User Test 1 Report

Group 9

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OVERVIEW

On Tuesday, March 1st, 2016, our group set out to conduct four user tests with the first prototype of our Instagram Campaign for UWaterloo Arts and the Theatre & Performance program offered by the University of Waterloo. 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. Our methodology 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 having them fill out a post test questionnaire.

All our respondents were University of Waterloo first-year students, being interviewed at their on-campus residence. This is an important consideration to be kept in mind as we evaluated their knowledge of the University, UWaterloo Arts and the Theatre & Performance program. Any UWaterloo student is statistically more likely to be aware of UWaterloo Arts. Moreover, given that none of our respondents were part of the Theatre & Performance program, it is quite likely that they have a strong opinion about why they aren't a part of that program.

EVALUATION HIGHLIGHTS

Significant Positive Feedback:

The respondents were able to find UWaterloo Arts Instagram account fairly easily, none of them had any difficulty in finding it. Some chose to find in on the Instagram app, while others searched for it using the Google search engine. Moreover, people were able to understand the imagery in the photos accurate by realizing that the theme of the photos was Theatre & Performance.

One respondent, when asked what made it easy to understand the photo, responded: *"Clear theme of performing, very straight forward."*

Significant Negative Feedback:

The respondents mentioned how they wouldn't apply to the UWaterloo Arts' Theatre & Performance program because they were simply not interested. That translated towards why some of them chose not to want to share the Instagram Campaign with their friends; because either they, themselves, or their friends were not interested in Theatre & Performance.

The campaign did not make a majority of the respondents more interested in UWaterloo Arts or Theatre & Performance. That goes back to their lack of interest in the program to begin with.

When asked about the Instagram Campaign and how it affected their likelihood of applying to Theatre and Performance, one respondent said:

"I am not particularly interested in the program so it didn't have much of an effect on me."

Interesting Findings:

All the respondents felt that there should be more photos of Campus Life and Student Activities & Sports. One respondent mentioned how *"it's these things that really capture the experience UWaterloo provides."*

It was difficult for respondents to find the link in the Instagram video. The reason being that Instagram doesn't allow links in the caption, so it had to be put away into the bio of the Instagram account.

RESULTS AND POTENTIAL SOLUTIONS

Based on some of the negative feedback received, the core of the issue is how prospective students aren't interested in Theatre & Performance all together. Being a deep-rooted problem which extends beyond social media, this does pose a significant challenge towards our Instagram Campaign. Given this, along with the fact that our respondents exhibited a preference towards vibrant and bright photos, a potential strategy forward could be use a similar style of photos of performances, involving energy and vibrancy instead of the darker tones that we used in our first iteration. This would help direct their attention towards the photos of Theatre & Performance.

Another problem with our first prototype was finding the link in the video, which was more of a technical limitation of the prototype. However, there are certain ways

that we can use to circumvent this issue. First, since the dynamic content is designed to fit as an Instagram Ad, which does allow a link to be attached, this issue may be resolved through that approach. However, considering the scenario where the dynamic content was not placed in an Instagram Ad, it may be viable to visually display the link at the end of the video. The downside of this approach is losing the continuity within a video that acts like a slideshow/carousel. Moreover, this approach prompts the viewer to type in the URL in their web browser, something most viewers may not be tempted to do.

Lastly, since the respondents pointed out how they would like to see more photos of Campus Life and Student Activities & Sports because those capture the experience UWaterloo provides, it would be important to see how we can include such photos in our Campaign as that aligns well with the goal of allowing high school students to imagine themselves at UWaterloo.

User Activity Report Table:

User Test # 2,3,4
UAR # 1
Problem Name/ Descriptor
User didn't tap on a Theatre & Performance photo, and picked a generic arts photo instead when asked to pick a photo from the Instagram stream.
Reference

Evidence

Most users when asked to pick the first photo, tapped a generic Arts photo rather than the Theatre & Performance photos in the campaign.

Explanation

The users talked about how they picked a generic Arts photo because the vibrant, bright colours is what caught their attention. Moreover, their responses showed how they lacked interest in Theatre & Performance which was another reason.

Severity

2 - Minor Usability Problem

Part of the problem is how they preferred the brighter photos. But more than that, the problem was rooted in them not being interested in the program.

Possible solutions and tradeoffs

- The fastest way to fix this is using some brighter, energetic images of the plays and replacing the darker toned images. The tradeoff is that a majority of the plays are in fact placed around the darker cinematic tones, thus constructing a brighter image would be a problem.
- The best way to fix this is perhaps taking a deeper look into the problem as to why someone isn't potentially interested in Theatre & Performance, and using that to

