COSC 3P94 Group 11

Phase 4

What this presentation will cover

- A brief history
- A description of our user group
- Assumptions made
- Changes made from peer feedback
- Final project demo

"Every great design begins with an even better story."

- Lorinda Mamo

A brief history of our work

Critiques

- Programs viewed
    - Adobe Premiere Pro
    - Blender

- Lots of information thrown at user
    - Allows for lots of power to user
    - Can be seen as cluttered

- Shortcuts and advanced tools offered
    - Allows for more advanced users to use expertise

- Consistent and Pleasant layout
    - Buttons and menus are all similar
    - Dark theme used
    - Features grouped together logically

Adobe Premier HTA

- Based on our HTA analysis of Adobe Premier we wanted to ensure that users were able to edit their video as fast as possible.
- When compared to the professional video editing software we wanted to have fewer features but a more streamlined interface so new users wouldn't be overwhelmed with features.
- We designed our interface to flow from left with the import clips section, to the center with the viewport and timeline, then finally to the right with clip transitions and the export video function.

Survey

- The survey consisted of 22 questions, all of which ask the user for information including: age, highest level of education and etc..
- These questions are designed to probe the most information from the survey taker.
- Based on the survey, we collected the results and stored the data in an Excel chart.
- Using the major groupings of responses, we classified data into different "personas", in order to determine who would be most likely to be using our software program.

Education and Age

- Age and education split up the survey takers into a few categories:

- High age (50+) - University Degree
  - These types of people are less likely to have interacted with technology because there age.

- 20 - 29
  - This age group went through some sort of schooling and grew up with technology. This group of people use technology on a daily basis and at least have one device on hand.

1. What's you're highest level of education finished or pursuing? *

  ○ University Degree

  ○ Highschool Diploma

  ○ College Degree

2. What is your age? *

  ○ 14 or younger

  ○ 15 - 19

  ○ 20 - 24

  ○ 24 - 29

  ○ 30 - 39

  ○ 40 - 49

  ○ 50 - 59

  ○ 60+

Social Media Use

- This question has to be asked because if people have used social media to edit they are primed and used to using that platform.

- It's integral that we know roughly what platform they used, prior to making the video editing software.

15. Did you have to use Social media to edit your video? i.e TiktTok, Snapchat *

- Yes

- No

- Maybe

Seeking Assistance

- User likelihood in seeking online assistance is crucial in having a happy user. If the user is able to resolve the issue on the platform, they can consistently easily continue using the platform without leaving it.

17. How likely are you to seek assistance online if you are having difficulty with software? *

○ Very likely

○ Somewhat likely

○ Neither likely nor unlikely

○ Somewhat unlikely

○ Very unlikely

Storyboard

- Simple layout
  - Import, view, edit, done

- Dark theme
  - Easy on the eyes

- Set out to make a video editor
  - Too many features is overkill

- Group common features
  - Left to right flow for users
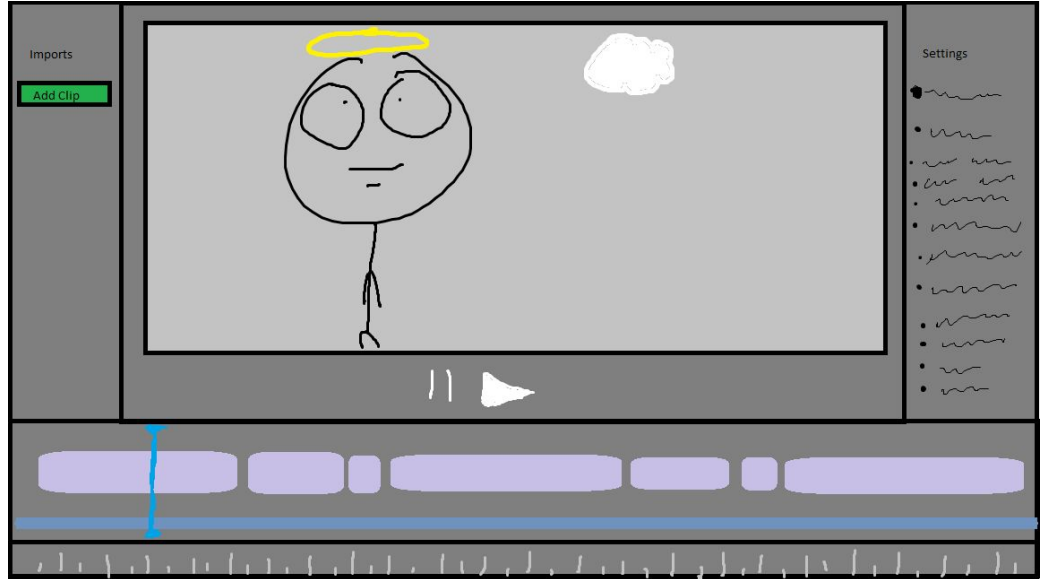
First Draft

The Bad

- Too many features
- Inconsistent
- No submission feedback

The Good

- Dark theme
- Left to right flow
- DM ideas used
- Shortcuts used
- Gulfs minimized
- Button feedback

Description of user group

Personas

Using the information from our survey, we grouped the data into sections based on preferences, age, education and experience with technology.

The Four Personas we developed were:

Bill Apple: 20-24 years, university student, desires a simple interface with less features.

Anna White: 20-24 years, university student, uses technology frequently, has used video editing software previously.

Jeffrey Joe: 50-59 years, only interested in technology when necessary, requires easy-to-use software.

