

# Bandz N' Showz

## Usability Test

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### Introduction

For the Bandz N' Showz Moderated user testing sessions I interviewed 6 people that fit into the app's target demographics: 6 were done as moderated remote (COVID basically means everything is remote) I was able to capture video on 5 of them. I am able to combine this with the insights from my unmoderated TryMiUi testing to get an even more in depth look at the platform and how to improve our design.

### Insights We Are Looking to Gain:

- Over First Impression - How would a first time user engage with the site what does it do?
- Is the onboarding flow easy for users to engage with and understand?
- Are users able to create a new show from scratch?
- Are users able to set up a promotion plan that is tailored to their needs?
- Can users add other administrators to their event?

## Findings

### Issue #1

"Booking Magic" and "One Free Show" Language is confusing since we currently do more promotion than booking.

### Summary:

- A few users were asking about how they would reach "the booker".
- Another user was asking about a talent buyers.
- People were not sure what "one free show" meant

### Recommendations:

- Change home page language from "Booking" to "Promotion".
- Maybe add a booking side to the platform (down the road).
- Explain "One Free Show" better say something like "Promote One Show Per Month".

## Issue #2

Sign In page should include language for new users to create an account

### Summary:

- Some testers went straight to the sign in button but in the prototype, it was not clickable.
- When they arrived at the login page there was no place to create a new account.

### Recommendations:

- Add a create new account link to the sign in/login landing page (this is standard on most sites).
- Make clickable area in prototype larger (it tripped some folks up)

## Issue #3

All users wanted the free option.

### Summary:

- Everyone wanted the free option. No one wanted to pay up front.
- Is there some way to do a free trial where we just let them test out the free option?

### Recommendations:

- We changed the question we asked to assume they had a budget of \$200.00. We are testing the paid option at this point, so it did not make sense to get caught up on the free option. Assume most users will most likely try the free option first but we are testing billing.
- ~~Let's take out the billing component from the onboarding process.~~
- ~~Once they exhaust the free account and/or want to pay for a plus up it then prompts them to pay.~~
- ~~Add a try it button up top... where maybe users can check out an empty dashboard?~~
- ~~Use empty state designs to entice them to get started on their profile once they are giving the dashboard a test drive.~~

## Issue #4

Progress bar during onboarding to keep users engaged and/or make the skip button more prominent.

### Summary:

- Some users found the onboarding process to be more of a time investment up front than they had anticipated.
- Most testers just wanted to dive in and check it out right away to see if it is something they want to invest in and then if they do love, at that point in time, they would populate their profile more extensively.

### Recommendations:

- Add progress bar to onboarding
- Add profile status to home page to get users to add to profile
- Make the skip to dashboard button more prominent.

## Usability Issues by Priority

| Priority           | Issue                                                                                                                                                                                                                           | Recommendation                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Status |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| <b>Critical #1</b> | "Booking Magic" and "One Free Show"<br>Language is confusing since we currently do more promotion than booking.                                                                                                                 | <ul style="list-style-type: none"> <li>• Change home page language from "Booking" to "Promotion".</li> <li>• Maybe add a booking side to the platform (down the road).</li> <li>• Explain "One Free Show" better say something like "Promote One Show Per Month".</li> </ul>                                                                                                                                                                                      | Done   |
| <b>Critical #2</b> | Sign In page should include language for new users to create an account                                                                                                                                                         | <ul style="list-style-type: none"> <li>• Add a create new account link to the sign in/login landing page (this is standard on most sites).</li> <li>• Make clickable area in prototype larger (it tripped some folks up)</li> </ul>                                                                                                                                                                                                                               | Done   |
| <b>Critical #3</b> | All users wanted the free option.                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>• Let's take out the billing component from the onboarding process.</li> <li>• Once they exhaust the free account and/or want to pay for a plus up it then prompts them to pay.</li> <li>• Add a try it button up top... where maybe users can check out an empty dashboard?</li> <li>• Use empty state designs to entice them to get started on their profile once they are giving the dashboard a test drive.</li> </ul> | Done   |
| <b>Critical #4</b> | Progress bar during onboarding to keep users engaged and/or make the skip button more prominent.<br><br><a href="https://app.milanote.com/1JTzSQ1ARu5Y8K/progress-bar">https://app.milanote.com/1JTzSQ1ARu5Y8K/progress-bar</a> | <ul style="list-style-type: none"> <li>• Add progress bar to onboarding</li> <li>• Add profile status to home page to get users to add to profile</li> <li>• Make the skip to dashboard button more prominent.</li> </ul>                                                                                                                                                                                                                                         | Done   |

