

Sprint 1

Subject: “Less than 50% of customers who download Tesco Pay+ add a card.”

Date: 08/02/19

People involved in Sprint: Aaron Norman, Rob Bailey, Kevin Potts & Charles Spencer

Duration of Sprint: 2 weeks

Pros and Cons of remote testing

Remote usability testing is a research methodology that uses an online software program to record the screen and the participants as they use the app in their natural environment—at home, in their office, or even a specific location you ask them to go.

PROS

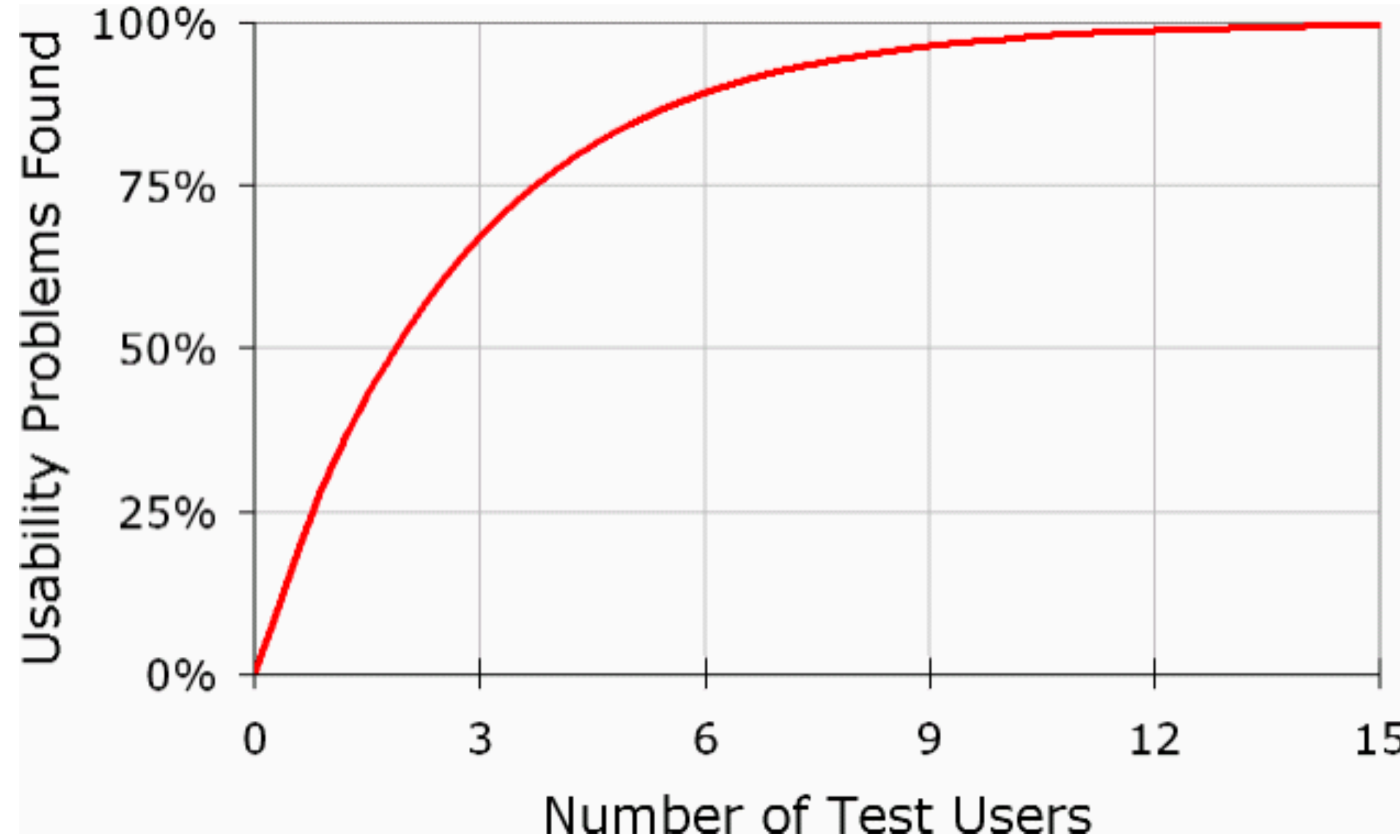
- Easy to set up and get volume through very quickly.
- Reports can contain clips of users able to/unable to perform tasks, which can be a very powerful when trying to persuade stakeholders
- We can get insight with very few participants
- Cheap

CONS

- If a participant gets stuck using the prototype there is no support
- Some participants aren't very good at expressing themselves leading to loss of insights.
- Some participants are trained in how to give feedback
- Some participants clearly work in the digital space

Optimum number of participants

Ideally you want to test with 5 or more users



OBJECTIVES

- Validate or invalidate hypothesis formulated around a prototype for Pay+

METHODOLOGY

- One on one usability testing
- Mobile app testing
- Task based activity using a prototype

PARTICIPANTS

- 5 Participants
- 3 female participants
- 2 male participants
- Mix of ages
- 5 Tesco customers that have shopped at Tesco in the last 30 days
- We were unable to use the findings from one of the male participants.

TESTING STIMULUS

- Prototype:
<https://share.protopie.io/SUE4cw7bKgg>

KEY FINDINGS RATING



No issue - Successful item



Minor Issue - Should fix/look into



Major Issue - Must fix/look into



“Quote from participant goes here”

PASS OR FAIL EXPLANATION

This is how we score whether a hypothesis is a pass or a fail for effectiveness:

- 0-2 users completing the hypothesis = FAIL
- 3-5 users completing the hypothesis = PASS

OUTCOMES

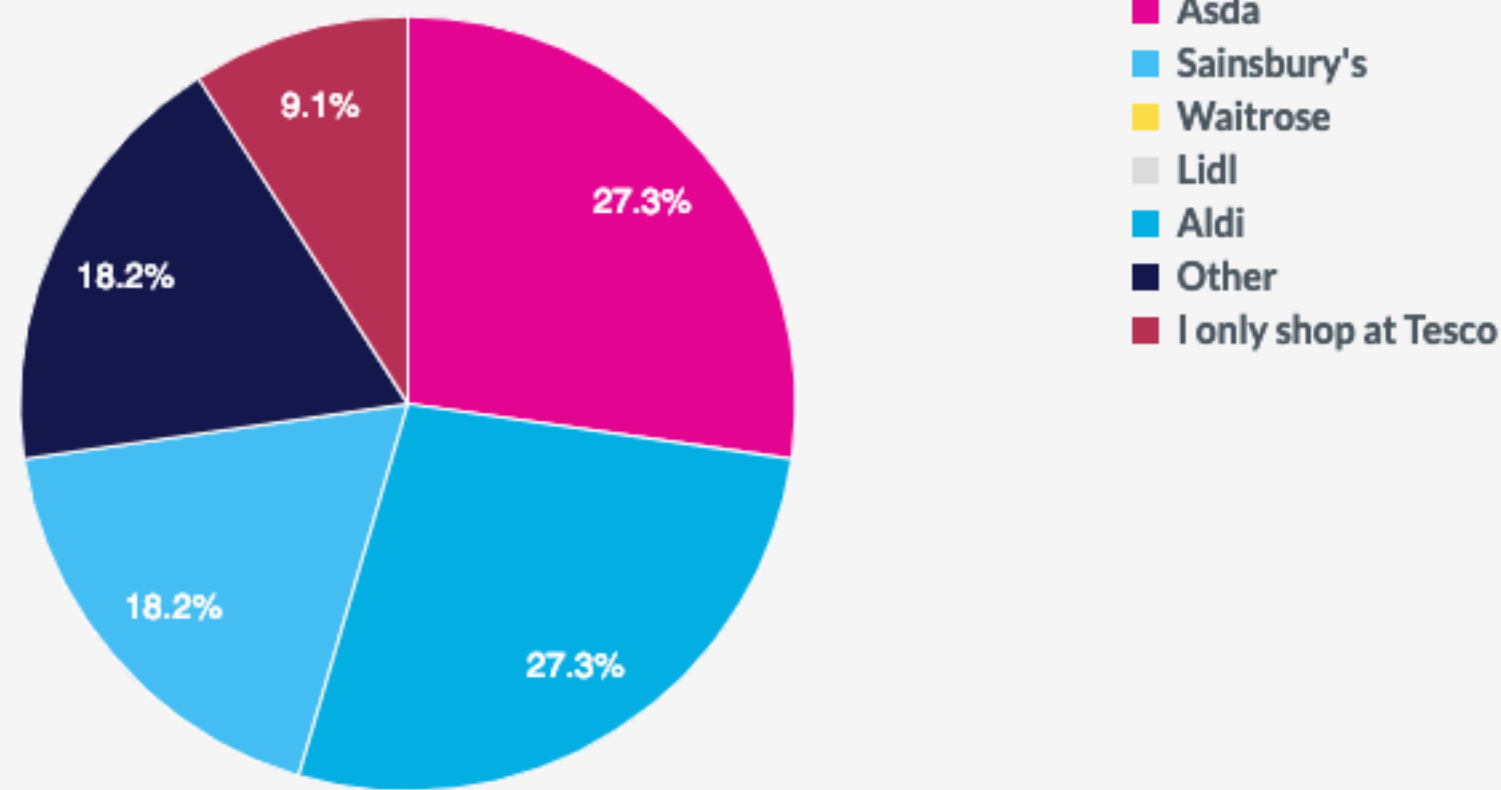
- **Effectiveness** - Outcome of the hypothesis - The user could (pass) or couldn't (fail) successfully complete the task.
- **Efficiency** - Severity of issues that caused any fraction when trying to complete the task.
- **Satisfaction** - Can either use SEQ scores or capture user quotes as to how satisfied they were with the process, looking out for key adjectives like “That was easy, hard, annoying, frustrating” etc.

