UX Review | August 2014

Summary

In this month's UX review, we will focus on some UX issues of the calendar (Plan) view and potential ways to improve it. The calendar view in Gameplan is one of the most exciting features that yields the potential of creating a satisfying user experience.

To create a valuable experience, we need to ensure that the calendar view meets the following requirements:

1. **Desirability** - clean UI and ease of use
2. **Usability** - standard controls and predictable behaviors
3. **Credibility** - consistency in look-and-feel

This review will primarily focus on the look-and-feel and the ease-of-use of the calendar.

In terms of look-and-feel, the calendar view can improve on contrast, alignment, consistency and spacing. As for usability, we will look at form controls and system feedback that can standardize the experience and minimize frustrations while using Gameplan.

I chose the calendar view for this month's review for the following reasons.

1. **High Customer Value** - it helps users visualize their plans
2. **First Impression** - it's the first thing users see
3. **Probable Differentiator for Gameplan** - no more spreadsheet, no more working in silos
4. **Customer Interactions** - opportunity for creating an enjoyable experience

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C.A.R.P. Review (Issues)

Contrast

1. Light gray text on white background
2. Too many colors in the calendar
3. No visual cue to separate plans from campaigns, campaigns from programs, etc.
4. Form controls and links are unclear - click-ability issue

Alignment

1. Right aligned tabs get ignored
2. Top blue bar with highlight stats takes up screen real estate
3. Unnatural navigation pattern - too much eye movements expected

Repetition (Consistency)

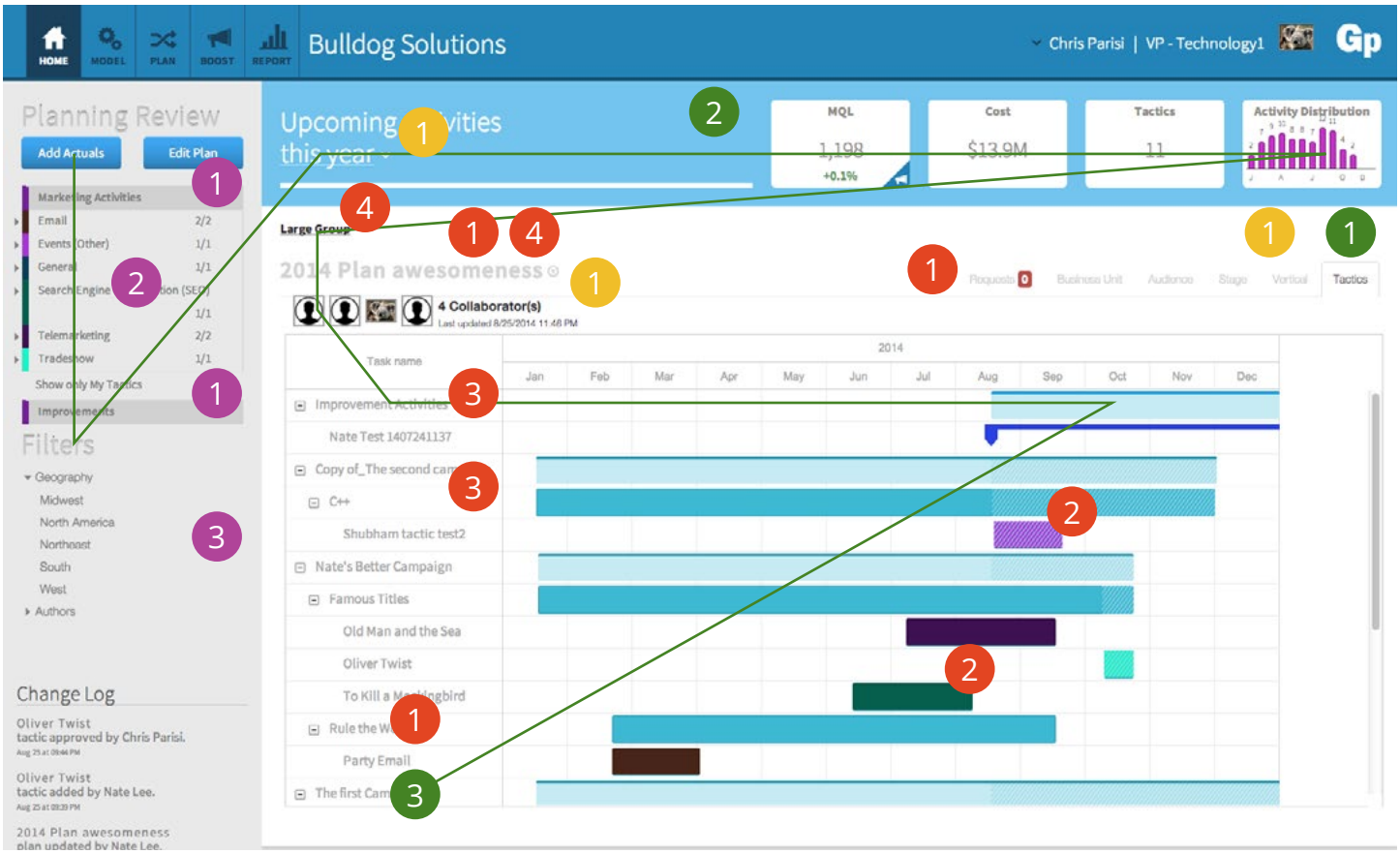
1. Different controls/methods in different places
2. Different drop down interactions

