

The system is a hybridization of social media, and media entertainment sites. The core principle is to allow users to interact with fellow members of their community, and exchange information about movies they enjoyed or disliked, and to receive recommendations on the basis of the sites aggregate ratings, as well as their own ratings and stated preferences.

Mock up prototypes can be found in the folder below:

https://drive.google.com/drive/folders/1afvjztXMZpVstHeHAm_nz_euB4Ueda86?usp=sharing

Interviewed a 22 year old, male Northeastern Chemical Engineering Major, moderate-high technical competency. No prior experience with the product,

We asked the user to perform a number of basic functions, and then to complete the following 3 tasks:

1. Look up information about a movie as if they were considering seeing it. Search by name, look up rating, summary, score etc.
2. Then as if they were returning from seeing it, post a review and score the movie.
3. Add a fellow user as a friend on the site to see their activity.

I then had him also perform some admin level tasks:

1. Investigate a report of an offensive or otherwise inappropriate review, and then hide it once deemed appropriate.
2. Mark a user as having inappropriately used the site.

During each activity I was most interested in measuring the time it took to complete each task. I also payed attention to the apparent level of frustration with the task, and level of surety of their success.

When asked to perform most basic functions, had no issues. During each activity he was able to quickly identify the correct course of action on the first attempt with little difficulty or hesitation.

While searching for a movie by name, he was confused by the lack of a search button near the search bar, but correctly guessed that pressing enter would set of the search. While looking up movie information he seemed very unsure of the Rating of the movie, took some time to locate it, and ultimately was not sure that he had the correct location, though he had found it. While searching for a user he assumed that the search bar would let him search for a user as well as a movie, but was unsure.

During the ADMIN portion of the interview, he had no issues locating either the Mark user, or hide Review buttons, and the process of locating the review and movie was identical to the process in the End User segment.

Throughout the interview he seemed very calm and relaxed, cracking jokes several times and did not seem to be stressed out at all. Total time for the interview was just over 10 minutes.

Conclusions:

I think most of the UI works well, but we need to ensure that all components are there, even if they seem extraneous. Having an actual search button rather than relying on the enter button for instance. Also indicate somehow that the search bar searches both users and movies.

Additionally we need to ensure we have labels on everything, as there can be some confusion when there are just floating pieces of data.