

# **Spoiled Tomatillos: Usability Test Results**

Date of Report: February 1, 2018  
Date of Test: February 1, 2018  
Location of Test: Snell Library  
Prepared for: Spoiled Tomatillos  
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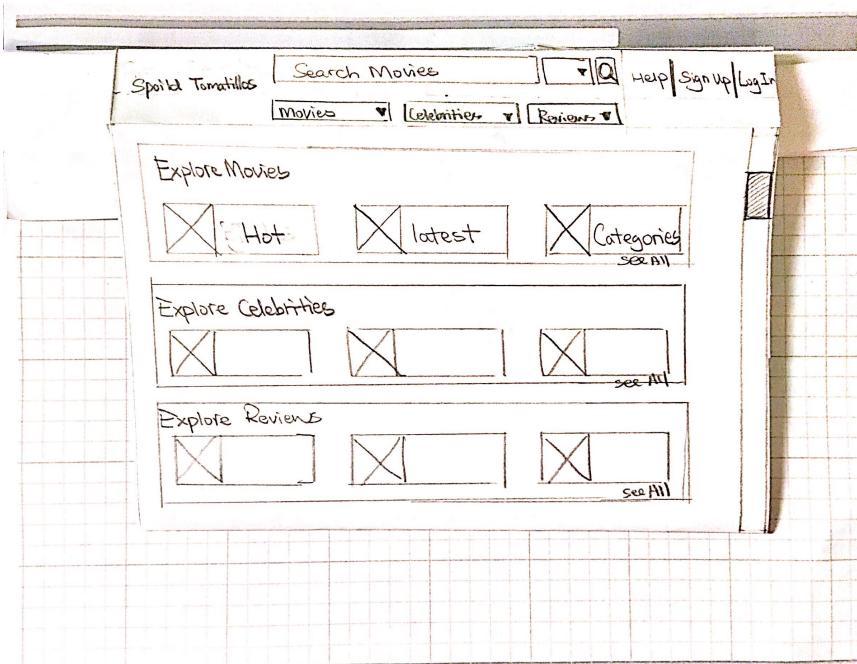
## **Executive Summary**

Spoiled Tomatillos is a movie recommendation system that brings aspects of online movie databases like IMDB and Amazon into the social media space. Users are able to search for movie information and share film ratings and recommendations with each other. A recommendation system is also implemented to improve user experience based on the preferences of the user's social network. For this study, the system Spoiled Tomatillos is evaluated to determine the effectiveness and overall ease of use for various users-admins and end users. To evaluate the system, users are given a general scenario which frames the context of why they are using the system, and what they want to achieve. Three scenarios are given to the participant. A participant can be an admin user of the system to perform tasks such as creating users, removing users, and updating user profiles. In another scenario, the participant is an end user to view a movie page, write a review on a movie, and interact with friends on the site. Among the five members in our group, team 24, my participant is given scenarios as an end user.

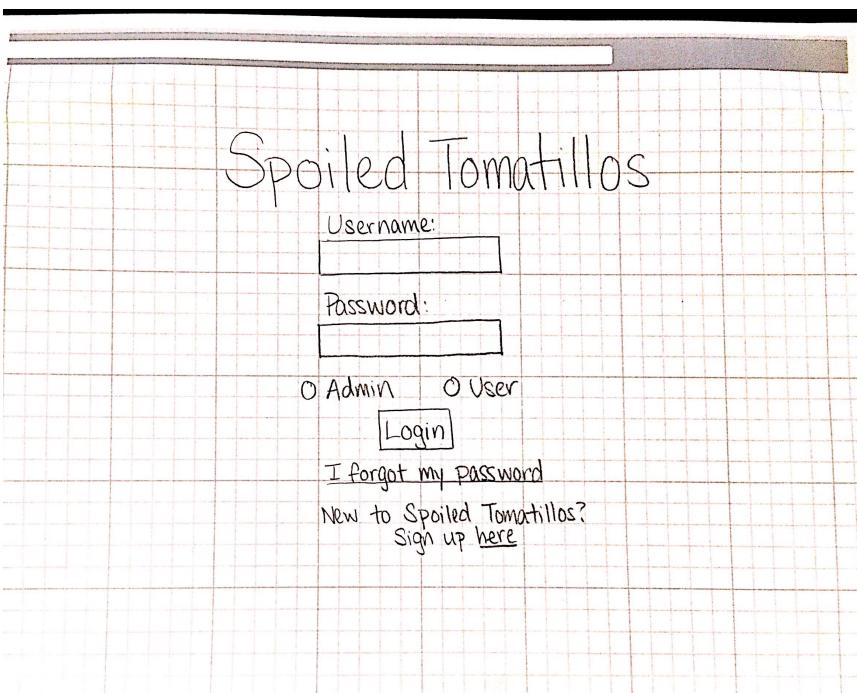
With these general scenarios in mind, users were given three tasks to complete during the test, being the following: 1) rate a movie, 2) create a group, and 3) remove a member from a group. Note that an end user could also be a moderator if he creates a group. He has the privilege to add or remove users from the group, and management group setting. In the third task given to the participant, he will be told as a moderator. Participant was told to talk through his thought process and his observations were recorded. Once all tasks were completed, user was again asked to summarize areas in the process where he felt either confused or had an action happen which he did not expect to try and tease out any insights he might have overlooked or forgot to mention during the testing.