RESULTS FROM CUSTOMER QUESTIONNAIRE

How do you shop with Tesco?



Please select any other supermarkets that you shop in besides Tesco



Before we began the test we asked our participants some questions.

We wanted to establish how often our participants shopped with Tesco and the various methods they used.

We also wanted to know if they shopped in other supermarkets besides Tesco.

Users will allow access to their location and notifications always, not just when using the app

Testing stimulus: **Prototype**



TESTING SCRIPT

Scenario:

"I want you to imagine you have a Tesco account and want to sign into Pay+ using that account. Please go ahead and sign into the Tesco Pay+ app. Stop when you see a green screen that says 'END'"

THINGS TO LOOK OUT FOR

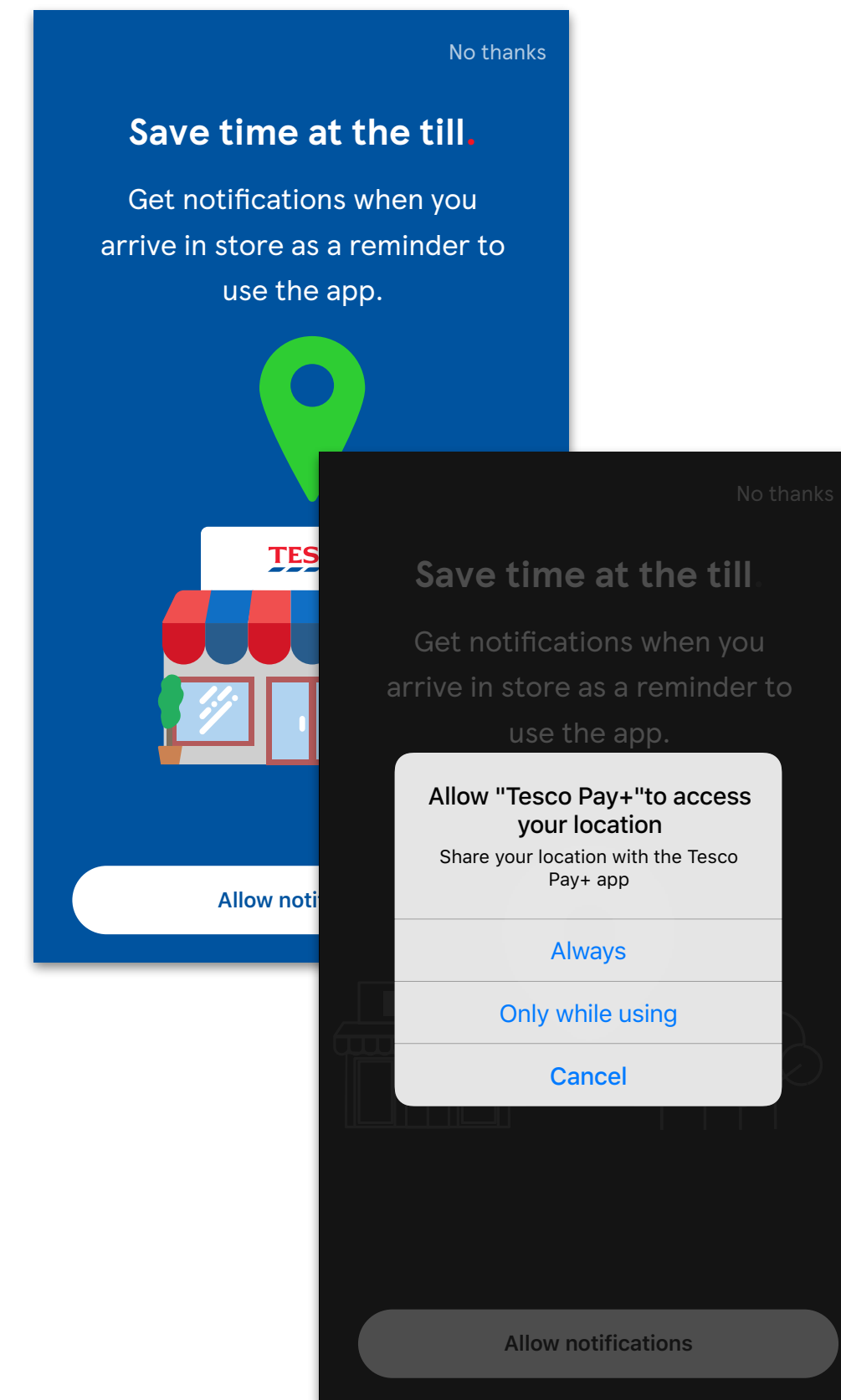
- Does the participant allow access to their location always?
- Does the participant allow notifications?
- Does the participant express any concerns with location/notifications? If so what?
- What would make customers give permissions to both notifications and location?

