

Irish Film Club Usability Test Report (First Round of Tests)

Date: 31 August 2017



Concept image

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Executive Summary

The goal of the tests was to measure the usability of an early prototype of the Irish Film Club website, which was presented in interactive PDF format. The wireframes used for the tests depict a user journey based on the agreed scope and MVP¹ of the product. The tests aimed to identify potential flaws in the user interface, so that improvements might be made prior to time-consuming development of a high-fidelity prototype, allowing more time for revision and reiteration.

The test also aimed to gauge potential demand for such a product, although the small sample size of five participants could only ever yield a broad indication. Participants were also given the opportunity to put forward suggestions for improvements and to give a general evaluation of the website.

Main quantitative feedback:

- Task Performance: a completion rate of 100% was attained on 9 out of 10 tasks. The remaining task had a completion rate of 80%
- A SUS² rating of 77 was attained. According to the Journal of Usability Studies³ this places the site between “good” and “excellent” in terms of overall usability (any score above 68 is considered viable)
- An NPS⁴ of -20 was attained, indicating need for improvement although a detailed competitor analysis should be carried out to determine a true benchmark for the sector. It is recommended that future tests of the finished prototype or website include NPS rating as a metric for product success. Note that this is more relevant when users have been regular visitors to the finished website for some time.

A set of recommended changes were collated from the moderators’ observations, the test results and the participants’ qualitative feedback. These changes were discussed and prioritised by the development team and the client, according to importance and ease of implementation. The changes which will be implemented in the next stage of product development can be found below:

¹ Minimum Viable Product

² System Usability Score

³ <http://uxpajournal.org/determining-what-individual-sus-scores-mean-adding-an-adjective-rating-scale/>

⁴ Net Promotor Score

Finding #	Website area affected	Change required	Priority
Finding #2	Homepage: Carousel filter	Change filter search terms to include "Suggested, Top 10, Trending", with text box on hover to explain what the terms mean and how they are calculated. For mobile, this text appears when the user taps an already selected option. Algorithms should be decided for each (=out of scope for project team)	High
Finding #3	Homepage: Carousel filter	When the user is not logged in, the filter options which are only available on log-in should be "greyed out" to represent a disabled function. Include a prompt to log-in upon hovering over disabled functions. For mobile, this appears on tapping. Ensure that functionality is dependent on log-in state.	High
Finding #4	Homepage: Carousel filter	Change to "watchlist" - a well-known term from competitor sites	High
Finding #6	All pages on mobile	Remove the bottom permanent navigation bar. A bottom navigation bar could be considered for some pages (or possibly for an app), when the functionality and design of the site has been finalised. Further testing could ascertain the most frequently used functions of the site, and thus determine options provided by a bottom navigation bar.	High
Finding #8	All pages on mobile and desktop	Add a "home" option on the dropdown menu (navigation bar on desktop).	High
Finding #1:	Rate a film (Screen 8 on the set of test wireframes)	Decide how the calculation for overall rating works - a simple solution would be to allow the user to give an overall rating manually, in which case no change is necessary. If the overall rating is based on other categories, include explanatory text upon hover/tap of each subcategory heading.	Medium
Finding #5	Homepage: Carousel filter	ON FIRST VISIT ONLY: When the user swipes up to add a film to the watchlist, add a pop-up message: "Future suggestions will be based on items which you add to your watchlist." When the user swipes down to forget a film, the pop-up message will read: "Forgotten items can still be found on your Profile Page."	Medium

Further usability testing is recommended once the prototype website is complete.

Methodology

What happened

According to the Niels Norman Group⁵, conducting five tests of this nature will typically capture 75-80% of usability problems. We therefore tested five participants individually, with a moderator present. Moderators comprised three members of the IP4 team, who carried out the tests separately in their respective locations, during the period 18 - 24 August 2017.

An introductory script was read to the participant (*Appendix i*) and a Consent Form provided for the participant to sign (*Appendix ii*).

For demographic purposes, a Pre-Test Questionnaire was then given to the participant (*Appendix iii*).

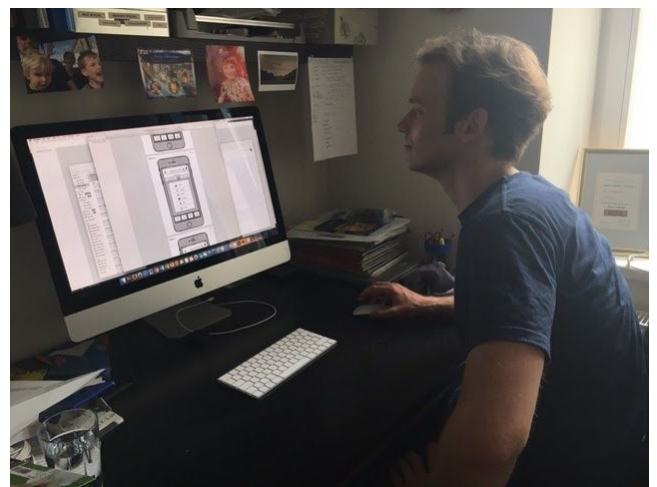
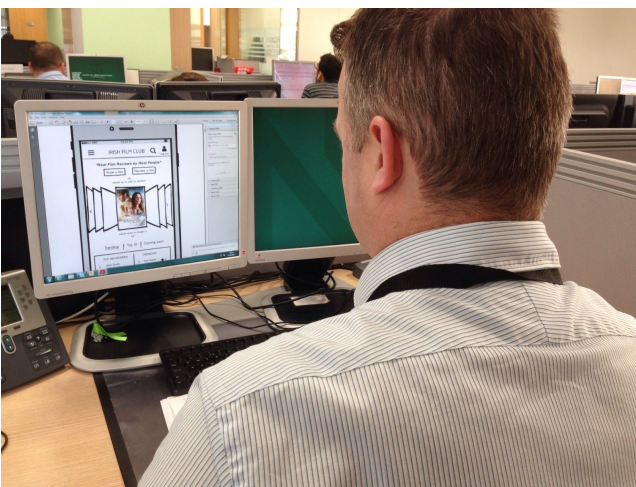
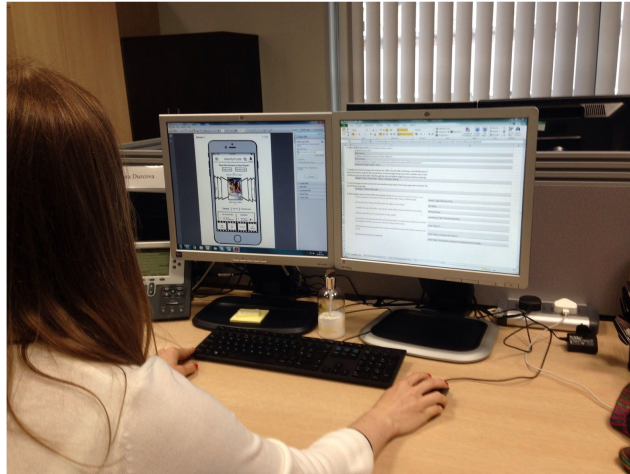
Participants were shown a clickable PDF of ten wireframes constructed with Balsamiq (see *Appendix iv*) and were asked a series of questions, mostly scenario-related tasks. They were encouraged to describe their actions throughout (Think-Aloud-Principle) to provide further insights.

