

bandcamp_Usability Test Affinity Findings

1. 4/5 users went to profile to find playlists
 - 2/5 users took a lot of time to find the playlists
 - 3/7 users on Maze gave up
 - 4/7 users on Maze used unexpected paths to get there
 - Could affect the bounce rate of users if the feature takes too long - **high priority**
2. 4/5 users either tapped the wrong icon or hesitated before choosing the correct icon to add a song to a playlist
 - 2/4 Maze users clicked the heart button before the add to playlist button
 - All users completed the task - **medium priority**
3. 4/5 users followed their friend back with ease
 - 2/5 users expected to see the word follow instead of an icon
 - One user did not complete the task (due to a prototyping error)
 - One user said she expected the profile to be a settings-type page
 - 4/5 users found this task to be straight forward, however on Maze 3/5 users searched elsewhere before finding the page - **medium priority**
4. All users deleted the playlist task with ease

Trends for existing bandcamp features

1. 4/5 users wondered why there would be messages in a music app
2. All users were unsure about what the waves icon represented

HMW Questions

1. How might we make playlists easier for users to find?
2. How might we make the iconography easier to understand (heart vs playlist)?
3. How might we make finding the followers more straightforward?