### Usability Test Analysis

## Executive Summary

In the usability test, I have found 5 people to test each version of the live-house platform. These people are 3 music enthusiastic fans and 2 general music fans who have met problems when searching for live-house information. They were asked to do two tasks: first, find a live show they are interested in and buy tickets; second, find a musician they like and follow he or she. After doing tasks, they gave gratification scores and some suggestions. Their suggestions contain a wide arrange of aspects including buttons, layout, filter, etc. Some of them met failure while doing tasks. The analysis report discussed problems found and suggestions about improvement.

## Mobile Version

The average gratification score of the mobile version is 3.7 and the average time of completing tasks is 5mins. Most participants liked its clear information structure and nav-bar display, three of them think it is easy to use. But they also find several problems and drawbacks to improve.

* 1. Redirect to un-expected page

Three participants mentioned they were redirected to unexpected pages after completing tasks. Firstly, the products would redirect users to live show list after purchasing, because it assumes most users find live show in this page. However, two participants found live show in recommendation block on home page and the redirection made them quite confusing. Secondly, the products would redirect users to “my following” page after click followed button on musician’s profile, as it assumes users would like to see this musician’s post appear in this page. However, three participants mentioned that they would rather see a “you have followed with success” page or a following list rather than being redirect to a unfamiliar page. One participant also suggests showing a following list or recommendation of other similar musicians would be better.

* 1. Buttons’ position and size

Four participants have met click problems when purchasing tickets on live show list page for the purchase button is too small. On the home page participants also find it difficult to click the recommended live show because it only functions when clicking purchase button but she keeps trying to click the pictures of the live show. They also help me delete some useless button like exist button on login page.

* 1. Recommend sections click failure and missing information

All participants have failed at clicking recommendation sections on home page. They mentioned that they would like to check home page and find information there when use a product for the first time. So, the failure of clicking on home page made them quite confusing. Their first choice is to find all information they need on home page rather than explore other page by navigation which I have never thought before. A participant also mentioned that she would like to see recommends on musician’s profile so that she can find more similar musicians. Another participant also said she want to buy tickets in musician’s profile page but there’s no recommends sections and purchase buttons.

* 1. Missing live show detail information page

All five participants describe the purchase process as fluent and easy, however, they mentioned that there’s no detail information page before purchase. They can only see basic information including date, venue, and musician, but they would like to know more about the show, music, poster, style, etc. Therefore, a detailed information page of live show is necessary for them to make decision.

* 1. Confusing label name

Participants came up with several labels’ names confusing them. For example, the live house label on home page means the live house venues, but one participant thought it to be live show as in china live house also refers to live show. And my following label on community page is also confusing because participants cannot relate it to moments and posts of musicians.

## Desktop version

The average gratification score of the desktop version is 4, and time of completing task is 2mins 15seconds. Two participants mentioned they like desktop version more than mobile version because it is designed more straightforward, and the layout is not narrow so they can see more information clearly when scroll down. However, many of them met failure when login in.

1. Login failure

Three participants failed at login because there is a bug that would redirect them back to login page repeatedly. They help fix this bug and suggest it appear when clicking the purchase or follow button.

1. Insignificant category filter and nav-bar

Tow participants mentioned that compared to home page of mobile version, the nav-bar on desktop version home page is not that significant and they find it inconsistent. A participant also mentioned she did not find filter on musician square page because it is insignificant.

1. Limited information on one page

Two participants brought up that they would like to see more information on musician square page and profile page. It only displays two musicians of recommendation block, and they would like to see more and explore. One also said she would like to see more musicians-related live shows. Another participant suggests that the follow button should not be displayed on musician square, instead there should be a show-more-detail button leads to musician profile page.

1. Service page lacking navigation

All five participants like the service page with multiple functions and information, but they think it lacks a nav-bar, only when they scroll down can they see what services are available. They would like a clear introduction when hover or nav-bar inside this page helping them find these services with ease.

