Human Computer Interaction

TERM LONG ASSIGNMENT

EVALUATION REPORT

SOCIAL MEDIA:
YOUTUBE
SOLUTION PITCH

Evaluation of Design
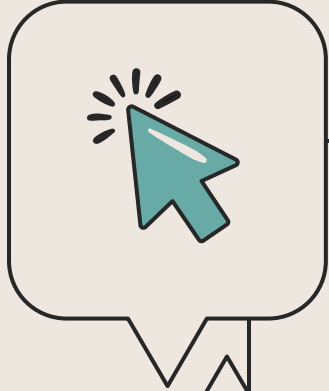
Group: Benjamin Robinson (2000724), Errol Hunter (1905299) and Iyana Taylor (2209566)
Course: Human Computer Interaction (UN1) Monday 8 AM Tutorial with Ms. Nadine Maitland

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01| Introduction .

     After developing a prototype of our proposed YouTube AI solution: Smart Contextual Watch History Search, it was evaluated by another group using Shneiderman's 8 Golden Rules and Nielsen & Molich's 10 Rules of Thumb. Changes were considered and made to the prototype based on these evaluations, which will be presented in this powerpoint.

02| Team members who conducted evaluations.

The Neighborlink Solution Group:

Cleo Dixon
Aniecia Campbell
Kay-Ann Green

03| Evaluation Results .

Name of the person who identified it:
Cleo Dixon

Image of the relevant portion of the prototype:
(See slide 7)

Text description of the identified issue (and the heuristic violated):
Aesthetic and minimalist design (Nielsen & Molich's 10 rules) (Adherence: Moderate): The design is clean, using a standard modern web layout with ample white space. However, the right-hand column contains a lot of utility options including Comments, Posts, and Live chat which could potentially be simplified or nested under a single "Manage" or "Settings" menu to reduce clutter, especially since those seem unrelated to the Watch History itself.

Severity of the issue:
Moderate Adherence

Image of prototype revision implemented:
(See slide 8)
The text (functions) below "Manage all watch history" were removed.

