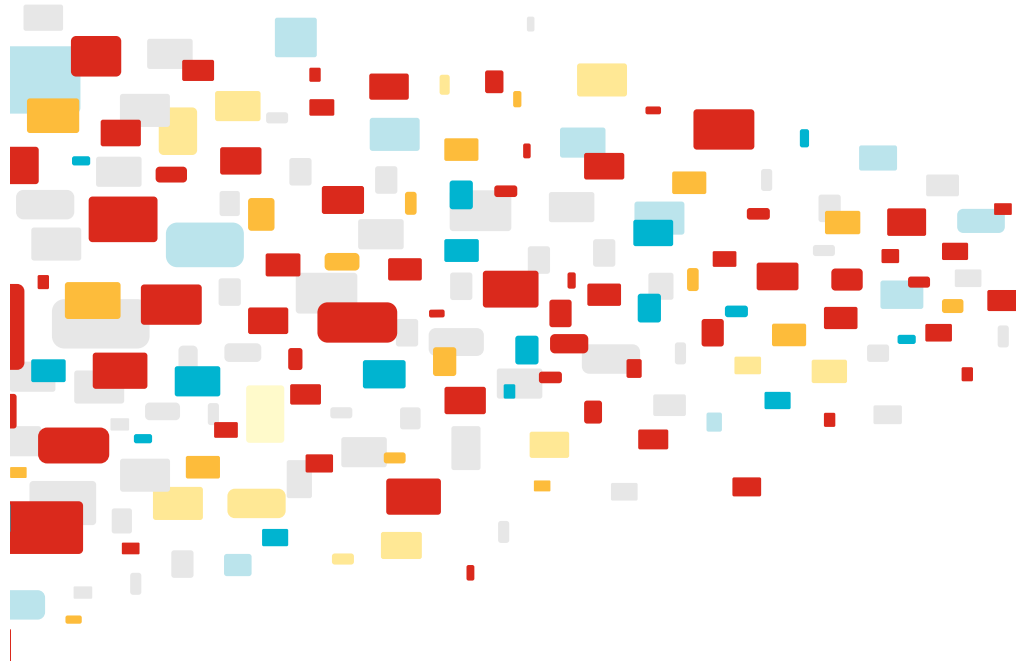


CityTV App - Usability Studies

# Usability Study Test Results, & Written Responses

April 6th, 2015



## USER #1

### Demographic Information:

Gender: Female

Age: 32

Profession: Business Analyst

Do you own a smartphone? Yes, iPhone

Do you own a tablet? No.

Do you use the City App? No.

What other TV streaming apps do you use? YouTube, Popcorn Time

### User Tasks:

**Open the app and tell us what your first impression is, what do you think this app is about? (5-10 min)**

#### Quotes:

*"I'm a bit lost as to the purpose of this app."*

*"In general though, it allows you to see shows, get a brief description, schedule and watch TV shows."*

*"Can I actually watch the entire episode of a show using this app? I would expect to have to log into an account to start watching content."*

*"I don't know what the purpose of a TV schedule would be."*

**Imagine you want to catch up on an episode of Hell's Kitchen from a couple of weeks ago, how would you do that?**

#### Quotes:

*"Can I search somewhere? There's nowhere to search, right?"*

*"I expected to see a search bar on the app."*

*"I would get annoyed if I had to watch the same ad over and over again."*

*"Finding things really shouldn't take this long."*

#### Notes:

*User found the latest episode of Hell's Kitchen from All shows page.*

*User thought that rating and notifications would be useful.*

*User expected categorization of content. (ie: by genres, favourites)*

**Apart from watching a show, is there anything else you might want to be able to do in the show section?**

**Notes:**

*Tweet, Facebook*

*User liked the Notification feature and thought it could be useful.*

**Is there anything missing in this app that you would expect to see?**

*Not at this point.*

**Additional Questions:**

**Do you ever participate in online chats during a live broadcast of a TV show?**

*No.*

**What do you like most about the app?**

*Notifications.*

**What features do you like the least?**

*“Categorization of the major chunks on the all shows screen is wrong. I feel like it should be like Popcorn Time where they show you different genres and you choose.”*

**What’s the most frustrating thing about the app?**

*“Not much really, but content organization could be better.” User recommended using genres to categorize content.*

