





## PROJECT BRIEF

Optimizing the help page of a website to elevate user experience.



<https://metagalaxia.com.br/series/5-motivos-para-assistir-the-bear-sucesso-disponivel-no-star/>



## ISSUES WITH CURRENT PAGE

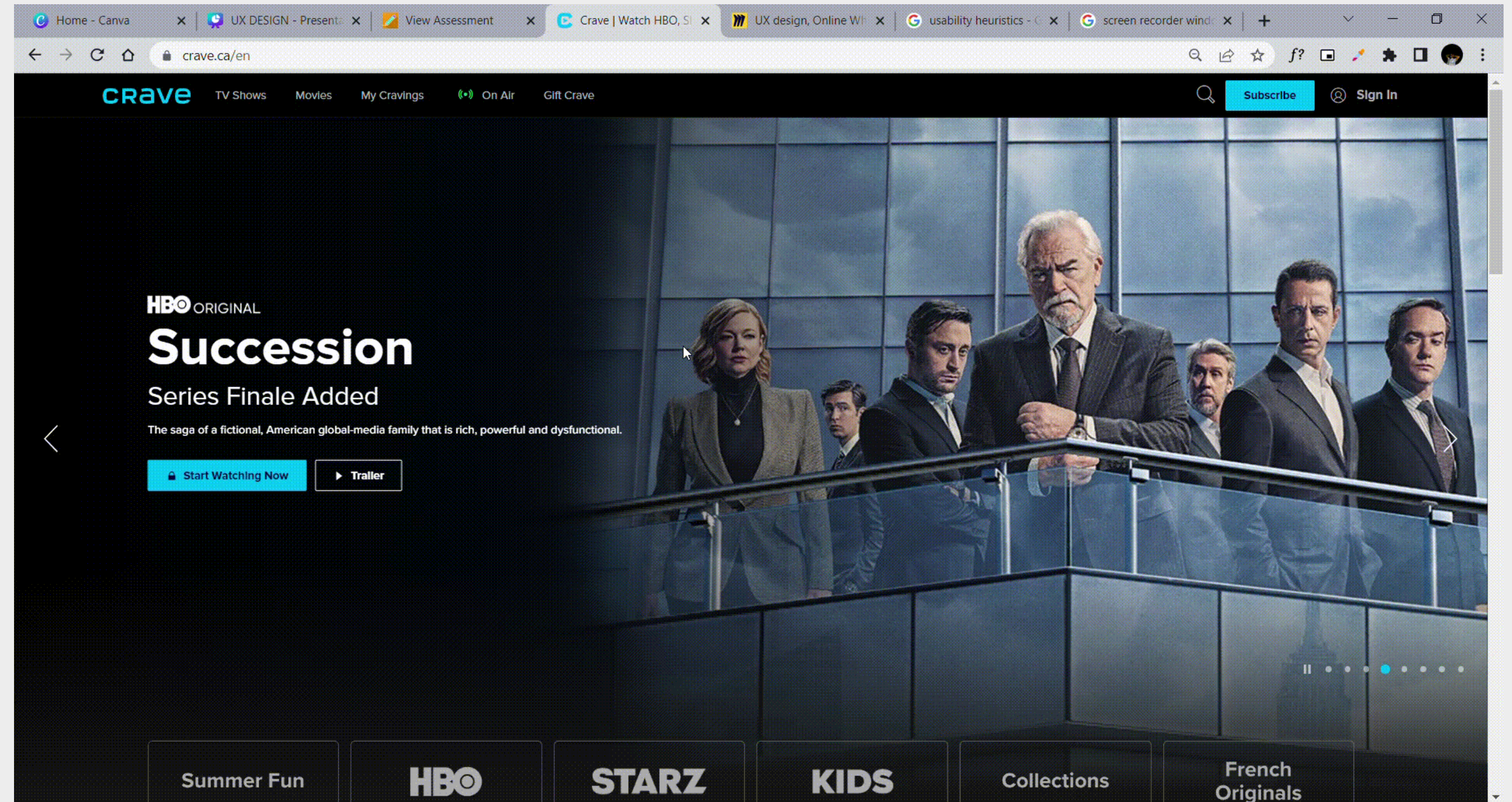
### CRAVE HOME PAGE

#### Visibility of system status:

- The help is not easy to find

#### Help & documentation:

- Help is not easily accessible from the home page





## ISSUES WITH CURRENT PAGE

### MAIN HELP PAGE

#### Consistency & standards:

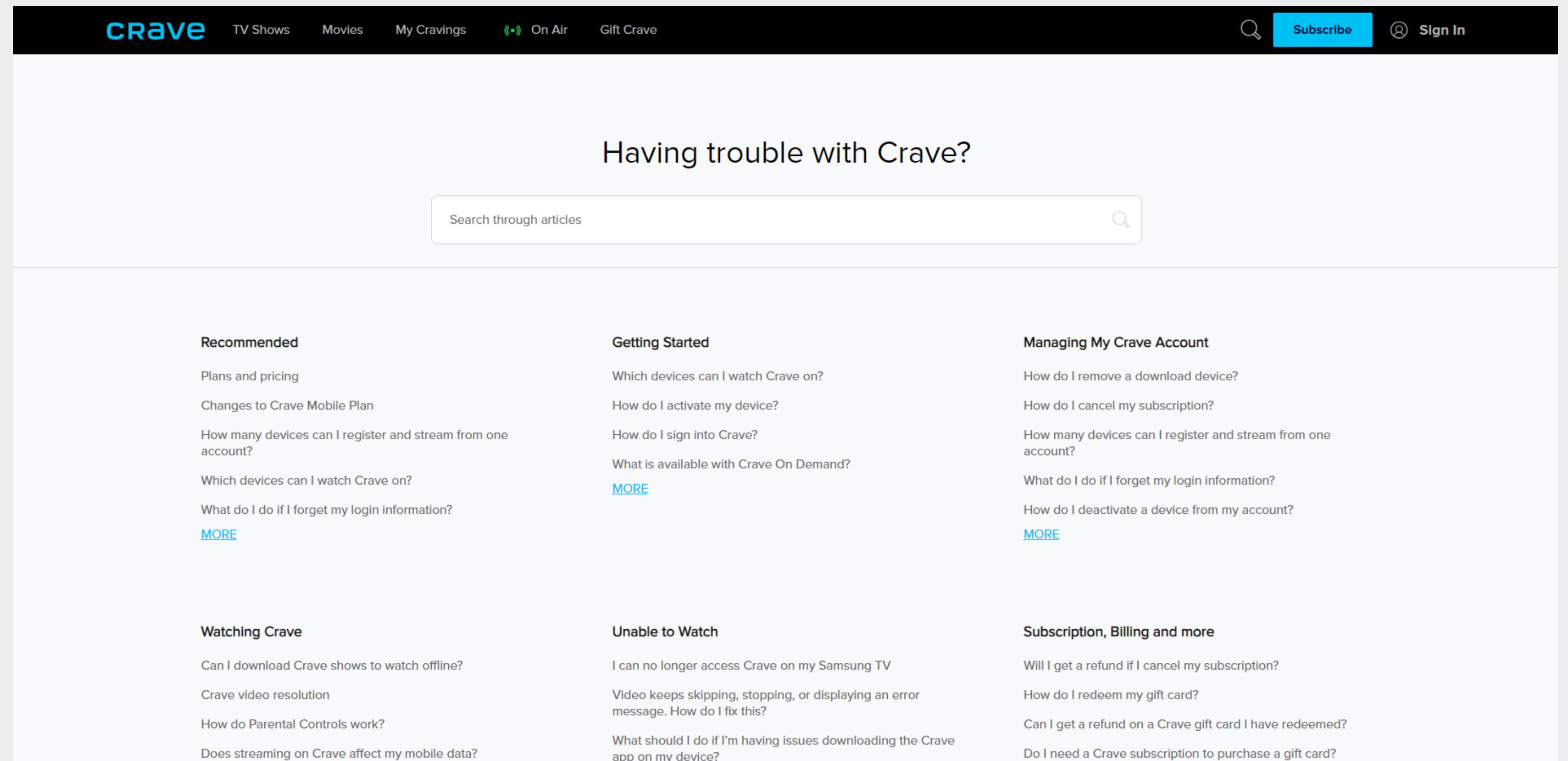
- The help page differs from competitors. It lacks features like contact information or feedback forms

#### Recognition rather than recall:

- The help page content is disorganized and extensive, causing strain to the user's mental load

#### Aesthetic and minimalist design:

- Vertically arranged titles require a lot of scrolling and makes information hard to find





## ISSUES WITH CURRENT PAGE

### SPECIFIC HELP PAGE

Help users recognize, diagnose, and recover from errors:

- Help pages have no visuals and a lot of text.

[Print This Article](#)

[Support](#) < [Managing My Crave Account](#) < Plans and pricing

## Plans and pricing

Enjoy thousands of hours of the best series, movies and more. The latest originals from Crave, HBO, HBO Max and more, exclusive access to the entire HBO library, the biggest Hollywood blockbusters, and the best French-language content in Canada.

**Crave Total:** Ideal for multiple users. Get the best video resolution, cast to your big screen, download to watch anywhere and watch up to 4 streams at the same time.

**Crave Mobile:** Ideal for individuals. Get good video resolution, cast to your big screen and watch 1 stream at a time. Downloads not available.

**STARZ (Add-on):** Looking to get even more? Get access to bold originals series from STARZ, and even more movies including a massive collection of modern-classics. Available to add-on to your Crave Total subscription when you subscribe directly through Crave. Note: The STARZ add-on will reflect the features and technical specifications of your selected Crave subscription plan.

Visit [crave.ca/subscribe](https://crave.ca/subscribe) for details.

Please note: Not all providers and partners offer all Crave and STARZ products. If you have a subscription through your TV or mobile provider, please contact them directly to learn more about the products they offer. New subscriptions to Crave Mobile Plan are available only through select third party distributors.



## USER PERSONA

### Giuseppe, 56 years old, Ontario

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#### GOALS

- Relax after work
- Stream on his iPad
- Save money on entertainment



#### BEHAVIOR AND ACTIONS

- He owns a landscaping business
- He recently switched from cable to Crave
- He is saving for retirement

#### NEEDS

- Reliable and affordable services
- Solutions for his problems

#### PAIN POINTS

- Difficulty navigating technology (i.e., new platform)
- Difficulty finding solutions to his troubles



## INSIGHTS FROM THE CURRENT HELP PAGE

Hard to navigate

Lacks generic features like contact, feedback

Landing page is disorganised

Too much text content, no visuals

## INSIGHTS FROM COMPETIOR ANALYSIS

We examined Crave's competitors to understand their design standards and identify areas of improvement that we could integrate into our own design.

Differs from competition

Need concise and clear titles

Horizontal list for less scrolling

More visuals

Limited text for easy scanning

Popular topics are prioritised





## INSIGHTS FROM CARD SORTING RESEARCH

We conducted a card sorting exercise with our target audience to gain insights into how they would categorize the help sections on the current website. We tasked them with sorting based on factors like importance, priority, and also selecting their top three preferences.

