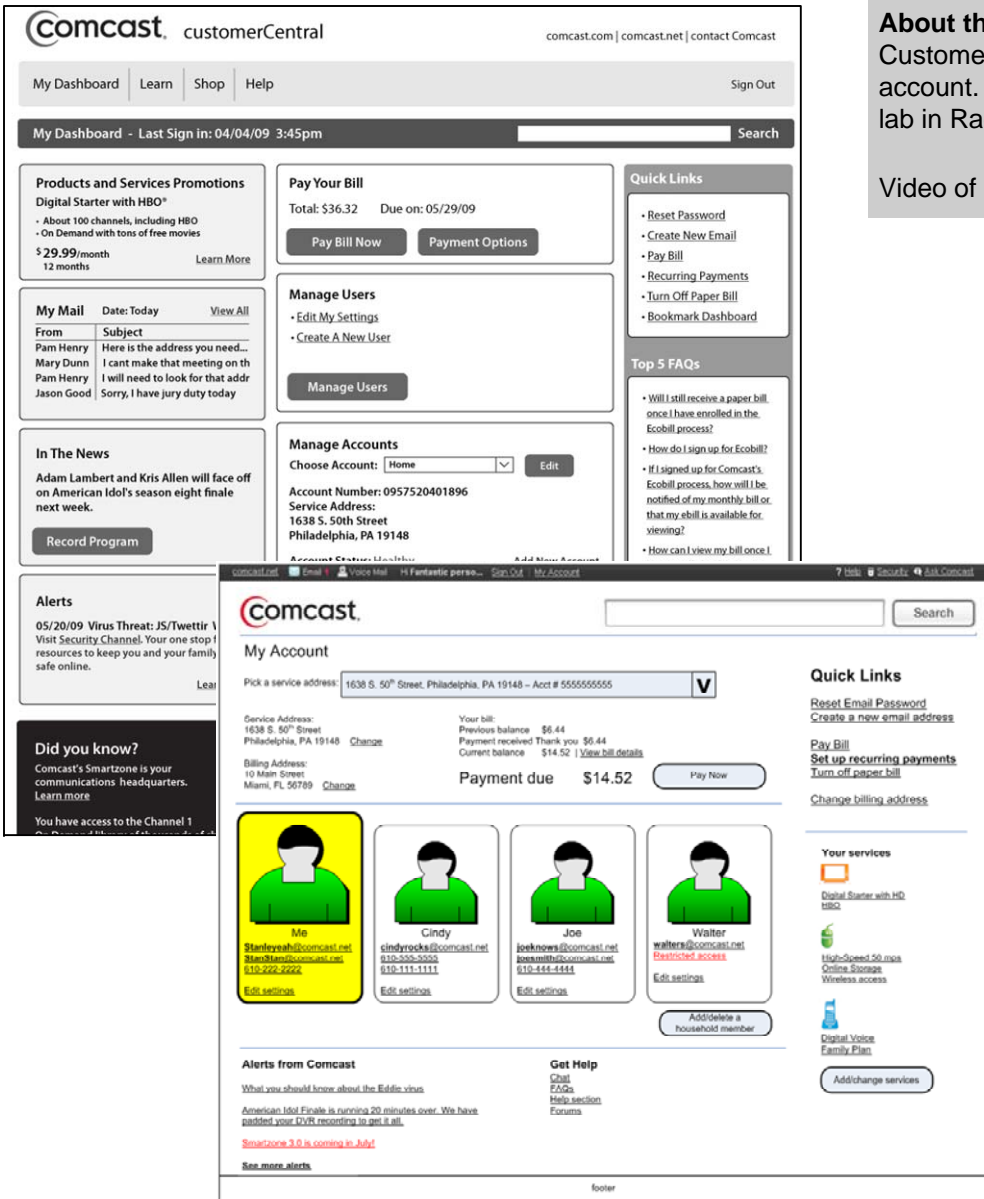


Overview of Findings



About this user research: On May 19 and 20, 2009, 10 users were asked to use the Customer Central prototype to manage their email and other aspects of their Comcast account. The research was conducted by Eddie James and Amy Wassum in the Guideworks lab in Radnor, PA.

