

# MUSIT

Lab Usability Study #2

February 21, 2017

## The Musit Team



*Juan Marroquin*



*Jared Wolens*



*Megan Wilson*



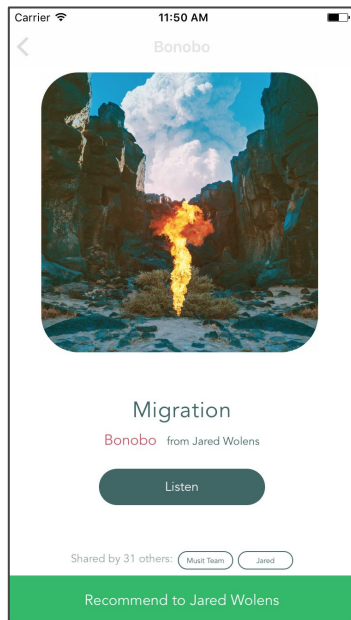
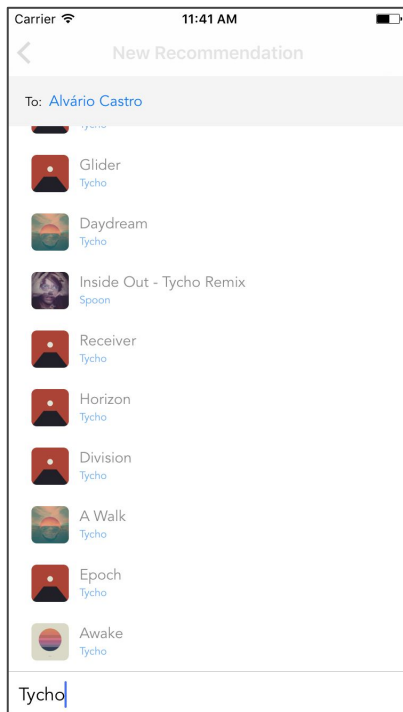
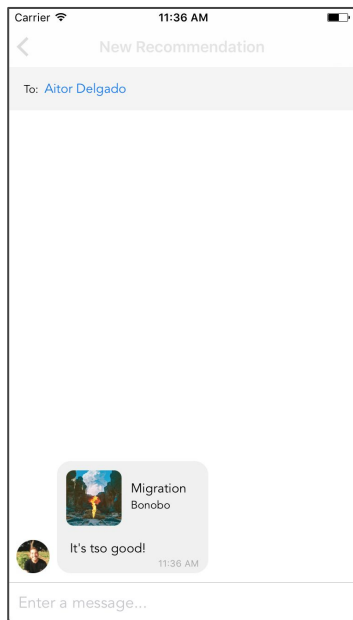
*James Geary*

# Introduction

# Overview of Talk

- Current Status of Musit
- Usability Test Process
- Usability Test Results
- Discussion
- Summary

# System Being Evaluated

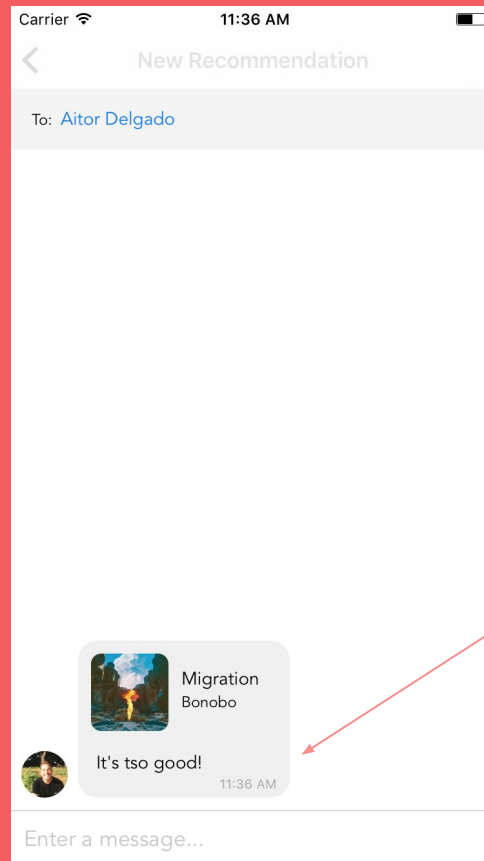


- *Turning conversations into playlists*
- *Help users understand their musical preferences*
- *Centralize music recommendations in one, easy-to-use tool*
- *Never lose a recommendation ever again!*

It's time for a closer look...

