

What are the most critical digital asset management (DAM) features missing from cloud-based storage systems like Google Drive, and to what extent does a newly developed tool integrating these features improve user satisfaction and usability?

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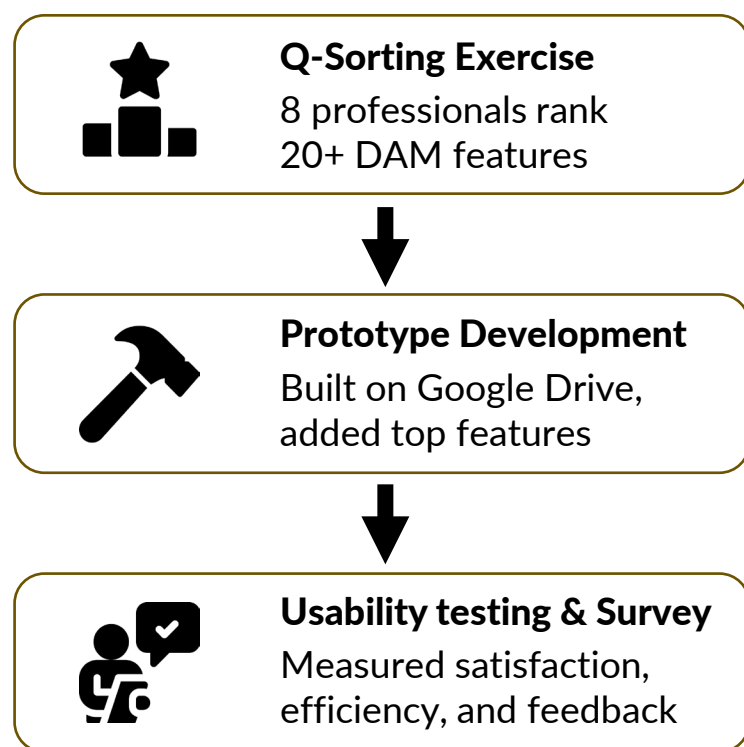
PROBLEM:

- Cloud tools (e.g., Google Drive) lack Digital Asset Management (DAM) functionality
- Leads to versioning issues, unclear feedback, inefficiencies
- Full DAM systems are too costly/complex for small studios

SOLUTION:

- Identify essential DAM features
- Build a lightweight prototype
- Test usability and user satisfaction

METHODS



RESULTS

Key Findings

- *Version control* and *feedback annotations* were identified as the most critical DAM features by participants.
- Usability testing showed strong positive results, indicating the prototype is easy to use and well-received.

Ease of Use (per feature)

Users rated each feature from 1 (Very Difficult) to 5 (Very Easy).

- **Average:** 4.43
- **Standard Deviation:** 0.65

➔ Most features were seen as intuitive and easy to use.

System Usability Scale (SUS)

The SUS is a standard measure of overall usability (0–100).

