

Tuesday, December 11, 2018

**Low-Fi Prototype**  
**Usability Testing & Report**  
BitBrights+GA UX

# Progress

We conducted 6 user interviews and generated trends based on those interviews in 2 rounds of affinity mapping.

The (potential) users interviewed were musicians, photographers (hobby and professional), jingle producers, creative producers, and executive directors. Their average age was 36.5 and they were located in N.Y.C. and L.A.

Using this information we created our [persona](#), Alex, and developed her [journey map](#) (her current process of issuing licenses). Based on Alex's needs and frustrations, we prioritized features using a [MoScow Matrix](#) and conducted 4 rounds of design studio.

## Low-Fidelity Wireframes

Our low-fidelity wireframes were a culmination of our design studio ideas and our understanding of the average users' levels of expertise. We started by trying to understand what users would want to see on their dashboard upon login.

Content creators are typically not initially interested with stats. Seeing statistics on earnings (or lack thereof) before they have had a chance to sell licenses for their work may be frustrating or discouraging. Instead, we have made the [Discover Screen](#) the dashboard upon login. This would allow content creators to gain inspiration for future creations and familiarize themselves with standard pricing for certain types of content. We arranged the content on the Discover Screen using a card-based layout with a Masonry style grid. We chose to take this approach because this layout...

- Allows for visually interesting content
- Is easily adaptable to various screen sizes (taking into account that you'd like to design for mobile app next)
- Provides easily digestible chunks of content
- Easily transitions to a social platform ([MoSCoW Matrix](#))

Furthermore, we focused on simplifying the navigation so that we could begin testing with a revised hierarchy. This process included changing some of the terminology (e.g. "Register Content" became "Upload Content"). The purpose of the changes made was to streamline the process of registering content and issuing a license for it.

# Background

## The Users

- Number of users tested: 5
- Avg. age of users: 28 years old
- Previous licensing experience: 2/5 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**

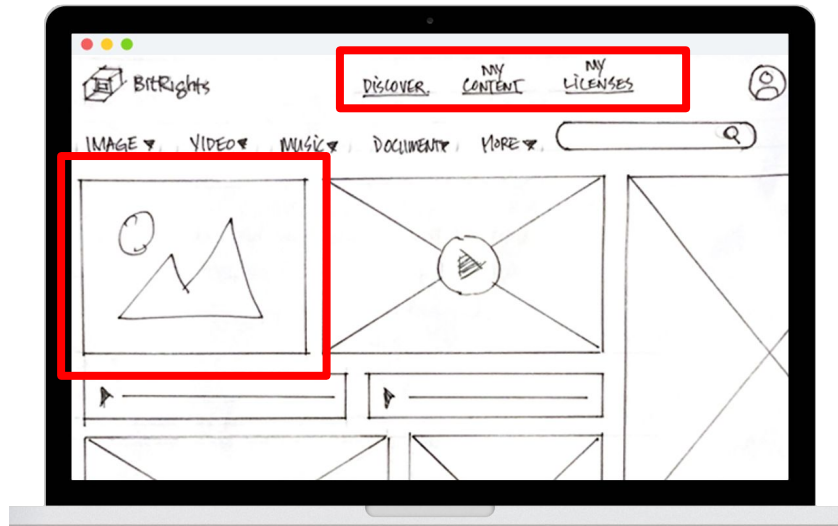
- 4/5 were not sure where they were within the website or whose content they were looking at.

## Successes(s)

- 5/5 liked the dashboard because it is content focused, familiar and self-explanatory

## Analysis

- There is no sign indicating active page.
- There is no additional information about each content, making users confused about whose work they are looking at.



## Recommendations

- We will highlight the tab within the [primary navigation](#) as an active state to help user locate themselves within the website.
- Add simple information about each content on Discover page so that users would easily be able to identify if the content in the Discover feed were their own.

