

Age: 19

Gender: Male

Education: Undergrads

Major: Environmental Science

Tech savvy: Only for operation. But don't know much about coding, internal concepts.

Task 1: Activate admin tool

--- activate the admin tool

Time: 5 seconds.

Clicks: 1

Misclick: 0

Subject rating: 3/5.

Subject opinion:

1. Activation icon is strange, and the layout is so tight. Since the slide icon is used mostly in mobile end, the user is confused about whether it is designed for clicking. (First impression, might not click). The slide icon is for showing the status.
2. User prefer a two option button such as [On | Off], the user thought it will be easier to recognize by color contrast.
3. User thinks the UI is clean.

Task 2: To search movie, remove the one top review comment as admin user.

Time: 15 seconds

Clicks: 3

Misclick: 2

Subject rating: 2/5 → user insists there should be resume function (if then 4/5).

Subject opinion:

1. "Viewer also like" section should not be in the middle, since user wants to see comment first.
2. User suggests not to delete comment just in one button, instead, there should be a queuing status, and once admin user click on crossing on top, the background will be darker. And it will show two options "delete | resume". The user thinks admin user should be able to recall the delete operation.

Task 3: Remove movie from the website as admin user.

Time: 9 seconds.

Clicks: 2.

Misclick: 1.

Subject opinion:

1. "Remove movie" button creates confusion to the user. The user believes that the remove option should be included in the left menu.
2. User does not understand how come an admin user has "Friends", "Profiles" in managing movie part. User suggests to have like "Most recent", "Most popular", or movie genres.

Subject rating: 2/5 → User suggests to move to top right corner, aligned parallel to "Find in theatres". Since this functionality should be obvious enough for Admin user.