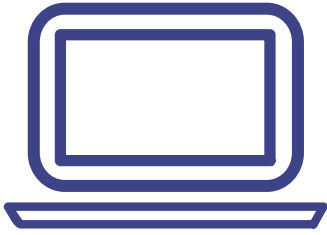


FEB 01, 2021

USER TESTING PROPOSAL

GALILEO

Presented by
FAIRBANKS STUDIOS, LLC



SURVEY TEMPLATE

This deliverable would contain a survey template with suggested questions in a Word document format. The survey template would be approximately 5 minutes in length and can be used to collect data about potential Galileo users.

USER TESTING

While the survey is meant to collect data from a wide range of users, in-depth User Testing will tell us more about each of our user groups (Silver, Gold, & Platinum) in detail.



STEP ONE: FIND THE USERS

I will find three ideal users (one from each user group) to interview. These users will be asked to take a short Google Form in order to screen potential interviewees.



STEP TWO: INTERVIEW

Each interview will last one hour, facilitated by the designer. Stakeholders are invited to attend if desired.

5 minutes: Introduction

30 minutes: Using the Invision prototype, user will complete a series of tasks in-app. These tasks will uncover potential problems with the design, allow us to discover opportunities for improvement, and allow us to learn about our users' behavior and preferences.

15 minutes: User will answer a series of questions and provide feedback about their overall app experience. Stakeholders are also invited to ask any questions.

STEP THREE: DATA

I will provide a summary of each interview along with the qualitative and quantitative data collected during the interview.

