

Task Analysis & Storyboards

www.[name of company/website].com

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Executive Summary

Task analyses were conducted for the [Name of company].com website. For these analyses the multiple page processes for a range of tasks and functions were deconstructed to identify areas where streamlining and optimization could occur. Storyboards were also created to accompany the reconstructed tasks, showing the various screens as users move through the redesigned tasks.

The improvements in the multiple page processes included:

Redesigning the password retrieval process to eliminate an endless loop.

The number of steps in the 'Forgot Password' path was greatly reduced, and interface changes are recommended to modify or eliminate confusing labels and options.

Reducing clutter and unnecessary information in many of the form steps.

Several forms are crowded with radio buttons and checkboxes offering choices that don't appear to enhance functionality and give the forms a crowded, confusing feel.

Redesigning the data input form for locating a store and eliminating a step in the main path.

The current input form offers choices for additional search criteria that don't affect the results in a noticeable way. The address/city/state form requires specific criteria that aren't clearly stated, and more than one way of entering that data is valid. This box was broken into separate boxes with examples offered and a dropdown menu suggested for choosing state to eliminate errors and confusion over whether to spell out the state name, abbreviate it, etc.

Eliminating one page in the purchasing process. A page late in the current process requires users to enter a shipping address, even though the option to enter billing/shipping addresses is offered earlier in the account-creation steps, both for first-time and repeat customers. This also eliminates a redundant step that users might find annoying.

Dividing the tasks involved in creating a wedding registry into two pages, and improving the readability of the content. Minor interface changes are suggested for the auxiliary task of adding items to the registry.

Processes

New Guest Registration: Task Analysis

There is currently one path users can take to register for a new account. There are seven steps in the old path.

Offering users the option of using an amazon.com address book can be confusing. Eliminating this step will smooth the flow of this process. Step 6 in the old path makes more sense at the beginning of the process. The requirement needs to be met first, before users waste time typing in information only to find out they cannot sign up for a new account.

Current Path 1:

Fill in name

Fill in e-mail address and re-enter e-mail address

Check/uncheck yes to e-mails about special offers, exclusives and promotions from [Name of company]

Create a password and re-enter created password

Check/uncheck 'I want to use my [Name of company].com address book and other account information on Amazon.com.'

Select 'Yes' or 'No' to 'Are you age 13 or older?'

Click 'Submit'

Redesigned Path 1:

Select 'Yes' or 'No' to 'Are you age 13 or older?'

Fill in name

Fill in e-mail address and re-enter e-mail address

Check/uncheck yes to e-mails about special offers, exclusives and promotions from [Name of company]

Create a password and re-enter created password

Click 'Submit'

New Guest Registration: Interface Changes

Enlarge 'age 13 or older' section and move to top in its own box.

Rephrase 'Yes, please send me e-mails about special offers, exclusives and promotions from [Name of company]' so the sentence is shorter to improve legibility.

Eliminate amazon.com address book option.

Sign In: Task Analysis

There is currently one main path and two alternative paths users can take to sign in or retrieve a password. All paths can be shortened by removing confusing unnecessary steps.

The current path offers an option to sign in using a [name of company/website].com account or an amazon.com account. It can be unclear what this means. This step is unnecessary and should be eliminated completely. The password retrieval task is an endless loop. If users do not have/remember a credit card previously used at [name of company/website].com, it is impossible to retrieve a password. All steps in this task (unless password or credit card number is known) end in an earlier step or different task, which then leads back to the same step with the same problem. A completely different approach would make this step much easier to follow.

Current Path 1:

Make sure '[Name of company].com account' radio button is selected. (There is also an option for signing into the [name of company/website].com website with pre-existing amazon.com account information. That option is not addressed in this report.)

Enter e-mail address

Enter password

Click 'Sign In'

Redesigned Path 1:

Enter e-mail address

Enter password

Click 'Sign In'

Alternative path 1 (forgotten password):

Option A:

Click on 'password' link

Enter e-mail address

Click continue

Enter e-mail address (this field is usually self populated by value entered in step 2)

Enter last five digits of a credit card previously used at [name of company/website].com

Select the type of credit card

Enter zip code of location where you've had something shipped

Click 'Submit'

Option B:

If not all questions in alternative path 1 can be answered, click on 'create a new account' – this takes user to step 1 in "New Guest Registration"

Follow "New Guest Registration" task to completion, then choose option:

If password is known, enter existing password and click 'Sign in Using Our Secure Server'

-or-

If forgotten password, click 'Get a New Password' – this takes user back to step 1 in Alternative Path 1, Option A, ending in a loop

-or-

If new account creation is desired, click 'click here' – this takes user back to step 1 in "New Guest Registration", ending in a loop

Redesigned alternative path 1:

Click on 'Forgot Password?' link

Enter e-mail address and re-enter e-mail to confirm

Click 'Continue'

Alternative path 2 (change of e-mail address):

Enter old e-mail address

Enter password

Enter new e-mail address

Click 'Submit'

Sign In: Interface Changes

Remove amazon.com and standard server sign in option to reduce clutter and confusion. These options will only confuse users and add to the bulk of fine print located at the bottom.

Shorten password retrieval and change of e-mail sentences to improve scannability. Shorter sentences are easier to read and enhance task flow.

Eliminate excessive alternative path options and simplify password retrieval task by making it appear similar to the change of e-mail task interface. It is not common practice for the password retrieval interface to have so many options. Most of the required fields should be eliminated leaving only fields for associated e-mail address. Requiring too much information from users increases the likelihood that the task will end in failure.

Locate a Store: Task Analysis

There are currently three paths for locating a store in a particular area. One path consists of seven steps, though users can skip two of them. Another path is a straightforward process involving clicking on three or more links.

