DH2642 ixdprogd20 VT20-1 Interaction Programming and the Dynamic Web
User feedback documentation
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Usability testing - prototype

At the beginning of this project, we worked with paper prototypes, trying out different ideas and interactions. We asked other students and friends if it seemed intuitive and if it was something they would use. After building a *clickable prototype* we conducted think-aloud evaluations over video and also some in person. This test was based on Design Method Toolkit Clickable Prototype [2] and all our questions and outputs can be found here.
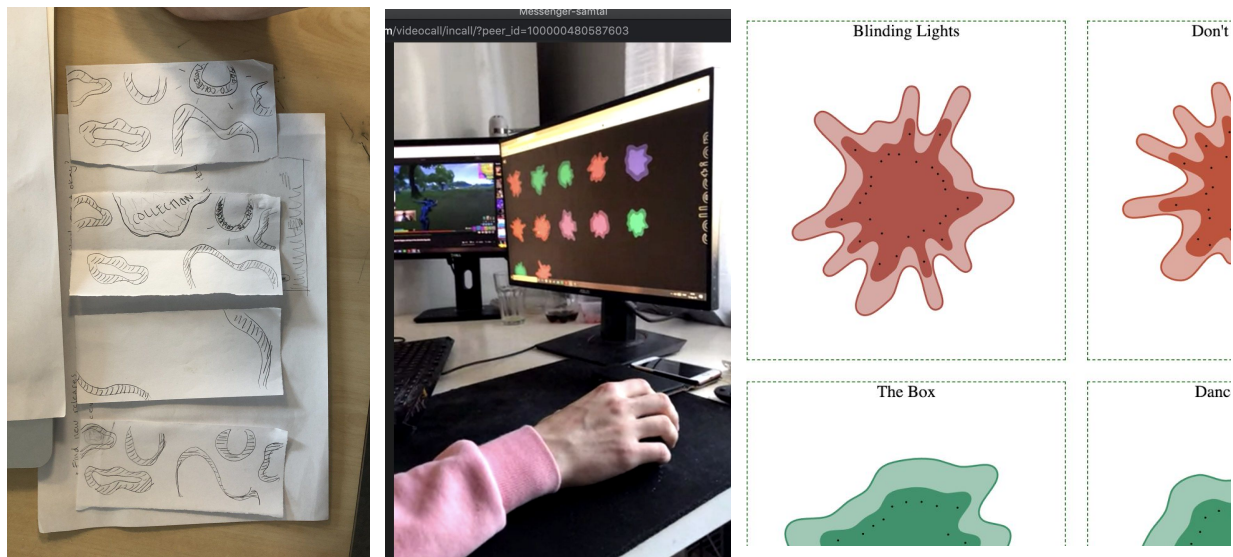
We made our clickable prototype using Figma. [3] In the usability tests the users got to explore a wireframe with the core layout. The prototype is available here. We also let the users try out one of the menus in on the first iteration of our website. The menu was interactive and could be toggled between visible and hidden. The first proper version of the blobs was also in place.

A lot of the users liked the blobs. They're fun. This is the reaction we got from the peer reviews in this course as well were the blobs were almost the same. However, some users didn't think the movement of the blobs corresponded to the songs.

