

# UI/UX Design and Usability Study

MOVI3HALL

CS4500

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## Introduction

The system under study is a prototype system of a web-app that integrates IMDB/Netflix with the idea of social networking (Facebook, Twitter, etc.). We are making this web-app available for two types of users- customers and admins. Admins have more options than users do. Some of these premium options include adding and removing users from a group. All customers of our app can log in, rate movies and discuss these ratings with their friends. Non-customers will have limited views and the option to sign up to the website.

In order to gauge user experience with our planned user interface (UI), we decided to talk to several people and “test our users”. We asked users how to do the most meaningful tasks on our website and recorded whether or not they were able to do this in an easy way. We also tried to gauge whether or not people would want to stay on the web-page based off of it’s aesthetics.

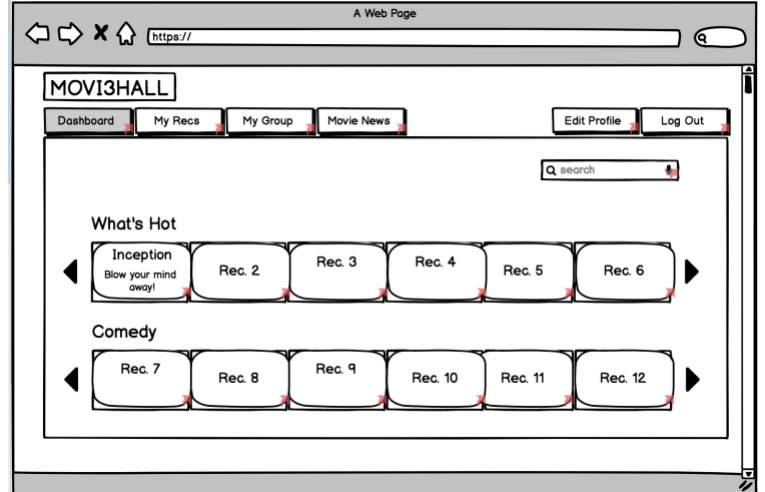
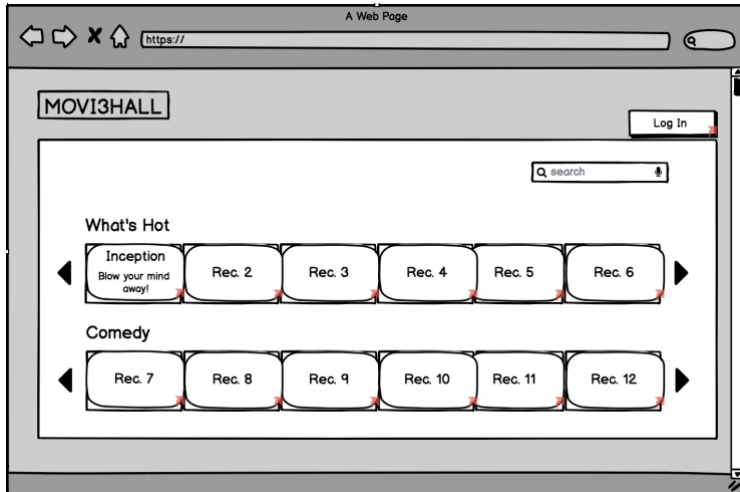
The feedback and information we received after conducting these tests was extremely useful and helpful for us to now make adjustments accordingly. The feedback we got is documented in later sections of this write up. We mainly got positive feedback with some small critiques from users as well. Documented below are also several images of our “dashboard screens”, for you to see what we showed to our test subjects.

Overall as a team, we found this piece of the project extremely useful and significant to do for any project in our future as it is important to gather data of your users and make adjustments accordingly, since they are your audience and eventual customers.

