



June 26, 2015

# FUNimation Website Baseline

Creative

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- Gather quantitative and qualitative data in relation to the commonly performed tasks on the FUNimation website
- Provide a basis to Initiate a longitudinal Success & Satisfaction Study to be repeated at regular intervals
- Provide a basis to track Success & Satisfaction metrics over time

*This study was to explore  
Experiences of  
First Time Users*

## Why are we doing the study?

- To establish a baseline of operation to compare with future website enhancements
- To track success and satisfaction metrics of most common tasks over time as the website evolves
- To measure impact of future changes
- To identify areas of opportunity for optimization for existing customers
- To identify areas for improvement in relation to new/potential customers

## How do we measure?

- Collect task metrics
  - Time on task
  - Task success rates
  - Mean # of clicks to success
  - Mean unique page views
  - Click streams
  - Ease of Use and Time on Task satisfaction ratings
  - User comments

## How does this study fit in our plan?

- Data was gathered to provide a non-fanatical user view of website issues by tech savvy internet shoppers and those who regularly use streaming media
- Test participants were chosen from a pool of individuals who had never visited the FUNimation website before
- Create a foundation for future comparisons study between FUNimation and competitors' websites – *timing is TBD*

# Task Selection

## Research Objectives

- Identify representative tasks based on data and business expertise
- Construct tasks that align with common consumer needs

## Eighteen Tasks\*

### Task List:

- Home Page Initial Impressions (Randomized)
- Welcome Page Initial Impressions (Randomized)
- Find the number of episodes in a series
- Compare availability of episodes; Video vs Streaming
- Filter/Sort episodes
- Find distinguishing episode information (Dubbing)
- Find & watch episode – free player
- Shop for Merchandise & add to cart
- Shop for DVD & add to cart
- Find Info on Subscriptions
- Identify differences between Passes
- Purchase All-Access Pass
- Use Account Settings
- Find Simulcast Schedule
- Find info on streaming apps
- Find & watch episode – subscription player
- Interact with Member Area
- Check Out / Complete Purchases

\*Specific scenarios with details provided to participant

# Methodology

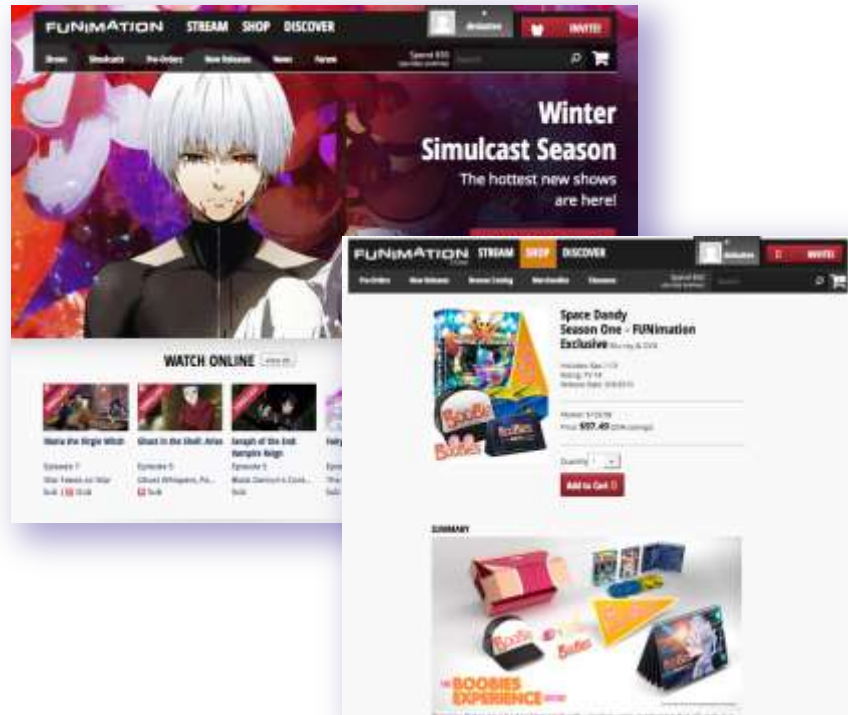
## Un-moderated Remote Study

- Designed the study in the UserZoom tool
- UserZoom assigned vendor to recruit hundreds of FUNimation **First Time Users** to participate in the study
  - 1128 started the test, 809 dropped out\* 319 complete all tasks in the test
- Gathered user click streams, time on task, satisfaction metrics and user feedback
- Study was done on BETA site from June 2, 2015 – June 23, 2015

## Participant Profiles (who completed the study)

- Gender
  - 32% Male
  - 68%Female
- Income
  - \$50K < \$75K (38%)
  - > \$75K (62%)
- Age ranges
  - 18 – 24 (16%)
  - 25 – 34 (53%)
  - 35 – 44 (31%)
- Education
  - > = High School (100%)
- Electronic device ownership
  - TV (98%)
  - Computer (96%)
  - Mobile Phone (93%)
  - Tablet (78%)
  - Game Console (77%)
  - Set-Top Box (38%)
- Electronic entertainment watching
  - Computer / TV (87% / 86%)
  - Smart Phone / Tablet (76% / 63%)
  - Game Console (54%)
  - Set-Top Box (35%)

\* Drop outs occurred due to length of the test and predominately during navigation tasks between website silos and purchasing products



## Scenario Example

You've decided to purchase the Blu-ray version of Season One of Space Dandy. Look over the products available. Your friend likes 'extra special' branded merchandise, so keep that in mind. Take note of the number of different sets available, their names, prices, and anything that makes them special and write it down. Add the product you've chosen to your cart

# Executive Dashboard (potential new customers)

Metric	FUNimation Score	Industry Average	Notes
NPS (-100 to +100 range)	-14%*	-14% (generic website) +33.5 (streaming service) +42 (online shopping)	Websites only, not products <b>Best of Breed:</b> Streaming: +56 Shopping: +64
SUS (100 pt. scale)	53 ('D-')	68 ('C')	System Usability Scale
Average Task Completion	35%	78%	Completed task <b>correctly</b> <u>and</u> <b>within time frame</b>
Average Task Difficulty Rating	5.0	4.8	Subjective Measure (7 pt. scale)
Average Time Outs	21%	N/A	Not able to complete task w/i time frame

\* As a website serving streaming content, the FUNimation website should be considered a 'product' and not simply a website. We should compare ourselves w/other electronic service providers <http://www.temkingroup.com/research-reports/net-promoter-score-benchmark-study-2014/> & <http://customergauge.com/news/2014-net-promoter-benchmarks/>

## Areas of Concern

- **Navigation** – 54% or more of users could not quickly determine Primary vs Secondary navigation, Logos, tag-lines or what 'subscribe' intended on the home page w/o interacting with it first.
- **Home Page Messaging** – No single, or one set of clear messages, resonated with first time visitors of the website.
- **Perceptions after Usage** – Perceptions of the website dropped by up to 7% after first time use.
- **Average Task Completion Rate** – First time users had an average task completion rate of 35% based on their 'correct' answers and completing the task w/i industry standard time frames.

# Executive Dashboard - Selected Comments



- *Navigation was tedious and the site itself was very cluttered. (Navigation)*
- *Navigation was cumbersome, couldn't just search for title, get number of search results, get episodes listed in search results (Navigation & Search)*
- *I could find the specific show easily, but it was difficult for me to find out details, especially year and dubbing (filter & sort)*
- *It was hard to filter episodes (filter & sort)*
- *When I initially searched for the shirt, it came back empty. I had to find the apparel section before it would allow me to search for the specific shirt, the search engine should work for the entire site. (Search & Siloed website)*
- *Finding the Tokyo ESP t-shirt was not easy. Pages took a long time to load (especially merchandise – subcategory apparel) (Search & NetSuite)*
- *I thought I had found the answer until you showed me the subscription table; I never found that. (Page layout & Navigation)*
- *I'm done with this survey, I don't care if I get my stupid \$\$ or not, this is horrid (Frustrating user experience)*
- *I'm telling EVERYONE how much I hate FUNIMATION! (Negative Customer Experience)*
- *When I looked at my shopping cart all the items were there, but when I tried to check out it told me my shopping cart was empty. I tired multiple times, and it never allowed me to even check out. VERY FRUSTRATING (Shopping Cart)*
- *How am I supposed to know to go to the Discover Tab to find an App? (Taxonomy / Navigation)*
- *I had no idea even where to start, so I gave up out of total frustration (User Account / Profile Area)*
- *For the most part, the website is organized. There's just some confusion with the "Stream Shop Discover" division (Navigation)*
- *The streaming sections worked very well, but I do not trust the merchandise section of the website. (Shop)*
- *Finding apparel and getting the selection screens to work was impossible for me to do in 3 minutes. (Shop)*
- *I am very skilled at online shopping. I know how to find objects. I could not locate Space Dandy Merchandise at all. It said there was NONE available (Navigation)*

# Areas of Concern

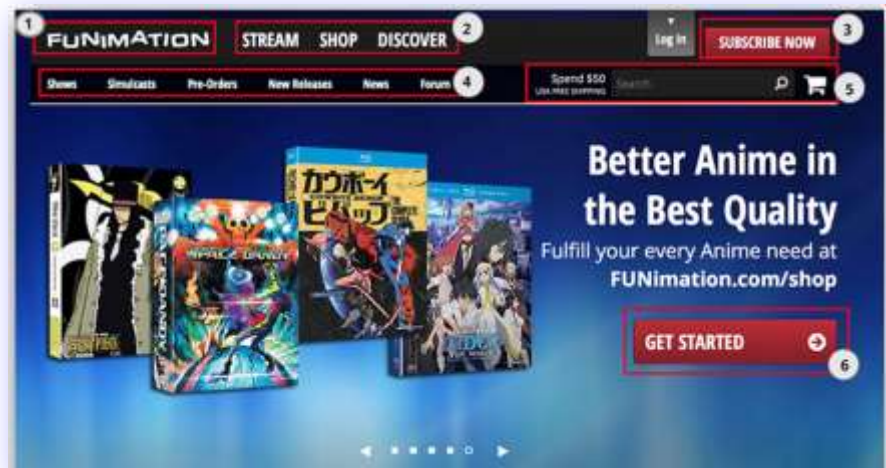
Navigation



# Navigation

Task: “Focus on the area that is numbered “x”. Of the responses listed below, choose the BEST response which most closely matches your INITIAL impression of that area. (choose one)

*Unclear Navigation / CTAs  
Confusion  
Missed Opportunity*



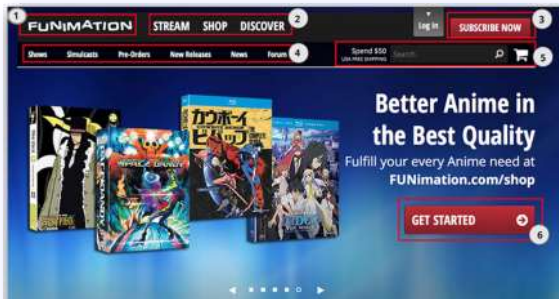
- More than 47% of first time users failed to realize that “FUNimation” was more than the company logo
- Only 46% of first time users realized that “STREAM SHOP DISCOVER” is the website main navigation bar
- 22% of first time users thought that “Subscribe Now” was to sign up for emails, sales and Anime news
- 14% of first time users mistook “Shows Simulcasts Pre-orders New Releases News Forum” navigation elements for the website main navigation
- 14% of first time users said they’d have to interact with the “GET STARTED” button before they could figure out what it means and where it takes them

# Navigation



“Search/shopping cart area”  
 “Shows Simulcasts...”  
 “SUBSCRIBE NOW”  
 “STREAM SHOP DISCOVER”  
 “FUNimation”  
 “GET STARTED”

Task: “Focus on the area that is numbered “x”. Of the responses listed below, choose the BEST response which most closely matches your INITIAL impression of that area.



1. “FUNimation”
2. “STREAM SHOP DISCOVER”
3. “SUBSCRIBE NOW” button
4. “Shows Simulcasts Pre-Orders New Releases News Forum”
5. Search/shopping cart area
6. “GET STARTED”

*Unclear Navigation / CTAs  
 Confusion  
 Missed Opportunity*

Customer Assumption	1	2	3	4	5	6
This is the Logo (the branding stamp of the company)	35%	6%	5%	3%	4%	2%
This is simply the name of the company, it has no other function	12%	2%	2%	3%	2%	2%
This is the “Home” link for the website and the name of the company	18%	3%	4%	2%	4%	6%
This is the “Home” link for the website and the Logo	18%	6%	4%	4%	4%	6%
This is the tag line (slogan)	3%	6%	2%	2%	1%	3%
This is the Main navigation menu for the website	2%	46%	3%	14%	4%	6%
These are all the categories contained under the Main navigation menu	2%	9%	3%	33%	2%	1%
This is a listing of links that the company thinks are important to you	0%	6%	0%	10%	2%	3%
This searches the entire website for everything Anime related	2%	4%	2%	9%	25%	9%
This searches only items you can buy	1%	2%	3%	1%	19%	6%
This searches only the active area you happen to be in	1%	1%	1%	3%	4%	2%
This is a Google search	3%	1%	3%	1%	4%	1%
This is a link for signing up for emails, sales and news about Anime	2%	1%	22%	4%	1%	6%
This is a link to sign up for a Free-Pass to watch Anime	0%	1%	4%	3%	2%	7%
This is a link to purchase subscriptions for streaming Anime	0%	1%	39%	3%	6%	9%
It is not completely clear what this is, what this means, or what it does without trying to interact with it first	1%	4%	1%	4%	4%	14%
These are sections of the home page	1%	2%	2%	3%	4%	2%
This is where I can go and buy Anime DVD/Blu-rays	3%	3%	1%	2%	14%	16%

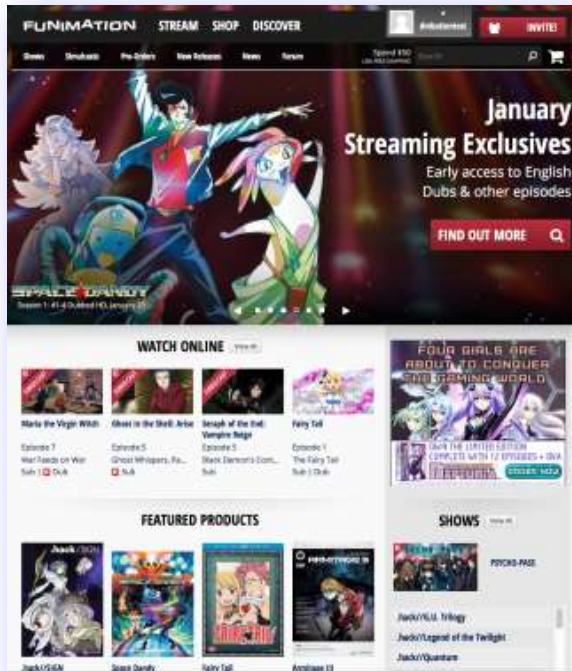
# Areas of Concern

Home Page Messaging



# FUNimation Home Page Messaging

“Based on your initial review of the website home page select all of the below that you feel apply to the FUNimation website. Do NOT over think this, give us your INITIAL feeling based on what you just saw.” (select all that apply)



Impression	%
The FUNimation website sells Anime DVDs/Blu-rays	57%
The FUNimation website offers simulcasts of Anime shows	66%
The FUNimation website sells Anime branded merchandise	48%
The FUNimation website offers paid memberships to watch Anime online	60%
The FUNimation website offers streaming of Anime shows AND movies	56%
The FUNimation website offers free memberships to watch Anime online	25%
The FUNimation website has a social media presence on Facebook, twitter, google+, YouTube, Pinterest and tumblr	38%
The FUNimation website has a fan forum where members can talk and share information about Anime	32%
The FUNimation website has information about Anime Conventions	23%
The FUNimation COMPANY is in the entertainment industry	33%

**No Clear, Consistent Message**  
 Missed Opportunity to state your purpose

*When someone comes to your website you have a VERY limited time to try to reach them with your message before they click the back button and never come back again. We call this the 30 second rule, and often that window of opportunity can be even shorter than that.*

