



# Evaluation of vTweet

Focus on User Experience;  
everything else will fall into place

Created 2/18/2010  
Last modified 7/1/2011



# vTweet

This is a deep dive on one of the micro sites within the vCommons portal. For an overview of what vCommons is and what it was trying to accomplish, please see the vCommons Heuristic Evaluation.



# vTweet Home Feeds page

We should consolidate the separate Home Feeds and Other Feeds page as a single Home page.

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

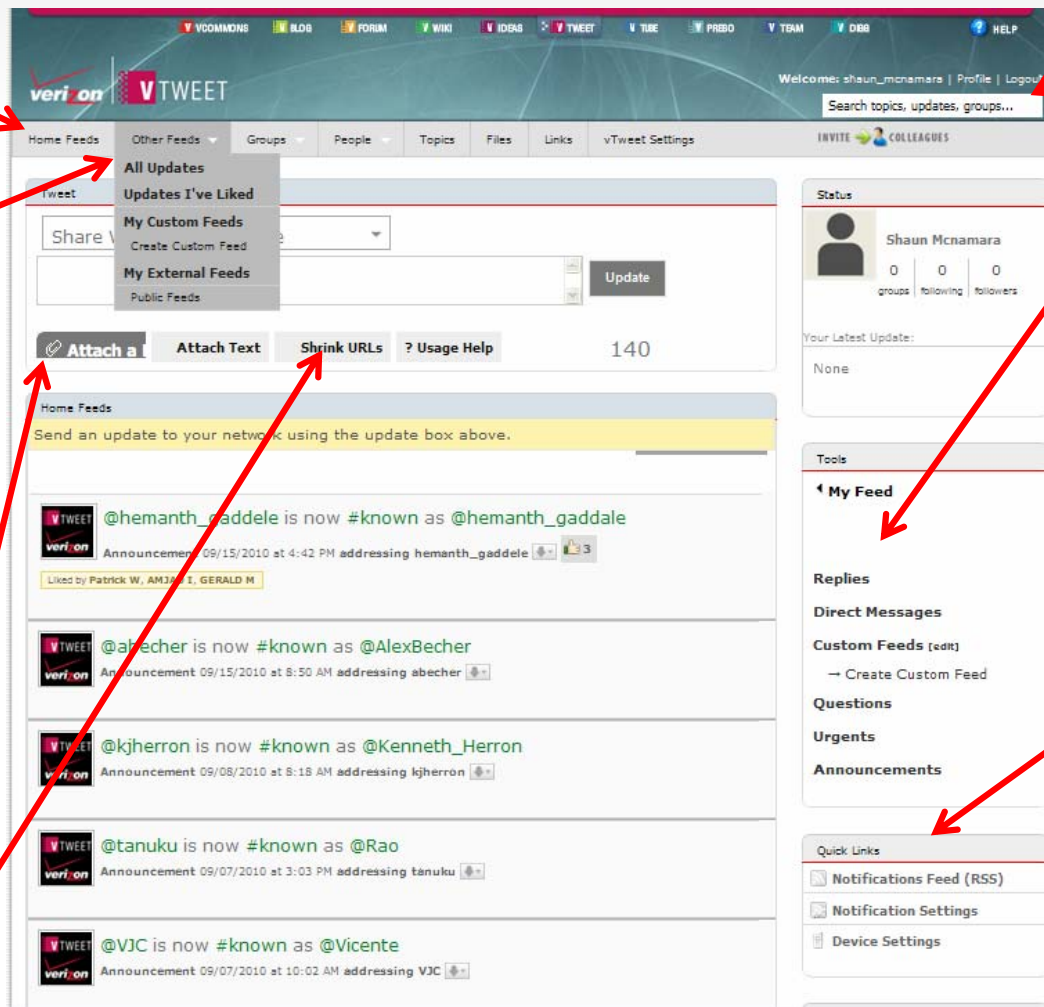
Essentially, vTweet has the same problems as vTube and vPreso, as well as a few extra due to design.

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.



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.