The drag and drop functionality got both positive and negative responses. We got the feedback that the users wanted more feedback when they dropped the blobs in the collection menu. For example, when blobs are added to the collection, they should disappear from the main div and be added to the menu. We implemented this functionality to our project later on, with the difference that the
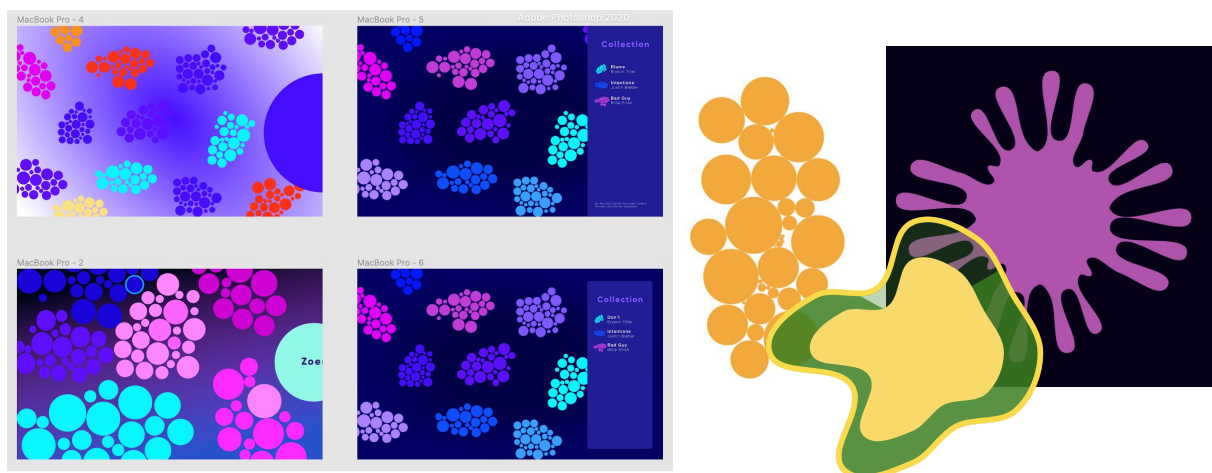
added blobs get a decreased opacity instead of disappearing.

The most important feedback that we got was that our menus weren't efficient. Good looking - yes, but not user friendly. Somehow, we convinced ourselves that this was because of the lack of interactivity and that if we could just do it a little bit better and they would be fine.
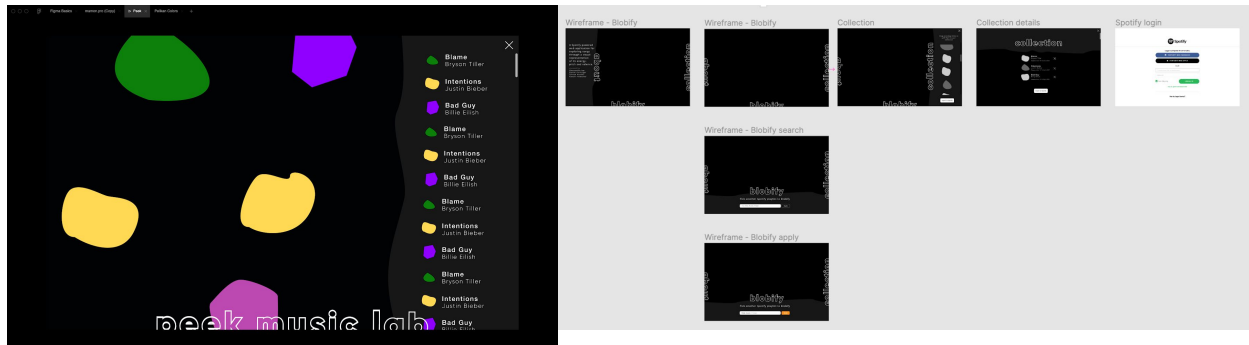
Usability testing - website

