Test Plan

Old Navy Application Usability Testing

Designed by Nicole Pieczynski

Conducted Sept. 10th, 11th, and 13th at home and work

Overview

Old Navy is a well-known clothing store that also has a mobile application intended to be used for online shopping purposes, however can also be used to see what's in stock at select locations. This clothing store also has a website but has adjusted to a mobile platform due to convenience.

Study Goal and Objectives

The purpose of this usability test is for the user to understand the usability of the Old Navy mobile application, particularly the following aspects:

1. How to search for categories of clothing
2. Modifying the product to users' size
3. Adding something to your cart
4. Overviewing cart and deleting whatever they changed their mind on
5. Checking out

Participants

4 participants will be recruited

      Profiles:

- Equal gender mix
- Ages 24-55
- Currently owns an iPhone
- Mix of familiarity with Old Navy application (ranges from slight to moderate)

Test Session Structure

- Old Navy mobile application will be preloaded onto the mobile device
- User will be recorded when conducting the usability test for reference

1. Introduction and Instructions (pass out NDA)
2. Initial Interview (about 5 minutes)
3. Tasks
4. Post-Test Questionnaire

Moderator Guide

1. Hi there, my name is Nicole! Thank you so much for agreeing to help me conduct this user testing experiment. Today you will be evaluating a clothes shopping mobile application called Old Navy.
2. This experiment will last roughly 15 minutes.
3. Throughout this usability test, I will be capturing your way of thinking when navigating through this app. I will record you, with your consent, as you figure out how to accomplish all of our objectives for this test. If you are having trouble, that means there is something wrong with the application, not with you.
4. This application is fully functional, so you should attempt to examine it as if you were trying to improve it.
5. I am unable to help you navigate through the app, however if you have questions, please ask them so I know where the app is failing to answer those questions.
6. During this usability test, I'd like you to think out loud
   a) What are you looking at?
   b) What do you expect to see? Are you seeing it?
   c) What draws your attention?
   d) Is there anything that seems odd or out of place to you?
   e) Why did you click on this instead of that?
7. Do you have any questions? Great, let's get started!

8. Before I hand you the mobile device to access the application, we are going to go over a brief interview

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Initial Interview

1. Tell me about your familiarity with the Old Navy mobile application
   a) Do you normally use your phone, computer or go in the store at this company in order to buy their product?
2. Let's talk about what you are usually looking for when it comes to Old Navy
   a) Do their jeans or even shorts usually peak your interest?
   b) Do you shop at Old Navy for their dresses or dresswear?
   c) Are you interested in their shirts or long sleeves?
   d) Is it the overall affordability of this company that has you interested?

Task Scenarios

Main page after entering the mobile app, either logging in or logging in as a guest

Imagine you are with a friend shopping on your mobile devices and you open up your Old Navy application and they ask you what you enjoy about shopping at Old Navy. They stress to you that they are having a hard time navigating through this smaller business online shopping app and are talking about shopping from another clothing store.

1. Show your friend the different categories and clothing selections there are
   a) What's the first thing you would do to show your friend the variety of things that Old Navy has to offer?
   b) How would you begin to describe the drop down menu?
2. Pick a category and start scrolling on all of the product. Eventually click on one.
   a) To pick a size or color, it's just like any other clothing app

b) If for some reason your size is unavailable, you could either move onto the next piece of clothing or sign up to get notifications when this clothing item is stocked again

3. Now you and your friend are done shopping and adding things to your cart, so you can go to your cart overview.
    a) For starters, you would show your friend how to view the cart. How it's in the upper right hand corner of the application.
    b) Then you would proceed to click on it and scroll through your cart
    c) Whatever you or your friend don't want, you can show them how to discard that item

4. After adjusting the cart to what you actually want to keep, you can begin the checking out process.
    a) Since the cart is full of all the items you wish to purchase, you can click the proceed to checkout button to advance
    b) When moving onto the next screen, you will see the option to continue as guest or to log in, which will then ask for your email address for your order confirmation
    c) You'll then go to the payment portion of the checking out process and insert your card number and whatnot
    d) Lastly, the mobile app will ask for your shipping address so you will provide that information to complete your order

Debrief

1. Are there any questions before I pass out the post-test questionnaire?

2. Thank you so much again for helping me complete this usability test, I couldn't have done it without you. Here's the post-test questionnaire and just return this to me upon completion.

Post-Test Questionnaire

1. Overall, how did you feel about this mobile clothes shopping app?

Loved it!	Liked it	Neutral	Disliked it	Hated it

2. How was your experience using this app?

Wonderful	Okay	Impartial	Not so great	Horrible

3. What were your three favorite things while using this mobile application?

    1) _____

    2) _____

    3) _____

4. What were your three *least* favorite things while using this mobile application?

    1) _____

    2) _____

    3) _____

5. If there is anything you feel like the app could improve on, please list that below