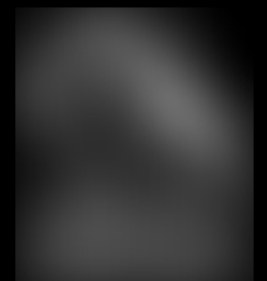


Usability Testing Round 2 – US

July 2017



01.Participants

A mix of participants were recruited, and had a range of background. 10 participants were recruited, one of which did not show up. His information is not included in these tables.

Customer Status	Participants
Current customer	6
Prospective customer	3

Target	Participants
Single	2
Married with kids <8	1
Married with kids 11-18	1
OTT	2
Empty Nester	3

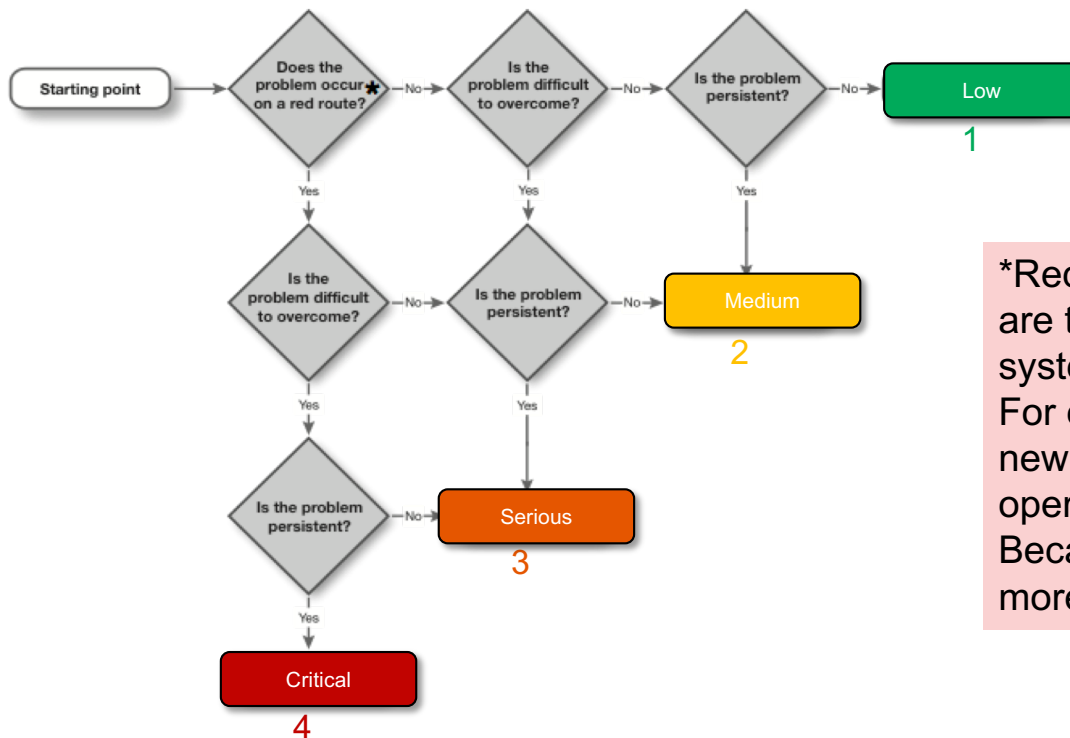
Demographic	Category	Participants
Gender	Male	4
	Female	4
Age	18-34	2
	35-44	3
	45-49	0
	50-60	3
	61-70	1
Employment	Full time	2
	Part time	2
	Retired	2
	Unemployed	2
	Homemaker	1
Education	High School grad	2
	Some college	3
	College grad	2
	Post college	2

02. Methodology

- Sessions
 - Focused on the mobile UI.
 - Conducted at the [redacted] UX Research Facility on [redacted].
 - Participants and moderator sat in one room and observers sat in an adjacent room. The rooms are connected electronically via Morae.
 - Each session was about 60 minutes long.
 - Format was a semi-structured think aloud interview using an interview guide.
- Participants
 - **For the mobile portion of the session:** Sat at a table and used an iPhone 6 Plus. The display was mirrored to the recording computer so both the moderator and observers could view the screen easily, allowing participants to hold the device in a natural way.
 - **For the TV UI portion of the session:** Sat on a couch facing a TV to mimic an in-home TV watching experience as closely as possible. Viewing distance was typical of viewing distance for [redacted] subscriber base.
 - Used an unbranded remote with a dPad to interact with the prototype, since the [redacted] remote has not yet been developed, and the Flirc did not work properly with the [redacted] remote.
- The prototypes used planned gestures (for the app) and simulated live video. Fonts, transparency and other elements from the visual design were replicated.

Task Success Rates and Ratings

01. Severity Ratings



*Red Routes: frequent or critical tasks — are the most important tasks that the system needs to support, by definition. For example, if the "on-off" button on your newly designed gadget is hard to operate, all of your users will be affected. Because problems on red routes affect more users, they are more severe.

