

Guerilla Usability Test Summary

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The guerilla usability tests were conducted while I was on a trip to Disneyland. While standing in line for rides, I used this opportunity to ask people around me who fit the right demographics and who were willing to participate in the quick tests. All the users were very tech savvy and have experience using freemium streaming apps in the past. For the usability tests, I wanted to see whether the users would be able to navigate through 4 tasks where they would be exposed to upgrade prompts. More specifically, I wanted to see their reaction to these prompts and what their behaviors and thoughts were on these CTAs:

- **Task 1:** Sign up as a new user and complete onboarding process
- **Task 2:** Find new releases only available to Premium members
- **Task 3:** Login and Search for Drake's albums
- **Task 4:** Skip a song and upgrade to Premium

Before conducting the usability tests, I hypothesized that users may feel annoyed by all the upgrade touchpoints, specifically with the advertisements during the media consumption flow. I wanted to ensure the user had multiple opportunities to upgrade, but did not want to give the user a reason to abandon the app completely.

Findings

- **TASK 1: 4 users preferred to skip the first Trial offer, but felt no feelings of annoyance**

All participants were able to complete the 4 tasks without any usability issues. The usability tests allowed me to see how users behaved and felt when using the app. The registration and onboarding flows were very straightforward and easy to complete and 4 out of 5 users preferred not to sign up for free trials during this flow as they wanted to see whether they liked the app before committing. 2 Users stated that they liked how the features were listed out so that they could get a general idea of what the differences would be. This first touchpoint did not annoy any of the participants which proves that this CTA is justified.

- **TASK 2: 3 users would be more inclined to start a free trial in order to listen to new releases**

The touchpoint for task 2, new music releases, was where users were more inclined to start a free trial. Although it was the first restriction for free users, 3 users stated that if they really wanted to listen to a new song or album, they would sign up for the free trial at this point. However, 1 user stated that because there was a CTA below this section, it seemed a bit redundant in conjunction with the popup when the blurred new releases

were tapped.

- **TASK 3: Task was very easily completed without and issues**
- **TASK 4: 4 users stated they would upgrade at this time out of pure annoyance, while 1 user would abandon the app**

Task 4 seemed to be the flow which users felt most annoyed with the restrictions which led to 4 participants wanting to upgrade to a free trial at this time. 1 participant stated that if the advertisements were in the middle of the songs, he would just abandon the app altogether, but then later mentioned that having the ability to download songs would make a big difference to him. The fact that the majority of users would prefer to try before they buy is supported by the initial findings during the user surveys where 75% of participants would eventually start a free trial.

Recommendations

- Move the Free Trial CTA from the “New Releases” section to another spot on the page to reduce redundancy
- Create an overlay over the Premium “New Releases” rather than a blur effect to allow users to actually see the content
- Ensure advertisements play only in between songs