

A survey was conducted, followed by interviews, to gain a deeper understanding based on the survey responses

Category	Measurement	Survey	In-depth Interview
Overall	Satisfaction	○	
	Pros & Cons (Other Competing Platforms) – Competitive Advantages	○	○
Learnability	Overall Learnability	○	○
	Onboarding		○
Content Creation	Impressions By Development Stages	○	○
	Impressions By Development Features		○
	Impressions of Updated Features	○	○
	System Usability Scale (SUS)	○	
	In-house UX Evaluation Criteria	○	
Publishing	Impressions By Publishing Stages		○
	Impressions By Publishing Stages (Other Competing Platforms)		○