

Mac Client v1

Usability Study Findings

Author: Ethan Kim

Overview

This study was conducted August 5th–6th to evaluate usability of Mac software download experience, with a specific focus on the Mac Download Client v1. Study goals were to answer the following questions:

- What are participants' impressions of the Client? What do they like and dislike about the Client?
- Is it clear to participants what the Client is for? Do they think it is valuable?
- Can participants easily find product keys?
- Can participants easily locate download files?
- Do participants realize that they can re-download their purchases?



A total of 6 Mac users were internally recruited and were taken through the following scenarios on [the live site](#) using their own laptops:

- Purchase a software download
- Download and install
- Find the purchase on Amazon.com for re-download

Findings: What Worked Well

Findings	Area
<p>1. All 6 participants liked the experience of shopping for software downloads and found it easy and simple.</p> <p><i>"Very few steps between detail page and download - just a few clicks to review purchase info." – P1</i></p> <p><i>"It seems very traditional. I like 1-Click, but this gives me more comfort." – P6</i></p>	<p>Detail Page Order Review Page Thank-You Page</p>

“Pages were easy to read and uncluttered. It was very easy to find the information I needed...” – P4

“Standard Amazon checkout made it easy.” – P5

2. All participants said, when asked, that the Client had all necessary information it should have and every element made sense to them. Actual comments: Client

“It is very straightforward with not too much information.” – P5

“Pretty straightforward ... glad that I don’t have to keep the downloader because I don’t want to ...” – P4

“I don’t think there is anything missing here.” – P1



Note:

- During the study, the actual product image didn’t display. Most Participants reported it would be problematic.
 - Participants said it would be helpful to see even a placeholder, such as, “No Image Available” instead of seeing the white space.
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3. All participants discovered the “View Keys” button unprompted when their download was complete. Client

- 4 of 6 participants clicked on the button to view the product keys before they proceeded to install.
 - 3 participants realized that the keys were also downloaded on their laptops by looking at the local URL through their browsers.
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4. All participants clicked on the “View download location” and found it useful as a way of locating download files. Client



Findings: Areas for Improvement

Severity: 1=severe: must fix, 2=major, 3=moderate, 4=minor, ☺= Good

Issues	Area	Severity
1. One participant failed to run the Client – his OS X version was 10.4.11. When he was asked to complete the download on the provided computer with OS X 10.6, he successfully completed the task.	Detail Page Client	2

Recommendations:

- Our Client should support 10.4 (Tiger), especially if digital software ASINs support it.

According to [Omnigroup.com](#), 23.9% of Mac users still use 10.4:

- 10.4 (Tiger) – 23.9%
- 10.5 (Leopard) – 19.3%
- 10.6 (Snow Leopard) – 56.7%

- Detail page must indicate the supported Mac OS X versions.

2. **4 of 6 participants felt that they were not well-guided with the zip file and the unzipping process. 3 participants found the download instructions misleading.** Actual comments: Client 2

“When I downloaded in Firefox, it did not auto-start. I had to find it on my desktop ... it should have auto-started.” – P5

“I was told to select Open, but doing that didn’t bring the downloader up. I had to find it and then open ...” – P3

“It would have been nicer if the app was packaged as a disk image. It should feel more natural.” – P6

“It says I would need to open the file, but normally I don’t do that.” – P2

Note:

- After the study, we created the following disk image, which can be auto-launched upon download with the Safari browser. Although it still doesn’t auto-launch the Client, it was better-accepted to the same participants as their preference to the zip.



When the icon gets clicked above, the Client launches and start downloading.



