

Customer Journey

Роль в улучшении покупательского опыта
Методы построения
Практическое применение

FRUMATIC



**Gulfiya
Kurmangaleeva**



What we do?

OUR PROCESS AND TECHNICAL METHODOLOGY

FRUMATIC

TechAudit
Business Analysis

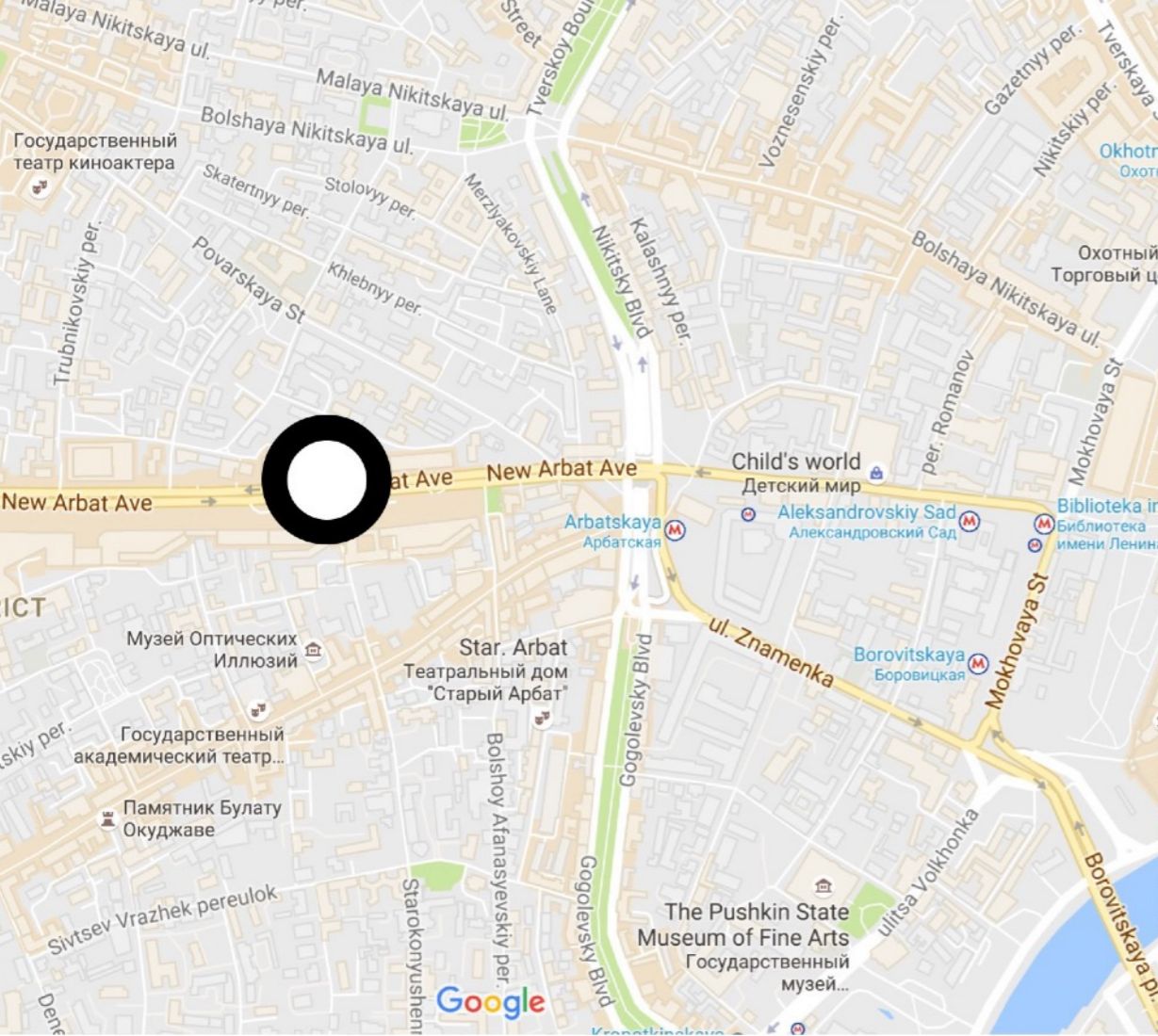
Engineering
& Design

JIRA
Development

Testing
& Deployment

Support
& Maintenance

FRUMATIC



Where we are?

Frumatic is an international software development boutique with the main development office in Moscow, Russia.

MOSCOW

ul. Bolshaya Molchanovka, 17,
121069, Moscow

UFA

ul. Chernyshevskogo, 82,
450076, Ufa

ISTANBUL

Nejat Eczacıbaşı Binası Sadi Konuralp
Caddesi, Beyoğlu/İstanbul, Turkey

RESPONSIBILITIES

Building and Managing the Design team (UX and UI)

Leading projects with clients as the art-director and product manager

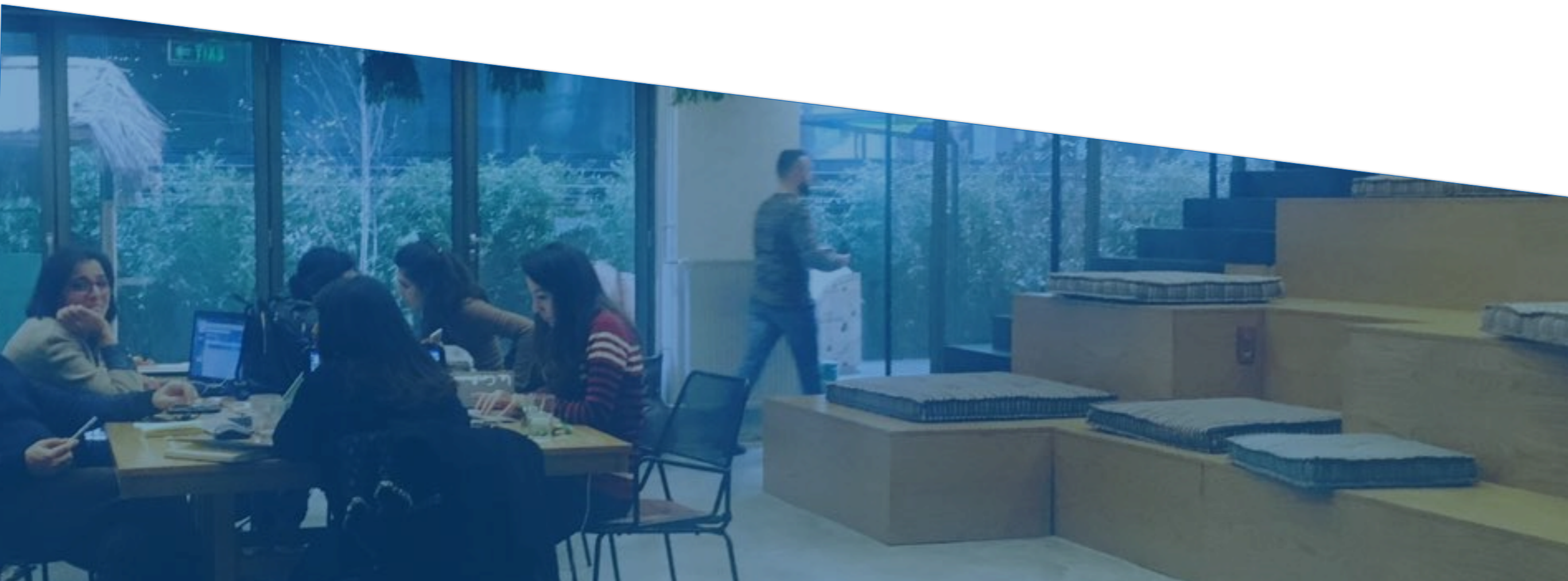
Ownerships of the client's projects

RESULTS

Successful and talented design team that considers User needs as the driver for design changes

Design deliverables are provided on time for all projects

A successful Product proposal for a start-up focusing on Goal Setting and Strategy planning



MVIDEO

HEAD OF CX. 2012-2016

ABOUT

M.video is the largest Russian consumer electronic retail chain by revenue. The Company started its operations in 1993. M.video runs 382 brand name stores in 162 Russian cities as of June 30, 2016. The selling space of M.video stores accounts to 649,000 sq. m while the total space accounts to 872,000 sq. m.