### ORDER OF IMPORTANCE

1. Search engine

2. Popular help topics

3. All categories

4. Contact us

### CATEGORIZING HELP TOPICS

1. Subscriptions, Plans & Pricing

2. My Account & Preferences

3. Troubleshooting

4. Devices

5. Gift Cards & Promos

### TOP 3 HELP TOPICS

1. Subscriptions, Plans & Pricing

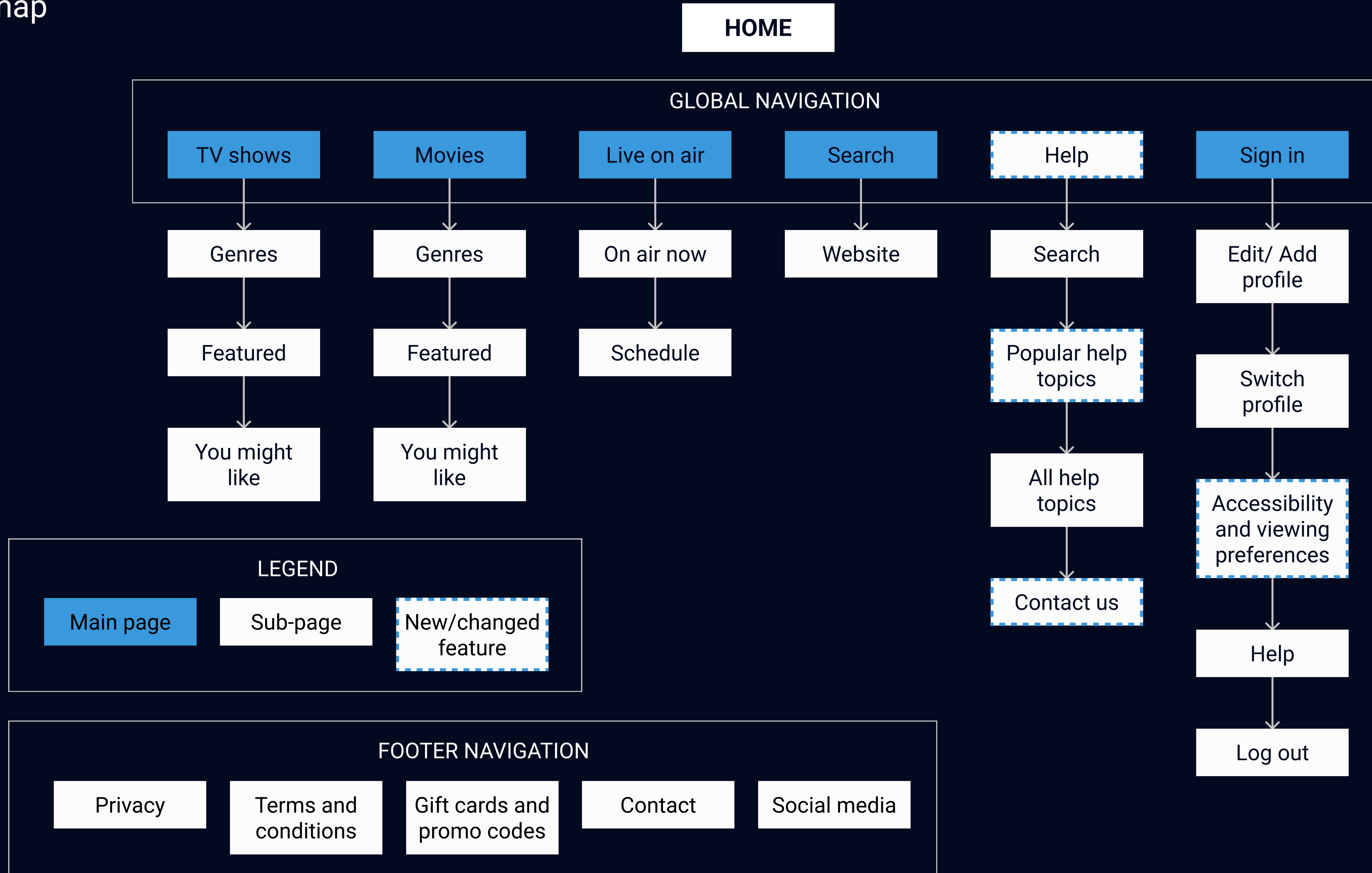
2. Troubleshooting

3. My Account & Preferences



# INFORMATION ARCHITECTURE

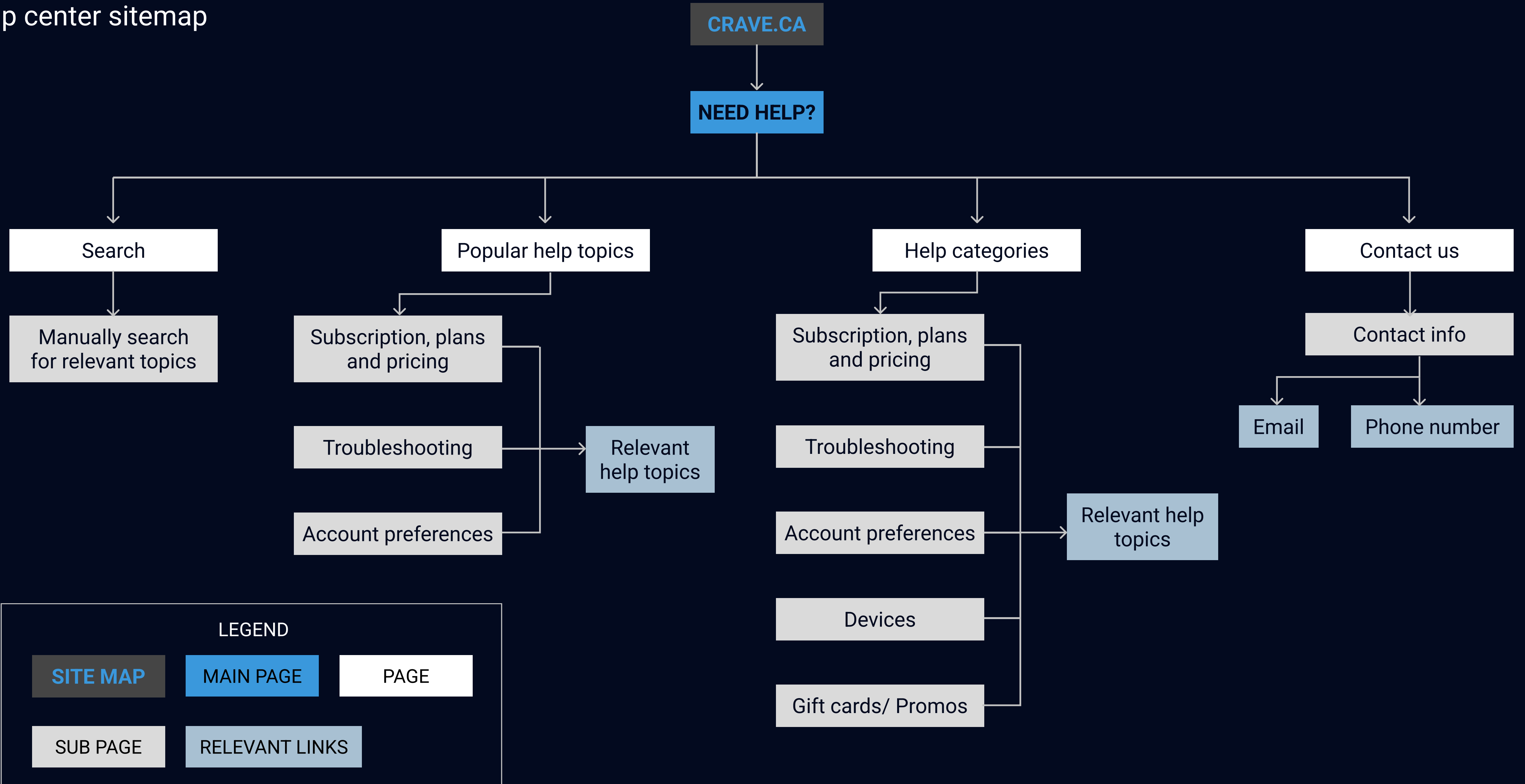
## Crave sitemap





# INFORMATION ARCHITECTURE

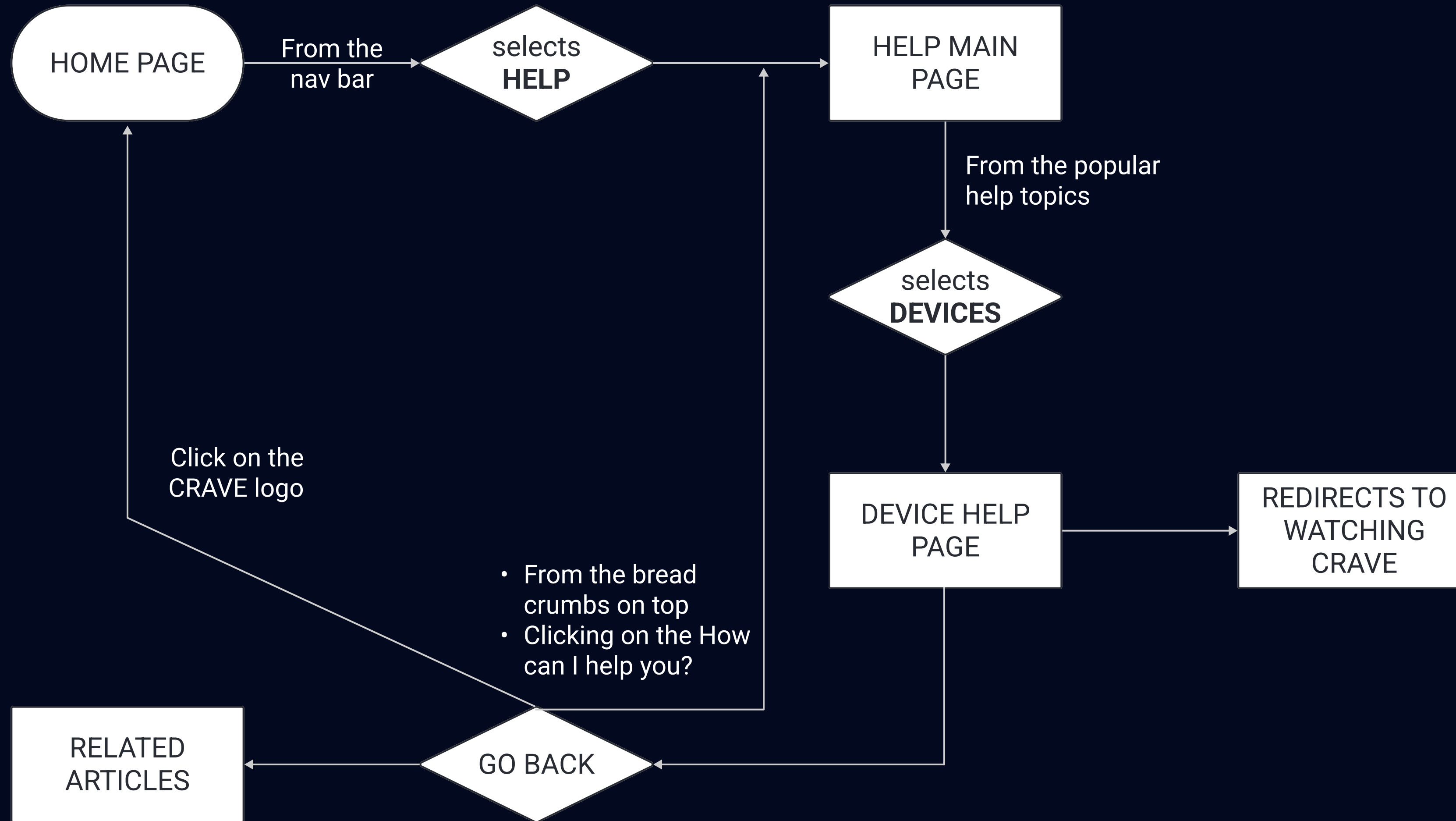
## Help center sitemap





## USER FLOW

TASK: User wants to know what devices are supported by Crave.





## PRIORITY GUIDE

We created the priority guide based on the primary and secondary research we discussed earlier.

This informed the design and layout of our wireframes

🔍 Search all help topics here ✕

Search help page by key word(s)

