

User  
Experience  
Research  
Report

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# Project Reels

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## 1: PRODUCT OVERVIEW

Project Reels is a podcast that's main goal is to teach people about project media do's and don'ts by use of Digital Media Story-telling foundations and principles. Using film and television to convey my ideas and knowledge about Digital media storytelling, and twisting that information into terms and guidelines for prospective project makers to learn from and use is the main purpose of Project Reels. I find project trailers and presentations to be vital to a product's success in many scenarios, but through my experience, project media isn't really talked about enough to help someone learn how to properly use it to their advantage. In addition to the podcast itself, I will also have a webpage to house the information about the podcast, and where to listen to it.

## 2: USER RESEARCH GOALS

- To better Project Reels through the thoughts and ideas of my users.
- Making sure that the users are able to comfortably navigate the website that houses the links to the podcast.
- To make sure that the website seems important to the podcast, and their opinion on how to fix that if not.
- Making sure that the listeners are able to grasp the main idea of the podcast through a snippet.
- To see if the listeners enjoy the tone of the podcast, or if that should be changed.

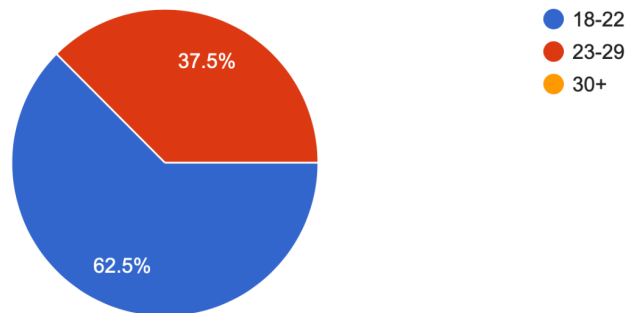
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### 3: PARTICIPANT INFORMATION

- Demographics (Target Market)

What is your age?

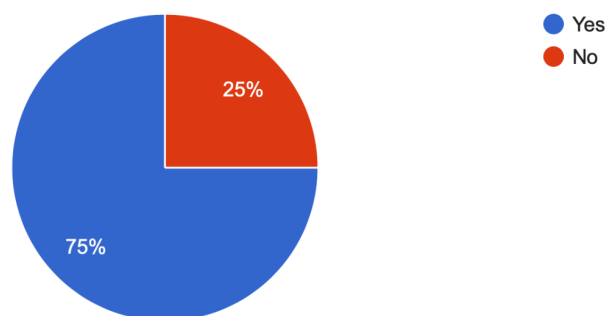
8 responses



- 7 Students and 1 Professional
- Relative Interest
  - Both the students and the professional will have to complete projects, which is what Project Reels hopes to help with.
- Existing Exposure and Understanding

Do you listen to podcasts?

8 responses



- They understand that projects can be improved upon, and are eager to learn.
- They can explain what is right and wrong about the product with their experience on the internet and their feeling towards podcasts.

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## 4: Findings

### Product Reaction Cards:

Most chosen word was Entertaining.

### User Testing Pass/Fail Rate:

Perfect passing score because of simple website design, and less questions.

### Information from Surveys and User Testing:

<b>AREA OF REVIEW</b>	<b>POSITIVE FINDINGS</b>	<b>MINOR PROBLEMS</b>
<b>Website</b>	<p>“Great, and simple website. Easy to navigate.”</p> <p>“Love the movie posters, and how they correlate to the topic of the episode.”</p>	<p>“It’s a nice look, but the images are so big that I have to scroll to see everything.”</p>
<b>Podcast Clip</b>	<p>“From what I heard, the podcast sounds interesting. I enjoyed your tone and how you try to make it fun.”</p> <p>“It seems like I can learn a lot with this podcast.”</p>	<p>“I completely see what you’re going for, and I do think the podcast will be great, but I prefer a more informational podcast rather than entertaining. I think you can find a happy medium for those.”</p>
<b>Audio</b>	<p>“The audio sounds great especially for this being a solo project.”</p>	<p>“Audio is a little crackely, but I can still clearly understand what’s being said. Could be better.”</p>

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## 5: Appendices

### A. User Research Plan

[https://docs.google.com/document/d/1bCsPVM\\_p0hj2jUvUa2V9dtvWBEF6FDydEIB0UDA0vHY/edit?usp=sharing](https://docs.google.com/document/d/1bCsPVM_p0hj2jUvUa2V9dtvWBEF6FDydEIB0UDA0vHY/edit?usp=sharing)

### B. User Data

[https://drive.google.com/drive/folders/1luC7IEQtPSzF3EtCxxQfS8\\_N4T2S\\_0G9?usp=share\\_link](https://drive.google.com/drive/folders/1luC7IEQtPSzF3EtCxxQfS8_N4T2S_0G9?usp=share_link)

### C. Survey Data

[https://drive.google.com/drive/folders/1MbNOnhnM-d-4RXeLDVRSdR239OECN\\_rv?usp=share\\_link](https://drive.google.com/drive/folders/1MbNOnhnM-d-4RXeLDVRSdR239OECN_rv?usp=share_link)

### D. Consent Forms

[https://drive.google.com/drive/folders/1iZYPjC6bLYh2QLrjY9mjZtuNjB8HUQ6?usp=share\\_link](https://drive.google.com/drive/folders/1iZYPjC6bLYh2QLrjY9mjZtuNjB8HUQ6?usp=share_link)