

User Experience Research Report: Surveys

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Table of Contents

Executive Summary.....	2
Introduction.....	3
Methods	4
Findings and Recommendations.....	6
Summary of Results.....	6
Finding 1.....	6
Finding 2.....	7
Recommendation.....	7
Finding 3.....	8
Recommendations.....	8
Discussion.....	11
Conclusion	13
Appendices.....	14
Appendix A: Questionnaire.....	14
Appendix B: Results.....	19

Executive Summary

This report details and analyzes our survey investigation of current Collage.com users. We sought to identify current users' attitudes and habits, find areas of strength and weakness of the site, and better understand the overall usability of Collage.com.

In order to accomplish this, we created a survey intended towards for Collage.com users. We created several iterations of our survey after receiving feedback and piloting. Once we finalized our survey, our client contact shared the survey with current Collage.com users. After one week of deployment, we received 48 survey responses. After analyzing the survey responses, we developed the following series of findings and recommendations:

Key Findings and Recommendations

Finding 1: A significant amount of people are editing their photos with external software before creating a product in Collage.com.

Recommendation: Although Collage.com has existing photo editing features, over half of our survey participants used external photo editing software, such as Photoshop, to edit their photos before uploading them to Collage.com. We recommend Collage.com improve their photo editing features in order to provide a better user experience.

Finding 2: Certain features of the site are not being used.

Recommendations: Our survey results revealed that over half of Collage.com users are not using certain features, such as adding text or background. There are several factors that could possibly influence a user's decision to use these features, for which we provide the following recommendations for:

- Because achieving desired text and layout were reported to the lowest satisfaction and highest difficulty, improving the ease and usability of these two functions could help improve user satisfaction and experience.
- Implementing an interactive tutorial for first-time users can also help guide users through these features and highlight these features for users who do not know about them.
- The chosen product tends to affect whether users implement extra features, like text. By showing a customized function panel for different products, it can highlight popular functions corresponding with specific products and make it easier for users to customize products with less distraction.

Finding 3: Customers are overall satisfied with Collage.com products.

Our survey results revealed that most customers seem to be satisfied with Collage.com products and using the site's basic features, such as uploading photos and product selection.

Introduction

Collage.com is a website that allows users to create customized products using their own photos. Collage.com offers its users with a large variety of product options from blankets to puzzles and photo customization and editing tools.

Our team will be reviewing and analyzing the usability of Collage.com. Because Collage.com was initially intended for creating products with multiple photos, but a significant number of users are using only one photo, our overall research question is:

- How can the customer's experience of creating products using only one photo as opposed to the site's standard multiple photo option be improved?

For this phase of the assessment, we conducted a survey investigation of current Collage.com users. Because we are examining a usability problem amongst current users, surveys provide a way for us to receive feedback from those users and allow us to ask questions specifically concerning usability.

Our research questions for this specific assignment are:

- How satisfied are Collage.com users with the site's usability and features?
- What problems do users encounter when using a single photo to create a product?
- In what areas could Collage.com improve in?

Survey questions were aimed towards understanding current user demographics, habits, and satisfaction levels. We also were interested in understanding more about the single photo usability problem that we had not been able to fully explore in earlier assignments and to see whether the survey results would correspond to our earlier findings from the interviews and comparative analysis. After one week of survey deployment, 48 users had responded. We analyzed these results in order to develop findings and recommendations for our client.

Methods

Our first step towards creating our survey was defining our target audience. Because we are evaluating a specific usability problem with Collage.com users, our target audience for this survey was current users. While developing the actual survey, we first developed overarching research questions, as mentioned in the introduction, to help guide our survey. We then created a draft of survey questions. Our questions can be split into the following categories:

- General technical background (Internet usage, photo editing)
- Overall Collage.com experience (to understand how many times a customer uses Collage.com, what products do they make, their overall satisfaction level, etc.)
- Single photo editing experience on Collage.com (specifically for understanding more about the client's presumed single photo usability problem)
- Competitors (to find out about other similar sites)
- Miscellaneous features (mobile version)
- Demographics (age, gender)

We sent our drafted questions to our graduate student instructor and our client contact for feedback and implemented their feedback when applicable. In order to pick our survey tool, we conducted a comparison between Qualtrics and Google Forms. We ended up creating our survey using Google Forms because of Google's ease of use and clean and appealing report style.

After creating the survey, we piloted the survey with two fellow classmates in order to further ensure the understandability and ease of the survey. After finalizing the survey, we sent the survey link to our client contact who shared the survey with current Collage.com users on our behalf. Survey participants were given a coupon code for 40% off and free shipping on the next order upon completion of the survey.

We aimed to receive at least 25 responses. Within the first week of the survey's deployment, we received 48 responses. Majority of the participants were within the client's main demographic, which are middle-aged or older females. The demographics of our survey participants are listed below (see Appendix for complete survey questions and results):

Gender Breakdown:

Gender	# of Participants
Female	40
Male	6

Prefer not to answer	2
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Age Breakdown:

Age	# of Participants
Less than 18	1
19-29	7
30-39	7
40-49	10
50 and over	23

In order to analyze the results, we downloaded the graphs and spreadsheet results provided by Google. We used the graphs to easily visualize the breakdown of the survey results and see what the majority answers were. We used the spreadsheet to identify the demographic information for unique answers we received, such as those who shared that they used Photoshop to help create their Collage.com product. To analyze and come up with findings, we went through each question result and noted anything that surprised us or questions that should have been improved or followed up on.