Source: <https://www.userfocus.co.uk/articles/prioritise.html>

02.Tasks 1-8 Success Rates

75-100% success rate

50-74% success rate

0-49% success rate

Task Number	Task	US					PT				
		Success	Success with help	Completed but dissatisfied	Fail	N/A	Success	Success with help	Completed but dissatisfied	Fail	N/A
T0	Find [redacted] [redacted]	38%	13%		50%		N/A				
T1	Tune to [redacted]	56%			44%		70%	10%	20%		
T2	What time will [redacted] start?	100%					80%		20%		
T3	Set up [redacted]	78%		29%			100%				
T4-PT&US	Tune to [redacted] (within [redacted]).	56%			44%		70%	10%	20%		
T4a-US	Tune to [redacted] – Within [redacted] not specified.	100%					N/A				
T5	Return to the main page.	100%					100%				
T6	Difference between [redacted] channels and [redacted] channels (1st and 2nd screens)	33%			67%		10%		10%	80%	
T6.e	Add [redacted] to [redacted]	56%			44%		63%		25%	13%	
T7	Open info for [redacted]	89%			11%		80%	10%	10%		
T8	View [redacted] episode 2 of season 3.	89%			11%		90%		10%		

03.Tasks 9-20 Success Rates

75-100% success rate
50-74% success rate
0-49% success rate

Task Number	Task	US					PT				
		Success	Success with help	Completed but dissatisfied	Fail	N/A	Success	Success with help	Completed but dissatisfied	Fail	N/A
T9	Record [redacted] to watch later.	22%		22%	56%		90%		10%		
T10	Rent a movie of your liking.	33%	11%	33%	22%		50%		30%	20%	
T11	Switch to a different [redacted].	78%			22%		30%		30%	40%	
T12	Watch something from the [redacted] [redacted].	11%		22%	67%		50%		30%	20%	
T13	Access the [redacted].	33%	17%		50%		70%		20%	10%	
T14-PT	Get more info from this show [redacted].	N/A					60%		30%	10%	
T17-US	TV UI: Determine whether [redacted] [redacted].	56%			44%		N/A				
T19-US	TV UI: Find all [redacted] [redacted].	44%	22%		33%		N/A				
T20-US	TV UI: Navigate to [redacted] [redacted].	100%					N/A				

04. Experience and Usefulness Ratings

New Experience, compared to Current Experience, is:



Those who use **[App Name]** app, or equivalent cable provider app (US n=3; PT=10):

	US	PT
Entire App Experience	5	4.4
Home	4.3	4.0
Info Page	4.2	4.6
Pay On Demand	4.7	4.3
Pages	4	4.2

New Experience is:



Those who **do not** use **[App Name]** app, or equivalent cable provider app (US n=6):

	US	PT
Entire App Experience	3.8	N/A
Home	2.8	N/A
Info Page	3.7	N/A
Pay On Demand	3.1	N/A
Pages	4.6	N/A

Combined* (US n=9):

	US	PT
Entire App Experience	4.2	N/A
Home	3.3	N/A
Info Page	3.8	N/A
Pay On Demand	3.6	N/A
Pages	4.4	N/A

*Both those use **[App Name]** app, or equivalent cable provider app, and those who do not.

UX Issues by Severity Level

01. Positive Aspects

Area of User Interface	Finding
Navigation	All participants were able to easily find the [redacted] on [redacted]
Search Functionality	7 of the 8 participants who were able to access the [redacted] [redacted].
Account Management	8 of the 9 participants easily accessed [redacted].
Product Catalog	7 of the 9 participants were able to switch [redacted].
Checkout Process	All participants were easily able to navigate to [redacted]

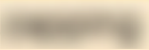


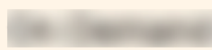




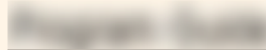

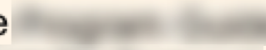





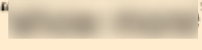
02.Critical level issues

Area of User Interface	Problem
Information display	The 4 participants who were not able to locate the button did not engage in , and 2 of them tried clicking the on the screen icon.
Follow	Only 2 participants guessed that they would use Follow the screen without any issues. 5 participants failed this task and 2 succeeded but were dissatisfied. One of the 2 participants who guessed that Follow is used for the screen said that they thought it was misleading.
TV UI: Follow up	The 4 participants who could not determine whether Follow up is used for the screen either looked for Follow up or Follow up (3 participants) or saw Follow up in the Follow up section and still did not think of that as an indication that Follow up is used for the screen (1 participant).

03.Serious level issues

Area of User Interface	Problem
Home page	The 4 participants who were not able to access the 1 sentence summary of a program, did not know to click on .
Filter	All participants were able to complete this task to add a sentence to the translation , but 2 commented that the use of button was not clear.
Word Mapping	Only 3 participants were able to determine the difference between the first and second screen screens. Noticing the screen and determining the difference in meaning between the more information and less information seemed to be the issues.

