Usability Test Plan
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Goals
- To better understand users' questions and needs about the journalism program.
- To get users' opinions about whether certain features (Professor Gilbert's blog and Cedars) are helpful or not.
- To see if the users can find and accomplish the the assigned tasks.
- To determine the effectiveness of the User Interface (UI)
- To determine what content is necessary for user satisfaction

User Profile
Parent: The parent wants to know if journalism is a profitable field for their student to study in. They will want to know how long it takes graduates to find jobs, what the average starting salary is, and what credentials the teachers have.

Prospective student: The prospective student will be interested in writing and want to make a career out of it. They will have questions about the program that they will want the website to answer. They will be confused, overwhelmed with decisions, and trying to find a major for them. They will want to know where to go on the website and not be confused with the content on the website.

Scenario for Participants
Student Scenario: You are a high school graduate with an interest in reporting and writing. You are currently searching college journalism programs and have found the Cedarville University's journalism site.

Parent Scenario: You are a parent of a high school graduate who has an interest in writing. Your child is interested in majoring in journalism. You have concerns about the journalism industry and whether or not your child will be able to get a job after graduation. Your child is looking at the Cedarville University's journalism program, and you decide to check it out.

Short Description of Methods
1. Active intervention: Throughout the testing process ask the participants why they chose certain pages.
2. Retrospective recall: ask the participants what pages were helpful and what information they would like added during the post-test questionnaire.

Pre-test Questionnaire

1. What are your initial questions about the journalism program that you want answered?
2. What are your current perceptions of the journalism field/industry?
3. What is your criteria for determining whether a journalism program is effective or not?

Test Instrument

1. Browse the site for information that answers your initial questions.
2. Click on the **Journalism** page and read the text.
    a. Was the information helpful to you? Why?
    b. Does this page answer any questions you have?
    c. Is there other information you would like to see on this page that isn't currently there?
3. Click on **Jobs Outlook** and read/skim through the information.
    a. Is this information helpful to you? Why or why not?
    b. Is there other information you would like to see on this page that isn't currently there?

Post-test Questionnaire

1. What were the most helpful pages on the site? Why?
2. Is there content missing from the site that you would like to see?
3. Which of your questions were answered or not answered?
4. After exploring the site, do you think that journalism is like storytelling?
5. Overall, do you think CU's journalism page is helpful or not? Why?

Script

1. Welcome the participant and thank them for coming.
2. Explain the testing should only take 15-20 minutes and go over the scenario with them.

We are trying to understand what questions prospective students and their parents have about the Journalism program. We are also trying to structure the CU's Journalism page in a way that makes it easy for prospective students and their parents to have their questions answered. We want you to interact with the site today. Please remember that we are not testing you in any way. You cannot provide a wrong answer. We are testing the content to see if the site effectively answers your questions and meets your needs. Feel free to speak and write freely.

Test Details

As you work through the site, I will ask you why you chose certain pages. Again, there are no wrong answers. If you think something isn't helpful or doesn't work well, please let me know. As you explore the site, I will be taking notes about what works and what needs to be changed. This will help us better understand how to improve the Journalism page. At the end of the test, I will give you a post-test questionnaire, so we can get a better understanding of how you feel about the journalism site.

3. Ask if they have any questions.
4. Provide the participant with the test instrument, and pull up the site.
5. Once the participant begins, take notes and ask questions.
6. After the test, give out the post-test questionnaire and allow the participant to provide any other information that might be valuable.
7. Thank the participant, and dismiss him or her.