

# Flickr – Usability Test Report

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## Team Members

### **Alcides Rodrigues (alcides.s.rodrigues@accenture.com)**

*Project Manager and Contributor*

- *Wrote project schedule outline*
- *Conducted and documented 3 usability tests*
- *Edited Method section*
- *Compiled and edited final document*

### **Ed Sirijintakarn (eddie@aiya.org)**

*Contributor and Project Implementation*

- *Conducted and documented 2 usability tests*
- *Added Method section to the final document*
- *Edited final document*
- *Submitted final document*

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## Executive Summary

This study tested the usability of some Flickr.com functions. The focus of the study was to analyze the performance of new users when they create their Flickr account, upload and delete photos, and organized images into groups. A total of 5 participants were recruited. They were asked to perform the same tasks in the same order. Each participant was tested individually.

The tests results showed that most participants were able to complete all tasks. However, the task of organizing pictures into a set and/or deleting a picture set was challenging to all participants. One participant was not able to delete a set. The problems identified during this task could be corrected by using a consistent navigation bar across all Flickr pages and making critical buttons more visible.

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## Method

This usability study was designed to determine how easy it was to implement tasks on www.flickr.com, an online photo sharing website. All participants conducted the same five tasks, in the same order. We collected data including error and success rates, time to completion, and information regarding the participant's experiences and desires.

We conducted four, 25 minute usability study sessions. 10 minutes were used to explain the session to the participant, review background information, and gather the participants' experiences. The remainder time (15 minutes) was used for the completion of each task

Task A – Create a new Flickr account	Task B – Upload photos	Task C – Create a picture set	Task D – Delete a photo	Task E – Delete a picture set
Person A	Person A	Person A	Person A	Person A
Person B	Person B	Person B	Person B	Person B
Person C	Person C	Person C	Person C	Person C
Person D	Person D	Person D	Person D	Person D
Person E	Person E	Person E	Person E	Person E

Participant	Task Sequence
Person A	A, B, C, D, E
Person B	A, B, C, D, E
Person C	A, B, C, D, E
Person D	A, B, C, D, E
Person E	A, B, C, D, E

**Session Outline and Timing**

The test sessions were approximately 25 minutes long.

**A) Pre-test Arrangements**

Have the participant review and sign nondisclosures.

**B) Introduction to the Session**

Discussed:

- i. Participant’s experience with usability studies
- ii. Importance of their involvement
- iii. Moderator’s role
- iv. Testing environment
- v. Protocol for the rest of the session
- vi. Think aloud

**C) Background Interview**

Discussed:

- i. Overall internet experiences
- ii. Experience with digital photography
- iii. Experience with online photo albums

**D) Tasks**

- Task A – Create a new Flickr account
- Task B – Upload photos to Flickr
- Task C – Add uploaded photos to a photoset
- Task D – Delete single photo
- Task E – Delete entire photoset

**E) Post-Test debriefing**

- Asked broad questions about the overall user experience of flickr
- Asked what the user felt could be done differently
- Asked user to fill out a questionnaire

**Task List**

The tasks listed below were performed on a Windows operating system computer. The computer was connected to the internet through a broadband connection. Internet Explorer v7 was used to access flickr and its landing page was the starting point of each task.

- Sign up to flickr by creating a yahoo user ID. This task will be accepted as completed when the user successfully logs in to flickr
- Upload images from computer to flickr. This task ends once a title and description for each uploaded picture is entered
- Locate and delete images from the account in flickr. This task will be accepted as completed once the assigned picture has been removed from flickr
- Organize your images in flickr into Sets. Once the new set is displayed on the Set tab, the task will be accepted as completed
- Delete a picture set from your flickr account. Once the chosen set is no longer displayed on the Set tab, the task will be accepted as completed

**Test Environment**

Users of flickr access its services mostly from their home computers. Therefore, the test setting was designed to simulate a home like environment. Participant performed the test on a computer set up on a table. Also, soft background music was playing in order to create a relaxed atmosphere.

