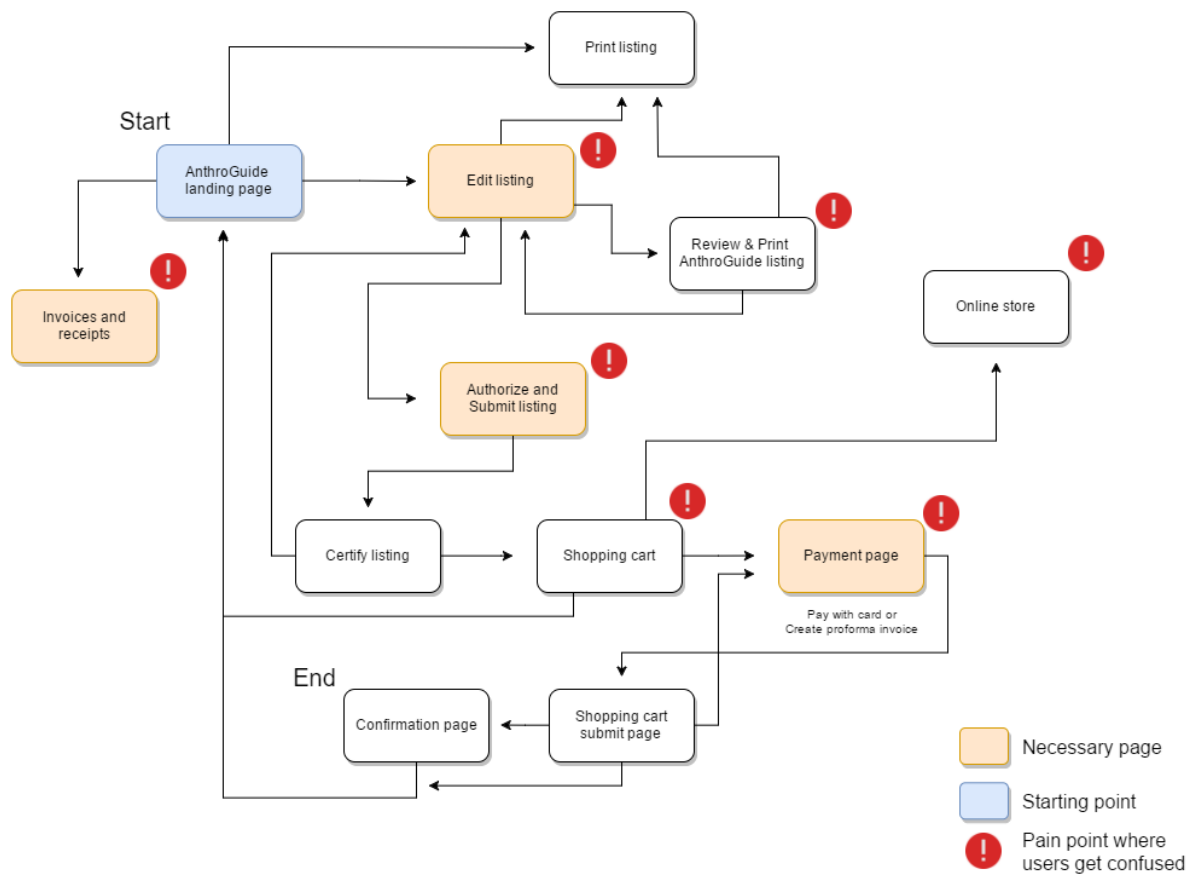# AnthroGuide User Experience: Proposed Improvements
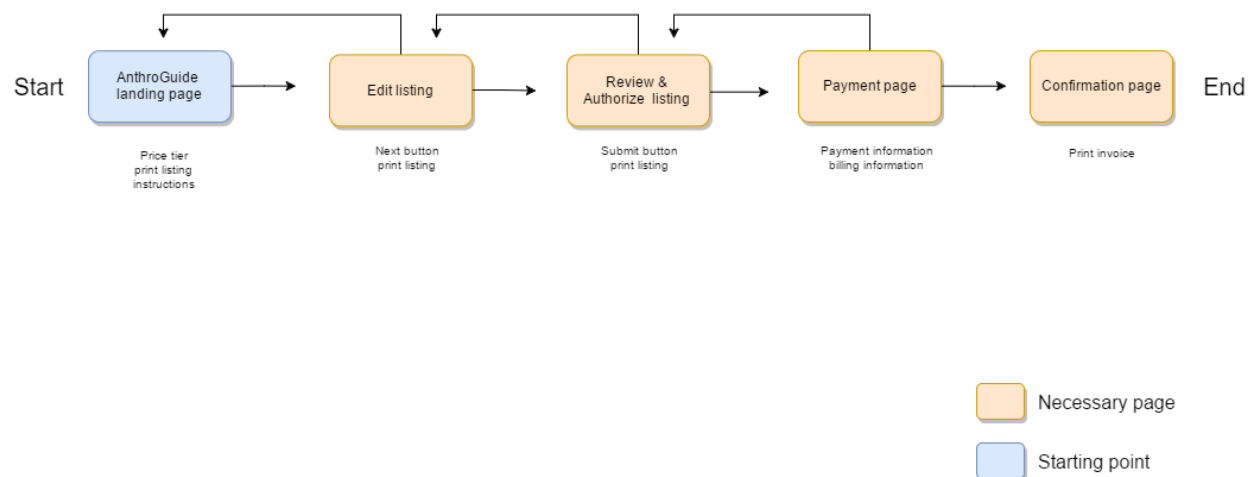
Prepared by L. Zenobi
3/27/2017

Summary:
User surveys and user phone interviews demonstrate that there are serious usability issues with the AnthroGuide submission process. Survey data shows that the user experience and price are the major issues that users have with the AnthroGuide product. In 2016 I initiated a pricing restructure introduced for the 2017-2018 cycle, with positive responses from both external (users) and internal (accounting, EO) stakeholders. Despite some cosmetic improvements to the AnthroGuide editing/submission process last year, the user flow is still clumsy, cumbersome, and frustrating - even for experienced users who have listed with us for five or more years.

