

# Transcoding Website Usability Survey

## Existing Solutions Questionnaire

*"Can a transcoding service be designed that provides sufficient education to allow a layman to effectively transcode video?"*

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# Chapter 1

## Introduction

### 1.1 Overview

The aim of the “Transcoding Website Usability Survey” is to gather feedback from users about the usability of a transcoding website, in order to identify areas for improvement and make necessary changes that will enhance the user experience.

### 1.2 How Long Will The Survey Take?

Due to the comprehensive nature of the survey and the depth of feedback that is being sought, it is expected that the survey may take up to two hours to complete. This estimate is based on the average amount of time it takes for users to provide thoughtful and detailed responses to the survey questions. It also accounts for the downloading of the source files for the survey, as well as upload, transcode, and download times.

### 1.3 This Document

This document has been created so that you have the option to record your answers, pause the survey, and return at a later time if you need to. We encourage participants to complete the survey in one sitting.

## 1.4 How Your Data Is Stored and Used

All responses to the “Transcoding Website Usability Survey” are treated with strict confidentiality and anonymity. This means that no personally identifiable information will be collected from respondents, and no identifying details will be associated with any feedback provided. The use of anonymity in this survey ensures that respondents are able to provide candid and truthful feedback without any fear of retribution or social desirability bias. By upholding ethical principles of anonymity, the survey is able to collect accurate and reliable data, leading to more informed decision-making and improved user experience for the transcoding website.

## 1.5 Participant Information and Consent

Please ensure you read the Participant Information and Consent Form.

You can access it at:

<https://1drv.ms/b/s!AhkIcseg6EOIiqYWcs3tVVU4ZI-qVA?e=PwreWg>

**Please retain a copy of this document.**

## 1.6 What You Need to Participate

- 2 hours
- A laptop or desktop computer
- 2 GB of free space on your device
- Permission to install applications on your device for one of the services
- An Internet connection
- The *Big Buck Bunny* video in *Standard 2D, 1080p, 60FPS*

*During this survey, you will be required to upload and download video files. These video files will be provided to you, and you must only use the provided videos for the purpose of this survey. You can download Big Buck Bunny directly from this link ([http://distribution.bbb3d.renderfarming.net/video/mp4/bbb\\_sunflower\\_1080p\\_60fps\\_normal.mp4](http://distribution.bbb3d.renderfarming.net/video/mp4/bbb_sunflower_1080p_60fps_normal.mp4)). If a video player is displayed, it should provide an option to download the file within the menu accessed by clicking on the ⋮ icon in the bottom right of the player.*

## **1.7 How Do I Submit My Responses?**

You can submit your responses anonymously in this Microsoft Forms form: ([link here](#)).

## **1.8 What If I Wish To Not Answer A Question?**

You are free to answer or skip any and all questions. If you wish to skip a question, simply record that in a way that makes sense to you when undertaking the survey. When you are submitting your responses in the form, select the option stating that you wish to opt out of this question.

## Chapter 2

# About You

### 2.1 About your technical systems knowledge

The following questions will ask you about your interaction with technical systems. The term “technical systems” refers to apps and other software applications, as well as entire digital devices (e.g., mobile phone, computer, TV, car navigation).

The following are possible responses and their corresponding value:

| Response            | Number |
|---------------------|--------|
| Completely disagree | 0      |
| Largely disagree    | 1      |
| Slightly disagree   | 2      |
| Slightly agree      | 3      |
| Largely agree       | 4      |
| Completely agree    | 5      |

On the next page, you will find the questions for this section.

Please indicate the degree to which you agree/disagree with the following statements.

| Questions  | Response |
|--|----------|
| I like to occupy myself in greater detail with technical systems.            |          |
| I like testing the functions of new technical systems.                       |          |
| I predominantly deal with technical systems because I have to.               |          |
| When I have a new technical system in front of me, I try it out intensively. |          |
| I enjoy spending time becoming acquainted with a new technical system.       |          |
| It is enough for me that a technical system works; I don't care how or why.  |          |
| I try to understand how a technical system exactly works.                    |          |
| It is enough for me to know the basic functions of a technical system.       |          |
| I try to make full use of the capabilities of a technical system.            |          |

## Chapter 3

# Existing Services

### 3.1 Overview

In this section, there are three different transcoding services. You may answer as many or as few questions as you wish.

### 3.2 Service 1 – HandBrake

#### 3.2.1 Overview

HandBrake is an open-source tool, built by volunteers, for converting video from nearly any format to a selection of modern, widely supported codecs. In this part of the survey, you will report on your experience using HandBrake.

