

# TOL - Bulk Actions (Production)

## Executive Summary

This test is to provide a baseline usability and metrics on the bulk actions feature in HNconnect.

### Key Findings:

- **Task 1 Success Rates**
  - Perceived: 100%%
  - Actual: 50.00%
- **Task 2 Success Rates**
  - Perceived: 100%
  - Actual: 62.50%
- **Task 3 Success Rates**
  - Perceived: 75.00%
  - Actual: 87.50%

"perceived" is defined as the participant clicked on the "I'm done" button.

"actual" is defined as if the participant actually completed the task as expected.

## Test Overview

### ✓ Test description, reason for test, and what we want to learn

We conducted a "think out loud" test to determine baseline usability and metrics for the bulk actions feature. We conducted this test because we received feedback from distributors that bulk actions was hard to use, and people didn't know what actions were available. We wanted to learn the baseline usability and metrics of the bulk actions feature so we could measure the redesigned prototype's performance to the pattern we have in production.

## Methodology

### ✓ How we conducted the test

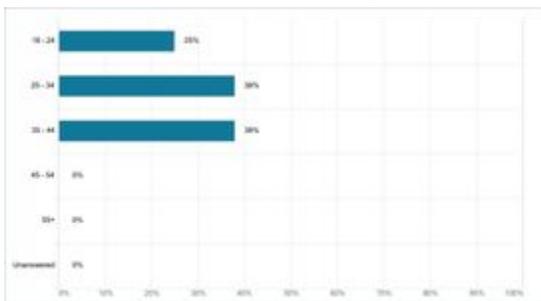
We asked the participants to perform three specific tasks relating to the bulk actions feature.

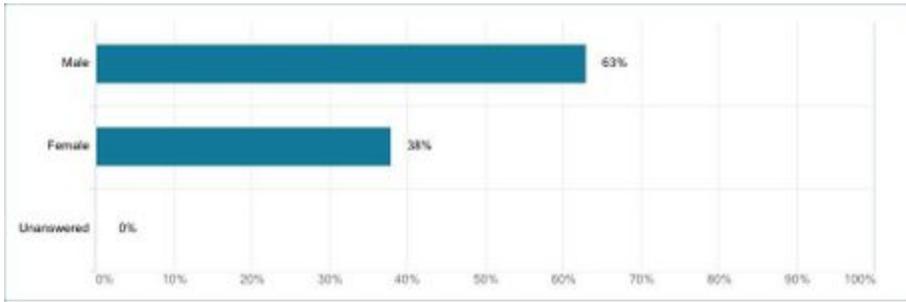
1. Email all the contacts on this page at the same time.
2. Invite all of your contacts to the New Product Journey at the same time.
3. Using the "Edit Details" feature, change the language preference of all the contacts on this page at the same time.

## Participants

### ✓ People in the test, who they are, and why they were picked for the test

We had 11 total participants, of which, 3 were disqualified as invalid tests for one reason or another. We used 8 participants for the formulation of this data.





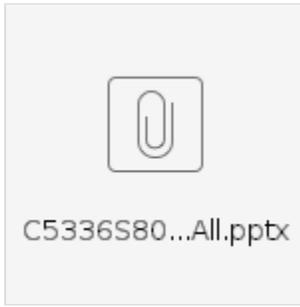
## Results

✓ [Raw data from the test](#)

