

DEAR CARNEGIE HALL // USER TESTING

OBJECTIVE

To gain insights from testers to optimise the user experience of 'Dear Carnegie Hall'.

SUMMARY

Over a period of three weeks in July and August 2015, fifteen testers including technologists; engineers and professional musicians were selected to use Carnegie Hall's app. Qualitative data was gathered through conversations with each individual tester after they experienced the app. Quantitative data was collected in the form of a carefully designed survey of ten questions, which each tester successfully completed. The collected data then informed decisions taken to improve the app's UX (user experience).

KEY FINDINGS



- 88% of testers found the app 'easy' or 'very easy' to use. When gathering qualitative data, many users commented on the app's design feeling 'very intuitive', 'straightforward' and 'easy to dive right in'.
- 100% of testers were able to successfully record and send an audio postcard through the 'Dear Carnegie Hall' app.
- When listening to audio and music on smartphones and tablets, 100% testers prefer to listen through personal headphones over speakers.
- When asked by testers if the app could improve one thing, through quantitative and qualitative data, 80% of testers commented on the scanning feature asking if there could be a way they didn't have to "stay scanning the postcard the whole time" and "could you please make it easier to understand how to take the screen away from the postcard and continue to view the video?"
- When asked to describe the app to a friend, 50% of testers used the phrase 'interactive app'. Other key descriptions included "a memories sharing app", "an audio archive of stories", "a great collection of stories" and "brings stories about Carnegie Hall to life using technology".
- 90% of testers graded the app 'very good' or 'excellent'. 10% graded the app as 'good'.

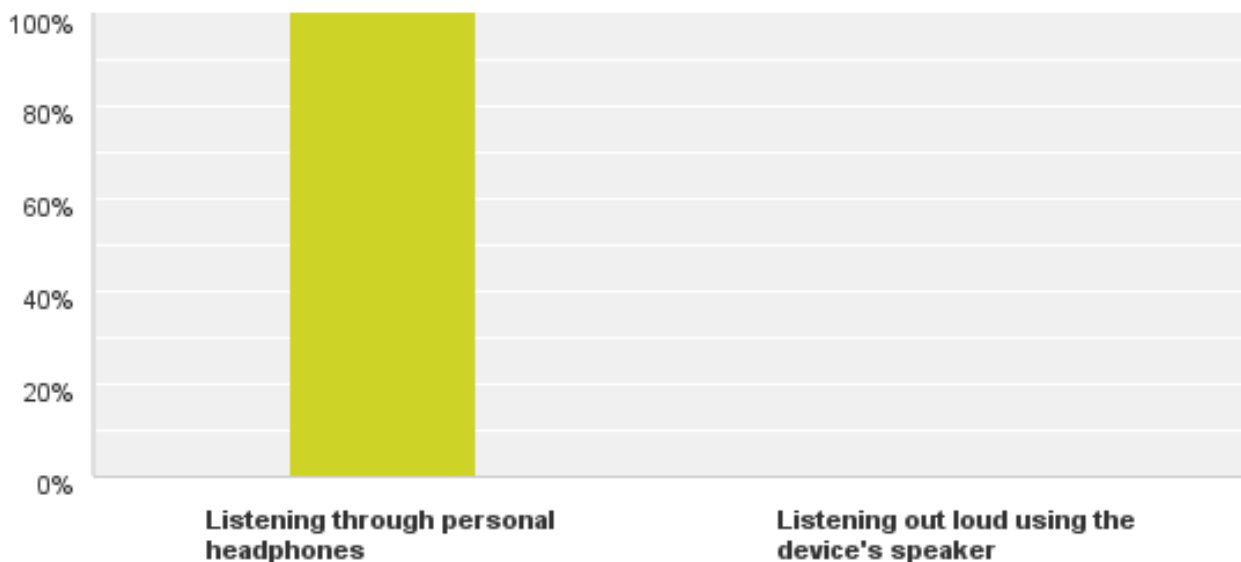
ACTION TAKEN

Testers commented on having to hold the scanner over the postcard for the full duration of the story. The app version testers used did not incorporate a feature that we were already working on in the studio which includes an opaque 'tap to full screen' button which successfully solves this issue.

Based on headphone use being the most popular listening medium, we have optimised the app's sound design for headphone use. However, we have also carefully maintained high audio levels for users who may choose to listen to the app through speakers.