## Paper/Rapid Prototypes

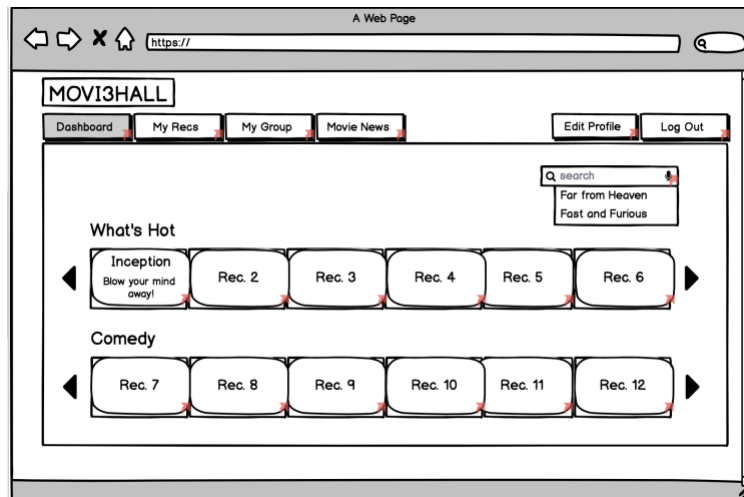
### Dashboard screens:

1 - not logged in, 2 - logged in, 3 - usability of search button on dashboard screen



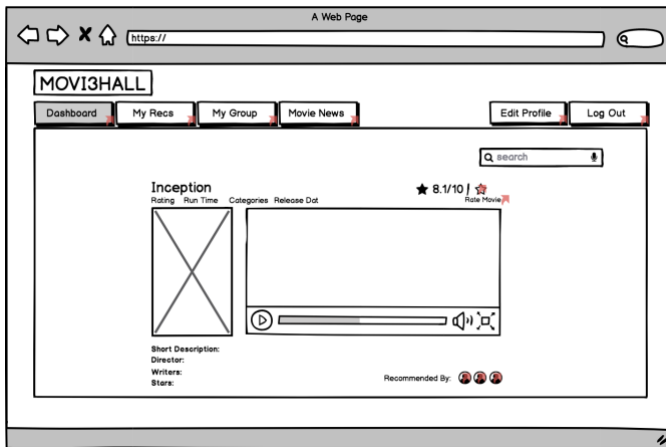
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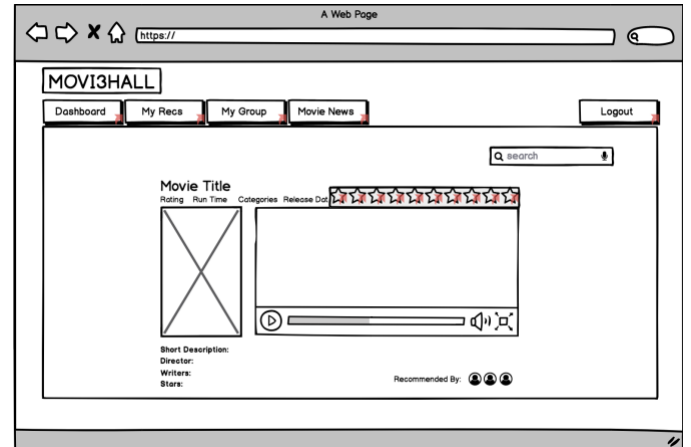
1.

