

Heuristic Evaluation.



B E A M & I P C C



INTRODUCTION



EXECUTIVE SUMMARY



ABOUT HEURISTIC EVALUATION



HEURISTIC PRINCIPLES



EVALUATION & PRIORITIZATION MATRIX



IMPACTS – BUSINESS & PERFORMANCE



RECOMMENDATIONS

Introduction



As part of the SKIN engagement's design life cycle, Heuristic evaluations has been employed to find usability problems with the current systems being used by the agents. The idea is to determine design guidelines which can be adopted in the to be proposed SKIN designs.

Executive Summary



- This report provides a detailed analysis of the heuristic evaluation process used to evaluate Beam & IPCC. It also provides analysis of the Service Management System (SMS) used for Black and AgilityGIS used for C-Fiber.
- The evaluation itself was performed using the heuristic evaluation usability method, based on 10 heuristic principles provided by Jakob Nielsen. This method consists of evaluators comparing a pre-defined set of usability principles to an application to complete a system task.
- This report begins with an overview of the heuristic evaluation technique in general, the specific goals of this project, and the heuristics used in our walk-through of the application.
- It is followed by summary of the key issues identified by the heuristic evaluation and a more detailed exploration of the findings related to these specific problems prioritized according to their severity and impact on the user experience.
- The usability problems found from this evaluation are ranked according to their severity and ease to fix with which the problem can be solved.
- The report concludes with recommendations which will be incorporated in the new designs which should lead to improvement the way business is conducted and the performance of the agents using the systems.

Heuristic Analysis



DEFINITION

According to renowned usability expert Jakob Nielsen, a “heuristic evaluation involves having a small set of evaluators examine the web/application software interface and judge its compliance with recognized usability principles (the ‘heuristics’)”



METHOD

A heuristic evaluation or expert review of the BEAM, IPCC, Service Management System and AgilityGIS applications were carried out by 5 evaluators based on a set of predetermined heuristics and qualitative guidelines.



PURPOSE

The main goal of heuristic evaluations was to identify usability problems associated with the design of user interfaces.

Heuristic Principles



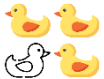
Visibility of system status



Match between system and the real world



User control and freedom



Consistency and standards



Error prevention



Recognition rather than recall



Flexibility and efficiency of use



Aesthetic and minimalist design

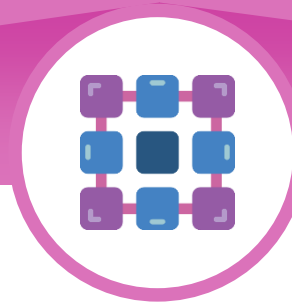


Help users recognize, diagnose, and recover from errors



Help and documentation

Evaluation & Prioritization Matrix



To further understand the impact of these issues, we have estimated both its severity in terms of usability principles and the various level of ease with which these issues might be solved. This resulted in a dual rating for each problem found, which was used to prioritize the issue areas. The tables below define the 'severity levels' and 'ease of fix' levels.

SEVERITY LEVELS



Low Severity – Basic Interface level issues



Medium Severity – Moderate level system Usability issues.



High severity - Major usability issues, It is important to fix, so it should be given high priority.

EASE TO FIX LEVELS



Easy to Fix - will require minimum effort, including less investigation into the issue.



Medium Fix – will require a more concentrated effort, but the issue can be solved



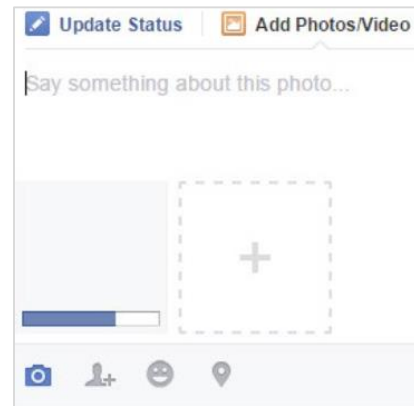
Hard to Fix - will require maximum effort, including a thorough investigation.



Visibility of System Status

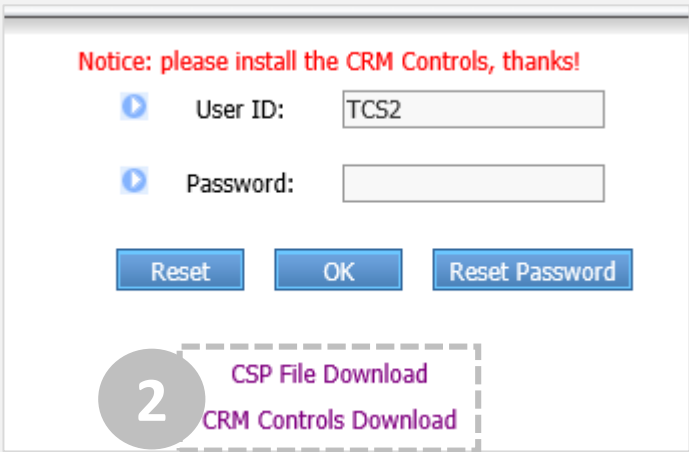
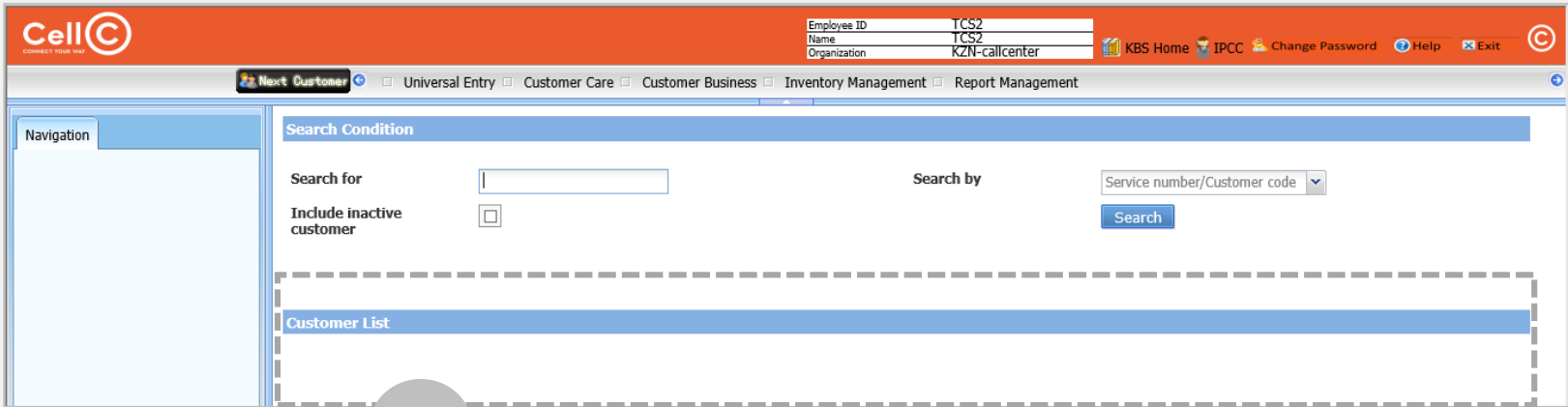
The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Example: **Facebook's photo upload process**



Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.



ISSUES

- 1 **Customer List section is not required to be shown upfront.** There is no data available for this particular section. It is misleading and confusing.
- 2 **No information** on what 'CSP File Download' and 'CRM Controls Download' stand for.

SOLUTION GUIDELINES

The Customer List should be hidden till the details are available

The system should provide information of the available options to the users to avoid any type of errors. There could be a tooltip for explaining why the given option is required. Or it could be moved to some other sections if not required.

SEVERITY LEVEL

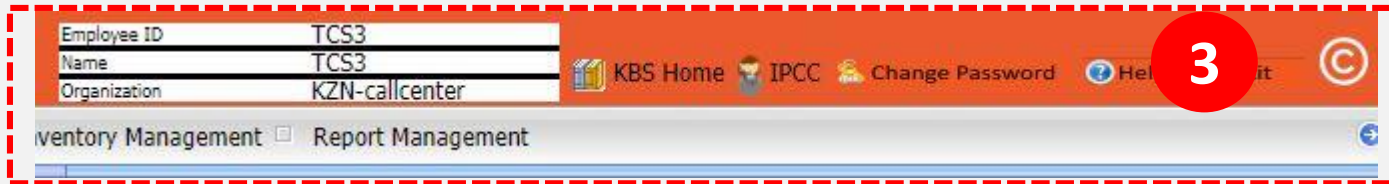
LOW

MEDIUM

HIGH

Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.



ISSUES

- 3** No specific area in the system for **notifications**. If there are no notification then the system is not communicating or helping the user to stay up to date.

SOLUTION GUIDELINES

There should a dedicated area for Notifications, Alerts and updates for the User. The notification area can have an actionable items or any information which is relevant to the user. Notifications will keep the user updated about any latest information and will allow them to take an action on it.

