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)

1. Can you *briefly* describe your experience with the creative-advertising?

2. On a scale of 1-5, how would you rate your knowledge of this field?

3. In the past 30 days, have you searched for any ads *on purpose*?

    a. [Yes] What was (were) the ad (ads?) What was your reason? How did you search?

    b. [No] Have you ever searched for any ads on purpose?

        i. What was the ad? What was your reason? How did you search?

3. Usability Test (35 min)

[Share link]

3.1. Searching (8 min)

1. **[Home]** What are your impressions of this screen?

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)?

3. [If not using precision search] How would you search for something more specific?

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?

Post-Task Questions

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

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

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

3.2. Record within Results (7 min)

1. On the results page, would you prefer an embedded video-player or an expanded one?

2. How would you find more information about the second ad ("Golf")?

3. How would you *expect* to find more information without leaving the results page?

4. **[Overview]** What are your impressions of this screen?

5. If you select "View full record," what do you expect to happen?

6. How would you return to the results page?

7. How would you bookmark, favorite, or pin this ad?

8. If you select "Save," what do you expect to happen?

9. How would you put this ad into a group (or groups) of other ads?

10. **[Add]** What are your impressions of this screen?

11. How would you add this ad to the "Black & White" collection *and* a new collection?

12. How would you share this ad outside of this site?

Post-Task Questions

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

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

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

3.3. Results (7 min)

1. **[Results]** What are your impressions of this page?

2. How would you modify the search terms (e.g. add, remove, and/or edit keywords)?

3. How would you refine the results *without* modifying the search?

4. **[Filter]** What are your impressions of this screen?

5. How would you limit these results to clothing ads?

6. How would you change the organization (e.g. grouping and ordering) of the results?

7. **[Sort]** What are your impressions of this screen?

8. How would you order the results to show them from oldest to newest?

9. How would you abandon your changes, and return to the results?

10. How many results do you prefer to be on a page?

Post-Task Questions

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

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

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

3.4. Collections (Groups) (7 min)

1. How would you find your customized groups of ads?

2. **[Menu]** What are your impressions of this menu?

3. **[Collections]** What are your impressions of this screen?

4. How would you (expect to) delete the "Cinematic" collection?

5. How would you delete multiple collections?

6. How would you make a copy of the "Black & White" collection?

7. How would you edit the contents of the *copied* (new) collection?

8. **[Collection]** What are your impressions of this screen?

9. How would you re-position the *second ad* ("Drugstore") to be the *first one*?

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

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

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

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

Post-Task Questions

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

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

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

3.5. Individual Records (4 min)

1. How would you see information about the "Golf" ad?

2. **[Record]** What's your *first* impression of this page?

3. What are your impressions of this page?

4. From this page, how would you add this ad to yet another collection?

5. How would you contact the staff about the information for this ad (for example, credits)?

Post-Task Questions

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

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

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

4. Closing (3 min)

1. On a scale of 1-5, how would you rate the *usability* of the interface?

2. On a scale of 1-5, how would you rate the *enjoyability* of the interface?

3. What's the *best* aspect of this archive ?

4. What's the *weakest* aspect of this archive?

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?