

News UK

UXD

THE  TIMES
THE SUNDAY TIMES

My Account Initial Development

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- Competitor Analysis
- Allow Changing of Address/Billing Details
- Allow for Holiday Stops
- Next Steps

Brief

To explore and investigate existing examples of 'My Account' or 'Settings' and the UI elements that they use to enrich the users experience and how our current solutions compare to competitors.

Competitor Analysis

Existing examples currently being used

Behance

1. Single page

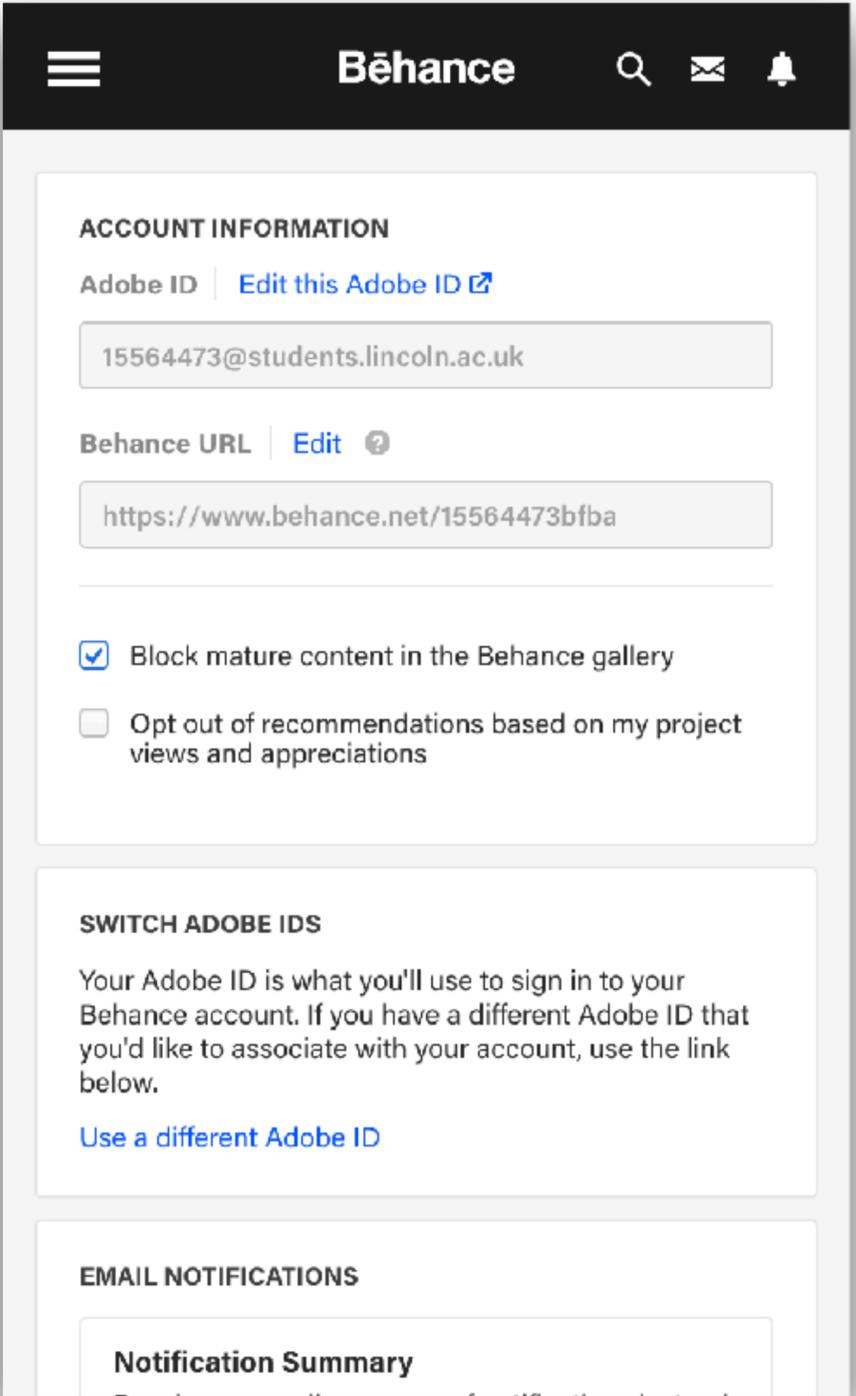
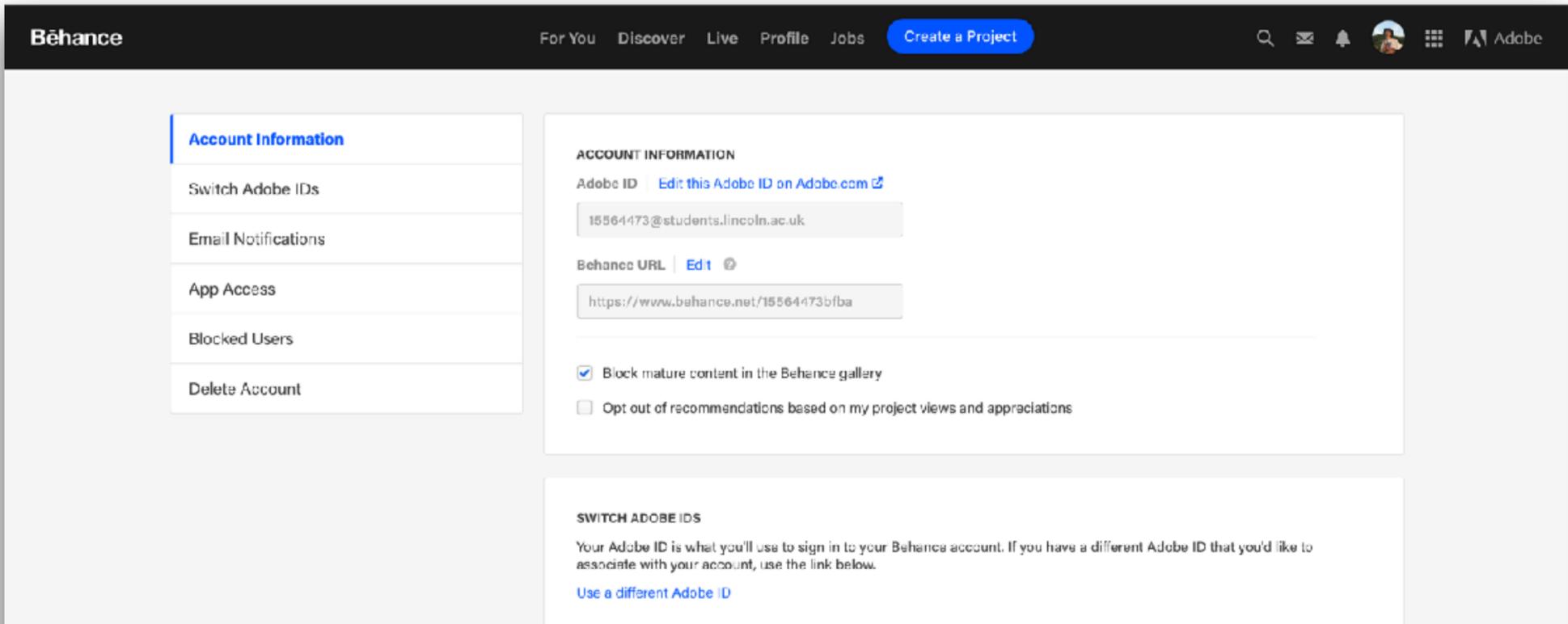
Fixed nav uses jump links to navigate over single page.

2. Nav highlights page position

Provides direction to a complex page.

3. No nav on mobile

Nav displays hidden and optimum functionality disappears.