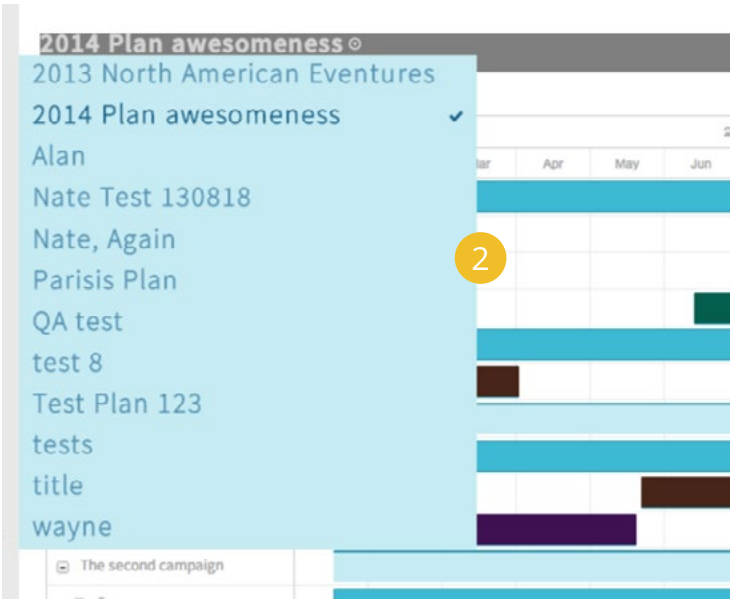
Proximity

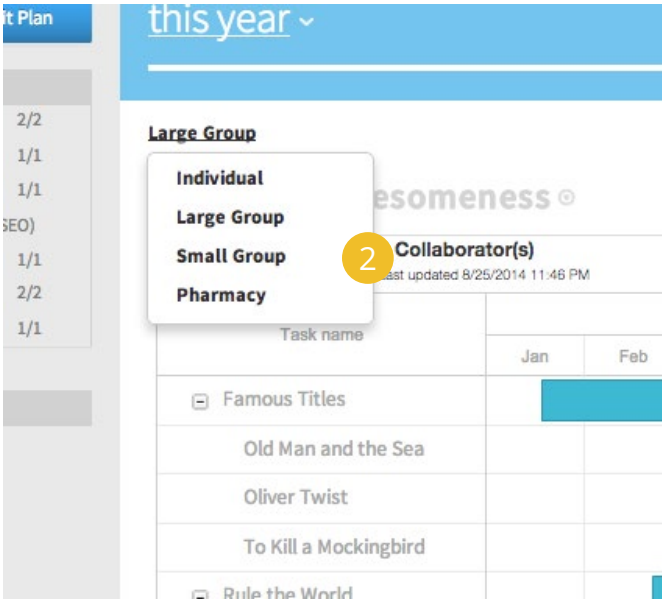
1. Filters, legends and action buttons are too close together
2. Bar legends take up space and do not provide much value
3. Filter structure unclear - users cannot tell when a filter's turned on or off

