



Measuring Product Success
with User Research

Agenda

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3. Participant Information
4. Findings
5. Time Wasters
6. User Feedback
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Executive Summary

The requirements for the Unified Proposal web application are to create a better process for account executives to create campaigns, target audiences, build flights, and allow flexibility for editing as the proposal changes in negotiations.

This initial testing will serve as a baseline for onboarding of new AEs, identify training gaps, observations from current users, and insights for future enhancements.

Reasons for User Research

Make sure the tool will meet the needs of the user

- Make sure it is easy, helpful, and delightful for them
- Understand the ROI in time saved for users and the company

Watch Session Replays

- Allows us to see sessions from the users' point of view
- Listen and get a firsthand account of the process as the users work
- Helps us empathize with the user's tasks
- Test hypothesis vs reality

Observe Specific Events

- See where users click and how they are clicking
- Identify navigation issues and time wasters
- Learn how intuitive the tool is (or is not) by section, component, page

Participant Information

8/10 total participants: #2 and #5 could not participate due to technical difficulties

User #	Job Title	Location	Experience
1	Outside Account Executive	New York, NY	35+ years
2	Outside Account Executive	Minneapolis, MN	17 years
3	Sales Assistant	Charlotte, NC	--
4	Outside Account Executive	Minneapolis, MN	3.5 years
5	Sales Assistant	Charlotte, NC	1 year, 9 months
6	Sales Assistant	Minneapolis, MN	6 years
7	Account Executive	Charlotte, NC	19 years
8	Outside Account Executive	Milwaukee, WI	21 years
9	Sales Assistant	New York, NY	10 months
10	Outside Account Executive	Winchester, VA	7 years

Findings



Overview of Findings

Task	User 1	User 2	User 3	User 4	User 5	User 6	User 7	User 8	User 9	User 10	EF Rate
Create Campaign	✓	--	✓	✓	--	✓	✓	✓	?	✓	87.5%
Set Demographic	✓	--	✓	✓	--	✓	✓	✓	?	✓	87.5%
Standard Dayparts	?	--	✓	✓	--	?	?	✓	✓	?	50%
Custom Dayparts	✓	--	✓	?	--	?	✓	✓	✓	?	62.5%
Navigate Pages	✓	--	?	--	--	--	--	--	--	?	33.34%
Add Criteria, Generate	✓	--	✓	✓	--	✓	✓	✓	✓	✓	100%
Edit ALE	✓	--	✓	✓	--	✓	✓	✓	✓	?	87.5%

Findings – Tasks 1 & 2

Set Up Campaign

Tasks: Create a campaign; set the demographic

Findings

1. There were no issues with naming and picking the correct campaign. There were no issues with setting the target audience.

The screenshot displays the 'UNIFIED PROPOSAL | Campaign Builder' interface. The main content area is divided into three sections: 'Campaign Information', 'Product Selection', and 'Audience'. The 'Campaign Information' section includes fields for 'Campaign Name', 'Advertiser' (AABB Proposal), and 'Agency' (Agency1234), with an 'IMPORT XML' button. The 'Product Selection' section shows two options: 'Broadcast' (Transmit your spot from a radio station) and 'Broadcast Impressions' (Build impressions-based broadcast plans). The 'Audience' section is currently active, showing 'Demographics' with a 'Target' section. The 'Target' section includes 'Age' (12 to +), 'Gender' (All, Male, Female), and 'Ethnicity' (All, Black, Hispanic). An 'ADD ADDITIONAL TARGET' button is visible at the bottom right of the Audience section. At the bottom of the interface, there are 'CANCEL' and 'CONTINUE' buttons.

Standard Daypart

Justification: To confirm the application provides an adequate selection of commonly used dayparts

Expected success(es): UP displays a few dayparts already selected, including Mo-Fr 6a-10a (AMD), so we expect users will see that option and delete the others that will not be used.

Findings

1. If a user struggled in task 3, it was in understanding the standard dayparts and deleting the unnecessary ones. Half of all users struggled in this task.

Task: Add two standard dayparts

Dayparts ⊕ ADD CUSTOM DAYPART

⚙️ Monday - Friday 6am - 10am 30 % ⊗	⚙️ Monday - Friday 7pm - 12am 10 % ⊗
⚙️ Monday - Friday 10am - 3pm 20 % ⊗	⚙️ Saturday - Sunday 6am - 7pm 10 % ⊗
⚙️ Monday - Friday 3pm - 7pm 30 % ⊗	⚙️ Enter daypart (ex: mofr10a3p)

TOTAL: 100%

Dayparts ⊕ ADD CUSTOM DAYPART

⚙️ Enter daypart (ex: mofr10a3p)

* Required TOTAL: 0%

Observation: Users did not seem to like the standard dayparts section. This layout caused the users to click 3+ times just to clear extra dayparts and open up the field to make their own.

