Memo
To: Marika Seigel
From: Watershed Team - Monica Lester and Javier Oliveros
Date: April 1, 2014
Re: Usability Test Plan

The purpose of this memo is to discuss the usability test plan that will be used in evaluating the help content of the RioMio app for the Watershed team.

Test Objectives
The usability testing that this plan describes will be trying to evaluate the effectiveness and relevance of the help content within the Watershed team’s app, RioMio.

Testing the help content will help the Humanities and Computer Science students better service the users and create optimal functionality within the app. After testing the usability of the app without the help content, it would be useful to see if the help content helps solve some of the concerns brought up after the original testing, such as terminology and using the app without originally having a username and password.

User Profile
With this usability test, our team will be targeting users that better represent our intended audience. Our intended audience is college-educated, Spanish-speaking, moderate knowledge of Android phones, and have a general interest in the watershed in their area. Most likely, they will be involved with the non-government organization involved in this project, IMCAS-X.

The users we will be testing will be Spanish speaking with general knowledge of the watersheds in the Mexican region that this app is intended for. Depending upon availability, we will be testing with approximately three to five users.

Methods and Procedure
Some of the users we will be testing will be distant users, as in they are currently located in Mexico. Because of this, we will be testing them via Google Hangout or Skype. We will be testing on Tuesday, April 15, 2014, starting at 6pm EDT.

The type of evaluation that we will be using will be protocol-aided revision. Because the users that we will be testing are non-local, they will have a paper prototype of the app and will be given scenarios to conduct using the help content. At first, they will be asked to use the app with just the help content. After that, they will begin using the app with the tutorial. The testing users will be asked to speak aloud and talk their way through each scenario, and they will be asked to
rank each help segment’s usefulness. Because the test will be conducted over the computer, it will also be recorded.

Materials
The materials that will be used will be a paper prototype that includes the help content. Along with the users being at a distance, the help content has yet to be incorporated into the app so the paper prototype is the best option for this usability test. Also, the test users will be taking a survey that acquires their demographics and ratings of the help; this will be done through a Qualtrics survey online because its accessibility for distant testing.

Also, a computer, Google Hangout or Skype, and video recording program will be used to actually conduct the testing.

Tasks and Scenarios
The usability test will incorporate tasks and scenarios that will utilize the help content. The first scenario will be using the help content as a first-time user, which is applicable to all of the users that will be tested. They will be asked at what point they think they would not need the help and if at some point after they canceled out of it, would they like to be able to view it again. The second scenario will be directed towards the terminology within the app and if definitions are useful. If further scenarios arise, they will be addressed.

Team Roles and Responsibilities
The usability test will be largely conducted by the Humanities students to test our own help content. Javier Oliveros will contact and set up the testing schedule because he is the contact between the potential users that will be tested. Hopefully, the test will be conducted in Spanish because that is intended language for the app. Because Javier Oliveros is a native Spanish speaker, he will be the moderator and logger. If English is spoken, Monica Lester will record those parts and she will also act as an observer to body language and facial expressions towards the app.

Evaluation Measures
The kind of data we hope to collect through testing is qualitative. This kind of data will help use identify the usefulness and effectiveness of the help content within RioMio by describing the how the help content either helped or hindered the user’s progression throughout the app. This data will be collected through recording the users being tested and their reactions and thoughts throughout their process of using the app. We will also collect demographic information to correlate the users being tested to our intended audience, in which we will collect that data through a survey.