions on usability features
- Difficulty of tasks

Usability Goals

Primary goal

The goal of the individual participating in this test is to test the functions and overall success of the website, rabb.it. Although the concept of the website is innovative and interesting, some of the functions of the website may be confusing to users. Since this website has potential to be a convenient and effective communicative tool, it is useful to ask which functions needs improvement/and or organization for long term success.

Questions

The following will be answered and proved or disproved:

- Does this website have potential for long-lasting success?
- The main function of rabb.it (sharing a stream) is unclear to new users.
- Is the website easy to navigate for both new and experienced users?
- What functions were intuitive and what functions were difficult to accomplish?
- Does the function of sharing a video stream over the internet have appeal and usefulness to the average user?
- What functions do more experienced users utilize compared to those who are new to the website?
- What obstacles prevent users from accomplishing a specific task?
- How easily and successfully do users navigate to the intended function?
- What is the main goal for most of the people who use this website? (relationship or family quality time, emotional fulfillment, companionship, social media, entertainment, boredom)

Task goals

Goals for usability testing include the main features of rabb.it:

- Making an account
- Creating a personal room
- Sharing the personal room with facilitator and/or friend
- Picking a personal avatar
- Streaming video in avatar (if participant is comfortable)
- Using the microphone (if participant is comfortable)
- Text chatting in the chat box/interacting with users
- Sharing a public/and or private room and sharing a video through a streaming service, such as:
 - Netflix
 - Hulu
 - YouTube
 - Other types of media

Timeline

Task	Estimated time on task	Time frame
Qualification Survey	5 minutes	3 days
Usability Testing	15 minutes-1 hour	1 week
Post-Testing Survey	15 minutes	3 days-1 week
Interview	15 minutes-1 hour	1 week
Data Summarization	3 days	One week

Total maximum timeline for complete testing and results: 4 weeks, 3 days.

[Participant Incentive](#)

The sponsor will provide cookies to each of the participant who completes an in-person interview. Participants who complete the testing virtually will receive a virtual cookie.

[Report Results](#)

Data results will be combined and reported through this file – *Pending*

INDEX

References

Portigal, Steve. Interviewing users: How to Uncover Compelling Insights. Brooklyn, NY: Rosenfeld Media, 2013.

Rubin, Jeffrey, Dana Chisnell, and Jared Spool. Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests. Hoboken: John Wiley & Sons, Inc., 2011.

Usability.gov (n.d.). Templates. Retrieved from <http://usability.gov/templates/index.html>

Pre-qualification Survey

1. Are you willing to spent 15-30 minutes exploring a website?
a. Yes – continue b. No - terminate
2. Are you willing and comfortable with exploring a website that may expose you to adult content?
a. Yes- continue b. No - terminate
3. Are you willing to fill out follow-up surveys describing your experience?
a. Yes- continue b. No- terminate
4. Are you at least 18 years of age?
a. Yes- continue b. No-terminate

Post-task Survey

After completing the tasks, please fill out this survey as soon as possible. Circle the answer that best fits your experience.

Overall, I found the website easy to use.

Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
----------------	-------	----------------------------	----------	-------------------

I was able to join a public room and watch a stream in a reasonable amount of time.

Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
----------------	-------	----------------------------	----------	-------------------

I was able to create an account in a reasonable amount of time.

Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
----------------	-------	----------------------------	----------	-------------------

Creating an account was not a difficult task.

Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
----------------	-------	----------------------------	----------	-------------------

I was able to create my own private or public room and share my stream.

Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
----------------	-------	----------------------------	----------	-------------------

Sharing my own stream/room was not too difficult.

Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
----------------	-------	----------------------------	----------	-------------------

I participated in the chat function.

Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
----------------	-------	----------------------------	----------	-------------------

I had no issues choosing my own avatar.

Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
----------------	-------	----------------------------	----------	-------------------

I had no issues making my avatar a live video stream.

Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
----------------	-------	----------------------------	----------	-------------------

It was immediately clear that rabb.it is a website that enables users to share video streams and other types of media.

Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
----------------	-------	----------------------------	----------	-------------------

I find rabb.it to be useful and I may use it in the future.

Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
----------------	-------	----------------------------	----------	-------------------

Post-testing Survey / Interview Questions:

Introduction/Instructions

Prior to the interview, guests will have been sent instructions on tasks and explored <http://www.rabb.it/>. They will also have completed the post-task survey. The goal of this interview is to get information about the participant and collect organic and qualitative data that hasn't been collected from the previous surveys. Users will be urged to be as articulate, detailed, honest, and as thorough as possible.

1. Tell me about yourself.
2. What do you do for a living?
3. What are your hobbies?
4. On a scale of 1-10 (1 being not at all, 10 being extremely proficient) how tech savvy do you consider yourself? Why?
5. Tell me about your media viewing habits in relation to video streaming or cable. What streaming services do you use? Do you have standard cable?
6. What role does social media play in your life? What social media sites do you use?
7. In the past 6 months, how often have you watched movies with someone? Do you prefer to watch movies alone or with a partner?
8. Do you have any long-distance friends or perhaps even a relationship that would benefit from a media sharing site? If so, tell me how it could be useful to those relationships.
9. Tell me what you think of watching videos as a social activity.

Site Specific Usability

10. Tell me about your initial reaction to the website.
11. Tell me how you first used the website. Did you make an account or did you use a guest profile?
12. What functions of the websites were you able to access right away? Did you use the chat function, video feature, or voice chat?
13. Did you come across any inappropriate material? Please elaborate.
14. Tell me about the functions that you used.
15. Tell me about any functions that you didn't use.

Recommendations

16. Do you have any specific recommendations to improve the usability of this site?
17. What did you like?
18. What didn't you like?
19. Overall, tell me what you think about this website.
20. Do you think you will use this site in the future? How?

Closing

21. Do you have any final questions or comments?