YT Music Usability Test Plan Round 2

Purpose & Goals	To discover if the new edit functions of system-curated playlists is intuitive and seamless. Users will be able to identify the thumbs-up icon as the way to save the playlist to Library. Users will be able to edit the saved system-curated playlist in less than 2 minutes. Users will be able to save and edit a playlist with 0 errors/dead-end clicks.
Logistics	Tests will be conducted remotely via Zoom at zero cost with an InVision prototype having the users share their screen as they move through the scenario and task. The unmoderated usability tests will be conducted Thursday, Sept. 17th and Friday, Sept 18th. Prototype Link: https://invis. io/4HYT2JSCFSM#/432017239_Home_Scrolling
Participants	Primary target participants are current YouTube Music users. In lieu of current YouTube Music users, the secondary target are users of other music streaming applications.
Scenario & Tasks	You like a YouTube Music pre-made playlist but it's not quite perfect. Please show me how you would save the playlist and make changes.
Metrics	Quantitative: number of clicks and errors? Qualitative: is the user at ease during the process of editing a system-curated playlist?

Script	"Hi my name is _____. This test will be about 10 minutes. We'll start with a couple optional demographic questions before jumping into the simulation. Next I'll give you a scenario and task, then have you go through a prototype sharing your thoughts out loud. Just do whatever comes naturally. It is the app and its functions, not you, that are being tested. Is it okay if we record this test for internal purposes?"

YT Music Usability Test Results Round 2

Usability Tester Name	Hannah P.	Robin Jones	Peter Dorizas
Age	31	21	26
Gender	female	male	male
Occupation	business consultant	unemployed	accounting
Scenario Presented	*You like a YouTube Music pre-made playlist but it's not quite perfect. Please show me how you would save the playlist and make changes.*	*You like a YouTube Music pre-made playlist but it's not quite perfect. Please show me how you would save the playlist and make changes.*	*You like a YouTube Music pre-made playlist but it's not quite perfect. Please show me how you would save the playlist and make changes.*
Number of Clicks	6 (one in error)	18 (mostly trying to scroll horizontally and click 3 dots)	7 clicks (second time through)
Completion Time	1:30	1:55	1:40 including 1st and 2nd time
Errors	1	2 (trying to click 3 dots on playlist and not saving playlist in first attempt)	5, wanted to go for the 3 dots function.
Commentary from User	User was confused by how to save it so she could edit it, so thought she could select the three dots on a song in the initial playlist to remove one. When she found she couldn't she selected the plus icon. She didn't notice where it took her, but noticed that the plus seemed to have changed to a pencil. Selecting the pencil, she notice that it made a copy of the playlist and she could now edit it. She clicked a minus and deleted one song.

She said she'd never used playlists in the app before (always listens to artist or album and often via Google Home) so figured that's why it took her a second to | "So I see I'm on mobile. It doesn't seem to let me move it at all. I'm trying to drag over to see the other songs. There we go. So basically you're saying this is a whole bunch of songs that are recommended and I should move songs or delete songs I don't want? It doesn't seem to let me save. Let's see. It's just wanting to select everything. Ok cool. So then I can move and then subtract as well. Move move, add song, I'm sure this allows me to share amung other things. Then once I'm done I hit done. | -"so i just copy a playlist?"
-"alright I made a change to this, should I make more changes?"
-When I was trying to remove the song...oh wait you can click on the 3 dots. Then I guess it's pretty similar to spotify then with the 3 dots.
-Kind of los to be honest (edit screen). The set up itself explanatory and the functions of editing but the collaborate was confusing, not sure why it's there. |
| Visual Cues | she did it on her phone like a real app, so with Zoom shared screen I couldn't see her face or gestures. She very succintly talked through her thoughts and actions which I could see the results of on the screen. | Was having issues sharing screen while using computer so used camera to record separate computer. Wasn't able to see visual cues but sounded confused initially while trying to scroll horizontally as well as attempting to save playlist from 3 dot edit button | 3 dot symbol on top menu (not song) was his go to instinct, visually went to this to figure out what to do. |
| Issues | It was clear that she didn't actually read the onboarding prompt...but managed on her own anyway. | Didn't read onboarding prompt about how to copy playlist but after backtracking and seeing it a second time was able to complete the task quickly | Wants to edit within specific song instead of from general page.
Didn't follow onboarding prompt until second time around, stop to read and then got it from there. Wanted to do more functions on edit screen than just the one take a song off the playlist. |
| Follow Up Questions Insights | The follow up conversation was about her use of the app, since she had never used a playlist. | The user explained that he believed the 3 dot function would allow him to save the playlist while not immediately recognizing the add to library button. After circling back and reading the onboarding was able to complete task easily | Stuck on the 3 dot function.
Onboarding process, didn't realize and automatically pressed "got it" because he assumed it'd be pretty quick to figure out without folliwng the prompts. |

