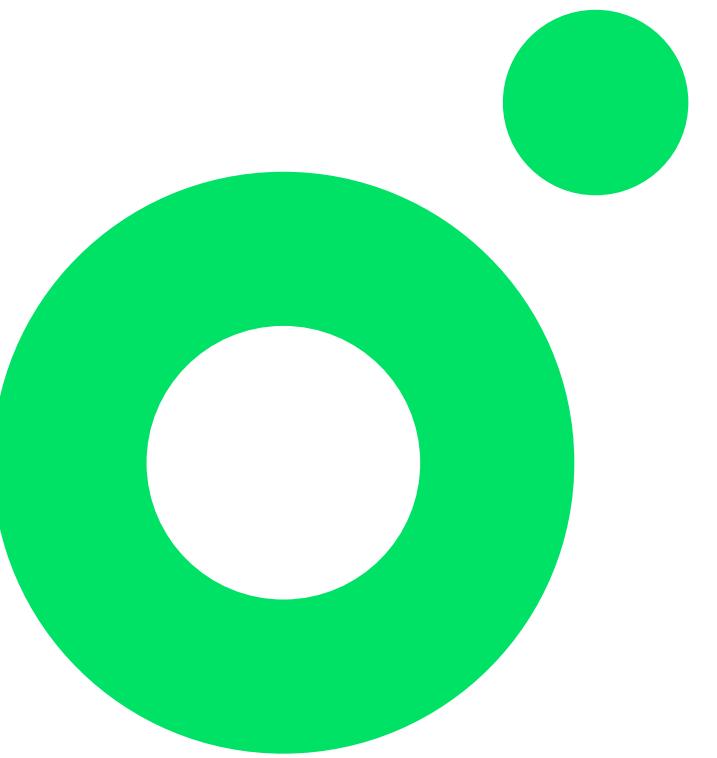


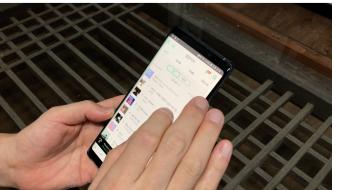
MelOn



***Video Ethnography
& User Interview***

Video Enthongraphy _ K

51 years old, 5 years use, Unfamiliar



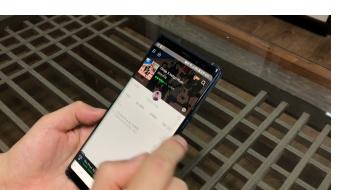
1. Add some music on current melon chart to your playlist. (1:14)

Hard to find chart menu cause the complexity of 'Home' is too high.
He eventually approached the chart with inefficient routes.



2. Play a music and add another music to your list. (0:32)

Hard to find 'X' button to close player.
Continue to select the tabs of player.



3. Open the album of current music and play a music in it. (0:14)

He knew the method very well.
He touched the album icon.



4. Delete some music in your playlist. (0:46)

He tried to swipe, but the screen moved to another tab.
Eventually, open the music menu and select Delete.



5. Search an music and add it to your playlist. (1:01)

Hard to find 'X' button to close player.



6. Change the order of current playlist. (0:29)

Hard to find 'Edit' button, but moved musics very well.

User Interview _ K

Melon app experience interview

Mainly used functions :

Playing music, Search music, Melon chart, Latest Music.

Where to find songs :

Music on the chart, Searching for favorite genre, Recommending music

Frequency & amount of adding music :

Sometimes, One piece of music when needed

Awareness of the differences between 'Playlist' and current list :

He knows something is different but he doesn't understand it correctly

Other characteristic :

He has tried the 'Edu' function. But gives a negative assessment.

Pain points :

- The playlist was confusing.
- The position of the button is not noticeable.
- I did not realize that the home screen and the player screen were separated.

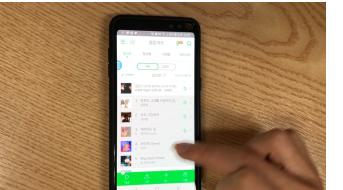
Evaluation

Service structure is too complex.

