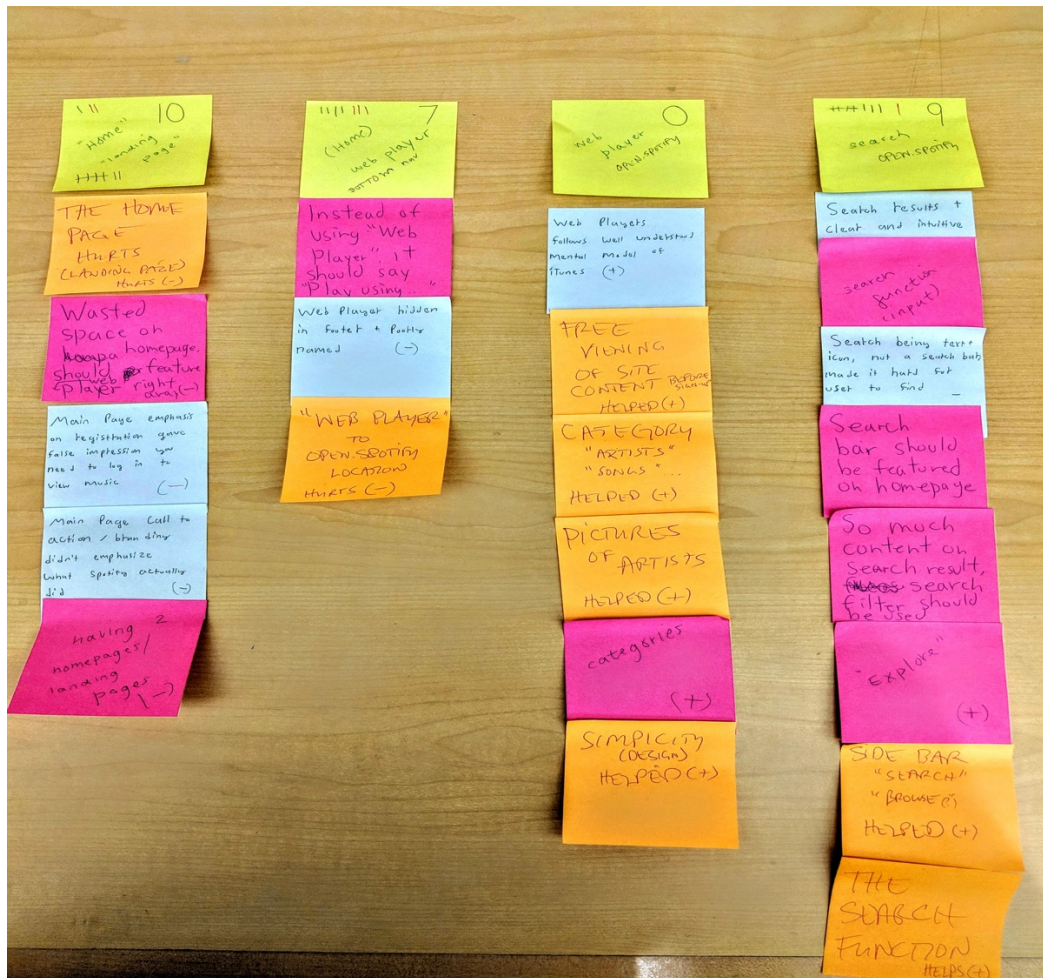**For at least ONE scenario that you tested (you can run KJ on more if you want):**

Using the KJ method, group and name the sticky note observations, for areas that need help. Take a photo of your sticky note groupings to show you completed this step.


Prioritize all areas of outcome. What is most important to fix? (The area might be prioritized by vote -- but within that category, what are you going to address?) Write a paragraph or two explaining all areas of outcome, which one(s) you're prioritizing, and why. This could be in the same document as your sticky note photo.

The outcome areas my research team identified were:

1) The Home Page, a site-guided landing page designed to initiate Spotify sign-ups
2) The Web Player's location and function at the bottom of the home page – difficult to find but essential to exploring Spotify without signing up.
3) Open Spotify, the page that appears as a result of clicking on the Web Player link, which enables musical exploration.
4) The Search feature's location and function on the Open Spotify page proved valuable in helping users reach their objectives.