04. Medium level issues

Area of User Interface	Problem
Quick 	4 participants could not figure out how to add  to their favorite channels, and of the 5 who were able to do so, 2 did not see the instructions telling them how to do so; they guessed how to add them.
 icon	It was not obvious that the  icon was for  .
 icon	It was not obvious that the  icon was for  .
 icon	It was not obvious that the  icon was for the  , but the reaction to this icon was better than the reactions to the  and  icons.
TV UI: 	The 5 participants who either failed or needed help with finding all the  either didn't  (4 participants) and/or didn't see " 

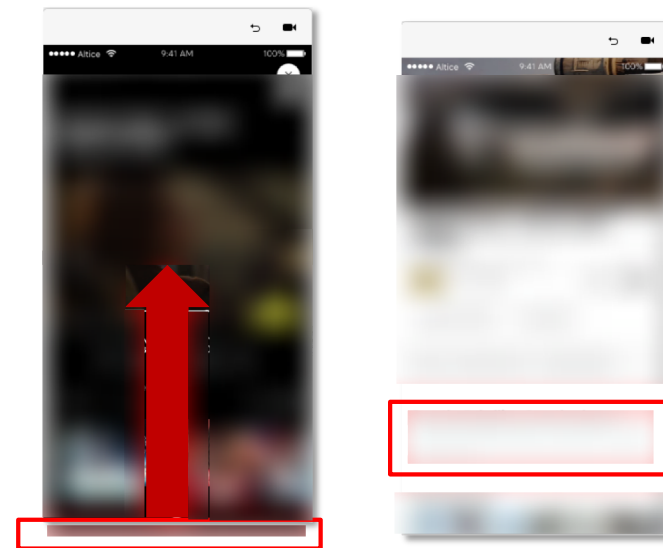
05.Low level issues

Area of User Interface	Problem
Page	4 participants were not able to get to [REDACTED] (they did not tap on "[REDACTED]"), however they were able to through other routes.

UX Issues by Task

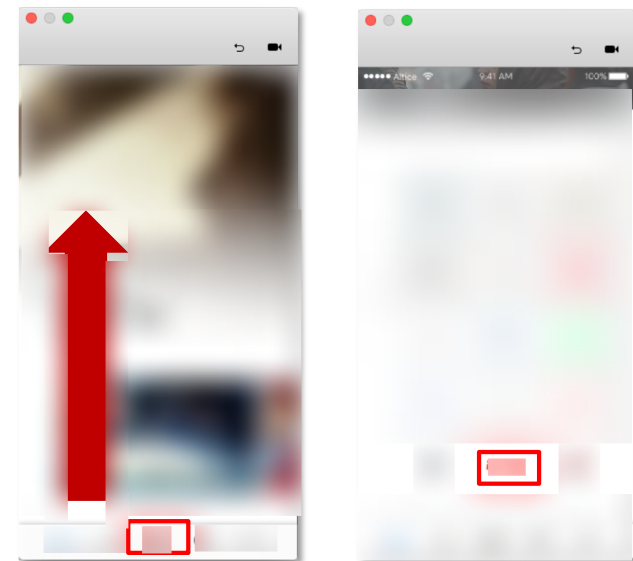
01. Find one sentence description for [REDACTED]

- **Finding:** The 4 participants who were not able to access the 1 sentence summary, did not know to swipe up.
- **Severity Rating:** 3 – Serious
- **Recommendation:** Increase prominence of [REDACTED] at the bottom of the screen and/or provide hints of more content at the bottom of the screen.



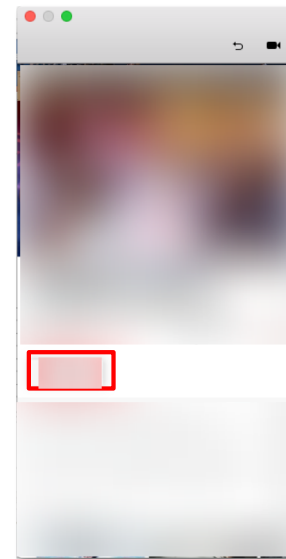
02. Tune to [redacted] (from [redacted])

- **Finding:** The 4 participants who were not able to tune to [redacted] did not swipe up, and 2 of them tried clicking the [redacted] icon.
- **Severity Rating:** 4 – Critical
- **Recommendation:** Increase prominence of pull-up arrow at the bottom of the screen and/or provide hints of more content at the bottom of the screen.



03. Set up a reminder for this game.

- **Finding:** All participants were able to complete this task to [redacted], but 2 commented that the use of '[redacted]' was not clear.
- **Severity Rating:** 3 – Serious
- **Recommendation:** Reconsider use of the term "[redacted]"

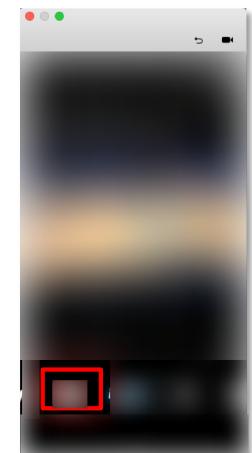
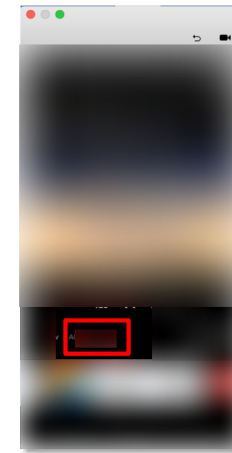
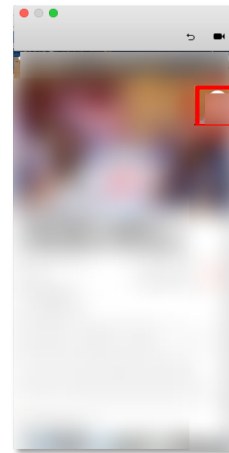


"I don't know what [redacted] is. I don't know if it will give me [redacted] or automatically [redacted]."

