Google

Search

8 Critical User Journey Evaluations for Android Google Search App in 4 countries

Slide 1

5   move to appendix
Elizabeth Medina,

6   move to appendix
Elizabeth Medina,

7   move to appendix
Elizabeth Medina,

2   Please explain how are we getting to these %ages.
Juhi Singh,

10   please mention the key issues first.
Juhi Singh,

12   blue color on green is not clearly visible.
Juhi Singh,

2   Reformatted.. Let me know if this is fine
Mahesh Jammalamadaka,

14   The next step can be diving deep into each CUJ and showing the bugs, etc.
Juhi Singh,

15   The first slide in success rates should consist of the actual success rates, rather than what success looks like. Example, success rate for each CUJ. This is just an example, please feel free to put your own thoughts to it.
Juhi Singh,

3   Assuming we are going to continue with this graph.
Abhilasha Rao,

5   Is this from voice? Or specific to Search?
Abhilasha Rao,

7   How are we gathering this information?
Abhilasha Rao,

8   Are these dummy ratings? Will wait for Mahesh to clarify methodology.
+mjammalamadaka@google.com
Abhilasha Rao,

Content

Background and Goal of Study

Background

- The Search (AGSA) and Localization team share a goal of improving Search CUJs' UX for users.
- This study focuses on uncovering any local usability, functional and linguistic issues along 8 critical user journeys for AGSA in India (Hindi), Brazil (Portuguese) and Indonesian (Bahasa)
- The UK will also be tested for benchmarking purposes.
- This aligns with the company-wide goal of achieving product excellence.

Goal

- Our goal is to uncover any local usability, functional and linguistic issues along 8 critical user journeys for AGSA in India (English & Hindi), Brazil (Portuguese) and Indonesian (Bahasa).
- The study will also be conducted in the UK for benchmarking purposes.
- Focused on 8 key CUJs in 4 countries:
  - UK - English (for benchmarking)
  - India - Hindi
  - Indonesia - Bahasa
  - Brazil - Portuguese

2   +twilkinson@applausemail.com can you add the CUJ prompt that pertains to the data on each slide to the notes section of each slide? This will be helpful reference to the end-client.
Elizabeth Medina,

1   What do you mean by CUJ prompt? In the test plan, all I see is CUJ1. Is this what you mean?
Theresa Wilkinson,

3   The CUJs that are listed on slide 4 of this deck. I was asking if you could paste the each of those prompts into the notes section, when the data on the slide is specific to that task.
Elizabeth Medina,

2   I have in the UK section including the charts and & infographic.
Theresa Wilkinson,

Critical User Journeys

8 Critical User Journeys

1. **CUJ 1 Call a Friend:** Think about the last time you called a close friend or family member in your town. Now, call that person the **same way** again.

2. **CUJ 2 Fix A Tire**: Imagine your bicycle has a flat tire and you need to fix it on your own (<u>not</u> taking it to a shop for repair)

3. **CUJ 3 Spell Word**: Think of **one** word (it can be any word). Using your smartphone, find out how to spell this one word correctly.

4. **CUJ 4 Find Restaurant**: Imagine you want to try a new restaurant in a nearby town or city for dinner tonight.

5. **CUJ 5 Sports Score**: Think of a <sports team> . Find the score for this team's most recent game the way you normally would.

6. **CUJ 6 Weather**: Find out the weather for tomorrow the way you normally would.

7. **CUJ 7 Find Movie Star**: Think of one of your favorite movie stars and find your favorite image of that movie star.

8. **CUJ 8 Find Smartphone**: Imagine you need to buy a new smartphone. Using your smartphone, find some new smartphones you would like to buy

Key Questions

1. **Navigation Methods**
   - Navigation methods / paths commonly used in each country during these 8 CUJs
   - Where do they start the journey?
   - Are user aware of multiple ways to navigate and find information
   - Does point of entry impact users' choice between voice or typing? If so, how?

2. **Voice Vs Typing**
   - Do users typically use voice or typing?
   - Are there any expectations in comparison to using Voice Vs Typing
   - Do users expect more 'assist like features when they use voice? Do they formulate queries differently?
   - Are there specific use cases where one input method is more commonly used than others? If so, what are they and why?

3. **Performance**
   - How do the search results pages work for users?
   - Do users notice the 'slow to load' label when in poor connectivity environments?

4. **Decision Influencers**
   - What bits of information do they rely on to decide what page to visit?

5. **Any Confusions Observed**:
   - Is there any information that they find confusing on the search results screen?
   - Are there any text strings that are confusing or awkward for users when using AGSA in their respective languages?

16   Please title each of the points so one doesn't need to read the entire text but is able to get a sense of it through formatting, example, make the text bold, title sentences, etc.
Juhi Singh,

10   Text heavy.
Abhilasha Rao,

3   The original text was from the test plan.. Have re-worded this ..
Let me know if you need any other changes on this
Mahesh Jammalamadaka,

Participants Requirements

- 40 participants, 10 per country
- Native language speakers
- Fluent in English
- Android users (a mix of different devices)
- Use Android version 5 and higher
- Use Voice Search AGSA min. 1-2x per month
  - 50% bought first smartphone in 2014 or later
  - 50% have AGSA installed & preferred search tool
  - 50% use something else for search

- Use AGSA 5.9 and higher
- 50% tech savvy and 50% non-tech savvy
- Age group - 18 - 50 yrs
- Geographically diverse within country
- Roughly 50/50 gender split

For more detail, see the study plan, analysis notes, raw data sheet, roll-up data sheet, user videos

9   Re-format slide. Too much on one slide.
Abhilasha Rao,

Study Method

- Unmoderated remote study, with participants recording their screens as they complete open and specific tasks in both voice and typing.
- Pre-task Survey Questions: Collect background information, app and language settings on device
- Survey - Users ran through each CUJ (randomized to reduce learnability) on AGSA. They spoke in their native language and were asked to Think Aloud in English.
- Each CUJ had 2 parts:
  - Open: Users try CUJ as they normally would (naturally) on AGSA until success (up to 3 tries)
  - Specific: Users try CUJ on AGSA using up to 3 Good Queries provided by Voice until success (up to 3 tries)
- Post-task Survey Questions: Collect user ratings on expectation, satisfaction, ease of use and path

For more detail, see the study plan, analysis notes, raw data sheet, roll-up data sheet, user videos

Success Rates

Percentage of Successful + Failed Attempts By Country

	% successful attempts (*with + without* issues)	% failed attempts
UK	90%	10%
India	61%	39%
Brazil	90%	10%
Indonesia	82%	18%

Make summary slide:
- Identify common path taken by CUJ for each task

1   +twilkinson@applausemail.com
       Elizabeth Medina,

User Satisfaction

Satisfaction Rating Scale

For each CUJ, users rated their satisfaction with these 4 factors:

- Amount of time in completing a Specific Task Using Voice and Typing
- Overall Ease of use
- Helpfulness of AGSA for a Specific Task Using Voice and Typing
- Satisfaction of AGSA user flow / process

Each factor was measured on a 5-point scale

1	2	3	4	5
Extremely Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Extremely Satisfied

We aggregated per user and then all users per country per CUJ to come up with the final score in the next slide.

13   Please mention the user satisfaction rates/%ages before showing the scale.
Juhi Singh,

6   This rating can be calculated only for specific queries. Add slides to call out trends in open queries.
Abhilasha Rao,

Satisfaction Score Per CUJ - Aggregate

Aggregate Satisfaction Scorecard for Each CUJ

Call a Friend	Fix A Tire	Spell Word	Find Restaurant	Sports Score	Weather	Find Movie Star	Find Smartphone
Satisfied	Extremely Satisfied	Extremely Satisfied	Satisfied	Satisfied	Extremely Satisfied	Extremely Satisfied	Satisfied

Countrywise Satisfaction Scorecard for Each CUJ

	Call a Friend	Fix A Tire	Spell Word	Find Restaurant	Sports Score	Weather	Find Movie Star	Find Smartphone
UK	Satisfied	Extremely Satisfied	Extremely Satisfied	Satisfied	Extremely Satisfied	Extremely Satisfied	Extremely Satisfied	Satisfied
IN	Neither Satisfied nor Dissatisfied	Satisfied	Satisfied	Satisfied	Satisfied	Extremely Satisfied	Satisfied	Satisfied
BR	Satisfied	Extremely Satisfied	Extremely Satisfied	Extremely Satisfied	Satisfied	Extremely Satisfied	Extremely Satisfied	Extremely Satisfied
ID	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied

Extremely Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Extremely Satisfied

When Reading the Following Scorecards, Keep In Mind...

The Difficulty Scorecard (on the right) takes into account both the **_severity_** of issues.

That means even though a country may have _only_ 1 P2 issue, it's a high priority issue - so it would have a significant impact on measured success.

Example: 1 P2 bug = "C" country ranking

This also applies especially in the case of "Other" bugs as they're all automatically prioritized as P2 in the study.

Each of these "Other" issues need to be individually validated by the Search team.

A	User was able to complete the task with no friction. ● No bugs
B	User was able to complete the task (relatively) quickly but encountered minor difficulty ● Less than or equal to 5 P3-4 bugs
C	User was able to complete the task but encountered some difficulties. Needs refinement ● Less than or equal to 2 P1/2s ● **and** less than 10 P3-4 bugs
D	User was able to complete the task, but it was very difficult to do so or it took a lot of time ● Less than or equal to 4 P1/2s ● **or** less than 20 P3-4 bugs
E	User wasn't able to complete the task ● 1 or more P0s ● **or** 5+ P1/2s ● **or** 20+ P3-4 bugs

11   display the scorecard first and then the scale.
           Juhi Singh,

4   Is this final for Search?
           +mjammalamadaka@google.com
           Abhilasha Rao,

Task Difficulty Score Per CUJ

Aggregate Scorecard for Each CUJ

Call	Fix A Tire	Spell Word	Find Restaurant	Find Sports Score	Weather	Find Movie Star	Find Smartphone
E	D	E	E	D	C	C	D

Countrywise Scorecard for Each CUJ

	Call	Fix A Tire	Spell Word	Find Restaurant	Find Sports Score	Weather	Find Movie Star	Find Smartphone
UK	D	B	C	B	B	C	C	A
IN	E	E	E	E	C	E	C	E
BR	C	B	A	C	E	C	B	C
ID	E	C	E	C	D	C	C	C

