

Transforming EAI into an Intuitive Student- Learning Site: insights from 15 user tests

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**Fantastic Content
that's hard to find &
hard to save**

Make EAI more usable by reducing user confusion and introducing new tools

Clarify EAI's goals and mission

Users Do Not Understand EAI's Purpose or Mission

2/3

Users did not know what EAI was after the interview

Make navigation and information clear

EAI's navigation and interactions clashes with what users are familiar with

2/3

Users were lost when exploring the current EAI site

Introduce educational tools

Users want more tools for engagement with the site, classmates, and their teachers

3/3

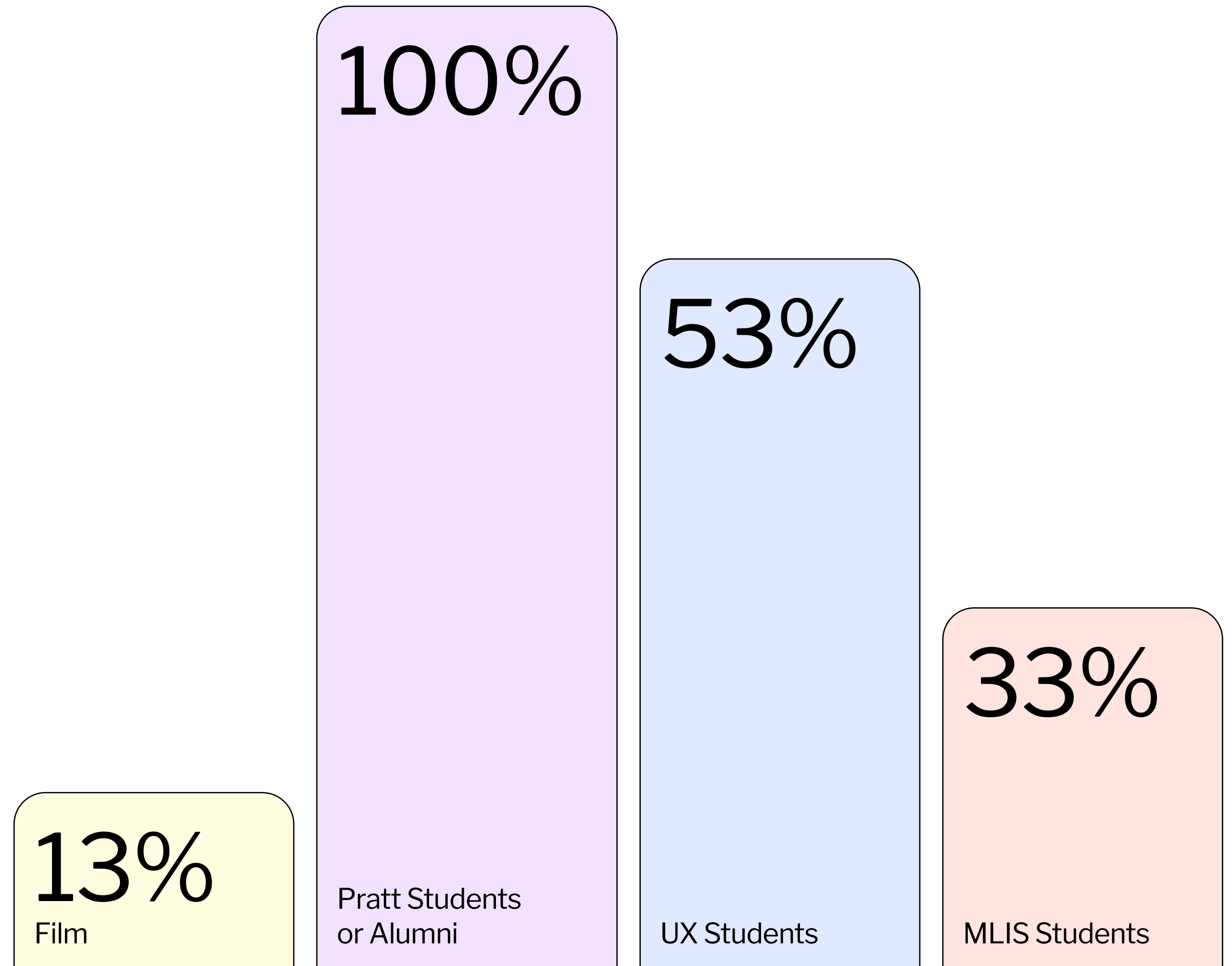
Users expected better ways to interact with videos

We interviewed 15
Pratt students to
get insights

A targeted group of student participants

Out of the 15 students we interviewed:

- 15 are Pratt Institute students or alumni
- 8 are IxD or UX students
- 5 are MLIS students
- 2 have educational or professional experience in film



*See Appendix for details

EAI has great content...

“EAI is totally helpful for me. I think not just for film students, also for anyone who's working with historical footage or just old footage. Definitely documentary filmmakers **would benefit a lot from this** because they're always looking for old videos.”

“I like the description section that explains the film a little bit, especially since it's indie film or avant-garde.”

"The bibliography is very helpful for research."

“It's familiar but upgraded from the previous version. It has more information than I remembered.”

...but it's difficult to find

“I think it's very **chaotic** and it's **overwhelming** I think... Because it's a **lot of information to process together**, a lot of text.”

“The website **depends too much on reading** and I don't want to read.”

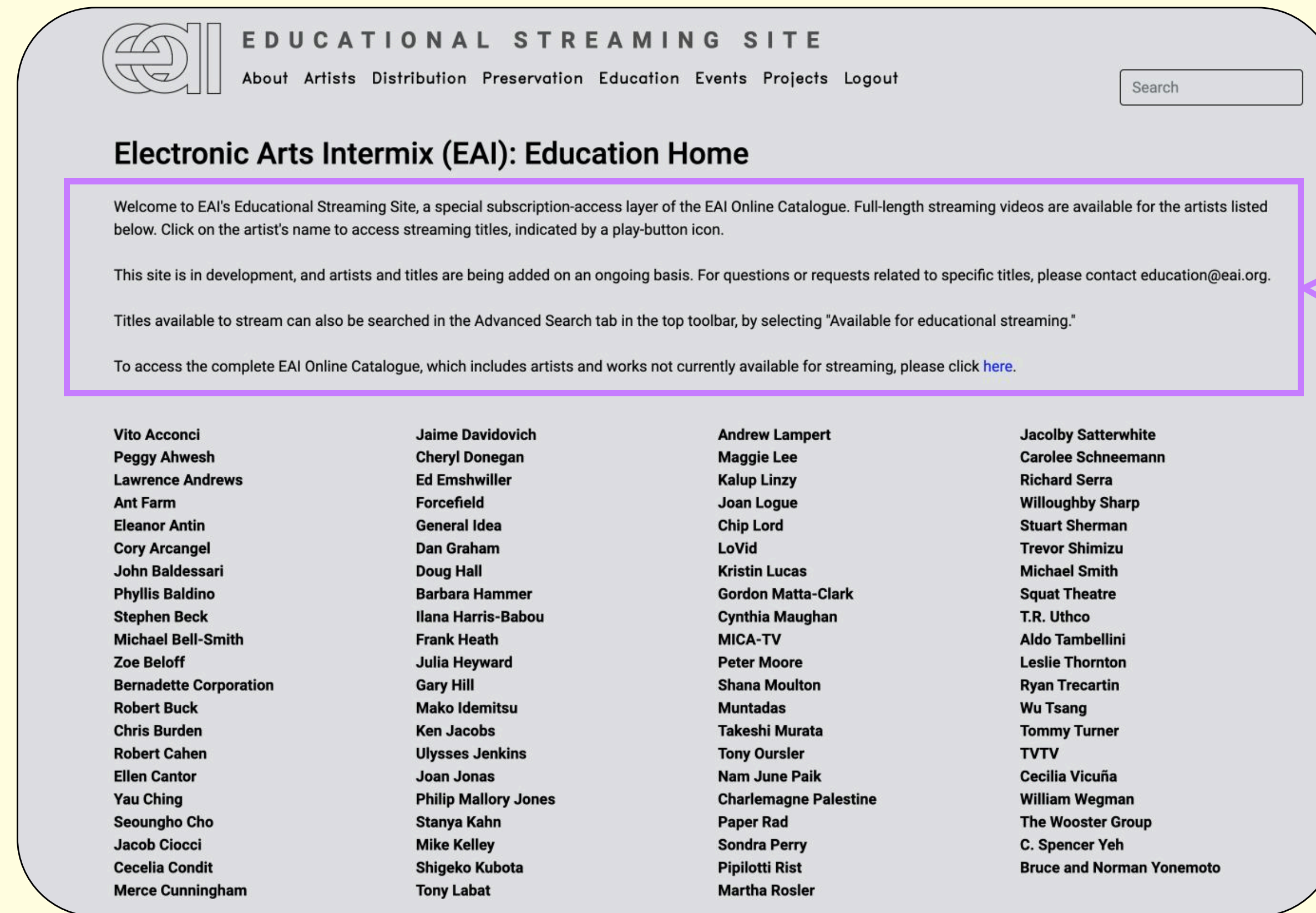
“Everything is also **the same font size** which makes everything **look the same.**”