# Areas of Concern

Perceptions After Usage

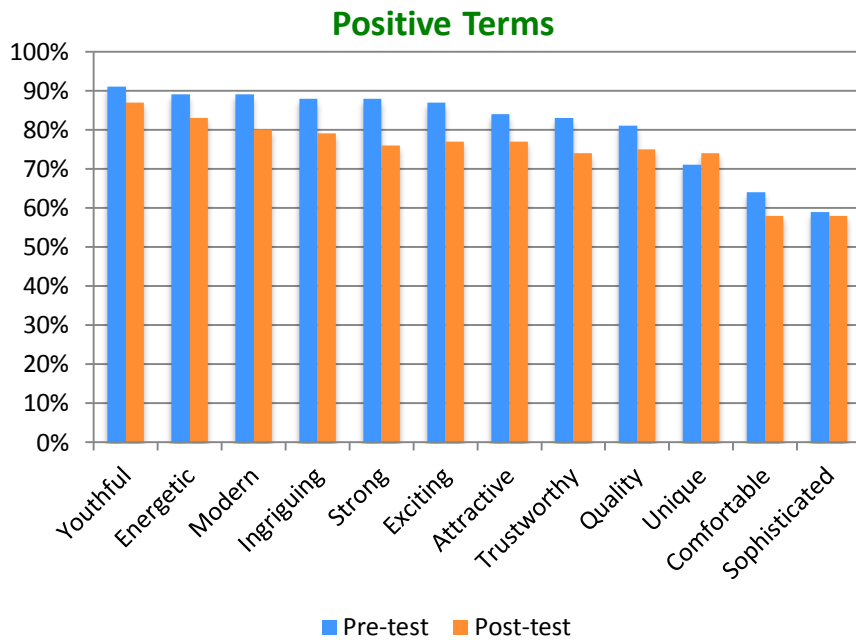


# Paired Descriptor Comparison (pre/post test)

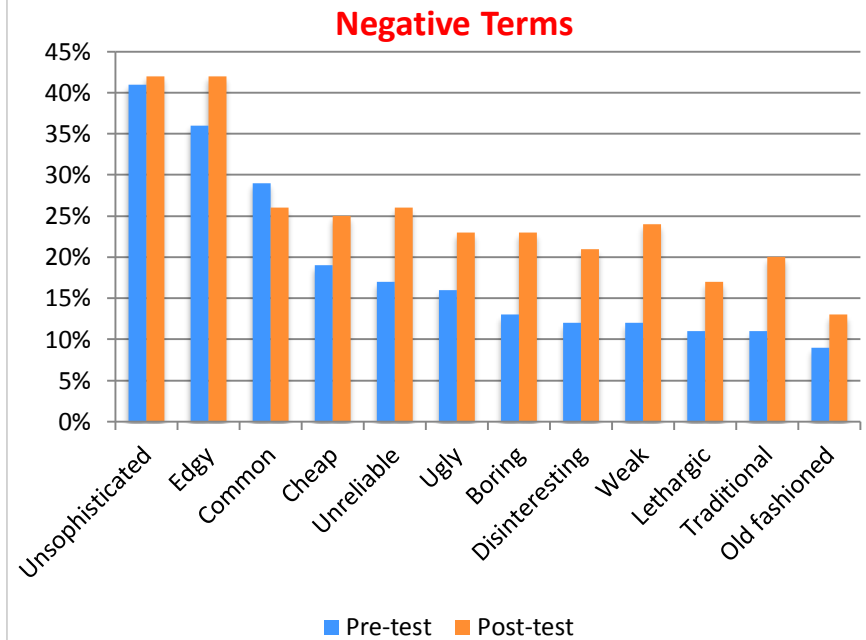
- The overall perception of the website DECREASED after use.
- Participants were presented with 24 opposed pair descriptors (modern/old fashioned, quality/cheap, etc) and asked to select one of the two descriptors that best describes the website. This was done pre-test (visual inspection before use) and post-test (after completing all tasks)
- In almost all cases negative descriptors were used MORE often to describe the website post-test (Old Fashioned, disinteresting, boring, ugly, unreliable, cheap)
  - A 6.3% INCREASE in the use of NEGATIVE descriptors was observed after test participants used the website to perform customer tasks.
- In almost all cases positive descriptors were used LESS often to describe the website post-test (attractive, exciting, intriguing, strong, modern)
  - A 7% DECREASE in the use of POSITIVE descriptors was observed after test participants used the website to perform customer tasks.

# Paired Descriptor Comparison (pre/post test)

A 7% DECREASE in the use of POSITIVE descriptors was observed after test participants used the website to perform customer tasks



A 6.3% INCREASE in the use of NEGATIVE descriptors was observed after test participants used the website to perform customer tasks.



# Areas of Concern

Task Completion Rates / Error Rates



# Task Completion & Error Rates

- **41%** of first time users could not search, filter, sort and add merchandise to their shopping cart within a three minute time frame.
- Whereas first time users may think they have found the correct information on subscriptions and pass levels, up to **70%** of responses indicate that information is not presented a clear or concise manner or that fragments of information are located throughout the website that users believe to be a full reveal.
- **25%** of first time users were not able to find specific information about streaming apps. Confusion came about through having to search under “DISCOVER” and leaving the FUNimation website to view options and prices.
- Even though the term ‘simulcast’ was explained to the first time users, they had some confusion understanding the simulcast listing.
- **41%** of first time users had failures checking out using the shopping cart due to not being able to find merchandise, inability to add merchandise to their carts, issues with NetSuite response times and failure to notice “You May Also Like” merchandise sections during checkout.

# Success Metrics Summary



- % Correct was consistently 50% and Below
- Average # of Page clicks indicate searching in multiple places
- Consistent failure to complete tasks within normal shopping time limits

Task	N	% Correct (accomplished correctly and within time frame)	Avg. # Clicks	Time Limit (min)	% Time Out	Avg. Unique Page Views
# of online episodes	382	18%	6	2	27%	3
DVD episodes vs online episodes	375	24%	6	2	19%	2
Filter episodes	367	21%	8	2	32%	3
Find Dubbed episodes	360	49%	7	2	14%	2
Find Mdse & add to cart	343	N/A	11	3	41%	5
Find DVD set via characteristics	341	N/A	8	3	13%	8
Find subscription info	337	21%	3	3	7%	2
Find Pass differences	331	50%	2	2	29%	2
Purchase a Pass	325	N/A	19	5	10%	4
Account settings	325	N/A	12	5	5%	2
Find simulcast schedule	323	28%	7	3	7%	3
Find streaming app	324	25%	5	3	10%	3
Change member settings	319	33%	5	3	6%	2
Check out / shopping cart	319	59%	6	3	17%	3

\*\* Data shown from users who successfully completed task with (1) Correct answers (2) who did not time out (3) who did not abandon the task

\* Data collected only from those who successfully completed the task

# Areas of Concern

Welcome Page vs Home Page



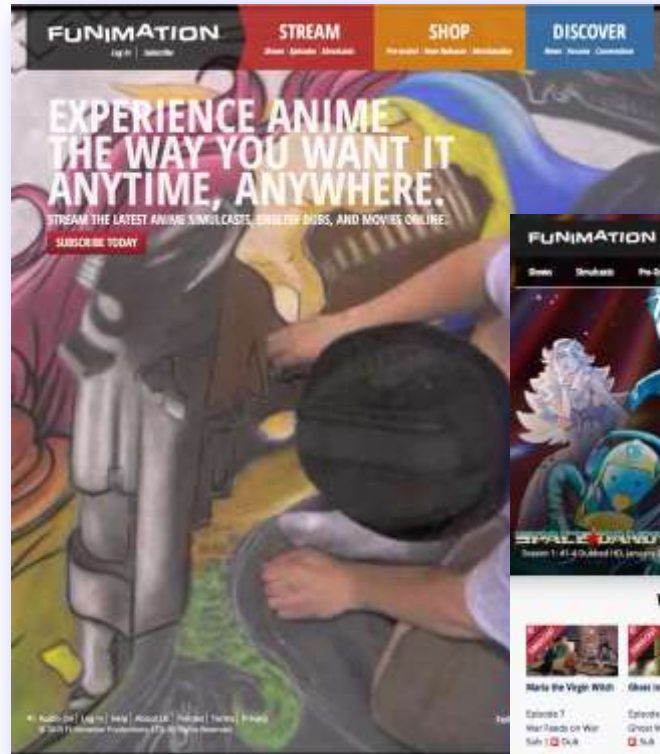
# Home Page vs Welcome Page Impressions

## Comparison Study

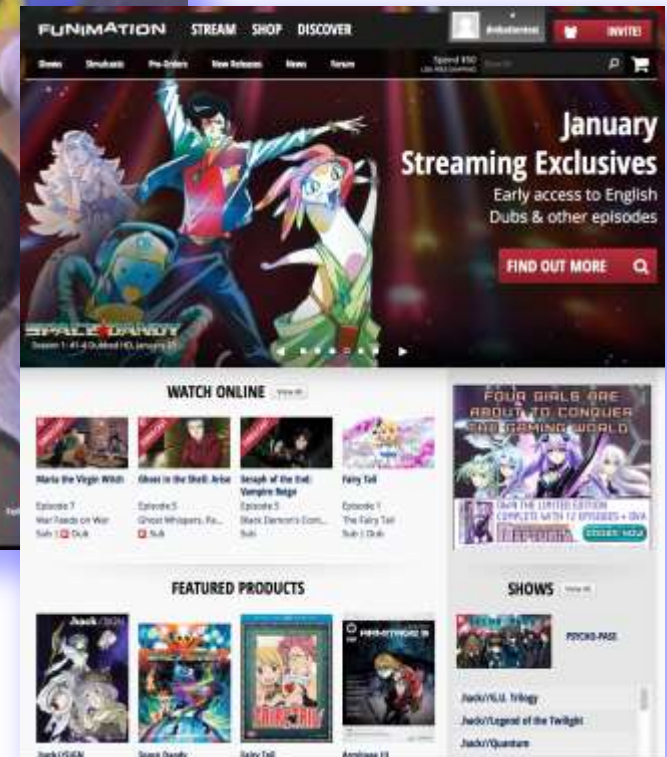
- Randomized comparison
- 30 second viewing of page
- Conveyed Perceptions
- Aesthetic impressions
  - Clutter
  - Trust
  - Appropriateness
- N=196

Welcome Page is interesting  
and  
has Redeeming qualities

*This is where the 30 second rule comes into play, and it's an important rule to remember*



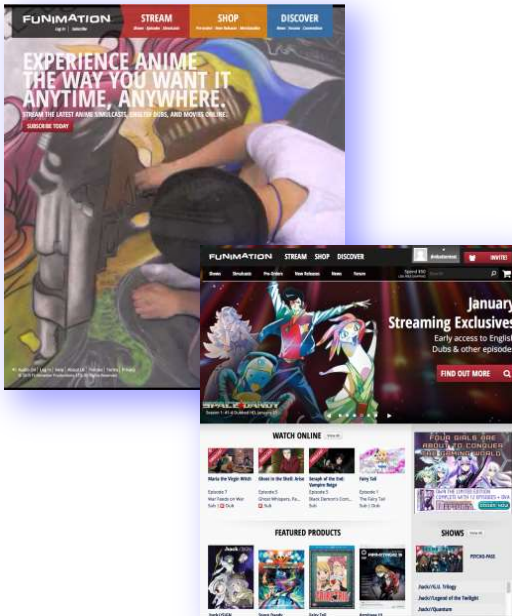
*When someone comes to your website you have a VERY limited time to try to reach them with your message before they click the back button and never come back again. We call this the 30 second rule, and often that window of opportunity can be even shorter than that.*



# Home Page vs Welcome Page Impressions

## Comparison Study

- Randomized comparison
- Aesthetic impressions
  - Clutter
  - Trust
  - Appropriateness
- Conveyed Perceptions
- Word Cloud Analysis



Page Viewed	N	Male/Female	Time Viewed	Attractiveness Avg.	Clutter Avg.	Trust Avg.	Appropriateness Avg.
Home Page	195	55/140	30 sec	5.7	3.6	5.5	5.9
Welcome Page	189	53/136	30 sec	5.5	3.6	5.5	5.8

- On a scale of 1 to 7 where 7 is most attractive and 1 is least attractive, rate the attractiveness of the FUNimation Home/Welcome page.
- On a scale of 1 to 7 where 7 is most cluttered and 1 is least cluttered, rate how cluttered you feel the FUNimation Home/Welcome page is
- On a scale of 1 to 7 where 7 is most trustworthy and 1 is least trustworthy, rate your initial impressions of the trustworthiness of the FUNimation website just by viewing the Home/Welcome page
- On a scale of 1 to 7 where 7 is most APPROPRIATE (in your own mind) for a Streaming Media, Video Sales and Merchandise Company and 1 is least APPROPRIATE for a streaming media, Video Sales (DVD/Blu-ray) and Merchandise Company (Branded T-shirts, etc), rate how APPROPRIATE you feel the FUNimation Home/Welcome page is

*No Difference on the Semantic Differential Scale*

\***Semantic differential** is a type of a rating **scale** designed to measure the connotative meaning of objects, events, and concepts. The connotations are used to derive the attitude towards the given object, event or concept.

# Home Page vs Welcome Page Impressions Comments



Having seen both the Home page and the Welcome page, the Welcome Page should replace the Home page – 34%

Why can't you make the Home Page just a simplified and engaging as the Welcome Page? It's Great! – 21%



Engaging  
Interesting

"I think that the Welcome Page is much more engaging and I think people interested in Anime would appreciate it much more"



★ "The Welcome Page was amazing. Made me actually want to peruse the website and I've never been interested in anime".

"Welcome page is more appealing with a simple design than the home page"

★ "I like the Welcome page WAY more than the home page and I feel that there is not enough "set up" or "Introduction" on the home page. If I had JUST seen the home page, I would most definitely **NOT** be using your website because it's only goal to me seems to be "GET THEIR MONEY" and I don't get the vibe that there's a community or anything else"

"The welcome page makes it much easier to get a basic idea about what is offered without distraction."

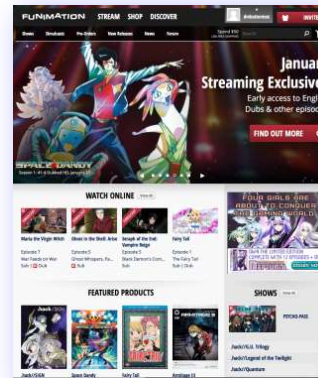
"The welcome page would turn me off if I was shopping for my kids because I don't care to see Anime in action."



"There is too much going on and its very easy to get confused"

"It's just one more hoop to jump through to get to the website"

"It was good to have the moving images for the simple fact that it's main goal is to sell media/video related things. I feel it's bad that I immediately felt like I was 'attacked' with one of those annoying pop-up ads and felt the urge to close the page."



Having seen both the Home page and the Welcome page, the Welcome Page is an unnecessary extra step to get to the content I want – 31%

The Welcome Page is so totally different from the Home Page that I'd wonder if I'm still in the same website if I went from the Welcome Page directly to the Home Page– 14%



Traditional  
Expected

"Both will work, but I like the Home Page better."



"...the home page was good too"

"The Welcome page is so busy compared to the home page, which I like more"

"It's all too boring looking except for the welcome page"



# Areas of Concern

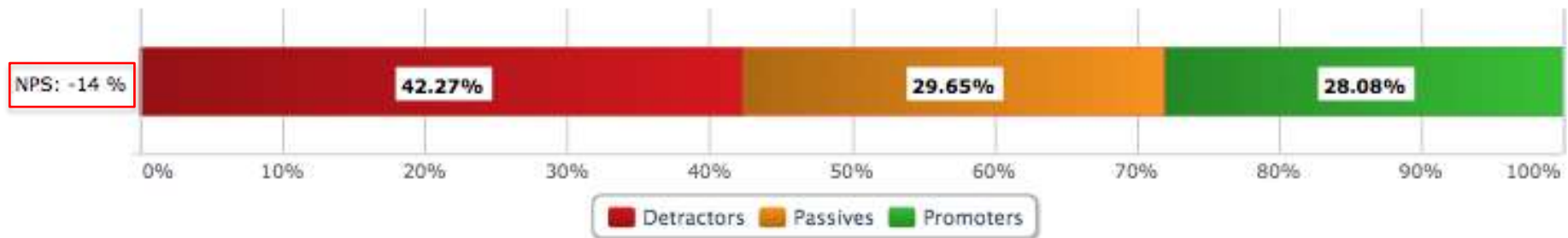
NPS and SUS Results



# NPS scoring (-14) N=316

The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.

