

**Usability Test Summary**  
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**Project Three**  
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## **Introduction**

I created my video called [\*6 easy tips to find results on Google more efficiently\*](#) on Zoom because I knew how to use it. I tried Screen castomatic, but could not get it to record the video and audio simultaneously. I used Screen castomatic to edit the mp4 that I downloaded from Zoom. I made approximately 10 different recordings that averaged 7:12-8:12 in length. I ended up editing it down to 6:30 after the first usability test participant advised I remove one of the searches (related:) to shorten the video. I made a thumbnail for the video in InDesign to go with it when I uploaded it to my YouTube channel.

## **Usability Tests**

I conducted three usability tests on the video. Please see the Usability Test Script document for the actual script and both the pre- and post-test questions. The participants included:

1. My partner who is a computer programmer/analyst retired after a nearly 40-year career with McDonnell-Douglas/Boeing. He is a heavy web surfer. This participant completed all of the tasks independently and quickly.
2. A recent UNC Charlotte alum with an undergraduate degree in Psychology who is also retired from the Army. He is a new employee of the university. He is an avid web researcher. This participant quickly completed the searches and then we discussed options for improving the searches to be even more effective.
3. A student in the course who has worked with me on previous projects who has usability testing and extensive writing experience. This participant struggled to remember what she had learned in the video and referred to her notes a few times. Most of the search techniques were new to her although she uses a lot of search engines and conducts research for her courses.

## **Summary of Responses to the Pre-Test and Post-Test Questions**

The input from the participants was extremely helpful. While they did not find any issues with the audio and video, they had a few suggestions. Below I list the suggestion and then indent any action I took as a result.

1. Remove the related: search tip to shorten the video and because it is not used very much.
  - 1.1. After the first participant made this suggestion, I edited the related: search out of the video, which saved 1 minute and made it more appealing to viewers. I think that was too much to absorb in a single video and the first participant advised that the Advanced Search was a more important concept to convey.
2. Face the camera straight on.
  - 2.1. I tried to re-record with my Surface Pro higher up, but could not find something the right height to completely resolve this issue.
3. Use a neutral color background.
  - 3.1. I like color and nature. Personally, I do not understand the appeal of solid color and neutral tone backgrounds.
4. Try using interior light rather than natural day-time light.
  - 4.1. I re-recorded, but did not like the results.
5. Have the light directed onto my face so it is in full view.
  - 5.1. I tried this and it highlighted my wrinkles too much. That's why I used the exterior light when I filmed it.
6. Maybe add another example of each tip within the same time allotted to that tip or spend more time on each example.
  - 6.1. I tried to add another example or spend more time on each one, but both approaches would make the video longer. I think people could re-watch the video as most of us do with InDesign solutions because we can't grasp them the first time.
7. Tell the audience not to put Google stop words in their searches and not to formulate searches as questions.
  - 7.1. I had these statements in my script/storyboard, but forgot to include them. I added them to subsequent versions.

Overall, creating my first video was not as scary as I thought it would be. My voice got really tired after recording the script numerous times and then I started making mistakes, so I had to stop. I could have spent forever editing it to be just right. I decided to make a video of Google Scholar tips over the summer and put it up on my new YouTube channel.

## 6 Tips for Searching Google More Effectively Video Usability Test Results (April 2022)

	Participant→	1	2	3
<b>Pre-Test Questions ↓</b>				
1	On average how much time do you spend per week searching the web? (hours per week)	10	1	12
2	What type of computer are you using today? Mac or PC?	Mac	PC	PC
3	What browser will you use today?	Safari	Chrome	Chrome
4	What search engines do you use?	Google, Amazon, ebay	Google, Bing, Yahoo	Google, Google Scholar, JISHO, Weblio, library search
5	Which search engine do you use the most?	Google	Google	Google
6	How would you rate your web searching skills on a scale from 1 to 5 with 1 being that you have trouble finding what you are looking for and 5 being extremely proficient at finding what you are looking for?	4	5	4
7	Did you know that Google has advanced search capabilities? Yes/No	Yes	Yes	No
8	If yes, which of them have you used?	videos, images	minus, phrase, site	
9	Have you participated in a usability test before?	yes	yes	yes
	If so, what were you testing and how long ago was it?	1 month	1 month	2 weeks
	If not, what do you think a usability test is?	Competency Compass	Competency Compass	Competency Compass
<b>Post-Test Questions ↓</b>				
1	How was the pace of the video?	Good	Good	2nd half was a little fast
2	How was the audio quality?	Good	Good	Good
3	How was the video quality?	Good	Good	try putting light source full on your face

	Participant→	1	2	3
	<b>Pre-Test Questions ↓</b>			
4	What improvements should be made in the video?	Angle is tilted up rather than straight on (lift up computer); might use a plain background; try it with more light; suggest they drop the Google stopwords; leave out related: (this was edited out of the video after the feedback).	Maybe more examples of each tip within the same time allotted to that tip; prefers a neutral colored background.	More time with each example to reiterate the techniques.
5	Do you think you will use these techniques on your own?	Yes: Advanced Search; allintitle;; site;; phrase in	Yes; allintitle:	Yes; allintitle:, Advanced_Search
6	What did you learn that was new to you?	site;; allintitle;; define;; Advanced_Search.	allintitle:	allintitle;; Advanced_Search; -.
7	Are there other search refinements you have needed in Google that I might cover in the video?	No.	Google Scholar.	Suggested searches related to my own.