

VIDEO EXPRESS REDESIGN PROPOSAL

November 2022

Continuous Discovery - Finding Opportunities

- Usability Testing Round 1
 - 95% of errors new users will encounter
- Usability Testing Round 2
 - Confirmation of redesigns + New insights
- User Interviews
 - Ongoing since August 2022

PART 1. TABLET INTERFACE

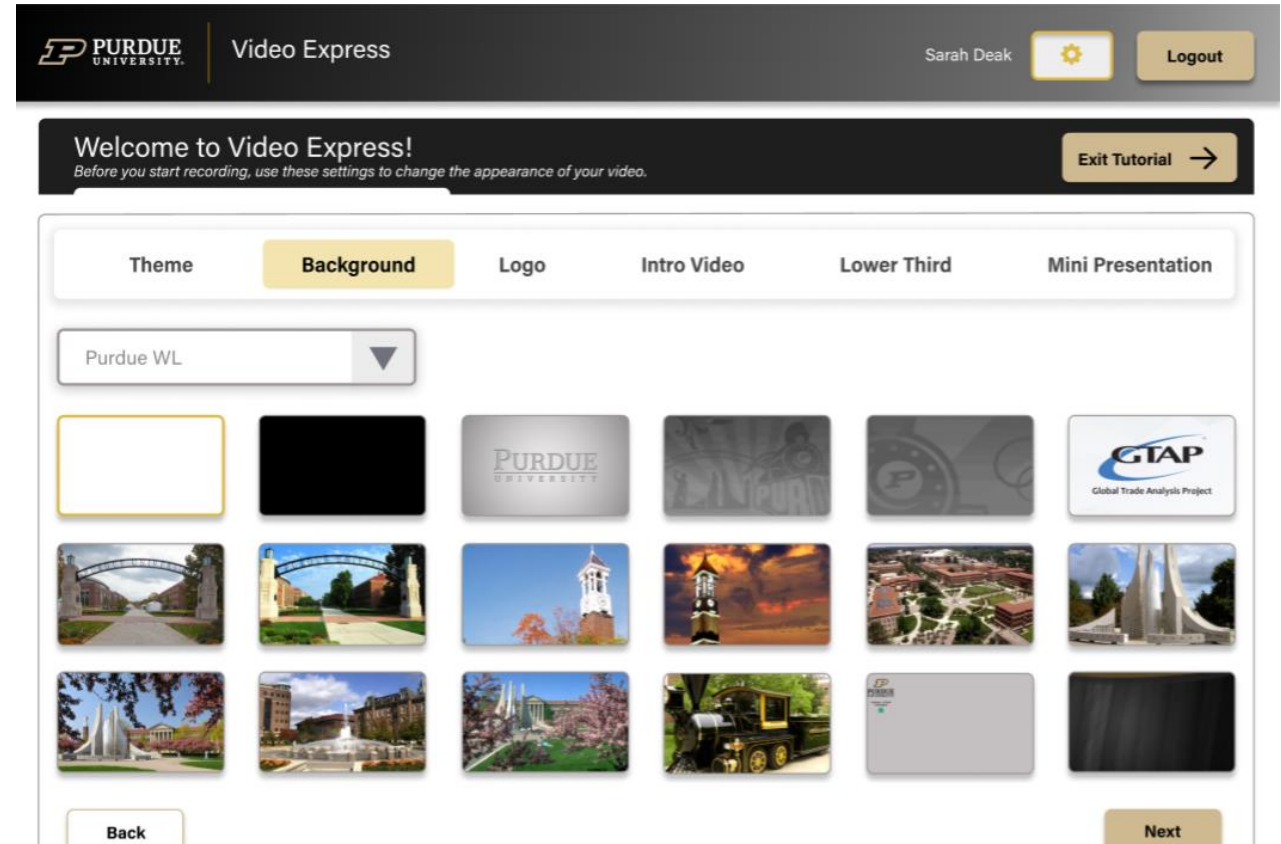
“The tablet interface is easy to use”

- **100%** of users started and ended their recording without issue in testing
- **60%** of our users remarked that they thought the interface was easy to learn quickly
- **BUT** observations suggest improvements could be made

NEED: Onboarding

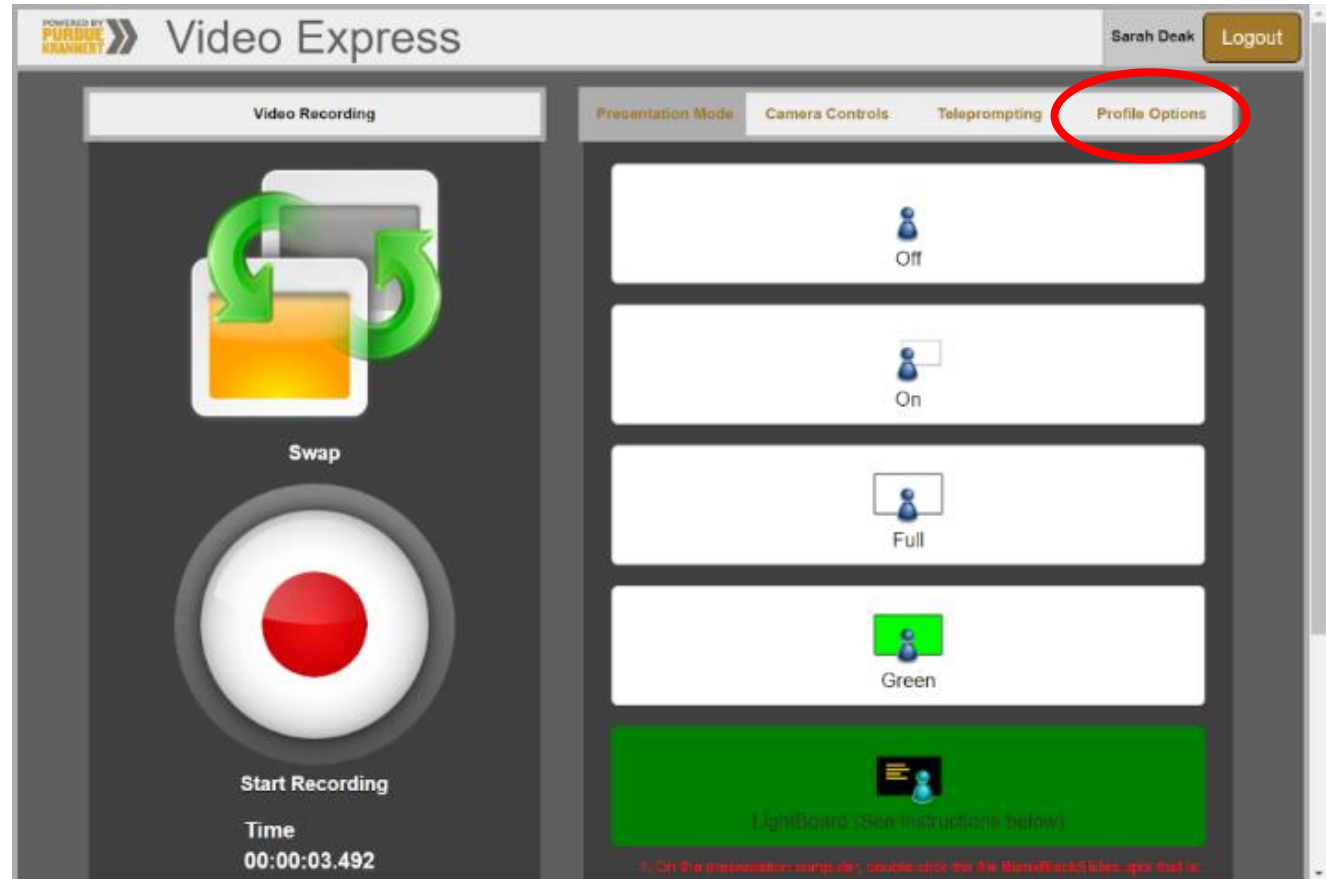
"I didn't realize I could do a bunch of customization; it was not apparent."

- Power User



NEED: Clearer Language

“Profile makes me think login and account, not background options.”



TABLET INTERFACE

Onboarding

Clearer Language

Function Visibility

Error Recovery

NEED: Clearer Language

“Profile makes me think login and account, not background options.”

The screenshot displays the 'Video Express' interface for Purdue University. At the top, the Purdue University logo and 'Video Express' are on the left, and the user name 'Sarah De ik' and a 'Logout' button are on the right. A settings gear icon is circled in green. Below the header, there are three tabs: 'Presentation Mode' (selected), 'Camera Controls', and 'Teleprompting'. Under 'Presentation Mode', there are six options:

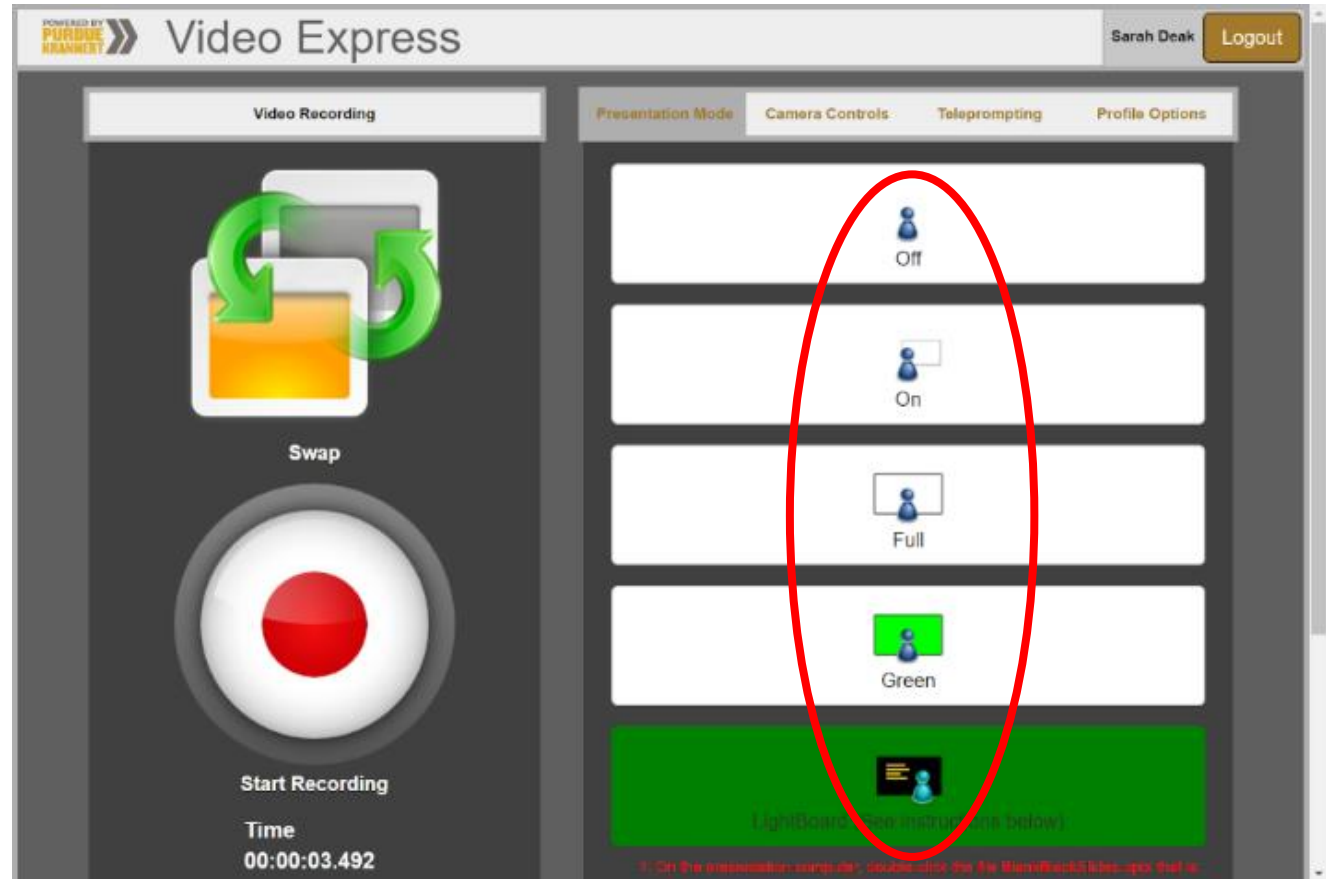
- Presentation only, no presenter**: A screen with the Purdue University logo.
- No Presentation, Presenter only**: A white screen with a presenter icon.
- Green Screen**: A green screen with a presenter icon.
- Mini Presentation**: A small screen with the Purdue University logo and a presenter icon.
- Full Presentation**: A large screen with the Purdue University logo and a presenter icon.
- Lightboard**: A grey screen with a presenter icon and a whiteboard icon, with the text 'Use the wacom pen to write on screen'.

