

WDHT Installation Prototype Study

Findings Summary

UX Research Findings

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Goal: To understand how **PC users** with **cloud file service** experience and external **hard drive** needs respond to designs for new software prototypes

Overview

Method

We invited 9 individuals to the Campbell office to test PDF prototypes of new software installation designs.

Who we tested

PC users with external hard drive needs who may also use a cloud service such as Dropbox, Google Drive, SkyDrive, etc.

Participants included **professionals, stay-at-home parents, and students.**

What participants did

Testers completed guided tasks on a Dell laptop. As they completed these tasks, participants shared a cognitive walk-through of their experience out-loud.

Afterwards, they answered questions about their experience and filled out a System Usability Scale questionnaire.

Data collected

1. Video recordings capturing each participant's interview and their computer screen
2. Systems Usability Scale scores

Key Questions

Value

- What are hard drive customers trying or expecting to accomplish during a software setup experience that features a new cloud service?

Usability

- Discoverability of features
- Testing of flows
- Expectations
- Desired / undesired functions
- Identifying design elements that work, and those that don't work

Mental Models

- Does the WD Cloud value proposition encourage registration/engagement?
- How do users expect to upload and organize files on a cloud service?
- Do users understand the difference between uploading files to the cloud vs. backing up files to their drive?

Testing Environment: Known Influences

1. Speed

- Test build and environment meant limited functionality. Participants were asked to give feedback based on the visual organization and intended functionality of the prototype.

2. Value

- Testers were asked to imagine the experience of purchasing a new external hard drive that comes with 2GB free storage for a cloud file service.

Top Findings

WDCloud Meets Real Needs

Most testers identified scenarios when WDCloud would be useful

- *“A cloud service would enhance my external hard drive use. Photos are memories, they’re the worst things to lose. **I’d use it as an alternative to the drive, if the hard drive goes out. I trust WD more than I trust myself.**”*
- *“I would use the cloud to upload pics of vacations for my **mom**, so she has immediate access, instead of sending one picture at a time.”*
- *“I’m getting more comfortable with the cloud. I’d love it if this allowed me to put **all my cloud files in one place**. Even if I can’t play the music on the cloud service, I would do it to have a copy.*

Top Findings: Working

- ✓ Ease of use: clear options and directions at decision points
- ✓ Convenience of Typical/Recommended Install option
- ✓ Time-saving thumbnail file previews in upload selection
- ✓ Photos perceived as likely “sharable” file type for the cloud
- ✓ Familiar verification experience
- ✓ Free service allows for exploring before purchasing

Top Findings: Not Working

- ✘ Lack of clarity surrounding functions of SmartWare and Utilities
- ✘ Automatic pre-selection of photos without advanced dialogue
- ✘ Unclear recipient UX on WDCloud.com
- ✘ Confusion about which files are copied to WDCloud vs. the drive, and when
- ✘ Limited free storage, and no information about upgrade price points

Overview: Design Recommendations

Ordering

- ✓ Customize installation order
- ✗ Messaging: Verifying account *begins* file upload

UX Features

- ✓ Eliminate auto-selection of cloud files
- ✓ Create visual cue of overall installation progress
- ✗ WDCloud Web App - Revise terminology

Positioning

- ✗ Optimize messaging to clarify *how* and *where* files are saved
- ✗ Improve value for advanced cloud users

1. Customize installation order

- ✘ Neither the “Custom Install” nor “Typical Install” allows for customizing order of (1) Upload to Cloud and (2) Backup to Drive
- ✘ **3/9 participants were more invested in getting started with the drive**, valuing WDCloud as a secondary, add-on experience
- ✘ If backing up drive is most urgent task, signing up for a cloud service stands in way
- ✘ **Lack of personal installation ordering risks the user abandoning drive software altogether**

Participants Said...

“I just want to go to the drive backup first - not the cloud - and there’s no way to do that.”

“There’s no way to bypass the 2 steps. I want customization and control.”

“I would leave the installation and go drag and drop files on my drive.”