To conclude, the moderator presented the participant with two Post-Test Questionnaires, including an industry-standard System Usability Scale (SUS) chart (*Appendices v and vi*) together with some questions requesting qualitative feedback.

Throughout the test, notes were taken. The moderator remained silent apart from when reading the scripted introduction and questions.

⁵ Nielsen, J (2000), *Why You Only Need to Test with 5 Users* [online] Available at: <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/> [Accessed 11 July 2017]

Who we tested



The five participants comprised colleagues and friends matching the primary user profile, i.e. aged 26-39, and frequent mobile users who describe themselves as at least “above average” with regard to technical knowhow. None of these participants were familiar with the project.

The test was for “ease-of-use” rather than “ease-of-learning”: it assumed proficiency in the most popular apps and interface elements/icons, therefore placing emphasis on speed, efficiency and flexibility. It was anticipated that the interface would be simple enough for experienced mobile users to operate unassisted.

Demographics

Our pre-test questionnaire yielded the following results:

Age	Number of participants
18-25	
26-39	5
40-59	
60-74	
75+	

Nationality	Number of participants
Danish	1
South African	2
Irish	1
Slovakian	1

How technically savvy are you?	Number of participants
Not at all	
Average	
Above average	4
Amazing	1

Gender	Number of participants
Male	3
Female	2

Computer usage	Number of participants
0-10 hrs/week	
11-25 hrs/week	1
26+ hrs/week	4

Mobile usage	Number of participants
0-10 hrs/week	1
11-25 hrs/week	2
26+ hrs/week	2

Job Title & sector	Number of participants
Head of Market Analytics, Consulting	1
Graphic designer	1
Copywriter, Advertising	1
Project Manager	1
Financial Services	1

Education (completed)	Number of participants
High School	2
Bachelor's Degree	
Master's Degree	3
PhD	

Task Performance

Our test questions yielded the following results:

User	Task 1c)	Task 2	Task 3	Task 4a)	Task 4b)	Task 4c)	Task 4d)	Task 4e)	Task 4f)	Task 4g)
1	1	1	1	1	1	1	1	1	1	1
2	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1
4	1	1	0	1	1	1	1	1	1	1
5	1	1	1	1	1	1	1	1	1	1
Success	5	5	4	5	5	5	5	5	5	5
Completion rate	100 %	100 %	80%	100 %	100 %	100 %	100 %	100 %	100 %	100 %

For full transcripts, please see *Appendix iv*

SUS Score (Post-Test Questionnaire Part A)

An overall SUS score of 77 was calculated from the participants' individual ratings⁶.

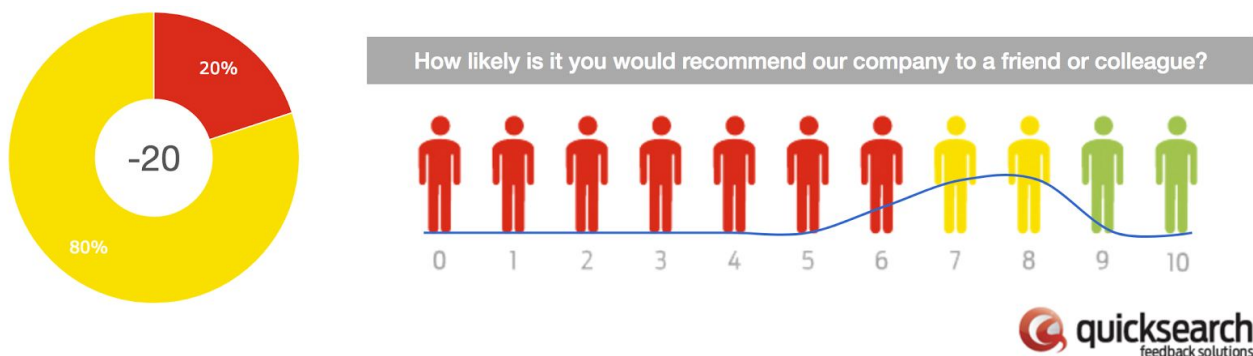
Participant	Statement 1	Statement 2	Statement 3	Statement 4	Statement 5	Statement 6	Statement 7	Statement 8	Statement 9	Statement 10	SU Score
User 1	4	1	5	1	5	1	5	1	5	1	97,5
User 2	1	2	4	1	4	2	3	1	4	3	67,5
User 3	4	2	4	1	4	2	4	2	5	2	80,0
User 4	2	1	4	1	4	2	4	2	4	1	77,5
User 5	3	2	4	2	4	3	4	3	3	3	62,5

AVERAGE	77
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Qualitative Feedback (Post-Test Questionnaire Part B)

For full transcripts, please see *Appendix v*.

- 1) Two participants gave an NPS rating of 8, two users gave a rating of 7, one user gave 6. This resulted in an overall NPS score of -20⁷.



- 2) Four participants said that the website design feels "current". One said that the design seemed to be "deliberately retro" but this was probably a reference to the "hand-drawn" style of the Balsamiq wireframing software.
- 3) For participants' comments on how to improve, see **"Findings and Recommendations"**.

