Usability testing plan

1. **Product name and description**

[Artifact to be evaluated: specifying the formal name and version. Sometimes only specific parts will be evaluated. Further details that should be included: version, level of maturity if a prototype is being evaluated (low, medium, high, fully developed), mobile-phone or computer based]

2. **Interface being evaluated**

[it specifies the versions of the product that are being evaluated in the experiment]

3. **Study goals and objectives of the evaluation**

[E.g. Goal: to replace an old interface for a new one. Objective: to evaluate the first experience of users with the new interface, assessing the ability of existing users to quickly relearn the new interface and identify pain points during this first use.It is important to mention usability attributes, such as utility, effectiveness, efficiency, learnability, satisfaction and accessibility.]

4. **Research question(s)**

[It emphasizes specific aspects of the inquiry. They are usually linked to the tasks that the user can perform on the interface, and should be drafted with an action verb related to the use of the interface. It should be clearly operationalized (choose specific measures to answer it).]

5. **Experimental design**

[conditions in which the testing will take place. This includes the type of data that is being collected (qualitative and or quantitative), how participants will be exposed to the different interfaces being evaluated (between-subjects, within-subjects, correlation study), and how the testing will take place (in-person or remote, moderate or unmoderated)]

6. **Participants and experience boundaries**

[Participant selection should align with the evaluation objective. Although the technology might have several usage groups it might not be necessary to test all of them. Test ONLY with user groups that provide answers to the research questions. You should also state any other specific requirement that participants should fulfill e.g. not having experience at all with the product]

7. **Tasks**

[Description of the tasks that the test user should perform while interacting with the interface. When listing the tasks it is important to think about what are the typical ones, in order to set a testing exercise that is realistic. Each one of the tasks should include at least the following fields:

- *Description: it should be realistic and actionable.*
- *Success criteria: helps to assess if participant completes the task within those conditions of success, which can be finding specific information or completing a process (e.g. landing on the purchase confirmation page).*
- *Experience boundaries: the specific moments in which the test beginnings and ends. E.g. it ends when the user manages to connect to their account.*

- *Scenario: all participants should get the same one, which allows to compare between tasks. The scenario sets the scene for the testing exercise. Scenarios can be derive from users goals while interacting with the product. E.g. You want to fly to LA next Monday morning for a UX conference and return back on Thursday morning. You have to book the flight that suits your timing, with a credit card.]*

8. Metrics

[list all the metrics that you are planning to collect to assess the usability of your interface(s). Metrics can include several dimensions (e.g. behavioral, cognitive, emotional, perceptional, intentional…). The appropriate method will depends on the objective of the study, the research question, the time and the available resources. Measure only what matters, avoiding tiredness of the participants].

8.1 Behavioral

- Task success rate
- Task completion time
- choice rate
- feature usage rate
- number of errors
- error recovery rate
- click depth
- time to first interaction (time it takes for users to interact with a tool after arriving on a page)

8.2 Cognitive and emotional

- SAM scale (valence, intensity and dominance)
- NASA TLX (mental load perceived after interacting with the service)
- customer effort score (CES): “how much effort did you have to put”

8.3 Perceptual and attitudinal

- SUS
- webQual scale: 12 dimensions, allows to identify the elements of the interface that contribute to the perceived quality of the experience

8.4 Intention measures

- Net promoter score (NPS): user loyalty
- consumer satisfaction score (CSAT) “are you satisfied with the object being evaluated?”