- It costs a company much more money to win back a detractor as opposed to keeping promoters.
- The reverse is true with a customer enthusiast and promoter. They'll buy more from the company they love, they'll need less customer service and will refer friends and relatives. Free publicity from a promoter means the company need not spend as much on marketing and advertising.



Whereas the NPS average for websites in general is -14, online entertainment sites range from +11 to +56 and online shopping websites range from +19 to +64 (<http://customergauge.com/news/2014-net-promoter-benchmarks/>)

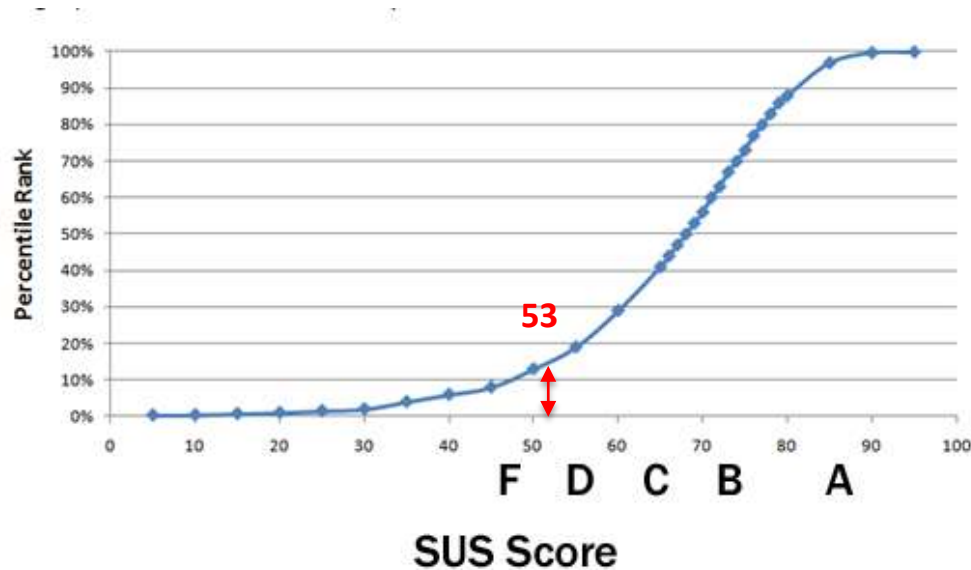
## Entertainment

Position	Company	Score
Leading	Pandora	+56
Second	Netflix	+54
Trailing	Blockbuster on Demand	+11

## Online Shopping

Position	Company	Score
Leading	Amazon.com	+64
Second	Zappos.com	+60
Trailing	Google Shopping	+19

# System Usability Scale (SUS) scoring (53) N=316



On a scale of 1 to 5, where 1 is “Strongly Disagree” and 5 is “Strongly Agree”, Rate your agreement with the statements below:

- I think that I would like to use this website frequently
- I found this website unnecessarily complex
- I thought this website was easy to use
- I think that I would need the support of a technical person to be able to use this website
- I found the various functions in this website were well integrated
- I thought there was too much inconsistency in this website
- I would imagine that most people would learn to use this website very quickly
- I found this website very cumbersome to use
- I felt very confident using this website
- I needed to learn a lot of things before I could get going with this website

The System Usability Scale (SUS) was first used by John Brooke in 1986.

SUS is technology independent and has since been tested on hardware, consumer software, websites, cell-phones, IVRs and even the yellow-pages.

It has become an industry standard with references in over 600 publications and is the premier measure of perceived usability and learnability.

The ‘average’ SUS score for a website is 68 (grade of ‘C’); anything below 68 is considered below ‘average’ in this domain.

# Detailed Analysis of Tasks



# Scenarios and Tasks Summary

Task #	N	% Correct	T/O Limit (min)	% Time Out	Description	Validation
1	382	18%	2	27%	How many online episodes of "Space Dandy" are available for viewing? Do NOT use the search function for this task.	26
2	375	24%	2	19%	You are still looking for episodes of "Space Dandy", Can you get all of the episodes that can be watched online on DVD/Blu-ray? Do not use the "Search" function.	No
3	367	21%	2	32%	How many episodes of Space Dandy that can be watched online were released in 2013 and rated 5 stars in popularity?	5
4	360	49%	2	14%	How many episodes of Space Dandy that can be watched online are audio dubbed (voice overs in English)?	13
5	350	N/A	10	N/A	Find and watch part of the "Black Butler Episode "His Butler, Able" Use the Video controls at the bottom on the screen to change your viewing experience. Feel free to experiment with them.	Feedback Only See Video Player Chart
6	343	N/A	3	41%	Find and view the product description pages for the below listed items. Then add those items to your shopping cart IN THIS ORDER; ANY "Tokyo ESP" T-Shirt, ANY "Black Butler" DVD set and the FUNimation Mascot Plush Toy. Check your shopping cart afterwards	Feedback/ TimeOut
7	341	N/A	3	13%	You've decided to purchase the Blu-ray version of Season One of Space Dandy . Look over the products available. Your friend likes 'extra special' branded merchandise, so keep that in mind. Take note of the number of different sets available, their names, prices, and anything that makes them special and write it down. Add the product you've chosen to your cart	Feedback / TimeOut
8	337	21%	3	7%	Explore all the ways someone can have an account to watch streaming video on FUNimation.com and take note of any differences / options / prices that might be available.	Knowing that only All- AccessPass allows store promotions
9	331	50%	3	29%	You're wondering what the difference is between "Subscribing" and the "FreePass" for watching Anime. Explore the website and see if you can find the answer.	FreePass allows for limited Anime w/ Ads
10	325	N/A	5	10%	Find and sign up for the ONE MONTH All-AccessPass . Also note how much the yearly and monthly subscription costs are for ALL the Paid Passes and the options for trials and free subscriptions	Feedback / TimeOut

# Scenarios and Tasks Summary



Task #	N	% Correct	T/O Limit (min)	% Time Out	Description	Validation
11	325	N/A	5	5%	Finish setting up your account on the FUNimation website. Make sure to enter such information as your location, and favorite bands, interests, etc (make things up, you're not required to put your real info in here). Find where you can change your privacy settings to "Hide Age and Date of Birth". Change those privacy settings to "Hide". "Save" your changes	Feedback / TimeOut
12	323	28%	3	7%	Find what day of the week and time of day "Assassination Classroom" is 'simulcast'. Write this information down. Click "Finished" when you have completed this task.	Responses / TimeOut
13	324	25%	5	10%	Find out if an app exists for a Roku player, an Android tablet and any associated costs of such apps.	Responses / Timeout
14	322	N/A	10	4%	(Premium Player) Go back and watch the "Black Butler" episode "His Butler Able" (you don't have to watch all of it). Pay attention to the features/functions and controls of the video player that you are given when you are a paid subscriber. When you feel you've explored the player and its controls/features/functions, click "Finish" to proceed to questions	Feedback only
15	319	N/A	3	6%	Find out where you can find the listing showing that you watched some of the "Black Butler" episode "His Butler, Able".	Feedback / TimeOut
16	319	N/A	3	17%	Go to your shopping cart and check out using the fake credit card number provided.	Feedback / TimeOut

# Find Number of Episodes

## Task Description:

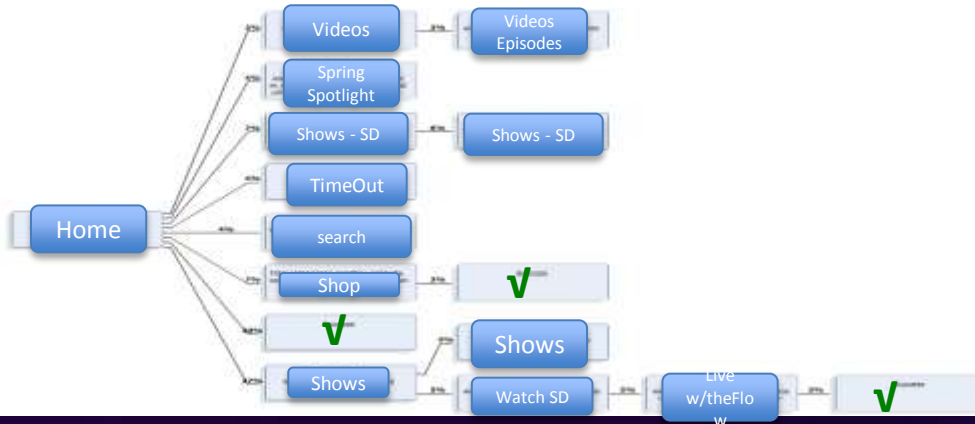
How many episodes of “Space Dandy” are available for viewing online? Do NOT use the search function

- Success Rate **18%**
- Of those who successfully completed the task:
  - There is a “Learning Curve” to navigating the website
  - Most doubled back to the home page to restart the search
  - Customers navigated to “Shows” instead of “Episodes”
  - Customers exhibit confusion between meaning of “Shows” & Episodes

## Usability Metrics

Confident/Very Confident in answer provided	Avg. time to complete task/Sd	Avg. Unique Page Views/Sd	Avg. Clicks to completion/Sd
74%	0:56/:29	3/2	6/6

## Dominant Path (<4% paths removed)



## Top Insights

- “Shows” vs “Episodes” causes confusion
- Navigation requires a learning curve
- Most doubled back to the home page to restart the search after getting lost

## Difficulties Encountered

- Not enough product details / missing details (31%)
- Could not locate the information ( 43%)
- Process took too long / too many steps (28%)
- I did not know where to begin (24%)
- Website is disorganized (14%)
- Too much scrolling (17%)
- Pages of the site are confusing / cluttered (14%)
- Navigation of the site is confusing / illogical (11%)
- Not enough feedback on my actions to let me know I’ve completed a step (11%)

## Quotes:

*“It took me a couple of searches to get used to it. For the first couple I was incredibly overwhelmed and had no idea what was going on. ”*

*“It was hard to drill down to the needed information”*

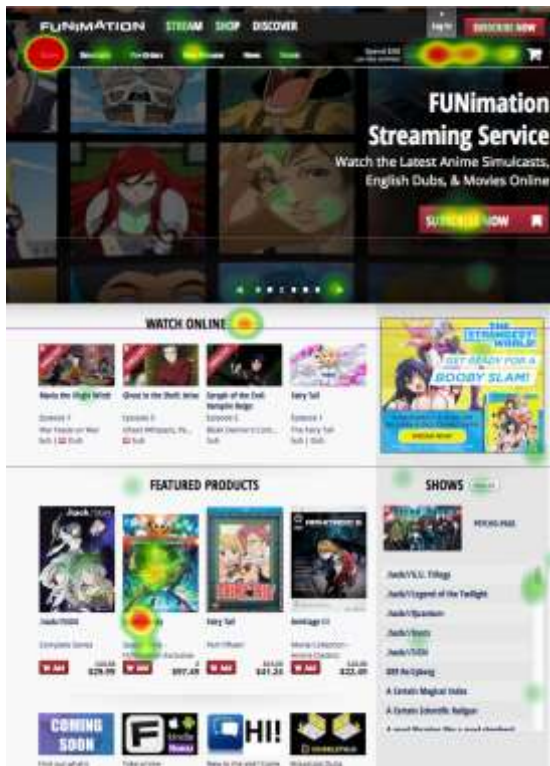
*“It took me longer to find episodes after clicking “Shows””*

# First Click Analysis

## Task Description:

How many episodes of “Space Dandy” are available for viewing online?

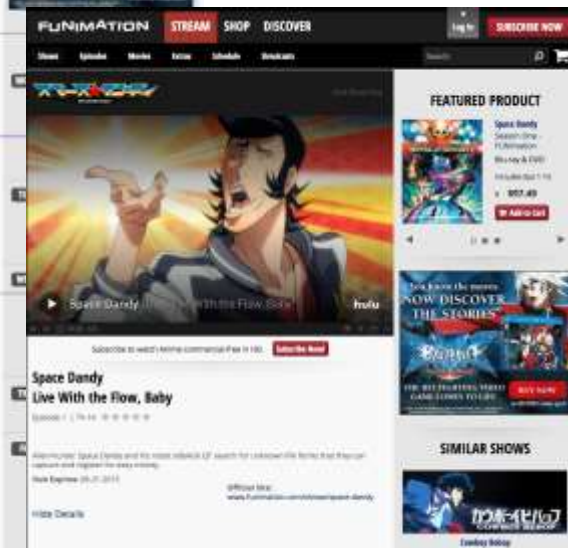
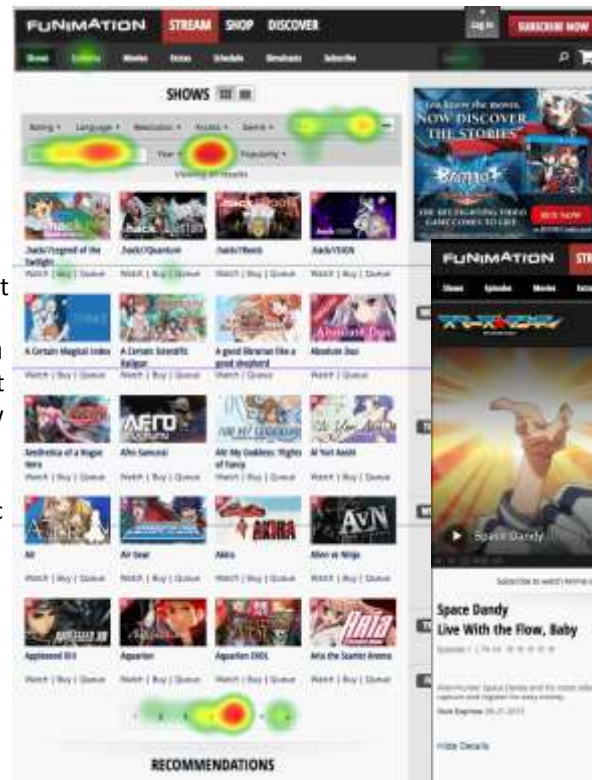
- Success Rate **18%**
- Many users took the “Show” route
- Many others users clicked the “Featured Product”, Subscribe Now, Watch Online, others ignored the instructions and used the search function.



When users took the “Show” route (left), very few went to episodes on the following page (right).

Most Immediately paged through the listings and used the “show search widget” to find a show, but this is problematic as selecting a show takes you to a page with a video that gives no indication on how to get to episodes.

This is further problematic as the original question primed the users actions by using the term “episodes” in the task.



