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DYR Mid Fidelity Testing Plan
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TEST OBJECTIVES
- assess the usability and functionality of the site's navigation and hierarchy
- test the flow of the site's, information architecture, and general design to determine if users can easily and efficiently find information and accomplish tasks
- observe if users are attracted to certain features shown in the prototype and find out why they are drawn to them and what they find valuable about them
- observe user's response and note any areas of hesitation, confusion, or frustration

TEST SUBJECTS
DYR's desktop website page mockups, prototyped in InVision for usability testing

METHODOLOGY
- In person: the facilitator will share the prototype with participants via laptop/mobile phone
- Remotely: The facilitator will share a link with participants and observe them navigate the prototype via screen share
- the facilitator will be responsible

PARTICIPANTS
number of participants: 3-5

participants selected will share some of the key goals and concerns of DYR's primary persona, Hannah

RECRUITING PLAN
participants will be selected from facilitator's personal network

SCRIPT PROCEDURE
Hi, i'm Isabella. First, thanks so much for helping me out by participating in this project! I'm working on designing a pet adoption website and want to make sure it's navigation is easy and that users are able to accomplish tasks. This is where you come in!

I have an in progress design i'd like to share with you. It's just a prototype - it has limited functionality and it should give you an idea of what the full site might be like. You won't be able to click on everything, but will be able to navigate around enough to accomplish certain tasks.

TASK ERRANDS

Scenario 1:
You've recently started working more hours at the office and your cat has been acting strange. Meowing all night, acting needy; you think she is lonely. You recently had been browsing for some pets to keep your cat lonely and want to go back and look at the cats you saved. Please navigate to your saved pets and review them.

Scenario 2:
You have been thinking about getting a pet and had saved some dogs you liked. You found a dog that is adorable and seems like a great match, and you're ready to take the next step and reach out to the shelter about him. Please locate the pet you saved and contact the shelter.

#1
Navigate to a pet profile and find out what shelter the pet is from and where it is located

#2
Navigate to your saved pets and inquire further about a pet

TESTING GOALS
- evaluate how users interact with DYR's website and identify any pain points, frustrations, or navigation issues users encountered
- identify features of the site that are successful in helping users accomplish their goals
- gather enough information to identify specific problems and inform improvement

TEST COMPLETION RATE GOAL (the percentage of tasks the user was able to complete)
30%

ERROR-FREE RATE GOALS (the percentage of tasks completed without errors or hiccups)
40%