

Usability Test Report

- **Date:** December 7, 2023
- **Time:** 15:00 – 15:30
- **Location:** Conducted via Teams platform

Introduction:

The usability test aimed to assess the functionality and ease of use of the platform's various tools and scenarios. Participants were guided through tasks such as navigating to specific pages, and exploring AI tools. The feedback and insights gathered aimed to enhance the platform's user experience.

Participants:

- **Test Conducted by:** Oppers, Kim
- **Technical Enquiries:** Penev, Presiyan
- **Test Creation:** Bokaeiolumsavi, Negin
- **Results Written by:** AL Habsi, Mazoun
- **Tested User:** Eijkhout, Fabian

Methodology:

Scenario testing was used in this testing.

Preparation:

- Kim briefed about the platform purpose and functionality.
- Testing conducted in Figma environment.
- Fabian shared his screen.
- Presiyan recorded the session and shared the prototype link.

Scenarios:

- Scenario 1: Workspace navigation.
- Scenario 2: Uploading the link and utilizing AI tools.
- Scenario 3: Exploring results and saving functionality.
- Scenario 4: Sharing results on preferred social media platforms. [OBJ]

Summary of Test Steps:

Step 1: Accessing the Prototype

The session began with the facilitator, Kim, introducing the test's purpose and guiding Fabian to access the prototype through a provided link in the chat. Fabian opened the link in his browser, and accessed the platform's homepage without encountering any initial difficulties.

Step 2: Navigating and Using the Prototype

- **Scenario 1: Accessing the Workspace Page**

- Fabian successfully navigated to the workspace page without major issues.

- **Scenario 2: Using AI Tools in the Workspace**

- **Navigation Issues:** Fabian was confused if he should insert a link literally or not. He then encountered slight difficulties locating and choosing an AI tool from the provided options. Team members noticed his hesitation while navigating the interface and made note of this for further improvement.
- **Choosing a Title:** Fabian was confused on how to choose a title, he did not even notice that you can refresh the topics titles.
- **Workspace Interaction:** Once in the workspace, Fabian tried using an AI tool for content creation. He faced some confusion regarding the tool's specific functionalities and how they integrated into his workflow. He sought clarification on whether these tools could be utilized effectively for article creation within their journalistic platform BN De Stem.

- **Scenario 3: Exploring AI Tools for Article Creation**

- **Tool Functionality Clarification:** Fabian explored the AI tools available for article creation but expressed uncertainty about their functionalities. He voiced the need for clearer instructions or guidance on how to utilize these tools optimally for journalistic purposes.
- **Integration with Workflow:** Fabian was particularly interested in understanding how these AI tools could seamlessly integrate into his existing workflow.

- **Scenario 4: Sharing Results on Social Media**

- **Social Media Responsibility:** Fabian mentioned that his role primarily focuses on content creation rather than directly handling social media sharing. As such, the feature allowing for sharing results on social media platforms is not his responsibilities.

Step 3: Summary

- **Scenario 1:** Workspace access - successful navigation.
- **Scenario 2:** AI Tools - slight navigation issues and clarification needed on tool functionalities.
- **Scenario 3:** AI Tool Exploration - uncertainty about functionalities and integration with workflow.
- **Scenario 4:** Social Media Sharing - feature not relevant to Fabian's responsibilities.

Post-Test Questions and Answers:

Kim asked questions, we have prepared earlier to gather Fabian's overall experience and perspectives on the prototype.

Responses:

1. The the first question, do you think this application can help you to improve your workflow?
 - "Yeah, the option... not this one in specific. I think that it's going to Facebook or anything but the steps before with... the photos, with the hot topics, that kind of stuff, it's helpful,... it could be helpful. "
2. but the social media isn't really helpful then for you or?
 - "Now the the problem is uhm, I don't put it on our Facebook or Instagram or any social media. It's another part of the company who is putting it on Facebook and they check when with time with which article article they do, ... So I don't put it myself on Facebook, ...So that's uh, in this case, it's not helpful if I can do it myself, because that's not what we supposed to do."
3. Thank you for your insights and how easy was it to find the workspace within our prototype?
 - "I think it's very clear ... what's it has, what you have to do,... they're not much information. So you know, OK, I have to do this or I have to click on this. I think it's it's a very good and useful."
4. And was there any task that you found challenging within our prototype?
 - "Uh, no, I think not. I don't know if it's possible, but you have to try it like four or five times on your own with some own articles or own stuff you can put in so you can try it a little. That would be ... that way you find difficult stuff or things like that because now you guide me through it."

