Policy and Issue Management (8.5.2) Customer Feedback Sessions

Findings Presentation

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About Customer Feedback Session

- Customer Feedback Session
  - A qualitative method for evaluation of products at an early stage of development
  - Usually conducted with a small group of participants (about 5 -7). In this case 6 sessions were conducted with a total of 8 participants. All the participants were internal and external customers.
  - The sessions were task based
  - Participants gave verbal feedback as well, while doing the tasks
  - No performance data was collected
- Rationale
  - Focus on issues, not on metrics
  - Product was “semi-interactive” – it was in the form of a HTML prototype
  - Participants needed to be guided through the session. More formal evaluation methods would have been confounded by this.
- More info on FUA can be found at http://apps-ux/usability/Methods/Customer_Feedback_Session.htm

Procedure

- Participants were welcomed and introduced to the test session
- They were introduced to the test interface, which was a series of HTML image maps based on snapshots taken from a MS Visio wireframe.
- Participants were explicitly were told that the interface was just a wireframe and not a fully functioning prototype – setting expectations on what to expect regarding interface behavior
- Each participant had to do a set of tasks on a task list.

Procedure (continued)

- Each task was followed by a Q & A session where participants were asked to give feedback about the interface with specific reference to the task they just performed

- At the end of the test, participants were asked to provide an overall assessment of the interface

