

Equativo High Fidelity Prototype Usability Test Plan

Scope

A high-fidelity prototype of the web-based employee engagement platform Equativo has been created and will be evaluated for usability. The purpose of this usability testing is to gather data on the effectiveness and efficiency of the platform, and satisfaction of the potential users of the platform.

We are looking to validate our assumptions and understand if the product is solving the user problem we have identified as: "Employees need an inclusive platform for trusted and open communication because they want to feel empowered, valued and engaged at work."

Purpose and Testing Objective

The objective of this user test is to:

- Determine if the potential users are able to easily navigate through the platform to accomplish topline tasks
- Gather user feedback on the interface, flow and navigation
- Determine if the overall design is intuitive for the user
- Identify areas for improvement on the product
- Gather feedback to iterate on the design accordingly

User Profile

We will aim to target employees working in a variety of companies of different sizes. We will look to talk to a variety of users of different age groups, ethnicities, genders, sexual orientation, including minorities or people who are different from the dominant culture of work.

Methodology

As we focus on measuring the efficacy of the platform and its interface, we will employ an assessment usability test which will help us determine whether or not most users can accomplish basic, common tasks, gather information about the platform's intuitiveness and effectiveness, and understand users' overall feelings about the platform. This will also provide input as to whether further interface refinement is required or not.

The testing will be done in person as well as online with the goal to observe the users. In-person interviews will be held in casual and less controlled environments and online interviews through Zoom call.

The participants will be recruited from a list of users who have participated in previous tests. We will also look to recruit users through guerilla testing.

The participants will be provided with a link to the hi-fi prototype, and be asked to interact with it on a desktop/laptop device.

The participants will be asked to think aloud throughout the test. The moderators will actively observe them while asking questions and consider follow-up questions as they run through different flows within the platform.

Task List

Users will be asked to complete the following tasks;

- Gus flow
 - Find a colleague who has mental health training
 - Contact that colleague about Tim
- Gemma flow
 - Find a way to look for LGBTIQ+ community
 - See if there are any new comments on the chat “Need some advice”
 - Find a way to attend an LGBTIQ+ event
 - Find a way to leave a suggestion to have more LGBTIQ+ events

Environment & Equipment

The usability testing will be held in a casual and less controlled environment, and participants will be provided with a link to the high-fidelity prototype on desktop/laptop devices. The session will be video recorded.

Evaluation Measures

How easily are users able to understand and navigate through the web-based platform to complete the tasks? In order to answer this question, we will include post-task and post-test questionnaires and compile and analyse the following data;

- *Quantitative*
 - Time to complete each task
 - Number of errors encountered in completing each task
 - Success rate (Number of users able to complete each task)
 - Number of attempts required to complete each task
- *Qualitative*
 - Users’ comments and questions
 - Users’ body language and facial expressions

Script & Scenarios

Thank you for agreeing to speak with me today, I really appreciate you taking the time. We are here today to do some research for a new startup that is looking to improve employee engagement.

During this session, I'll be providing you with different scenarios and ask you to complete various tasks using the platform.

An important point I would like to clarify is that we are testing the platform here, not you. Please be honest with your feedback, we will not be offended as we are testing someone else's design today.

Please try to think out loud while running through the tasks. This will help us understand your experience and identify areas of improvement.

Just so you're aware this is a prototype in the early stage of development. Some of the icons and functions within the platform may not be clickable. The reason we do this is to gather feedback from the users early on so that we can change the design early on.

If you have any questions as we go along, please do not hesitate to ask them. I'll either try to answer them at that point or after the test.

Our conversation should last around 20 minutes. It would be great if I could record this, just to make sure I don't miss anything. The recording will be kept secure and I will be the only one who can listen to it. Would that be ok with you?

Do you have any questions before we start?

Screening questions

- What age are you?
- What is your current role at work?
- Have you ever used an employee engagement platform at work?

Gus flow

You are Gus, you are 43 and have been working at a financial services company for more than 15 years. You currently lead a team of 10 people.

You used to manage and mentor Tim, who is now on the team of a more senior peer of yours. Having observed Tim over the past few weeks, you have grown concerned as Tim appears quite down and disengaged.

You checked in with Tim but he said he was fine and didn't disclose much. You wish there was more you could do to support Tim.