5. And how easy was it to use the AI tools within our app?
 - "It's easy, because it's... one click and you see what you get I think."
6. And did you like all our AI tools?
 - "I think. Did I see all of them? Uh, yeah, yeah."
7. So based on your experience, how likely are you to return and use this app again?
 - "Umm yeah, it depends because you have to put it in the whole system we are using now at the moment of course... depends on what the company wants. Now you have your own CMS ... and your workflow in a way. And if you use AI now ChatGPT you go there and you use it, and this is a step further because you implemented in your whole company, I think. And so it depends on... what the boss wants, but I think it's it's easy looking... And first set the first thing I think it's... OK and I could use it, yeah."
8. So for what purposes would you use this app?
 - "I think ... edit is, a is a possibility and and see what the other options are. Can be the summary or the the whole topics that you can get that out of the information you put in I think."
9. And do you need writing assistance when creating an article?
 - He did not understand that at first so team members explained.
 - "Yeah, I think it's possible. It's ... something you can use because... it's if you can, it's helps you creativity. Uh, if it gives you a few options in which way you have to write or give you... a way to go. It ... should not write your whole article of course, but if it gives you a few options you can see immediately and think OK, I take I take this one and go further. It's nice that you have it in your own workspace, because now you have to go to another site, put it in there the information, ask give me five options for a title about my... , and you have to go back."
10. And so the next question, so I understand that you don't publish to social media. So where do you usually publish your articles?
 - "No, it's uh, we have our own website banner, BN de Stem. and it depends on how your article, how important it is or how good it is, how many people read it. And one of our colleagues is putting it on Facebook and Instagram and that kind of stuff. So it is on social media of our company, but not every article. Not not all of our stuff is coming there."

11. And how would you like to save results generated by AI if you want to use them again?
- "I think in the application because in the... you can... what I just said, it's another step. If you have a PDF, you have to go to your map there and ... find it. If you have it in your application, you know OK one click yeah and there see it and can go back. Sometimes you need to have it online very quick because you want ... first or it's very important. Every step is a step in that way and you don't like that in. Sometimes you have all the time. Also, sometimes you have to be very quick and then it's every step is one step too much."
12. And on what device would you prefer to use this app on mobile? On desktop? Tablets?
- "Most laptop because desktop laptop that's... the same for me. But most of the time we're working on our laptop is is I think. I write on my phone. If I'm on location sometimes and I can't choose my laptop but then to write it in our system, I go to my laptop. So yeah, I think in 99 Percent, 99 of the 100 times people write it on the on the laptop they're using it on laptop."
13. And we talked a little bit about this, but yeah, do you have any favorite AI tools maybe that you think that's the most useful?
- "And you can put the video in. It's a summary. I think it's very useful that you can get out of the meeting from 2 hours, 3 hours something, then it's nice that you can have summary about that. Other things I like, but if you have to choose one, that's the most important one, I think."
14. And uh, what do you think about your dashboard that you use in BN de Stem? Is it easy to work with?
- "And yeah, I think so. There are more options than you have in, in the version you ...just showed, we have more things that you have to fill in and stuff, but it's yeah, I've worked with other CMS that were more difficult than this one."
15. And uh, what do you think about the colours in our prototype? So you see now the blue and the yellow. Do you like the colors or what's your opinion about that?
- "Umm it's it's the same colors as we are using in our CMS in our content planner, so it's a that's a good choice I think. Yeah, it's, it's not, uh, too much, I think, and that's good... very easy looking, easy going. I think that's the most important. You shouldn't do too much in that way. "
16. I just wanted to just say like we are checking if there is something specific that bothers you in the screen so that we know that?
- "No, I just, I don't."

Summary of Answers:

1. Workflow Improvement:
 - Sees potential in the app's features related to images, hot topics, and certain aspects before social media sharing.
 - Doesn't handle social media postings personally, so that functionality isn't relevant.
2. Workspace and Testing:
 - Found the workspace navigation straightforward.
 - Didn't encounter challenges during the test, suggested independent trials to identify potential issues.
3. AI Tools:
 - Considered the tools easy to use with a single click.
 - Unsure if he saw all available tools.
 - Willing to return if the app integrates seamlessly into their workflow.
4. App Usage Purposes:
 - Sees the app useful for editing, summaries, and generating article topics.
 - Writing assistance appreciated for creativity, not to replace entire articles.
5. Article Publishing:
 - Articles primarily published on their website.
 - Selective posting on social media by another team member.
6. Saving AI Results:
 - Prefers saving AI-generated results within the app for quick access.
7. Device Preference:
 - Laptop is the primary choice for work, occasionally uses a phone on location.
8. Preferred AI Tool:
 - Favoured the video summarization tool among the AI offerings.
9. Dashboard Evaluation:
 - Found the existing BN de Stem dashboard easy to work with.
10. Colour Scheme Opinion:
 - Accepted the blue and yellow colour scheme, resembling their current CMS.
 - Emphasized simplicity as crucial in the design.
11. Overall Feedback:
 - No specific issues mentioned with the screen or app functionality.
 - Appreciated the app's simplicity and alignment with their current workflow.

Recommendations:

1. **CMS Integration:** Prioritize integrating the application's functionalities within the company's CMS for seamless workflow integration.
2. **Writing Assistance Integration:** Explore ways to embed writing assistance within the platform to aid journalists in their content creation process.
3. **AI Tool Development:** Focus on refining and promoting the summary generation tool, as it received the highest appreciation from Fabian.

Conclusion:

The usability test offered valuable insights into the functionality and user-friendliness of the platform. Addressing navigational issues and refining key tools like the meeting summary would greatly enhance user experience. Additionally, offering flexibility in social media integration aligns better with varied departmental responsibilities.