**Movie Description Screens:** 1 - logged in, 2- logged in rate this movie, 3 - not logged in, 4 -

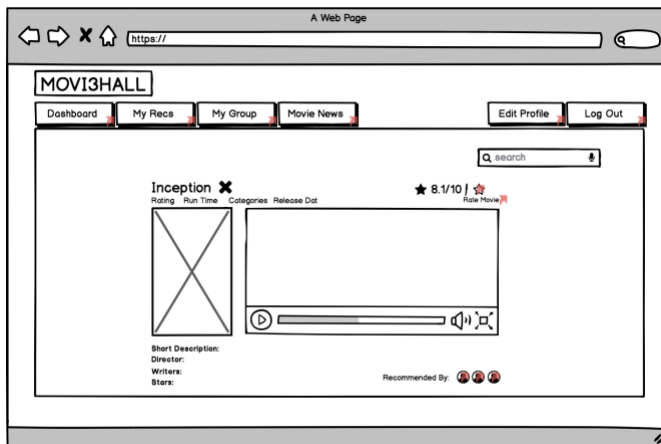


admin view

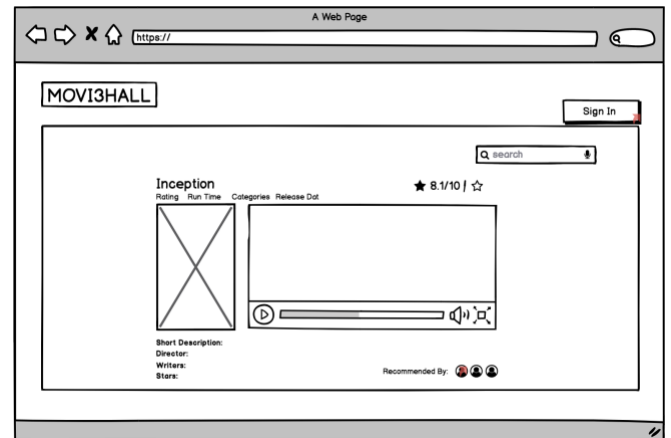
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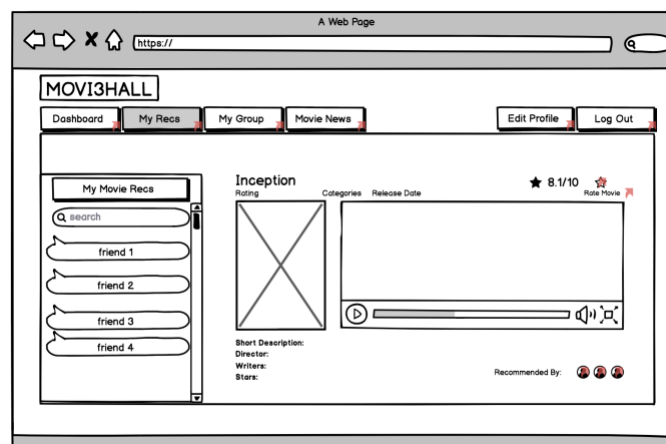


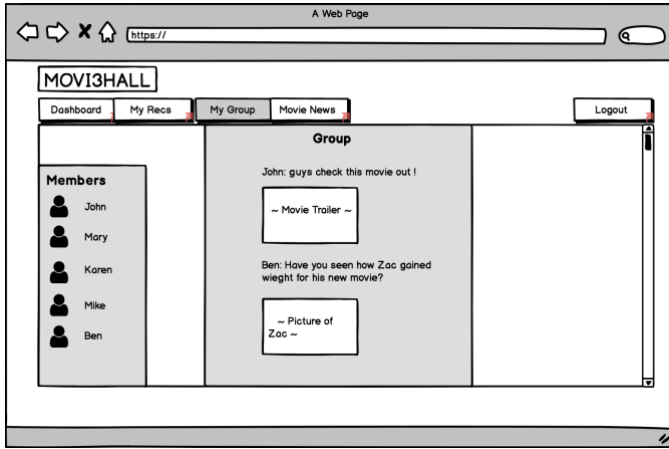
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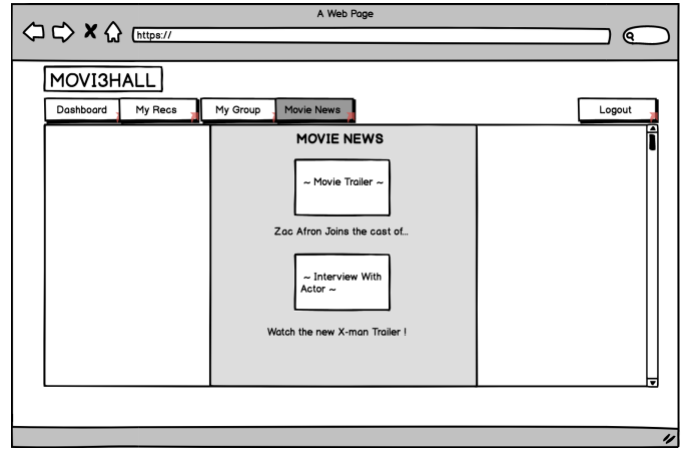
4.

