

COMPANY X USER TESTING PLAN

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Background and Learning Goals

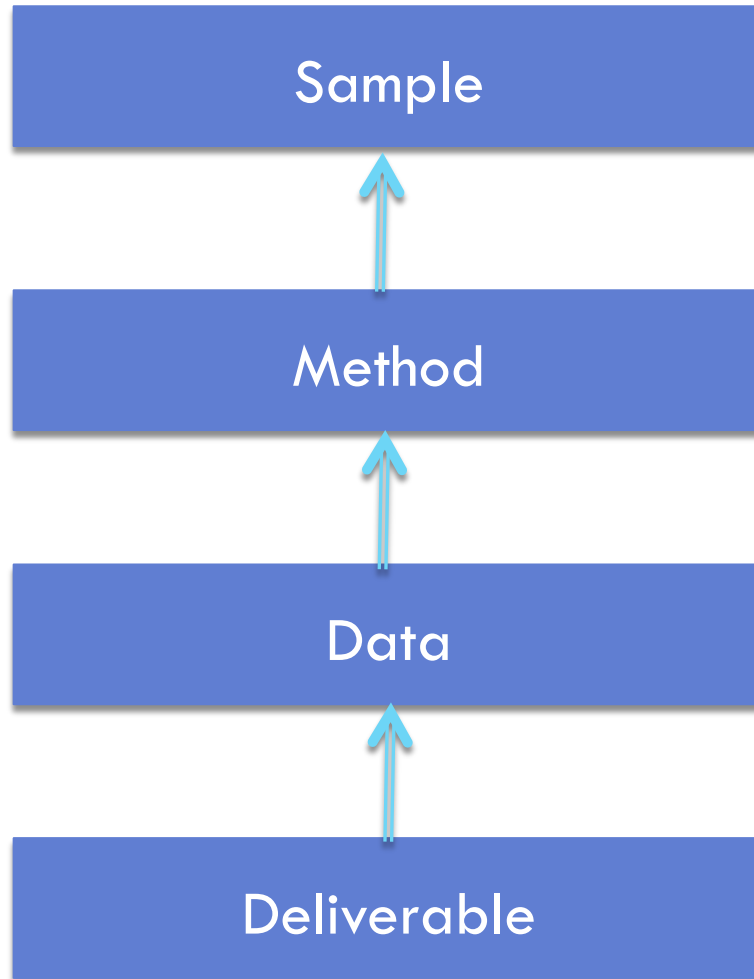
Background

- **Product** - New digital platform as one-stop shop for both students and instructors to download digital materials and finish homework
- **Next milestone** - MVP to be released by XX.

Key Learning Goals

- **Discovery** - What are users' attitude towards it?
- **Usability**
 - ✓ How easy / difficult it is to use it?
 - ✓ How do users use it?

Reverse Engineered Test Design



- Existing customers
- Country / user groups
- Moderated remote interviews
- In-person interviews
- Steps
- Pain points
- Attitude
- Navigation journey map
- List of usability issues
- Concept evaluation

Test Design – Recruiting & Execution

Recruiting Considerations

- **Customers only** - the new platform requires some familiarity with existing product
- **Instructors & students** - most important two user persona (majority R1 features are student functions)
- **Consider country mix** – focus on top priority countries

Execution

- **Test method** – international (remote moderated interviews); US (in-person interviews)
- **# of users** – 10 users divided into 2 groups with 5 in each*
- **Interview time / compensation** – 60 minutes each; \$30-\$50 per participant
- **Country mix** – international vs. US testers (50% each; identify any behavioral differences for future testing design reference)
- **User mix** – students (70%) vs. teachers (30%)

* Nielsen Norman Group - <https://www.nngroup.com/articles/how-many-test-users/>

Test Design – Mix of Discovery & Tasks

Discovery

- ❑ What are users' behaviors, **attitudes** and expectations towards product?
- ❑ What **features** are most **important**?
- ❑ What **barriers** could hinder users from **adopting** the product

Usability

- ❑ Can users **discover** feature x?
- ❑ Are users able to successfully **complete** primary tasks?
- ❑ Do users **understand** x?

Test Design - Next Steps

Next Steps

- Refine testing plan
- Design screener
- Design interview guide
- Participant recruiting
- Interview prep & execution
- Summary and report

Project Time & Budget

- Estimate project time – 2 weeks
- Total Budget
 - ✓ Participant compensation - \$500