

Usability Test Run: Rimas Music – New Release Notifications

Test Conclusions

Participant 1: Successfully accessed the new track within 1 minute. Positive feedback on notification clarity. Suggested adding a direct link to the album's purchase page within the notification.

Participant 2: Experienced difficulty locating the notification in their email inbox due to it ending up in the promotions tab. Suggested more prominent notification styling. Took 2 minutes to access the song.

Participant 3: Found the notification intuitive but had trouble finding the "Listen Now" button on the artist's page due to its placement and design. Took 1.5 minutes to access the song.

Participant 4: Didn't initially understand the notification's purpose. Suggested including the artist's name more prominently in the notification. Took 3 minutes to access the song, and had to look for the artist on the home page.

Participant 5: Successfully accessed the track quickly (under 1 minute). Suggested adding social sharing buttons to the release page.

Major Ideas for Prototype Improvement

- **Notification Optimization:** Improve notification design to ensure higher visibility and clearer communication.
- **Improved "Listen Now" Experience:** Enhance the prominence and design of the "Listen Now" button/link on the artist's page and the new release page.
- **Streamlined Access from Notification:** Ensure the notification links directly to the playback page, not just the artist's main page. This improves efficiency and reduces steps.