

## HCI Interview Questions

1. Introduce the project: I am in a HCI class where we are assigned a project where we improve and discuss a website of our choosing. HCI stands for human computer interaction and our goal is to observe a user interact with IMDB and tell us about how they feel with the website. We want to know about struggles/frustrations or eases that come with completing certain tasks.

Interviewee: Nicky

Age: 21

Bio:

- Fourth year college student at Virginia Tech
- Creative writing major
- Movie fan; loves movies
- Has experience directing short videos from high school film study class

2. Have the person complete these goals
  - a. Find a movie
    - i. Didn't use the search bar to look up a movie. Instead, scrolled down and clicked on the movie "Emilia Perez"
  - b. Click on the movie rating
    - i. Struggled to find it initially, but got to the rating of 7.4/10
  - c. Find and read user reviews

- i. Found easily, was fast - right there on the screen
  - d. Search up an actor/actress
    - i. Searched up Dylan O'Brien using the search bar
  - e. Create a watchlist
    - i. Could only create a watchlist if she had an account, so she signed in with Google. Then, she created a new list called "Movies" and made it private. Added the movie "Everything Everywhere All At Once."
  - f. Vote in a user poll
    - i. Went to user reviews first. She struggled very hard trying to find where the user polls were. She had to click on the menu, find the "Community" header, and then click on the "Polls" link. Voted in a random poll and she chose which anime she liked best out of the ones listed.
- 3. Ask about their first impressions of IMDB:
  - a. Was IMDB visually appealing?
    - i. "No. It looks so old and undetailed - almost looks like just a huge ad with different little ads in it. Doesn't feel natural to be on the site."
  - b. What did you think/feel when you first opened the website?
    - i. "I felt disappointed and I thought 'I don't like this website.' I've never really had to use this website, but when I look for a movie or something and it takes me to IMDB, it is so unhelpful. Especially bad on the phone - it feels impossible to navigate. But, it was easier on the computer."

- c. How much experience do you have with IMDB?
  - i. “I have experience. I know it and have been on it for like a decade because it's a popular website - I don't know why, but it is. I don't go on it often but it's useful to me sometimes. I don't use it a lot.”
- 4. Ask them about each goal. Was it simple, was it complicated? (Note observations while they do each goal)
  - a. Goal Note: Was simple. Found a movie easily.
  - b. Goal Note: Struggled a bit finding it. She was confused at first and thought the heart underneath the movie trailer was a rating. It was confusing to her because it had different emojis and hearts underneath, so she wasn't sure what the rating was at first since people design their ratings differently.
  - c. Goal Note: It was very easy. “It was right there in front of me.”
  - d. Goal Note: Very easy as well.
  - e. Goal Note: Finding the watchlist was easy, but she said actually making it was a little annoying. There were a lot of steps, such as making an account and signing in, and then creating a title/description for the watchlist.
  - f. Goal Note: It was very hard. It took a long time to find the polls. “Would've never found it if I didn't click on the menu.” She didn't think the polls would be on a whole other section of the website. Thought it'd be under the movie or something - a more simpler/easy to find location.
- 5. Ask if they would use IMDB again and ask why?

- a. No. Said it's not very user-friendly and informative for her. She thought it basically just had trailers. She would much rather use Letterboxd because it's easier to use and it also looks nicer.

Nicky said she "hated it already" and voiced her dislike the second she saw the website. She thought it'd look sleeker. Said it looked like it was stuck in the early 2000s. Was wondering why it's so popular and why many people use it despite being ugly.

6. Make small talk about something and then thank them for participating