**How can we improve the app?**

*“Use genres to specific types of content, like Popcorn Time.”*

*“Everything just seems pretty scattered, and the content is not organized.”*

**On a scale of 1-10, how likely are you to recommend this app to friends and family?**

*5 or 6*

**Any other thoughts that you would like to share with us about the app?**

*Not at this moment.*

## USER #2

### Demographic Information:

Gender: *Female*

Age: *19*

Profession: *QA Tester*

Do you own a smartphone? *Yes, Google Nexus*

Do you own a tablet? *Yes, iPad*

Do you use the City App? *No*

What other TV streaming apps do you use? *Netflix, YouTube*

### User Tasks:

**Open the app and tell us what your first impression is, what do you think this app is about? (5-10 min)**

### Quotes:

*"There's too much information and it's not very user-friendly."*

*"It's hard to get used to the information you have here."*

*"It might take me a while to find the information."*

*"A cleaner UI would be nice."*

*"I think this app is a way to watch shows if you've missed it. It's a video viewing app basically."*

### Notes:

*When the user tapped on the selected video from the show screen, they assumed that the video would automatically play without them having to press the play icon on the video.*

*The user expected to go to a show page when they tapped on a show from the Schedule page.*

*User believed that the information wasn't organized and that there were too many info tabs on the home screen.*

**Imagine you want to catch up on an episode of Hell's Kitchen from a couple of weeks ago, how would you do that?**

**Quotes:**

*"If I wanted to go back and watch this show again, I would just favourite it and watch it from Favourites."*

**Notes:**

*User went to the All Shows screen and then chose Hell's Kitchen from the list. After favouriting, user then went to the Favourites screen to get to the video she favourited.*

**Apart from watching a show, is there anything else you might want to be able to do in the show section?**

**Quotes:**

*"I would expect more information about the shows on this page."*

*"Some of these descriptions of the shows are kind of short."*

**Notes:**

*User believed that that the Schedule information should be on the show screen. User also believed that there should be a link on the show page to the Schedule. User would expect to be able to Comment from this view.*

**Is there anything missing in this app that you would expect to see?**

- 1. Commenting*
- 2. Liking videos*
- 3. Rating/Views on videos to see the most popular.*
- 4. Autoplay at the end of videos like Netflix.*
- 5. Related clips/recommendations at the end of the video.*

**Additional Questions:**

**Do you ever participate in online chats during a live broadcast of a TV show?**

*No*

**What do you like most about the app?**

*"User liked that there was a Schedule section but thought that the presentation of information could be better."*

**What features do you like the least?**

*"I'm not a big fan of the way the Schedule page looks."*

*"The show page seems empty to me. I want to know more about the shows."*

**What's the most frustrating thing about the app?**

"The play button. I'm kind of lazy. It should have autoplay on videos."

"I expected landscape orientation when I rotated my device."

**How can we improve the app?**

1. Commenting
2. Add # of views to videos
3. Expiry date should be on the actual description of the video
- 4.

**On a scale of 1-10, how likely are you to recommend this app to friends and family?**

6

**Any other thoughts that you would like to share with us about the app?**

I just don't like that there's a footer and a header on the app." User is referring to the navigation at the bottom, and the tabbed menu to sort genres at the top.

She believes that the display area is small because of the header/footer.

## USER #3

### Demographic Information:

Gender: Male

Age: 50+

Profession: Credit Operations

Do you own a smartphone? Yes, Samsung

Do you own a tablet? Yes, iPad

Do you use the City App? No.

What other TV streaming apps do you use? Netflix, YouTube

### User Tasks:

**Open the app and tell us what your first impression is, what do you think this app is about? (5-10 min)**

*"I can look for a TV show, watch full episodes, check what's popular. Straightforward app, easy to understand and easy to use. It has shows, features, schedule."*

**Imagine you want to catch up on an episode of Hell's Kitchen from a couple of weeks ago, how would you do that?**

*First, the user is looking for the search feature. There is no search feature. Then, the user went to 'All Shows', found Hell's Kitchen without any problems. Surprised to see only 5/6 episodes. Hard for him to see what is the latest. Annoyed about not being able to close the ad too long.*

**Apart from watching a show, is there anything else you might want to be able to do in the show section?**

*The user expects just to watch the show.*

**Is there anything missing in this app that you would expect to see?**

1. Search
2. User is interested in seeing comments on episodes.
3. Wants to see similar/related shows at the end of a show/episode.
4. Others favourites feature.