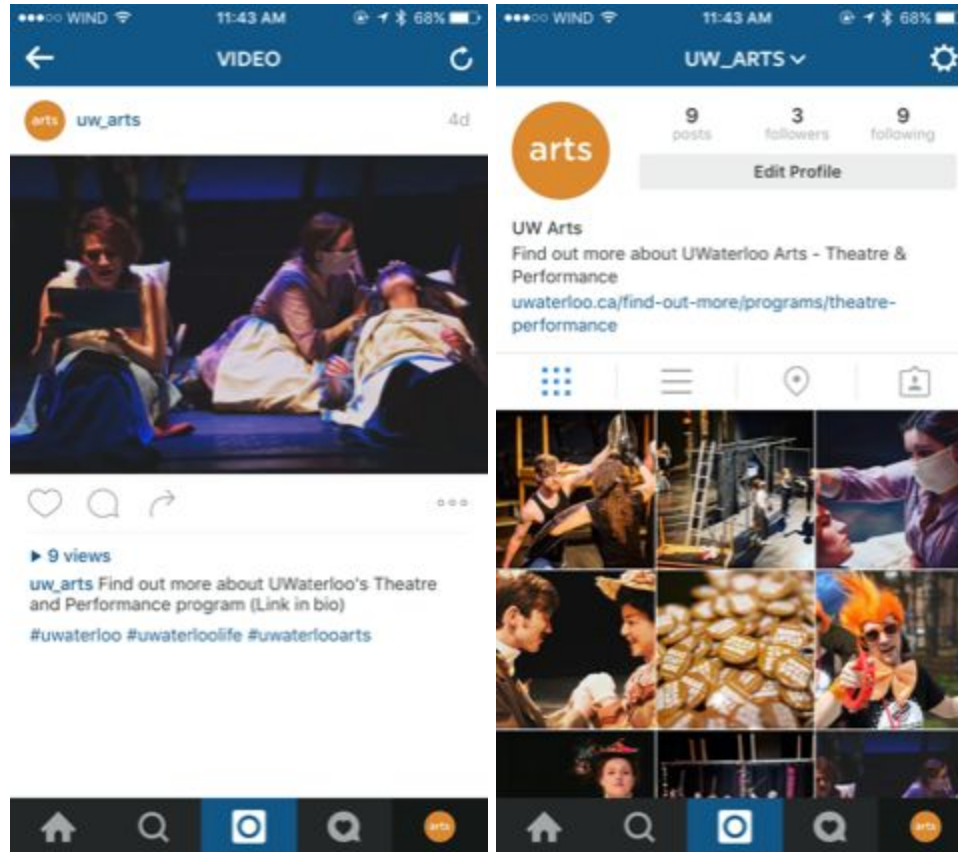**Related Issues** (Optional) UAR # and brief description of how these issues are related

User Test # 3
UAR # 2

Problem Name/ Descriptor
Couldn't find the link after reading the caption of the Instagram video

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
The user was confused because Instagram posts don't usually have links. Moreover, telling them to go find the link in a different page, or on the previous page is causing a break in their flow, thus, causing trouble in finding it.

Severity
3 - Major Usability Problem
We want some kind of hook that links viewers to visit the link, but if the link itself is difficult to identify, they won't get to it most of the times.

Possible solutions and tradeoffs
- Fastest way to fix the problem would be to add other 'slide' in the video with the link visually presented. The problem with this approach is the length of the link as well as the user having to type it out from memory into their web browser.
- The best way to fix this is ensuring that any content that has links is presented as an Instagram Ad that has the option to put down a link button which is much easier to navigate. The trade off is having to spend money for the Ad.

Related Issues (Optional) UAR # and brief description of how these issues are related

NEXT STEPS

The next steps is to add more brighter, energetic images of the plays and replacing the darker toned images. Since these are the images would standout more be be more interesting to the viewer. The tradeoff is that a majority of the plays are in fact placed around the darker cinematic tones, thus constructing a brighter image would be a problem and misleading.

If possible, creating this Instagram campaign as an actual sponsored ad might solve of the technical limitations with our current prototype.

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	2	Already knew about the UWaterloo instagram account from UW main page. Went to the Instagram app. Easily navigated through the app and found the UWaterloo Arts Instagram page.
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	2	Tapped the hashtag #uwaterlooarts. Commented about the number of selfies, and people looking happy
Find the link in the caption and open the link	2	Opened the link and realized it was the undergraduate page for Theatre & Performance

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 engine. The respondent wasn't an Instagram user, so had 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. But responded incorrectly about # of performances (5 instead of 4)
Tap the hashtag in the caption in the video	1	Had some trouble finding the hastag and selecting the hashtag. Picked #uwaterloolife
Find the link in the caption and open the link	0	Couldn't find the link in the video, was able to notice it only upon help.

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	2	The respondent searched for UWaterloo Arts using search engine. This respondent managed to navigate through Instagram fairly well, even though they didn't use Instagram.
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	1	Had a bit of difficulty finding the video, but was able to find upon help and respond correctly to question.
Tap the hashtag in the caption in the video	2	Easily saw and picked a hashtag. Picked #uwaterlooarts
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. Understood the page linked to.

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 UWaterloo Arts account. Was able to find it easily since friends already followed it. Easily navigated through Instagram and found what was asked, did not encounter any confusion.
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, but responded incorrectly to the question asked about performances. (5 instead of 4)
Tap the hashtag in the caption in the video	2	Chose the hashtag #uwaterloolife. Commented how the photos on the hastag page showed people's life at UW and how they looked happy.
Find the link in the caption and open the link	2	Opened the link and realized it was the undergraduate page for Theatre & Performance admissions.

Appendix 4: Summary of post task questionnaire.