Amazon

1. Multi page

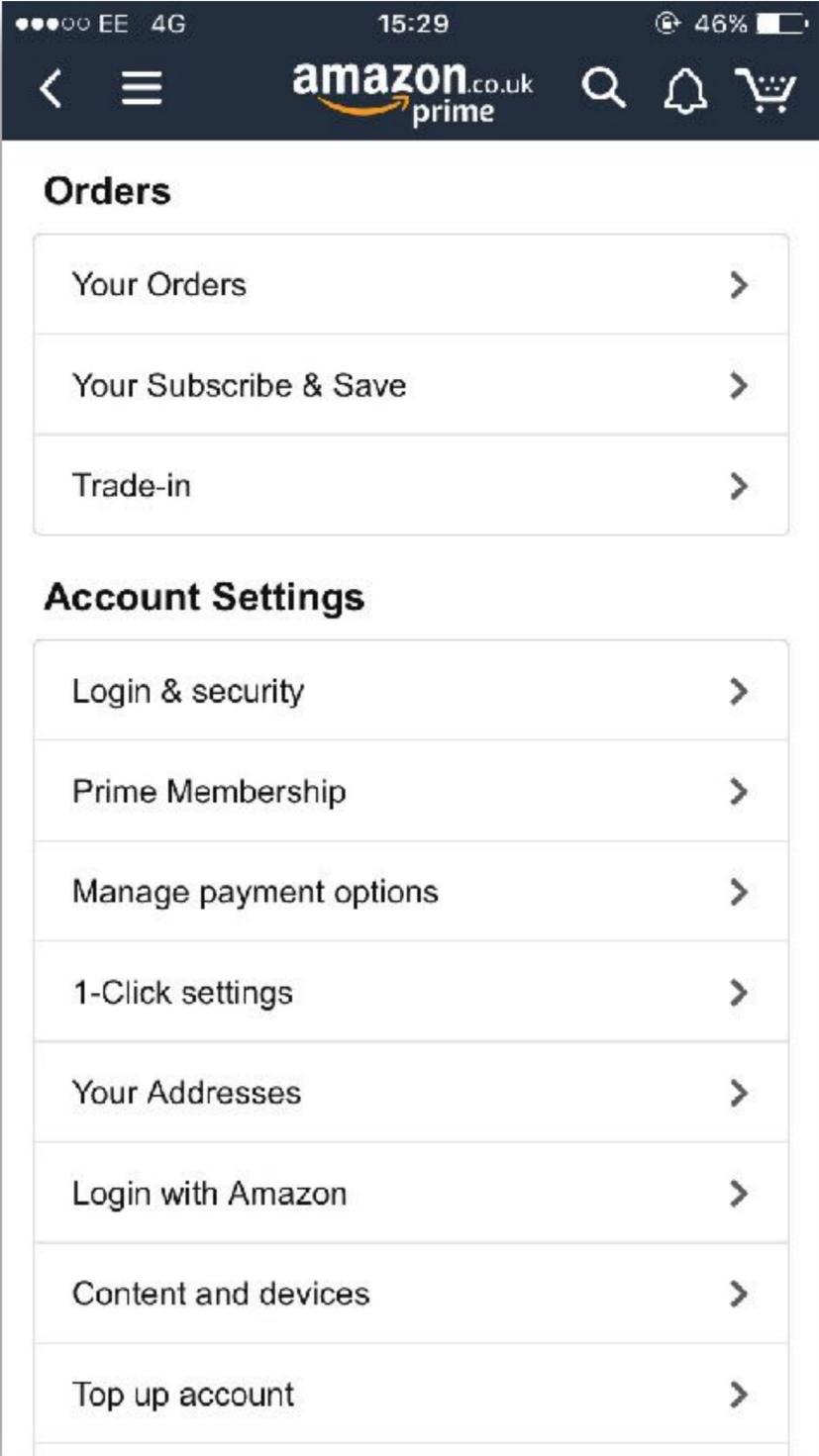
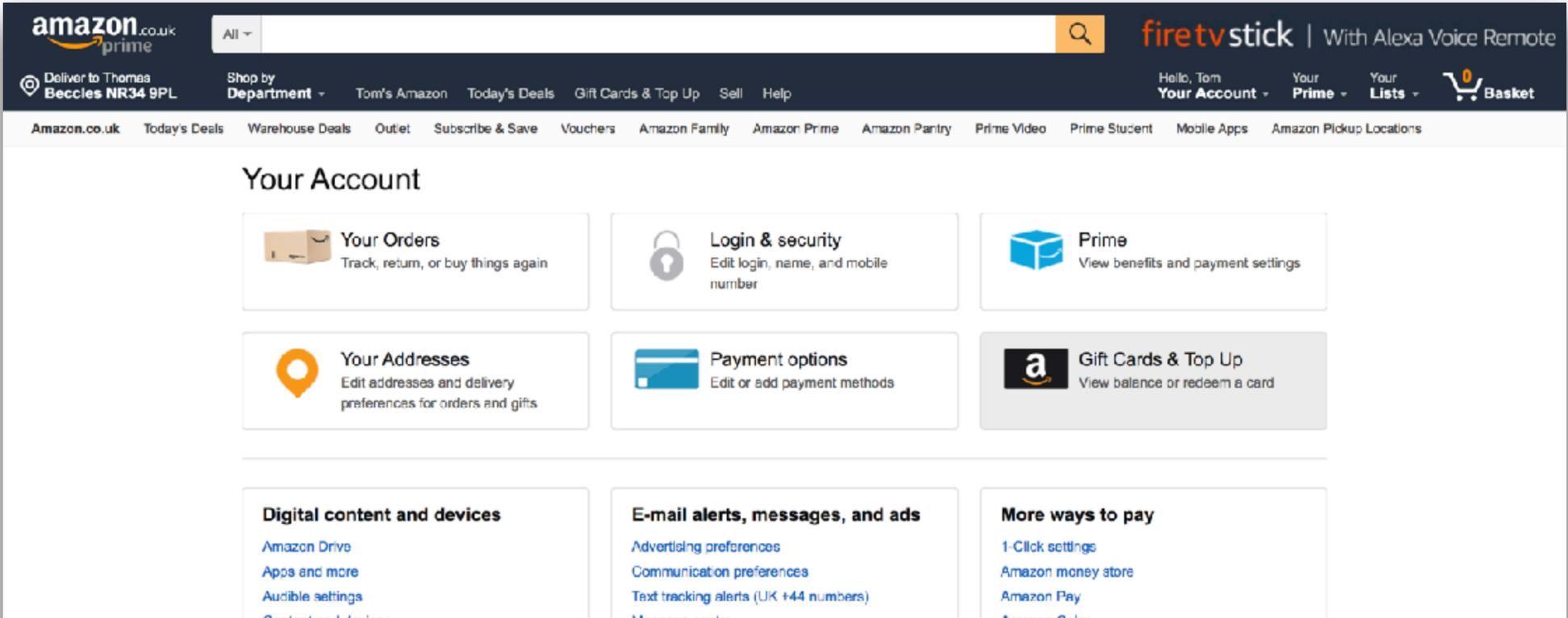
A parent hub page directs to specific categorised children.

2. Refined categorisation

Provides easy access to specific content.

3. No direction

Three column layout provides no hierarchy, stating point unclear.



Adobe

1. Overview summery

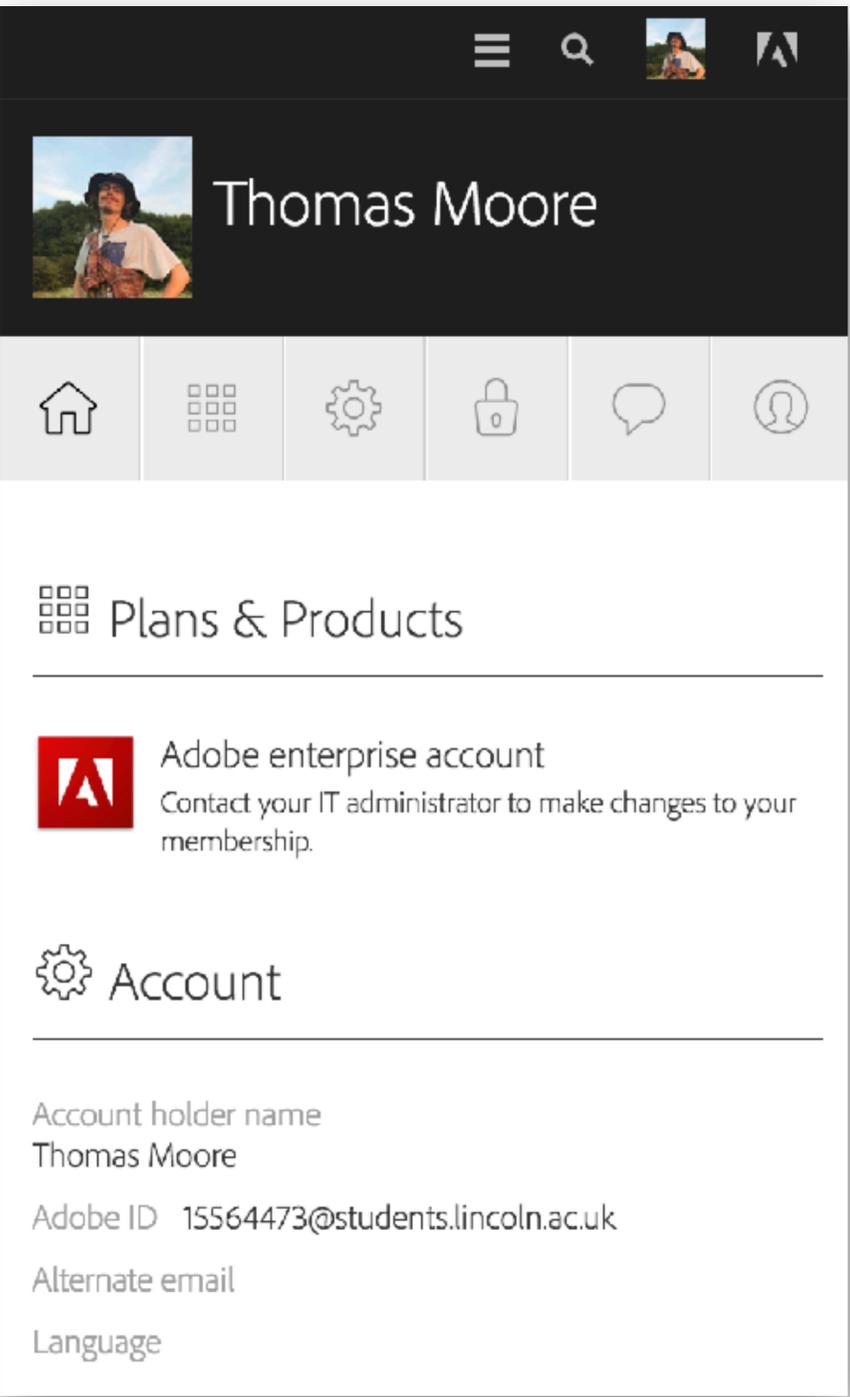
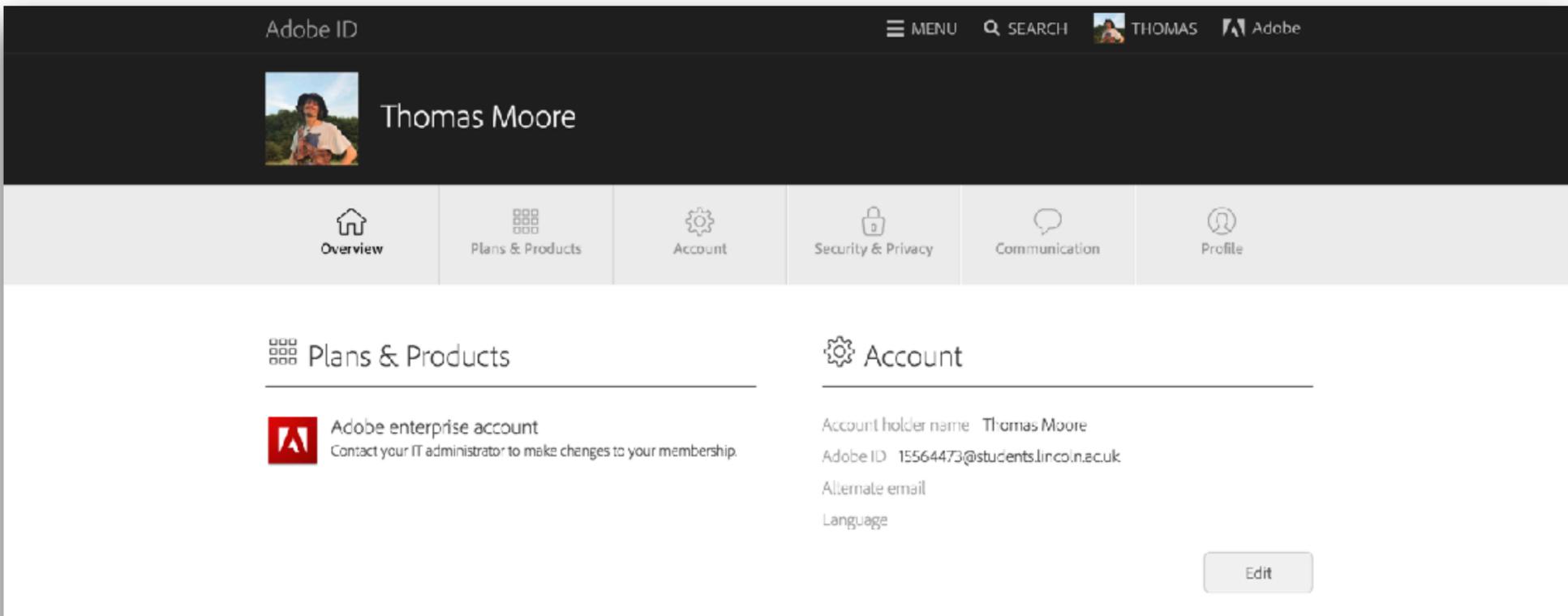
Allows users to see the most important information.