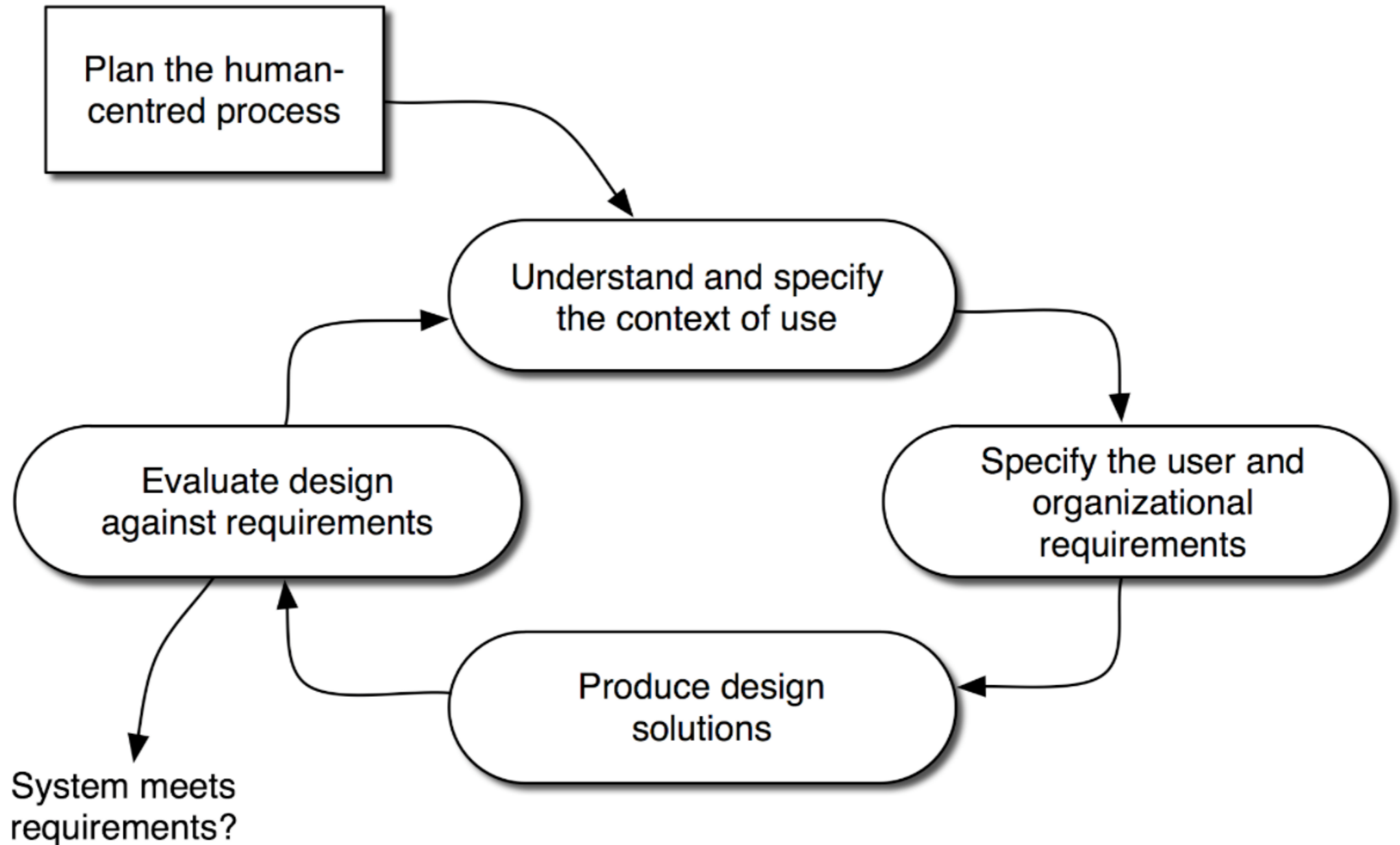
IMPROVING USER EXPERIENCE

The User experience was changed greatly since I joined to the company (the UX was changed greatly after I joined the company). In four years I created the system based on the user needs. I reconciled the user and business needs considering technical restrictions what allowed to increase conversion rate

HUMAN CENTRED DESIGN APPROACH

FRUMATIC

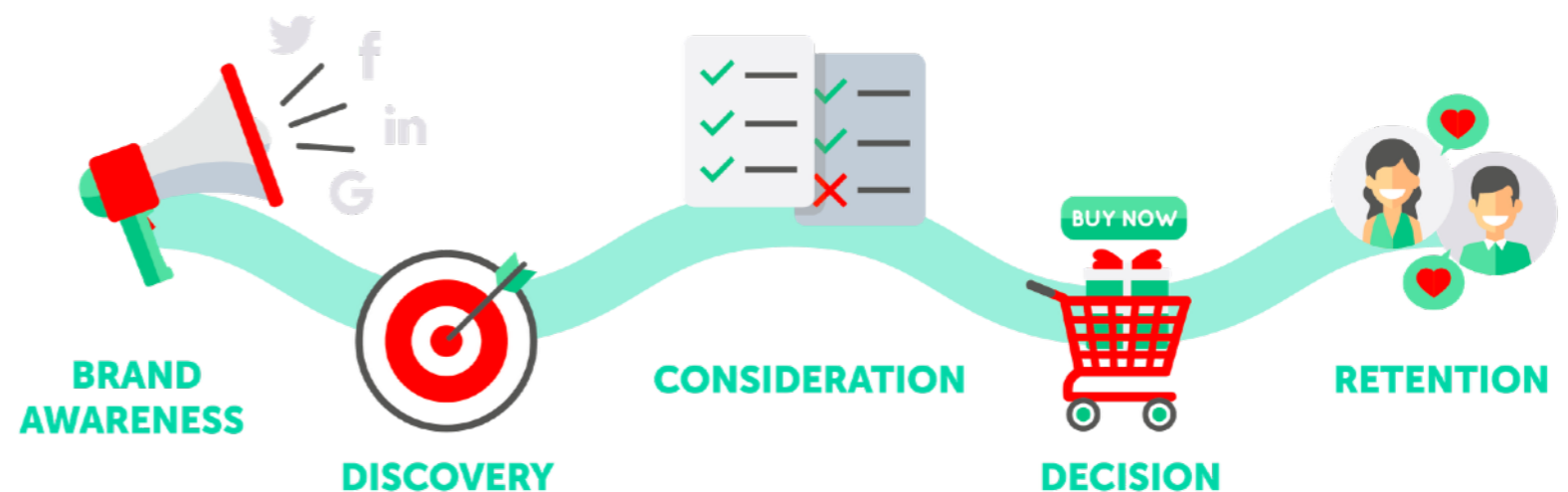
ISO 9241-11



Customer Journey

The User Journey map is a visual interpretation of the overall story from an individual's perspective of their relationship with the app. The story is told from the customer's perspective, but also emphasizes the important intersections between user expectations and business requirements.

The User Journey map consists of the Touchpoint, Progression, Functionality, Emotion.



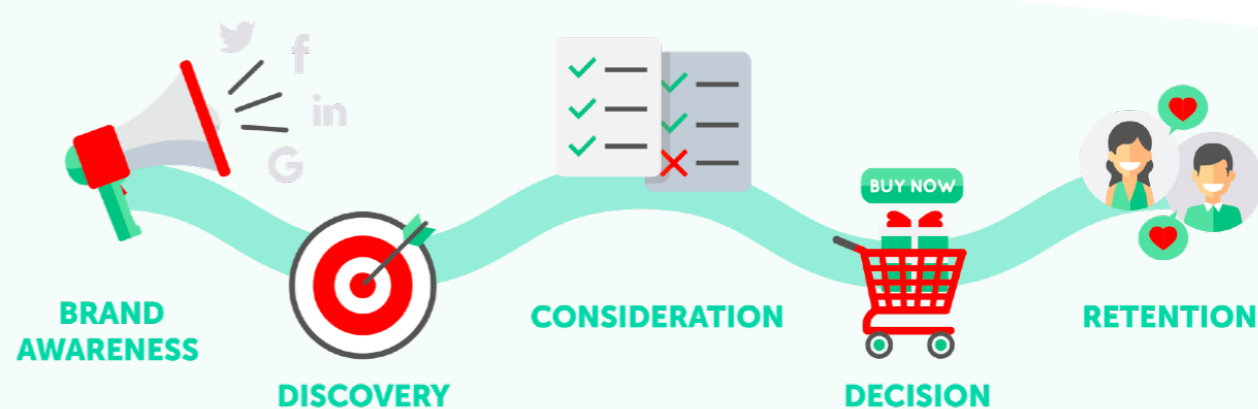
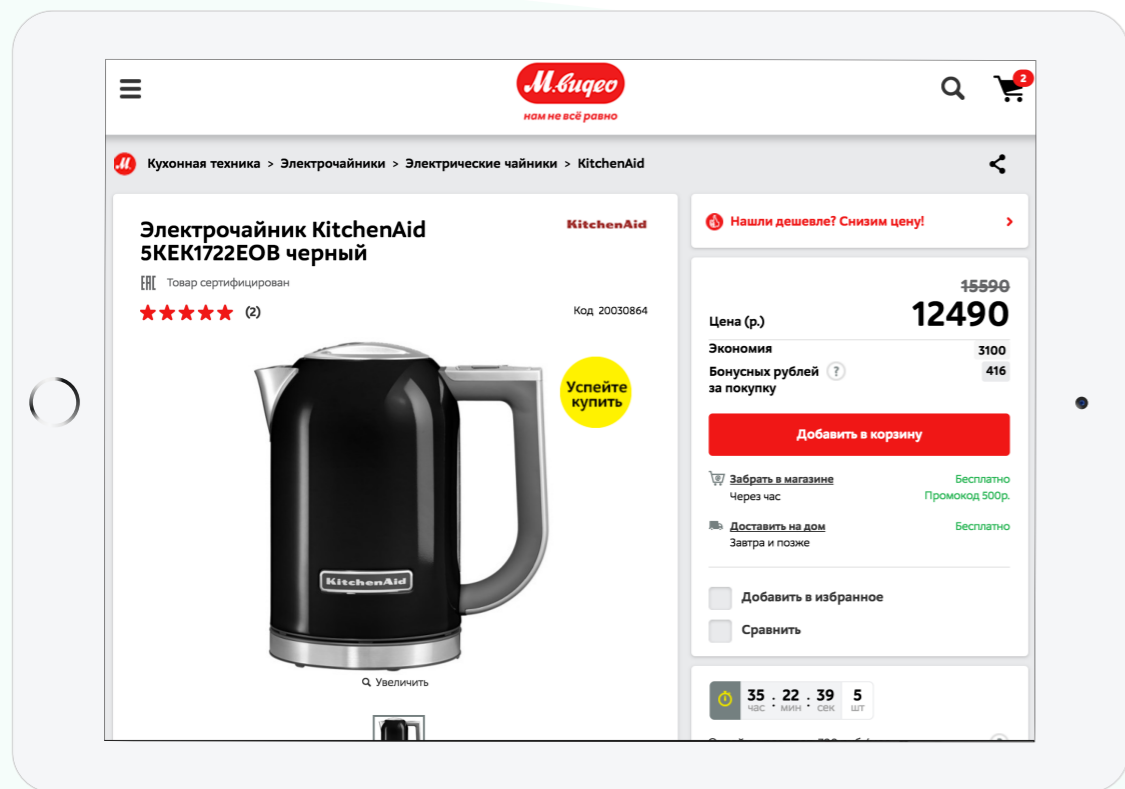