At the bottom, there is a 'Start Recording' button with a red dot icon and a timer showing 'Time 00:00:00'.

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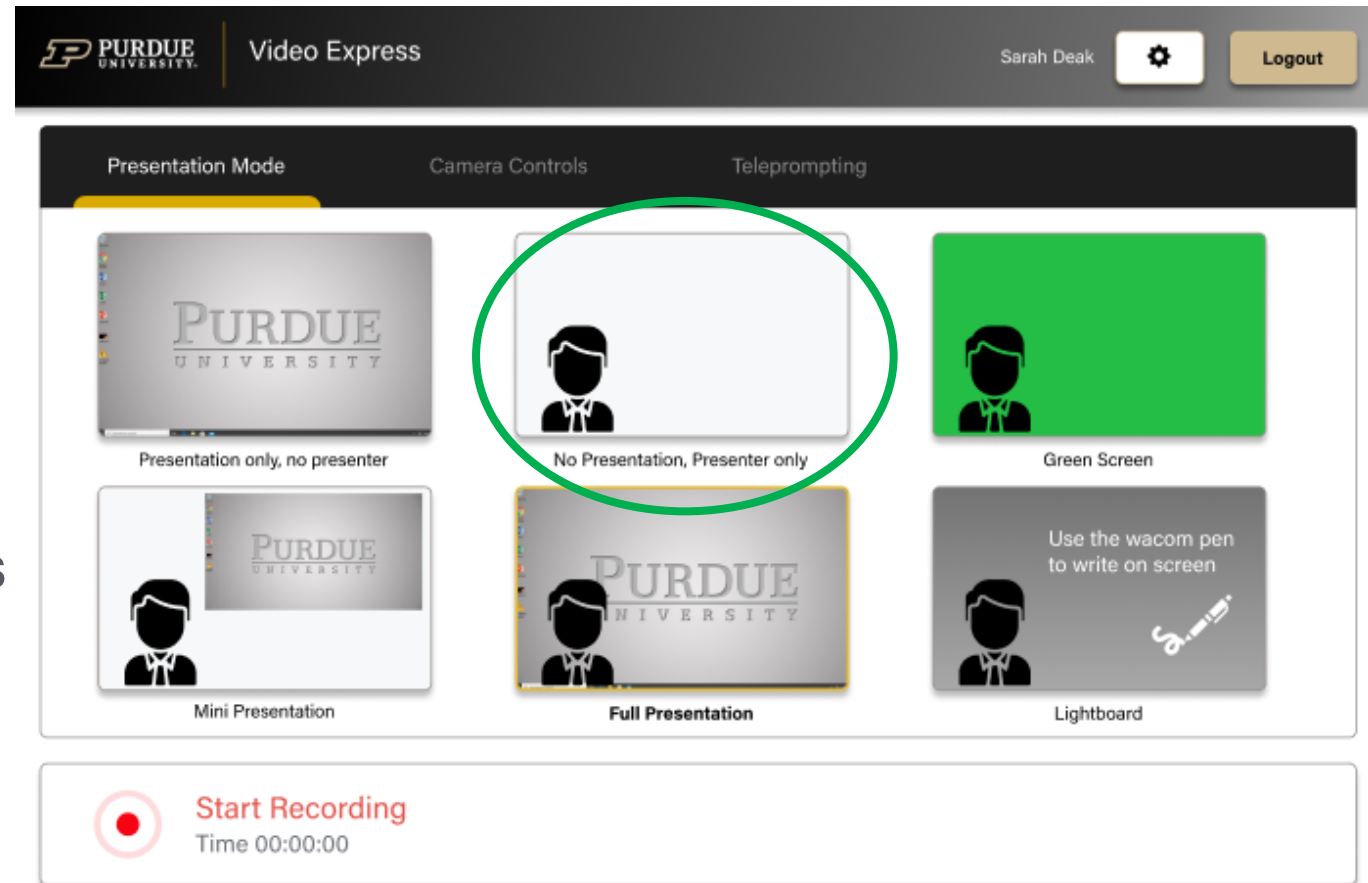
“The presentation mode options don’t make sense even after using them.”



