

Synthesizing the Results

NOTE: Results are broken down across 2 categories: **CONNECTING** and **MAKING A LIVING**

Usability Testing Results

ArtistConnect

CONNECTING

Task scenario 1: Building network (Persona 1 primary goal)

You're looking to grow your artist network, but don't know where to start. How would you use the app to help?

Success Rate

- N/A

Description of Findings

- Experienced Social Media users easily run through posting flow and get how to network
- App is familiar enough that basic connectivity interactions are intuitive
- Details around posting categories are easily missed first time posting
- "Resources" not intuitive place to look for networking tips
- User suggested adding RSVP feature to event posts. Can add to "Hit em back" screen

Analysis

- Structure of UI and posting flow allow experienced social media users to easily apply common networking skills
- Familiarity of flow can potentially lead users to breeze past details around posting categories
- Networking tips located under the "Resources" tab provide extra depth to users as they explore app. As long as basic networking can be performed without that info it is not an issue if users don't see it upon first few uses of app

Recommendations

- Change nomenclature/icon for "Resources" to "Tips/Resources" to make it more obvious there is helpful info at that location. Should be especially helpful for users inexperienced with networking on similar apps
- On posts with "local event" category chosen, add RSVP feature to "hit em back" screen

CONNECTING

Task scenario 2: Getting work critiqued (Persona 1 secondary goal + mid-top desired feature)

You're working on a piece and having second thoughts about the direction it's heading. You figure some informed feedback from another artist or two could help. How would you use the app for that purpose?

Success Rate

- 4/4

Description of Findings

- Once user has gone through posting flow (as in previous task), selecting category flow is run through quickly/easily
- While category is easily selected, details around categories easily missed through first 2x posting
- Intuitive/familiar IA/layout potential downside: it's easy to miss details as users feel they've gone through flows many times before on different apps

Analysis

- Structure of UI and posting flow is intuitive and familiar
- Familiarity with flow can potentially lead users to breeze past details around posting categories

Recommendations

- Users continue to miss details around posting categories, but this is not impeding activity. Will know if we need to make posting category details more prominent as use data is collected. No recommendations at this time.

CONNECTING

Task scenario 3: Sharing (one of top desired features in card sort)

You come across a post of a painting for sale on your main feed and immediately think of a connection who might be interested in purchasing it. How would you share the post with that connection?

Success Rate

- 4/4

Description of Findings

- Sharing feature is intuitive and flow easy to run through
- Unrelated to ease of task user made suggestion to incorporate messaging across other apps

Analysis

- Confirming earlier findings that structure of UI and methods of interaction are intuitive and familiar

Recommendations

- Add ability to message across apps if development allows

Quotes From Users

"Ok, that's easy"

CONNECTING

Task scenario 4: Ease of posting + posting category selection (mid-top desired feature + one of the primary ways to communicate, want to ensure its intuitive):

You've just come back from a trip to Thailand and your camera roll is filled with photos of vibrant landscapes rich with color. You've already pulled color palettes from some of these pics for your own work and would like to share them for others to be inspired. How would you use the app to do that?

Success Rate

- 4/4

Description of Findings

- Posting feature/category selection functions intuitively
- As users explore depth of posting categories, they appreciate the options
- After posting 3x, users appear to understand that using posting categories is efficient way to communicate within app

Analysis

- Confirming earlier findings that structure of UI and methods of interaction are intuitive and familiar

Recommendations

- No recommendations

Quotes From Users

"Inspiration for others, oh! That's a cool feature, I like that idea."

CONNECTING

Task scenario 5: Collaboration (mid-top desired feature + intuitiveness/ease of posting and choosing categories):

You've got an idea for a multimedia piece and would like to link up with collaborators who specialize in a medium outside your area of expertise. No one in your network has that specialty so you'll have to reach out to the community at large. How would you use the app to put out the call to collaborate?

Success Rate

- 4/4

Description of Findings

- Posting feature/category selection functions intuitively
- Users expressing appreciation for artist-focused features

Analysis

- Confirming earlier findings that structure of UI and methods of interaction are intuitive and familiar

Recommendations

- No recommendations

Quotes From Users

"I think it's a really cool concept for artists"

CONNECTING

Task scenario 6: Direct connecting (one of top desired features in card sort):

You've developed a new connection in the app through conversations around a critique. You don't have their cell number and want to reach out directly to chat about an idea for a project. Please try that now.

