

## Yea-Nay Radio Usability Testing Script

### Description of the system to the users:

Recent years have shown a change in the interests of people and the way they wish to listen to music. The growing popularity of satellite radio and MP3 players shows a new trend in the way users wish to enjoy their musical listening experience. Users are attempting to take a more active role in the choice of music that they listen to.

The purpose of the Yea-Nay Personalized is to offer the users a higher level of control over their music choices. Through a process of voting upon songs, users create a database of their musical preferences. The system will then play songs for the user from both their personal selections as well as new selections that users with similar profiles preferred. Therefore, users can hear the songs they like, while still being introduced to new songs they may also enjoy. This grants the user a more personalized music experience.

A user begins to interact with our system by tuning the car radio to the Yea-Nay channel. At this time, the steering wheel display lights up with the words "Welcome to Yea-Nay Radio. Please select a profile." The profile names are listed alongside the corresponding buttons that will activate each one. The user selects the profile he wants at which time a play-list generated by the Yea-Nay engine for that profile begins to play. The user votes on the songs he likes or dislikes by pressing the Yea or Nay buttons respectively. The more Yea votes that a user gives a song, the more often he/she will hear it. Likewise, the more Nay votes given to a song, the less often the listener will hear it. If the user does not want to log a vote for a song, he can listen to the song play out by not pressing any buttons. Or, the user can skip the song by pressing skip to move to the next song. Pressing skip will also not log a vote on the song. The user can log as many or as few votes as he chooses. He may change to any of the other five profiles at any time by pressing the desired profile button.

### GROUP 1

Today we are going to ask you to test out our Yea-Nay radio system by listening to a number of songs and voting on them according to the preferences we give you. As a song plays, we will tell you whether or not you like the song and whether or not you want to hear it more or less often. After we tell you your "preferences," we ask that you vote or abstain accordingly. We also ask that you "think aloud" as you interact with the system. After you are done testing the Yea-Nay interface, we are going to have you perform an attention task.

### GROUP 2

Today we are going to ask you to test out our Yea-Nay radio system by using it in the car while "driving." In the interest of safety, however, we can't actually have you drive the car while testing the interface, so we're going to have you perform an attention task on a laptop while sitting in a parked car. The attention task will involve a slide show showing a number of pictures of the Georgia Tech Campus, and your task will be to identify when Buzz is present in the pictures. Please keep in mind that the attention task is your primary task. That is the task we want you to concentrate on the most, trying to be as correct as possible. The secondary task will be to listen to songs that we play for you and vote on those songs using the Yea-Nay interface. As a song plays, we will tell you whether or not you like the song and whether or not you want to hear it more or less often. After we tell you your "preferences," we ask that you vote or abstain accordingly.

Process:

Experimenter:

You've just tuned to the Yea-Nay radio station. This is the welcome screen. Choose the Road Trip profile

User: selects the Road Trip profile with the mouse.

System: starts playing "American Woman"

Experimenter: "You like this song and would like to hear it more often. What would you do?"

User: points to the interface and then explains what he would do and what he thinks would happen. Wait for the user to explain what he would do and then do it.

Experimenter: "Normally, voting Yea on a song would result in the song playing all the way through, but for the sake of time, we're going to move on to the next song."

System: starts playing "We belong to the Night"

Experimenter: "You do not like this song. You don't want to hear this song now, and you want it to play less often in the future. What would you do?"

User: points to the interface and then explains what he would do and what he thinks would happen. Wait for the user to explain what he would do and then do it.

System: starts playing "Stairway to Heaven"

Experimenter: "You like this song and want to listen to it right now, but you don't want it to play more or less often in the future. What would you do?"

User: points to the interface and then explains what he would do and what he thinks would happen. Wait for the user to explain what he would do and then do it.

Experimenter: "Again, for the sake of time, we're going to move on to the next song."

System: starts playing "Living on a Prayer."

Experimenter: "You like this song, and you don't want it to play more or less often in the future. However, you don't want to hear this song right now. What would you do?"

User: points to the interface and then explains what he would do and what he thinks would happen. Wait for the user to explain what he would do and then do it.

Experimenter: "Based on what you see here, can you tell how you've voted on this song in the past?" (Wait for participant to answer.)

Experimenter: "You like this song and would like to hear it more often. What would you do?"

User: points to the interface and then explains what he would do and what he thinks would happen. Wait for the user to explain what he would do and then do it.

Experimenter: "Now you want to change to the Susie profile. What would you do?"

Experimenter: "You think this song has been playing a little too often, so you want to hear it less often in the future. What would you do?"

User: points to the interface and then explains what he would do and what he thinks would happen. Wait for the user to explain what he would do and then do it.

### Post Experiment Interview

1. What did you think was the easiest thing to do on the interface?
2. What did you like best about the interface?
3. What did you think was the hardest thing to do on the interface? How would you make it easier?
4. What did you like least about the interface?
5. What do you think “happens” to the system when you vote “Yea” on a song?
6. How would you describe how the system works to someone who is thinking of purchasing it?
7. Do you have any suggestions for improvements?