Spreadsheet of raw data for Bugs is here

Grades A B C D E

CUJ Scorecard

Hotlist

Ease

	Not At All Helpful	Not Very Helpful	Neither Helpful Nor Unhelpful	Helpful	Extremely Helpful
Extremely Easy		2	2 1	11 7	34 44
Easy			5 1	18 18	2 3
Neither Easy Nor Difficult		1	2 1	4 1	
Difficult	1	1		1	
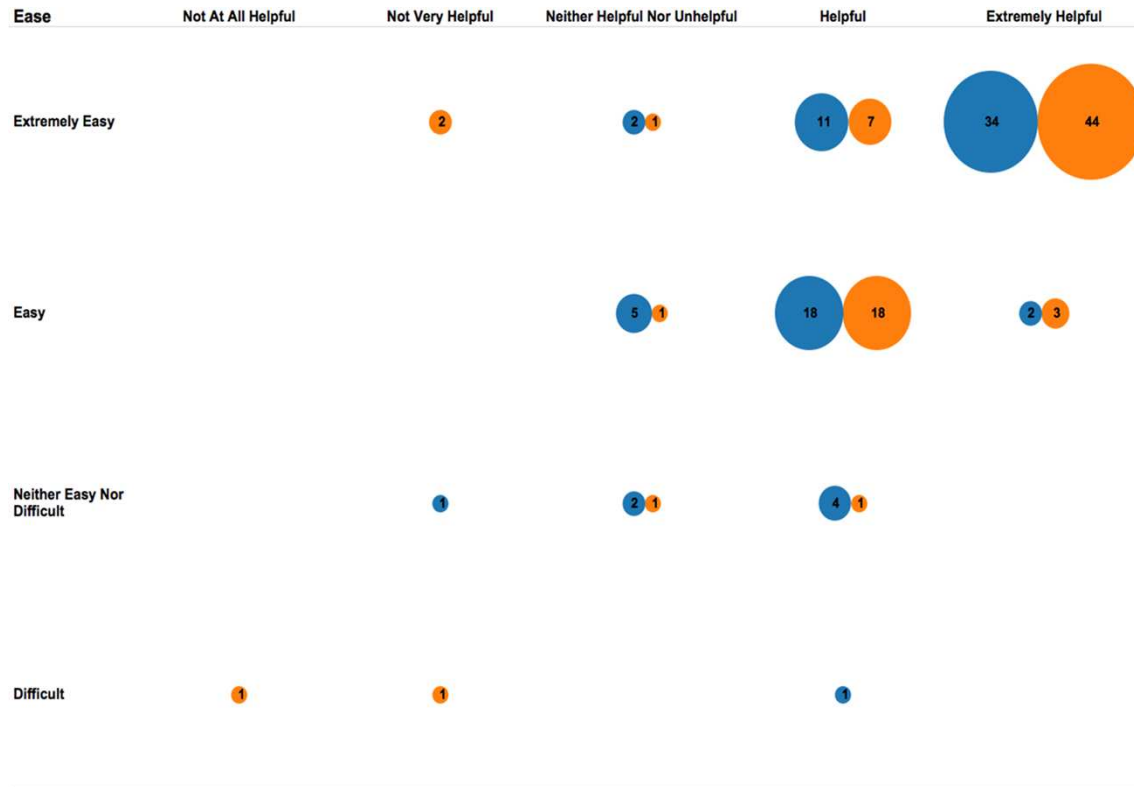
Key Observations
- UK had many users response that tasks were Extremely Easy

- UK data looks like an Arrow pointing towards the top right, showing a possible relationship between ease of use and helpfulness

- UK seemed to prefer Voice in a lot of the Open tasks - several mentioned that it was easier and faster than typing

Legend
- 🟦 Typing
- 🟧 Voice

17

UK (English): Helpfulness Vs Ease of Use - Carrier Vs Wi-Fi

Hotlist
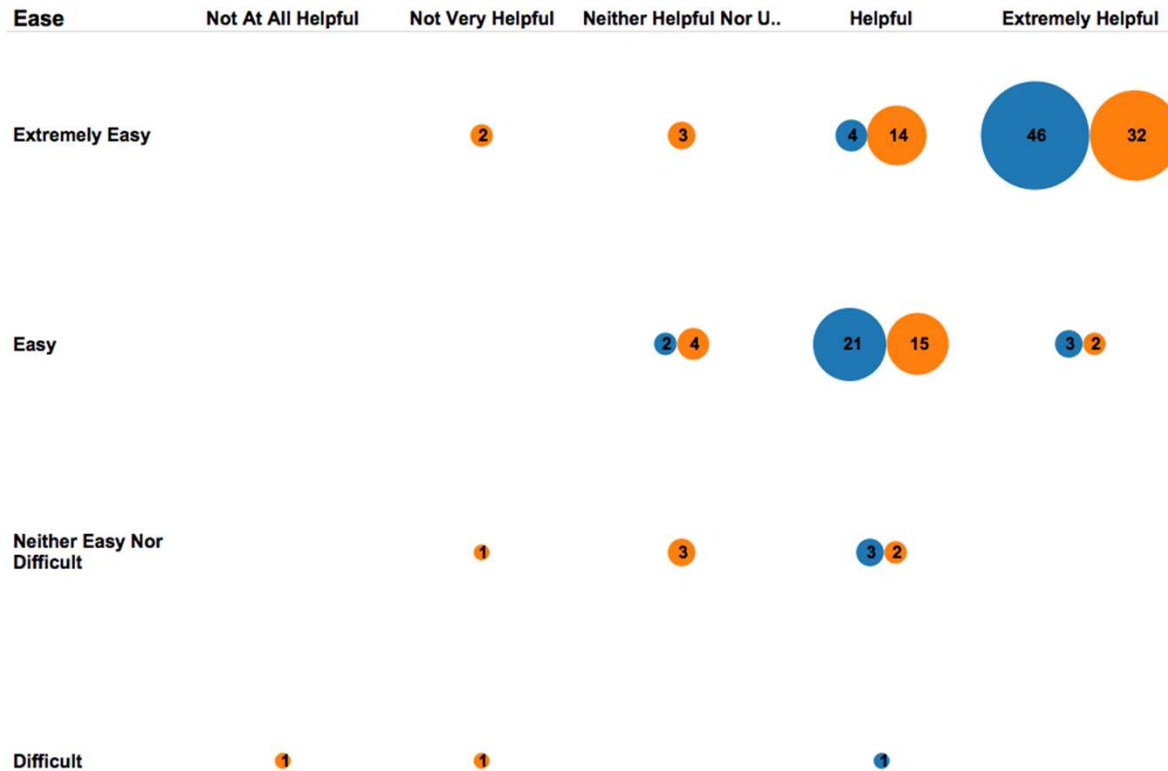
Key Observations
- UK did not have any connections that were obvious, even in Scotland, or hindered task completion

UK (English): Helpfulness Vs Ease of Use - By Device Type

Ease	Not At All Helpful	Not Very Helpful	Neither Helpful Nor U..	Helpful	Extremely Helpful
Extremely Easy		1 1	3	10 8	77 1
Easy			5 1	34 2	5
Neither Easy Nor Difficult		1	3	5	
Difficult	1	1		1	

Device Legend
- **Higher End Device** (blue)
- **Lower End Device** (orange)
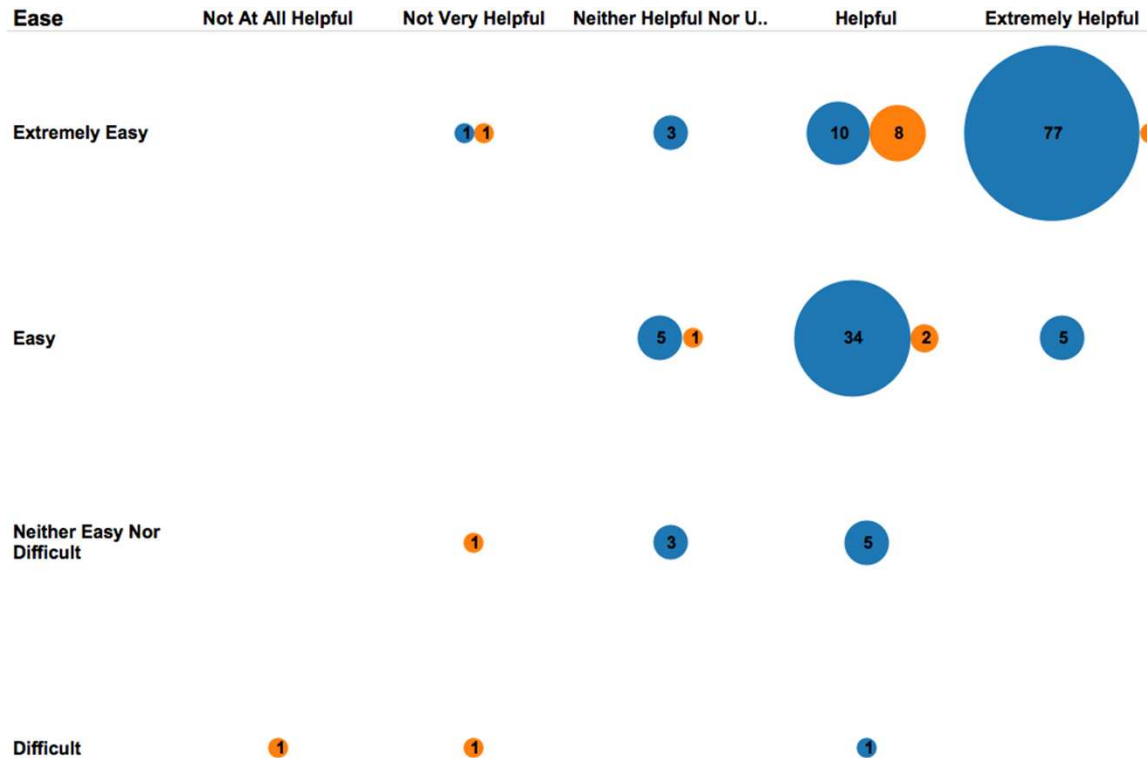
Key Observations
- UK users seemed to be very happy with the mobile devices and mentioned upgrading to more recent version
- Only one user mentioned switching to an iPhone

19

Recommendations

Recommendations

/ General

- Offer a "Need more information" tone when using voice so user can change query if needed

/ Specific Tasks

- Several users had problem with slow connections

- The Shopping tab did not always display for certain countries which caused problems for users who are looking to buy something - Ensure it displays when needed

- Voice did not always recognize what users said - Ensure Voice recognizes what users say

- System "heard" tyre but searched for "tire" which did not produce relevant results - Ensure system recognizes user location so that it displays search terms that return relevant results

- Image and shopping carousels either did not display or displayed at bottom of page which caused confusion. -- Ensure image and shopping carousels display consistently

8   Please specify what the insight was and connect it with the recommendation.
     Juhi Singh,

Findings

Do users typically use voice or typing? Are there specific use cases where one input method is more commonly used than others?

🇬🇧

🇮🇳

Chart (UK):

CUJ	Type	Voice
CUJ 1 Call Friend	10	
CUJ 2 Fix Flat	8	2
CUJ 3 Spell Word	3	7
CUJ 4 Find Restaurant	6	4
CUJ 5 Sports Team	6	4
CUJ 6 Weather	8	2
CUJ 7 Movie Star	8	2
CUJ 8 SmartPhone	6	4
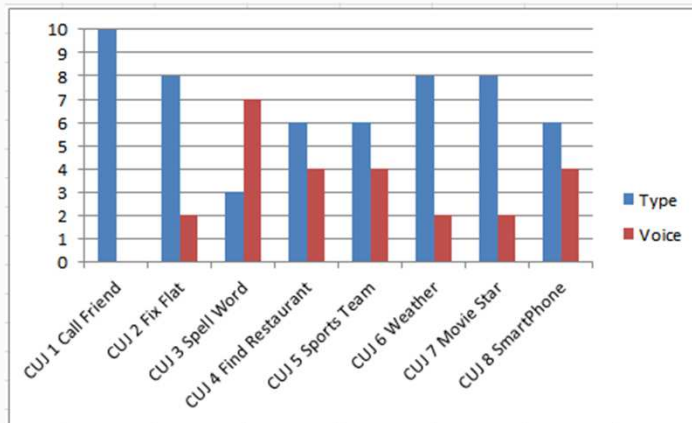
7   Please specify the tasks. The chart is not clear. Not sure what is task 1, 2, 3, 4, etc.
Juhi Singh,

Users who started voice with "OK Google"
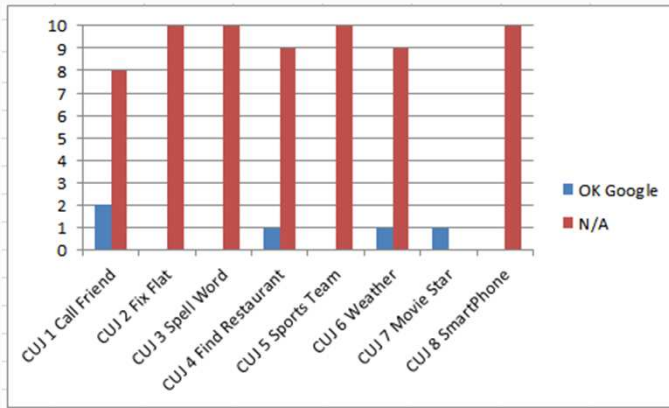
Task 2 - Fix a Tire (Open)

Identify common phrases used by participants. Identify patterns in how participants typically approaches how-tos: video tutorials, images, walkthroughs, etc.

