

## **1. Intro (2 min)**

### ***What***

1. Looking at wireframes for archive of ads (commercials)
2. Usability test with five sections
3. Each section has series of related tasks
4. At end of each section, questions.

### ***Why***

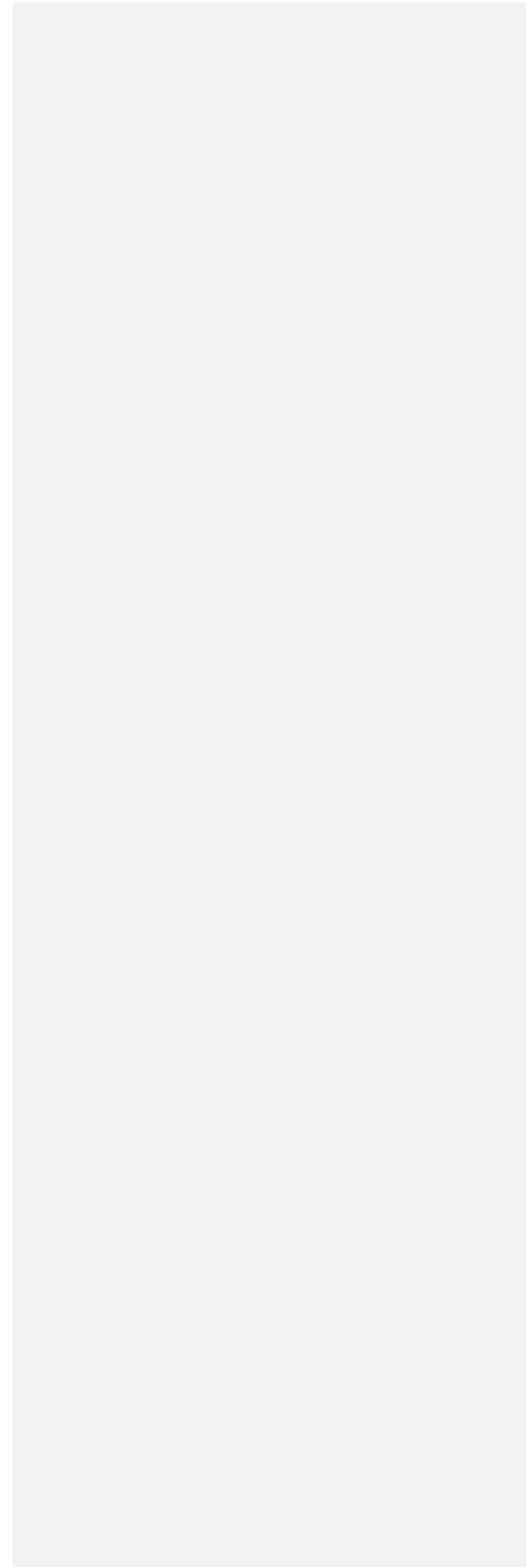
1. Testing usability (and enjoyability) of interface
2. Not testing you
3. Modify interface based on results and feedback (unless perfect)

