

Spoiled Tomatillos: Usability Test Results

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Date of Test: January 29 – 30, 2018
Location of Test: West Village H

Prepared for: Spoiled Tomatillos

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Introduction

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. Two categories of scenarios are given to the participants. 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 intends to view a review, edit review, and configure preferences.

With these general scenarios in mind, users were given three tasks to complete during the test, being the following: Sign up and change profile picture, Find and review a movie, Add user as friend and remove them as friend, Resetting password on user account, Join a group, Create a group and invite 3 friends to the group, Moderator removes a group member, Administrator: Add another administrator, Administrator: Ban a user, Administrator: Add a movie to the database. Participants were told to talk through their thought process and their observations were recorded. Once all tasks

were completed, users were again asked to summarize areas in the process where they felt either confused or had an action happen which they did not expect to try and tease out any insights they might have overlooked or forgot to mention during the testing.

Methodology

Paper/Rapid Prototypes

In prototype folder on github.

Participants

Five participants, having the follow characteristics, evaluated Spoiled Tomatillos.

Gender

Women	2
Men	3
TOTAL (participants)	5

Age

18-20	2
21-23	3
TOTAL (participants)	5

Major

Industrial Engineering	1
Computer Engineering	1
Computer Science & Math	1
Business	1
Biochemistry	1
TOTAL (participants)	5

Subject 1

Age: 19

Gender: M

Education Level: Second year

Major: BS in Industrial Engineering

Technical Competency: Average

Prior Experience: None

Tasks: 2,3,4

Subject 2

Age: 22
Gender: F
Education Level: Fifth year
Major: BS in Computer Engineering
Technical Competency: Above average
Prior Experience: None
Tasks: 3, 5, 6

Subject 3

Age: 22
Gender: M
Education Level: Fifth year
Major: BS in Computer Science & Math
Technical Competency: Above average
Prior Experience: None
Tasks: 3, 7, 8

Subject 4

Age: 21
Gender: F
Education Level: Third year
Major: BS in Business with a Concentration in Management Information Systems
Technical Competency: Average
Prior Experience: None
Tasks: 9, 10, 11

Subject 5

Age: 22
Gender: M
Education Level: Fourth year
Major: BS in Biochemistry
Technical Competency: Low
Prior Experience: None
Tasks: 1, 10, 11, 12

Tasks 1 Administrator: Edit cast list of a movie

Number of participants 1

Percent successful 100%

Assuming the administrator is logged in, the participant should navigate to the 'Movie' page from the dashboard and edit cast list of a movie.

Findings/Test Results	Recommendations
The participant had no idea where to find edit button. He tried to click on all the buttons on the page, and while the add/edit window popped up, then he realized he could edit the cast list of a movie here. Then he soon filled out the form and clicked on check button to close the window.	Edit should have its own button. Field boxes in the add/edit window are too small. Admin should be able to edit each field individually. Previous content and edited content should be displayed at the same time and ask admin to confirm his action.

Task 2 –

Sign up and change profile picture

The subject had to create a account on our website and change their profile picture. The subject will be presented with the home screen of our website, not logged in. To do this normally will require the user to click on the “Sign up” button on the top right corner and fill in the information on the Sign up screen and click the “Sign up” button. Then presented on the home page, click the upload button and thus concluding the task.

Number of participants 1

Percent successful 100%

Findings/Test Results	Recommendations
Subject #1 was presented with the home screen of the website unlogged in and was asked to “Sign up and change profile picture.” He first looked around for a second to familiarize himself and without much hesitation clicked on the “Sign up” link as we intended. When presented with the home screen, it did not take long for	The home screen is rather busy with a lot of information that might be overwhelming for a first time visitor to see. If the goal is to have the user sign up, it might be useful to create popup to aid the user to sign up, or at least make it a lot more obvious.

our subject to find the “Upload” button and thus concluding his first task.	
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Task 3 –

Find and review a movie

The user has to find a movie on the site and review it. The subject will start off logged in and will be at the home screen of the website. To do this, the subject will have to click on a movie or search for one to go to a movie specifics page. At this point the user will click the button to write a review which will take them to the review page where they can fill in their thoughts and starts and save to post the review.