Each sticky, most of them at least, are marked with a negative (-) or positive (+) symbol that indicates whether the sticky represents a positive or negative comment. For instance, all the feedback for number 3, Open Spotify, was positive – every sticky had a (+). Therefore, this category, according to our KJ participants, had nothing to fix. (open.spotify.com screenshot below)
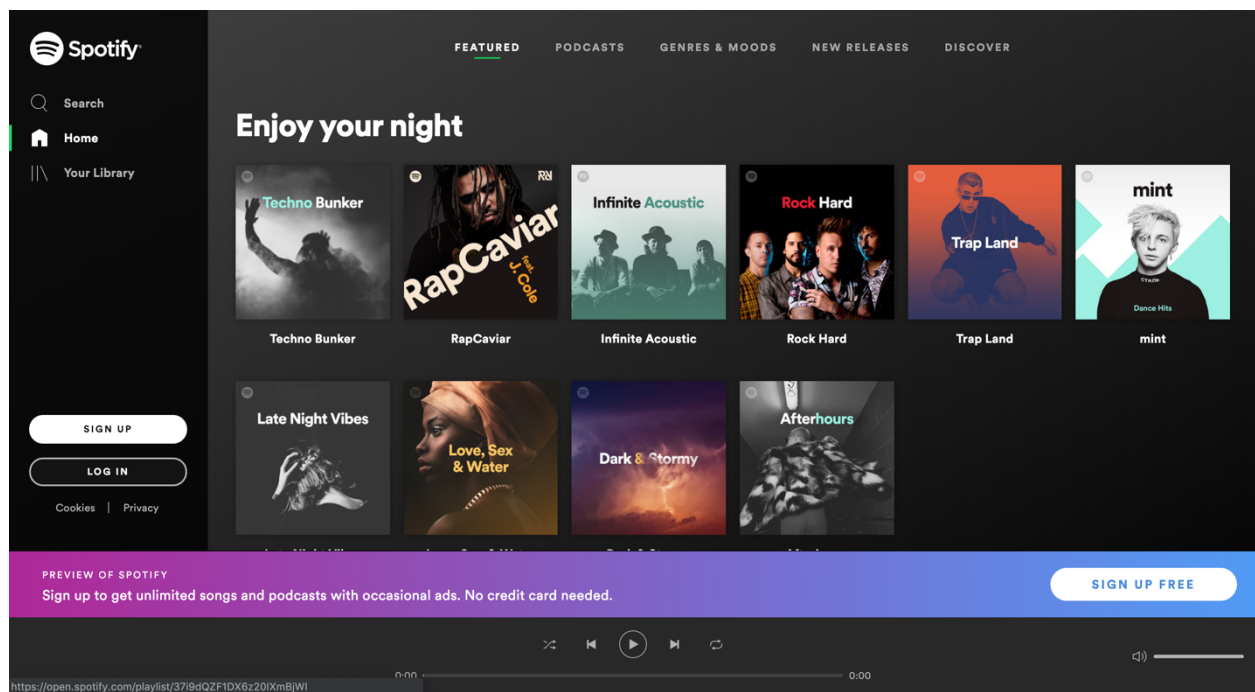
Similarly, number 4, The Search, received the second highest priority votes. However, a closer look at the stickers reveals that this was largely due to positive feedback. Most of the stickies are (+). So, the most important outcomes to fix would be numbers 1 and 2, the Home Page and the Web Player link, respectively. All, or nearly all, of the feedback in these categories were negative (-).
