

Product Evaluation



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Outline

- What is ProfCast
- Methodology
- Persona
- Findings
- Solution Scenario
- Conclusion



Overview of the Product

“ProfCast provides a low cost solution for recording and distributing lectures, special events, and presentations as podcasts.”

How it Works

Image 1



Image 2

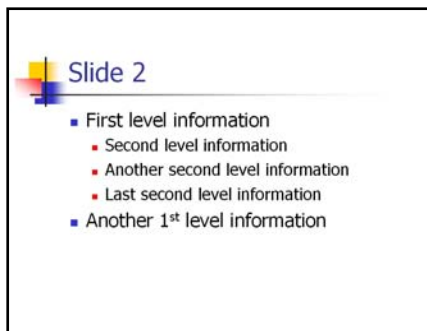
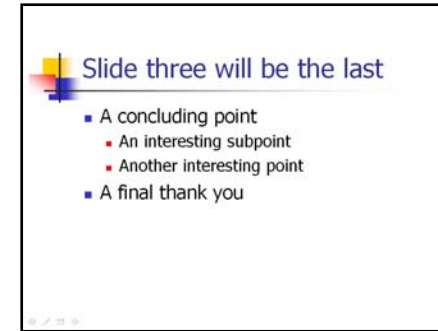


Image 3



ProfCast synchronizes audio to images (versus audio to video)

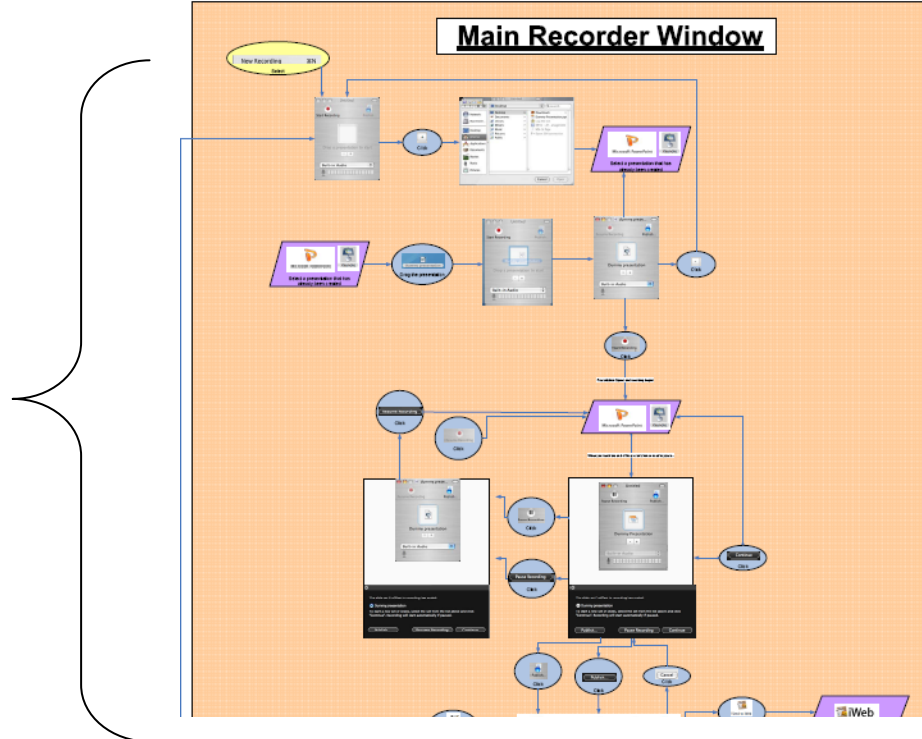


Methodology

- Generalized Transition Network
- Personas and Scenarios
- Comparative Evaluation
- Survey
- Heuristic Evaluation
- Visual Display Analysis
- Usability Testing

Generalized Transition Network

Mapped all functions of ProfCast into a site diagram.



