

## Research Introduction

**Title:** Brushies Usability Study

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**Project background:** Designed for digital artists, Brushies delivers monthly digital brush sets, textures, and instructional guides (compatible with certain digital drawing softwares) to promote creative experimentation and mitigate art block. The platform also fosters an online community, promoting collaboration and exposure opportunities for subscribers. Since its November 2024 launch, Brushies has experienced below-target-level conversion rates and elevated bounce rates.

Purpose of this usability study: evaluate whether the new prototyped site solves problems that were identified by stakeholders as “experience breaking,” or “inhibiting navigation between pages.”

**Research goals:** Determine if the app fulfills the following design problems/goals:

1. The site is unoptimized, specifically for tablets (or devices they intend to use the service on)
2. The landing page layout inhibits users more than it helps them
3. The current means by which a user navigates pages breaks the experience altogether
4. Product information is spread across pages and needs to be consolidated
5. Users want to be able to subscribe and download files without leaving the website

## Research questions

To address the research goals outlined above, the following questions should be asked after the usability study:

- [Conditional: participant used tablet during usability study] Do you feel that the site was accommodating to your device’s features and dimensions?
- How do you feel about the current landing page? Do you feel that the landing page accomplished its goal(s)?
- How confident did you feel navigating the site? Describe your experience and thoughts as you moved between pages.
- How do you feel about the current organization of information on the site? What about information regarding the product specifically?
- How do you feel about the current means of downloading files?
- What are your thoughts on the subscriber portal? Do you feel more likely to use this service given this feature?



<p><b>Key Performance Indicators (KPIs)</b></p>	<ul style="list-style-type: none"> <li>● Conversion Rate <ul style="list-style-type: none"> <li>○ Successfully subscribe</li> <li>○ Successfully submit form</li> </ul> </li> <li>● Bounce Rate</li> <li>● User Error Rate</li> </ul>
<p><b>Methodology</b></p>	<p>Moderated usability study, conducted domestically in the US and remotely. Participants may choose location to take call. Sessions take place during the second week of February, 2025. Each session will last approximately 25 minutes, with the last 10 minutes designated to follow up questions and user conversation.</p> <p>Data will be collected on a digital document, and insights will later be synthesized using FigJam. Afterwards, the insights will be used to guide a new iteration of the site.</p>
<p><b>Participants</b></p>	<p>Participants are digital artists, most who are looking for new digital tools to enhance their drawing experience.</p> <p>Participant 1: age 17; high school student  Participant 2: age 22; university student  Participant 3: age 31; engineer, hobby artist  Participant 4: age 28; coder, freelance illustrator  Participant 5: age 20; university student, social media personality</p>
<p><b>Script</b></p>	<p><b>Screening:</b></p> <p>What is your age?* (open ended)  What is your current occupation?* (open ended)  What does a day in your life look like (briefly)?* (open ended)  Do you make digital art, and if so, how often?* (open ended)  Further, if so, what software/program do you use? (open ended)  Have you ever bought (or thought about buying) digital drawing tools before?* (open ended)  Are you familiar with Brushies, and if so, have you ever used Brushies?* (open ended)</p> <p><b>Interview tasks:</b></p> <p>Open brushies.io in a browser on your desktop/handheld device/tablet.  Familiarize yourself with Brushies and its subscription offering. How would you go about doing that?  How was completing this task? What was easy and what was challenging?</p> <p>Let's say you have decided that you want to subscribe to Brushies. How would you do that?  How did you feel completing this task? How was the account creation process? Did it feel secure? What was easy and what was challenging? Do you feel the same for the unsubscribe process?</p> <p>I have granted you access into the Brushies portal for the purpose of this</p>



meeting. Navigate to and download the content onto your tablet (if applicable).  
How would you go about doing that?  
How did you feel completing this task? Did you feel secure downloading content through the member portal? Is there anything you would like to comment on about this task?

Return to the Brushies homepage and contact the team/submit an inquiry. How would you go about doing that?  
How did you feel completing this task? What was easy and what was challenging? Did you feel that these tasks were accessible and optimized for your device type?

**Follow up with questions outlined in *Research questions* section**

[Conditional: participant used tablet during usability study] Do you feel that the site was accommodating to your device's features and dimensions?

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