SEVERITY LEVEL

LOW

MEDIUM

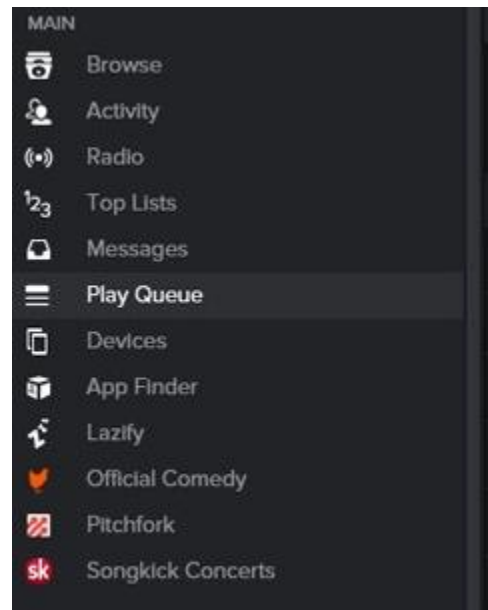
HIGH



Match between system and the real world

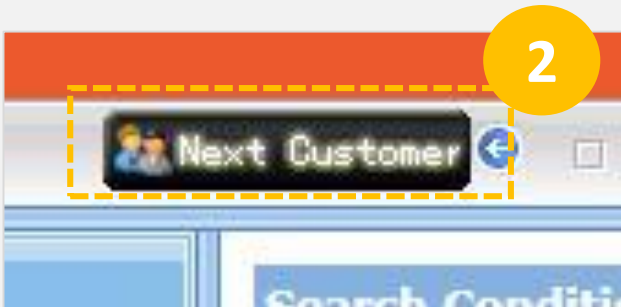
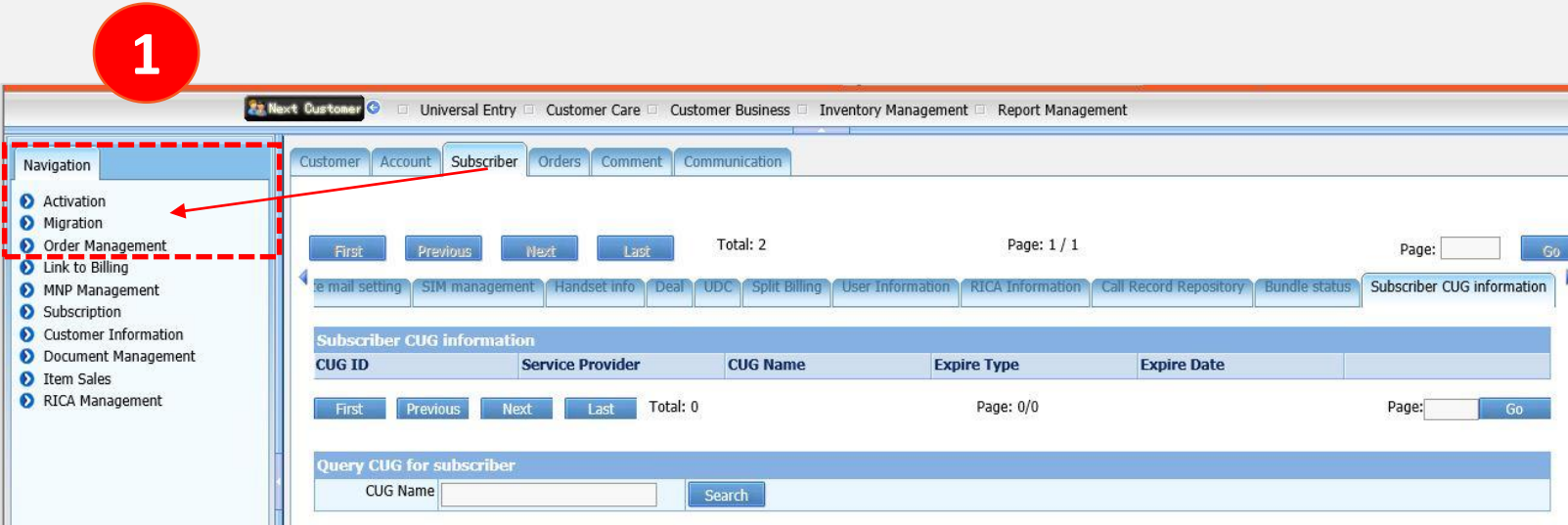
The system should speak the user's language, with words, phrases and concepts familiar to the user, rather than system oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

Example: **Spotify's language**



Match between system and the real world

The system should speak the user's language, with words, phrases and concepts familiar to the user, rather than system oriented terms. Follow real- world conventions, making information appear in a natural and logical order.



ISSUES

- 1 Navigation structure is confusing.** There is no visual or functional hierarchy of the information.
- 2 Button label** doesn't convey its exact function. Upon clicking this button, it clears all the data in page.

SOLUTION GUIDELINES

The **navigation structure should be easy to understand** for a user. Grouping of relative information should be done.

An hierarchical information structure should be followed while designing the new interface, both visually and functionally.

Button label can be changed to 'clear screen' or 'clear data'.

SEVERITY LEVEL

LOW

MEDIUM

HIGH

Match between system and the real world

The system should speak the user's language, with words, phrases and concepts familiar to the user, rather than system oriented terms.
Follow real- world conventions, making information appear in a natural and logical order.

The screenshot shows a web browser window with the URL <https://portal.agilitygis.com/tickets/1389092>. The page title is 'Home / Tickets / CF037190'. The user is logged in as 'Clinton Naidoo'. The ticket form includes fields for 'Customer Email' (C.Naidoo@celic.co.za), 'Topic' (Technical Support), 'Sub Topic' (Link Down - Follow Up), 'Priority' (Normal), 'Status' (Todo/New), 'Days Open' (13), 'Account' (searchable), and 'Assigned Collaborator' (Link Down). A 'Save' button is visible. Below the form, there is a section for 'Collaborators' with a list of names: Thabiso Leeuw, Clinton Naidoo, and Link Down. A 'Good Day' message is also present. A large number '1' is overlaid on the bottom left of the screenshot, indicating the first issue.

ISSUES

- Sequence of options**
Compulsion of adding a collaborator before viewing feedback needs to be first in the sequence as the feedback column is visible only post a collaborator is added.

SOLUTION GUIDELINES

A proper sequence for the process aids a smooth flow rather than haphazard movements.

SEVERITY LEVEL

LOW

MEDIUM

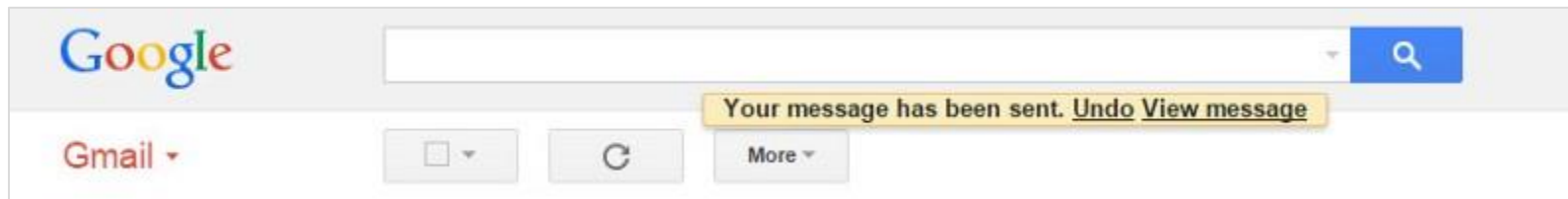
HIGH



User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Example: **Gmail's undo**



User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

CellC
CONTACT YOUR WAY

1

Employee ID: TCS2
Name: TCS2
Organization: KZN-callcenter

2

KBS Home IPCC Change Password Help Exit

Next Customer Universal Entry Customer Care Customer Business Inventory Management Report Management

Navigation
IPCC CSP
Link to Billing

Search Condition

Search for: 0842766684 Search by: First name

Include inactive customer ☐

Search

Customer List

No customer found. Please check and correct the search condition entered.

ISSUES

- 1 There is **no back button** to go to the last page/option.
- 2 There is **no evident Home Button**. Not having a homepage can have a cognitive feeling that they are browsing aimlessly without completing a task. **Breadcrumb navigation** is missing

SOLUTION GUIDELINES

The user should have the **freedom to navigate** across the pages without any restrictions.

There should be a home button which will bring the user to the Landing/Homepage. By providing them a homepage/home button we can give them the control to start/reset everything.

Introduce the breadcrumb menu

SEVERITY LEVEL

LOW

MEDIUM

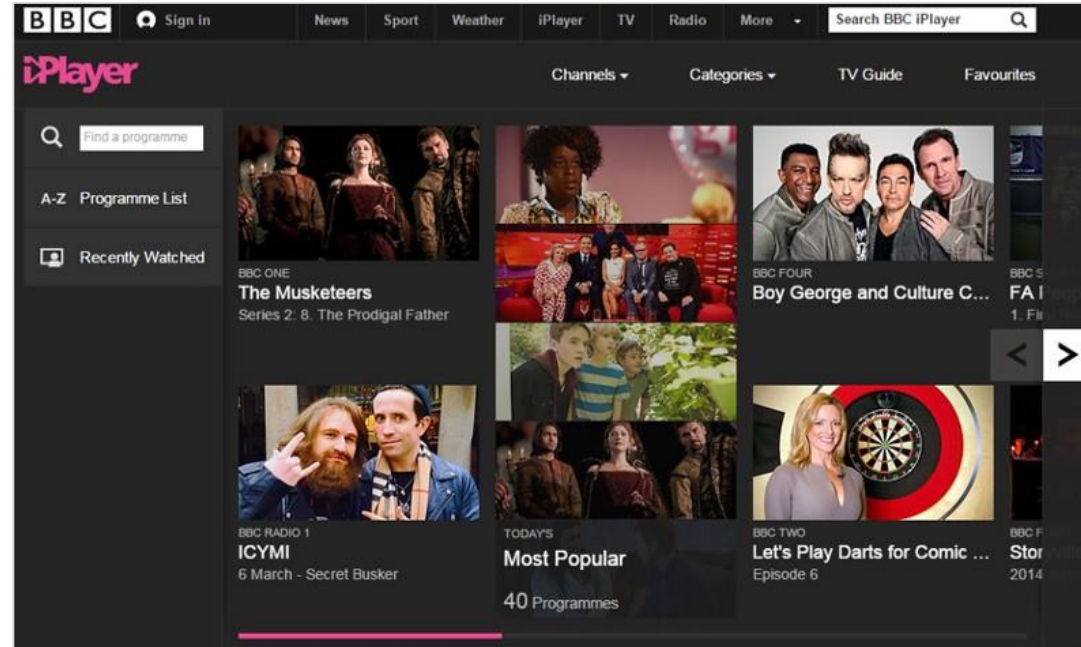
HIGH



Consistency and Standards

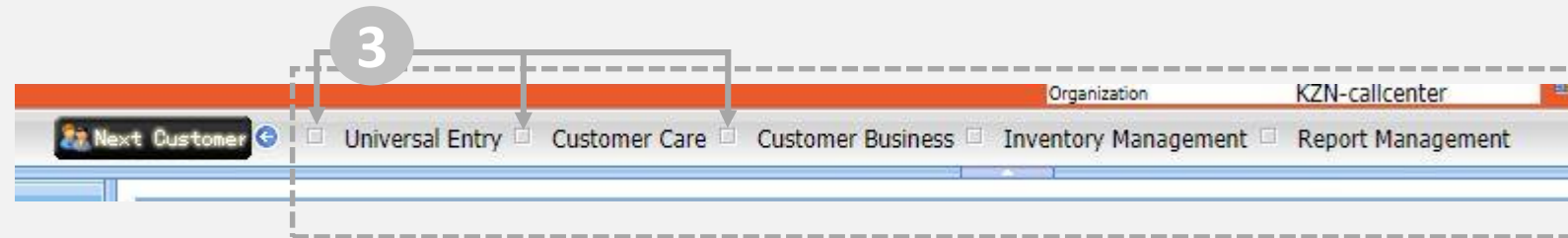
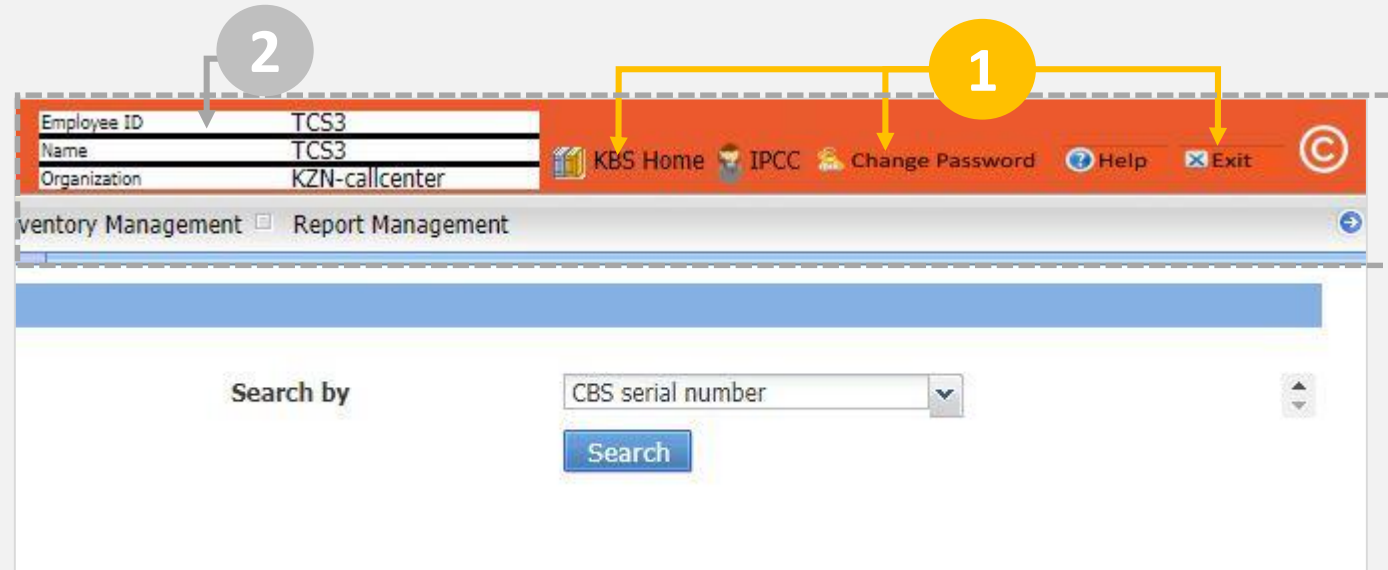
The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Example: **BBC iPlayer**



Consistency and standards

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.