Personas & Scenarios

- Created 3 Personas
- Based on 5 interviews, 4 of whom have used ProfCast
- Personas differed in:
 - Technological Experience
 - Job Function
 - Macintosh vs. PC User
- Create 2 Scenarios
 - Low-Tech Professor learning Software
 - Tech Support assisting Professors with Software

Low-Tech
Professor



Tech-Support
Specialist

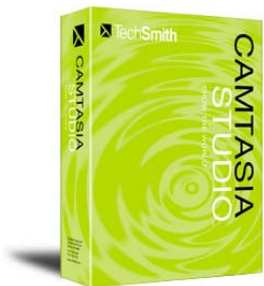


Hi-Tech
Professor



Comparative Evaluation

Compared ProfCast against 5 competitors, including:



Compared to other products ProfCast is:

- Inexpensive (\$29.95) and lightweight
- An option for Mac Users
- Unlike competitors, does not support video capture with real time audio

Survey

Methodology

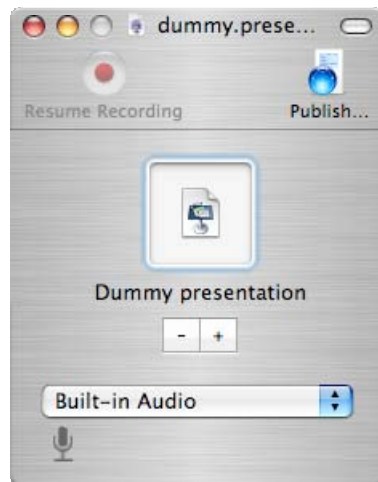
- Distributed a survey to roughly 1800 ProfCast users and Apple employees via Survey Monkey
- 163 Respondents
- Ask users questions related the usefulness, usability and aesthetics of ProfCast

Findings

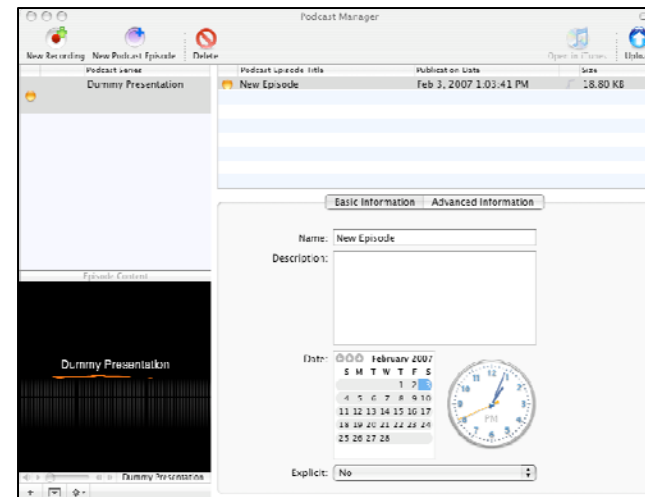
- Demographics – 50% of respondents were Professors

Heuristic Evaluation

- Used Jakob Nielsen's 10 Usability Heuristics
- Created 2 Scenarios to test 2 Interfaces
- 5 Evaluators, evaluated with 2 heuristics per round
- Found 28 issues



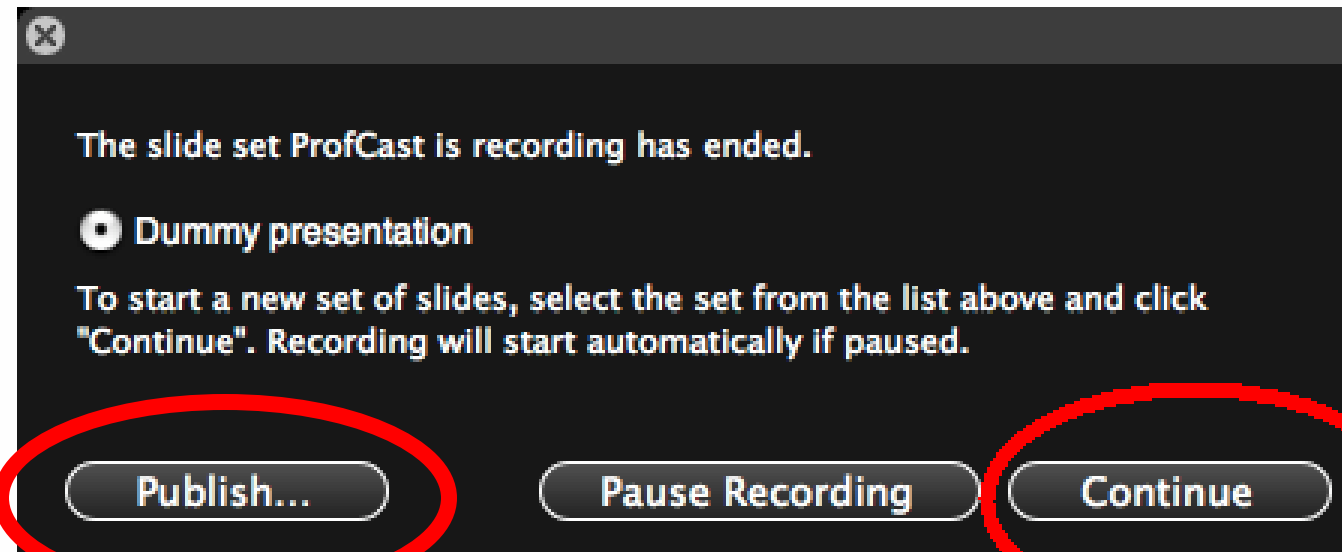
1. Recording a Lecture



2. Podcast Manager

Vocabulary and Visual Analysis

Found 8 vocabulary and mismatched metaphors violations from our heuristic evaluation



