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CS4500 – Software Development

Usability Study for Spoiled Tomatillos End-User Portal – Participant 5

Task 1 – Navigate to the Shrek movie

- When given the initial login page, it was clear the participant knew exactly what she was looking at because as soon as I said “navigate to the Shrek movie” her almost immediate reaction was to sign in.
- Her first choice was to sign in with Facebook because she had a preconceived notion that she did not have an account with Spoiled Tomatillos
 - o This assumption would be correct for new users
 - o Interesting to note that she did not start by creating an account via the standard method, makes me think most users are going to want/need quick access via social sign-in functionality
- After signing in she was presented with the home page
- She quickly assumed that the blank bar at the top of the page is a search bar, and quickly declared that she would type in “shrek” into the search
 - o This goes to show that end-users have a framework of working with software based on their previous experiences with similar layouts like Spoiled Tomatillos. Homepages SHOULD (in their mind) have search bars!
- After presenting her with the results of her search, within a few seconds she had motioned with her finger that she would like to click the top result (correct choice)
- Overall time to completion (accounting for the added time it took for me to “render” ie present the next page): < 1min
- When asked after the exercise, she rated the experience a 5 out of 5

Task 2 – Create an account

- When given the initial login page, in her mind she first hesitated as to two methods of creating the account. She was slightly confused by the presence of “username” and “password” fields, and had assumed that these may directly translate into creating an account if she first entered them and then clicked “create an account” button
 - o Her assumption here would have been false, because the button is currently designed to open up another window where username and password information (along with other fields) are to be entered
- The next page I presented to her made immediate sense, as she clearly stated what information she would enter into each text box
 - o As predicted, she iterated through the text boxes in descending order from the top of the window
- Overall time to completion, account for human error in presenting the next page, < 40 seconds
 - o This seems like a good benchmark for time-investment for users to create an account
- When interviewed after the task, she rated the experience a 5 out of 5 (again!)

Task 3 – Check your notifications

- When given the initial login page, the participant immediately chose to sign-in this time using standard methods
 - o When asked why she chose the regular sign in during our post-interview, she said because she assumed she already had an account existing based on the previous exercise
 - o This correct assumption outlines the fact that end users are going to expect their previous actions would be persisted on the backend of the system
- She was then presented with the same home page, where she indicated that she would type in “notifications”
- Upon doing so, I presented her with the notifications page, and she knew almost immediately that she had completed the task
 - o In post interview, when I asked her how she knew she had completed the task, once she saw the “bell” icon tab at the top of the window she knew she was done
- Overall time to complete the exercise, accounting for my slow rendering time in presenting her with the next page, again under 1 minute
- In the post interview, she rated this exercise a 5 out of 5 for user experience as well