



## UX SURVEY

NAME: ..CHRIS PARKS.....

AGE: ..25.....

OCCUPATION: ..STUDENT...

## PARTICIPANT TASKS:

### TASK 1.

PLEASE GO ONTO THE WEBSITE AND TRY TO OPEN AN ACCOUNT

YES I DID THIS, VERY EASY

### TASK 2.

LOOK AT AND EXPLORE THE OPENING PAGE

DO NOT PRESS OR SELECT ANYTHING

HAVE YOU EVER SEEN THIS WEBSITE BEFORE?

YES

PLEASE GIVE ME YOUR INITIAL IMPRESSIONS OF THIS SITE...COLOURS GRAPHICS, PHOTOS ETC

IT'S SLEEK, SLICK AND COOL LOOKING, IMAGING IS STRONG

WITHOUT CLICKING ANYTHING, PLEASE DESCRIBE THE OPTIONS ON THE PAGE AND WHAT THEY DO  
IF YOU WERE EXPLORING THIS PAGE, WHAT WOULD BE THE FIRST THING YOU WOULD DO/CLICK?

VARIOUS OPTIONS FOR PLAYLISTS OF MUSIC AND PODCASTS.

FIRST THING I WOULD CLICK IS SEARCH TO FIND MUSIC I LIKE

WHAT DO YOU THINK IS THE PURPOSE OF THE SITE

TO PLAY AND SAVE YOUR MUSIC

TASK 3.

PLEASE GO ONTO THE WEBSITE AND FIND OUT CONNECT TO A FRIENDS SPOTIFY ACCOUNT, TO SHARE MUSIC

I AM UNABLE TO DO THIS TASK

TASK 4.

CAN YOU CREATE A PLAYLIST, NAME IT, AND ADD ONE OF YOUR FAVOURITE TRACKS

YES VERY EASY

## POST TEST QUESTIONS

WHAT ARE YOUR OVERALL IMPRESSIONS OF THE SITE?

I THINK SPOTIFY IS A VERY GOOD AND EASY TO USE APP...IT HAS ALL THE MUSIC YOU COULD EVER WANT AND I LIKE THAT IT RECOMMENDS NEW MUSIC TO YOU ALL THE TIME

IF YOU HAD TO GRADE THE SITE FROM 1-10 (10 BEING AMAZING) WHAT WOULD YOU GRADE IT?

8

NAME YOU 3 FAVOURITE THINGS ABOUT THIS WEBSITE

THE RECOMMENDED PLAYLISTS, THE SOUND QUALITY, THE CATALOGUE OF MUSIC

IF YOU CAN MAKE ONE SIGNIFICANT CHANGE ABOUT THIS WEBSITE, WHAT WOULD IT BE?

MAKE PREMIUM FREE

WOULD YOU RETURN TO THIS WEBSITE ON YOUR OWN IN THE FUTURE? WHY?WHY NOT?

YES

WOULD YOU RECOMMEND THIS WEBSITE TO A COLLEAGUE, FRIEND?

YES

DO YOU HAVE ANY FURTHER QUESTIONS OR COMMENTS ABOUT THIS WEBSITE?

PLEASE RATE EACH OF THE STATEMENTS FROM 1 - 10

THE HOMEPAGE IS ATTRACTIVE. 9

THE OVERALL SITE IS ATTRACTIVE. 9

THE SITE'S GRAPHICS ARE PLEASING. 9

THE SITE HAS A GOOD BALANCE OF GRAPHICS VERSUS TEXT. 9

THE COLORS USED THROUGHOUT THE SITE ARE ATTRACTIVE. 9

THE TYPOGRAPHY (LETTERING, HEADINGS, TITLES) IS ATTRACTIVE. 9

THE HOMEPAGE'S CONTENT MAKES ME WANT TO EXPLORE THE SITE FURTHER. 10

IT IS EASY TO FIND MY WAY AROUND THE SITE. 9

I CAN GET TO INFORMATION QUICKLY. 9

IT IS FUN TO EXPLORE THE SITE. 9

IT IS EASY TO REMEMBER WHERE TO FIND THINGS. 9

INFORMATION IS LAYERED EFFECTIVELY ON DIFFERENT SCREENS. 8

THE HOMEPAGE IS ATTENTION-GETTING. 9

INFORMATION IS EASY TO READ. 8

INFORMATION IS WRITTEN IN A STYLE THAT SUITS ME. 8

SCREENS HAVE THE RIGHT AMOUNT OF INFORMATION. 8

THE SITE EFFECTIVELY COMMUNICATES THE COMPANY'S IDENTITY. 8

THE INFORMATION IS RELEVANT TO MY PROFESSIONAL NEEDS. 7

THE SITE IS DESIGNED WITH ME IN MIND. 9

THE SITE'S CONTENT INTERESTS ME. 10

THE SITE'S CONTENT WOULD KEEP ME COMING BACK. 10

THE SITE HAS CHARACTERISTICS THAT MAKE IT ESPECIALLY APPEALING. 9

THE SITE REFLECTS PROGRESSIVE, LEADING EDGE DESIGN. 8

THE SITE IS EXCITING. 7

THE SITE IS WELL-SUITED TO FIRST-TIME VISITORS. 7

THE SITE IS WELL-SUITED TO REPEAT VISITORS. 9

THE SITE HAS A CLEAR PURPOSE. 10

I ALWAYS FELT I KNEW WHAT IT WAS POSSIBLE TO DO NEXT. 10

IT IS CLEAR HOW SCREEN ELEMENTS (POP-UPS, SCROLLING LISTS, MENU OPTIONS, ETC.) WORK. 9

MY MISTAKES WERE EASY TO CORRECT. 7