



# Mogel: Prototype testing V1

AUGUST 2020

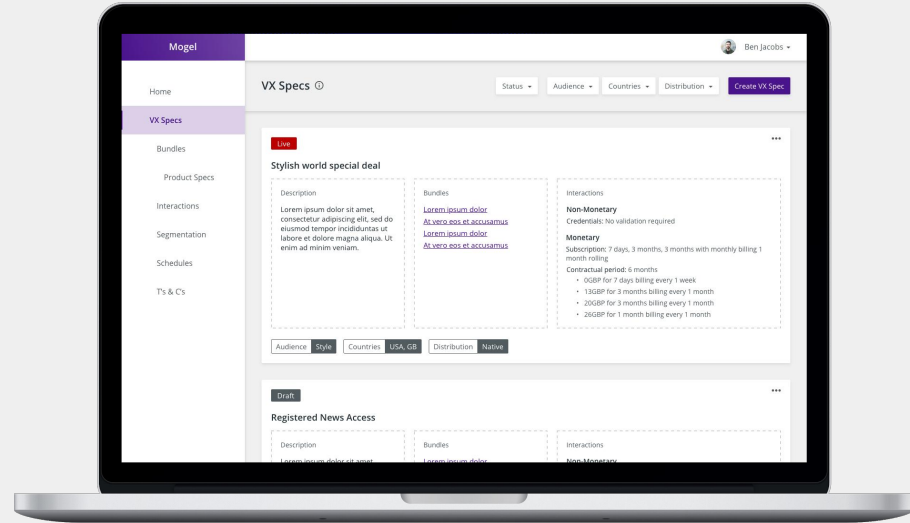
# What was tested

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High fidelity UI prototype of worst and best case scenarios of creating a VX Spec within Mogel.