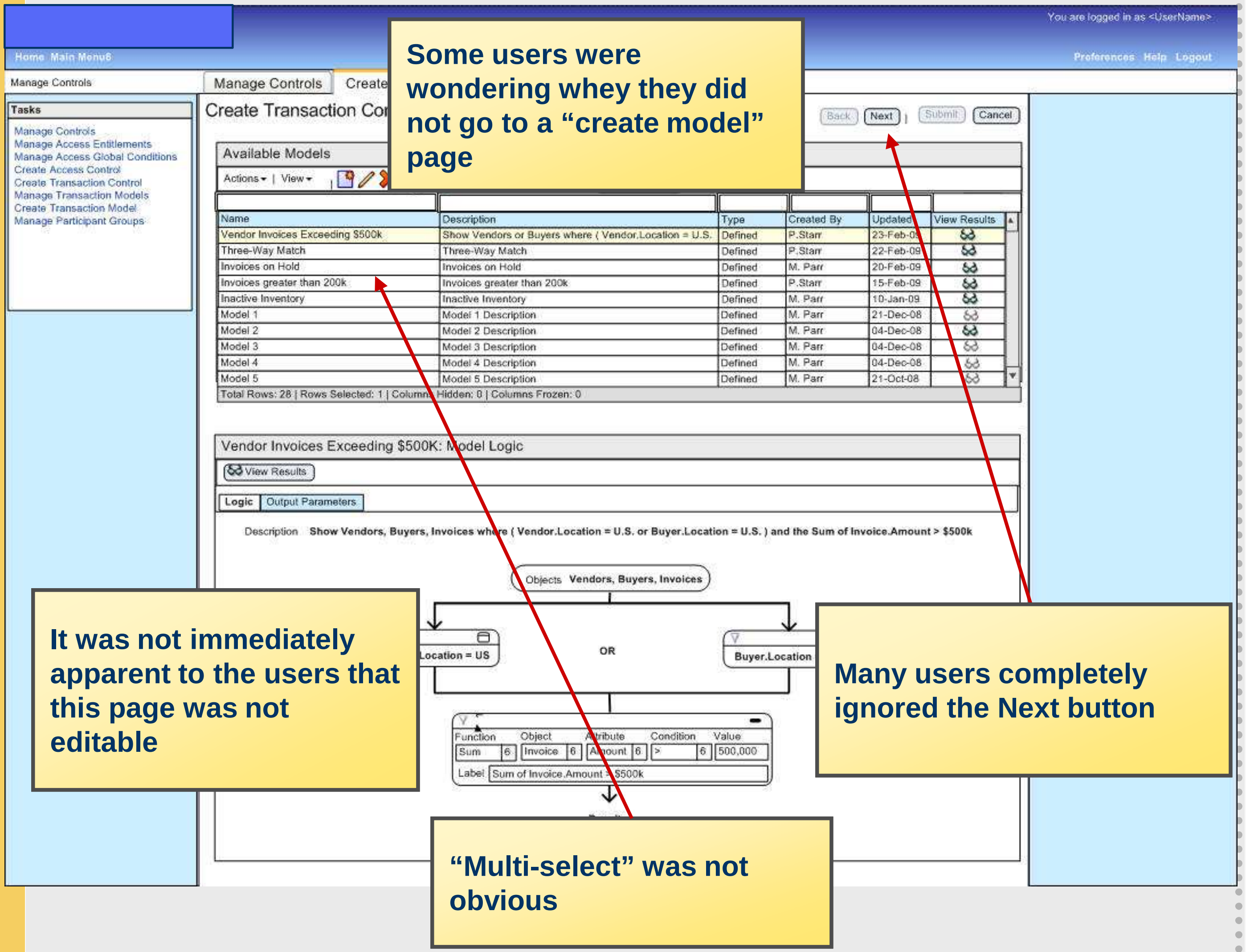
- They were then thanked and debriefed

Notes about the wireframe

- High level framework
- The content of the actual work area is actually a placeholder – not to be taken literally
- Most links don’t work
- Product was shown using HTML
- Users sometimes needed UE’s help in navigating the wireframe

Key Findings: Usability Issues

Task 1
Simultaneously deploy two controls

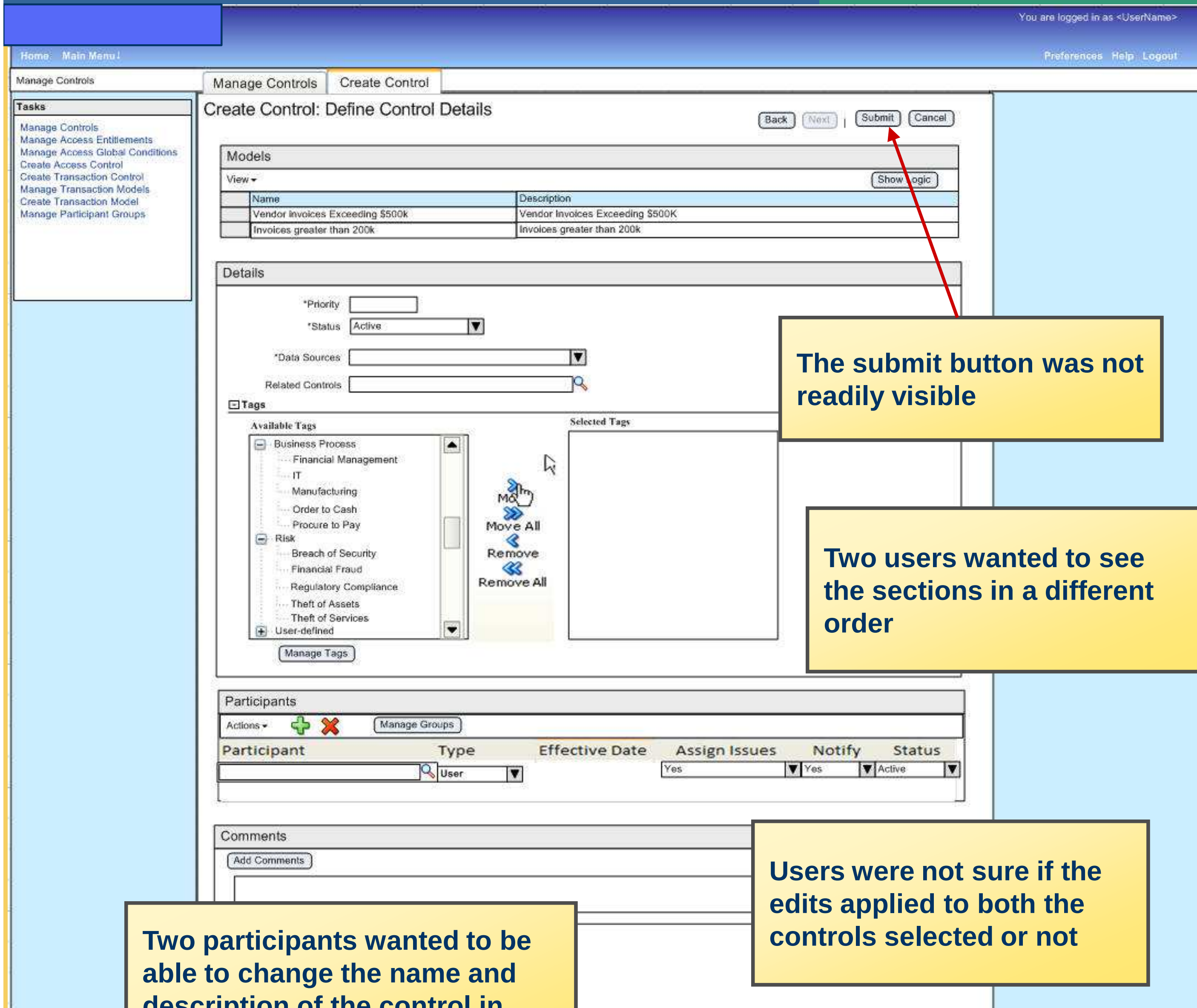


“It never occurred to me to click the 'next' button”. P1
“It's not really intuitive as to how you proceed from here”. P4

