MOBILE USER EXPERIENCE DIAGNOSTIC

A mobile user experience diagnostic is an evaluation of a mobile presence to identify potential issues with the user experience.

SCOPE

Evaluation of the USPS Mobile iOS app

METHODOLOGY

- Expert evaluation of the USPS iOS app user experience simulating a persona completing key scenarios
- Benchmark the app against documented user experience standards using the mobile ux framework
- High level rapid competitive scan, review of relevant industry research
- Document findings and develop recommendations

The evaluation primarily focused on identifying UX issues, not strengths

MOBILE USER EXPERIENCE

A user's perceptions and feelings before, during and after their mobile interaction using a mobile device

Deconstruct the mobile user experience into 12 elements

(not all may apply)

Diagnostic was conducted around relevant elements

Marketing

Functionality

Information Architecture

Social

Content

Help

Elements of Mobile User Experience

strategist.net

Design

Feedback

User Input

Trustworthiness

Mobile Context

Usability

http://www.smashingmagazine.com/2012/07/12/elements-mobile-user-experience/

EXEC SUMMARY

The USPS iOS app has a lot of room for improvement and in some cases is a step down from the website.

Issues
• A big concern is the consistent crashing of the app, which will turn away users.
• Key functionality (location services) does not work as expected
• The app lacks expected functionality (expected delivery, notifications)
• Too many steps to complete key tasks (like find location) and too many taps to get to basic information
• Lack of "information scent" caused by mismatching labels, missing screen titles and missing navigation cues

Recommendations
• Investigate and address app crashes
• Streamline locator functionality to minimize taps and display information contextually
• Prioritize the UX recommendations on the slides that follow based on severity of the issue and the impact to users
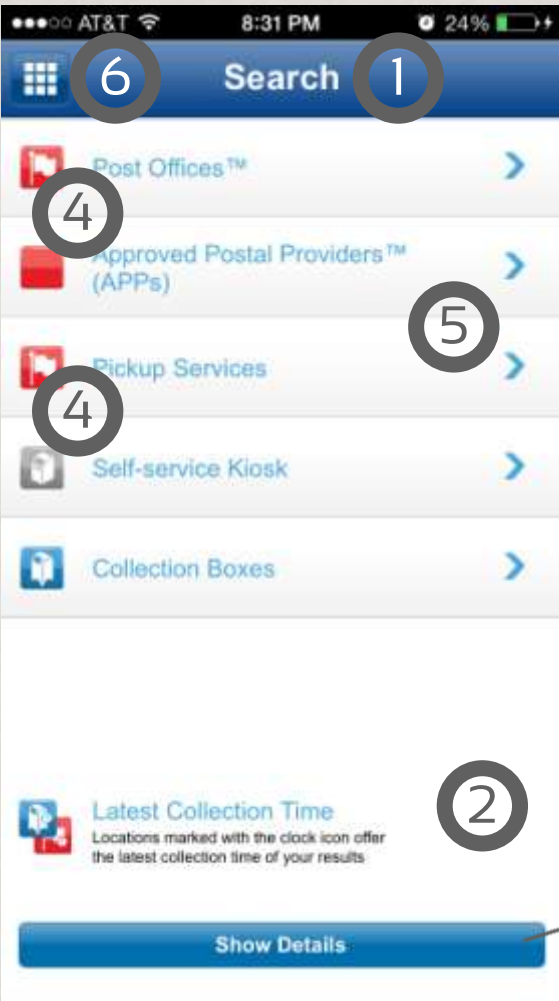
Scenario: Find Location

Mary Jane was on her way to pick up her kids from school when she realized that today was the deadline to postmark one of her rebates. She wants to find a nearby attended post office location or a drop-off location with a late pickup.
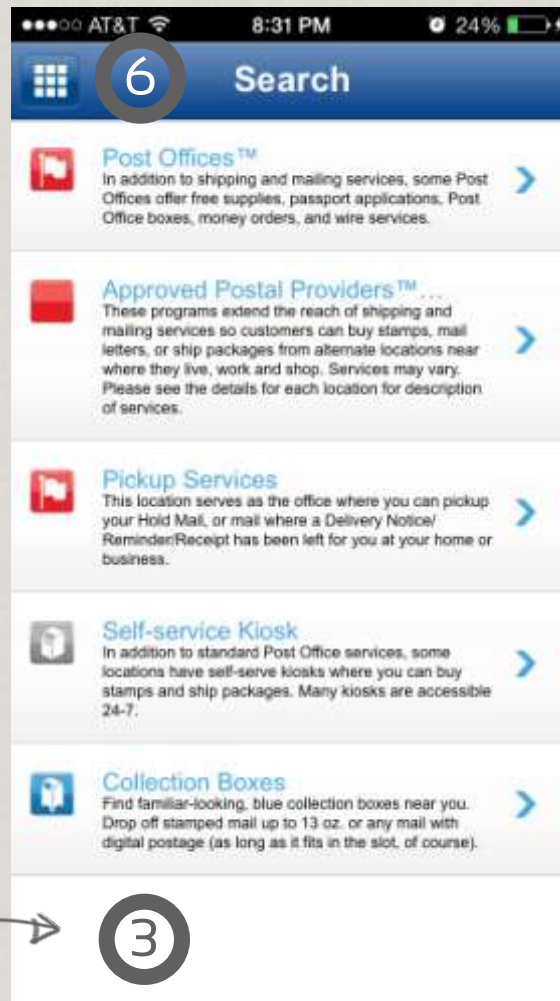