### ***How***

1. Think-aloud method
2. Show-and-tell / Walk-and-talk
3. I'm blind: do play-by-play

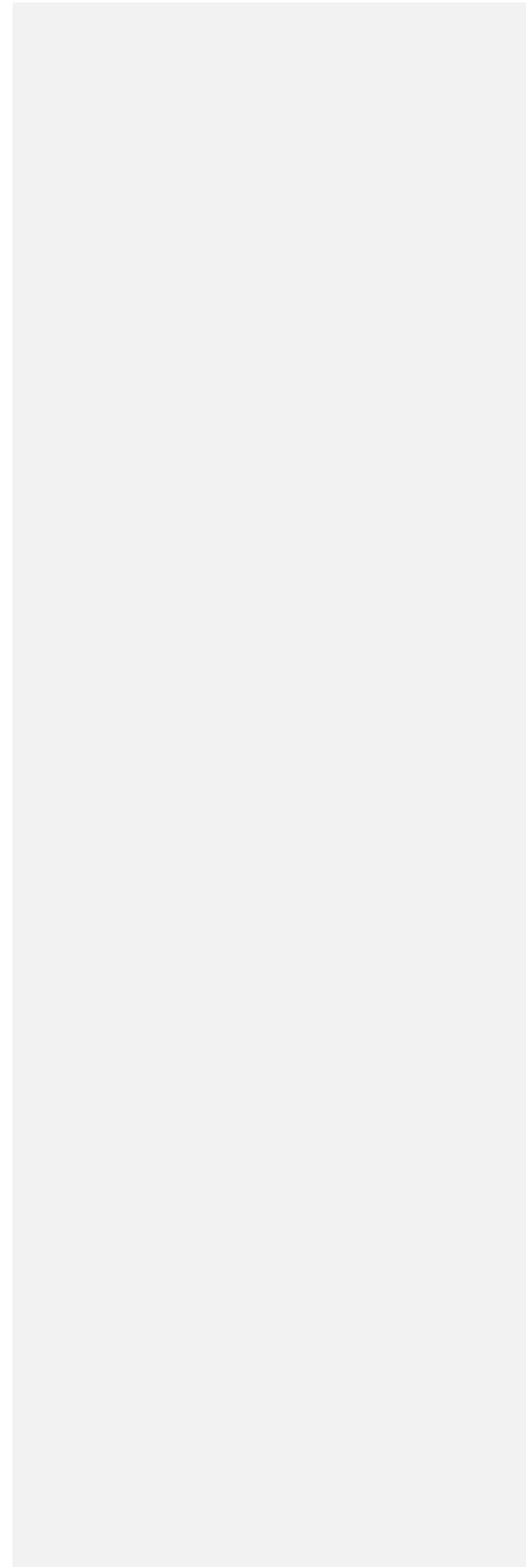
### ***Permission***

1. Recording & identity private
2. Anonymous quotes & states
3. Permission to record?



**2. Warm-Up (3 min) [8:06 - 8:09 pm]**

1. Can you *briefly* describe your experience with creative-advertising?
  - No direct experience
  - Works with creative-design peers
  
2. On a scale of 1-5, how would you rate your knowledge of this field?
  - 2/5
  - Understands idea of creative teams overall
  
3. In the past 30 days, have you searched for any ads *on purpose*?
  - Sought targeted ads: discount codes
  - Not commercials
  
4. [Yes] What was (were) the ad (ads?) What was your reason? How did you search?
  - N/A
  
5. [No] Have you ever searched for any ads on purpose?
  - No
  
6. What was the ad? What was your reason? How did you search?



### 3. Usability Test (67/35 min) [8:11 - 9:18 pm]

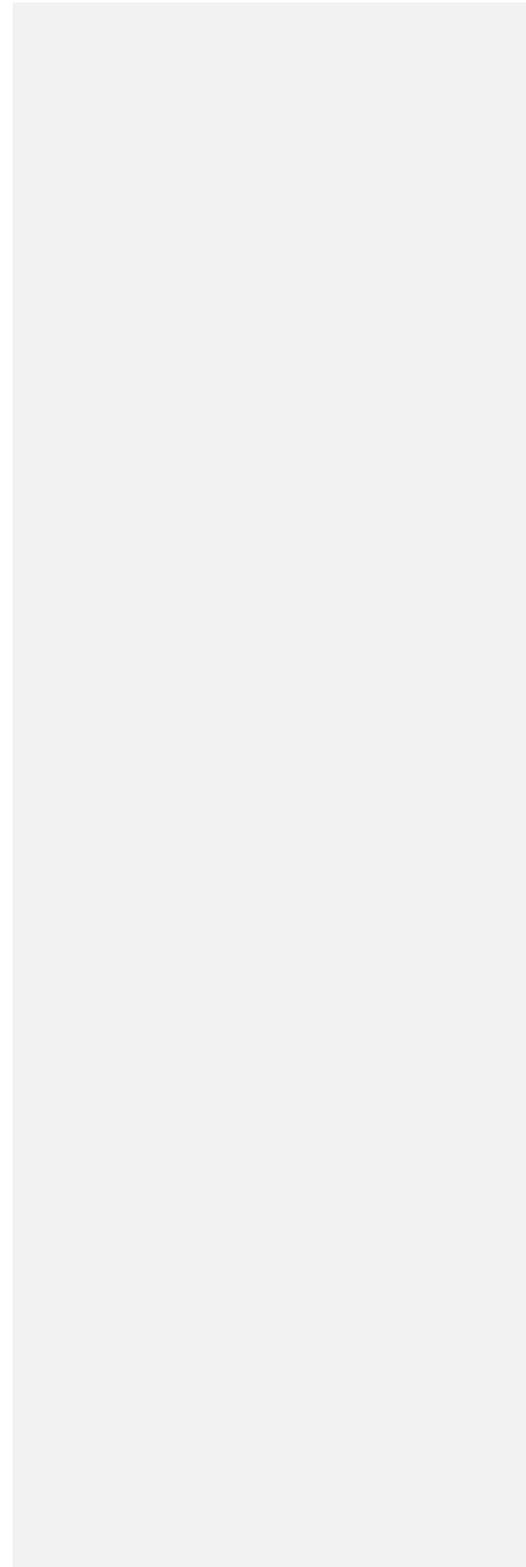
[Share link]

