

# Usability Report Summary, Part 1

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## Overview

I went through the comments sections of the Usability Report for questions 19, 26 and 27 and attempted to code the responses into a number of categories. Analysis on the remainder of the Usability Report is forthcoming. The categories are not perfect, but hopefully they communicate the main topics and subtopics our customers are concerned with. A fair portion of the comments were related to customer support issues. I excluded analysis on that topic since customer support has vastly changed since the Usability Report was completed. One customer however did describe our customer service as “awesome”.

## Questions and Analysis

### 19. What were your reasons for this lack of satisfaction?

**Other, Please Specify:**

No real theme developed here since there were not a lot of additional responses. There were a number of mentions of customer support, small system issues, and other minor frustrations. Issues mentioned here were better described in the comments to questions 26 and 29.

### 26. Please select the stage(s) at which you got stuck or frustrated:

**Other, Please Specify:**

#### Ranking

<ol style="list-style-type: none"><li>1. Arranging/Editing photos<ul style="list-style-type: none"><li>• Reshuffling</li><li>• Resizing</li><li>• Cropping</li></ul></li><li>2. Deleting photos<ul style="list-style-type: none"><li>• Trashcan</li><li>• Delete / add back to location</li><li>• Undo</li></ul></li><li>3. Order<ul style="list-style-type: none"><li>• Late delivery</li><li>• Quality</li><li>• Codes</li><li>• Changing order</li></ul></li></ol>	<ol style="list-style-type: none"><li>4. Blurry warning<ul style="list-style-type: none"><li>• Resizing</li></ul></li><li>5. System<ul style="list-style-type: none"><li>• Password</li><li>• Slow</li><li>• Freezing</li><li>• Saving</li></ul></li><li>6. Usability<ul style="list-style-type: none"><li>• Unsure of icon, no label</li><li>• Delete button</li><li>• Starting new project</li></ul></li></ol>
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#### Analysis

The stage most people described getting stuck or frustrated at was arranging and editing photos. The analysis in question 29 provides expanded insight into arranging/editing photos. Deleting was a close second, however with the new contextual option added, deleting is likely to be less of an issue. There is some indication that people who were unaware of the trashcan might also be unaware of the undo button. Order-wise, the issues were fairly general, relating to printing errors, problems with codes, and changing an order after it has been submitted. With more customer

support staff, order change requests are getting caught much earlier. Many respondents did not fully understand the blurry warning. There were suggestions for us to provide a better explanation on how to solve this issue. System-wise the issues were fairly general and most likely isolated to certain situations. A number of basic usability issues came up regarding how to find or add photos, such as suggestions to add a label to the photo icon. There was some lack of awareness in features such as deleting a photo or starting a project.