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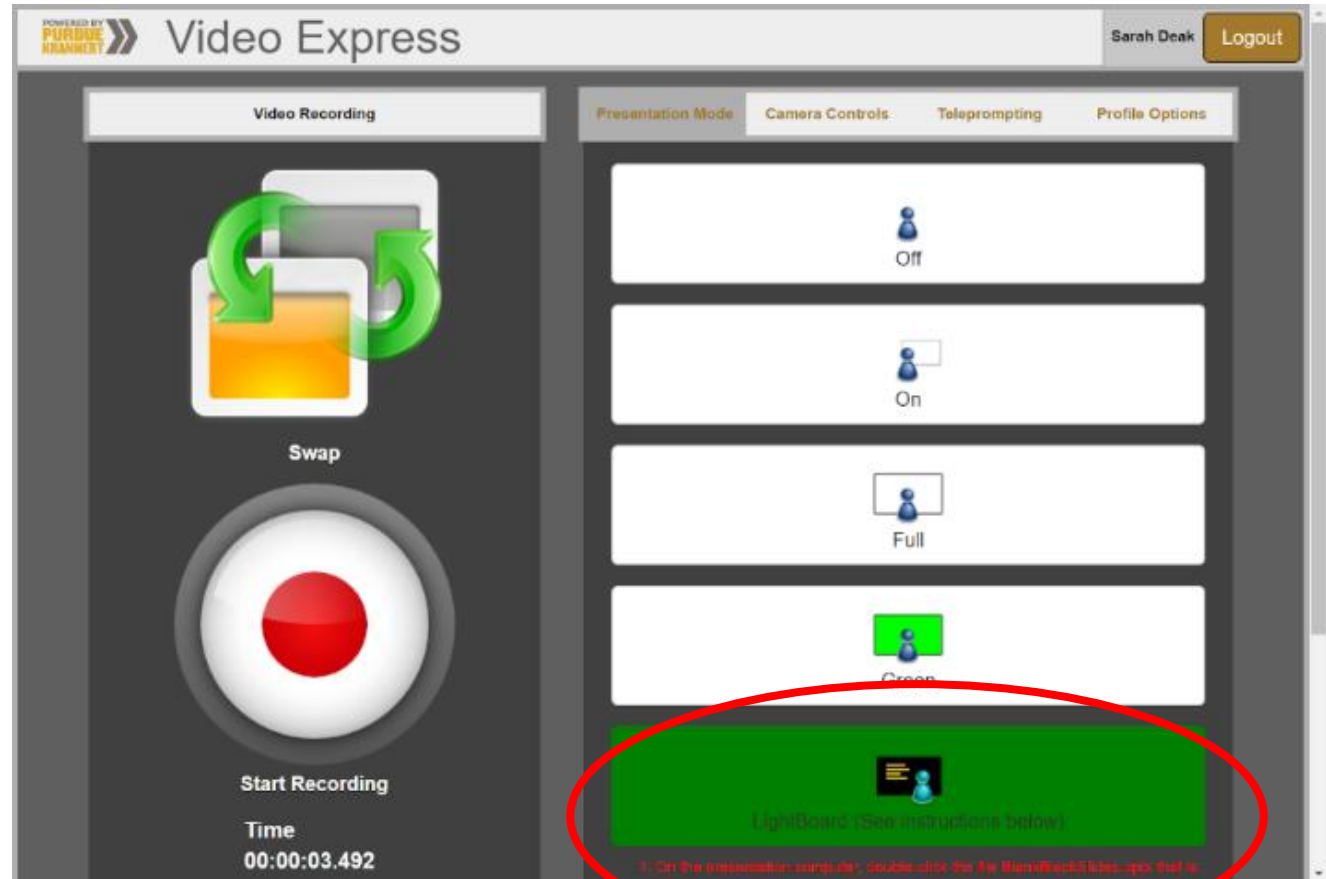
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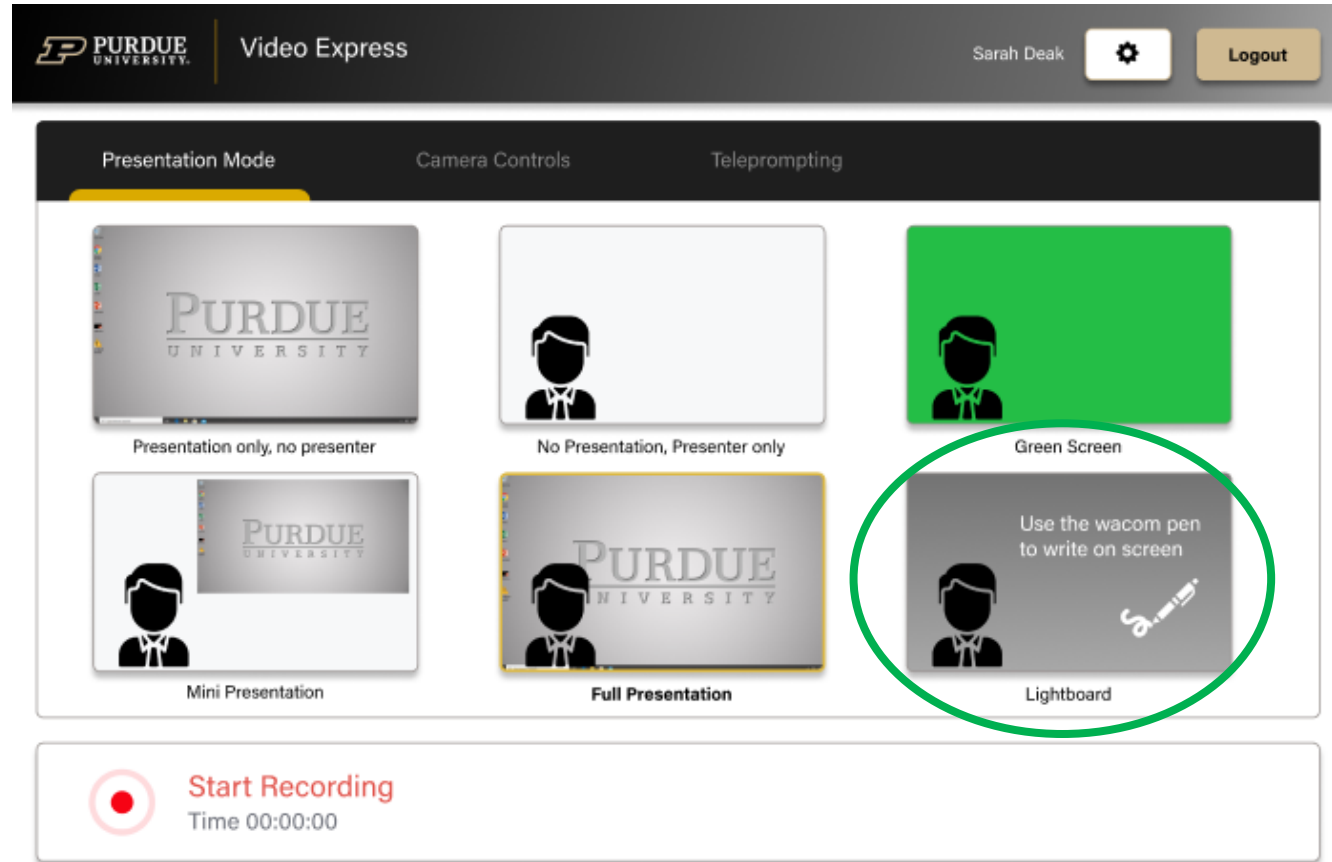
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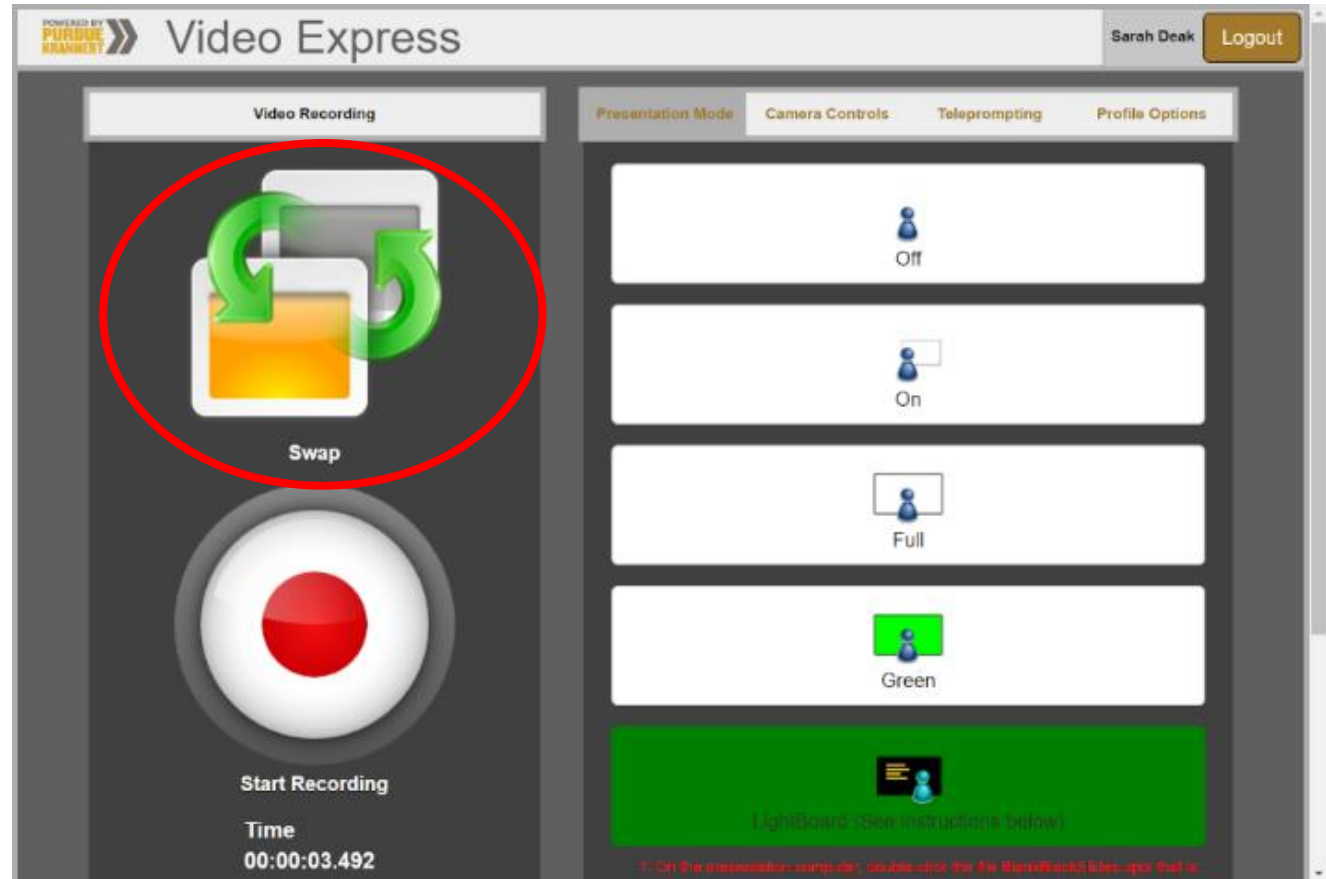
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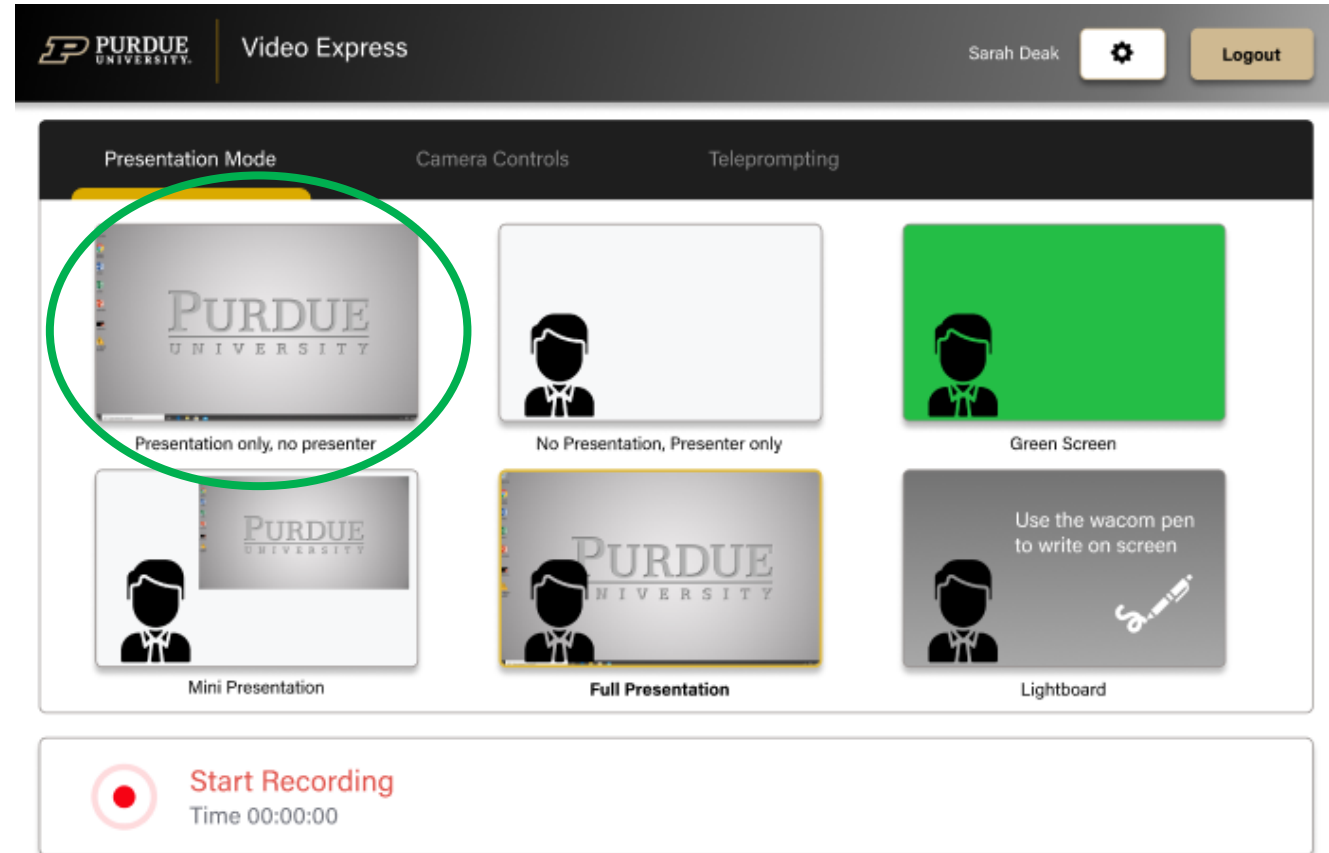
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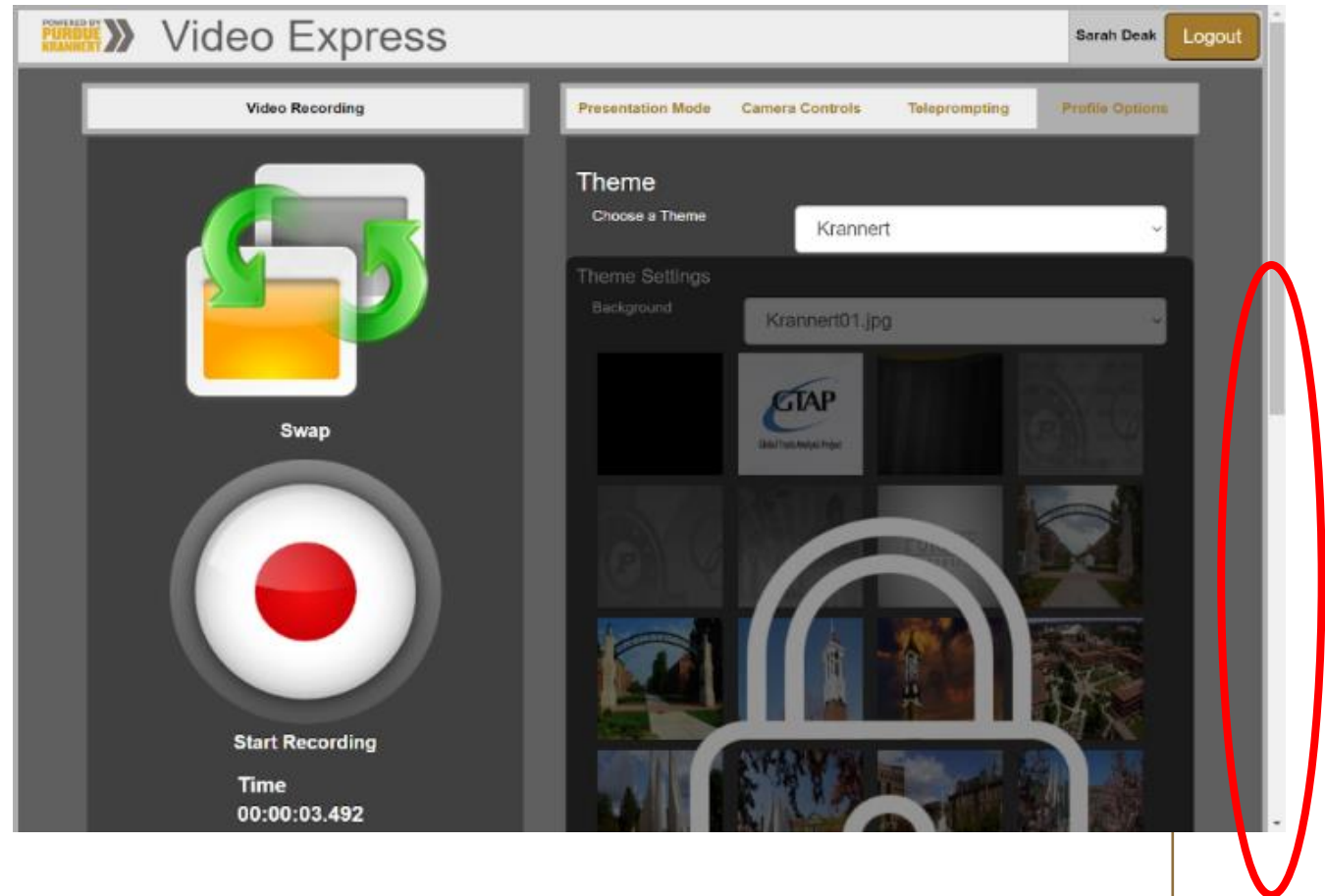
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"I'm not sure how I would do that."



