

Usability Plan II

Prototyping Summer 2022 - MICA UXD

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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 ease of use as well as the look and feel of the app.

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. Through previous user tests, I found out that this app can help users with their frustrations.

Objective

The purpose of conducting this second round of tests is to validate the changes I have made from the feedback and observations from the first round and to ensure the ease of use for users.

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 listening to or uploading a podcast?

Past Users Only Questions

1. Is this app easier to use than it was before? Why or why not?
2. Were the changes that were made successful? Why or why not?
3. Do you wish any other changes were made from the previous version?

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/add?

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 and check their editing access?

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? You decide you would like to check out one of the playlists suggested for you and want to add it to your library, how would you do that? And start listening to the playlist? How would you turn on repeat all? How would you search for music/artists etc?

TASK 3: Now imagine you want to listen to a podcast, how would you do that? Now 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 ease of use as well as the look and feel of the app.

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 previous user tests, I found out that this app can help users with their frustrations.

The purpose of conducting this second round of tests is to validate the changes I have made from the feedback and observations from the first round and to ensure the ease of use for users.

Context setting (New Users Only)

Questions	Notes
What is your current music streaming experience like?	Michelle: spotify youtube- search for music Will: similar problem, tidal and apple music, toggles between both
Is there anything you wish was different about your current streaming experience?	Michelle: youtube has ads not ideal/spotify not premium, certain searches that didn't satisfy what was looking for- too much clutter/messy Will: having choices is good but having them in one place- nice if software could be similar
Which streaming platform do you use the most? Why?	Michelle: youtube easier and straightforward- search gives you more than what you're looking for

	Will: apple music can share between
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Thank you so much for taking the time to participate in this study. Before we jump in, 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 a lot of functionality, but still not 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.

Now I am going to introduce you to the app. It is called *Playlist* because the main feature or function is creating playlists of all of the songs from the different platforms on the app. So, please launch the app called *Playlist*.

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 and check their editing access?

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?

You decide you would like to check out one of the playlists suggested for you and want to add it to your library, how would you do that? And start listening to the playlist? How would you turn on repeat all? How would you search for music/artists etc?

TASK 3: Now imagine you want to listen to a podcast, how would you do that? Now 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: no, very easy</p> <p>Emily: super straight forward</p> <p>Aaron: straight forward, wants a dropdown option</p> <p>Michelle: no, straight forward</p> <p>Will: playlist name in a different spot (maybe bigger?) (make description less prominent)</p>
Was there anything confusing or that you wish was different about finding suggested music?	<p>Joe: no</p> <p>Emily: big icon at the bottom</p> <p>Aaron: straight forward</p> <p>Michelle: no problem</p> <p>Will: new icon is a learning curve</p>
Was there anything confusing or that you wish was different about listening to or uploading a podcast?	<p>Joe: easy peasy</p> <p>Emily: no</p> <p>Aaron: straight forward</p>

	Will: smoothest experience, less moving parts
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Past Users Only Questions

Questions	Notes
Is this app easier to use than it was before? Why or why not?	<p>Joe: yes, different home screen shows more</p> <p>Emily: yes, more in depth/detailed- easy</p> <p>Aaron: felt smoother</p>
Were the changes that were made successful? Why or why not?	<p>Joe: yes, allows for easier access to other parts of the app</p> <p>Emily: yes, went so much smoother than the last time</p> <p>Aaron: yes, formed and function smoother, actual app would be easier</p>
Do you wish any other changes were made from the previous version?	<p>Joe: no</p> <p>Emily: no, had every option under the sun</p> <p>Aaron: no, everything was already done</p>

First/New Screen Questions

Questions	Notes
Was there any screen you expected to be different?	<p>Joe: no</p> <p>Emily: didn't go in with expectations but no</p> <p>Aaron: no</p> <p>Michelle: up next screen</p>

	Will: create a playlist from home screen
Was there any part of the app that you expected to bring you to a different screen? If so, what?	<p>Joe: no</p> <p>Emily: no, labeled perfectly- fool proof</p> <p>Aaron: no</p> <p>Michelle: podcast was going to upload right away- put navigation on song screen?</p> <p>Will: no, just gambled on playlists</p>

