

GCL Buy Flow – Guerilla Usability Testing

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Executive Summary

GCL Season 2 Buy Flow was usability tested using a high fidelity interactive prototype to verify that the flow was clear and to identify any significant usability barriers. Five Rogers employees were recruited, all were male ranging in age from mid 20's to late 40's. Participants were asked to use the prototype and first explain the purpose of the home page and then to purchase the service. Participants were asked to think aloud while completing the transaction. Facilitator, Ilona Posner, guided the tests and prompted participants with questions for clarification, when appropriate. David Porretta prepared the prototype and took notes during testing.

Overall results were positive

- Participants enjoyed the visuals and clean design of the purchase flow.

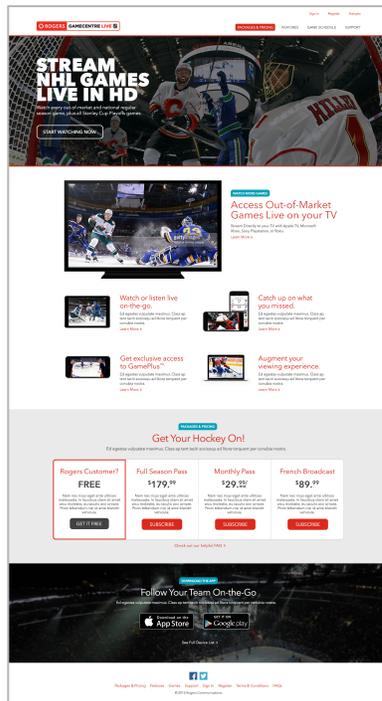
Key negative findings included

- More information is needed on the homepage about the service and included games
- MyRogers registration requirement before completing the payment was unexpected, annoying, and concerning to participants who did not want to lose all the previously provided information, if the registration or login were not successfully completed

This document provides high level findings of the insights gathered in this Usability Test. Usability issues are ranked by their impact on the user experience: **High** and **Med**. Low severity issues are identified without severity rating. Participants names have been removed to provide anonymity; their quotes are marked by numbers [1] through [5].

CASE A - PURCHASE FLOW

HOME PAGE



PAGE OVERALL

This page was very well received by all participants. All were able to understand that it was meant for promotion of and subscription to the GSL service. They were excited by the possibility to “Start Watching” hokey games, and several wanted to click that call-to-action (CTA).

There some questions about, **what this page would look like, if...**

- If the user was logged into their MyRogers account
- If the season had already started versus before puck-drop
- If a game was on at the time of the visit and the fan wanted to watch the game, thus with heightened urgency to get into the watching

Internet-only non-cable customer was concerned about **data overages**. He also wanted information about which devices were supported to be more clearly visible. [4] [Med]

One participant suggested that **overall value of GCL, beyond just watching games**, was not clearly and visually communicated in this page. [2] [Med]

Two participants expressed an interest in “**Multi Game Viewing**” feature. [2, 5]

Caveat, all participants were Rogers employees and familiar with the GCL product. Some of them had used it briefly last season, but none were regular users.

TOP IMAGE

The **large action image** at the top was enjoyed by the sport fans participating in this study, “Amazing image!” [5]

Copy inside the image

- The copy was not visible and often missed. [High]
- This important information was also hard to understand, which games were included in this offering and which were not. The “out of market” concept was unclear even to experienced sports fans. [High]
- Recommendation: Make included games information more clear and visible. Consider linking to a games calendar with highlighted included games, or provide an approximate count of the number of included games?

START WATCHING SECTION

The **four available options** were clearly visible to all participants.

A more explicit comparison between the different options (“do the math for me”) was desired. [Med]

MONTHLY option was very popular for several reasons:

- Ability to review/try the product before committing to a full season
- Ability to adjust usage to one’s favourite team’s performance

The monthly option raised a number of **questions** that were **not answered** [High]:

- When does the monthly access start – immediately or close to puck-drop?
- How many games are in this month? Is it worth the value for this month?
- When is my credit card charged?
- When does the access end?
- Does it automatically renew from month to month?
- How do I cancel?
- If I cancel mid-month, what will I be charged?
- If season / playoffs end mid-month, will I be charged for the entire month?

Recommendation: Include answers to these questions either immediately on the page or in a More Info pop-up section.

FREE condition was also very popular among our Rogers employee customers.

- Not everyone knew what plan they were on and if they qualified for FREE service
- It was not clear if the FREE option was a value and savings of \$179? [Med]

FULL SEASON condition was seriously considered by all participants.

- “Seems like a lot of money!” [5]
- “Cheaper than the price of one game ticket!”[3]

This option raised some **questions**:

- How many months are in the season?

- How do I calculate the total value and if this is the most cost effective option? “Do the math for me!” [High]
- When does it start & when does it end?
- “What if I was to try it for 2 days and then cancel, how much would that cost? ... I would call to find out.” [4]

FRENCH option was confusing to participants. [High]

- Which games are included?
- How many games are included?
- Why is it cheaper than the full season?
- To get all the games do I need to get BOTH Full Season AND French options?

PURCHASE - CREDIT CARD

Overall the page was seen as a standard purchase form. It was considered to be clean, due to its white space and straightforward layout.

Progress Bars were mostly ignored by participants.

- One participant noticed them but did not comment beyond that.
- One wanted to know how the steps were counted, how much effort is this really? “Is this step 2 already?” [5] He also noticed what he called a change in the look and feel between the progress bars display on different pages; between inactive state and in-progress state, where the numbers are transformed into check marks.

Payment options

- One participant asked about Paypal payment [1]
- One participant wanted to put this on his Rogers account [4]

Order Summary was subtly displayed on top right corner of this page

- One participant missed it completely while completing the order form down the left side of the page. [3] **[High]**
- Another participant felt that it was “floating, removed” from the rest of the page. [5]

Discount details were mostly missed with minimal attention being paid to the order summary overall. **[High]**

Recommendation: Make order summary much more visible on this page.

Check Boxes at the bottom of the page raised some issues:

- One participant **skipped** the Check Boxes section altogether. [2] **[Med]**
- Several found **Box 1 Usage Monitoring** to be “weird and creepy” [1, 5]
- Two felt that **Box 1 was required** to receive the service [1, 4] **[High]**
- Two checked **Box 1** because they felt they would get a better, more customized experience if their usage was tracked [2, 3]
- **Box 2 Season Auto-renewal** was not desired by the “**monthly subscribers.**” They expected different copy here for monthly subscriptions, such as monthly renewals option but not annual commitment.
- One wanted to be notified by checking **Box 3** [5], while the rest wanted to be left off any additional email lists and **avoid SPAM emails.**

Several suggestions were made about **changing the order** of the check boxes **[Med]**:

1. Notification Emails

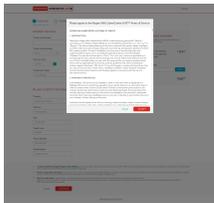
2. Auto-Renewal
3. Usage Monitoring

All participants felt that the **dense and lengthy copy** of the checkboxes section was off-putting. [Med]

Global Navigation was removed on this page. None of the participants noticed this fact. All of them were able to go **BACK** to the previous page using the **Browser BACK** button.

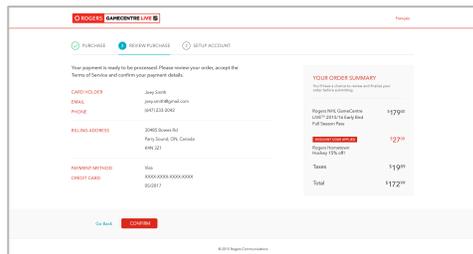
CONTINUE Button was successfully used by all participants.

TERMS AND CONDITIONS



There were no issues with this page. All were able to “ACCEPT” the terms.

