

Testing Process for teezer Prototyping.

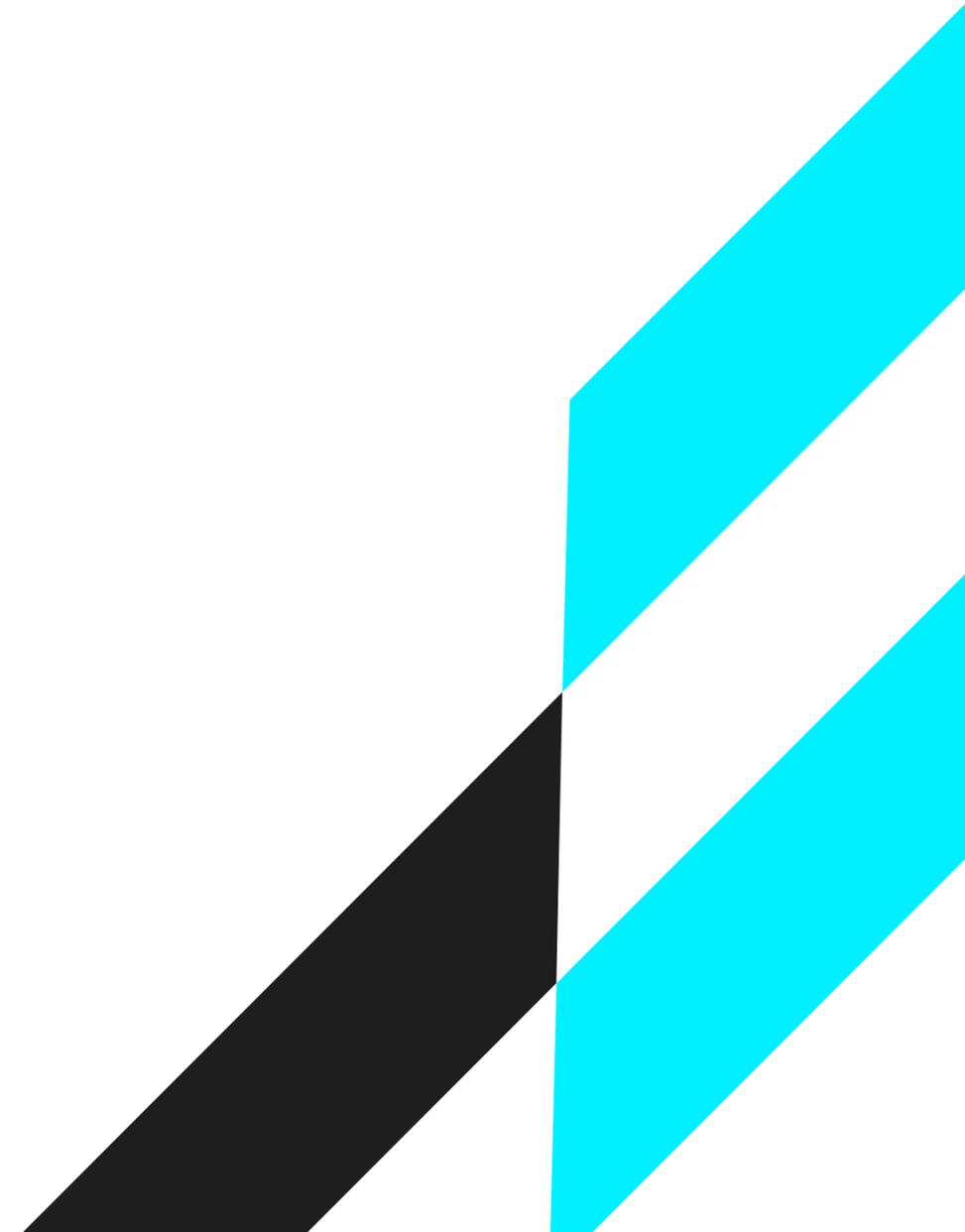
teezer Prototyping **Low, Mid, and High Fidelity**

Process for testing the teezer IA and User Flows By April Seiler

Topics for Discussion

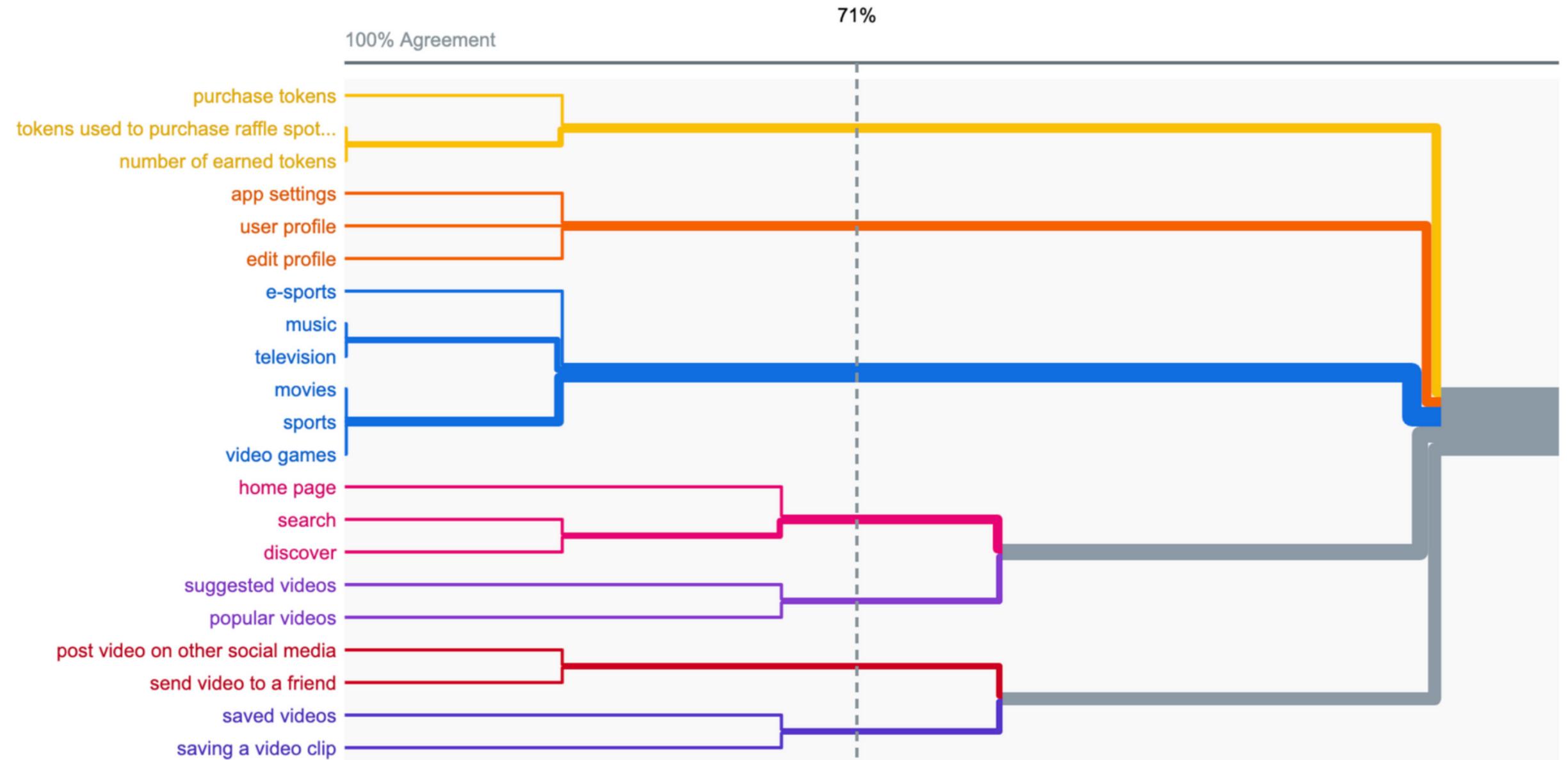
A brief look at the prototyping and testing process

