

Case Study: Usability Testing of Redesigned Alltel Website

TecEd's user research services deliver vital insights about the world of your customers. Together with your team, we observe and analyze people's actual experiences and behavior with your products. Based on user data, we create innovative designs at successful companies around the world.

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Background

- **Client:** Alltel Wireless was the fifth largest wireless communications company in the U.S. (7/2008); it has since been acquired by Verizon Wireless.
- **Product:** Wireless services for business and residential customers.
- **Partner:** Campbell-Ewald, Alltel's digital agency, turns to TecEd for user research services.
- **Challenge:** Validate redesigned website for improved customer experience in researching and locating the information they were seeking.

Objectives

- For redesign: Simplify look-and-feel, navigation, and content to better engage users who are considering a switch to Alltel.
- For usability testing: Learn how the redesigned navigation and content supports users as they decide which wireless plan best meets their criteria.

Methodology

- Identification of user audiences, all customers of other wireless carriers.
- Interviews to learn users' specific requirements and selection criteria for choosing a wireless plan and wireless company.
- Observation of users exploring the redesigned site to find a plan that met their criteria.

Research Results

- Simplified site navigation was clear and effective.
- "At-a-glance" tables on Alltel's Plans pages drew users' attention and clarified differences between plans and plan groups, but desired or important details often were not discovered below the fold.
- Feature summary on Phones page enabled users to decide whether a phone was a fit; easy-to-use phone comparison feature also helped.

The screenshot shows the Alltel website's 'National Freedom' plan page. The page features a navigation menu on the left with categories like 'why Alltel?', 'phones & devices', 'accessories', 'plans', 'messaging & more', 'tones & downloads', 'shop online', 'support', and 'business'. The main content area is titled 'individual & family national plans' and 'National Freedom'. It includes a table of plan options with columns for price, My Circle Number, minutes, and additional minutes. Below the table, there are sections for 'My Circle - call any 5, 10 or 20 numbers for FREE', 'add messaging and more', and 'view your coverage'. The page also features a 'my circle' section with a sign-up button and a 'Roam Around the World' section with a sign-up button. The footer contains links for 'About Us', 'Site Map', 'Privacy Statement', 'Terms & Conditions', 'Legal Notices', 'Accessibility', 'Consumer Code', 'Careers', and 'AlltelFacing.com'.

My Circle® Number	1	5	10	10	20	20	20
minutes	500	750	900	1400	2100	4000	6000
additional minutes	40¢	40¢	40¢	35¢	25¢	25¢	25¢

"TecEd's research eloquently showed us the users pain points and provided actionable recommendations for improving the experience of finding a plan or phone that fits their needs. Following the release of the redesigned pages we saw an immediate increase in traffic in those areas."

—Jason Macemore,
SVP, Information Architect Manager
Campbell-Ewald