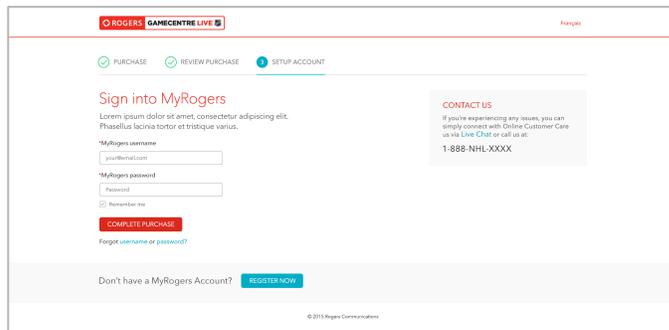
REVIEW PURCHASE



Copy at top of the page needs to be **updated** because it suggests that Terms and Conditions still need to be accepted, whereas this was done on the previous page. [High]

One participant felt that the **name of the Discount Code** was redundant and should be removed. [2]

SETUP ACCOUNT - SIGN IN

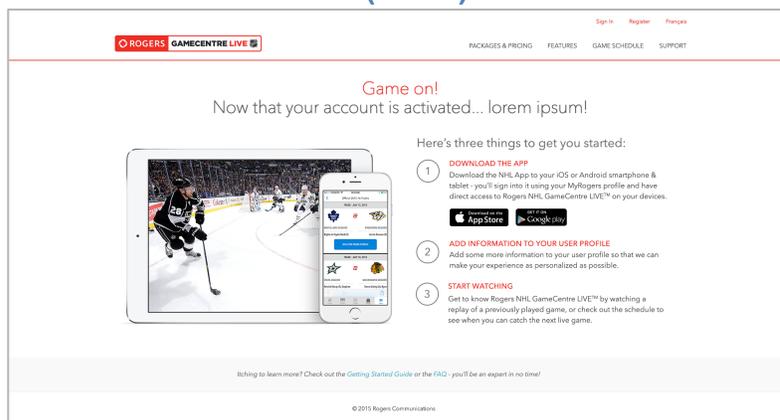


This step and page in the flow was **surprising and concerning** to many participants [1, 3, 4]. They were worried that all their previously provided information, and credit card details, would be lost if MyRogers login or registration process did not complete successfully. **[High]** This was despite the fact that they were all able to login and had MyRogers accounts already.

- One participant suggested additional copy “Do not worry you won’t lose your purchase details.” [2]
- Another suggested that the login page be displayed on top of the Payment details page.
- It was unclear what the sign in was for and what he was signing in to on this page. [5]
- How would this be linked to his MyRogers account? [4]
- What would happen to Rogers Business customers if they tried to login using their MyRogers accounts? [4]

The **REGISTRE** button was missed by one participant because it fell below the fold. This needs to be avoided on all screen sizes. **[High]**

CONGRATULATIONS (PAID)



This page was well received by participants excited to go to GCL immediately. A few suggestions were made for improving this page:

- One participant wanted to see an image of a **Large Screen TV** here, not just mobile options [1]

- Another participant wanted to see more **features of the app** beyond watching games and scores [2]

Step 2 Add Information to Your Profile was avoided by all participants. [**Med**]

Step 3 Start Watching was very appealing to all participants. However, a lack of a clear call-to-action was concerning.

- Most participants clicked the header “Start Watching” expecting something to happen.
- Many suggested addition of a Button to “Start Watching Now” [**High**]

Additional **information was desired** such as “What can I see now? When is the first/next game?” [5] [**Med**]

CASE B – ELIGIBLE FLOW – FREE

Time permitting, few participants were taken through the Rogers Customer Eligible to get GCL for Free subscription flow. Most of the pages in this flow were already addressed above, only different pages are listed here.

SETUP ACCOUNT - ELIGIBLE ACTIVATION PAGE

The screenshot shows the Rogers GameCentre LIVE activation page. At the top, there is a navigation bar with 'Sign In', 'Register', and 'Français' links. Below the navigation bar, the page title is 'Great News! You get Rogers NHL GameCentre LIVE™ FREE!'. The main content area is divided into two columns. The left column displays the user's contact information: NAME (Joey Smith), EMAIL (joey.smith@gmail.com), PHONE ((647) 233-2042), and BILLING ADDRESS (30485 Bowes Rd, Parry Sound, ON, Canada K4N 3Z1). The right column displays the 'YOUR ORDER SUMMARY' table:

YOUR ORDER SUMMARY	
You'll have a chance to review and finalize your order before you activate your free subscription.	
Rogers NHL GameCentre LIVE™ 2015/16 Early Bird Full Season Pass	\$179.00
FREE SUBSCRIPTION Rogers Eligible Customer - FREE subscription plan	-100% savings
Total	\$0

Below the order summary, there are two checkboxes for consent and a 'Cancel' button. At the bottom, there is a red button labeled 'ACTIVATE FREE SUBSCRIPTION' and a copyright notice '© 2015 Rogers Communications'.

