

Adding a feature to Apple Music - Usability Test Plan & Results (mockup prototype)

1 TEST OBJECTIVES

- Find out whether the flow of buying a concert ticket is logical, for both the best seat and the seat map options;
- Find out whether the information architecture is easily understandable.

2 TEST SUBJECT

The test will be conducted on a prototype created on InVision with a mockup (created with Adobe XD) and imported into Maze.

3 TEST METHODOLOGY

Tests will be conducted using Maze.

4 PARTICIPANTS

At least 5 participants of any age and gender.

5 RECRUITING PLAN

Participants will be recruited among UX Academy students on Slack.

6 TASKS, ERRANDS

1. Scenario: You have just received a notification that Heaven Shall Burn, a band you are tracking on Apple Music, will play at the Hallenstadion in Zurich on June 6th, 2020. You would like to attend, together with your best friend.
You therefore want to buy 2 standing space tickets for this concert, using the Best seat option.
Task: Buy 2 tickets for the Heaven Shall Burn concert on Sat, June 6th, 2020.
2. Scenario: Now you would like add the tickets to the Apple Wallet app.
Task: Add tickets to Apple Wallet.
3. Scenario: This time you would like to buy 2 Premium seating place tickets the same Heaven Shall Burn concert at the Hallenstadion in Zurich on June 6, 2020, using the seat map option.
Task: Buy two Premium seating place tickets.
4. Scenario: Navigate back to Heaven Shall Burn's artist page.
Task: Navigate to artist's page.