Video of all sessions were recorded and can be seen by contacting **Eddie James** at x4883.

Major themes

Users often don't understand Comcast jargon. They are not certain what Comcast means by accounts, users, email, and settings.

Customer Central is very utilitarian. Users looked at Customer Central (My Account) as a "get in, get out" type of area where they can manage their relationship with Comcast. They would perform a task as needed and then leave. They wanted each screen to be highly focused on supporting their tasks.

Information like email modules, promotions (unless they are tied to what they have), news and FAQs were seen as getting in the way of their tasks. They found access to these features to be a good idea, but were happy with a simple text link to them.

Most households have fewer things to manage than shown in prototypes. The prototypes used in the tests showed extreme cases (multiple addresses, lots of email address and phone numbers and people per household). In the next test we should have examples of the most common scenarios (2 people household, 2 email addresses, no phone, one address).

My Account was not the first place users would turn. Heavy users of comcast.net email knew that My Account had something to do with changing passwords or adding email addresses. Several mentioned that they learned this from calling Comcast because they were confused about why they couldn't change things from the email they were using. This is where they learned about the primary user role.

Users were uncertain if they could pay their bill in My Account or what exactly beyond email changes My Account was for. This is partially because our siloed history where My Account was limited to internet settings.

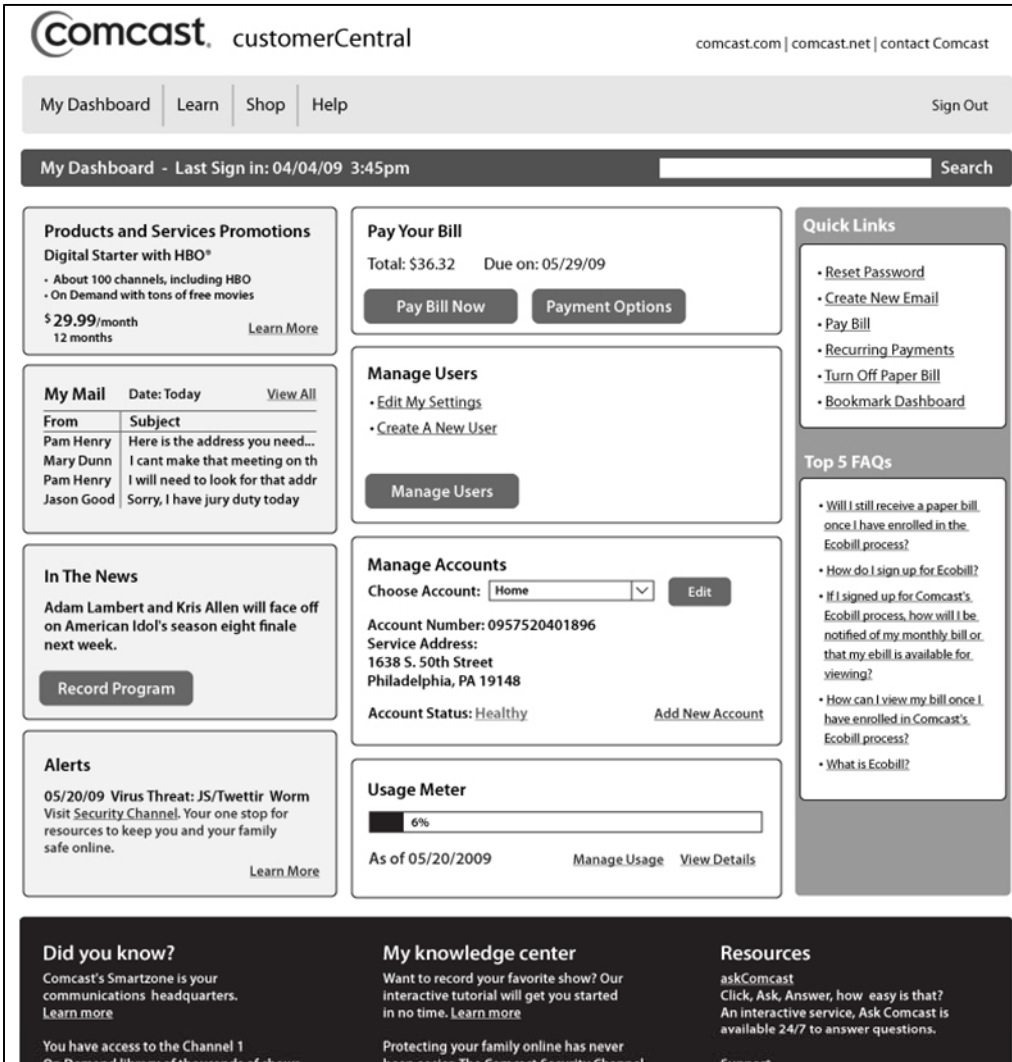
Alerts were appreciated, but they wanted them in several ways. Users liked that Alerts (as long as they were relevant), but expressed a concern that they could miss important ones if Alerts only appeared in Customer Central since they would only be in this area once in a while. Users wanted alerts via email or on the .net or .com homepage.

