

Project 4 - Seeking & Integrating Feedback

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Summary

Improvement based on project 2. Since my project 2 was developing Tower Theater website for MHC students, and two main things I focused on are how to emphasize student discount and relative location of the theater for students, this time I would like to evaluate and get feedback from students to know whether my strategies work. I used cognitive walkthrough and interview as methods for helping with evaluation. Based on feedback I received, I improved the website in the menu bar, homepage color blocks and "Ticket Pricing" page.

Design the feedback tools

I chose to use cognitive walkthrough as discount method and interview as user-centric method for evaluation.

1. Cognitive walkthrough

Reason for choosing this method:

Since I recreated a new website page on for MHC students based on the existed website, I considered it to be somehow new for students. I was curious about whether it's easy/different/just fine for students learn to use the recreated website. This is related to learnability, so I think it's better to use cognitive walkthrough to evaluate learnability.

Persona 1:

Name: Cindy

Role: MHC student who heard about the theater before but hasn't get a chance to visit there in person

Goal: find out the where the theater is

Challenges: does not have access to other navigation app in her laptop or phone

Persona 2:

Name: Wendy

Role: current MHC student who heard from others that the theater provides student discount

Goal: figure out the price for student discount

Challenges: first time access to the theater website

Set up tasks:

In order to figure out learnability, I set up two tasks:

1. Find the student discount price that MHC students can get
2. Find where the theater is located only using the information on the website without using other apps, such as Google map.

Table below refers to class activity: “accessing learnability”

Note that: count each click as a step

Step	Will users try to achieve the right result?	Will users notice that the correct action is available?	Will users associate the correct action with the result they're trying to achieve?	After the action is performed, will users see that progress is made toward the goal?

2. Interview

Reason for choosing this method:

At first, I was thinking to use survey as non-discount method because it's cheap (less time) comparing to doing interview. But I realized that because I wanted to know more about overall user experience, including color chosen and information organization, so I might need to ask some follow-up questions based on their answers. If I do survey, then I won't be able to ask follow-up questions when I find some interesting answers. Even though doing interview takes more time, I am interested in learning more details about user experience, so I chose to do interview.

I used semi-structured interview, below are some sample questions, and I am going to ask follow-up questions randomly

Sample question:

1. When you see the web page, do you know where to start, in order to complete the task?
2. Does the time that you spend on the task match with the time that you expect?
3. How many steps/clicks are you expected to complete the task?
4. What's your total experience?

5. Would like to use this MHC students only website again, or you more prefer to use the existed website? (I may ask participants to do the same task with the current web again here)
6. What is the first thing you see when you were browsing the web page, regardless to the task assigned to you?
7. Imagine that if you are not asking to complete the task, when you explore the website by yourself, what are the things that you cared about the most? In other words, what kinds of information do you want to see first?

Collect feedback

I sent the link to my friends and asked them to fill out the form when they interact with the prototype. After they completed the task, I did a short interview with them.

Integrate the feedback into prototype

1. Cognitive Walkthrough:

Task 1 (find student discount):

Step	Will users try to achieve the right result?	Will users notice that the correct action is available?	Will users associate the correct action with the result they're trying to achieve?	After the action is performed, will users see that progress is made toward the goal?
1- click on view detail	yes	yes	yes	yes

Step	Will users try to achieve the right result?	Will users notice that the correct action is available?	Will users associate the correct action with the result they're trying to achieve?	After the action is performed, will users see that progress is made toward the goal?
1- click on view detail	yes	yes	yes	yes

From these results, I think it was clear that where they can find student discount, since they only used one click to achieve the goal. But on the top of the web page, there is a menu bar, which has a “Ticket Pricing” button left. I am wondering how they think about this button. Is it confused? Before they click on the “View detail” button, have they considered to click on “Ticket Pricing” button? What I think is that even though the student discount price is put on an orange bar for highlighting, some people who only care about the discount will just click on the “View detail” button without looking through the information that displayed on the page. However, for people who would like to close look at all information, they might catch that there are two places that indicates information related to “Ticket Price”, so it’s reasonable that they might feel confused. So I will ask them about “Ticket Pricing” button while interviewing them.

Task 2 (find the location):

Step	Will users try to achieve the right result?	Will users notice that the correct action is available?	Will users associate the correct action with the result they’re trying to achieve?	After the action is performed, will users see that progress is made toward the goal?
1-click on address	yes	yes	yes	yes

Step	Will users try to achieve the right result?	Will users notice that the correct action is available?	Will users associate the correct action with the result they’re trying to achieve?	After the action is performed, will users see that progress is made toward the goal?
1-click on address	yes	yes	yes	yes

All results indicates that “Address” button is clear as well and it can lead them to the provided map.