Recommendation

1. **Upload to cloud**



2. **Backup to drive**

or

1. **Backup to drive**



2. **Upload to cloud**

Before

Computer

Recycle Bin

Control Panel

My Passport

WD Cloud

WD My Passport Installer

Your apps are installed!

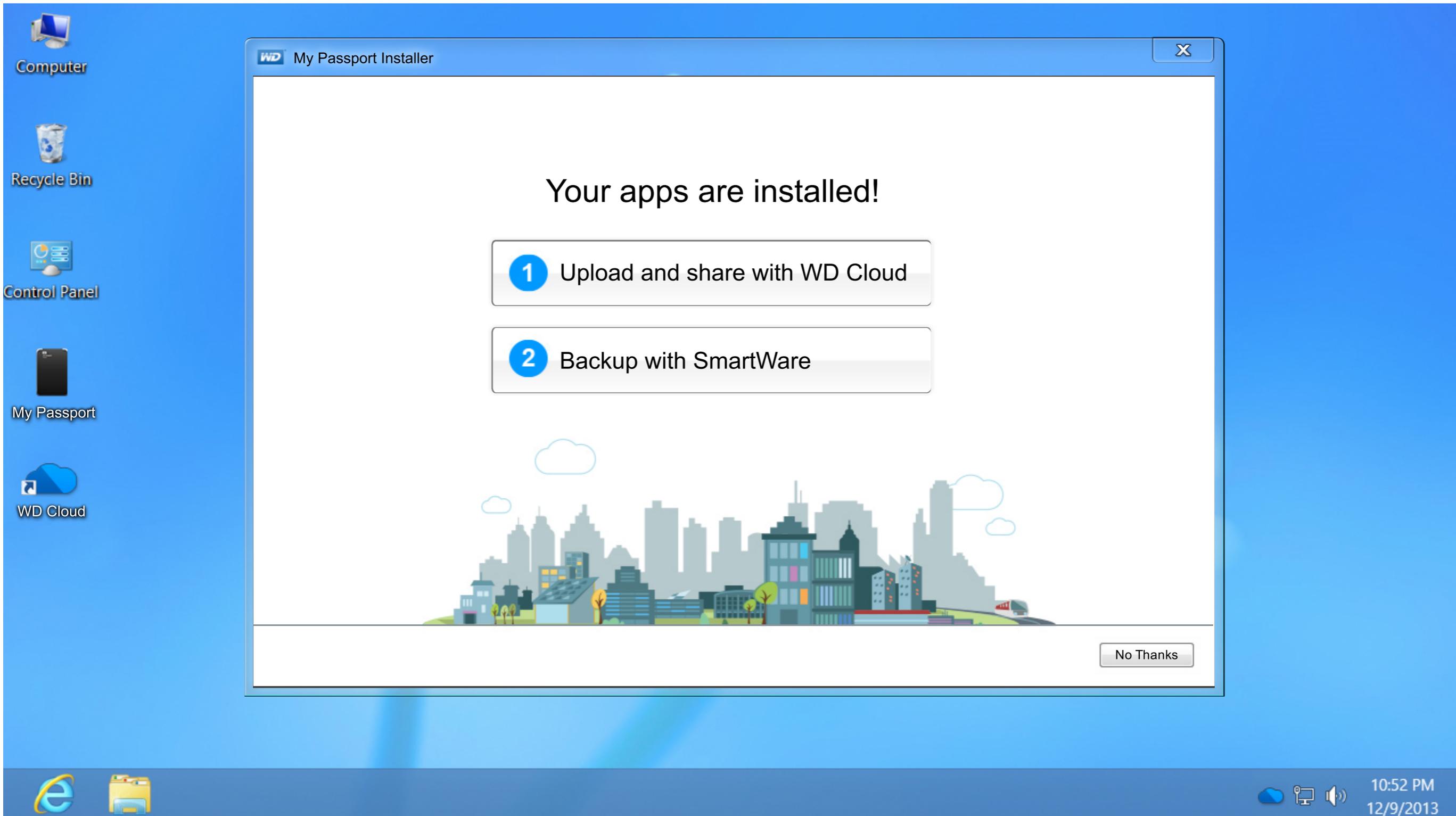
Step 1 of 2: Upload and share files with WD Cloud

Creating a free 2GB WD Cloud account lets you access your files from any device and securely share them with your friends and family.

