COMCAST X1 WEB/MOB UX TEAM

PATTERNS IN CUSTOMER SUPPORT USER JOURNEYS (MOBILE APPS)

PREPARED BY: MALIK SMTIH, UXD

PREPARED FOR: SCOTT WELLIVER, SR. IA
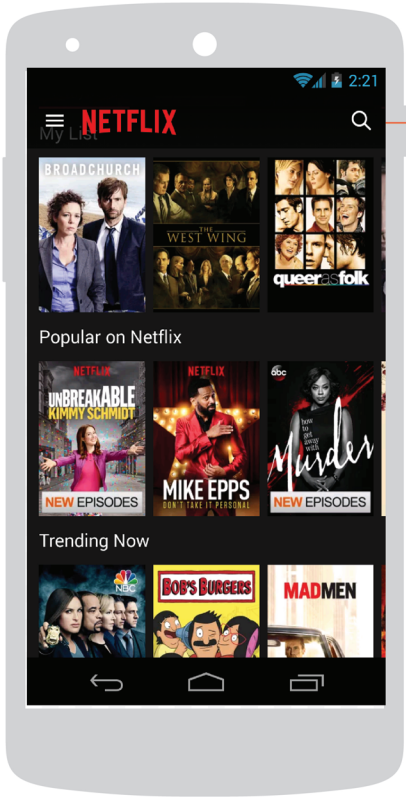
v1.0

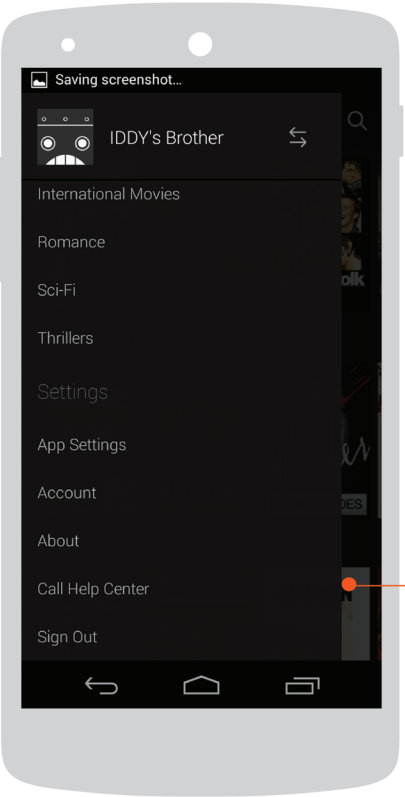LAST MODIFIED MAY 10, 2016

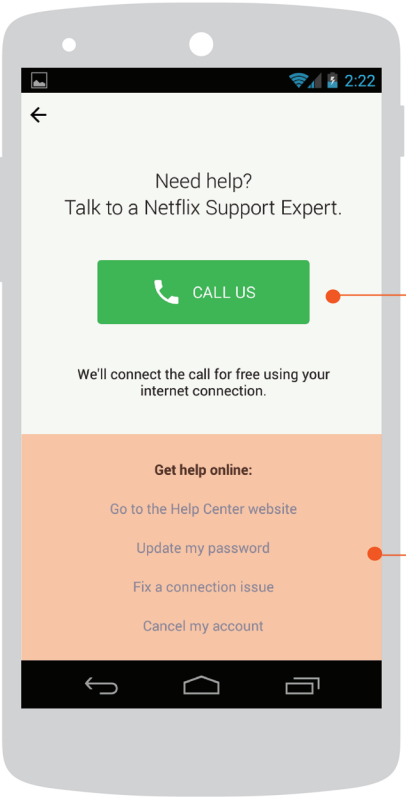**EXTERNAL URL**

PAGE LOADING

USER PAIN POINT

Index Screen
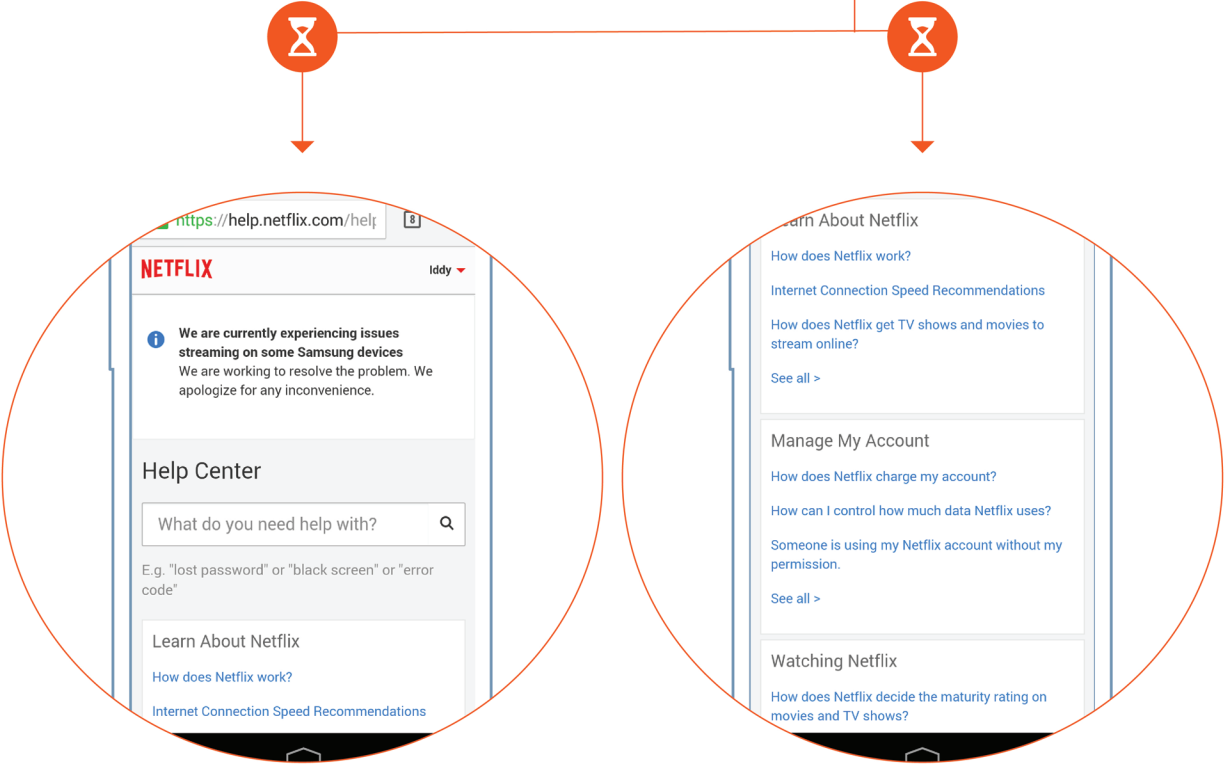
Main landing screen for app.

Main Menu Sidebar

User activates main menu sidebar. Taps settings icon to get a list of utility based options.

Call Help Landing

Call help center landing page gives users a few quicklink options to find support. The primary call-to-action is 'Call Us'.
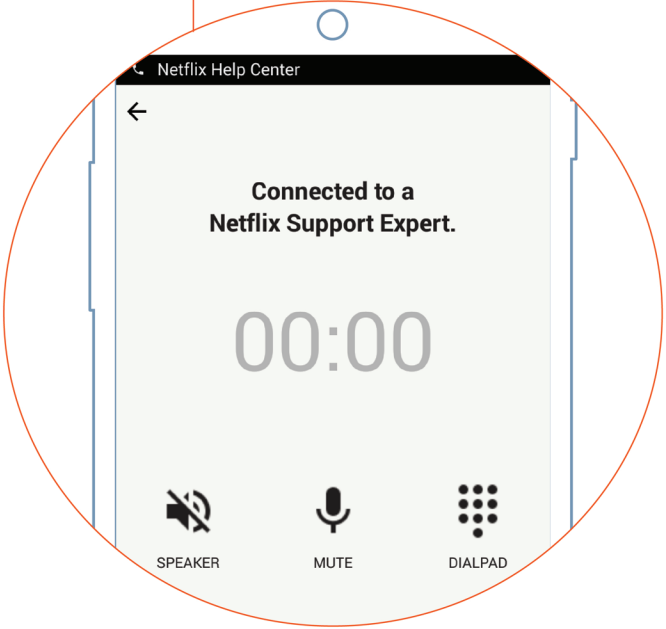
Pros:

- Concise user flow from the index screen to primary customer support call-to-action.

- Customer support calling is embedded within the app interface.

- Secondary customer support calls-to-action are readily accessible.

Cons:

- Secondary customer support calls-to-action could be designed better and more bold.

HEURISTIC DESIGN AND USABILITY REVIEW SCORE:

98.50%

Index Screen

Main landing screen for app.