2. Categorized navigation

Defines placement to avoid lingering users.

3. Clean crossover to mobile

Placement of UI elements remains accurate to desktop.



Google

1. Summery parent page

Provides easy item focus before entering main navigation.

2. Focus presented

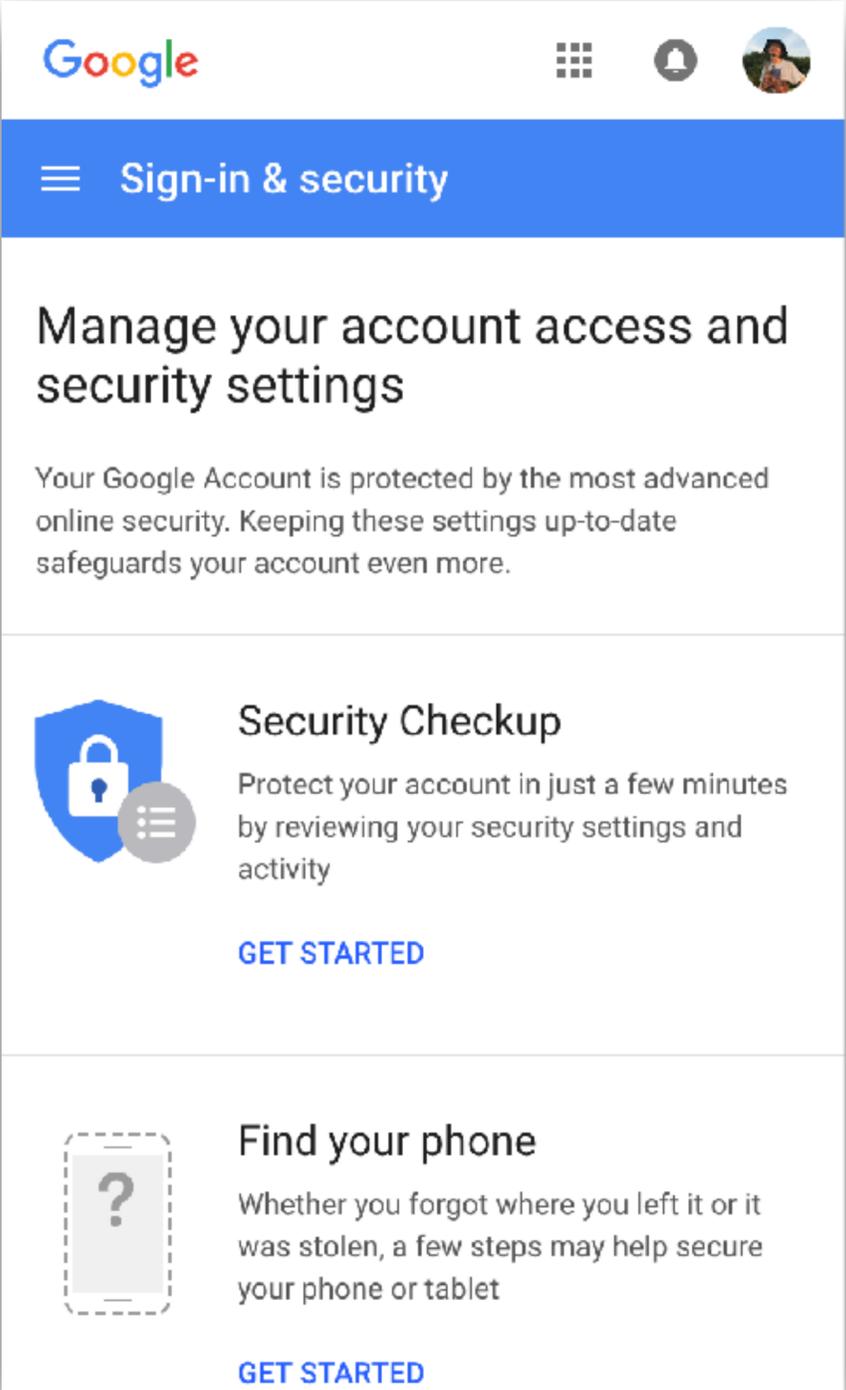
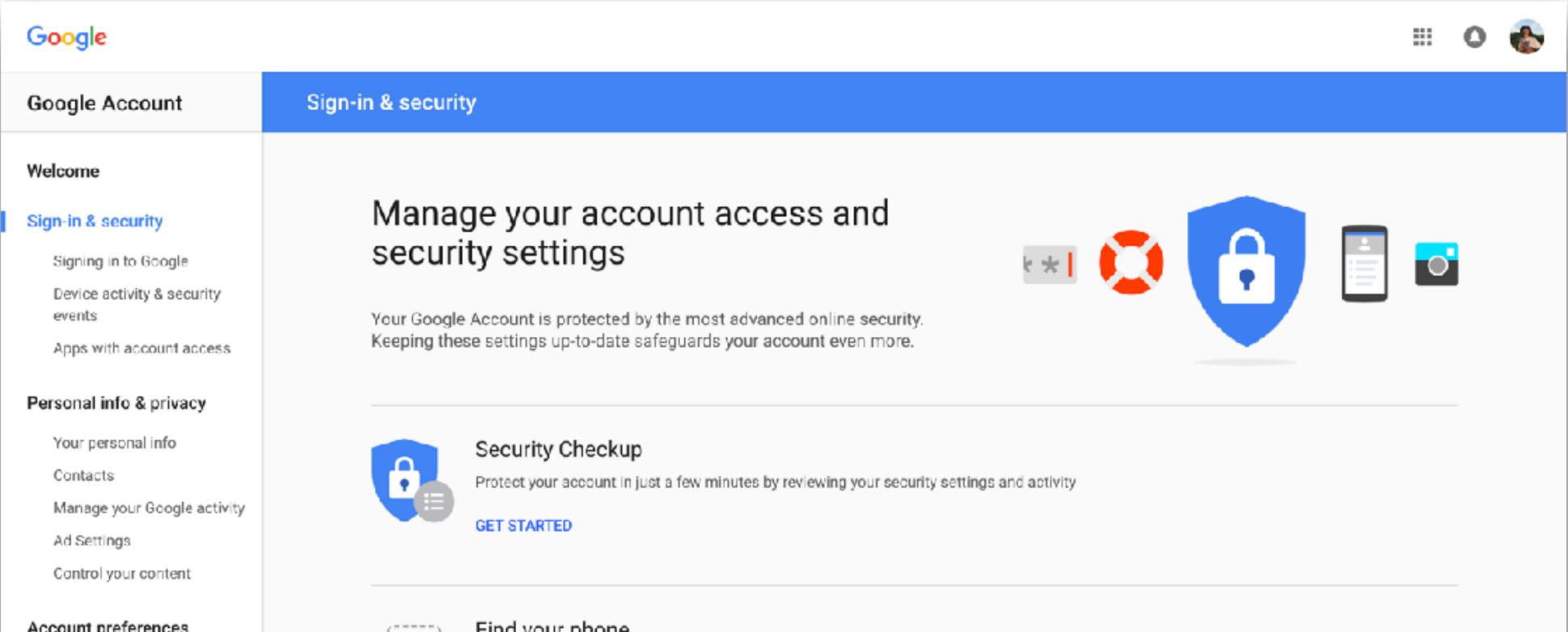
Chosen item is then presented in content container with full navigation available.

3. Main heading content

Only content under the main heading is displayed enabling clear segregation for user.

4. Clean crossover to mobile

Mobile presents the same content but in the most effective means possible for platform.



