

Team Blue (Tobin Cheuk, Heidi Fleck, Geoff Brown, and Shane Burns)

IS-455

Agile Usability Test Plan

Purpose:

We created a website for a neighborhood gym, Bucktown Fitness. The purpose of our website was to promote the gym with prospective customers and enhance the overall gym experience with our existing gym clients/customers. The website includes information for prospective customers such as general gym information, gym amenities, membership information, the ability to sign up for membership trials, and pictures of the gym to illustrate what the gym looks like. The website includes information to enhance the overall gym experience with our existing customers by providing nutrition information, providing a community environment to interact with each other and the gym staff, information about upcoming fitness classes, and the ability to sign up for upcoming fitness classes. The website will help our company build a reputation and establish a brand with prospective clients and existing clients.

We included functionality and strategies to improve the users' experience and usability with the website. Our website includes an overall home page that is visually appealing and allows either prospective customers or existing customers to easily navigate the site to complete their intended purpose. The website includes a navigation bar that allows users to quickly access the web pages for Gym Info; Amenities; Classes; Membership; Nutrition; and Community. We created forms for the processes of registering for a gym member and signing up for classes offered by the gym and available for customers. We included data validation controls within our forms to ensure data accuracy and that we can process customer's incoming transactions. We included a database to record and store membership and class registration entries. We also include a community page with a message board to promote interaction of club members with each other and our gym staff. In addition, we included dynamic web pages that allow us to improve the visual representation of the gym through Bucktown Virtual Tour representation.

We are performing a usability test on our website to meet our objective and goal. The objective of our usability test is to measure the quality of a user's experience when interacting with our website. This will be accomplished by establishing related tasks that can be measured, having different users interact with the website on a test bases and perform the established measurable tasks, document the results of the test, and analysis the results. The goal of the usability test is to identify areas where we can improve a user's website experience, and ensure the website's effectiveness and usefulness.

Personae Profile:

A Persona is a description of a character that the website was designed to accommodate. We included the following Persona for evaluating the Usability of our website: Primary Persona, Secondary Persona, Negative Persona, and Served Persona.

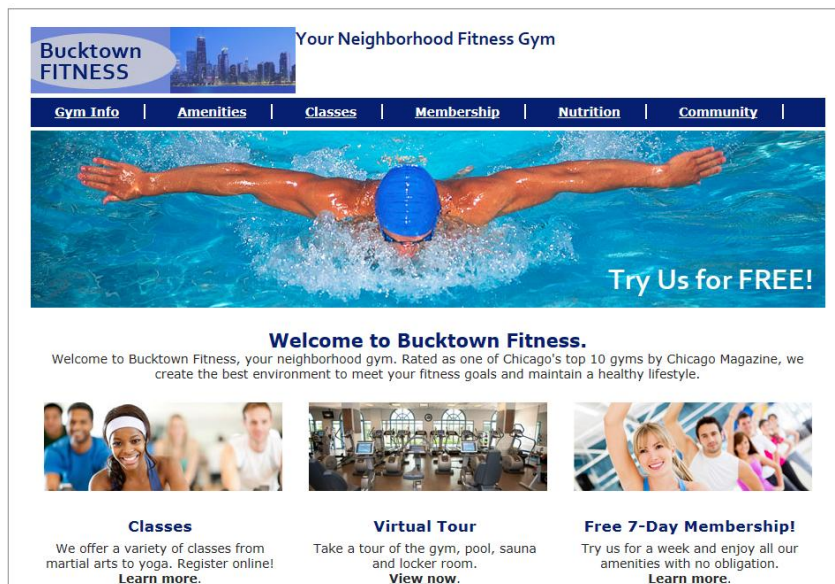
- Primary Persona – This is the intended person that we are designing our website to accommodate. The Primary Personas for our website are existing gym members and individuals that work or live in proximity of the Bucktown neighborhood that are interested in signing up for a gym membership. It is critical to design the website for existing gym members to enhance their overall gym membership, increase our customer retention rate, and up sell them on other gym services. It is critical to design the website for individuals that live or work in proximity to the Bucktown neighborhood that are interested in signing up for a gym membership to increase our membership base and overall gym profitability.
- Secondary Persona – This is not the main target, but is important to accommodate as long as it doesn't upset Primary Persona. A Secondary Persona for our website would be a member of a competitor gym. It would be beneficial to design the gym to attract members of a competitor gym, as long as it doesn't upset Primary Personas, because this could help develop brand awareness and lead to potential gym members in the future.
- Negative Persona – This is someone the site is explicitly not designed to accommodate, but eventually they might use the site. A Negative Persona for our website would be individuals who have no interest in fitness or gym memberships. It would be beneficial for our website to appeal to these individuals because they could eventually be interested in a gym membership or they could mention the website to a friend or family member that is interested in fitness or gym memberships.
- Served Persona – This is someone who might not ever sit down and use the site but needs are critical in the website design. An example of a Served Persona to our gym is children or other family members of existing gym members. These individuals may never use our website, but designing the website to assist existing gym member's fitness goals or assist with time management of gym activities would benefit existing gym member's families.

