

Usability Study Report

Note: Don't forget to add evidence of the recordings, and that I can access the document from john.guerra@gmail.com

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Application scope

Application description: Husky Film Festival Website - focusing on the Film specific tasks (the portion of the application I developed in Project 3) - which are Submitting a Film to the Festival, Logging in as a Film Fest Admin, and Reviewing Film Submissions.

Note: This user study was done on a version of the Husky Film Festival Website that has incorporated some UI changes & passport auth on the Film Admin workflow. Wanted to get some in progress feedback.

Users - Target audience: (user personas, as specific as possible)

- As a **Film Director**, M:
 - Has general technology experience (i.e. lots of tech used in film-making), but no computer science experience.
 - Is busy submitting to multiple festivals, wants to quickly submit the details of their film to the festival.
 - Wants to check if their film was one of the accepted films.
- As a **Film Festival Admin**, Margaret:
 - Has general technology experience (i.e. lots of tech used in film-making), but no computer science experience.
 - Wants to quickly log in and review all the submitted films to select the official selections.
 - Wants to be able to delete out invalid submissions.

Data description: For the film specific tasks, there is 1 database with all the submitted films. The full database of films is only viewable with an admin login. All users can see the accepted films. (There is a second database for tickets, but is outside the scope of this study)

Main tasks - use cases: (specific, measurable, concrete)

- T1: Submit a Film for Review
- T2: Review accepted films
- T3: Get to filmAdmin page and login (with existing credential from study admin)
- T4: Review a film through the admin page.

Experiment

Preparation

Introduction

- Welcome participants
- Ask for consent to record
- Ask to think out loud
- Remind them that they aren't being evaluated, and that they can leave at any time
- Ask participant to think like the target audience

Prepare demographics questions (offer an option to refuse to answer any of the questions. Only include relevant questions for the target audience)

- Questions:
 - **Familiarity with Computer Science / Coding?**
 - **Familiarity with Film / Film-making?**
 -

Prepare recording setup (audio, video and screen)

Prepare Script of the tasks to be read to participants:

- Script for Intro
 - These are the user persona's to keep in mind
 - (Share screen)
- Script for T1. Please submit a film for review. (You can use arbitrary film details)
- Script for T2. Please find and review the accepted films. (Official Selections)
- Script for T3 (Admin). please go to \filmAdmin to get to the log in page. The user name is "mbertoni" and the pw is "1234"
- Script for T4. Please review a film from the admin panel. Select the acceptance status or delete the entry if it is invalid (ie missing the director's name)
- ...

Prepare Post questionnaire Likert Scales

- How effective was the application for T1
- How intuitive/easy to use was the application for T1
- How effective was the application for T2
- How intuitive/easy to use was the application for T2
- How effective was the application for T3
- How intuitive/easy to use was the application for T3
- How effective was the application for T3
- How intuitive/easy to use was the application for T3
- ...
- How effective was the application overall
- How intuitive/easy to use was the application overall
- Any final comments suggestions of improvement

Experiment Notes

After finishing running the experiment for each participant, make sure to write down right away all the notes you remember from the session. Then, **rewatch the session** video looking for parts on which the participants were frustrated or struggling to complete a task, and write notes for that. Using that information identifies issues, bugs and other points of improvements.

Participant 1: Video: https://youtu.be/_EG94IKwoNo

Demographics answers:

- CS/ Tech Familiarity: Amateur Coding Experience. Some python use in work settings (as a data analyst), but not as a developer.
- Film Familiarity: Has watched films, but not particularly familiar with things like film festivals

Detailed notes

- Notes for T1:
 - Saw the page name in the header first, but she did scan the full page and noticed that there are also buttons on the main page that could have been used for navigation to the Submission page.
 - Uptick of Total # of Submissions is the only indicator that the submission was successful. **Made good point that if multiple users were to submit at the same time, then it would be even more unclear if it was a success.**
 - Genre instructions were possibly unclear - didn't notice them until after she had entered info in that box.
 - **Wished there was more of a confirmation that the submission was a success.**
- Notes for T2:
 - First went back to the home page. (Not sure if she was treating it as a discrete task where you would start from the homepage). But did notice the option in the navbar.
 - Liked having the separate cards for each film- organization of that info was at least clear.
 - Wondered how the cards were sorted- it was unclear from looking at them.
 - **Spacing of the cards seemed haphazard/confusing.**
 - Takes time to sift through the list. No clear way to filter (aside from control F)
- Notes for T3:
 - If you were frequently accessing the page, using the "hidden url" to access the admin page makes sense.
 - But still **might be nice to have a small login indicator somewhere**
- Notes for T4:
 - Fine with starting with the first film presented on the page. **Noted this may help with bias - easiest workflow is to start at the top and work through the films rather than cherry-pick and search for specific submissions.**
 - It was unclear how the films were sorted (Margaret Note: They are ordered oldest at top to newest at the bottom, which is consistent with reviewers starting with the earliest submissions first, but that's not necessarily clear to the user)
 - **Would be nice to get a confirmation notice once the selection has been made.**

- Liked that you could navigate away from the admin panel and return back to where you left off (Margaret note: now possible due to Passport Auth)

Scores

- Score for T1- Effectiveness: 5
- Score for T1 - Ease of Use: 5
- Score for T2- Effectiveness: 5
- Score for T2 - Ease of Use: 5
- Score for T3- Effectiveness: 5
- Score for T3 - Ease of Use: 5
- Score for T4- Effectiveness: 5
- Score for T4 - Ease of Use: 5
- Score for Overall - Effectiveness: 5
- Score for Overall - Ease of Use: 5
- General Feedback: It would be nice to have thumbnails for the submitted films

Participant 2: Video: https://youtu.be/_ME4A4PYyJs

Demographics answers

- CS/ Tech Familiarity: Intermediate level coder. Pursuing a MSCS at Northeastern.
(Margaret note: I asked a classmate of mine that is not in our WebDev class)
- Film Familiarity: Hobbyist level. Took some classes on film in college.