Create Transaction Control

Recommendations

- Let users deploy models from the manage models page in addition to what they are doing right now
- Explore alternative designs to the two-step process (for the Next button issues)
- Add a column with checkboxes to select the rows



The submit button was not readily visible

Two users wanted to see the sections in a different order

Users were not sure if the edits applied to both the controls selected or not

Two participants wanted to be able to change the name and description of the control in this page (not just at the model level)

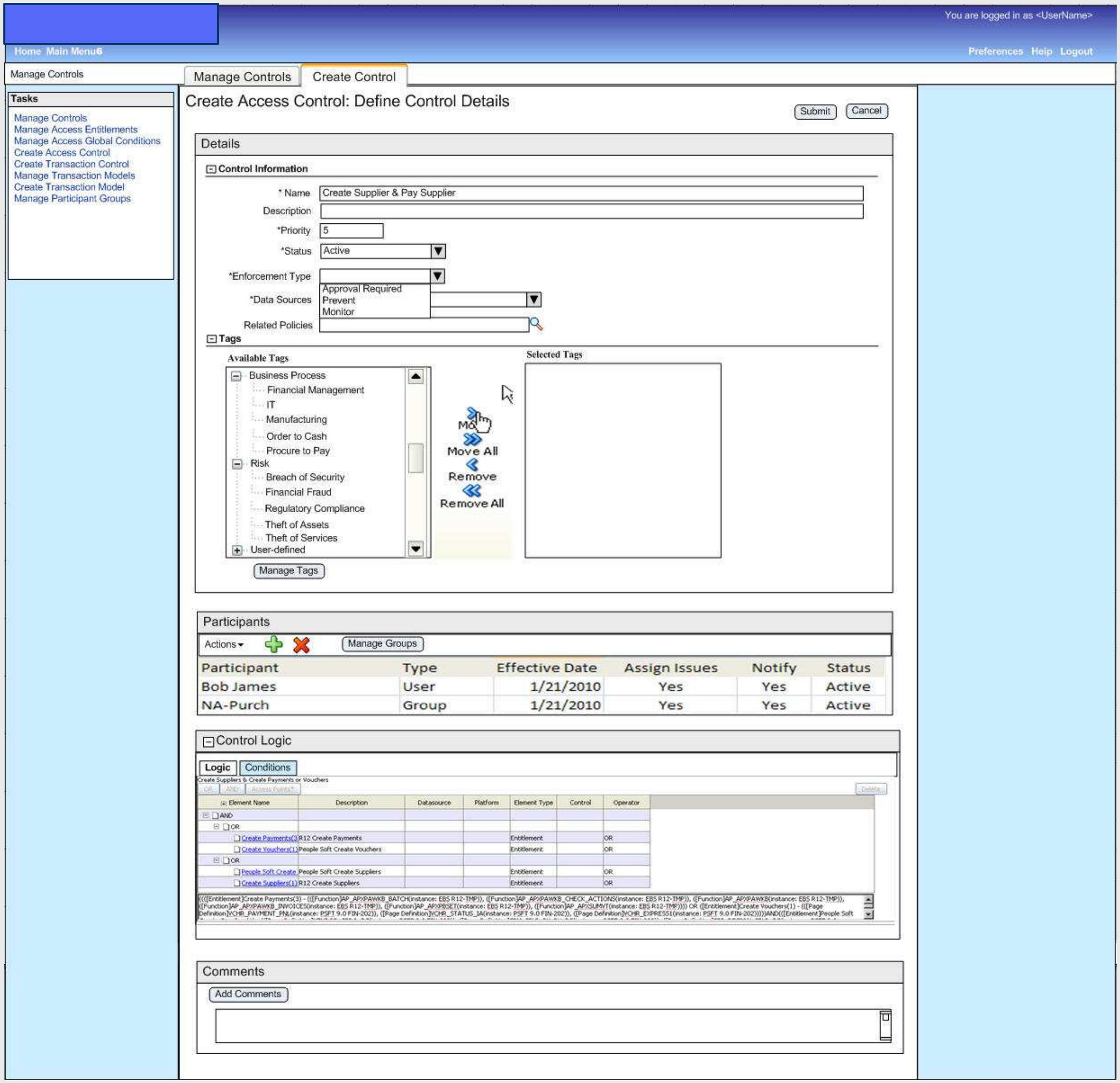
Define Control Details

Recommendations

