

1. Intro (2 min)

What

1. Looking at wireframes for archive of 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?
 - 4
 - Does digital production
2. Have you ever searched for any commercials *on purpose*?
 - Fun & pleasure
3. ['Yes' to Question 3] What and when did you search? Why? How?
 - Searched for JCVD
 - Searched for song

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?
 - “Very simple,” “inviting me to do a search”
 - “Expecting me to know what I’m search for”
 - “Really good” because typical user will know search parameters
 - Confusing to new person, though
 - Suggests hint as placeholder, tags of recent uploads

2. Think of a commercial that you might want to find. [Pause] What is it? How would you search for it (them)?
 - Subaru

3. How would you search for something specific about the commercial(s)?
 - “Subaru” and “maybe with the model year”
 - “Subaru Forester” 2021 or 2022
 - Wouldn’t search anything related to creative unless creative is known (“Subaru commercial Jean Claude Van Damme” or “[...]Enya”)
 - Might add qualifiers if results-list is long (“Nova Scotia,” “SUV,”)
 - Would type all keywords into main field; expects site to “parse through”
 - “I don’t believe that advanced search fields are very useful” [...] “if you think things through”

4. [\[Precision\]](#) What are your impressions of this section?
 - “That’s good”
 - Noted *Brand, Industry*
 - Likes *Industry* being drop-down menu

5. How would you submit your search?
 - Press Enter key on keyboard
 - On mobile device, “bit o a stretch”

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 5
 - “A number of different” fields and options but “categorization seems very logical”
 - Fields are “distinctive” and understandable to self
 - “No complex interactions”

2. Would you change anything (about how they *work* and/or *look*)?
 - Replace *Firm* with *Agency / Studios*
 - *Feel* should be drop-down menu
 - *Look* should be *Aesthetic*, drop-down menu
 - Drop-down menus would help non-native English speakers

3.2. Record Within Results (10 min)

1. **[Results]** What are your impressions of this screen?
 - “Good”
 - “Logically oriented”
 - Likes simplicity
 - Not sure “what three dots are for,” assumes they’re settings
 - More info about spot (keywords, agency, brand, year, title, creative team [producer, CD, account director])
 - Likes hyperlinks, “encourages exploration”

2. **[Results: Item options]** How would you find more information about the second commercial (“Golf”), *without leaving the results page*?
 - Click Play button or click on “expando settings”
 - Expects additional options for how/what info is displayed
 - Expects *Examine* to lead to “child page” with details (“next step”)
 - Would use *Details* instead of *Examine*
 - Would use *Download* instead of *Save*
 - Expects *Add to* to “add to playlist” or “saved record of searches”
 - Expects *Copy link* to lead to URL of detailed page

3. **[Overview]** What are your impressions of this screen?
 - Expects info on parent page
 - Suggests graphic if “pop-up” remains
 - Suggests expandable section
 - Doesn’t like pop-ups because it forces “one at a time” search
 - Notes having seen many ““asset libraries” including commercials of automakers

4. How would you return to the results page?
 -

5. How would you bookmark, favorite, or pin this commercial?
 -

6. If you select *Save*, what do you expect to happen?
 - Not sure “what was saved and where I can access”
 - Prefers “hugger” in bottom-right corner of viewport
 - Disappears after few sec
 - Associates top-positioned notices with alerts

7. How would you put this commercial into a group (or groups) of other commercials?
 - Suggests list of playlists in item-options menu

8. **[Add]** What are your impressions of this screen?
 - “Now that I understand it, it seems logical to me”

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 5
 - “Very easy”
 - “It *is* intuitive barring [dialogs vs push-downs]”
 - “Logical flow of your functional seems okay to me” in terms of “drill-down functionality”

2. Would you change anything (about how they *work* and/or *look*)?
 - “Reduce the number of windows and modals and pop-ups”
 - “You don’t want to make the user click too much just to navigate”
 - “Save yourself a lot of work by not having to do window management”

3.3. Results (8 min)

1. How would you refine the results *without* modifying the search terms?
 - Had seen *Filter, Sort, Paginate*
 - More efficient to display page-options for power users
 - Suggests row of options
2. [\[Filter\]](#) What are your impressions of this screen?
 - Expects screen of “categories or tags” to “reduce number of results”
 - [Sees modal] “That’s right. So exactly this”
 - Could imagine “push-down” for filters, but notes filters are out of view
3. [\[Filter: Fashion & Apparel\]](#) How would you limit these results to clothing commercials?
 - Would filter by *Industry*
 - Selects *Fashion & Apparel*
 - Would use mouse to close window, but notes “keyboard-accessible” imperative
 - Unsure if clicking *Filter* applies selections; also unsure if *Close* applies or cancels selections
 - Suggests ‘removing choice [between *Close* and *Filter*] from user’
 - Show “great example ... of a form with filters” [Toyota.ca]
 - i. Filter-selection window only has *Apply* and no *Close*
 - ii. Applied filters have category-instance tags
4. [\[Non filtered / Filtered\]](#) How would you change the organization (e.g. grouping and ordering) of the results?
 - “Make [item-options ellipsis] more apparent about what it does”
 - “It *does* make sense” but ‘may not want to spend time exploring functionality’
 - “In big favor” of ‘list with sufficient information
 - Suggests pagination at start and end of results-list
 -
5. [\[Sort\]](#) What are your impressions of this screen?
 - [Skipped]
6. How would you order the results to show them from oldest to newest?
 - Doesn’t know how to “re-draw” results
 - Would select last page

