



Online Experience: User Review Findings– May 2013

Background: What is 'User review'?

- What is usability testing?

It is important that users know how to use the things we create.

By having real life customers review our work we can test our assumptions and better understand the needs of our customers to ensure we are delivering the intended experience.

Background: Scarlet Phase 4

- **Testing objective**

To find out if an existing 30 customer understand the transition journey from 'Three' (3) to Vodafone networks.

- **Two-folds**

1. Existing customers wanting to upgrade, but will be directed to Vodafone website & network– how will they react?
2. Non-3 customers wanting to join 3, but will be directed to Vodafone website & network– how will they react?

Background: MyVodafone

- **Testing objective**

Using usability findings to inform designs of the MyVodafone app

- **Two-folds**

- > Finding out how the existing Web and HSS experiences translate to the SmartPhone/App experience
- > Existing MyVodafone functionalities dictate the direction of the App– with usability testing results the business hopes to find out what the front end improvements can be made.

Method: Who we tested

- 5 usability review sessions were conducted
 - > 10 x Vodafone customers (post- and pre-paid)
 - > 10 x 3 customers (post-paid)
 - > 10 x Telstra business customer (post-paid)
- Participants were recruited against our 3 personas
 - > Young impressionist
 - > Modern family manager
 - > Tomorrows leader

Method: Scenarios

- We reviewed customers experiences across various areas:
 - > Understanding the merger between 3 and Vodafone
 - > Managing spend
 - > Managing usage
 - > Managing bill
 - > Checking previous usages



High level findings and recommendations

Findings & insights: Understanding the 3 and Vodafone merger

#	Findings	Action	Priority
S1	<p>Merger message is ignored or overlooked by customers</p> <p>Customers only want to know how moving to Vodafone benefits or harms them and what they need to do if anything</p> <p>The tone and wording of the merger message is inappropriate and more befitting a corporate or shareholder audience. Customers don't care about "bigger better stronger". The imagery is weak.</p> <p><i>"What? 3's closed?"</i></p> <p><i>"I'd have ignored the banner and wouldn't have noticed the merger stuff till I notice something that impacted me."</i></p> <p><i>"I don't want to see the banner- I just want to see the content straight away..."</i></p> <p><i>"I wouldn't bother to click on the '3 & Vodafone- bigger, better, stronger'. I am after good services. That's more important to me than the fact they joined."</i></p>	<ul style="list-style-type: none">• 3 customers need to be warmed up with digital communications, in plain customer's language• The existing message is not direct in customer's language• Need to provide 3 customers with clear direction and statement• Provide messaging that explains the outcome of closing the 3 shop- e.g., "You are supported, we will walk you through the changes. It's better for you."•••• See Image 1	H

Findings & insights: Understanding the 3 and Vodafone merger

#	Findings	Action	Priority
S2	<p>Users weren't aware of the Vodafone and 3 relationship and implications.</p> <p>Users still perceive Vodafone and 3 as two separate entities.</p> <p><i>"I don't have enough information on the relationship between 3 and Vodafone. What is the current situation? Why am I being moved?"</i></p> <p><i>"I still think they are separate. I want to see them together...."</i></p>	<ul style="list-style-type: none">• Provide 3 customers with reasons for merger• Allow customers to understand what this means for them	H
S3	<p>Users' perception is that the Vodafone network will be bad.</p> <p>Some users were reluctant to switch over to Vodafone from 3 given the recent media coverage of Vodafone's network:</p> <p><i>"I'd want Vodafone to guarantee me a good network so I have a comfort in moving."</i></p> <p><i>"I just needed good coverage for my data, and I heard that Vodafone just don't do that well."</i></p>	<ul style="list-style-type: none">• The transfer process is critical to maintaining the 3 customer base.• Customers are willing to pay more for better coverage, they are not merely after a valuable plan.	H

Findings & insights: Understanding the 3 and Vodafone merger

#	Findings	Action	Priority
S4	<p>The transition between 3 and Vodafone websites is confusing to users.</p> <p>The purpose of the re-direct page is not clear:</p> <p><i>“Very concerned! How come it’s closed? They are still selling it in shop....oh...so here is Vodafone.”</i></p> <p><i>“I’m a 3 customer, I want to renew with 3- why are you not letting me go there?”</i></p> <p><i>“If I got this pop-up and I was after a renewal with 3, I’d think ‘What the hell, I’m after 3 not Vodafone.’”</i></p> <p><i>“When I click ‘upgrade’ [on Scarlet prototype], I get to Vodafone with no message as to why. I’m confused! Why am I going to Vodafone? Am a loyal 3 customer.”</i></p> <p><i>“I’m confused. I’m still not sure whether I’m on 3 or Vodafone [website]....”</i></p> <p>See Image 2</p>	<p>The renewal process from 3 to Vodafone needs to be clearly explain and instructed to customers.</p>	H