⁶ Calculated using the Satori Interactive SUS Calculator:

satoriinteractive.com/wp-content/uploads/2015/09/Satori-SUS-Calculator.xls

⁷ Calculated using the online NPS calculator: <http://www.npscalculator.com/en>

4) Current methods of finding film reviews/recommendations

Methods	Number of participants
News sites	2
YouTube	2
iMDb	2
Adverts	1
At cinema	1
Word of mouth	1

5) Desire to rate or review films and share with network / already doing this

Comment	Number of participants
Not doing this currently	1
Not a fan of FB, supports idea of doing this in a public setting anonymously	1
Not doing this currently due to lack of spare time, same for Amazon reviews	1
Would only use site passively, to read ratings and reviews of others	1
Does not tend to share things like reviews	1

Findings and Recommendations

The findings below are based on a combination of test results, moderators' observations and participants' direct feedback when responding to question 3 of the "Post-Test Questionnaire Part B". Changes have been prioritised by the development team and client, according to importance and ease of implementation.

Finding	Supporting evidence	Recommendations	UI Change needed	Priority
Finding #1: Weighting of rating subcategories unclear	"Are these different components weighted differently, that's what I would want to know" - User 1	Decide how the calculation for overall rating works - a simple solution would be to allow the user to give an overall rating manually. If overall rating is based on other categories, include explanatory text upon hover/tap of each subcategory heading.	Possible addition	Medium
Finding #2: Filter terms on homescreen carousel need refining and clarifying	<p>"There should definitely be an option to choose films selected for me based on my network and previous choices" - User 1</p> <p>I don't really understand what "trending" means - is it the same as the trending films on the section beneath? How is "trending" different from "top 10"? - User 1</p> <p>"This main feature right at the start is really key to the success of the whole thing - it should be personalised, and it should be clear." - User 1</p> <p>"I would have "i" hover to access more info about functions" - User 2</p> <p>"The sorting criteria does not appear as smooth as it could be" - User 4</p>	Change filter search terms to include "Suggested, Top 10, Trending", with tooltip upon hover (or on first tap for mobile?) to explain what the terms mean and how they are calculated. Decide algorithms for each.	Yes, change and addition	High
Finding #3: Not all filter terms on homescreen carousel will be available when not logged in	"..presumably this (swiping) only works when you are logged in. So if I'm not logged in, this would be greyed out?" - User 1	When user is not logged in, the filter options which are only available on log-in should be "greyed out" to represent disabled function. Include a prompt to log-in upon hover (or tapping on mobile)	Yes, addition and ensure UI functionality is dependent on log-in state	High
Finding #4: The term "wishlist" is confusing	"Why does it say wish-list? I can't buy these films? Should it say wish-list"	Change to "watchlist" - a well-known term from competitor sites	Yes, change	High

because nothing can be purchased.	instead?" - User 1			
Finding #5: User is not kept informed as to consequence of adding films to watchlist or removing	"If swiping up and down determines how the app works and suggests things in future, this needs to be made clear - like when you "like" a song on Apple music, there is a message saying that in the future they will recommend similar stuff to you" - User 1	Add explanatory text on first use.	Yes, addition	Medium
Finding #6 Role of bottom navigation is confusing	"It's all quite logical but the bottom quick navigation seems a little disjointed from the rest" - User 2 "Bottom menu needs to be more relevant. e.g. 'find a film'" - User 3 "The bottom section.. does not need to be shown on each screen" - User 5	Remove the bottom permanent navigation bar. A bottom navigation bar may be useful for some sections of the website but this should be considered for later iterations when the functionality and design of the site has been finalised.	Yes, remove	High
Finding #7 Options within each screen needs simplifying	"Rate a film' seems repetitive on the home screen" - User 3 "Possibly too many options in one screen example 2b, whereas the film reel strip looks well" - User 4	Removal of the bottom navigation will help simplify options (see Finding #6). The hints on hover will simplify functionality for first-time users (see Finding #2).	Yes but covered by Findings #2 and #6)	N/A
Finding #8 Burger menu sometimes used to navigate home	User 1 mentioned they might click on the menu before clicking on the header logo to get home. User 2 used the header but said they would have tried the menu next.	Add a "home" option on the dropdown menu (navigation bar on desktop).	Yes, addition	High
Finding #9 Search bar used	User 3 would use the search bar to navigate rather than the menu.	Ensure search bar is present on every page.	No.	N/A
Finding #10 Slider function seems popular but potentially awkward	"Slider function looks cool" - User 2 "Alphabetic scroll bar looks a bit awkward" - User 5	Careful design of slider of required to ensure smooth functionality. For mobile ensure good size of stoppers or button and full width of screen for slider. Applies to rating slider too.	No.	N/A
Finding #11 Minimal content areas appreciated	"..It looks a lot like IMDb but a kind of quick and easy version. I like it better actually because there is less celebrity nonsense" - User 1	Avoid cluttering the site with extra content sections.	No.	N/A

Appendices

Appendix i : Introductory Script

Introductory Script

Admin: read this to the participant

Thank you for agreeing to take part in this test.

We are going to take a look at some plans for a new website. These are basic sketches showing various screens of the website as it appears on mobile. The screens include some links, so you can navigate between them. Note that not all parts of the screens are interactive.

I will ask you several questions about the sketches. I will ask you to imagine you are using the website, and to carry out several tasks. I would be grateful if you could “think out loud” while carrying out the tasks, and explain your actions at every step.

If you get stuck on any of the tasks, please try to solve the problem yourself before asking for assistance. Remember that we are not testing *you* rather the quality of our site.

Your actions, comments and feedback will help us to refine our design and deliver a better product. When we compile and report the feedback, it will be anonymous.

We really appreciate your time on this, thanks.

Optional if filming: I will be recording this session for the purposes of gaining a full insight into the experience. This video will not be linked to your name or distributed to any third party.

Appendix ii : Consent Form

Usability Test Consent Form (adults)

I agree to participate in the prototype usability test conducted by students at the Digital Skills Academy.

I understand and consent to the use and release of the recording by the Digital Skills Academy. I understand that the information and recording is for research purposes only and that my name and image will not be used for any other purpose. I relinquish any rights to the recording and understand the recording may be copied and used by the Digital Skills Academy without further permission.

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

Please sign below to indicate that you have read and you understand the information on this form and that any questions you might have about the session have been answered.

Date: _____

Please print your name: _____

Please sign your name: _____

Thank you! We appreciate your participation.

