

Improving Mobile Check-out Experience at Dyn

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Opportunity

Improving User Experience (UX) for Dyn's Mobile E-commerce Web Design and Workflow

- ❑ Globally, mobile web traffic has tripled yearly since 2010.
- ❑ Cutting edge mobile UX is an emerging business need.
- ❑ Early focus on UX projects provides significant competitive advantages.
- ❑ UX projects have been shown to provide as high as 83% ROI. Have great impact on bottom line (Nielsen, 2008).

Objectives

- ❑ Identify UX improvement opportunities for Dyn's mobile e-commerce site.
- ❑ Provide recommendations to Dyn's UX development team.
- ❑ Measure usability improvements.
- ❑ Provide Dyn foundations that can drive future improvements in mobile UX.

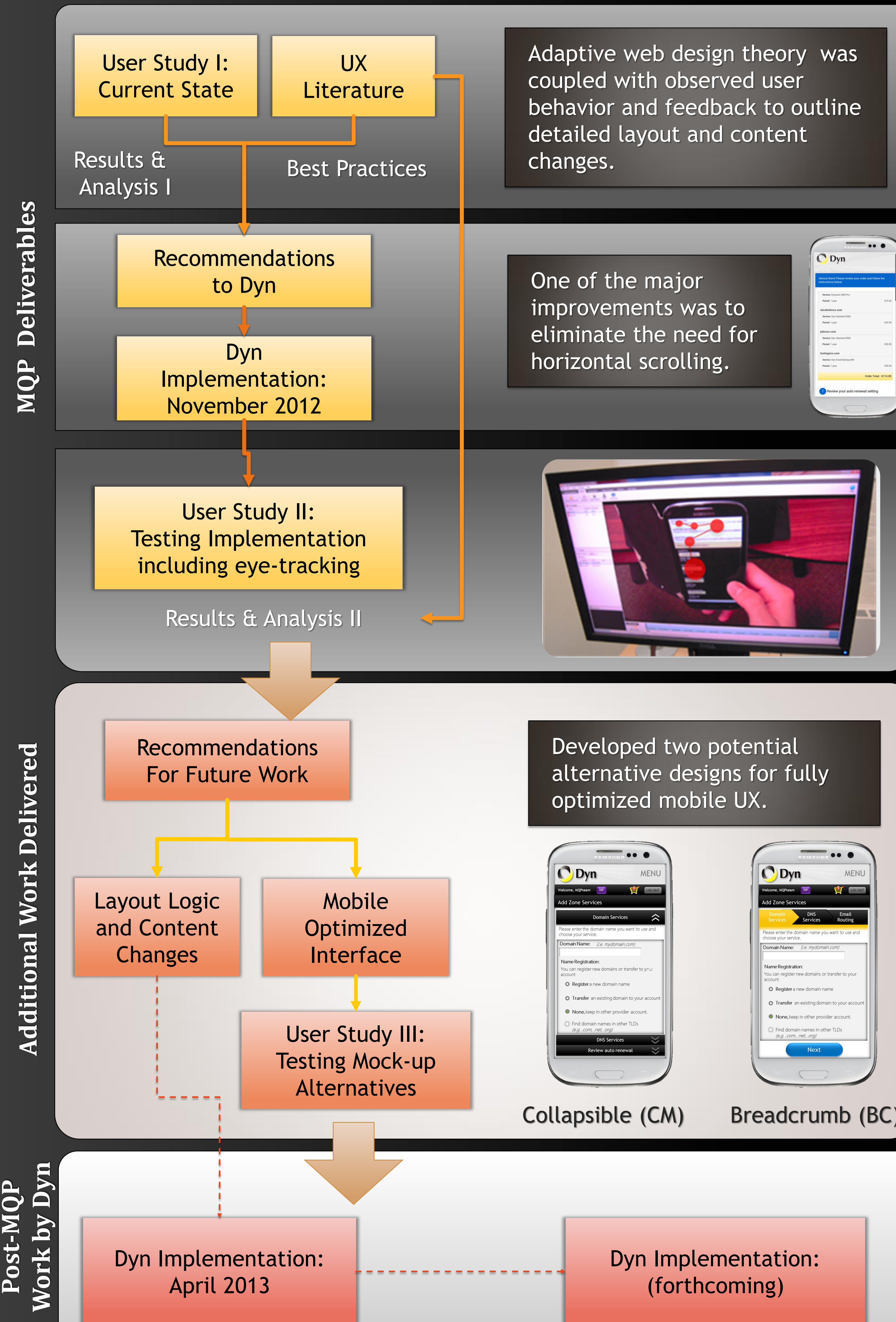
Selected References

Bangor, A., Kortum, P., & Miller, J. (2009, May). Determining What Individual SUS Scores Mean: Adding an Adjective Rating Scale. *Journal of Usability Studies*, 114-123.

Nielsen, J., Berger, J., Glutz, S., & Whitenton, K. (2008). *Return on Investment (ROI) for Usability*. Freemont, CA: Nielsen Norman Group.

