

# 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

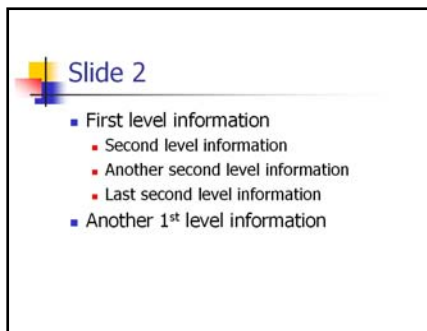
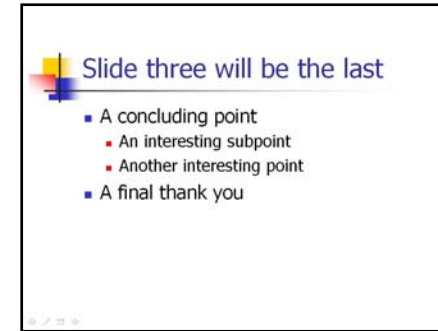


Image 3



**ProfCast synchronizes audio to images (versus audio to video)**

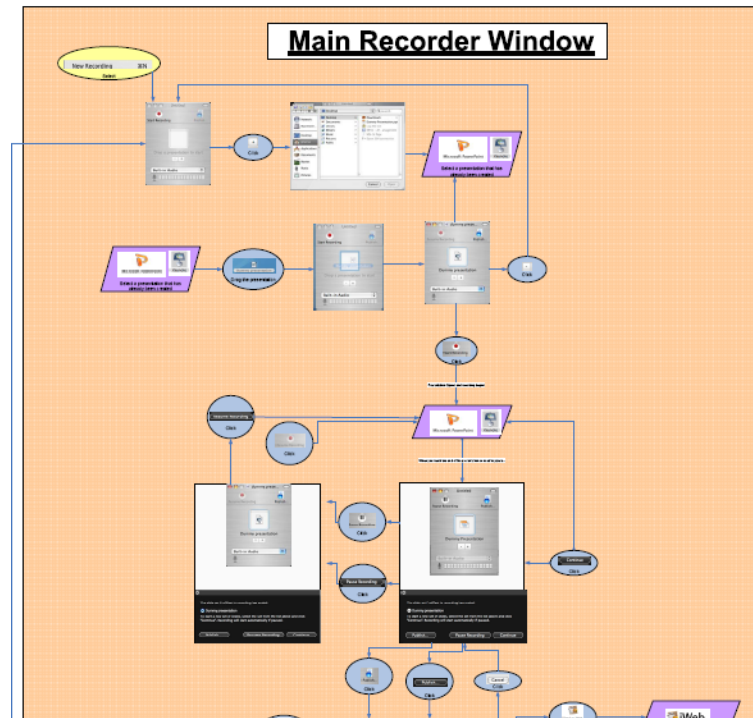


# Methodology

- 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

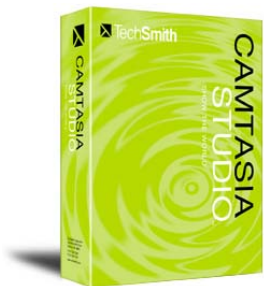


Hi-Tech  
Professor



# 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

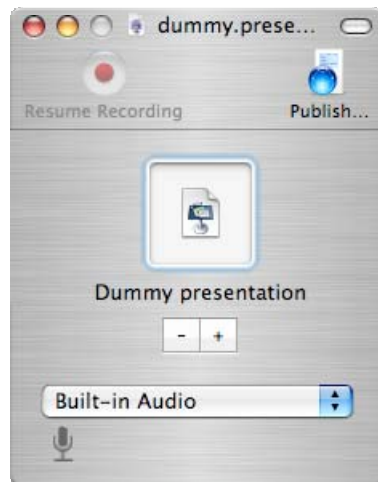
- Distributed a survey to roughly 1800 ProfCast users and Apple employees via Survey Monkey
- 163 Respondents
- Ask users questions related the usefulness, usability and aesthetics of ProfCast

## Findings

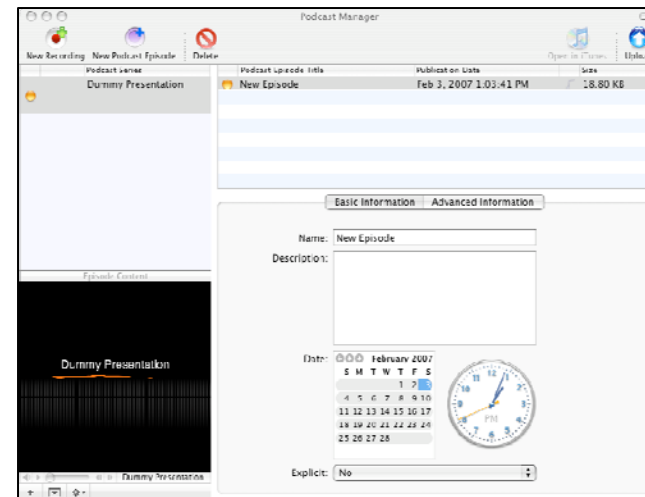
- Demographics – 50% of respondents were Professors