“I am still left with a few questions about **how exactly to use the information that I saw** on the webpages”

“As someone who is **sight-impaired**, I could use some **bigger text.**”

Issues & Recommendations

Users do not understand EAI's purpose or mission



Website Purpose & First Impressions

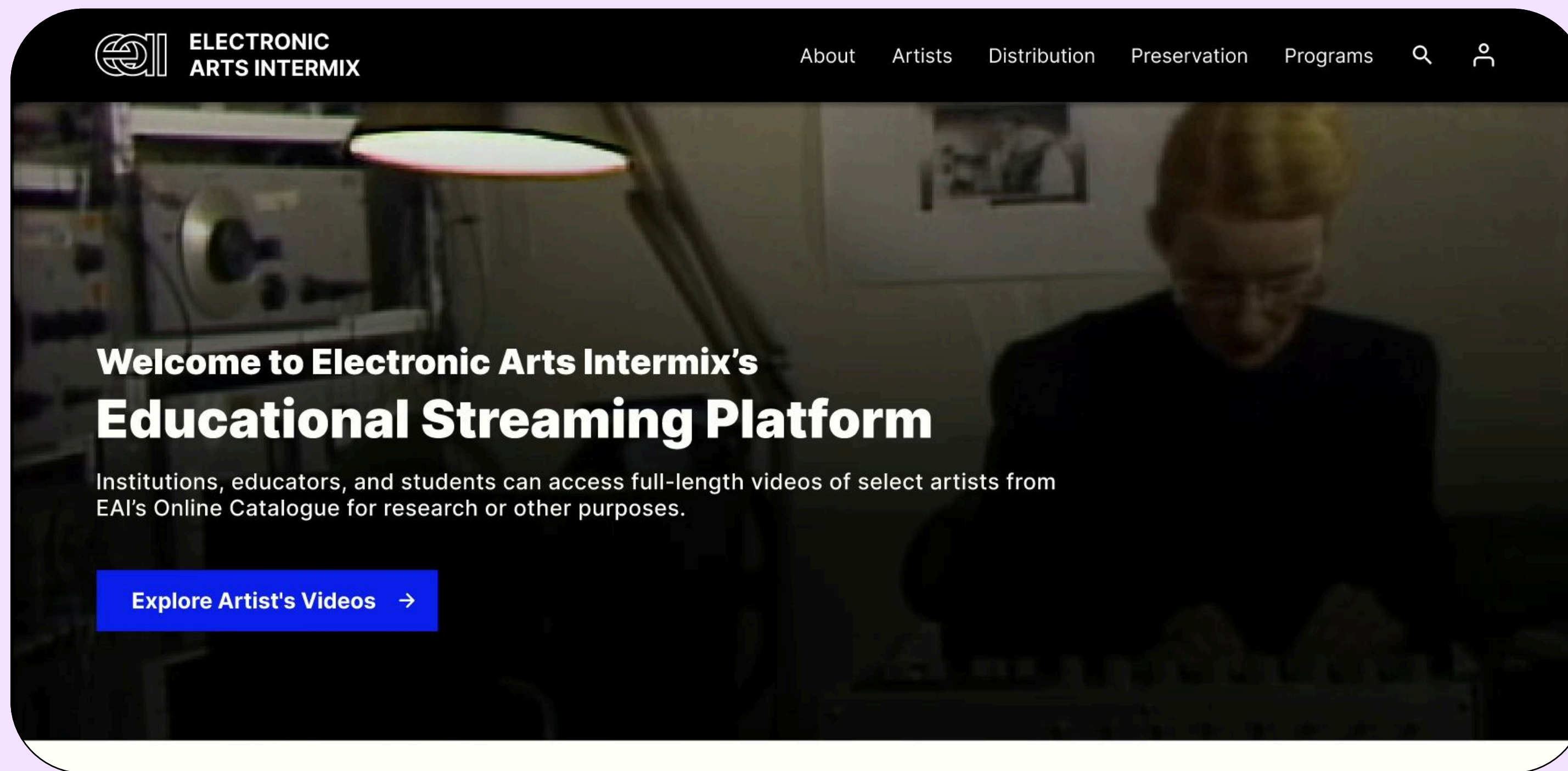
0/3 interviewees read the [entire] home page introduction

Content Presentation

2/3 users still **did not** know what EAI was after finishing the interview

“Even after exploring, I don’t know what the website’s main purpose is.”

Show users who EAI is and why they are here



Provide **quick glimpses** into what EAI offers

Clear and concise indication of why the users are on the site

Clearly describe EAI and EAI's goals

What EAI does

A short history about EAI

How the Education Streaming Site helps EAI's goals

Who we are

Preserving and Distributing Video Works and Media Art

Founded in 1971, Electronic Arts Intermix (EAI) is a nonprofit that preserves and distributes over 5,000 video works by experimental artists from the 1960s to the present.

We make these works accessible to museums, institutions, educators, and students worldwide through exhibitions, screenings, and our Educational Streaming Site to **ensure their preservation and relevance.**

[Read Our Story](#) →



More snippets into what EAI has to offer

*See Appendix for three different mission statements

Showcase the main services EAI provides


Read about the **educational resources and access the streaming site** from the home page

Read **how EAI supports artists** and checkout the full artist catalog

Highlighting virtual exhibitions for more user engagement

What we do

EAI's work includes a diverse range of services to artists, institutions, and the public:



Educational Streaming Catalogue

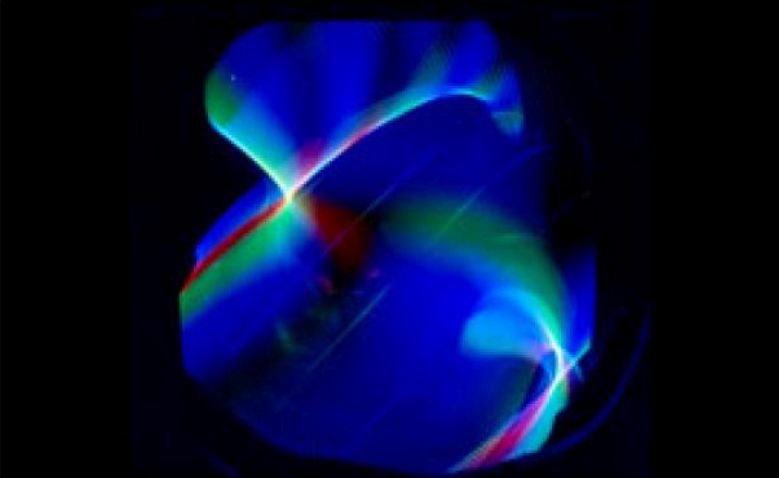

EAI's Educational Streaming offers resources to deepen appreciation of the artists. Subscribers can use the Educational Tool Kit to take timestamped notes, create, export, and share collections.

[Explore Educational Catalogue](#)

Supporting Artists

Through preservation and distribution, EAI ensures the legacy of video and media artists thrives in the digital age. Half of subscription revenue directly supports the artists in EAI's catalog.

[Browse Artist Catalog](#)




Virtual Exhibition

EAI curates thematic groupings from its catalog to create "virtual exhibitions," featuring special series, curated programs, and anthologies that highlight the diverse topics and styles of video art.

[Check out Special Series](#)

EAI's navigation and interactions clash with user familiarities



Vito Acconci


Overview

The influential, provocative and bodyworks, performance, film, remarkable body of conceptual dialogue between artist and vi

- Overview
- Biography
- Bibliography & Links
- Images +
- Documents +
- Related EAI Public Programs +

Titles

- Three Attention Studies
- Three Frame Studies
- Vito Acconci: Five Audio Work
 - Running Tape
 - The American Gift
 - Under History Lessons



Eleanor Antin

Overview

Eleanor Antin, who has worked characters, autobiography and performance-based video work ballerina, a king, a nurse – in h

- Overview
- Biography
- Bibliography & Links
- Audio +
- Images +
- Documents +
- Related EAI Public Programs +

Titles

- Representational Painting
- The King
- Caught in the Act
- The Ballerina and the Bum
- The Little Match Girl Ballet

Navigation & Information Architecture

2/3 interviewees were confused when going through the site

“I’m expecting to see something that will guide me to start exploring”