- An alternative design to the two-step process would mitigate the submit issue. Plus, the button will appear at the bottom of the page too (in the actual product)
- Reconsider the order of different elements on the page
- Design change is required to make it look less like a Master-Detail. The table on top should be removed
- Repeat the name and description and make them editable

Key Findings: Usability Issues

Task 2
Create an Access Control for segregation of duties



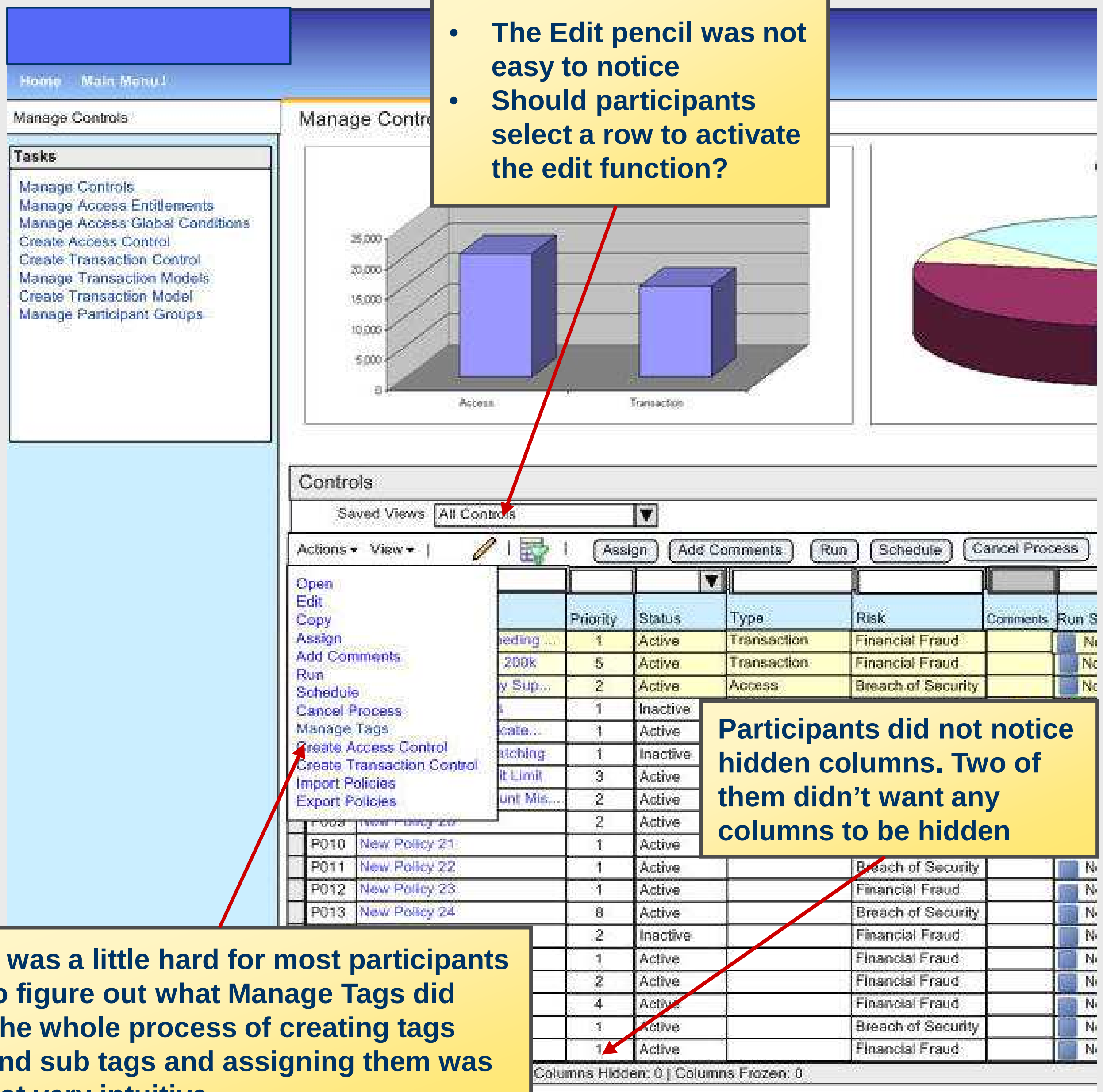
Define Control Details

Users were comfortable with the idea of using the same interface for creating both access and transaction controls