Words Used in Search Queries
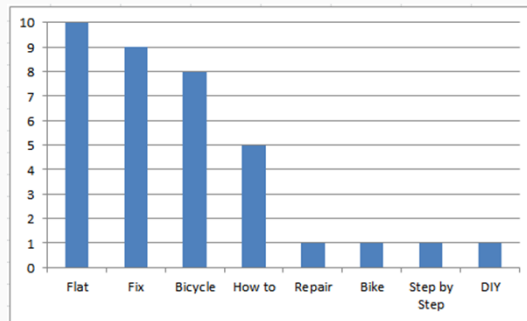
Information to Decide What Page to Visit
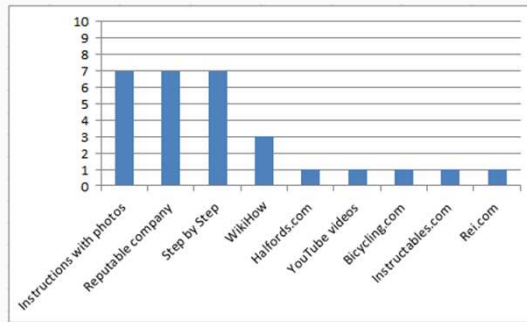
2   Word clouds do not seem to make much sense based on slides 37 to 40 as they are just repeating words from the actual task. We may
           need to just list these phrases down.
           Abhilasha Rao,

· Identify patterns in how participants typically finds and compares options

Words Used in Search Queries

Information to Decide What Page to Visit

Task 5 - Sports Score (Open)

Identify patterns in how participants typically finds the score for a recent <sports team> football game

🇬🇧   🇮🇳

Words Used in Search Queries
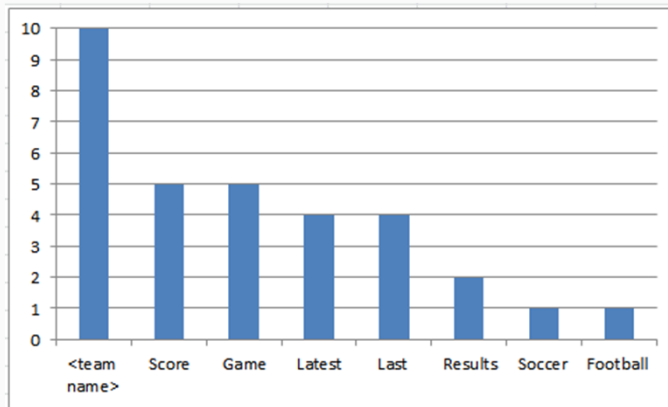
Task 5 - Find Restaurant (Open)

- Identify patterns in how participants typically finds and compares options

Words Used in Search Queries

Information to Decide What Page to Visit

www.asklaila.com

इस समय Google तक नहीं पहुंचा जा सकता.
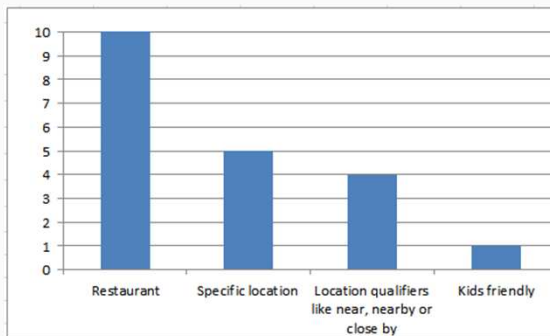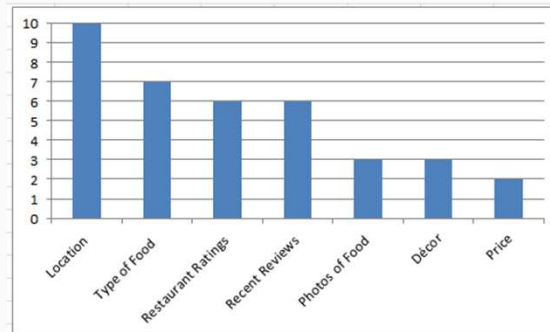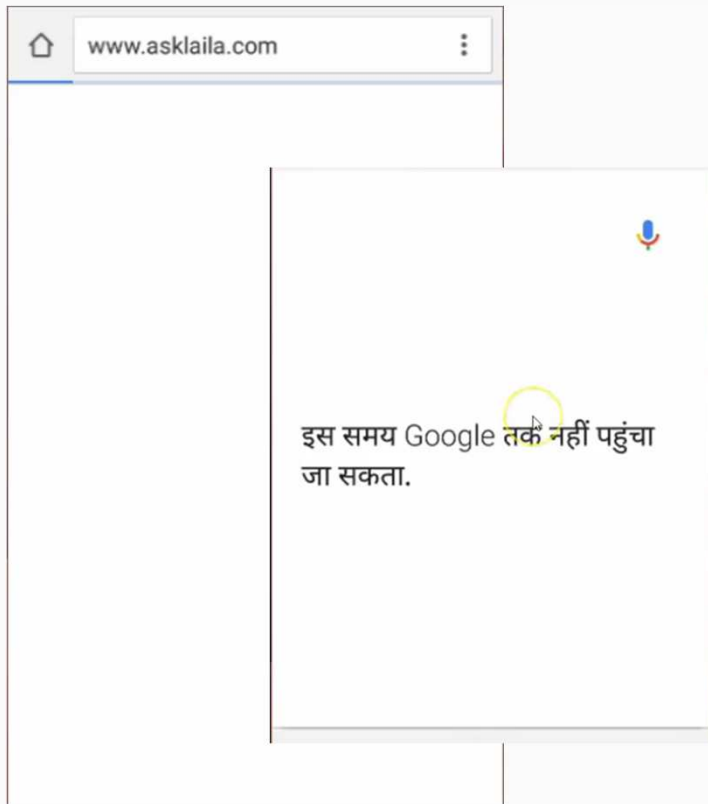
User P2 had connection issues in the following tasks:

Task 4 Find Restaurant (open) - White screen displayed for for 26 seconds
Task 1 Call (specific) - White screen display for several seconds.
Task 2 Fix a Tire (specific) "Waiting for so long is tiresome."
Task 5 Sports Score (specific). "This is a little annoying."
Task 6 Weather (specific) - Connection error

Four bugs filed for this issue

6   Not sure if we should use each use to dive deep. We should dive deep for each CUJ and try to find patterns instead.
     Juhi Singh,
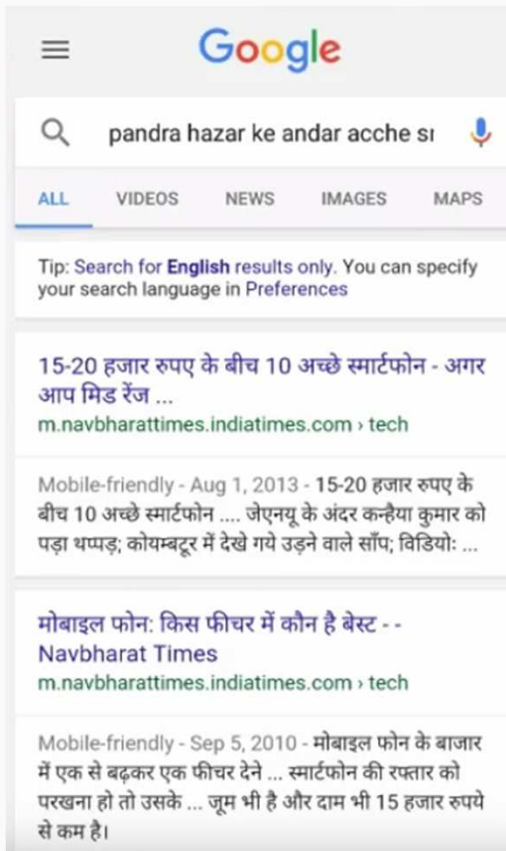
Users who did find what they were looking for on the search results pages:

P3 Task 3 Spell (open) - "This is not the desired results. I am expecting to see is some audio or video results on top where if I play that video I know how to spell that word correctly."
P3 Task 8 Smartphone (open)
P3 Task 3 Spell (specific)
P3 Task 2   Fix a Flat (specific)
P3 Task 8 Smartphone (specific)
P1 Task 8. Smartphone (specific)
P4 Task 8. Smartphone (specific) "I don't see any shopping pages opening up where I can buy. I expected something like Amazon."
P5 Task 8. Smartphone (specific)

5   Please try to analyze a finding first and then support it with user quotes.

Juhi Singh,

Task 8 - Imagine you need to buy a new smartphone. Using your smartphone, find some new smartphones you would like to buy

Critical User Journey Details

Call a Friend

10 Users

CUJ-1 Call a Friend: Helpfulness Vs Ease of Use - By Voice

Key Observations

"It called the person straight away without any errors." UK.RS

"It did not recognise my voice command to call my contact until I changed my wording." UK.SM

34

CUJ-1 Call a Friend: Helpfulness Vs Ease of Use - By Typing
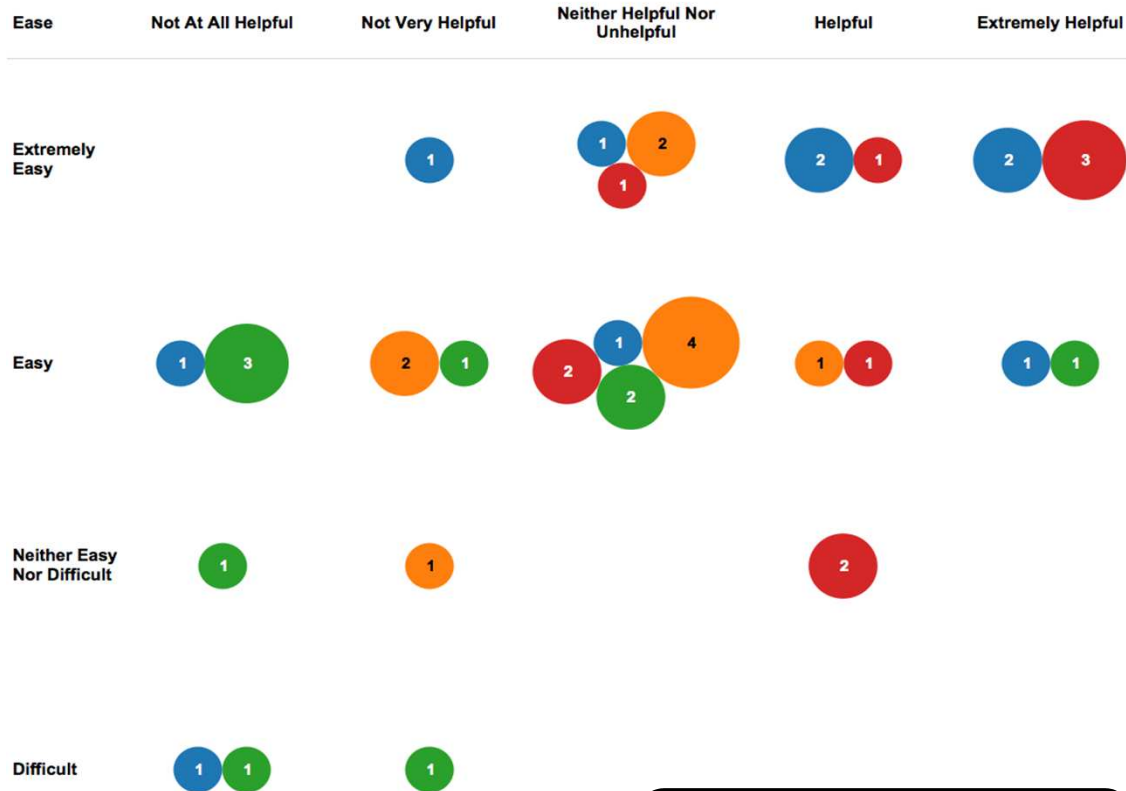
Key Observations