ANALYTICS

On the store reminder screen, 18.7% of customers give location permission always. 47.5% of customers give permission only while using the app

OBSERVATIONS

- Major Issue** - 3 out of 4 participants didn't see the benefit of sharing their location always.
- P4** "It made me think I probably only need to share my location details whilst using the app... There was no benefit given as to why to select always allow."
- P1** "I selected only while using because you want to protect your security a little bit and you never know what they're going to use it for... It would be helpful if they had a small sentence just stating why they want access all the time."
- P2** - Struggled to find the 'no thanks' link in the top right corner. Felt "Frustrated" and "cornered" into giving location permissions, even though she selected always allow so that it would work wherever she was.
- P3** "I chose always allow because if I chose only while using and I'm not in the app then it won't remind me"



Effectiveness: Fail

3/4 didn't see the benefit of sharing their location always

Efficiency: Inconclusive

There was some hesitation on this screen from 2 participants and participants didn't seem to read all the info.

Satisfaction: Inconclusive

One participant felt "frustrated" and "cornered". These are two relatively extreme reactions that deserve attention.

Major takeaway

Customers still weren't realising the benefit of sharing their location with Tesco always, with the majority opting for 'Only while using'.

Users will add their payment card using the card scanner

Testing stimulus: **Prototype**

To be

TESTING SCRIPT

To be asked at the end of the test:

“How did you add your card? Do you have any preference as to whether you’d use the scanner or enter your details manually? Is there anything that would stop you from adding your card to the Pay+ app?”

THINGS TO LOOK OUT FOR

Does the participant express any concern about using the scanner?
Do any participants switch to manual entry for card entry before being prompted to do so?

ANALYTICS

Currently 49.2% attempt to add their card via scan and 87.3% of these customers are successful.

OBSERVATIONS



Success - 4/4 users chose to add their payment card using the card scanner.



P3 “I would choose the easiest one, which is using my camera”



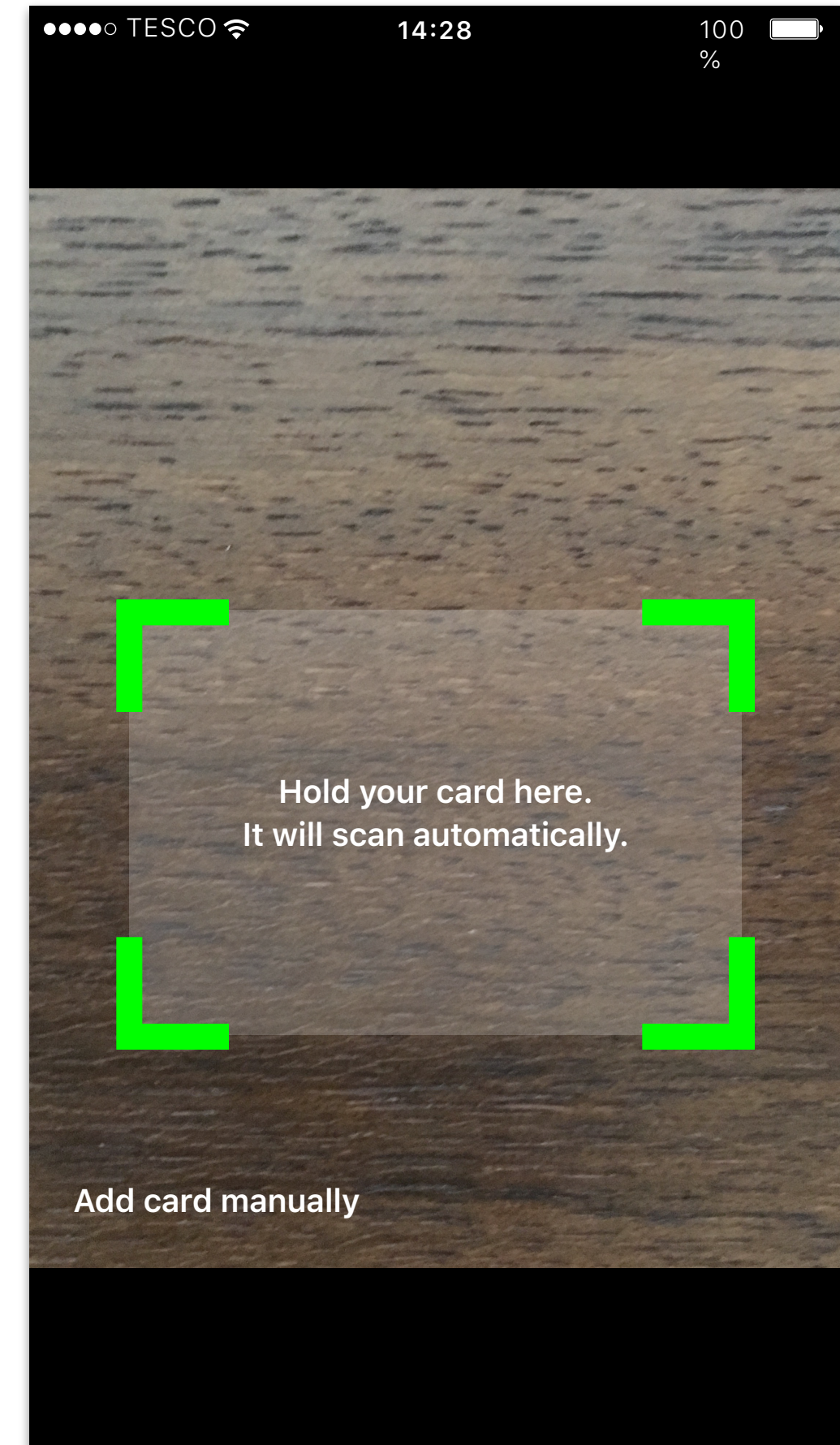
P1 “I definitely would just use the scanner, it’s easier.”



