

# FOREVER 21

## Test Plan

HCI 460

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Group 6

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## Objectives

Research Question:

1. To evaluate the Forever 21 Android application in terms of the user experience that it creates. The scope of our research is the user's experience browsing, searching, and sharing an item of clothing, as well as finding the closest Forever 21 store near them. In particular, we want answer to the following questions:
  - a. Can users navigate the application easily to search and buy (add to bag) clothing?
  - b. How many taps and/or screens does it take for users to perform the outlined tasks (such as buying clothing)?
  - c. What are the major usability flaws that:
    - i. Impede users from purchasing an item?
    - ii. Impede users from finding a Forever 21 store?
    - iii. Impede users from sharing an item?
  - d. Are users satisfied with their interactions with the application when searching and buying clothing, exploring styles, finding stores, and sharing on social media? (data will be gathered through the wrap-up questions)
2. To identify the applications strengths within all the assigned tasks and assess how it could be further improved to better meet the needs and expectations of users.
  - a. Identify areas for improvement
  - b. Prioritize these areas
  - c. Provide actionable recommendations

## Stimuli

Forever 21's Android application is the focus of this project because:

- Popular store worldwide
- Offers clothing at affordable prices
- Marketed towards young demographic
- Famous brand

## Participants

- Females and males online shoppers, ages 18 and up
  - Shoppers shopping for themselves (adults and teenagers)
  - Parents shopping for their kids (infants to adults)
- 6 participants from Chicago
  - Familiar with mobile apps
  - Likes/comfortable shopping online
  - Use social networks
  - Frequency of online shopping (infrequently, moderately often, very often)
    - Infrequently (2-4 times a year)
    - Moderately often (1x a month)
    - Very often (Biweekly or more)

- Frequency of shopping (infrequently, moderately often, very often)
- Females and Males
- Recruitment: Family and friends that meet this criteria

## Evaluation Measures

### Qualitative Measures

- User comments/feedback and wrap up questions.

### Quantitative Measures

- Number of taps to accomplish a task
- Number of screens to accomplish a task
- Number of errors/challenges users encountered
  - Navigating to wrong screen
  - Mistap
  - Inability to accomplish task
  - Asking for help
- Likert Scale
  - Level of Difficulty
  - Level of Satisfaction

## Procedure

### Introduction

- Participant's experience with usability studies and focus groups.
- Importance of their involvement in the study.
- Moderator's role.
- Room configuration, recording systems, observers, etc.
- The protocol for the rest of the session.
- Thinking aloud.

### Warm-up Questions

Discuss the participant's:

- Preference between shopping online vs in-store
- Experiences shopping online.
- Reasons for shopping online.

### Tasks on the Application

1. Browse for an item on the app
2. Prepare item for purchase
3. Scan barcode using scan feature
4. Share an item on social media
5. Find store information of store closest to user

### Wrap-up Questions

- Feedback on the most difficult and easiest tasks
  - Level of difficulty for each task
  - Overall difficulty of using the application
  - Overall satisfaction using the application
- Their general idea about the app in comparison to other apps

### Lab Setup

- For class demonstration: Test/observation Room at GFK
- Participants' homes and coffee shops

### Logistics

<b>Dates</b>	<b>Location</b>	<b>Deliverables</b>
Monday, July 13- Thursday, July 16	Web/Text recruitment	Recruit participants
Monday, July 13- Thursday, July 16	Any location convenient for participants	Perform tests
Monday, July 13- Thursday, July 16	Test monitor's place, DePaul's library	Enter results
Friday, July 17- Saturday, July 25	Test monitor's place, DePaul's library	Interpret results
Sunday, July 26	Test monitor's place, DePaul's library	Final Edits/Report
Monday, July 27	D2L	Deliver Report