



Project Proposal: Usability Testing - Passport to Success (IYF)
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Objective:

The goal is to increase the understanding of users behaviors, motivations, goals, and frustrations of the PTS site and provide recommendations based on users functionality, content and usability expectations. The purpose of this document is to layout the methodology, timeline, deliverables, cost, and responsibility of parties involved.

Methodology:



Remote usability testing on 8-12 users/stakeholders.



Each test will be about an hour and recorded with user permission.



Research synthesis to be conducted through affinity mapping.

Goal :

Testing goal and objective will be determined upon initial meeting between PTS team and Brittney Posternock.

Users:

Two to four users in each of the audiences below.

- corporations (2 distinct personas: CSR director/manager and L&D director/manager)
- schools (HS principal or senior admin)
- government agencies (workforce board director)
- nonprofits (project director)

Deliverables:

- discussion guide and usability task scenarios*
- raw notes/data
- synthesis slide deck to include key takeaways and UI recommendations
- one hour presentation and discussion of results

Timeline:

To be determined. Approximately a 4-6 week project.

Week 1-2: Discussion guide creation and candidate scheduling.

Week 3-4: Interviews.

Week 5-6: Synthesis and presentation.

Expected Outcome:

Findings will be distilled into actionable recommendations for UI changes to inform the design, content, functionality and usability of the PTS site. The PTS team will also be prepared to move forward with validated designs and content from testing.

Responsibility:

The testing objective to be provided by the International Youth Foundation. The user task scenarios and discussion guide for user testing will be written by Brittney Posternock and approved by International Youth Foundation. A prototype and users will be provided by the International Youth Foundation. Synthesis and recommendation based on testing will be provided by Brittney Posternock and presented at the end of user research.

*Up to two rounds of edits of the discussion guide before testing and one check-in/edit after the third interview.