Usability Evaluation Plan

innertube

Prepared for: Usability Lab Test, Wednesday, August 16, 2006

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Introduction

This document describes the usability evaluation plan for **innertube**. The purpose of this usability test is to assess the expected performance of the actual user using a prototype with functionality that replicates the proposed product, as well as detect any serious problems prior to the launch of the product. This plan includes the following sections:

- Purpose of the usability evaluation
- Target audience
- Design of the usability evaluation
- Data collection methodology
- Deliverables
- Resources
- Schedule

What is innertube?

A video player that delivers Video-On-Demand to users. The user can expect to view rebroadcasts of hot current shows, additional complementary content that can only be viewed via the player, and web-specific productions.

innertube will meet the following business goals:

- Match/exceed the competition's video player functionality and experience (i.e., rebroadcast of primetime shows)
- Feature a differential that the user finds valuable to their experience (i.e., bookmark within video, "boss button")
- Create a sense of value to the user that significantly exceeds the price of mandatory advertising (tenfold is ideal)
- Future enhancements include community, social networking, interactive advertising

innertube challenges include:

- Meeting the user's expectations. These expectations evolve from their interpretation of similar experiences in other environments (i.e. their computer), the competition's marketing propaganda, etc.
  - Leapfrogging the competition via differentiators that are so powerful that they create new markets or upset existing markets.
  - Establishing a powerful value paradigm that existing competitors either can't match, or won't match.

innertube will be viewable via IE 5.0, Firefox, Safari and AOL browsers.

The innertube landing page has been designed to be very visually compelling, with the most prominent space on the page featuring a CBS prime time show (the MFB). The hierarchy is appropriately distributed, and naturally draws the user's eyes in the "F" pattern.

The availability of different navigational paths begins on this page, and is reinforced in the player.
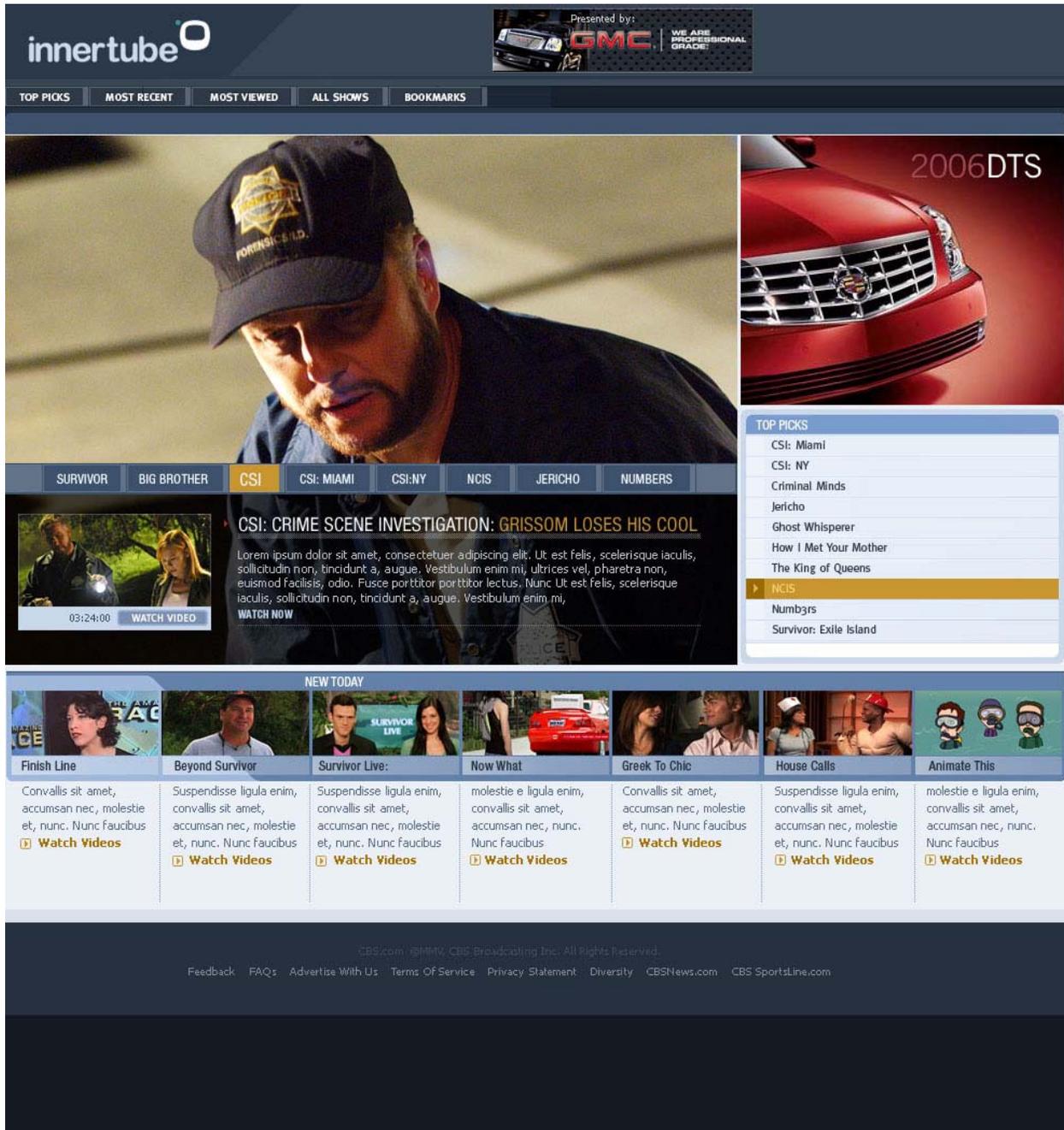
innertube offers several forms of navigation for ease of discovery. Whether the user's natural tendency is through a primary navigation, the "iPod" scrolling, or breadcrumbs, the user will be able to find their show quickly and within 1 to 2 clicks.

