

Usability Study for Adobe Captivate

Performance Test Report

 **Human Factors International, Inc.**

User Experience for a Better World

Prepared for:



Adobe

5 April 2010



**User Experience
Test**



Introduction

▶ Project Overview

- Methodology

Overall Performance

Task-Level Performance

- Software Simulation and MDI
- Quiz
- Edit Formatting
- Round Trip

Assumptions and Considerations



Objective: Conduct a comparative test to quantify productivity gains in standard tasks with two versions of Adobe Captivate.

Project Activities

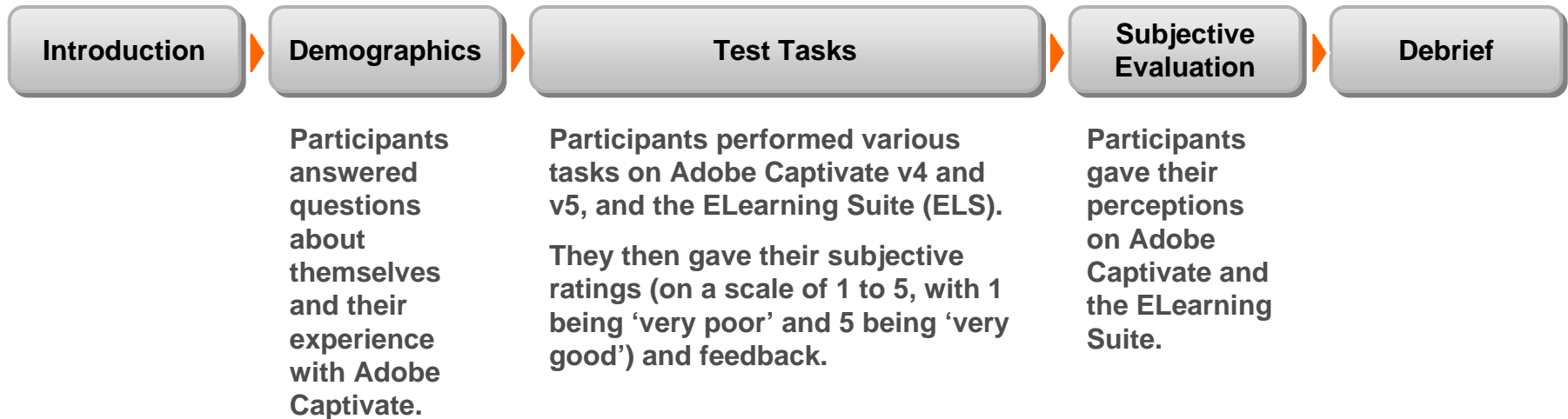




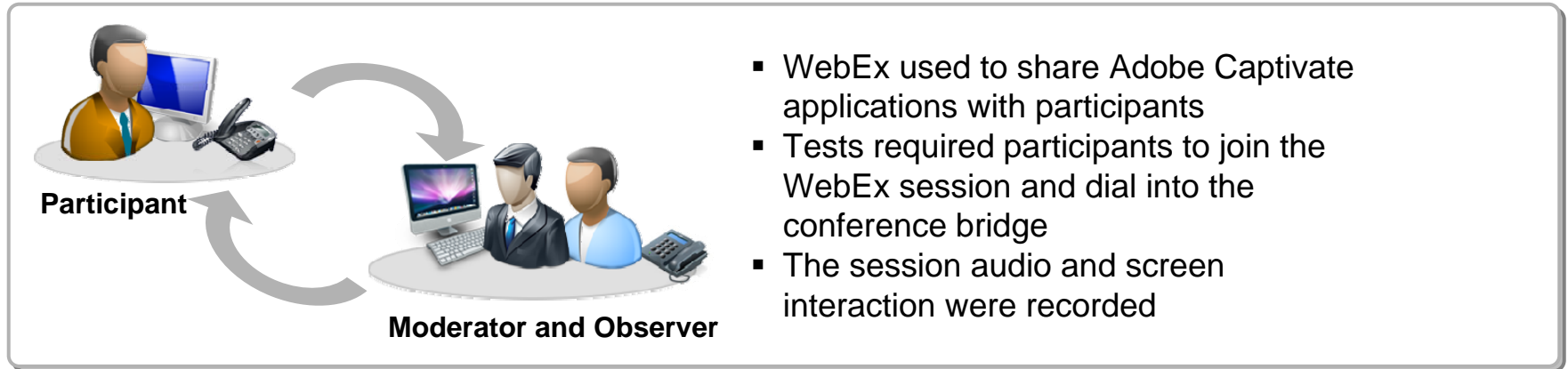
Type of Test:	Comparative Performance Test (Remote)
Participants:	33 participants recruited from the Beta testing pool. Data for 30 participants considered.
Test Dates:	15 February, 2010 to 10 March, 2010
Duration:	Approximately 90 minutes per session

- The test was a “Within Subject” testing.
- Participants were given the Point-Product vs. Suite task based on their proficiency and familiarity (from participant’s response to the recruitment survey) with either Photoshop, Flash or Soundbooth.
- The order in which the participant used the two product versions were randomized across participants.

Test Structure



Test Setup

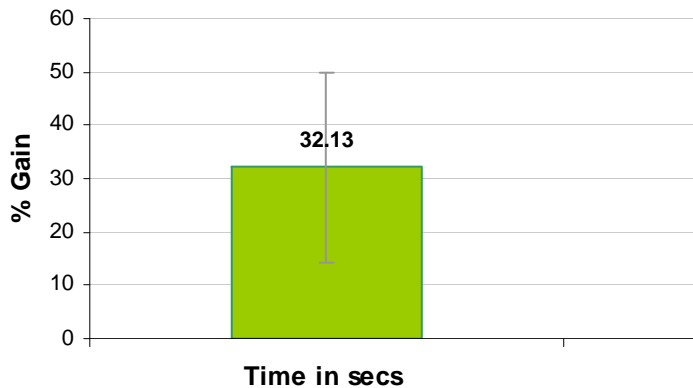


- **The test sessions were conducted remotely via WebEx and participants worked off the moderator's computer.**
 - The time lag due to WebEx did not affect the actual readings, as the readings were observed only from the moderator's computer.
- **This was a performance test and participants were initially oriented to the tasks. They were guided through if they faced difficulties in carrying out the tasks.**
- **System Specifications:**
 - Processor: Intel Core2 Duo 2.66GHz
 - Operating System: Windows XP

Margin of Error and Level of Confidence have to be taken into consideration for quantitative studies.

- For the purposes of this study, with a sample size of 30, the results reported have 95% confidence level with margin of error of $\pm 17.89\%$.
- For Point Product vs. Suite tasks, the data reported is descriptive statistics and is not inferential.

How to read the graphs in this report



For example, if reported data is 32.13%, the readings would lie $\pm 17.89\%$ (if extrapolated to larger population).



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Overall, Cp5 brought about substantial productivity gains by reducing time and clicks as compared to Cp4.

What worked well

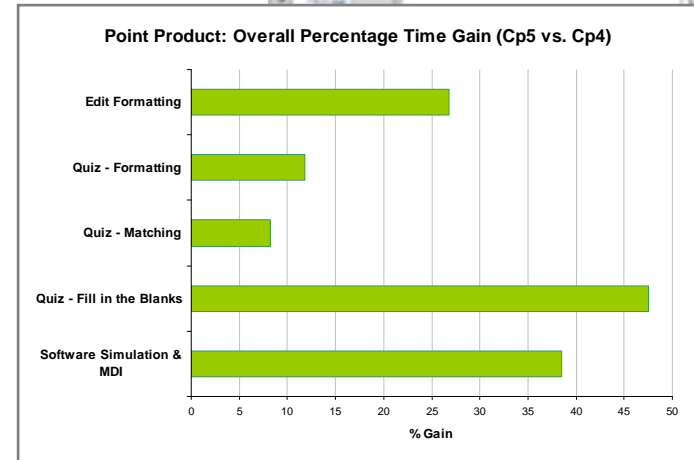
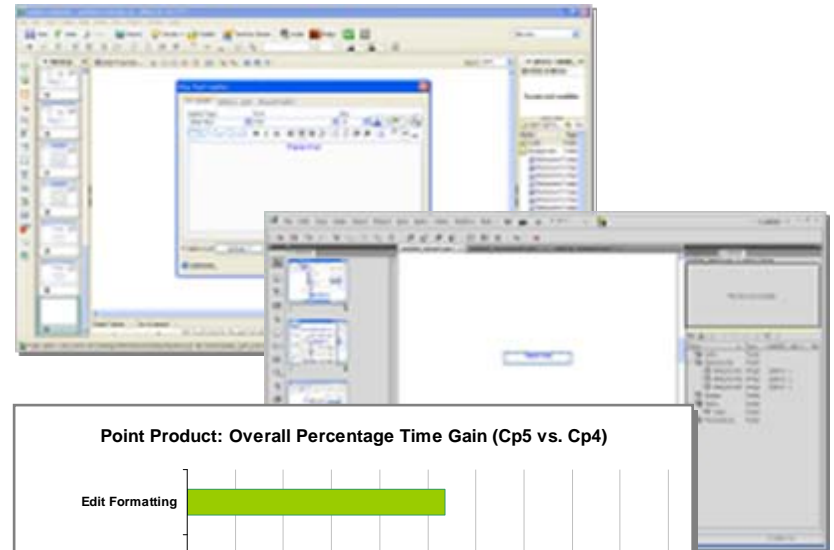
- Multiple document interface
- Object style manager
- Master slide concept
- Improved workflow in Quiz
- Improved ELS round tripping

“It’s much easier. The recording window interface is much more usable. MDI is also great great news.”

“I like that I’m able to put in all the questions at once... I like the Object Style Manager.”