"It understood that I wanted to call someone not search for 'call Dad' on the internet and it immediately started to connect the call and switch to the dialler app." UK.JD

35

Fix a Flat Tire

10 Users

CUJ-2 Fix a Flat Tire: Helpfulness Vs Ease of Use - By Voice

Key Observations

"I did not expect to be presented with a helpful information box at the top of the search results."
UK.MJ

Ease	Not At All Helpful	Not Very Helpful	Neither Helpful Nor Unhelpful	Helpful	Extremely Helpful

Country Legend

■ United Kingdom   ■ Brazil
■ India   ■ Indonesia

37

CUJ-2 Fix a Flat Tire: Helpfulness Vs Ease of Use - By Typing

Key Observations

Ease | Not Very Helpful | Neither Helpful Nor Unhelpful | Helpful | Extremely Helpful

Extremely Easy
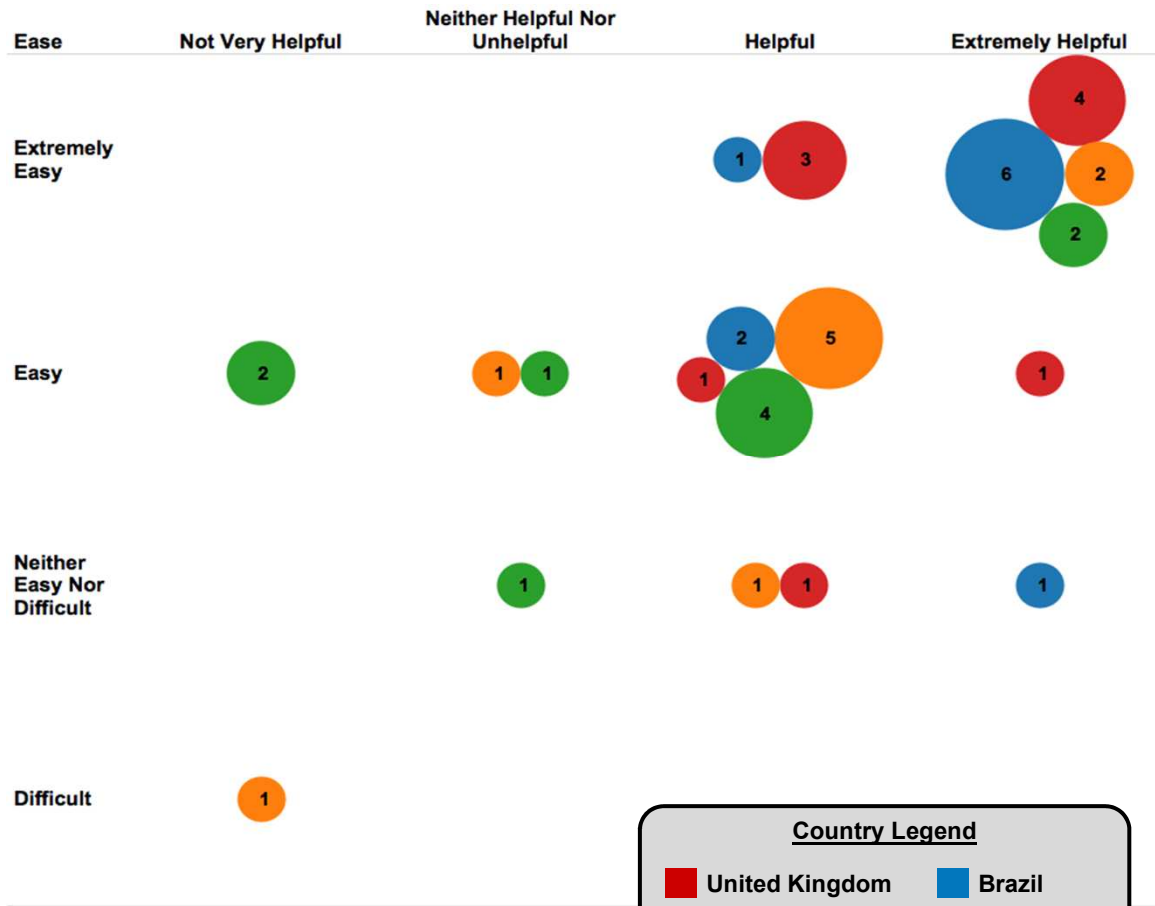
Easy

The steps provided were very easy to follow and I am sure it will fix the flat tyre issue." UK.JB

Neither Easy Nor Difficult

Difficult

Country Legend
- United Kingdom
- Brazil
- India
- Indonesia

38

Spell a Word

10 Users

CUJ-3 Spell a Word: Helpfulness Vs Ease of Use - By Voice

Key Observations

Helpfulness

Ease	Not Very Helpful	Helpful	Extremely Helpful

Extremely Easy — 2 (India), 3 (UK) / 10 (Brazil), 6 (UK), 1 (Indonesia), 2 (India)

Easy — 1 (Indonesia), 2 (India) / 5 (Indonesia), 2 (India), 1 (UK) / 2 (Indonesia), 2 (India)

Neither Easy Nor Difficult — 1 (Indonesia)

"It was easy to find the spelling compared to voice command as sometimes it takes time for google to understand the voice command due to accent."
UK.JB

Country Legend

United Kingdom	**Brazil**
India	**Indonesia**

40

CUJ-3 Spell a Word: Helpfulness Vs Ease of Use - By Typing

Helpfulness

Ease	Not At All Helpful	Not Very Helpful	Neither Helpful Nor Un..	Helpful	Extremely Helpful
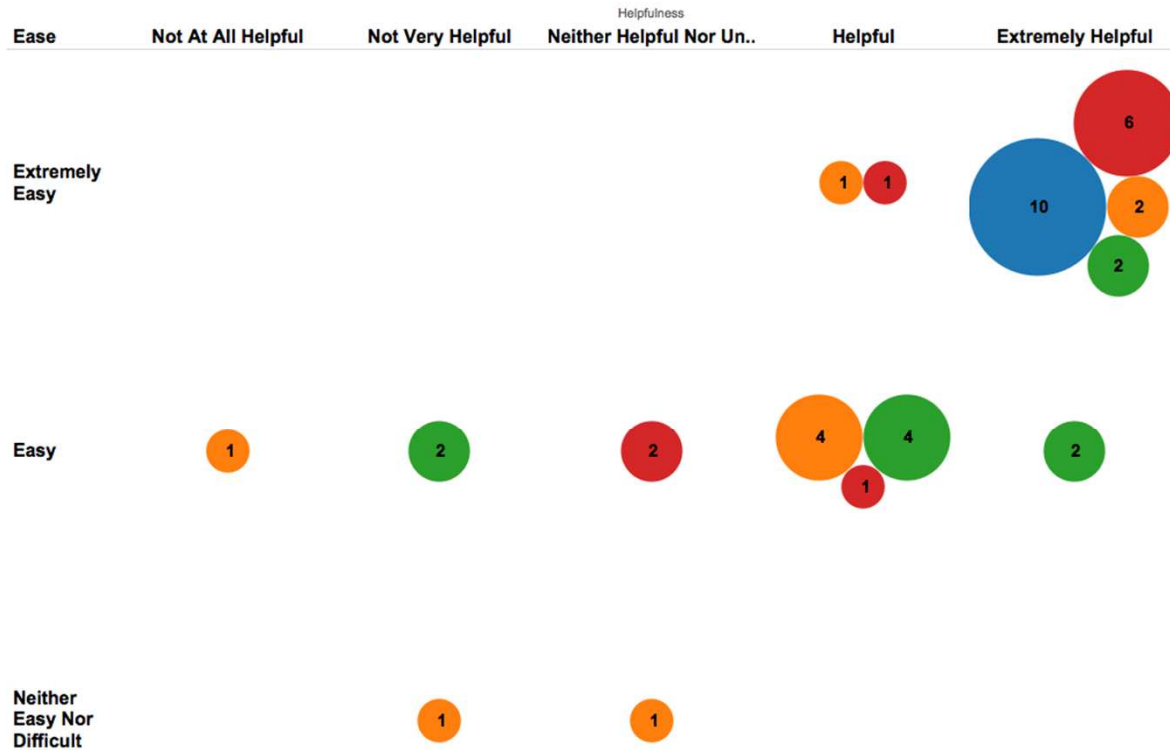
Key Observations

"If its typing the word, it means I know the spelling, so why should I ask Google." UK.JB

Country Legend

- 🟥 United Kingdom
- 🟩 India
- 🟦 Brazil
- 🟧 Indonesia

Find a Restaurant

10 Users

CUJ-4 Find a Restaurant: Helpfulness Vs Ease of Use - By Voice

Hotlist

Ease	Not At All Helpful	Not Very Helpful	Neither Helpful Nor Unhelpful	Helpful	Extremely Helpful
Extremely Easy			1	1	5, 7, 1, 2
Easy	1	1, 3	1	2, 1, 3	2, 4, 1
Neither Easy Nor Difficult	1			1	1
Difficult	1				
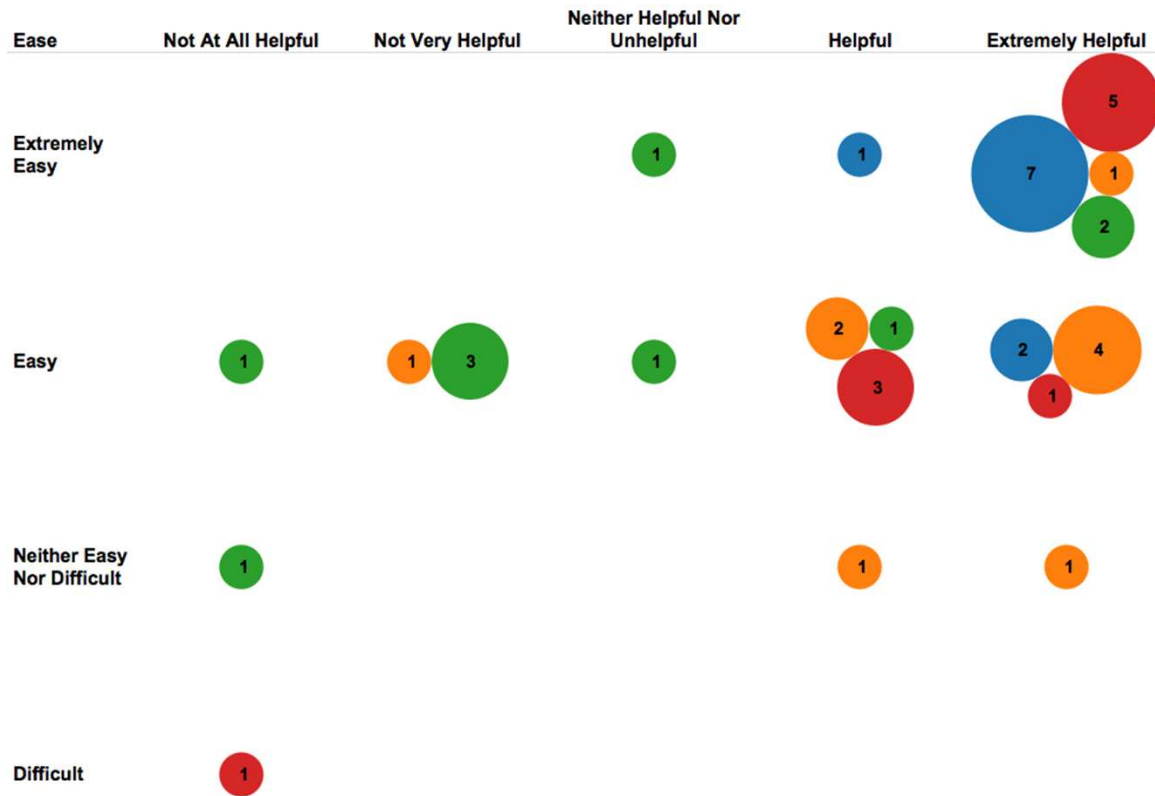
Key Observations