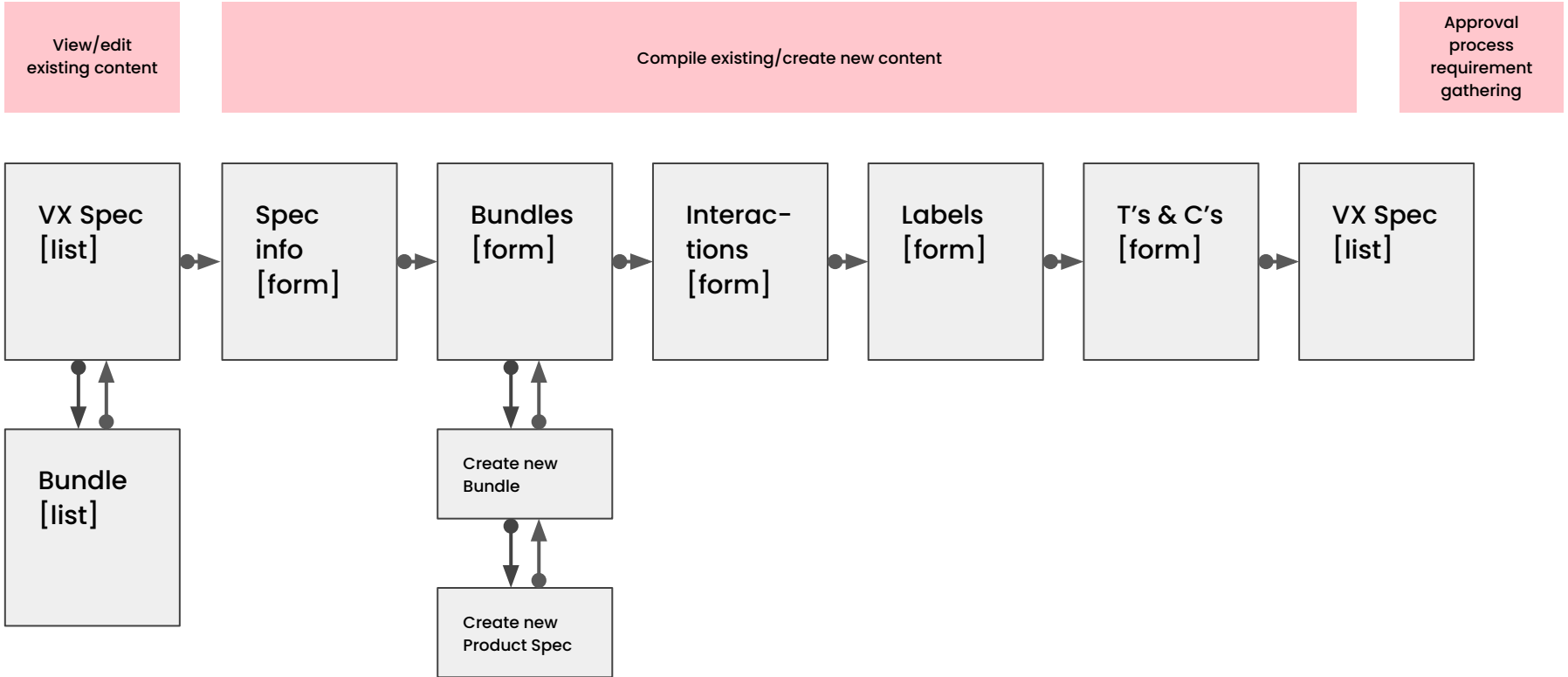
## Why

- Validate useability assumptions of using list pages as entry points to form journeys and creating micro data packages (Bundles, Product Specs) within a larger item.
- Give insight to the level of onboarding necessary for new/alternative users to comfortably use the tool.
- Collect requirements for what an admin would require to easily approve/block submissions to the platform.