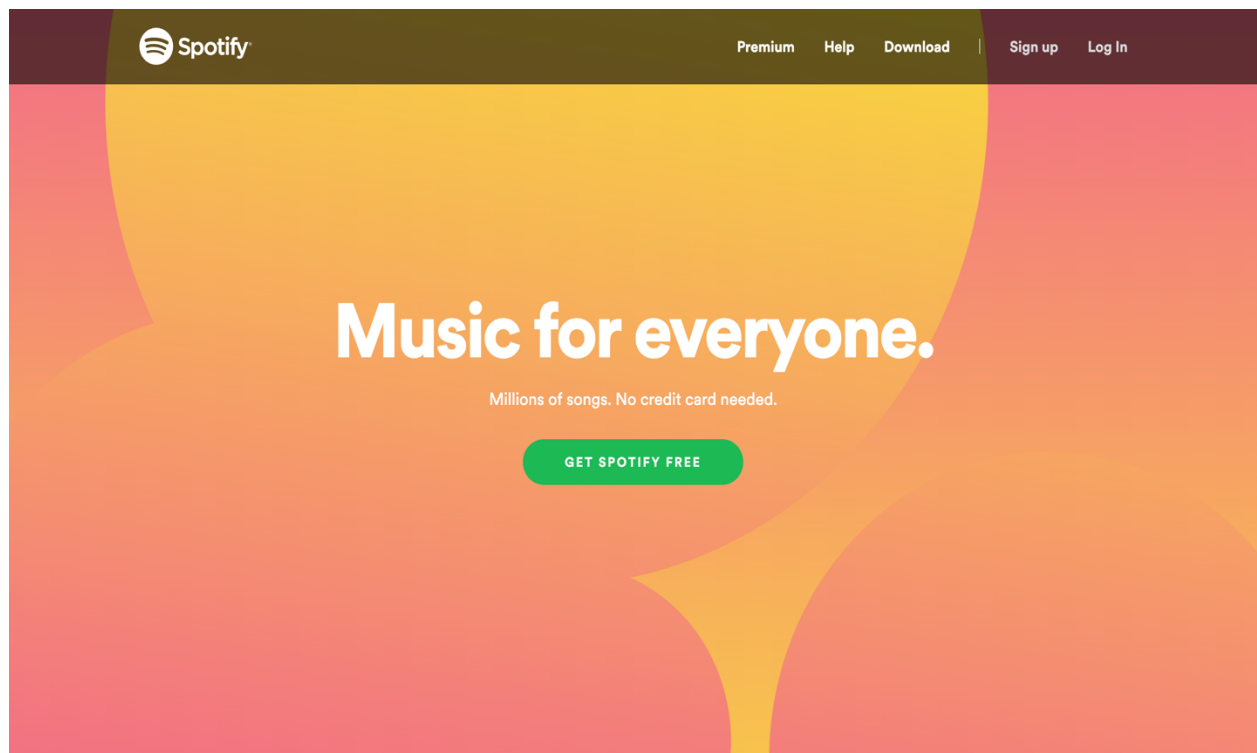
Within the Home Page category, we'd want to address wasted space on the front page, the hidden, unassuming Web Player link, and the lack of an identifiable point or purpose (of the service or product) on the Home Page.
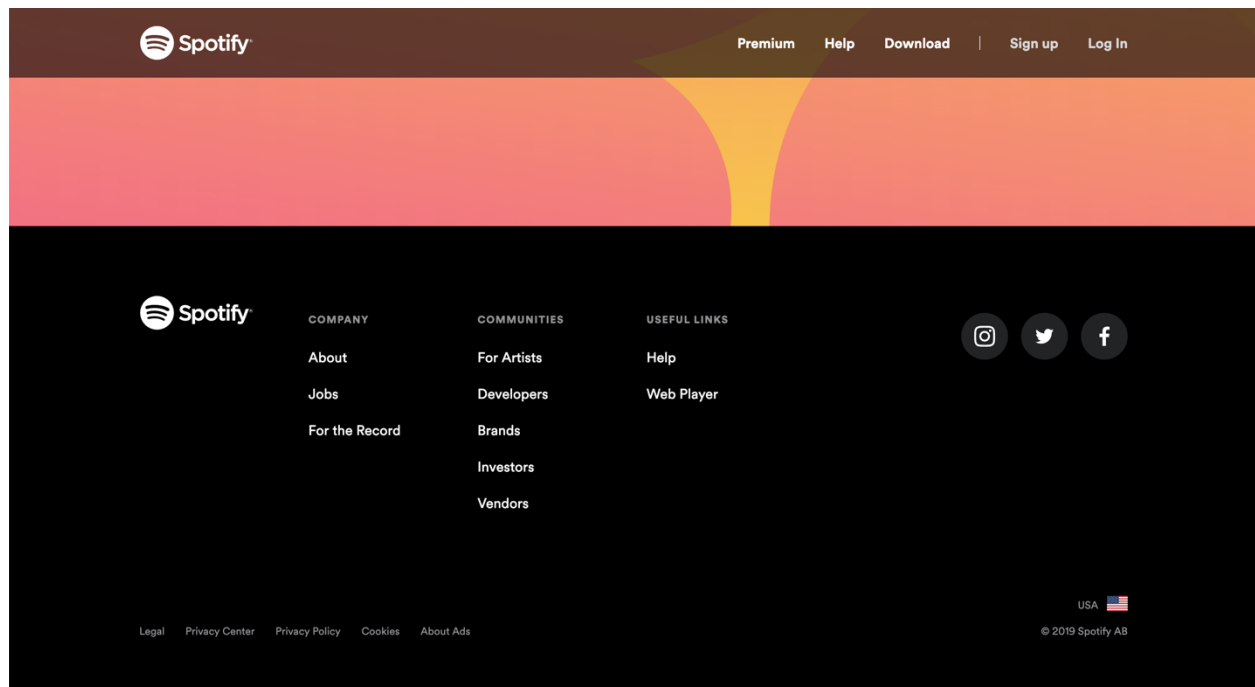
Concerning the Web Player link, the most important feature that needs to change on the Home Page, we observed that better terminology was essential in order to communicate the function of the link and that the location of the Web Player link in the footer of the front page was awkward and difficult to locate.