3. **One participant closed the Client by accident and couldn't re-launch it from the dock.** Client 3

Recommendations:

- Even when the Client is closed, the icon stays on the dock. When this icon gets clicked, it should bring up the Client back.
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4. **The installation file and the product key were not found next each other in Finder, when the list was arranged by "size" or "kind."** Client 3

Recommendations:

- Create a folder named after an item title when there are multiple download files.
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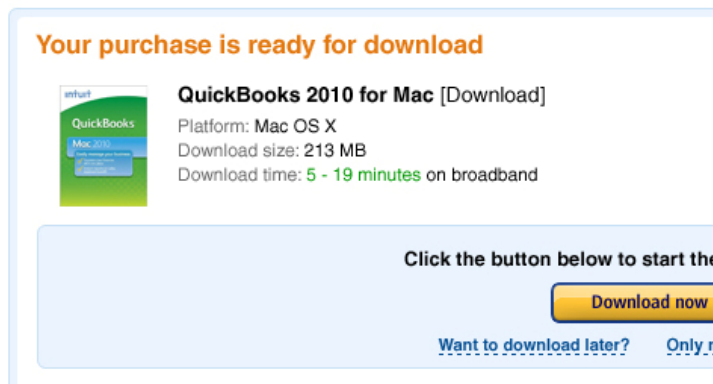
5. **One participant found the quantity information irrelevant to purchasing software download.** Thank-you Page 4

Note:

- Removing quantity was originally planned as shown below, but hasn't been implemented yet.

Thank you for your order

We've sent you an e-mail confirmation.



Other Findings

- **3 of 6 participants reported that they would prefer downloading from a direct link. When we asked if the Client was helpful to them, they all agreed.**
- **Participants liked the fact they didn't have to keep the Client on their desktops.**

"I hate to keep the MP3 downloader." – P4

- **All participants started from "Your Account" when we asked to re-download their purchases. Two different paths were identified:**

(1) Your Account > View Your Digital Orders > Order Summary > Your Games & Software Library

(2) Your Account > Digital Content > Your Games & Software Library

"The process was very intuitive, but there were still a lot of clicks to get to the download." – P1

"My purchase was where I expected it to be." – P2

- **One participant felt that the Client looked basic and clunky.**
- **One participant reported that he didn't know what to do with product keys.**

"Not very clear instructions on if/when the keys are necessary." – P1

- **Most participants said that they would expect to re-download their purchases for free.**

Next Steps

- **Assist team by reviewing changes and improvements to address issues from this study.**

Most issues addressed in this document have been discussed with engineers and business folks. They have been fixed or backlogged with schedule. However, Mac OS X 10.4 support issue couldn't be resolved due to the substantial engineering cost. We were confirmed that no ASINs we would launch with support 10.4 or lower.

- **Validate changes in a future usability study.**

As noted earlier, we conducted an additional "preference" study with the "Disk Image (.dmg extension)" format on August 10th-11th online. 3 of 4 participants who addressed this concern replied that they preferred the disk image. We are confident that the disk image format delivers the better software download experience on Mac platform.

"This worked really smoothly for me. No issues. I like it much better than the zip." – P5

"My overall impression is that the user experience is much improved. The double-click message is very clear, and I don't end up with uncompressed files littering my file system. Your DMG solution feels much more professional and polished than the previous zip experience." – P3

"I like this better. It eliminates the unnecessary step of unzipping the zip to ... I prefer this to the zip – much more Mac-like." – P6

- **Track the impact the new designs and changes have on customer site usage and purchase behavior.**

Appendix 1 – Test ASIN

<http://www.amazon.com/dp/B003V8BTRQ>

Appendix 2 - Demographics

6 Mac users were recruited internally.

	P1	P2	P3	P4	P5	P6
Age	26	26	28	26	32	37
Gender	Male	Male	Male	Male	Male	Male
Job	Merchandising Specialist	Technical Program Manager	Oracle DBA	Program Manager	Software Engineer	Technology Evangelist
How long have you been using Mac?	> 5 years	> 5 years	> 5 years	> 5 years	> 5 years	> 5 years
Describe your computer Knowledge	Above average	Hardcore	Hardcore	Above Average	Hardcore	Hardcore
How often do you purchase software?	Less than once a month	Monthly	Monthly	Less than once a month	Less than once a month	Monthly
Have you purchased digital products on the web?	MP3 Movies Games Books	MP3 Movies Games Books Software	MP3 Movies Games Books Software	MP3 Movies Books	MP3 Movies Games Books Software	MP3 Movies Books Software
List three things that are important for buying digital products	Authenticity Security Price	Ease Speed Reviews	Ease DRM	Price Backup Reputation	Security Selection Customer Service	Selection Reputation Reviews