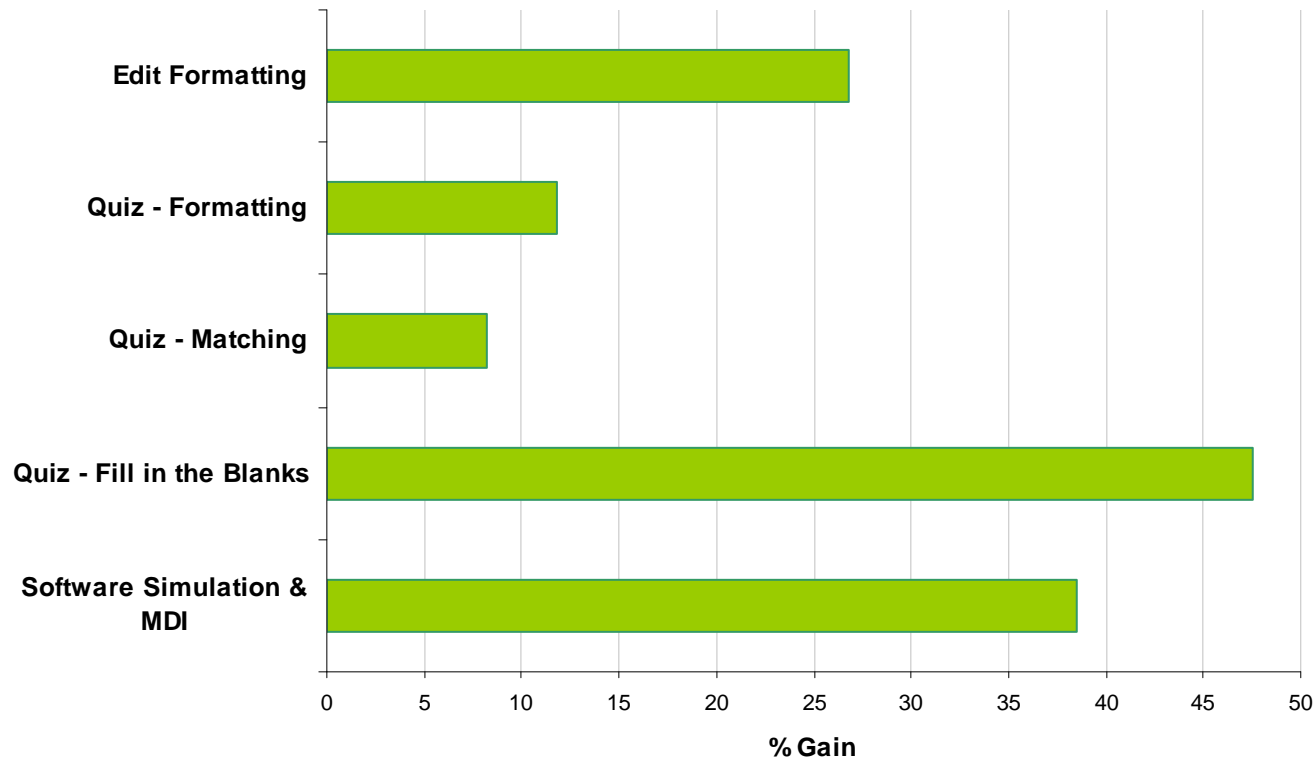
“Much easier with the master slide... Like the way that the changes made cascade through to the whole project.”

“It behaves like you would expect an Adobe program to work with another Adobe program.”



Multiple document interface, improved workflow for inserting multiple quiz slides and Master slide concept were the major contributors for users saving time.

Point Product: Overall Percentage Time Gain (Cp5 vs. Cp4)

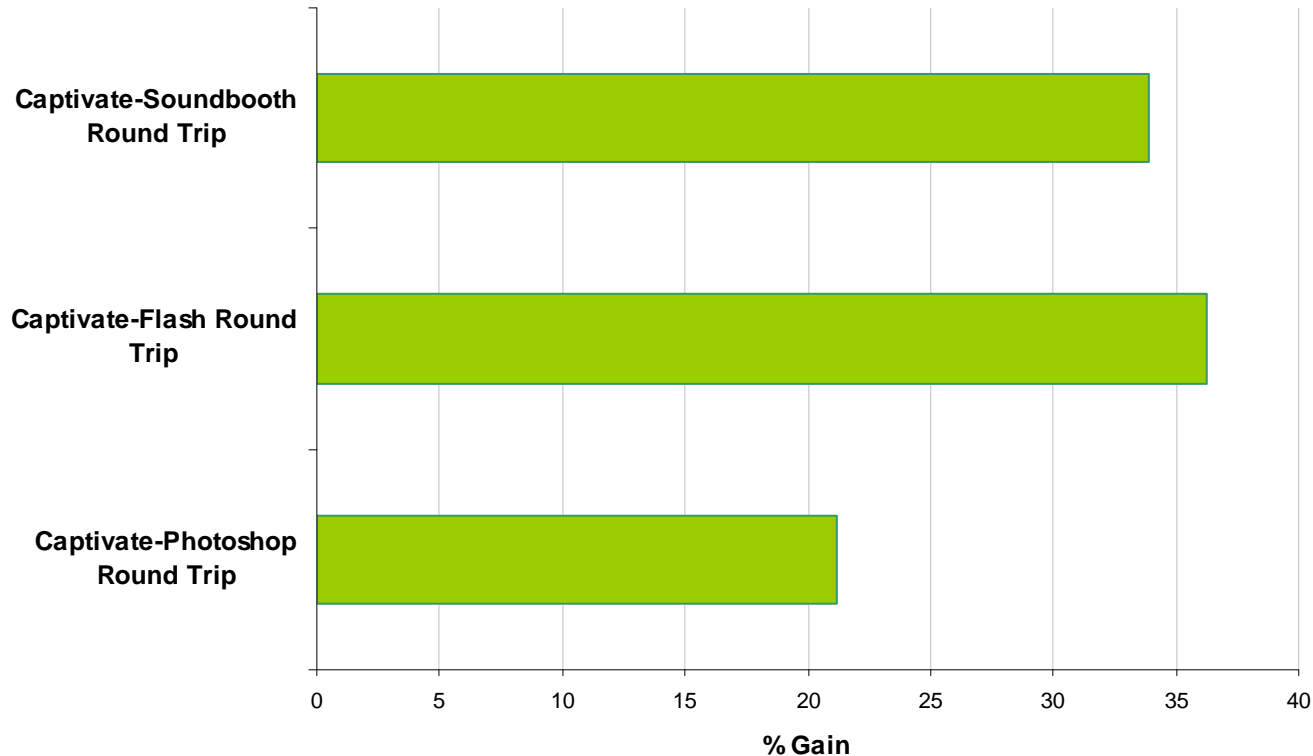


Note:

- Quiz – Multiple Choice not included in the overall performance as there were software bugs on the version tested, which were later fixed.

Users saved time primarily because of the reduction in the number of round trips.

Point Product vs. Suite: Overall Percentage Time Gain

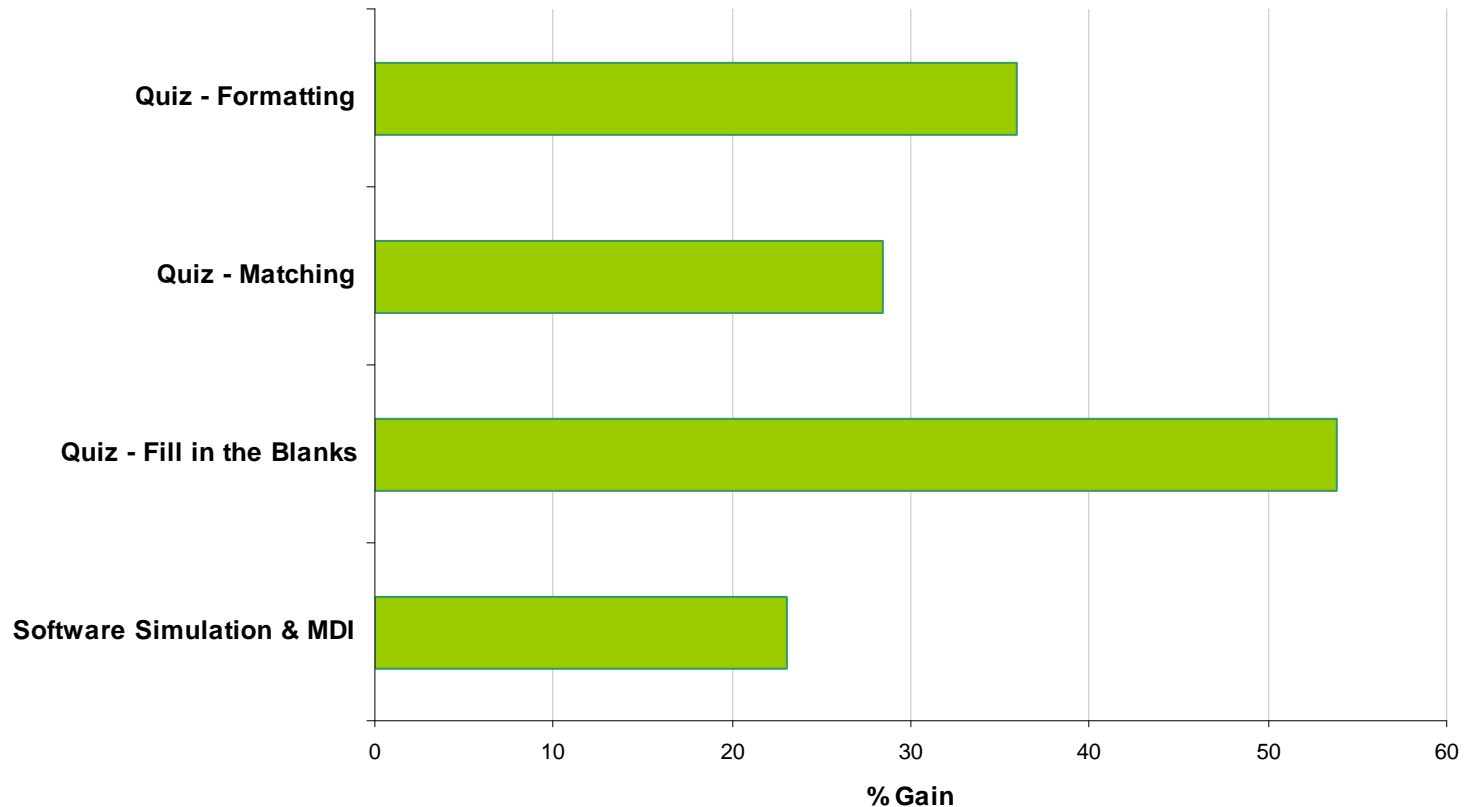


Note:

- For Point Product vs. Suite tasks, the data reported is descriptive statistics and is not inferential.

