

Usability Study Plan

I. Testing an Endangered Species App

- A. I am designing an educational app that identifies endangered species in a user's area, which will allow outdoors enthusiasts and animal lovers to learn more about wildlife conservation and connect them with resources dedicated to related causes.
- B. I am trying to determine if the app design and user flow support easy navigation and task completion.

II. Research Questions

- A. Can users navigate the prototype well enough to complete a series of basic tasks by following the intended user flow?
- B. Do the layouts of the Homepage, Species List, Species Profile, Sightings Map, Community Page and News Page make sense and encourage easy progress through the prototype?

III. KPIs

- A. I will measure success by observing KPIs like time on task, errors and drop rate.
- B. I will also record users' opinions and impressions of the prototype overall.

IV. Methodology

- A. Unmoderated Usability Study
- B. Location: United States, remote (participants will go through the ability study in their own homes.)
- C. Various dates in November, 2024
- D. Each participant will be given a series of basic tasks in each of the designed page layouts. They will be timed and encouraged to talk through their experience, answering various questions along the way.

V. Participants

- A. Idea participants are outdoors enthusiasts and/or animal lovers between the ages of 18-45 who are interested in contributing to and improving their community.

VI. Script

- A. Intro: Thank you for agreeing to take part in this usability study. This study will involve completing four basic tasks using a low-fidelity prototype. At the end of the study you will be asked to reflect on the exercise and give your opinion of the app's layout and usability.
 - 1. *I am designing an educational app that will allow users to learn more about endangered animals in their area.*
 - 2. *The data and responses you provide will help determine the viability of the app's design and layout.*
 - 3. *Please remember that your impressions of the app as you use it are important. Share all your thoughts and feelings verbally as you complete each task. There are no right or wrong answers here, the more honest your opinion, the better.*
- B. Task 1: Open the app and navigate the app to learn about the Northern Spotted Owl, an endangered bird in Oregon.
- C. Task 2: Navigate the app to find a map showing all of the tagged sightings of the Northern Spotted Owl.
- D. Task 3: Navigate the app to find the Community Page and view the most recent post.
- E. Task 4: Navigate the app to find the news page and view an article posted 45 minutes ago.
- F. Overall Impressions
 - 1. *Now that you've navigated the various page layouts of the prototype, how would you rate its usability on a scale of one to five?*
 - 2. *What elements of the layout did you like or dislike? Was there anything you think could be improved upon or changed?*
- G. Conclusion: Thank you very much for participating in this study and sharing your opinions. The information you shared here will be used to develop key insights into the app's overall usability and what changes and improvements can be made moving forward.