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POP

Usability Study

ARTIST SEARCH

Evaluating the POP Platform user experience

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Proposal Issued:
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Overview

The POP Platform is a browser application that allows Assistant Directors and Casting Agents to cast, book and pay extras effortlessly for any project. As per POP's marketing strategy one of the main features of the application is "POP Precision", which allows users to find the best-fit extras for their casting needs.

Purpose and Scope

This purpose of this study is to evaluate the end-to-end experience of our users as they interact with the search and selection of suitable extras for each project.

Collecting this data will provide the study team with:

- Baseline information on the current experience that can be used as a comparison for future online experiences
- Behavioral observations and insights into the current user experience
- Insights into design solutions on how to improve and strengthen the experience

Methodology

Research questions. The study will collect qualitative and quantitative data to answer several research questions, including:

- **Task completion** - How well does the site support our customers' ability to accomplish key goals and tasks?
- **Navigation and information architecture** - How does the site structure support customers' ability to accomplish their tasks? Can they navigate to where they want to go and accomplish their tasks quickly and efficiently? What pathways do they take?
- **Content and terminology** - Do our customers understand the content and does it help them accomplish their tasks?
- **Layout and visual design** - What are our customers' impression of the visual design?
- **Study design.**
 - One part of the study will be attitudinal research, conducted by an online survey directed to our current in-house and client users. Data will be collected quantitative ("closed questions" - i.e category ranking metrics) and qualitative ("open ended questions"- i.e data including participant comments).
 - For the second part of the study we will conduct behavioral research in the form of an in-person usability study using recording software. In order to gather insights into user performance and unmet needs.

The study will collect information such as task completion rates, time on task, navigation and content insights, overall satisfaction, areas of concern, and unmet needs.

- **User Testing Audience** - We will conduct the study with 5 participants who represent a spectrum of usage behaviors. We recommend testing with this audience because they are suitable for the age-bracket and average activities of our AD personas. The number (5) of the participants is recommended for recurring qualitative testing.

Heuristic Evaluation. We follow our testing with an evaluation method based on established usability principles. This will be conducted to help identify issues that do not conform to universal user experience standards and basic principles.

Outcomes

The study will provide us with:

- **Metrics.** Objective and behavioral performance data that provides a usability baseline to measure future improvements
- **Audience insights.** Actionable insights on how to optimize the user experience for our users
- **Actionable improvements.** Concrete recommendations for improvements based on research findings.

Contingencies

Timeline and outcomes are contingent on:

- Manager sign off on approach, resources, and timeline
- Team availability to review materials and assist with conducting the study
- Test participants availability, for both parts of the study mentioned above, to attend user testing sessions and answer online survey respectively
- Manager availability for walk through, reviews.

Goals

Our goal is to help people manage casting projects, no matter how big or small.

Key to this is by helping them make the right casting choices by offering a well designed system that allows them to search and select the people they want.

To aid in their search we introduced “**POP Precision**”. A search function that can cover all their needs and requirements. A feature of the POP Platform and a powerful tool in their arsenal.

The AD persona

Our main target users are Assistant Directors aged 25-35. Their purpose is to assist the Director and the overall production including tracking daily progress, checking cast and crew and maintaining order on the set.



Very active, adept with technology and heavy internet users.

They use desktop apps and websites on a day to day basis. Their day starts early in the morning with the checking of messages and current status on projects.

They are mainly mobile and laptop users.

Strategy & tone

Our target users already feel too busy in the process - and technology usage is not helping. With POP, we want them to feel a sense of satisfaction and accomplishment for all that they do, and feel like it's not about changing who they are or what they do, but feeling great about their choices and helping them feel like masters of their decisions (and providing good aid to the directors in the process).

To help them in their busy schedules we suggest that the platform should aim for four basic principles on how it functions.

These principles will help us prioritize and make tough calls when we need to decide on any changes that might affect our users.

Clarity

Efficiency

Consistency

Beauty

Clarity: Users need to be able to understand at all times how functions of the platform work. At points where they might be unsure or lack the knowledge there should be an accessible way for them to get help and guidance on what they are trying to achieve and how they should proceed best.

Efficiency: The amount of time a user takes to complete a task, can have a direct impact on the total experience with the platform as well as a direct impact to the user's own performance. We need to ensure that the majority of the tasks a user will achieve are easy to accomplish, whilst in the process eliminating potential errors and endless feedback loops.

Consistency: The platform needs to have universal signals and patterns that carry across on all the functions of the application. From colour specific elements to terminology we need to ensure that a relationship persists throughout the whole application.

Beauty: Provided all of the above aspects are being fulfilled in a sustainable manner then we can consider altering or redesigning UI elements to be more aesthetically pleasing.

Content patterns & user flow

Introduction

Before any testing on user experience is conducted we mapped the content patterns and user flow for the current Search page functions. This allows us to measure and collect the current information, assets and functionality that is being provided to the users as well as the expected usability for any desired search actions.

Main Content Patterns related to Search*

*Three example search terms have been added to the base content of the page for the purposes of this map.

| Title | Content Type | Notes |
|------------------------------|--------------------|--|
| Artists | Navigation | |
| Search | Navigation | Main search page. |
| Quick Search | Navigation | Name specific search. |
| Top toolbar | Toolbar | |
| Hide search bar | Button | Toggles the visibility of the "Artist Search" side-toolbar. |
| None selected / (x) selected | Info visualization | Info visualization showing artists selected. |
| Deselect all | Button | |
| No list selected | Button | Allows users to select a project list/shortlist to add users to. |
| Copy | Button | Allows users to copy artists to a list. |
| Move | Button | Allows users to move artists to a list. |
| Artist Search | Side toolbar | |
| Artists to find | Text field | Affects number of results shown per initiated search. |
| Available in (x) | Dropdown | Location options for availability. |
| Reverse selection | Button | Produces reverse results based on the selection in the dropdown. |

| | | |
|-------------------------|----------------------------------|--|
| Available on (x) | Calendar | Date selector |
| Only available all days | Button | Enforces results to be produced based on availability on all selected dates. |
| Exclude by list | User generated content selection | Exclude results based on lists selected. |
| Add search term... | Dropdown | Search terms selector. Below follows an example of the types of content. |
| Age | Slider | Two movable handles that allow users to select a specific range of numbers. |
| Gender | Button | A toggle between two options. |
| Appearance | | |
| Match all | Button | Toggle to enforce results based on all selected terms. |
| Basic - Instructor | Dropdown | Selection based on level of expertise. |
| Reverse selection | Button | Produces reverse results based on the selection in the dropdown. |
| Auburn | Dropdown | Dropdown with "Appearance" options. In this scenario Auburn hair colour is selected. |

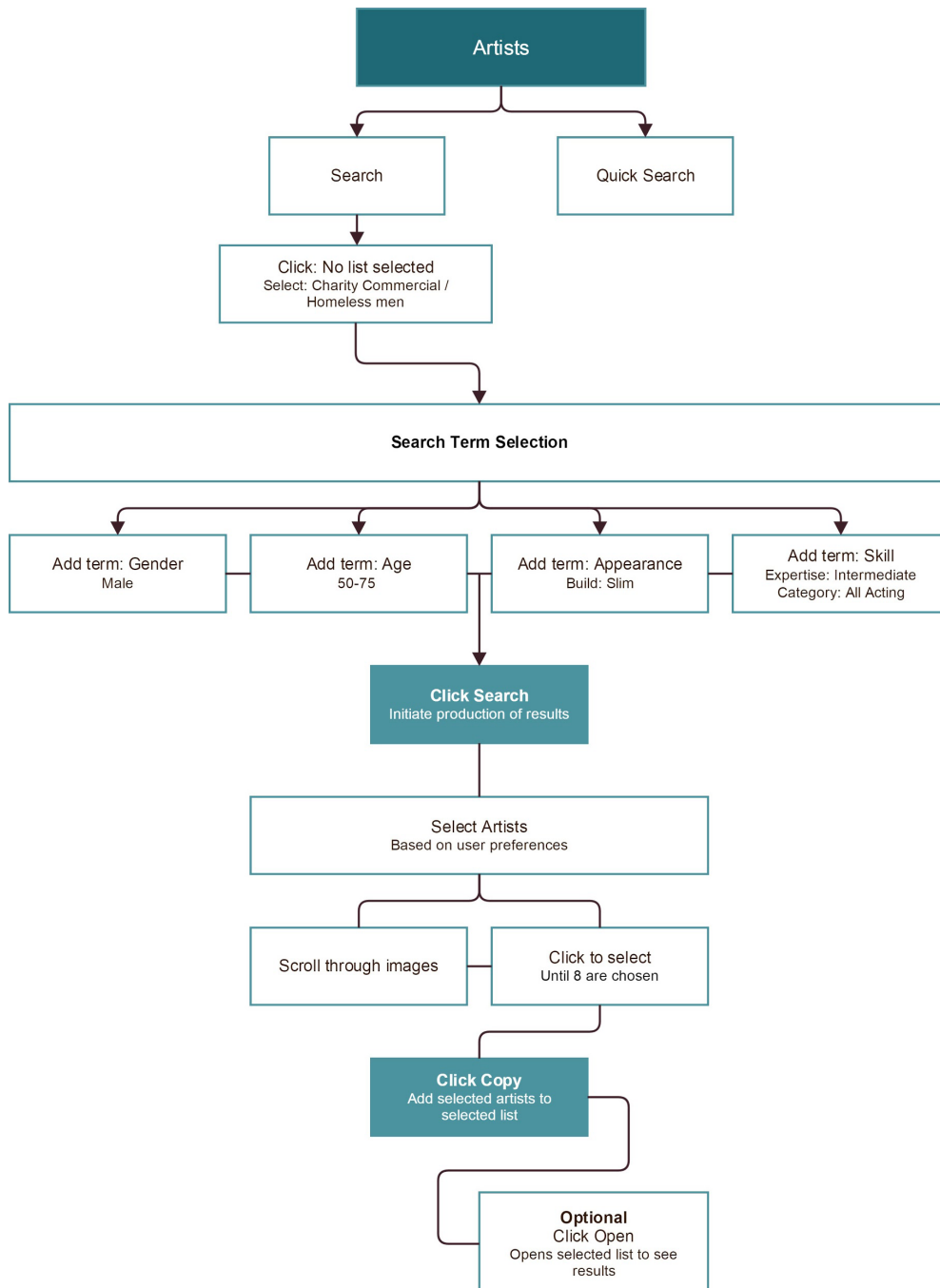
| | | |
|------------|--------|--|
| Search | Button | Initiates search. |
| Applicants | Button | Toggles results based on current applicants of the platform. |
| Inactive | Button | Toggles results based on artists with "inactive" status. |
| Reset | Button | Clears all current selected search terms. |

User Flow

Our current expected user journey through the search process is estimated to be fairly linear and straightforward. Below is how we currently appreciate the optimal user flow to unfold.

For consistency purposes this particular diagram is based on the first User Testing task that we conducted:

“Find and select 8 Homeless men 50-75. Craggy features. Really characterful face. Underfed. A few options with acting ability / experience please. Then add your selection to the relevant list.”



Comparative assessment

Introduction

A comparative assessment allows us to explore how other websites and platforms handle the search process. Albeit not direct competitors of our platform these are systems that are used by a majority of users. We often find that users benchmark their current user experience with products they have used in the past. It is also these same past experiences that have taught and educated users on what to expect and how to interact with commonplace user interface elements.

Below is a list of some of the products we explored and the methods they use for the search process. The following examples are listed by user experience patterns and include B2B as well as B2C companies.

Design and behavioral patterns commonly found in search page functions of websites and web applications:

Autocomplete

When users need to search for specific terms the autocomplete function offers them suggestions based on their input in realtime. This aids mainly when the user is not confident on the spelling or the right terms for her search. Autocomplete usually provides real-time results as the user types often offering a list of all terms related to the user's current input or items that could be related to that input.

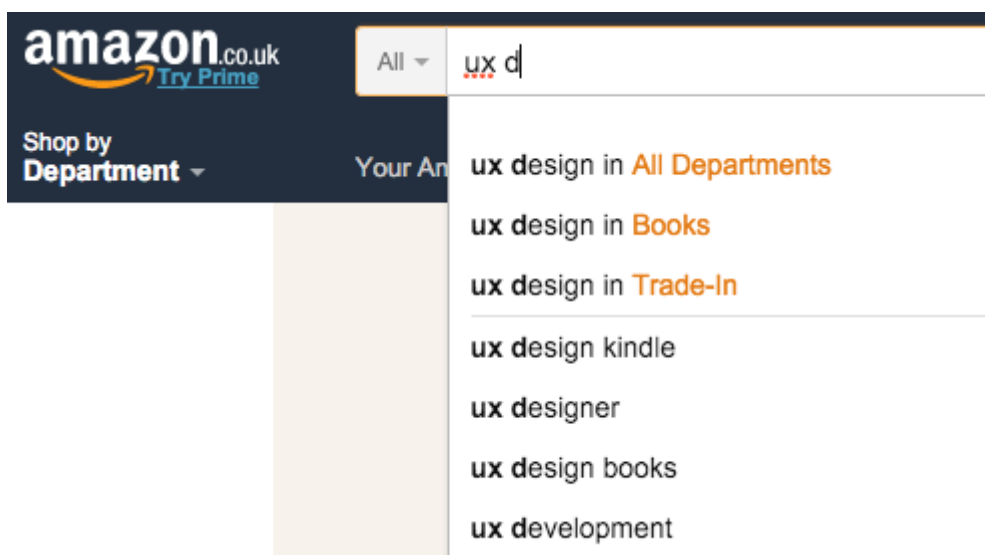


Photo source: Amazon

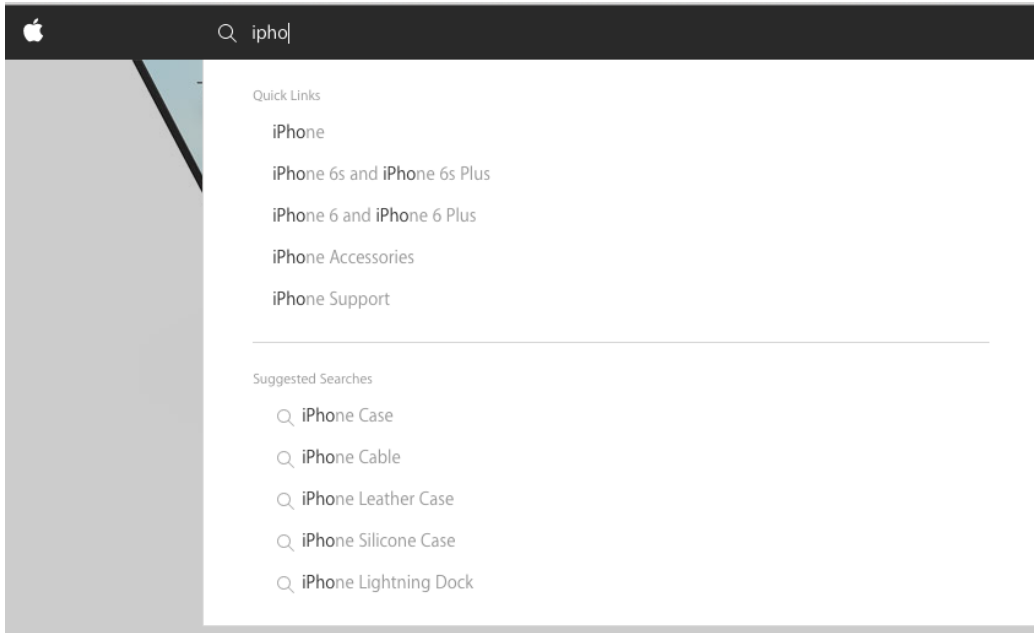


Photo source: Apple

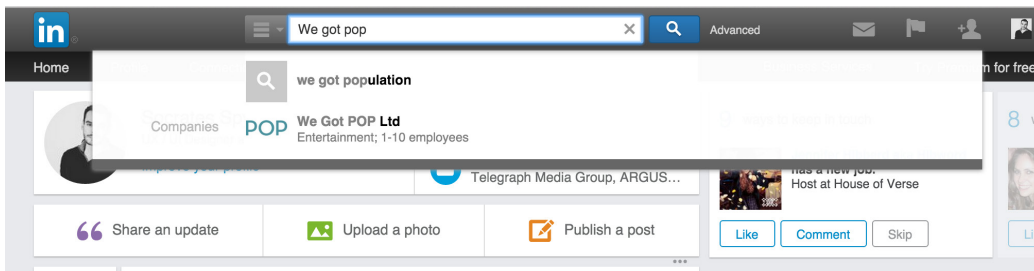


Photo source: LinkedIn



Photo source: Trello

Conversational Search

A fairly modern and immersive way of searching. The user inputs what results she is looking for in the form of a discussion e.g “I want to see November flights from London to New York” and a keyword based algorithm breaks down the sentence into the keywords relevant to the search.