# Issue License Screen

## Issue(s) Medium Issue

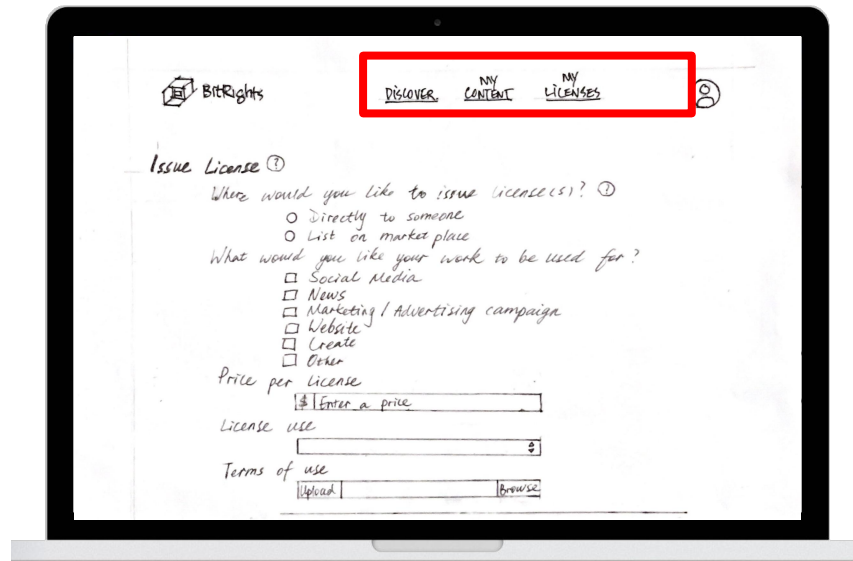
- 3/5 expressed difficulties setting up a value for their work
- 3/5 asked questions about *Terms and Conditions*.

## Successes(s)

- 5/5 users completed Task 1 with minor issues.
- *"It was an easy process to upload a content and issue a license."* - User 3

## Analysis

- Users are not familiar with standard pricing.
- Users do have enough in-depth knowledge in content licensing.



## Recommendations

- We suggest including price suggestions and Terms & Conditions suggestions on the [Issue License screen](#) so users can have a guideline / baseline / template to start with.

# View My License Screen

## Issue(s) Major Issue

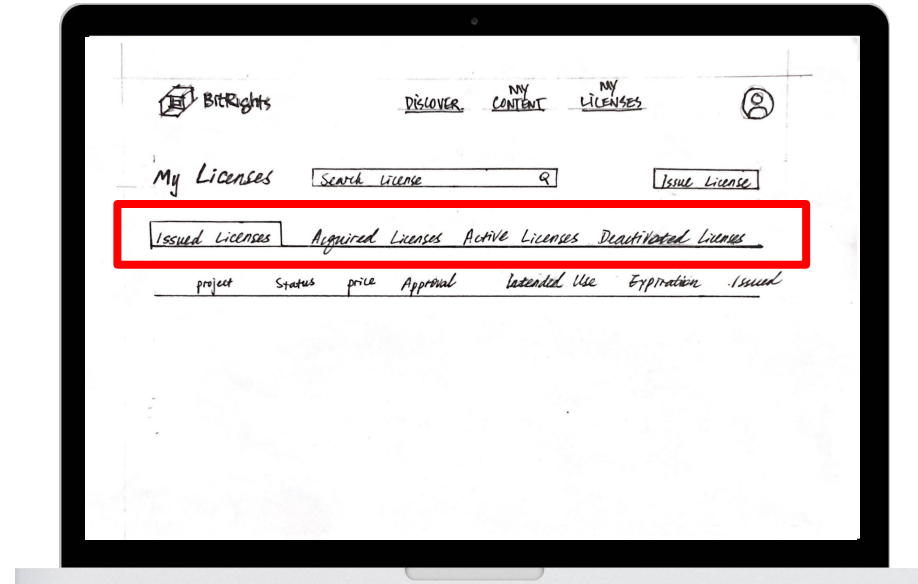
- 2/5 users (both were the only content creators in mid-fi usability testings) expressed that as content creators, they do not sell their artwork and buy from others at the same time.

## Successes(s)

- 5/5 users completed Task 1 with minor issues.

## Analysis

- Target users may not provide their work and purchase work from other people at the same time. Therefore, combining the roles of “content provider” and “content buyer” can lead to unnecessary confusion.



## Recommendations

- Have two portals, one for content creators who want to upload and issue license using BitRights, and one for companies that are looking for content from creators.

