

msnexperience

MSN My Apps User Research Study

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Agenda

- Executive Summary
- Research Design
- Key Findings
 - Current Homepage Usage
 - MSN My Apps General Experience
 - MSN My Apps Key Feature Experience
 - Review of My Apps Interactions and Visual Experiences
- Key Takeaways
- Next Steps
- Q & A

Executive Summary

Goals

- Understand participants' current Home Page behavior and methods of accessing various features
- Assess the discoverability and usability of the current implementation of the MSN My Apps
- Collect feedback on the desirability of the My Apps concept, determining participants' interests and engagement with the product.
- Collect comparative feedback on key elements, between the MSN My Apps and Yahoo's Quick View feature

Executive Summary

Overall Feedback

- Overall, the MSN My Apps feature received mostly positive responses

*“Everything I use on a computer is right there on one page.
This makes it a simple and fast way to get to your things.”*

- 6 out of 8 discovered the MSN My Apps feature on their own
- 5 out of 8 provided positive feedback on the look and feel
- All participants thought they would likely use MSN My Apps either as a quick or main source of information
- An Emotional Outcome Questionnaire yielded an average user score of 5.98 (out of 7), achieving the 5.5 metric.

Executive Summary

Wins

- **Email** received mostly positive responses
 - Sign-in, read, send
 - More functionality than the Yahoo Quick View
 - Compose email, seemed faster than going to Hotmail
- **Weather** most engaging, most positive feedback
 - Participants exploring functionality on their own
 - Preferred this version over the Yahoo version
- **Maps** application also received positive feedback,
 - Participants exploring functionality on their own
 - View traffic conditions
 - Access driving directions

Executive Summary

Key Issues

- All participants had difficulty or hesitations connecting to Facebook
 - Privacy issues, confusion with steps to follow
- Adding a new city to view the weather conditions
 - Some difficulty in finding functionality
- Change temperatures from Fahrenheit to Celsius
- The display of the time that an email message was received
- Ability to sign-in to Hotmail from the fly-out display
- View the account ID on the down-state

Research Design

Research Design

Methodology

- Lab Based Study
- Current Portal Usage
 - Interview
 - Demonstration
- Feature Exploration
- Feature Evaluation
 - Task-based
 - Think-aloud
- Feature Discussion
- Wrap-up

Participants

- 8 Participants Total
- 4 female and 4 male
- Age Range: 19 – 35
- Portal Usage:
 - MSN users (4)
 - Yahoo users (4)
- Segmentation:
 - Information Seekers (3)
 - Functional Organizers (2)
 - Connected Socializers (3)

Key Findings

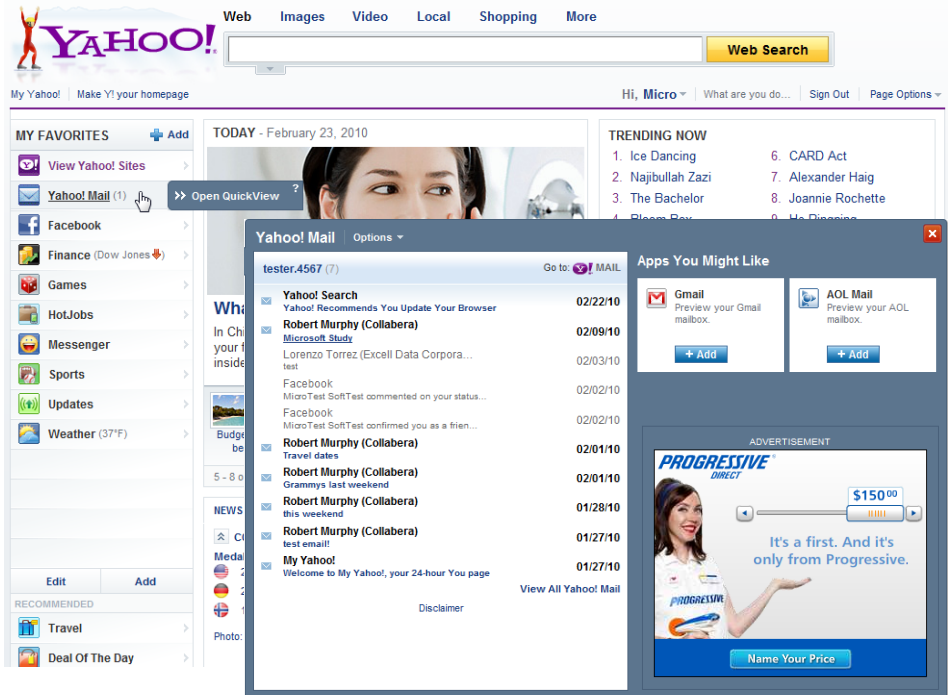
Current Homepage Usage

Homepage Usage

- Typical Homepage Behavior as seen in other studies
- Common Activities
 - Email, News, Videos, Sports, Weather
 - Searches, Movies
- Page Scroll
 - MSN: 4 participants (all)
 - Yahoo:1 participant
- Email Access
 - MSN: Top left Hotmail link
 - Yahoo Top of page link, My Favorites link
- Facebook Access
 - Direct URL or Bookmark

Yahoo Homepage Usage

- No one used My Favorites links to access Facebook
- Some Yahoo participants did use the left-side My Favorites links, but none used Yahoo's Quick View feature
 - 1 participant indicated they've used it for email only
 - Other participants seemed unfamiliar with the feature, even surprised that it was available
- No one mentioned the previous My Favorites / Quick View behavior of triggering the fly-out with a mouse hover.
- One participant expressed frustration when accidentally triggering the Quick View, while trying to open a different link

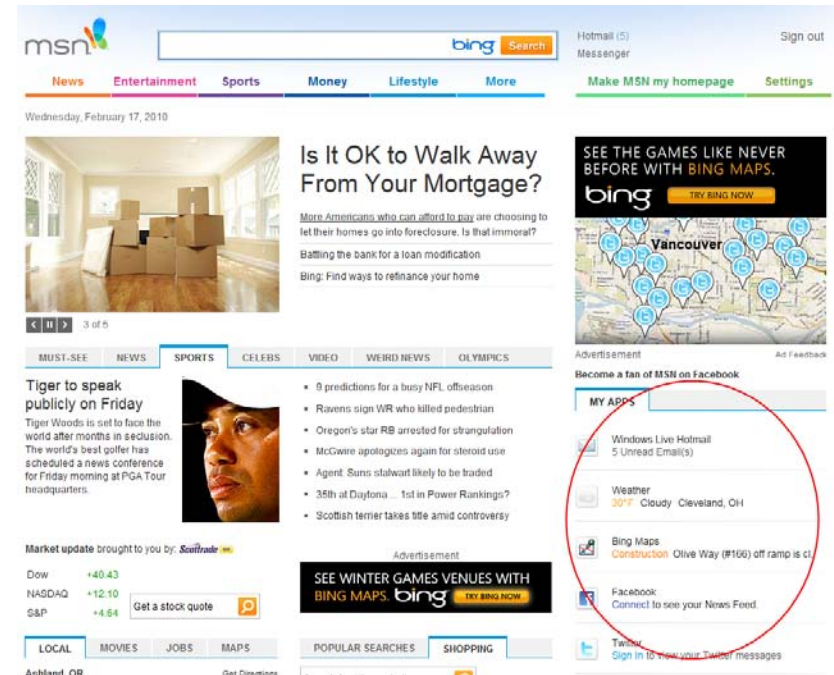


Key Findings

MSN My Apps General Experience

Discoverability

- 6 out of 8 participants discovered the My Apps feature on their own
 - Moving their mouse over it and viewing the hover interaction
 - Identifying it as a method to access Hotmail or Facebook.
- No participant actually clicked on the feature, until asked to perform the tasks.



