USABILITY TEST FINDINGS

SONGBYRD KIDS MUSIC APP

Capstone #3 End to End

Goals of study

- To gain insights on how the app can provide a positive music experience for kids and its relevance in a real-world setting.
- Discover any areas that need improvement.
- Keep track of what metrics were successful in the design

Methodology

- 2 Separate usability tests. Kids' tasks differed from parents' tasks.
- "Maze" platform testing
- User tracking, time-records, and additional notes

Participants

6 total testers.   **3 Parents/Adults + 3 Kids (Ages: 7,7,9,6)**

Test Outcome for Parents

Overall Usability Score: **93%**   User Experience Rating: **5 stars**

TASK	MISCLICK RATE	AVG. DURATION	USABILITYS CORE
Sign up & On-boarding	17%	49.5 s	100%
Explore Chip the Song bird	57.1%	18.1 s	83%
Create Pin-code	4%	14.7 s	99%
Block an Artist	42.9%	39.8 s	84%
Unblock an artist	0%	3.6s	100%

Test Outcome of Kids

Usability Score: **90%**   User Experience Rating: **5 stars**

TASK	MISCLICK RATE	AVG. DURATION	SUCCESS RATE
Play a lesson from Chip	50%	19.3 s	68%
Search & Like a song	33%	37.5 s	100%
Make a new Playlist	63.4%	82.7 s	96%

*Note:** 1 tester went to an unexpected path in task 3 which affected some data

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Key Takeaways from Parental Test

- The App sign-up process was a complete success no areas of hesitance or confusion there.
- There were a few misclicks on the add a child's profile option. This option wasn't clickable yet so, I take this as a great sign that parents *will* utilize this option.
- All testers chose to set up parental controls now which was unexpected. I am glad that this modal was highly successful.
- There needs to be a better transition from song play to chip's profile. All testers did have a positive feeling about the mascot.
- Creating a pincode task was also very successful. Very minimal misclicks. All parents navigated to the parent's section seamlessly!
- The average rate of misclicks on the managed child's blocked content was high. There needs to be an improvement in the distinction between managing the profile settings from the other options.
- The testers bounced back quickly when unblocking an artist.
- 67% of testers see themselves using the app while 100% of them see their children using this app.

Some Written Feedback

- "... I like the added profile pics for the kids! I also like how the parental control setup pops up as soon as you finish creating the account so they don't forget to set it up. "
- "It's a great feature. I find it easier to unblock the artist than to add an artist to the block. "
- If you could improve one thing about the app what would it be?..."consistent sizes of ui elements "

Key Takeaways from Kid's Test

- The kids found playing a lesson from Chip easy to find and do. Misclicks rates here can be improved by providing a larger play button area.
- One of the children (my niece) was automatically ready to listen to music instead of chip.
- All kids had a positive feeling towards Chip the Songbird with a **4.8 avg. rating**
- When searching songs, 100% of kids utilized the search bar on the homepage which was unexpected but a great design choice!
- 1/3 of the kids found the like button a little difficult to find after search results
- 2/3 kids took the longer path to create a new playlist by looking up music first and then creating the playlist
- The Create a Playlist modal was overall successful but there's room for improvement based on some misclicks.
- 100% of testers would use it in the real-world setting

Some Written Feedback

- "I like that you can make different playlists."
- "I liked all of it, because it's easy to use and colorful"
- "When you look up a song and like it because i like songs and saving them to my music collection. and all of it. "

Next Steps

After interpreting the test results, I will proceed to point out the areas to improve with *affinity mapping*. I also want to add that having children test your product was a delightful challenge. Even though they expressed that they liked the app and found certain tasks easy, I had to look at their thought process through heatmaps and click spots to really see the areas they struggled with.