Audible Usability Testing Plan

Facilitator

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Test Objectives

- Identify features of the app that create confusion, difficulty or frustration for the user.
- Identify inconsistencies in the app features.
- Determine the level of ease users have while navigating through the app.

Test Subject

- High fidelity prototype of the Audible app

Test Methodology

Remote:

For those participants who can't meet in person, we will connect via Skype and observe their flow via screen sharing.

In Person:

Sit down with users, ask them to complete tasks on the prototype. I will observe their actions and behaviors at the same time. I will take note of following:

- Participants' reactions and any comments while completing tasks.
- Any language that presents a challenge or barrier while completing tasks.

Participants

4 people in total. Age between 22-45.

Recruiting Plan

Ask friends and their relatives who like to use audiobooks.

Script Procedure

Hello, my name is Nicole. I'm the facilitator for today's session. Thank you very much for agreeing to participate in this activity. Today you will be testing a prototype for a redesign audiobook app. Our goal is determine how user-friendly the features are for customers who use the app.

Please keep in mind you will not be testing the actual Audible mobile app. This prototype does not have all the functionality of the real Audible app, and some elements will not work when you click them.

We have four tasks for you to complete on the app. Please listen to the following scenarios:

1. As a fan of fiction, you have always loved J.K. Rowling's books. You are very interested in her newest released book - <<Lethal White>>. You've decided to add this book to wishlist and purchase it on Audible.

   Task: find out the right book, add it to your wishlist and purchase it.

2. Head to the listening page, you want to see the text content while listening to the audio version, then you want to save a sentence to bookmark and post a comment on this sentence publicly.

   Task: able to find out the text content(by simply swipe up), and usability of the bookmark and comment features.

3. You are interested to know how many people are there listening to this book with you at the same time and you are excited to chat with them.

   Task: head to online chat space from listening page.

4. There is one bookmark you really like and you want to share it to your friends on Facebook.

   Task: find out bookmarks in the user's personal library and share it.

Test Goals

Ask friends and their relatives who like to use audiobooks.

- Understand how users interact with the app
- Improve the functionality and efficiency of all the features
- Identify areas for improvement can be turned into actionable steps

Task Completion Rate

All users should be able to complete all tasks.

Error Free Rate

75% should complete the tasks without errors because the navigation is designed to follow industry norms.