Subscription, plans and pricing

Troubleshooting

You will be navigated to Related FAQs

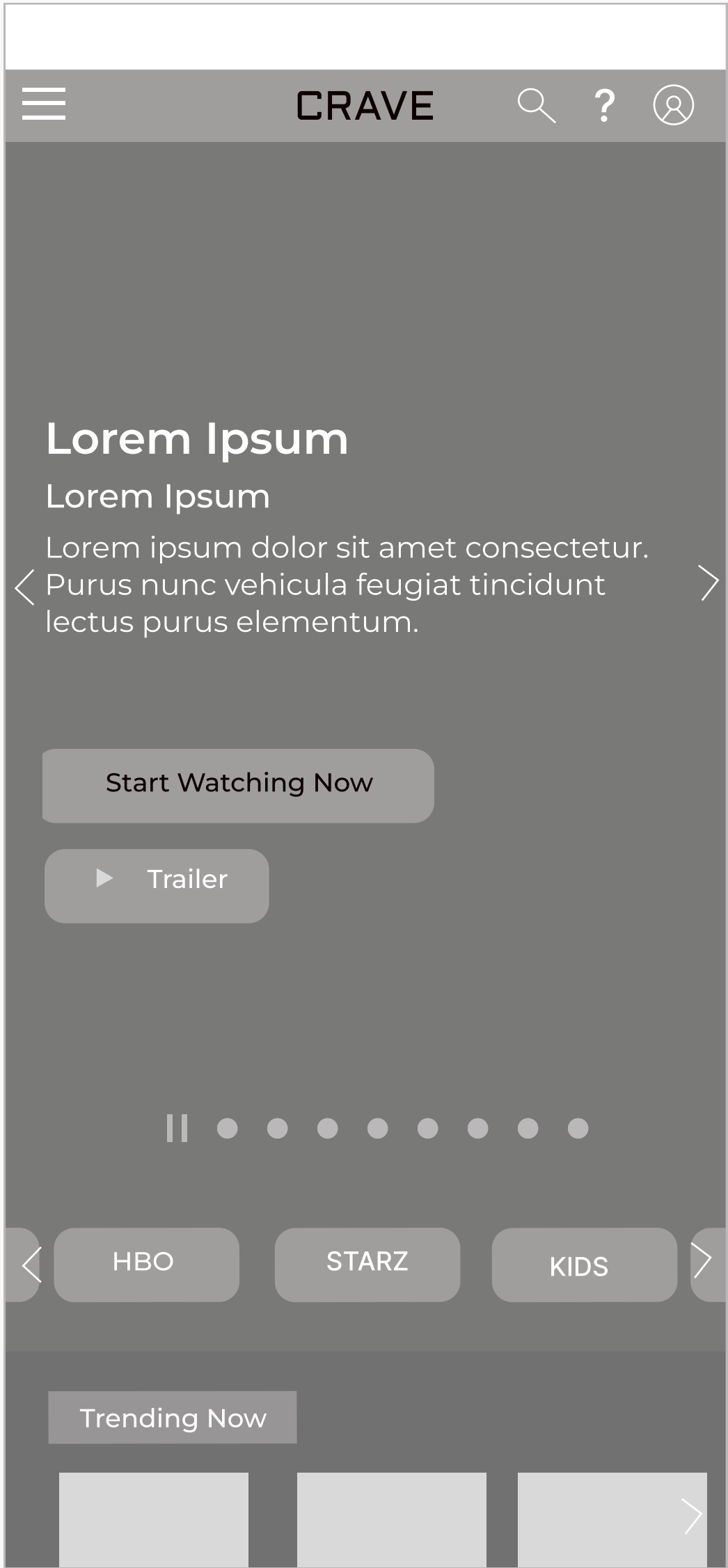
Accounts preferences

All topics

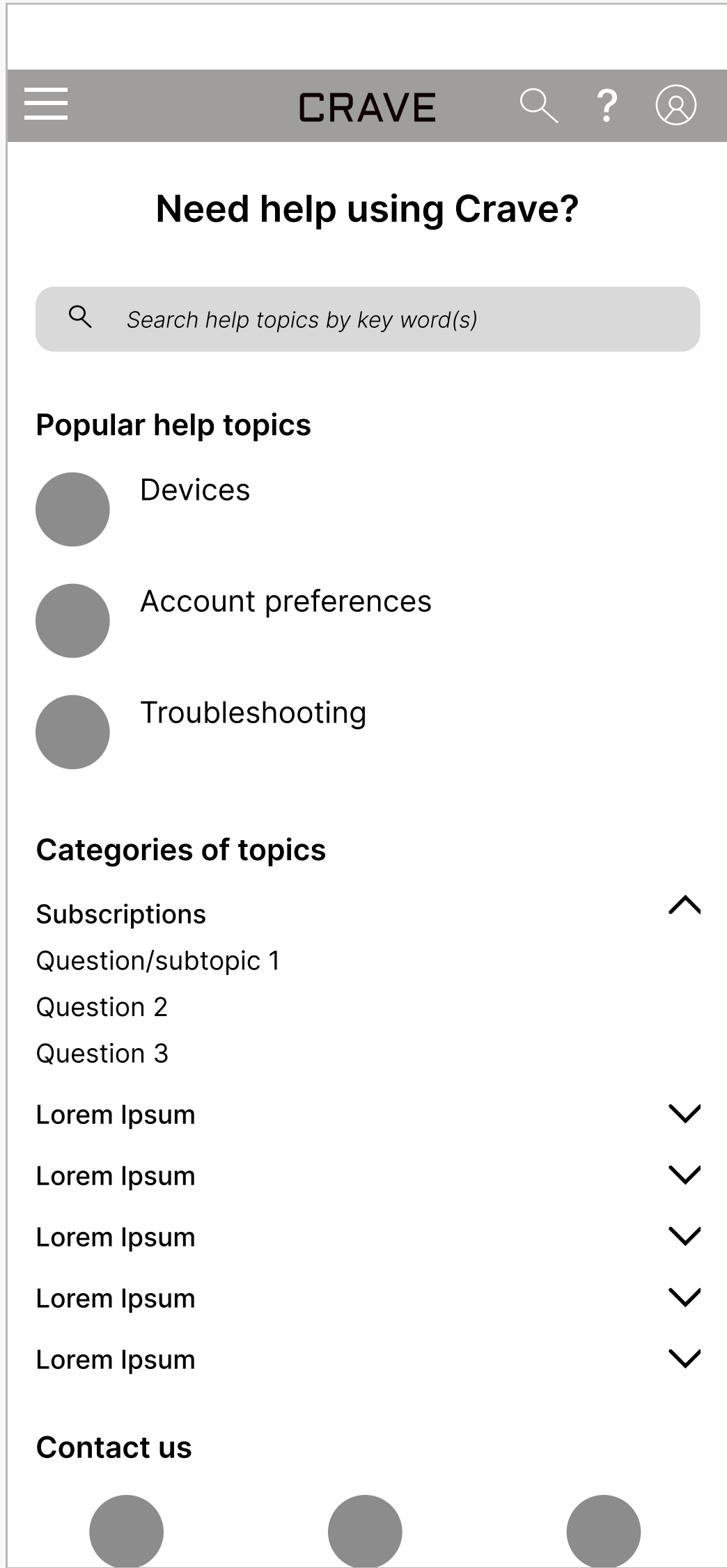
All topic categories navigating to specific help page

Contact us

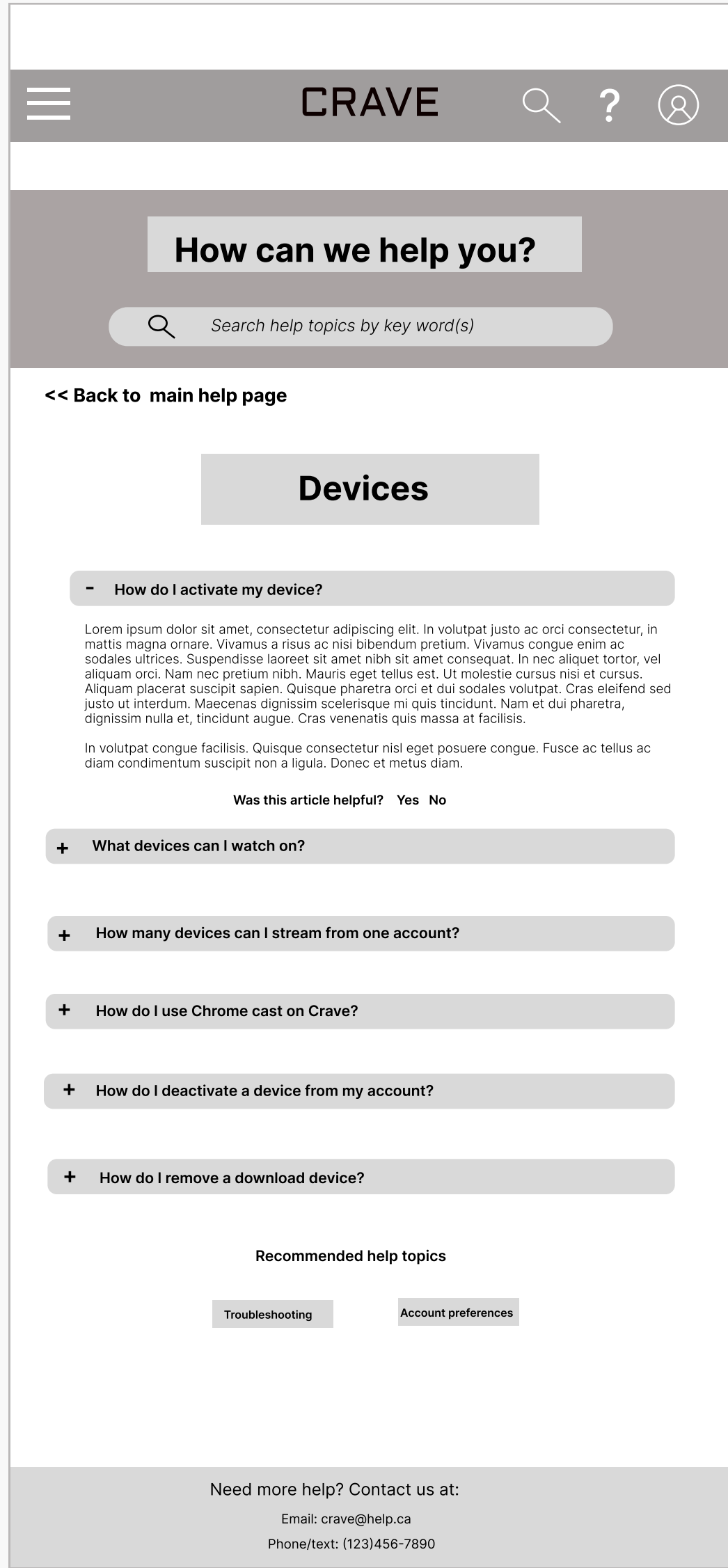
# MEDIUM FIDELITY WIREFRAMES (V1)



Crave home page



Help landing page



Specific help page



# REFINED WIREFRAMES (V2)

## Main help page (Mobile)

The search bar is a priority based on user testing results.

Categories of popular help topics as quick access links/buttons.

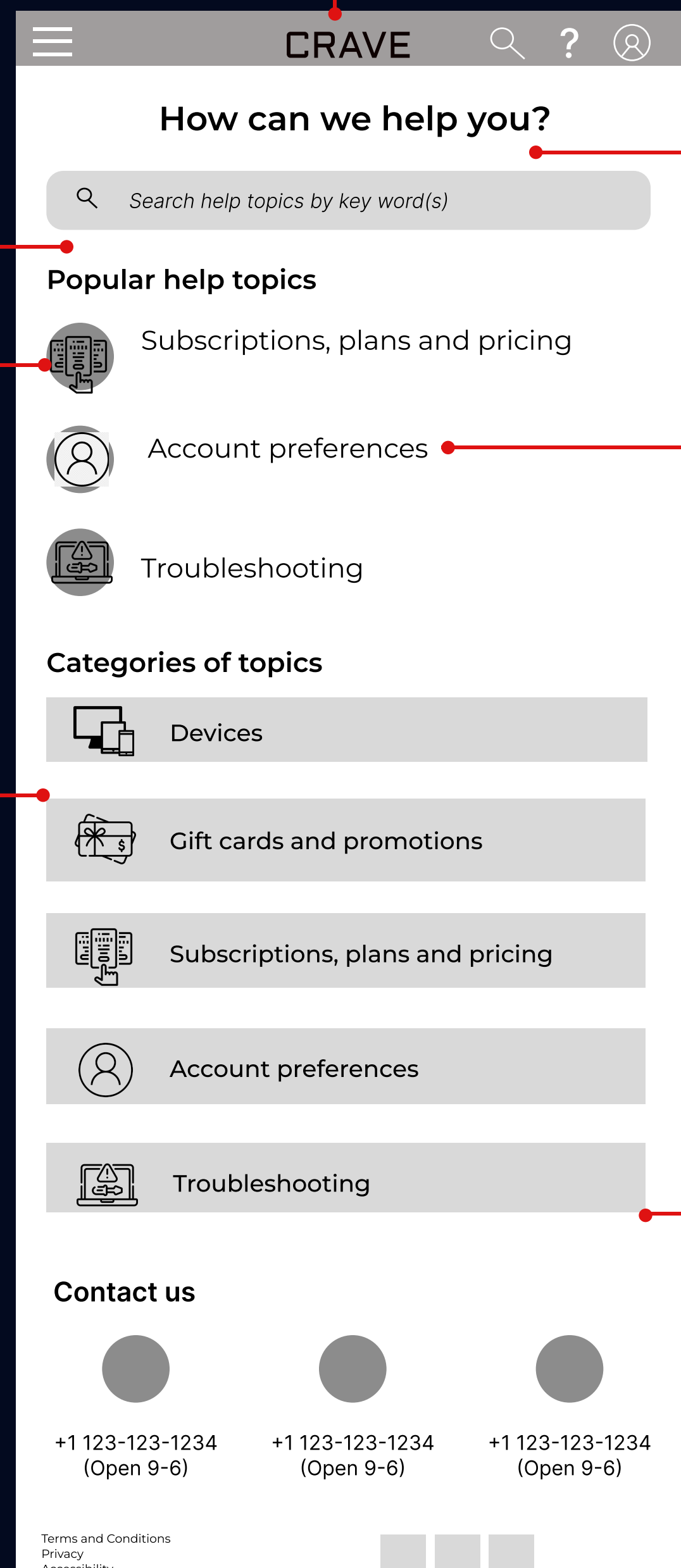
Other categories of help topics organized into subtopics.

Crave's logo links to the home page for easy exit from any page.

Removed unnecessary introductory text based on user heuristics evaluation.

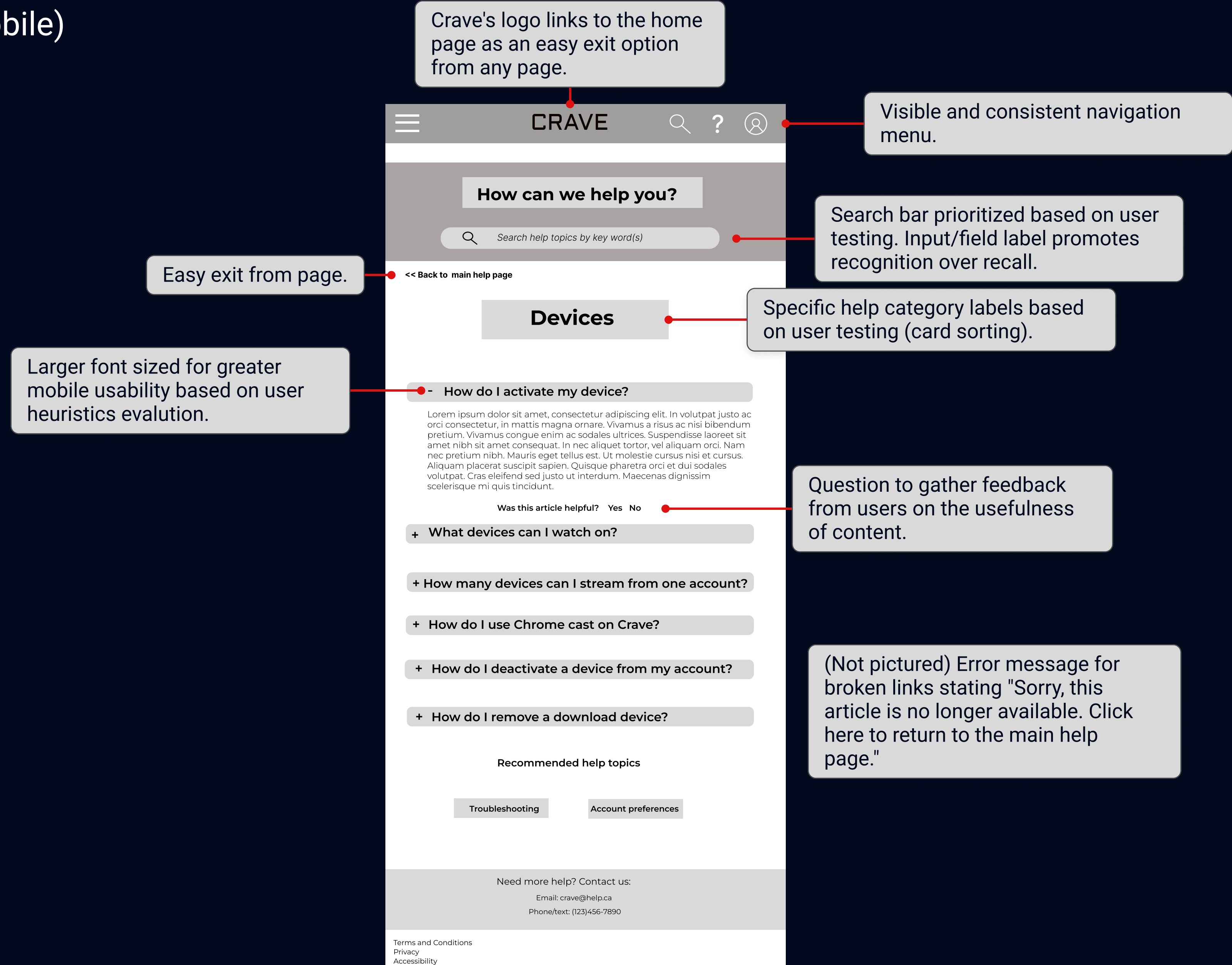
Font sizes increased for greater mobile usability based on user heuristics evaluation.

