Study Tasks:

Type: End User
Task Difficulty Ratings:
1. Add a friend that is also on "Spoiled Tomatillos": 1
2. Write a review for a movie you recently saw in the cinema: 2
3. Find the synopsis for a movie you are interested in: 1

Study Participant Features:
Age: 24
Gender: Female
Education: Masters Student
Major: Mechanical Engineering
Technical Competency: Matlab
Prior Experience: No

Study Data:

When observing the user, I saw that he seemed to have a very easy time maneuvering his way around the website. He was able to do things with so much ease that it surprised me a little. That being said, on his first run through, he took a good bit of time on the home page. Once he had gotten a sense of the layout of the home-page and how everything meshed together, he was able to move very freely around the website. He finished the first task in about twenty seconds and the second and third tasks in roughly ten seconds.

After completing his tasks, I asked him about the time that he originally spent on the homepage, he said that at first it seemed like a lot of data to process. He mentioned how it was not cluttered, however, it was very compartmentalized. What he meant by that was that spatially there was plenty of room, however, there were many different options the user could pursue on one page. He liked this, however, mentioned that it may overwhelm some users.

He also gave input onto other aspects of the website. Overall, he liked the layout and specifically said how he liked that the home page had the option to add users as friends. He said that this gave it a very social feel and that having it so readily accessible was a nice feature. Furthermore, he mentioned how he felt that there was a very simple and nice design that did not make him feel confused. That being said, he felt like he would like some way to talk to users through a chat-box or something similar. Overall, he was pleased with the design and said that it was easy to follow.