

Content was hidden for confidentiality
(Confidential information)

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INTRODUCTION

The usability test is a type of testing that has the purpose of measuring ease of use of the system by its intended users, thus providing feedback on efficiency of use and on user experience. Conducting usability testing as part of the software development process targets a better understanding of the system's users and their needs and ensures higher rate of user engagement and system usage. Results of usability testing are drawn upon during system design and development to ensure user satisfaction and efficient system use.

The usability testing process involves a series of steps, starting with identifying tasks to be tested and system user groups that will be completing these tasks on the system. Next, a representative sample of each user group is chosen to participate in the tests of identified tasks. The following step involved designing a scenario of each of the task and generating instructions for the user to carry out these tasks. During the tests, two administrators required to share the activities of instructing and interviewing the user, operating video equipment, noting problems, and speaking to any observers. Finally, depending on the issues raised during the usability testing procedure, recommendations are made to modify the initially proposed design to fit users' needs and expectations.

References:

Usability testing: http://en.wikipedia.org/wiki/Usability_testing

Jakob Nielsen. Usability engineering <http://www.useit.com/alertbox/20000319.html>

U.S. Department of Health & Human Services: <http://www.usability.gov/refine/learnusa.html>

Acronyms and abbreviations:

Observer	Observer of the user behavior and the one who provide based on expert knowledge of design principles and guidelines the usability recommendations. The observer should be aware of the test scenarios and the project goals.
Participant	The end user of the system, the person who sits at the computer and performs the defined tasks.
Facilitator	The host of the workshop and the person who welcome, gives the tasks, and encourage users to think out loud.
UX	User experience according to NNgroup , "User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products. The first requirement for an exemplary user experience is to meet the exact needs of the customer, without fuss or bother. Next comes simplicity and elegance that produce products that are a joy to own, a joy to use. True user experience goes far beyond giving customers what they say they want, or providing checklist features. In order to achieve high-quality user experience in a company's offerings there must be a seamless merging of the services of multiple disciplines, including engineering, marketing, graphical and industrial design, and interface design.

EXECUTIVE SUMMARY

This document describes results of a usability evaluation of the Top-Up service at (Confidential information) website under My Account section. The usability study focus was on qualitative feedback from representative users on the design and scenario for the Top-Up service that was held between March 26th, 2011 & March 29th, 2011.

This evaluation was conducted at Starbucks café in Queen's Quay St., Toronto. The design was evaluated in individual interactive sessions with random 5 people who reflected demographics of (Confidential information) website.

Participants were able to easily access their account and use their credit cards. However, participants had difficulty finding the Top-Up link under My Account section, understanding what Top-Up means, starting the top-up process without the help of the moderator, and where to buy the Top-Up codes.

Overall, participants had difficulty understanding what Top-Up is, where to Top-Up, and how to Top-Up. This confusion prevented them from achieving their goals successfully with proper satisfaction and understanding. Areas for improvement include different labeling and copy for the service or to provide help with clear call to action links which require minor modification to the existing layout.

BACKGROUND

The purpose of this study was to obtain comments and performance feedback on the Top-Up service scenario and design. It was planned to use this information to improve the current existing design, ensuring the user's behavior is considered and the user experience is maintained. The Top-Up service was evaluated in one-on-one interactive usability sessions with representative users.

TEST OBJECTIVES

To identify usability issues with the Top-Up service using a systematic performance-based approach, people who use the service were observed doing so and noted what they did and said. Representative users were asked to perform specific tasks for the Top-Up service.

This test was designed to answer these questions:

- How easily and successful did users topped their accounts?
- What questions and problems did users have?
- Where did users make mistakes? Were they aware that they had made mistakes? If not, why not? If so, what did they do to recover?
- What aspects of the Top-Up service are difficult to understand?

PARTICIPANTS

There were a total of 5 participants, 2 males and 3 females and all had previous internet experience before and educated with university degree.

2 of the participants arrived to the country within the past year as new residents.