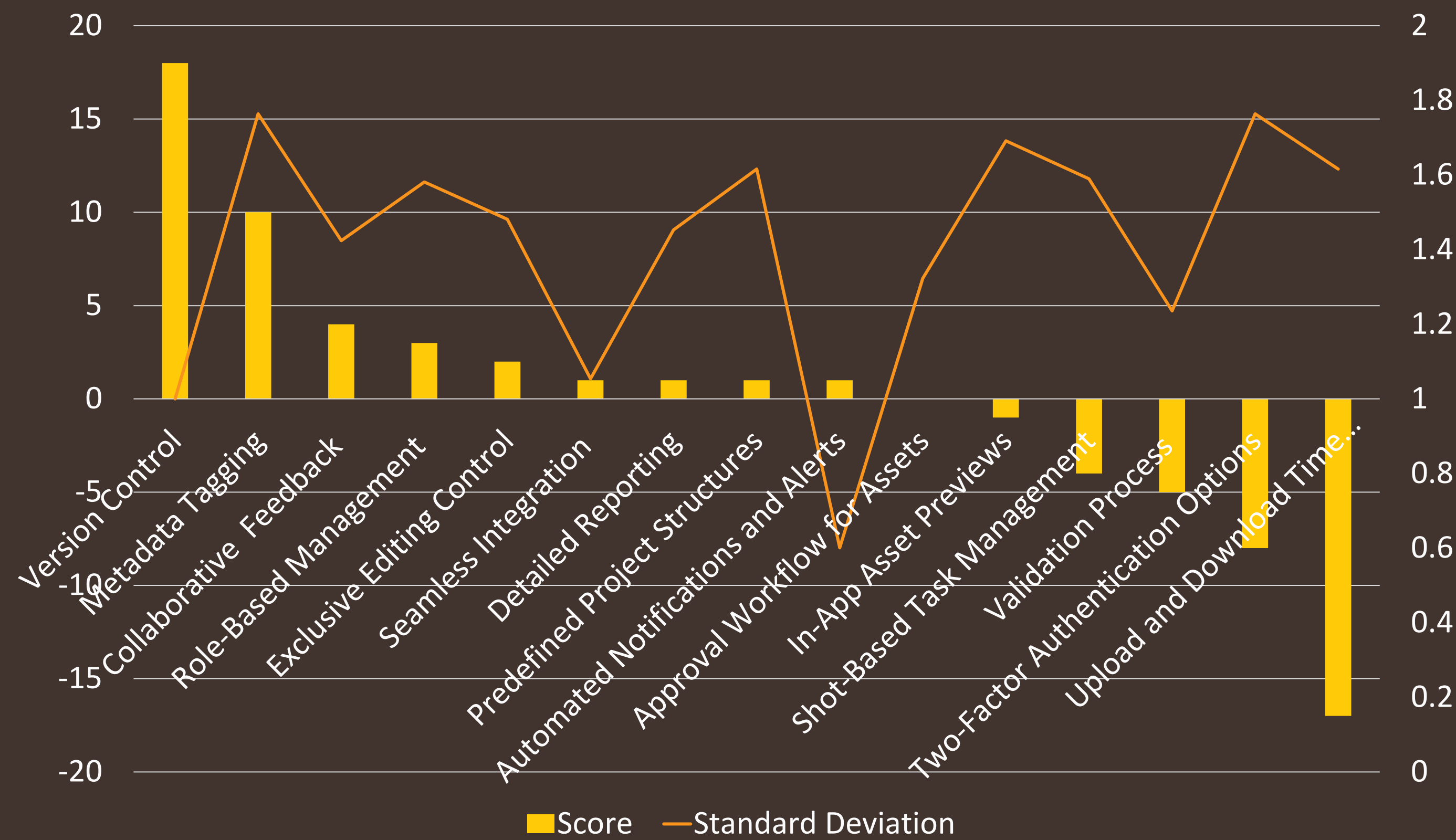
- **Average:** 82.5
- **Standard Deviation:** 8.51

➔ Most participants gave high scores, indicating the tool is user-friendly and well-designed.

