## **HEIHEI Beta Testing**

## Usability and User Engagement Results

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## **The Study**

### **Purpose of study**

**MAIN:** Identify usability issues and discover blocks to user engagement in the HEIHEI app.

Identify any significant differences between rural and urban households. Gain an understanding of users' reaction to HEIHEI compared to Netflix/YouTube.

#### Focus

First-time use of app after download

### **Participants**

14 families (14 adults, 29 children) - Android users with high-speed internet.

- 2 pilot (exploratory) tests in Auckland
- 6 in-home usability tests in Christchurch
- 6 in-home usability tests in Whangarei

### **Participant Overview**

- All families were Android tablet users.
- Approximately 50% had 8" or smaller tablets and 50% had 10"+ screens (usually Samsung).
- Each family was given a test device similar to the one they use.
- We recruited families with a range of high and low media-use. However, most families were mediacomfortable/high-use.

14 Families / Adults	Low-use (<1-hour media per day)	High-use (>1-hour media use per day)
Media-Wary (5 total)	2	3
Media-comfortable (9 total)	3	6

29 Children	Younger: 5-6 years	Older - 7-9 years
Boys	7	7
Girls	7	8

# Overview of Findings: User Types

## **Descriptions of User Types**

The following distinctions were identified as valuable in predicting the decisions/ behaviours of different users.

### **Caregiver / family types**

More easily distracted by other things

Media-Wary Media-Comfortable 5/14 families 9/14 families Younger children Older children Distrustful of media (how is it impacting my children?) Trusting/comfortable with media Focus: educational/moral value Focus: child engagement Low-use High-use 9/14 families 5/14 families Actively searching for new content We want less media, not more Invested Non-Invested Actively interested in HEIHEI Doesn't care about HEIHEI

All beta test users are invested

Older

More tech savvy More sophisticated

## Show-watcher 9/29 children (8 girls)

Prefers watching shows Mostly (but not all) girls

> Likes to explore 8/29 children

Excited to explore new content

#### Sophisticated

#### 3/29 children

Older (7+) Impatient with slow loading times

Strong ideas about what is 'cool,' 'dumb,' or 'kiddish' More likely to live in a city and consume American content

### **Child User Types**

#### Younger

Less tech-savvy Less able to read

#### Game-player -10/29 children (6 boys)

Prefers playing games Mostly (but not all) boys

#### Seeks-familiar

12/29 children

First search for content they know already

#### Innocent

#### 19/29 children

Open and engaged by all kinds of content Forgiving of slow games/loading times

Note: Some younger children could not be categorised

Overview of Findings: Usability and User Engagement

### **HEIHEI Visual and Site Design**

HEIHEI visual and interaction design got immediate positive reactions from all parents and most children.



## **HEIHEI Usability and Engagement**

Will parents hand this app to their children?

Yes! The majority of parents had overwhelmingly positive reactions to HEIHEI, and all were willing to recommend it to other parents.

What is most important to you while evaluating an app like this?	#
Age-appropriate/Ad-free content - I don't have to monitor my children	7 parents
Kid-safe - children cannot access things they shouldn't	6 parents
Easy-to-use	3 parents
Educational	2 parents

### Will younger children (under 7) use this app?

## Yes! Most children had enough success playing Gumboot Glory and watching shows that they were interested in coming back to HEIHEI.

Younger children compared the site favourably to Netflix / YouTube because of the competitions, games, and content like Māia the Brave.

The exception was game-players who struggled to find and play games.



It's different from Netflix

because it has games.

Parents also mentioned that their 3-4 year old children would love HEIHEI as well.

### Will older children come back?

Mostly not. Two 7 year old girls said they would come to watch shows and enter competitions, but most 8+ children would rather do something else.

	Awful	Not very good	Good	Really good	Brilliant	
Question	Awful	Not very good	Good	Really good	Brilliant	N/A
Can you point to the ONE picture that best shows what it was like for you to use this app?	0	0	6	1	5	1

Question	l'd go on HEIHEI	Only for a little bit	I'd do something else	N/A
If you could go on the tablet and do anything you wanted, would you come on HEIHEI or do something else?	2	2	6	1

I would go on this app for a little bit and then I'd go off and play games. I'd check out the videos and music, and Barefoot Bandits and Jiwis Machines.

9 year old boy

# Understanding Caregivers: Behaviours and Concerns

## Media-wary parents who are normally extremely vigilant showed an inherent trust that TVNZ / NZ on Air will provide a completely kid-safe app.

For media-wary parents, and parents of younger children, these brand names are extremely positive (less so for media-comfortable parents of older children who are into less 'wholesome' content).

## All parents were *extremely* positive about the description of HEIHEI and said they would download the app.

Most were especially interested in the fact that it was ad-free.

With TVNZ you feel like it's a trusted company so you have New Zealand kids best interests. So if there was anything a little dodgy then they would get it and cop it on the front line. So maybe that (TVNZ branding) should be more in the app. It's trusted and safe. Ad free is great and that it is designed for primary-aged children ... then I don't have to be vigilant.

