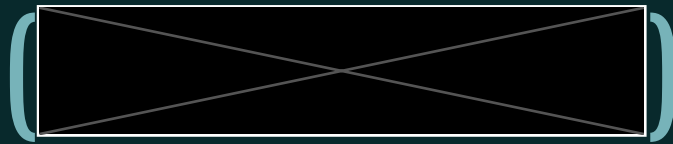January, 2022
AD28, DVA User Research

User Research Findings:
Approachable UX
( )

Methodology

STUDY GOALS & RESEARCH QUESTIONS

STUDY GOALS

The ▬▬▬▬▬ team wants to make the experience more accessible to creators who don't specialize in video editing without degrading the experience of the core user base.

Insights from this study will provide a baseline against which to gauge how effective the updates are at improving the usability of ▬▬▬▬▬

RESEARCH QUESTIONS

For each of the study tasks (slides 6, tbd):

1. Can the task be accomplished?
    a. By what percent of users?
    b. Which types of users can or cannot complete the tasks?

2. Does the experience meet, exceed, or fall short of user expectations?

PARTICIPANTS

RECRUITING

Participants were recruited through:

- Social media channels such reddit
- User lists

COHORTS

Three groups (4 participants each) were targeted for the study:

- Video CPros
- Non-video CPros
- SVCs (Social Video Creators)

SESSION OUTLINE

Part 1: Persona Validation (10-15 Minutes)
    Discuss role, experience with ⬛ and video editing, software tools used, etc.

Part 2: Study Tasks (60-90 Minutes)
    Participant uses sample assets (from in-app tutorial) to make a movie, with the moderator
    prompting them to complete specific tasks

Part 3: Reflection & Wrap-up (15 Minutes)
    Reflect on experience, general discussion.

STUDY TASKS

IMPORT

1. Start a new project
2. Import Assets
3. Start a new sequence

EDIT

4. Discover in-app resources
5. Organize assets
6. Assemble a story
7. Make adjustments to video clips
8. Add or modify audio tracks
9. Adjust color
10. Crop, rotate, or resize a video
11. Create an animation (something with keyframes)
12. Create a transition (ex. dissolve)
13. Add Text
14. Add a title
15. Personalize desktop app layout

EXPORT

16. Choose destination-appropriate export settings
17. Recognize optimization tools for social publishing

More details here.

Key Findings Summary

ABOUT THE SCORES

Each participant was scored on all tasks by two separate evaluators. The scores were then averaged.

Inter-rater agreement was 90% for Task Completion scores and 83% for Qualitative scores.

Raw scores and notes are available in [this workbook].

Task Completion Rating

Rating	Score	Definition
Incomplete	0	Task was not completed, even after an instructional prompt
Partially Complete	1	Task was completed after an instructional prompt
Complete	2	Task was completed without instructional prompting

Qualitative Rating

Rating	Score	Definition
Poor	0	Participant responded negatively (ex. "This is really confusing")
Neutral	1	Participant's response was neither negative or positive (or some of both)
Positive	2	Participant responded positively (ex. "Wow! That's really useful!")

RESULTS

Each participant was scored on all tasks by two separate evaluators. The scores were then averaged.

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	Task	Video CPro		SVC		Non-video CPro	
		AVG Task Completion	AVG Qualitative	AVG Task Completion	AVG Qualitative	AVG Task Completion	AVG Qualitative
IMPORT	Start a new project	2.00	1.13	2.00	1.00	2.00	1.00
	Import Assets	2.00	1.00	2.00	1.00	1.63	0.88
	Start a new sequence	2.00	1.00	2.00	0.88	1.63	0.63
EDIT	Discover in-app resources	2.00	1.00	2.00	0.75	1.75	1.00
	Organize assets	2.00	1.00	2.00	1.00	1.75	0.63
	Assemble a story	2.00	0.88	2.00	0.75	1.88	1.13
	Make adjustments to video clips	2.00	1.00	2.00	1.00	1.75	0.75
	Add or modify audio tracks	2.00	0.63	2.00	0.88	1.75	0.38
	Adjust color	2.00	0.63	2.00	1.00	1.63	0.88
	Add a title	2.00	1.00	2.00	0.88	1.63	0.63
	Add Text	2.00	1.00	2.00	0.88	1.75	0.75
	Create a transition (ex. dissolve)	2.00	1.13	2.00	0.63	1.75	1.13
	Create an animation	2.00	1.00	1.88	0.63	1.00	0.50
	Personalize desktop app layout	2.00	0.88	2.00	0.75	1.75	1.13
	Crop, rotate, or resize a video	2.00	1.00	2.00	1.00	1.25	0.88
EXPORT	Choose destination-appropriate export settings	2.00	1.00	2.00	1.00	2.00	1.00
	Recognize optimization tools for social publishing	2.00	0.88	1.75	1.00	1.38	0.88
AVG		2.00	0.95	1.98	0.88	1.66	0.83

factor

RESULTS

Each participant was scored on all tasks by two separate evaluators. The scores were then averaged.

Task Completion Rating

Rating	Score	Definition
Incomplete	0	Task was not completed, even after an instructional prompt
Partially Complete	1	Task was completed after an instructional prompt
Complete	2	Task was completed without instructional prompting

Qualitative Rating

Rating	Score	Definition
Poor	0	Participant responded negatively (ex. "This is really confusing")
Neutral	1	Participant's response was neither negative or positive (or some of both)
Positive	2	Participant responded positively (ex. "Wow! That's really useful!")

