



Spoiled Tomatillos Usability Report

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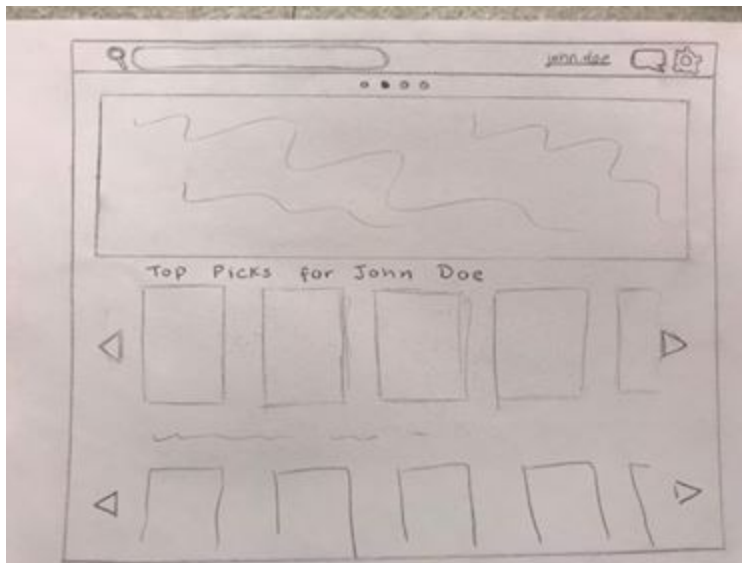
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INTRODUCTION:

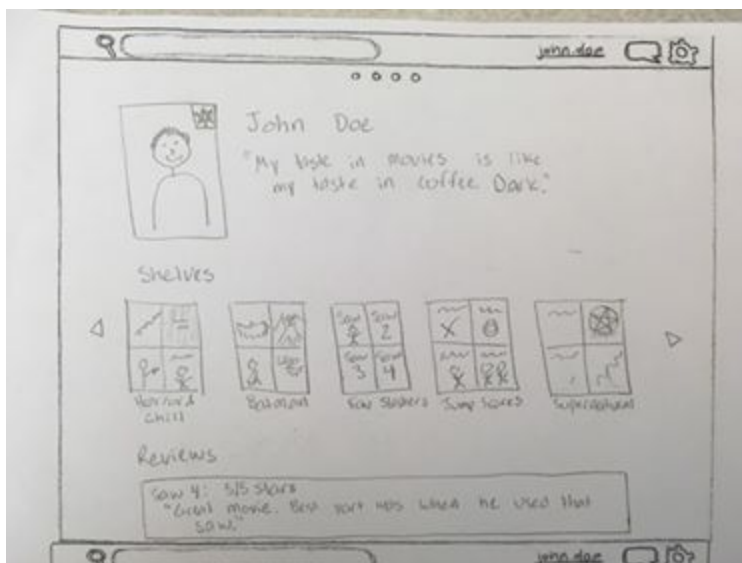
The system under study in this usability report is the new website *Spoiled Tomatillos*, a movie reviewing site & social media platform. This new site intends to be user friendly in its design, since the whole site has been created for end users to enjoy. While the site is still early in the development stages, Team JANKY has decided to put UI design in the forefront by creating a wireframe prototype of the web app. The wireframe was created as an abstract vision for what the site should look like. While no details are set in stone, we are happy with what we have created, and anticipate that both end users and admin users will respond positively to the user interface.

The methodology of this study was quite simple. First, the team created the basic idea of the UI of the website, and then we created a wireframe prototype based on those ideas. The materials we used for the prototype are paper and pencil. We were able to scan in the images of our wireframe and put them into a web app called Marvel, which is a tool for mockups and wireframes that allows linking between pages. We thought this tool would work the best for this study as we were able to naturally and effectively create links between the pages, imitating how a real website would work. We presented the wireframe to our study participants and asked them to complete certain tasks, outlined in the Tasks section of this report. We evaluated how the users completed the tasks and analyzed those results to show that our UI is effective and easy to navigate.

