User Test 2 Report

Group 9

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OVERVIEW

On Tuesday, March 17th, 2016, our group set out to conduct four users tests with the second prototype of our Instagram Campaign for UWaterloo Arts and the Theatre and Performance program offered by the University of Waterloo. We had iterated on our first prototype after we gathered insights from our first user test session. More specifically, we decided that based on our insights, we put in photos that had a brighter, happier and more energetic feeling around them. We took some of our existing photos from the campaign and post-processed them to match the brighter and energetic feel. Whereas we replaced some of the other photos entirely. We even decided to experiment with two text-on-photos. Moreover, we also experimented with moving the link for the video into the caption, and added a frame containing the link in the video as well.

Our methodology for collecting data in our second user test session was based on observing the participants go through our campaign, and their thoughts as they went through it along with taking notes on their choices and decisions and directly recording the device itself. After the user tasks we had them fill out a post test questionnaire. We wanted to to find out what elements of the campaign did the respondents found most interesting and what were the aspects they disliked the most.

Out of the four people we interviewed, two of the respondents were high school students, the other two were first year Arts students belonging to the AFM program. We interviewed the high school students at one of the classrooms at the University, whereas the first years were interviewed at their on-campus residence. An important consideration we had to keep in mind as we evaluated the respondents' motivations towards the Theatre & Performance program and that the AFM students were geared more towards numerical and mathematics than traditional arts. Moreover, being UWaterloo students, they would statistically be more likely to be aware of UWaterloo Arts Instagram account.

EVALUATION HIGHLIGHTS

Significant Positive Feedback:

Out of the total 8 participants we've interviewed, only 2 were high school students, the primary user group that the Instagram campaign would target. Both of the high school students responded that they would share the Instagram campaign with their friends. This was definitely a positive sign for our campaign since it aligns with one of the primary actions 'Like, Follow, Share' that we want the user to do.

When asked what they would tell their friends about the campaign, one of the high school students responded: *"I would tell them about the program and how cool and fun it seemed."*

Significant Negative Feedback:

The information we gathered from the participants indicated that URL links in the caption was really difficult to find. This was because we were unable to include a link in the content itself and we had to include the link within the bio in the account itself nor would they copy the URL and paste it into the browser. As a result, inexperience user of Instagram had problems finding the bio and therefore, was unable to find the link we had. However, links can to directly added to a sponsored content itself.

In addition, when we asked our participants to find the official University of Waterloo arts account. We noticed that while searching for the official account, many other similar accounts would show up too. One suggestion would be to have an verified account with the verified badge which would help users find the official account.

Interesting Findings:

One of the more interesting findings we collected over the course of our user tests was that people generally want to see more photos of co-op experiences and how a certain program can provide a means of livelihood and self-sustainability. One participant responded: "*Increased School spirit & coop is very attractive to many applicants. If UW did not have coop I do not think it would be very prestigious or attractive to students.*"

Moreover, we found that #uwaterloolife was the most popular hashtag that people clicked on. This may be a good indication of how people are more and more interested in the daily life of being a student at UWaterloo. Conversely, this shows that their interests might skew away from faculty specific posts.

