



USABILITY ANALYSIS AND RESULTING ACTIONS

Prepared For



Kraft Foods - North America, Inc.

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Prepared By

Stu Young

Blackwell Consulting Services



Headquarters: 100 South Wacker Drive, Suite 800 ~ Chicago, Illinois 60606 ~ 312 553 0730 ~
www.bcsinc.com

Atlanta, GA ~ Bloomington, IL ~ Cincinnati, OH ~ Chicago, IL ~ Jackson, MS ~ Miami, FL

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A. Wireframe User Feedback

Blackwell Consulting conducted usability testing sessions with five users throughout Kraft. Each of the five users were shown proposed IS Tools & Services wireframes and were each asked to complete 4 user scenarios, a common user testing procedure.

All of the users worked in different departments within Kraft. One of the users was new to Kraft, two were male, and three were female. The IS Tools and Services proposed wireframes were reviewed to determine:

1. If they currently used Centro
2. What users clicked on
3. Users homepage expectations homepage
4. Users Category page expectations
5. Users Sub Category page expectations
6. Users Product/Tool page expectations
7. How easily they could accomplish a series of tasks
8. Which of the two homepage design they preferred and why
9. If category and content naming was clear and properly labeled and organized

#	Key Items Tested	Results	Resulting actions
1	Use of the current Centro Intranet site	<ul style="list-style-type: none"> • 60% either did not know that Centro existed or had never heard of it • 20% thought that Centro was the place to go to create team and intranet sites 	n/a
2	What users clicked on	<ul style="list-style-type: none"> • Buying an iPhone - 40% of the users used the left navigation to navigate to Phones • Getting assistance with regard to checking their email offsite 40% of the users used the left navigation to click on a main section such as "Phones" 	<ul style="list-style-type: none"> • Place more emphasis on the main content area of the page
3	Homepage expectations <ul style="list-style-type: none"> • Homepage version #1 shows less info and is grouped by tabs • Homepage version #2 shows both the "working from" section as well as the tools and services content 	<ul style="list-style-type: none"> • 60% of the users clicked on "Connectivity" to help them find how to solve their email issue and therefore did not find that terminology confusing • 40% mentioned their concern over the fold • 40% said they would not think to come to this site to buy an iPhone • 40% said you would come to IS Tools & Services for help or assistance • 40% felt the word "Help" would make the Tools section more clear • 20% suggested Sub categories potentially become "Top 5 how do I" and each of the "How do I's" in order by how common it is and not Alphabetically • 20% loved the "How do I • 20% say the Spotlight section should be demoted because they felt it would not be updated enough 	<ul style="list-style-type: none"> • Added the word "help" to the tools and services guide • Left the verbiage "Connectivity" since users understood it • Kept the "How do I" section and consistently placed it across all areas of the site • Moved the Spotlight section from the top of the page to the news section so that it takes up far less room and allows the focus of the site to be the content users are coming to the site to see – the Help Guide
4	Category Level (phones, software, and security) expectations	<ul style="list-style-type: none"> • 60% indicated smart phone belong under cell phones • 40% said replace the word "related" with the specific name of the product or tool • 20% would only like to see Blogs at this level if it listed the Top 5 blogs specific to products or tools such as Excel, Power Point, and Word level 	<ul style="list-style-type: none"> • Suggest moving smart phones into the cell phones section since a smart phone is a type of cell phone



		<ul style="list-style-type: none"> 20% said blogs are not helpful at the second level and they belong at the product level 	
5	Sub category Level (smart phone, office phone, and cell phone) expectations	<ul style="list-style-type: none"> 40% said replace the word "related" with the actual product or tool name within the blog and discussion board sections 20% found value in adding the top tasks in the right column on the Smart Phone page. 	<ul style="list-style-type: none"> Suggest replacing the word "related" with the name of the actual product/tool in the blogs/discussion boards
6	Product/Tool Level (iPhone, iPass, Excel, Word) expectations	<ul style="list-style-type: none"> 80% liked or loved the blogs/discussion boards, wikis, etc. at this level 60% liked this page and that it had everything it needed 20% wanted to know what the product deal was and where to purchase it 20% did not initially see the right column 20% wanted product specifications 20% said would not look in the tabs for purchases info 20% would like to see the policy under related facts 	<ul style="list-style-type: none"> Suggest placing blogs at both the smart phone (3rd level) and the product level (4th level) Believe that blogs are created and maintained by passionate users and not by content managers therefore will work on Product level Potentially add product specs Potentially add product policy
7	How easily they could accomplish a series of tasks	<ul style="list-style-type: none"> 100% of the users believed the process of buying an iPhone was simple 100% were easily able to figure out how to check their email 	<ul style="list-style-type: none"> No changes were needed
8	Which of the two homepage designs they preferred and why	<ul style="list-style-type: none"> 100% of the users preferred version #2 since the main reason they would come to this site is to find help info on products or services. The felt as if #2 is more straight foreword 	<ul style="list-style-type: none"> Utilized the feedback to begin the design based on homepage wireframe option #2
9	Category and content naming was clear and appropriately grouped	<ul style="list-style-type: none"> The high level category labels were effective (Software, Hardware, Connectivity, Phones, and Security) 60% thought the name "Tool" made sense 40% did not care for wording "by working situation" 20% thought the wording "by working situation" did not mean anything, but figured out what it meant 	<ul style="list-style-type: none"> Regrouped high level categories into: <ol style="list-style-type: none"> Help by Product or Tool Help by Services Help when I work from which makes more sense since the site is IS Tools and Services and previously there was no explanation of what constituted either a tool or a service Changed "by tool" to "help by product or tool" Changed "by working situation" to "help when I work from"