The Path: Refugees

WATCHLIST
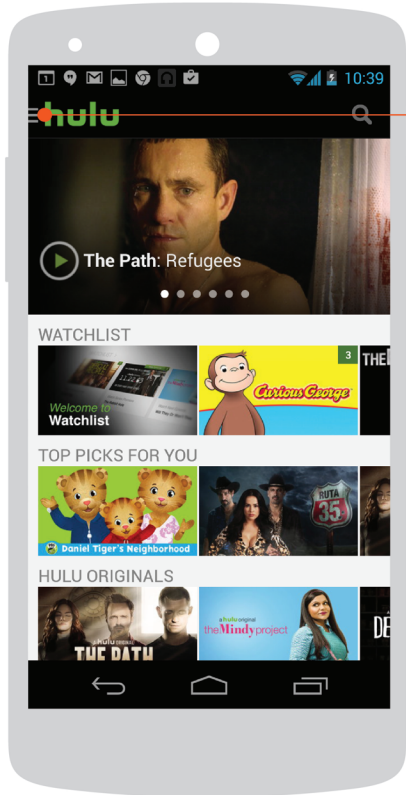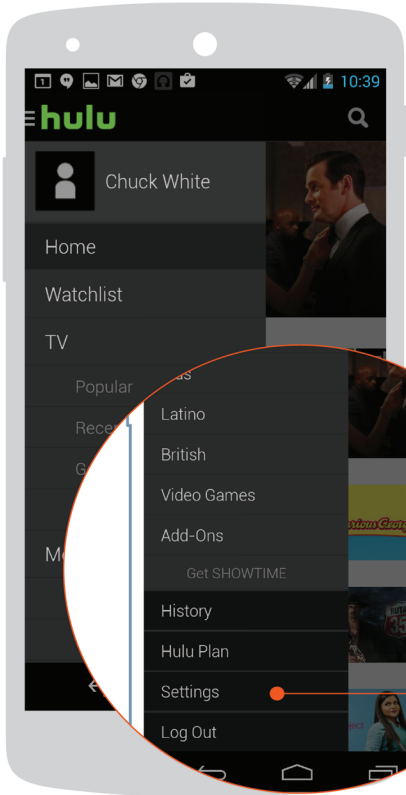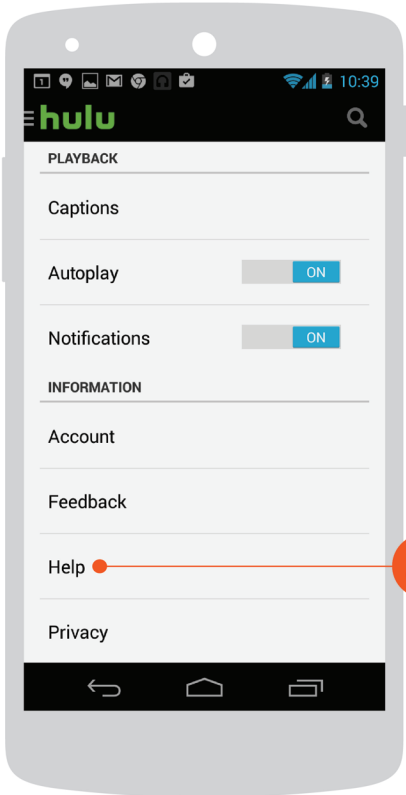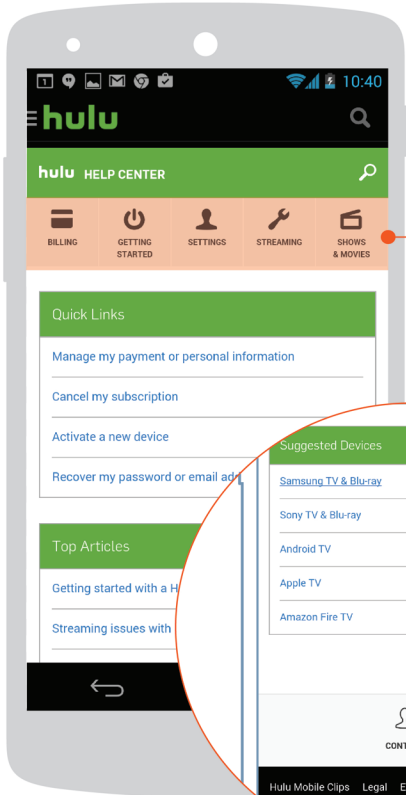
Welcome to Watchlist

TOP PICKS FOR YOU

Daniel Tiger's Neighborhood

HULU ORIGINALS

THE PATH

The Mindy project

Main sidebar menu

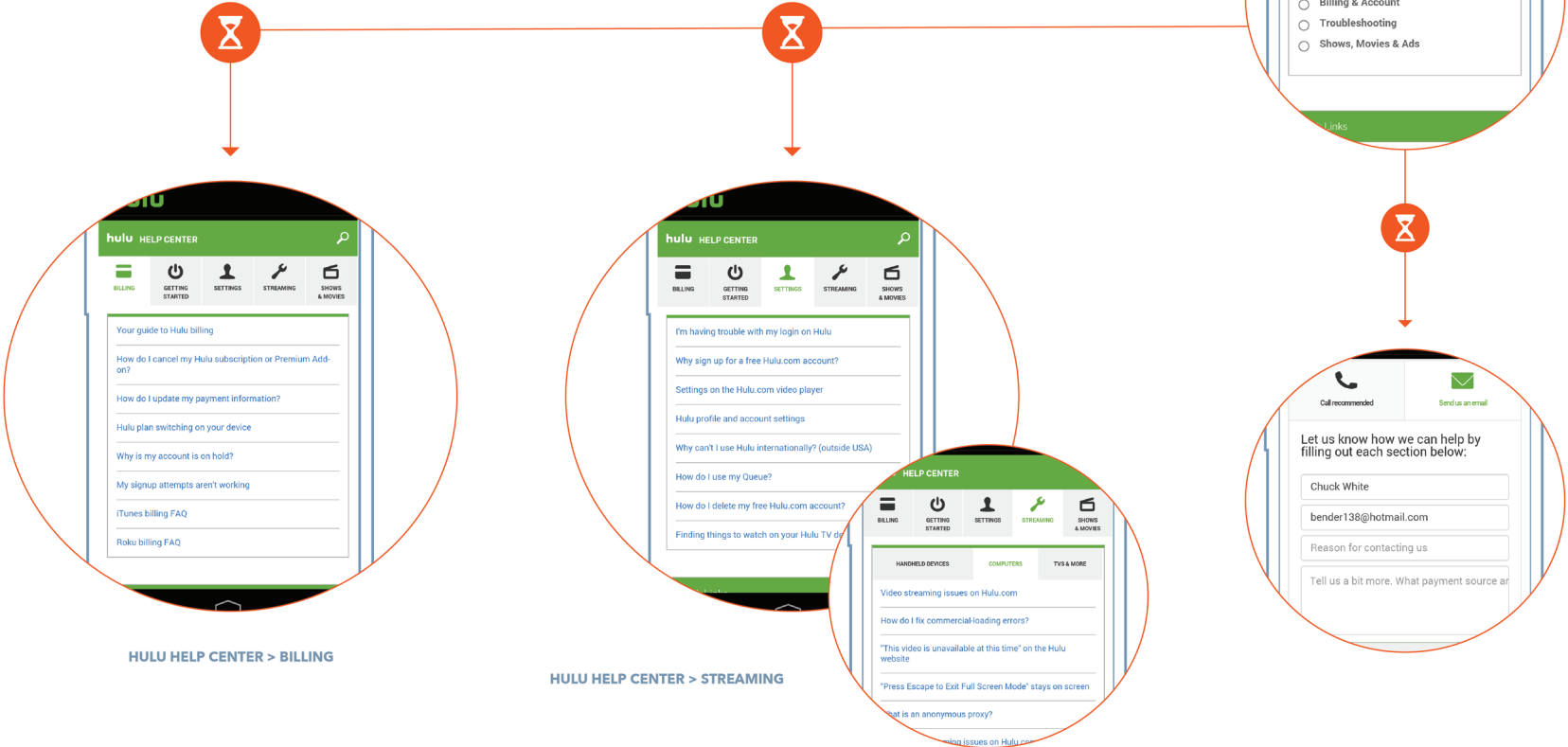Once main sidebar menu is active, user has many choices. Swiping down the list they find 'Settings'.

Chuck White

Home
Watchlist
TV
Popular
Rece...
Latino
British
Video Games
Add-Ons
Get SHOWTIME
History
Hulu Plan
Settings
Log Out

Settings Sub-Menu

Once main sidebar menu is active, user has many choices. Swiping down the list they find 'Settings'.

PLAYBACK
Captions
Autoplay ON
Notifications ON
INFORMATION
Account
Feedback
Help
Privacy

Hulu Help Center

External help center knowledgebase microsite provides multiple help/support flow related choices.

hulu HELP CENTER

BILLING | GETTING STARTED | SETTINGS | STREAMING | SHOWS & MOVIES

Quick Links
Manage my payment or personal information
Cancel my subscription
Activate a new device
Recover my password or email ad...

Top Articles
Getting started with a H...
Streaming issues with...

Suggested Devices
Samsung TV & Blu-ray
Sony TV & Blu-ray
Android TV
Apple TV
Amazon Fire TV

CONTACT US

Hulu Mobile Clips   Legal   Español   © 2016 Hulu

'HELP' RELATED MENU ITEMS

HELP CENTER
Contact Us
Chuck, What's the general topic we can help with?
○ Billing & Account
○ Troubleshooting
○ Shows, Movies & Ads

HULU HELP CENTER > BILLING

hulu HELP CENTER
BILLING | GETTING STARTED | SETTINGS | STREAMING | SHOWS & MOVIES
Your guide to Hulu billing
How do I cancel my Hulu subscription or Premium Add-on?
How do I update my payment information?
Hulu plan switching on your device
Why is my account is on hold?
My signup attempts aren't working
iTunes billing FAQ
Roku billing FAQ

HULU HELP CENTER > STREAMING

hulu HELP CENTER
BILLING | GETTING STARTED | SETTINGS | STREAMING | SHOWS & MOVIES
I'm having trouble with my login on Hulu
Why sign up for a free Hulu.com account?
Settings on the Hulu.com video player
Hulu profile and account settings
Why can't I use Hulu internationally? (outside USA)
How do I use my Queue?
How do I delete my free Hulu.com account?
Finding things to watch on your Hulu TV d...

HELP CENTER
BILLING | GETTING STARTED | SETTINGS | STREAMING | SHOWS & MOVIES
HANDHELD DEVICES | COMPUTERS | TVS & MORE
Video streaming issues on Hulu.com
How do I fix commercial loading errors?
"This video is unavailable at this time" on the Hulu website
"Press Escape to Exit Full Screen Mode" stays on screen
What is an anonymous proxy?

Call recommended | Send an email
Let us know how we can help by filling out each section below:
Chuck White
bender138@hotmail.com
Reason for contacting us
Tell us a bit more. What payment source ar

Pros:

- Clean UI. Robust FAQ "help center" microsite.

- Help center is a well-organized, thoroughly written knowledgbase.

- The most relevant troubleshooting options are highlighted and featured prominently.

Cons:

- Reaching a primary call-to-action to establish contact takes several steps. The option is almost obscured within the help center microsite.

- The app's densely written help center microsite interface can feel clunky after extended periods of browsing.