Tailor content to student preferences

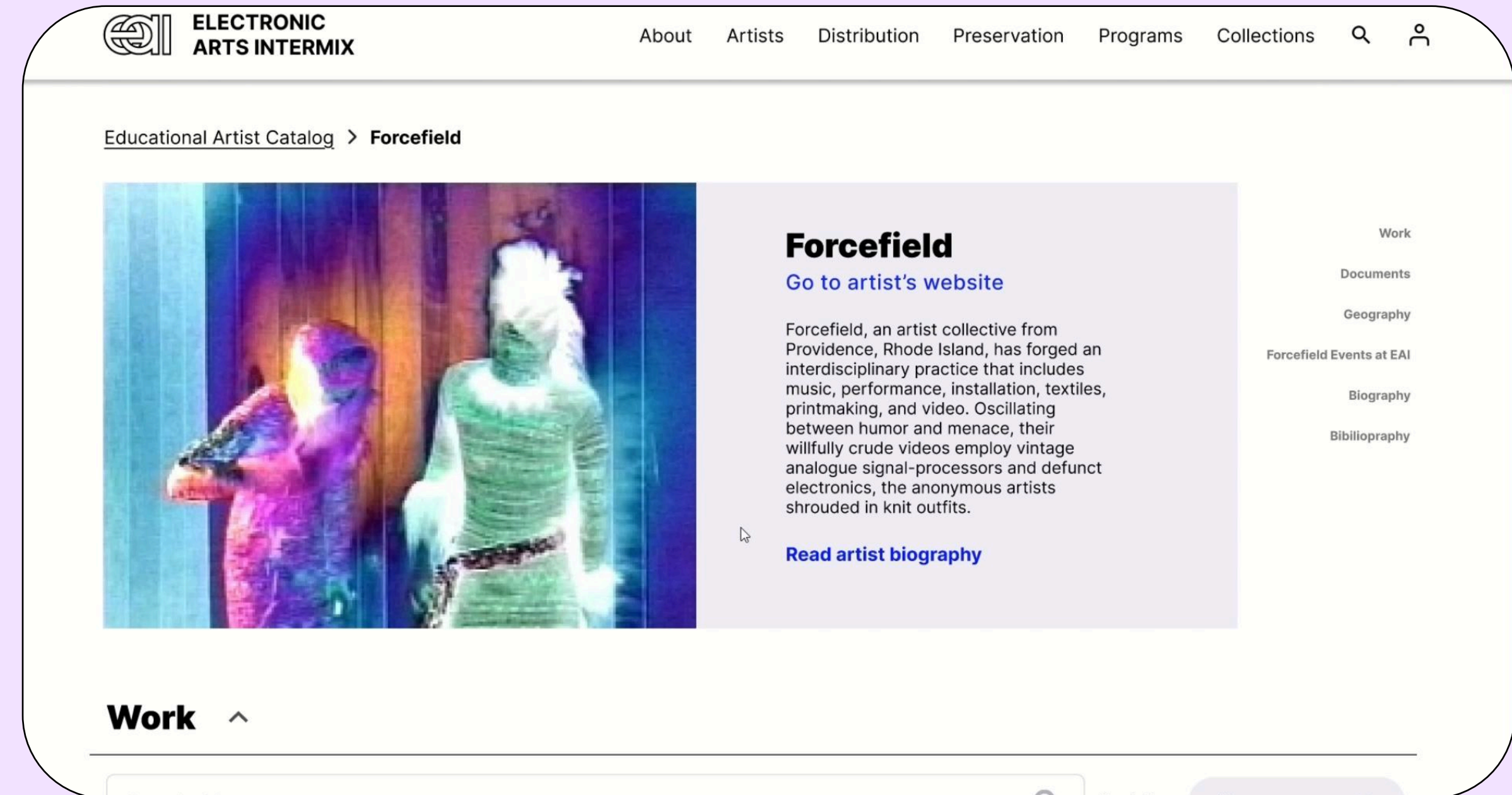
Add visual touches that students are looking for while keeping EAI's minimalistic look

Consistent navigation throughout the site

Clear hierarchy to direct the user through the site

Hover previews & auto play for video files

Video minimization so users can explore & watch simultaneously

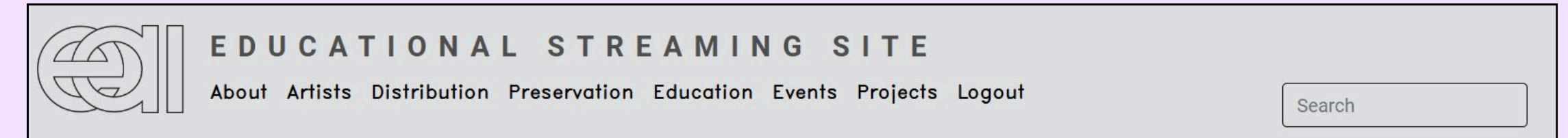


Condense pages and make content easily accessible

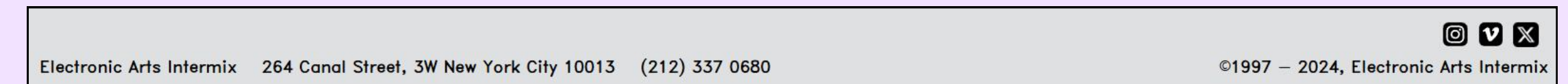
Reduce the main navigations to make the header of the site look not as overwhelming