нам не всё равно

FRUMATIC



CONVERSION RATE



STORIA INC.

Global social media storytelling platform

ABOUT

Storia is a new paradigm for social publishing founded on the belief that everyone has a story to tell. We offer a platform where communities can come together to share and explore one another's stories.

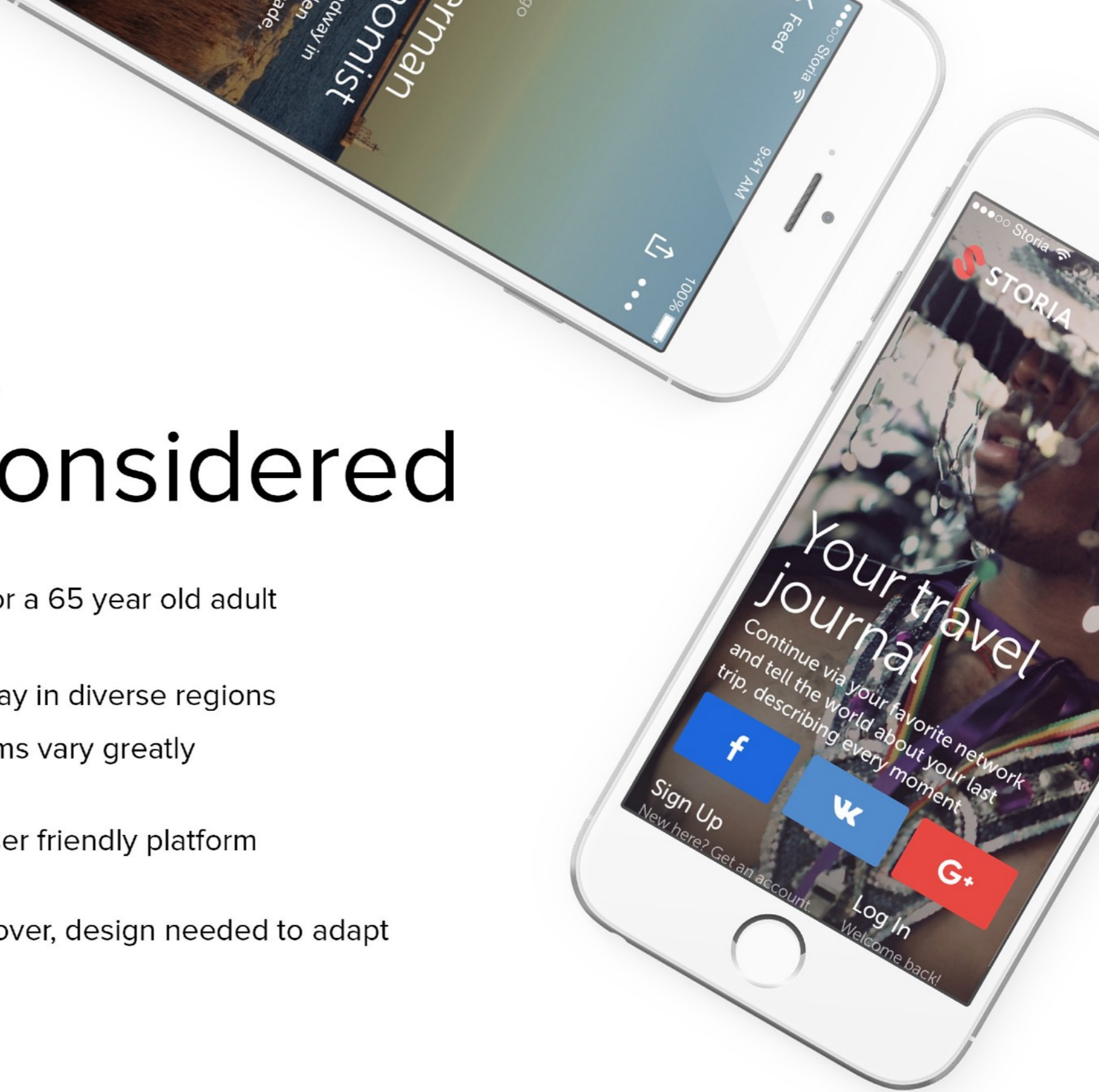
IMPROVING USER EXPERIENCE

After Storia is downloaded the user is taken to the Discover page. Top posts, stories and authors are featured there daily.

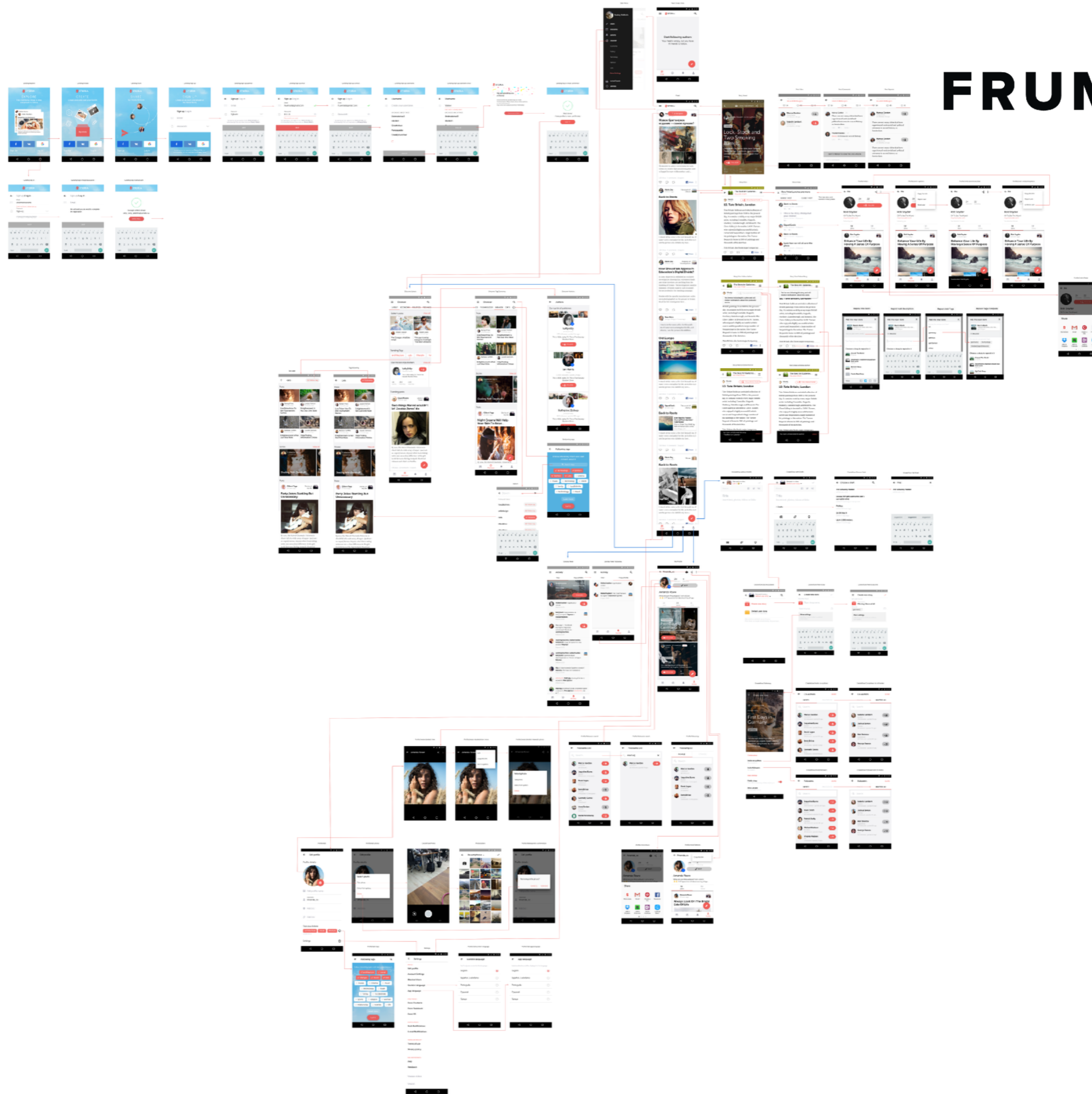
My team and I have to answer to these daily questions in order to provide the best User Experience:
What's more important likes or sharing in Mobile web?
Who should get credit for like: repost or original post?
What is the Ideal Discover process?

