

Usability Test Plan – Lara Matalka

Objective

Evaluate the intuitiveness and effectiveness of the app's fitness tracking and review features. Ensure users understand key processes, even when certain actions (e.g., manual text entry) are simulated.

Test Scope

1. **Task 1:** Sync a fitness device and select metrics to share.
2. **Task 2:** Rate a class experience, provide a difficulty rating, and understand the review process.
3. **Task 3:** View synced fitness data and explore detailed performance insights.

Metrics for Success

- **Task Completion Rate:** Percentage of users who complete each task with minimal guidance.
- **Error Rate:** Number of errors or confusion points users encounter during each task.
- **Time on Task:** Average time users take to complete each task.
- **User Feedback:** Detailed insights gathered through post-test follow-up questions.

Test Script/Guide

1. **Introduction** (5 mins)
 - a. Greet the participant and briefly explain the purpose of the usability test.
 - b. Emphasize that the test is about the app, not the participant.
 - c. Inform them that text entry will not be functional but the focus is on understanding the overall process.
 - d. Obtain verbal consent and answer any questions.
2. **Tasks and Instructions** (20-30 mins)
 - a. **Task 1:** "Imagine you just downloaded this app. Please connect your fitness device and select the metrics you'd like to sync."

- b. **Task 2:** "You've just attended a dance class. Please rate your experience, set a difficulty level, and simulate submitting a review (no need to enter text)."
 3. **Task 3:** "Your fitness data is now synced. Please explore the fitness data summary and performance insights."
 4. **Follow-Up Questions** (10-15 mins) After completing the tasks, ask participants:
 - a. **General Usability:**
 - i. "How intuitive did the process feel overall?"
 - ii. "Were there any moments where you felt confused or stuck?"
 - b. **Task-Specific:**
 - i. Task 1: "Was syncing your device and selecting metrics straightforward? If not, what would you change?"
 - ii. Task 2: "Did you understand the steps to rate a class and provide feedback? Did anything feel unclear?"
 - iii. Task 3: "Was the fitness data screen easy to interpret? What features stood out to you, and what felt missing?"
 - c. **Overall Impressions:**
 - i. "If you had to describe your experience in one word, what would it be?"
 - ii. "What's one improvement you'd recommend for this app?"
5. **Closing** (2-3 mins)
 - a. Thank the participant for their time and valuable feedback.
 - b. Offer any incentives or next steps.

Tools and Setup

- **Device:** Laptop displaying mobile prototypes.
- **Interaction:** Users interact with the clickable prototype using the trackpad.
- **Observer Role:** Take notes on user behavior, comments, and any hesitations.
- **Optional:** Record screen interactions to review later.