**My Recs** - view as  
Logged in  
user





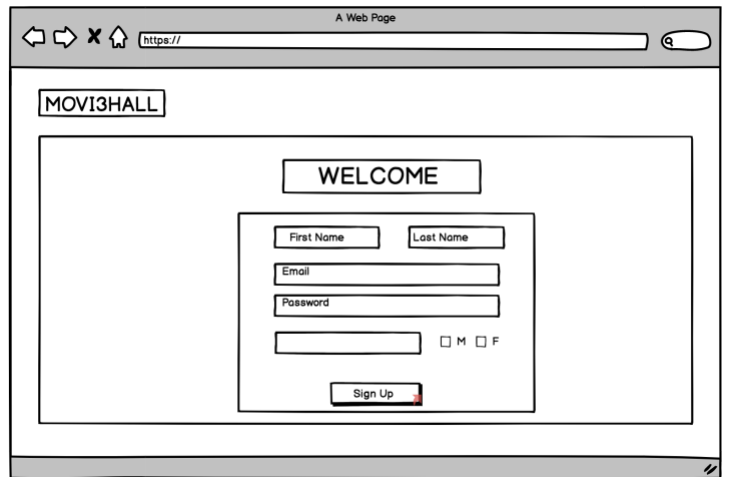
**My Group Screen, must be logged in**



**Movie news screen, must be logged in**



**Sign in Screen**

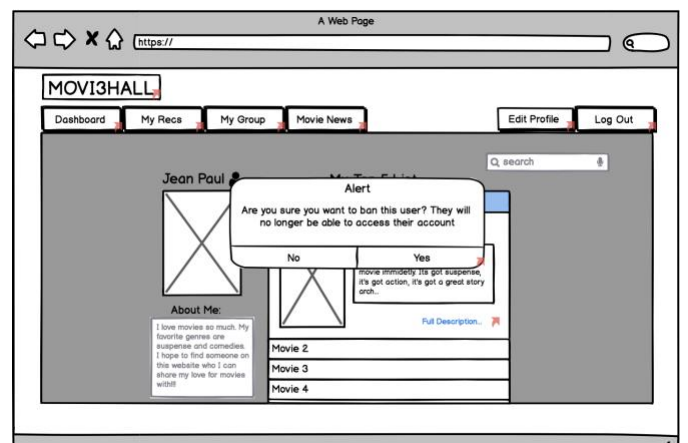
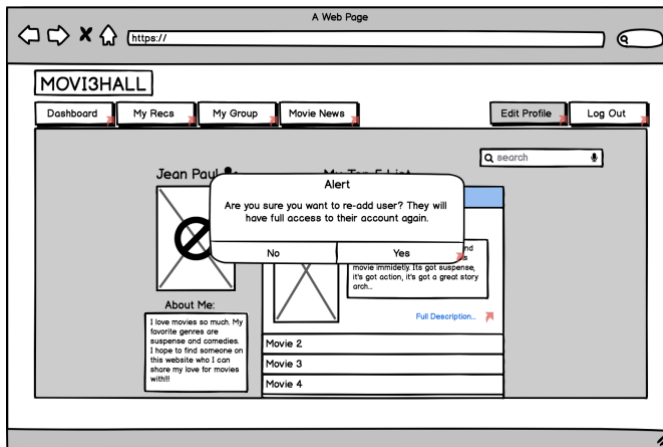
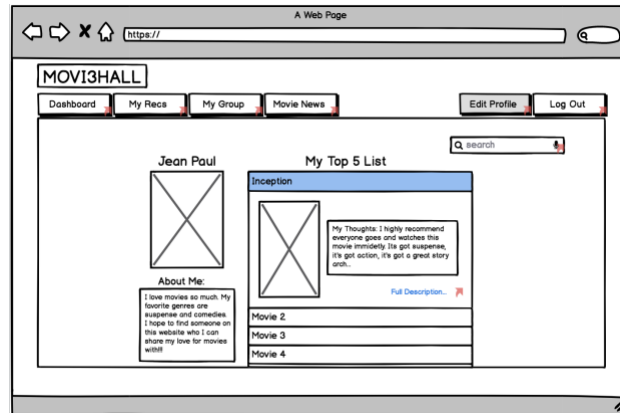