- Preliminary Testing
- Information Architecture
- Wireframes and Paper Prototypes
- Testing Tactics
- Medium Fidelity Results
- High Fidelity Results



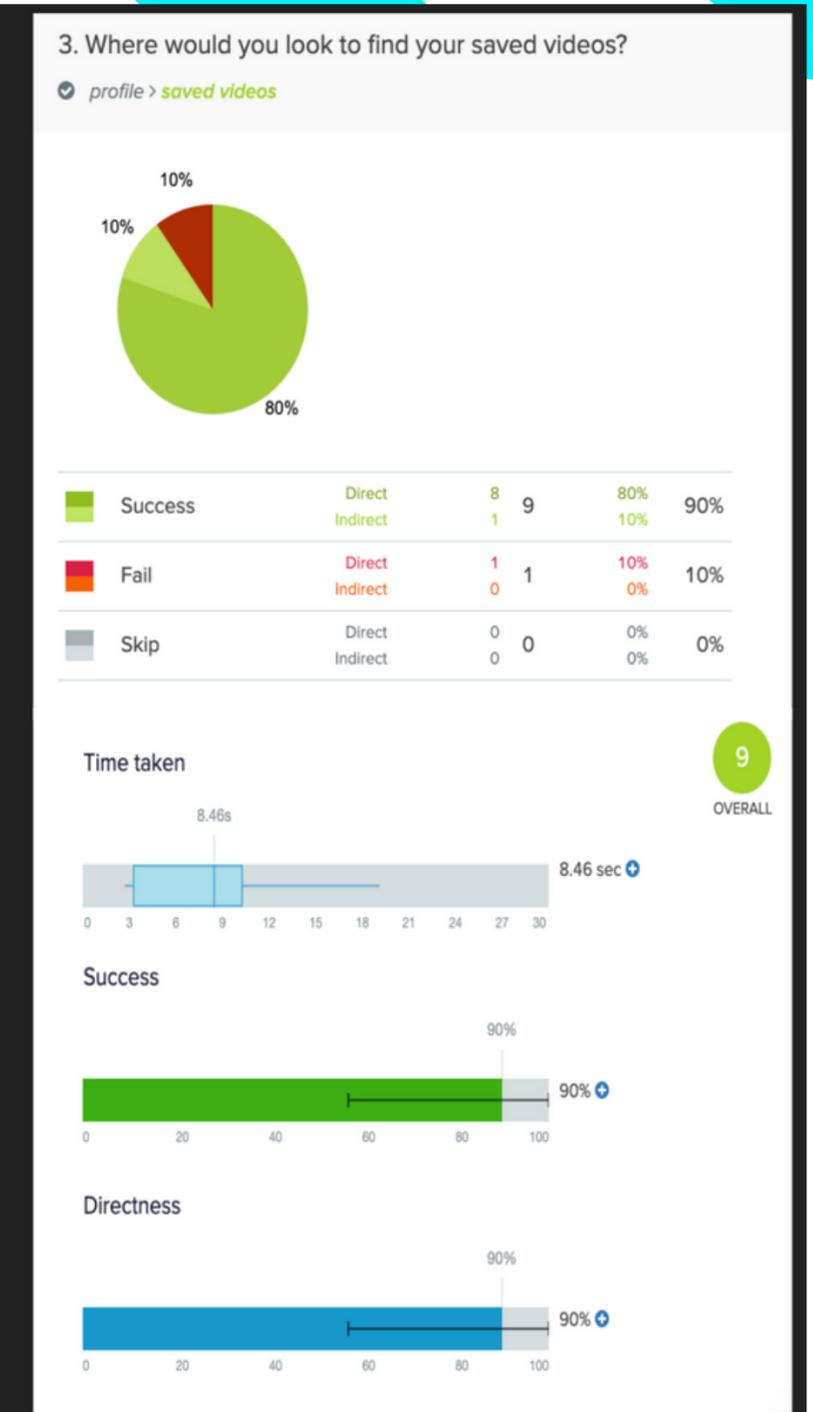
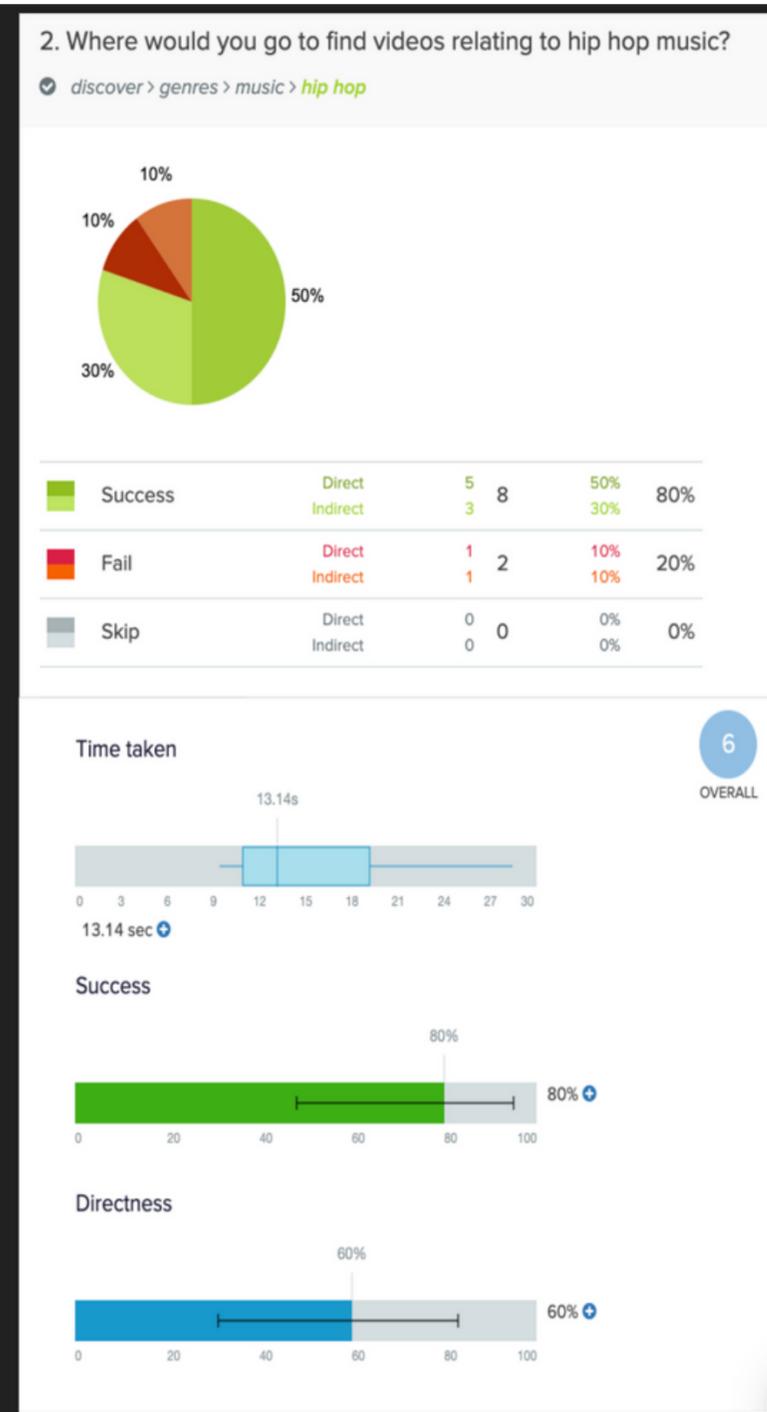
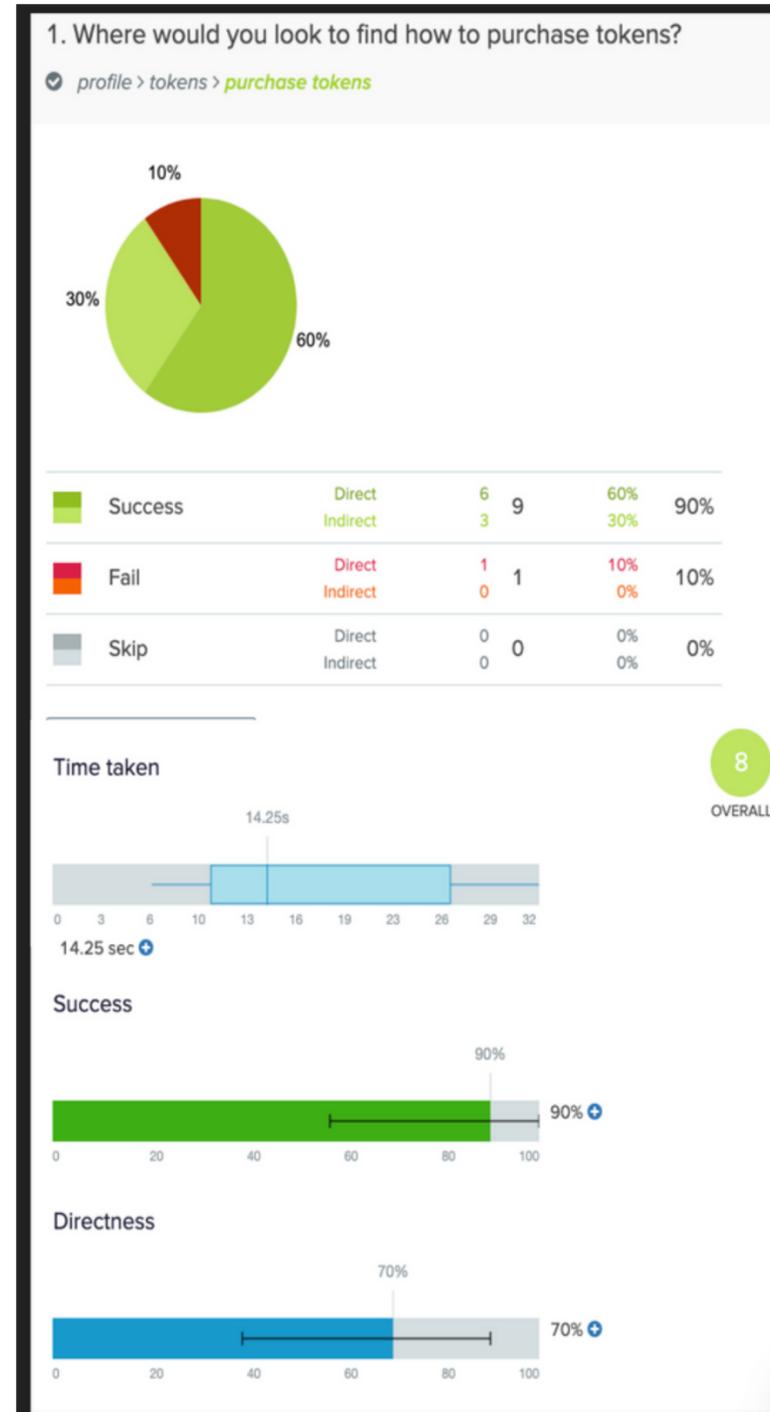
Card Sorting