Findings and Recommendations

Summary Results

Our survey focused on understanding how users use Collage.com and their satisfaction level. Overall, the results suggest that most Collage.com users find the site easy to use and are satisfied with their final, delivered products. However, some survey results revealed that certain site features are being unused. Our findings are presented below from highest to lowest priority.

Key Findings and Recommendations

Finding 1: A significant amount of people are editing their photos with external software before creating a product in Collage.com.

More than half of the survey participants replied that they used external software to edit photos before uploading to Collage.com (Figure 1), despite the fact that Collage.com already offers image modification features. This reveals that customers have needs toward photo-editing features. The photo-editing features provided by Collage.com might not be useful or sufficient enough, which causes participants to use external software.

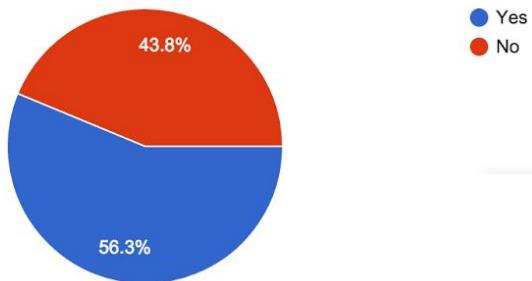


Figure 1: “Did you edit your photos with some software before uploading them to Collage.com for customizing products?”

Recommendation: Improve image modification functions

We suggest Collage.com to provide a more usable and abundant image modification function. More than half of the respondents reported that they used other software to modify images before uploading them to Collage.com, which increases the user's efforts and compromises their user experience. Collage.com could conduct more comprehensive research on what image modification functions users really need and how to deliver those functions in a proper way.

Finding 2: Certain features of the site are not being used.

According to the survey results (Figure 2,3), certain features, such as text and background, are not being used by over half of the survey participants. This might be because popular products, such as blankets, pillows, and wall art (Figure 4),

seldom need to use the text feature. Therefore, we are curious as to whether the product type affects whether a customer will want to use extra features. In other words, depending on the product a customer chooses, they will need different features to customize it. Moreover, although most survey participants indicated that the layout feature is easy to use (Figure 5), eight of them pointed out some insufficiencies of the layout feature. One person said a landscape and portrait button would be useful, even though such button already exists.

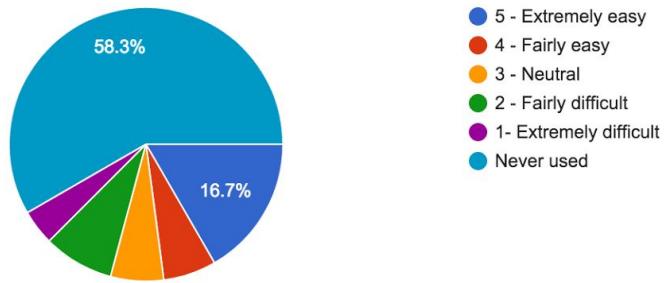


Figure 2: “On a scale of 1-5, how easy is it to add text to your design?”

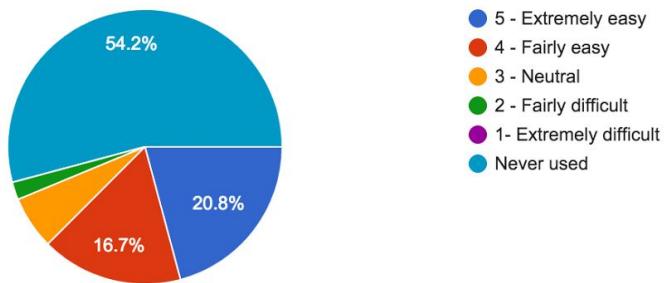


Figure 3: “On a scale of 1-5, how easy is it to add background to your design?”

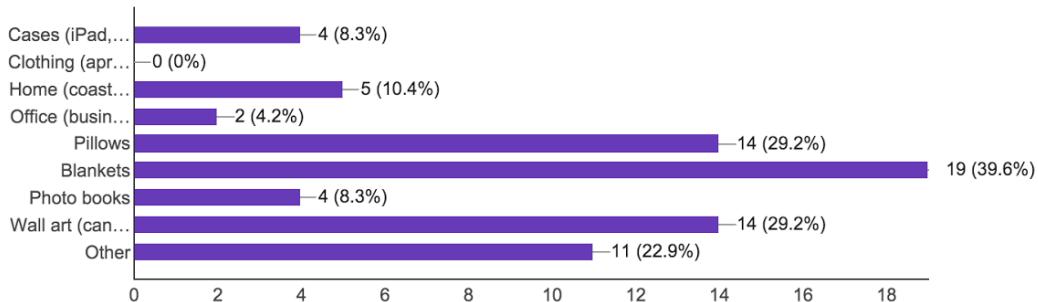


Figure 4: “What products have you ordered from Collage.com?”

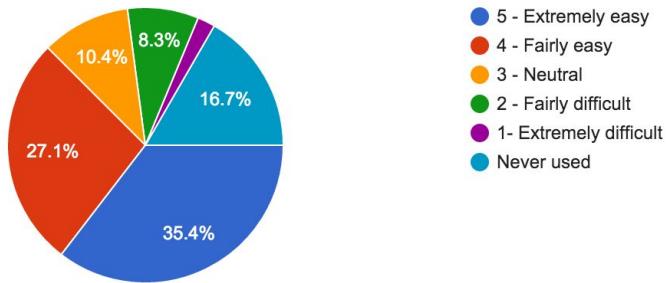


Figure 5: “On a scale of 1-5, how easy is it to achieve the layout you wanted for your design?”

