

USABILITY TEST PLAN DASHBOARD

AUTHOR DAVID TRAVIS		CONTACT DETAILS DAVID.TRAVIS@USERPOCUS.CO.UK +44 20 7817 1639		FINAL DATE FOR COMMENTS SEPTEMBER 16TH	
PRODUCT UNDER TEST What's being tested? What are the business and experience goals of the product? <i>THE NEW SITE AT (TEST SITE URL)</i>	TEST OBJECTIVES What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested? <i>DO PEOPLE UNDERSTAND THE VALUE PROPOSITION -- THE CONCEPT OF AN ONLINE CONCERN SERVICE?</i> <i>DO PEOPLE TRUST THE SERVICE?</i> <i>DO THE EMAILS HELP PEOPLE PROCEED THROUGH THE VARIOUS STAGES?</i> <i>DO PEOPLE UNDERSTAND HOW TO CHOOSE A TIME SLOT ON THE BOOKING SCREEN?</i>	PARTICIPANTS How many participants will be recruited? What are their key characteristics? <i>8-8 PARTICIPANTS RECRUITED VIA PANEL.</i> <i>- ALL MUST BE IN FULL-TIME EMPLOYMENT</i> <i>- ALL MUST OWN A SMARTPHONE</i> <i>A MIX OF MEN AND WOMEN, HOMEOWNERS AND RENTERS.</i>	TEST TASKS What are the test tasks? <i>FIND OUT MORE ABOUT THE SCHEME AND DECIDE IF YOU WOULD SIGN UP FOR IT.</i> <i>SIGN UP FOR THE SERVICE.</i> <i>FIND A TRUSTED PLUMBER WHO CAN FIT YOUR NEW DISHWASHER.</i> <i>REVIEW THE OFFER AND ARRANGE A TIME FOR THE PLUMBER'S VISIT.</i> <i>COMPARE 3 ALTERNATIVE DESIGNS OF THE TIME SLOT BOOKING SCREEN PAGE.</i>	RESPONSIBILITIES Who is involved in the test and what are their responsibilities? <i>David Travis (PM, DATALOGGER)</i> <i>JANE HART (MODERATOR)</i> <i>PETER HUNTER (EYE TRACKING)</i> <i>JOHN KRAFT (CLIENT CONTACT)</i> <i>LES HEASMAN (TECH SUPPORT)</i> <i>LOUISE MANN (RECRUITMENT)</i>	
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? <i>THE TEST WILL ADDRESS SEVERAL KEY QUESTIONS THAT THE DESIGN TEAM NEED ANSWERS TO FOR THE NEXT ITERATION. FAILING TO ANSWER THESE QUESTIONS NOW INCREASES THE RISK OF DEVELOPING THE WRONG PRODUCT.</i>		EQUIPMENT What equipment is required? How will you record the data? <i>LAPTOP WITH EYE TRACKING SOFTWARE AND MOBILE TEST SOFTWARE.</i> <i>ALL SESSIONS WILL BE RECORDED TO DIGITAL VIDEO.</i> <i>WE WILL LOG USABILITY PROBLEMS AND MEASURE TASK COMPLETION RATE AND TIME ON TASK.</i>		LOCATION & DATES Where and when will the test take place? When and how will the results be shared? <i>SEP 28 @ USERPOCUS, 3RD FLOCCADILEY, LONDON, WC2 9EP</i> <i>MAP: HTTP://1900.81/MAPE/8THB</i> <i>PHONE DEBRIEF ON SEP 27TH</i>	
PROCEDURE What are the main steps in the test procedure?					
0-5 MIN WELCOME / CONSENT FORM 5-10 MIN PRE-TEST INTERVIEW 10-45 MIN CARRY OUT THE TEST TASKS 45-60 MIN POST-TEST QUESTIONNAIRE 60-65 MIN POST-TEST INTERVIEW 65-80 MIN DEBRIEF / PAY INCENTIVE					

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Martin Anderson



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Table of Contents Usability Test Plan Document

1. Understanding the eBook Usability Test Plan Document
 - The Rise of Digital Reading Usability Test Plan Document
 - Advantages of eBooks Over Traditional Books
2. Identifying Usability Test Plan Document
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Usability Test Plan Document
 - User-Friendly Interface
4. Exploring eBook Recommendations from Usability Test Plan Document
 - Personalized Recommendations

- Usability Test Plan Document User Reviews and Ratings
- Usability Test Plan Document and Bestseller Lists
- 5. Accessing Usability Test Plan Document Free and Paid eBooks
 - Usability Test Plan Document Public Domain eBooks
 - Usability Test Plan Document eBook Subscription Services
 - Usability Test Plan Document Budget-Friendly Options
- 6. Navigating Usability Test Plan Document eBook Formats
 - ePub, PDF, MOBI, and More
 - Usability Test Plan Document Compatibility with Devices
 - Usability Test Plan Document Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Usability Test Plan Document
 - Highlighting and Note-Taking Usability Test Plan Document
 - Interactive Elements Usability Test Plan Document
- 8. Staying Engaged with Usability Test Plan Document
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Usability Test Plan Document
- 9. Balancing eBooks and Physical Books Usability Test Plan Document
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Usability Test Plan Document
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Usability Test Plan Document
 - Setting Reading Goals Usability Test Plan Document
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Usability Test Plan Document
 - Fact-Checking eBook Content of Usability Test Plan Document

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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