
CHOREOLAB

LOW-FI PROTOTYPING AND PILOT USABILITY



Section 1: Introduction and Mission Statement

Different dancers create together.

Like many creative processes, choreography is one driven by spontaneous inspiration. Dancers, however, often struggle to maintain this creative energy, and end up abandoning ideas without fully exploring their potential to be refined into inspiring pieces of movements. ChoreoLab facilitates the creative process by providing a novel and collaborative outlet where the short choreography contributions of individual dancers are eventually unified into a final compilation video. The platform provides a means of creating a single piece that creates a flow of continuity among a global network of dancers of different styles and backgrounds allowing individuals to contribute a piece of self-expression to a larger project.

Section 2: Concept Sketches

We approached the concept and UI exploration phases by exploring different platforms including mobile, web-based, and augmented reality (AR) glasses.

Realization #1: Feed-based mobile application

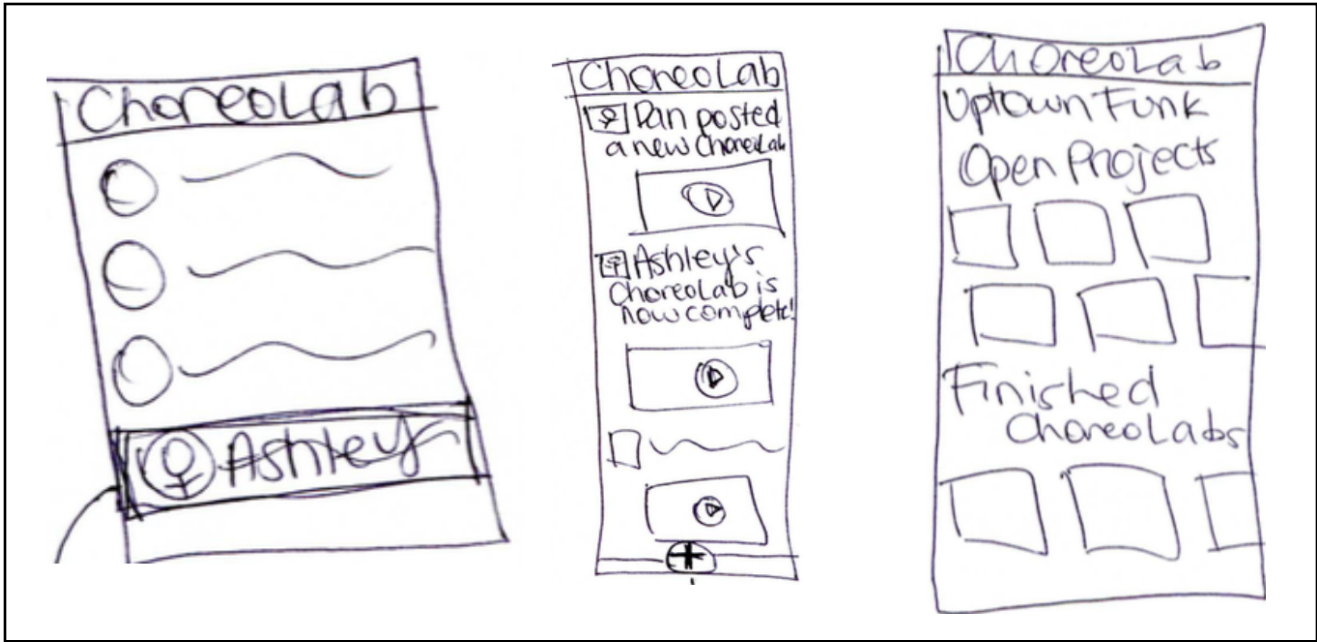


Figure 1

Realization #2: Minimalist mobile application emphasizing creation

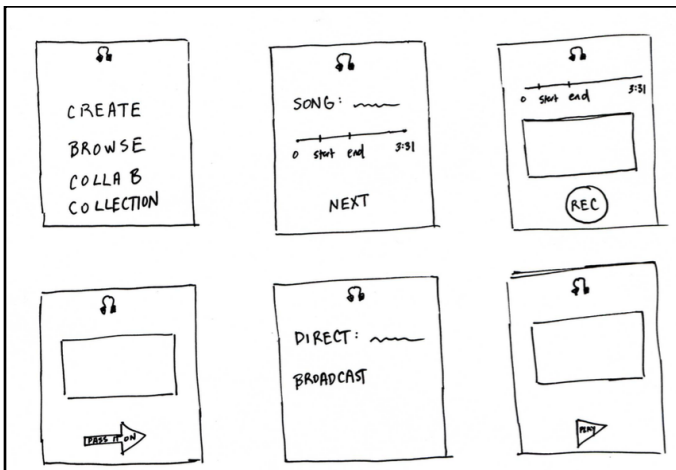


Figure 2

Realization #3: Tab-based mobile application with content

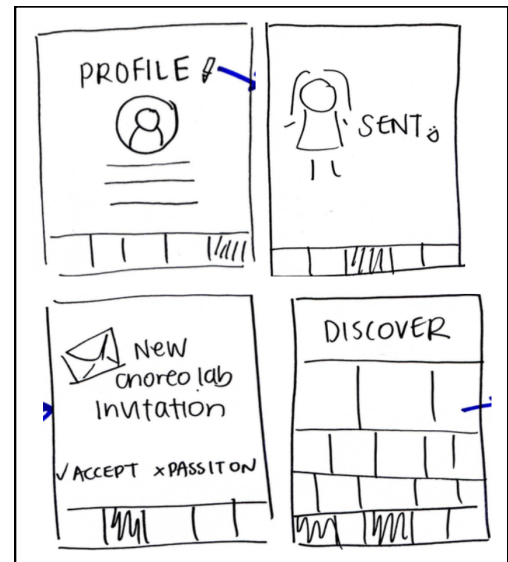


Figure 3

Realization #4: Netflix-style web application catered towards discovering content