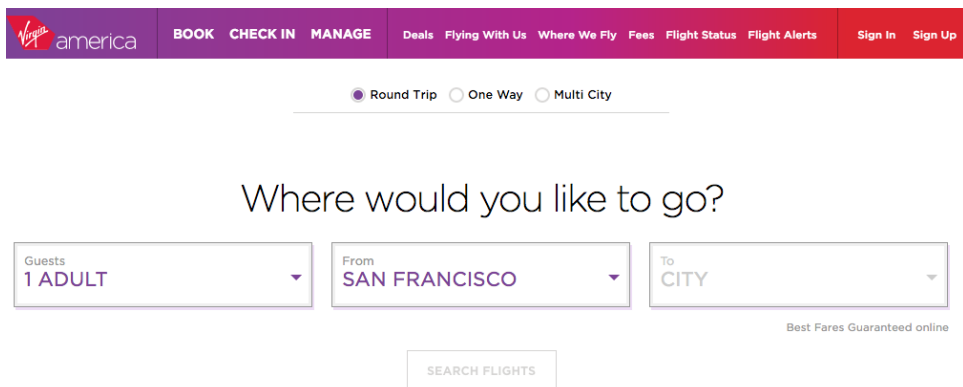


Photo source: Virgin America

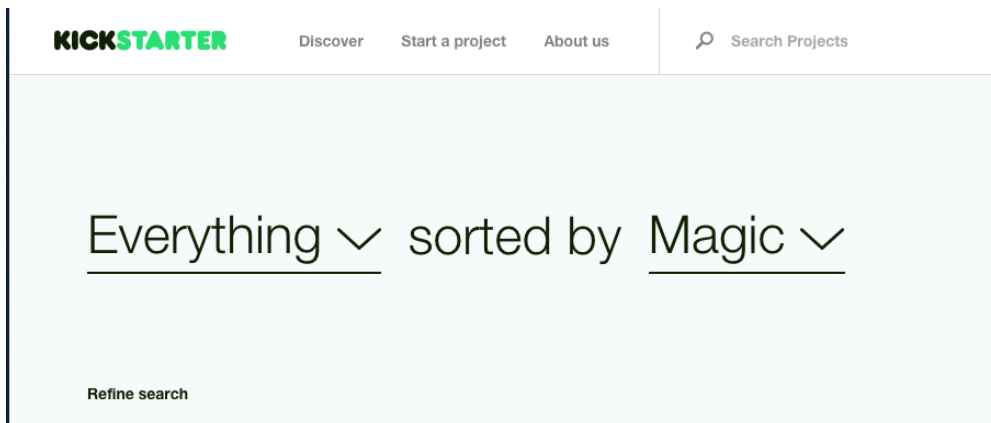


Photo source: Kickstarter

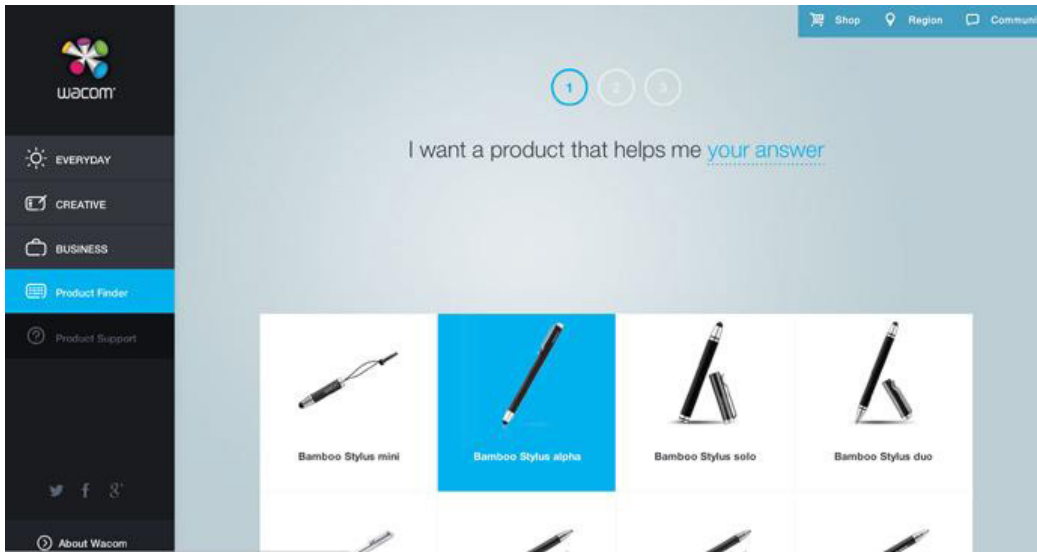


Photo source: Wacom

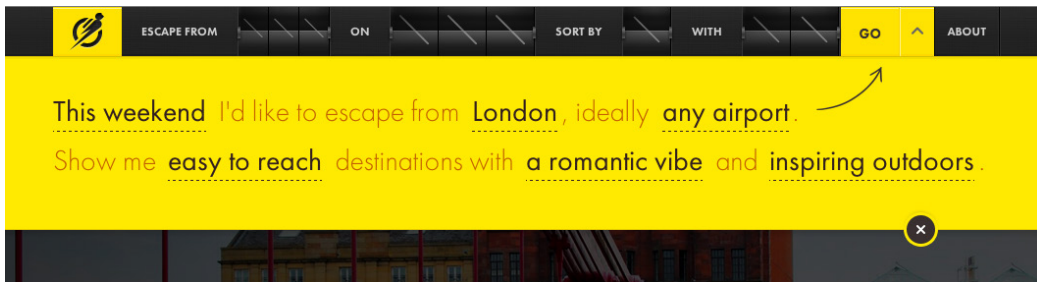


Photo source: Escape Flight

Faceted Navigation

A common method of displaying search terms for websites that have a large number of items and categories. Faceted navigation breaks down the search terms into procedural “trees” where each “branch” is affected by what was selected previously.

This allows users to narrow or refine their search query. It is also usually accompanied by a discrete number of available results (usually in brackets) next to each branch. Very common in e-commerce sites, with the best example being led by Amazon. This pattern seems applicable in most contexts, assuming a substantial volume of valuable content is present.

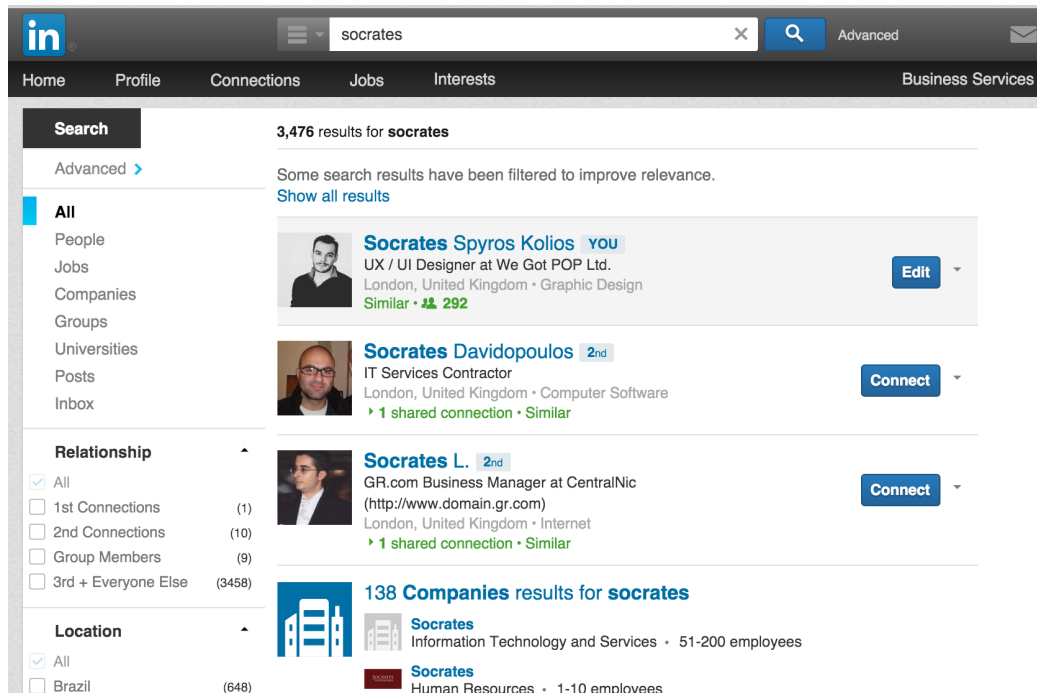


Photo source: LinkedIn



Photo source: Amazon

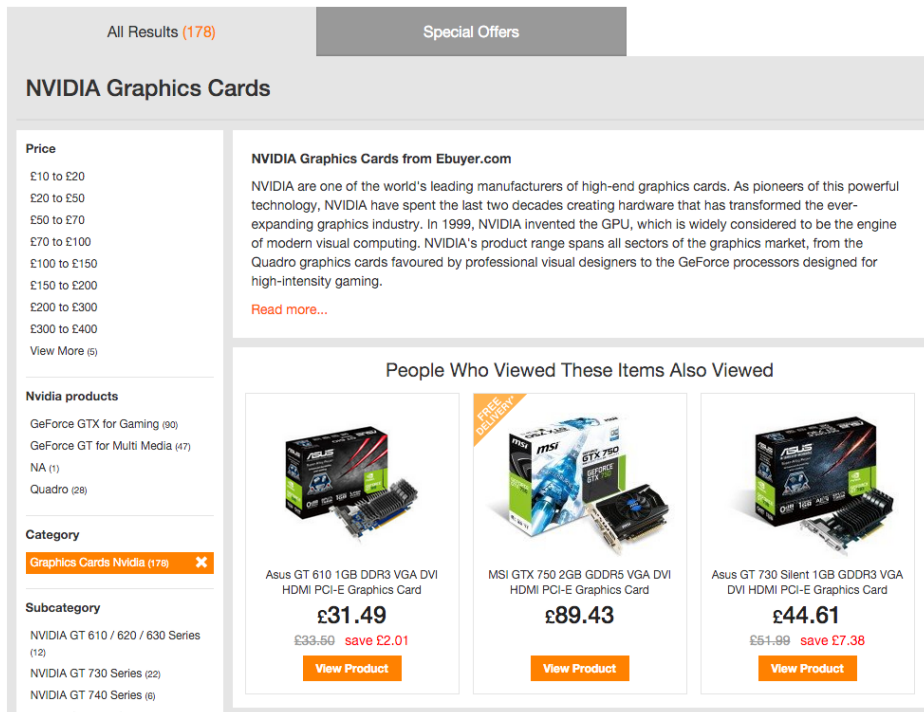


Photo source: E-buyer

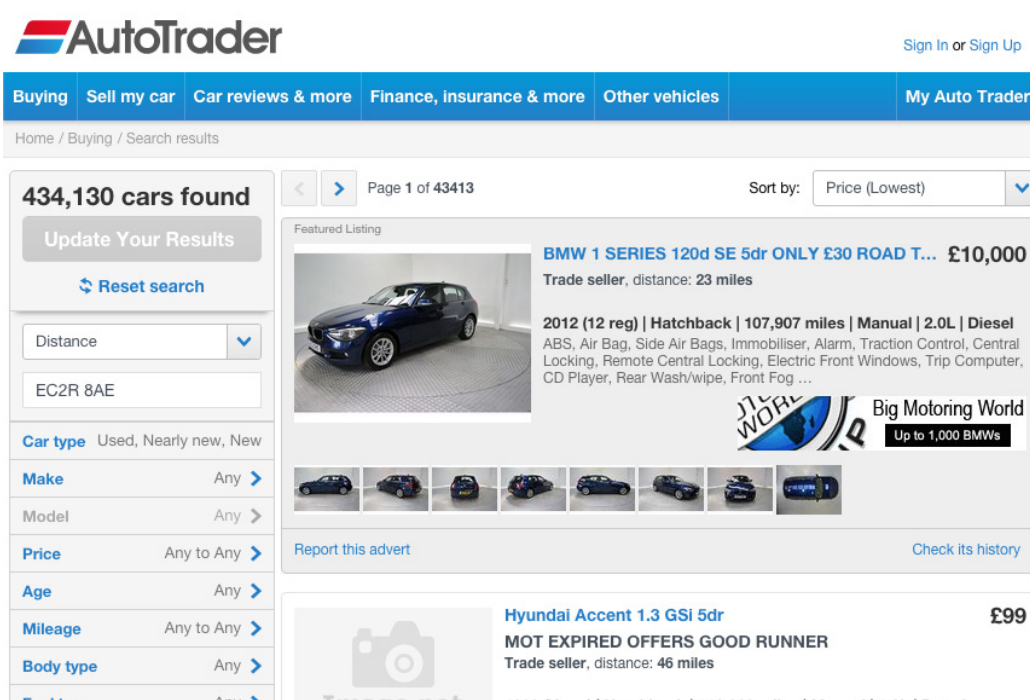


Photo source: Autotrader

Immediate Response

Another common method of displaying results. Whenever a user interacts with the search terms the results refresh and display automatically. This has as a result a direct feedback loop with the user giving him an indication on which terms provide the best results in real time.

Airbnb is a prime example of this, since your available results update as you move around the map.

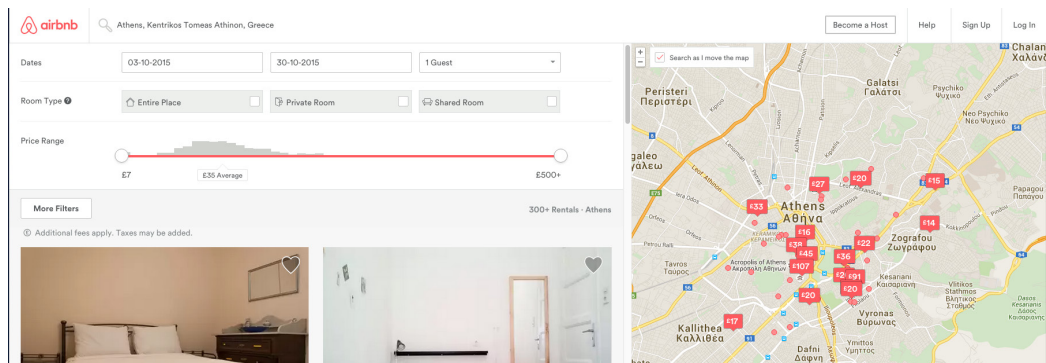


Photo source: Airbnb

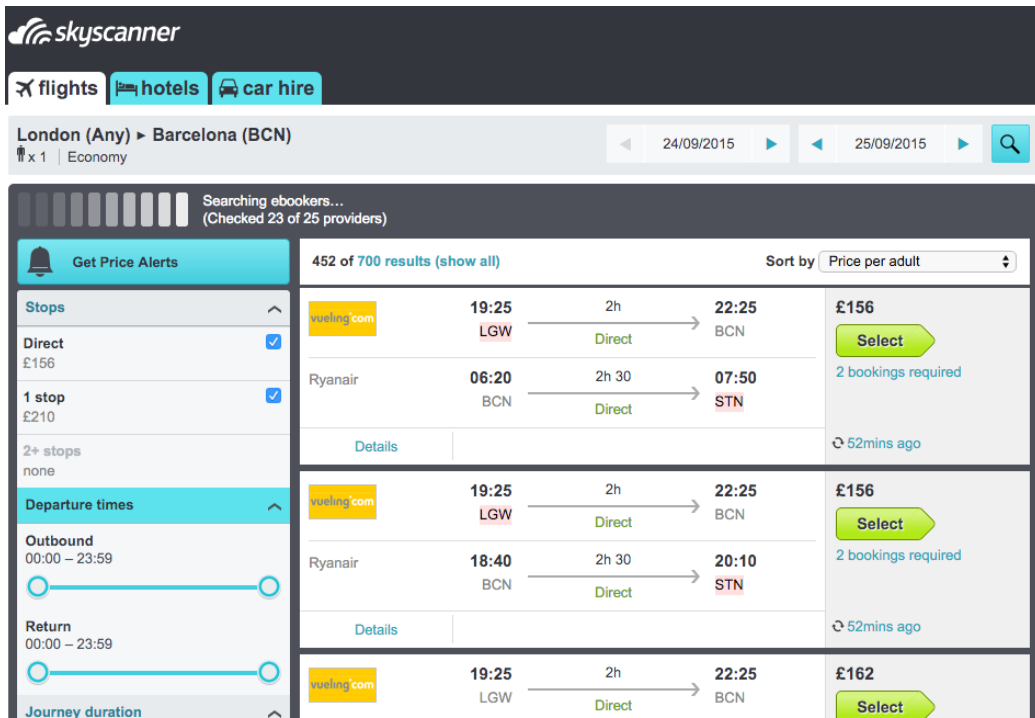


Photo source: Skyscanner

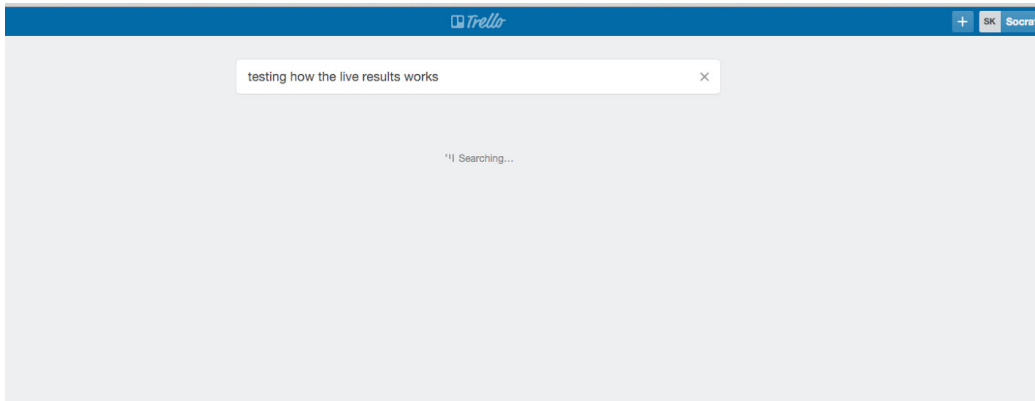


Photo source: Trello

Modal Windows

Usually encountered in commercial websites that display an array of products. Modal windows are in-browser web frames that offer a synopsis or preview of the product / result selected. This allows the user to quickly browse through a collection of images for that specific product, see specifications, availability or any other product specific information.

