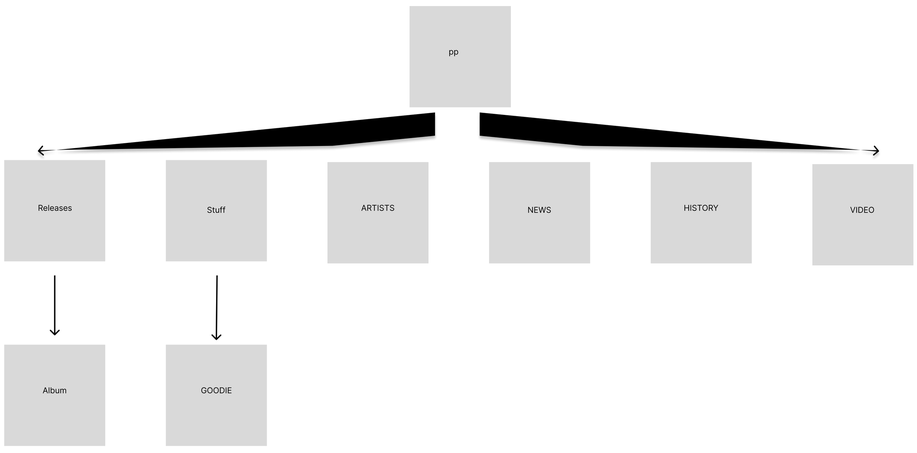

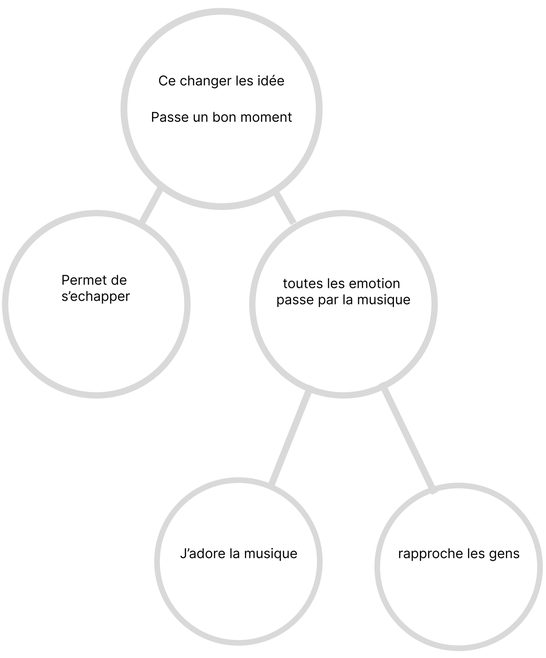

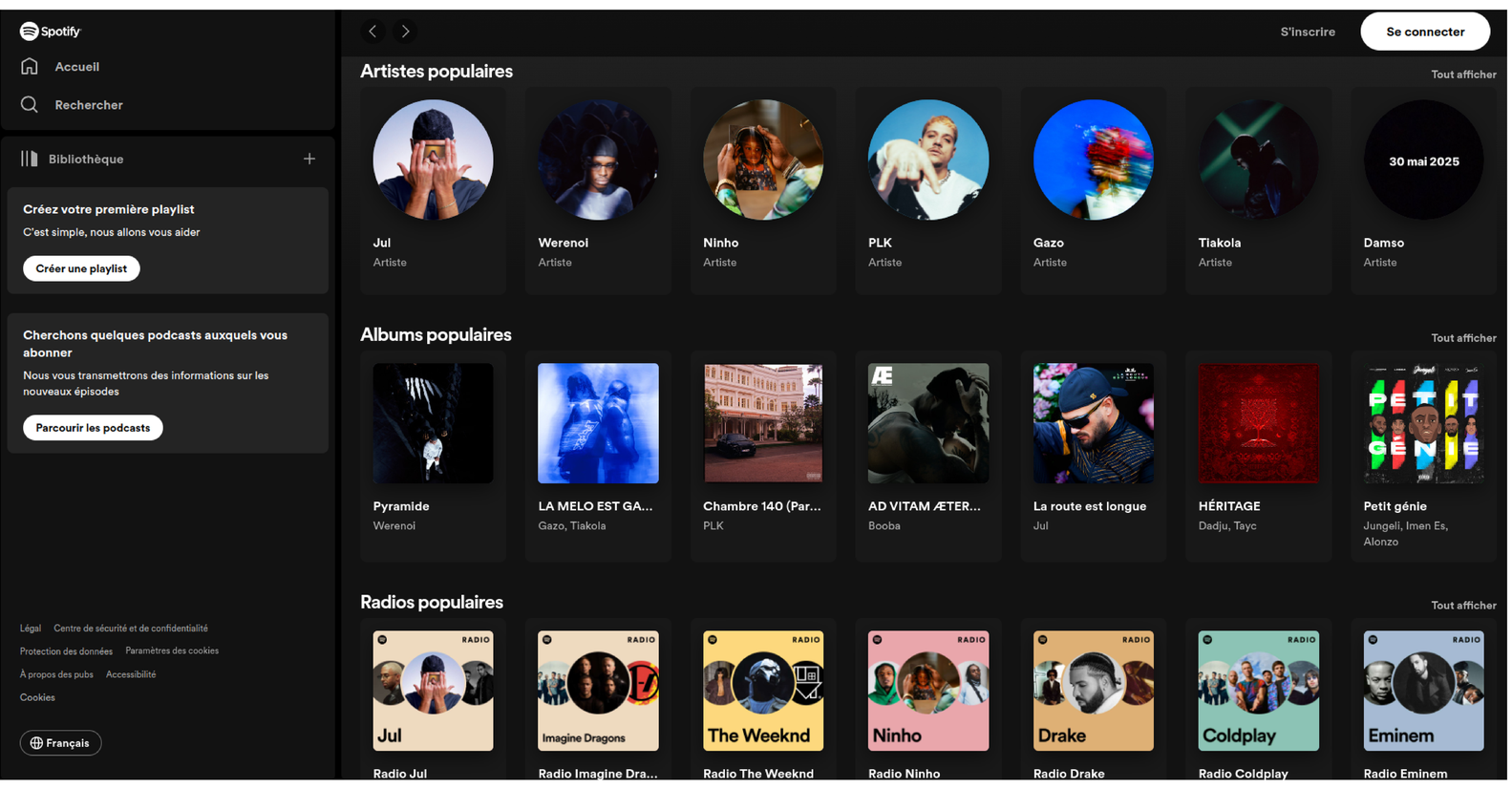

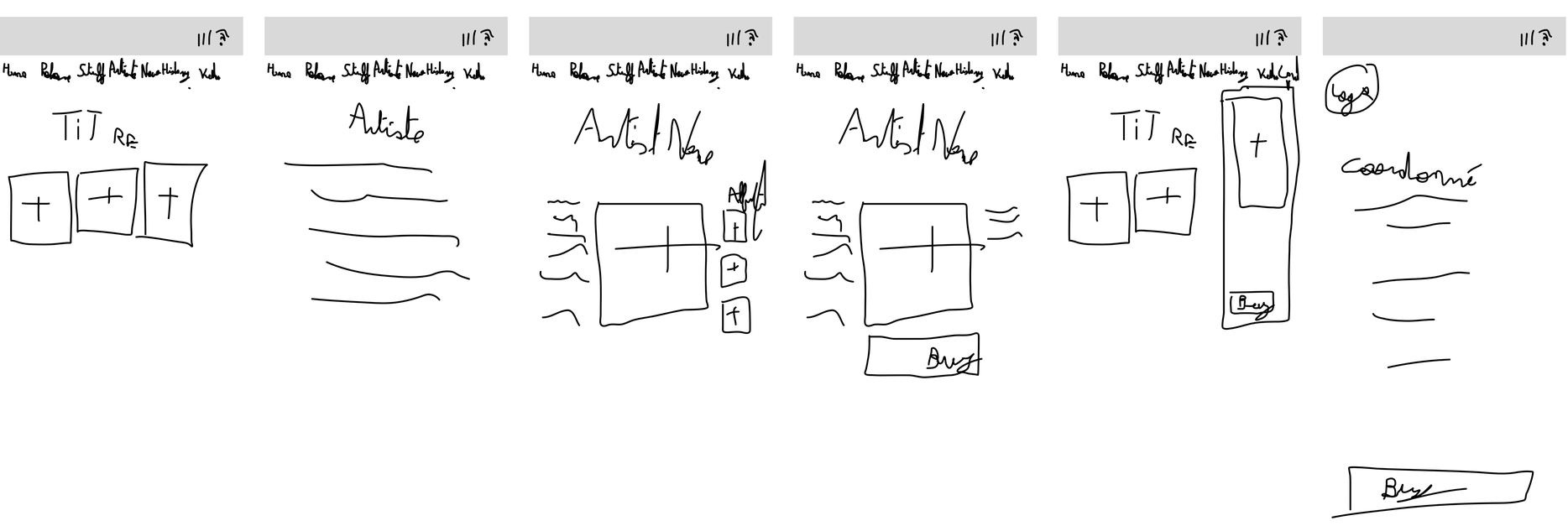

Usability Testing Protocol
Title: Usability Testing Protocol for Music Label Website
Objective: The objective of this usability testing is to evaluate the user experience of the music label website, specifically focusing on the process of purchasing an album.
Scope of the Test: This usability test will focus on the following key areas:
- Navigation to the artist section
- Selection of an artist
- Choosing an album
- Completing the purchase process

