

User Testing Plan

Step	Tasks
1	<p>Define goals and objectives of project:</p> <ul style="list-style-type: none">Goals and objectives of project: To uncover the benefits of AI in personalising beauty/wellbeing.InnovationHonestySimplicity - to reinforce brand values/identity.
2	<p>Identify target audience:</p> <ul style="list-style-type: none">16 -34 year olds across a socio-economic demographic.
3	<p>Choose testing method:</p> <ul style="list-style-type: none">ASOS User interview script.
4	<ul style="list-style-type: none">Develop test scenarios and tasks:User testing plan
5	<ul style="list-style-type: none">Recruit participants5 participants
6	<ul style="list-style-type: none">Conduct tests:User Testing.com
7	<ul style="list-style-type: none">Analyse ResultsSpace saturate and Affinity Mapping