The card sort is based off of the different features that the application is suppose to have incorporated. The categories, profile settings, tokens, sharing videos, and the actions on individual video clips.

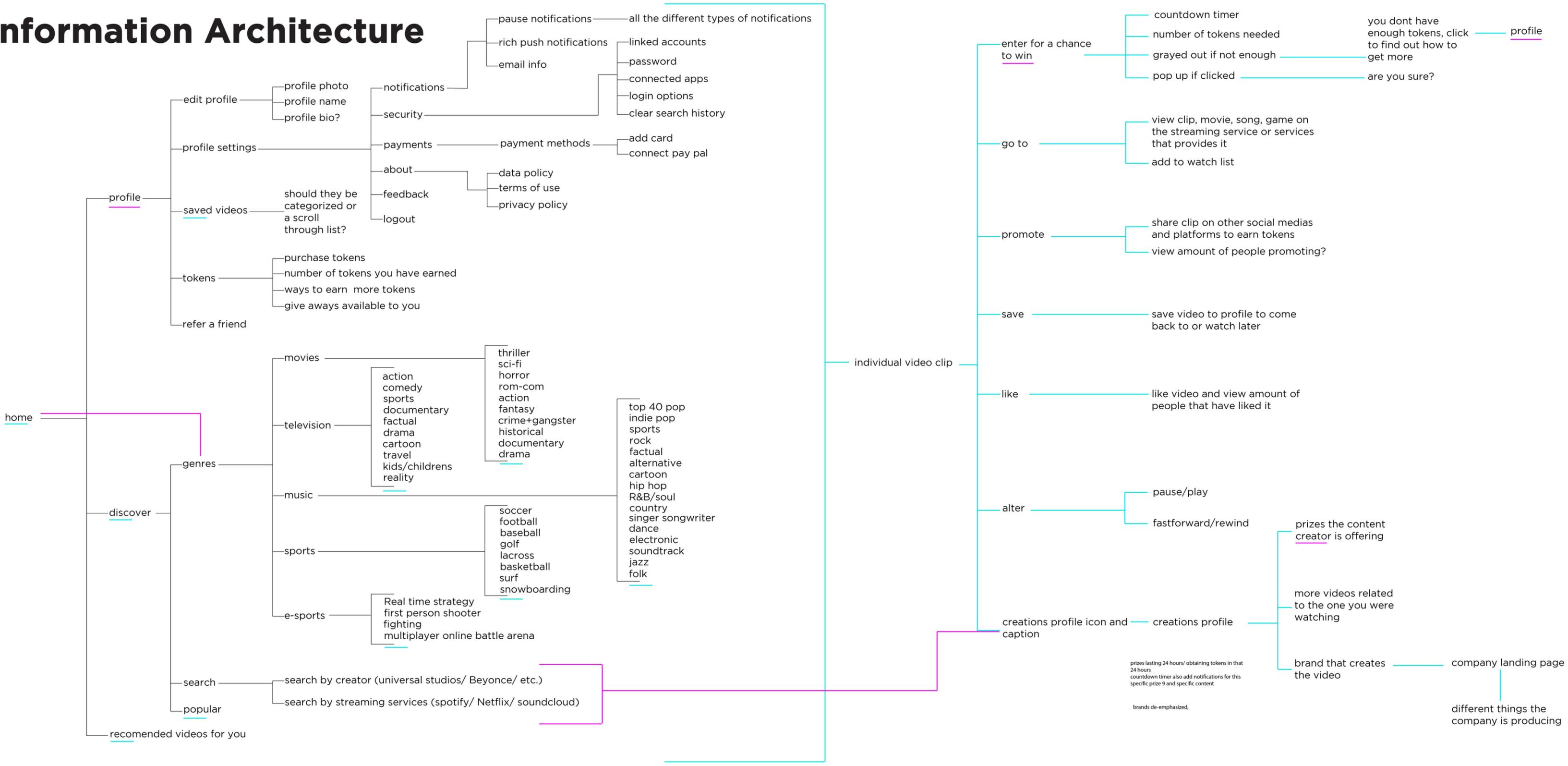


TreeJack Testing

The Tree Jack test consisted of a series of tasks for the user complete based off of the original Information Architecture. The graphs shows how successful each of the tasks were by the users.



Information Architecture



Testing Methods

To test my prototypes I user tested a small group of the target audience and conducted clickable prototype tests via zoom. First I created scripts consisting of both pre-cursor questions about their technology use, age, and familiarity with social networks, as well as different tasks for each target.

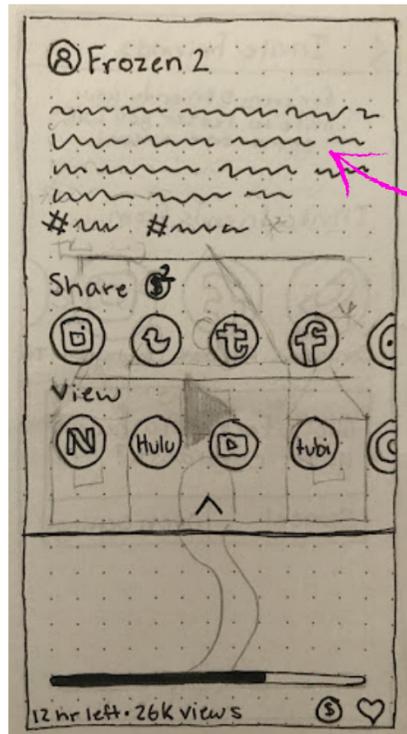
Afterwards, looking back through the feed I timed out how long it took each user to complete each task, documenting both their actions as well as what they said they were going to do.

	A	B	C	D	E	F	G	H	I	J
1	User #	1	2	3	4	5	6			
2	Gender/ age	Female 21	Female 22	Female 21	Male 22	Female 21	Male 28			
3	Tech	9 or 10, adaptable to tech, 3-5 hours a day, twitter and instagram	8 or 9, room to grow, 2 hours a day, tik tok and pinterest	8, room to learn, 12 hours because she works with social media	7 or 8, works in IT and has to help for troubleshooting, 2-3 hours a day, tik tok	8, because there are areas in which she hasnt experienced, 3 or 4 hours a day, twitter	9 or 10, hes an Apple Genius, and degree is based on tech, 2 hours, uses phone for entertainment, instagram and youtube			
4	Task 1 Share Vid	4:40- 5, 20 sec	4:29- 5:13, 45 sec	3:55- 4:18, 23 sec	5:01-5:31, 30 sec	2:59-4:13, 1min 14 sec	3:21- 3:40, 20 sec			
5	Task 1 about	(where she wanted to click, 7:30 because there were tech difficulties) Looking for the share icon	Wanted to go to the profile to get a link to share	She found it but had to look around for a bit, looking for a share button on the home screen	looking for a share icon	also wanted to go to the profile page, ended up on the invite friends.	looking for a share icon, mulan icon is confusing	A share icon up front should solve this issue	we might want to go ahead and do a hashtag feature? idk :/	
6	Task 2 find merch	8:00-8:02, 2 sec	5:37- 5:44, 7 sec	5:20-5:26, 6 sec	5:47-6:09, 22 sec	4:25-4:35, 10 sec	4:56- 5:07, 10 sec			
7	Task 2 about	Found immediately	Found Immediately	Found Immediately	one wrong click, looking under the video info	Found Immediately	Found Immediately	I think this has great results we should leave it as is		
8	Task 3 discover new vids	8:12-10:50, 3 min	6:40-6:50, 10 sec	5:43-5:54, 9 sec	6:36- 8:24, 48 sec	4:46-5:24, 50 sec	5:16- 5:21, 5 sec			
9	Task 3 about	Confused on how I asked the question (does not view the search as discovery), would want to swipe to see new?	Looked to the top to view, but also knew to go to the search bar	Looked to the top to view, but also knew to go to the search bar	would want to swipe to see new, was looking under the categories at the top, the home menu confused him.	wanted to swipe to see new, looking under the categories	Found Immediately	not the failure that it may look like because there are two ways to discover		
10	Task 4 find past liked videos	11:20-11:28, 8 sec	7:12-7:18, 5 sec	6:17-7:02, 40 sec	9:12- 9:25, 13 sec	5:35-5:48, 13 sec	5:43-5:49, 6 sec			
11	Task 4 about	recognized immediately	Found Immediately	confused about the menu, and didnt recognize that the heart icon on the profile were where the ones youve liked in the past are located	Found where it was expected, but still confused because of the last task	Found Immediately	Found Immediately	Mostly successful		
12	Task 5 search for music	11:42-11:45, 3 sec	7:30-7:40, 10 sec	7:22-7:36, 14 sec	10:25- 11:53, 28 sec	6:04-6:13, 9 sec	6:02- 6:07, 5 sec			
13	Task 5 about	Found immediately	Found Immediately	Recognized Immediately	Idk if he really grasped what i was asking	Found Immediately	Found Immediately	successful		
14	Task 6 unlock content	12:30-14:12, 3.5 min	7:53-8:06, 13 sec	8:01-8:19, 18 sec	13:03-13:54, 50 sec	6:51-7:07, 26 sec	6:32-7:07, 40 sec			
15	Task 6 about	Technical difficulties, but recognized where to go (hesitated between money and prize icons)	On the right track, got confused by the icon set	Got confused by the icon set	confused by the money symbols and icons	Confused by icons	confused by token icon on home page, then confused by icon on profile	changing icons should help with this		
16	Task 7 buy more tokens	14:43- 14:55, 12 sec	8:25-8:45, 20 sec	8:55-9:40, 45 sec	14:18-14:47, 30 sec	7:25- 7:40, 15 sec	7:17-7:26, 10 sec			
17	Task 7 about	Seemed to be confused and hesitated	Still confused by the icons	I had to repeat the question, got stuck on the token icon on the home page	we dont really need repeating info	recognized immediately	Found Immediately	think about repetition on the page		
18	Notes	interestingly there was a lot of struggle with understanding that we were already on the home page Wonders why people would be willing to participate in the tokens when it seems that only people who have large followings would earn prizes (wouldn't it inherently privilege people who already have a large following) Looking for the share icon Everyone would go to the categories at the top before they would go to search	Technical difficulty, could not click on the screen If the icon for prize was a trophy, it might make more sense because your unlocking new things?	Liked the way the menu works, however actions seemed to be different in that she seemed confused. Got confused between the two people icons, do we really need a photo for the different pages?	tik tok hides the time to keep people from knowing how long they've been on the app. we dont really need repeating info on the profile page, also do we really even need people or companies to have profile pages we should have our own teaser coin to help with the icon issues where the profile is right now is confusing because it sits on top of the video, so what distinguishes that as main narrative vs video narritave	also on mobile phone so I had to do the clicks for her Would expect for there to be a secondary search bar under each category Confused about repetition on the home page	menu placement is confusing, it doesnt blend in and it makes you look towards the right side of the screen. It could be due to the inability to move the video so being unable to tell that the menu is locked in place			