Bridging the Gap: Key DAM Features for Cloud Storage Workflows

Enhancing Google Drive with DAM functionality for smaller production studios

Q-sorting Results for the Most Critical DAM Features

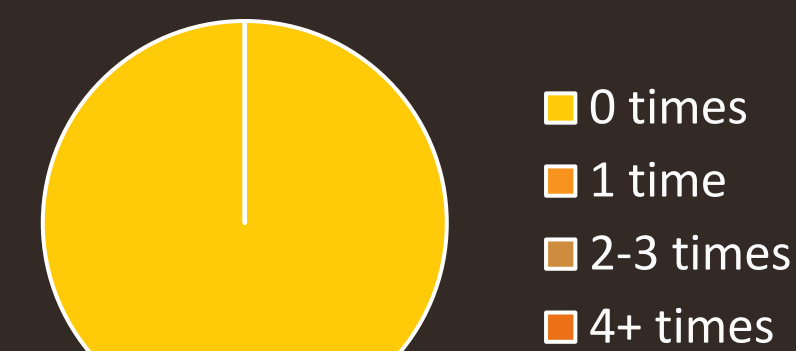


Scan to read
the full paper

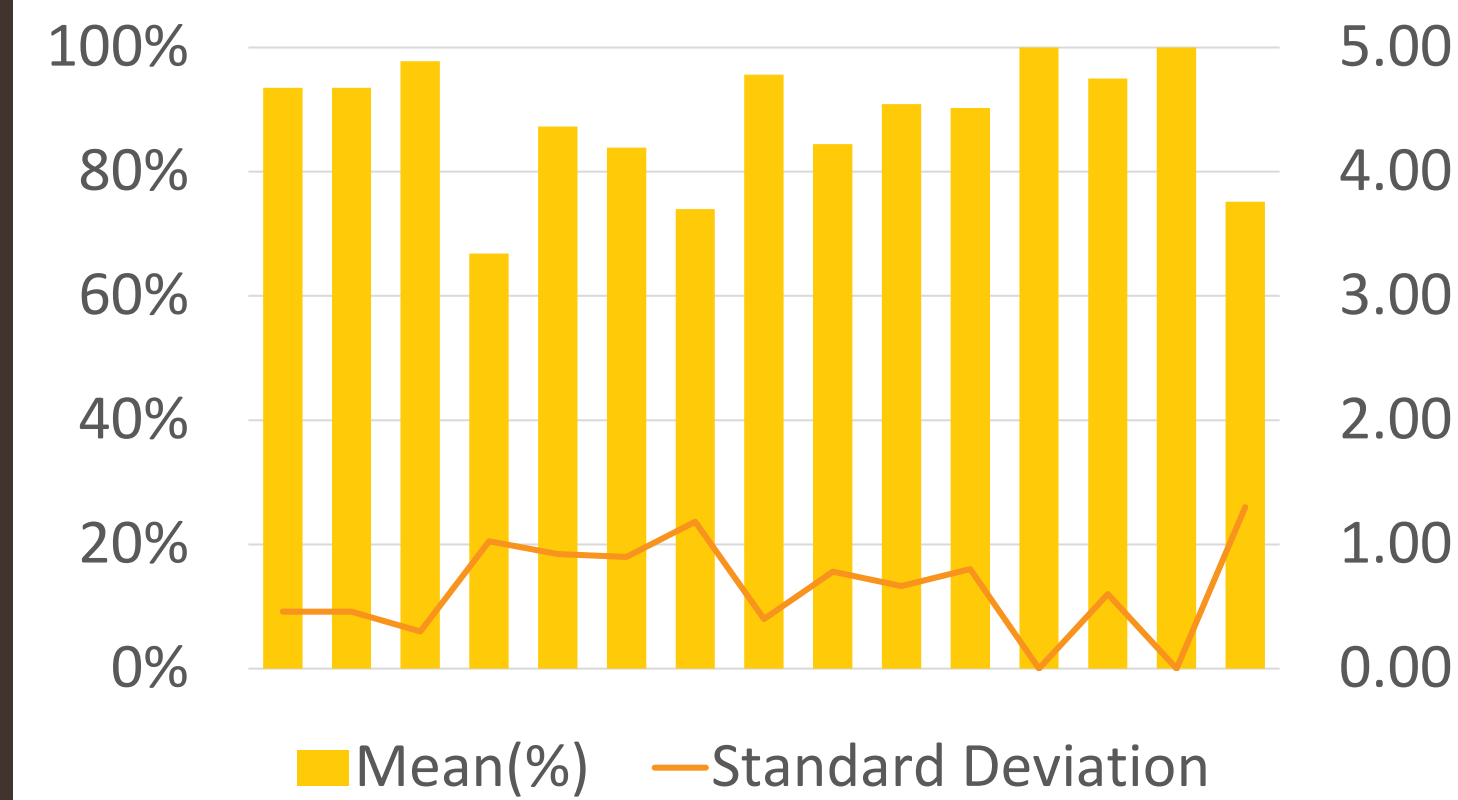
Very smooth for a new
program that I don't know
any alternatives for !

Very nice program would
definitely use if I have a
project going on

Crash Count Prototype



Ease of Use of Each Feature



Correlation matrices

On Task Level					Strong Negative Correlation
	Task Completion	Time Spent	Number of warnings	Ease of Use	
Task Completion	1,00	-0,67	-0,71	0,41	
Time Spent	-0,67	1,00	0,69	-0,69	
Number of warnings	-0,71	0,69	1,00	-0,58	
Ease of Use	0,41	-0,69	-0,58	1,00	
On Participant level					Strong Positive Correlation
	Task Completion	Time Spent	Number of warnings	SUS score	
Task Completion	1,00	-0,58	-0,22	0,11	
Time Spent	-0,58	1,00	0,44	0,14	
Number of warnings	-0,22	0,44	1,00	0,47	
SUS score	0,11	0,14	0,47	1,00	

System Usability Scale per participant

