

## Usability Test Planning

### **Test Objectives:**

1. Test the three task flows: adding creators to a tagged profiles list, inputting core hashtags, and selecting hashtags from the recommendation tool for ease of use.
2. Test if users can complete the intended goals (ie: select recommended hashtags) without difficulty or confusion.
3. Discover where users expect the core hashtags to be located. Tell if users know how to navigate to the different features.
4. Discover what users expect when adding creators to their tagged profiles list.
5. Observe any points of confusion (ie: wording, placement of buttons, etc.) and difficulty.

### **Hypotheses:**

1. Tagged Profiles List: Because it's placed exactly where "Favorites" is, and the flows mimic those in the "Favorites" list/feed, users will know how to navigate and add creators to their "Tagged Profiles List."
2. Iconography: Because the purple diamond resembles the red-orange star used to signify a "favorite" account, users will know that it represents a special designation/purpose. Also, because the refresh icon is exactly the same one used on websites, users will know to click on it to receive a set of different hashtags when using the recommendation tool.
3. Recommendation Tool: Because users only have six options to choose from for each level of hashtag, they will find it easier to select a hashtag.
4. Hashtag levels: Users will know what "popular", "medium", and "niche" mean by seeing the number of posts the hashtag is in just like how IG currently presents that data when a user is hashtagging.

### **Participants:**

Number: 10

Age: 23-40

Background: Regular content creators on Instagram who hashtag frequently with a few of them being professional creatives who use Instagram as their main marketing tool.

### **Script Procedure:**

Hi! My name is KT and I'm trying to add a new hashtagging feature for Instagram. While it's not difficult, hashtagging is generally considered to be "tedious" and requires some effort by the user for "good" or trendy hashtags. This prototype hopes to improve the user experience of hashtagging. You will be asked to perform three tasks. The first task is to add creators to a tagged profiles list. This new tagged profiles will inform an AI-powered recommendation algorithm that will analyze the most frequently used hashtags by the creators in this list and recommend those hashtags to you as an option when you create a post.

Based on my research, the majority of creators I interviewed had a set of hashtags that they use on every post. To help expedite this process I created "core hashtags". So the second task I will ask you to do is input five core hashtags in your profile that will automatically populate in every post.

Finally, the last task you will perform is creating a post with the core hashtags and the new AI-powered recommendation tool.

As you go through the test, please speak aloud your thoughts, feelings, and expectations. Please remember I'm not testing you. There are no right or wrong answers. I'm just recording your reactions and observing how you interact with the prototype. If you are ever confused please let me know. Any and all user feedback is greatly appreciated.

We are now going to pretend that you are a dancer entrepreneur who recently started his small business and relies on IG as your main marketing tool.

### **Task 1:**

*We will now walk through the three ways in which you can add creators to your tagged profiles list. You would like to add Ana Maria to your tagged profiles list.*

Can you show me how you would do that?

- What did you notice?
- What do you expect if you click on the purple diamond?
- Now that you're at the tagged profiles list, what do you think the text means?
- If you're curious to learn more about this list, where would you go?
- Does this make sense? What part confuses you?

*We will now see the second way in which you can add creators to your list so go ahead and remove Ana Maria. Please click on her profile.*

- From here, where would you go to add her to your tagged profiles list?
- Was the wording clear?
- We will now explore the last way in which you can add creators to your list. Go back to your home and click on IG's logo.
- From here (tagged profiles list) where would you go to add a second creator?
- Let's pretend you already know you want to add a creator named Nathan Lee. where would you go?
- What are your impressions of the list and has any of the ways in which you can add creators to this list confuse you?

*We are now done with task 1. For task 2, we will be inputting core hashtags in your profile.*

- From here, where do you think you'd go to input core hashtags?
- From here (edit profile), what do you see and where would you go to input core hashtags?

*Now that you've inputted your hashtags, let's go and create a post for task 3.*

- From here (new post), what sticks out to you? What do you notice?
- From here (edit post), what sticks out to you? What do the icons mean?
- What do you think the text means?
- What do you notice about the caption now?

*Go ahead and share your post. Hooray! Now that you're done with the last task, I will*

*now ask you five questions.*

- At what point(s) of this process (ie: navigating to tagged profiles, tagging a profile, etc.) needs clarification or support?
- What do you like or dislike about this process? Ie: tagging profiles, inputting core hashtags, etc.
- On a scale of 1-5 with 5 being extremely difficult, how would you rate your experience of using the hashtag recommendation tool? For inputting core hashtags? For tagging profiles?
- On a scale of 1-5 with 5 being extremely difficult, how would you rate your overall experience using this new hashtagging feature? May I ask you to elaborate on your rating, please?
- On a scale of 1-5 with 5 being extremely likely, if Instagram were to roll out these features tomorrow, how likely would you use them?

**Test goals:**

- Identify current pain points and points of confusion (ie: CTA design, placement, wording, etc.)
- Identify current successes of the navigation, UI, and flow of the new features
- Measure the test completion rate and error-free rate
- Observe the ease-of-use of the three tasks
- Observe user interaction with the prototype and reactions to the new features