# Messaging with Music

*Cultivating exchanges and seeding jealousy*

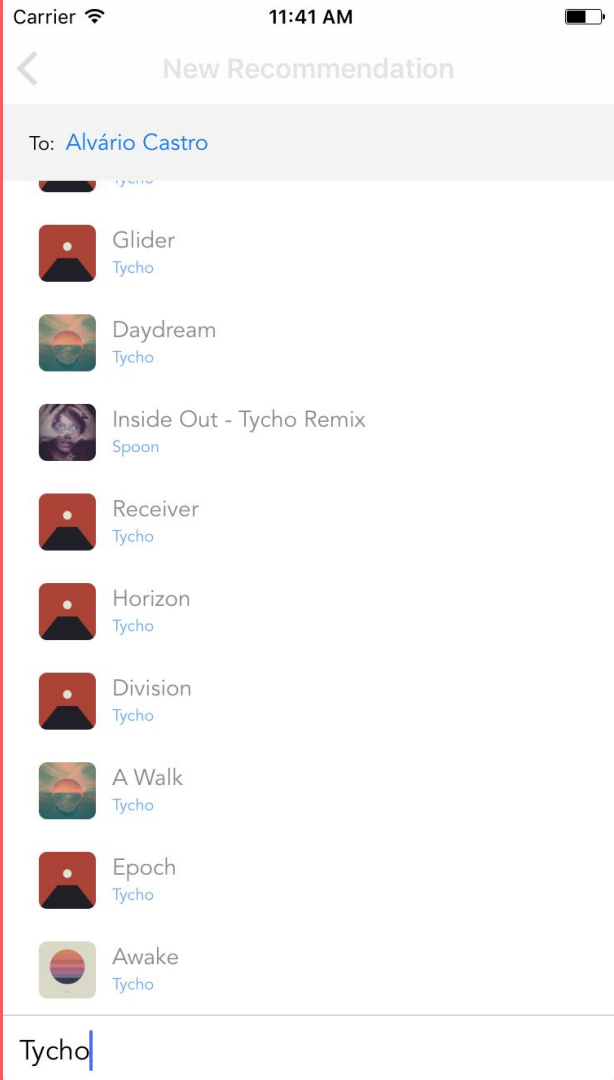


“message” is composed of a message and extracted song information pulled from Spotify

# Autocomplete with Song Names

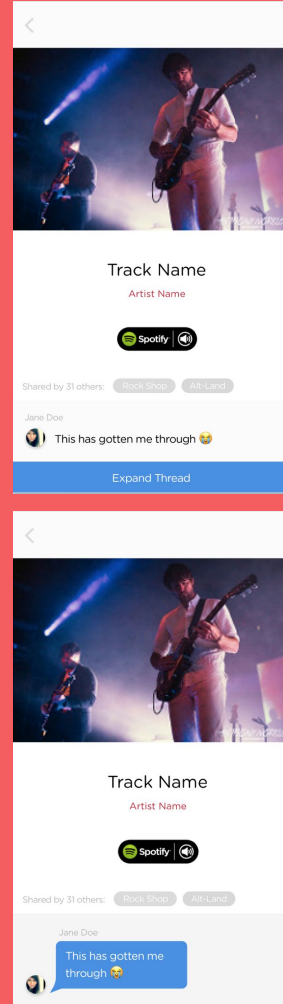
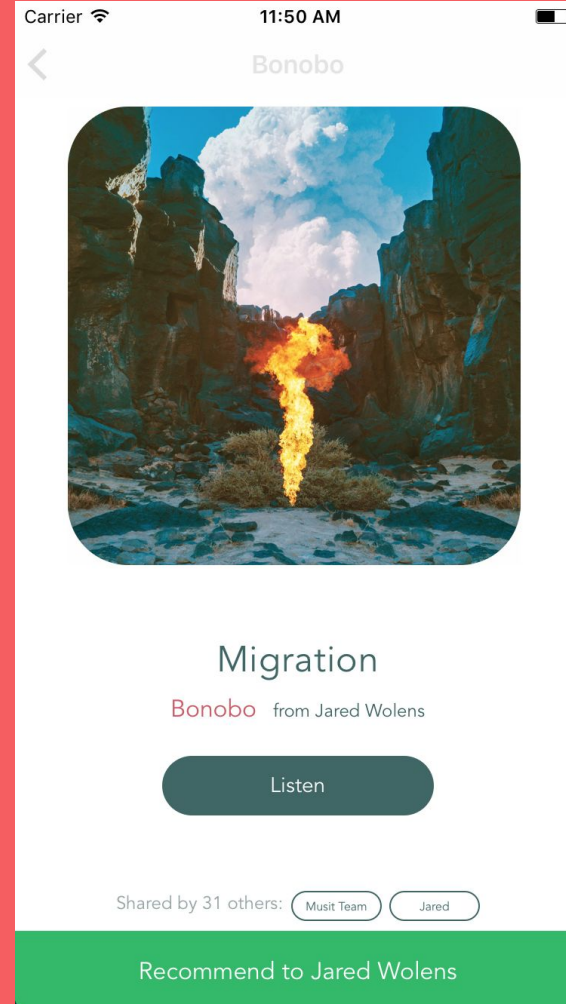
*Spotify Querying*

Real-time query Spotify to generate a feedback list of albums, artists, and tracks.