ISSUES

- 1 **Texts and Icons are placed very closely,** Font and Icon sizes are varying. There is no consistency and standard.
- 2 The **profile information** is looking prominent and **taking up the space for the primary navigation.**
- 3 The **boxes are used as a separator, but to a new user,** It might look like a disabled checkbox.

SOLUTION GUIDELINES

Texts and Icons should be **properly grouped** and there should be a **standard way to display** the primary navigation on the top bar.

The profile information doesn't need so much prominence, It can go to the right top corner as a standard practice.

Boxes can be removed and an alternate/standard way of visual design should be followed.

SEVERITY LEVEL

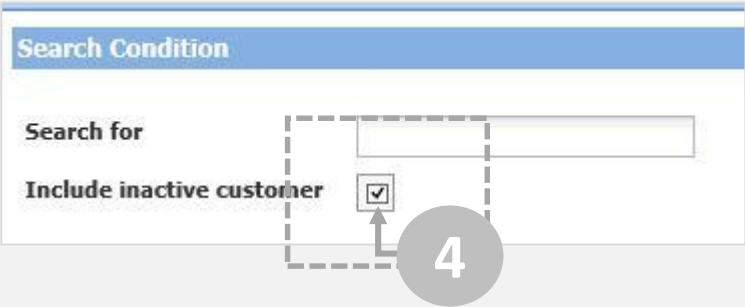
LOW

MEDIUM

HIGH

Consistency and standards

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.



ISSUES

- 4 The check box used **does not follow the standards**. It may create confusion on its affordance.
- 5 **Radio buttons** are **not following the standard design**.
- 6 Visual language of **pagination is very old**.

SOLUTION GUIDELINES

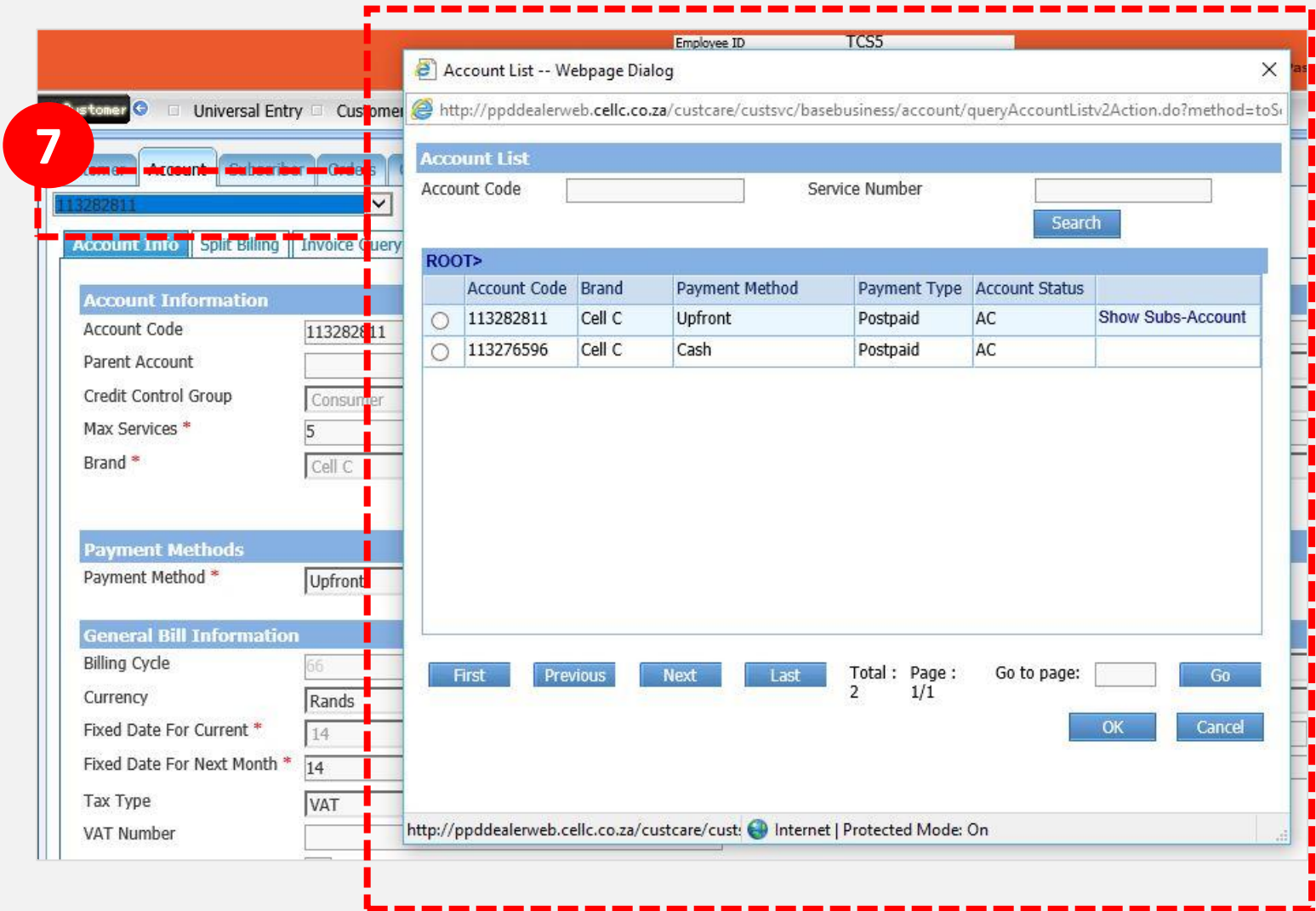
Standard design for the checkbox should be followed to avoid the confusion.

As an alternative for radio button we can use the **toggle switch** or checkboxes.

The design for pagination should be updated to the **latest standards**.

Consistency and standards

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.



ISSUES

- 7 Upon clicking the **dropdown menu**, it **opens up a pop up**, which is an unusual behavior. It is inconsistent and incorrect. The user has an understanding for the **affordance** of a dropdown menu that it will give them multiple options below to choose from, rather than giving a popup. It creates confusion when for a same action there are multiple reactions.

SOLUTION GUIDELINES

The behavior of a component should be consistent across the system. Dropdown menu should give them a dropdown list rather than a popup window.

Keep the components behavior consistent across the system.

Consistency and standards

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Query Condition

* Start time: 11/11/2018 20:34:14

* End time: 11/2018

Subscriber Brand

Customer name

Customer city

Customer satisfaction

Called number

Have video

Status

No. of Dependents

Language

Subtype *

ID Type *

ID Number *

Country of Issue *

11/11/2018 20:34:14

OK Cancel

Building No. & Name

Road/P.O. Box *

1 Es Avenue

Edit


9

Building No. & Name

Road/P.O. Box *

1

Es Avenue



11 TT Pool To-Do ... Query TT Pool D...

ISSUES

- 8 In the same application there are **two different** types of calendar.
- 9 **The behavior of the 'Edit' button is wrong** as it disappears
- 10 Alignment of Interface Elements
- 11 **Similar icons** for multiple action buttons
The text is hidden. The user has to hover on the icon to read the text

SOLUTION GUIDELINES

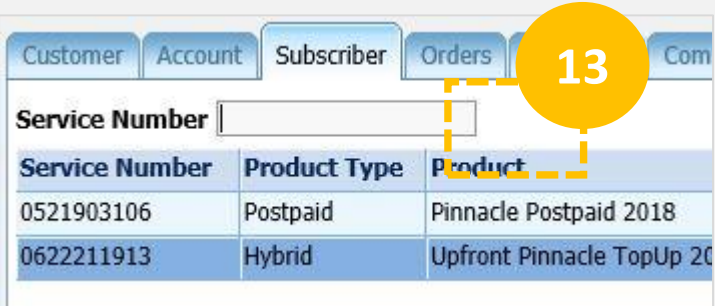
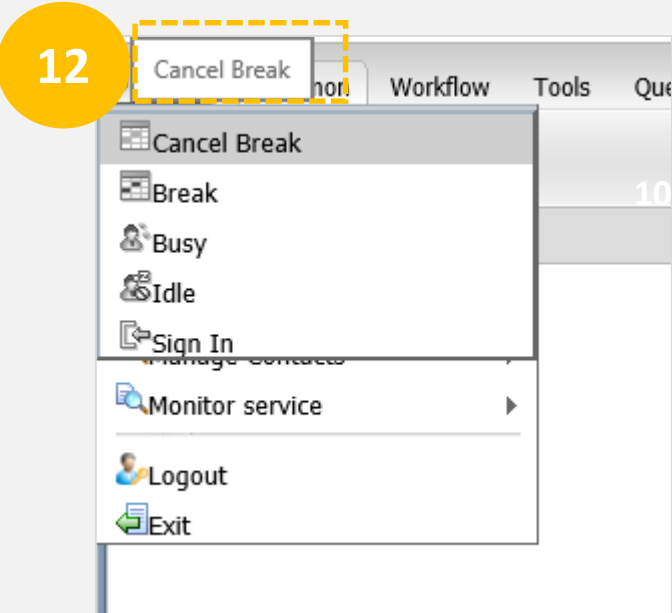
The design for calendar or any other components should be made consistent across the system.

The behavior of a component should be consistent across the system so that the user doesn't get confused.

System should follow uniform iconography. Icons may or may not be necessary for each and every action button.

Consistency and standards

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.



ISSUES

- 12** The sub menu opens at the top of main menu, which is not a standard practice. The user should be able to see the main menu and the sub menu at the same time so that they have the visibility of all the available option.
- 13** No Call To Action (CTA) Button. The user has to always press the 'Enter' key (keyboard) for performing the final action.