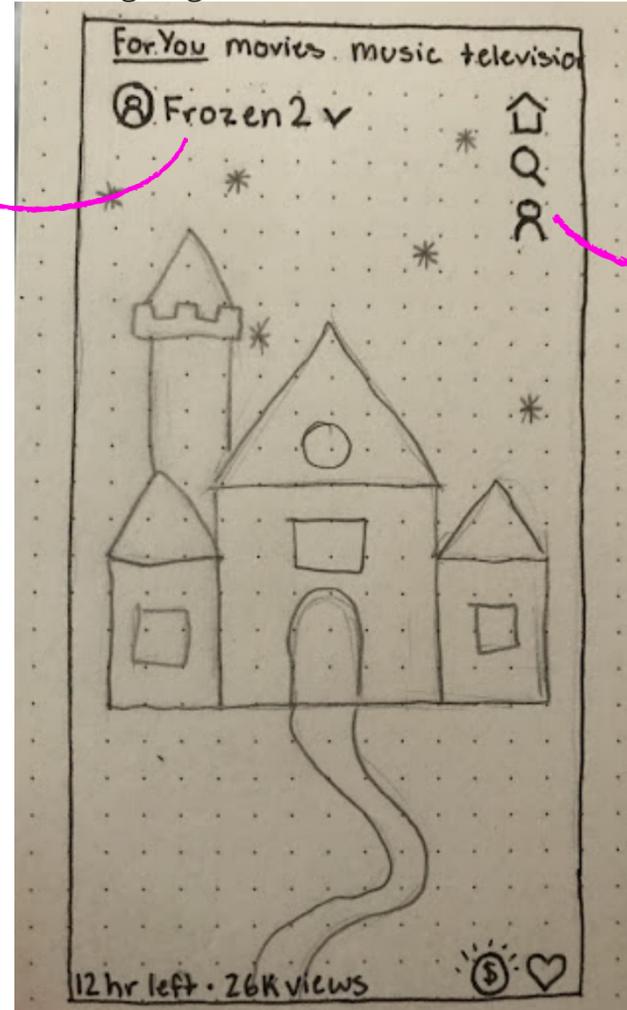
Paper Prototyping

Ideating with paper wireframes I built out the first low fidelity version of the prototype and conducted initial tests with the prototype app called Pop.

