



Letterboxd Screener

TEAM 1:

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INF 385P - Usability
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Objective of Study

This study aims to gather reactions, feedback, and pain points from users using Letterboxd's desktop website for logging, reviewing, searching, and rating movies. Participants will be divided equally into experts and novice Letterboxd users. Moderated interview sessions will be held remotely.

Target Recruit

This recruitment is for 10 participants, with 10 to complete. More details are provided under Participant Quota.

Participant Logistics & Requirements

- Participants must have access to a desktop/laptop device with internet connectivity.
- Participants will be required to participate in a ten-minute tech check before the testing session.
- The session will take approximately 30-50 minutes of the participant's time.
- Participants must be willing to sign a nondisclosure/consent agreement before participating; this will give permission to record (audio and video) the session.
- Consent forms will be sent out to the participants after they pass the tech-check, and the participants need to send back the signed consent forms before the session.
- Participants should not work in any exclusion areas specified later in this screener.

Participant Quota

Criteria	
Gender <i>Question 1</i>	No quota but ideally a mix
Age <i>Question 2</i>	Mix • 4 [18-30's] • 4 [31-40's] • 2 [41-65's]
Geography <i>Questions 3-5</i>	Users currently living in United States of America
Exclusions <i>Questions 6-8</i>	• Screen out participants who work for any movie/TV rating and reviewing applications and websites or are in development, design, or related to this industry. • Participants who have participated in product/market research in the last 6 months.
Users with Letterboxd Experience <i>Question 9-10</i>	Mix • 5 [expert users] (someone who has used Letterboxd at least once every month for a year) • 5 [novice users] (someone who has used Letterboxd infrequently for less than a year)

Phone and Technical Requirements <i>Questions 11-13</i>	• Must have Windows 10 or macOS 10.15 Catalina or later. • Must have video/mic capabilities • Must have access to fast Internet connection during the interview session. • Must have used video conference applications (e.g., Zoom/Google Meet etc.)
Articulation <i>Question 14</i>	Must be comfortable and articulate when speaking.

Recruiter Introduction

Hello, my name is _____, from _____. We are looking for individuals to participate in a research study. Let me assure you that your responses will be kept confidential, and the data will be used for research purposes only. Your data will not be sold, and you will not be asked to purchase anything. If you qualify, you will be invited to participate in a remote research study using a desktop website. This study will require up to 30-50 minutes of your time. There will be a technical equipment check before the session to ensure that you have the applications and internet connectivity required. We are grateful for your time and feedback.

[Recruiter Notes are highlighted in blue italics]

Are you interested in participating in this research study?

a. Yes *[CONTINUE]*

b. No *[TERMINATE]*

Because we are looking for very specific kinds of people, I have just a few questions that I need to ask you to see if you qualify to participate. We want you to be aware that this session will be recorded to be used strictly for the analysis of the outcome of the research findings. Your identity will be kept confidential and in no way is your participation considered a product endorsement. You will not be permitted to tell people about the specifics of what you will see.

Would you be willing to sign a consent/nondisclosure agreement that is described above?

- a. Yes *[CONTINUE]*
- b. No *[TERMINATE]*

Screenener

Demographics

1. Gender

[Recruit a mix]

- a. Male
- b. Female
- c. Prefer not to say

2. May I ask your age please?

[Recruit a mix of 18-30, 31-40, 41-65]

- a. <18 *[TERMINATE]*
- b. 18-30
- c. 31-40
- d. 41-65
- e. >65 *[TERMINATE]*

3. Email Address

4. Which country do you currently reside in?

- a. United States of America *[CONTINUE]*
- b. Canada *[TERMINATE]*
- c. Mexico *[TERMINATE]*
- d. United Kingdom *[TERMINATE]*
- e. Other - ----- *[TERMINATE]*

5. Which state do you live in?

[Recruit a mix]

Exclusions

6. Where do you and/or other employed members of your household work?

Record: Name of company, Occupation/title, Industry

Participant - _____

Other Members - _____

Other Members - _____

Other Members - _____

*[Read list, if yes to any listed below, **TERMINATE**]*

- a. Market research firm
- b. Marketing Consulting firm
- c. Any competitors (eg. IMDB, TV Time, Rotten Tomatoes)

7. When, if ever, was the last time you participated in a market research study?

*[If within 6 months, **TERMINATE**]*

8. If over 6 months ago: What was the topic of the study?

*[If related topic, **TERMINATE**]*

Type of usage

9. Check the boxes for the types of functions of Letterboxd that you use.

*[Participants should have used at least one. If not, **TERMINATE**]*

- a. Rating or logging a movie
- b. Creating movie lists
- c. Writing reviews of movies
- d. Searching for a movie
- e. None of the above **[TERMINATE]**

9a. When was the last time you logged/reviewed a movie?

[Recruit a mix: 2 people of choice (a) or (e) and 3 people of choice (b), (c) or (d)]

- a. Never
- b. This month
- c. Within the last 1-2 months
- d. Within the last 3-6 months
- e. More than 6 months ago

10. Check the boxes for the websites you use

[Recruit a mix]

- a. IMDb
- b. TV Time
- c. Rotten Tomatoes
- d. Elite Stream
- d. Other(s) - _____
- e. None of the above ***[TERMINATE]***

Device

11. Which OS version runs on the device you own and use?

[Must have Windows 10 or macOS 10.15 Catalina or later.]

- a. Windows 10 or later
- b. macOS 10.15 (Catalina) or later
- c. Not sure ***[TERMINATE]***
- d. None of the above ***[TERMINATE]***

12. Will you have access to high-speed internet service during the interview?

- a. Yes
- b. No ***[TERMINATE]***

13. Are you familiar with how to use Zoom/Google Meet?

- a. Yes
- b. No **[TERMINATE]**

14. Articulate Question: Tell me about your favorite movie. Why is it your favorite?

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Invitation to Participate

We are interested in your opinions and reactions and would like you to participate in our study which will take 30–50 minutes of your time. We will be conducting these sessions remotely, in the week of 23rd – 27th March 2023. These sessions will involve you providing your feedback using a computer-based website. The sessions will consist of 2 members from our team, an interviewer and an observer. We will take notes and record the session. Will you be able to join us?

- a. Yes
- b. No

[If Yes]

Thank you for agreeing to participate in this unique study! We will send you the NDA for you to sign via email. Please review it carefully, sign it and send it back to us. We will be in touch with you to schedule the video interview. Thank you for your time, we really appreciate it.

[If No or termination]

Thank you for your time! We hope you have a wonderful day.