OBSERVERS

There was one facilitator for the study. (Confidential information) team, following a script greeted participants, explained the study to them, and introduced the tasks participants were to perform during the session. (Confidential information) also took detailed notes to gather data from the session on how users achieved their goals, what scenarios they followed to achieve their goals, how did they understand the tasks, administered questionnaires, and asked some follow-up questions.

TASKS

In our study, participants were asked to use (Confidential information) website to achieve certain goals for tasks provided. The instructions for each task were designed to "exercise" the Top-Up service for various behaviors.

Tasks were:

- Charge your account with enough credits to cover your monthly plan and add-on fees.
- Use your visa card to charge your account.
- Change the credits amount to cover only one day calls.

TEST FACILITY

The usability sessions were conducted at Starbucks café in Queen's Quay St. using laptop. The facilitator directly observed the participant during the session.

Participants were handed a telephone number and credit card to use if needed during the session.

TEST ADMINISTRATOR TOOLS

At the beginning of the session, participants were asked about some personal information. At the end of the session, participants completed a satisfaction questionnaire in which they rated their tasks ease of use on a scale 1-7 where 1 is easy and 7 is difficult.

The test was administered with the use of a moderator's guide or session script, which was used by the facilitator as a script for the session to ensure that all participants received the same instructions and tasks. A modified version was used by the facilitator for collecting data.

Test participants received verbal and printed descriptions of the tasks were asked to do.

PROCEDURE

5 participants took part in the usability evaluation of the Top-Up service under My Account at (Confidential information) website. Each of the 5 participants attempted to perform the tasks they received during the session.

The individual sessions lasted 30 minutes for each participant, and included several components, all of which are included in the Session Script.

USABILITY MEASURES

Key usability goals included:

- Effectiveness, which refers to how accurately and completely users are able to complete their tasks
- Efficiency, or how quickly users are able to carry out their tasks accurately
- Satisfaction, which relates to the subjective responses users have to the system

The quantitative performance measures included:

- Percentage of tasks completed successfully (effectiveness measure)
- Time to complete specific task (efficiency measure)

The qualitative measures included:

- Feedback from the pre-test interview
- Verbal feedback during and after the session

USABILITY RESULTS

.1 Task 1

Goal: Find Top-Up Link

Severity: Critical

Task: Charge your account with enough credits to cover your monthly plan and add-on fees.

Findings:

- 3 out of 5 participants failed to perform the task without moderator help.
- All participants looked for the link on the body of My Account page.
- 2 out of 5 users didn't see where the top-up link is during the first 30 seconds.
- 3 out of 5 users used the link placed in the header.

“Where can I find “charge” or “purchase”?”
“What is top-up?!”

Satisfaction:

These subjective data are based on scale of 1 to 7 where 1 is easy and 7 are difficult.

Participant #	Rating
P1	1
P2	1
P3	1
P4	2
P5	2

Task duration:

These subjective data are based on time was taken to perform the task (the estimated time was 3 minute).

Participant #	Time(min)
P1	4.15
P2	3
P3	2
P4	1.1
P5	<60

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Recommendations:

- Participants faced difficulties understanding where should they click to charge their accounts, it advised to use different word/label or call to action (CTA)
- To achieve better performance, change the CTA from link into button.
- When user choose their phone type, show shortcuts to pages/services related to their plans
- Increase user interaction by highlighting the CTA on the sidebar (Right column)

.2 Task 2

Goal: Test Credit Card cycle

Severity: Critical

Task: Use your visa card to charge your account.