innertube will open in a new window to avoid a failed experience should the user employ the use of the BACK button.

Search functionality will be included only if the user's expected results can be delivered.
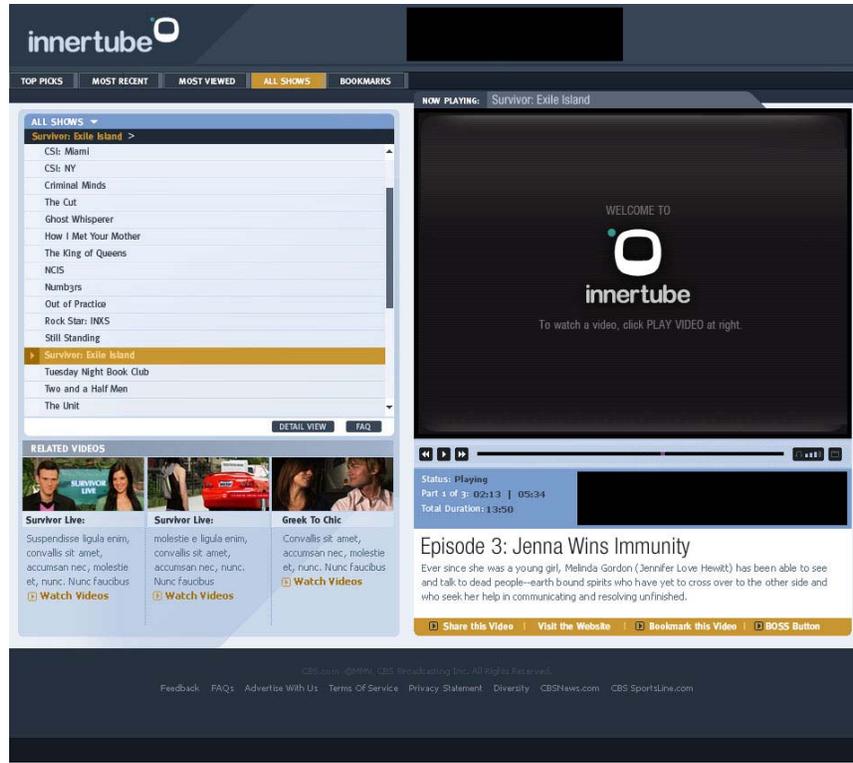

Font style and size will be optimized for ease of reading. The user will be able to select "full screen" viewing.