Research has shown that when users' first click is down the right path, **87%** eventually succeed. When they click down an incorrect path, only **46%** eventually succeed. <http://www.measuringu.com/blog/first-click.php>

# Compare Online Episodes w/DVD Blu-ray

## Task Description:

You are still looking for episodes of “Space Dandy”, can you get all of the online episodes on DVD/Blu-ray? Do not use the search function

- Success Rate **24%**
- Of those who successfully completed the task:
  - Customers navigated to “Shows” instead of “Episodes”
  - Customers exhibit confusion between meaning of “Shows” & Episodes

## Usability Metrics

Confident/Very Confident in answer provided	Avg. time to complete task/Sd	Avg. Unique Page Views/Sd	Avg. Clicks to completion/Sd
75%	0:47:28	2/1	6/6

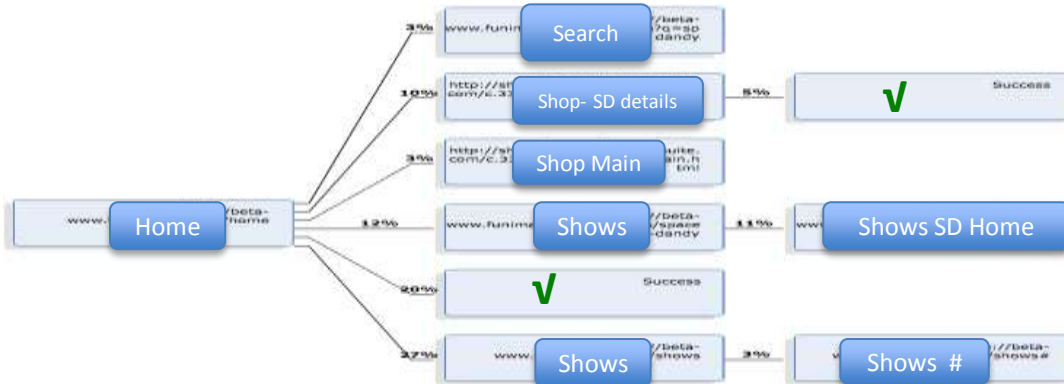
## Top Insights

- “Shows” vs “Episodes” causes confusion

## Difficulties Encountered

- Not enough product details / missing details (31%)
- Could not locate the information ( 43%)
- Process took too long / too many steps (28%)
- I did not know where to begin (24%)
- Website is disorganized (14%)
- Too much scrolling (17%)
- Pages of the site are confusing / cluttered (14%)
- Navigation of the site is confusing / illogical (11%)
- Not enough feedback on my actions to let me know I’ve completed a step (11%)

## Dominant Path (<4% paths removed)



# First Click Analysis

## Task Description:

You are still looking for episodes of “Space Dandy”, can you get all of the online episodes on DVD/Blu-ray? Do not use the search function

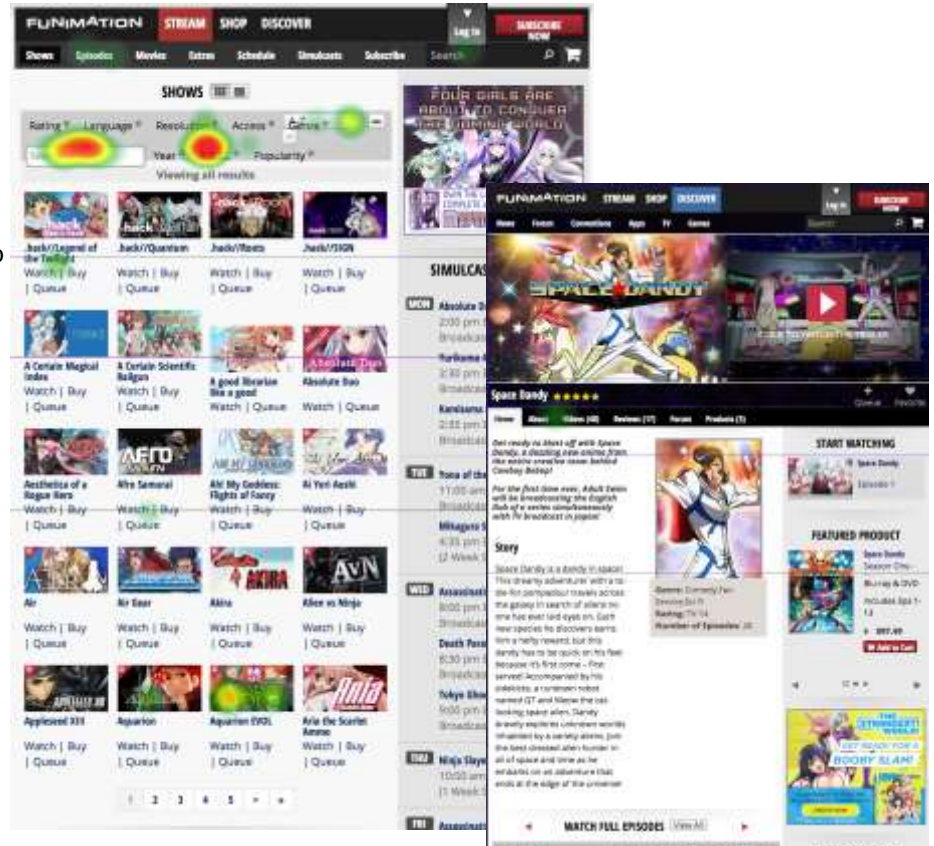
- Success Rate **24%**



Most users continue to go down the “Shows” route.

There is an indication that users are going down the “Shop” and “Product” pathways to get information to compare to online content.

The “Shows” pathway continues to be problematic, as once they go down shows, they repeat the process of the prior task to end up at either a video page or the product page



Research has shown that when users' first click is down the right path, **87%** eventually succeed. When they click down an incorrect path, only **46%** eventually succeed. <http://www.measuringu.com/blog/first-click.php>

# Episode Sort/Filter

## Task Description:

How many episodes of Space Dandy that can be watched online were released in 2013 and rated 5 stars in popularity?

- Success Rate **21%**
- Of those who successfully completed the task:
  - Users navigated to “Shows” instead of “Episodes”
  - Users exhibit confusion between meaning of “Shows” & Episodes

## Usability Metrics

Confident/Very Confident in answer provided	Avg. time to complete task/Sd	Avg. Unique Page Views/Sd	Avg. Clicks to completion/Sd
61%	0:54/:35	3/2	8/8

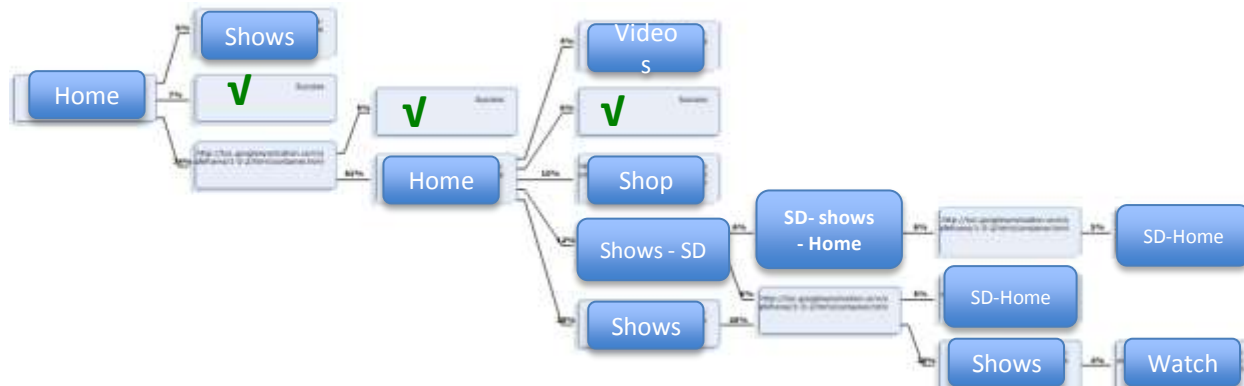
## Top Insights

- “Shows” vs “Episodes” causes confusion

## Difficulties Encountered

- Not enough product details / missing details (31%)
- Could not locate the information ( 43%)
- Process took too long / too many steps (28%)
- I did not know where to begin (24%)
- Website is disorganized (14%)
- Too much scrolling (17%)
- Pages of the site are confusing / cluttered (14%)
- Navigation of the site is confusing / illogical (11%)
- Not enough feedback on my actions to let me know I’ve completed a step (11%)

## Dominant Path (<4% paths removed)



# First Click Analysis

## Task Description:

How many episodes of Space Dandy that can be watched online were released in 2013 and rated 5 stars in popularity?

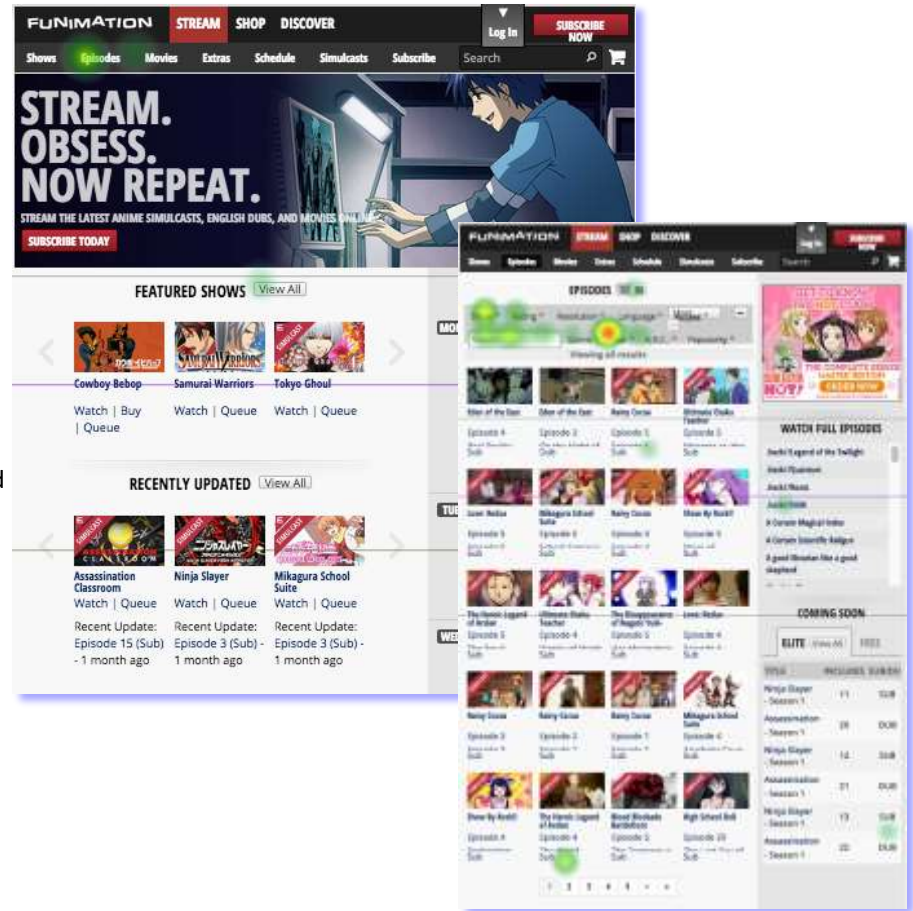
- Success Rate **21%**



By the third task, more (but not a significant number of) users are taking the 'Stream' pathway, but significant numbers are still going down "Products" and "Shows" leading to high failure rates.

When users go down the "Stream" pathway, they start choosing / searching for 'Shows' and then filtering and sorting to find the episodes.

It took the third try to get a measurable amount of users to the correct pathway



Research has shown that when users' first click is down the right path, **87%** eventually succeed. When they click down an incorrect path, only **46%** eventually succeed. <http://www.measuringu.com/blog/first-click.php>

# Product Compare DVD/Blu-ray vs Online Content



## Task Description:

How many episodes of Space Dandy that can be watched online are audio dubbed (voice overs in English)?

- Success Rate **49%**

## Usability Metrics

Confident/Very Confident in answer provided	Avg. time to complete task/Sd	Avg. Unique Page Views/Sd	Avg. Clicks to completion/Sd
70%	0:46/:30	2/1	7/7

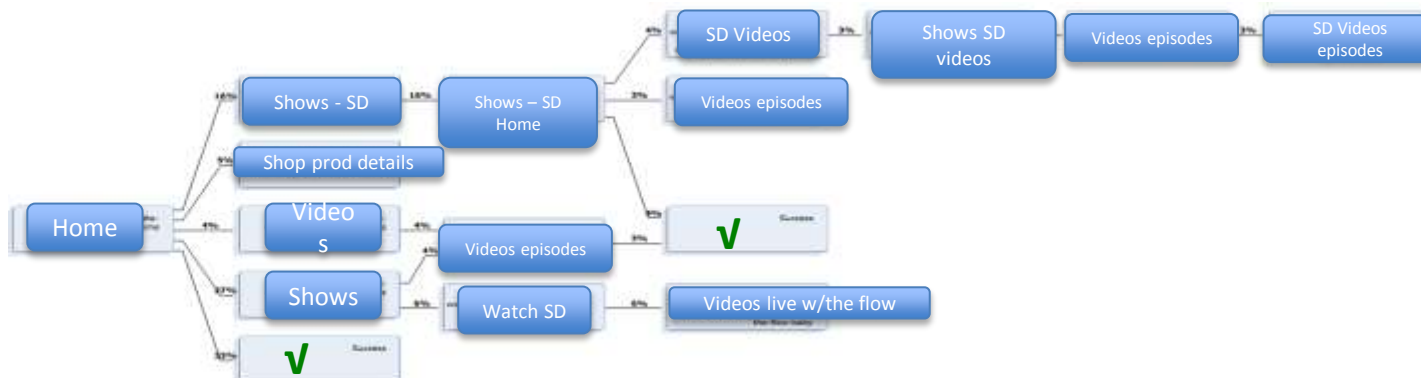
## Top Insights

- “Shows” vs “Episodes” causes confusion

## Difficulties Encountered

- Not enough product details / missing details (31%)
- Could not locate the information ( 43%)
- Process took too long / too many steps (28%)
- I did not know where to begin (24%)
- Website is disorganized (14%)
- Too much scrolling (17%)
- Pages of the site are confusing / cluttered (14%)
- Navigation of the site is confusing / illogical (11%)
- Not enough feedback on my actions to let me know I’ve completed a step (11%)

## Dominant Path (<4% paths removed)

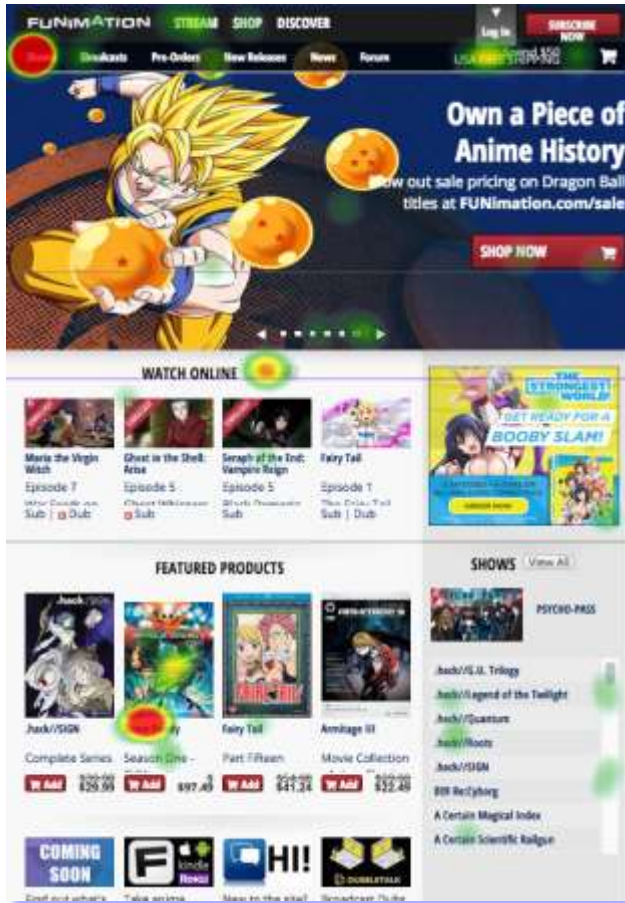


# First Click Analysis

## Task Description:

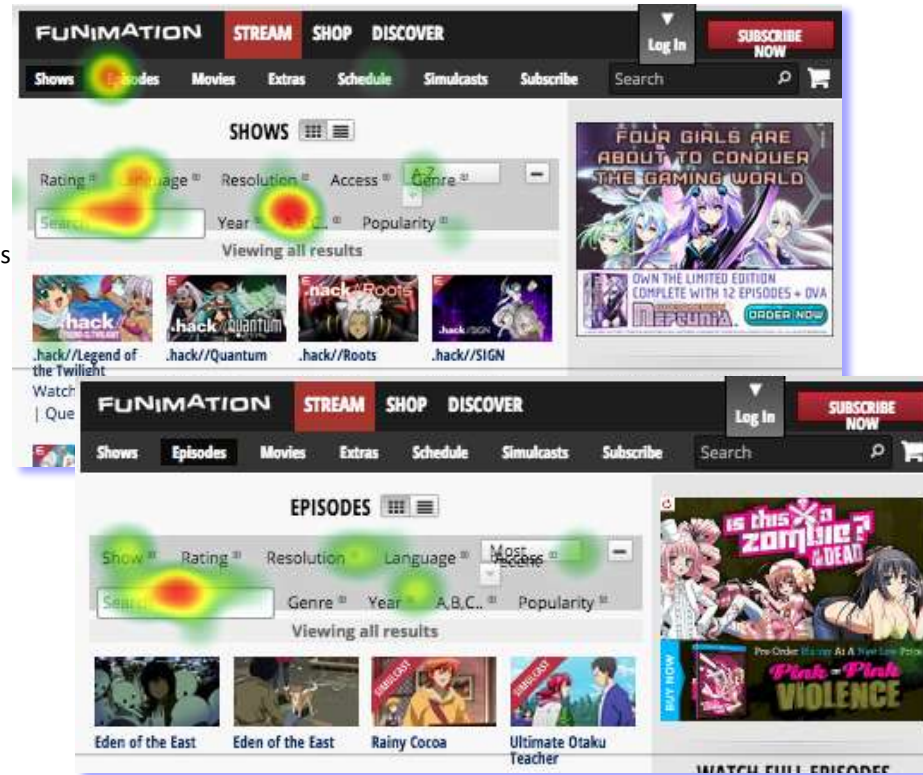
How many episodes of Space Dandy that can be watched online are audio dubbed (voice overs in English)?