Recruitment of Users: Recruit 5 users who are representative of the target audience for the music label website. Users should have varying levels of familiarity with online music purchasing.
Identification of Objectives: The objectives of this usability test are to:
1. Identify any usability issues or pain points encountered during the process of purchasing an album.
2. Assess the efficiency of the navigation and selection process.
3. Evaluate the clarity of instructions and prompts provided to users.
4. Gather feedback on the overall user experience and satisfaction with the purchase process.

Establishment of Metrics: The following metrics will be used to evaluate the efficiency of the design:
1. Success rate: Percentage of users able to complete the purchase process successfully.
2. Time on task: Average time taken by users to complete each step of the purchase process.
3. Error rate: Number of errors encountered by users during navigation and selection.
4. User satisfaction: Ratings or feedback provided by users on their overall experience.

Steps and Instructions:
1. Introduction (5 minutes):
   - Welcome the user and explain the purpose of the usability test.
   - Provide an overview of the tasks they will be asked to perform.
   - Assure them that there are no right or wrong answers and encourage honest feedback.
2. Task Scenario Instructions (15 minutes):
   - Instruct the user to navigate to the "Artist" section of the website.
   - Ask them to choose an artist from the list provided.
   - Prompt them to select an album from the artist's discography.
   - Explain that they will need to complete the purchase process for the selected album.
3. Task Execution (30 minutes):
   - Allow users to complete the assigned tasks while observing their interactions.
   - Take note of any usability issues, errors, or points of confusion.
   - Encourage users to think aloud and vocalize their thoughts as they navigate and interact with the interface.
4. Post-Task Interview (10 minutes per user):
   - Conduct a brief interview with each user to gather their thoughts and impressions.
   - Ask about their overall experience, challenges faced, and areas of satisfaction or frustration.
   - Encourage users to share any additional comments or suggestions they may have.
5. Conclusion (5 minutes):
   - Thank the user for their participation and valuable feedback.
   - Reiterate the importance of their input in improving the purchase process.
   - Provide information on how their feedback will be used to inform future iterations of the website.

Note: Ensure that all interactions with users are recorded with their consent, and their privacy is respected throughout the testing process.

Usability Testing Conclusions and Improvement Ideas

User 1 Conclusions:
- User 1 found the navigation to the "Artist" section intuitive.
- However, they encountered confusion when selecting an artist due to the long list without search functionality.
- User 1 struggled to find the album they wanted to purchase, as the album titles were not clearly displayed.
- Despite these challenges, User 1 successfully completed the purchase process.

User 2 Conclusions:
- User 2 experienced frustration with the slow loading times when navigating to the "Artist" section.
- Once in the "Artist" section, they found it difficult to locate specific artists due to poor organization.
- User 2 suggested implementing a search feature to improve the ease of finding artists and albums.
- Despite encountering issues, User 2 also successfully completed the purchase process.

User 3 Conclusions:
- User 3 praised the visual design and layout of the website, finding it aesthetically pleasing.
- However, they struggled with understanding the album selection process, particularly with unclear album titles.
- User 3 suggested adding album cover thumbnails to aid in identifying albums more easily.
- Despite the initial confusion, User 3 completed the purchase process without major issues.

User 4 Conclusions:
- User 4 encountered difficulty in locating the "Artist" section, as it was buried within the navigation menu.
- Once in the "Artist" section, they appreciated the alphabetical organization of artists but suggested adding a search feature.
- User 4 found the album selection process straightforward but highlighted the need for clearer album titles.
- Despite some usability issues, User 4 successfully completed the purchase process.

User 5 Conclusions:
- User 5 appreciated the simplicity of the website design but felt overwhelmed by the amount of content on the homepage.
- They struggled with finding the "Artist" section initially but eventually located it.
- User 5 encountered no major issues with selecting an artist or album, but they noted the lack of filtering options.
- Despite minor usability issues, User 5 completed the purchase process efficiently.

Major Ideas to Improve the Prototype:
1. Implement a Search Functionality: Add a search bar to the "Artist" section to allow users to quickly find specific artists or albums.
2. Improve Album Title Clarity: Ensure album titles are displayed prominently and clearly to avoid confusion for users.
3. Enhance Navigation Speed: Optimize website loading times to reduce frustration and improve overall user experience.