**27. Are there any features you feel Collage.com is lacking?**

**Other, Please Specify:**

**Ranking**

<p>1. Arranging photos / Photos – 65 comments</p> <ul style="list-style-type: none"> <li>• Certain order</li> <li>• Lock alignment when adding</li> <li>• Shuffling frustration</li> <li>• Swap position</li> <li>• Placement</li> <li>• Stay in place, set size of photo</li> <li>• Unlock alignment</li> <li>• Cutting off photos in shapes</li> <li>• Lock location</li> <li>• Rotating</li> </ul> <p>2. Design – 35 comments</p> <ul style="list-style-type: none"> <li>• Duplicates</li> <li>• More shapes</li> <li>• Shapes - Photos cut off</li> <li>• Add border to shape</li> <li>• Add own background</li> <li>• Change font size</li> <li>• Template for collage, template for artistic overlap</li> <li>• Apply effects to individual photos</li> <li>• Custom options not obvious</li> <li>• Font options</li> <li>• Add captions, add effects, eye drop tool,</li> <li>• Family tree – add names</li> <li>• Too much empty space</li> </ul> <p>3. Editing – 33 comments</p> <ul style="list-style-type: none"> <li>• Cropping</li> <li>• More options</li> </ul>	<p>5. Help – 18 comments</p> <ul style="list-style-type: none"> <li>• More directions</li> <li>• Step by step instructions</li> <li>• Tutorials</li> <li>• Design tips guide</li> <li>• Video tutorial</li> </ul> <p>6. Order – 15 comments</p> <ul style="list-style-type: none"> <li>• Preview proof/print</li> <li>• Slow delivery</li> <li>• Tracking</li> </ul> <p>7. Product – 14 comments</p> <ul style="list-style-type: none"> <li>• Blanket – care instructions, describe opposite side, too much red, trim features, too thin, more colors</li> <li>• Add more items – t-shirts</li> <li>• Margin for framing</li> </ul> <p>8. Text – 12 comments</p> <ul style="list-style-type: none"> <li>• Font size</li> <li>• Change location</li> <li>• Add to individual photos</li> </ul> <p>9. Upload – 10 comments</p> <ul style="list-style-type: none"> <li>• Can't do multiple</li> <li>• Facebook issue, iPad not working, unsuccessful</li> </ul> <p>10. Feature – 6 comments</p> <ul style="list-style-type: none"> <li>• Drag &amp; drop</li> <li>• 3D finished product</li> <li>• Incl. card w/ shipping</li> <li>• Save button</li> <li>• Save versions</li> </ul>
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<ul style="list-style-type: none"> <li>• Undo multiple times</li> </ul> <p>4. Usability – 25 comments</p> <ul style="list-style-type: none"> <li>• Add steps to design process</li> <li>• Customization options not clear</li> <li>• Drag /drop photos</li> <li>• Finding stretch to canvas</li> <li>• Reshuffling</li> <li>• Unaware of unlock alignment</li> <li>• Blurry warning unclear</li> </ul>	<p>11. Mobile – 5 comments</p> <ul style="list-style-type: none"> <li>• General issues</li> </ul> <p>12. System – 4 comments</p> <ul style="list-style-type: none"> <li>• General</li> </ul>
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## Analysis

The topics and subtopics for Arranging photos and Photos are combined. It became apparent that users were commenting on the same issues when they mentioned arranging and resizing photos, as well as other subtopics. What can be taken from this is that customers want a little more control over location and size of at least certain photos. Some users were non-specific on their issues with shuffling, and some offered more specific suggestions. A suggestion was made for a feature to prevent shuffling when a photo needed to be swapped, in cases such as replacing a blurry photo, a duplicate or any other reason. Many people had mentioned they spent hours to get their design a certain way and lost it upon reshuffling. There were also multiple comments concerning photos getting cut off. Many users were not aware of the rotate tool. Recent updates to the UI make this more obvious, however more guidance could be provided in an online help section.

Users provided interesting ideas and comments regarding design. Many called for more shapes and a lot commented on how shapes cut off pictures. One option mentioned by a user, was to have an optional border around shapes. Having a border would not require photos to be moved close to the edge of the collage in order to establish the shape. A number of users expressed the interest in enhancing (filter) only certain photos. Another suggestion was to offer collage templates or templates that provide artistic overlaps. Other creative ideas included adding one's own background, having a family tree w/ names, add captions, and others.

The call for a cropping was loud and clear. The majority of editing comments were for cropping.

Although many responses touch upon usability issues, there were a number that pointed directly at usability. Several users called for a step-by-step process to create their collages. This approach would surely benefit some of our less skilled customers. While it might annoy more capable users, it seems feasible to offer a way to step around a step-by-step process for returning customers. Another takeaway regarding usability was a lack of awareness of customization options. Many people just miss the ways to customize their design. A step-by-step process might also ensure that they don't miss out on this. Other usability issues relate to overlooking or not understanding basic functions like stretch to canvas, lock/unlock alignment, meaning of drag/drop pictures, blurry warning and the reshuffling icon/button. There are many opportunities to improve the presentation of these features.

There were many requests for more help in the form of guides, videos, and tutorials. Sounds like a good opportunity for customer support to get involved.

Order-wise, a number of people requested a preview of their proof before submitting their order. This might cut down on errors going to print, however the concern might be for dishonest consumers catching on and just taking the proof. Other order comments were slow delivery and tracking.

There were comments asking for more product information for blankets, such as care instructions, opposite side description, that they were too thin, and trim options. A number of people requested additional blanket color options. A couple people requested t-shirts, and general comments regarding wanting more products to choose from.

