



Usability Testing Plan

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Luxury Hotel Supplies (Team Carbon)

Usability Testing Plan

I. Introduction

The following plan document will serve as an overall guide to our usability testing for the Luxury Hotel Supplies web site, focusing on three critical paths we believe to be the primary functions of the website.

II. Purpose

Luxury Hotel Supplies is a luxury hospitality supply company providing branded linens, bathroom supplies, and clothing items directly to hotel chains as well as luxury consumers.

The objectives and goals of our usability test are to obtain insights directly from potential users of our site and identify opportunities in our design, navigation, and overall user experience on the Luxury Hotel Supplies website. We expect that by observing users of our site, which we will obtain insights that our core team is not able to anticipate on our own.

Specifically, the purpose of our test will be to obtain usability insights on three critical paths of our site:

- Registration: Where a user initially sets up their account
- Product Search: How the user searches for products
- Checkout: When the user decides they want to purchase products

We believe that if we are able to improve each of these respective experiences, we will thereby improve the core experiences of the site, and improve overall usability. By improving usability, we increase customer satisfaction and ultimately, conversion into sales.

III. Personae Profile

Leveraging the subject matter expertise of one of our group members who works in this industry, and referring to our competitive analysis completed earlier in the site development, Luxury Hotel Supplies was able to create personas. The following outlines the details of a primary, secondary, negative, and served persona. These personas will inform our design by helping us evaluate decisions against the goals and needs of a persona. Thus, with this information, we can prioritize changes to the site based on impact to each persona.

- A) Primary Persona – Meet Russ. Russ is our primary persona, as he represents the average buyer for hospitality supplies for major and minor hotel brands across the United States. As the B2B market is our primary market, Russ represents this market.



Characteristics of Russ:

- Experience in hospitality supply buying of 10-15 years
- Values quick and seamless user experiences, as his time is constrained
- Understands value of hotel supplies
- In depth understanding of costs, and recognizes a good deal when he sees one
- Has been exposed to thousands of product variations in his career
- Average day consists of several calls with hotel clients, and is packed with face to face meetings and conference calls
- Values each minute of every day and needs to maximize each minute
- Average age of 35-40
- Supports a wife and 2 small children at home

B) Secondary Persona – Meet Donald. Donald is our secondary persona, as he represents the average consumer buyer of personalized hospitality supplies from major and minor hotel brands across the United States. As indicated in our initial site overview, Luxury Hotel Supplies also offers products B2C, allowing consumers to personalize products for their stays, such as embossing their initials on a bath robe. For our secondary B2C market, Donald represents such a market, although at the higher end of this market 😊.



Characteristics of Donald:

- Average age of 45-55
- Average of \$3MM annually
- Enjoy high-end luxury experiences
- Only stay at the top-end hotels
- Looking for “wowing” experiences at hotels
- Desire treating their significant other to a lavish time
- May have an assistant that would assist with these type of bookings

C) Negative Persona – Meet Stacy. Stacy is a young adult woman and represents our negative persona, or a persona representing the population that would not be using our site. As a student or young professional, Stacy’s funds are limited and she would not be completing a lot of traveling, and even if she did, she would be seeking out the luxury personalized hospitality products. Further, since she is unemployed or very early in her career, she is obviously not going to be a B2B user of the Luxury Hotel Supplies site.



Characteristics of Stacy:

- Average age 18-25
- Little to no personal income
- Student, with classes Monday-Friday, or entry-level position
- Spends most of time in library studying, completing various philanthropic activities, or social events with her friends
- If working, averages 40 hour work weeks
- Actively visits social media sites

D) Served Persona – Meet Andy. Andy is business travelers that will benefit from the activities being conducted on Luxury Hotel Supplies website, but will never use the site himself. Andy is a consultant that travels Monday – Thursday to clients' offices.



Characteristics of Andy:

- Average age 30-40
- Travels weekly, Monday-Thursday
- Business consultant and spends a lot of time on road
- Stays at company approved hotels Monday-Thursday, mostly to sleep, while not at client site

IV. Testing Scenarios

Three test participants who closely match the primary or secondary persona will participate in the Luxury Hotel Supplies usability test. We will test the primary or secondary persona as our site serves dual needs for each scenario, B2B or B2C, and needs to be usable for both. The test will take roughly 15 minutes (5 minutes per scenario) and will focus on core scenarios: registration, product search, and checkout.