The third path involves entering detailed address information for both beginning and ending destinations, and here the user can experience unneeded interruptions due to requirements that aren't clear. Commas are required between the street addresses and city names, and though that is hinted at in the example type that appears ('Enter Address, City and State') it is not clearly required. Also, a state name can be spelled out but a comma is required if it is, or the user will receive an error message calling the address 'inaccurate or invalid.' If a state name is abbreviated, however, it works without a comma. ('Ann Arbor Michigan' fails, 'Ann Arbor, Michigan' works and 'Ann Arbor MI' works.) Clearly and concisely indicating these requirements, such as offering an example address written out in precisely the correct way, or allowing for more variations to work would greatly enhance the third path.

Current path 1:

Click 'Find a store' in global navigation
 Enter city and state or ZIP code
 Select one of the categories under 'Only search for stores with'
 Select 'Standard Maps' or 'Enhanced Maps'
 Click 'Find a store' button
 View map
 Mouse over [Name of company] icons to activate pop-up windows containing store addresses and other information

Redesigned Path 1:

Click 'Find a store' in global navigation
 Enter city and state or ZIP code
 Click 'Find a store' button
 View map
 Mouse over [Name of company][Name of company] icons to activate pop-up windows containing store addresses and other information

Current path 2:

Click 'Find a store' in global navigation
 Click link 'View all stores'
 Select one of the 47 states listed, click link
 View results
 Select city from list and click link
 View results

Current path 3:

Click 'Find a store' in global navigation
Click link 'Search along a route'
Enter starting address
Enter ending address
Click 'Find a store' button
View results

Locate a Store: Interface Changes

Created three separate boxes for entering address, city, state or ZIP code. Placed ZIP code box first since any user who knows it can use just that and save keystrokes. State box is a dropdown menu to eliminate errors and interruptions possible with the current address/city/state entry.

Removed checkboxes and labels for seven categories under the box for entering address, city and state information. Using these choices while conducting the task analysis appeared to alter the results very little if at all.

Removed the selections for 'Standard Maps' and 'Enhanced Maps,' with the suggestion that enhanced maps be made an option that can be selected on or combined with the standard maps page.

Visually grouped the boxes for address, city and state to reinforce their relationship. Centered the 'Find a Store' button and increased negative space to provide more eye relief and a simpler design.

Figure 1. Locate a Store: Search by Location (step 2)

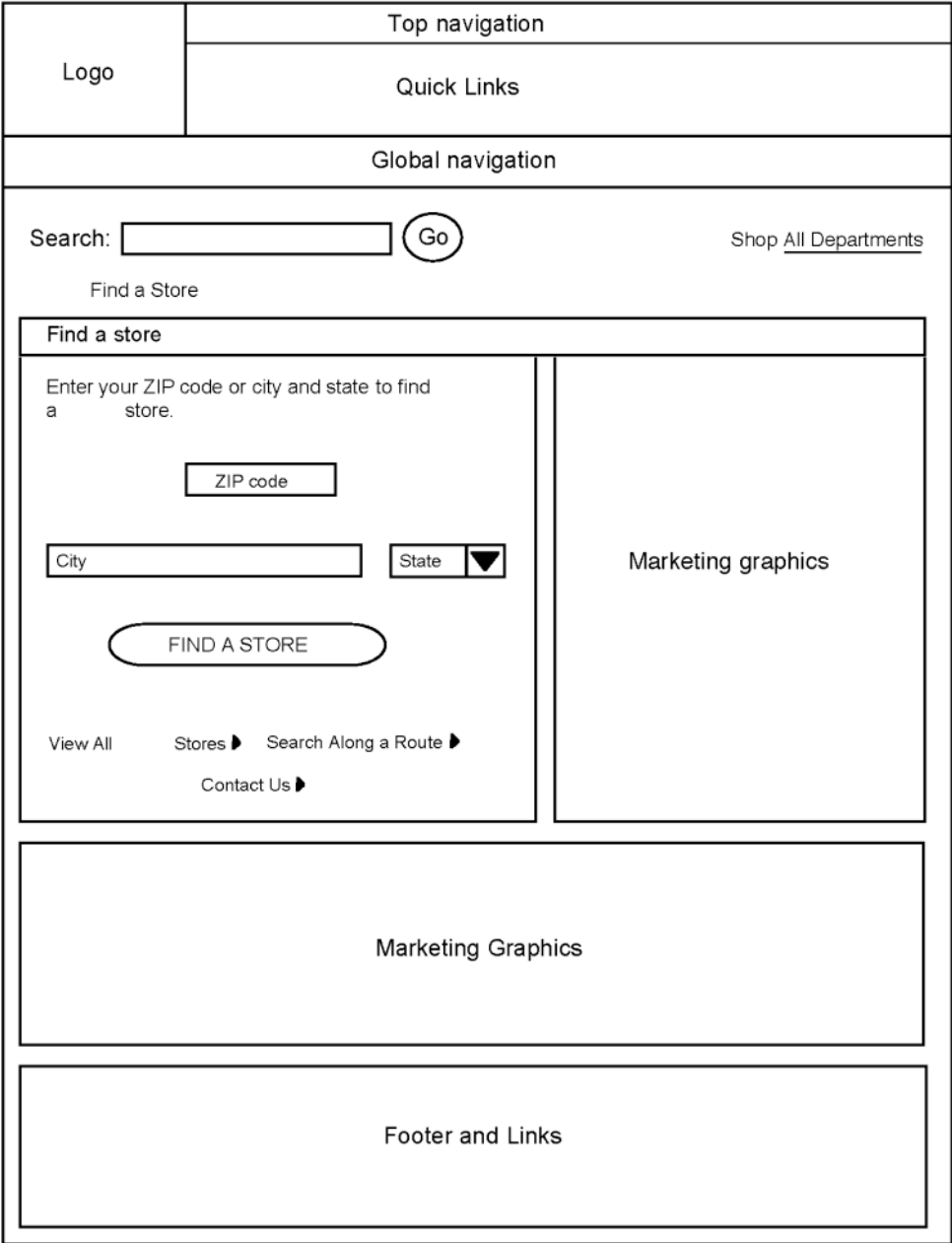


Figure 2. Locate a Store: Click 'Find a Store' (step 3)