Dribbble

1. Multi page

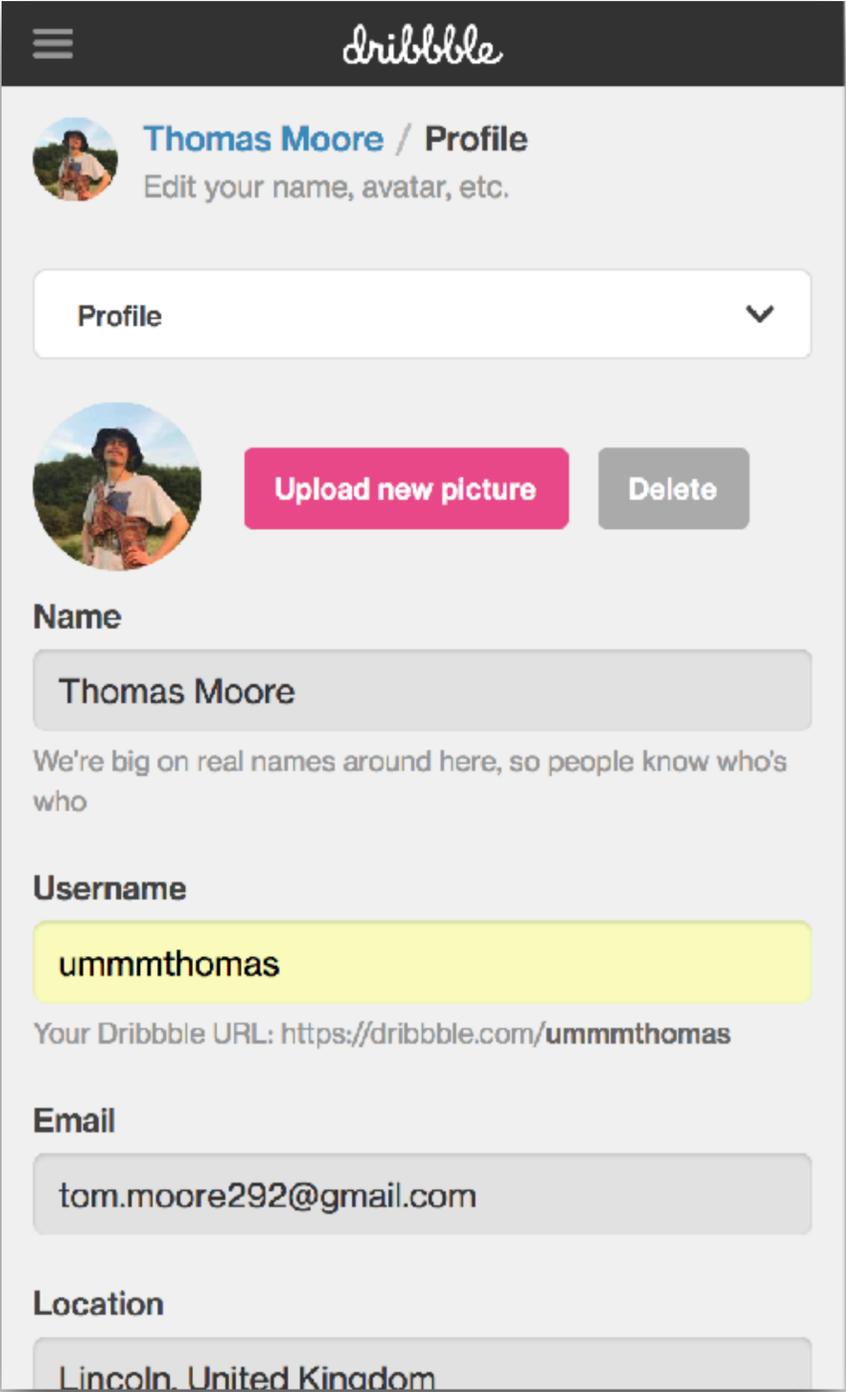
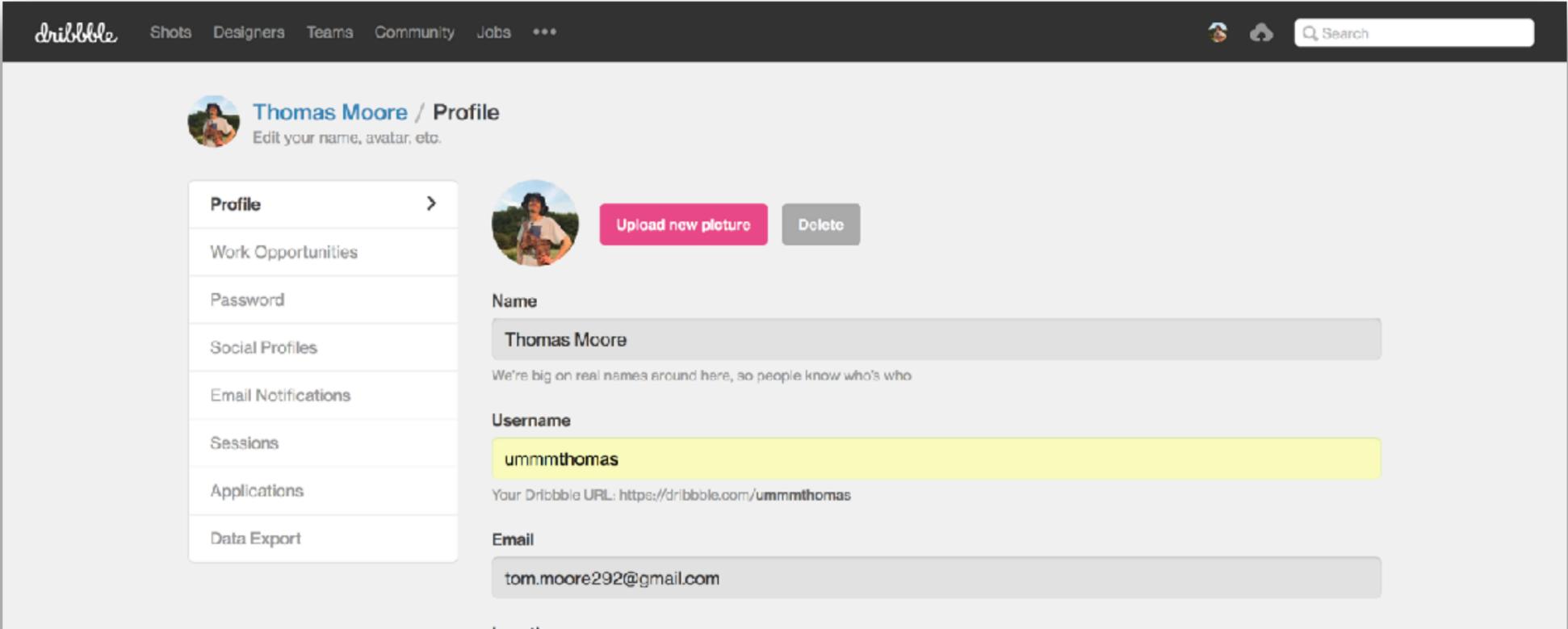
Content spilt up page by page dependant on category.

2. Nav not fixed

Long pages means navigation for Account is lost.

3. Drop down nav on mobile

Mobile experience broken up within navigation simplifying content flow



KEY LEARNINGS

- Competitor examples feature a unique UI that differs from the global structure of the main application.
- All maintain global navigation throughout entering 'My Account' while also including secondary navigation in some form to navigate the internal items.
- Personalisation plays a prevalent role in providing a unique experience to each user featuring elements such user name or icon as part of navigation or content copy.
- An overview or summery of key account information and prevalent items within the 'My Account' are presented first to users. Interaction of these would then focus to this item, but would not limit content to only one subject.

Allow Changing of Address/Billing Details

CURRENT SOLUTION

MOBILE NUMBER: (EDIT)

ADDRESS LINE 1: 24 Puddingmoor

ADDRESS LINE 2:

ADDRESS LINE 3:

TOWN/CITY: Beccles

COUNTY:

POSTCODE: NR34 9PL

COUNTRY: United Kingdom

My notification settings

LOCATION: Beccles, United Kingdom (EDIT)

EMAIL ME WHEN:

	NEVER	IMMEDIATELY	OFTEN
• Someone comments in a conversation you're following	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
• Someone likes one of your comments	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
• Someone replies to one of your comments	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

If you'd like to make any changes to your profile, and you can't see a way to do it on this page, please call Customer Services on [0800 018 5 177](tel:08000185177)

SAVE

Saving

The process of editing single items can be quite drawn out and require a number of clicks. If editing entire section it would make sense to do it like this only happens on sign up.

Google redirects to a single item page related to a selected input which can then be edited. The users can then return to the summary to edit other items allow easy and focused editing of data.