Custom Daypart

Justification: To confirm that the application provides a satisfactory method for adding edge case, non-standard dayparts.

Expected success(es): UP is incorporating the same shortcut keys used to type in dayparts in Strata, so we expect intermediate to experienced users will be able to do this easily.

Findings

1. The custom daypart picker caused the users confusion about how to use it and wasted a great deal of time clicking the selector buttons up or down.

Task: Add a custom daypart

Add Custom Daypart

Select days of the week:

* Currently, custom dayparts cannot span across individual days. Please ensure that custom dayparts are contained within a day.

Mo Tu We Th Fr Sa Su

Start time: End time:

09 : 00 AM to 09 : 00 AM

CANCEL SAVE

Observations: The current design adds complexity where it is not needed. The proposed solution (bottom right) would limit clicks and time lost while giving users a greater sense of control.

Add Custom Daypart

Select days of the week:

* Currently, custom dayparts cannot span across individual days. Please ensure that custom dayparts are contained within a day.

Mo Tu We Th Fr Sa Su

Start time: End time:

09 : 00 AM to 09 : 00 AM

CANCEL SAVE

Days of Week

Weekday Weekend

S M T W TH F SA

Time of day 02:00 - 17:00 + 17:00

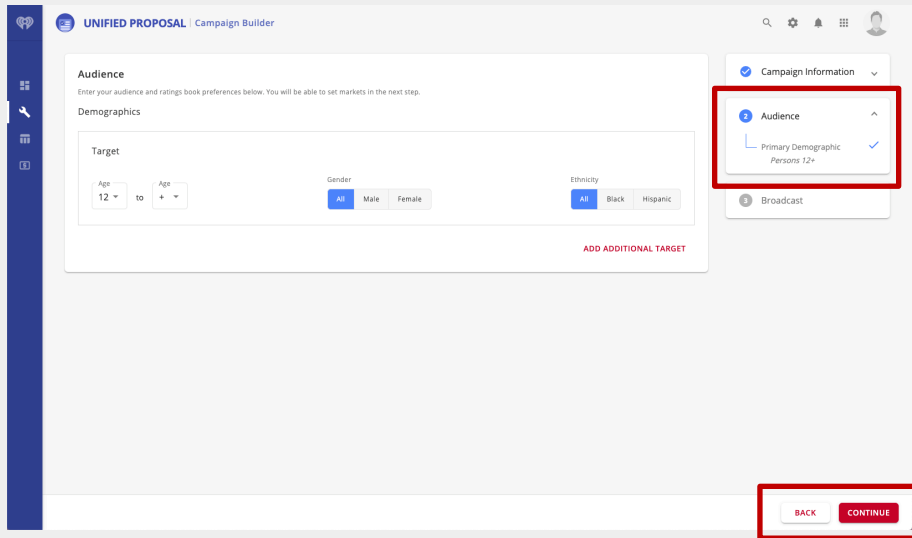
00:00 24:00

09:00 - 17:00 x 15:00 - 16:00 x

Audience Demographics

Justification: To make sure users can move seamlessly between pages in the Campaign Builder.

Expected success(es): Users should be able to easily locate the “Back” button at the bottom right, next to the primary CTA.



Task: Navigate between pages

Findings

1. Users went to the top right of the stepper to the Audience option in an attempt to find an “edit” option and go back to change the audience details.

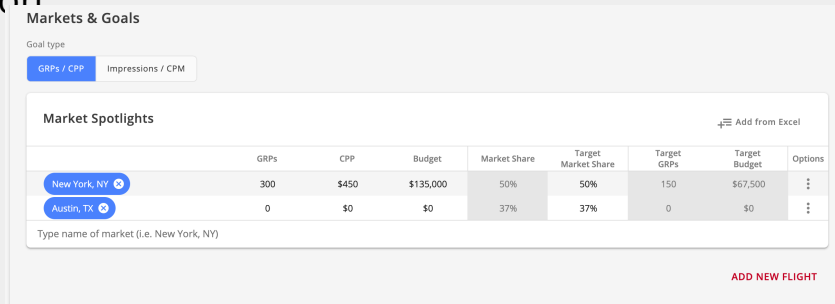
Observation: Due to the overwhelming instinct of the user to go to the stepper for editing capability, this indicates a learned behavior from other uses of steppers and editing abilities. This could be a time saver and a delightful experience for the user.

Market Spotlights

Task: Add criteria and generate the proposal

Justification: To confirm that the users can enter market and goals within the table.

Expected success(es): Users should be able to easily add the GRPs and CPP into the editor and see the changes reflected in the budget section



The screenshot shows a web interface titled "Markets & Goals". It has two tabs: "GRPs / CPP" (selected) and "Impressions / CPM". Below the tabs is a section titled "Market Spotlights" with an "Add from Excel" button. A table displays the following data:

	GRPs	CPP	Budget	Market Share	Target Market Share	Target GRPs	Target Budget	Options
New York, NY	300	\$450	\$135,000	50%	50%	150	\$67,500	⋮
Austin, TX	0	\$0	\$0	37%	37%	0	\$0	⋮

Below the table is a text input field with the placeholder "Type name of market (i.e. New York, NY)" and a red "ADD NEW FLIGHT" button.

Findings

1. Couldn't see how to enter information into the table cells
2. Didn't know to tab between the different cells after inputting the GRPs and CPP or clicking on another cell to generate the budget.
3. Clicked on the three dots in the Options column to try to generate the budget.

User	1	2	3
1		X	X
3	X	X	X
4		X	
6		X	
7		X	
8		X	
9		X	
10		X	
Total	12.5%	100%	25%

Advanced Line Editor

Justification: To ensure users retain their editing proficiency after proposal generation.

Expected success(es): Intermediate to experience users should be able to easily locate and edit value needed to adjust their budget and/or goals.

Findings

1. There was no consistent way that the users approached the task. Each user approached the task in an exploratory way.

Observations: The users' varied methods of interacting with the ALE seems representative of the varied ways in which they interact with their current system. This will be important to remember in designing future revisions, and that users will want control and customizability in the ALE.

Task: Adjust Advanced Line Editor

The screenshot shows the 'UNIFIED PROPOSAL | Advanced Line Editor' interface. At the top, it displays summary statistics for a 'Test' (Broadcast): # Spots: 261, GI: 880,900, CPM: \$88.96, Cost: \$78,362.00. Below this, a section for 'NEW YORK, NY' provides a breakdown of these metrics: GRP: 80.2, CPP: \$977.08, GI: 880,900, CPM: \$88.96, Reach: 384,300, Reach %: 34.9, Frequency: 2.3, and Cost: \$78,362.00. The main table lists individual advertising spots with columns for Notes, Total Spots, Rate, Total Cost, Spot length, Spots/week, Start Date, End Date, # Weeks, AQH Rig, AQH Pers, GRP, CPP, and GI. The table includes several rows for different stations and time slots, such as 'SP15-AM (Talk News Talk)', 'WAKQ-FM (Rock Classic Rock 7)', and 'WKTU-FM (Chr Rhythmic)'. At the bottom right, there are 'SAVE' and 'SAVE & SYNC' buttons.

Test	Product	# Spots	GI	CPM	Cost	Export	View	Sidebar	Ripple					
NEW YORK, NY														
	GRP	CPP	GI	CPM	Reach	Reach %	Frequency	Cost						
	80.2	\$977.08	880,900	\$88.96	384,300	34.9	2.3	\$78,362.00						
	Notes	Total Spots	Rate	Total Cost	Spot length	Spots/week	Start Date	End Date	# Weeks	AQH Rig	AQH Pers	GRP	CPP	GI
>	SP15-AM (Talk News Talk)	0		\$0		0				0.0	0	0	\$0.00	0
∨	WAKQ-FM (Rock Classic Rock 7)	30		\$9,600		15				1.0	3100	8.4	\$1,142.86	93,000
	Mo-Fr 6a-10a	6	\$348	\$2,088	30s	3	07/08/2019	07/21/2019	2	0.2	2300	1.2	\$1,740.00	13,800
	Mo-Fr 10a-3p	24	\$313	\$7,512	30s	12	07/08/2019	07/21/2019	2	0.3	3300	7.2	\$1,043.33	79,200
	Mo-Fr 3p-7p	0	\$335	\$0	30s	0	07/08/2019	07/21/2019	2	0.2	2300	0	\$0.00	0
	Mo-Fr 7p-12a	0	\$91	\$0	30s	0	07/08/2019	07/21/2019	2	0.1	1300	0	\$0.00	0
	Sa-Su 6a-7p	0	\$106	\$0	30s	0	07/08/2019	07/21/2019	2	0.2	1900	0	\$0.00	0
∨	WHITZ-FM (Chr Mainstream Hit)	38		\$24,592		19				1.8	4295	15.2	\$1,617.89	163,200
	Mo-Fr 6a-10a	2	\$992	\$1,984	30s	1	07/08/2019	07/21/2019	2	0.4	4400	0.8	\$2,480.00	8,800
	Mo-Fr 10a-3p	16	\$598	\$9,568	30s	8	07/08/2019	07/21/2019	2	0.4	3900	6.4	\$1,495.00	62,400
	Mo-Fr 3p-7p	20	\$652	\$13,040	30s	10	07/08/2019	07/21/2019	2	0.4	4600	8	\$1,630.00	92,000
	Mo-Fr 7p-12a	0	\$125	\$0	30s	0	07/08/2019	07/21/2019	2	0.3	3700	0	\$0.00	0
	Sa-Su 6a-7p	0	\$199	\$0	30s	0	07/08/2019	07/21/2019	2	0.3	3100	0	\$0.00	0
∨	WKTU-FM (Chr Rhythmic)	40		\$11,071		21				1.6	3723	12.8	\$864.92	148,900
	Mo-Fr 6a-10a	16	\$285	\$4,560	30s	8	07/08/2019	07/21/2019	2	0.2	2700	3.2	\$1,425.00	43,200

