

Unmoderated Remote Usability Test

Prepared by Jeff Lu

What is SONIX?

- Transcription Service
- Lecture/Study notes
- Interviews
- Videos
- Movie Subtitling



The Digital Product : SONIX



[WHY SONIX?](#) [PRICING](#) [ABOUT](#) [SIGN IN](#) [TRY SONIX FOR FREE](#)

AUTOMATED TRANSCRIPTION

The best automated transcription software powered by cutting-edge AI

Fast, accurate, and affordable transcripts are critical, but that's just the starting point for Sonix.

[→ START FREE TRIAL](#)

Your free trial includes 30 minutes of free transcription.



<https://sonix.ai/features>

The Claims

FAST TRANSCRIPTION?

Yep! Really fast

Lightning fast transcription. You'll be surprised how fast it is.

ACCURATE TRANSCRIPTION?

Highly accurate

Independently reviewed as the most accurate automated service.

HOW MUCH?

Super affordable

Less than a box of chocolates. Don't break the bank.

WHY SONIX?

The world's best

Sonix is consistently reviewed as the best automated transcription software.



Online Transcription Landscape



Online marketplace intermediary between buyers and sellers within the software industry.

<https://www.capterra.com/transcription-software/s/free/>

2020 Best Free Transcription Software

1. The FTW Transcriber
2. **Sonix (sonix.ai)**
3. **Otter.ai**



Bills themselves to be world's largest tech marketplace for technology reviews.

<https://www.g2.com/categories/transcription-03ecdd06-b5f0-4448-b6dd-25449fd00bbb/free>

2020 Top Free Transcription Software

1. **Otter.ai**
2. **Sonix (sonix.ai)**
3. Descript

Ok, I'm listening. Now why SONIX?

Free trial includes:

- **30 minutes** transcription
- **Numerous export formats** including *.srt (subtitle), *.vtt (WebVTT) - otter.ai free account only has text file export
- **Multiple language support** - otter.ai currently only supports english transcription





Otter.ai



**Aren't we here to talk about
usability?**

Exactly!



Let's test it!

Test Plan:

3 Tasks for Sonix Transcription service <https://my.sonix.ai/>

- 1) Sonix free **Account creation**
- 2) Sonix **media upload**
- 3) Sonix media **transcription & download**

**What kinds of Persons
should we test?**

Who would be interested in a transcription service?

If you're involved in any of these areas. Maybe?

- **Law:** Anything from interviews to court cases, public statements and parliament sessions.
- **Healthcare:** Patient statements, medical procedures, lectures, meetings, international events.
- **Science & technology:** Test logs, international meetings, conferences, etc.
- **Education:** Lecture notes, transcripts for videos and other materials.
- **Marketing:** Audience research interviews, product testing, industry events, expert interviews.
- **Journalism:** Interviews, transcripts for public events, videos, statements and more.





Recruiting Constraints

Money

- Don't have any for incentivising participation

Time

- Impending project deadlines







Participants

- Access to students and teachers



"I just love the science of language. It is very much the container we live our lives in ..."

Sarah Lewis

-  26
-  London, Ontario
-  Linguistics Student
-  Living off campus

Bio

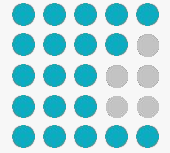
Studying Linguistics at Western University and shares an apartment with her boyfriend who is a Neuroscience graduate student. She's very interested in languages and is always looking for better ways to transcribe her notes or the various recordings she references from lectures and interviews she often conducts.

Wants & Needs

- Looking for a linguistics summer internship.
- Reliable low-cost transcription service.

Tech

Internet
Social Media
Online Shopping
Gadgets
Early Adopter



Favourite Brands



Frustrations

- Trying to make sure I have enough for tuition and rent.
- Hoping COVID vaccine can expedite a more normal home and school life.



"I thought asking my girlfriend to marry me was the big deal. But wedding planning is no walk in the park either ..."

Daniel MacIver



38



North York, Ontario



Associate Economics Professor



Living with fiancée

Bio

After getting his economics PhD it was quite the slog looking to get tenure at UofT. However, his hard work paid off thanks to key recommendations from faculty mentors. Now, he's making wedding plans with his long time girlfriend, but still with the ongoing grant proposals and research he looks to get some reliable transcription resources to aid in his work.

Wants & Needs

- Looking for a grad student to help in research.
- Scoping at reasonably priced wedding venues.

Tech

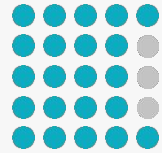
Internet

Social Media

Online Shopping

Gadgets

Early Adopter



Favourite Brands



Frustrations

- Trying to be mindful of wedding planning pitfalls with invitations and seating.
- Hoping COVID vaccine will mean resumption of normal wedding plans.

