



USABILITY TEST PLAN

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CONTENTS

INTRODUCTION	3
Focus & Scope.....	3
Goals	3
Objectives	3
PARTICIPANTS.....	4
User Profiles.....	4
Recruitment	4
Number of participants	4
METHODOLOGY.....	4
Location	5
Equipment	5
Length of session	5
Roles and responsibilities	5
Participant incentive.....	5
Screening	5
USABILITY TEST	6
Intial impression test	6
Scenarios and tasks.....	6
Post-test questionnaire	7
METRICS.....	7
Subjective	7
Quantitative.....	7
Qualitative	7
REPORTING RESULTS	7

INTRODUCTION

The purpose of this test is to evaluate the usability of the D.R. Horton website (www.drhorton.com) from the perspective of a home buyer on mobile and desktop. The test will allow for us to observe and track real users while on the site to measure its usability and user-friendliness. This test will allow for us to evaluate whether the site is being used as efficiently as intended.

FOCUS & SCOPE

We aim to determine the user's actions in attempting to search for new homes and communities, schedule a visit to view the communities and receive additional information from the D.R. Horton site. In particular, our evaluation aims to test primarily the effectiveness of the site, as well as its ease of use and efficiency.

GOALS

Overall, our goal is to gain an understanding of the user's ability to search and navigate effectively on the D.R. Horton website.

Specifically, our aim is to see an increase in:

- Completed searches to community pages and visitor's time on plan pages
- Conversion rate optimization by visitors requesting information and scheduling visits to communities

This may allow for an increase and improvement in:

- Profitability
- Efficiency
- Customer Service
- Retention

OBJECTIVES

We are testing to discover and understand:

- User's interactions with the D.R. Horton website on mobile and desktop
- Identify pain points where users may encounter friction
- User's subjective thoughts and perspective on searching and finding homes online

Additional key observations that can be extracted from this usability test are:

- How long do users take to complete a task?
- How satisfied was the user with the website?
- Can users navigate without frustration?
- Are there any functional problems with the website?
- Does the design work overall?

PARTICIPANTS

Our target user types are first time home buyers and new home buyers who are actively and currently in the market for a newly constructed homes. Buyers may not have visited the D.R. Horton site previously but have visited other home listing sites such as Zillow, Redfin, Realtor or even competitor sites. Participants will be tested on a tablet device and/or laptop.

USER PROFILES

- Current and active first-time home buyers that have not been on the D.R. Horton site and are unaware of the brand
- Current and active home buyers who have heard of DR Horton and/or have little to no experience on the site
- Current and active home buyers who use other home listing and real estate sites such as Zillow, Truila, Redfin, Realtor

RECRUITMENT

We will find participants from introductions from realtors, realtor events and on location at model homes.

NUMBER OF PARTICIPANTS

The number of participants will depend on leads and visitors waiting on site at model homes.

METHODOLOGY

The test will begin with an introduction from the moderator using the script, detailing the test process and consent. The user will then have the opportunity to ask questions and express concerns before the evaluation begins.

At the initial start of the usability test a brief questionnaire or screening will be used to define the user's experience with technology and if the user is currently and actively in the market for a new home. Afterwards, the moderator will provide instructions on the usability test and then the user will be asked to sign a consent form. Once signed and all questions have been answered, the test can begin. The tablet and/or computer will be set to record so that the usability team can reference the findings in the future. The moderator will be seated next to the participant in order to provide instruction. A note taker will also observe the user's behaviors and take note to any comments and cues. Once the instructions have been shared and the user agrees to begin, the moderator will begin with the initial impression test. Shortly after, the moderator will read off the first scenario and task. At the conclusion of each task, the moderator will ask the user to rate the ease or difficulty on a scale. Following the completion of all required tasks, the user will participate in a post-test questionnaire.

The testing plan is designed to evaluate the website to these five standards:

- Effectiveness – Can the user complete the goal?
- Efficiency – Can the user do it quickly?
- Error Tolerant – Can the user do it correctly or can the user easily get the help?
- Engaging – Does the user like it?
- Easy to Learn – Can the user do it correctly the first time?

LOCATION

Testing will be executed in a quiet room within a model home or a designated space at an event or location. The user will sit at the center of the table, with note-taker seated across and the moderator on one side of the participant.

EQUIPMENT

- Screen Recording Application
- Laptop
- Tablet or Mobile Phone

LENGTH OF SESSION

To establish a performance benchmark, we plan to measure how long it takes for a user to complete each of the tasks. This data can be used to measure task completion speed against future design improvements.