Recommendation: Improve text and layout function

Improving the text and layout function can be a valid way to leverage Collage.com’s user experience to a new level. Among all the customization function, achieving desired layout is reported to be with lowest satisfaction and highest difficulty. Improving these two functions to be more user friendly could help improve users’ overall satisfaction with Collage.com.

Recommendation: Include an interactive tutorial for first-time users.

We also recommend including an interactive tutorial for first-time users as a way of improving usability. According to the survey results, some important customization functions are not being fully taken advantage of by users. There are also users who think that some functions are not easy to use. Therefore, we suggest an interactive tutorial for first-time users to highlight important functions and guide people through complex functions.

Recommendation: Implement a customized function panel for different products

People may have certain customization preferences depending on the product they choose. For example, functions like adding text and background are rare when customers make certain products (see Figure 2,3). Collage.com could monitor their users’ customization process and create a summary pattern of users’ choices of customization options for different products. Since choosing a product is the first step of creating a Collage.com, the site could provide a customized option panel that highlights popular customization options corresponding with the product while hiding less-used features. By doing so, it will be easier for users to customize products with less distraction.

Finding 3: Customers are overall satisfied with Collage.com products and do not face much difficulty using basic site features.

We found that a large amount of survey participants are satisfied with the product quality. Figure 6 shows the overall quality of the printed image on the product aligned with customers’ expectation. There seem to be no serious issues related to the photo printed. We also found that most customers are satisfied with the materials and workmanship of the product they received (Figure 7), which means Collage.com is a trustworthy and reliable customized product website. Participants

also seemed to have little difficulty completing basic site features, such as uploading photos (Figure 8) and product selection (Figure 9), and cropping and resizing their photos (Figure 10).

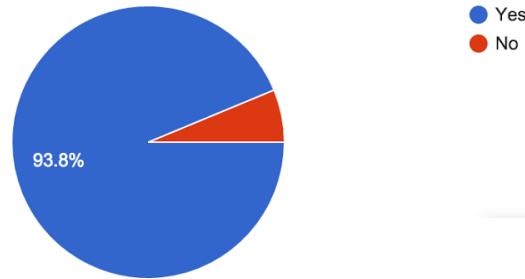


Figure 6: “Does the photo printed on the product you received match your expectation?”

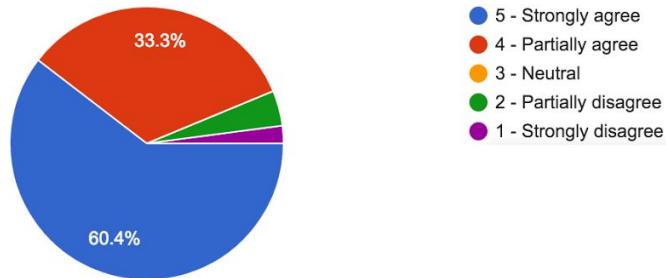


Figure 7: “I am satisfied with the materials and workmanship of my printed product.”

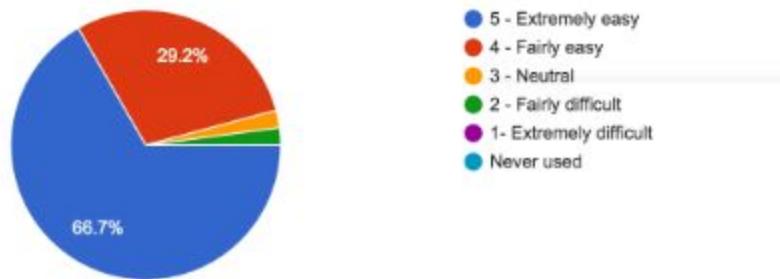


Figure 8: “On a scale of 1-5, how easy is it to upload your photo?”

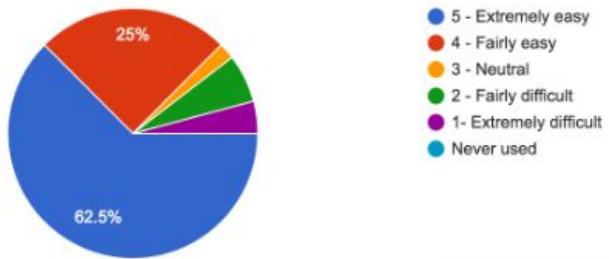


Figure 9: “On a scale of 1-5, how easy it to select your product?”

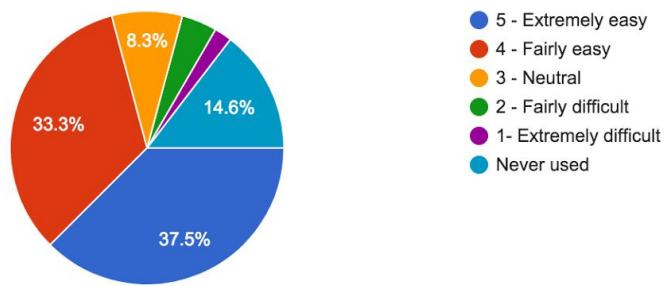


Figure 10: “On a scale of 1-5, how easy it to crop or resize your photo?”

Discussion

Because of the possible self-selection bias, small response size, and survey format, there are a few limitations and troubles we faced while conducting this survey.

Limitation 1: Self-selection bias

Since individuals willingly choose to participate in the survey, there is self-selection bias. The selection could be perceived as biased in two ways. First, because we offered a coupon for those who took our survey, it is quite possible that the incentive encouraged people to take the survey when they normally would not have. Second, it is also possible that people who are overall satisfied with Collage.com are more willing to take the survey than users who had a negative experience with Collage.com and do not want to share or reflect on their experiences. We hope to combat such biases through future usability tests.

