User Testing Design

Goals and Data

1. Users should find it easy to navigate from page to page when completing the tasks
   a. (**quantitative**, **observation**) Total navigational errors (target: average 3 or fewer)
   b. (**qualitative**, **observation**) Description of navigational error
2. Users should find it easy to identify overall figures in Task 1
   a. (**quantitative**, **question**) Current Delivery Fulfilment Rate? Growth/Decline? Best/Worst Driver? Best/Worst Performance? Median Performance? (How many participants got the right answer? Target: 6)
   b. (**qualitative, observation**) Think aloud data
3. Users should complete all tasks without guidance from facilitator
   a. (**qualitative**, **observation**) Think-aloud data
   b. (**quantitative, observation**) Total time taken to fill up answers in tasks should be less than 1 min
4. Users should find the system's functions useful
   a. (**quantitative**, **question**) On a scale of 1-10, how useful do you find VersaFleet Analytics to be in your business operations? (Target: average 8 and above)
   b. (**quantitative, observation**) Think aloud data

Recruiting

1. Business Owners of logistic SMEs
   We will recruit them through our sponsor's contacts which will include our potential customers in future. Also, we could contact other SMEs similar in nature through emails with contacts that are listed online.

Environment

We will conduct our study in the user's office during office hours as that will be the desired environment in which our application will be used in reality. Our prototype will be run on a Windows OS (our own laptop) but the actual application can be run on both Mac OS and Windows OS.

Tasks

- **View Company's Performance**
- **Performance Details for Best and Worst Performing Driver**
- **Trip Details for Worst Performing Driver**
- **Log out of Account**

Script

Good Afternoon, I'm Karen. On behalf of the team, thank you for taking time out to help us in our application testing. I would like to introduce you to the application which you are going to test.

A team of 5 of us are building a web application named VersaFleet Analytics as part of our Final Year Project. The purpose of our application is to 1) give business owners an overview of their company's performance and 2) identify possible causes of poor Delivery Fulfilment through the different dimensions of Delivery Fulfilment Rate represented in graphs and tables. Previously you would have to analyse uncollated hardcopy data which is time-consuming and possibly error-prone. We hope that with our application business owners like you can focus on improving your business through regular Delivery Fulfilment Rate review.

For the user testing today, I have Claudia, Eva, Yi Xuan, Minh and Jason who will be assisting me. I will be your facilitator for this session. Eva would be recording any observations made throughout the session as well as opinions you have voiced. Claudia would be recording the errors you may possibly encounter as well as the time taken for some of the tasks. Minh, Yi Xuan and Jason will be providing technical support throughout this session.

Administrative Instruction:
We encourage you to voice out your thoughts whilst going through the web application. We seek your honest opinions and feedback so that we can improve this application to add greater value to your business operations. A series of tasks has been prepared for you to go through the application. It is alright if you are unable complete any tasks as this is not a judgement of your ability but rather the ease of use of the application.

As of now, do you have any questions before I proceed to brief you on testing?

Test Procedure Instruction
You will be handed a questionnaire stating the tasks for you to complete. We have estimated this study to take approximately 5 minutes, however, please do not feel restrained to stay within the approximated time as it is merely a gauge. Should you have any queries, feel free to approach the facilitators for clarifications.

The study will be executed on this laptop. <Give laptop>

At any point during the testing, if you have any questions, feel free to ask me. As of now, do you have any questions up to this point?

End of Study

<Collect task form>

We would greatly appreciate it if you could provide us with some feedback regarding your experience with using VersaFleet Analytics.

<Hand out post-user testing 1 questionnaire> <Collect post-user testing 1 questionnaire>

Once again, thank you for taking time off your busy schedule to help us with our testing.