

## **CARRIE SUCHARSKI – INTERACTIVE MEDIA DESIGNER**

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IMD485 Senior Project Production  
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### **Product Evaluation Report**

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## **I. Introduction**

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The following document contains the production evaluation report for the **Elephant Trax** website, located at [www.elephant-trax.com](http://www.elephant-trax.com). The report is based on usability testing and the findings from the data the users provided. Usability Testing is conducted by providing a list of tasks for the user (or tester) to complete while they are on the website. This information is used to determine how user-friendly the website is and whether or not these tasks (or goals) can be easily completed.

## **II. Method of Evaluation and Tools Used**

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For the Usability testing, a set of 9 tasks were printed out on a sheet of paper and then handed to a group of 6 testers to complete. As the testers went through the tasks, I observed their behaviors and made notes in the process. These notes were then used to analyze the users' data, and to determine if any negative results are related to the users' behaviors, the tasks provided to them, or the website itself.

Additional data was collected from an [online questionnaire](#), which I emailed to 4 friends/web colleagues. The questionnaire contained the same 9 user tasks, a post-experience survey, and an area for users to provide additional feedback.

For the testers, I used a specific age range of 18-28 years old. Regarding the users' Internet experience, most of them were very comfortable with using the web. And finally, 75% of the group was familiar with using music-related instruments, interfaces, and software.

### III. Data Collection

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The following questions/tasks were printed on a sheet for users to fill out during the Usability testing.

1. Name one software program that Elephant Trax uses to create music.
2. Were you able to "turn off" the keyboard on the Music Mix-N-Match interface?
3. In the Music Mix-N-Match interface, were you able to Play and Listen to a single drum track using the "Solo" button?
4. On the Music Mix-N-Match page, did you use the "Help" pop-up?
5. Were you able to play the song "Run Away Today" in the MP3 Player?
6. When you went to the WaxTrax page, what song was playing?
7. Name the person who is also known as Elephant Trax.
8. Fill out the contact form using the email address "tester@yahoo.com" and write down the response that you get.
9. What is the "Word of the Herd" page for?

For the users I emailed the questionnaire to, the following extra questions were included:

- Do you think this site portrays a positive image about the artist? Why?
- What do you like about the design? Is there anything you dislike about the site?
- Would you recommend this site to a friend?
- Please tell me about any other comments & feedback that you have.

### IV. Data Analysis

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#### A. User Tasks

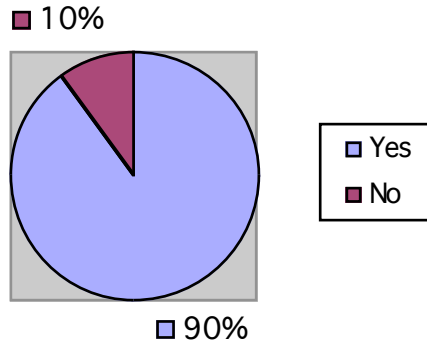
The following section will break down each of the 9 user tasks, providing details about the responses that I received and observed.

**Name one software program that Elephant Trax uses to create music.**

*This task was very successful. Users were able to quickly locate the information and write it down.*

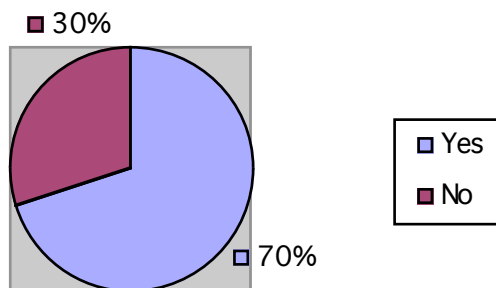
**Were you able to "turn off" the keyboard on the Music Mix-N-Match interface?**

*This task was very successful. Users were able to easily locate the keyboard button, and toggle the keyboard on and off. (90% Yes, 10% No)*



**In the Music Mix-N-Match interface, were you able to Play and Listen to a single drum track using the "Solo" button?**

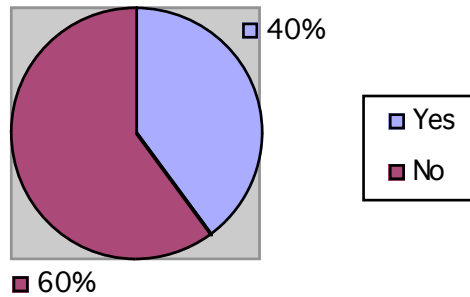
*This task was also successful. The users who were familiar with music software and interfaces were able to easily complete this task without using the Help section. These are my ideal users, who understand that "S" on an interface stands for solo, and "M" stands for mute. Users who didn't understand what the solo button looked like used the Help section to figure it out. (70% Yes, 30% No)*



