

USER TESTING

Evaluating our assumptions through the eyes of the user



PARTICIPANTS



Male, 29
Professional
IT



Male, 29
Grad Student
Geography



Female, [18-22]
Student
English/Biochem



Female, [18-22]
Student
Informatics

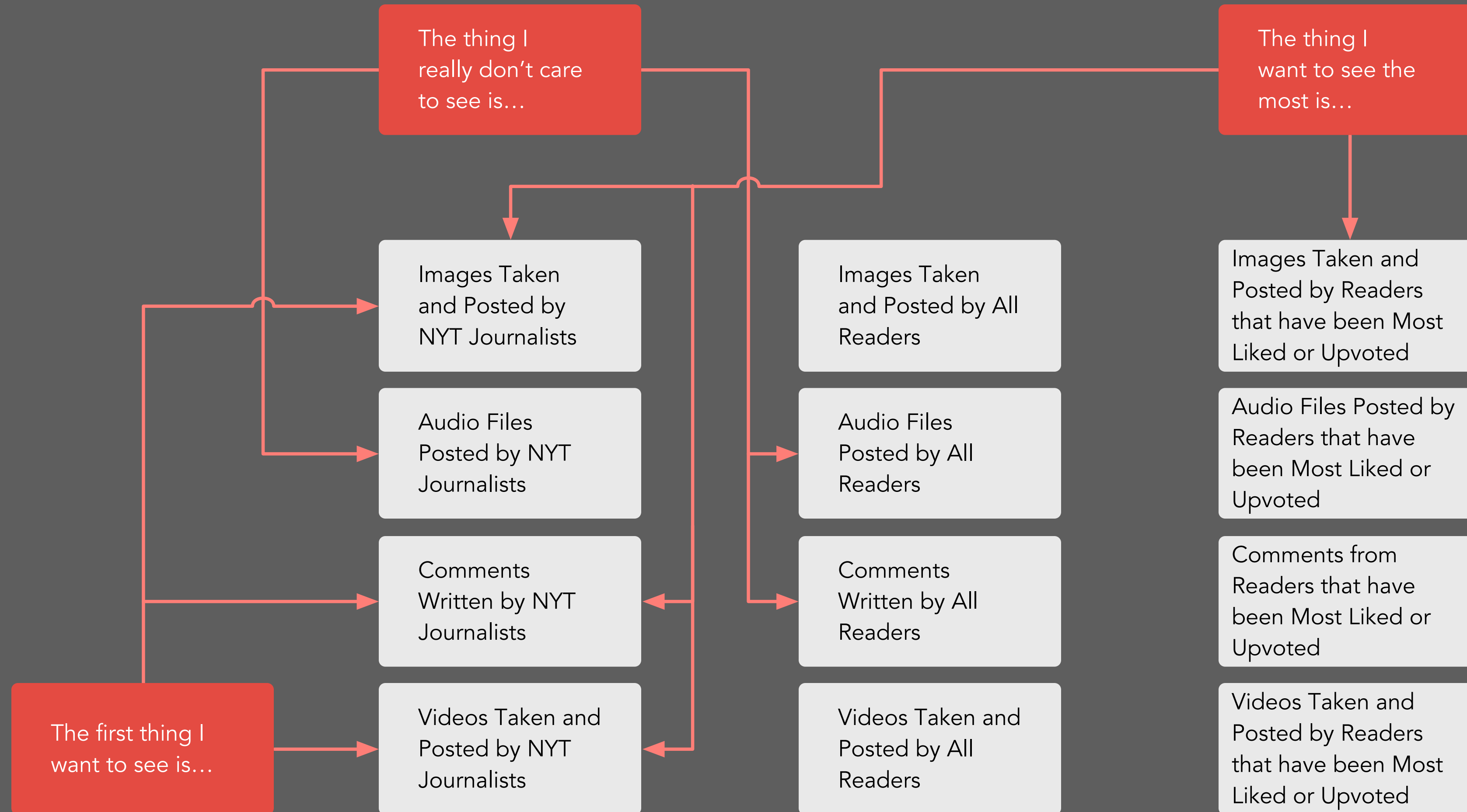
CARD SORT

Figuring out what users perceive as valuable

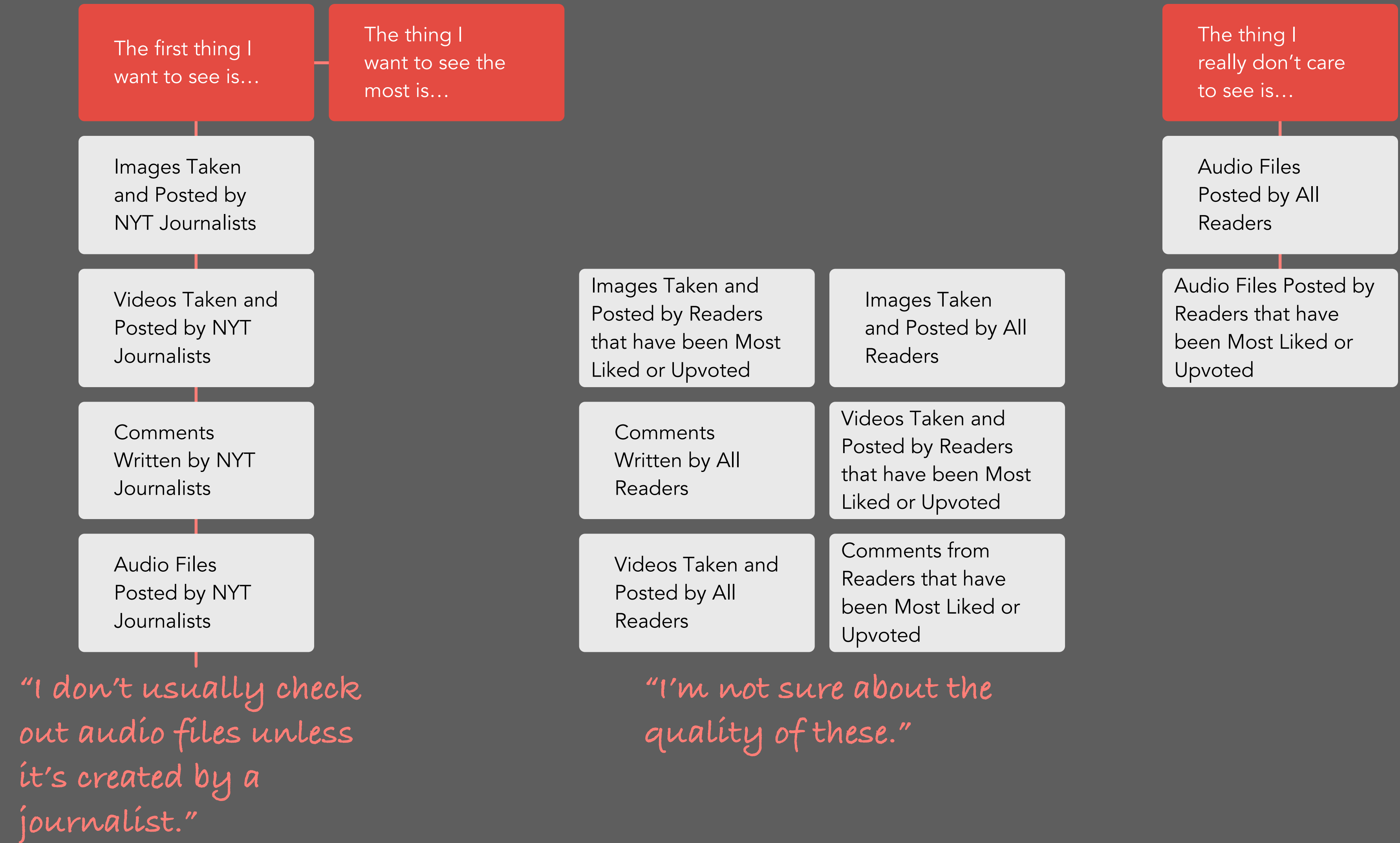


*"I hate stupid people so
curation is the key"*

SORTER 1



SORTER 2



SORTER 3

Audio Files
Posted by NYT
Journalists

Videos Taken and
Posted by NYT
Journalists

Audio Files Posted by
Readers that have
been Most Liked or
Upvoted

Comments from
Readers that have
been Most Liked or
Upvoted

Comments
Written by NYT
Journalists

Audio Files
Posted by All
Readers

Videos Taken and
Posted by Readers
that have been Most
Liked or Upvoted

The first thing I
want to see is...

Images Taken
and Posted by All
Readers

Images Taken and
Posted by Readers
that have been Most
Liked or Upvoted

The thing I
want to see the
most is...

Videos Taken and
Posted by All
Readers

The thing I
really don't care
to see is...

Comments
Written by All
Readers

Images Taken
and Posted by
NYT Journalists

SUMMARY

The first thing I
want to see is...

Images Taken
and Posted by
NYT Journalists

Comments
Written by NYT
Journalists

Videos Taken and
Posted by NYT
Journalists

The thing I
want to see the
most is...

Images Taken
and Posted by
NYT Journalists

Images Taken and
Posted by Readers
that have been Most
Liked or Upvoted

The thing I
really don't care
to see is...

Audio Files
Posted by All
Readers

Audio Files
Posted by NYT
Journalists

Audio Files Posted by
Readers that have
been Most Liked or
Upvoted

Comments
Written by All
Readers



**Audio annotations were
not considered valuable,
unless accompanied by a
guided walk through**