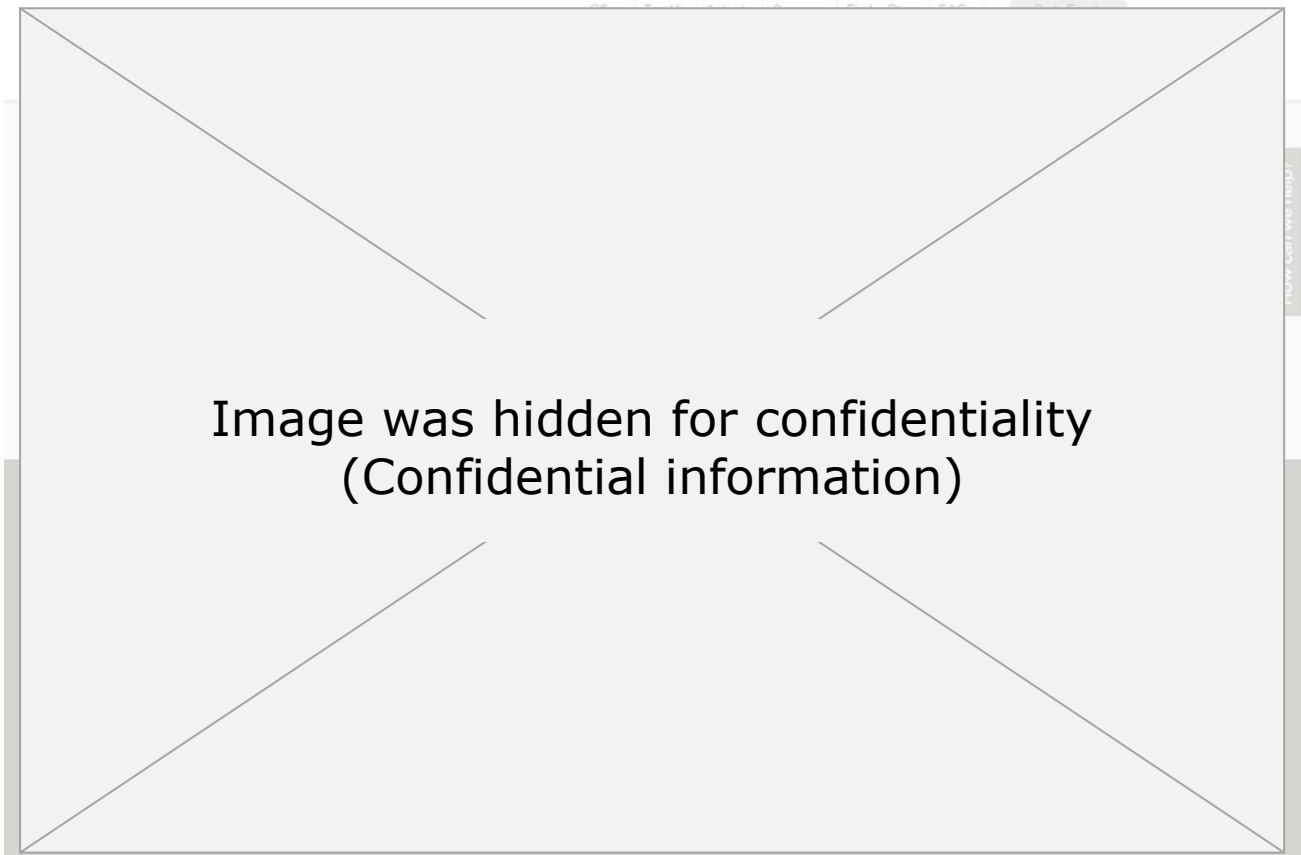


Figure 13.2.1

Findings:

- 3 out of 5 participants hesitated to enter their phone number as they were not sure of the text field label.
- All participants were able to choose the credit card option.
- 2 users hesitated to use their credit card for safety reasons.
- 1 user asked where should credit card data be entered

"What is a (Confidential information)?"
"Do I add my telephone number here?"
"Where can I find the top-up code?"



Figure 13.2.2

Satisfaction:

These subjective data are based on scale of 1 to 7 where 1 is easy and 7 are difficult.

Participant #	Rating
P1	1
P2	2
P3	4
P4	3
P5	5

Task duration:

These subjective data are based on time was taken to perform the task (the estimated time was 2 minutes).