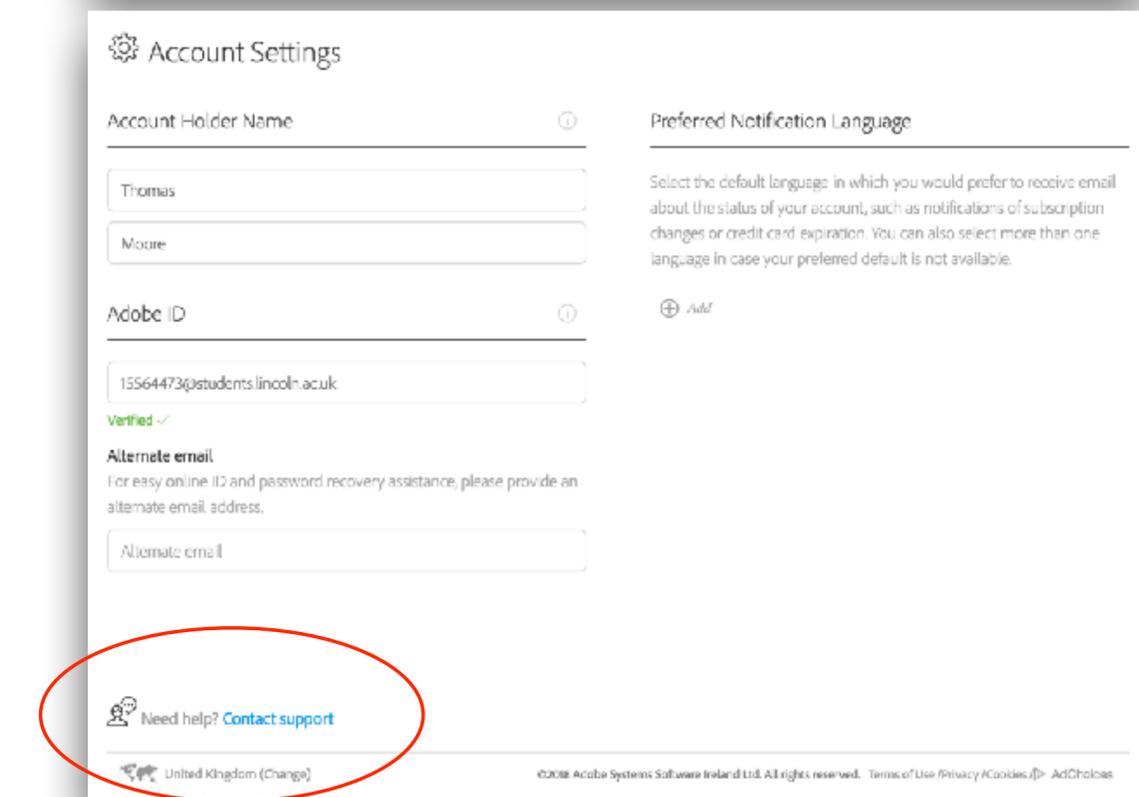
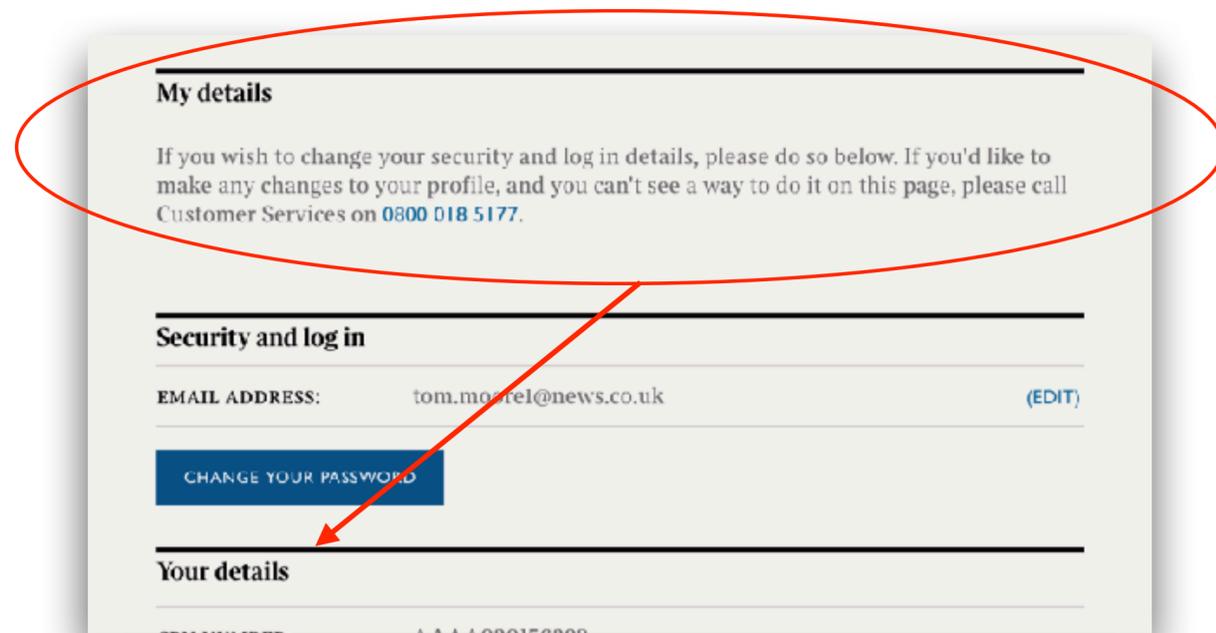
Google

← Birthday

Your birthday lets Google know you're old enough to use certain services. If this Google Account is for a business or organization, use the birthday of the person who manages the account. [Learn more](#)

January 9, 1997

Your birthday isn't shared. [Sharing settings](#)



Hierarchy

The current solution does not encourage self services editing of data due to the incorrect hierarchy in relation to the Customer Services support copy, and the editable data itself. The users first interaction is with copy that diverts them towards Customer Service support, structuring the users path towards non self serve.

Adobe structures first interaction around self serve, allowing users to figure it out for themselves while also providing customer service contact interaction at a later stage of the page to avoid users getting lost entirely.

Security and login

EMAIL ADDRESS: tom.moore1@news.co.uk [\(EDIT\)](#)

[CHANGE YOUR PASSWORD](#)

Your details

CPN NUMBER: AAAA020156392

TITLE: Mr

FIRST NAME: Thomas

LAST NAME: Moore

Your personal info

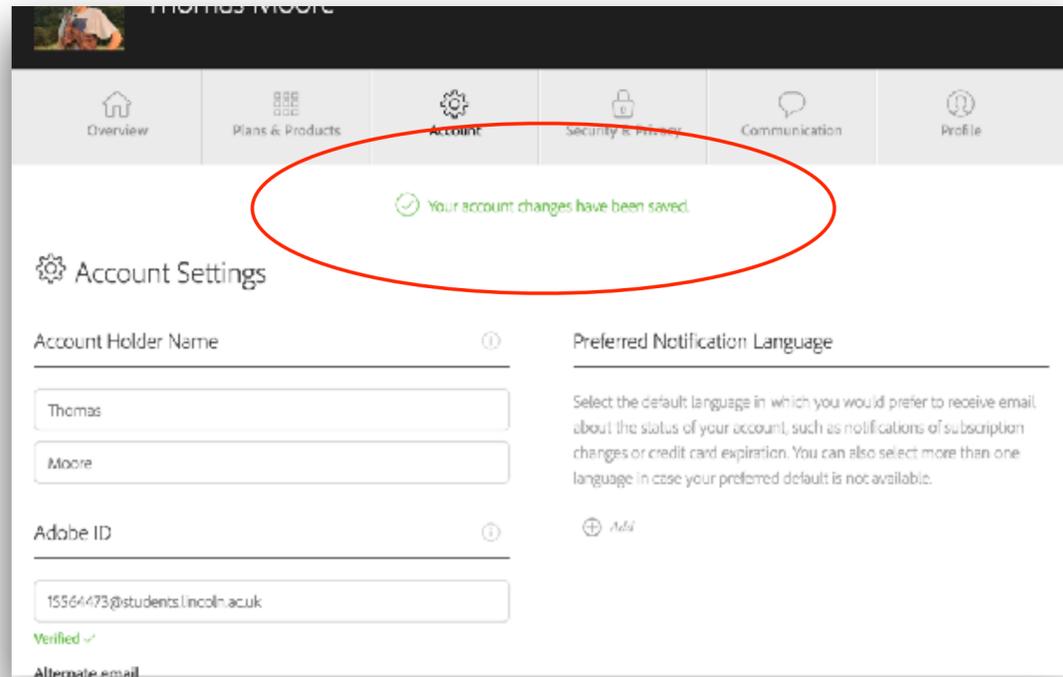
Manage this basic information – your name, email and phone number – to help others find you on Google products like Hangouts, Gmail and Maps, and make it easier to get in touch.

Name	Tom Moore	>
Email	tom.moore1@news.co.uk	>
Birthday	Add birthday	>
Gender	Rather not say	>
About me	Edit what others see about you	>
Location sharing	You are not sharing	>
Search settings	Manage settings	>

Data Use

Currently we have no explanation behind the use of a users data where they can clearly see it. This builds distrust with the organisation and can be easily resolved with transparency.

Google clearly label not only an introduction to the forms themselves but why they are collecting the data in the first place and where it will be used.

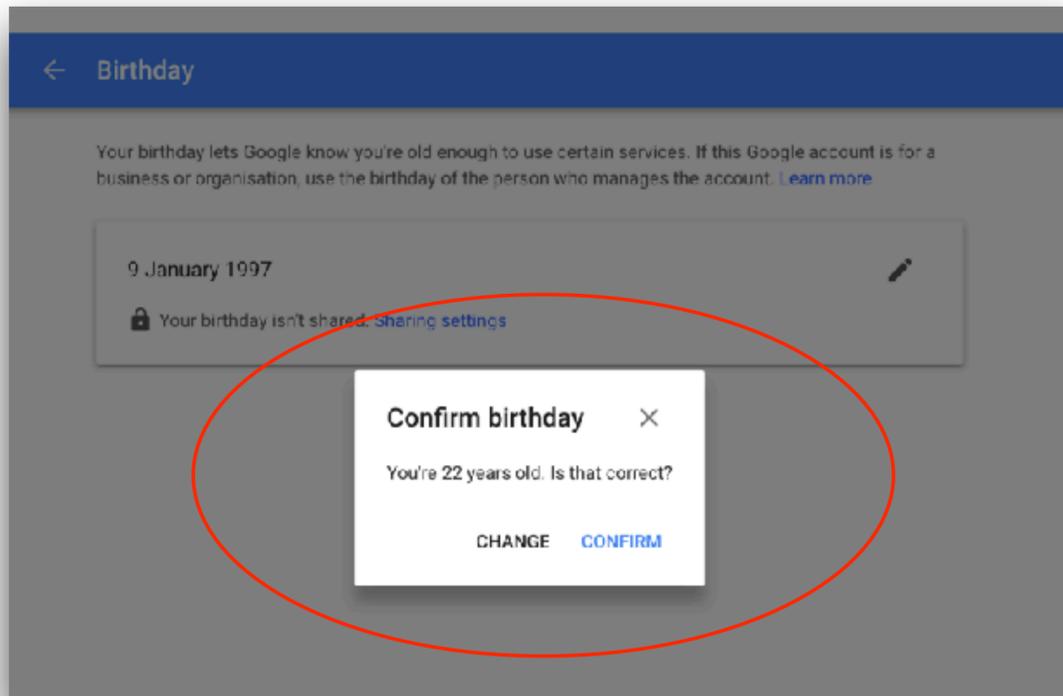


Receipt of Actions

My Account does not currently communicate natively to the user when input fields are modified. This then leads to confusion with users being unable to distinguish manual changes in their account.