	Task	Video CPro		SVC		Non-video CPro	
		AVG Task Completion	AVG Qualitative	AVG Task Completion	AVG Qualitative	AVG Task Completion	AVG Qualitative
IMPORT	Start a new project	2.00	1.13	2.00	1.00	2.00	1.00
	Import Assets	2.00	1.00	2.00	1.00	1.63	0.88
	Start a new sequence	2.00	1.00	2.00	0.88	1.63	0.63
EDIT	Discover in-app resources	2.00	1.00	2.00	0.75	1.75	1.00
	Organize assets	2.00	1.00	2.00	1.00	1.75	0.63
	Assemble a story	2.00	0.88	2.00	0.75	1.88	1.13
	Make adjustments to video clips	2.00	1.00	2.00	1.00	1.75	0.75
	Add or modify audio tracks	2.00	0.63	2.00	0.88	1.75	0.38
	Adjust color	2.00	0.63	2.00	1.00	1.63	0.88
	Add a title	2.00	1.00	2.00	0.88	1.63	0.63
	Add Text	2.00	1.00	2.00	0.88	1.75	0.75
	Create a transition (ex. dissolve)	2.00	1.13	2.00	0.63	1.75	1.13
	Create an animation	2.00	1.00	1.88	0.63	1.00	0.50
	Personalize desktop app layout	2.00	0.88	2.00	0.75	1.75	1.13
	Crop, rotate, or resize a video	2.00	1.00	2.00	1.00	1.25	0.88
EXPORT	Choose destination-appropriate export settings	2.00	1.00	2.00	1.00	2.00	1.00
	Recognize optimization tools for social publishing	2.00	0.88	1.75	1.00	1.38	0.88
	AVG	2.00	0.95	1.98	0.88	1.66	0.83

NOTES ABOUT RESULTS SCORES

Novice users (3 out of the 4 Non-video CPros) completed most tasks in the study, but it's unlikely they would have done so on their own. The study itself provided external motivation they needed to keep going. One participant admitted that, had they not been in a study, they would have given up and gone back to iMovie after only four minutes!

Video CPros generally enjoy usin ▨▨▨▨▨ , and completed most tasks without prompting. Yet, very few explicitly positive responses to specific tasks were observed along the way, leading to qualitative scores of 1.0 pretty much across the board.

There were a few positive responses and moments of delight during the sessions. Unfortunately, there were usually also negative responses for the same task (ex. Freeform view elicited initially positive responses followed by a let down). Thus, the qualitative scores ended up being neutral or negative overall, on average.

IMPORT

- The source monitor is a barrier for novice users. *Details*

- Creator camp alums are using a project file they got at camp to start new projects. *Details*

I can bring my assets into and start a new project.

- Start a new project
- Import Assets
- Start a new sequence

EDIT

I can quickly orient myself around basic functionality in ⊠.

- Discover in-app resources
- Organize assets
- Assemble a story
- Make adjustments to video clips
- Add or modify audio tracks

- Users unintentionally overwrite parts of their sequence when adding more clips to timeline. *Details*

- Timeline zoom controls are overlooked. *Details*

- Panels and tabs get lost, hidden. Users can't remember what they're called. *Details*

- Users struggle to remember that a clip must be selected and playhead in that clip area to see their property edits live. *Details*

- There's no obvious way to change the volume of a clip. *Details*

EDIT

I can add complexity in stride with my skills.

- Apply visual preset (color, graphic, or title)
- Access advanced workflows
- Personalize desktop app layout

- Users Would Like To See Improvements In The Color Workspace *Details*

- Interaction Design for Creative Looks (LUTs/presets) Could Be Improved *Details*

- Effects panel issues found in studies on ▨▨▨▨ apply to the effects panel in ▨▨▨▨ too. *Details*

- MOGRTs save time for SVCs, but many weren't aware that their customizations could be saved until they attended creator camp. *Details*

- Novice users are unlikely to discover and figure out keyframes. *Details*

EXPORT

I can export my video and post it successfully.

- Choose destination-appropriate export settings
- Recognize optimization tools for social publishing

- Social sharing presets are overlooked. *Details*

RECOMMENDATIONS SUMMARY

Consider offering bins for sequence, footage, audio, and graphics as a default in the new import workflow so that users don't need a sample project file to get started.

Consider a magnetic timeline option as the default (but that can be turned on or off depending on user preference).

Consider adding some kind of visual indicator that the scroll bar-looking thingies around the timeline are for scrolling AND zooming.

Consider separating the Essential Graphics tabs "Browse" and "Edit" into two entirely separate panels, and re-naming them.

Re-name the Caption panel "Captions" instead of "Text".

Avoid empty panels. Display properties for selected clip/element. Add empty state prompts in panels (ex. "select a clip in the timeline to do …").

What if the playhead automatically jumped to the start of any selected clip in the timeline?
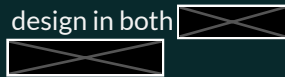
Consider displaying the clip volume control in Essential Sound, even before the clip is tagged. (Or come up with a design and workflow that doesn't require a clip to be tagged before viewing sound properties.)

Re-design the color workspace.

Re-design the Creative looks preview experience.

Allow importing multiple LUTs at once (if this really isn't an existing option).

Improve the design of the effects panel. Implement new design in both ⊠ and ⊠

Consider ways to help more users discover that they can save customized versions of MOGRTs.

factor

Detailed Findings

THE SOURCE MONITOR IS A BARRIER FOR NOVICE USERS

Video CPros **Non-video CPros** **SVCs**

People new to video editing have no mental model for a source monitor, and don't understand its purpose in ▨▨▨▨▨.

- Boun became frustrated and was ready to give up entirely only four minutes into editing when he couldn't get a clip from the source monitor onto the timeline. *Details*

- Zoe G. dragged clips onto the source monitor panel to import them because "that must be for the source media". She also assumed she should edit the clips there, and played with in/out points thinking they would trim the clip.

