

Evaluation of vCommons sites vTube, vPreso, vTweet, vBlog, vForum, vWiki, vIdeas, and vDigg

Focus on User Experience

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vCommons

Verizon instituted an internal portal site called vCommons a few years ago. The initial idea was good: Get employees to interact more by leveraging social networking type sites to improve Verizon Business internal communication and, ultimately, productivity. The sites that are linked to from the vCommons portal include rebranded elements from archetype social sites that we all know, like Twitter. They include vTube, vPreso, vTweet, vBlog, vForum, vWiki, vIdeas, vDigg, and vTeam.

A UX problem arose after the portal was up and running that revolved around lack of use, lack of understanding, frustration, decreased productivity, and miscommunication. Employees that took the time and great effort, at the expense of their primary job, to bend to the will of vCommons were able to use it with some results. Also, when driven by their manager, employees used it, but more to hopefully secure their role than to simplify or add to the efficiency of their role.

Enter me: UX Professional. A Heuristic Evaluation is always a good place to start, and can identify up to 50% of a sites problems to be fixed within a reasonable time-frame, allowing for resources and technology availability.



Heuristic Evaluation Notes

- When I access vTube Settings and want to change my screen name or headshot, I cannot do so from my profile. I have to log in to vCommons.
- While there are many videos in various sections and channels that promote learning within Verizon, we should create a new section where we can group videos from various channels that pertain to learning for specific groups in Verizon like "Learn how to use EaaS" videos.
- For the Videos being watched right now, we need more of a dynamic environment that produces a sort of revolving dimensional view of videos. This should also work for the Watch section when you click into a specific video (e.g., previous, next).
- We should change the background to something engaging or even just a flat color or gradient. The horizontal lines present color vibration that seems like static. The look doesn't really instill confidence.
- A great example of Megamenus that take the user experience into account is found at www.bentley.edu. We can definitely leverage User Experience that they've already done as far as subnav/megamenu structure and presentation. They also manage to incorporate functionality into the menus themselves to create an even more dynamic experience.



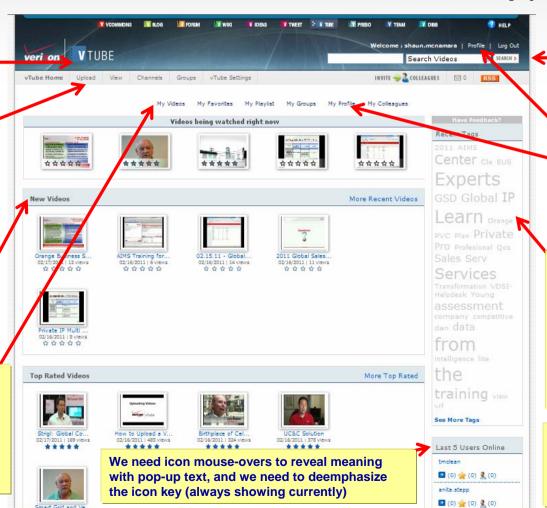
The header is done well, but the vTube logo next to Verizon should be clickable to return the user home, instead of making them look through the horizontal list at the top again.

I'd like to see a smoother transition between the graphic header and the page other than this grey bar. I can design something that provides more of a flow and maybe gradates into white so the eye just flows into the page.

We need to get rid of the multitude of blue section header/separators on all of the pages. They break up the transitional viewing and reading experience too much.

I think we can use sub-menus or megamenus within the main nav structure instead of having the sub-nav on the page and disconnected from the main nav. This would work very well for Channels because I get a bit lost when I'm on that page – whether I'm in display or list view.

vTube Home



Place the drop-down menu first and then the search box and search button. Amazon does it that way to create a seamless transition; they have created the archetype of this functionality.

Not sure why we need profile links in two places. If users are missing the one in the top nav, then we need to think about why. But we also want to cut down on redundancy and inconsistency.

I like the way that the keywords are offset, but I don't believe they need to take up so much space. They might be better served in some sort of ticker that either scrolls across the top and can be hidden/customized or as part of a floating bottom piece. We should really use that right-hand side for featured videos.

I'd like to see some aspect on the home page, and possibly on other pages that ties together with other Verizon sites through the learning aspect.



We need a better way for users to submit channel requests. This seems jammed up and just thrown on the page. We should just have a submission form accessible from the subnav for channels – as well as including all channels in the sub-nav/megamenu.

