Background pattern

Description automatically generated with medium confidence

### Usability Testing Plan

**Project Name (Business Area, Division)**

[Additional info e.g. Date, Author etc]

## About this template

#### *(delete these instructions before finalising your document)*

This template is designed to assist you in running user testing for a product or service in TMR, and is part of a suite of similar product available in the Digital Service Design Playbook.

*Guidance is provided in italics, delete these before finalising your document.*

Variables such as the project name or User name are in [brackets]. Don't forget to update them with the details relevant to your project.

Sample questions and content you can use during the interview are in simple dot points for easy reading during your interviews.

Page breaks have been used to break up the content so its easy to flick through while you are conducting the interview.

# Usability testing plan

### Understanding the experience of [insert experience being researched]

*This section should provide a brief overview of the project and the research goal/focus, for example:*

[Business Area] has identified [problem being explored].

The focus of this usability testing is to identify [insert goals/issues being explored here].

This research is focussed on [describe customer/stakeholder group] and will be conducted using [number] of 1:1 interviews with this customer/stakeholder group.

### Session schedule

*Include a summary of the sessions/interview you plan to run.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Location** | **Participant name** | **Session Time** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Interview structure

### Session outline

*Update this session outline to suit your project and interview structure if needed.*

1. Housekeeping (5 mins)
2. Warm up (10 mins)
3. Prime the participant (2 mins)
4. Task scenarios (20 mins)
5. Questions (20 mins)
   1. Closing questions (5 mins)
   2. Observer questions (10 mins)
   3. Turn the tables (5 mins)
6. Wrap it up

### About the Questions

The questions in this document are prompts only. Whilst we will follow the general structure of this usability testing plan, we won’t be asking these questions verbatim, and we won’t necessarily cover all questions in all sessions; the natural flow and pace of the conversation on the day will dictate the approach.

## Research method

### Methodology

In usability testing, we use task scenarios to elicit information about a customer’s experience in a specific scenario. This will allow us to uncover any usability issues or pain points and help us see what’s working well.

### Verbatim notes

Verbatim notes are word for word notes on exactly what customers said during the interview. Verbatim notes will be captured digitally by the dedicated scribe. Following the usability tests, we will analyse and synthesise all data for trends and patterns.

### Consent Form

The consent form should be used at the start of every interview and can be downloaded from the Digital Service Design Playbook.

## Participant Recruitment

### Recruitment Channel/s used

*You will have to go through one of the participant recruitment processes to get them to come along to a session. This might be making use of agency specific customer panels like Transport Talk, industry user research platforms like Askable, accessing Queenslanders with a disability via the QEngage partnership, or using a market research company to find and schedule them into your sessions. These may or may not require a Request to Approve Contactor (RTAC) or other internal approvals.*

* [example] Transport Talk
* [example] Askable

### Screener

In order to address the main concerns of the team and not skew the research data, and get the best possible results, it is recommended to use a screener. The following participant screening questions are an example of what can be used.

|  |  |
| --- | --- |
| Question: Are you a Queensland resident? | |
| Answer | **Screening action** |
| No | Exclude |
| Yes | Include |

|  |  |
| --- | --- |
| Question: Do you have a current Queensland driver licence? | |
| Answer | **Screening action** |
| No | Exclude |
| Yes | Include |

|  |  |
| --- | --- |
| Question: What is your age? |  |
| Answer | **Screening action** |
| 18-25 | Include |
| 25-35 | Include |
| 35-45 | Include |
| 45-55 | Include |
| 55-65 | Include |
| 65-75 | Include |
| 75+ | Exclude |

|  |  |
| --- | --- |
| Question: What type of licence do you hold? | |
| Answer | **Screening action** |
| Learner | Exclude |
| Probationary | Exclude |
| P1 | Exclude |
| P2 | Include |
| Open | Include |

|  |  |
| --- | --- |
| Question: Do you have any medical conditions that affect your licence? | |
| Answer | **Screening action** |
| Yes | Exclude |
| No | Include |

|  |  |
| --- | --- |
| Question: How do you usually renew your licence? | |
| Answer | **Screening action** |
| In person | Exclude |
| Online | Include |

|  |  |
| --- | --- |
| Question: How do you currently receive renewal notices from the Department of Transport and Main Roads? | |
| Answer | **Screening action** |
| Post | Include |
| Email | Include |
| Not sure | Include |

