

P7: Experience Evaluation Plan & Simple Evaluation

Team Spotlight

Part I: Basic Evaluation Plan

Application Scenario

You are an amateur dancer who has suffered from self-consciousness when sharing your dance moves. Currently, you are seeking ways to share your dances and receive proper feedback, along with giving feedback to other dancers. Gaining inspiration is important to you, so you enjoy watching other dancer's choreographies.

Task 1 – Uploading a video

In this task, we want the user to upload a pre-existing dance videos or to take a new video recording of their choreography. The user should create edits to their video and customize it to their liking. They will add in their own personal title, description, along with a category for their dance. The user should also decide who will be able to view the video they are uploading.

Task 2 – Creating a still

In this task, we want the user to provide feedback to other dancers videos. The user will create a freeze-frame and will apply specific edits/tips for the dancers to reflect on.

Task 3 – Creating a progress album

In this task, we want the user to track the progress of their dance moves. The user can add uploaded videos to a progress album to see how their movements and critiques have changed over time.

Participant Profiles

Our target users include amateur dancers who practice choreography

Participant 1 (L1)

The first user typically seeks inspiration through watching videos on YouTube and through written sources. She often receives feedback from other dancers in her classes and from her choreographer. She records herself when learning a new dance move about 50% of the time, depending on the difficulty of the dance move.

Participant 2 (V1)

Our second user is a college student who practiced ballet for many years. She draws her inspiration from dance professors and youtube videos. During the summer, she recorded a lot of her videos extensively to self-critique her dance moves.

Participant 3 (C1)

The third user is not in a dance major, but practices a lot of swing dancing in his free time. He enjoys watching and learning about historical dances via YouTube. He communicates with instructors in dance competitions to get more feedback via video recordings.

Participant 4 (K1):

The fourth user is currently a dance major, and is a choreographer for the upcoming dance major's concert. She sometimes feels like there are a lack of resources within the school, so she often tries to attend local master classes. She gets inspiration from politics and other social events and tries to represent these current events through dancing.

Part II: Simple Evaluation

Motivation

Our motivation in conducting a usability test is to better understand how our users will interact with our application. We want to observe the difficulties users have when using our app, so we can better accommodate for the average user in our design. We want to focus on improving the design, functionality, and experience of our application. Our intention is that these insights will allow us to create a more inclusive and intuitive app.

Methods

Our testing for each participant comprised of three parts:

1. Pre-Observation Interview:

We asked the following three questions before the testing begins to get background information on the user:

- A. What is your current source of feedback on your dances? How are your dance moves critiqued?
 - *This questions provides insights to what current ways amateur dancers receive feedback/ what ways they find most useful. They also might identify the problems/ benefits of their current source of feedback.*

- B. Do you ever record yourself dancing and reflect/ critique your own dances?
- If yes, how often?
 - If no, why not?
- This question gives us an understanding of how frequently dancers record themselves, and if it is something that is useful to amateur dancers specifically.
- C. How do you gain inspiration?
- This question aims to learn how dancers gain inspiration, whether it be from other dancer or from online videos, etc. Essentially, this established the mediums that the dancers typically use when learning new dance moves.*

2. Task Completion and Observations

During this phase, users were given a task to complete in order to identify if our designs were intuitive or difficult.

3. Post-Observation Interview:

During the post-observation interview, we followed up with questions that aimed to gain constructive feedback about our app. Our questions revolved around our motivations for the app, and how well we fulfilled them. This process made us reflect on which metaphorical and idiomatic elements were important vs. which were unnecessary. The interview consisted of the three following questions:

- A. Which feature(s) did you find the most useful to you as a dancer?
-This question was used to identify the strengths and key features of our app. It indicated which aspects of our design were done well.
- B. After navigating through the app, would you feel confident enough to post your dances on our platform?
-This question was used to assure that our app still meets our design value of 'trust'.
- C. Are there any features that you would add to this application?
-This question was used to gain new inspiration for ideas that we may not have thought of from the perspective of dancers.