Oblivious to this information, we continued working on our menus and added them to our website. However, when we did further think-aloud evaluations on our page, the problem with the menus was still there. For this reason, we had to rethink our menus. How could this be done differently?
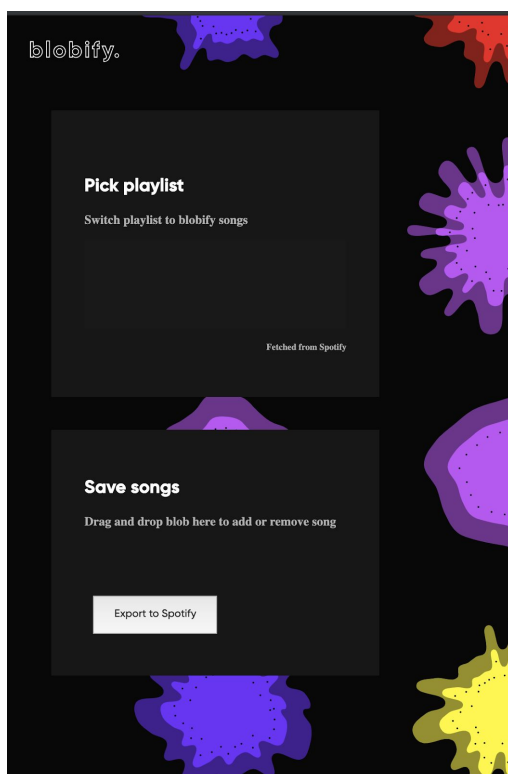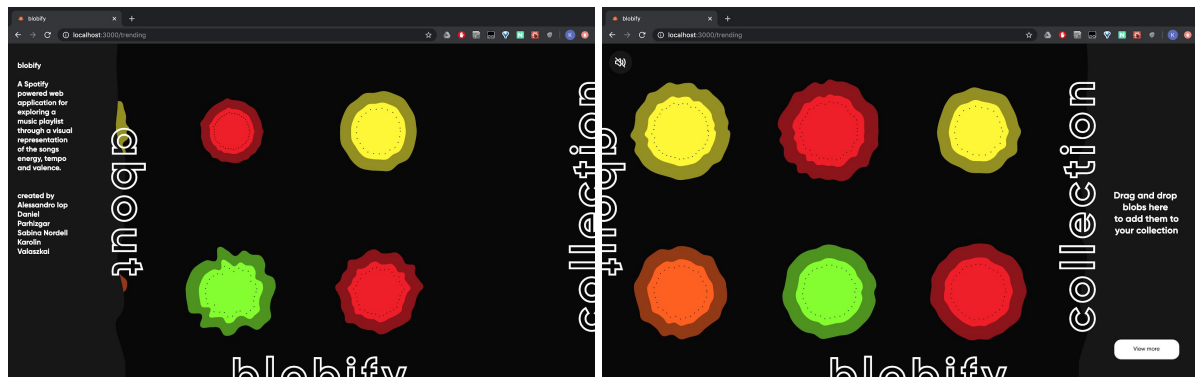
We figured it was time to go back to the basics. We completely let go of our new-thinking menus and instead created one menu, putting all the website functionalities in one place. This was the first stage of creating the menus that are currently live on the website. We did some small tests and got the feedback that this was in fact much more intuitive.

We've also used hotjar [1] to generate a heatmap or our users' interactions. This made it possible to see how they moved on the website and what functionalities they found. We were, for example, worried if they would even find the tooltip we've created for the blobs, that is only available at right-click on the desktop.

The results we got was that users...
1. Couldn't find tooltips (on right-click)
2. Were confused over closing tooltips
3. Rarely explored the collection button