- A) Intro – Test participants will be greeted by a moderator prior to test and will have a brief explanation of the test provided to them.

- B) Consent – Moderators will provide a Consent Form that test participants need to read, review, and sign. Moderators will field any questions from the Consent Form and will make the user feel comfortable before beginning the test. Moderators will then get the participant set-up for each test scenario.

- C) Questionnaire – Prior to beginning the test scenarios, the test participant will complete a short questionnaire with the moderator.

- D) Testing Scenarios – Upon completion of the questionnaire, the moderator will then transition the test participant into the tasks required to complete each test scenario.

- Test Scenario 1: Registration
 - The purpose of this test scenario is to ensure first time users of the Luxury Hotel Supplies site can efficiently register their account on the site.
 - Expected Completion Time: 3-4 minutes
 - Steps:
 1. Present user with login page and homepage and allow them to navigate to registration.
- Homepage: <http://ectweb2.cs.depaul.edu/silver481/dev/homepage.html>

LUXURY HOTEL SUPPLIES

Matthew Pacholek
Dolce Atlanta - Sleep Inn

PRODUCT DEPARTMENTS

2 item(s) - \$710.18

50% SALE
LATEST COLLECTION

WELCOME TO LUXURY HOTEL SUPPLIES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus et massa at libero tempus ullamcorper a sit amet orci. Nunc ornare tincidunt erat, ac placerat nibh volutpat ac. Pellentesque purus nibh, porttitor imperdiet tincidunt et, aliquet et ipsum. Nam tempor dolor mi, commodo venenatis felis. Aenean dictum sollicitudin lacus, vitae porta libero venenatis vitae. Donec ullamcorper, diam sit amet accumsan lobortis, lacus est viverra quam, quis posuere justo velit a urna. Cras urna nisi, laoreet a semper convallis, iaculis aliquet ligula. Phasellus ornare varius placerat.

LATEST BESTSELLER FAVORITES

Item 1 \$50.00	Item 2 - Price Cut \$119.50 \$107.75	Item 3 \$119.50	Item 4 \$589.50	Item 5 \$131.25

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My Account
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CONTACT US
123 State Street, Chicago, IL 60618
1-312-999-9999
1-312-999-9999

Login page: <http://ectweb2.cs.depaul.edu/silver481/dev/login.html>



[Login](#) | [Register](#)

PRODUCT DEPARTMENTS ▾

2 item(s) - \$710.18 ▾

ACCOUNT

- > [Login](#)
- > [Register](#)
- > [Forgotten Password](#)
- > [My Favorites](#)
- > [My Orders](#)
- > [My Information](#)
- > [Returns](#)

[Home](#) > [Account](#) > [Login](#)

Account Login

NEW CUSTOMER

Register Account

By creating an account you will be able to shop faster, be up to date on an order's status, and keep track of the orders you have previously made.

[Continue](#)

RETURNING CUSTOMER

I am a returning customer

E-Mail Address:

Password:

[Forgotten Password](#)

[Login](#)

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MY ACCOUNT

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CONTACT US

123 State Street, Chicago, IL 60618
 1-312-999-9999
 1-312-999-9999
 info@luxuryhotelsupplies.com




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2. Enter the registration page:
<http://ectweb2.cs.depaul.edu/silver481/dev/register.html>

PRODUCT DEPARTMENTS ▼

 2 item(s) - \$710.18 ▼

ACCOUNT

- > Login
- > Register
- > Forgotten Password
- > My Favorites
- > My Orders
- > My Information
- > Returns

LATEST

-  Item 1
\$50.00
-  Item 2 - Price Cut
~~\$140.50~~ \$107.75
-  Item 3
\$119.50
-  Item 4
\$589.50
-  Item 5
\$131.25

Home » Account » Register

Register Account

YOUR PERSONAL DETAILS

* First Name:

* Last Name:

* E-Mail:

* Telephone:

Fax:

YOUR ADDRESS

Company:

Company ID:

* Address 1:

Address 2:

* City:

* Postal Code:

* State:

YOUR PASSWORD

* Password:

* Password Confirm:

NEWSLETTER

Subscribe: Yes No

3. Allow user to complete required fields on registration page.
4. Fields Indicated with a red asterisks are mandatory fields.
5. All mandatory fields are validated and user will be notified if any input is incorrect in any of the fields. User will have to correct before submitting the form.