Featured content below the secondary/tertiary indexing is limited to 3 elements. Studies show that users most easily assimilate information in smaller chunks; we want to enhance their experience, not overwhelm it.
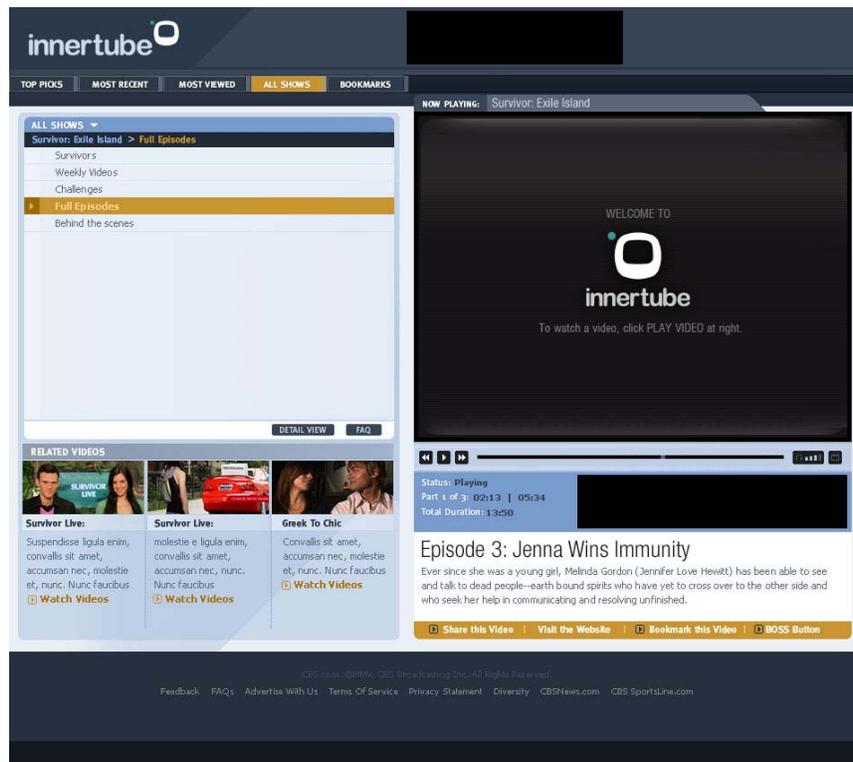
Giving the user the ability to have 100% control over their experience is key; the "watch video" button allows the user to start the video when they are ready to view it.

The BOSS button assures the user a fast exit, should it be needed. The built in "bookmark" will ask the user when he/she returns to view the video if they wish to resume where they left off, or start the video from the beginning.
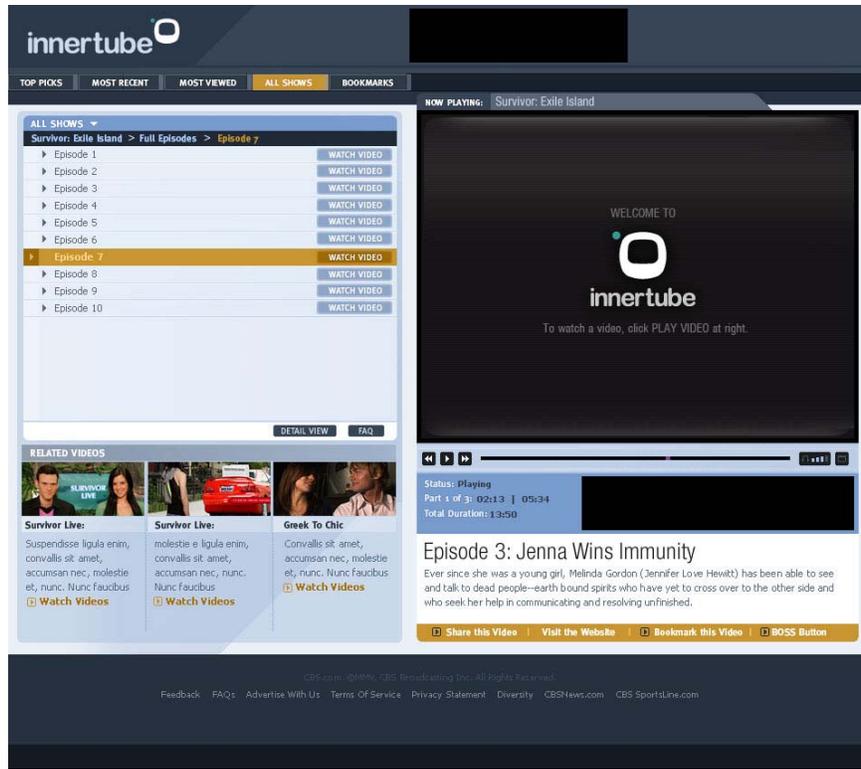
Breadcrumbs will aid the user in always knowing where they were and where they are now. The status bar below the video and the time stamp add to giving the user control of their experience.