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 5
 - “Not seeing any obstacles to the search [...] or anything mysterious or confusing”

2. Would you change anything (about how they *work* and/or *look*)?
 - Show pagination at top and end of lists
 - Show page-options; avoid hiding functions
 - ‘Intended users really focus on what they want’
 - ‘If you can save a click, why not?’
 - Focused on searching

3.4. Groups (Collections) (10 min)

1. [[Non filtered](#) / [Filtered](#)] How would you find your customized groups of commercials?
 - Selects menu, then selects *Collections*
2. [[Menu](#)] What are your impressions of this menu?
 - *Log out* at bottom
 - *Sign up* “doesn’t make sense”
 - Separate function-links and info-links
3. [[Collections](#)] What are your impressions of this screen?
 - “This is exactly what I’m expecting”
 - ‘Click collection’s link to see list of collection records’
4. How would you (expect to) delete the “Cinematic” collection?
 - Would click ellipsis
 - Expect to see *Details*, ‘*View all records*, *Rename*, *Tag*, *Share*’
 - Asks which record is thumbnail for collection
 - Says first record is logical, would be “confused” otherwise
 - Suggests manual slideshow of thumbnails
5. How would you (expect to) delete multiple collections?
 - Doesn’t “see checkbox or select multiple options”
 - Would delete one at a time
6. [[Collections: Item options](#)] How would you make a copy of the “Black & White” collection?
 - Selects item-options, then *Duplicate*
 - “That’s exactly what I would do”
 - Expects another collection with title “Copy” or “Duplicate” appended
 - Also expects notice in bottom-right
7. [[Collection](#)] How would you edit the commercials in the *copied* (new) collection?
 - Expects to click collection’s title and see records list
8. [[Collection: Item options](#)] If this collection had 100 commercials, how would you reposition the second one (“Drugstore”) to the *fiftieth position*?
 - First, would try to drag and drop
 - Second, would select item-options and expects ‘change ordinal position’ function
 - [Confused by notion of in-between records (no 3 - no 50) shift ‘up’ by one]

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 5
 - “Easy”
 - “All the functionality maps reasonably well to functionality that most users have encountered before”

2. Would you change anything (about how they *work* and/or *look*)?
 - Change *Examine* to *Details*
 - Expand labels of *Add to ...* and *Move to ...*
 - Might remove *Move to prev* and *Move to next* functions

3.5. Records (6 min)

1. How would you see information about the “Golf” commercial?
 - Would click title
2. [\[Record\]](#) What are your impressions of this page?
 - “Pretty much what I expect”
 - Would place video and summary side-by-side for desktop view
3. [\[Record: Item options\]](#) From this page, how would you add this commercial to yet another collection?
 - Selects item-options
 - Wonders about section-options ellipsis
 - Unsure which sections to which section-options belong
 - [Expects some contents to be user-editable]
 - Likes ‘how everything is hyperlinked’
 - Asks about horizontal and vertical ellipsis
4. [\[Record: Menu\]](#) How would you contact the staff about the information for this commercial [about credits]?
 - Expects ‘*Report error*’ or ‘*Suggest edit*’ link
 - Selects record-options, then selects *Submit info...*
 - Then expects another page with form with record’s details or “push-down” or “pop-up dialog”

Post-Task Questions

1. On a scale of 1-5, how *easy-to-use* are these elements?
 - 5
 - “Very simple and straightforward”
 - “Easy to understand what’s going on, barring the horizontal dots”
2. Would you change anything (about how they *work* and/or *look*)?
 - “Need” *Share* function in record-options (email, social)

3.6 Summary (3 min)

1. On a scale of 1-5, how *easy to use* is the interface overall?
 - 5
 - “I could understand the purpose”
 - “Nothing surprising to me”
 - Search, view, record selections, reference, navigate “all generally intuitive”

2. What's the *best* aspect of this archive?
 - “Simplicity”
 - “Big believer in very direct way of finding and viewing information”
 - “Not cluttered” [noted twice]

3. What's the *weakest* aspect of this archive? (Something that could be improved)?
 - Missing [social] *Share* feature
 - *Copy link* function expects user to more work

 - Agencies and brands already have DAMs, but smaller companies might want “shadow database”
 - “Get intern or new-hire” to enter records or convince organization to allow ETL(?) transfer

5. Cool-Down (1 min)

1. What's your all-time favorite commercial?
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[Thank you]