

# Copy.com Usability Study Findings

PREPARED BY ETHAN KIM • APRIL 21, 2015

## Areas of focus

Assess the preference on:

- [Multiple-column](#) vs. [Single-column browsing](#)
- Icons with labels vs. Icons without labels

## Participant

Brandon G. from National Food Group.

- He is an IT Administrator
- He has been using Copy since December 2014
- He uses Copy.com, Copy Agent, Site Server, and Copy mobile native app on everyday basis
- He is currently using "Dropbox" for sharing personal files (mostly photos and videos)

## How we tested

Brandon G. conducted a series of tasks with both the live site (Copy.com) and prototypes, and then rated his experiences.

## Findings at a glance

Performed **better** than the live site:

- browsing on multiple-column layout
- understanding icons with labels
- understanding the menu structure
- returning to the root directory

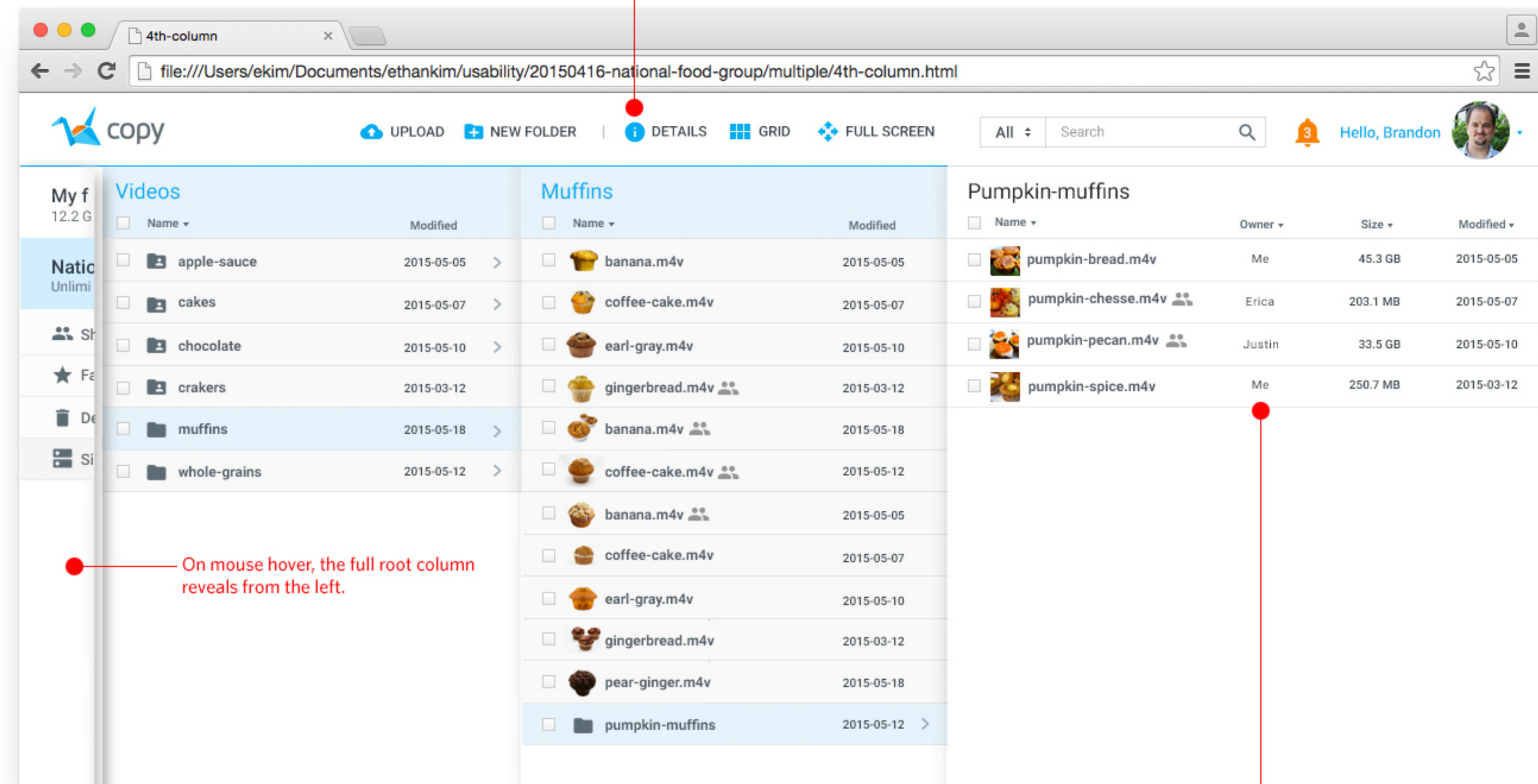
Performed **the same** as on the live site:

- viewing file or folder attributes (size, modification dates, etc.)

