

intune

User Experience Research Report (UX-RR)

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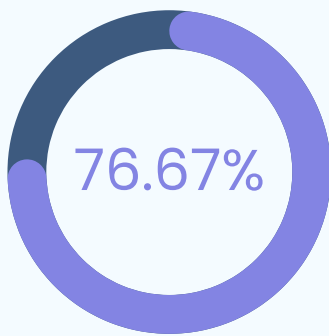
TABLE OF CONTENTS

- 1 Overview
- 2 Findings
- 3 Major Issues
- 4 Minor Issues
- 5 Changes
- 6 Appendices

OVERVIEW

Team NME conducted usability testing on the InTune website prototype, bookintune.com, with the improving the product for the user. Our goals were to identify potential issues with the website, beneficial and unnecessary features, appropriate terminology, and how users navigate throughout the site. Data and findings from the testing are further explained below.

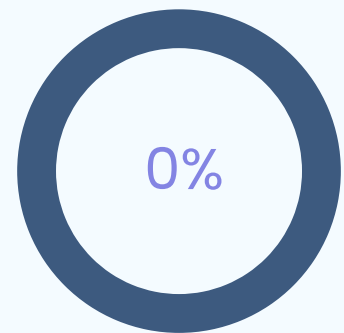
POSITIVE FINDINGS



76.67% was our System Usability Scale (SUS) score, surpassing the average of 68.



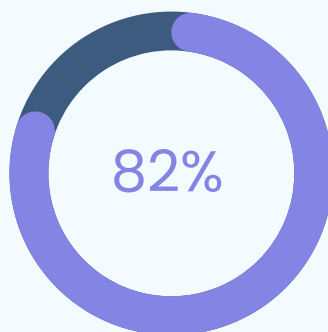
100% of participants said they would be "very likely" to use InTune once it launches.



0% said they got frustrated while trying to use the website.



100% said using InTune would be easier than their current method of booking.



82% of tasks were successfully completed by all participants.



100% of users found the website easy to navigate through.

MAJOR ISSUES

Major issues included failure to complete a task or a task that took significantly more time than others.

1 Finding Artists' Shows

Each artists' page should include either a calendar of or a list of shows they are playing so that venues and hosts are able to see the artist performing in person if they wish. This information is essential for the booking process if people prefer to see an artist or band perform in person before booking them.

CHANGE: Adding a calendar or field to enter dates of upcoming shows.

2 Editing Listings and Profile

Users are able to edit their listings and profile on the front-end of the website through settings but it was unclear how to do so.

CHANGE: Creating an FAQ page for user's questions and how-to's.

MINOR ISSUES

Aspects that should be improved but are not detrimental to the user's success while using the website.

1 Music Player

Currently, music files can be uploaded to the artists page but then have to be downloaded to play. This could be improved by adding a music player feature rather than having to download the file.

CHANGE: Use a music player plug-in for the artist listings.

2 Genre Dropdown

Many users specified that they would rather have a dropdown with a list of genres to select from rather than having to type it in a text field.

CHANGE: Create a dropdown list with an option to type it in if not listed.

3 More Information

A few users suggested adding a few more pieces of information to the listings which would be beneficial to booking so that the users know all of the information they need to from the beginning.

CHANGE: Add more information fields for every user to fill out as needed.

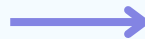
FEEDBACK

“Adding links to artist and venue social media would be helpful, as well as adding calendars for artists and venues so artists can promote future shows and venues can give prospective artists a chance to check out the space during a live show.”



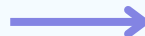
CHANGE: Add social media links and calendars

“I would love if there were a general overview of how the process works before getting to the listings or posting a listing.”



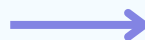
CHANGE: State instructions on the process and website on the home page or the add listings page.

“If there was a chat feature that was on the website, that would be easier and beneficial for both parties because the venue could learn all about the user and vice versa.”



CHANGE: Incorporate a messaging plug-in so that users can chat with each other through the website.

“If this could also be used to connect in places other than Athens, that could be a good next step.”