"There were photos, reviews, opening times and how busy the restaurant is throughout the day."
UK.IF
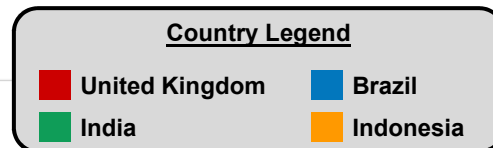
Country Legend

- ■ United Kingdom
- ■ India
- ■ Brazil
- ■ Indonesia

43

CUJ-4 Find a Restaurant: Helpfulness Vs Ease of Use - By Typing
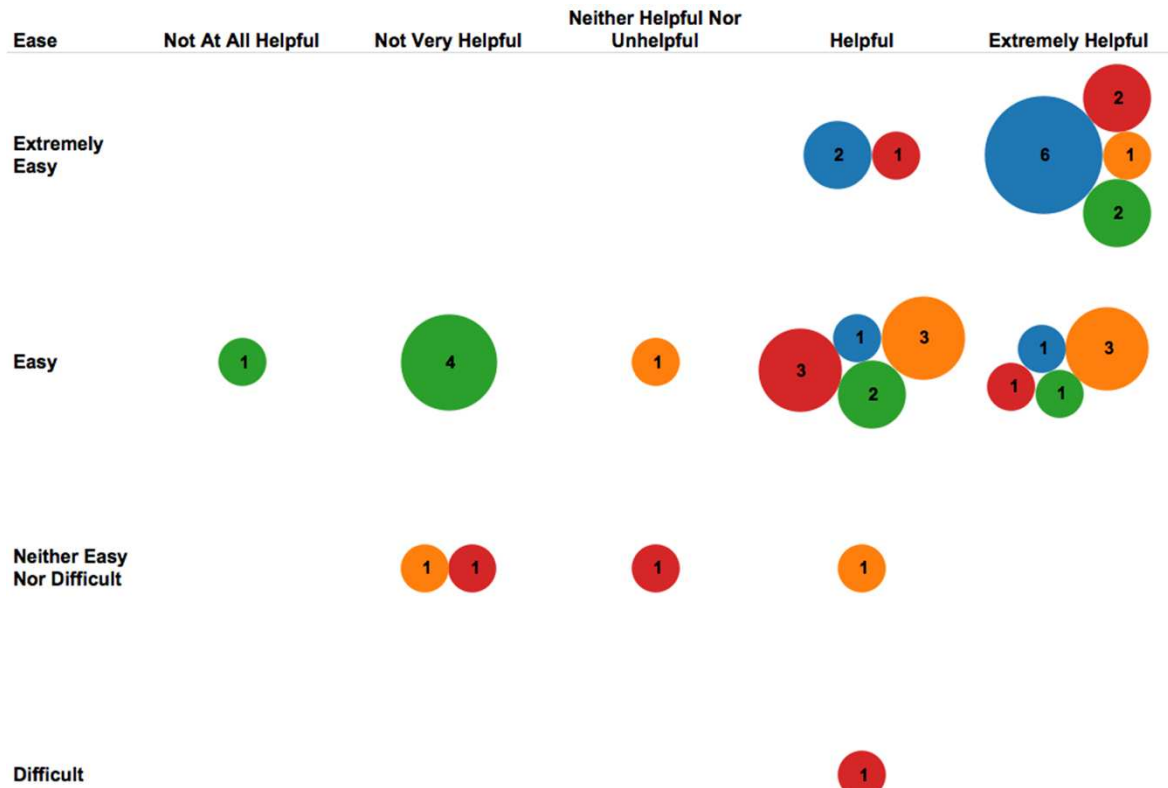
Hotlist

Key Observations

"The results were all relevant so there was no unnecessary clicking to do further research." UK.MJ

44
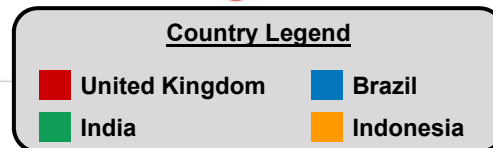
Sports Team Score

10 Users

CUJ-5 Sports Team Score: Helpfulness Vs Ease of Use - By Voice

Ease	Not At All Helpful	Not Very Helpful	Neither Helpful Nor Unhelpful	Helpful	Extremely Helpful
Extremely Easy		1		1 1 1	6 5 1 2
Easy		1	1	2 1 3 3	2 1 1
Neither Easy Nor Difficult	1		1	1	1
Difficult		1 1	1		

Key Observations

"Not as expected, but in a good way. I was not really expecting a top result with so much detailed and relevant information, I thought I might have to click on a link and get the information from an external site." UK.TM

Country Legend

- **United Kingdom** (red)
- **Brazil** (blue)
- **India** (green)
- **Indonesia** (orange)

CUJ-5 Sports Team Score: Helpfulness Vs Ease of Use - By Typing

Key Observations

Ease	Not At All Helpful	Not Very Helpful	Neither Helpful Nor Unhelpful	Helpful	Extremely Helpful

Country Legend

United Kingdom — Brazil

India — Indonesia

47
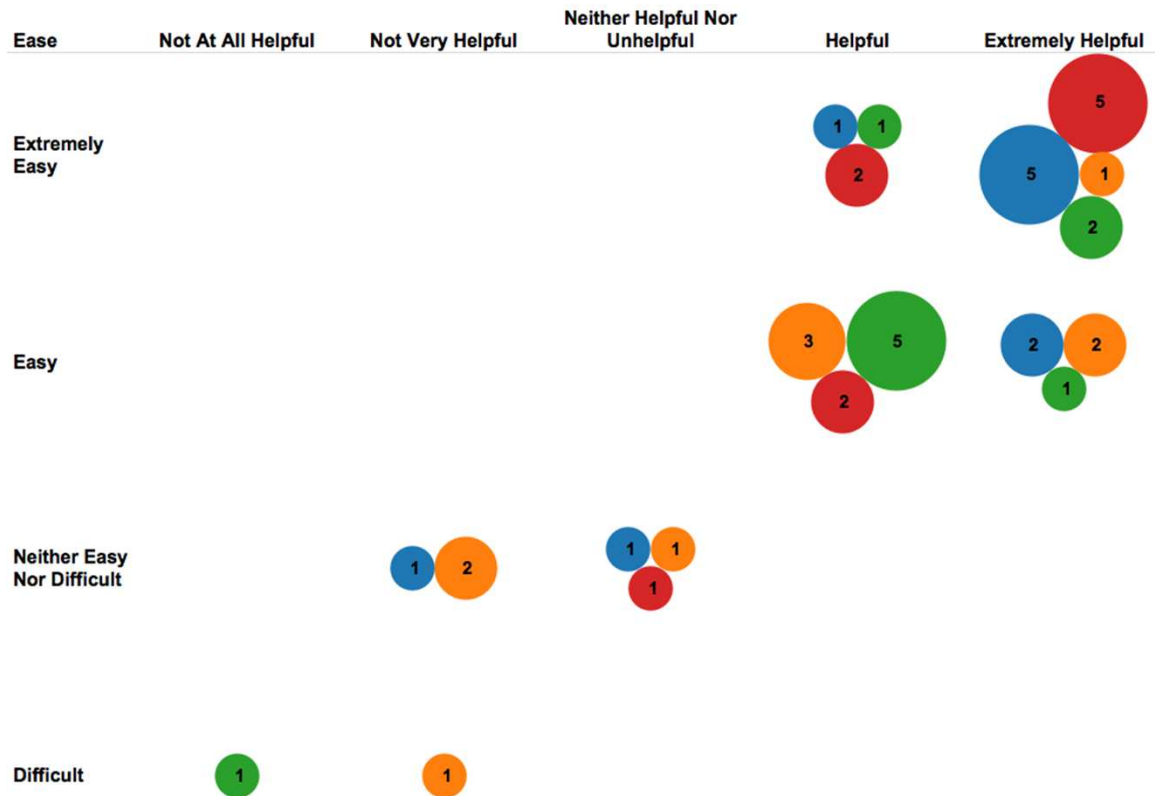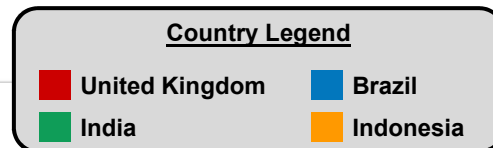
Find Weather

10 Users

CUJ-6 Find Weather: Helpfulness Vs Ease of Use - By Voice

Ease

| Neither Helpful Nor Unhelpful | Helpful | Extremely Helpful |

Key Observations

Extremely Easy

- 1 (Brazil)
- 2 (Indonesia)
- 1 (United Kingdom)
- 1 (India)
- 8 (United Kingdom)
- 8 (Brazil)
- 3 (Indonesia)
- 5 (India)

Easy

- 1 (Indonesia)
- 1 (United Kingdom)
- 1 (Brazil)
- 3 (Indonesia)
- 3 (India)
- 1 (Indonesia)
- 1 (India)

Country Legend

| United Kingdom | Brazil |
| India | Indonesia |

49

CUJ-6 Find Weather: Helpfulness Vs Ease of Use - By Typing

Ease	Not Very Helpful	Neither Helpful Nor Unhelpful	Helpful	Extremely Helpful

Extremely Easy

Easy

Key Observations

"Nothing went wrong / I got the kind of result I was looking for with a query that did not take long to input." UK.TM

Country Legend

■ United Kingdom ■ Brazil
■ India ■ Indonesia

50

Find a Movie Star

10 Users

CUJ-7 Find Movie Star: Helpfulness Vs Ease of Use - By Voice

Key Observations

Ease	Not Very Helpful	Neither Helpful Nor Unhelpful	Helpful	Extremely Helpful

Extremely Easy

UK: 1 | UK: 1 | Brazil: 1, Indonesia: 2, UK: 1, India: 1 | UK: 5, Brazil: 5, Indonesia: 2, India: 3