RESULTS AND POTENTIAL SOLUTIONS

With regards to embedding links in an Instagram posts, based on our test with the first prototype and our respondents facing difficulty in finding the link in the Instagram bio, we decided to move the links into the caption and in the actual content as well. However, that solution still fails, and in fact, we found that it was worse than having the link in the bio. Thus, we reach the conclusion that any dynamic content, as well as any content that links to something else, such as the UWaterloo undergraduate Arts web page or the undergraduate Theatre and Performance web page, must absolutely be presented as an Instagram Ad that allows a link to be embeded and provides a button to get to that link. If a link is added in a post that isn't an Instagram Ad, the user experience of Instagram is constructed in a manner that will present users with an obstacle and frustrate them as they try and get to that link. So if UWaterloo Arts decides to go forward with an Instagram campaign, it would definitely be worthwhile to invest in sponsored content.
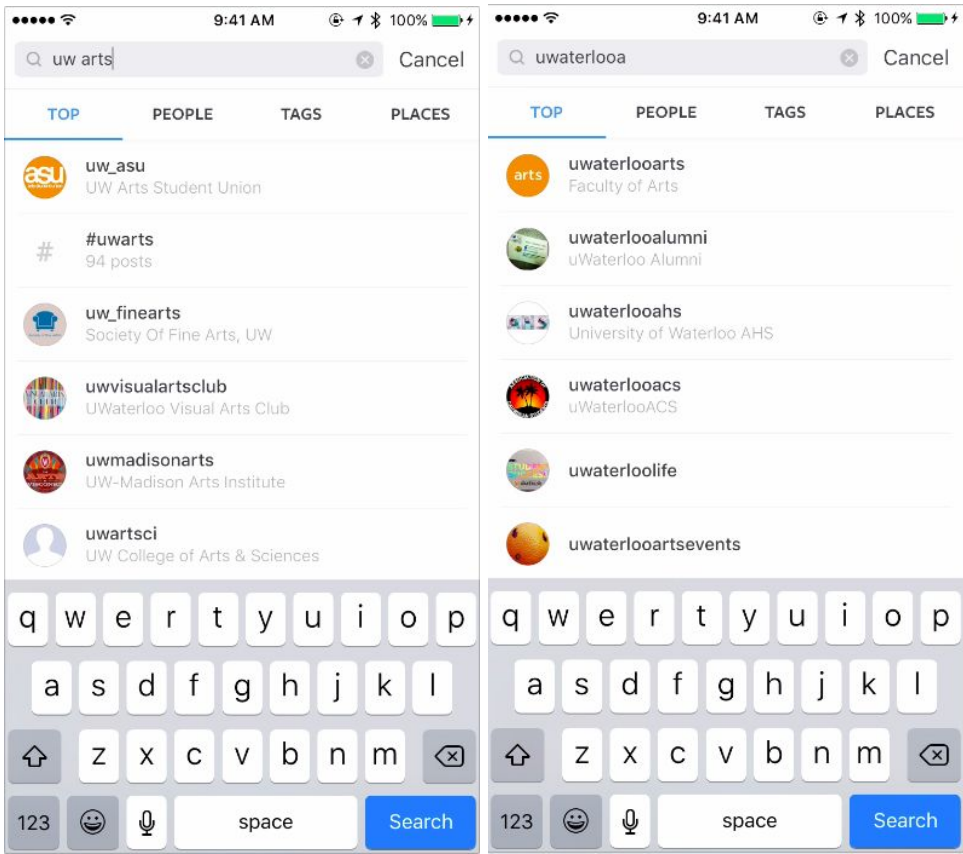
The other relatively newer problem we discovered over the course of these user tests was how when people searched for UWaterloo Arts on Instagram using terms like 'waterloo', 'arts', or 'uwaterloo' in conjunction, they were presented with an array of different pages. Often times, the correct @uwaterlooarts Instagram page wouldn't even show up in the results. A possible solution to address this problem is for the uwaterlooarts account to pursue a verified status on Instagram. This would ensure that as people look for UWaterloo Arts, the verified badge would catch their eye and they would be sure that this account is an official UWaterloo Arts account.

Lastly, the second round of user tests further reinforced our feedback and insights about the Theatre and Performance program as a whole. Prospective and first-year students aren't generally interested in the program all together. This is indeed a more deep rooted problem that may not be solvable through a mere Instagram campaign. The program needs to evaluate as to why prospective and current students may sway away from Theatre and Performance. As our interviews reflected, many students are interested in the co-op opportunities. Now even though the Theatre and Performance program offers co-op, it may not be clear to these students what types of co-op you can be a part of as part of this program. A focus starting from there would be a good way of showing how to pursue a livelihood in what one is passionate about.

Finally, as we learn from tweaking our campaign and getting people to visit more of the Theatre and Performance program's photos, happy, bright and energetic photos are what excite and intrigue our primary user groups. Most performances from the Theatre and Performance program that we saw in the photos provided portray the

darker, more dramatic aspects of life. Perhaps a shift in that aspect would be valuable towards attracting more students to the program.