Normally I would go to Commonsense Media and have a look whenever the kids download something. TVNZ is reputable, so yes I'd give this to my kids to play. If this was just any app I'm not sure I would ...

### **Comparison with Netflix / YouTube**

The main reason parents were unsure about their children using HEIHEI was that their children already had the habit of using Netflix / YouTube / Playstation.

Some adults preferred YouTube because YouTube has more 'real kid' content (vs. cartoons), as well as more music.

Others were more positive about Netflix because Netflix has movies.

However, most parents were unhappy with the amount of unsuitable/crappy content on the other platforms.

Other parents mentioned the value of the Netflix user profiles in delivering suitable/ recommended content to children.

I'd prefer this to YouTube because anyone can post anything on YouTube. And it's as easy to use as Netflix. However, there is not as much content ... if you are competing with YouTube and Netflix, then one has way more music and the other has way more movies. But Netflix isn't necessarily better quality. Some of their stuff is crap.

It's like Netflix, but especially designed for kids.

## Parents in general were won over by the age-appropriate content and the promise of a kid-safe app on which they didn't have to monitor their children.

What is most important to you while evaluating an app like this?	#
Age-appropriate/Ad-free content - I don't have to be vigilant	7 parents
Kid-safe - children cannot access things they shouldn't	6 parents
Easy-to-use	3 parents
Educational	2 parents
Ad-free	1 parent
Fun for kids	1 parent
All available in one app (games, shows, audio)	1 parent

## They were also impressed by the design and by the more 'wholesome' New Zealand content ...

What did you like most about this app?	#
It's colourful and up-to-date	4 parents
New Zealand content	4 parents
It's ad-free	2 parents
It comes from a trusted source (TVNZ / NZ on Air)	3 parents
It's educational	2 parents
There is new content each week	1 parent
There is a variety of stories, songs, and competitions	1 parent

It's simple, not cluttered, appealing

I don't like my children watching all that catty American content ... local accents is really great!

## **Caregiver/parent behaviours**

Media-comfortable parents briefly browse, while more Media-wary parents will check content more thoroughly

### **Media-comfortable parents**

Browse to find familiar/popular content & evaluate amount of content (seasons) Click through main menu & play a game --> Yup, I'll give it to my kids!



### **Media-wary parents**

Are there any parental controls?

Want to understand and vet content More likely

to visit Settings to view FAQs/Parental controls (only 1 person read the FAQs and 3 viewed the Settings)

Will review/watch shows and check games before handing to children.

### Parents of younger children

Parents of younger children were highly concerned about having a kid-safe app where their child cannot engage with any overwhelming media or the Internet-at-large.



Parents of younger children generally sit and teach their children how to use an app, but the mediacomfortable parents in particular are interested in apps that children can use by themselves.

I don't want an app where the kids are yelling out 'Muuuuum' every 5 minutes for me to come and search for their barbie videos.

Understanding Children: Behaviours and Concerns

#### Younger children reacted very differently depending on the content they were interested in

#### 'Show-watcher' types (mostly girls)

These types were the most satisfied with HEIHEI. After browsing the home page (vertical scroll) they'd click an interesting show to watch, and when asked to explore further they sometimes clicked the Play and Listen menus.

**Note:** During early tests the young show-watcher boys didn't find any interesting content on the home screen and switched off. Later we added more Transformers, Thunderbirds, etc. on the home screen and they were more engaged.

#### 'Seeks familiar' types

The majority of children spent their first 2 minutes searching for content they knew and loved (Ooooh, Peppa Pig! My Little Pony! I wish you had a Garfield game ...).

Relatively few children were 'Likes to Explore' types - willing to click on content they didn't know without prompting.

### 'Game-player' types (mostly boys)

Younger gamers clicked anything that looked like a game (Firetrap & Gumboot Glory, but also Ninjago, Thunderbirds, or Transformers) and wanted to start playing immediately.

Older gamers wanted to 'Check out all the games' - playing each for only a few minutes before going back to see what else they could find, meaning navigation back and forth between games needs to be easy and seamless for them.

#### **Innocent vs. Sophisticated**

Older children in Whangarei were generally more open to exploring the content on the site vs. some of the children in Auckland/Christchurch who seemed to be more particular about what they watched.

It didn't have any big kid things ... big kids is teenager stuff ... this is all baby stuff - **7-year old girl (Auckland)**  <What is content that's not interesting to you?>
That, That, That, That, That, ...
<Points to ALL the content on the home page,
including content for older kids>
8 year old boy (Christchurch)

#### Younger children

Will click any and all images on the site, hoping to make something happen.

Tend to love animals, as well as interesting characters with funny expressions. Some tell stories about the interactions between characters in the Thumbnails, and often pick up on emotion (e.g. 'They look like they are making fun of each other').

#### **Older children**

Quicker to understand the interface, but still get stuck when something should happen (e.g. if it usually happens like that on YouTube or Netflix) and it doesn't.

Starting about 8+, older children start categorising content. They read the swimlane titles and observe the thumbnails, and make snap judgements based on what they see/read before clicking to view the shows.



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