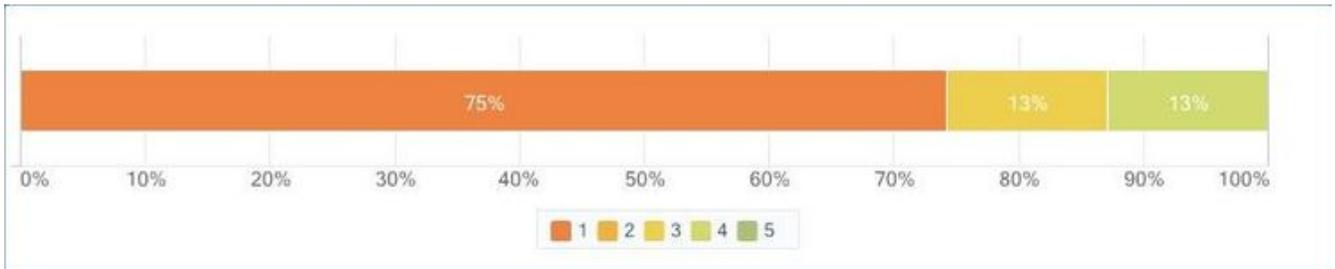
### Study Videos

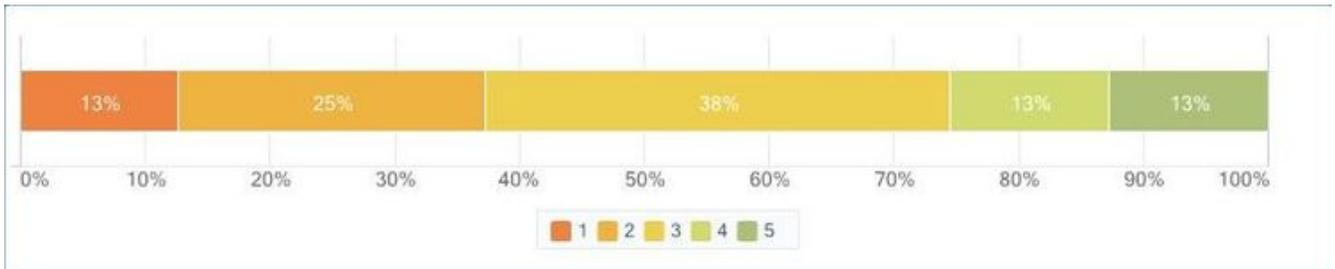
<https://herbalife.box.com/s/dmmj5uq2qiqxdjw7b54ly7x3fggnrlo1>

### Exported Results



### Perceived Ease of Use





**Participant Quotes Perceived Success**

Task 1

"The process of selecting all of the contacts was easy after getting used to layout however, the process of finding how to send the email is harder because i wasn't expecting such a tiny icon or that it is using an icon to represent sending email instead of having a clear tab that said 'Email'"

Task 2

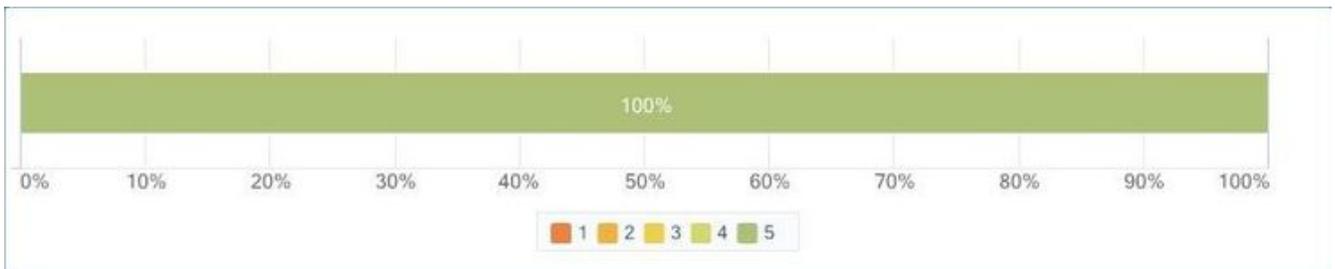
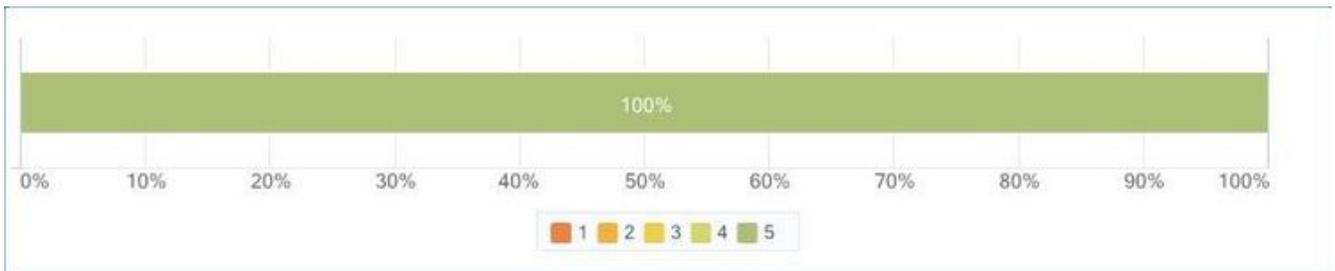
"I gave it a three because I couldn't find where the new product journey was right away."

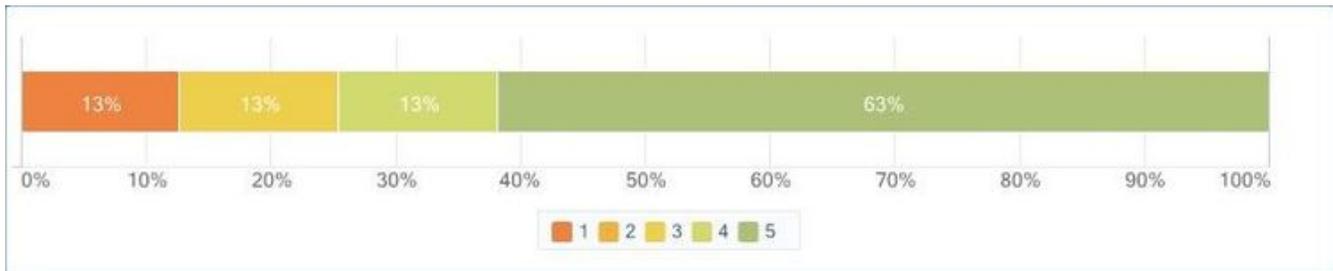
Task 3

"The page was not clickable and I couldn't find 'Edit the Details' feature."

"I'm not sure if I completed the task. I clicked on the edit button, but it did not let me change the language preferences."