Improved workflow for inserting multiple quiz slides and the Object style manager considerably improved users' productivity by reducing the number of clicks.

Point Product: Overall Percentage Click Rate Gain (Cp5 vs. Cp4)

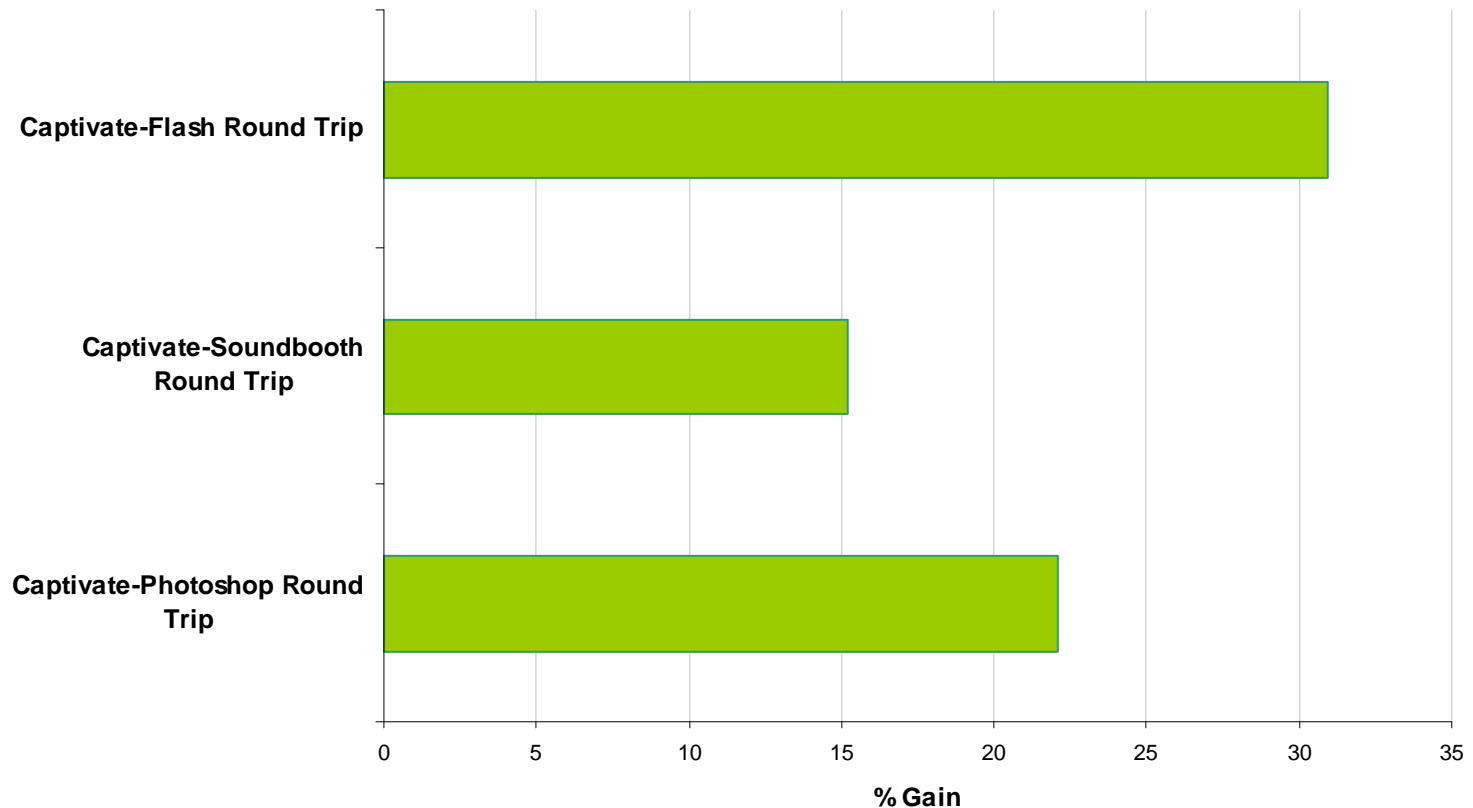


Note:

- Quiz – Multiple Choice not included in the overall performance as there were software bugs on the version tested, which were later fixed.

Click rate decreased because of improved ELS round tripping and the subsequent reduction in number of round trips.

Point Product vs. Suite: Overall Percentage Click Rate Gain



Note:
• For Point Product vs. Suite tasks, the data reported is descriptive statistics and is not inferential.



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Assume that you are building some content and as part of it, you want to show the learner how to clear 'Temporary Internet Files' from Microsoft Internet Explorer.

You want to use Adobe Captivate to capture the entire interaction.



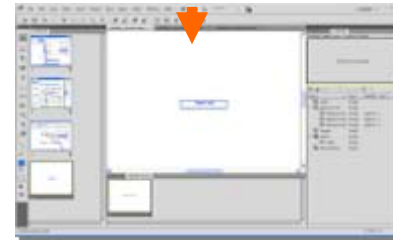
1. Software Simulation
2. Select Mode of recording
3. Record Application Window
4. Clear IE Temporary Internet Files
5. End Recording and Save
6. Close and open Training version
7. Add 'Thank You' slide



Workflow in Cp4

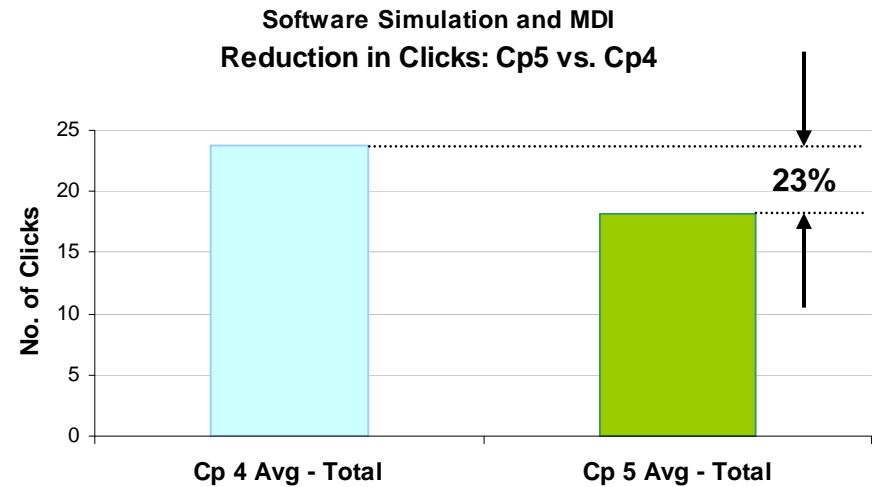
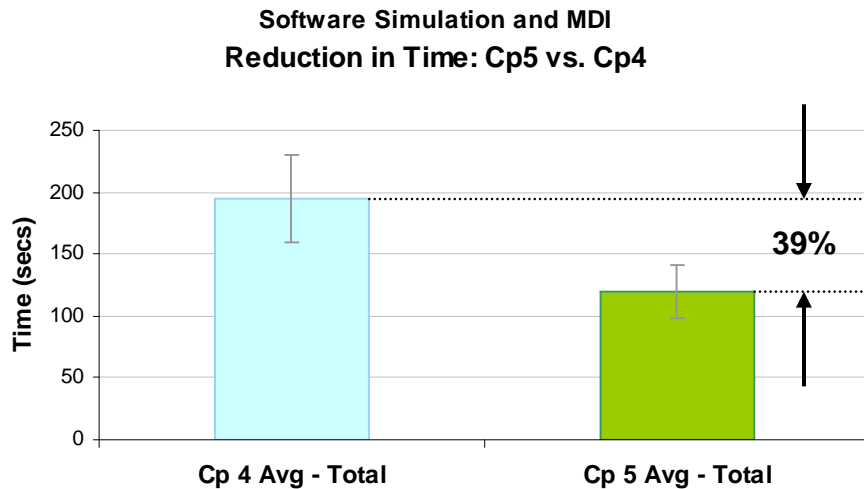


1. Software Simulation
2. Select Mode of recording
3. Record Application Window
4. Clear IE Temporary Internet Files
5. End Recording
6. Open Demo version using MDI
7. Add 'Thank You' slide



Workflow in Cp5

**Captivate 5 showed about 39% decrease in time taken to complete the task.
Click rate dropped by approximately 23% in Captivate 5.**



Performance gain is primarily due to the improved Recording Interface and the Multiple Document Interface of Cp5.