CHANGE: Once the product is launched, begin to expand to the Atlanta area.

APPENDICES



Research Method Details

target market, participant recruitment, relevant participant demographics, consent forms and study procedures



Instrument

survey, focus group or interview questions, experiment tools. etc.



Findings

Data, transcripts, etc.

RESEARCH METHOD

TARGET MARKET

InTune serves three primary target markets which are artists, venues, and event hosts. Therefore, during the user testing, those were the groups tested.

PARTICIPANT RECRUITMENT

In order to recruit participants for user testing, we reached out to Athens locals, as the launch of bookintune.com is focused on the Athens area. We contacted artists, venues, and people in Athens to request their participation in the testing and ended up with 9 participants for the user testing.

PARTICIPANT DEMOGRAPHICS

Participants were of a wide range of ages, from 20 to 58, and various backgrounds including musical and non-musical. Five participants were artists while three were venues and hosts. All either lived in Athens or had a connection to the Athens area.

CONSENT FORM

Prior to beginning testing, we asked each participant to sign a consent form which gave us permission to conduct and record the user testing process. It details the process, assures that only Team NME and our teachers will have access to the results, and gives the user permission to discontinue the user testing at any point. The consent form is included on the following page.

RESEARCH METHOD

CONSENT FORM CONTINUED

InTune UX Testing Consent Form

What is this test?

InTune is conducting a usability study with musicians and venues to evaluate the InTune website to see whether or not it works as intended. We are testing the website, not the user. This test is being performed as part of a sequence of capstone classes in the JRMCM 7013. The study will take approximately 20 minutes. Once again, we are testing to improve the site, so we need to hear your honest reactions.

Procedures:

As a subject you will be asked to:

1. Fill out a pre-test survey.
2. Complete a series of tasks on the site while being observed and recorded.
3. Complete post-test survey.
4. Fill out a System Usability Scale

Will this information be shared?

Participation in this usability study is voluntary. This information will be shared anonymously with InTune's design and development team members. The data will be used to help the team pinpoint potential improvements for the website to enhance users' experiences – descriptions and findings will be used to compile a report about the site's effectiveness. At no time will your full name be used.

With your permission, we will record what happens on the screen and our conversation. The recording will only be used to help the development team figure out how to improve the website. This video will not be seen by anyone outside of the development team. I would like to take photos, videos, and notes to share with faculty members at the University of Georgia's New Media Institute; as well as other Emerging Media Masters students in my group (if applicable).

You are at liberty to withdraw your consent to the experiment and discontinue participation at any time. If you have any questions please contact: Nikki Shotz, at ns10170@gmail.com. You can also reach out to my instructor, Leah Moss, at leahmoss@uga.edu.

I, _____, hereby consent to be tested by the InTune team and understand the information above.

TESTING INSTRUMENTS

TESTING SCRIPT

Web browser should be open to Google or some other “neutral” page

Hi _____. My name is _____, and I’m going to be walking you through this session today.

Before we begin, I have some information for you, and I’m going to read it to make sure that I cover everything.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We’re asking people to try using a website that we’re working on so we can see whether it works as intended. The session should take about 30 minutes.

The first thing I want to make clear right away is that we’re testing the site, not you. You can’t do anything wrong here. In fact, this is probably the one place today where you don’t have to worry about making mistakes.

As you use the site, I’m going to ask you as much as possible to try to think out loud: to say what you’re looking at, what you’re trying to do, and what you’re thinking. This will be a big help to us.

Also, please don’t worry that you’re going to hurt our feelings. We’re doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we’re interested in how people do when they don’t have someone sitting next to them to help. But if you still have any questions when we’re done I’ll try to answer them then. And if you need to take a break at any point, just let me know.

You may have noticed the microphone. We’re going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it won’t be seen by anyone except the people working on this project and our instructors. And it helps me, because I don’t have to take as many notes.

If you would, I’m going to ask you to sign a consent form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people working on the project and our instructors.

TESTING INSTRUMENTS

TESTING SCRIPT CONTINUED

Give them a recording permission form and a pen

While they sign it, START the SCREEN RECORDING

Do you have any questions so far?