Initial Impressions

After the initial exploratory phase, participants were asked their impression of the My Apps feature

- 5 participants had positive comments about the feature, describing it as *“simple and quick”*, *“efficient”* and *“cool”*
 - *“All the things I normally use”* – P8
 - *“Pretty similar to yahoo, but seems more catered to me”* – P5
 - *“It gives you all your email and social networking right at your fingertips”* – P3
- 3 participants had neutral reactions, describing the feature as *“interesting”*, *“It’s alright”* and *“More for social networking”*.
 - *“I don’t know if I would use it, I’m so used to my bookmarks”* – P1
 - *“It’s not very engaging, it doesn’t stand out.”* – P4

Likes and Dislikes

After interacting with and completing tasks using the My Apps feature, participants were asked to provide likes and dislikes

- 25 likes, 13 dislikes
 - Yahoo site: 14 likes, 11 dislikes
- Some of the likes included:
 - *Really like that weather/maps are straight to point*
 - *The ability to switch back & forth between apps*
 - *Nice easy access*
 - *Everything's right there*
- Some of the dislikes included:
 - *Size of (fly-out) display is too small*
 - *Inability to customize*
 - *Difficult to notice and focus on (down state)*
 - *Facebook: would prefer additional content and functionality*

Key Characteristics

Participants were also asked to provide words or characteristics to describe the feature

- All 22 descriptors were “positive”
 - Yahoo site: 13 pos, 9 neg
- Included:
 - *Easy (3)*
 - *Quick (3)*
 - *Convenient (2)*
 - *Cool (2)*
 - *Modern*
 - *Efficient*
 - *Uncluttered*
 - *To the point*

Name “My Apps”

- After interacting with the My Apps feature, participants were asked what they would call this type of a feature.
 - *Tool Bar (3 times)*
 - *Side Bar (2 times)*
 - *MSN Side Bar*
 - *Quick Links*
 - *Mini Apps*
- Participants were then asked what comes to mind when they hear the term “My Apps”. There was a common theme of “personalization”:
 - *Personalize apps you use day to day*
 - *Personalized, ownership*
 - *Widgets on a Mac computer*
 - *All your applications in one spot*
 - *Applications I can use to quickly navigate to things*
 - *Different interactive websites where you can get specific information*

Name “My Apps”

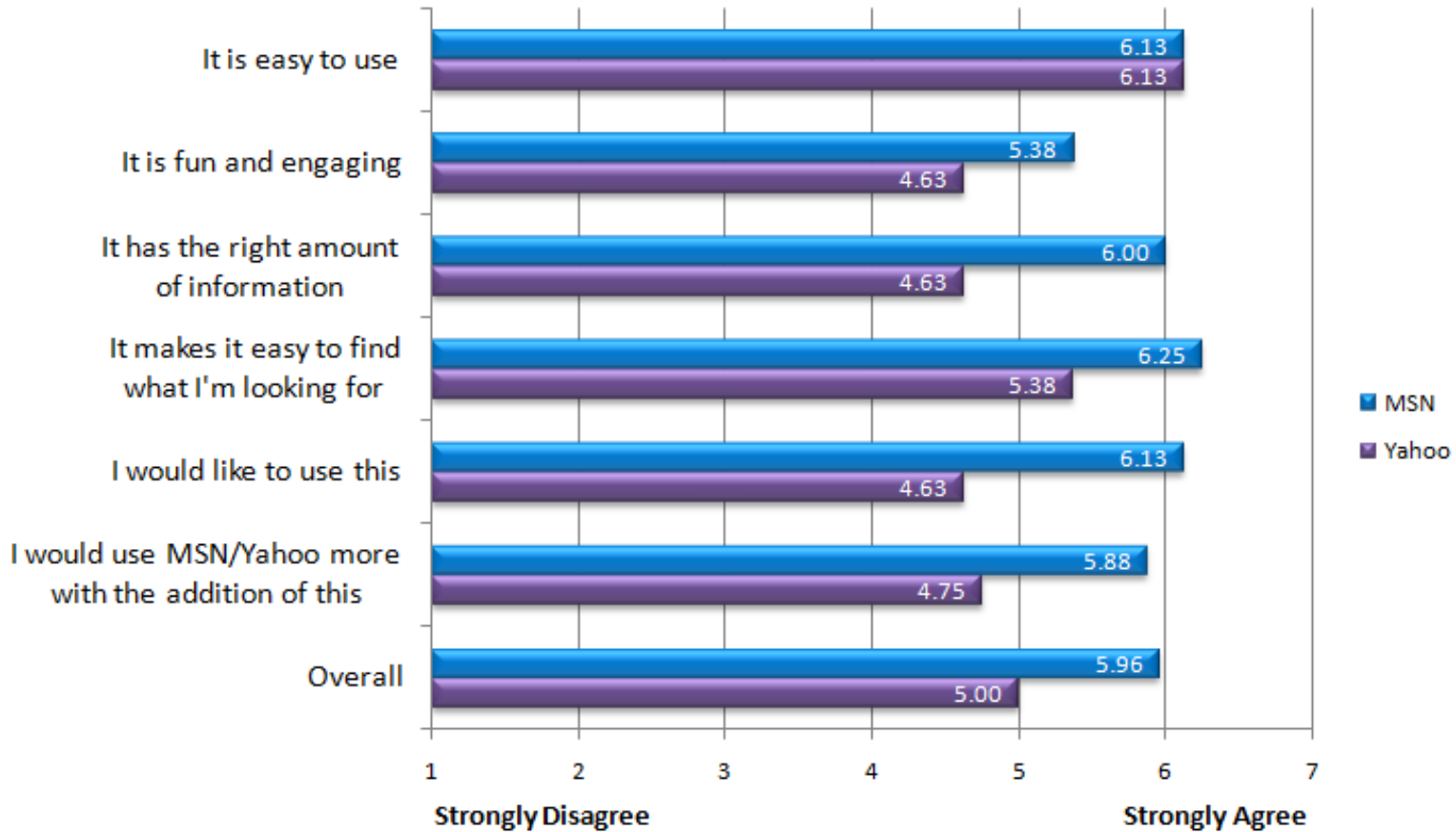
Participants were finally asked what they think of the name “My Apps” for the feature they were using.

- This received mostly positive feedback:
 - *I like it, it fits, it's everything that I need to work with and keep things organized*
 - *I wouldn't consider these “applications”*
 - *A good name for it*
 - *I like it, seems like it would fit*
 - *I think so, you have everything people use daily*
 - *I would get use to it*
 - *I like it*

Potential Usage

- Participants were asked to describe their potential use of the My Apps feature.
 - 3 participants indicated they would likely use this feature daily
 - 1 participant mentioned they may visit the main application sites less
 - 1 participant mentioned they may use MSN for a longer period of time, but not more frequently
 - 1 participant indicated they would likely use this feature if Yahoo email were available
- Specifically: 1) a main source of information, 2) a quick source of information, 3) to sign-in only, or 4) not use it at all:
 - All 8 participants indicated they would at least use it as a “**quick**” source of information
 - 5 participants indicated they would additionally use it as a “**main**” source of information

Emotional Outcome



MSN Average: 5.98

(Yahoo: 5.0)

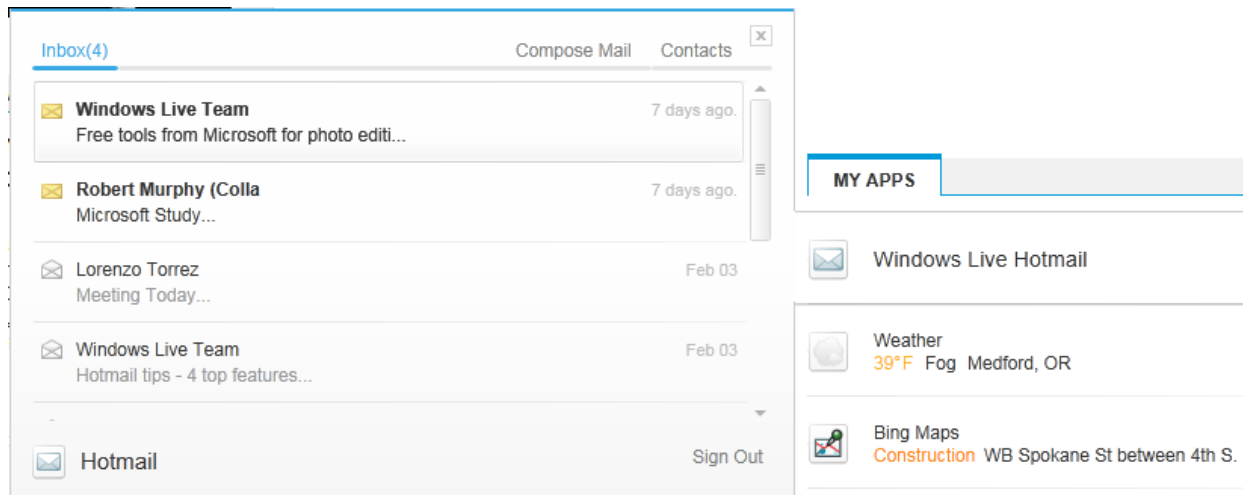
> 5.5 = ✓
< 5.5 = ✗

Key Findings

MSN My Apps Key Feature Experience

Email

- All participants were able to sign in to an email account
- All participants were able to read email messages
- All participants were able to use the “Compose” feature to create a message
 - One participant seemed to think this method was quicker than going directly through Hotmail
 - A couple participants pointed out that that feature is not available in the Yahoo Quick View
- No major issues with using the email feature
 - A couple participants pointed out their likely limited use of this feature, due to the low level of functionality available.