Participant #	Time(min)
P1	2
P2	1.2
P3	>1
P4	1.2
P5	>1

Out of the test, these screens were captured:

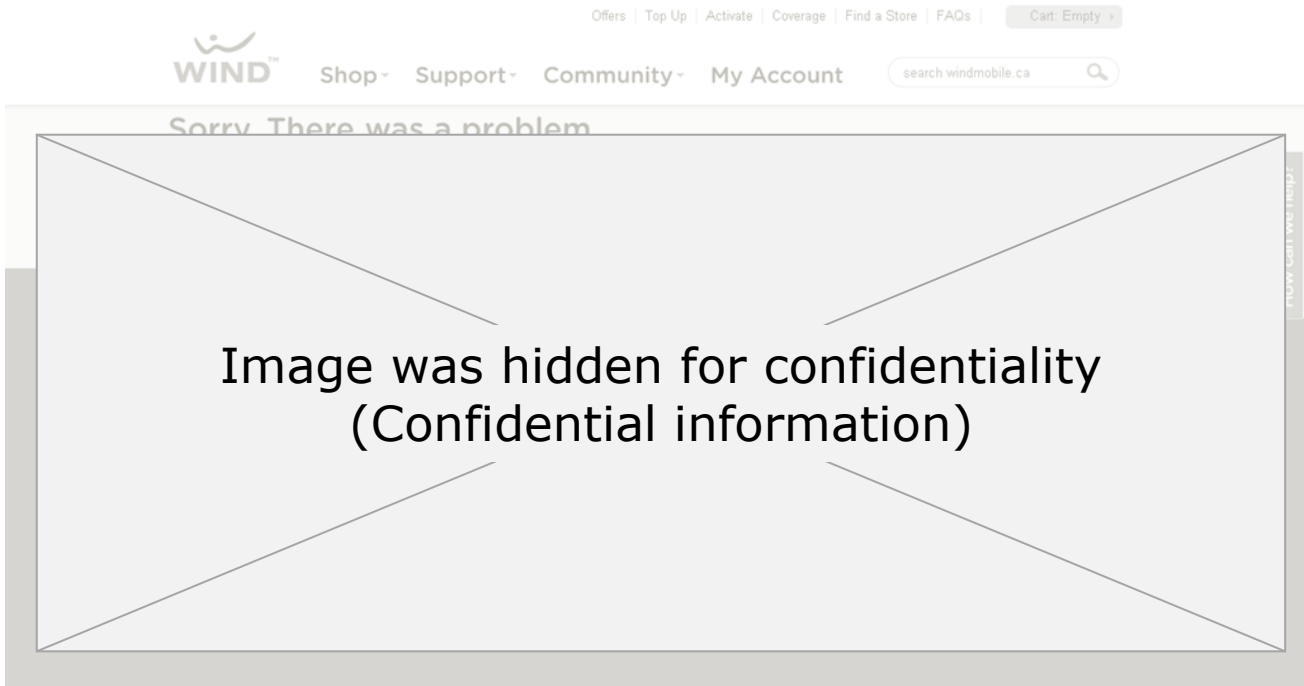
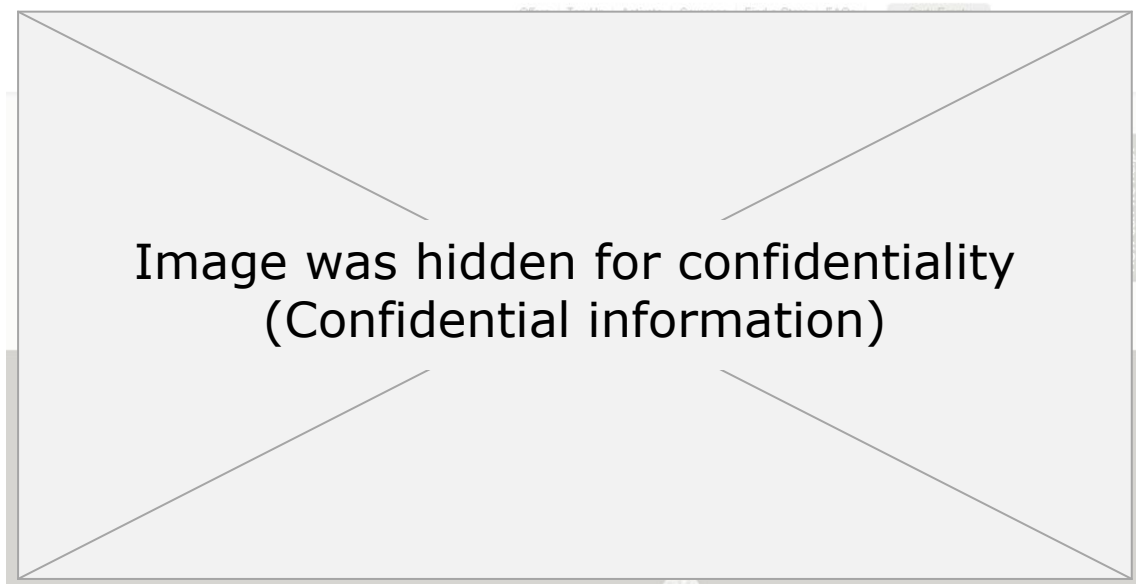