Individual tasks should have unique urls. Users linked that they could easily click on links to get to tasks. These tasks should be available where ever they make sense on Comcast sites. So we need an easy way to link directly to tasks and not make users always hit the Dashboard.

Choose words carefully. Words like Few, Healthy, etc were not understood by users.

Pay bill was the most valuable to users. It's what they would do most often, but many who paid bills online would do it thru their bank.

Dashboard design 1



Major Themes

Too Much. For the most part, Design 1 was viewed as overwhelming because it contained many items that didn't relate to the tasks users were trying to do (pay bill, manage email, etc).

My Comcast? Design 1 gave several users the impression that this was a My Yahoo or iGoogle type page that they could edit and add modules to, which some liked, but this was not always helpful for completing the tasks.

The words used in Design 1 were often confusing to users. Manage Users, Settings, Users, Email, Account, Username were not always clear to users in terms of how they related to resetting passwords, creating new email addresses or getting to the right email address to edit. Often these words were not really necessary for users to perform tasks. Because they were presented on the page, users had to process them to reassure themselves that they were headed in the right direction.

The Quick Links were very successful. Users immediately knew what they could do and liked having quick access to tasks.

The navigation in Design 1 was not very clear to users. Users wondered if they were in "CustomerCentral" or the "Dashboard" or if "Learn" would tell them more about their account or if "Shop" offered deals at Best Buy or other stores Comcast had relationships with. "Help" was very clear to all users. Because the links in the navigation were ambiguous to users, they didn't find them very useful (except "Help"). Most users relied on the back button to get back to the Dashboard.

Users wanted a link to their email. After users complete a task, they would move on to something else outside of customerCentral (check their email, search on Google, go to Ebay, etc). They expected a link to their email somewhere on the page. Many were used to the black bar at the top of the page that they get on .net once they logged in.

Design 1 was rated in the 5 range on a scale of 1-10 (1 being most difficult, 10 being most easy) in terms of ease of use.

Usage Meter was not clear. Users didn't know what the Usage Meter was measuring. Some thought it was email storage, some bandwidth.

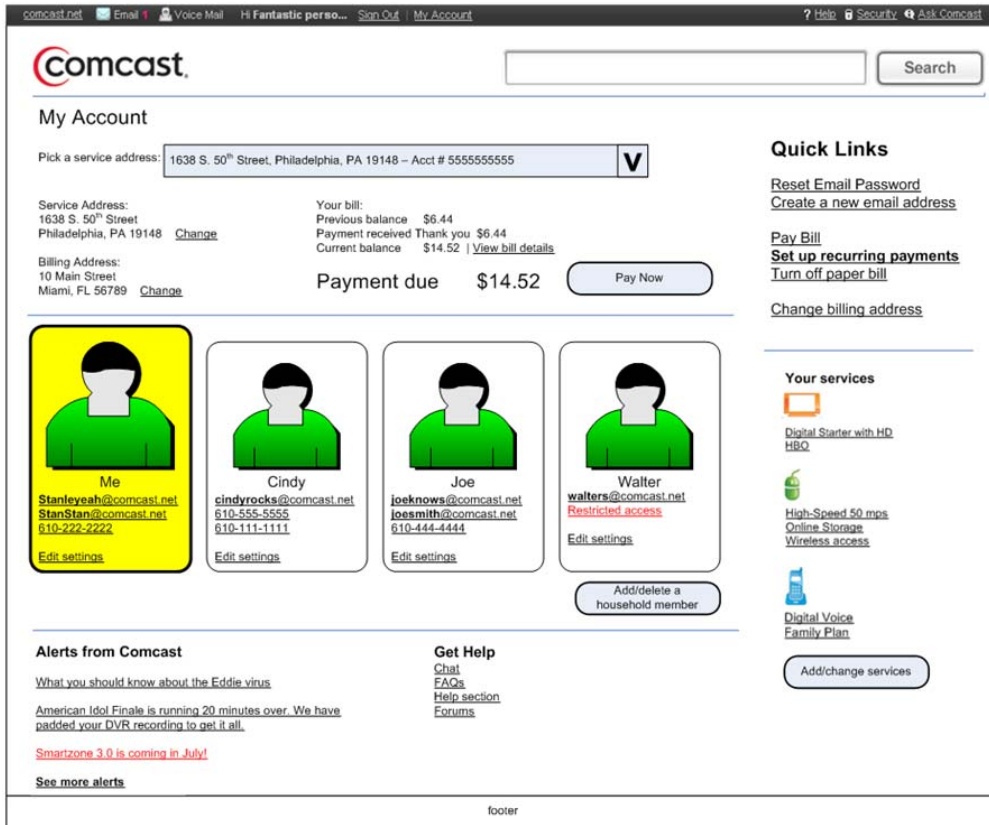
Surfacing Help was often not helpful. On the dashboard, surfacing help got in the way, especially when the FAQs weren't specifically related to a specific task. Contextual help was needed, and welcomed, on the individual tasks since often words or context weren't always clear to users.

Record Program button. The overall concept of this button was welcomed by users, but they weren't sure what it would do. They asked if it would record to a dvr or online. What if they didn't own a DVR?

Products and Promotions. Users didn't like the "ad" for Comcast Services, although they were open to deals for current customers. It was fine to promote to them, but it needed to be done in a helpful way that based the promotion on what they needed.

Manage Accounts. Account status was not clear. Was Healthy an indication that they were virus-free? Paid in full? The drop down confused people because most people only have one service address, so they didn't immediately get that you could have service in multiple places.

Dashboard Design 2



Major Themes

8 of the 10 users tested preferred Design 2 and rated it 8 or above on a scale of 1-10 in terms of ease of use.

Design 2 was perceived as more user friendly and easier to navigate. Users felt that they could see what they were editing and how the various email and phone numbers related to their household.

Email links and Household members. Most users thought that if they clicked on an email address that it would open up their email and they'd be able to send that person an email. They assumed the phone numbers would do something similar.

When asked how they'd change Walter's email password, they knew to click on the "Edit Settings" link where they assumed they'd see everything they could change about that user. Some users would click on the Quick Link where they assumed they could choose which email to edit.

Avatars. Users had mixed reactions to the avatars. Most liked that there was something visual on the page. Several asked if they could post their own pictures or select from a few options. In the mockup shown, the avatars were seen as "too big" by several users. They liked the visuals, but would make the images smaller.

