USER EXPERIENCE RESEARCH FINDINGS

SPRINT TO DISTRICT

RESEARCH CONDUCTED ON FRIDAY, SEPT 29, 2017.

WHY?

The research goal was:

- To understand how users thought about the ability to create a custom report, create a custom column on the report and the ability to save "as".

- A secondary goal was to compare this concept with the concepts that came out of the Design Sprint to understand what users thought would have the most value for them and their team.

Chris Koob:

"The app is not the center of their life, their phone is"

in regards to comparing the two demo/prototypes.

WHOM?

The participants were

Nav Dillon   Chris Koob   Flip Jones   Alan Dillion

Each participant is very active in the business and has an LTM of 100,000 with the exception of Alan Dillion, however, it can be assumed that he is apart of a rather large baseshop based on how he spoke about his father.

Age ranges were from 22-58.

HOW?

All interviews were conducted remotely, via Go To Meeting and phone call. The phone calls were recorded via Quick-time and screen casts recorded via Go To Meeting.

Discussion guide was not task based but more guided.

Typical questions were:

- What do you expect to happen when… ?

- After you clicked X, did that meet your expectations?

- Describe what you see on the screen?

- Is anything confusing to you, interesting, not interesting?

- How important is it for you to be able to do X?

FINDINGS

• Almost all users found the ability to create a custom report "very important". It scaled on a 1-10 scale at 8-10, approximately.

• The designs were well received for the report with one user saying it is very "organized"

• One user found that having this function (create customization) could increase the chances of using the report

• The ability to Add, Remove and Rearrange was very well received

• The ability to see the date/ time that the custom report was created was considered valuable

• Most people expected a different behavior when clicking create custom column (There was a lot of preference towards picking out groups of individuals)

• The ability to save report as gave people the impression that they would download the report to print it out.

• Most people use the report currently to print it out and use it as a way to find out what needs to be done. (rather than to interact with it in the app)

FINDINGS

• Within the customization of the report, there are several areas that are missing for a better user experience.

• When comparing the custom report to other concepts, all users with the exception of Chris Koob, found they would pick either second concept over the custom report:

Play audio: Chris Koob feedback on "Is there anything you have seen in the app today that is more important than the other? No: explains day to day… texting, copy pasting.

| **Nav Dillon** | **Chris Koob** | **Flip Jones** | **Alan Dillon** |

RECOMMENDATIONS

• Deep dive into the second demo options in order to understand more around how we can better deliver to the users needs.

• Continue to user test to understand if we are meeting those needs

• Deep dive into new rep journey for the first "X" days.

OTHER CONSIDERATIONS

People tend to be overly positive towards a solution. They will say something is very important, or critical, yet when comparing it to a different feature, its priority is diminished.

Even though people tended to gravitate towards the second demo, there isn't enough information to know for certain that the design or flow was the ideal experience, although there was a strong preference for the second concepts.

These prototypes were very basic and users had to be guided through in order to get their thoughts around what to expect vs how they would naturally use something in the field.

Even with a good implementation, there still seems to be a high chance that people wont use something unless they are taught or shown.

Prototypes can be accessed here:

http://qasq5s.axshare.com/#c=2

https://xd.adobe.com/view/84836e6a-0805-443d-a848-bf70b939141e/