Here is another thing I am curious about: since in the menu bar, there are several buttons in white color, I don’t know if it’s clear enough for them to see the word “Address”. Are there too many buttons in the menu bar, so they need to put extra efforts on reading all words in the menu bar? Does there any button that they think is redundant or not necessary to display in here?

2. Interview:

Based on the result I got from cognitive walkthrough method, I revised the questions a bit and did the interview. I will summarize the interview results and put reflection below.

1. *When you see the web page, do you know where to start, in order to complete the task?*

Summary: For this question, most of them answered yes. There was only one person mentioned about two “Price” buttons, so I asked her some follow-up questions. She said in the beginning she was very sure that the “View detail” button would lead her to find out the student discount. Because since this is the first time that she saw the web page, she just wanted to spend more time and look more carefully, and then she found out the “Ticket Pricing” button. And she started to think which button she should click on. She supposed these two buttons should display the same information but in different order. For example, “View detail” will mainly focus on telling the student discount; however, “Ticket Pricing” might not emphasize student discount, instead, it might show the price for different people, such as adults, elders, children, etc. The reason why she chose to click on the “View detail” is that the task is asking for specifically student discount, so she thought it might be the more direct way to check the discount.

Reflection: Even though I haven’t developed “Ticket Pricing” page, I think what the student said make sense. Since we have a distinct button for navigating student discount emphasized page, then it’s reasonable to make “Ticket Pricing” page to lead to page exhibit all ticket prices. Although the student discount emphasized page also includes prices for other people, it separates student price from others by areas. I think for “Ticket Pricing”, all prices should be listed in an order that same as their original website have, which is different order comparing to the one in “student discount” page.

2. *Does the time that you spend on the task match with the time that you expect?*

Summary: They said the time they spent was similar to what they expected to take. They expected address and price should have some buttons which can redirect them to another page at the top or bottom of the homepage, and they did find those buttons. Some people mentioned that since the discount is highlighted by bright color, which allowed them even easier to find out.

Reflection: results indicate that using a separated area filled with color to highlight student discount is a good choice which works very well.

3. How many steps/clicks are you expected to complete the task?

Summary: They all answered one or two steps.

Reflection: Results from cognitive walkthrough tables tell this match with their actual interactions.

4. Would like to use this MHC students only website again, or you more prefer to use the existed website? (I may ask participants to do the same task with the current web again here)

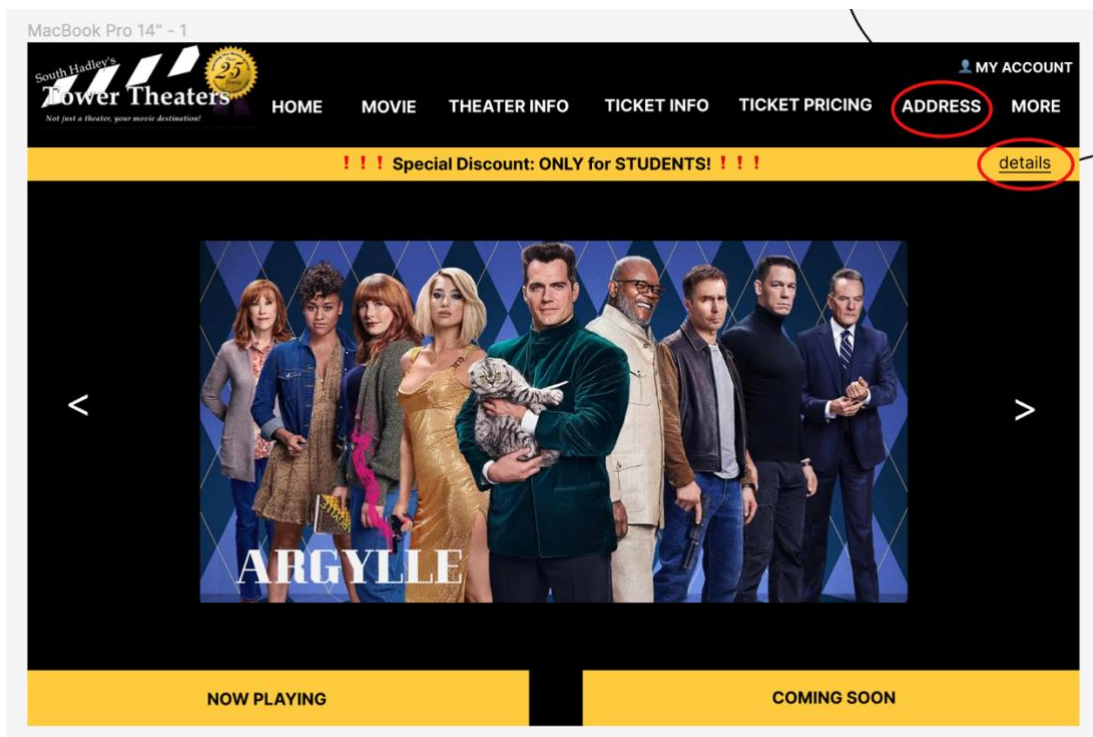
Summary: Some people answered that they would like to use MHC students only website, but some people said they don't think these two websites have much different. Because they are only curious about the student discount when they don't know it, but once they remembered the student price, then using two different websites might not be very different. One student mentioned that she likes the homepage layout, which put movie posters in the middle and allow users to select "now playing" and "coming soon". Since currently the website only put "now playing" movies in the center, if she wants to see upcoming movies, she has to scroll down.