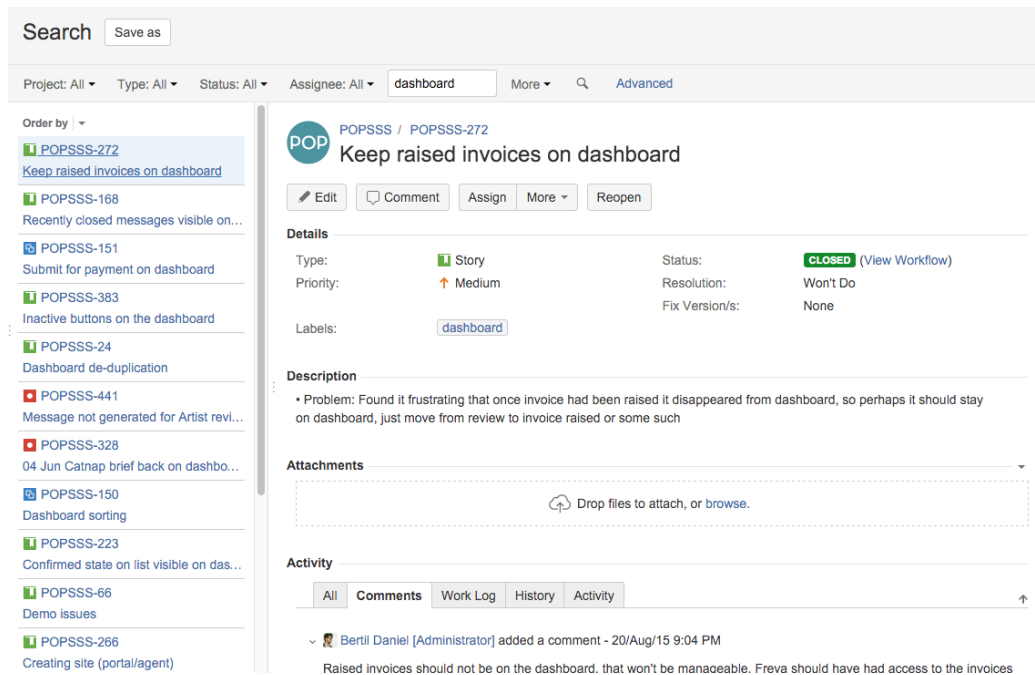


Photo source: Jira

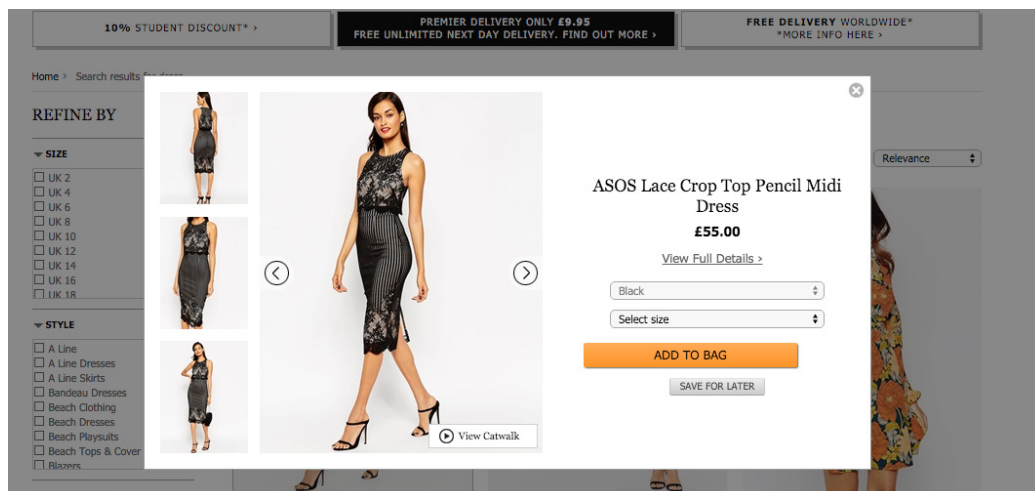


Photo source: ASOS

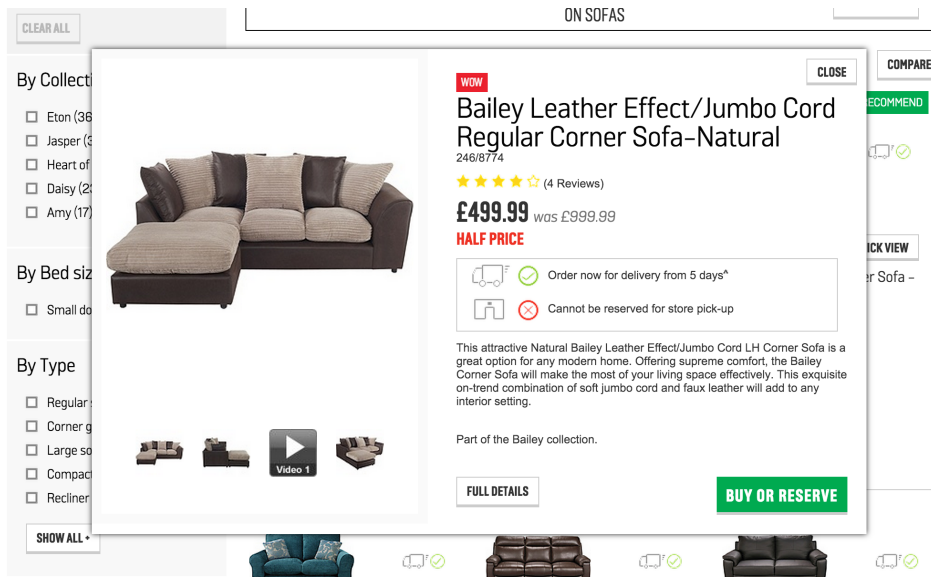


Photo source: Argos

Filter Tags / Keywords

Relevant to search functions that use a multitude of search terms. Filter tags show (usually alongside the search options) the selected search terms & keywords individually, allowing the user to see all her selected filters with one glimpse. More often than not these filters offer the ability to be removed so the user can quickly change her desired search terms without modifying the main search controls.

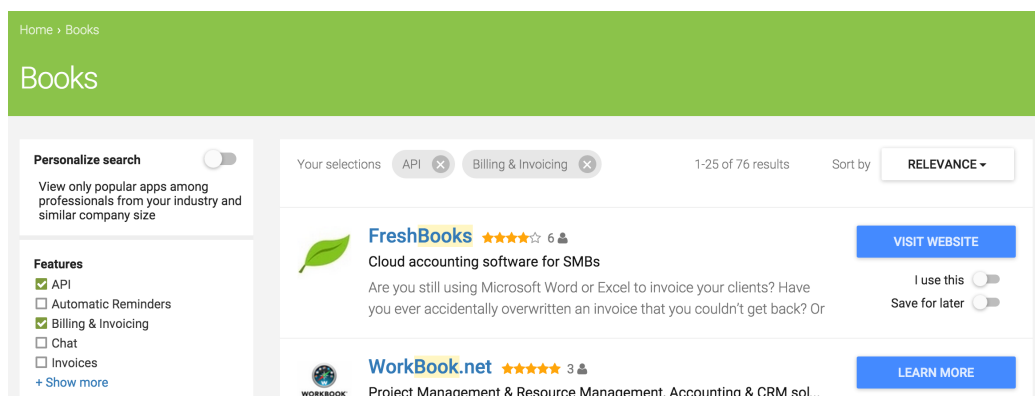


Photo source: GetApp

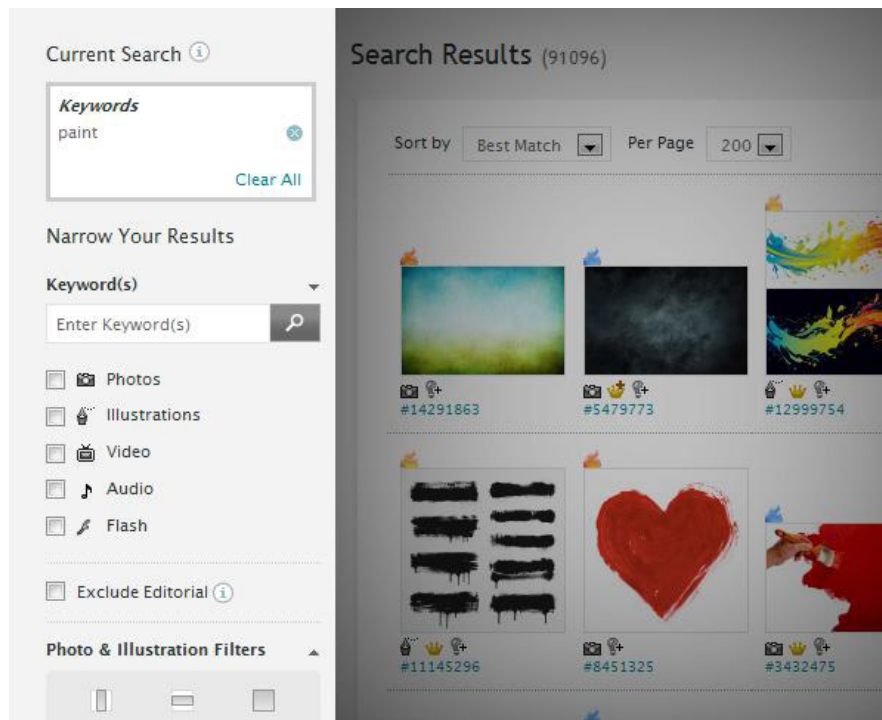


Photo source: iStock

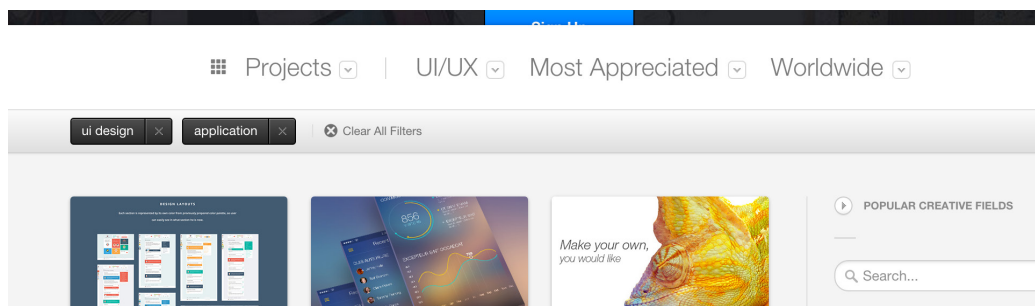


Photo source: Behance

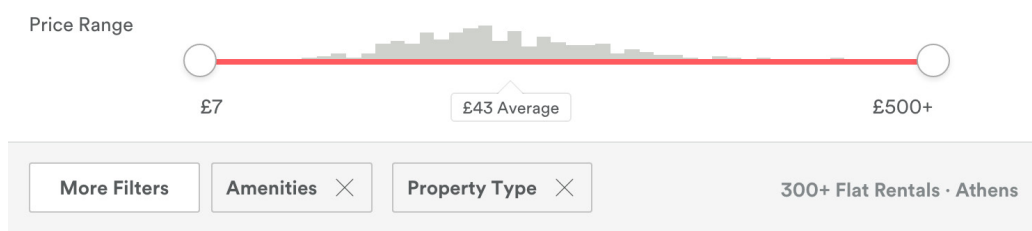


Photo source: Airbnb

Close Match Responses

Made a standard by search engines but now used in a range of different websites. Close match responses offer the users a list of alternative, but still relative, results if their search has produced no results.

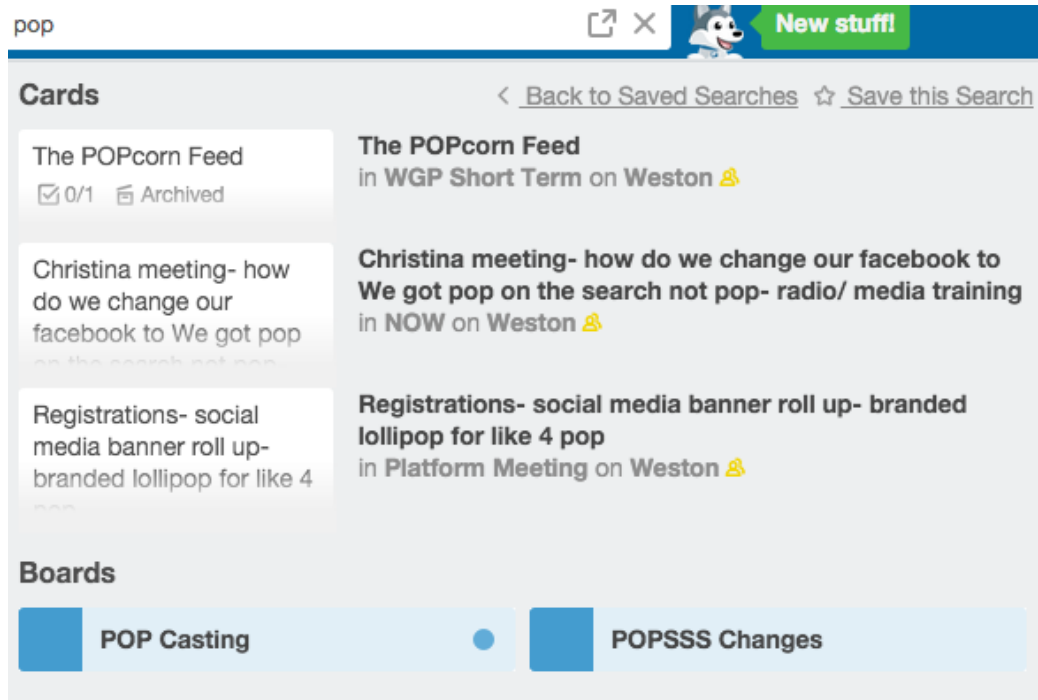


Photo source: Trello

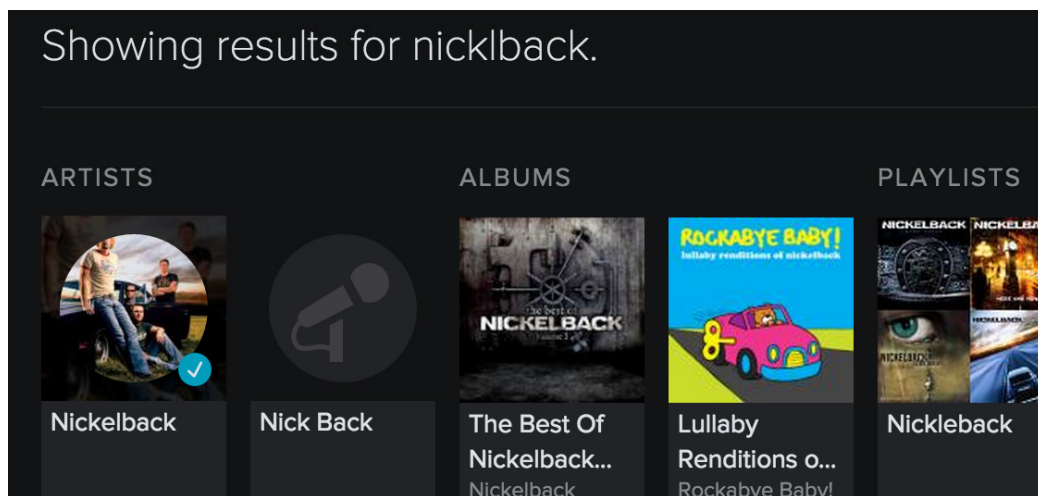


Photo source: Spotify

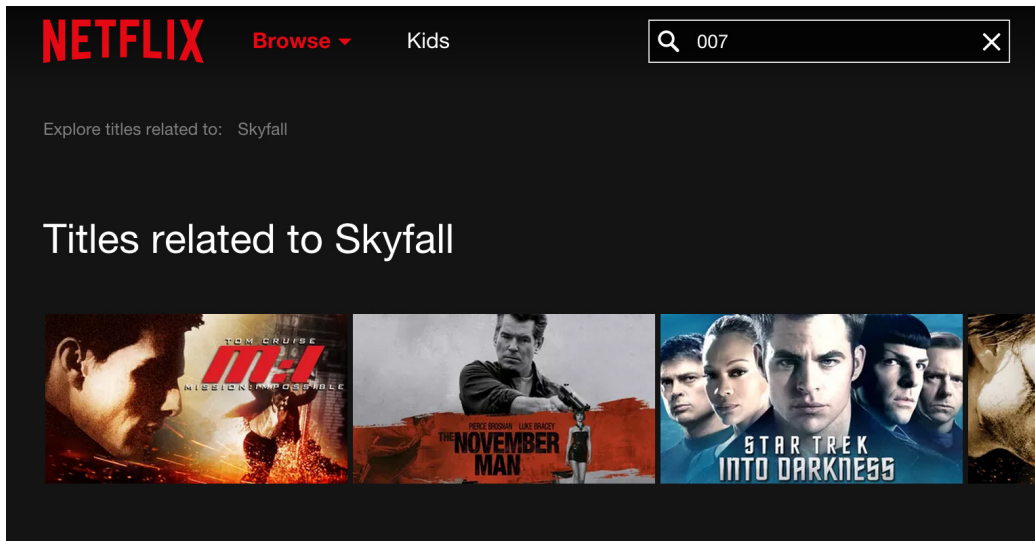


Photo source: Netflix

Actionable Results

Most commonly encountered in e-commerce but lately witnessed in other web applications as well. Actionable results give you the ability to interact with your results directly from the search page.

Be it a simple action such as adding a product to a wishlist or your basket to social integration actions that allow you to share your findings right way to facebook or twitter.