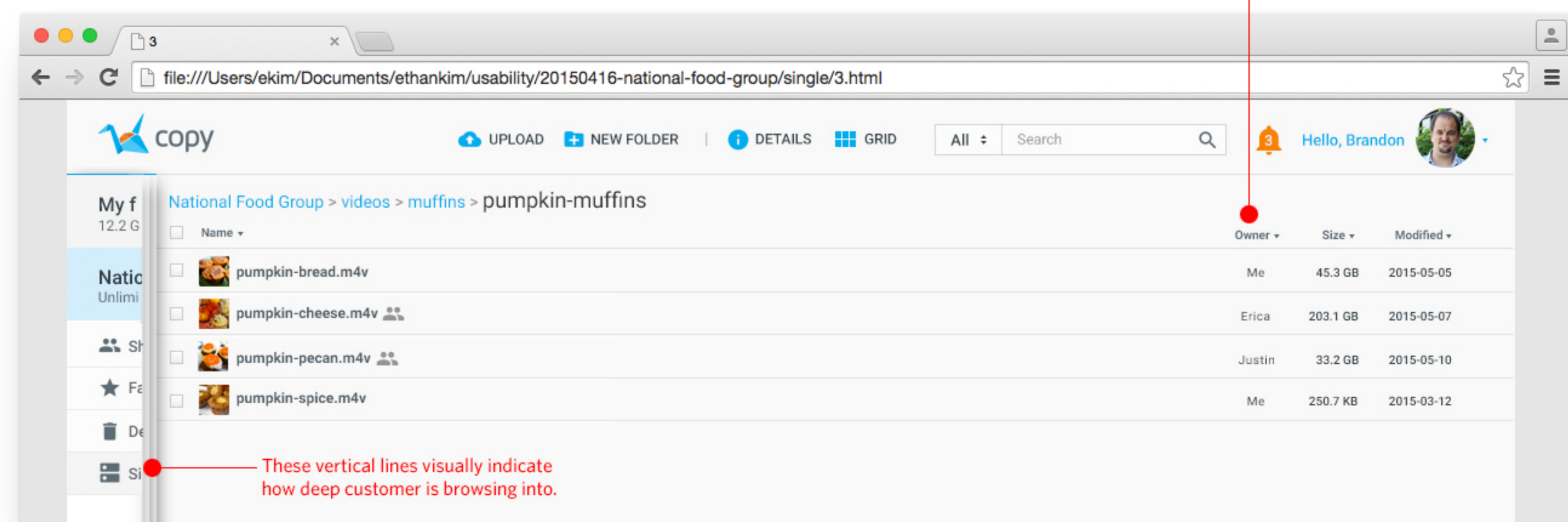
Performed **less well** than the live site:

- browsing on single-column layout

### Multiple-column browsing (prototype)



### Single-column browsing (prototype)





# Findings

## Multiple-column

- Brandon was very vocal about how multiple-column browsing was “confusing” on the live website. However, his view was completely changed when he saw the new design; he preferred the multiple-column to the single-column browsing. *Actual comments:*

“It is three panes instead of two, which makes it clearer. I am not bouncing around between screens.”