**Test Monitor Role**

Each test was observed by a test monitor. The test monitor went over topics such as non-disclosure agreement, and tasks to be performed. Additionally, the test monitor made sure that the necessary test setup had been completed and that the participant was ready to start the test. Once the test started, the monitor documented timing, errors, etc. While tasks were being performed, the monitor did not interact with the participant (unless the test was interrupted by a non task related problem).

**Evaluation Measures**

The measures listed below were collected:

- Time taken to complete the upload of images.
- The amount of time taken to identify key items such as important navigation bar links, sign in button, etc.
- Time taken to locate where the name of a new set is to be entered.
- If the text field located under the set name text field is used.
- How long it takes for the participant to return to the home page after creating or modifying a set.
- If tasks are successfully completed as described on the Task List section
- Collect satisfaction via a questionnaire.

The results collected in each participant's test was compiled, analyzed and used to generate the final results.

## Results

### Test objective

*How long does it takes of new user to login to Flickr.com*

### Task: Create a new Flickr account

4 out of 5 participants used their personal yahoo id to create a Flickr account. However, participants seemed confused with the idea of creating an account on Flickr.com using a Yahoo ID. The participant that did not have a yahoo ID did not know how to create one; therefore he was not able to complete this task.

### Detailed Results

<b>Average time to complete the task:</b> 1.13 min.	
<b>Number of participants that successfully complete the task:</b> 5 participants	
Participant A	<ul style="list-style-type: none"> <li>▪ 55 seconds to complete the task.</li> <li>▪ Used current yahoo account to create a new Flickr account.</li> </ul>
Participant B	<ul style="list-style-type: none"> <li>▪ Did not complete the task. Gave up in 30 seconds.</li> <li>▪ Hard a hard time figuring out how to create a new Flickr account. After clicking on Create Your Account Link, participant did not see the Sign Up link on the bottom of the new screen.</li> <li>▪ Since the other 5 tasks require that the participant is logged into the Flickr, monitor assisted the user in order to complete this task.</li> </ul>
Participant C	<ul style="list-style-type: none"> <li>▪ 1 min and 6 seconds to complete this task.</li> <li>▪ Used current yahoo account to create a new Flickr account.</li> </ul>
Participant D	<ul style="list-style-type: none"> <li>▪ 1 min and 6 seconds to complete this task.</li> <li>▪ Used current yahoo account to create a new Flickr account.</li> <li>▪ Scrolled downward looking for way to sign up.</li> <li>▪ Scrolled back up and noticed account signup button clicked “Create Your Account”.</li> </ul>
Participant E	<ul style="list-style-type: none"> <li>▪ 1 min and 26 seconds to complete this task</li> <li>▪ Used current yahoo account to create a new Flickr account</li> <li>▪ Clicked “Create Your Account”</li> <li>▪ Participant seemed confused with having to sign in with Yahoo to create a Flickr account</li> </ul>

**Test objective**

*Can users complete the upload image process in one minute or less?*

**Task: Upload photos to Flickr**

All participants were able to complete this task. However, one participant entered very long descriptions for each picture resulting on the increase of the task’s average completion time.