Recommendation
Hopefully this issue is resolved with the new import workflow and default workspace, in which the source monitor panel is hidden.
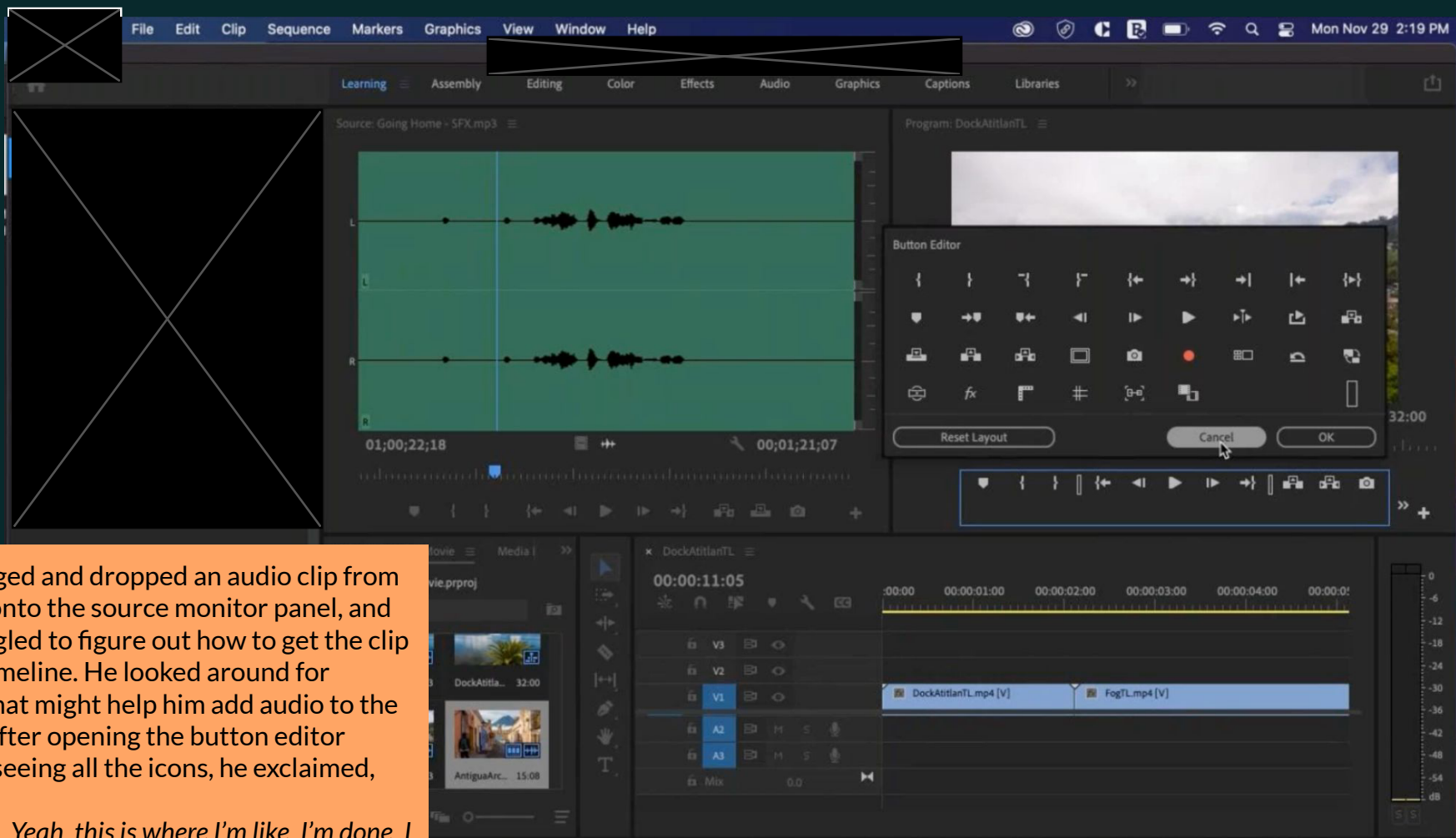
Boun dragged and dropped an audio clip from his finder onto the source monitor panel, and then struggled to figure out how to get the clip onto the timeline. He looked around for anything that might help him add audio to the timeline. After opening the button editor panel and seeing all the icons, he exclaimed,

"Oh my god. Yeah, this is where I'm like, I'm done. I don't want to make a movie."

CREATOR CAMP ALUMS ARE USING A PROJECT FILE THEY GOT AT CAMP TO START NEW PROJECTS

Video CPros

Non-video CPros

SVCs

All four participants who attended the creator camp reported using a sample project file they received at camp when they start new projects. The file has bins for sequences, footage, audio, etc. (We asked them to start from a blank project for the study.)

"It's basically different folders that help me organize my workspace much better, and make sure I know where everything is in the file." —Proletina

Recommendation
Consider offering bins for sequence, footage, audio, and graphics as a default in the new import workflow so that users don't need a sample project file to get started.

USERS UNINTENTIONALLY OVERWRITE PARTS OF THEIR SEQUENCE WHEN ADDING MORE CLIPS TO TIMELINE

Video CPros

Non-video CPros

SVCs

Proletina (0:28:02) Wants to be able to insert clips into a space in the timeline and everything else automatically moves down to fit

Zoe G (0:33:53) [Same as Proletina - expects timeline to automatically adjust when rearranging clips] Unintentionally overwrite clips when rearranging them and also when adding a title.

Kristen (0:19:33) When moving a clip with linked audio, the audio doesn't go to the expected track in the timeline

Tia (0:27:32) Starts with an audio track, and doesn't like how it will be overwritten when she drags video clips onto the timeline. Workaround is to lock the audio layer.

Alanna (0:38:14) Same as Tia - had an audio track already and it was overwritten when she dragged a new clip onto the timeline. Also chose to lock the A1 layer to get around it.

James (0:27:52) Attempted to drag more clips onto his timeline, where he had already added the audio. The new clip overwrote the audio even though he got the clip on another track/layer.

Boun (0:43:02) Unintentionally overwrote part of his sequence when dragging and dropping a title onto the timeline - expected it to be automatically inserted before the first clip or onto another track/layer (was also having trouble due to being zoomed in vertically and not changing the view to see all the upper tracks).

> ### Recommendation
> *Consider a magnetic timeline option as the default (but that can be turned on or off depending on user preference).*

TIMELINE ZOOM CONTROLS WERE OVERLOOKED

Video CPros

Non-video CPros

SVCs

- Participants with laptops were able to horizontally zoom intuitively with their trackpad.

- Zoom control bars on the timeline are overlooked or avoided. (Users who notice them avoided them because they were unfamiliar or assumed they were regular scroll bars.)