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Iteration Ideas	How might we make the onboarding prompt more pleasing to insure engagement?	How might we point users to the new functionality through onboarding in a way that they are more likely to read?	How might we more easily prompt the user to follow the onboarding process to find success in their task?

YT Music Usability Test Plan Round 1

Purpose & Goals	To discover if the new edit functions of system-curated playlists is intuitive and seamless. Users will be able to identify the thumbs-up icon as the way to save the playlist to Library. Users will be able to edit the saved system-curated playlist in less than 2 minutes. Users will be able to save and edit a playlist with 0 errors/dead-end clicks.
Logistics	Tests will be conducted remotely via Zoom at zero cost with an InVision prototype having the users share their screen as they move through the scenario and task. The unmoderated usability tests will be conducted Wednesday, Sept. 16th. Prototype Link: https://invis.io/KHYS0H3PDRN#/431774571_Home_Scrolling
Participants	Primary target participants are current YouTube Music users. In lieu of current YouTube Music users, the secondary target are users of other music streaming applications.
Scenario & Tasks	You like a system-curated playlist but it's not quite perfect. Please show me how you would access the playlist and make changes.
Metrics	Quantitative: number of clicks and chosen path - what is the natural inclination? Qualitative: is the user at ease during the process of editing a system-curated playlist?
Script	"Hi my name is _____. This test will be about 10 minutes. We'll start with a couple optional demographic questions before jumping into the simulation. Next I'll give you a scenario and task, then have you go through a prototype sharing your thoughts out loud. Just do whatever comes naturally. It is the app and its functions, not you, that are being tested. Is it okay if we record this test for internal purposes?"

YT Music Usability Test Results Round 1

Usability Tester Name	Andrew F.	Nicholas L.	Jewel J.
Age	25	39	19
Gender	Male	Male	Female
Occupation	Full time Graduate Student	Higher Education (UMN)	Student/hostess/network marketer for Monat Hair products
Scenario Presented	*You like a system curated playlist but it's not quite perfect. Show me how you would access the playlist and make changes.*	*You like a system curated playlist but it's not quite perfect. Show me how you would access the playlist and make changes.*	*You like a system curated playlist but it's not quite perfect. Show me how you would access the playlist and make changes.*
Number of Clicks	24, including 6 functional navigational clicks. Most where done while demonstrating what thought certain buttons would lead to	so many...well over 20...evently 7 functional to complete	Once I gave her the prompt again it took over 20 including miss clicks.There were a total of 8 functional clicks.
Completion Time	3:50	8:27	5:56 for full time, once I let her know she could accomplish the goal in the prototype it took 1:50
Errors	Tried to edit playlist from within curated playlist screen. Then tried to save playlist by hitting the "download for offline" button	got stuck a few times: opening the playlist to begin. Saving it to Library. Getting into the editing function within the playlist in Library.	Associates adding playlist to personal list as "likes". Wanted to edit using three dots function.