# 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



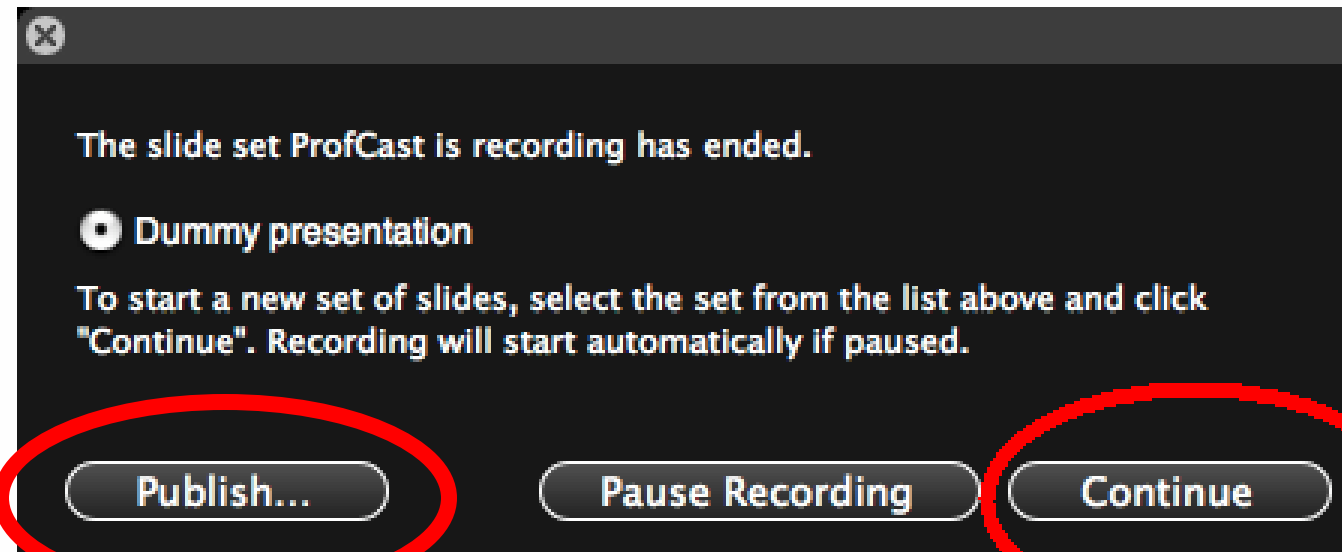
1. Recording a Lecture



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

<b>Name</b>	Dr. Jean Grey
<b>Profession</b>	Full Professor
<b>Technology Proficiency</b>	Low
<b>Likes</b>	Helping Others
<b>Dislikes</b>	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

<b>Severity</b>
<b>4</b>

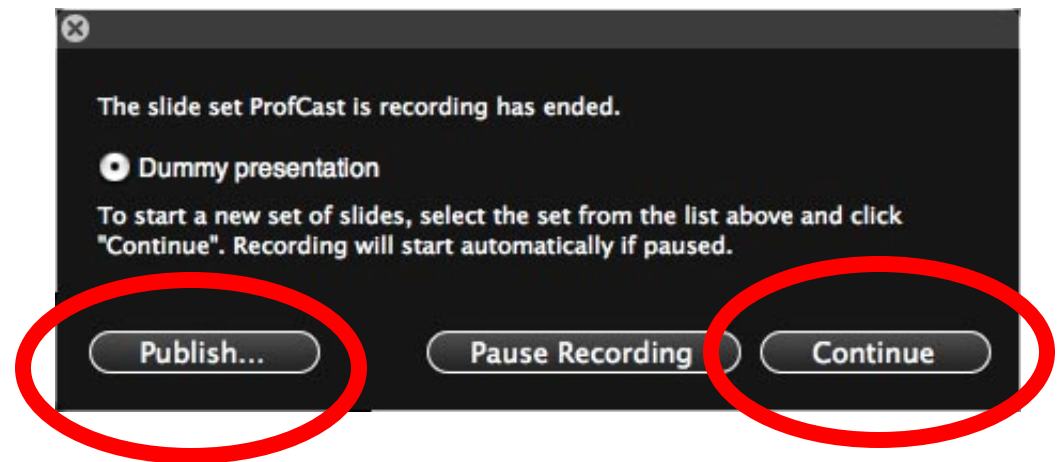
This problem surfaced in:  
Heuristic Evaluation  
Survey  
Usability Test

