

Interview Q's

- age, gender, user type
 - how often do you post art online?
 - " " " buy " " ?
 - Post an image
 - Add image to a gallery
 - Purchase an artwork
 - good/bad feedback? (pop-ups)
 - easy to understand/word choice?
 - consistent with other websites?
- } anything confusing/unintuitive?
easy/difficult to complete?
anything surprising/unexpected?

- time to complete task
- # & type of errors
- error rate
- help asked
- # of users who made errors
- # user that completed tasks
- # clicks

Notes:

- can't hear mouse clicks through zoom → didn't count
- 4/5 participants made errors (Person 4)
↳ 1 error, make post (see interview notes)
- 4/5 participants asked for help (Person 1)
↳ mainly due to bad zoom set up (made sure to remind later participants)

FAQ:

- make gallery search bar
↳ 5/5 participants asked
- in-site order history page (guess ppl don't like checking emails)
↳ 3/5 ppl asked

Person 1: (returning participant)

- 22, female, professional artist
- posts art once or twice a week
- never bought art/original artwork online
↳ seems shady

- Zoom setup (i.e. my face cam) blocked parts of the website
→ time might be longer than usual

Post an image: 7 min 10s

- Not sure what the difference between post & gallery is,
associates "gallery" with all posts
↳ prefers "collection" or "album"
- Liked the thumbnail feature
- alg for suggested tags, click to add feature - tends to type all out

Create gallery: 1 min 30s

- was confused/overwhelmed by first page
· said she wouldn't remember captions of art especially if she posts a lot - let users scroll through thumbnails?
- noticed post and gallery set up were flipped
post: images on left, text on right vs gallery: text on left, img right (inconsistent)
- thought slide button was weird (circle), used to (square)
- asked if she would have to find images one by one
- tends to reset button as filter, - wouldn't remember what category she uses
· use tag system instead? and display tags the artist has used before
very similar to Art Station

Purchase artwork: 1 min 50s

- very easy
- though "shop" & "cart" button were the same button
↳ change button order or add button outlines

gallery shop ?? vs **gallery shop** ??

verification? making sure ppl aren't stealing other ppl's art and selling as their own (redbubble has this problem)

Other:

- no home button? - not familiar with clicking logo to go home

Person 2: (new participant)

- 22, female, buyer/art enjoyer user type
- doesn't post art occasionally posts on IG
- doesn't buy art, doesn't like spending money

Make Post: 1 min 16sec

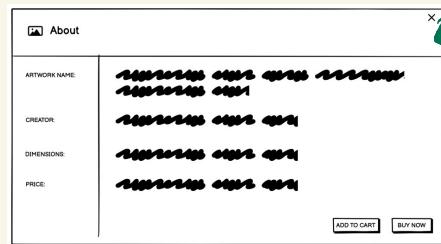
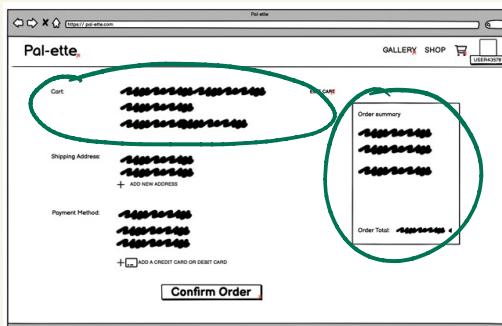
- very straight forward
- didn't know tags were the same as hashtags
- used to make post button being at the top of webpage, associates bottom right with customer service chatbots
- thinks upload could be streamlined to be drag & drop instead of separate button

Make Gallery 1min 30s

- confused by search bar (scope of search unclear)
 - "is this all art on the platform or just my art?"
- would not remember captions used
- "Would I be able to see what photos I already chose?"
 - same concern as before
- Confused by "landing page" after gallery was made, thought home page was gallery
 - take users to Gallery tab once new gallery was made

Buying art: 1min 25s

- include picture in description pop-up instead of misclick, or add about info directly to description
- unclear what information is being shown on checkout page
 - might be redundant?



P3: (new participant)

- 20, male, buyer/art enjoyer user type
- doesn't post or buy

Make Post: 1min

- pretty straightforward - was not clear what is/isn't a button on Balsamiq Mockups
- prefer drag & drop over separate upload button

Forgot to talk, too focused on finding clickable buttons

Make Gallery: 40sec

- unclear scope of search
- (gallery page) can only click on gallery image but not name?

Buy art: 1min 50

- made a lot of jokes during this part of the interview & passed out the time
- expected about into to be in the description rather than separate pop-up
- order confirmation page/order history page rather than a pop-up?

Other

- made a lot of assumptions about functionality → less feedback

P4 (new participant)

- 22, male, buyer/art enjoyer type user
- never posts on social media
- has bought art once from friends shop, usually too expensive
- Make Post:

- error - was not used to 2 upload buttons, assumed both were the same
 - ↳ basically posted a thumbnail & no images the first time
- label is too far from button, assumed button was for entire post
 - more closer or stream line to drag & drop
- unfamiliar with uploading a thumbnail



Malee Gallery:

- thought labels were too restrictive
 - some artist exclusively use one medium; would not help filter galleries
- scope of search unclear

Buy Art:

- surprised by missing "Continue shopping/browsing" button
- used to:
 - 1) add to cart → bubble notification in cart + pop-up of what was added
 - 2) click on cart to checkout/edit
- "no order history?"

Other:

- Dark mode compatibility DONE

PS (returning participant)

- 22, female, art seller type user
- post Zink for shop, has bought from other artists online
- uses google forms to emulate e-commerce experience for her own shop
- unable to record interview & forgot to set timer

Make Post:

- surprised by lack of dimension restraints
- not used to thumbnails
- want colors to differentiate buttons

Make Gallery:

- first user to click gallery tab instead of + in first click
- similar to redbubble
- scope of search unclear ("wishlist-type or album?")
- likes the filters

Buy Art:

- order history page?
- "how does shipping work?"
- very similar to other online shopping sites

Other:

- want more tabs to organize content
- your posts vs public vs discovery / suggestions page