- Novice users would sometimes lose or overlook layers once zoomed vertically.
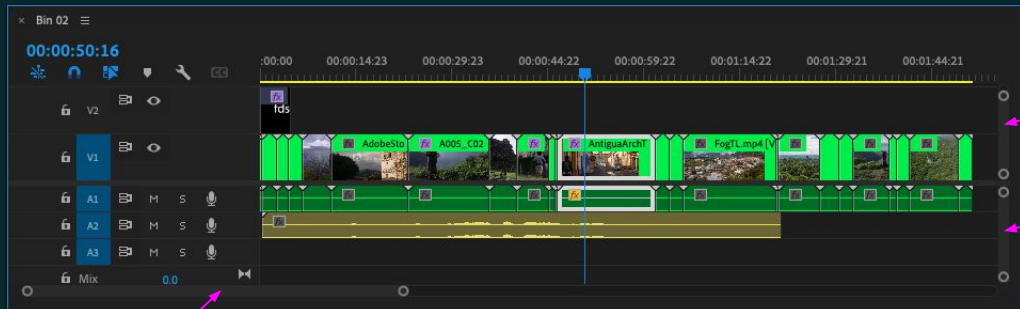
Recommendation
Consider adding some kind of visual indicator that the scroll bar-looking thingies are for scrolling AND zooming.

factor

USERS SOMETIMES STRUGGLE TO REMEMBER THAT A CLIP MUST BE SELECTED AND PLAYHEAD IN THAT CLIP AREA TO SEE THEIR PROPERTY EDITS LIVE

Video CPros   Non-video CPros   SVCs

Whether editing text, audio, color, or other properties, users frequently navigate to panels and properties first (without paying attention to which clip is selected in the timeline or where the playhead is).

If the panel is blank, users sometimes remember to go back and select something in the timeline, and then they are fine. Other times, they mistakenly assume they are in the wrong place, and navigate to different panels looking for the properties they want to edit.

This issue persists throughout the editing experience (sound, color, effects, etc.).

> ### Recommendations
> *Add empty state prompts in panels (ex. "select a clip in the timeline…").*
>
> *What if the playhead automatically jumped to the start of any selected clip in the timeline?*

PANELS AND TABS GET LOST, HIDDEN. USERS CAN'T REMEMBER WHAT THEY'RE CALLED

Video CPros

Non-video CPros

SVCs

Users tend to scan the UI for specific properties and icons; not for panel and tab names. When panels are closed, users struggle to locate them, because the panel names don't always seem to match the properties in that panel.

For example, when users want to edit text, but don't see any text editing controls or properties visible in the UI, they do one or more of the following:

- Go to **Window > Text**. This opens the captions tab - not what they want.

- Go to **Window > Essential Graphics**. That opens the right panel, but it defaults to the Browse tab, not the Edit tab. The Edit tab is often overlooked.

- Go to **Essential Graphics > Edit**, but it's blank because there was nothing selected in the timeline or playhead was in the wrong place.

> *Recommendations*
> *Consider separating the Essential Graphics tabs "Browse" and "Edit" into two entirely separate panels, and re-naming them.*
>
> *Re-name the Caption panel "Captions" instead of "Text".*

THERE'S NO OBVIOUS WAY TO CHANGE THE VOLUME OF A CLIP

Video CPros

Non-video CPros

SVCs

If they want to change the volume of a clip or their sequence, users may be thinking the word "volume" in their mind, but the audio-related menu options in ⬛ include terms that users may not think are immediately relevant, such as:

- Audio clip/track mixer
- Essential sound
- Audio gain

Users often try right-clicking on an audio clip in the timeline or switching to the "Audio" workspace.

Some Mac users do a search for terms like "volume".

In the Essential Sound panel, you have to assign a tag to your clip before it displays the volume control. And even when the volume control is displayed, it appears in the lower right corner of the panel, and is easily overlooked.

> ### *Recommendation*
> *Consider displaying the clip volume control in Essential Sound, even before the clip is tagged. (Or come up with a design and workflow that doesn't require a clip to be tagged before viewing sound properties.)*

Cut
Copy
Paste Attributes...
Remove Attributes...
Clear
Ripple Delete

Edit Original
Edit Clip In Adobe Audition
License...
Replace With After Effects Composition
Replace With Clip   >
Render and Replace...
Restore Unrendered
Restore Captions from Source Clip

Duplicate

✓ Enable
Unlink
Group
Ungroup
Synchronize
Merge Clips...
Nest...
Multi-Camera   >

Label   >

Speed/Duration...

Audio Gain...
Audio Channels...

Link Media...
Make Offline...