Increased padding for greater mobile usability based on user heuristics evaluation.



# REFINED WIREFRAMES (V2)

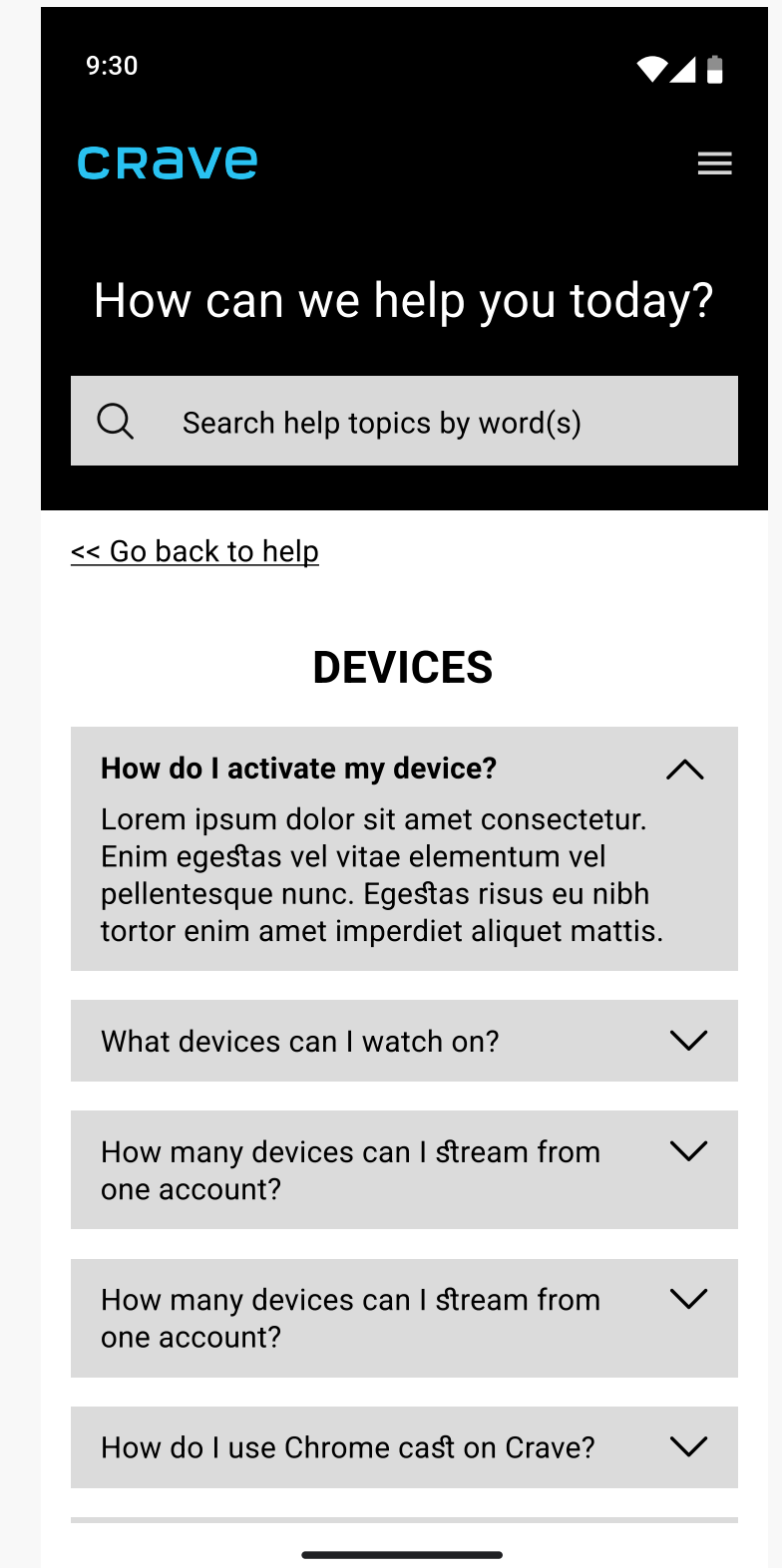
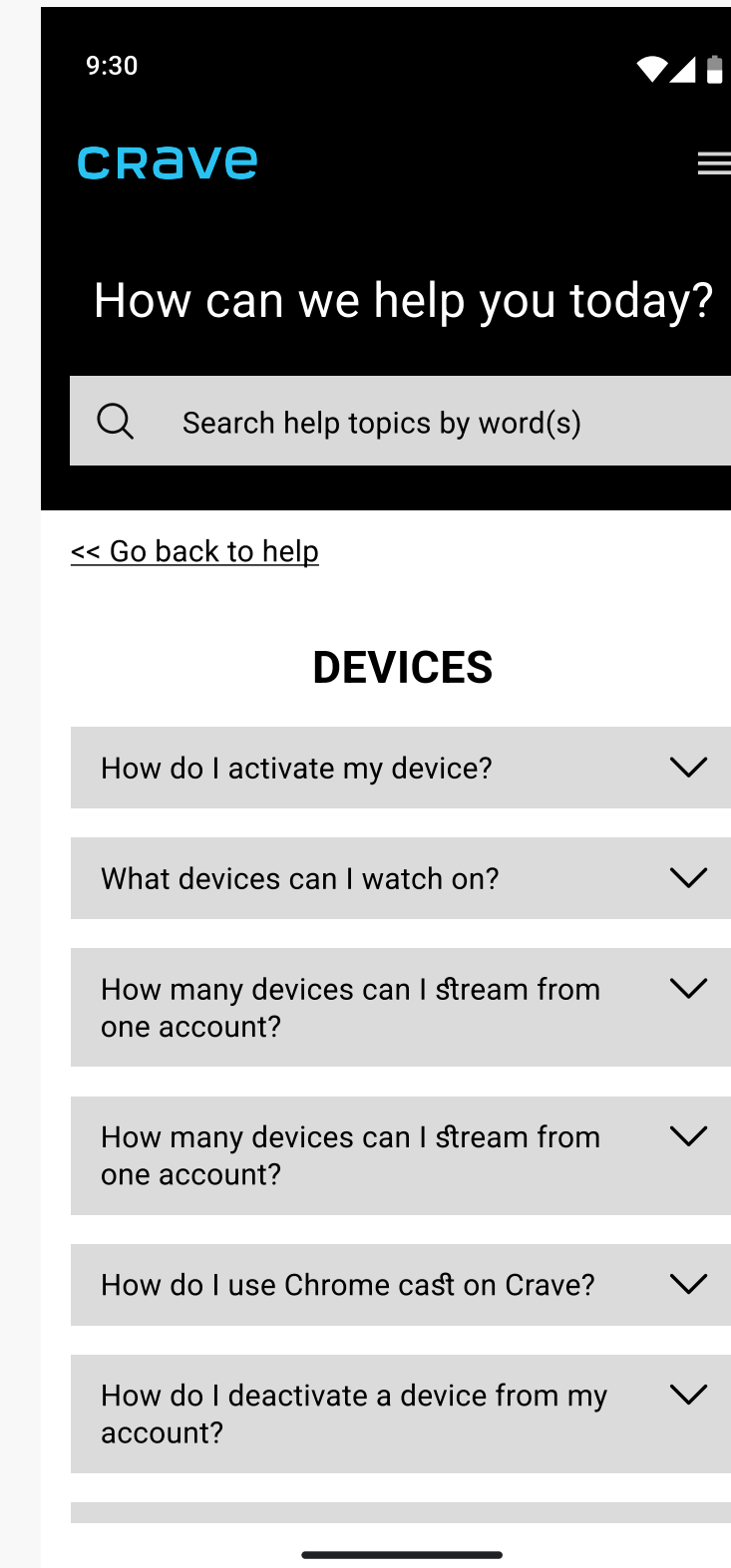
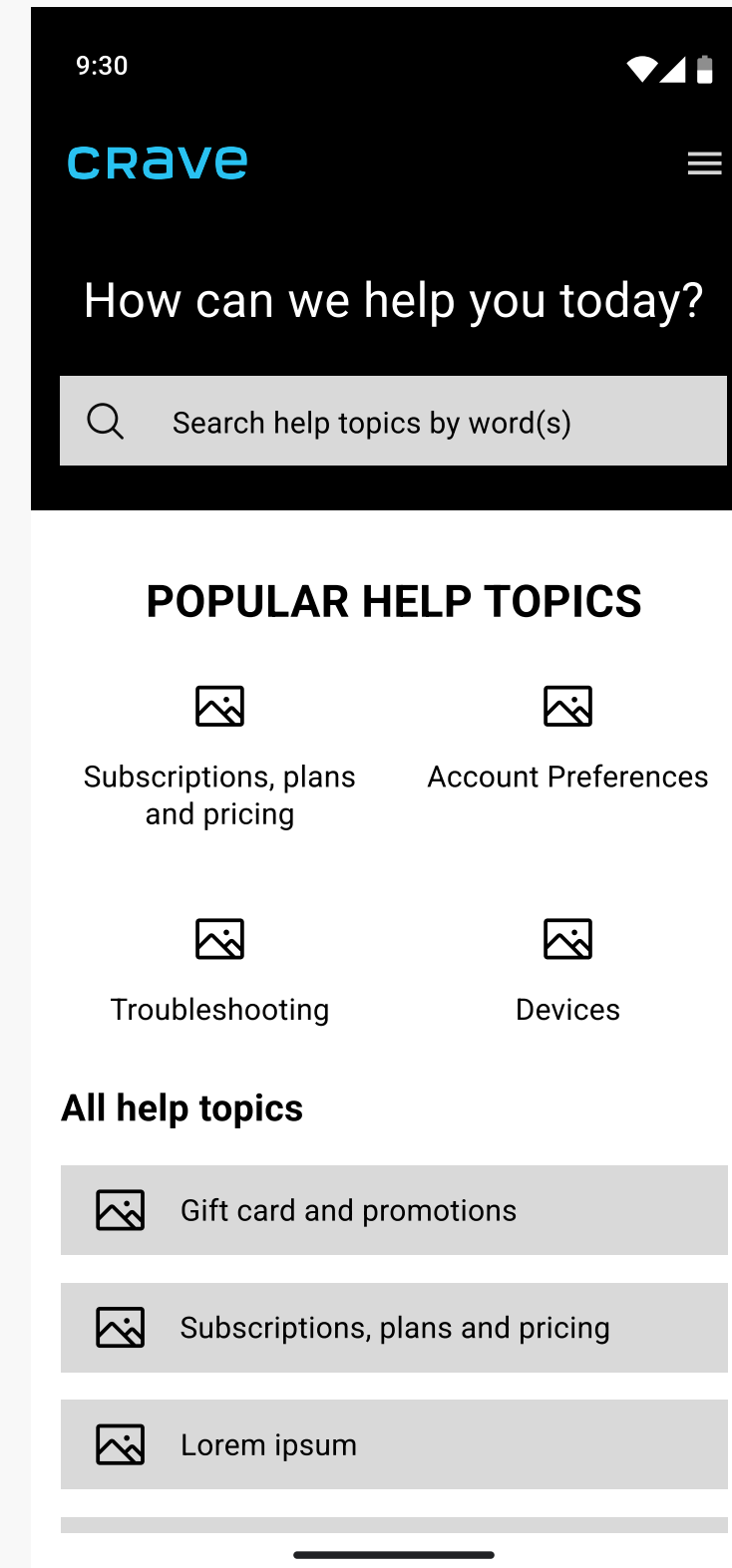
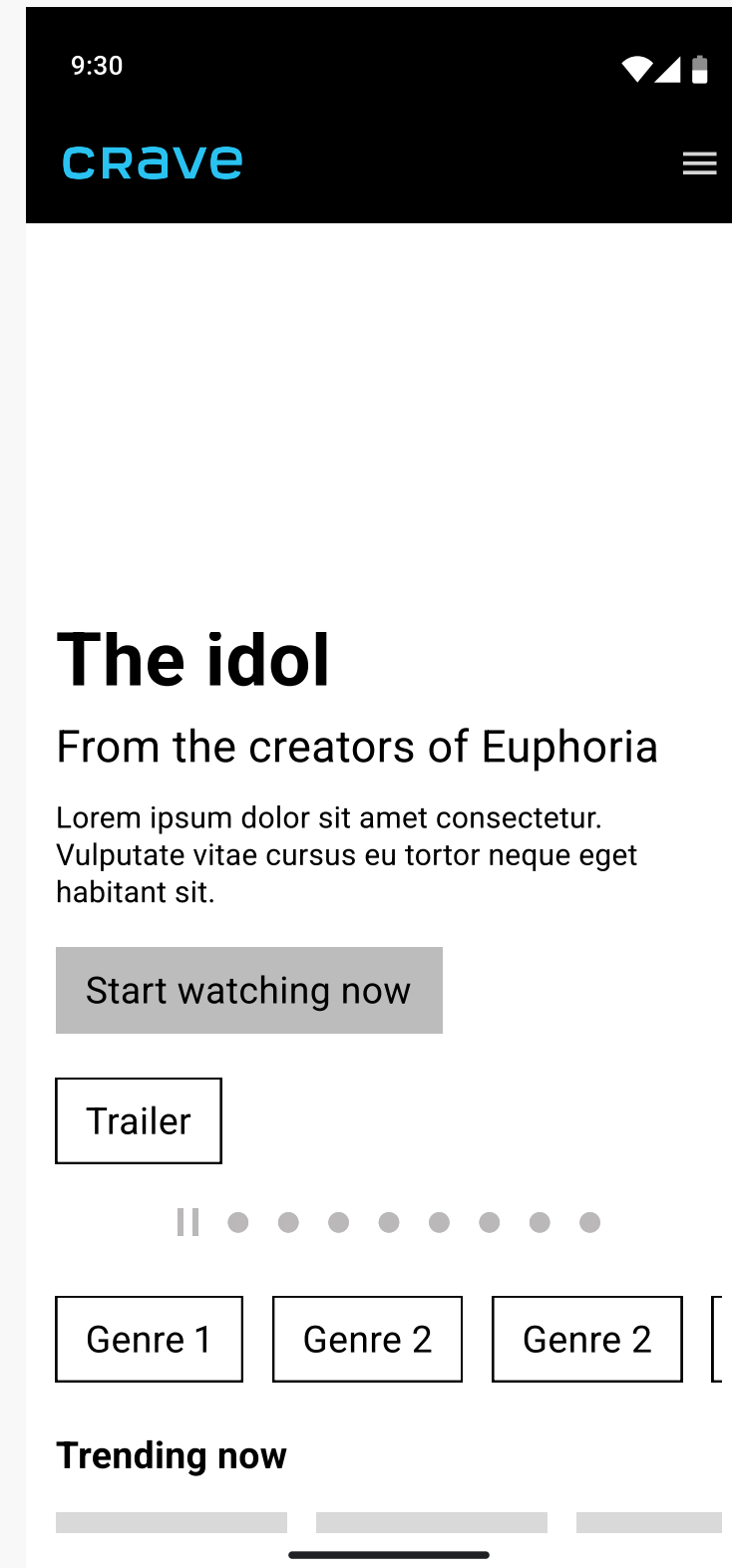
## Specific help page (Mobile)