Findings & insights: Understanding the 3 and Vodafone merger

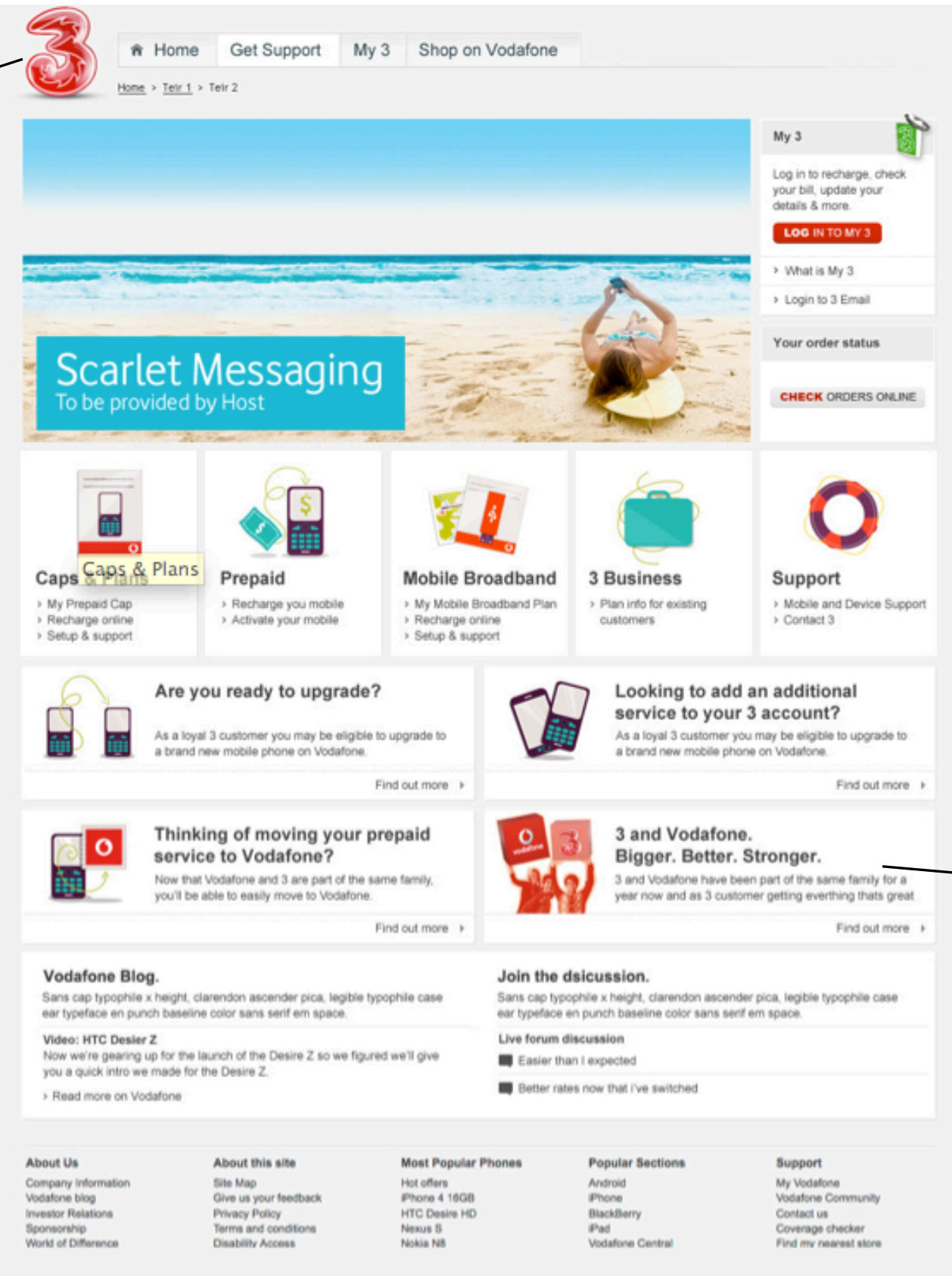
#	Findings	Action	Priority
S5	<p>Users want to see “What’s in it for me?” when deciding to move</p> <p>Users are expecting to see benefits of moving to Vodafone:</p> <p><i>“I don’t care! I just want to understand what does it mean for me?”</i></p> <p><i>“If I’m going to move to Vodafone, what are the better phones you can give me?”</i></p> <p><i>“Very important for me to know the benefits of moving to Vodafone- more than what 3 can provide me- phone, guarantee service (network), price. I used to care about price, I am after quality service now.”</i></p> <p><i>“I don’t know if I want to move [to Vodafone]. I’m waiting for the iPhone 5.”</i></p> <p><i>“I just want to see how it impacts me- that’s all”</i></p> <p>See Image 2</p>	<ul style="list-style-type: none">• Existing customers want to see a different experience- they want to see what’s relevant for them, in the context of them, any new information or plan they need to know.• Highlight benefits (e.g., a new phone? good coverage? additional services?) to customers• Provide comparison of 3 and Vodafone plans. E.g., which Vodafone plan matches a \$29 Cap on 3?• Guide customers through the process online, providing a hand-held experience.	H

Findings & insights: Understanding the 3 and Vodafone merger

#	Findings	Action	Priority
S6	<p>Users lose brand association when 3 logo varies.</p> <p>Users lose brand association when they see the ‘3’ logo in red instead of the traditional colour green:</p> <p><i>“I am used to the 3 branding (green colour)...I’m confused with the red.”</i></p> <p><i>“How come the [background] colour is blue? Now, I see red- I know I’m in Vodafone. 3 is green. Maybe Vodafone and 3 are one family- I want to see them together.”</i></p> <p>See Image 1</p>	<ul style="list-style-type: none">• Brand association is lost through the 3 logo being a different colour• Require creatives that bring the 3 brands together (instead of using a red ‘3’ logo or having the two brands as separate boxes.)	H

Scarlet screenshot

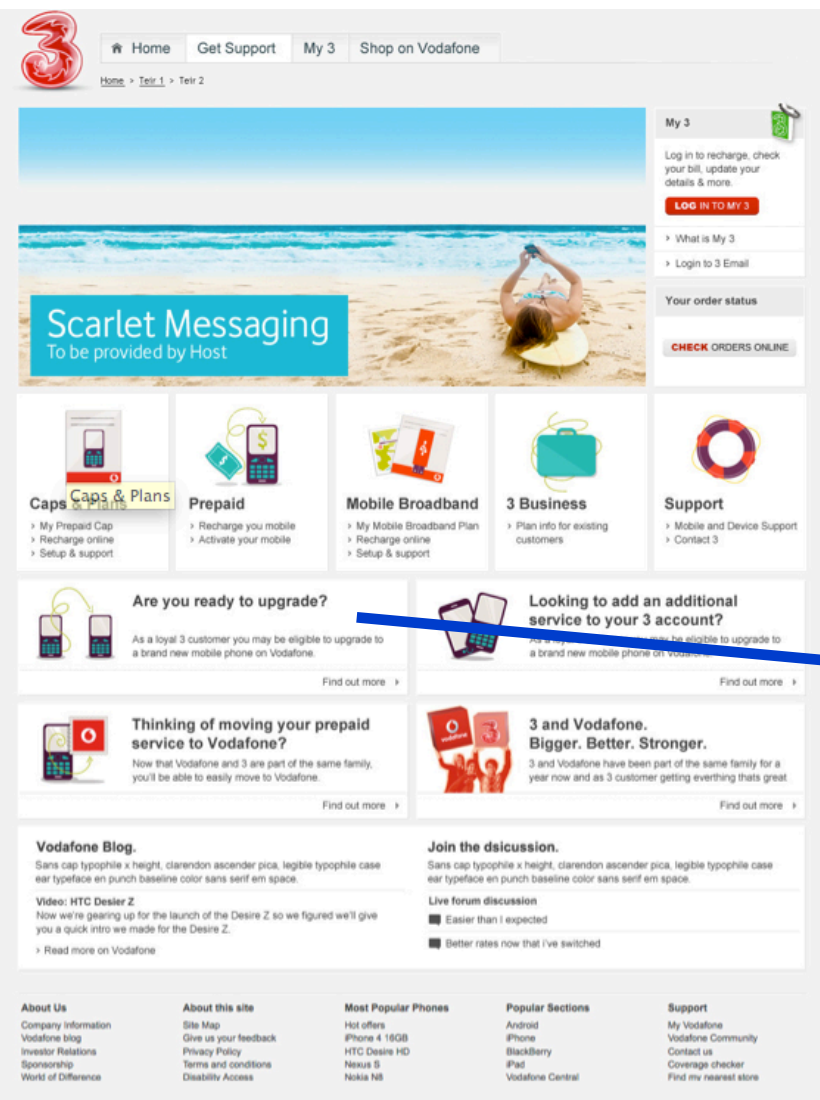
(S6) Users lose brand association when 3 logo varies



(S1) Merger message is not addressing our 3 customers.