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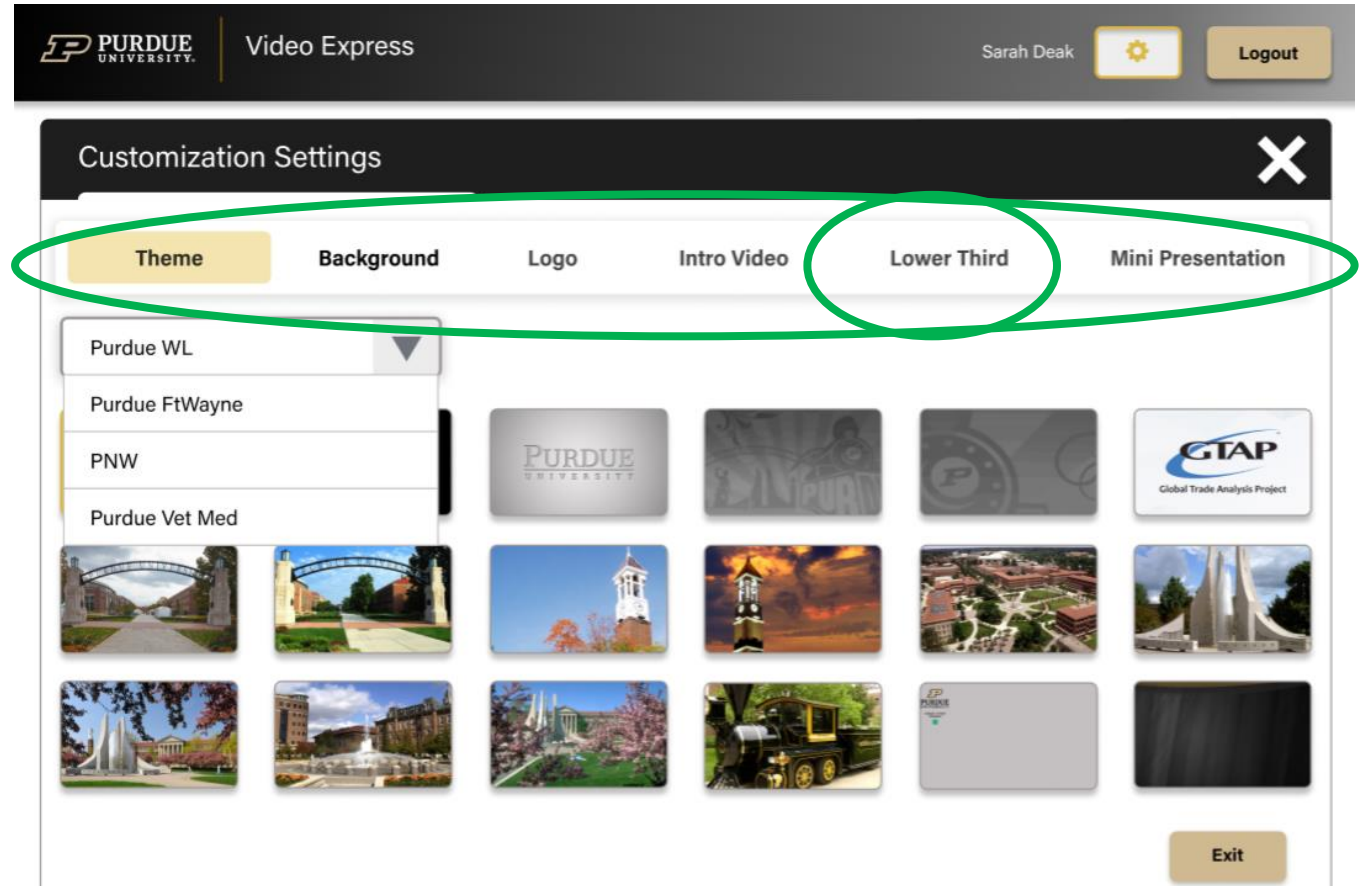
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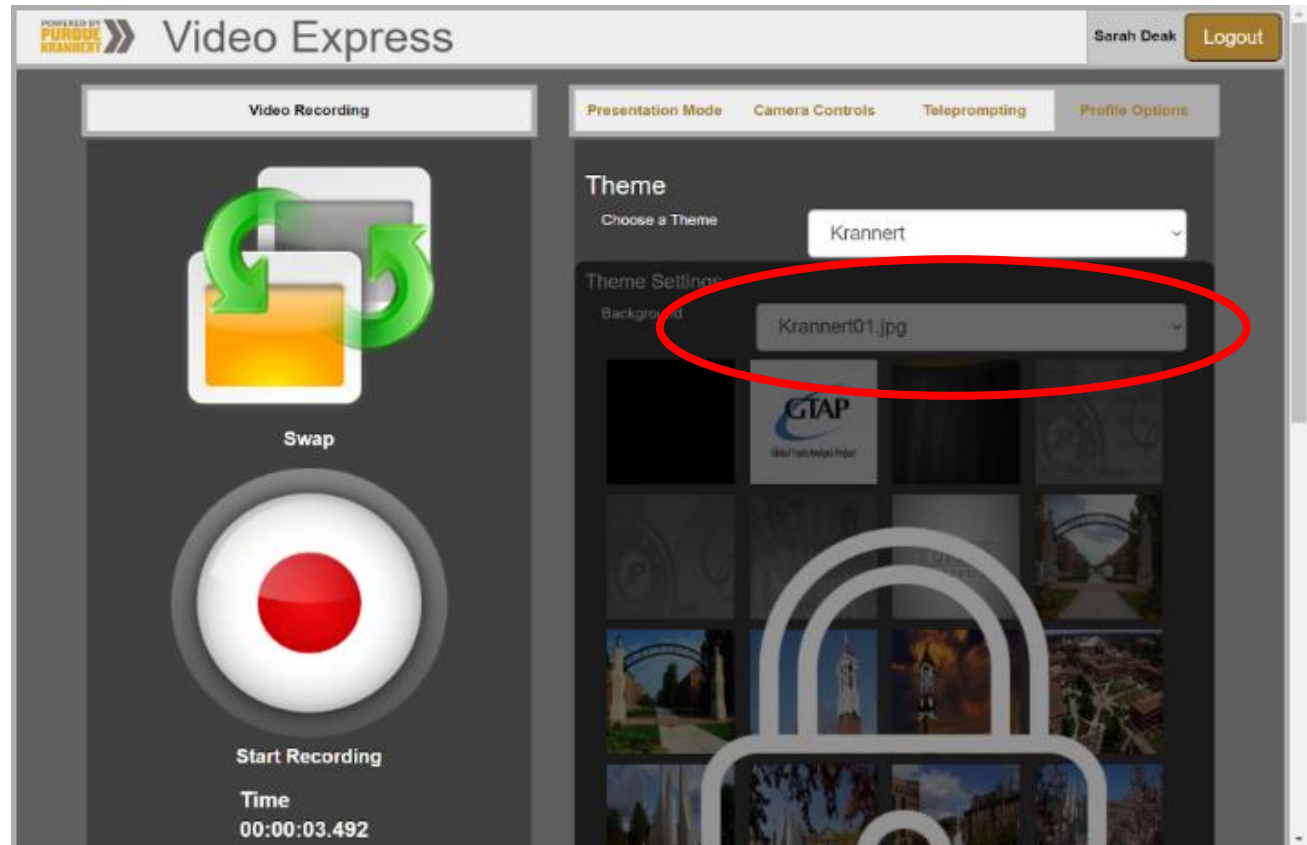
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"I'm not sure how I would do that."

"I'll just put a PowerPoint behind me and pick a picture from Google."