Rename...
Reveal in Project
Reveal in Finder...
Properties
Find Adobe Stock Audio
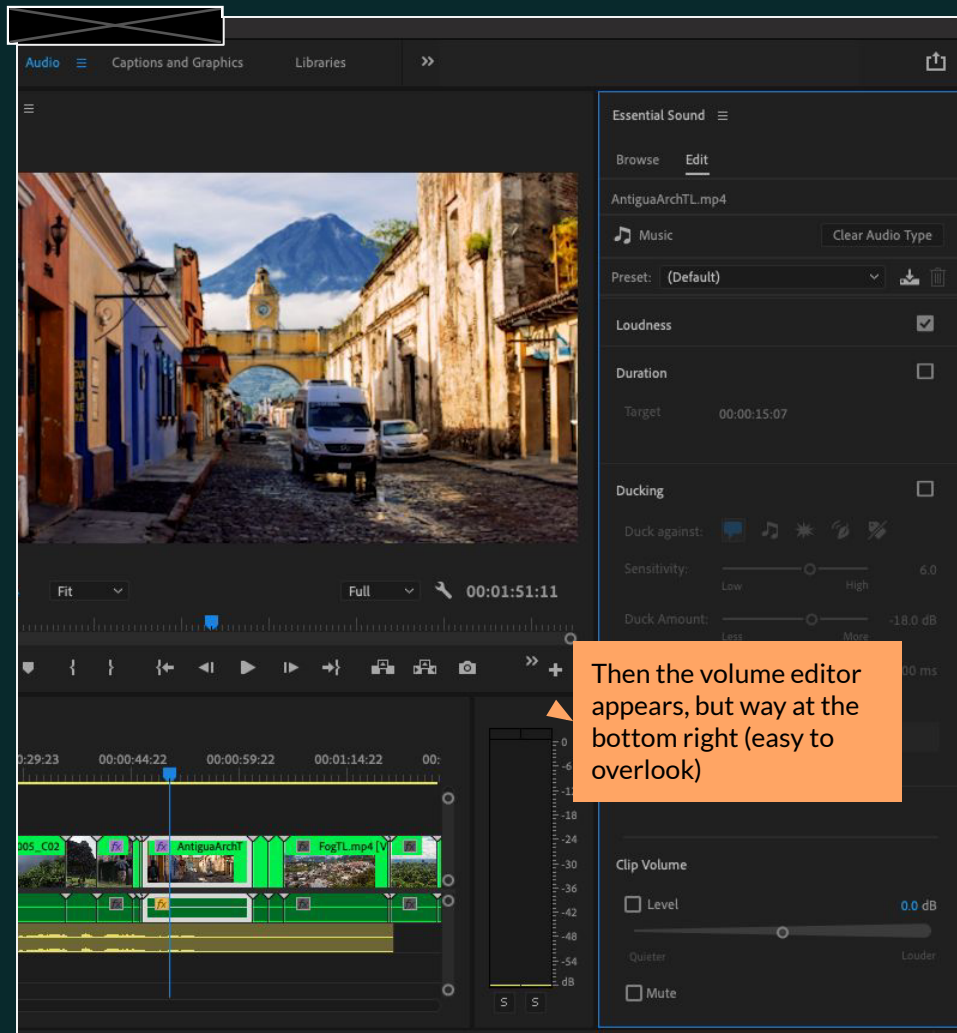
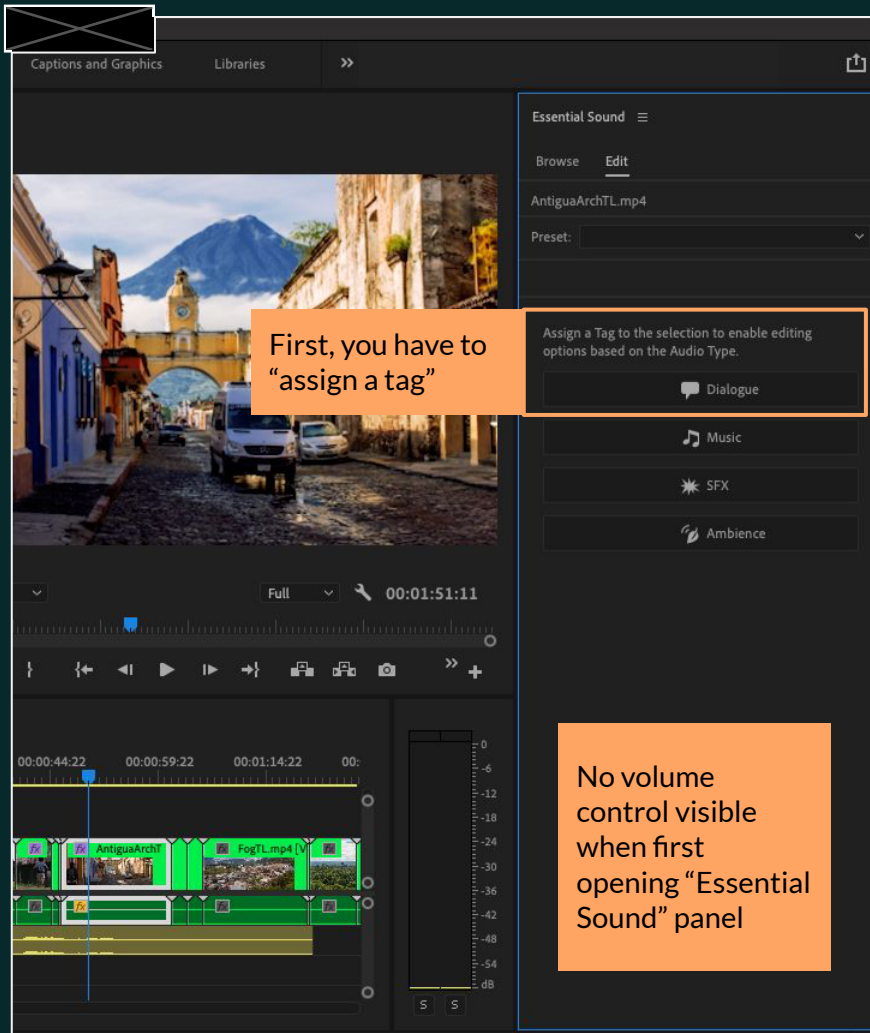Show Clip Keyframes   >
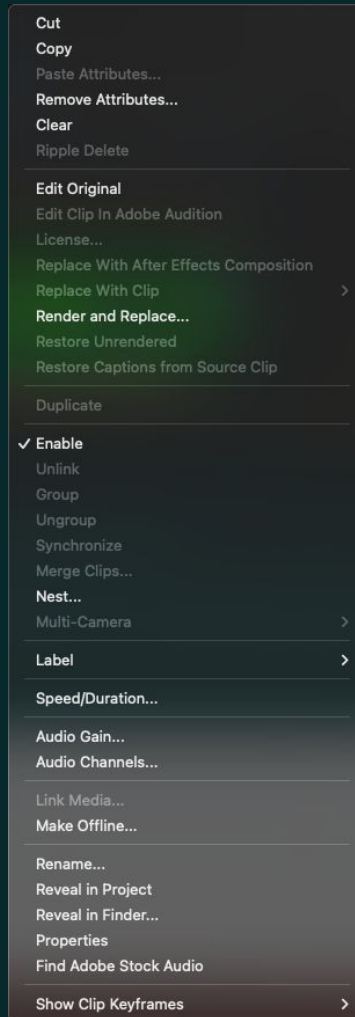
Users looking for "volume" may not
recognize "Audio Gain" as relevant.

Help menu (Mac only) search for "volume": no results

Help menu (Mac only) search for "audio": many results

factor

Left panel:

Captions and Graphics   Libraries   »

Essential Sound ☰

Browse   Edit

AntiguaArchTL.mp4

Preset: ▾

First, you have to "assign a tag"

Assign a Tag to the selection to enable editing options based on the Audio Type.