SOLUTION GUIDELINES

Sub menu should follow the standard design of opening at the right side of the main menu

Provide the user a Call to Action (CTA) button for every query. Information **should not be repeating** as it takes up space and by appearing multiple times, it may confuse the users.

Consistency and standards

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

☐ MSISDN

☒ Customer Code

☐ Payment A/C Code

Date

113282812

19/02/2019

104928549

Query

Reset

120 days

R0.00

90 days

R0.00

60 days

R0.00

30 days

R0.00

Current

R0.00

Total

R0.00

View

View

View

View

View

View

View

Settle Account

Print

Account Code	Brand	Payment Type
<input checked="" type="radio"/> 113282812	Cell C	Hybrid
<input type="radio"/> 113282811	Cell C	Postpaid
<input type="radio"/> 113276596	Cell C	Postpaid

ISSUES

14 The ‘**Selection radio button**’ and the ‘**Query button**’ are placed on the opposite ends of the screen, making the user navigate the mouse pointer from left to right adding unnecessary cognitive load and confusion.

Fitts' Law dictates that shorter mouse movements are better: it is always faster to click a target if it is closer to your starting position

Gestalt's Principle: Humans naturally perceive objects as organized patterns and objects.

SOLUTION GUIDELINES

To perform an action over a selection, both components should be in proximity, so that the visual **link gives a cue to the user** to perform an action over the selection. Place the button near selection so that the user can visually identify a link between it.

SEVERITY LEVEL

LOW

MEDIUM

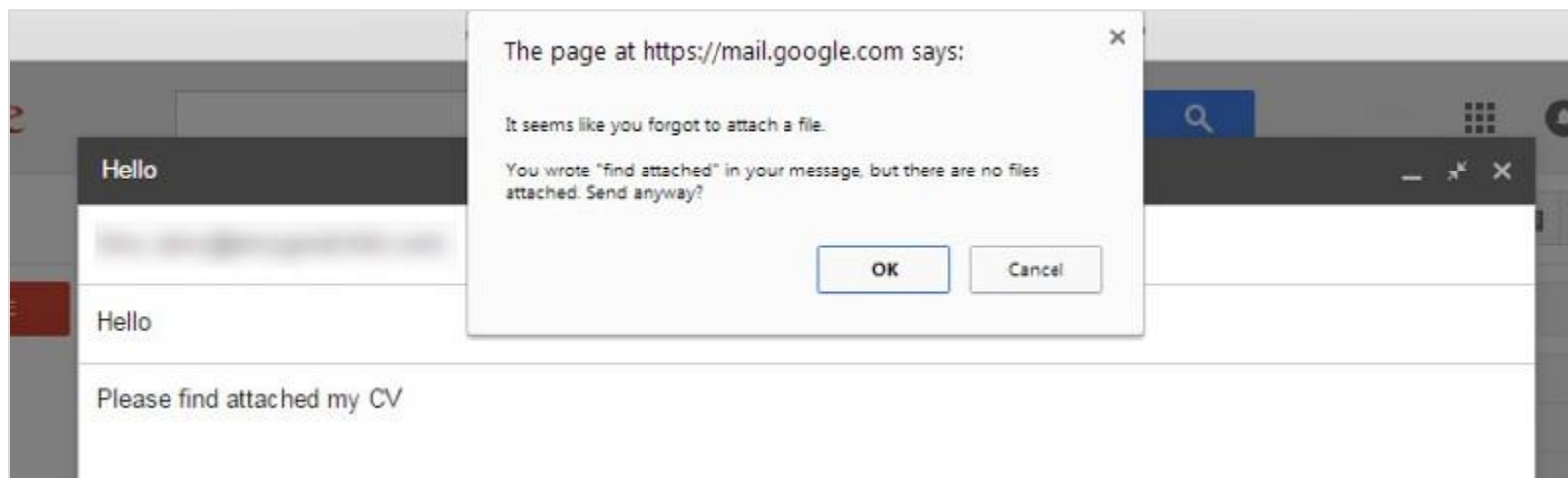
HIGH



Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place.

Example: **Gmail's attachment reminder**



Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place.

The screenshot shows a web application interface. At the top, there is a header bar with user information: Employee ID TCS3, Name TCS3, and Organization KZN-callcenter. Below this is a navigation bar with links: KBS Home, IPCC, Change Password, Help, and Exit. The main content area has a search section with a label 'Search by', a dropdown menu showing 'CBS serial number', and a 'Search' button. A red dashed box highlights a section below the search area, containing two 'Payment Method' dropdown menus, both showing 'Upfront'. Two callouts are present: a yellow circle with the number '1' pointing to a blue arrow icon in the top right of the main content area, and a red circle with the number '2' pointing to the 'CBS serial number' dropdown menu.

ISSUES

- 1 The arrows does nothing, it's capturing the user's attention for no reason.
- 2 The dropdown does not have any data and when clicked upon, shows nothing but highlights the texts.

SOLUTION GUIDELINES

If a component doesn't have any function, it should be removed as it is hindering the breathing space and taking up an important space for no reason.

If there is no data, the dropdown option should be disabled (with the only data available) or removed (if no data available), as it prompts the user to click on it only to show them no data.

SEVERITY LEVEL

LOW

MEDIUM

HIGH

Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place.

The screenshot shows a login window titled "Notice: please install the CRM Controls, thanks!". It contains two input fields: "User ID:" with the value "TCS2" and "Password:". Below the fields are three buttons: "Reset", "OK", and "Reset Password". Two yellow circles with the number "3" are placed over the "Reset" and "Reset Password" buttons. Red dashed boxes enclose the "Reset" and "Reset Password" buttons. At the bottom of the window, there are two links: "CSP File Download" and "CRM Controls Download".

ISSUES

- 3 The Button label 'Reset' and 'Reset password' looks similar. But the **functions are different for both the buttons.**

SOLUTION GUIDELINES

The label of the buttons should be used properly. The terminology should be precise and not confusing to the users

SEVERITY LEVEL

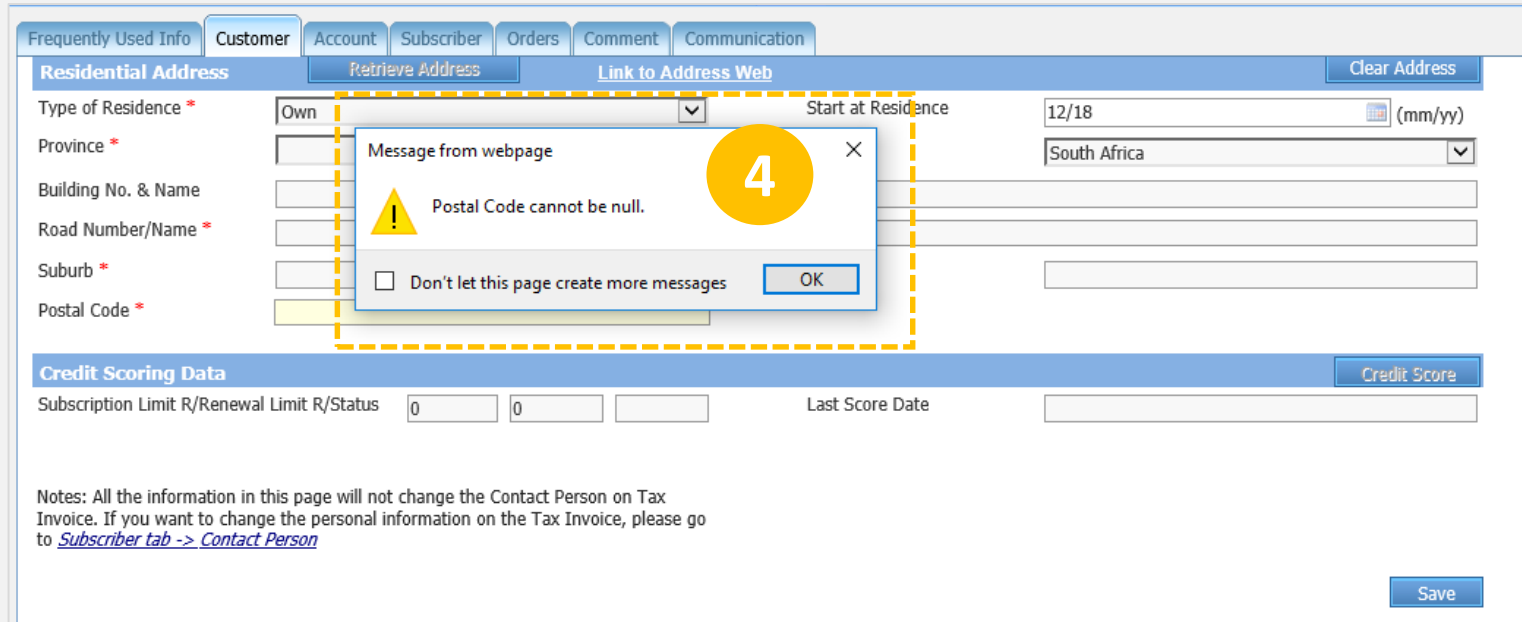
LOW

MEDIUM

HIGH

Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place.



The screenshot shows a web form with tabs: Frequently Used Info, Customer, Account, Subscriber, Orders, Comment, and Communication. The 'Residential Address' section is active, showing fields for Type of Residence (Own), Province, Building No. & Name, Road Number/Name, Suburb, and Postal Code. A modal error message is displayed over the Postal Code field, stating 'Postal Code cannot be null.' with a yellow warning icon. A large yellow circle with the number '4' is overlaid on the modal. The 'Credit Scoring Data' section is also visible, showing Subscription Limit R/Renewal Limit R/Status and Last Score Date. A 'Save' button is at the bottom right.

Residential Address

Type of Residence * Own Start at Residence 12/18 (mm/yy)

Province * South Africa

Building No. & Name

Road Number/Name *

Suburb *

Postal Code *

Message from webpage

Postal Code cannot be null.

☐ Don't let this page create more messages OK

Credit Scoring Data

Subscription Limit R/Renewal Limit R/Status 0 0 Last Score Date

Save

ISSUES

- 4 When the required fields are not filled
The error popup shows the error message only for one particular field rather than showing how many fields are required to be filled

SOLUTION GUIDELINES

Proper error message should be shown and the errors should **be pin pointed** rather than giving a generic error message. E.g. the fields which are mandatory to fill can be highlighted.

SEVERITY LEVEL

LOW

MEDIUM

HIGH



Recognition rather than recall

Make objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

Example: **Foursquare's** suggestion

FOURSQUARE I'm looking for... London, GB

Add Tastes

You have 24 tastes. Add tastes to personalize your search results.

