

CAB Feedback on Alpo

January 23 2013

I. INTRODUCTION

This report summarizes results of the initial feedback received between 12/12/2012 through 1/4/2013. Fourteen Customer Advisory Board (CAB) members responded to the first benchmark survey.

II. PURPOSE

The intent of the Alpo release is to get customers playing with their campaigns in a freya-staging environment as early as possible.

This initial feedback was designed to help us benchmark first impressions, and collect some visual, structural, and functional feedback early. We're also gauging how ready or complete the Search section from a development standpoint. Specifically, we looked for insights on the following:

- **Ease of Use**—is the experience intuitive?
- **Look and Feel**—is the design and display of data satisfying to use?
- **Search Goals and Expectations**—can expected Search-related tasks be completed and is the data useful?
- **Overall sentiment**—what is the general feedback at this point?

It is important to note that we are not yet in a place to make conclusions about usability or flow throughout the app until we have more of the experience wired up and working as expected. We expect to test for usability more within the coming releases.

III. APPROACH

We used several communication tactics to set expectations, capture initial impressions for benchmarking, and collect open-ended feedback.

1. Setting Expectations

CAB members were notified about the launch via email, sent to each CAB member individually by Jackie. Each email was carefully designed to set expectations about what they were about to see, and what kind of feedback we would like to receive. In addition to direct questioning between the CAB member and Jackie, customers were given

access to a more detailed list of what is not yet working in this first pre-beta release.

[See a sample customer email](#) | [See the spreadsheet detailing alpo status](#)

2. Collecting Feedback

We had originally planned a Zendesk “Feedback” tab, which would allow CAB members to submit their feedback and noting which page they were on. Unfortunately, there was a bug that prevented users from using the tab. Instead, CAB members simply emailed Jackie (as instructed) with specific feedback.

Emailed responses were combined with [open-ended feedback](#)

3. Benchmark Survey

Most of our findings resulted from this initial benchmark survey, designed to measure first impressions on ease of use, look and feel, usefulness, whether the app meets expectations. The idea here is to use this as the first of many surveys to benchmark progress throughout beta testing. We were fortunate to also receive many open-ended responses in this survey in addition to direct email follow-up conversations, as you will see summarized below.

[See the Benchmark Survey results](#) | [Open-ended responses](#)

IV. WHAT WE LEARNED

The following summarizes comments and observations found across both the open-ended and task-based surveys. View more details around this [analysis and next steps](#).

EASE OF USE

“For the most part this interface does a great job of communicating a lot of information concisely... I’m really looking forward to seeing how the other sections work.” – Chris G.

- **Transitioning Messaging is Important:** This initial response from CAB members reinforces how important it is to transition users from the current app to Moz Analytics by clearly communicating what has changed and why. There is quite a big jump from the SEOmoz app to Moz Analytics, from both a visual as well as content and structural perspective. Several CAB members commented at this point that the transition was significant, and takes getting use to (we heard this comment in other points of the survey as well).

- **Fit and Finish Improvements are Critical:** There are several details not yet incorporated into the prototype that seemed to have an effect on usability. This includes rollover details that users expect (planned for a later development cycle), and consistency in labels in language (the product team is working on the content scrub now).
- **Highlight change and opportunity:** One CAB member indicated that the app should highlight success and opportunities better. This is something to re-test after the fit and finish stage, and prioritize task functionality appropriately after launch.
- **Clickability and Drill-downs:** There were several places where participants expected to be able to click on content to drill down to more detail. Some of these links were simply not working yet, however graph functionality is not slated to link to deeper pages for initial launch. This should be reevaluated and re-prioritize as appropriate after the fit and finish stage is complete.