6. Submit registration form.

- Test Scenario 2: Product Search

- The purpose of this test scenario is to ensure users of the Luxury Hotel Supplies site, both B2B and B2C, can easily search products on the site and find what they are looking for.
- Expected Completion Time: 2-3 minutes
- Steps:
 1. Present user with homepage and allow them to navigate to product search.
Homepage: <http://ectweb2.cs.depaul.edu/silver481/dev/homepage.html>

LUXURY HOTEL SUPPLIES

Matthew Pacholek
Dolce Atlanta - Sleep Inn

PRODUCT DEPARTMENTS

2 item(s) - \$710.18

50% SALE
LATEST COLLECTION

WELCOME TO LUXURY HOTEL SUPPLIES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus et massa at libero tempus ullamcorper a sit amet orci. Nunc ornare tincidunt erat, ac placerat nibh volutpat ac. Pellentesque purus nibh, porttitor imperdiet tincidunt et, aliquet et ipsum. Nam tempor dolor mi, commodo venenatis felis. Aenean dictum sollicitudin lacus, vitae porta libero venenatis vitae. Donec ullamcorper, diam sit amet accumsan lobortis, lacus est viverra quam, quis posuere justo velit a urna. Cras urna nisi, laoreet a semper convallis, iaculis aliquet ligula. Phasellus ornare varius placerat.

LATEST BESTSELLER FAVORITES

Item 1	Item 2 - Price Cut	Item 3	Item 4	Item 5
\$50.00	\$119.50 \$107.75	\$119.50	\$589.50	\$131.25

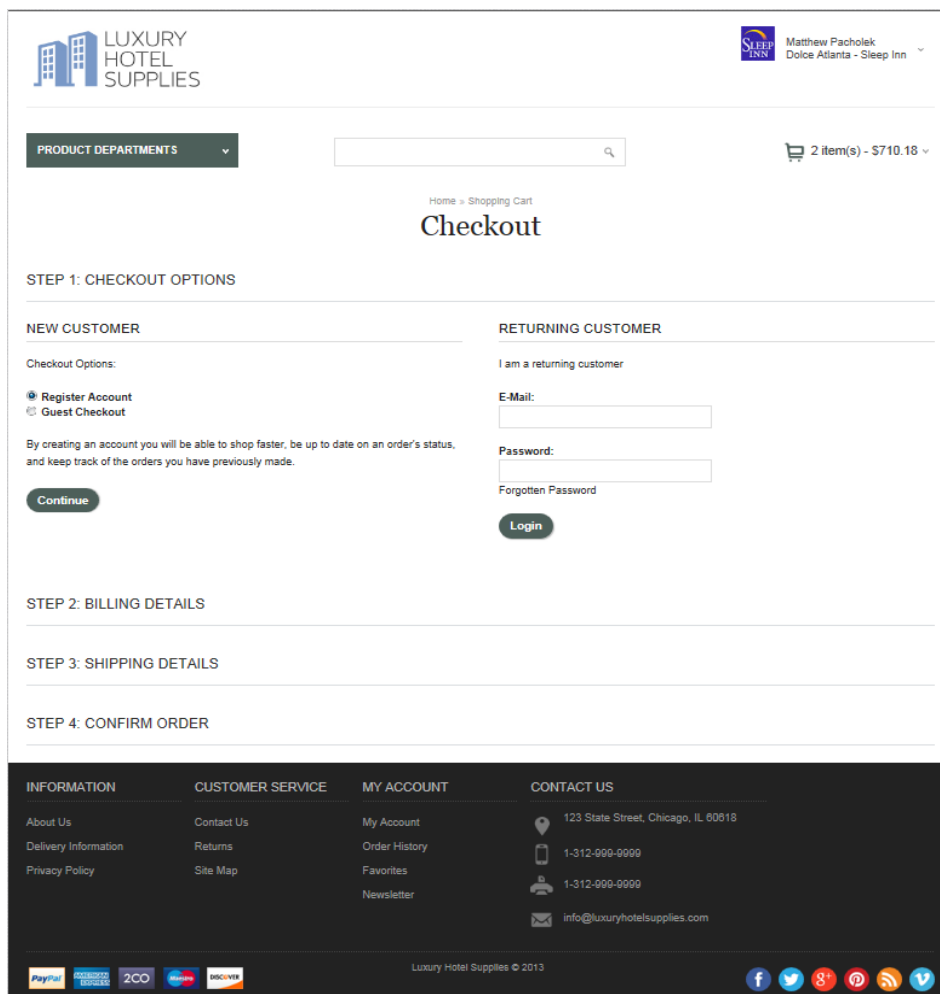
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1-312-999-9999