Image 1: Scarlet prototype homepage

Scarlet screenshot



(S4) Transition between 3 and Vodafone websites is confusing.

(S5) Users expected to see benefits and what is in it for them to move.

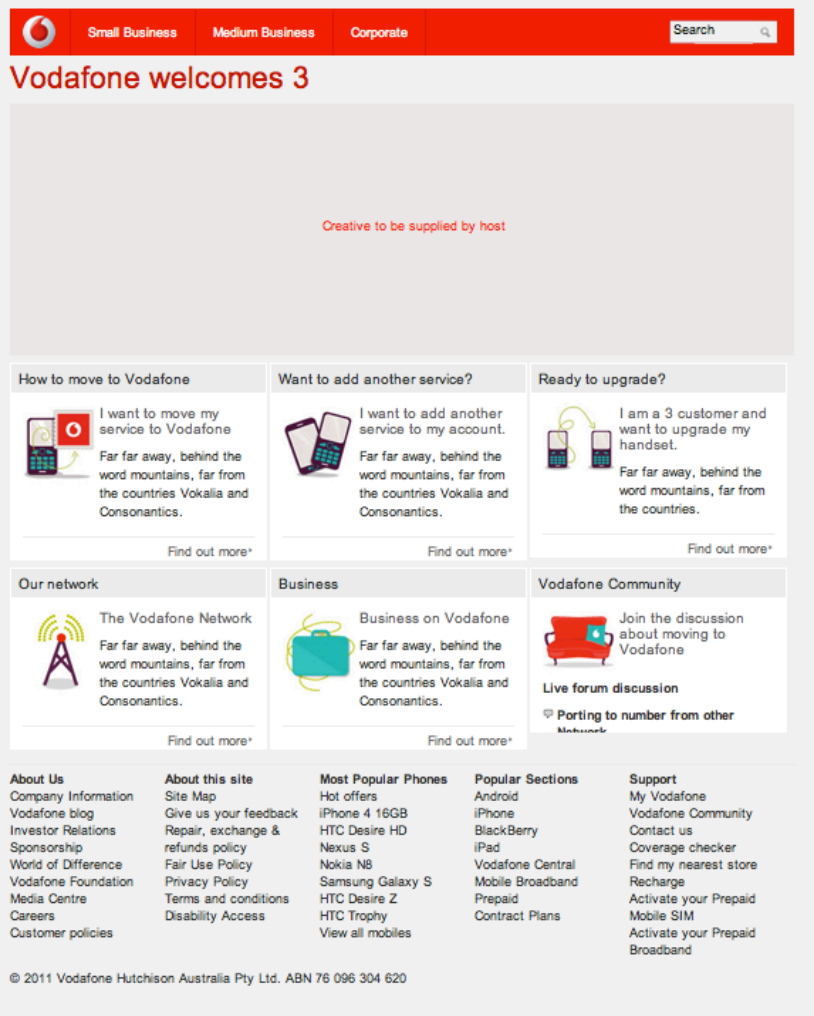
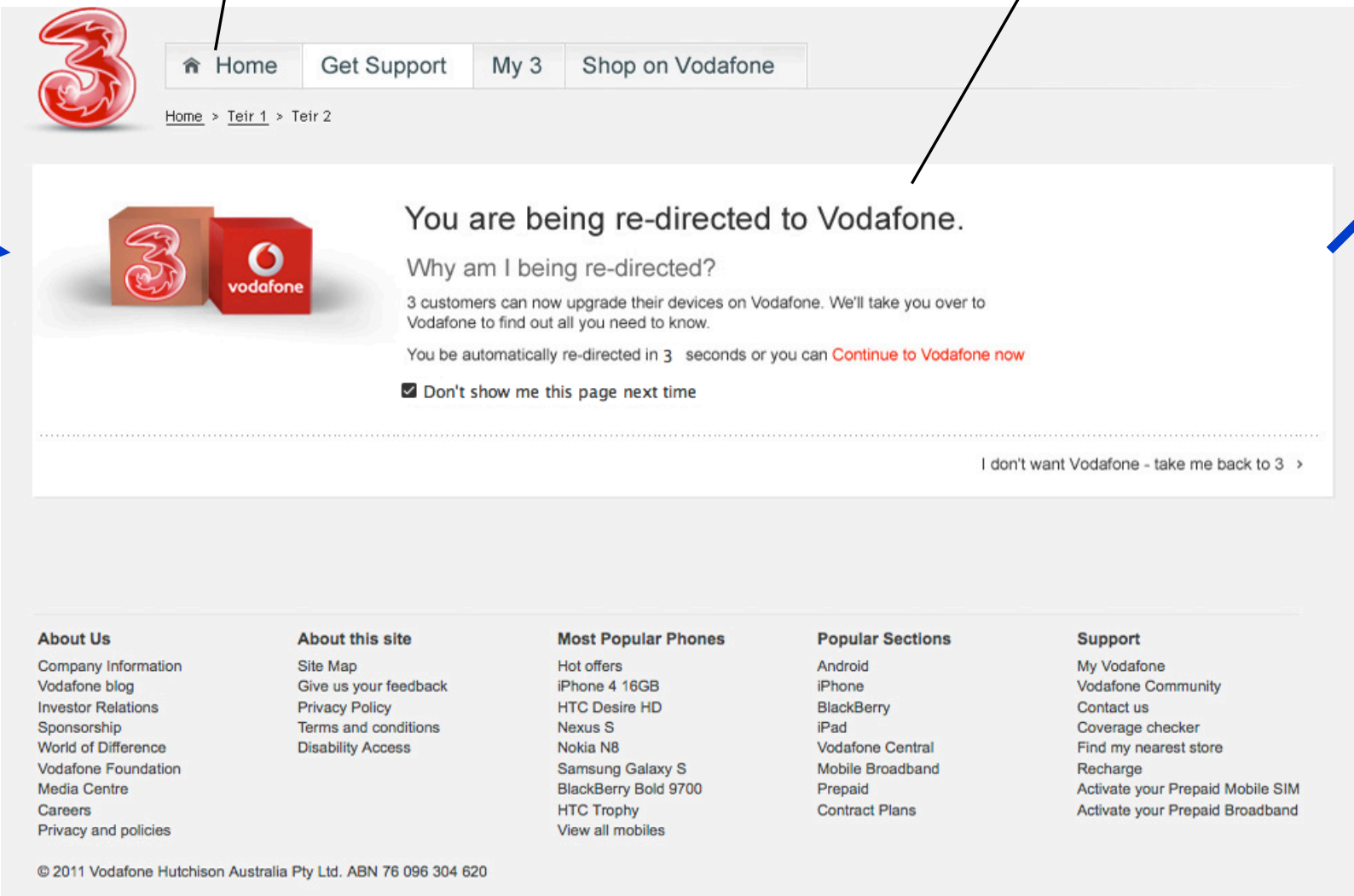