Details of Testing Scenarios:

Usability Testing Scenario #1 - A website user (prospective customer) can sign up for a gym membership.


- System beginning and end state of testing: The beginning state of testing is the website home page. The end state of testing is completion and submission of a form entry for the free trial membership.
- Sequential steps required to complete the task: The form for free trial membership can be accessed through the following ways: Clicking on the main picture on the home page with 'Try Us For Free!' noted in the right hand corner; Clicking on the picture above the caption 'Free 7-Day Membership!' and; Clicking on the 'Learn more' link under the same caption. Then fill out form and select 'Submit' at the bottom of the page.
- Expected response time of completion: Completion time of 1:30 minutes.
- Provide start/end screen shots of the testing:

Start Screen Print:



End Screen Print #1:

**Bucktown
FITNESS**



Your Neighborhood Fitness Gym

[Gym Info](#) | [Amenities](#) | [Classes](#) | [Membership](#) | [Nutrition](#) | [Community](#)

Sign Up for a Free Trial Membership!

Choose a User Name:

burnssh

Create a Password:

••••••

First Name:

Shane

Last Name:

Burns

Address:

1760 Kettner Blvd Apt. 631

City:

San Diego

State:

California

Zip:

92101

Email:

phaneetimothyburns@yah

Membership Type:

☐ Junior

☐ Senior

☒ Family

☐ Corporate

☐ Monthly

Submit

[Gym Info](#) | [Amenities](#) | [Classes](#) | [Membership](#) | [Nutrition](#) | [Community](#)

Bucktown Fitness 1700 N. Damen Ave Chicago, IL 60660


End Screen Print #2:

10

Search Share More

Shane B

**Bucktown
FITNESS**




Your Neighborhood Fitness Gym

[Gym Info](#) | [Amenities](#) | [Classes](#) | [Membership](#) | [Nutrition](#) | [Community](#)

Thank You for Joining Bucktown Fitness!

**Bucktown
FITNESS**



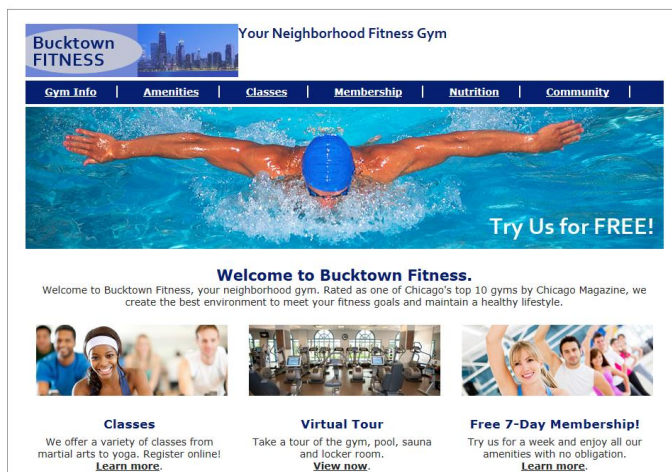
[Gym Info](#) | [Amenities](#) | [Classes](#) | [Membership](#) | [Nutrition](#) | [Community](#)