Limitation 2: Response size

We received 48 responses. According to our client contact, Collage.com's user size ranges from 20,000 - 60,000 users per day depending on the month. Therefore, 48 people is most likely not the most accurate representation of Collage.com users. Despite this, our survey responses are still valuable for getting a generalized view of how users use the site and their opinions.

Limitation 3: Survey format

There are several trade-offs we made regarding the survey format. The first trade-off is between displaying questions dynamically according to internal logic and achieving consistency in the number of questions displayed in every page. When designing our survey, we wanted to build a dynamic survey that would show certain questions based on the user's earlier answers in order to ensure we are asking the questions to the right people. By doing so, we are also able to relieve the workload for other participants and encourage them to finish our survey. The downside to Google Forms is that each dynamic question has to be set on an independent page and occurs with redirection after answering previous questions, which means the user has to click repeatedly on the next button to be redirected to the right question. Although Google Forms does not track abandonment rate, it is possible this experience may have prevented users from finishing the survey. Our solution to overcoming this drawback was to create a dynamic question group instead of setting a single dynamic question. By doing so, we attempted to decrease redirection times and create a more user friendly survey.

Limitation 4: Lack of follow up questions

Another shortcoming is the lack of follow up questions for the question "Do you edit your image before uploading it to Collage.com?" We discovered that over half of survey participants edit their photo with external software before uploading. However, we did not have follow up questions to better understand how users are

editing their photos prior to using Collage.com. Questions such as “What kind of software do you use for editing your photo before uploading?” and “What functions do you use in those programs to edit your photos before using Collage.com?” would have been useful in order to provide a more thorough recommendation of how Collage.com can improve their current photo editing features.

Conclusion

By conducting a survey investigation, we were able to better understand how current Collage.com users use the site and what do they think of the site. Based off our survey responses, it seems that users are overall satisfied with the site and its products, but there are certain features that could benefit from improvement, mainly the text and layout customization options. We recommend Collage.com look into improving the ease and usability of these features and highlighting them in order to improve their customers' user experience.

For the next phase of the assessment, we will conduct a heuristic evaluation of Collage.com in order to identify any severe usability problems within the site. We hope to further create well-informed recommendations for our client.

Appendices

Appendix A: Questionnaire

[Collage.com] Customer Satisfaction Survey

Link:

<http://goo.gl/forms/hnFUxSXDI8>

Invitation email:

Hi (the name of the respondent),

This is (the name of the client contact) from Collage.com. I'd like to invite you to complete a survey about your overall experience with Collage.com. Collage.com is dedicated to leveraging customer's shopping experience to a new level, and your feedback will help us find out what works and what we can do better. As a special thank you for completing the survey, we will send you a coupon code for 40% off + free shipping on your next order.

The survey should take no more than 10 minutes to complete. We would really appreciate your thoughts.

[Click here to take the survey!](#) (link)

This link is uniquely tied to this survey and your email address. Please do not forward this message.

Thanks for your participation!

Best,

(the name of the client contact)

Introduction:

Welcome to the Collage.com customer satisfaction survey! We will be gaining your thoughts and opinions in order to better serve you in the future. This survey should only take 4-6 minutes to complete. Be assured that all answers you provide will be kept in the strictest confidentiality.

Questions:

[General Technical Background]

1. On a daily basis, how many hours do you spend on the Internet (using a computer) ?
 - less than 2 hours

- 2-4 hours
- more than 4 hours

2. Did you edit your photos with some software before uploading them to Collage.com for customizing products?

- Yes
- No

[Overall Experience]

3. How did you hear about Collage.com?

- Through Online Search
- By Others' Reference
- From Advertisements
- Living Social
- Groupon
- TV
- Other __

4. To whom have you given your Collage.com products? Please check all that apply.

- Friends
- Your children
- Significant Other
- Father
- Mother
- Relatives
- Colleagues
- Yourself
- Other __

5. What products have you ordered from Collage.com? (multiple choice)

- Cases (iPad, iPhone, laptop sleeves)
- Clothing (aprons, t-shirts, sweatshirts)
- Home (coaster, cutting board, magnet, ornament, placemat, serving tray, shower curtain, tote bag, towels, rugs)
- Office (business card holder, calendar, mousepad)
- Pillows
- Blankets
- Photo books
- Wall Art (canvas, print, poster)
- Other _____

6. How many orders have you made on Collage.com?

- 0

- 1-3
- Over 3

7. How many photos do you typically use when creating a product on Collage.com?

- 1
- 2
- 3
- 4-20
- More than 20+

8. Does the photo printed on the product you received match your expectations?

- Yes
- No

9. Follow up question for people who chose "No" -
How does your printed product differ from your expectations? (Open response)

10. Please rate the following statements on a scale of 1 (strongly disagree) to 5 (strongly agree).

My product was worth the price I paid for it.

I am satisfied with the materials and workmanship of my printed product.

I am satisfied with the image quality on my printed product.

11. Do you use the preview function before checking out?

- Yes
- No, I decided not to.
- No, I didn't know there was a preview function

(Based on the previous question, if choose YES)

12. Indicate how helpful you found the preview function (1= not at all helpful; 5= extremely helpful)

1 2 3 4 5

13. (Follow up question for people answering previous question with 1,2, or 3)
How could Collage.com improve the preview function? (open response)

[Single Photo Editing Experience]

14. Thinking about projects in which you used only one image, please rate each of the following steps of the project design process on a scale of 1 (extremely difficult) to 5 (extremely easy). (Include an N/A option here)

Selecting the product you wanted.