Continue No Thanks

10:52 PM
12/9/2013

After



2. Messaging: Verifying account *begins* file upload

Participants Said...

“I would expect to see an account verification prior to file selection, and after the account creation page.”

“If I had to upload here, I might not be ready to commit, or I might have the wrong information.”

“Verification email – I expected that, it doesn’t surprise me. You have to verify everything nowadays.”

“Usually you have to log back in. My assumption is that my email logged me into the website.”

- Files appear to be uploaded to cloud *before* verifying email
- 9/9 were familiar with the email verification process (not its timing)
- ✗ **2 testers expressed concern about entering the wrong email address, thereby losing control over files in the cloud**
- ✗ **Early file picker puts more on the line for hard drive customers who are: (1) new to the cloud and/or (2) selecting **MANY** files at once**

***Recommendation:**

Revise messaging to ensure users understand their files will only be uploaded **after** email verification, to create peace of mind

Recommendation

1. Create account



2. Select files



3. Verify email to upload files



4. Visit WDCloud.com

3. Eliminate auto-selection of cloud files

- ✘ 5/9 participants were surprised to see their photos had been pre-selected without notice. Source of tension for those who are apprehensive about the cloud.
- ✘ Automatic file scanning perceived as a “breach of trust” between customer and the hard drive company
- ✘ Even avid hard drive users expressed concerns about how the cloud worked (security and access)
- However, photos were embraced as a “**sharable**” file type

***Recommendation:**

Offer an option to scan for files with image extensions from the folder tree view

Participants Said...

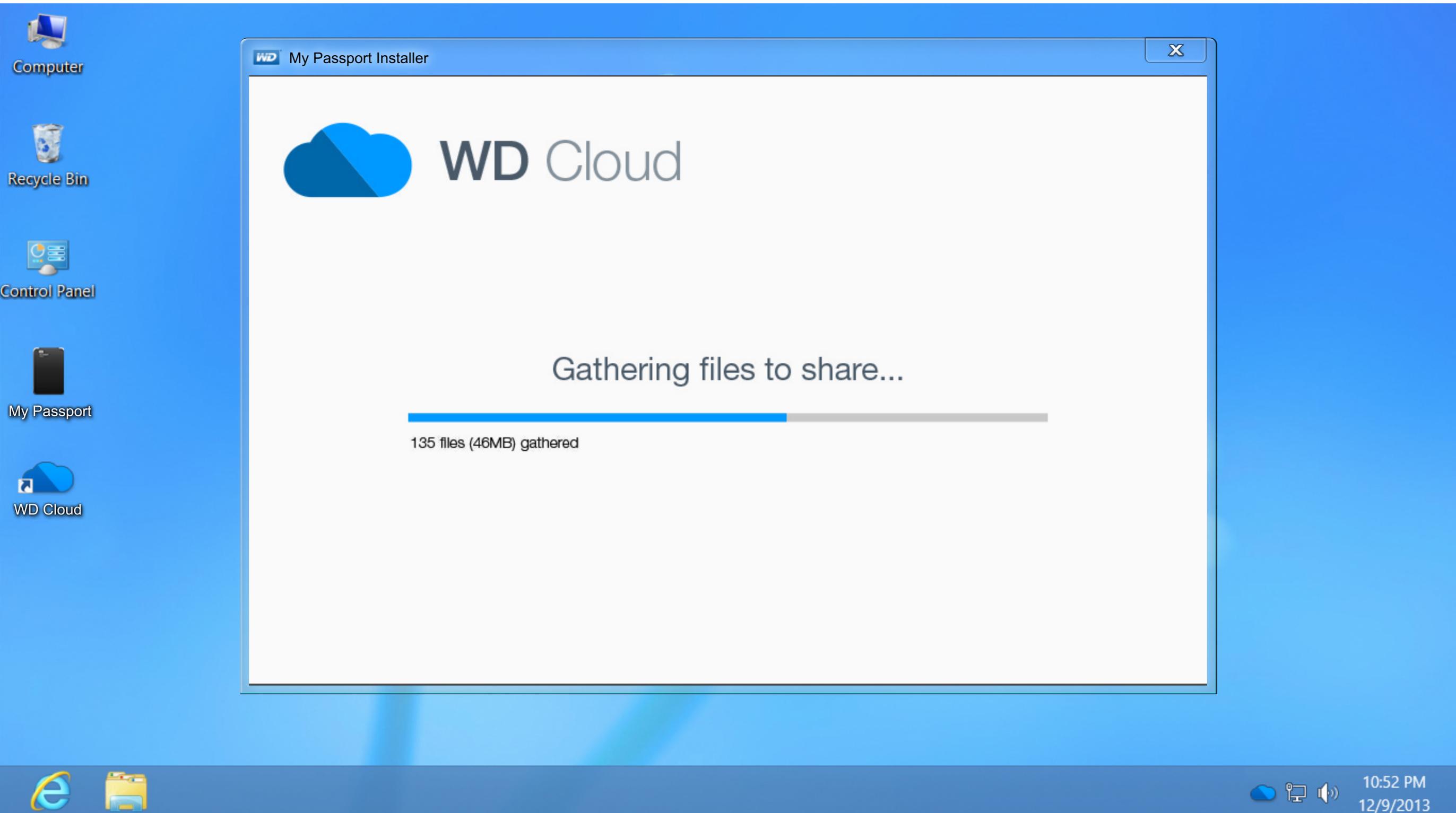
“I’m not sure why it’s making me choose files I don’t want it to. I’m afraid it’s taking over.”