#### 3.2.2 Install HandBrake

1. Navigate to the HandBrake website (<https://handbrake.fr/>)
2. Download the package for your device
3. Follow the installer's instructions



### 3.2.3 HandBrake Installation Experience

Please indicate your responses to the following questions:

| Questions                                 | Response |
|---|----------|
| How long did you spend on this task?      |          |
| Were you able to complete this task?      |          |
| If not, why not?                          |          |
| What issues did you face?                 |          |
| Is there anything you did not understand? |          |

### 3.2.4 Using HandBrake

Now that you have HandBrake installed, please open it. You will now be given three tasks to complete using this service.

### 3.2.5 Scenario 1 – Transcode to HD

#### Brief

In this scenario, you are tasked with transcoding a video to a given specification:

- A resolution of 720p (1280×720)
- A video bitrate of 1500kbps
- Do not change the audio bitrate
- A frame rate of 24 frames per second
- A file type of .mkv

#### Task

Your task is to transcode the original *Big Buck Bunny* video to the specifications in the brief.

Please time how long it takes you to complete the task from the moment the file has uploaded to the point you start to transcode.

Questions will begin on the next page.

### Questions

In this section, please record your responses to the following questions:

### Completing the task

Please indicate your responses to the following questions:

| Questions                            | Response |
|--------------------------------------|----------|
| How long did you spend on this task? |          |
| Were you able to complete this task? |          |
| If not, why not?                     |          |
| What issues did you face?            |          |

### Interacting with the service

| Questions  | Response |
|--|----------|
| Do you think you had to click too much to complete the task?               |          |
| Were you able to find information easily?                                  |          |
| Did the information satisfy any questions? If no, what are your questions? |          |
| What challenges did you face using this service?                           |          |
| How did you find the navigation on this service?                           |          |
| Is there anything you were not able to do?                                 |          |

### General Usability

Please indicate your responses to the following questions from 1 to 5, where 1 is strongly disagree and 5 is strongly agree:

| Questions  | Response |
|--|----------|
| I think that I would like to use this service frequently                                   |          |
| I found the service unnecessarily complex  |          |
| I thought the service was easy to use  |          |
| I think that I would need the support of a technical person to be able to use this service |          |
| I found the various functions in this service were well integrated                         |          |
| I thought there was too much inconsistency in this service                                 |          |
| I would imagine that most people would learn to use this service very quickly              |          |
| I found the service very cumbersome to use   |          |
| I felt very confident using the service  |          |
| I needed to learn a lot of things before I could get going with this service               |          |

### 3.2.6 Scenario 2 – Transcode to an Audio File

#### Brief

In this scenario, you are tasked with transcoding a video to a given specification:

- A audio only version of the video (Video removed)
- A audio bitrate of at least 150kbps
- Only output the first 2 (two) minutes and 2 (two) seconds of the audio

#### Task

Your task is to transcode the original *Big Buck Bunny* video to the specifications in the brief.

Please time how long it takes you to complete the task from the moment the file has uploaded to the point you start to transcode.

Questions will begin on the next page.

### Questions

In this section, please record your responses to the following questions:

### Completing the task

Please indicate your responses to the following questions:

| Questions                            | Response |
|--------------------------------------|----------|
| How long did you spend on this task? |          |
| Were you able to complete this task? |          |
| If not, why not?                     |          |
| What issues did you face?            |          |

### Interacting with the service

| Questions  | Response |
|--|----------|
| Do you think you had to click too much to complete the task?               |          |
| Were you able to find information easily?                                  |          |
| Did the information satisfy any questions? If no, what are your questions? |          |
| What challenges did you face using this service?                           |          |
| How did you find the navigation on this service?                           |          |
| Is there anything you were not able to do?                                 |          |

### General Usability

Please indicate your responses to the following questions from 1 to 5, where 1 is strongly disagree and 5 is strongly agree:

| Questions  | Response |
|--|----------|
| I think that I would like to use this service frequently                                   |          |
| I found the service unnecessarily complex  |          |
| I thought the service was easy to use  |          |
| I think that I would need the support of a technical person to be able to use this service |          |
| I found the various functions in this service were well integrated                         |          |
| I thought there was too much inconsistency in this service                                 |          |
| I would imagine that most people would learn to use this service very quickly              |          |
| I found the service very cumbersome to use   |          |
| I felt very confident using the service  |          |
| I needed to learn a lot of things before I could get going with this service               |          |

### 3.2.7 Scenario 3 – Transcode to a Cropped Version

#### Brief

In this scenario, you are tasked with transcoding a video to a given specification:

- The full video and audio
- The video cropped from the top by 960px (nine hundred and sixty pixels)
- The video cropped from the right by 540px (five hundred and forty pixels)
- In a .webm file format

#### Task

Your task is to transcode the original *Big Buck Bunny* video to the specifications in the brief. Please time how long it takes you to complete the task from the moment the file has uploaded to the point you start to transcode.

