

## Group 29 - User Evaluation Report

Our evaluation is based on a questionnaire to gather user feedback and comments on the usability on the user interface of our website. The function of our website is to display details about movies including the movie trailer, description, main actors, the characters they play and ratings etc. The website will be designed so that the users will have all the information they want about a particular movie in one place. The participants in our research project will be given the opportunity to use the website and navigate their way around the site, we advise participants to try to make use of all available features on the website (Evaluation Instructions provided to aid participations navigation of the website).

After the participants feel that they have spent enough time on website in order to give feedback they will be given a questionnaire to complete. They will be first asked to state their age and will then answer a series of ratings-based questions about the usability of the website, they will choose a rating between 1 and 5, 1 being the lowest and 5 being the highest. At the end of the survey participants will be given a final opportunity to tell us anything they thought was particularly good about the user interface or if they felt that it was lacking anything. This final question is where we hoped to gain the most insight of what we would need to do in order to further improve the website.

### **Desired Insights**

From conducting the evaluation of our movie website we had a few questions that we were trying to gain the answer to. Our website aims to be an easy accessible and user friendly website. The goals of the evaluation were to discover:

1. From the point of view of the user how they felt our website performed in terms of usability. We felt this was one of the most important questions that we needed answering, as user's of other websites ourselves if a website such as this one where you don't necessarily need to use it is difficult to navigate, you simply just exit the website to find another one without a second thought.
2. From the point of view of the user's how they liked the overall look of the website. This answer was less important to use than gaining knowledge on how the user's felt about the usability, but nonetheless still a valuable piece of information worth obtaining as it is a possibility that some users may choose not to use a certain website because they think it's 'ugly'.
3. We wanted to gain the honest opinion of the users we questioned on whether or not they would actually make use of this website, if they were in a

scenario were they wanted to view information regarding a movie or to watch a trailer for a movie they were about to go see.

4. We wanted to give the user an option to provide us with any thoughts they had about our website after using it. We gave them this opportunity as we wanted to see if they felt our website is potentially lacking in anything or if they had any suggestions for the website moving forward.

## **Evaluation Methods**

The method in which we conducted our evaluation was by allowing a group of potential users the opportunity to use our website for as long as they wanted or needed to provide an honest opinion. We then gave them a questionnaire to fill in after they developed a full opinion of our website. We carefully constructed this questionnaire in a way that it was neither tedious or boring for the participants. The following is the questions that the questionnaire contained;

1. Please state your age
2. In our opinion, how would you rate the overall usability of the website? (accompanied with a linear scale between 1 to 5).
3. In your opinion, how would you rate the overall look of the website? (accompanied with a linear scale between 1 to 5).
4. How likely are you when researching a movie would you be to use this website?(accompanied with a linear scale between 1 to 5).
5. Would you like to provide any extra opinions you might have of the website e.g anything particularly good or if you feel its potentially lacking something ?

Also here is a link to our survey -

<https://docs.google.com/forms/d/e/1FAIpQLSf8T8NZFqXSffK6MwhNhToeve6WnOTbU5QWt7dZP94wO--Kkg/viewform?vc=0&c=0&w=1>

When user's were given a chance to navigate and use our website we provided them with a helpful guide to navigate the website. The following is what that tips that guide contained ;

## **Movie Information Website**

### **Tasks (Helpful Guide to Navigate Website)**

Our website's function is to display details about movies including the movie trailer, description, main actors and ratings etc. The website will be designed so that the users will have all the information they want about a particular movie in one place.

- Navigate around Website
- Click on Clickable Movie Tiles
- View Movie Details
- Use the Back Button
- Use Search Tab
- Search Any Movie Title
- Browse Search Results
- Use Voice Search

Our evaluation methods were mostly user based in the perspective that we used the opinions of participants in our questionnaire to evaluate how good our website was as a whole. However we did make use of heuristic methods to an extent as prior to conducting our user evaluations, we as a group sat around and all had a brief amount of time navigating around the website and following the tasks that we created to navigate the site as shown above. Upon agreeing that we were all happy with the prototype is when we went about conducting our user based evaluation using our questionnaire.