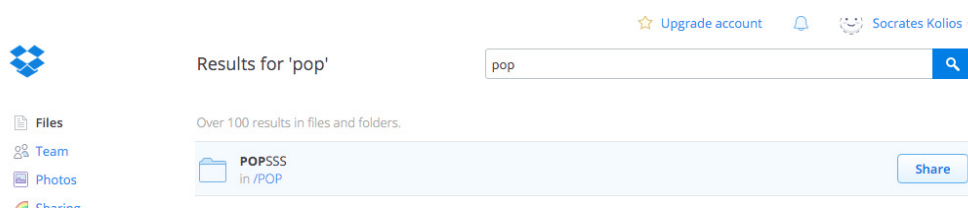


Photo source: Dropbox



Photo source: Twitter

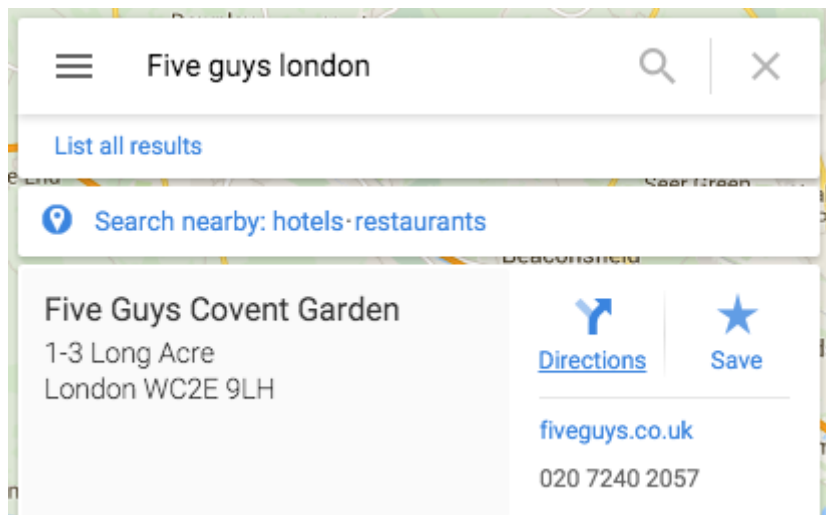


Photo source: Google Maps

Personalization

Some search pages learn from their users interactions and past searches. As a result new searches return the best results related to the selected search terms but they also offer results based on past selections that they believe will be preferable for the user.

There are applications that let you save your selected searches as well. This allows users to revisit specific searches they have done in the past without re-entering all the search terms and filters.

Customers Who Bought This Item Also Bought

Page 1 of 20



Photo source: Amazon

Upgrade to add new saved searches!

You can add new saved searches with **Trello Gold** or get saved searches for your entire team with **Business Class**.

[Check out Trello Gold](#) [Check out Business Class](#)

Cards

Photo source: Trello

Save Filter **Filter**

Filter Name*

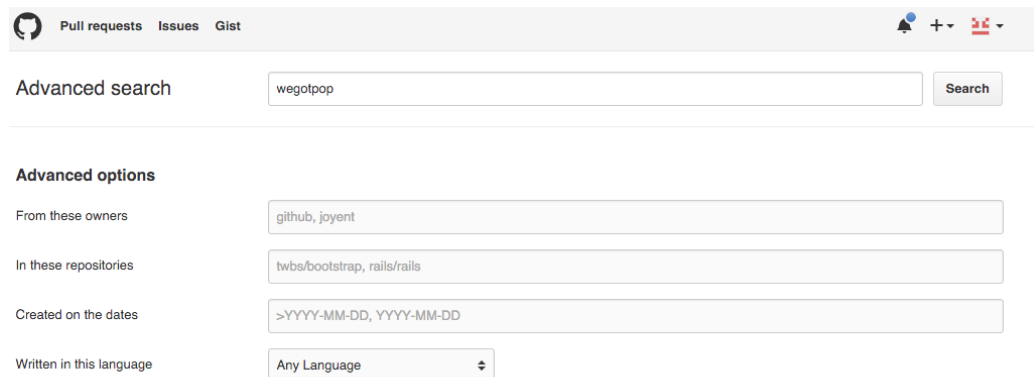
Enter a name for this Filter

[Submit](#) [Cancel](#)

Photo source: Jira

Advanced Search

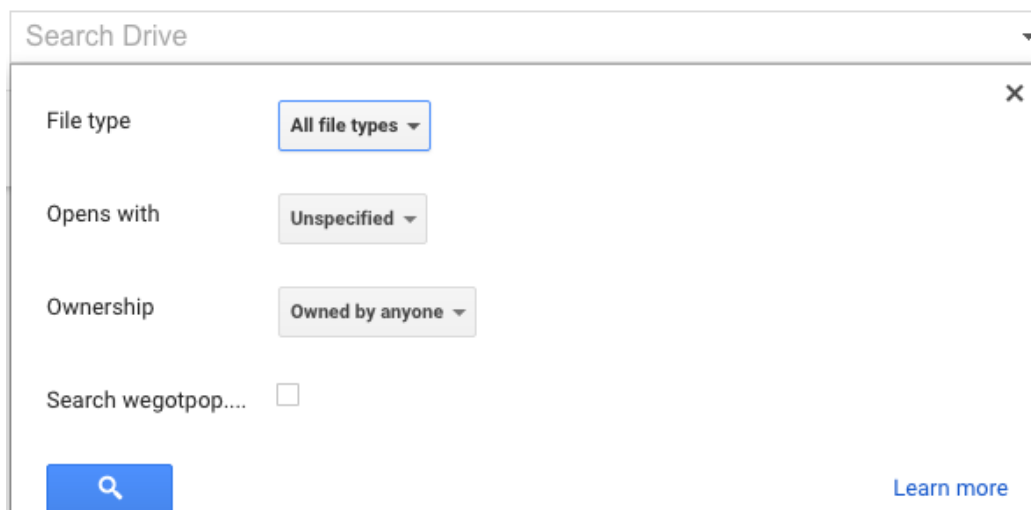
Many websites and web-apps offer users to further expand their criteria choice with an Advanced Search function. This usually offers more specific tools and search terms that allow users (or more often superusers) to micromanage the results they want.



The screenshot shows the GitHub Advanced Search interface. At the top, there are navigation links for 'Pull requests', 'Issues', and 'Gist'. Below this is a search bar with the text 'wegotpop' and a 'Search' button. Underneath, there are several filter options under the heading 'Advanced options':

- 'From these owners' with a text input containing 'github, joyent'.
- 'In these repositories' with a text input containing 'twbs/bootstrap, rails/rails'.
- 'Created on the dates' with a text input containing '>YYYY-MM-DD, YYYY-MM-DD'.
- 'Written in this language' with a dropdown menu set to 'Any Language'.

Photo source: GitHub



The screenshot shows the Google Drive 'Search Drive' advanced search interface. It features several filter options:

- 'File type' with a dropdown menu set to 'All file types'.
- 'Opens with' with a dropdown menu set to 'Unspecified'.
- 'Ownership' with a dropdown menu set to 'Owned by anyone'.
- 'Search wegotpop....' with an unchecked checkbox.

At the bottom left, there is a blue search button with a magnifying glass icon. At the bottom right, there is a blue link labeled 'Learn more'.

Photo source: Google Drive

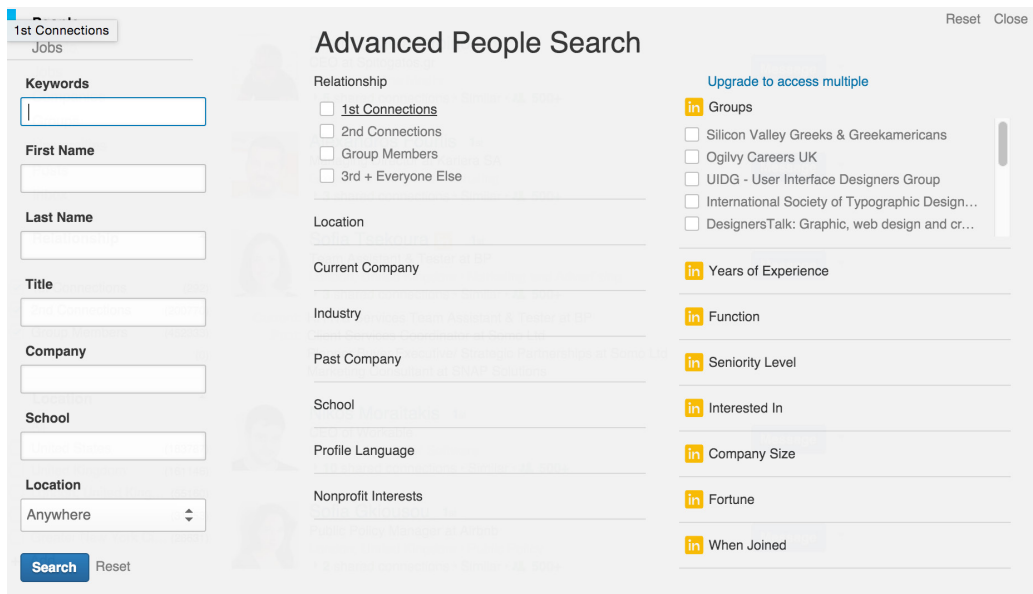


Photo source: LinkedIn

Display Options

Again, encountered usually in results with heavy imagery involved (e-commerce, fashion etc). Display options offer users the choice of how to display their results.

The default method is via a grid of product images but they can alternate between options such as: numbers per grid, list view, size of picture, one result per line, location on map etc. Additionally to that most search pages offer listings in different sort orders.

The default sorting of results is usually by best / more relevant first but with the additional choice of listing results alphabetically, by date, by price, by publicity, by rating etc.

Dress



Photo source: ASSOS

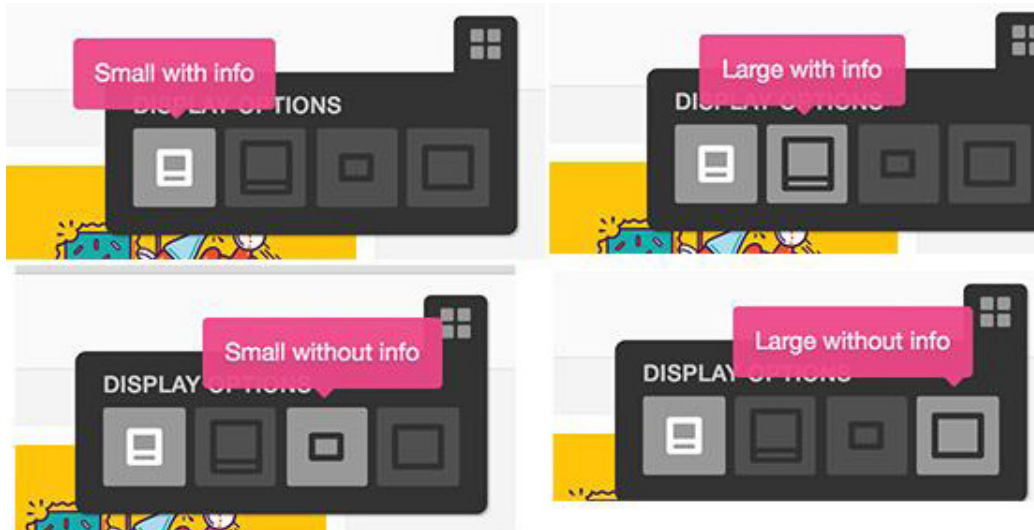


Photo source: Dribbble

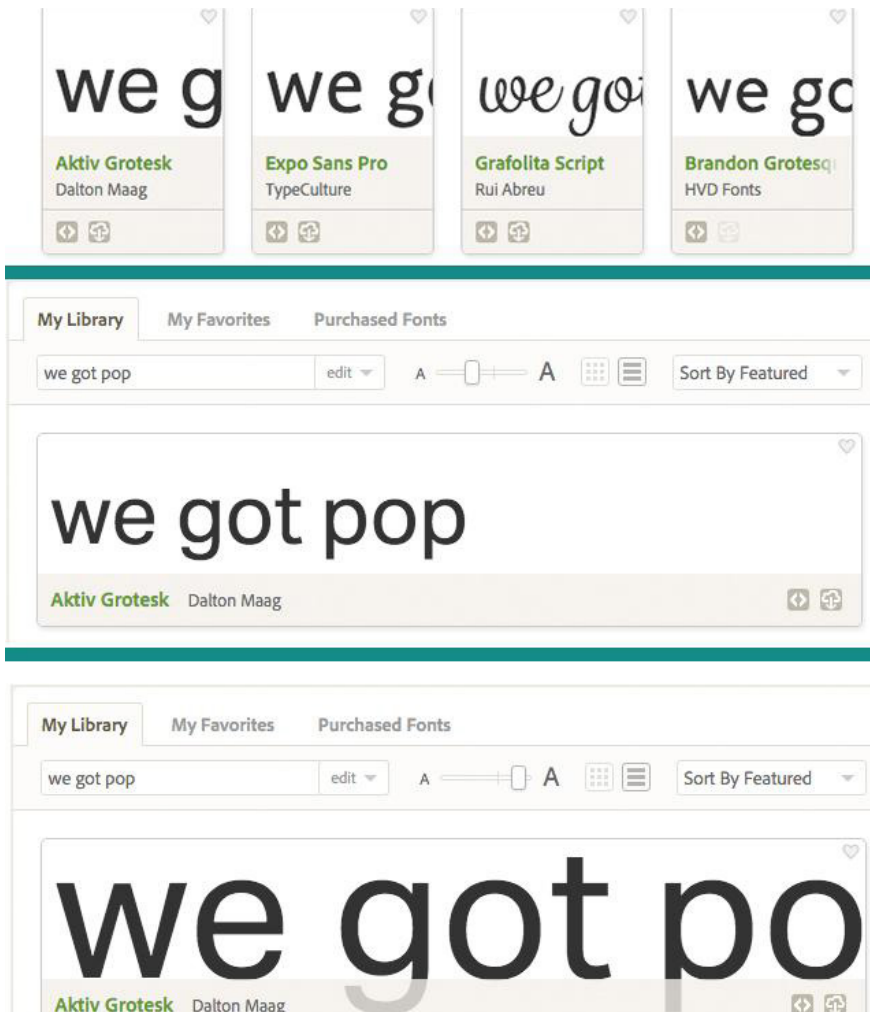


Photo source: Adobe Typekit

Empty states / Onboarding

Most apps offer some guidance to their users that first visit the search page. Usually in the form of a simple message guiding the users to the search terms guiding the user to the necessary actions or even a quick tour to teach users how to utilise the search better. These methods also cover the first heuristic rule in “Visibility of system status” by constantly informing the user of where they are and what is the current state of the page they are visiting.