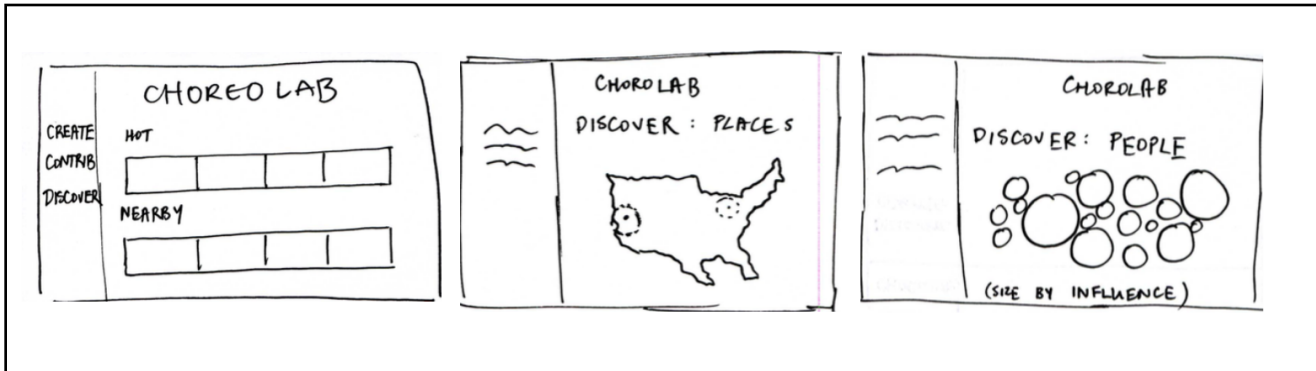


Figure 4

Realization #5: Gesture-based AR application

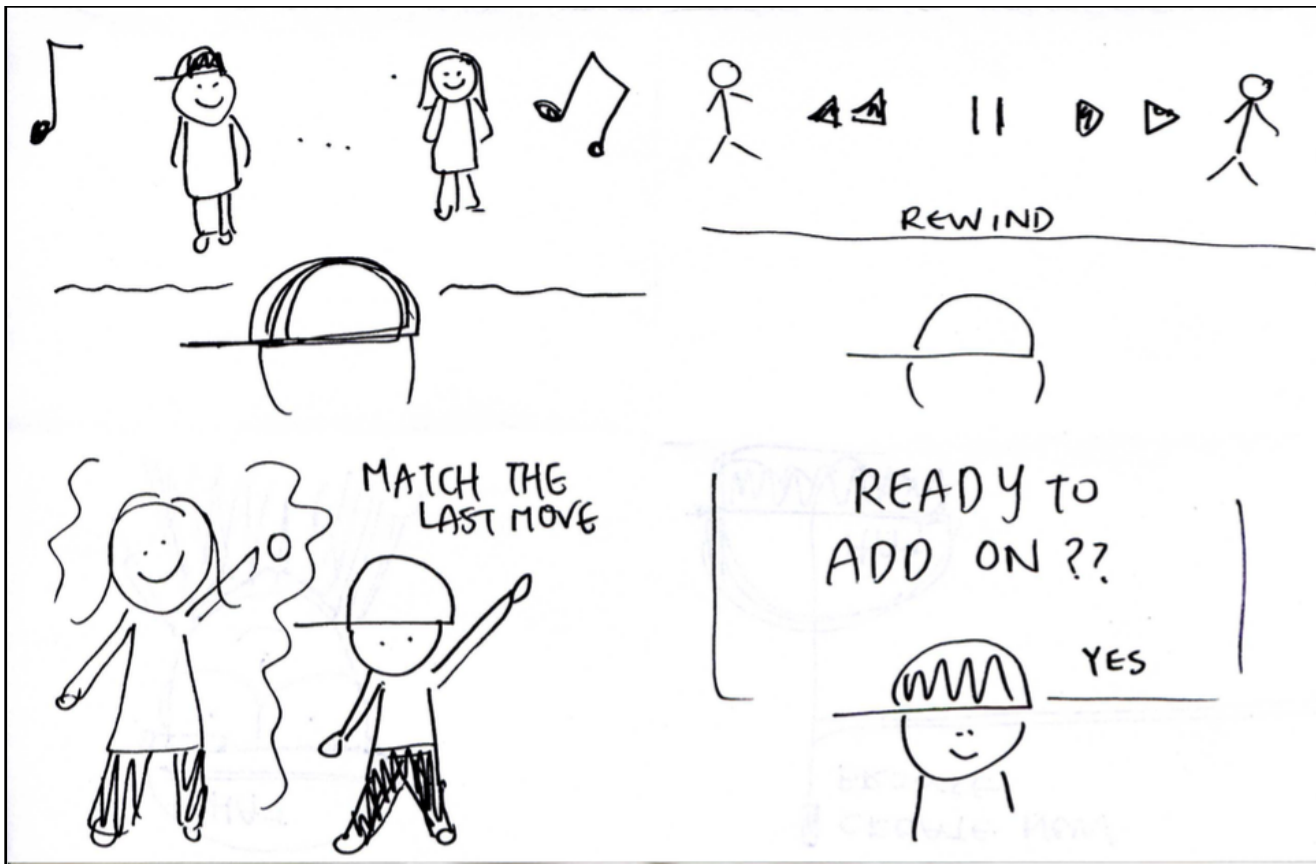


Figure 5

Section 3: Storyboards

Based on our initial concept realizations, we decided to further explore Realization #3 and Realization #4. Although Realization #4 introduced an additional indirection to the creation/contribution process (individuals would likely have to upload video from an external source), a web application realization afforded the potential for a more rich browsing experience. We decided to further pursue Realization #3 since it afforded simple navigation amongst the UI views for our various tasks and provided balance amongst the various functionalities; we felt that the creating, contributing, and discovering projects should be given equal weight and this realization seemed appropriate for achieving this goal as compared to Realization #1 which promoted discovery or Realization #2, which emphasized creation.

