



Georgia
on your
Mind

Georgia on your Mind

JRMC 7015 | User Experience Research Report (UX-RR)

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Research Goals

The "Georgia On Your Mind" podcast aims to educate individuals on how the state of Georgia stands out as a powerhouse, thanks to the impact made by the University of Georgia. We want the podcast to be engaging and educational; but most importantly, we want to keep UGA at the center of it all.

Because the main component of our capstone project is a podcast, something in which accurate data cannot be gathered from traditional user testing, we will be primarily testing the supplementary website. Testing instruments will be built for this research. As the episodes are published, we will be collecting data from Anchor.fm to observe our audience's listening habits. This will provide more genuine data for us to make informed decisions with.

The results of our website testing will allow us to make any necessary changes to our website so that it can act as the best supporting material for our podcast to current and potential listeners.

PRIMARY GOAL

To gain insight into what information is most important & how to present it

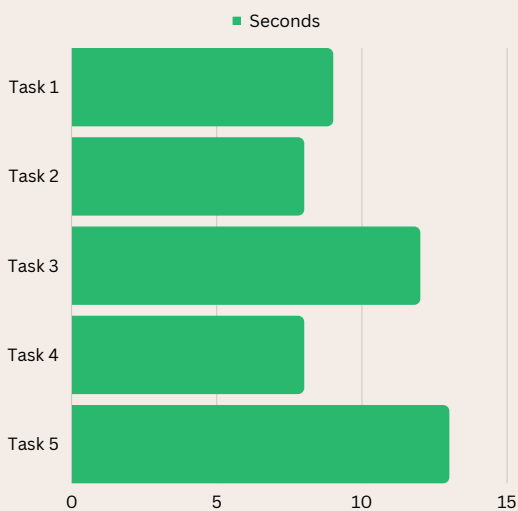
HYPOTHESIS

All of our participants will be able to navigate the website properly

Quantitative Findings

| | Task | Metrics |
|---|---|-------------------|
| 1 | Navigate to a guest speaker’s page on the website | 100% Success Rate |
| 2 | Find the “Meet the Team” section | 100% Success Rate |
| 3 | Contact the producers of the Georgia on Your Mind podcast | 100% Success Rate |
| 4 | Listen to the Sports episode | 100% Success Rate |
| 5 | Find the behind-the-scenes photos for the Sports episode | 100% Success Rate |

AVG Time on Task



AVG SUS Score



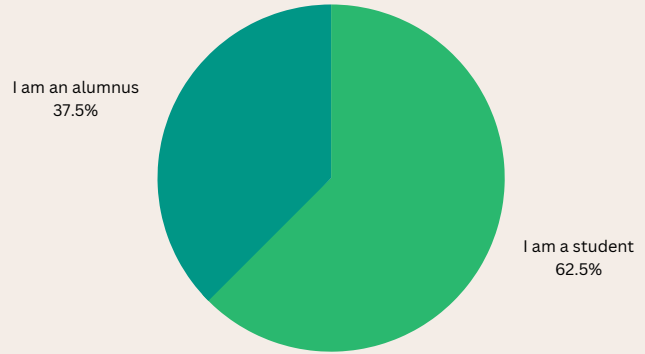
Qualitative Findings

PARTICIPANT INFORMATION

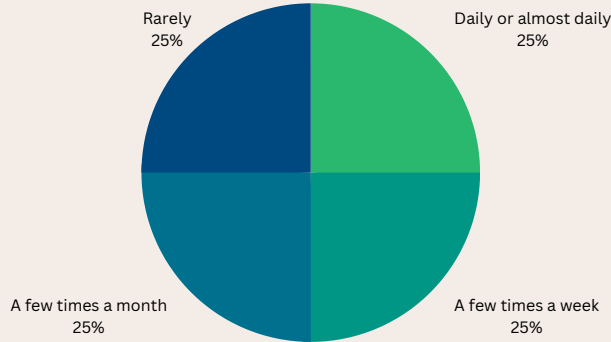
What is your relation to the state of Georgia?