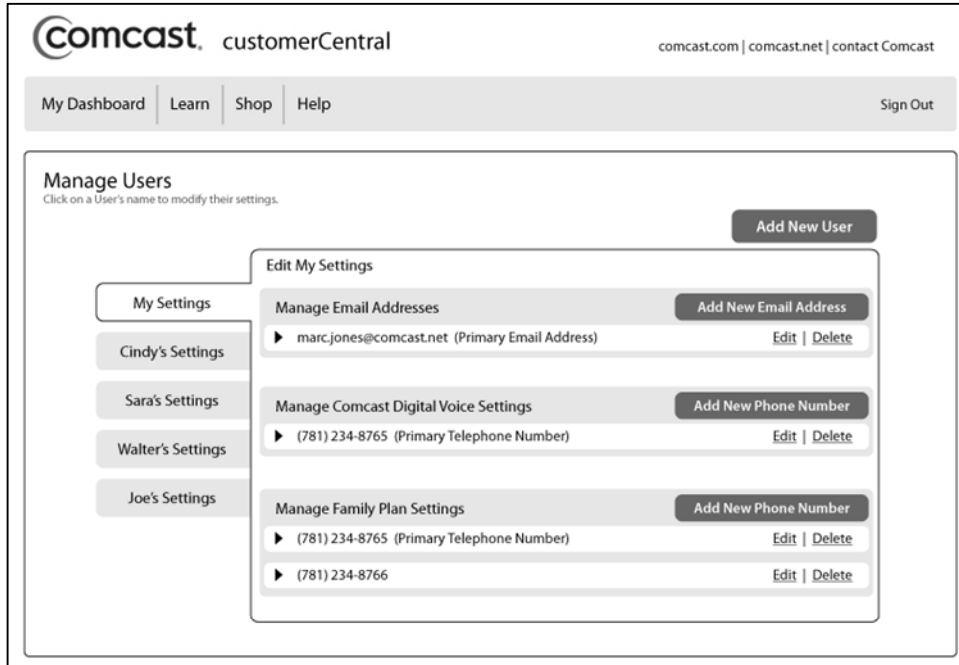
Upgrade services. Users appreciated that they could add and change their Comcast services on this page and learn about what services they already had.

Black Bar. Having the Black Bar appear at the top of the page gave users a quick way to their voice and email. Several people commented on the greeting name and said that they looked for that after they logged in to Comcast.net.

Restricted access. Users noticed that Walter had restricted access. Although they were not fully certain what that was, they assumed that Walter was a child and had reduced access to content online. They knew they could click Edit settings to change the access level.

What would it look like with only one user? Every account will start out with one user and one email address, then users will have to build their profile to get a page like this. What would the default view look like?

Manage Users



Getting here. Participants were not clear what the Manage users button would do on Design 1. It was viewed as similar to the “Edit My Settings” and “Create a New User” links.

The “My Settings” tab and “Edit My Settings” labels were not immediately seen by users. Most saw the page title first, Manage Users, which didn't match what they had asked to do.

The Phone stuff was largely ignored by participants. This was because they weren't asked to specifically perform Phone tasks. While user ignored this information, in our next iteration of the design, we should try to keep each task focused on only what needs to be done to complete the task.

Add a new email address

Edit My Settings

My Settings
Cindy's Settings
Sara's Settings
Walter's Settings

Manage Email Addresses

Choose a Username and Password for your new Email Address

Username:

Password:

Choose a security question

Mother's maiden name: Answer:

Enter your personal information for your new Email Address

First Name:

Last Name:

Display Name:

Enter the alpha-numeric sequence you see below.

Next

Manage Comcast Digital Voice Settings Add New Phone Number

▶ (781) 234-8765 (Primary Telephone Number) Edit | Delete

Manage Family Plan Settings Add New Phone Number

▶ (781) 234-8765 (Primary Telephone Number) Edit | Delete

Edit | Delete

Manage Users

Click on a User's name to modify their settings.

A new email address has been added Add New User

Edit My Settings

My Settings
Cindy's Settings
Sara's Settings
Walter's Settings
Joe's Settings

Manage Email Addresses Add New Email Address

▶ mac.jones@comcast.net (Primary Email Address) Edit | Delete

▶ mb123@comcast.net Edit | Delete

Manage Comcast Digital Voice Settings Add New Phone Number

▶ (781) 234-8765 (Primary Telephone Number) Edit | Delete

Manage Family Plan Settings Add New Phone Number

▶ (781) 234-8765 (Primary Telephone Number) Edit | Delete

▶ (781) 234-8766 Edit | Delete

Tabs were intuitive. Users didn't have trouble adding an email address to their account and realized that they could click on other household members and add email addresses for those individuals.

Potential confusion or prototype quirk? What is interesting on this page is that you don't ever actually see the new email address until you hit submit. The username is the email address on this page, yet it's not the email address on the "Add a New User" screen (you have to create a username and an email address in that flow).

4 titles on one page! Manage Users, Edit My Settings, My Settings, and Manage Email Addresses are all titles given to the same content (or at least that's how it appears). Plus info on my phone numbers is also displayed, which doesn't help a user add an email address.