Factors that should be considered

- ✓ Capturing the imagination of a 12 or a 65 year old adult
- ✓ Not all people behave the same way in diverse regions of the world as cultures and customs vary greatly
- ✓ Have to be responsive, fast and user friendly platform
- ✓ Given the growth of mobile world over, design needed to adapt easily to native mobile apps

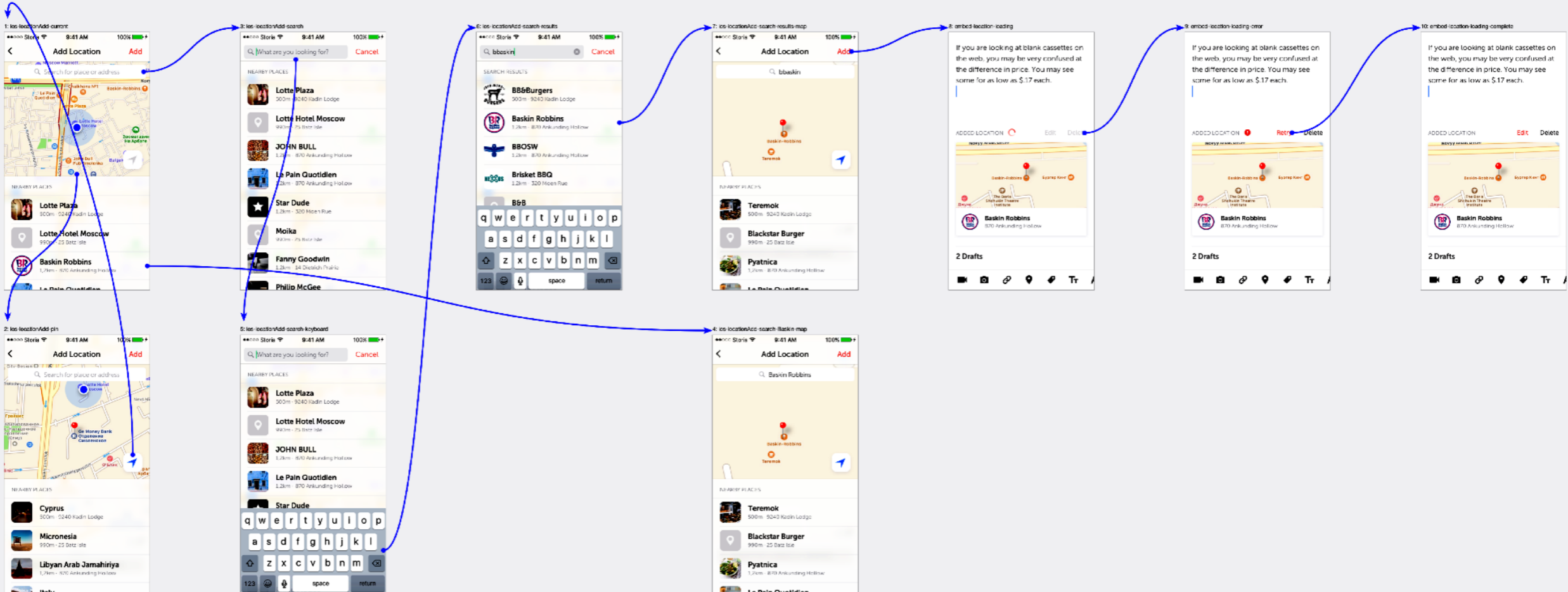


FRUMATIC



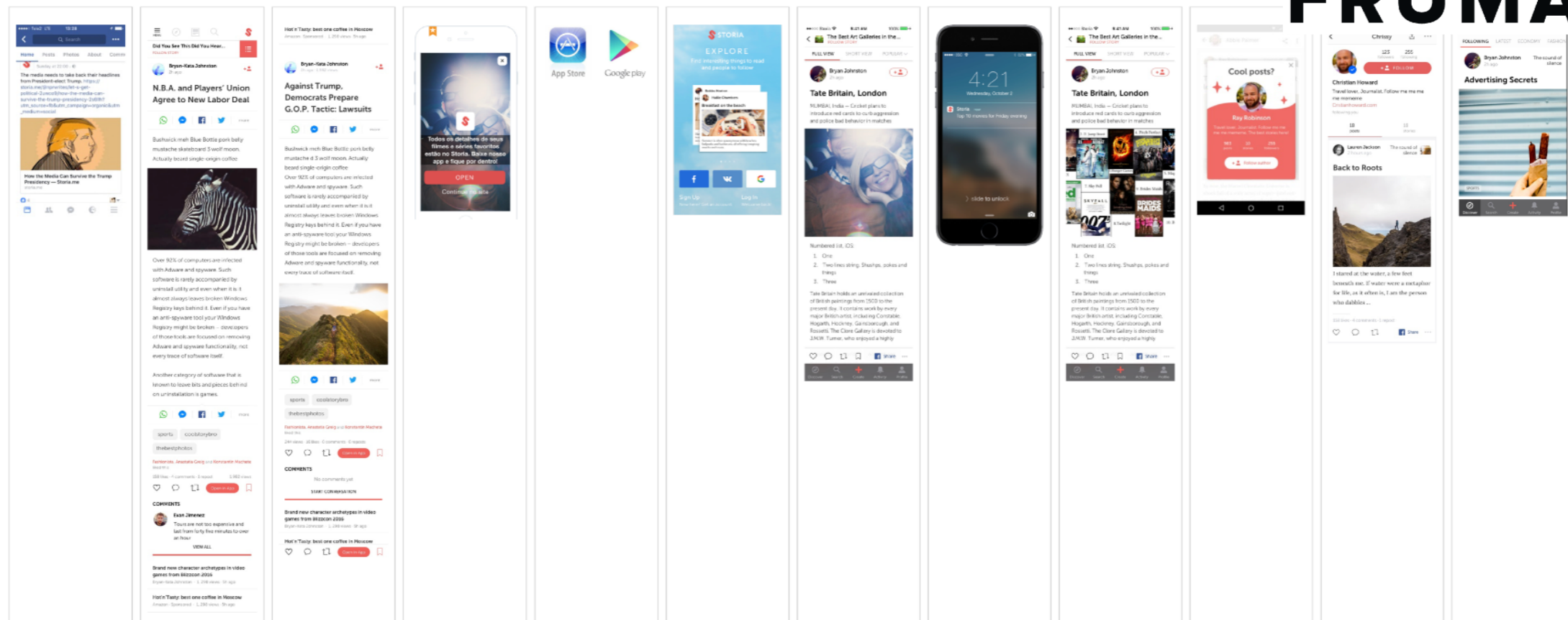
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Modified on 20 Feb 2017 by Uly Krishov



FRUMATIC

AWARENESS FIRST IMPRES: ENGAGEMENT PUSH TO THE . STORE FIRST SCREEN POST SCREEN TIP TO FOLLOV PUSH POST



- | | | | | | | | | | | | |
|---|---|---|--|--|--|--|--|--|--|---|--|
| <ul style="list-style-type: none"> 1. Click to the post 2. Click to the image | <ul style="list-style-type: none"> 1. Scroll down/up (70%) 2. Read the Comment 3. Write the comment 4. Share the content 5. Read related post 6. Check information about the author (Discover process) 7. Check more posts from this author (Discover process) 8. Follow the author 9. Follow the story 10. Go to the Store (branch banner) 11. Exit | <ul style="list-style-type: none"> 1. Now 60% (from whom read the second post) exit the Storia from the second post 2. Scroll down/up (70%) 3. Read the Comment 4. Write the comment 5. Share the content 6. Check information about the author (Discover process) 7. Check more posts from this author (Discover process) 8. Follow the author 9. Follow the story 10. Click on the tag 11. Go to the Store (branch banner) 12. Exit | <ul style="list-style-type: none"> 1. Go to the Store 2. Stay in the mobile web 3. Exit | <ul style="list-style-type: none"> 1. Check reviews 2. Check description | <ul style="list-style-type: none"> 1. Log in 2. Sign up 3. Swip screens | <ul style="list-style-type: none"> 1. Scroll down/up 2. Read the Comment 3. Write the comment 4. Share the content 5. Read related post 6. Check information about the author (Discover process) 7. Check more posts from this author (Discover process) 8. Follow the author 9. Follow the story 10. Click on the tag 11. Exit | <ul style="list-style-type: none"> 1. Return to the app | <ul style="list-style-type: none"> 1. Scroll down/up 2. Read the Comment 3. Write the comment 4. Share the content 5. Read related post 6. Check information about the author (Discover process) 7. Check more posts from this author (Discover process) 8. Follow the author 9. Follow the story 10. Click on the tag 11. Exit | <ul style="list-style-type: none"> 1. Tap on the tip 2. Follow the author 3. Close the tip 4. Exit | <ul style="list-style-type: none"> 1. Follow the author 2. Check the description 3. Check the post/stories | <ul style="list-style-type: none"> 1. Check the post of following |
|---|---|---|--|--|--|--|--|--|--|---|--|