PAPER/RAPID PROTOTYPES:



home page, the first thing our users saw



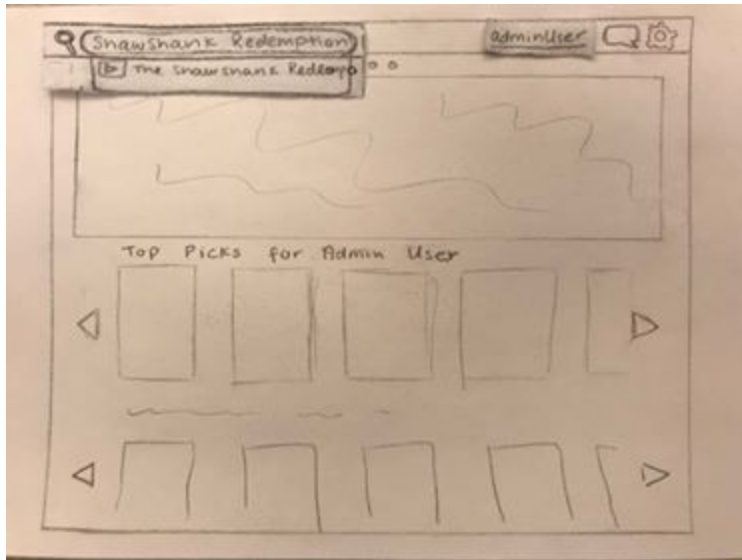
user profile page



delete review confirmation dialog box, seen by admin users



recommend movie dialog box, seen by end users



searching for a movie



movie page for The Shawshank Redemption

The link to the Marvel app presentation for end users is here:

<https://marvelapp.com/7gbb9j4/screen/37945727>

The link to the Marvel app presentation for admin users is here:

<https://marvelapp.com/7gbb9j4/screen/37946018>

PARTICIPANTS:

Participant #1:

- Age: 22
- Gender: Female
- Education level: Undergraduate
- Major: Entrepreneurship and Computer Science
- Technical competency: Very competent
- Prior experience with the product: None

Participant #2:

- Age: 20
- Gender: Male
- Education level: Undergraduate
- Major: Behavioural Neuroscience
- Technical competency: Competent
- Prior experience with the product: None

Participant #3:

- Age: 22
- Gender: Male
- Education level: Undergraduate
- Major: Electrical Engineering
- Technical competency: Very competent
- Prior experience with the product: None

Participant #4:

- Age: 22
- Gender: Female
- Education level: Undergraduate
- Major: Behavioral Neuroscience
- Technical competency: Competent
- Prior experience with the product: None

Participant #5:

- Age: 19
- Gender: Male
- Education level: Undergraduate
- Major: Mechanical Engineering and Physics
- Technical competency: Competent
- Prior experience with the product: None

Participant #6 (Admin User):

- Age: 23
- Gender: Female
- Education level: Undergraduate
- Major: Linguistics
- Technical competency: Competent
- Prior experience with the product: None

Participant #7 (Admin User):

- Age: 22
- Gender: Male
- Education level: Undergraduate
- Major: Math
- Technical competency: Very Competent
- Prior experience with the product: None

TASKS:

Describe the tasks the volunteers executed

The tasks the volunteers executed varied based on whether the user was an end user or an admin user. The following are the tasks for the two types of user:

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 your friend, Jane Doe.
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 5 stars. Please rate the *Shawshank Redemption* 5 stars.
3. *Changing a user's profile picture*
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.

Admin User:

1. *Removing a user from 'Spoiled Tomatillos'*
A user with the username "john.doe" has not been following the Community Guidelines, and you wish to remove them. Please remove this user.
2. *Changing a movie's year*
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.
3. *Removing a profane review*
You have been informed that there is a profane review written about the *Shawshank Redemption*. Please remove this review.

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:
 - 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
 1. 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 to completion: 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
- Analysis:
 - The participant had little trouble recommending the movie when she was physically on the movie page, however, the most difficult part was in simply getting to the movie page. First, she was searching for the movie on the homepage in the recommended movies, so we most likely need to make it more obvious that those are recommended movies and not a browse. Then, after not being able to find the movie there, she decided to look for a different method, such as a search bar. While she eventually found the search bar, it did take a bit longer than expected. However, after finding the search bar, everything after seemed extremely easy for her; it was just a matter of getting there. Furthermore, based on

her post-task questionnaire, she mentioned that the search was difficult to find at first glance. She also added in her comments that it may be good to add a “Movies I’ve Recently Watched” to the homepage so that if she had accessed the movie before, it would be a lot easier for her to find it.