"Would it [redacted] me or [redacted] [redacted]?"

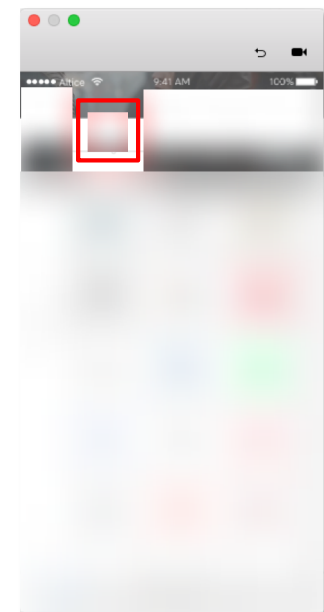
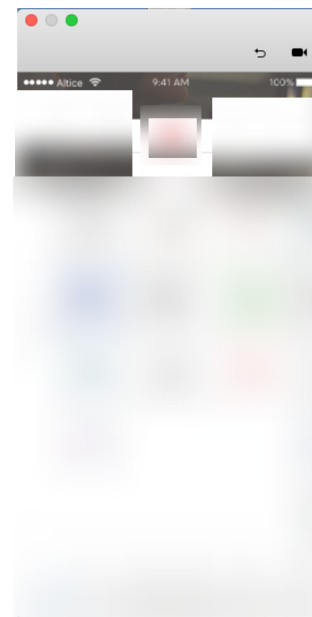
04. Tune to [REDACTED] (within [REDACTED]).

- **Finding:** 4 participants were not able to get to [REDACTED] within [REDACTED] (they did not tap on "[REDACTED]"), however they were able to through other routes. Given that participants found 2 other ways to access [REDACTED] ([REDACTED] should be listed in the [REDACTED] section), this is a low priority issue.
- **Severity Rating:** 1 – Low
- **Recommendation:** TBD



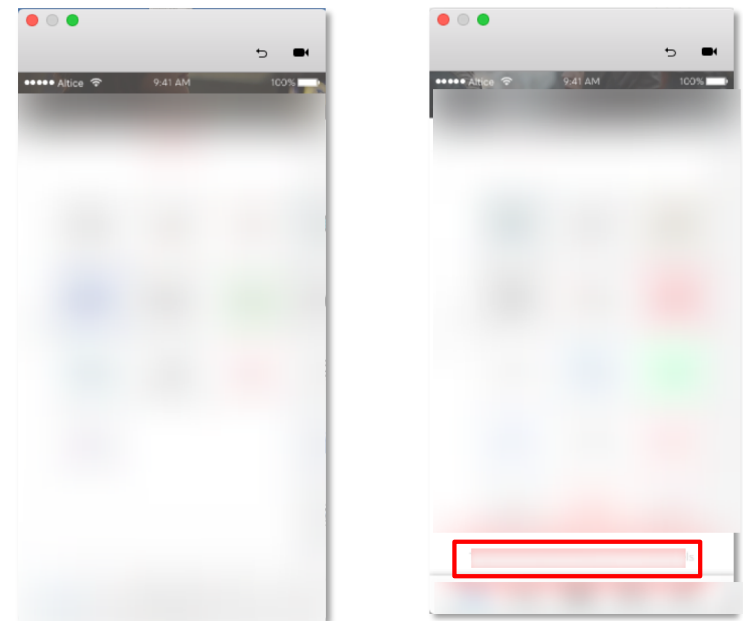
05. Determine difference between [redacted] screens

- **Finding:** Only 3 participants were able to determine the difference between the first and second [redacted] screens. Noticing the [redacted] and determining the difference in meaning between the [redacted] and [redacted] seemed to be the issues.
- **Severity Rating:** 3 – Serious
- **Recommendation:** TBD



06. Add [redacted] to [redacted] section

- **Finding:** 4 participants could not figure out how to add [redacted] to their [redacted].
- **Severity Rating:** 2 – Medium
- **Recommendation:** TBD