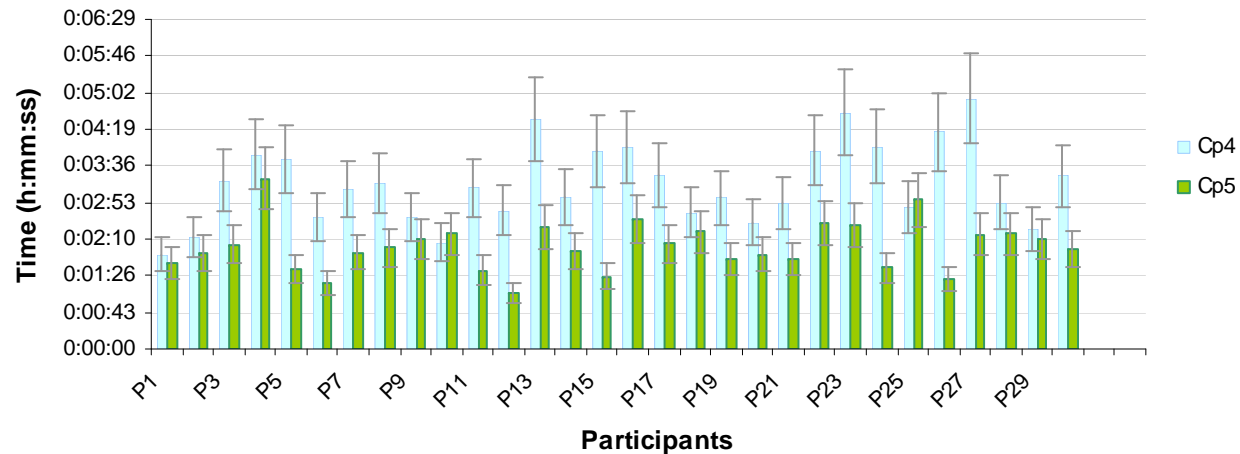
Minimum time taken to complete the task

- Captivate 5: 1min 5sec
- Captivate 4: 1min 51sec

Maximum time taken to complete the task

- Captivate 5: 3min 21sec
- Captivate 4: 4min 55sec

Software Simulation and MDI
Per Participant Time Comparison



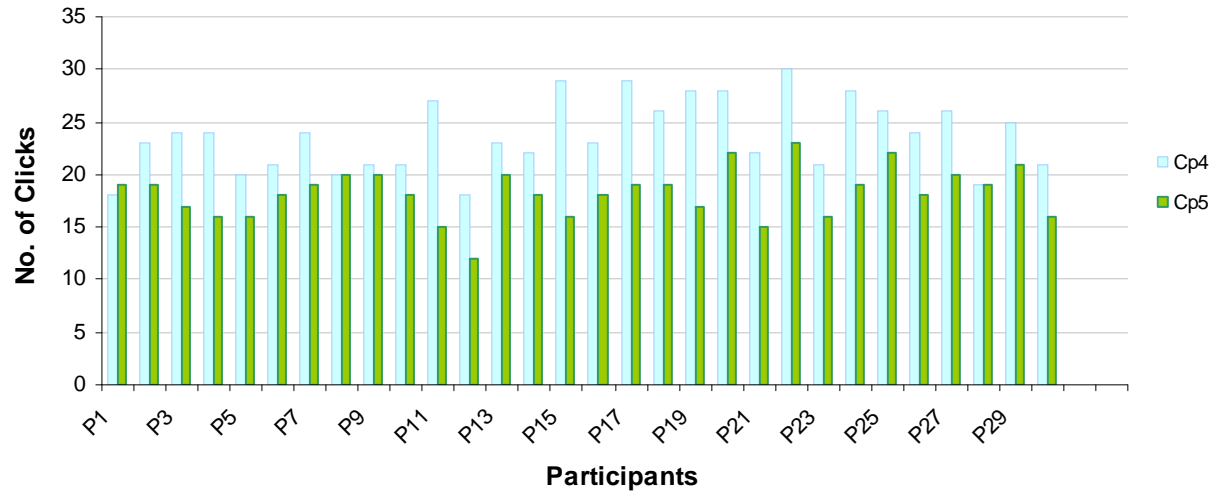
Maximum number of clicks to complete the task

- Captivate 5: **23**
- Captivate 4: **30**

Minimum number of clicks to complete the task

- Captivate 5: **12**
- Captivate 4: **18**

Software Simulation and MDI
Per Participant Click Comparison





Subjective Rating on a scale of 1-5 with 1 being 'Very Poor' and 5 being 'Very Good'.



Captivate 4

"Too many screens/click before actually recording."

"It cannot figure out if there are windows larger than the one selected by default on select application...this results in the user having to go back and recapture."

"Icons are issue, they are little obscure, not intuitive."

"It was quite good... The recording window interface is very bad in terms of usability"

"Fairly straight forward..."



Captivate 5

"This is much nicer and easier to use."

"I like that everything (settings) was there on the screen initially, it avoids a couple of steps."

"It's much easier. The recording window interface is much more usable. MDI is also great great news."

"On inserting blank slide it will be nice if the app ask where the user wants to insert the slide."



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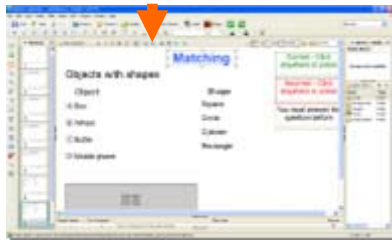
Assume that you are required to create a quiz with two questions each of the following type: Multiple Choice, Fill-in the Blanks and Matching.

How would you go about doing this?

You can either create your own quiz or use the “quiz.doc” containing questions for the quiz.



1. Blank Project
2. Insert questions slide –choose question type
3. Create question
4. Repeat steps 2 and 3 for remaining questions
5. Format title of the slides using ‘apply to all’



Workflow in Cp4

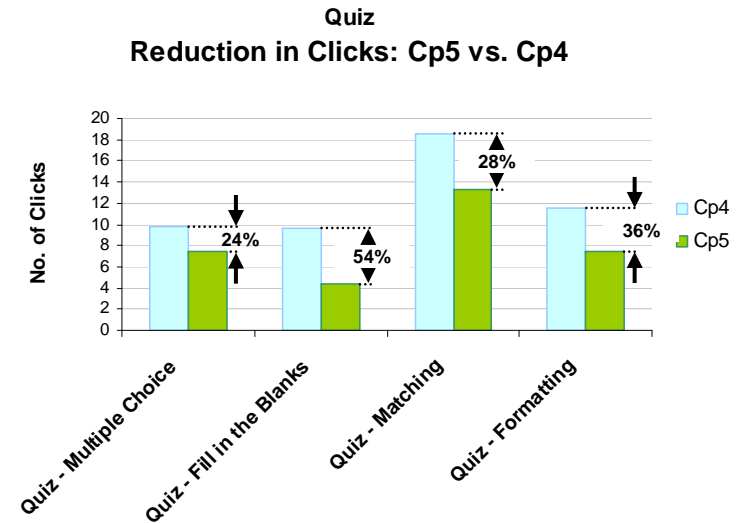
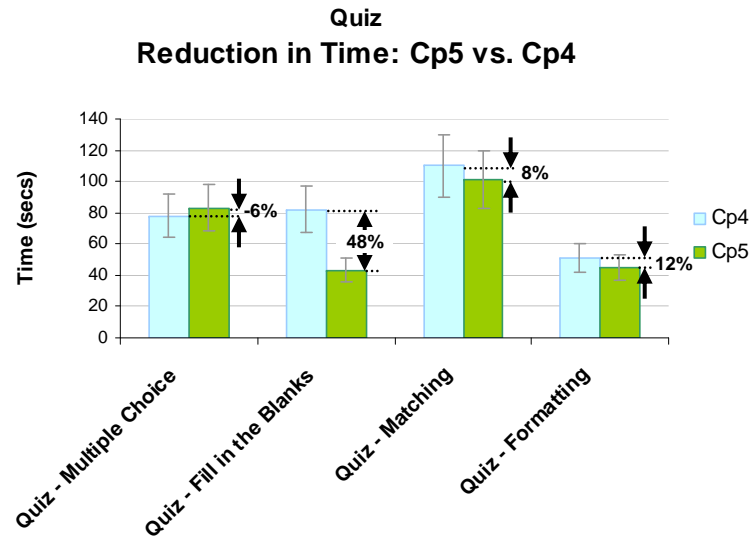


1. Blank Project
2. Insert questions slide –choose question type and number
3. Create questions
4. Format title of the slides using Object Style Manager



Workflow in Cp5

**Captivate 5 showed about 6% decrease in time taken to complete the task.
Click rate dropped by approximately 15% in Captivate 5.**



Performance gain is primarily due to: (a) the interface which allows for multiple questions of multiple types to be inserted right at the start, and (b) the Object Style Manager.

Note:

- Quiz – Multiple Choice not included in the overall performance as there were software bugs on the version tested, which were later fixed.

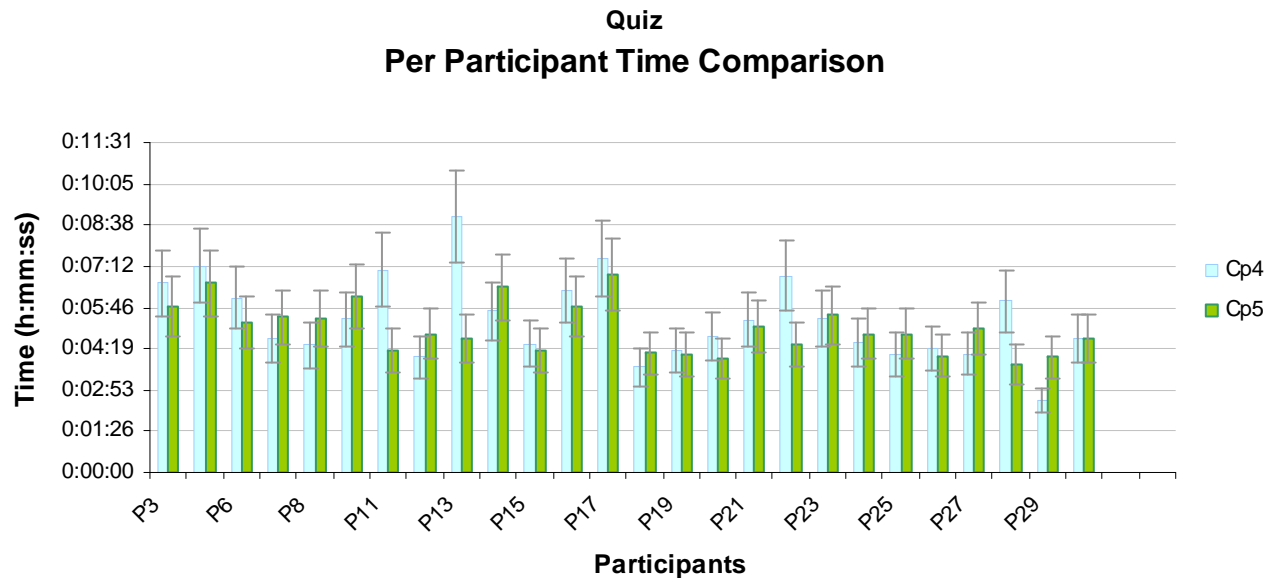


Minimum time taken to complete the task

- Captivate 5: **3min 47sec**
- Captivate 4: **2min 31sec**

Maximum time taken to complete the task

- Captivate 5: **6min 55sec**
- Captivate 4: **8min 58sec**





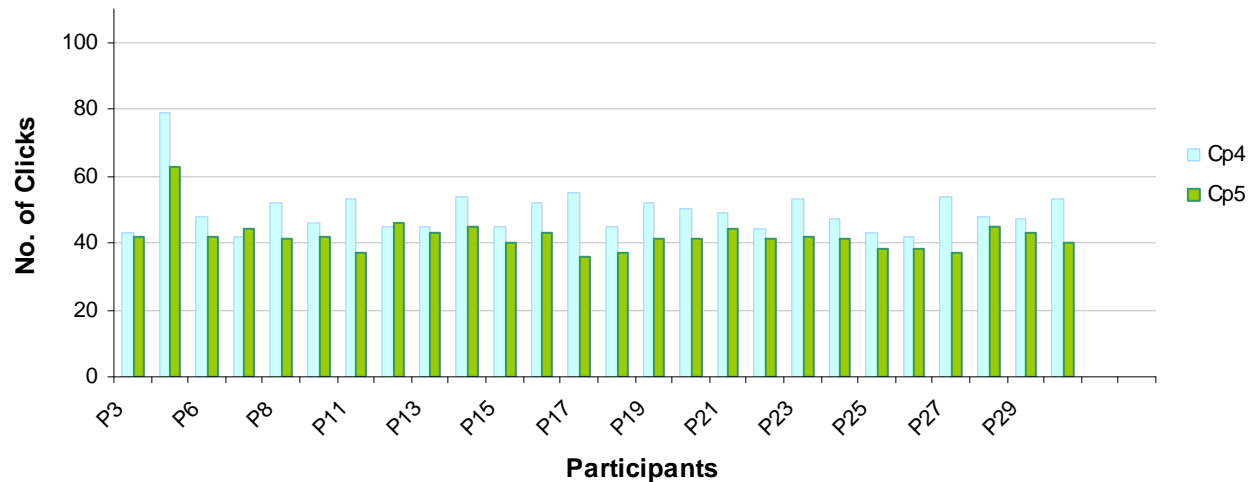
Maximum number of clicks to complete the task