As the video plays, the synopsis on the left is a subtle reminder of the video content.
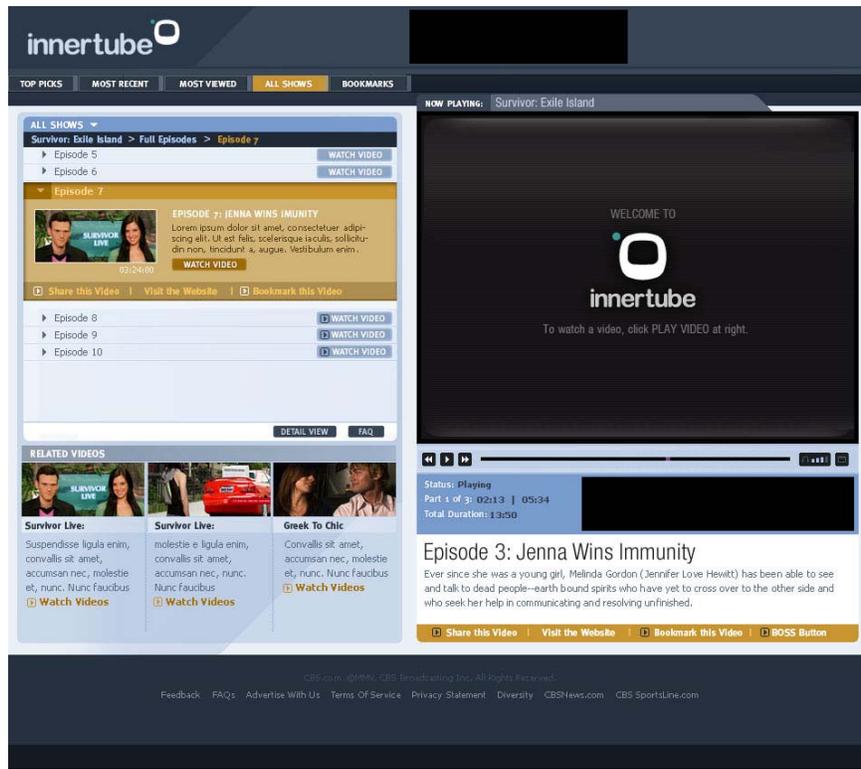
Purpose of the Usability Test

The usability test of **innertube** will evaluate the potential for confusion and difficulties involved in using **innertube** to watch rebroadcasts of CBS shows, plus the potential of drawing the participant's attention and interest to the supplementary content, original productions and other primetime shows.

Some of the findings and concerns were identified in a heuristic evaluation which was performed on innertube recently; other concerns were identified by the development and product team.

Concerns

Some specific questions to be addressed in this usability evaluation include:

1. Will the participant be able to find innertube?
2. Will the participant understand the time to load the application?
3. Will the participant appreciate the value proposition of the advertising blocks?
4. Will the participant find the navigation/drill down process intuitive and useful?
5. Does the breadcrumb offer the user additional help in knowing where to go, where to g back?
6. Is the content compelling and interesting? Does it make the participant want to come back on a regular basis?
7. Does the participant get the sense that new and interesting content will be available each time? What kind of content would the participant want to come back for?
8. Are each of the "tools" useful in the participant's eyes? Do they understand what that button represents? Would they use the "BOSS" button? What would they like to see "pop up" when they click on it?
9. Are each of the labels for the tools intuitive? Does their expectation of each tool match the actual functionality?
10. What does "innertube Originals" mean? Is there a better way to excite the participant about that content?