ROLES AND RESPONSIBILITIES

Role	Team Member	Responsibilities
Moderator		Greets user, follows moderator script through test, escorts user out and presents gift card at end of session
Note-Taker & Observer		Observe and notate user's comments and behaviors, time tasks

PARTICIPANT INCENTIVE

Users will receive a \$5 Starbucks gift card for completing the test.

SCREENING

Users will be screened to ensure that they are current and active homebuyers who may or may not have used the D.R. Horton site. The user may have previous experience using home listing sites such as Zillow or Redfin.

- Are you currently or actively searching in the market for a new home? **Y or N**
- Are you searching the market as a first-time home buyer? **Y or N**
- Are you in the market for a newly constructed home? **Y or N**
- Have you previously visited the D.R. Horton website before today? **Y or N**
- On average, how often are you online? **Multiple times per day Once per day Couple times per week Never**
- What is your primary device for accessing the internet? **Desktop Laptop Tablet Smartphone**
- What are the top 3 sites you visit for new home listings?

USABILITY TEST

As part of the original usability goals and in order to monitor, collect and document results, the test will address certain criteria: **Learnability, Accessibility and Benchmarking**

- Learnability- encourage the user to think aloud while going through tasks
- Learnability and Accessibility- After each task, the user will be asked to rate the task's ease or difficulty
- Benchmarking- Record how long it takes the user to complete each task and mark where the user might start to get stuck or experience frustration
- Learnability and Accessibility- Conduct a post-usability test survey; allow the user to share their experience, level of satisfaction and areas of frustration or stress
- Learnability and Accessibility- Encourage the user to offer comments or suggestions for improving the site

INITIAL IMPRESSION TEST

Participants will first be shown the homepage on mobile or desktop for 15-30 seconds to capture the first impressions of the website then followed by 4 questions:

- Say three words that you remember from the site, or that you would use to describe the site.
- What is this website about?
- What services and/or products are offered on this site, and for whom?
- What is the feel of this site? (e.g. professional, fun, small-company, corporate?)

SCENARIOS AND TASKS

For our usability test, users will be given tasks to ensure unbiased navigation in order to discover authentic user behaviors and needs. The tasks users are given are a general set of objectives that guides them through the site and allows them to explore naturally. After each task, users will be asked to rate its ease or difficulty.

Mobile Scenario

You are driving and pass a neighborhood with colorful waving banners showcasing new home builders. You've had your eye on a neighborhood and you want to know what new homes are available. You make a stop and decide to look up D.R. Horton homes on your mobile device. Your search takes you to the D.R. Horton homepage.

- Task1. On the homepage make a search for the Morningstar community in Aledo, TX
- Task2. Find a floor plan with four bedrooms and two baths
- Task3. Request more information on this plan
- How easy or difficult did you find this task? (Rate Scale from 1-5)

Desktop Scenario

You will be moving out of your current residence within 3 months and are ready to buy your first home. You are interested in moving into a new build quickly. One of your friends is currently living in a D.R. Horton home in a neighborhood not far from your gym. You head to your computer to see what's available in that area.

- Task1. On the homepage make a search for homes in Rockwall, TX
- Task2. On the map, find the closet community to Lake Ray Hubbard and click on the community
- Task3. Look for currently available homes with at least 4 bedrooms and 2 baths
- Task4. Plan to schedule a visit
- How easy or difficult did you find this task? (Rate Scale from 1-5)

POST-TEST QUESTIONNAIRE

User will answer the following questions at the end of the session:

- What is your overall impression of the D.R. Horton website?
- What are the 3 things you like best about the site?
- What are the 3 things you like least about the site?
- How or what would you improve on the site?
- Would you return to this site in the future? Why/Why not?
- Do you have any final comments or suggestions for the site?

METRICS

The test evaluation will include results from the initial impression test, post-task rating, and exit questionnaire. The combination of quantitative and qualitative data will be compiled and analyzed and then used to develop conclusions for the Reporting Results.

SUBJECTIVE

At the conclusion of the usability test, users will be provided with an open-ended questionnaire allowing them to share their overall experience with the app and rate their level of satisfaction. This questionnaire provides the participant with an opportunity to share their thoughts on any missing tasks or ways to improve the website's navigation, labeling, user flow and accessibility.

QUANTITATIVE

- Time to complete task
- Number of attempts required to complete task
- Initial impression test, Post-task rating, and Exit questionnaire

QUALITATIVE

- User's comments and questions
- User's body language and facial expressions

REPORTING RESULTS

At the conclusion of the usability test, a report will be produced and shared with the leadership team. The report will include all findings and results, an evaluation of usability goals and objectives and recommendations for improving usability challenges and enhancing the application.