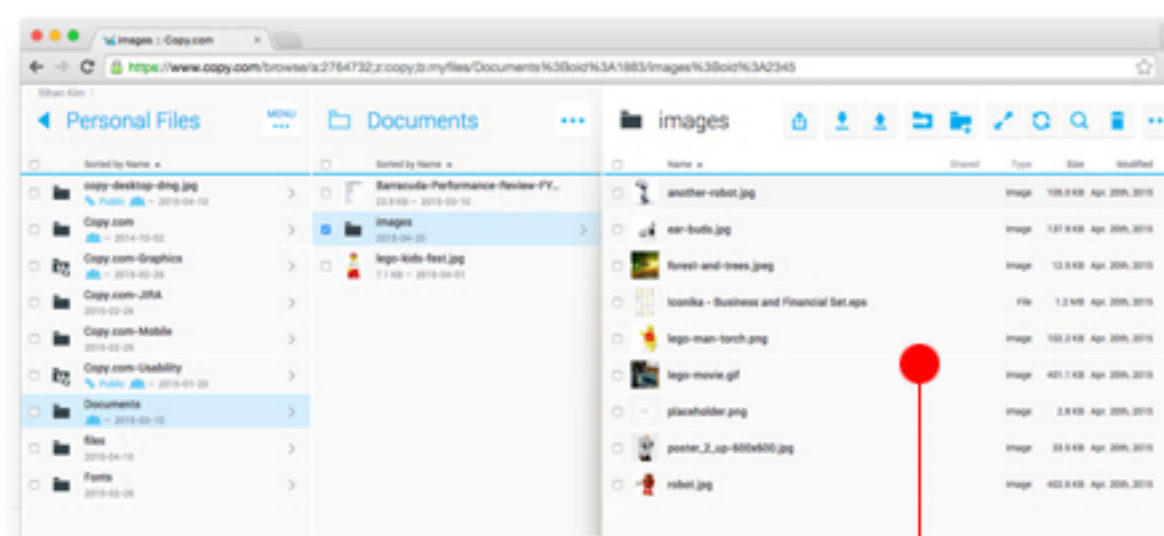
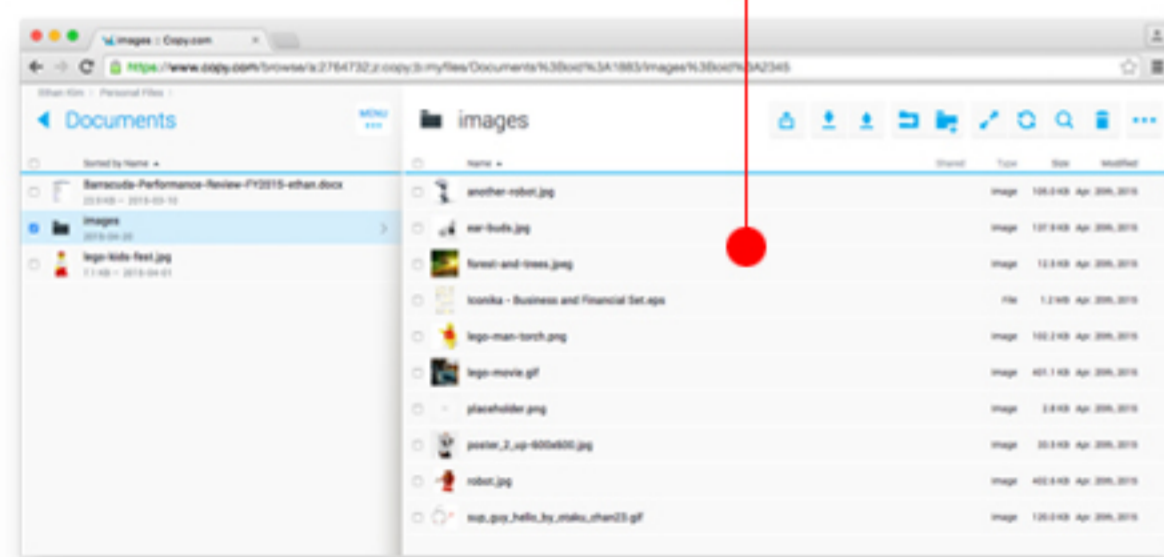
“I could always see enough levels back ... It is the common annoyance I have with Dropbox, which I think multi-pane will resolve ... I can select all those files and should be able to drag them. That aspect is a lot easier and saves so much time, and less confusing.”

“I thought it was clear-cut and made sense ... Definitely this (multi-column) layout is more intuitive and cleaner. I like the subtle color details. I think it is pleasing strictly from a design stand point of view.”

### Video

- The live website displays only two columns when the browser’s width is less than 1280px. We need to assess if we can display three or more columns even with less width than 1280px.

2 columns on width 1277px. Three columns maybe affordable even up to 1100px with smart truncation.