💬 Dialogue

🎵 Music

✳ SFX

🌀 Ambience

Full ▾   🔧   00:01:51:11

No volume control visible when first opening "Essential Sound" panel

00:00:44:22   00:00:59:22   00:01:14:22   00:

AntiguaArchT   FogTL.mp4 [V

Right panel:

Audio ☰   Captions and Graphics   Libraries   »

Essential Sound ☰

Browse   Edit

AntiguaArchTL.mp4

🎵 Music   Clear Audio Type

Preset: (Default) ▾   ⬇ 🗑

Loudness   ☑

Duration   ☐

Target   00:00:15:07

Ducking   ☐

Duck against: 💬 🎵 ✳ 🚫 🚫

Sensitivity: ○———————— 6.0
              Low   High

Duck Amount: ————————○ -18.0 dB
              Less   More

Then the volume editor appears, but way at the bottom right (easy to overlook)

Fit ▾   Full ▾   🔧   00:01:51:11

Clip Volume

☐ Level   0.0 dB
  Quieter   ○————   Louder

☐ Mute

:29:23   00:00:44:22   00:00:59:22   00:01:14:22   00:

005_C02   AntiguaArchT   FogTL.mp4 [V

USERS WOULD LIKE TO SEE IMPROVEMENTS IN THE COLOR WORKSPACE

Video CPros · Non-video CPros · SVCs

- Kes (Video CPro) says Lumetri i ⊠ "has come a long way", but he still uses other tools for color grading like Magic Bullet Colorista.

- Taylor (SVC) uses an adjustment layer to offset Youtube's "color washing issue", and "QT Gamma Compensation"

- Taylor (SVC) has to make adjustments for darker skin tones. She's unhappy with existing performance but says it's not an issue unique to ⊠

- Dominik (Video CPro) would like to see the color workspace completely re-worked, node-based color editing, and a color-match feature.

- In general, when playing with the sliders, it's difficult for users to tell whether or not it is having any effect on the selected clip

Recommendation
Re-design the color workspace

ISSUES WITH CREATIVE LOOKS INTERACTION DESIGN

Video CPros   Non-video CPros   SVCs

- Creative looks/LUTs presets dropdown is easy to overlook.

- Kes says it's too difficult to import LUTs. (Video CPro)

- Creative looks/LUTs preview thumbnail is mistaken for a preview of *any* edits made in color workspace/panel.

- Have to click inside the creative looks/LUTs preview thumbnail to preview the look in program panel — not obvious when navigating through options with left/right arrows. (see next slide)

- Confusing that when you use the right/left arrows to toggle through the creative looks, the dropdown remains fixed to whatever was previously selected instead of changing along with the preview. (see next slide)

- Dominik wants to see a preview for each preset (LUT) right in the dropdown instead of clicking through each one individually (Video CPro)

Recommendation
Re-design the the Creative looks preview experience. Details

Allow importing multiple LUTs at once (if this really isn't an option)

If the playhead isn't in the area of the selected clip *when first selecting a color preset*, the preview thumbnail isn't displayed. (Once the playhead and selected clip are in sync, the preview updates as expected.)

The program monitor isn't updated with the selected preset until the preset is either: selected in the drop-down menu or the center of the preview thumbnail is clicked.

The thumbnail preview updates when a different dropdown selection is made, but the dropdown doesn't update when a different preview selection is made.
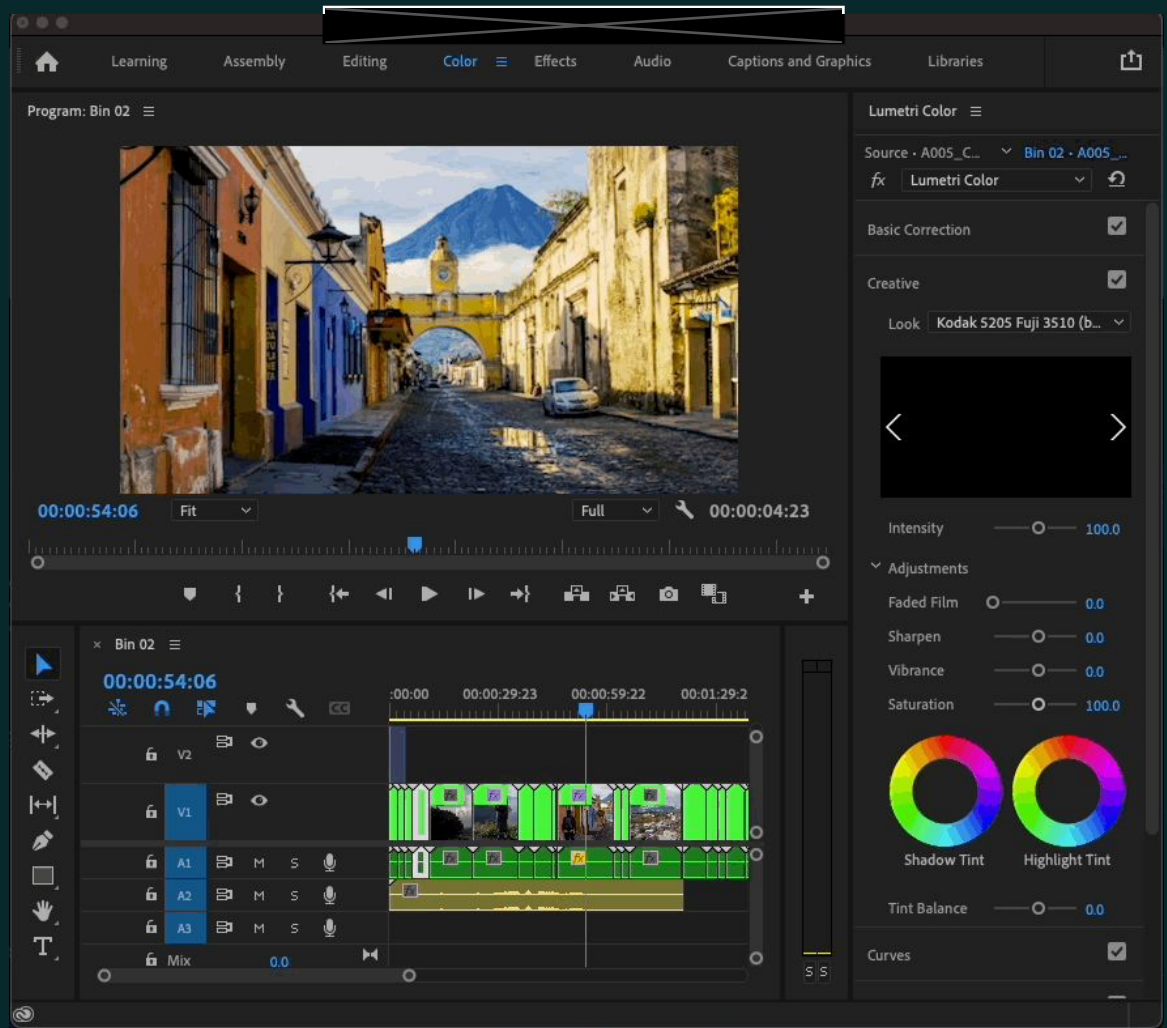
EFFECTS PANEL ISSUES FOUND IN STUDIES ON ░░░░░░ APPLY TO THE EFFECTS PANEL IN ░░░░░░, TOO