Due to time restrictions, unfortunately not all usability problems could be solved. We had to focus on getting the most important functionalities to work properly. Both on mobile and desktop. Throughout this project, we have mostly designed for the desktop in mind. This became evident now when sending out our website for the user tests. It didn't work perfectly on *all* mobiles and the responsiveness wasn't perfect either. For this reason, we have added Pressure.js to handle the touch events nicely for at least iPhone (with force touch).
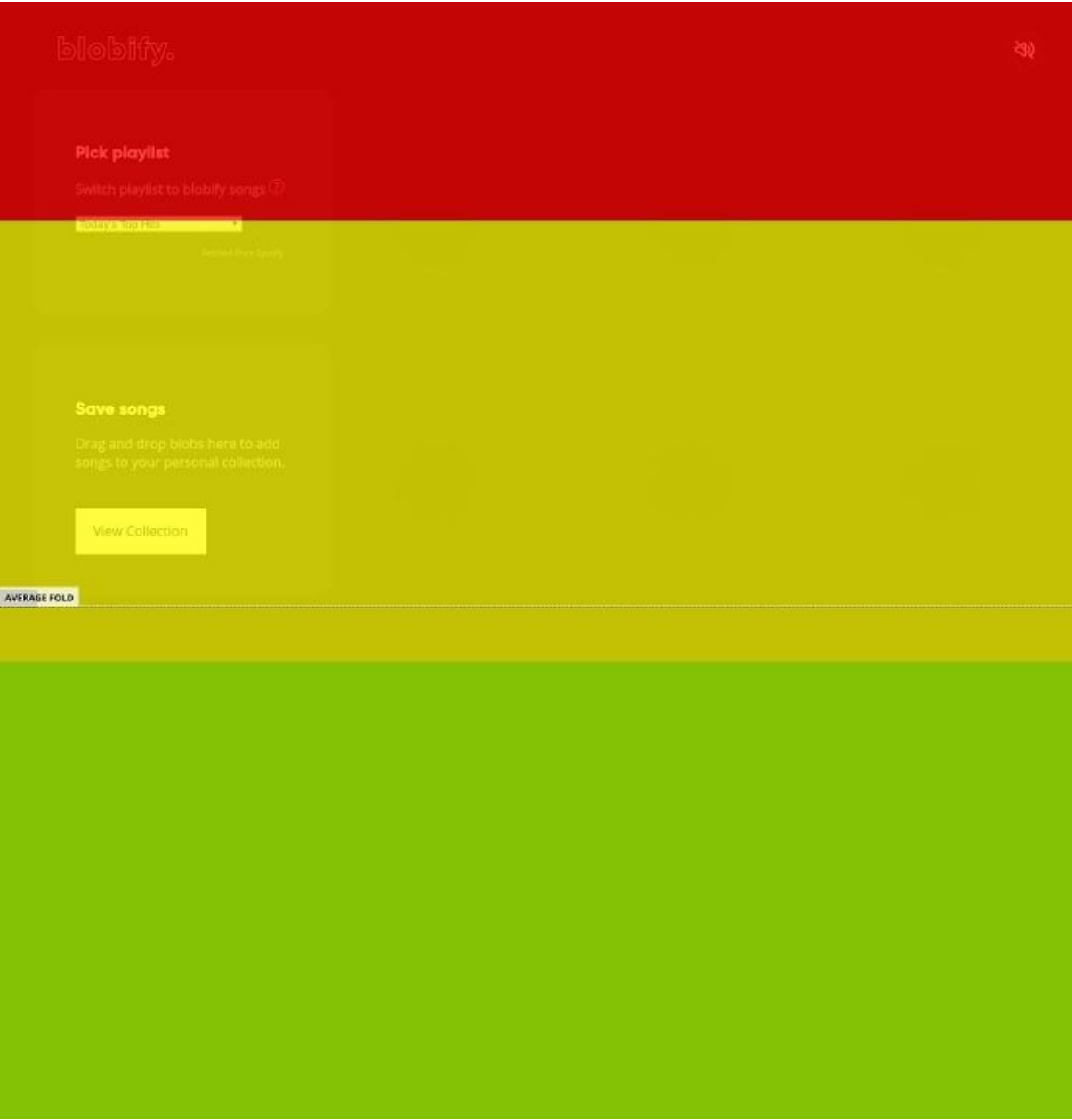
Link to our hotjar:
https://insights.hotjar.com/h?site=1791402&heatmap=5900627&token=06e9319578f5491c2d
41a1a166ce25c4