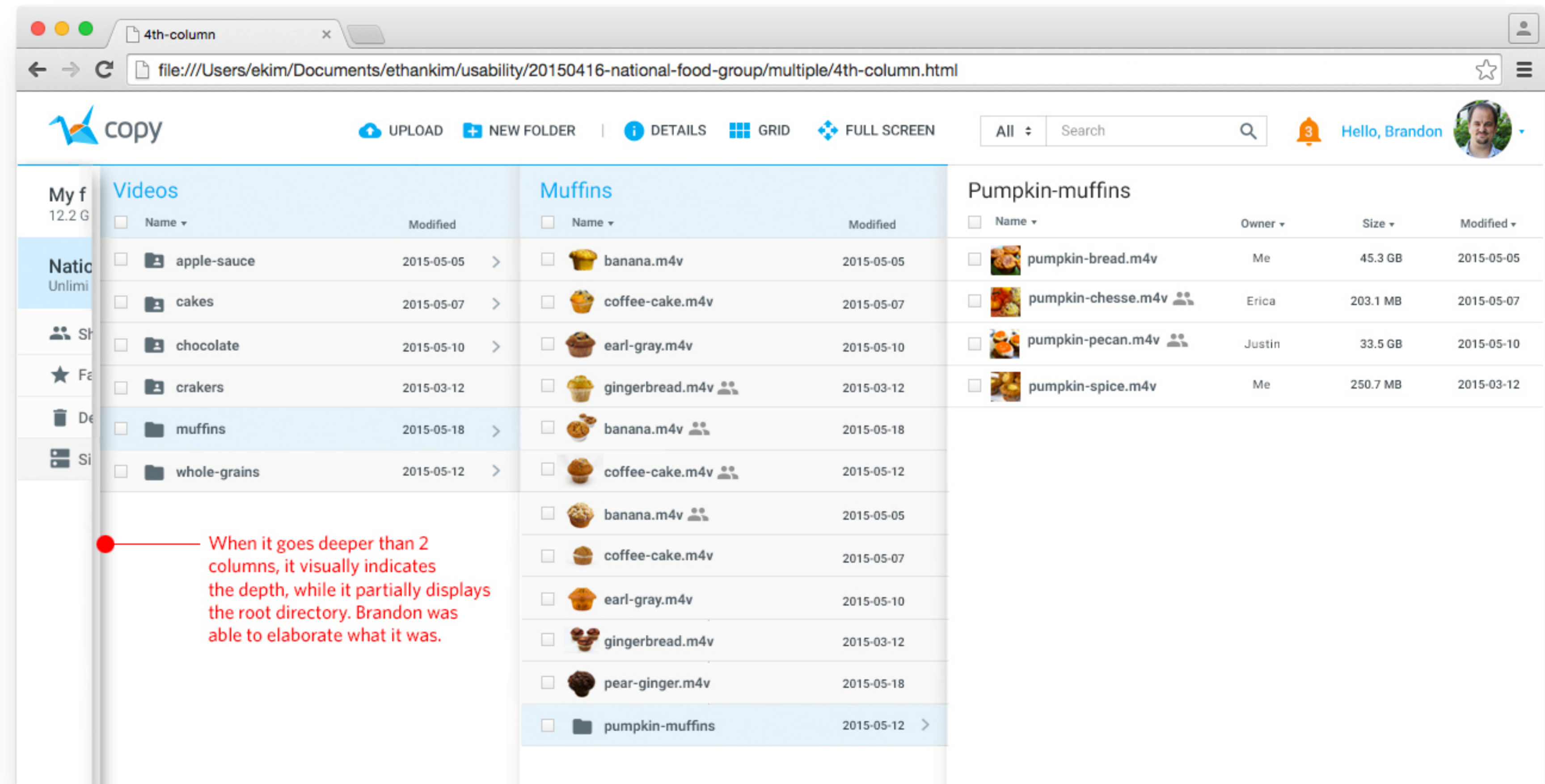
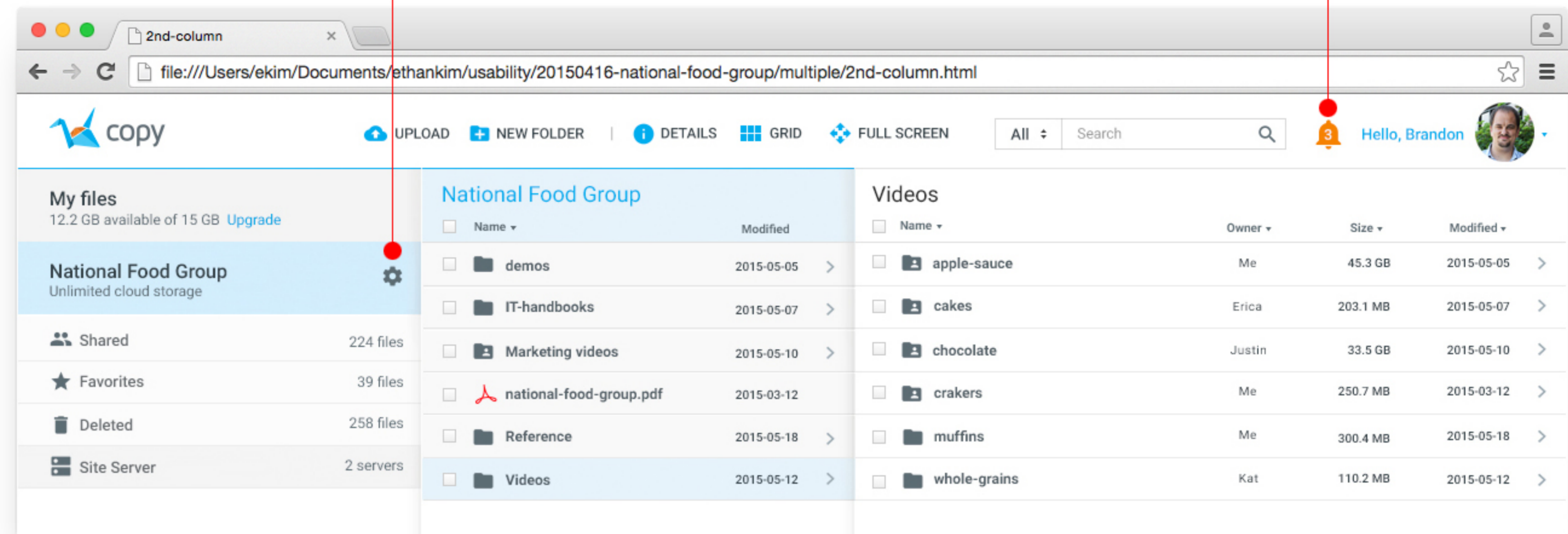