P4 “I definitely would use the scanner not enter the details manually, it’s way quicker.”



Minor Issue - Both P2 and P3 happy to use their card but would be nervous about someone being able to spend up to £250 on their card if there phone were to be stolen.



✓ Effectiveness: Pass

4/4 were able to use the scanner easily and had no problems with it.

✓ Efficiency: Pass

All 4 participants felt that entering their card using the scanner would be quicker than manually entering.

✓ Satisfaction: Pass

All customers were satisfied with the add a card process,

✎ Major takeaway

Participants didn't have any trouble adding their card via the scanner and all said that this would be their method of choice.

Users have a basic understanding of what the app does

Testing stimulus: **Prototype**



TESTING SCRIPT

To be asked at the end of the test:

“Can you explain to me what the app does? What benefits do we offer?”

THINGS TO LOOK OUT FOR

Does the participant notice the benefit of sharing their location?

ANALYTICS

80% of customers that see the first onboarding screen make it through to the add card prompt, meaning we lose 20% of customers through the onboarding and sign-in/registration process.

OBSERVATIONS



Minor Issue - 1 user thought that she could pay online using the app, rather than it being an in-store app. This participant didn't seem to pay attention to any of the onboarding.



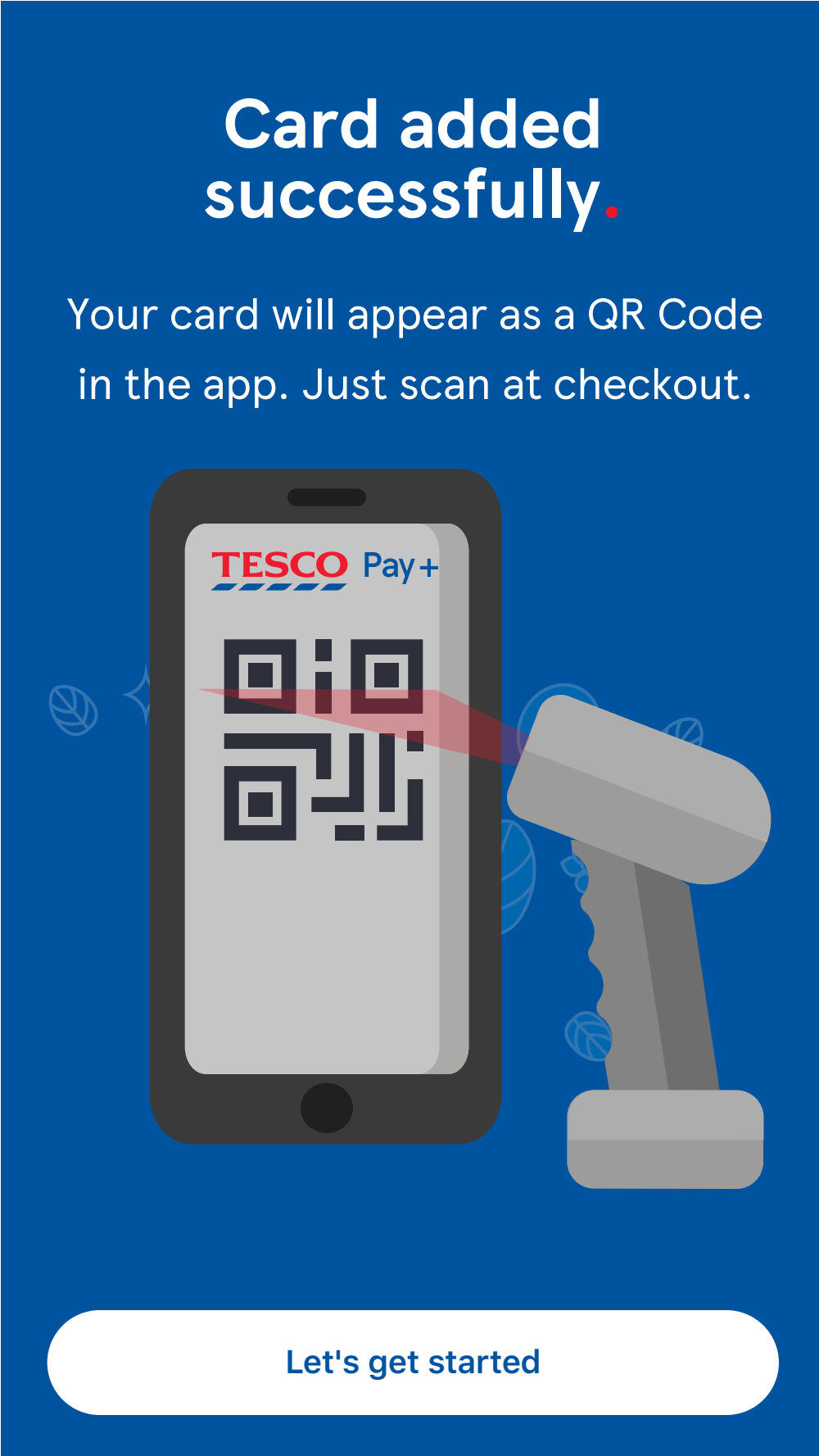
P2 “I believe that it stores your card details so that when you open the Pay+ app you can pay at the till or at the petrol station, in store or on the self scan and it will directly take the money from your card.”