A number of comments called for more control over placement of text, font size, and placing text on individual photos.

Multiple users commented that they couldn't upload multiple photos. It is hard to tell if they just do not know how to select multiple photos or if some other issue is involved.

The last three categories Features, Mobile and System include a handful of comments, but nothing significant. The subcategories should be self-explanatory.

## **Coded Responses**

### **19. What were your reasons for this lack of satisfaction?**

Account - Accessing account  
Account - Unable to login  
Customer support - no response  
Customer support  
Customer support - no response  
Customer support - no response  
Customer support - no response  
Error - order misprinted twice  
System - cannot load from facebook  
System - difficulty uploading selected pics  
System - page freezing  
System - page not showing  
System/usability - adding photos  
System/usability - cannot access all products  
System/usability - Could not complete  
System/usability - Could not complete order  
System/usability - design changes don't save / pics issue  
System/usability - not working on iPhone  
Usability - cannot access photos on phone  
Usability - confusing to navigate

### **26. Please select the stage(s) at which you got stuck or frustrated**

Adding photos - duplicates  
Adding photos  
Adding photos - made others disappear  
Arranging photos



Deleting photos  
Deleting photos  
Deleting photos  
Deleting photos  
Deleting photos  
Deleting photos  
Deleting photos  
Deleting photos  
Deleting photos  
Deleting photos  
Deleting photos - delete / add back to same location  
Deleting photos - getting item back  
Deleting photos - trashcan  
Deleting photos -no trashcan when zoomed in  
Design - more backgrounds options  
Discount code  
Discount code - acquiring  
Discount code - error  
Editing  
Editing - after complete  
Editing - cropping  
Editing - cropping  
Editing - cropping / scaling  
Editing photos  
Editing photos  
Editing photos  
Order - print quality  
Feature - photo folder for multiple projects  
Mobile  
Order - change after submit  
Order - change after submit  
Order - code not work  
Order - combine offers  
Order - delivery late  
Order - delivery late  
Order - delivery late  
Order - delivery late  
Order - delivery late  
Order - delivery late  
Order - photos dark  
Order - Print quality  
Order - reordering and not arrive  
Order - submtting



Ordering  
Photo selecting / deselecting  
Photos - delete / add  
Photos - delete / add  
Photos - delete / add  
Photos - resizing  
Photos - resizing  
Photos - resizing  
Photos - resizing  
Photos - resizing and grouping  
Photos - rotating  
Photos - spacing  
System - Computer freezing  
System - Freezing/not saving  
System - Not saving  
System - password not recognized  
System - site slow on separate networks  
System - slow loading text collage  
Text - location  
Undo changes - change border, reshuffle  
Uploading - multiple photos  
Usability - icons confusing, no directions  
Usability - delete button not clear  
Usability - fit in shape, stay in place  
Usability - start new project  
Usability - start new project

## 27. Are there any features you feel Collage.com is lacking?

Arranging photos  
Arranging photos  
Arranging photos  
Arranging photos  
Arranging photos - certain order  
Arranging photos - certain order  
Arranging photos - certain order  
Arranging photos - computer freeze  
Arranging photos - computer freeze  
Arranging photos - cut off  
Arranging photos - lock alignment when adding photo  
Arranging photos - lock alignment when adding photo  
Arranging photos - lock alignment when adding photo  
Arranging photos - Lock/unlock position  
Arranging photos - placement

Arranging photos - placement  
Arranging photos - placement  
Arranging photos - placement  
Arranging photos - placement  
Arranging photos - shuffling frustrating  
Arranging photos - shuffling frustrating  
Arranging photos - shuffling frustrating  
Arranging photos - shuffling frustrating  
Arranging photos - shuffling frustrating  
Arranging photos - stay in place, set size of photo  
Arranging photos - stay in place, set size of photo  
Arranging photos - stay in place, set size of photo  
Arranging photos - stay in place, set size of photo  
Arranging photos - stay in place, set size of photo  
Arranging photos - stay in place, set size of photo  
Arranging photos - stay in place, set size of photo  
Arranging photos - stay in place, set size of photo  
Arranging photos - swap position  
Arranging photos - swap position  
Arranging photos - too large  
Arranging photos - unlock alignment  
Arranging photos - unlock alignment  
Arranging photos - unlock alignment (unaware)  
Coupon code - where to apply it  
Customer support  
Customer support  
Customer support - awesome  
Customer support - no response  
Customer support - no response  
Customer support - no response  
Customer support - slow response  
Deleting photos  
Deleting photos  
Deleting photos  
Deleting photos - duplicates  
Deleting photos - not clear  
Deleting photos - repeated photos  
Design - add captions  
Design - add effects (mirror, balloon head)  
Design - add own background  
Design - add own background  
Design - add text to photo