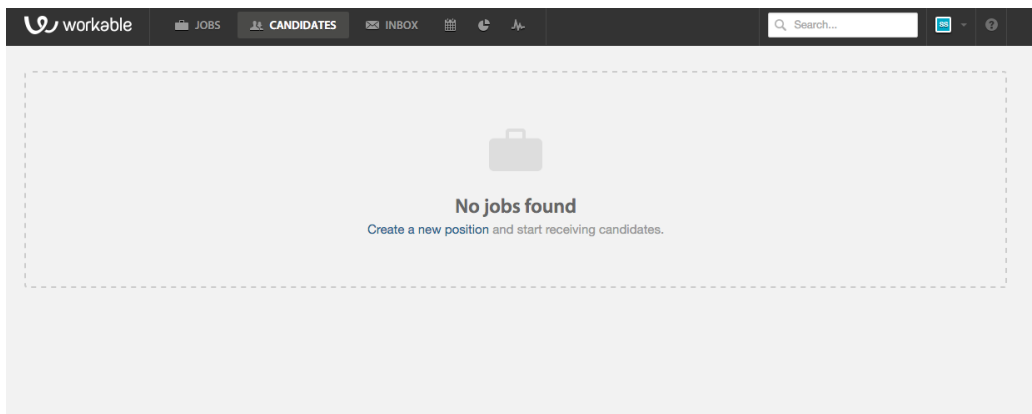


Photo source: Workable

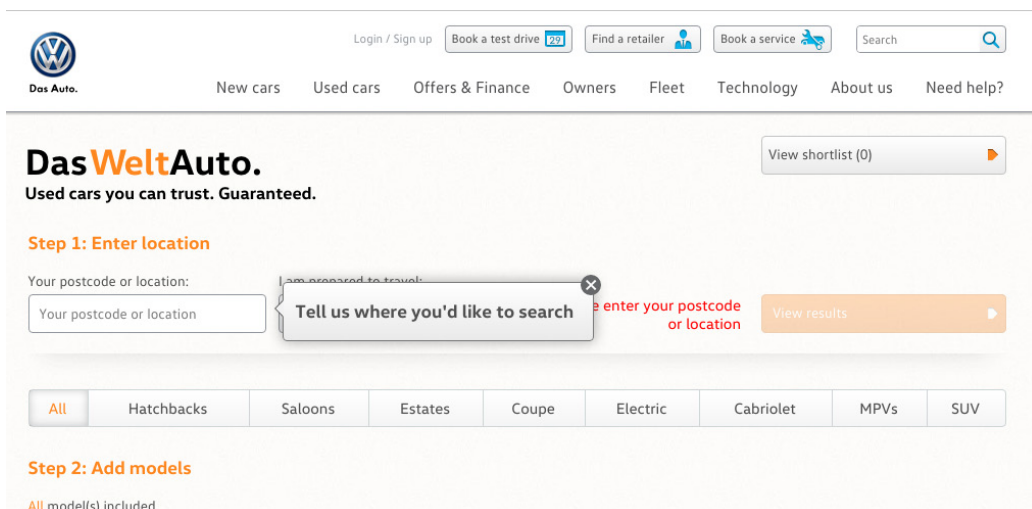


Photo source: Volkswagen

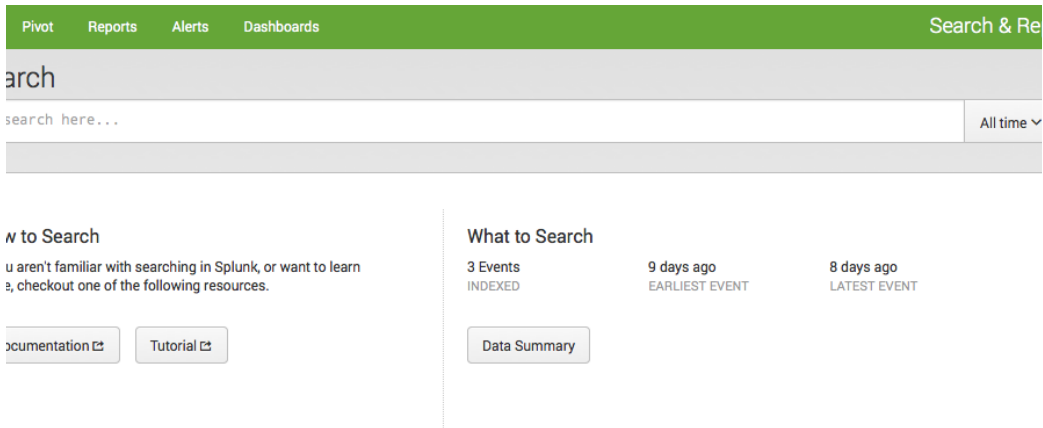


Photo source: Splunk

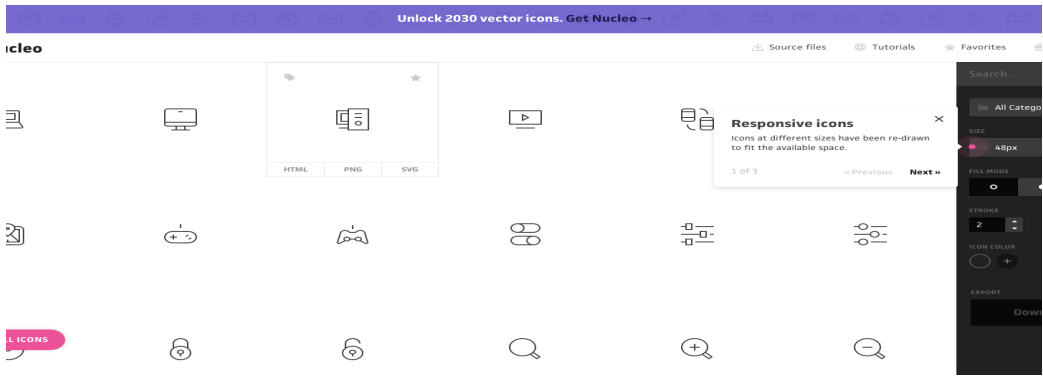


Photo source: Nucleo

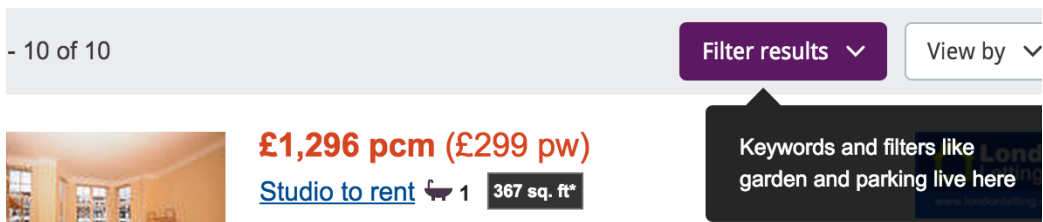


Photo source: Zoopla

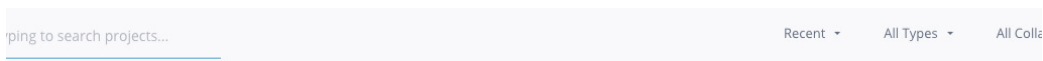
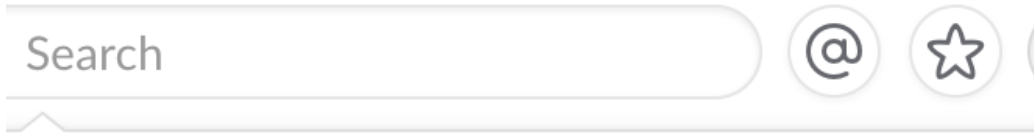


Photo source: Invisionapp



Assisted Search

Narrow your search with **before:**, **from:**, or **in:**. Or press the plus key **+** to see more modifiers.



Photo source: Slack

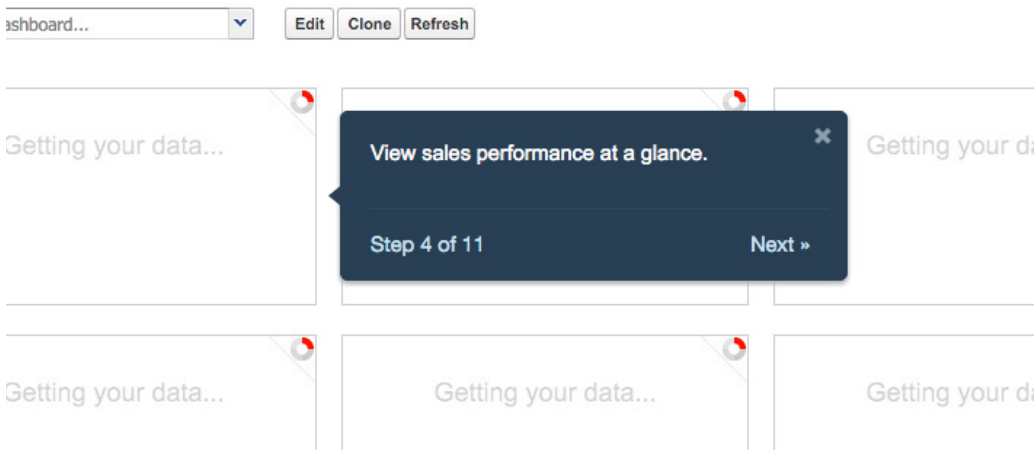


Photo source: Freshdesk

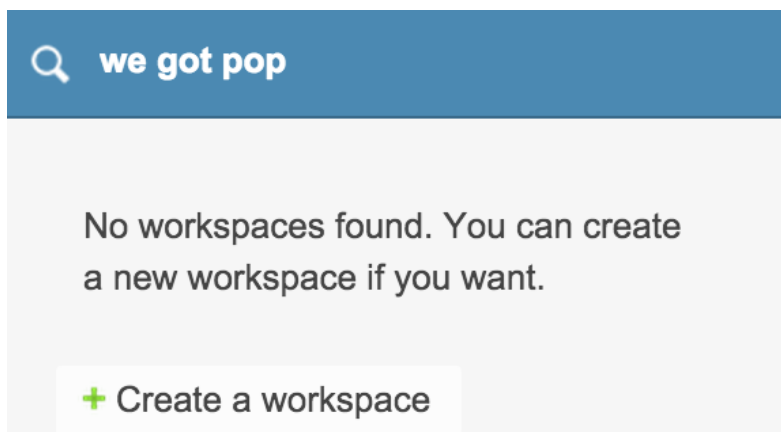


Photo source: Podio

Comparative Assessment conclusion

Overall there seem to be a few common elements across the search pages of most websites and web-applications that boast a large user base.

Most commercial and image heavy apps are utilising faceted navigation, an array of display options and actionable results. These functions aid users to find the information they need in a manner that is as straightforward as possible while giving them the options to interact and sort the results without a lot of effort.

On the opposite side of the spectrum are business oriented websites and apps. They tend to be much more modest with the search functions they offer. Most notably, web apps like Docusign, Freshbooks, Zendesk, Xero etc. tend to offer results in an “as is” manner. With most of them not even offering features like autocomplete, quite possibly to avoid suggesting results that might cause logistic issues.

Project collaboration and management applications, on the other hand, offer the best of both worlds. Jira, being a leader in this example, offers onboarding features, modal displays, advanced search and filter tags while still keeping a lean user interface that is based heavily on text and iconography.

Most of the features mentioned above are elements that the POP platform can draw inspiration from and mold into app specific elements that enhance the user experience and usability. Based on these ideas, and always dependant on the results of our user testing, we will be able to suggest some powerful elements and interactions.

User Testing Report

Date of Report: 22 Sep, 2015

Date of Test: 17-22 Sep, 2015

Location of Test: POP HQ, London

Executive summary

The POP UX team conducted an onsite usability test at the POP Headquarters in Bank on September 17th and September 21st, 2015. The purpose of the test was to assess the usability of the web application, information flow and information architecture of the Artist Search part of the POP platform.

Five first-time users participated in the testing. Typically a total of three to 10 participants are involved in a usability test ensure stable results. Each individual session lasted approximately 45 minutes.

In general all 80% of participants found the POP platform to be minimally designed, clear and straightforward. On a median average the participants spend about 58 hours weekly using the internet.

The test identified a number of usability problems including:

- Confusion over some specific functions of the search such as "Artists to find".
- Difficulty identifying the right search terms for their task.
- Confusion over the necessary procedure when their search produced no results.
- Difficulty selecting lists and adding artists to it.
- Difficulty understanding error prompts when adding artists with no list selected.

This document contains the participant feedback, satisfactions ratings, task completion rates, ease or difficulty of completion ratings, time on task, errors, and recommendations for improvements.

Methodology

Sessions

We contacted and recruited first-time participants from nearby office spaces plus one assistant producer who temporarily joined our casting team to provide support. We informed them of the test logistics and requested their availability and participation. Participants responded with an appropriate date and time.

Five participants, having the following characteristics, evaluated the Artist Search of the POP Platform.

| Computer usage | |
|-----------------------------|----------|
| 20 - 40 hours | 1 |
| 41 - 60 hours | 3 |
| 61 + hours | 1 |
| Total (participants) | 5 |

| Priority of browsing habits | |
|-----------------------------|-------------|
| Web | 49% |
| E-mail | 42% |
| Social | 9% |
| Total | 100% |

| Age | |
|-----------------------------|----------|
| 18-20 | 2 |
| 21-30 | 1 |
| 31+ | 2 |
| Total (participants) | 5 |

| Gender | |
|-----------------------------|----------|
| Women | 2 |
| Men | 3 |
| Total (participants) | 5 |

What participants did

Each individual session lasted approximately 45 minutes. During the session, we explained the test session and asked the participants to answer out a small number of questions based on browsing habits and usage.

After that, participants were handed three tasks (2 basic and 1 optional) and then tried to complete these tasks on the POP platform:

For the project "Charity commercial" I would like you to find people for the following roles and add them to their relevant lists.

Task 1: *Find and select 8 Homeless men 50-75. Craggy features. Really characterful face. Underfed. A few options with acting ability/experience please.*

Task 2: *10 Female Busker 20-35. A musician - really good player. Director doesn't mind what instrument so suggest a variety. Interesting, quirky faces. No one over 5'8.*

Task 3: *3 Men aged 25-40 to fit the following costume sizes:*

- 1. Height 6'0, chest 40-42, trouser waist 34, inside leg 32-34.*
- 2. Height 5'8, chest 38-40, trouser waist 30-32, inside leg 28-30.*
- 3. Height: 5'10, chest 36, trouser waist 32, inside leg 31-33.*

Advertising a tech company so they should look like smart, business types.

After each task, we asked the participants the following overall questions:

- What the participant liked most.
- What the participant liked least.
- Recommendations for improvement.

What data we collected

During testing we collected a number of useful statistics and feedback. More specifically we were able to collect completion rates for each task, preferred user interaction with the platform's UI and verbal feedback regarding the whole user experience.

Results

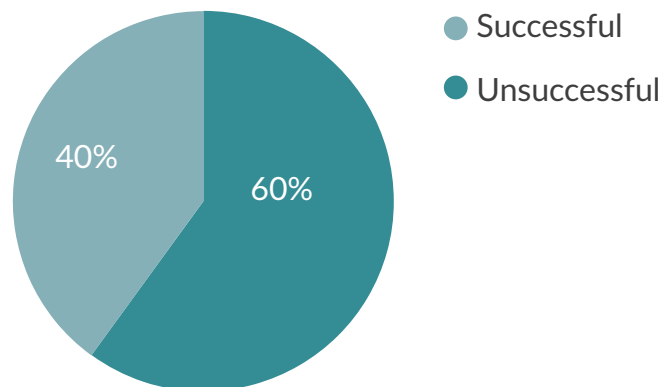
Success rate

Only 1 out of 5 (20%) participants managed to successfully complete Task 1 (find homeless men). Following that, 4 out of 5 (80%) participants successfully completed Task 2 (find female buskers) and finally only 1 out of 5 (20%) managed to complete the optional Task 3 (find three specific men).

| Participant | Task 1 | Task 2 | Task 3 |
|-------------------------|------------|------------|------------|
| 1 | - | ✓ | - |
| 2 | - | ✓ | - |
| 3 | ✓ | ✓ | ✓ |
| 4 | - | ✓ | - |
| 5 | - | - | - |
| Success | 1 | 4 | 1 |
| Completion rates | 20% | 80% | 20% |

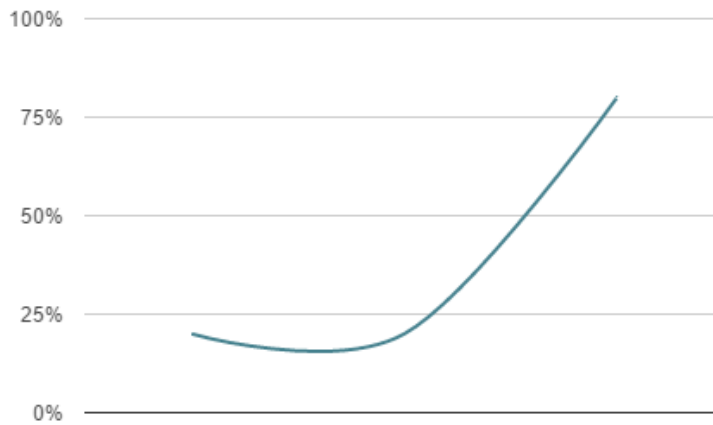
Overall, the success rate of the total participants against the number of tasks sits at 40% with 80% of the participants failing in the 1st task alone.

Average success rate of participants



Albeit the above results might not look very optimistic, we realised during the testing that the 2nd Task had the higher success rate (80%). Participants in all cases commented that the reason for that, was becoming more accustomed to the app and gaining a deeper level of understanding on how the Artist Search works after experimenting during the 1st Task.

User learning curve between Task 1 and Task 2



Taking consideration the 80% of users that managed to finish the 2nd Task we draw the conclusion that although the Artist Search might be hard to learn at first, it has a smooth learning curve that allows users to complete their tasks once they had some experience on it.

Observed user flow / actions

In the following sections we will break down the necessary steps that participants needed to take to complete the tasks required. These actions will be compared to our “ideal” user flow. This will allow us to see how the average first-time user approaches the Artist Search compared to our optimal approach.

Observed Actions

When first using the search 5/5 participants did not select the desired list for their task.

Desired Actions

As in our optimal task flow we expect users to select their desired list first. This allows the search results to filter users that are already added in that selected list and avoids errors / double entries

Observed Actions

All participants amended the “Artists to find” field to the number of people specified in the task. This had as an effect (for 3/5 of participants) an outcome of limited results without the participants noticing there are more results available.

Desired Actions

This is a desired action since ideally our search engine will produce the best results for the users’ search. However, in situations where users hoped for more choices available they missed the indication “More matches available, click to load”.

Observed Actions

“Exclude by list” had no clear meaning for 3/5 participants.

Desired Actions

In our desired work flow the “Exclude by list” option would be used to filter results that already exist in specific lists.

Observed Actions

When using the slider 3/5 participants found it hard to use accurately and “fiddly”

Desired Actions

For a range of numbers we expect the users to be able to select and adjust the slider function with ease.

Observed Actions

All 5/5 participants had some form of difficulty finding the appropriate search terms for their task.

More notably, all users who failed the first task went by waist size while looking for underfed artists because they could not guess / find there was a body type option under “Appearance”

Desired Actions

We want our users to be able to find the relative search terms for their project quickly and efficiently.

Observed Actions

The “Match all” option was not clear enough on its function for 3/5 users.

Desired Actions

In order for users to specifically filter down results the “Match all” option offers the ability to show results that match all selected search terms.

Observed Actions

The “Basic - Instructor” function confused users in relation to terms like “Appearance” or “Measurements”.

Desired Actions

The “Basic - Instructor” options are detrimental to a search in relation to skill levels and abilities. In our optimal task flow we expect our users to utilise this function to find artists with a good level of acting abilities.

Observed Actions

Most users understood the function of the “Quick casting” search term. However they could not find enough results relevant to their task even if the category “Stealers & Beggars” was selected.

Desired Actions

The purpose of “Quick casting” is to act as a carefully curated search term that includes a wide range of people that fit the selected description. In our Task 1 workflow it would be applicable but because the list is not fully updated it did not produce a sufficient number of results for our users.

Observed Actions

All the users that failed Task 1 had trouble finding “Acting” under the “Skills” category.

Desired Actions

Our search terms are quite exhaustive and as a result they are grouped together in the most logical fashion. We expect our users to find all the relevant skills under one global tree named “Skills”

Observed Actions

The “Reverse logic” function is not straightforward enough. Users did not know how to use it.

Desired Actions

In an optimal workflow the “Reverse logic” button will be used when someone wants to include a large number of options and omit a small number of them. Hence it is easier to select the fewer options and active the function.

Observed Actions

Users felt lost when removing a search term by mistake.

Desired Actions

In our user-flow we offer the ability to users to remove and add search terms at will to refine their search results.

Observed Actions

Users could not figure out the terms they need to amend to produce results.

Desired Actions

Ideally we expect our users to be able to find the correct search terms for their tasks. For the cases this does not happen, users need to start experimenting with their selected terms to find the right results for their search.

Observed Actions

3/5 users did not fully understand what the inactive / applicants buttons do.

Desired Actions

The Inactive / Applicant buttons allows to filter Artists by their status in the platform. It is a function mainly used by our own registration and casting support team.

Observed Actions

Users either delayed noticing or completely ignored the reset button.

Desired Actions

The reset button function is there to quickly clear selected search terms to help user initiate an alternate search.

Observed Actions

Users found switching through each candidate's pictures tedious or they did not notice the ability to do so at all.