*See Appendix for revised site map

Current Navigation

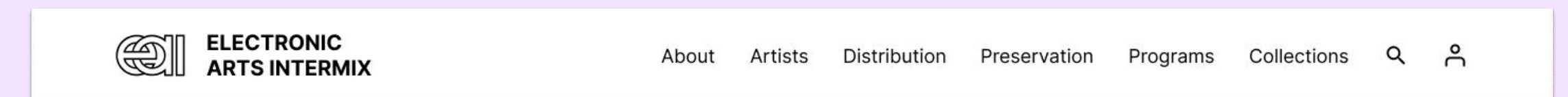


Header

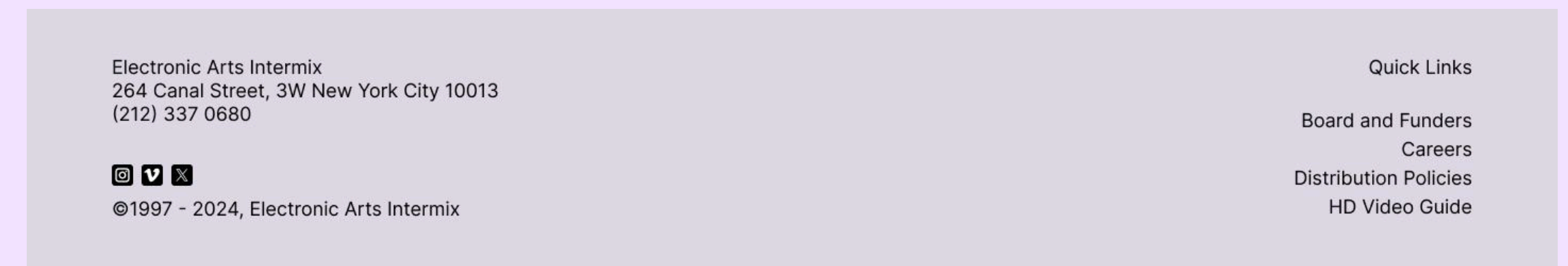


Footer

Proposed Navigation

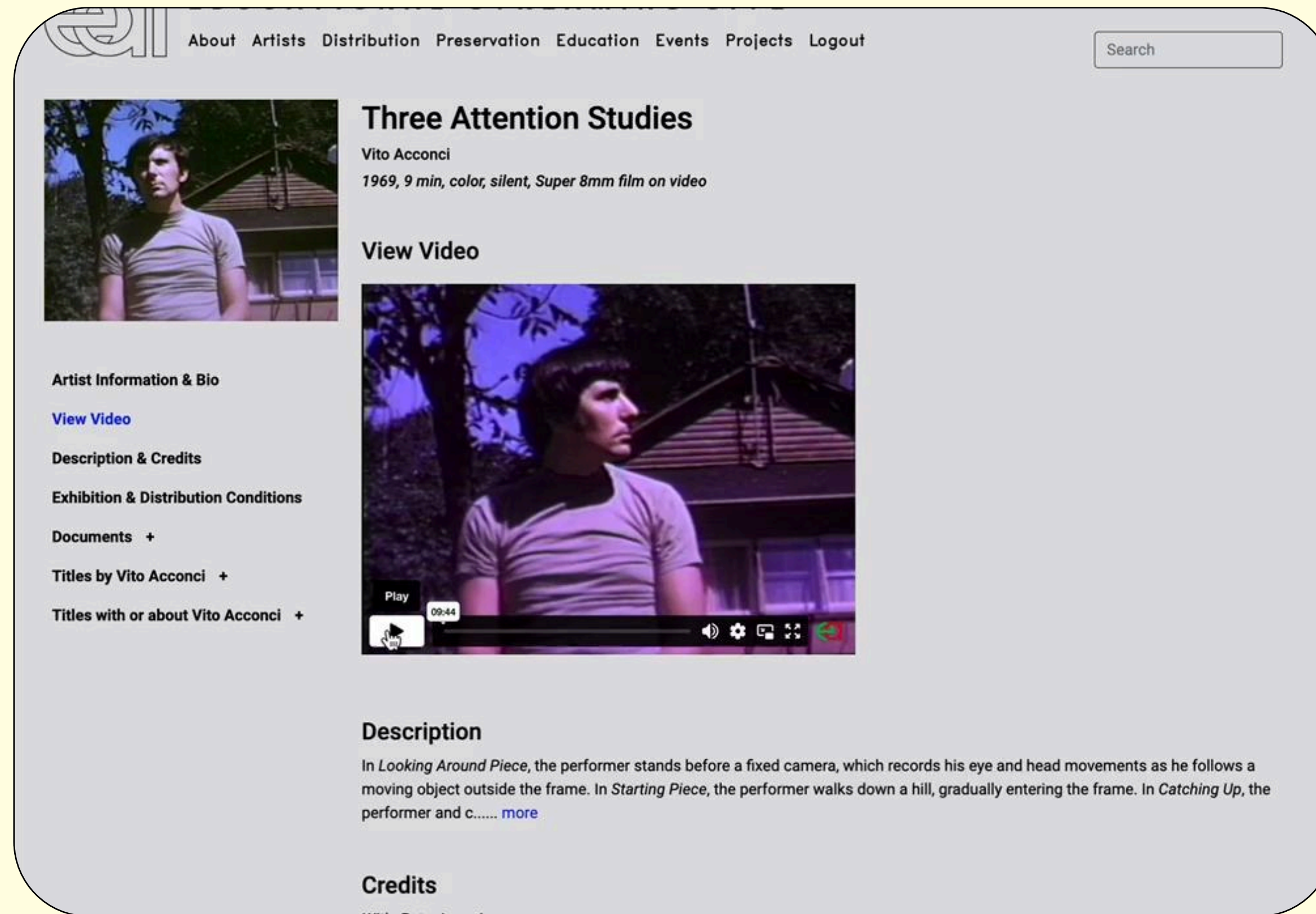


Header



Footer

Users want more ways to engage with videos



Video Player Experience

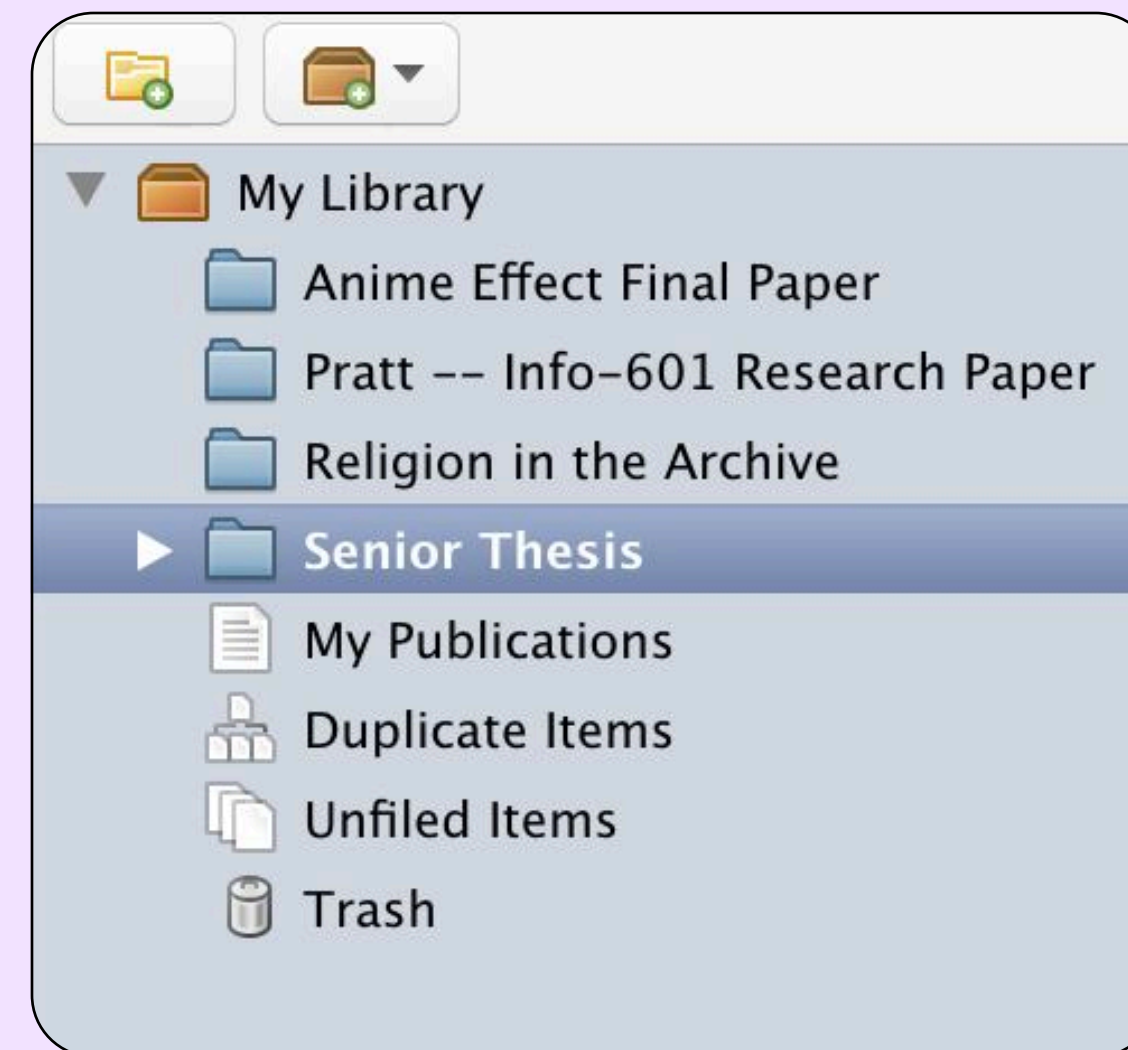
3/3 users wanted better ways to interact with the video and a familiar video player experience

“There needs to be something else on the video page to make it interactive”

Foster interaction with EAI using new educational tools

To make the **educational platform more education-centric**, we focused on the tools and features that users typically rely on for research.

Drawing inspiration from both the **physical world** and other **online research platforms**, we created an environment that enhances the research experience.



Title	Creator
'America' as desire and violence: Americanizat...	Yoshimi
American Armed Forces Radio No 155	
American Country Music in Japan: Lost Piece i...	Furmanov...
American Educational Influences on Japanese ...	Takeshi
Collection: MC90. Jim Grubbs Armed Forces a...	
"ERSATZ AS THE DAY IS LONG": JAPANESE POP...	Perry
Far East Network (American Forces Radio Net...	
Formations of Mass Culture	Ivy
Gerald and Rella Warner Japan Slides // Lafaye...	
Honky-Tonk Tokyo	
Japan Comes to Music City	McGraw
Looking Both Ways: GI Songs and Musical Exot...	Waseda
Made in Japan: studies in popular music	Mitsui
Postwar Japan As History	Andrew G...
The Far East Network Okinawa: Impact, influe...	Aiken
The Gender of Nationalism: Competing Mascu...	Karlin
The Making of Black Ivy Style	Trebay
Transactions, transgressions, transformations...	Fehrenbac...
U.S. Air Force Band of the Pacific rocks Kuma...	AFN Iwakuni
Y'All Come: Japan's Country Music Scene	Kitazawa