rinse and repeat...
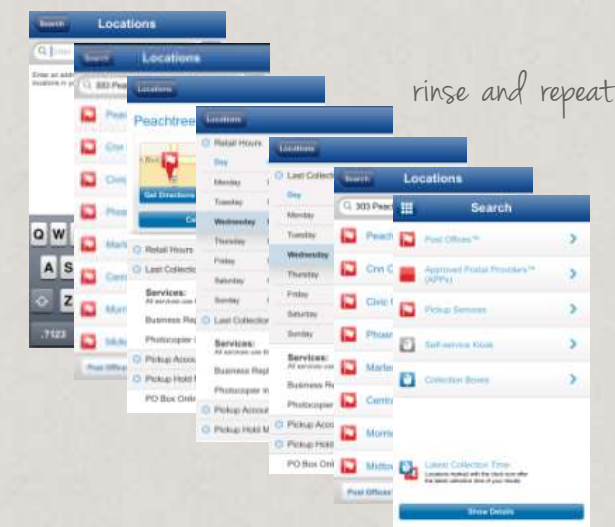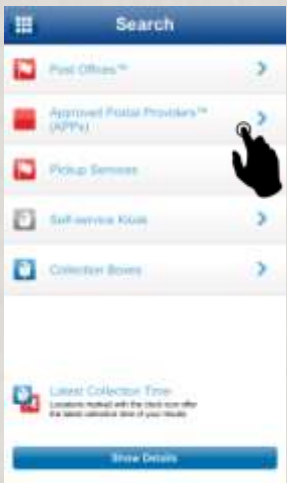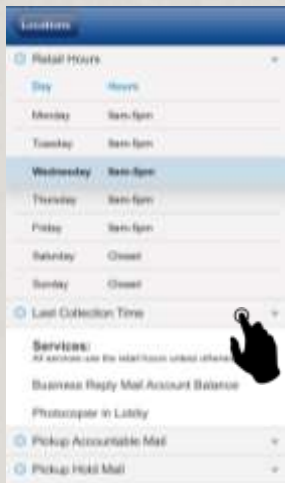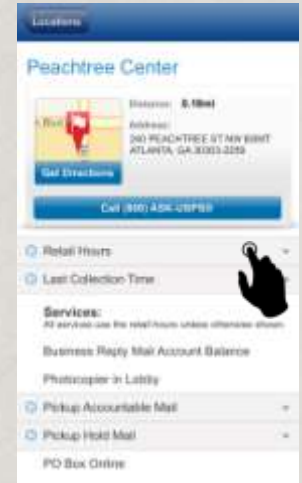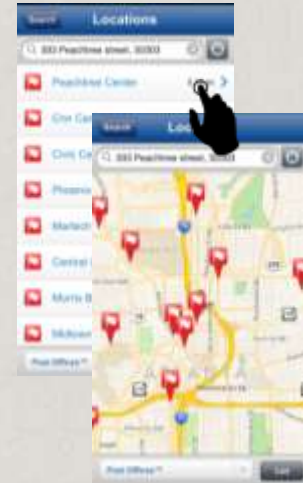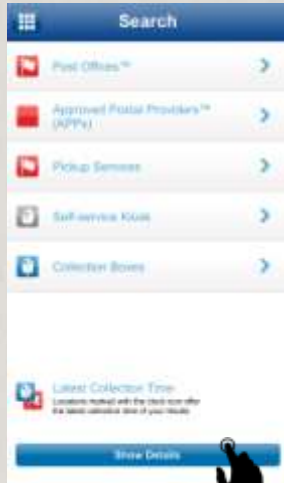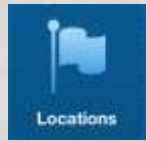
Locations