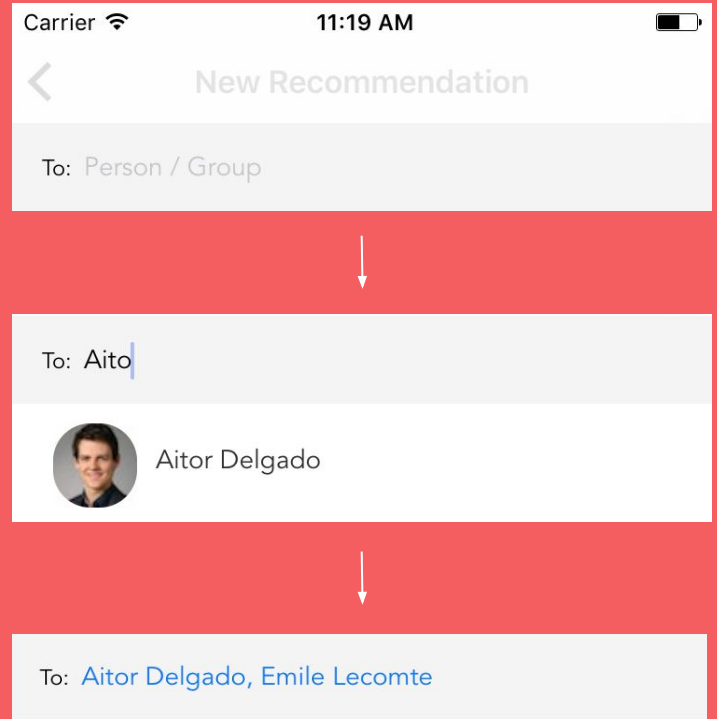
# Recommendation to Conversation

*Be inspired and seamlessly trade*



# Using messenger heuristics

*Capturing existent messenger  
platforms*



# Purpose of Experiment

- General: Get user feedback on the changes we made to Musit
  - de-emphasized trending, emphasized forming *relationships* around music
  - home screen
  - design changes → FAB, message flow, etc.
- Evaluate Main Tasks:
  - send recommendation to individual
  - Receive and view recommendation
  - Recommend to and interact with groups

Method

# Recruiting

- Asking acquaintances
  - P1, P4, and P5
- Approaching people at Starbucks in Palo Alto
  - P2 and P3

# Participants

Who?

P1. Stanford CS PhD Student

P2. Foothill College Graphic Design Student and Musician

P3. Software Engineer

P4. Masters Student in Learning, Design, and Technology (LDT) Program

P5. Product Manager at Quora

# Compensation

- All users except for one compensated through \$5 Starbucks Gift Card
- The exception (P1) was compensated through us testing his app.



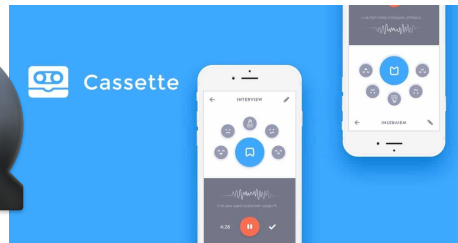
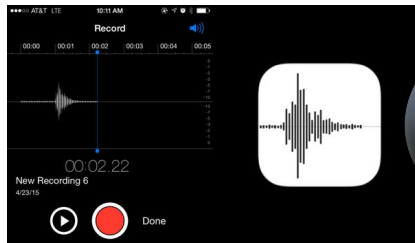
# Location

- P1: participant's office in Gates
- P2 and P3: University Avenue Starbucks
- P4 and P5: CoHo



# Apparatus

- Application ran on:
  - Simulator (P1, P2, P4)
  - iPhone (P3, P4, P5)
- Usability Testing Tools:
  - Cassette (audio recording tool with bookmarking)
  - QuickTime Player for Screen Recording
  - Voice Memos (when Cassette failed us)
  - iPhone Camera



# Tasks

**Task #1: Send music to  
an individual**



Bany (Banyammammadi)

To: Abigail Singh

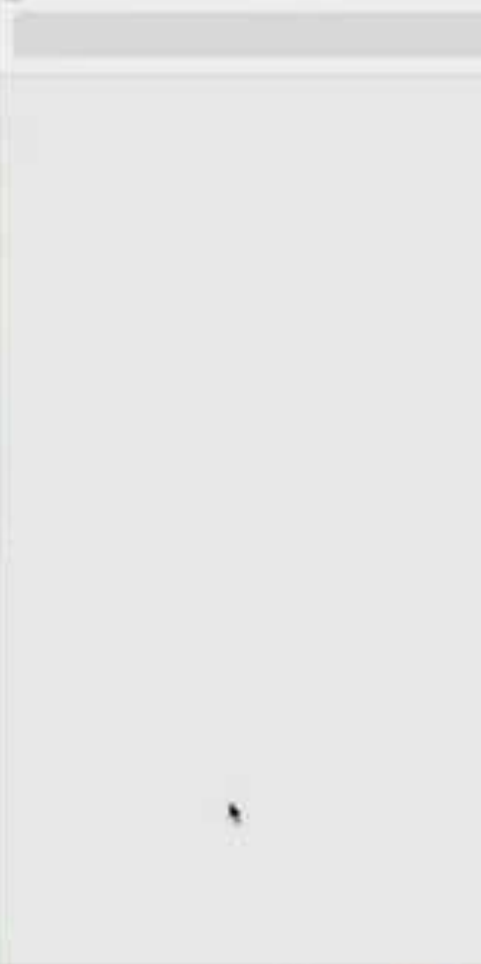
Awake  
PTAwake  
Freedom PtWide Awake  
Key PtAwake  
FreedomAwake  
PTAwake  
PTAwake  
PTAwake and Alive  
PTMonitor  
PT