# Conclusion

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

# Conclusion

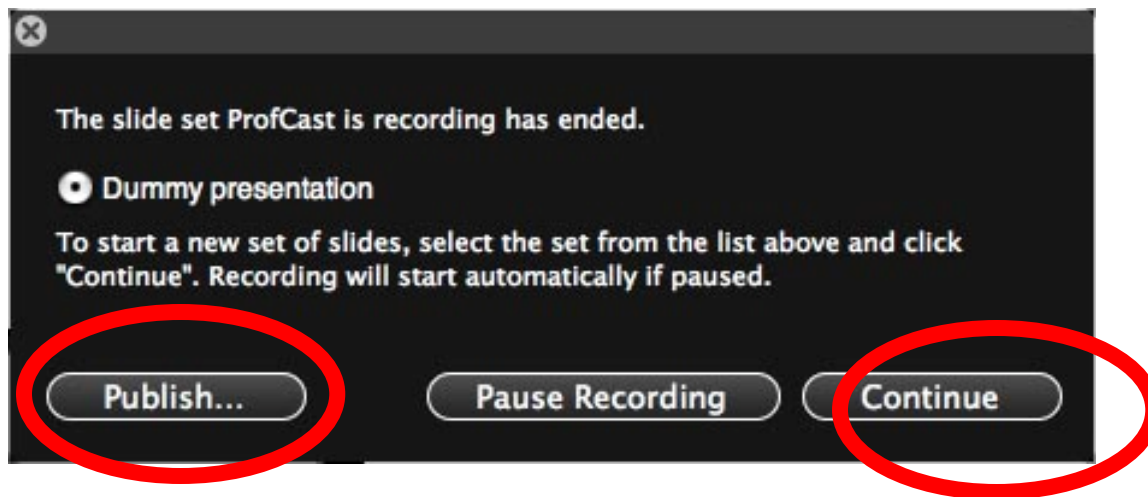
- Mutants are good
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- Thank-you



### 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





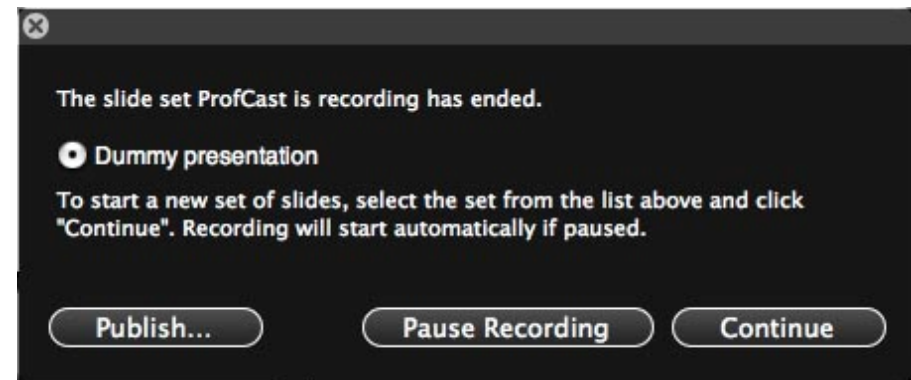
### Finding 3: The Publish Button is uninformative – Test evidence

## Final Slide

Please stop the recording and save this presentation

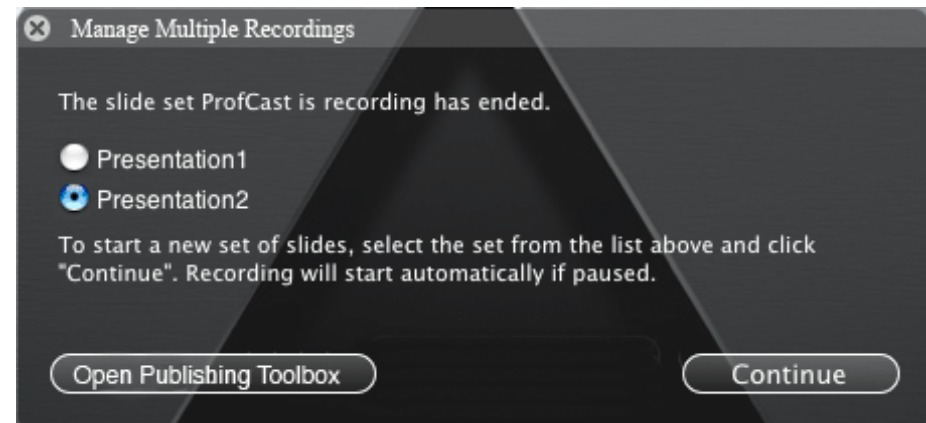
### Finding 3: The Publish Button is uninformative – Recommendation