Success Rate

- 4/4

Description of Findings

- 4/4 users click "here" link seemingly not interested in tips ("here" link likely too prominent)
- 3/4 users found DC button easily
- 3/4 users quickly recovered after "Resources" detour and cruised through DC process after that

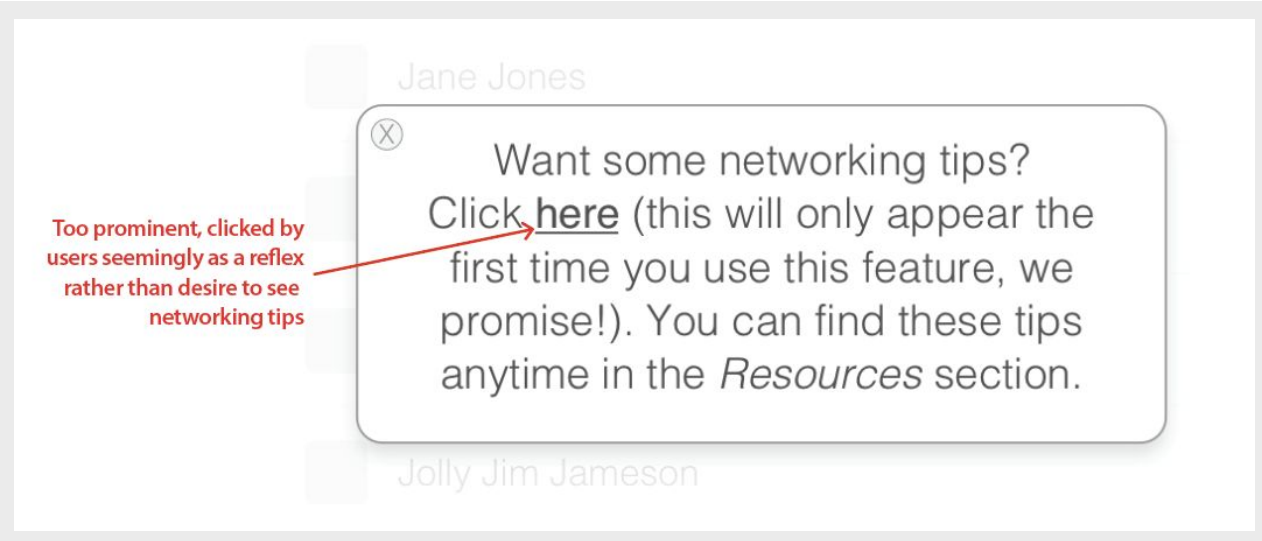
Analysis

- Direct Connect button is easy to find and flow easy to follow
- "Here" link after DC click is too prominent

Recommendations

- On Direct Connect first use screen, diminish prominence of "here" link

SCREENSHOTS



CONNECTING

Task scenario 7: IA terms intuitive? (fundamental usability heuristic)

You see a post with a painting for sale that you think is great. You don't have the funds or wallspace to buy it so decide to give it the equivalent of a "like" instead. Please go to the Main Feed and do that now.

Success Rate

- 4/4

Description of Findings

- "Digging this" recognized as like equivalent
- "Digging this" placement intuitive

Analysis

- "Digging this" nomenclature recognized by users as an equivalent way to "like" a post

Recommendations

- No recommendations

CONNECTING

Task scenario 8: IA terms intuitive? (testing to see if “hit em back” is recognized as a way to reply directly to a post. Testing fundamental usability heuristic)

You come across a post about a project that you’d be psyched to be a part of. Lucky for you the poster is looking for collaborators. How would you let the poster know you’re interested?

Success Rate

- 4/4

Description of Findings

- “Hit em back” recognized as direct reply equivalent
- “Hit em back” placement intuitive

Analysis

- “Hit em back” nomenclature recognized by users as a direct way to communicate back to original poster

Recommendations

- No recommendations

MAKING A LIVING

Task scenario 9: Selling (persona 2 primary goal + one of top desired features)

You’ve just finished a piece and are ready to put it up for sale. You’ve got some great photos of it on your camera roll. How would you use the app to try and sell it?