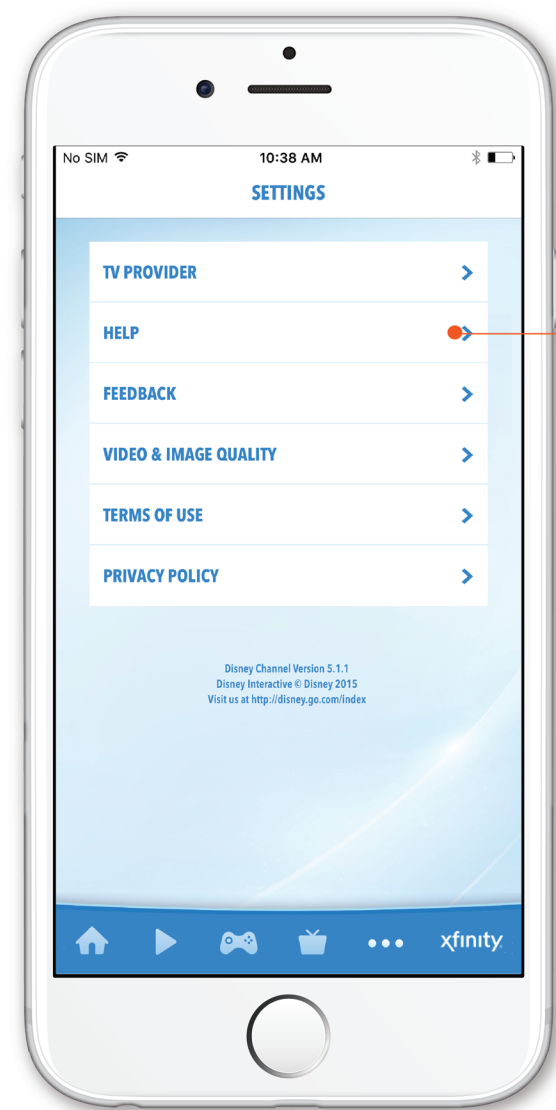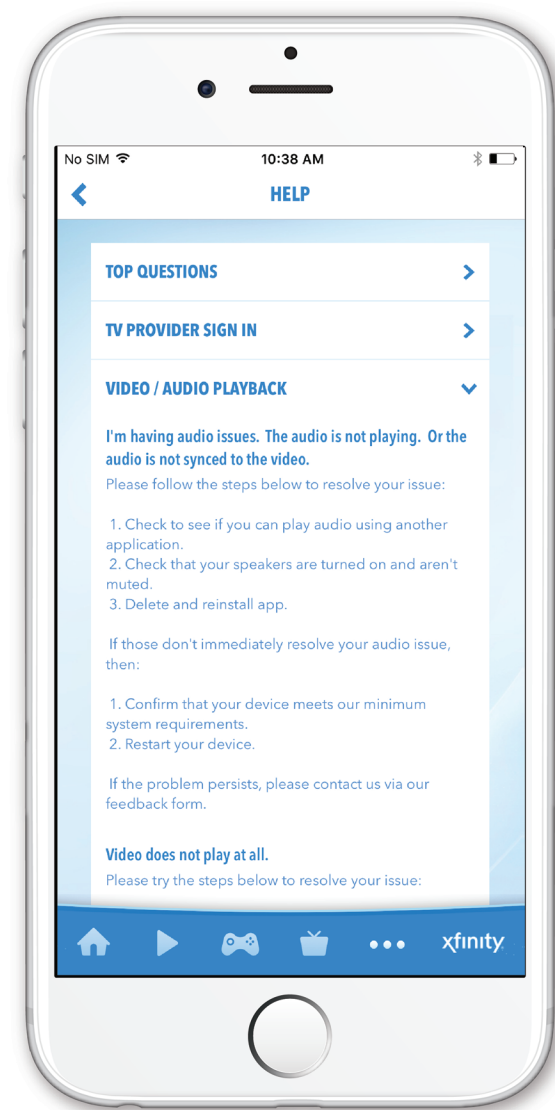HEURISTIC DESIGN AND USABILITY REVIEW SCORE:

90.00%
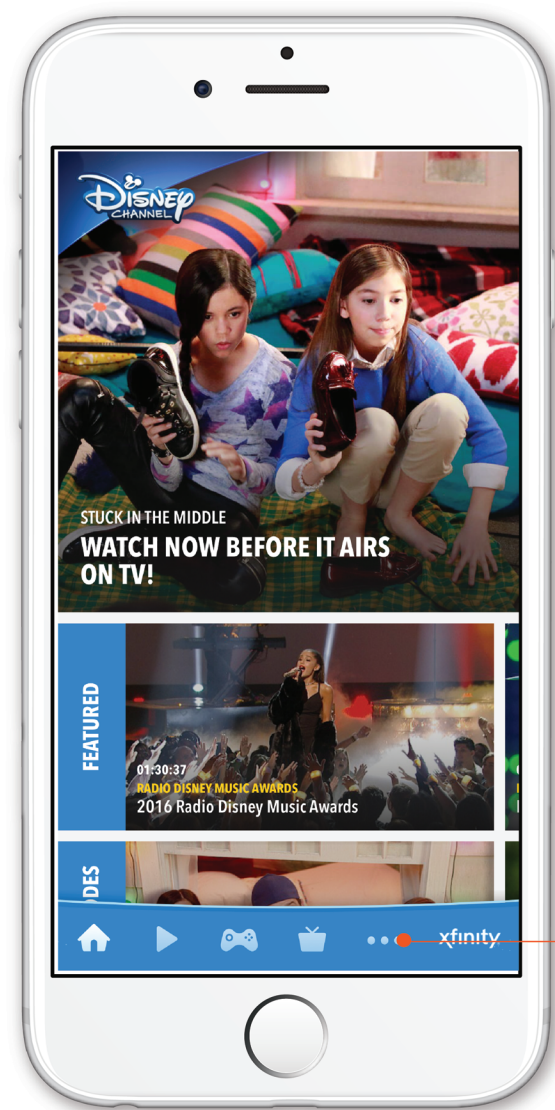
Index Screen

Main landing screen for app.

Setttings Menu

User activates settings menu from the tab bar at the bottom of the screen.

SETTINGS

TV PROVIDER

HELP

FEEDBACK

VIDEO & IMAGE QUALITY

TERMS OF USE

PRIVACY POLICY

Disney Channel Version 5.1.1
Disney Interactive © Disney 2015
Visit us at http://disney.go.com/index

Help Detail

User navigates a FAQ optimized for their device.

HELP

TOP QUESTIONS

TV PROVIDER SIGN IN

VIDEO / AUDIO PLAYBACK

I'm having audio issues. The audio is not playing. Or the audio is not synced to the video.
Please follow the steps below to resolve your issue:

1. Check to see if you can play audio using another application.
2. Check that your speakers are turned on and aren't muted.
3. Delete and reinstall app.

If those don't immediately resolve your audio issue, then:

1. Confirm that your device meets our minimum system requirements.
2. Restart your device.

If the problem persists, please contact us via our feedback form.

Video does not play at all.
Please try the steps below to resolve your issue:

Pros:

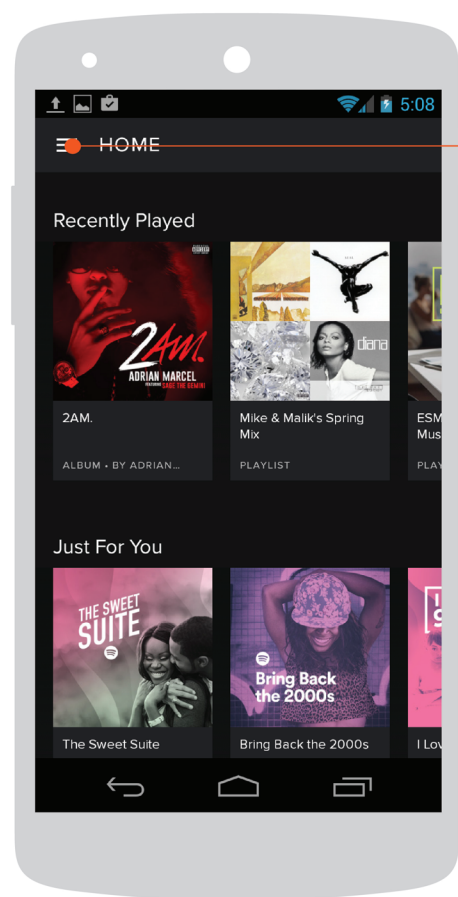- Web app like interface makes completing tasks within the primary user-flow simple.

Cons:

- help / customer support user flow expects users to 'fend' for themselves essentially.

-An accordion panel module contains a hose of FAQs and topics. Not very user friendly.
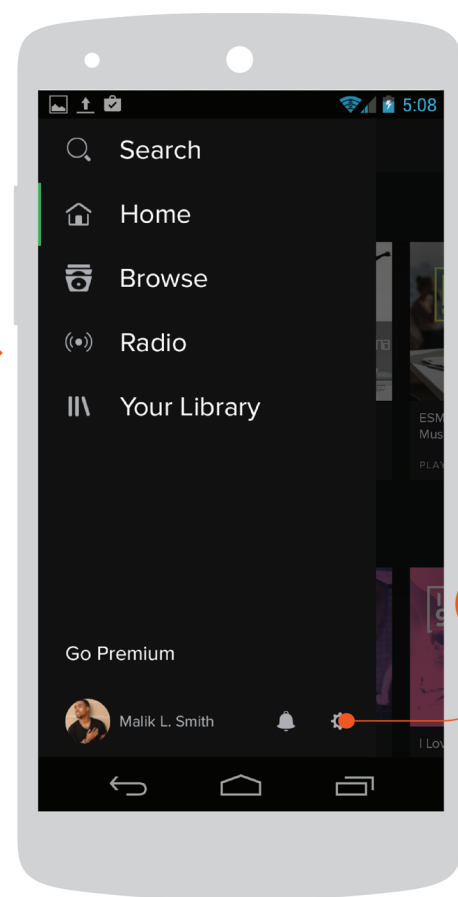
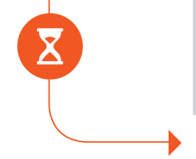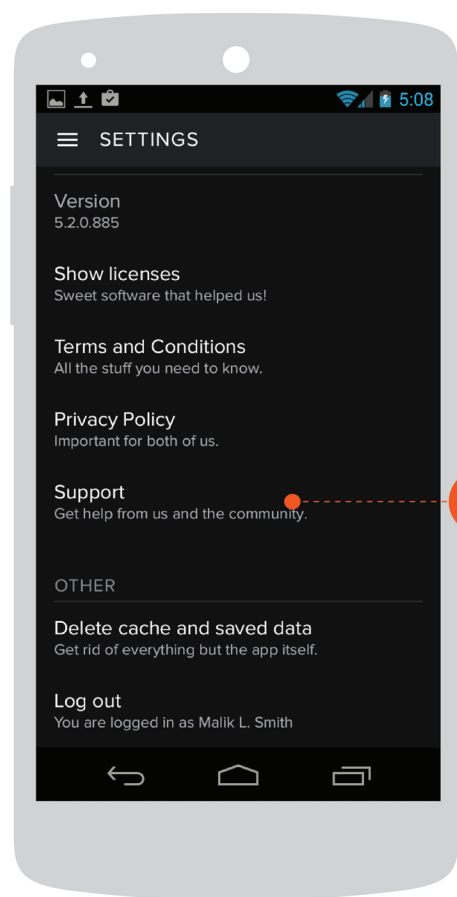HEURISTIC DESIGN AND USABILITY REVIEW SCORE:

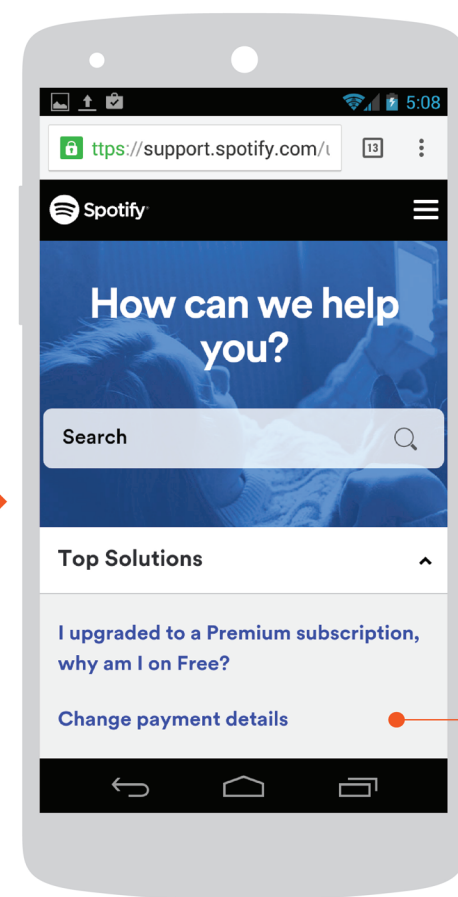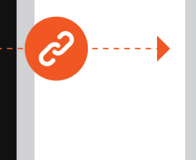**83.00%**

Index Screen

Main landing screen for app.