Video CPros

Non-video CPros

SVCs

- Effect names are unfamiliar — not always intuitive what they will actually do. User has to apply effect to see what it does.

- Effect names are easily forgotten — making keyword search unhelpful.

- Users have to go by trial-and-error to learn which effects their computer can/can't handle. Badges that indicate GPU accelerated effects, etc. are overlooked, ignored, not understood.

- Filter functionality of effects badges is overlooked.

- Not always clear which parent folder an effect will be in. (ex. "video effects > transitions" or "video transitions"). *(An information architecture problem!)*

Recommendation
Re-design the effects panel. Implement new design in both ░░░░░░ and ░░░░░░

MOGRTS ARE A TIME-SAVER FOR SVCS, BUT MANY WEREN'T AWARE THEIR CUSTOMIZATIONS COULD BE SAVED UNTIL THE CREATOR CAMP

SVCs reported that they typically start with a MOGRT, customize it, then save the customized version instead of creating lower thirds and titles from scratch. They also noted that they hadn't learned that this was possible (the saving part) until they attended th ⊠ creator camp.

Video CPros · Non-video CPros · SVCs

Recommendation
Consider ways to help more users discover this capability (saving customized versions of MOGRTs).

NOVICE USERS ARE UNLIKELY TO DISCOVER AND FIGURE OUT KEYFRAMES

Video CPros

Non-video CPros

SVCs

- In general, novice users find it much easier to drag and drop an effect onto a clip to achieve some kind of motion effect (bounce, etc.) than to do more advanced edits. (This was true in th ⊠ ⊠ learners study as well.)

- One participant struggled with manipulating keyframes in the timeline vs. the Effects Controls panel — assumed they were operating independently, because edits in the timeline didn't appear to be updated in the Effects Controls panel. In that case, the timeline keyframes were for opacity and she was working on a position property in Effects Controls.

Recommendation
Focus on providing basic motion effects as drag-and-drop elements instead of trying to push novices (even some SVCs, for that matter) to learn keyframes.

SOCIAL SHARING PRESETS WERE OVERLOOKED

Video CPros · Non-video CPros · SVCs

- Most participants just selected QuickTime or H.264 as the appropriate format for uploading to YouTube.

- Few, if any, knew there were additional settings specific for Youtube or presets.

Recommendation
Hopefully all of this is resolved with the new export workflow, since social sharing export options are easily identifiable.

factor

Thank You!

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Appendix

PARTICIPANT DETAILS (Name links to recording**)

Group	Name	Age	Location	Occupation	Years using Pr
Non-video Cpro	04 - James	35-44	AL, USA	Senior Production manager	0
Non-video Cpro	05 - Boun	25-34	CA, USA	UX / UI Designer	0
Non-video Cpro	11 - Kristen	35-44	CA, USA	Sr. Manager UX/UI	4-5
Non-video Cpro	12 - Zoe G.	25-34	NY, USA	Product Designer, Former Marketing Dir. at Architecture Firm	0
SVC	06 - Allana*	25-34	NY, USA	Freelance Lettering Artist and Designer	6+
SVC	07 - Proletina*	25-34	Bulgaria	Graphic designer	3.5
SVC	09 - Zoe S.*	25-34	PA, USA	Content creator on Instagram & social work student	3
SVC	10 - Taylor*	25-34	NY, USA	Video Producer	5
Video Cpro	01 - Dominik	18-24	CA, USA / Germany	Videographer & Control Room Producer	5-6
Video Cpro	02 - Kes	35-44	USA	Video Editor	10+
Video Cpro	03 - Tia*	25-34	ON, Canada	Video Editor / Multimedia Producer	10
Video Cpro	08 - Lane	25-34	AK, USA	Video Editor at Marketing Agency	3

*Attended creator camp
**Recordings are hosted on Factor's GoToMeeting account for 6 months. Client is encouraged to download them if they want to maintain them longer.