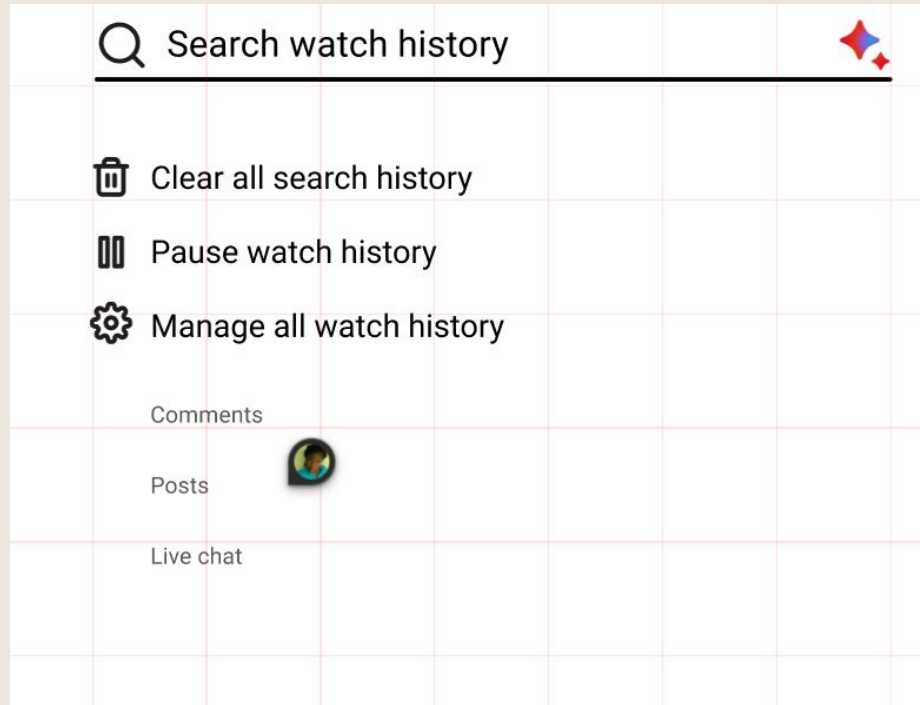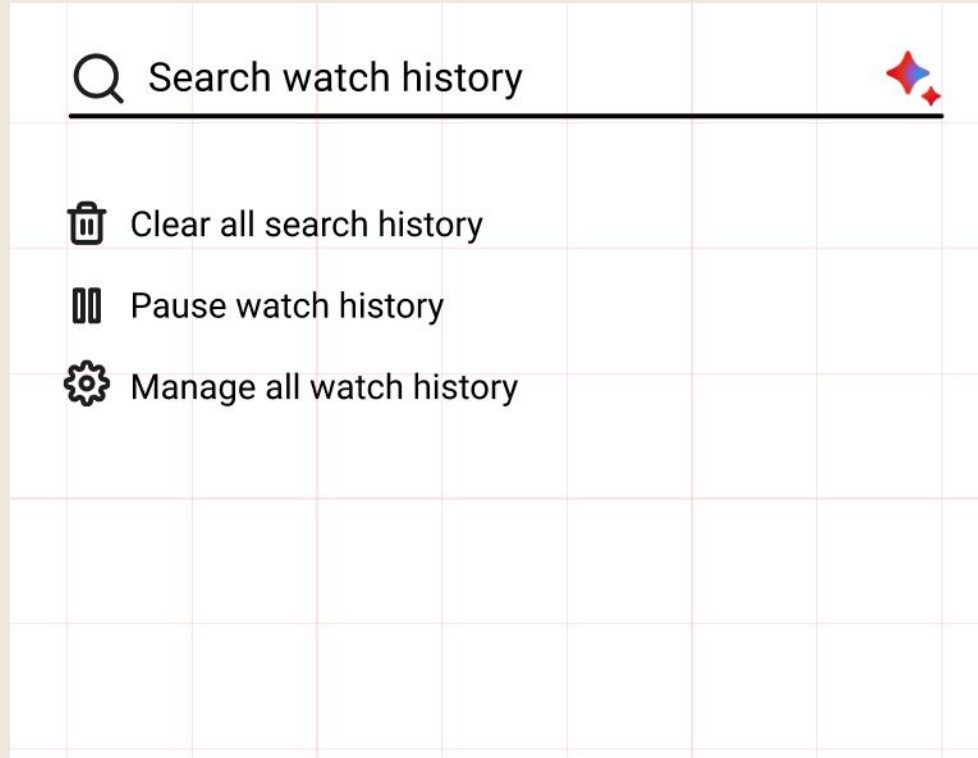**Image of the relevant portion of the prototype:**

Image of prototype revision implemented:

Name of the person who identified it:
Aniecia Campbell

Image of the relevant portion of the prototype:
(See slide 10)