#### 3.1. Searching (8/8 min) [8:11 - 8:19 pm]

1. **[Home]** What are your impressions of this screen?
  - “Plain”
  - “Straightforward”
  - Unsure of of *That Ad*
  - Notices & understands menu, breadcrumb
2. Think of an ad, or type of ad, that you might want to find. [Suggest scenarios.] What's the ad (ads), and how would you search for it (them)?
  - Types “heritage minute canada” in main field
  - Assumes case doesn't matter
  - Clicks Enter key (‘more likely’) or *Search* button
3. [If not using precision search] How would you search for something more specific?
  - “Very detailed”
  - “Good to filter search”
  - Labels are “clear”
  - Types “Canada” in *Place*, “Heritage Minute” in *Brand*
  - Clicks *Search* button
4. **[Precision]** What are your impressions of this section?
5. Pretend that you're searching for ads that involve David Fincher. You've typed his name into the main field. How would you submit your search?
  - Types name in *People*, clicks Enter key

*Post-Task Questions*

1. On a scale of 1-5, how *easy-to-use* are these elements?
  - 5/5
  - “Really straightforward”
  - “Very clear” label examples
  - “Just enough” number of fields
  
2. Would you change anything about how they *work* (function)?
  - Suggest *Search* button at end
  - *Feel* field is “subjective”
  - “Controlled vocabulary populating for some” fields
  
3. Would you change anything about how they *look*?
  - “Size is fine”



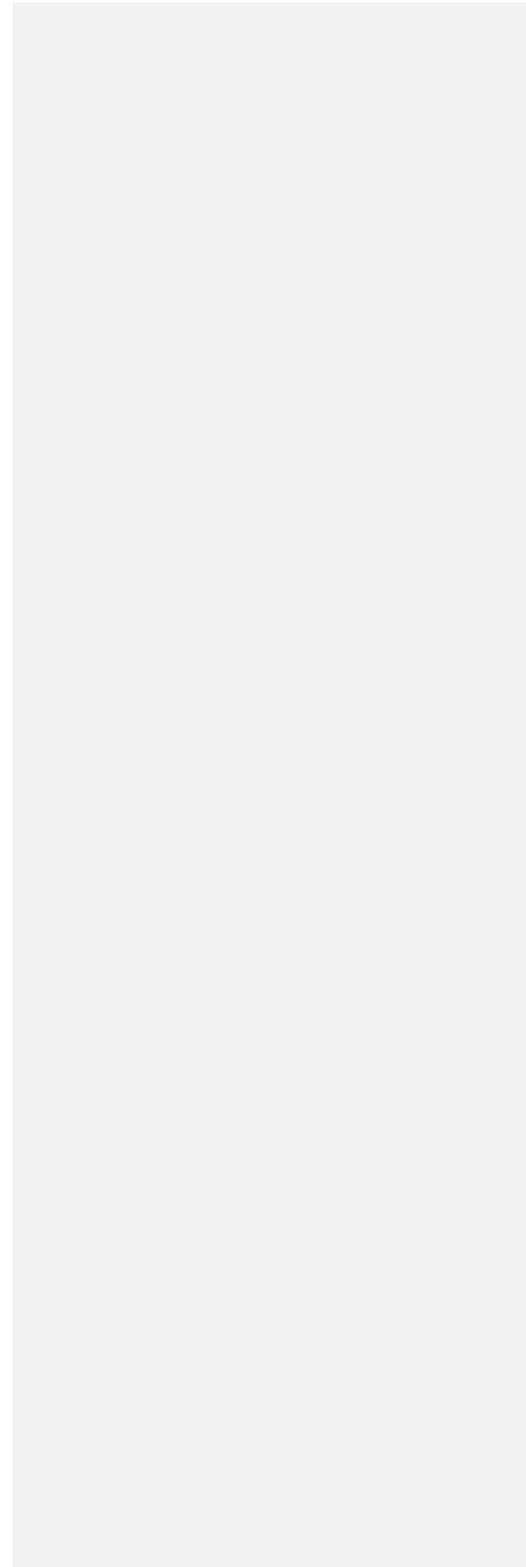
### 3.2. Record within Results (14/7 min) [8:19 - 8:33 pm]

