

Summary: The workflow of generating a meme is straightforward, but can at times be jarring due to some critical usability problems. In this report, we discuss usability concerns and provide recommendations. Concerns are roughly ordered by severity.

Critical Usability Concern 1: Affordances for Off-Screen Content are Limited

The visibility of off-screen content (in the vertical direction) is limited, and there are limited affordances suggesting its existence. In the case of Fig. 1a, this may cause users to not realize there are additional features, which may impair learnability. In Fig. 1b-d, it may confuse users because there is no obvious way to proceed to the next screen.

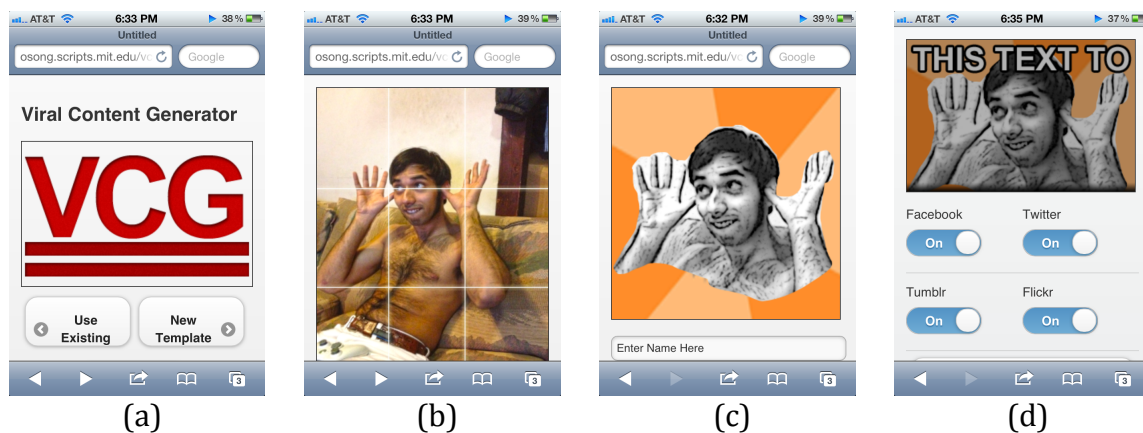


Figure 1: Limited affordances for off-page content may cause some users to not realize the existence of features (a), or may confuse them as to how they should proceed (b,c,d).

Recommendation: Consider making the main UI elements smaller so that there's room for the navigation widgets. Alternatively, consider providing a clear indication of off-screen content.

Critical Usability Concern 2: Safety Issue in Losing Unsaved Work

The buttons on the screen shown in Fig. 2 have confusing labels. The "Home" button, which is very close to the "Label" button, appears to delete all work done up to that point without warning.

Recommendation: Consider increasing application safety by either issuing an alert that proceeding will delete the work up to that point, or by placing the "Home" functionality in a logo located in a standard location (e.g. top).

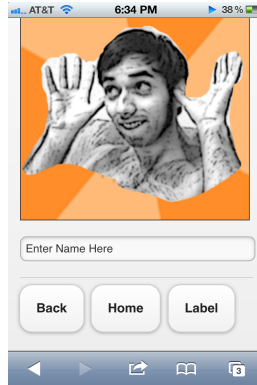


Figure 2: Tapping the “Home” button appears to cause the user to lose all work without warning.

Moderatue Usability Concerns

- 1) It is not entirely clear from the title that this is a tool used to generate memes (Fig. 3). Some novice users (who appear to be the intended audience) may even be concerned that this is a tool for generating viruses.



Figure 3: The Viral Content Generator landing page does not make it obvious that this is a tool used for generating memes.

Recommendation: Consider changing the landing page or logo with a more descriptive name, or by including an iconic meme. Something involving a kitten might be appropriate.

- 2) Screen titles are located at the bottom, which is uncommon (examples in Fig. 4a,b). This is perhaps made more distracting because text alignment on button labels does not match text alignment of the title that’s between them. This will not scale well when views begin to get longer (e.g. if there are multiple sliders to

be used, as will likely become necessary in the Background view).

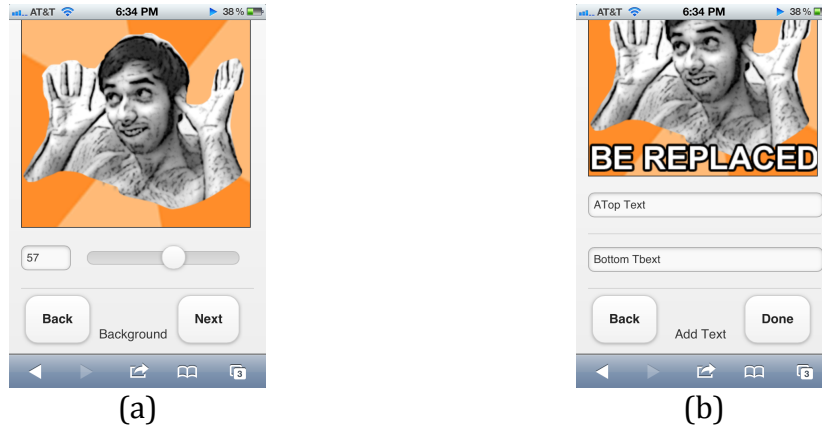


Figure 4: Screen titles at the bottom of the pages, combined with text-alignmet mismathces may cause confusion.

Recommendation: Place titles at the top of the page to increase external consistency; this will automatically handle the text-alignment issue.

- 3) It isn't clear what changing the 1D slider in the Filter view accomplishes.

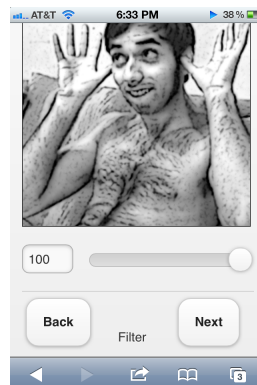


Figure 5: The Filter view may cause confusion by using a single slider.

Recommendation: If this cycles through a series of effects then consider renaming this view to "Effects" and having a drop-down list of named effects.

- 4) The application lacks a link to a help or about view on the first screen, which may impair learnability for some.

Recommendation: Add a simple help or about view.

Conclusion

The VCG tool is relatively straightforward to use, though in its current state, users may be accidentally delete unsaved work or be confused about how to proceed on several views. Relocating titles to the top of each view and providing affordances for off-screen content will dramatically improve usability for first-time users and allow application developers to scale views up to having additional content.