**Detailed Results**

<p><b>Average time to complete the task:</b> 2.80 min.  <b>Number of participants a description was added to a photo:</b> 4 participants  <b>Number of participants that successfully completed the task:</b> 5 participants</p>	
Participant A	<ul style="list-style-type: none"> <li>▪ 2 minutes and 50 seconds to complete the task.</li> <li>▪ Easily found the steps to upload the pictures.</li> <li>▪ Uploaded one picture at a time using the Add More option.</li> <li>▪ Did not modify the default name for each picture.</li> <li>▪ Entered descriptions after all pictures were uploaded.</li> </ul>
Participant B	<ul style="list-style-type: none"> <li>▪ 2 minutes and 15 seconds to complete the task</li> <li>▪ Clicked on personalized profile first, then returned to home page by using the IE back key</li> <li>▪ Clicked on uploaded pictures, then clicked on chose photos and uploaded all pictures at once (ctr – A)</li> <li>▪ Did not modify the default name for each picture</li> <li>▪ Entered descriptions after all pictures were uploaded.</li> </ul>
Participant C	<ul style="list-style-type: none"> <li>▪ 6 minutes to complete the task.</li> <li>▪ First minimized IE and looked for the folder with the pictures Went back to IE and clicked on upload pictures, then clicked on choose photos.</li> <li>▪ Selected one picture and uploaded it. Then added description and saved it.</li> <li>▪ Clicked on the home link , then upload pictures, then choose photo</li> <li>▪ Used shift + mouse left click to select the remaining pictures.</li> <li>▪ Did not modify the default name for each picture</li> <li>▪ Entered long descriptions after all pictures were uploaded.</li> </ul>
Participant D	<ul style="list-style-type: none"> <li>▪ 1 minutes and 30 seconds to complete the task.</li> <li>▪ Clicked on “Upload Photos”.</li> <li>▪ Clicked on “Choose Photos”.</li> <li>▪ Participant tried to highlight all photos for upload.</li> <li>▪ Clicked “Upload Photos”.</li> <li>▪ Clicked “Add description” link.</li> <li>▪ Entered titles and descriptions and clicked “save”.</li> </ul>
Participant D	<ul style="list-style-type: none"> <li>▪ 1 minutes and 30 seconds to complete the task.</li> <li>▪ Clicked on “Upload Photos”.</li> <li>▪ Clicked on “Choose Photos”.</li> <li>▪ Participant tried to highlight all photos for upload.</li> <li>▪ Clicked “Upload Photos”.</li> <li>▪ Clicked “Add description” link.</li> <li>▪ Entered titles and descriptions and clicked “save”.</li> </ul>

**Test Objective**

*Do new flickr users quickly locate the field where the name of a new picture set is to be entered?*

*Do new flickr members use the comments text field located under the set name text field?*

*Can users easily find their way back to the home page after creating or modifying a picture set?*

**Task: Add uploaded photos to a photose**

Most participants had difficulties creating a picture set. Two participants created a new set by dragging images into the Set “workspace” instead of clicking on the link. Once the create New Set link was found and/or the participants realized that they could drag images to create a Set, the remainder of the task ran smoothly.

**Detailed Results**

<p><b>Average time to complete the task:</b> 2.06 min.  <b>Number of participants that used the free textbox field:</b> 0 participants  <b>Number of participants that successfully completed the task:</b> 5 participants</p>	
Participant A	<ul style="list-style-type: none"> <li>▪ 1 minutes and 40 seconds to complete the task</li> <li>▪ Click on the Set link first, then on the Go to Organize link.</li> <li>▪ Struggle to find the Create New Set link.</li> <li>▪ Did not drag the images to create a new set.</li> </ul>
Participant B	<ul style="list-style-type: none"> <li>▪ 1 minutes and 42 seconds to complete the task.</li> <li>▪ First clicked on Changing Layout link (bottom of page). Then, used IE back button to return to Photostream page.</li> <li>▪ Click on the Set link, then on the Go to Organize link.</li> <li>▪ Couldn't find the Create New Set link. Eventually dragged an image to start the new set.</li> <li>▪ Created name of set then dragged the additional pictures.</li> </ul>
Participant C	<ul style="list-style-type: none"> <li>▪ 3 minutes and 5 seconds to complete the task.</li> <li>▪ Had a hard time finding where to go. Tried the profile link first, then settings.</li> <li>▪ Eventually used the IE back button to go back to the home page.</li> <li>▪ Scanned the home page trying to find where to go. Eventually saw the Organize link on the navigation bar.</li> <li>▪ After getting into the organize page, user did not find the Set tab immediately. Instead, the participant scanned the images on the bottom to find a way to create a set.</li> <li>▪ Eventually found the Set tab; dragged the images to the workspace, created a name and saved the set.</li> </ul>
Participant D	<ul style="list-style-type: none"> <li>▪ 1 minutes and 50 seconds to complete the task.</li> <li>▪ Scrolling up and down, looking.</li> <li>▪ Notices “Organize”, clicks.</li> <li>▪ Clicks on “Sets” tab.</li> <li>▪ Looks for “Create new set” button... finds it, clicks.</li> <li>▪ Drags images into drop area one at a time.</li> <li>▪ Pauses... Gives set a name “Stuff”. Clicks “Save”.</li> </ul>
Participant E	<ul style="list-style-type: none"> <li>▪ 2 minutes and 2 seconds to complete the task.</li> <li>▪ Scans screen.</li> <li>▪ Clicks “Organize”.</li> <li>▪ Clicks on “Sets” tab. Struggles to find “Create new set” button. Finds it and</li> </ul>