Task 1 - Find a colleague who has mental health training

	Succeeded	Succeeded with difficulty	Failed	No of attempts	Time to complete task
Participant 1					
Participant 2					
Participant 3					
Participant 4					
Participant 5					

Post-task Questionnaire - Please rate your experience with completing the task on a scale of 1 being very difficult to 5 being very easy and explain your answer if you wish.

- 1 - Very difficult
- 2 - Difficult
- 3 - Neither difficult nor easy
- 4 - Easy
- 5 - Very easy

Task 2 - Contact that colleague about Tim

	Succeeded	Succeeded with difficulty	Failed	No of attempts	Time to complete task
Participant 1					
Participant 2					
Participant 3					

Participant 4					
Participant 5					

Post-task Questionnaire - Please rate your experience with completing the task on a scale of 1 being very difficult to 5 being very easy and explain your answer if you wish.

- 1 - Very difficult
- 2 - Difficult
- 3 - Neither difficult nor easy
- 4 - Easy
- 5 - Very easy

Gemma flow

You are Gemma, you are 30 and have recently joined your company.

You want to form friendships within your work environment but have noticed that not many people in the office openly discuss their personal lives.

As a gay woman, you are yet to discover an LGBT+ community within the office as you want to openly discuss your life and build relationships with your coworkers. However, you don't feel comfortable being the only person discussing their sexual orientation. You want to thrive in your career and don't want anything to hold you back.

Task 3 - Find a way to look for LGBTIQ+ community

	Succeeded	Succeeded with difficulty	Failed	No of attempts	Time to complete task
Participant 1					
Participant 2					
Participant 3					
Participant 4					
Participant 5					

Post-task Questionnaire - Please rate your experience with completing the task on a scale of 1 being very difficult to 5 being very easy and explain your answer if you wish.

1 - Very difficult

2 - Difficult

3 - Neither difficult nor easy

4 - Easy

5 - Very easy

Task 4 - See if there are any new comments on the chat “Need some advice”

	Succeeded	Succeeded with difficulty	Failed	No of attempts	Time to complete task
Participant 1					
Participant 2					
Participant 3					
Participant 4					
Participant 5					

Post-task Questionnaire - Please rate your experience with completing the task on a scale of 1 being very difficult to 5 being very easy and explain your answer if you wish.

1 - Very difficult

2 - Difficult

3 - Neither difficult nor easy

4 - Easy

5 - Very easy

Task 5 - Find a way to attend an LGBTIQ+ event

	Succeeded	Succeeded with difficulty	Failed	No of attempts	Time to complete task
Participant 1					
Participant 2					
Participant 3					
Participant 4					
Participant 5					

Post-task Questionnaire - Please rate your experience with completing the task on a scale of 1 being very difficult to 5 being very easy and explain your answer if you wish.

1 - Very difficult

2 - Difficult

3 - Neither difficult nor easy

4 - Easy

5 - Very easy

Task 6 - Find a way to leave a suggestion to have more LGBTIQ+ events

	Succeeded	Succeeded with difficulty	Failed	No of attempts	Time to complete task
Participant 1					
Participant 2					
Participant 3					
Participant 4					
Participant 5					

Post-task Questionnaire - Please rate your experience with completing the task on a scale of 1 being very difficult to 5 being very easy and explain your answer if you wish.

1 - Very difficult

2 - Difficult

3 - Neither difficult nor easy

4 - Easy

5 - Very easy

Post-test survey

https://docs.google.com/forms/d/e/1FAIpQLSewsoAZPJGCit4ltHhL36HsowHwhkYVXyHexzTQXR5AikBooA/viewform?usp=sf_link

A post-test survey will enable us to gain additional insights into the user's overall impression of the product.

- How did you find the platform to use on a scale from 1 to 5 - 1 being extremely difficult, and 5 very easy?

1 - Extremely difficult

2 - Difficulty

3 - Neither difficult nor easy

4 - Easy

5 - Very easy

Could you explain that answer / why? E.g. what did you find difficult...

- Which platform do you think you would use this product on?
- What did you like most about the platform?
- What did you like least about the platform?
- What do you think could be improved? Please share recommendations if any.
- Would you use this product? Please explain why.

- Do you currently have access to a platform that does this sort of thing at work?
 - Do you use it? How does this compare?
- Would you recommend this product to your company to implement?