Fried chicken +

Grilled cheese sandwiches +

Vodka +

Authentic places +

Omelettes +

Egg drop soup +

Beer gardens +

Museums +

Croissants +

Truffles +

Cocktails ✓

Cheesesteaks +

Tacos +

Family-friendly places +

Ice cream ✓

Ethiopian food +

Fish & chips +

Shrimp +

Jalapenos +

Turkey bacon +

Waffles ✓

Espresso +

Waffle cones +

Lunch +

Happy hour +

Rock clubs +

Salami +

Feta cheese +

Fancy places +

Outdoor seating +

Yogurt +

Breweries +

Sushi +

Show more

Done

Recognition rather than recall

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

CellC
CONNECT YOUR WAY

Employee ID: Praneeth
Name: Praneeth
Organization: KZN-callcenter

KBS Home IPCC Change Password Help Exit

Next Customer Universal Entry Customer Care Customer Business Inventory Management Report Management

Navigation

Search Condition

Search for: First name Search by: First name

Include inactive customer: ☐

Search

Customer List

1

ISSUES

- 1 No information on landing page**
Landing page of Beam system does not give any indication or provide information about what to do on the screen apart from a search bar. Is it the only thing the user wants to do when landing on the home screen? Searching for a customer?

SOLUTION GUIDELINES

We should be utilizing the blank space in the landing page to put on some more information like a **performance indicator or worklist** for that particular agent.

A dashboard for the agent - The user may want to see their daily status like – pending items, worklist, action items and performance

SEVERITY LEVEL

LOW

MEDIUM

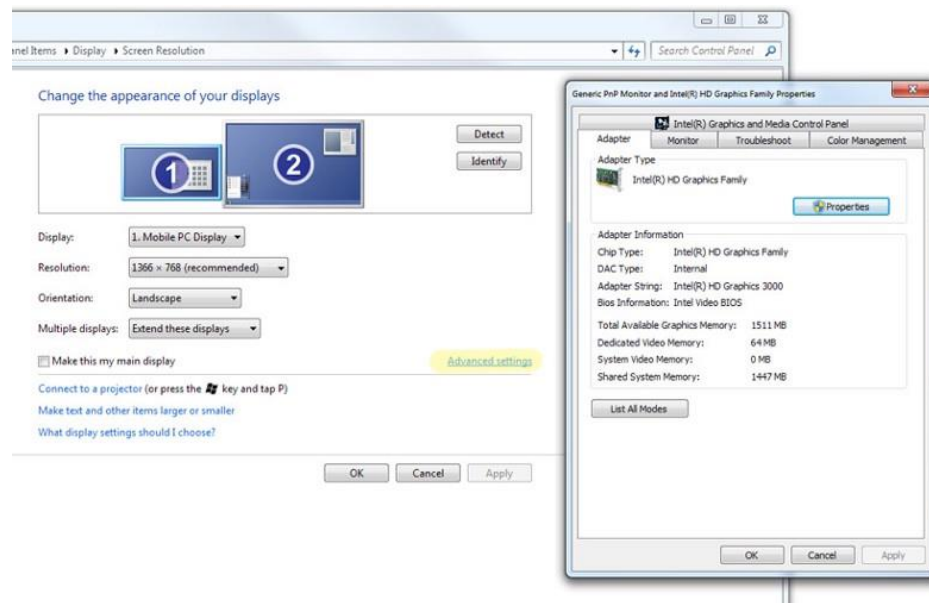
HIGH



Flexible and efficiency of use

Design suitable for both inexperienced and experienced users.

Example: **Window's advanced settings**



Flexibility and efficiency of use

Design suitable for both inexperienced and experienced users.

The screenshot shows a search interface with two main sections: 'Search Condition' and 'Customer List'. In the 'Search Condition' section, there is a 'Search for' text input field and an 'Include inactive customer' checkbox. A red circle with the number '1' is placed over the 'Search for' field. To the right, there is a 'Search by' dropdown menu. A red circle with the number '1' is placed over this dropdown, which is also enclosed in a red dashed rectangle. The dropdown menu is open, showing a list of search criteria: Service number/Customer code, Bank account number, Last name, Company name, ID card number, CBS serial number, Application ID, Sim card number, First name, Account code, Company Id, and Customer name. The 'Customer List' section is currently empty.

ISSUES

- 1 Search criteria is not efficient.** In the existing system the user has to select a search category from a dropdown menu first and then search the relevant information in some other search box. This increases an extra step/click for the user. User has to recall what they are searching for rather than simply typing in and system doing the calculation for them. It increases the cognitive load for the user.

SOLUTION GUIDELINES

Redesigning the search engine. The system should be strong and smart enough to categorize any information provided by the user and give them the final result rather than the user categorizing at first level. Provide a global search bar where the user can type in any query and the system gives them the final result.

SEVERITY LEVEL

LOW

MEDIUM

HIGH

Flexibility and efficiency of use

Design suitable for both inexperienced and experienced users.

2

Navigation

Activation

Migration

Order Management

Link to Billing

MNP Management

Subscription

Change Bill Format

Multi Data Connect

Change MSISDN

Change SIM card

Contract & Invoice Reprint

Contract Retention

Airtime Share History

CUG Management

Subscriber Reservation

Network Command

Network Settings

Change Promotion

Change Product

Voice Mail Setting

Manage Family Number

Query RBT Log

Suspend/Resume

Change User Information

Handset Blacklist&Un-Blacklist

Query Subscriber Request

Employee ID
TCS2

Name
TCS2

Organization
KZN-callcenter

KBS Home

IPCC

Change Password

Help

Exit

Customer

Universal Entry

Customer Care

Customer Business

Inventory Management

Report Management

Postal Address

Retrieve Address

Link to Address Web

Clear Address

Postal Code *

City *

Suburb *

Country

Province *

South Africa

Postal Address *

Customer Add Information

Title *

Expiry Date

Client Type *

Employer Name *

Telephone (Other) *

Relative Full Names

Relative Contact No.

Account Information

Payment Method *

Please Select

Bill Format Information

Bill Format *

Email *

Bill Language

Fax Number

Monthly Debit Order Date *

Please Select

Number Porting

Save and Next

ISSUES

- 2
- Navigation section is not structured.

There is too much textual information on the navigation which can make a new user confused. Information overload to an inexperienced user will make them unable to navigate through the system. Leading to fail in performing a task.

SOLUTION GUIDELINES

The System should categorize the data based on different user's need. The information on the navigation panel can be further categorize into smaller groups to avoid confusion and information overload. Iconography can be introduced to show less and relevant data.

SEVERITY LEVEL

LOW

MEDIUM

HIGH

Flexibility and efficiency of use

Design suitable for both inexperienced and experienced users.

The screenshot shows a web application for managing subscriber accounts. The interface is divided into a sidebar and a main content area. The sidebar contains a logo and navigation links for 'Dashboard' and 'Subscriber'. The main content area is titled 'Subscriber Account' and contains a form with several input fields. A red circle with the number '1' highlights the 'Email' and 'Phone #' fields, which are grouped together by a dashed box. Below the form are three buttons: 'Search', 'Reset', and 'Advanced Search'. At the bottom of the page, there is a table with columns for various subscriber information, including 'Subscriber ID', 'Main Account', 'Payment Type', 'Recent Login Device ID', 'Recent Login Terminal Type', 'Phone #', 'Email', 'Status', 'Account Creation Date', and 'Operation'.

ISSUES

- 1 Search Criteria should be independent of label options:** The search criteria should be smart enough to distinguish between a email search and a number search

SOLUTION GUIDELINES

One search bar for searching the customer irrespective of the related information available which in this case is email or phone number

SEVERITY LEVEL

LOW

MEDIUM

HIGH



Aesthetic and minimalistic design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Example: **Google's search page**



Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

1

Navigation

- Activation
- Migration
- Order Management
- Link to Billing
- Close Balance
- Open Balance
- Create Hot Billing
- Query IntegrationInfo
- Query Hot Billing
- Movement
- Payment
- Query Ageing
- Query Invoice
- Query Balance Information
- Query Free Units
- Query Unbilled Balance
- Query Balance
- Query Emergency Airtime/Data
- Link to AirVantage History
- Query CDR
- Recharge for Hybrid
- MNP Management
- Subscription
- Customer Information
- Document Management
- Item Sales

Customer

AccountSubscriberOrdersCommentCommunication

Customer Information

Customer Code104928549

Gender *Male

Title *Dr.

Client Type *Individual

First Name *Quickmarch

Middle Name

Last Name *MarchQuick

Telephone (Contact) 1 *0117836435

Telephone (Contact) 2

Telephone (Contact) 3

Telephone (Contact) 4

Telephone (Contact) 5

Telephone (Work) *0172314574

Telephone (Home) *0172946444

Email Address

Date of Birth *21/10/1987

Place of Birth

Medical Status

StatusActive

No. of Dependents0

LanguageEnglish

Subtype *Individual

ID Type *Passport

ID Number *santoaplayer101

Country of Issue *India

Expiry Date *29/03/2021

Sales Force ID *BSIM Test Account Franchise

SegmentationTier - 4

Relative Full Names

Relative Contact No.

Work/Bank Details

Employment StatusPlease Select

PositionPlease Select

Job Description

Monthly Salary R *168328

Duration of Employment *

ISSUES

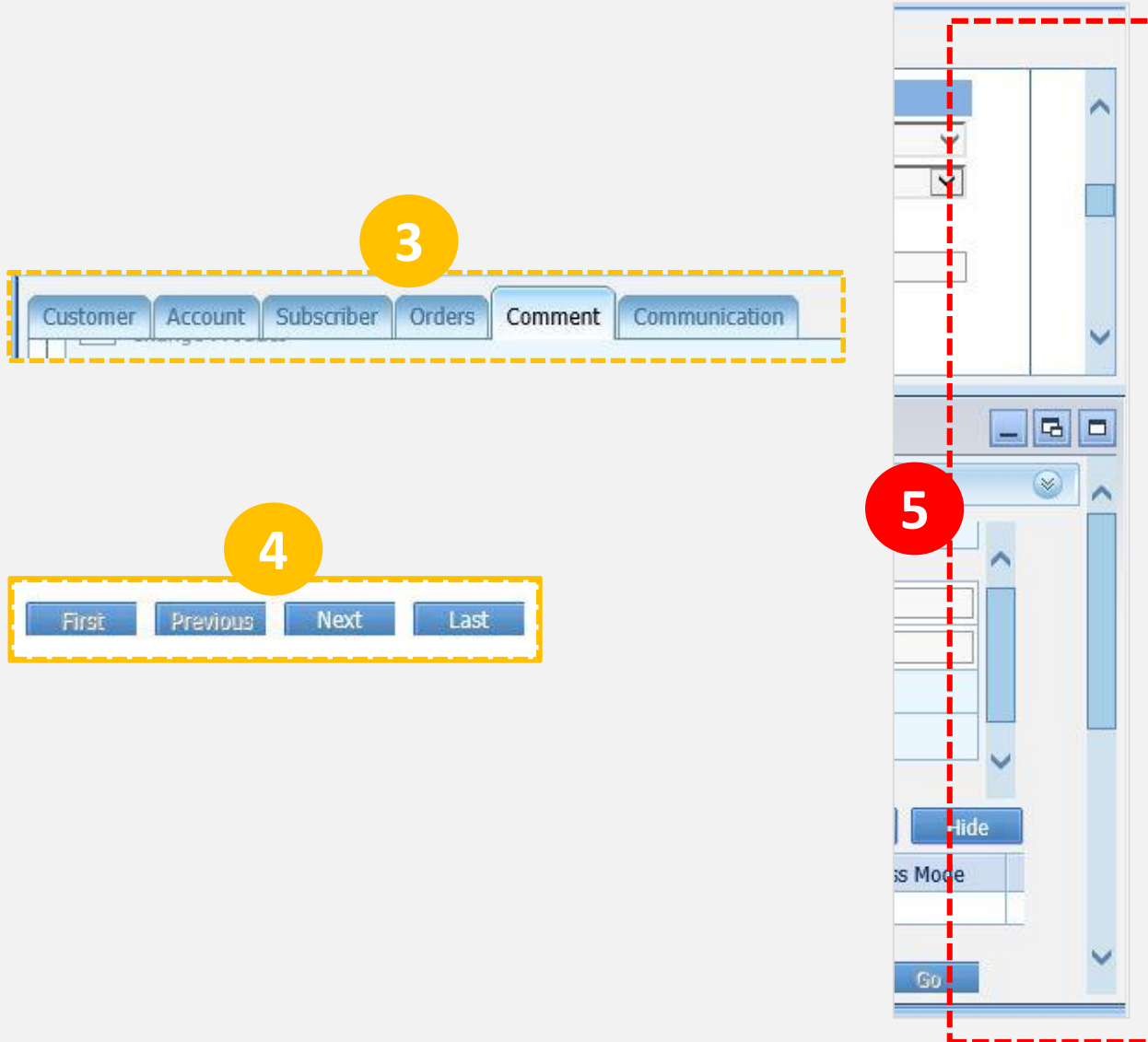
- 1 Information overload:
There is too much of information visible in one single screen. The form optimization is not done
- 2 The telephone field is repeating 7 times, out of which only 3 are mandatory field. Other non mandatory fields are eating up space which could be used for placing some other important information.

