

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 & stats
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?
 - 3/5
 - “Seen a lot of ads”
2. Have you ever searched for any commercials *on purpose*?
 - Yes
3. [‘Yes’ to Question 3] What and when did you search? Why? How?
 - Entertaining, trivia
 - Celeb/athlete
 - Peyton Manning
 - YouTube search (“Peyton Manning commercial”)

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?
 - “Geared toward children”
 - “Hand-drawn”
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)?
 - “Really old commercial”
 - Syphon Filter PSONe commercial
3. How would you search for something specific about the ad(s)?
 - “Syphon Filter commercial” maybe “psone” [lower-case]
 - Would use quotes for specific search
 - Expects most relevant results
4. **[Precision]** What are your impressions of this section?
 - Need to “go through a lot” to search
 - Impression: all fields are required
5. How would you submit your search?
 - Looks for *Search* button at end, otherwise would click Search at top
 - Creative field: “wouldn’t know”
 - “Look,” “Feel”

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 3
 - Precision Fields “ambiguous:” suggests “Advanced search”
2. Would you change anything (about how they *work* and/or *look*)?
 - Second *Search* button

3.2. Record Within Results (10 min)

1. **[Results]** What are your impressions of this screen?
 - More accustomed to search-results having only text-links
 - Unsure if images are thumbnails or videos
 - Click image: Expects to go to video page where video plays [like YouTube]

2. How would you find more information about the second ad (“Golf”), *without leaving the results page*?
 - Strategy: Right-click title and selects ‘open in new tab’
 - Alt strategy: Click “triple dots”
 - “I didn’t notice those three dots”
 - Expectation: Hover image to play audio-less video clip (~5 sec)
 - Clicking Examine: Expects video properties

3. **[Overview]** What are your impressions of this screen?
 - Similar to right-clicking file and selecting Properties

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

5. How would you bookmark, favorite, or pin this ad?
 - Strategy: Click title, then use web-browser function, and/or folder
 - Alt strategy: Right-click title, see if bookmark action appears

6. If you select “Save,” what do you expect to happen?
 - [Didn’t see *Save* action]

7. How would you put this ad into a group (or groups) of other ads?
 - Strategy: Right-click video itself or title

8. **[Add]** What are your impressions of this screen?
 - [Doesn’t use action]

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 3.5/5
 - “Layout is fairly solid”
 - Doesn’t know relevance of thumbnails to search

2. Would you change anything (about how they *work* and/or *look*)?
 -

3.3. Results (8 min)

1. How would you refine the results *without* modifying the search?
 - “I don’t follow”
 - Strategy: Use quotation marks for stricter search
 - Alt strategy: Click hamburger menu
2. **[Filter]** What are your impressions of this screen?
 - [Doesn’t notice page-actions]
3. How would you limit these results to clothing ads?
 - Modify query to use quotes: “David Fincher” “clothing”
 - Alt strategy: Use ‘advanced search’
4. How would you change the organization (e.g. grouping and ordering) of the results?
 - Points to page-actions
 - Assumes changing isn’t possible
 - Also assumes default sorting by popularity
5. **[Sort]** What are your impressions of this screen?
 - [Doesn’t open page-actions]
6. How would you order the results to show them from oldest to newest?
 - Looks for ‘advanced search’ for options

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 2
 - “No real clear indication where the refining results could be”
 - Assumes “precision fields” to have options
2. Would you change anything (about how they *work* and/or *look*)?
 - After *Results*, have horizontal list of options
 - Each option has dropdown menu

3.4. Groups (Collections) (10 min)

1. How would you find your customized groups of ads?
 - Use browser organization or hamburger menu, look for “Settings”
2. **[Menu]** What are your impressions of this menu?
 - “Fairly standard”
 - “Well organized”
 - Suggests search form for options
3. **[Collections]** What are your impressions of this screen?
 - Clicking *Collections*: Had expected drop-down menu
4. How would you (expect to) delete the “Cinematic” collection?
 - Strategy: Right-click, expect to see action
 - AI Strategy: Hover to left of title and see “X”
 - Click ellipsis, expects prompt to delete
5. How would you (expect to) delete multiple collections?
 - Click checkboxes beside collection numbers, then see (aligned) delete button at end of page
 - [Doesn’t see page-actions]
6. How would you make a copy of the “Black & White” collection? [unclear question]
 - Click ellipsis, see if “Copy function” appears
 - Clicks Duplicate: expects “file” to populate in same folder with no prompt
7. How would you edit the contents of the *copied* (new) collection?
 - Click item-actions and look for “Edit”
 - Opens collection: “nothing out of the ordinary”
8. **[Collection]** If this collection had 100 ads, how would you reposition the second one (“Drugstore”) to the *fiftieth position*?
 - To position 3: Click and drag
 - Top position 50: Click item-actions, see “Move this video to” or “Position this video to”
 - Quickly understands various “Move to”
 - Expects “X” instead of *Close*, but looks to top-right corner anyway
9. How would you change the name of this collection?
 - Clicks page-actions, look for “Rename” or “Edit”, expects column pop-up

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 4
 - “Now understand interface more” [practice effect]
 - “After you’ve navigated the site a couple of times”

2. Would you change anything (about how they *work* and/or *look*)?
 - Checkboxes beside collection numbers
 - “Select all” action, other universal actions at end of page

3.5. Records (6 min)

1. How would you see information about the “Golf” ad?
 - Click title, expects video to play

2. **[Record]** What are your impressions of this page?
 - Expects volume control and fullscreen options
 - “Layout I would like”
 - Wants video first, then details to follow
 - Doesn’t need to see all info
 - Prefers *Summary* to show by default, other sections collapsed yet expandable

3. From this page, how would you add this ad to yet another collection?
 - Click page-actions, look for option, select *Add to...*, expects pop-up

4. How would you contact the staff about the information for this ad [about credits]?
 - Had noticed ellipsis in sections
 - Select page-actions, then *Submit info...*, expects pop-up window
 - Window asking about info to ask

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 4
 - Only thing unclear: how to edit detail, report error

2. Would you change anything (about how they *work* and/or *look*)?
 - Collapsible sections

3.6 Summary (3 min)

1. On a scale of 1-5, how *easy to use* is the interface overall?
 - 3.5
 - Expectations based on usage of Windows, YouTube

2. What's the *best* aspect of this archive?
 - The options [ellipsis] are enlarged, “more visible to see”

3. What's the *weakest* aspect of this archive? (Something that could be improved)?
 - Some ambiguous terms: *Duplicate* and *Copy link*, *Precision fields* and not “Advanced search”

5. Cool-Down (1 min)

1. What's your all-time favorite commercial, or group of commercials?
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[Thank you]