

Usability Test Plan

Objectives

1. Validate the **global navigation structure** in the context of the whole FARMUR website.
2. Validate the **navigation design** throughout the entire FARMUR website.
3. Validate the **prioritization of information** throughout the entire FARMUR website.
4. Validate the **presentation of datasets** in the context of interactive infographics throughout the FARMUR website.
5. Measure which **navigation path** users most often take between sections.

Target Users for this Test:



Middle School Teacher

Seeking interactive teaching tools to share with students and friends



College Student

Interested in learning about the changes in the US food system



Homemaker

Busy mom who wants to save money on the grocery budget

Use cases (Scenario & Tasks)

1. User watches a motion graphic overview of urban farming for a quick introduction.
2. User explores the United States Agricultural Timeline and finds a date.
3. User visualizes the change in urban and rural population and finds specific year.
4. User visualizes the waste and consolidation in industrial agriculture, finding the amount of waste yearly and the percentage of consolidation in one sector.
5. User calculates food cost, savings, estimated garden size and potential food amounts.
6. User needs to locate a data source for the amount of waste per year.

Storyboard Sequence Plan

Task 1, Watch The Motion Graphic



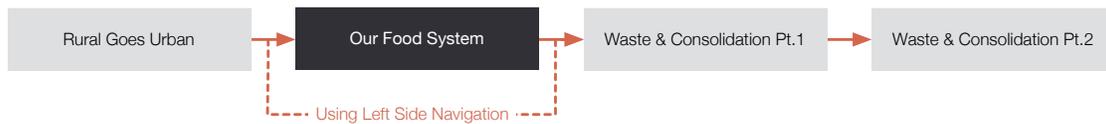
Task 2, Locate A Milestone in US Agricultural History



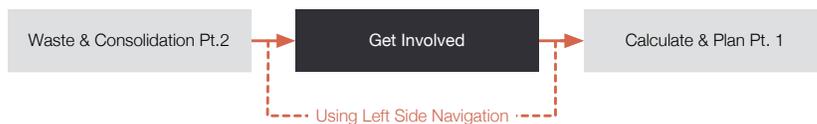
Task 3, Rural Goes Urban



Task 4, Waste & Consolidation



Task 5, Calculate & Plan



Task 6, Locate & Data Source



Completed Task Templates

Task 1, Watch The Motion Graphic

Goals / Outcomes	Be able to locate and watch the motion graphic.
Inputs	No inputs.
Assumptions	No assumptions.
Steps	<ol style="list-style-type: none">1. From the Home screen, press the button labeled, "Watch a short video on urban farming."2. Watch the video and then the "Motion Graphic Ended" screen appears.
Time for expert to complete	>1 min
Instructions for participant	You've stumbled across a web site on the subject of urban farming and it is in the process of loading. While you wait you want to watch a video overview of the topic. How would you go about watching finding and watching such a video?
Notes	No notes.

Task 2, Locate A Milestone in US Agriculture History

Goals / Outcomes	Be able to locate the US Agricultural Timeline and find the year the cotton gin was made.”
Inputs	No inputs.
Assumptions	No assumptions.
Steps	<ol style="list-style-type: none">1. From the “Motion Graphic Ended” screen, navigate to the page, “US Agricultural Timeline.” Either using the left side navigation or clicking continue at the bottom of the page twice.2. Locate the cotton gin under a particular year and read it off.
Time for expert to complete	2 min
Instructions for participant	You’ve read a bit about the timeline of agriculture as a whole, now you want to discover more about the United States agricultural past. Can you locate the year in which the cotton gin was invented?
Notes	No notes.

Task 3, Rural Goes Urban

Goals / Outcomes	Be able to answer what percentage of the US population lives in the urban areas, and what percentage of the US labor force is employed in the agricultural sector in the year 2000.
Inputs	No inputs.
Assumptions	No assumptions.
Steps	<ol style="list-style-type: none">1. From the "US Agricultural Timeline" screen, navigate to the page, "Rural Goes Urban."2. Use slider to drag the year to "2000."
Time for expert to complete	2 min
Instructions for participant	You're aware that a lot of people live in cities and you're curious just how dramatic a change there has been over the last 100 years. You'd like to see some actual numbers on urban population as well as how many farmers there were in the year 2000. Can you locate these exact numbers?
Notes	No notes.

Task 4, Waste & Consolidation

Goals / Outcomes	Be able to tell you the amount of waste in pounds from livestock operations and tell you what percentage the top four firms owns in the “Crop Seeds & Biotechnology Industry.”
Inputs	No inputs.
Assumptions	No assumptions.
Steps	<ol style="list-style-type: none"> 1. From the “Rural Goes Urban” screen, navigate to the page, “Waste & Consolidation.” 2. Use slider to guess the amount of waste. 3. The actual amount would then be displayed. 4. Click continue to go on to “Waste & Consolidation Pt. 2.” 5. Use the percentage selector under the “Crop Seeds & Biotechnology Industry” column to make a guess. 6. The actual amount would then be displayed.
Time for expert to complete	2 min
Instructions for participant	<p>You know that the food industry has issues. You hear about it in the news and media, but you don’t actually know what that means or what it actually looks like in practice. You’d really like to see some real numbers about what is happening in the food system. Can you locate the amount of waste the livestock industry outputs in a year and what percentage of the top four firms own in the Crop Seeds & Biotechnology Industry?</p>
Notes	No notes.

