# User testing plan example template

**Purpose of test:**

* To identify design inconsistencies, unclear content or calls-to-action, and any other problems with the website, app or system. Potential sources of error may include:
	+ Navigation errors – failure to locate content, excessive keystrokes to complete a function, failure to understand what to click or where to go.
	+ Presentation errors – failure to locate and properly act upon desired information in screens, selection errors due to labeling ambiguities.
	+ Technical errors – failure of website to perform as intended (error messages, pages not loading, incorrect pages or content loading)
* To document issues and feedback into a plan for improvements
* To establish baseline performance for future evaluations.

**Participants:**

At least **5 users**

Preferred criteria for participants:

* They should not be staff members who are close to the project
* They should not have participated in regular user testing before
* They should match your target audience as closely as possible.

**Methodology**

Each task will be recorded with a video camera, with the participant’s permission.

1. **Scenario** - Facilitator will give participants a representative scenario and be asked to complete it as though they are a real customer, preferably on their own laptop or phone (to avoid errors due to unfamiliarity with keyboard or operating system)
2. **Feedback** - As they do so they will be asked to give honest feedback regarding the user interface, talking aloud as they complete the task
3. **Observation** – Facilitator will observe and take notes on navigation and presentation inconsistencies and technical errors
4. **Task rating –** The facilitator will note whether the task could be completed and the participant will rate how easy the task was to complete on a scale of 1-7
5. **Synthesis -** After all 5 participants have tested, results and issues should be synthesised and prioritised for action.

**TASK 1 – Example task: Volunteer sign-up**

Facilitator: “I’m going to give you a real scenario and would like you to put yourself in the shoes of a customer. Please talk us through what you’re doing as you are completing the task and let me know honestly what you are thinking as you navigate the process.”

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| **Scenario** *(facilitator to read out to participant)*: “You would like to volunteer in the op shop and want to see what the options are and if you can register as a volunteer. You arrive at this page (*open link*) and want to go ahead and register.” |
| **Observations** *(navigation, content, layout – does the participant pause, ask questions, say something isn’t clear?)* |
| **Task completed?** *(facilitator to complete)*Y/N |
| **Participant rating** *(facilitator to ask)*Overall, how easy was it to complete the task?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| **Extremely difficult** |  | **Extremely easy** |

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|  |  |
| --- | --- |
| **Issues summary** *(facilitator to complete after test. Eg broken links, error messages, poor navigation)* | **Severity** |
|  | **1/2/3/4** |
|  | **1/2/3/4** |
|  | **1/2/3/4** |
| **Etc.**  | **1/2/3/4** |

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**TASK 2** – Make a donation

**TASK 3** – Contact us

**Task 4** – Etc.

### **Problem Severity Classification**

**Severity 1** - High impact problems that prevent a user from correctly completing a task.

**Severity 2** - Moderate to high frequency problems with moderate to low impact.

**Severity 3** - Either moderate problems with low frequency or low problems with moderate frequency; these are minor annoyance problems faced by a number of participants.

**Severity 4** - Low impact problems faced by few participants; there is low risk to not resolving these problems.