

Study Tasks:

Type: End User

Task Difficulty Ratings:

Add a friend that is also on “Spoiled Tomatillos”: 1

Write a review for a movie you recently saw in the cinema: 1

Find the synopsis for a movie you are interested in: 2

Study Participants:

Age:	19
Gender:	Female
Education:	High School
Major:	N/A
Technical competency:	General Web
Prior experience:	No

Study Data:

As for observations, the participant displayed almost no hesitation with any of the tasks aside from one sign of hesitation during the third task and one question during the first task.

The confusion came from the fact that a user could either find a brief description of the movie in the “recommended movies playlist” and in the search results page, or they could find the more detailed synopsis on the dedicated movie page. The task was to find the more detailed synopsis, suggesting that a “read more” link in any place where a short description is shown may be necessary. This would redirect the user to the synopsis on the main movie page if the short description was not sufficient. The participant thought that this short description was enough, but promptly found the synopsis when asked where they could find more detailed information.

The participant additionally asked if the options on the right side of the search bar were a “switch” between a movie and person search. As this was the case, we did not see this as a hesitation or clarification due to the restrictive nature of hand-drawn prototypes, but we took note of the fact that we must pay special attention when designing this “switch” to make its functionality evident from first glance.

Aside from this one minor difficulty, the user completed every task with great ease in under one minute.

When asked for feedback, the participant noted how the visibility and size of the search bar made completing the assigned tasks. The design of the search bar made it apparent to the user that it was the core functionality of the application that led to most of the website’s content. Also, due to the relative simplicity of the assigned tasks and the limited set of requirements, the participant found the layout easy to navigate. One complaint was the proportions of content in the movie page. The participant suggested that “the review section was too crowded” for the quantity of reviews supplied. They recommended that under the main information about the movie, the reviews should take up half of the page while the miscellaneous movie information should take up the other half.