Usability Evaluation Goals

Specific usability goals have been identified from the above concerns. These goals allow for the creation of evaluation scenarios and tasks that will let us know if our concerns are valid and what measures can help us determine if in fact the participants are having trouble completing the tasks.

This evaluation will be based on the following usability goals:

*   Participants will be able to access the player immediately.
*   Participants will understand that the initial load time is worth the wait, and finds enough on the player to peruse as the player loads.
*   Participants see the multiple offerings and the path to individual clips.
*   Participant understands and accepts the need for advertising as placed within the clip.
*   Participant has a high appreciation for the bookmark and boss features.

Target Audience

The selection of participants whose background and abilities are representative of the products' intended end user is a crucial element of the evaluation process. Valid results will be obtained only if the participants selected are typical end users, or are matched as closely to the criterion as possible.

Persona types
1. Focal – Primary users of the product. We want to optimize design for them. At least one persona must be a focal persona.

2. Secondary – Also uses the product. We will satisfy them when we can.

3. Unimportant – Low-priority users, including infrequent, unauthorized or unskilled users, as well as those who misuse the product.

4. Affected – They don't use the product themselves, but are affected by it (for example, someone who gets reports from a user of a application, or the spouse of someone using a travel Website to plan a trip).

5. Exclusionary – Someone we're not designing for. It's often useful to specify this to prevent scope creep.

Target Profile(s)
The audience will consist of people who watch television and video, and are also online users in general.

The type of user who is most likely to take advantage of innertube will be

1. The FOCAL Persona: this is the viewer who watches a show regularly, and wants to see a re-broadcast.

   Scenario: Jim missed last night's episode of Survivor. He goes to CBS.com to find a write-up or perhaps a way to view highlights. Is pleasantly surprised to see that he can see the entire episode without being charged. The value of watching with commercials is emphasized and understood.

2. The FOCAL Persona: this is the viewer who lives and breaths a specific show – she watches each episode, blogs about it, speculates on the interpersonal relationships of the characters, talks about it at work.

   Scenario: Tracy lives and breathes everything CSI. The CSI home page is bookmarked on her computer at work and at home. She watches the show without fail –TiVO or DVR is not an option. Her boyfriends and friendships accept this and know that they are going to come in second on those nights. At work, she and her co-workers talk about the characters in first person – as if they are friends or family members.

3. The AFFECTED Persona: This viewer is Chris, Tracy's boyfriend. He watches the shows, not because he loves everything CSI, but because he love Tracy, and subscribes to the philosophy of "if you can't beat them, join them".

4. The SECONDARY Persona: This viewer loves a specific actor, and becomes a fan of whatever show that actor is in.

   Scenario: Cathy can't get enough of James Wood. She's seen all of his movies, commiserated over his failed relationships, roots for him through the gossip and career moves. She's discovered that he has a new show on CBS, and reads up on the show. Cathy will use as many resources as possible to follow James' career.

Screening/Demographics

Logistics

- can come into lab
- Available August 16th.
- Each will receive a $100 incentive.

Behavior and Attitude Profile

- Have not participated in any marketing research in last 6 months
- Do not work in marketing, public relations, video or television broadcast industry

Target Audience

9 viewers who watch CBS shows, who have watched at least one of the following shows:

        CSI
        CSI Miami
        CSI New York
        NCIS
        Numb3rs
        Survivor
        Big Brother

        Potentially are interested also in news shows (60 minutes), late night shows (Late Late Show with Craig Ferguson) or daytime dramas (As the World Turns, Y&R).

Profile

Gender: 50% male, 50% female
Age: 25-29 (1), 30-34 (1), 35-39 (2), 40-44 (2), 45-49 (2), 50-54 (1)
Education
        Sampling from all the categories
                High school graduate
                Some college
                College graduate
                Post graduate degree
Income
        Sampling from all the categories
                <$50k
                $50 to <$75k
                $75k to <$100k
                $100k+

Web Experience
        Sampling from all the categories
                Hours online in a week:
                <10
                10-20
                21-30

31-40
40+
Ratio of time online at work and home: 60/40
Browser use
IE
Netscape/Mozilla/Firefox
(Only 1 user who uses AOL for their daily web experience)
OS

Windows 2000, XP
Mac

Design of the Usability Evaluation

A single usability evaluation will be run in 9 individual participant sessions. Each individual session will consist of a set of tasks and an interview/questionnaire for the participants to complete.