Uploading your image to Collage.com.

Cropping or resizing your photo.

Adding text to your design.
Adding a background to your design.
Achieving the layout you wanted for your design.
Finding the customization options you wanted.

15. Follow ups if people chose 1, 2, or 3 for any of the above -

What was not easy about selecting your product?
What was not easy about uploading your image?
What was not easy about cropping or resizing your photo?
What was not easy about adding text?
What was not easy about adding a background?
What was not easy about achieving your desired layout?
What was not easy about customizing your project?

[Competitors]

16. For each of the following website, indicate your overall level of satisfaction
(1 = very dissatisfied; 5 = very satisfied; NA = never used this website before)

Cafepress	1 2 3 4 5 NA
CG Pro Prints	1 2 3 4 5 NA
Shutterfly	1 2 3 4 5 NA
Snapfish	1 2 3 4 5 NA

17. Besides those listed above, have you ever used any other websites to create customized photo products?

- Yes, please specify:
- No

[New Features]

18. Have you used the mobile application of Collage.com?

- Yes
- No

[Demographic] Please add a note here like, "Demographic questions are optional and are for research purposes only."

19. What is your age?

- Less than 18
- 20-29
- 30-39
- 40-49
- 50 and over

20. What is your gender?

- Male

- Female
- Other
- Prefer not to answer

Confirmation Message:

Collage.com thanks for your participation in our survey!

Appendix B: Results

On a daily basis, how many hours do you spend on the Internet (using a computer) ?

(48 responses)



Did you edit your photos with some software before uploading them to Collage.com for customizing products?

(48 responses)

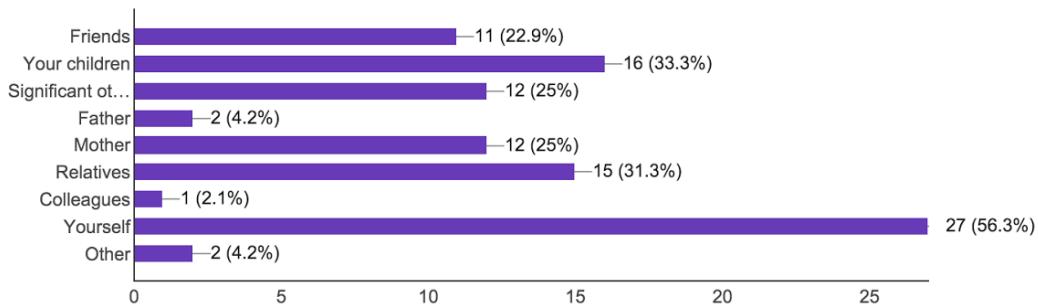


How did you hear about Collage.com? (48 responses)



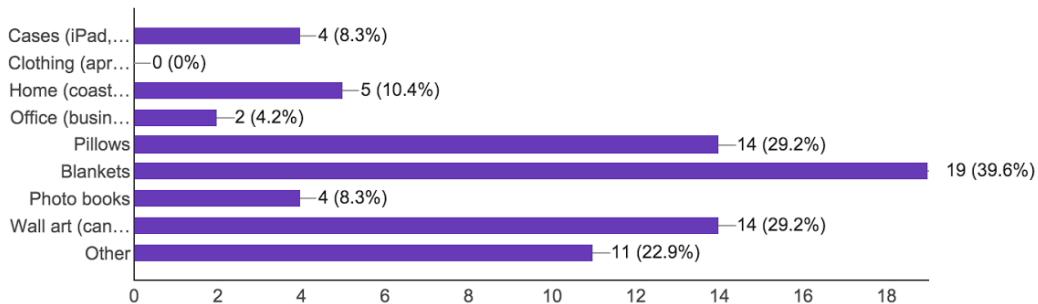
To whom have you given your Collage.com products? Please check all that apply.

(48 responses)

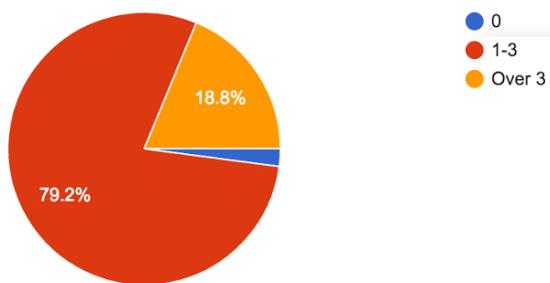


What products have you ordered from Collage.com? Please check all that apply.

(48 responses)

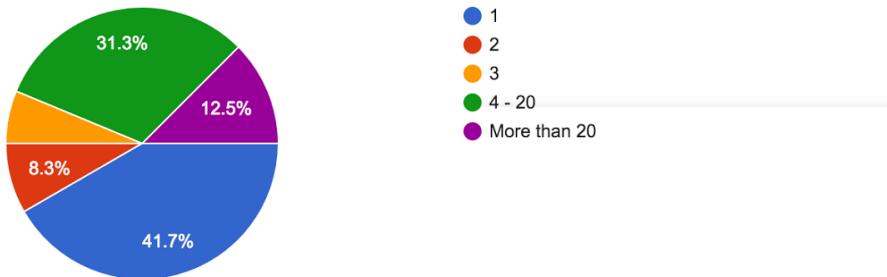


How many orders have you made on Collage.com? (48 responses)



How many photos do you typically use when creating a product on Collage.com?

(48 responses)



Does the photo printed on the product you received match your expectations?