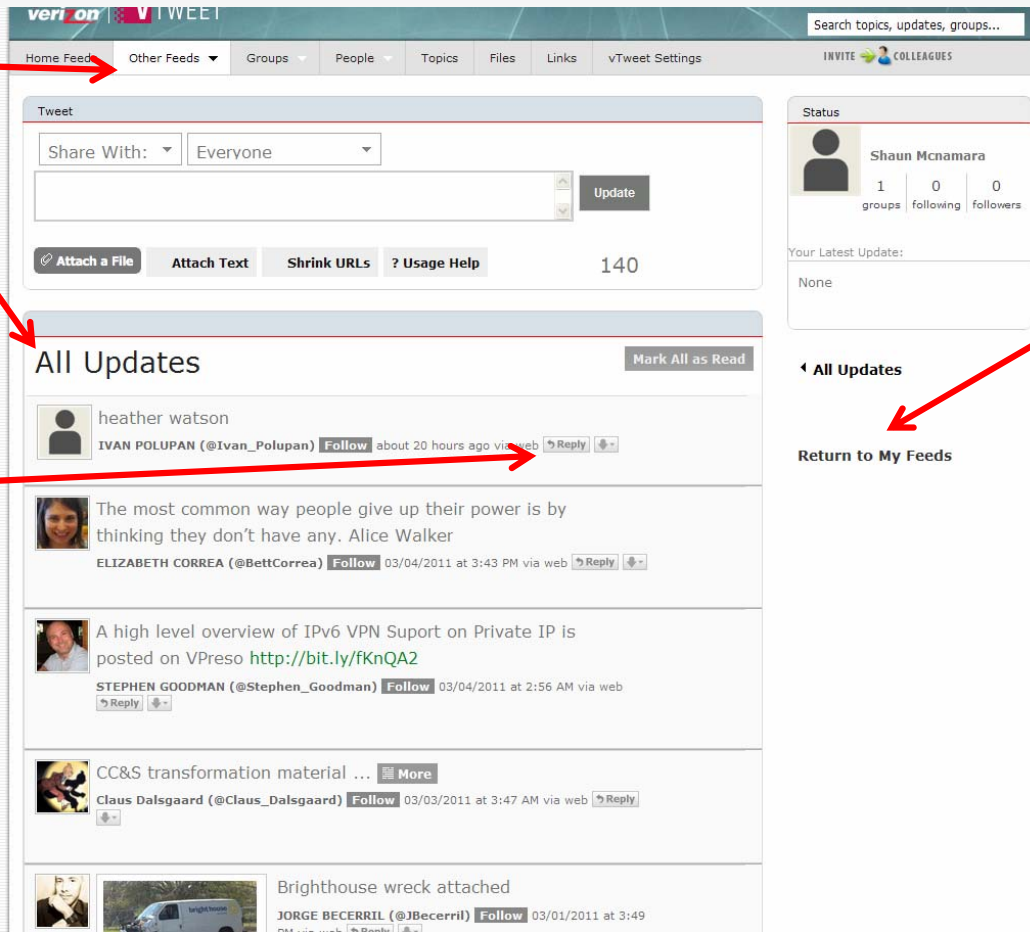
Why is something called Quick Links hidden away on the page? Similarly, though not shown in this screen capture, Getting Started is below Quick links.

Repeating textual or visual queues in a focus area creates confusion (e.g., Quick tasks are part of the vTweet Settings area. Why have them in two places). Make vTweet settings more engaging and focus oriented. Another example is posting a giant question mark next to a tweet that's a question in a conversation. That necessity warrants a look at why the original information did not create a good cognitive queue on its own. I would guess that the area of the original text and iconography was too busy or overwhelming (refer to the first point).



# vTweet Other Feeds page

People come, initially, to read or vTweet. Too many other choices or elements that take focus away from those two goals cuts down on vTweet task productivity and slows down return to the work of the day.



Iconography and archetypes are two core elements of UX focus, but unnecessary iconography creates confusion (e.g. There is currently a reply button that gets lost in the mix due to its color and lack of necessity for an actual button. The arrow button really doesn't indicate what is going to happen, so I lose confidence and my anxiety level is increased. When I do mouse over I find that I can "Like" - whatever that is, or reply privately. Why aren't reply and reply privately grouped together? Why is Reply Privately grouped with Like? The two aren't associated.)