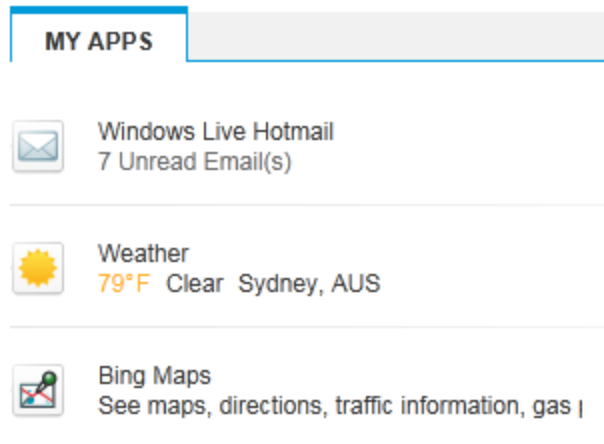


Email

The account holder's name is not visible

Low

- If one shares a computer with others, it would be nice to display the name of the signed-in account holder.



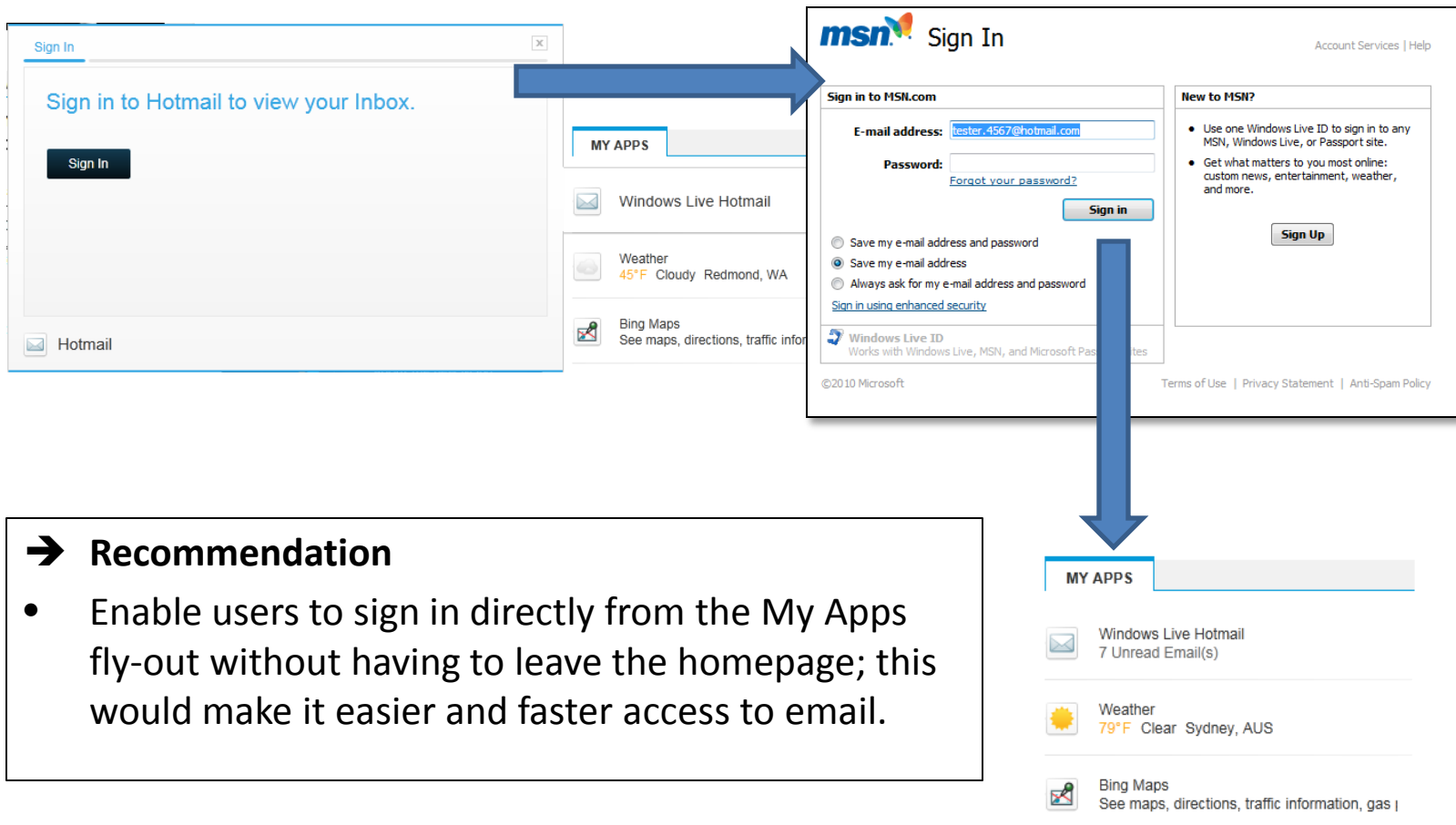
➔ Recommendation

- Show the Hotmail account holder's name in the signed-in display of the Hotmail Application

Email

Sign in requires transitions from the Homepage to Hotmail and back

Low



➔ Recommendation

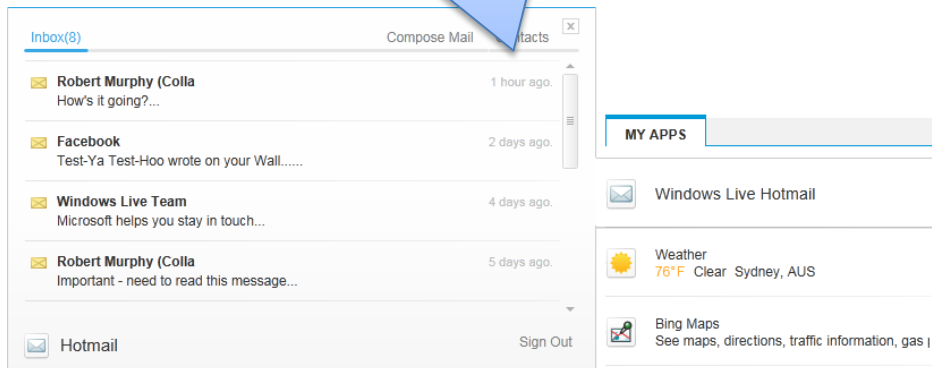
- Enable users to sign in directly from the My Apps fly-out without having to leave the homepage; this would make it easier and faster access to email.

Email

The time messages were received can be confusing

Low

My Apps indicates how much time has **passed**, since the message was received



Hotmail Inbox display indicates the **actually time** the message was received

A screenshot of a Hotmail inbox interface showing a list of messages with absolute timestamps. The interface includes a "Sort by" dropdown, a search bar "Search your e-mail", and a list of messages with their respective send times.

Sender	Subject	Time
Robert Murphy (Colla...)	How's it going?	2:04 PM
Facebook	Test-Ya Test-...	2/19/10
Windows Live Team	Microsoft hel...	2/18/10
Robert Murphy (Colla...)	Important - n...	2/17/10
Robert Murphy (Colla...)	hey now!	2/17/10
Windows Live Team	Free tools fro...	2/09/10
Lorenzo Torrez	Meeting Today	2/03/10
Windows Live Team	Hotmail tips - 4...	2/02/10

➔ Recommendation

- Use the same time display from the Hotmail inbox. This will provide a consistent experience between displays and will be easier for users to understand.