Findings

Finding 1 - Creating a Still

All of the users were confused about the icon as a metaphor of creating a still. They did not draw a clear connection between a pin icon related to the terminology used in dance. All users avoided interacting with the "pin" button until the very end. To address this problem of icon clarity, we will redesign the icon so that it clearly guides users to

leave comment for the dancer in specific frame. We will try to create an icon that is more representative of the act of “creating a still”.

After tapping on the “pin” button, users V1 and C1 did not use the tool bar on the right side of the video, instead, they pressed confirm on the pop up screen to make a still right away. We will redesign the user flow to encourage users to edit or comment on the video while editing the still, and then prompt them with confirmation to save the comment.

K1 feels uncomfortable commenting on dancers that she is not familiar with, and she much rather prefers to critique dancers if they are in her studio or if she is familiar with them. This reminds us again of the importance of privacy settings while uploading a dance video, we will implement it in the flow of uploading the dance video.

Finding 2 - Uploading a new video

Participants L1 and C1 both were confused with the placement of our metaphorical elements when uploading a new video. One element that confused both of them was our ‘slow motion’ icon. Participant L1 did not know if this symbolized speeding up or slowing down, and participant C1 recommended that the slow motion be a tortoise icon instead of forward pointing arrows.

Participant C1 mentioned that he was worried about the way the filters and tool annotations would sync with specific movements of his dances. For example, he brought up the question that if he wanted to draw on his video, how would he measure the timeframe in which the drawing will be displayed? This is a feature that we have taken a closer look at, and found that a lot of the tools that we included were unnecessary for dancers and were more designed for social apps. In addition, he suggested that our zoom in/out tool is very useful, but was not implemented in the most effective way. Currently we have zoom(+/-). However, he stated that as a dancer, it would be best to pinch in and out on the screen in order to zoom in on specific body parts.

On the contrary, L1 recommended that we should include filters that are standard (i.e. black and white, sephia, etc.) instead of “fun” filters, like those found on SnapChat. She stated that her favorite tool was the trimming feature because it allowed her to edit out the parts of the video that she did not want to include, allowing her to focus critique on specific parts of her dancing. When she created a new video recording on our prototype, she was confused with the gallery icon because it reminded her of a grid. This was a pretty quick issue for us to resolve. She also appreciated the ability to categorize her dances and the ability to choose who is allowed to view the dances that she posts.

Finding 3 - Create a Progress Album

Most of the participants identified the creation of a progress album as a straight forwards, simple experience. However, some of the aspects of our design were identified as being unintuitive. Both L1 and C1 identified that selecting the videos to place in a new album was unclear. Our design identified the videos in a user's camera roll as "singles" and identified the videos that are currently in albums as "singles in progress albums." L1 and C1 said that it would be more clear if they were better labeled. To solve this issue, we are going to change the "singles" ID tag to "camera roll", and the "singles in progress albums" ID tag to "uploaded videos." This makes the distinction more clear and makes the user feel more comfortable when choosing videos to upload. C1 also stated that they were confused as to how they would scroll through the listed videos. The layout of the videos was compact and made it more difficult to peruse their videos than it should be. To fix this issue, we are going to dedicate more screen space to each video category and we will implement a side-scrolling feature to make choosing a video easier.

Both users also felt that the screen was cluttered with arrows. Most of our actions required the precise clicking of a small arrow, which they felt detracted from their experience. To fix this, we are either going to remove the arrows from each progress album, or we will make the arrows less apparent (removing the arrow shaft or lowering the opacity). This will create a more intuitive selection process and will decrease the amount of clutter on our screens. The users also felt that they should be able to change the order of the dances in each progress album, which is a function that we are going to add to our app.

Another problem that the users identified was that the naming of each progress album felt off. After creating the album, users were presented with a screen of all of their current progress albums with the newly created, unnamed album at the top. They then had to select the new album which would trigger a pop-up asking them to input an album name. To make this process flow better, we are going to implement the naming of an album before they are ever displayed with the list of their current progress albums. This will reduce the amount of clicks and screens that a user has to navigate through, and will make the creation of an album more smooth.

(Sam, always tap, not click.)