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 is a web app that is designed for a film festival, where avid film fans can buy tickets to attend the film festival, and directors can submit their films for screening. The website admin can then approve films to be screened, edit or delete the entries. The admin can also edit or delete the tickets that customers buy.

Users - Target audience:

● *As a Film Director - Alice*

- I am a creative, non-technical person, and I want to easily submit my film for consideration to the Husky Film Fest.
- I am very busy, submitting to many festivals, so I want to be able to quickly check if my film has been accepted.
- I am curious to know what my odds are. It would be helpful to know how many people applied.

● *As a Film Admin - Maggie*

- I need to review the full details of each film submission to determine if I want to screen them at the festival.
- I am non-technical, and I need to be able to easily indicate if I want to screen a film or not.
- If there are duplicate submissions (or missing information), I want to be able to delete them.

● *As the Event Organiser- Adam*

- I need to check on the ticket sales of the film festival.
- I need to easily be able to navigate the website without learning any technical skills.
- I need to be able to cancel or delete any ticket purchases for any reason.

● *As a Film Festival Attendee - Ben*

- I need to be able to book multiple tickets to the film festival

- want to be able to edit or delete my purchases if needed.
- I want an option to donate to the film festival along with my ticket purchase.

Data description:

There are two databases here. One's the ticket list which has the people who've bought tickets, their quantity and total cost. The other is the film database, which has the film's director, title, genre and link.

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

- T1: The user wants to buy tickets to the festival

- T2: The user wants to submit their film to the festival for screening.

- T3: As an admin the user wants to log into the ticket admin page and edit or delete a ticket entry.

Experiment Notes

Participant 1

https://youtu.be/yhreaTcKevU

Participant is a 20+ year old graduate computer science student.

Notes:

Participant was immediately able to jump into the first task. They were able to figure out where to go to register a film to the festival, then quickly fill out the form, acknowledging that they saw the number of films go up at the bottom of the page. They used the navbar then to go over to the buy tickets page, where they were able to buy tickets. They did point out that the "1" in the chosen font style looked like a simple straight line, and the price page appearing like a text page when they couldn't manipulate it was also confusing. Finally they moved to the admin login page, accessing it through the url, then logging in with the credentials. They were able to successfully engage with the operations; however they pointed out how they had to refresh after deleting a ticket in order to actually see the change, and how the latest entry is not appearing on top, or there is no way to tell whether the entry on top is the latest one or the oldest one.

Post test notes.

Participant praised the website's design, and pointed out once again how the ticket quantity part wasn't as intuitive as they'd like it to be, that they'd prefer to type it than to select it with buttons. Everything else was appreciated and implemented well.

Score for T1: 3/5
Score for T2: 5/5
Score for T3: 4/5

Participant 2

https://youtu.be/Nfypc_w58N8

Participant is a 19 year old undergraduate psych pre-med student.

Notes:

Participant had no trouble in figuring out how to navigate to the pages. They first went to buy tickets to the film festival, where they were able to figure out the form and buy a bunch of tickets quickly. Then they moved to submitting a film, and while they were able to make the submission, they weren't sure whether the submission actually went through or not. Finally, they moved to the final task, accessing the login page, typing in the credentials and were able to figure out how to sort the list to make the latest entries appear above, edit their ticket or delete an entry

Post test notes.

Participant praised the website's design, and mentioned that everything was working fine and as expected. The one issue was not knowing whether the film was registered or not but apart from that it was fine.

Score for T1: 3/5
Score for T2: 5/5
Score for T3: 5/5

Participant 3

https://youtu.be/gYila7Mtcfk

Participant is a second year business administration major with a marketing concentration.

Notes:

Participant moved to the film registering page, and began to register their film. They also pointed out that while the information in the form disappeared on submission there was no clear indication of whether the film was submitted or not but with the assumption that it was submitted they moved on to ordering a ticket, which was straightforward to do and they purchased tickets successfully. Finally they went on to login the admin page, logged I and deleted two entries, modified a ticket before logging out, with a minor issue in chrome hanging.

Post test notes.

Participant pointed out how the website was intuitive and functional for its use case, and everything worked as it was expected to work. They did point out that apart from the fact that the film form didn't confirm whether the form was filled or not, everything worked fine.

Score for T1: 3/5
Score for T2: 5/5
Score for T3: 5/5