

# Psychster Inc.

## Online Usability Studies



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psychology of  
social media

# At these prices you can get input about anything.

- ❖ **With online usability testing, testers are in their natural environment and there are no facilities costs.**
- ❖ **10 to 12 people individually interviewed.** That's enough to compare 2 versions of your materials, or 2 types of users.
- ❖ **Test anything.** Show wireframes to test your concept. Show comps to test your design. Or show functioning code to test usability. The more input you get, the less likely you are to take a costly blind alley.
- ❖ **Get recordings.** Testers' screen activity and our discussion are all recorded in digital Windows Media files.
- ❖ **Get a deep dive report.** Psychster's Ph.D. analysts have a background in online behavior and cognition. Our recommendations will help you align your idea with human nature, as well as fix low-hanging fruit.



# Light on the overhead. Heavy on the insights.

- ❖ **Included** in the standard package:
  - **Online screener survey** to find the right testers.
  - **Interview script** with tasks and questions (successes, time, clicks, paths, motivations, expectations, and more.)
  - **10 to 12 one-hour individual interviews.**
  - **Digital recordings** of audio and screen activity in Windows Media format as well as our notes.
  - **Listen in** to interviews live.
  - **Power-point report** with recommendations.
  - **One presentation.**

- ❖ **Optional value-added deliverables:**
  - **Recruitment assistance.**
  - **Edited “highlights” video.**
  - **Additional testers.**
  - **Additional presentations.**

## Participants

- ❖ 11 individual interviews were conducted between June 2 & 8.
- ❖ Participants were recruited through [Craigslist.org](#) and the YJGM newsletter and they completed an online screener survey.
- ❖ States represented: NH, TN, IN, MI, TX, OR, CA
- ❖ Final sample included 7 women and 4 men
- ❖ Final sample included 5 members and 6 non-members

Age breakdown	Frequently Used Social Networking Websites	Frequency of Use
• 5 age 18-24	• 9 Facebook	• 8 Once or more a day
• 2 age 25-29	• 8 MySpace	• 1 Once or twice a week
• 2 age 30-34	• 6 Live Journal	
• 0 age 35-39	• 2 Yahoo	
• 1 age 40-49		

## Guessing Someone

- Likes the ability to move the clipboard around
- Negative questions are confusing (is not, does not)
- Some questions are very similar (seldom feels blue, often feels blue)

- Would like to see a link beside picture that says "Guess --- Now!" or have a link in orange rectangle.
- Change title on box and separate each task

Psychster LLC

# About Psychster

- ❖ **Our mission** is to leverage the theoretical views and experimental rigor of psychology to assist social media ventures.
- ❖ **Our-philosophy** is that end-users are taking control of their media in a Web 2.0 world. The more you understand them the better.
- ❖ **Our people** are Ph.D. trained social scientists with extensive business and publishing experience in social software and social media.
- ❖ **Our clients** are publishers, advertisers, designers, academics and entrepreneurs with online investments.

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