The entire layout of this page and similar pages, accessible from the main nav, is very boxed in and confining. We need to take queues from sites that present information in a stepped manner with interesting and dynamic layout. For example, tvguide.com

Much like one of the notes on theprevious page, mousing over icons on this page doesn't reveal any tips. I'm assuming the channel is rated one star, but I'm not sure whether Verizon rated it 1 or a user or users rated it 1. Also, what constitutes a rating?

vTube Channels

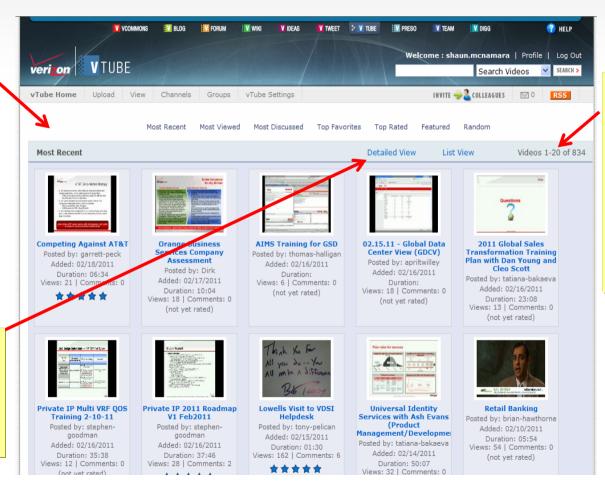




Many of the pages and sections have the same recurring problems and inconsistencies. Problems here were the same as on the Channels page and vTube home page.

The links for Detailed View and List View just sort of float aimlessly in this section. Also, I didn't know, until I clicked Detailed View, that it was a toggle link and that I was actually in a view called Basic View.

vTube View

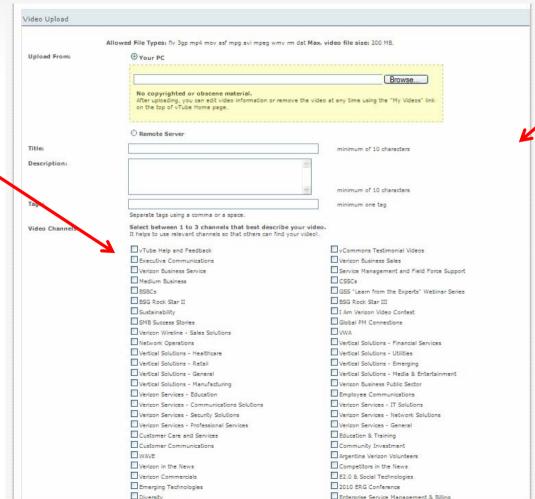


Note that the top right-hand corner of the blue body section states that Videos 1-20 o 834 are displayed, but I don't know until I scroll down to the bottom that I can click through various pages or jump to a specific page. We need to have the same behavior at the top, although the page links take up a lot of space at the bottom and we should probably find a better way to present them.



vTube Upload

I get a bit lost looking for organization in the list of channels that I can select. This section might need a better grouping or categorization, or something to make keywords standout so that users can quickly find all of channels that apply to what they are doing.



At the bottom of this page is an upload button, but no Reset button. We should probably introduce a Clear or Reset button in case they want to clear all form information at once and not bother with deselecting and deleting.

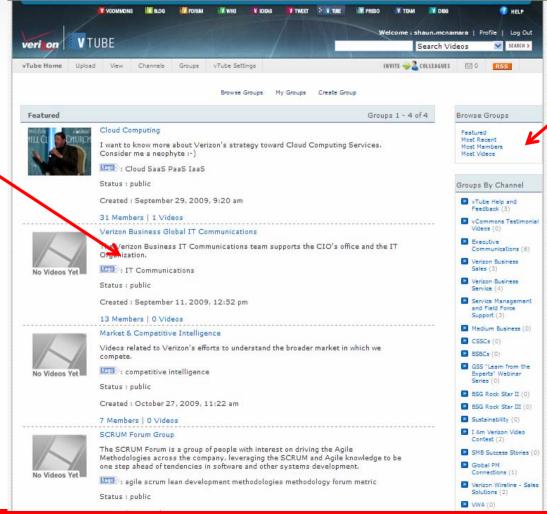
Note: This idea applies to other forms as well, such as creating a group on the Groups page.