Number of participants 3
Percent successful 90%

Findings/Test Results	Recommendations
Subject #1 was presented with the home screen logged in. The subject looked for a movie on the home screen for a movie he wanted to review and clicked into it. But unfortunately he was very confused by the interface and what it means to “review a movie” as given by the directions. He also tried to click to click the unclickable info section of the movie. It was not abundantly clear to him as he thought it was an edit function. Considering the review is going to be a large portion of the system, it is probably important to have the button to add a review more clear. He also tried to click “reviews” on the top which brought him to his profile page and away from his goal. So he went back a page and finally tried to click the small plus button that brought him to the add review page. On the home user page, he wasn’t sure what the basic info section was and if he suppose to modify it. The ratings for him he said felt self explanatory and he wrote some	While the subject has no problem finding the movie to review, the review page is rather hard to navigate. It is not entirely clear for subject #1 what information is generated by the website and pulled from IMDB and what information was user contributed and he can contribute to. The post a review button must become a lot larger and maybe use actual words with letters on them to help the user find it.

comments and pressed the save button thus completing the task.	
<p>Subject #2 was presented with the home screen logged in. She said she would look first in New Movies or Recommended, and clicked in the New Movies area. She spent a long time on the Movies page and said she did not know what things on the page were interactive. For example, the subject didn't know if the box below the movie name was for the title of the review, or if the blank space below the movie was a text box. Finally, the subject clicked on the Plus sign to add a review. On the review page, the subject first clicked the stars to give her numerical rating for the movie, then typed her review into the comments box and clicked "Save" to complete the task.</p>	<p>Our user interface for viewing and reviewing movies needs to be simplified so that users are not overwhelmed with so many objects on the screen at once. There should also be better labeling for how to add a review because currently it's unclear that reviewing happens on a different page.</p>
<p>Subject #3 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"> 1. The system should require an user to sign in before publishing a review because admins need to manage the reviews. 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.

Task 4 –

Add user as friend and remove them as friend

The subject will have to add another user who have sent them a friends request and then remove that user from their friend's list. The subject will start off on their own profile page and if no incidents, should only need to click the check button next to the username of the people and that person should be added to friend's list. Now there

should be a remove button under the name and pressing that should remove the person as a friend and completing the task.

Number of participants 1
Percent successful 100%

Findings/Test Results	Recommendations
Subject #1 was presented with his profile screen with a friend request pending on the side. He rather quickly found the section for friends and clicked on the check button to add the friend and updated the friend's list with 1 active friend. After reminding him the task at hand again, he found the small remove button that removed that friend from his friends list and thus completing his task.	The subject had no problem finding the friends section starting on their own profile screen. The check marks were obvious to the user as a way to confirm request and the remove button was obvious as the button to click to remove the user from friend's list.

Task 5 –

Resetting password on user account

The subject will have to attempt to log into the website by going to the login page, then recover their password by clicking the appropriate link on the login page.

Number of participants 1
Percent successful 100%

Findings/Test Results	Recommendations
Subject #2 began in the logged-out state on the home page. The subject searched for a "login" button, found and clicked it. She simulated entering her username and giving an incorrect password, and said she expected this would give her an error message. Next, she found and clicked the "I forgot my password" text to complete the task.	The subject easily completed this task. My only takeaway from this test is that our site will need to figure out a consistent naming scheme for usernames and be clear about whether we expect the user to provide a username or an email address to log into the website, because these may be different and some websites make you log in with one or the other.

Task 6 –

Join a group

The subject will be logged into the website on the home page, and must request to join the “Monster Lovers” user group. To complete this task, the subject first needs to click on the circular icon in the top-right of the page to go to their Profile. Next, the subject must click on “Groups” to go to the Groups page. The subject should find the “Monster Lovers” group on this page under “Explore Groups” and click on its name to go to the Monster Lovers page. On this page, the user should find the link that says “Request to join group” and click on the link.

