Usability Testing Plan

Introduction

Ink Tank Usability Test (Mobile Version) by Daniel Maron.
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Background

Ink Tank is a social media app that's goal is to optimize the tattoo process. The testing objective is to find issues in the search, appointment, and messaging functions.

Ink Tank users need access to the world's best tattoos and tattoo artists, in order to find a tattoo for themselves.

Goals
The main goal is to find the pain points in the process of giving and receiving a tattoo.

Test Objectives

- Determine if the user can successfully schedule an appointment with an artist
- Determine if the user can successfully message an artist
- Determine if the user can successfully search for an artist
- Determine if they enjoy the processes in the app more than the current manual process of finding a tattoo
- Determine which imagery best suits the onboarding

Methodology

Moderated in-person and unmoderated remote methods will be used for testing ink Tank. Testers will use my iPad for the in-person testing and their own devices using UsabilityHub for the remote testing.

Participants and Schedule

The test will contain 6 participants. They will be recruited from a variety of my social circles. All user information is confidential and should not be shared. Please find a list of participants here.

The unmoderated remote preference test will recruit participants from Career Foundry's slack. 13 anonymous participants were gathered in total.