Introducing

The Educational Toolkit

Citations

Timestamped note-taking

Similar videos to aid in topical research

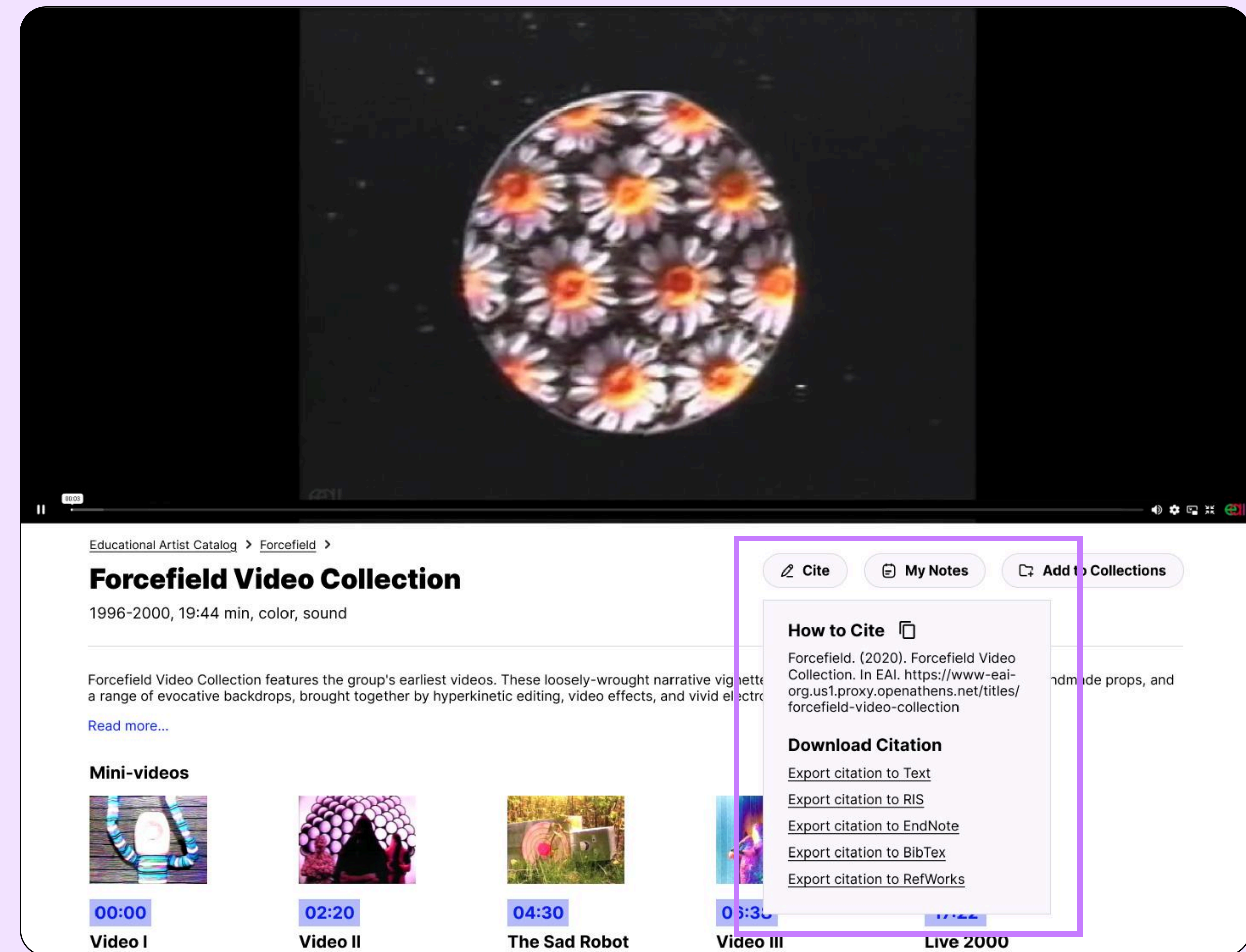
Personalized, shareable collections

Discussion boards to collaborate

Citations

A button underneath every video and item on the EAI site that solves the problem of citing films and documents.

"I like the cite button. Citing films is difficult."

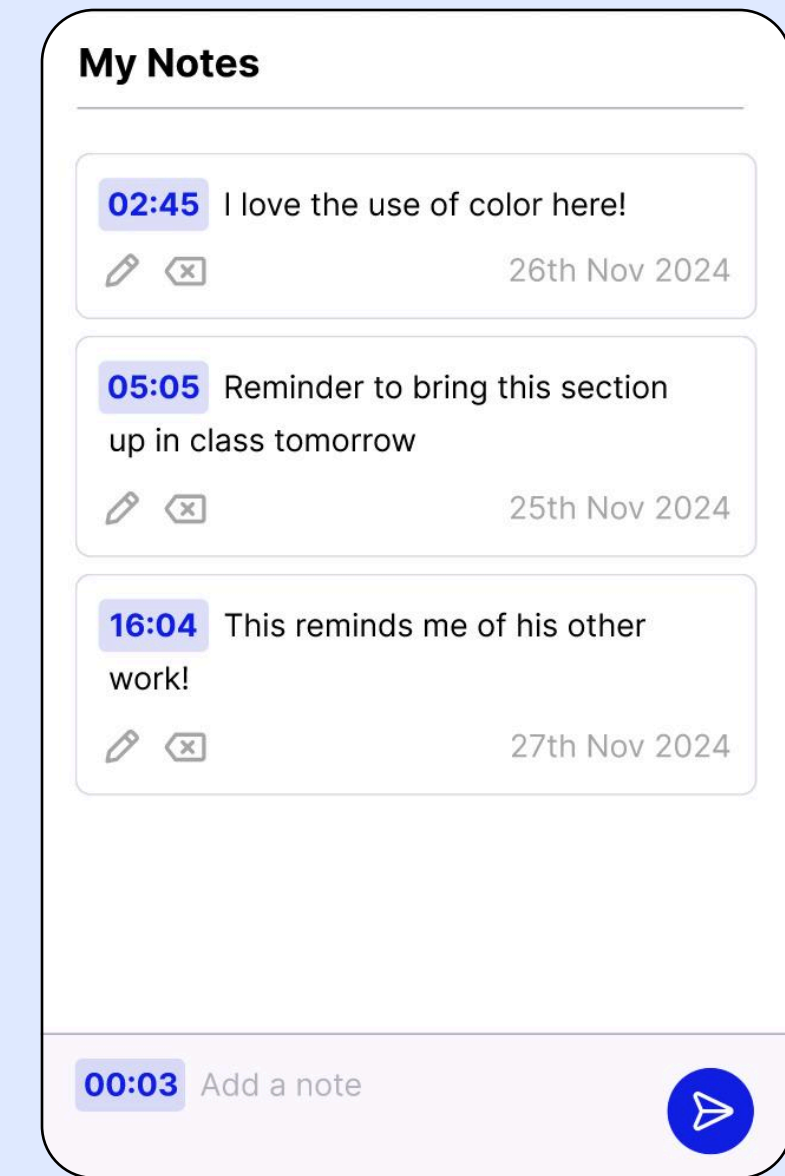
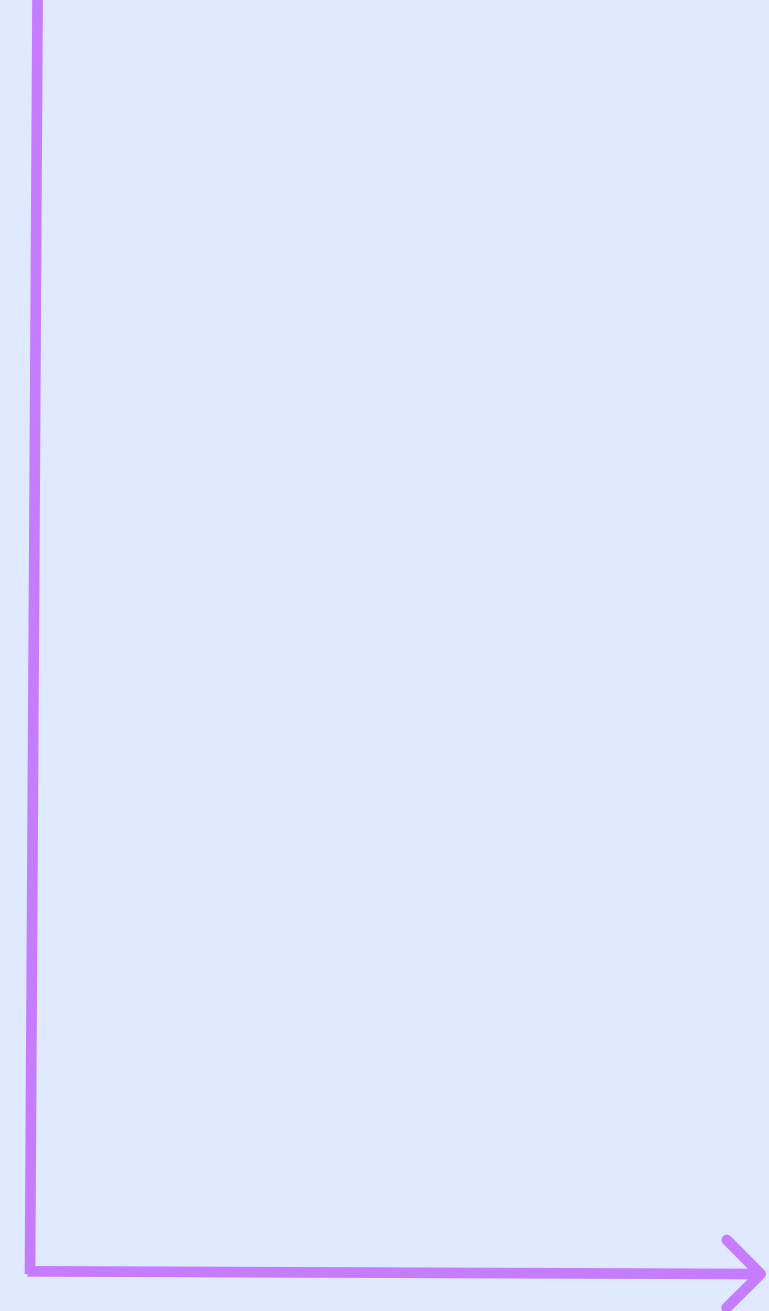
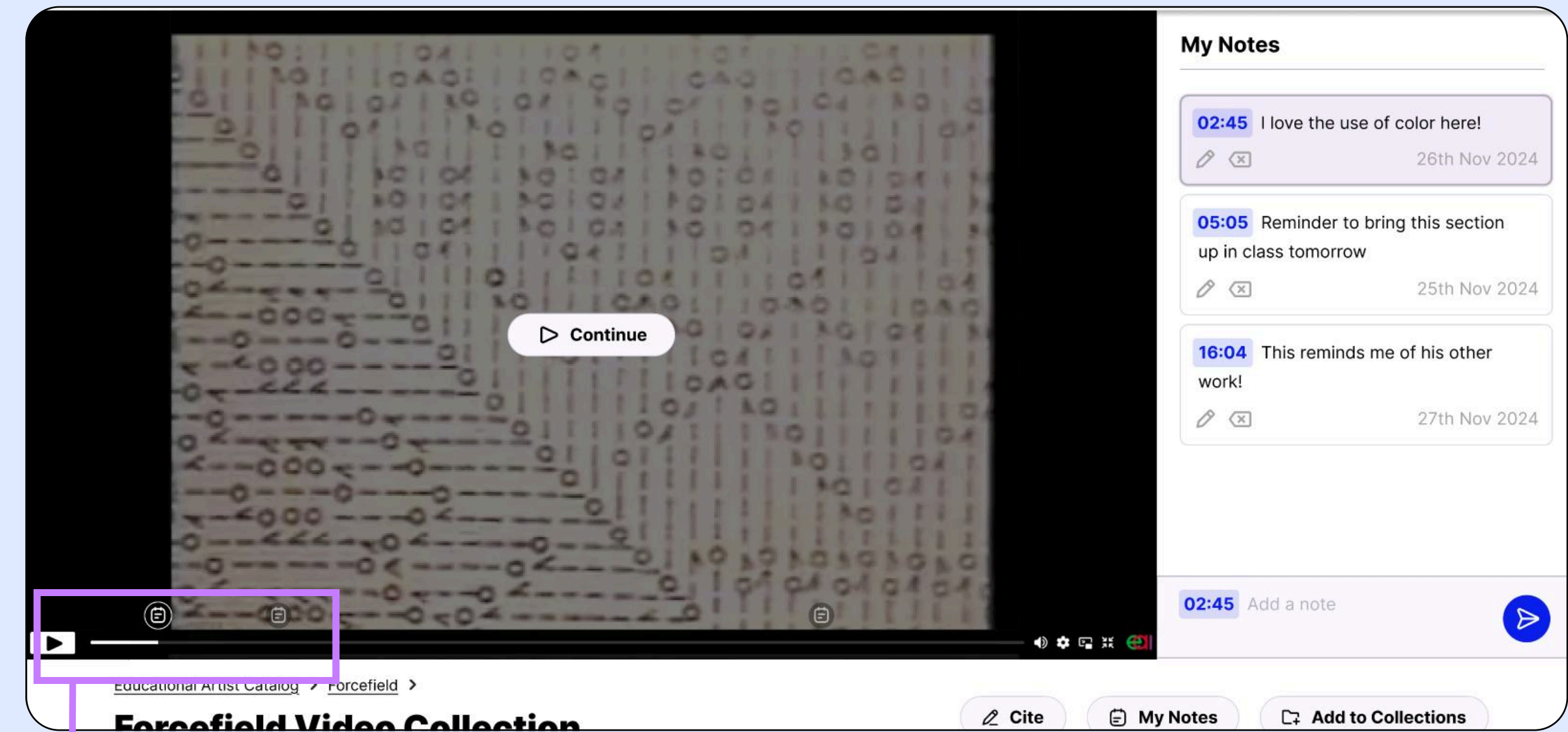