SOLUTION GUIDELINES

Form Optimization: The information/text fields provided should optimized to make it minimalistic and improve the aesthetics. The non-mandatory fields can be removed.

Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.



ISSUES

- 3 The gradient on the box, text color and smaller font size makes it **difficult to read the text**.
- 4 It's **difficult to make out if the buttons are enabled or disabled**. A color blind person may have difficulty to read the same.
- 5 There are **too many horizontal and vertical scrollbars** in some of the screens. This creates difficulty in navigating through the system.

SOLUTION GUIDELINES

The tabs should be made readable by increasing the font size, using single hue that compliments the text on it.

For identifying the enabled or disabled buttons, there should be some visual cue or feedback on hover. Also, different types of buttons should have different visual identity, e.g. color/text/opacity etc.

The scrollbars should be reduced and alternatives like accordion menu or the grouping of data should be done to keep the scroll minimal.

SEVERITY LEVEL

LOW

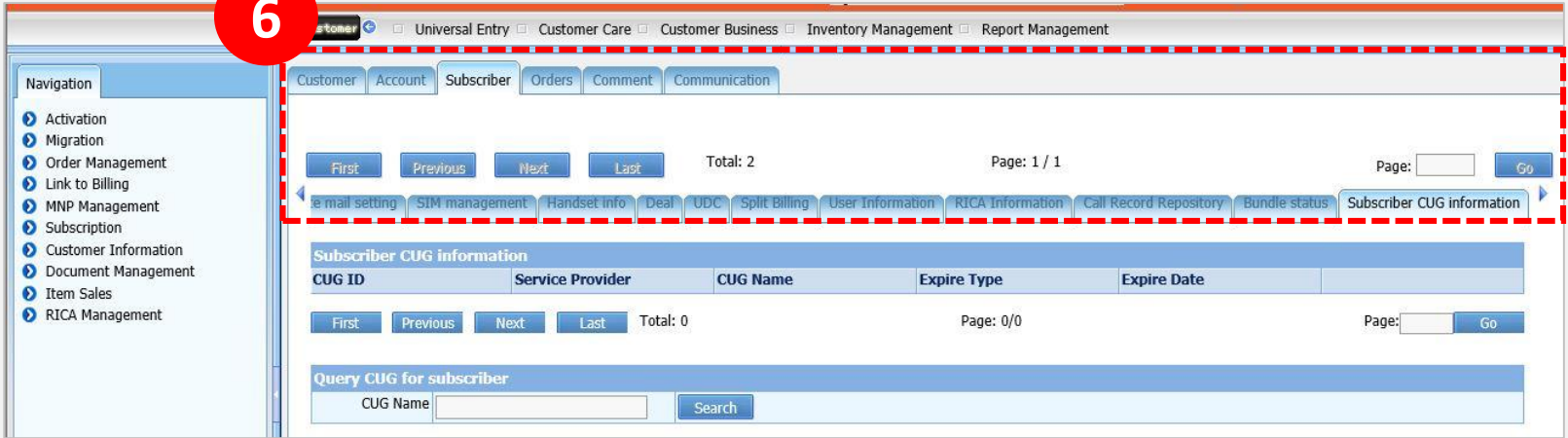
MEDIUM

HIGH

Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

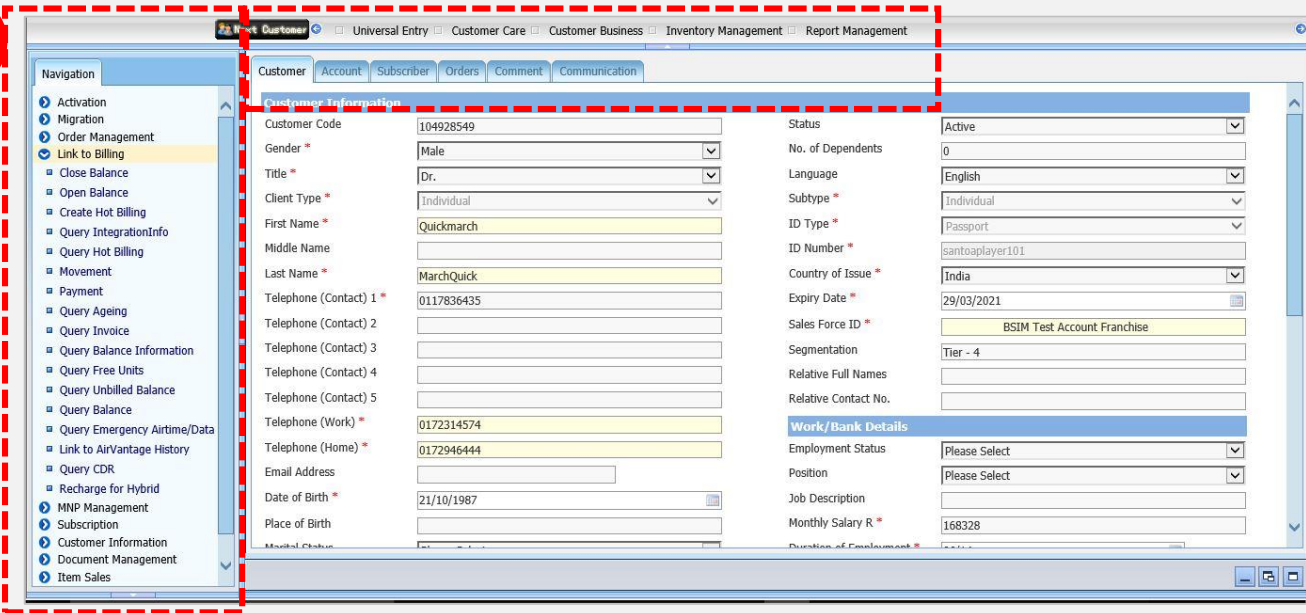
6



ISSUES

- 6 **Tab structure looks very cluttered** and messy. The next arrow button does not allow to click instead the tab start moving on hover above the arrow icon
- 7 Information on the left side navigation and the top bar tabs are showing redundant data.

7



SOLUTION GUIDELINES

Grouping of the information should be done properly. The information visualization should be aesthetically pleasing and relevant to the user.

Agents should have a role based login to cut down the excess and irrelevant information. Also, to enhance the user experience use icons wherever possible.

SEVERITY LEVEL

LOW

MEDIUM

HIGH

Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

8

The screenshot shows a web application interface for customer management. The interface is cluttered with many fields and buttons, and is highlighted with a red dashed border. The top navigation bar includes links for 'KBS Home', 'IPCC', 'Change Password', 'Help', and 'Exit'. The main content area is divided into several sections: 'Service number', 'Activation date', 'Brand', 'Email Address', 'SIM number', 'Language', 'Sales Force ID', 'VAS: Additional Product Information', 'Monthly Bill Limit', 'Out of Bundle Limit', 'Installation Address', 'Postal Address same as Residential Address', 'Postal Address', and 'Customer Add Information'. The 'Postal Address' section is particularly cluttered with many fields and buttons. The 'Customer Add Information' section includes fields for 'Title', 'Client Type', 'Expiry Date', and 'Employer Name'.

ISSUES

- 8 There is **very less breathing space** in the Interface. Unnecessary information takes up too much space. Some features which nobody uses should be discarded.

SOLUTION GUIDELINES

Content that do not support the page should be removed. Only relevant information should be displayed. Screen should have a breathing space and the information should categorized and clustered accordingly.

SEVERITY LEVEL

LOW

MEDIUM

HIGH

Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

The screenshot shows a web application titled 'AgilityGIS' with a URL of 'https://portal.agilitygis.com/tickets'. The interface has a blue header bar with a 'Home / Tickets' breadcrumb, a user profile 'Clinton Naidoo', and a 'Cell C' logo. Below the header is a search bar with the text 'Quick Search...' and buttons for 'Show/Hide Metrics' and 'New Ticket'. A sidebar on the left contains various icons. The main area displays a table of tickets with columns: Ticket Numb..., Subject, Customer, Status, Topic, SubTopic, Priority, Updated By, Created By, and Date Created. The table is populated with various ticket entries. A filter dialog is open over the table, showing a search criteria builder with fields for 'Contains' and 'And', and a 'Filter' button. The dialog is cluttered with text and options. A red circle with the number '1' is placed over the search bar, and a red circle with the number '2' is placed over the filter dialog.