P3 “It helps me collect points when I scan the card and if it's more than £30 then I don't have to key in my pin, I can just scan the app.”



P1 “I'm guessing it's an app where you can pay for things online for Tesco and it links through to your Clubcard points”



Effectiveness: Inconclusive

1 user thought that the app was an online shopping tool rather than in store, but she didn't seem to read anything

Efficiency: Pass

All 4 participants seemed to get through the test pretty quickly and for the most part seemed to digest the info well.

Satisfaction: Inconclusive

1 participant was dismayed that there was a lot to do before actually getting into the app.

Major takeaway

Not all customers read the screens and one felt a bit overwhelmed by the number of actions to complete before using the app.

Users will understand how their Clubcard points are recorded

Testing stimulus: **Prototype**

To be

TESTING SCRIPT

To be asked at the end of the test:

“How are your Clubcard points recorded?”

THINGS TO LOOK OUT FOR

Does the participant know how their Clubcard points are being recorded?

Is there any confusion?

Do any participants still expect to swipe their Clubcard?

OBSERVATIONS



Minor issue - 3/4 users were comfortable with how the Clubcard points were collected. 1 user wasn't sure



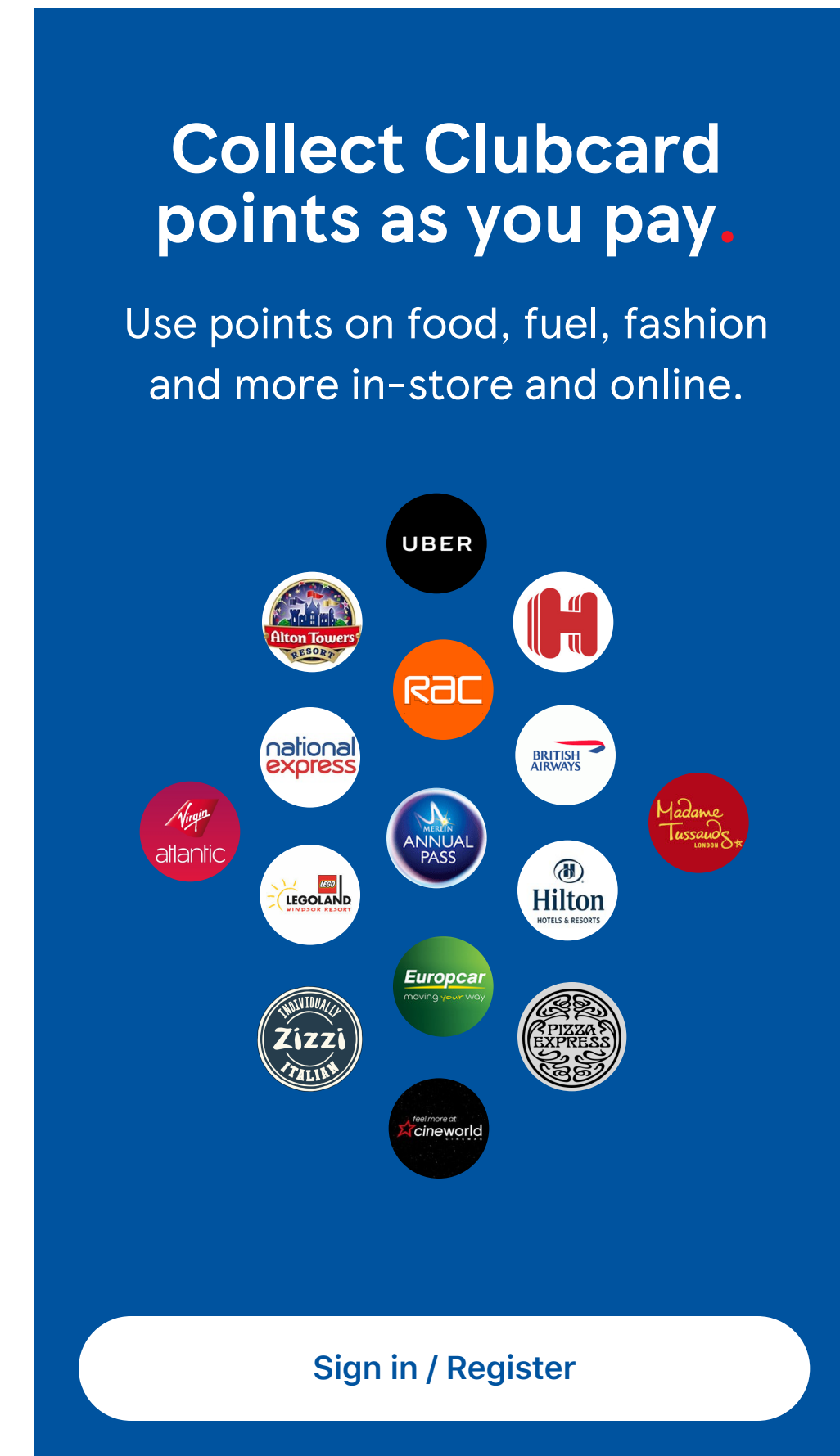
P1 “I don't really know how they are recorded or where they're recorded... Would be good to have an app like American Express that shows your points in one app so you can check them and redeem them.”