- Success Rate **49%**



By the fourth task, we are still not seeing significant movement through the “Stream” pathway, but when users DO go down the stream pathway, we see more using the “Episodes” link which leads to higher utilization of the filter & sort.

We might conjecture that the users are learning the difference between “Shows” (Series) and “Episodes”.



Research has shown that when users' first click is down the right path, **87%** eventually succeed. When they click down an incorrect path, only **46%** eventually succeed. <http://www.measuringu.com/blog/first-click.php>

# Space Dandy Task Summary / Comments

## All Space Dandy Search/Filter Tasks

- Average Success Rate **28%**

### Usability Metrics

Perceived Ease of Completing Tasks	Satisfaction with time to complete tasks
43%	49%

It was hard to find what I was searching for.

This is a VERY confusing site

No ability to limit the items I am looking for or to search by year, etc

I had assumed that everything would be in alphabetical order, but this was not the case. I was not able to find where I could purchase box sets...

It took me longer to find episodes after clicking shows

Difficult to filter down...

I was wrong in some of my answers but didn't realize it until I did some other tasks

I thought I found the answer, but it wasn't one of the options, so I am sure I was wrong

IT WAS TIME CONSUMING

It's an awkward layout, there are WAY TOO MANY search locations and divisions of material. NOT GOOD

I could not find the information about the star ratings

# Free Video Player – Black Butler

## Task Description:

Find and watch part of the “Black Butler Episode “His Butler, Able”  
Use the Video controls at the bottom on the screen to change your viewing experience. Feel free to experiment with them.  
Once you feel comfortable that you've explored the video controls enough, click "Finished" if time has not already expired.

### Top Insights

- Loading/streaming/pixilation issues
- Hard to see player controls
- “Search” function is deficient in scope

### Difficulties Encountered

- Not enough product details / missing details (12%)
- Could not locate the information (27%)
- Process took too long / too many steps (24%)
- I did not know where to begin (23%)
- Website is disorganized (18%)
- Too much scrolling (14%)
- Pages of the site are confusing / cluttered (11%)
- Navigation of the site is confusing / illogical (9%)
- Not enough feedback on my actions to let me know I've completed a step (11%)

## Usability Metrics

Perceived Ease of Completing Task	Satisfaction with time to complete task
60%	62%

The player controls are hard to see

I really liked the “Lights Off” feature

The video didn't load and kept cycling through

I am intelligent and computer literate, but I couldn't find the Black Butler Episode

Searching for the EXACT EPISODE yielded no results

The video player was nice, but searching for the episode was a pain in the ass

I wanted to fast forward through the credits but couldn't find how to do that

Freezing and pixilation seems to be a problem

It took a while to buffer and sometimes stopped in the middle.

Loaded up fast and smooth, the controls were fluid and not too big or small, exceptional design

I couldn't find the controls at the bottom

# Find DVD set and add to Cart

## Task Description:

You've decided to purchase the Blu-ray version of Season One of Space Dandy . Look over the products available. Your friend likes 'extra special' branded merchandise, so keep that in mind. Take note of the number of different sets available, their names, prices, and anything that makes them special and write it down. Add the product you've chosen to your cart

## Success Rates:

How many DVD sets are available for SD season 1? (3) **53%**

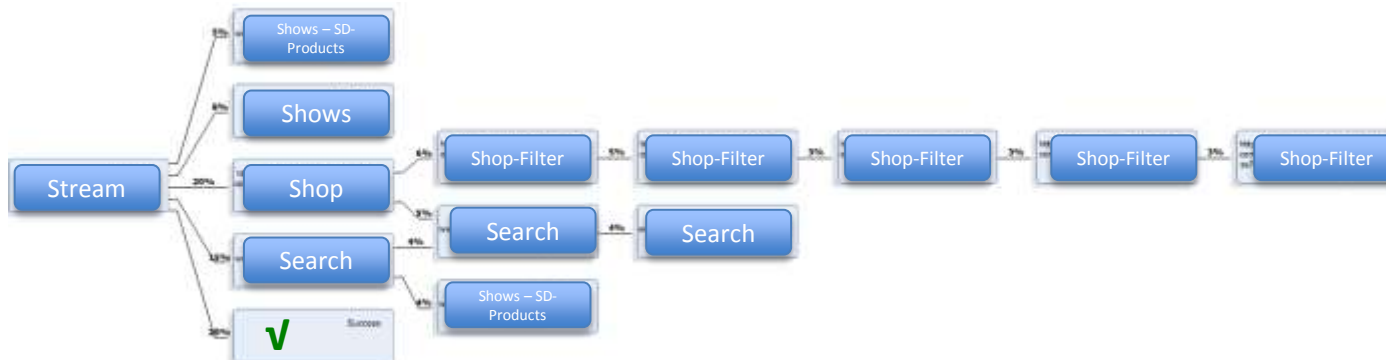
Which version did you put in your cart? (FUNimation exclusive) **59%**

How much did it cost? (\$97.49) **63%**

## Usability Metrics

Confident/Very Confident in answer provided	Satisfaction with time to complete task	Avg. time to complete task/Sd	Avg. Unique Page Views/Sd	Avg. Clicks to completion/Sd
63%	61%	1:11:50	4/3	8/9

## Dominant Path (<4% paths removed)



## Top Insights

- NetSuite is slow and tends to error out
- Shopping cart tends to hang
- Individual Product Page not apparent
- Browser "Back" button rendered ineffective while in NetSuite

## Difficulties Encountered

- Not enough product details / missing details (16%)
- Could not locate the information ( 19%)
- Process took too long / too many steps (22%)
- I did not know where to begin (11%)
- Website is disorganized (22%)
- Too much scrolling (23%)
- Pages of the site are confusing / cluttered (17%)
- Navigation of the site is confusing / illogical (18%)
- Not enough feedback on my actions to let me know I've completed a step (10%)

# First Click Analysis

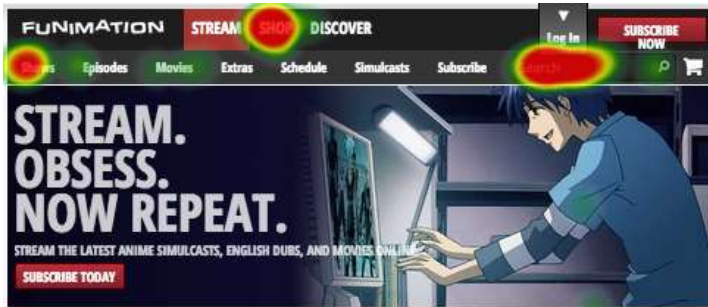
## Task Description:

You've decided to purchase the Blu-ray version of Season One of Space Dandy. Look over the products available. Your friend likes 'extra special' branded merchandise, so keep that in mind. Take note of the number of different sets available, their names, prices, and anything that makes them special and write it down. Add the product you've chosen to your cart

Significant numbers of people are now going down the "Shop" and "Search" pathways, but some are still traversing down "Shows" trying find a product to add to their shopping cart. Those that browse Catalog and search mostly end up at the Space Dandy page where they compare product packages.

Those that browse Catalog and search mostly end up at the Space Dandy page where they compare product packages.

Some of those that go down the "Shows"/"Stream" pathway end up in "Discover" product page.



## Success Rates:

- How many DVD sets are available for SP season 1? (3) **53%**
- Which version did you put in your cart? (FUNimation ex) **59%**
- How much did it cost? (\$97.49) **63%**



Research has shown that when users' first click is down the right path, **87%** eventually succeed. When they click down an incorrect path, only **46%** eventually succeed. <http://www.measuringu.com/blog/first-click.php>

# Find DVD set and add to Cart Comments

## Task Description:

You've decided to purchase the Blu-ray version of Season One of Space Dandy . Look over the products available. Your friend likes 'extra special' branded merchandise, so keep that in mind. Take note of the number of different sets available, their names, prices, and anything that makes them special and write it down. Add the product you've chosen to your cart

While looking for Space Dandy DVD/Blu-ray sets did you come across a page that looked like this?

- Yes (67%)
- No (26%)
- I can't remember (7%)



I couldn't figure out what was included in the big pack and it wouldn't let me add the dvds to my cart at first

This website is confusing. You should make a website like amazon.com where in the search button you write whatever you're looking for and it comes up.

I couldn't get to the shopping cart. I clicked the litter cart icon on the top right of the page and it just spun and spun and I didn't go anywhere. I had to click 'refresh' to get to the cart.

I got an error message every time I tried to add the Blu-ray to my cart

The back button didn't take me back to the same tab that I was on (products), just to the space dandy overview, so I kept having to go back to the products/merchandise tab every time....

This website is too cluttered

IT WAS SLOW

# Find Streaming Subscription Information

## Task Description:

Explore all the ways someone can have an account to watch streaming video on FUNimation.com and take note of any differences / options / prices that might be available. If you finish prior to the allotted time, click "Finished" to proceed to the questions.

**Success Rate 21%**

## Usability Metrics

Easy or Very Easy to complete task	Satisfaction with time to complete task	Avg. time to complete task/Sd	Avg. Unique Page Views/Sd	Avg. Clicks to completion/Sd
56%	57%	0:50/:40	2/2	3/7

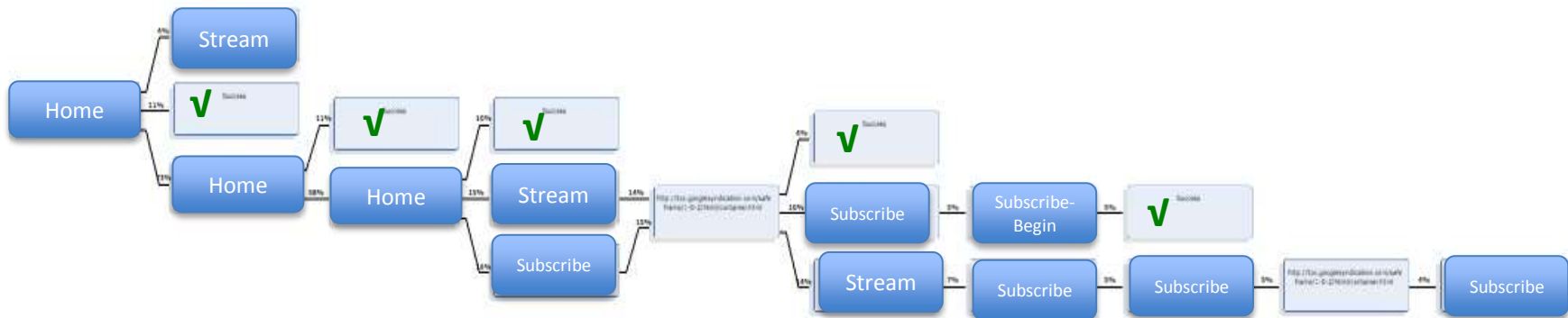
## Top Insights

- Information is scattered in different places leading the user to think they know the options w/o going to the subscription page
- User's don't recognize "Subscribe" as a CTA to get streaming content

## Difficulties Encountered

- Not enough product details / missing details (18%)
- Could not locate the information ( 20%)
- Process took too long / too many steps (14%)
- I did not know where to begin (15%)
- Website is disorganized (20%)
- Too much scrolling (21%)
- Pages of the site are confusing / cluttered (21%)
- Navigation of the site is confusing / illogical (17%)
- Not enough feedback on my actions to let me know I've completed a step (11%)

## Dominant Path (<4% paths removed)

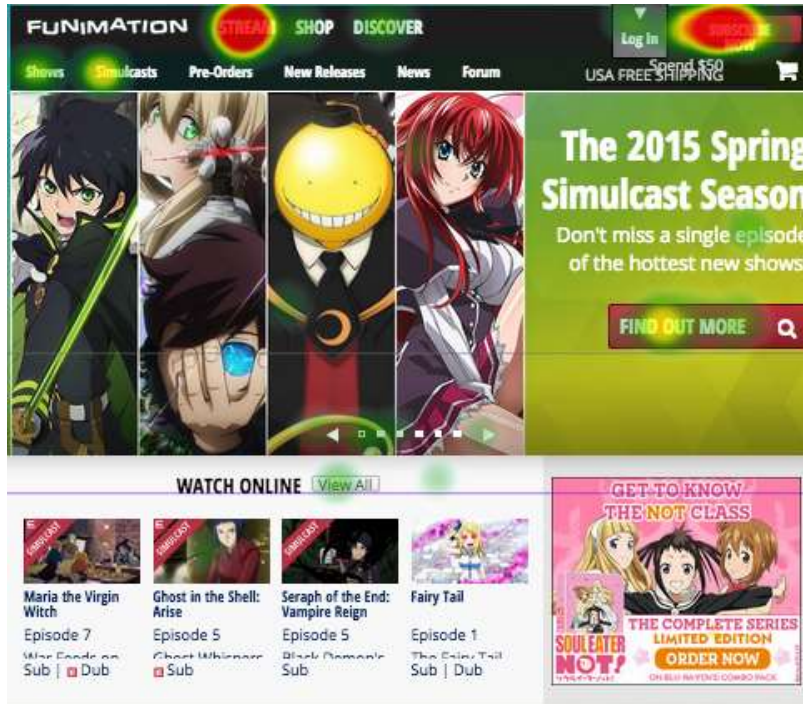


# First Click Analysis

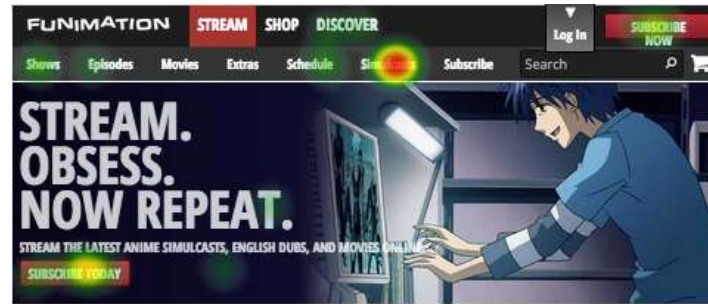
## Task Description:

Explore all the ways someone can have an account to watch streaming video on FUNimation.com and take note of any differences / options / prices that might be available. If you finish prior to the allotted time, click "Finished" to proceed to the questions.

Success Rate **21%**



When asked to explore streaming accounts, users were split between the "Subscribe" and "Stream" pathways



Traversing down the "Stream" pathway seems to divert many into "Simulcast"



The subscription pathway leads the users to immediately click to sign up with VERY FEW scrolling the subscription page to view the options available to them

Research has shown that when users' first click is down the right path, **87%** eventually succeed. When they click down an incorrect path, only **46%** eventually succeed. <http://www.measuringu.com/blog/first-click.php>

# Find Streaming Subscription Comments

## Task Description:

While you were searching for this information, did you happen to view a page that contained this table?

Yes – 65% NO- 35%

Compare Streaming Subscription Plans

See [terms](#) for additional details.

	FreePass	SubPass	All-AccessPass
<b>Content</b>			
<b>Limited Anime</b> <small>With Video Ads</small>	✓	✓	✓
<b>All Subtitled Anime</b> <small>No Video Ads*</small>		✓	✓
<b>All Subtitled Anime simulcasts</b> <small>No Video Ads*</small>		✓	✓
<b>All English-Dubbed Anime</b> <small>No Video Ads*</small>			✓
<b>FUNimation Broadcast Dubs</b>			✓
<b>Exclusive Video Extras</b>			✓
<b>Features</b>			
Streaming on Devices	Limited Streaming	Subtitled Only	✓
HD 1080p & 720p†		Subtitled Only	✓
No Video Ads*		Subtitled Only	✓
Exclusive FUNimation Forum		✓	✓
FUNimation Store Promotions			✓

\*Timing may vary. Some exceptions apply. †Some shows will still serve ads to subscribers. ‡HD is subject to availability. Service available in the US and Canada only. See our [FAQ](#) for more details.