## UPDATED WIREFRAMES (V2)

- Updated our mobile, tablet, and desktop wireframes based on feedback received for our medium-fidelity prototypes
- The updated prototypes (V2) were used in our second user heuristics evaluation with peers



## USER HEURISTICS EVALUATION NO. 2 OVERVIEW

**Goal:** To evaluate the usability of our Crave interface design against the 10 usability heuristics

**Tool:** Google form survey

**Participants:** 4 peer testers

**Structure:** 10 questions in total

**Format:** Unmoderated research

# User Heuristics Evaluation: Crave Help Site

**Introduction:** We have drafted wireframes to enhance the Crave Help site. The questions use usability heuristics to evaluate potential issues that users may encounter when navigating the Crave website for help.

### Instructions:

1) Please review the three [Crave wireframe designs](#). These designs are interactive, so you can:

- Scroll using your laptop trackpad or mouse scroll wheel
- Click certain UI elements on the design using your cursor (appears as a grey circle)
- Click the arrow buttons below the wireframe design to navigate from one webpage to another.
- Click "R" to restart the prototype from the Crave home page

2) After, or while reviewing the wireframe designs, please answer the questions honestly and to the best of your ability. There are no right or wrong answers. This survey should take no longer than 10 minutes.

Thank you for participating in our heuristics evaluation!

[SURVEY LINK](#)



# USER HEURISTICS EVALUATION NO. 2 OVERVIEW

- Used Google Forms to gather user feedback.
- Organized and coded feedback into sticky notes, tagged with the corresponding survey question and num of testers.
- Organized feedback based on general feedback, and feedback for each webpage.
- Translated insights into changes to consider/action items.
- Identified 2 main issues.

## User Heuristics No. 2 (Jul 2023)

### Insights

3/4 users do not find it easy to navigate from the Crave home page to the help page (Q1) - *Issue with Figma interactivity function*

4/4 users found it easy to navigate from the main help page to the Devices help page (Q2)

4/4 users found it easy to exit the Devices help page (Q3)

3/4 users prefer the error message: "Sorry, this article is no longer available. Click here to return to the main help page." 1 user prefers the message, "Oops, sorry we can't find what you're looking for, maybe this will help (hyperlink)" (Q4)

2/4 users found that not all the information and features of each web page to be essential/relevant (Q5)

2/4 users were not able to understand the labels & categories on each web page (Q6)

3/4 users found the language/vocabulary to be consistent throughout the site (Q7)

1/4 users found the buttons challenging to tap (Q8)

3/4 users find the contact us info easy to find (Q9)

3/4 users are satisfied overall with the webpage layouts (Q10)

### Changes to consider

#### General:

- Peer testers # 1 and #4: Add email address to contact info (Q9)
- Peer tester # 5: Minor inconsistency in capitalization of the Subscriptions category (Q7)
- Peer tester # 5: UI elements such as the icons and phone numbers might be too small on an actual phone screen. Other than that everything looks clean and intuitive! (Q10)

#### Main help page:

- Peer tester #1: "Troubleshooting" seems a little vague as the whole help page is kind of for troubleshooting problems overall? The rest are ok. (Q6)

#### Specific help page (Devices):

- Peer tester #3: Under DEVICES, "How many devices can I stream from one account?" repeats twice (Q5)
- Peer tester #4: I think Devices webpage looks cluttered and there is too much information. I think the layout could be improved more by giving some white space in the content and by focusing on focal point (Q5)
- Peer tester #3: Improve "<< Go back to help" label by capitalizing Help or referring to the specific page name (POPULAR HELP TOPICS). (Q6)

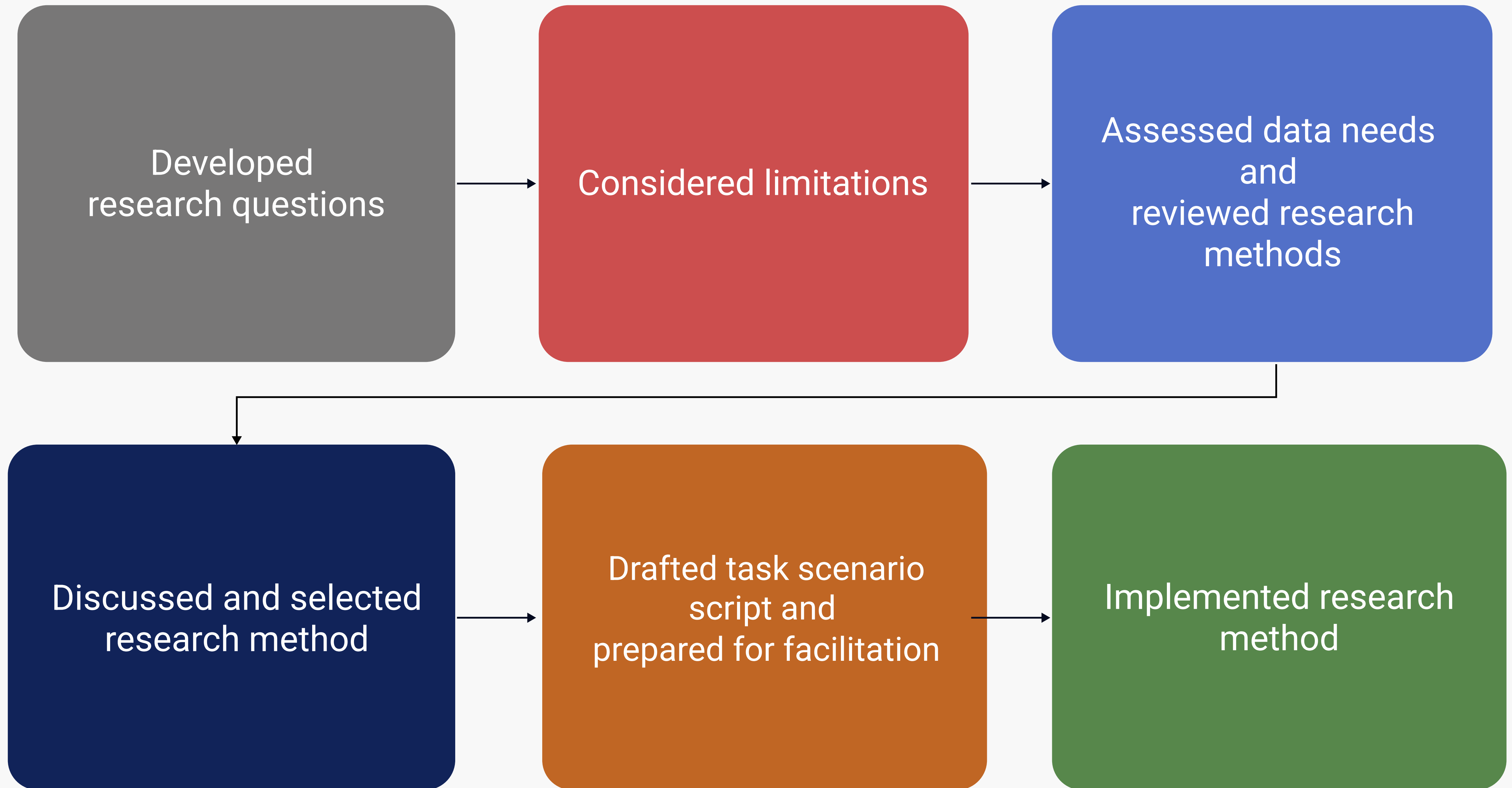
#### Survey method feedback:

##### Peer tester #1:

- I think question number 7 and 8 should also have a feedback box for typing comments. I felt like a binary yes/no selection doesn't fully reflect my feedback. Perhaps using a numerical rating system such as the heuristics rating scale we saw in class might also give users more flexibility in expressing their feedback.

- Just a minor issue, but I think selecting "long answer" instead of "short answer" in Google Forms for the written response questions would be more helpful for users. On the user end, we can't view our full response as we're typing in the short answer box.

## RESEARCH STRATEGY & PLANNING





## RESEARCH QUESTIONS AND LIMITATIONS

1. Can users easily find the help page (from the home page and devices help page)?
2. Can users quickly and easily find the content they need, for e.g., specific help topics, with low cognitive burden?
3. Do users understand the web layout and how to navigate the pages?
4. What are users' reactions to landing on an error page? Do they know how to exit the page?



## SELECTED RESEARCH METHOD

- In-person usability testing
- Qualitative and unmoderated
- Think-aloud method
- 5 participants/testers



## USABILITY TESTING OVERVIEW

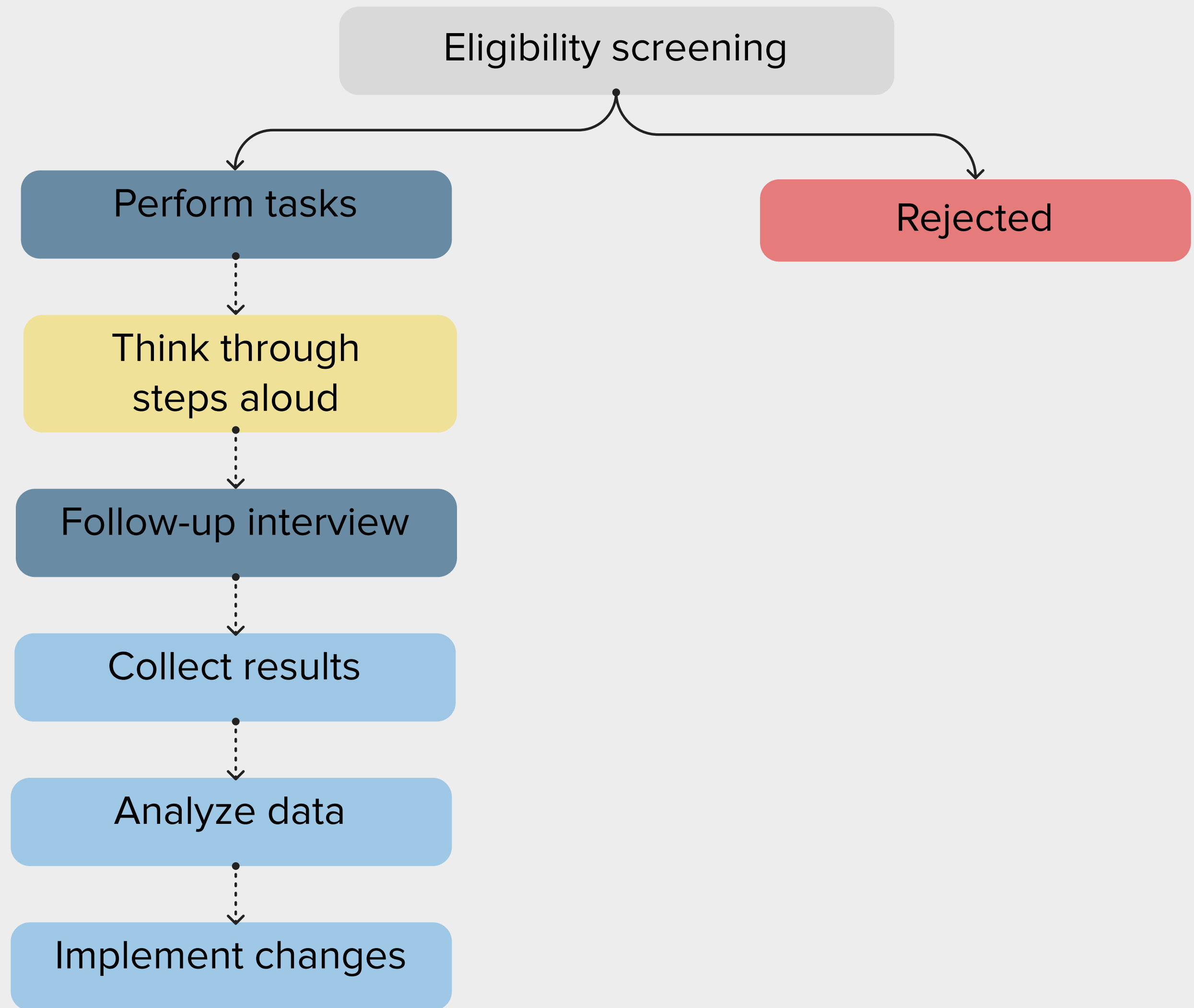
**Goal:** To test the usability of our Crave interface using the web prototype