2. Request the user to conduct a search for “towels”
 3. Allow the user to view the results of this search and provide feedback.
 4. Allow the user to add the product to their favorite collection for later retrieval. User registration is required for this, user will be redirected to the registration/login page to register as a new user or login into their existing account.
 5. Attempt another search for “blankets”
 6. Allow the user to view the results of this search and provide feedback.
 7. Request the user to add one of these items to their shopping cart.
- Test Scenario 3: Checkout
 - The purpose of this test scenario is to ensure that registered users can seamlessly checkout after adding items to their cart, without issues or distractions.
 - Expected Completion Time: 4-5 minutes
 - Steps:
 1. After completing Test Scenario 2, and having added a product to their cart, present the user with the initial checkout page:
Checkout: <http://ectweb2.cs.depaul.edu/silver481/dev/checkout.html>



2. Request user to complete fields on this page to proceed.
3. Users have the option to continue their purchase as a guest, register a new account or sign in to their existing account.
4. Present user with next page in the flow, which is the "Billing Details" page. And allow users to enter billing information.
5. Present user with next page in the flow, which is the "Shipping Details" page. And allow users to enter shipping information.
6. Present user with next page in the flow, which is the "Review Cart" page. Review Cart: <http://ectweb2.cs.depaul.edu/silver481/dev/cart.html>







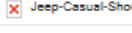




Matthew Pacholek
Dolce Atlanta - Sleep Inn

PRODUCT DEPARTMENTS

 2 item(s) - \$710.18

Home » Shopping Cart

Shopping Cart (11.00kg)

IMAGE	PRODUCT NAME	MODEL	QUANTITY	UNIT PRICE	TOTAL
	iPad Classic	Product 8	1  	\$112.00	\$112.00
	Lotto Sports Shoes Reward Points: 100	Product 10	1  	\$181.00	\$181.00
	Jeep-Casual-Shoes	Product 3	1  	\$240.50	\$240.50

WHAT WOULD YOU LIKE TO DO NEXT?

Choose if you have a discount code or reward points you want to use or would like to estimate your delivery cost.

Use Coupon Code





Use Gift Voucher






Estimate Shipping & Taxes

Sub-Total: \$710.50
Total: \$810.00







Continue Shopping

Checkout

INFORMATION	CUSTOMER SERVICE	MY ACCOUNT	CONTACT US
About Us Delivery Information Privacy Policy	Contact Us Returns Site Map	My Account Order History Favorites Newsletter	<p> 123 State Street, Chicago, IL 60618</p> <p> 1-312-999-9999</p> <p> 1-312-999-9999</p> <p> info@luxuryhotelsupplies.com</p>

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7. Allow users to make selections and edits on this page before submitting.

- E) Debrief & Close – After the test scenarios are complete, the moderator should wrap up the test by gratefully thanking the user for their participation. The moderator should conclude the test summarizing what scenarios were completed, and asking for any open-ended feedback, which would be collected on the notes sheet.

V. Informed Consent and Privacy Statement

The study in which you are being asked to participate in is an evaluation for luxuryhotelsupplies.com – a fictitious website. An independent research team from the DePaul University School of Computing and Digital Media, Telecommunications and Information Systems is conducting in the study. The purpose of this evaluation is to identify the strengths and weaknesses of the luxuryhotelsupplies.com website relative to the interface design characteristics and functionality.

Please be informed that you must sign this consent form before participating in the study. The informed consent document is intended to provide you with general information about the study and to assure you that, as a participant your privacy will be maintained.

As a participant of this study, you should also be informed that:

1. Your participation in the study is fully voluntary. You have the right not to participate, and you will not be penalized in any way if you do not participate. Additionally, you have the right to withdraw from any part of the test or the entire study at any time.
2. All information you provide in this study is anonymous and will be kept strictly confidential. Any report of the study results will be used only to evaluate specified goals and will not identify you personally in any way.
3. There is neither direct benefit, nor are there any foreseen risks from participating in this study.
4. At the completion of the study, you will be given a through explanation of the research techniques, possible publication, and impact of the study, if you request it.
5. We estimate that it will take between 25-30 minutes to complete today's study; although the length of time it takes different people to participate will vary.