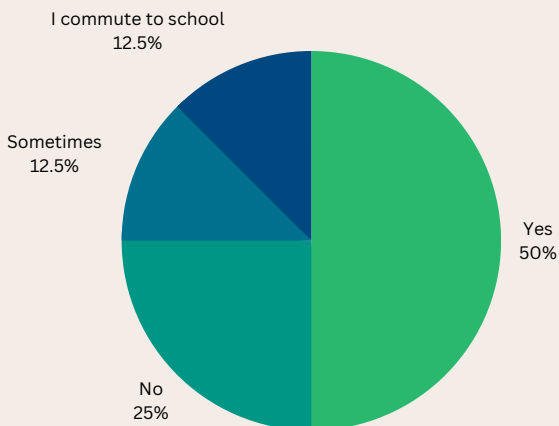
What is your relation to The University of Georgia?



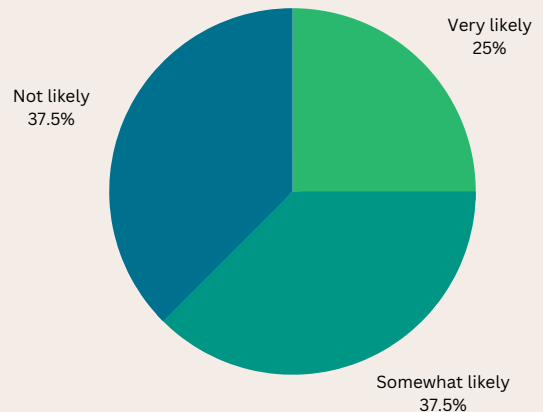
How often do you listen to podcasts, on average?



Do you commute to work?



If applicable, how likely are you to listen to a podcast on your commute to and from work?



Qualitative Findings

INTERVIEW COMMENTARY

<https://docs.google.com/document/d/1773X1m8J1LkHHRBIP0i9c8vI7e5xNGehEoH1sQZVXy4/edit?usp=sharing>

PODCAST OVERVIEW

For a podcast site, people expect to see:

- An overview of the podcast
- Topics of each episode
- Where & when episodes are released
- Social media links

MOBILE FRIENDLY

Most people would look at a podcast website on their phone, so we need to make sure our site is responsive & mobile friendly.

INFORMAL & SINGLE-PAGE

Participants prefer an informal tone as well as keeping most important information retained on a single-page website.

FEATURED GUESTS

Participants would rather find information on featured guests and the producers than extra behind-the-scenes photo and video.

Key Quotes

” The most relevant information was the episode lists. When I listen to a podcast, I go for the episodes. While names and guests are important and supplementary, the episodes lists and functionality is most important. “


” I would add a brief description of the podcast as a whole near the top of the main page. “

” The link back to home button was not working very well. I would also like to see a more prominent link on the main page to take you to Spotify or apple to stream the podcast. “

” It's very clean- it's exactly what you want it to be. “

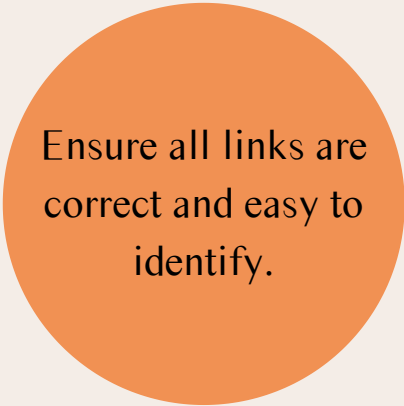
Implemented Changes

Based on the findings from our user testing, there are several key areas that we will focus on changing in our website:




Better explanation of the podcast on the homepage.

Some of our participants indicated that they wanted to learn more about what the podcast was about overall rather than just what each episode entails.



Ensure all links are correct and easy to identify.

Some participants discovered broken links in our website, so we will ensure all pages and links are working properly.



Add relevant imagery for each episode page.