- | | | | | | | | | | | | |
|--------------------|--|--|--------------------|--------------------------|---|---|-------------------|---|----------------------|----------------------|--|
| 1. Arouse interest | 1. Arouse interest
2. Entrap the user to reading/comments | 1. Arouse interest
2. Entrap the user to reading/comments | Push to the Market | Make to download the app | 1. Make to sign up
2. Explain the app and structure of the app
3. Show key future | 1. Make to follow the user
2. Make to follow the Story
3. Make to read more | Return to the app | 1. Make to follow the user
2. Make to follow the Story
3. Make to read more | 1. Follow the author | 1. Follow the author | 1. Make to read more
2. To find interesting content |
|--------------------|--|--|--------------------|--------------------------|---|---|-------------------|---|----------------------|----------------------|--|



To show the most liked comment To add images for this related posts			A/B test screenshots To show interesting author/post	To show part of the post?							
--	--	--	---	---------------------------	--	--	--	--	--	--	--

Screens

Actions

User's goals

Business's goals

Persona Name




Persona Description

EDIT IN PERSONAS

User goals

Touchpoints

Process

Problems 

Experience

Ideas 

AWARE

JOIN

USE

DEVELOP

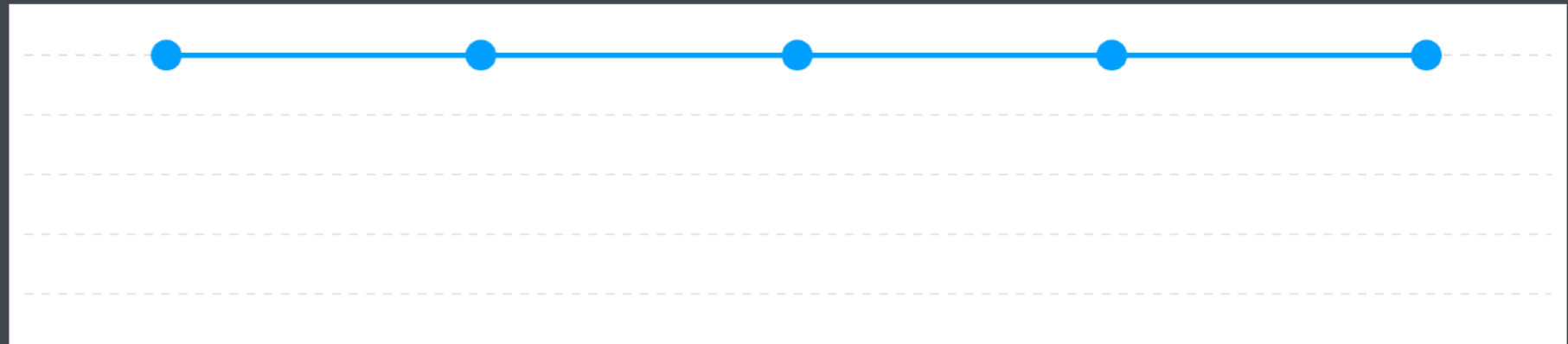
LEAVE

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Поиск

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Климатическая техника > Кондиционеры > Сплит-системы > LG

Поделиться | Печатать

Сплит-система LG G24NHT

★★★★★ (0) LG Official
Код: 20023904

Цена 43690

Бонусных рублей за покупку 1456

Добавить в корзину

В избранное

Забрать в магазине Бесплатно, Премия 500

Доставить на дом Завтра и позже - Бесплатно

Сравнить

Скидка 5% VISA

Увеличить

О товаре | Характеристики | Отзывы | Как купить дешевле? | Наличие в магазинах

Скидки, применяемые к этому товару

Регулярные скидки

Доступно 500 бонусных рублей!
Стоимость товара с учётом бонусов 38 990 р.

Скидка 5% при онлайн-оплате
Стоимость товара с учётом скидки 42 316 р.

Есть купон на скидку за пикап?
Стоимость товара с учётом скидки 43 190 р.

Акции, в которых участвует товар:

ЦЕНЫ 2015. Акция актуальна до 1 февраля 2016

ТОЛЬКО В ЭТОТ ПОНЕДЕЛЬНИК БОЛЬШИЕ СКИДКИ Акция актуальна до 29 января 2016

BLACK FRIDAY Только 1 день! Пятница, 13

Подпишитесь! Новинки, скидки, предложения!

О нас	Помощь	С нами выгодно	Клиентский сервис	Обратная связь
Нам не всё равно	Как купить в интернет-магазине?	M.Video-Бонус	M.Video-Бонус	Оставьте отзыв и помогите нам стать лучше
О компании	Панель для клиентов	M.Video-Бизнес	Оплата кредит	M.Форум
For our Investors	Каталог товаров	Купи в кредит	Купи в кредит	
Вакансии	Доставка	Мобильный сайт	Установка техники	M.Video в соцсетях
Экологические инициативы		Мобильные приложения M.Video	Подарочные карты	f t vk g+ yandex
Социальные проекты		M.Video Новости	Программа дополнительного обслуживания	
Аренда торговых помещений		Новости	Объём и возврат без проблем	
Контакты		Программа проверенных цен	Доставка	
		Установка CAR-аудио	Отложите. Я подумаю!	
			Бесплатный Wi-Fi	
			M.Video Форум	

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Вернуться к покупкам

Ваша корзина | Детали | Покупка совершенна!

Планшет Prestigio Multipad RMP7116 DSG White 10990

Скидка 4000

Всего 31470

Бонусных рублей за заказ 339

Оформить

Продолжить без регистрации

Оформите заказ как гость всего в два клика. Вы можете зарегистрироваться позже и получить все преимущества постоянного покупателя.

Оформить без регистрации

Доступные способы получения: доставка курьером, самовывоз, почта

Аксессуары

Wi-Fi роутеры | Зарядные устройства | Кабели и переходники | Чехлы и сумки

Зарядные устройства | Средства для очистки

Wi-Fi роутер TP-LINK TL-WDR3500 1990 р.

Wi-Fi роутер ASUS RT-AC52U 4690 р. 500 экономия

Wi-Fi роутер Zyxel Keenetic Giga III 7690 р.

Вопросы и ответы

Почему различаются сроки доставки товаров?
Сроки доставки зависят от наличия и количества товара в магазинах и на складах.

Как узнать о наличии товара?
По любым вопросам в (495) 777 777 5 (для Москвы и МО) или 8 800 200 777 5 (звонок по России бесплатный).

Как узнать, какие сейчас проходят акции?
Обо всех актуальных акциях можно узнать на этой странице [www.mvideo.ru/vse-akcii](#)

Хотите заказать в 2 клика?
Вы можете сделать заказ сейчас, а зарегистрироваться после его оформления.

Заполните форму на последней странице заказа, чтобы получить дополнительные возможности.

Оформление онлайн-кредита без регистрации на сайте недоступно.

Оформить без регистрации

Я купил технику, но не пользовался ей. Как её поменять или вернуть?
В M.Video действует программа «Обмен без проблем», согласно которой вы можете обменять или вернуть покупку в течение 30 дней после приобретения.

Что делать, если нет денег на покупки?
В магазинах «M.Video» консультанты работают в торговом зале. По любым вопросам в (495) 777 777 5 (для Москвы и МО) или 8 800 200 777 5 (звонок по России бесплатный).

Как воспользоваться бонусами?
Обо всех актуальных акциях можно узнать на этой странице [www.mvideo.ru/vse-akcii](#)

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О компании	Панель для клиентов	M.Video-Бизнес	Оплата кредит	M.Форум
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Экологические инициативы		Мобильные приложения M.Video	Подарочные карты	f t vk g+ yandex
Социальные проекты		M.Video Новости	Программа дополнительного обслуживания	
Аренда торговых помещений		Новости	Объём и возврат без проблем	
Контакты		Программа проверенных цен	Доставка	
		Установка CAR-аудио	Отложите. Я подумаю!	
			Бесплатный Wi-Fi	
			M.Video Форум	

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Вернуться к покупкам

Ваша корзина | Детали | Покупка совершенна!

Видеоигра для PS4 Mortal Combat 2990

Скидка 339

Всего 1790

Бонусных рублей за заказ 79

Оформить

Продолжить без регистрации

Оформите заказ как гость всего в два клика. Вы можете зарегистрироваться позже и получить все преимущества постоянного покупателя.