# My Bank Information Screen

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

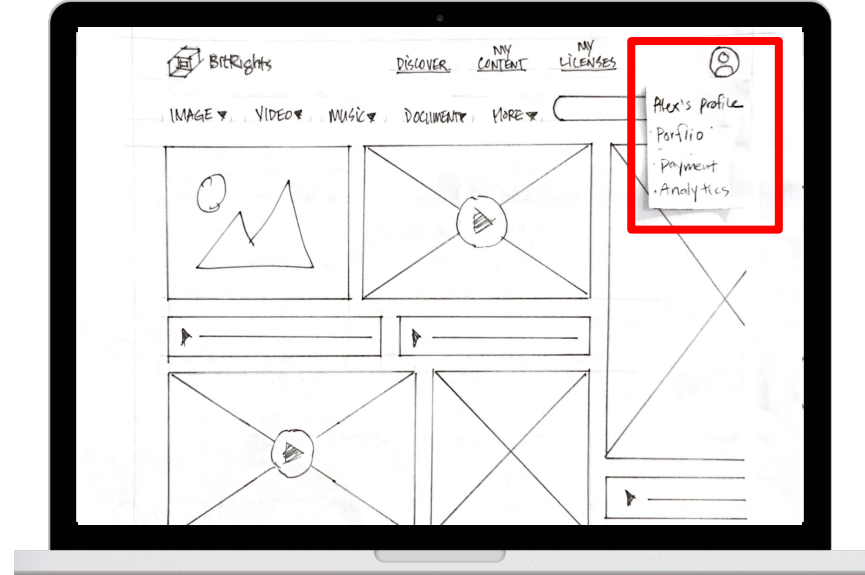
- 2/5 users hesitated before clicking because they were not certain of their choice despite having been through part of the process before

## Successes(s)

- 5/5 users were able to complete Task 2 without any issues
- All users were able to find "Payment" with ease.

## Analysis

- Although users were able to navigate without much difficulties, hesitation indicated area that required improvement. It is mainly due to confusion between two choices.



## Recommendations

- We will conduct new card sorting and change the information architecture according to the results.



# Analytics Screen

## Issue(s) Medium Issue

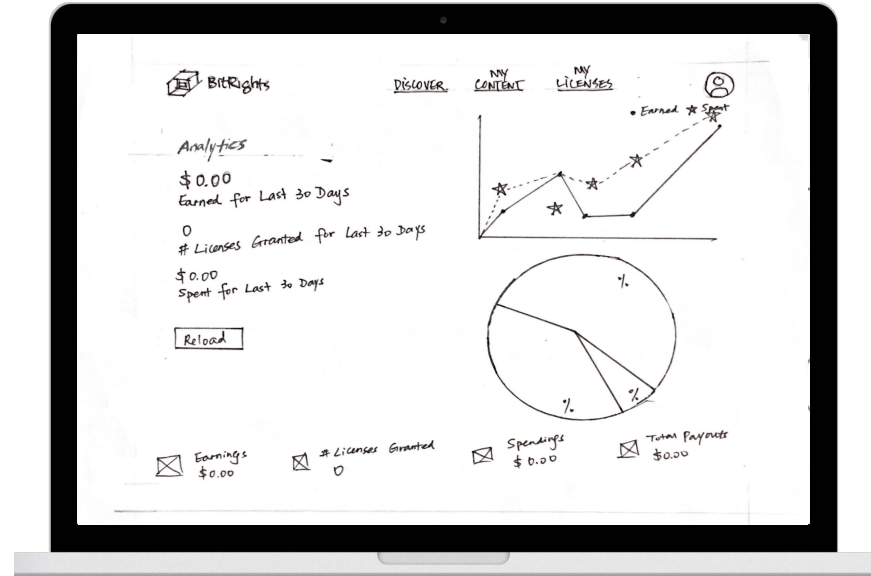
- 5/5 asked if data is customizable  
"What if I want to see how many people have viewed my work?" -- User 2

## Successes(s)

- 5/5 were able to complete Task 4 with ease
- 5/5 liked the data visualization

## Analysis

- Different users have different needs when it comes to data analysis.



## Recommendations

- Synthesize suggestions we have collected during the usability testings to see what are the most commonly used features users are looking for in the Analytics Page .

# Resources

## Persona



Photo by Matteo Vistocco on  
Unsplash-265827-unsplash Alex

**Alex, 37**

Creative Director for a  
Media Company  
Los Angeles, CA

### SUMMARY

Alex is the creative director for an L.A.-based media company. She also has a passion for photography and an interest in selling her work for commercial use. Because of her job, she has some experience purchasing licensed content, but doesn't know how to go about licensing her own work to be purchased by brands. She assumes that by updating her portfolio regularly and staying active on social media, brands will come to her and ask to use her work.

### GOALS

- Publish and sell content with a reputable platform to maintain brand and value.
- A platform that is transparent with users regarding transactions, system fees, and royalties.
- Be able to track and control how, where, and by whom her content is being used.