Number of participants	1
Percent successful	100%

Findings/Test Results	Recommendations
Subject #2 began at the home screen. The subject said her first instinct was to click on the profile icon, because she didn't see an explicit option for groups on home screen. The subject clicked on the profile icon and was taken to the Profile page. Here, the subject was unsure if she should click “Edit” or “My Groups” to add a new group. The subject clicked “My Groups” and was taken to the Groups page. The subject was not sure if “Explore Groups” was clickable, but she saw “Monster Lovers” and clicked on it to be taken to the “Monster Lovers” group page. The subject then looked around the page, saw the menu of links on right, and clicked “Request to join” to complete the task.	It's unclear what the “Edit” link on the user profile does, so it should be changed or relocated to give the user a hint about what they will be editing. Also, we should add a method to search user groups so the user can find groups for things they are interested in that don't appear on the Group homepage.

Task 7 –

Create a group and invite 3 friends to the group

Number of participants 1
Percent successful 70%

Findings/Test Results	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>	<p>Modify the Members section that it does not look like a text field.</p> <p>Movie in box should be optional.</p> <p>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.</p>

Task 8 –

Moderator removes a group member

Number of participants 1
Percent successful 100%

Findings/Test Results	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">1. Allow users to add description of a group.2. On group chat, a moderator's status should be easier to see. To distinguish a moderator's status, we could make the moderator's name bold, or add a symbol next to his avatar.

Task 9 – Administrator: Add another administrator**Number of participants** 1**Percent successful** 100%

Assuming the administrator is logged in, the participant should navigate to the ‘Users’ page from the dashboard to create an account for a new administrator.

Findings/Test Results	Recommendations
The participant did not hesitate when navigating through the interface. She took little time to find the correct buttons or familiarize herself with the contents on the screen. She completed each sub-task of the task efficiently and without any issues.	None, the user liked the layout of the site and the use of the radio buttons on the form.

Task 10 – Administrator: Ban a user**Number of participants** 2**Percent successful** 100%

Assuming the administrator is logged in, the participant should navigate to the ‘Users’ page from the dashboard to ban/block a user.

Findings/Test Results	Recommendations
The participant did not hesitate to find the correct buttons. She “automatically knew and did not have to look at all the buttons.” When filling out the form, she asked “are those checkboxes?” where there were boxes next to the user and email fields. She assumed that they were there to ban both the user and the email. She did not have any more trouble in completing the task after this instance.	It is not clear whether one should click the ‘Ban’ button first, or select the users first then select the ‘Ban’ button. However, this issue may be solved in implementation when the user realizes hitting the ‘Ban’ button first does not do anything. On the form, the participant was not sure of which boxes were mandatory. This may be fixed by putting asterisks next to the field names.

The participant took some time to find user database and “ban user” button. While filling out the form, he thought the window is too small.	Buttons should be more colorful to attract eyes.
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Task 11 – Administrator: Add a movie to the database

Number of participants 1

Percent successful 100%

Assuming the administrator is logged in, the participant should navigate to the ‘Movies’ page from the dashboard to add a new movie.

Findings/Test Results	Recommendations
The participant was able to navigate to the form without any issues or hesitation. When filling out the form, she was not sure how many actors to add, how long the description should be, whether the IMDb field is a link, or what the rating was out of. The form also did not specify if she was adding or editing a movie.	The fields on the form could be made larger according to the expected size. The form should also dictate what type of information is expected. The participant had a suggestion for the rating where there could be five stars displayed and the user could click on the number of stars to highlight the rating.

