

Agile Auto Buyer Evaluation Plan

Overview

- Project: Agile Auto Buyer Site from a Buyer's Perspective.
- Viewpoint: Auto Buyers need a reliable, centralized app to search and buy an auto
- Goal: Agile Auto Buyer will allow auto buyers to search for and decide on an auto in an agile way.

What we want to find out

- *Is the application flow intuitive?*
- *Does the site differ enough from other popular sites?*
- *Is there too much going on in the layout?*

Participants

I'll recruit 5 users of varying experience with computers, distributed between male and female and with varying occupations. I'd like to make sure that there is a good balance between expert features and simplicity.

Method

User tests will be performed: November 18-24

Location will be at participant's home or workplace.

Each user test will take approximately 30 minutes, for a total of 2.5-3 hours

Tasks

Users will be asked to perform the following tasks:

- 1) Login or Register
- 2) Perform a search
- 3) Share a car
- 4) Save a car to favorites

- 5) Chat with a seller
- 6) Email a seller
- 7) Edit a saved filter

Measures

Video - If permitted, I will record the sessions.

Photos - I'll snap photos during times of confusion or success

Post-test interview - I'll compile a list of questions to ask all participants and evaluate the compiled answers

Thinking aloud - I'll encourage the participants to share their thoughts as they navigate the site