7 TEST GOALS

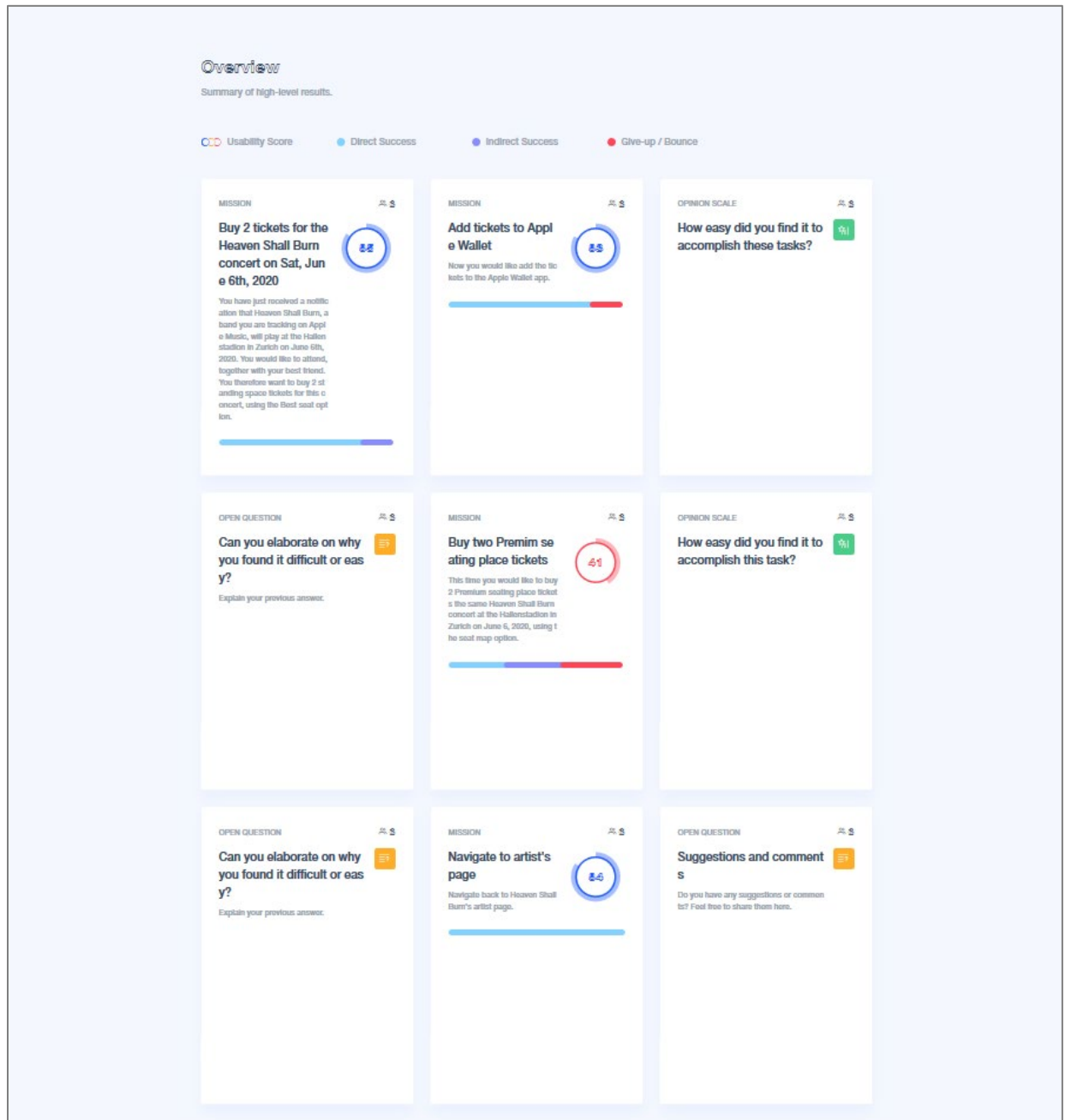
7.1 DESIGNER GOALS

- Find out whether the user can easily navigate and purchase tickets.

7.2 USER GOALS

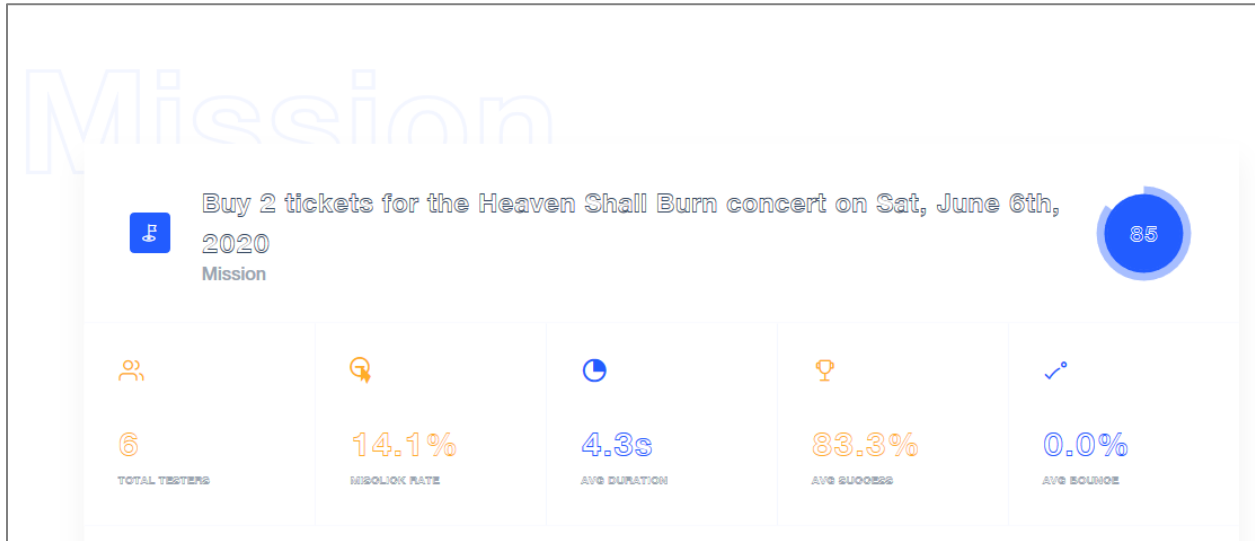
- Be able to complete the tasks quickly and easily.