07. Record [REDACTED] to watch later

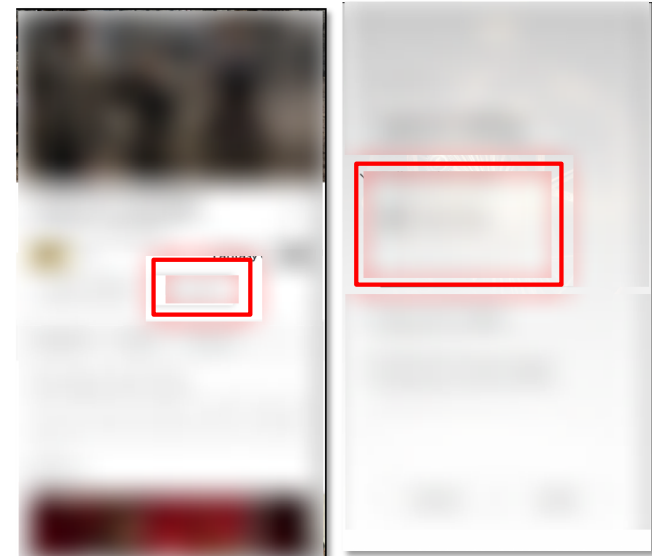
- **Finding:** Only 2 participants guessed that they would use [REDACTED] without any issues. 5 participants failed this task and 2 succeeded but were dissatisfied. One of the 2 participants who guessed that [REDACTED] said that they thought it was misleading.
- **Severity Rating:** 4 – Critical
- **Recommendation:** Reconsider use of the word [REDACTED] for "[REDACTED]". If [REDACTED] is used, the word [REDACTED] should be used before any action has taken place.

"Whoa, why is it [REDACTED]?! [REDACTED] means nothing about [REDACTED] to me. I would not have even had a clue."

"I don't know whether [REDACTED] would allow me to that. It doesn't seem to be it."

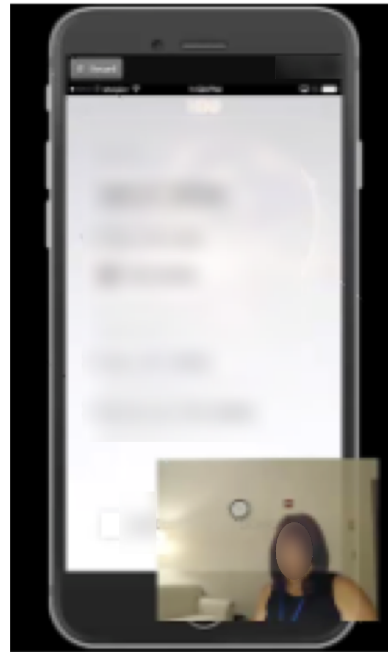
"I think [REDACTED] is more [REDACTED], rather [REDACTED]."

"I see [REDACTED], but I can't [REDACTED]."



08.Record **Some of These** to watch later (continued)

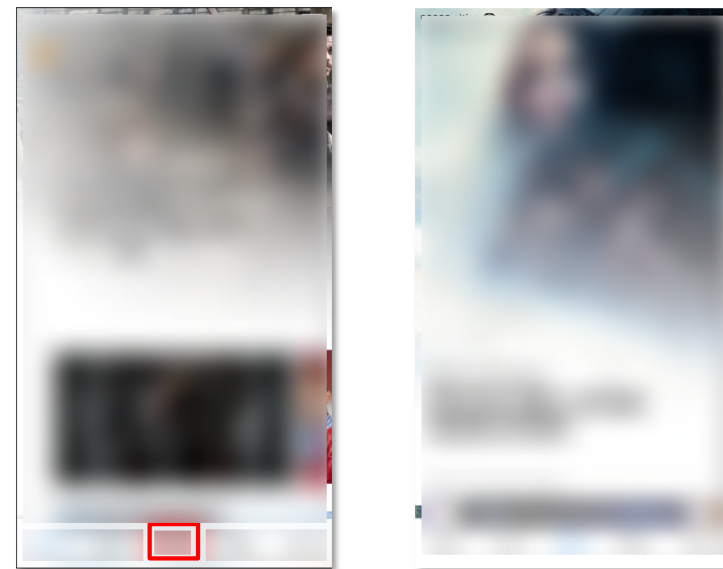
Video clips*



* Proprietary, so not viewable

09. Rent a movie

- **Finding:** It was not obvious that the [redacted] icon was for [redacted]. 8 participants tapped on one or more icons at the bottom of the screen before either tapping on the [redacted] or failing at the task.
- **Severity Rating:** 2 – Medium
- **Recommendation:** Redesign [redacted] icon to make the function of the icon clearer.



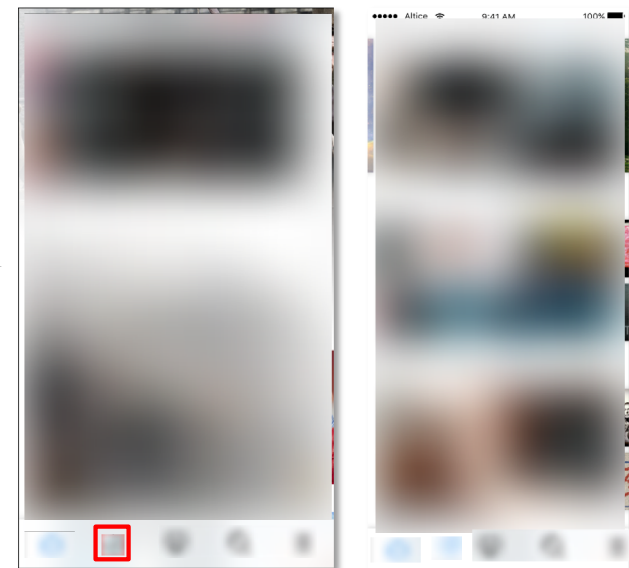
10. Watch something from

- **Finding:** It was not obvious that the [redacted] was for [redacted]. 4 participants first thought it would be [redacted], 4 thought it might be one of the other icons – [redacted].
- **Severity Rating:** 2 – Medium
- **Recommendation:** Redesign the [redacted] to make the function of the icon clearer.