- Captivate 5: **63**
- Captivate 4: **79**

Minimum number of clicks to complete the task

- Captivate 5: **36**
- Captivate 4: **42**

Quiz
Per Participant Click Comparison





Subjective Rating on a scale of 1-5 with 1 being 'Very Poor' and 5 being 'Very Good'.



Captivate 4

"Inserting questions have to be done one at a time rather than having a bunch of questions together."

"If there is a way to import the text files in some way better than cutting and pasting might be a nice feature to have."

"Apply to all does not work all the time... A little clunky."



Captivate 5

"I like that I'm able to put in all the questions at once... I like the Object Style Manager."

"This is really great stuff to enter all question types at once. Exceptional!"

"It's kinda neat now that I know its all up here (PI, Quiz panes)... Very impressed, it's straight forward."

"Object Style Manager is phenomenal!"



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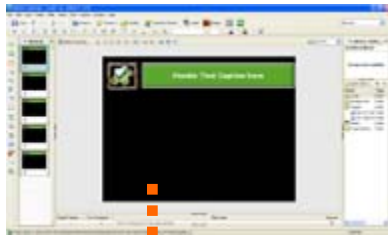
Assumptions and Considerations



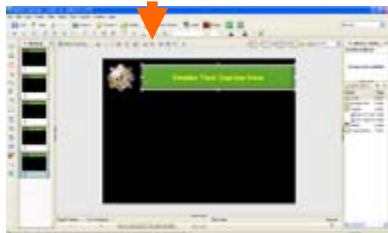
As per the new corporate standards of your organization, you are required to change the following in all the slides for the project you created recently:

- Change the font type/color for text used in header area
- Replace the old logo with the new logo

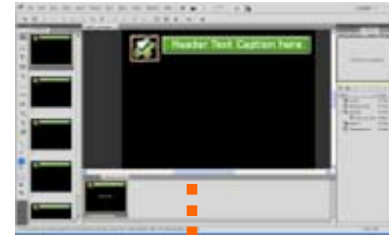
How would you go about doing this?



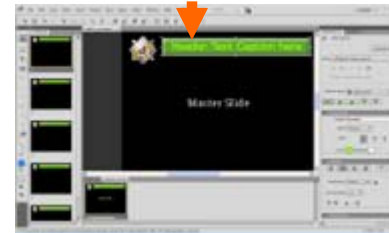
1. Select and replace old logo with new logo
2. Reflect change for full project using 'apply to all'
3. Select and format header text caption
4. Reflect change for full project using 'apply to all'



Workflow in Cp4

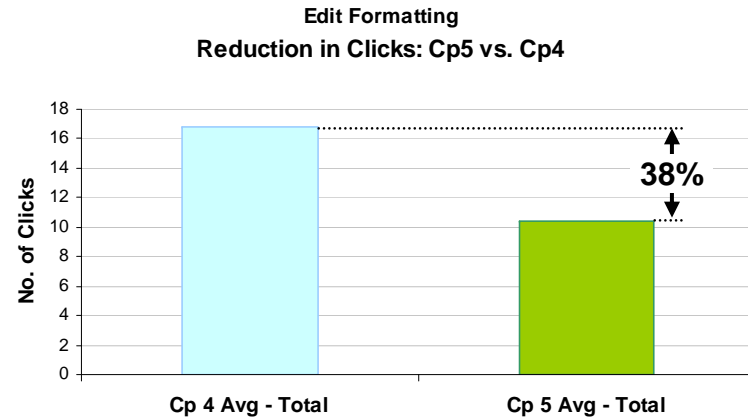
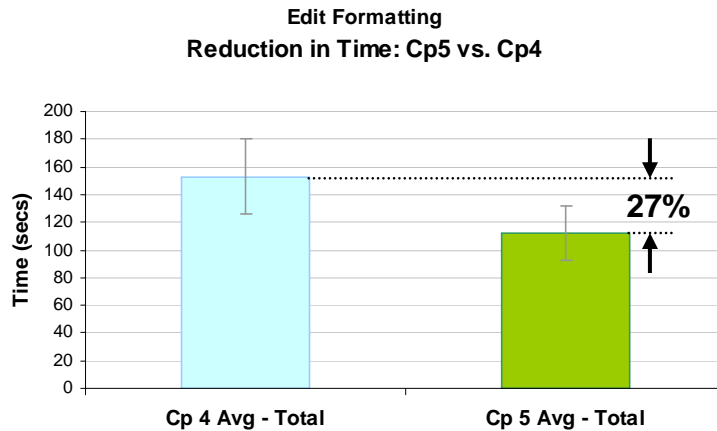


1. Select 'Master Slide'
2. Replace old logo with new logo
3. Format header text caption from the PI



Workflow in Cp5

**Captivate 5 showed about 27% decrease in time taken to complete the task.
Click rate dropped by approximately 38% in Captivate 5.**



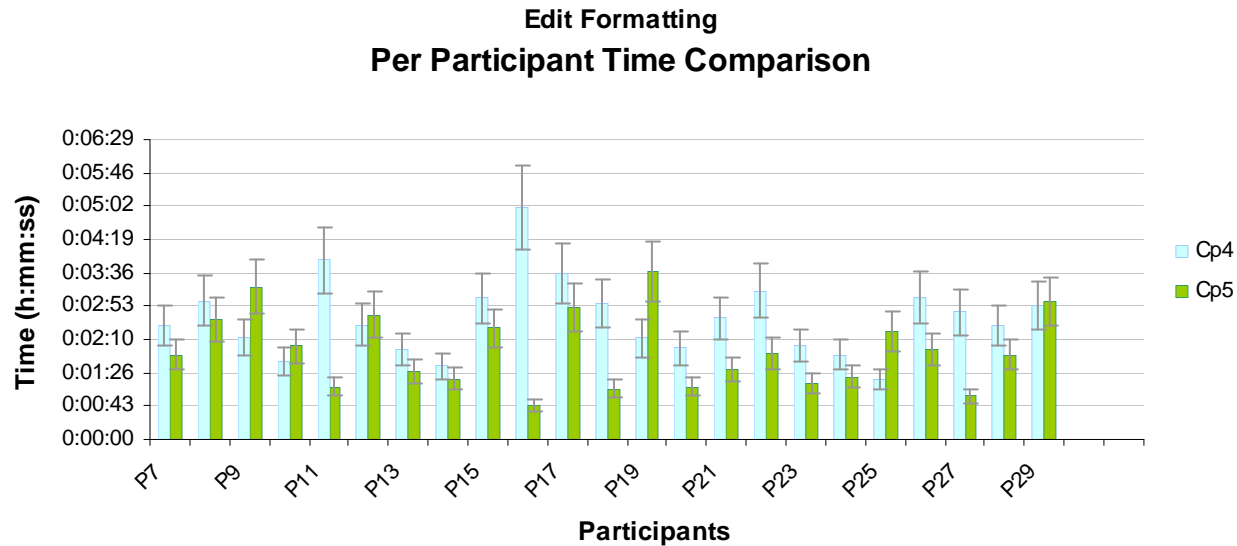
Performance gain primarily due to the Master Slide concept and Properties Inspector.

Minimum time taken to complete the task

- Captivate 5: **45sec**
- Captivate 4: **1min 18sec**

Maximum time taken to complete the task

- Captivate 5: **3min 38sec**
- Captivate 4: **5min 1sec**



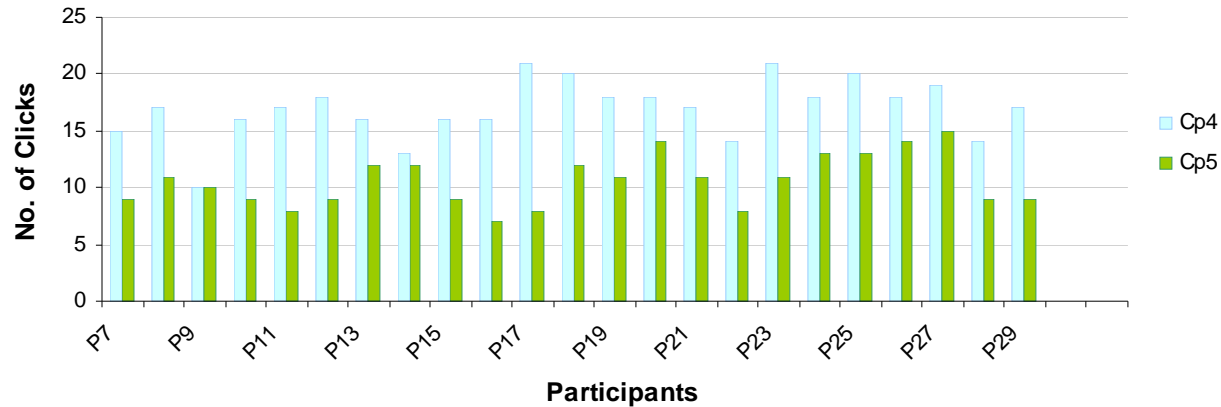
Maximum number of clicks to complete the task

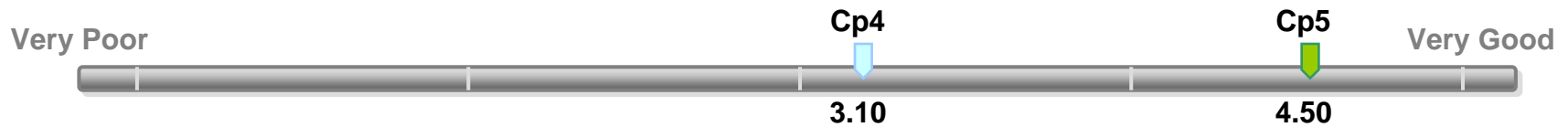
- Captivate 5: **15**
- Captivate 4: **21**

Minimum number of clicks to complete the task

- Captivate 5: **7**
- Captivate 4: **10**

Edit Formatting
Per Participant Click Comparison





Subjective Rating on a scale of 1-5 with 1 being 'Very Poor' and 5 being 'Very Good'.