Text description of the identified issue (and the heuristic violated):
User Control & Freedom / Shortcuts (Nielsen & Molich's 10 rules) -The options to clear, pause, and manage history offer good user control (Nielsen's Rule 3). The current lack of a prominent undo option is a minor drawback, but the overall control is clear. The search bar acts as a shortcut to finding content (Shneiderman's Rule 7).
Error Prevention / Simple Error Handling (Nielsen & Molich's 10 rules) - Shneiderman's 8 golden rules) - Error prevention isn't the primary focus here, but the structured format of the video list makes it difficult to accidentally delete or misinterpret information. The management options are clearly labeled, which aids in simple error handling (Shneiderman's Rule 5).
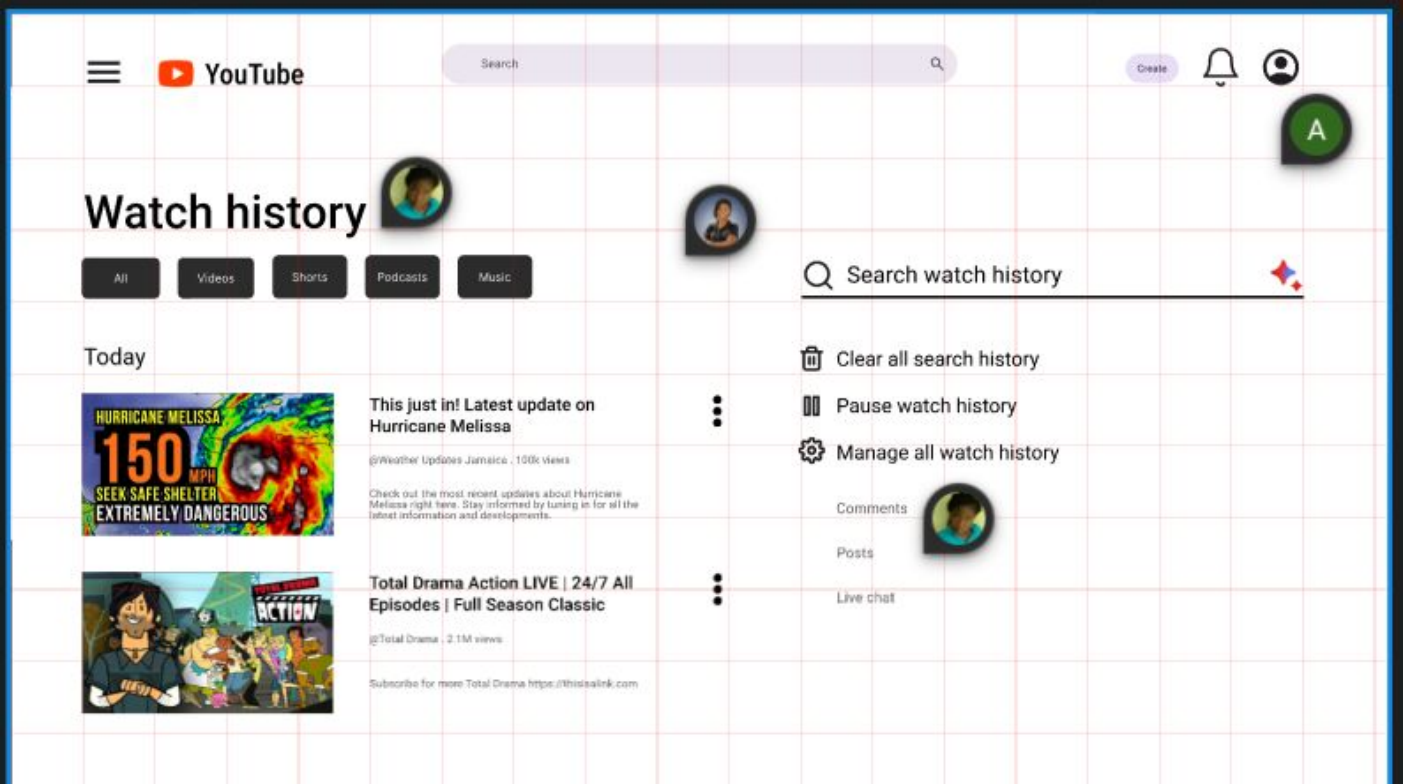
Severity of the issue:
Minor Issue

Image of prototype revision implemented:
No revision implemented. YouTube already provides users with the ability to "Undo" certain actions like removing a video from the watch history.

Image of the relevant portion of the prototype:

03| Evaluation Results cont'd.

Name of the person who identified it:
Cleo Dixon

Image of the relevant portion of the prototype:
(See slide 12)

Text description of the identified issue (and the heuristic violated):
User control and freedom (Nielsen & Molich's 10 rules) (Adherence: Moderate): The single "back" arrow offers a clear way to exit. The search bar provides freedom to input any query. However, the presence of the filtering chips is currently redundant, as no dialogue was done nor are any results shown. If these are meant to filter the history before the search, it's not clear. They seem to consume valuable space when the user's focus should be purely on input. I believe this could be added after the search is complete and results are shown.

Flexibility and efficiency of use (Nielsen & Molich's 10 rules) (Adherence: Moderate):
The proposed relevant filter chips (Videos, Shorts, Docu, Birds) at the bottom act as shortcuts to refine the search efficiently without needing to type, which is excellent. It is assumed the AI will clarify if you would like to see various types of videos after it has completed its clarifying questions.

Area for improvement: If the user must retype their answer to the AI's question, it can become inefficient. The AI's questions could ideally be presented as clickable suggested replies for maximum efficiency (like the options presented by a chatbot). Additionally, the last question could be something along the lines of "which videos would you like to view". This would help to make the filter chips fit seamlessly into the interaction and be a part of the overall design since suggestions were already a part of the conversation from the beginning.