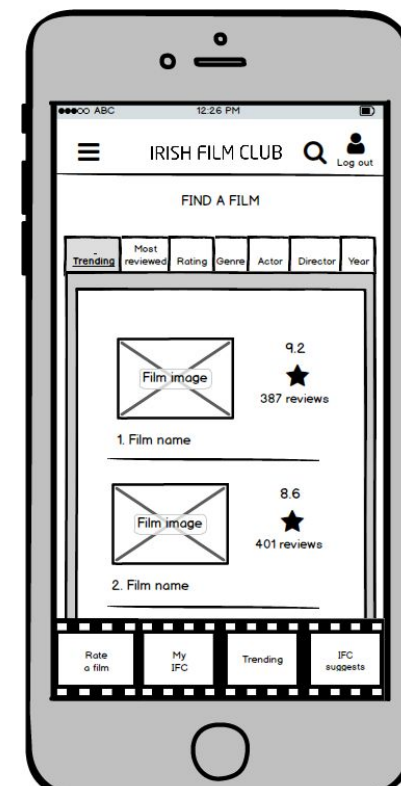
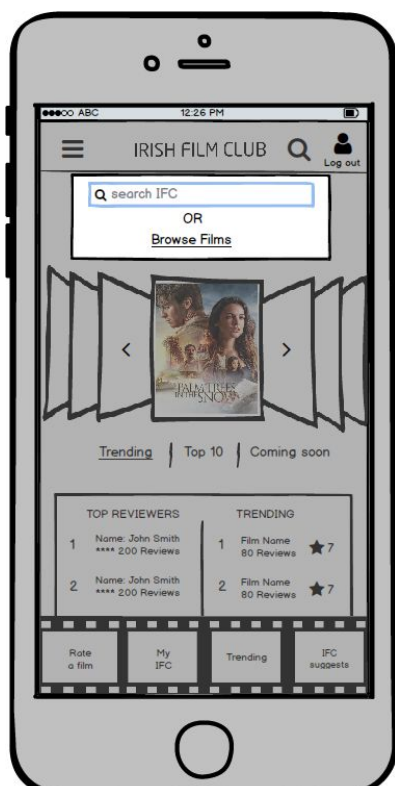
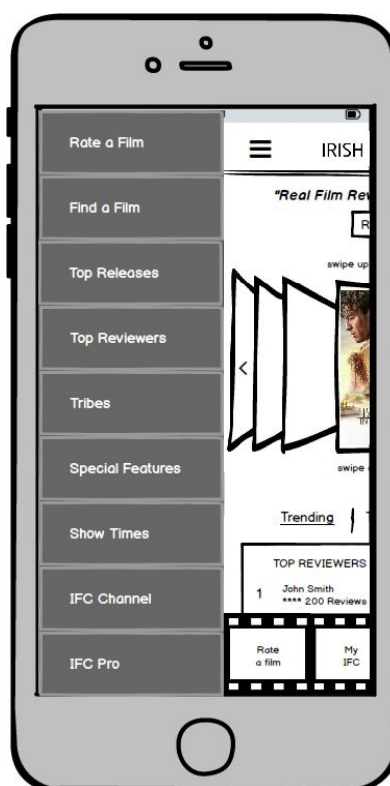
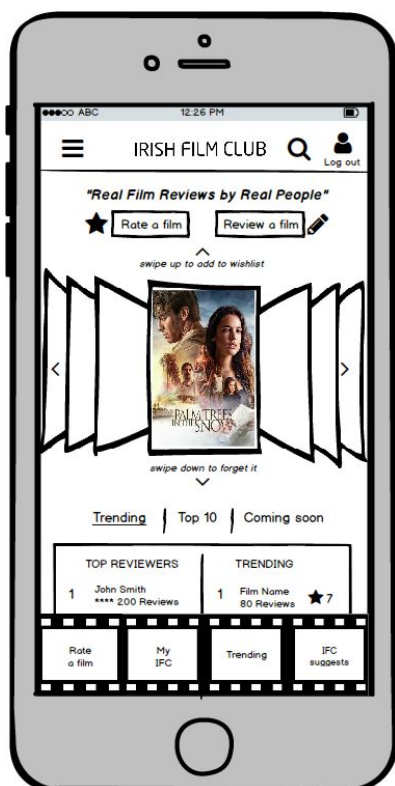
Appendix iii : Pre-Test Questionnaire

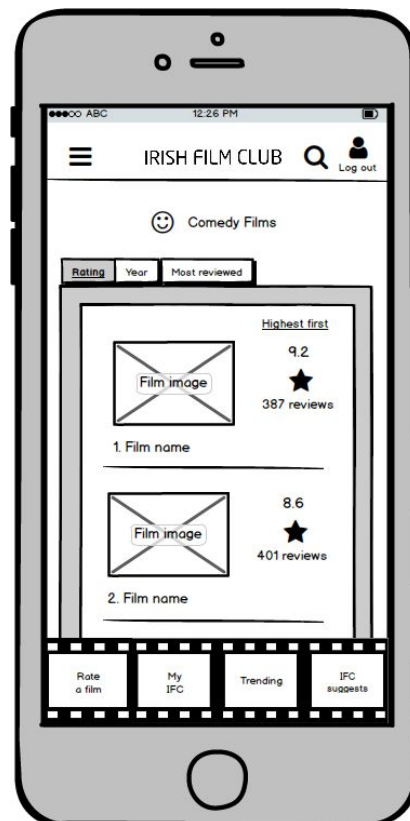
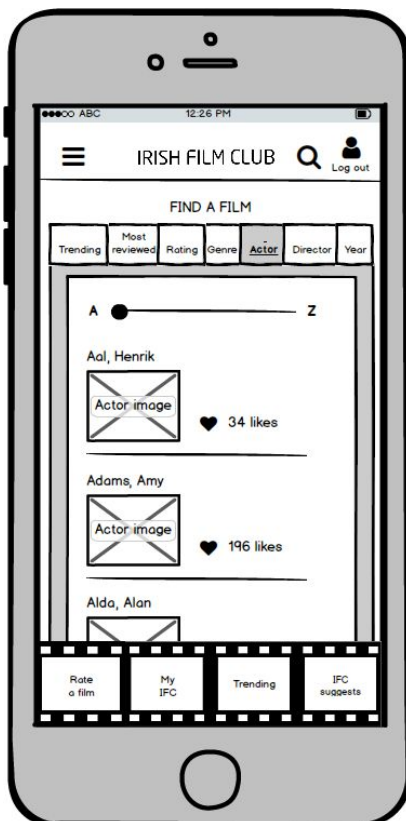
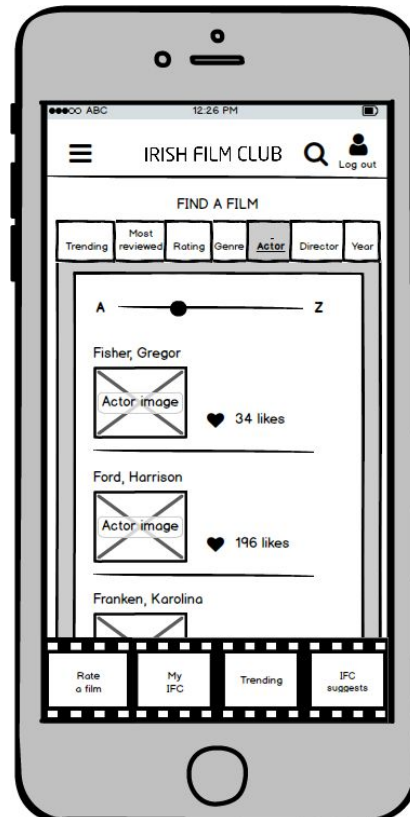
Guerilla Test: Pre-test Questionnaire