8 TEST COMPLETION RATE



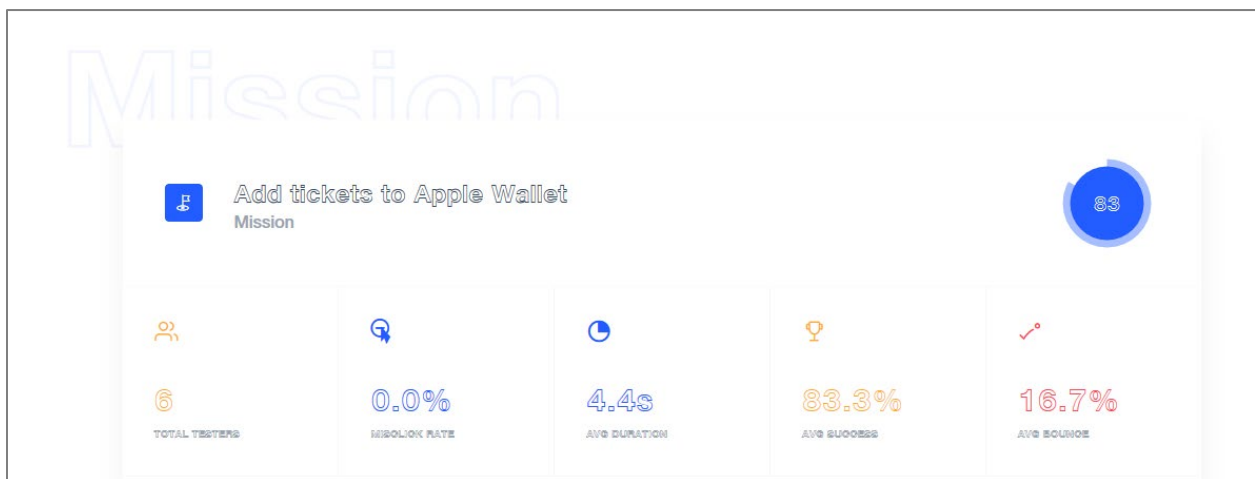
9 ANALYSIS

9.1 TASK #1 – BUY 2 TICKETS, BEST SEAT OPTION



All users were able to complete the task and the bounce rate is 0%. Most users were able via direct path (83%), while a few via indirect path (16%). Also, the average time spent on the screens is 4s, which according to Maze is perfect and there are no screens that should be reworked.

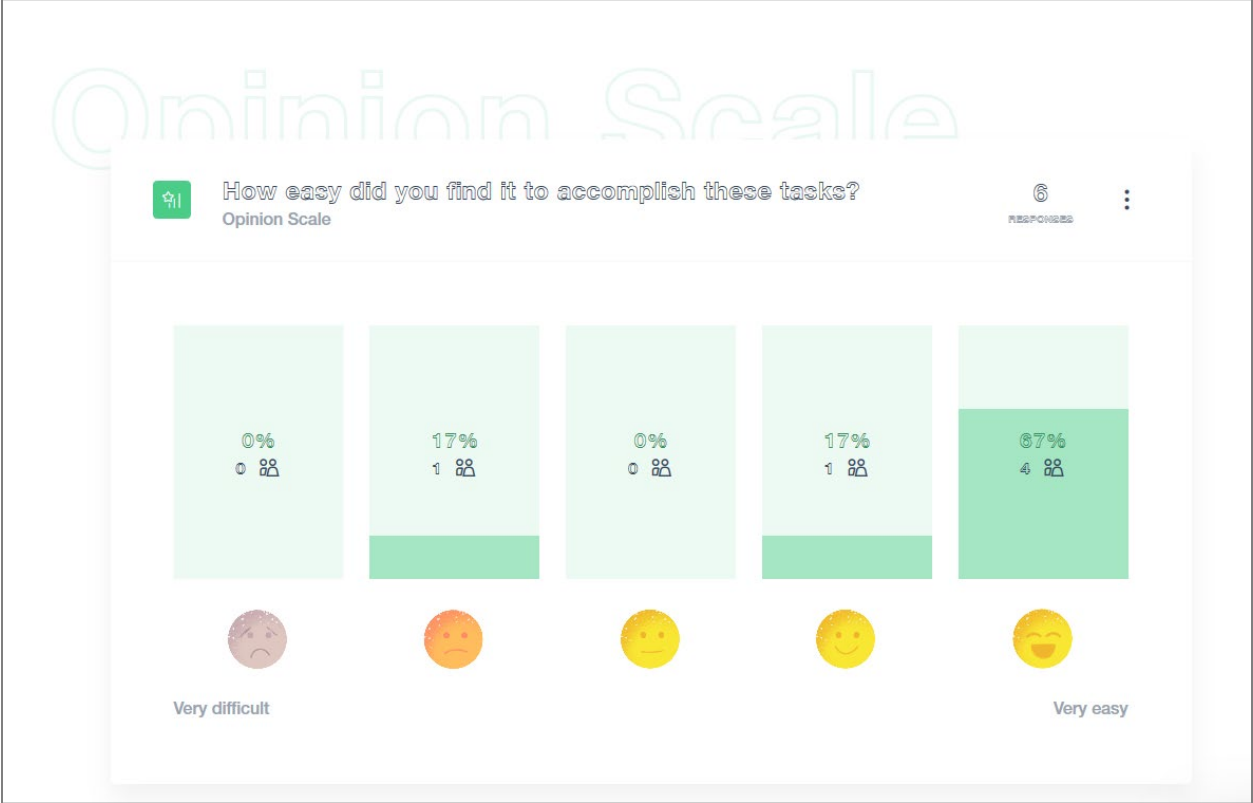
9.2 TASK #2 – ADD TICKETS TO APPLE WALLET