Image 2: Screen flow from 3 to Vodafone (including redirect page)

Findings & insights: MyVodafone (Web & Handset self-service)

#	Findings	Action	Priority
VF1	<p>Serious performance issues, authentication and login instability are by far the most significant and prevalent hindrance to customer satisfaction within My Vodafone.</p> <p>The server went down or account info was inaccessible 4 out of 5 of the testing sessions.</p>	<ul style="list-style-type: none">• Ensure stable system performance• In case where it is loading, give indication to customers that the system is loading <p><i>“I would have turned it off by now” (using both Android and iPhone)</i></p> <p><i>“Why is this taking so long? It’s too slow!”</i></p> <p><i>“I would not be happy if I got this error message.”</i></p>	H
VF2	<p>Too many levels of PIN are required for users</p> <p>Too many PINs for customers to remember and they don’t mean anything to customers.</p> <p>Account information didn’t load even after users have logged in correctly- the PINs kept failing.</p>	<ul style="list-style-type: none">• Having PIN required on the mobile device really impacts the experience because people want things right away and they don’t remember their PINs most of the time.• Having MyVodafone with 3 account PIN levels are extremely confusing and interferes with people’s ability to remember this and use the web/handset channel.• Most often, customers will call up call centre to retrieve PIN, this in turns drive traffic to call centre.	H

Findings & insights: MyVodafone (Web & Handset self-service)

#	Findings	Action	Priority
VF3	<p>Users are after a snapshot of their usage, infographically.</p> <p>Users are after a snapshot approach to their usage at a point in time. They want to see their usage, how much is left, when their bill is due (when usage will start again):</p> <p><i>“I just want to see how much I used and what’s left...”</i></p> <p><i>“I expect to see how much used and left, how many calls [to mobile] and landline”</i></p> <p><i>“I want to see spending as of date, even though the billing cycle is not over yet.”</i></p> <p><i>“I don’t want to just see history, but usage against entitlements. I want to monitor anything unusual.”</i></p>	<ul style="list-style-type: none">• Customers are after trends or patterns in their usage and usage against each entitlements (e.g., calls, text and data)• Provide visual indication on how much they have spent and how much is left (i.e., my usage vs total available usage)	H

Findings & insights: MyVodafone (Web & Handset self-service)

#	Findings	Action	Priority
VF4	<p>We have over complicated checking usage by providing multiple terms and navigation items.</p> <p>There are too many terminologies that mean ‘usage’ to our customers- “Spend and entitlements”, “Usage details” and “Allowance”</p> <p>Terminologies aren’t relevant- “domestic data”, “roaming data”.</p>	<ul style="list-style-type: none">• Provide a ‘one-click’ function to allow customers to check their usage without having to go to different areas, such as ‘Spend and entitlements’ and ‘Usage details’ which means the same thing to our customers.• Integrate ‘Usage and Bills’ as one section- customers can check usage and bill/payment in one area.	H
VF5	<p>No error resolution or feedback provided when information cant load or server is unavailable.</p> <p>The error messages provided do not give an indication on how to resolve the issue or examples of what went wrong:</p> <ul style="list-style-type: none">• Customer logged into MyVodafone, which requires case sensitive password this wasn’t fed back to our customers <p><i>“Why is this asking me to login again? This is really frustrating!” [This customer was asked to login 5 times]</i></p> <p><i>“Ok...I have logged in and got an error message... You don’t want to see this when you log in, that’s for sure.”</i></p>	<p>Provide ways for customers to understand the error messages and allow them to resolve the issues.</p>	H

Findings & insights: MyVodafone (Handset self-service)

#	Findings	Action	Priority
HSS1	<p>Authentication or login process (on smart phones) is a barrier</p> <p>Users just want to use their mobile device to check usage straight away:</p> <p><i>“Why is this asking me to login again? This is really frustrating!” [This customer was asked to login 5 times and page kept re-loading. At one time, it loaded onto VCA.]</i></p> <p>Password entry field wasn’t cleared after failed login, giving customers the impression that they can hit ‘enter’ again.</p>	<ul style="list-style-type: none">• Customers should be automatically logged into MyVodafone environment on their mobile phones.• Customers should be able to browse MyVodafone freely without logins or PINs.• Only when customers are upgrading a plan or performing a payment-related task should they be prompted to enter password.	H
HSS2	<p>Users want to pay bills on their mobiles.</p> <p>Customers are expecting to pay their bills on their mobiles, not just checking balance or see their bills.</p> <p><i>“I want to see if I can make a payment- not just see my bills. I can do that anytime.”</i></p> <p><i>“I want to set up direct debit on my phone...I’m always on the move, I don’t have time to check my account.”</i></p>	<p>Provide customers the ability to pay their bills on their mobile phones via different payment methods, such as credit card and direct debit.</p>	H

Findings & insights: MyVodafone (Handset self-service)