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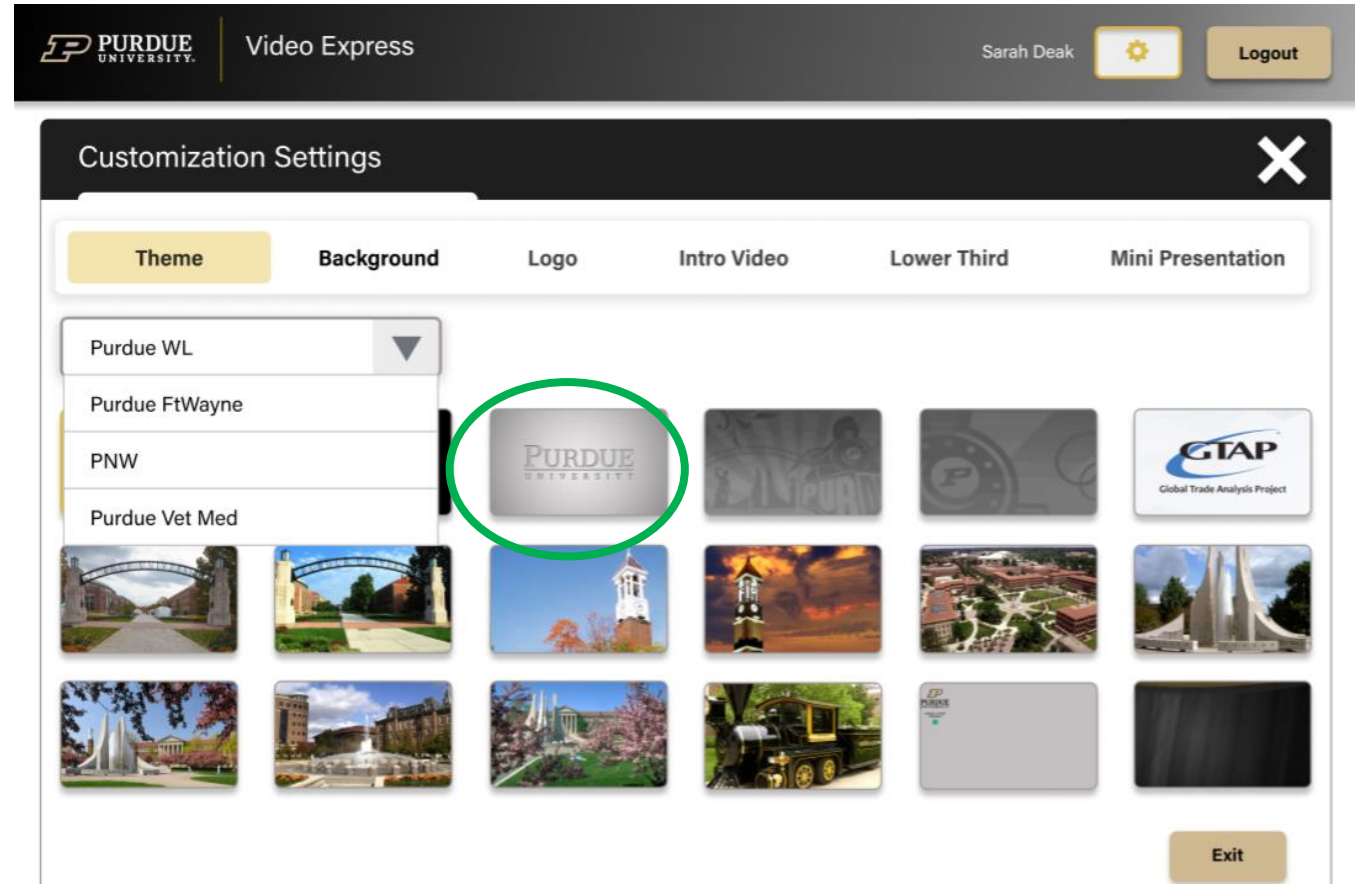
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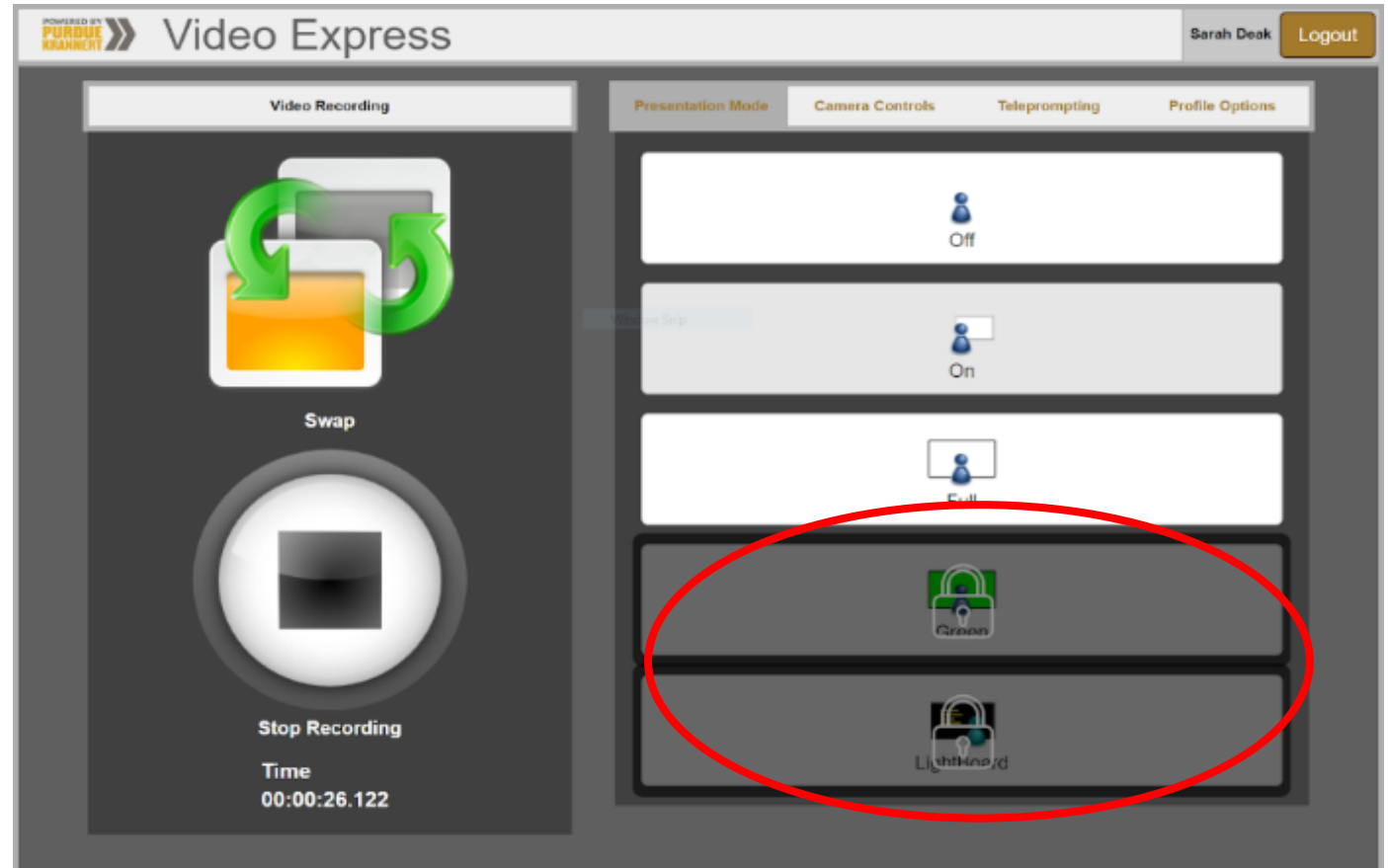
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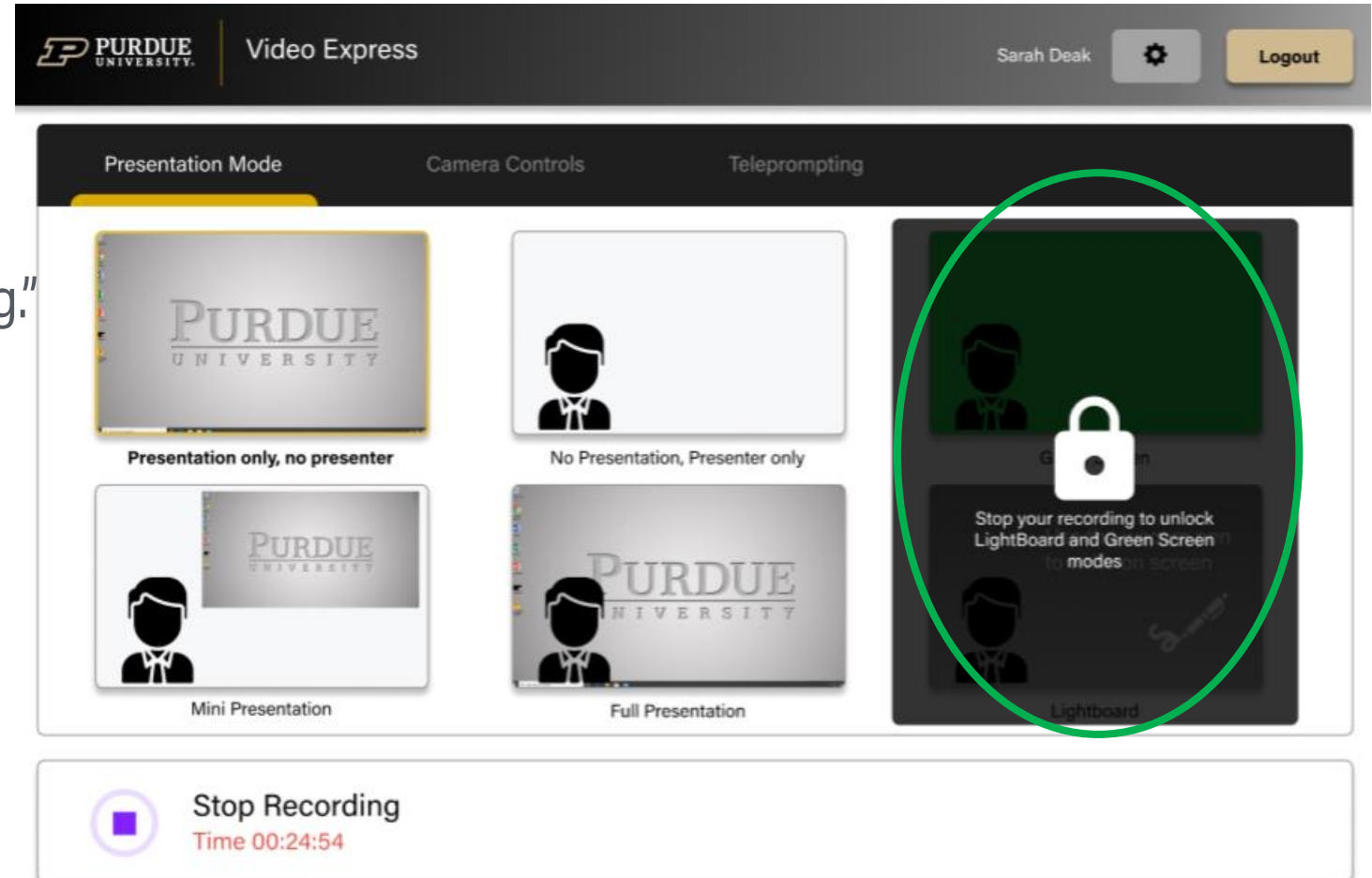
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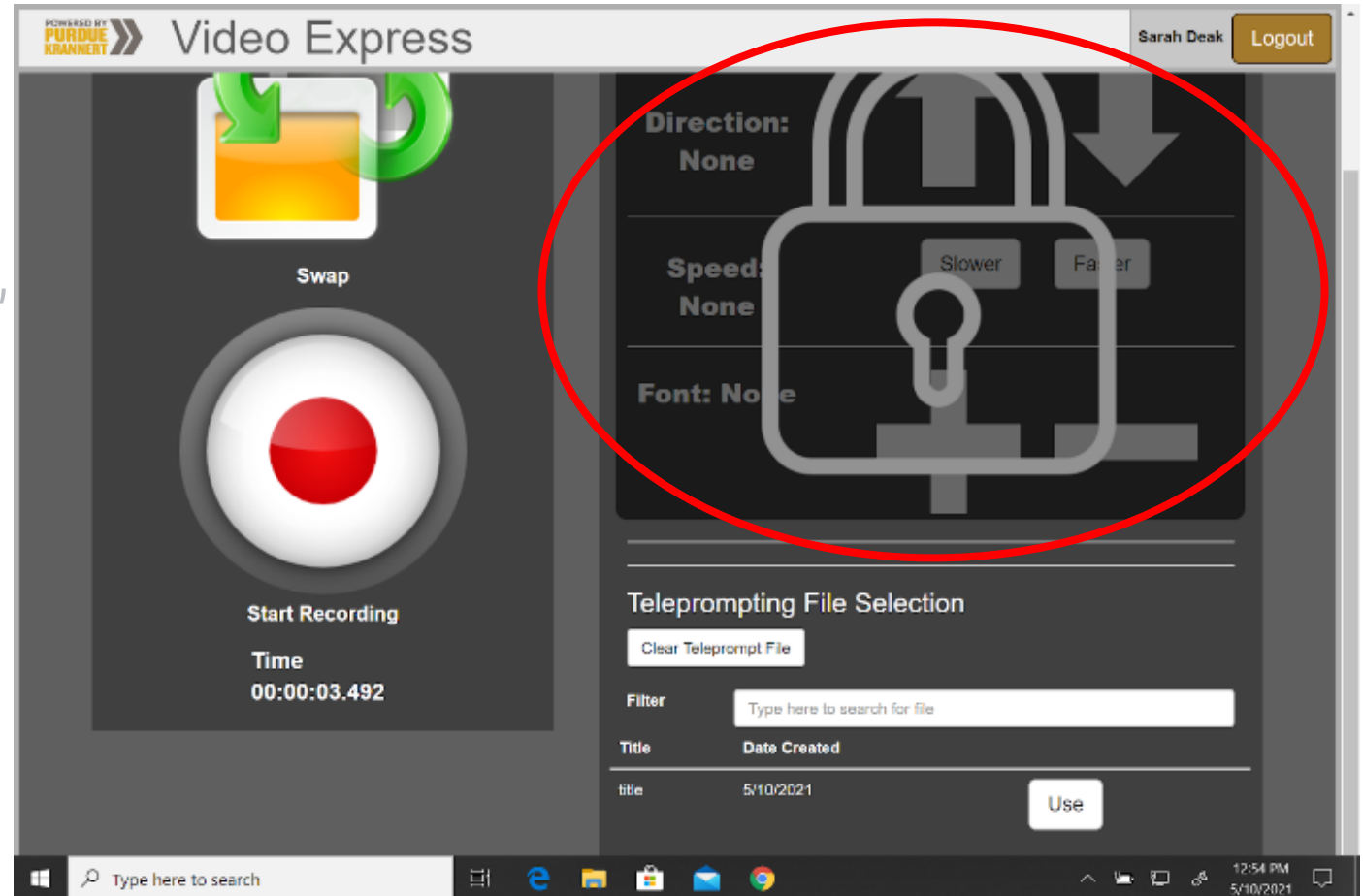
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“This is all locked. I don’t know what I’m doing wrong.”

“Did I break it?”



