Designer: Mark Teater
Project: FARMUR
Date 7-22, 2013

Usability Test Plan

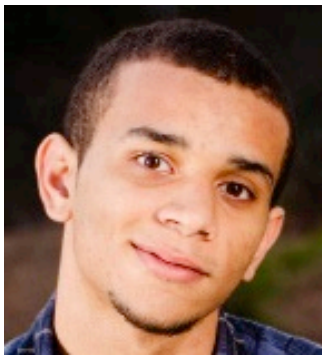
Objectives

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 navigates to the “USA Agricultural Timeline” page.
3. User explores the “USA Agricultural Timeline” and finds a year.
4. User visualizes the change in urban and rural population and finds specific year.
5. User visualizes the waste and consolidation in industrial agriculture, finding the amount of waste yearly and the percentage of consolidation in one sector.
6. User calculates food cost, savings, estimated garden size and potential food amounts.
7. User needs to locate a list of the sites data sources.

Storyboard Sequence Plan

FARMUR
Storyboards

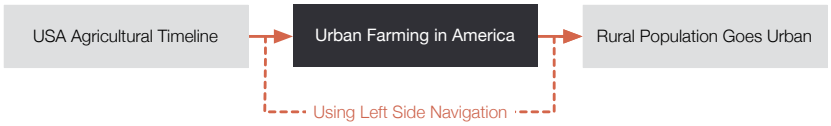
Mark Teater - UX1

Task 1, Watch The Motion Graphic

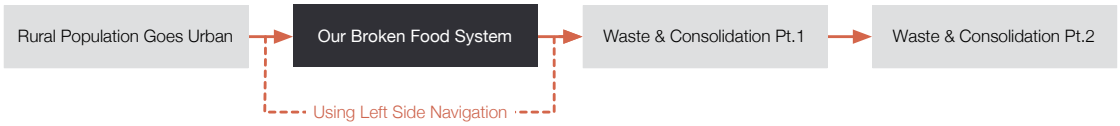
Task 2, General Navigation Test

Task 3, Locate A Year In The USA Agriculture Timeline

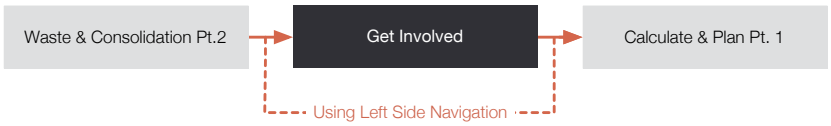
Task 4, Rural Population Goes Urban



Task 5, Industrial Waste & Consolidation



Task 6, Calculate & Plan



Task 7, Locate A List of Data Sources

Task 1, Watch The Motion Graphic

Goals / Outcomes	Be able to locate and watch the motion graphic.
Inputs	No inputs.
Assumptions	The user is on the "Loading Screen" page. If the user sits for more than 30 seconds, you can move them to the "Loaded Screen" automatically.
Steps	1. From the "Loading Screen" or "Loaded Screen" page, press the button labeled, "Watch a motion graphic on urban farming." 2. Watch the video and then the "Motion Graphic Ended" screen appears (switch the page automatically after a few seconds).
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 finding and watching such a video?
Notes	No notes.

Task 1:

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 finding and watching such a video?

Task 2, General Navigation Test

Goals / Outcomes	Navigate to the "USA Agricultural Timeline" page.
Inputs	No inputs.
Assumptions	The user is on the "Motion Graphic Ended" page.
Steps	1. From the "Motion Graphic Ended" page, navigate to the page, "USA Agricultural Timeline" using the left side navigation menu or by clicking (in order): "Continue to the History of Urban Farming," then "Continue to the USA Agricultural Timeline." page.
Time for expert to complete	>1 min
Instructions for participant	Now that you have finished watching the video you wish to move forward in the site. Can you locate the "USA Agricultural Timeline" page.
Notes	No notes.

Task 2:

Now that you have finished watching the video you wish to move forward in the site. Can you locate the “USA Agricultural Timeline” page.

Task 3, Locate A Year In The USA Agriculture Timeline

Goals / Outcomes	Be able to find the year 1830.
Inputs	The year 1830.
Assumptions	The user is on the "USA Agricultural Timeline" page.
Steps	1. Tap the arrow in the circle on the right hand side of the screen 2. Locate the year 1830.
Time for expert to complete	>1 min
Instructions for participant	You've found the "USA Agricultural Timeline" and wish to find a specific year. How would you go about finding what milestones occurred in the year 1830?
Notes	No notes.

Task 3:

You've found the "USA Agricultural Timeline" and wish to find a specific year. How would you go about finding what milestones occurred in the year 1830?