#	Findings	Action	Priority
HSS3	<p>Users want to the ability to select a date range to check usage, on postpaid this would be the billing cycle.</p> <p>Users wanted to see a date range. Providing ‘today’ or ‘yesterday’ does not provide the overall picture for usage:</p> <p><i>“I could have spent a lot on one or two days, not telling enough.”</i></p> <p><i>“I want to see this by month. I’d like to see a historical view rather than by day.”</i></p>	Allow customers to choose billing period easily on handset.	H
HSS4	<p>No indication that users have logged into MyVodafone.</p> <p>There are no indication that the customer have logged in successfully, or confirmation.</p> <p><i>“It took me to a new page, I guess I have logged in?”</i></p>	Provide a logged in successfully message so users know that they are in a logged in and secured area.	H

Findings & insights: MyVodafone

(Web self-service)

#	Findings	Action	Priority
WSS1	<p>Abbreviated usage terms do not make sense to users.</p> <p>• Users didn't understand the abbreviation. I.e., V2O (Vodafone to Other mobiles)</p>	<ul style="list-style-type: none">• Provide clear indication of usage types• Provide meaningful terminologies	H
WSS2	<p>The left hand navigation has repeated functions and appears to be meaningless to customers</p> <p>Users randomly clicked to see if any pages had what they had in mind.</p> <p>(e.g., 'spend and entitlements' and 'usage details'; and 'pay bills' and 'direct debit').</p>	<p>Integrate the functions of MyVodafone so users can visit the system with clear indication and direction on where to go</p>	H

Findings & insights: MyVodafone (Web self-service)

#	Findings	Action	Priority
WSS3	<p>Customers expect to see all plan and upgrade information from the prism of their current status.</p> <p>When logged into their account, customers expect to see</p> <ul style="list-style-type: none">What I haveWhat I SHOULD getWhat are MY options <ul style="list-style-type: none">• Users were lost and confused when they clicked on ‘Plan Info’ and RightNow content were presented in a new browser. They were expecting this to be part of the same interface.• There was no way users could navigate back to MyVodafone from RightNow.	<p>Integrate RightNow content and MyVodafone, so that plan info displays in the same interface, without the need of a new browser.</p>	H
WSS4	<p>“Pay bill” is not noticed by customers.</p> <p>Customers expected to be able to pay from any channels, e.g., credit card, direct debit.</p> <p>Having separated ‘Direct debit’ made customers confused, and thought that was the only payment option available.</p>	<ul style="list-style-type: none">• Direct debit’ should not be separated from ‘pay bill’• “Recent bills” and “Pay bills” should be termed “Bills and payments”- too complicated for customers to go through different functionalities to find the right information.	H



vodafone

Appendix

Appendix– Scenarios

- New customer- You're thinking of signing up for a 3 account. What do you do?
- End of contract- Your 3 contract is expiring and you want to renew. What do you do?
- Middle of contract- You want to get a new phone in the middle of your contract. What do you do?
- So, did you hear about the 3 merger with Vodafone? What do you think about it? Try to use the website to see what moving to Vodafone might mean for you. Would you move over?
- So, how do you usually manage your spend? Do you ever check it on your handset? Show me?
- What kind of plan do you have? Would you ever check how much is left on your plan? How would you do this? What are the key things you'd want to find out?
- Do you have a data allowance on your plan (i.e., when you go over you get charged)? How would you check?
- How would you find out when your bill is due? Can you show me?
- Do you check how much you have spent during the month? How do you find out if you have gone over your usage? Can you show me? What do you usually do if you have gone over?
- Do you travel overseas with your phone? How do you prepare for travelling overseas with your phone? Do you use international roaming? Can you show me how you'd check?

Appendix– All findings

Background	1	3 phones 2 blackberries
Background	1	Thinks that Vodafone has pretty good customer service once you get through, but it's too long to get through.
background	1	1 wants sure on any pricing or what the plan gave him because he wants the financial controller because the company would pay for whatever they use.
background	3	Been with 3 for 3.5 years. Aware of contract end date because wanting to switch out of 3 due to bad network coverage- call drops, call centre not being helpful. Complained few times. Friends on 3 had the same problem. Instead of making 1 call end up making 3-4 calls, which lead to overspend. Currently on \$29 cap/month, ends up paying \$60-\$100/month. Didn't monitor usage but now do, via Planet 3. Also checked at the beginning of a contract Used to be after price but now after quality of service. Would be happy to pay more for quality. Call centre experience wasn't great- waited on average 20 mins, took a long time. Was advised by the call centre to call back when he experienced drop calls, but when it happens he couldn't do that- no reception and on the move (train)
Background	4	Been with voda for 9 years and felt there should be some kind of acknowledgement that im loyal. I may not be spending a lot of money but I can spend it with someone else.
Background	4	Usually calls 1512 to check her balance.
Background	4	She would check on the web, but difficult to remember the pw, what's the point...when I call, I can just get my balance.
Background	4	checks her balance 1/wk - not a major user doesn't use data at all
Background	4	Goes over her usage occasoinally when she goes overseas.
Background	4	skypes a lot, gets free calls cuz friends and partners are with Voda and 3 I'm on a mobiz plan - it used to be a corporate plan but now I use it to manage my family's mobiles. It's kinda like PAYG no real contract. I pay for what I use. Usually 30-50/month Mobiz helps me manage a.ll my phones.
Background	5	
Background	5	Mobiz is a website where one can mange all their small business plans. Tonly likes to control his family's mobiles and turn services on and off as needed.
Background	5	I just got a new Sony ericson.
Background	5	I used to use lots of data - but no longer - im trying to control my use. I have a telstra mbb, I only use my mobile when Im in a bind.
Background	5	Sorry - I just needed good coverage for my data -and I heard that Vodafone just don't do that well.

Appendix– All findings

bill payment on HSS	3	Pays via direct debit at the moment. Would like the ability to check when the credit card payments gone through.
check recent bills		
check recent bills	3	In recent bill, I want to see spending as of to date (even tho the billing cycle is not over yet). “Payment” refers to previous month. It’s clear what it means.
Check usage		
Check usage	3	> Spend & entitlements Expected to see each line item to open up to get more details about usage.
Check usage	3	> usage details - expects to see how much used and left, how many calls and landline frequency. expected to see a comparison or breakdown of where the money is going. It’s good that I can see today, yesterday, but it doesn’t tell me much- I can use more today. I want to see a range of dates- e.g., a week- select a period of time to see when I go over.
check usage	3	
check your usage using web		
check your usage using web	4	She logged into my vodafone, didn’t know it was case sensitive, we don’t tell this to customers,
check your usage using web	4	she went to spend and entitlements which really isn't usage
check your usage using web	4	she was able to see what she had remainin or spend
check your usage using web	4	she confused the pie chart for the break of data vs calls, but really it was multiple persons account
check your usage using web	4	she rates it 4/5 for easy
check your usage using web	4	she went to spend and entitlements and she just saw the "remaining" against each bar on the chart
checking usage - bills		
checking usage - bills	1	Having pin required on the HS really impacts the experience because pple want things right away and they don’t remember this and also if there are multiple pw and pc - having it on device interferes with the experience
checking usage - bills	3	I use eBills email- easy much better than paper. All the records are always in my inbox.
checking when bill is due		
checking when bill is due	1	Within my voda there are 3 level of account pins and this is extremely confusing and interferes with peoples ability to remember this and to use the web/HS channel.
checking when bill is due	1	first thing clicked on bill section was "direct debit" - because that is how I pay - because there I'll see what my account.
checking when bill is due	1	Other places where he's look for bill dates was in plan info and bill options.

