

# Audible

## Usability Test Findings

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### Overview of Participants:

- 3 male, 3 female
- Ages 29 - 34
- 4 located in continental United States,  
1 located in Hawaii, 1 in England

### Participant 1

**Rebecca**

**Female, Age not disclosed**

**New York, US**

### QUOTES

- “I would scroll down to find more books he’s narrated...”
- “I’m on the homepage, I’d go to Discover, that sounds like a good place to find new things...”
- “I assumed if i clicked on the book it would take me to book details”

### OBSERVATIONS

- User wanted to click on a book on the home screen for book details. (T I)
- Went to discover initially for narrators- which she found, but not applicable to first task.
- Went to narrators to find narrator details screen. (T I)
- Easily found other books he had narrated. (T I)
- Went to profile for favorites. (T II)
- Second time through task 2 easily added to favorites. (T II)
- Added favorites through second pathway (kebab menu rather than hearts) (T II)

### SUMMARY

All tasks completed. Task 1b, 2, and 3 were executed very efficiently. Did not use heart icon on narrator detail page; used kebab menu instead.

## RESULTS

Completion Rate: 100%

Error Free Rate: 95%

Slips: 1

Mistakes: 2

### **Participant 2**

**James**

**Male, 34 years old**

**London, England**

### QUOTES

- “I’m going to go to the library, and here, I’m going to click on this dot to see... Book details... narrated by Jim Dale... there we go...”
- “I would do exactly what we just did... I’m goin go favorite him... (taps on heart)”
- “I wonder what it’s going to do... will I get books he’s narrated in my discover menu?”
- “Could the background color be different for favorite narrators?”

### OBSERVATIONS

- Wanted to press on the book picture to get to book details. (T I)
- Completed all of task I easily once he reached the library. (T I)
- Completed task II using hearts. Completed again via kebab menu. (T II)
- Task III completed efficiently. Discover seems congruent with finding new things/suggestions.
- Suggested a variety of book samples on narrator screens.

### SUMMARY

Completed all tasks. This is the second person who wanted to get to book details by tapping on the book on the home screen. This is Audible’s design, not mine.

## RESULTS

Completion Rate: 100%

Error Free Rate: 99%

Slips: 1

Mistakes: 0

### **Participant 3**

**Gregory**

**Male, 29 years old**

**Colorado, US**

#### **QUOTES**

- “I see this heart icon, that’s where I would go.”
- “Did that work? I clicked it; I’m assuming that’s a favorite feature.”
- “I see the Narrators tab...”
- “I rarely use things labeled Discover...”
- “I’d look at the homescreen first, then discover...”

#### **OBSERVATIONS**

- Task I completed totally efficiently. No hesitations. (T I)
- Used hearts. (T II)
- Took pathway to narrator details page to add to favorites. Skipped over the kebab menu option. (T II)
- For task three, he looked “you may also enjoy...” for featured narrators rather than discover feature.

#### **SUMMARY**

Very efficient in completing all tasks.

#### **RESULTS**

Completion Rate: 100%

Error Free Rate: 98%

Slips: 0

Mistakes: 1

### **Participant 4**

**Chloe**

**Female, Age not disclosed**

**New York, US**

#### QUOTES

- “This name seems clickable, so I’ll click on that”
- “I will go to the same path again to add the narrator as a favorite”
- “What stands out for me is this button (the heart)”
- “I would go to Discover...”
- “The flow is very easy and straightforward... it’s the same when I look into the Audible app”
- “Very clear for me to find information”
- “The hearts stand out for me”

#### OBSERVATIONS

- Tried clicking on book to get to narrator information/book details.
- Had a hard time initially starting the first task, once she was at the library she executed the task very quickly
- Used hearts for task II.
- Would use the search icon as a different pathway if they knew the name
- Task three completed quickly.
- Would like to see updates sent directly or an alert if new books are released.

#### SUMMARY

Completed all tasks. Had the suggestion of getting alerts in reference to favorites.

#### RESULTS

Completion Rate: 100%

Error Free Rate: 100%

Slips: none

Mistakes: none

**Participant 5**

**Kevin**

**32 years old, Male**

## **Hawaii, US**

### **QUOTES**

- “I would assume that on the details screen for the audiobook that I’m listening to it will tell me who the narrator is...”
- “I’m hoping that just clicking on the bar would bring up book details...”
- “I would assume I could add a favorite narrator from that same page...”
- “I would find further details by going back to the original source where I got the person’s name”
- “It’s good to have a third option” (in reference to the narrator section in the library)
- “Seeing the list makes it interesting to discover other narrators as well”

### **OBSERVATIONS**

- Efficiently completed all tasks. (T I - T III)
- Used Heart icon rather than other pathway. (T II)
- Mentioned doing search if he already knew the narrator's name.
- Expected featured on home screen but then went to Discover.
- Talked about redundancy of home screen and discover screen.

### **SUMMARY**

Efficiently completed all tasks.

### **RESULTS**

Completion Rate: 100%

Error Free Rate: 100%

Slips: none

Mistakes: none

## **Participant 6**

**Melanie**

**Female, Age not disclosed**

**Texas, USA**

### **QUOTES**

- “I’ll try my library”

- “I see the menu so I assume that will have more information”
- “Since it’s a different color I’m assuming that’s a link”
- “I would find him the same way again...”
- “The heart should allow me to add a favorite”
- “My hesitation with that is lack of notification” \* (T II)
- “For me I can’t tell what you added versus what already exists... It looks cohesive”

## OBSERVATIONS

- Efficiently completed all tasks. (T I - T III)
- Also wanted to connect to book details through book image on homescreen.
- Found both pathways to adding a favorite; first used the heart icon. (T II)
- Found everything to be fairly seamless with the app experience.

## SUMMARY

Extremely efficient usability test; shortest in duration.

## RESULTS

Completion Rate: 100%

Error Free Rate: 100%

Slips: none

Mistakes: none

## RESULTS & RECOMMENDATIONS

RESULTS (Average):

**Completion Rate: 100%**

**Error Free Rate: 98.6%**

- Give more feedback to users after clicking on Hearts/Favorites. This seems to be the preferred way to add a favorite, but needs more confirmation. Low effort.
- Clicking on the book should also offer a shortcut to the Book Details. This is an Audible issue and not an issue with my added features. Q: can I adjust this to reflect user needs? Medium effort.