Ticket Numb...	Subject	Customer	Status	Topic	SubTopic	Priority	Updated By	Created By	Date Created
CF040218	0500035739 acc144003392 15	Sort Ascending	New	Technical Support		Normal		Cynthia Morok...	29 Jan 2019 14:35
CF040217	Re: Fibre cancellation	Sort Descending	New	Technical Support		Normal		(Customer)	29 Jan 2019 14:30
CF040216	Molly Venter/7710190059086/	Columns	New	Onsite Support	Router Delivery	Normal	Warren Naicker	Tebogo Ntosen...	29 Jan 2019 14:15
CF040215	VUMA Ticket logged - Ref ISP	Filter	New			Normal		(Customer)	29 Jan 2019 14:15
CF040214	6609075009086 - SFID EFT321	Alexan	New			Normal		Alexander Ups...	29 Jan 2019 14:10
CF040213	Possible Lightening Damage		New		No Connection	Normal	Warren Naicker	(Customer)	29 Jan 2019 14:10
CF040212	FW: Fibre application for Excl...	Josie Hauptfleisch	New			Normal	Warren Naicker	Josie Hauptfle...	29 Jan 2019 14:05
CF040211	FW: ACCOUNTS 266680116 AN...	Cronje, Noel	New			Normal		Cronje, Noel (C...	29 Jan 2019 13:55
CF040210	C-Fibre support query and Canc...	Holmes, Kim K	New			Normal		Holmes, Kim K ...	29 Jan 2019 13:50
CF040209	Fibre Installation		New			Normal	Warren Naicker	(Customer)	29 Jan 2019 13:46
CF040208	Payment Notification from MRS ...		New			Normal		(Customer)	29 Jan 2019 13:46
CF040207	Connection issue - 5205175007...	Nokwanda Barnabas	New			High	Jennifer Barnabas	Nokwanda Bar...	29 Jan 2019 13:45
CF040206	VUMA Ticket logged - Ref ISP-61...		New			Normal		(Customer)	29 Jan 2019 13:40
CF040205	FB : Natasha Ansley - 220851186	Noluthando Zikalala	New	Technical Support	Cancellation	Normal	Warren Naicker	Noluthando Zik...	29 Jan 2019 13:40
CF040204	RE: Migration Upgrade Mr. Kevin...	Namret Inc	New	Technical Support		Normal		Namret Inc (Cu...	29 Jan 2019 13:35
CF040203	Website Enquiry : Cell C Fibre		Closed	Technical Support		Normal		(Customer)	29 Jan 2019 13:31
CF040202	CANCELLATION	Exair Ventilation	New	Technical Support		Normal		Exair Ventilatio...	29 Jan 2019 13:31
CF040201	URGENT - Line de-activation : P...	Lybon Mashimbyi	New	Technical Support		Normal		Lybon Mashim...	29 Jan 2019 13:31
CF040200	RE: Willem	Shaun Ferreira	New	Technical Support		Normal		Shaun Ferreira ...	29 Jan 2019 13:31
CF040199	Confirmation on Contract Cance...	VanGraan, Brenda: I...	New	Technical Support		Normal		VanGraan, Bren...	29 Jan 2019 13:31
CF040198	FW: Instore activation	Cell C Store - Caven...	New	Admin		Normal	Warren Naicker	Cell C Store - C...	29 Jan 2019 13:20
CF040197	Website Enquiry : Write to us		Closed	Technical Support		Normal		(Customer)	29 Jan 2019 13:15

ISSUES

- 1 **Cluttered view for showcasing tickets.** A simplified view showing an overview of the tickets and the reason codes associated.
- 2 **Filter for search** needs to be upfront instead of the spinner menu The filter should have simplified terminology

SOLUTION GUIDELINES

A dashboard view for the agents to see the queries clubbed as per priority and reason

Filter Menu should be beside the search option for quicker access. Simplified terminology for filter menu is required

SEVERITY LEVEL

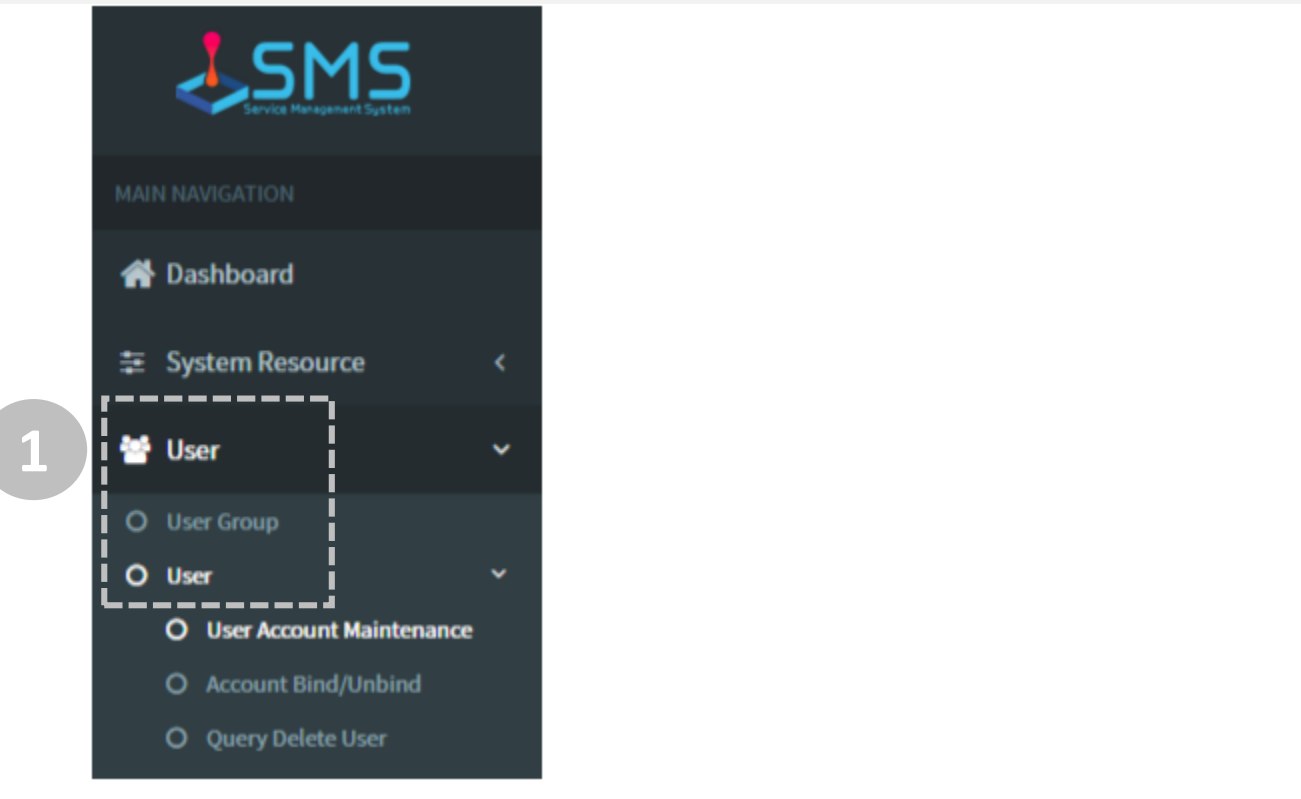
LOW

MEDIUM

HIGH

Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.



ISSUES

- 1 Repetition of Label Naming.** Keeping the label name for the Left Menu and Sub Menu creates confusion among the user

SOLUTION GUIDELINES

A separate naming convention for labels and sub label helps a user differentiate easily

SEVERITY LEVEL

LOW

MEDIUM

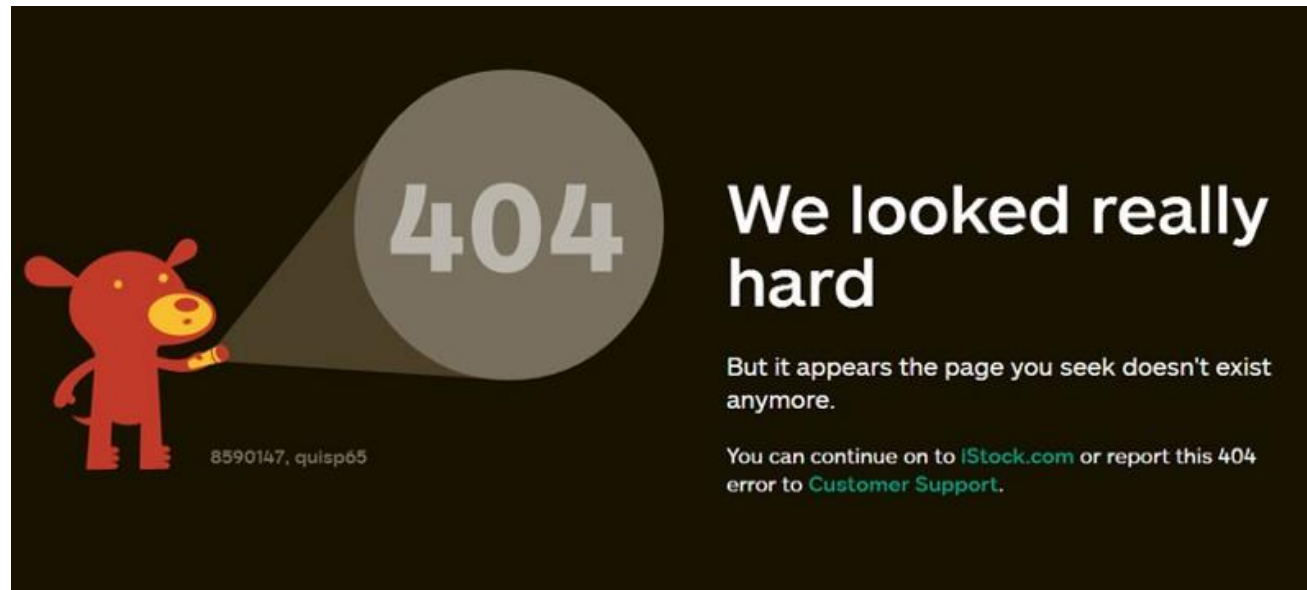
HIGH



Help users recognize, diagnose, and recover from errors

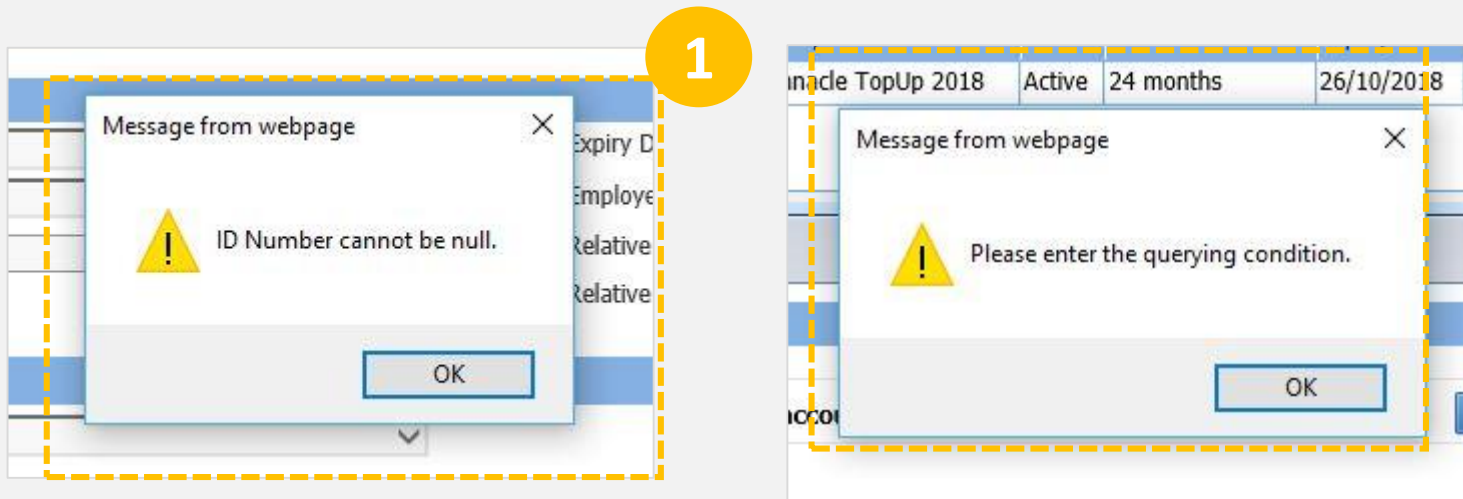
Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Example: **iStockphoto's 404**



Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.