have this all in a dashboard

Appendix– All findings

Data allowance on HSS		
Data allowance on HSS	4	very slow load....on her iphone - it loaded an web version - completely non-device specialised. Full web version even though she logged in on the i-portal
Data allowance on HSS	4	So, we went to google phone HTC: android and loaded the app, but after login in on the homepage, she was asked to login again on each subsequent page without the information loading in (examples of pages not loading in:usage details, plan details, spend & entitlements, my account, and others) for a total of 5 times.
Data allowance on HSS	4	It was so slow to load "I would have turned it off by now" for both android and the iphone version.
Data allowance on HSS	4	Iphone version also dumped her back to the homepage.
Data allowance on HSS	4	"Why is it asking me to log in again , this is really frustrating.
data allowance on HSS	3	At the beginning the data allowance was enough, now is quite expensive. Hoping to get data for free from plan.
data allowance on HSS	3	Expected to click on data allowance and see more details about it- break down by: day, week, month
Find the cap level or plan details on HSS		
Find the cap level or plan details on HSS	4	Could not complete had to constantly re-enter the pw
General My Voda WSS		
General My Voda WSS	5	I like that you can set up direct debit
How does this compare with "Mobiz"		
How does this compare with "Mobiz"	5	I like it - it's good for multiple accounts
HSS account		
HSS account	4	No indication that the customer has logged in successfully, no confirmation

Appendix– All findings

My Vodafone		
My Vodafone	1	Not interested in the news - I get that from my usual sources WTF
My Vodafone	1	Use it on the fly- prefer to sit infront of a computer to check bill, etc
MY Vodafone	2	"Spend and entitlements" doesn't mean anything to customers- overcomplicated the ability to view usage via multiple terms
		Customers want one dashboard with clicks to further information "I just want to see how much I used and what's left..."
MY Vodafone	2	customers randomly clicked to see if any page had what they had in mind (WSS)
MY Vodafone	2	terminology isn't relevant- e.g., domestic data, roaming data, allowance- wtf?
MY Vodafone	2	wanted bar chart or visual representation of their account
my Vodafone	2	account info didn't load even after they logged in correctly
my Vodafone	2	no good error messaging
my Vodafone	2	wants a chart- usage details, break down for the numbers
my Vodafone	2	too many links, too many topics or functionalities for navigation in MyVodafone for HSS and WSS
my Vodafone	2	Bills and payment should be termed bills and payments- currently doesn't include the bill information, went to spend and entitlements- not sure what it is.
My Vodafone	3	Not concerned with account security- believe it's a secured environment
MY Vodafone WSS		
MY Vodafone WSS		info about about "plan" goes to "right now", but customers want to see it in the same interface
		abbreviated terms don't make sense ie. V2O (Vodafone to

Appendix– All findings

Review your plan with 3	2	likes that 3 enables her to renew her plan before it's really due - like a month or two before. Especially when she put her phone in the washer - she was able to get a new phone earlier no problem
Scarlet - existing		
Scarlet - existing	3	Selected 'Caps & plans' on 3 landing page- I have always been on Cap plans
Scarlet - existing	3	"More info" button on 3 didn't work- expected to see call rates. Wanted to see how much roaming would cost.
Scarlet - existing	3	Compare phones was ok but I want o see phone weight, memory, pixel, battery life, FM Radio. Any additional phone features are a bonus.
Scarlet - existing	3	I choose phone based on their brand. I am quite loyal, I have only used Nokia phones.
Scarlet - moving over		
Scarlet - moving over	1	Access point from 3 to Vodafone need to be prominent
Scarlet - moving over	1	He was used to the 3 branding (e.g. green colour) and was confused when landed in Vodafone and saw red
Scarlet - moving over	1	Did not notice the vodafone module box on 3 until promoted
Scarlet - moving over	1	Because he read the module info/content- the redirect message was received slightly better
Scarlet - moving over	3	On the modal box, when asked to select "new customer" or "existing customer"- what would be my benefits, if I moved to Vodafone? Not clear to me the difference between 3 & Vodafone. I thought they were one company.
Scarlet - moving over	3	Clicked on 'Upgrade'- I didn't like it. There's no info on the redirect page.
Scarlet - moving over	3	If I'm going to move to Vodafone, what are the better phones you can give me? The redirect page doesn't tell me that. I wouldn't bother click on the on "3 + Vodafone- bigger, better" box. I am after good services. That's more important to me than the fact they have joined. I'd want Vodafone to guarantee me a good network so I have a comfort in moving.
Scarlet - moving over	3	> Migration hub > Move to Vodafone > Network > Coverage checker The coverage checker seems to be similar to other providers. Not understanding the coverage difference between "standard" & "new". I'd check other suburbs, the ones I will pass through on the train
Scarlet - moving over	3	Very important for me to know the benefits of moving to Vodafone- more than what 3 can provide me- phone, guarantee service (network), price. I used to be alot more important than now, I am after quality service.