**Sign up screen**

## Personal Profile Screens:

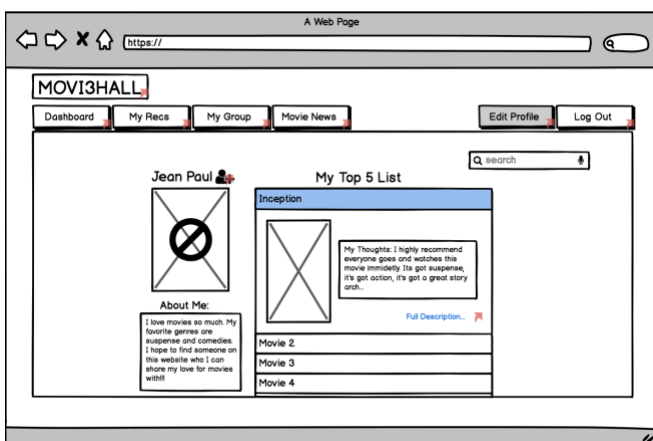
- 1 - Logged in profile view
- 2-Admin profile view ->add user
- 3-Admin view ->remove user
- 4 - Re-add Admin
- 5- Admin Profile

1.

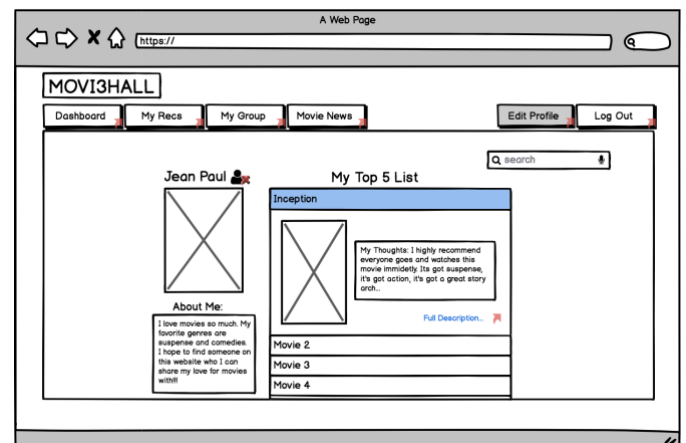


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## Participants

### **Participant #1:**

Aditya Priyadarshi, 27 years old

- CS4500 TA - CS graduate major
- High technical competency
- No prior experience with the product.

### **Participant #2:**

Rachel Green, 22 years old

- Psychology major at Northeastern University
- Low technical competency
- No prior experience with the product.

### **Participant #3:**

Edward Perez, 12 years old

- Mentee at DREAM mentoring program
- Low technical competency
- No prior experience with the product

### **Participant #4:**

Anton Draayer, 20 year old Male

- Mechanical Engineering Major at Northeastern University
- Low technical competency
- No prior experience with the product

### **Participant #5:**

Jonathan Adorno, 20 year

- Behavior Neuroscience Major at Northeastern University
- Low technical competency
- No prior experience with the product

### **Participant #6:**

Suhina Srivastav, 20 year

- Behavioral Neuroscience Major at Northeastern University
- Low technical competency
- No prior experience with the product