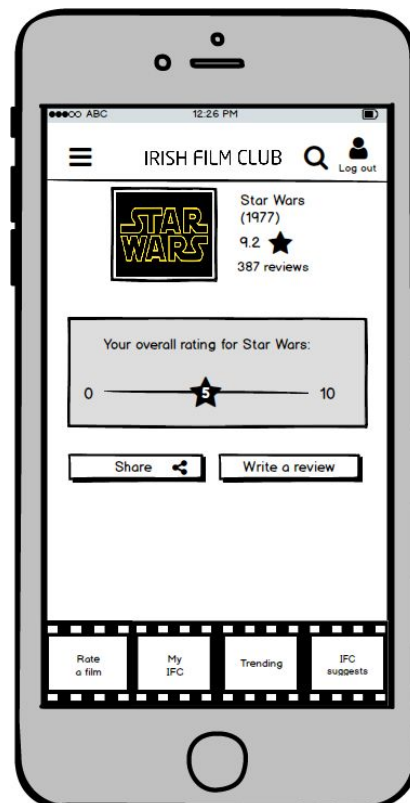
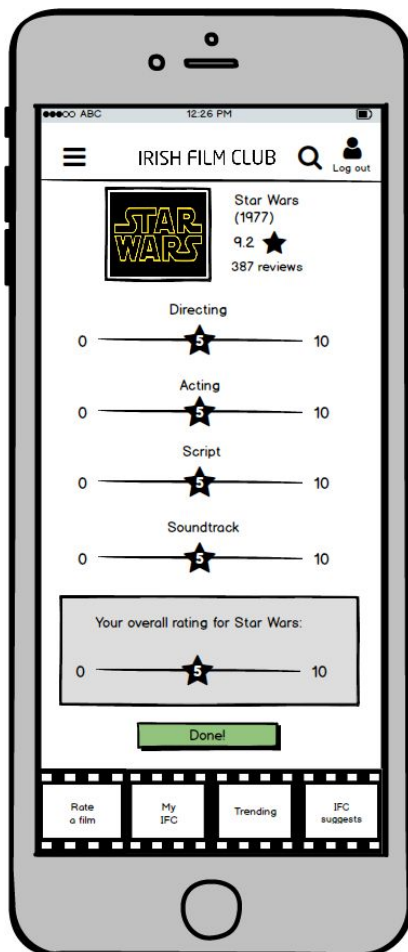
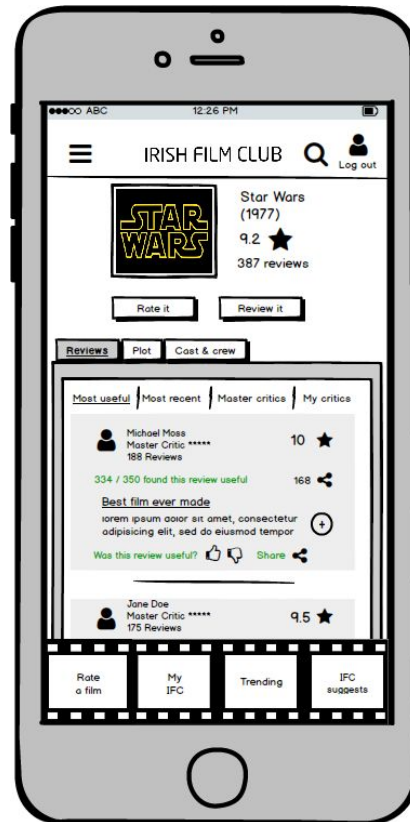
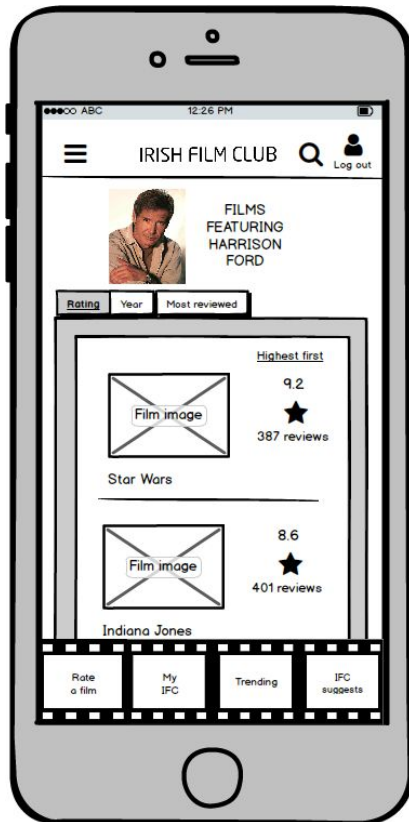
1. Age 18-25 ☐ 26-39 ☐ 40-59 ☐ 60-74 ☐ 75+ ☐
2. Gender Male ☐ Female ☐
3. Nationality _____
4. Computer usage 0-10 hrs per week ☐ 11-25 hrs per week ☐ 26+ hrs per week ☐
5. Mobile usage 0-10 hrs per week ☐ 11-25 hrs per week ☐ 26+ hrs per week ☐
6. How technically savvy are you? Not at all ☐ Average ☐ Above average ☐ Amazing ☐
7. Education (completed) High school ☐ Bachelors ☐ Masters ☐ PhD ☐
8. Job title and sector _____