**Additional Questions:**

**Do you ever participate in online chats during a live broadcast of a TV show?**

*No*

**What do you like most about the app?**

- 1. Easy, simple to use. Ability to watch when waiting for something.*
- 2. Alerts about when to watch new episodes.*

**What features do you like the least?**

*User accepts the fact that the search doesn't exist, accepts the ads. Nothing really.*

**What's the most frustrating thing about the app?**

*N/A*

**How can we improve the app?**

*I'm not sure.*

**On a scale of 1-10, how likely are you to recommend this app to friends and family?**

*6-7*

**Any other thoughts that you would like to share with us about the app?**

*N/A*



## USER #4

### Demographic Information:

Gender: Male

Age: 18-34

Profession: Ryerson University Student, Marketing Major

Do you own a smartphone? Yes, iPhone

Do you own a tablet? No

Do you use the City App? No

What other TV streaming apps do you use? Netflix, YouTube, Bell TV

### User Tasks:

**Open the app and tell us what your first impression is, what do you think this app is about? (5-10 min)**

*"I can watch shows on the phone."*

*"I can go to the TV show that I like and pick episodes."*

*"I am assuming only Rogers customers can have access to watch the shows. It's pretty easy to use, straightforward. I like it, I would use it if I knew about it."*

*"When looking at the schedule-particular time (7pm) expecting to see this show live. There is a connection between schedule and "live."*

**Imagine you want to catch up on an episode of Hell's Kitchen from a couple of weeks ago, how would you do that?**

*The user went straight to the shows section, All Shows and didn't have any problems find the show right away and completing the task. Tapped on the latest episode to play. He was fine with ads at the beginning, but admitted would be annoyed if there is more in between.*

*He was aware of the expiration of the shows and was completely fine with that. Would expect the newest at the top, but finds the naming convention confusing.*

13. Chefs Compete, Season 14, Episode 6

14. Chest Compete, Season 14, Episode 5

**Apart from watching a show, is there anything else you might want to be able to do in the show section?**

*I can favourite it. (Interesting: the user double-tapped trying to favourite the show on the episode level.)*

*Was a little bit confused seeing the clips = wasn't sure what the clips are. Is it a preview?*

**Is there anything missing in this app that you would expect to see?**

*Would expect to see a lot of content to have a lot of options. He admitted that he has only a few favourite shows that he likes to watch. The user said he doesn't watch TV but is missing the news and would expect the app to be the same as TV channels.*

**Additional Questions:**

**Do you ever participate in online chats during a live broadcast of a TV show?**

*Never.*

**What do you like most about the app?**

- 1. I can choose episodes that I want to watch.*
- 2. Schedule – sometimes they have live events that I would like to watch.*

**What features do you like the least?**

- 1. Favourites – would prefer to see what his friends like and show friends what he likes.*
- 2. Noticing there is no search at first: but there is not a lot of content. The user is ok with not having it.*

**What's the most frustrating thing about the app?**

*Organization/confusing naming convention on the episode level.*

*13. s04, ep 6*

*14. s04, ep 5*

**How can we improve the app?**

- 1. Doesn't like ads but its ok if they are good and not repeating.*
- 2. Share option on any video.*

**On a scale of 1-10, how likely are you to recommend this app to friends and family?**

*7.5*

**Any other thoughts that you would like to share with us about the app?**

1. *Notification feature is awesome.*
2. *Changing location sounds cool.*

	U1 (Beta)	U2 (Beta)	U3	U4	U5	U6	U7
<b>Scheduled session</b>	Thursday, April 9th/2015	Thursday, April 9th/2015	Thursday, April 9th/2015	Thursday, April 9th/2015	Monday, April 13/2015	Monday, April 13/2015	Monday, April 13/2015
<b>Gender</b>	Female	Female	Female	Female	Male	Female	Male
<b>Age range</b>	26 years old	33 years old	32 years old	20 years old	50 years old	18-34 years old	18-34 years old
<b>Profession</b>	Marketing	Sales	Business Analyst	QA Testing	Credit	EBAT Testing	Ryerson Student, Marketing
<b>Smartphone owner?</b>	Yes, iPhone	Yes, iPhone	Yes, iPhone	Yes, Google Nexus Phone	Yes	Yes	Yes
<b>Tablet owner?</b>	Yes, iPhone	Yes, iPad	No	Yes, iPad	No	No	No
<b>CityTV App user?</b>	No, previous app user	No	No	No	No	No	No
<b>Other similar apps</b>	Netflix <a href="https://www.dropbox.com/s">https://www.dropbox.com/s</a>	Netflix, Shomi, YouTube <a href="https://www.dropbox.com/">https://www.dropbox.com/</a>	Popcorn Time, YouTube N/A	Netflix, YouTube N/A	Netflix, YouTube N/A	Netflix, YouTube N/A	Netflix, YouTube N/A

