

# Cat Collab Usability Test Plan

## Objective

Determine ease and usability for:

- Navigating menu and logging into the site
- Searching and interacting with the map to initiate a project
- Scheduling and booking dates using calendar/date picker
- Selecting required item quantities throughout the design
- Recruiting volunteers for specific roles and dates
- Navigating the tab bar elements as needed

## Assumptions & Hypotheses

1. Users won't have issues with logging in using the menu
2. Searching by zip will work fine as a recognized Google pattern
3. Selecting cat icons may have hesitation
4. Users will tap the increment/decrement + and - buttons versus selecting the digit between them
5. Calendars will be tapped for dates versus trying to use the date picker
6. Picking supplies will be familiar with the + and - increment/decrement buttons already established earlier in the process.
7. Users will pick roles for volunteer recruits on the list tab, and use the calendar tab specifically for date picking, versus using doing both on the calendar tab
8. Users will recognize the tab bar design pattern and may use them without explicit instruction to do so

## Subject

Hi fidelity prototype of Cat Collab website

## Participants & Recruiting

- 3-5 participants, any age, preferably active in TNR
- Recruiting from research participants, Facebook groups, students who volunteered to help during group critiques, and family/friends as a last resort

## Methodology

Unmonitored remote user test on Maze

## Procedure

1. List concise instructions to the user
2. Remind user that not everything is clickable and to focus on the task
3. Reassure them the design is being tested and not them, and there is no wrong way
4. Have follow-up questions if blocks are available, throughout the test, as well as one open-ended generic feedback question
5. Analyze the results using Maze's tools, and reading user feedback

## Task

1. Login to the site as an organization representative and start coordinating a TNR project

## Script

### Intro text

Hi, and thank you for taking time to perform a usability test! This is a prototype for my portfolio and school assignment. I will provide you with a set of tasks to complete in whatever way is natural for you. Please note that this is a test of the design's usability, not on you as a user. There is no right or wrong way to accomplish a task. However, being a prototype means that not everything is clickable like a normal website, so focus on the tasks given.

## Scenarios and Tasks

1. You are an employee at an animal rescue non-profit, so you will need to sign into your organization's account.
2. You want to check your local area for known cat colonies that need treatment. Use the map to find two cat colonies in need and start a coordination project.
3. After looking at your clinic options in the area, you decide to book 4 cats each to Texas Litter Control and Citizens for Animal Protection.
4. Texas Litter Control has no cat limits so you can book them all for March 12th.
5. Citizens for Animal Protection has a 2 cat per day limit, so you need to split the cats between March 13th and 14th.
6. You need to see what the total cost of the project will be, including vet bills and any new or replenished supplies that may be needed. You determine that you will need 1 trap, and 1 bag of food before proceeding.
7. Based on your clinic dates, you decide on a trap date of March 12th.

8. You see a list of volunteers registered with your organization, and you need to request help for specific roles and dates for each person.
9. You decide to recruit Susan for vetting on 3/12 - 3/14, Derek for trapping and housing on 3/11, and Evelyn for recovery and release on 3/12 - 3/15.
10. You come back a day later to see that some requests have been fulfilled. You look over the checklist to see what is filled, and then see who has confirmed the roles requested.
11. You save the changes after looking over the volunteer assignments.
12. You now see your project listed in the dashboard.

## **Follow-up Questions**

1. How difficult were the tasks?
2. What was your first impression of the brand?
3. What additional feedback do you have for the design?

## **Usability Goals**

1. Easy and frictionless understanding and completion of the tasks given.
2. Brand should feel cute, playful, compassionate, and educational.

## **Analytics**

Using Maze analysis tools and feedback, determine pain points for users and prioritize design iterations for future testing.