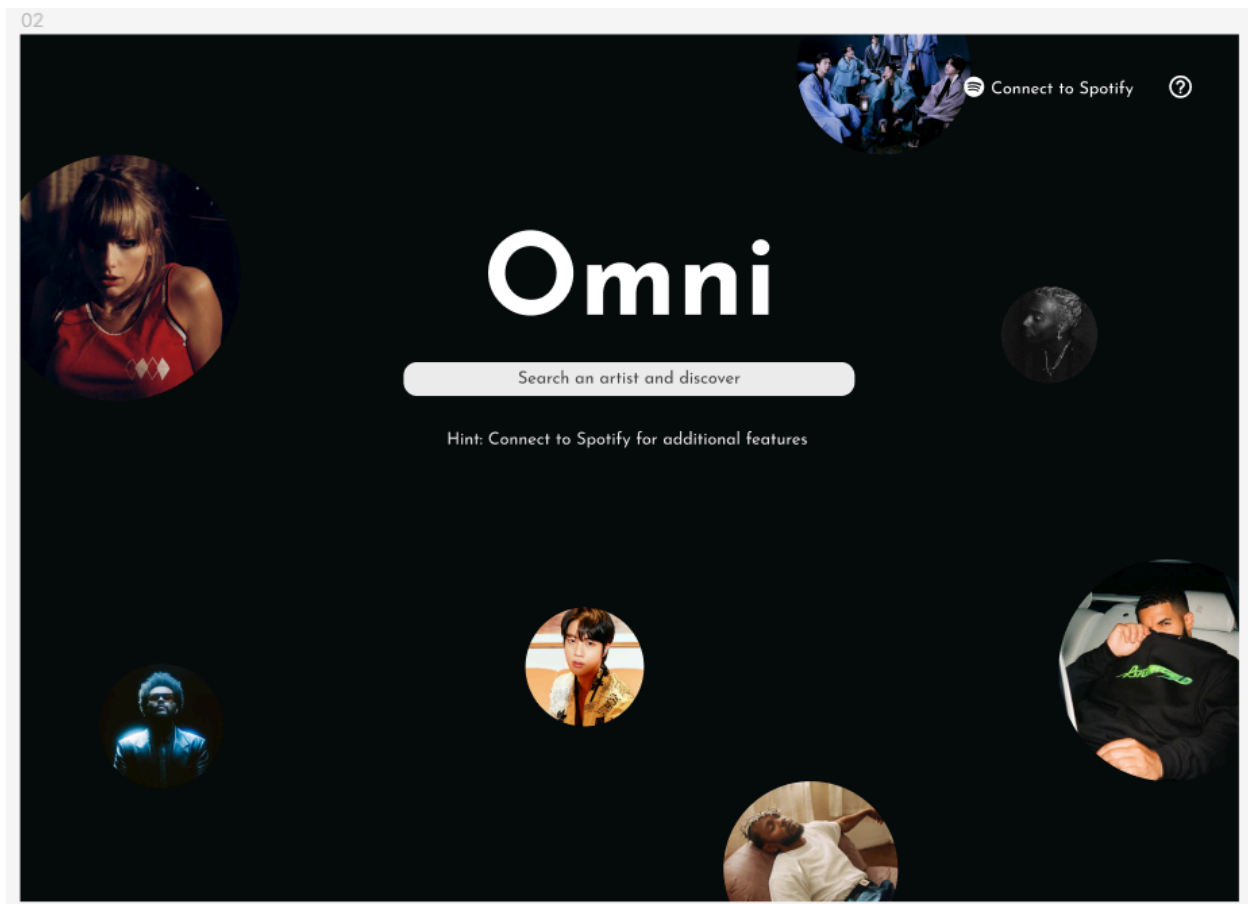


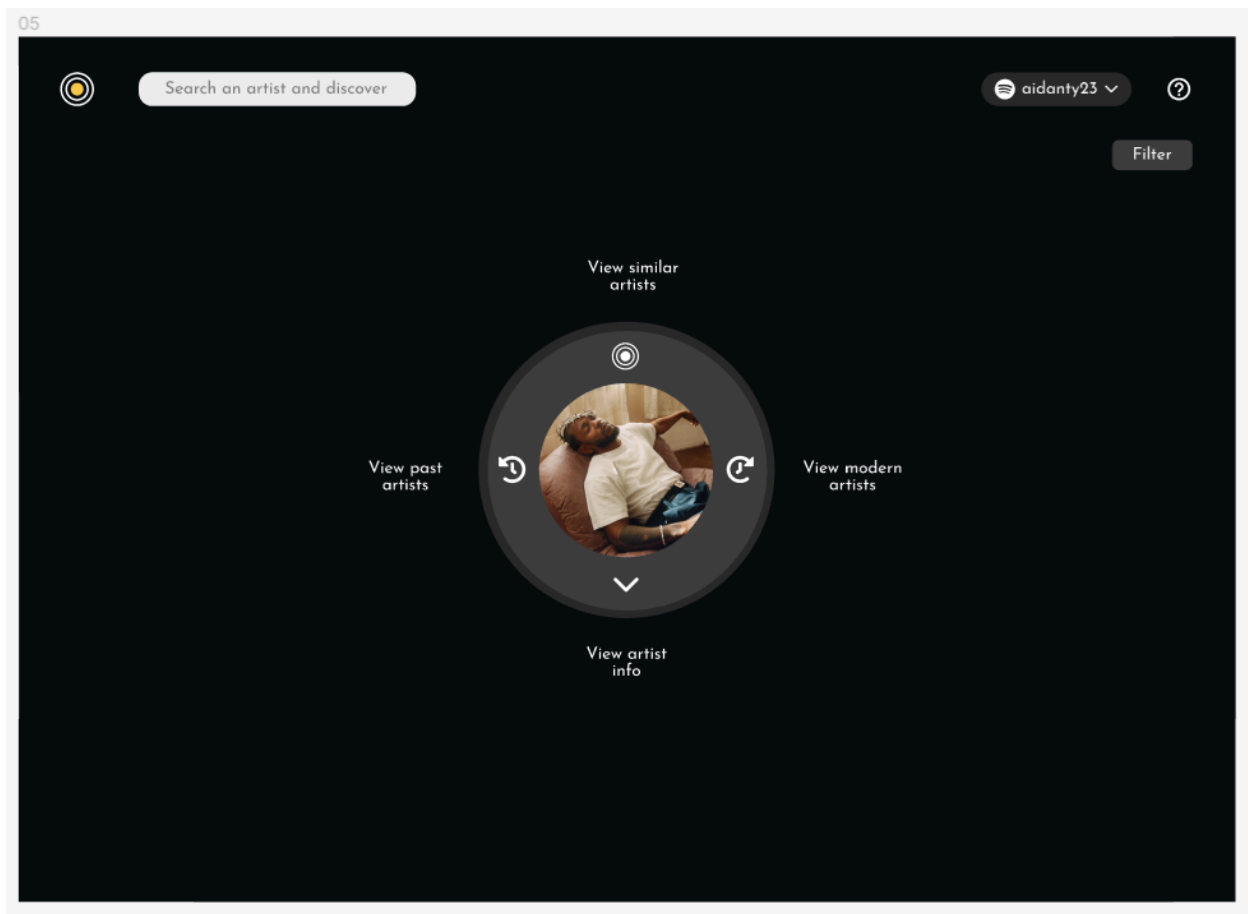
Omni - Concept Testing Guide

Let's take a look at the first of our forward-looking concepts for what Omni could look like. These are currently in the early stages of design, so finer details have not been added or might be missing. We'll instead focus on the features and capabilities available to you.



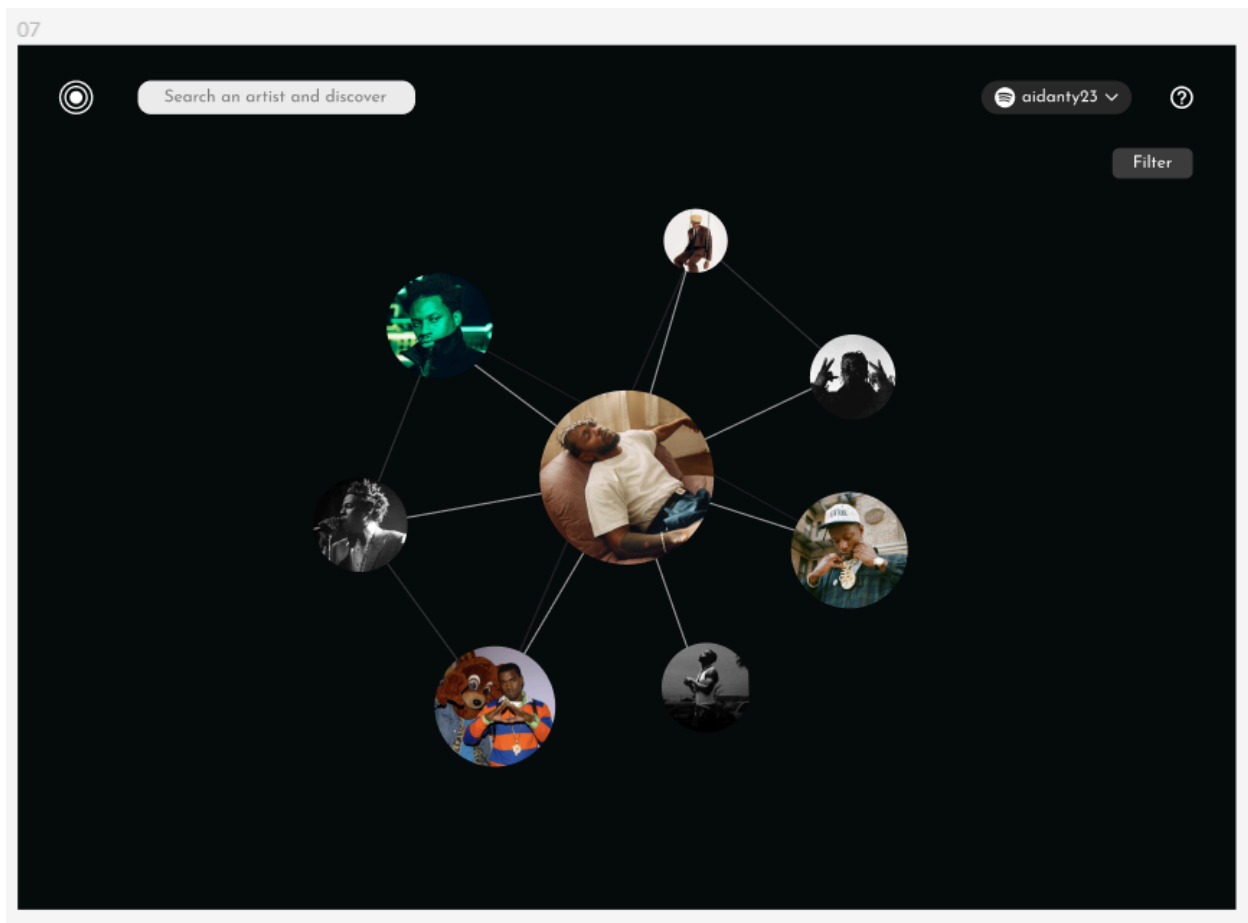
1. Take a moment to scroll through the page and describe what it is you're seeing.
 - a. I'm seeing the logo and the big text. A search bar. I see that I can connect to my Spotify for more features, there's an information button and there are a bunch of artists floating around
2. Looking at the header for the site, what is this information telling you?
 - a. (Does not know what header refers to) the title and the search bar
3. What are your thoughts about the design of this page?
 - a. I like it, I think it is VERY simple. I think there should be pinned artists or like a task list

4. On a scale of 1-5. 1 being poor, and 5 being very good, how intuitive are the features/functions on this page?
- a. 4 because I feel like the “connect to Spotify” button can look more like a button

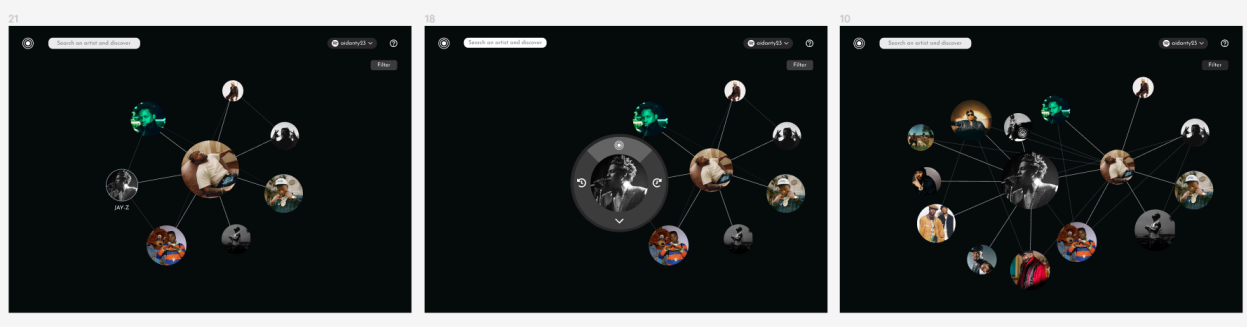


5. In the middle of the page, there's a module with the searched artist
- a. Describe what you are seeing.
- i. I see a wheel with options on it, where I can view artists, view modern artists, view past artists, and view artist info. Also there's the artist's picture.
- b. What about these options is valuable?
- i. I think the most important one is view similar artists
- c. Which of these functions would you use? Why or why not?
- i. I would use the “similar artists” because I would want to find similar artists
- d. Is there anything missing from this module?
- i. Not that I can think of
6. What are your thoughts about the design of this page?
- a. I think it's cool, i don't know what I would change