Severity of the issue:
Moderate Adherence

Image of prototype revision implemented:
(See slide 13)
For this evaluation, the team decided not to make any major changes to the filtering chips (only the addition of text alongside the + sign) as users are able to apply and remove filters at anytime during the search process to redo/ refine their search. That's why the chips are persistent on the screen, right above the search bar.
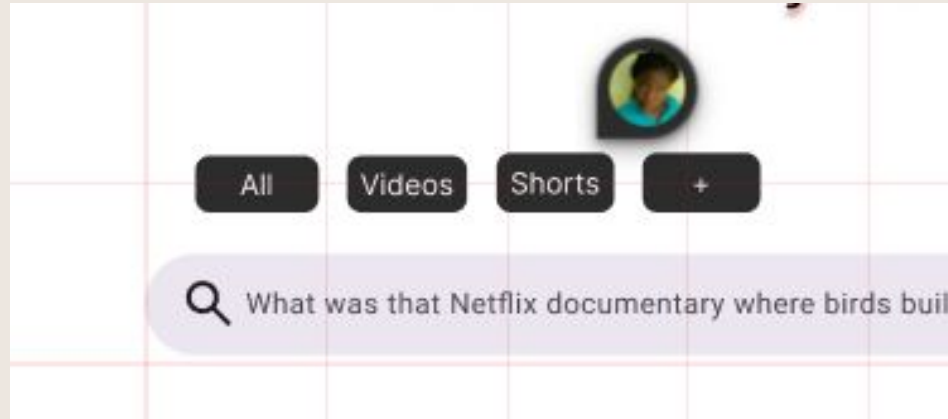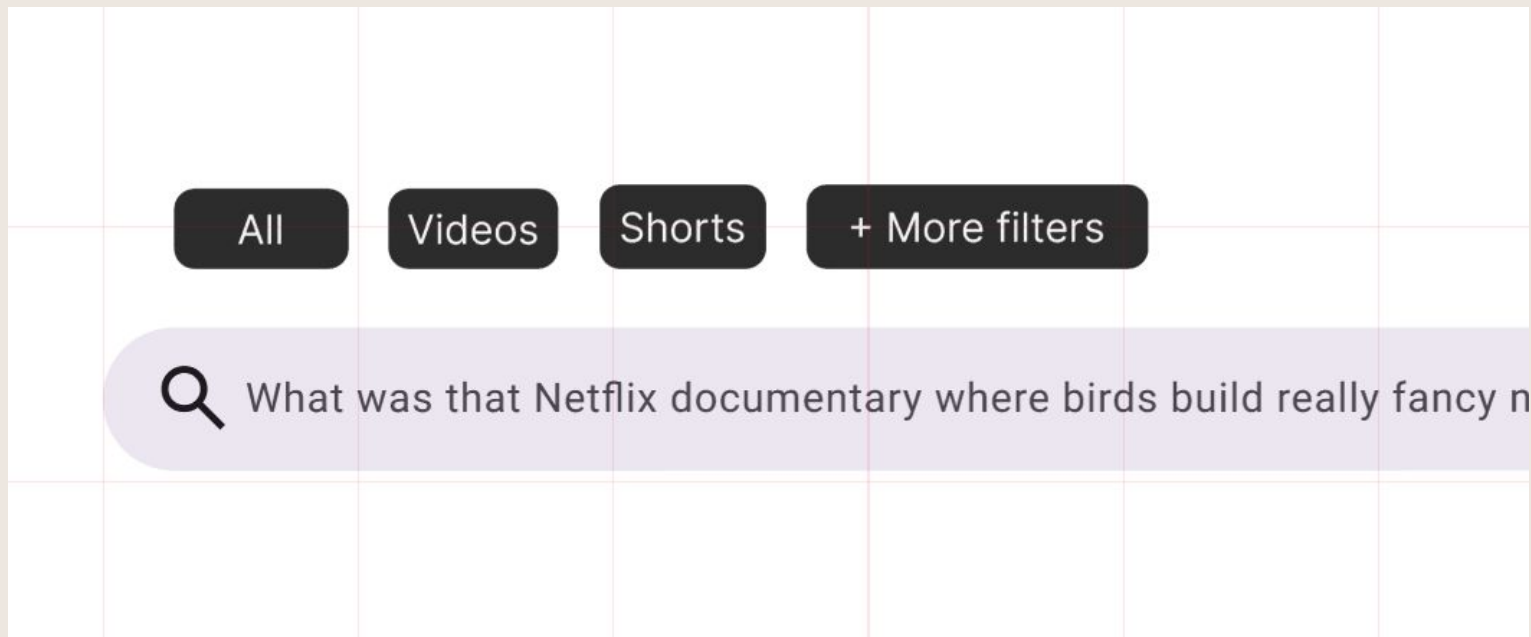
Image of the relevant portion of the prototype:

Image of prototype revision implemented:

03| Evaluation Results cont'd.

