MIRROR USABILITY TEST PLANNING

1. Test Objective
Test the site 's hierarchy and determine if users can navigate to find the items easily or finish the tasks.
Test the legibility of the site to determine if the typography is easy to read for users.
Determine which most prominent elements the users focus on the site.
Watch the users at a time trying to use something to do typical tasks that confuse or frustrate them.

2. Test Subject
High fidelity Invision prototype of Mirror website

3. Test Methodology
-   In person usability test: eye-tracking and observe the users' facial expression while performing the tasks. The facilitator will open the Invision prototype and ask the participants to accomplish the tasks.
Remote: use Skype or Google Hangout, share Invision Link to the participant and observe them to perform the tasks.

4. Participant
Number of participants: 5-10 people
Reflect the Mirror persona
Age: 25-40
Facilitator's primary job is to encourage the participant to do and to hear what they are thinking and observes to see the site through someone's eyes and understand why some things that are obvious to them are confusing or frustrating to users.

5. Recruiting plan
Use the Facebook, Craiglist, or reach out to friends

6. Script Procedure
- Welcome: explain how the test will work so the participant know what to expect.
- The question: ask the participants about themselves, which put them at ease and give the overview of how computer-savvy and Web-savvy they are.

"Hi, My name is Sandy and I'm walking you through this sessions. Before we begin, I have some information for you and I am going to read it to make sure I cover everything. Today we're running a usability test to help me see what it is like for people to use it. The test is not fully functional prototype and most of elements are not clickable. It is a limited version of the site but you will be able to navigate and finish certain tasks. We want to hear exactly what you feel and think out lout. There is no right or wrong answer here. In

***fact, you don't have to worry about making mistakes.. There are no hard feelings. We
really want to improve it so we need to know honestly what you think.
If you have questions, feel free to ask. If not, lets go ahead and get started!"***

- The tasks: Watch the users to perform a series of functions, encourage them to think out loud.
If they ask for help, I will say "What would you do if I wasn't here?"
- After the task: Ask the participant questions about anything that happened during the test
Wrap up: Thank them for their help.

7. Tasks

Task 1:   You are looking for the new denim jacket. You go for Mirror website to search for the
best fit. How would you find your new jacket?

Task 2: Your size is XS, your budget is $50, your color preference is blue, you want to update
the latest trends. How would you find the best top based on your criteria?

Task 3: You want to look up more top and compare at the once time before adding to cart. How
would you do that?

Task 4: You want more information and reviews about the products before making the
purchasing decision. How do you find that kind of information?

Task 5: After reading the reviews and information, you decide to look back over the product
and want to see many images of the products, and desire to view the items up-close. How
would you do that?

Task 6: Now you decide to buy the items, but you consider to pick another color because you
think the blue is not the right color for summer vacation. How would you do that?

Task 7: Accomplish the buying process of your items and review your order again to make sure
that you bought the correct details.

8. Testing goals
To identify the most prominent feature of the site that appeals to the users.
To evaluate the pain points and frustrations users encounter when they want to accomplish the
task
To identify and fix the usability problem when the participants interact with the Mirror site.

9. Test completion rate (the percentage of tasks the user was able to complete)
Expected results - 100%
Why: Each task is short and simple so that the users can complete.

10. Error Free rate (the percentage of tasks completed without errors or hiccups)
Expected results - 70%
Why: I am not sure they can finish the task 2, because some elements in filter are not clickable, and the participants want to play around with filters and sorts.