The first feature shown to the user is also the weakest in the app

Locations default screen

●●●○○ AT&T 📶 8:31 PM 🕐 24% 🔋⚡

⊞ 6 **Search** 1

🚩 Post Offices™ 4 ⟩

🟥 Approved Postal Providers™ (APPs) 5 ⟩

🚩 Pickup Services 4 ⟩

⬜ Self-service Kiosk ⟩

🟦 Collection Boxes ⟩

📮 **Latest Collection Time** 2
Locations marked with the clock icon offer the latest collection time of your results

Show Details

Locations default screen

Locations "Show Details" screen

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⊞ 6 **Search**

🚩 **Post Offices™**
In addition to shipping and mailing services, some Post Offices offer free supplies, passport applications, Post Office boxes, money orders, and wire services. ⟩

🟥 **Approved Postal Providers™...**
These programs extend the reach of shipping and mailing services so customers can buy stamps, mail letters, or ship packages from alternate locations near where they live, work and shop. Services may vary. Please see the details for each location for description of services. ⟩

🚩 **Pickup Services**
This location serves as the office where you can pickup your Hold Mail, or mail where a Delivery Notice/ Reminder/Receipt has been left for you at your home or business. ⟩

⬜ **Self-service Kiosk**
In addition to standard Post Office services, some locations have self-serve kiosks where you can buy stamps and ship packages. Many kiosks are accessible 24-7. ⟩

🟦 **Collection Boxes**
Find familiar-looking, blue collection boxes near you. Drop off stamped mail up to 13 oz. or any mail with digital postage (as long as it fits in the slot, of course). ⟩

3

Locations "Show Details" screen

1 Label does not match user selection (Locations) – loss of information scent

2 Services on the default locations screen are not all self-explanatory and the user needs to tap "Show Details" to see a description

3 User does not have a way to go back to the previous screen

4 Same icon for two different search options

5 User can only search one option at a time

6 Selecting this option consistently crashed the app
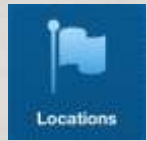
Locations (continued)
## The first feature shown to the user is also the weakest in the app
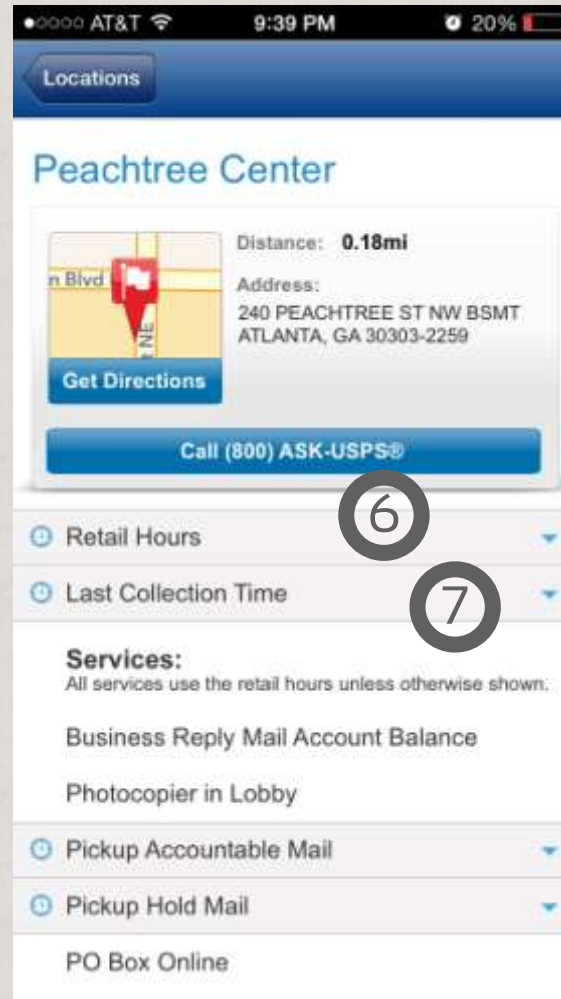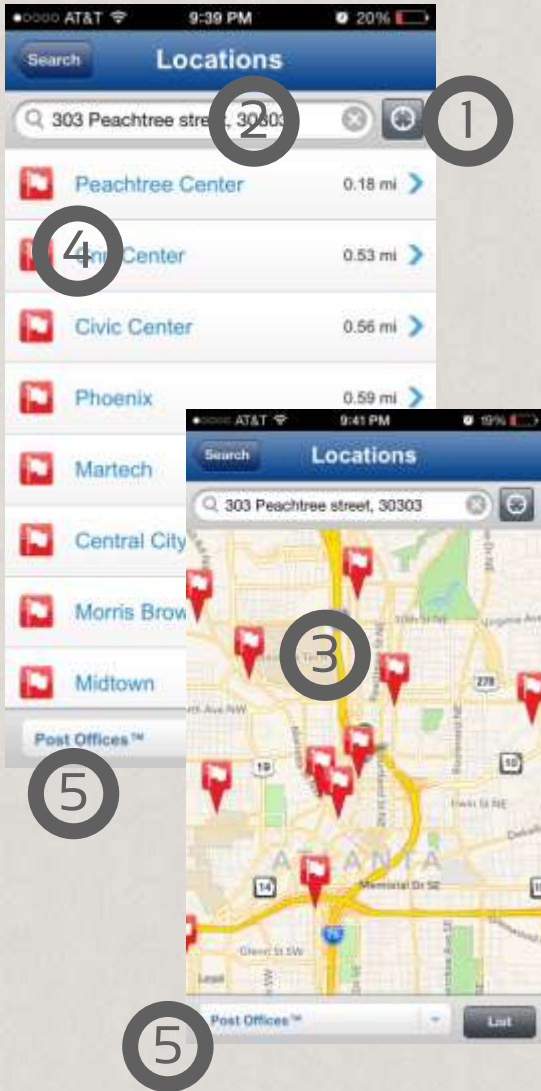
1. No reminder to turn on location services