**Tool:** Web prototype used to perform tasks

**Participants:** 5 streaming service users

**Structure:** 7 tasks + 5 follow-up questions

**Format:** Unmoderated in-person testing followed by interview; participants asked to think aloud





## USABILITY TESTING PROCESS

- Tested user's ability to:
  - Locate help page.
  - Navigate between multiple pages.
  - Locate help topics.
  - Locate specific help information.
  - Display contact information.
- Recorded behavioural reactions to tasks.
- Recorded user's verbal feedback while performing task.

**Screening question:** Have you ever used a streaming site like Netflix or Crave to watch tv and movies?

### **Proposed tasks:**

1. Desktop view: Use the Crave website to find the help site.
2. Desktop view: Use the Crave website to find FAQs.
3. Desktop view: Use the Crave website to find information about how to deactivate a device from your Crave account.
4. iphone XR view: Use the Crave website to find the help site.
5. iphone XR view: Look for Crave's email so you can contact them to ask a question.
6. iphone XR view: Use the Crave search bar (brings them to error page) and then go back to the general help page.
7. iphone XR view: Use the Crave help page to sign up for an account.

## USABILITY TESTING PROCESS

- Allowed users to reflect on tasks performed.
- Recorded responses to questions.
- Gathered insights from user's feedback.
- Translated insights into changes to consider.

### **Follow-up interview questions:**

- Which task did you feel was most challenging and why?
- Were you satisfied with the overall design of the website? If not, what caused you frustration and what could be improved?
- What was helpful for you in navigating/using the website?  
What did you like?
- Did you find everything you were looking for or would want on a help site?
- How was your experience using the mobile version of our help website design?

## USABILITY TESTING RESULTS

- Analyzed results from usability tasks.
- Organized results by defining their success rate.
- Gathered insights from tasks with lower success rates.
- Translated insights into changes to consider.

User struggled to locate information on a specific help page.

User struggled to navigate to the help site from the home page.

Task	Success rate at completing task
1	80 %
2	100 %
3	80 %
4	100 %
5	100 %
6	100 %
7	80 %

User struggled to locate sign in/subscribe button from help page in mobile view.



# USABILITY TESTING RESULTS

## CHANGES TO BE CONSIDERED

Change 'Need Help?' to 'Help'

Reorganize the All Help Topics section - move Devices to the top.

Adjust breadcrumbs for better findability.

Change category icons.

Keep subscribe button visible at all times.

# User Usability Testing (Jul 2023)

## Insights from tasks

### Task 1: Navigating to help page (desktop)

- 1/5 users had difficulty completing task - couldn't figure out where he should look for it
- 3/5 user succeeded with ease
- 1/5 user was slightly hesitant

### Task 2: Navigating to help topic (desktop)

- 5/5 users completed with ease

### Task 3: Navigating to specific help information (desktop)

- 1/5 user couldn't locate information
- 3/5 completed with ease (2/5 initially chose wrong question, but quickly corrected)
- 1/5 user slightly hesitant, but figured it out and was successful

### Task 4: Navigating to help page (mobile)

- 5/5 users completed with ease

### Task 5: Displaying contact info (mobile)

- 4/5 users completed with no issue
- 1/5 user struggled to expand contact info, but ended up figuring it out

### Task 6: Using search bar and return from error page (mobile)

- make return more obvious
- 4/5 users used hamburger menu to return
- 5/5 successful

### Task 7: Signing up for account (mobile)

- 1/5 users unsuccessful in completing task
- prefer if subscribe button was easier to locate
- 4/5 users struggled with task
- 1/5 user was able to complete easily

## Insights from interview questions

### CHALLENGES/FRUSTRATIONS (Q1)

- devices help page and acct prefs help page should be higher up in topic hierarchy
- keep subscribe button visible at all times
- make help navigation more obvious on home page - "Help" vs "Need Help?"
- make breadcrumbs more obvious ("Back to help")
- lacks visuals
- don't align icons to center - justify instead
- can't click on icons for links

### SATISFACTION W/DESIGN (Q2)

- enjoys design finds it simple to understand (2/5 would prefer contacts at top)
- simple and straightforward
- generally practical

### HELPFUL/THINGS THEY LIKED (Q3)

- All help topics layout
- contact icons
- nav/hamburger menu and search bar
- professional homepage
- clean layout, uncomplicated and nice designed
- Popular topics section
- organized

### CONTENT (Q4)

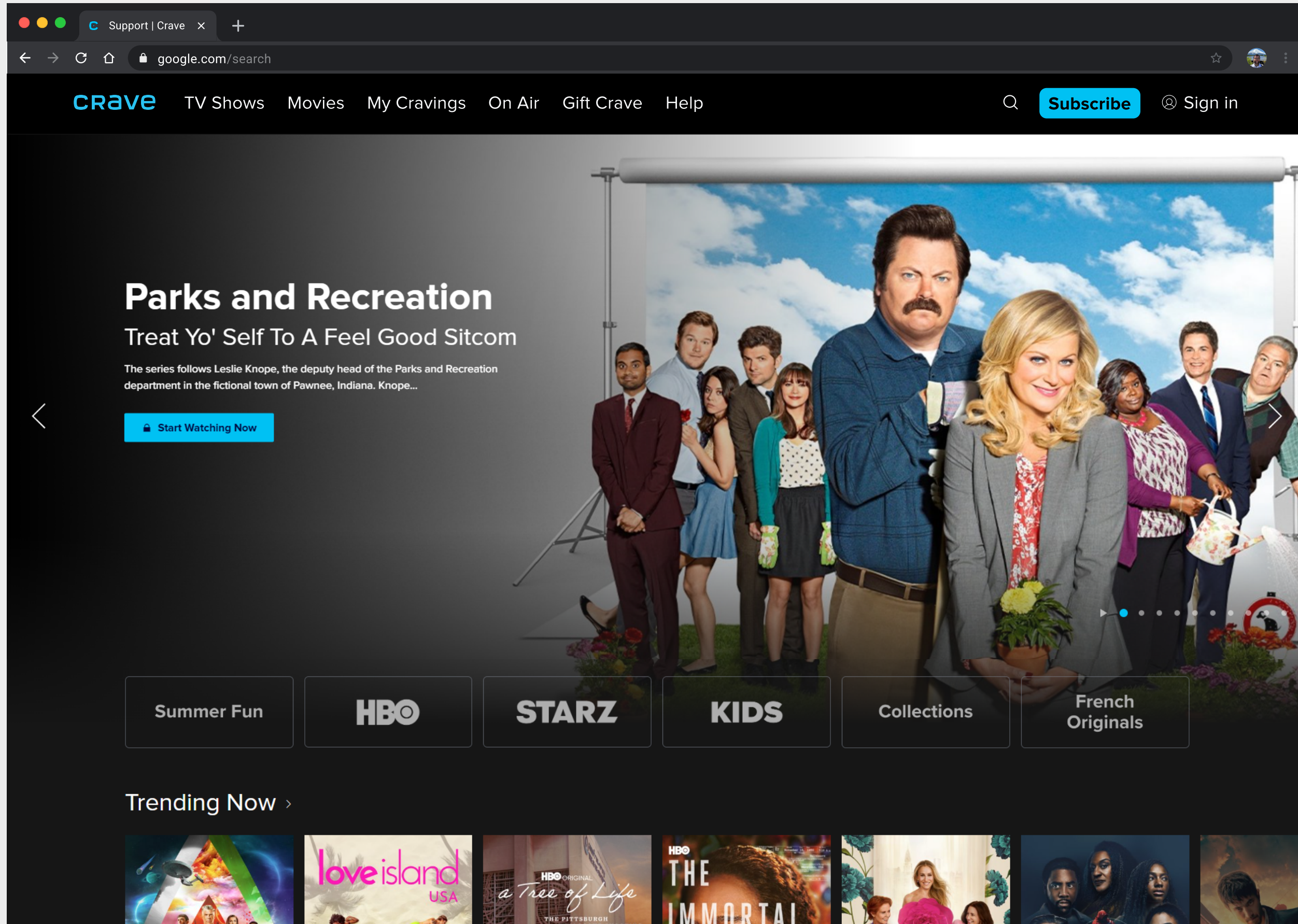
- content sufficient for user's needs
- not confusing
- convenient and follows similar help pages
- reorganize help topics
- suggestions: would like to see info about parental controls in account prefs

### OVERALL EXPERIENCE ON MOBILE (Q5)

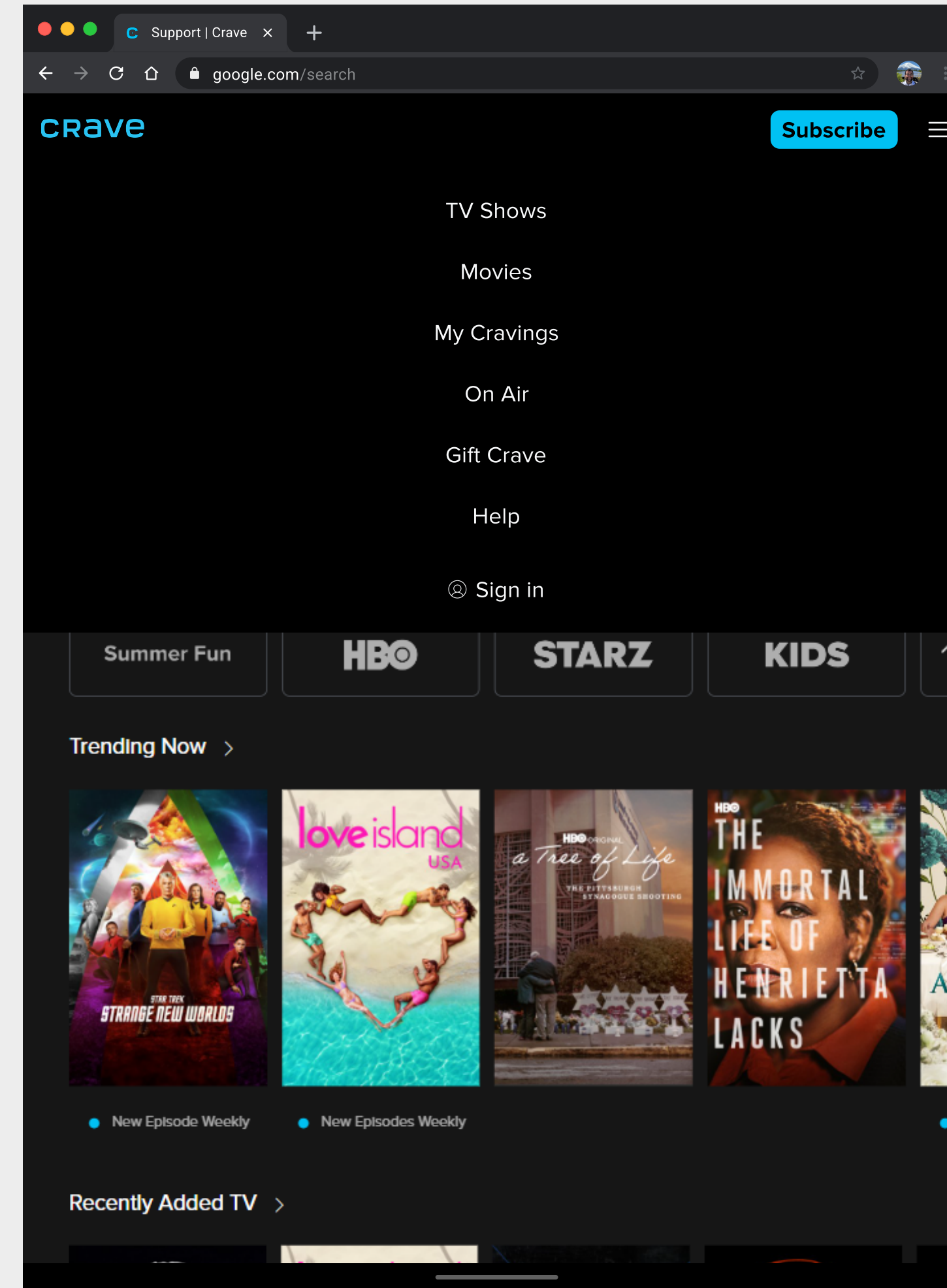
- straightforward and easy to follow
- seamless responsive view
- no issues with hamburger menu
- hesitant about content size on actual phone screen (button size)