### PAIN POINTS / FRUSTRATION

- Isn't familiar with content registration and licensing process.
- Alex's work may be devalued if published on current licensing platforms, as they are heavily associated with cheesy (generic) stock photography.
- Current solutions focus on distributing content, not in issuing licenses.

### NEEDS

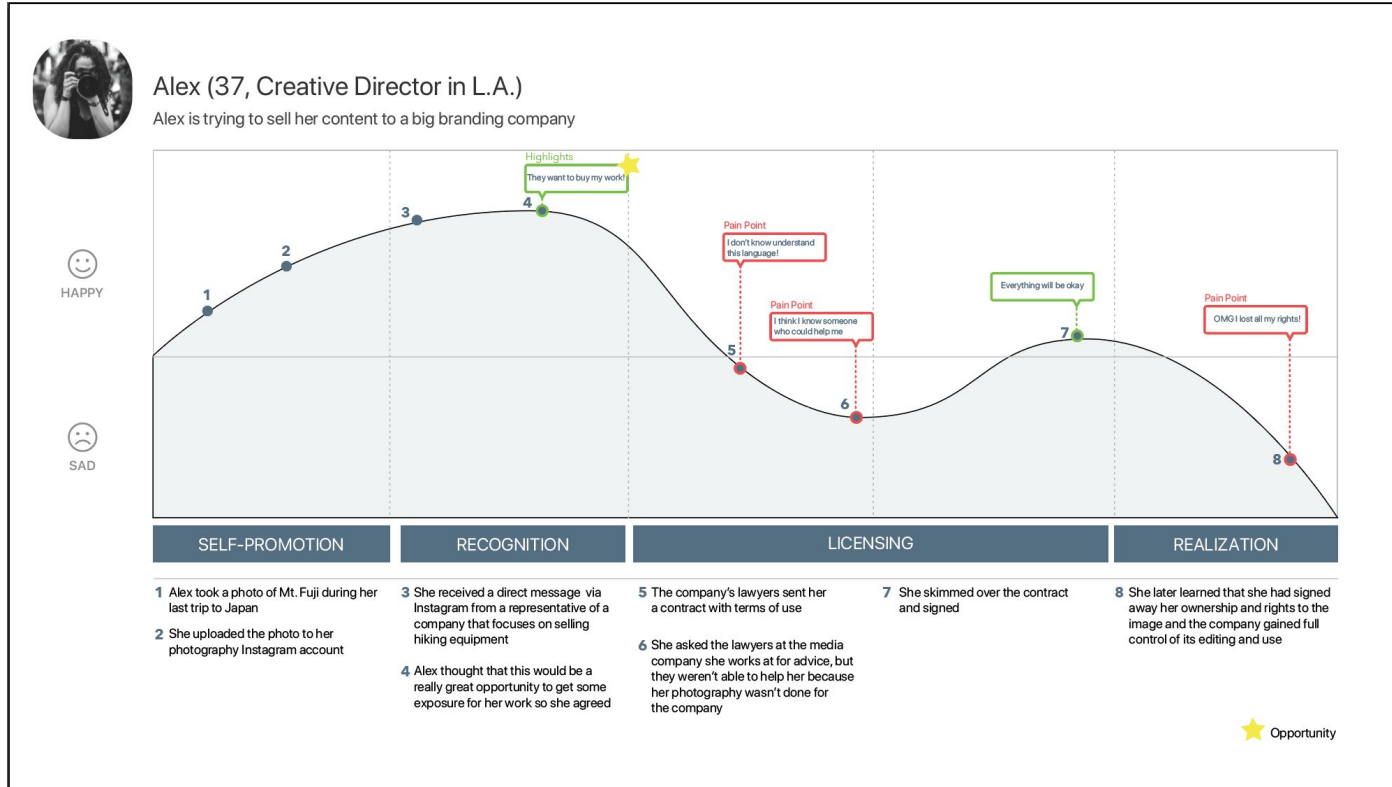
- Useful analytics dashboard.
- Intuitive platform that doesn't require a lot of time to successfully set up and manage.
- Collect money earned from purchasable licensed work while splitting earnings amongst stakeholders.

### BEHAVIOR

- Publicizes work on social media and waits to get reached out to.
- Uses the distribution and licensing platforms that are popular with friends even though she finds them insufficient.
- Signs contract that brand gives her rather than establishing her own terms of use and taking control of how her content is used.

# Resources

## Journey Map



# Resources

## MosCoW Matrix