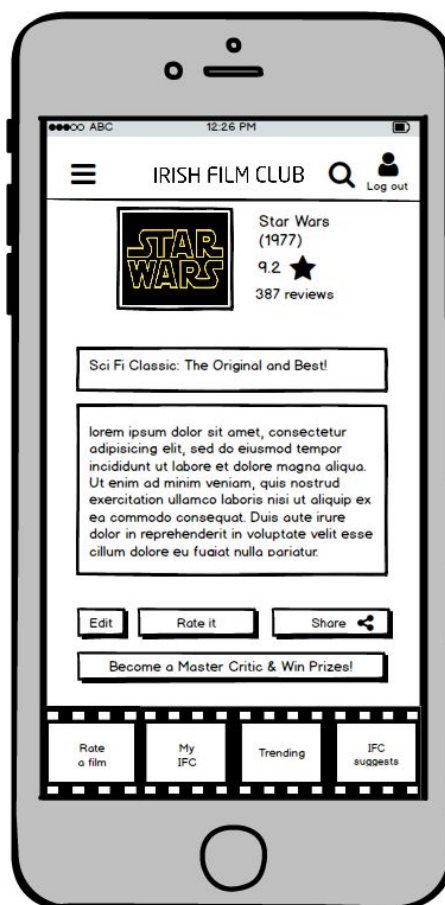
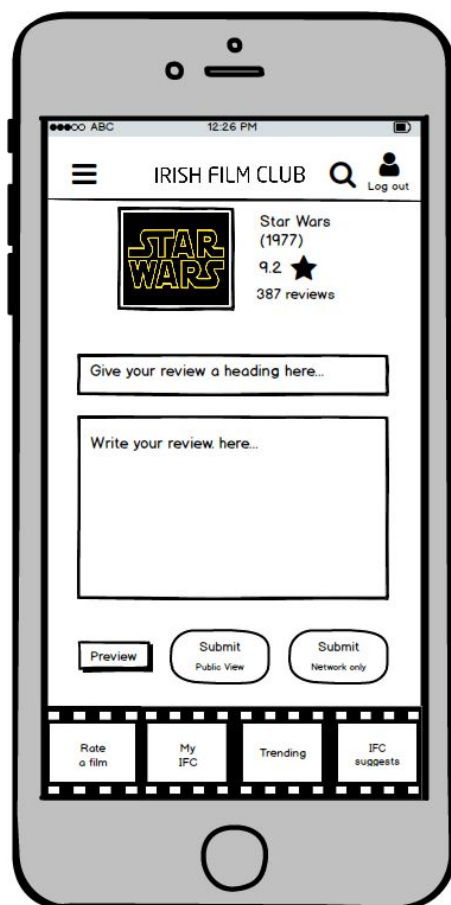
Appendix iv : Wireframes

Please note that the original document shown to users was a clickable PDF featuring one wireframe screen per page.









Appendix v : Post-Test Questionnaire A

Post-Test Questionnaire: Part A

For each of the following statements, mark one box that best describes your reactions to the prototype website

		Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree
1)	I think that I would like to use this website frequently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2)	I found this website unnecessarily complex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3)	I thought this website was easy to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4)	I think that I would need assistance to be able to use this website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5)	I found the various functions in this website were well integrated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6)	I thought there was too much inconsistency in this website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7)	I would imagine that most people would learn to use this system very quickly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8)	I found this website very cumbersome/awkward to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9)	I felt very confident using this website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10)	I needed to learn a lot of things before I could get going with this website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix vi : Post-Test Questionnaire B

Post-Test Questionnaire: Part B

1) Would you recommend this website to a friend?

Very unlikely										Very likely
0	1	2	3	4	5	6	7	8	9	10

2) Does the website design feel current? _____

3) Do you have any comments on how we can improve the website? _____

4) How do you currently find out about new films and film reviews? _____

5) Would you like to be able to rate or review films and share this with your network? / Do you already? _____

Appendix vii : Test Scripts

User 1: Tested 18 August 2017

<p>1.a) Take a look at screen one. What do you see?</p> <p>Irish Film Club - a film website. I see some film pictures that I can skip through, and I can either rate or review them. The rating is probably quick and easy, giving stars, whereas the reviewing is probably me writing some text. I would probably only use the rating as it's quick. What I can't see is where I would go to read reviews... I guess I would click on one of the film images.</p>
<p>1.b) What could be the purpose of this website?</p> <p>Well to be honest it looks a lot like IMDb, but a kind of quick and easy version. I like it better actually because there is less celebrity nonsense.</p>
<p>1.c) How would you navigate around this site and find out about different sections?</p> <p>I would click on this menu icon here, oh and there we are - some menu options have opened up.</p>
<p>2. Imagine you want to browse this website for a film. You feel like watching a comedy film you've never seen before, but the film should have received a high rating from other website users. How would you carry out this task? Click through the site and talk through your actions as you go.</p> <p>Ok so I click on this menu, and then go to "Find a Film". Then I would choose this section that says "Genre", and then choose "Comedy". So I can see these are sorted by highest rating... so I would just scroll down until I found one that I hadn't seen already.</p>
<p>3. From the page you have arrived at, how would you get back to the home page (Screen One)? Try and click your way back.</p> <p>Well I might click on the menu.. No wait, I would actually just click where it says "Irish Film Club" at the top. Oh there, it worked.</p>
<p>4. Now imagine you are a fan of the actor Harrison Ford.</p> <p>a) How would you find a list of films in which he stars? Have a click through.</p> <p>Actually I am a fan! Ok, so I go back to "Find a Film", then "Actor" then it looks like I move this slider along the alphabet.. Oh there I am, it's moved. There's Harrison Ford. Here are his films..</p>

b) From this list, choose the film with the highest user rating

I think it is already sorted according to highest rating, yes, so here is Star Wars.

c) Read a review of this film - the review which other users found the most useful

Here the films are ranked by most useful already. Here is the review.

d) Show whether you also found this review useful

No this is not useful, it is in Latin. So I would click on "thumb down" to say I didn't find it useful.

e) You have now watched the film and want to rate it yourself. How would you do that? Try and give the film a score out of 10 and confirm when done

So I click on "rate film" here, oh and there are some cool sliders. I would move these up to 10.. And at the bottom of the screen it calculates overall score. But are these different components weighted differently, that's what I would want to know! Then I click "done"

f) Now show how you would write a review of the film and post it so that everyone can see it.