K has used this service for more than five years. But his understanding of the service was rather low. He did not seem to understand the browsing flow and structure, and it took a long time to find each feature.

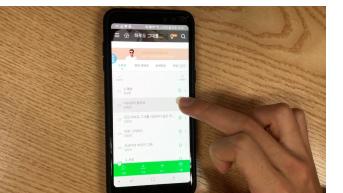
Video Enthongraphy _ M

22 years old, Never used



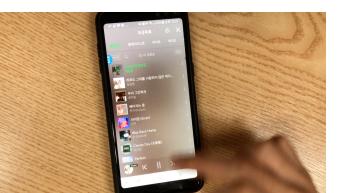
1. Add some music on current melon chart to your playlist. (0:49)

He did it successfully,
but it takes some time to check where the added songs are.



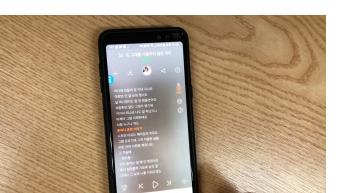
2. Open the album of current music and play a music in it. (0:36)

Hard to find 'Album info' menu.
The information icons that appear on different screens confused him.



3. Delete 2 music in your playlist. (0:31)

He did not find a way to delete multiple songs.
He just delete them one by one.



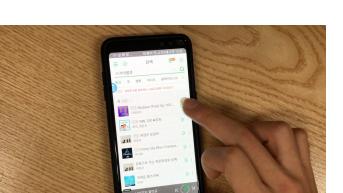
4. View the lyrics of current music and return to current music page. (-:-)

He successfully opened the lyrics, but eventually fail to close the lyrics.
Several icons on the screen where the lyrics came out confused him.



5. Search an music and add it to your playlist. (0:23)

Well done.



6. Add a music to new playlist and go to the playlist. (0:34)

He did it successfully, but found a playlist on my page instead of the player.
He did not know there is playlist menu on player.

User Interview _ M

Melon app experience interview

Using/used music app :

Vibe, Bugs

Where to find songs :

Searching for favorite artist, Search current music

Frequency & amount of adding music :

Sometimes, One piece of music when needed

Pain points :

- It was confusing that the playlist and the song list in the search box behaved too differently.
- It was inconvenient to jump to another tab when I swipe to delete a song.
- There were too many tabs that seemed totally useless to me.
- When I opened the lyrics, the lyrics came up, but when I swiped down the lyrics, the lyrics did not disappear.

Evaluation

It doesn't consider what features users need.

M is a user who has never used melon. He has used a number of different services and is able to manipulate mobile applications easily. But he failed to close the lyrics and said the response of the service is weird. During the experiment he was confused about the service structure, and replied that there were so many unnecessary elements.

User Interview _ N

22 years old, 3 years use, Familiar

Mainly used functions :

Playing music, Search music, Favorite artists, Playlists

Where to find songs :

Searching for favorite artist

Frequency & amount of adding music :

Change all music of playlist at once

Awareness of the differences between 'Playlist' and current list :

Yes.

Pain points :

- There is no return button to melon home, so the process before and after the search is too complicated.
- It is too uncomfortable to manage the song after I put the song in my 'Playlist'.

User Interview _ S

22 years old, 4 years use, Familiar

Mainly used functions :

Playing music, Search music, Similar music recommendation

Where to find songs :

Searching for favorite artist, Latest Music

Frequency & amount of adding music :

One piece of music when needed

Awareness of the differences between 'Playlist' and current list :

He had never considered the player and melon home independently.

Pain points :

- It is very annoying when a playlist is turned into a radio by mistake.
- It is too cumbersome to change the order of playlists.
- It is strange the way to move lyrics page to current music page.

Evaluation

Frequently used functions have high task load.

N is a user who treats the service very well. N was very familiar with what are the pain points to her. N replied that the service is really uncomfortable and complicated. She said she only used the functions she normally uses, but she does not want to use other functions at all.

Evaluation

Even familiar user feels uncomfortable.

S is a user familiar with the service. He was accustomed to manipulation, but his understanding of the structure of the service was low. He said it was sometimes embarrassing when the service sometimes showed unexpected results to him.