Width: 1280px

### Multiple-column browsing

Brandon understood it as “Manage” without mouse-hover.

He clearly understood it as “Notification” without hesitation.



When it goes deeper than 2 columns, it visually indicates the depth, while it partially displays the root directory. Brandon was able to elaborate what it was.



# Findings

## Single-column

- Brandon reported that the **single-column layout was less easy to use and less efficient**. He rated 6 (1 is best and 7 is worst) for "Good use of space" in the likert scale. He rated the same or lower in all other sections (navigation, layout, appearance, etc.)

*Actual comments:*

"There was a lot of back-and-forths. For single column, I can't see what's above ... I am doing a lot of bouncing back ... I like being able to see a couple of layers up so I can easily jump."

[Video](#)

## UI Components

- Brandon was able to explain what he was seeing under "National Food Group." He noticed "Site Server" instantaneously.
  - While he clearly understood the gear icon (⚙️) as "Manage," he wanted to have a functionality that could edit the company information. "Manage company info" will be added back to the popover.
- Actual comments:*

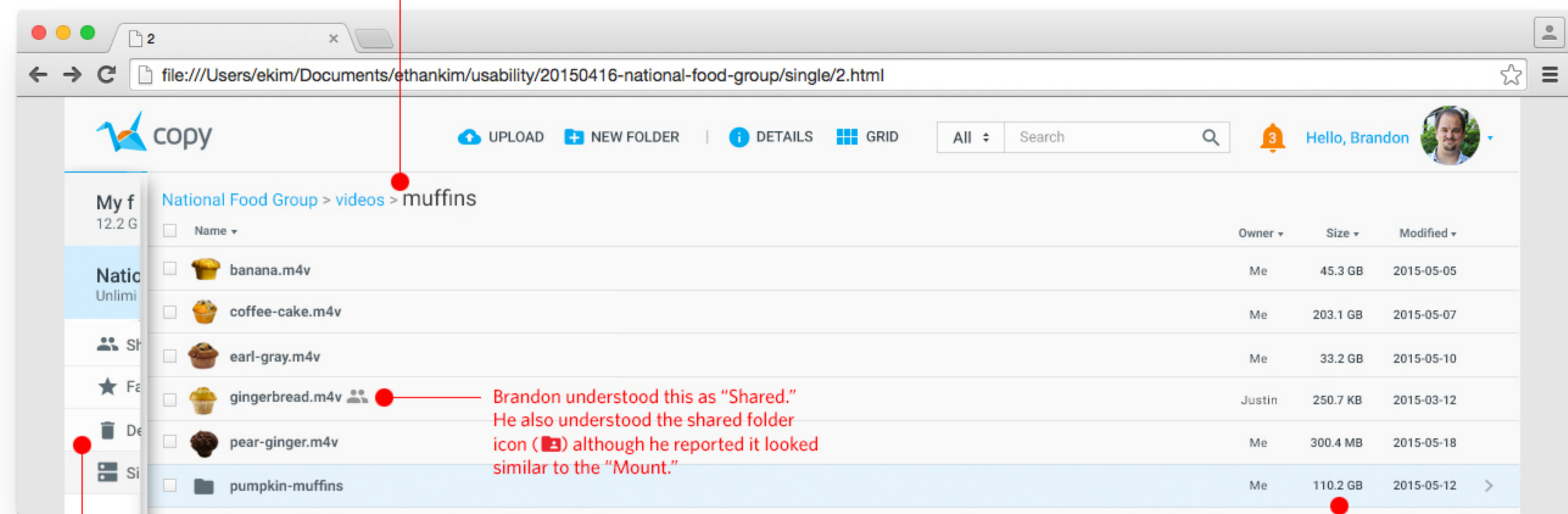
"(What do you think is missing?) Previously ... it give me the option to edit things about the company ... I don't see that option immediately."

