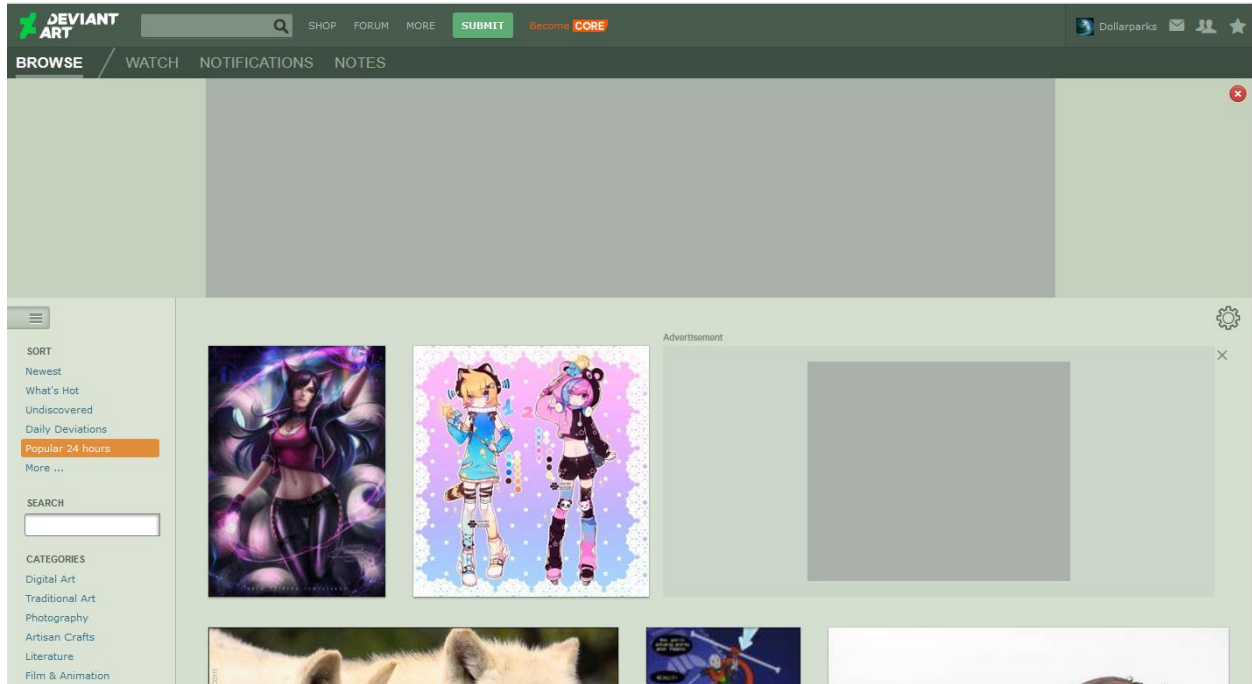Chaunce Taylor

<u>User Test- Deviant Art</u>

Description of Website

     I decided to use the Deviant Art website as the website I want to test. Deviant Art also is known as (DA) is a website that host many types of artist and bring them together from all over the world to an online community. Deviant Art launched in 2000 and allows users to upload their art, see other users' art, and interact with each other like a forum, and more. Deviant Art has over 46 million users and 369 million unique works of art on the website.

User Description

     The user is a 22-year-old college student who is new to the Deviant Art website. They use computers for school assignments and shopping online and they are familiar forums. The user has an avid interest in art and social media.

Testing Method

In this test, I have decided to use the retrospective probing method. This method is when the test moderator assigns the user the tasks, see what the user does to complete the tasks and then ask them questions about the tasks and website/product. I decided to use this method due to the task I assigned to the user were so closely related to each other it would not take long for the user to finish the tasks. It would be easier for me to just see what the user did to complete the tasks, write notes down, have them announce that they completed the tasks, and ask them questions about the tasks and the website. I read my script thanking the user for taking the tests and told them they had to let me know when they completed a task. I set the timer and present the user with task and the user had 10 minutes to complete that task. When the test was over, I would ask the user about the tasks and their experiences using the website.

