

Wednesday, December 12, 2018

# **Mid-Fi Prototype**

## **Usability Testing & Report**

### BitBrights+GA UX

# Background

## The Users

- Number of users tested: 5
- Avg. age of users: 28 years old
- Previous licensing experience: 2/5 users have previously or are currently in the process of licensing their work

## Tasks the Users Were Asked to Complete

**Scenario 1:** You took a photo of Mt. Fuji on a recent trip.

**Task 1:** Upload the photo and issue a license for it.

**Scenario 2:** Someone purchased a license for your photo!

**Task 2:** Input your bank information to get the direct deposit from the payment.

**Scenario 3:** Your photos are getting some attention.

**Task 3:** Set up your profile so that people can see all your work in one place.

**Scenario 4:** A few people have purchased licenses for your photos.

**Task 4:** Find stats on how much money you've been making and where it's getting the most attention.

# Discover Screen

## Issue(s) **Minor Issue**

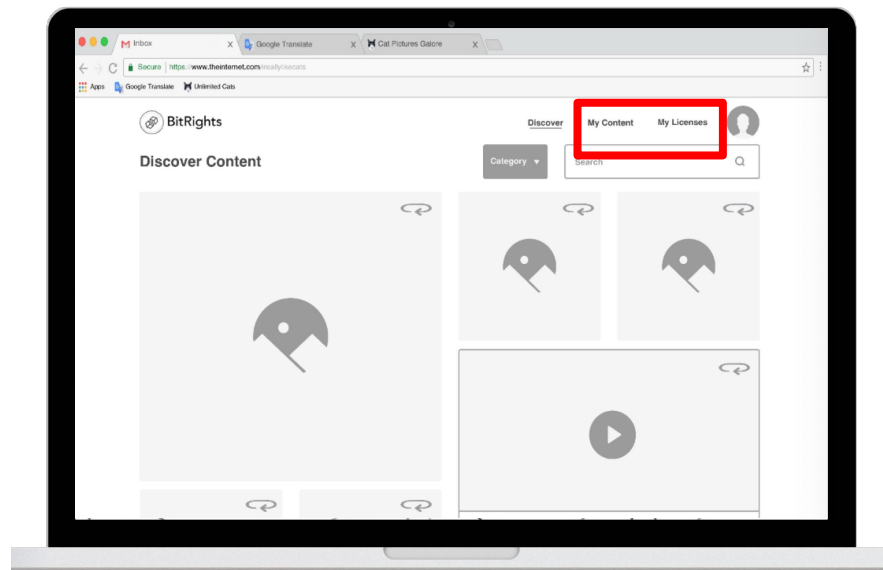
- 4/5 users expressed their confusion on the difference between “My Content” and “My License”.

## Success(s)

- 5/5 users understood that on Discover Page, they were looking at other people's works.
- 5/5 users knew they were on Discover Page

## Analysis

- Users do not have in depth knowledge about content licensing to understand the terminologies in the field.



## Recommendations

- We will create an onboarding to briefly introduce how BitRights works so that users will have better understanding of the WebApp and get familiar with the terminologies associated to content licensing.

