Loyalty Customer Service App – Usability Testing

February 15, 2018

These tests are to determine the high-level architecture of the application, ensuring that the navigational structure is in line with the user’s (Call Center Representative, or CSR) needs.

(User presented with “home” page, showing “Select a Program” select menu)

You have taken a call and are on the phone with a participant for the BoA program. Upon arriving at this screen, what would you do? What would you expect to happen next?

(User presented with next screen, with BoA selected, program script and search criteria)

What would you do here? What would you expect to happen next?

(User presented with next screen, showing search results)

What would you do here? What would you expect to happen next?

(User presented with next screen, showing pax authentication)

What would you do here? What would you expect to happen next?

(User presented with next screen, showing pax-specific script, pax basic info, pax detail, and secondary navigation)

Tell me about what you see here. Explain the various elements and what you think they contain or do.

* What would you expect to be able to do in the nav areas (Details, History, Rewards, Info)
* What do you think “see more” does? Are the items in that space by default enough?
* How would you end the call? (Does End Call need to be there?)
* How would you get back to choose a different pax?
* If you were on the participant view and wanted to see Alerts, what would you do? How would you get back to the participant detail? What if you wanted to do admin stuff? (Is pax detail necessary when visiting Alerts, Admin, Help, etc.?)