



Tesla's Login Account *Usability Testing plan*

Introduction Assignment

In this assignment you will find the process I have follow this last week preparing an usability testing for the Tesla website. The document is divide by seven parts:

- 1. Scope, propose and tasks.** In this starting point we will find our goals for our usability testing and the tasks.
- 2. Script.** Here you will find the script we created to conduct the usability testing following the tasks defined in step 1.
- 3. Location, scheduler and time.** In this point we will define the location and the timing of the sessions.
- 4. Equipment checklist.** Before the usability testing is important to define the equipment, here I will discuss what are the materials must be prepared.
- 5. Primary Persona.** In this part we will define the primary persona of Tesla products to be able to reach the best participants for this usability testing.
- 6. Testing** scenario. Once we had the Primary Persona, we will create a testing scenarios for the usability testing.
- 7. Screener and recruitment.** In this last point I will discuss in which point the recruitment is in this moments and how the process have been followed to reach participants.

1. Scope, purpose and tasks

Before we start with the usability testing preparation we need to know what we need to verify in this usability testing. The assignment has focus that we must do a usability testing about create an account and create a new password from an existing account.

What we want to know in this usability testing **if is the creating account flow in the tesla website successful and comfortable for the users.**

To do so we created a specific questions we want to answer with this usability testing that will help us to give us insights about how successful is this process for the user. There is many ways to measure this, we based our questions based in time and errors that the user can do during this process. You can see the questions in the following cart on the right:

Specific questions (goals)

- ★ *How long takes to a user to find how to create an account?*
- ★ *How long takes to a user to find how to create a new password?*
- ★ *Can people create a new password with no errors?*
- ★ *Can people create an account with no errors?*

Tasks

- Find the Sign in the website
- Create an account
- Find the option to change "password"
- Create a new password
- Sign in with the new password

Once we had our questions it was easier to see which was the tasks I need from the participants to perform as step-by-step directions that will help me to conduct the participants to accomplish the goal of the usability testing.

2. Script

When I had completed and defined my usability testing questions (goals) and my tasks it was ready to prepare my usability script that I will use during my interviews. To create my script I follow the script example of Chris Nodder ¹. The script I write follows five main parts:

1. Introduction and putting the participant at ease (“This isn’t a test of you”)

This part is important to connect with the participant, make he feel comfortable and warm up before the tasks.

2. Description of what the session is about

Here I will introduce the structure of the interview and what I am trying to accomplish with this testing.

3. Ground rules (taking a break, think out loud)

This part is really important, that’s the moment I will explain the participant how I am expecting him to perform the tasks (thinking out loud).

4. Session (perform the tasks)

In the part four is when the test will perform. The participant will read the scenarios and the tasks and he/she will perform them.

5. Wrap-up (questions and thanks)

This is the moment that I will ask questions about their feelings performing the tasks and to ask if they have any important feedback. Also it’s the end of the testing and when I will thank for their participation.

The Chris Nodder script had one more part focused on sign consent papers and legality papers. As this is an usability testing for academic proposes I skip this step, but if this was a usability testing for a real company I will add one more part in this list.

During the interview I will ask questions regarding the feelings and the responses that the user it’s having during the process. As this questions cannot been planned I created a list of some questions that can come up during the usability testing. I think is important to prepare a backup of questions that might be useful during the interview in a specific actions or responses. Here some of the questions:

What are you thinking as you view [specific page or feature]?
If you were looking for [information], where would you expect to find it?
How was the experience of using the product to complete this task?
[Probe:] What are your thoughts on the language used?
[Probe:] How easy or difficult was it to navigate?
[Probe:] What are your thoughts on the design and layout?
[Internal] How long did it take the user to complete this task?
How would you describe your overall experience with the product?
What did you like the most about using this product?
What did you like the least?
What, if anything, surprised you about the experience?
What, if anything, caused you frustration?

Once this is explained, you can read and check the script in the next page.

Usability Testing script:

Hi, my name is Gloria and I'll be running this session with you today.

First of all, thanks for agreeing to participate in this usability testing. I really appreciate it. The usability testing will be running for about 30 minutes today.

If you don't mind, I'm going to read the next couple of things from my script to make sure I cover everything.

We are doing a study for the Tesla website for this assignment for Noroff and we want to find out if some parts works for real users – people like you.

This isn't a test of you. There are no right or wrong answers. Instead, you are helping us to test the Tesla website. So, please be honest – you won't hurt the developers and designers feelings.

Before we start, I've got a little bit of paperwork.

[Consent form] This consent form sets out what we will and won't do with the information you give us today. Please read it through and then sign at the bottom. Today's date is [_____]

Today, we'll be working through some scenarios on the computer and I will be filming you to analyze afterwards all the process. The video will only be used as a academic proposes and will not be shared with third parties.