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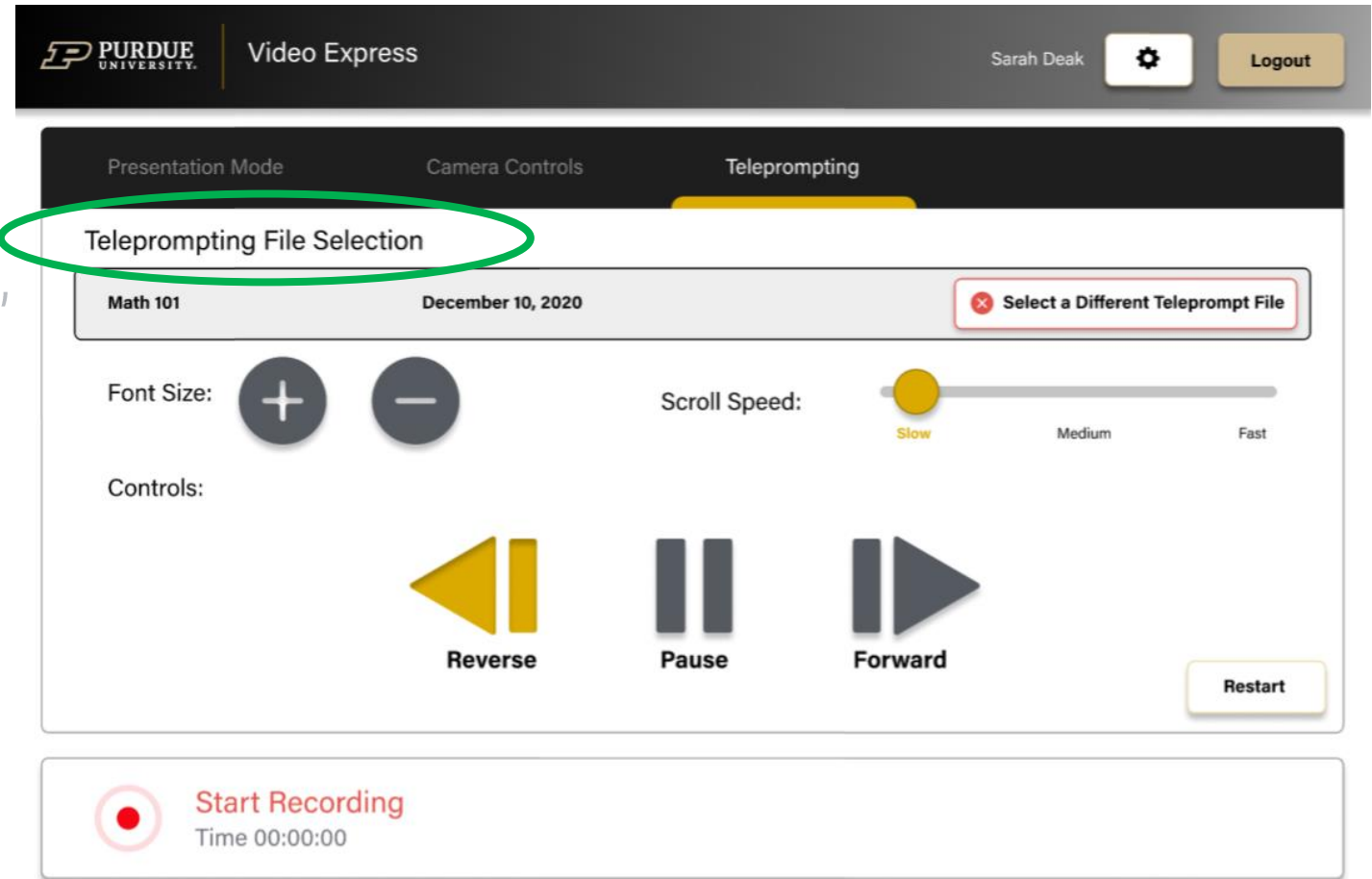
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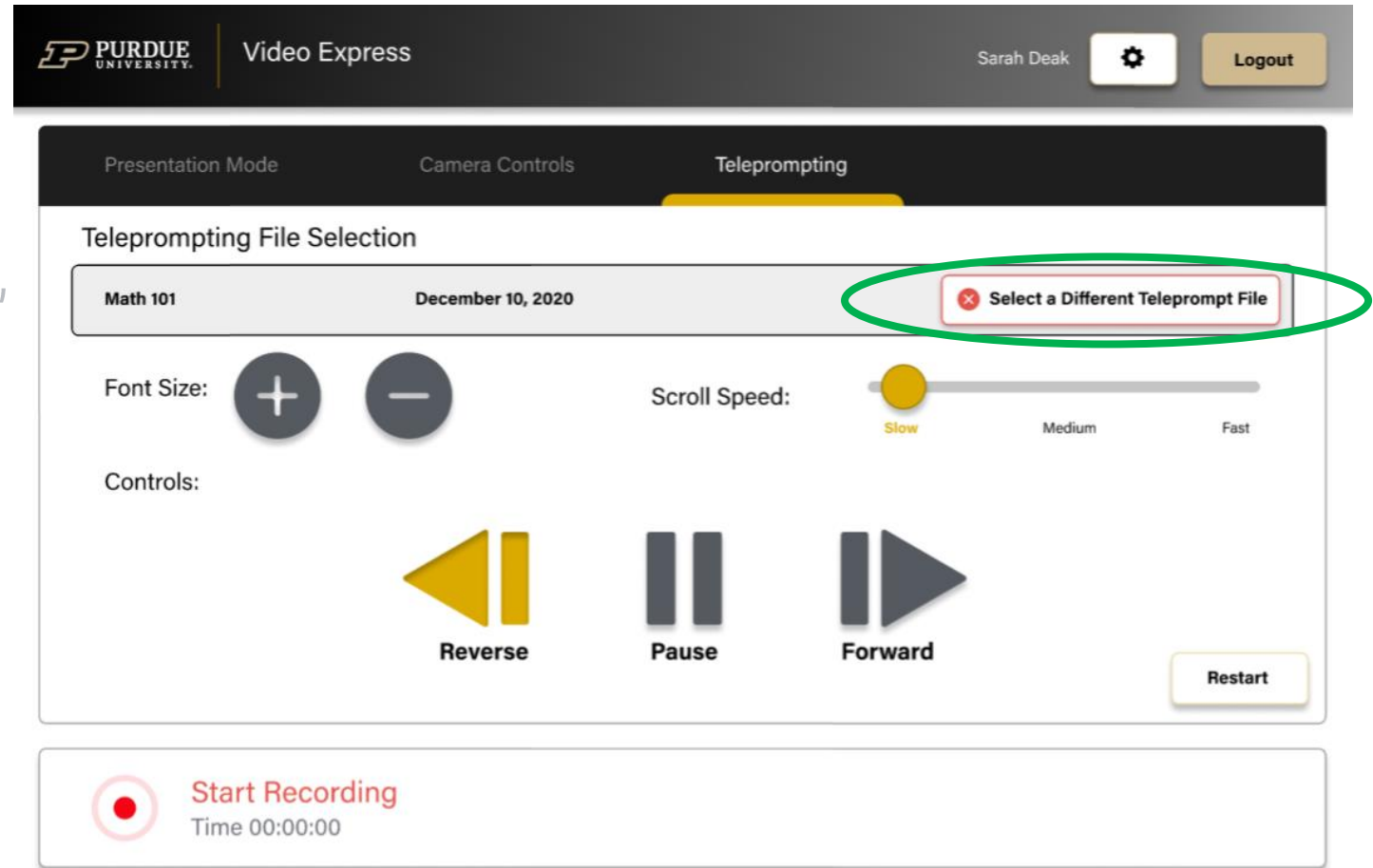
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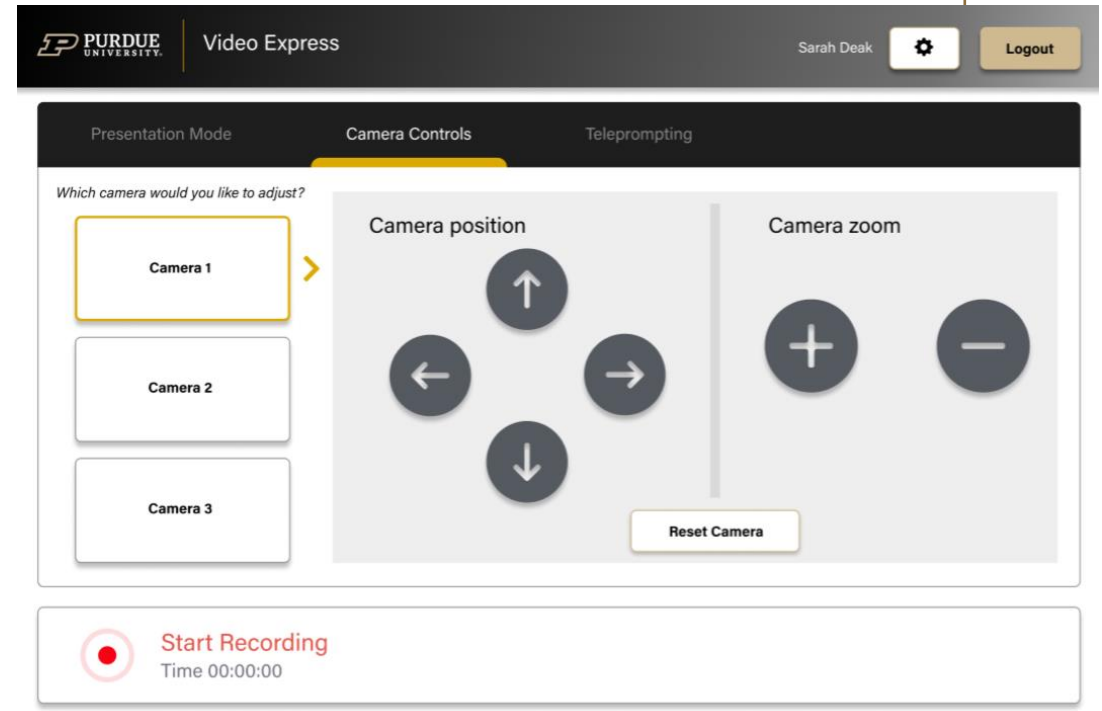
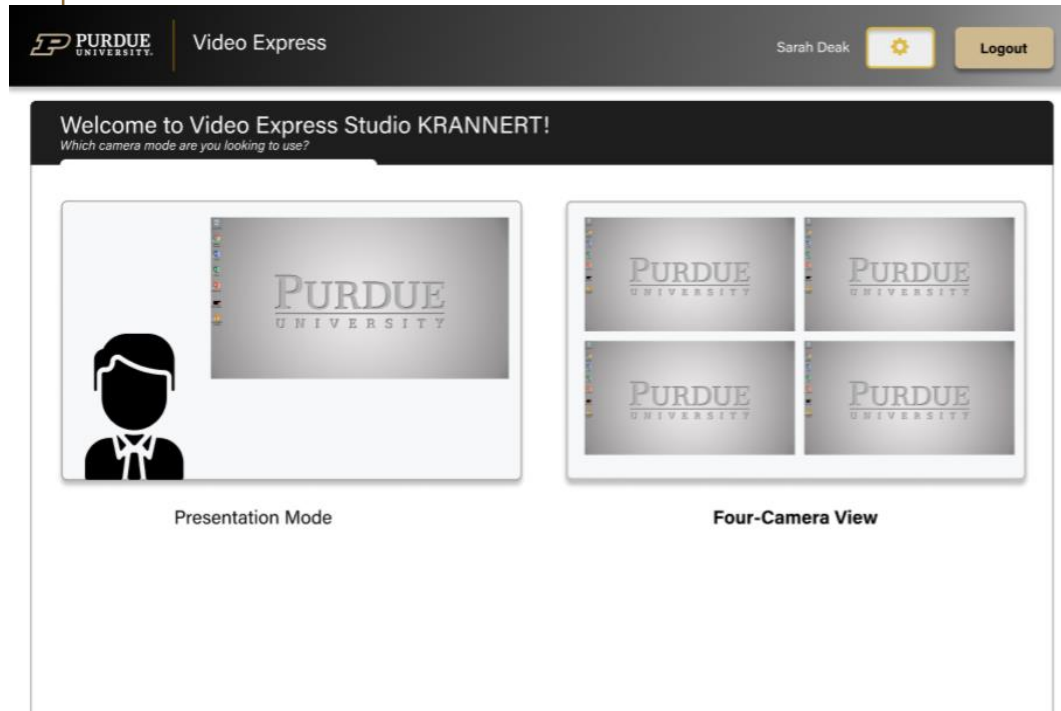
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TABLET INTERFACE

Future Considerations



PART 2. WEBSITE

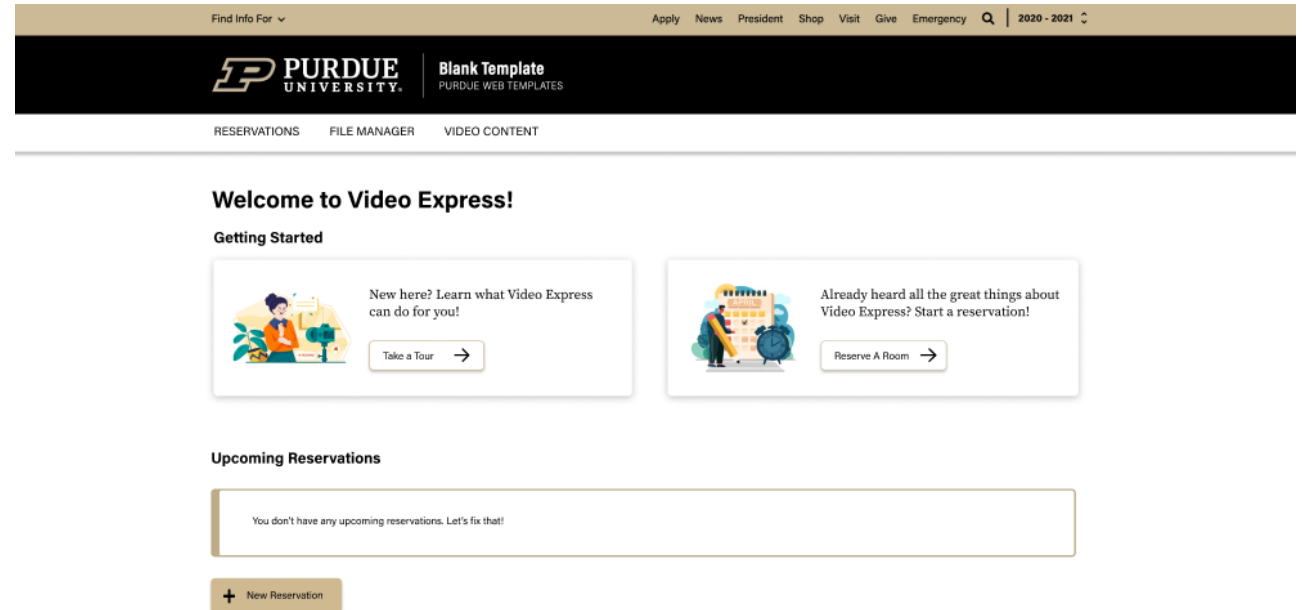
“I like that you can access the videos from any device. You don’t have to do it in the studio.”