Awake

# What we were looking for

- Can they act based on messenger instincts?
  - Will they find the new recommendation screen?
  - Will they know how to select a person to send it to?
  - Will they know how to enter a new recommendation?
- Will the order we envisioned (first select a person, then attach a recommendation) make sense?

## **Task #2: Receive a recommendation**





# What we were looking for

- Where do they look for their recent recommendations?
  - Top-most recommendations? Threads?
- What did they want to do when looking at their recommendation?
  - Play the song? Forward the song? Reply?

## **Task #3: Share with a group**



Email Recommendations

To: Abigail Singh, ed



Abigail Singh, ed



Afet Kurutluoglu



Aitor Delgado



Alexa Phillips



Alice Clark



Alois Roy



Alvaro Castro



Amanda Keil



Andrew Gibson



Anna Christiansen

# What we were looking for

- Will the user know to keep typing after the comma to add another contact?
- Will the user first look through their current conversations to find the group?

# Procedure

- Introductions
- Consent Form
- Overview of Musit
- Main Test
  - Task #1: send a music recommendation to an individual
  - Task #2: receive a music recommendation
  - Task #3: share music with a group
- Debrief
  - Ask for more general feedback
  - Thank user
  - Compensate user
- Discuss Test as a Team

# Test Measures

# Test Measures

For Each Task:

- Time to first action
- Total time on task
- Questions asked
  - Version-specific
  - App-specific
- Concerns / Problems / Dislikes
- Mistakes
- Critical Incidents

# Test Measures

Overall:

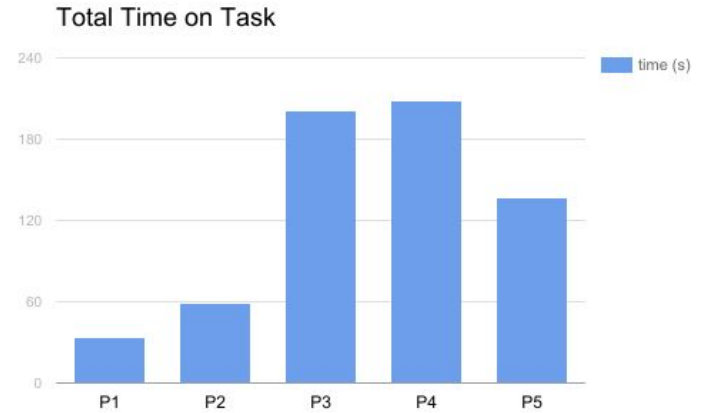
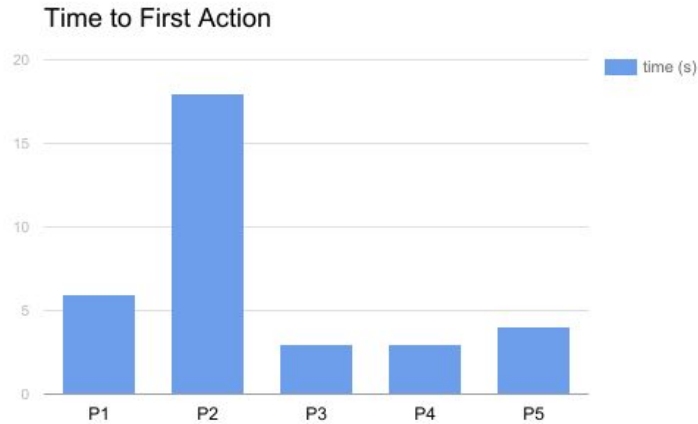
- Intuitiveness of Tasks
- Coverage of Tasks

Gather comments, concerns, and suggestions from each user in debrief

# Results

Task By Task

# Task #1: Send a Rec. to an Individual



# Questions Asked

- How should I format the recommendation I'm sending? [P1, P2, P4]
  - Text? Just the song name? Will it attach a file?
- When my friend sees the recommendation I sent them, will there be read receipts so I know they saw it? [P2, P5]
- What does 'search recommendations' mean? Is this to search songs that were sent to me or to search for songs I want to send to someone else? [P3]
- Is there a way to view a recommendation I received and send this along to someone else? [P3, P4]

