

Usability Test Plan for KelseyCare Website Redesign

This plan is tailored to the KelseyCare website redesign and should provide a structured approach to gather valuable user feedback.

Goal/Purpose of the Test

To assess the user experience of the redesigned KelseyCare website, ensuring that potential clients can effortlessly navigate and find relevant information without any hindrances.

Object of Testing

We are testing the newly redesigned KelseyCare website, focusing on its streamlined navigation, ease of use, and ability to clearly define and convey what the product is about.

User Selection

Profile

- Existing KelseyCare clients familiar with the previous website design.
- Potential clients who might be considering KelseyCare services but haven't used the website before.
- Users spanning different age groups, tech-savviness levels, and backgrounds.

Recruitment

- Use KelseyCare's patient email database to invite a subset of existing patients for testing.
- Advertise on KelseyCare's social media platforms and the website to recruit potential clients.
- Offer incentives to encourage participation.
- Have the sales team reach out to current clients.

Testing Environment & Location

Environment

Participants should use their own devices and browsers to replicate a genuine browsing experience.

Location: Remote Testing

For those unable to attend in person, we'll utilize tools like Lookback.io or Zoom for remote usability tests, allowing participants to join from their preferred environment.

Duration

Each testing session will last approximately 30 minutes to 45 minutes, encompassing an introduction, the tasks, and a post-test interview.

Tasks

1. Navigate to the page specific to their position: broker or employer.
2. Feedback on clarity of the KelseyCare messaging. Is it clear what KelseyCare does?
3. Filling out forms and the ease of use. Is it easy to find the forms? How do they feel about filling out the forms?

Post-Test

A brief interview will be conducted post-tasks to gather insights on their overall experience, challenges faced, and any recommendations they might have.

Metrics & Data Collection

- Screen recordings to observe user interactions.
- Time taken to complete each task.
- Success rate for each task.
- Feedback and notes from the post-test interview.

Follow-Up

After all sessions, the data will be analyzed to pinpoint patterns, common issues, and potential enhancements. A comprehensive report will be compiled detailing findings and recommendations, which will be shared with the KelseyCare design and development teams for further action.