User Testing

Tested 4 participants in 4 Task Scenarios

- Task 1: Loading a Presentation
- Task 2: Recording a Presentation
- Task 3: Recording a Presentation with Pauses
- Task 4: Uploading a Presentation to a server via SFTP

Recorded

- Screen Capture
- Participant's Facial Expressions
- Post-Task and Post-Test Questionnaires



Findings Persona and Rankings

Name	Dr. Jean Grey
Profession	Full Professor
Technology Proficiency	Low
Likes	Helping Others
Dislikes	People who take over the world



Rating	Description
4	Usability catastrophe: imperative to fix this before product can be released
3	Major usability problem: important to fix, so should be given high priority.
2	Minor usability problem: fixing this should be given low priority.
1	Cosmetic problem only: need not be fixed unless extra time is available on project
0	I don't agree that this is a usability problem at all

Mutant Genes: Good or Bad?

Presented by
Dr. Jean Grey



Finding 1: Recording Status Difficult to Determine

Mutant Genes: Good or Bad?

Presented by
Dr. Jean Grey

Severity

4

This problem surfaced in:
Heuristic Evaluation
Survey
Usability Test

Finding 1: Recording Status Difficult to Determine

Severity

4

Visibility of system status

The system should always keep users informed about what is going on.

This problem surfaced in:

Heuristic Evaluation
Survey
Usability Test

Finding 1: Recording Status Difficult to Determine

“...perhaps some feedback on screen during recording ...”

“It needs to be more obvious when it is not recording. I have done whole presentations and have ended up with nothing. “

“I would like to be able to see the recording levels while I record.”

“An indication that it's ‘working’ while I'm recording ...”

“The fact that you can see the voice levels when you are not recording but cannot see them when you are recording is confusing. “

“More feedback during recording -- something to indicate that it was in fact capturing what I was saying! “

Severity

4

This problem surfaced in:

Heuristic Evaluation

Survey

Usability Test

Finding 1: Recording Status Difficult to Determine

One user continued the presentation without unpausing the recording

Another user stated that there was no “help indications” during the presentation

Severity

4

This problem surfaced in:

Heuristic Evaluation
Survey

Usability Test

Finding 1: Recording Status Difficult to Determine - Recommendation

Audio recording levels are visible



Recording status is visible

Severity

4

This problem surfaced in:

Heuristic Evaluation
Survey
Usability Test

Finding 1: Recording Status Difficult to Determine - Recommendation

Audio Status: **Recording**
Recording time: 12:38

Pause Record

Mutant Genes: Good or Bad?

Presented by
Dr. Jean Grey

⏪ ⏩

Severity

4

This problem surfaced in:

Heuristic Evaluation
Survey
Usability Test

Mutant Gene Video

- Observe the synthesis of chromosome Y and X—men are Y, women are X
- Play video

Finding 2: Pausing is difficult

Mutant Gene Video

- Observe the synthesis of chromosome Y and X—men are Y, women are X
- Play video

Severity

4

This problem surfaced in:
Heuristic Evaluation
Survey
Usability Test

Finding 2: Pausing is difficult

Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible.

Severity

4

This problem surfaced in:

Heuristic Evaluation
Survey
Usability Test

Finding 2: Pausing is difficult

“I would make it easier to Pause and Restart a presentation.”

“...esc key paused recording...”

“The pause function doesn't seem to work right. When you hit pause and then resume, it starts the slide show completely over. “

Severity

4

This problem surfaced in:

Heuristic Evaluation

Survey

Usability Test

Finding 2: Pausing is difficult

One user accessed the help menu to learn how to pause (but failed)

One user used the End Show option in PowerPoint when he was supposed to pause the recording.

