Project name HP P&DI Product Advisor Tool

Date May 2, 2000 | Author:

Overview:

This document outlines the UI revisions for the project based on the 1 round of user testing we did at this point.

Number of user testing rounds after this report: 1

Revision # 1

Scenario name, if applicable: All Scenario #, if applicable: All

Page/screen, if applicable: Welcome Page (visual 1)

Revision Type: **DESIGN**

Describe revision in detail:

Change home/home office and Business links to distinct looking buttons.

Reason for revision:

Six out of eight users did not see the links and proceeded to navigate using the primary navigation links.

User comments regarding this issue, if applicable:

"Was that there the first time? I didn't see that. That's what I would have chosen."

User 5

"I didn't see this. I guess this is what I'm supposed to choose (home office) because I'm looking for this for my home. I didn't even see this here."

User 8

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Revision # 2

Scenario name, if applicable: Purchase the product (s) that print, scan & fax

Scenario #, if applicable: 3,4,8

Page/screen, if applicable: Define Needs (visual 3)

Revision Type: **COPY**

Describe revision in detail:

Clearly define workgroup and multifunction visually and by use of appropriate copy.

Reason for revision:

Users tasked to find a product (s) that printed, faxed and scanned did not choose multi-function on their first pass.

Users that were told that multiple people would be using the printer often wrongly selected workgroup, inadvertently losing access to potentially appropriate products.

User comments regarding this issue, if applicable:

"I messed up...I can't choose this I guess?? Hmmm, I do want a printer but I want more functionality....why won't it let me do it?"

-User 3

"Yes, my kids will be using the printer too, so I guess I we're a workgroup."

-User 8

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Revision #3

Scenario name, if applicable: All Scenario #, if applicable: All

Page/screen, if applicable: End of Define Needs (visual 4)

Revision Type: **DESIGN/COPY**

Describe revision in detail:

Remove next button and replace with View Results. Appropriate copy should notify user of completing the questionaire and ready to view results.

Reason for revision:

Most users believed that the Next button would lead them to more questions and the View Results button would lead them to a results page. In fact, both buttons lead to the View Results page. Eliminate confusion by offering users one option only.

User comments regarding this issue, if applicable:

"Well, yes, I'm ready to view my results now so I will click that. I think I've answered enough questions and I have enough results."

-user 6

"I'm not ready to view my results yet so I'll click next. I want to make sure I answer all of the questions."

-user 5

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Revision # 4

Scenario name, if applicable: N/A Scenario #, if applicable: N/A

Page/screen, if applicable: Compare products (visual 5)

Revision Type: **DESIGN/COPY**

Describe revision in detail:

In order to more clearly display data in the product comparison table eliminate repetitious data. For example, move ppm, dpi, etc. into the row headings (far left) field so that only variable data remains in the comparative section of the table.

Reason for revision:

Users were not overwhelmed by the product detail but did comment that the table was "full" and a little intimidating. It appeared crowded and therefore they were not inclined to read it.

User comments regarding this issue, if applicable:

"Theres a lot here.....I can find what I'm looking for but there is a lot of information here....."

-user 7

Project name HP P&DI Product Advisor Tool

Date May 2, 2000 Author:

Revision # 5

Scenario name, if applicable: N/A Scenario #, if applicable: N/A Page/screen, if applicable: ALL

Revision Type: **DESIGN**

Describe revision in detail:

Remove header bar that bolds which step user is on.

Reason for revision:

Users were aware of the steps process and many used it to navigate within the site. However, the users that did not navigate using the steps process did not do so because it felt "cut-off" to them.

User comments regarding this issue, if applicable:

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Revision # 6

Scenario name, if applicable: N/A Scenario #, if applicable: N/A

Page/screen, if applicable: Other way to Buy

Describe revision in detail:

Provide a disclaimer for Other ways to Buy. Copy such as "To avoid dissapointment please call ahead to check if your product is in stock" would be appropriate.

Reason for revision:

Most users assumed that the stores listed carried the products that they had selected.

User comments regarding this issue, if applicable:

"Well that's nice that they show me where I can go buy the printer. I would do that because I don't like using my credit card. I'd just go to the store and get the printer."

-user 5

Project name HP P&DI Product Advisor Tool

Date May 2, 2000 | Author:

Revision # 7
Scenario name, if applicable: N/A
Scenario #, if applicable: N/A
Page/screen, if applicable: N/A
Revision Type: User Flow
Describe revision in detail:
Offer users an easy way to save the information they have gathered.
Reason for revision:
When asked how they would save the product information they had gathered if they
were not ready to buy, users wanted a way to save it on the site. They were willing
to provide minimal demographic information to Hewlett Packard for this service.
User comments regarding this issue, if applicable:
"I would want to save it (on HP's site). I would give them my name and business
and email address, but not my phone number. Thirty days would be long enough.
Then I could come back and reference the information when I'm ready to buy it."
-user 5
" If I could save it here (on HP's site) that would be good. Then I wouldn't have to
answer the questions again and when I'm ready to buy then I can just pull it up. I'd
give them my name and email address."
-user 7
Time to complete scenario, if applicable:
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Project name HP P&DI Product Advisor Tool

Date May 2, 2000 | Author:

Revision #8
Scenario name, if applicable: N/A
Scenario #, if applicable: N/A
Page/screen, if applicable: ALL
Revision Type: **DESIGN**Describe revision in detail:
Only grey out buttons when necessary. Do not provide next button if it will never be used.

Reason for revision:

User confusion as to which button was clickable.

User comments regarding this issue, if applicable: