

Neptune / Feature Requests /
Dashboard Experience Routing



Experience Route Usability Videos



Owned by Joseph Kubiniec ...

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Sara Montoya (Decatholon) July 12 2023

Christine Cameron (Remy Martin) July 12 2023

Matt Hinton (internal) July 18 2023

Hussam Nassar (The Lamb Company) July 20

Kylie Gordon (internal) July 21

Kaitlyn Ritters (internal) July 24 2023

Jason Schroeder (internal) July 26 2023

Yousra Deramchi (Decatholon) July 27

Tania Hernandez (Decatholon): August 1

~~Dibyajeeban Mishra (Decatholon): No response from meeting request~~

~~Maryse Brand (Hall of Art Foundation) cancelled due to flooding in New England~~

[Link to the Main Experience Route Prototype](#)

TAKE AWAYS

JULY 31 2023

Ease of Use

- Adding new parameters via "Add Another" immediately understood with no prompts.
- SAVE also was an "automatic" click when they finished. I did not have to prompt to save.
- All users successfully navigated back to the Project Detail page via the Project link.
 - Some users tried clicking on "Projects" in left nav menu.
 - This would have led to frustration as the user would have to find their project from the entire list
- Only 1 user clicked the "Duplicate" function (Yousra)
- All users instinctively saw the "GO TO" section and figured out how to find the correct destination experience
- The repeatable nature of the UI made user whip through tasks after the first one
 - "Once you do it once the second time is much easier."

Pain Points

- Wording of Routing Parameters drop down
 - Sophisticated users questioned "route", "parameter" wording choices as well
 - All users had different expectations of where they would find "Apple Safari"
 - "I didn't understand "Routing Parameters" but I would understand just by clicking around this area" (pointing to the drop down).
- Routes landing page needs to make it more clear that the rules execute in order
- Once I asked users to read out loud the line of text at the top of the Custom Route page they were all able to talk themselves into understanding the execution order.
- Regarding the "ELSE"/"ELSE IF" divider between rules:
 - 1 thought it clickable
 - 2 didn't think it was needed
 - The more sophisticated users said that "I know what it means"

Observations

- The Default Experience box on Custom Route landing page was not mentioned voluntarily by half the users
 - Couldn't determine a "why" some saw it and others didn't. A mix of user tech proficiency didn't determine this
 - 2 Users (1 internal/1 external) had to be explained why they had to re-order the routes so that the "Friday only" rule would execute
- All of the external users were thrilled to be asked to take part. They all were genuine and present and gave their attention in full to the discussion.
- Every external users is excited to do something like this again
- Two users (Yousra and Christine Cameron) commented that a more sophisticated tool might enable more sophisticated logic. One users (Yousra) mentioned that routing is a power user feature.
- ORANGE color in collapsed cards: 1 user didn't like the orange as it communicated "error".
- Project Detail page, I don't think, was tested adequately.
 - Users understood what was there
 - But it needs to be tested in context with the entire Project Details page.
- On the Project Details page, after completing tasks, users see the routes they created and the order they are in.
 - I explicitly asked all users "is there value in showing these custom routes on the Project Detail page"
 - All users agreed it was helpful, though 2 users did comment on the scaling issue if there are 2 dozed routes for a project.

Q: Is there value to being able to re-order the routes both on the detail page as well as the route page?

A: Yes. I may have forgotten to re-order them when creating and I can clearly see the order here, with what each does, and can re-order them here (Internal user)

- I REMOVED the dropdown: "Assign custom routing experience when matching ALL/AND of the following rules"
 - This lived within a rule creation.
 - Found that the UI (multiple countries selected together users understood this as OR-ing without having to say it.
 - And dropdown language such as "in one of theses"/"is not one of these" was understood

Yousra

- Gatekeepers are her world. She did not prefer "custom routes" -- suggested "Redirection". When asked for an example of how she uses gatekeepers (before she saw any of the tasks of the test) mentioned routing users by country.
- She had trouble understanding my questions regarding the Experience card on project details page.
 - I failed to ask her if she was familiar with Project Detail pages
- Initially wanted to select URL rather than Studio Experience.
- General feedback was positive. Easy to make mistakes in gatekeeper files. This is very easy.
- Video Snips:
 - 11:20 -- Assessing first experience with tool
 - 15:30 -- Discuss execution order and why Friday needs to move to the top
 - 22:00 -- After seeing more complex use case "Does the tool meet your needs?"

Hussam

- Video Snippet
 - 26:45 -- Hussam works out the custom routes will execute

NEXT STEPS

- Have a test scheduled for Tuesday with Tania Hernandez.
 - She replied Friday to my mail request so I figured, why not!
- Set up time to show Neptune engineers
- Create Spreadsheet that captures all of the controls, dropdowns for each of the parameter types.
 - For example: "Day of the Week" --> Is/Is Not --> Select days
 - Capturing all of the flows needed for each parameter type is something we can get started on right now
- Identify/re-define MVP
- Project Details Experience Card design effort

Complex v. Simple Recommendations

- Build simple version
 - Let users tell us if they need more
 - Possible "Advanced mode" if needed
 - Only 1 route is possible
 - Branching and Nesting

NOTES

Customer Success has been the primary page builder for all 4 external users. They were not experienced Studio or Object Manager users. Several customers reported that they help "define" the logic of gatekeepers and then communicate that to our CS team which then builds the experiences. The desire for self-serve is palpable.

(Christine Cameron): Gatekeeping is very important. If you sell alcohol different jurisdictions have different laws and regulations. So being able to know the location

of the user and present the proper landing page to them is very important. Western v. Asian experiences present the most differences

- Should "Age Gate" be a top level parameter?

After building first route, (Matt Hinton): "I've never done anything like that in my background, but that was super manageable in setting up that route."

When doing the Friday task for the first time one user wondered why they didn't also have to include the countries and language as before.

"Thank you for asking me to participate. I got more understanding of Blue Bite -- even if this is not implemented yet -- and how this can work."

+ Add label



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