## Methodology

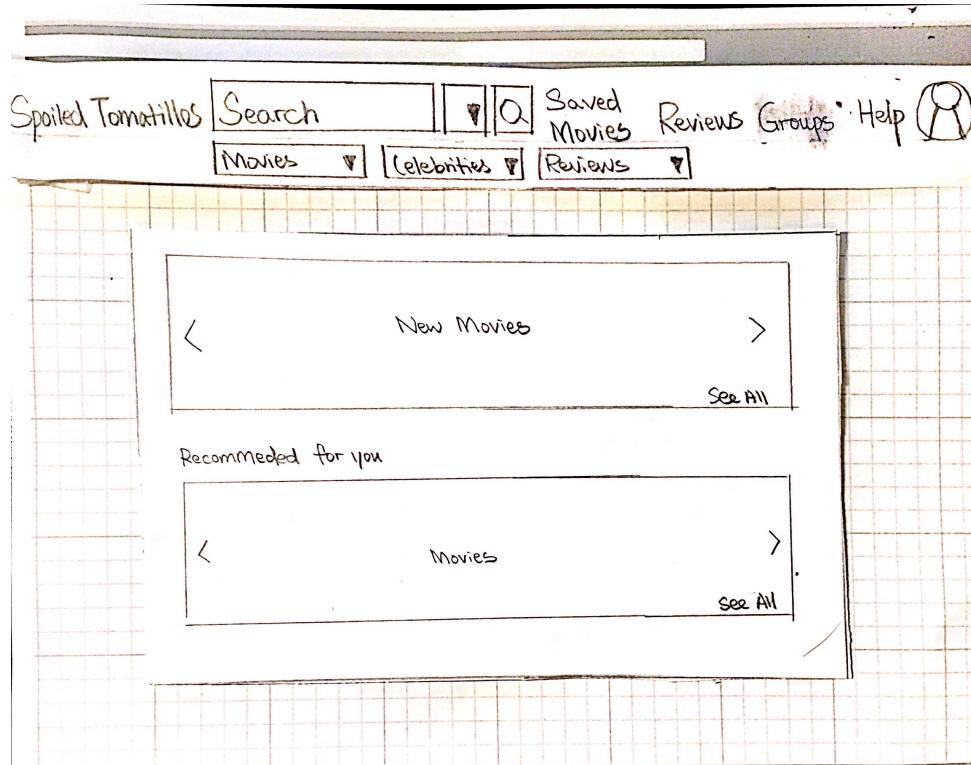
### Paper/Rapid Prototypes



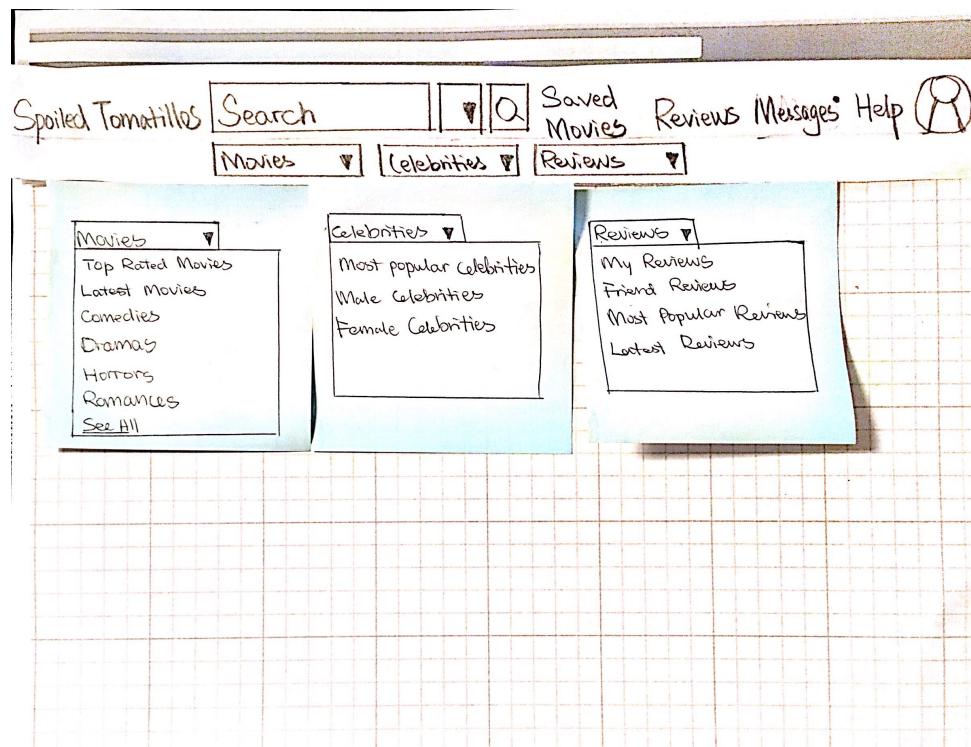
Guest Home Page