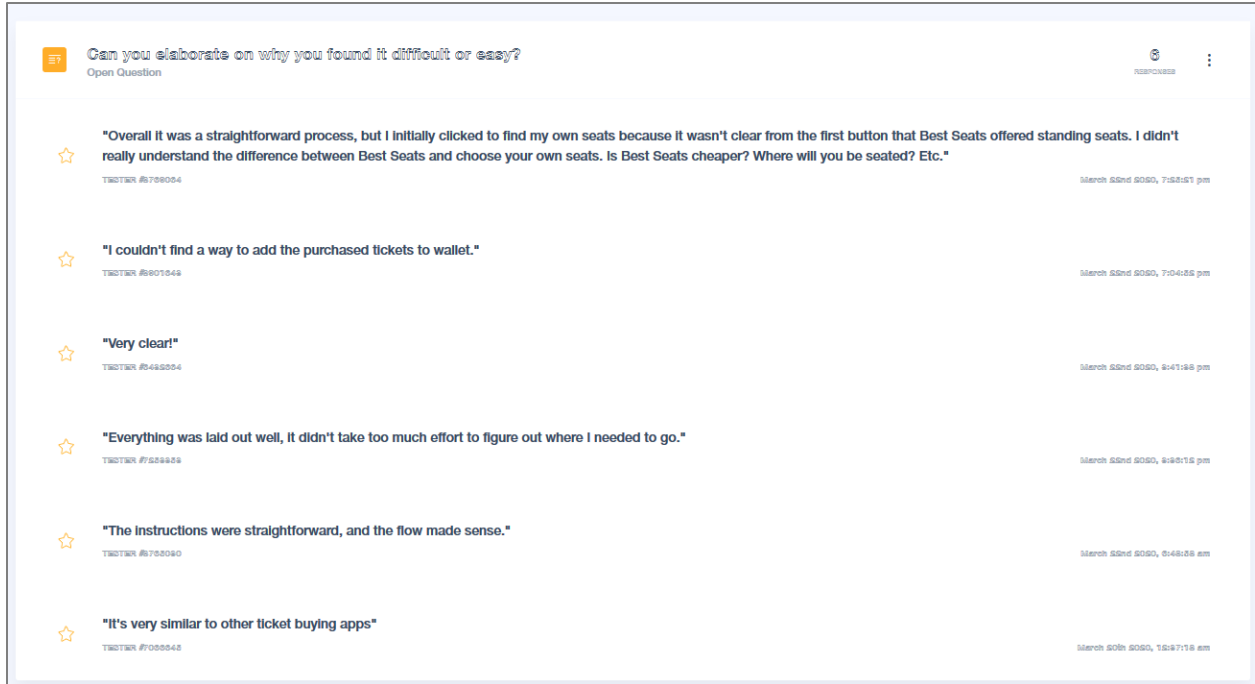
Despite a bounce rate of 16,7%, the result is very good, as the rest of the users managed to complete the task with an average on-screen time of 4,4s and no miclick rate. The task was simple, as it required just one click on a button to add the tickets to the Apple Wallet app.

No screens need to be reworked.