Name of the person who identified it:
Cleo Dixon

Image of the relevant portion of the prototype:
(See slide 15)

Text description of the identified issue (and the heuristic violated):
Match between system and the real world (Nielsen & Molich's 10 rules) (Adherence: Moderate): The conversational search bar, which accepts a natural language query matches how people naturally phrase questions about content they vaguely remember. However, the phrase "Seek and ye shall find" feels out of place and slightly confusing in a digital interface, making the tone inconsistent with the YouTube brand.

Severity of the issue:
Moderate Adherence

Image of prototype revision implemented:
(See slide 16)
For this evaluation, the team decided not to make any major changes as the heading is intended to grab the users' attention and act as a witty prompt for them to enter their query into the search bar below it. Subtext was added below it to further clarify (in more "natural" language) what the user should do when at that point.

Image of the relevant portion of the prototype:

Image of prototype revision implemented:

Name of the person who identified it:
Cleo Dixon

Image of the relevant portion of the prototype:
(See slide 18)

Text description of the identified issue (and the heuristic violated):
User control and freedom (Nielsen & Molich's 10 rules) (Adherence: Moderate): The user is seemingly given control to answer the clarifying questions or modify their initial query in the input box below.
Area for improvement: It is not immediately clear how the user is supposed to select an answer from the options/questions provided since the dialogue is shown as being asked two questions at once without the opportunity to respond to the first. Should they retype the answer into the search bar, or are these questions clickable? Making the questions (especially the one highlighted in red) directly interactive would significantly increase control and efficiency.

