Video Page - User Testing

BHJ-6860

GOAL

Ensure that the new page is working properly when it goes live

- Customer needs to be able to find the video's they want to watch easily
- They should not be confused by the top menu
- They should easily know where they are at all times and know how to get back.
- They should easily be able to purchase related products
- Customers should be engaged and stay engaged on the pages.

TESTING OBJECTIVES

- Can user navigate properly
- Can user find the home button easily

Journey Maps-Internal

Possibilities-Shira Review

JOURNEY 1 (06-15-2017)
Start:
https://blogstg.bhphotovideo.com/explora/videos

Visual/Interaction Problems/Suggestions:

Hero Image/Video
- Text on hero image/video is distracting
- Hero image needs to be full width
- Hero image should have black overlay so text is more visible
- Text shouldn't have drop shadow

Menu

- Search icon is fuzzy
- Icons need to be added
- Home should have a home icon - and should be outside of the channels

Learn by Subject
- Images should have black overlay
- Text shouldn't have drop shadow

Top Channels
- Suggestion > show amount of video's in photography? (Photography (1,200)

Most Popular
- Missing time

Action 1:
Home > Click/Hover Channels > Click Photography

Result Page: https://blogstg.bhphotovideo.com/explora/videos/photography

Visual/Interaction Problems/Suggestions:

Top Photography
- Top photography what? (should say Top Photography sub categories or something)
- Images need to have black overlay
- Text needs to have shadow removed
- Whole box should have a hover effect

Sub-Categories
- There are too many sub-categories. Only the top 3 will get looked at. This design was based off Hulu, netflix & amazon prime main home page. But their home page is a discovery page - & features things according to category of interest.
- Missing times on videos
- Load more the icon should be the thing that turns (not blue icon that showed)

Action 2:
Click See All for Mirrorless

Most Popular
- Missing time
- Filters need to be revised.

- - Filters could be:
    - Brand
    - Product
    - Subject
  - Sort could be:
    - By most views
    - A-Z
    - Z-A
    - Date
    - Popular
    - Featured

Action 3:

Home > Photography > Mirrorless > SONY A9 Live Discussion Panel

https://blogstg.bhphotovideo.com/explora/videos/photography/mirrorless/sony-a9-live-discussion-panel

- Design
  - Still old design for comments & sharing

- Related articles
  - Filter by date if there are so many articles?
  - Needs to have, See Less

Action 4:

Home > Photography > Composition & Technique > Wedding Photography Tips: Detail Shots with Robert Harrington

Chose this link b/c it has the products showing up

- Video spot
  - Can the image take up the full page? (should it?)

- Comments
  - Indents too many times. Should be max up to 3, and then replys should be directly under the section they chose. EG> Replied to section 1 - will come under section 2. Added a comment. Will go into section 1. Replied section 2, will go to section 3. Replied to section 3, will go to section 3, directly underneath.

- Products area
  - Change pill buttons to rounded corners
  - Should view details open the layer?

- See all: layer design needs to be revised slightly, looks a bit squished.

Featured
- Needs to specify if they are featured video's or articles. If they're video's should say "featured video's. Maybe tag?

End of video products
- Visual needs to be revised

Notes

Video Page - User testing:

https://blogstg.bhphotovideo.com/explora/videos/photography/composition-technique/wedding-photography-tips-detail-shots-robert-harrington

For public use for testing:

https://blogdev.bhphotovideo.com/explora/videos/photography/dslr/first-look-canon-eos-7d-mark-ii

Should we show comments initially?

Problems:

1. Too many subcategories to show in a list

2. What should search results look like?

3. ~~EN~~ Are missing titles clear.

missing: 4.   is it   clear which page

add time.
Time
categories
Search results.   (general comments)
 ~~event space logic.~~
(work on titles)

_____

Sponsored video label.

Event space videos ->
? filters -> show "top level categories   or   categories

_____

Filter

Test

Goal: to get testers that are as closely matched to potential B&H customers as possible. Are we able to get existing B&H customers?

Do you make online purchases?

- Yes <move forward>
- No

Please select which websites (if any) you use to make online purchases:

- Amazon
- B&H <preferred>
- Best Buy
- Adorama
- Ritz Camera
- Other

How do you identify yourself?

- Professional photographer.
- Entertainment specialist.
- Total technophile.
- Movie/TV buff.
- Mobile fanatic.
- Blogger.
- Student.
- Business.
- All-around enthusiast.
- None of the above <do not move forward>

What is your Age Range?

- Under 21
- 21-24
- 25-45 <move forward>
- 46-60
- 61+

Category of Interest (Select all that apply)

- Photography
- Gaming

- Drones
- Pro Audio
- Computer
- Entertainment
- Mobile
- Pro Video
- None of the above <do not move forward>

TASKS

1st Goal - try to get the customer to act as natural as they would if they were browsing this page to see whats available

1. *Please read carefully* This test is on a section of our website, and is still being developed. Your comments and feedback are very valuable to make sure we are doing this right. Please don't hesitate to make negative comments where necessary. <making customer feel comfortable to criticize>
    Please ignore any spelling mistakes, or content errors (e.g. if it says there are 100 comments, but 0 comments show up). <reminding customers its not 100% accurate information>
2. Go to: https://blogdev.bhphotovideo.com/explora/videos
3. Spend up to 3 minutes *Exploring the site*. Feel free to click around. *Remember to speak your thoughts out loud* <Check here to see what the customer does about navigation>
4. If you haven't already please *Describe* what you think this page does, and what its for.
5. Navigate back to the Home Page <testing to see if the customer can find how to get home and see's the navigation correctly>
6. You should be here: https://blogdev.bhphotovideo.com/explora/videos. If this isn't where you are please click on the link.
7. From a scale of 1-10 how difficult/easy was it to get back to the home page?
8. Navigate to the DSLR Page
9. You should be here:
    https://blogdev.bhphotovideo.com/explora/videos/photography/dslr
10. From a scale of 1-10 how difficult/easy was it to find this page?
11. *Click* on any of the video's on the page. Move to the next task.
12. *Before Exploring* spend up to 1 minute to describe your initial impression of this page then move to the next task.
13. *Explore* the page for up to 1 minute, then move to the next task.
14. *Describe* for up to 1 minute what you like/dislike about this page and move to the next task.
15. How likely are you to return to this site again? Not at all likely/very likely
16. *Describe and demonstrate* what, if anything, was most frustrating about this website.
17. From a scale of 1-10 did you find it easy to navigate this website?
18. What do you think is missing from this page, if anything?

Page Logic

Ideas:

Recently searched should show up on search drop down
Video's should automatically continue playing if watched previously when logged in
Suggested video's based on recently searched & watched.