"What does that mean? It looks like a [redacted] button or [redacted]. I wouldn't have thought that."

"I thought because of the [redacted] it was [redacted], like a [redacted] button."

"Ha! To me it looks like a [redacted] button and some sort of [redacted], maybe [redacted]. Absolutely nothing to do with [redacted]."

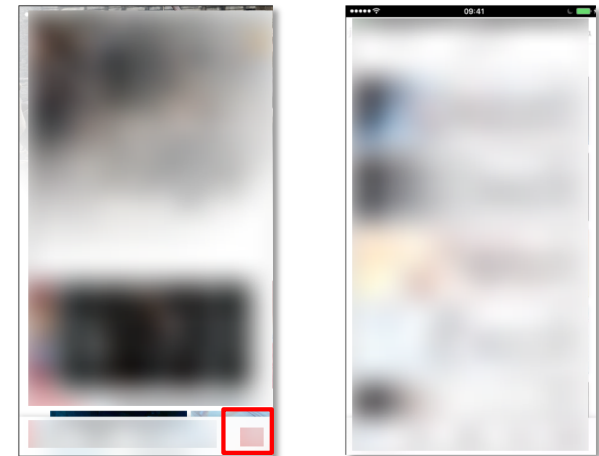


11. Access the [REDACTED]

- **Finding:** It was not obvious that the [REDACTED] was for the [REDACTED], but the reaction to this icon was better than the reactions to the [REDACTED] and [REDACTED] icons. 3 participants were not asked to perform this task because they had previously come across this section while performing other tasks.
- **Severity Rating:** 2 – Medium
- **Recommendation:** Redesign the [REDACTED] icon to make the function of the icon clearer.

"Originally I thought it was a [REDACTED]."

"Usually that's the [REDACTED] button."

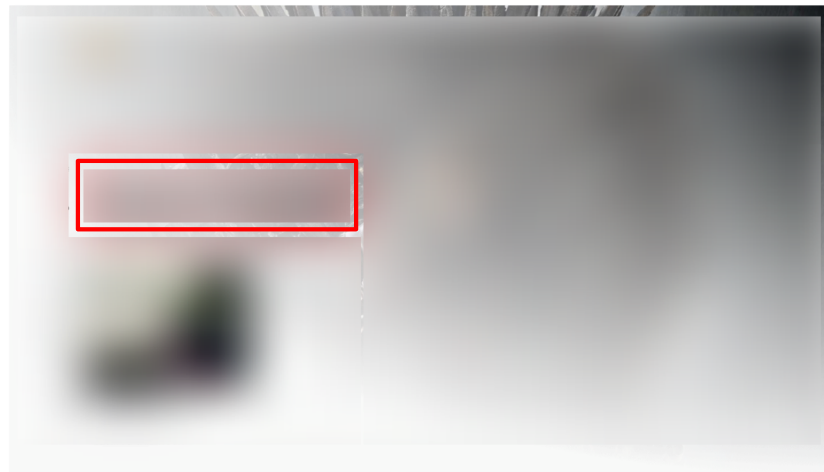


"I've seen the [REDACTED] before. I know it's not [REDACTED]. Yeah, for the [REDACTED] it's fine. I don't remember what it was for, but I know I've pressed [REDACTED] before."

12.TV UI: Determine whether

- **Finding:** The 4 participants who could not determine whether either looked for a section (3 participants) or saw in the section and still did not think of that as an indication that it (1 participant).
- **Severity Rating:** 4 – Critical
- **Recommendation:** Reconsider use of the words ' for

