

Mercedes-Benz Brand Center Usability Testing Plan

1. Executive Summary

This document outlines the comprehensive plan for conducting usability testing of the Mercedes-Benz Brand Center event app (<https://mercedesbenzbrandcenter.ae/>). The testing aims to evaluate the app's user experience, identify usability issues, and gather insights to enhance the overall user journey through the digital brand experience.

2. Testing Objectives

- Evaluate the overall navigational structure and information architecture
- Assess the effectiveness of the event registration and management features
- Measure the usability of the vehicle exploration and configuration tools
- Evaluate the appointment booking process
- Identify pain points and barriers in the user journey
- Gather qualitative feedback on the brand presentation and luxury experience
- Benchmark the performance against luxury automotive industry standards

3. Methodology

3.1 Test Format

- **Method:** Moderated in-person testing with concurrent think-aloud protocol
- **Session Duration:** 60 minutes per participant
- **Location:** Mercedes-Benz Brand Center test lab and remotely via video conferencing
- **Recording:** Screen recording, audio, facial expressions (with consent)

3.2 Participant Selection

- **Number of Participants:** 12-15 participants
- **Target Demographics:**
 - Current Mercedes-Benz owners (40%)
 - Luxury vehicle owners (non-Mercedes) (30%)
 - Luxury vehicle prospects (30%)
 - Age range: 25-65
 - Gender balance: approximately equal representation
 - Mix of technical proficiency levels
 - Geographic representation from target markets

3.3 Testing Scenarios & Tasks

Each participant will be asked to complete a series of tasks representing typical user journeys through the Brand Center app. Tasks will be presented one at a time in a realistic context.

4. Test Schedule

Phase	Timeline	Activities
Preparation	Weeks 1-2	Finalize test plan, recruit participants, prepare testing environment
Testing	Weeks 3-4	Conduct usability sessions (3-4 sessions per day)
Analysis	Weeks 5-6	Review data, identify patterns, prepare findings
Reporting	Week 7	Develop recommendations, create presentation, share results

5. Equipment & Environment Requirements

- Test devices:
 - High-end smartphones (iOS and Android)
 - Tablets (iOS and Android)
 - Desktop computers (Windows and Mac)
- High-speed internet connection
- Screen recording software
- Note-taking materials for observers
- Refreshments for participants
- Quiet, comfortable testing environment that reflects the luxury positioning of the brand

6. Stakeholder Involvement

- **Observation Options:**
 - In-person observation room with one-way mirror
 - Live video stream of sessions
 - Daily summary reports
- **Key Stakeholders to Invite:**
 - Digital Product Owner
 - UX/UI Design Lead
 - Marketing Director
 - Brand Experience Manager
 - Development Team Lead
 - Customer Experience Manager

7. Deliverables

- Comprehensive testing report with executive summary
- Video highlights reel of key findings
- Usability metrics dashboard
- Prioritized list of issues and recommendations
- Presentation of findings for stakeholders
- Raw data (recordings, notes, etc.) for archival purposes

8. Success Criteria

- 90% task completion rate across core functions
- SUS (System Usability Scale) score above 80
- Positive qualitative feedback on brand experience
- Clear identification of top 3-5 improvement opportunities
- Actionable recommendations for development team