Much like with other pages, I'm not really sure what page I'm on. The sub-nav structure is disconnected from the main nav and doesn't really stand out. The fact that the section I'm looking at is "Featured" doesn't really help me, as far as orientation.

You have to think of it from the standpoint of a user doing this and other things. I actually navigated away from this screen before taking the capture because someone was asking me a question on Sametime. So, I redirected my mindset to what they wanted, accomplished that goal, and then returned to what I was doing here. For a moment, I forgot what page I was going to be reviewing and where I was. I figured it out in a few seconds, but the experience should be instantaneous. I should never be lost.

vTube Groups



Browse Groups should be connected to the Featured heading, or whatever is displayed, and it should most likely be connected to the sub-nav, which – as I stated earlier – needs to be retooled.

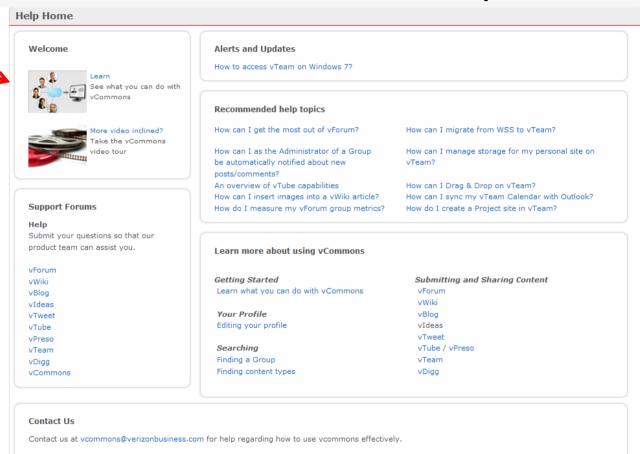
There is probably a way to get all or some of these group views onto the page for faster viewing without clicking. That will, in turn, improve the page layout from its current ridged structure.

Note: Page navigation relegated to the bottom of the page is again a problem here.



Oddly enough, the Help Home page, accessible by clicking Help in the upper right-hand corner of most pages, has the most dynamic and modular layout of any of the v-pages. It's not perfect, but the subdued lines and modular structure create eye catching sections and quick indicators of pertinent information.

Help Home Page



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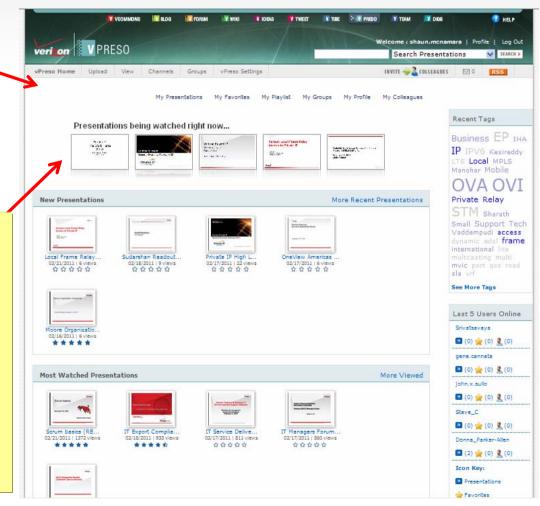


Many of the problems present on the vTube pages exist on the vPreso page as well (e.g., large portion of the page taken up by Recent Tags, no mouseover pop –up indicators for icons, Icon Map always on page)

This upper section is different from vTube, so consistency is lost (e.g., no header bar for Presentations being watched right now, and images are presented in a different way). There is a more dynamic element because the revolving images present a more 3d environment.. The images flip forward for consideration. I believe we can take this one step further by introducing some Flash elements. Note that I don't want to introduce these simply because they are Flash or cool. I'm looking to improve on the layout and take us out of "flat land". For examples of what I'm talking about see:

http://www.flashloaded.com/flashcompone nts/photoflow/

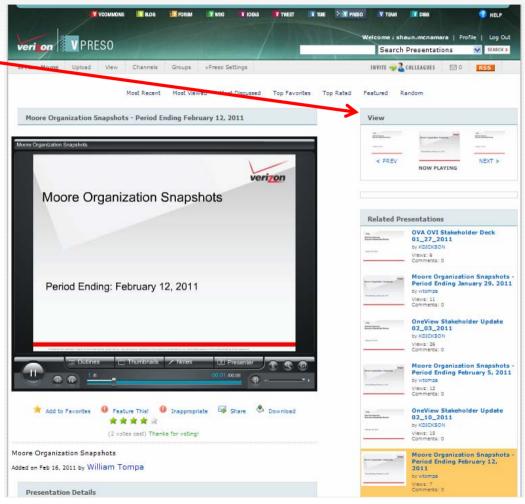
vPreso Home





The page layout for many of the secondary pages, whether it's vTube or vPreso, are the same, so analysis presented here applies across similar pages. As on the previous slide where I stated that, we could introduce a more dynamic Flash element, we can do the same thing here for the View section. When we add the new functionality, clicking next will scroll to the next video or presentation while the entire page does not change. Mousing over a video in the view should produce pop-up information, and then the user can click to advance to the next page. This saves a few things: Next becomes less of an ambiguous gamble (e.g., progressing, returning, etc.).

vPreso Secondary Page





The main menu for vTweet does have an associated menu, but it's not done very well. Difficult to read and select.

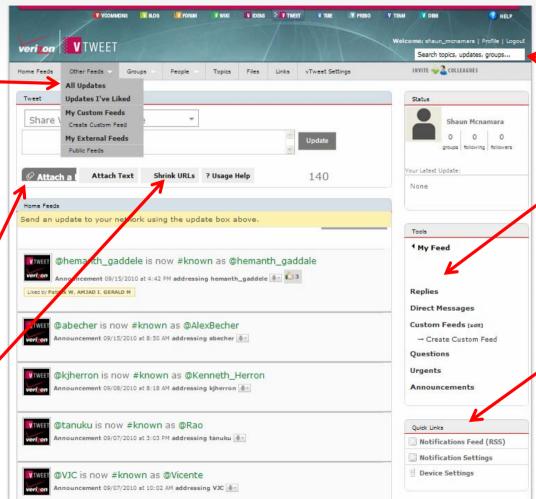
Essentially, vTweet has the same problems as vTube and vPreso, as well as a few extra due to design.

Consistency is lost across the board except for the headers. The headers for all vCommons' areas are done very well with good color choices and iconography. They require very little cleanup.

Tabs are very flat and I can't read the text to attach file.

Everything on this page is essentially drab and flat.

I'm not sure what "Shrink URLs" even means.



vTweet Home

Search layout and functionality is different from vTube and vPreso

Lots of white space due to poor layout choices. The link structure of the page is a bit strange too.

Why is something called Quick Links hidden away on the page?

Similarly, though not shown in this screen capture, Getting Started is below Quick links.



vTeam suffers from a lot of the same problems as other v-sites detailed in this presentation, but has better organization. A few layout changes to bring together a better default look and feel, some good iconography to provide better indicators other than the arrow drop-downs for configuration, and getting the main navigation in line will go a long way to rectifying potential user issues and instilling confidence.

vTeam Home

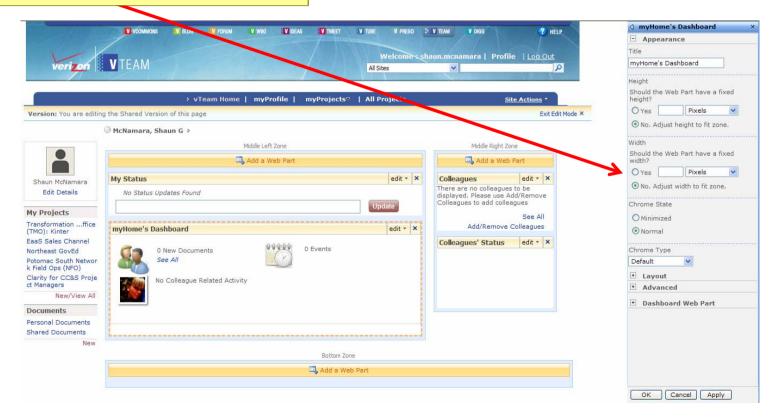


Search layout and functionality is different from vTube, vPreso, and vTweet. vTeam actually has the model we want to promote. It's more along the lines of Amazon search – an accepted archetype.



vTeam Web Parts

A great deal of customization can be done via Web Parts, so we need to review what is being offered and how, the scope of necessity for such customization, and effectiveness.