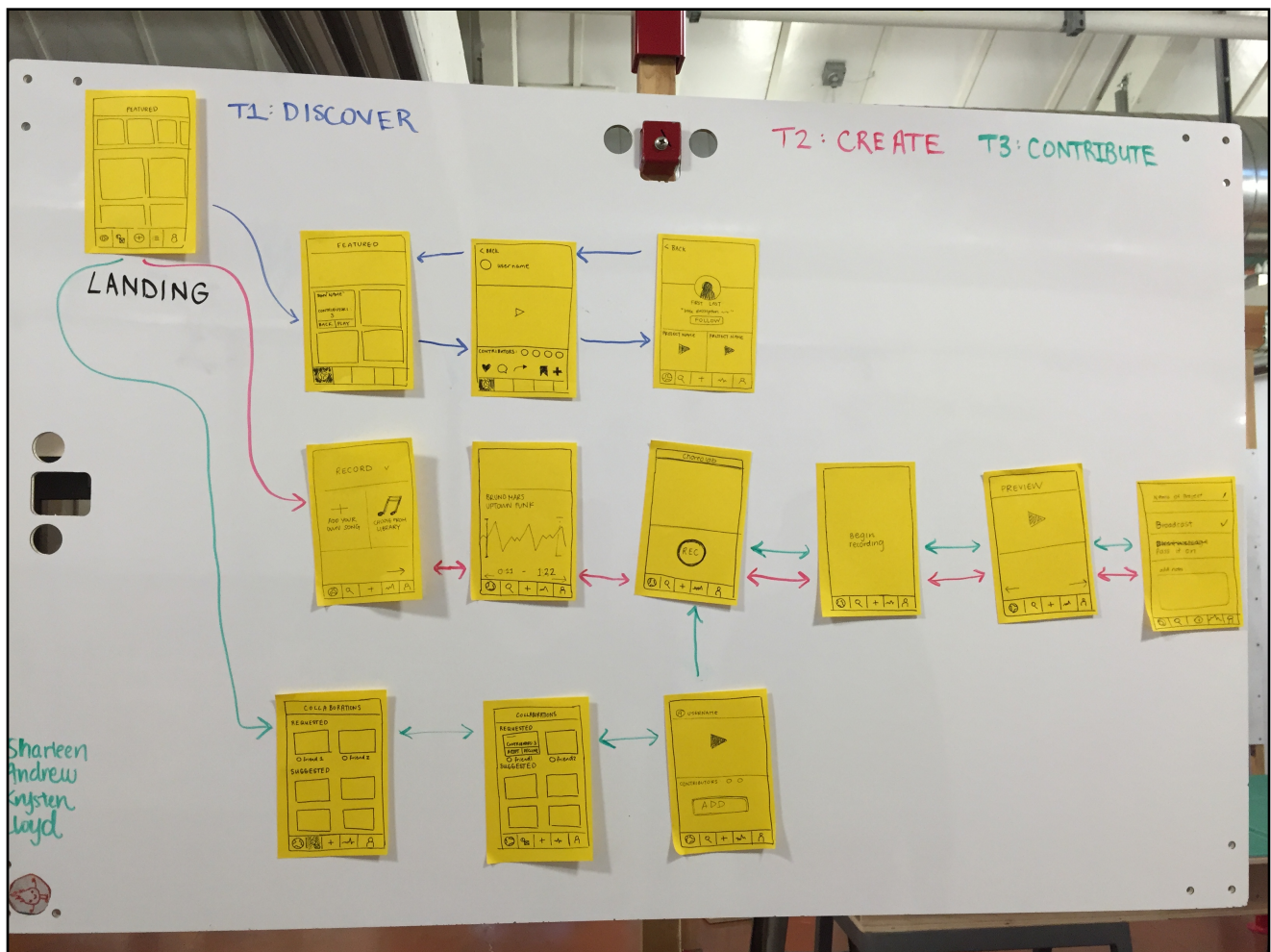


Figure 6 - Storyboard for Realization #3

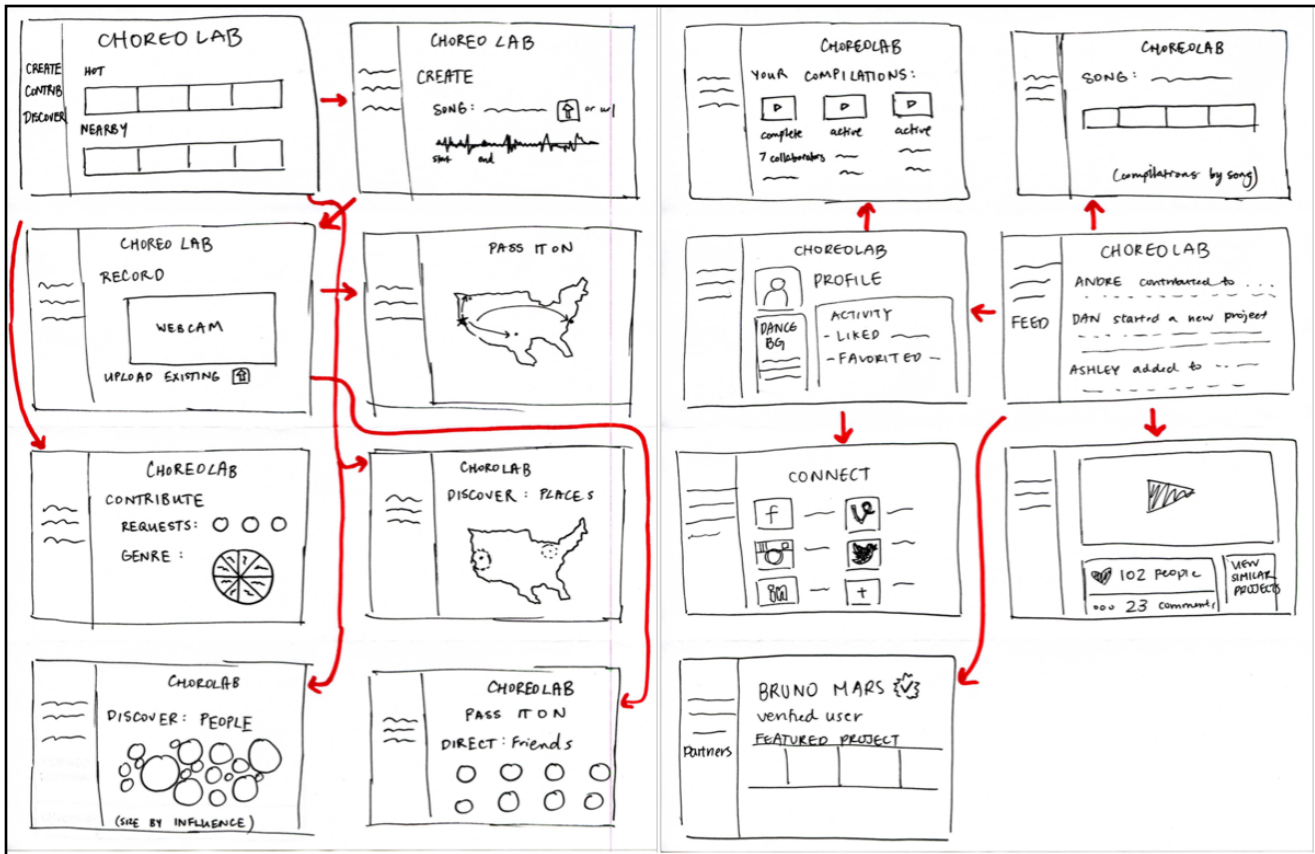


Figure 7 - Storyboard for Realization #4

Section 4: Selected Interface Design

We ultimately chose the mobile realization because ChoreoLab is inherently an on-the-go concept. We looked at a variety of mobile apps that facilitate content creation and discovery, like Facebook and Instagram. Because we used elements of well known applications, we felt that it would allow users to dive right into the creation and discovery processes. We felt that a tab-based design with navigation on the bottom of the screen made the most sense for our tasks. We want users to be able to seamlessly transition between discovery and creation rather than fumbling around with a pop-out menu and scrolling through many options (See Appendix D for UI task descriptions).

Section 5: Prototype Description

Our low-fidelity prototype consisted of mock UI views drawn on index cards. Interactions with the application were all touch-based, except for a few text inputs. Although the UI has five tabs, we only chose to implement the three that were necessary for our selected tasks: discover tab for browsing, inbox tab for contribution requests, and the create tab. We

intentionally chose to integrate many of the UI views for creating and contributing to provide users with a consistent experience across these two tasks. We also included a series of overlays in our paper prototype. These overlays included cutouts to simulate the flipping of content cards on the discover page; clicking on card would flip the card and display additional information about a project. We also had various dialog boxes that would display messages to the user throughout the recording and sharing process.

