Northeastern University
CS 4500 – Software Development

Spoiled Tomatillos Usability Report

Authors: Justin Vincelette, Alice Nin, Nicole Pristin, Kathleen Newcomer, Yuliya Smilyanski
aka Team J.A.N.K.Y.
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INTRODUCTION:

The system under study in this usability report is the new website *Spoiled Tomatillos*, a movie reviewing site & social media platform. This new site intends to be user friendly in its design, since the whole site has been created for end users to enjoy. The site is now ready for users to sign up and begin using the platform. Before the IPO, Team JANKY has decided to do one last usability study on the user interface of the web app.

The methodology of this study was quite simple. Since the website is up and ready for users to use, we were able to do this study very easily. We assigned tasks for users to accomplish, and the users tried to accomplish them. Afterwards, we discussed the task and whether or not the interface was user-friendly.

PARTICIPANTS:

Participant #1:
- *Age*: 22
- *Gender*: Female
- *Education level*: Bachelors
- *Major*: Biology
- *Technical competency*: Competent
- *Prior experience with the product*: No

Participant #2:
- *Age*: 23
- *Gender*: Female
- *Education level*: Bachelors
- *Major*: Computer Engineering
- *Technical competency*: Competent
- *Prior experience with the product*: No

Participant #3:
- *Age*: 22
- *Gender*: Female
- *Education level*: Bachelors
- *Major*: Computer Engineering
- *Technical competency*: Competent
- *Prior experience with the product*: No

Participant #4:
- *Age*: 20
- *Gender*: male
- *Education level*: junior in college
- *Major*: Chemical Engineering and Physics
- *Technical competency*: Competent
- *Prior experience with the product*: No

Participant #5:
- *Age*: 20
- *Gender*: male
- *Education level*: junior in college
- *Major*: Behavioural Neuroscience
- *Technical competency*: Competent
- *Prior experience with the product*: Some prior experience

TASKS:

Describe the tasks the volunteers executed

End User:

1. *Recommending a movie to a friend*
   You watched the *Shawshank Redemption* last night and you really liked it, and you now want to recommend it to one of your friends. Please recommend the movie the *Shawshank Redemption* to another user on the site, yuliya1.

2. *Rating a movie*
   Now that you've recommended the movie to your friend, you want to rate it. You loved it so much, so you want to give it 10 stars. Please rate the *Shawshank Redemption* 10 stars.

3. *View your system recommended movies*
   You aren't sure of what to watch tonight, but you trust Spoiled Tomatillos' recommendation algorithm. You decide to look at your recommended movies to decide which one you want to watch. Please go find your recommended movies.

4. *Edit your Bio*
   You want to change your bio on your profile page to say what your favorite movie is. Please change your bio to say what your favorite movie is.

5. *Follow a user*
   You just made friends with User 57, a user on the site. You want to follow the user. Please follow User 57.

MEASUREMENTS:

List and describe the variables of interest and how you measured them

The variables of interest that we were measuring were:

1. *Time it took to complete a task*
   We measured this using a stopwatch, starting the timer directly after we finished giving the task and stopping it as soon as the user completed the task
2. *On a scale of 1-5, the difficulty of the task for the user*
   We measure this through a questionnaire, simply asking the user to answer the question
3. *What the user found difficult to do*
   We measure this through a questionnaire, simply asking the user to answer the question
4. *Overall satisfaction with the design on a scale of 1-5*
   We measure this through a questionnaire, simply asking the user to answer the question
5. *Any other comments the user wanted to offer*
   We measure this through a questionnaire, simply asking the user to answer the question

TEST RESULTS:

Participant #1 (End User):
- Task 1:
  - Time to completion: 27 seconds
  - Post-task questionnaire:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5 (if the site had worked properly, a bug was identified)
    2. What did you find difficult? **Answer:** N/A
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
    4. Any other comments? **Answer**: The site should work
- Task 2:
  - Time to completion: 14 seconds
  - Post-task questionnaire:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5
    2. What did you find difficult? **Answer:** N/A
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
    4. Any other comments? **Answer**: If you love a movie don't give it an F
- Task 3:
  - Time to completion: 14 seconds
  - Post-task questionnaire:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 4
    2. What did you find difficult? **Answer:** I would expect recommended movies to be a part of my user account
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4
    4. Any other comments? **Answer**: I would expect the explore tab to be generally popular things or separated by genres since a movie recommendation sites, and expect things recommended for me to be on my profile, kind of like Netflix since that's what I'm used to.
- Task 4:
  - Time to completion: 16 seconds
  - Post-task questionnaire:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5

2. What did you find difficult? **Answer:** N/A
3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
4. Any other comments? **Answer**: N/A

- Task 5:
  - Time to completion: 8 seconds
  - Post-task questionnaire:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5
    2. What did you find difficult? **Answer:** N/A
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
    4. Any other comments? **Answer**: N/A

Participant #2 (End User):

- Task 1:
  - Time to completion: 22 seconds
  - Post-task questionnaire:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5
    2. What did you find difficult? **Answer:** N/A
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
    4. Any other comments? **Answer**: Took a second to realize she was on a movie website, this is the fault of the tester. Does not work on chrome.
- Task 2:
  - Time to completion:
  - Post-task questionnaire:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5
    2. What did you find difficult? **Answer:** N/A
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
    4. Any other comments? **Answer**: It was kind of hard counting the stars, so maybe make the stars bigger or number them
- Task 3:
  - Time to completion: 15 seconds
  - Post-task questionnaire:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 3
    2. What did you find difficult? **Answer:** My thinking was to click on my user and then there will at least be a link to see my

recommended movies. But once that didn't work it was in the second most obvious spot. Explore also seems like a misnomer.
3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 3.5
4. Any other comments? **Answer**: N/A

- Task 4:
    - <u>Time to completion</u>: 20 seconds
    - <u>Post-task questionnaire</u>:
        1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5, but it didn't save so 1
        2. What did you find difficult? **Answer:** I expected there to be an edit button by the bio instead of under my name.
        3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4.5
        4. Any other comments? **Answer**: Edit button was not in the expected place, and make the button a different color so it stands out more.
- Task 5:
    - <u>Time to completion</u>: 10 seconds
    - <u>Post-task questionnaire</u>:
        1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 4.5
        2. What did you find difficult? **Answer:** The color of the button made it not noticeable
        3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4.5
        4. Any other comments? **Answer**: N/A

Participant #3 (End User):

- Task 1:
    - <u>Time to completion</u>: 1 min 30 sec
    - <u>Post-task questionnaire</u>:
        1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 3
        2. What did you find difficult? **Answer:** It's the kind of thing that now that I've done it once it would be easy, but my immediate reaction was to go to the user and then to the movie
        3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 3
        4. Any other comments? **Answer**: Notifying that the rec was sent would be good
- Task 2:
    - <u>Time to completion</u>: 7 seconds

- ○ Post-task questionnaire:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5
    2. What did you find difficult? **Answer:** N/A
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4
    4. Any other comments? **Answer**: When I refreshed the page the rating disappeared
- Task 3:
    - ○ Time to completion: 17 seconds
    - ○ Post-task questionnaire:
        1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 4
        2. What did you find difficult? **Answer:** The explore having a search icon threw me off
        3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4
        4. Any other comments? **Answer**: Same reason
- Task 4:
    - ○ Time to completion: 12 seconds
    - ○ Post-task questionnaire:
        1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5
        2. What did you find difficult? **Answer:** N/A
        3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
        4. Any other comments? **Answer**: N/A
- Task 5:
    - ○ Time to completion: 7 seconds
    - ○ Post-task questionnaire:
        1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5
        2. What did you find difficult? **Answer:** N/A
        3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
        4. Any other comments? **Answer**: N/A

Participant #4 (End User):

- Task 1:
    - ○ Time to completion: 52 seconds
    - ○ Post-task questionnaire:
        1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 3.5/4