So I click on "Review film" right there, type in this box, and then click on the "submit for public view"

g) Share your review on Facebook!

I click on this symbol right here, and that probably gives me the option.

Post-Test Questionnaire: Part B

1) Would you recommend this website to a friend?

Very unlikely										Very likely
0	1	2	3	4	5	6	7	8	9	10

2) Does the website design feel current? Yes, but it doesn't look finished - I would add a bit of colour to buttons and stuff, but not too much, keep it simple.

3) Do you have any comments on how we can improve the website? As I said before, it is unclear about the weighting of the different rating categories. Apart from that - I think this main part right at the start needs to be clearer. These movie images you swipe through - what is that? I can't just swipe endlessly through. Are these recommended for me? Oh I can see now there is a filter - but these terms are not clear. There should definitely be an option there to choose films selected for me, "picked for me" or something, based on my network and previous choices. There is a swipe up and down for adding to wishlist - but I can't buy these? Should it be called watchlist instead? Then swiping down is to forget, I like that but presumably this only works when you are logged in. So if I'm not logged in, this would be greyed out? If swiping up and down determines how the app works and suggests things in future, this needs to be made clear - like when you "like" a song on Apple music, there is a message saying that in the future they will recommend similar stuff to you. You need to make that clear. I don't really understand what "trending" means - is it the same as the trending films on the section beneath? How is "trending" different from "top 10"? This filter needs to be clearer.

I think this site has a lot of potential but this main feature right at the start is really key to the success of the whole thing - it should be personalised, and it should be clear.

(Asks what "Tribe" refers to, moderator explains:) Oh that's cool, it's not obvious what it is but it's a cool name and a cool idea - very distinctive.

4) How do you currently find out about new films and film reviews? IMDb and also news sites - if it's a really big film.

5) Would you like to be able to rate or review films and share this with your network? / Do you already? No and no! But that's cos I'm really busy. I never leave reviews on Amazon, but I read loads of them - so I support the principle but right now it's not for me to join in with! I would use the site to see the ratings and possibly read some reviews.

User 2: Tested 20 August 2017

<p>1.a) Take a look at screen one. What do you see?</p> <p>A film site that seems to be different by being more user centric. Cool thumbnail images of movie posters (assume it's what's trending) and also cool to see filters like top 10 and coming soon.</p>
<p>1.b) What could be the purpose of this website?</p> <p>A place to find film reviews from users not professionals.</p>
<p>1.c) How would you navigate around this site and find out about different sections?</p> <p>Burger menu, otherwise search.</p>
<p>2. Imagine you want to browse this website for a film. You feel like watching a comedy film you've never seen before, but the film should have received a high rating from other website users. How would you carry out this task? Click through the site and talk through your actions as you go.</p> <p>"I'd either click on IFC recommends to see what's there, otherwise, I'd click on the burger menu and navigate from there."</p> <p>The user followed the following steps:</p> <ol style="list-style-type: none"> 1. Burger menu 2. Find a film 3. Genre 4. Comedy 5. Suggested that he would then scroll through the presented selection which is ranked in order of rating. Would also consider filtering by "MOST REVIEWED" rather than rating. <p>"It's all quite logical but the bottom quick navigation seems a little disjointed from the rest."</p>
<p>3. From the page you have arrived at, how would you get back to the home page (Screen One)? Try and click your way back.</p> <p>Immediately clicked on the page title but also mentioned that the burger menu would have been the next logical step.</p>
<p>4. Now imagine you are a fan of the actor Harrison Ford.</p>

a) How would you find a list of films in which he stars? Have a click through.

User said he would either go straight to search or alternatively use the burger menu.

He then clicked on the hamburger menu, followed by:

1. Find a film
2. Actor filter
3. Selected name

Mentioned that select / slider functionality looked cool.

b) From this list, choose the film with the highest user rating

Selected Star Wars.

c) Read a review of this film - the review which other users found the most useful

Functioned as expected. "Cool, no surprises here."

d) Show whether you also found this review useful

Functioned as expected and clicked on the correct icon with ease and speed.

e) You have now watched the film and want to rate it yourself. How would you do that? Try and give the film a score out of 10 and confirm when done

User clicked on the RATE button, the scored the film and clicked done.

f) Now show how you would write a review of the film and post it so that everyone can see it.

Clicked on:

1. WRITE REVIEW
2. PREVIEW
3. SUBMIT PUBLIC

"Again all very logical and easy."

g) Share your review on Facebook!

Clicked on the share icon with ease and speed.

Post-Test Questionnaire: Part B

1) Would you recommend this website to a friend?

Very unlikely							7			Very likely
0	1	2	3	4	5	6	7	8	9	10

2) Does the website design feel current? Yes

3) Do you have any comments on how we can improve the website? Would have 'i' hover to access more info about functions

4) How do you currently find out about new films and film reviews? Word of mouth / Youtube

5) Would you like to be able to rate or review films and share this with your network? / Do you already? Not that interested / No

User 3: Tested 20 August 2017

<p>1.a) Take a look at screen one. What do you see?</p> <p>A film site with reviews.</p>
<p>1.b) What could be the purpose of this website?</p> <p>Rating and reviews and discovery of new films.</p>
<p>1.c) How would you navigate around this site and find out about different sections?</p> <p>"Scroll through carousel and then burger menu."</p>
<p>2. Imagine you want to browse this website for a film. You feel like watching a comedy film you've never seen before, but the film should have received a high rating from other website users. How would you carry out this task? Click through the site and talk through your actions as you go.</p> <p>"Search for comedy would be my first interaction. If no luck, then burger menu."</p> <ol style="list-style-type: none"> 1. Find a film 2. Genre 3. Comedy 4. Scroll through highest rating. <p>"If I didn't find what I wanted then I'd check out Top Releases and Trending."</p>
<p>3. From the page you have arrived at, how would you get back to the home page (Screen One)? Try and click your way back.</p> <p>Main title clicked.</p>
<p>4. Now imagine you are a fan of the actor Harrison Ford.</p> <p>a) How would you find a list of films in which he stars? Have a click through.</p> <p>Burger menu (or search by name).</p> <p>Burger menu actions:</p> <ol style="list-style-type: none"> 1. Find a film 2. Actor filter 3. Selected name

<p>b) From this list, choose the film with the highest user rating</p> <p>Chose Highest noted on screen.</p>
<p>c) Read a review of this film - the review which other users found the most useful</p> <p>Chose the correct tab on screen.</p>
<p>d) Show whether you also found this review useful</p> <p>Functioned as expected and clicked on the correct icon with ease and speed.</p>
<p>e) You have now watched the film and want to rate it yourself. How would you do that? Try and give the film a score out of 10 and confirm when done</p> <p>User clicked on the RATE button, the scored the film and clicked done.</p>
<p>f) Now show how you would write a review of the film and post it so that everyone can see it.</p> <p>Clicked on:</p> <ol style="list-style-type: none"> 1. WRITE REVIEW 2. PREVIEW 3. SUBMIT PUBLIC
<p>g) Share your review on Facebook!</p> <p>Clicked on the share icon with ease and speed.</p>

Post-Test Questionnaire: Part B

1) Would you recommend this website to a friend?