# Concerns / Problems / Dislikes

- Not enough direction for how to format a song recommendation [P1 - P5]
- “Search Recommendations” does not make it clear what I am searching for [P3]
  - Perhaps change to “Search Inbox” so we know we are searching among the recommendations we *received*.
- Wasn't clear how to send a song without attaching a message to it. [P4]

# Mistakes

- Did not see plus icon in top left to create new recommendation [P5]
  - Viewed a recommendation first, tried to send from there [P3, P4]
- Typed \_\_\_\_\_ before entering song name in recommendation input box
  - “Hey check this out” [P1]
  - “Send”, “Listen to” [P2]
- Tries to use “Search Recommendations” bar to find a song to send [P4]

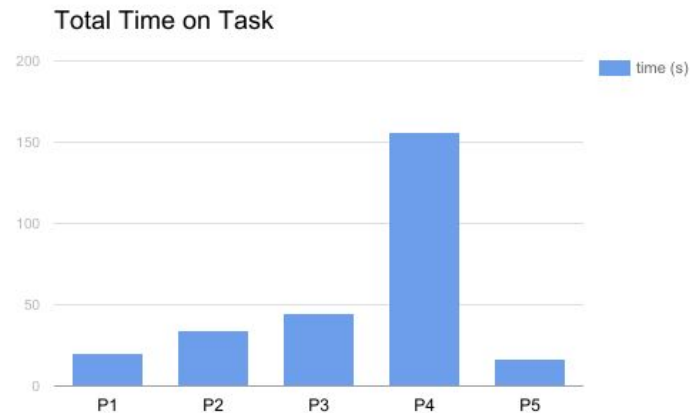
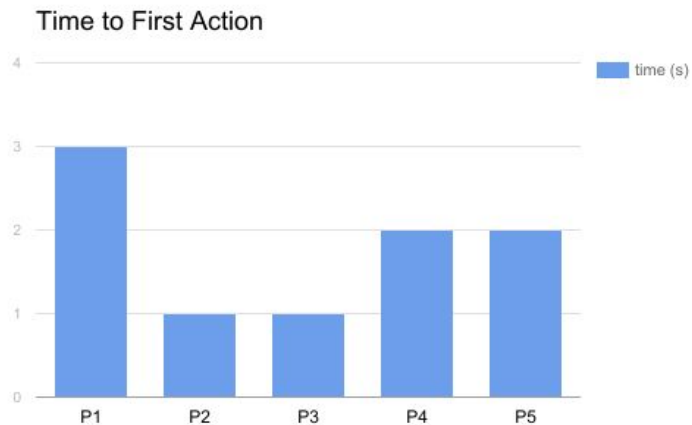
# Critical Incidents

- Tried to send a recommendation from a recommendation he/she received [P1, P4]
- Cancelled song recommendation she was about to send by clicking album art [P4]
- Tried to copy Spotify URL into the message field [P5]

# Miscellaneous Quotes

- “I think your app just has a different model than my conceptual model. It’s not a bad thing, but there are a few things I need to get used to with messaging using songs rather than words.” [P1]
- “I want to know if the person I sent my recommendation received it and listened to it, and how they felt. This would help me know whether I should keep sending similar recommendations or if I should change my approach.” [P2]

# Task #2: View Recommendation



# Questions Asked

- “What would happen if something was recommended to me that isn’t on Spotify?” [P1]
- “Are the three recommendations that show on my home screen the three most recent recommendations I’ve received?” [P2]
- “Oh, the green dots next to the recommendations I received indicate they are unread? They kind of remind me of Facebook’s ‘available to chat’ indicators.” [P4]
- “If I want to reply to this, do I have to send a song back, or can I send just text?” [P4]

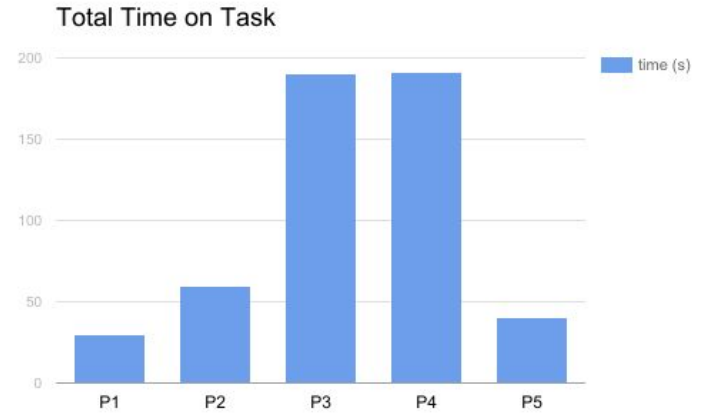
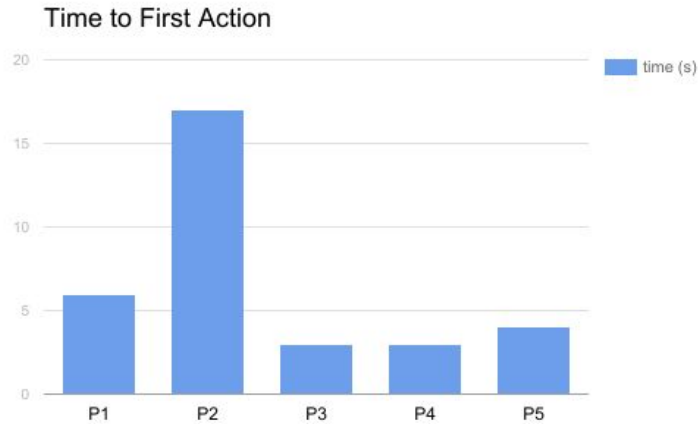
# Concerns / Problems / Dislikes

