Usability Study Volunteer: Marina Moskowitz
Age: 22
Gender: Female
Education level: Undergraduate
Major: Entrepreneurship and Computer Science
Technical competency: Very competent
Prior experience with similar websites: None, also had never used *Rotten Tomatoes*

Task 1: *Recommending a movie to a friend*
- Scenario: 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 your friend, Jane Doe.
- Observations:
    - Started on homepage
    - Was searching through the homepage hoping to find the *Shawshank Redemption* there in her recommended/most recently watched playlist
    - Realized that it probably wouldn't be there, so decided to try to find the search bar
        - Took slightly longer than expected to find the search bar, didn't really know where to look for it off the top of her head
    - Correctly searched for the *Shawshank Redemption* in the search bar and landed on the movie page
    - Quickly found the "Recommend Movie" button
    - Quickly found Jane Doe in the drop down and showed that she would type the optional comment with the recommendation and then pressed "Ok"
    - Successfully was navigated back to the movie page
- Time it took to complete task: 2 minutes
- 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:** Tough to find the search bar at first glance
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4
    4. Any other comments? **Answer**: May be good to add a "Movies I've Recently Watched" to my homepage so that if I had accessed the movie on the website before watching it, it'd be easy for me to find it and rate it when I signed in next time

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, so you want to give it 5 stars. Please rate the *Shawshank Redemption* 5 stars.
- Observations:
    - Started on the homepage

- ○ Quickly navigated to the search bar and looked up the name of the movie *Shawshank Redemption*
- ○ Took a few quick seconds to find the stars and demonstrated how she would rate the movie as five stars by pointing to the 5th star on the page
- ○ Pressed post
- ○ Absolutely no problems doing this task whatsoever
- ● <u>Time it took to complete task:</u> 45 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 at all, very easy and user friendly
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
    4. Any other comments? **Answer**: Nothing, everything was very obvious and clear

Task 3: *Changing a user's profile picture*
- ● <u>Scenario:</u> You are unhappy with your profile picture, and you want to change it. Disclaimer: You cannot *actually* change your profile picture, because this is a wireframe. Navigate to where you would upload a new profile picture.
- ● <u>Observations:</u>
    - ○ Started on the home page
    - ○ Took a couple seconds to figure out that that the "john.doe" at the top of the page represented a hyperlink to the user profile - overall, this did not seem like a serious difficulty at all, but definitely took a few moments to determine where the link to the profile was located
    - ○ Successfully navigated to the John Doe profile page
    - ○ Originally wanted to click on just the avatar, but when I did not place a new webpage/wireframe in front of her, she reconsidered and decided to press on the small settings rectangle in the top right-hand corner of the avatar
    - ○ Successfully pressed on "Browse" and then "Save" to upload the new avatar/profile picture
- ● <u>Time it took to complete task:</u> 1 minute
- ● <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 all felt intuitive
    3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
    4. Any other comments? **Answer**: I really liked the designs you have so far, everything seemed pretty simple to me!