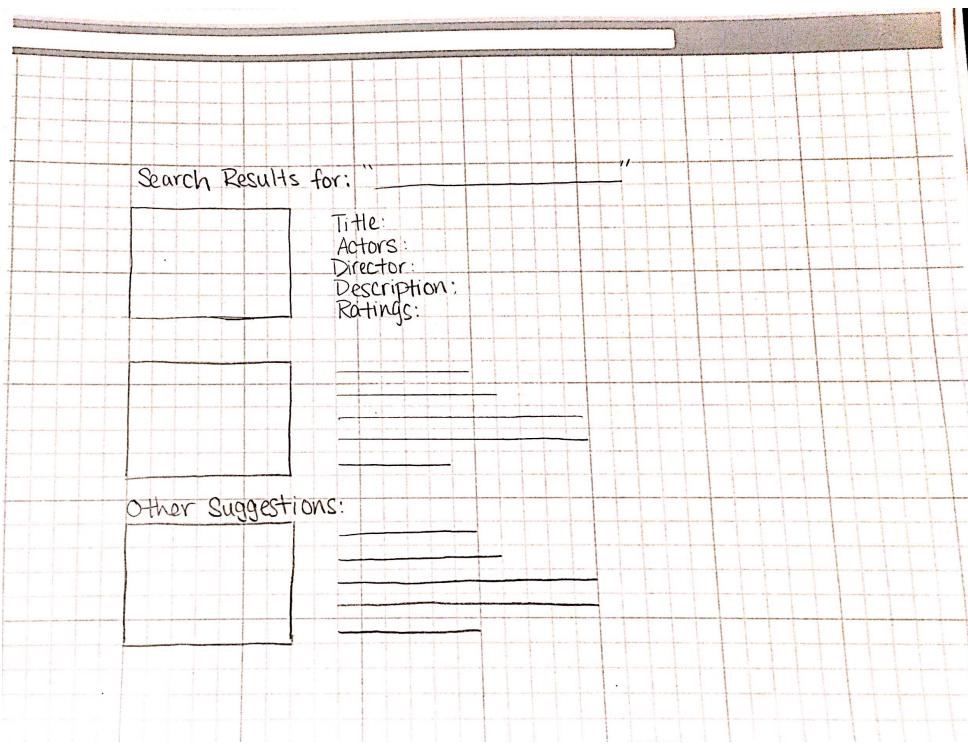
User Login Page



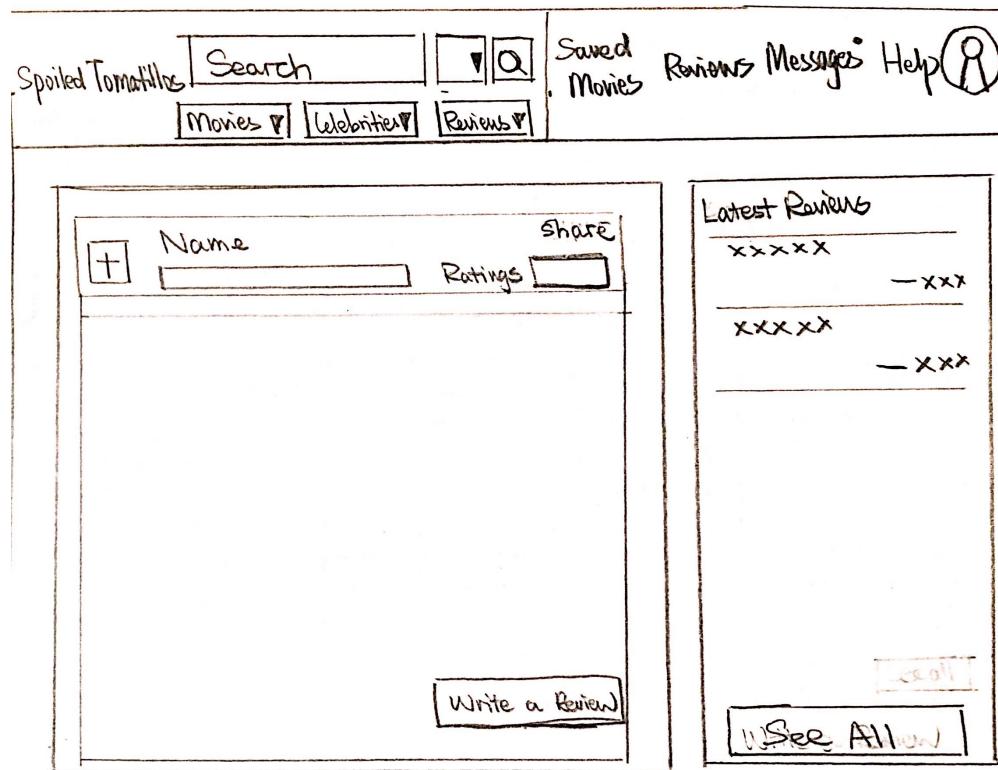
User Home Page



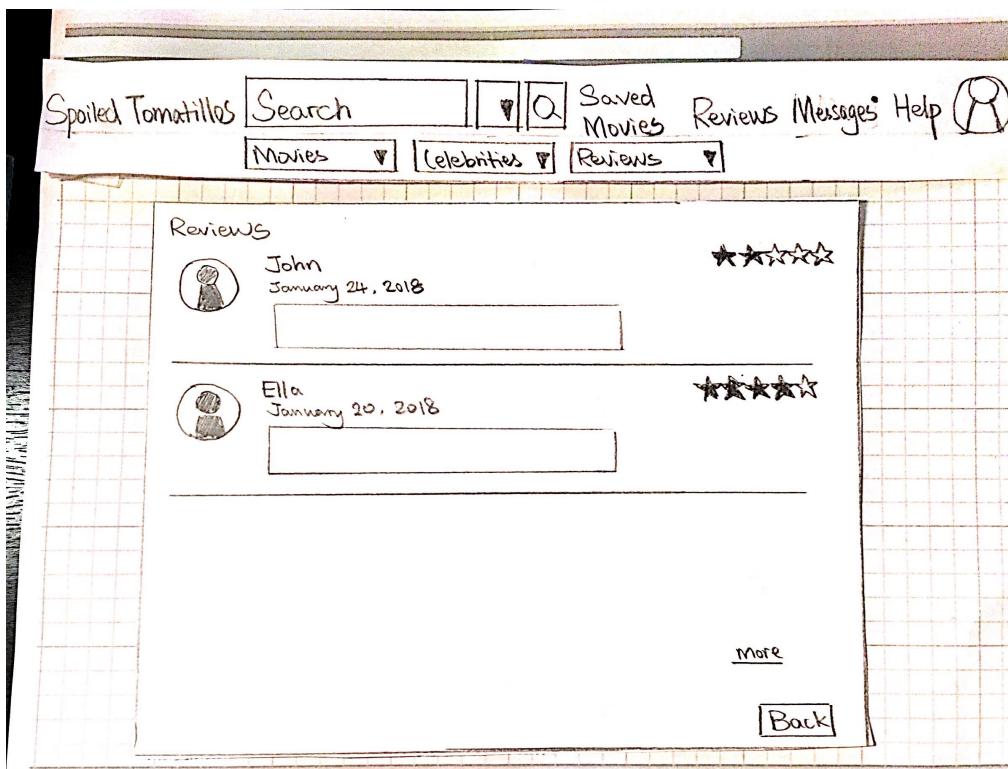
Home Page with Dropdowns