1. [Results] What are your impressions of this screen?
  - Cursor rests on thumbnails
  - Notices results per page, results total, year
  - Assumes (unsure) chronological order
  - “Maybe sort” to reverse order
  - Doesn’t know *Paginate*
  - Video player is intuitive
2. On the results page, would you prefer an embedded video-player or an expanded one?
  - Prefers embedded to “get quick idea”
3. How would you find more information about the second ad (“Golf”)?
  - Clicks “on the three dots”
  - Expects *Examine* to show info in summary or new page
4. How would you *expect* to find more information without leaving the results page?
  - Expand summary or new page
5. [Overview] What are your impressions of this screen?
  - “Reminds me of closing credits of a movie”
  - Notices *View full record*, expects more metadata
6. If you select *View full record*, what do you expect to happen?
  - Expects new page in current tab
  - Expects breadcrumb to be browser history: include searches
7. How would you return to the results page?
  - Clicks *Close* (main) or outside window
8. How would you bookmark, favorite, or pin this ad?
  - Deduces difference between *Save* and *Add to*
9. If you select *Save* what do you expect to happen?
  - Expects “bookmark icon” beside result number
10. How would you put this ad into a group (or groups) of other ads?
  - Clicks ellipsis then *Add to*
  - “That makes sense”

11. **[Add]** What are your impressions of this screen?
  - Notices item-numbers, character-limit
  - “That makes sense”
  
12. How would you add this ad to the “Black & White” collection *and* a new collection?
  - Clicks both checkmarks
  - Expects prompt in name-field
  - Clicks *Add*
  - Expects summary of additions in modal
  - Expects “checkmark beside it”
  
13. How would you share this ad outside of this site?
  - Clicks ellipsis then *Copy link*
  - Expects “pop-up” that lists destinations (social media) and link
  - Prefers “Copy to clipboard” function

*Post-Task Questions*

1. On a scale of 1-5, how *easy-to-use* are these elements?
  - 5/5
  - “Pretty straightforward”
  - (Probe) Unsure *Paginate* function
  
