

Usability Test Plan: NFT Art Mentor

Introduction

NFT Art Mentor Moderated Usability Test (Mobile)

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Background

NFT Art Mentor connects people instantly with an array of knowledgeable mentors and artists in the NFT world. Users will be able to learn about NFTs using the app's learning course and they will also be able to sell their own nft following the app's selling features. They can utilize the many knowledgeable mentors by posing a question and making a secure payment for their expert advice. They will also have the option to connect, communicate and be a part of the many online communities.

Goal

The goal of this study is to assess the learnability for new users interacting with the NFT Art Mentor application for the first time on a mobile device. I would like to observe and measure if users understand the app's basic functions and navigation to access lessons, mentors/artists, connect to community, pose questions and sell nft art.

Test Objectives

- Determine if participants understand what the app is about quickly and easily (i.e., an application for people interested in nfts to learn about nfts, connect to a mentor/artist and sell) through the use of onboarding.
- Observe how easily users login/sign up
- Observe how easily users can find, select, pay for advice and chat with mentor
- Observe how easily users can access nft lessons

Methodology

This study will be conducted as a moderated-remote test and will be held at the user's work space and or home. This will be a recorded moderated test. The test will include a short briefing, task performance with NFT Art Mentor conducted on a mobile app, and a debriefing.

Participants

The study will test a total of 6 participants who were recruited through my contact list of colleagues and friends. They were screened beforehand for basic demographics to make sure they match the user persona for NFT Art Mentor.

Schedule

Usability test sessions will take place on January 8, 10, 11, and 12, 2022. All will take place at their place of work and or home. Sessions at the work space will be held from 11AM - 12:30PM. Sessions scheduled at their homes will be held at 4PM and 6PM.

Sessions

Participants will participate in usability test sessions that will be about 10-15 minutes long. All participants will test on a desktop. They will be provided with the prototype link.

Equipment

Testing will be carried out on their desktop. Recording will be done with Zoom.

Metrics

Errors will be measured using Jakob Nielsen's scale:

- 0 = I don't agree that this is a usability problem at all
- 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
- 2 = Minor usability problem: fixing this should be given low priority
- 3 = Major usability problem: important to fix and should be given high priority
- 4 = Usability catastrophe: imperative to fix before product can be released

Satisfaction will also be measured using the Single Ease Question 7-point rating scale after each task.

Script

For a detailed look at the Test Script, including a list of all tasks tested, feel free to explore the complete script:

<https://docs.google.com/document/d/1kwAljoFKcRN60yWYwDMZAZ2qhyrHlgEdypXUbTorAfo/edit?usp=sharing>

Scenarios/Test Tasks

Tasks

Scenario 1 - “You heard about nfts and want to download an easy to use app that could help you understand nfts and maybe sell one in the future. You came across the NFT Art Mentor app and decided to give it a try.”

Task 1 - “Complete the onboarding and sign up to create an account.”

Task Questions

- What adjectives would you use to describe the introduction and sign up steps?

Scenario 2 - “You have been hearing the hype about ntfs on social media and are curious to learn more about what nfts are. To get a basic understanding of them you would like to use a learning app that will help you understand them.”

Task 2 - “Find the learning feature and complete lesson 1 and 2.”

Task Questions

- What adjectives would you use to describe the learn function of the app?
- How easy was it to find the learning feature?

Scenario 3 - “You now know some basics on ntfs and are curious to read about some experiences from an nft artist.”

Task 3 - “From the home screen, find the community feature that guides you to the feed of posts from an array of nft artists and add your own post.”

Task Questions

- What adjectives would you use to describe your experience on completing this task?

Scenario 4 - “You would like to search and find a 3D mentor that you can connect with and ask questions and advice on selling your 3D nft online.”

Task 4 - Find the mentor option and select a mentor, book them for a live chat, pay for their expert advice using your credit card information, send yourself the receipt, confirm and begin the chat.

Task Questions

- What adjectives would you use to describe your experience on completing this task?

- What was confusing?

Scenario 5 - “You have completed a live chat session with a selected mentor and would like to leave a review about your experience.”

Task 5 - “End the session and rate your mentor.”

Task Questions

- How easy was it to find and rate your mentor?

Scenario 6 - “After learning about nfts, connecting to other nft artists and receiving mentor advice you feel ready to start the selling process of your own nft art.”

Task 5 - “Find the sell feature and review your steps.”

Task Questions

- Was it thorough enough?