

User Feedback

1 Survey design

To evaluate our app, we decide to design a survey and interview a few persons as **replenish**. We followed the principles below while design the questionnaire:

1. Rationality

Rationality means that the questionnaire must be closely related to the subject of the survey, which means we have to find out the "relevant elements of the survey theme" at the beginning of the questionnaire design.

2. Generality

Generalizable means questions have universal significance.

It is not only not conducive to the collation of the investigation results, but also makes the investigation client despise the level of the investigator without generalizability.

3. Logical

The design of the questionnaire must have a sense of holism, which means that there must be logic between the questions, and the independent question itself cannot have logical fallacy.

4. Clarity

The interviewee should be able to understand the questions well and answer the questions clearly.

5. Non-inducing

The interviewee should keep the principle of objectivity, and the interviewer should not draw a certain conclusion deliberately.

The survey was designed as below:

Survey

This questionnaire will be used to analyze the use of the website to improve the user experience. Your data will be used for analysis of developers, and we promise your data will not get leaked to third parties.

1. How many movies do you watch per month?

A. Less than 1 B. 1-5 C. 6-10 D. More than 10

2. Do you visit the movie websites before watching a movie?

A. Never B. Sometimes C. Usually D. Always

(If B, C or D is chosen in 2) 3. Which factor matters the most to you?

A. Score B. Reviews C. Release Year D. Actor or director

4. Which score would you like to give to our app generally?

(imdb.com could be regarded as the standard of 10)

____ (10 for the best and 1 for the worst)

5. Which score would you like to give to the user interface of our app?

____ (10 for the best and 1 for the worst)

6. Which part would you like us to improve?

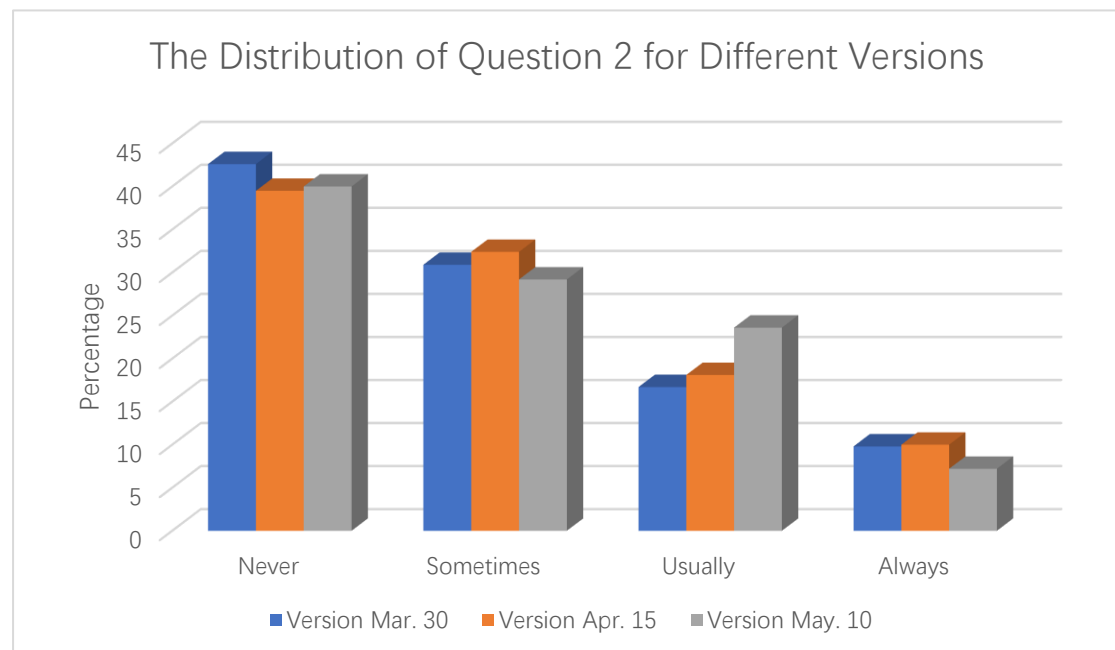
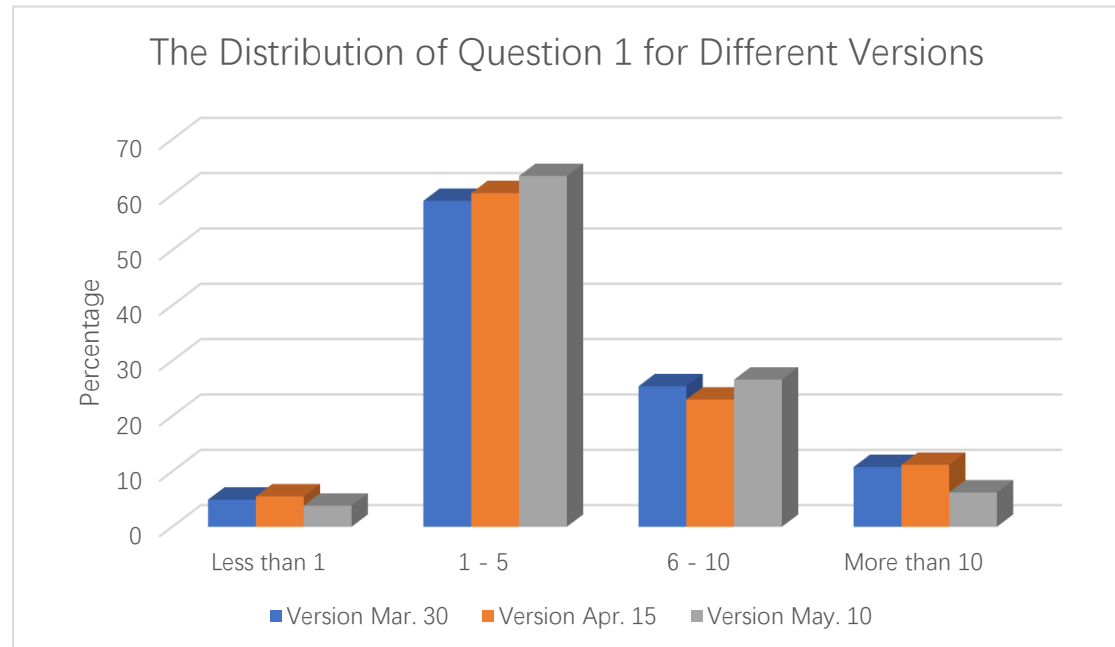
Thank you for your time.