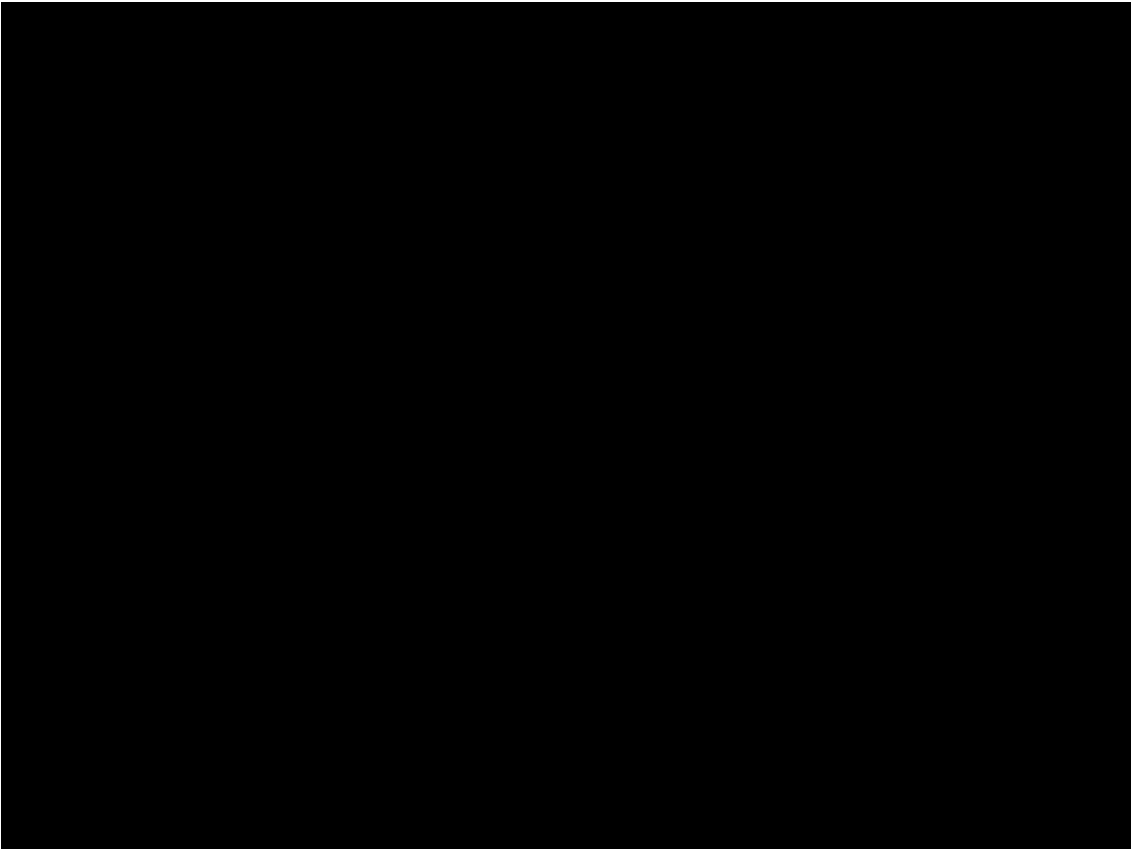
# Mogel: Prototype testing V1

## What was tested



**Mogel: Prototype testing V1**

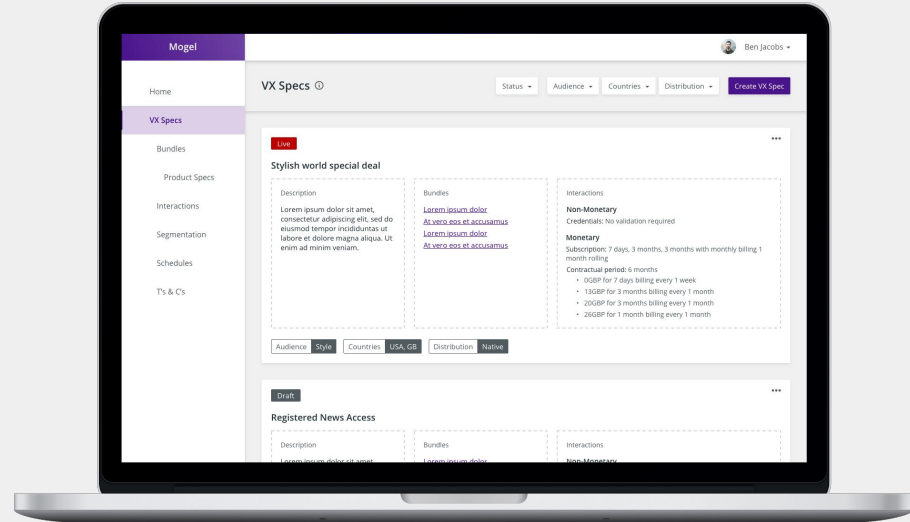
What was tested



# Methodology

## Methodology

- Internal
- Remote moderated
- Clickable prototype
- 2 individuals from Marketing.



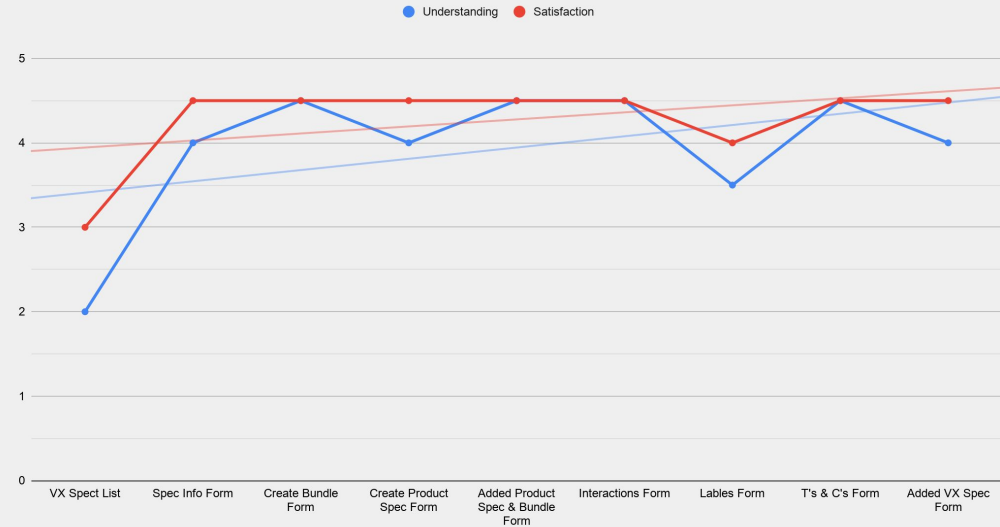
# Findings



## Quant

- Average satisfaction of current solution was 2.5.
- Both satisfaction and understanding started low and ended high.
- Large drop in both understanding and satisfaction can be seen at the Labels part of the form journey.

Understanding vs Satisfaction



Understanding

AV 3.9

Satisfaction

AV 4.3

## Qual

- Starting at a VX Spec was not sufficient for understanding the architecture of the product. An introduction “Home” is needed to signpost users to already designed journeys.
- More needs to be done for naming convention understanding. Suggest a glossary function that is as extensive as possible. Not just section/page names but also form elements e.g. Ratio, Label.
- Labels interaction was unclear. Need greater functionality/onboarding to existing labels vs the user adding new ones.