User Activity Report Table:

User Test # 2,3 **UAR # 1**
Problem Name/ Descriptor The users were had a lot of choices to choose from when they searched for terms containing 'uwaterloo', 'arts', or 'waterloo'.
Reference
Evidence Some users were confused as to what would be the 'correct' UWaterloo Arts Instagram account. Some users went to the wrong page, especially those that searched for 'waterloo arts' or 'uwarts'
Explanation There are a number of Instagram accounts that relate to the terms that users often search for as they search for UWaterloo Arts on instagram. This aligns with the Hick's Law which states that it take longer for a person to select something if the number of choices is higher. Moreover, this apart from taking longer, it may even be confusing for some
Severity

2 - Minor Usability Problem
The problem is minor, since a majority of the people were in fact able to navigate to the correct page.

Possible solutions and tradeoffs
- A good way to address this issue would be for the UWaterloo Arts page to try and become a verified account on Instagram. The verified badge is associated with authenticity and often marks the official nature of an Instagram account.

User Test # 1,2,3
UAR # 2

Problem Name/ Descriptor

The users were unable to navigate to the link which was a part of the caption for an Instagram post.

Reference

Evidence

The user struggled with trying to figure out what the caption was directing them to do in order to find the link. They tried tapping the video, tried opening the menu of for the Instagram post, but weren't able to get to the 'bio' where the link was located.

Explanation
Instagram does not allow post captions to contain links, thus, if a content creator tries to put a link, the text doesn't show up as a clickable link. This prevent users from being able to navigate to it.
Severity **3** - Major Usability Problem If the Instagram content needs to link to something else, such as a University's undergraduate page for a program, then it needs the link to be clear and usable for the users.
Possible solutions and tradeoffs ● The only plausible way to fix this problem is through ensuring that any posts that need to contain a link are posted as sponsored content on Instagram (Ad). This feature allows the content creator to put a link and even a button which, when pressed, navigates the user to that link.

NEXT STEPS

The next steps we take from here on would be to finalize our recommendations to the University of Waterloo's Faculty of Arts and its Theatre and Performance Program. This would include recommendations based on what type of content our respondents preferred, along with what the use cases should be for the content. This includes the type of content the respondents mentioned they would like to see more of, such as co-op and job experiences, along with the content that covers the daily lives of UW students.

Lastly, we'll recommend why the University may want to invest in Instagram's sponsored content, if they wish to drive traffic from the social network to the University's website and related informational pages that help prospectives students apply. And how that content is a different type than the one that the Instagram account would normally post.

For this report, include:
● Appendix 1: Prototype Instaram campaign preview
● Appendix 2: User Test Script (used by moderator)
● Appendix 3: Four Notetaker's Templates, completed for each user
● Appendix 4: Summary of post task questionnaire.