Task 4, Rural Population Goes Urban

Goals / Outcomes	Be able to answer what percentage of the US population lived in the urban areas in the year 2000.
Inputs	No inputs.
Assumptions	The user is on the "USA Agricultural Timeline" page.
Steps	1. From the "USA Agricultural Timeline" page, navigate to the page, "Rural Population Goes Urban" using the left side navigation menu or by clicking at the bottom of the page (in order): "Continue to Urban Farming in the United States," then "Continue to Rural Population Goes Urban." 2. Use slider along the bottom to drag the year to "2000."
Time for expert to complete	2 min
Instructions for participant	Next you would like to proceed to the "Rural Population Goes Urban" page, and within this page locate the percentage of urban population in the year 2000.
Notes	No notes.

Task 4:

Next you would like to proceed to the “Rural Population Goes Urban” page, and within this page locate the percentage of urban population in the year 2000.

Task 5, Industrial Waste & Consolidation

Goals / Outcomes	Be able to tell you the amount of waste from the livestock industry per year, and tell you what percentage the top four firms own in the "Crop Seeds & Biotechnology Industry."
Inputs	The user should guess 400 Million lbs. per year, and 50%.
Assumptions	The user is on the "Rural Population Goes Urban" page.
Steps	1. From the "Rural Population Goes Urban" page, navigate to the page, "Industrial Waste & Consolidation Part 1" using the left side navigation menu or by clicking at the bottom of the page (in order): "Continue to Our Broken Food System," then "Continue to Industrial Waste & Consolidation Part 1." 2. Use slider to guess 400 million lbs per year. 3. Click "Show Actual Amount." 4. The actual amount would then be displayed. 5. Click, "Continue to Industrial Waste & Consolidation Part 2." 6. Use the percentage selector under the "Crop Seeds & Biotechnology Industry" column to guess 50%. 7. Click "Show Actual Amount." 8. The actual amount would then be displayed.
Time for expert to complete	4 min
Instructions for participant	1. Next you would like to proceed to the "Industrial Waste & Consolidation Part 1" page, and within this page locate the amount of waste the livestock industry outputs in a year. Your guess will be 400 million lbs. per year. 2. After that, proceed to the "Industrial Waste & Consolidation Part 2" page; locate what percentage of the "Crop Seeds & Biotechnology Industry" the top four firms own? Your Guess will be 50%.
Notes	No notes.

Task 5:

1. Next you would like to proceed to the “Industrial Waste & Consolidation Part 1” page, and within this page locate the amount of waste the livestock industry outputs in a year. Your guess will be 400 million lbs. per year.

2. After that, proceed to the “Industrial Waste & Consolidation Part 2” page; locate what percentage of the “Crop Seeds & Biotechnology Industry” the top four firms own? Your Guess will be 50%.

Task 6, Calculate & Plan

Goals / Outcomes	Be able to tell you the estimated garden size needed for the inputs given.
Inputs	The tester will need the following information in order to complete this task: 1. Female, 38 years old, eats average size meals. 2. She wants to grow carrots.
Assumptions	The user is on the "Industrial Waste & Consolidation Part 2" page.
Steps	1. From the "Waste & Consolidation Part 2" page, navigate to the page, "Calculate & Plan Pt. 1" using the left side navigation menu or by clicking at the bottom of the page (in order): "Continue to Get Involved Part 1," "Continue to Get Involved Part 2," "Continue to Get Involved Part 3," "Continue to Calculate & Plan Part 1." 2. Tap "+" in the add person area. 3. Select the gender, age, and meal size from the dropdowns (see inputs provided). 4. Click, "Add Person." 5. Tap "+" in the add vegetable area. 6. Select a vegetable from the dropdown list (see inputs provided). 7. The numbers along the right hand side will now update. 8. Read off the estimated garden size.
Time for expert to complete	5 min
Instructions for participant	You've now learned a lot about urban farming and the US food system but you're not clear where you can do next. What you'd like to do is quickly assess what a garden do for you and how much space you would need. Proceed to the "Calculate & Plan Part 1" page, estimate what garden size would need for a **female**, age **38**, who eats **average** sized meals, and wants to grow **carrots.**
Notes	No notes.

Task 6:

You've now learned a lot about urban farming and the US food system but you're not clear where you can do next. What you'd like to do is quickly assess what a garden do for you and how much space you would need. Proceed to the "Calculate & Plan Part 1" page, estimate what garden size would need for a female, age 38, who eats average sized meals, and wants to grow carrots.

Task 7, Locate A List of Data Sources

Goals / Outcomes	Be able to locate the "Data Sources" tab on the "About" page.
Inputs	No inputs.
Assumptions	The user is on the "Calculate & Plan Part 1" page.
Steps	1. From the "Calculate & Plan Part 1" page, navigate to the section titled, "About" using the left side navigation menu or by clicking at the bottom of the page (in order): "Continue to Discover Further Readings," "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 a list of data source for the entire site. Where might you find this list?
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.

Task 7:

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 a list of data source for the entire site. Where might you find this list?

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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 _____

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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):

_____

_____

_____

_____

Testing Date and Location

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