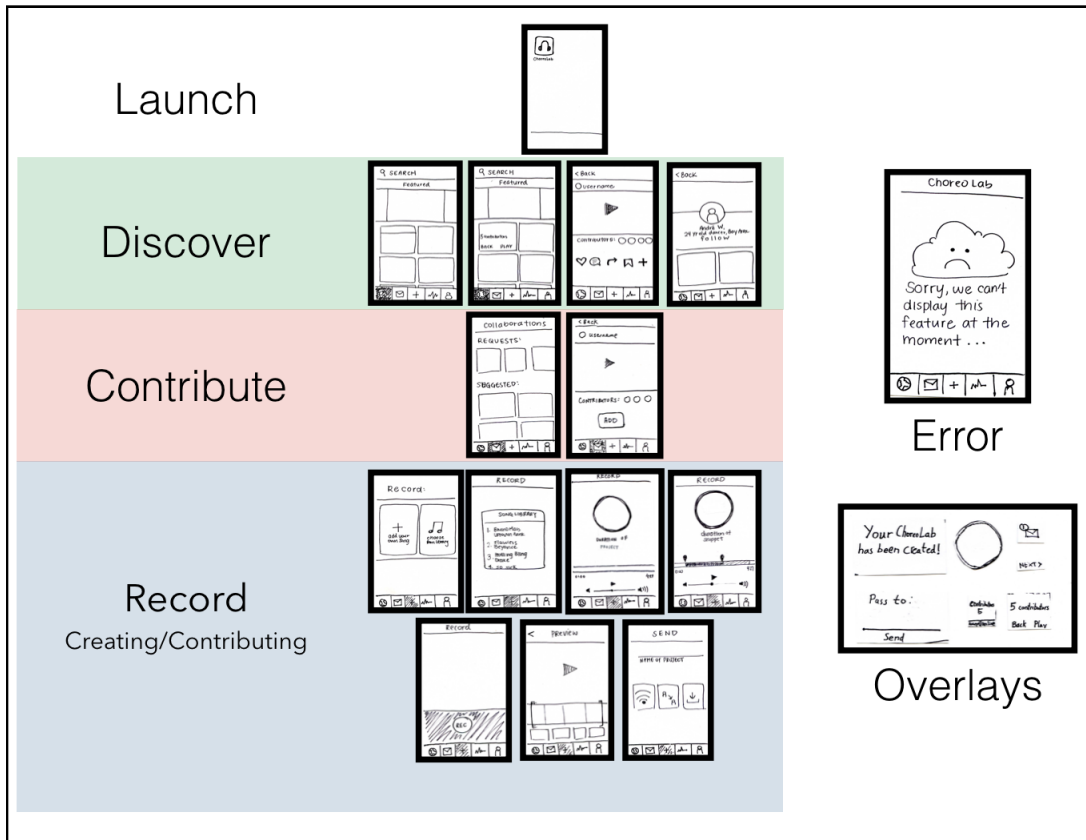


Figure 8 - System Overview

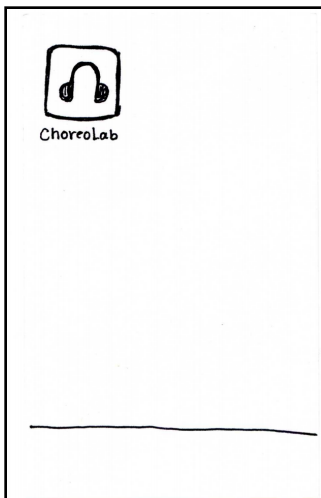


Figure 9

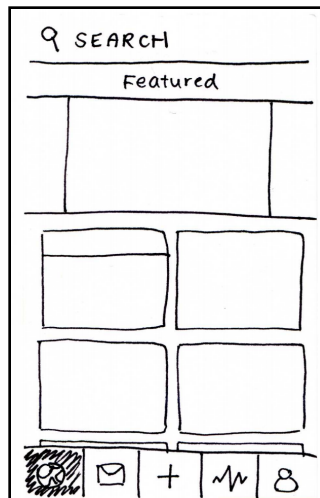


Figure 10

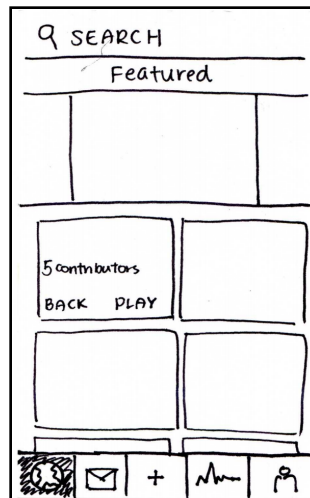


Figure 11

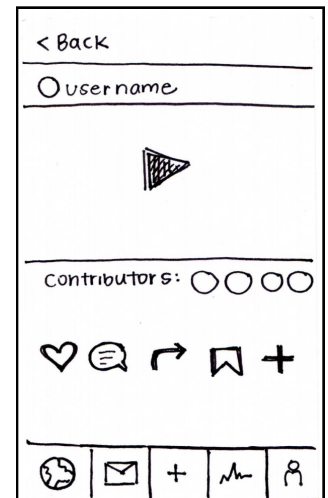


Figure 12

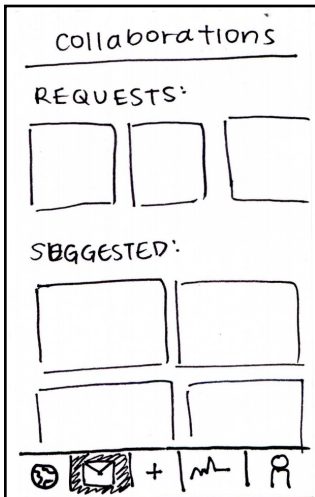


Figure 13

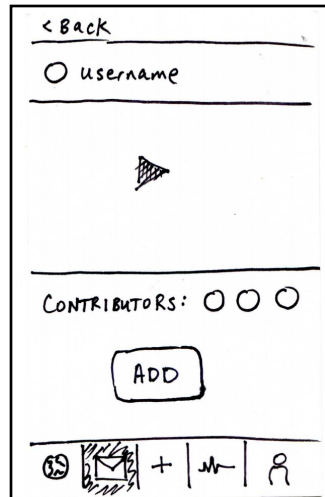


Figure 14



Figure 15

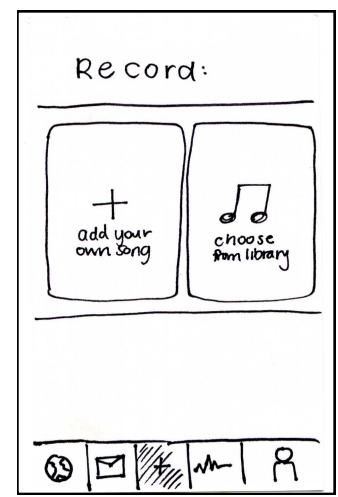


Figure 16

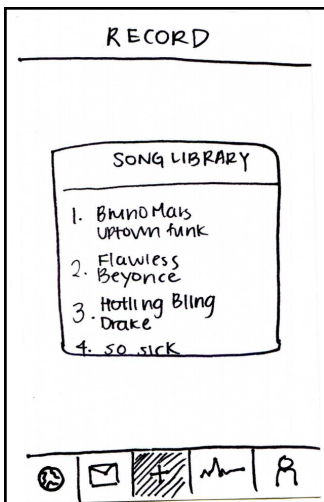


Figure 17

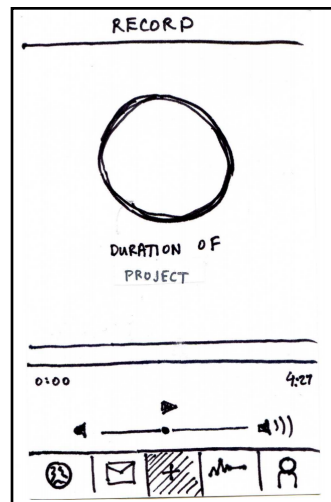


Figure 18

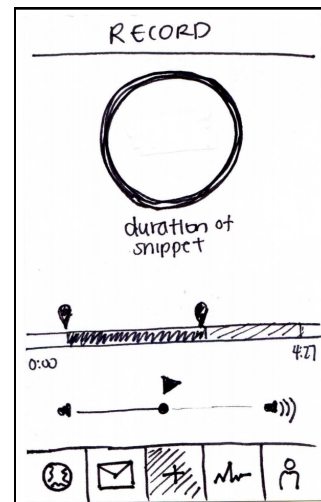


Figure 19

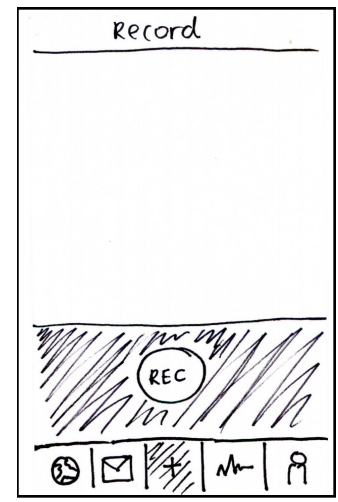


Figure 20

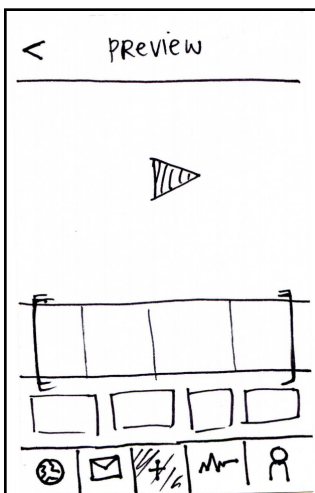


Figure 21

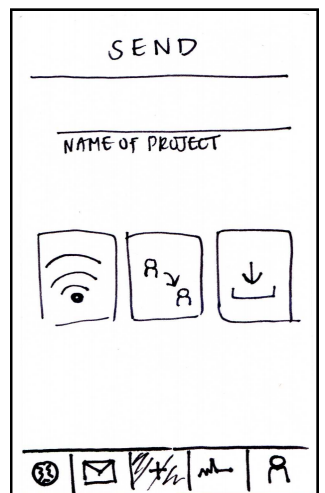


Figure 22

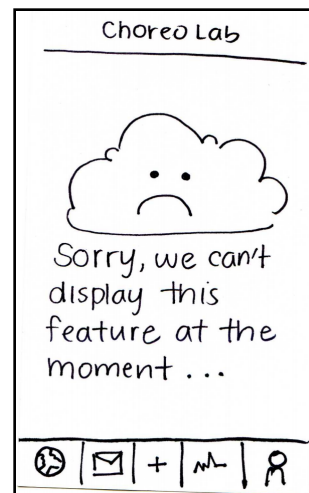


Figure 23

Section 6: Method

Section 6.1: Participants and Environment

We recruited our test users by surveying residents in our dorms and members of on-campus dance groups. We sought to obtain a test group with diverse dance background and experience. Participant 1 is an advanced krump dancer, Participant 2 has extensive contemporary/belly dancing experience, Participant 3 dances on two collegiate teams, and Participant 4 has experience with ballet. We compensated our participants with promised boba at a future point in time. Participants were interviewed in a variety of settings (dance studios, communal spaces, gymnasium) with the aim of capturing the variety of settings that the ChoreoLab application could be used.



Figure 22

Section 6.2: Tasks

TASK #1: DISCOVERING PROJECTS AND WATCHING COMPILATION VIDEOS

In this task, the user assumes a more passive role with the intent of discovering new content (either watching a video or finding a user to follow) on the ChoreoLab platform. The user begins on the launch page of their mobile device (Figure 9). Upon opening the ChoreoLab application, the user is presented with the discover feed (Figure 10). If the user taps on any of the content cards on the discover feed, the card will flip over (Figure 11), providing basic information about the project (i.e. number of contributors, active/completed, etc.). The user can explore the project by navigating to a project page (Figure 12) where the user can watch the video as well as perform additional actions such as bookmarking a video. If the user would like to follow any of the project collaborators, he or she can click on the creator's user name button or on the contributor profile icons to redirect to another user's profile page, which has a follow button (Figure 13).

TASK #2: CREATING A COLLABORATIVE CHOREOGRAPHY PROJECT

In this task, the user assumes the role of a more active choreographer, someone who is comfortable sharing their work and potentially interested in collaborating with specific users. From any view within the ChoreoLab application, the user can create a new project by clicking the "plus" button located in the center of the bottom navigational tab bar. The user is then redirected to the first page of the project creation flow, from which they can select their desired source of music (Figure 16). Our low-fidelity prototype only supported choosing songs from the provided library (Figure 17). After the user selected a song, he or she would be presented with consecutive views that allowed them to select a segment from the song for the project (Figure 18) and the particular segment that he or she wanted to choreograph to (Figure 19). After, he or she would record (Figure 20) and post-edit (Figure 21). Once satisfied, the user would then proceed to the share page (Figure 22), which would allow them to publicly broadcast their project or pass a collaboration request directly to a friend.

