

Protocol: SoundSpace 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 your ability, we are evaluating the website.

While you use the website, I would like to you “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 previous experience streaming music, music videos, or engaging with other artists.

- How interested are you in music? Music videos?
- If Yes to music videos, what do you like about them in relation to music? How do you find them?

Task 1

Now I want you to imagine you're an emerging music artist looking to take your music to new heights. You want to get more people exposed to your music so you decide you want to upload your brand new song (Drive Safe) to a social media app called SoundSpace. To begin, let's have you access your account.

How would you go about doing this?

- Notes section (do they notice the login button or do they click on account first)

Great, now since you are signed into your account let's have you publish that song you just created to SoundSpace.

How would you go about doing this?

- Notes section (how efficiently does the user do this)

- On a scale from 1-5, where 1 is "Very Difficult" and 5 is "Very Easy" how would you rate this task?

- 1 2 3 4 5

- On a scale from 1-5, where 1 is "Very Confusing" and 5 is "Very Intuitive" how would you rate this task?

- 1 2 3 4 5

Task 2

- Now that your song has been on SoundSpace for a while, you want to check and see if there are any videos or pieces of art that have been uploaded to support your song.
- How would you go about doing this?

- Notes section: (be sure to note if they click on anything other than “Approval”)

- On a scale from 1-5, where 1 is “Very Difficult” and 5 is “Very Easy” how would you rate this task?

- 1 2 3 4 5

- On a scale from 1-5, where 1 is “Very Confusing” and 5 is “Very Intuitive” how would you rate this task?

- 1 2 3 4 5

Task 3

- After approving the dance video for your song you leave and come back some time later. Now that you're back on SoundSpace, how would you check up on how well your song is doing? Also, how would you check up on the video you approved?
- Finally, while you were away your friend asked if you could find a new hit song for them to listen to.
- How would you go about doing these tasks? (Have them explain their thought process before clicking anything)

- Notes section: (do they make any mistakes; what did they assume that we didn't account for?)

- On a scale from 1-5, where 1 is "Very Difficult" and 5 is "Very Easy" how would you rate this task?

- 1 2 3 4 5

- On a scale from 1-5, where 1 is "Very Confusing" and 5 is "Very Intuitive" how would you rate this task?

- 1 2 3 4 5

