

# Headspace Usability Test Planning

## Objectives

- Observe user methods when completing tasks
- Discover if users can complete task flows
- Understand if the added features feel like they belong to the user
- Identify any pain points the user may experience
- Observe opportunities for improvement in usability

## Test Subject

- High Fidelity Wireframe (Figma) prototype of Headspace mobile app for iOS

## Methodology

Evaluative Research - the product will be evaluated and data will be collected from test user's experiences to help improve design solutions.

## Method

Think aloud testing - test users will verbally share their thoughts aloud while navigating through the site and completing the various task flows

- Remote - participants will interact with the prototype via a shareable link and video call
- Audio will be recorded with participants consent

## Participants

- 5-8 participants
- Ages 18-75
- Mobile app users

## Recruiting Plan

- Remote testing will take place with the designer's personal network

## Script Procedure

Hi! Thank you for taking the time to participate in this research with me. Today I will be conducting a usability test of the mobile app Headspace, which is geared towards meditation and mindfulness. There are 3 tasks I will ask you to complete. As you move through each task, you will be asked to verbally communicate your

thought process aloud as you navigate the app, so please mention any detail of what it is you are doing, seeing, feeling, anything that comes to mind. There are no right or wrong answers. Do what feels natural and be sure to explain your navigation process.

Because this is a prototype, not all features will be accessible or true to the end results of this product but should still allow you to complete each task. This is also a mobile prototype, so all functions and interactions will behave like that of an iPhone.

Please feel free to ask as many questions as you'd like during the process, however, I will wait to respond to those questions until after the test is complete as I will be observing your interactions. This meeting will be confidential and serve for research purposes only. Do you have any questions? And before we get started, may I also ask for permission to record our session? Great! Let's begin.

### **Tasks**

Scenario 1 - You've just opened up the Headspace app and want to view the stats of the latest wellness goals you have accomplished.

- Task #1 - View wellness goal accomplishments

Scenario 2 - You love meditating, but you also like to be physically fit. You're currently preparing for a 5k marathon and want to make sure you are going to put in the time for your practice. You'd like to be ready by September 30th and spend at least 20 minutes working towards this new goal.

- Task #2 - Add exercise as a new wellness journey goal

Scenario 3 - Now that you have set a new goal, you'd love to chat with others in the Headspace community. You have thought about how counseling could be something you'd like to incorporate into your wellness plan but aren't sure how to approach it.

- Task #3 - Seek advice on counseling in the chat

### **Completion Rate**

- 100% of participants are expected to complete the flows based on the simplicity of the tasks and their prior experience using mobile apps. There should be familiar expectations and a natural progression moving from one task to the next.

### **Error-free Rate**

- 90% of participants are expected to complete the flows error-free. As mistakes can and do happen, 1% will be deducted from 100% for each mistake or slip created during the usability test. Based on the apps heuristic evaluation, there

could be errors related to flexibility and efficiency of use as content can feel overwhelming, and recognition or recall could cause users some confusion as to where to navigate.