# My Content Screen.

## Issue(s) Medium Issue

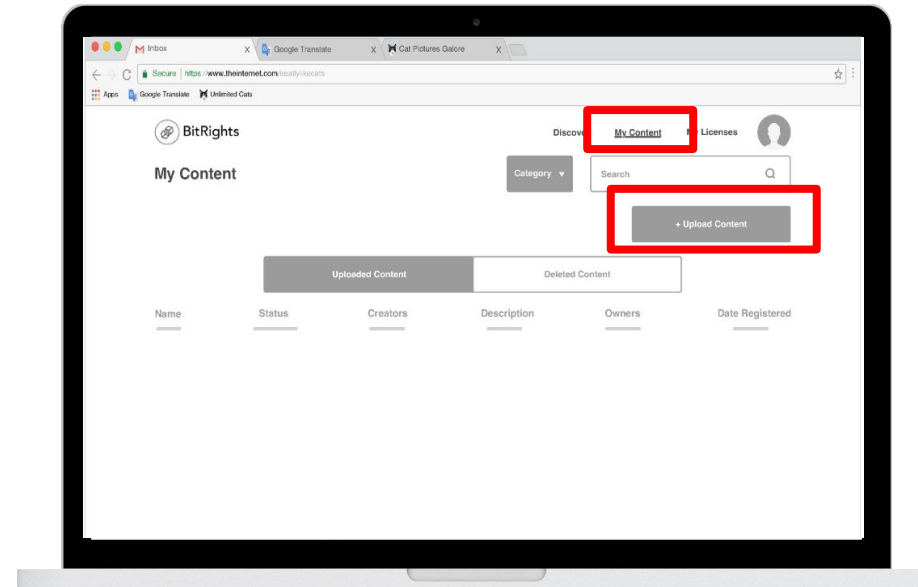
- 5/5 users had problems locating Upload button  
*"I wish there's a Upload button on top of each screen as it's the key feature, it should be easily found. I don't want to go to My Content and then click Upload."* -User 3
- 5/5 users expressed confusion on "My Content"  
*"My Content sounds like a page where I can see all the uploaded content. If I haven't uploaded yet, it's not my content yet."* - User 1

## Successes(s)

- 5/5 users completed Task 1 successfully

## Analysis

- Upload button is not easy enough to locate.
- "My Content" is misleading



## Recommendations

- Make Upload button accessible on all screens within the WebApp

# Issue Licenses Confirmation Screen

## Issue(s) **Minor Issue**

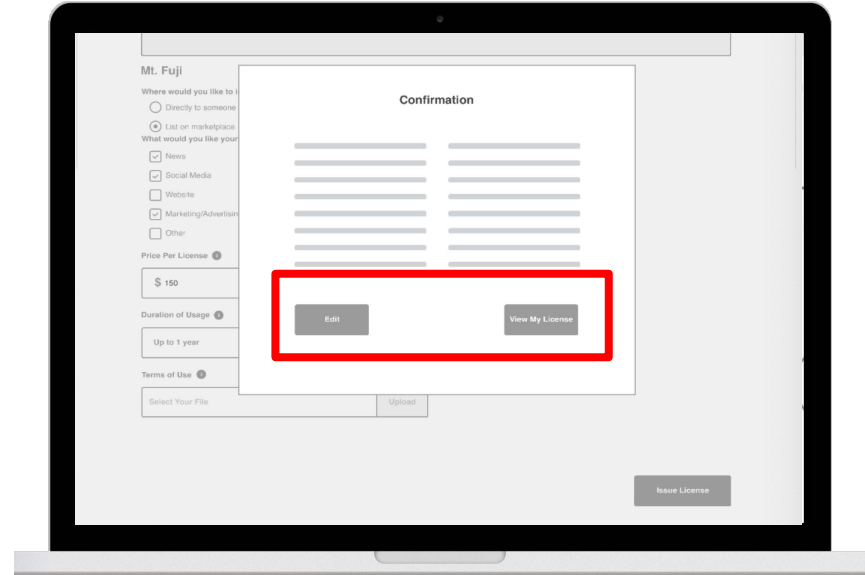
- 3/5 users expressed that they would like to have a downloadable PDF of their license.

## Successes(s)

- 5/5 users were able to complete Task 1 with minor issues

## Analysis

- Users would like to have physical legal document for future use.



## Recommendations

- Add "Download PDF" button to give users the option to download their license(s)