“Who else has access to the cloud? Is it being seen by Western Digital, or is it in my personal cloud? I wouldn’t want another platform where everyone can just pull down my information.”

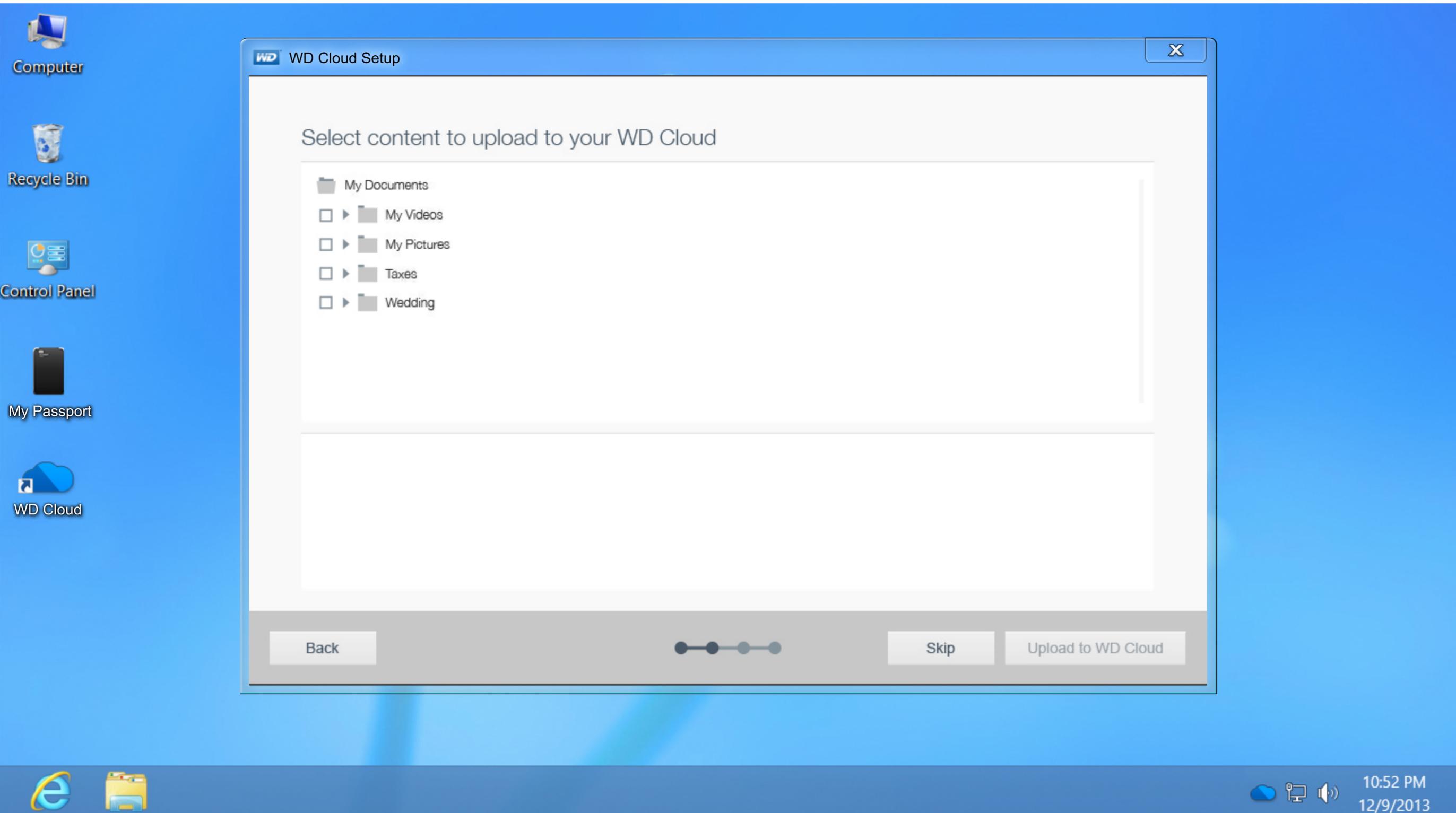
*“It’s a little **presumptuous** that it would know what files to save. I don’t want taxes with my SSN in the cloud.”*

