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UX 60503

Planning Usability Testing Using Digital Prototypes

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1. Define the Purpose of the Usability Test

This usability test aims to test a mid-fidelity prototype of specific interaction design elements that have been redesigned to adjust pain points in the Adobe Express mobile application. The goal is to determine whether users can successfully navigate to and engage with these redesigned interactions. The test focuses on identifying usability issues related to navigation, interaction clarity regarding redesigned interactions, and user satisfaction with these redesigned interactions.

It is crucial to test these interactions because they are completely redesigned from the existing application. We need to understand whether these interactions are clear and usable for this application's new and existing users.

This prototype is a mid-fidelity prototype with higher-fidelity interaction flows incorporated into it. The emphasis of the prototype and the usability test is to test the interaction flows rather than the final visual and aesthetic elements.

2. Outline the Scope of the Test

This usability test will cover four tasks:

- Navigation from the Home screen to project creation.
- Uploading and resizing a photo and a layer within this project.
- Adding and adjusting a text layer, including font size, spacing, and font.
- Adding a second text element and arcing the text.

3. Define Success Criteria

- Task Completion: At least 80% of participants should complete the tasks without significant assistance.
- Error Rate: There should not be any significant errors that prevent completing any tasks. Minor mistakes like mistaken taps are acceptable if they do not derail the tested interaction.
- User Satisfaction: Users should rate their satisfaction with the new interactions at an average of 4 out of 5 or higher, particularly regarding interaction clarity and ease of use.
- Observational Indicators: Users should demonstrate minimal hesitation while using the Floating Action Button, the font adjustment tools, and the resizing tools.

4. Data Collection Plan

The plan is to conduct as much usability testing as possible within the constraints of available time and resources. Therefore, as much or as little of the following techniques can be utilized depending on the time and resources available. First, a digital click-through unmoderated test of the prototype would be sent to as many users as possible. This test would provide instructions telling the users what to do. Screen recordings of this test would be recorded and analyzed for heat maps and errors as the user navigates through the tasks. This test would be followed up with a usability survey.

The second approach would be a moderated in-person and remote test, with between 4-6 users per round of testing. The above-mentioned qualitative monitoring would be in place, but there could also be a qualitative aspect to this test. The users would also be recorded along with their screens. Users would be encouraged to think aloud, and a usability survey would be conducted at the end of the test. Notes will be taken, and users will be recorded with permission.

It would be beneficial to conduct some guerilla testing, following a similar approach as above. This could involve a digital prototype or a link users could interact with on a smartphone. This test could be a stripped-down version of the above to get an

idea of what users of various familiarity with the application think of the new interactions. Notes will be taken, and users will be recorded with permission.

This usability test aims to obtain as much quantitative and qualitative data as possible within the organizational constraints of the situation.

Quantitative data collected from these tests would track the successful completion of the tasks, time to completion, and the number of errors during the test. It would also record a heatmap of the interaction flows if possible.

Qualitative data collected would be user comments, observations of body language related to satisfaction and frustration, and the satisfaction rating expressed in post-test usability surveys.

This approach is modular. Not all of this is necessary and can be tailored to the situation. Only digital quantitative testing would be sufficient if time or resources were limited. The multi-format approach would provide additional insight into the new interactions if necessary and accommodatable.