P2 “Because you use your overall Tesco Clubcard sign-in, I think it picks up that spend without you needing to use your Clubcard.”



P4 “I guess that happens automatically when you scan it.”



Effectiveness: Inconclusive

Most seemed to understand that signing in would mean that your Clubcard points would be tracked automatically.

Efficiency: Pass

For those that were familiar with Clubcard points it didn't require much explanation and they were able to grasp how the app worked quickly.

Satisfaction: Pass

Customers seemed to understand the value of collecting Clubcard points.

Major takeaway

One customer didn't realise that a Clubcard app existed. She shops only at Tesco so our app would be beneficial, but she doesn't do anything with the points.

Users know the maximum they can spend within the app

Testing stimulus: **Prototype**

To be

TESTING SCRIPT

To be asked at the end of the test:

“What is the maximum that you can spend in the app?”

THINGS TO LOOK OUT FOR

Does the participant know that they can spend up to £250?
Do they realise the benefit of this vs contactless and Apple Pay?

ANALYTICS

98% of Pay+ payments are below £100. 79% of Pay+ payments are below £30

OBSERVATIONS



Minor Issue - 2/4 users didn't know what the spend was, although one of those did remember that it was "more than usual"



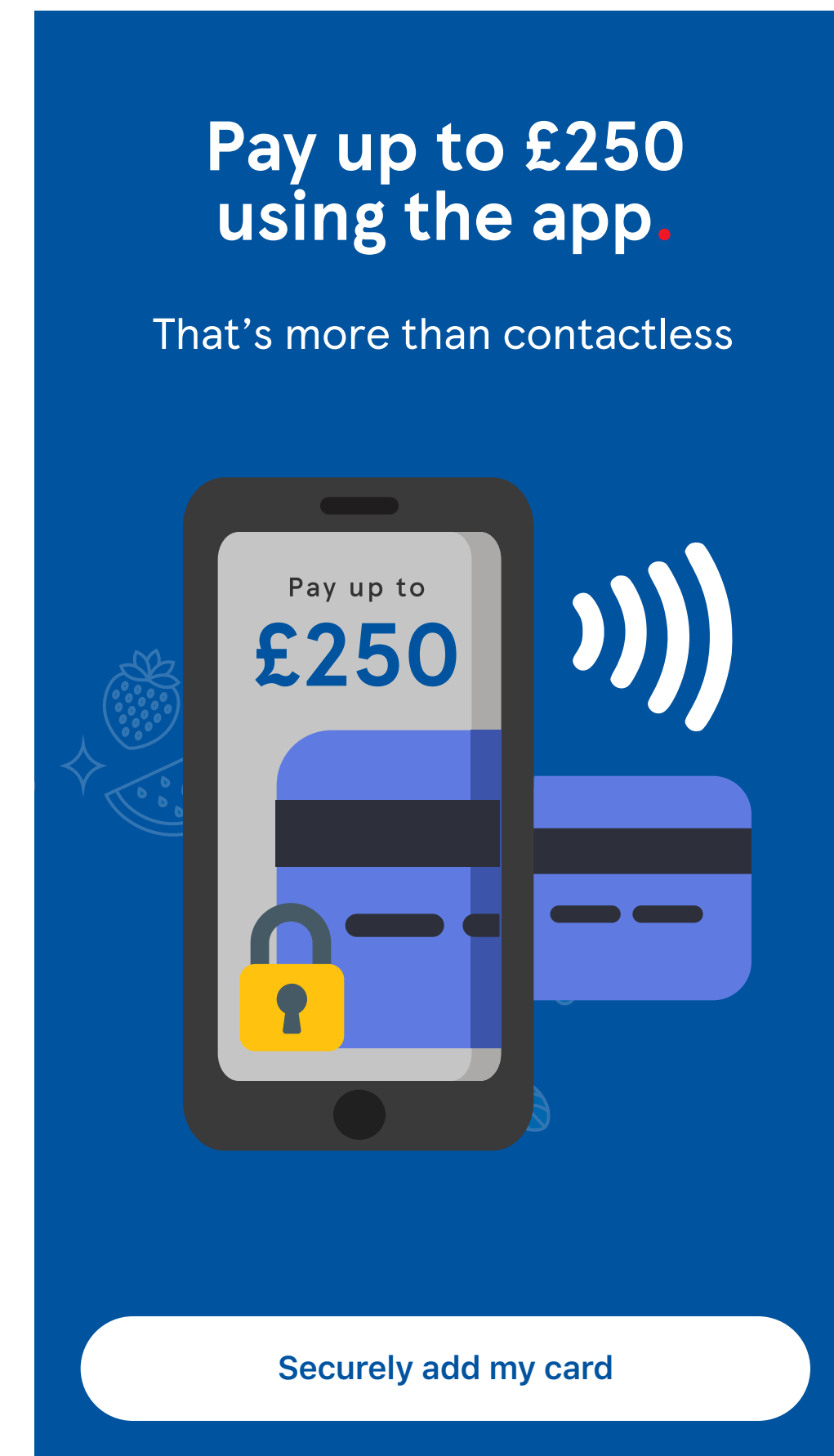
P1 "I'm not really sure, I don't know if I've missed that somewhere."