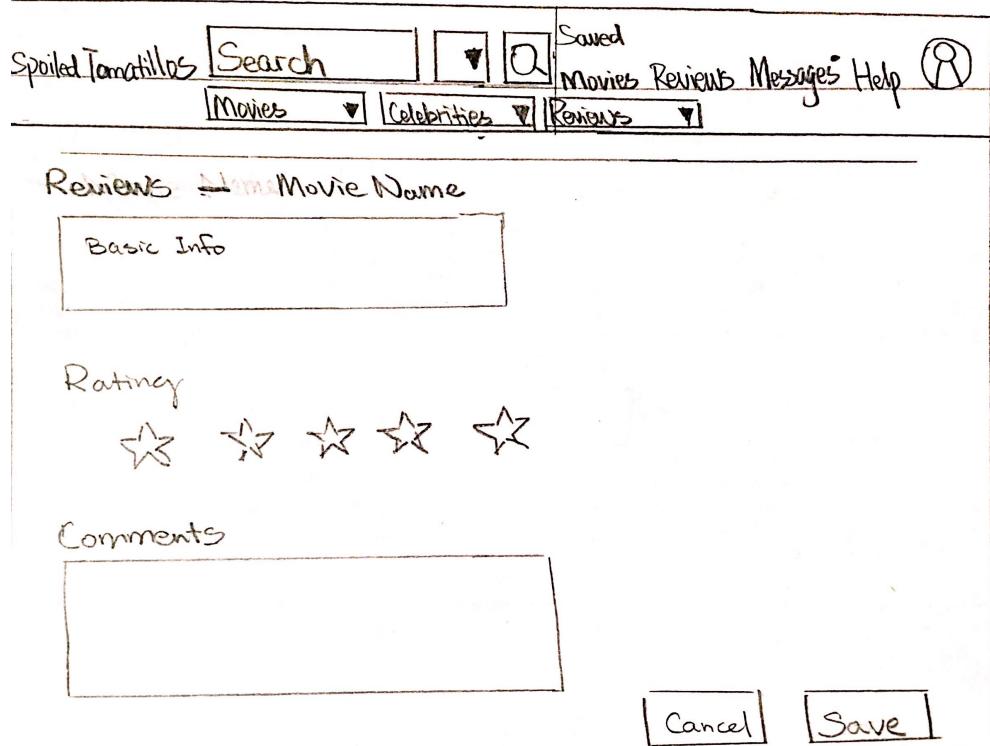
Search Movie Result Page



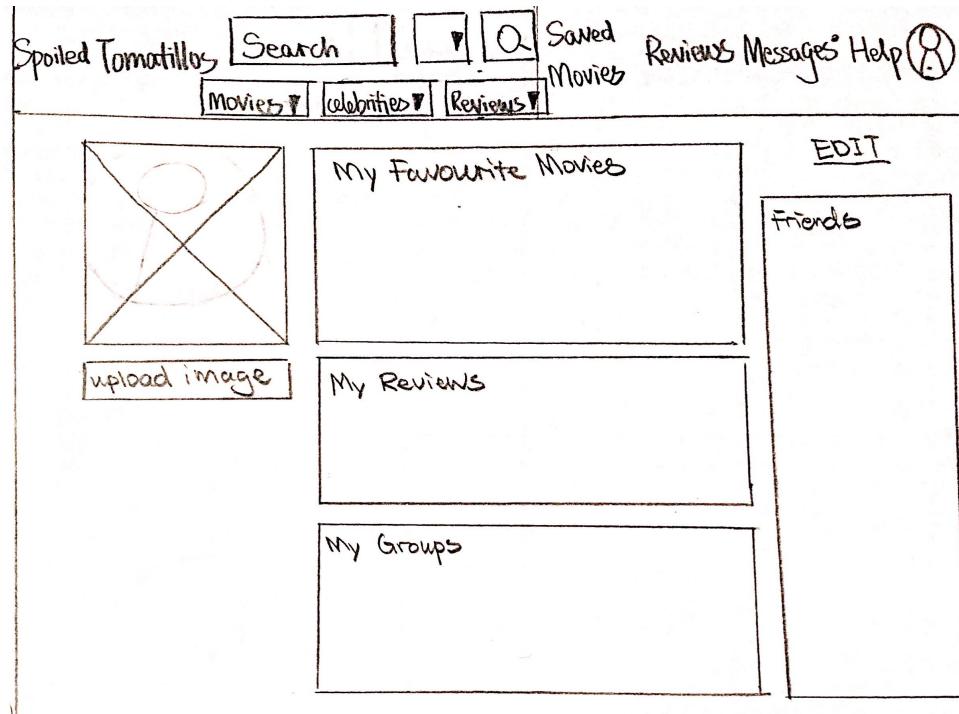
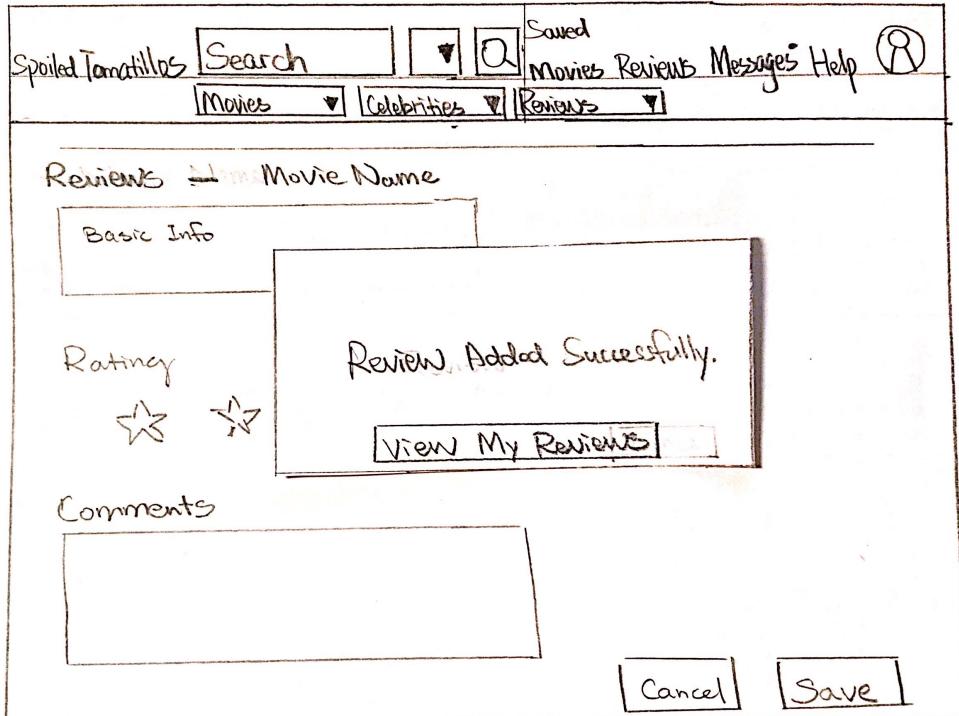
Movie Page



