

Usability Test Analysis of 「Let's live in da house」

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1. Participant profiles

They are all music fans who with previous experience of going to live houses and living or working in the target city -- Beijing.

	Age	Frequency of going to live house	Average spending per month
1	23	2-3 times a month	500-600 RMB
2	20	4-5 times a month	800-1000 RMB
3	22	2-3 times a month	500-700 RMB
4	24	At most 3 times a month	500-600 RMB
5	25	At least once a week	Over 1000 RMB

2. Test procedure

Introduction

This website is positioned as an integrated platform for music lovers who enjoy going to live houses where they can find information, purchase, share experiences, and find friends with common interests in the community.

Tasks

To verify the logic of jumping between different pages and check the most important basic functions of this website, participants were given three tasks:

- 1) Go to the details page of the specific avenue (e.g., MAO live house)
- 2) Bookmark a live house venue and view it in my favorites
- 3) Browse information about performances as you wish

Post-test interview questions

- 1) Please rate the overall process: 5 as very satisfied, 1 as very disappointed
- 2) What difficulties did you encounter in the process?
- 3) Do you think some alert boxes are disturbing (e.g., the log-in reminder)?
- 4) How do you think this site can be improved?
- 5) Do you think any more features need to be added to this site?

3. Test results

● Task 1

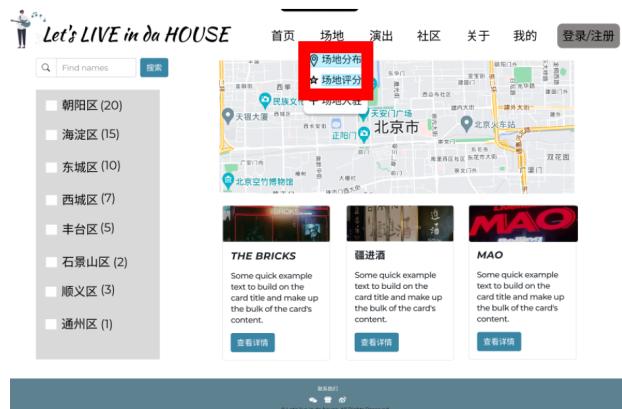
For the first task, participants were presented with different routes and there are two common choices. One is “场地-场地分布-MAO” and the other is “场地-场地评分-MAO”, which basically met my expectation.

However, participant1 tried a quite different route, entering from the venue at the top of the “演出” interface, but found that there was no access to the venue's details, only information about the performances under that venue. But he overlooked the clickable button on the bottom, which can lead to the detailed page of the venue. Because he paid more attention to information about the performances on that page and was attracted by the beautiful pictures.

This reveals a problem if users want to view the information of the respective venue while browsing the performance, the venue name needs to be more obviously.

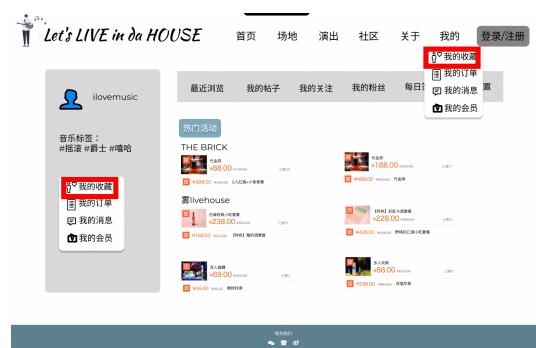


Other participants also reported a problem with the clickable button, as they can enter “场地分布” by clicking both the text and icon, but can't perform the same on “场地评分” because of my oversight to set all icons clickable.



● Task 2

For task 2, participants also performed two different routes of viewing his/her favorites, either from the sub-tab of “我的” or following the log-in procedure and finding it on the personal homepage.



However, participant 3 thinks it's a bit disturbing about needing to log in and then collect and she suggests a function of whether to automatically recognize users based on the device they're using or let them customize their login status. But others don't have the same feedback, even one participant thinks that it will be safer for them to first log in and then collect.

Considering these two different types of user experience, we decide to accept the first suggestion of participant 3.



● Task 3

Most participants (4 of 5) chose to browse newly released performances under the “演出” tab, while only one of them go to specific venues first and saw what performances are there.

One very important feedback from users is that under the performance page, a search box needs to be set up to allow them to search for a specific show, which is missing in the current prototype.

There's only one of them found that as new starters, when you go to the collection, you can directly view more performances if the collection is empty.



4. Post-test interview

1) Satisfaction of the process:

	Score (1-5)	Comments
Participant 1	4	Helps a lot in choosing venues.
Participant 2	4.5	Pretty good, hope to use it in the future!
Participant 3	3.8	The log-in part is a bit annoying but it's good overall.
Participant 4	4	The basic functions and workflow are clear.
Participant 5	4	It's easy to use even for new arrivers.
Average	4.06	

2) Problems & Suggestions

	Problems	Suggestions
Participant 1	Click the wrong button of entering the venue information	Make the button more obvious
Participant 2	Can't search for a specific performance	Add a search box
Participant 3	Feel annoyed of the alert boxes	Before logging in to the account, you can select favorites according to the user's device
Participant 4	Can't find what kind of service is	More detailed information about

	offered in a venue	the venue will be better.
Participant 5	none	It will be better if the personal page has more recommended activities.

5. Conclusion

Although all participants were given free time to browse this page before the test, not everyone was able to find a different route leading to a particular interface due to a lack of familiarity. However, the fact that each participant was able to successfully complete all tasks indicates that the current jumping logic of this website is reasonable and meets the mental expectations of the average user.

In terms of overall satisfaction, they find the site helpful, but there are still some points that need improvement. At the same time, the current functionality basically meets their daily needs, and their suggestion is that collaborating with more venues would be more attractive to them.

6. Existing problems

- 1) The register and login procedure reminder can be a bit disturbing.
- 2) There's no searching-based navigation on the “演出” interface.
- 3) Icons and text cannot be synchronously clicked.
- 4) Some tab names are still confusing.
- 5) Information on the personal homepage is not so attractive.

7. Further improvement

- 1) Reconsider the order of login and collection, maybe add the function that favorites can be selected according to the user's device before logging in.
- 2) Add a search box for browsing
- 3) Set the icons clickable
- 4) Figure out a better name for certain tabs
- 5) Add more detailed information for each venue
- 6) Rethink the activities and content that are set on users' personal homepage