Iterative Testing Plan
Konstella App

Introduction

Konstella app is a communication tool used by many schools and parents. It is important to give the app the correct maintenance and respond to user's needs and demands in a timely manner.

Purpose and Scope

The Iterative Testing Plan is a subcomponent of the Research Project for Konstella app. The purpose of the Iterative Testing Plan is to guide the UX Research team on iterative testing after the initial research study is completed. The UX Research team will decide which issues are the most important to fix for Konstella App.

Objectives

This Iteration Testing Plan supports the following objective:

- Improve *efficiency* and *satisfaction* of Konstella app by making changes to task flows and UI to achieve optimal usability.

Challenges

- The research team works under pressure for quick turnaround during each iteration.
- It is important to clearly define the learning research goals before each iteration.
- Each iteration involves the logistic of recruiting and bringing in participants to perform usability tests.
- It is easy to lose track of changes that have been already tested, it is recommended to document everything.
- Stakeholder's engagement might be difficult. A good idea is to invite them to participate in usability tests and debriefs.

Benefits

- Iterative testing helps to quickly understand the impact a change has had, whether is positive or negative. If positive, each iteration leads to a better user experience. However, if it is negative, a change can be quickly implemented in a new iteration to correct the issue.
- If a prototype is used for testing, its fidelity level can be increased after each iteration.

- Each iteration easily adapts to the needs of the project or stakeholders.
- Smaller amounts of content can be easily tested and evaluated during each iteration.

Participants & Recruitment

For the usability studies, participants have to be adults who actively use Konstella app and have at least one child in elementary school. These participants can be fluent in either English or Spanish.

For recruitment, it is best to use participants that have already participated in previous Konstella app usability tests. If this is not possible, it is recommended to find participants from schools where Konstella runs (Konstella user database).

Iteration

Each iteration consists of these steps:

1. **Testing Plan:** research team will work on creating consent forms, task scenarios, moderator's guide and surveys. In addition, all materials have to be printed and any needed device has to be ready for the study.

2. **Participant Recruitment:** research team will bring in participants that have already participated in previous Konstella app usability tests.

3. **Usability Testing:** five participants will perform either remote moderated usability test or in-person unmoderated usability test. Both options will be recorded for further references from the research team. Eye tracking will be incorporated for in-person unmoderated usability test. All usability tests will last between 25-30 minutes.

4. **Findings and Recommendations:** the usability tests will provide data to the research team to work on findings and recommendations that will be discussed with the design & developer teams. In addition, if needed, new iteration discussions will happen here.

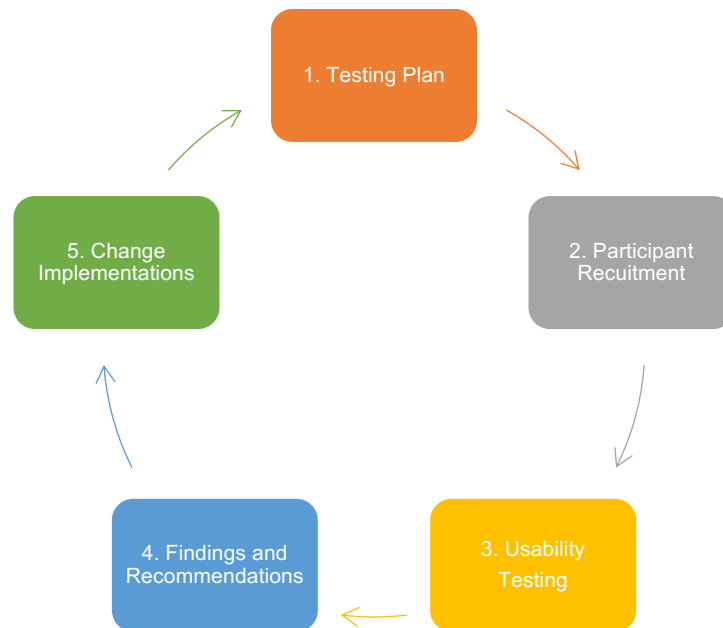5. **Change Implementations:** Design team will work on the changes.

Figure 1. Timeline for each iteration

Timeline

The iterative testing consists of 3 cycles:

Cycle	Iteration	Fidelity	Functions Delivered
Cycle 1	Iteration 1	Low fidelity	Paper prototype. High-level usability for the navigation and layout of the design.
Cycle 2	Iteration 2	Medium fidelity	Greyscale with minimal color wireframes.
Cycle 3	Iteration 3	High fidelity	Wireframes introduce color, images, and interaction design.

Table 1. Iterative Testing