Appendix– All findings

Scarlet - new		
Scarlet - new	1	On the redirect page, clicked ‘Plan’ as new customer. Wanted to see what options were available to him.
Scarlet - new	1	Not confident with the redirect page content. He didn’t see no reason to move over to Vodafone.
Scarlet - new	1	Redirect screen didn’t have enough information on the relationship between 3 and Voda. What the current situation is. Why are they moving moved.
Scarlet - new	1	Participant suggested a paragraph the reason on why they are moving over.
Scarlet - new	1	Participant was after a ‘comfort’ factor on the redirection page.
Scarlet- merger		
Scarlet- merger	1	Haven’t heard of the merger
Scarlet- merger	3	Participant’s suburb only receives Telstra signal- got no choice
Scarlet- merger	3	Not sure about Vodafone’s network to switch over
Scarlet- merger	3	Friends’ comments over the network has a high influence on decision. I got a big circle of friends- 40-50 people- and they are mostly on Vodafone and 3.
Scarlet- merger	2	"What? 3's been closed?"
Scarlet- merger	2	"Very concerned! How come it's closed? They are still selling it in the shop....oh so here is Vodafone"
Scarlet- merger	2	"How come the colour is blue?...Now, I see red- I know I'm in Vodafone. 3 is Green. Maybe Vodafone and 3 are a family- maybe we want to see them together."
Scarlet- merger	2	"I don't care! I just want to understand what does it mean for me?"
Scarlet- merger	2	"I still think they are separate, I want to see them together"- re: brand identity- separate entities
Scarlet- merger	2	"I don't want to see the banner- I just want to see the content straight away" re: scarlet homepage impression
Scarlet- merger	2	"I don't know if I want to move [to Vodafone], I'm

Appendix– All findings

Scarlet- merger	2	<p>"I don't mind if the service is good and they have good overseas call rates...I think the services is good on 3. It's cheap and good quality. 3 or Vodafone is about the same"</p> <p>"I prefer to go to the shop, I prefer face to face. They will tell me if I missed anything. They speak Mandarin"</p>
Scarlet- merger	2	<p>"I alway come to the [3] site to check new stuff- to see if there are free stuff."</p>
Scarlet- merger	2	<p>"I'm confused, I am still not sure whether I'm on 3 or Vodafone [website]"- she didn't understand the colour of the 3 website- very sensitive to branding and colour</p>
Scarlet- merger	2	<p>Didn't understand the redirection page- she wasn't sure why she was then in Vodafone "I just want to know how it impacts me, that's all"</p>
Scarlet- merger	2	<p>Existing customers want to see a different experience- they want to see what's relevant for them, in the context of them, new stuff/new plan info</p>
Scarlet- merger	2	<p>3 shop: Wanted to compare plans between different price points, not within the same price point- "I don't want to compare plan to plan"</p>
Scarlet- merger	3	<p>Heard of merger. Never used Vodafone before despite using most other providers (Telstra, Optus, AAPT, 3). Vodafone has a high rate of complaint.</p>

Appendix– All findings

SCARLET:renew 3 contract		
SCARLET:renew 3 contract	4	Where she'd click would depend if she wanted to renew or use the same plan
SCARLET:renew 3 contract	4	She would expect to login to see what her best renewal options were. So she could see when she's up for renewal and what's best
SCARLET:renew 3 contract	4	I wouldn't do this online - id want to speak with someone to see if I havent missed anything. I really liked the vodafone store staff.
SCARLET:renew 3 contract	4	I think I would get better info and more reliable up to date offers from the store - I might miss something by doing it on my own
SCARLET:renew 3 contract	4	Then she went to upgrade on the page: I guess it makes sense if they are merging to explain - smart and polite way to tell people that they are renewing with Vodafone.
SCARLET:renew 3 contract	4	I don't personally want to be with 3, but people who are with 3,
SCARLET:renew 3 contract	5	Is this the normal website? Is this 3 or another website - im not sure and why would I want to go to Vodafoneon.
SCARLET:renew 3 contract	5	im a 3 customers, I want to renew with 3 - whey are you not letting me go there.
SCARLET:renew 3 contract	5	I don't want to see this massive benner - I want to see my options right awayt and the plans and pricing - not this banner.
SCARLET:renew 3 contract	5	Oh- I see that I can log straight into my account. I like that.
SCARLET:renew 3 contract	5	This site feels really cluttered - too many images and graphics
SCARLET:renew 3 contract	5	If I got this popup - and I was after a renewal with 3 - id think "what the hell, im after 3 not Vodafone.
SCARLET:renew 3 contract	5	When I click "upgrade" I get to Vodafone with no message as to why? Im confused - why am I going to Vodafone. Am a loyal 3 customer
SCARLET:renew 3 contract	5	3 is still advertising to my knowlledge - so this would really piss m off
SCARLET:renew 3 contract	5	I would have ignored the banner and would have noticed he merger stuff till I notices something that impacted me.
Task 3: You want to find out how much you've spent this month		
Task 3: You want to find out how much you've spent this month	5	My Voda -" hmmm reasonably quick"..but then goes to my account after login and expeiences an error message and cant actually see items within the account - gets an alert and doenst help to relaod or log-in again. "You don't want to see this when you log in..that's for sure..."
Task 3: You want to find out how much you've spent this month	5	He went to "Usage" - but was surprised when he only saw recent use - he was expecting to see a list of bills. Id also like to see a chart of my usage - "im looking for a flat line" I don't want to see any spikes - then I'd look into something".

Appendix– All findings

Task 4: You want to find ourhow many minutes are left in your plan and inclusions...		
Task 4: You want to find ourhow many minutes are left in your plan and inclusions...	5	He finds his plan info on the "right now page" but he expected to see this inline with his usage and not have to go to a separate interface.
Task 4: You want to find ourhow many minutes are left in your plan and inclusions...	5	You know, I'd like to change my contract online - I would if I could - would be good to see what might be appropriate for me
Task 4: You want to find ourhow many minutes are left in your plan and inclusions...	5	You know, with TPG I can change my plan online without having to talk to anyone...calling the call centre is the last resort". I'll never go to the store - it's too busy and I'd usually have to go at lunch time when it's most busy.
Task 4: You want to find ourhow many minutes are left in your plan and inclusions...	5	Tries to find another plan while still logged in
Task 8: How much have you spent last month HSS		
Task 8: How much have you spent last month HSS	5	Clicks usage detaisl - and is looking for a date range "I want to see this by month". - I'd like to see a historical view rather than one by one.
Task 8: How much have you spent last month HSS	5	The graphics are too thick for this page
Task 8: How much have you spent last month HSS	5	Clicks service settings to see if he could alter premium tests while he is on device..oohh I don't want to have to put my cc card detaisl in every time I want to change something. That's not good - this shouldvent cost things
Task 8: How much have you spent last month HSS	5	I like that I can set up alerts - this is good
Task 8: How much have you spent last month HSS	5	I want to see if I can make a payment - not just see my bills
Task 8: How much have you spent last month HSS	5	Too much on a small screen
Usage against the cap		
Usage against the cap	1	he clicked on usage details - he wanted a data range..but didn't see this. Rather he saw today, yesterday and only on the bottom is the date range
Usage against the cap	1	He wanted to see not just history, but usage against entitlements
Usage against the cap	3	Wanted to see trends
Usage against the cap	3	Wanted to monitor against anything unusual