TASK #3: CONTRIBUTING CHOREOGRAPHY "SHORTS" TO OTHERS' EXISTING PROJECTS

In this task, the user assumes the role of someone who would like to contribute to existing projects. The user can contribute via the discovery mechanism. While browsing, she uncovers an active project that she would like to add on to. By clicking the "plus" button on a project page, she can contribute (Figure 12). She is then redirected to a series of views

that are similar to those found in Task #2. A primary difference between contributing and creating is that the contributor can only choose the segment for her snippet, whereas the project creator can choose his or her segment as well as the total segment for the whole project. The user is then directed through the same record sequence as that of the create process (Figures 19 through 22). A user can also contribute to projects via direct requests from friends. If the user receives a direct request, she can navigate to her inbox (Figure 13), which will contain a list of requests. If she chooses to accept a collaboration request, she is presented with a project page (Figure 14) that allows her to watch the current compilation before she chooses to add on.

Section 6.3: Procedure

We began our tests by introducing the ChoreoLab concept to our users and showing them the initial segment of our concept video, which provided an example of what a completed ChoreoLab project might look like. After presenting the concept, we explained briefly the purpose and goals of the application as a platform to facilitate creativity and collaboration. In order to show the user how to interact with the prototype, Sharleen demonstrated how to bookmark a video. We then presented the user with the launch page and their first task. Although we indicated that we would not answer functionality questions until the debrief, we encouraged users to voice confusions or questions. For each test, our team members retained the same roles: Sharleen served as the facilitator, Lloyd and Krysten observed, and Andrew acted as the computer. Given the tab-based UI, any task could be initiated from any view, so we transitioned from one task to the next from the current screen the user had reached upon completing the prior task. After running through the three tasks, we debriefed with the user, answering any lingering questions as well as requesting feedback concerning the usability of the interface.

Section 6.4: Test Measures

Our test measures were aimed at quantifying the ease with which users could interact with new content, both by browsing and by actively creating new content. We were particularly observant of user's navigating to the wrong tab for a certain task or whether they correctly interpreted the icons throughout the interface. Lastly, we recorded how long it took users to proceed through the creation flow, considering this critical to promoting engagement with the application and achieving our goal of allowing different dancers to create together.