Easy

Brazil: 2, Indonesia: 3, UK: 2, India: 4 | Brazil: 2, Indonesia: 3, India: 2
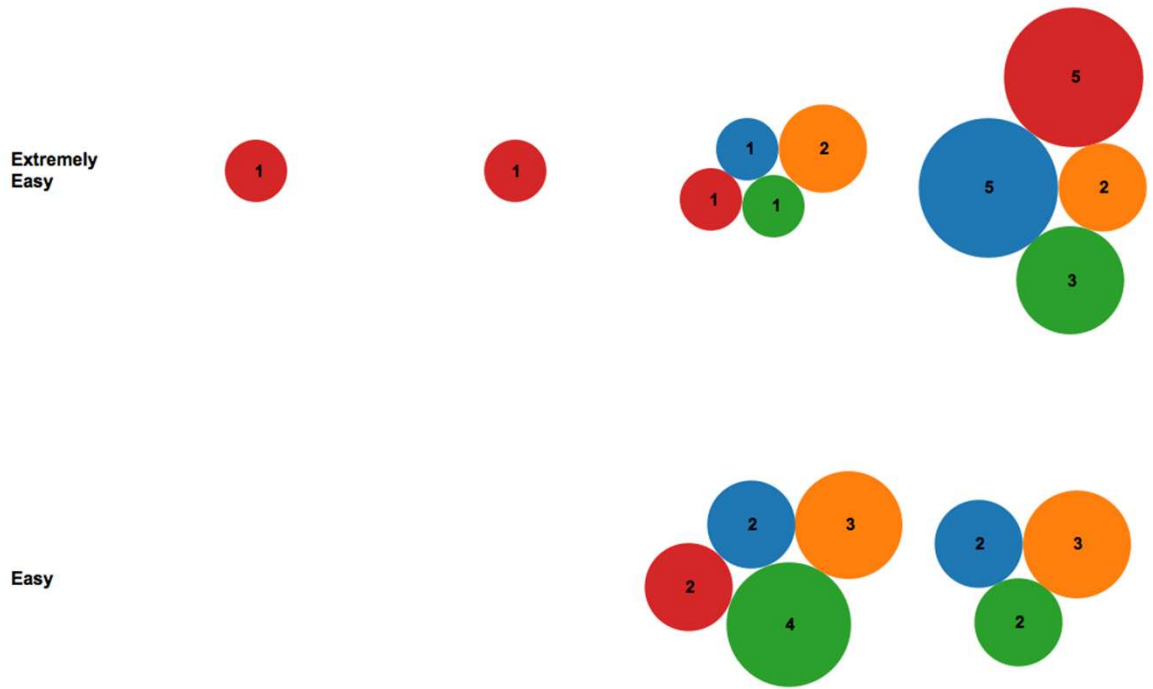
"The search result produced list of photos I could select from." UK.JM
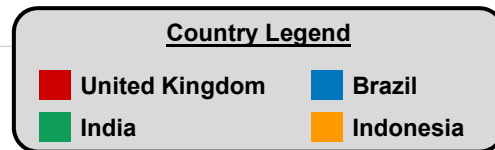
Country Legend
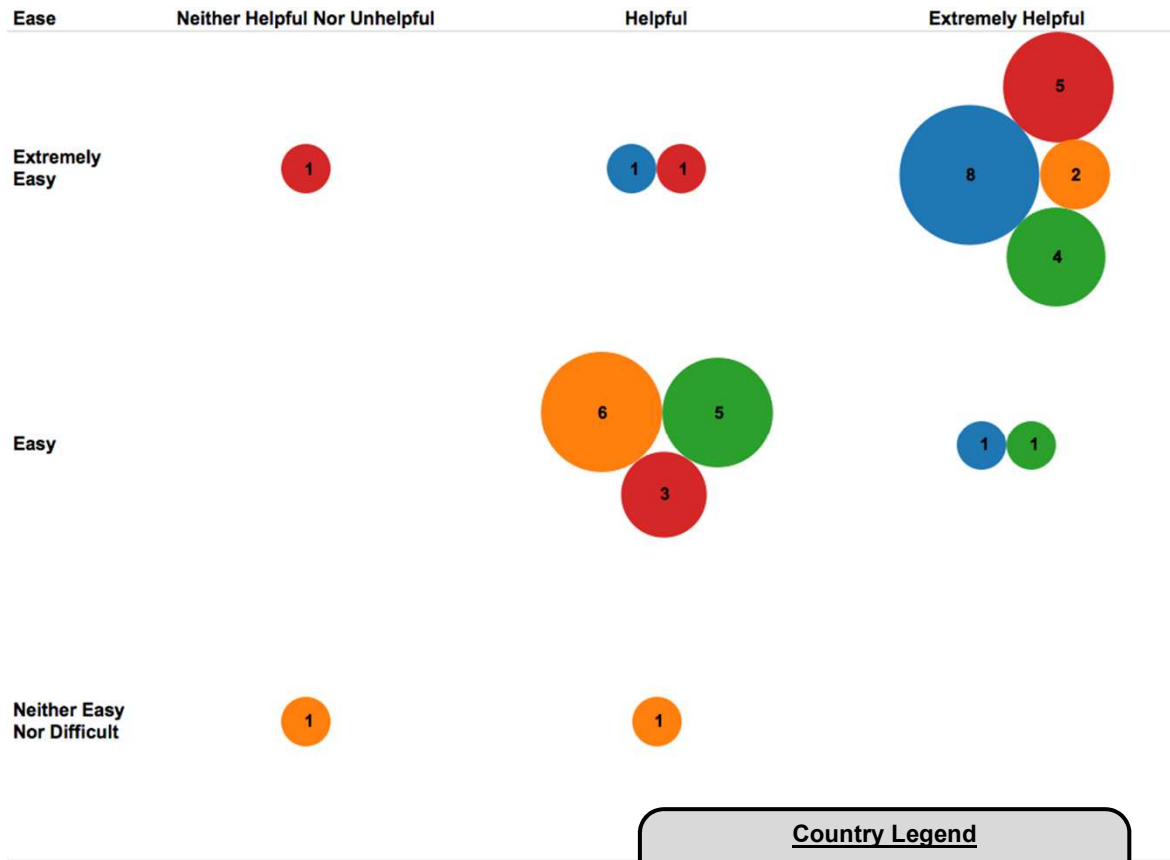
United Kingdom	Brazil
India	Indonesia

52

CUJ-7 Find Movie Star: Helpfulness Vs Ease of Use - By Typing

Hotlist

Key Observations

Ease	Neither Helpful Nor Unhelpful	Helpful	Extremely Helpful

Extremely Easy: 1 (red); 1 (blue), 1 (red); 5 (red), 8 (blue), 2 (orange), 4 (green)

Easy: 6 (orange), 5 (green), 3 (red); 1 (blue), 1 (green)

Neither Easy Nor Difficult: 1 (orange); 1 (orange)

Country Legend

■ United Kingdom ■ Brazil
■ India ■ Indonesia

53

Find a Smartphone to Buy

10 Users

CUJ-8 Find Smartphone: Helpfulness Vs Ease of Use - By Typing

Hotlist
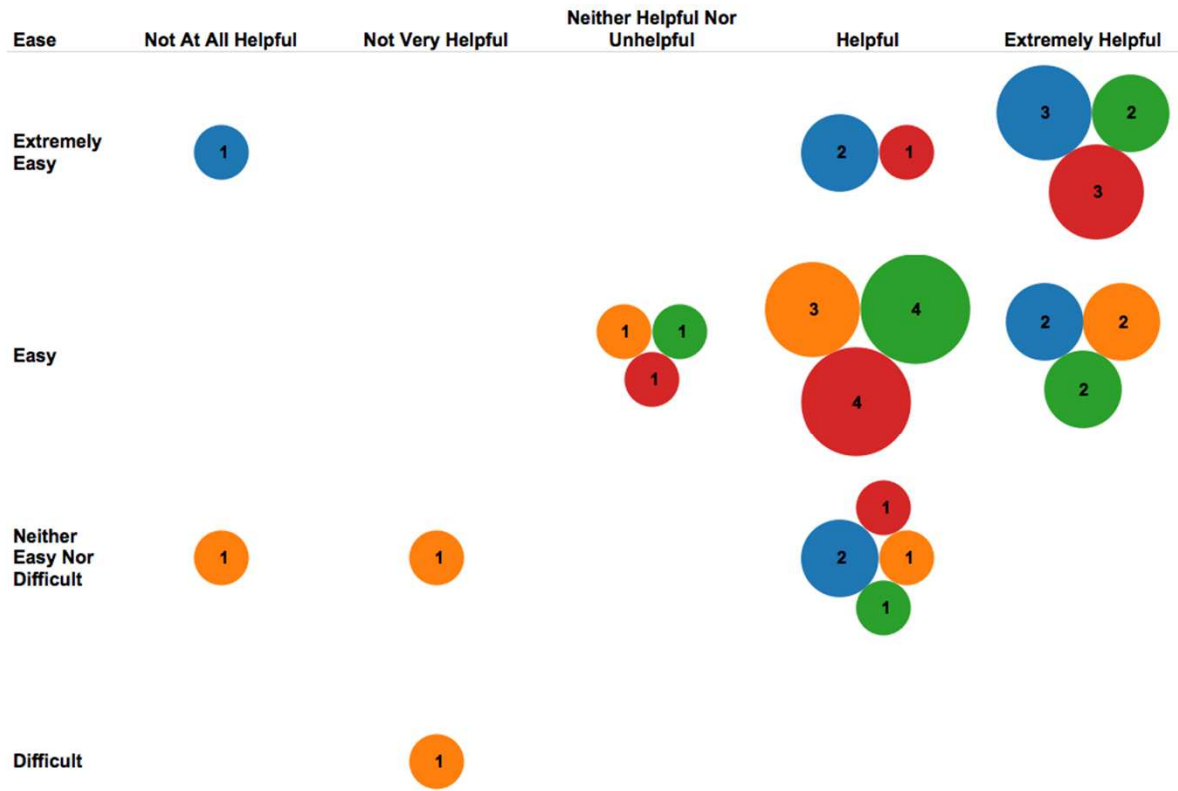
Key Observations

"Relevant results were shown straight away."
UK.JP

56

Country Details

United Kingdom

10 Users

"*Completely as I expected. Very, very easy. It straight away understood what I was asking. It gave me visual representation and audio representation to let it know that it had understood what I was asking. Nice and quick and nice and simple.*"

- CUJ1 (Specific)

"*Even better than I hoped. It tells me who scored. The goals in the match. And it gives me a video link to watch a recap of the highlights. More comprehensive than I could have hoped for.*"

- CUJ5 (Specific)

"*That is not exactly what I was expecting. When I typed in Call Jag. I was expecting the Google app to automatically call Jag from my contacts list instead of just bringing up the name and me physically having to dial it in.*"

- CUJ1 (Specific)

"*It looked like it had recognized it the word tonight then it still put in 2 then night. And this time it has given me completely strange results – in Denmark the first result. It is looking for something with "2 Night" so something in Denmark. Something in Malta. Something in Liverpool So obviously something completely unhelpful.*"

- CUJ3 (Specific)

Hotlist

Expectation: Users who typed to call a friend expected the system to automatically call as in using Voice

Illustration:
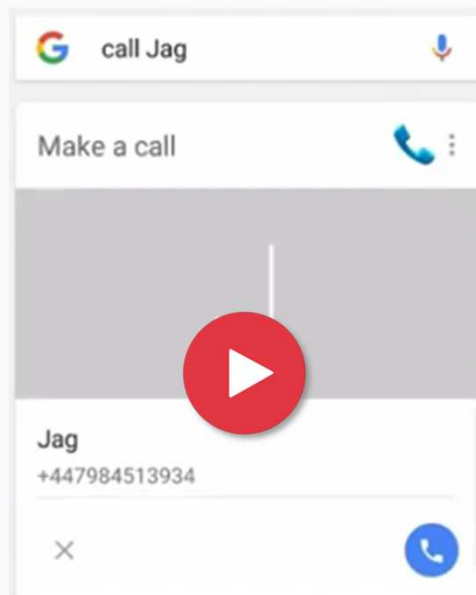
Actual result:
Typing did not produce expected results

User quotes:
"I am not sure if this is how it is meant to work. Because I expected it... I am not really sure. I am confused. I am wondering why the voice command automatically dials the number whilst the typing I have to tap (phone icon). I am not really sure." UK.JN

View Video

"That is not exactly what I was expecting. When I typed in Call Jag. I was expecting the Google app to automatically call Jag from my contacts list instead of just bringing up the name and me physically having to dial it in." UK.RS

View Video

Return to Country Summary

Hotlist

Expectation: System should find contact and connect the call automatically

Illustration:
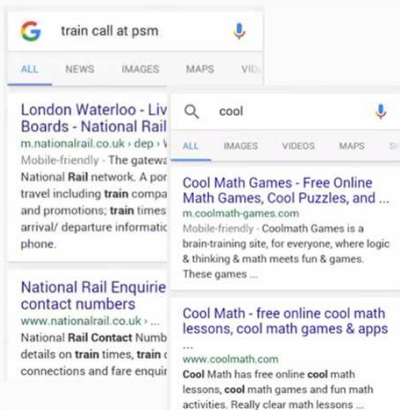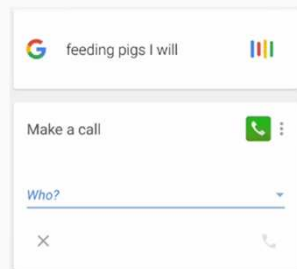
CUJ1 - Call a Friend (Specific)

Actual result: Users Several users had problems with the system not recognizing what users said across all tasks

User quotes:
Query: "OK GOOGLE CALL JOHN STEVE"

"I did not pick that word." UK.JN   View Video

Query: "call @ PsM"

"Oops, I started talking to quickly." 2nd attempt: "That's a fail. Let me speak slower." 3rd attempt: Same results as 2nd attempt. 4th attempt: Same results as 2nd. "Why is it just stopping? It does not like the @ symbol." UK.SM   View Video

1st attempt   2nd attempt

Return to Country Summary

Hotlist

Expectation: System should display information to find the goal scorer in the search results

Illustration:
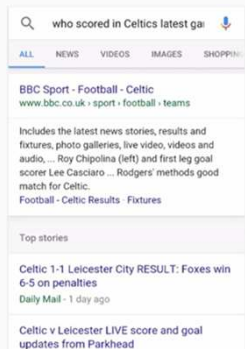
[b/2147055]
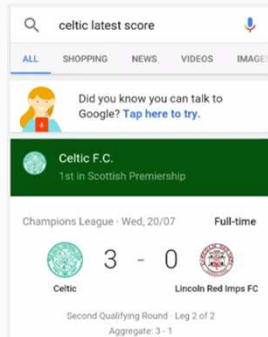
[b/2147078]

CUJ5 - Sports Team

Actual result: User unable to find goal scorer in search results

Typed Query: "who scored in the Celtics latest game"

In three attempts, UK.IF could not get relevant search results.