Write up a user testing report, summarizing your work with this scenario over last week, as well as any user testing you do this week.

What testing scenario did you run? (This is the thinking behind your scenarios -- the scenarios themselves are defined back in class 7. Why did you choose these scenarios?)

My testing scenarios were designed to identify which features of the website hurt or helped users achieve their objectives. Visiting Spotify.com with the objective of finding a group of pieces to play that were exclusively related to Johann Sebastian Bach, was the scenario. A bare page initially frustrated this objective until the Web Player link was discovered. The resulting subdomain, open.spotify.com, offered a search function that was used to find

results for "Bach." This resulted in a large display of Bach above an Artists category. Clicking on this revealed a number of playlists related to Bach.

What was the outcome? What did you learn?

We discovered that, for my competitor, Spotify, the user could fulfill their purpose with minimal effort once they entered the Open Spotify section of the web application. The search function, layout, and search results there were all helpful.

However, the Home Page received the most negative feedback. It would be essential to address some of the difficulties that users and observers identified. Chief among these suggestions is a prominent Web Player link that allows visitors to use some of the web app's features before signing up.

What is your plan for improving the wireframes? (move a button, change a link, rearrange information...)

My plan would include using the wasted space on the home page to give the Web Player link a prominent display. I would A/B test the link location: a button in the center of the page and one on the top right corner of a traditional menu bar. I would also consider renaming the "Web Player" link. "Test Drive Spotify," or a similar phrase, is more descriptive of the limited exploration Spotify is offering.

What was your biggest AHA moment? (your moment of most learning)

When we discovered that the Web Player opened up a new subdomain, open.spotify.com, the entire KJ team was shocked. None of us expected such a powerful feature to be given in that phrase at that location on the page. Before this discovery, the experience of Spotify was largely negative.

So, that Spotify would hide the Open Spotify feature behind an inappropriately named and located 'Web Player' link is shocking. It seems that this odd design decision was driven by corporate interests to forcibly increase signups at the detriment of user experience and first impressions. AHA moment number 2 might be that this tactic apparently works, given Spotify's continued growth and success.