Behance prompts a user that the changes they made were correctly saved, positively affirming their actions. Prompts are always presented in the same place to provide a common place of response, drawing the users attention to a single place after every change.

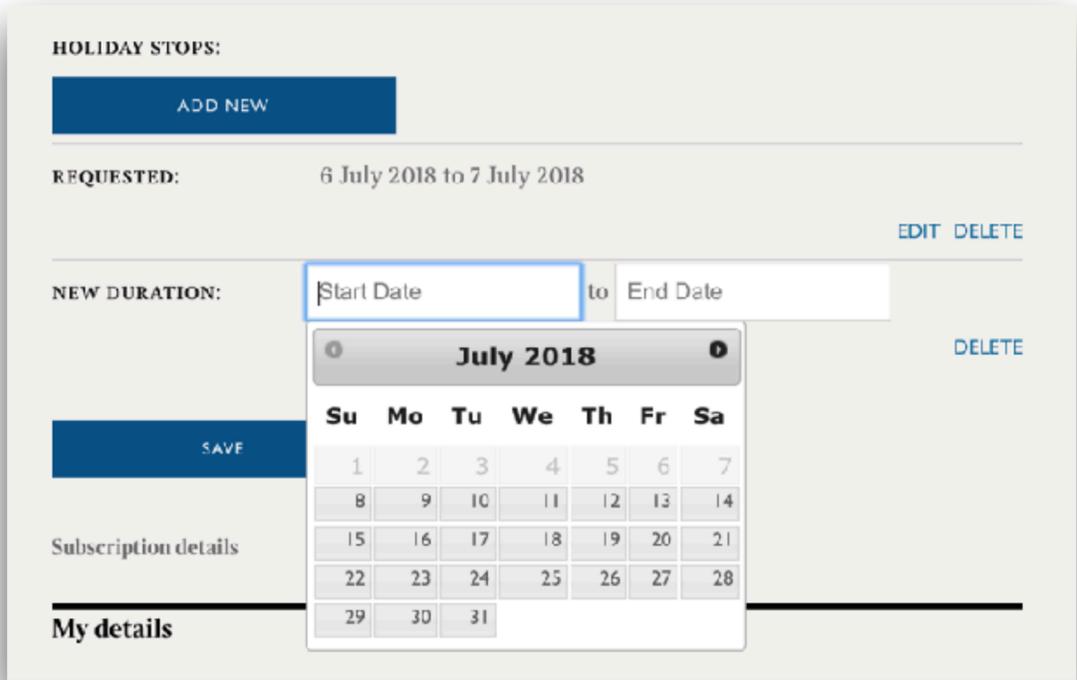
Google takes this a step further by proposing a question back to the user. Not only does this validate the users input from our perspective but this also provides validation to the user to ensure that we have received the data correctly.



KEY LEARNINGS

- Saving input fields is cumbersome for users trying to edit data efficiently. This could be resolved through individualising single fields and breaking up the process.
- Users are being directed straight to support services without having the opportunity to self serve. Investigate reordering the hierarchy of content and support prompts to a self serve narrative, putting self serve first.
- Data input forms have no content to data use and can simply be resolved through transparency.
- Users are not validated to their input changes. Native prompts would avoid user confusion through providing the needed validation.

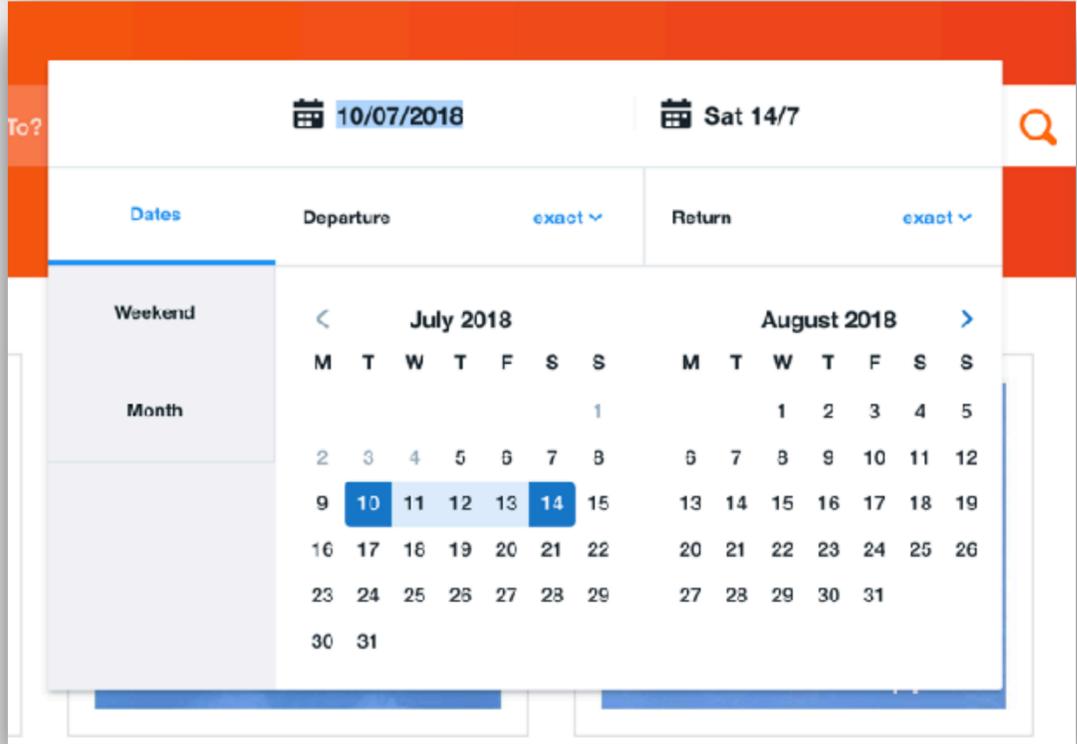
Allow for Holiday Stops



Calendar and Input

Currently, to input a period of time the users require to select from two individual calendars that feed into input boxes. This process breaks up the action where it could be completed within one interface.

Kayak use one calendar to input start and end data, allowing both pieces of data to flow over a single container; users comprehend their inputs to a greater extent with actually being able to see them together. Users still have keyboard input but in tandem with visual representation of the data.