- Task 2:
 - 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
 - Time it took to complete task: 45 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:** 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
- Analysis:
 - This task appeared to be extremely easy for the participant, and was completed in only about 45 seconds. The participant was able to this time navigate to the search bar (after the first task, she knew exactly where it was) and search up the movie under consideration. After spending a few moments glancing over the page in front of her, she was quickly able to find the place where one would put a rating of 1-5 stars. She pointed to the 5th star, signifying that she knows exactly how to rate a movie as 5 stars. Finally, she pressed “Post” to ensure that her rating was saved. Overall, her responses in the post-task questionnaire seemed very positive, and she definitely felt very at-ease while navigating through the website.
- Task 3:
 - 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
- Time it took to complete task: 1 minute
- 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:** 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!
- Analysis:
 - We started off the participant on the home page once again. It took her a few second to figure out where to navigate to a profile page, which in this case was by clicking on the “john.doe” hyperlink at the top of the page (john.doe represents the username of the user that is signed in currently). While this took slightly longer than expected, the time to find it was not substantial. After navigating through that hyperlink to the user profile, the participant quickly found the avatar/profile picture and attempted to press on it. After nothing happened, she reconsidered and instead pressed on the settings gear in the upper right hand corner of the avatar. This, as well, did not seem to have frustrated her or have taken her long at all. After the popup came up to select a new profile picture, she was able to complete the task very quickly. Based on this, the navigation to the profile was definitely the most difficult task, and even that seemed very simple and easy to the participant. Based on her questionnaire, she really enjoyed the designs that we provided and said that everything seemed very simple/intuitive to her.

Participant #2 (End User):

- Task 1:
 - Take almost no time, he went right away to the search bar and was able to find the movie. Once on the movie page, he navigated to the recommend button almost instantly.
 - 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:** 5
 2. What did you find difficult? **Answer:** nothing was difficult
 3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
 4. Any other comments? **Answer:** likes search bar on the right, like netflix.
 - Analysis:
 - This task seemed to be very easy for the participant. He instantly recognized that to look for the movie, he would need to go to the search bar. Once on the movie page, his eyes went directly down for the search bar to the actual recommend button. It seemed to be pretty intuitive for this participant.
- Task 2:
 - Easily navigated to the movie page again, but tried to click the average existing rating to give it 5 stars, rather than the actual rating area. Two two sets of stars was confusing for him
 - Time it took to complete task: 20 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:** The two different sets of stars
 3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4
 4. Any other comments? **Answer:** Wants to be able to click on the average rating to rate the movie itself.
 - Analysis:
 - The participant struggled more with this task as he was confused by the two different sets of star ratings, one at the top of the page for the average rating of the movie, and one towards the bottom where the user can submit their own review. The participant suggested using the one bar of stars to represent the average and also allow you to rate it yourself. He gave netflix as an example of this functionality.

- Task 3:
 - Easily navigated to the profile page by clicking the link in the top bar. When faced with the profile page, wanted to click the avatar first, but quickly realized to click the settings icon on the top right corner. Was able to navigate here very easily.
 - Time it took to complete task: 9 sec
 - 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:** nothing
 3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
 4. Any other comments? **Answer:** Mad that he couldn't click the browse button.
- Analysis:
 - This task seemed to be almost totally intuitive for the participant. He quickly identified that the link of the username is a way to get to the profile page. The only issue with this task was that he did not immediately identify that the gear icon on the avatar image was how to get to the avatar settings. I believe that in the future, we should make the gear icon a little bigger and more recognizable, so that it will be more intuitive.

Participant #3 (End User):

