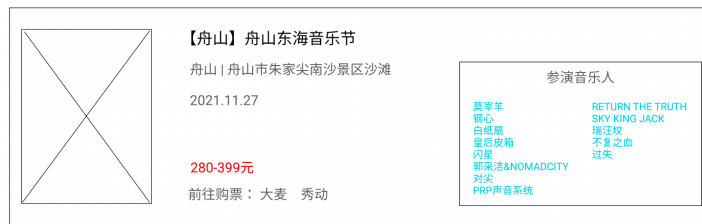


Usability Test Result Analysis for Desktop Version

This prototype is a functional combination of Ticketing Websites and Red Book where users can not only get the information of music festivals but can also find ideal dressing for music festivals. Compared to Ticketing Websites, the prototype directly shows the lineup so that users can see it without clicking. And the prototype also provides local weather information, dressing index and dressing tips for users, which the competitor does not have.



Competitor



Prototype

For the artists' information, the artist's personal music style and hit songs are provided by the prototype while such information is not provided by the competitor.



Competitor



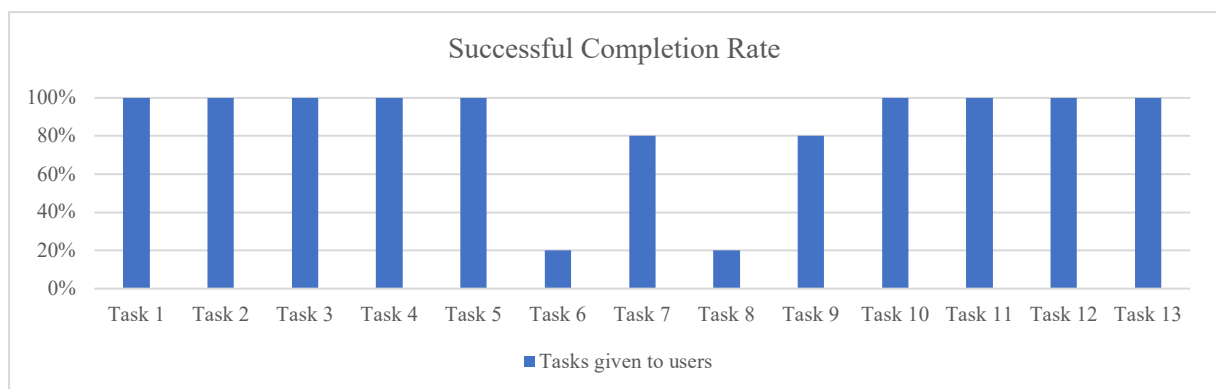
Prototype

1) Test Tasks

- | | |
|---|--|
| 1. Register | 9. Find the T-shirt of which the style is similar to |
| 2. Log in | the artist's dressing/music style |
| 3. Find the music festival that you want to go | recommended for the festival |
| 4. Find local weather information | 10. Save dressing that you are interested in |
| 5. Find the appropriate clothing type | 11. See other fans' dressing for the festival |
| 6. Figure out the overall style of the festival | 12. Find photo-taking tips |
| 7. Figure out the artist's dressing style | 13. Find the festival, artists and dressing that |
| 8. Find the same dressing with the artist | you saved |

2) Effectiveness

2.1 Completion Rate



2.2 Errors Summary

Task	Error Rate	Error Type	Description	Counts
Task 6	0.8	Omission	Omission of information on artists	3
		Omission	Omission of overall dressing keywords	1
		Unintended Click	Click on Cast Table	1
Task 7	0.8	Unnecessary Slip	Slip upwards	2
		Not Click	Not click	1

Task 8	0.8	Wrong Click	Click on Dressing Album	4
		Wrong Click	Click on Fans Dressing	1
Task 9	0.6	Try to search	Not allow to search	1
		Omission	Omission of Recommendation	1
Task 12	0.6	Omission	Omission of Photo-taking tips in navigation bar	1
		Wrong Click	Click on Dressing Album	2

3) Efficiency

Task Time Per Task Per Participant (Unit: seconds)

Task: 1-13 Participant: A-E

	1	2	3	4	5	6	7	8	9	10	11	12	13
A	1s	2s	10s	16s	11s	6s	15s	15s	8s	2s	3s	6s	3s
B	1s	1s	5s	3s	2s	×	18s	×	10s	1s	5s	×	7s
C	1s	3s	4s	1s	5s	×	×	×	×	1s	2s	2s	3s
D	1s	1s	5s	1s	2s	×	22s	×	19s	1s	2s	13s	2s
E	1s	1s	3s	2s	1s	×	14s	×	6s	1s	2s	2s	1s
Efficiency	1	0.77	0.22	0.58	0.46	0.03	0.05	0.01	0.09	0.9	0.41	0.25	0.46

