Project Task 5 – User Tests

**Due: April 20th, 2023, Total point value: 30**

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**Goals**

**For this project task, you will produce a user test and run it!**

Use the prototype for Project Task 4. This task has two distinct portions:

1. **Create your test plan and supporting documentation for your prototype. You MUST have**
   1. **An Informed Consent Form (5 pts)**

**Informed Consent Form**

**Title of Study:** IMDb website redesign survey

**Introduction:**

You are being invited to participate in a survey about the redesigned IMDb website. The purpose of this survey is to gather information about your experience using the website, and to get your feedback on the redesign. This survey is completely anonymous, and all responses will be kept confidential. There are no known risks or discomforts associated with participating in this study.

**Data we collect:**

We will ask users question about your use of our products. We will not request any sensitive personal information in this study.

**Procedure:**

If you choose to participate in this study, you will be asked to complete a survey form that will take approximately 10 minutes to complete. The survey will include questions about your demographic information, your experience with the old and redesigned IMDb website, and your opinions about the redesign.

**Voluntary Participation:**

Participation in this survey is completely voluntary. You may choose not to participate, and if you do participate, you may withdraw from the survey at any time.

**Name:**

**Signed Date:**

**Signature:**

* 1. **Some list of tasks to observe the users complete and/or a follow-up survey about your prototype (10 pts)**

**Tasks**:

1. Search for a specific movie or TV show using the search bar.
2. Browse through top-rated movies and TV shows.
3. Add a rating or review for a movie or TV show.
4. Create a personalized watchlist of movies and TV shows based on preferred genres.
5. Edit the contributions for an existing title, including adding, removing, or editing crew or cast members.

**Follow-Up Survey:**

1. Did you find the prototype easy to navigate and use?
2. Were the release year and rating filters helpful in refining your search results?
3. Was it easy to create and manage your personalized watchlist?
4. How would you rate the overall experience of using the prototype?
5. Do you have any suggestions for improving the prototype?
   1. **Some basic demographic data collection about your user – your choice of what you collect but consider your audience! (5 pts)**

**Demographic Survey**

1. Age:
2. Gender:
3. How often do you watch movies and tv shows?

Several times a week

About once a week

A few times a month

About once a month

A few times a year

Rarely or never

1. Where do you usually watch movies and tv shows?

In movie theatres

On streaming services (e.g., Netflix, Amazon Prime, Hulu)

Others

Please specify:

1. Occupation:
2. Education level:
3. Location:
4. **The rest of the points are easy to obtain – you must have 6 to 8 people test your prototype! (10 pts)**

**As a submission, turn in your documents from part (1) and your ANONYMIZED results from part (2). I do not want to see the names of the people who run your test, but I do want to see the survey results/data you collected.**

**Link to the survey:**

<https://docs.google.com/forms/d/e/1FAIpQLSdf2A1vkMNJcMDze_hAD-iJwOwuWCkAP2FjvCamD8-CX0R-BQ/viewform?usp=sf_link>

**Responses:**

Chart, pie chart

Description automatically generated

Chart, pie chart

Description automatically generated

Chart, bar chart

Description automatically generated

Chart, bar chart

Description automatically generated

Application

Description automatically generated with medium confidence

Chart, pie chart

Description automatically generated

Chart, bar chart

Description automatically generated

Chart, histogram

Description automatically generated

**Users’ response to the prototype:**

Chart, pie chart

Description automatically generated

Chart, pie chart

Description automatically generated

Chart, bubble chart

Description automatically generated

Chart, pie chart

Description automatically generated

Chart

Description automatically generated with medium confidence

**6. Do you have any suggestions for improving the prototype?**

10 responses

Good

It's perfect.

The redesign looks better than the actual design and has made it easier to access most features.

Personalized watchlist is interesting.

May be a chatbot.

NA

Interesting prototype

Maybe you can create the actual website in future.

Overall good

**Submit:** Submit your problem pitch to the BrightSpace. The group may submit a single assignment. **Please have your group members listed at the top.**

**Evaluation:**

|  |  |  |
| --- | --- | --- |
| **Requirements** | **Pts** | **Comment** |
| Informed Consent Form | **5/5** |  |
| Demographics Survey | **5/5** |  |
| Task List and/or Survey | **10/10** |  |
| Proof of data collection | **10/10** |  |