Severity

4

This problem surfaced in:

Heuristic Evaluation
Survey

Usability Test

Finding 2: Pausing is difficult – Test evidence

- Answer this question:
 - What vegetable don't you like?
- Pause this presentation
- Continue this presentation

Please go to next slide ->



Finding 2: Pausing is difficult

“On a scale of 1 to 5, 1 being difficult and 5 being easy...”

Task	Difficulty
Load Presentation	5
Check audio levels	4.75
Start recording	4.75
Uploading via SFTP	3.75
Pause and resume recording	3

Severity

4

This problem surfaced in:

Heuristic Evaluation
Survey

Usability Test

Finding 2: Pausing is difficult - Recommendations

Audio Status: **Recording**
Recording time: 12:38

Pause button available

Notify user of shortcuts before presentation

Severity
4

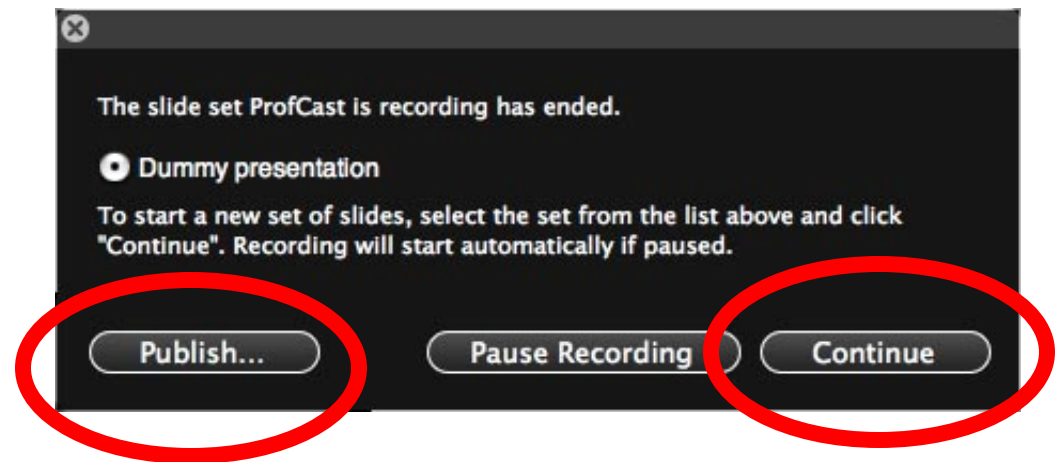
This problem surfaced in:
Heuristic Evaluation
Survey
Usability Test

Conclusion

- Mutants are good
- Not all mutations are Magnetoms
- Thank-you

Conclusion

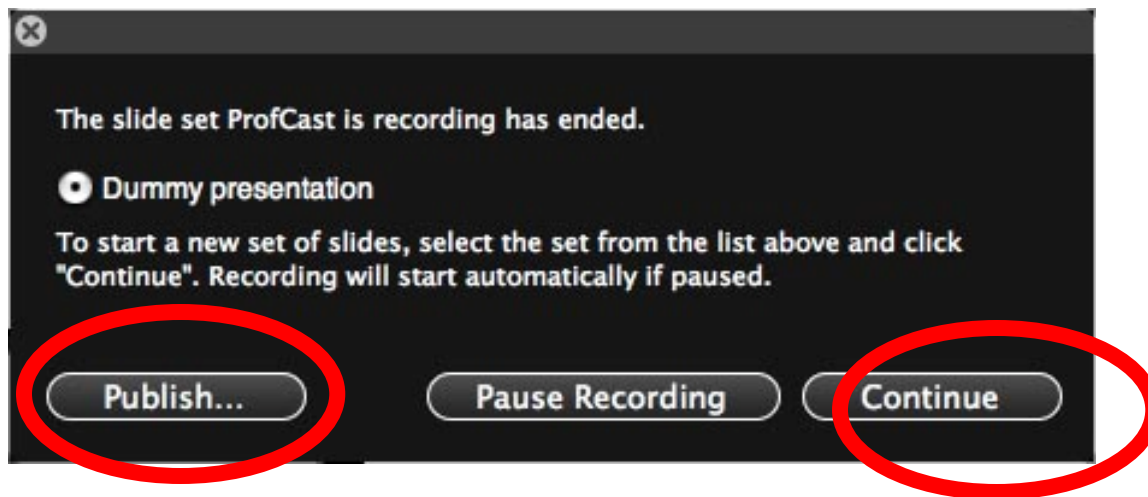
- Mutants are good
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- Thank-you



Finding 3: The Publish Button is uninformative and confuses users

Severity

3



This problem surfaced in:
 Heuristic Evaluation
 Vocabulary Analysis
 Usability Test

Finding 3: The Publish Button is uninformative and confuses users

Severity

3

Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms.