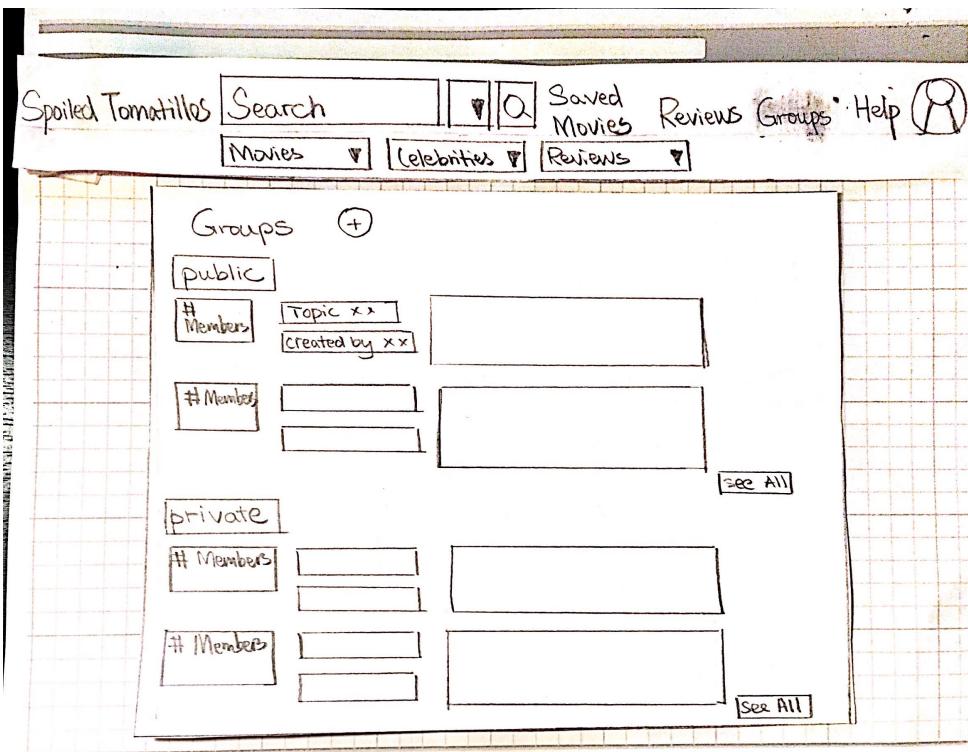
Movie Reviews Page



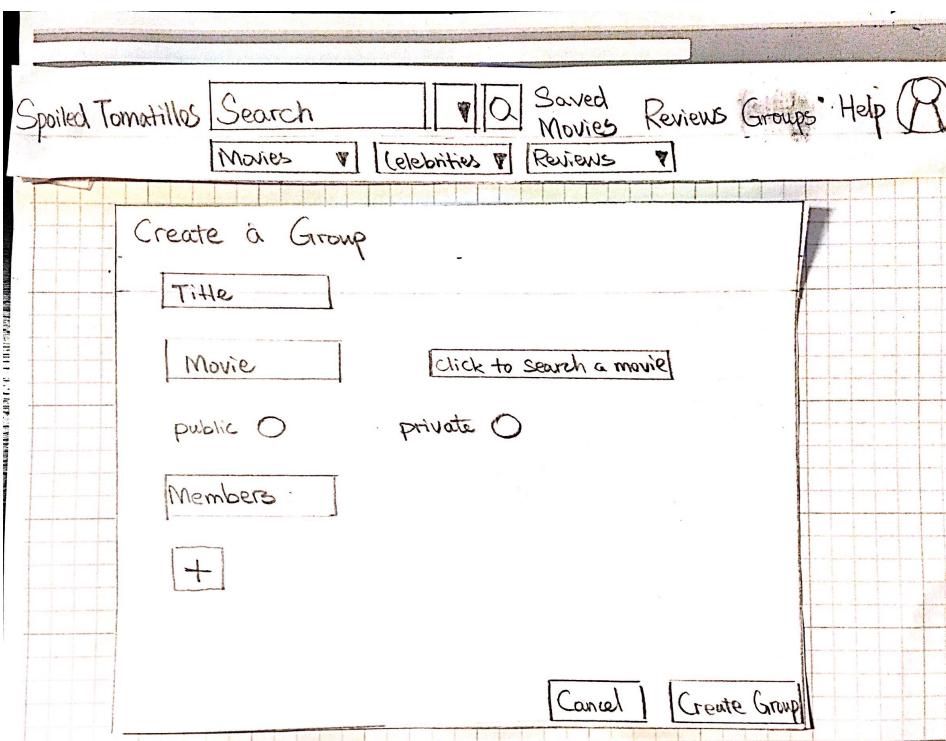
Write a Review



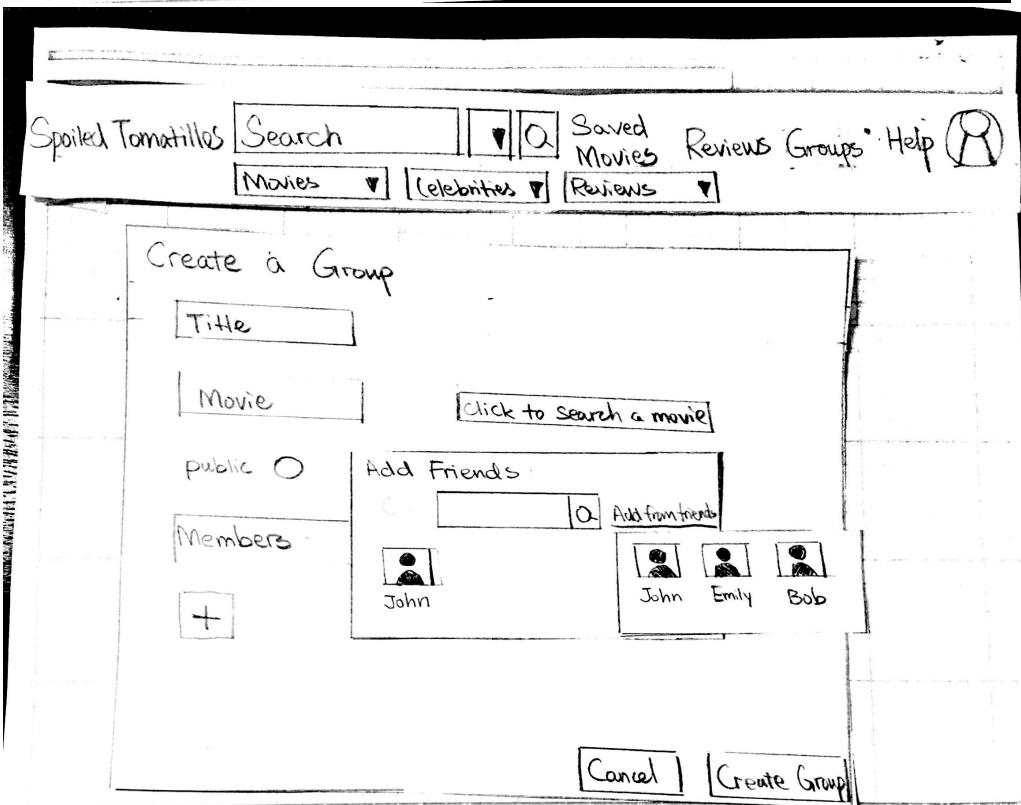
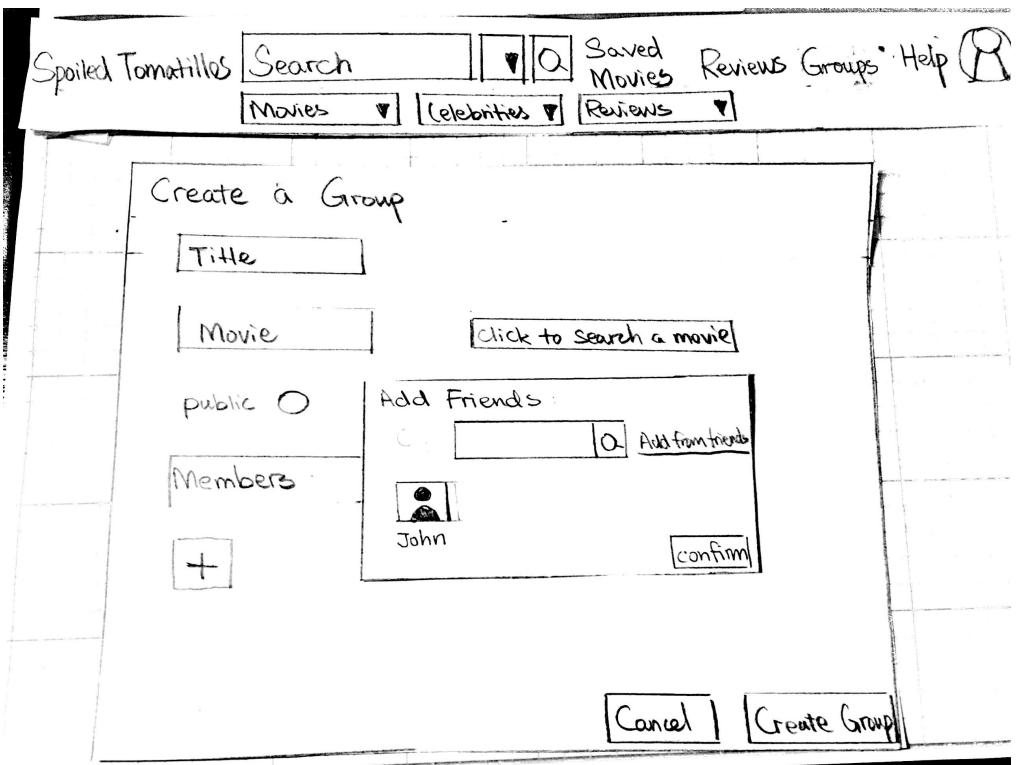
User Profile Page