No recommendations as there were no usability issues on this page

Key Findings: Usability Issues

Task 3
Edit controls and create tags



- **The Edit pencil was not easy to notice**
- **Should participants select a row to activate the edit function?**

Participants did not notice hidden columns. Two of them didn't want any columns to be hidden

It was a little hard for most participants to figure out what Manage Tags did The whole process of creating tags and sub tags and assigning them was not very intuitive

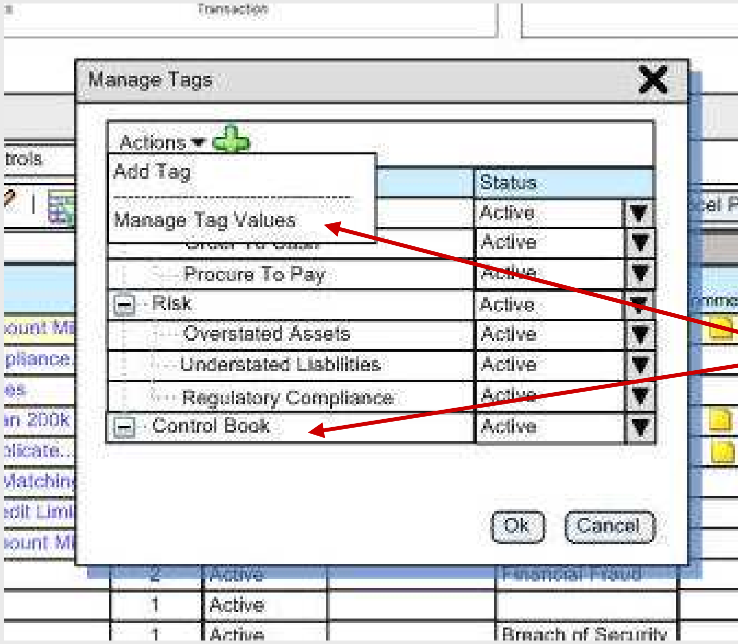
Define Control Details

There were no issues with task 3a (simple edit)

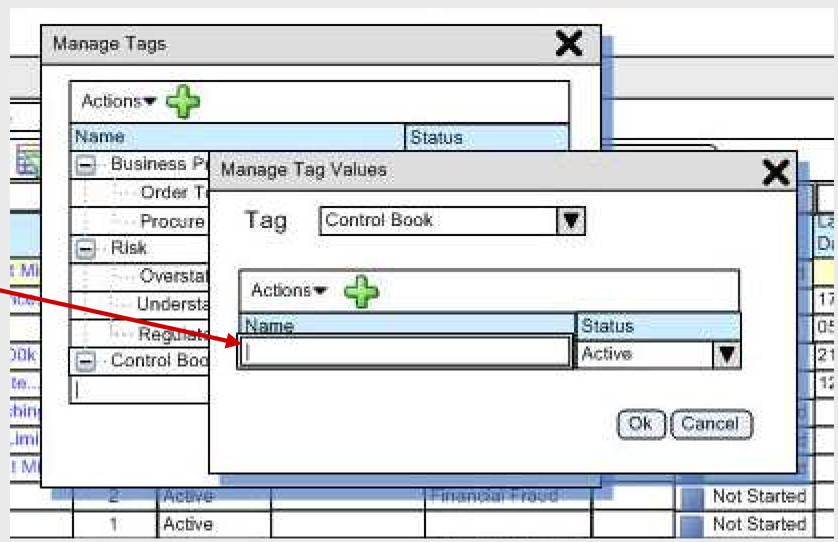
Recommendations

- Move Manage Tags to another page (you could make it its own task) or give it a separate place on this page
- Figure out which columns need to be displayed by default. If the problem persists across the product, consider making the hidden columns

Define Control Details



Adding child-level tags was a little bit problematic for some participants (the process was not intuitive). Participants also clicked the Control Book tab to add a child tag