Desired Actions

We offer our users the ability to switch between body / face pictures depending on the role they are looking for. This is meant to ease the selection process without users having to visit each artist's profile individually.

Observed Actions

Users found it difficult to find more relevant information about specific artists.

However this is an available option as users can click on each artist's unique number and see their full profile. As a result this takes them out of the search page and then they had to use the browser's controls to return to the page.

Desired Actions

In our optimal workflow for Task 1 we did not expect users to search for specific information for each artist. Having to click individually on each artist disoriented the users and they struggled to get back to their results.

Observed Actions

The error messages users came across whilst trying to add artists to an unselected list were difficult to understand and offered no solution to the error.

Desired Actions

In our optimal workflow we expect users to never come across these errors. This is due to the very first step of the workflow is expected to be the selection of a list. However not all users follow the same workflow and we should accommodate those who do not.

Observed Actions

All users had difficulty understanding the differences between Copy / Move buttons.

All users that chose to click "Move" felt confused when they lost artists from their results.

One participant could not even finish their Task because they could not guess that they needed to select either of those functions to add artists to their list.

Desired Actions

The buttons Copy / Move both have the ability to add selected artists to a list.

From our UX Questionnaires we know that Move is not used as often as Copy even though it offers the ability to remove the selected artists from the search results to avoid future double entries.

Observed Actions

None of the users utilised the "Open" function or understood what it does.

Desired Actions

The "Open" function exists as the last step in our ideal user flow. It allows users to visit their selected list after finally adding their preferred artists.

Verbal feedback & conclusion

Most of the participants found the Artist Search to be clean with an exhaustive range of search terms and a lot of options to find the right candidates. It is due to that wide range of search terms however, that most of the users experienced issues in finding the right terms for their tasks.

Additionally, albeit difficult to use at first, the majority of the users found the Artist Search easy to use during the 2nd Task. This stands to show that even though the Artist Search fulfills the purposes of the platform it has the capacity to be made much easier and user friendly.

Survey Results Report

Executive summary

The Artist Search survey is a group of 47 questions directed to our more advanced users and our in-house casting team.

Survey objectives

The purpose of the survey is to get qualitative and quantitative data targeted to specific functions and aspects of the Artist Search. Users are asked to rate the usefulness, frequency and ease of interpretation for the issues that emerged in our User Testing and more.

Methodology

The survey was conducted using Google Forms. Participants answered the questionnaire online at: <http://goo.gl/forms/Adc93rX6wz>

Data collected

The survey collected two forms of data:

- Quantitative: Quantitative data including ranking metrics, multiple short text as well as text arrays.
- Qualitative: Qualitative data including participant comments.

Results

The results are broken out by category and listed by question. They are aggregated from 10 responses.

Generic user data

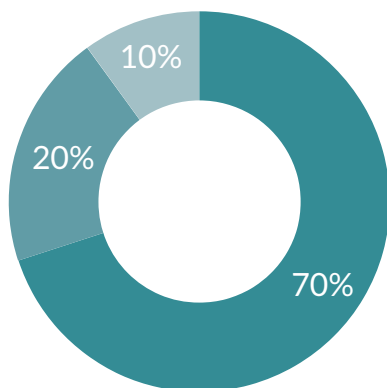
Question 1

To get started can you please tell us your job title?

| | |
|-----------------------------|---|
| Casting / User Support | 3 |
| Agent | 2 |
| Assistant Director | 1 |
| Back Office Assistant | 1 |
| Casting Assistant | 1 |
| Runner / Casting Assistance | 1 |
| Freelance Assistant | 1 |

Question 2

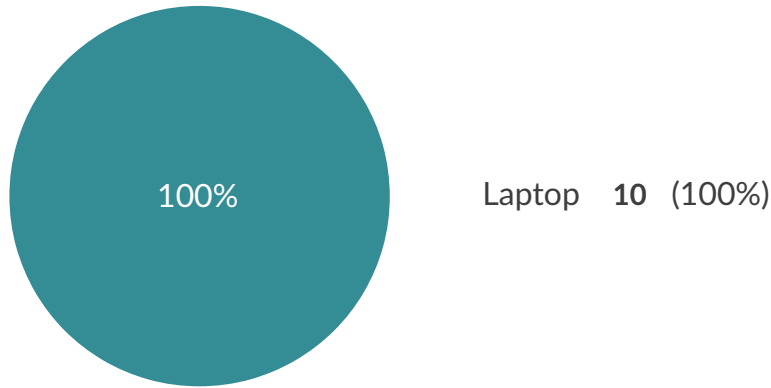
What is your age?



| | |
|-----------------|---------|
| 18-24 years old | 2 (20%) |
| 25-34 years old | 7 (70%) |
| 35-44 years old | 1 (10%) |

Question 3

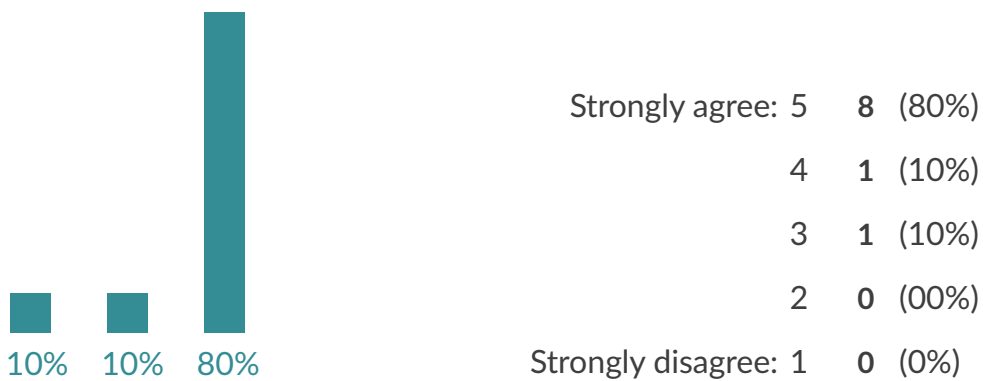
Which type of device do you most often use when casting with the POP Platform?



Search Functions

Question 4

I immediately understand the function of each option.



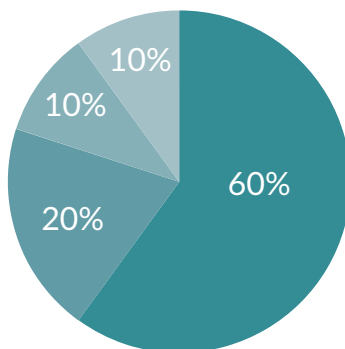
Question 5

If you do not fully understand the function of an available option, can you please provide us with more information about that option?

I understand the function but when I was unfamiliar with platform the descriptions were unclear. "Artists to find" - could be worded better e.g. "Limit search results to" or "Max Artists in search" - something like that. Either change the description or have a mouse over description that pops up when the cursor is over the option.

Question 6

How often do you use the "Artists to find" function?



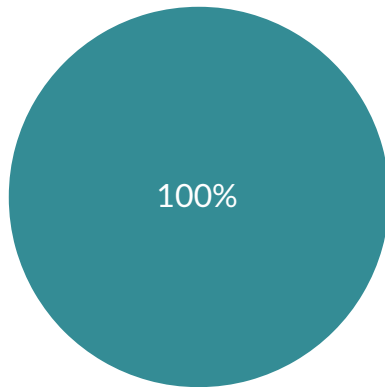
| | | |
|----------------|---|-------|
| Very often | 1 | (10%) |
| Not very often | 6 | (60%) |
| Not at all | 2 | (20%) |
| Other | 1 | (10%) |

I am not sure what the function does 0 (0%)

I often increase this number but this is not to use it in the way it was intended

Question 7

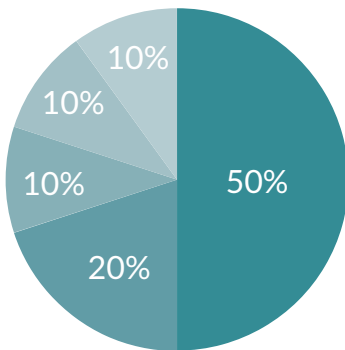
How often do you use the "Exclude by list" function?



Very often 10 (100%)

Question 8

How often do you use the "Reverse logic of this search term" function?



Very often 0 (0%)

Not very often 1 (10%)

Not at all 2 (20%)

Other 1 (10%)

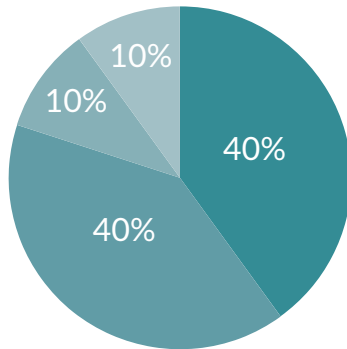
I am not sure what the function does 1 (0%)

I was not aware such a function exists 5 (50%)

The concept is quite confusing

Question 9

Do you find the "Match all" function easy to use?

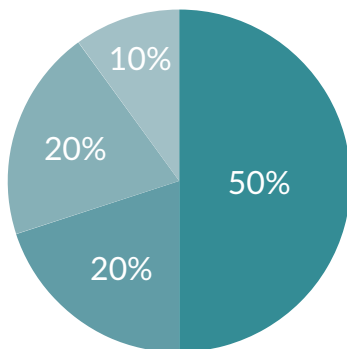


| | | |
|--------------------------------------|---|-------|
| Very easy | 1 | (10%) |
| Fairly easy | 4 | (40%) |
| Not easy at all | 0 | (0%) |
| Other | 1 | (10%) |
| I am not sure what the function does | 4 | (40%) |

This question doesn't make sense

Question 10

How often do you use the Basic / Intermediate / Advanced / Instructor options?



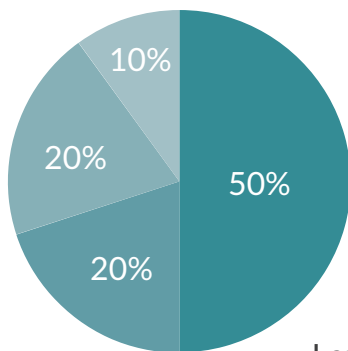
| | | |
|--|---|-------|
| Very often | 1 | (10%) |
| Not very often | 5 | (50%) |
| Not at all | 2 | (20%) |
| Other | 2 | (20%) |
| I am not sure what the function does | 0 | (0%) |
| I was not aware such a function exists | 0 | (0%) |

Very often but It doesn't always work properly - especially when there are multiple conditions. If I ask for someone with advanced dance skills (any type of dance) I get anyone who has an advanced skill of any kind and has a dance skill selected. I.e. I could have someone with Basic Ceroc Dancing but Advanced Bodybuilding and they'll come up in a search for people with advanced dance skills

This function does not work correctly

Question 11

In physical characteristics like e.g "Appearance". How often do you use the Basic / Intermediate / Advanced / Instructor options?



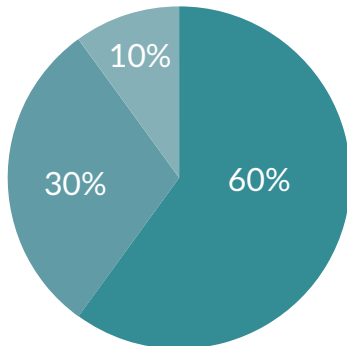
| | | |
|-------------------------------------|---|-------|
| Very often | 0 | (10%) |
| Not very often | 2 | (50%) |
| Not at all | 5 | (20%) |
| Other | 2 | (20%) |
| I am not sure what those options do | 1 | (0%) |
| I was not aware those options exist | 0 | (0%) |

This function does not work correctly, and also for 'appearance' isn't really that relevant

Not at all. I'm not sure it makes sense.

Question 12

In abilities like e.g "Skill". How often do you use the Basic / Intermediate / Advanced / Instructor options?

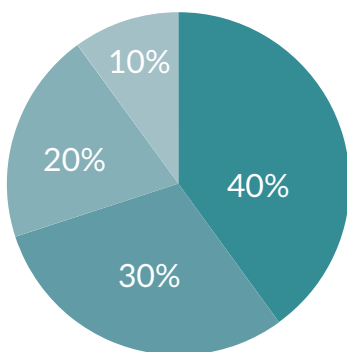


| | | |
|--|----------|-------|
| Very often | 6 | (60%) |
| Not very often | 3 | (30%) |
| Not at all | 0 | (0%) |
| Other | 1 | (10%) |
| I am not sure what the function does | 0 | (0%) |
| I was not aware such a function exists | 0 | (0%) |

This function does not work correctly. If it did then I would use it often for 'skill'

Question 13

How easy do you find the "Slider" function when you need to select within a range of numbers ?

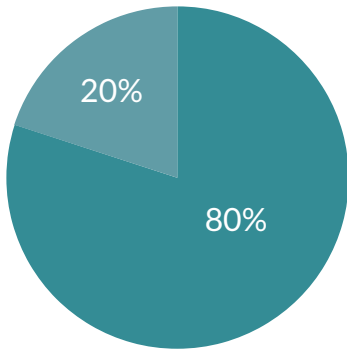


| | | |
|-----------------|----------|-------|
| Very easy | 4 | (40%) |
| Not very easy | 3 | (30%) |
| Not easy at all | 2 | (20%) |
| Other | 1 | (10%) |

Easy, but it would be better if 0.5 inch was a search option

Question 14

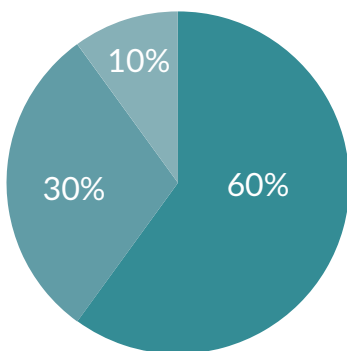
How often do you use the "Reset" function?



| | | |
|--|----------|-------|
| Very often | 8 | (80%) |
| Not very often | 2 | (20%) |
| Not at all | 0 | (0%) |
| Other | 0 | (0%) |
| I am not sure what the function does | 0 | (0%) |
| I was not aware such a function exists | 0 | (0%) |

Question 15

How useful are the "Applicants" & "Inactive" filters for you?

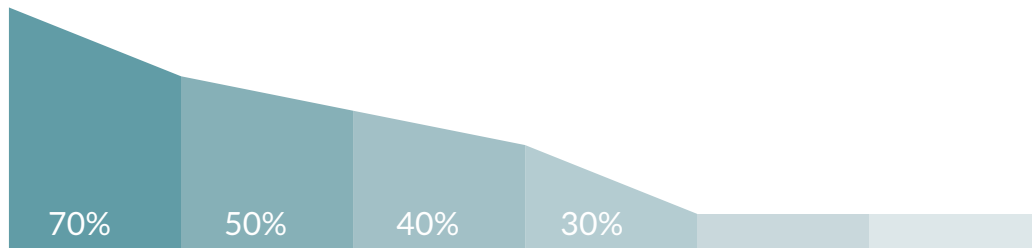


| | | |
|-----------------------------------|----------|-------|
| They are both very useful | 7 | (70%) |
| Only "Applicants" is useful to me | 2 | (20%) |
| Only "Inactive" is useful to me | 0 | (0%) |
| They are both not very useful | 0 | (0%) |
| I am not sure what the filters do | 0 | (0%) |
| Other | 1 | (10%) |

Do I have access to these?!

Question 16

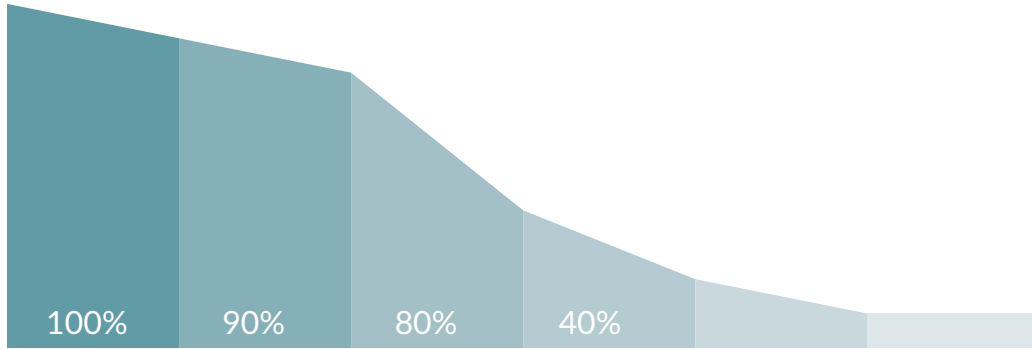
Which of the below features could you live without?



| | | |
|------------------------------------|----------|-------|
| The ability to hide the search bar | 7 | (70%) |
| The "Copy" option | 0 | (0%) |
| The "Move" option | 4 | (40%) |
| The "Artists to find" field | 5 | (50%) |
| The "Exclude by list option | 1 | (10%) |
| The "Applicants" button | 1 | (10%) |
| The "Inactive" button | 3 | (30%) |
| N/A | 1 | (10%) |
| Other | 0 | (0%) |

Question 17

Which of the below features could you not live without?



| | | |
|------------------------------------|-----------|--------|
| The ability to hide the search bar | 0 | (0%) |
| The "Copy" option | 10 | (100%) |
| The "Move" option | 4 | (40%) |
| The "Artists to find" field | 2 | (20%) |
| The "Exclude by list option" | 9 | (90%) |
| The "Applicants" button | 8 | (80%) |
| The "Inactive" button | 1 | (10%) |
| N/A | 1 | (10%) |
| Other | 0 | (0%) |

Question 18

Are there any features that you believe should be in the Artist Search but are not currently included?