(48 responses)



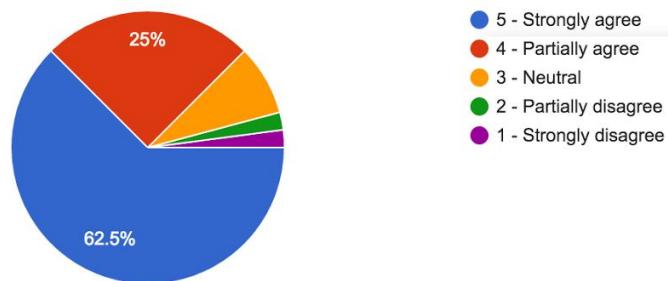
How does your printed product differ from your expectations? (3 responses)

Sometimes it is darker than expected.

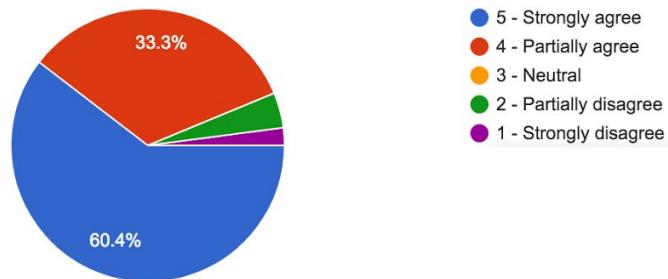
I ordered a 20 "x 20" pillowcase. The material of the pillow case looks/feels cheap. The print imaging also looks blurry. not worth it for something costs you over \$75

the colors aren't as sharp and vivid as in the images

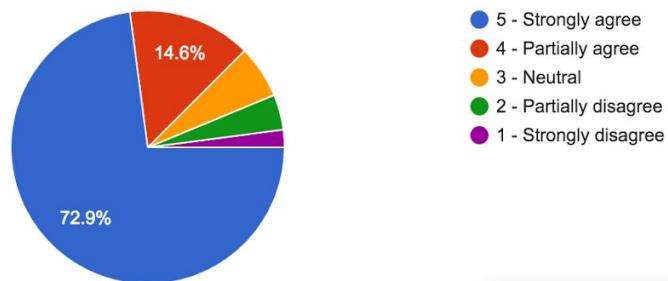
My product was worth the price I paid for it. (48 responses)



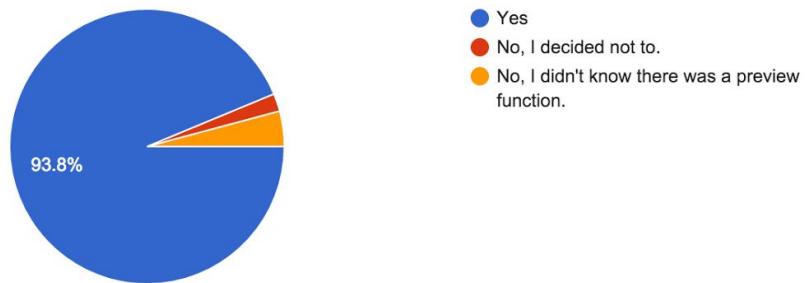
I am satisfied with the materials and workmanship of my printed product. (48 responses)



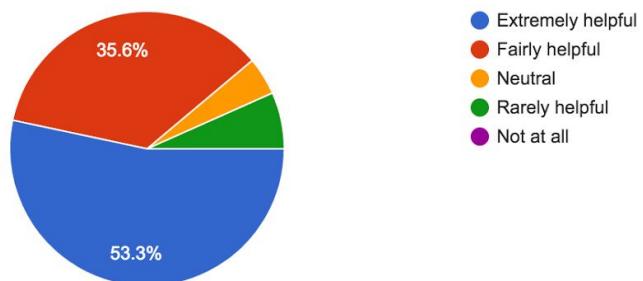
I am satisfied with the image quality on my printed product. (48 responses)



Do you use the preview function before checking out? (48 responses)



Indicate how helpful you found the preview function. (45 responses)



How could Collage.com improve the preview function? (5 responses)

Needs to be clearer s

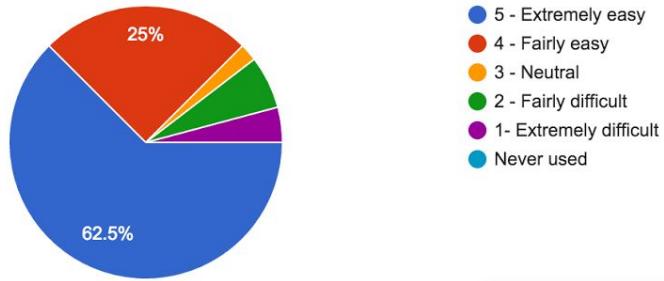
I thought locating the tools was difficult and the overall process was a bit complicated.

Not sure how could the preview function has anything to do with The quality of the materials

picture was too pixellated to make any accurate depiction of what to expect

the preview doesn't let me know zoom in and doesn't show other angles of the product

Selecting the product you wanted. (48 responses)



If you chose 1, 2 or 3, what was not easy about selecting your product?

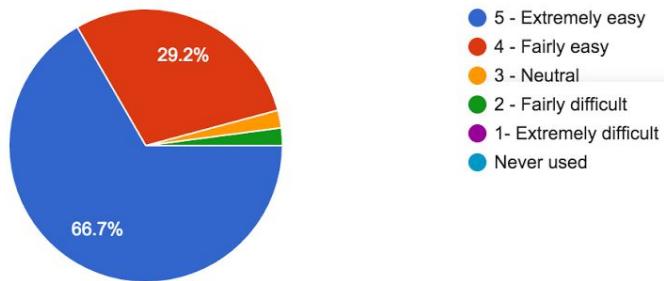
(3 responses)

I did not full understand.