### **Participant #7:**

Nik Chaudhary, 20 year old

- Business Major at UMass Lowell
- Average technical competency
- No prior experience with the product

### **Participant #8:**

Stephen Dong, 20 year old

- MIS Major at Northeastern University
- Low technical competency
- No prior experience with the product

## Task Scenarios

### Participant #1:

- (1) This participant asked about the name at the top of our site, he believed that was a movie name
- (2) This participant was then questioned about the location of the website name
- (3) He was also asked about the group tab name and if we believe it's appropriate

### Participant #2:

- (1) Rachel was asked if she believes this a movie related website.
- (2) She was then asked to browse the website using the tabs, by herself
- (3) She was asked about the movie description page, and what she thinks are her options
- (4) She was also asked if this looks like social network for movie updates in her opinion.
- (5) Rachel was also asked to look at the signup fields and usability
- (6) Lastly she was asked if the website's name was marked clearly

### Participant #3:

- (1) Edward entered the homepage.
- (2) He was tasked with finding and listing all the things that a user could do with the website.
- (3) The first thing he did was look at what you could do with the homepage.
- (4) He clicked on a movie under the "What's hot" tab which redirected him to the movie description section.
- (5) He then clicked on the "My Group" tab
- (6) He then clicked on the "Movie News" tab
- (7) He went through each page to make sure he didn't miss anything
- (8) When he landed in the Movie Description page he noticed he could rate a movie
- (9) He didn't find any other features

### Participant #4:

Anton was told beforehand that the website is a sort of movie recommendation platform. '

- (1) He was first asked to find the description of a movie.
- (2) He was then asked to go back to the dashboard.
- (3) He was then asked to find some friends who had recommended him movies.

### Participant #5:

Jonathan asked to describe his thought process out loud as he go through the platform.

1. He was instructed to explore freely as I observe and ask questions.
2. He started on the homepage.
3. Then immediately jumped onto a movie description.
4. He is interested in the platform and freely navigated on the register page to access new more features. The click on "Edit Profile".
5. The movie news feed was the last page before he stopped.



Participant #6:

- (1) Suhina asked to remove a user as an admin of the website.

Participant #7:

- (1) Nik was shown the diagrams and asked to navigate to the “my recs” tab
- (2) He was asked to then take in the information on that site’s page for a few minutes
- (3) He was asked to answer “what is the purpose of this page?”
- (4) He then replied with the correct answer of what the purpose of the page was.

Participant #8:

- (1) Stephen was asked to rate a movie.

**Bonus: (10 pts.) Measurements - list and describe the variables of interest and how you measured them**

- (1) One measurement was the reaction time user click on new tabs and measure the time user stay on a certain page.
- (2) We ranked what users saw first when they were redirected to a new page.
- (3) We counted the amount of people who got “stuck” in a page and couldn’t figure their way “out” for over 30 seconds

## Test Results

Participant #1: This participant at first thought that the website name was a movie name. He easily navigated the interface after that, and mentioned that it is interactive and pretty user friendly. The user used all the tabs and has no trouble finding all the pages and exploring them. After this demo we reached a conclusion we should make the web-app title more noticable and distinct so people won't mix it up for a movie name.

Participant #2: Rachel immediately realized that this is a movie related website, and went to click the top tabs. Under my recs, she recognized it looked like some kind of a social network for movie inputs. Under movie description Rachel though that you can watch the movie itself, read about and rate it, when in fact the video section is just going to be a trailer. Rachel guessed what movie news would be about before she clicked it. She was also able to sign in and logout easily. She was able to recognize the name of the website, and described it as a "Facebook for movies". It is also important to mention that Rachel was confused by the emporary movie names that we put down (rec1, rec2, etc)

Participant #3: Edward was immediately confused by the use of variables (Rec 1, Rec 2...) instead of actual movie names in the homepage. However; overall, Edward thought "everything made sense". I asked him What somebody could do with the website 10 minutes after interacting with it. He said "You can check up on movies to see if they're good and make group chat with friends." Edward was able to find most features: Movie Descriptions, Movie News, My Group, Rating movies (after a second look through). Edward did not find that you could be redirected to a user's profile from the Movie Description page. I suspect this was because these "users" were plain drawings. If a picture of his friend was there instead. I think he would be more likely to click on one of the users.

