Wireframe Testing Script for Feature 1: Adding a Filter Based on Their Current Mood

Test Protocol

Goal:
Evaluate the usability and effectiveness of the mood-based movie filtering feature. The test aims to determine if users can easily navigate the wireframe to find movies based on their mood, and if the process is intuitive and efficient.

1. Test Preparation

1. **Participants:** Recruit 5–10 participants representing the target audience (e.g., moviegoers who frequently use streaming platforms).
2. **Tools:**
   - Digital or physical wireframe prototype.
   - A screen recording tool (if testing digitally).
   - A notebook for taking notes during in-person tests.
   - Pre-test questionnaire (to gather demographic and prior experience info).
3. **Environment:** Conduct the test in a quiet environment to minimize distractions.

2. Test Structure

Introduction (5 Minutes):

1. Greet the participant and thank them for their time.
2. Explain the purpose of the test:
   - "We are testing the design of a feature that lets users filter movies based on their mood. Your feedback will help us improve the design."
3. Emphasize that the goal is to test the wireframe, not the participant's abilities.
4. Ask the participant to think aloud as they interact with the prototype.

Pre-Test Questions (3 Minutes):

1. On a scale of 1–5, how comfortable are you with using streaming platforms?
2. How do you currently decide what movie to watch?

3. Task Script

Scenario Setup:
"Imagine you are in the mood to watch a movie, but you don't want to spend time endlessly scrolling. This platform lets you pick a movie based on your mood. Your task is to explore the prototype and find a movie to watch."

Tasks:

1. **Landing Page:**
   - Locate and click on the “Find Movies by Mood” button.
   - **Observation Question:** Is the button easy to find and identify as the next step?
2. **Mood Selection:**
   - Choose a mood that fits your current feelings (e.g., “Excited”).
   - **Observation Question:** Are the mood options clear, and do they feel comprehensive?
3. **Movie Suggestions:**
   - Browse the curated movie suggestions.
   - View the details of one movie, including its synopsis and trailer.
   - **Observation Question:** Is it easy to access details and navigate between movies?
4. **Next Steps:**
   - Select a movie to watch or go back to change the mood filter.
   - **Observation Question:** Does the participant understand how to proceed?

4. Post-Test Questions (5 Minutes)

1. How easy or difficult was it to use the mood filter feature?
2. Did the mood options feel relevant and varied?
3. Did you encounter any confusion or friction during the process?
4. What improvements would you suggest for this feature?
5. On a scale of 1–5, how likely are you to use this feature to pick a movie?

5. Data Collection and Analysis

- **Notes:** Record key observations, such as points of confusion or hesitation.
- **Metrics:** Track the time it takes to complete each task.
- **Feedback:** Categorize user comments into themes (e.g., navigation issues, mood option clarity, suggestions for improvement).

6. Concluding the Test

1. Thank the participant for their time and insights.
2. Reiterate that their feedback will help improve the feature.
3. Provide any necessary compensation or incentives (if applicable).

Wireframe Testing Script for Feature 2: Offer a Selection of 3 Movies to be Watched

Test Protocol

Goal:
Evaluate the usability and effectiveness of the feature that simplifies movie selection by presenting three curated movie options. The test aims to assess whether users can easily navigate the wireframe to select a movie and understand the options provided.

1. Test Preparation

1. **Participants:** Recruit 5–10 participants representative of the target audience (e.g., casual movie watchers or frequent streaming platform users).
2. **Tools:**
   - Wireframe prototype (digital or physical).
   - Screen recording tool for digital tests.
   - Notebook for in-person test observations.
   - Pre-test questionnaire.
3. **Environment:** Ensure a quiet space conducive to focused testing.

2. Test Structure

Introduction (5 Minutes):

1. Welcome the participant and thank them for their time.
2. Explain the purpose of the test:
   - “We are testing a feature designed to help users select a movie quickly by offering a curated selection of three options. Your feedback will help improve the design.”

3. Reassure participants that the test is about the wireframe, not their performance.
4. Request that participants think aloud as they interact with the wireframe.

Pre-Test Questions (3 Minutes):

1. How often do you watch movies on streaming platforms?
2. How do you usually decide which movie to watch?

3. Task Script

Scenario Setup:
"Imagine you are browsing for a movie to watch. This feature is designed to simplify your decision-making by showing three curated movie options based on your mood or general preferences. Your task is to explore the prototype and select a movie to watch."