A SELECTION OF QUANTITATE DATA RESULTS

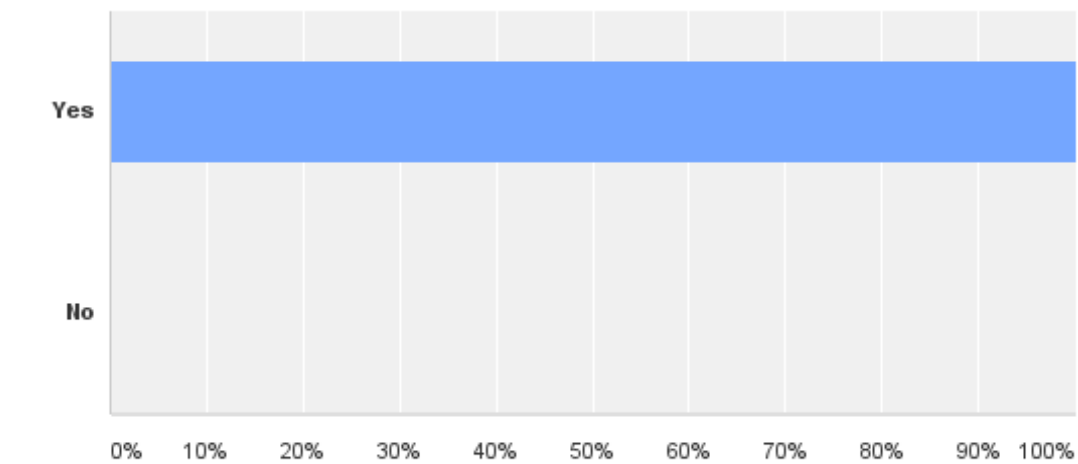
Q: What is your preferred method of listening to audio and music on your smartphone and/or tablet device?



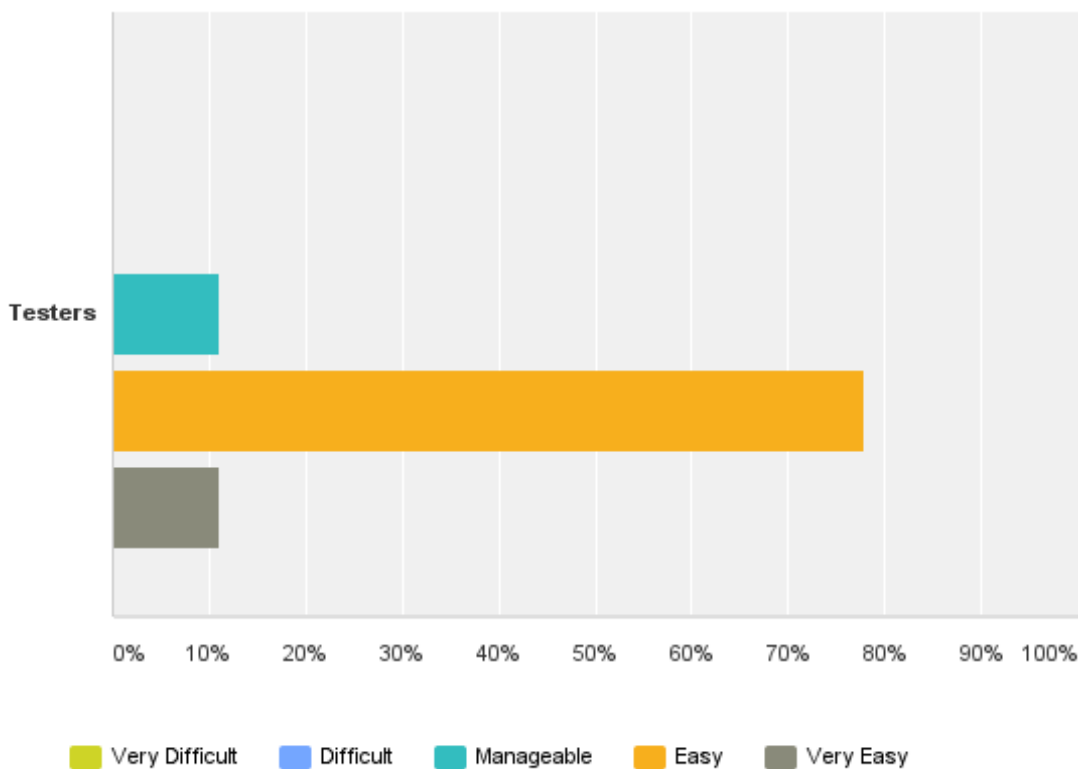
Q: What did you like best about the 'Dear Carnegie Hall' app? A snapshot selection of responses:

Responses
The clever design and the changing graphics
Looking at the post card through the camera and it coming alive
personal stories
the "little things", like the concert ticket is being ripped off while the speakers talks about all the concerts he was seeing there
The great stories.
the possibilty to contribute by creating your own content
The recordings and accents of the interviews and the animations of the postcards.
I like the 'how it works' illustrations/graphics. And the archivist's letter!
It made me feel nostalgic and it brought the history to life.

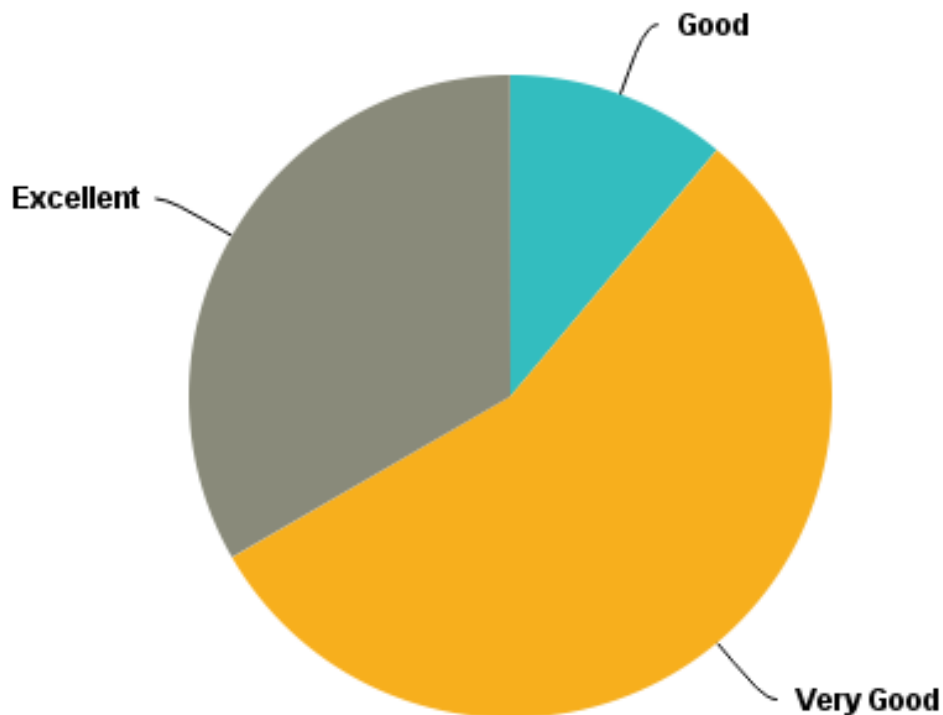
Q: Did you understand how to record and send your own audio postcard using the 'Dear Carnegie Hall' app?



Q: Overall, how easy did you find the 'Dear Carnegie Hall' app to use?



Q: If you were reviewing the 'Dear Carnegie Hall' app, what rating would you give it? Testers had five options to choose from: Weak; Adequate; Good; Very Good or Excellent.



Q: How would you describe the 'Dear Carnegie Hall' app to a friend? A selection of responses:

Responses
A cool interactive app about carnegie hall that brings stories to life using technology
An interactive app that allows you to hear stories about Carnegie Hall from those who worked there or had special experiences.
interactive app that allows you to view personal experiences of Carnegie hall through pre-established mediums i.e. "postcards".
it's and interactive app for exploring the Carnegie Hall, listening to experiences of first-hand witnesses and events that took place there, and you can also create your own story (or postcard) by taking a snap and recording a message with it
A great collection of stories about Carnegie Hall
a memories sharing app
An interactive app on a iPad where you can bring postcards to life and hear the stories attached to them!
An audio archive of stories from people connected to the Carnegie hall.
Very interesting and quite surprising when you really look at some of the people who have played there and the effect it has had on peoples lives.