# View My License Screen

## Issue(s) **Medium Issue**

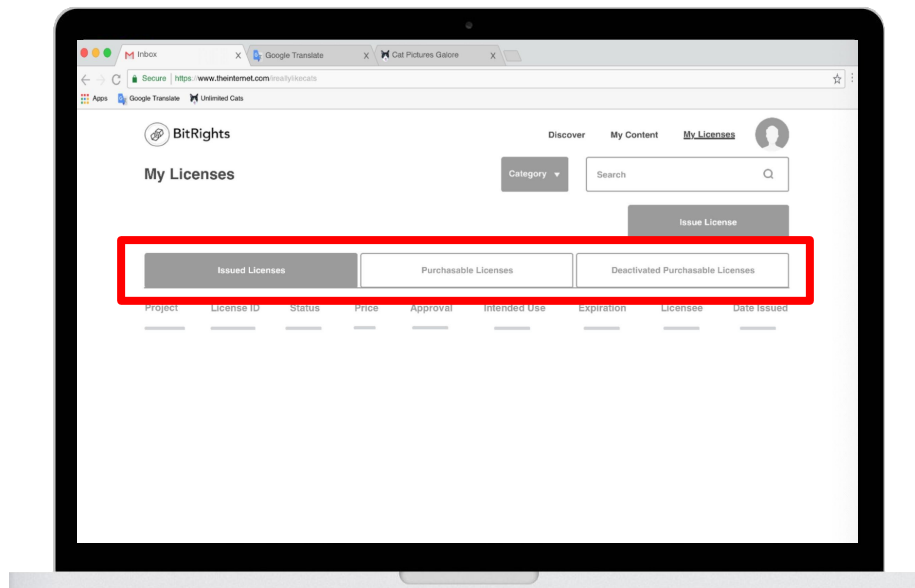
- 3/5 users expressed confusion on Issued Content, Purchasable Licenses and Deactivate Licenses
- 3/5 users asked how would they know when someone wants to purchase their work or when they are getting paid.

## Successes(s)

- 5/5 users completed the task 1 with minor issues only

## Analysis

- Lack of context and knowledge of content licensing may be the key reason that users were confused about the labels.
- There is no alerts to notify users.



## Recommendations

- Conduct more usability testings with target users in order to decide if the wordings for these three labels need to be changed.
- Add a notification bell in the primary navigation, so users get notified and easily track activities.

# My Profile Screen

## Issue(s) Medium Issue

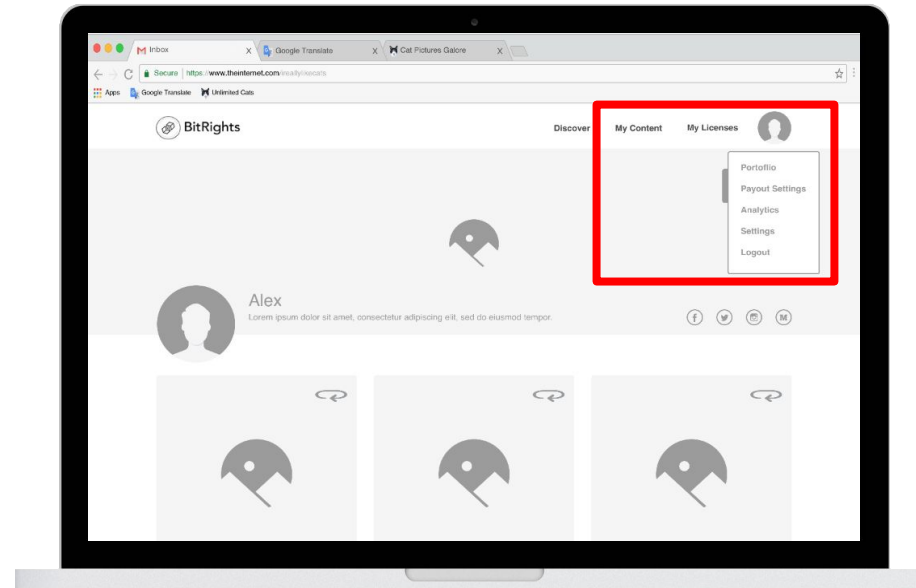
- 4/5 users had issue finding Portfolio, they all went to My Content first.

## Successes(s)

- 5/5 users liked the idea of customizing their own profile screen  
*"Whoo, brand color. Nice touch!" - User 4*

## Analysis

- Since all the uploaded content is in "My Content" page, users expected to see all their works in "My Content". In addition, it could also be because users were not aware that there is My Portfolio page as it can only be seen in the drop-down menu under My Profile.



## Recommendations

- Redesign primary navigation so users immediately realize they can go to Portfolio Page to see and customize all the public content; or change the script of usability testing so that users are aware that there is a Portfolio Page, then see where would user click after they are given the task.