P4 "I can't remember if it's £150 or £250, but I remember it was more than usual"



Minor Issue - At least 1 user stated concerns about the max spend being so high. He was worried about getting his phone stolen, but we didn't take them through pin creation, which could have perhaps allayed those fears.



Effectiveness: Inconclusive

2 users struggled to recall the max spend, although 3 out of 4 could remember that it was more than contactless.

Efficiency: Pass

Those that read the £250 card limit screen quickly understood what the benefit was

Satisfaction: Inconclusive

2 participants raised concerns around security. They felt uneasy that the limit was set so high in case their phone was lost/stolen.

Major takeaway

The £250 spend limit can be seen as a negative as well as a benefit. This led to participants worrying about a scenario in which their phone was lost/stolen.

Observations outside of hypotheses

Testing stimulus: **Prototype**

OBSERVATIONS



Minor Issue - P4 became overwhelmed by all of the actions she was being asked to complete as part of onboarding.



P4 “You have to do loads of things when you first join... I’d rather get into the app and then be taken step-by-step, whereas I felt overwhelmed with all these things happening at once.”

This leads into a more general debate of whether or not to ask for these actions as a customer first downloads the app or as they use the app. This will require significantly more investigation but the view at the moment is that there isn’t really an opportune moment to ask the user for location/notification permissions from inside the app, since we don’t have functionality such as store locators.

Possible next steps and opportunities

Major takeaway

Customers still weren't realising the benefit of sharing their location with Tesco always, with the majority opting for 'Only while using'.

We could...

Change the wording on the actual alert to state the benefit of always allow.

Could prompt the user to select always allow on the on boarding screen.

Major takeaway

Participants didn't have any trouble adding their card via the scanner and all said that this would be their method of choice.

We could...

Make the card scanner the default method of adding a card as opposed to manually entering the details.

Major takeaway

Not all customers read the screens and one felt a bit overwhelmed by the number of actions to complete before using the app.

We could...

We could try and remove some actions from this process, for instance we could ask for location only on the store reminder popup rather than in onboarding.

Major takeaway

One customer didn't realise that a Clubcard app existed. She shops only at Tesco so our app would be beneficial, but she doesn't do anything with the points.

We could...

Look at improving the cross promotion of apps as customers aren't aware of all of Tesco's propositions. Could also look at creating one giant app.

Major takeaway

The £250 spend limit can be seen as a negative as well as a benefit. This led to participants worrying about a scenario in which their phone was lost/stolen.

We could...

Reduce the spend limit, or not mention it in onboarding and instead say that you can spend more than contactless.

Sprint Retro

WHAT WORKED WELL:

- Large volume of detailed competitor research created
- Established ways of working as a new team
- Methodical approach to solving a problem backed up by research
- All learned a new prototype tool (Protopie)
- Learned a new research tool in Userlytics
- Hearing the voice of the customer
- Solid findings that we can build on moving forward and share with the business

WHAT WE COULD DO BETTER:

- Interact more with the devs
- Almost all of Kev and Charles' time was spent on project Kansas, which took time away from the sprint.
- Hand over with Richard took some time out of the sprint, which was unavoidable but something worth noting.
- Using a new testing software slowed us down as we weren't entirely aware of the capabilities and limitations
- More review steps along the way to ensure we're sticking to the goals and not overlooking anything
- Test with more participants. One participant wasn't really usable, which made it hard to draw conclusions.
- Not having linkable clips to user interviews is frustrating, look into getting [usertesting.com](https://www.usertesting.com) signed off.