View Video

User quotes:

Voice Query: "celtic latest score"

""It doesn't seem to want to show me who scored. I cannot find who scored in the latest match." UK.IF

View Video

Return to Country Summary

Hotlist

Expectation: System would display results relevant to the user's location

Illustration:

Actual result: System displayed both American and UK search results

CUJ 2 - Fix a Flat (Specific)

User quotes:

Query: "fix a flat tyre bicycle"

"I think perhaps it seems to be pulling through more American results and I think that is because of the spelling it's used for tire. It recognized my voice search as T-I-R-E. Whereas when I searched before I used the British spelling T-Y-R-E. This time since it took the American spelling, it brought back a lot of American results. And Walmart.com is not going to be much use to me. I am not going to buy something from Walmart. I am going to look for Halfords because the result I found from Halfords was useful last time." UK.SM

View Video

Return to Country Summary

Hotlist

Expectation: System would display results relevant to the user's location

Illustrations:

restaurant tonight
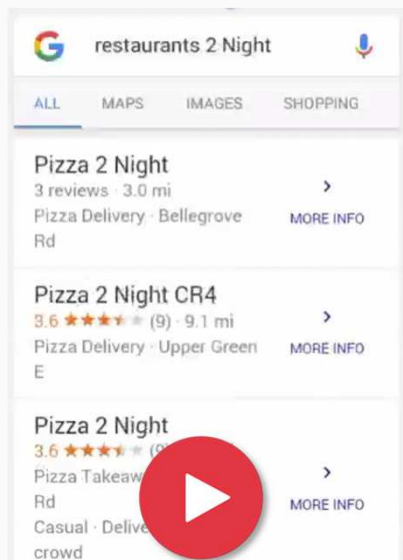
Actual result: System displayed search results from other countries

User quotes:

Query: "restaurant tonight" UK.SM

"Google itself is giving me suggestions but they are far away from me. They are all quite far away from me still. Whereas in the OpenTable app I had ones that were very close to me. So there is not a way to refine what it has given me."

2nd attempt: She changes query to "restaurants near me tonight" System did recognize the query. Then changed it. "It looked like it had recognized it the word tonight then it still put in 2 then night. And this time it has given me completely strange results – in Denmark the first result. It is looking for something with "2 Night" so something in Denmark. Something in Malta. Something in Liverpool. So obviously something completely unhelpful."

View Video

[b/2147227]

Return to Country Summary

Hotlist

Pass & Fail

■ Pass with no issues ■ Pass with issue ■ Fail

# of Bugs Reported

■ # of Bugs Reported
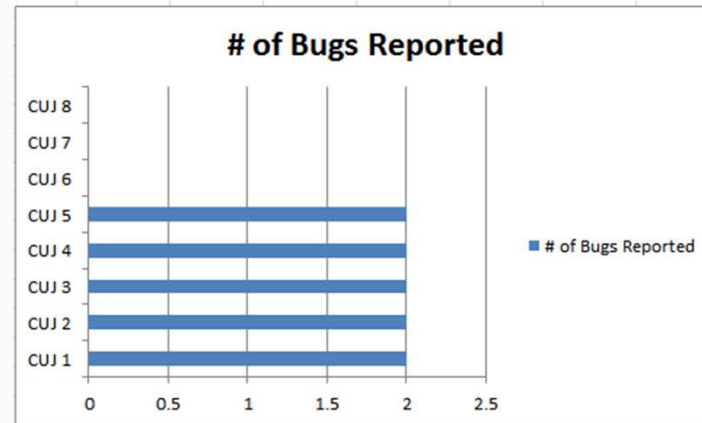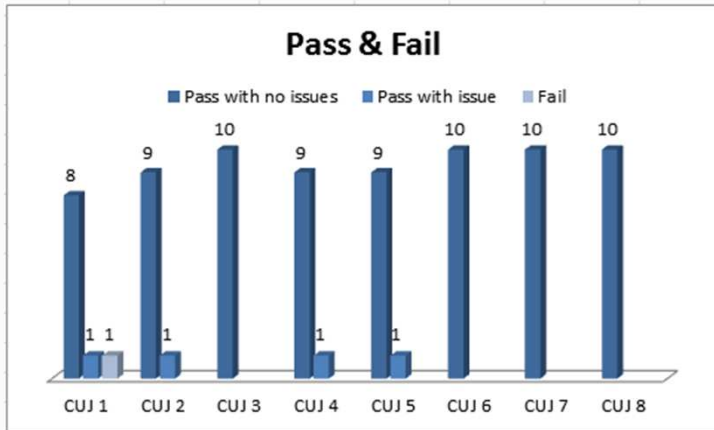
Return to Country Summary

Hotlist

Call a Friend

Fix a Flat
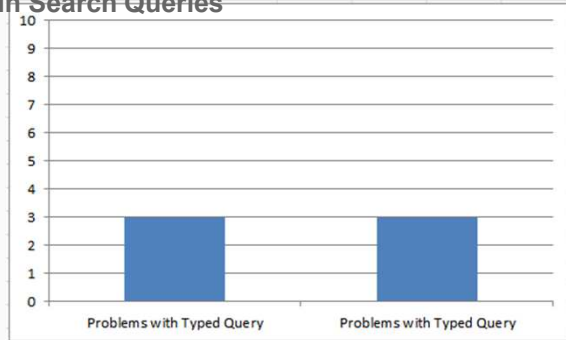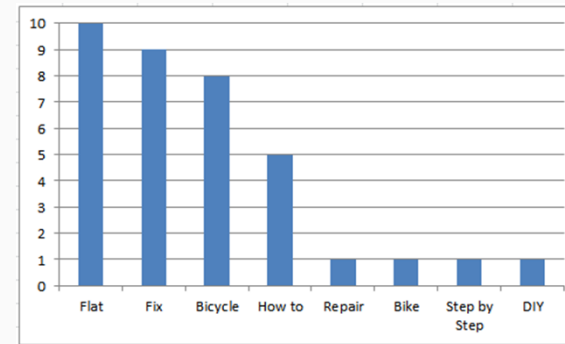
Words Used

in Search Queries

Information to Decide What Page to Visit
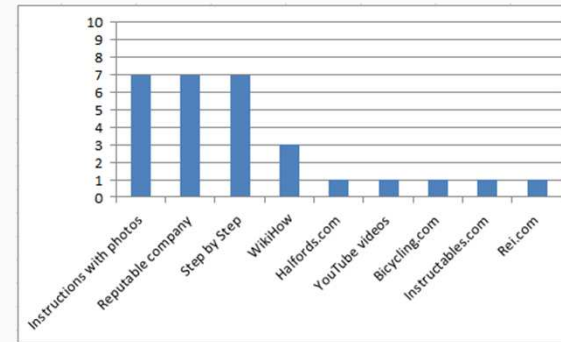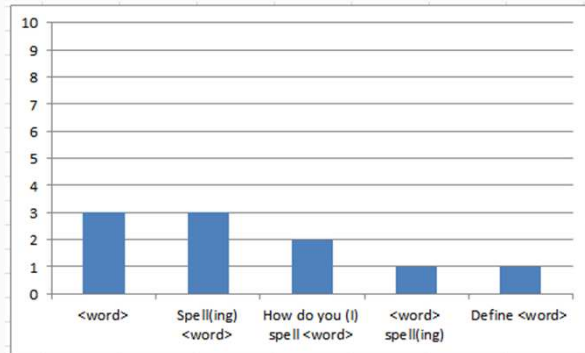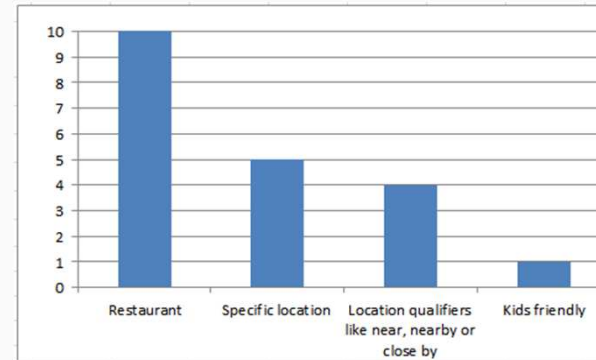

Return to Country Summary

Hotlist

Spell Word
Restaurant
Words Used in Search Queries

Words Used in

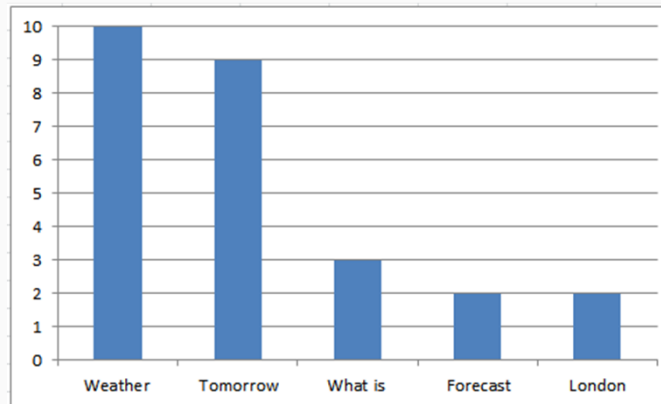Information to Decide What Page to Visit
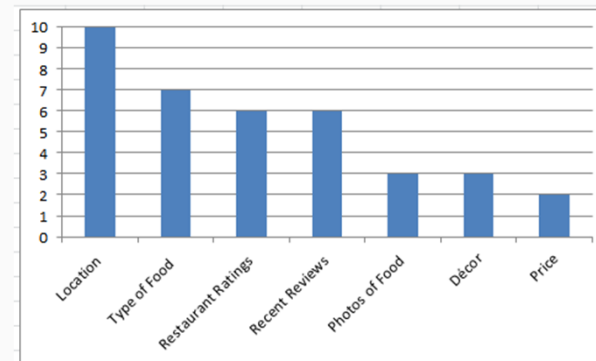
Return to Country Summary