Pull Down



Landing Page



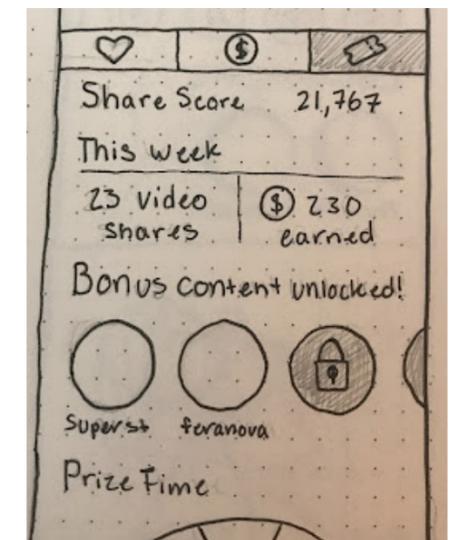
Discover Page



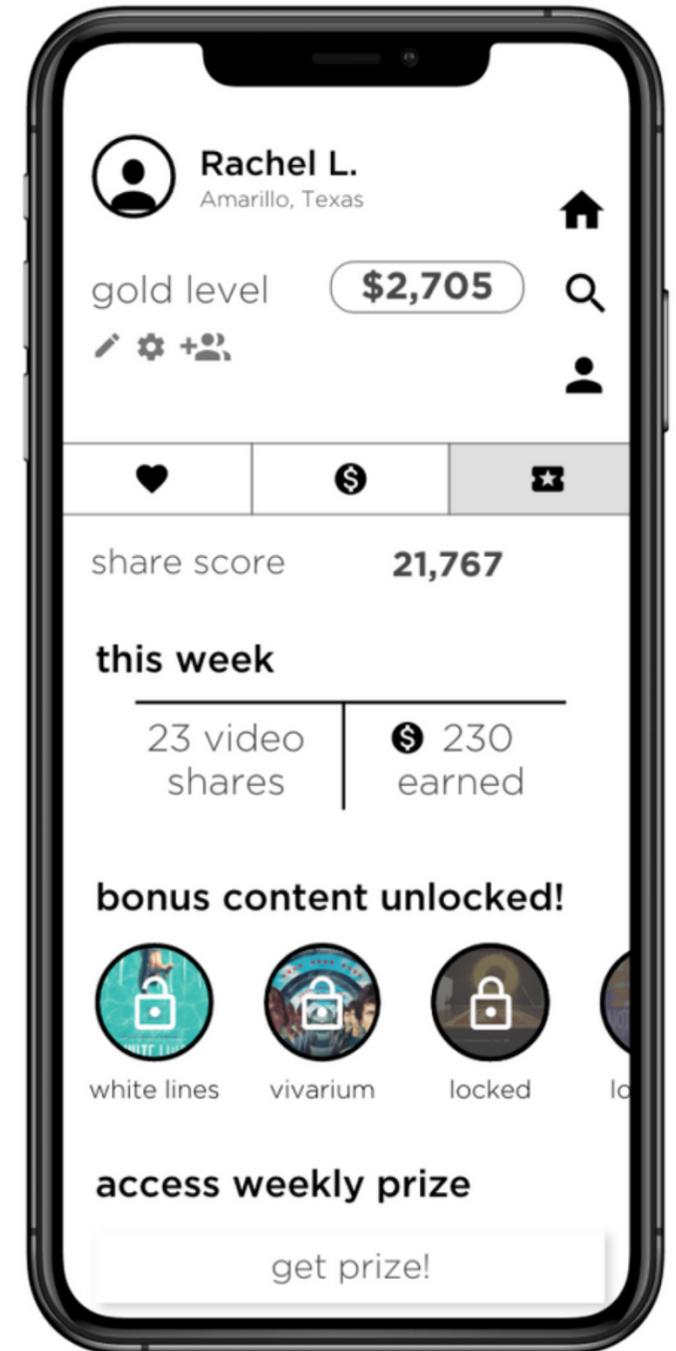
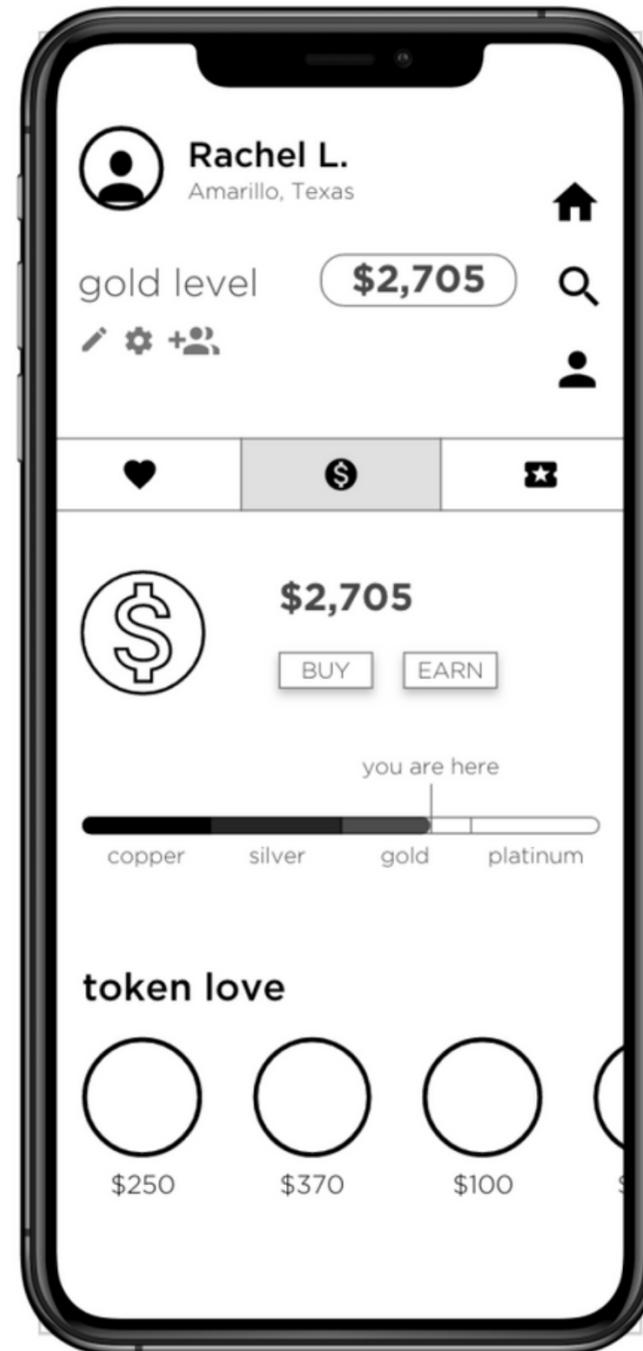
Content Creator Profile



Profile Page



Mid Fidelity Prototype



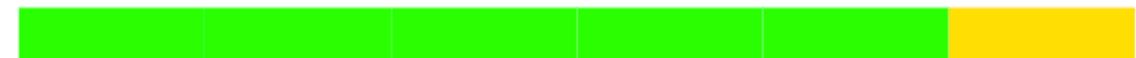
Mid Fidelity Test Results Breakdown

easy difficult failed

Where would you go to share this video with other people or social platforms?