If you have any questions at any time, please feel free to ask them. If you desire more information in the future regarding your participation in the study, feel free to contact the facilitator

Ahmad Rabah

Ahmad.Rabah@live.com

By signing this informed consent, you certify that you: Have read and understand the information provided by this document voluntarily agree to participate in the this study and know of no reason that you should not participate Are 18 years of age or older

Subject's Consent:

Please complete both copies of this form and keep one copy for your records and return the other to the Facilitator.

(Signature of Participant)

(Date)

Experimenters' Consent:

As the person responsible for conducting the study described in this form, I agree that we are responsible for protecting participant/subject rights and meeting the conditions described herein.

(Signature of Facilitator)

(Date)

VI. Questionnaire

1. Do you use a computer either at home or at work?

- Home
- Work
- Do not use

2. How long have you been using personal computers?

- Less than one year
- 1-3 years
- 4-5 years
- 6 or more years

3. About how many hours per week do you spend online viewing websites? (Excludes times spent reading email or participating in chat) _____

4. At what level would you rate your experience using the Internet?

- Beginner
- Intermediate
- Advanced
- Expert

5. Do you own a smartphone?

- Yes
- No

6. About how many hours per week do you spend on your mobile phone viewing mobile websites (Excludes email or app usage) _____

7. What is your age group? (Check one)

- Under 18
- 18-25
- 26-35
- 36-45
- 46-60
- Over 60

8. How often do you stay at hotels?

- Never
- Once a year
- A few times a year
- Monthly
- Weekly

9. How aware are you of the supplies in your room in regards to their quality (bed sheets, towels, rugs, robes, etc.)?

- Not aware
- Slightly aware
- Indifferent
- Aware
- Very aware

10. What is your household income?

- Less than 30K
- 31-50K
- 51-70K
- 71K-90K
- 91K-100K
- 101K-300K
- 301K+

11. Have you ever shopped online for hotel supplies for personal or business use?

- Yes
- No

VII. Test Data Recording Form – Part B

Name:	
Age:	
Profession:	
Type of persona:	
Data and time of testing:	
Duration of test:	
What is your reaction to the site?	
What is appealing to you and why?	
Who is this website built for?	
Does this seem like a website designed for someone like you?	

VIII. Test Data Recording Form – Part A

Test Scenario 1: Registration

Time: _____

Participant Action

- Successfully registered; no issues
- Successfully registered; some issues
- Unable to complete registration

Questions for user:

- 1) Did you complete the task quickly and easily?

ANSWER:

- 2) Was it the information you expected?

ANSWER:

- 3) Are you pleased with the steps taken?

ANSWER:

Summary (User's experience with each task + which tasks did they have difficulty with):

Notes, Comments, Improvements Needed:

Test Scenario 2: Product Search

Time: _____

Participant Action

- Successfully searched for products; no issues
- Successfully searched for products; some issues
- Unable to complete product search

Questions for user:

- 1) Did you complete the task quickly and easily?

ANSWER:

- 2) Was it the information you expected?

ANSWER:

- 3) Are you pleased with the steps taken?

ANSWER:

Summary (User's experience with each task + which tasks did they have difficulty with):

Notes, Comments, Improvements Needed:

Test Scenario 3: Checkout

Time: _____

Participant Action

- Successfully checked out; no issues
- Successfully checked out; some issues
- Unable to complete checkout

Questions for user:

- 1) Did you complete the task quickly and easily?

ANSWER:

- 2) Was it the information you expected?

ANSWER:

- 3) Are you pleased with the steps taken?

ANSWER:

Summary (User's experience with each task + which tasks did they have difficulty with):

Notes, Comments, Improvements Needed:

IX. Debriefing

The following questions are designed to conclude the testing session and are given from the moderator to the tester.

What do you think of your first experience with the site?	
What was the most useful aspects of the site?	
What aspects of the site were ineffective?	
What improvements do you suggest for the site?	

X. Team Member Contributions

Marty Cizon and Ahmad Rabah