

Starbucks.com

Usability Evaluation Test Plan for Pilot Test

Fei Gao, Yujin Su, Darshil Mehta

Depaul University

May, 2016

Purpose

The Starbucks.com serves as an online extension of Starbucks's offline business. Users can buy coffee, view menus and apply for/manage their Starbucks cards on this website. While it provides various functions and aims to make consumer's shopping experience more comfortable, it suffers from numerous poor designs.

In this usability test, we will be gathering data about 'Managing Your Card' feature on Starbucks.com, we will address the following issues:

- Identify the major pain points while users use this feature.
- Identify how users feel about the typical workflow.

Through our evaluation, we hope to figure out how to redesign the website and improve the workflow of "Managing Your Card" feature, and finally improve the whole user experience of this feature.

Test Objectives

Our goal is to find answers to the following questions:

- How easily and successfully can participants transfer balance from one card to another?
- Can participants transfer funds from a card that is not registered to his account?
- Which path will the participants choose when transferring funds i.e. use the 'transfer fund' button or 'add a card' button.
- Do the buttons "transfer to" and "transfer from" make sense?
- Are participants satisfied with how quickly they completed a task?
- Are participants satisfied with the overall experience?
- Are the main features (transfer funds, check balance, and etc.) of the website easily accessible.

With the help of the above questions, we will be able to gather data on the following:

- Number of errors the participants make while completing the task.
- Whether participants will be able to complete the task successfully without assistance or with assistance.
- We will get an insight to the mental model of the participants thinking while they interact with application as they will be speaking their thoughts aloud.

User Profiles

The users of this website will be the ones who would buy Starbucks coffee and try their gift cards and online service. These people probably have enough curiosity to try new things as well as enough expertise to use new technologies, the age of these people may probably be 18~40 and most of them live in the areas where Starbucks shops can be easily accessed, such

as the urban areas. The need of a quick way to gain food and coffee may also be one of the reasons that people use the website.

According to our scenarios, the ideal participants will demonstrate the following qualities:

Starbucks experience:

- Has experience of buying coffee from Starbucks shop.
- At least know what a gift card is for.
- Has little or some experience in using the “Managing Your Card” feature of Starbucks.com, but no expert users will be recruited.

Technology experience:

- Fluent in using computers, browsers, and typing in forms.
- Has rich experience in buying things or transferring money online.

Test Design

1. Introduce the team

2. Pre Test Screener (3 minutes)

- Ask the participants general background questions and determine whether he is fit as a participant.
- If the participants are eligible to take part in the test, then ask them to review and sign a form giving permissions to record during the test.
- If participants are not eligible, thank them for their time and provide any compensation decided.

3. Introduction to the test (5 minutes)

- Give an overview of the test
- Purpose of the test.
- Explain the Rooms configurations and systems used in the test.
- Thinking out loud.
- Tasks the participants have to complete.

4. Performing the task (15 minutes)

- The participant will perform the tasks.

5. Post Test Debriefing (3 minutes)

- Ask participants to fill the post test questionnaire.
- Discuss any problems that the participant faced while testing.
- Discuss feedback or suggestions.

6. Thank participant for their time and provide compensation.

Tasks List

The participants will have to complete the following tasks:

Log in to the card with the given credentials

- Email: Starbucks460@gmail.com
- Password: Depaul?123

Check whether card has sufficient balance (more than 10\$).

Transfer 10\$ to friends' card

- Number: 6115934760950734
- Code: 85864315

~ THE PARTICIPANT CAN COMPLETE THE ABOVE TASK IN 2 DIFFERENT WAYS

~

Participants choose the 'Transfer funds' button.

- After successfully transferring the amount, confirm that transfer was successfully completed.
- Remove all the cards

If participants choose 'add a card' option.

- After successfully transferring the amount, confirm that transfer was successfully completed.
- Remove both cards from the account.

In the event participants can't perform the tasks, Shift the task to:

- Can you change the nickname of the card
- Can you find the star earned by the fish card
- Can you tell me when and where the last star was earned

Pilot Test Environment

The setting of the test will be a controlled one. The study will take place in the classroom. The test will be conducted on a Windows Desktop computer. The desktop computer will be attached to the class projector. The class camera will be recording the participants' emotions and expressions. Two observers will be taking notes and a moderator will be moderating the entire test.

Test Monitor Roles

The moderator: Darshil

The moderator is expected to give an overview of the test. He will be the one who guides the whole test process, he should observe and communicate with the participants to identify any problems the participants encounter in time, and determine whether to help the participants or skip the task. Moderator is also expected to communicate with participants about their feelings and confusion during the task and remind them to speak loud so that observers could record valuable data in the test.

The observers: Yujing, Fei

Observers are expected to take notes during the process, the notes will mainly follow the log sheets, but they should add any thoughts about what they observe during the process. Observers will not talk with participants during the whole test, but they should participate in the post test debriefing and ask the participants about the things they are concerned while observing.

Evaluation Measures**Quantitative:**

- How much time does the participants take to complete the task?
- How many errors the participants make while performing the task?
- How many times do the participants go back to the dashboard?
- Number of clicks required by participants to complete the task.
- How much time the participants spend on reading instructions?
- How many times the participants require help to complete the task (FAQ or customer service)?

Qualitative:

- Record verbal reactions that shows participants' feelings and thoughts.
- Record facial reactions that shows participants' feelings and thoughts.

