UX SURVEY

Name: ..Jo Bennett......
Age: ..65.....
Occupation: ..Retired...

Participant Tasks:

Task 1.

Look at and explore the home 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 doesn't look how I expected it to. There is no branding or color scheme on the main page.
Having never used the app before, I feel it will take a little while to understand how it works

The album images are engaging and it inspires me to find new music/podcasts

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 your would do/click?

The options are playlists with a selection of buttons at the bottom with a playbar

What do you think is the purpose of the site

To help you find new music and add your own playlists

Task 2.

Please go onto the website and try to OPEN AN ACCOUNT

THIS WAS DONE VERY EASILY

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, THIS WAS DONE VERY EASILY

Post Test Questions

What are your overall impressions of the site?

The site is easy to use and very clear in its purpose

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

It inspires me to find new music, simple navigation, music on the go

If you can make one significant change about this website, what would it be?

don't know

Would you return to this website on your own in the future? why?why not?

Yes, definitely

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. 5
The overall site is attractive. 5
The site's graphics are pleasing. 8
The site has a good balance of graphics versus text. 9
The colors used throughout the site are attractive. 7
The typography (lettering, headings, titles) is attractive. 7
The homepage's content makes me want to explore the site further. 9
It is easy to find my way around the site. 6
I can get to information quickly. 7
It is fun to explore the site. 9
It is easy to remember where to find things. 8
Information is layered effectively on different screens. 8
The homepage is attention-getting. 7
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. 6
The information is relevant to my professional needs. 7
The site is designed with me in mind. 7
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. 7
The site reflects progressive, leading edge design. 7
The site is exciting. 7
The site is well-suited to first-time visitors. 6
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. 7
It is clear how screen elements (pop-ups, scrolling lists, menu options, etc.) work. 9
My mistakes were easy to correct. 7