Email

Additional Recommendations from Participants

- Provide a direct link to Hotmail
 - Some participants missed “Inbox” link
- Provide the ability to delete messages
- Larger (vertical) inbox
 - More easily accommodate high volume in-boxes
 - Provide an option to expanded the view of the fly-out
 - Same idea came up to accommodate large volume of Facebook updates

Facebook

- Facebook was probably the most desirable application out of all; it also seemed to have the least amount of functionality available.
 - Some participants right-away pointed out the additional functionality available in Yahoo
- The ability to “Sign-out” was appreciated
 - Some pointed out that the option wasn’t available in Yahoo.
- Only 5 participants interacted with this Facebook feature
- All participants were able to read the updates available, and able to post an update.



Facebook

The buttons or steps to continue the connection process were overlooked

Medium

- There are three windows one must step through in order to connect
- Some participants seemed to overlook the steps of clicking the “Allow” buttons.
- Some thought they completed the connection process, while others simply didn’t know what to do

“Kind of confusing what this thing is, I don’t really know where to go”



→ Recommendation

- Increase the visibility of the buttons by positioning them closer to the main content.
- Use some indication of steps or progression of the connection process, which should help users complete the process

Facebook

Participants were hesitant to allow MSN to “update status”

Medium

- All participants hesitated on this page before proceeding. The text is confusing and raised some security or privacy concerns.
- Two participants “declined” access on this 3rd window
 - Part of the confusion comes from the messaging on the 3rd window: “Allow MSN to update my status”.

“I don’t know if I want to do that, it feels like it will do something weird to my facebook wall.”



→ Recommendation

- Provide clearer definition of the connection process and what users are allowing MSN to do during the process.

Facebook

Link on the page appeared to have same functionality as the button

Low

- One participant continued to click the “MSN” link in the top left of this display, thinking it served the same purpose of the button.



[Video Clip](#)

➔ Recommendation

- Make the distinction between links and buttons clear, avoiding similar worded phrases for different purposes.

Facebook

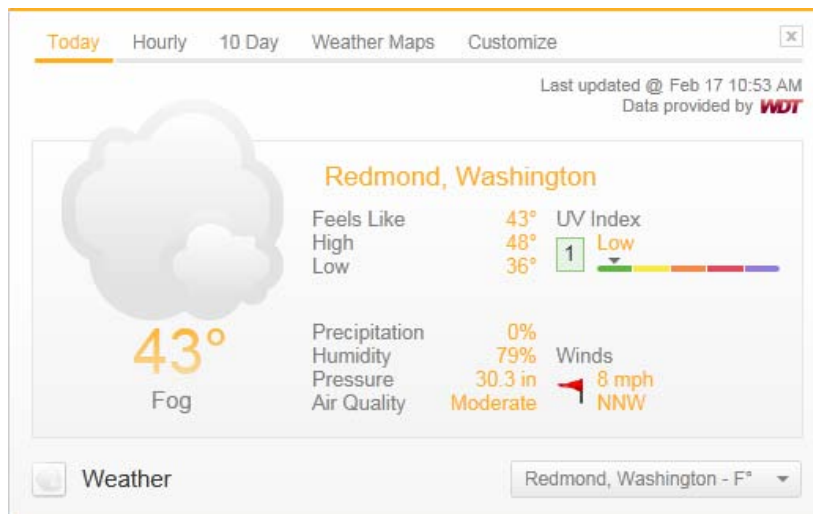
Additional Recommendations from Participants

- Provide a direct link to one's own profile (3)
- Ability to view replies or comments to updates
- Ability to display inline photos instead of links
- Provide access to Inbox
- Provide access to Friends
- Provide addition of chat

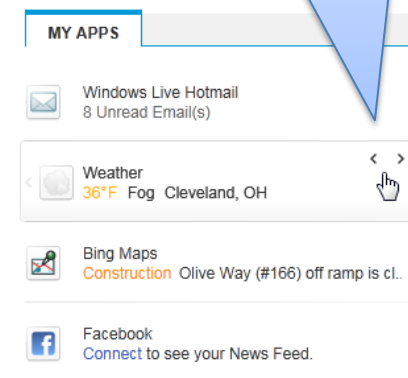


Weather

- The weather was the most engaging feature in MSN My Apps
- Participants spent the most time exploring and interacting with this application.
 - Some participants right away looked up weather in a different city, viewed the forecast and explored the weather maps
- Without prompting, a few participants pointed out they preferred this version over both Yahoo's and Google's Sidebar versions.



3 participants discovered and liked the scrolling feature in the down state



“Everything I could want... kind-of fun, easy and convenient.”

“I like the look of this, I like how easy it works together.”

Weather

Local Weather

4 Participants noticed and briefly explored the weather display in the “Local” module on the Homepage

The screenshot shows the MSN homepage with the local weather module for Ashland, OR. The weather display includes a sun icon, the text 'Monday 57°/26°', and 'Partly Cloudy'. Below the weather display are tabs for 'LOCAL', 'MOVIES', 'JOBS', and 'MAPS'. The page also features a 'NEWS' section with a headline 'NYC terror suspect Zazi pleads guilty', a 'Market update' section with stock prices for Dow, NASDAQ, and S&P, and a 'MY APPS' section with links to Windows Live Hotmail, Weather, Bing Maps, Facebook, and Twitter. There are also several advertisements and a 'TREND WATCH' section.

All participants who saw the local module preferred the My Apps version of the weather display

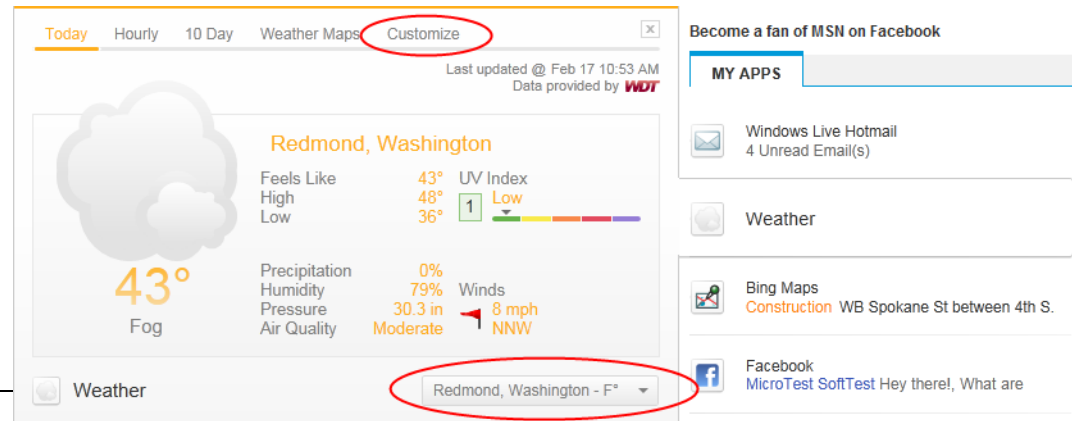
- 1 participant thought it was “a little weird”
- Other participants didn’t seem to be bothered by it.

Weather

Participants were unclear how to add a city to the weather display

Low

- 3 participants were able to enter a city right away, going directly to the “Customize” tab
- 4 participants first went to the city drop-down to look for an “add city” function, then eventually discovered it under “Customize”
- 1 participant could not find the functionality, and had to be shown how to complete the task



→ Recommendations

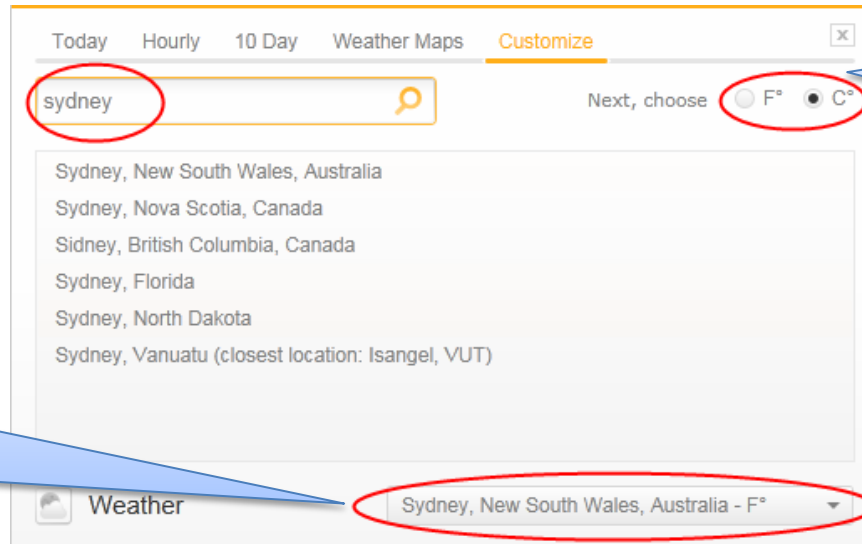
- Change the “Customize” tab to “Add a Location”
- Add an entry to the location drop-down, “Add a Location” which loads the respective tab

Weather

Changing from Fahrenheit to Celsius requires a new location entry

Low

- To change a location's temperature from Fahrenheit to Celsius, a new entry is required for that location.



