

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 of interface, not *you*
2. Modify based on results and feedback

How

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

Permission

1. Screen-sharing & recording: private
2. Anonymous quotes & states
3. Permission to record?

2. Warm-Up (3 min)

1. On a scale of 1-5, how would you rate your knowledge of creative advertising?
 - 4/5
 - Experience in advertising McCann, couple of other firms
2. Have you ever searched for any commercials *on purpose*?
 - For work
3. ['Yes' to Question 3] What and when did you search? Why? How?
 - Cannes archive
 - AdAge
 - YouTube
 - Vimeo
 - Would browse or search

3. Usability Test (44 min)

[Share link]

[Ask to share screen]

3.1. Searching (7 min)

1. **[Home]** What are your impressions of this screen?
 - Assumes *That Ad* is logo
 - “Pretty basic,” “straightforward”
2. Think of an ad, or group of ads, that you might want to find. [Pause] What's the ad (ads)? How would you search for it (them)?
 - “Cheeseburger ad”
 - Types “burger” in main field
3. How would you search for something specific about the ad(s)?
 - “Burger King flame-broiled” in main field
 - Might click *precision fields* if no result
4. **[Precision]** What are your impressions of this section?
 - “Very specific, very granular”
 - Confident it would yield match
 - *Creative* might confuse laypeople
 - Consider “Type of media,” “Sub-discipline”
 - Unsure if fields are required or optional
5. How would you submit your search?
 - Selects *Search*
 - Would select *Search* if at bottom

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 4/5
 - “Not a lot of hierarchy”
 - “Could be overwhelming”

2. Would you change anything (about how they *work* and/or *look*)?
 - Precision fields: Two columns
 - Expects suggestions with typing
 - Drop-down menus for *Look, Feel*

3.2. Record Within Results (10 min)

1. **[Results]** What are your impressions of this screen?
 - “These are ads?”
 - “Could be a little more information” about each ad
 - “Either more information or more condensed” (list)
 - Wants to see agency, title, brand, year, director, description

2. How would you find more information about the second ad (“Golf”), *without leaving the results page*?
 - First hovers on elements for tool-tips
 - Next right-clicks on item-ellipsis
 - Right-clicks on links by “default”
 - Clicks *Examine*, expects more info (*Look, Feel*) but not video

3. **[Overview]** What are your impressions of this screen?
 - “Pretty much what I expected”
 - Could put video at start/top of modal: “more user-friendly”
 - Unsure of if video pops up

4. How would you return to the results page?
 - Selects *Close* button

5. How would you bookmark, favorite, or pin this ad?
 - Clicks item-ellipsis: “already saw it”

6. If you select “Save,” what do you expect to happen?
 - Save to saved library, but not download
 - “I don’t know where it went”

7. How would you put this ad into a group (or groups) of other ads?
 - Clicks item-ellipsis, then *Add to*

8. **[Add]** What are your impressions of this screen?
 - “Does it what it needed to do”
 - Suggests preview of collections from modal

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 3.5/5
 - “A lot of scrolling involved” while searching
 - “I have to do two clicks” to see more info then another to close

2. Would you change anything (about how they *work* and/or *look*)?
 - Wants more info in summary
 - Wants “primary click [to] be on the video”

3.3. Results (8 min)

1. How would you refine the results *without* modifying the search?
 - Expands *precision fields*, enters input, clicks *Search*
 - Or, would select hamburger menu: expects “curated categories or collections” related to existing query
2. **[Filter]** What are your impressions of this screen?
 -
3. How would you limit these results to clothing ads?
 - Selects *Industry* and looks for “fashion”
4. How would you change the organization (e.g. grouping and ordering) of the results?
 - Selects page-ellipsis, then *Sort*
5. **[Sort]** What are your impressions of this screen?
 - Elements could be “clickable options”
 - “This doesn’t have to be a pop-up” it could be “just one drop-down”
 - Assumes each dropdown to be different option sets
 - Wants “Most popular” (“most viewed,” “most awarded”)
 - “Bit confused” by options in second dropdown
6. How would you order the results to show them from oldest to newest?
 - Selects dropdown