- Sometimes likes to share the “whole experience” by sharing music videos; Concerned that this would not be possible on *Musit* [P1]
- “When I view my inbox, there is nothing that makes your app really memorable. Making your logo more prominent or establishing colors I would associate with your brand would keep me coming back.” [P3]
- Concerned that the interface doesn’t emphasize the most important part of the recommendations in the inbox
  - Sender name not prominent enough [P1, P2, P4]
  - Put recommendations from the senders I care most about at the top of my inbox, not the most recent [P4]
- Concerned about having to send music in reply to a recommendation [P4]

# Mistakes & Critical Incidents

- No notable mistakes
  - Most likely because many of the users explored the “view recommendation” task by chance when they were trying to figure out how to send a recommendation
- Feedback on task #2 was primarily around interface design choices

# Task #3: Group Recommendations



# Questions

- “Should I be thinking of groups as an everyone-contributes model rather than a follower-following model, correct?” [P1]
- “I can just add the users in a list like iMessage and then everything else is the same [as sending an individual recommendation], right?” [P3]
- “What do the little bubbles mean?” [P4]
  - Referring to genre chips

# Concerns / Problems / Dislikes

- Disliked icons for threads, because they are displayed like contacts are typically displayed. [P3]
  - Suggested that it would be better to display them in a similar format as individual conversations

# Mistakes & Critical Incidents

- Tried to respond to recommendation posted in the thread with a text-only response

# Did the users succeed?

- Yes! All users were able to complete the task we gave them, despite difficulties with the first task as they got their bearings.

# Debrief Feedback

# Interacting with the Interface

“I wish I could get confirmation of what song I am going to recommend before I hit send. It could be **embarrassing** if the song Spotify finds with its search is not the one I mean to send.” [P2]

“Maybe Spotify should pull from the songs I’ve listened to recently, rather than the songs that are popular on Spotify.” [P4]

“I wish your interface was more distinctive and memorable so I would have an **immediate visual association** with *Musit*. Take the cool colors from your icon and make me think of those as ***Musit colors***.” [P3]

# The People

“This brings back the idea of mixtapes for me. I used to listen to mixtapes to really *feel* the person who gave it to me, and this associates groups of songs with a certain person in a similar way.” [P4]

“I wish I could see **who shared what music with who** in my network. That’s what would keep me coming back.” [P4]

“I think it would be helpful to start with the song, and select the ten people you want to send it to. I think when you’re sending music, you’re inspired by the fact that the song is *that awesome* that you want to tell everyone about it.” [P4]

# Discussion

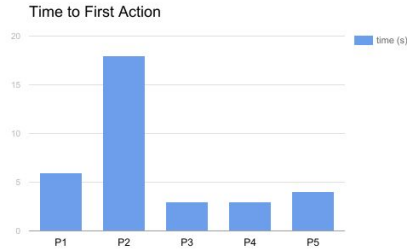
# What We Learned from the Pilot Run

The *Musit* concept is well-received....

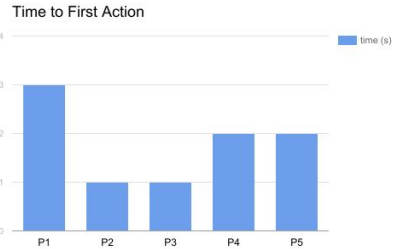
2/19/17, 9:51 PM

My friend sent me a bunch music when I got home and wish I had the museit app !

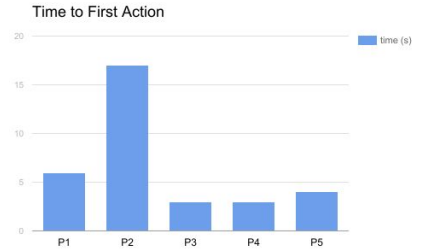
But there's a bit of a learning curve...



Task 1



Task 2



Task 3

# Changes for a “Real” Experiment

Refining our task descriptions to help users take the right “first actions”

Recruit a **wider range of users** (more variance in age, occupation, SES, etc) and test on more **power users**.