Success Rate

- 4/4

Description of Findings

- Users seamlessly ran through selling flow with no issues
- One user suggested “click for pricing” button instead of contact artist for pricing link– could impede transaction if buyer does not want to communicate w seller and just wants to see price

Analysis

- Process of selling art intuitive
- A “click to view pricing” option instead of contact artist link could improve ease of selling process

Recommendations

- Change contact artist for pricing link to click for pricing– will immediately reveal pricing info and notify seller there is potential interest in piece

MAKING A LIVING

Task scenario 10: Finding creative work (one of top desired features in card sort):

You're looking to replenish some art supplies and feeling a bit light in the wallet. You decide to get an art-related gig to make a little extra cash and would like to browse through open jobs. How would you use the app to do that?

Success Rate

- 4/4

Description of Findings

- Finding creative gigs is easily done
- Users appreciated feature

Analysis

- Process of finding creative gigs in app is intuitive and easily done

Recommendations

- No recommendations

Quotes From Users

"Now that's a really, really cool feature. I'm always on Craigslist trying to find a cash paying gig or creative gig of some sort..."

MAKING A LIVING

Task scenario 11: Buying art (one of top desired features in card sort)

You've decided to finally decorate that blank wall in your living room. You'd also like to support the local art community so decide purchasing a piece from a local artist is a great way to accomplish both. How would you use the app to do that?

Success Rate

- 4/4

Description of Findings

- Buying art feature location easily found
- Flow easily run through, size of type in post details to be increased

Analysis

- Process of buying art in app is intuitive and easily done
- Type size within details of post to be increased

Recommendations

- Increase type size of details within buying art posts

MAKING A LIVING

Task scenario 12: Self-promotion without the ick (Jo secondary goal + one of top desired features in card sort)

After months of effort you've just landed a show exhibiting some of your most recent work. You're understandably nervous that no one but close relatives are going to show up and want a quick way to get the word out to a supportive community. How would you use the app to promote the show?

Success Rate

- 4/4

Description of Findings

- Posting flow easily run through
- 2/4 users drawn to "Local Event" category
- 1/4 chooses "Local Event" instead of "Promote Yo self!"
- Karma Chip details easily missed
- If pressed to dig deeper into Karma Chip feature it is well appreciated by users

Analysis

- Both categories ("promote yo self!" and "local event") can work for self-promotion purposes. Of primary importance is that category is selected (allows for more direct connections/ease of topic search)
- Karma Chip feature introduced for those uncomfortable with self promotion is welcome but not necessary for activity
- Thinking is, as users spend more time in app they will discover posting category details over time and be able to use the app in more nuanced ways

Recommendations

- Users continue to miss details around posting categories, but this is not impeding activity. Will know if we need to make posting category details more prominent as use data is collected. No recommendations at this time.

Quotes From Users

"The free marketing is nice. To be able to market to other people's networks but you do that through this Karma chip and you're promoting others and you get promoted in turn... it creates an outreach where people can find you but you don't know how they found you... this mechanism seems really interesting."

MAKING A LIVING

Task scenario 13: how likely are people to use search to find inspiration? (recognition of magnifying glass icon as useful tool)

You haven't made something in a couple of weeks and are feeling the itch to create. You'd like to search for some inspiration to get the ball rolling. How would you use the app to do that?

Success Rate

- 1/4

Description of Findings

- Magnifying glass placement easily missed -or- user does not associate search feature with browsing for inspiration
- Users more likely to browse app to find inspiration
- Users associate search icon more with searching for other users
- 1/4 users used search icon and ran through flow easily
- 2 users suggested adding search for people as a category under search

Analysis

- Search is not an intuitive method for finding inspiration– could also bode poorly for using search for categorized posts
- Oversight of not including people as search category should be rectified

Recommendations

- Add “people” under search categories
- Make search feature more clear/prominent by changing icon to form field with text: “search for everything...”