Tasks I will have the user perform

I knew I had to think of a feature on the Deviant Art website that I rarely seen used but would take some time for a new user to find. So, the tasks I came up with were:
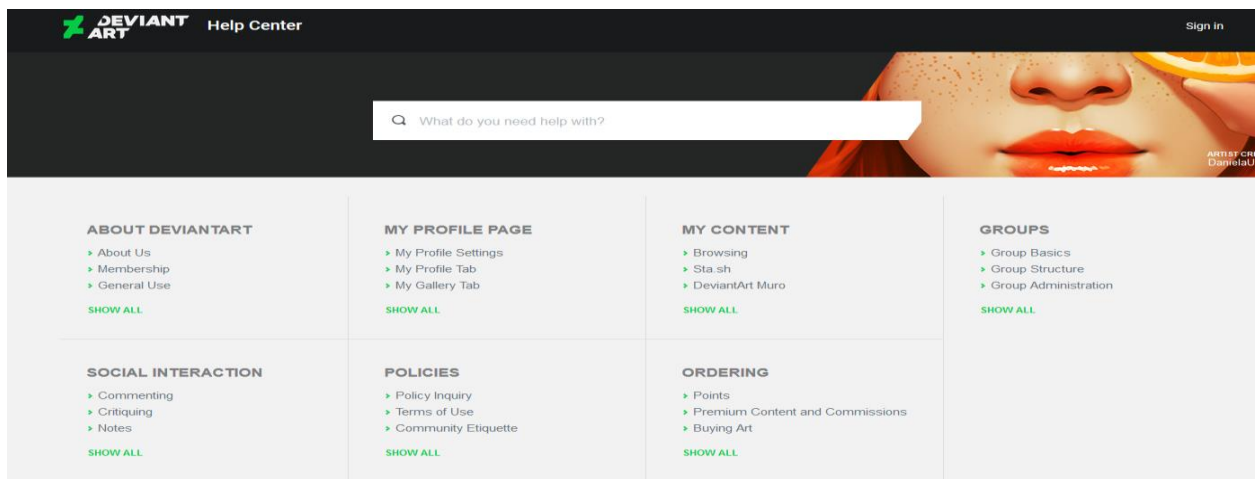
1. Find the guidelines of critiquing art on the website.
2. Navigate parts of the website and find a "critiquable" art post.
3. Analyze and write a short critique of the art.

In the last group assignment, I looked over things that I missed and realized that I had the correct format, but I had to revamp my test. I had to broaden my search for a potential user. Narrowing it down to a professional artist who happens to be a college student would be too specific and it did not match with my original user profile which was too broad and did not fit anyone I could get to use the website. So I kept in my mind to find a college student, but they did not have to be older than 25 and a professional artist nor did they have to be focused on networking through online communities, however, they had to be new to the website.
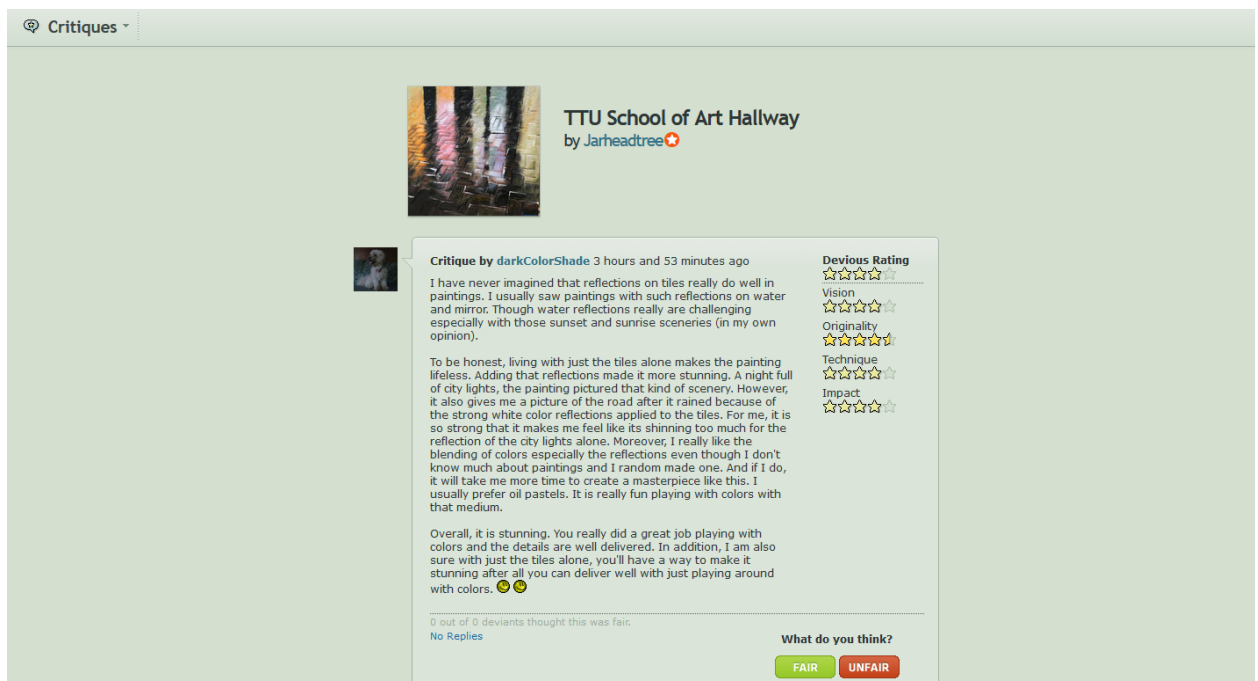
My Observations:

Task#1: Find the guidelines of critiquing art on the website.