This problem surfaced in:

Heuristic Evaluation
Vocabulary Analysis
Usability Test

Finding 3: The Publish Button is uninformative and confuses users

Severity

3

Users often chose “Continue” over “Publish” to save their ProfCast file

This problem surfaced in:

Heuristic Evaluation
Vocabulary Analysis
Usability Test



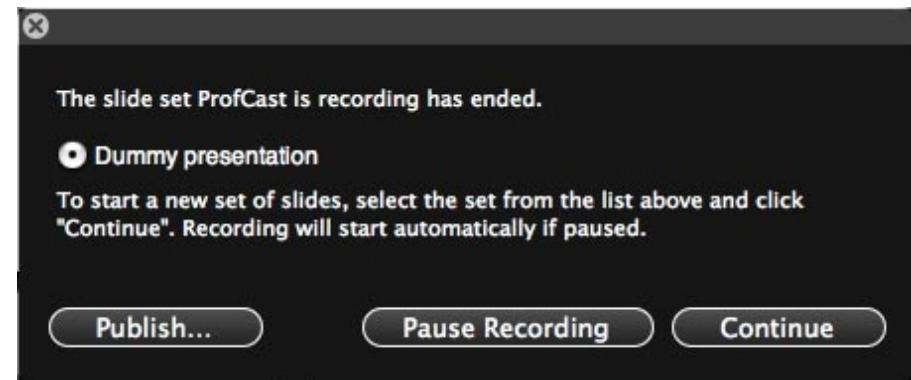
Finding 3: The Publish Button is uninformative – Test evidence

Final Slide

Please stop the recording and save this presentation

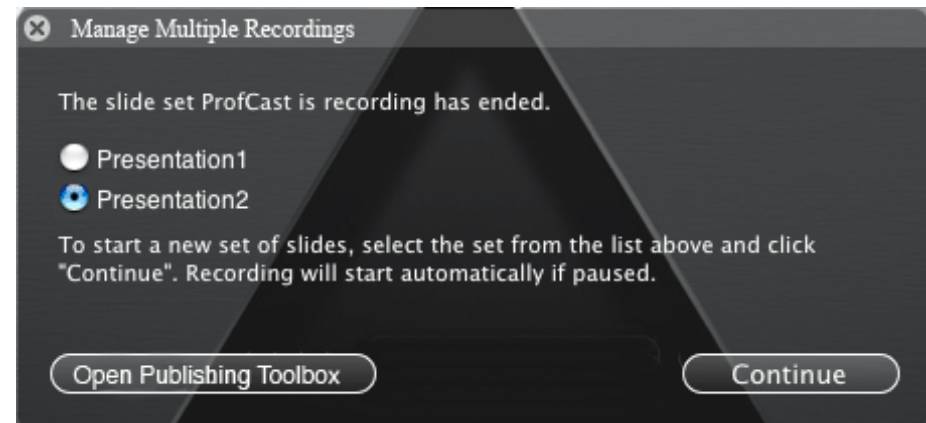
Finding 3: The Publish Button is uninformative – Recommendation

Current Dialog



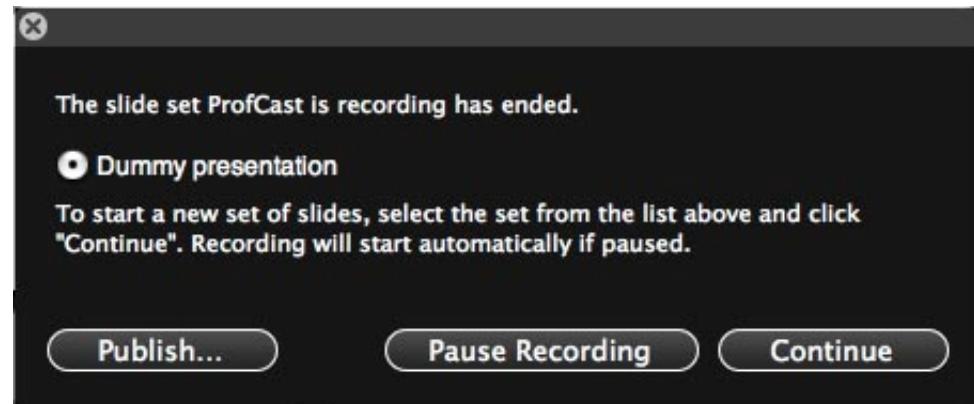
Recommended Dialog

- Description of Dialog Box
- Clearer Description of Publish Button
- No need for Pause button based on previous recommendations