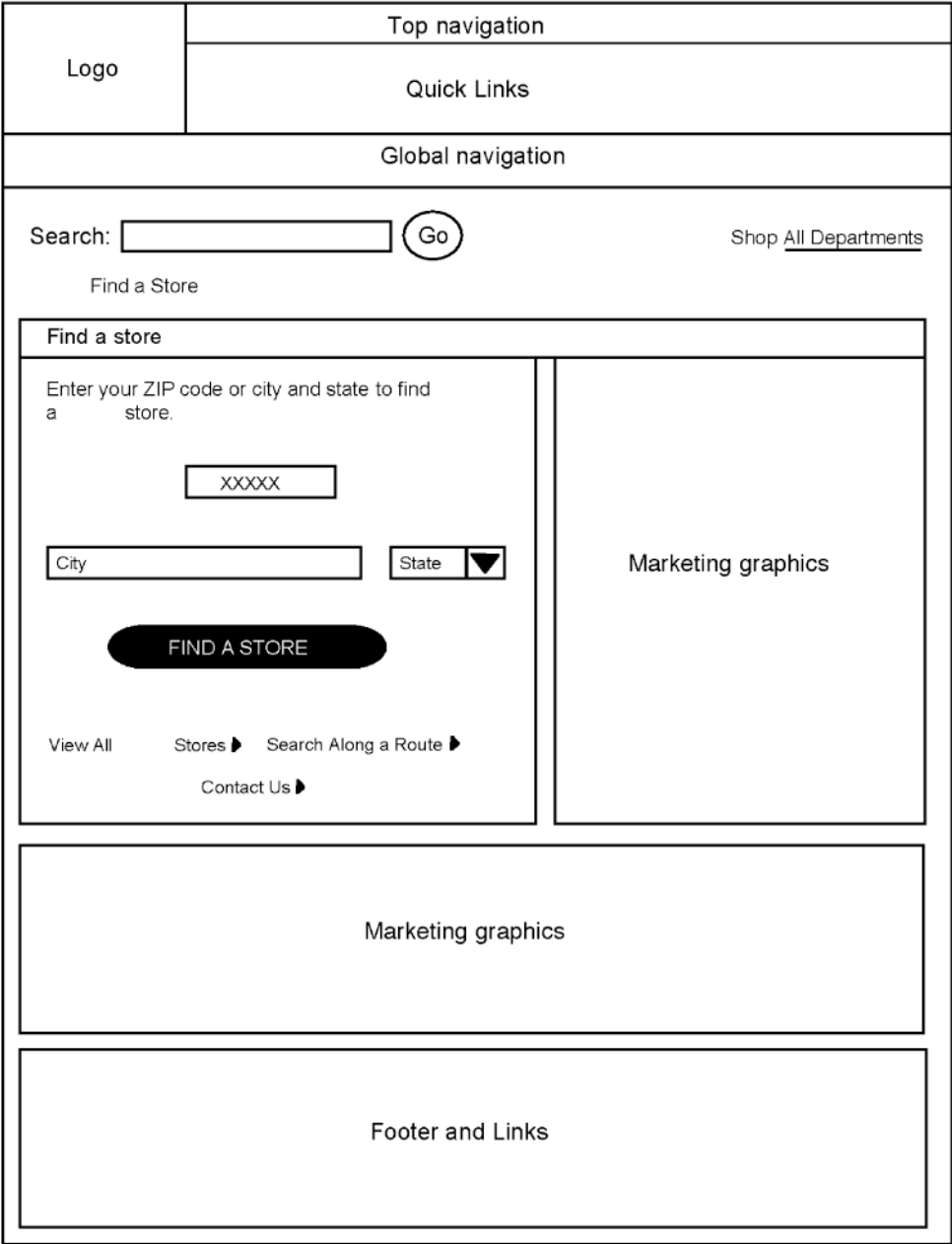
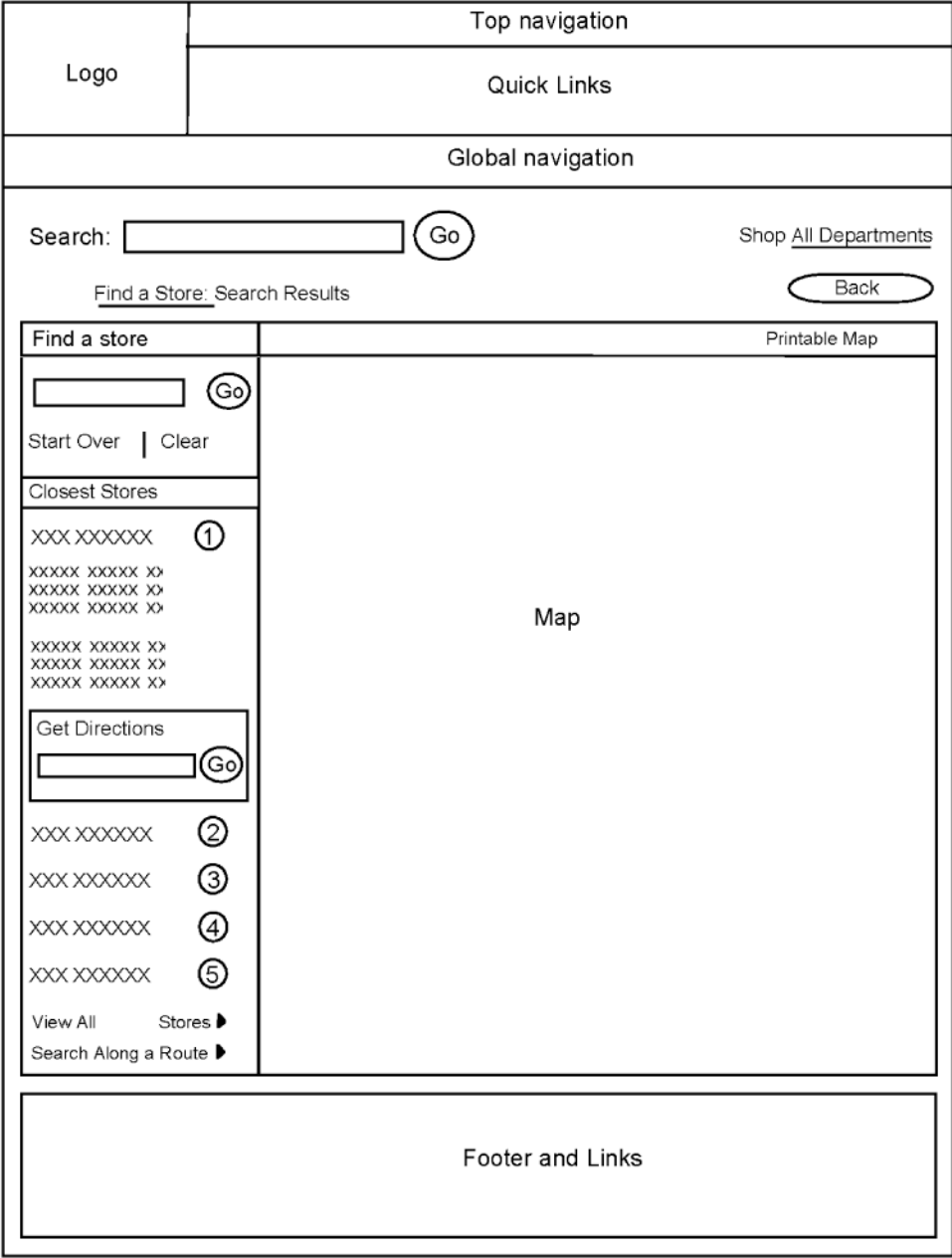


Figure 3. Locate a Store: View Map (step 4)



Search for an Item: Task Analysis

There is currently one path users can take when using the search function to find particular items. There is a variation available on this path that can be eliminated.

Current path:

- Enter keyword(s)
- Select category in adjacent drop-down menu
- Click 'Go' button
- View results
- Click on link in results
- Proceed or re-enter search criteria

Redesigned path:

- Enter keyword(s)
- Click 'Go' button
- View results
- Click on link in results
- Proceed or re-enter search criteria

Search for an Item: Interface changes

Removed dropdown menu adjacent to search box. This streamlines the task by eliminating the need for users to negotiate the menu with the mouse, without sacrificing search quality. Categories in the menu are broad, such as 'Men,' 'Women,' 'Sports,' and 'Electronics.' Users can easily attain the same level of search refinement by using keyword searches such as 'men's shirts' rather than just 'shirts.'

Figure 4. Search for an Item: Enter Keywords (step 1)

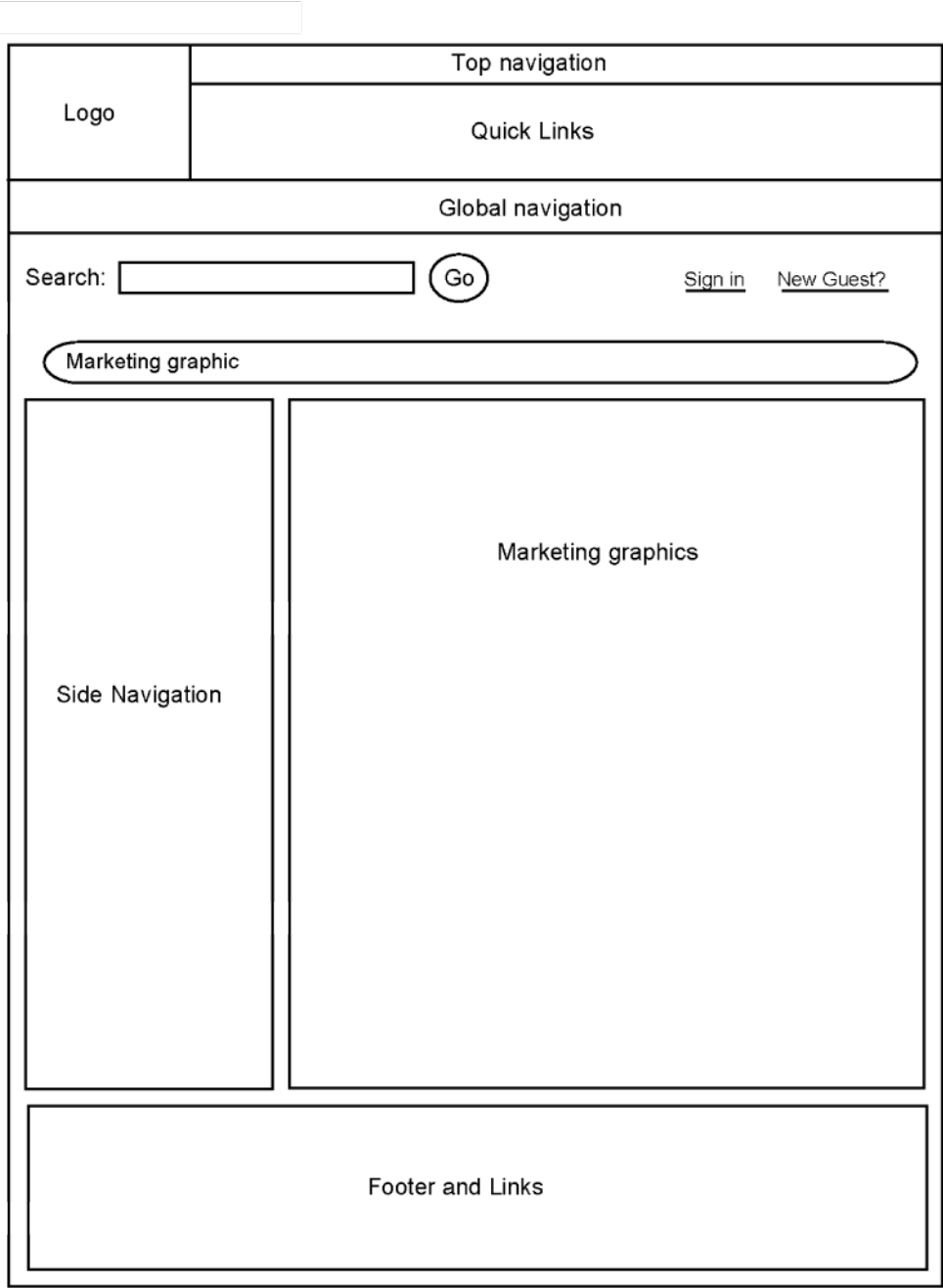


Figure 5. Search for an Item: Click 'Go' Button (step 2)

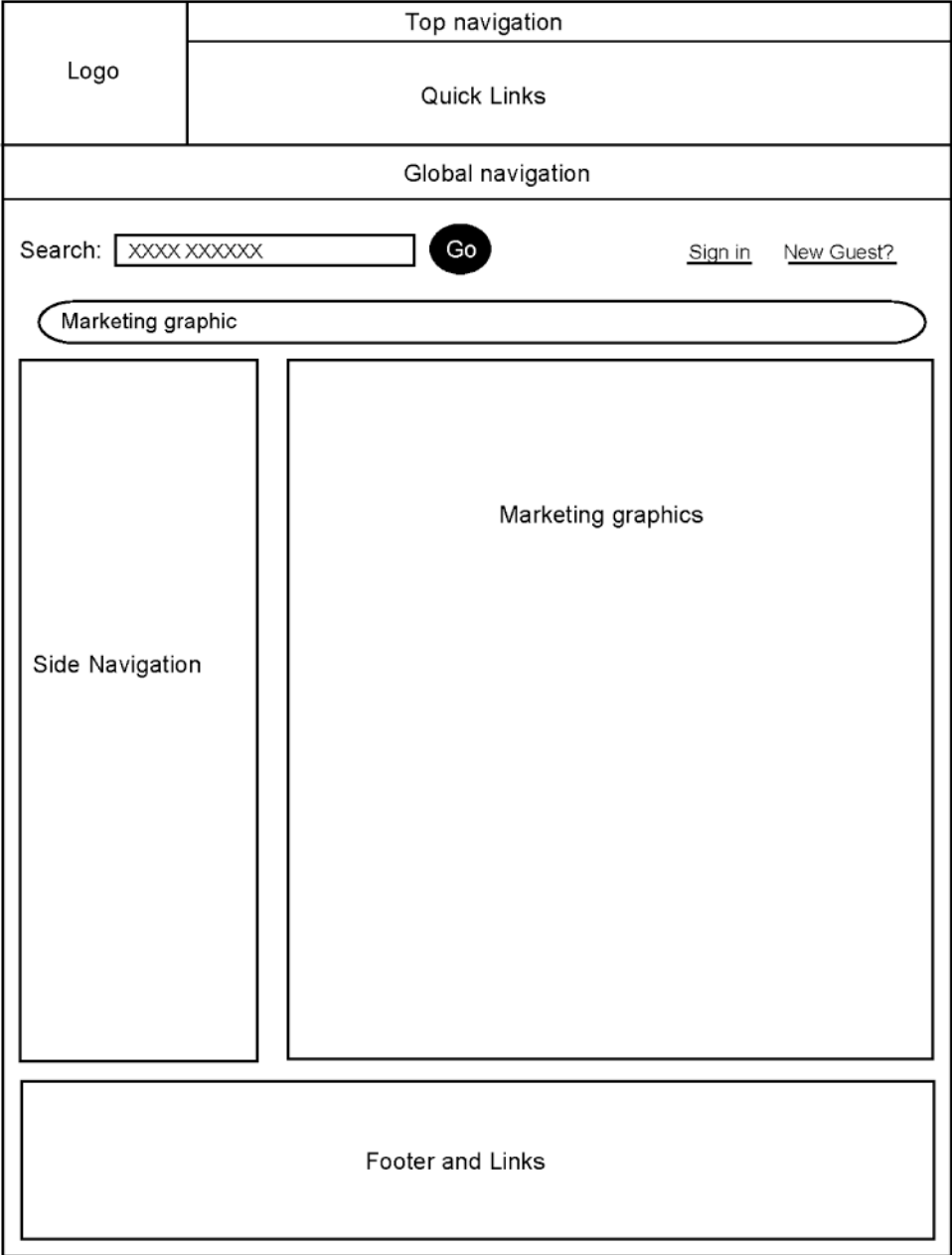
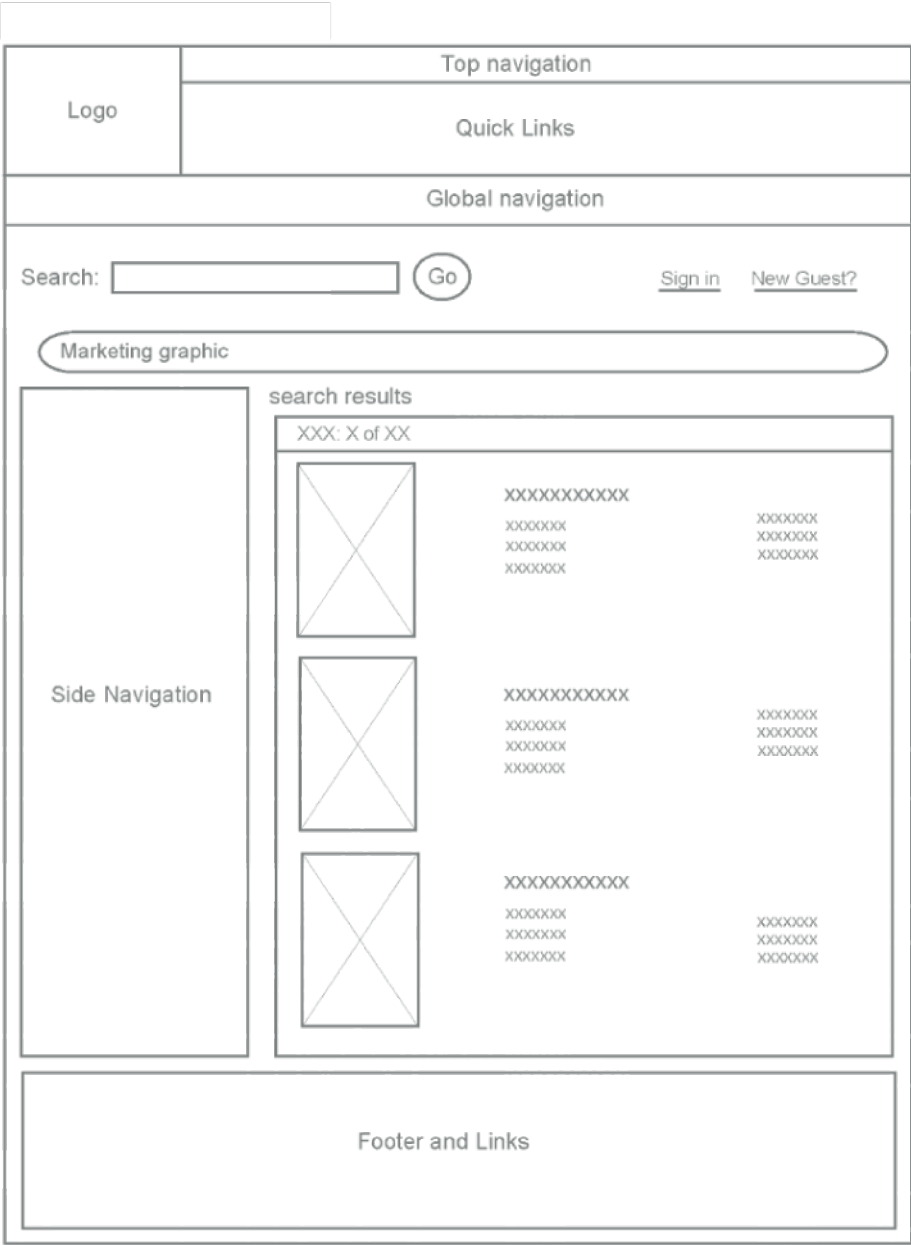