Timestamped note-taking

Timestamps that help users track their thoughts and the thoughts of other students.

“You can leave notes on certain time codes... it’s something a lot of video editors and film post-production people use.”

“I want to take notes async to watching the video.”



Similar videos to aid in topical research

Videos with similar themes and by the same artist laid out on the same page help aid with research.

“I like a new feature to this layout which is I can see more similar work which I think can be really useful as well.”

Educational Artist Catalog > Forcefield >

Forcefield Video Collection

1996-2000, 19:44 min, color, sound

Forcefield Video Collection features the group's earliest videos. These loosely-wrought narrative vignettes combine Forcefield's shrouded figures, handmade props, and a range of evocative backdrops, brought together by hyperkinetic editing, video effects, and vivid electronic soundtracks.

[Read more...](#)

Mini-videos

- 00:00**
Video I
1996, color, sound
- 02:20**
Video II
1996, color, sound
- 04:30**
The Sad Robot
1996, color, sound
- 06:38**
Video III
2000, color, sound
- 17:22**
Live 2000
2000, color, sound

More from Forcefield

- Third Annual Roggabogga**
2002, 21:24 min, color, sound
- ZMTRX**
2002, 21:24 min, color, sound
- Forcefield Assassins**
2002, 21:24 min, color, sound

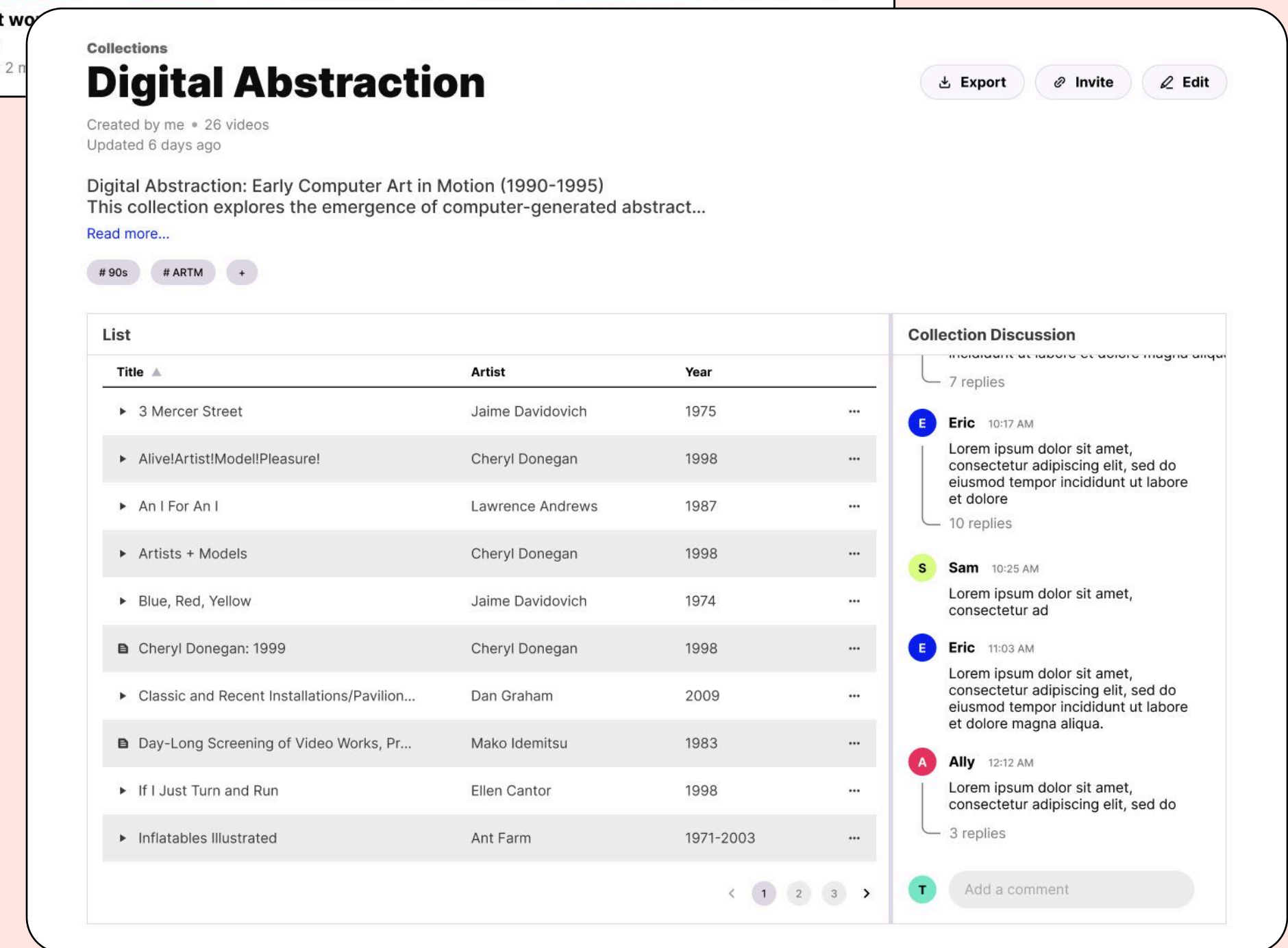
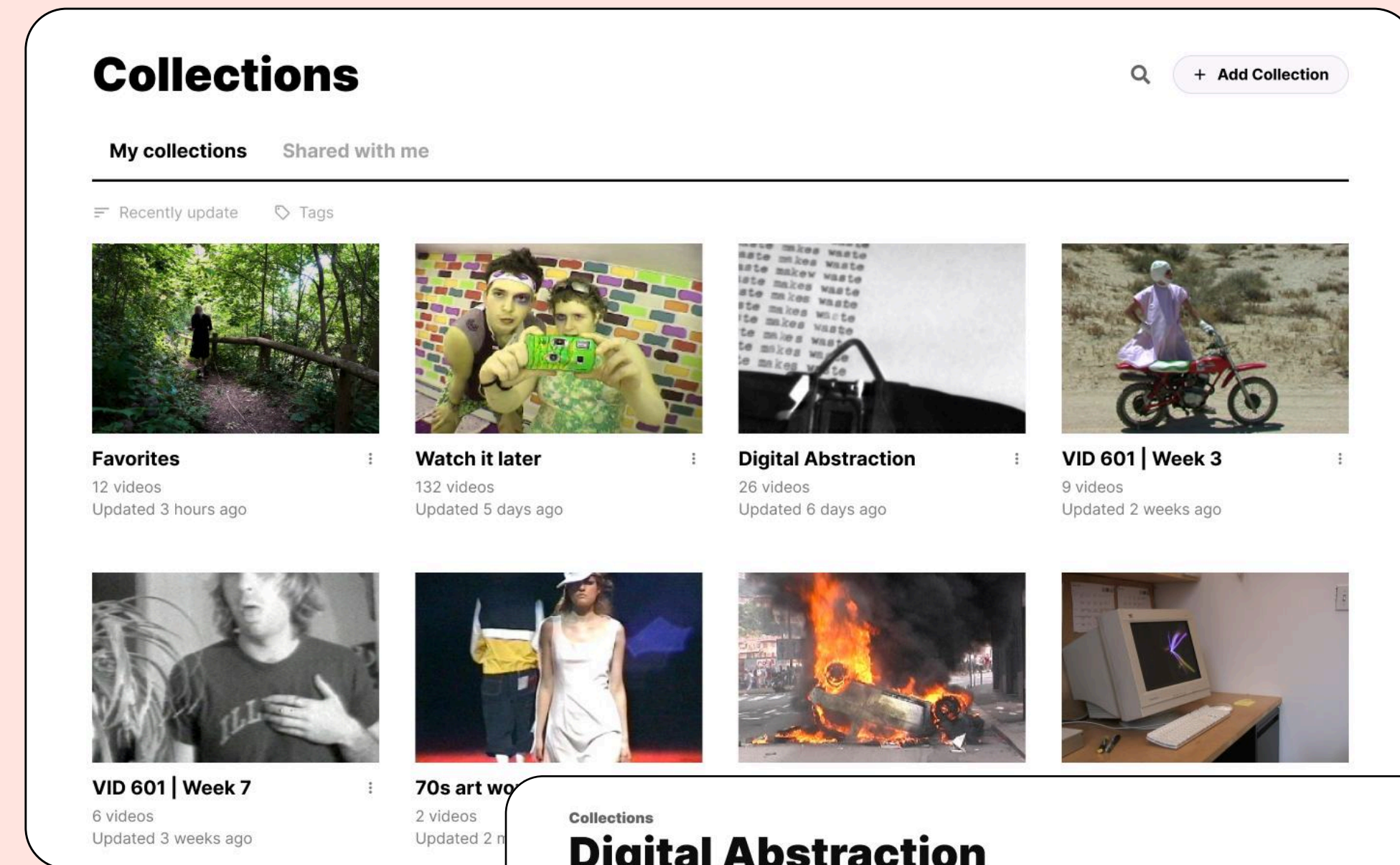
Similar works