9.3 RATING THE FIRST TWO TASKS

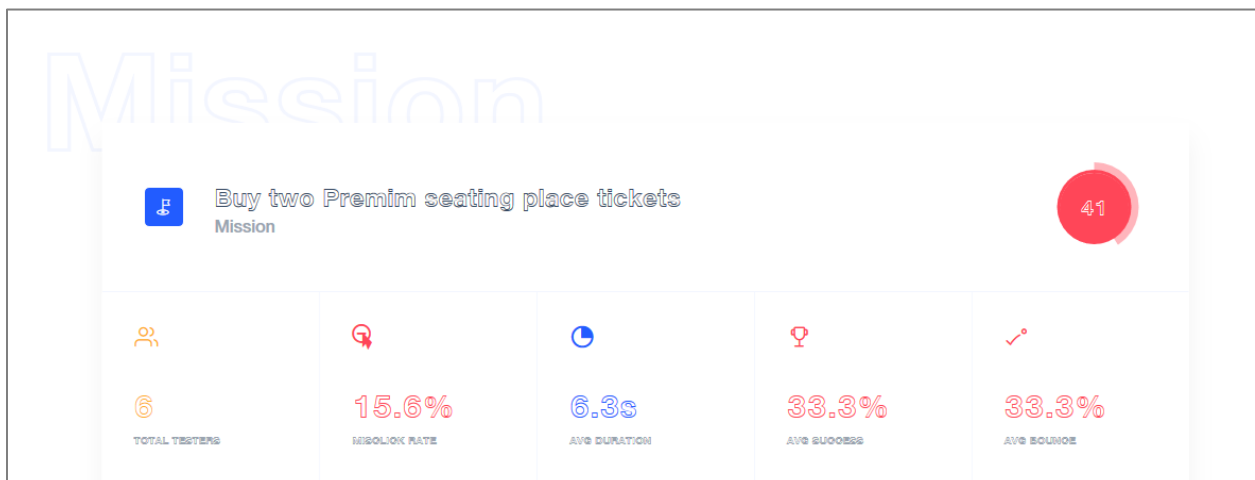


After the first two tasks, users were asked to rate them and the results are overall positive, with just one user considering the tasks being difficult.

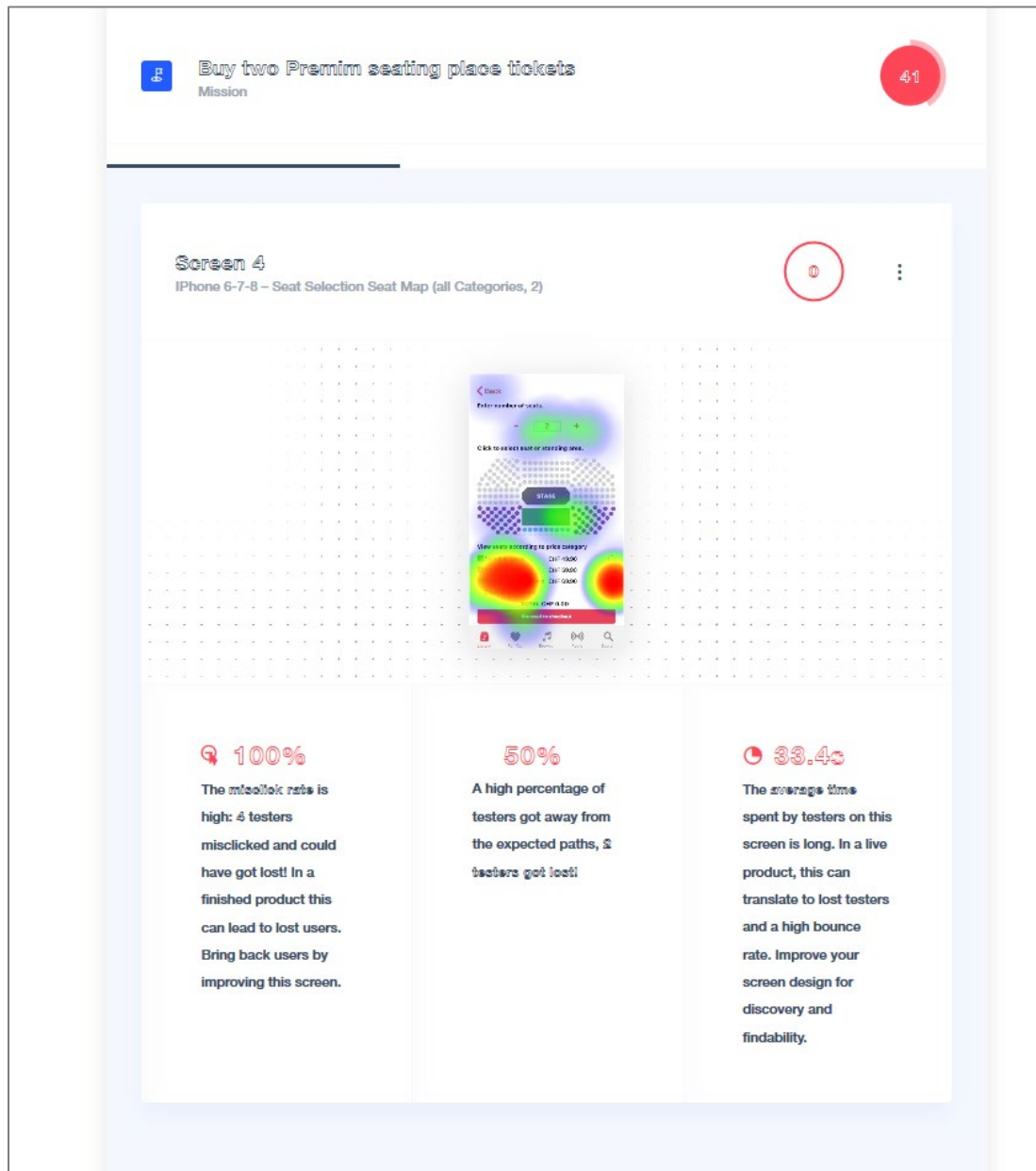


When asked to elaborate on the answer they gave, one user pointed out that they did not know Best seat also offered standing seats. The user did not know what the difference between choosing your own seat and selecting Best seat was. Another use was unable to add the purchased ticket to the wallet. All other users who commented found the flow clear, as well as the instructions and one pointed out that the flow was very close to that of other ticket buying apps.