Screener Constraints



SurveyMonkey Free Account

- 10 question limit
- Contact info only for paid account
- Multiple textboxes only for paid account



Usability Study Constraints

Loop11 Free Account

- Numerous problems for participants to initiate testing
- Only 1 of 5 Student participants able to complete testing
- Resorted to Family member participants on tested and reliable laptop for test completion

Task 1: SONIX free account creation:

Complete Abandon Lostness Avg Page Views Avg Duration

100% 0% 0.58 2.8 03:14

Page views to complete task

	All	Complete	Abandon
Average	2.8	2.8	
Maximum	5	5	0
Minimum	2	2	0

Time to complete task

	All	Complete	Abandon
Average	03:14	03:14	
Maximum	13:48	13:48	
Minimum	00:16	00:16	

Most common first click pages

Page URL	Response Count
https://my.sonix.ai/upload?folder_id=RBbvjJJB	2 (66%)
https://my.sonix.ai/upload	1 (33%)

Task 2: SONIX media upload:



Complete Abandon Lostness Avg Page Views Avg Duration

100% 0% 0.46 2.8 01:33

Page views to complete task

	All	Complete	Abandon
Average	2.8	2.8	
Maximum	5	5	0
Minimum	2	2	0

Most common first click pages

Page URL	Response Count
https://my.sonix.ai/upload?folder_id=r3N6Vpl3 	1 (33%)
https://my.sonix.ai/upload?folder_id=KA6mx1j3 	1 (33%)
https://my.sonix.ai/upload 	1 (33%)

Time to complete task

	All	Complete	Abandon
Average	01:33	01:33	
Maximum	02:59	02:59	
Minimum	00:21	00:21	

Task 3: SONIX media transcription:

Complete	Abandon	Lostness	Avg Page Views	Avg Duration
100%	0%	0.71	4.4	02:39

Page views to complete task

	All	Complete	Abandon
Average	4.4	4.4	
Maximum	7	7	0
Minimum	2	2	0

Time to complete task

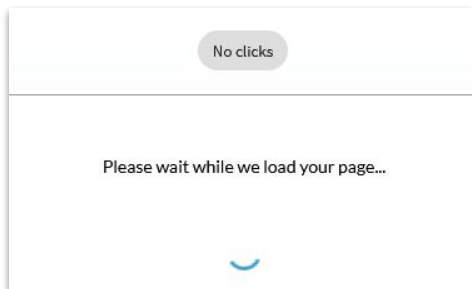
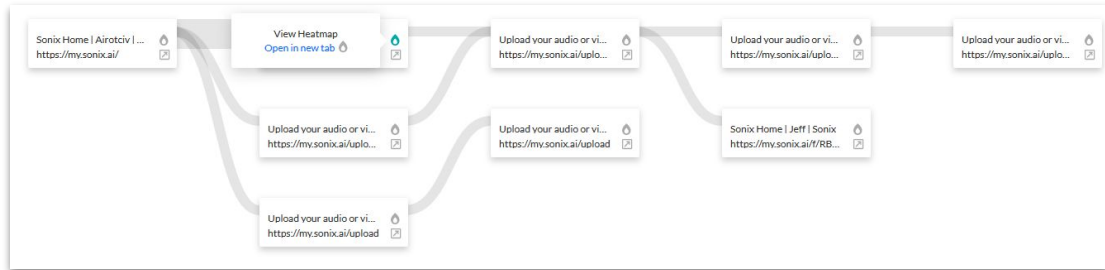
	All	Complete	Abandon
Average	02:39	02:39	
Maximum	06:14	06:14	
Minimum	00:12	00:12	

Most common first click pages

Page URL	Response Count
https://my.sonix.ai/upload?folder_id=r3N6Vpl3	1 (33%)
https://my.sonix.ai/upload?folder_id=KA6mx1j3	1 (33%)
https://my.sonix.ai/upload	1 (33%)

Loop11 Misleading Flow Diagram:

- Same pages with different parameters counted as unique page
- Pages traversed incorrect numbered

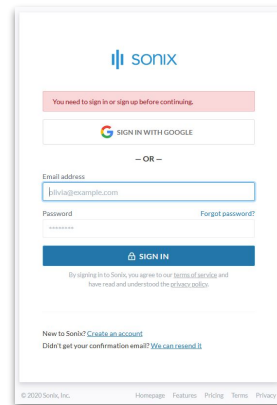


Loop11 Inoperable Heatmaps:

- Only worked when left the SONIX website

Loop11 Visited Page Reference:

- Incorrect visited page



Time to complete tasks summary

Task 1: SONIX free account creation:

Average	03:14
Maximum	13:48
Minimum	00:16

Task 2: SONIX media upload:

Average	01:33
Maximum	02:59
Minimum	00:21

Task 3: SONIX media transcription:

Average	02:39
Maximum	06:14
Minimum	00:12



Media Size Specifics:

Sonix media upload file size:

Participant 1: 'More than 10 MB'

Participant 2: 'Less than 1 MB'

Participant 3: 'Less than 1 MB'

Sonix media upload length:

Participant 1: 'More than 10 minutes'

Participant 2: 'Less than 1 minute'

Participant 3: 'Less than 1 minute'



Observations & Feedback:

Time on task:

User Satisfaction & Ease:

- Easy intuitive interface
- Will use again
- One participant needed some assistance

Larger media size meant:

- Longer upload time
- Longer transcription time



Conclusions and Recommendations:

Helpful Hints page:

- Audio only to reduce file size and processing
- Tools to edit/clean Audio/Video to improve processing

User Video Tutorials:

- Demo step by step process
- Show steps to replace problem transcribed words
- Improve SEO for better findability

Participant Video Reference:

Participant 1:

- [JeffLu-8-SONIX_Transcription_Usability_Participant1.mp4](#)

Participant 2:

- [JeffLu-8-SONIX_Transcription_Usability_Participant2.mp4](#)

Participant 3:

- [JeffLu-8-SONIX_Transcription_Usability_Participant3.mp4](#)