

Analysis Plan for Konstella App

Introduction

Konstella was built specifically for PTAs (Parent Teacher Associations) & PTOs (Parent Teacher Organizations) to streamline communications, increase volunteerism, and foster close-knit parent communities.

A usability test is intended to determine the extent an interface facilitates a user's ability to complete routine tasks. Typically, the test is conducted with a group of potential users either in a usability lab, remotely (using e-meeting software and telephone connection), or on-site with portable equipment. Users are asked to complete a series of routine tasks. Sessions are recorded and analyzed to identify potential areas for improvement to the app.

Executive Summary

Irina Raven conducted in-person and remote usability tests for Konstella app to [QTY] participants. Each participant used their own device (iOS or Android). Each session captured participant's navigational choices, task completion rates, comments, overall satisfaction ratings, questions and feedback.

The purpose of this research project was to evaluate the end-to-end experience of Konstella users as they interact with the Konstella App.

The study consisted of working on five task scenarios (Send a Private Message, Check Sign-ups, Check School Calendar, Filter feed for one student and Check Your Orders) which lasted approximately one hour.

In general, all participants found Konstella app [ADD RESULTS AND METRICS].

The test identified only a few minor problems including:

[ADD MINOR PROBLEMS]

This document contains the participant feedback, satisfactions ratings, task completion rates, ease or difficulty of completion ratings, time on task, errors, and recommendations for improvements. A copy of the scenarios and questionnaires are included in the Attachments' section.

Methodology

First, the test administrator contacted via email several potential participants for the study. Then, potential participants responded and a usability test screener was used to identify final participants. Finally, a confirmation email was sent to all final participants.

Each individual session lasted approximately one hour. During the session, the test administrator explained the test session and read the task scenarios to the participants. Participants did their best to complete the scenarios on the app.

Once the study was done, the test administrator asked the participants the following overall questions:

- What was it like to use Konstella app?
- How satisfied are you with the response time of Konstella app?
- What is your overall impression to app?
- What is your overall impression to app?
- What did you like least about the app?
- If you were the app developer, what would be the first thing you would do to improve the app?
- Is there anything that you feel is missing on this app?
- Do you have any other final comments or questions?

Participants

All participants were adults who actively use Konstella app and have at least one child in elementary school. Participants should be fluent in either English or Spanish.

[QTY] participants were scheduled between [DATES]. [QTY] participants completed the test. [QTY] were male, [QTY] were female and [QTY] preferred not to say.

Evaluation Task/Scenarios

Test participants attempted completion of the following tasks:

- Send a Private Message
- Check Sign-ups
- Check School Calendar
- Filter feed for one student
- Check Your Orders

Results

Task Completion Success Rate

[ADD INFORMATION]

Participant	Task 1	Task 2	Task 3	Task 4	Task 5
1					
2					
3					
4					
5					

Time on Task

The facilitator track time on task for each participant. Some tasks were inherently more difficult to complete than others and is reflected by the average time on task.

[ADD MORE INFORMATION]

Participant	Task 1	Task 2	Task 3	Task 4	Task 5
1					
2					
3					
4					
5					

Errors

The facilitator captured the number of errors participants made while trying to complete the task scenarios.

[ADD INFO ABOUT ERROR, WHAT, ETC.]

Summary of Completion, Errors, Time on Task

Task	Completion	Errors	Time on Task
1			
2			
3			
4			
5			

Recommendations

The recommendations section provides recommended changes and justifications driven by the participant success rate, behaviors, and comments. Each recommendation includes a severity

rating. The following recommendations will improve the overall ease of use and address the areas where participants experienced problems or found the interface/information architecture unclear.

[TITLE]

[TASK # - DESCRIPTION]

Change	Justification	Severity
[ADD CHANGE]	[ADD JUSTIFICATION]	High

Conclusions

[ADD CONCLUSIONS]