Captivate 4

"In general 'Apply to all', because there are times where it does not work all the time."

"Not the most efficient way to do this. Very poor if the number of slides went up."

"Pretty frustrating... "Apply to all " is not working as I expect it to!"

"There is no way for the users to know whether or not the changes are implemented across all slides."



Captivate 5

"I love the master slide idea!"

"It's awesome!"

"...a little confusing swapping between master and regular slides."

"Much easier with the master slide... Like the way that the changes made cascade through to the whole project."

"Quicker, easier... Great workflow!"



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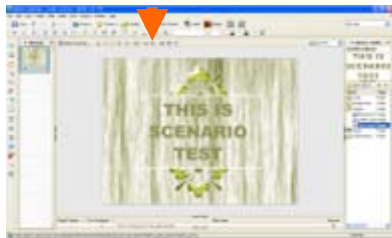
Captivate-Photoshop Round Trip: Task Scenario

In the project, you are using a Photoshop file which has 3 layers containing background color, text, and graphic on each layer. As per the new corporate standards you are required to change the background color and text.

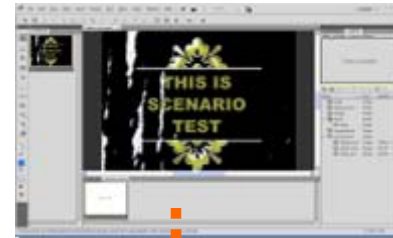
How would you go about doing this?



1. Select background layer in Cp and edit with Photoshop
2. Make changes in Photoshop and save
3. Select text layer in Cp and edit with Photoshop
4. Make changes and save
5. Return to Cp



Workflow in Cp4

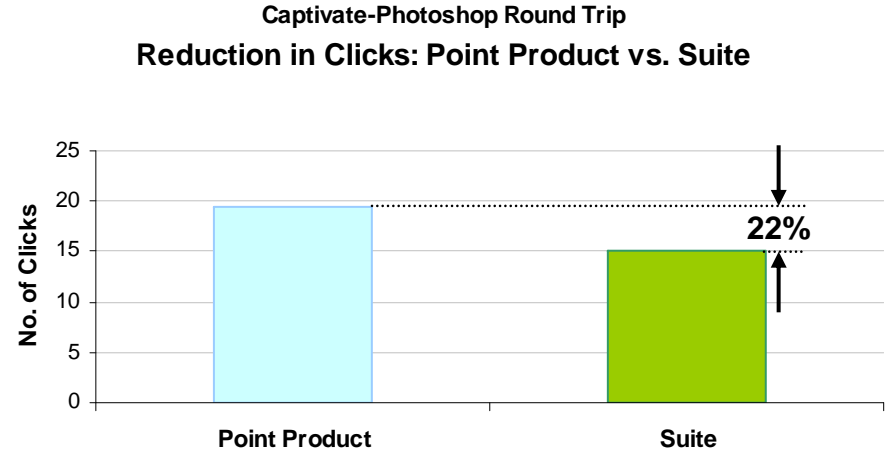
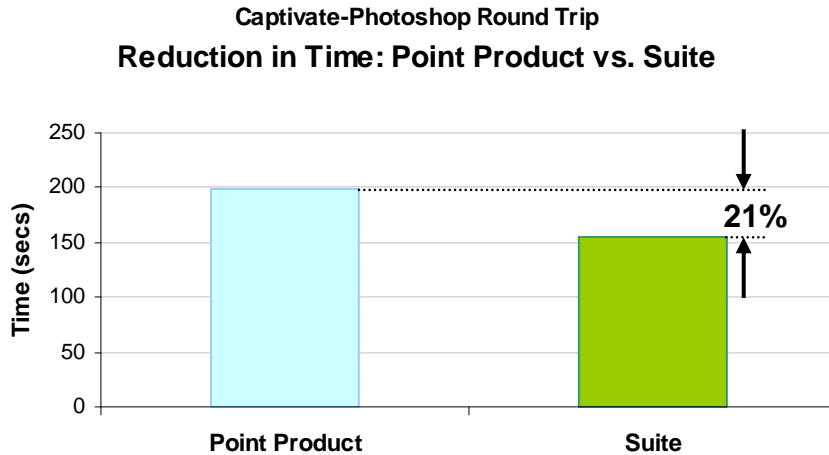


1. Select any layer in Cp library– edit Psd source file
2. Make changes to the background layer
3. Make changes to the text layer
4. Save changes in Photoshop
5. Return to Cp



Workflow in Cp5

**Suite showed about 21% decrease in time taken to complete the task.
Click rate dropped by almost 22% in Suite.**



Performance gain due to the reduction in the number of round trips made both in terms of time and number of clicks.

* For Point Product vs. Suite tasks, the data reported is descriptive statistics and is not inferential.

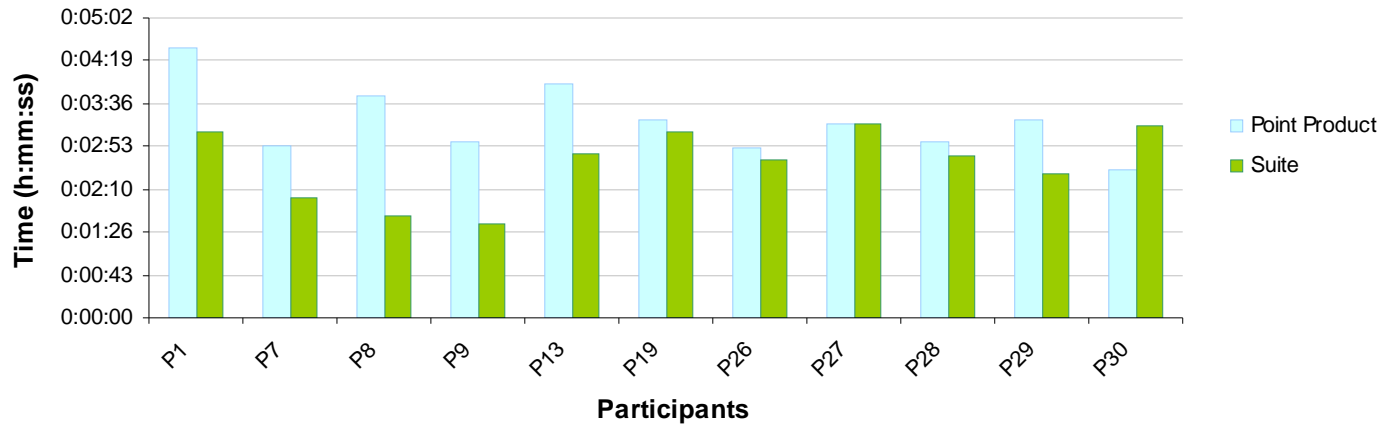
Minimum time taken to complete the task

- Suite: **1min 35sec**
- Point Product: **2min 30sec**

Maximum time taken to complete the task

- Suite: **3min 16sec**
- Point Product: **4min 33sec**

Captivate-Photoshop Round Trip
Per Participant Time Comparison



* For Point Product vs. Suite tasks, the data reported is descriptive statistics and is not inferential.

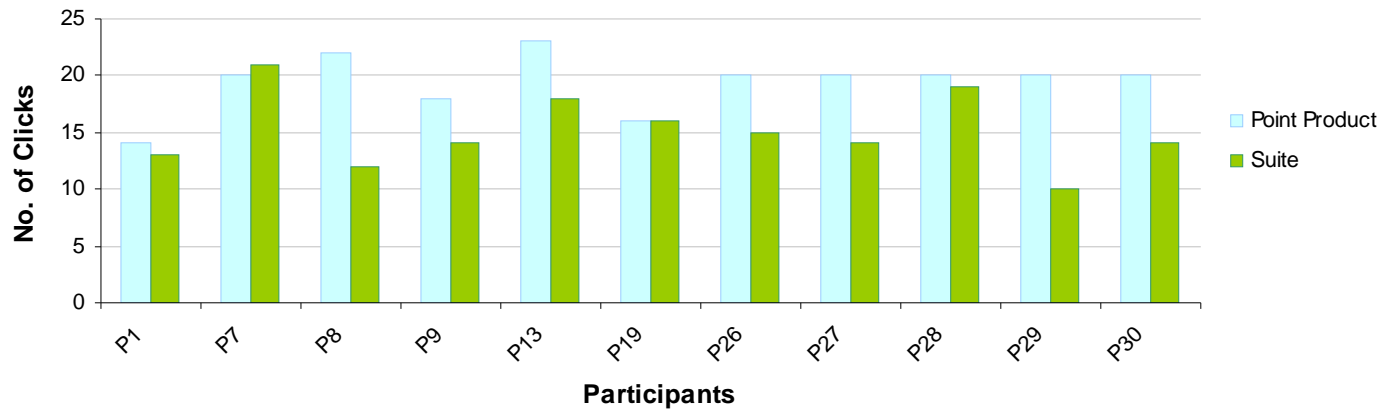
Maximum number of clicks to complete the task

- Suite: **21**
- Point Product: **23**

Minimum number of clicks to complete the task

- Suite: **10**
- Point Product: **14**

Captivate-Photoshop Round Trip
Per Participant Click Comparison



* For Point Product vs. Suite tasks, the data reported is descriptive statistics and is not inferential.



