

## USABILITY TESTING FINDINGS



### Spotify

#### Author and Stakeholders

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### Overview

Usability testing was completed on 5 individuals-- 2 Male ages 24-35 and 3 females ages 26-33.

### Scenarios & Tasks

- **Scenario 1:** You notice a friend of yours shared a song to their personal Spotify story and decide to check out the song they posted.
- **Task 1:** View your friend's story.
  
- **Scenario 2:** You receive a notification that someone has sent you a message within Spotify and want to read the message they sent.
- **Task 2:** View the message.
  
- **Scenario 3:** You really like the song you're currently listening to and decide to share it to your Spotify story.
- **Task 3:** Share the song to your story.

### Participant #1: Female, 33

**Task 1:** The user was able to complete this task quickly with no errors, however before she selected the story she asked for prompting-- "This story?" She also mentioned that the text was hard to read beneath the albums and had to put on her glasses.

**Completion Rate:** 100%

**Error-Free Rate:** 100%

**Task 2:** The user was able to complete this task quickly with no errors. She commented on liking that the message icon was in the navigation menu.

**Completion Rate:** 100%

**Error-Free Rate:** 100%

**Task 3:** The user was able to complete this task but it took her the longest-- mentioned that she forgot how to share music on Spotify. After a few minutes, she remembered and was able to complete the task.

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**Completion Rate:** 100%

**Error-Free Rate:** 75%

### **Overall Feedback:**

The user was able to complete all of the provided tasks with no errors. She commented that she liked the placement of the 'messages' icon, making it easier for her to discover new messages. The text was difficult for her to read-- and will be increased in the final iteration of the design.

### **Participant #2: Female, 26**

**Task 1:** The user was able to complete this task quickly and without user errors. She did, however, comment on the size of the text-- stating it was difficult to read.

**Completion Rate:** 100%

**Error-Free Rate:** 100%

**Task 2:** The user was able to complete this task with no errors. She commented on the circle surrounding the 'Andrea Lofton' section-- "It doesn't fit the picture."

**Completion Rate:** 100%

**Error-Free Rate:** 100%

**Task 3:** The user was able to complete this task with no errors. She mentioned that she liked the placement of the 'Spotify Stories' button. 'It was easy to find because it's at the top, and it's beneath the 'share' section just like everything else.'" While looking at the 'share' CTA button she mentioned that it does not look like Spotify's buttons-- "It looks square and not round."

**Completion Rate:** 100%

**Error-Free Rate:** 100%

### **Overall Feedback:**

The user was able to complete all tasks quickly and with ease. Updates will also be made to the circle surrounding the users on the Messages screen. As for the 'Share' CTA, it appears to be an issue with the prototyping website, as the button looks round within Sketch.

### **Participant #3: Male, 35**

**Task 1:** The user was able to complete this task with no errors.

**Completion Rate:** 100%

**Error-Free Rate:** 100%

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**Task 2:** The user was able to complete this task with no errors. He also mentioned the circle surrounding the friend profile picture on the messages screen.

**Completion Rate:** 100%

**Error-Free Rate:** 100%

**Task 3:** The user was able to complete this task quickly without user error.

**Completion Rate:** 100%

**Error-Free Rate:** 100%

### **Overall Feedback:**

The user was able to complete all of the given tasks and commented on how easy it all was. After they completed the tasks they attempted to go through the remaining pages but discovered they weren't active-- "Oh I forgot you mentioned this was just a prototype." He said that other than the circle on the messages screen everything else looked as expected.

### **Participant #4: Female, 28**

**Task 1:** The user was able to complete this task with no errors. She commented on the reaction icons saying that she loved them. When asked what she loved about them she said, "I like how simple they are."

**Completion Rate:** 100%

**Error-Free Rate:** 100%

**Task 2:** The user was able to complete this task with no errors.

**Completion Rate:** 100%

**Error-Free Rate:** 100%

**Task 3:** The user was able to complete this task with no errors. She mentioned that she liked that the Spotify Stories button was at the top-- making it easier to find.

**Completion Rate:** 100%

**Error-Free Rate:** 100%

### **Overall Feedback:**

The user was able to complete all of the required tasks with no errors. "The only thing I am noticing now that I look at it is that the text is kind of small." She opened up her Spotify app to compare the text and stated that it was much smaller.

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### Participant# 5: Male, 24

**Task 1:** The user was able to complete this task with no errors.

**Completion Rate:** 100%

**Error-Free Rate:** 100%

**Task 2:** The user was able to complete this task with no errors.

**Completion Rate:** 100%

**Error-Free Rate:** 100%

**Task 3:** The user was able to complete this task with no errors.

**Completion Rate:** 100%

**Error-Free Rate:** 100%

### Overall Feedback:

The participant was able to complete all of the given tasks quickly with zero user errors. They commented that the photos on the album covers looked slightly blurry, and mentioned the text being slightly small/ difficult to read. In the end they stated, "This is awesome, everything feels very intuitive and easy to use."