Tasks:

1. **Mood-Based or General Suggestion Start:**
   - Start from a mood-based recommendation (if Feature 1 has been tested) or choose a general recommendation.
   - **Observation Question:** Does the user understand the origin of the three suggested movies (mood-based or general)?
2. **Movie Carousel:**
   - Browse the three movie options displayed in a card format with information such as title, runtime, genre, and a short summary.
   - View the trailer or read reviews for at least one movie.
   - **Observation Questions:**
     - Are the cards visually appealing and easy to read?
     - Is it intuitive to view additional details like the trailer or reviews?
3. **Make a Choice:**
   - Select one movie from the options presented.
   - **Observation Question:** Is the “Select” button easy to find, and does the participant understand its function?
4. **Confirmation Screen:**
   - Review the confirmation screen and choose to “Start Watching” or “Add to Watchlist.”
   - **Observation Question:** Does the participant understand the confirmation options and their implications?

4. Post-Test Questions (5 Minutes)

1. How easy or difficult was it to use this feature?
2. Did the three-movie selection simplify your decision-making process?
3. Were the movie cards and details (e.g., trailers, reviews) clear and helpful?

4. Was there any part of the process that felt confusing or frustrating?
5. On a scale of 1–5, how satisfied are you with this feature for selecting a movie?
6. What improvements would you suggest for this feature?

5. Data Collection and Analysis

- **Notes:** Record key observations, such as moments of hesitation, confusion, or positive feedback.
- **Metrics:** Measure the time taken to complete each task and the number of interactions required.
- **Feedback:** Group user comments into themes (e.g., design clarity, feature usefulness, potential improvements).

6. Concluding the Test

1. Thank the participant for their valuable input.
2. Reinforce how their feedback will help improve the feature.
3. Provide any agreed-upon compensation or incentives.

Wireframe Testing Script for Feature 3: Ask Users to Rate the Movie After Watching It

Test Protocol

Goal:
Evaluate the usability and clarity of the feature prompting users to rate movies after watching them. The test aims to ensure users can easily provide feedback and understand how their input improves future recommendations.

1. Test Preparation

1. **Participants:** Recruit 5–10 participants representing the target audience (e.g., frequent streaming platform users).

2. **Tools:**
    - Wireframe prototype (digital or physical).
    - Screen recording tool for digital tests.
    - Notebook for in-person test observations.
    - Pre-test questionnaire.
3. **Environment:** Quiet and distraction-free, suitable for focused user testing.

2. Test Structure

Introduction (5 Minutes):

1. Welcome the participant and thank them for their time.
2. Explain the purpose of the test:
    - “We are testing a feature designed to help users rate movies after watching them, which will enhance personalized recommendations. Your feedback will help improve the design.”
3. Reassure participants that the test is about the wireframe, not their performance.
4. Request that participants think aloud as they interact with the wireframe.

Pre-Test Questions (3 Minutes):

1. How often do you rate movies on streaming platforms?
2. What motivates you to rate a movie?

3. Task Script

Scenario Setup:
"Imagine you’ve just finished watching a movie on this platform, or you’ve marked it as ‘Watched’ in your profile. This feature prompts you to provide feedback to improve your recommendations. Your task is to explore the prototype and submit your rating."

Tasks:

1. **Post-Movie Completion:**
    - Navigate to the point where a movie has just ended or is marked as “Watched.”
    - Interact with the pop-up or page prompting the user to rate the movie.
    - **Observation Question:** Does the user immediately understand why they are being prompted to rate the movie?
2. **Rating Input:**
    - Provide a 1–5 star rating for the movie.

    - Optionally, add tags or write a short review.
    - **Observation Questions:**
        - Is the star rating interface intuitive and easy to use?
        - Are the optional tags and review fields clear and accessible?
3. **Feedback Submission:**
    - Submit the rating and feedback.
    - **Observation Questions:**
        - Does the participant understand how to submit their feedback?
        - Are there any points of hesitation or confusion?
4. **Recommendation Update:**
    - Observe the acknowledgment message (e.g., “Thanks for your feedback! Your recommendations have been updated”).
    - Proceed to the “Recommended for You” section.
    - **Observation Questions:**
        - Does the user feel reassured by the acknowledgment?
        - Can they navigate to the “Recommended for You” section smoothly?

4. Post-Test Questions (5 Minutes)

1. How easy or difficult was it to provide your rating and feedback?
2. Did the acknowledgment message give you confidence that your feedback was valued?
3. Were the optional tags and review fields useful?
4. Was there any part of the process that felt confusing or unnecessary?
5. On a scale of 1–5, how satisfied are you with this feature for providing feedback?
6. What improvements would you suggest for this feature?

5. Data Collection and Analysis

- **Notes:** Record user actions, moments of confusion, and verbal feedback.
- **Metrics:** Measure the time taken to complete the task and note any errors or repeated actions.
- **Feedback Themes:** Categorize user comments into themes (e.g., ease of rating, clarity of acknowledgment, optional feedback usefulness).

6. Concluding the Test

1. Thank the participant for their valuable input.
2. Reinforce how their feedback will contribute to improving the feature.
3. Provide any agreed-upon compensation or incentives.