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Commentary from User	"I'm confused by system curated. Uhm probably go here, click one of these. *clicks playlist* And it's not what I wanted? It's probably a song that I don't like. I'd hit this little menu to try to move it or delete it *three dots* If I wanted to add something I'd go to this little menu and that's what I'd guess would be add to playlist. Or else I'd just go and search and type a song that I like. I'd guess these menus would be the ones to control what I like in the playlist. If I wanted to delete a song or move a song I'd assume I could drag and scroll through. If I wanted to add something I'd go 'add playlist' or just search for one." Second part. "This looks more like download than save *download for offline button* I don't know if it'd be download for offline but I'd probably go to this first. Or I'd go for this menu to save it before I could then edit it. This looks more like download for offline listening. If I have it saved I would check my library and then playlists. I'd check by recently added and then select playlist. And what am I doing with this playlist? If I want to make a change I would probably click here *edit button* And then change the name or add whatever. If I wanna rearrange the songs I'd use these sliding bars or if I want to delete something I'd click here *remove button* These would probably give me more options *song 3 dots* Then I could make it public if I wanted and save changes *done*	wanted to scroll through the recommended playlists, but couldn't. then wanted to "get a sense of what [his] personal options" are so went to the upper right hand corner to click on the profile icon imagining a dropdown menu would appear giving him further options "tailored specific for [him]." Then he clicked on Library>>Playlists to see if he could get an idea if the playlist there were ones he added himself or were generated by others. Didn't see any indication of that so tried exploring with the Explore icon (not clickable). Clicked Home and started scroll to see what he could find on the Home screen. "I am out of ideas now." (This is where I stepped in and suggested he might enjoy one of the Recommended Playlists that he didn't have to side scroll for so he'd click one. At this point he'd been in the prototype for 01:34.) Once he clicked the playlist..."this is more or less what I would expect to see." Described download, liking/not liking, that he'd expect the three dots to give him more options, that if he wanted to listen he'd click play, shuffle if he wanted to shuffle the order. "That's all I have." (This is where I returned to the scenario/task and prompted him with the question: If you wanted to save this playlist to your library so that you could potentially edit it, how might you do that?). "The download button, this is what I would try first." "Depending what happens from there I might tap this three [dots] as that's sort of the universal 'would you like to know more' button. Those would be the two places I would look." (Stuck again, I asked "have you ever liked a song in this app and have it save to your Likes Playlist before?") "Yes, if I was listening I'd press the thumbs-up or tell my Google Home to like it." Clicked the thumbs up and read the info box. "That's not exactly what I was expecting to have happen. In my mind, in the past when I've liked something" it goes into a playlist and he can search for just the songs he's liked. Playlists in the past have all been made by him, so he already likes them. "I'm not sure if I wanted to save a playlist made by someone else, if I'd intuit the like button to do that for me. I will say that if I did click the button and got a message like this, then I would say oh cool, I got it. And click Got It." He then pondered what the thumbs-down button would do. "If liking it adds it to my library, would thumbs downing it obliterate it from all searches from then on which is not necessary something I would want it to do." Follows message prompt to Libary to find his playlist. Thought he should be able to find it in his recent collection at the top since he was just in it, but then navigated to Playlist supposing maybe he'd saved it awhile ago. He got stuck not knowing which was the right playlist, so I prompted to suppose that any of them could be it and reminded him of the scenario/task he was asked to do. "My first instinct is to tap on the playlist." "Normally what I would hope to happen is if I tap on the song I would expect it to sort of expand. That functionality sort of exists in the mobile-verse where I tap on something and a tray comes down...with additional information with a thumbs up/thumbs down button. Lacking that I would probably click on these (the song three dots) and...oh this is different. Ok...this is not how you spell download." Hesitant to Remove it from Playlist. "I think I would want it to be more clear to me that by saving it to my library it was making a copy of the pplaylist and I wasn't directly editing someone else's playlist... Having a thumbs-down button would feel more appropriate that remove from playlist."	-"What's with the blue hot spotting?" -"Would create new playlist if it would let me" -"I don't think I've ever done that before" - referring to editing curated playlists. -"Went to where my likes were"- Associated likes with playlist list in account. -"Am I doing this right"- not sure they were going about the scenario correctly -"Ah okay here we go" - when they go to the page where you can edit the playlist. -"when you click on those three dots you can add to playlist, likes, just that song specifically...three dots easiest way to do it"
Visual Cues	User first stumbled at "curated playlist" and paused for clarification. Was then visibly confused trying to edit playlist before adding. User paused again when trying to save the playlist and squinted in confusion trying to figure out the next step before going to library. User looked comfortable editing the playlist once in the library	Was visually reuncomforatble with the idea of removing a song from the playlist not knowing if it would mess things up for other users. When asked further about it, he really wanted thumbs-down rather than a trash icon.	-Gravitated to the three dots function on all pages, when they realized this wasn't an option they went to thumbs up. -Tended to go to "your likes" instead of playlist list. -Edit pencil icon made sense to the user, intuitive to her.