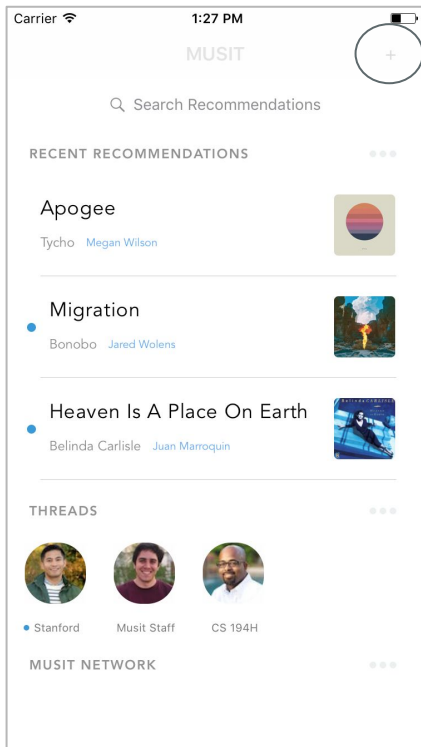
Try adding music to the situation (either at a performance or just by playing spotify in the background)

# Experiment Difficulties

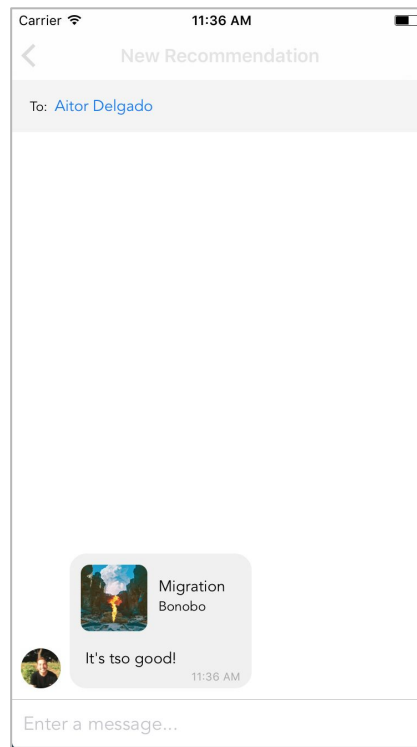
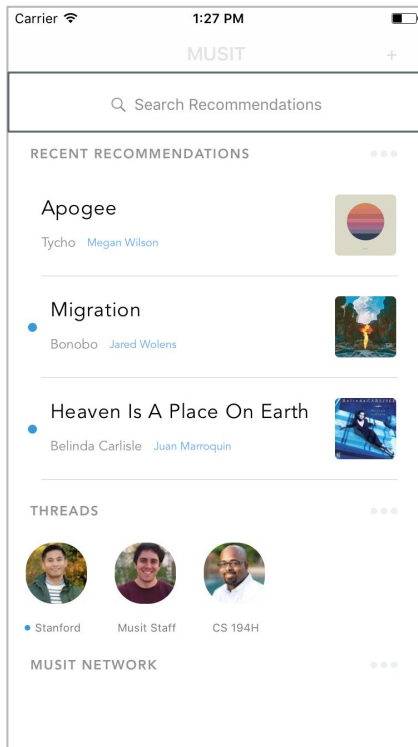
- iPhone app (non-simulator) especially buggy.
  - Would often only work right after being loaded off the computer
- React error messages disrupted experiment
- Cassette Bug → unable to log in for 2 days
  - Ended up using Voice Memos for several studies

# Interface Changes

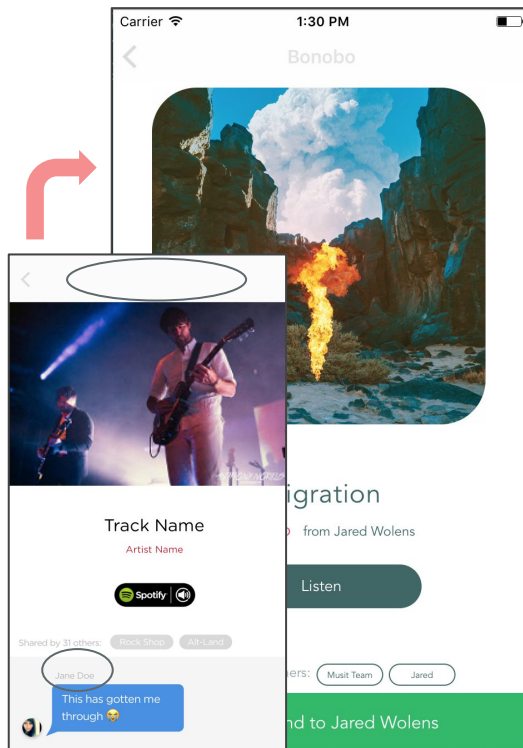
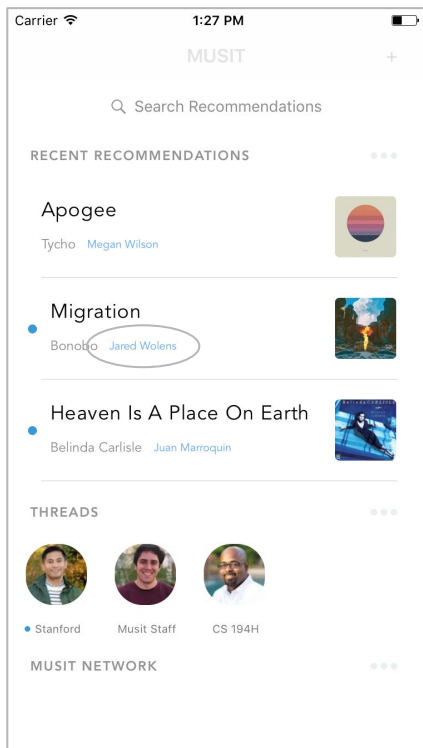
# Make “+” Button More Prominent



