



## Usability Test Plan

August 12, 2018

### FEATURES BEING TESTED:

1. Shared Playlists Feed
2. Upvoting shared playlists
3. Song Gifting

### TEST OBJECTIVES

- Assess the usability and functionality of the new features within the existing navigation of the Spotify mobile app.
- Test the integration of the new features within the app's architecture and UI, by determining how easily users can accomplish tasks within the new features.
- Observe if users are attracted to certain elements within the new features and find out why and what value they find in them.
- Observe users' reactions and note any areas of disorientation, frustration, hesitation, etc.

### TEST SUBJECTS

Spotify mobile app screen mockups with the new proposed "Shared Playlists Feed" and "Send Gift" features, prototyped in InVision for usability testing.

### METHODOLOGY

- In person: the facilitator will share the prototype with participants via the facilitator's iPhone 7
- Facilitator will be responsible for providing instructions and context for the tests, observing users during testing and documenting the overall experience via note taking and photos.

### PARTICIPANTS

*Participants selected will share some of the key goals and concerns with this project's main persona, Audrey.*

Number of participants: 3-5

Additional factors: Currently subscribe to Spotify and are familiar with the mobile app.

### RECRUITING PLAN

Participants will be selected from the facilitator's personal network and local community.

## SCRIPT PROCEDURE

Hi there, my name is Isabella. Thanks so much for helping me by partaking in this project! I'm working on designing a couple new features for the Spotify app, and today I'm running some tests so I can see how well the features work. Basically, I'm looking to see how well users can navigate through the new feature and if they understand how it works.

I have an initial design that I'd like to share with you. It's just a prototype - so it has limited functionality, but you'll be able to navigate around and accomplish certain tasks. The prototype is a baseline version, but it should give you an idea of what the full version might eventually be like.

To begin, I'll ask you to try and complete a few tasks based on specific scenarios. I'll observe you as you navigate through the app. Again, remember it's just a prototype, so only some parts of the app will be usable. And there are no right or wrong ways to do things regarding the task completion. Just do your best to complete each one. I encourage you to vocalize any and all thoughts that pop into your head while working through the scenarios - talk to me throughout it and explain the actions you take. I'll be taking notes while we talk.

Do you have any thoughts or questions? Feel free to ask as we move through the test as well. Shall we begin?

### Scenario 1:

You open up your Spotify and notice a new social feature called "Your Friend's Top Playlists". You decide to check it out. Please navigate to "Michigan Playlist" and upvote it.

### Scenario 2:

Say you saved a song earlier and you want to show it to a friend that doesn't have Spotify. Navigate to your songs and select the song "Ultimatum - Edit" by Disclosure. Send it as a gift to your friend.

### Scenario 3:

Say that you sent a song as a gift to a friend a while back but you can't remember what song it was. Navigate to settings and locate the "Send Gift" history.

## TESTING GOALS

- Evaluate how users interact with the new Your Friend's Playlists feed and Gift Sending features and identify any stumbling blocks, pain points, or frustrations users encounter.
- Identify elements of the feature's design that might be particularly successful or unsuccessful in helping users accomplish their goals.
- Allow space for unexpected issues or opportunities to be discovered that might otherwise not surface without being tested by real users.
- Gather enough information to inform and identify specific design flaws in order to fix them.

### **TEST COMPLETION RATE GOAL (tasks user is able to complete)**

90%

### **ERROR-FREE RATE GOAL (the percentage of tasks completed without errors or hiccups)**

60%