2. Would you change anything about how they *work* (function)?
  - (Probe) Suggests summary of additions to collections
  
3. Would you change anything about how they *look*?
  - “No, this makes sense”

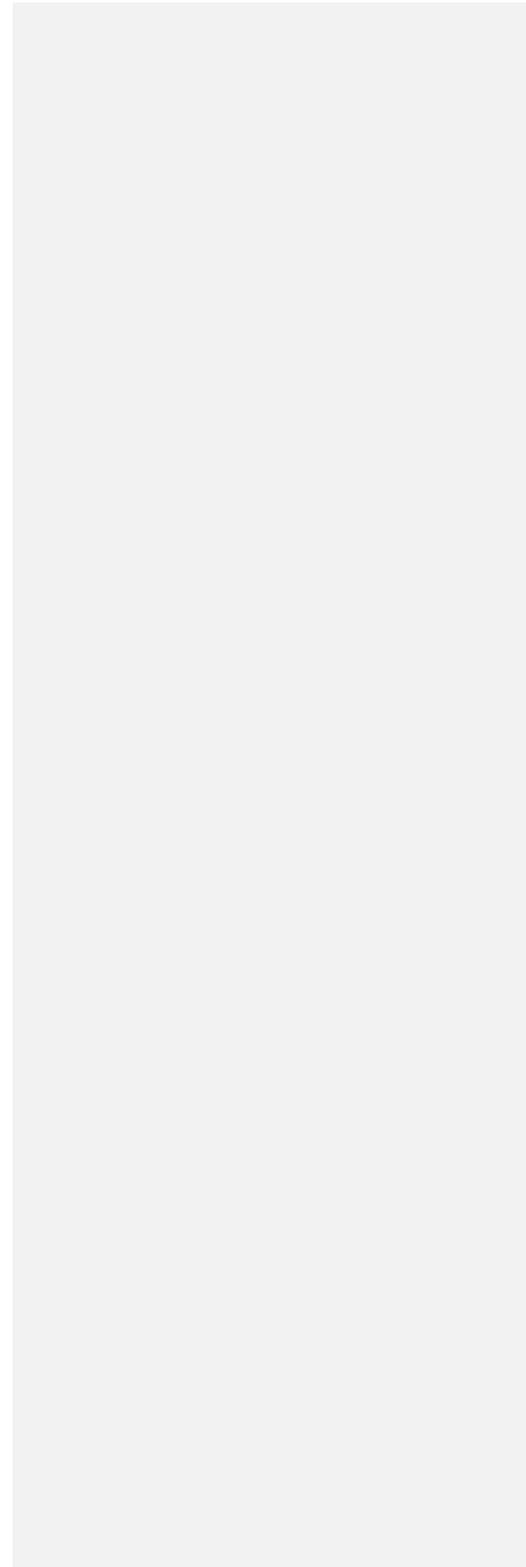


### 3.3. Results (14/7 min) [8:33 - 8:47pm]

1. How would you modify the search terms (e.g. add, remove, and/or edit keywords)?
  - Goes to search form at top
  - Clicks *precision fields*
  - Expects fields to “push everything down”
2. How would you refine the results *without* modifying the search?
  - Expects *Filter* to expand menu (more likely) or show modal
3. **[Filter]** What are your impressions of this screen?
  - “Clear”
  - “Matches expanded fields”
  - Notices tallies
  - Deduces expansion of attributes
4. How would you limit these results to clothing ads?
  - Clicks *Industry*, then *Fashion & Apparel*, then *Filter*
  - Selects ellipsis to review filters
  - Suggests active-filters (“smaller font”) under heading
  - Active-filters can be toggle buttons on results
5. How would you change the organization (e.g. grouping and ordering) of the results?
  - Selects ellipsis, expects modal (title, alphabetical)
6. **[Sort]** What are your impressions of this screen?
  - (Probe) “Hard to tell what’s in effect”
7. How would you order the results to show them from oldest to newest?
  - “Oh”
  - Expects *Oldest* to be only *Year* alternative
  - Doesn’t understand purpose of alternatives
  - Deduces (unsure) order of sorting
8. How would you abandon your changes, and return to the results?
  - Clicks *Cancel* button
9. How many results do you prefer to be on a page?
  - “10 is a good amount”
  - “20 would be a lot”

*Post-Task Questions*

1. On a scale of 1-5, how *easy-to-use* are these elements?
  - 4/5
  - Sorting was “a little unclear”
  
2. Would you change anything about how they *work* (function)?
  - Show applied-filters on results page
  - Applied filters can be toggled
  - Show applied-sorting
  
3. Would you change anything about how they *look*?
  - “No I don’t think so”



### 3.4. Collections (Groups) (16/7 min) [8:47 - 9:03 pm ]

1. How would you find your customized groups of ads?
  - Clicks menu, then *Collections*
  
2. **[Menu]** What are your impressions of this menu?
  - “Very clear”
  - Expects “*log out* at the bottom”
  - Expects & prefers instant logout, not prompt
  
3. **[Collections]** What are your impressions of this screen?
  - Notices number of collections, items for each, “notes I wrote”
  - Prefers default/chosen thumbnails
  
4. How would you (expect to) delete the “Cinematic” collection?
  - Clicks item-ellipsis then *Delete*
  
5. How would you delete multiple collections?
  - Clicks page-ellipsis then *Delete* (expected)
  - Expects checkbox beside collection numbers
  - “Straightforward” modal
  - Clicks *Close* to cancel
  