Severity of the issue:
Moderate Adherence

Image of prototype revision implemented:
(See slide 19)
For this evaluation, text was added to clarify what the user is expected to do when the contextual follow-up questions come up after their initial query. They're expected to select a follow-up question and reply to the selected question to yield video results.
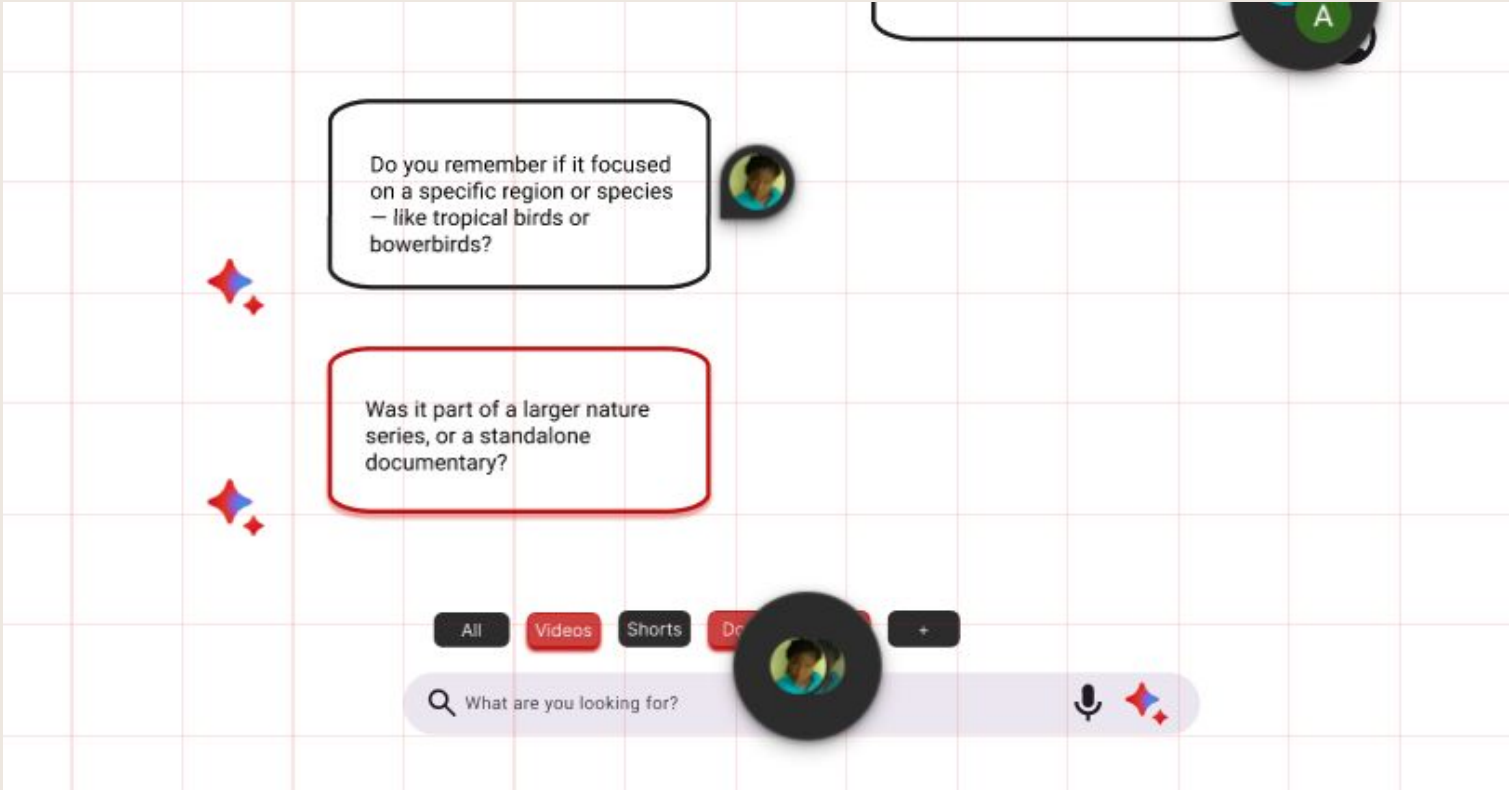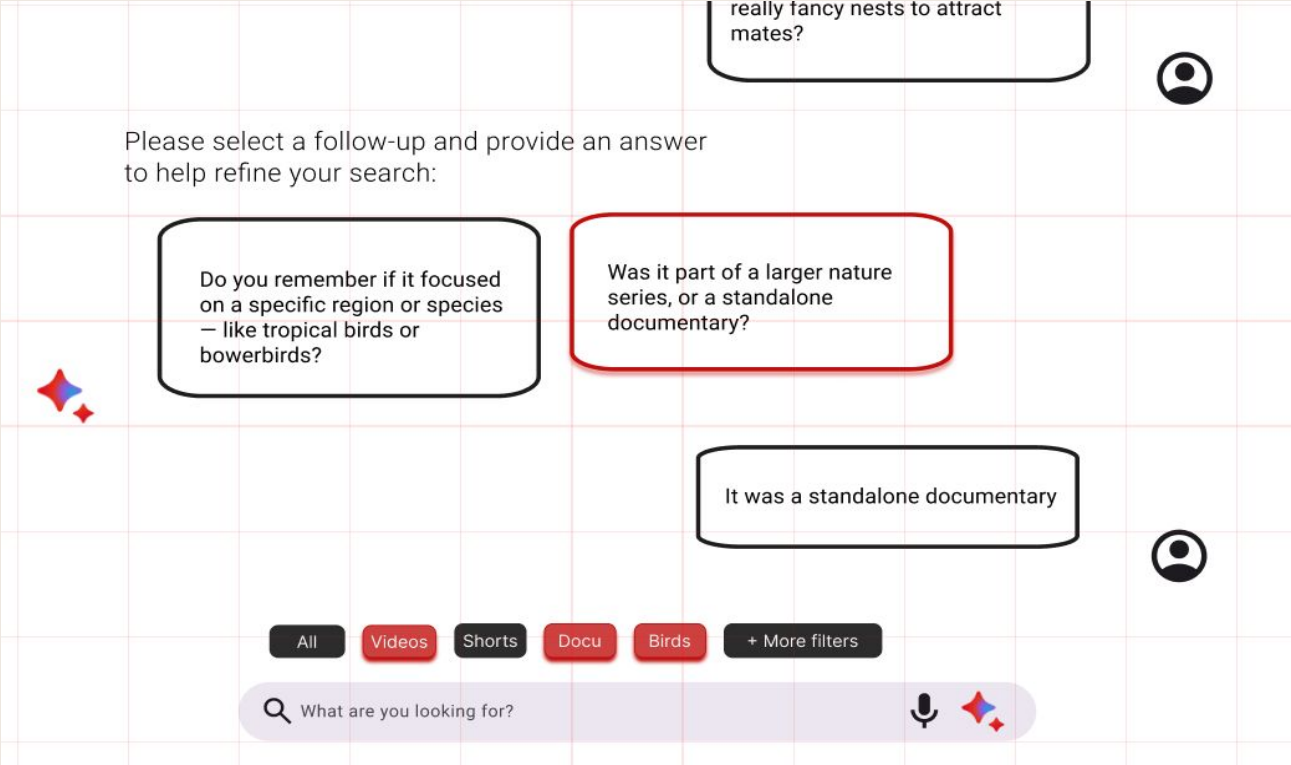
Image of the relevant portion of the prototype:

Image of prototype revision implemented:

03| Evaluation Results cont'd.