If this video had a prize or merchandise attached to it that you could earn, where would you look to find that?



Where would you look to discover new videos and different genres?



How would you find videos that you have liked or (hearted) in the past?



Where would you go to search for video clips of new Billie Eilish music?

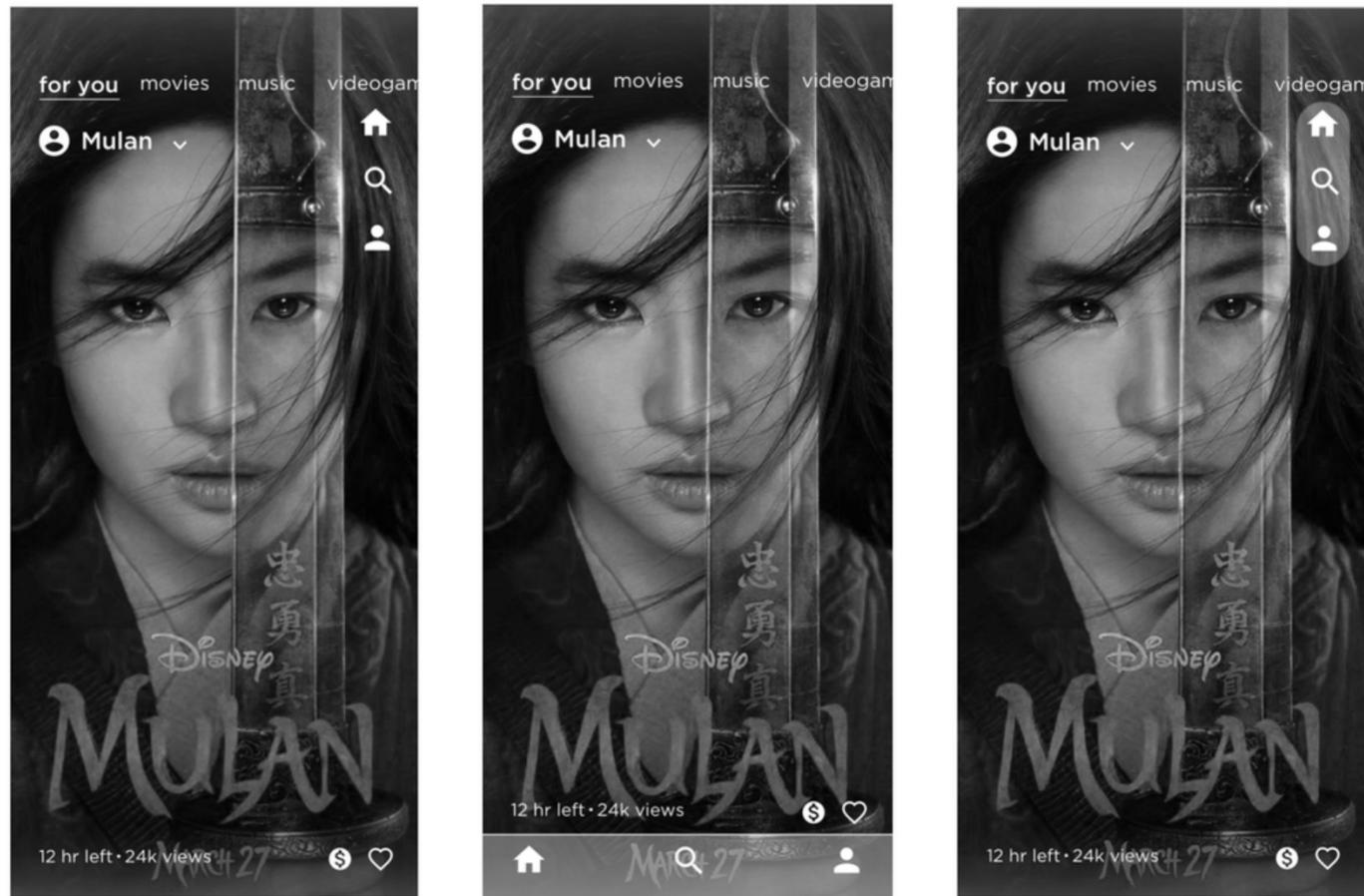


Where would you look to find prizes and content that you have earned or unlocked?