4) Satisfaction

4.1 Task Level Satisfaction – Single Ease Question

Very Difficult (score:1) → Very Easy (score:7)

Task	1	2	3	4	5	6	7	8	9	10	11	12	13
Difficulty	6	6	5.6	6.6	6.4	6	5.6	4	5.4	5.8	6.4	6	6.8

4.2 Test Level Satisfaction - SUS

Questions	Strongly Disagree	Disagree	Normal	Agree	Strongly Agree
I think that I would like to use this system frequently.	0(0%)	0(0%)	2(40%)	3(60%)	0(0%)
I found the system unnecessarily complex.	1(20%)	0(0%)	2(40%)	2(40%)	0(0%)
I thought the system was easy to use.	0(0%)	0(0%)	0(0%)	3(60%)	2(40%)
I think that I would need the support of a technical person to be able to use this system.	2(40%)	2(40%)	1(20%)	0(0%)	0(0%)

I found the various functions in this system were well integrated.	0(0%)	0(0%)	0(0%)	4(80%)	1(20%)
I thought there was too much inconsistency in this system.	1(20%)	3(60%)	1(20%)	0(0%)	0(0%)
I would imagine that most people would learn to use this system very quickly.	0(0%)	0(0%)	0(0%)	2(40%)	3(60%)
I found the system very cumbersome to use.	1(20%)	3(60%)	0(0%)	1(20%)	0(0%)
I felt very confident using the system.	0(0%)	0(0%)	0(0%)	4(80%)	1(20%)
I needed to learn a lot of things before I could get going with this system.	2(40%)	3(60%)	0(0%)	0(0%)	0(0%)
SUS Score	76				

5. Conclusions

Generally speaking, the main problems arise in Tasks 6, 7, 8, 9 and 12, especially 6 and 8.

For Task 6 (Figure out the overall style of the festival), the completion rate (20%) and efficiency (0.03) are quite low, but error rate (0.8) is quite high. 3 of 5 participants failed to pay attention to the “参演音乐人” and “热门曲目” of the artists provided while 1 of 5 participants failed to pay attention to the overall style keywords, so it is better to design some guide words to instruct users to combine two types of information. Also, users can be prompted on the “演出信息” page to click on the festival profile to get all the information about dressing in the festival, so they can have expectations about the search results. However, whether it is unnecessary to introduce too much information about the artists, which will blur the focus of the website’s functions, needs further tests.

For Task 7 (Figure out the artist’s dressing style), the completion rate is 80%, the efficiency is 0.05 and the error rate is 0.8. The main reason for its bad performance is that participants didn’t expect that if they click on the artists profile, the website will turn to “穿搭参考” page. Therefore, users should be given some hints to do the click. Moreover, most participants didn’t

realize that “穿搭相册” is also provided for them to finish the task.

For Task 8 (Find the same dressing with the artist), the completion rate (20%) and efficiency (0.01) are quite low, but error rate (0.8) and difficulty are quite high. 4 of 5 Participants did a wrong click that they clicked on “穿搭相册” and they thought it would show the same dressing as the artist’s. So for the artist’s same dressing, it is better to put it into “穿搭相册”, meaning that the users will firstly check the dressing photos of the artist, then a link will be given to them under the photo so that they can directly click the link for the same dressing that they are interested about.

For Task 9 (Find the T-shirt of which the style is similar to the artist’s dressing/music style recommended for the festival), the completion rate is 80%, the efficiency is 0.09, the error rate is 0.6 and the difficulty score is 5.4. 2 of 5 participants told that the name “本站推荐” confused them, because they couldn’t expect what the content would be. As a result, the name should be changed to an easily understand one.

For Task 12 (Find photo-taking tips), the efficiency is 0.25 and the error rate is 0.6. 1 of 5 participant failed to pay attention to the “拍照 TIPS” in the navigation bar because she didn’t expect that the it would be there. 2 of 5 participants did a wrong click that they click on “穿搭相册” because they thought the dressing tips would appear together with dressing photos. It seems that participants didn’t think it is necessary to have a single page for dressing tips so it may be removed in later versions.

In addition, there are some inspirations as follows:

- Users are more likely to use the search function rather than filtering, and the more powerful the search function, the better.

- It may be better to provide more attractive information directly on the home page of the website, such as selected content.
- Regarding “粉丝穿搭”, it is more like an online community where fans can share their dressing and interact with each other, not where users can get specific information, so it may be better to set up a single page which has an entrance in navigation bar and allow functions such as comments and replies.