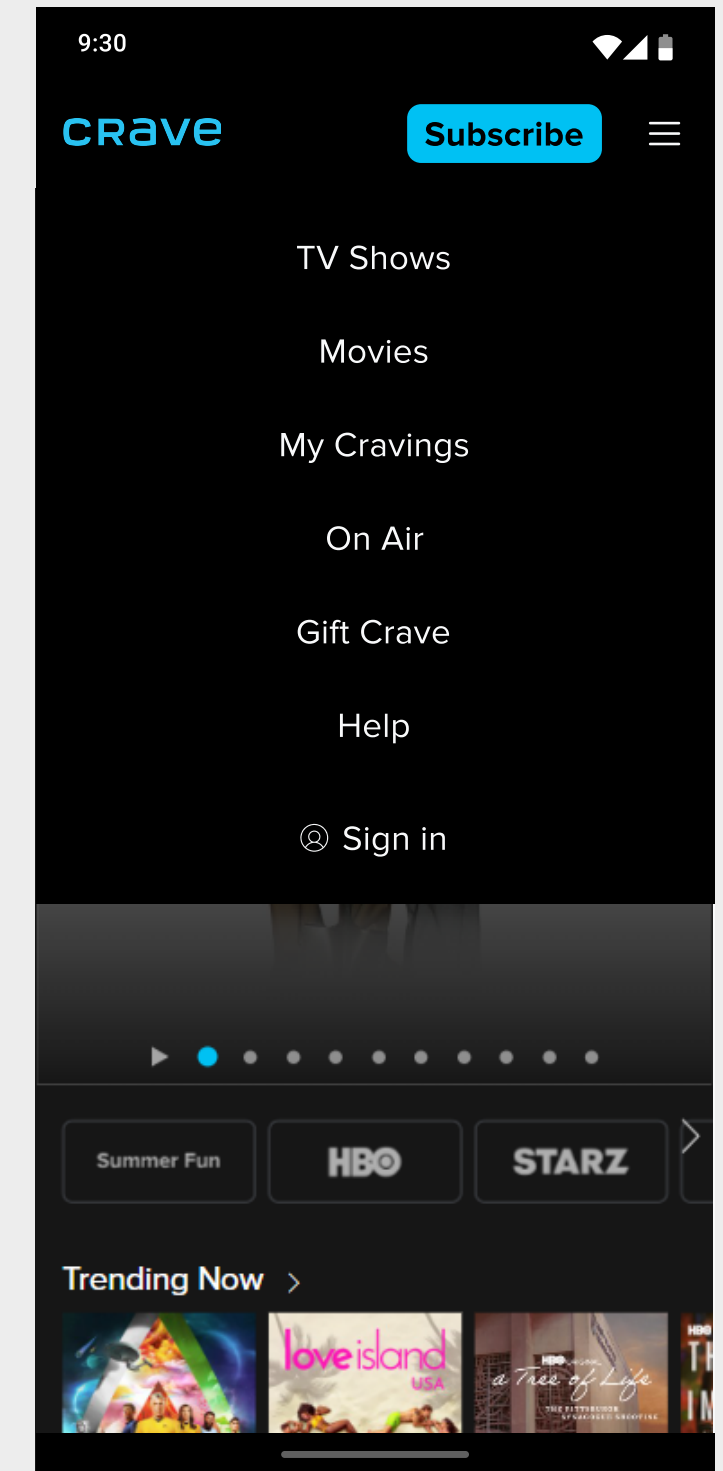
# HIGH FIDELITY WIREFRAMES (V3.1) - CRAVE HOME PAGE



Desktop view



Tablet view

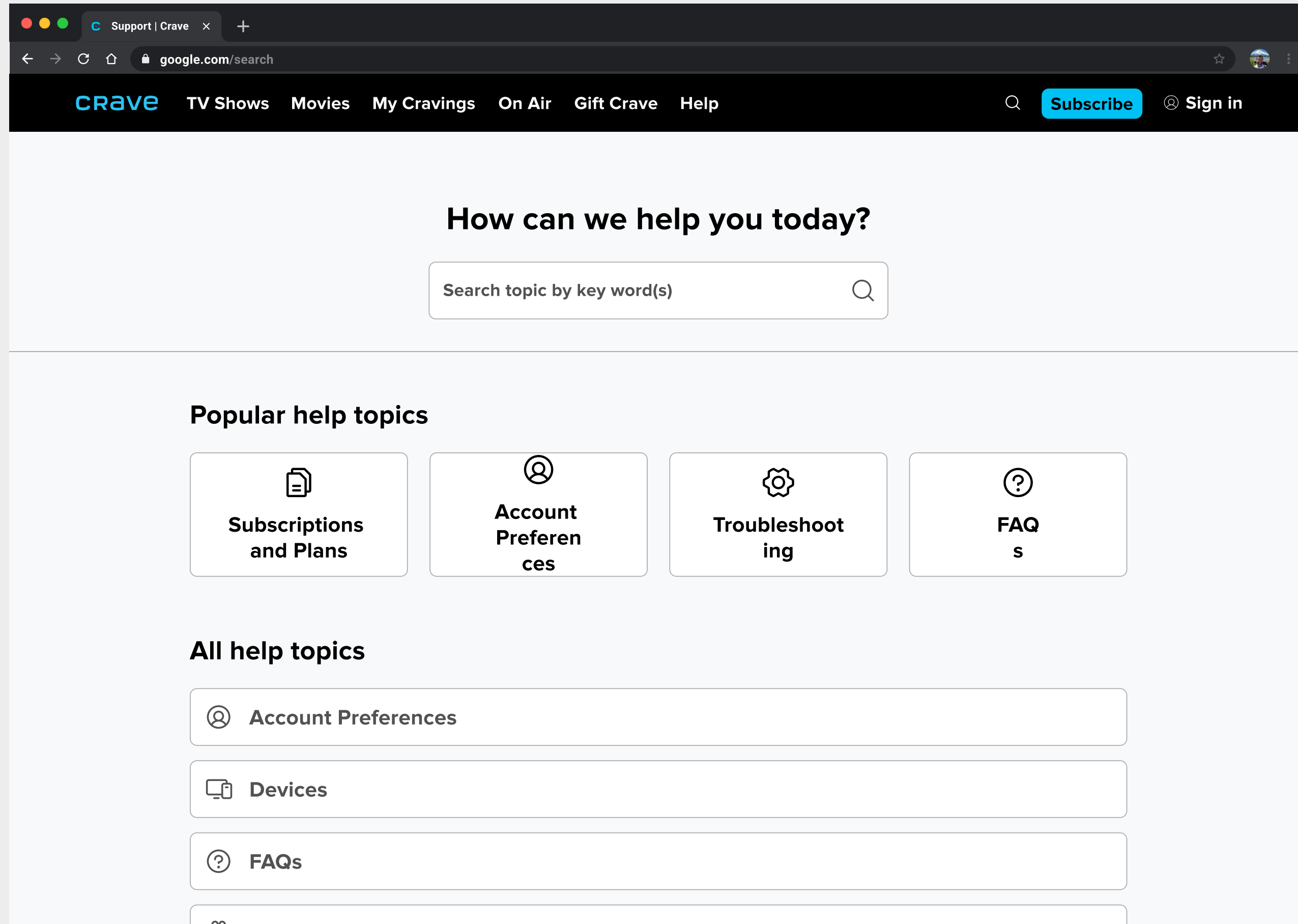


Mobile view

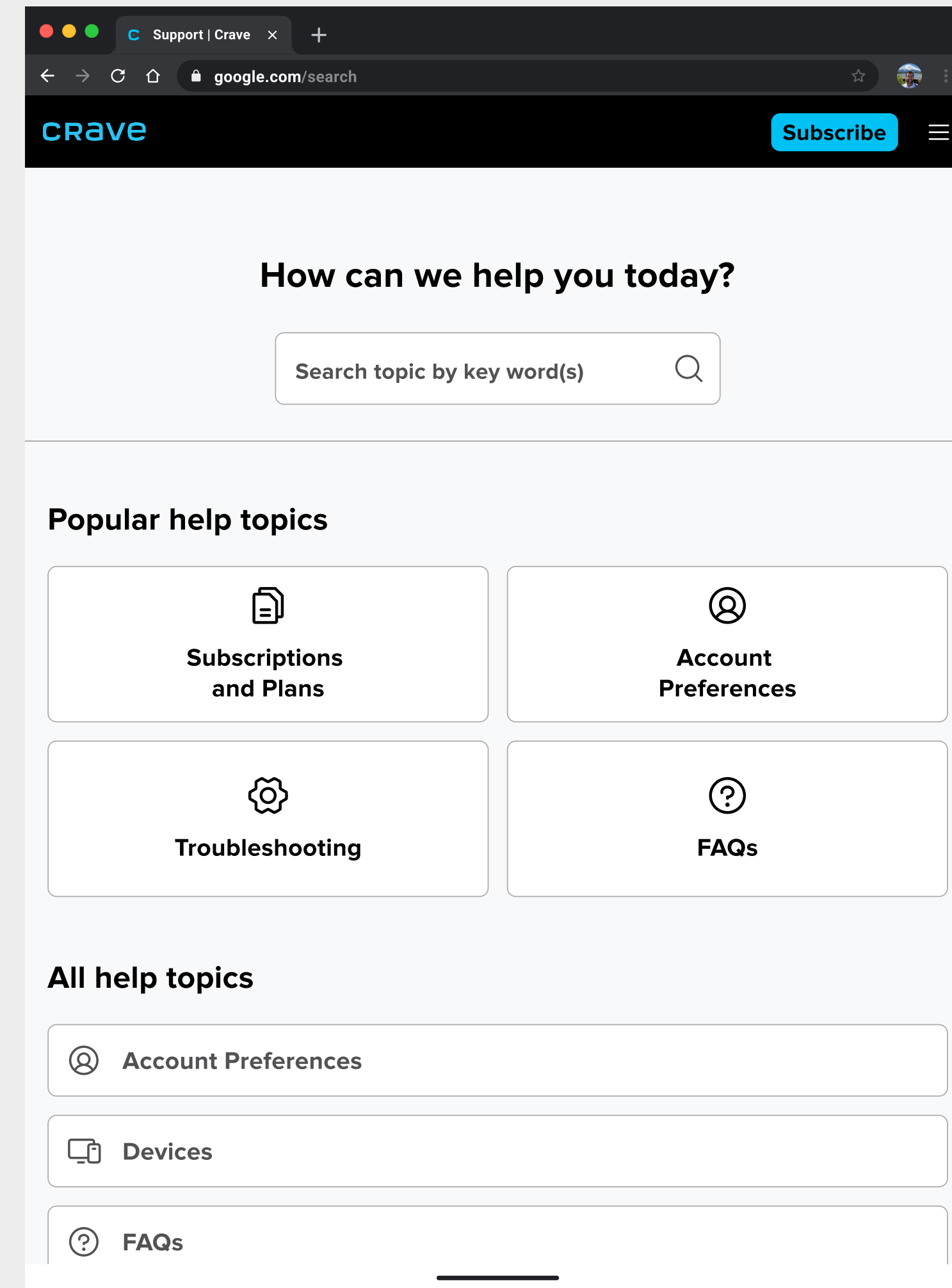
[Prototype link](#)



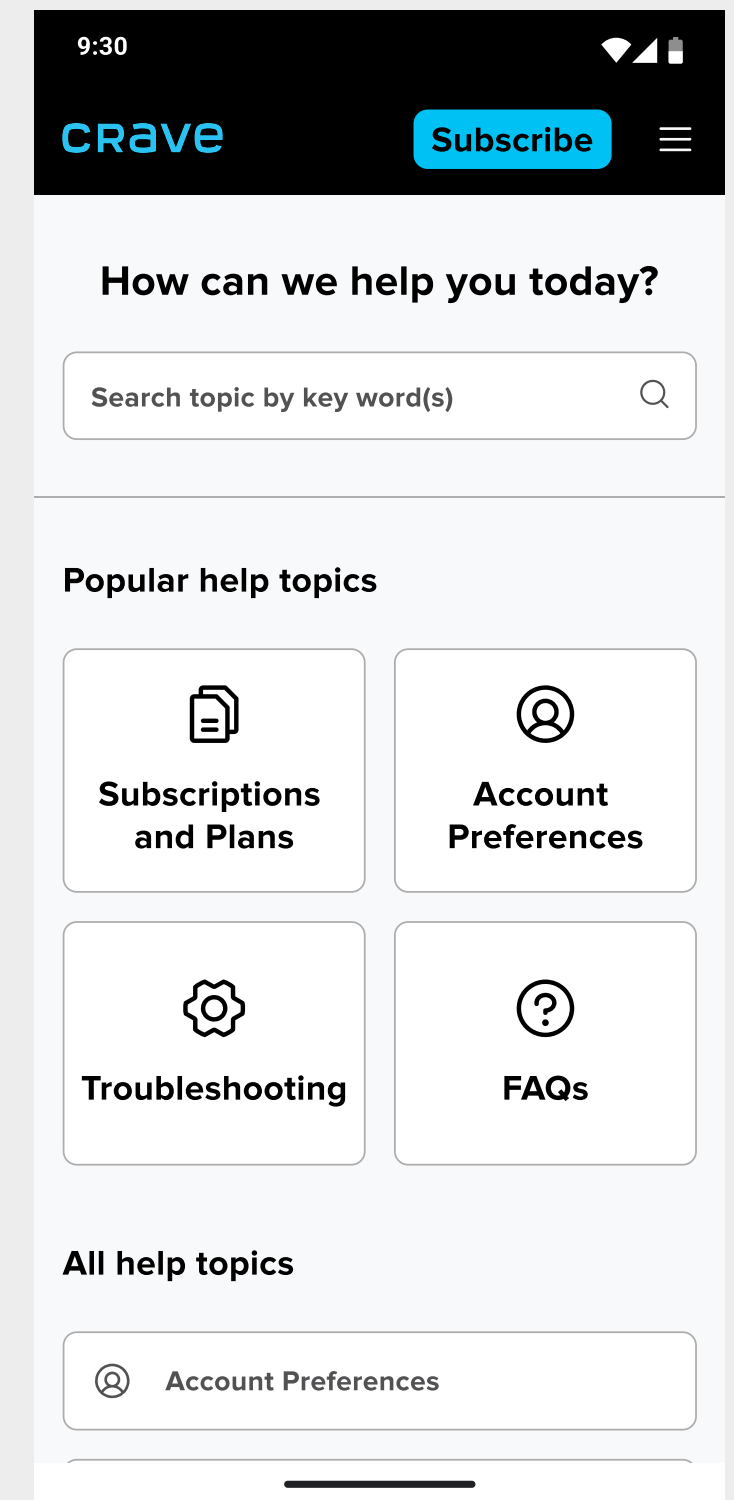
# HIGH FIDELITY WIREFRAMES (V3.1) - MAIN HELP PAGE