Very unlikely								8		Very likely
0	1	2	3	4	5	6	7	8	9	10

2) Does the website design feel current? Yes

3) Do you have any comments on how we can improve the website? 'Rate a film' seems repetitive on home screen. Bottom menu needs to be more relevant i.e. have 'Find a film'

4) How do you currently find out about new films and film reviews? IMDB or Youtube channel

5) Would you like to be able to rate or review films and share this with your network? / Do you already? I am not really big on reviewing but enjoy reading them, I don't share.

User 4: Tested 23 August 2017

<p>1.a) Take a look at screen one. What do you see?</p> <p>Irish Film Club Title, Search ICON - Ability to sign in. The 'Real Film Reviews by Real People' hits me, so this is trying to make it distinct from other possible fake rated websites. See The Trending Section Clearly, Top 10 and coming soon. See easy layout of the UI and easy to swipe.</p>
<p>1.b) What could be the purpose of this website?</p> <p>Allowing the public to rate films and read film reviews beforehand to get a sense of whether they are worth watching. Allow users to find a film by genre and whether there have been reviews/ratings that will make them consider watching it. Participate with a specific tribe so like minded individuals can talk more in depth about the film, actors, cast, producer etc. Use the IFC Channel to watch a Channel - You Tube Channel.</p>
<p>1.c) How would you navigate around this site and find out about different sections?</p> <p>Click on the Menu Options and navigate accordingly.</p>
<p>2. Imagine you want to browse this website for a film. You feel like watching a comedy film you've never seen before, but the film should have received a high rating from other website users. How would you carry out this task? Click through the site and talk through your actions as you go.</p> <p>Find a Film and sort by Genre, then look to filter by rating.</p>
<p>3. From the page you have arrived at, how would you get back to the home page (Screen One)? Try and click your way back.</p> <p>Click on Trending</p>
<p>4. Now imagine you are a fan of the actor Harrison Ford.</p> <p>a) How would you find a list of films in which he stars? Have a click through.</p> <p>Screen 4 Find a Film by Actor</p>
<p>b) From this list, choose the film with the highest user rating</p> <p>Star Wars</p>
<p>c) Read a review of this film - the review which other users found the most useful</p>

Michael Moss review ; The filler text is not helpful.
d) Show whether you also found this review useful Thumbs up
e) You have now watched the film and want to rate it yourself. How would you do that? Try and give the film a score out of 10 and confirm when done Click Rate a film
f) Now show how you would write a review of the film and post it so that everyone can see it. Screen 9 Submit review
g) Share your review on Facebook! Clicked on Share to do this.

Post-Test Questionnaire: Part B																																
1) Would you recommend this website to a friend?																																
<table border="1"> <tr> <td>Very unlikely</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>X</td> <td></td> <td></td> <td></td> <td>Very likely</td> </tr> <tr> <td>0</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> </table>											Very unlikely						X				Very likely	0	1	2	3	4	5	6	7	8	9	10
Very unlikely						X				Very likely																						
0	1	2	3	4	5	6	7	8	9	10																						
Mark one X in the Grey row above the number that closest represents your view																																
2) Does the website design feel current?																																
It feels a bit Retro, but that may be intended.																																
3) Do you have any comments on how we can improve the website?																																
The sorting criteria does not appear as smooth as it could be on a phone. Possibly too many options in one screen example 2B, whereas the film reel strip looks well. Website seems quite intuitive.																																
4) How do you currently find out about new films and film reviews?																																
News, Advertisements and when at Cinema.																																
5) Would you like to be able to rate or review films and share this with your network? / Do you already?																																
Not really something that interested in doing/ I don't do this currently.																																

User 5: Tested 24 August 2017

1.a) Take a look at screen one. What do you see?
Main screen
1.b) What could be the purpose of this website?
Film reviews
1.c) How would you navigate around this site and find out about different sections?
Swipe and using burger menu
2. Imagine you want to browse this website for a film. You feel like watching a comedy film you've never seen before, but the film should have received a high rating from other website users. How would you carry out this task? Click through the site and talk through your actions as you go.
"Burger" menu - Find a film - Genre - Comedy - Rating
3. From the page you have arrived at, how would you get back to the home page (Screen One)? Try and click your way back.
Clicking on "IRISH FILM CLUB"
4. Now imagine you are a fan of the actor Harrison Ford. h) How would you find a list of films in which he stars? Have a click through.
Search - type "Harrison Ford"
i) From this list, choose the film with the highest user rating
Star Wars
j) Read a review of this film - the review which other users found the most useful
Michael Moss
k) Show whether you also found this review useful
I would use "like" thumbs up button

l) You have now watched the film and want to rate it yourself. How would you do that? Try and give the film a score out of 10 and confirm when done

Click "RATE It"

m) Now show how you would write a review of the film and post it so that everyone can see it.

Click "Write a review" and "Share"

n) Share your review on Facebook!

Click "share" but option to share on Facebook wasn't visible

Post-Test Questionnaire: Part B

1) Would you recommend this website to a friend?

Very unlikely

Very likely

--> 0 1 2 3 4 5 6 X 7 8 9 10

Mark one X in the Grey row above the number that closest represents your view

2) Does the website design feel current?

Yes, it does.

3) Do you have any comments on how we can improve the website?

The alphabetic scroll bar looks a bit awkward. Bottom section of "rate a film", "my IFC" etc. not need to be shown on each subscreen.

4) How do you currently find out about new films and film reviews?

Currently don't use any sites.

5) Would you like to be able to rate or review films and share this with your network? / Do you already?

I don't already as I'm not a big FB user, but it would be good to do that in a public setting (anonymously).

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