

UX Immersion 4.3

Tassel Moderated-In-Person Usability Test

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Background

Tassel is a responsive web application that disrupts the higher education admissions industry by helping student-users take control of their own college application data. The application was designed for 16-18 year old high school students who feel overwhelmed by the college admissions process.

Goals

The goal of the initial usability study is to evaluate the learnability of the application. In the case of Tassel, the user test should assess whether users understand the purpose of the application, how to complete basic functions like signing in, claiming an offer, and uploading personal data to their profile.

Test Objectives

Objective #1: Measure whether or not students find the core idea of the application to be useful, credible and desirable.

Objective #2: Find out if users can locate basic Tassel functions (login, complete offer, search for school).

Methodology

The study will be completed at a public coffee shop or restaurant— roughly approximating a possible context of use for a student (and accommodating safety concerns for parents/meeting with a test subject that is potentially a minor). The test will include a short explanation of the process, task performance with Tassel, and a closing debrief/post-test questionnaire and open verbal feedback period.

Schedule

Tassel will hold user tests on December 30 and 31 at Colony Coffeeshop in North Kansas City, Missouri. I will schedule a total of 7 user tests assuming that 1-2 participants will drop out of the study. I will plan a total of 3 hours of tests on each day at a an interval of 1 hour per participant (which includes arrival, setup, a 15 minute interview, time to confer between session coders, and a post-test survey + open comments).

Sessions

Students will engage in a planned 15 minute usability test session. All participants will test the application on a mobile device. Subjects will be given an iPad with a pre-loaded Survey Monkey form to evaluate severity ratings at each stage of the session. At the close of the session, testers will evaluate Tassel in totality and provide open feedback.

Equipment

iPhone 8 (4.7")

Cannon DSLR camera with a RODE on-camera shotgun microphone

MacBook

iPad Pro

Metrics

The Tassel usability test will utilize the NN/g Severity Ratings for Usability Problems (0-4). Usability testers will ask the test subjects to self-evaluate severity ratings after each task (in addition those provided by both test moderators)— producing a mean set of severity ratings by three evaluators.

We will also use post-test questionarie administered at the end of the session to measure the user perception of the Tassel project as a whole.

Script (TBD)

Tasks (TBD)