- Skin Matrix**
by Ed Emshwiller
2002, 21:24 min, color, sound
- Beneath the Skin**
by Cecilia Condit
2002, 21:24 min, color, sound
- Documenta 6 Satellite Telecast**
by Joseph Beuys, Douglas Davis, and Nam June Paik
2002, 21:24 min, color, sound
- AI and I**
by Cecilia Condit
2002, 21:24 min, color, sound

Personalized, shareable collections

- Customizable titles, descriptions, and tags
- Option to create collaborative collections

“I like that you can create a collection of like, oh, these are the films that I want to use for this project; oh, these are films that have a similar vibe.”

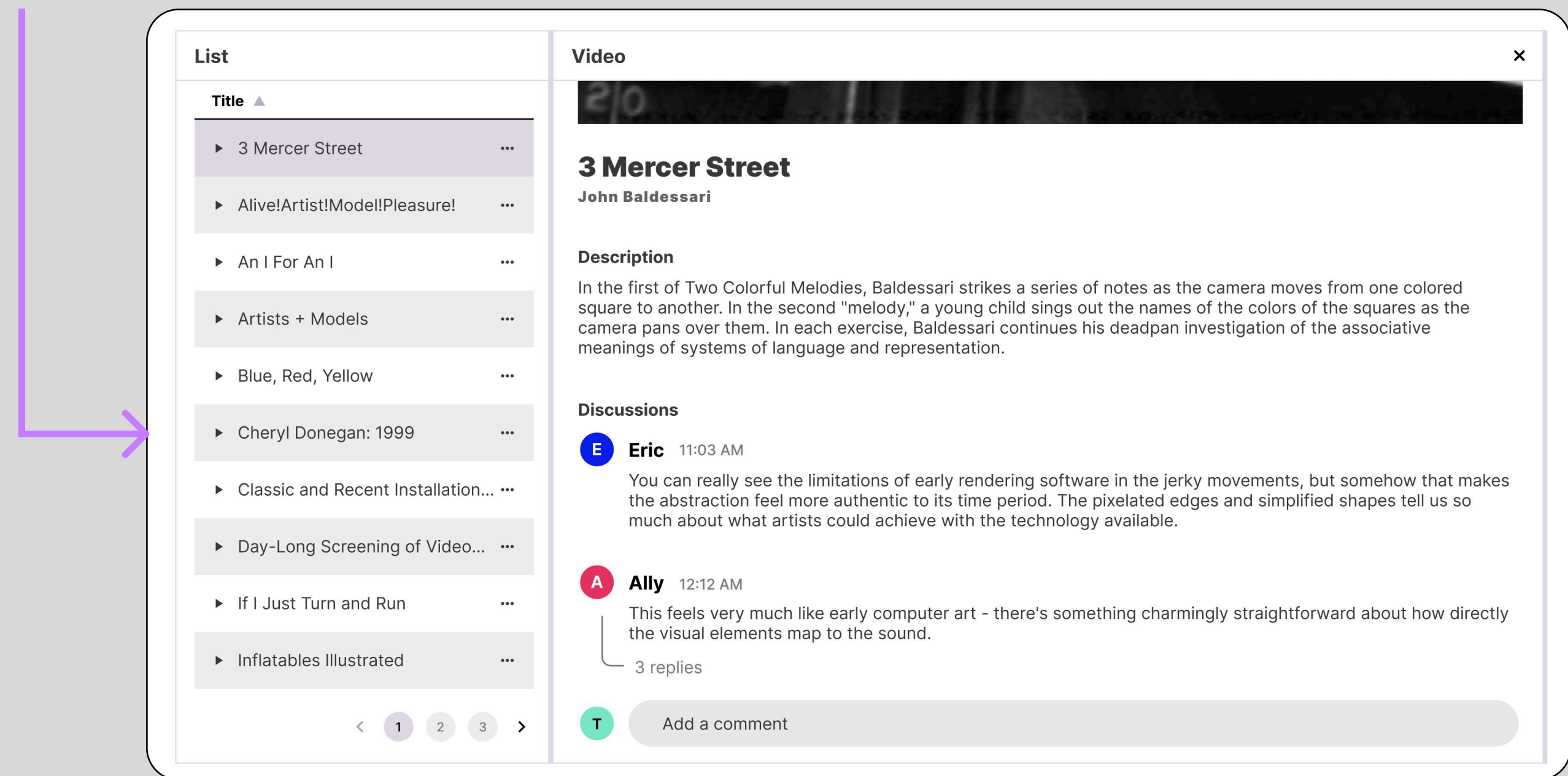
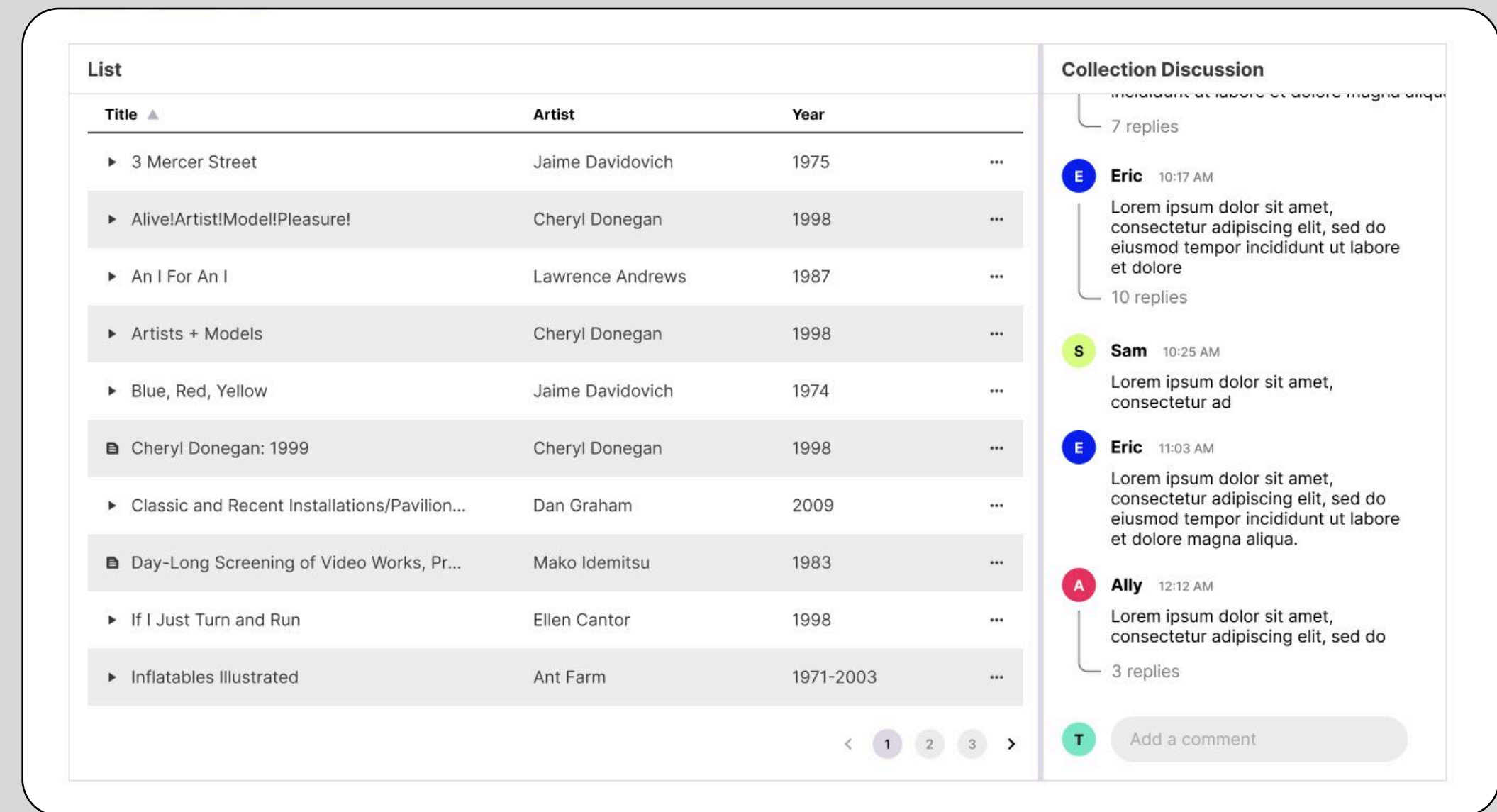