Menu Active

Sidebar menu features settings icon link. User taps settings icon link to access support link.
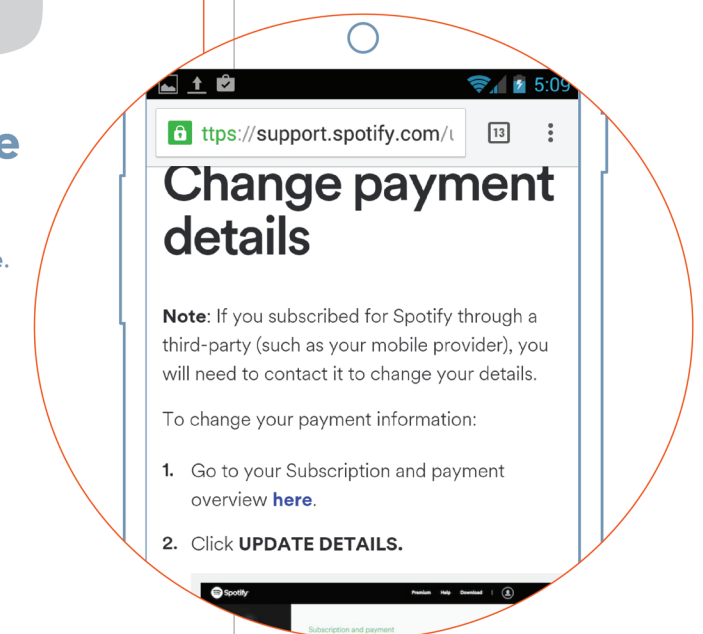
Settings Submenu

Once settings submenu is active, user navigates down and taps 'Support'. Support link opens external web browser app.

External FAQ Site

External FAQ microsite opens in external web browser app. User proceeds to troubleshoot app issue.

Pros:

- Concise user flow from the index screen to primary customer support call-to-action.

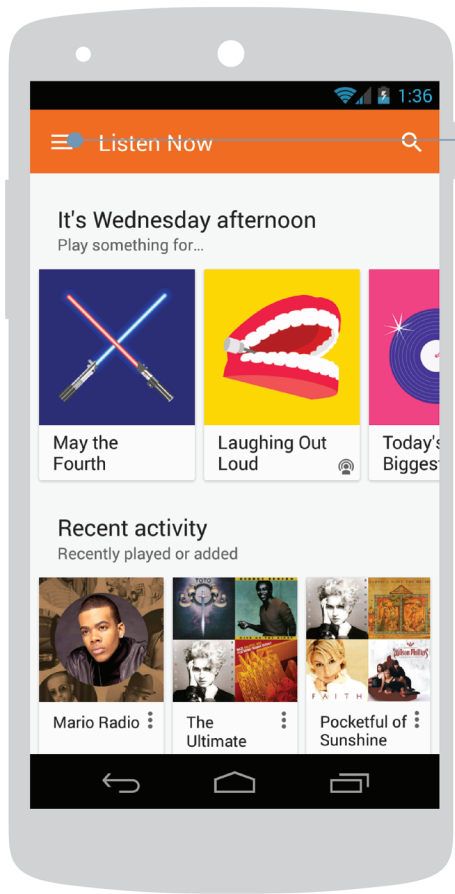- Help FAQ site features bold, relevant primary and secondary customer support calls-to-action.

Cons:

- FAQ site requires a little digging before you can engage a contact based call-to-action.

- Help call-to-action would be better as a persistent utility nav link (i.e. a '?' icon at the top bar).

HEURISTIC DESIGN AND USABILITY REVIEW SCORE:

95.50%

Index Screen

Main landing screen for app.
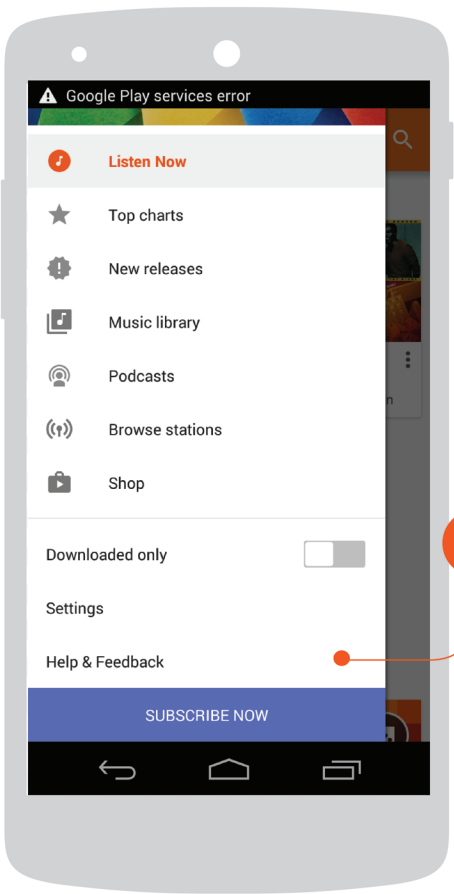
Menu Active

Sidebar menu features 'Help & Feedback' link. User taps that link to load external FAQ microsite.
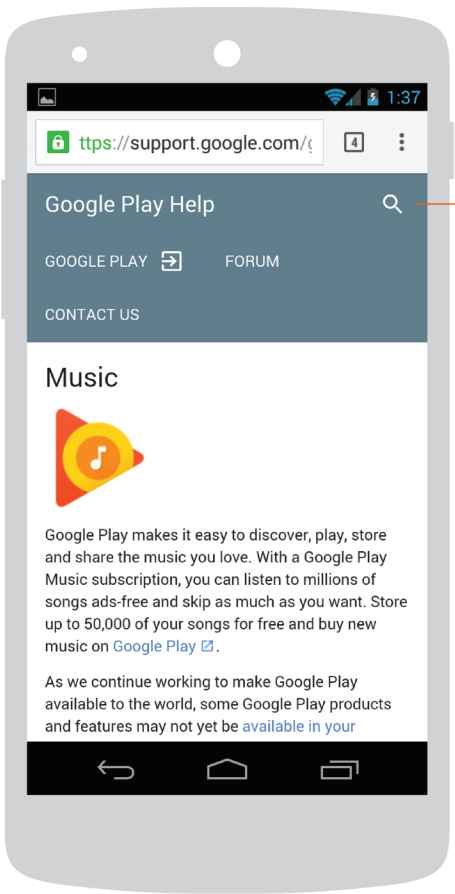
External FAQ Site

External FAQ microsite opens in external web browser app. User proceeds to troubleshoot app issue.

SEARCH TERM RESULTS
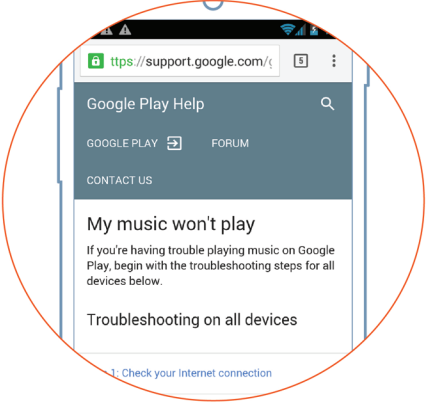
Pros:

- Concise user flow from the index screen to primary customer support call-to-action.

Cons:

- A lengthy FAQ site serves as the app's primary help /customer support feature. Considering most users are pressed for time, navigating a lengthy FAQ site isn't ideal.

HEURISTIC DESIGN AND USABILITY REVIEW SCORE:

91.50%

Index Screen
Main landing screen for app.