Section 7: Results

Participant 1: Male, 23

This participant primarily struggled with the first task. When trying to find someone to follow, he clicked every available button until he realized that we wanted him to find a person through a video. During this process he remarked, “I never use Instagram.” He likely recognized that our UI was modeled in part after Instagram. Finding a person to follow took much longer than any of the other tasks. He was very inquisitive and helped push us in thinking about our design. Every step of the way, he was asking questions about the experience that either weren’t clear or weren’t explicitly available.

In the third task, he didn’t seem to understand that users pick up where the last person left off. He thought that there might be gaps in the song where no one was dancing because users choose the length of their snippet of the song.

Participant 2: Female, 24

For task 1, Participant 2 did not think about clicking the videos on the “Discover” page and accidentally entered record mode. She then could not find her way back since there was no “Back” button on the record page. When we asked her to follow someone, she thought that the ‘+’ button would add a follow and pressed both plus buttons (“Contribute to video” and “Create compilation”).

For the second task, she was confused with whether the music library came from the cloud or from the files stored in her phone. Other than this, she noted that sending a video to a person is straightforward.

For the task of contributing, she was confused with all the button labels. She tried to comment on a specific user’s video to ask them if she could participate collaborate. She also did not recognize the bookmark logo and didn’t connect ‘+’ label with contribute. Further on, she understood the “save” and “direct send” labels, but not “broadcast”.

Participant 3: Male, 18

Participant 2 did not struggle with task 1. He wished that the “Discover” section could have a portion to see “Recent Activity” from his friends and was confused on how the layout categorized videos.

For task 2, he was confused by the time sliders on the “Select Project Duration” page, whether the music library automatically synced with the phone or on some cloud, and the “Select Snippet Length” page. He wished there was some sort of label that said “Time” or “clip it here”.

Contributing went smoothly, but he hesitated before clicking the ‘+’ label. It took him two minutes to contribute to a request from a friend, to which he sent to another friend. He was confused on whether or not it was a requirement to send the video back to the original creator.

Participant 4: Female, 18

The biggest pain point for Participant 4 was the sliders for selecting the length of the project and length of the snippet. After she figured it out, she said, “It could be cool if I could do half and my friend does half,” which seems to imply that she didn’t quite understand the purpose of ChoreoLab. She then saved the recording and sent it to a friend.

Section 8: Discussion

The initial round of pilot tests reinforced the strength of our concept but also drew out additional nuances that will be necessary to consider for the platform to be successful in achieving our stated mission. We will now analyze some of the concerns and points of emphasis for each task flow.

Creation

Overall, users understood and engaged well with the creation task flow; they indicated that the flow was logical and would not hinder them if they wished to create new content. Moving forward, we hope to streamline this process further and perhaps increase the amount of control afforded to a project creator. Participant 1 expressed that he would like to have control over who contributed to his projects, in the event that he broadcasted. He warned that more professional dancers looking to create polished compilations would not want novices contributing to their pieces and requested that project creators have veto power over contributions. One UI component of the creation process that proved challenging during this round of tests were the slider bars used for selecting project and segment lengths. A few of our users had trouble understanding the paper overlays we used for this UI component; although we will explore additional approaches to selecting durations for projects and individual segments, we believe that a higher-fidelity prototype will eliminate the challenge of understanding the slider bar element. In addition, the

broadcast icon confused some users, who mistook it as a wi-fi symbol and wondered how it related to the sharing process. Lastly, during the creation flow, users expressed some confusion with the music selection options and whether the songs they chose would come from local files on their device or from some cloud storage system.

Discover

Many of our participants had difficulty understanding how content was categorized on the “discover” feed. Although we included a feature scrollable at the top of the page, the prototype lacked enough fidelity to distinguish the organization of the project content cards below. Users wondered whether projects would be organized by nearby location, specific users, genre, etc. Many users expressed that they would want the discover flow to support the style of browsing that they use when watching dance videos on YouTube: being able to see featured and popular videos, navigating to related videos, and being able to search for particular users of interest.

Contributing

Unifying many of the UI views between contributing and creating new projects proved successful for many of the users. One point of confusion, however, was the double usage of the “+” icon; we used this icon on the navigational tab bar to redirect to the project creation page as well as on a particular project page to allow users to contribute to incomplete projects.

Recording

Using the paper prototype, we were unable to replicate the experience of recording/editing videos.

TOTAL WORD COUNT: 2,458

Appendix A - Consent Forms

Consent Form

The **Enhancing Dancing** application is being produced as part of the coursework for Computer Science course CS 147 at Stanford University. Participants in experimental evaluation of the application provide data that is used to evaluate and modify the interface of **Enhancing Dancing**. Data will be collected by interview, observation and questionnaire.

Participation in this experiment is voluntary. Participants may withdraw themselves and their data at any time without fear of consequences. Concerns about the experiment may be discussed with the researchers (**Andrew L., Lloyd L., Sharleen T., Krysten W.**) or with Professor James Landay, the instructor of CS 147:

James A. Landay
CS Department
Stanford University
650-498-8215
landay at cs.stanford.edu


Participant anonymity will be provided by the separate storage of names from data. Data will only be identified by participant number. No identifying information about the participants will be available to anyone except the student researchers and their supervisors/teaching staff.

I hereby acknowledge that I have been given an opportunity to ask questions about the nature of the experiment and my participation in it. I give my consent to have data collected on my behavior and opinions in relation to the **Enhancing Dancing** experiment. I also give permission for images/video of me using the application to be used in presentations or publications as long as I am not personally identifiable in the images/video. I understand I may withdraw my permission at any time

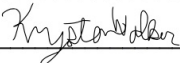
Name Mason Y

Participant Number 1

Date 10/22/15

Signature 

Witness name Krysten W.

Witness signature 

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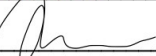
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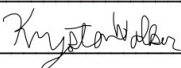
Name Patricia O

Participant Number 2

Date 10/22/15

Signature 

Witness name Krysten W.

Witness signature 

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Name Jeremy M

Participant Number 3

Date 10/22/15

Signature JM

Witness name Krysten W.

Witness signature Krysten W.

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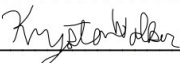
Name Carmelle M

Participant Number 4

Date 10/22/15

Signature 

Witness name Krysten W.