Sauro, J. (2011, 02 02). *Measuring Usability With The System Usability Scale (SUS)*. Retrieved 09 27, 2012, from Measuring Usability: <http://www.measuringusability.com/sus.php>

Methodology



Business Value

"This [MQP] team has been able to help us test subjective opinion against the reality of cold hard facts. Their ability to test their hunches and recommendations in a scientific setting using the UXDM Lab has provided us with an extremely unique opportunity and advantage, helping us stay on the cutting edge of UX technology."

-Dan McAuliffe, User Experience Manager, Dyn Inc.

- ❑ Dyn observed a 10.4% increase in number of mobile transactions, with a 32% increase in the average value of these transactions.
- ❑ Dyn's mobile unique traffic visits observed an increase of 27%.
- ❑ For the specific web workflow addressed in this MQP, Dyn observed a 25.3% increase in units sold.

(Dyn.com, Google Analytics, Nov '12 - Mar. '13)

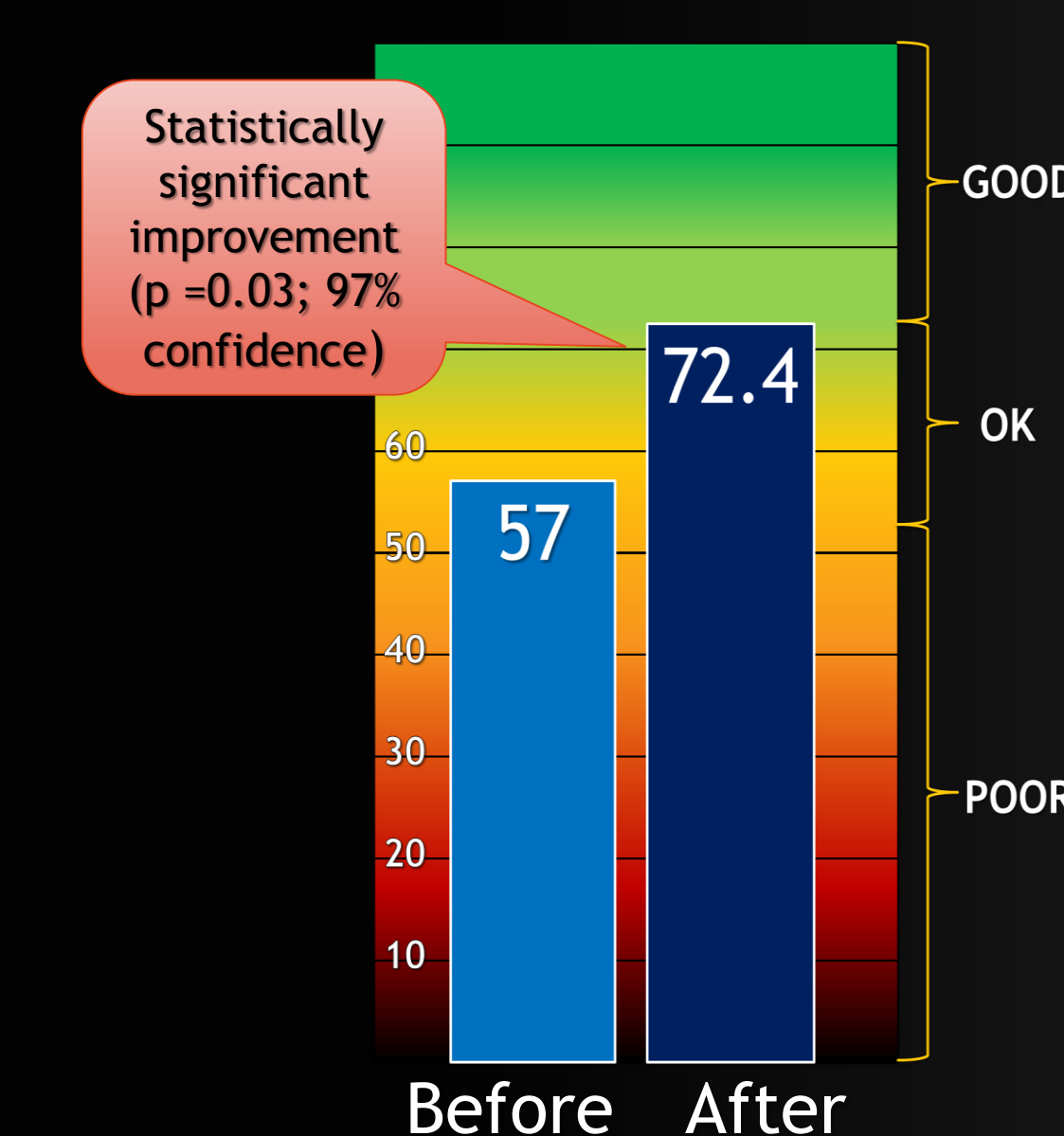
MQP Deliverables

- ❑ Provided a set of actionable opportunities to improve usability of mobile web design and workflows.
- ❑ Significant improvements observed in Dyn's mobile usability (27% increase in UX score).

Additional Work Delivered

- ❑ User testing of alternative layouts designed to reduce vertical scrolling required.
- ❑ Usability for both layouts scored above industry average.

Dyn UX Score Improvement



Alternative Design UX Scores