We went about evaluation like this as we believed without the user evaluation the we don't get to gain the insight of an actual person who might want to use our site, we would see it from solely our own perspective which can be at times similar to tunnel vision meaning we never seem to see the problems with our own work. We also believe that heuristic evaluation can be used in parallel to user evaluation, this way you get an in between view of what is required / desired and what is actually possible to achieve.

## **Participants**

The Participants of our evaluation were the members of CA357 Group 15. In total there were four members of this group who took part in our evaluation. We feel that the use of a group who were also taking the same module was beneficial because they were also preparing for an evaluation so they were more likely to provide more constructive criticism. We also felt that the fact that we were not evaluating this time in return and evaluating a separate team meant that our participants were less likely to give us an exaggerated inaccurate review in order to obtain a good one in return.

## **Insights Gained**

From conducting our experiment of allowing user's access to our website and then asking them to fill out our carefully constructed questionnaire we have gained all the insights that we set out to collect.

**What the users thought?** - Overall the users thought the usability of the website was good with 75% people scoring it a 4 and 25% awarding it a perfect 5 score, the only problem with the usability found by conducting this was trouble regarding the back button. User feedback shows use that the overall look of the website is desirable with 75% of them awarding the website excellent score when asked to rate the overall look, with no real suggestions telling us that we should possibly rethink this element.

This evaluation has shown us that users would likely consider the use of this website if they were researching movie titles. 50% of our sample answered 5 suggesting they are extremely likely to consider the use of this website. The other 50% answered 4 which still indicates that they are likely to use this website.

From reviewing the last question on our questionnaire allowing participants to leave any extra opinions we have extracted that users believe that the website is easy to

use, helpful and with one participant complimenting our nav bar and tiles being responsive on smaller devices. We gained the knowledge that our fallback point is that the back button may not be as easy to find as what we would have desired.

**What worked?** - In all everything on the website with exception to maybe the back button was well received by participants. From Question 5 of our questionnaire here are some elements of the website that received praise.

'Text is easy to understand and colours don't clash'

'Overall it's a very accessible and user friendly website'

'I really like the design of the website, and it's nice that the nav bar and tiles are responsive on smaller devices'

'Very easy to use and achieves its function as an easy and quick place to get all the information about a movie before watching'

**What did not work?** - As mentioned above that we have learned from user feedback that there were some issues regarding the back button that would need to be addressed.

**Possible Suggestions?** - Our goal when adding question 5 to our questionnaire was to obtain an insight to any element that an outsider to our project may want to see added or any possible improvement to be made, here are some of them.

'Possible addition to improve your website is a home button.'

'I struggled to find the back button only for a second but once located the website was very easy to use'

'Back Button needs work.'

## **Possible Improvements**

After conducting the questionnaire of the users as well as just looking back and reflecting as a group there are a few possible improvements that may be added to our Movie Information Website.

As a number of users have told us that there is an issue with the locating of the back button and making use of the back button, a possible starting point when going about making improvements to the website would be increasing the functionality of the back button as well as making layout of the overall website easier for the user to find

it, preventing that possible few seconds of confusion of the user where they have to stop and ask themselves “Hold on how to i get back to the homepage ?“

Following a suggestion from a participant of our questionnaire we may look into the possibility of a home button which could possibly be located somewhere around the top left of the screen just slightly to the left of where the website title is located. This location is ideal as it is relatively simple to find. The button may be an icon represent a 2 dimensional house that you click and it redirects you back to the homepage.

One possible improvement or addition which could be an interesting dynamic to the website would be the ability to share the movie pages to social media. Icons could be underneath the movie poster on the movies page and these icons for example could be the facebook logo, twitter logo and instagram logo lined up beside each other and when clicked could redirect you to your own social media account with a prepared post that you could choose to share with your friends or followers.

## **Reflection**

As a group looking back at the whole project from the start and all deliverables again we believe that as a group we functioned very well with all team members making a fair contributions. We believe that the prototype of the Movie Information Website is of a good standard and it has achieved everything that we had aimed for it to be which is an easily accessible and user friendly website that provides all sorts of movie lovers all the information they could want about a movie before viewing in one place. We also believe that all deliverables were conducted well and in an efficient and collaborative way.