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Issues	User was first confused trying to edit the playlist from the initial playlist menu before downloading. Was then confused as to save the playlist if not the "download to offline" button. Did not use the thumbs up button because thought functionality was for algorithm vs. saving to library	found thumbs-up/down not intuitive to save playlist found removing song from playlist with trash icon unnerving wanted an indication that the saved version was a copy of the original	-Confused and needed clarification on "system curated playlist". At first didn't realize she could edit the playlist and needed clarification multiple times to understand what she was supposed to do. -Wanted to add songs, title and description to her playlist as well. -Confused about only being able to delete a song. -Referred to liked songs constantly instead of playlist. -Mildly used the hot spots to navigate.
Follow Up Questions Insights	User was able to click through the edit playlist section without any mistakes, leading me to believe the confusion came from the liking a playlist in order to save to library. User confirmed that he believed the 3 dot menu would contain the edit feature prior to having to save to library. User also confirmed that believed the "download for offline listening" button would allow him to save the playlist to library. Additionally, user stated he doesn't typically like or dislike songs when listening, though is aware this affects the algorithm and saves to "liked" songs section	Google Play and now YouTube Music have trained him to use Thumbs Up/Down, so the trash to get rid of something was unexpected. "Trash icon feels different. Like physical files I'm removing." Didn't want to have to learn the difference between trash and thumbs down. He gave a great narration throughout so I didn't have much to question in follow-up, so I asked about our home screen reorder function and his thoughts around that potential capability: "depends how much control I have...but it would be of those things you set once to get things the way you like it." "I would say, the first time I try to select something and it ends up moving it... (frustration non-verbal reaction." "It might be great to have a lock function on it."	Pencil made sense to her to adjust and edit the playlist. She was looking for more editing options in this edit screen to customize the playlist from her own account. Wanted to add a song since it was on the page as an option. Assumed based off of playing around on the YouTube playlist screen that the thumbs up and down would get her to be able to edit the list. The three dots on the specific songs was her go to at first. Really expected the three dots to be the easiest way to get what she was looking for done.
Iteration Ideas	Though this user struggled with the saving to library section, he moved through the editing the playlist section very smoothly. This leads me to believe part of the confusion could have been from not being given enough direction in the scenario as he was also confused over the phrasing of "curated playlist." The main issue seemed to be from not knowing the thumbs up button would be used to save music to the library (but not necessarily offline) so maybe changing the thumbs up/down icon would provide more clarity. Additionally, the user tried to click the 3 dot menu within the playlist so maybe adding functionality to this with the addition of a "save to library" prompt would allow users to click through in a more intuitive way. Though it may be more of a drastic change, making curated playlists editable without the need to be saved could cut out the entire navigation to the library altogether.	It might help guide users through the prototype if one in the Library was labeled New or something. When a curated playlist is saved to libary, perhaps the message could say that "**a copy** of this playlist has been saved to your Library so you can personalize it." Rather than "Remove Song" in the song edit menu it might be more clear to continue with the thumbs up/down conceit. Fix the typo (which you already did!). Perhaps put the Add icon back on the playlist and move the download function to the three dots menu for space We could start the prototype on the system-curated playlist, rather than home screen. We might have a tip window open when you go into a system-curated playlist for the first time after this feature is added letting you know what the thumbs up/down does	This user tended to use "likes" and playlists interchangeably. There wasn't much clarity for her on the difference and sort of fiddled around to figure out which icons would get her to the edit capabilities. Her reliance on the three dots symbol indicates that it might be more useful to the users to use this to edit as opposed to the thumbs up. 1)My proposed iteration is that the playlist, for editing user flow, gives options for something like "save, edit in your own account or something" to move the user into that screen right after selecting this option. Eliminating the in between steps of navigating to that playlist on their own. 2) My second proposed iteration would be to give the user a little more flexibility in the editing capabilities or eliminate options so that it is clear (like the add song function), so that it's a little more plain to the user that what they can do with the curated playlists is not as robust as making one from scratch.