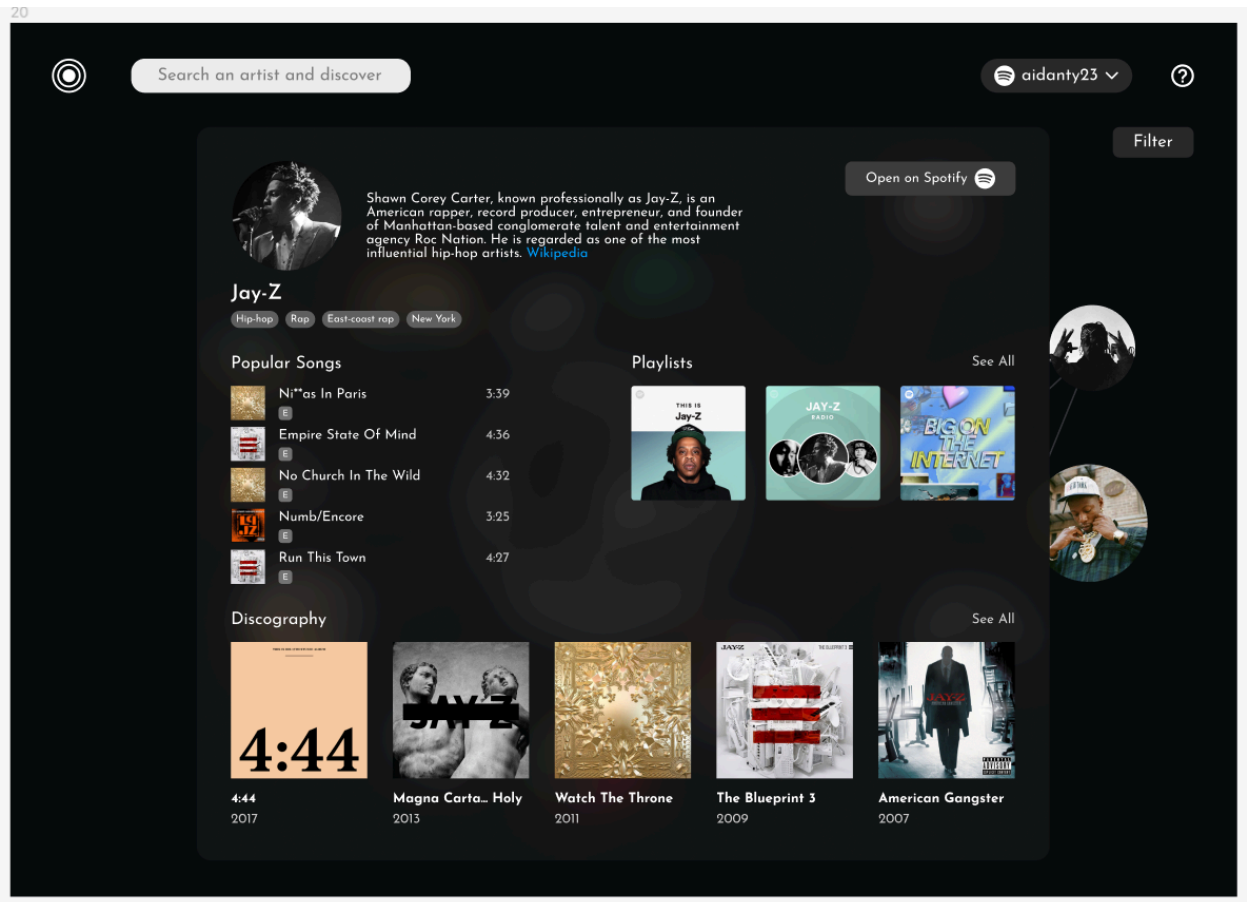
7. On a scale of 1-5. 1 being poor, and 5 being very good, how intuitive are the features/functions on this page?
- a. 4