**Confidence in Completion of Task**





## Quotes for Perceived Confidence in Completion

### Task 1

"It wasn't hard, it was actually easier than it is for me to email multiple people from my gmail. All contacts are already open, and you can email everyone directly from your Address/Contacts book. I could probably even search specific contacts in the search bar, check their names, and bulk email. But, all I did is click select all, click the email icon, then click bulk email to send, and that was it. It was like less than 10 seconds to do and about less than 30 seconds to figure it out."

"All in all, not difficult to perform, but the entire page have a gray-scale color made everything blend in."

"I believed i did what the task ask of me completely and correctly"

"There were check marks next to all the contacts."

"I clicked Select All which was very straight forward."

"It was clearly shown that all contacts on the page were selected, and the button itself says select all contacts on the page."

**"I rated the experience a three because I was able to select all the contacts easily, but I had trouble figuring out how to send the email."**

"I gave a rating of very confident that I completed the task of sending an email to all my contacts at the same time, because I recognized and found the option to select all my contacts, and after doing so I could also see and verify on the screen that all contacts were selected, and then I was able to locate the symbol for email (envelope symbol), and upon clicking that icon a pop-up box displayed noting to send a bulk email, thus I could tell and am confident that after clicking send email that it was an email sent in bulk to all my contacts."

### Task 2

"It was 2 clicks. It was less than like 5 seconds to do, and about less than 10 seconds to figure out. Everything was pretty much self-explanatory, like selecting all, to select everyone to start to invite to the new product journey, then the other part of it was that the icons for actions are pretty much universal. The share icon is what is used on Android smartphones to share and invite, even the other icons are universal such as the tag icon, that you most notably see on Facebook. So it's like, it's very intuitive and easy to understand because the symbols/action icons are universal symbols, and everything else is like explicitly stated to be easily understood, 'select all.'"

**"The only issue I had was that the 'invite' icon just looked really general and I wasn't sure what it was before I selected it."**

**"It is easy to select all of the contacts however finding out which icon representing New Product Journey is a bit difficult, i would prefer having a button that stated 'New Product Journey' instead of that icon"**

"There were check marks next to all the contacts. The journey tab was easily visible."

**"It wasn't very straightforward that the line graph icon had anything to do with the project."**

"The button for selecting all contacts clearly shows how many contacts you will be selecting, and after you have made the selection, you can see how many contacts were actually selected at the top of the menu."

"I am confident that I was successful because the screen said I was successful."

"I gave a rating of 2, the next rating down from 1 (Very Easy), because the task was indeed easy to complete as I didn't run into any confusion and was able to complete the task the first time around. The reason why I didn't give a rating of 1 (Very Easy), is because **I did have to take some time to look at all of the icons/symbols displayed to help me determine which symbol would be associated with a New Product Journey**, so this did take a minute but I was still able to find the correct icon on the first guess."

### Task 3

"It was definitely easy to select all, and edit details as select all was explicitly stated via text, and the edit details symbol/icon is universal to most electronic devices like Android smartphones. However, when going to edit details, it says select property to change, but it doesn't allow me to select any property to change, such as the language, I'm supposed to change for all contacts. The drop-down menu doesn't appear, so to me I didn't complete the task. Otherwise, if it did have the drop-down menu for options that included language, then it would've been easy, and took around 15 seconds to complete."

**"I am fairly certain I selected the correct area, but there wasn't really an 'Edit Details' area in any of the clickable areas. Regardless I am almost sure I selected the right button for the options."**

**"selecting all the contact on the page was easy however finding out which button or icon represent editing is a bit hard and challenging."**

"I couldn't find the necessary feature."

"It was fairly obvious the pencil icon was to edit, but I was looking for words and not a graphic so it took a moment."

"It took awhile to realize we actually had to select some contacts first before we were able to use the editing feature, but once we did it was fairly easy to complete."

"I don't think I changed the language preferences."

"I gave a rating of 1 (Very Easy), for completing this task as for me I automatically associated the encircled pencil symbol for being the icon to edit the details of contacts, as in most applications the edit details icon is represented in a similar fashion. Therefore, it was very easy for me to locate this symbol and proceed with the task."

## Insights

### ▼ Things we learned

#### Task Success Rates:

- **Task 1**
  - Perceived: 100%
  - Actual: 50.00%
- **Task 2**
  - Perceived: 100%
  - Actual: 62.50%
- **Task 3**
  - Perceived: 75.00%
  - Actual: 87.50%

#### Perceived Ease of Use:

- **Task 1**
  - Mean: 1.6
- **Task 2**
  - Mean: 2.0
- **Task 3**
  - Mean: 2.9

#### Perceived Confidence of Completion:

- **Task 1**
  - Mean: 5.0
- **Task 2**
  - Mean: 5.0
- **Task 3**
  - Mean: 4.1

#### Insights:

The standard deviation for tasks one and two are 50% and 37.50% respectively. This indicates there is a disconnect between user perception of what the system is doing versus what it is actually doing.

## Recommendations

### ▼ UX recommendations

There is no UX recommendation at this time. This test was to determine a baseline.