(1) User has Sydney, but it's displayed in F.

(2) To display in C, one needs to create a new location entry

→ Recommendation

- Allow users the ability to change from Fahrenheit to Celsius on the fly, as implemented in the "Local" weather module

Weather

Linking off from the 10-day forecast page caused confusion

Low

- The date listings in the 10-day forecast links off to the MSN weather page.
 - The page loads with the location's weather, but is not related to the actual date listed.
 - This caused confusion to all participants who clicked on it.

Today	Hourly	10 Day	Weather Maps	Customize
02/23	Tuesday	56° 46°	Rain	
02/24	Wednesday	59° 42°	Showers	
02/25	Thursday	60° 46°	Rain	
02/26	Friday	57° 45°	Showers	
02/27	Saturday	57° 44°	Partly Cloudy	
02/28	Sunday	61° 46°	Partly Cloudy	
03/01	Monday	61° 42°	Rain	
03/02	Tuesday	58° 51°	Cloudy	
03/03	Wednesday	54° 46°	Showers	
03/04	Thursday	53° 45°	Showers	

Weather Santa Cruz, California - F°

msn weather Search the web bing msnbc.com

Find weather for: Santa Cruz, CA (Type a city or ZIP) Your city: Santa Cruz, CA 46°

Home | Forecasts | Weather maps | Your cities | Activity conditions | Browse Cities

North America > United States > California > Santa Cruz

Local weather forecast: Santa Cruz, CA

Local forecast: Hourly | Ten-day | Maps | Averages

Sponsored Link: 701 - What is Your 2010 Credit Score? View Your 3 Scores FREE - Online!

Current conditions (as of 6:53 AM): Clear, 46°F, Feels like: 46°F

Today's forecast: Today: Rain, 56° Hi: 56° Lo: 46°; 9 AM: Rain, 49°; Noon: Rain, 54°; 6 PM: Rain, 54°

Hourly forecast (next 48 hours)

Five-day forecast (Catala): Tomorrow (Feb 24): Showers, Hi: 59° Lo: 42°; Thursday (Feb 25): Rain, Hi: 60° Lo: 46°; Friday (Feb 26): Showers, Hi: 57° Lo: 45°; Saturday (Feb 27): Partly Cloudy, Hi: 52° Lo: 44°; Sunday (Feb 28): Partly Cloudy, Hi: 61° Lo: 46°

Find out things to do in your city: Check out local events, music, performers and sports all in one place. msn City guides

Weather news

➔ Recommendation

- Do not link off from the 10-day forecast listings

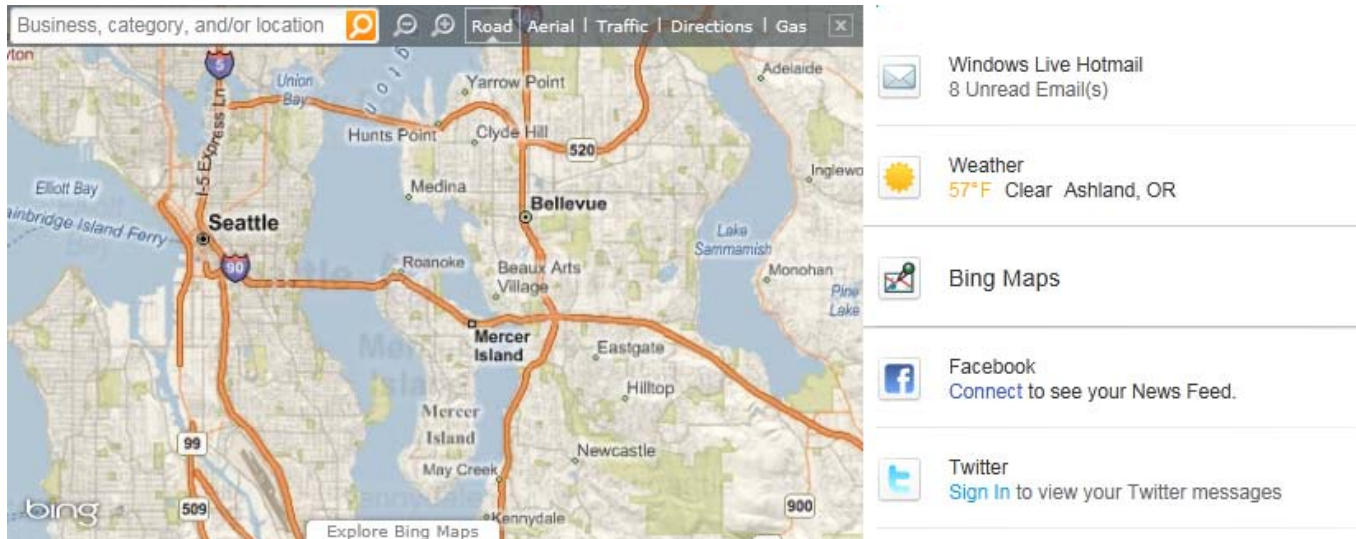
Weather

Additional Recommendations from Participants

- Time reference for weather displays:
 - One participant was looking at weather for other parts of the country and world, and wondered how accurate they were.
 - The display showed sunny and warm, but they thought it would have been the middle of the night for that location
- One participant thought the orange color used in the weather display was difficult to read

Maps

- The maps application in MSN My Apps also received positive feedback from all participants.
- Without prompting some participants explored the traffic and aerial views.
- One participant indicated this application was better than MapQuest



“It’s cool it’s all right here.” – P8

“It’s really fast and it’s clear, I really, really like this feature.” – P5

Maps

Map fly-out overlaps with photos and text on the Homepage

Low

The screenshot shows a news homepage with a navigation bar at the top containing 'MUST-SEE', 'NEWS', 'SPORTS', 'CELEBS', 'VIDEO', 'WHAT THE ...?', and 'OLYMPICS'. Below the navigation bar, there are several content sections. On the left, there is a 'Tangling with 10' article with a photo of a bear. Below it is a 'Market update' section showing Dow, NASDAQ, and S&P indices. At the bottom left, there is a 'Weather' section for Ashland, OR, showing a sun icon and the word 'Monday'. In the center, a Bing Maps fly-out is open, displaying a map of the Seattle area. The fly-out has a search bar and navigation controls. On the right side of the page, there is a 'MY APPS' section with a list of applications: 'Windows Live Hotmail' (8 Unread Email(s)), 'Weather' (57°F Clear Ashland, OR), 'Bing Maps', 'Facebook' (Connect to see your News Feed), and 'Twitter' (Sign In to view your Twitter messages). At the bottom right, there is a 'Celebrities from Tiger Woods to John Mayer have been mighty repentant lately.' article with a photo of a man.

➔ Recommendation

- Having a border around the map fly-out will make it easier for users to distinguish between the map and the background, making it easier to focus on the map itself.

Key Findings

Review of My Apps Interactions and Visual Experiences

Position on the Homepage

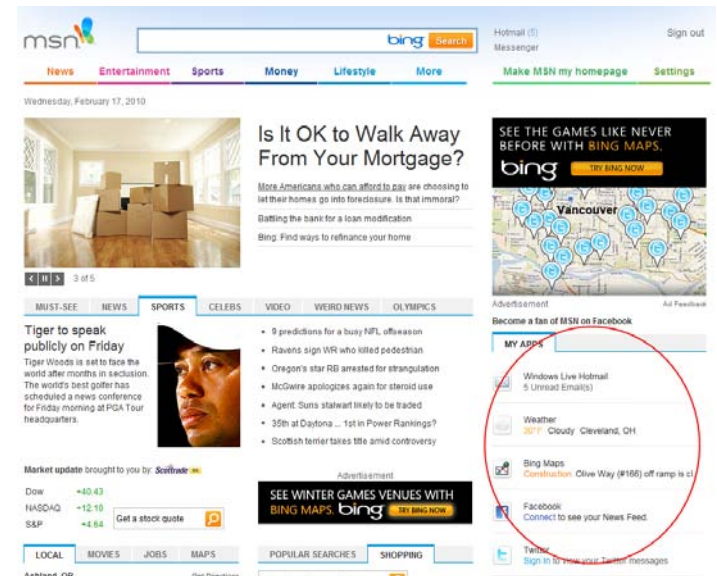
- While interacting with My Apps, no one made a comment about its position on the Homepage
- However, one participant mentioned the position of the Yahoo Quick View seemed more “standard”

When asked where they would expect to see this type of a feature:

- 4 participants felt it was OK in its current position
- Other participants generally referenced higher on the page

When asked which position they prefer:

- 6 participants preferred the Quick View position



Position on the Homepage

➔ Recommendations

- Explore opportunities for alternative positions on the page, such as higher up on the page, either on the right or left.
- Get user feedback on alternative placements in future studies

msn Search Home Mail Messenger Sign out

News Entertainment Sports Money Lifestyle More Make MSN my homepage Settings

Wednesday, February 17, 2010

Is It OK to Walk Away From Your Mortgage?