- Brandon was able to differentiate what was shared and what wasn't. *Actual comments:*

"I can see what files are shared, what isn't, which is nice ... I don't think size of folders are displayed in the current UI, which is really nice."

### Single-column browsing

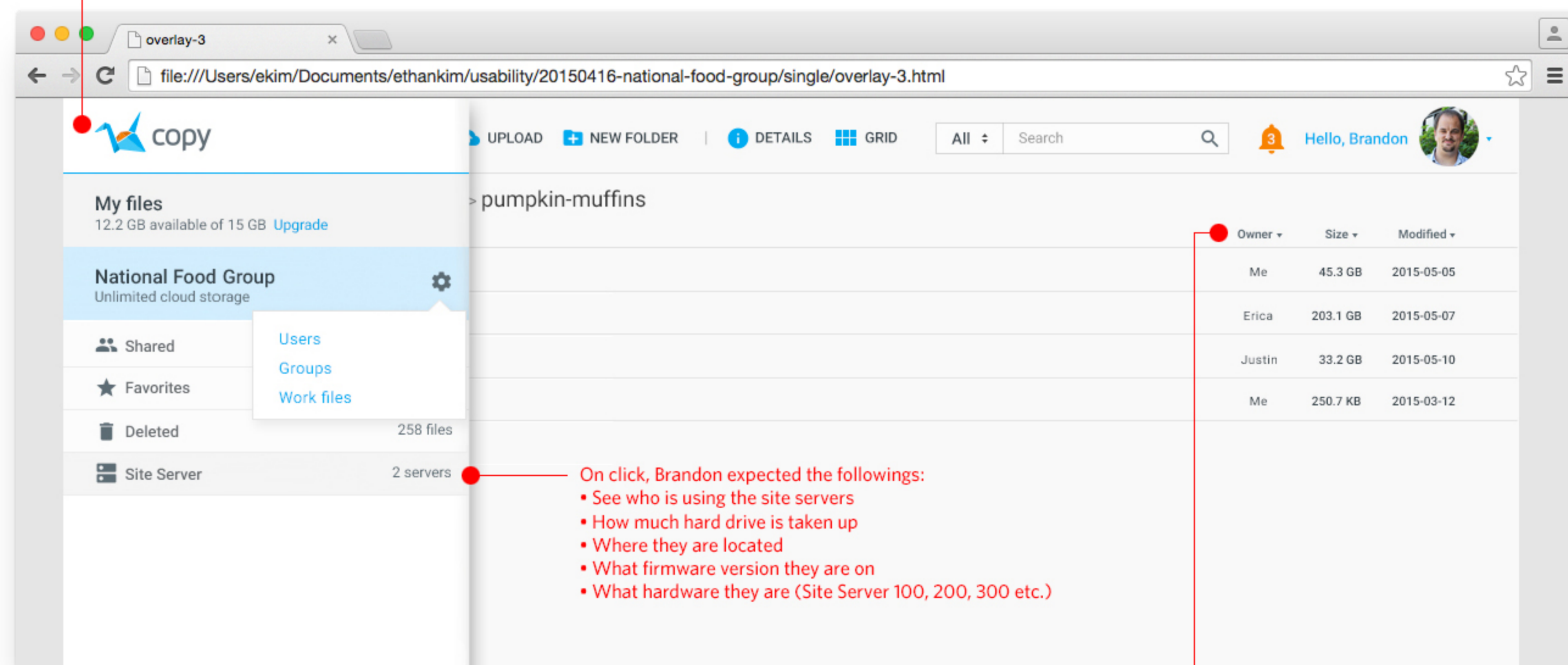
Breadcrumb is the only mechanism for displaying partial file structure. This is true for all competitors: Google, Amazon, OneDrive, and Dropbox.



Brandon understood this as "Shared." He also understood the shared folder icon (👥) although he reported it looked similar to the "Mount."

On mouse hover, the full root directory column reveals as below.

He was happy to see size of folders.



On click, Brandon expected the followings:

- See who is using the site servers
- How much hard drive is taken up
- Where they are located
- What firmware version they are on
- What hardware they are (Site Server 100, 200, 300 etc.)

Brandon reported that the label "Owner" could be confusing and suggested "Creator" instead.