Name of the person who identified it:
Kay-Ann Green

Image of the relevant portion of the prototype:
(See slide 21)

Text description of the identified issue (and the heuristic violated):
User Control & Freedom / Shortcuts (Nielsen & Molich's 10 rules) –
The back arrow allows the user to exit, but there are no search refinement tools or shortcuts to filter results. This limits user freedom and does not fully align with Nielsen & Molich's rule.
Error Prevention / Simple Error Handling (Nielsen & Molich's 10 rules; Shneiderman's 8 golden rules) –
Offering multiple possible matches helps prevent misinterpretation or incorrect results. However, there are no prompts for refining or adjusting the search if none of the results match.
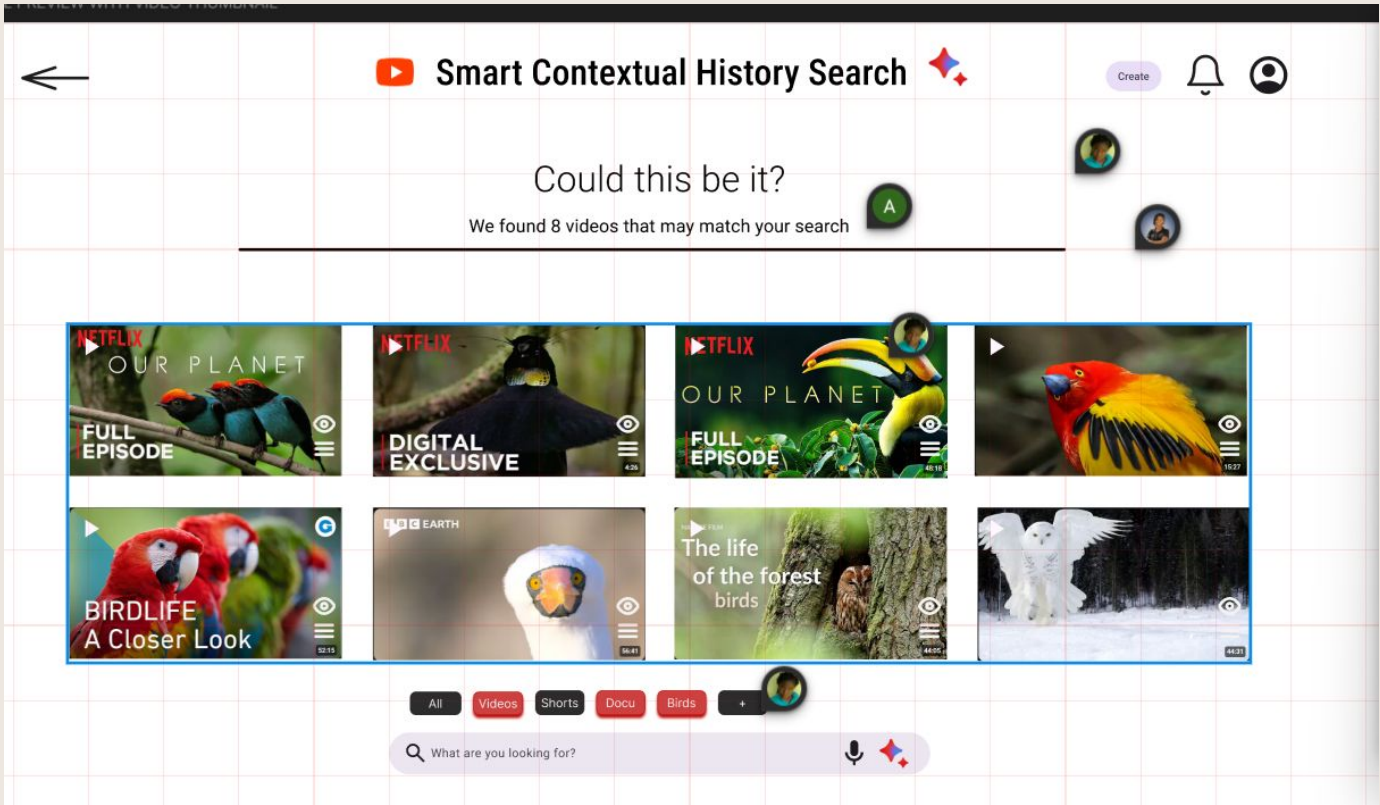
Severity of the issue:
Moderate Adherence