6. How would you make a copy of the “Black & White” collection?
  - Selects page-ellipsis then *Duplicate*
  - Expects collection “immediate after”
  - Expects “Copy” but “Duplicate is fine”
  - Expects collection name & description edits on page
  
7. How would you edit the contents of the *copied* (new) collection?
  - Clicks collection title
  
8. **[Collection]** What are your impressions of this screen?
  - Notices 4 items
  - “Would like to see it smaller”
  - Prefers smaller thumbnails, not players
  - Prefers grid with 4-6 columns
  - Doesn’t like scrolling if collection is big
  
9. How would you reposition the *second ad* (“Drugstore”) to be the *first one*?
  - Prefers to click and drag
  - Clicks to item-ellipsis, then *Move to start*

10. If this collection had 100 ads, how would you re-position this ad to the *second-last position*?

- Clicks *Move to* and expects modal

11. **[Move]** What are your impressions of this screen?

- Types number then clicks *Move*
- Prefers notice to be on affected record

12. How would you change the name of this collection?

- Clicks page-ellipsis and expects “edit info”
- Menu is “pretty clear”

13. **[Edit]** What are your impressions of this screen?

- Notices character limit
- Explains function of *Clear*,
- Believes notices are on second item
- Prefers notices at top of viewport
- Prefers right-alignment where “most actions are”

#### *Post-Task Questions*

1. On a scale of 1-5, how *easy-to-use* are these elements?

- 5/5
- “Pretty clear what the options are”
- Function of buttons

2. Would you change anything about how they *work* (function)?

- (Probe) Notices at viewport top and right

3. Would you change anything about how they *look*?

- Prefers grid for collections
- (Probe) Prefers thumbnails; videos might have long-loading

### 3.5. Records (8/4 min) [9:04 - 9:12 pm]

1. How would you see information about the “Golf” ad?
  - Clicks *Golf* title
2. [Record] What are your impressions of this page?
  - “Pretty detailed page”
  - Notices headings, within-page links (“Context”)
  - Expects item-ellipsis to “collapse” or “copy” text in section
3. From this page, how would you add this ad to yet another collection?
  - Deduces jurisdiction of *Credits* ellipsis based on location
  - Clicks page-ellipsis, then *Add to*, expects same modal
4. How would you contact the staff about the information for this ad (for example, credits)?
  - Clicks menu
  - Suggests footer-menu, “something tiny”
  - Copies link to record then clicks *Contact*
  - Expects field for email, dropdown for categories, and input for message

#### Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
  - 5/5
  - “Clear” links
2. Would you change anything about how they *work* (function)?
  - Expects section-ellipsis to have ‘copy text’ and ‘copy section-URL’ functions
3. Would you change anything about how they *look*?
  - Clarify jurisdiction of item-ellipsis
  - Prefers ellipsis-alignment with section headings

### 3.6 Closing (6/3 min) [9:12 - 9:18 pm]

1. On a scale of 1-5, how would you rate the *usability* of the interface?
  - “3.5 to 4” / 5
  - “Still don’t know what the *Paginate* function is”
  - Search is “pretty clear”
  - Collection as a grid would be “pretty nice”
  - “You want to see things right away” while searching
  - “Trying to see as much as possible”
  - “Scrolling down to things would be difficult”
  - “Quite big,” “maybe too big” search results
  - Prefers grid over list
  - Prefers to select items from results-page and add to collection
2. On a scale of 1-5, how would you rate the *enjoyability* of the interface
  - 4/5
  - “Not terrible”
  - “Didn’t feel finicky”
  - “It says what it did”
3. What’s the *best* aspect of this archive?
  - “This detailed record bit”
  - Sections directing people to specific interest
  - Can’t think of secondary
4. What’s the *weakest* aspect of this archive?
  - Can improve filtering options: instant removal of applied-filters
  - “More color”
  - Suggests green-colored notices

Commented [1]: Clarify

Commented [2]: Clarify

### 5. Cool-Down (2 min)

1. What’s your favorite ad, or group of ads?
2. Why do you like it?
3. If you’ve worked on ads, which one is your favorite?