Lots of white space due to poor layout choices. The link structure of the page is a bit strange too. We need to think about menu grouping for seamless workflow scenarios.



# vTweet Groups Landing page

Menu color changes from grey to white background between mouse-over from another page and landing on the selected page.

Clicking Groups or Find a Group from the menu takes you to the same page.

Poor layout and unnecessary placement of navigation (too late in the flow).

No need for this type of redundancy. Poor cues.

The screenshot shows the vTweet Groups landing page. The top navigation bar includes links for VCOMMONS, BLOG, FORUM, WIKI, IDEAS, TWEET, TUBE, PRESO, TEAM, DIGG, and HELP. A search bar is present with the text "Search topics, updates, groups...". The main content area is titled "Groups" and features a "Find a Group" dropdown menu. The dropdown menu lists various groups such as "Incident Management and Global Services Desk", "2010 Diversity Awareness Month Celebration", "2010 Employee Resource Group(ERG) Joint Conference", "CIO Town Halls and Webcasts", "Enterprise 2.0", "IT News", and "Vote". The main content area displays a list of groups with details like member count and update count. A "Create a Group" button is visible. On the right side, there is a user profile for Shaun McNamara with statistics for groups, following, and followers. The page also includes a "Status" section and a "Your Latest Update" section.

If I join 75 groups, where does this list end?

Starkly apparent display and functionality problems not addressed

Public Groups  
Create a Group



# vTweet People Landing page

Menu color changes from grey to white background between mous-e-over from another page and landing on the selected page. Another theme for bad User Experience , that also exists on other pages, is menu, menu, menu. See how People Who Follow Me wraps? We need to catch this low hanging fruit early on so this is never seen by the user audience.

Clicking People or Find a Person from the menu takes you to the same page.

No need for this type of redundancy. Poor cues.

See the next slide for an analysis of where this link takes us.

The screenshot shows the vTweet People landing page. The top navigation bar includes links for VCOMMONS, BLOG, FORUM, WIKI, IDEAS, TWEET, TUBE, PRESO, TEAM, DIGG, and HELP. The user is logged in as shaun\_mcnamara. The main navigation menu includes Home Feeds, Other Feeds, Groups, People, Topics, Files, Links, and vTweet Settings. The 'People' menu is expanded, showing options for 'Find a Person', 'People I Follow', 'People Who Follow Me', and 'Suggestions'. A search input field is highlighted with a black box and labeled 'Search for a person...'. Below the search field is an 'Invite More Users' button. The main content area displays a list of people, including @steve\_schipani, @ctjarks, @kamackenzie, @kiran, @imoh, @mchopra, and @v300352. Each entry shows their profile picture, name, number of groups and updates, email address, and a 'Follow' button.

Name	Groups	Updates	Email	Action
@steve_schipani	1	0	steve.schipani@verizonbusiness.com	Follow
@ctjarks	0	0	craig.tjarks@verizonbusiness.com	Follow
@kamackenzie	1	0	kathleen.mackenzie@verizonbusiness.com	Follow
@kiran	0	0	kiran.k.mannava@verizonbusiness.com	Follow
@imoh	1	0	irfan.mohammed@one.verizon.com	Follow
@mchopra	0	0	manvinder.chopra@verizon.com	Follow
@v300352	0	0	vlad.dushchak...@verizon.com	Follow



# vTweet Suggestions Landing page










A page devoted to suggestions is unnecessary. Make it like Linked in, and then if they want to see more , provide a page.

Additionally, I'm not sure the Import from Address Book has any context here; it was sort of a "found" item when I selected Suggestions from the People main menu. Address book would be good for selecting People to vTeet to, so I have included that in the Share with: Person screen.