Desktop view



Tablet view

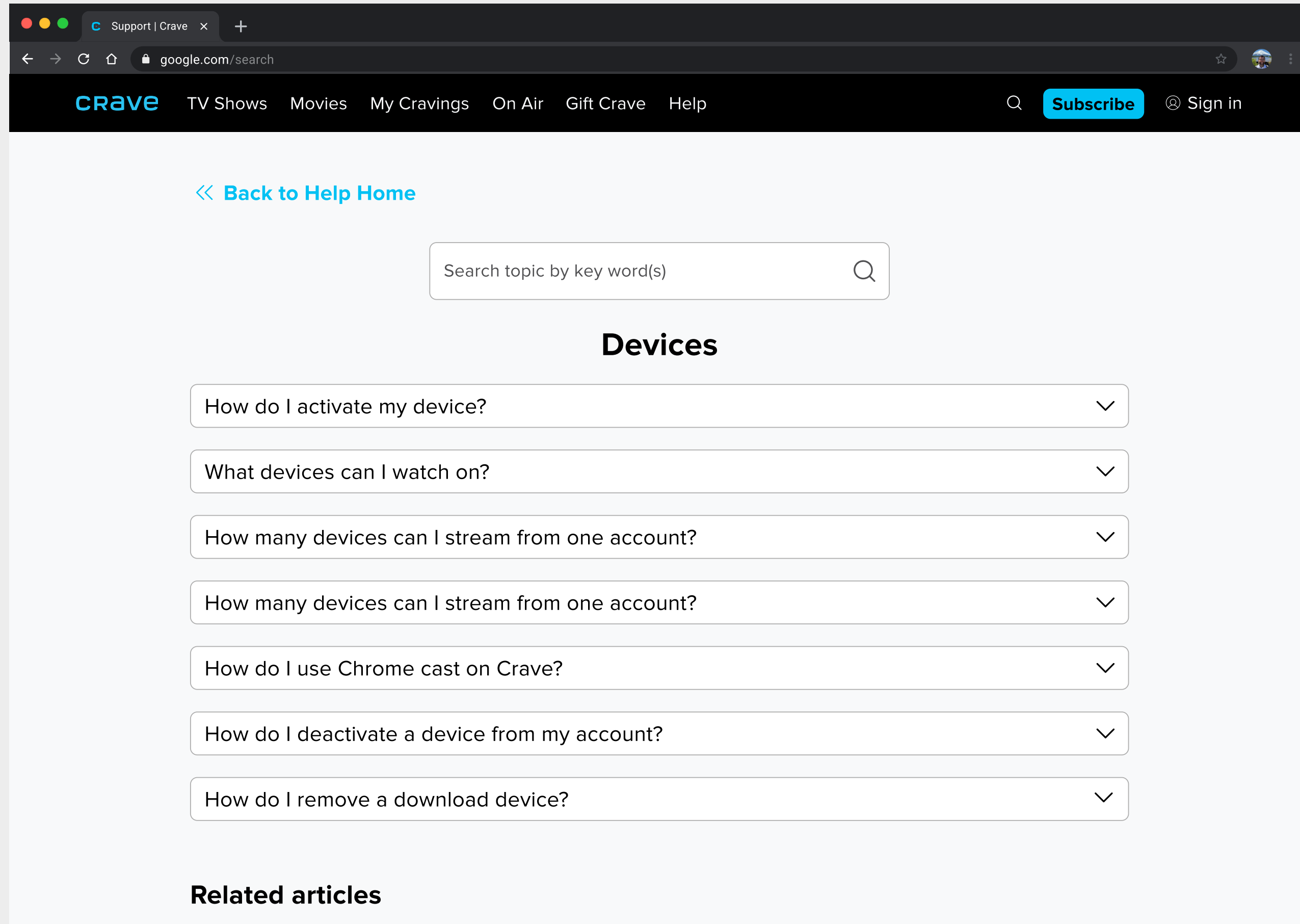


Mobile view

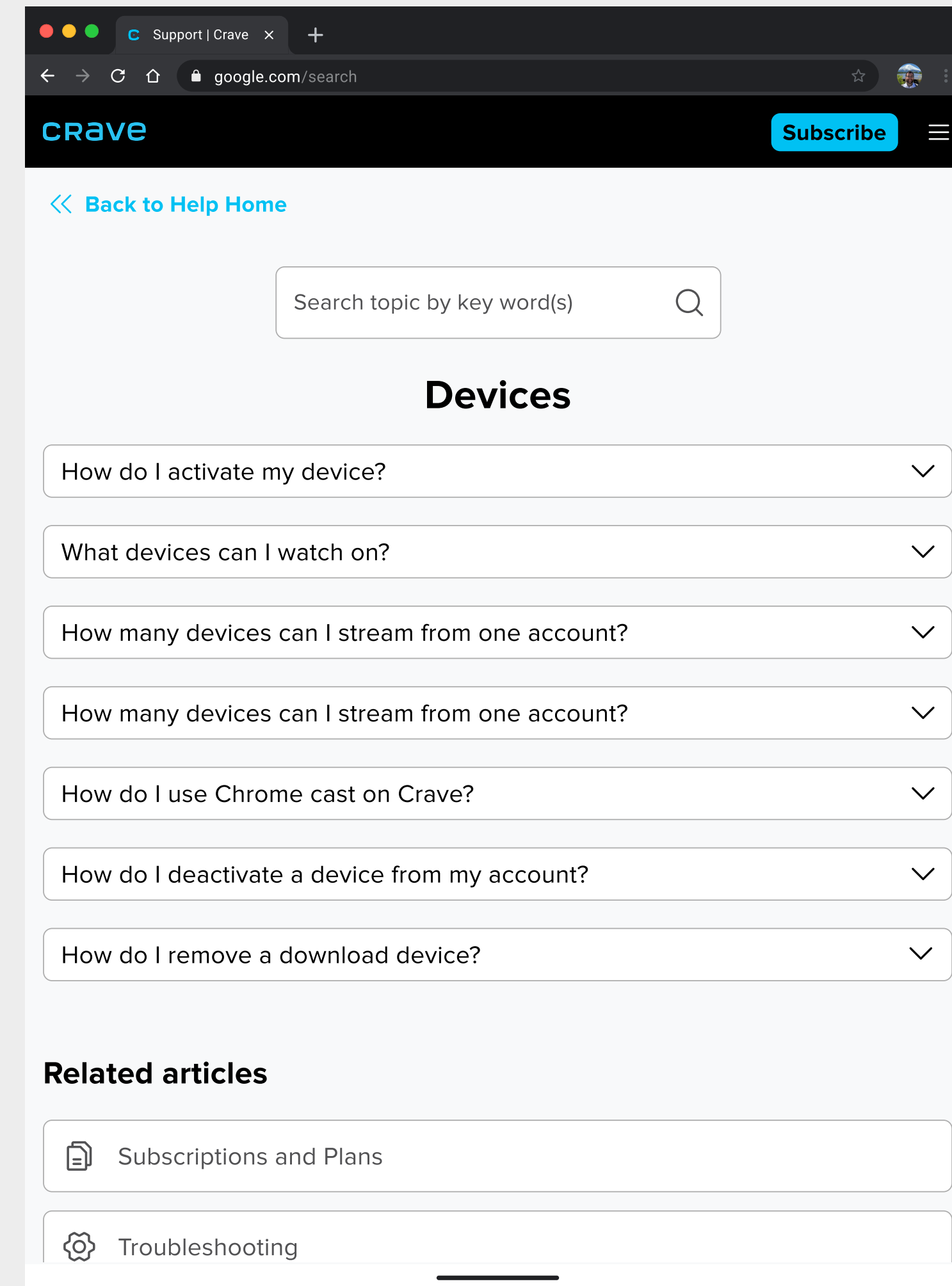
[Prototype link](#)



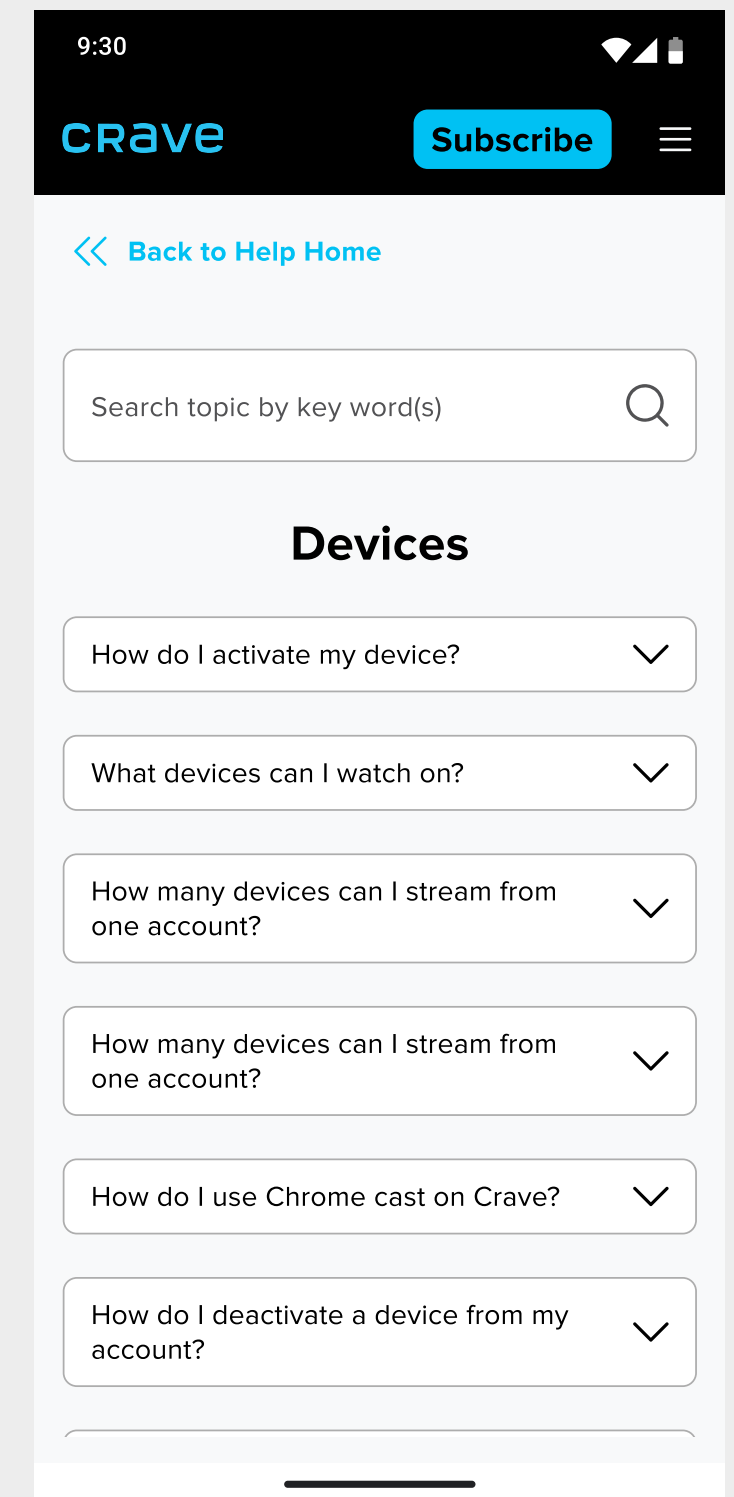
# HIGH FIDELITY WIREFRAMES (V3.1) - DEVICES HELP PAGE



Desktop view



Tablet view



Mobile view

[Prototype link](#)



## REFLECTIONS

### What worked

- Seeking guidance from the instructor
- Drafting and following a work plan
- Regular updates from individual team members via MS Teams

### Challenges

- Limited time and scheduling
- Communication
- First time conducting usability testing—learned how to improve script and facilitation





## IN THE NEXT EPISODE...

### Improvements for the next iteration:

- Additional usability testing with updated prototypes (V3.1)
- Multiple design iterations
  - Continue to refine Devices help page for usability and scalability