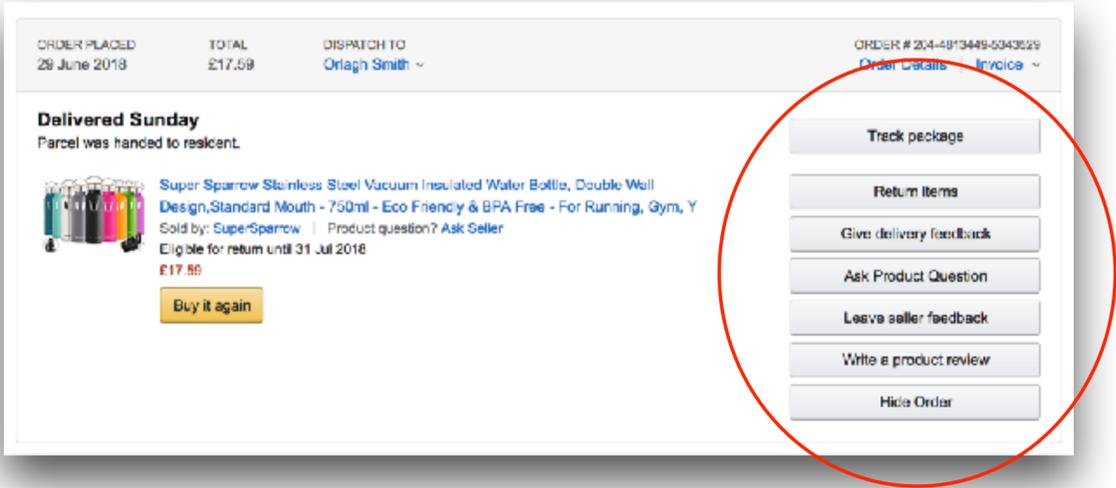


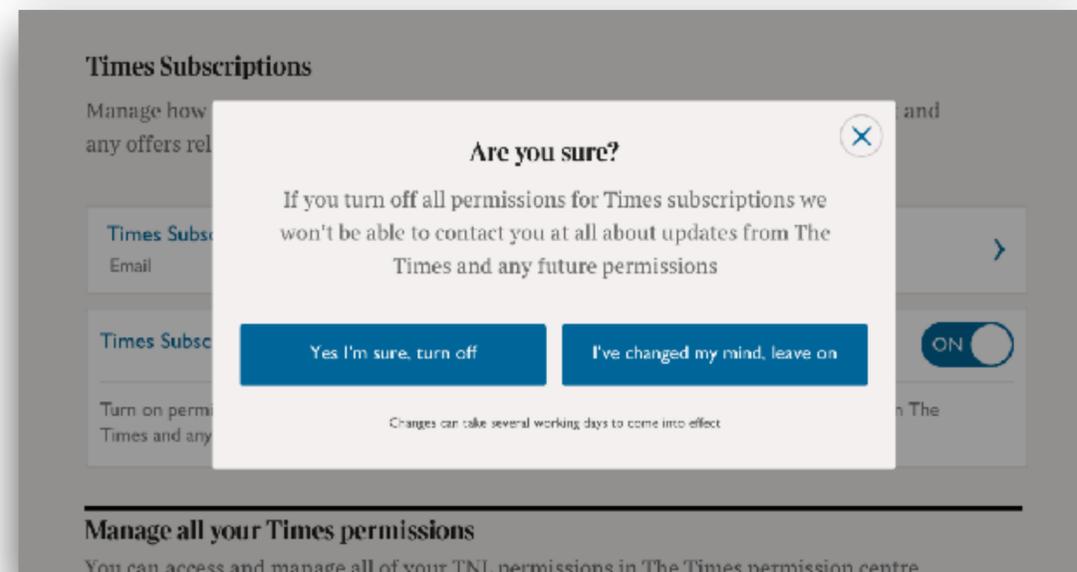
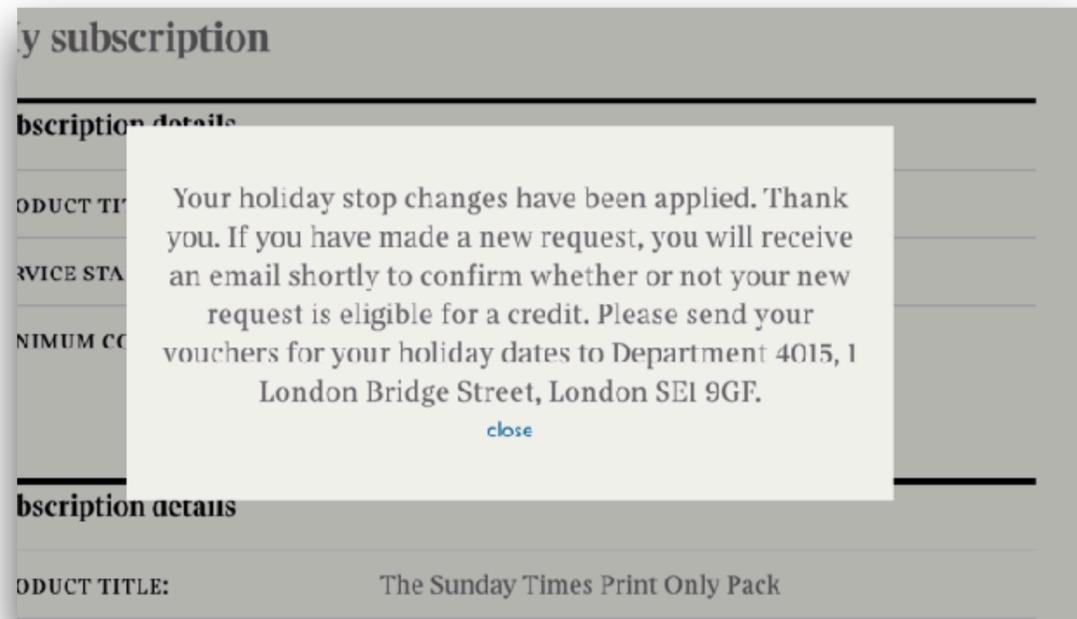


Text Links

For something that has quite a bit of functionality behind it, 'Edit' and 'Delete' possess very little dominance on the page.

While featuring both text links and buttons, Amazon opts for using buttons to define key actionable functionality for form items.



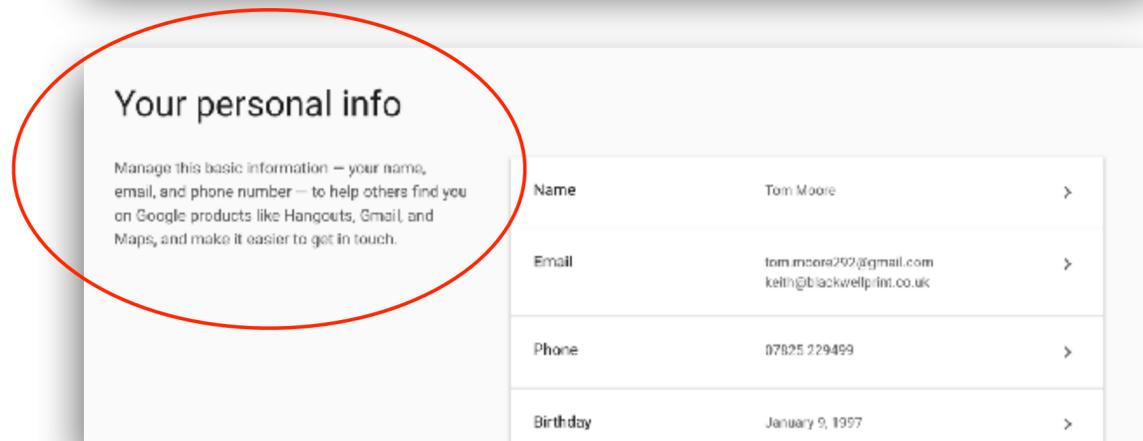
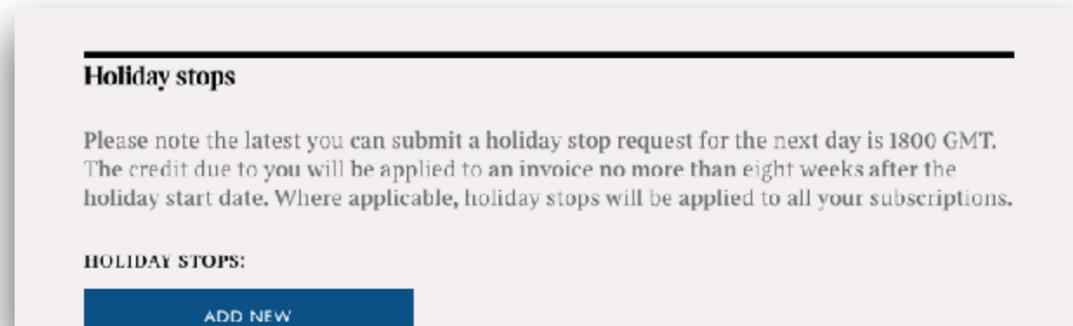


Modals and Alerts

Modals are a great way to force users to interact with something; halting attention to one subject. Our current solution achieves this well but content included within modals could be reviewed. Placing important content inside a modal can disrupt flow by providing a one time access to this information.

Unstyled alerts are also used to provide feedback to the user when completing form actions where native solutions with on brand styling could be used.

Our current work into 'My Preferences' could be implemented across My Account. This would break up the process of interactions and provide a sensible amount of content to a user at various stages.



Introduction Copy

Introductory copy currently does not accurately inform users to what Holiday Stops actually are. Information such as 'Kick in' time could be built into interactions such as the calendar so they wouldn't actually be able to happen.

Google provide clear summaries to objects while not flooding the interface. Specific perimeters that need to be communicated are done so on an individual bases, on individual pages.

KEY LEARNINGS

- Input fields can be combined and visual feedback presented to user upon input via interaction.
- Placement and objectification of interactions such as text links could be prominent to denote their weight and significance.
- Content within modals could be reviewed to streamline user interactions.
- Supporting copy material could be more descriptive to interaction and use of actions.

Next steps

UXD

- User Testing of Current Environment
- Grouping | IA | Hierarchy
- Inter-environment navigation
- Actions / Mechanisms

User Testing

Face 2 face and card sorting exercises of current solution

Face 2 face

Our goals were to gauge user interpretation of current AI of my account and to validate usability of existing actions (edit screen name, add holiday stop, edit billing address).

Tested subjects:

- Prior knowledge and usage
- Category association
- General reaction
- Interactive mechanisms

KEY FINDINGS

- Users would like more information around their subscriptions
- ‘My Subscriptions’ could be divided to break up navigation and mechanisms
- Users were unaware of purposes behind mechanisms
- Users would think they completed tasks but functionality incomplete or errors occurred
- Interactions were not structured to provide instant gratification
- Users gravitate to ‘Contact Us’ for subcategories
- Names of some categories and sub categories caused confusion to purpose
- Users seek validation from interactions instantly
- Users struggle to differentiate between individual sub categories
- Users want to self serve their own information

KEY LEARNINGS

- Provide extra information and interaction behind users subscriptions
- Divide my subscriptions into a manageable experience
- Provide short but comprehensive introductory copy to sub categories where relevant
- Give clear visualisation to feedback of interactions
- Allow users to focus on one interaction at a time
- Transplant 'Contact Us' from the local scope and provide dedicated space throughout the experience
- Explore logical category and sub category naming conventions
- Provide clean and clear visual layout of UI and style
- Allow self serve for as much content as possible

Card sorting

Our goals were to gauge user interpretation of current naming conventions of sub categories and the way in which they would logically order them.

Tested Categories:

- Subscription Details
- Voucher information
- Holiday stops
- My notification settings
- Arts and culture
- Best of times
- Security and login
- Phone numbers
- Your details
- Change payment details
- Change billing address
- Live chat

KEY FINDINGS

- Users consistently segregated 'Live chat' from all other categories
- A majority of users cut down the total number of categories to an average of 3
- All users grouped content related to 'My bulletins' together while only including 'My notifications' a minority of the time
- A majority of the time, personal details related sub categories were divided from 'My subscription' related content

Grouping / IA / Hierarchy

My Subscription:

- Subscription details
- Voucher information
- Holiday stops
- Security and log in
- Your details
- My notification settings

My Billing:

- Change payment details
- Change billing details

My Bulletins:

- Arts and culture
- Best of Times
- ...

