

Usability Test Findings

Objectives

- To identify any frustrations with the *Discover* feature.
- To determine how satisfied users are with the *Discover* feature.
- To complete usability tests on the new *Discover* feature.

Test Subject

High fidelity prototype

Methodology

Virtual testing (unmoderated), with Maze.

Participants

11 participants, with 2 drop-offs.

Procedure

1. Participants are sent a link to the Maze usability test.
2. Participants are then introduced to the test.
3. Participants are led through a series of tasks.
4. Participants answer a question after each task.
5. The test is then completed.
6. Participants are thanked for their time.

Tasks

1. Users must find a relevant video through the *Discover* page.
2. Users must customize their *Discover* page categories.
3. Users must open the *Discover* feed embedded on the video player page.

Usability Goals

- Users are able to complete tasks with minimal misclicks.
- Users understand the new feature and have a smooth browsing experience.

Usability Test Findings:

Task 1 - Find a relevant video

Screen 1 (homepage)

- 64% of testers (7) successfully moved to the next screen.
- 36.4% of testers (4) navigated outside the expected path.
- 0 testers dropped out of the session.
- 27% misclick rate.

Screen 2 (category page)

- 86% of testers (6) successfully moved to the next screen.
- 14.3% of testers (1) navigated outside the expected path.
- 0 testers dropped out of the session.
- 14% misclick rate.

Screen 3 (single category page)

- 50% of testers (2) successfully moved to the next screen.
- 50% of testers (2) navigated outside the expected path.
- 0 testers dropped out of the session.
- 50% misclick rate.

Q: "Was this browsing path clear?" (Scale of 1. No - 5. Yes)

- 9% of testers (1) said No = 1.
- 9% of testers (1) said Yes = 4.
- 82% of testers (9) said Yes = 5.

Task 2 - Customize your Discover page categories

Screen 1 (category page)

- 100% of testers (9) successfully moved to the next screen.
- 0 testers dropped out of the session.

Screen 2 (customize categories page)

- 89% of testers (8) successfully moved to the next screen.
- 11.1% of testers (1) navigated outside the expected path.
- 0 testers dropped out of the session.

Screen 3 (category page)

- 89% of testers (8) successfully moved to the next screen.
- 12.5% of testers (1) navigated outside the expected path.
- 88% misclick rate. Users could have easily gotten lost at this stage.

Q: "Would this customizable feature improve your browsing experience?"

- 9 responses.
- All users responded 'Yes', with one user saying they liked the "People tab" on the category page.

Task 3 - Open the Discover feed while watching the video

Screen 1 (homepage)

- 11% of testers (1) successfully moved onto the next screen.
- 88.9% of testers (8) navigated outside the expected path.
- 22% misclick rate.

Screen 2 (category page)

- 100% of testers (1) successfully moved onto the next screen.
- The rest of the testers dropping off.

Screen 3 (video page)

- 100% of testers (1) navigated outside the expected path.
- Indirect success 100%, with testers completing the task via unexpected paths.

Q: "How was your overall experience using this feature? Does the 'Discover' feature make sense to you?"

- 9 responses
- 6 testers responded with - "Yes, it made sense."
- 1 tester responded with - "No, not at all."
- 2 testers expressed that the prompts left them confused as to where they should click.

The Good

- Overall there was a clear browsing path.
- The homepage is easy to navigate, with most users successfully completing tasks on this page.
- The category page and customizing category page were also successful in terms of navigation.
- All testers expressed the ability to customize categories would improve their browsing experience.

The Bad

- Unclear prompts contributed to the majority of misclicks and testers navigating outside the expected path. Especially clear in the last task.
- A few testers expressed not understanding the difference between the suggested videos and the new *Discover* feature.
- 2 testers dropped off early on, again, seemingly as a result of unclear prompts.

Results

Overall, the usability tests reveal high misclick rates, and testers navigating outside the expected paths were a result of unclear prompts. This was most clear in the final task, where testers were expected to interact with the embedded *Discover* feed feature. Testers were to complete a flow starting from the homepage screen to the final video page screen but were unable to figure out where exactly they should click. This gives me the impression that navigating the pages isn't the issue, but a lack of direction given to testers. Another take away from this usability test is to give the *Discover* feature more context, this would help users to better differentiate between YouTube's existing features and this new feature.

High Priority Fixes

- By conducting a short survey, I will provide further context to the *Discover* feature.
- To make embedded *Discover* feed cta easier to see.
- Make category icons and plus buttons larger.
- Update prototype according to above fixes.