- Most users had an **overall good or neutral** opinion of the options the website offers
- When describing their whole experience, most users **left out** utilizing the website
- Once asked, all users remembered at least one **negative interaction** they had with the website

NEED: Contextual Guidance

“Downloading the video wasn’t immediately obvious. I don’t remember exactly how to access them. Maybe it was a different site altogether?”

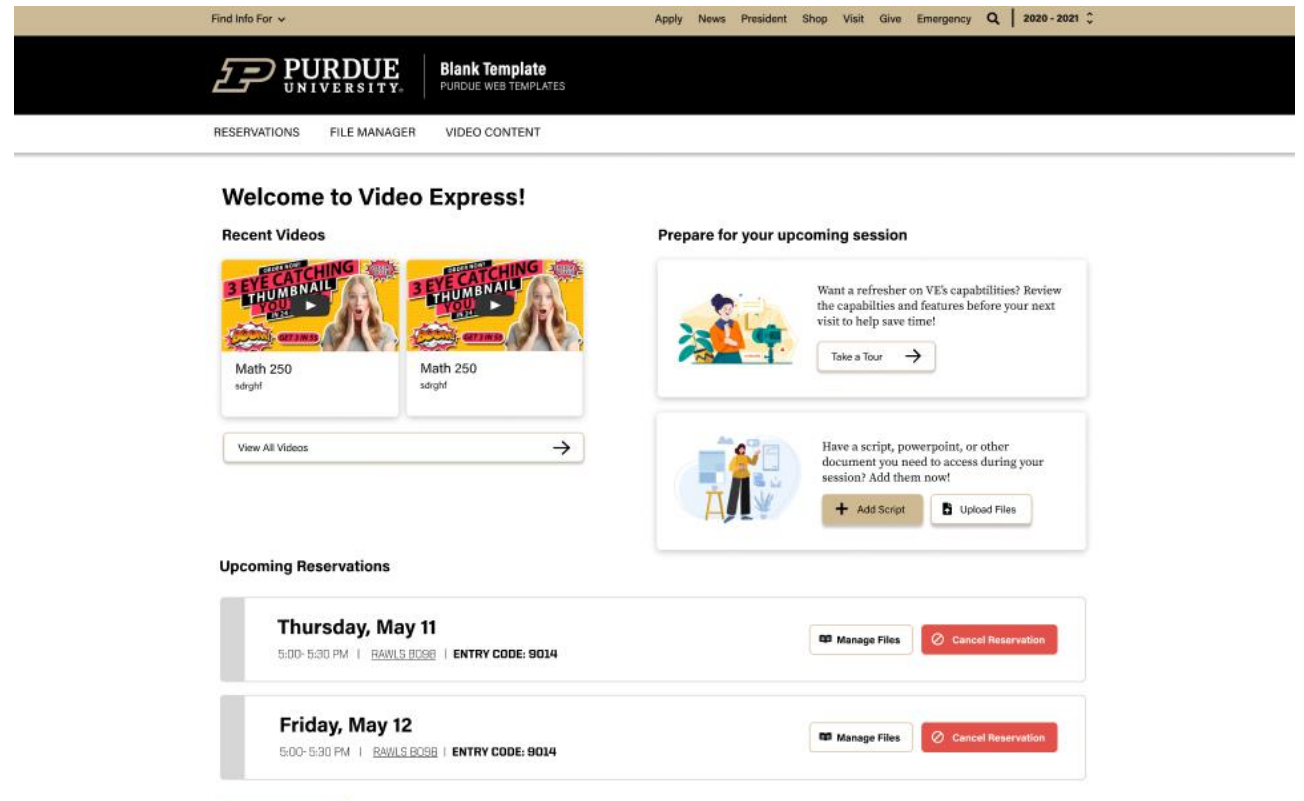
“I had trouble getting the teleprompter to work. It would have been nice if I had been prompted to add the file when I signed up for the room.”



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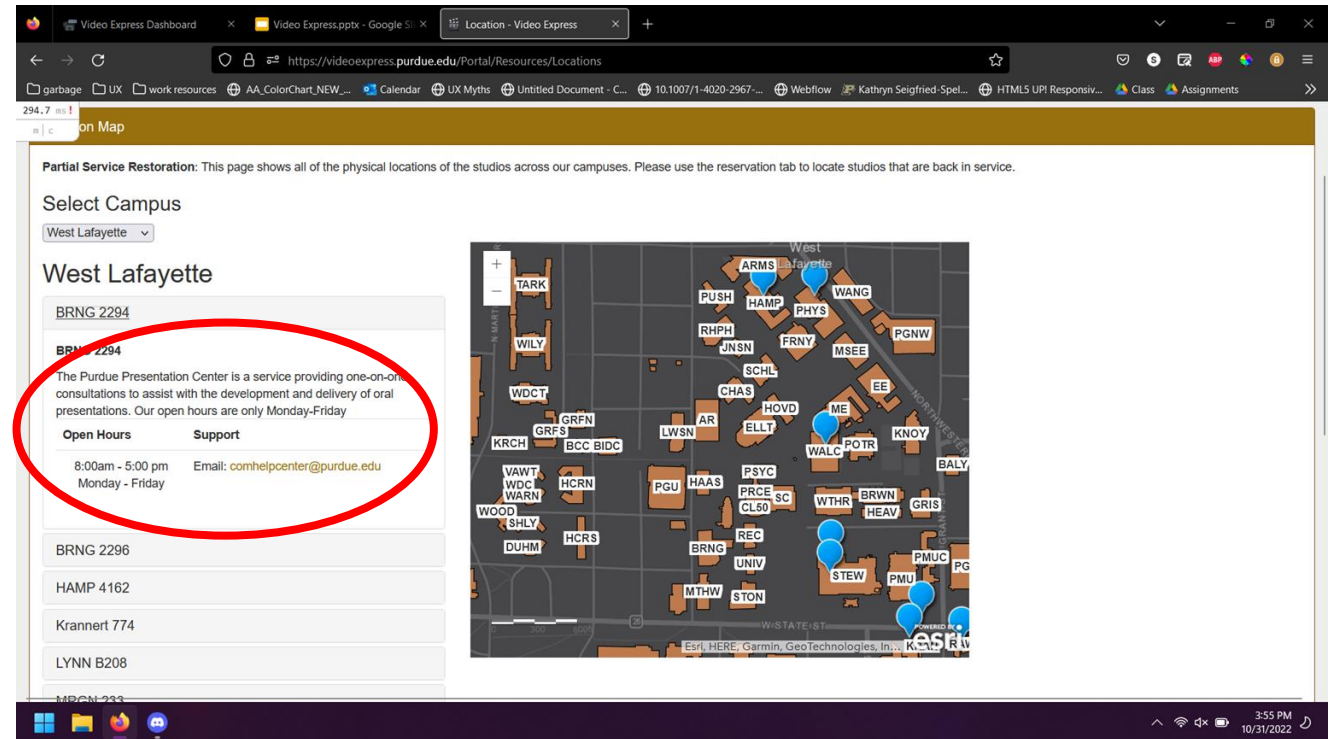
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“I had trouble getting the teleprompter to work. It would have been nice if I had been prompted to add the file when I signed up for the room.”

The screenshot displays a web interface for room reservations and file management. At the top, there is a navigation bar with the Purdue University logo and a 'Blank Template' label. Below this, a progress bar shows steps: 'Select a room', 'Reserve time', 'Reservation Confirmed', and 'Add Files'. A green success message box states: 'Success! Your reservation for RAWLS B098 on October 22 has been confirmed. You can view or manage all your reservations on the Reservations page. The last (optional) step is to upload files you will need to access during your reservation.' Below the success message is the 'Video Express File Manager' section, which includes two upload areas: 'Add New Presentation Files' with a 'Browse Files...' button, and 'Add New Teleprompt Script' with a '+ New Teleprompting Script' button. At the bottom, the 'Your Files' section shows a list of files under the date 'Yesterday', including a 'Script' file, a 'PDF' file, and a 'PPTX' file, each with a 'Delete' button. The interface also shows dates for 'April 20, 2022' and 'Januarv 3, 2021'.

NEED: Room Option Clarity

“The rooms are really inconsistent with what hardware they will have”



NEED: Room Option Clarity

“The rooms are really inconsistent with what hardware they will have”

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PURDUE UNIVERSITY | Blank Template PURDUE WEB TEMPLATES

RESERVATIONS FILE MANAGER VIDEO CONTENT

Reserve a Video Express Room

Select a room Reserve time Reservation Confirmed Add Files

Building Select... Room Options Boom Mic Interview Desk

RAWLS B089

RAWLS B089
Located in r Zombie ipsum reversus ab viral inferno, nam rick grimes malum cerebro. De carne lumbering animata corpora quaeritis. Summus brains sit, morbo vel maleficia? De apocalypsi gorgor omero undeas survivor dictum mauris.
Boom Mic Interview Desk 5 courses
Reserve RAWLS B089

KRAN 774
YONG 998
WALC 082

NEED: Streamlined Video Management

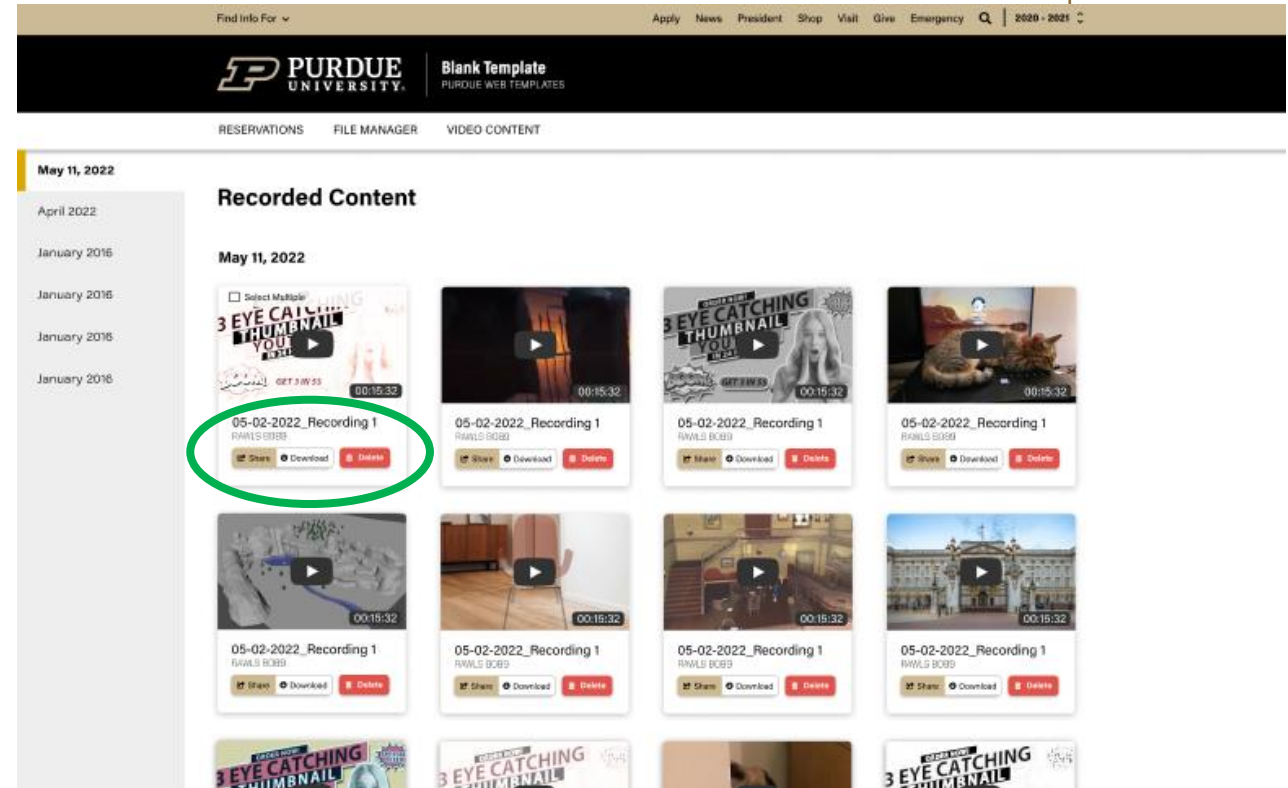
“I like that I can directly upload to Kaltura, but I’m not usually happy with the video so I normally download”

The screenshot shows the 'Video Express' interface for 'Self-Service Video Production' at Purdue University. The page includes a navigation menu with links for 'MENU', 'FAQ', 'Content', 'Reservations', 'Teleprompting', and 'Job Queue'. The main content area is titled 'Content' and shows 'Pending Jobs' (0), 'My Content' (6), 'Shared' (0), and 'Trash' (26). A section for 'Sarah Deak's Videos' is visible, containing a 'Manage' button and a list of video thumbnails. The first video thumbnail has its 'Actions' button circled in red. Below the thumbnails is a table with columns for 'Recorded' and 'Expires' times.