9.4 TASK # 3 – BUY TWO PREMIUM SEATING PLACE TICKETS, SEAT MAP OPTION



Unfortunately, many users gave up on completing the third task of buying 2 premium seats using the seat map option.



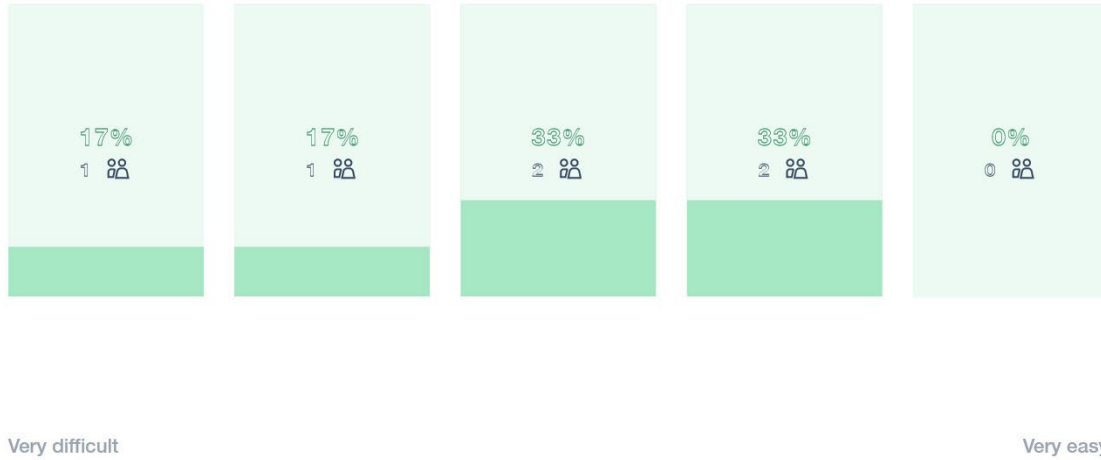
The misclick rate is extremely high, as well as the average time spent on this screen. Many users expected to accomplish something by clicking on the seating categories, especially on the names and secondarily on the radio buttons. One assumption could be that users expected to be able to select the seating place directly by clicking on the category name / button, instead of clicking on the map, which presents a low click rate.

9.5 RATING THE THIRD TASK



How easy did you find it to accomplish this task?
Opinion Scale

6
RESPONSES



As expected, the third task seemed difficult to some users, even very difficult or average. Only two users found it rather easy and none very easy.

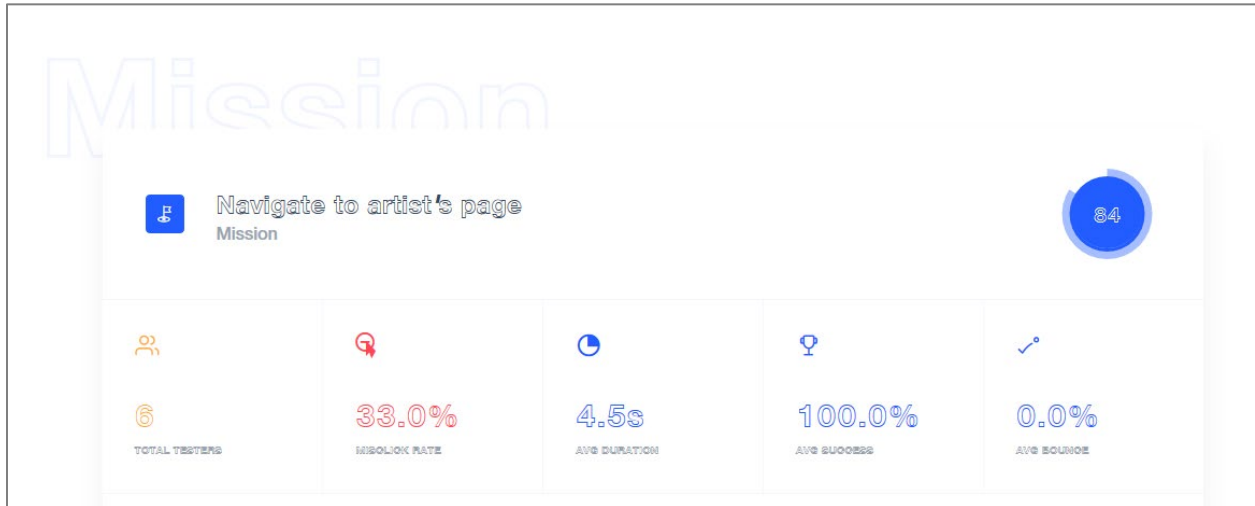
Can you elaborate on why you found it difficult or easy?
Open Question