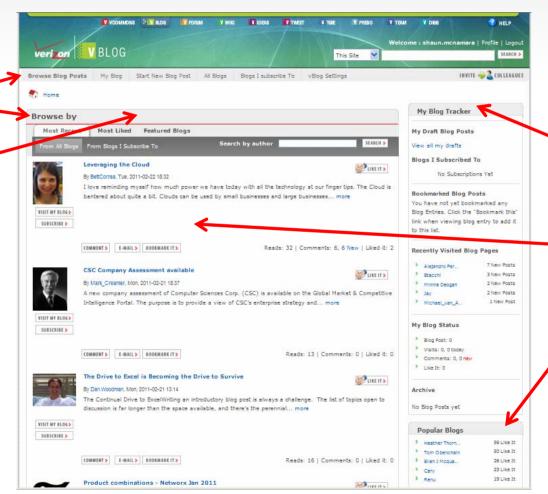




In addition to similar problems across v-sites, the vBlog home page doesn't actually state that it's a home page, which is a bit confusing. The name used is Browse Blog Posts

The large sub-header area of grey with red lines and white tabs takes up too much room. In addition Search by author should be tied to the top search area, and the buttons for From All Blogs and From Blogs I Subscribe To are far to large.

vBlog Home



The user should be able to customize the sections that are displayed/hidden for My Blog Tracker.

Too much white space for each bloggers listing. Buttons are sort of just floating with nothing tied together.

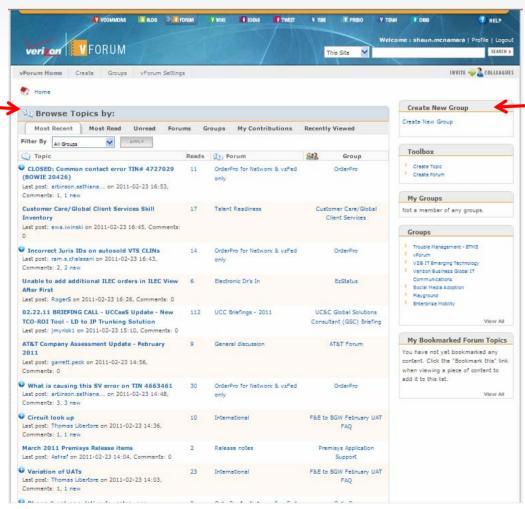
Some of the elements in Blog Tracker can be moved to the tab environment with Most Recent, Most Liked, and Featured Blogs.



vForum Home

The tab environment (size, layout) is a little better here, but we still don't need the large and heavy sub-header area for Browse Topics by. We run into the same problem here as with vBlog, where it's a bit tricky to understand exactly where you are. There's no actual Home information: it's just a tab environment of topics to browse. Also, the home icon with the word home is a bit redundant with the vForum Home link right above. This might be an indication that the main nay is not effective when viewed, but rather than introduce more navigation, let's fix the main nav and really solve the problem whether that's redundancy or simply poor layout and design choices.

Note: The iconography to the left of Browse Topics by: associates everything with the Forum column, even though the Topic column has a different icon. Not sure what's going on there; it's a bit confusing.



This column can go away and link elements can be moved to the sub-nav under main nav elements (Create, Groups, vForum Settings). We can use this column – or a new layout format – to present more dynamic and engaging layout and information concerning forums.

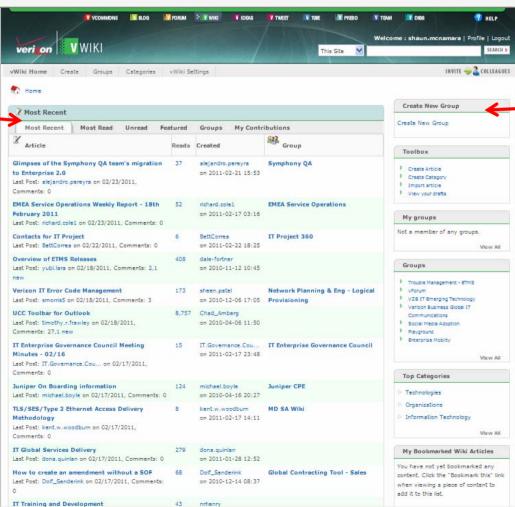


vWiki Home

The vWiki site is much the same as the vForum site, with the same problems outlined there.

For example, poor iconography is carried over here. In the screen capture we see a writing utensil on paper, but when I click another tab (e.g., Most Read). I get two of the same icons. What does that mean? I suspect that it means nothing, but the icons got doubled up somehow. It does create confusion.

Also, the table heading cells are taking up too much whitespace and large grey buttons (e.g., sub nav under Groups tab) are also taking up too much space.