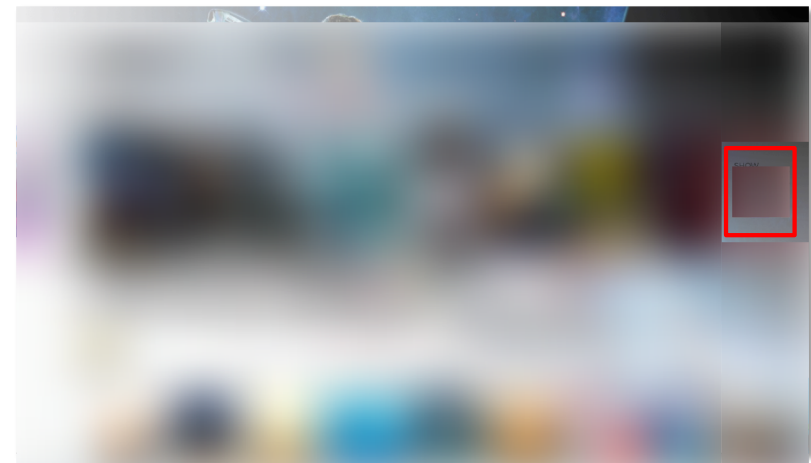
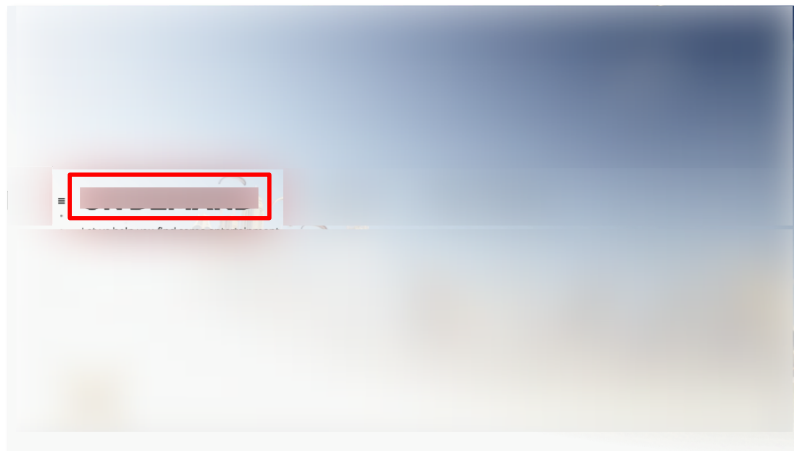
" , it says .
That's not doing it. Maybe it's in
? Over here what I'm seeing
is , it just
makes me think that the show's going
to be on."



"Well I found it so I could
watch it. I don't remember
how I got there."

13.TV UI: Find all

- **Finding:** The 5 participants who either failed or needed help with **Scrolling up to** either didn't scroll up to (4 participants) and/or didn't see (2 participants).
- **Severity Rating:** 2 – Medium
- **Recommendation:** Make scrolling up to more obvious and increase prominence and/or stroke of



14. Best and worst aspect of interface

- There were no overall best parts of the interface.
- The worst parts of the interface mentioned with any consistency were:
 - Iconography for the different sections at the bottom of the app (mentioned by 3 participants)
 - [REDACTED] (mentioned by 3 participants)

"The only thing that was different was the [REDACTED], and that confused me!"

"I think just the icons they chose are strange. Like the [REDACTED] icon being the [REDACTED]. So there's no icon for [REDACTED]? I'd want that."

"The buttons at the bottom of the screen, I don't know what they mean."

"The [REDACTED] and having a separate button to [REDACTED]. Other than that, everything is already in a really good state."

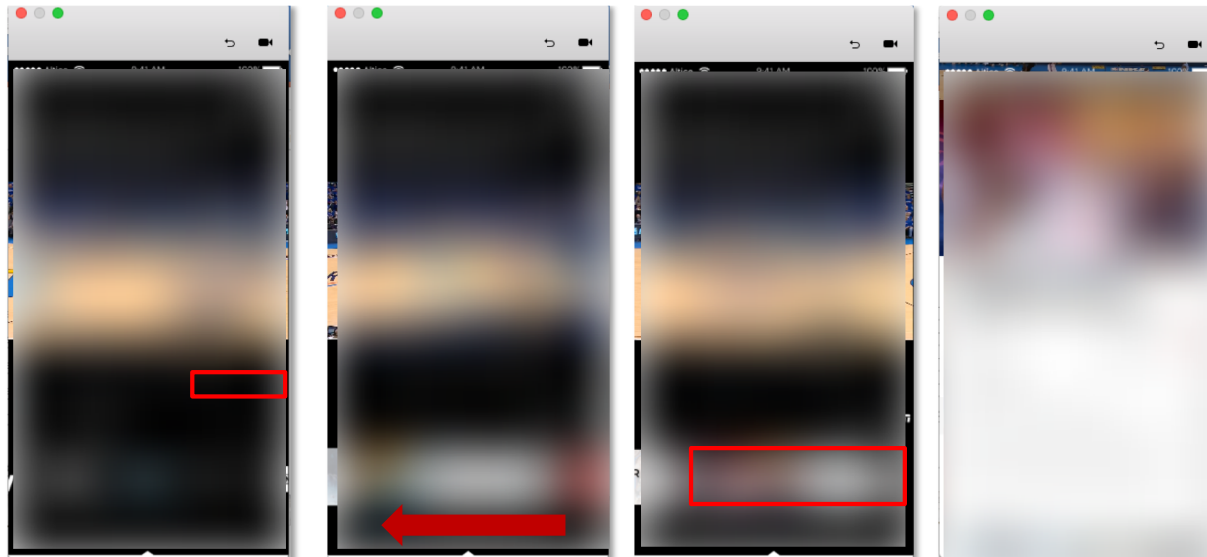
"Where the [REDACTED] is actually a [REDACTED], that was confusing."