So I will need you to use your browser of preference and find the Tesla website (send a link of the website www.tesla.com/no) Could you find it in your browser? Tell me when you are ready *[for remote participants]* / this computer to do some tasks in the Tesla website (get ready the website and offer the computer) *[for presidential participants]*

If you need to take a break at any point, just let me know. If there are any questions that you don't want to answer, again, just let me know. Do you have any questions before we begin?

There's one thing you can do that will really help me as we go though the session today, and that is I'd like you to think out loud. By that, I mean while you are working with the website I want you to tell me what you're thinking as you go along. For instance if anything acts differently than you expected, or if you are trying to work out what to do next, say those things out loud. For example, you may be looking at a page, suddenly see something you didn't see before and want to click on it. In that case, saying something like "this caught my eye so I'm going to see what it is" would be very useful.

I'm going to be giving you things to do with the computer. I'd like you to go as far as you would if you were working on your own. I will be right here, but I might not be able to answer your questions. When you are done, say "I'm done" or "I would stop here."

OK, let's start. The first thing I'd like you to do is read this out loud and then go ahead and do what it says. [Hand first task to participant]

[After first task] Thank you. Now let's move on to the next one.

[During tasks, if necessary] Please remember to think out loud

x 2 Scenarios

[After all tasks] Thank you. Your feedback has been very helpful. Do you have any questions for me about what you just worked with?

OK, we're finished. Once more time, thank you for you time and your participation in this study. It have been very helpful your participation is this usability testing.

3. Location, scheduler and duration

Here you can see the plan for the usability sessions.

As I am working full-time and I don't have a lot of free time to meet participants for the interviews I created one-day usability testing sessions. In other circumstances the best would be to have two-three days to perform the interviews to make sure you can be focused for each interviews a prepared.

The duration I calculated for the sessions it's between 30 min - 45 min and, because of the job circumstances and the corona situation I decided to do remote interviews since it's more secure due the situation and also it will help me to do five interviews in a short time.

Also, as we have only one week to find participants I will be easier to find the right participants if I can choose with non distance limitation.

 **Location:** Remote
  **Duration:** 30min- 45 min
 Device: Computer by Skype

Usability Testing preparation scheduler:

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 31					Recruit Participants
Week 32	Recruit Participants	Recruit Participants	Recruit Participants	Usability Testing	Analyses results

Usability Testing participants scheduler:

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 32					
Morning				9-10 Preparation 11:00-12:00 User 1 12:30-13:30 User 2	
Evening				16:00-17:00 User 3 17:30-18:30 User 4 18:30-19:30 User 5	Analyze results

4. Equipment checklist

As the interviews will be remote, I will not need much material equipment, but I will need to have ready the scenarios/tasks and documentation necessary to be ready and fast to send by chat.

On the right you can see the check list.

- Script
- Paper and pencil/pen
- Link of Tesla website
- Recording screener
- Skype account
- Document with tasks and scenarios written ready to be copy/paste
- Computer
- Wifi
- Document with how the user can share their screen if necessary

5.1

Primary Persona

Now that we have all the usability testing assets ready we need to discuss and scope the participants we need for this usability testing.

To do so we created a Primary Persona (the main target) of Tesla products following a study made by Carolyn Fortuna (2019) ².

We have read in this Tesla studies that the Tesla users they consider themselves tech-geeks and tech-savvy. Also, they have a upper-education and they have high-salary jobs with responsibilities positions. Above you can also check the demographic and physiography resume of the study. This information will be very important to create the screener to select the best participants for the usability testing.



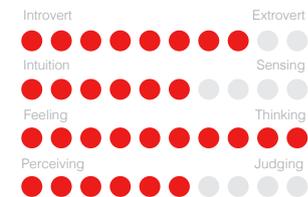
Arne Larsen

"I'm definitely a tech-geek - I like to have the latest technology as soon as it comes out"

General Information

Age: 48
Location: Stavanger, Norway
Education: Software Engineer
Job: Project Manager in AkerBP
Income: 150.000\$ per year

Personality



Biography

Arne lives in Stavanger and has a successful career in Aker BP as a Project Manager. He has a good salary and he can afford a comfortable life. He is constantly attentive to the new launchings in the tech area and is always the first person in his group buying the cutting-edge products. He is also concerned about having a healthy life and being green.

Smart

Tech-geek

Tech-savvy

Urban

Middle - Upper Class

Goals

- Job status
- Get the best technology
- Have a successful career

Frustrations

- People who don't recognize his value
- Anything that is low quality
- Things that are not done as they should

Demographic study ²

- More than Average hold post secondary degree
- Informed about EV's
- Live in Urban cities
- Middle or upper Class

Psychographic study ²

- Environmentally conscious
- Tech Savvy
- Trend setting

²: Fortuna, C. and Fortuna, C., 2020. What Do We Know About Tesla Owners?. [online] CleanTechnica. Available at: <<https://cleantechnica.com/2019/06/01/what-do-we-know-about-tesla-owners/>> [Accessed 25 October 2020].