	<p>clicks.</p> <ul style="list-style-type: none"> <li>▪ Tries to select multiple images via single mouse click. Fails.</li> <li>▪ Clicks images one at a time.</li> <li>▪ Then tries clicking on all images while holding down “CTRL”. Drags images into drop area. Gives set a name “My pics”. Clicks “Save”.</li> </ul>
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**Test Objective**

*Are users able to navigate through critical tasks such as uploading, deleting, and organizing images without needing instructions?*

**Task: Delete single photo**

Two participants struggled with this task. One of them tried unsuccessfully to delete the picture from within the Organize section. The other spent a few moments browsing through the Flickr pages. Eventually these two participants were able to delete the image by navigation to the Photostream page and using the delete link under the picture.

**Detailed Results**

<p><b>Average time to complete the task:</b> 1.51 min.</p> <p><b>Number of participants that successfully completed the task:</b> 5 participants</p>	
Participant A	<ul style="list-style-type: none"> <li>▪ 23 seconds to complete the task.</li> <li>▪ Did not know where to go. Clicked on the Photostream link to get out of the organize page.</li> <li>▪ In the Photostream page, user quickly found the delete button under the flower picture.</li> </ul>
Participant B	<ul style="list-style-type: none"> <li>▪ 2 minutes and 17 seconds to complete the task.</li> <li>▪ First tried to delete the image from the organize page, and then tried using the back button to find a way to delete the image.</li> <li>▪ Right clicked (several times) on the image hopping to find a delete option (similar to window).</li> <li>▪ Struggled trying to get out of the Organize page. Kept trying to delete the image within the Organize page. Eventually hit the back button enough that got him back to the Photostream page.</li> <li>▪ In the Photostream page, participant right clicked on the image again first, then clicked on the delete button below the image</li> </ul>
Participant C	<ul style="list-style-type: none"> <li>▪ 1 minute and 45 seconds to complete the task.</li> <li>▪ Struggled trying to get out of the organize page. Eventually clicked on the Photostream link.</li> <li>▪ On the Photostream page, participant clicked on the drop down options on the main navigation menu.</li> <li>▪ Spent a few second going thru the navigation menu, eventually found the delete option under the picture.</li> </ul>
Participant D	<ul style="list-style-type: none"> <li>▪ 1 minute and 49 seconds to complete the task.</li> <li>▪ Clicked on “Stuff” (set name).</li> <li>▪ Right-clicked on image to delete.</li> <li>▪ Right-clicked on image (on the bottom).</li> <li>▪ Left clicked on image (on the bottom). Right-clicked on image again.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Double-clicked on image. Clicked on “delete photo”. Clicked “yes, delete”.</li> </ul>
Participant E	<ul style="list-style-type: none"> <li>▪ 1 minute and 19 seconds to complete the task.</li> <li>▪ Clicked “My pics”.</li> <li>▪ Clicked on photo to delete – noticed nothing happened.</li> <li>▪ Tried double-click.</li> <li>▪ Then clicked on “delete photo”. Clicked “yes, delete”.</li> </ul>

**Task: Delete a photoset**

Four participants completed this task successfully. However, the steps taken to complete the task varied across the participants. One participant did not complete the task, after trying for about 4 minutes, he decided to end the task.