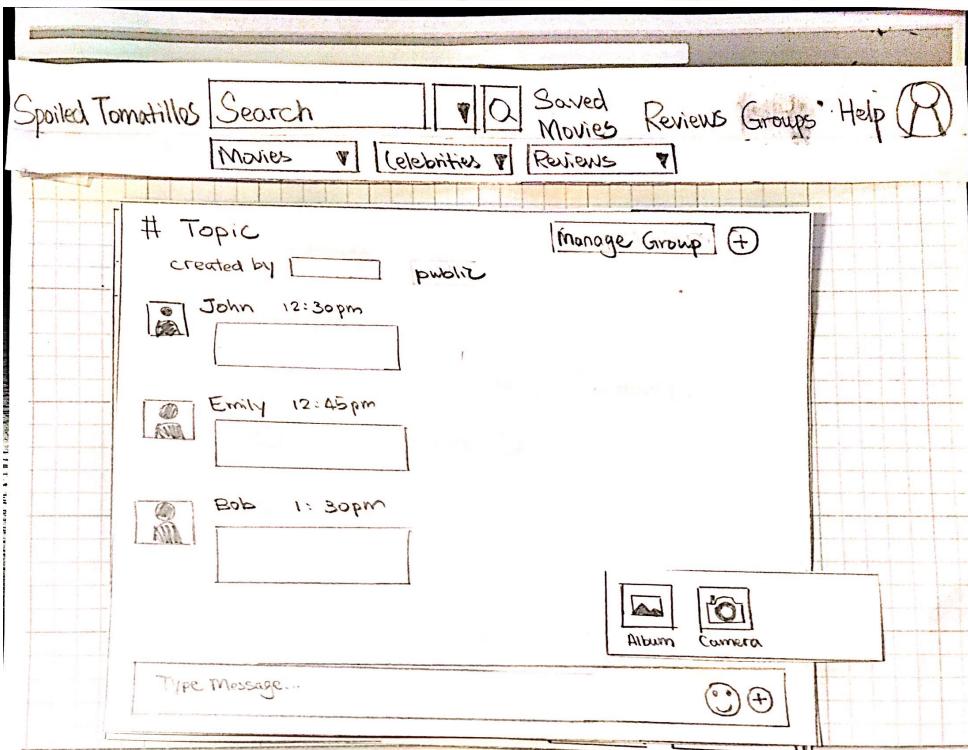
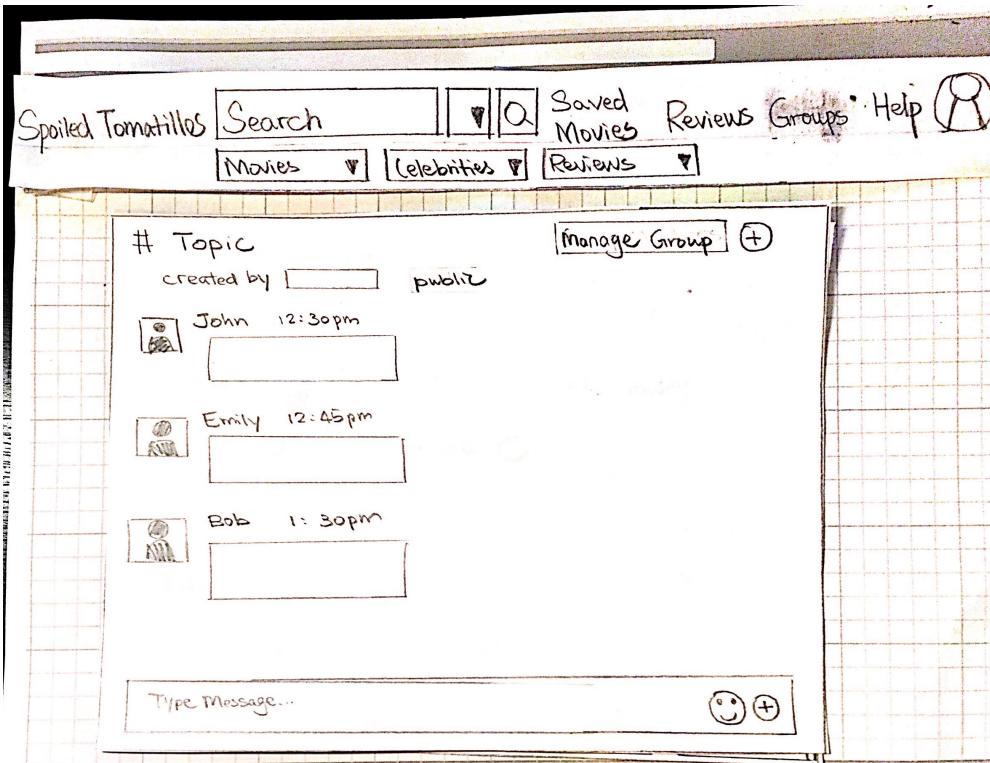
View Group Page