8. Take a moment to scroll through the page and describe what it is you're seeing.
- a. I'm assuming this is similar artists, these are similar artists to him, there's a filter button.
9. What are your thoughts about the design of this page?
- a. Do the sizing of the bubble indicate higher similarity? There are these dimmer lines, I would assume brighter means more connected? Some pictures are black and white and some of them are in color, was that intentional?
10. On a scale of 1-5. 1 being poor, and 5 being very good, how intuitive are the features/functions on this page?
- a. 3.5, I don't know how it works. If the question mark popped out with instructions or there was the little "i" information button



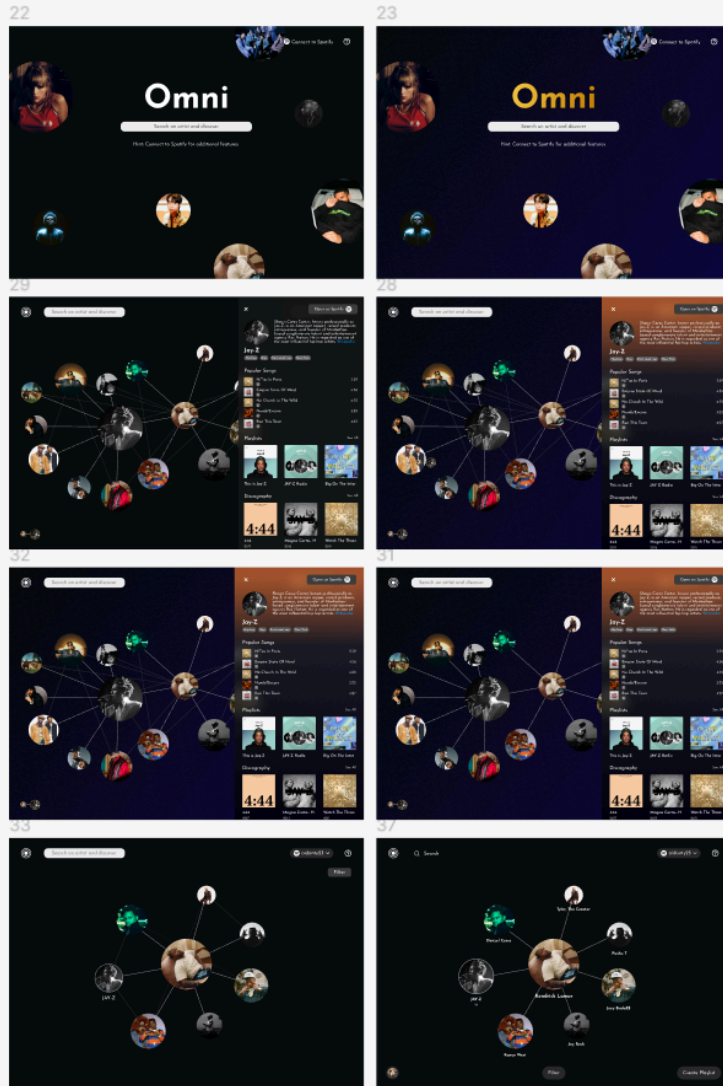
11. Is this what you expected to happen throughout this process?
 - a. I expected it to be highlighted like Kendrick's circle, I wasn't expecting to see the expansion, I thought jay z would take over the screen
12. What are your thoughts about the design of this process?
 - a. I think it's cool, but maybe I would make Kendrick's connections black and white once Jay Z is selected and highlight Jay Z's connections
13. On a scale of 1-5. 1 being poor, and 5 being very good, how intuitive are the features/functions on this page?
 - a. 4



14. Take a moment to scroll through the page and describe what it is you're seeing.

- a. I see a big info pop-up, i see popular songs, playlists, discography, the classic Spotify stuff
15. What are your thoughts about the design of this page?
- a. I like it, I like that it's not a whole new page, and it keeps the feeling of the flow. Like it feels like less steps/less intrusive
16. Is there anything missing from this page?
- a. No
17. On a scale of 1-5. 1 being poor, and 5 being very good, how intuitive are the features/functions on this page?
- a. 4.5

Compare/Contrast & Wrap Up (5 minutes)



color vs no color

secondary links or only direct

Artist name hover vs always displayed

1. Color or no color?
 - a. I like the version without color personally
2. Should there only be direct links or should secondary links be displayed?
 - a. I think secondary should be displayed too, because I think it's important information to have between similar artists
3. Should artist names show on hover or always be displayed?
 - a. I would have it always be displayed because it's just easier. Just because I don't want to move my mouse