User Evaluation

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# D3 Feedback

There was no feedback that needed to be addressed from D3.

# Participant Information

The participants that were recruited for the evaluation of our prototype was through the University of Calgary Anime Club. The target audience are people that have watched at least one anime and are looking for recommendations based on that watched anime. There were a total of 3 participants and due to the nature of the club these participants were representative of our target audience because each had watched at least one anime and are always looking for more anime series to watch.

# Methods Chosen

The method that was chosen to conduct user evaluations for our prototype was a semi-structured interview that consisted of questions that were focused on general issues the users had with the website, the usability of the website, and what improvements they thought we could implement in the future. While interviewing users, if there were any particular issues that were of concern, the users were asked to go into more detail to find the root cause of the problem. An interview was chosen instead of a questionnaire because an interview has a higher probability of providing more useful feedback due to the ability to focus on specific problems that the user had while a questionnaire is unable to do this. It was also chosen to increase the amount of user interaction between the developers and the customer base. A semi-structured interview was chosen over a structured interview due to the ability to narrow down the problems that users encounter.

# Interview Information

These interviews were conducted after the user had performed a Wizard of Oz evaluation of our prototype. The interviews were conducted after because then we would have the ability to not only find out what previous methods the users used to find new anime, but also to find how our prototype held up against it. The questions that were asked are located in the section entitled “Interview Questions”. We chose these specific questions because they focused on the objective of our project, the usability of our website, and on information we thought was most important to know about our prototype. These questions were open ended in order to allow for users to answer based on what they experienced and to prevent us from asking questions that allowed us to bias the users in any way. The data from each interview was collected through written notes.

# Interview Questions

In this section, the questions asked of each user

1. What are some issues that you found while using our prototype?
2. What other features would you like to see in our prototype?
3. What do you think about the layout of the interface?
4. Were there points that you felt lost and didn’t know what to do?
5. What are the current methods you use to find recommendations?
6. How does it compare to our prototype in terms of ease of use?

# Results and Analysis

The general consensus of the interviews was that the button placement for the website was an issue, specifically ones that were present on the main page and under the recommendation bar. There were no issues with navigating the website according to the users interviewed. There were some issues with a user wanting more separation of the individual elements of the website, for instance separating the search function and the returned results and placing them on different pages. However when running through Wizard of Oz evaluations with users using the other prototype created for deliverable 3, we found that the other two users liked that there was less separation and less navigating through different screens. We found that there were many different ways that these users used to get new anime to watch, but most of them lacked a way to consolidate and organize the information in any meaningful way. We also asked what users would like to see in addition to the functionalities that our prototype had. Users wanted to have a more aesthetic page via customizable profiles and themes, a confirmation email to be sent to users when an account was created, as well as a random button which would recommend a random anime. This question ensured that the main functionality of our website was not lacking as well as create an opportunity to find out what users would want after the initial implementation of our project.

# Impact on Design

Since there was a reoccurring theme of users having issues with the placement or naming of buttons, we will incorporate these concerns into our future design. We will rename the “Recommend” button into “Recommend me anime” as well as moving the buttons below the recommendation search bar somewhere else on the page to avoid confusing the users.