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STUDY TASKS - DETAILS

Task Category	Capability	Actions	Test Plan Actions	Details, Examples	First Prompt (if they don't do the task on their own)	Instructional Prompt (if they are unable to proceed)
Import	I can bring my assets into ▨▨▨ and start a new project.	Start a new project		Welcome screen > New Project	Start a new project	Go to File > New > Project
		Import assets		Double-click in project panel or Drag assets from desktop folder onto project panel	Remember the sample assets	Double-click in project panel or Drag assets from desktop folder onto project panel
		Start a new sequence		Drag and drop an asset onto the timeline	What about the timeline?	Drag and drop an asset onto the timeline
Edit	I can quickly orient myself around basic functionalit▨ in ▨▨▨	Discover in-app resources		Tooltips, Search, Tutorials, Help menu	Do you think there is anything in the app that could help you?	Open the Learn panel (Window > Learn)
		Organize assets		Create a bin, Apply color lable to assets	How do you normally organize your assets?	Is there anything in the project panel that could help you with organization?
		Assemble a story		Arrange assets into a sequence to create a story with a beginning, middle, and end	Put together a story of two kids playing ball.	Can you add more clips to the timeline, and re-arrange them?
		Make adjustments to video clips		Trim a clip, use the razor	Can you make this video shorter?	Try click+hold at the end of the clip on the timeline and drag it. Or select the razor tool and click on a clip on the timeline
		Add or modify audio tracks		Add or modify audio tracks, turn tracks on/off	What if you wanted some music or other audio to play over this?	Go back to the sample assets and find an audio file. You might need to rearrange the audio tracks in the timeline
	I can add complexity in stride with my skills.	Apply a visual preset	Adjust color	Use Lumetri Color panel to make adjustments or apply a visual preset	What if you wanted to edit the color of part of the video?	Try the lumetri color tools (Window > Lumetri Color)
		Access advanced workflows	Crop, rotate, or resize a video	Effects Controls > Motion > Rotate, Effects Search > Crop	What are some other edits you could do here?	Try to crop one of your clips (Effects Controls > Motion > Rotate, Effects Search > Crop)
			Create an animation (something with keyframes)	Click stopwatch icon for an effect, move timeline, add another keyframe	Could you make a title move across the screen?	[Walk them through where to find the stopwatch in Effects Controls. Let them play around for a bit. If they can't figure it out, move on]
			Create a transition (ex. dissolve)	Select clips on timeline > Effects > Video Transitions > [transition] > Drag and drop onto video track	Can you add a transition?	Try Effects > Video Transitions > [transition]
			Add Text	Select the Type tool, type some text, select a different font	Can you add some text on top of this, and choose a size and font that you like?	Use the Text tool
			Add a title	Select an essential graphics template and apply it to part of the sequence	Give this video a title	Try something from the Essential Graphics panel
		Personalize desktop app layout		Move, resize panels, change workspace mode	What do you think about the layout of these panels right now?	Try a different workspace mode (Assembly, Graphics, etc.)
Export	I can export my video and post it successfully.	Choose destination-appropriate export settings		File > Export > (anything than can work for youtube)	Ok, your video is amazing! Go ahead and export it as you would if you were going to publish it to YouTube	Go to File > Export
		Recognize optimization tools for social publishing		In Export panel, "Publish" tab, scroll	Do you know of any settings in here that are for Youtube, specifically?	Click on the "Publish" tab, and scroll down

Example: Salience of Tabs

Panels can be subdivided into tabs, but participants did not notice that.

The **single underline appeared insufficient to indicate that one of multiple tabs are selected**, especially when the panel is sized to narrow, and other tabs are often hidden from view.

The >> **symbols are insufficient to indicate that more tabs exist.**
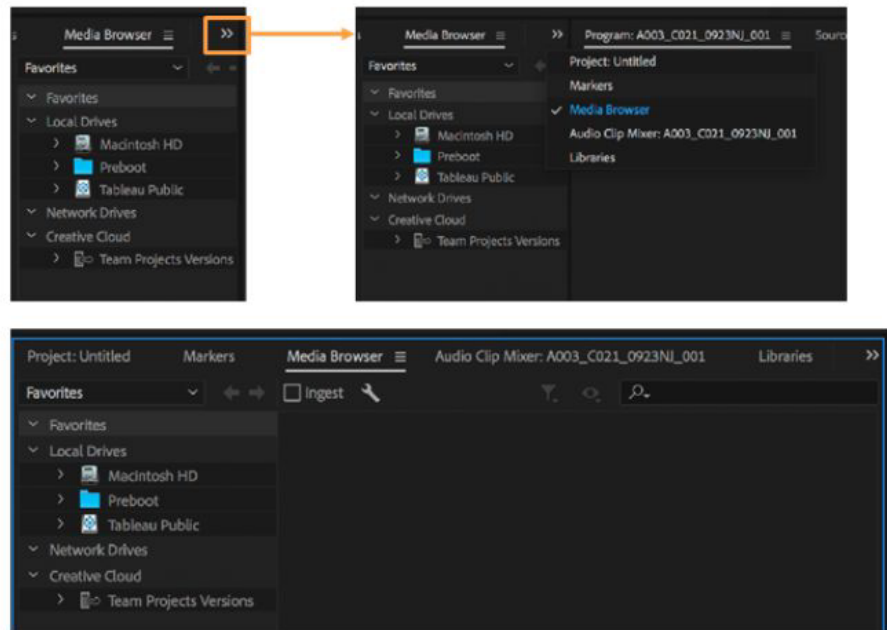
Prior Experience with most ▨ Applications did not appear to support this First Mile (Excluding ▨▨▨)

Participants with prior experience in ▨ applications like ▨▨ and ▨▨ felt comfortable when they came across recognizable tools (such as the Type and Pen tools), although the **previous experience did not help them become oriented with the workspace or with forming goals.**

Pen Tool

Type Tool

Adding a clip to the Timeline

Once users are able to make clip to appear in the panel at right, they may not realize that it was the source monitor.

FREEFORM VIEW IS FUN, BUT IT COULD BE BETTER

Video CPros   Non-video CPros   SVCs

Kristen discovered freeform view for the first time during the study, and her initial response was very positive.

Some participants wondered how freeform view was different from icon view

- Clips arranged in freeform view seemed lost after moving things to a bin in icon/list view.

- Kept getting an "unspecified drawing error" while in freeform view (ignored it)

- Expected clips to be arranged in the same order as they are in freeform view when dragging and dropping onto the timeline

USERS WOULD BENEFIT FROM SAVING CUSTOMIZED WORKSPACES, BUT THIS FEATURE SEEMS BUGGY.

Video CPros   Non-video CPros   SVCs
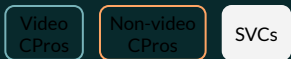
- One SVC actually had a custom workspace, but has been experiencing issues with it not saving properly—the project panel always reverts to a place she didn't want it to be

- For one Video CPro, on her previous computer, switching workspace modes was really slow so she stopped doing it.

- Custom workspaces aren't as helpful to editors who have to work on different computers or workstations.

EDITORS WANT CUSTOM COLORS AND LABELS TO BE SAVED WITH A PROJECT FILE

Video CPros   Non-video CPros   SVCs

Some editors really like color-coding and/or labelling clips. One pro uses a plugin for labels.

Tia expressed frustration that she can't share custom label names/colors along with a project file (32:41).

Recommendation
Consider ways to allow custom labels/colors to travel with the project file.