The individual evaluations will take place in the following order:

- A pre-test questionnaire and critical incident survey before each test, to understand any preconceptions, unique experiences.

- A performance evaluation in which each participant is asked to perform a series of real-life tasks.

- A questionnaire and an interview after each performance evaluation to gather additional insights from the participants about **innertube**.

The Evaluation Process

The usability evaluation process is as follows:

Participant greeting and forms

Each participant will be personally greeted by the facility host/hostess and made to feel comfortable and relaxed. The participants will be asked to fill out a short background questionnaire and a critical incident survey. The issue of confidentiality will be explained and the participants will be asked to sign nondisclosure statements.

Orientation

The participants will receive a short, verbal scripted introduction and orientation to the evaluation. This material will explain the purpose and objective of the evaluation, the need for product anonymity until after the evaluation, and additional information about what is expected of them. They will be assured that the product is the center of the evaluation and not themselves, and that they should perform in whatever manner is typical and comfortable for them. The participants will be informed that they are being observed and videotaped and asked to sign the appropriate release forms if not already completed.

Performance evaluation

The performance evaluation consists of a series of tasks that are evaluated separately and sequentially. The individual participants complete the tasks while being recorded on video and observed by the team. The scenario is as follows:

- After the orientation, the participants will be asked to sit down at the computer. The participant will again be reassured that their opinion matters greatly, and that there is no such thing as a "wrong answer". It is very critical at this point to put the participant at ease and to forget that there are people behind the window watching.

  It is important that the observers understand that even though these are soundproofed rooms, taps to the window and desks in the observation area can be heard in the testing area; please be very careful to not distract the participant and create unease overall.

  The task guide will be given to the participant. The participant is asked to make herself comfortable at the computer, including putting the mouse, mouse pad, and keyboard where she wishes.

- After the participants begin working through the tasks, they will be encouraged to work without guidance except for the provided task guide and the product itself. The moderator may ask the participant to verbalize his or her thoughts if the participant becomes stuck or hopelessly confused. These occurrences will be noted by the moderator, and will help to pinpoint the cause of the problem.

Participant debriefing

After all tasks are complete or the time expires, each participant will be debriefed by the moderator. The debriefing will be taped and will include the following:

- Completion of a brief post evaluation interview in which the participants share their opinions on the product's usability, and general impressions of the product

- Participant's overall comments about his or her experience

- Participant's responses to probes from the evaluation monitor about specific errors or problems encountered during the evaluation

The debriefing session serves several functions. It allows the participants to say whatever they like, which is important if tasks are frustrating. It provides important information about each participant's rationale for performing specific actions, and it allows the collection of subjective preference data about **innertube** and the website.

After the debriefing session, the participants will be thanked for their efforts, and released. The moderator will escort the participant to the waiting area where they will be asked to fill out a post-test questionnaire, and receive their incentive.

Data Collection Methodology

Data will be collected through the use of a "thinking aloud" protocol.

Measures to be collected include the following:

1. The average amount of time to complete each task

2. The percentage of participants who finished each task successfully

3. The number of cases in which the participants were not able to complete a launch due to an error from which they could not recover

4. The number of times the participant indicated the need for help (verbally, searching for "help" or faq" links) for each task

5. The number of positive or critical statements.

6. Number of and types of errors, including:

   Observations and comments. Notation by recorder of participants having difficulty, when an unusual behavior occurs, or when a cause of error becomes obvious.

   Non-critical error. A participant makes a mistake but is able to recover during the task in the allotted time.

   Critical error. A participant makes a mistake and is unable to recover and complete the task on time. The participant may or may not realize a mistake has been made.

8. The number of indications of frustration or joy from the participant, relative to the experience and tasks.

9. The number of subjective opinions of the usability and aesthetics of the product expressed by the participants

Deliverables

Within one day:

   "HIT LIST" of any critical to catastrophic issues that can seriously impact the user experience

Within 5 days:

   Formal analysis/final evaluation report, which will detail the significant issues (including any critical to catastrophic issues delivered initially) and observations, offer recommendations and next steps.