      Going into the test I did not think about how long each task would take because I thought the tasks would go hand and hand. I read my orientation script, read the 1st task, started the time once the user said they were ready, and went to my observing position. The first thing the user did was try to scroll down to the bottom of the webpage. When the user realized that the page would just keep refreshing, they started to scroll back up. The next thing the user did take me by surprise, they clicked on forum header and clicked on the "Welcome Center" discussion board, from there they found the FAQ (Frequently Asked Questions) link. I never thought about clicking on the forum header because when I did the tasks I just went to the more header and found the "Help & FAQ sub-tab. I thought this was their online community sense kicking into high gear. From there they found the critiques section and found the article titled, how do I give a critique. Then the user used the snipping tool and shrunk the tab to keep it open. I did not expect the user going in this route to complete the task. I never thought of going to the forum for help, but it made perfect sense as a new member to go to the forum and look for useful links to new members. The user took about seven minutes to complete this task.

Task #2: Navigate parts of the website and find a "critiquable" art post.

I reset the timer, read the task to the user, went to my observation area, and started the timer once the user said they were ready. They started to click on the arrow to get back to the homepage. The very next thing they did was type critique into the search bar. The user must have thought that they can find art open for a critique through searching for it. When that did not work, the user clicked on one of the images and saw the comment section under the artwork. The user must have thought that there was no actual thing such as a critique figure and thought it was just commenting under someone's post. After that the user was scrolling down the website again, I noticed them getting annoyed with the constant re-loading at the bottom of the scrolling bar and the user started to scroll back up but not before they showed their disapproval of this feature with a grunt. It took about 20 seconds for the user to make it back up to the page and they back to the top of the page and went over to the "More" header. Then the user clicked on the "critiques" sub-tab, where they saw in-depth examples of critiques by other users the user clicked on one of the critiques and examined the layout. The user examined the layout and then backed out back to the home page, went to the "More" header again, and clicked on the "critiqueables" sub-tab and found the artwork open for critique. This task took six minutes.

Task #3: Analyze and write a short critique on the art.

I logged the user into a test account I set up for them to complete this task. I reset the timer, read the task, went to my observation area, and started the timer once the user said they were ready. The user scrolls down and decided to critique a photo of a remote location around Australia. To my surprise, the user was writing for five minutes. On the website, the critique must be at least 100 words, but it seems like the user passed that requirement quickly. I thought the user was just going to give compliments about the photo, but they gave pointers to the original poster and that made the critique credible and gave them a rating on their work. The user told me they completed all the tasks and I thanked them for their time.

Questions for the user

1. Do you like navigating the website?
2. Did any words or features on the website confuse you?
3. Did you have any difficulty finding features to complete the tasks?

Responses

The user discussed three problems they faced during completing the tasks I asked them. "Did you like navigating the website?" and they told me they did not like navigating the website. They went on to say that scrolling up and down the website took so long and they did not like how it would reload results and make it longer to scroll up. I asked them. "Did any words or features on the website confuse you?" They referred to the critiqueables and critiques sub-tabs. They thought the two sub-tabs were useful, but the wording confused them. When I asked my final question, "Did you have any difficulty finding anything to complete the tasks?" They referred to the first task and stated that they were looking for the Help & FAQ page, but after scrolling down and not finding it they gave up on completing the tasks by going directly to the link so that is why they went to the forum link.

How I would re-design Deviant Art webpage.

1. Create pages for artwork results, instead of having the results run down the page and reload. Just implement a system like Google images where they create pages for results (page 1, page 2, page 3… etc.) This will help with overall navigation of the page and users will not get irritated by loading times.

2. Re-design the Help & FAQ its own header and place it somewhere users can see it. (Bottom or at the top of the page) and re-design the More tab. The more tab has to many features under its header. For example, critiques and critiqueables can be under their own header and having forum, as a sub-tab is useless. This will improve the current structure of information and content on the website because it will be clearer to the users.