Report contents

The final draft of the report on the 'transfer funds' feature will address the following points:

- It will give an overview of the studies background, methodologies used, logistics involved and the goal of this test.
- It will answer the research objectives.
- Give quantitative and qualitative results specific to the research objectives.
- Provide images of some major pain points encountered during the study.
- Discuss the findings from the tests.
- It will also include a list of suggestions and recommendations to improve the application

Appendix A

Script

**** Introduction ****

Hello! My name is Darshil Mehta, these are my colleagues Yujing and Fei. We are DePaul University students. I need to actually read these instructions rather than just telling them to you so that everyone in the experiment gets the same information. Thank you for meeting with me today.

**** Pre test questionnaire goes here. ****

We are currently evaluating the 'Transfer fund' feature of the Starbucks application and are trying to identify pain points and errors in the design so that we can create a more efficient and simple design.

"Are you familiar with the Starbucks application?"

- Okay! Let's move on.

For the tasks, we want to observe what you do and collect valuable data regarding the thoughts that go through your mind while you perform the task, thus I want you to speak out loud what you are thinking and tell me why you choose to perform the actions you're performing. Your actions and comments will be noted. Thinking aloud helps us gain a lot of information about the participants' thoughts while they perform the task which in turn will help us modify the designs for better efficiency.

"Would you want to try a test question?"

-If yes, ask question: what is the sum of 100 and 50?

**** - If no continue. ****

If you forget to think out loud, I will be there to remind you. As you perform the activity, your actions and comments will be noted and you will be asked to describe what you are doing.

This activity is voluntary. You have the right not to demonstrate any activity or answer any question, and to stop the inquiry at any time or for any reason. Your actions and responses will be confidential and used only in connection with this class assignment only.

Only your first name will be used to identify you. If you wish, you can use a pseudonym rather than your real name.

Before we begin, I just want to make sure that you're okay with us recording you for evaluation purposes. The recordings will only be reviewed by members of our team, and will be stored anonymously. You can request these records be deleted at any time. Are you okay with this?

We need you to sign this form, giving your consent to participate in this test.

If participants agree

**** present consent form ****

**** Else, thank them for time and provide compensation ****

Now I would like you to imagine the following scenario.

You recently purchased a Starbucks card with \$10 balance in it. You will be gifting this card to friend as a thank you gift. You then decide to give him an additional \$10. To do this you decide to transfer a sum of \$10 from your Starbucks card to his card. You will be using the Starbucks application to transfer the \$10.

“Do you have any questions?”

If participant has a question, answer the question.

“We can begin the test whenever you are ready.”

**** end script ****

Now I will ask you to fill this Pre test questionnaire

Pre test questionnaire

- What is your name?
- What is your age?
- What is your gender?
- What is your occupation?
- How often do you visit a Starbucks store?
- Do you have a Starbucks Membership card?
- Have you ever used the Starbucks application?

**** After participant completes the test ****

“Thank you for taking the time and participating in this test. We would like you to fill this post test questionnaire.”

Post test questionnaire

- Are you satisfied with the entire experience?
- How difficult did you find the entire process?
- Do you think this task can be easier than it currently is?
- If yes, please give some suggestions.
- Is there any feature that you liked very much? If yes, please tell us why.
- Is there any feature you particularly disliked? If yes, please tell us why.
- Do You have any other suggestions?

*** Thank participant again and give compensation. ***

Appendix C
Consent Form

Project Name: Usability Evaluation of Starbucks.com

Team: Yujing Su, Darshil Mehta, Fei Gao

I have been given and understood an explanation of this research project. I have had an opportunity to ask questions and have them answered. I understand that at the conclusion of the study, a summary of the findings will be available from the team members upon request.

I understand that the data collected from the study will be used in future analysis to help the team understand and improve Starbucks.com.

I understand that I may withdraw myself and any information traceable to me at any time up to one week after the completion of this session without giving a reason, and without any penalty.

I understand that the evaluation will be no more than 30 minutes, and I may withdraw my participation during the session at any time without penalty.

I understand my data will only be used within the context of this project. The data will be seen only by members of the evaluation team and the course instructor, and will otherwise be kept confidential.

I understand I will receive no compensation for participating in this evaluation.

I understand that if I have any questions or concerns I may contact any of the evaluation team members:

Yujing(tracysuyujing20@gmail.com),

Darshil(darshil309@gmail.com),

Fei(email.gaofei@gmail.com)

I **agree/do not agree** digital and video recordings taken during the session being used research reports on this project.

Participant's Signature:

Facilitator's Signature:

Date:

Appendix D

Checklist

Evaluation documents:

- The Script.
- The Consent form.
- Log sheets.
- Task list
- Pre-test questionnaire.
- Post-test questionnaire.

Documenting tools:

- Pen.
- Blank paper.

Devices:

- Laptop / computer.
- Recording device: phone, camera, etc.

Settings:

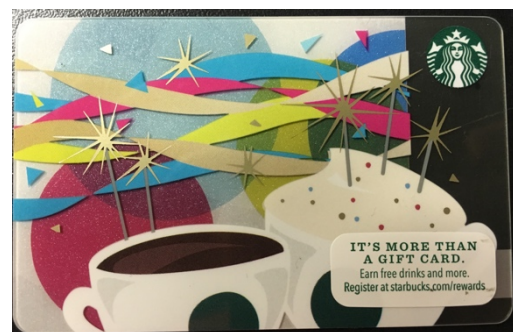
- Prepare the two cards:

The Colored card:

Number: 6109266951933754

CSC: 99999999

Current Balance: \$10



The Monkey card:

Number: 6115934760950734

CSC: 99999999

Current Balance: \$20



- Login to the page: <https://www.starbucks.com/account/home>

with this account: Starbucks460@gmail.com / Depaul?123

- Login to Gmail in a new tab with this account: Starbucks460@gmail.com / Depaul?123
- Check the balance of the two cards, make sure there are \$10 in the Colored card and \$20 in the Monkey card.
- Remove all the cards in the account