2 Feedbacks of Questionnaire

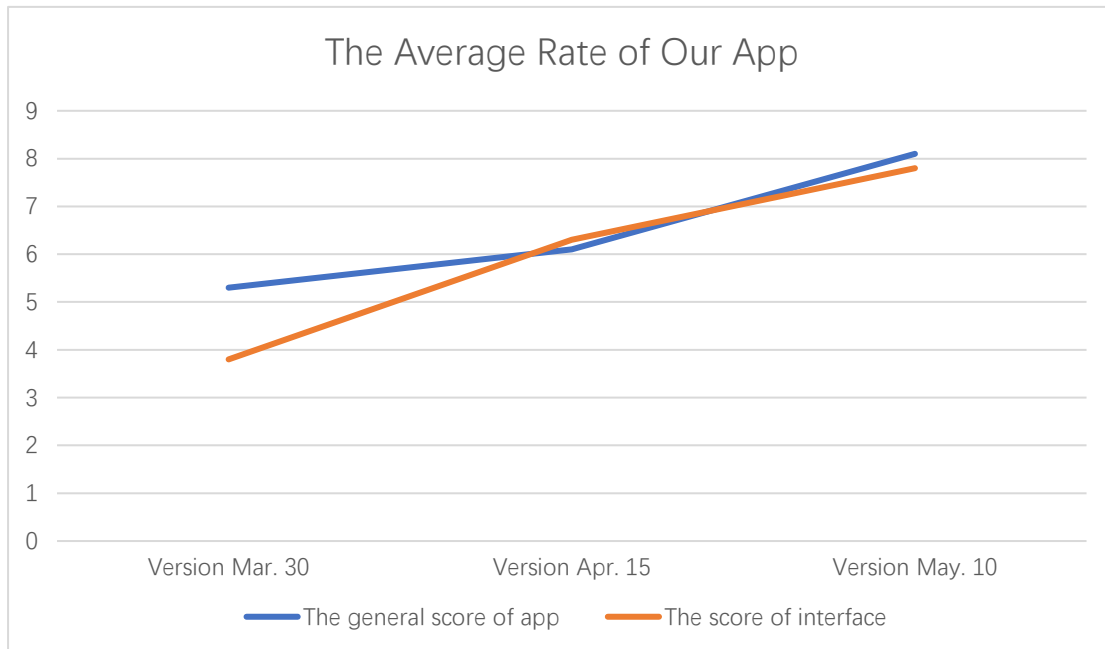
We did the survey for several times to test the improvement of different versions.

After we posted the questionnaire on surveymonkey.com, we can get the data and simple analysis of it directly. We obtained 671, 850, 722 sets of data respectively in the surveys.

After reorganizing all the data, the results are shown as below:



From the distributions of question 1 and 2, we can conclude that our survey is done randomized enough.



From the average rate of our app, we can see that it got improved a lot.

Combined with the result of question 3, we can also conclude that the users who think score and reviews is important tend to give rates with a larger variance. The reason could be they can feel the improvement and use the website in a more efficient way.

3 Feedbacks of Interviews

In addition to the questionnaire, we also did 3 short interviews with 9, 8, 9 users respectively. In the interview on April 5th, we got feedbacks as below:

"The application is generally usable, but there are still deficiencies in many aspects. For example, the content on one page is too cumbersome, and users cannot quickly find and filter out the information they want."

"The login function is not very stable, sometimes you can log in, sometimes not"

- The content should be arranged in a better way.
- The user login function should be more stable and available.

In the interview on April 21st, we got feedbacks as below:

"I really like some small features in the app such as rating by clicking on the stars. I think the searching function is supposed to be there so that I can read the reviews of movies of my interest."

"The page looks much better than the last time, but the content on one page is a bit more than expected."

"The page switches in a sudden way when viewing the movie details. It may be better to have a progress bar."

- The search function should be added to enhance the user experience.
- One page should not have too much content.
- A spinner should be added to reduce the suddenness.

In the interview on May 16th, we got feedbacks as below:

"The application already works well, but the layout could be arranged in a better way."

- Element layout can be improved to get a better look and feel