## Suggestions

Colleagues within your network that you may wish to follow

Import from Address Book **Suggestions**

	<b>Susan Diemer</b> (@susandiemer)		19 groups	1016 updates	<b>Follow</b>
	<b>Thomas Obenchain</b> (@tomobenchain)	vTweet Evangelist	20 groups	2246 updates	<b>Follow</b>
	<b>Norma Henry</b> (@nrhenry)		12 groups	289 updates	<b>Follow</b>
	<b>vDigg</b> (@vDigg)	getchius	0 groups	175 updates	<b>Follow</b>
	<b>Cydney Shields</b> (@Cydney_Shields_Ferrell)		7 groups	183 updates	<b>Follow</b>
	<b>Verizon VS</b> (@verizon_VS)		0 groups	1 updates	<b>Follow</b>
	<b>Mandy Storeim</b> (@mandy_storeim)		5 groups	92 updates	<b>Follow</b>
	<b>Jeffrey Getchius</b> (@getchius)	Distinguished Engineer	31 groups	1420 updates	<b>Follow</b>
	<b>Bhaskar Pulikal</b> (@bhaskar)		17 groups	78 updates	<b>Follow</b>



# vTweet Address Book Landing page

A page devoted to Address Book is unnecessary. We should minimize or make this modular and accessible in a contextual way.

It was sort of a “found” item when I selected Suggestions from the People main menu. Address book would be good for selecting People to vTeet to, so I have included that in the Share with: Person screen.

## Invite From Address Book

Import any of your contacts from Gmail, Yahoo, Hotmail, Plaxo, or Outlook

Import from Address Book

Suggestions

Please choose a service to import your contacts from:







# vTweet People Landing page

Home Feeds Other Feeds Groups People Topics Files Links vTweet Settings INVITE COLLEAGUES

Find a Person  
People I Follow  
People Who Follow Me  
Suggestions

Search for a person... Invite More Users

People  
Here are the people who belong to Verizon.

All | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z

	<a href="#">@steve_schipani</a>	1 groups	0 updates	<a href="mailto:steve.schipani@verizonbusiness.com">steve.schipani@verizonbusiness.com</a>	N/A	Follow
	<a href="#">@ctjarks</a>	0 groups	0 updates	<a href="mailto:craig.tjarks@verizonbusiness.com">craig.tjarks@verizonbusiness.com</a>	N/A	Follow
	<a href="#">@kamackenzie</a>	1 groups	0 updates	<a href="mailto:kathleen.mackenzie@verizonbusiness.com">kathleen.mackenzie@verizonbusiness.com</a>	N/A	Follow
	<a href="#">@kiran</a>	0 groups	0 updates	<a href="mailto:kiran.k.mannava@verizonbusiness.com">kiran.k.mannava@verizonbusiness.com</a>	N/A	Follow
	<a href="#">@imoh</a>	1 groups	0 updates	<a href="mailto:irfan.mohammed@one.verizon.com">irfan.mohammed@one.verizon.com</a>	N/A	Follow
	<a href="#">@mchopra</a>	0 groups	0 updates	<a href="mailto:manvinder.chopra@verizon.com">manvinder.chopra@verizon.com</a>	N/A	Follow
	<a href="#">@v300352</a>	0 groups	0 updates	<a href="mailto:vlad.ducibabka_mackay@verizon.com">vlad.ducibabka_mackay@verizon.com</a>	N/A	Follow

Back on the People landing page, let's see the next slide for an analysis of where clicking the Invite More Users button takes us.

What's not applicable?



# vTweet People Landing page

Primary focus lost for secondary contextual information.

Lots of separation here. Lots of unnecessary space taken by the slide out window.

Name	Groups	Updates	Email Address	Follow
(tjarks)	1	0	steve.schipani@verizonbusiness.com	Follow
(amackenzie)	0	0	craig.tjarks@verizonbusiness.com	Follow
(kiran)	1	0	kathleen.mackenzie@verizonbusiness.com	Follow
(moh)	0	0	kiran.k.mannava@verizonbusiness.com	Follow
(nchopra)	1	0	irfan.mohammed@one.verizon.com	Follow
(300352)	0	0	manvinder.chopra@verizon.com	Follow

### Invite Users

Expand your Verizon by inviting additional users.

#### E-Mail Addresses

You may invite other people from this account's e-mail domain. Simply enter the first part of their address (before the @) in the fields below and submit.

@verizonbusine

@verizonbusine

@verizonbusine

@verizonbusine

@verizonbusine

#### Custom Message

Add a personal message to the invitation.

Verizon makes it easy to keep up-to-date with what's going on in your organization. Once you sign up, you'll be able to post and read updates!

or