The screenshot shows the 'All-AccessPass' subscription options:

- 1 Month: \$7.95
- 3 Months: \$19.95 (Save 12%)
- 12 Months: \$69.95 (Save 45%)

Feedback callouts include:

- "I thought I found it until you just showed me that page. I found one that told me the prices of 7.95 and 4.95. I didn't see anything about a free pass."
- "This website just 'Isn't Ready'. I shop online all the time. This website needs work."
- "I saw 2 option that was it, not the chart"
- "I couldn't find where to start"
- "I want OUT OF THIS SURVEY!"
- "I thought I had enough information, but I never saw that table when I was looking"
- "I couldn't find where to start"
- "This is just bad. Having subscription separate from streaming makes it confusing. Needing to find the subscription location after being told to look up streaming doesn't make sense"

# Finding Subscribe vs FreePass Information

## Task Description:

You're wondering what the difference is between "Subscribing" and the "FreePass" for watching Anime. Explore the website and see if you can find the answer

- Success Rate
  - "Subscribing is the same as the FreePass (13%)
  - "The FreePass only lets you watch limited anime with ads (50%)

## Usability Metrics

Easy or Very Easy to complete Task	Satisfied or Very Satisfied with time to complete task	Avg. time to complete task/Sd	Avg. Unique Page Views/Sd	Avg. Clicks to completion/Sd
64%	64%	0:27/:17	2/1	2/3

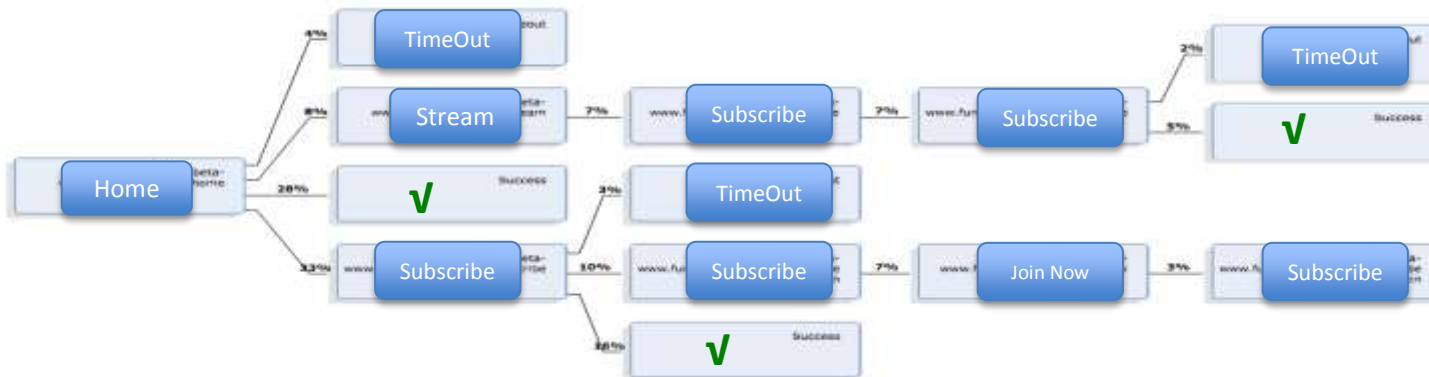
### Top Insights

- Users confused freepass with 14 day trial membership (24%)
- Users felt there was something different but couldn't find the information (13%)

### Difficulties Encountered

- Not enough product details / missing details (15%)
- Could not locate the information ( 16%)
- Process took too long / too many steps (13%)
- I did not know where to begin (19%)
- Website is disorganized (12%)
- Too much scrolling (22%)
- Pages of the site are confusing / cluttered (19%)
- Navigation of the site is confusing / illogical (14%)
- Not enough feedback on my actions to let me know I've completed a step (9%)

## Dominant Path (<4% paths removed)

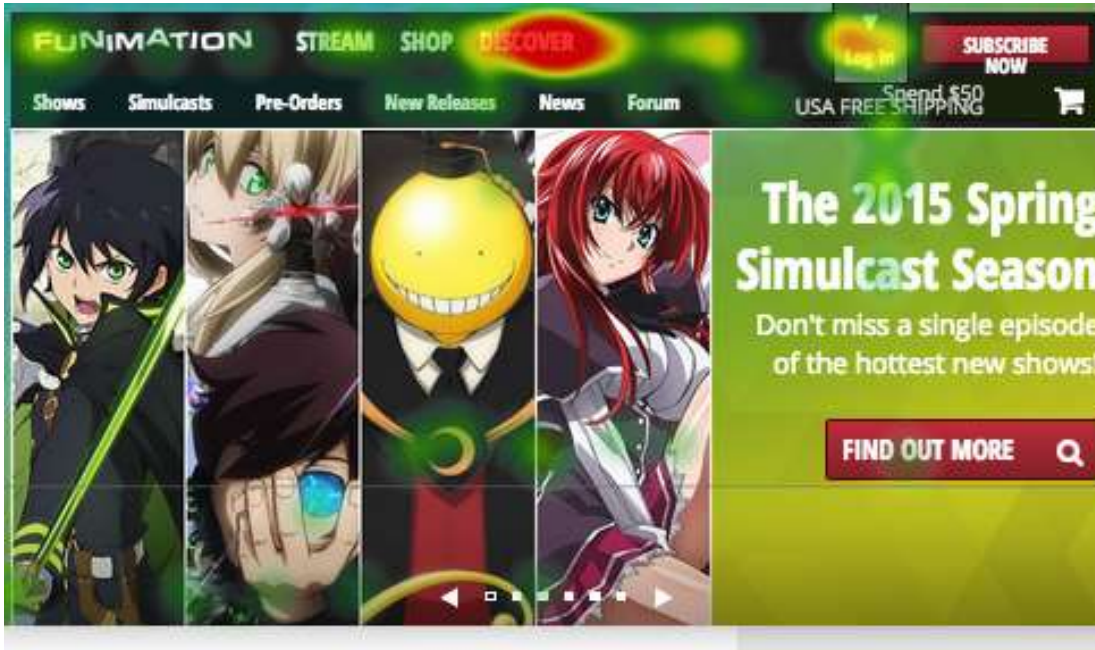


# First Click Analysis

## Task Description:

You're wondering what the difference is between "Subscribing" and the "FreePass" for watching Anime. Explore the website and see if you can find the answer

- Success Rate
  - "Subscribing is the same as the FreePass (13%)
  - "The FreePass only lets you watch limited anime with ads (50%)



It is clear that the intended meaning of "Discover" is lost on the first time users, as most went there to find out the difference between "Subscribing" and "FreePass" and then returned to the Home Page to start over again

Go to <a href="#">plans</a> for additional details.	FreePass	FullPass	All AnimePass
<b>Content</b>			
Limited Anime With Video Ads	✓	✓	✓
All Subbed Anime No Video Ads		✓	✓
All Subbed Anime Simulcasts No Video Ads		✓	✓
All English-Dubbed Anime No Video Ads			✓
FUNimation Broadcast Dubs			✓
Exclusive Video Extras			✓
<b>Features</b>			
Streaming on Devices	Limited Streaming	Subbed Only	✓
HD 1080p & 720p <sup>1</sup>		Subbed Only	✓
No 18 Sec Ads <sup>2</sup>		Subbed Only	✓
Exclusive 12th Anniversary Feature			✓
FUNimation Store Promotions			✓

1. Streaming may be limited to certain devices and content availability. 2. No 18 Sec Ads. 3. HD is subject to availability. 4. Service available within US and Canada only. ©2015 Funimation. All rights reserved.

Very few to arrived at the "Subscription" page scrolled down to see the tabled information.

Research has shown that when users' first click is down the right path, **87%** eventually succeed. When they click down an incorrect path, only **46%** eventually succeed. <http://www.measuringu.com/blog/first-click.php>

# Finding Subscribe vs FreePass Comments

## Task Description:

You're wondering what the difference is between "Subscribing" and the "FreePass" for watching Anime. Explore the website and see if you can find the answer

The screenshot shows two columns of pricing options. The left column is titled 'SubPass' and the right is 'All-AccessPass'. Each column lists three options: 1 Month, 3 Months, and 12 Months, with 'Save' percentages. Below each column is a 'Start a 14-day free trial' button. At the bottom, a link says 'Not Ready to Commit? Sign Up for the FreePass'. Several blue callout bubbles provide user feedback on the search process.

Option	1 Month	3 Months	12 Months
SubPass	\$4.95	\$12.95 (Save 27%)	\$38.95 (Save 27%)
All-AccessPass	\$7.95	\$18.95 (Save 23%)	\$55.95 (Save 23%)

Callouts:

- I went back to the subscription pages that I had looked at previously. The free pass seemed to be exactly that, a free pass w/very limited viewing, but as I went on, I could not tell if the free pass was the same thing as the 14 day free trial or if it was an actual subscription with limited access.
- I was able to see you could sign up with a free pass, but nothing was said about a free trial and a 14 day limit
- I couldn't find it and the search engine didn't help me at all...
- Hard to find details...
- This information is HARD to find
- I had to search in depth for FreePass...
- I'm done with this survey, I don't care if I get my stupid \$\$ or not, this is horrid

# Purchase All-AccessPass

## Task Description:

Find and sign up for the ONE MONTH All-AccessPass . Also note how much the yearly and monthly subscription costs are for ALL the Paid Passes and the options for trials and free subscriptions, Use the provided CC information

- **Success Rate**

- Percentage of people making it to checkout/register: **19%**

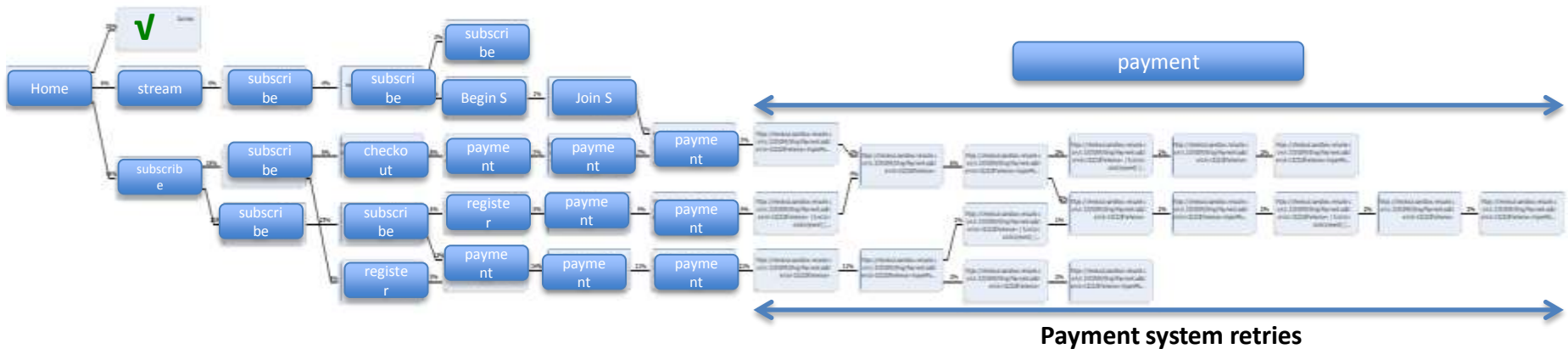
## Usability Metrics

Easy or Very Easy to complete task	Satisfied or Very Satisfied to complete task	Avg. time to complete task	Avg. Unique Page Views	Avg. Clicks to completion
68%	67%	1:59	4	19

## Top Insights

- Signing up with a User Name is problematic as many names were already in use; this prevented several people from completing the task
- Customers want product info/price or a chart to view while buying a subscription
- The purchase of a subscription is disjointed to the novice user
- When the user makes a mistake the system tells them but erases all the info they previously put in and they have to start over again

Length and complexity of user pathways indicates confusion and going back to search for information/starting over



# First Click Analysis

## Task Description:

Find and sign up for the ONE MONTH All-AccessPass . Also note how much the yearly and monthly subscription costs are for ALL the Paid Passes and the options for trials and free subscriptions, Use the provided CC information



Most users went down the pathway of “Subscribe” from the home page and used the main button on the “Subscribe” page to continue.

Several users scrolled down the page and directly selected the “1 month All Access-Pass”

The lack of completes for this task given the correct pathways used, indicates issues with checking out and understanding the purchase process.

Research has shown that when users' first click is down the right path, **87%** eventually succeed. When they click down an incorrect path, only **46%** eventually succeed. <http://www.measuringu.com/blog/first-click.php>



# Setting up Account - Comments

## Task Description:

Finish setting up your account on the website. Make sure to enter such information as your location, favorite bands, interest, etc (you can make things up to avoid putting your personal info in here). Find where you can change your privacy settings to "Hide Age and Date of Birth". Change those settings to "Hide" and save your changes.

- % who made it to Account Registration Page **17%**

The screenshot shows the FUN! website's account registration page for a user named 'cowboy'. The page includes a navigation bar with 'STREAM', 'SHOP', and 'DISCOVER'. The main content area has tabs for 'Account', 'Site & Profile Settings', 'Subscription', and 'Shop'. The 'Registration' section is active, showing a 'Date of Birth' field with a warning message: 'Your date of birth and age are displayed in several places on the site. Only the administrator will have access to your date of birth should you choose to hide it via the privacy options below.' Below this is a 'Privacy' dropdown menu set to 'Hide Age and Date of Birth'. There is also an 'Edit Email Address & Password' section.

Callout comments from users:

- I could not find age settings
- I'm just frustrated right now
- I was able to easily find where to add my interested under the account settings, but when I went to privacy settings, I was unable to find where I could hide my age or DOB. I searched the website and checked the FAQ's before running out of time
- This is a HORRIBLE site with HORRIBLE navigation...
- I'm telling EVERYONE how much I hate FUNIMATION!
- Complicated but doable
- Couldn't find privacy settings for age or date of birth
- I could not hide my date of birth on the "privacy" tab, but only on the "account information" tab. That's not very intuitive.
- "Unable to load profile page" error message

# First Click Analysis

## Task Description:

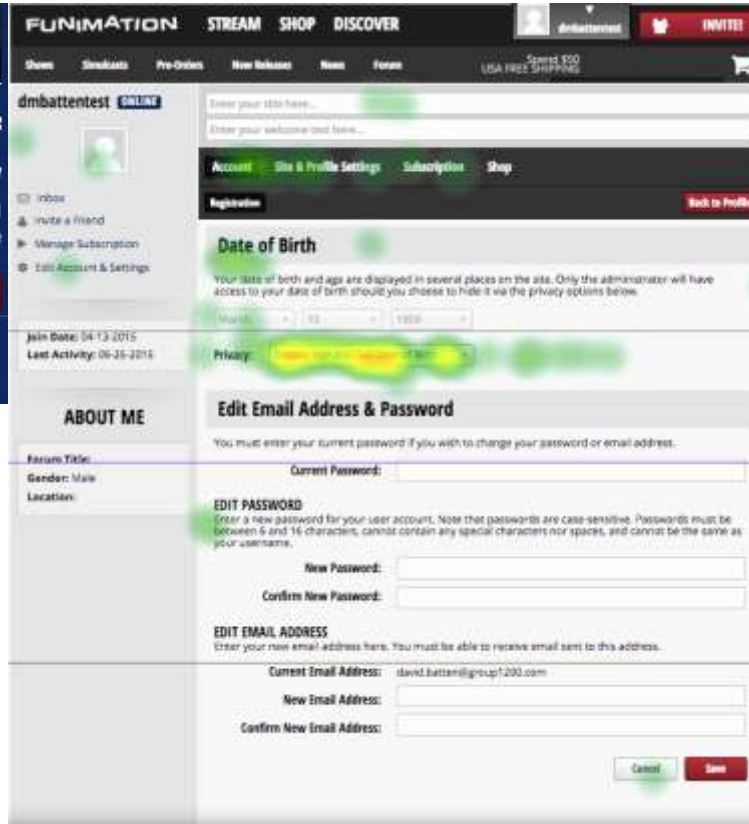
Finish setting up your account on the website. Make sure to enter such information as your location, favorite bands, interest, etc (you can make things up to avoid putting your personal info in here). Find where you can change your privacy settings to “Hide Age and Date of Birth”. Change those settings to “Hide” and save your changes.