One participant felt after seeing his contact information and especially his **Billing Address** on this page that perhaps he was still going to get billed somehow? He also considered the display of this Bill in a FREE buy-flow to be a bit “Tacky.” [1]

Order Summary section was visible but a bit confusing to participants:

- Participants were confused by the use of both % and \$ values in the Order Summary. [1, 5] “It looks like I will need to pay \$79 because 179 minus 100 equals \$79!” [1]
- The total of \$0 and FREE should be more visible in the Order Summary [5]

CONGRATULATIONS (ELIGIBLE – FREE)

The screenshot shows the Rogers GameCentre LIVE website. At the top, there is a navigation bar with links for 'Sign In', 'Register', and 'Français'. Below this, a secondary navigation bar includes 'PACKAGES & PRICING', 'FEATURES', 'GAME SCHEDULE', and 'SUPPORT'. The main content area features a large heading: 'You're all set now! You won't be charged, you get it for FREE!'. To the left of the text is an image of a tablet and a smartphone displaying the NHL app interface. To the right, a section titled 'Here's three things to get you started:' contains a numbered list: 1. 'DOWNLOAD THE APP' with instructions to download the NHL App to an iOS or Android device and sign in with a MyRogers profile. 2. 'ADD INFORMATION TO YOUR USER PROFILE' with instructions to add more information for personalization. 3. 'START WATCHING' with instructions to watch a replay or check the schedule. At the bottom of the page, there is a small link for 'Getting Started Guide or the FAQ' and a copyright notice for '© 2015 Rogers Communications'.

This page was well received. Its message “You won’t be charged, you get it for FREE!” were greatly appreciated by participants.

One participant and SportsNet subscriber wanted to know how this would interact with his SportsNet? “Can I watch the same games using the SportsNet app or only using the NHL app?” [5]

ISSUES SUMMARY TABLE

Report Page	Site Page	Issue	UX Severity	Bus Value	IT Ease
2	Homepage	Information about supporting devices made more visible	Med	Med	
2	Homepage	Value of GCL beyond watching games & scores, visually communicated on homepage	Med	Med	
3	Homepage	Homepage Hero Image - service details copy made more visible	High	High	
3	Homepage	Homepage - Out of Market games explained more clearly	High	Med	
3, 4	Homepage	Homepage-Start Watching section - Do-the-math for customers - Show how Season Pass Compares to Monthly passes? How much savings ...	Med	Med	
3	Homepage	Monthly Pass - Provide answers to needed questions concerning monthly pass: when starts, when billed, when ends, partial payments, auto-rollover, how to cancel, ...	High	High	
3	Homepage	Make more clear that FREE option is a value of \$179	Med	Med	
4	Homepage	Make French option more clear	High	High	
5	Purchase CC	Make Order Summary more visible	High	High	
5	Purchase CC	Make Discount Details more visible	High	Med	
5	Purchase CC	Make "Usage Monitoring" Checkbox more clearly & visibly "optional"	High	Med	
5	Purchase CC	Change Checkboxes Order of appearance	Med	Low	
6	Purchase CC	Reduce length of copy in the Checkbox area, make it more visual, less copy dense	Med	Med	
6	Purchase CC Review	Update copy - conditions were already accepted	High	Med	Easy
7	Setup Acct Sign In	Allow Transaction / Purchase Completion and send Confirmation email BEFORE starting the Signup/Register for MyRogers step	High	High	Hard
7	Setup Acct Sign In	Make REGISTER button more visible, and ensure it is ABOVE the FOLD on ALL DISPLAYS	High	High	Easy
8	Congratulations - PAID CC	Remove Profile step - participants do not want to set up profile - at least not at this point where they just want to WATCH GAMES	Med	Med	DONE
8	Congratulations - PAID CC	Add Call-To-Action to START WATCHING in Step 3	HIGH	Med	Easy
8	Congratulations - PAID CC	Add "What can I watch now? When is the first / Next Game?"	Med	Med	??