2. Does not remember user input between searches

3. No indication of user's address or location

4. No indication if the location is open or not

5. Option not apparent and was overlooked

6. Extra tap to expand retail hours

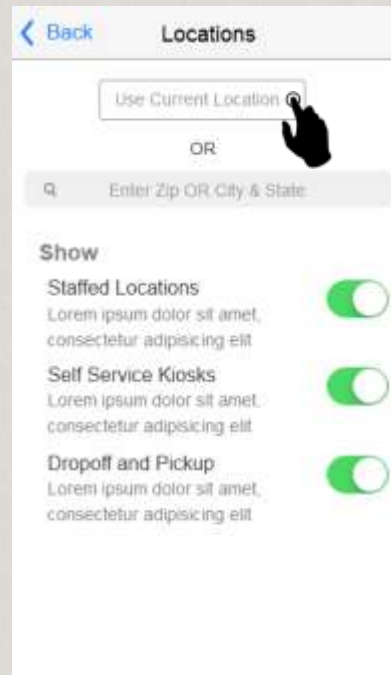7. Extra tap to expand Last Collection Time

Recommended redesign of locator flow

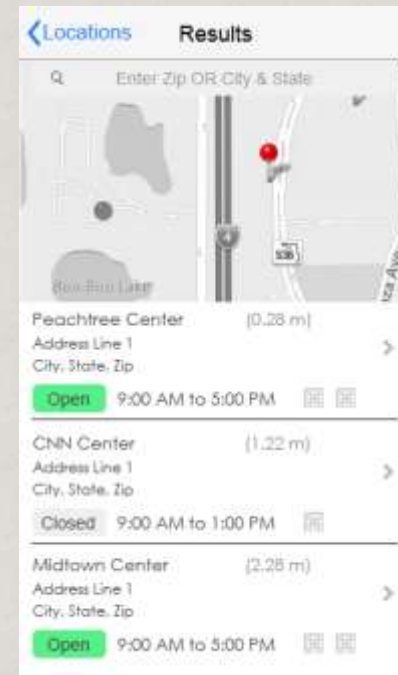Reduce number of steps to find a location
Results show additional contextual information (e.g. open /close, hours)
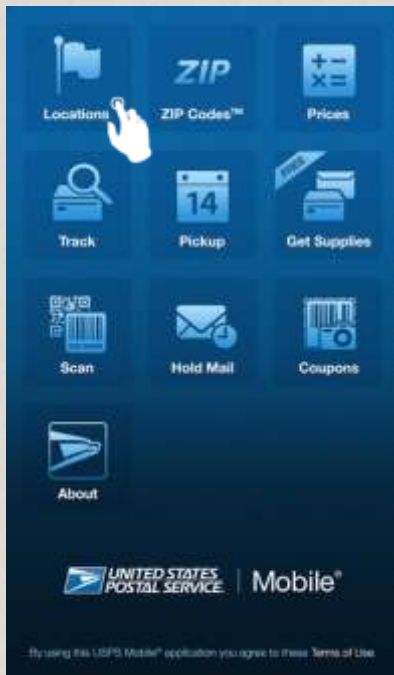
Logo

Detect or enter location
Multiple location type filters

Map and list view
Name, address, distance
Open / closed and hours

High Priority: Users cannot use the app if it does not work. The constant crashing (when going back to the start screen) is a technical issue that should be investigated and debugged