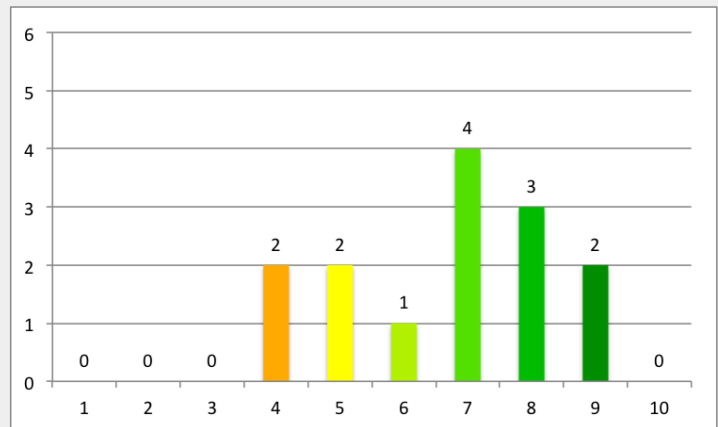
Results from the benchmark survey in regards to ease of use:

How easy to use is the Search section of the Moz Analytics staging environment?

10 = easy to use; 1 = difficult to use

It is important to note that two of the respondents appeared to be commenting on the site search field (based on their open-ended follow-up) instead of the actual "Search" section of analytics.

We do expect to see these results much higher when the entire site is functioning as planned, including messaging for transitioning users.



LOOK AND FEEL

“Looks promising. New branding/colors feel so different, but nice.” –

Anthony

- **Aesthetics of the Rebrand:** We have heard from CAB members throughout feedback loops that the change in design from SEOmoz to Moz Analytics is drastic. We have discussed this before and are confident in this approach, but it is worth noting that this is repeat feedback from current customers. The consistency and contrast refinements made in the fit and finish phase, as well as the little touches in setup, messaging, and onboarding might should smoothen the transition for current customers.
- **Visual Hierarchy:** Several of the survey responses lead us to believe that there is still an opportunity to improve and refine the visual hierarchy to maximize readability. Much of this should be solved with the fit and finish stage of development; the rest should be

monitored and iterated on post-Moz launch.

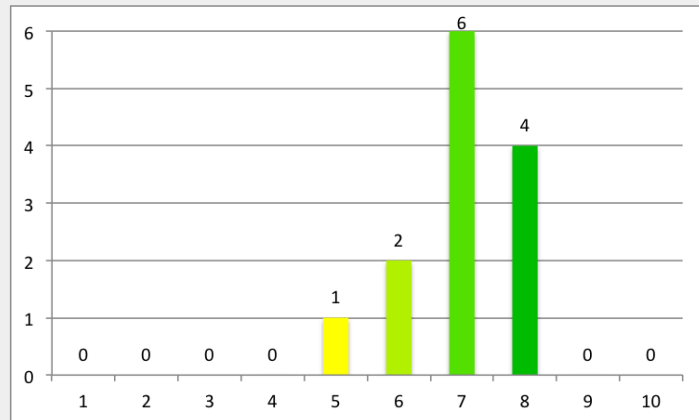
- **Clearer Color Contrast:** As we have heard in previous CAB member feedback, some of the colors and graphs are hard to read and decipher. Again, this is something that should be refined with the fit and finish stage of development, but must be aware of moving forward. Clear color contrast is essential to usability.

Results from the benchmark survey in regards to look and feel:

How attractive is the presentation of your data in the Search section?

10 = very attractive

Since this audience was made up of only current customers, it would be interesting to see how the aesthetics for Moz Analytics would test to an audience that has not been exposed to SEOMoz for comparison. We might find that our CAB has expectations based on their knowledge of SEOMoz.org. Again, this proves that we need to have a smooth transition.



SEARCH GOALS AND EXPECTATIONS

“I’ll give it a ‘10’ once I see the reporting stuff in action. I think it’s a big step and I’m looking forward to playing with it more.” – Dana D.

- **Validation on Search KPIs:** We heard positive comments about the data provided in the Search overviews, specifically the highlight on branded versus non-branded keywords. This helps to validate that the key metrics displayed on the overview are the important metrics to highlight.
- **Excitement Around Non-Search Sections:** It’s clear from some of the comments that our CAB is excited to see functionality planned for the other sections, particularly the Social section.
- **Feature Requests:** We heard several requests for features that we do intend to launch with (yay!), and several that we have on the backlog.