6
RESPONSES

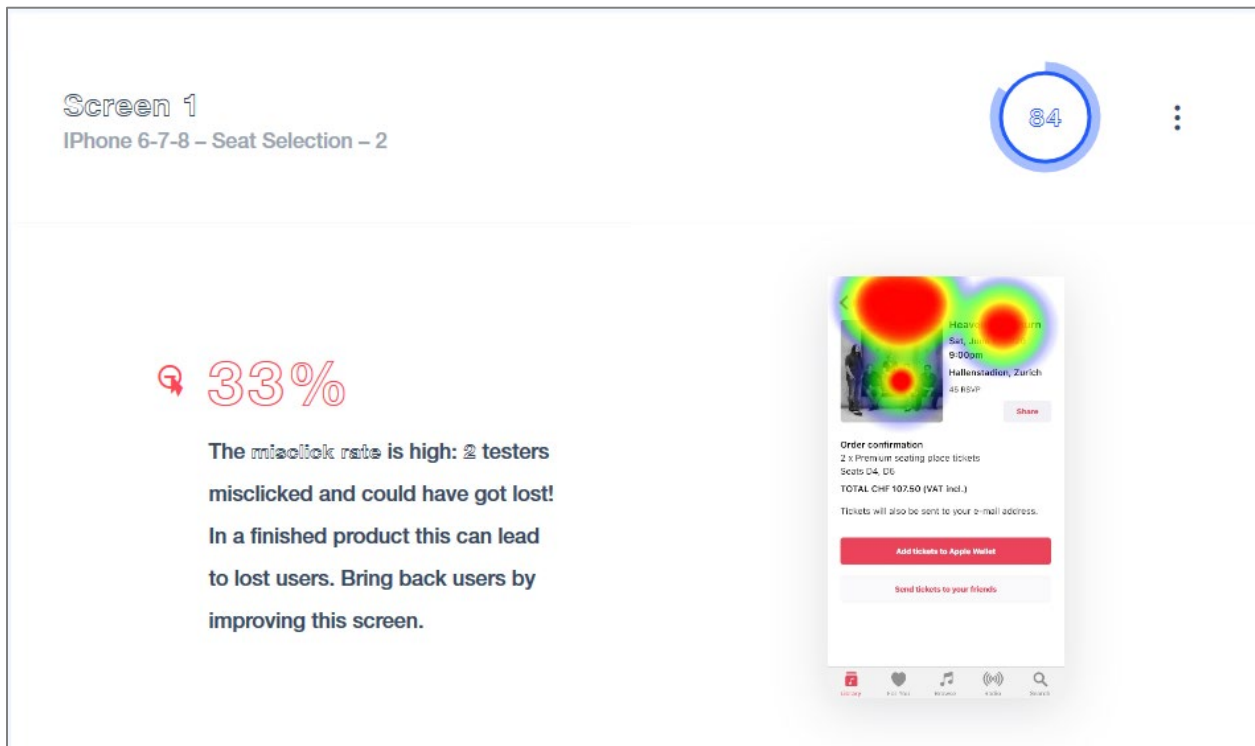
- "Not sure what I'm doing wrong but I couldn't select the premium seating option from the choose your own seat page."
TESTER #8708054
March 5th 5:50, 7:58:41 pm
- "Very straightforward and linear process based on need."
TESTER #8801048
March 5th 5:50, 7:58:41 pm
- "It didn't seem clear to choose the seating location on the map"
TESTER #8468056
March 5th 5:50, 8:44:08 pm
- "I think the only that was difficult was that I didn't know where exactly I was supposed to sit but other than that I think it was fine."
TESTER #7528858
March 5th 5:50, 8:58:10 pm
- "The premium seating option was not selectable"
TESTER #8708054
March 5th 5:50, 8:58:10 pm
- "I thought I could click on the bubbles on the left to show where the premium seating was, so I was a little confused at first."
TESTER #7088848
March 5th 5:50, 10:38:37 am

According to the comments, the testers that got lost were confused as they did not know where they should click, one explaining that s/he thought s/he would be able to click on the radio buttons of the categories to see where the premium seats were.