Discussion boards to collaborate

Discussion board on the collection & item level.

“I’m always curious about people’s thoughts. So this is a nice way to get a summary of what everyone’s thinking quickly.”

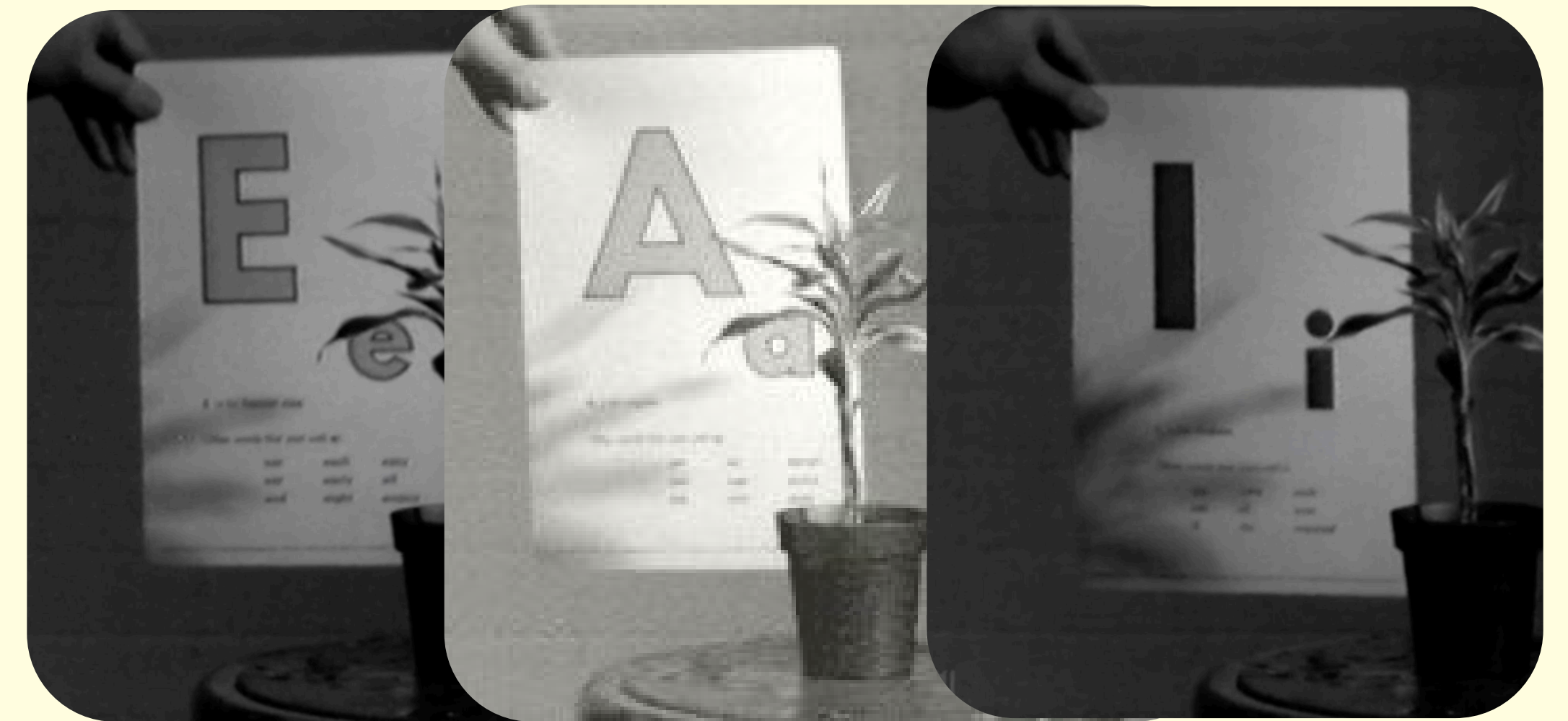
[Prototype link](#)



CONCLUSION

EAI is filled with amazing content that users found too hard to find, save, and share.

Our recommendations enhance the usability of EAI both as a site and an educational tool, reducing the friction between content and users.



Clarify EAI's goals and mission

Helps users understand EAI's mission and the Educational Streaming Site's purpose

Make navigation and information clear

Makes users feel more comfortable using EAI's interface and reduces the learning curve

Introduce educational tools

Transforms EAI into an educational learning site that can easily be incorporated into schools and classrooms

Thank you!

We've LOVED working on this project



Appendix

Appendix | Methodology

3 users completed **baseline interviews** of the current EAI website by completing a series of 5 tasks

From there, we came up with **three different recommendations** and created multiple prototypes for each

2 users tested two different prototypes of **the first site iteration**

2 users tested two different **video page** prototypes

2 users tested three different **collection page** prototypes

4 users tested two different **MVP page** prototypes

2 users tested the **final flow iterate**

15 users tested	
3 users	baseline interviews
2 users	first iteration interviews
2 users	video page interviews
2 users	collection page interviews
4 users	MVP page interviews
2 users	Final flow iterate

Appendix | Methodology

DECEMBER 4, 2024

EAI USABILITY REPORT

3 users

Baseline interviews

and testing of the current EAI website.

10 users

Iterative testing

of both current and future Educational Streaming Service features and tools.

2 users

Usability testing

of our recommendations for EAI.

Appendix | Mission statements

First Person

Founded in 1971, Electronic Arts Intermix (EAI) is a nonprofit organization that supports the creation, sharing, and preservation of media art, primarily experimental video art. We manage one of the world's largest video art collections, with over 5,000 works spanning from the 1960s to the present. Our collection includes influential artists like Joan Jonas, Nam June Paik, and Martha Rosler, as well as new works by contemporary artists like Shana Moulton and Cory Arcangel.

We are committed to making these works accessible to museums, cultural institutions, educators, and students worldwide through exhibitions, screenings, and our Educational Streaming Site to ensure the preservation and relevance of media art. On this site, users are able to interact with our catalog through the Educational Tool Kit by taking time stamped notes on videos, creating personal collections, and exporting collections to share with other subscribers.

Appendix | Mission statements

Standard

Electronic Arts Intermix (EAI) is a nonprofit organization dedicated to making media art more accessible through our Educational Streaming Site. Founded in 1971, EAI preserves and manages an extensive collection of over 5,000 video works by over 200 different influential and contemporary artists. Our online catalog, which is available on this site for streaming, consists primarily of experimental video art from the 1960s to the present. Additionally, 50% of revenue made from subscription fees goes directly to the artists.

The main goal of EAI's Educational Streaming Sites is to provide educational resources that enhance the appreciation and relevance of media artists and their artwork. Subscribers can interact with the videoworks using our Educational Tool Kit, which offers the ability to take time stamped notes on videos, create personal collections, and export collections to share with other subscribers.

Appendix | Mission statements

Short

Founded in 1971, Electronic Arts Intermix (EAI) is a nonprofit resource that preserves and distributes a major collection of over 5,000 new and historical video works primarily created by experimental video artists.

The purpose of EAI's Educational Streaming Sites is to provide educational resources that enhance the appreciation and relevance of media artists and their artwork. Subscribers can interact with the videoworks using our Educational Tool Kit, which offers the ability to take time stamped notes on videos, create personal collections, and export collections to share with other subscribers.

Appendix | Refining the Site Map

The current site map of the website features many links which lead to users losing their way on the site. A **clear, intuitive structure** is crucial to help users navigate effortlessly.

After going through the information and condensing menus, we suggest a refined site map for the website

As **most users wanted to be guided to video streaming** as soon as possible, this is the primary focus of the site

The secondary focus is accessing other parts of the EAI website that is vital to EAI's works

Appendix | New Site Map

DECEMBER 4, 2024

EAI USABILITY REPORT

