

# Zoho Music Test Run

## Participant Demographics

### Participant P1:

- Age: 25-34
- Music Platform Experience: Moderate
- Tech Comfort Level: High

### Participant P2:

- Age: 35-44
- Music Platform Experience: Low
- Tech Comfort Level: Medium

### Participant P3:

- Age: 18-24
- Music Platform Experience: High
- Tech Comfort Level: Very High

### Participant P4:

- Age: 45-54
- Music Platform Experience: Low
- Tech Comfort Level: Low

### Participant P5:

- Age: 25-34
- Music Platform Experience: Moderate
- Tech Comfort Level: Medium

## Detailed Test Results

### Task 1: Account Login/Creation

- **Success Rates:**
  - P1: 100% (Quick login)
  - P2: 80% (Struggled with password creation)
  - P3: 100% (Seamless account creation)
  - P4: 60% (Confused by login process)
  - P5: 90% (Minor navigation issues)

**Average Success Rate:** 86%

## Task 2: Song/Artist Search

- **Success Rates:**
  - P1: 95% (Found songs quickly)
  - P2: 75% (Difficulty with spelling)
  - P3: 100% (Advanced search skills)
  - P4: 70% (Slow search navigation)
  - P5: 85% (Some hesitation)

**Average Success Rate:** 85%

## Task 3: Playlist Creation

- **Success Rates:**
  - P1: 90% (Smooth playlist creation)
  - P2: 70% (Needed multiple attempts)
  - P3: 100% (Intuitive process)
  - P4: 60% (Significant confusion)
  - P5: 85% (Minor challenges)

**Average Success Rate:** 81%

## Task 4: Genre Exploration & Favorites

- **Success Rates:**
  - P1: 95% (Easy genre navigation)
  - P2: 80% (Some genre confusion)
  - P3: 100% (Quick and efficient)
  - P4: 65% (Struggled with genre categories)
  - P5: 90% (Smooth process)

**Average Success Rate:** 86%

## Task 5: Help/Support Section

- **Success Rates:**
  - P1: 85% (Found most information)
  - P2: 75% (Partial success)
  - P3: 100% (Very intuitive)
  - P4: 50% (Significant difficulty)
  - P5: 80% (Moderate success)

**Average Success Rate:** 78%

## Metrics Summary

- **Overall Task Success Rate:** 83%
- **Average Time per Task:** 4-7 minutes

- **Error Frequency:** Moderate, mostly with less tech-savvy participants

## Top 3 Recommendations for Improvement

### 1. **Simplified Onboarding Process**

- Develop a more intuitive account creation workflow
- Add clearer password creation guidelines
- Implement progressive onboarding with tooltips for new users

### 2. **Enhanced Search and Navigation**

- Improve search algorithm to handle minor spelling variations
- Add more prominent genre categorization
- Create more intuitive navigation for users with varying tech comfort levels

### 3. **Comprehensive Help Documentation**

- Redesign help section with more visual guides
- Add contextual help options within each feature
- Create a more searchable and user-friendly support interface

## Conclusion

The Zoho Music platform shows promise with an overall high task success rate of 83%. However, there are clear opportunities to improve user experience, particularly for less tech-savvy users. By focusing on simplifying the onboarding process, enhancing search capabilities, and providing more comprehensive support, Zoho Music can create a more inclusive and user-friendly platform.