Detailed notes

- Notes for T1:
 - Went direct to navbar. Didn't really look at the buttons at the bottom of the homepage.
 - Button contents didnt show up on their screen (only saw the icons)
 - ***Instructions for the genre field were unclear. (Didn't read the second sentence of the message)***
 - ***Was unclear/confused on if the submission was successful. - Took a moment to realize that the counter had increased***
 - ***Wanted a pop up message/ clear confirmation***
- Notes for T2:
 - Found the Submissions tab on the Navbar.
 - Found it to be pretty straightforward, but was unclear if additional actions were needed on the Selections page.
 - (My own observation - The formatting of the cards was inconsistent)
- Notes for T3:
 - Found it to be pretty straightforward.
 - Didn't appear to be any confusion between the registration vs log in buttons
- Notes for T4:
 - Scrolled through the entries to look at what all was there.
 - Tried out a few different options (waitlisting, accepting)

- (My own observation: Delete Submission color appears to be off a bit from my desired color scheme. And may want to change the button's secondary color to one of the selected color scheme)

Scores

- Score for T1- Effectiveness: 4
- Score for T1 - Ease of Use: 4
- Score for T2- Effectiveness: 4
- Score for T2 - Ease of Use: 4
- Score for T3- Effectiveness: 5
- Score for T3 - Ease of Use: 5
- Score for T4- Effectiveness: 5
- Score for T4 - Ease of Use: 5
- Score for Overall - Effectiveness: 5
- Score for Overall - Ease of Use: 5
- General Feedback: N/A

Participant 3: Video: <https://youtu.be/PsuUVCNDvc>

Demographics answers

- CS/ Tech Familiarity: Familiar, but not a software engineer. Works as a Data Engineer and has an Engineering undergrad degree.
- Film Familiarity: Not much (barely watches movies)

Detailed notes

- Notes for T1:
 - Scrolled down to bottom and used button (skipped navbar)
 - ***List of genres a second thought. Checked to see if there was a drop down***
 - Cant tell if number of films is part of a logo. Didn't realize that it was increasing with each submission.
 - ***Unclear if submission went through (no response message)***
- Notes for T2:
 - Used navbar to navigate to the Submissions page
 - Thought that the cards looked like "options" - wasn't clear that they were just info cards.
 - ***Confused by the column structure, was trying to figure out if it was organized by name or genre.***
 - Tried clicking on the card, nothing happened.
- Notes for T3:
 - Thought that the logo icon should send you to the home page. Clicked on it and nothing happened.
 - Log in was otherwise successful and straightforward.
- Notes for T4:
 - Scrolled through several listings to get oriented.
 - Realized that each box (with border) is its own film with a submission form.

- Scrolled through to find an entry with missing information (i.e. no director or no link).
- When clicking on the link, wanted it to pop out into a new tab - had to manually open into new tab. (Margaret note: Test data generated with dummy links, so most didn't point to anything, but that is expected behavior).
- Hesitation on submitting after making a selection status. Might be helpful to have a stronger link between the button name and the action (i.e. Submit Selection instead of just Submit).

Scores

- Score for T1- Effectiveness: 3
- Score for T1 - Ease of Use: 2
- Score for T2- Effectiveness: 5
- Score for T2 - Ease of Use: 5
- Score for T3- Effectiveness: 5
- Score for T3 - Ease of Use: 5
- Score for T4- Effectiveness: 3
- Score for T4 - Ease of Use: 3
- Score for Overall - Effectiveness: 4
- Score for Overall - Ease of Use: 4
- General Feedback: clicking logo should get you to the homepage for easier navigation of website; you should have text or a new page that indicates successful submission

Prioritized list of issues and corresponding changes:

Summarize the most crucial issues and changes proposed

Issue: Formatting of Pages with Cards Caused Some Confusion ((reviewing films and selected films)

Change: Fix the consistency of the page appearance when cards are used

Priority: Must (affects design consistency and user experience)

Was it implemented? How?: Planning to implement for the Final Project. Plan is to implement a standardized CSS style sheet and reconsider how the cards are stacked up)

Issue: Unclear notification of successful submissions (film submission, admin selection submission)

Change: Have a pop up/confirmation upon successful submission.

Priority: Must (Caused some confusion across all 3 users)

Was it implemented? How?: Planning to implement for the Final Project. Plan is to implement a success notification (possibly a React Bootstrap Notification) upon successful submission.

Issue: No visible button/pathway to the login page.

Change: Include a button or navbar tab to bring to the login.

Priority: Should (not likely necessary for intended admin user workflow, but could serve as a useful reminder)

Was it implemented? How?: Would like to implement this for the Final Project. Most likely would just add a route via the Navbar for admin login.

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