Screenshots

Contrast Alignment Repetition Proximity







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Usability Review

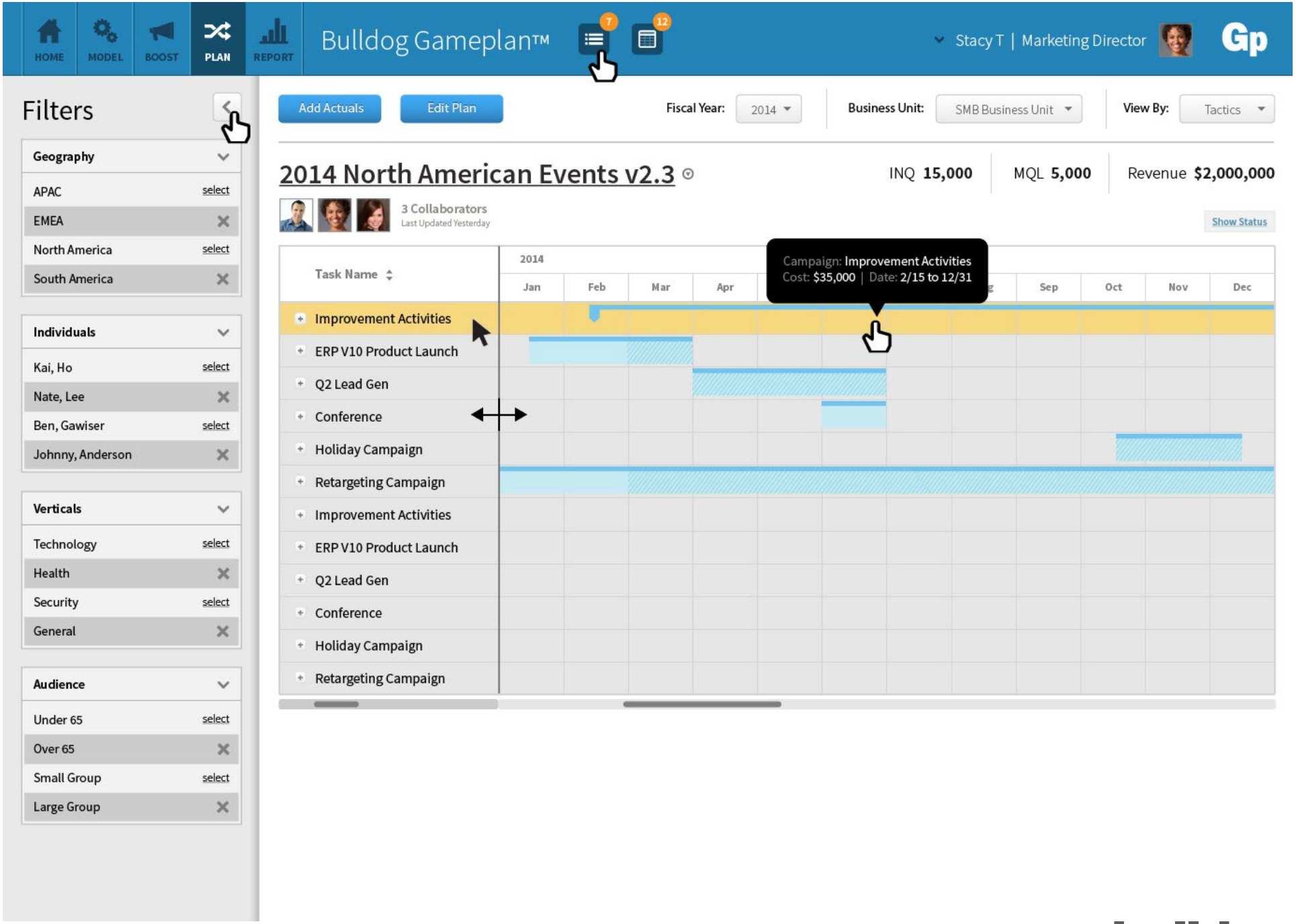
Issues

1. Double clicks are not intuitive in a web application
2. Calendar grid is not adjustable to users' preference
3. Users cannot see more than one year's span
4. Users do not get system feedback when they roll over a bar
5. Sorting capability is not available for the name column

Proposed Improvements

1. Cleaner UI with more standard controls
    - Updating controls and drop downs (4 hours)
    - Updating layout (8 hours)
2. Collapsible sidebar to increase screen-estate
    - Adding collapsible script (2 hours)
    - Adjusting elements' responsiveness (4 hours)
3. Move action buttons to the main panel so the sidebar is reserved for tabs and filters
    - HTML changes in the template thourghout Gameplan (4 hours)
4. Inject interactions to calendar by adding tooltips, highlight, cursor changes, etc.
    - Coding (8 hours)
5. Add sorting, adjustable table cell and horizontal scroll bars to the name column
    - Coding (8 hours)
6. Redesign filters to provide visual cues for on/off status and improve spacing
    - Refreshing filters (4 hours)