9.6 TASK # 4 – NAVIGATE BACK TO THE ARTIST’S PAGE





The last task was straightforward like the first one, requiring the user to only click on a button and it was completed by all testers without hiccups.





However, the misclick rate was pretty high, as some users clicked on the band's name in the concert information or on the band's picture.


9.7 GENERAL COMMENTS

 **Suggestions and comments**
Open Question 6 RESPONSES

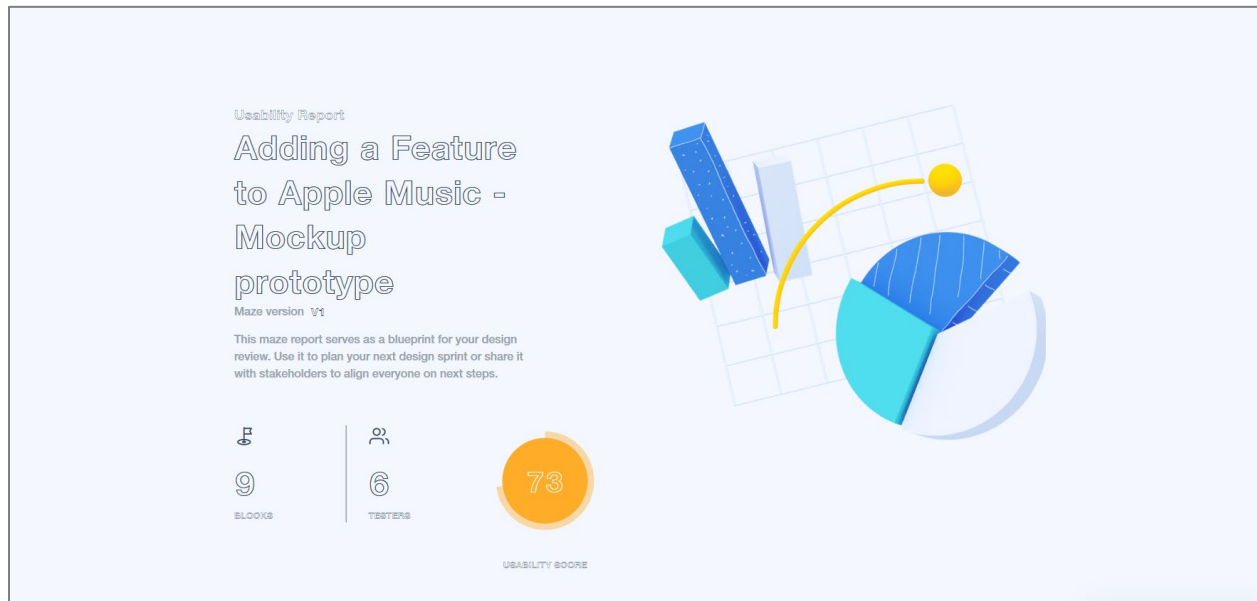
 "Overall design looks great. I'm wondering if more context could be provided on each button so users know what to expect in the next screen? Maybe one of those i buttons that give you more info?"
TESTER #6788084 March 22nd 2020, 7:50:47 pm

 "As someone who has an iphone, but does not use itunes, it was less intuitive as I thought, especially the Apple Wallet. I think my initial confusion was downloading tickets from my confirmation email and adding that in wallets instead of doing it directly from itunes. Overall, super awesome feature!"
TESTER #6801848 March 22nd 2020, 7:08:18 pm

 "Nope, everything looked good."
TESTER #7238888 March 22nd 2020, 8:58:53 pm

 "Play around with the seating option feature! Otherwise I think its great"
TESTER #7088843 March 20th 2020, 12:58:08 am

10 CONCLUSION



Buying tickets via Best seat option (despite some ambiguities pointed out by one user), as well as adding the tickets to the Apple Wallet app and navigating back to the band's page were the most straightforward tasks for the users.

The problems arose with the seat map, due to limitations of the prototype regarding the feature that would allow users to see the premium seats by clicking on the radio buttons or directly on the names. As it seems that indicating the seat type with a colored square and colored seats was not enough, maybe the map should just be greyed out, allowing the user to be free to see the category they want. Moreover, radio buttons might also not be needed, as the heatmap showed more clicks on the category names, than on the radio buttons.

Full report on Maze: <https://maze.design/r/ktdoin72tk7zaanc6>