



CREATIVE EXPLORER INTERVIEW GUIDE



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Background

Launched in Q3 of 2019, Creative Explorer was designed and developed to help the marketing team analyze the performance of the digital ads that they've published to different platforms (currently Facebook and Google Display Network).

Goal

Determine the usability of the Creative Explorer module based on the following attributes: learnability, efficiency, memorability, errors and satisfaction.

Method

On Location Usability Study – We will conduct usability tests in office settings where the New Engen module is designed to be used.

Roles: At a minimum, we will need 1 Moderator and 1 Recorder to conduct each test.

Recruitment: We will recruit 4-6 users from both internal and external sources. This will be a combination of on-site and remote participants.

Tasks

Creative Explorer users must be able to accomplish two main tasks:

1. In the card view, understand how your ads are performing account wide and find how specific ads are performing.
2. In the graph view, understand how your ads are performing across two metrics.

Materials and Setup

- Account: New Engen Sales (Account 367)
- QuickTime (screen record)
- Zoom (screenshare)
- Stickies or printouts with task directions (face-to-face interactions, optional)

For Remote Participants:

- Zoom (for in-house participants)
- 3rd-party moderation tools (for external participants)

Agenda

1. Background
2. Usability Test Introduction
3. Preliminary Questions
4. Usability Tasks
5. Wrap up

Usability Test Introduction

Thank you for taking the time to participate in our study. The goal of today's session is to get feedback on Creative Explorer in the New Engen platform. We want to gain perspective on the usability of our product and understand how users expect a product like this to work. Ultimately, your participation will inform our work to help New Engen provide a better experience to our users going forward.

I'm not sure if you've participated in interviews like this before, but I just want remind you of a few things before we get started:

1. There are no wrong answers. You're not being tested. Any misunderstanding or mistake made teaches us about opportunities for improvement.
2. Please don't worry about offending or hurting our feelings; we want to know if there is room to make things better.
3. Try to narrate your thoughts out loud as much as possible - it is really helpful if we can understand what is going through your head as you look at the screens. The more you explain why you do things and what you are expecting, the more it helps us. If at any point you get frustrated - don't worry. Continue to talk out loud.
4. When I give you an activity to do, let me know when you feel like it's been completed. If you're unable to complete said activity, voice that out as well.
5. Please feel free to ask any questions you have throughout the interview.

In order to be able to ensure notes and develop takeaways, would you consent to us recording today's session? Ask for recording consent and start recording. (All recordings will be reported anonymously, and we won't share personal/identifying information.)

Preliminary Questions

- What is your current title and company?
- Can you describe your role?
- What products/tools do you use for your marketing and advertising needs?
- What type of computer do you primarily use for work?
- What metrics does your team track as a part of your marketing strategy and ad performance?
- On average, how many hours a week do you spend time evaluating performance of your ads?
- Do you have any prior knowledge or experience with Creative Explorer?
 - o If yes, ask for level of experience.
 - o If level of experience is high, ask their main purpose for using Creative Explorer and have them finish these sentences. "In your own words..."
 - The single main benefit of the tile view is _____.
 - The single main benefit of the graph view is _____.
 - I switch from the tile view to the graph view when I want to _____.

- I switch from the graph view to the tile view when I want to _____.

User Scenario: You are a marketing manager at a direct-to-consumer sunglasses company called Glance. Your marketing analyst recently launched a series of ads on Facebook for your Two for One Sunglasses promotion. You are interested in learning about how these ads are performing to see if you should rotate in new ads or keep spending on your current ads.

Usability Tasks

*If in-person, pass off laptop for the usability test. If remote, show <https://platform.newengen.com/367/creative/explorer>. Open **Creative Explorer** application.*

Initial Impression

First, I'd like to know your initial impression of what you see on this screen. Take your time to look around, scroll, and hover, but refrain from navigating away from this page.