I coulnt get my photo in the shape that I wanted.

The blanket options I wanted required me to choose at least 2 photos, so I had to figure out how to hide the other photo from the frame in order for it to turn out how I wanted (with only one, centered photo).

Uploading your image to Collage.com. (48 responses)

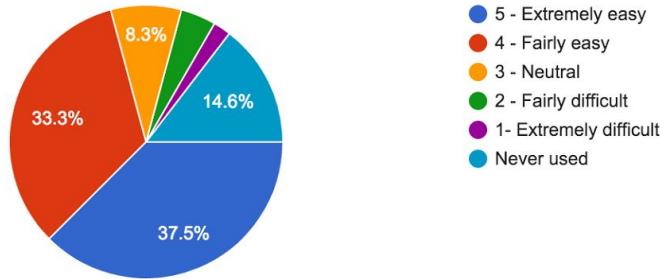


If you chose 1, 2 or 3, what was not easy about uploading your image to Collage.com?

(0 responses)

No responses yet for this question.

Cropping or resizing your photo. (48 responses)



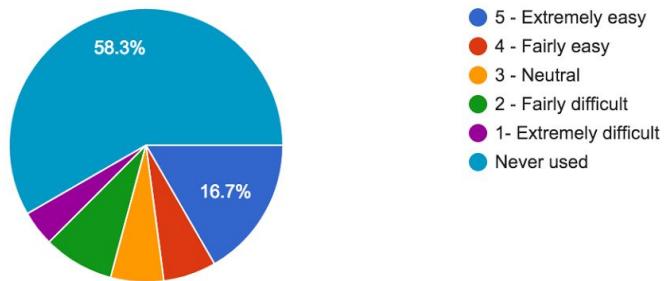
If you chose 1, 2 or 3, what was not easy about cropping or resizing your photo?

(2 responses)

I asked for the specs before I got started but in the end had to make it slightly bigger (don't remember exactly how much, but it wasn't a whole lot) to make it come out all the way to the edge of the blanket. I wasn't able to resize the picture I uploaded using the built-in feature.

It wouldn't let me bring down the size

Adding text to your design. (48 responses)



If you chose 1, 2 or 3, what was not easy about adding text to your design?

(6 responses)

I played around with that at first and in the end decided to handle the text in Photoshop and just upload everything as one picture. The built-in text feature didn't give me a whole lot of precision in terms of text placement and it was slow and kept freezing up.

It wouldn't always let me click the text box

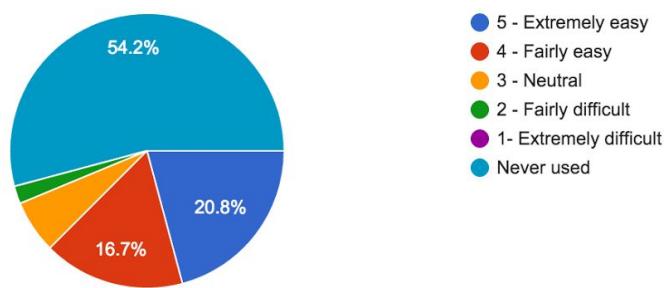
I wanted to enlarge my text but it was not available. I kpt thinking I just wasn't doing something correctly.

The editing options could be improved-there were two different methods to add text which became confusing. Text options were limited depending on which one I used.

moving text to exact spot- don't like top middle bottom

choosing the font and having placed where I wanted it was difficult, and the type bled where it overlapped desity in the image.

Adding a background to your design. (48 responses)



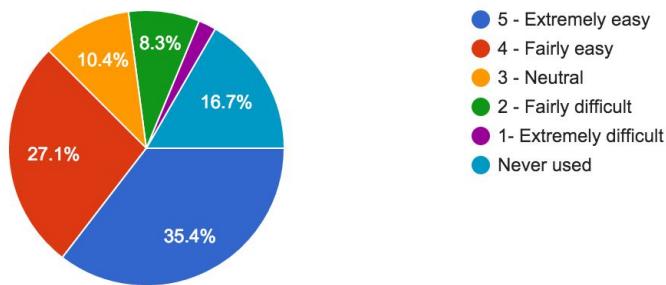
If you chose 1, 2 or 3, what was not easy about adding a background to your design?

(2 responses)

Didn't choose a background

only 1 choice that I "liked"

Achieving the layout you wanted for your design. (48 responses)



If you chose 1, 2 or 3, what was not easy about achieving the layout you wanted for your design?

(8 responses)

Sometimes I can't get the pictures where I want or the size I want

Sometimes I can't get the pictures where I want or the size I want

Needed a portrait/landscape button

frustrated when I moved a photo and all section will move with it because of the space. And could not reduce the size of shape on a layout.

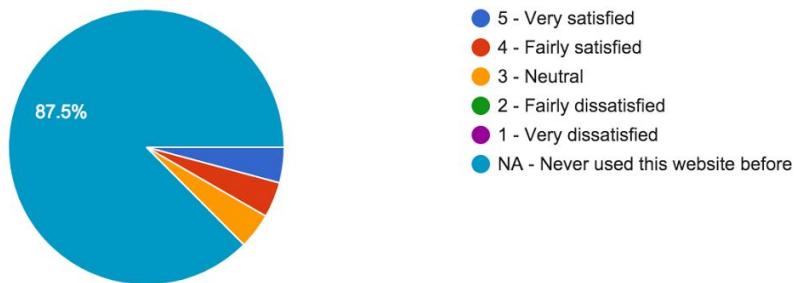
Easy with Photoshop, but I couldn't have done what I ended up doing using the built-in feature.