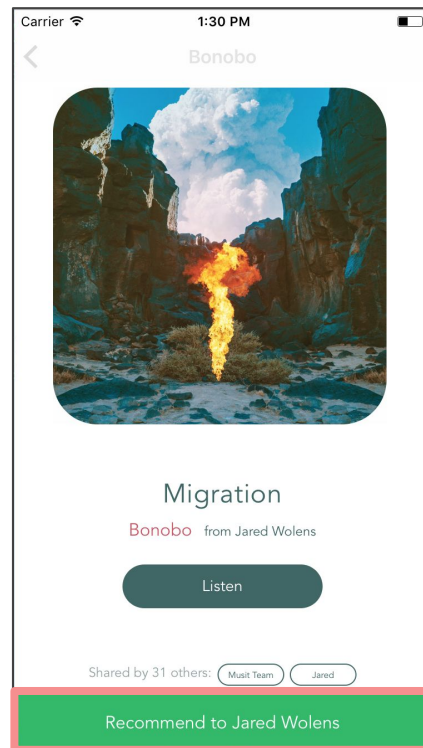
# Clearer Direction for Search, Recommendation Format



# Make Sender More Prominent in Recommendation Views



# Add Functionality for Easy Forwarding



***What's the best language?***

# Other Interface Suggestions to Consider

- Read receipts for recommendations
- Display threads in the same format as individual conversations on the home feed
- Allow users to respond to recommendations without sending another song
- Change ordering of feed
- Change read/unread indicators in home feed

# Summary

# What We Did

Recruited a range of music enthusiasts.

Received verbal and clickstream feedback on *Musit*'s three main tasks: sending a recommendation to an individual, receiving a recommendation, and sharing music with a group.

Discussed the highlights and shortcomings of the current implementation and solicited suggestions for how to move forward.

# What We Learned

The transition from traditional messaging apps to a messaging app where music is exchanged intuitive, but there are a few areas where **extra guidance would facilitate this transition.**

People want to turn the recommendations that are given to them into recommendations they give to others.

# Moving Forward

- Implement interface changes
- Find out why React runs badly on the phone itself
- Finish making the app dynamic
  - Exchange of messages
  - Updating the home page
- Investigate notifications and adding to Spotify playlists from within our app.

Thank you!

**Must-Usability Test Consent Form**

The Must-Usability test is being produced as part of the coursework for Computer Science course CS 156B at Stanford University. Participants in the experimental evaluation of the application provide data that is used to evaluate and modify the interface of Must-Usability. Data will be collected by interview, observation, logging and questionnaires.

Participants in this experiment is voluntary. Participants may withdraw themselves and their data at any time without fear of consequences. Concerns about the experiment may be discussed with the researchers Jared Wilson, James Gandy, Juan Manriquez, and Megan Wilson or with Professor James Landy, the instructor of CS 156B.

James A. Landy  
CS Department  
Stanford University  
650-495-8211  
landy@cs.stanford.edu

Participant anonymity will be provided by the separate storage of names from data. Data will only be identified by participant number. No identifying information about the participants will be available to anyone except the student researchers and their supervising faculty.

I hereby acknowledge that I have been given an opportunity to ask questions about the nature of the experiment and my participation in it. I give my consent to have data collected on my behavior and opinions in relation to the Must-Usability. I also give permission for the investigators of the using the application to be used in presentations or publications as long as I am not personally identifiable in the images/videos. I understand I may withdraw my permission at any time.

Name: Kimya Mojica  
Participant Number: 1  
Date: 2/18/17  
Signature: [Signature]  
Witness name: Megan Wilson  
Witness signature: [Signature]

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Name: Megan Wilson  
Participant Number: 2  
Date: February 18, 2017  
Signature: [Signature]  
Witness name: Megan Wilson  
Witness signature: [Signature]

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Name: Hany  
Participant Number: 3  
Date: 2/18/2017  
Signature: [Signature]  
Witness name: Megan Wilson  
Witness signature: [Signature]

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Name: Michael Fischer  
Participant Number: 4  
Date: 2/17/17  
Signature: [Signature]  
Witness name: Megan Wilson  
Witness signature: [Signature]

# Appendix: Consent Forms