Questions will begin on the next page.



### Questions

In this section, please record your responses to the following questions:

### Completing the task

Please indicate your responses to the following questions:

| Questions                            | Response |
|--------------------------------------|----------|
| How long did you spend on this task? |          |
| Were you able to complete this task? |          |
| If not, why not?                     |          |
| What issues did you face?            |          |

### Interacting with the service

| Questions  | Response |
|--|----------|
| Do you think you had to click too much to complete the task?               |          |
| Were you able to find information easily?                                  |          |
| Did the information satisfy any questions? If no, what are your questions? |          |
| What challenges did you face using this service?                           |          |
| How did you find the navigation on this service?                           |          |
| Is there anything you were not able to do?                                 |          |

### General Usability

Please indicate your responses to the following questions from 1 to 5, where 1 is strongly disagree and 5 is strongly agree:

| Questions  | Response |
|--|----------|
| I think that I would like to use this service frequently                                   |          |
| I found the service unnecessarily complex  |          |
| I thought the service was easy to use  |          |
| I think that I would need the support of a technical person to be able to use this service |          |
| I found the various functions in this service were well integrated                         |          |
| I thought there was too much inconsistency in this service                                 |          |
| I would imagine that most people would learn to use this service very quickly              |          |
| I found the service very cumbersome to use   |          |
| I felt very confident using the service  |          |
| I needed to learn a lot of things before I could get going with this service               |          |

## 3.3 Service 2 – online-convert.com

### 3.3.1 Overview

online-convert.com is a service by QaamGo Media GmbH and offers a variety of conversion services. In this part of the survey, you will report on your experience using online-convert.com.

### 3.3.2 Scenario 1 – Transcode to HD

#### Brief

In this scenario, you are tasked with transcoding a video to a given specification:

- A resolution of 720p (1280×720)
- A video bitrate of 1500kbps
- Do not change the audio bitrate
- A frame rate of 24 frames per second
- A file type of .mkv

#### Task

Your task is to transcode the original *Big Buck Bunny* video to the specifications in the brief.

Please time how long it takes you to complete the task from the moment the file has uploaded to the point you start to transcode.

Questions will begin on the next page.

### Questions

In this section, please record your responses to the following questions:

### Completing the task

Please indicate your responses to the following questions:

| Questions                            | Response |
|--------------------------------------|----------|
| How long did you spend on this task? |          |
| Were you able to complete this task? |          |
| If not, why not?                     |          |
| What issues did you face?            |          |

### Interacting with the service

| Questions  | Response |
|--|----------|
| Do you think you had to click too much to complete the task?               |          |
| Were you able to find information easily?                                  |          |
| Did the information satisfy any questions? If no, what are your questions? |          |
| What challenges did you face using this service?                           |          |
| How did you find the navigation on this service?                           |          |
| Is there anything you were not able to do?                                 |          |

### General Usability

Please indicate your responses to the following questions from 1 to 5, where 1 is strongly disagree and 5 is strongly agree:

| Questions  | Response |
|--|----------|
| I think that I would like to use this service frequently                                   |          |
| I found the service unnecessarily complex  |          |
| I thought the service was easy to use  |          |
| I think that I would need the support of a technical person to be able to use this service |          |
| I found the various functions in this service were well integrated                         |          |
| I thought there was too much inconsistency in this service                                 |          |
| I would imagine that most people would learn to use this service very quickly              |          |
| I found the service very cumbersome to use   |          |
| I felt very confident using the service  |          |
| I needed to learn a lot of things before I could get going with this service               |          |

### 3.3.3 Scenario 2 – Transcode to an Audio File

#### Brief

In this scenario, you are tasked with transcoding a video to a given specification:

- A audio only version of the video (Video removed)
- A audio bitrate of at least 150kbps
- Only output the first 2 (two) minutes and 2 (two) seconds of the audio

#### Task

Your task is to transcode the original *Big Buck Bunny* video to the specifications in the brief.

Please time how long it takes you to complete the task from the moment the file has uploaded to the point you start to transcode.

Questions will begin on the next page.