Main menu active
Main menu active.
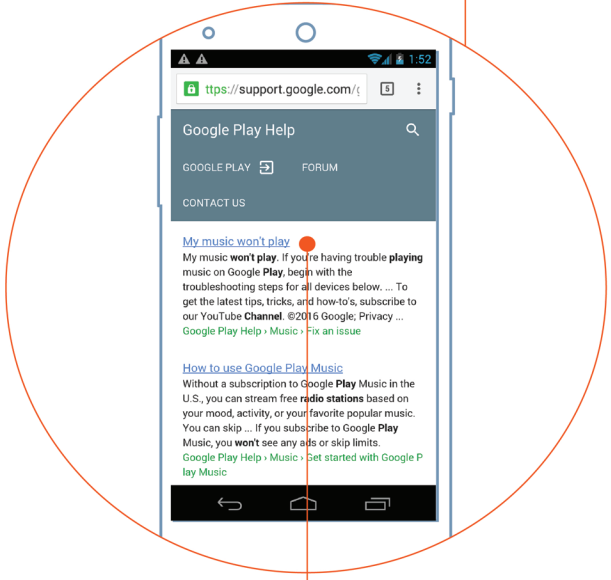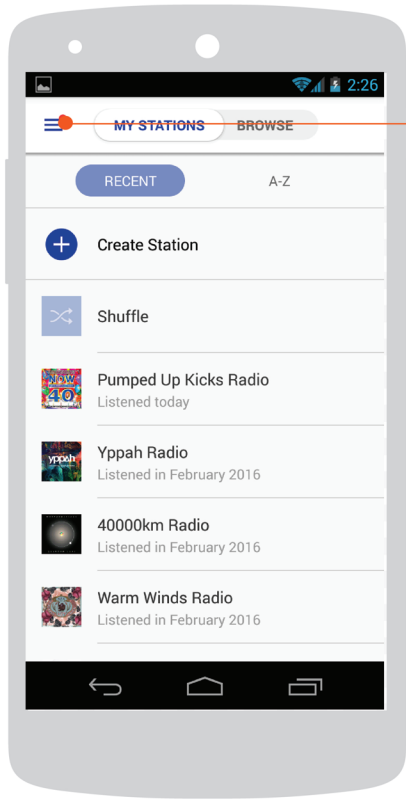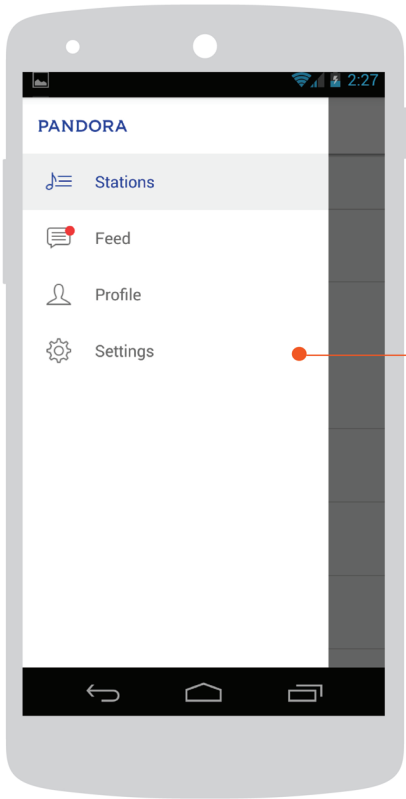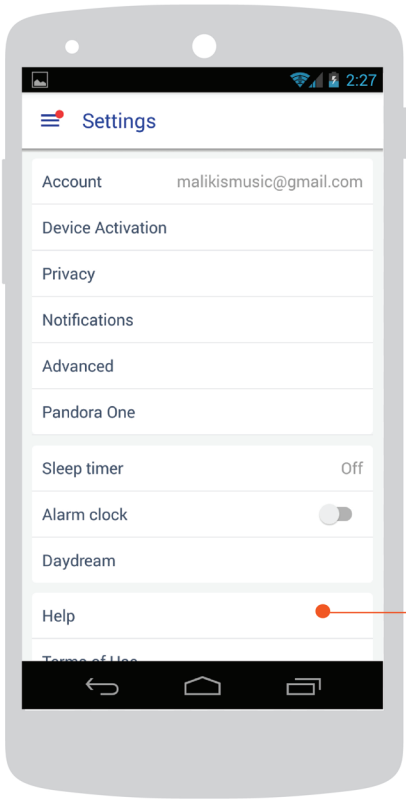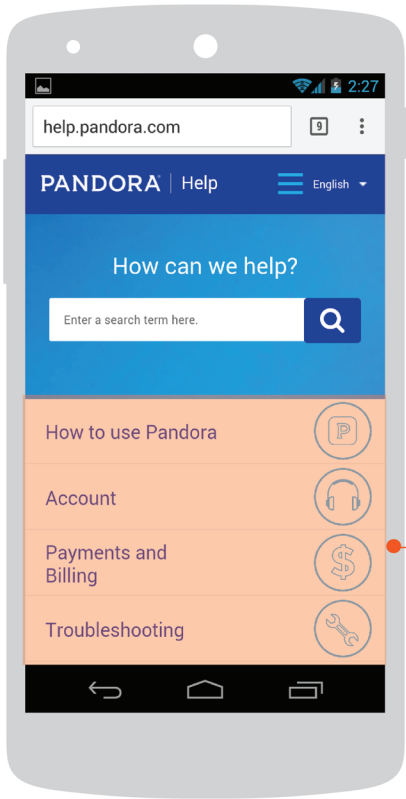
Settings sub-menu
User taps help to launch external microsite.

Help Microsite
Well-organized microsite with top issues pre-categorized.

Pros:

- One of the simplest mobile app user flows on the market.

- Warm, inviting calls-to-action throughout app including subdomain help center microsite.

- Features a comprehensive help center microsite and the top troubleshoot options are grouped together and labeled clearly.

Cons:

- Would be great if contacting customer support was quicker and easier to do.

HEURISTIC DESIGN AND USABILITY REVIEW SCORE:

98.50%

SUB-LEVEL ARTICLE LAYOUT

Screen 1 — Index Screen
MY STATIONS   BROWSE

RECENT   A-Z

Create Station

Shuffle

Pumped Up Kicks Radio
Listened today

Yppah Radio
Listened in February 2016

40000km Radio
Listened in February 2016

Warm Winds Radio
Listened in February 2016

Screen 2 — Main menu active
PANDORA

Stations

Feed

Profile

Settings

Screen 3 — Settings
Settings

Account   malikismusic@gmail.com

Device Activation

Privacy

Notifications

Advanced

Pandora One

Sleep timer   Off

Alarm clock

Daydream

Help

Terms of Use

Screen 4 — Help Microsite
help.pandora.com

PANDORA | Help   English

How can we help?

Enter a search term here.

How to use Pandora

Account

Payments and Billing

Troubleshooting

Sub-level
PANDORA | Help   English

How to use Pandora

How to use Pandora

Create a Station
Edit Stations
Delete a Station
Suggest Music or Comedy
Thumbs
Shuffle
Tips to improve stations
Airplay
Sleep Timer for Pandora
Alarm Clock for Pandora
How to Use on an Android Phone

PANDORA | Help   English

Create a Station

Create a Station
Genre Stations
Holiday Stations
Listen to Serial
Listen to This American Life
Listen to Thumbprint Radio
Listen to Pandora Premieres

Create a Station

To create a station on the Pandora website, just type the name of an artist, song or composer into the search bar in the top left corner.
Back To Top

• On a Computer:

    • If you'd like to search for an artist or song without creating

Index Screen

Main landing screen for app.

Main Menu Sidebar

User activates main menu sidebar. Taps settings icon to get a list of utility based options.

Settings Menu

User swipes down to find relevant help calls-to-action. Slightly obscure categorization underneath 'Other' label.

'HELP' RELATED MENU ITEMS

Index Screen content
- Music Store
- Prime Music — Get unlimited access to over a million songs FREE with Prime. Listen free for 30 days
- Bestselling Songs — See All
  - My House — Flo Rida - My House — $1.29
  - Sorry [Explicit] — Beyonce - Lemonade [Explicit] — $1.29
  - Purple Rain [Explicit] — Prince - Purple Rain [Explicit] — $1.29
- Bestselling Albums — See All

Main Menu Sidebar content
- amazon music
- Recent Activity
- Prime Music
- Your Library
- Music Store
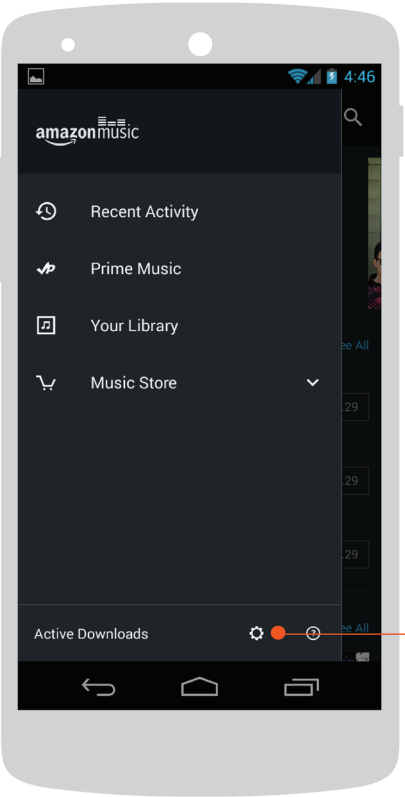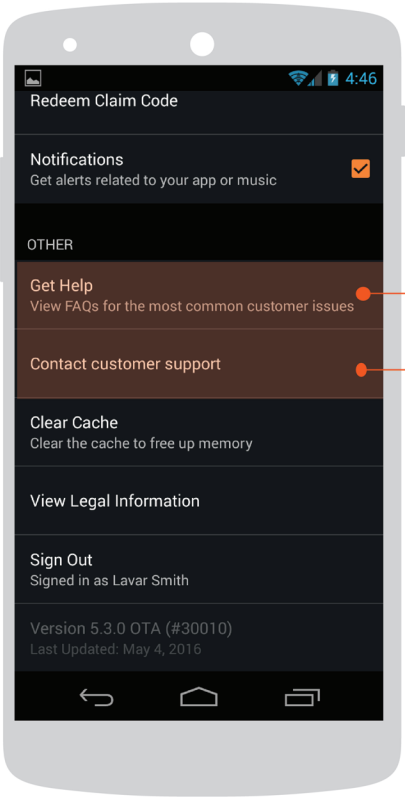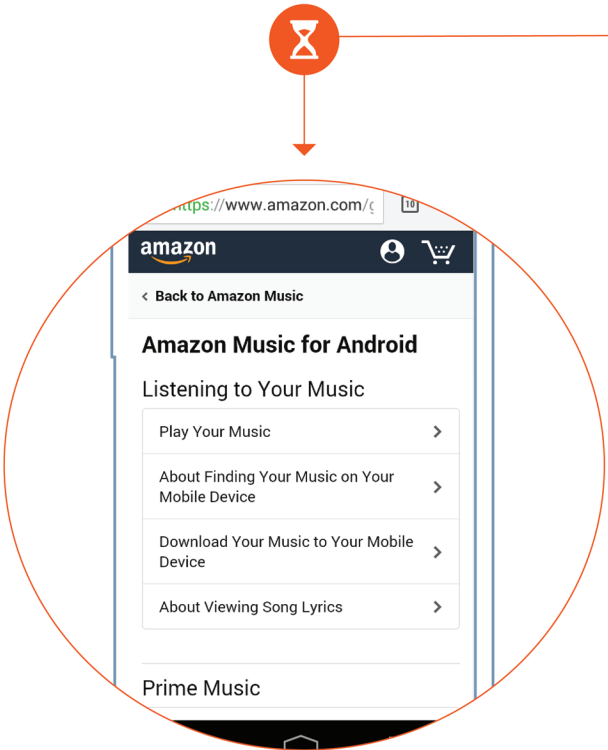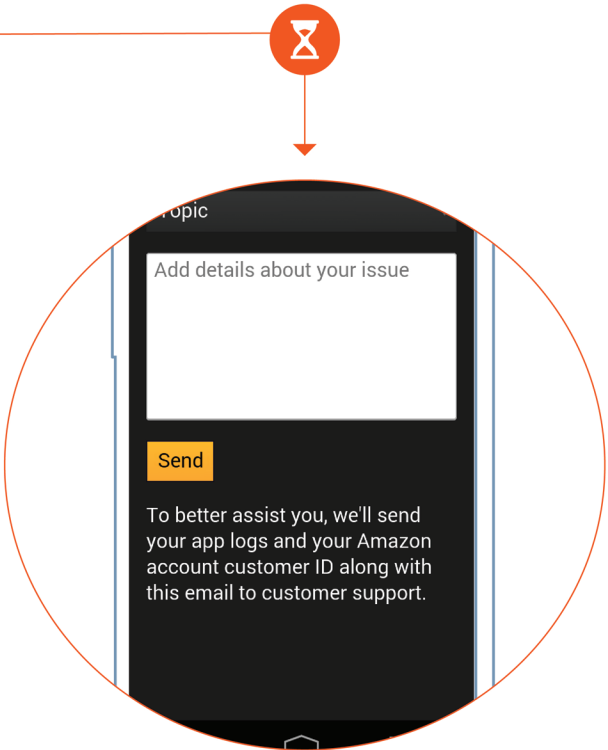- Active Downloads

Settings Menu content
- Redeem Claim Code
- Notifications — Get alerts related to your app or music
- OTHER
- Get Help — View FAQs for the most common customer issues
- Contact customer support
- Clear Cache — Clear the cache to free up memory
- View Legal Information
- Sign Out — Signed in as Lavar Smith
- Version 5.3.0 OTA (#30010) — Last Updated: May 4, 2016

SETTINGS & INFORMATION > GET HELP
- https://www.amazon.com/
- amazon
- ‹ Back to Amazon Music
- **Amazon Music for Android**
- Listening to Your Music
  - Play Your Music
  - About Finding Your Music on Your Mobile Device
  - Download Your Music to Your Mobile Device
  - About Viewing Song Lyrics
- Prime Music

SETTINGS & INFORMATION > CONTACT CUSTOMER SUPPORT
- Topic
- Add details about your issue
- Send
- To better assist you, we'll send your app logs and your Amazon account customer ID along with this email to customer support.