OK. Before we look at the site, I'd like to ask you just a few quick questions.

First, what's your occupation? What do you do all day?

Now, roughly how many hours a week altogether—just a ballpark estimate—would you say you spend using the Internet, including browsing and email, at work and at home?

And what's the split between email and browsing—a rough percentage?

What kinds of sites are you looking at when you browse the Web?

Do you have any favorite websites?

OK, great. We're done with the questions, and we can start looking at things.

First things first, I'd like you to fill out this pre-test survey.

Send/hand pre-test survey to participant. Do not look over their shoulder while they fill it out.

Thank you! Now I'm going to ask you to look at InTune.

Click on the bookmark for the site's Home page.

First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, whose site you think it is, what you can do here, and what it's for. Just look around and do a little narrative. You can scroll if you want to, but don't click on anything yet.

Allow this to continue for three or four minutes, at most.

TESTING INSTRUMENTS

TESTING SCRIPT CONTINUED

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud.

I'm also going to ask you to do these tasks without using Search. We'll learn a lot more about how well the site works that way.

And again, as much as possible, it will help us if you can try to think out loud as you go along.

TASK TABLE ON FOLLOWING PAGE

Thank you, that was very helpful.

Do you have any questions for me, now that we're done?

Wonderful!

I have one last favor to ask of you. I'm going to send you a link to the post-test survey. Please fill out this within 24 hours while this site is still fresh in your mind. And that's it!

Thank you for your time.

TESTING INSTRUMENTS

TASK TABLE

Task	Time on Task	Success/Failure	Observations
<p>Task 1: You heard about InTune from a friend and want to see what it's all about. Find where InTune states their three main purposes.</p> <p>Post-task question: How would you describe InTune's main purpose?</p>			
<p>Task 2: You're an artist who just moved to Athens because of the diverse music scene and want to start playing shows yourself. Make an artist profile.</p>			
<p>Task 3: Now that you have an artist profile, you want to discover other artists in the area to connect with. Find the other artists on InTune.</p> <p>Post-task question: Is there enough information provided about the artists?</p>			
<p>Task 4: Your profile is up and running – browse through the venue profiles to find a venue that peaks your interest.</p> <p>Post-task question: Is there any information that should be included on the venue's page that isn't?</p>			
<p>Task 5: You found a venue that looks perfect for you to play at. "Contact" them to see if you can book a time to play there.</p>			
<p>Task 6: The venue asks you to find a band to open for you. You found one but want to see them in person. Find out when and where their next performance is.</p>			

TESTING INSTRUMENTS

TASK TABLE

Task	Time on Task	Success/Failure	Observations
<p>Task 7: Your venue canceled on you, but you still want to play this weekend. Find a venue that pays between \$200-400.</p> <p>Post-task question: How else would you like to see this information displayed?</p>			
<p>Task 8: You just played a show and want to display it on your profile. Update your artist page to show the new picture.</p>			
<p>Task 9: You are a manager of a venue and want to start booking more artists through InTune. Create a venue profile.</p> <p>Post-task question: Do you wish there was any other information you could add about your venue?</p>			
<p>Task 10: You want to get more involved with the artist community through InTune. Find other artists of the same genre as you.</p> <p>Post-task question: Do you prefer to type in your own genre or have it pre-listed?</p>			
<p>Task 11: You are having a party and want to find a band that plays under \$800/hour. Find what bands fit within your budget.</p>			

FINDINGS

DATA SUMMARY

Overall, the majority of our participants navigated the site with ease and did not run into many roadblocks. All of our participants shared that InTune is easier than the current platform they use for booking and they are excited to use it once it is launched. After analyzing the data, we will work to make the website more informative. For example, an FAQ section or a walkthrough of the overall process of the website. Additionally, we will add various components that will allow our users to navigate the site more efficiently.

SEE OUR DATA AT:

<https://drive.google.com/drive/folders/17uta3D3296BTigTjVUXO1k0tJrjbkeUp?usp=sharing>