Hotlist

Sport Teams   **Weather**

Words Used in Search Queries   Words Used in
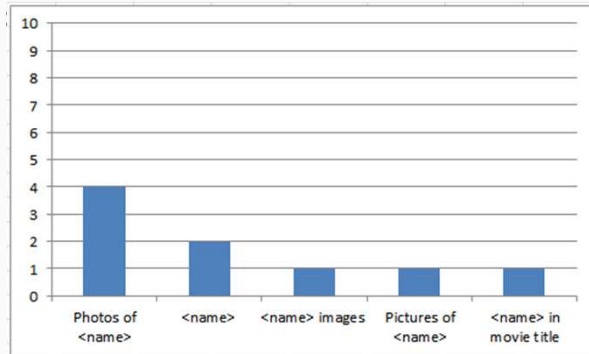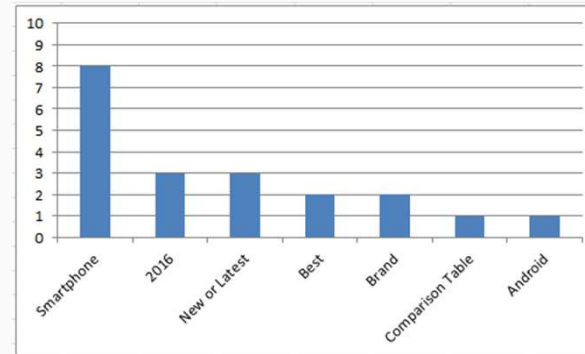Search Queries
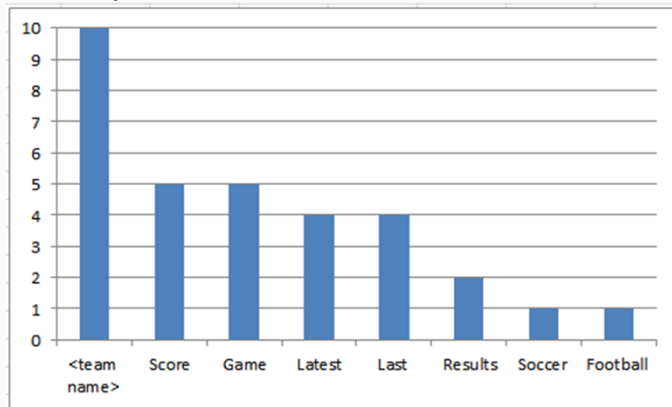
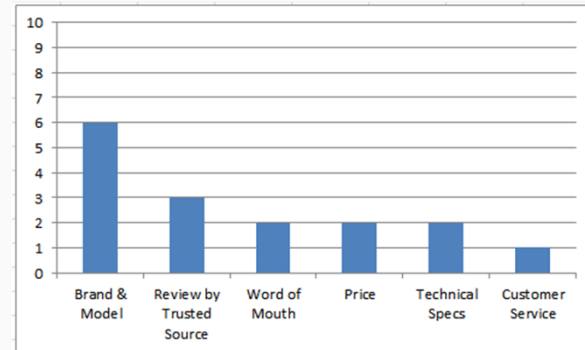Return to Country Summary

Movie Star
SmartPhone
Words Used in Search Queries

Words Used in

Information to Decide What Page to Visit
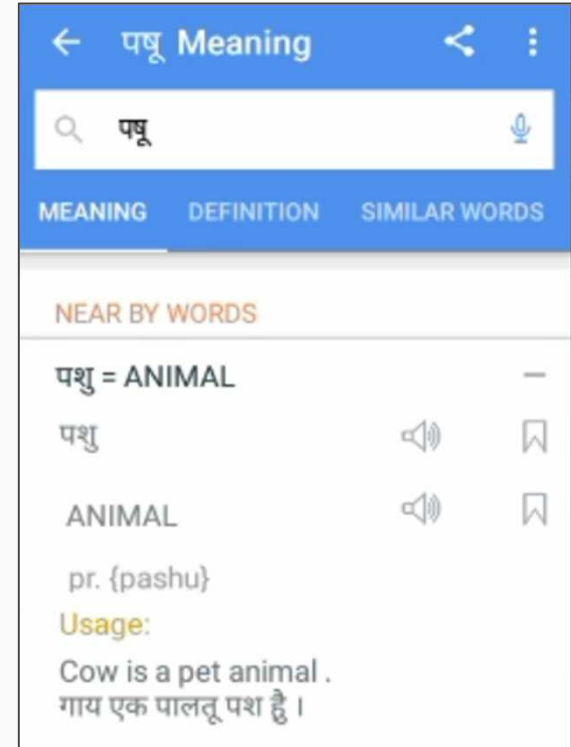

Return to Country Summary

Thank You

Appendix

What "Success" Looks Like in CUJs: 1 Call, 2 Fix A Tire, 3 Spell a Word
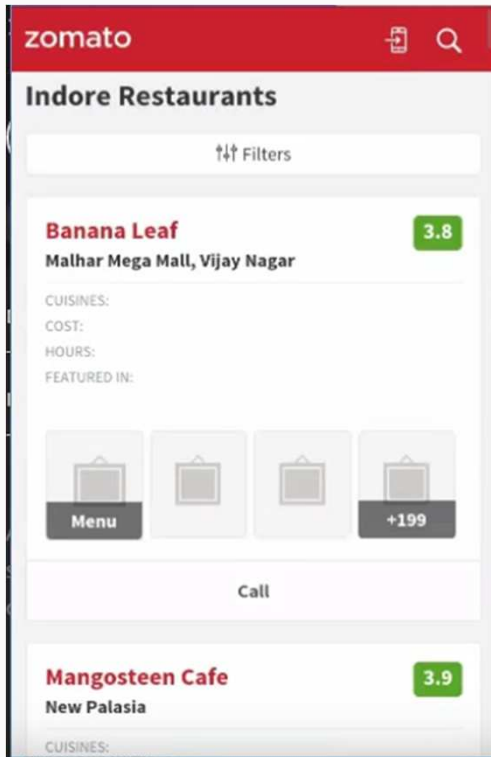

1 **Call someone** in your contacts

2 **Fix a Tire**

3 **Spell a Word**

4   Find a **Restaurant**

5   Get **Score of your Favourite Team**

6   Find out the weather for tomorrow
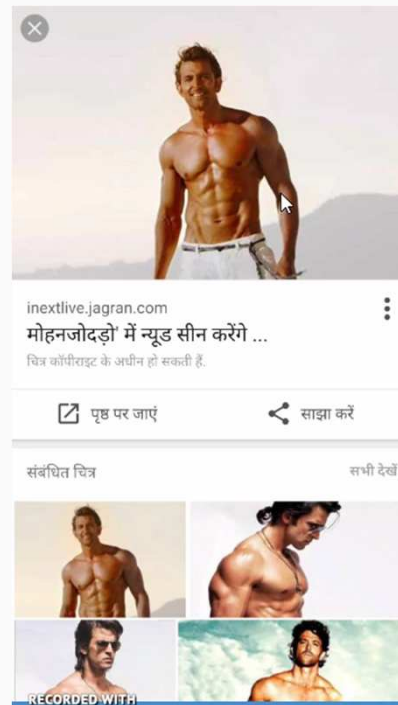
7   **Find** your favorite **Movie Star**
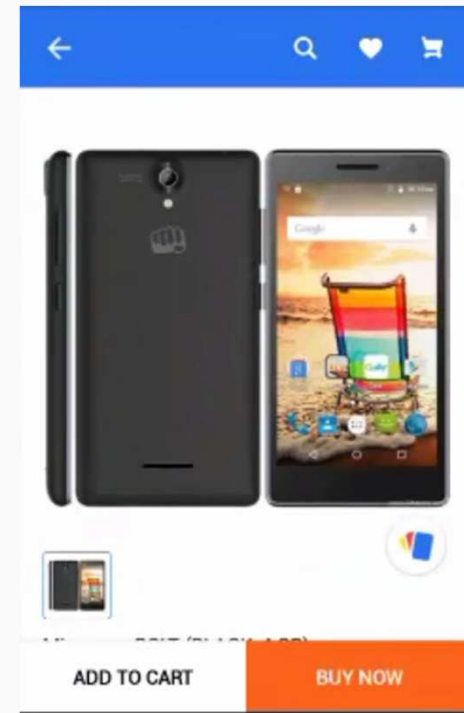
8   **Find a Smartphone to Buy**

Participant information - United Kingdom

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
Device Model	Vodafone VF695	Motorola E	Motorola Moto G 1st Generation	Motorola Moto G 1st Gen XT1032	Moto G	Samsung Galaxy SIII GT-I9305	Asus Zenfone 2	samsung Galaxy S4	Samsung Galaxy S5 Mini (SM-G800F)	Samsung Galaxy S6
RAM	512 MB	1 GB	1 GB	1 GB	1 GB	2 GB	3 GB	2 GB	1.5 GB	3 GB
Android version	Android 4.4.2	4.4.4	5.1	5.1	5.1	Android 4.4.4	5.0.1	3 GB	5.1.1	Android 5.1.1
GSA Version	6.1.28.16.arm	6.1.28.16.arm	6.1.28.21.arm	6.1.28.21.arm	6.1.28.21.arm	6.1.28.16 arm	6.1.28.21x86	6.1.28.21.arm	6.1.28.21.arm	6.1.28.21.arm64
Smartphone ownership	2013 or earlier	2013 or earlier	2013 or earlier	2014 or later	2013 or earlier	2014 or later	2013 or earlier	2013 or earlier	2013 or earlier	2013 or earlier
Available storage	245 MB	791 MB	759 MB	6.57 GB	6.72 GB	2.84 GB	25.53 GB	2.33 GB	5.32 GB	4.15 GB
Gender	Female	Male	Male	Male	Female	Male	Female	Female	Female	Male
Carrier/ Wi-Fi	Wi-FI	Wi-FI	Wi-FI	Carrier	Wi-FI	Carrier	Wi-FI	Carrier	Carrier	Carrier

1   This slide to be replicated for all countries, all participants +twilkinson@applausemail.com
         Abhilasha Rao,

1   Done
         Mahesh Jammalamadaka,

Backup Slides
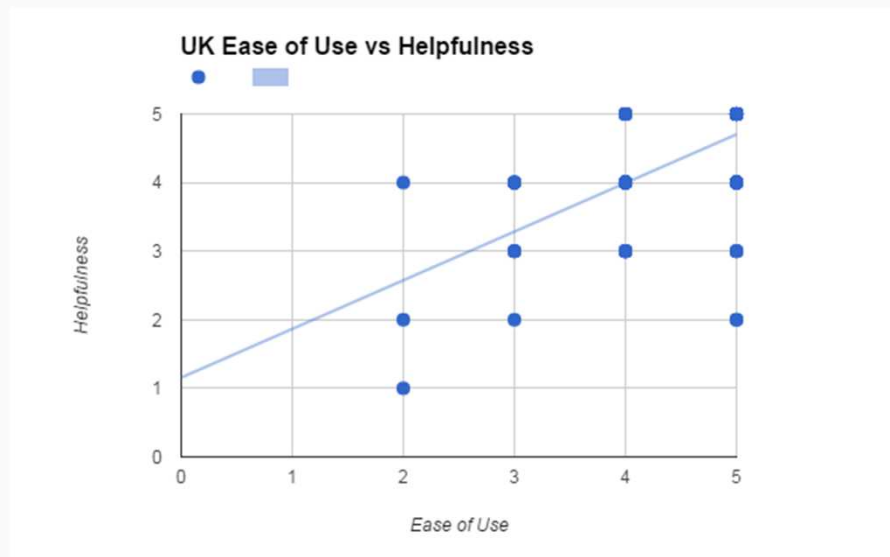
United Kingdom - Visual Scorecard

Task Difficulty

A — Very Helpful

B — Helpful

C — Neither Helpful nor Unhelpful

D — Unhelpful

E — Very Unhelpful

UK Ease of Use vs Helpfulness

Helpfulness (y-axis): 0–5
Ease of Use (x-axis): 0–5

Ease of Use

Extremely Difficult | Difficult | Neither Difficult Nor Easy | Easy | Extremely Easy

Key Call Outs

- UK had many users response that tasks were Extremely Easy

- UK data looks like an Arrow pointing towards the top right, showing a possible relationship between ease of use and helpfulness