### Questions

In this section, please record your responses to the following questions:

### Completing the task

Please indicate your responses to the following questions:

| Questions                            | Response |
|--------------------------------------|----------|
| How long did you spend on this task? |          |
| Were you able to complete this task? |          |
| If not, why not?                     |          |
| What issues did you face?            |          |

### Interacting with the service

| Questions  | Response |
|--|----------|
| Do you think you had to click too much to complete the task?               |          |
| Were you able to find information easily?                                  |          |
| Did the information satisfy any questions? If no, what are your questions? |          |
| What challenges did you face using this service?                           |          |
| How did you find the navigation on this service?                           |          |
| Is there anything you were not able to do?                                 |          |

### General Usability

Please indicate your responses to the following questions from 1 to 5, where 1 is strongly disagree and 5 is strongly agree:

| Questions  | Response |
|--|----------|
| I think that I would like to use this service frequently                                   |          |
| I found the service unnecessarily complex  |          |
| I thought the service was easy to use  |          |
| I think that I would need the support of a technical person to be able to use this service |          |
| I found the various functions in this service were well integrated                         |          |
| I thought there was too much inconsistency in this service                                 |          |
| I would imagine that most people would learn to use this service very quickly              |          |
| I found the service very cumbersome to use   |          |
| I felt very confident using the service  |          |
| I needed to learn a lot of things before I could get going with this service               |          |



### 3.3.4 Scenario 3 – Transcode to a Cropped Version

#### Brief

In this scenario, you are tasked with transcoding a video to a given specification:

- The full video and audio
- The video cropped from the top by 960px (nine hundred and sixty pixels)
- The video cropped from the right by 540px (five hundred and forty pixels)
- In a .webm file format

#### Task

Your task is to transcode the original *Big Buck Bunny* video to the specifications in the brief. Please time how long it takes you to complete the task from the moment the file has uploaded to the point you start to transcode.

Questions will begin on the next page.

### Questions

In this section, please record your responses to the following questions:

### Completing the task

Please indicate your responses to the following questions:

| Questions                            | Response |
|--------------------------------------|----------|
| How long did you spend on this task? |          |
| Were you able to complete this task? |          |
| If not, why not?                     |          |
| What issues did you face?            |          |

### Interacting with the service

| Questions  | Response |
|--|----------|
| Do you think you had to click too much to complete the task?               |          |
| Were you able to find information easily?                                  |          |
| Did the information satisfy any questions? If no, what are your questions? |          |
| What challenges did you face using this service?                           |          |
| How did you find the navigation on this service?                           |          |
| Is there anything you were not able to do?                                 |          |

### General Usability

Please indicate your responses to the following questions from 1 to 5, where 1 is strongly disagree and 5 is strongly agree:

| Questions  | Response |
|--|----------|
| I think that I would like to use this service frequently                                   |          |
| I found the service unnecessarily complex  |          |
| I thought the service was easy to use  |          |
| I think that I would need the support of a technical person to be able to use this service |          |
| I found the various functions in this service were well integrated                         |          |
| I thought there was too much inconsistency in this service                                 |          |
| I would imagine that most people would learn to use this service very quickly              |          |
| I found the service very cumbersome to use   |          |
| I felt very confident using the service  |          |
| I needed to learn a lot of things before I could get going with this service               |          |

## 3.4 Service 3 – video-converter.com

### 3.4.1 Overview

video-converter.com is a service provided by 123Apps. In this part of the survey, you will report on your experience using video-converter.com.

### 3.4.2 Scenario 1 – Transcode to HD

#### Brief

In this scenario, you are tasked with transcoding a video to a given specification:

- A resolution of 720p (1280×720)
- A video bitrate of 1500kbps
- Do not change the audio bitrate
- A frame rate of 24 frames per second
- A file type of .mkv

#### Task

Your task is to transcode the original *Big Buck Bunny* video to the specifications in the brief.

Please time how long it takes you to complete the task from the moment the file has uploaded to the point you start to transcode.

Questions will begin on the next page.

### Questions

In this section, please record your responses to the following questions:

### Completing the task

Please indicate your responses to the following questions:

| Questions                            | Response |
|--------------------------------------|----------|
| How long did you spend on this task? |          |
| Were you able to complete this task? |          |
| If not, why not?                     |          |
| What issues did you face?            |          |

### Interacting with the service

| Questions  | Response |
|--|----------|
| Do you think you had to click too much to complete the task?               |          |
| Were you able to find information easily?                                  |          |
| Did the information satisfy any questions? If no, what are your questions? |          |
| What challenges did you face using this service?                           |          |
| How did you find the navigation on this service?                           |          |
| Is there anything you were not able to do?                                 |          |

