

SPIRITCLIPS USABILITY TESTING

Note: This is a snapshot of the original document for example purposes only. It shows some of the possible user reactions and recommendations. This document has been edited for clarity and to preserve confidentiality.

PART 1: REACTION TO SITE AFTER EXPLORING

1. Once they “got” the idea of the website:
 - a. Most liked the idea of having a place where they could go online to watch inspirational, positive uplifting films.

“Nobody else has this stuff.”
– Kevin
 - b. Noted and appreciated that it was not a religious website.
 - c. Those people perceived the pricing to be reasonable.

2. Respondents shared the perception that the selection was limited.

- a. They focused on 9 or 12 “featured” thumbnails.

“These are the 9 free films I can watch, but only 3 of these interest me.”
– Mike

- b. The same “titles” came up on multiple pages.

“I’m not going to spend \$4.99 for so few films.”
– Carol

“They need more content. 250 films is nothing to try and get 2 billion users.”
– Jane

“Ben Comen and Sally came up all the time. Rather than having different topics put them all together since they don’t change.”
– Cynthia

3. Not until they upgraded to premium did several respondents find content that excited them.

“Now this is what I like to see. This is moving. This is real. The rest is entertaining. Others should see this.”
– Judith

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4. Who is this site for?
 - a. Generally respondents agreed that the site was for people like themselves: in helping professions (teachers, counselors, pastors), mothers, very religious and somewhat spiritual, 12-step folks, church friends, thoughtful “seeking” people, people who have experienced life’s difficulties.
 - b. Some people also saw the value of showing some of these films to kids, and noted that teens would appreciate many of these as well.
5. Would they join after seeing the site, given the existing prices?
 - a. 4 Yes
5 Maybe
2 No
 - b. Of the “maybe’s”, four specifically wanted a trial or more time to familiarize themselves with what is there.
 - c. Most said they would sign up for 1 month and if they liked it and used it, then they would sign up for 6 month, then a year.
 - d. Those who indicated that they would not join noted that there were many other free sites out there, and they didn’t see the value of joining.

“It’s hard to understand why you have to join. There are so many other places where you can see free films online.”

– Lavena

“I wouldn’t become a premium member, because there’s a lot of free stuff out there.”

– Nick

C. REACTION TO THE FILMS

1. Everyone found films that touched and inspired them and made them feel good.

“I’d give that one a 3 tissue rating.”
– Kevin
2. They liked the documentaries.
3. Everyone commented that the SC Originals were very professionally produced, noting the familiar actors, good acting, and high production values.

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4. Everyone wanted a larger sampling of Free films.
5. Respondents appreciated that this site appealed to mainstream audiences.
 - a. A few mentioned that although the films were uplifting and inspiring, this website was not trying to “sell” religion.
6. Other than the Ben Comen film which is prominent on the site, they did not notice the sports films, i.e. Appointment in Vancouver or Greenspan Olympics.
7. Responding to the reality based films, some wanted more information about the actual story.
8. Some noticed and expressed interest in “Speeches” that they found in Professional pages.
 - a. Others noted reference to “speeches” in the Premium Member bulleted benefits, on the offer page. Importantly those people hadn’t noticed it on the site.
 - b. Those that did not find speeches on their own, were intrigued when they heard about them in the researcher’s description of the site.
9. For the full length films, several noted that they would never watch long films on their computer.
10. Half the men expressed an interest in having more humorous/light hearted films.

Excerpted from original 14 page document.

SPIRIT CLIPS Respondent Breakdown:

Time	Name	Age	Occupation	Gender	No. Hrs / Wk on internet	Use Facebook / frequency	Send eCards / # in last 6 months	Name of paid sites	Marital Status / No. Children	Sources of Inspiration	Religious Affiliation	Frequency
Quota		50/50		60% F; 40% M	> 5 hrs/wk	50% + use fb	2 in last 6 mos.					30% Regular, 50% Occas, 20% Rarely
Actual		8 <50 7 50+		11 F 4 M		12 of 15	14 of 15		4 married/ 7 have children			6 Regular/ 5 Occasional/ 4 Rarely
MON.												
6:30 PM	Lyn	48	Therapist	Female	10	yes / daily	yes / 3	Netflix, Jackie Lawson	single / 0	Rick Hason, Marianne Williamson, Kathryn Woodward Thomas	Christian	Regular
6:30 PM	June	78	Ret/ exec. asst Consultant to Non-profits	Female	12	yes / 4/wk	yes / 12	American Greetings	Married / 5	Dalai Lama, I AM movie Oprah, Shakti Gawain, Greg Braden, Deepak Chopra	Christian / Presbyt. / Buddhist	Rarely
6:30 PM	Renee	50	Hypnotherapist, artist	Female	20	yes/ ??	yes/ ??	Blue Mountain	Single/ 0		Spiritual not religious	Rarely
TUES.												
10:00 AM	Mike	64	semi-retired family law attorney	Male	12	no	yes / 35	Blue Mountain	Married / 0	Jean Houston, Billy Graham	Interdenom	Occas
10:00 AM	Nina	58	Business Manager	Female	14	no	yes / 5	Eckhart Tolle TV	single / 0	Eckhart Tolle, The Secret, Sounds True, MakeADifference.com	Spiritual not Religious	Occas
12:30 PM	Malcolm	70	Retired, Nestle lifer	Male	7	yes / daily	yes / 100's	Jackie Lawson	Single / 0	Catholic friar, EAC	Christian, Episcopal	Regularly
12:30 PM	Cynthia	39	photographer Administrator of non-profit	Female	12	yes / daily	yes / 4	card site	Married / 2	Clickin Moms, Oprah, Iyanla VanZant	Christian, Catholic	Regularly
12:30 PM	Trini	50		Female	2	no	yes / 10		Married / 1	Karen Jondorf/Season for non-violence	Interdenom	Occas
2:30 PM	Lav	34	Estate planning attorney	Female	5	yes / 1-2/wk	yes / 5	Netflix	single / 0	Direct Om, MSIA, Max Simon, Wayne Dyer, Tony Robbins	Spiritual not religious	Occas
2:30 PM	Kevin	50	Minister	Male	7	yes / daily	yes / 5	Blue Mountain	single / 0	Intherooms.com, Joel Osteen, Linda Taggart, Marianne Williamson	Interdenom	Regularly
4:30 PM	Nick	37	Creative director former law prof/ Higher Ed Consultant	Male	5	yes / daily	yes / 2 occas.	card site	single / 0	Human Training	Spiritual not Religious	Rarely
4:30 PM	Judy	64		Female	14	yes / 4/wk	yes / 5	Netflix	Single / 3	Greatday.com, inspirationalstories.com, dailyquotes.com,	Spiritual not Religious	Occas
4:30 PM	Syva	36	teacher	Female	7	yes / daily	yes / 6	Netflix	Divorced / 2	livingpositive.com	Christian	Regularly
7:00 PM	Rachel	43	Special Ed teacher	Female	10	yes / daily	no	Netflix	Divorced / 3	Rick Warren, Jim Burns, Dr. Dobson	Christian, Evangelical	Regularly
7:00 PM	Jen	41	1st grade teacher	Female	20	yes / daily	yes / 3	Netflix	Divorced / 2	Madyninlovewithtime.com	Jewish	Rarely