More Americans who can afford to pay are choosing to let their homes go into foreclosure. Is that immoral? Bating the bank for a loan modification. Bing. Find ways to refinance your home.

SEE THE GAMES LIKE NEVER BEFORE WITH BING MAPS

Advertisement: Vancouver

Advertisement: Become a fan of MSN on Facebook

MY APPS

- Windows Live Mail (5 Unread Emails)
- Weather: 30°F Cloudy Cleveland, OH
- Bing Maps: Construction Olive Way (#166) off ramp is closed
- Facebook: Connect to see your News Feed
- Twitter: Sign in to see your Twitter messages

MUST-SEE NEWS SPORTS CELEBS VIDEO WEIRD NEWS OLYMPICS

Tiger to speak publicly on Friday

Tiger Woods is set to face the world after months in seclusion. The world's best golfer has scheduled a news conference for Friday morning at PGA Tour headquarters.

- 9 predictions for a busy NFL offseason
- Ravens sign WR who killed pedestrian
- Oregon's star RB arrested for strangulation
- McGwire apologizes again for steroid use
- Agent: Suns stakeout likely to be traded
- 35th at Daytona ... 1st in Power Rankings?
- Scottish tenor takes title amid controversy

Market update brought to you by: Scotiabank

Dow +40.43
NASDAQ -12.10
S&P +4.64

Advertisement: SEE WINTER GAMES VENUES WITH BING MAPS

LOCAL MOVIES JOBS MAPS POPULAR SEARCHES SHOPPING

Ashland, OR Get Directions

Web Images Video Local Shopping More

YAHOO! Web Search

My Yahoo! Make it your homepage

MY FAVORITES

- View Yahoo! Sites
- Yahoo! Mail
- Facebook
- Finance (Dow Jones)
- Games
- HotJobs
- Messenger
- Sports
- Updates
- Weather (32°F)

TODAY - February 17, 2010

Leno facing 'Tonight Show' troubles

Jay Leno's bandleader, Kevin Eubanks, says 'Tonight Show' history is leaving the show, amid other changes. Meanwhile, Letterman's ratings rise.

TRENDING NOW

- Scottish Tenor
- Soundgarden
- Zamboni
- Alexander McQueen
- Lent
- Evan Lysacek
- Anthony Bourdain
- Olympics Schedule
- Humana
- Meg Whitman

All-New 2011 Sorento

A departure from the expected.

Where the money jobs are

- Four easy ways to get a raise
- Earn six figures with no degree
- Stonemasons' demand
- Entry-level jobs that pay
- Low-profile careers with high salaries

NEWS WORLD LOCAL FINANCE

COVERAGE OF THE 2010 GAMES - DAY 6 of 17

Medals Top Athletes Recent Results
Lindsay Vonn Stone's downhill
Shawn White Cross-country skiing

Look & Feel

Home Page Display

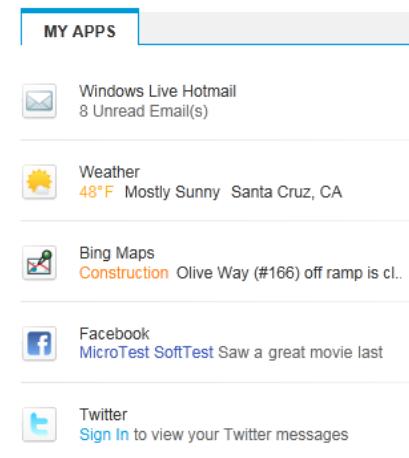
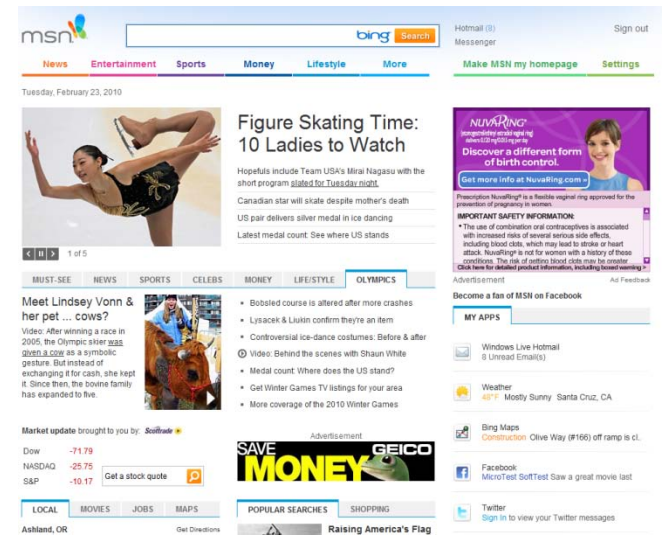
The overall look and feel of the MSN My Apps feature received positive feedback from many participants

- 5 participants generally liked the Look & Feel of the feature, and prefer it over Yahoo
 - 3 participants mentioned “uncluttered” or “lack of junk”
 - 3 participants mentioned how professional it looks

“I like the way it looks, not too much stuff”

- 3 participant who didn’t care for the look and feel, had some common comments:
 - All 3 either used the term “bland” or “boring”
 - 1 Participant expected a more colorful display with larger icons
 - 2 participants indicated there’s not enough to make them click on it, but point out the value after they do click on it.

*“It's sleek when you open it,
but right now it's boring”*



Look & Feel

➔ Recommendations

- Explore opportunities for distinguishing it from other content on the page
 - It does have different functionality than the rest of the content, so it could look slightly different
 - One suggestion may be use a subtle background color, which carries over to the fly-outs

MY APPS

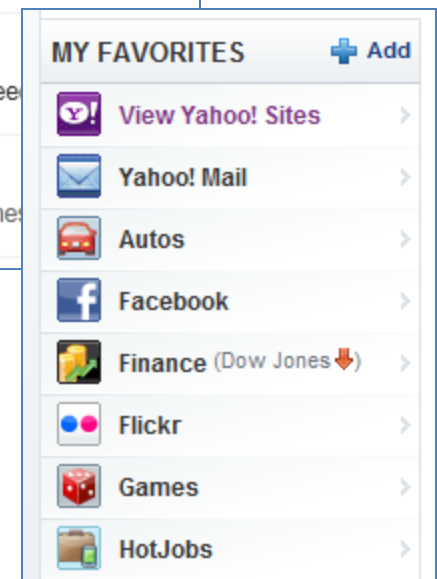
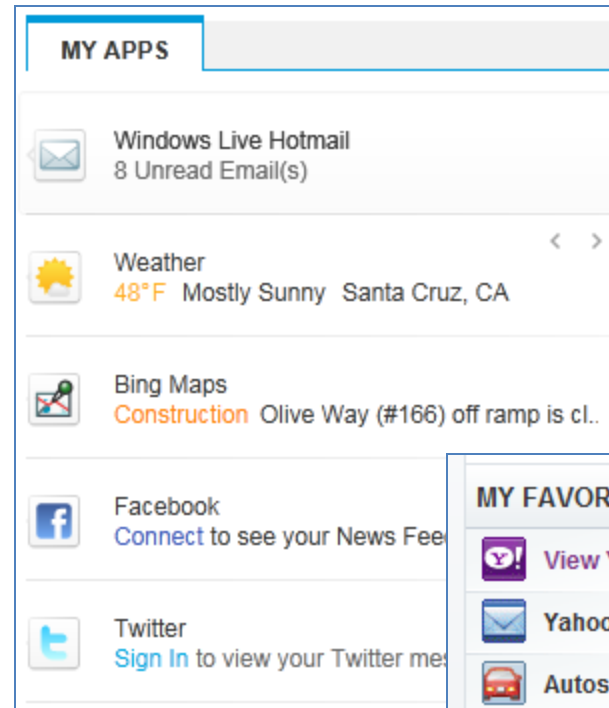
- Windows Live Hotmail
8 Unread Email(s)
- Weather
48°F Mostly Sunny Santa Cruz, CA
- Bing Maps
Construction Olive Way (#166) off ramp is cl.
- Facebook
MicroTest SoftTest Saw a great movie last
- Twitter
Sign In to view your Twitter messages