Time Wasters



1. Standard Dayparts

Users were confused by the standard dayparts and often had to delete all of the premade dayparts to make their own. This process halted workflow and made the users second-guess what they were doing, it wasted time and led to additional errors.

Dayparts + ADD CUSTOM DAYPART

Monday - Friday 6am - 10am 30 %	Monday - Friday 7pm - 12am 10 %
Monday - Friday 10am - 3pm 20 %	Saturday - Sunday 6am - 7pm 10 %
Monday - Friday 3pm - 7pm 30 %	Enter daypart (ex: mofr10a3p)

TOTAL: 100%

Current (above), suggested (below)

Dayparts + ADD CUSTOM DAYPART

Enter daypart (ex: mofr10a3p)

* Required TOTAL: 0%

2. Custom Dayparts

Our user tests proved that toggles slow the user down considerably and frustrate the user. A simplified solution has been proposed (bottom right).

Add Custom Daypart

Select days of the week:

* Currently, custom dayparts cannot span across individual days. Please ensure that custom dayparts are contained within a day.

Mo Tu We Th Fr Sa Su

Start time: End time:

09 : 00 AM to 09 : 00 AM

CANCEL SAVE

Days of Week

Weekday Weekend

S M T W TH F SA

Time of day 03:00 - 17:00 17:00

00:00 24:00

03:00 - 17:00 13:00 - 18:00

User Feedback



User Feedback - Frustrations

"I'm a little annoyed at these dayparts right now because I can't figure out what I need to do."

"Is this little gear supposed to do something?"

"Not sure what I am doing wrong and why it won't let me move forward."

User Feedback - Positive

*"This is definitely easier. It's **user-friendly**... everything is right in front of you. This is easier."*

*"Even for a guy like me, it's fairly **easy to navigate**."*

*"Yeah, **I like it!** I think it's pretty darn good!"*

*"Seems better than what we currently have... I would want to play with it more to see how **intuitive** it is."*

*"I think it's **on the right track!** I use the hour-by-hour a lot to get started on a campaign."*

*"Oh that's **amazing!** I really like that."*



Next Steps and Conclusion

Next Steps – Suggestions for Improvement

- Allowing shorthand typing into the dayparts cells
- Creating a toggle on/off for the stations view on the ALE.
- Allowing columns to be shifted around in the ALE.
- Allowing duplicated flights to have editable dates. Alternatively, being able to copy or save flight information for later use.
- Many users suggested a “mass uncheck” option for the Markets and Goals section
- Including a GRP percentage next to the reach percentage in the ALE.
- Allow for PDF exports to be emailed out from the ALE screen
- Make exports show days in chronological order

Next Steps – Suggestions for Improvement

1. Review Findings with Stakeholders

- a. Decide what UI is worth prioritizing for improvement
- b. Decide on which should change and which should be trained

2. Final report for final incorporation into future sprints

- a. Provide longer detailed report and analysis
- b. Provide indexed data for future reference

3. Re-Measure UP Benchmark Analytics

- a. Observe if metrics have improved
- b. Track changes in GA events

Conclusion

The testing concluded that the project is well on the right track to fulfill the goals of checking the user's perspective of the flow of the tool. There were no critical errors that stopped the users from completing their tasks, but some non-critical errors were identified. These can be overcome with minor design changes and training. General opinions of the users were all positive.

Recommendations of solutions of either design or training related to the found issues will come through the team. Since the findings are non-critical, they can be prioritized and worked into the future sprints as time allows.

Questions?

A large crowd of people is gathered at a concert or festival. The stage features a prominent rainbow arching over the performers. To the right, a large checkered pattern is visible on the stage structure. The background is filled with the silhouettes of many people, and the overall atmosphere is vibrant and celebratory.