# Findings

## Icon labels

- Brandon preferred icons with labels. While the presented icon set is rather small, we need to test with the full set along with the contextual menus. *Actual comments:*

*"I like it a lot. I like words and levels next to the icons ... there is no guessing there. There is no hovering-over waiting for description to pop up. It is very clear and precise."*

[Video](#)

## Personal vs. Company

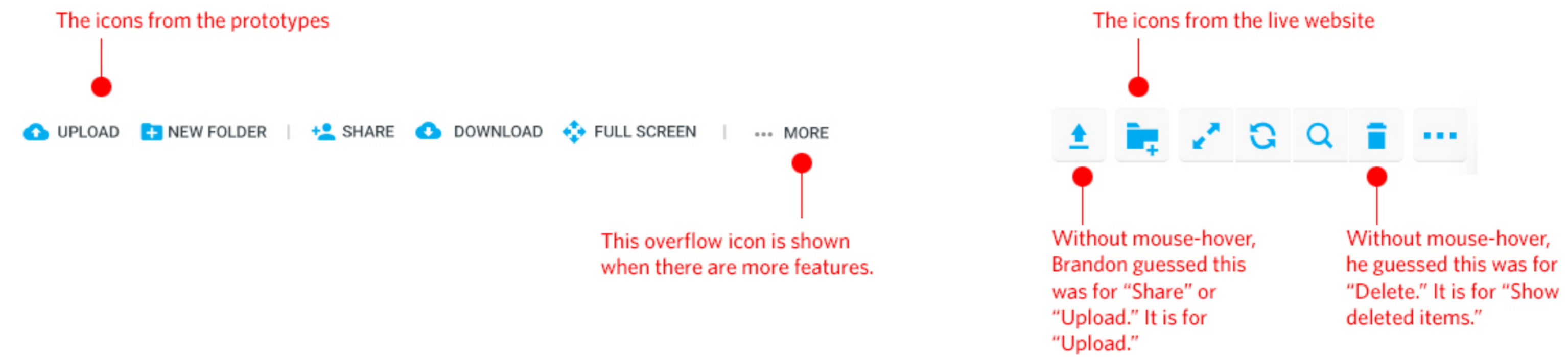
- He reported that having the separate spaces didn't make any sense. *Actual comments:*

*"Hate it hate it hate it. My personal 15GB is stuff I don't want to share with everyone in the company ... I would not buy more storage for the personal box when we're already buying for the company ... If I wanted to store personal files, I would create personal Copy account using my personal email address ... I like the way Dropbox handles that. You can link two."*

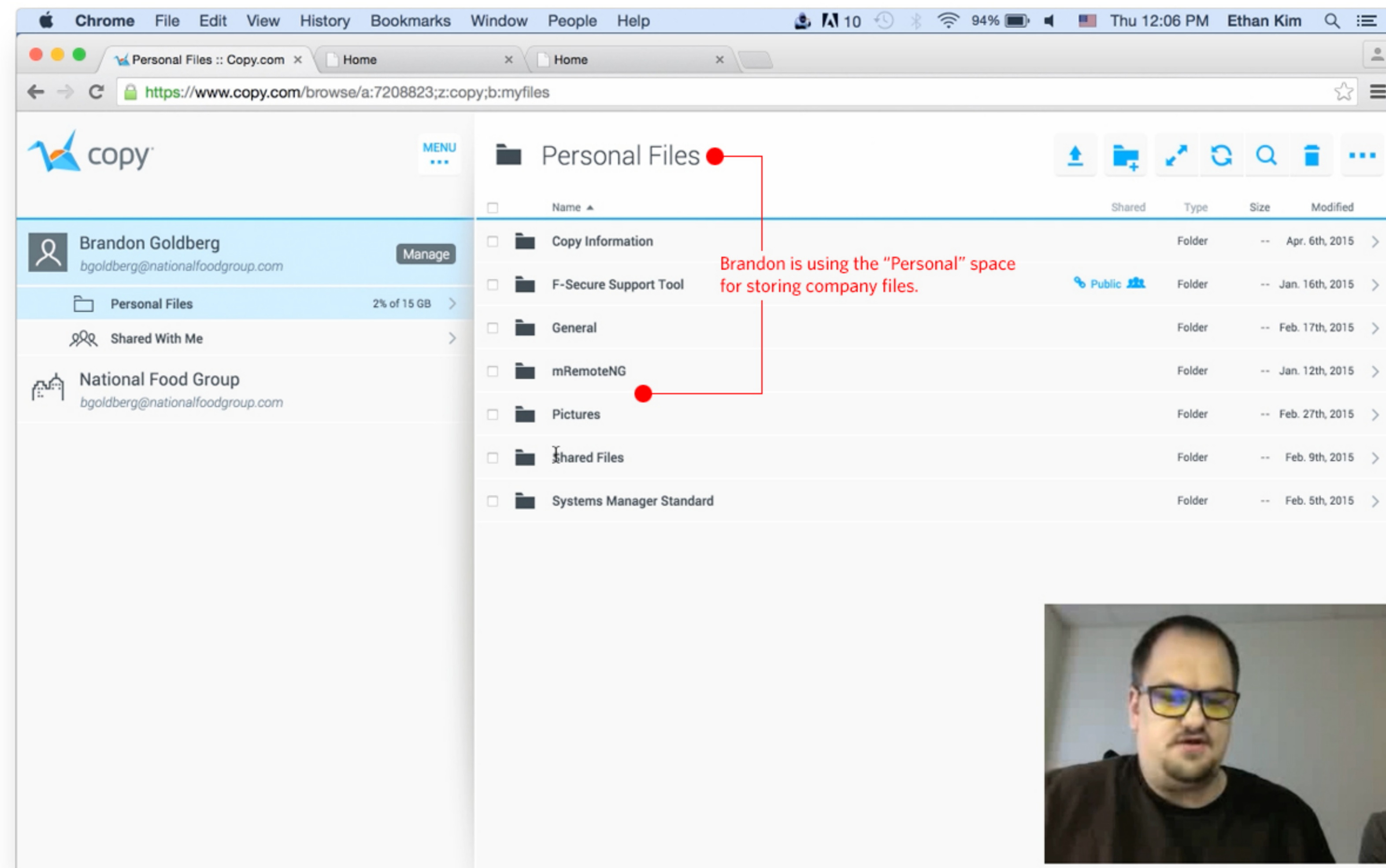
- He couldn't understand why he couldn't move files that were under "Personal Files" to the company directory; the "Move" directory only shows either personal or company root directory.