Image of prototype revision implemented:
No revision implemented.
For this evaluation, the team decided to not make any changes as the persistence of the search bar and filtering chips means the user is able to redo/ refine their search at any time during the process.
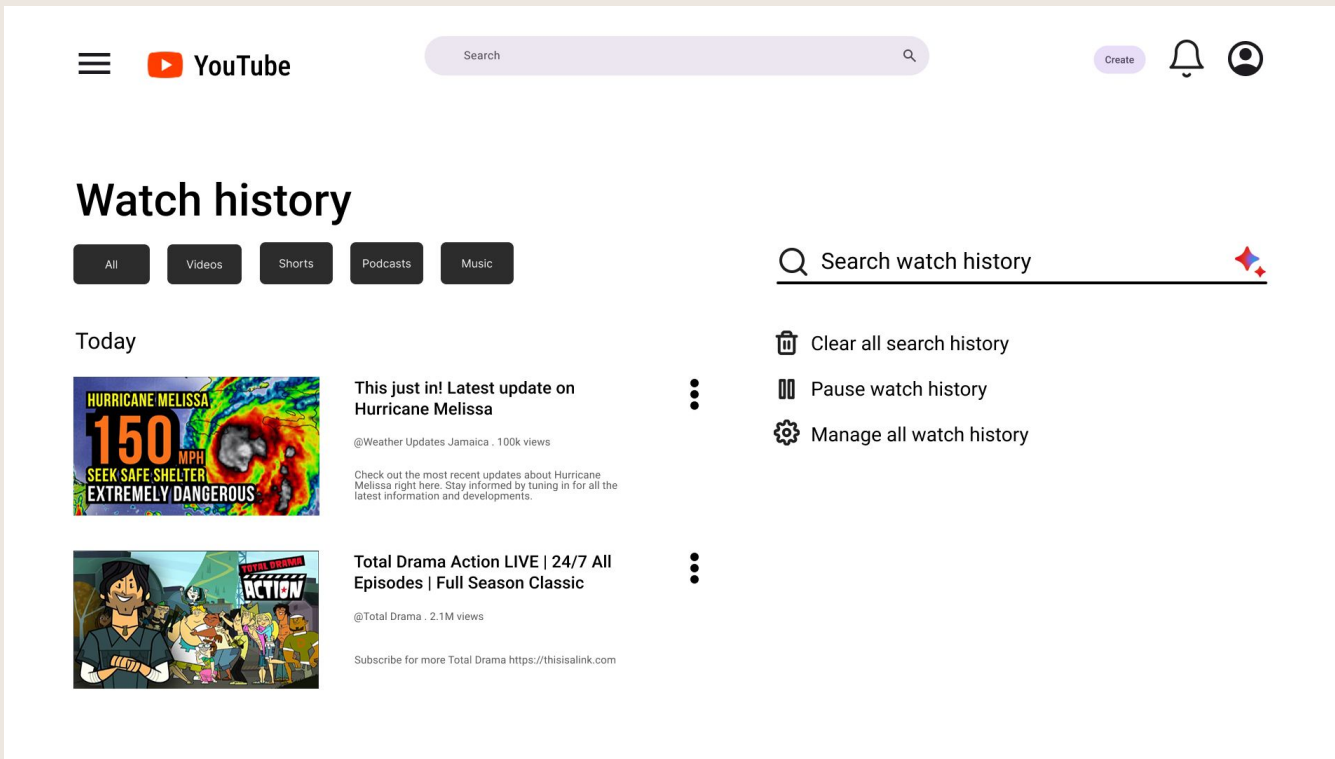
Image of the relevant portion of the prototype:

04| Updated Prototype based on Evaluations

Go to <u>Updated Prototype</u>:

THANKS!

Do you have any questions for us?