Appendix 1 - Prototype Instagram campaign
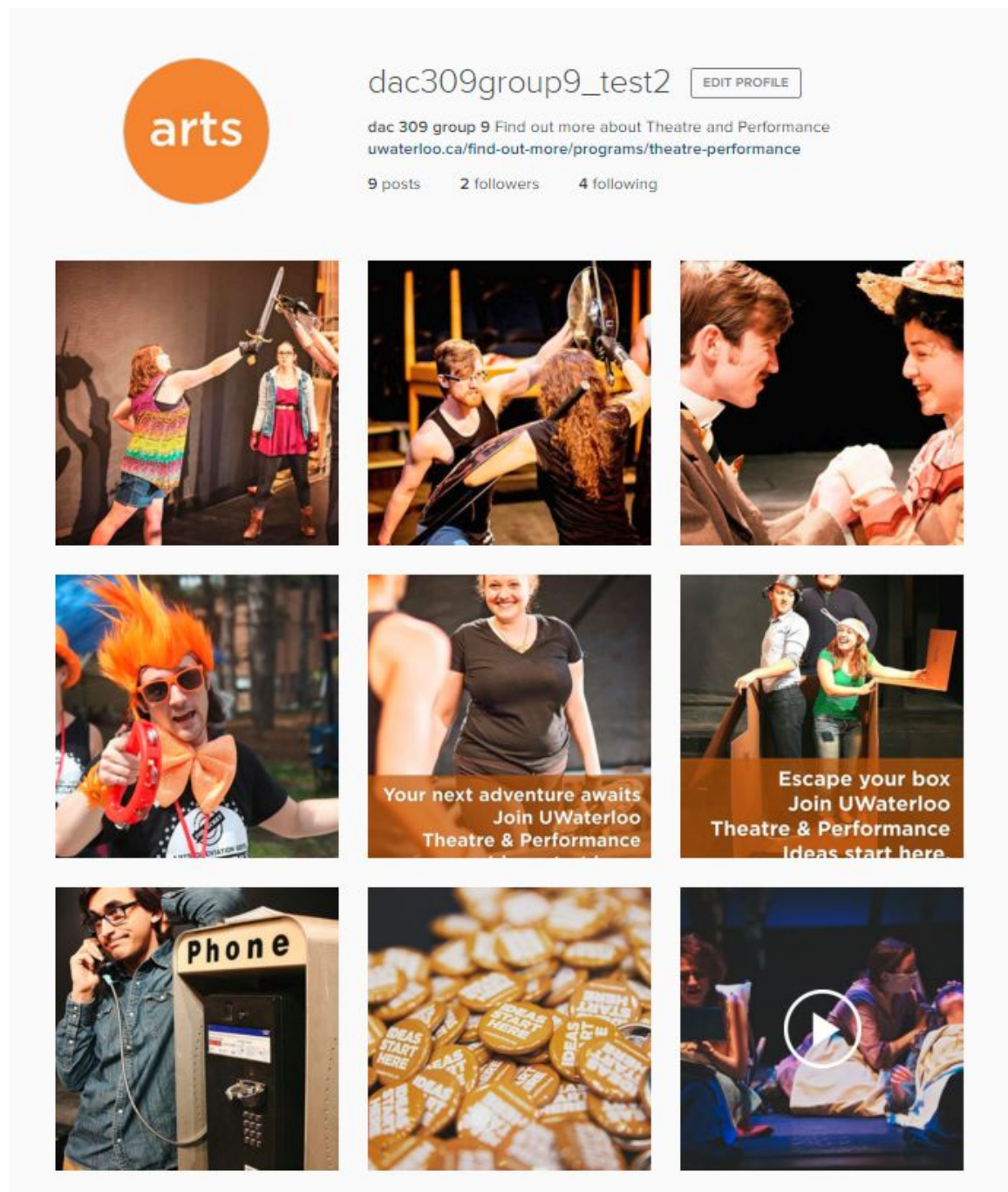
Appendix 2 - User Test Script

Thank you for agreeing to participate in this study today. Before we get started, the Office of Research Ethics at the University wants to ensure that you are with us today voluntarily and that you know about the interview focus and how your answers will be used in our study. Here is a formal Letter of Information about the study and your Consent for you to review. Please review it and feel free to ask us any questions. [Give letter and consent form].

Would you prefer to use your own phone or ours?
Would you prefer an iPhone or an Android phone?
Provide them with a phone.

For the first task, we want you to go and find the UWaterloo Arts Instagram account. Please talk about what you're thinking as you try and find the UWaterloo Arts Instagram account

Now that you've found the UWaterloo Arts Instagram account, we'll show you another Instagram account and ask you to perform a set of tasks.
Provide them with the account that has the Instagram campaign.

Tap and open the Instagram post that you find most interesting. Talk about what you're thinking as you do that.

Now go back and open a different Instagram post on this account.

Now go back. We've put up a video in the end, please go ahead and open the video. Tell me the number of different performances you saw in the video?

Go ahead and tap a hashtag in the caption of the video.
Respondent taps on a hashtag.
Talk about the photos that you see.

Go back, find and open the link the caption of the video.
Respondent opens up the link.
Talk about the webpage that you were linked to.