Figure 6. Search for an Item: View Results (step 3)



Buy an Item: Task Analysis

There are two paths to take when purchasing, though only one path is open to first-time purchasers or those who have chosen not to open an account. The second path includes a step late in the checkout process requiring that a shipping address be entered, though it can be entered earlier during the account creation. Displaying a preferred shipping address entered during the account creation would eliminate this step and not require the user to enter an address twice.

Current path 1:

- Select item to buy
- Enter quantity
- Click 'Add to cart'
- View results
- Click 'Continue checkout'
- Enter e-mail address and password
- Click 'Sign in to existing account'
- Review information
- Click 'Place Your Order'

Current path 2:

- Select item to buy
- Enter quantity
- Click 'Add to cart'
- View results
- Click 'Continue checkout'
- Click 'Create new account'
- Enter personal information
- Click 'Submit'
- Enter address information
- Click 'Continue'
- Enter credit card or gift card information
- Click 'Continue'
- Enter shipping address
- Click 'Continue'
- Review information
- Click 'Place your order'

Redesigned path 2:

Select item to buy

Enter quantity

Click 'Add to cart'

View results

Click 'Continue checkout'

Click 'Create new account'

Enter personal information

Click 'Submit'

Enter address information

Click 'Continue'

Enter credit card or gift card information

Click 'Continue'

Review information

Click 'Place your order'

Buy an Item: Interface changes

Removed page that contained Steps 13 and 14 of Current Path 2. User will go directly from page for entering credit card or gift card information to page for reviewing order information. The shipping address will be part of that information based on the user's entry of it while creating an account.

Figure 7. Buy an Item: Enter Card Information (step 11)

Logo

SIGN IN ADDRESS ITEMS WRAP SHIP PAY PLACE ORDER

Payment Methods [Need help with checkout?](#)

XXXXXXXXXXXX
XXXXXXXXXX XXXXX XXXXX XXXXXXXXXXXXXXX XXX XXXX XXXXXX
XXXXXXXXXXXX XXXXX XXXXX XXXXXXXXXXXXXXX XXX XXXX XXXXXX

Paying with a credit card?

Payment Method	Credit Card Number	Expiration Date	Cardholder's Name
Select card type ▼	<input type="text"/>	01 ▼ 2008 ▼	<input type="text"/>

XXXXXXXXXXXX XXXXX XXXXX XXXXXXXXXXXXXXX XXX XXXX XXXXXX
XXXXXXXXXXXX XXXXX XXXXX XXXXXXXXXXXXXXX XXX XXXX XXXXXX [Continue](#)

Paying with an e-GiftCard?

Enter e-Gift card claim code: [Enter another](#) [Learn more](#)

XXXXXXXXXXXX XXXXX XXXXX XXXXXXXXXXXXXXX XXX XXXX XXXXXX

Paying with GiftCards? **Footer and Links**

XXXXXXXXXXXX XXXXX XXXXX XXXXXXXXXXXXXXX XXX XXXX XXXXXX

GiftCard Number	Access Number
<input type="text"/>	<input type="text"/>
GiftCard Number	Access Number
<input type="text"/>	<input type="text"/>
GiftCard Number	Access Number
<input type="text"/>	<input type="text"/>
GiftCard Number	Access Number
<input type="text"/>	<input type="text"/>

GiftCard Diagrams

[Continue](#)

Footer and Links

Figure 8. Buy an Item: Click Continue (step 12)

Logo

SIGN IN ADDRESS ITEMS WRAP SHIP PAY PLACE ORDER

Payment Methods [Need help with checkout?](#)

XXXXXXXXXXXXX
XXXXXXXXXXXX XXXXX XXXXX XXXXXXXXXXXXXXX XXX XXXX XXXXXXX
XXXXXXXXXXXX XXXXX XXXXX XXXXXXXXXXXXXXX XXX XXXX XXXXXXX

Paying with a credit card?