Reflection: I think all of them agreed that new design does able to emphasize the information MHC students want to see. And it seemed the addition revision in homepage layout is successful as well.

5. What is the first thing you see when you were browsing the web page, regardless to the task assigned to you?

Summary: Some people talked about the orange bars. Since I set two colorful bars with the same color, one person thought that these two areas are trying to convey different messages, using the same colors kind of causing them to connect these two pieces together.

Reflection: It makes sense that using the same colors might be confused in this context. And the same color doesn't imply hierarchy very well. I need to explore more about how to do with color chosen for those colorful areas.



6. How do you think of the listed selections in menu bar? Does there contain all information you want to see, or too many or too less options?

Summary: Most people thought the menu bar is fine, since it contains all important selections that they might want to check out. But it almost covers the whole row which makes them feel a bit tired visually.

Reflection: Based on the feedback, I think I need to do revision on the menu bar. For example, changing the spacing between options, changing the font size, or removing one or two options.

Overall, here are something that I would like to revise:

1. Develop "Ticket Pricing" page according to the evaluation result
 - a. Listing all prices in different orders from "Student Discount" pricing page
2. Try to improve the area filled with color, in order to tell hierarchy and differentiate two types of messages
 - a. Changing the color (maybe one be brighter)
 - b. Changing fonts type/font size
 - c. Changing the size of color bar
3. Revise the menu bar to make it seem clearer and tidier. Some approaches I would try will be:
 - a. changing the spacing between options
 - b. changing the font size
 - c. removing one or two options

Revision I did:

1. I tried to use different colors for those two orange bars, but I thought all colors I tried by change brightness didn't work well. I decided to use different fonts and font size to distinguish these bars. Since in my opinion, I think discount is the thing that I put in a higher priority, so I made the discount information bar wider than another, and the font size became larger. I think I should work somehow because it has a larger area than it should catch people's attention easier than before.
2. I removed two options "Theater Info" and "Ticket Info" from the menu bar. I think information related to ticket price can be all included in the "Ticket Pricing" page, and for other information, they can be put under the "More" drop-down menu. If people want to know which kinds of ticket they should buy, which means they would like to see more detailed explanation about types of tickets, then it makes sense that put that information on the same page as pricing, otherwise they need jump back and forth between different pages which is exhausted. I think "Theater Info" can also be put either under the "More" drop-down menu or on the bottom of the homepage. As a customer, the first thing I want to see or the most important information I am interested in might be which movies are on show or prices for 2D/3D/4D movies. If customers really want to see prices, there still somewhere provides this information which just not be displayed in the most important place because in my opinion, it has less priority than others.
3. I created a page for "Ticket Pricing". I put prices for adults on the top, and then MHC students. I wanted the main function of this page is to display all prices

rather than only emphasizing student discount. Prices are listed in order according to probability that works for people from more to less. Since adult's prices should fits to most people except for elders and children, so it is listed in the first. I listed Tuesday discount and early bird discount at last because they have very strict available time.

Conclusion

Overall, I improved theater website for MHC students according to the analyzing cognitive walkthrough and interview results. From interview, I heard some good words about my first design, for example emphasizing discount price, so I kept those. For the things that evaluators thought are not clear enough or might be confused, I tried some to revise them with different methods. Because of the limited time, I didn't be able to ask more people to help with evaluating the website prototype. If I have more time, the first thing I will do is to try to get more evaluation and feedback from different people. Bigger sample size could help me better to analyze the current shortages and improve them. Second, I would like to explore more about the color as well. I still think using color to differentiate two bars might be a good approach to try out, but I haven't be able to find colors which have contrast but also look harmonious yet.