Positive UX Aspects

01. Find the time of the [redacted] [redacted] tonight on [redacted]

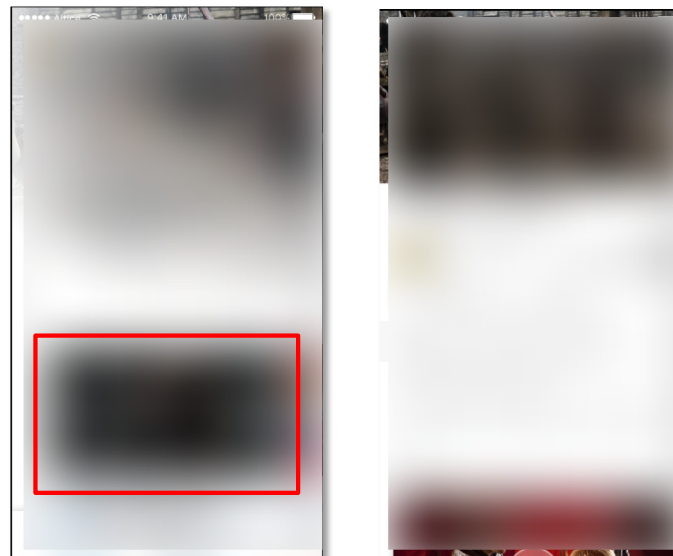
- **Finding:** All participants were able to easily find the time of the [redacted] on tonight on [redacted]

"That was very easy to do.... I never used the app before and I was able to figure it out!"



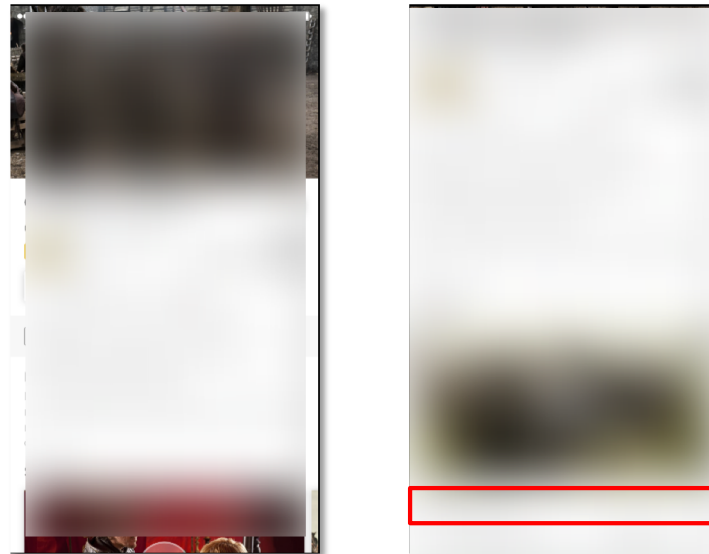
02. Open info for [REDACTED]

- **Finding:** 7 of the 8 participants who were able to access the [REDACTED] tapped on the [REDACTED] (rather than the [REDACTED]). 1 participant thought they were already on the [REDACTED] page on the [REDACTED] page.



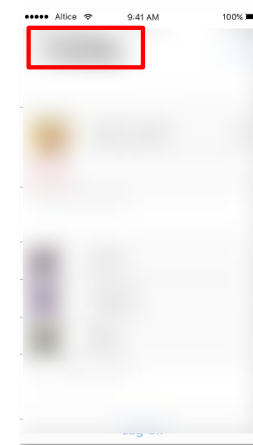
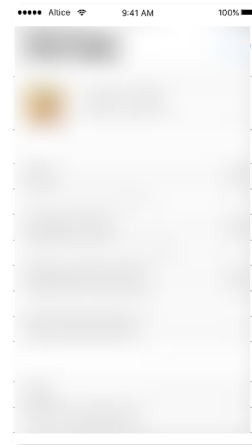
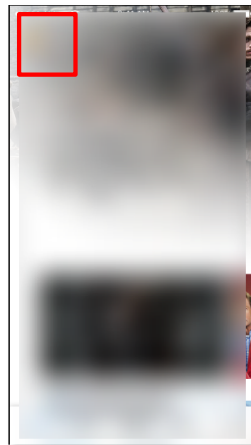
03.View

- **Finding:** 8 of the 9 participants easily accessed [redacted]. The 1 participant who had difficulty had difficulty seeing the light gray [redacted] against the white background.



04.Switch

- **Findings:** 7 of the 9 participants were able to switch [redacted]. Some participants first tried to tap the [redacted] next to the word ' [redacted] ' rather than the word ' [redacted] ' itself, to get back to the the [redacted] page, but presumably this would work in the final version. One participant asked whether [redacted], and how that would work. One participant wanted to just [redacted] and not have [redacted]."
- **Note:** The [redacted] next to [redacted] should be made tap-able to accommodate those who try to tap it instead of [redacted]."



05.TV UI: Navigate to

- **Finding:** All participants were easily able to navigate to [redacted], though a couple questioned why [redacted] was available in [redacted], further illustrating the issues with the use of the word [redacted]

"This is a nice layout. This section is nice, easy, simple....And the background would be [redacted]? It's very inviting."