Payment Method	Credit Card Number	Expiration Date	Cardholder's Name
XXXXXXXXXXXX ▼	XXXXX XXXX XXXXX	XX ▼ 20XX ▼	XXXX XXXXXXXX

XXXXXXXXXXXX XXXXX XXXXX XXXXXXXXXXXXXXX XXX XXXX XXXXXXX
XXXXXXXXXXXX XXXXX XXXXX XXXXXXXXXXXXXXX XXX XXXX XXXXXXX

[Continue](#)

Paying with an e-GiftCard?

Enter e-Gift card claim code: [Enter another](#) [Learn more](#)

XXXXXXXXXXXX XXXXX XXXXX XXXXXXXXXXXXXXX XXX XXXX XXXXXXX

Paying with GiftCards? **Footer and Links**

XXXXXXXXXXXX XXXXX XXXXX XXXXXXXXXXXXXXX XXX XXXX XXXXXXX

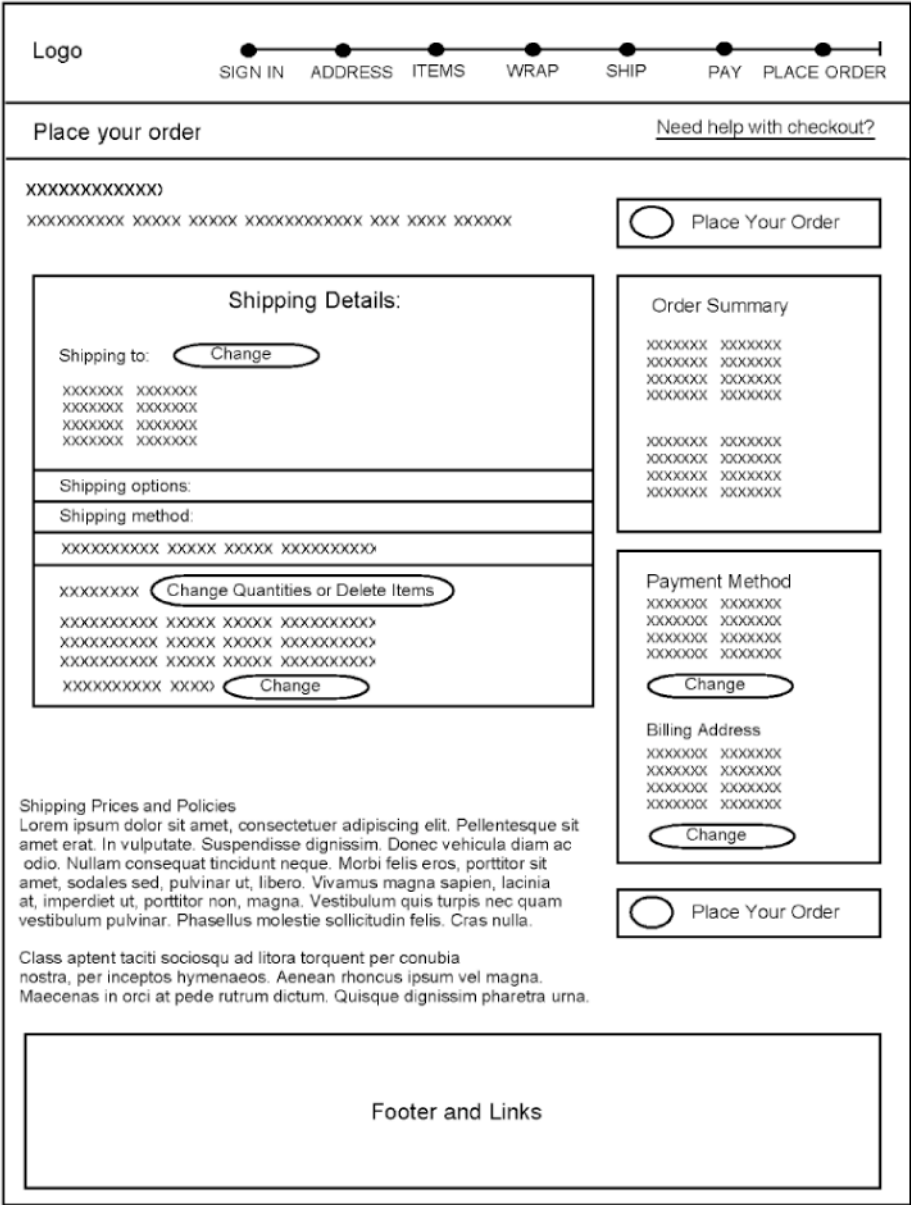
GiftCard Number	Access Number
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

GiftCard Diagrams

[Continue](#)

Footer and Links

Figure 9. Buy an Item: Review Information (step 13)



Track an order: Task Analysis

There currently is one path for tracking an order; it can be accessed through the 'My Account' link in global navigation or the 'Track an Order' link in bottom navigation. No redundant or unnecessary steps were found, so no redesign is being offered.

Current path 1:

- Click 'My account' on home page
- Click 'Track packages'
- Enter e-mail address and password
- Click 'Sign in'
- Review information on product(s) ordered
- Click 'View order'
- Review status of order
- Click 'Track your package'
- Review shipping information

There are no changes recommended for this task at this time. The steps are simple and straightforward, and the interface is well organized and visually pleasing.