Оформить без регистрации

Хотите заказать в 2 клика?
Вы можете сделать заказ сейчас, а зарегистрироваться после его оформления.

Заполните форму на последней странице заказа, чтобы получить дополнительные возможности.

Оформление онлайн-кредита без регистрации на сайте недоступно.

Оформить без регистрации

Видеоигра для Xbox One Медиа Assassin's Creed 1790

Доступные способы получения: цифровая версия

Всего (р.) 1790

Бонусных рублей за заказ 79

Оформить заказ

Хотите заказать в 2 клика?
Вы можете сделать заказ сейчас, а зарегистрироваться после его оформления.

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Оформление онлайн-кредита без регистрации на сайте недоступно.

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Оформить без регистрации

УПОМОЯННЫЙ ПОЛЕЗНЫЙ ОТЗЫВ

★★★★★

Оценка: 5

Ростов-на-Дону

01.12.2016

саша - алексей

Это игра, чтобы играть настолько приятно это игра. Различные сюжет, геймплей, графика. Эта игра не для тех, кто хочет играть в первую очередь за территорию. Команда проводит на одном уровне, играет отменно. Мне очень понравилась музыка! Действие и сюжет и игра, ты играешь на нем! Довольно часть игроков все игроки и даже больше! Упомяну - Юлиа. Спасибо огромное за игру!

Описание

Эта игра легендарная игра Mortal Combat, как всегда, в ней ты можешь и даже ты можешь играть в режиме, как всегда и бесплатно. Битва не на жизнь, а на смерть. Битва в которой может победить только один игрок!

Игра понравилась Шоу Кану, чтобы одержать верх над Рейдеком и его союзниками. Однако перед тем как Рейдеку все не смог использовать свой последний шанс спасти мир. Он отправил ментальное бытие самому себе в прошлое, во времени первого турнира.

Характеристики

Платформа	PlayStation 4
Средняя оценка игроков	8.5
Жанр игры	Файтинг
Язык игры	Русский субтитры
Разработчик	Warner Bros. Interactive Entertainment
Издатель	NetherRealm Studios

Доступные способы получения: цифровая версия

Оформите заказ как гость всего в два клика. Вы можете зарегистрироваться позже и получить все преимущества постоянного покупателя.

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Оформить без регистрации

Storia 9:41 AM 100%

FOLLOWING LATEST ECONOMY FASHION

Dressed at the Golden Globes
Bryan-Kata Johnston · 2h ago · 1,982 views

The Weird, Wonderful World of Subversive
Elton Patrick · 5d ago · 298 views

Hot'n Tasty: best one coffee in Moscow
Konstantin Konstantinopolsky · 1h ago · 298 views

29 Motivational Quotes For Business And Other Work Environments. In Japan, Sweets Take On an Artistic Role
Elton Patrick · 3d ago · 298 views

Hot'n Tasty: best one coffee in Moscow
Amyli Whinehouse · 19h ago · 298 views

POPULAR AUTHORS

Fashionista 2,209 views
From catwalk to street style, all around the world | a Topaz channel | fashion

The Weird, Wonderful World of Subversive

TRENDING STORIES

Did You See This Did You Hear About This
Konstantin Machete and 12 others · 1,298 views · 5h ago

1024 posts 133 followers **Follow**

TRENDING POSTS

Storia 9:41 AM 100%

Cancel Create new story Done

Upload a cover Generate new

REQUIRED FIELDS

Story name
Tales of adventures ✓

Story tag
travel ✓

Type story description

COLLABORATION

Invite co-authors
no co-authors >

Invite followers
no followers >

STORY SETTINGS

Public folder
Turn off to make story visible only to you

Who can join
Collaboration settings All users >

Following tags

Follow interesting topics!

Search tags

economy fashion cinema

music technology travel

family food&drinks

music art & design travel

technology travel

Load more

SAVE

Storia 12:30

What are you looking for?

RECOMMENDED FOR YOU

Fashionista Brendan Fitzgibbons Leah Bonnama HotMess™ EmilyFa

TAGS

ARCHITECTURE TRAVEL BEA

POSTS

The Weird, Wonderful World of Subversive NBA Early Season Awards

7 Cool Indie Fashion Labels from Around the World Saving money effortlessly, a creative's guide

Stop buying STUFF

Search

Storia 12:30

FOLLOWING LATEST ECONOMY FASHION

3 Ways to Move Towards a Debt-Free Life
Elton Patrick · 30 dec · 1,982 views

Pavlok shock-bracelet helps you stop biting your fingernails & other bad habits
5d ago · 298 views · Elton Patrick

Tip yourself for small accomplishments
1h ago · 298 views · justinjgarza

You have a relationship with money
5d ago · 298 views · Elton Patrick

Small biz bookkeeping -- made easy?
1h ago · 298 views · Topaz

FOLDERS

21st Century Life Hacks
Konstantin Machete and 12 others · 5h ago

1024 posts 133 followers **Follow**

POSTS

PFI 2h ago Investing Tips & Tools for Millennials

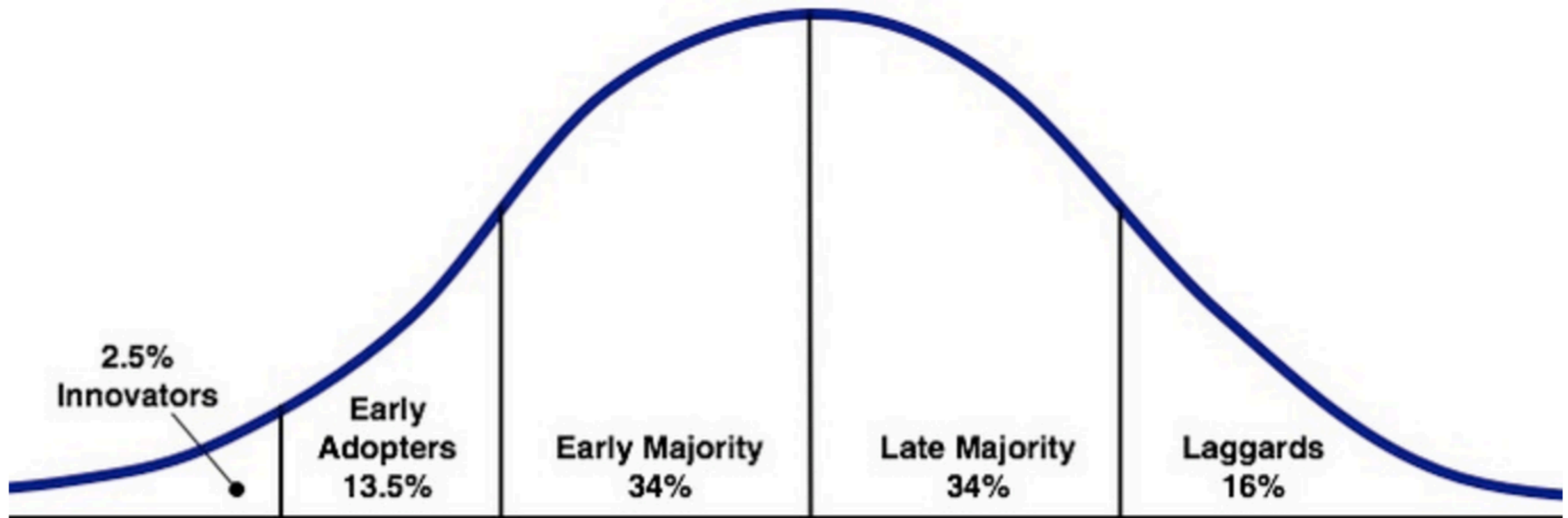
Tip yourself for small accomplishments

Dave O'Connor tipped For coming out swinging in 2016

3 0 COMMENT PROPS

Product diffusion curve

FRUMATIC



ZOE

16yr old



I am an ardent listener and always checks on links and apps suggested by teachers and other people. I feel stuck when I need to do some task on my own

ACTIVE ONLINE LIFE

Zoe is an enthusiastic teenager full of life. She's a real team player and loves to stay in touch with her friends. Like any millennial, she's the social media type with keen interest in instant messaging applications. She enjoys hanging out with friends and if she cannot make it physically, her numerous social media applications are always readily available. Her boyfriend, Mark is always on her favorites list.

WANT TO TRY UNPROVEN THINGS

Zoe loves to stand out and so is always looking out for the latest makeup accessories and beauty tools. Among her friends, getting knowledge about the latest trends and testing new products is more of a competition. Zoe thus loves to try new things in order to be on top of her game or at least stand out among her friends. Their group conversations are mostly about who's tried something new and how cool it was.

ZOE

She always leaves a review on products she finds interesting and is quick to share them on her Facebook page.

TO STAY IN TOUCH WITH HER FRIENDS

Zoe is an enthusiastic teenager full of life. She's a real team player and loves to stay in touch with her friends. Like any millennial, she's the social media type with keen interest in instant messaging applications. She enjoys hanging out with friends and if she cannot make it physically, her numerous social media applications are always readily available. Her boyfriend, Mark is always on her favorites list.