5.2

Testing scenario

Once we had our Primary Persona defined we focused to create our testing scenario for the usability testing. The main propose of a contextual scenario to help users in the testing to imagine a real situation to accomplish the goals of the testing.

Above you can see the list of tasks with their scenarios.

Task

Find the Sign in the website

Create an account

Find the option to change "password"

Create a new password

Sign in with the new password

Test scenario

Test Scenario 1

You are thinking to buy a Tesla and you want to create an account. Follow the tasks and speak your thoughts aloud.

Test Scenario 2

After a few months you want to change your password because you think is not sure enough. Follow the tasks and speak your through aloud.

6.

Metrics of the results

At this point we have almost everything defined for the usability testing. We just need to defined metrics we will use to be able to measure our testing results. We can measure the results in three ways:

Efficiency: How long it took them to do the task.

Effectiveness: How errors they made.

Satisfaction: How they felt about the task

To define the best metric we have to use, we took all the questions (goals) of our study and we have defined the metric we will need to use to rate the success.

It's important also to use quantitative and qualitative research and results to be able to find out what are the problems and, also, why.

Above you can see the list of questions of the study and the metrics we will use to define the result.

Questions

- ★ *How long takes to a user to find how to create an account?*

- ★ *How long takes to a user to find how to create a new password?*

- ★ *Can people create a new password with no errors?*

- ★ *Can people create an account with no errors?*

- ★ *What is the part on the full process where the user feels more frustration*

Metrics

Time on a task (Quantitative)

Measure in sec (") how long takes the user since they end to read the task until they end they find the "Account" bottom.

Time on a task (Quantitative)

Measure in sec (") how long takes the user since they end to read the task until they end they find they complete the

Success rate (Quantitative)

Measure the number of errors that the user does during the task.

Success rate (Quantitative)

Measure the number of errors that the user does during the task.

Experience map (Qualitative)

Create a experience map to know what is the part that creates more frustration during the process and why.

7. Screener and recruitment

To select the best participants we created a survey as a screener. We used the demographic and psycho-graphic information we got creating our persona to create the survey. Check the survey here: <https://forms.gle/Qz1RReeP7gGX3c2FA>

Also you can check the document attached in this assignment [Screener_W31](#) if you want to check the criteria of the screener questions and the different parts.

Sharing the screener

To be able to reach the maximum number of people the survey have been shared in different social media as: Facebook, LinkedIn and Twitter. Also I shared the link with people that I know that they follow the General Persona we defined before.

Recruitment in process

Right now the recruitment still is in process. We have 2 potential participants that they have passed the screener and they are available to meet remotely on 29.10.20. The recruitment process will continue until 28.10.20, the day before the usability testing. Our aim is to try to find, at least, 7 potential participants to be covered.

You can check the process on real time in this excel: <https://docs.google.com/spreadsheets/d/1UsuNhy-YYrR0LM-dgm6fV-emYDOPTh7L4nWn-lTe-l8Q8/edit?usp=sharing>



Usability Testing / Screener / W31

I am a Noroff UX Design student and right now I am conducting a usability testing of the Tesla website to validate how the "Create an account" works for users. This survey is to select the best target participants for this usability testing.

If you pass the survey I will contact you for a remote usability testing interview that will last around 30 min. This surveys will take less than 4 minutes to complete.

• **Obligatòria**

PART ONE - VALIDATION

Would you be interested in participating in this study? *

Yes

No

Conclusion Assignment

In this assignment we have seen how we have to plan a usability testing and how we have to find the best participants.

The next steps will lead us to perform the usability testing and to analyze the results using the metrics we have define in this document.

| References

(WAI), W., 2020. Accessibility Fundamentals Overview. [online] Web Accessibility Initiative (WAI). Available at: <<https://www.w3.org/WAI/fundamentals/>> [Accessed 17 September 2020].

Spillers, F., 2020. What Are Design Principles?. [online] The Interaction Design Foundation. Available at: <<https://www.interaction-design.org/literature/topics/design-principles>> [Accessed 4 October 2020].

Fortuna, C. and Fortuna, C., 2020. What Do We Know About Tesla Owners?. [online] CleanTechnica. Available at: <<https://cleantechnica.com/2019/06/01/what-do-we-know-about-tesla-owners/>> [Accessed 25 October 2020].

LYNDA.COM Foundations of UX: Usability Testing En el texto: (lynda.com, 2020) Bibliografía: lynda.com, 2020. Foundations Of UX: Usability Testing. lynda.com, pp.4-9.