Wireframe Usability Testing

CLIENT: FTC

PROJECT: Website Overhaul

DATE: January 17, 2013

Overview

Below are the tasks and procedures that usability test participants will complete during usability testing.

Usability Test Procedures

In-Person Usability Testing

Usability testing with a test subject includes several levels of granularity that are found within the tasks the test subject is asked to complete. Each test subject will be given 30 minutes to complete a series of 7 tasks and give free-form responses to some general questions; however, testing may be completed sooner if the subject completes tasks quickly. The subject will be seated in front of a video enabled laptop computer so we are able to record the subject's physical and audible responses as they attempt to complete each task as well as the subject's mouse movements on the laptop. During the testing process, the test subject will be asked to think aloud while completing each task - that is, simply verbalizing their thoughts as they move through the user interface. The software being used to conduct and record the test is Silverback (http://silverbackapp.com/).

Satellite (or Remote) Usability Testing

If subjects are unable to attend an in-person usability test, a remote version of the test will be performed. The test subject will be required to have a computer with Internet connection and a phone. The subject will be given a unique URL address to access a GoToMeeting that will allow the facilitator to interact with the subject in a shared environment. The subject will then dial into a conference room and await instructions from the facilitator. The facilitator will read the tasks and the subject will attempt to complete each task in turn. The tasks listed below will be given to the subject and after the task list is completed, the subject will be asked the same series of questions as the listed tasks.

Usability Questions

1. Frequently performed tasks

Note: Every user will be asked to rank each task's difficulty: On a scale of 1-5, 1 being very difficult and 5 being very easy, how difficult was this task?

1.1 What does the FTC's Privacy Policy say about collecting personal information?

1.2 Report an email scam to the Federal Trade Commission.

1.3 What has the FTC said about proposed rulemaking for the labeling and advertising of alcohol?

1.4 Download the FTC report about children and mobile applications.

1.5 Check to see if your company's email newsletter is following CAN-SPAM regulations.

1.6 Several rules the Federal Trade Commission (FTC) enforces are open for public comment. Having an opinion about a rule, submit your thoughts and comments to the FTC.

1.7 Subscribe to the FTCs Consumer Protection RSS feed.

2. Free-form responses

2.1 Vocalize your first impressions of the FTC homepage. What was the first thing you noticed? The second thing? The third thing?

2.2 What about this sample website did you like?

2.3 What about this sample website did you not like?

2.4 What would you change?