Schedule

The usability evaluation will be conducted Wednesday, August 16, 2006 at

Assistance In Marketing - West LA

11175 Santa Monica Blvd., Ste. 700
Los Angeles, CA 90025
P 310.943.4070
http://www.aimresearchnetwork.com

Appendix

Screener

NAME: _____ HOME:_____
WORK:_____

ADDRESS:_____ CITY:_____
ZIP:_____

INTERVIEWER:_____ DATE:_____ APPOINTMENT
TIME:_____

Hello, I'm _____ from _____, an independent market research company. We are conducting a market research study to television and media viewing habits among men and women like yourself. The purpose of the research is to get a better understanding of people's attitudes toward entertainment and its impact in daily life. We are in no way trying to sell you anything. Do you mind if I ask you a few questions since we can only include people who match the research requirements?

(ASK TO SPEAK TO MALE OR FEMALE IN HOUSEHOLD)

Screening questions

Gender – Record   Male _____   Female _____

> Gender: 50% male, 50% female

Q.1   What is your age? _____
> (See quotas below)

> Age: 25-29 (1), 30-34 (1), 35-39 (2), 40-44 (2), 45-49 (2), 50-54 (1)

Q2**.**   Have you participated in any marketing research in last 6 months?

> Yes – **TERMINATE**
> No – CONTINUE

Q3.   Do you or any family member work in marketing, public relations, video or the television broadcast industry?

> Yes – **TERMINATE**
> No – CONTINUE

Q4.   Which of these major networks do you watch regularly?

ABC   _____
CBS   _____ MUST CHECK TO CONTINUE
NBC   _____

Q5.   Which network do you watch the most often?

ABC   _____
CBS   _____ MUST CHECK TO CONTINUE to Q5
NBC   _____

Q6.   Can you tell us your favorite CBS Show(s)?
Must name one of the following shows

CSI   _____
CSI Miami   _____
CSI New York   _____
NCIS   _____
Numbers   _____
Survivor   _____
Big Brother   _____
OTHER (SEE BELOW) _____

Potentially are interested also in news shows (60 minutes), late night shows (Late Late Show with Craig Ferguson) or daytime dramas (As the World Turns, Y&R)

Q7.   What is your highest level of education?
(Obtain sampling from all the categories)

High school graduate   _____
Some college   _____
College graduate   _____
Post graduate degree   _____

Q8.   What is your annual HHI?
(Obtain sampling from all the categories)

<$50k   _____
$50 to <$75k   _____
$75k to <$100k   _____
$100k+   _____

Q9a.   How many hours per week do you spend online, excluding e-mail?
(Obtain sampling from all the categories)

Hours online in a week:
<10   _____
10-20   _____
21-30   _____
31-40   _____
40+   _____

Q9b.   Is this at home or at work?

Home _____   Work _____

Ratio of time online at work and home: 60/40

Q10.   Which browser do you primarily use?

IE   _____
Netscape/Mozilla/Firefox   _____
Other   _____

Only 1 user who uses AOL for their daily web experience

Q11.   What operating system do you primarily use?

Windows 2000, XP   _____
Mac   _____

Q12.   Do you watch videos?

YES   _____   Continue
No   _____   **TERMINATE**

Q13.   How do you watch video? (unaided answer)

_____

Q14.   Would you consider watching video via:

Cell phone   YES   _____   NO   _____
PDA   YES   _____   NO   _____
Computer   YES   _____   NO   _____
TV   YES   _____   NO   _____

(if user names one of these, don't repeat! Otherwise, ask)

Q15a. Have you watched video online?   YES   _____   NO   _____

Q15b. Where? (unaided)

_____

Q15c. What types of video? (unaided)

_____

Q15d. Have you or would you watch video of any of the following:
                                    HAVE   **WOULD**

News? YES   _____ NO   _____   YES   _____ NO   _____

Previews?   YES   _____ NO   _____   YES   _____ NO   _____

TV shows?   YES   _____ NO   _____   YES   _____ NO   _____

(ask about the ones that were not "yes" answers in Q15d.)