- Task 1:
 - Started on home page and was looking for *The Shawshank Redemption* to be somewhere on this page
 - When he realized that it wasn't on this page, he quickly found the search bar at the top of the page and used it to search for *The Shawshank Redemption*, which he then clicked on
 - Once on the movie page, he immediately saw the "Recommend Movie" button
 - Upon clicking on this button, he chose Jane Doe in the drop down and pressed "Ok", and received Success dialog
 - Time to completion: 30 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:** Did not find anything difficult
 3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer: 5**
 4. Any other comments? **Answer:** Found this task very easy and intuitive
- Analysis:
 - This task was very easy for the participant. Once realizing that the desired movie wasn't on the homepage, he knew he would have to search for it. He was able to spot the search bar right away, as well as immediately recognizing the big "Recommend Movie" button on the movie page. It was all intuitive for him and it shows that recommending a movie should be a simple process for users.
- Task 2:
 - Starting from where he left off from task 1, he did not initially realize he had to exit the Success dialog from the previous task, and tried to click on the 5th star in the average existing rating right below the movie title
 - After realizing the issue and closing the dialog, he once again instinctively tried to click on the 5th star in the average existing rating
 - When nothing happened, he then realized there was an Add Rating section on this page
 - He clicked 5 stars here and then immediately clicked the "Post" button
 - Time it took to complete task: 1 minute
 - 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:** Thought clicking on the average existing rating stars would submit a rating, and didn't initially notice the correct set of stars to rate with.
 3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 3
 4. Any other comments? **Answer:** He believes there should only be one set of stars, and clicking on the existing rating stars would show a dialog that says you are about to rate the movie, with the option to add a comment before submitting.
- **Analysis:**
 - The participant found this task to be less intuitive, as he was confused why clicking on the average existing rating stars wasn't submitting a review for him. As mentioned in the comments above, a new design with only one set of stars would probably make more sense for this task, and cause users less confusion.
- Task 3:
 - Quickly clicked on the username in the navigation bar and was brought to the profile
 - Instantly recognized settings gear on profile picture, and clicked on it
 - Clicked on "Browse" and then "Save" to upload a new picture
 - Time it took to complete task: 10 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:** Did not find anything difficult
 3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 5
 4. Any other comments? **Answer:** Found this task very easy and intuitive
 - **Analysis:**
 - The participant once again found this task very easy. Since the design is similar to basically how every platform lets you change your profile picture, he had absolutely no problem completing this task. He believes that anyone who has used a site with profile pictures should be able to complete this task with no problem.

Participant #4 (End User):

- Task 1:
 - 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 saw 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 to completion: 2 min
 - 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:** Everything was easy once I realized that what I needed wasn't already on the page; I had to search for things.
 3. 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.
- Analysis:
 - It was interesting that she seemed to expect that what she wanted to do was on the home page. It might have simply been that she wasn't quite accustomed to the task yet, or it might be that we need to make it more clear that the "Top Picks for [user]" section is just for recommendations, and shouldn't necessarily be the first place you go to look for a specific movie. It was good, though, that once she realized she needed to search, she found the bar right away, and completed the rest of the task easily.
- Task 2:
 - 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:
 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:** It wasn't quite clear if you needed to press post to add the rating, or just to add the optional review.
 3. Overall satisfaction with design on a scale of 1-5, where 5 is the best. **Answer:** 4
 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.
- Analysis:
 - This task was relatively easy for the user, and most of the things that were difficult will be fixed once we add things like hover action and color, which will help suggest the next action for the user. For instance, to solve her trouble with which star to click, we will make it so hovering over a star fills in the rating you're about to give it. To solve her confusion about the post button, the post button will turn a brighter color when you've added a rating or a review that you can post, telling the user that they need to click that button to complete the action.
- Task 3:
 - 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:
 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:** I would have expected clicking on the profile picture to bring up a settings/upload menu.
 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 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.

- **Analysis:**
 - This task was relatively simple for the participant to complete, even though she made a mistake before each of the first two steps. It shows that the user was not afraid to explore the website, but also that there are multiple ways that people expect to be able to do certain things. Her suggestion to include the profile settings in two places was a good one.

Participant #5 (End User):

- Task 1:
 - Started on homepage
 - Was thrown off by the hand drawn website
 - Selected the search bar, and then searched for the *Shawshank Redemption*, and then landed on the movie page
 - Quickly found the “Recommend Movie” button
 - Quickly found Jane Doe in the drop down, decided not to leave a comment, and then pressed “Ok”
 - Successfully was navigated back to the movie page
 - Time to completion: 32 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 hand-drawn website threw him off for a bit, and he wasn’t certain it would function like a normal website
- Analysis:
 - There isn’t much to be improved upon as a result of this task, other than ensuring our website looks how a user would expect a website to look, rather than hand drawn.
- Task 2:
 - Started on the homepage
 - Quickly repeated the process of getting to the *Shawshank Redemption* page from the last task
 - Quickly found the movie rating section, and selected five stars.
 - Pressed post
 - Absolutely no problems doing this task whatsoever
 - Time it took to complete task: 29 sec
 - 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:** No difficulties
- Analysis:
 - Again, with a successful, unencumbered completion of the task, there is not much information about what we could improve upon for the site.
- Task 3:
 - Started on the home page
 - Scrolled around the page some, and then tried to select the gear icon at the top of the page. Since this was not a clickable option, it did not waste

much time, but if there were normal account settings in there, it certainly would have taken him much longer to realize that was not the appropriate place.

