Usability Study Raw Data

Participant — User Tasks
Age: 22
Gender: Female
Education Level: Undergraduate
Major: Behavioral Neuroscience
Technical Competency: Competent
Prior experience with similar websites: very little — noted that she has never left a public rating before, and doesn't use much social media

Task 1: *Recommending a movie to a friend*
- **Scenario:** You watched *The Shawshank Redemption* last night and you really liked it, and now you want to recommend it to one of your friends. Please recommend the movie *The Shawshank Redemption* to your friend, Jane Doe.
- **Observation:**
  - first tried to look for a list of friends or something similar
  - then tried to look in the list of movies on the screen for Shawshank Redemption
  - realized that she should search for it, and immediately found the search bar
  - from there, navigated easily to the movie page
  - quickly found the 'recommend a movie' button
  - sent the recommendation with no difficulty
- **Time it took to complete task:** 2 min
- **Post-task questionnaire:**
  - *On a scale of 1-5, where 1 is* did not complete the task*, how easy did you find the task?* **Answer:** 4
  - *What did you find difficult?* **Answer:** Everything was easy once I realized that what I needed wasn't already on the page; I had to search for things.
  - *Overall satisfaction with design on a scale of 1-5, where 5 is the best?* **Answer:** 4
  - *Any other comments?* **Answer:** It was good that the 'recommend a movie' button was at the top of the page, nice and big and easy to find. I do tend to look for action buttons on the right side of the page, though.

Task 2: *Rating a movie*
- **Scenario:** Now that you've recommended the movie to your friend, you want to rate it. You loved it so much, you want to give it 5 stars. Please rate *The Shawshank Redemption* 5 stars.
- **Observation:**
  - now that she'd done the first task, easily navigated back to the movie page
  - immediately saw the "Add a rating" text next to the rating stars

- ○ was slightly confused as to which star to click (though she verbally confirmed that having the sort of hover feedback common on these sorts of ratings systems would have made it no trouble at all)
  - ○ once she clicked the star, wasn't sure whether she needed to click post to add the rating, or if that was only there for posting a review
  - ○ followed her intuition and clicked post to complete the task
- **Time it took to complete task:** 45 sec
- **Post-task questionnaire:**
  - ○ *On a scale of 1-5, where 1 is* did not complete the task*, how easy did you find the task?* **Answer:** 5
  - ○ *What did you find difficult?* **Answer:** It wasn't quite clear if you needed to press post to add the rating, or just to add the optional review.
  - ○ *Overall satisfaction with design on a scale of 1-5, where 5 is the best?* **Answer:** 4
  - ○ *Any other comments?* **Answer:** Make sure to color in the stars when you hover over them when you implement the real thing; it makes it much easier to see what you're doing.

Task 3: *Changing a user's profile picture*
- **Scenario:** You are unhappy with your profile picture, and you want to change it. Disclaimer: ou cannot *actually* change your profile picture, because this is a wireframe. Navigate to where you would upload a new profile picture.
- **Observation:**
  - ○ Started by trying to click on the Settings menu, and then saw the underlined username in the header
  - ○ clicked that, then tried to click on the picture in order to edit it
  - ○ when nothing happened, saw the settings button in the upper right corner of the picture
  - ○ clicked on settings button and easily navigated through the dialog to browse for and save a new profile picture
- **Time it took to complete task:** 30 sec
- **Post-task questionnaire:**
  - ○ *On a scale of 1-5, where 1 is* did not complete the task*, how easy did you find the task?* **Answer:** 3
  - ○ *What did you find difficult?* **Answer: I** would have expected clicking on the profile picture to bring up a settings/upload menu.
  - ○ *Overall satisfaction with design on a scale of 1-5, where 5 is the best?* **Answer:** 4
  - ○ *Any other comments?* **Answer:** It was helpful that the john.doe was underlined to highlight that it was a link, but I would still think to change something like profile settings, you would go to the settings menu. Maybe include both the account settings and the profile settings in a dropdown under the settings icon.

Participant — Admin Tasks
Age: 22
Gender: Male
Education Level:
Major: Math
Technical Competency: Very competent
Prior experience with similar websites: spends a lot of time on the internet

Task 1: *Removing a user from Spoiled Tomatillos*
- **Scenario:** A user with the username "john.doe" has not been following the Community Guidelines, and you wish to remove them. Please remove this user.
- **Observation:**
  - out loud, noted that there was nothing that suggested users anywhere on the page, so immediately went to the search bar
  - searched for the user and found him easily
  - saw the 'remove user' button immediately
  - clicked the button and quickly clicked through the confirmation dialog
- **Time it took to complete task:** 15 sec
- **Post-task questionnaire:**
  - *On a scale of 1-5, where 1 is* did not complete the task*, how easy did you find the task?* **Answer:** 5
  - *What did you find difficult?* **Answer:** slightly unsatisfied with search being the only way to find users, especially when it's the same search for movies and users
  - *Overall satisfaction with design on a scale of 1-5, where 5 is the best?* **Answer:** 4
  - *Any other comments?* **Answer:** slightly unrealistic that removing a user is 1. so easy and 2. the only thing you can do to punish them — perhaps add warn, disable, post admin message to user

Task 3: *Changing a movie's year*
- **Scenario:** You are informed that the year of a movie on your website is incorrect. Please change the movie year of *The Shawshank Redemption* from 1994 to 2018.
- **Observation:**
  - quickly navigated to the movie page from the search bar
  - first tried to click on the year to edit it
  - then saw the 'edit' button on the top right and clicked that
  - immediately noticed that the fields had become editable, and changed the year
  - clicked the 'finish edit' button
- **Time it took to complete task:** 20 sec
- **Post-task questionnaire:**
  - *On a scale of 1-5, where 1 is* did not complete the task*, how easy did you find the task?* **Answer:** 5

- ○ *What did you find difficult?* **Answer:** didn't instantly see edit (but experienced admin would have known it was there)
- ○ *Overall satisfaction with design on a scale of 1-5, where 5 is the best?* **Answer:** 4
- ○ *Any other comments?* **Answer:** unrealistic that edit is the only thing you can do, what about deleting or adding a movie? also, wording on the 'finish edit' button should be 'apply' or 'save' (or have two buttons, one that applies it and leaves it in edit mode, one that saves it and goes out of edit mode) and there should be a 'cancel' button

Task 3: *Removing a profane review*
- **Scenario:** You have been informed that there is a profane review written about *The Shawshank Redemption*. Please remove this review.
- **Observation:**
  - ○ easily navigated back to the movie page
  - ○ saw the reviews had 'x's on them, even though he hadn't clicked 'edit'
  - ○ clicked on the 'x' and easily navigated through the dialog
  - ○ noted aloud that he had half expected to need to be in edit mode to delete a review
- **Time it took to complete task:** 15 sec
- **Post-task questionnaire:**
  - ○ *On a scale of 1-5, where 1 is* did not complete the task*, how easy did you find the task?* **Answer:** 5
  - ○ *What did you find difficult?* **Answer:** slightly surprised you didn't have to go into edit mode first, so maybe edit should be inside a box (or some other way of associating things) that shows what you can edit
  - ○ *Overall satisfaction with design on a scale of 1-5, where 5 is the best?* **Answer:** 4
  - ○ *Any other comments?* **Answer:** found it unrealistic that deleting is the only thing you can do, how about being able to temporarily remove the review, send it back to the user to modify and resubmit? also, it's not obvious which review the popup was referring to — do something to make it obvious which review you're about to delete