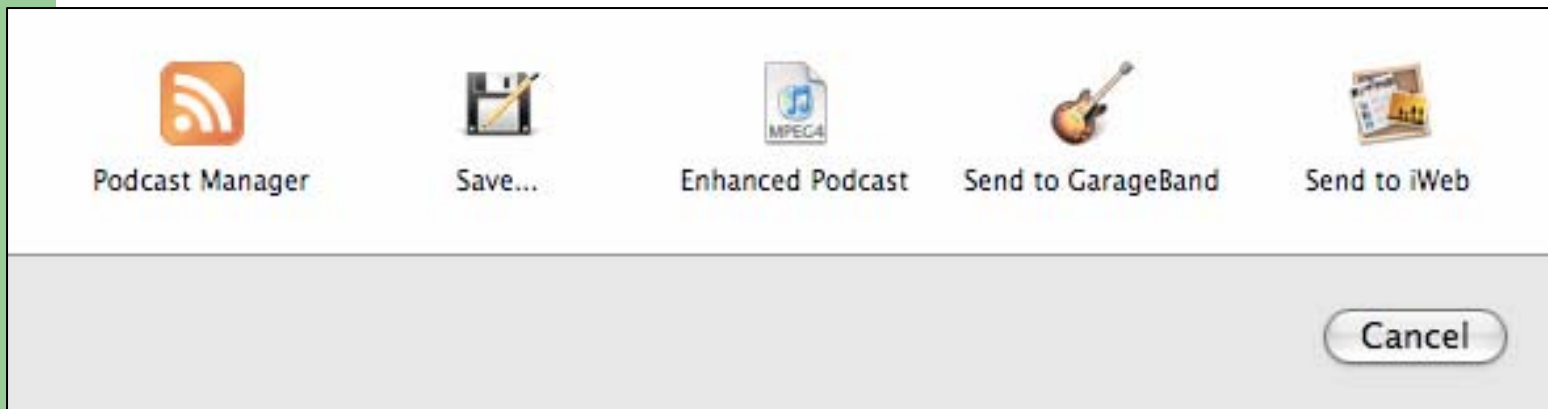


Conclusion

- Mutants are good
- Not all mutations are Magnetoms
- Thank-you



Conclusion

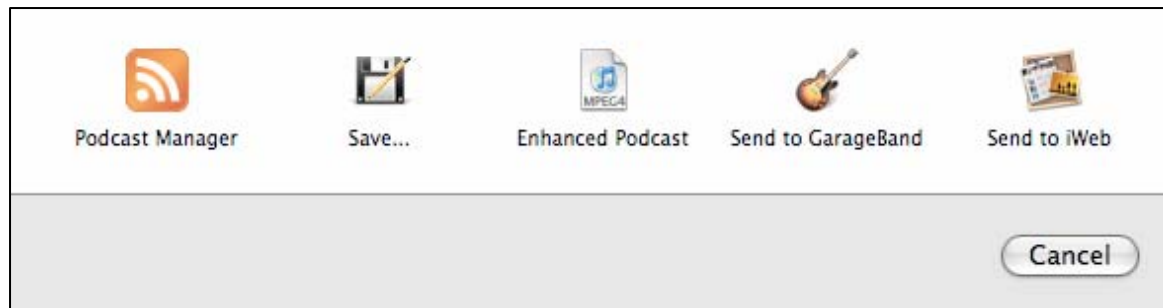


- Thank-you

Finding 4: The Publish Toolbar is uninformative and confuses users

Severity

3



This problem surfaced in:
Heuristic Evaluation
Vocabulary Analysis

Finding 4: The Publish Toolbar is uninformative and confuses users

Severity

3

Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing.

This problem surfaced in:

Heuristic Evaluation
Vocabulary Analysis

Finding 4: The Publish Toolbar is uninformative - Recommendation

Current Toolbar



Podcast Manager



Save...



Enhanced Podcast



Send to GarageBand



Send to iWeb

Recommended Toolbar



Manage with
Podcast Manager



Save as
Profcast Recording



Save as
Enhanced Podcast



Edit with
GarageBand



Upload to
iWeb



Summary

- Used 7 methods
- Found many issues, but presented top 4
- ProfCast is easy of use
- Most of fixes involved usability in regards to feedback and vocabulary problems
- Implementing our recommendations would enhance ProfCast's reputation as an easy to use application