**On the Music Mix-N-Match page, did you use the "Help" pop-up?**

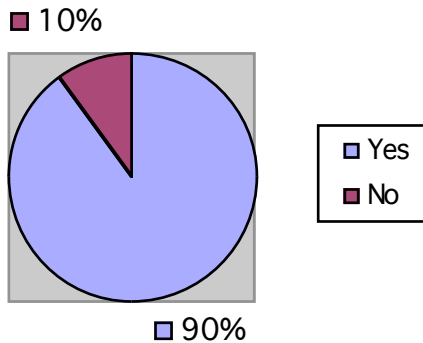
*This task had various results, and was created in order to measure the success of the Music Mix-N-Match interface design. The users who were familiar with music software and interfaces did not need to use the Help*

section. Users who didn't understand what the solo button looked like used the Help section to figure it out. With 60% of the users not needing to use the Help section, I can conclude that the Music Mix-N-Match interface is well designed and easy to use. (40% Yes, 60% No)



**Were you able to play the song "Run Away Today" in the MP3 Player?**

*This task was very successful. Users were able to easily locate the song in the play list on the WaxTrax page, click it, and listen to it. (90% Yes, 10% No)*



**When you went to the WaxTrax page, what song was playing?**

*This task was definitely successful. When the user goes to the WaxTrax page, a random song plays. Users were able to figure out the title of the song that was currently playing via the bright orange scrolling title.*

**Name the person who is also known as Elephant Trax.**

*This task was 100% successful. Users were able write down my full name, as mentioned throughout the site.*

**Fill out the contact form using the email address "tester@yahoocom" and write down the response that you get.**

*This task was fairly successful. Most users were able to input the above address and receive the "invalid email address" error messages. Other users did not notice that the above email address was missing a period, so they input the email address as "tester@yahoo.com" (a valid email address) and redirected to the success page. I also received many emails from the "tester@yahoo.com" address because of this. However, this result can be expected as most users rushed over the questions and did not notice the missing period. I could have also mentioned this detail in the task in order to yield better results.*

**What is the "Word of the Herd" page for?**

*All users got this question right. They were able to identify this section of the site as a message board where they can communicate with me and other users.*

**Would you recommend this site to a friend?**

Everyone said yes to this question. This made me really proud to know that they liked my site enough to show other people.

## **B. Post-Experience**

I also had other questions for a group of users who I knew were familiar with music software, as well as web design standards. I needed certain feedback from these users regarding design, overall experience, and ways to improve the site better.

**Do you think this site portrays a positive image about the artist?  
Why?**

*Everyone responded with a yes to this question, and felt that the site accurately portrayed my music, style, and concept. They also said that a site made by an artist for the artist could only be a positive site.*

**What do you like about the design? Is there anything you dislike about the site?**

- *People responded really well to the colors. Everyone liked the black and green contrast, and said that I pulled the green off really well "without looking like the movie The Matrix or a very old computer." One person said that she likes how the green seems to "glow" against the black background.*
- *I got many comments regarding the graphic at the bottom of the site. Everyone was fond of the elephant and the music notes. They were able to grasp the concept of "Elephant Trax" through the graphic, and thought that it looked really cool.*
- *One of my best friends participated in the online survey. She introduced me to drum circles and also attends them with me. She said that the Drum Circle section of the site was very innovative. That makes me feel very good about my Drum Circle concept, since we are both active participants in drum circles, and have a special connection to that activity.*
- *On the overall design, I got the following comment: "The design is definitely well balanced and invokes special mood. You are prepared to hear acid rhythms. The colors are well picked up and compliment each other. I like the vector elephants and hand drawn curves."*

**Please tell me about any other comments & feedback that you have.**

- *One suggestion was for the message board. A user said that the input fields were hard to use because the text was green and background white, making it hard to read. So I went into the message board configuration and changed the input background to black for easier readability. Another comment regarding the message board was for the icons. They said that they needed to be matted because they had some rough pixels on the edges. So I imported the icons into Photoshop, took away the transparent quality and gave them a black background. I also colorized the icons to have a green tint to match the rest of the site's color theme.*
- *One suggestion was for the navigation, which came from a professional web colleague. They had a problem with the navigation not being so straightforward with the labels. So I updated the navigation to provide more information on the rollover and "on" states for the buttons. I think this addition makes the navigation much stronger and user-friendly.*

## V. Conclusion

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In conclusion, the testing went very well. I have spent a lot of hard time on this project, and I am glad to see that all of the users had a smooth experience on the site. It is very rewarding to know that everyone had a very positive feeling about my site, and genuinely liked the design and music.

I received a few suggestions for ways to improve the site. They were great suggestions and I really felt the need to implement them in order to make my site extremely user-friendly, SEO compatible, and visually pleasing. These suggestions have already been implemented, and I feel that my site is without a doubt 100% complete.

And finally, it was really great and rewarding to hear all of the positive feedback. It made me feel really proud about my site, and my music. All of my blood, sweat, and tears have been poured into this project. I am excited about my website, and the possibilities it will give me.