Stand In, Double Experience, Look a likes

Male facial hair types- clean shaven, stubble, short beard, trimmed beard, full beard etc

- *Go to top of list button (useful in a long search)*
- *Maybe a sort of quick preview function which enables you to see a larger version of photo - either in a pop up or a roll over which appears when you have mouse pointer hovered over photo for a second or so and then disappears when you move mouse.*
- *The list of search criteria is very long. Wonder if we could have a set of most used options first. Or find a way to limit visible options, or re-order them. Doesn't feel very intuitive the way they're currently laid out. It works and they all need to be options but wonder if there's a way to improve it.*
- *The secondary list i.e. for skills etc is too long and skills are repeated in different sections (Martial arts in sport and specific martial arts in sports as well as martial arts section. Has also lead situation when 2 artists seem to be able to put same info in two different places on profile. Means you aren't confident that you're covering everything in search.*
- *Would be really useful if you could add artists to more than one list form a single search.*
- *A way to see measurements on search page (maybe tie that in with larger photo preview suggestion?) At the moment you have to open their full profile in seperate tab to look or add them to list and then open list and look at the list form of the list to see measurements.*

- *Age and gender should be standard features rather than just a drop down available.*
- *The ability to search by a character within a production. Ie has played it before*

Pregnant women (with a due date)

Search terms

Question 19

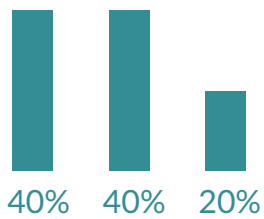
Which of the following search terms / categories do you use more often?



| | | | | | |
|----------------|----|--------|----------------------------|---|-------|
| Quick Casting | 3 | (30%) | Exclude by list | 5 | (50%) |
| Age | 10 | (100%) | Measurements | 4 | (40%) |
| Gender | 10 | (10%) | Attributes / Appearance | 4 | (40%) |
| Lives in | 2 | (20%) | Attributes / Ethnic Look | 5 | (50%) |
| Lives close to | 5 | (50%) | Attributes / Ethnic Origin | 4 | (40%) |
| Available in | 1 | (10%) | Attributes / Skill | 5 | (50%) |
| Available on | 2 | (20%) | Internal | 2 | (20%) |
| Nationality | 4 | (40%) | Other | 0 | (0%) |
| Own transport | 4 | (40%) | | | |
| Search in list | 2 | (20%) | | | |

Question 20

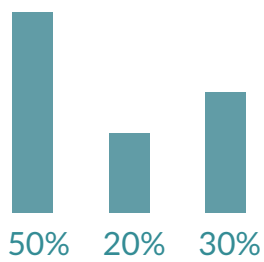
I find the dropdown function with the available search terms easy to use.



| | | |
|--------------------|---|-------|
| Very easy: 5 | 2 | (20%) |
| 4 | 4 | (40%) |
| 3 | 4 | (40%) |
| 2 | 0 | (0%) |
| Not easy at all: 1 | 0 | (0%) |

Question 21

I feel confident in finding all the search terms I need when I use the Artist Search.



| | | |
|-------------------------|---|-------|
| Very confident: 5 | 3 | (30%) |
| 4 | 2 | (20%) |
| 3 | 5 | (50%) |
| 2 | 0 | (0%) |
| Not at all confident: 1 | 0 | (0%) |

Question 22

If you do not feel confident about some search terms, please tell us which providing as much information as possible.

No, as some artists lie about their skills/appearance or don't provide the info at all. The search terms can be quite limiting in this respect, as you may be missing out on some crackers just because they haven't filled in their profile! I tend to search ALL the artists on the platform to get the results I want.

Some artists have not filled out certain important terms - ethnic look or ethnic origin. Should be mandatory. Means you don't return all the results you need (more of a platform/reg issue than a search issue.) See notes about things to change in the search terms. I feel like skill should be seperate from attributes-used so often.

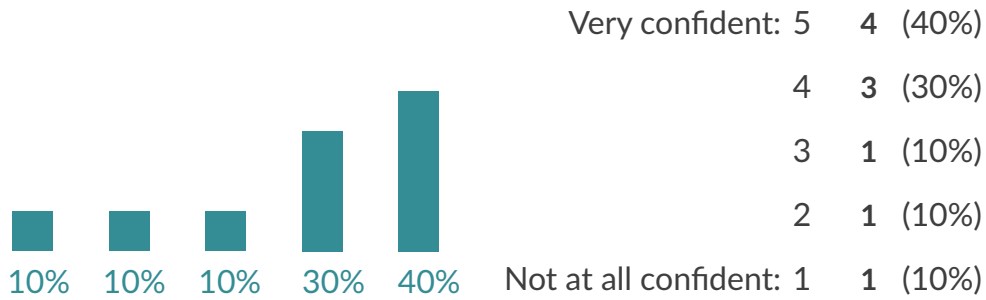
It is often hard to find the terms you seek as they are not laid out in an easy to follow fashion

People say they have own transport and then when you specifically ask about transport they suddenly don't have a car. Or you search for a skill and hit expert and they reply saying they can't do this!

Sometimes hard to find certain search terms, because you wouldn't expect them all to be on one dropdown menu together.

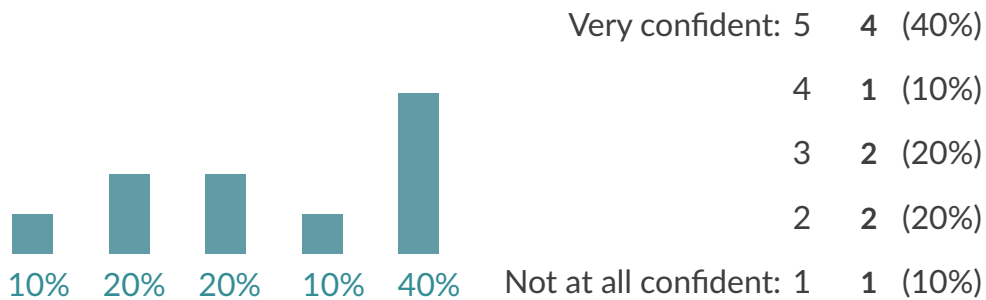
Question 23

I feel confident in reviewing all my selected search terms in the dropdown function.



Question 24

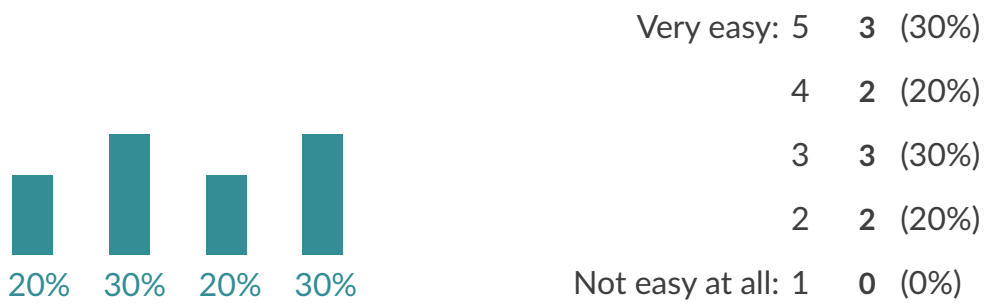
I find adding and removing multiple search terms from the dropdown function is an easy process.



List Functions

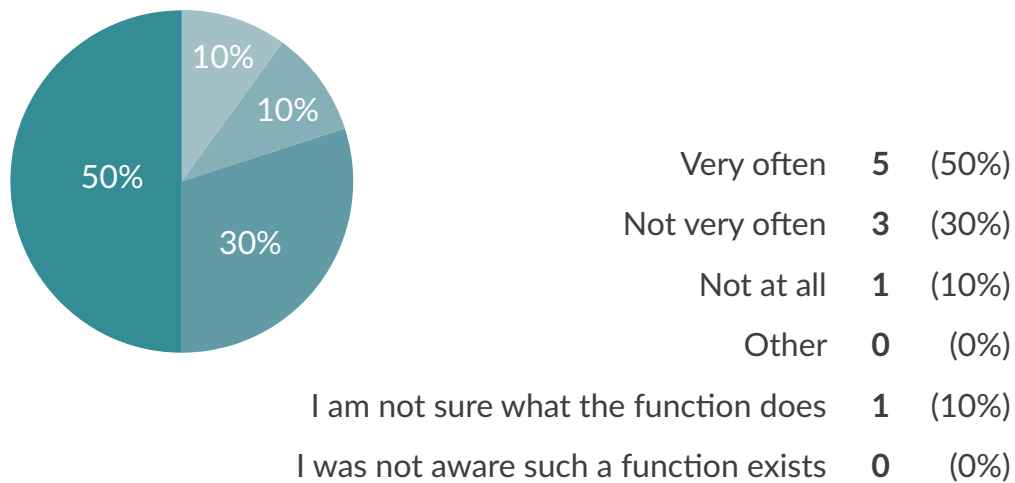
Question 25

I find it easy to identify and select my preferred list when I want to add my selected artists.



Question 26

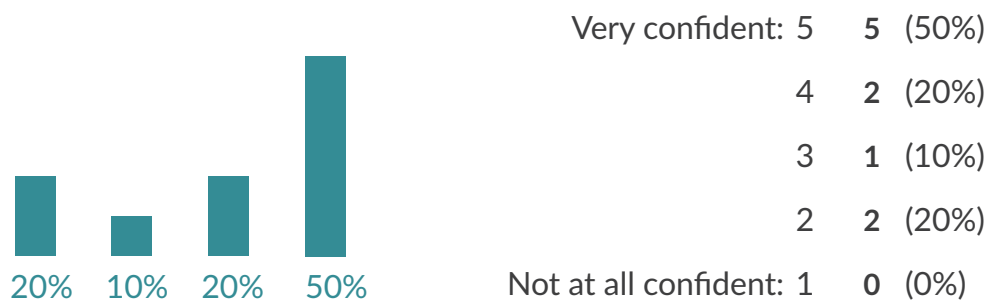
How often do you use the "Open list" function?



Search Results

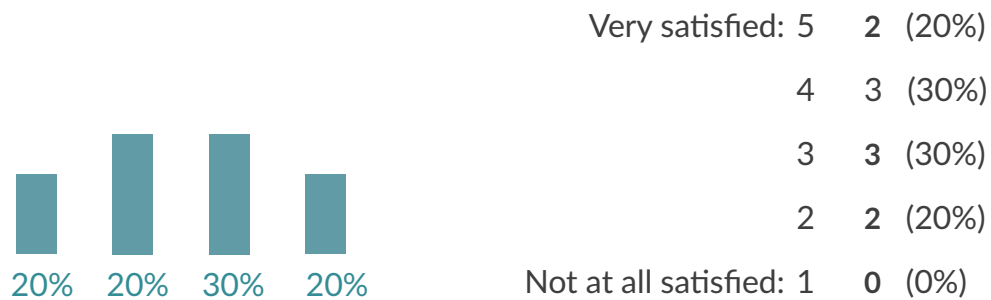
Question 27

I feel confident on the changes I need to make when my search produces no results.



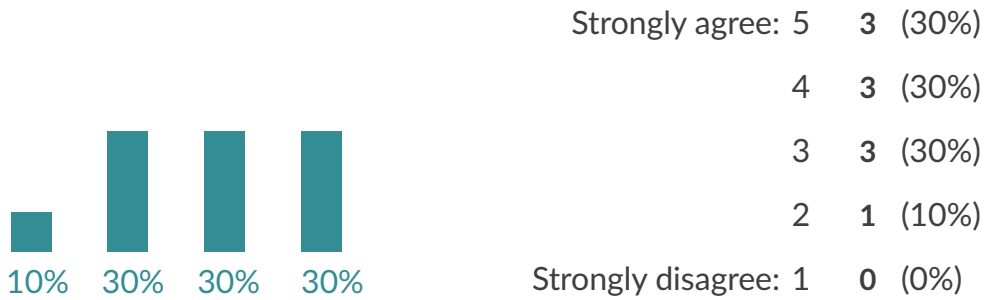
Question 28

I am satisfied with the results that come up when I use the Artist Search.



Question 29

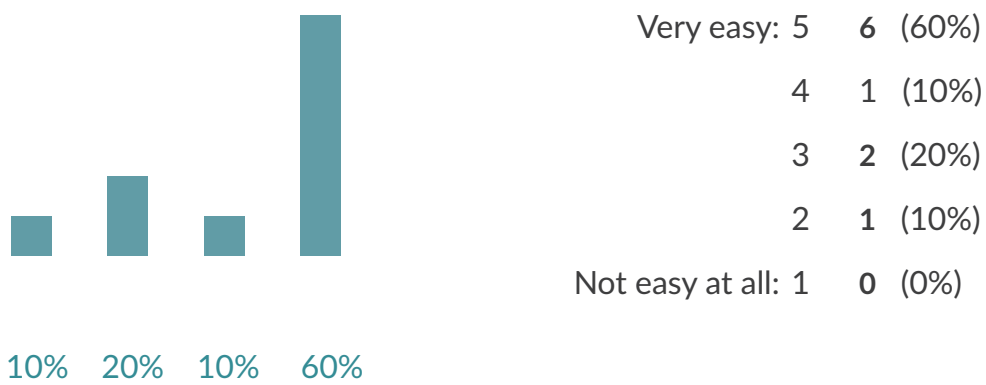
I am happy with the way artists' pictures are shown in the results.



Artist Selection & Layout

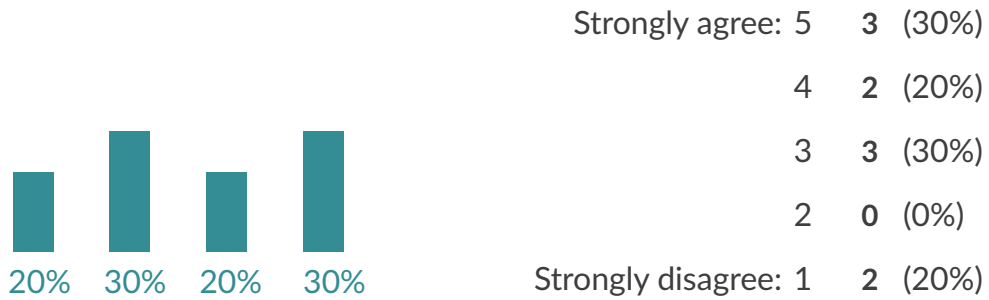
Question 30

I find it easy to select my preferred artists.



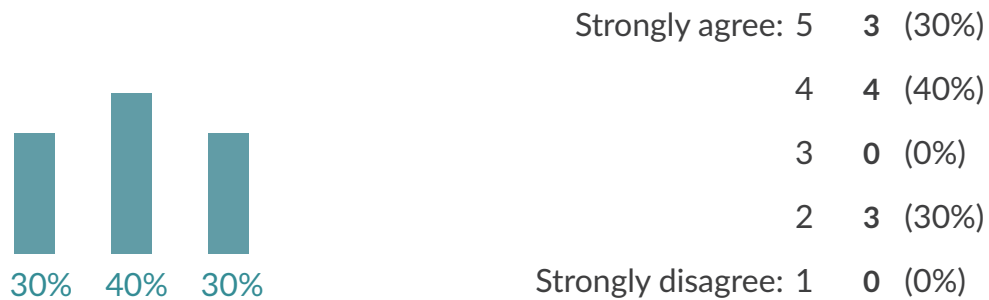
Question 31

I immediately understand what I need to do in order to find more information about a specific artist in my results.



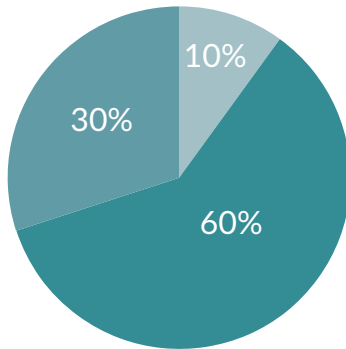
Question 32

Alternating between body and face photos is an easy and straightforward process.



Question 33

How useful would you find the ability to switch all artists pictures, from body photos to face photos, with the click of a button?

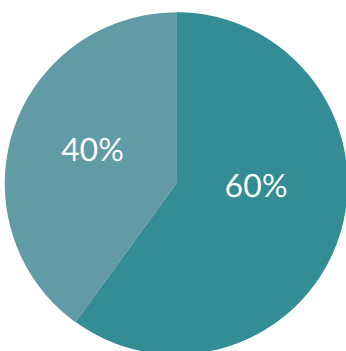


| | | |
|-------------------|---|-------|
| Very useful | 3 | (30%) |
| Fairly useful | 6 | (60%) |
| Not at all useful | 0 | (0%) |
| Other | 1 | (10%) |

This would be amazing for certain scenerios. Right now if you want to do this you have to add everyone to a list first and its very inconvenient.

Question 34

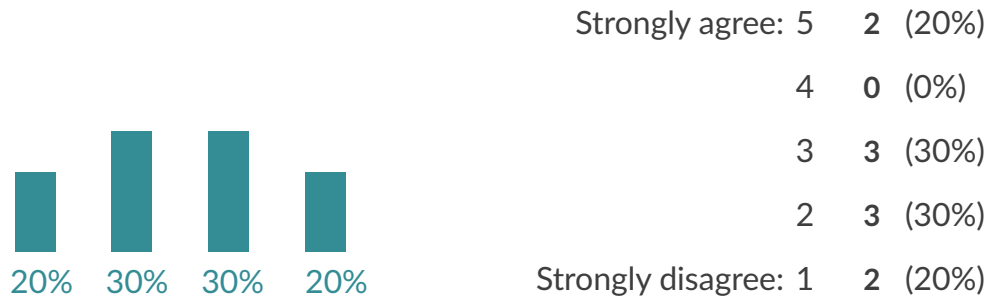
How useful would you find the ability to sort artists by name, ranking or other characteristics?



| | | |
|-------------------|---|-------|
| Very useful | 4 | (40%) |
| Fairly useful | 6 | (60%) |
| Not at all useful | 0 | (0%) |
| Other | 0 | (0%) |

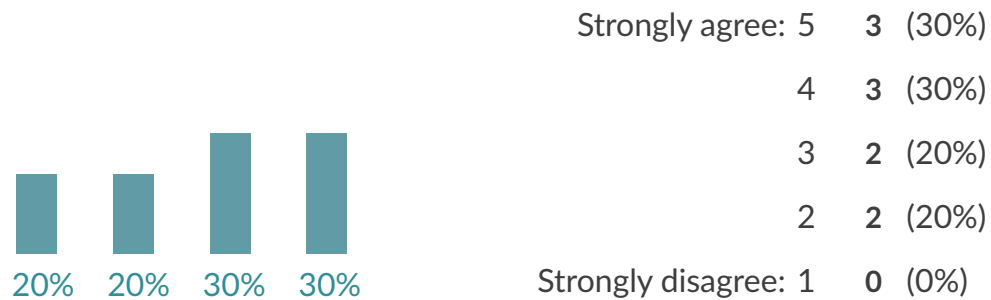
Question 35

I understand what the colour on each Artist's name symbolises.