Bucktown Fitness 1700 N. Damen Ave Chicago, IL 60660

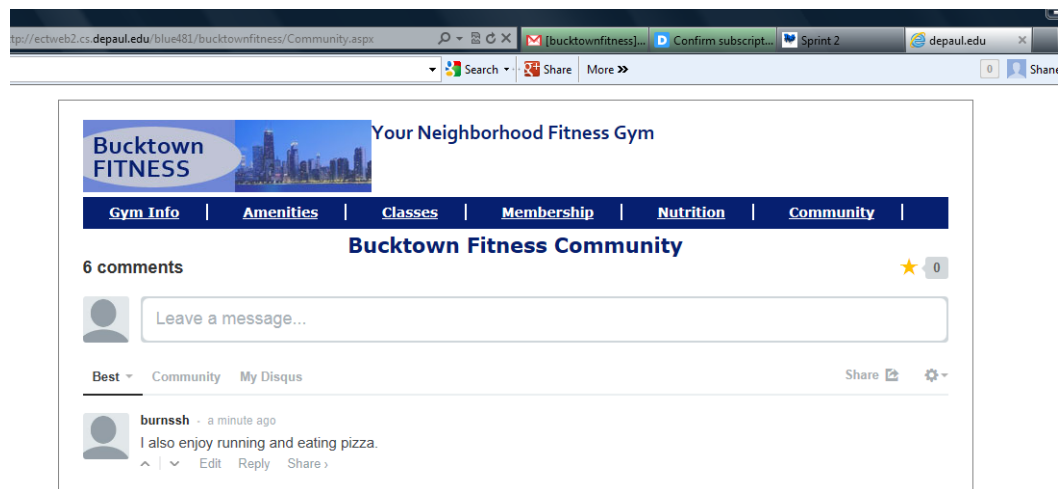
Usability Testing Scenario #2: A website user can post a message on our community discussion board.

- System beginning and end state of testing: The beginning state of testing is the website home page. The end state of testing is posting a message on the message board on the Community page.
- Sequential steps required to complete the task: To test out the ability to post a message, start on the website home page and select 'Community' on the navigation bar. Type your desired message in the caption box titled 'Leave a message'. Sign-in or register with the site to post your message. Then click the post message icon.
- Expected response time of completion: 45 seconds.
- Provide start/end screen shots of the testing:

Start Screen Print:



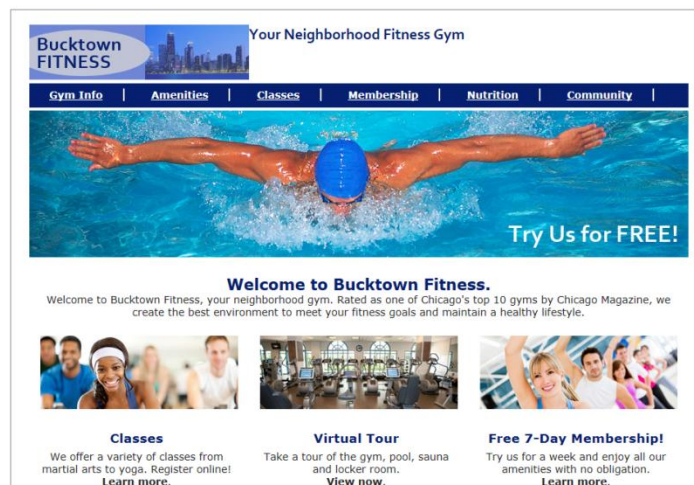
End Screen Print:



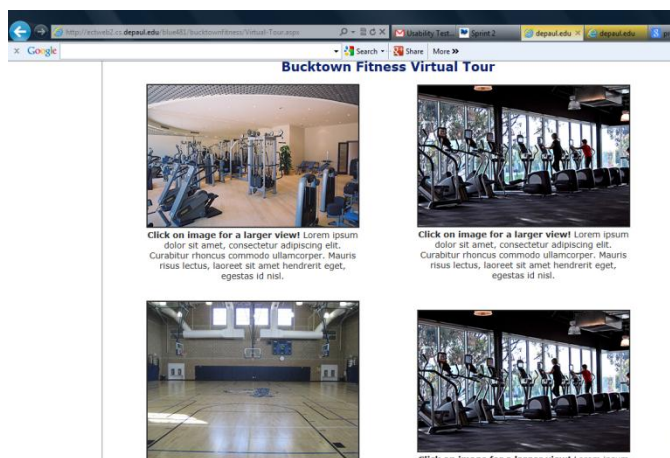
Usability Testing Scenario #3: A user can successfully access and complete the virtual tour and view dynamic pictures of the gym on the website.

- System beginning and end state of testing: The beginning state of testing is the website home page. The end state of testing is selecting the 'View Now' link under the 'Virtual Tour' caption and select and close out each picture.
- Sequential steps required to complete the task: To test out the virtual tour and dynamic pictures on our website, start on the home page and select the 'View Now' link under the 'Virtual Tour' caption. Select each of the pictures of the four pictures and close out each picture before proceeding to the next picture. Move in order from top left, bottom left, top right, and bottom right.
- Expected response time of completion: 42 seconds
- Provide start/end screen shots of the testing:

Start Screen Print:



End Screen Print:



Personal Questionnaire:

We designed a questionnaire to determine what type of persona a website user would fall under.

1. Are you an existing member of Bucktown Fitness?
2. Are you interested in signing up for a gym membership at Bucktown Fitness?
3. Do you live in or close to the Bucktown neighborhood?
4. Do you work in or close to the Bucktown neighborhood?
5. Are you interested in fitness?
6. Do you have interest in working out at a gym?
7. Do you know any friends or family members that are interested in fitness?
8. Do you know any friends or family members that are interested in gym memberships?
9. Do you have a membership at competing gym to Bucktown Fitness?
10. Do you have any family members that are members of Bucktown Fitness?

Test Data Recording Form:

Usability Test Data Form:	
Task:	A website user (prospective customer) can sign up for a gym membership. <hr/>
Expected time for completion:	1:30 minutes <hr/>
Specific actions required:	Start on home page; select 'Learn more' link under the 'Free 7-Day Membership' caption; complete form; and select 'Submit'. <hr/>
Note Sections:	<hr/> <hr/> <hr/> <hr/>

Usability Test Data Form:

Task:	A website user can post a message on our community discussion board.
Expected time for completion:	45 seconds
Specific actions required:	Start on home page; select the 'Community' link on the navigation bar. Type your desired message in the caption box titled 'Leave a message'. Sign-in or register with the site to post your message. Then click the post message icon.
Note Sections:	<hr/> <hr/> <hr/> <hr/> <hr/>

Usability Test Data Form:

Task:	A user can successfully access and complete the virtual tour and view dynamic pictures of the gym on the website.
Expected time for completion:	45 seconds
Specific actions required:	Start on the home page; select the 'View Now' link under the 'Virtual Tour' caption; select each of the pictures of the four pictures and close out each picture before proceeding to the next picture. Move in order from top left, bottom left, top right, and bottom right.
Note Sections:	<hr/> <hr/> <hr/> <hr/> <hr/>

Contribution of Members:

- Shane Burns – Lead on defining and authoring Agile Usability Test Plan.
- Tobin Cheuk – Provided input and reviewed all sections of Agile Usability Test Plan.
- Heidi Fleck – Provided input and reviewed all sections of Agile Usability Test Plan.
- Geoff Brown – Provided input and reviewed all sections of Agile Usability Test Plan.