## Conclusion

Above all, the desktop version has a higher gratification rate and shorter completion time. From my observation, participants like to scroll down and explore more rather than try to find buttons and information on mobile version. However, due to the narrow space of mobile phone screen, I could not fix the narrow space, because I have to make sure users could find all the categories and labels easily. But I would like to improve by provide longer content page and let users scroll and explore, making them more engaging.

Besides, I should make more effort to the filter and nav-bar displaying on desktop version, especially in musician page. If the community function of follow musician and check their lives runs in real life, users would like to search and explore for more musicians and see their posts better displayed on musician square page. Some participants even mentioned they would like to see interaction between musicians which I have never thought about before.

Moreover, many participants give suggestion about the community function, because they would like to see post from musicians directly rather than find them in my following page. I have transferred this page into moments of musicians to satisfy their needs.

Last but not least, I thought users would find commercial content and recommendation annoying, but in the usability test almost all participants expressed their fond of recommendation section and ask for more information. I would work on adding more information of recommendation for display to attract users’ attention when they enter the landing page.

## Appendix: Test Notes

**Username: jilin yan**

App:

Time to complete each task: 5mins

Failure and difficulties: buy tickets buttons too small, position of button

Gratification score: 3.5 click not sensitive speed low, satisfied with functions of dress, and make up

Suggestions: maybe you like for musicians, like navigation, esay to use, too narrow

desktop:

Time to complete each task: 2.5mins

Failure and difficulties: bugs on login and register, failure of showing more lives of the same musicians on purchase page.

Gratification score: 4 fits in pc platforms, easy to find and clear structure, categories good diversity, good functions display

Suggestions: good recommendation display

**Username: yiyi pan**

App:

Time to complete each task: 4mins

Failure and difficulties: latest live on front page, by date, theme party, scroll, number, profile of musician, my following, back button position

Gratification score: 3.5-4 good functions and information collections and diversity, good journey and needs satisfied.

Suggestions: click failure too much

desktop:

Time to complete each task: 3.40 mins

Failure and difficulties: bug in login and register, failure of buying ticket

Gratification score: 4 detailed services and tips, like this multiple information

Suggestions: login and register bugs

**Username: ruining li**

App:

Time to complete each task: 2.40 mins

Failure and difficulties: no have-followed page, confusing of venues and shows, difficulty in coming back

Gratification score: 4 no failure happened, directly going to purchase page

Suggestions: ok button too small, not sensitive, not functional sorting by date

desktop:

Time to complete each task: 1.40 mins

Failure and difficulties: bug in login and register, cannot sort musicians

Gratification score: 4

Suggestions: hoping to sort and explore more musicians, want to join in discussion, front page show more information in recommendation section, live house title confusing, services contains too much information want more nav-bars or info.

**Username: can wang**

App:

Time to complete each task: 5 mins

Failure and difficulties: login page has out button confusing, difficulty of click live show frontpage, want to see detail information before buying, difficulties of finding moments of musicians, musicians square confusing want to see musician moments on this page, front page back failure when purchase

Gratification score: 3.5-4 like tags and profile of musician, likes tips and services

Suggestions: want to make comment on musician profile, moment detail page, notification of live performance, safety concerning, functions reminder in purchase page, venture plan automatically.

desktop:

Time to complete each task: 3.40 mins

Failure and difficulties: producer page failure, do not have purchase link on live show list

Gratification score: 4 has detail information, good musician profile, very functional, better than mobile version

Suggestions: inconsistency of style and design between different platforms, category not attractive and too small, want to sort lives by musicians, want recommendation on top, moment too big on my following page, like and save some tips and discussions. Front page does not convey information and purchase functions.

**Username: yaya zhang**

App:

Time to complete each task: 1 mins

Failure and difficulties: failed at clicking front page musician, failed at buying ticket in musician profile

Gratification score: 4 want to go back to front page after followed, jump to different pages logic confusing

Suggestions: want to see live show directly in profile page, want focus list in my account

desktop:

Time to complete each task: 1.50 mins

Failure and difficulties: bugs in musicians’ live

Gratification score: 4 like login process, and multiple information, musician square recommendation sections button should be detail not follow

Suggestions: like live show page, musician filter too small and insignificant