Recorded	Expires:	Recorded	Expires:	Recorded	Expires:	Recorded	Expires:	Recorded	Expires:	Recorded	Expires:
9/23/2021 3:21:13 PM	11/14/2022 9:24:58 AM	9/23/2021 3:16:38 PM	11/14/2022 9:24:58 AM	9/16/2021 3:15:28 PM	11/14/2022 9:24:58 AM	9/16/2021 3:12:58 PM	11/14/2022 9:24:58 AM	8/4/2021 1:39:28 PM	11/14/2022 9:24:58 AM	8/2/2021 10:06:19 AM	11/14/2022 9:24:58 AM

NEED: Streamlined Video Management

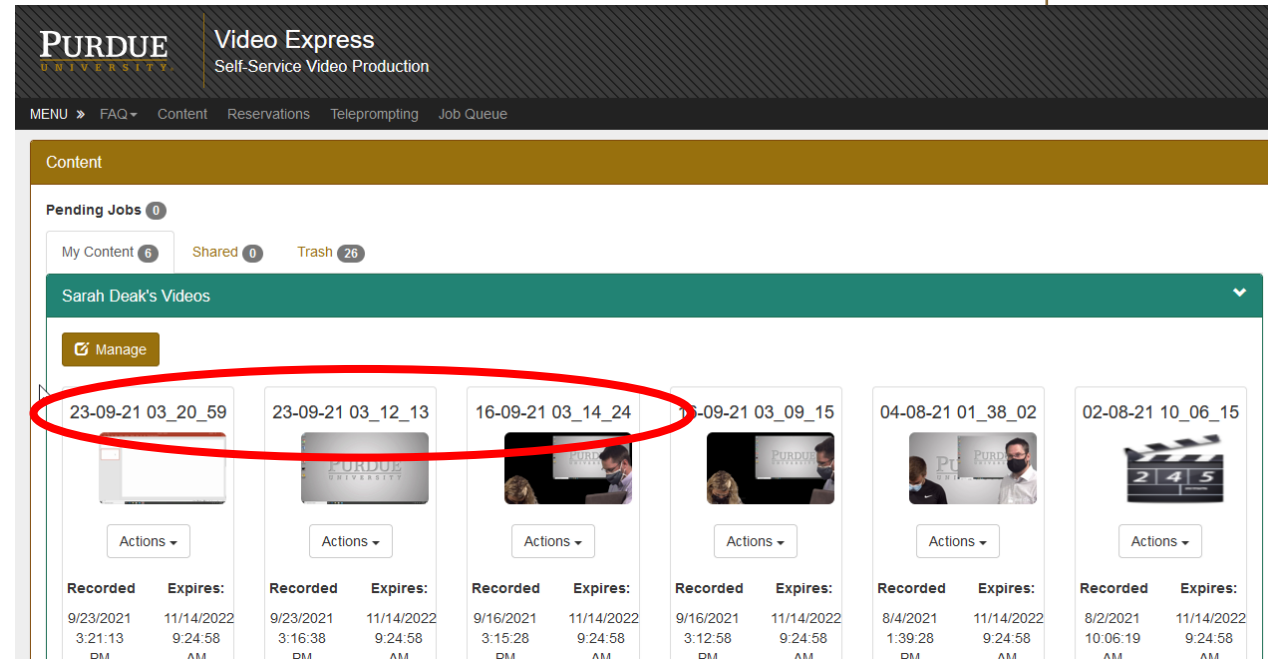
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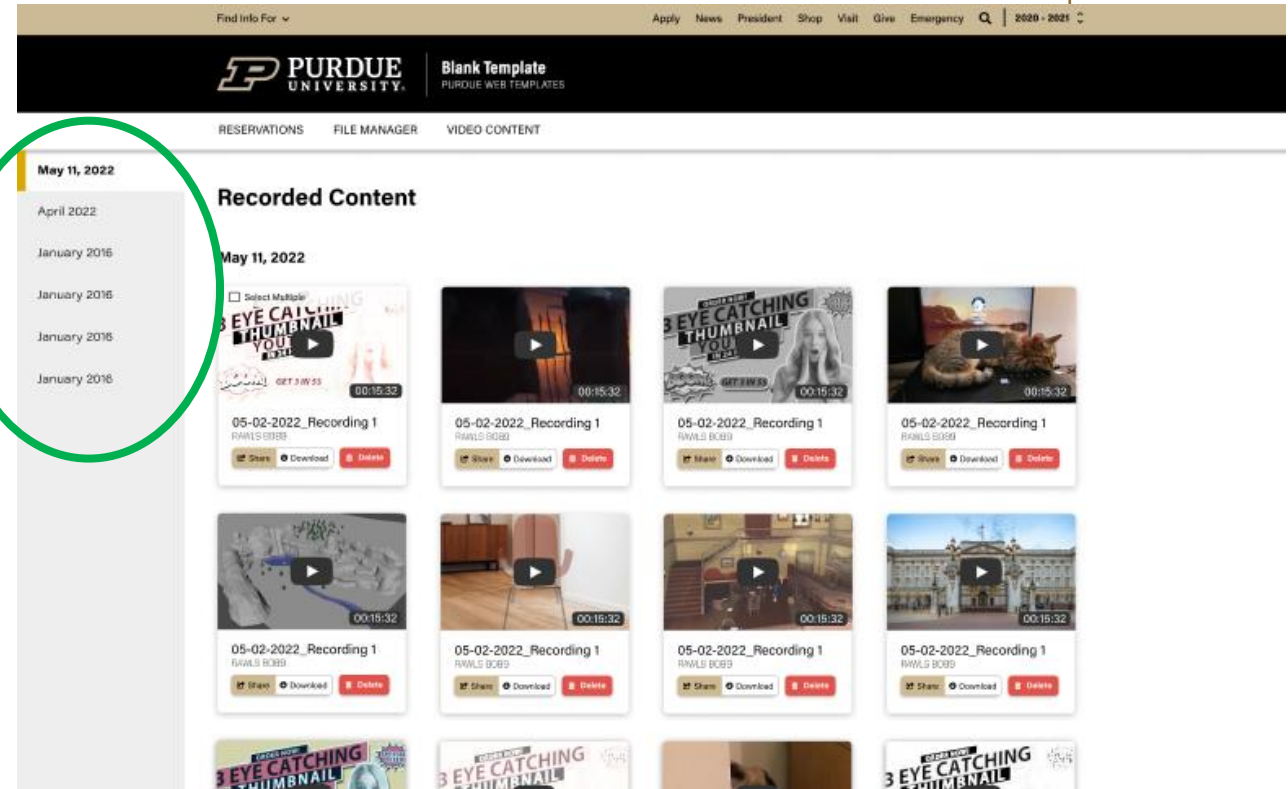
“If you do a lot of videos, it’s really cluttered.”



NEED: Streamlined Video Management

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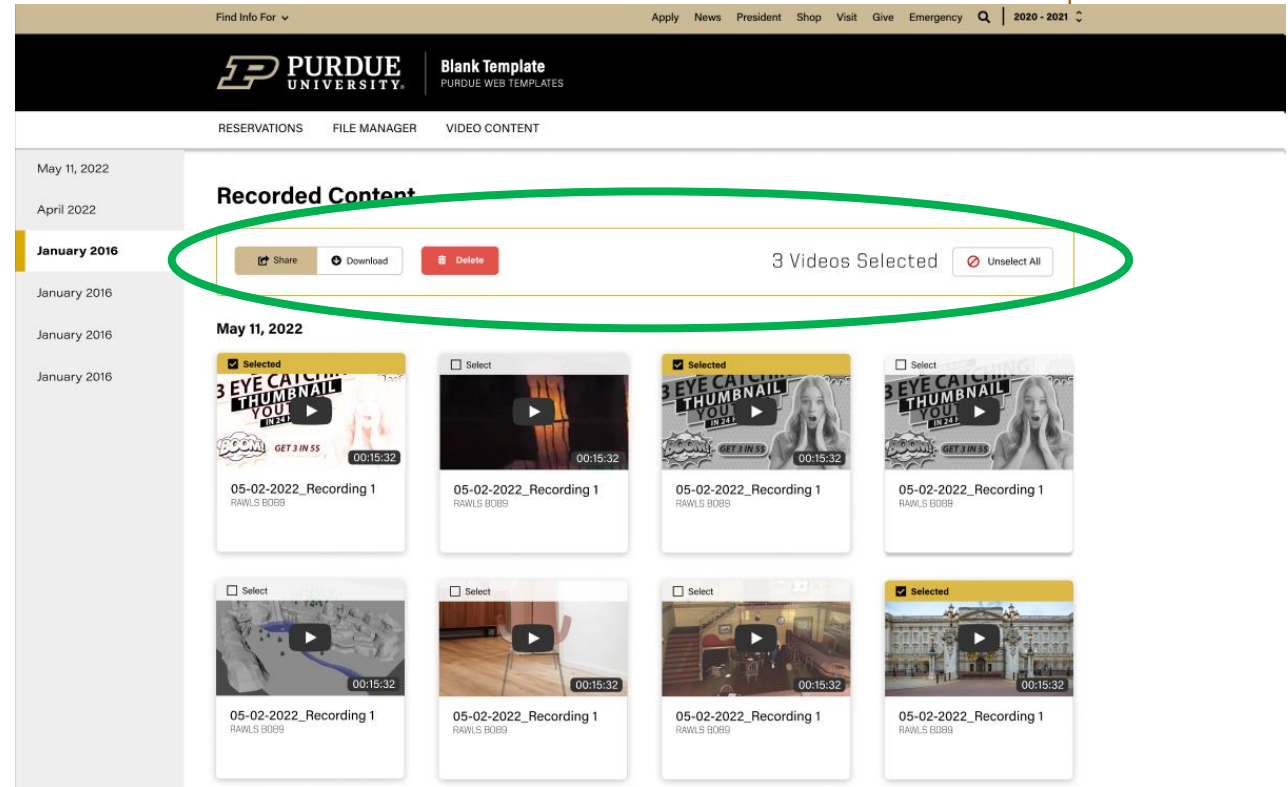
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NEED: Streamlined Video Management

"I like that I can directly upload to Kaltura, but I'm not usually happy with the video so I normally download"

"If you do a lot of videos, it's really cluttered."



PART 3. ADDITIONAL CONSIDERATIONS

PHYSICAL ROOM IMPROVEMENTS

Positives!!

“Students have remarked how easy the rooms are to use, they especially like the green screens.”

- Green screen
- Professional lighting
- Quality videos

NEED: Help Guides & Online Documentation

"Critical for [documentation] to be in the room because people use them when helpers aren't available."

- Reflect new updates
- Consistent across rooms
- Streamline use
- Advanced online documentation

NEED: Consistency

- Studio equipment
- Room visibility

INCREASE SATISFACTION & ENGAGEMENT

Success...

"Makes my assignments and projects look very professional."

"Using the high-quality Video Express equipment probably played a part in us winning the competition."

"Video Express is a valuable resource for the campus and I'd be glad to contribute to its continued development."

INCREASE SATISFACTION & ENGAGEMENT

Success... but it's a "hidden gem"

"I didn't even know it existed until XYZ"

- Expanded Advertising
 - Instructor recommendations
 - Orientation
 - Purdue IT home page
 - Pitch!
 - Other ideas?

THANK YOU

Please let us know if you have any additional questions.