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 4/5 for precision fields
 - Filter modal: “organization is nice”
 - 2/5 for sort
2. Would you change anything (about how they *work* and/or *look*)?
 - Column on left: *Filter, Sort*
 - *Precision Fields* “could live in there too”
 - Suggests functionality like Gap.com

3.4. Groups (Collections) (10 min)

1. How would you find your customized groups of ads?
 - Selects hamburger icon, then *Collections*
 - “I think I was biased” because link was visible
2. **[Menu]** What are your impressions of this menu?
 - *Collections* might be created by others
 - “Does what it’s intended”
3. **[Collections]** What are your impressions of this screen?
 - “A little bit confused” because layout identical to search-results page
 - Collection: Unsure which video is default (most recent?)
 - Search field implies searching within collections
4. How would you (expect to) delete the “Cinematic” collection?
 - Selects item-ellipsis, expects options like “Open,” “Delete,” “Move”
 - Expects delete-confirmation prompt
5. How would you (expect to) delete multiple collections?
 - Selects page-ellipsis, expects “Edit,” “Delete”
 - Modal: “Does what it needs to do”
 - Clicks *Close* to cancel
6. How would you make a copy of the “Black & White” collection?
 - Selects item-ellipsis, then *Duplicate*
 - Expects copy to have “(Copy)” appended
7. How would you edit the contents of the *copied* (new) collection?
 - Selects item-ellipsis, expects “Edit”
 - Sees selects page-ellipsis, expects “Rename,” “Edit,” or “Delete”
 - Maybe “Move” contents to another collection
8. **[Collection]** If this collection had 100 ads, how would you reposition the second one (“Drugstore”) to the *second-last position*?
 - Sees 4 in heading
 - Selects item-ellipsis, then *Move to...*
 - “There we go”
 - Types new position, then selects *Move*
9. How would you change the name of this collection?
 - Answered in question 7

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 3/5
 - “Didn’t really give me any trouble”
 - “There could be improvements”
 - Video is unnecessary
 - Same layout “really threw me off”

2. Would you change anything (about how they *work* and/or *look*)?
 - Suggests page-ellipsis has sort function
 - Prefers full listing of collection items
 - Prefers to drag & drop
 - Mod prompt: acknowledges moving 2 to 99
 - Manual sorting might not be useful
 - Suggests auto sorting like results page
 - Search is “also confusing”
 - Says filtering within collections is useful

3.5. Records (6 min)

1. How would you see information about the “Golf” ad?
 - [Navigates to home] Selects title from results, expects new page
 - Prefers new browser tab

2. **[Record]** What are your impressions of this page?
 - “I think it’s good”
 - “Has everything that you want to know about it”
 - Assumes but unsure of same-page links
 - “I think this is good”
 - Expects to awards infos in *Details*

3. From this page, how would you add this ad to yet another collection?
 - [Right away] Selects item-ellipsis, then *Add to...*

4. How would you contact the staff about the information for this ad?
 - Selects menu, then *Contact*, expects contact page “or something of that sort”
 - Expects to see ways to contact (phone, email, hours of site)
 - Remembered *Contact* from prior exposure
 - Otherwise, expects contact info in footer

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 5/5
 - “Straightforward”
 - “Everything is there”

2. Would you change anything (about how they *work* and/or *look*)?
 - Same-page links resemble breadcrumbs at first
 - Suggests right-alignment

3.6 Summary (3 min)

1. On a scale of 1-5, how *easy to use* is the interface overall?
 - 4/5
 - “Didn’t have any problems finding what I needed to find”
 - “There could be some improvements”
 - [Mod prompt for top 3]
 - Results: Persistent sidebar column
 - Results: Overview with video to “browse through things much quicker” getting more info at first glance or after (one) click
 - Collections: different layout (3 columns), have cards with some image

2. What's the *best* aspect of this archive?
 - Detailed record page

3. What's the *weakest* aspect of this archive? (Something that could be improved)?
 - Sorting on results page, no sorting/page within collections

5. Cool-Down (1 min)

1. What's your all-time favorite commercial, or group of commercials?
 - Dos Equis: “Most Interesting Man in the World”

[Thank you]