Requested features planned for launch include:

- Rollover tool-tips
- Export and reporting functionality
- More timeframe options
- Onboarding messaging

Requests not planned for initial launch (and now on the Backlog if they weren't already):

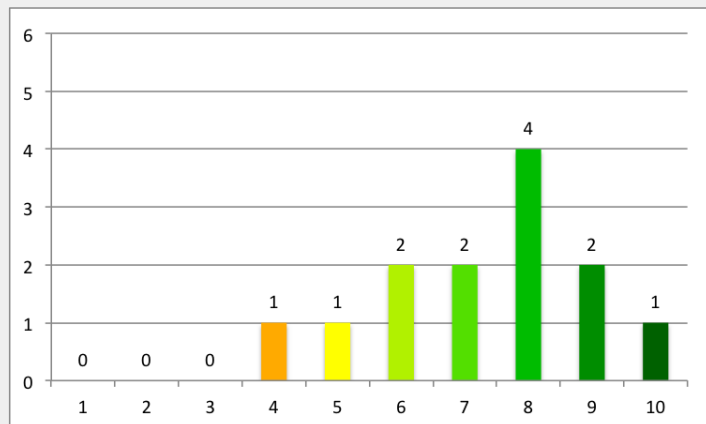
- Goal tracking and conversions: This is something that we've repeatedly in the past, and is on our longterm roadmap.
- Campaign-level (cross-section) historic view (like the "Momentum" idea discussed for the Dashboard)
- Omniture integration
- Custom timeframe option
- Filter table by graph selection (planned for "Mentions", but not Search)
- Multiple graph view options

Results from the benchmark survey in regards to search goals:

How useful is the Search data to you and your work.

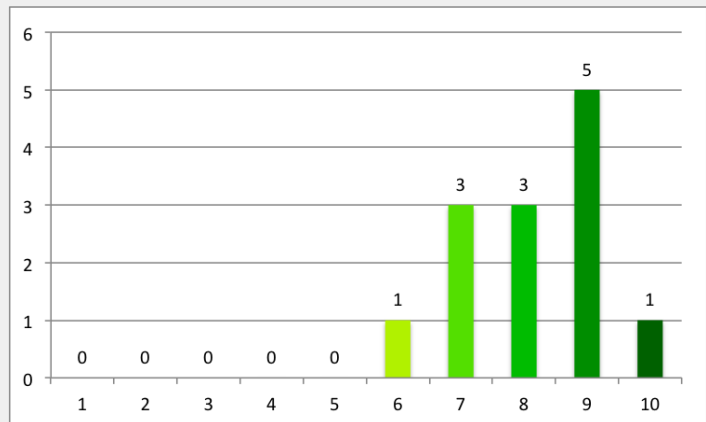
10 = very useful

This is the biggest spread we have seen. It is expected that these results will move more into the green as the development environment is more stable and key features (e.g., reporting) are fully functioning.



At this point, you've seen a few wireframes and/or designs for Moz Analytics. We'd love to understand if Moz Analytics in the staging environment meets your expectations. Please rate it on a scale of 1 to 10?

10 = meets expectations



OVERALL SENTIMENT

"Can't wait to see it with all the full data. Looks very useful." – Anthony

At this point, the overall sentiment of Moz is **cautiously positive**, based on the qualitative

analysis of a survey CAB members took after viewing the pre-beta launch of the Search section (a.k.a. “Alpo”). There are many conditions and caveats as communicated in this summary that explain why both the positive and constructive feedback are only the early signs of potential success. This initial round of feedback serves as a benchmark for iterative testing, after development and refinement of the app continues.

V. SUMMARY

Overall, the feedback was constructive and mostly positive. Many of the comments were in response to bugs or details not yet implemented in this initial version of Search. The biggest take-aways from this round of feedback are as follows:

- **Fit and Finish Improvements are Critical:** There were several comments suggesting key features like “hover-over labels” down to consistency and readability details will make a huge impact on usability and meeting the overall goals Moz Analytics.
- **Continued Testing is Needed:** This initial CAB survey was somewhat insightful, but we are far from validating the intended functionality for launch. In person interviews may be more insightful at this early stage moving forward, but a more comprehensive usability study would be ideal once we have 90% of the intended design and functionality buttoned up.

VI. RESOURCES

Alpo Requirements

[View all requirements for Alpo feedback](#)

Communication with CAB members

[View emails to CAB members](#)

Analysis Details

[View CAB Feedback Analysis](#)

Customer Advisory Board

[View the list of CAB members](#)