# Payout Settings Screen

## Issue(s) Minor Issue

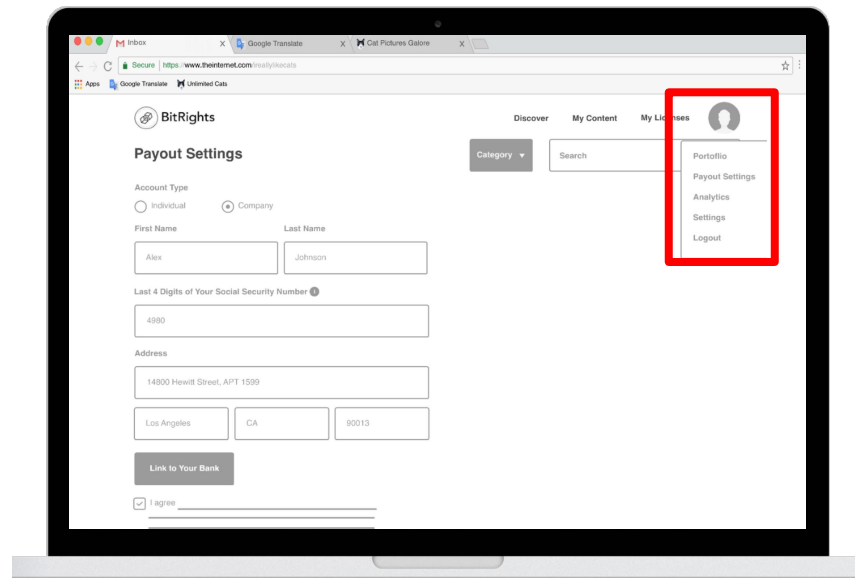
- 4/5 users hesitated and were not sure where to find “Payout Settings”
- 4/5 users were confused by the label “Payout Settings”  
“What is Payout Setting?” - User 2

## Successes(s)

- 5/5 were able to complete to task with minor issues

## Analysis

- The order of tasks can be the potential reason many users decided to go to My Content at first. In real life, users may not have issues finding Bank Information right away. In addition, “Payout Settings” may not be the most commonly used term.



## Recommendations

- We will change the label “Payout Settings” to a term that users most commonly use.

# Analytics Screen

## Issue(s) N/A

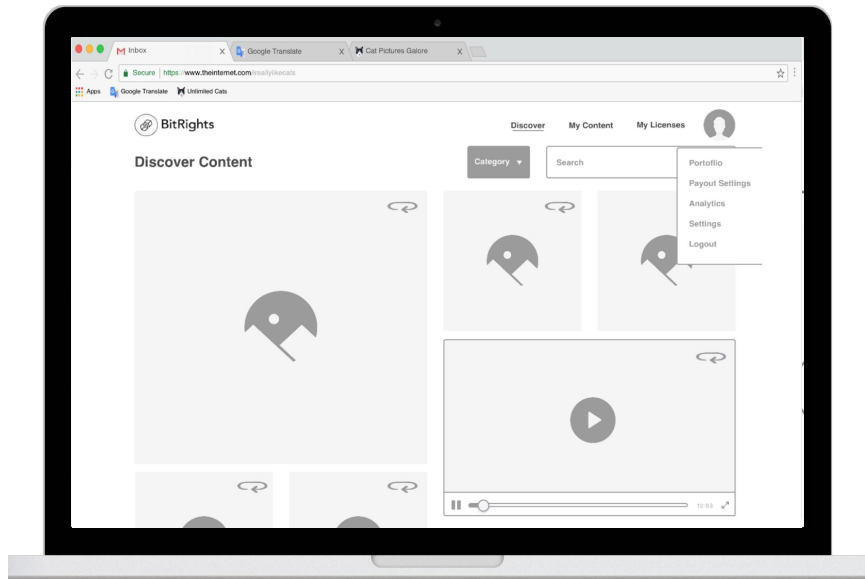
- Analytics Screen was not built out for mid-fidelity prototype as we wanted to collect more information from users to see what data users truly want to see on the Analytics Screen.

## Successes(s)

- 5/5 were able to complete the task with ease
- 5/5 would like to see statics about their earnings and other data

## Analysis

- N/A



## Recommendations

- How much I have earned over a period of time
- Different options on how to view the data (e.g. pie chart, line chart, and etc.)
- Number of views on each content since uploaded