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Study Tasks:

Type: End User

Task Difficulty Ratings:

Add a friend that is also on “Spoiled Tomatillos”: 4

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

Find the synopsis for a movie you are interested in: 1

Study Participants:

Age:	22
Gender:	Female
Education:	Undergraduate
Major:	Economics
Technical competency:	Excel
Prior experience:	No

Study Data:

The participant can read the buttons easily, but she seemed not sure if the button would bring her the page she wanted. Thus, she clicked the button very quickly and once found it was not she want, she returned back quickly.

One example was that when she tried to search for a user using search bar, she hit enter very quickly, and didn't spend any time on the button on the right side of search bar. Once she found the search results brought a list of movie she realized the button on the right side of search bar has some functionality to search by applied filters. Then she quickly changed the search filter from movie to user and type the user she wants then hit enter. The search result brought the user she wanted in search result list.

The participant also showed her surprise with pop up functionality in the test. She thought it was a good idea to bring the pop up into the web application to avoid redirecting another new webpage. She was been brought to some new pages with her prior experience with other web application before. She thought that was really annoying.

The participant finished the first task in one minute and the other two in less than 45 seconds. The whole process went smoothly and clear to her.

After she finished three tasks, I asked for some feedback, like her feel about the web application. She said that the search bar was really easy to see and search is useful in this web application. But she expressed her confusion about different genre on the homepage. She said she was about to see the different genres of movies in homepage, but did not find any. In addition to search bar and movie genre, she also talked about scroll bars across the web application. She felt easy to scroll and look for more contents in one page.