ISSUES

- 1 The **error messages are system centric**. It is difficult for the user to comprehend the error messages/messages which are technical jargons.

SOLUTION GUIDELINES

Error messages should be written in a way that is understandable to the users.

SEVERITY LEVEL

LOW

MEDIUM

HIGH



Help and documentation

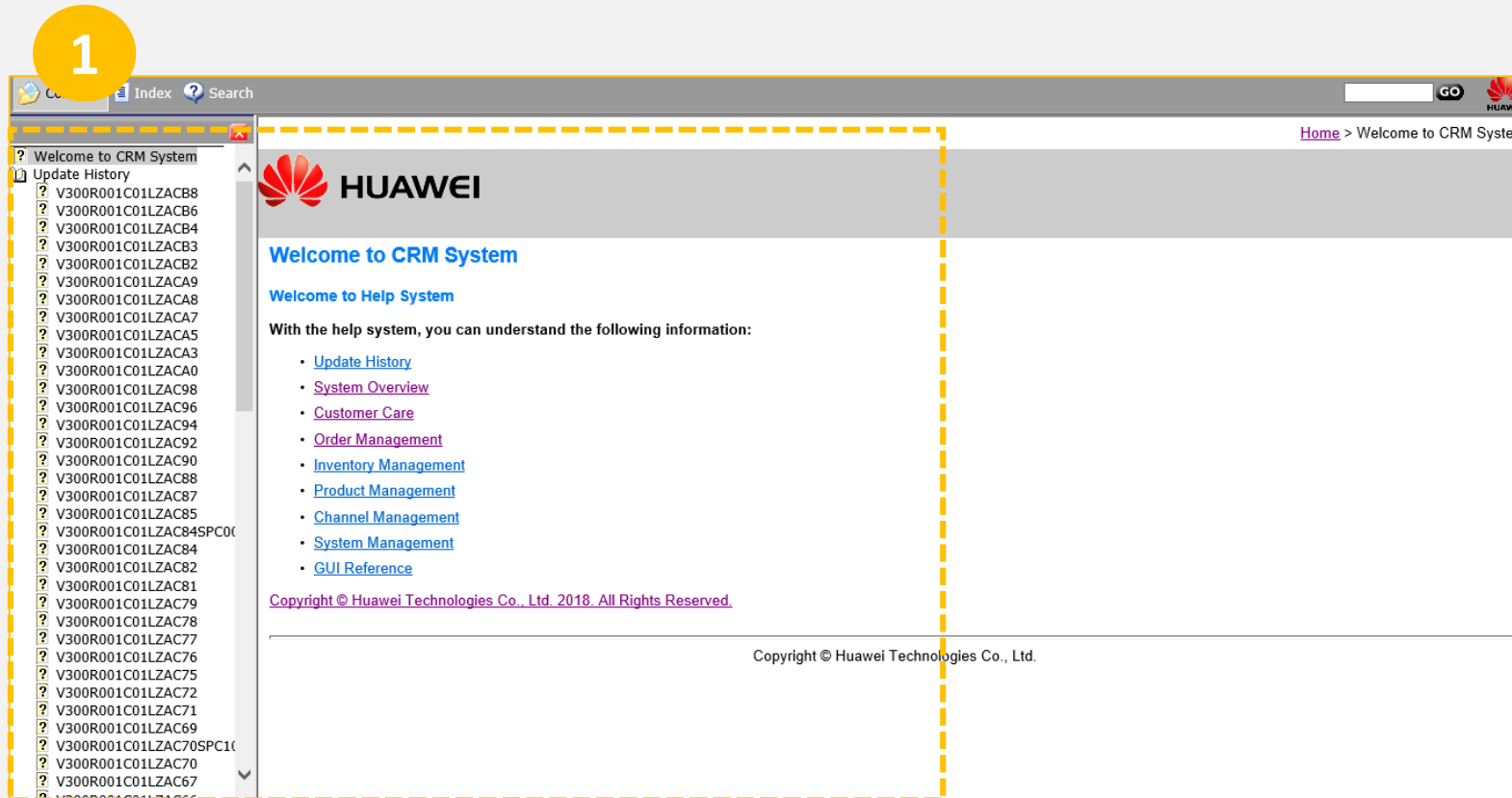
Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Example: **Beam's KBS repository**

Knowledge channel	call center channel ▼	Brand	▼	Content		Title		Search	Reset	<input type="checkbox"/> Expired services
South Africa 0						Retentions Team				

Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.



ISSUES

- 1 The Help and documentation uses a lot of **Technical Jargon**.

SOLUTION GUIDELINES

The Help and Documentation should have:-

1. A customer's Perspective rather than a system's perspective.
2. Frequent Updates: Highlighting the most common queries that each department gets (Weekly, Monthly) which an agent can relate to
3. The common errors and actions
4. Best Case Update: Updating the best case resolutions of customer queries that are complicated to motivate the agents







SEVERITY LEVEL

LOW

MEDIUM

HIGH

Issues

-  The **system does not adapt to the user, the user has to adapt to the system**. In the current system the user has to perform too many clicks and toggle through multiple tabs to attend/resolve one call/query. This unnecessarily increases the frustration level and time. It also reduces the efficiency and the productivity of an agent
-  The system is **not intuitive** as it does not prompt a user for next step. The **system needs to communicate based on most likely used tabs & functionality for each query type**.
-  **System does not recognize expertise of Users (Beginner, Novice and Expert)**. Hence, The restricted Intelligence in System tends to impact the query Handling time of the Agents as well as the overall customer Journey.
-  The **interface is not customizable** for user. Different users may have different requirements. If customized, the agent will have more freedom and control on using the system according to there own daily requirement.
-  The System **uses technical jargon** in multiple areas **which needs to be simplified**. **Specific type of users (eg. Beginner) may have difficulty to understand it**.
-  **No specific area** in the system for **notifications or quick checklist** for the day to day task and over due of task from previous day. The users has to spend lot of time and effort on every call everyday **between their personal notes and system in use** to get an overview of their previous day and to plan their current day and next day follow ups.

SEVERITY LEVEL



LOW



MEDIUM



HIGH

EASE TO FIX LEVEL



EASY










MEDIUM



HARD

Issues

-  **Navigation structure is complex.** There is **no visual hierarchical structure** for the information.
-  Different behavior of the same component makes it difficult and **confusing to perform a task.**
-  The CTA buttons are placed far away from the actionable items. According to one of the Gestalt's principle, also called "grouping," the principle concerns the effect generated when the collective presence of the set of elements becomes more meaningful than their presence as separate elements.
-  There is **hardly** any white space for **Visual Relaxation.** The elements should be arranged according to the principles and elements of visual design.
-  The system components are making it difficult and **too complex in terms of navigating.** There are scroll inside scroll, tabs within the tabs, repetitive text fields etc.
-  The **input fields** which are **not required/mandatory** is taking up a lot of space.
-  **Error messages are not user friendly.** Some of the existing error pop ups are using technical language which could be difficult to understand.

SEVERITY LEVEL



LOW



MEDIUM



HIGH

EASE TO FIX LEVEL



EASY








MEDIUM



HARD

Issues

-  The **components are misleading**, outdated and inconsistent. All the components should be updated as per the new standards and should be consistent across the pages.
-  Current **Search System increase the Cognitive load** on user by making search bar and its functionality complex and confusing.
-  Naming Convention of Break up of bills is currently based on number of days (30 day cycle, 60 and 90) which creates confusion and less understanding for the agents, rather title of the bill should be minimalist in nature for understanding of Agents and end user.
-  The Bill Language should be as per the mental model of the end user as Beginner or Intermediate user may not be able to connect with Telecom Jargons.
-  The **existing landing page does not fully utilize the available space** , it can be enhanced as per the agents requirement for eg we can enrich agent information like Last day Performance , current day target and expectation, hot deals for the day, Performance till date etc.

SEVERITY LEVEL



LOW



MEDIUM



HIGH

EASE TO FIX LEVEL



EASY



MEDIUM



HARD

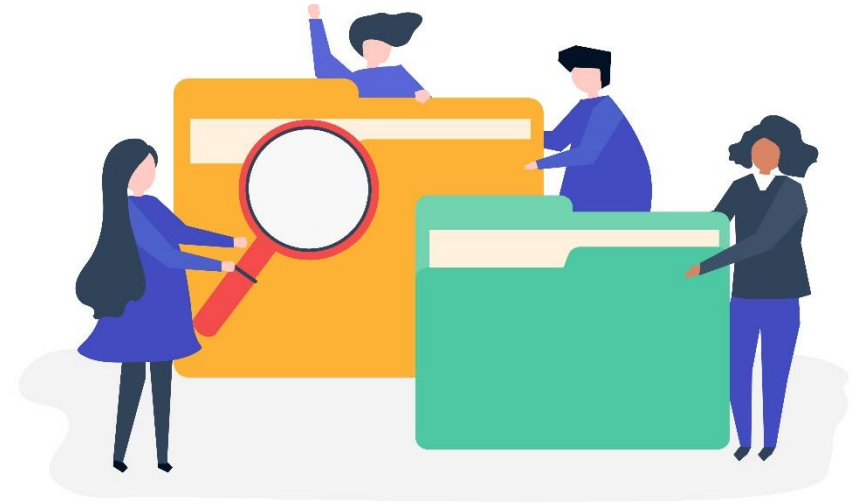
Strong Concepts

1. KBS

The KBS is a great help for a new user to learn about the processes. But it can be designed in a more user friendly way by making it more visual. E.g. Using images/screenshots of the actual screen.

2. User Help system

Providing help to the user is a good practice. The information should be available whenever the help is required. The system has a help section which is useful to the user in case quick help is required.



Key constraints and future quick wins...

1. **Personalized Agent dashboard**

The new system should give the agent a holistic (360 degree) view of the customer and the ecosystem. Personalized dashboard for the user to see their daily tasks like worklist, pending items, actionable items, An information kiosk where they can track their performance and also compare it with overall team performance. This will help the agents to get a holistic view.

2. **User centric interactions – key focus on structure and content simplification**

Our system should speak the user's language e.g. the bill language should be as per the mental model of the end user. The error messages should communicate the exact problem rather than giving any technical jargons. The error messages could be more personal and fun to improve the user experience.

4. **Visual Design – Aesthetical and Minimalistic approach**

The complete visual treatment for the system is required. All the components and the visual styles are outdated. We can achieve that by introducing a system which is aesthetically pleasing and functionally strong enough to improve the user experience. The form and function of the new system should compliment each other. By designing a system with improved user experience, we will also reduce the cognitive load of the user.

5. **Workflow based adaptive interface -**

The system should remove input fields that are not used by agents of that particular department. We should introduce an experience based adaptable interface. The algorithm will be based on years of experience, business function, technical expertise and other relevant skillsets.

6. **Intelligent training ecosystem**

Scenario based help and guidance for supporting continual learning linked to career evolution.