Total Estimated Development Time: 40 hours


HOME
MODEL
BOOST
PLAN
REPORT
Bulldog Gameplan™
7
12
Stacy T | Marketing Director
Gp
Filters
Geography
APAC select
EMEA
North America select
South America
Individuals
Kai, Ho select
Nate, Lee
Ben, Gawiser select
Johnny, Anderson
Verticals
Technology select
Health
Security select
General
Audience
Under 65 select
Over 65
Small Group select
Large Group
Add Actuals
Edit Plan
Fiscal Year: 2014
Business Unit: SMB Business Unit
View By: Tactics
2014 North American Events v2.3
INQ 15,000
MQL 5,000
Revenue $2,000,000
3 Collaborators
Last Updated Yesterday
Show Status
Task Name
2014
Jan
Feb
Mar
Apr
Sep
Oct
Nov
Dec
Campaign: Improvement Activities
Cost: $35,000 | Date: 2/15 to 12/31
Improvement Activities
ERP V10 Product Launch
Q2 Lead Gen
Conference
Holiday Campaign
Retargeting Campaign
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Holiday Campaign
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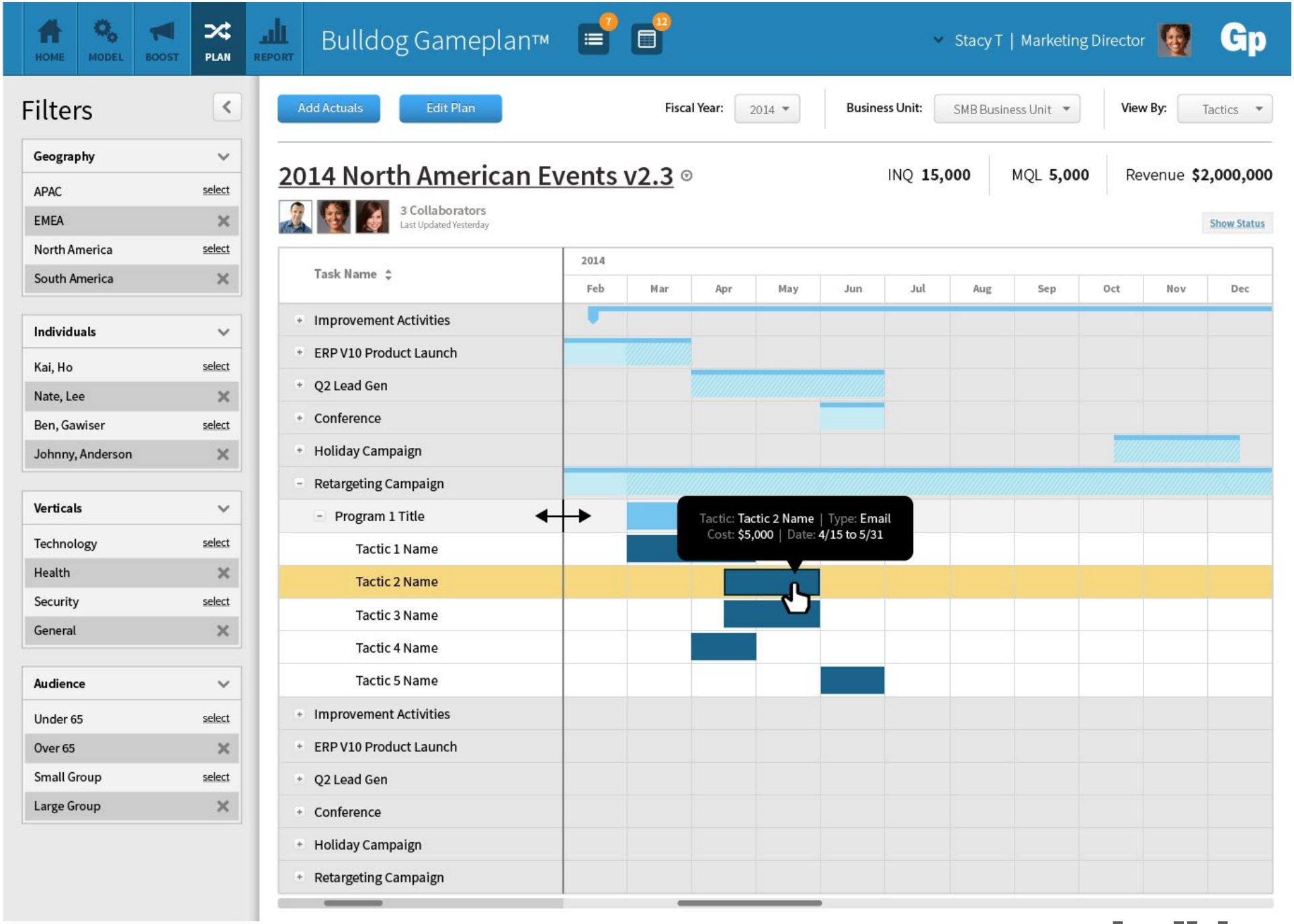
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Program 1 Title
Tactic 1 Name
Tactic 2 Name
Tactic 3 Name
Tactic 4 Name
Tactic 5 Name
Improvement Activities
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Q2 Lead Gen
Conference
Holiday Campaign
Retargeting Campaign
Tactic: Tactic 2 Name | Type: Email
Cost: $5,000 | Date: 4/15 to 5/31