A common suggestion was adding relevant images and media to each of the episode pages. Currently, the same hero image is used multiple times, causing confusion to our participants.



Appendix

Research Method Details

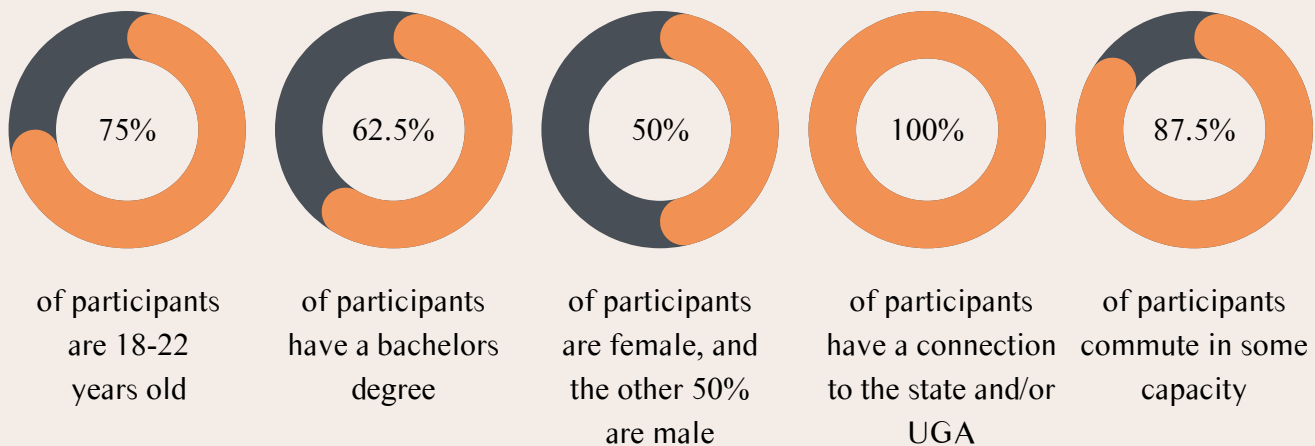
TARGET MARKET

- Aged 18-26 years old
- College-educated
- Evenly split between gender
- Mostly white, followed by Hispanic and African-American

PARTICIPANT RECRUITMENT

To recruit participants for our user testing, each team member sent an introductory email to at least 3 people. The email explained what the "Georgia On Your Mind" podcast is, requested participants that would give their opinion on the supplementary website, and specified where and how the interview would take place. The email also included a screening survey that would confirm if interested participants fit our target market.

PARTICIPANT DEMOGRAPHICS



STUDY PROCEDURE

- Confirm that participant fits target market
- Follow up to schedule day and time to conduct interview
- Send consent form to sign and give back before interview

- Send pre-test survey to take before conducting interview
- Conduct actual interview
- Send post-test survey (and System Usability Scale) to take after conducting interview

Testing Instruments

PARTICIPANT SCREENING SURVEY

<https://docs.google.com/forms/d/14Im54nYb26MRZCaBXAvRzog5E5kYnDs5Xyh9oByc4bE/edit>

CONSENT FORM

<https://docs.google.com/document/d/13KV2nsJ-glkw51jImcECBcekQq3QwZKCuaRVGiYSf5E/edit>

PRE-TEST SURVEY

<https://docs.google.com/forms/d/1nz7VvImr8HrCz7M58LGyg9poxCFtirNfx6CXLRfrQTo/edit>

POST-TEST SURVEY

https://docs.google.com/forms/d/1eiTeXyHW3xQiR9c7MnDODPUQ_2FfSLCvPBYYkGXkZcM/edit

INTERVIEW QUESTIONS

https://docs.google.com/document/d/1Ty67AiDABPk_pzUulKAG3p-Vu1hlaXKWyp39LpWwQ2o/edit

SYSTEM USABILITY SCALE

https://docs.google.com/forms/d/1LLj-YQ4NQDW4qa_miDKa6zNuLnXf0GFnrqNDxBBvP00/edit



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