Heatmap - Click

Heatmap - Move

Heatmap - Scroll

User testing - website

Apart from doing usability tests, we also conducted some user testing. In a questionnaire, positioned at the bottom right of our page, users answered questions regarding their experience in exploring new music on our page. The questions can be found below. We also asked them some usability questions, in case we missed a bug or some other problems they might have had. We used VideoAsk [4] for making this questionnaire, which also provided us with stats on the collected data on their website.
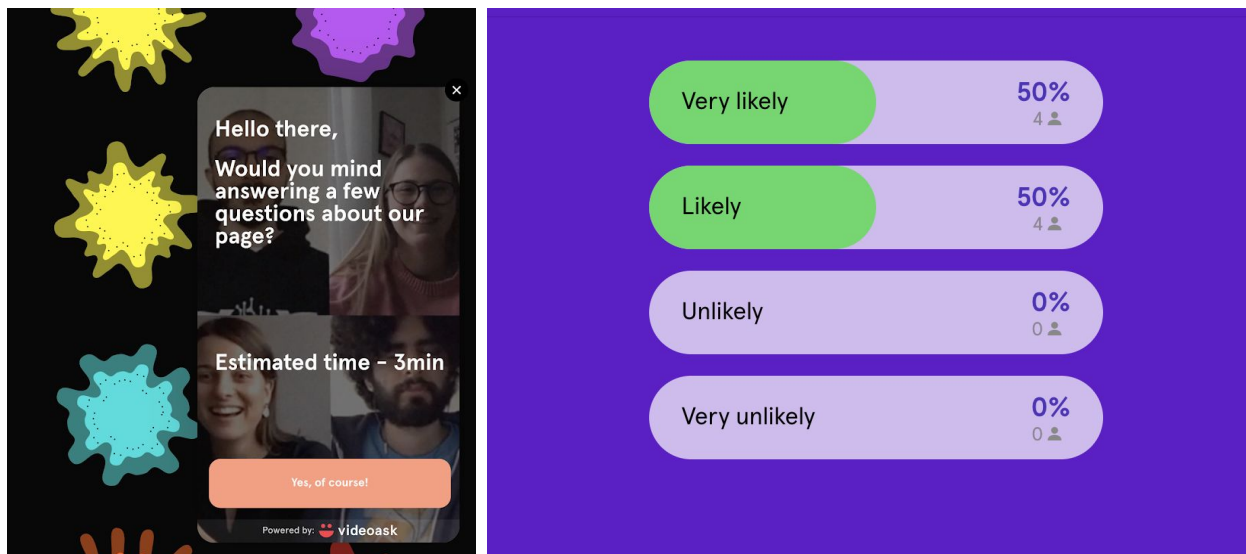

Questions for the questionnaire on the website:

1. Describe the page with three words.

2. What would you use this website for?

3. Did you find any bugs?

4. Did you have any problems with loading the content?

5. Does anything seem out of place or unnecessary?

6. Please share the title or link to your best public spotify playlist for exploring music.

7. How likely or unlikely would you be to recommend the website to a friend?
   Very likely / Likely / Unlikely / Very unlikely