Thank you, those were all the tasks that we had for you today. The last part is a short survey that we'd like you to fill out about your experience with the Instagram campaign.

Appendix 3 - Note-taker's Notes (Completed Templates)

User Test 1
Success scale:
0 - Not completed   **1** - Completed with difficulty or help   **2** - Completed Easily

Pathway(s)	Success	Notes/Observations
Open web browser ➔ Go to a search engine ➔ Type in search keyword OR Open Instagram app ➔ Go to the explore tab ➔ Type in search keyword in the search bar	0	After numerous attempts and hints towards finding UW Arts Instagram Account, the respondent did not complete the task.
Open the Instagram post that you find most interesting	2	First post picked:
Find another post that you find most interesting	2	Second post picked
Open the video at the end of the Instagram stream	2	Easily found the video, watched it, and responded correctly to the question asked about performances.

Tap the hashtag in the caption in the video	1	After taking some time to find the hashtag in the caption, user chose "UW Arts".
Find the link in the caption and open the link	0	Could not find or open the link, user did not complete the task.

User Test 2 -
Success scale:
0 - Not completed   **1** - Completed with difficulty or help   **2** - Completed Easily

Pathway(s)	Success	Notes/Observations
Open web browser ➔ Go to a search engine ➔ Type in search keyword OR Open Instagram app ➔ Go to the explore tab ➔ Type in search keyword in the search bar	2	The respondent was able to search for the UWaterloo Arts Instagram using the search functionality in the Instagram app. The respondent was an Instagram user, hence had no troubles navigating the app.
Open the Instagram post that you find most interesting	2	First post picked:
Find another post that you find most interesting	2	Second post picked

Open the video at the end of the Instagram stream	2	Easily found the video, watched it, and responded correctly about # of performances.
Tap the hashtag in the caption in the video	1	Immediately saw the hashtag. Picked #uwaterloolife.
Find the link in the caption and open the link	0	Was able to visually locate the link but was unsure of how to navigate to it.

User Test 3
Success scale:
0 - Not completed　　**1** - Completed with difficulty or help　　**2** - Completed Easily

Pathway(s)	Success	Notes/Observations
Open web browser ➔ Go to a search engine ➔ Type in search keyword OR Open Instagram app ➔ Go to the explore tab ➔ Type in search keyword in the search bar	1	The respondent searched for UWaterloo Arts by opening the Instagram app and using the search bar, but did not succeed in finding the account. After an extensive amount of help, user was able to find the account using Google search. This respondent managed to navigate through Instagram with some difficulty, even though they seem to be familiar with the app.
Open the Instagram post that you find most interesting	2	First post picked:
Find another post that you find most interesting	2	Second post picked

Open the video at the end of the Instagram stream	2	Did not have difficulty finding the video and identifying the performances.
Tap the hashtag in the caption in the video	2	Easily saw and picked a hashtag. Picked "#UWaterlooLife".
Find the link in the caption and open the link	1	Couldn't find the link in the video, was able to navigate to it only upon help. Upon opening the page, realized it was a Theatre and Performance webpage for UW Arts.

User Test 4
Success scale:
0 - Not completed   **1** - Completed with difficulty or help   **2** - Completed Easily

Pathway(s)	Success	Notes/Observations
Open web browser ➜ Go to a search engine ➜ Type in search keyword OR Open Instagram app ➜ Go to the explore tab ➜ Type in search keyword in the search bar	2	Used the Instagram app to find the account. Checked "recents" in the search bar and navigated from there. Easily navigated the pages using list mode and did not encounter any difficulties.
Open the Instagram post that you find most interesting	2	First post picked:

Find another post that you find most interesting	2	Second post picked
Open the video at the end of the Instagram stream	2	Easily found the video, watched it, and responded correctly to the question, but second guessed themselves afterwards. Chose 4 then 3.
Tap the hashtag in the caption in the video	2	Chose the hashtag #uwlife. Chose because it was the first one available.
Find the link in the caption and open the link	2	Found it by reading the "bio" and realized it was a page for Theatre and Performances.

Appendix 4: Summary of post task questionnaire.