

Multicast:

Multicast Media contracted User Insight to evaluate its Vidego and InCODE applications. The application is used by many different users, both business and consumer, to manage multi media on websites. As the applications have grown so has the amount of time Multicast Media employees have spent on the phone supporting users. Through expert reviews, prototyping, and one-on-one interviews, User Insight helped Multicast Media make the applications much easier to use.

Client Goals

- Gain an expert perspective on the applications and identify potential problems.
- Develop prototype design solutions based on usability best practices.
- Test the design solutions with users and arrive at a final recommendation.

Insights Gained

During the expert review, User Insight noticed the following issues:

- System status was sometimes unclear.
- Navigation did not help the user understand what features and functionality are available.
- Navigation was the same for all users even though not all users had the same goals or access to information.
- Page layout and presentation was clean but also lacked helpful visual cues.
- Terminology was technical and potentially confusing.

Through the rest of the project, User Insight addressed recommendations such as:

- Provide a clear path to show users how they arrive at their current state.
- Reduce unnecessary layers of complexity.
- Offer ways to recover from erroneous actions.
- Include specific visual cues that demonstrate and clarify functionality.
- Streamline processes.
- Provide persistent methods for users to work with the application data.
- Maintain visual continuity throughout the application.
- Clarify labels and nomenclature.

Our Approach

- Expert reviews to identify potential areas of confusion within the current layout of the InCODE and Vidego applications.
- Prototyping to create screen mockups that addressed areas we identified as problematic.
- One-on-one interviews and A/B testing with users to test prototypes and guide final design recommendations.

Who we talked to

- Respondents were recruited from a list of consumers provided to us directly by Multicast Media.
- All respondents were current Multicast customers with varying needs and experience levels.