How would you buy more tokens from the app, so that you can earn more prizes?



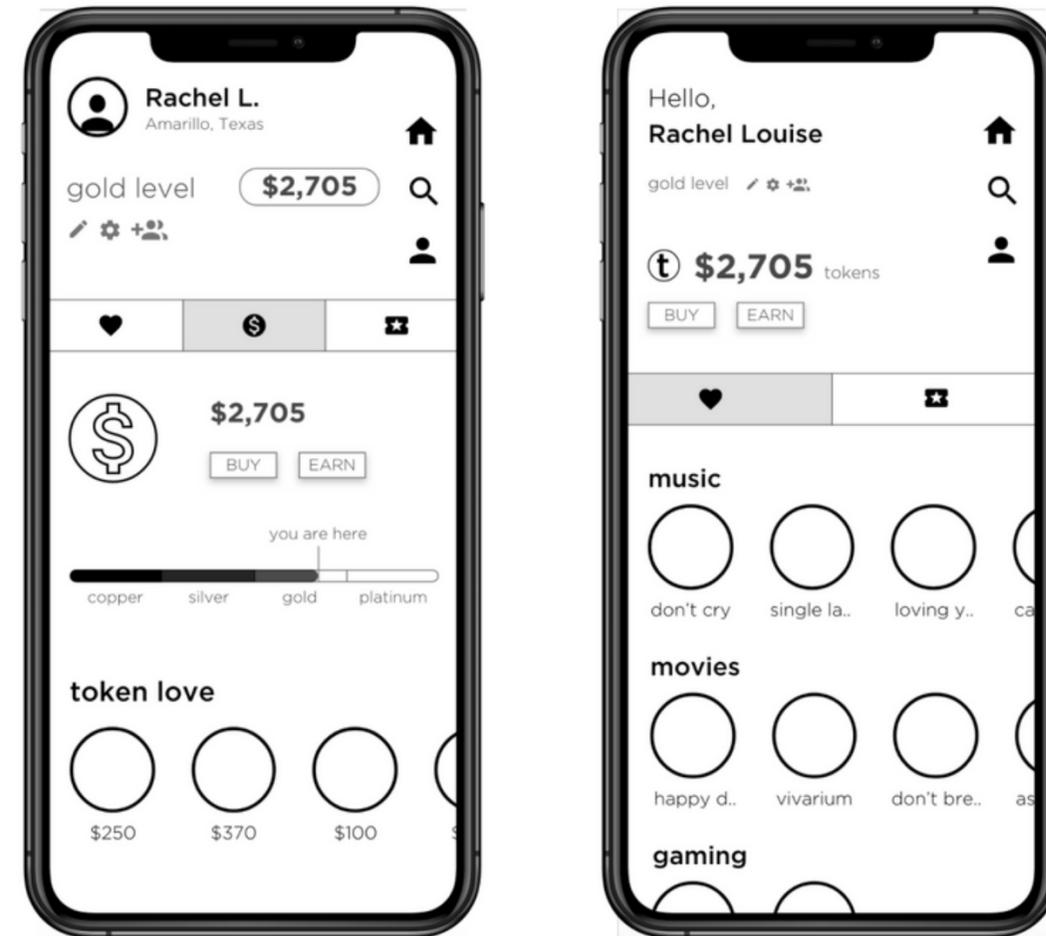


Before

After A

After B

- The menu had some very mixed reviews, while a few users liked the interaction, their actions said different.
- The mixed reviews could be due to nonconformity to the usual menu standards, even though some apps do have a secondary menu, or due to blending in too much with the videos appearing on the home page. It is picked up much faster on the profile and search pages.