Subjective Rating on a scale of 1-5 with 1 being 'Very Poor' and 5 being 'Very Good'.



Point product

"It would be difficult to individually do the round trips if there were many layers involved."

"This version of Captivate doesn't represent a traditional workflow of other Adobe applications..."

"This is what I'm used to doing regularly."



Suite

"It's good, it works well, I like the fact that we can see all the layers at once."

"It is a lot easier. It is better to edit as a group than individually."

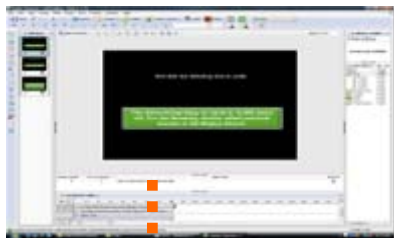
"It behaves like you would expect an Adobe program to work with another Adobe program."



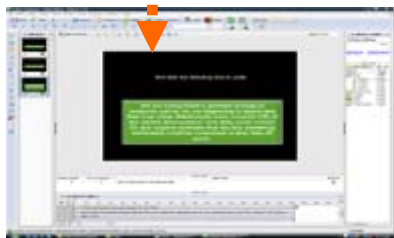
Captivate-Soundbooth Round Trip: Task Scenario

The e-learning project created has three Voice Over (audio) files. Before publishing the final file you are asked to remove the background noise from all the audio files.

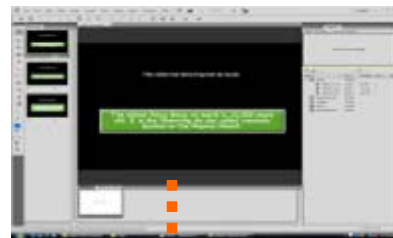
How would you go about doing this?



1. Select audio file1 in Cp and edit with Soundbooth
2. Make changes in Soundbooth and save
3. Select audio file2 in Cp and edit with Soundbooth
4. Make changes in Soundbooth and save
5. Select audio file3 in Cp and edit with Soundbooth
6. Make changes in Soundbooth and save



Workflow in Cp4



1. Select audio files in Cp and edit with Soundbooth
2. Make changes in Soundbooth for all audio files
3. Save changes made
4. Return to Cp



Workflow in Cp5

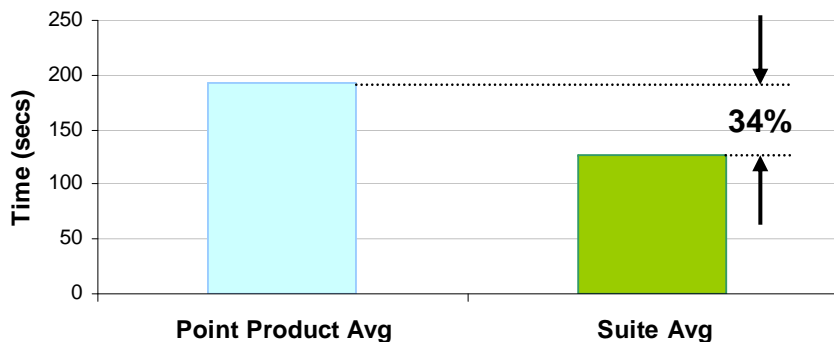


Captivate-Soundbooth Round Trip: Overall Performance

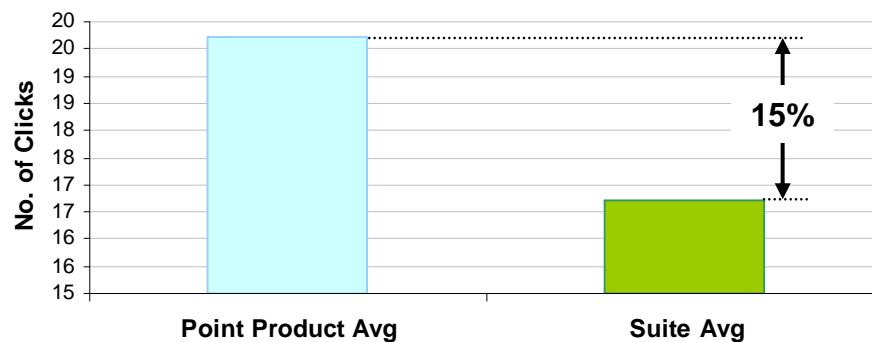
Suite showed about 34% decrease in time taken to complete the task.

Click rate dropped by approximately 15% in Suite.

Captivate-Soundbooth Round Trip
Reduction in Time: Point Product vs. Suite



Captivate-Soundbooth Round Trip
Reduction in Clicks: Point Product vs. Suite



* For Point Product vs. Suite tasks, the data reported is descriptive statistics and is not inferential.



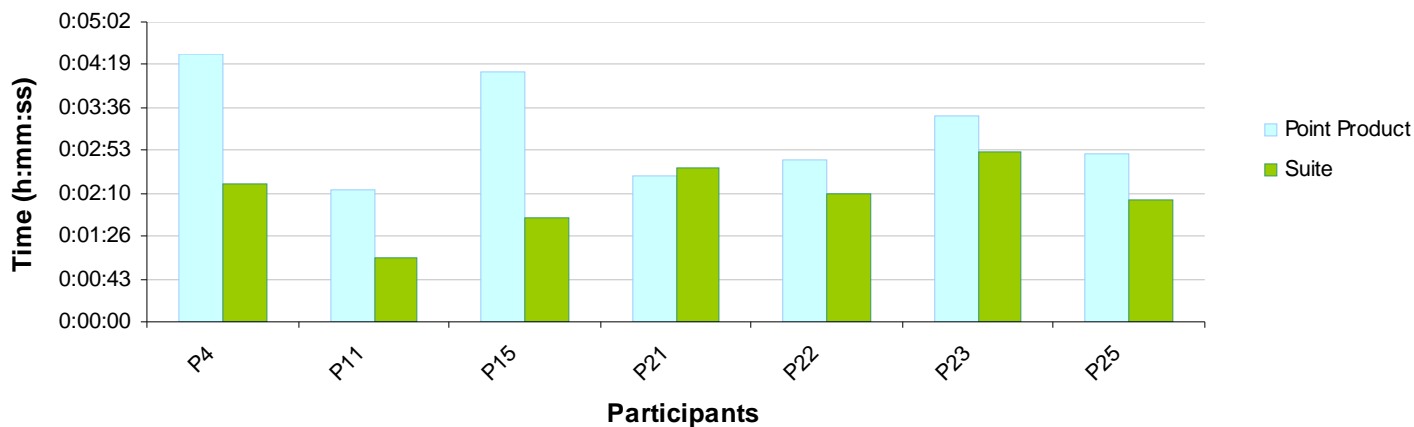
Minimum time taken to complete the task

- Suite: **1min 5sec**
- Point Product: **2min 14sec**

Maximum time taken to complete the task

- Suite: **2min 51sec**
- Point Product: **4min 31sec**

Captivate-Soundbooth Round Trip
Per Participant Time Comparison



* For Point Product vs. Suite tasks, the data reported is descriptive statistics and is not inferential.

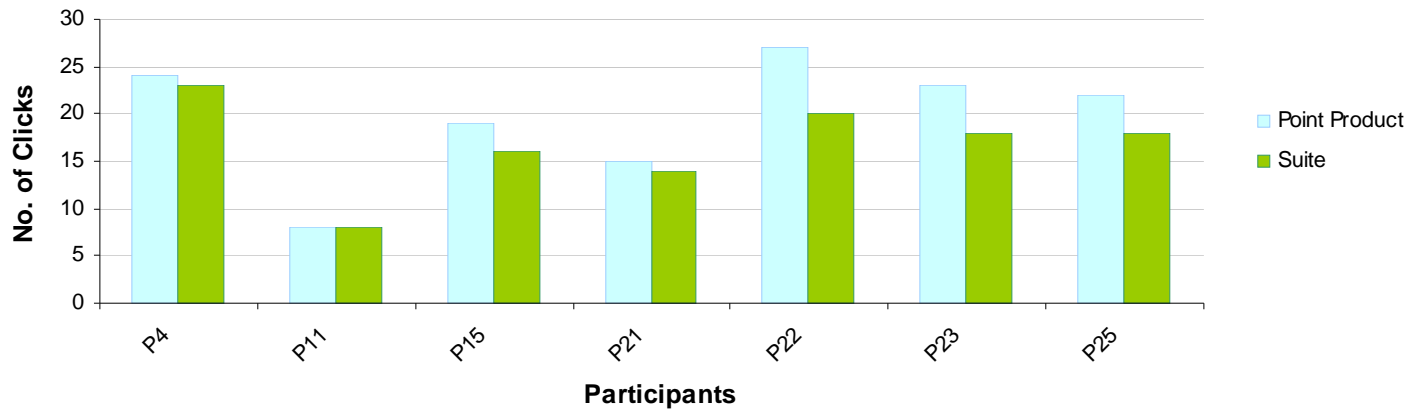
Maximum number of clicks to complete the task

- Suite: **23**
- Point Product: **27**

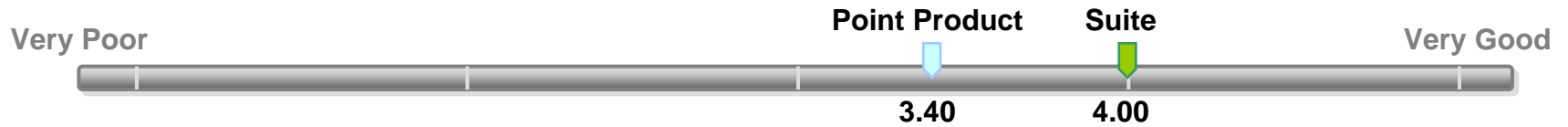
Minimum number of clicks to complete the task

- Suite: **8**
- Point Product: **8**

Captivate-Soundbooth Round Trip
Per Participant Click Comparison



* For Point Product vs. Suite tasks, the data reported is descriptive statistics and is not inferential.



Subjective Rating on a scale of 1-5 with 1 being 'Very Poor' and 5 being 'Very Good'.