[Video](#)

## Icon comparison



## No personal files under "Personal Files"





# Findings

## Share permission

- Brandon didn't know that he could change the share permission setting before he shared a file. The new design is on its way to address this issue. *Actual comments:*

"It says 'Manage.' I am assuming he can download the file and maybe he can change the file. I don't think he can upload it though. 'Manage' - I am not 100% sure what that means."

[Video](#)

## Delete

- When I asked him to recover the deleted file, he had to exactly remember where it was. This causes serious cognitive overload. The new design have "Deleted" at the root column for easy access.

[Video](#)

## Overall live site evaluation

- He rated 6 (1 is best and 7 is worst) for "Good use of space" on the live website. *Actual comments:*

"I would say no. I think it is too big. I think you can put more on one screen. And there was too much shifting."

- He rated 6 (1 is best and 7 is worst) for "Informative" on the live website. *Actual comments:*

"Sometimes it is not very clear ... I am assuming there is a way to do that but I had no clue of how to do it because it is so confusing."

"Some of it was not very straightforward. Some of the icons don't seem to be straightforward. Like the 'Trash' icon ... actually it showed deleted items."

### Share dialog from the live website

The screenshot shows a share dialog for a folder named 'corporate-informational'. It includes sections for 'SHARE VIA EMAIL', 'MESSAGE', 'Who has access (3 people)', 'Public Link', and 'Stop sharing'. Annotations with red circles and lines point to specific elements:

- A box around the 'Users, Groups, and Email Addresses' section is annotated with 'Users, Groups, and Email Addresses'.
- A red dot on the 'Manage' button for 'Ethan Kim' is annotated with 'Brandon couldn't understand what this meant.'
- A red dot on the 'Change' link is annotated with 'He didn't notice this; he didn't know Copy offers share permission settings.'
- A red dot on the 'Manage' button in the bottom right is annotated with 'He was surprised that this was a toggle to show deleted items.'
- A red dot on the 'Create Public Link' button is annotated with 'Getting a public link and sharing with specific people coexist, which is confusing.'

### Trash icon from the live website

The screenshot shows a file explorer interface for a folder named 'corporate-informational'. The file list includes various files and folders, some of which are marked as 'Deleted folder'. A red dot points to the trash icon in the top right toolbar, which is annotated with 'He was surprised that this was a toggle to show deleted items.'

Name	Type	Size	Removed
office-cleanup-roster.xlsx	Document	27.0 KB	--
OfficeProductSalesData-02.xls	File	29.5 KB	--
PSDCovers-COMICBOOK002.atn_zip	Archive	15.0 KB	--
Roboto-Light.ttf	File	123.8 KB	--
Roster	Deleted folder	--	Apr. 21st, 2015
Roster new	Deleted folder	--	Apr. 21st, 2015
Seligman-PositivePsych.doc	Document	84.5 KB	--
software-design.ppt	Document	1020.5 KB	--
synclog.txt	Text	4.1 KB	--