Pros:

- Clean, consistent, minimal UI.

- Interface is quick and responsive; tasks are simple to handle.

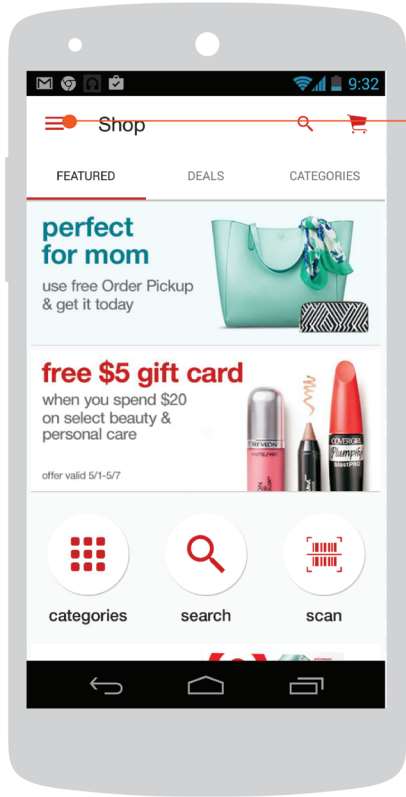- Help site is well-organized and clearly legible.

Cons:

- Help related calls-to-action are buried down more levels than necessary and under the obscure 'Settings' menu, accessed by clicking a gear icon on the main sidebar menu.
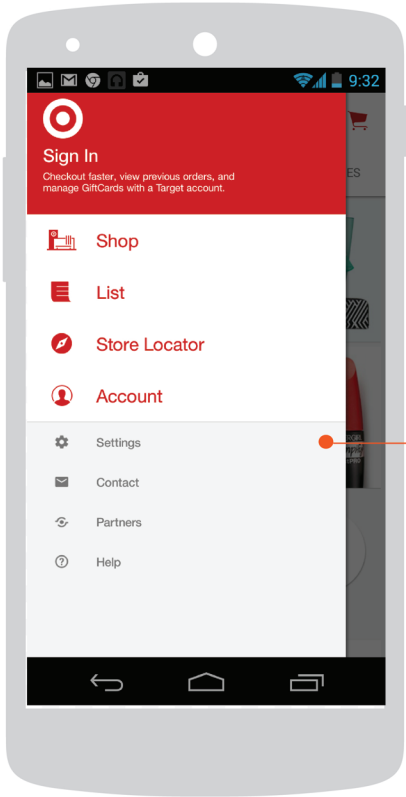
HEURISTIC DESIGN AND USABILITY REVIEW SCORE:

89.50%

Pros:

- UI is clean and legible at a glance.
- Robust list of help related menu items.
- Knowlgebase articles are informative and written clearly. The most likely scenarious have been paired with easy to understand solutions.

Cons:

- "New conversation" help chat message call-to-action crashed the app multiple times before actually working.

HEURISTIC DESIGN AND USABILITY REVIEW SCORE:
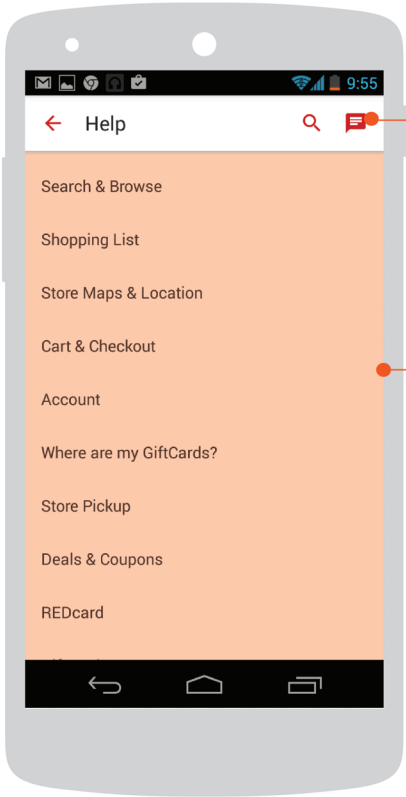
85.50%

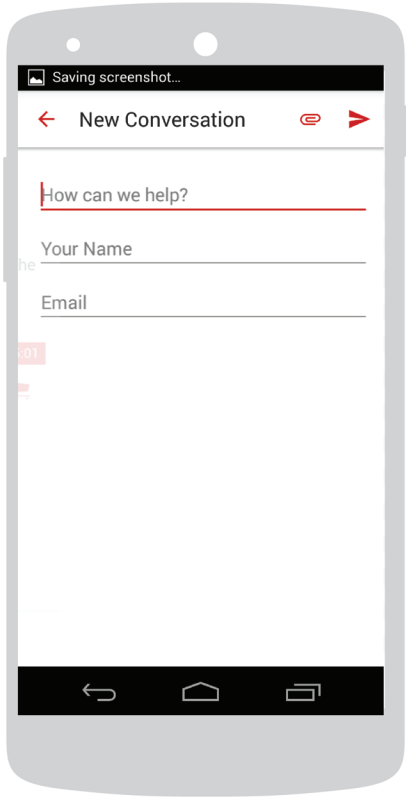
Index Screen

Main landing screen for app.

Main sidebar menu

Utility icon opens dropdown utility menu. User taps 'Settings & Info' to access a secondary menu (sub-menu).
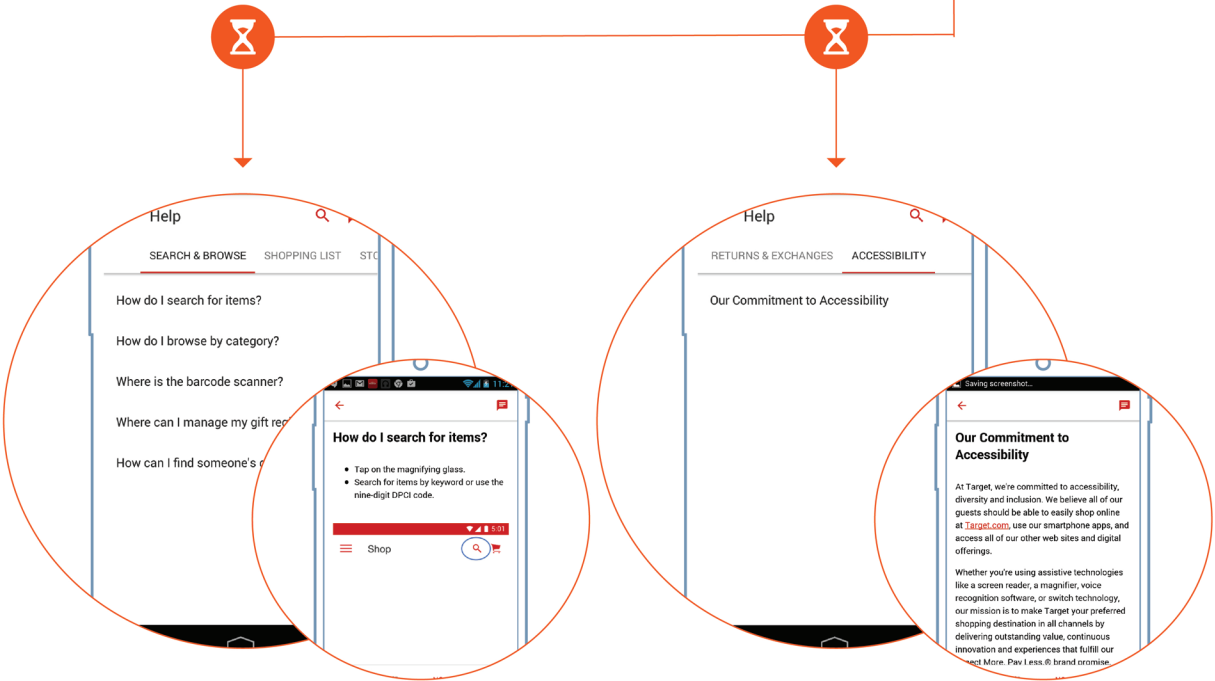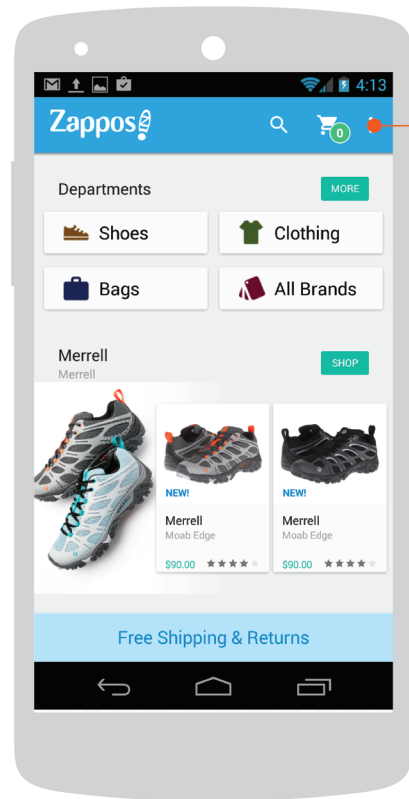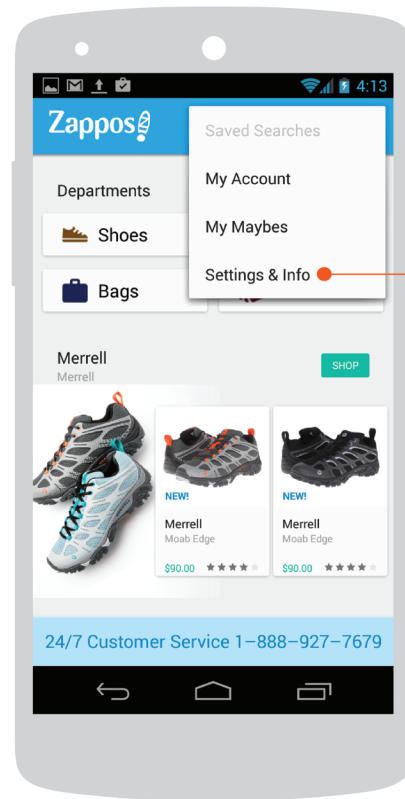
Help sub-menu

Utility icon opens dropdown utility menu. User taps 'Settings & Info' to access a secondary menu (sub-menu).