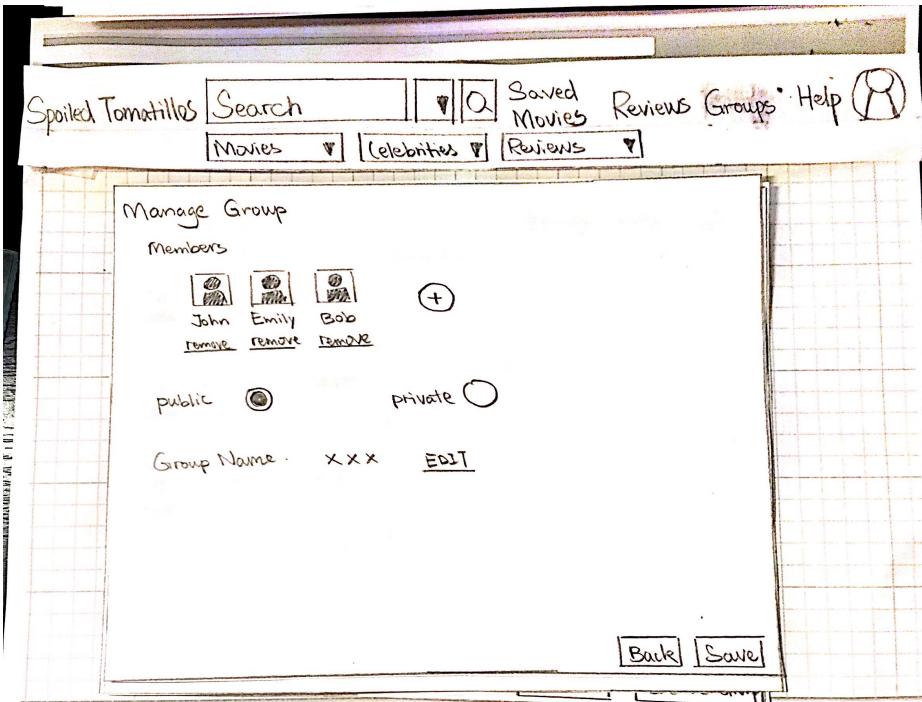
Create a group



Create Group with add friends pop up



Group chat pages



Manage Group Page

## Participant

In my part of the usability study, I conducted a usability study with a fourth year male computer science student at Northeastern University. He evaluated the Spoiled Tomatillos and completed an interview with me for around 30 minutes.

## Briefing

Hello, from this testing we will be evaluating a paper prototype for our web application Spoiled Tomatillos. This is a system where users can search movies information displayed on sites like IMDB, such as plot, cast, awards, and showtimes. They are also able to rate and comment on movies, as well as share movies with friends. Users can also find movie recommendations based on their movie view history, and movie preferences within their social network. Participation in this study is completely voluntary. Personal data will not be shared in any way. Would you like to continue?

*Obtain consent from participant.*

Great, as a clarification this exercise is not meant to test you, and is used solely to improve our prototype. Nothing you do can be considered wrong, it just means the interface needs improving. In a moment, you will be asked to complete tasks using the paper interface. Please try to do so to the best of your ability, talking through any decisions you make. I will now read the scenario for this exercise.

*Read scenario.*

Do you have any questions?

*Wait for any questions.*

Ok, I will be playing the role of the computer. I am here to facilitate the different interactions you make with the interface and to update the prototype as you progress. I may not answer questions on how to complete the task. But please talk through any decisions you make as well as your thought process. You may also stop this exercise any time if you will.

*Read task one.*

With the scenario and task in mind, you may begin.

*Repeat reading tasks upon completion of previous task*

## Tasks

### Task 1 -

Write a movie review

**Time to complete a task** 01:07s

**Number of errors** 1

Findings	
<p>The user first searched for a movie, and clicked on write a review button to publish a review. The system did not prompt him to sign in.</p> <p>The participant tried to click at the movie info section to write his comments before he saw the input box below.</p>	<ol style="list-style-type: none"><li>1. The system should require an user to sign in before publishing a review because admins need to manage the reviews.</li><li>2. The input field and text display section are unclear in the prototype. But we'll be able to distinguish them when completed in a computer.</li></ol>

**Task 2 –***Create a group and invite 3 friends to group***Time to complete a task** 57s**Number of Errors** 1

Findings	Recommendations
<p>The participant experienced difficulties in adding group members to the group. He completed the task without adding any member on the first try.</p> <p>The participant also did not complete the Movie blank. Another point the participant made was that he thought the public and private radio buttons were not necessary. Since a group chat is already intuitively private.</p>	<ol style="list-style-type: none"><li>1. Modify the Members section that it does not look like a text field.</li><li>2. Movie inbox should be optional.</li><li>3. Clarify what 'private' means by adding a small text field or tooltip. Private could be that the group will not be displayed on the search results page.</li></ol>

**Task 3 –***Remove a group member***Time to complete a task** 33s**Number of Errors** 0

Findings	Recommendations
<p>The participant was unclear what's the rectangular box on the right on the right. It was a design error because it was meant to be the description of the group, but no description was allowed to put in when a user creates a group.</p> <p>On group chat, a moderator's status should be easier to see.</p>	<ol style="list-style-type: none"><li>1. Allow users to add description of a group.</li><li>2. On group chat, a moderator's status should be easier</li><li>3. To distinguish a moderator's status, we could make the moderator's name bold, or add a symbol next to his avatar.</li></ol>

## **Measurements**

After the usability study, a survey and an interview were conducted. The survey collects ordinal data of the participant's attitude toward the system using Likert Scale. I will not treat this composite questionnaire as an interval data in this study because I only have one participant. Instead, I'll use bar chart to display the data.