Witness signature 

Appendix B - Interview Notes and Data

Incident Log

| Severity | Incidents |
|-----------------------------|---|
| 0 = no problem | <p>All Participants: Agree that this is a cool way to collaborate and dance.</p> <p>All Participants: Choosing snippets is very straightforward after you figure it out. Very little friction in all tasks after done once.</p> <p>Participant 2, 4: Explicitly said they liked the Send page.</p> <p>Participant 2,4: Likes how Discover layout was similar to YouTube</p> <p>All Participants: Like how the some flow is re-used between contributing to and creating compilation projects.</p> |
| 1 = cosmetic problem | <p>All Participants: Confusion with how the videos on the “Discover” page were sanctioned</p> <p>Participants 2,4: Thought “Broadcast” was a wifi button.</p> <p>Participant 4: Pressed header to send, and suggested a textual label versus a pictured one. Also wanted captions on dance videos</p> |
| 2 = minor usability problem | <p>Participant 4: “At the end can I watch the whole video, or do I just see my part?”</p> <p>All Participants: Confusion if music library was synced to phone files or if it was part of some cloud.</p> <p>All Participants: “Select Project Duration” and “Select Snippet Length” portions were confusing.</p> |
| 3 = major usability problem | <p>Participant 4: Midway through 2nd task, said “It would be cool if I could do half and my friend does half,” but this is the entire point of the application.</p> <p>Participants 1, 2, 3: “Who am I sending this to?” Thought it was a requirement to get approval from the original creator. Ambiguity with who gets what and approval/denial process.</p> <p>Participant 2: Confused with ‘+’ for creating something new with ‘+’ for contributing to a specific video project.</p> |
| 4 = usability catastrophe | <p>Participant 1: While trying to add a follower, clicked on ‘+’, which led him down the wrong path for 7 minutes.</p> |

Interview Notes and Data

Critical Incident Key:

0 = no problem

1 = cosmetic problem

2 = minor usability problem

3 = major usability problem

4 = usability catastrophe

Participant 1 - (Male, Age 23)

Krumper, Interviewed at a dance studio

1. Discover

a. find and watch a dance video

i. Confused on what "Featured" represented on the discover page

ii. start 9:07

iii. Assumes that the bottom is what people are up to and that top portion represents most popular

iv. Finds it a video fine.

v. end 9:09

b. find someone to follow

i. start 9:09

ii. clicked '+'

iii. clicked inbox

iv. clicked suggested

1. clicked accept

2. add

3. (thinks this will lead him to someone to follow)

4. now in portion of song. (and also no back button so no going back to here)

5. went back home

v. clicks featured

1. doesn't think that going into a video will lead to a user's profile

2. "I don't use instagram, is this plus follow?"

3. just checking all the buttons

4. clicks like

5. "message can I follow you? done"

6. maybe if this is a different color and it was something you should click on it would. (thought it was part of the video screen)

vi. end 9:15

2. Creating a dance compilation video

i. start 9:15

ii. finds it well

iii. figures out snippet well

iv. Thinks time selection thing is setup weird (knew that this is the specific part of the song you're gonna do)

- v. review
 - 1. "Is there a next button or something?"
- vi. Got all three buttons (global, friend, download)
 - 1. selects friend
 - 2. "I like that page"
- vii. end 9:18
- 3. Contributing to existing projects
 - a. Contributing to a direct request to your friend
 - i. start 9:18
 - ii. accepts fine
 - iii. adds fine
 - iv. question:
 - 1. say I wanna do the first 8 counts of the song.
 - 2. confused on whether or not has to build off from where the last person left off, but expressed concern on "what about if I want a specific part of the song?"
 - 3. Does it show just the thing I recorded or the whole thing?
 - a. I'd like to see the option,
 - i. top whole video vs your video
 - v. Save it to my phone, put it on global, it has been broadcasted
 - 1. after I send it to global, do I have a way to track that video?
 - a. would I have a quick way to see what I was working on.
 - b. answer: on profile, you can see your snippet libraries.
 - c. Would I get notifications, would I see when someone added to something I added to?
 - d. 9:24
 - e. at least wants the option to see when people contribute to anything im related to.
- b. Contribute to a random video:
 - i. start 9:25
 - ii. clicked on "pass to" instead of +
 - iii. picked record, then next
 - iv. records
 - v. "is there submit or next?"
 - vi. broadcasts it
 - 1. (maybe should have control on how they get broadcasted)
- vii. end 9:27
- c. question: I want to make something really cool and a five year old adds to it, can I reject?
- d. any ui components that were frustrating
 - i. username button ("is that a button?")
 - ii. would approach it like youtube
 - 1. most views most activity
 - 2. person in mind, would search him

3. search would be contingent of what other people have searched.
4. creation flow is straightforward
5. “next buffer kept buffering lolol”
6. sliders thing.
 - a. I don’t have full autonomy over my section
 - b. can you pick the amount of time you do in the beginning
7. Wondering if there was some kind of even break?
 - a. would amount of time be fixed percentage?
 - b. interesting idea:
 - i. online games, a long pre-game setup period
 - ii. wait for everyone to get into the lobby to sign in, everyone is assigned a role.
 1. set up preliminary.e
 2. once every section of the song is picked, then allow everyone to.
 3. more upfront control before a single thing is recorded as opposed to “oh I can’t do this part of the song and its not up to me”
 4. contributing flow worked easily and flowed well.
- iii. How would you visualize recording?
 1. option of metronome to count you in
 2. can count you in or off
 3. slide the slider back, it plays with the previous person, can get into an empty space and then start recording.
- iv. If two people add at the same time, what happens?
- v. If you decline option, can potentially add thousands of videos
 1. maybe random people can upvote and downvote segments.
 2. every segment would be global individually
- vi. Creator should have settings
- vii. make like yelp → “no only 4 star dancers are allowed”
- viii. Maybe can also have branching paths, maybe voting in the end.
- ix. Project creator can see all the options
- x. Tree options
 1. That can be a lot.
- xi. “You have to consider trolls”
 1. “Aw man, someone took it before me”
 - a. “I cant contribute anything”
 2. Troll: “Im just going to take things from people”

Participant 2 - (Female, Age 24)

- Belly Dancer and Contemporary Dancer
- Interviewed in a private room at Old Union

Task 1 - Discover

- Task 1a - Find a cool video.
 - Chose the person
 - Was confused with swiping vs tapping for discover page
 - No back button after entering recording mode
- Task 1b - Find someone cool to follow.
 - Thought that '+' was a follow button.
 - '+' seems to be ambiguous.
 - The follow button in the user's profile seemed hidden (did not look pressable).

Task 2 - Create a dance compilation project.

- "Is it my library, or some library that exists in some sort of cloud?"
- In "Review": Misconception that filters were just a still shots (for beginning frame)
- Sending to a person is clear ("maybe i can send it to a person I am following")
- 3. Contribute
 - a. Contribute to a random video project.
 - Wanted message them to ask them if they can join the project.
 - Did not recognize bookmark logo
 - Was confused from '+' again
 - "How do i know where they left off?"
 - "I dont know what this means" (broadcast)
 - Recognizes the save button and the direct send button.
 - Sent directly to a person, and then broadcasted (this function should not be allowed).
 - b. Contribute to a direct request.
 - Saw the message in the inbox easily
 - Accepted the invitation.
 - Contributing was easy since it was the same flow as contributing to a random project.

Feedback

- 1. Discover Feedback
 - "When I search I think more about finding people, rather than finding videos"
 - Finding specific people first and then, seeing the videos that belong to that person.
 - Confused with '+' for creating something new versus '+' for adding to an existing ChoreoLab
 - "What's the difference between a bookmark and a like?"
 - "Can we see a list of people who are following?"
- 2. Contributing and Creating Feedback
 - "Passing To"
 - "I felt like I chose to saving a lot."