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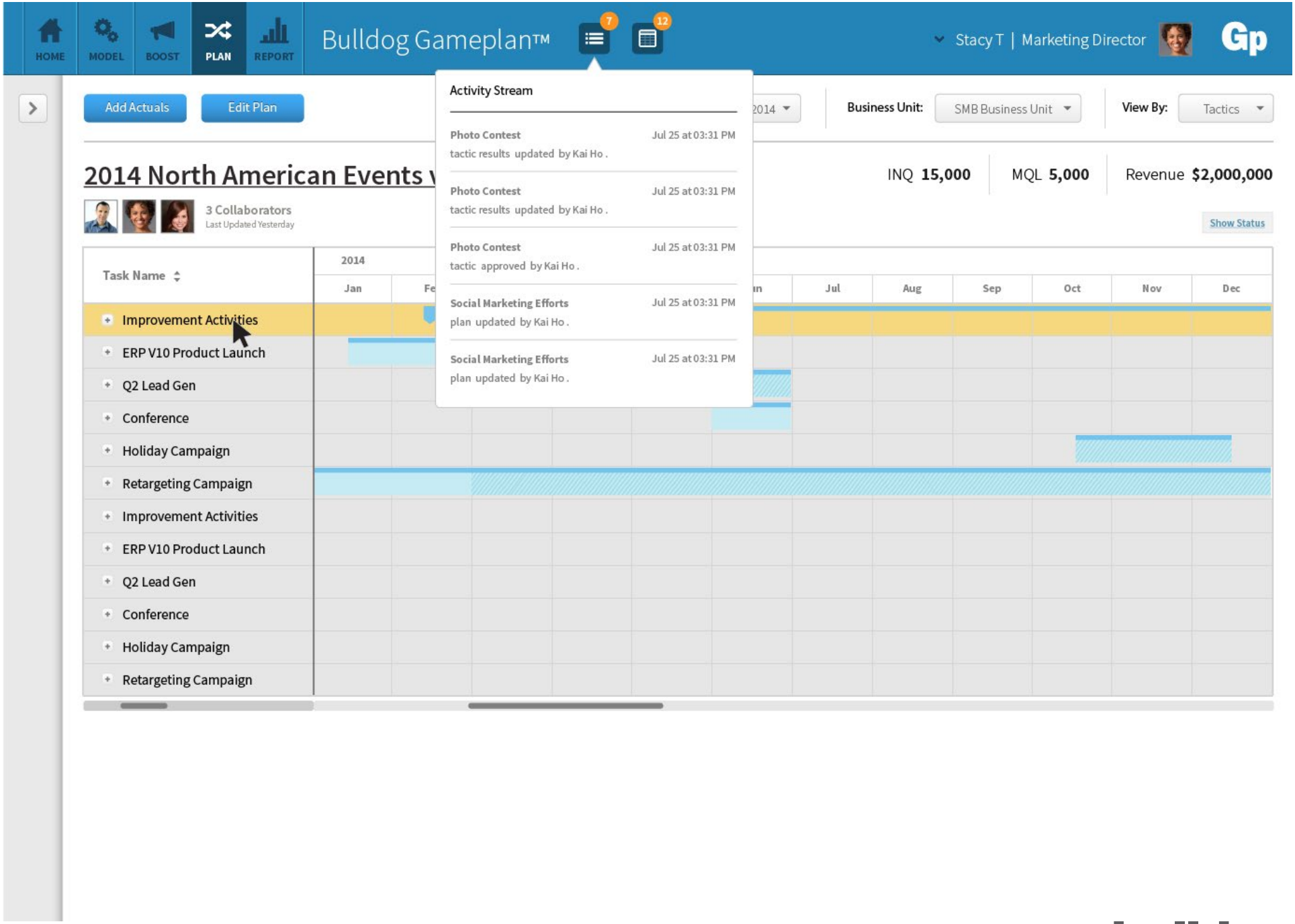
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Photo Contest
Jul 25 at 03:31 PM
tactic results updated by Kai Ho .
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Jul 25 at 03:31 PM