“I would have liked [the folder selection] earlier to start, when it didn’t assume anything. I’m not sure what the heck just happened”

Before



After



4. Create visual cue of overall installation progress

Participants Said...

“How do I know how many steps are left before I get there?”

“After you sign up [for the cloud], it’s your responsibility to figure out what you need to do”

“Oh, I forgot about the drive! At least there’s a reminder afterwards.”

- ✘ The two steps shown at start appear to be of indeterminate length - despite the 3-minute estimate
- ✘ This made it **difficult for testers to predict how many actions are required** to complete the installation
- 3 participants did not expect to see the “backup to drive” prompt after WDCloud setup. The presence of an incomplete progress bar would prepare the user for upcoming actions.

***Recommendation:** Modify progress cue to indicate total cloud **and** drive progress

Before

The screenshot displays a Windows desktop environment with a blue background. On the left side, there are several desktop icons: 'Computer', 'Recycle Bin', 'Control Panel', 'My Passport', and 'WD Cloud'. The 'WD Cloud' icon is highlighted. In the center, a window titled 'WD Cloud Setup' is open. The window contains the WD Cloud logo and the following text:

WD Cloud

Check your email

To finish uploading your files to the WD Cloud, you'll need to verify your account. Please follow the link in the email we just sent to johndoe@gmail.com

Not getting the email? [Resend now](#)

The taskbar at the bottom of the screen shows the Internet Explorer icon, a folder icon, and system tray icons for network, volume, and date/time (10:52 PM, 12/9/2013).

After

The screenshot displays a Windows desktop environment with a blue background. On the left side, there are several desktop icons: 'Computer', 'Recycle Bin', 'Control Panel', 'My Passport', and 'WD Cloud'. The 'WD Cloud' icon is highlighted. In the center, a window titled 'WD Cloud Setup' is open. The window has a white background and a blue title bar with the WD logo and the text 'WD Cloud Setup'. The main content of the window includes the WD Cloud logo (a blue cloud icon) and the text 'WD Cloud'. Below this, the text reads 'Check your email'. A paragraph follows: 'To finish uploading your files to the WD Cloud, you'll need to verify your account. Please follow the link in the email we just sent to johndoe@gmail.com'. Below this paragraph, there is a link: 'Not getting the email? [Resend now](#)'. At the bottom of the window, there is a progress indicator consisting of four dots, with the first three dots filled and the fourth dot empty. The taskbar at the bottom of the screen shows the Internet Explorer icon, a folder icon, and system tray icons for network, volume, and date/time (10:52 PM, 12/9/2013).