This column can go away and link elements can be moved to the sub-nay under main nay elements (Create, Groups, Categories, and vWiki Settings). We can use this column - or a new layout format to present more dynamic and engaging layout and information concerning wiki.

nrhenry

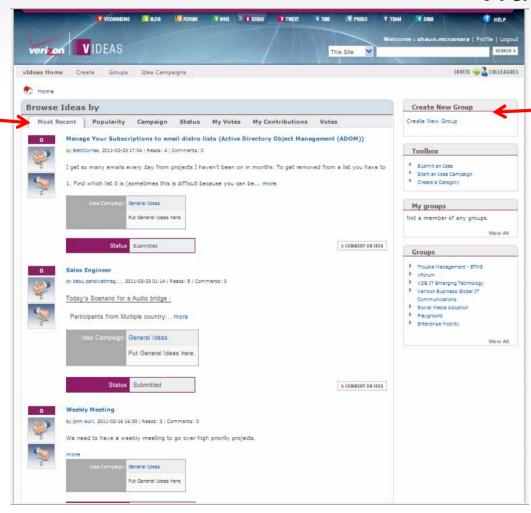


The videas site is much the same as the vForum site, with the same problems outlined there.

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Also, the table heading cells are taking up too much whitespace and large grey buttons (e.g., sub nav under Groups tab) are also taking up too much space.

vldeas Home



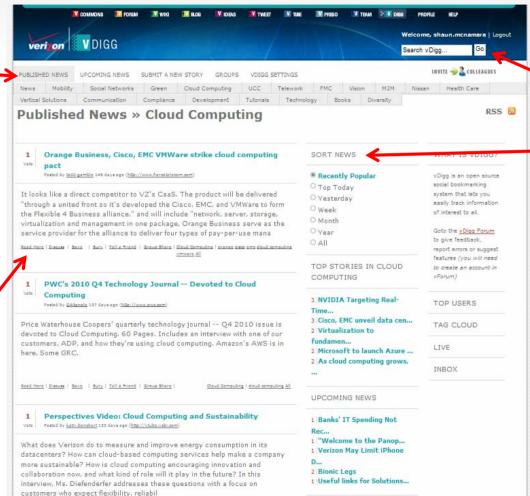
This column can go away and link elements can be moved to the sub-nav under main nav elements (Create, Groups, and Idea Campaigns). We can use this column – or a new layout format – to present more dynamic and engaging layout and information concerning ideas.



vDigg Home

Main nav emphasizes where the user is better than other sections, but the subnav is always open/taking up space.

The actual digg.com Web site is less rigid in its layout. Digg.com relies heavily on textual queues, and they do it well, such as the placement of the source link at the beginning of the synopsis, iconography. Here we also see the blur of text links ended with wrapping content that is, I assume, a list of search tags (very disconnected and esoteric in nature).



Search layout and functionality is different from vTube, vPreso, and vTweet.

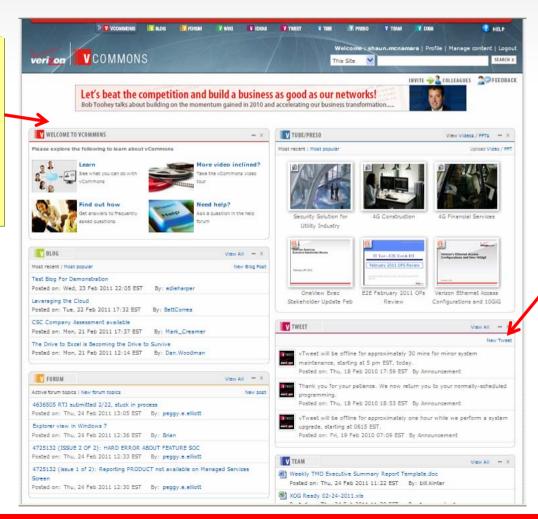
Too much space is taken up by these two right-hand columns. Digg presents a better way to accesss Top news, recent and sorting of all stories. That layout should be used here.



vCommon Home

vCommons should tie all the other vsites together, but it maintains separation and siloed access. Really, it's just acting as a portal when in fact most people would go directly to the site of their choosing.

What vCommons needs to do is promote itself as the linchpin between all sites. vCommons needs to be synonymous with a Dashboard concept, and laid out as such.



One example of tying all sites together on vCommons in Dashboard format would be to let people create a New Tweet without clicking a link to access vTweet.