I used my phone so some of the selections were hard to use.

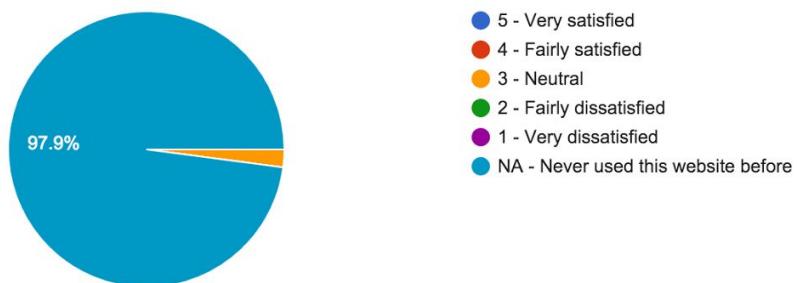
There were no layouts for one photo, that I could find for my project at least.

the type placement when resizing it, not very precise.

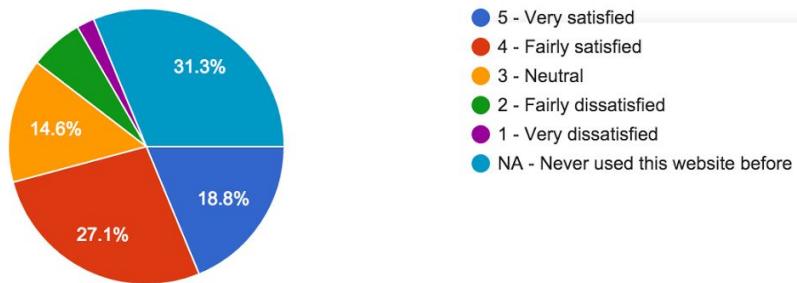
Cafepress (48 responses)



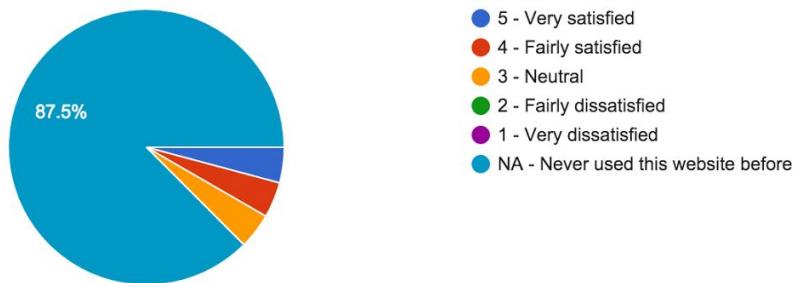
CG Pro Prints (48 responses)



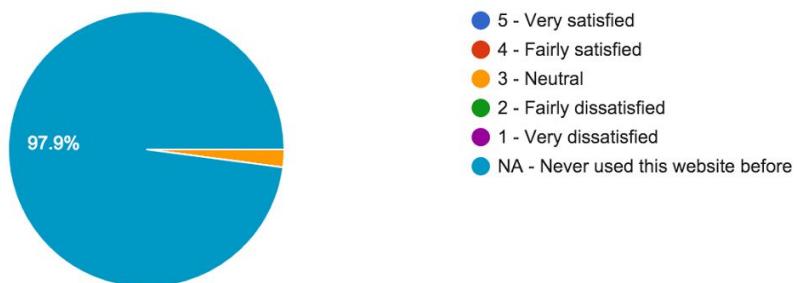
Shutterfly (48 responses)



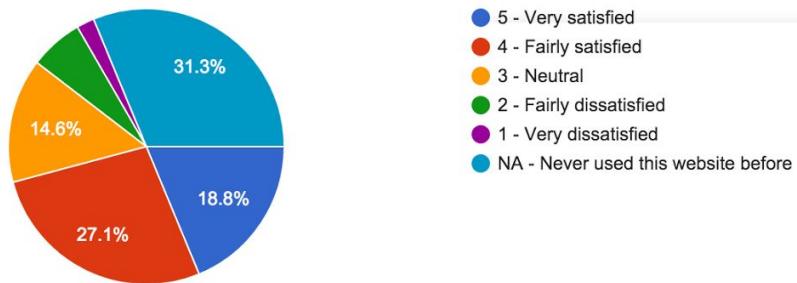
Cafepress (48 responses)



CG Pro Prints (48 responses)



Shutterfly (48 responses)



Snapfish (48 responses)

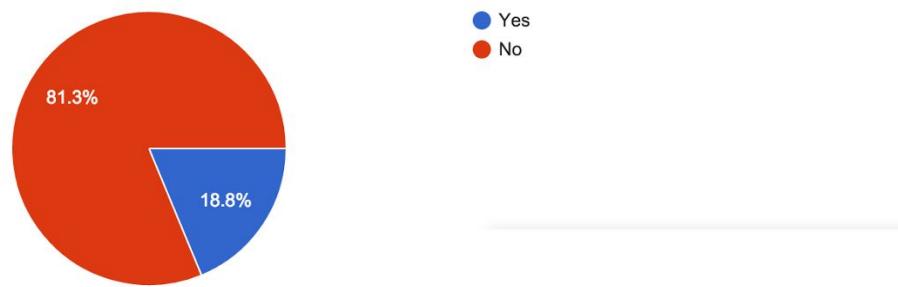


Besides those listed above, have you ever used any other websites to create customized photo products?

(48 responses)



Have you used the mobile application of Collage.com? (48 responses)



What is your age? (48 responses)



What is your gender? (48 responses)