Look & Feel

Icons

Two participants mentioned the icons in the down-state, with mixed reactions:

- 1 participant preferred the MSN icons, stating the Yahoo icons looked too “childish”
- 1 participant preferred the Yahoo icons, stating they were more colorful and more distinct



→ Recommendations

- Consider more vibrant icons, or darker border around the icons, which may make them more distinct

Look & Feel

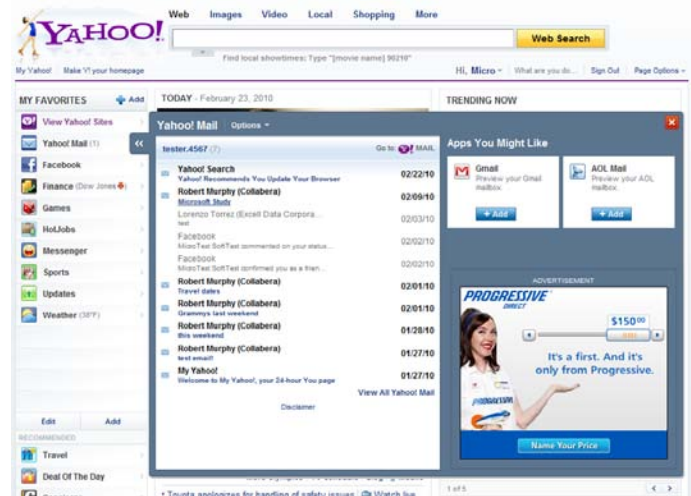
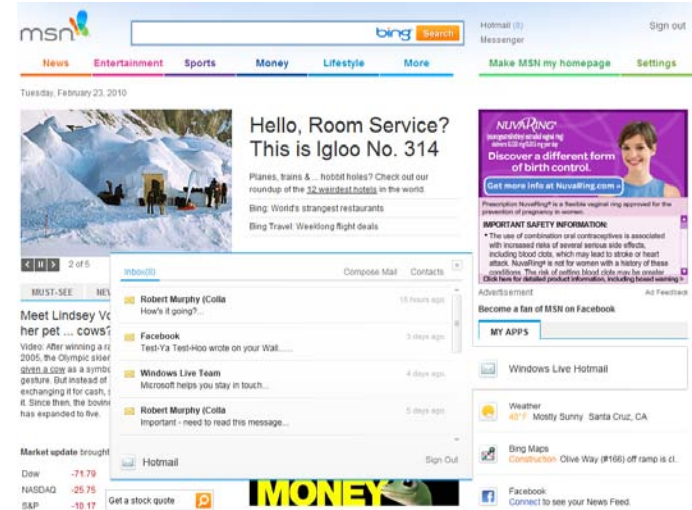
Fly-out

The look and feel of the fly-outs received positive feedback from all participants.

- 1 participant thought Yahoo's solid color looked "less friendly"
- Most participants preferred the size of the MSN My Apps over Yahoo's Quick View
 - Quick View takes up too much of the screen

"Colorful, nicely organized – you know what to click on"

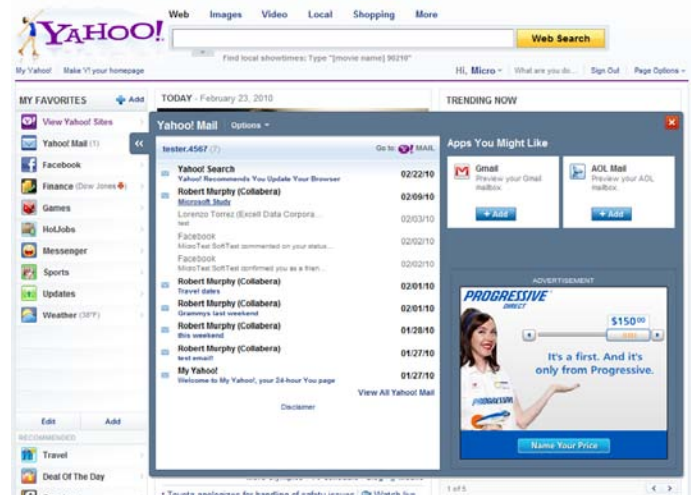
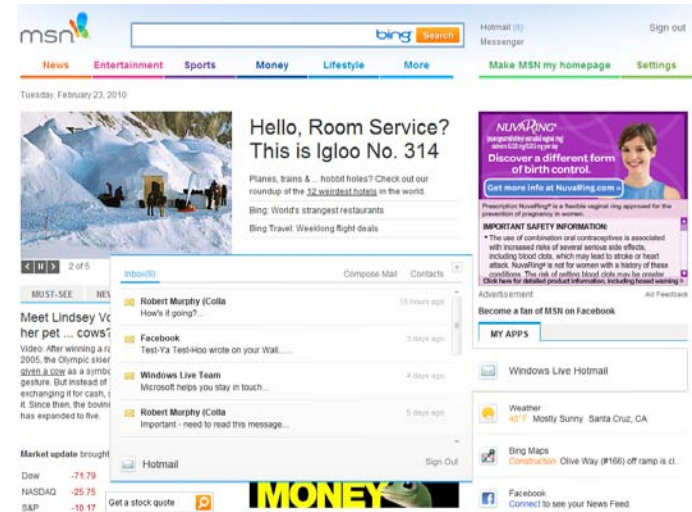
- However, 2 participants preferred the taller size of Yahoo's Quick View, for scrolling through email and Facebook messages
- 2 participants wanted the ability to move the fly-out around the screen



Look & Feel

➔ Recommendations

- Consider an expandable option to the fly-out
 - Accommodate users who wish to have a more vertical view more of their email in-box or Facebook messages
- Explore the ability to move the fly-out around the screen.
 - This would probably apply to a persistent version of the feature
 - Allowing users to keep it docked against an edge, or moved to a different position



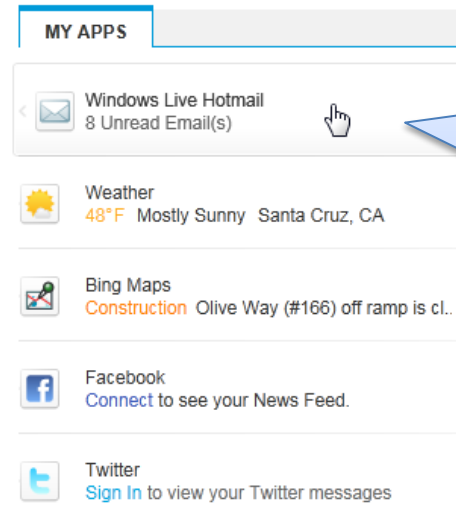
Hover and Navigation Behavior

Hover Behavior

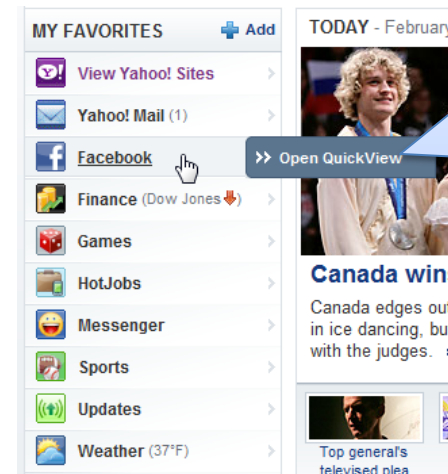
- Most participants liked and enjoyed interacting with the hover behavior of My Apps.
 - 6 out of 8 participants prefer the MSN My Apps hover behavior over Quick View

Navigation Behavior

- All participants liked the option to go directly to the main site, as provided by Yahoo's Quick View
 - 2 participants indicated they would likely go directly to the site, and not use the My Apps
 - Even though they like the option, 2 participants thought it was poorly implemented in Yahoo