*Current Dialog*



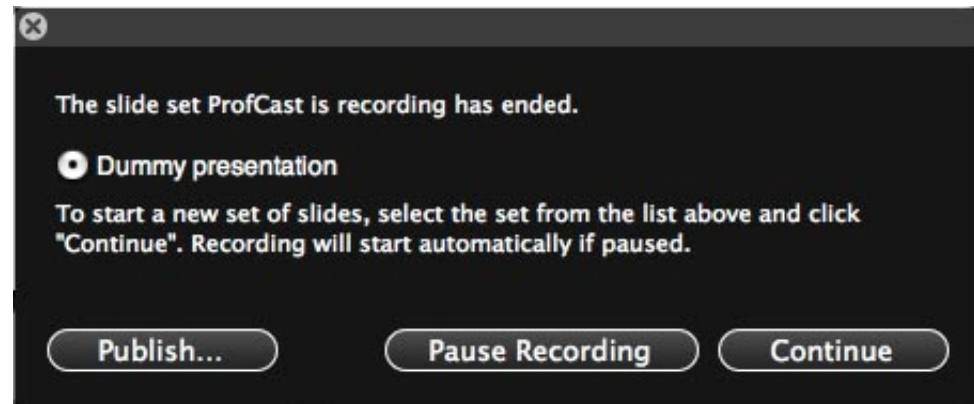
*Recommended Dialog*

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

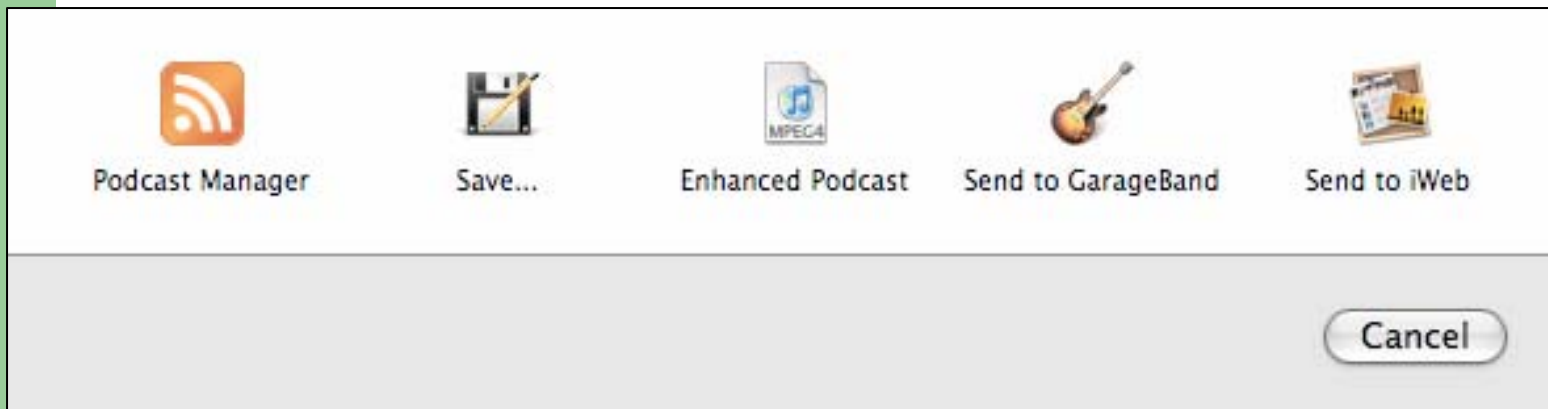


# Conclusion

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



# Conclusion

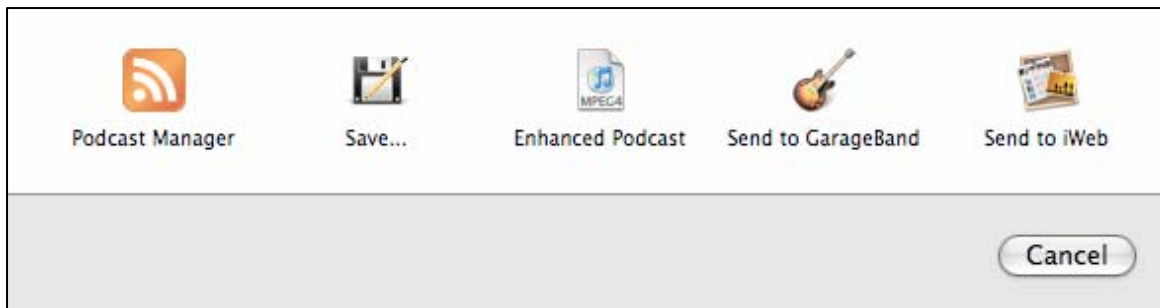


- Thank-you

## 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