Help Chat Window

Tertiary level 'Information' sub-menu provides multipe help/support flow related choices.

Screen 1 — Index Screen

Shop
FEATURED   DEALS   CATEGORIES

perfect for mom
use free Order Pickup & get it today

free $5 gift card
when you spend $20 on select beauty & personal care
offer valid 5/1-5/7

categories   search   scan

Screen 2 — Main sidebar menu

Sign In
Checkout faster, view previous orders, and manage GiftCards with a Target account.

Shop
List
Store Locator
Account
Settings
Contact
Partners
Help

Screen 3 — Help sub-menu

Help
Search & Browse
Shopping List
Store Maps & Location
Cart & Checkout
Account
Where are my GiftCards?
Store Pickup
Deals & Coupons
REDcard

Screen 4 — Help Chat Window

Saving screenshot...
New Conversation
How can we help?
Your Name
Email

HELP > SEARCH & BROWSE

Help
SEARCH & BROWSE   SHOPPING LIST   STO
How do I search for items?
How do I browse by category?
Where is the barcode scanner?
Where can I manage my gift re
How can I find someone's

How do I search for items?
- Tap on the magnifying glass.
- Search for items by keyword or use the nine-digit DPCI code.

Shop

HELP > ACCESSIBILITY > "OUR COMMITTMENT TO ACCESSIBILITY"

Help
RETURNS & EXCHANGES   ACCESSIBILITY
Our Commitment to Accessibility

Saving screenshot...

Our Commitment to Accessibility

At Target, we're committed to accessibility, diversity and inclusion. We believe all of our guests should be able to easily shop online at Target.com, use our smartphone apps, and access all of our other web sites and digital offerings.

Whether you're using assistive technologies like a screen reader, a magnifier, voice recognition software, or switch technology, our mission is to make Target your preferred shopping destination in all channels by delivering outstanding value, continuous innovation and experiences that fulfill our Expect More. Pay Less.® brand promise.
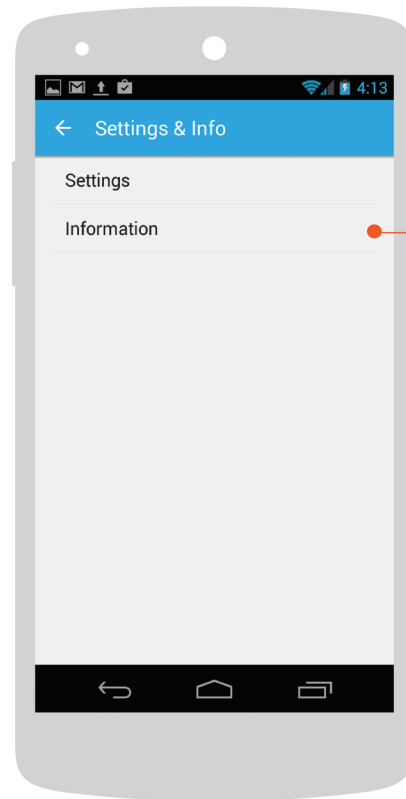
Zappos

Index Screen

Main landing screen for app.

Utility Menu Active

Utility icon opens dropdown utility menu. User taps 'Settings & Info' to access a secondary menu (sub-menu).

Settings & Info Menu

Secondary menu features two choices: 'Settings' and 'Information'. If a user is troubleshooting a problem, the logical choice is 'Information' but it's fairly unclear this will lead to customer support calls-to-action.
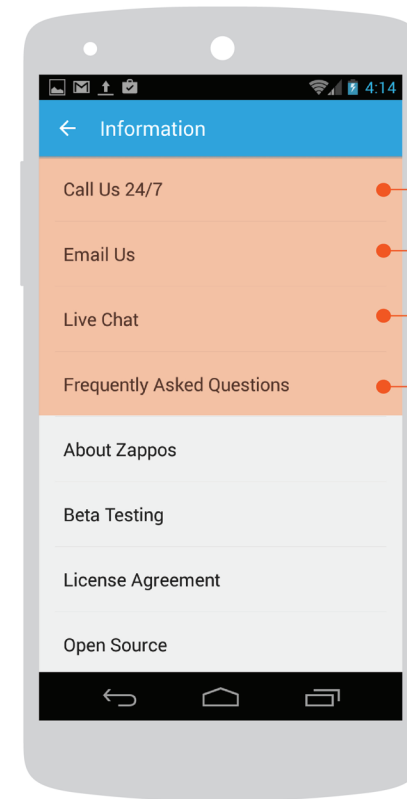
Information Menu

Tertiary level 'Information' sub-menu provides multipe help/support flow related choices.

'HELP' RELATED MENU ITEMS

SETTINGS & INFORMATION > CALL US 24/7

SETTINGS & INFORMATION > SEND EMAIL
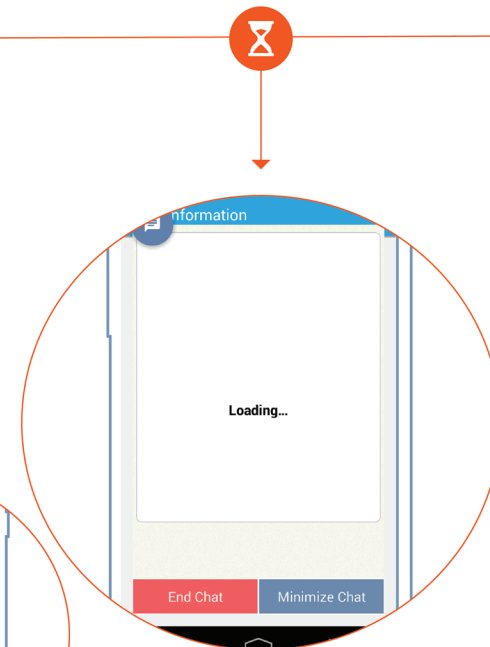
SETTINGS & INFORMATION > LIVE CHAT
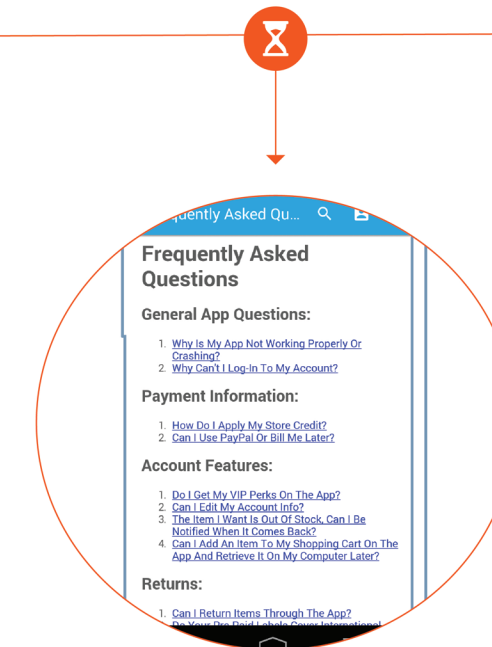
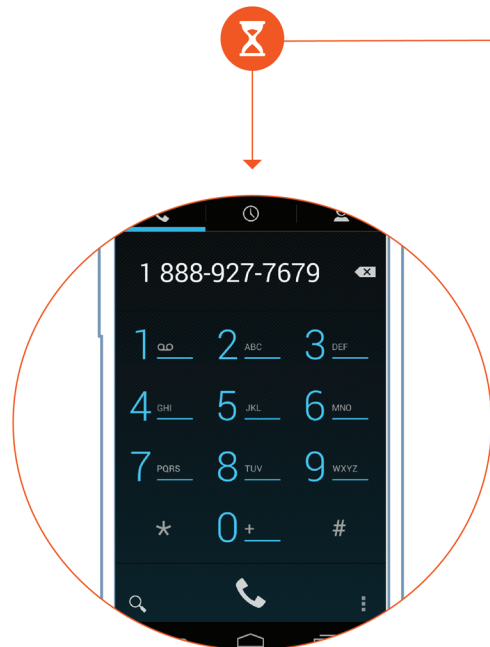SETTINGS & INFORMATION > FREQUENTLY ASKED QUESTIONS

Pros:

- Clean, bright UI.

- Multi-faceted approach to help/customer support feature. There are primary CTAs to phone customer support, email customer support, live chat with customer support or explore a FAQ site.

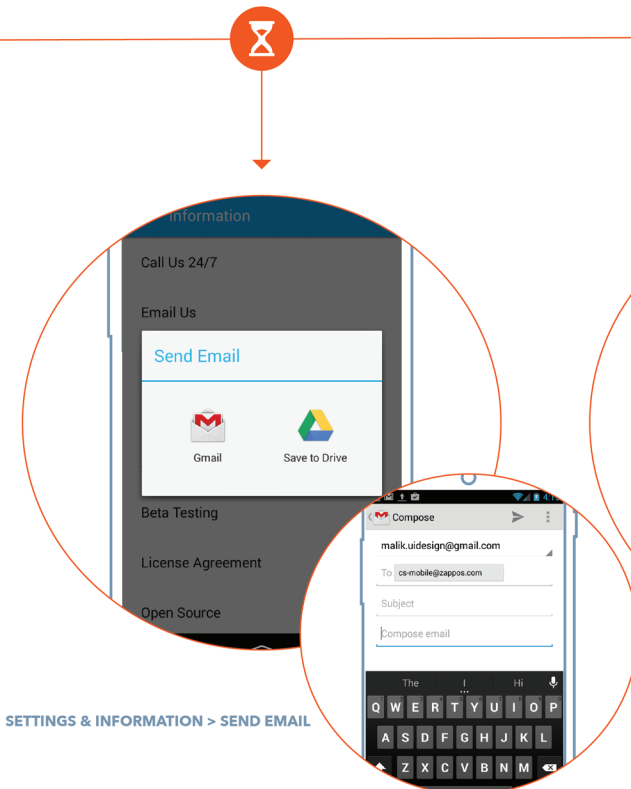- FAQ site hiearchy is clear.