**Detailed Results**

<b>Average time to complete the task:</b> 36 seconds	
<b>Number of participants that successfully completed the task:</b> 4 participants	
Participant A	<ul style="list-style-type: none"> <li>▪ 43 seconds to complete the task.</li> <li>▪ Clicked on set on the Photostream page.</li> <li>▪ Clicked on edit below the set.</li> <li>▪ Quickly located the delete set button on the top right corner of the screen.</li> </ul>
Participant B	<ul style="list-style-type: none"> <li>▪ Did not complete the task after trying for 4 minutes.</li> <li>▪ Clicked on the Set link</li> <li>▪ Right clicked on the Set to be deleted.</li> <li>▪ Opened the set and tried to find the delete option.</li> <li>▪ Returned to the organize page and right clicked on the set again.</li> <li>▪ Read options on the screen.</li> <li>▪ Opened the set again.</li> <li>▪ Tried erasing the set name and dragging the images out of the set. Believed was done, but then realized that he could not save the change. The set was still there.</li> <li>▪ Repeated the steps above. Tried to save and got the same error.</li> <li>▪ Tried saving the change above a few more times.</li> <li>▪ Getting aggravated saying that could not find a delete option.</li> <li>▪ Went back to the organize page and gave up.</li> </ul>
Participant C	<ul style="list-style-type: none"> <li>▪ 40 seconds to complete the task.</li> <li>▪ From the Photostream page. User clicked on the set link.</li> <li>▪ Clicked on Set name and opened it.</li> <li>▪ Scanned the pages for a few seconds then found a delete set link on the top of the set.</li> </ul>
Participant D	<ul style="list-style-type: none"> <li>▪ 20 seconds to complete the task.</li> <li>▪ Clicked “Batch Edit”, then “Delete this set”</li> </ul>
Participant E	<ul style="list-style-type: none"> <li>▪ 45 seconds to complete the task</li> <li>▪ Double clicked each photo, clicked delete</li> <li>▪ Photoset was automatically removed.</li> </ul>

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## Discussion

Our results showed that new Flickr users are able to perform core tasks such as upload and delete pictures, enter picture descriptions, create and delete picture sets, etc. However, a few issues were identified related to navigation consistency, location of buttons, and process “hints.” In general, participants expressed confusion with the idea of logging in with a Yahoo ID when creating a new Flickr account. Some participants uploaded one picture at a time, instead uploading all images at once. And most participants found difficult (or aggravating) to create or delete a picture set.

Below is a list of our findings and their respective recommendations grouped by test objectives.

### Test objective

*How long does it takes of new user to login to Flickr.com*

#### Findings

- Participants were confused with the wording used on the new login page: “sign in to Yahoo.”

**Recommendation:** Change the wording to: Use your Yahoo account to log in to Flickr.

### Test objective

*Can users complete the upload image process in one minute or less?*

#### Findings

- Users were not initially aware the multiple photos could be selected as a single bulk upload.

**Recommendation:** Provide unobtrusive balloon tips for first time users indicating how multiple images could be selected.

### Test Objective

*Do new flickr users quickly locate the field were the name of a new picture set is to be entered?*

*Do new flickr members use the comments text field located under the set name text field?*

*Can users easilly find their way back to the home page after creating or modifying a picture set?*

#### Findings

- The “Create new set” button is difficult to find.

**Recommendation:** Move the button to the center of the screen (with the pre-existing instructions on how to add new set). Make the link in bold colored underlined text.

- Users had to go through a lot of busy work if they wanted to delete the photoset as well as all photos within the set

**Recommendation:** When clicking on “Delete set”, also ask users if they wish to remove all photos from the set.

### **Test Objective**

*Are users able to navigate through critical tasks such as uploading, deleting, and organizing images without needing instructions?*

#### Findings

- Users were not initially aware the multiple photos could be selected as a single bulk upload.  
**Recommendation:** Provide unobtrusive balloon tips for first time users indicating how multiple images could be selected.
- Users were initially unaware that multiple images could be selected in the lower portion of the organization area.  
**Recommendation:** Provide unobtrusive balloon tips for first time users indicating how multiple images could be bulk edited.
- Users found it difficult to delete photos.  
**Recommendation:** Place a “garbage can” icon next to each photo so that when clicked, puts the photo into a “to be deleted items” area.