While users didn't comment on this and focused on the center of the page, we should focus the design on the task at hand and clearly label what it is you are doing. The Manage Email Addresses label is not really accurate because I'm adding a new email address and no longer see my other addresses to manage.

Confirmation of change wasn't noticed. After the email address is created, the confirmation message needs to stay on the screen and not just fade away. Several users didn't notice the message because it disappeared before they saw it. Users are looking to see that the new email is in the list (which is what the arrow is trying to do). This is true with all the confirmation messages that were displayed throughout the site.

Confusion between username, display name, First name, and email address. Users didn't know clearly if the username would become their email address or if they were separate. There are a lot of names on this page and not a lot of info on how they are used in regards to email.

Add a new user

Manage Users
Click on a User's name to modify their settings.


Add New User

Step 1 of 3: Choose a unique username and password.

Username:

Password:

Enter the alpha-numeric sequence you see below.



Edit My Settings

- My Settings
- Cindy's Settings
- Sara's Settings

Manage Email Addresses

- ▶ marc.jones@comcast.net (Primary Email Address)

Manage Comcast Digital Voice Settings

- ▶ (781) 234-8765 (Primary Telephone Number)

Add New User

Step 2 of 3: Choose an email address.

Here are some suggestions for available email addresses.

- joe.jones@comcast.net
- littlejoe@comcast.net

Enter an email address of your choice.

Next

Add New User

Step 3 of 3: Choose an Access Level (Optional)

- Full Permissions**
User has the ability to view and pay bills, add new users and edit permissions and settings for other users. [More](#)
- Some Permissions**
User has the ability to use Comcast onDemand and edit most of their own settings. [More](#)
- Few Permissions**
User has the ability to view content rated up to TV-14 and edit some of their own settings. [More](#)
- No Permissions**
User has the ability to view content appropriate for younger viewers. [More](#)

Finish

Users had trouble understanding the steps of this process, but most of this was due to the prototype not being connected to a database.

It wasn't clear if a username (step 1) was the same as an email address. When users got to step 2, they were not sure if the email addresses shown were there because the username they entered wasn't available or if the username they entered would be one of the choices in the list.

The box for entering an email of your choice caused a bit of hesitation because users didn't know if the username they selected should be entered again or if they had to enter something totally different. They also didn't know if they had to enter username only or username@comcast.net.

Step 3 made users read the fine print to understand the differences between Some and Few. The explanation text left a lot of questions to be answered. What does this affect? TV, Internet or just email? Does it block certain websites? Certain content on the web? We should probably have more information on this one to explain what is blocked.

The labels Full, Some, etc should be more specific. **Few and No permissions were viewed as Children settings or parental controls, while Full and Some were seen as adult settings.** Users would click on the "more" links to get more info, but it would be best to give users the most important info on this page to help them make a decision.

Edit an existing email

Manage Users
Click on a User's name to modify their settings.

[Add New User](#)

Edit My Settings

My Settings
Cindy's Settings
Sara's Settings
Walter's Settings

Manage Email Addresses [Add New Email Address](#)

▼ **marc.jones@comcast.net (Primary Email Address)** [Edit](#) | [Delete](#)

Edit Username:

Reset Password

Old Password:

New Password:

Confirm Password:

Primary email address
 Spam Filter
 Email Blocking
 Auto-reply
 Email forwarding

[Submit](#)

Manage Comcast Digital Voice Settings [Add New Phone Number](#)

▶ **(781) 234-8765 (Primary Telephone Number)** [Edit](#) | [Delete](#)

Users could complete the task, but were confused by the check box items.

While users could reset their password, they had questions.

They didn't know if they could edit the username or if it was locked and it wasn't clear what would happen if they did change it.

They weren't sure exactly what the checkboxes did and found the labels vague, although they had ideas of what would happen. Most would just not check or uncheck anything because they were uncertain. We need to be very clear what these options are for them to be useful.

Eddie's question: Why are the check box options there at all? It looks like you have to do something with them to change an email, but you don't have to. We might want to make sure that this looks more like a profile that you can edit or make each task very discreet.