5. WDCloud Web App Features

- ✗ **Unclear navigation** in top bar; over half mistook “Folders” as a separate section, rather than the current page
 - ✗ **“Edit” was frequently interpreted as a photo editing tool.** WDCloud was equated to photo-hosting sites such as Photobucket and Picasa
 - ✗ **“Share” referenced social media sharing** for 3/9 participants
 - ✗ Unclear how their recipients would access shared items [ex: need to create an account to view/modify?]
 - ✗ **List vs. Grid view equally valued;** default should be personal preference
- * **Recommendation:** For FTE, the web app should determine the view mode by detecting majority of uploaded file types*

Participants Said...

“Edit means photo editing. It allows you to crop and make color effects, like any basic app.”

*“**[List or grid] depends on if I’m looking for a photo thumbnail.** If I were searching for a document then I can scan better in a list.”*

“Share is uploading all my files. You can share them to social media websites, SMS, by email, or maybe Go2Meeting.”

6. Optimize messaging to clarify *how* and *where* files are saved

Participants Said...

*“I wasn’t sure if everything I saved on [the cloud] would be on my drive. But **hopefully the cloud is auto-syncing files from my drive.**”*

*“I like the idea of getting a **cloud link right from my hard drive.**”*

“What would I backup? Files that I just put into the cloud?”

- ✘ 3/9 testers thought the **files they uploaded to WDCloud were now copied onto their hard drive**, and/or somehow linked
- ✘ 2 others were unsure **which files** they should backup to their drive - and **why**
- ✘ **Messaging was often overlooked and/or briefly scanned.** Look/feel/timing of messages should be modified to bridge gaps in understanding

7. Improve value for advanced cloud users

✘ Hard drive users want to know:

- How much will it cost to upgrade?
- How are files stored securely?
- How fast will they upload?
- Can my recipients easily access shared files without creating an account?
- Will it integrate my other accounts, like Google?

Participants Said...

“When I bought a Toshiba drive, it came with a cloud service like this but I had no use for it because my stuff and my contacts are on Google Drive”

“If someone’s going to try to get me on a cloud service, I need a compelling reason to leave another service. “

“What is the cost after 2GB, and how easy is it for my family to access?”

7. Improve value for advanced cloud users

- ✘ 2GB is perceived as very **small** for frequent cloud users used to getting much more storage for free

Participants Said...

*“The cloud service is **so little space**, that I’m turned off by it. But if it were high-speed transfers that would be awesome.”*

“Google has a heck of a lot more free space.”

“I don’t like having to pay an outrageous price for something that I can get somewhere else for free.”

Findings: Which file types, where?

- **Sensitive** documents belong on external drive.
- **Sharable** media files - and files that needs to be accessed remotely - are more suitable for the cloud.

“I’m new to the cloud, and hear things on the news about hacked cloud files.

I would not put sensitive business documents for work on the cloud, but things like photos are more likely.”

	CLOUD	DRIVE
<i>familiarity</i>	low to high	high
<i>attitudes</i>	accessible, hackable, control issues, limited space	trustworthy, secure, can misplace/lose
<i>file types</i>	pictures, music, short movies, low-security docs	movies, video games, legal docs, business files, and more
<i>file size</i>	small to medium	any size
<i>use cases</i>	Sharing > Private	Private > Sharing

Findings: Meaning of “Send” vs. “Share”

Send

- “Sending individual photos means emailing them one by one”
- “Sending has a size limit.”

Share

- “Sending is the same as sharing in some ways, but **sharing means, ‘Hey person, I am making something available for you to see online. Open the door on your side.’**”
- **“Sharing is sending a link to someone to come and get it, not the actual pictures.”**
- “Shared items are hosted on a website, viewable without having to download.”
- “I share larger files that I don’t want to send.”