#MUSIC, #FUN, #LIVE

She is also a great fun of music and loves to listen to Country music. She's listening to music basically all the time except when with friends, in class or at a gathering.



ZOE

16yr old

THINKS

Zoe thinks her ability to accomplish individual projects should be so much better - more results, less failures.

SEES

Zoe sees the personal achievements of her friends on their personal projects. She also sees that when they team up to work on projects, it goes much faster and she's able to do more.

FEELS

Zoe feels like crap whenever she's stuck on a project. She hates it. She hates that she cannot commit to her personal projects from start to finish. Although she'll like to be more independent and have a story to talk about each time, she enjoys working together with her friends and would love to be able to collaborate with them on her projects.

DOES

Zoe loves to get feedback from her friends especially her boyfriend from time to time when working on her projects. She just loves to hear encouraging words like, "that's awesome! Great job! So what next?". She wants to celebrate every milestone to accomplishing her goal. When stuck and not knowing what to do next or how to get around a difficulty, she loves to involve her friends.

ZOE

16yr old

AWARENESS Ways through which Zoe will get to know about this tool	VALUE Benefits the application presents to Zoe as a user	PURSUIT The drive that brings a person to use the app	RETENTION Things that will keep Zoe coming back to the application
<ul style="list-style-type: none"> • Friends • App stores • Review blogs • Internet searches • School • Parents • Radio/TV • Social media • Sports club 	<ul style="list-style-type: none"> • The ability to win rewards while accomplishing tasks towards the completion of her project. • An opportunity to stay connected with her friends even when working on her projects. • A chance to receive assistance on school projects • To be able to access advices in the public forum • Undertake a project with someone in order to get closer to the person. • Invite someone to the project without personal barriers • Have fun working on projects • Ability to win (be the first to complete) a project among your friends. • Delight in her achievement (by sharing to social media for example) 	<ul style="list-style-type: none"> • An invitation to try the app • A recommendation by a celebrity • A chance to compete with friends • An opportunity to solve issues quickly and be sure of the results • Sharing achievements on social media (eg. Facebook, Snapchat) 	<ul style="list-style-type: none"> • Notifications • Alerts • Ability to follow members • Localization • Provision of information about friend's location

User testing

How to save the time of development, check the results, and be sure that Design works fine? To conduct the user test.

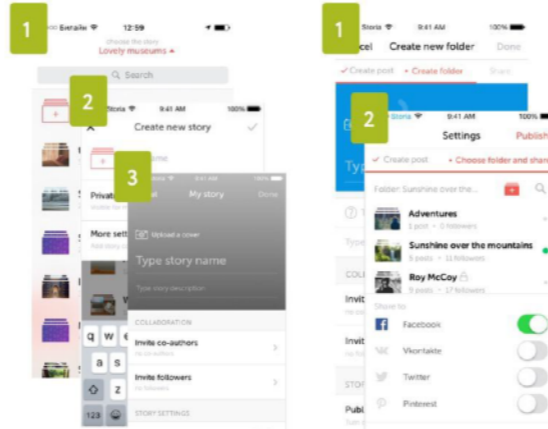
Usability testing is a technique used in user-centered interaction design to evaluate a product by testing it on users. This can be seen as an irreplaceable usability practice, since it gives direct input on how real users use the app.



Results of the User Testing: New Create flow

5 participants, iOS application
1 February, 2017

CHANGES: CREATE THE FOLDER



Changes	Verification	Result
The default Story was removed	All users created the first 'Folder' successfully complaining about a time that they spent for it. However, it made them to understand that 'Folder' means and that the post should be collected into a 'Folder'.	The process of publishing post became more clear
The 'Story selector' was moved to a new screen. Previously it wasn't obvious that the posts should be collected to the Story and the users often forgot they needed to choose a Story	All users created the 'Folder' successfully	The process of publishing post became more clear

Issues in UX

Topic	Frequency	Tasks	iOS/Android	Next steps
New onboarding	1	Please look to another of	Didn't understand that he could swipe it	Add button to see slides by tap too
Following Stories	3	Please follow interesting Story	Didn't understand that he could swipe it Didn't understand that he could swipe it Didn't understand that he could swipe it Didn't understand that he could swipe it Decided that storia started following him because of check icon in his followers list. Have a concern with that icon means No ideas what means red button (Follow story) on small story's cover (after click decided that it's for adding this story in bookmarks) Decided that button "Follow" in navbar means following author He didn't notice he could unsubscribe from the "Storia Russia" account page so he just blocked it.	Change Followers logic Provide icon 'follow' more visible in the Full card and in the small card Provide feedback after action 'follow'
Following Author	6	Please follow interesting Person	Everyone found interesting person to follow One of them chose author because author had many posts, others saw to their brief info Task to follow author was easy and more clear to respondents	For user is important on author details to following: amount of posts/ description
Difference between Post and Story after creating post	5	Difference between Post and Story after creating post	Understood difference between posts and stories after creating post and story	Provide visible fullscreen tip about difference between Post and Story
Icons	2	Not obvious icons	Doesn't recognize tab bar icons correctly, doesn't understand what's mean icon with compass ("Discover"), said that it looks like "explorer" (?) When he scrolled through feed and read posts, the bottom panel with tab icons became hidden. He wanted to see this panel at all times	Provide title under each icon Show navigation bar everywhere

RESULTS



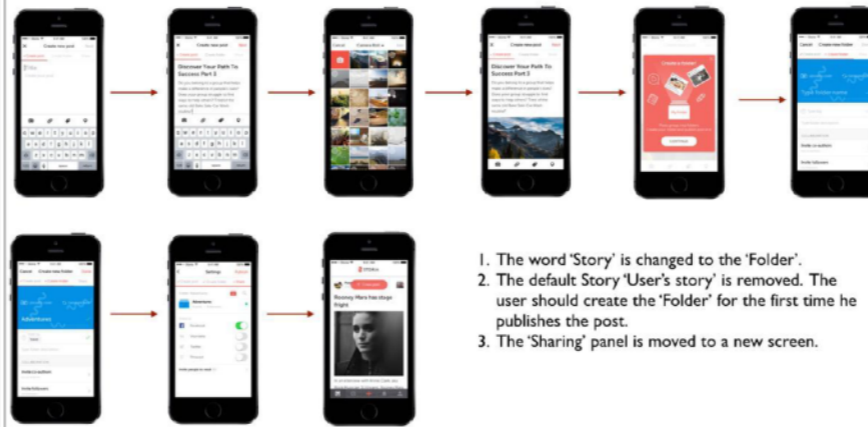
All respondents performed the assigned task of publishing post successfully.
2 respondents had a problem with an inactive 'Done' button in the 'Create Story' screen complaining about veiled required fields in the 'Create Story' screen. In order to resolve this issue the additional user test was conducted using the 'Preference' test.

3 respondents created a new Folder (Story) successfully without any difficulties.

All respondents noticed that the Scenario 2 (create post - choosing folder and share) was more rapid and effective compare to the Scenario 1.

According to the results of the test, the new 'Create flow' process is recommended to implementation.

THE NEW CREATE FLOW. SCENARIO 1: THE FIRST TIME A USER CREATES A POST



1. The word 'Story' is changed to the 'Folder'.
2. The default Story 'User's story' is removed. The user should create the 'Folder' for the first time he publishes the post.
3. The 'Sharing' panel is moved to a new screen.

Issues in UX

Topic	Frequency	Tasks	iOS/Android	Next steps
My profile	3	Please look to the Profile and tell what you see	Default userpic is clickable. Waited that click to default userpic will change user pic Edit profile: name and username are similar, he doesn't understand why, because he haven't put down the name anywhere Long way to create new post from Profile screen 4 users doesn't understand that Read means. Nobody think that it leads to read posts He didn't understand the number near author's userpic represents number of co-authors (maybe we need to add text "co-authors")	Provide function to change photo more visible Save titles to fields while user is editing it Provide Create post in the Profile
Story cover	4	Please look to the Story cover and tell what you see	Didn't understand he can unfollow the story from the small story cover	Delete button "Read" Show only one author in the Story cover
Small story cover	1	Please look to the Story cover and tell what you see	Didn't understand he can unfollow the story from the small story cover	
Empty Notifications	1	/Respondents thoughts/	Didn't understand that means text in notification tab	
Specific to platforms	2	/Respondents thoughts/	Android: FAQ looks scary Didn't tap on burger menu for a very long time Popup: What do you think about Storia. Scull is weird, may be thumb down better Keyboard doesn't appear when clicking "Reply" He found an interesting post, tapped on it and was taken to the story that contained the post. On the Story page, respondent saw other posts but not the post he clicked on (the interested post wasn't the first post of the story to be presented to user)	Change FAQ Increase size of burger menu Change text and icons on Popup Show keyboard
Unique mistake	1	/Respondents thoughts/	Skipped "Add friends" screen because same screens are repellent for respondent Saw feed and decided that application is set of articles	
Feature	-	/Respondents thoughts/	After spending time in app respondent understood that story is a container for posts. Liked this. Need post and stories filter by popularity Respondent wanted to see just this particular post, not all story.	