B. Mockup User Feedback

#	Recommendations	Usability Impact	Actions
1	The relative importance of information on the home page was not evident.	high	<ul style="list-style-type: none"> Used color to draw the users eyes the help section first
2	The broad purpose of the site is not explained	high	<ul style="list-style-type: none"> Attempted to make the purpose of the site more clear by removing the site title and tagline from the spotlight section and placing it at the top of the page in the same location as all other page sections Temporarily created a site tagline, but feel that should really come from Kraft
3	More interactivity would be helpful	Low	<ul style="list-style-type: none"> Did not address this since I believe the help guide should be sufficient for the user to find what they need Regarding the "Questions and Answer" interactive section, this was not in scope, nor was it in the initial content or requests
4	Some terminology / functionality is confusing.	medium	<ul style="list-style-type: none"> Suggest moving "smart phones" into the cell phone category since a smart phone is a cell phone Changed "We are here for you" to "The IS Team is here for you :)" "Working from..." was changed to "Help when I work from..." Changes "Send comments or suggestions" to "Send IS comments or suggestions" <p>Note: Kraft will need to decide who will be responding to these comments or suggestions</p>
5	Users felt that 3 of the icons should more closely resemble what they represent	low	<ul style="list-style-type: none"> Replaced home photo with a photo of a woman working on her laptop Changed office photo to a man working in an office
6	Users noted that Kraft's diversity is not represented in the images on the proposed design	low	<ul style="list-style-type: none"> It should be noted that many of the images will change as the site grows. The management team will change once the real photo is placed into the design. Also some of the new icon photos include more females and minorities



C. IS Tools and Services Heuristic Evaluation

A Heuristic Evaluation (expert review) of the proposed visual design for the IS Tools and Services intranet site home page was conducted by 2 Kraft user experience advocates. Recommendations to optimize the design for usability follow.

#	Recommendations	Usability Impact	Actions
1	Ensure important information is prominent and "above the fold"	Medium	<ul style="list-style-type: none"> Removed the spotlight section, which took up an enormous amount of real estate and replaced that area with a smaller version of a rotating content section now to be located in the "What's New" section This modification moved everything up including the "Help Guide" which is the most important thing on the page
2	Increase content by decreasing the amount of screen real estate dedicated to graphics	Medium	<ul style="list-style-type: none"> Graphics have decreased and content percentage will increase significantly by the modifications
3	Place important content in areas where users do not have "banner blindness"	medium	<ul style="list-style-type: none"> None of the 5 users Blackwell tested had this issue. One person did not initially see the info on the right, but then eventually saw it Do not believe cluttering up the main content area with information on Blogs and Discussion boards is the best solution. While Kraft's goal is to increase collaboration and user contribution, my suggestion is not to compromise the reason users are coming to the site, to gain help or clarification on various topics Do not feel as though the information on the right such as blogs, discussion boards and help will be overlooked and users will notice this information, if not right away, at least eventually thus do not consider this a huge issue In the future, if rating an article is added, do believe that that content should be displayed within the content area
4	Provide a link to "More..." for each list in the main content areas	medium	<ul style="list-style-type: none"> Integrated the "more..." links into the info Incorporated Deb's suggestion to shorten the amount of links within each section Don not necessarily agree with removing as many of the links as we did Standardized each section on the homepage so that only 3 links per section would be displayed (as opposed to Deb's request for 1 line), because that would be very difficult to regulate Perhaps change the "Phones" section to "Telephones" so that sections called "Hardware" and "Software" could go next to each other
5	Include the word "Help" with each area in the Help Guide	medium	<ul style="list-style-type: none"> included the word "help" in each category, but left the title of "Help Guide" at the top as a way for users to understand that all of these 3 topics are part of the help guide