- % who made it to Account Registration Page **17%**



Users were somewhat confused as to the initial pathway to the account settings; many went down stream, shop or discover pathways.

The users that made it to the User->Account->Registration page had little problem editing their info.



Research has shown that when users' first click is down the right path, **87%** eventually succeed. When they click down an incorrect path, only **46%** eventually succeed. <http://www.measuringu.com/blog/first-click.php>

# Find A Simulcast Schedule

## Task Description:

Find what day of the week and time of day “Assassination Classroom:” is ‘simulcast’. Write this information down. Click “Finished” when you have completed the task.

- Success Rate **28%**

## Usability Metrics

Easy of Very Easy to complete task	Satisfied or Very Satisfied with time to complete task	Avg. time to complete task/Sd	Avg. Unique Page Views/Sd	Avg. Clicks to completion/ Sd
65%	70%	0:53/:42	3/2	7/8

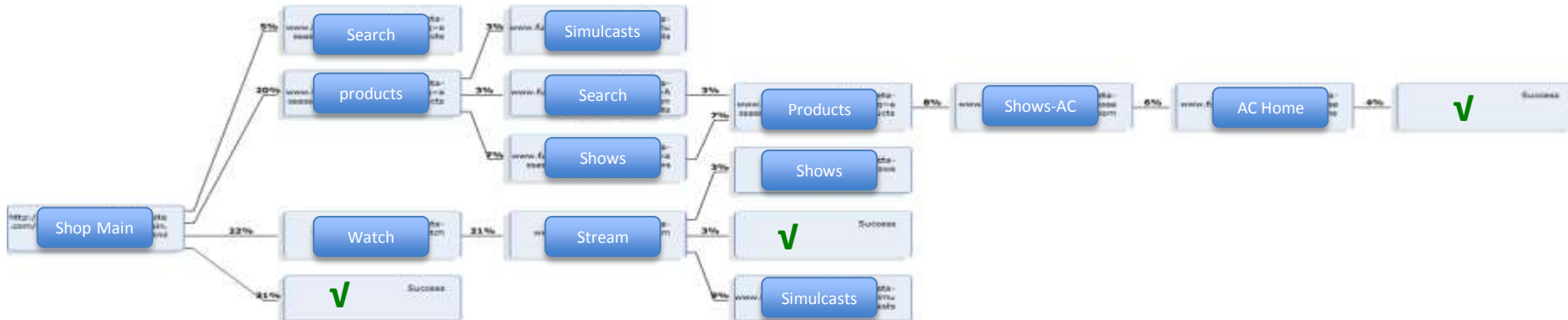
## Top Insights

- Customers expect to find all information related to a search term; products, shows, episodes and simulcasts
- Users were expecting to see simulcast info when they found the show/product and not to look in “Simulcast”

## Difficulties Encountered

- Not enough product details / missing details (15%)
- Could not locate the information (23%)
- Process took too long / too many steps (16%)
- I did not know where to begin (21%)
- Website is disorganized (17%)
- Too much scrolling (17%)
- Pages of the site are confusing / cluttered (14%)
- Navigation of the site is confusing / illogical (22%)
- Not enough feedback on my actions to let me know I’ve completed a step (7%)

## Dominant Path (<4% paths removed)



# Find A Simulcast Schedule - Comments

## Task Description:

Find what day of the week and time of day “Assassination Classroom:” is ‘simulcast’. Write this information down. Click “Finished” when you have completed the task.

- Success Rate **28%**

The screenshot shows the Funimation website search results for "Assassination Classroom". The search bar contains "assassination classroom" and shows 18 results. The main result is "Assassination Classroom" (TV-14) with a "WATCH NOW" button. Below it, there are several video thumbnails for different episodes. The website has a dark header with navigation links like "HOME", "SERIES", "PRE-ORDER", "NEW RELEASES", "NEWS", and "FORUM".

Callout comments include:

- "I found the information by accident"
- "I searched several times and found nothing"
- "This site is bad. I mean, I feel like I have to focus all my energy to find what I want"
- "Your navigation sucks"
- "It should come up in the search results"
- "This website is horrible"
- "There is not a clear place to find simulcast"

# First Click Analysis

## Task Description:

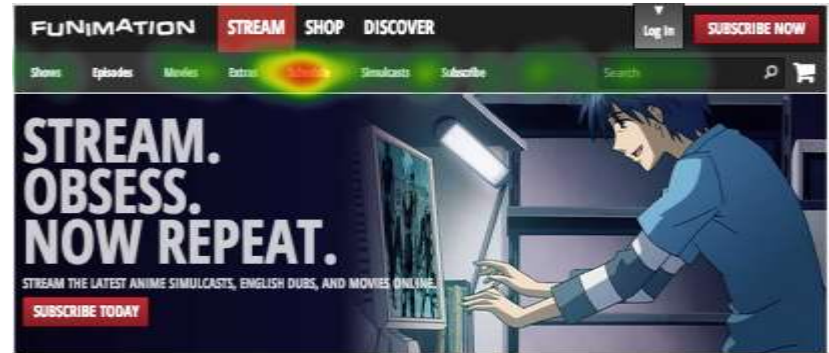
Find what day of the week and time of day “Assassination Classroom:” is ‘simulcast’. Write this information down. Click “Finished” when you have completed the task.

- Success Rate **28%**

The majority of users wanted / expected the “Search” to pull up all related information about a product/topic but Search does not include simulcast schedules/info



Users that went down the “Stream” pathway **IGNORED** “Simulcasts” and went straight to “Schedule”



Research has shown that when users' first click is down the right path, **87%** eventually succeed. When they click down an incorrect path, only **46%** eventually succeed. <http://www.measuringu.com/blog/first-click.php>

# Find an App

## Task Description:

Find out if an app exists for a Roku player, an Android tablet and any associated costs of such apps.

- Success Rate **25%** (There are two apps available for Android Streaming)
- Success Rate **69%** (Is there a Roku streaming app?) (Yes)
- Success Rate **62%** (How much does the Roku app cost?) (Free)
- Success Rate **40%** (Cost of the Android PAY FOR app) (\$9.99)
- Success Rate **45%** (Did you see the Streaming App Page?) (Yes)

## Usability Metrics

Easy or Very Easy to complete task	Satisfied or Very Satisfied with time to complete task	Avg. time to complete task/Sd	Avg. Unique Page Views/Sd	Avg. Clicks to completion/Sd
47%	51%	0:52/:44	3/3	5/8

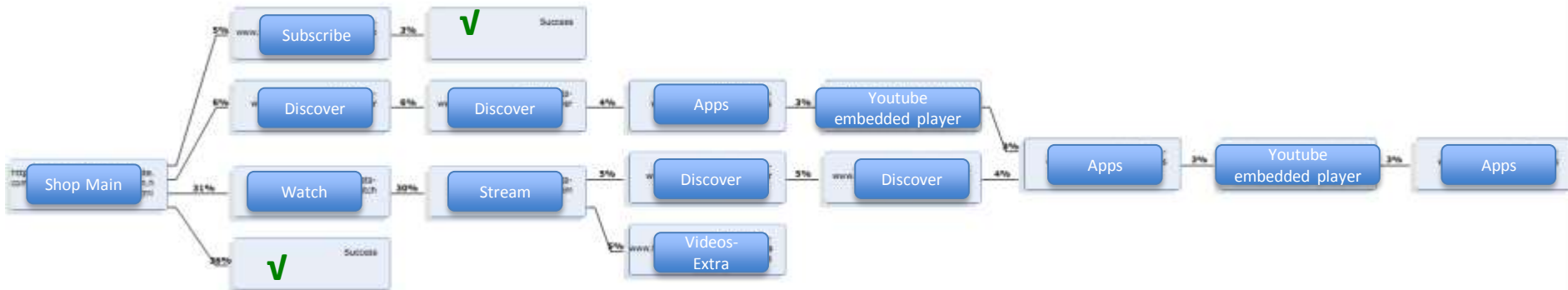
## Top Insights

- Having information in multiple places that is not 100% complete leads to false sense of task success
- Moving off site to find a price complicates the task

## Difficulties Encountered

- Not enough product details / missing details (24%)
- Could not locate the information (42%)
- Process took too long / too many steps (24%)
- I did not know where to begin (22%)
- Website is disorganized (16%)
- Too much scrolling (12%)
- Pages of the site are confusing / cluttered (7%)
- Navigation of the site is confusing / illogical (12%)
- Not enough feedback on my actions to let me know I've completed a step (6%)

## Dominant Path (<4% paths removed)



# First Click Analysis

## Task Description:

Find out if an app exists for a Roku player, an Android tablet and any associated costs of such apps.

- Success Rate **25%** (There are two apps available for Android Streaming)
- Success Rate **69%** (Is there a Roku streaming app?) (Yes)
- Success Rate **62%** (How much does the Roku app cost?) (Free)
- Success Rate **40%** (Cost of the Android PAY FOR app) (\$9.99)
- Success Rate **45%** (Did you see the Streaming App Page?) (Yes)



Most users went down the “Stream” Pathway instead of Discover. Many expected to find the info via the “Search” function

31% of users went down the “Stream” pathway  
6% of users went down the “Discover” pathway  
5% of users went down the “Subscribe” pathway  
Others cycled between “Search” and “Home”



When users went down the correct pathway, Discover -> Apps, they had no problem finding the required information.



Research has shown that when users' first click is down the right path, **87%** eventually succeed. When they click down an incorrect path, only **46%** eventually succeed. <http://www.measuringu.com/blog/first-click.php>

# Find an App - Comments

## Task Description:

Find out if an app exists for a Roku player, an Android tablet and any associated costs of such apps.

- Success Rate **25%** (There are two apps available for Android Streaming)
- Success Rate **69%** (Is there a Roku streaming app?) (Yes)
- Success Rate **62%** (How much does the Roku app cost?) (Free)
- Success Rate **40%** (Cost of the Android PAY FOR app) (\$9.99)
- Success Rate **45%** (Did you see the Streaming App Page?) (Yes)

The screenshot shows the Funimation website interface with several callouts highlighting user frustrations:

- Top Left:** "I had to go to 'Help', found the FAQ, searched for 'app' and finally found it. I don't know how to get to that page w/o going thru all that. It was very illogical."
- Top Center:** "Couldn't find all the information in the time limit"
- Top Right:** "Terrible layout for someone trying to find information"
- Right Side:** "How am I supposed to know to go to the Discover tab to find this? I would've just searched for the answer in the search box. I hate this site!"
- Bottom Right:** "Couldn't find the apps area at all."
- Bottom Center:** "The website is horrible to navigate and the search function is no good"
- Bottom Left:** "It was very confusing to find the price, I would have liked for it to pop up and show me the info I needed instead of clicking links."
- Middle Left:** "I definitely didn't find the same page that is shown here"

# Premium Video Player



## Task Description:

Go back and watch the “Black Butler” episode “His Butler Able”. Pay attention to the features/functions & controls of the video player now that you’re a Paid Subscriber. Just watch the first couple of minutes, then quit.

## Usability Metrics

Preferred the Paid Player to the Free Player	Easy to Very Easy to understand the video controls	Controls performed as expected	Avg. Unique Page Views	Avg. Clicks to completion
47%	67%	42%	2	7

## Top Insights

- Users appreciate the larger size, the HD and Sub/Dub options and the “lights off” option
- Users liked they could add the episode to faves or queue
- Controls are difficult to see (too dark)

Comments are the Measurements Here

# Premium Video Player- Comments



## Task Description:

Go back and watch the “Black Butler” episode “His Butler Able”. Pay attention to the features/functions & controls of the video player now that you’re a Paid Subscriber. Just watch the first couple of minutes, then quit.

I love that you can have 1080 video quality

Very Good

Cool

The paid subscriber video player actually worked for me; I like that you can switch between sub and dub and the “Lights Out” feature is nice too, for when you don’t want to go full screen

Still needs the preview in the Time Bar



Very easy and I loved the “Lights Off” option

Nice

It was nice to watch without Commercials

Very appealing

Much better than the free player

# User Account – Video History

## Task Description:

Find out where you can find the listing showing that you watched some of the “Black Butler” episode “His Butler, Able”.

**Success: 0.03%**

Success measured by reading comments after task completion (10/319)

### Top Insights

- Hard to find
- Not centrally located
- “Continue Watching” confused with “My Profile”/“History”

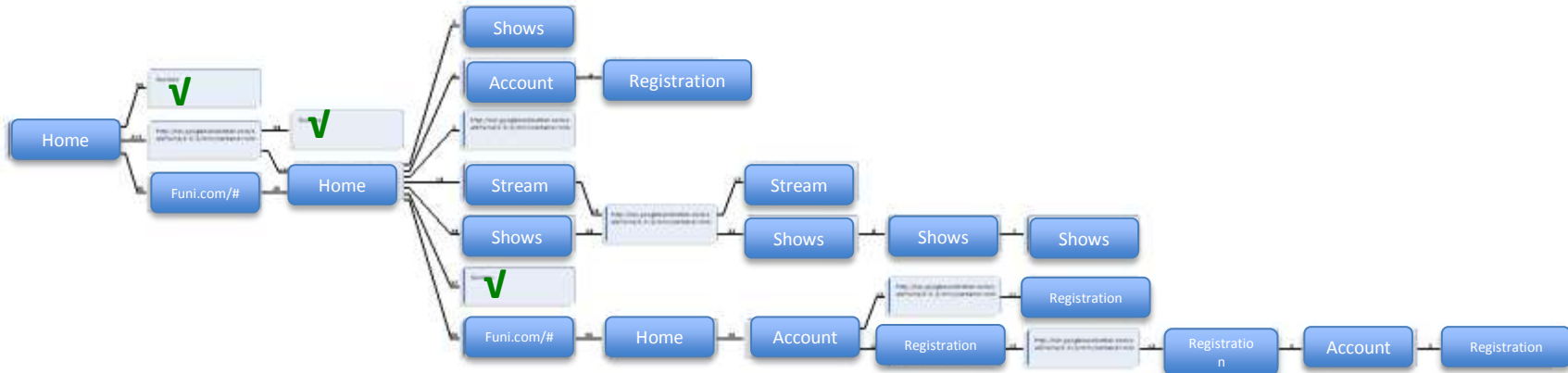
## Usability Metrics

Perceived Ease of Completing Task	Satisfied or Very Satisfied with time to complete task	Avg. time to complete task/Sd	Avg. Unique Page Views/Sd	Avg. Clicks to completion/Sd
57%	58%	0:40/.38	2/2	5/7

### Difficulties Encountered

- Not enough product details / missing details (9%)
- Could not locate the information (29%)
- Process took too long / too many steps (17%)
- I did not know where to begin (24%)
- Website is disorganized (16%)
- Too much scrolling (14%)
- Pages of the site are confusing / cluttered (13%)
- Navigation of the site is confusing / illogical (18%)
- Not enough feedback on my actions to let me know I’ve completed a step (10%)

## Dominant Path (<4% paths removed)



# First Click Analysis

## Task Description:

Find out where you can find the listing showing that you watched some of the “Black Butler” episode “His Butler, Able”.



Most users correctly chose to go down the Logged-in member pathway, although some went down the “Shows” and “Stream” pathways

But when they went down the Logged in member pathway, they went down “Account” and NOT “Profile”

10 people out of 319 reported that they found the information. Of those, ½ reported they thought they found the information when they saw “Continue Watching” associated with an episode listing (aka, NOT in the user profile area)



Research has shown that when users' first click is down the right path, **87%** eventually succeed. When they click down an incorrect path, only **46%** eventually succeed. <http://www.measuringu.com/blog/first-click.php>

# User Account – Video History / Comments

## Task Description:

Find out where you can find the listing showing that you watched some of the “Black Butler” episode “His Butler, Able”.

History should be more centrally located

I couldn't find the damn page

I had no idea even where to start, so I gave up out of total frustration

I could not locate this under my profile or shows or anywhere else I looked



I had a really difficult time finding where this would be. Then I accidentally found it, clicked out of it and lost it again

I thought maybe there would be a section for “recently watched” that would have resume or something under my account. I looked in several places before I just went to the black butler page and found the resume watching

Could not find it till I searched 10 different things...

