Usability Study Plan

I. Testing an Endangered Species App
  A. I am designing an educational app that identifies endangered species in a user's area, which will allow outdoors enthusiasts and animal lovers to learn more about wildlife conservation and connect them with resources dedicated to related causes.
  B. I am trying to determine if the app design and user flow support easy navigation and task completion.

II. Research Questions
  A. Can users navigate the prototype well enough to complete a series of basic tasks by following the intended user flow?
  B. Do the layouts of the Homepage, Species List, Species Profile, Sightings Map, Community Page and News Page make sense and encourage easy progress through the prototype?

III. KPIs
  A. I will measure success by observing KPIs like time on task, errors and drop rate.
  B. I will also record users' opinions and impressions of the prototype overall.

IV. Methodology
  A. Unmoderated Usability Study
  B. Location: United States, remote (participants will go through the ability study in their own homes.)
  C. Various dates in December, 2024
  D. Each participant will be given a series of basic tasks in each of the designed page layouts. They will be timed and encouraged to talk through their experience, answering various questions along the way.

V. Participants
  A. Idea participants are outdoors enthusiasts and/or animal lovers between the ages of 18-45 who are interested in contributing to and improving their community.

VI. Script

A. Intro: Thank you for agreeing to take part in this usability study. This study will involve completing five basic tasks using a low-fidelity prototype. After each task you will be asked a few questions, and after the entire study is finished you will be asked to reflect on your experience overall.

   1. *I am designing an educational app that will allow users to learn more about endangered animals in their area.*

   2. *The data and responses you provide will help determine the viability of the app's design and layout.*

   3. *Please remember that your impressions of the app as you use it are important. Share all your thoughts and feelings verbally as you complete each task. There are no right or wrong answers here, the more honest your opinion, the better.*

B. Task 1: Open the app and navigate the "Oregon" homepage to find the species profile for the Northern Spotted Owl.

   1. *Was this task easy or difficult to complete? How did the design and/or layout affect your experience?*

   2. *In your opinion do the intro pages (the green ones) help you understand the app better or are they unnecessary?*

   3. *In your opinion would a GPS-enabled "use my location" message be preferable to the "choose your state" button?*

C. Task 2: Navigate the "News" page to find an article from the Washington Post about the Northern Spotted Owl.

   1. *Did the design and layout of the "News" page and the article make sense to you? Would you make any changes?*

   2. *Was the text of the article easy to read?*

D. Task 3: Navigate the "Community" page to find a post from *birdgal92.*

   1. *Did the design and layout of the "Community" page and post make sense to you? Would you make any changes?*

   2. *Did you like the message board/forums format of the "Community" page or would a "feed" format (a la Facebook, Instagram, Twitter) be preferable?*

E. Task 4: Navigate the "Sightings Map" to view a Northern Spotted Owl sighting near Redmond, Oregon.

   1. *Was this task easy or difficult to complete? How did the design and/or layout affect your experience?*

   2. *What do you think of the layout of the sightings card? Is there too much white space?*

F. You're out hiking in the woods when you see an owl sitting in a nearby tree! Use the app's "Camera" feature to take a picture and identify what species of owl it is.
    1. *Did the design and layout of the "Camera" feature make sense to you? Would you make any changes?*
G. Overall Impressions
    1. *Now that you've had the chance to explore all of the features this app has to offer, what are your overall impressions? What parts did you like or dislike?*
    2. *Were the app's layout and design intuitive? Did they make using the app and it's various features easier? Are there any elements that could be improved?*
H. Conclusion: Thank you very much for participating in this study and sharing your opinions. The information you shared here will be used to develop key insights into the app's overall usability and what changes and improvements can be made moving forward.