Prateek Attre

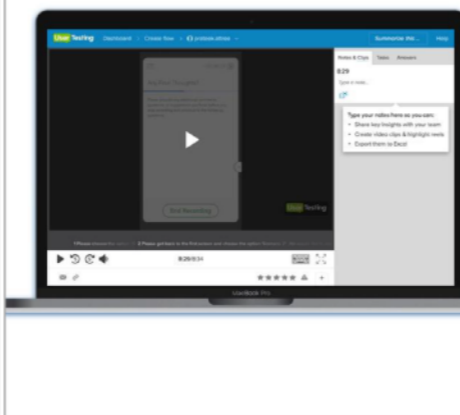
29, India, Income: Less than \$40,000 Social networks: Google+, Pinterest, Twitter, LinkedIn, Facebook

Tasks	Scenario 1: Performance	Scenario 2: Performance
Create post	Without any problem tasks were completed: - Add a title - Add a text - Add a image - Add a location	- Noticed the difference compare to the first scenario (another bar on the top)
Create folder	Prateek recognised that: - he had default covers - can invite co-authors/followers - how to make the Folder private - 'Collaboration' ('who can join') — was the 'share' function for him	- He understood that he can choose already existed one or create a new one (by click on the red icon) - Prateek didn't pay attention to the 'search' icon
Share	- The respondent figured out how to share posts via the Social media	The participant described the Scenarios: 'at first: I didn't have any folder. In the second: I created post, added it to a folder and shared them. It was easier'.

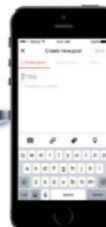


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METHODOLOGY



The test was conducted remotely using the tool UserTesting.com.
5 participants (2 from the US, 2 from Canada, 1 from India) tested the new 'Create flow' in iOS performing tasks. They also provided comments during the test.



CHANGES: CREATE THE POST



Changes	Verification	Result
The 'Sharing panel' was moved to a new screen, because the users often forgot to choose Sharing's options	The task of sharing post by Social networks was successfully performed by all users	The Sharing process became more clear for the user

METHODOLOGY



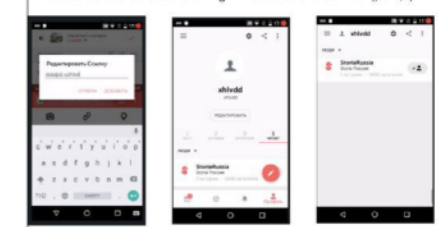
In the first test the issue with an inactive 'Done' button (the 'Create Story' screen) was located: required fields were veiled. As the result of this test, need to change design of this screen.

For a new options the additional test was conducted remotely using the tool

Dmitriy Kitavin

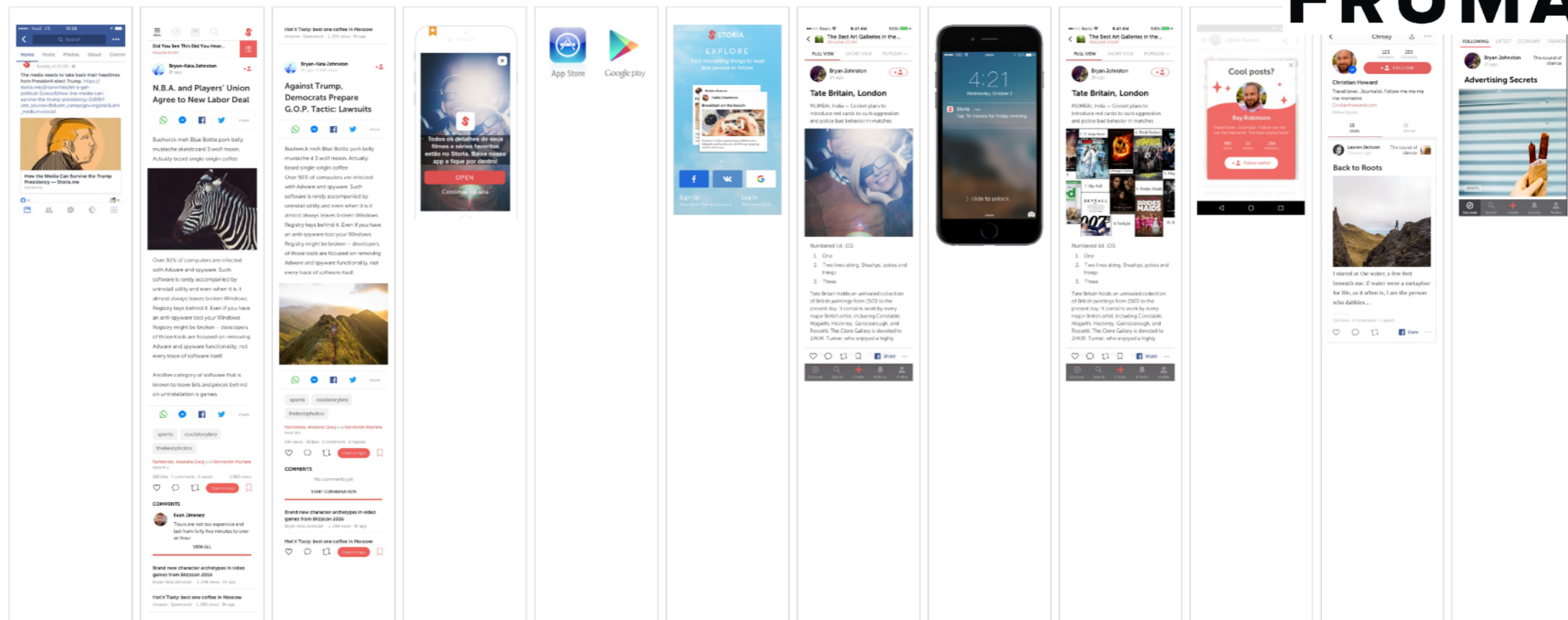
Student, 22 y.o., male

APP	Task	Notes
	Create flow	- Switch for privacy is not evident - Confused by not seeing "DONE" button when scrolling down (Screen 'Create Story') - The clipboard was not empty so user saw filed link pop-up in editing mode and didn't understand why. There was text: Guliya.Kurmangaleeva so he decided this button creates a link to the post he was creating) - Didn't like Android push-notification "Post added". Too many notifications - Decided that storia started following him because of check icon (pic 2,3)
	Story	- Liked the shimmering background of the "invite friend to the conversation" screen - Didn't like the way posts show in storyfeed - After re-posting, user couldn't tap on "published in the story" notification to see how it looks (pic 1) - Keyboard doesn't appear when you click "Reply" (pic 2) - He wants to see posts and stories filtered by popularity



FRUMATIC

AWARENESS FIRST IMPRES: ENGAGEMENT PUSH TO THE . STORE FIRST SCREEN POST SCREEN TIP TO FOLLOV PUSH POST



- Click to the post
Click to the image
- 1. Scroll down/up (70%)
2. Read the Comment
3. Write the comment
4. Share the content
5. Read related post
6. Check information about the author (Discover process)
7. Check more posts from this author (Discover process)
8. Follow the author
9. Follow the story
10. Go to the Store (branch banner)
11. Exit
- Now 60% (from whom read the second post) exit the Storia from the second post
 1. Scroll down/up (70%)
 2. Read the Comment
 3. Write the comment
 4. Share the content
 5. Read related post
 6. Check information about the author (Discover process)
 7. Check more posts from this author (Discover process)
 8. Follow the author
 9. Follow the story
 10. Click on the tag
 11. Go to the Store (branch banner)
 12. Exit
- 1. Go to the Store
2. Stay in the mobile web
3. Exit
- 1. Check reviews
2. Check description
- 1. Log in
2. Sign up
3. Swip screens
- 1. Scroll down/up
2. Read the Comment
3. Write the comment
4. Share the content
5. Read related post
6. Check information about the author (Discover process)
7. Check more posts from this author (Discover process)
8. Follow the author
9. Follow the story
10. Click on the tag
11. Exit
- Return to the app
- 1. Make to follow the user
2. Make to follow the Story
3. Make to read more
- 1. Tap on the tip
2. Follow the author
3. Close the tip
4. Exit
- 1. Follow the author
2. Check the description
3. Check the post/stories
- 1. Check the post of following

- 1. Arouse interest
- 1. Arouse interest
2. Entrap the user to reading/comments
- 1. Arouse interest
2. Entrap the user to reading/comments
- Push to the Market
- Make to download the app
- 1. Make to sign up
2. Explain the app and structure of the app
3. Show key future
- 1. Make to follow the user
2. Make to follow the Story
3. Make to read more
- Return to the app
- 1. Make to follow the user
2. Make to follow the Story
3. Make to read more
- 1. Follow the author
- 1. Follow the author
- 1. Make to read more
2. To find interesting content



To show the most liked comment
To add images for this related posts

A/B test screenshots
To show interesting author/post

To show part of the post?

FRUMATIC



Спасибо!

gulfiya.kurmangaleeva