Contact Us:

- Phone numbers
- Live chat

My Subscription

- Subscription details
 - Subscription type
 - Start date
 - End date
- Billing
 - Method *
 - Card type *
 - Expiry date *
 - Name on card *
 - Billing Address *
- Voucher info
 - Voucher booklet due
- Holiday stops
 - Approved *
 - Requested *

* User can change

* Recommend user being able to change

My Details

- Personal info
 - Title *
 - First name *
 - Last name *
 - Screen name *
 - Date of birth *
 - Phone number *
 - Mobile number *
 - Address line 1 *
 - Address line 2 *
 - Town / city *
 - Post code *
 - Country *
- Log in & security
 - Email address *
 - Change your password *
- Notifications
 - Location *
 - Email me when *

My Bulletins

- Arts and culture *
- Best of Times *
- Books *
- Brexit briefing *
- Business *
- Curtain call *
- Comment and opinion *
- Crime club *
- Driving *
- Fashion, style and beauty *
- Food and drink *
- Football *
- Money *
- News *
- Photography *
- Poetry *
- Puzzels *
- Red box *
- Sport *
- The brief *
- History of the war *
- The ruck *
- The sweeper *
- Travel *
- Wellness *

Tree test 1

Our goals were to gauge user interpretation related to our proposed V1 IA and gain insight to points that can be improved upon.

Test group one:

- My Subscription
- My Details
- My Bulletins

Test group two:

- My Subscription
 - Subscription details
 - Billing
 - Voucher info
 - Holiday stops
- My Details
 - Personal info
 - Login & security
 - Notifications
- My Bulletins

KEY FINDINGS

- Although 35% of users prefer to read on print and 30% on mobile, 75% of users use our website to manage their account.
- 78% of users went against the proposed IA and placed 'Billing details' to live inside of 'My Details'.
- 61% of users initially went to 'My Bulletins' to access their notification settings. The mean confidence of 3.8 showed that they were quite certain of this.
- Only 10% of users placed the ability to change their email address within 'Login & security'; 80% pointed it towards personal info.
- 40% of users thought that their bank card details would live within 'Personal info' where as only 55% went to 'Billing'.

KEY LEARNINGS

- Placement of billing details could be changed and/or title of categories to allow inclusivity towards content of Billings.
- Notification settings and Bulletins could be combined and subcategory title changed to reflect this merge.
- Login & security content or email input itself needs to be either clearly sign posted or placed in a more logical subcategory relevant to users initial perception.

Subscription and billing

- Subscription details
 - Subscription type
 - Start date
 - End date
 - Delivery address
 - Address line 1 *
 - Address line 2 *
 - Town / city *
 - Post code *
 - Country *
- Billing
 - Payment details
 - Method *
 - Card type *
 - Expiry date *
 - Name on card *
 - Billing Address
 - Address line 1 *
 - Address line 2 *
 - Town / city *
 - Post code *
 - Country *
- Voucher info
 - Voucher booklet due
- Holiday stops
 - Approved *
 - Pending*

My Profile

- Personal info
 - Name
 - Title *
 - First name *
 - Last name *
 - Screen name *
 - Email
 - Date of birth *
 - Phone number *
 - Mobile number *
 - Post code ??? *

Login and security

- Change your password
- Two Factor authentication [proposed]
- Social login (RA only)

Newsletters and alerts

- My bulletins
- Alerts
 - Email me when*

Tree test 2

Our goals were to gauge user interpretation related to our proposed V2 IA and gain insight to points that can be improved upon.

Tested categories:

- Subscription and billing
- My profile
- Login and security
- Newsletters and alerts

KEY FINDINGS

- Only 67% of users placed notification preferences to be inside of 'Newsletters and alerts'. The remaining 33% placed it inside of 'My Profile'.
- 67% of users went against the proposed IA and placed their delivery address inside of 'My profile'. The remaining 33% placed it in 'Subscription and billing'.

KEY LEARNINGS

- Naming conventions of 'Newsletters & alerts' could be reviewed to promote content awareness.
- Delivery address could be moved into 'My profile'.

Subscription and billing

- Subscription details
 - Subscription type
 - Start date
 - End date
- Billing
 - Payment details
 - Method *
 - Card number *
 - Expiry date *
 - Name on card *
 - Billing Address
 - Address line 1 *
 - Address line 2 *
 - Town / city *
 - Post code *
 - Country *
- Voucher info
 - Voucher booklet due
- Holiday stops
 - Approved *
 - Pending*
 - Add new

My Profile

- Personal info
 - Name
 - Title *
 - First name *
 - Last name *
 - Email
 - Date of birth *
 - Screen name *
 - Phone number *
 - Mobile number *
 - Address
 - Address line 1 *
 - Address line 2 *
 - Town / city *
 - Post code *
 - Country *

Login and security

- Change your password
- Two Factor authentication [proposed]
- Social login (RA only)

Newsletters and alerts

- My bulletins
- Alerts
 - Email me when*

News UK

Thank you

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WIREFRAME VIDEO

THE TIMES Today's sections ▾ Past six days My articles Times+ My account ▾ Search 🔍

My Account | **My Subscription**

- My Subscription
 - Subscription details
 - Billing
 - Voucher info
 - Holiday stops
- My Details
 - Personal info
 - Login & security
 - Notifications
- My Bulletins

Voucher info

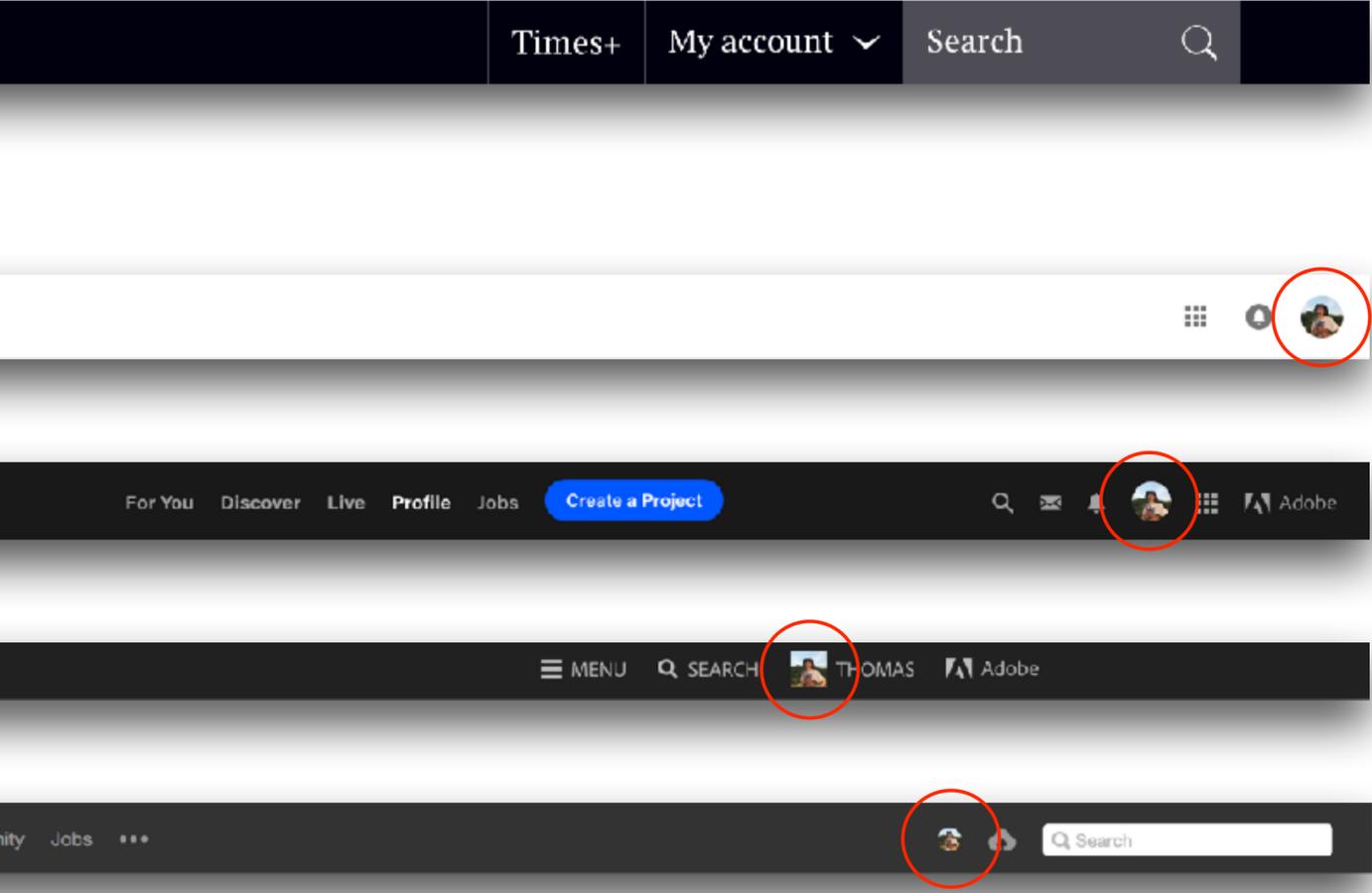
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Holiday stops

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Live chat

Increase Personalisation and Sense of Ownership



User Icon

With no unique face from individual user to user, My account fails to provide a personal identity to users.

4/5 examples from competitor analysis display the 'my account' section either through or paired along side a user icon. This icon commonly links to a profile dimension of the platforms 'my account' section.

Users icons are either obtained through social linking/login or via user input.



COMPETITOR ANALYSIS

Round trip ▾ RESET Sun 5 Aug < > Thu 9 Aug < >

July							August						
M	T	W	T	F	S	S	M	T	W	T	F	S	S
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30	31		
30	31												

DONE

Check-in

< July 2018 August 2018 >

Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30	31		
30	31												

Depart

Dates Departure exact ▾ Return exact ▾

Weekend

Month

July 2018							August 2018						
M	T	W	T	F	S	S	M	T	W	T	F	S	S
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30	31		
30	31												