Cons:

- Live chat feature prone to errors.
- All help related CTAs are situated under an obscure menu name 'Settings & Info'.
- The user has to guess where they might find help. The logical choice is 'Settings & Info' however a lot of people may not think to go this route at first glance. Big pain point here.

HEURISTIC DESIGN AND USABILITY REVIEW SCORE:

76.50%

Index Screen

Main landing screen for app.

Swipe Reveal Menu

User swipes left to reveal main settings menu. 'Send us feedback' is the most logical call-to-action for help support.
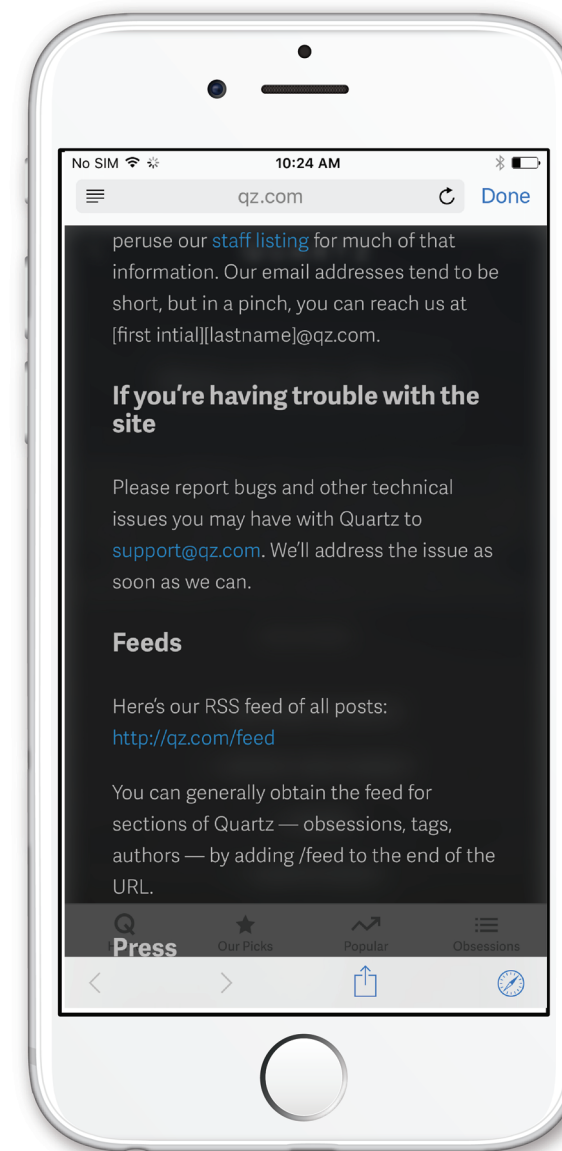
Main Help CTA

User can email Quartz app staff for help and support.

Pros:

- Super minimal.

- Innovative concept (SMS-app like news aggregation).

- Concise user flow through to primary customer support call-to-action.

Cons:

- Primary customer support call-to-action is a hyperlink to email app developer / staff.

- Awkard learning curve phase.

HEURISTIC DESIGN AND USABILITY REVIEW SCORE:

72.00%

REFERENCES

Heuristic Evaluations and Expert Reviews (n.d.). Retrieved from http://www.usability.gov/how-to-and-tools/methods/heuristic-evaluation.html

Nielsen, J. (1995, January 1). How to Conduct a Heuristic Evaluation. Retrieved from https://www.nngroup.com/articles/how-to-conduct-a-heuristic-evaluation/

COMCAST X1 WEB/MOB UX TEAM

ADDENDUM A

Heuristic and Usability Review Details

App Name: NETFLIX

Heuristic Design and Usability Review

Summary of Results

	Questions	Possible Score	Actual Score		Result
Visibility of system status	1	10	10		100.00%
Match between system and the real world	1	10	10		100.00%
User control and freedom	1	10	9.5		95.00%
Consistency and standards	1	10	9.5		95.00%
Error prevention	1	10	10		100.00%
Recognition rather than recall	1	10	10		100.00%
Flexibility and efficiency of use	1	10	9.5		95.00%
Aesthetic and minimalist design	1	10	10		100.00%
Help users recognize, diagnose and recover from errors	1	10	10		100.00%
Help and documentation	1	10	10		100.00%
Overall Score	10	100	98.5		**98.50%**

App Name: Hulu Plus				

Heuristic Design and Usability Review

	Questions	Possible Score	Actual Score		Result
Visibility of system status	1	10	10		100.00%
Match between system and the real world	1	10	10		100.00%
User control and freedom	1	10	9.5		95.00%
Consistency and standards	1	10	9.5		95.00%
Error prevention	1	10	9		90.00%
Recognition rather than recall	1	10	8		80.00%
Flexibility and efficiency of use	1	10	8		80.00%
Aesthetic and minimalist design	1	10	8		80.00%
Help users recognize, diagnose and recover from errors	1	10	9		90.00%
Help and documentation	1	10	9		90.00%
Overall Score	10	100	90		**90.00%**

App Name: Disney

Heuristic Design and Usability Review

Summary of Results

	Questions	Possible Score	Actual Score		Result
Visibility of system status	1	10	10		100.00%
Match between system and the real world	1	10	9		90.00%
User control and freedom	1	10	8		80.00%
Consistency and standards	1	10	9		90.00%
Error prevention	1	10	9		90.00%
Recognition rather than recall	1	10	9		90.00%
Flexibility and efficiency of use	1	10	9		90.00%
Aesthetic and minimalist design	1	10	8		80.00%
Help users recognize, diagnose and recover from errors	1	10	9		90.00%
Help and documentation	1	10	5		50.00%
Overall Score	10	100	85		**85.00%**

App Name: Spotify

Heuristic Design and Usability Review

	Questions	Possible Score	Actual Score		Result
Visibility of system status	1	10	10		100.00%
Match between system and the real world	1	10	10		100.00%
User control and freedom	1	10	8		80.00%
Consistency and standards	1	10	9.5		95.00%
Error prevention	1	10	10		100.00%
Recognition rather than recall	1	10	10		100.00%
Flexibility and efficiency of use	1	10	9		90.00%
Aesthetic and minimalist design	1	10	10		100.00%
Help users recognize, diagnose and recover from errors	1	10	9		90.00%
Help and documentation	1	10	10		100.00%
Overall Score	10	100	95.5		**95.50%**

App Name: Google Music				

Heuristic Design and Usability Review

Summary of Results

	Questions	Possible Score	Actual Score		Result
Visibility of system status	1	10	9.5		95.00%
Match between system and the real world	1	10	10		100.00%
User control and freedom	1	10	9		90.00%
Consistency and standards	1	10	9		90.00%
Error prevention	1	10	9		90.00%
Recognition rather than recall	1	10	9		90.00%
Flexibility and efficiency of use	1	10	9		90.00%
Aesthetic and minimalist design	1	10	10		100.00%
Help users recognize, diagnose and recover from errors	1	10	9		90.00%
Help and documentation	1	10	8		80.00%
Overall Score	10	100	91.5		**91.50%**

App Name: Pandora

Heuristic Design and Usability Review

	Questions	Possible Score	Actual Score		Result
Visibility of system status	1	10	10		100.00%
Match between system and the real world	1	10	10		100.00%
User control and freedom	1	10	10		100.00%
Consistency and standards	1	10	10		100.00%
Error prevention	1	10	10		100.00%
Recognition rather than recall	1	10	10		100.00%
Flexibility and efficiency of use	1	10	10		100.00%
Aesthetic and minimalist design	1	10	10		100.00%
Help users recognize, diagnose and recover from errors	1	10	9.5		95.00%
Help and documentation	1	10	9		90.00%
Overall Score	10	100	98.5		**98.50%**

App Name: Amazon

Heuristic Design and Usability Review

Summary of Results

	Questions	Possible Score	Actual Score		Result
Visibility of system status	1	10	10		100.00%
Match between system and the real world	1	10	9		90.00%
User control and freedom	1	10	8		80.00%
Consistency and standards	1	10	9		90.00%
Error prevention	1	10	9		90.00%
Recognition rather than recall	1	10	8		80.00%
Flexibility and efficiency of use	1	10	8		80.00%
Aesthetic and minimalist design	1	10	9		90.00%
Help users recognize, diagnose and recover from errors	1	10	10		100.00%
Help and documentation	1	10	9.5		95.00%
Overall Score	10	100	89.5		**89.50%**

App Name: Target

Heuristic Design and Usability Review

Summary of Results

	Questions	Possible Score	Actual Score		Result
Visibility of system status	1	10	10		100.00%
Match between system and the real world	1	10	10		100.00%
User control and freedom	1	10	10		100.00%
Consistency and standards	1	10	7		70.00%
Error prevention	1	10	7		70.00%
Recognition rather than recall	1	10	9		90.00%
Flexibility and efficiency of use	1	10	8.5		85.00%
Aesthetic and minimalist design	1	10	8		80.00%
Help users recognize, diagnose and recover from errors	1	10	7		70.00%
Help and documentation	1	10	9		90.00%
Overall Score	10	100	85.5		**85.50%**

App Name: Zappos

Heuristic Design and Usability Review

Summary of Results

	Questions	Possible Score	Actual Score		Result
Visibility of system status	1	10	9		90.00%
Match between system and the real world	1	10	8		80.00%
User control and freedom	1	10	8		80.00%
Consistency and standards	1	10	9		90.00%
Error prevention	1	10	8		80.00%
Recognition rather than recall	1	10	6		60.00%
Flexibility and efficiency of use	1	10	8		80.00%
Aesthetic and minimalist design	1	10	7		70.00%
Help users recognize, diagnose and recover from errors	1	10	6		60.00%
Help and documentation	1	10	7.5		75.00%
Overall Score	10	100	76.5		**76.50%**

App Name: Quartz				

Heuristic Design and Usability Review

	Questions	Possible Score	Actual Score		Result
Visibility of system status	1	10	10		100.00%
Match between system and the real world	1	10	9		90.00%
User control and freedom	1	10	6		60.00%
Consistency and standards	1	10	8		80.00%
Error prevention	1	10	9		90.00%
Recognition rather than recall	1	10	7		70.00%
Flexibility and efficiency of use	1	10	8		80.00%
Aesthetic and minimalist design	1	10	9		90.00%
Help users recognize, diagnose and recover from errors	1	10	5		50.00%
Help and documentation	1	10	1		10.00%
Overall Score	10	100	72		72.00%