We are going to be conducting a discussion with people like yourself to talk about media viewing habits. People who have participated in this in the past have found it to be interesting and informative. It will last no more than 1 hour and you will receive $100 for participating. Would you be willing to participate?

YES   Continue

NO   **TERMINATE**

Understanding Your Participation

Please read this page carefully.

CBS Digital Media is asking you to participate in evaluating websites and products on these websites. By participating in this evaluation, you will help us improve CBS's web presences.

We will observe you and record information about how you navigate the websites. We may also ask you to fill out questionnaires and answer interview questions.

We will videotape all or some of the interview and your work. By signing this form, you give your permission to CBS Digital Media to use your voice, verbal statements, and videotaped pictures for the purposes of evaluating the website and showing the results of these evaluations. We will not use your full name.

You will be working with a website that is in development. Any information you acquire about this site is confidential and proprietary and is being disclosed to you only so that you can participate in the evaluation. By signing this form, you agree not to talk about this website to anyone. You may tell them that you helped to evaluate an upcoming site.

If you need a break, just tell us.

You may withdraw from this evaluation at any time.

If you have any questions, you may ask now or at any time.

If you agree with these terms, please indicate your agreement by signing here:

Please print your name   _____

Signature   _____

Date   _____

Critical Incident Survey

Briefly describe a specific incident that occurred during the last 3 months involving a multimedia experience on a website that you could classify as a success or a failure.

a. What aspect of the website was involved in the incident?

b. Would you classify this incident as a Success or a Failure?

      ___ Success
      ___ Failure

c. Briefly describe the details of the incident. Indicate the features that led to your success or failure at completing a task.

d. How critical was the incident for the completion of your task? (Circle the number which indicates the criticality of the incident.)

Non-Critical						**Critical**
Extremely	Quite	Slightly	Neutral	Slightly	Quite	Extremely
1	2	3	4	5	6	7

Usability Participant Questionnaire

(Please print or write legibly)

PART 1

Name: _____   Contact #: _____

Email: _____

Profession: _____

Company_____

PART 2

How much experience have you had with the following types of computers and computer devices?

COMPUTER	Y/N	HOW LONG	BROWSER USE	Y/N	HOW LONG	VERSION	OS	TYPE
MAC			FIREFOX				WINDOWS	
PC			IE				MAC	
OTHER			AOL				OTHER	

What is your screen resolution set at?

 ___ 800 x 600   ___ 1024x768
 ___ 1280x1024   ___ 1600x1200

About how many hours a week do you use a computer?

  At home: _____   At work: _____

What do you typically use your computer for?

 ___ Games and Pleasure   ___ Graphics
 ___ Accounting/Finance   ___ Data storage (i.e., data bases)
 ___ Word Processing   ___ Other _____
 ___ Decision Support   ___ Other _____

Post-Test Questionnaire For innertube

This questionnaire is designed to tell us how you feel about the site and product you used today. Please circle the number that most clearly expresses how you feel about a particular statement. Write in any comments you have below each question.

1. Using the CBS website was:

1	2	3	4	5
Very Easy	Easy	Neither Easy Nor Difficult	Difficult	Very Difficult

Comment:

_____

_____ .

2. Using the video player was:

1	2	3	4	5
Very Easy	Easy	Neither Easy Nor Difficult	Difficult	Very Difficult

Comment:

_____

_____ .

3. Finding information about videos was:

1	2	3	4	5
Very Easy	Easy	Neither Easy Nor Difficult	Difficult	Very Difficult

Comment:

_____

_____ .

4. Finding video/clips was:

1	2	3	4	5
Very Easy	Easy	Neither Easy Nor Difficult	Difficult	Very Difficult

Comment:

_____

_____ .

5. If asked, would you recommend that your friends:

a) Watch re-broadcasts of a show   ___ Yes   ___ No
b) Check out the extra information about a show   ___ Yes   ___ No
c) Watch the original content   ___ Yes   ___ No
d) Bookmark the website   ___ Yes   ___ No
e) Other _____   ___ Yes   ___ No

6. Which of the competitors' sites do you go? What do you like/dislike about those other sites?

_____

_____ .

7. If I could change the website and/or video player to better suit my needs, I would:

_____

_____ .

8. What does the name innertube imply to you?

_____

_____ .