Overview:

The goal of usability testing is to establish a baseline user performance, validate user performance measures, and identifying potential design concerns that needs to be addressed in order to improve the efficiency, productivity and end user satisfaction of the newly improved check out system.

Objective:

Exercise the test for check out system under controlled test conditions with representative users. Data will be used to assess whether usability goals regarding an effective, efficient and well-received interface have been achieved.

The user group of the test is will be a cross demographic of users from age group 18-65 or/and anyone who is interested in learning music via online platforms. The number of the user group expected to participate is 10. The user test will be conducted on a laptop. The feedback, reaction performance of the user will be captured on a video.

Methodology:

The test of will be conducted on 10 selected individuals who have knowledge of using a laptop. The age group of the participant will be 18-65 or/and anyone who is interested in learning music via online platforms. Demographic information such as age, area of residence, contact information will be collected. Permission to be recorded on video type will be acquired prior to conducting the test.

The participants will be asked to perform a list of task scenarios that will be presented to them in an efficient and timely manner in order to obtain objective feedbacks regarding usability and acceptability of the user interface. The participants will be directed to provide honest opinions regarding the usability of the application, and to participate in post session subjective questionnaires about satisfaction level and feedbacks on improvement.

Training

Participants will receive overview of the usability test procedure. The facilitator will brief the participant on the check out system and instruct the participant that they are evaluating the application, rather than facilitator evaluating the participant. Participant will sign an informed consent that acknowledges: that the participation is voluntary, and they can stop the test at any time, the session will be captured on video, but the privacy of the identification will be safeguarded.

Participant will complete a pretest demographic and background information questions. The facilitator will explain the amount of time the test will take to complete the test task. Exploratory answers should not occur until after task completion. At the start of each task, the participant will read aloud and task description from the printed copy.

The facilitator will ask the participant to think aloud so the verbal record will be kept on file.

After each task, the participant will complete the post-task questionnaire and elaborate on task session with the facilitator. After all the task scenarios are attempted, the participant will complete the post-test satisfaction questionnaire.

Usability Tasks:

Participants will be provided with the following scenarios. Facilitation will read these scenarios out loud, record participant’s response, and make note of how user reacts on each page of the interface.

Scenario 1: You are coming to the site for the first time, and you would like to sign up for a guitar lesson. You are interested in Bryan Sutton’s Guitar Lesson and would like to join into his class. You are interested in a 3 month class plan and would like to add that to the cart to check out.

Scenario 2: You have made a selection to add 3-month plan to your cart. But you think the 6 month plan would actually is a better deal. You are returning to the cart to make a change of the plan from 3 month to 6 month.

Scenario 3: You have added a 3-month plan into the shopping cart. Now you would like to add an additional item to the cart.

Scenario 4: You have received an email from Artistworks.com to check out Bryan Sutton’s class. You are very interested and would like to get to the site from the email you have received and sign up for the lesson. You are making a 3-month plan selection to add to the cart.

After each scenario, the participant will be asked the following questions:

* Where would you find X?
* What is this site about?
* What would you like to see differently?
* What features are missing?