Help - step by step instructions  
Help - step by step instructions  
Help - tutorials  
Help - video tutorial  
Help - video tutorials  
Mobile  
Mobile - ipad not working  
Mobile - iphone  
Mobile - iPhone app  
Mobile iphone ipad access  
Order - editing  
Order - preview before submit  
Order - preview proof/print  
Order - preview proof/print  
Order - preview proof/print  
Order - preview proof/print  
Order - preview proof/print  
Order - preview proof/print  
Order - preview proof/print  
Order - purchasing  
Order - slow delivery  
Order - slow delivery  
Order - slow delivery  
Order - slow delivery  
Order - tracking info  
Order - tracking not working  
Photo - duplicates  
Photo - duplicates  
Photo - duplicates  
Photo - resizing  
Photo - resizing  
Photo - resizing, set size  
Photo - resizing, set size  
Photo - resizing, set size  
Photo - resizing, set size  
Photo - resizing, set size  
Photo - resizing, set size  
Photo - resizing, set size  
Photo - resizing, set size  
Photos - access other FB photos  
Photos - add, reshuffling  
Photos - adding/restarting  
Photos - alignment  
Photos - cut off  
Photos - cut off

Photos - cut off in shapes  
Photos - have main folder for all projects  
Photos - lock location  
Photos - lock location  
Photos - not delete permanently  
Photos - rotating  
Photos - rotating  
Photos - rotating  
Photos - rotating  
Photos - swapping two photos reshuffles  
Product - - canvas - unaware of how photos wrap  
Product - blanket - description of opposite side  
Product - blanket care instructions  
Product - blanket colors  
Product - blanket thin  
Product - blanket too much red  
Product - blanket trim features  
Product - color for opposite side of blanket  
Product - have margin for framing  
Product - larger poster  
Products - add more items  
Products - add more items  
Products - add more items  
Products - add more items  
Products - t-shirts  
Shape - cut off photos  
Shape - cut off photos  
Shape - cut off photos (add border to shape)  
Shapes - resizing, add multiple  
System - freezing up  
System - glitches at 300 photos  
System - go back not auto save photos  
System - merging projects (?)  
System - not saving projects  
Text - font size  
Text - font size  
Text - font size  
Text - location  
Text - location  
Text - location  
Text - location  
Text - location  
Text - two locations

Text - two locations

Uploading

Uploading - not work ipad

Uploading - could not add from two sources for same project

Uploading - couldn't do multiple

Uploading - couldn't do multiple

Uploading - difficult from desktop

Uploading - FB issue

Uploading - issues on multiple devices

Uploading - multiple photos

Uploading - slow

Usability - add steps in design process

Usability - add steps in design process

Usability - cannot view projects, must start new

Usability - customization options not clear

Usability - customization options not clear

Usability - customization options not clear

Usability - customization options not clear

Usability - customization options not clear

Usability - customizing

Usability - drag / drop photos

Usability - drag / drop photos

Usability - enhancing tools (unaware)

Usability - finding canvas print without borders (unaware of stretch)

Usability - finding shapes

Usability - icon - not sure where to add more photos

Usability - icon - not sure where to add more photos

Usability - icon - not sure where to add more photos

Usability - non-intuitive changing shape

Usability - recognize repeat photo

Usability - resizing changes arrangement

Usability - rotating

Usability - unaware of how to arrange pics

Usability - unaware that resize will reshuffle photos

Usability - undo

Usability - unlock alignment (unaware)

Usability - warning sign unclear