Cancel an Item: Task Analysis

There is currently one path users can take to cancel an ordered item. This step is simple, straightforward and easy to follow.

Current Path 1:

Click 'View or Change Order'

Click 'Need to Cancel an Item?'

Check/uncheck items to be canceled

Click 'Cancel Checked Items'

Cancel an Item: Interface Changes

Move check box in step 3 so it's in front of text and more visible. This will improve the visibility of the check box, which may otherwise be missed

Create a Wedding Registry: Task Analysis

There is currently one path users can take to sign up for a wedding registry. This is a form users fill out and submit to sign up. Some steps can be made optional or eliminated to minimize the amount of information required from users.

Splitting a long path into two pages can also help facilitate successful task completion. Asking for too much information at once is overwhelming and may result in users giving up out of frustration.

Current Path 1:

Choose the date of your event from the dropdown list

Choose the city and state of your event from the dropdown list

Fill in 'Registrant' information

Enter 'Co-registrant' information

Create a store kiosk password and confirm it by entering it a second time

Choose yes or no for 'Would you like to share your Registry online?'

Choose yes or no for 'Would you like to make GiftCards available for purchase from your Registry?'

Choose shipping information by selecting 'Registrant's Address', 'Co-registrant's Address', or 'Use Other Address'

Click 'Continue'

Confirm the information entered

Click 'edit' to change entered information (returns to step 9), or click 'Submit' to submit information

Redesigned Path 1:

Choose the date of event from dropdown list

Choose the city and state of event from dropdown list

Fill in 'Registrant' information

Enter 'Co-registrant' information (optional)

Create a store kiosk password and confirm it by entering it a second time

Click 'Continue'

Choose yes or no for 'Would you like to share your Registry online?'

Choose yes or no for 'Would you like to make GiftCards available for purchase from your Registry?'

Choose shipping information by selecting 'Registrant's Address', 'Co-registrant's Address', 'Use Other Address', or 'No Address'

Click 'Continue'

Confirm the information entered

Click 'edit' to change entered information (returns to step 9), click 'Submit' to submit information

Create a Wedding Registry: Interface Changes

Shorten page by making co-registrant optional and splitting this path into two pages. Too much information below the fold may cause users to give up quicker.

Improve scannability by making paragraphs shorter and more concise. There is too much information presented and required. Paragraphs should be shortened to sentences, fields for middle initial and multiple telephone numbers could be eliminated

Fields should be rearranged to appear more organized. Alignment and proximity enable items to be grouped into smaller clusters. Added white space will give the user's eyes a resting place.

Adding Items to Registry: Task Analysis

There are currently three paths users can take for this task. Each path is based on selecting options then a browse/select approach. All steps are fairly short and simple, easily to follow.

Current Path 1:

Click 'Jump Start My Registry'
Choose a style, price range, and cooking style
Click 'Continue'
Select items
Click 'Add to Club Wedd'

Current Path 2:

Click 'Top Registry Items'
Select items
Click 'Add to Club Wedd'

Current Path 3:

Click 'Edited Assortment of Items'
Choose a category of items
Enter quantity desired
Click 'Add to Club Wedd'

Adding Items to Registry: Interface Changes

Change heading font so text is more legible.

Move and elongate boxes so they stack horizontally and add short bulleted explanations for each path.

Create a List: Task Analysis

There is currently one path users can take to create a list. Some unnecessary steps can be eliminated to avoid confusion.

Current Path 1:

Enter first name, middle initial and last name

Enter e-mail address

Select/deselect 'yes' to receiving e-mails about special offers, exclusives and promotions from [Name of company]

Choose a reason for creating the list from the dropdown list

Choose a recipient from the dropdown list

Click 'Continue'

Enter a name for the list

Enter a message for the list (optional)

Check/uncheck 'yes' to making GiftCards available

Select privacy setting

Enter recipient's name

Enter second person's name (optional)

Enter event location information

Choose no shipping address or enter shipping information

Click 'Continue'

Redesigned Path 1:

Enter first name, middle initial and last name

Enter e-mail address

Select/deselect yes to receiving e-mails about special offers, exclusives and promotions from [Name of company]

Choose a recipient from the dropdown list

Click 'Continue'

Enter a name for the list

Enter a message for the list (optional)

Check/uncheck yes to making GiftCards available

Select privacy setting

Enter recipient's first name, middle name and last name

Choose no shipping address or enter shipping information

Click 'Continue'

Create a List: Interface Changes

Eliminate list reason to reduce clutter and confusion.

Make second page shorter or split into another step/page so most information is above the fold.

Eliminate 'Person 2' to minimize confusion.

Eliminate location information, this is unnecessary for a gift list and should be an option users can add at a later date.

Order gift card: Task Analysis

There is currently one path for purchasing gift cards, with three variations for searching, but all the variations arrive at many of the same results. No redundant or unnecessary steps were found, so no redesigned task is being offered.

Current path 1:

- Click 'Gift cards' link on home page
- Select 'View all GiftCards'
- Scroll through visual themes offered
- Click on icon for desired visual theme
- Choose 'Gift amount' from dropdown menu
- Enter quantity
- Click 'Add to cart'
- Review 'Just added' results
- Click 'Continue checkout'
- Enter e-mail address and password
- Click 'Sign in'
- Review results
- Click 'Place your order'

There are no changes recommended for this task at this time. The steps are simple and straightforward, and the interface is well organized and visually pleasing.

Apply for a Credit Card: Task Analysis

There is currently one path users can take to apply for a credit card. This is a lengthy form users need to fill out in order to apply.

Current Path 1:

Enter personal information

Enter security information

Enter address information

Enter employment and financial information

Click 'Continue'

Review information and click 'edit' to change any sections (goes back to step 1)

Click 'Continue'

Review rates, terms and fees; click 'Submit'

There are no changes recommended for this task at this time. The steps are simple and straightforward, and the interface is well organized hierarchically and visually.