Appendix– All findings

Usage against the cap - WEB		
Usage against the cap - WEB	1	He wanted to see what the abbreviations stood for - but that wasn't on the handset experience
Usage against the cap - WEB	1	He wanted download a csv from the web
Usage against the cap - WEB	1	pdf not as good for history
usage on hss		
usage on hss	1	wants quick info: like bill due, orzo bill overdue or exceeding cap quick snapshot of what's happening on the account
Using device vs WSS		
Using device vs WSS	5	I like that you can set up certain restrictions for specific accounts
Using device vs WSS	5	I like that you can turn on & off premium texts for individual accounts
Using device vs WSS	5	I use the web mainly for checking my spend - very rarely on device
Using device vs WSS	5	I turn off Data - so mainly use WAP - just to save money
Using my vodaf on handset - check your spend for the business plan		
Using my vodaf on handset - check your spend for the business plan	1	He has an expectation that there would be an explanation for each phone instead of a lump sum
Using my vodaf on handset - check your spend for the business plan	1	Load time was very long for my voda on handset
Using my vodaf on handset - check your spend for the business plan	1	the accounts required an account pin which consistently didn't work on the hs
WSS		
WSS	4	when you enter pw incorrectlh or fail - it doesn't clear the pw field - even thought you have to re-enter. Caused multiple fails.
WSS	4	Account pin worked on the web and not on hs.
WSS	4	Enterring all these numbers is a probme and a deterrent to self-care
WSS	4	WSS - could not see usage details or other acctnt info at this time and an orange error boz displayed. Likely because of server or technical problems.
WSS find last month's spend		
WSS find last month's spend	4	Went to recent bills and was expecting to the info right away, but thought you'd need to download the csv file.
WSS: bill due date - find		
WSS: bill due date - find	4	Clicked on plan info and it went to right now - don't know why its taking me there - its so frustrating - When clicked on spend and entitlments and drop down apeared because it wanted her to select her number:
WSS: bill due date - find	4	Then she went to payment hisotry - wasn't correct
WSS: bill due date - find	4	ended up in "pay bill" and found it rates 3/5 easy

Appendix– Participant background

6. Just a bit on your current living arrangement...			
		Response Percent	Response Count
Renting	<div><div></div></div>	40.0%	2
Mortgage	<div><div></div></div>	60.0%	3
Living at home		0.0%	0
Other (please specify)		0.0%	0
answered question			5
skipped question			0
7. How tech savvy are you?			
		Response Percent	Response Count
Don't know/don't care- I am not worried about the latest technology		0.0%	0
Somewhat- I know enough about technology to get by	<div><div></div></div>	60.0%	3
Very- I follow all the latest technology gadgets so I'm not missing out	<div><div></div></div>	40.0%	2
answered question			5
skipped question			0
8. What mobile phone do you currently have?			
			Response Count
			5
answered question			5
skipped question			0
9. Who is your current mobile provider?			
		Response Percent	Response Count
Vodafone	<div><div></div></div>	40.0%	2
Telstra	<div><div></div></div>	20.0%	1
Optus		0.0%	0
3	<div><div></div></div>	40.0%	2
Virgin Mobile		0.0%	0
Other provide (please specify)		0.0%	0
answered question			5
skipped question			0
10. Are you currently on contract/plan or prepaid?			
		Response Percent	Response Count
Contract/plan	<div><div></div></div>	100.0%	5
Prepaid		0.0%	0
Can you tell us about the contract/plan (e.g., Infinite 45, \$69 Cap) or prepaid recharge (e.g., Flexi Cap \$49) you're on?			2
answered question			5
skipped question			0
11. How long have you been with your provider for? (In years & months)			
			Response Count
			5
answered question			5
skipped question			0

12. How do you feel about your mobile provider?				
				Response Count
				5
answered question				5
skipped question				0

13. Can you tell us a bit about your usage per week...				
			Response Percent	Response Count
How many calls?	<div><div></div></div>		100.0%	5
How many text?	<div><div></div></div>		100.0%	5
How much data (MB)?	<div><div></div></div>		100.0%	5
			answered question	5
			skipped question	0

14. How do you know how many /much calls, text & data you used?					
		Don't know/don't care	I guess my usage and just make sure it doesn't go over	I check my usage regularly to make sure there are no surprises	Response Count
Calls		20.0% (1)	0.0% (0)	80.0% (4)	5
Texts		20.0% (1)	20.0% (1)	60.0% (3)	5
Data		40.0% (2)	0.0% (0)	60.0% (3)	5
answered question					5
skipped question					0

Appendix– Participant background

15. How frequently do you do these activities on your mobile phone?

	Everyday	2-3 times a week	Once a week	Never	Response Count
Download music	0.0% (0)	0.0% (0)	0.0% (0)	100.0% (5)	5
Download video	0.0% (0)	0.0% (0)	40.0% (2)	60.0% (3)	5
Facebook	20.0% (1)	20.0% (1)	0.0% (0)	60.0% (3)	5
Twitter	0.0% (0)	0.0% (0)	0.0% (0)	100.0% (5)	5
Bank (investment)	0.0% (0)	20.0% (1)	20.0% (1)	60.0% (3)	5
Shopping	40.0% (2)	0.0% (0)	0.0% (0)	60.0% (3)	5
Read news articles	40.0% (2)	20.0% (1)	20.0% (1)	20.0% (1)	5
answered question					5
skipped question					0

16. How do you manage your mobile usage spend?

		Response Percent	Response Count
I don't/ don't care	<div></div>	20.0%	1
When I get my bill		0.0%	0
I'd call to check my spend	<div></div>	20.0%	1
I'd text to check my spend		0.0%	0
I'd check on my mobile	<div></div>	40.0%	2
I'd go on the website	<div></div>	40.0%	2
answered question			5
skipped question			0

17. How do you check your amount spend?

		Response Percent	Response Count
I don't/ don't care	<div></div>	20.0%	1
When I get my bill	<div></div>	20.0%	1
I'd call to check my spend	<div></div>	20.0%	1
I'd text to check my spend		0.0%	0
I'd check on my mobile	<div></div>	20.0%	1
I'd go on the website	<div></div>	40.0%	2
Other (please specify)			0
answered question			5
skipped question			0

18. If you went over your limit, what would you do?

	Response Count
	4
answered question	4
skipped question	1