“

**The more I interact with it [Mogel], the more I’m starting to understand it.**

“

**It’s not immediately obvious what a few of these things are here [nav].**

## Admin user requirements

- Would like to approve items as collective as opposed to micro elements. This would aid context to why they are required to exist.
- Would like a separate feed environment for things that need to be approved. Users should be notified via email/slack when new actions arise.
- “Admin” is not just one user category but encompasses Legal, Finance, Acquisition, Retention, Operations, Propositions and Customer management. Each team should be required to approve an action on Mogel. Admins need recognition of other teams approval status on a submission e.g. Legal has approved but Finance hasn't.

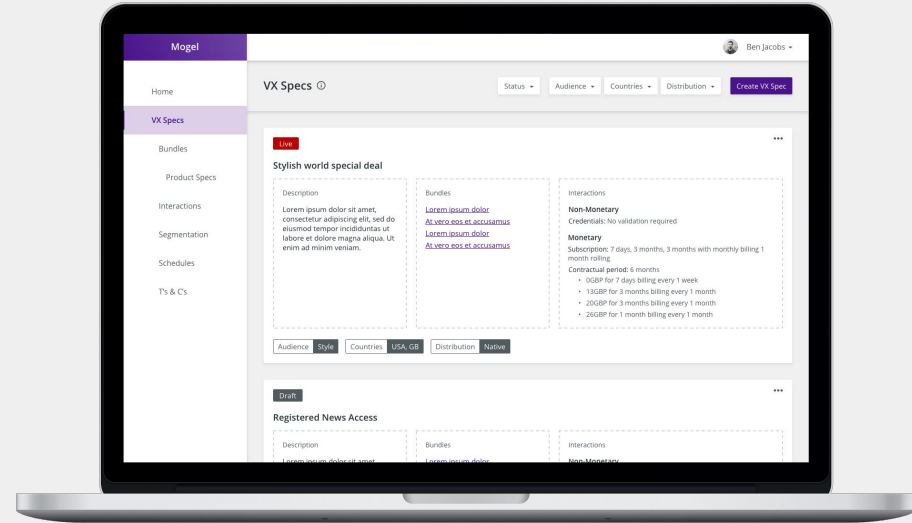
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**It would make more sense to me to just approve the VX spec as a whole.**

# Key findings

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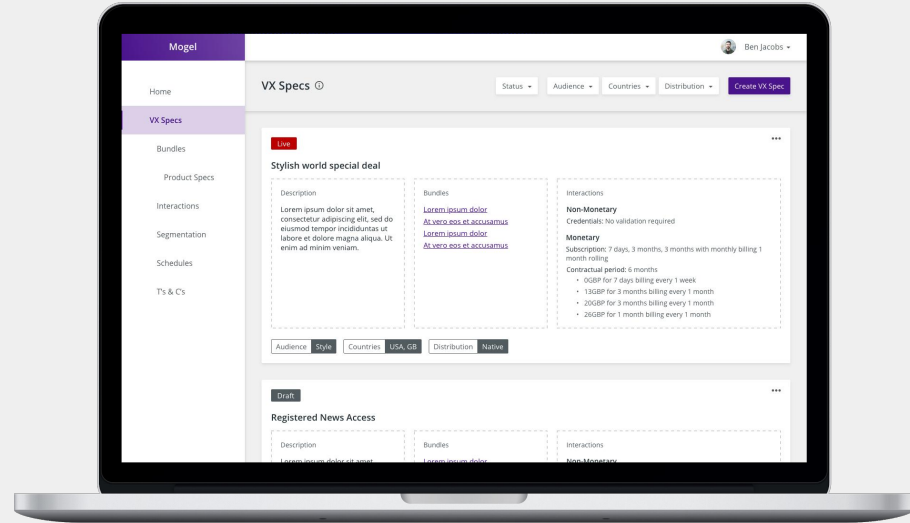
- Understanding is currently not at a passable level. Qual points towards this lack in understanding coming from two things: firstly, the lack of homepage or onboarding into the product a secondly, naming conventions varying in comparison to the existing solution.
- Some interactions within the form were not easy for user to interpret how they would function just by appearance.
- Admin users have a clear understanding of what they would need to successfully approve/reject submissions to the site.



# Next steps

## Next steps

- Scope what needs to be completed for MVP taking data from testing into consideration.
- Produce documentation in line with scope and beyond. Hand over said documentation to development to ensure smooth transition.



**Thank you.**

