toucanBox Usability Evaluation Report

From Usability Tests on 27 August 2015

TV Ad

Didn't notice toucanbox.com.
Didn't notice code.
Overlooked free box and remembered £4 a fortnight or month.

Solution: Add call to action to voiceover: "...by entering the code 'TV'"

Home Page

Marina didn't realise could scroll down home page. **UXD:** Addressed by other changes.
Marina likes "As featured in". **UXD:** Move three key logos into hero. BBC, CITV, Guardian.
UXD: Show "Which box would you like?" type info first with prices more up front.
UXD: Make clear it's a subscription and lack of committment on both first and "choose box" page. Wherever cancellation is mentioned add "Simply by logging in this site?". **How does a user get their password?** Set up from confirmation page.
FEC: Video should autoplay.
UXD: Provide detailed information on each box - what's in it, educational benefits, perhaps a fact sheet in a modal?

Form

UXD: When will the box arrive?
UXD: "Add another child for £1" -> "Add another child's box for £1"
UXD: For larger boxes, split options:
"Add another box for a different child for £9.95 + £2.95 P&P"
"Share this box with another child for £4.95 (no extra P&P)"
UXD: Make "Add another child" more noticeable.
UXD: Make "Why ask me for billing info" more noticeable.
UXD: Found "Naughty Parents" patronising. Alternatives?

Confirm

UCD: On mobile, drop image at bottom of confirmation page - distracting.

Confirmed

UXD: Drop "Take creativity quiz" and promote separately - resulted in people not immediately sharing.

Quiz

Many loved the quiz.
Would like the box subscription to be tailored to the quiz's results.
UXD: Would like to be able to modify the tailored results. (Would like children to be able to modify the results.)
At least two wanted to click more than one option. If this isn't possible, change wording to say "Most likely" "The greatest" and acknowledge more than one might fit, rather than seeking an absolute answer.

Personal Messages

All loved the personalised messages.
Tailor the messages to the ages of the children.
At different levels of disinterest, none were bothered about further personalising the messages. **No UXD!**

Online Sharing

FEC: Change "Refer a friend or two" to "Share with a friend or two".
Jenny would prefer not to be incentivized at all but seems the odd one out there.
UXD: Add how the discount will be given. "This will automatically come off your bill."
UXD: Prefer half price box to extra prize points but this might change over time, so would appreciate option to switch.

Offline Sharing

Read "A free box for you" as for them rather than for their friend.

One user preferred to share without being incentivized.

UXD:

Drop "Your free box" label tabs.

Replace tab area with clear instructions.

Reduce tabs to just codes.

Keep cards for sharing (would keep on my kitchen table and might hand over to a friend who's come round) with a default code (those who are disincentivsed by a reward or who can't be bothered can just hand over the card).

At least three cards in each box.

Cards look like info, not just a promo.

Allow the user to replace the default code with their personal code on the sticker.

Prizes

All participants thought their children would like the prizes.

Some considered them extra tat for the house that they didn't want themselves - liked the option to either share with the children or siphon off and choose themselves.

FEC: "Backpack" -> "Backpack & pencil case"

UXD: Put prizes in order of points.

UXD: Add "If you cash in your tokens" option, allowing them to switch half prize boxes to tokens.

Some participants Generally the prizes were well liked.

Jenny liked to be able to choose