

Protocol: Show Spotter Evaluation

Introduction

(Following informed consent...) Thank you for agreeing to participate. For the next 30 minutes, we will be looking at a website to gain insight into how you would use it and how to make it easier to use. Keep in mind though, that this is not a test of you, we are evaluating the website.

We will be video recording this interview for note-taking purposes so I can go back and review it in case I missed anything. At the end of the study, we will delete the recording. Your name and any other personal information will not be included in the notes and will be kept strictly confidential.

While you use the website, I would like you to “think out loud” and let me know what you are doing and thinking – what you like and dislike, what surprises or confuses you, and any other thoughts you have.

Do you have any questions before we begin?

Background

First, let me ask you a few questions about your background and previous experience with streaming services.

1. How old are you?
2. How would you describe your ability to learn new technologies? Do you consider yourself to be tech savvy?

3. Which streaming services have you used or currently use?

Services:

4. Have you used any websites to search for new shows you may be interested in?

5. (If has used websites) Are there any other features you would have liked to have to help you with your search?

Task 1

Now, I want you to imagine that you have two kids and are looking for an animated show that will make your kids laugh. The services you are subscribed to are Netflix and Amazon Video.

Note: order of navigation/features used AND mistakes or backtracking

Task Completed: ☐ Yes ☐ No

Time taken to find show: []

Refine search options used: ☐ Yes ☐ No

1. On a scale from 1-5, where 1 is "Very Difficult" and 5 is "Very Easy" how would you rate being able to use this website design to accomplish this task? Why?

Task 2

Imagine you just set up your account and you want to add Hulu to your homepage. You heard from friends that Hulu has really good movies with fight scenes and you want to check some out.

Service added successfully: ☐ Yes ☐ No

Sub-Category added successfully: ☐ Yes ☐ No

They chose an action movie: ☐ Yes ☐ No

Time taken to find movie: []

1. On a scale from 1-5, where 1 is “Very Difficult” and 5 is “Very Easy” how would you rate being able to use this website design to accomplish this task? Why?

Wrap-up

Now that you have used the website, I want to know more about your impressions of it. Overall, what did you **like most** about it?

What did you **dislike** the most about it?

Are there any **additional features** you would like for it to have?

On a scale from 1-5, where 1 is “Strongly Disliked” and 5 is “Strongly Liked” how would you rate your experience using the sidebar of the website? Why?

Now, I’d like to look back at certain parts of the search tool and get your thoughts on them:

opinions about the refine search options:

opinions about the layout of the results, as well as the information:

Any other thoughts or comments?

Thank you again, your feedback will help the team improve the website!