



# CREATIVE EXPLORER USABILITY RESULTS



Matthew Harris  
NEW ENGEN

## Major Usability Test Takeaways:

- Users wanted to be able to see ad names in the cards to make it easier to then search.
- Users found Total Ad Spend to be an extremely important metric that is currently missing
  - o Found Average Spend to be confusing and perhaps not useful
  - o One user thought that percentage of spend could be a better metric to use as a benchmark on the tile level
- Users on both card and graph view were initially confused when seeing the same asset (image or video) display multiple times.
- Users found hovering on the graph ads to be cumbersome.
  - o Users were unable to understand the ad preview since it requires a hover on hover action.
  - o Some users had a hard time seeing ratio of image to ensure correct filtering.
- Users enjoyed viewing the ad previews in the card screen
- Low discoverability for all of the options on how you can slice and dice the ads by performance, audience, copy, etc.
  - o User who uses Creative Explorer 2-3 times per week did not know that he could filter on spend.
  - o There was high interest in a view that shows ads by audience (Prospecting, Remarketing, Retargeting).
- Allow for more customization in Creative Explorer
  - o Allow users to choose the top KPI cards
  - o Allow users to choose what metrics show on the ad cards
  - o Include more metrics as options (CPC, CPM, Frequency) since every company is tracking to different metrics that also change based on their goals (reference made to Criteo)
- Users couldn't compare multiple ads in one view/ Users were interested in seeing a graph view that showed multiple ads at once
  - o Frustration in going back and forth between ads to compare
    - Choose multiple ads to compare at a time
  - o Hard to identify the differences between tiles with the same asset but different copy
  - o Top/Bottom performer in the viewable set of ads
- Users without experience didn't know how to switch to the graph view
- Users inquired about other potential views like a table view where they would be able to compare (KPIs, copy, etc.) more easily.
- One user was interested in being able to download all underlying data
- One user was interested in showing the total number of ads on the cards
- User preferred graph view compared to tile view for quick comparisons
- Low discoverability with some data manipulation/interaction

- User went through tags vs. provided filter settings (tags was key in this activity completion when it didn't have to be)
  - Wasn't previously aware of graph axis dropdowns
  - Average dotted lines on the graph weren't obvious to user
  - User defaults to using filter & tags to search. Then used Cmd+F, then search bar last.
- Tile view
  - User was interested in diving deeper into ad set to see specific information on ad performance
- Emphasis on supporting multiple metrics since metrics change depending on company/marketer/campaign
- Lack of transparency with data refresh/Unable to personalize platform to accommodate for different time zones