|       |                                                                                                  |                                                                                                                                                                                                                                                                          |      |
|-------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| Major | What am I being charged                                                                          | <ul style="list-style-type: none"> <li>Moving bill up to after you select account options and reiterate what you are being billed for.</li> </ul>                                                                                                                        | Done |
| Major | My show invite language not clear                                                                | Maybe change to:<br>“Pending Gig Request”<br>“Invite Admin”                                                                                                                                                                                                              | Done |
| Major | Invite Admins is still hard to find and lacks feedback.                                          | Make this its own page with more feedback. Overall the promo page is really busy. Can we break that into more steps? See Facebook event admin for inspiration.                                                                                                           | Done |
| Major | Folks have trouble finding promotions page and or editing that.                                  | <p>Make a “my promo button” and/or an easier way to edit the promo section of a show listing, so you don’t have to click through all the steps.</p> <p>Add a my promo list page where users can see all their promotions in one place.</p>                               | Done |
| Major | How will I know what promotions I have going on?                                                 | Add a save button next to each day you add to promotion scheduler                                                                                                                                                                                                        | Done |
| Major | Promotion scheduler is getting lost                                                              | Break Promo Scheduler onto its own page make more prominent.                                                                                                                                                                                                             | Done |
| Major | Asks for email twice and could be redundant                                                      | Only ask for email in one place.                                                                                                                                                                                                                                         | Done |
| Major | Why is it asking for billing now... later in the process I think it should be closer to pricing. | Move Billing page up in the onboard process                                                                                                                                                                                                                              | Done |
| Major | Missing Skip to Dashboard button                                                                 | <p>Make that button more prominent* and maybe uses “Skip For Now” language. And maybe add a LinkedIn style progress bar to incentives completing the profile.</p> <p>Make a button when you start you account that lets you opt out of the profile creation process.</p> | Done |
| Major | How do you show a virtual show?                                                                  | Add a link to the virtual show and a place to put the link.                                                                                                                                                                                                              | Done |
| Major | People missed the create show                                                                    | Maybe make that bold or more prominent.                                                                                                                                                                                                                                  | Done |
| Major | Connect Account what are the social icons                                                        | Label Icons with names                                                                                                                                                                                                                                                   | Done |
| Major | Missing Skip to Dashboard button                                                                 | Make that button more prominent*                                                                                                                                                                                                                                         | Done |

|               |                                                                                                   |                                                                                                              |                       |
|---------------|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-----------------------|
| Major         | A better way to denote show set order and times                                                   | Add Headliner check button and add space for set time.                                                       | Done                  |
| Major         | When does the show end                                                                            | Add show end time option.                                                                                    | Done                  |
| Major         | How do you only push the promo to some of your connected accounts?                                | Make the show promo page more expansive with more options as to which connected accounts you are using when. | Done                  |
| Normal        | Can you change the sample text for each day you promote? Different text box per promo day?        | Tie the textbox to the day you are promoting.                                                                | Later                 |
| Normal        | Bio placeholder image should depict band                                                          | Swap out photo to one that is a band icon                                                                    | Done                  |
| Normal        | Duplicate Show language confusing                                                                 | Change language to "reoccurring"                                                                             | Fine                  |
| Normal        | What happens if the venue is not listed                                                           | Add Powered by Google maps since they should have everything up to date and a link to add venue              | Fine                  |
| Normal        | Add about us content                                                                              | Add that page and content to prototype                                                                       | later                 |
| Normal        | How do I check out pricing?                                                                       | Add link to pricing page                                                                                     | Done                  |
| Normal        | How will I know when different things are being charged to the your account?                      | When you add things to be billed it notifies you with a pop up. Before it charges you.                       | Late<br>Via<br>PopUpr |
| Minor         | Not sure what about us means is it who works for the company or what the company does?            | Make about us page and maybe clarify what that language is.                                                  | Later                 |
| Minor         | How do you disconnect connected accounts during onboarding                                        | Add link to disconnect.                                                                                      | Later                 |
| Minor         | Press 100 bucks not sure if I would do it and/or not sure you could get hits for that much money. | Maybe just do listings.                                                                                      | Done                  |
| Minor         | How to highlight the new show you just added                                                      | Have it live at the top of the show list for a bit with a notation it is a new/recently added show...        | Done                  |
| Minor         | Artwork Icon not representative                                                                   | Change to something that looks more like show flyer.                                                         | Done                  |
| Minor         | To many upsells                                                                                   | Make the upsells there own page?                                                                             | Done                  |
| Down the Road | Do venues have a venue profile                                                                    | Down the road we could work with venues to create a venue profile similar to a band                          | Later                 |

|               |                                                                                                                         |                                                                                                                                                                                                       |       |
|---------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
|               |                                                                                                                         | profile.                                                                                                                                                                                              |       |
| Down the Road | Can you invite folks based on geography                                                                                 | Can you use geotargeting?                                                                                                                                                                             | Later |
| Down the Road | How can you get venues to be able to report real time turnout data?                                                     | Use a scanner that automatically updates the Bandz N' Showz platform with turnout and sales data in real time.                                                                                        | Later |
| Down the Road | How do you track who is going to your show and then incentivize them to go to more of your shows and bring more friends | Use a digital scanner at the door to track ticket sales in real time when the venue is also included on your event could even give a scanner to your merch person to track merch sales and inventory. | Later |
| Down the Road | Can I make actual artwork from the site                                                                                 | Add the option to turn out artwork into poster/postcards with a print on demand options.                                                                                                              | Later |
| Down the Road | Can you connect API to band page and not just personal page on Facebook?                                                | Do research to see if you can.                                                                                                                                                                        | Later |
| Down the Road | Make some folks default admin for all your events such as band manager, tour managers or band members.                  | Add that option to your profile creation overall.                                                                                                                                                     | Later |

*\*some of these changes we should consult with product business team first.*

### Other Notes

- Make prototype more clickable I think when certain things are not clickable people get tripped up. (they had the right idea and if it was clickable it would have worked)