2. What did you find difficult? **Answer:** initially looking for users, unaware of how site works.
3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 3
4. Any other comments? **Answer**: doesn't understand website

- Task 2:
  - <u>Time to completion</u>: 20 seconds
  - <u>Post-task questionnaire</u>:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5
    2. What did you find difficult? **Answer:** n/a
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4
    4. Any other comments? **Answer**: it was good
- Task 3:
  - <u>Time to completion</u>: 2.4 seconds
  - <u>Post-task questionnaire</u>:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 4
    2. What did you find difficult? **Answer:** it makes sense that they're under explore but also not really
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4
    4. Any other comments? **Answer**: it's good
- Task 4:
  - <u>Time to completion</u>: 20
  - <u>Post-task questionnaire</u>:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 4
    2. What did you find difficult? **Answer:** didn't see edit thing right away
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4
    4. Any other comments? **Answer**: the edit placement is weird
- Task 5:
  - <u>Time to completion</u>: 12.3 seconds
  - <u>Post-task questionnaire</u>:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5
    2. What did you find difficult? **Answer:** nothing it was clear
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
    4. Any other comments? **Answer**: nothing

Participant #5 (End User):

- Task 1:
  - <u>Time to completion</u>: 42 seconds
  - <u>Post-task questionnaire</u>:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 4
    2. What did you find difficult? **Answer:** couldn't put space bar
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4
    4. Any other comments? **Answer**: no
- Task 2:
  - <u>Time to completion</u>: 11 seconds
  - <u>Post-task questionnaire</u>:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5
    2. What did you find difficult? **Answer:** nothing
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
    4. Any other comments? **Answer**: no
- Task 3:
  - <u>Time to completion</u>: 4.8 seconds
  - <u>Post-task questionnaire</u>:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5
    2. What did you find difficult? **Answer:** nothing
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4
    4. Any other comments? **Answer**: explore is a weird term for it, magnifying glass is also strange
- Task 4:
  - <u>Time to completion</u>: 11 seconds
  - <u>Post-task questionnaire</u>:
    1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 4.5
    2. What did you find difficult? **Answer:** placement of edit button
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4
    4. Any other comments? **Answer**: edit should be by the word bio
- Task 5:
  - <u>Time to completion</u>: 15
  - <u>Post-task questionnaire</u>:

1. On a scale of 1-5, where 1 is did not complete the task, how difficult did you find the task? **Answer:** 5
2. What did you find difficult? **Answer:** nothing
3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
4. Any other comments? **Answer**: search function should have suggestions auto-complete

ANALYSIS:

After near completion of our web app, we have decided to use this usability report as a guide to last minute changes, as well as future changes to the web app after hand-off to Mystery Startup. We have identified some issues with the design of the website, and intend to improve upon those in the limited time we have.

One issue identified is with the edit profile use case. We have found that participants have trouble locating the edit profile button, causing them to become confused and trying to click on the bio section, rather than trying to find a button to allow them to edit it. We believe a better placement of the edit button, perhaps closer to the bio section, would be useful. Additionally, making the color of the button more noticeable would help our users locate it quickly. This is a quick change which we intend to do before the end of sprint review.

Another issue identified is with the naming and icon of the explore page. Participants have noted that naming it "explore" has left them confused about the intended use of the page. Additionally, the magnifying glass search icon is also confusing. We intend to combine the explore and home page, so this issue will soon cease to be a problem. For now, we can change the icon at the very least so that it no longer looks like a search section.

An overarching issue we have noted with the web app is that many users are confused by the search functionality. Indeed, many search bars of today have auto-complete search suggestions. As we are still in the beginning stage of our web app, we were not able to purchase more API calls from OMDB to make auto-complete a possibility. Once Mystery Startup takes over, we encourage them to pay for the higher plan with OMDB and implement auto-complete search suggestions. It would make the user experience much smoother and more normal to what the typical user sees on an everyday basis.

These are only a few of the issues we have identified in our short study. We believe, however, that the correction of these small issues would make a large impact on the ease of use of our site. We highly recommend these changes to be implemented to create the best user experience possible.