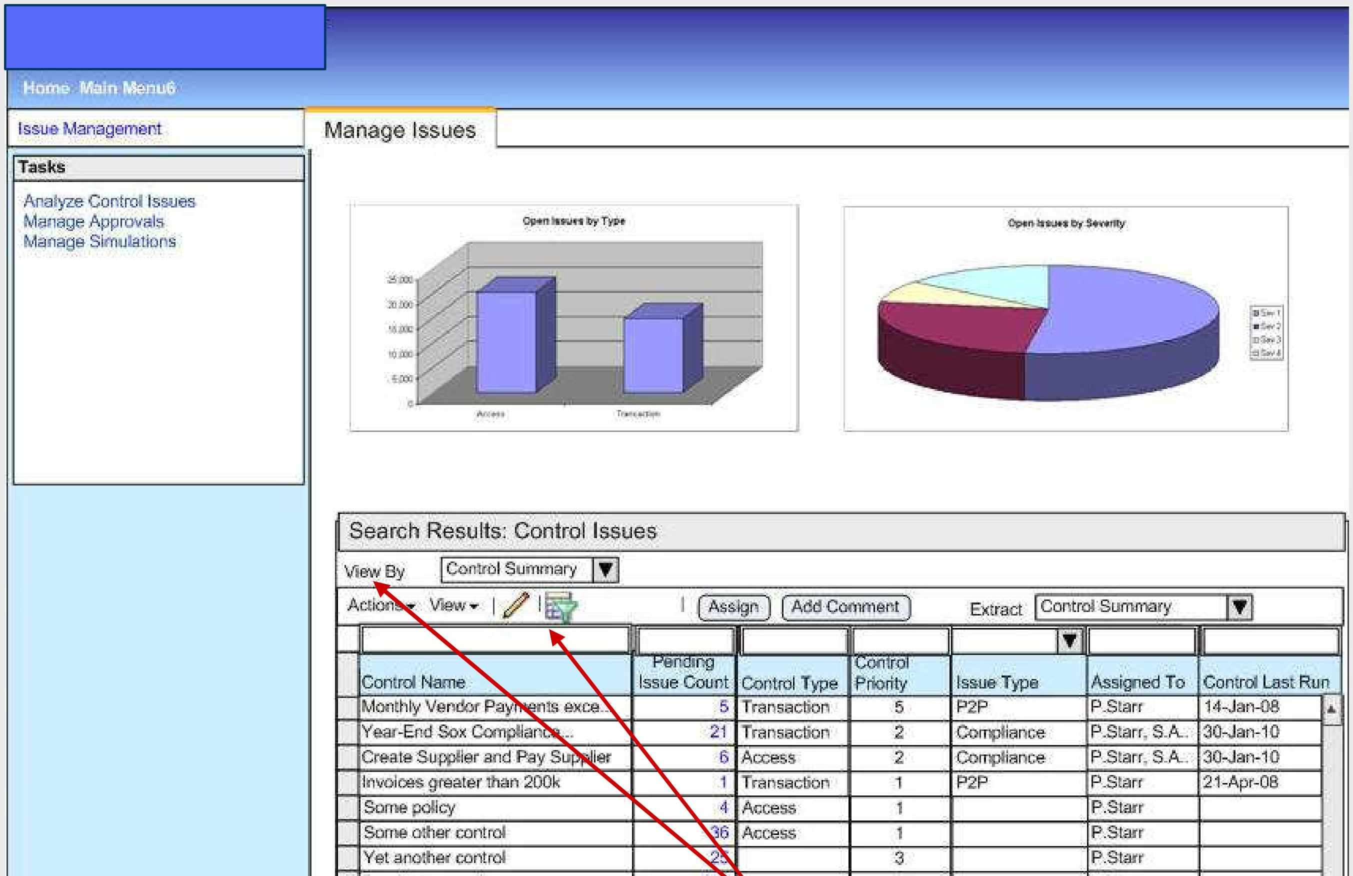
The fact that they were adding a child-level tag was not immediately apparent on this dialog box

Recommendations

- Either scrap the tree paradigm, or follow fusion guidelines completely for editing a tree

Key Findings: Usability Issues

Task 4
Managing Issues



A couple of participants were not very sure what "Issues" were

The "View By" was not noticed by most of the participants. A lot of them chose to use the filter icon instead

Manage Issues

Recommendations

- Consider different names for the "View by" options
- Alternative designs can be explored to resolve the "View by" problem

Questions and Answers

Q&A