Joey Hargreaves: 21 years, dedicated student but does not want to try new things outside of his studies. Is familiar with technology and is aware of how to utilize shortcuts in software.

Primary Persona

Name: Anna White

Bio: A 20 - 24 year old, hard working student currently attending university. Primarily uses a Mac laptop and her phone. Currently works at a grocery store on weekends. Creates and edits videos of her and her friends on social media.

Goals: To complete university and then apply to a good postgraduate program for a doctorate degree.

Frustrations: Easily frustrated by new subjects and does not put too much effort into learning new software.

Technology: Has a good understanding of her phone and laptop but does not understand the more technical aspects of them.

Assumptions made

Survey Assumptions

Our main assumption for our survey was that we had offered enough questions in order to categorize all the people it was sent to correctly. A survey that does not offer enough options will not be able to display proper results. Our survey did offer enough questions, but there were a few outliers, such as ones who did not complete education or did not fit the descriptions about technology (not owning a phone, not experienced enough with technology to influence our product).
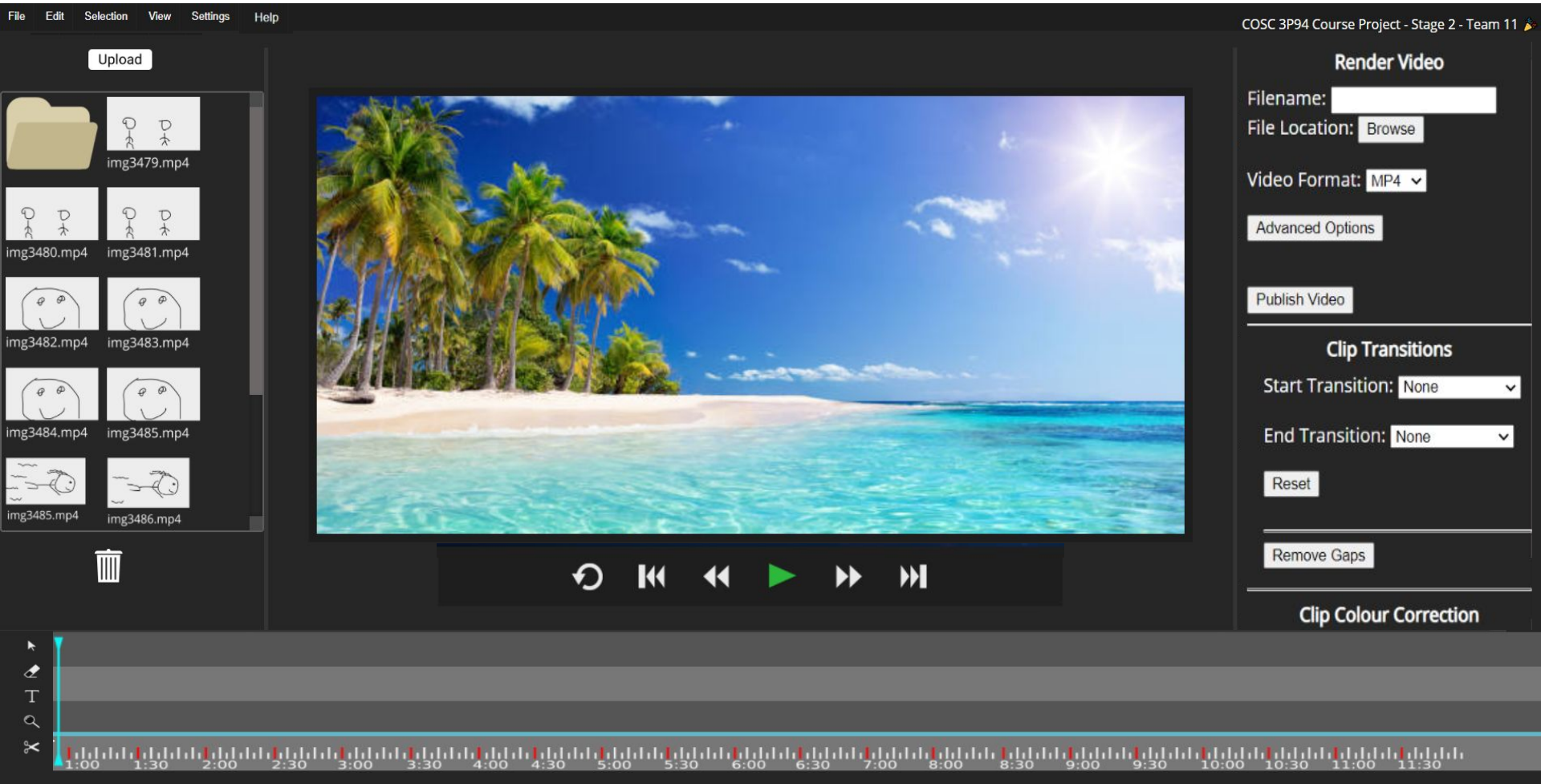
- Number of Questions
- Keep track of outliers
- Ensure survey takers are being honest with their responses

UI Design Assumptions

- Anna White likes simplistic design
  - Minimize gulf of evaluation
- Cut back on features for users not as experienced
  - Anna white (main persona) is not as experienced
- Users like to work from left to right
  - Cultural constraints (left to right reading / writing)
- Simple features presented
  - No unnecessary extensive features users may not know how to use already

Changes made from peer feedback

Screenshot of our software - Before changes

Final Project Demo