- Eventually figured out 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 overlooked the small gear icon that was on top of the profile picture, mistaking it for a sun icon, which is certainly due to a lack of drawing skills on my part.
- Successfully pressed on “Browse” and then “Save” to upload the new avatar/profile picture
- Time it took to complete task: 35 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:** Mostly intuitive, except that he felt the gear that is always in the top bar should be a way to access this.
- **Analysis:**
 - Attempting to select the gear icon in order to edit a profile picture does make sense, so I think what we should learn from this is that in the settings menu, there should be links to edit the profile. Having a couple different ways to access the same thing would definitely be helpful, so long as it doesn't go overboard.

Participant #6 (Admin User):

- Task 1:
 - Started on homepage
 - Went to the search bar, and correctly selected “john.doe” instead of “Jane Doe”, and landed on john.doe’s profile page.
 - Quickly found the ‘remove user’ button, and navigated the prompt asking for confirmation of this action.
 - Time to completion: 25 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: No difficulties**
 - **Analysis:**
 - This participant had no issues with this task, and there is no action we can take to improve the site based on this participant’s completion of this task.
- Task 2:
 - Started on the homepage
 - Selected the search box, but due to limitations of the wireframe we used, ended up only seeing options to search for john.doe and Jane Doe again, as in the last task.
 - Struggled with this for a little bit before I prompted her to select a different section of the search box, because we couldn’t have two hyperlinks in the same place.
 - Once she had the option of selecting the Shawshank Redemption, she took it and landed on the movie’s page.
 - She found the edit page button in the top right, and selected it.
 - She then selected the text box for the movie year, and changed it.
 - She then saved the changes.
 - Time it took to complete task: 1 minute and 20 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: 4.5**
 2. What did you find difficult? **Answer: The search box did not bring up movies if you clicked in the right half**
 - **Analysis:**
 - The main issue with completing this task was a limitation of the wireframe we used. For the admin user set, we could not fake the search for movies and users in the same location on screen, so each got half of the search box. This would not be the scenario in the actual website. This does point towards making sure that the search box can search for everything, rather than splitting it into

two different boxes for the two main functions of the site, movies and users.

- Task 3:
 - Started on the home page
 - Quickly repeated the process of navigating to the shawshank redemption page, this time knowing where to click in the search box.
 - Scrolled down the page to where the reviews are, and the scrolled back to the top and selected the edit page button.
 - Scrolled back down to the review, and found the offending review.
 - Attempted to click the 'x' on the corner of the review, but nothing happened.
 - She realized that removing reviews must not be part of editing the movie, and exited the the edit movie page.
 - She scrolled back down to the offending review, and attempted to click the 'x'.
 - At this point, again nothing happened, but it should have, the wireframe just wasn't set up quite correctly, so I ended the task.
 - Time it took to complete task: 1 minute and 13 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:** 4.5
 2. What did you find difficult? **Answer:** It made sense to go back to the edit movie page to remove a review of it. Additionally, the wireframe didn't work quite properly, so that caused some confusion as well.
- Analysis:
 - Going to the 'edit movie' page does make sense if you want to remove a review, so I think out takeaway from this should be that removing reviews is possible from both pages. The other issue with this task was due to error of our team, and not the participant, so I don't think any lesson should be learned from that.

