

Guest Checkout/Open ID Usability Test Plan

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Purpose

The purpose of this usability study is to test how well participants are able to interact with the guest checkout and Open ID features of the APA website and identify any aspects of the features that may need to be modified before the first release.

Test Objectives

1. Are users able to successfully complete a purchase using guest checkout, and does the guest checkout feature meet users' conceptual model of how the feature should function?
2. Are users able to successfully utilize the Open ID feature (log in, link accounts, create an account) within the context of performing a routine task on the APA website? Does the Open ID feature meet users' conceptual model of how the feature should function?

User Profile

A total of 6-8 participants will be tested during the week of September 3, 2013. All participants will have experience with the Web as a means to access information from the Internet. Participants fall into three categories:

Novice users:

- No experience with the APA website
- No or limited experience purchasing products online and using Open ID on other websites

Average users:

- No or limited experience with the APA website
- May have purchased products and used Open ID on other websites
- No experience purchasing products on the APA website

Expert users:

- Frequent experience with the APA website
- May have purchased products and used Open ID on other websites
- Experience purchasing products on the APA website

Methodology

The usability test will consist of a performance test where participants will complete a set of tasks under direct observation while being audio taped. Participants will be audio taped during the performance test and the debriefing session.

The main performance test is composed of the following sections:

1. Participant greeting and background questionnaire

Participants will be tested in a home or work office, and they will be greeted by the test monitor and asked to fill out a background questionnaire.

2. Orientation

Participants will receive a short, verbal, scripted orientation to the test that explains the purpose and objectives of the test and what is expected of them. They will be assured that the website is the focus of the test; they are not the ones being tested. They will be introduced to the observer, and the role of the test monitor and observer will be explained. The test monitor will also describe and demonstrate the “think aloud” method they will be asked to employ. Participants may be asked to perform a short practice session of the method during a simple task unrelated to those that will be performed during the test.

3. Performance test

The test monitor and observer will sit beside the participant and read each task aloud. Participants will receive a written copy of each task as they are ready to perform them. Participants will be instructed to complete the tasks to the best of their ability without guidance from the test monitor. Participants will be reminded to use the “think aloud” technique as they work through the tasks, to assist the test monitor and observer in determining particular problems they have with the APA website. Task completion will be evaluated based on correct execution of the task and any errors committed while performing tasks. The test monitor and observer will make notes about participant behavior, comments, errors, or other actions that affect the results of the test.

4. Participant debriefing

After all tasks are completed, each participant will be debriefed by the test monitor and observer. The debriefing session will focus on the participant’s thoughts about the APA website during task performance and questions about specific errors or problems that occurred during the test.

The debriefing session serves several functions. It allows participants to feel free to make any comments they would like about the test. Additionally, it provides important information about each participant’s rationale for performing specific actions, and allows for the collection of subjective preference data about the APA website. After the debriefing session, participants will be thanked for their effort and released.

Task List

Participants will be asked to complete 2-3 tasks: one will require them to use the checkout system on the APA website, and the other will require them to login through Open ID.

1. There is a child in your family who has ADHD. Her mother is looking for some advice for her as she starts the school year. Find and purchase an appropriate book on our site.
2. Find a list of APA's newsletters and subscribe to one that interests you.
3. Find and purchase the APA Style Guide to Electronic References, Sixth Edition.

Participants will be asked to signal the test monitor when they have completed each task.

Test Environment and Equipment

Participants will be tested in a location where they have access to a computer, either in their home or work office. Each computer will have:

- A connection to the Internet logged into the Test Server via Securenet or APAWebTest/Tester4Test
- At least one Web browser installed on their computer
- A keyboard
- A mouse

Test Monitor and Observer Role

The test monitor and one observer will be present throughout the test and will sit beside the participants as they perform the tasks on the computer. The test monitor will read the tasks aloud to the participant and provide a paper copy to the participant to refer to while performing the task. The test monitor and observer will record task completion accuracy, errors, and observations. The test monitor and observer will not assist participants unless they have a question about the test procedures or if they are unable to recover from an action during a task.

Evaluation Measures

In order to provide the most detailed feedback possible, the following data will be recorded for each participant:

1. The number of tasks completed successfully with and without assistance
2. The number of tasks completed unsuccessfully
3. Where applicable and available, errors will be recorded as detailed as possible, including:
 - a. What the user was doing when they encountered the error
 - b. Observations and comments from both the participant and the test monitor/observer
4. Other comments or suggestions from the participant about the website

Appendix 1: Test Materials

Orientation Script

We will be working with you today to test how easy or difficult it is to use the APA website. Let me take a brief minute to explain the process.

We will ask you to perform a couple typical tasks that incorporate the checkout and login features of our website. We are testing the website and not you. Try to act as you normally would while using a website at your own computer. During the test session, you will have to enter information such as an email address, credit card number and address. You should use your own email address. For the rest, we will provide you with sample information.

You can ask questions at any time. However, since we want to see how the site works when you don't have someone helping you, we may not answer some types of questions until after the session is over.

We would like you to "think aloud" or verbalize your thoughts and feelings while you are performing tasks so we can better understand when the website is easy or hard to use. While you are working, we will be sitting next to you taking some notes. Additionally, we will be audio taping the session so that we can go back and make sure we didn't miss any useful information. The only people who will review the audiotapes are _____ and I. Your name and any personal information will not be revealed to anyone outside of this study session.

Before we begin the website test, we will ask you to complete a background questionnaire. When the website test is complete, we will ask you a few questions about your experience with the website. It's important that you answer truthfully, not with what you think we want or need to hear. Our role here is to study the website, not you. Do you have any questions?



Background Questionnaire

Your First Name: _____

Your Occupation: _____

Please answer the following questions in order to help us understand your background and experience.

1. What is your age range?

18-25 26-35 36-45 46-55 56+

2. On a typical day, about how many hours do you spend using the Web?

3. How often do you purchase products online?

Daily 1-2 times per week 1-2 times per month 1-2 times per year Never

4. How often do you visit the American Psychological Association's (APA) website, www.apa.org?

Daily 1-2 times per week 1-2 times per month 1-2 times per year Never

5. If you have ever visited APA.org, why did you visit the site?

6. If you have ever purchased products from the APA website, what kinds of products did you purchase?

7. Do you have an account with any of the following? Circle all that apply.

Google+/Gmail Twitter Facebook Yahoo!

8. If so, how often do you sign into another website using one of these accounts? Ex., "Log in with Facebook."

Daily 1-2 times per week 1-2 times per month 1-2 times per year Never

Debriefing Topics

1. During this session, what did you like the most about your experience with the APA website?
2. During this session, what did you like the least about your experience with the APA website?
3. What would you change about your experience purchasing a product or logging in?
4. Would you consider purchasing a product from this website again? Why or Why not?
5. Other questions about problems discovered during task performance.