8. Finally - How can we higher your rating in order to improve blobify? Are any features missing? Please be brutal and direct.
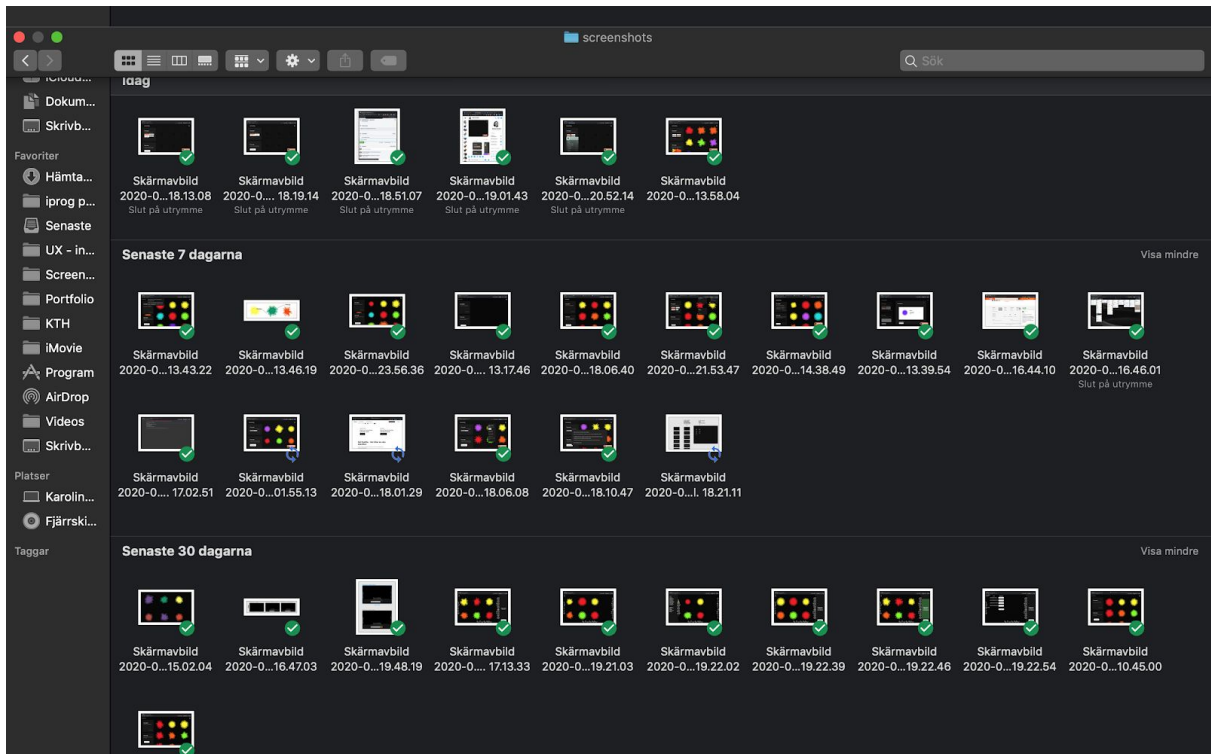
Screenshots of iterations
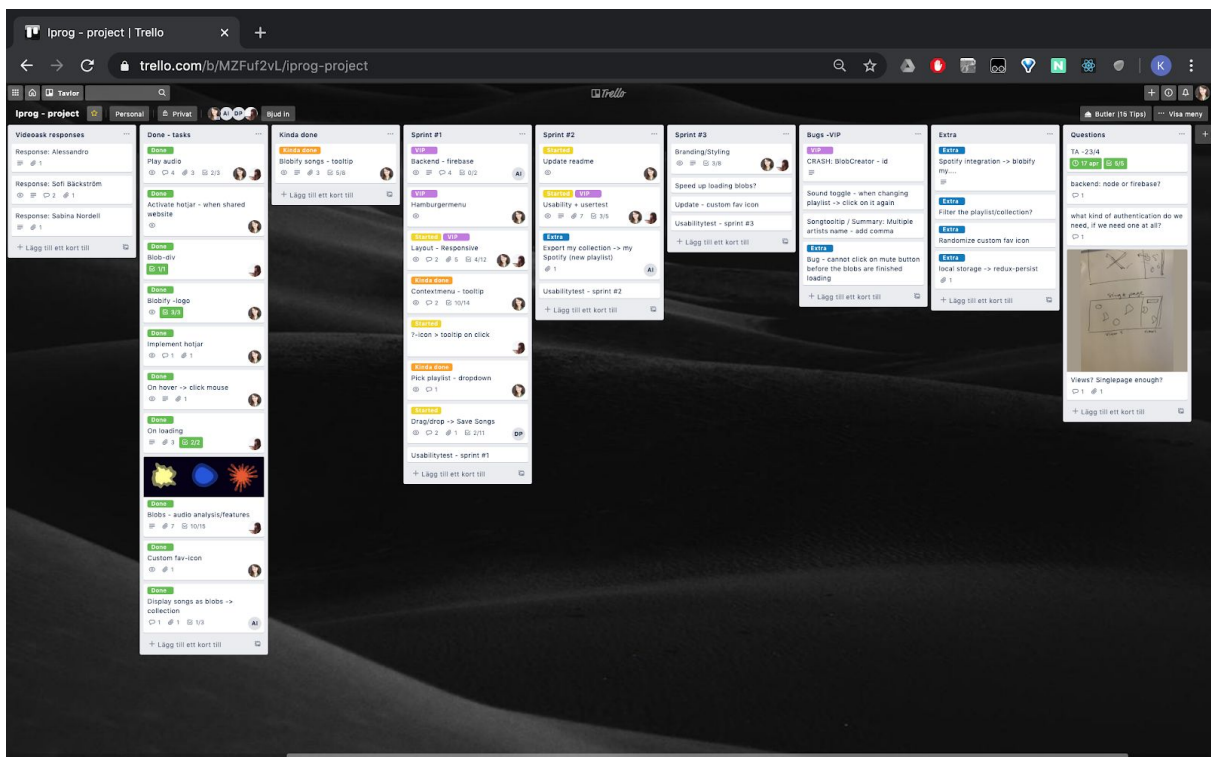
Trello board

References

[1] Hotjar. Available at: https://www.hotjar.com/

[2] Design method toolkit. Clickable Prototype. Available at:
https://toolkits.dss.cloud/design/method-card/clickable-prototype-2

[3] Figma. Available at: https://www.figma.com/

[4] VideoAsk. Available at: https://www.videoask.com/