- Troubles with creation flow
 - Confused with what the “Recent Activity” button was (not an implemented feature yet).
- Recording process was intuitive.
- Confusion with back button
 - “Android has a back button which is nice, but I don’t know how iphone works.”
- Likes how the recording screen appears for both creation and contributing
 - “Makes sense for it to be the same”
- Confused the broadcast button for “Wi-Fi”
- The discover button was confused for a web button
 - “Would this take me to the web?”
- “This makes it easy to create something”
- When I clicked the envelope, it brought me to inbox
 - “I would want a feature that allows me to send a text without having to send a video”
- Contributing to random videos:
 - Have the videos that people are actively looking.
 - What if there’s a video that I want to take over?
 - Two versions of the video
 - Lloyd finishes it,
 - but I want to work with his choreography
 - “Hey can I use your snippet in the video, (without the other content that added on).”
- Misconceptions
 - Thought that you could use snippets of other people’s videos in your own project.
- Suggestions
 - **Snippet Library (a library of each of the snippets recorded by a user)**
 - “It would be cool to see my styles changing through time.”
 - “If I were on Lloyd’s profile, I’d like to see a history of his snippets.”
 - **Maybe should have a little baby window of the last five seconds**
 - Have something that counts you down, and also shows the dance from previous snippet.
 - **Clarify where you are in the song:**
 - Should have some kind of indication before the Record option, so the part of the song to which you are dancing to is clear.
 - **“I would want a feature that allows me to send a text without having to send a video”**

Participant 3:

Hip-hop Dancer, 18 yrs

Tested in Old Union Room

5:20 - 5:22

- Discover:
 - finds videos smoothly
 - found a follower smoothly
- Create new compilation video
 - start - 5:22
 - “Select Project Length” - confused with cursors.
 - (Confusion may be due to ugly cursors)
 - “Select Snippet Length” - confused with snippet segment.
 - Downloads the video, then shares
 - end - 5:27
- Contribute to a random video:
 - start - 5:27
 - hesitation for clicking ‘+’ for compilation video
 - clicks broadcasted
 - end - 5:28
- Contribute to request from a friend:
 - start - 5:28
 - Went smoothly
 - end - 5:30
- Afterwards:
 - most confusing part is the snippet thing, not very intuitive
 - not having a slide bar that says “Time” and “clip it here”
 - once I got the hang of it, it was easy
 - home mail create
 - most but not all of it was intuitive
 - Anything you wished you could have had?
 - recents from my friends
 - everyone in the world?
 - don’t know if these are just other featured things too?
 - all are just featured videos
 - maybe the bottom videos in the discovered page are suggested videos
 - the huge empty circle for snippet page is not very intuitive
 - After i got a direct request:
 - not sure if im trying to send it back or should i broadcast to everyone?
 - think that its a requirement to send it back
 - To options to upload music:
 - “integrated library in the app or does it access music files in the phone?”

- “Might be cool to have trending songs, with people who are collaborating with” or “maybe it should be synced to your music files”
- Didn’t know of splicing own section collaborating:
 - logistically recording yourself is hard, gotta lean phone on book
- I would like to see collaborations, but not really do them at this point.
- Would you have liked to see the last few seconds of the person before before it started recording?
 - “Yeah I would like that”
- “Application wise the phone should be able to adjust to my orientation”
- “Yeah it’s low friction for me”
- Video filtering:
 - “I have several dance groups that I’m subscribed to. See their uploads, and then from their i jump off suggestions. Completely blanking I go to featured page. Genre app would be cool (but didnt occur to me)! I didn’t know I could add to any video.

“Is every single collaboration open? 10 million viewers and then I add”

Participant 4: Female, age 18

- Task 1:
 - Homescreen:
 - “Do they have captions? I’m clicking on a wildebeest video”
 - Person to follow: clicked on the back button but then realized we wanted her to click on the person
- Task 2:
 - Got stuck for a second on finding the Plus button at the bottom
 - chose to add her own song
 - Confused by the sliders but then figured it out after being prompted that it was on a bar indicating time
 - Said “24 counts” when she chose duration of project
 - Confused by the second set of sliders
 - Before recording, she said “it could be cool if I could do half and my friend does half”
 - Saved and then chose a friend
- Task 3: A
 - on home screen: “are these completed? I’ll hunt for one that is uncompleted”
 - Doesn’t know what the broadcast button is - “it looks like wifi”
 - Also chose to broadcast
- Task 3 B:
 - Hesitated over trying to push play and then pushed add
 - Pressed the header text when trying to send
- Post-interview:
 - A send button might be better than a broadcast button or a caption for the icons “publish instead of broadcast”
 - Homepage: wanted to see the choreographer and the song
 - Sidebar with different genres - girl groups or poppy or etc
 - Thought that “choose from library” was her own music library
 - Sliders made sense after you get it

Appendix C - Test Script

Preliminaries:

1. Explain concept
2. Show completed ChoreoLab compilation video (from concept video)
3. Demo bookmarking

Tasks

1. Discover
 - A. "Open up the app and find a cool video."
 - B. "Find an interesting person to follow."
2. Create
 - A. "Create a new compilation."
3. Contribute
 - A. "Try to contribute to a random video."
 - B. "Contribute to a direct request from a friend."

Answer And Ask Questions

COMMON QUESTIONS TO ASK:

1. "What was confusing?"
2. "How would you imagine the recording process?"
3. "Any recommendations for additional features?"
4. "What did you like about the app?"

Appendix D - Selected Interface UI Task Descriptions

| Task | Functionality |
|--|---|
| <p>Task 1: Discovering projects and watching complication videos</p> | <ol style="list-style-type: none"> 1. From the Discover screen, click on a video 2. The video tile flips over to reveal how many contributors there are and gives the user the option to play or go back 3. Play goes to the Project Details page where the user can take several actions <ol style="list-style-type: none"> a. Click on the creator's username to go to their profile b. Play c. Comment d. Pass to a friend e. Bookmark f. Add on g. Click on any of the contributors' usernames to go to their profiles 4. Options A and G send you to a profile where you can follow the user and explore their projects and snippets |
| <p>Task 2: Creating a project</p> | <ol style="list-style-type: none"> 1. From any screen, the user clicks the Plus icon at the bottom of the screen 2. They are directed to the first screen in the Creation flow 3. The user can select a song from the ChoreoLab library or use one of the files stored in their phone's music library 4. The user then enters the Project Length screen that has sliders to select which part of the song the entire project will use 5. A next button appears and it takes the user to the Snippet Length Screen where they choose how long they would like to dance 6. Then they record 7. After recording, the user is on the Preview screen where they clip the recording and apply filters as desired 8. Then they are in the Share screen where they give the project a name and select Broadcast or Send to a friend, with the option of saving their snippet to their phone |
| <p>Task 3: Contributing choreo shorts to others' existing projects</p> | <ol style="list-style-type: none"> 1. While browsing, the user uncovers an active project that she would like to add on to. A user can also contribute to projects via direct requests from friends. <ul style="list-style-type: none"> o If the user receives a direct request, she can navigate to the Inbox screen by clicking on the mail icon o The Inbox screen has a list of direct requests which the user can accept or reject 2. By clicking the "plus" on a random project page or "add" button on a direct request page, she is then redirected to #5-8 in Task 2 <ul style="list-style-type: none"> o A primary difference between contributing and creating is that the contributor can only choose the segment for her snippet, not the length of the project. |