Point Product

"Not good to returning to Captivate every time someone saves..."



Suite

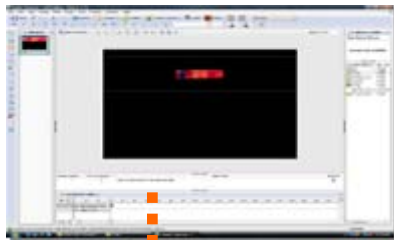
"Project audio is just going to make life so much easier!"

"I like the ability to bring all the audio clips at once."

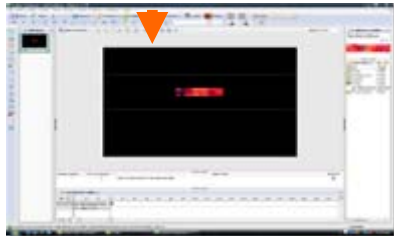
"Much better..."

In the project, you are using an animation file. You are required to change the animation of the swf file.

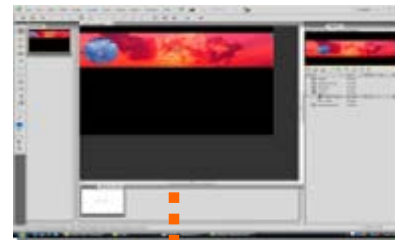
How would you go about doing this?



1. Select swf file in Cp and edit with Flash
2. Make changes in Flash and save
3. Return to Cp



Workflow in Cp4



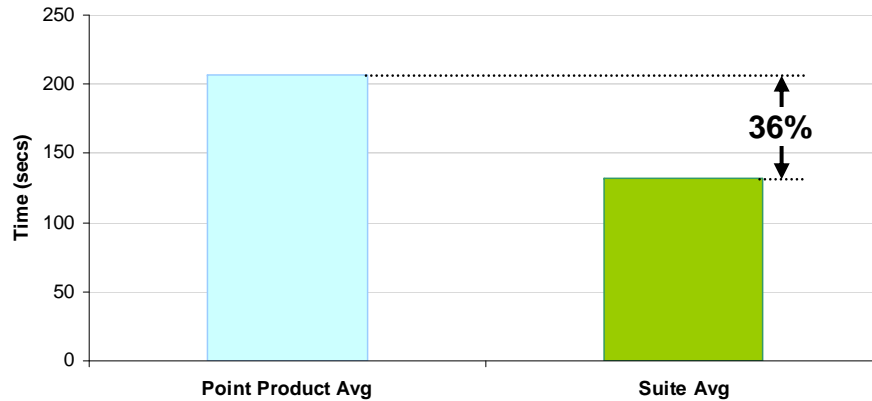
1. Select fla file in Cp and edit with Flash
2. Make changes in Flash and save
3. Return to Cp



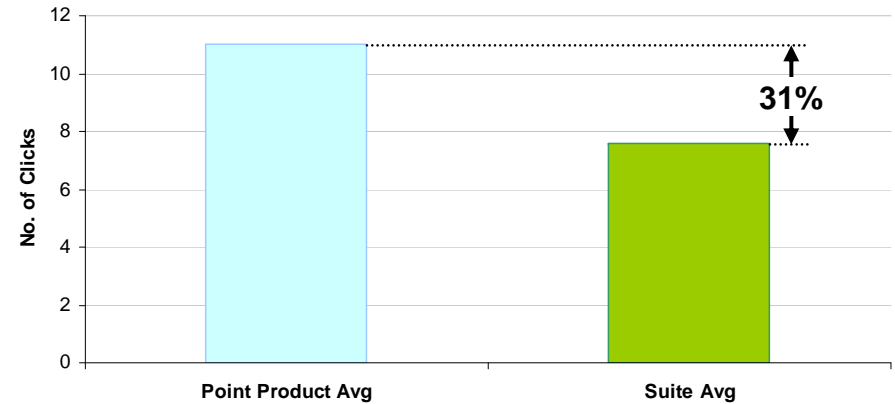
Workflow in Cp5

**Captivate 5 showed about 36% decrease in time taken to complete the task.
Click rate dropped by approximately 31% in Captivate 5.**

Captivate-Flash Round Trip
Reduction in Time: Point Product vs. Suite



Captivate-Flash Round Trip
Reduction in Clicks: Point Product vs. Suite



* For Point Product vs. Suite tasks, the data reported is descriptive statistics and is not inferential.

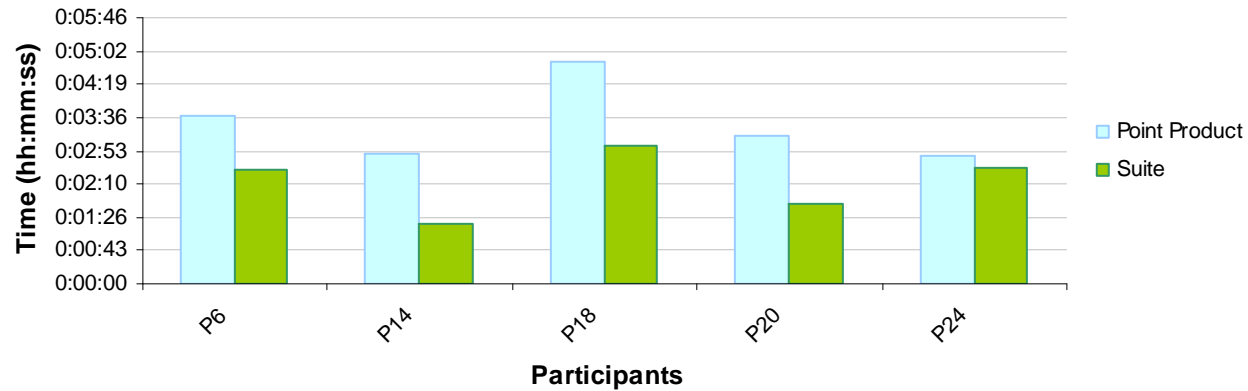
Minimum time taken to complete the task

- Suite: **1min 18sec**
- Point Product: **2min 46sec**

Maximum time taken to complete the task

- Suite: **3min**
- Point Product: **4min 49sec**

Captivate-Flash Round Trip
Per Participant Time Comparison



* For Point Product vs. Suite tasks, the data reported is descriptive statistics and is not inferential.



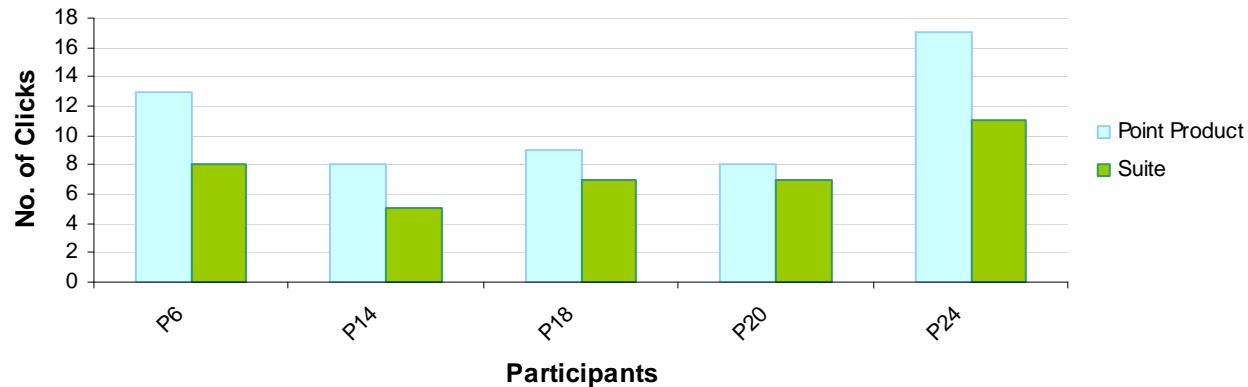
Maximum number of clicks to complete the task

- Suite: 11
- Point Product: 14

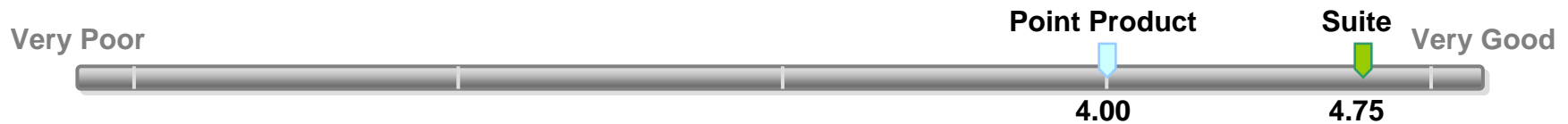
Minimum number of clicks to complete the task

- Suite: 8
- Point Product: 9

Captivate-Flash Round Trip
Per Participant Click Comparison



* For Point Product vs. Suite tasks, the data reported is descriptive statistics and is not inferential.



Subjective Rating on a scale of 1-5 with 1 being 'Very Poor' and 5 being 'Very Good'.



Point Product

"Linking between swf file and the fla file needs improvement."

"Worked the way I expected it to. Wish it could open fla instead of swf file."



Suite

"Automatically being updated is good."

"I wanted a 'Done' button in the flash interface while editing files from Cp5. There is no icon to say that the file has been updated."



Introduction

- Project Overview
- Methodology

Overall Performance

Task-Level Performance

- Software Simulation and MDI
- Quiz
- Edit Formatting
- Round Trip

▶ Assumptions and Considerations



Time

- Only the time taken for successful task completion **on both the versions** of Adobe Captivate has been considered.
- Only the time taken for carrying out the actual task has been considered.
 - Time taken by participants for comments/feedback and guidance, if any, during the course of the task has not been taken into account.
- The time recorded includes the time for the software to load/respond during the course of the tasks (ex: ELS tasks require Photoshop to be launched during the task).

Clicks

- Additional clicks within the tasks/subtasks were eliminated from the total number of clicks for the task (ex: clicks to create/edit questions, unintentional clicks, etc.).
- On occasions when the participant followed fewer steps than required in certain repetitive tasks, the respective data was extrapolated so as to represent task/subtask completion.

Example: In the quiz task where the participant enters 2 options for answers instead of 4, clicks for the 2 left over options would be added to the total number of clicks.
- Similarly clicks due additional interactions (over and above the required for the subtasks, for instance, text entry) were discarded.

Thank You...



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