1 participant referred to it as “the bounce”

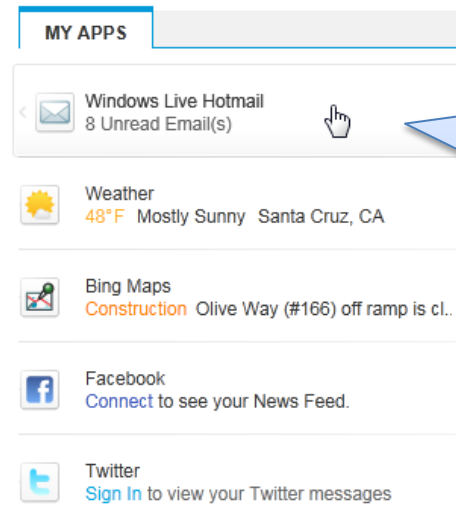


Yahoo's pop-out behavior was perceived as too much, or “in your face”

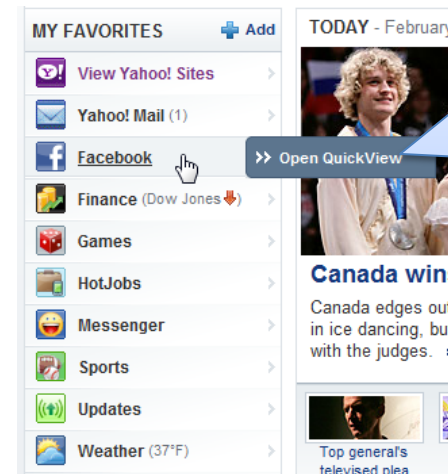
Hover and Navigation Behavior

→ Recommendations

- Consider allowing users to link directly to the application from MSN's My Apps.
- This may result in lower usage, but the MSN Homepage could potentially become a source to access various applications



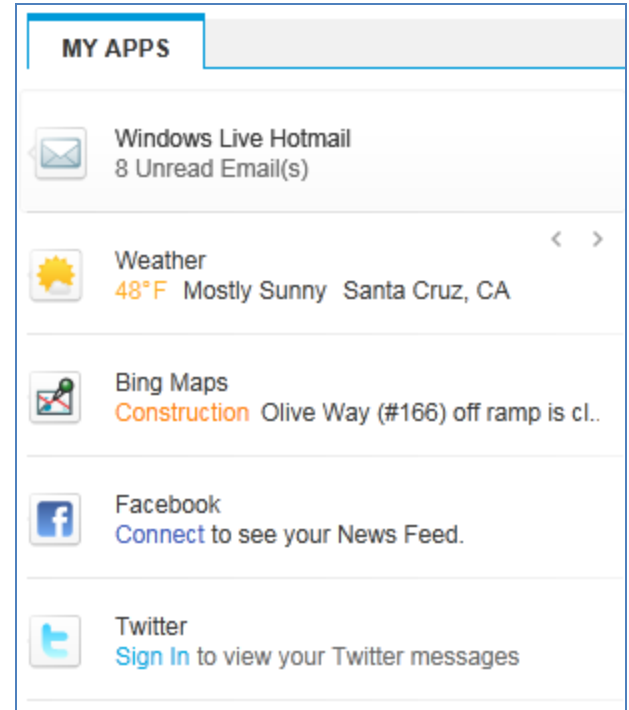
1 participant referred to it as “the bounce”



Yahoo's pop-out behavior was perceived as too much, or “in your face”

Customization

- 3 participants brought up the concept on their own, wondering if it was customizable
- When asked, all participants indicated a desire for that ability. The main functions requested were
 - Reordering, adding and removing applications
- Some additional applications or functionality participants mentioned were:
 - Clock, Calendar
 - You tube, My Space
 - Sports, news, games
 - Additional email accounts
- The most common “favorite” applications participants mentioned were:
 - Email
 - Facebook
 - Weather



➔ Recommendations

- Provide the opportunity for users to change the position, add and remove applications

Advertisements

- Even though all participants were exposed to ads in the Yahoo Quick View, 3 did not recall seeing them
 - The ad display in Yahoo was considered a poor use of space
 - Some participants pointed out there were already ads on the Homepage, so why would they show them in the Quick View

→ Recommendations

- Avoid adding advertisements to the My Apps display

The screenshot shows the Yahoo! homepage interface. At the top, there's the Yahoo! logo and navigation links for Web, Images, Video, Local, Shopping, and More. A search bar is present with the text "Find local showtimes: Type '[movie name] 90210'". Below the search bar, there's a "Web Search" button. The main content area is divided into several sections: "MY FAVORITES" on the left, "TODAY - February 23, 2010" in the center, and "TRENDING NOW" on the right. The "MY FAVORITES" section includes links for View Yahoo! Sites, Yahoo! Mail (1), Facebook, Finance (Dow Jones), Games, HotJobs, Messenger, Sports, Updates, and Weather (38°F). The "TODAY" section features a "Yahoo! Mail" window showing an inbox for "tester.4567 (7)". The inbox contains several emails, including one from "Robert Murphy (Collabera)" with the subject "Grammys last weekend" and another from "My Yahoo!" with the subject "Welcome to My Yahoo!, your 24-hour You page". The "TRENDING NOW" section includes "Apps You Might Like" with links for Gmail and AOL Mail, and a large advertisement for "PROGRESSIVE DIRECT" featuring a woman and the text "It's a first. And it's only from Progressive." with a "Name Your Price" button.

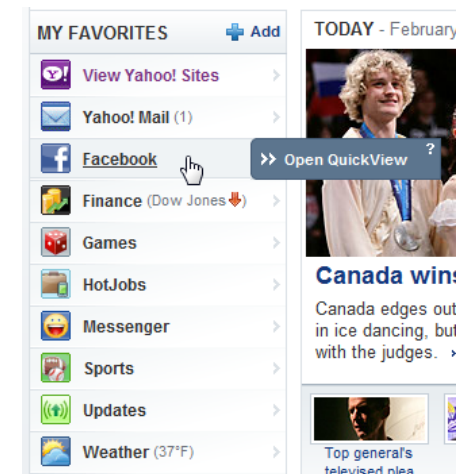
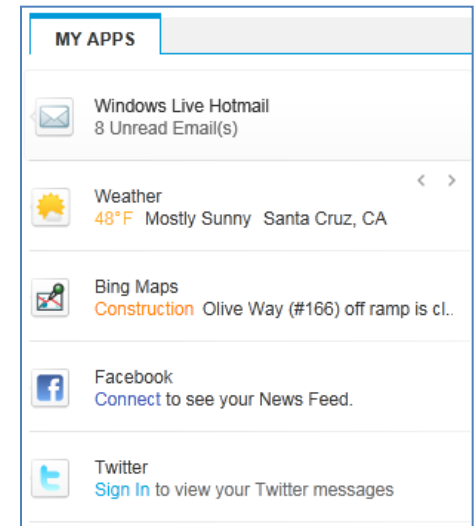
Overall Preference

Overall preference between MSN's My Apps and Yahoo's Quick View received mixed responses, some participants preferring certain elements in one over the other

- 4 participants (2-Y, 2-MSN) preferred MSN overall
- 1 participant (MSN) preferred MSN; but Yahoo's Facebook
- 1 participant (Y) preferred MSN Fly-outs; but Yahoo's downstate
- 1 participant (MSN) preferred Yahoo
- 1 participant (Y) no preference

Yahoo Conversion to MSN

- 3 Yahoo participants indicated they wouldn't use the site, due to their Yahoo email
- 1 Yahoo participant indicated they wouldn't use the site due to their familiarity with Yahoo



Key Takeaways

- Overall positive feedback
 - Concept
 - Design
- Preference over Yahoo's Quick View
- A few usability issues to address
 - Connection to Facebook
- A few user recommendations to consider

Next Steps

Next study slotted March 8th

- Additional My Apps concept designs
- Further research with some of the same tasks
- Additional inquires into overall concept
 - More potential-usage feedback
 - Collect additional recommendations and desires
 - Security and comfort with using this type of feature
 - Turning display on/off: Silverlight message

Q & A

- Questions / Discussion

- Thanks to:
 - Sandy Hirsh
 - Andy Stoller
 - Mike Pendergraft
 - Izy Behar
 - William Hsu