Task 5, Calculate & Plan

Goals / Outcomes	Be able to tell you the estimated garden size needed for the input given.
Inputs	The tester will need four family members information and other information about the family in order to complete this task. Use the following information: <ol style="list-style-type: none"> 1. Female, 38 years old, eats average size meals. 2. They want to grow carrots. 3. They eat the “Liberal meal plan.”
Assumptions	No assumptions.
Steps	<ol style="list-style-type: none"> 1. From the “Waste & Consolidation Pt. 2” screen, navigate to the page, “Calculate & Plan Pt. 1” 2. Tap “+” in the add person area. 3. Select the gender, age, and meal size (see inputs provided). 4. Click, “Add Person.” 5. Tap the dropdowns and select the inputs from above. 6. Tap “+” in the add vegetable area. 7. Select a vegetable (see inputs provided). 8. Repeat one more times with data inputs provided. 9. Choose “Liberal Meal Plan” under dropdown. 10. The numbers would now update and display the required information.
Time for expert to complete	3 min
Instructions for participant	You’ve now learned a lot about urban farming and the US food system but you’re not clear where to begin yourself. What you’d like to do is quickly assess your needs of starting your own garden. Can you find what your estimated garden size would need to be for female, age 38, who eats average sized meals?
Notes	No notes.

Task 6, Locate A Data Source

Goals / Outcomes	Be able to locate the “Data Sources” tab in the “About” section to find data.
Inputs	No inputs.
Assumptions	No assumptions.
Steps	<ol style="list-style-type: none">1. From the “Calculate & Plan Pt. 1” screen, navigate to the section titled, “About.” Either click “Continue” at the bottom of the screen twice, or use the left side navigation.2. Select the tab, “Data Sources.”
Time for expert to complete	1 min
Instructions for participant	You have now explored much of the site but have become curious about the sources of data being used and their bias. You decide to try and locate the data source for the section that visualizes the amount of waste the livestock industry outputs in a year.
Notes	There are two places to find the data source for items throughout the site. The first option is to go the section the data is at and tap the “?” button. This way is valid, but I want to see if the user might also look for data sources elsewhere. If the user locates the data source without going to the “About” page, let them know they are correct but ask them if they might find sources anywhere else in the site.

Pre-Test Questionnaire

Thank you for considering being a volunteer for our Usability Test. We will work to make sure the test environment is pleasant and fun for you. The results from our Usability Test will be used to improve a web site's ease of use.

Please answer the following questions. We will use your answers to determine if you will be a participant in our Usability Test.

The testing will take place on _____ and _____ from _____. The usability test will require 1 ½ hours of your time.

Please put a check next to the dates on which you are available, if any.

TBD _____ TBD _____ Either Date _____ Neither Date _____

Please disregard the rest of the questionnaire if you are not able to attend one of the dates. Thank you again for your consideration.

Name: _____

Home or Cell Phone: _____

E-Mail (No spam, we promise): _____

Age: 13-17 18-30 31-40 41-50 51 or above

Gender: Female Male No Reply

Date (Circle One): TBD TBD

Please answer the following questions about your experience level:

1. Which device type do you browse the internet most on:

Smartphone Tablet Laptop
 Desktop Other _____

2. Would you prefer using a companies website or their app if they had the same basic functionality?

App Website No Preference

3. If you own a smartphone or tablet, do you install apps often?

- Very Often (6+ per week) Less Often (1-5 per week)
 Rarely (less than once a week) Never

4. Have you ever gardened or grown your own food before?

- Yes No

5. Have you ever heard of urban farming?

- Yes No

6. Do you find infographics useful?

- Yes No Not sure what an infographic is

7. Do you ever check the sources of infographics?

- Yes No Still not sure what an infographic is

8. Are you interested in “Do It Yourself” sites?

- Yes No Not sure what that is

9. Which social media sites do you visit regularly (at least twice a week)?

- Facebook Twitter Google+
 Pinterest None Other _____

Post-Test Questionnaire

Please answer the following questions based on how you are feeling about the site:

Name: _____

Date (*Circle One*): TBD TBD

1. Able to complete tasks as requested:

Frustrating 1 2 3 4 5 Easy

2. Able to navigate through the site:

Confusing 1 2 3 4 5 Very Clear

3. Overall layout of the site:

Messy 1 2 3 4 5 Clean

4. Relevance of all interactive portions to the topics:

Not Relevant 1 2 3 4 5 Relevant

5. Overall ease of use:

Confusing 1 2 3 4 5 Very Clear

6. Overall page layout and organization:

Confusing 1 2 3 4 5 Very Clear

7. Was the site inviting to use?

Not Inviting 1 2 3 4 5 Inviting

8. Were the naming and labeling of links clear?

Confusing 1 2 3 4 5 Very Clear

9. Would you recommend this site to a friend?

Never 1 2 3 4 5 Absolutely

10. Please list any additional comments about the site and your experience (this is your chance to be specific about anything that you liked or disliked):

Designer: Mark Teater

Project: FARMUR

Date 7-22, 2013

Testing Date and Location

Testing will take place _____, _____, _____. Testing sessions will be run on _____ & _____, from _____ to _____.