

Usability Plan

Prototyping Summer 2022 - MICA UXD

Kayla Haselein

About

Hi, I'm Kayla and I am testing an app where you can access all of your music from streaming platforms in one app. I am looking to collect feedback on the overall app concept and the way the app is laid out.

Background

Currently, users have to switch between all of their streaming platforms to listen to all of their music or to find the song that they are looking for, which can be very time consuming and at times frustrating. This new app will eliminate all of that and allow all of the music to be accessed in one place.

Objective

Through all of this research, I am hoping to further understand the ease of use of this product and if the concept would be helpful to music lovers.

Questions

Context Questions

1. What is your current music streaming experience like?
2. Is there anything you wish was different about your current streaming experience?
3. Which streaming platform do you use the most? Why?

Task Questions

1. Was there anything confusing or that you wish was different about creating a playlist?
2. Was there anything confusing or that you wish was different about finding suggested music?
3. Was there anything confusing or that you wish was different about uploading a podcast?

First/New Screen Questions

1. Was there any screen you expected to be different?
2. Was there any part of the app that you expected to bring you to a different screen? If so, what?

Reflection Questions

1. On a scale of 1-5 what would you rate this app? Why?
2. Did this app meet your expectations?
3. Is there anything you wish was different or that you would change?

Introduction

Thank you so much for taking the time to participate in this study. Before we begin, I'm going to give you a brief overview of this usability test and how it will work.

I'll be asking you to imagine a scenario and complete a task. Before I tell you the task, I'll be giving you a little bit of context behind it, such as why you might be doing it and what you hope to achieve. This prototype has limited functionality, so you won't have the same amount of capabilities as a published app would have. Please complete the task to the best of your ability within these constraints.

Keep in mind there are no right or wrong answers and you can't do or say anything wrong. Please think out loud as much as possible, I'll remind you throughout if you forget. Feel free to let me know at any time if there's something

you like, dislike, if you're confused, etc. I promise you won't hurt my feelings - we're testing the app, not you. Any and all feedback is welcomed and will improve the app to make it the best it can be. I'll also be **recording** the session to review later, are you ok with this? If there aren't any other questions, then we can begin.

I am going to share the link in the chat and ask that you share your screen so I can follow along with you and see what you see as you complete each task. Just a quick reminder to think out loud as you go through everything.

TASK 1: Now imagine you want to create a new playlist with songs from different streaming platforms, how would you do that? And how would you share this playlist with someone in your contacts?

TASK 2: Now imagine you are listening to music but decide you want to find some new songs, how would you navigate to your suggested music? How would you turn on repeat all or play suggested music after your playlist is done? How would you search for music/artists etc?

TASK 3: Now imagine you want to upload a podcast to multiple platforms, how would you do that?

Script

Hi, I'm Kayla and I am testing an app where you can access all of your music from streaming platforms in one app. I am looking to collect feedback on the overall app concept and the way the app is laid out.

Currently, users have to switch between all of their streaming platforms to listen to all of their music or to find the song that they are looking for, which can be very time consuming and at times frustrating. This new app will eliminate all of that and allow all of the music to be accessed in one place.

Through all of this research, I am hoping to further understand the ease of use of this product and if the concept would be helpful to music lovers. I just have a few quick questions before we get started.

Context setting

Questions	Notes
What is your current music streaming experience like?	<p>Joe: doesn't always have what looking for, other apps do but don't have account- "stuck with what I have"</p> <p>Emily: frustrating, not every song is not there</p> <p>Aaron: love hate relationship- always pauses- higher quality audio (in settings) not all songs are on there- will remove songs</p>
Is there anything you wish was different about your current streaming experience?	<p>Joe: wish everything everything was on one app so didn't have to switch back and forth</p> <p>Emily: no</p> <p>Aaron: no pausing, or change between devices</p>
Which streaming platform do you use the most? Why?	<p>Joe: apple music, biased toward apple</p>

	products Emily: apple music, easiest to use Aaron: spotify, normally on the go and cant watch videos
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TASK 2: Now imagine you are listening to music but decide you want to find some new songs, how would you navigate to your suggested music?

How would you turn on repeat all or play suggested music after your playlist is done? How would you search for music/artists etc?

TASK 3: Now imagine you want to upload a podcast to multiple platforms, how would you do that?

Now, I am going to ask you a few questions about your experience.