Figure 13.2.3

Recommendations:

- It's advisable to have a link to where a Top-Up code can be purchased on this page similar to the one on the home page. To keep the user on the same page, it's advisable to have the data within the same page show on demand.
- For logged in users, the message of "...check your usage services first, [log in to my account](#)" will need to be changed into "check your [usage services](#) first".
- Preferable to use "log in to your account" Vs. "log in to my account" for none logged in users.
- Adding 3rd party endorsement will increase users trust and safe information.
- Advisable to show number of steps users will take to complete the top-up process.
- It's preferable to use same error style & placement on top of the form.
- This error occurs if user didn't enter the phone number, it's recommended to mention this within the error message and how to solve it. Error messages are in plain language and informative.
- If clicking the button without full data was entered, it's advisable to disable the button until user choice is made.
- It's recommended to provide a link for users to contact the administration or report the error, also error messages describe actions to remedy a problem and contact details for assistance.
- Error messages should provide a clear exit point
- It's recommended to provide alternative/suggested links e.g. go back/return or/and top-up another number.
- Preferable to remove the link to top up new number to reduce errors or hit by mistake
- 2 out of 3 users asked on where to purchase the top-up codes



- Preferable to add a link to where Top-Up codes can be purchased
- Recommended to add an image illustrating the Top-Up code on vouchers or how to use
- Button label preferred to have stronger CTA and to describe the next page and set user expectations.
- Alert the user if the Top-Up amount is less than the minimum same as with the maximum Figure 13.2.2.
- To increase user satisfaction, it's advisable to show any taxes within the same page Figure 13.2.2.

- Stronger CTA performed well in most usability studies, it's recommended to change button label in Figure 13.2.2. with stronger CTA that describe the next page and set user expectations e.g proceed to checkout
- To reduce page abandonment rate, it's preferable to have one CTA on this page and remove the "top-up another number" link.
- Adding 3rd party endorsement will increase user confidence with the online payment.

.3 Task 3

Goal: Testing user navigation behavior

Severity: Normal

Task: Change the credits amount to cover only one day calls.




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Findings:

- 2 out of 5 participants were unable to edit or change their credit amount.
- 3 out of 5 participants hit the back button on the browser.
- None of the participants read the text below the button.

Satisfaction:

These subjective data are based on scale of 1 to 7 where 1 is easy and 7 are difficult.

Participant #	Rating
P1	1
P2	4
P3	3
P4	4
P5	2

Task duration:

These subjective data are based on time was taken to perform the task (the estimated time was 5 minutes).

Participant #	Time(min)
P1	2
P2	3.6
P3	1.2
P4	1
P5	3

Recommendations:

- Allow users to edit their selection/amount by adding edit link beside the button or amount (simple back to previous page script)
- The text below the form is related to the form and it's advisable to have it before the action button.
- Allow users to cancel all operations by providing cancel button.

GENERAL RECOMMENDATIONS

- It's recommended that you show the actual amount that has been paid.
- Consider sending a confirmation email to users with the receipt
- We believe that adding another CTA for another Top-Up might be more beneficial.
- Preferable with the error message to highlight the error field.