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Photo Contest
Jul 25 at 03:31 PM
tactic approved by Kai Ho .
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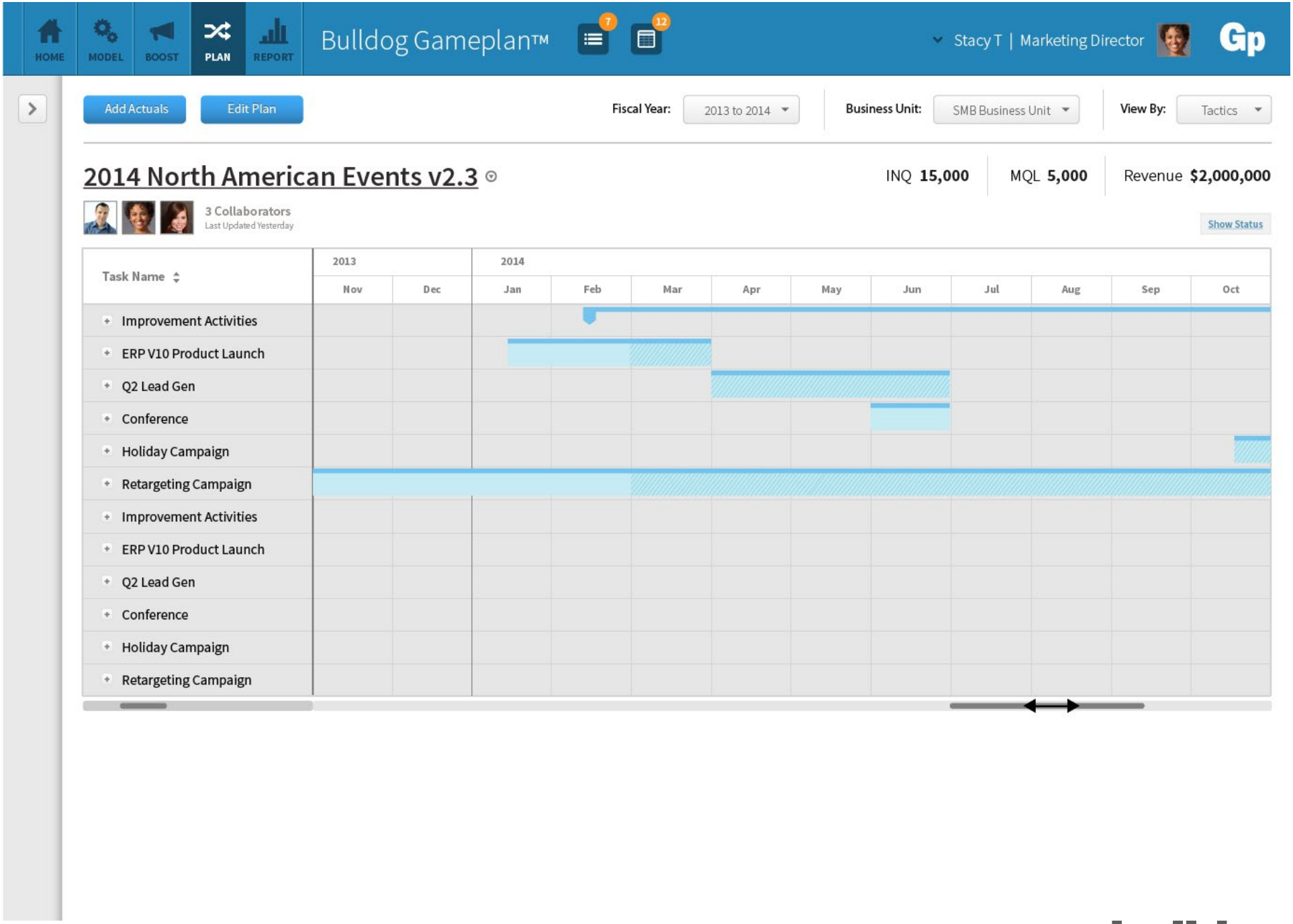
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