- What stands out, what do you think you can do here, what is it for?
- What do the cards at the top of the page mean to you? (point to the KPI cards)
- What do the cards at the bottom of the page mean to you? (point to the Ad cards)
- Are you familiar with the terms/acronyms Spend, CPA, ROAS and CTR?
 - o If so, can you describe what they mean to you.

Great! Now I'm going to ask you to complete some tasks. Remember to narrate as you complete them. Signal or voice when you believe you'd completed the activity. If you think you're unable to complete the activity, let me know as well.

Task 1: Understanding KPI cards

1. Where you would look to determine how well your ads are performing?
2. Can you tell me what the average CPA is for all of your ads?
 - a. Which of these KPIs do you find most useful to you? Least?

On a scale of 1 to 5 (5 extremely easy), how easy was it for you to complete these activities?

Task 2: Using search, filter, and sort to find ads

1. Locate all ads that are a single image with copy that contains the word "Free".
2. Which ad is performing best in your opinion? Why?
3. Locate the ad with the highest ROAS.
 - a. If they scroll or scan to locate the ad, ask if there was any other method they would prefer.

On a scale of 1 to 5 (5 extremely easy), how easy was it for you to complete these activities?

Task 3: Change data visualization from card to graph

1. You would like to visualize these ads in a graph in order to find outliers. Navigate to the graph view of Creative Explorer.
2. What is your initial impression? What do you see on the screen? What stands out?

On a scale of 1 to 5 (5 extremely easy), how easy was it for you to complete these activities?

Task 4: Graph manipulation

1. Find and show data where the ad consists of a landscape image.
2. Locate an ad that has both the best click-through-rate and cost-per-acquisition.
3. You now want to view your ads based on Spend and CTR. Change the view to see this.
4. Locate the ad that has the worst CTR.
 - a. Why did you select that one? Can you tell me if this ad is performing worse than average?

On a scale of 1 to 5 (5 extremely easy), how easy was it for you to complete these activities?

Wrap up Questions

- Of everything you saw and interacted with today, what would you find most useful?
- What, if anything, frustrated or confused you the most?
- Was there anything you expected to see, but didn't?
- If you could make the experience better, how would you change it?
- Would you be interested in participating in other sessions like this in the future?

Additional Questions

1. What would you try to learn or what questions would you try to answer by coming to Creative Explorer?
2. At what point would you know that you are done using Creative Explorer?
3. Are there next steps you would take immediately after using Creative Explorer?

Before we end this session, do you have any questions for me?

Thank you for your time and we appreciate your feedback! We'll reach out to you if we need any more information.

SUS (System Usability Score)

If needed/possible create this as follow-up Survey (Survey Monkey, Doodle, etc.)

Please rate your level of agreement with each statement on a scale from 1 ("Strongly Disagree") to 5 ("Strongly Agree").

1. I think that I would like to use this application frequently.

Strongly Disagree

Strongly Agree

1 2 3 4 5

2. I found the application unnecessarily complex.

Strongly Disagree

Strongly Agree

1 2 3 4 5

3. I thought the application was easy to use.

Strongly Disagree

Strongly Agree

1 2 3 4 5

4. I think I would need the support of a technical person to be able to use this application.

Strongly Disagree

Strongly Agree

1 2 3 4 5

5. I found the various functions in this application were well integrated.

Strongly Disagree

Strongly Agree

1 2 3 4 5

6. I thought there was too much inconsistency in this application.

Strongly Disagree

Strongly Agree

1 2 3 4 5

7. I would imagine that most people would learn to use this application very quickly.

Strongly Disagree

Strongly Agree

1 2 3 4 5

8. I found the application very cumbersome to use.

Strongly Disagree

Strongly Agree

1 2 3 4 5

9. I felt very confident using the application.

Strongly Disagree

Strongly Agree

1 2 3 4 5

10. I needed to learn a lot of things before I could get going with this application.

Strongly Disagree

Strongly Agree

1 2 3 4 5