# Check Out

## Task Description:

Go to your shopping cart and check out using the fake credit card number provided.

- Success Rate **59%** (calculated from click path; success button after NetSuite-> cart path)

### Top Insights

- NetSuite Error emptying customer carts
- Cart takes too long to load
- PHP error

## Usability Metrics

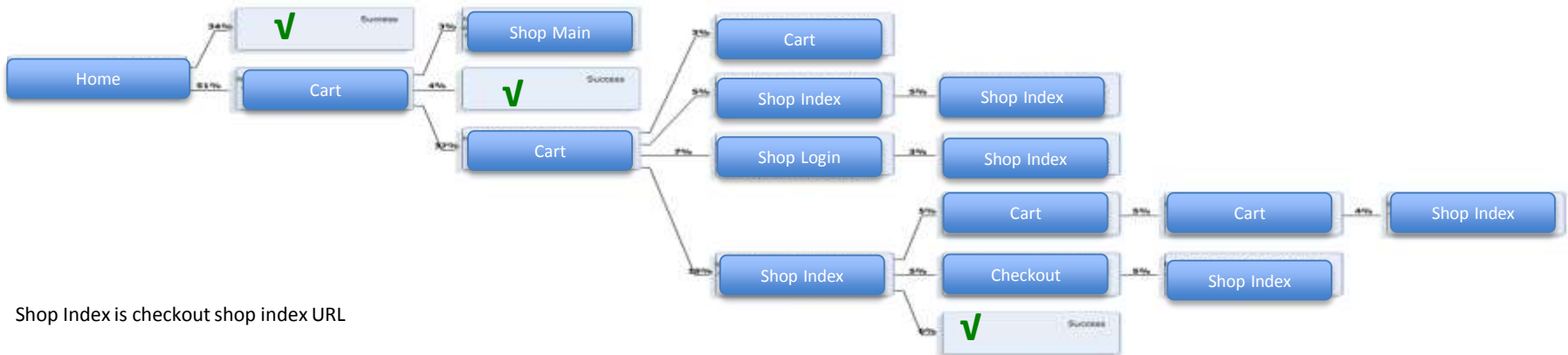
Perceived Ease of Completing Task	Satisfied to Very Satisfied with time to complete task	Avg. time to complete task/Sd	Avg. Unique Page Views/Sd	Avg. Clicks to completion/Sd
54%	53%	0:44/:47	3/3	6/9

### Difficulties Encountered

- Not enough product details / missing details (16%)
- Could not locate the information (16%)
- Process took too long / too many steps (23%)
- I did not know where to begin (18%)
- Website is disorganized (20%)
- Too much scrolling (10%)
- Pages of the site are confusing / cluttered (15%)
- Navigation of the site is confusing / illogical (15%)
- Not enough feedback on my actions to let me know I've completed a step (12%)

## Dominant Path (<4% paths removed)

Users had to go back and add items back into cart due to NetSuite issues



Shop Index is checkout shop index URL

# First Click Analysis

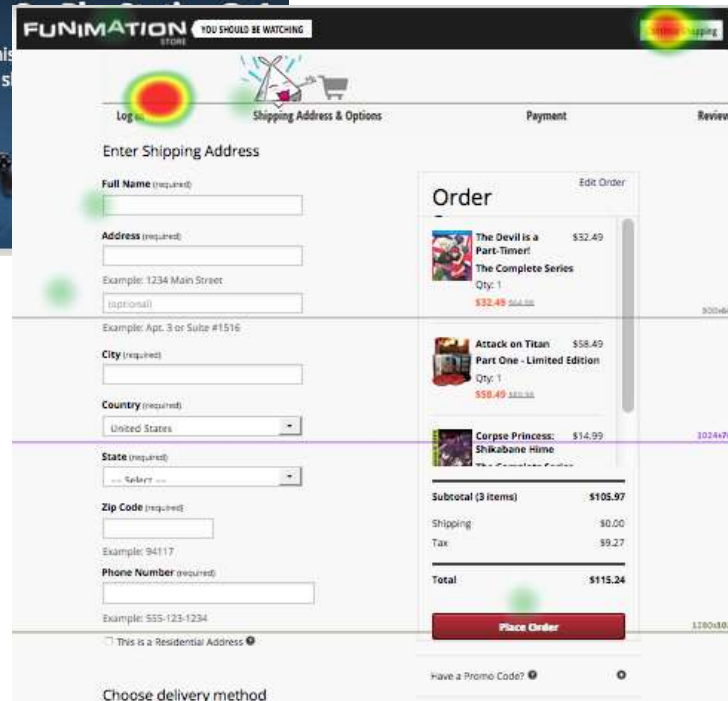
## Task Description:

Go to your shopping cart and check out using the fake credit card number provided.

- Success Rate **59%** (calculated from click path; success button after NetSuite-> cart path)



Users had no problem recognizing and locating the 'checkout' shopping cart area.



Users experienced several problems:

- Found that their shopping cart had been emptied which required them to "Continue Shopping"
- Excessive loading times for checkout

Research has shown that when users' first click is down the right path, **87%** eventually succeed. When they click down an incorrect path, only **46%** eventually succeed. <http://www.measuringu.com/blog/first-click.php>

# Check Out / Comments

## Task Description:

Go to your shopping cart and check out using the fake credit card number provided.

- Success Rate **59%** (calculated from click path; success button after NetSuite-> cart path)

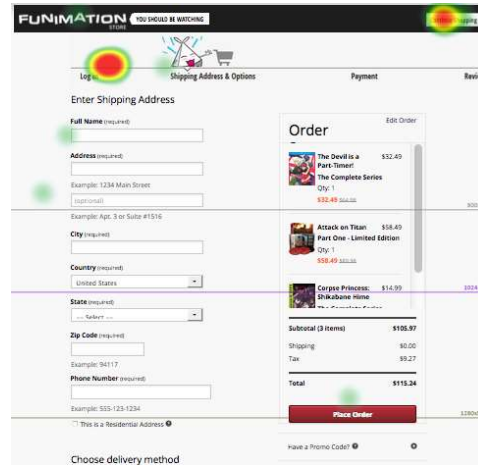
You could not scroll down once the popup window to change your address popped up. I was putting in a correct address and the website was still telling me that it was incorrect.

Again, your page would not load; this is getting frustrating

Typical checkout; nothing special

I got a PHP error

Could be better



Shopping Cart was empty, did not save items I had added

I had 4 items in my shopping cart and when I went to "Proceed to Checkout", everything disappeared

My cart had things in it and then was empty. I'm not sure if it just saved my information before and checked me out or if I would have to put things back in.

My shopping cart was empty

When I looked at my shopping cart all the items were there, but when I tried to check out it told me my shopping cart was empty. I tried multiple times, and it never allowed me to even check out. VERY FRUSTRATING

# Appendix

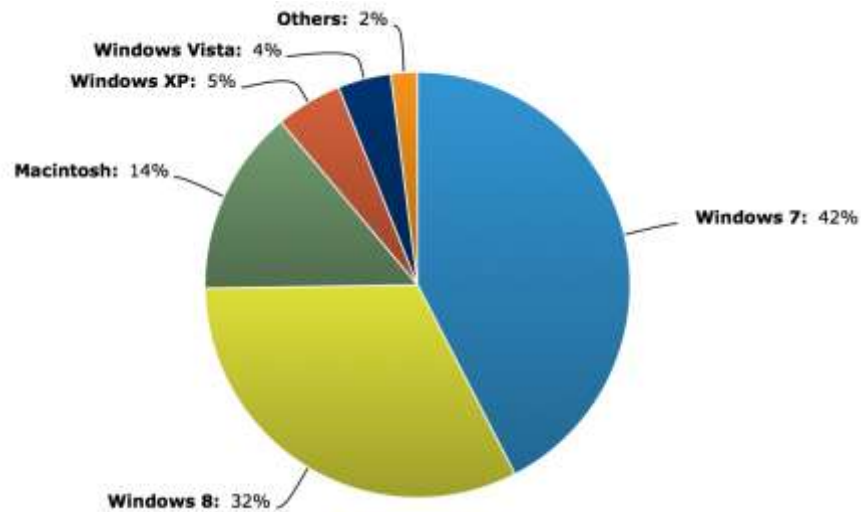
## Demographics



# OS / Browser Usage

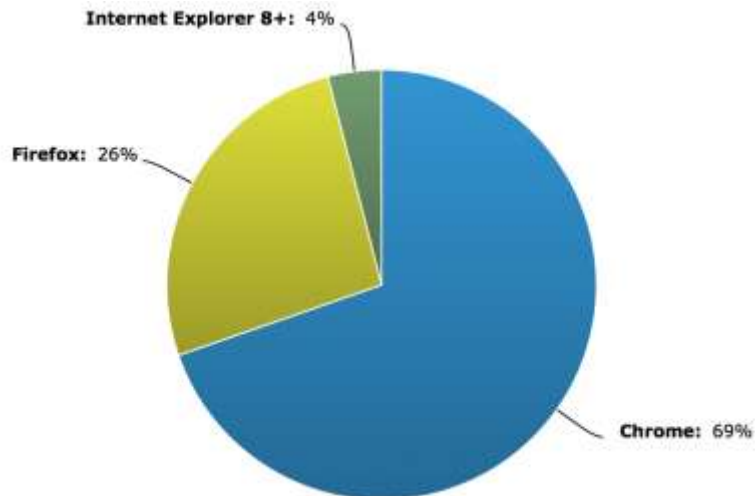
## Windows 7 & 8 OS's Dominate

Windows 7	42%
Windows 8	31%
Macintosh	15%
Windows XP	6%
Windows Vista	4%
Others	3%
Windows (others)	0%
Linux	0%



## Chrome Browser Dominates

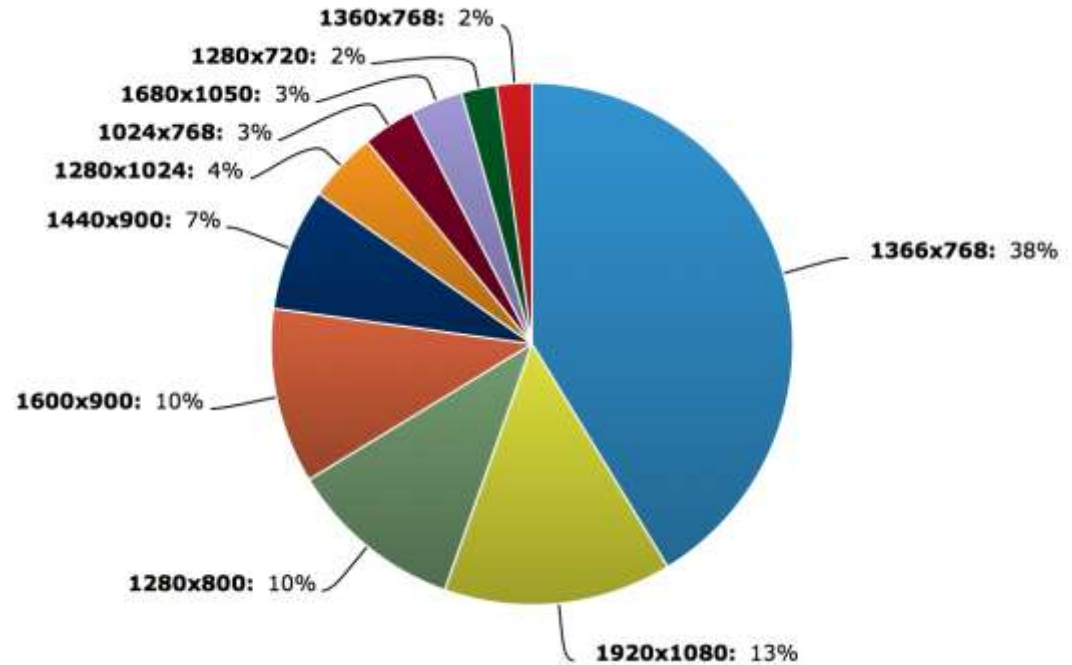
Chrome	68%
Firefox	28%
Internet Explorer 8+	3%
Safari	0%



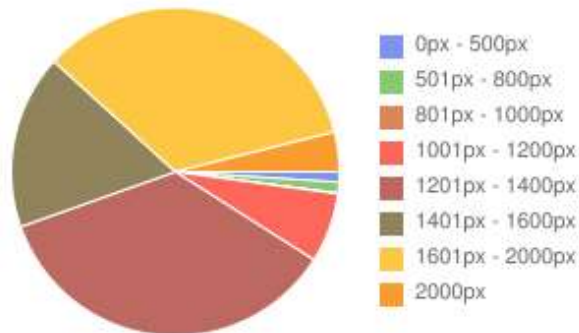
# Users Screen Resolution (top 10)

## Higher Resolutions Dominate

1366x768	38%
1920x1080	12%
1280x800	11%
1600x900	10%
1440x900	7%
1024x768	4%
1280x1024	3%
1680x1050	3%
1280x720	2%
1360x768	2%



## General Population Screen Width Ranges

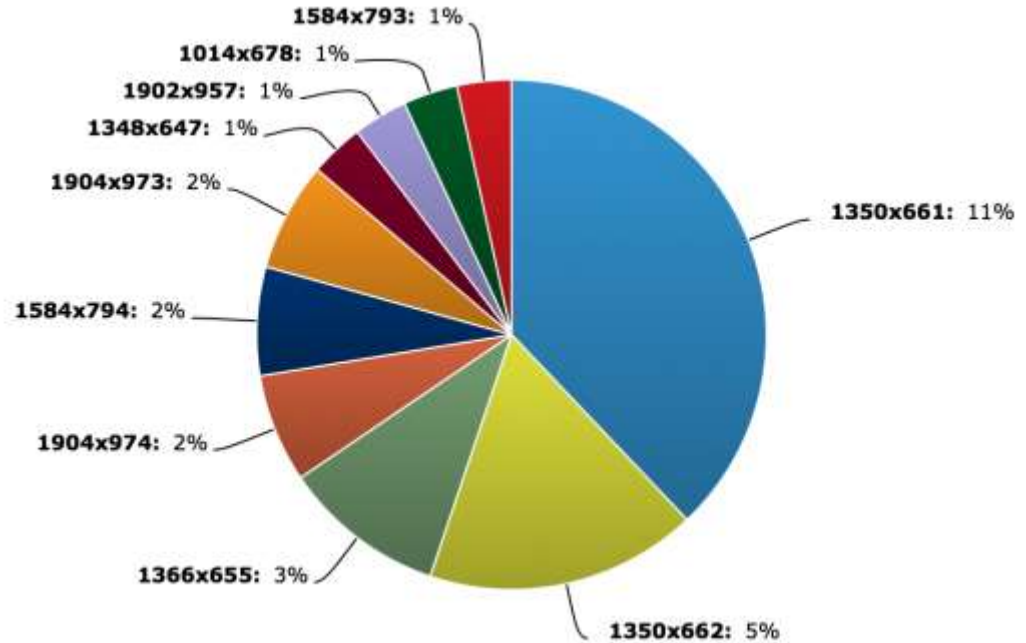


<https://css-tricks.com/screen-resolution-not-equal-to-browser-window/>

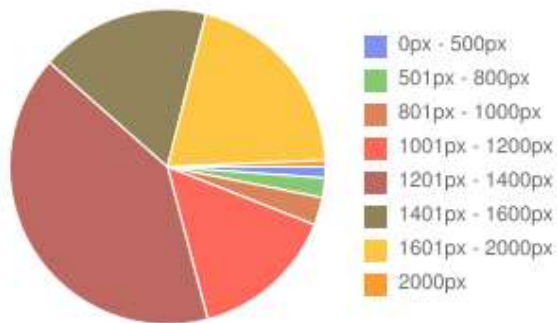
# Users Browser Resolution (top 10)

## Window Width Full Screen Dominates

1350x661	12%
1350x662	5%
1366x655	3%
1584x794	2%
1904x974	2%
1664x944	2%
1348x662	2%
1348x663	2%
1014x678	1%
1350x701	1%



## General Population Screen Width Ranges



<https://css-tricks.com/screen-resolution-notequalto-browser-window/>

# Demographics

Gender	%
Male	32
Female	68
Other	N/A

Age Range	%
< 18	N/A
18 - 24	16
24 - 34	53
35 - 44	31
45 - 54	N/A
55 - 64	N/A
Other	N/A

