Demographics

There were 10 participants in the study - half were male, half were female. Because the study participants were chosen among college students, only one participants fell within the 15-18 age range. The rest were among the 19-22 age range. Overall, the age range of the study group suggests familiarity with web-based applications and music and video streaming sites in specific.

Prequestions

Video viewership among participants in the month was moderate, with most watching 5 or less. At the time of the study, most of the participants viewing habits were below at average, indicating that their viewership is higher on a longer time frame. The most popular websites identified for music streaming were iTunes and YouTube, the latter of which was not listed as an option on the survey - YouTube in particular was identified as a source for music videos, indicating that users visit the site to suit a duality of music needs. Participants cited a wide variety of viewing frequencies - most looked up information on songs or artists less than 16 times a month. Half compiled playlists less than 50 items. A significant number responded that they make playlists of over 1000 items, suggesting the use of shuffle or from their entire music libraries.

Postquestions

The study was conducted with a preamble restating the goals of the study, with emphasis placed on the tasks needed to use the application. Users were reminded of the tasks that would be evaluated, but were overall encouraged to 'explore' the application without assistance before completing the postquestions.

The users felt that the application had enough music in the playlist so as to be satisfactory, but half preferred more.

Overall, the responses indicate a positive response to the application's ease. Among the categories for use tasks, the overall ease of use of the program scored the lowest with 3.8 on a 1 to 5 scale (where a 3.5 would equate to the median of this range). The action of playing a song on the playlist outperformed the other use tasks at 4.4. The graphical/aesthetic design of the program scored 4.2. The rest of the use tasks scored 3.9.

Most comments centered around the frustrations inherent in using Yahoo video: the performance of the video playback, the commercial interruptions, the use of the the video window's back and forward buttons, etc. Other substantive comments related to the nature of the video playlists - some were unsatisfied with the fact that our application loads related videos, rather than videos solely from the artist entered on the front page.

Comments

Although the responses were overall positive on aggregate, they were closer to average than achieving a completely positive response. The use tasks involving changing the playlist / artist or searching for a new artist were relatively less well-received than the others in terms of ease of use. This may be in part due to the "Change Station" link being removed from the rest of the functional elements and appearing as text only, rather than a
button or underscored link.

It should also be more readily apparent that the application is more like Pandora than an iTunes playlist - the header title that declares "You are watching: x" where x is the artist entered on the start page could very well be changed to "You are watching the x channel" or x could be changed dynamically as new artists' videos are played. Otherwise, some distinction should be made.