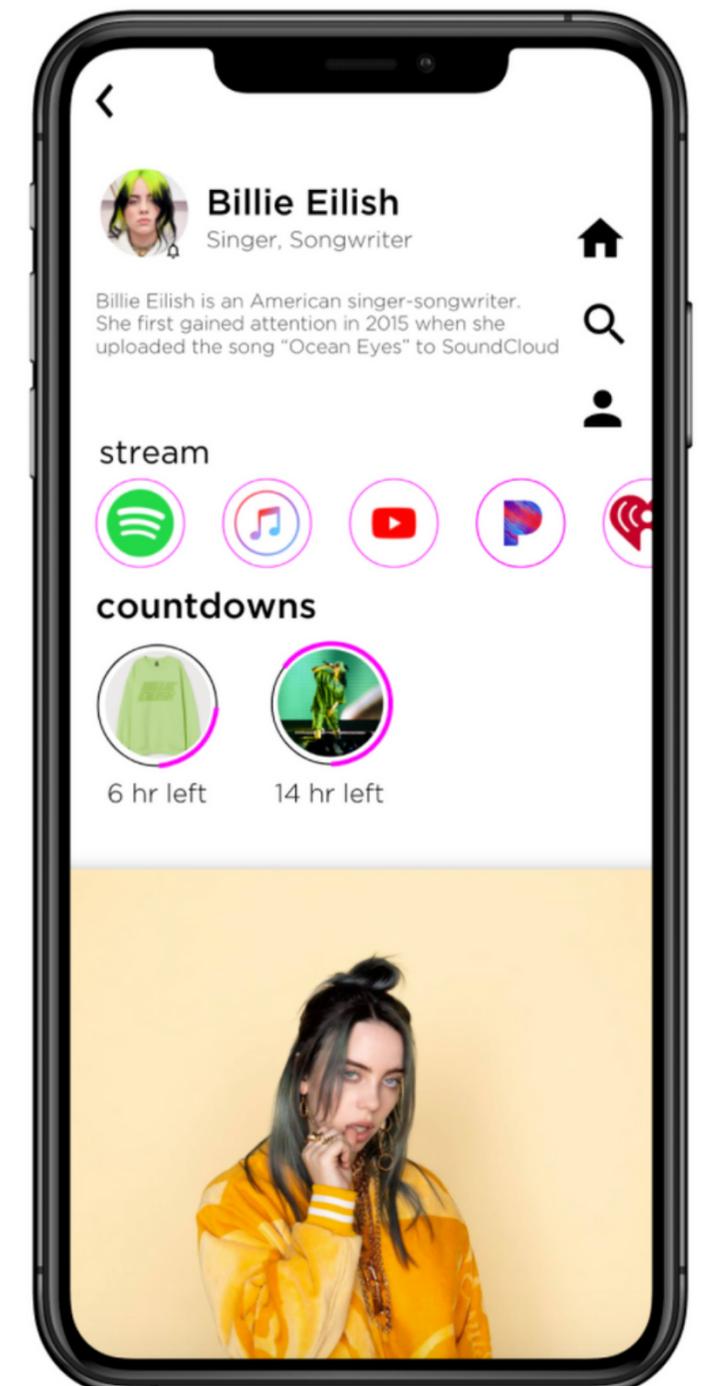
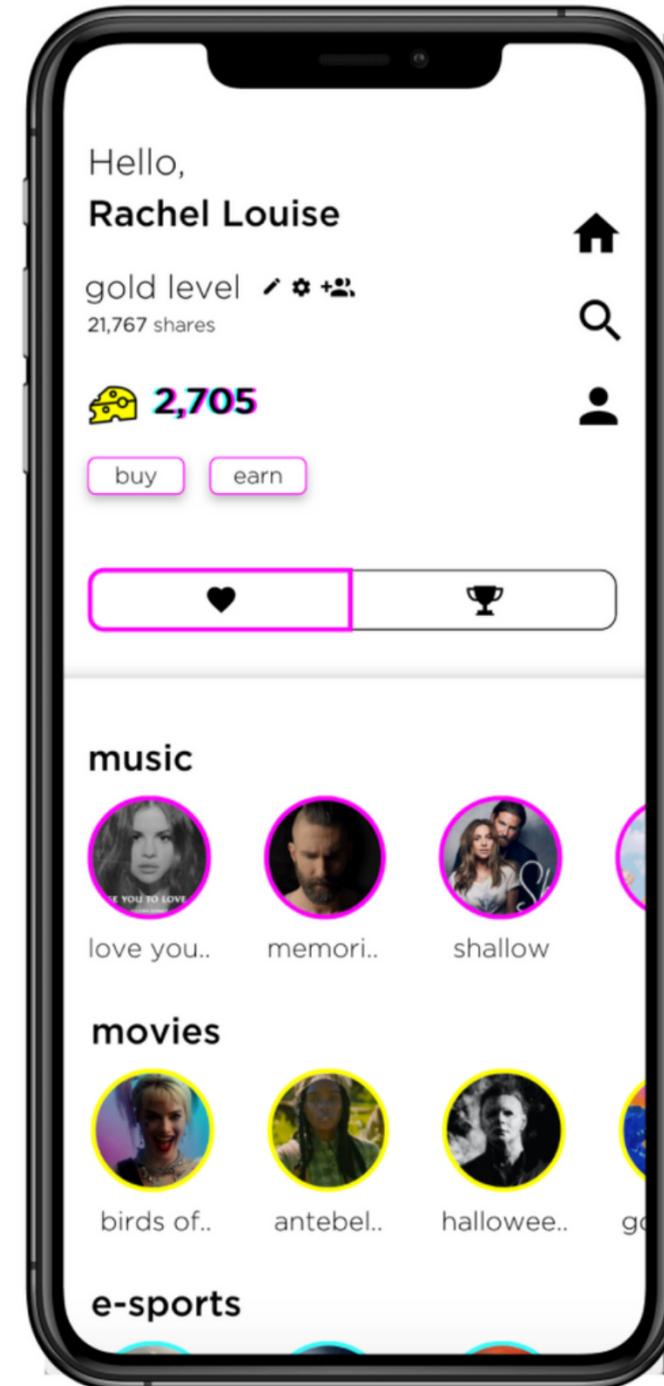
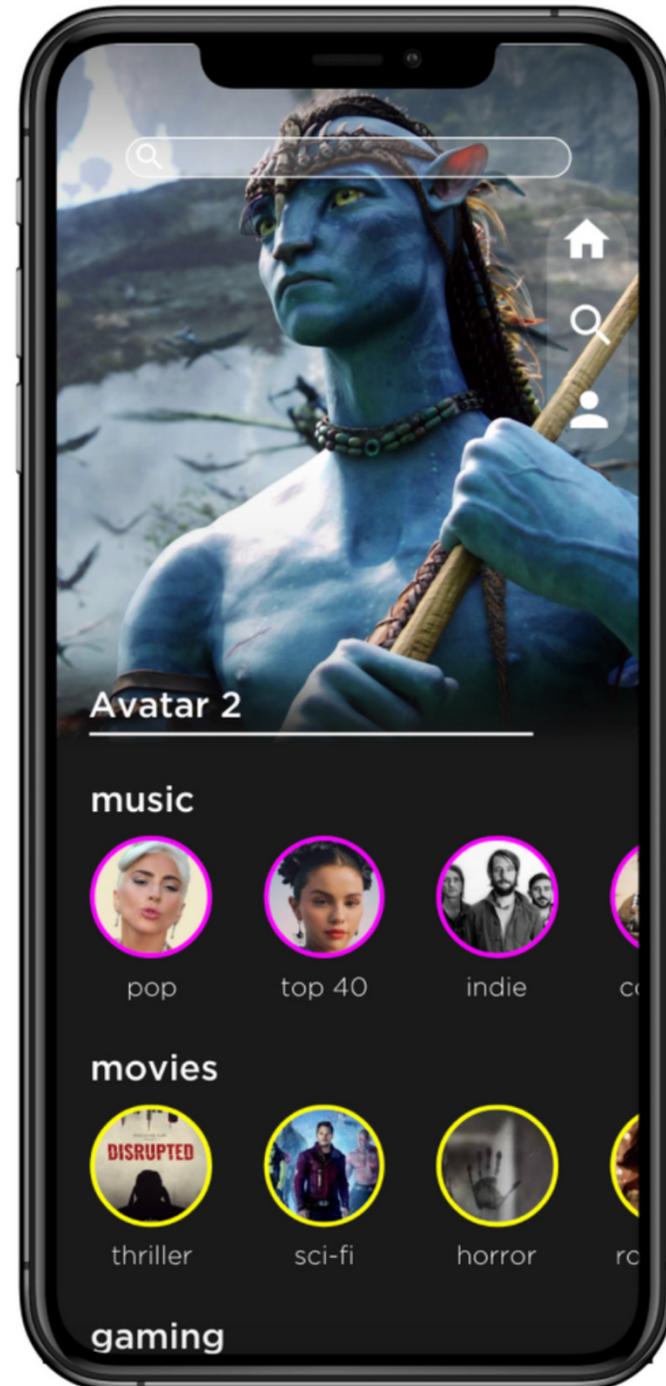


Before

After

- The idea of having a profile photo for our users seems to be completely irrelevant, and confusing for testers.
- The repeated elements of the token purchasing is unnecessary and muddles the profile page.
- Both the token and prize icons, were confusing to users and unnecessary within this interface.

High Fidelity Prototype V1



High Fidelity V1 Test Results Breakdown

This round of testing was based off of some of the problem areas that I intended to fix after the first round of testing, as well as researching the effectiveness of new ideas implemented by the client.

 easy  difficult  failed

If this video had merchandise attached to it that you could earn, where would you look to find that?



Where would you go to search for video clips of new Billie Eilish music, and turn on notifications for that artist?



Where would you look to find prizes and content that you have earned or unlocked?



Where would you go to edit your personal content preferences?