Participant #7 (Admin User):

- Task 1:
 - 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 to completion: 15 sec
 - Post-task questionnaire:
 1. *On a scale of 1-5, where 1 is did not complete the task, how easy did you find the task?* **Answer:** 5
 2. *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
 3. *Overall satisfaction with design on a scale of 1-5, where 5 is the best?* **Answer:** 4
 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
- Analysis:
 - This participant had no issues with completing the tasks, but he had multiple critiques as to the general 'remove user' functionality. While the comments were slightly off topic, he included some good suggestions for what other sorts of functionality we may want to implement when we design more use cases for admin users.
- Task 2:
 - 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:
 1. *On a scale of 1-5, where 1 is did not complete the task, how easy did you find the task?* **Answer:** 5
 2. *What did you find difficult?* **Answer:** didn't instantly see edit (but experienced admin would have known it was there)
 3. *Overall satisfaction with design on a scale of 1-5, where 5 is the best?* **Answer:** 4
 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

- **Analysis:**
 - This user, again, had no trouble with this task, even though he made a mistake at first. We might want to look into the placement of the edit button so that it is easily associated with the movie data and only the movie data. We also might want to rename the 'finish edit' button to something more standard, like 'apply' or 'save'.
- Task 3:
 - 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:
 1. *On a scale of 1-5, where 1 is did not complete the task, how easy did you find the task?* **Answer:** 5
 2. *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
 3. *Overall satisfaction with design on a scale of 1-5, where 5 is the best?* **Answer:** 4
 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
- **Analysis:**
 - This user found this task trivial to complete, but again, had some suggestions as to possible future features we could implement. He did have a little bit of confusion with the edit button, thinking that it was the edit mode for the whole page. Because of this, in combination with the data from the previous task, we should probably reconsider the location of the edit button, or find a better way of grouping it with the movie data and only the movie data.

DISCUSSION:

After analyzing how the seven participants interacted with our user interface, Team JANKY is mostly satisfied with their initial design for *Spoiled Tomatillos*. Throughout the studies, we saw that the participants were very successful in completing the tasks that we instructed them to do on the site. There were only some occasional small problems throughout, and the participants were always able to get past these after a brief moment to still complete the task. This general relative ease of use by the participants can probably be associated with how our design is based on several existing sites. For example, the homepage is very similar to how Netflix is set up, the navigation bar and profile page took some inspiration from Facebook, and the movie page blends ideas from Rotten Tomatoes and IMDB. Therefore, while our participants had zero experience with *Spoiled Tomatillos*, they were still able to easily interact with it based on their past experience with some of the sites just mentioned.

One minor issue that we noticed across a few of the participants was in task 1, when telling them to recommend a movie to their friend, they initially started searching the home page for the desired movie. They were under the assumption that the it would be in a list of recently watched movies on the homepage. From this, we realize that we should make it more clear that the home page is only showing recommended movies. Another small problem with a couple of our participants occurred when trying to rate the movie. They initially tried clicking on the existing overall rating towards the top of the page, before realizing there was a separate rating section. While not a huge deal since it was easy for them to correct their mistake, it still might be a good idea to switch up this design. The best option might be to only have one set of stars, that highlight when hovering over them, and bring up a rating dialog upon clicking on one. This would eliminate some of the confusion that our participants experience. In task three, end users tried to select the gear icon which would normally open a settings page, rather than navigating to their profile in order to change their photo. Since this path also makes sense, we have realized the importance of having multiple routes through the site that work for accomplishing the same task. Another example of this was with the admin users. Initially we had intended for admins working with reviews to do that separately from editing the movie, but there is no reason it has to be that way, and admins should be able to edit reviews from the edit movie page.

The other main issues had to do with navigating, but this was mostly a result of how the wireframe was set up and less to do with the actual design. For example, every button wasn't made clickable on Marvel, so sometimes the participants were confused when they tried to click something and nothing happened. This would be easily solved in the actual implementation when everything is fully functioning and there isn't just one path to complete a task. Additionally, with the wireframe we were unable to cue the user on the next step in an action they had started. For example, in the final website, while rating a website, 'Post' would be greyed out, until the user had rated the movie, and after they had selected a number of stars, it would become full color, indicating to the user that they needed to click that button.

For the next iteration of the site design, we intend to learn from all of these participants. For obvious reasons the wireframe was very limited in scope, but partially it was due to us not considering multiple paths through the site. So we will work to expand that. We will also endeavor to cue the user on their next action once it has become clear they've started an

intended series of actions. Given how confused the participants were when they tried to click something and nothing happened, we will also make sure that there is nothing on the site that looks like a button but isn't. For the wireframe, this was permissible but for our final design navigation will be much more obvious. Overall we were very happy with how our participants did, as none were unable to complete the tasks as intended, and most completed their task in will under a minute. We aim to continue to improve ease of use with future versions of Spoiled Tomatillos.