## Interview focus

### Goals

*What are the most important things that we want to understand with this customer research? Write an overview of your goals for the usability testing here.*

1. *Does the design make sense to customers?* 
   1. *Can they complete the task without assistance?*
   2. *Can they complete the task without frustration or confusion?*
   3. *How they feel about their experience completing the task?*
2. *What opportunities are there to improve the usability?*

## Interview content

### Housekeeping (5 mins)

* Thank you for your time today.
* We work for the Department of Transport and Main Roads (TMR) and we're currently conducting research to help us in understand [problem] for [customer segment]
* With your permission, we're going to video and audio record the interview, and take a couple of photos. The recordings and photos will only be used as a reference to help us present the information we learn, and they won't be seen by anyone except the people working on the project or for learning and development.
* The information we speak about today is only for the purposes of this project and will not be used for any other reason. Your recording may be used for internal training purposes, but you will be anonymised.
* If you don’t mind, I'm going to ask you to [sign/read out loud] a consent form for us to record the interview. Please [read and sign/read out loud] the consent form to indicate you agree.
* [Share consent form and have participant read and sign]
* This session will run for approximately 60 minutes. If at any time during the session you need a break, or feel you need to end the session, please let us know.
* Do you have any questions before we begin?

### Warm up (10 mins)

*These are sample questions to get you started, make them relevant to your project and usability testing goals.*

#### About you / [product or service]

* Can you tell me a little about yourself?
* What part of [insert QLD region] do you live?
* What kind of [thing] do you have/use?
* How long have you had/used [thing]t?
* How often do you…?
* How long do you usually go out for?
* What kinds of occasions do you take your boat out for?
* Who is normally with you on the boat?
* Where do you normally take your boat out to?

#### Awareness / understanding of [problem]

#### Attitudes / beliefs in relation to [problem]

* What kind of marine license do you have?
* How did you get your license?
* When did you get your license?
* Did you have to do any training for your licence?
* Do you remember learning about marine flags?
* What is your understanding of what a marine flag is?

### Prime the participant (2 mins)

* In a moment I’m going to give you a series of activities to complete.
* Just remember, we’re testing the design, not you. If something doesn’t make sense, it means we need to make improvements to the design.
* None of us here today had any involvement with the design, so don’t feel like you need to hold back with any negative you may have feedback. *[NB. This is a great tip, even if you were involved in the design!]*
* Please think out loud so we can understand your thought process.
* If you have any questions during the activity, I may not be able to answer them. I’m here to see how you would use the service (or insert the name of your product here), but 'll let you know if something isn't working because it’s a prototype or under development. For example, if you ask "what does this button do?" I might ask you "what are you expecting it to do?".

### Task scenario 1: Activity (20 mins)

*Don't forget to add all of your tasks in here, you may have several depending on the project.*

*Remind the participant to think out loud.*

* Add your task scenario here.

### Follow up questions (X mins)

#### Closing questions (5 mins)

* I noticed you did x while completing task 1. Can you tell me more about that?
* Overall, how would you describe your experience completing the activities?
* On a scale of 1-7, 1 being extremely difficult and 7 being extremely easy, how would you rate the service you tested today?

#### Observer questions (10 mins if there are questions)

* \*Ask your observers if they have any questions

#### Turn the tables (5 mins)

* Before we wrap up, is there anything else you would like to share with us regarding [the problem space or issue]?

### Wrap up (2 mins)

*Don't forget to thank your participant and let them know what the next step is for the project if relevant.*

* Thank you for your time today. You provided us with some great insights!
* We are going to use what you have told us and combine that with all the other feedback we are gathering to understand how to improve [product or service].