### General Usability

Please indicate your responses to the following questions from 1 to 5, where 1 is strongly disagree and 5 is strongly agree:

| Questions  | Response |
|--|----------|
| I think that I would like to use this service frequently                                   |          |
| I found the service unnecessarily complex  |          |
| I thought the service was easy to use  |          |
| I think that I would need the support of a technical person to be able to use this service |          |
| I found the various functions in this service were well integrated                         |          |
| I thought there was too much inconsistency in this service                                 |          |
| I would imagine that most people would learn to use this service very quickly              |          |
| I found the service very cumbersome to use   |          |
| I felt very confident using the service  |          |
| I needed to learn a lot of things before I could get going with this service               |          |

### 3.4.3 Scenario 2 – Transcode to an Audio File

#### Brief

In this scenario, you are tasked with transcoding a video to a given specification:

- A audio only version of the video (Video removed)
- A audio bitrate of at least 150kbps
- Only output the first 2 (two) minutes and 2 (two) seconds of the audio

#### Task

Your task is to transcode the original *Big Buck Bunny* video to the specifications in the brief.

Please time how long it takes you to complete the task from the moment the file has uploaded to the point you start to transcode.

Questions will begin on the next page.

### Questions

In this section, please record your responses to the following questions:

### Completing the task

Please indicate your responses to the following questions:

| Questions                            | Response |
|--------------------------------------|----------|
| How long did you spend on this task? |          |
| Were you able to complete this task? |          |
| If not, why not?                     |          |
| What issues did you face?            |          |

### Interacting with the service

| Questions  | Response |
|--|----------|
| Do you think you had to click too much to complete the task?               |          |
| Were you able to find information easily?                                  |          |
| Did the information satisfy any questions? If no, what are your questions? |          |
| What challenges did you face using this service?                           |          |
| How did you find the navigation on this service?                           |          |
| Is there anything you were not able to do?                                 |          |



### General Usability

Please indicate your responses to the following questions from 1 to 5, where 1 is strongly disagree and 5 is strongly agree:

| Questions  | Response |
|--|----------|
| I think that I would like to use this service frequently                                   |          |
| I found the service unnecessarily complex  |          |
| I thought the service was easy to use  |          |
| I think that I would need the support of a technical person to be able to use this service |          |
| I found the various functions in this service were well integrated                         |          |
| I thought there was too much inconsistency in this service                                 |          |
| I would imagine that most people would learn to use this service very quickly              |          |
| I found the service very cumbersome to use   |          |
| I felt very confident using the service  |          |
| I needed to learn a lot of things before I could get going with this service               |          |

### 3.4.4 Scenario 3 – Transcode to a Cropped Version

#### Brief

In this scenario, you are tasked with transcoding a video to a given specification:

- The full video and audio
- The video cropped from the top by 960px (nine hundred and sixty pixels)
- The video cropped from the right by 540px (five hundred and forty pixels)
- In a .webm file format

#### Task

Your task is to transcode the original *Big Buck Bunny* video to the specifications in the brief. Please time how long it takes you to complete the task from the moment the file has uploaded to the point you start to transcode.

Questions will begin on the next page.

### Questions

In this section, please record your responses to the following questions:

### Completing the task

Please indicate your responses to the following questions:

| Questions                            | Response |
|--------------------------------------|----------|
| How long did you spend on this task? |          |
| Were you able to complete this task? |          |
| If not, why not?                     |          |
| What issues did you face?            |          |

### Interacting with the service

| Questions  | Response |
|--|----------|
| Do you think you had to click too much to complete the task?               |          |
| Were you able to find information easily?                                  |          |
| Did the information satisfy any questions? If no, what are your questions? |          |
| What challenges did you face using this service?                           |          |
| How did you find the navigation on this service?                           |          |
| Is there anything you were not able to do?                                 |          |

### General Usability

Please indicate your responses to the following questions from 1 to 5, where 1 is strongly disagree and 5 is strongly agree:

| Questions  | Response |
|--|----------|
| I think that I would like to use this service frequently                                   |          |
| I found the service unnecessarily complex  |          |
| I thought the service was easy to use  |          |
| I think that I would need the support of a technical person to be able to use this service |          |
| I found the various functions in this service were well integrated                         |          |
| I thought there was too much inconsistency in this service                                 |          |
| I would imagine that most people would learn to use this service very quickly              |          |
| I found the service very cumbersome to use   |          |
| I felt very confident using the service  |          |
| I needed to learn a lot of things before I could get going with this service               |          |

**Thank you!**

This concludes the survey. Thank you for participating.