



September Usability Sessions

Results & Recommendations

High Level Summary

1. **Reports:** only for Credit and Court Records. Send only Notifications for all other services that generate them.
2. **Product Expectation:** more clarity around product services; frequency of notifications & reports; more context around Notifications
3. **My Account & Billing:** make more prominent (this data drives product); give Billing & Subscription section in My Account
4. **Visibility of Important Information:** make more prominent. Too much clutter around New Alerts in the UI and in emails
5. **More Guidance:** more “hand-holding” to understanding the product, services, and uncommon terms.

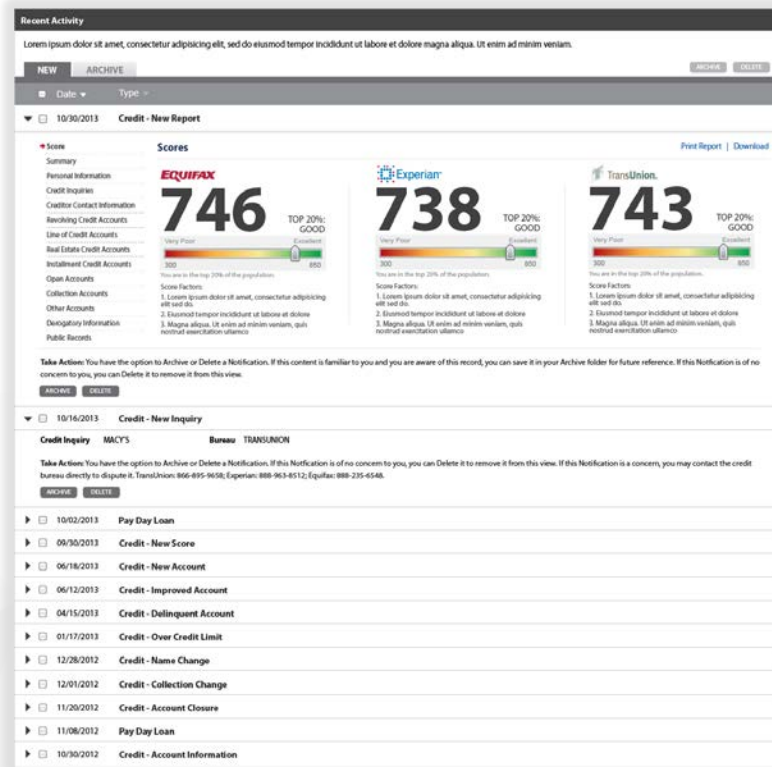
Study Summary



User response analysis

- 8** Users Surveyed
- 2** Scenarios [Credit & Cyber]
- ∞** Notes

Scenario 1: Credit, Alerts & Reports



- User set up with a credit bundle (enrollment skipped)
- Overall, confusion around:
 - Types of Alerts that would be sent
 - Frequency of Reports, Alerts
 - Where the deltas were
 - What actions to take if something was wrong
- Not all services should have Reports

Scenario 2: CybeAgent & My Account

Primary Information

- CyberAgent
- Child Monitoring

CyberAgent

CyberAgent scans websites, chat rooms and bulletin boards 24/7 to identify trading or selling of your personal information online. The more information you enter for monitoring, the more robust our ability to notify you of potential security concerns.

Social Security Number (1/1) Why monitor this?

1. ***-**-****

Bank Account (0/1) Why monitor this?

1.

Credit/Debit Cards (2/3) Why monitor this?

1. 54** **** *2569 (Imported from Primary Information) ✎
2. 45** **** *9871 ✖
3.

Driver's License (0/1) Why monitor this?

1.

Email Addresses (1/4) Why monitor this?

1. ipsemlorem@csid.com (Imported from Primary Information) ✎
2.

Passport Number (0/1) Why monitor this?

1.

Phone Numbers (2/4) Why monitor this?

1. 543-243-4563 (Imported from Primary Information) ✎
2.

Medical ID Number (0/1) Why monitor this?

1.

[Discard Changes](#) [SAVE CHANGES](#)

- User upgraded to a bundle that included CyberAgent
- Overall, confusion around:
 - Cyber Alerts vs Credit Alerts
 - Sense of place when editing Cyber data in My Account
 - Billing: frequency and placement in Primary Info
- Users understood why Primary Information items were linked to 3 sections in Cyber

Reports Overall

CyberAgent Recent Activity 2 NEW

Vestibulum erat wisi, condimentum sed, commodo vitae, ornare sit amet, wisi.

NEW ARCHIVE

Type	Date	Actions
CyberAgent Alert - Debit/Credit Card	10/30/2012	📄 ✕
CyberAgent Alert - Social Security Number	10/16/2012	📄 ✕
CyberAgent Alert - Email Address	10/02/2012	📄 ✕

Email CARRIECREDIT@GMAIL.COM

Take Action: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

CyberAgent Reports 12/2012

Your report was last generated on 12/31/2012. Updates after this report date will appear in your Alerts, above.

Description

Compromised Social Security Number			
Compromised Credit Card Number			
First Name	LOREM	Credit Card Number	*****4423
Last Name	IPSUM	Credit Card Exp. Date	2013-03
Street	1049 E DAVIS WAY	Credit Card CVN	6**
Street	#142	Update Date	2012-10-02 04:23:02
Phone Number	213-343-2132	Credit Card PIN	05**
		Source Date	2012-03-04

Compromised Social Security Number

Take Action: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- Reports for Credit easily understood
- Major confusion on how Reports related to Alerts for other services:
 - “Report is all bureaus, Alert is small part of Report?”
 - “I don’t know” the difference between an Alert and Report
 - “If I get a New Alert, it would go to Recent Activity section and also update as Read into the Credit Report section”

Next Steps

Next Steps: Low-Hanging Fruit

- Post-enrollment splash screen (in progress)
- Navigation updates
- Increase visibility of deltas and actions that can be taken on them
- Provide more guidance overall to set expectations and assist with the product experience
- Validation & ongoing studies

Next Steps: Future Items

- Consolidate Alerts and Reports across all products (except for Credit and Court Record Reports)
- Customizable email settings: thresholds, email frequency

Q&A