MEMO

To: Dr. Marika Seigel  
From: Hailey Rouleau, Katelyn Waara, Joshua Stuempges  
Date: May 21, 2013  
Re: Usability Test Plan

Test Objectives
Through usability testing, we are trying to evaluate how useful and efficient the Tallinn Traveller Tours website is. We want to be able to give feedback on what the good and bad is about the website so that the creators can ensure that they have a properly running, easily accessible, fresh, and entertaining website. For example, if we are trying to complete a task in a timely manner, such as choosing a tour, time, and finding a price, and we do not feel that we are able to complete the task in enough time, we would be able to inform the company with suggestions to correct these issues.

User Profile
The users that we are targeting for our testing include college students, roughly 18-25 years old, but also extends to an older generation (30’s and 40’s), both of whom are interested in international travel and seeing parts of a city that are unique and unlike the typical tourist trap.

Methods and Procedures
In order to test the usability of the Traveller Tours website, our five test participants will engage in a usability test. We will be using a protocol-aided testing method to gain information about the website. Our participants will be given a scenario or task list to follow during the tests. By the use of this testing method, we will address accessibility issues and other problems associated with the site’s navigation and overall usability.

The tests will be conducted in Michigan Technological University’s Walker building, in a conference room within the HDMZ during the week of May 20-24. We will be utilizing the Morae usability testing software available to us by the university. Once the participants arrive, we will introduce ourselves and have them fill out a pre-test questionnaire, describe the purpose of the testing and scenario/tasks we would like the participant to complete, then conduct the testing and finally ask the participants to complete a post-testing questionnaire.

Materials
We have created a number of written materials we will be using to aid our usability tests, including an orientation script to ensure we greet each participant and describe the testing in the same manner, a hard-copy of our scenario and task list for each participant to follow, pre-test and post-test questionnaires, a standard note-taking sheet, and a release the participants must sign since we will be taking video and audio recordings during the tests. Those documents can be found as enclosures with this memo.
We anticipate the test (including the pre and post-test questionnaires) to take a total of 30-45 minutes.

**Tasks and Scenarios**
Our participants will be given a specific task to complete using the Traveller Tours website. Based on the description our client gave of the specific purpose and target audience of the site, we've drafted this scenario for our participants to imagine themselves in.

The scenario is as follows:

“You are a college student looking to book a tour of Tallinn, Estonia. We would like you to use the Traveller Tours website to work through the process of booking both a walking tour as well as a day excursion. After establishing your budget, you have allotted $200 (USD) to use towards tours of the city. Browse the tours, choose one you like and work through the motions of booking the tour, but do not submit any payment information at the end.”

**Team Roles and Responsibilities**
During the test, there will be three main roles: the moderator, the operator, and the recorder.

The recorder is tasked with recording notes on each subject’s actions while undergoing the usability test. They will have a laptop or pen and paper, and take notes in a matrix that includes columns for Subject’s Actions, Subject’s Thoughts, and Conclusions. These notes will be used in the evaluation of the usability test’s data.

The operator’s job is to make sure the equipment runs smoothly. They will be in charge of the lab equipment (including operating the Morae software), and everything to do with getting it prepared and operating it during the test.

The moderator will inform the subject of the test parameters. They are responsible for making sure that the subject understands the test and its protocols, as well as making sure that the subject is relaxed and acts naturally throughout the test.

We’ve decided that each team member will have a chance to hold each role during the testing: moderator, operator and recorder.

**Evaluation Measures**
The evaluation procedure will be largely based around observing the subject as he or she uses the website for the first time and make decisions based on the information available. He or she is instructed to visit the website and go through the steps of booking a tour, while narrating their thoughts and impressions. A team member will be taking notes throughout the process, and both the on-screen actions and audio/video will be recorded by the equipment for later review.
Prior to the test, the participant will complete the pre-test questionnaire, which will discern demographic information, their attitude towards travel and other things. After the test, a post-test questionnaire will be given, asking about their experience on the site. Questions for both questionnaires will include, but are not limited to:

- Adjective list to describe the type of traveller they are
- Frequency they travel
- Previous travel experience
- Likelihood of taking a guided tour in general while travelling
- Likelihood of taking a guided tour like the one described on the site while travelling
- Age, Gender, and Nationality
- Languages spoken
- Whether they felt more inclined to a day trip or walking/biking tour
- Any difficulties or confusions experienced while using the site
- What they found attractive about the site
- What they found unattractive about the site

After completing the test and survey, the subject is excused and the team will organize and combine the data from observations, recordings and surveys. The conclusions will be compiled and presented to the client.

Enclosures
Orientation Script
Hello (participant) and thank you for deciding to participate in our usability testing today. My name is (moderator) and these are my colleagues (recorder and operator). As you know, we are going to be testing the usability of the Traveller Tours website which is used to book tours in and around the city of Tallinn, Estonia.

While you are engaging with the Traveller Tours website, we would like you to speak aloud any thoughts or comments you have and to talk your way through what you are doing. This is useful because we will be taking note of your responses and can make recommendations for the site because of your comments and suggestions.

Please remember that we are not testing your abilities, but the accessibility and navigability of the Traveller Tours website. If you would like to pause the test at any time, please let me know and we can take a break. If you would like to stop the test for any reason, please let me know that, too.

Do you have any questions before we begin?
Scenario and Task List

“You are a college student looking to book a tour of Tallinn, Estonia. We would like you to use the Traveller Tours website to work through the process of booking both a walking tour as well as a day excursion. After establishing your budget, you have allotted $200 (USD) to use towards tours of the city. Browse the tours, choose one or more that you like and work through the motions of booking the tour, but do not submit any payment information at the end.”

Please complete the following tasks:

1. Please search to find your way to the “Traveller Tours” website by searching on the search engine of your choice.
2. Navigate the site to find a tour or tours you’re interested in.
3. Go through the motions of booking a tour once you’ve made your decision, but do not enter any credit card information at the end.
Pre-test Questionnaire

1. Please specify your:
   Age:
   Gender:

2. Please list any languages you speak, and indicate whether you are fluent, can communicate only in writing, can communicate only while speaking, know enough to get by, or only know a few phrases:

3. How often do you travel, both internationally and domestically?

4. Where have you travelled to?

5. Which adjectives best describes your travelling style? (please circle those that apply)
   Adventurous  Experienced  Traditional  Conventional  Open-minded  Exotic  Inexperienced  Popular  Original  Solo  Group  Flexible  Local-Focused  Attraction-Focused  Relaxed  Exciting  Other:

6. What is the likelihood that you would take a guided tour while traveling?

7. Are you more inclined to take a day-trip or a walking tour while travelling?
Post-test Questionnaire

1. What is the likelihood of you taking a guided tour like the ones described on the site while traveling?

2. Which do you feel more inclined to take--a day trip or walking/biking tour--based on how the information was presented on the Traveller Tours website?

3. Did you come across any difficulties (including but not limited to confusing terms, accessibility issues, etc.) while using the site? Please explain.

4. What did you find appealing about the Traveller Tours website?

5. What did you find unappealing about the Traveller Tours website?

6. Please indicate your level of satisfaction based on your experience using the Traveller Tours website.

   1 (Very dissatisfied)
   2 (Moderately dissatisfied)
   3 (Neutral)
   4 (Moderately satisfied)
   5 (Very satisfied)
### Note-taking Sheet
(printed version allots more space for notes)

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