Tasks 12 Administrator: Decline a comment request

Number of participants 1

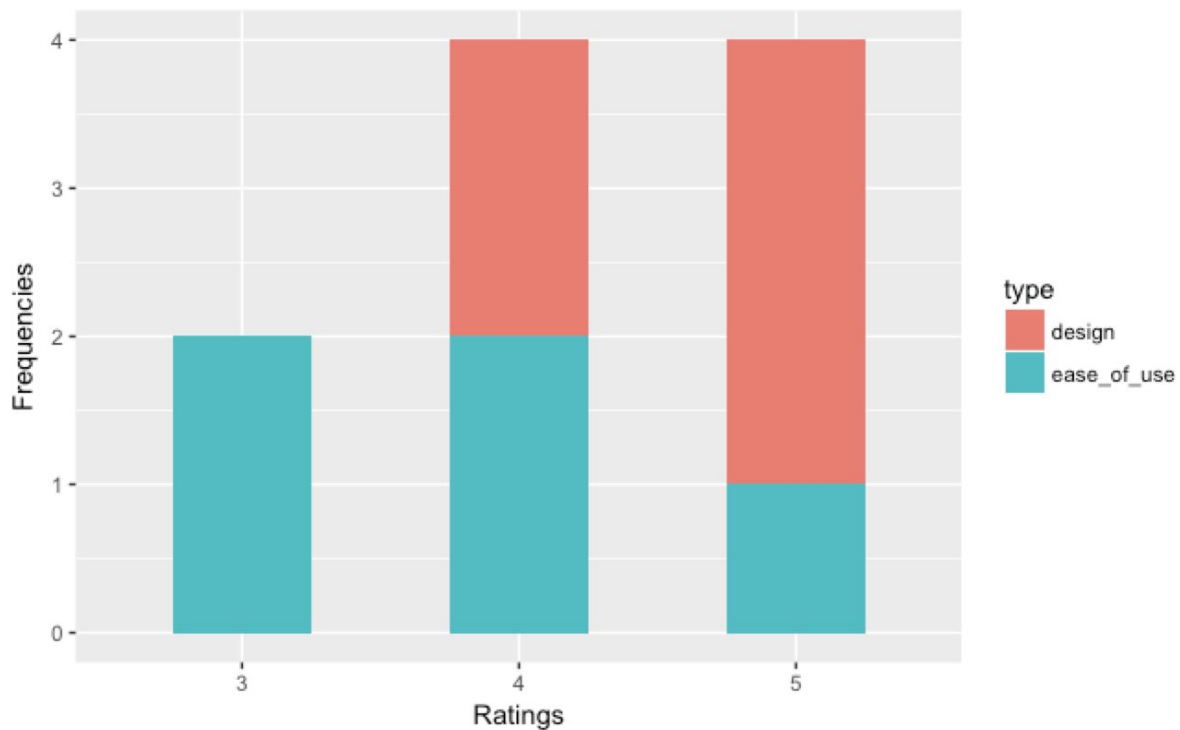
Percent successful 100%

Assuming the administrator is logged in, the participant should navigate to the ‘Comments’ page from the dashboard and decline a comment request.

Findings/Test Results	Recommendations
The participant had no idea what status meant in this scenario, but it was easy for him to recognize the approve button, decline button, and delete button.	Should add filter function Should pop up a small window to confirm user action

Measurements

The results of the study is a combination of quantitative and qualitative data. Qualitative data were collected in a short interview form after the study. After each task, the participant gave a rating on the ease of use and prototype design on the system. The ratings were collected among the participants, and analyzed using R to plot a stacked bar chart. A median is collected to estimate the average ratings given the nature of an ordinal data.



Mean Ease of Use: 3.8

Mean Design: 4.6

Discussion

The participant had over all spent a good deal of time looking over the entire interface. He suggested for an improvement is to lessen the busyness of the entire interface. While he have found his way around the interface, it took a little use to before he is able to get started. The number of steps for each of the tasks was ok but it takes a little longer for some of the tasks to be done because they do not have the formilarance with the interface. The movie info and path to review is a particularly large complaint by the subject because it packed a lot of information within a very small space and it was not entirely clear what the buttons do because of the little icons does little to explain the task at hand.

Overall, the participant (Subject #4) did not seem to have troubles with navigating through the site and completing the given tasks. The design of the site seems to be simple and easy to understand. However, the forms were the source of the issues/hesitations of the participant. Most of the questions arrived from not knowing what was expected from the field. These issues could potentially be solved with the implementation that would allow a pop-up error message if the information was entered incorrectly. However, it is better if the user knew the information needed ahead of time instead of having to enter the information again. There were many instances where the participant completed a step correctly by chance. During the feedback session, she realized that she could have tried doing steps another way that would be incorrect, such as when selecting a user to ban. These cases may happen regardless of design but could be something to keep in mind throughout the rest of the project.

According to our current design, administrators are required some basic training such as write query in search box for filtering, and be able to understand the meaning of value in each fields. This will be discussed with clients in the future.