Post-Task Review: High Usability

Most participants valued the software design's clean and fast UX

- *“It was simple, I hit the install, it told me what I was installing, and I was immediately logged in. I clicked a button and I was there.”*
- *“That was easy to do and user friendly.”*
- *“I liked the ease-of-use most.”*
- *“Best part: very user friendly.”*

How likely are you to recommend this product to a friend or colleague?

(0 = Not at all likely, and 10 = Very likely)

Average recommendation: 7.3

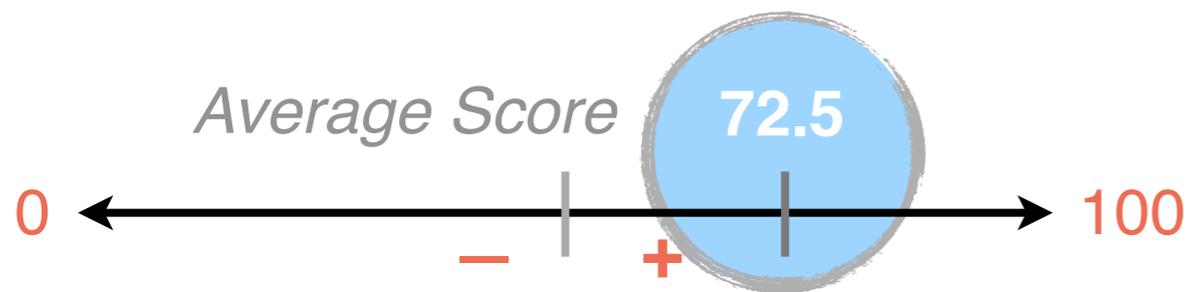
System Usability Scale: Day 1

[learn more about SUS here](#)

[see a detailed breakdown of scores here](#)

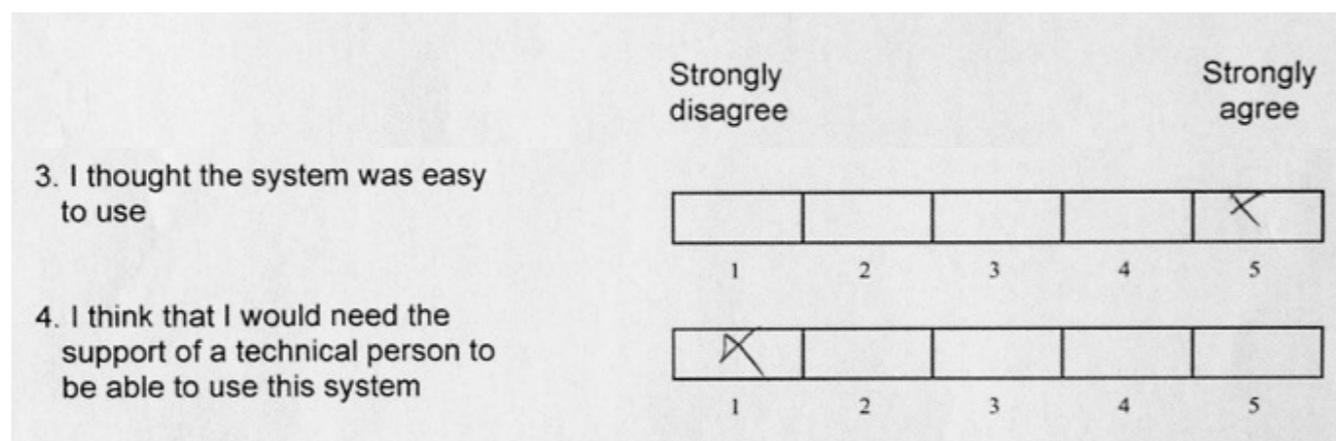
➤ Version 1: 72.5/100

[2 Testers]



➤ Version 2: 93.8/100

[2 Testers]



26% increase in usability performance between versions

Questions / comments?

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