Task Questions

Questions	Notes
Was there anything confusing or that you wish was different about creating a playlist?	<p>Joe: simple</p> <p>Emily: super easy</p> <p>Aaron: formed and functioned very well</p>
Was there anything confusing or that you wish was different about finding suggested music?	<p>Joe: Laid out directly, easy as can be</p> <p>Emily: should have looked at tabs more closely, fault on user- super helpful can be happy accident- might be bored and can be less buttons</p> <p>Aaron: very easy</p>
Was there anything confusing or that you wish was different about uploading a podcast?	<p>Joe: Very simple</p> <p>Emily: super easy- straight forward</p> <p>Aaron: straightforward</p>

First/New Screen Questions

Questions	Notes
Was there any screen you expected to be different?	<p>Joe: Not at all</p> <p>Emily: Similar to the ones seen, easy to navigate</p> <p>Aaron: no</p>

<p>Was there any part of the app that you expected to bring you to a different screen? If so, what?</p>	<p>Joe: No</p> <p>Emily: Brought to where you were supposed to- suggested was a happy surprise</p> <p>Aaron: up next might have brought back to main menu- was trying to go to main menu</p>
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Reflection Questions

Questions	Notes
<p>On a scale of 1-5 what would you rate this app? Why?</p>	<p>Joe: 5, user friendly, self explanatory, quick, right in front of you</p> <p>Emily: 5, easy, straightforward, won't be wondering what to do, don't have to press a million buttons to get somewhere, very direct</p> <p>Aaron: 4, can't rate anything a 5 without lifestyle testing</p>
<p>Did this app meet your expectations?</p>	<p>Joe: Surpassed them</p> <p>Emily: Exceeded expectations, really like suggested concept</p> <p>Aaron: definitely did</p>
<p>Is there anything you wish was different or that you would change?</p>	<p>Joe: Just make it real</p> <p>Emily: No changes, spot on</p> <p>Aaron: no changes</p>

Thank you so much again for taking the time to participate in this study. I really appreciate it and hope you enjoy the rest of your day.

Participants

Find 3 participants, schedule time to meet, record, and link to the sessions in the table below

Name	About	Contact	Date/Time	Link
Emily H.	21, NY, Dancer Apple Music, Spotify, SoundCloud, Vevo, Youtube	emilyhaselein@gmail.com	5/27/22, 10:30PM	Zoom recording
Aaron R.	23, NY, Aircraft Mechanic Spotify, Youtube	aaronicy85@gmail.com	5/28/22, 1:10PM	Zoom recording
Joe C.	23, NY, Unemployed Apple Music, Spotify, Youtube	jcallan177@gmail.com	5/27/22, 2:00PM	Zoom recording

Summary

Overview:

Overall, users were pleased with the product. They were able to complete the flows with minimal, if any, assistance and upon asking follow up questions, had very little changes that they wanted to see in the app. While observing them go through each flow, I noticed some changes that needed to be made that were not mentioned that are outlined below.

Top level insights: Users were pleased with the product

Users were able to flow through the product with ease and minimal, if any, assistance

Introducing new icons is difficult- they need to be shown in multiple places

Users who use different platforms and devices think differently

1. **Theme:** Introducing new icons and finding suggested music

- a. **Observation:** Users wanted to exit the listening screen to find their suggested music- doing an extra step instead of using icon on page
- b. **Observation:** “What does this do” mentality when clicking on icon. “Oh it matched the navigation” after being brought to the page
- c. **Insight/Pattern:** Users were stumped at first but liked the icon and realized its significance after connecting it in the nav to the listening page
- d. **Quote:** “I should have looked at the tabs in the beginning a bit more closely, because I think that would have tipped me off that the little stars on the bottom were suggested. I think that was a fault on me, because I would’ve connected it.” - Emily Haselein
- e. **Recording Clip:** [Emily H User Testing](#) 13:52 -14:17
- f. **Suggestion(s):** No changes, the users like the idea, they will adapt

2. **Theme:** Finding where to search

- a. **Observation:** All three users wanted to go somewhere to another page for search
- b. **Observation:** Users got very frustrated when they couldn't find it after the first two places they thought it would be
- c. **Insight/Pattern:** Each user had a hard time finding where the search bar was
- d. **Quote:** "I would say probably, you went to, possibly, suggested or all music let's say suggested first...suggested would give you all your recommended music based off of what you listen to. I'm assuming there might be a search bar over there. And you could also search music being that's where a lot of music would be suggested for you naturally based off what you listen to...all music would be the songs I'm assuming you have added based off all your playlists and all your individual songs. There you could search through your already added music for a song you want and have already added it to your app. So if you want a song that you already added, you can go to all music and if you want a song that you may not have added yet, I would say suggested" - Joe Callan
- e. **Recording Clip:** [Joe C User Test](#) 15:27-16:50
- f. **Suggestion(s):** Add a search bar in the navigation

3. **Theme:** Users who use different platforms think differently

- a. **Observation:** Users who use apple music vs. spotify use the app differently and have differently
- b. **Observation:** Users who have different phones also had different struggles not knowing the nuances of the different phone
- c. **Insight/Pattern:** iPhone/Apple music users had an easier time navigating the app than the Android/Spotify user
- d. **Quote:** "I've never personally used Apple music...it makes sense do I like it? No. Do I think the base software's not to my liking in

providing unnecessary steps of simplicity? Yeah, I think it can be way, way simpler.” - Aaron Roth

- e. **Recording Clip:** [Aaron R User Testing](#) 17:17 - 17:51
- f. **Suggestion(s):** Details menu
Down arrow on listening screen