The survey questions are the following:

1. I will use Spoiled Tomatillos to share movies with friends.
2. I will use the group chat on Spoiled Tomatillos to chat with my friends.
3. I will use Spoiled Tomatillos to search for movies.
4. I feel more comfortable making comments on a movie on group chat.
5. I will come back to Spoiled Tomatillos to check for new movies or group chat.
6. I will recommend my friends to join the site.

After the participant completed the survey, he was asked three open-ended questions. I collect the qualitative data to infer his attitude toward the system, and his recommendations on how the system can be improved (shown in Appendix).

## **Test results**

During the three tasks, the participant completed each of them rather smoothly. He noted that the explanation of what the site is before the study helped him a lot in going through the scenarios. In the first two tasks, "write a movie review" and "create a group", errors occurred because of the interface design. For pages that need input, he couldn't tell if that's a button or a text field.

Another problem with the current prototype is not showing users enough status information. This is shown in two cases. A guest is able to search a movie on homepage, and the homepage also has a write a review button. The system is not able to distinguish that and allows the guest to write a review. The ability to write a movie review should be limited to only logged-in users because all comments need to be reviewed by an admin before being saved to the database. Another issue that came up is the difference between a moderator and an end user. The participant is able to understand what the moderator can do, but he suggested that more information should be displayed to the group members. Group members should easily see who is the moderator in group chat.

Lastly, the difference between a private and public group chat should be further clarified in the system. The participant saw private chat a useless functionality because chats are instinctively private. We should probably change the name to "private group" to indicate groups that do not allow the public to join.

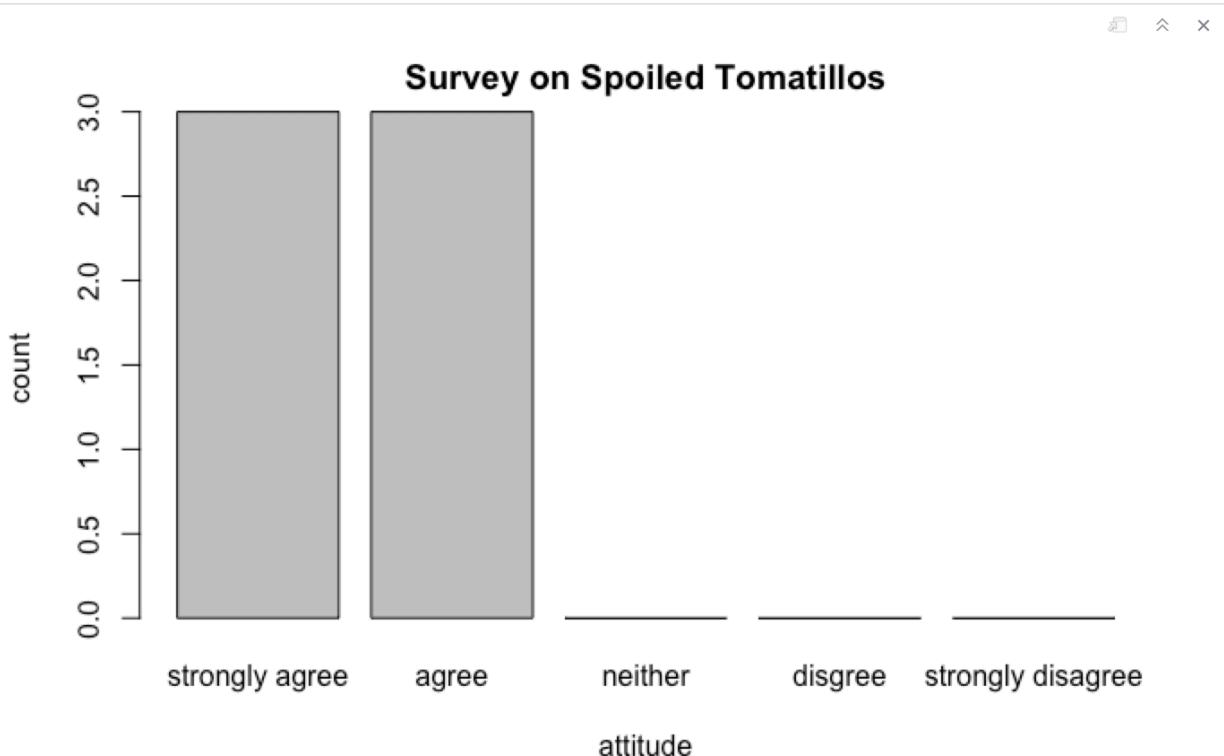
The survey and interview show that the participant is generally satisfied with the site. He agrees with most of the functionalities and its practical use.

## **Discussion**

The current paper prototype shows that there is a potential application in the system. Users are open to the idea of combining a movie database with a social networking site. It is even shown that users are likely to check our system as they do with other social media. The participant is also willing to share it to his friends to invite more people to be on the site. However, because there's no other similar product existing in the market, I found it difficult for the participants to understand some of our featured functionalities. For example, why is there a group tab on the site? This feature not only allows users to communicate, but also help the system to come up with a machine learning algorithm to recommend movies to users. In order to improve the site, we either accept the learning curve that people need more time to learn to use the site at the beginning, and get used to the idea of combining movie information with the social aspect of commenting, or we can provide tutorials or help page when they sign up to accelerate the learning process. Expanding the user population can be achieved by connecting to other social networking sites and video streaming sites. However, this is going to be a challenge before we reach a certain customer base.

## Appendix

1. I will use the site to share movies with friends  
Strongly agree
2. I will use group chat to talk with my friends  
Strongly Agree
3. When I want to look up information about a movie, I will use this site  
Agree
4. I will take advantage of the private chat to talk about my thoughts  
Agree
5. I will come back to check the site even when not watching a movie  
Strongly agree
6. I will recommend my friends to join the site.  
Strongly agree



### Open-ended Question

1. What functionalities do you want to be added to the site?  
Sign-in methods from other social-media networking sites.

Be able to connect to other video streaming site/movie tickets sale sites. Because users who have accounts on other video streaming sites usually don't want to create a separate account.

2. What functionalities would you remove from the site?

Making group private is unnecessary because the content of the chat is already only available to people who are in the chat.

3. How do you think we could have more people to join on the site?

As mentioned in question 1, connect to other social media to bring in users.