Question 36

The indicator for number of artists selected is easy to find.



Question 37

In your own words, what are the things that you would most like us to improve in the artist selection process?

The sliders are too difficult to use and the drop down list when you are searching for attributes/appearance and skills are too long.

When returning to the overall selection from looking at a specific artists profile the selection refreshes itself often in a different order. This can be annoying when going through large numbers of profiles as the progress made through the listed profiles is muddled.

- First and foremost there should be a way to select multiple characters and append to multiple lists. I can not stress enough how time saving this would be and has been brought up by numerous users. Or alternatively a field where you can write under the photo and this info gets carried into the list.*
- There should be an easy way to view artists measurements. Tom was working on a transparent info panel that lay over the photo at the click of a button.*
- A scroll to top button, or a reset button that travels with you.*

Would be good to have a running total of number in target list.

Being able to select a selection like when you have a list open you can click and drag. Rather than having to click individually.

It would also be useful for when you have transferred people into a list - when in the list to be able to see their location on the maps, sometimes people call and ask if anyone is travelling from near them. We could use this to see.

Also - the fact whether they have natural hair or dyed hair should be better - for them and for us.

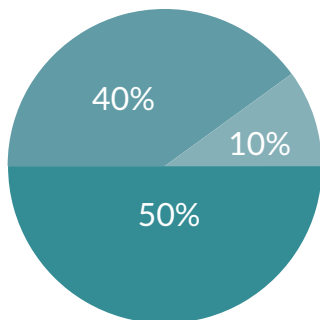
- Be able to drag select
- If you do a second search, you should be able to exclude all the artists you have already just been through. Not sure how that would work but would be extremely helpful.

The ability to order artists in the search by gender/age so it's easier to keep track of how many men/women etc you've selected.

Difference between clicking on the text and clicking on the icon when selecting a list isn't easy to work out without being told.

Question 38

Do you prefer to "Copy" or "Move" your selected artists to a list?



| | | |
|--|---|-------|
| Copy | 5 | (50%) |
| Move | 0 | (0%) |
| I prefer "Copy" I do not know what "Move" does | 1 | (10%) |
| I prefer "Move" I do not know what "Copy" does | 0 | (0%) |
| Other | 4 | (40%) |

Both.

I copy out because if I don't then I can't keep track of how many I've selected / put in list.

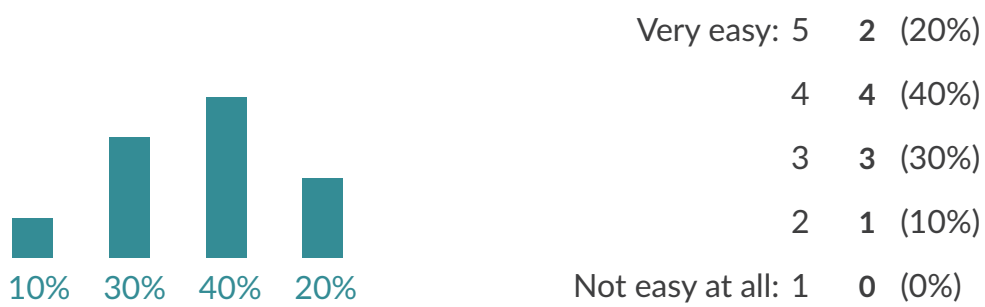
I figured they both do the same thing?

Both helpful in different circumstances!

Overall Impressions

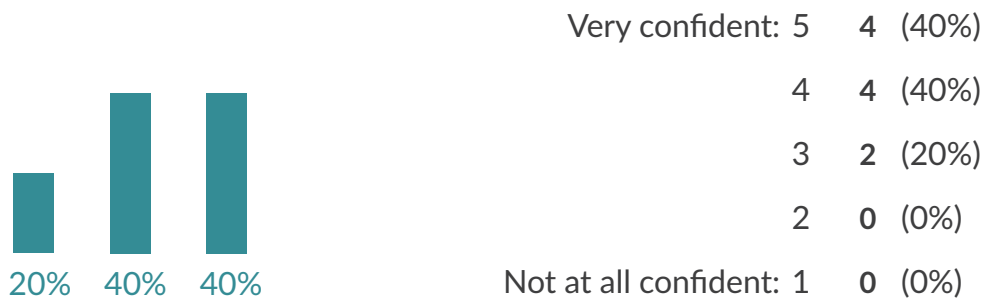
Question 39

I find navigating around the Artist Search screen to be:



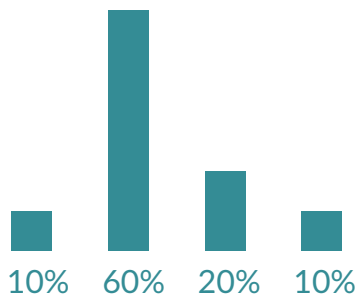
Question 40

I feel confident that I can recover from mistakes quickly and easily when I use the Artist Search



Question 41

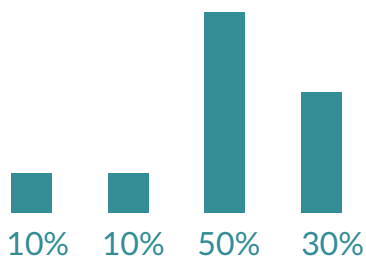
I am satisfied with the feedback the Artist Search provides me when I encounter an error.



| | | |
|-------------------------|---|-------|
| Very satisfied: 5 | 1 | (10%) |
| 4 | 2 | (20%) |
| 3 | 6 | (60%) |
| 2 | 0 | (0%) |
| Not at all satisfied: 1 | 1 | (10%) |

Question 42

In relation to the search pages of other websites, I find the Artist Search to be



| | | |
|--------------------------|---|-------|
| Very easy to use: 5 | 3 | (30%) |
| 4 | 5 | (50%) |
| 3 | 1 | (10%) |
| 2 | 1 | (10%) |
| Very difficult to use: 1 | 0 | (0%) |

Question 43

How would you describe the Artist Search in one or more words?

- *Clean*
- *A powerful search system with a wide range of search terms/criteria*
- *Uncomplicated*
- *Very effective*
- *Straightforward*
- *Good!*
- *Easier to use with proper training*

Question 44

List the most negative aspect(s)

- *As per my previous comments and the fact that artists info is not a requirement makes alot of the search terms difficult to use.*
- *The advance/basis should be looked into as well.*
- *Finding your lists needs some improvement*

- *Doubling up of some search terms*
- *Not being able to keep track of running total of artists in target list*
- *Not being able to move artists into multiple lists from a single search*
- *Some slightly awkward design/interface e.g. not being able to jump to top of results to access search options.*
- *Not being able to see or get easy preview of measurements and larger photos.*

Annoying you have to select individually and not on mass.

- *Can't exclude people you've already just browsed through, when you extend the search*
- *Can't allocate people to different lists from the same search*

- Same faces coming at the top of the search every time
- Getting emails, texts or calls from artists about jobs belonging to other agencies using the platform
- Artist's photos either not being current, well-taken or particularly conducive to getting an artist work

Dropdown menu for more filtering options.

Not obvious how to copy artists into shortlist/briefing, as buttons are not visible- need to scroll down to find them.

Question 45

List the most positive aspect(s)

- Selecting artists
- Flicking through photos

- Wide range of criteria. The more searchable criteria, the easier it is to cast.
- V.quick to return results and to update
- Being able to exclude by list is vital and works well
- The fact that, even though it might seem that I'm giving more negative feedback than positive, these are all small details, tweaks I'm suggesting - they're minor complaints. The basic search engine is a powerful, functional and well designed tool.

Very easy to use - great that if you leave it, it saves what you have been looking at.

- The view of artists and being able to scroll through and see additional photos.
- Lives close to function

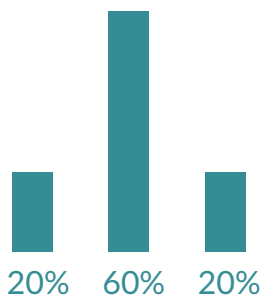
- *Speed of getting info out to artists and responses in.*
- *Volume of people and good faces on the books.*
- *Ability to order artists by various things, be it character, call time etc.*

Quite clean and simple.

Generally very logical and user friendly. Great system!

Question 46

My overall impression of the Artist Search is:



| | | | |
|----------------|---|---|-------|
| Very positive: | 5 | 2 | (20%) |
| | 4 | 6 | (60%) |
| | 3 | 2 | (20%) |
| | 2 | 0 | (0%) |
| Very negative: | 1 | 0 | (0%) |

Question 47

How can we improve the Artist Search? Send us your ideas and suggestions.

- Sometimes would be good to create different types of searches. perhaps keywords.
- Perhaps, the artiste could have some keywords attached to their profiles and this could be searchable, like a Police hashtag?!
- Being able to do searches for tagged words within people's profiles - somewhere the artists can list this on their casting page, like a little box. Eg. On my profile I'd put #painter #bassguitar #mother #photographer #brokenleg etc.
- Currently people can add 'instrument - other' and write in a box what instrument that is, but it's not searchable, that I know of.
- It won't necessarily help with a level of skill but it could help with searching for random things.

Heuristic Evaluation

Introduction

For the start of our UX testing we performed a review method that allows us to discover how the user experience of a product complies with recognized usability principles. In a heuristic evaluation, a user experience designer audits a product and identifies any parts that do not conform to established standards and best practices.

The research is based on the following 10 Heuristics* (with our evaluation comments below):

*based on the "10 Usability Heuristics for User Interface Design" by the Nielsen Norman Group as suggested by Usability.gov

1. Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Evaluation: As it stands the only system status information comes from active / hover colours on specific buttons. The addition of the following could be substantial to the functionality of the page:

- Replacement (skeleton) image when an artist image is loading or cannot show.
- Make number of artists found more visible.
- Make "No list selected" indication more visible.
- Add "tooltips" to functions of the page that might not be clear enough at first glance.

2. Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

Evaluation: Overall search terms seem to be easy to understand. However there are buttons that can be more user friendly. For example the button "Reverse logic of this search term" will need to be rewritten in a more natural, less technical language. Additionally, expand the meaning of specific actions that might not be evident at first glance. Example could be "Applicants" & "Inactive" to "Show applicants" & "Show inactive users" respectively.

3. User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Evaluation: An immediate undo would be helpful. Especially for situations when someone has removed a search term that is deeply nested in the search bar, by mistake.

4. Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Evaluation: Design wise the search page is pretty consistent with the rest of the platform. The language, albeit it can be friendlier, it is also uniform with a universal tone.

5. Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

Evaluation: There are two types of errors, that we encountered, that the users can come across while searching for artists. Those are:

- A non specific error when users click “Copy” or “Move” with no list selected. The users are informed that a list needs to be selected without any guidance on how to rectify the issue. This could be solved by either allowing the users to select the list within the error window or guiding the user when they first enter the page to select a list for their search.
- When no results are present users are instructed to use broader search terms. The error could be more helpful by giving alternative search terms or suggesting which terms need to be removed to produce the optimal amount of results.

6. Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

Evaluation: This is mostly encountered during the addition of search terms. There is a number of search terms that are deeply nested within the “Add search term” dropdown. Oftentime users need to explore all possible options to ensure they have found the appropriate terms for their search.

7. Flexibility and efficiency of use

Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Evaluation: When users reset their search bar they have to go through the process of adding all terms from the beginning. This can be cumbersome for users than want to revisit past searches. A good solution would be the ability to initiate immediate (per session or per list) past searches instead of having to re-add all the search terms for them.

7. Flexibility and efficiency of use

Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Evaluation: A simple example is when users reset their search bar they have to go through the process of adding all terms from the beginning. This can be cumbersome for users than want to revisit past searches. A good solution would be the ability to initiate immediate (per session or per list) past searches instead of having to re-add all the search terms for them.

8. Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Evaluation: Similar to the errors heuristic above. The error dialogs could contain more information per the issue or removed altogether (see "Error prevention" above). In terms of minimal design there are terms that are being repeated. The most obvious example is the "Applicant" & "Inactive" search terms that also exist as buttons on the search bar.

9. Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Evaluation: We could re-approach the warnings of the search function and either reduce them or see how we can eliminate them completely (through specific guidance that avoids them in the first place). For specific info see "Error prevention" above. In the same fashion when the user herself makes an error they need to be able to recover easily to the previous state. Perhaps introduce an "undo" button.

10. Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Evaluation: Onboarding for first-time users of the Search could be implemented to show the different types of search terms that are available in the platform.

Recommendations

- **High** – the greatest potential for improved user satisfaction
- **Medium** – greater potential for improved user satisfaction
- **Low** – the potential for improved user satisfaction

| | Recommendation | Effect |
|----|---|--------|
| 1 | Prompt the users to select / create a list before they start searching. | Medium |
| 2 | Create a gentle but notable indication that a list has not been selected. | High |
| 3 | Make the function “More matches available, click to load” more evident. | High |
| 4 | Remove the “Artists to find field” as a default option for non advanced users. | Low |
| 5 | Add an indication that the first results are the best related to the search but there are more available. | Low |
| 6 | Add explanatory tooltips on the functions of the buttons. | High |
| 7 | Remove “Exclude by list” as a default option for non advanced users. | Low |
| 8 | Redesign the slider with bigger markers. | High |
| 9 | Separate the slider in increments. | Low |
| 10 | Have permanent tooltips at the edges of the slider that show the values selected at all times. | High |
| 11 | Make tooltips mentioned above editable / text fields for advanced users. | Medium |
| 12 | Use faceted navigation. Separated in relevant categories with tooltip explanations for each category. | High |

| | Recommendation | Effect |
|----|--|--------|
| 13 | Exclude terms based on previous selection. E.g The "Bra size" option is not relevant if the previous selection in gender is "Male". This as a result will reduce the number of available options and ease browsing of the search terms. | High |
| 14 | If "Match all" is selected, restrict users on the number of options they can select if they contradict each other. e.g Users can select two different hair colours and still activate "Match all". | Medium |
| 15 | If "Match all" is meant to affect skill levels make it evident that this is its specific function. | High |
| 16 | Remove the "Basic - Instructor" function in terms where it is not applicable / relevant. i.e "Appearance". | High |
| 17 | Offer "Quick casting" only if it is fully updated with our current number of artists. | Low |
| 18 | Allow users to use "Quick casting" as an advanced feature. This will force new users to get accustomed with the rest of the Artist Search functions before settling for the ease of "Quick Casting". | Low |
| 19 | Since "Acting" abilities are quite important when it comes to casting extras a suggestion would be for it to be on its own "tree" in a higher level. This falls in line with the faceted navigation suggested above and adds visibility to the term. | High |
| 20 | Change descriptions to a more friendly language. "Reverse logic of this search term" is harder to understand than e.g "Search everything but the selected" | High |

| | Recommendation | Effect |
|----|--|--------|
| 22 | Another alternative option is to inform users, usually through the empty state, of the term they need to remove to produce the most results for their search. | High |
| 23 | Remove the Inactive / Applicants buttons (they also exist within the search term drop-down) for non advanced users. | Medium |
| 24 | Introduce an advanced search section where users can use these filters to search for artists. | Low |
| 25 | The position of the reset button is after the "Search" button. "Search" should be the last logical step in the search bar since it initiates the results. | High |
| 26 | Position "Reset" at the top of the search bar. | High |
| 27 | Rename "Reset" to "Reset search" or "Clear selected terms" etc. | Low |
| 28 | Offer display options to users. | High |
| 29 | Add a button that allows you to switch from mass body shots to face shots. | High |
| 30 | Possibly also add the display option to see thumbnail images with more text details for users who wish to do so. | Medium |
| 31 | Allow users to see more details about specific candidates without leaving the page. Possibly with the addition of a modal window with some essential information. | High |
| 32 | When people try to add users to a list that has not been selected prompt them with clear language and offer them the ability to select or create a list from the same prompt window. | High |
| 33 | Remove both Copy / Move buttons. Replace with an "Add to list" button. | Medium |

| | Recommendation | Effect |
|----|---|--------|
| 34 | If users cannot get results, faceted navigation offers the ability to show available results for the selected terms so far. This will allow users to estimate if their selected search terms will produce results or not. | High |
| 35 | Add the ability to immediately undo the last action in the search | High |
| 36 | Another alternative would be a real time number "Add X artists to list". | Low |
| 37 | If it is still necessary to offer the two options, offer them perhaps as alternatives to advanced users. | Medium |
| 38 | Rename "Open" in to something more apt to the actual function of the button like "Got to list" / "Go to selected list" This also entices users to think about the list and whether they have selected one or not. | Medium |
| 39 | Allow users to save their searches. | High |
| 40 | Add context menu with more options for advanced users. One function could allow them to add artists to any list. | High |
| 41 | In the dropdown where you select a list make the whole field clickable. | High |
| 42 | Allow an extra function for Quick Search in a conversational manner. e.g "I am looking for females aged 22-44 with brown hair" | Medium |

Appendices

User Testing videos & questionnaire: <https://drive.google.com/open?id=0B2o6NsGI2RaFcE5JcjMzbtZyOEU>

Survey: <http://goo.gl/forms/Adc93rX6wz>

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