Participant #4: He immediately found the description of the movie by clicking on the Inception and finding the description. When asked to go back to the dashboard, he tried to press the back button, and then clicked on the Dashboard tab. Finally, he was asked to find a friend who recommended him a movie. When at the dashboard, Anton realized there was no way to get to friend's recommended movies on that page. Anton then deduced that the "recommended by" information might be under a movie's specific description. He was able to find it. He was then asked about the group tab, and he asked if it was a group chat between all friends or only some friends, as there was only one group vs multiple. *Conclusion:* (1) My group should be redefined, should this be multiple groups or is it just one group amongst a select number of friends? This was confusing to the user (2) Although Aditya had trouble with the recommended by button, it seems Anton had much less trouble finding that it links to another user profile. (3) Is it apparent enough that "myrecs" has friends who recommended movies?

Participant #5: Jonathan immediately clicked the a movie under "What's Hot" category. He quickly skims the description as he move the mouse to play the button. He pointed out that the

homepage looked similar several websites. He took a little while before he sees the rating and the friends recommended at the bottom of the description page.

Participant #6: She had trouble first finding the page of the user. She went to the search bar, but was unable to find the actual user. She then went to myrecs (she assumed this would be recommendations from friends). She was then able to find the recommended by tab and navigate to the profile of the user. The “edit profile” button was very intuitive and she was able to remove the user. When asked to re-add it, she simply clicked edit profile again. *Conclusion:* (1) When asked to find a user, she had trouble doing so. Maybe this can be mitigated by adding a pretext in the search box that includes Users as well as movies.

Participant #7: He had no issues going to the my recs tab or understanding what the page was about. His reply when asked “what is the purpose of this page?” was, “The purpose of this page is to display your top 5 movies as well as display your profile information”. In addition, he gave us some positive feedback regarding our project as a whole after viewing all of the other diagrams saying that our user interface (UI) was well done and easy to follow as a user! “There is room for improvement however, but for now it is good as a first draft for this project”, Nik stated.

Participant #8: Stephen had no issues going to the movie description, and clearly clicking on the rate button to rate the movie. *Conclusion:* Aditya had more issues with this, because when he visited the issue on the smaller laptop, it was seemingly more difficult to see the rate button. Stephen on the other hand, had a much larger desktop, and it was very easy to see. Maybe we should consider the screen sizes of users and decide what we really want them to see at each page.

## Discussion

From the study conducted we learned that (as expected) our user interface could get better. Not all the features that we currently have were understood properly - like the idea of not actually providing the movies on our site but only recommendations in a social network environment.

However, on the other hand, we also learned that we do not have a UI that is too crowded. People were generally able to find things with relative ease, but some (i.e. Aditya) had trouble when viewing it on a smaller screen. We have to make sure that our icons and lettering is easily viewable in those contexts.

Although most of our tabs are well named, the “My Group” tab seemed to have confused some users. Is the purpose of this tab to create one group with all friends? Or to have multiple groups. Before we develop this further we should have a clear end goal for this mechanism.

We also learned that we need to be more obvious about what our logo looks like and where it's positioned. We need to be careful with clearly differentiating between regular users and admins views so that people who can view the site in both views won't get confused.

It also looks like non-technical users were struggling to see that this was a plain demo with no real functionality, hence they got confused by some of the temporary movie names of the way that the scroll bars didn't really work, and that information was missing.

We also learned that the tabs we kept at the top of the screen were mostly good for user interaction, and users had a good idea which screens they'll be entering to just by reading the tab's name.

The user always wondered if the service was free. A solution to this is to maybe have a pop up come up if they try to use a "premium feature" that a customer would have access to.