Reflection Questions

Questions	Notes
On a scale of 1-5 what would you rate this app? Why?	<p>Joe: 5, easy to use and understand, quick and efficient</p> <p>Emily: 5, has every music platform that everyone uses and can even upload to them</p> <p>Aaron: 4, haven't used it hands on would be a 5 if have</p> <p>Michelle: 5, really like the idea having everything in one place is ideal, clean, clarity</p> <p>Will: 4.5, lot of promise, preferred to tidal</p>
Did this app meet your expectations?	<p>Joe: goes beyond expectations, would use everyday</p> <p>Emily: exceeded</p> <p>Aaron: yes</p> <p>Michelle: yes, likes it very much, would totally use this app</p>

	Will: yes
Is there anything you wish was different or that you would change/add?	Joe: no Emily: no Aaron: no Michelle: no Will: no, some hierarchy needs to be more obvious

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	6/10/22, 12:00PM	Zoom recording
Aaron R.	23, NY, Aircraft Mechanic Spotify, Youtube	aaronicy85@gmail.com	6/11/22, 6:00PM	Zoom recording
Joe C.	23, NY, Unemployed Apple Music, Spotify, Youtube	jcallan177@gmail.com	6/10/22, 9:00PM	Zoom recording
Michelle N.	CA, Product Dev & Merchandise Spotify, Youtube	mnam@mice.edu	6/13/22, 1:00PM	Zoom recording
Will D.	PA, Artist Apple Music, Tidal	wdibello@mica.edu	6/13/22, 12:00PM	Zoom recording

Summary

Overview:

Overall, the changes that were made from the feedback and observations during the first round of user tests were successful. They made the app, Playlist, easier to navigate for past users and new users were able to navigate through it very quickly. Through this second round of feedback and observation there are a few more changes to be made to make the app the best it can be.

Top level insights: Users are still pleased with the app
Users were able to navigate quickly through the app with no assistance, past or new
New users had a learning curve with new icons but made the connections quickly

Theme: Everyone creates playlists differently

- a. **Observation:** Users looking to go to all music first to add songs through the three dot detail menu (the option is there just not working for the prototype)
- b. **Observation:** Users were looking for a quick way to create a new playlist from the home page
- c. **Insight/Pattern:** Each user has their own method of creating a playlist and the app has to have a few different methods to accommodate for the different thought processes. All users did eventually go to the playlist page and create their new playlist.
- d. **Quote:** "I would click view all music. From here I probably click three dots...Normally I would like hold it down and it would give me the options to like delete or give me all the things where you could hold down and I would select numerous of them and then click add to playlist." - Aaron Roth
- e. **Recording Clip:** [Aaron R User Testing](#) 3:50 - 5:00
- f. **Suggestion(s):** Add create playlist option to home page

2. **Theme:** Finding “up next” to repeat or shuffle playlists

- a. **Observation:** Users are hesitant to select up next icon “I guess I go here”
- b. **Observation:** Once on the up next screen users were a little lost on the page itself and where to go
- c. **Insight/Pattern:** After finding the up next icon, users were confused about the layout of the page and how to get back to the main listening page
- d. **Quote:** “From there I didn't know like, oh, I have to close that down to get to another place I guess. So maybe I wanted a different/more options where I could just exit out of that or maybe have the toolbars on the bottom available there too, maybe.” - Michelle Nam
- e. **Recording Clip:** [Michelle N User Test](#) 19:37 - 20:13
- f. **Suggestion(s):** Change the layout of the up next page: take away the music controls(play/forward/etc) to give the up next songs more room, put repeat/shuffle on the middle bottom of the page, and highlight the up next icon to simulate navigation

3. **Theme:** Things that weren't mentioned by all but I think are valuable changes

- a. **Observation:** When creating a playlist, “playlist name” was too small to be recognized as editable
- b. **Observation:** When creating a playlist, description was so prominent, it looked like it was a mandatory piece of information to add
- c. **Insight/Pattern:** Hierarchy, color, and text are extremely important when communicating information to users, especially when they are using the app for the first time

- d. **Quote:** “So with the playlist name, right when it was hard for me to because I kept wanting to hit the description because that was prominent. So maybe you have playlist name be in that field. And that way it'll uh when I wanted to change the name, you know, I didn't know that I could click this. This seemed like they wanted me to click it a lot. So, and I liked that actually to have that kind of walkthrough where the information is prominent that have changed, you know? So that that's the one.” - Will Dibello
- e. **Recording Clip:** [Will D User Test](#) 16:29 - 17:14
- f. **Suggestion(s):** Make description lighter to be less prominent
Make playlist name bigger