Current user flow

Print listing

Start

AnthroGuide landing page

Edit listing

Review & Print AnthroGuide listing

Online store

Invoices and receipts

Authorize and Submit listing

Certify listing

Shopping cart

Payment page

Pay with card or Create proforma invoice

End

Confirmation page

Shopping cart submit page

Necessary page

Starting point

Pain point where users get confused

Proposed user flow

Start

AnthroGuide landing page

Price tier
print listing
instructions

Edit listing

Next button
print listing

Review & Authorize listing

Submit button
print listing

Payment page

Payment information
billing information

Confirmation page

Print invoice

End

Necessary page

Starting point

AnthroGuide landing page

https://secure.americananthro.org/eWeb/DynamicPage.aspx?Site=AAAWeb&WebKey=da468459-f6c6-47a8-8198-cc19a88c618b

1) Add instructions (here) and a clickable icon. Example below.

AnthroGuide editing page (not submitted)

https://secure.americananthro.org/eWeb/DynamicPage.aspx?webcode=AcademicGLReview&pa01_key
=7086B619-B231-4E42-A7CE-ED2A7EC7FF9B&a01_org_cst_key=AA24D920-2555-4DEC-B16E-
7DDF31F51814&cst_key=AA24D920-2555-4DEC-B16E-7DDF31F51814

1) <u>Make Authorize and Submit link a button, or add an icon.</u> This is the biggest point of confusion in the whole process, users have an INCREDIBLY difficult time finding how to actually submit their listing. Preferably move it to the bottom of the page, or have it at both the top and bottom of the page.

2) Simplify the number of links at the top of the page, ideally as part of restructuring the user flow. Remove gray "Edit Listing > HIDE REVIEW PAGE" text.

Edit Listing > Authorize and Submit Final Listing

LONGWOOD UNIVERSITY, SOCIOLOGY, ANTHROPOLOGY & CRIMINAL JUSTICE STUDIES

Edit Listing   > HIDE REVIEW PAGE **Review & Print AnthroGuide Listing**

Print AnthroGuide Listing (PDF) to verify accuracy.

Complete the sections that apply to your institution. Non-academic institutions do not have to com
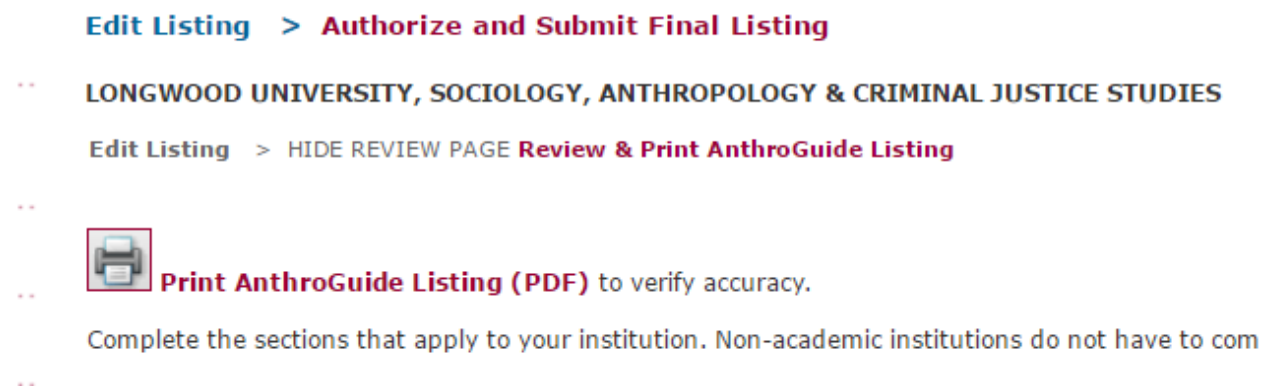
3) Standardize the CTA's. There are currently buttons, plus link icons, regular links, etc..

EDIT INSTITUTIONAL INFORMATION   Add NEW Academic Year Statistics by **clicking** ⊞

Edit 🖉   Name: James W Jorda
                 Title: Professor

⊞ Add Degree

4) Rewrite copy in Sections 3 and 4.

AnthroGuide editing page (submitted)

https://secure.americananthro.org/eWeb/DynamicPage.aspx?webcode=AcademicGuideListing&pFormType=Academic&pa01_key=64000882-FA15-4762-AF65-7A638F6C4DA8&key=64000882-FA15-4762-AF65-7A638F6C4DA8&a01_org_cst_key=37F7A747-0BEF-4310-82A5-40EC17B1CA25

1) Change guide@aaanet.org to guide@americananthro.org
2) Remove gray "Edit Listing > HIDE REVIEW PAGE" link.

Edit Listing > Authorize and Submit Final Listing

AMERICAN ANTHROPOLOGICAL ASSOCIATION

Edit Listing   >   HIDE REVIEW PAGE **Review & Print AnthroGuide Listing**

SECTION 1: EDIT ANTHROGUIDE LISTING

Your Guide purchase has been submitted and the entry can no longer be edited. You may review your listing and pricing by clicking the links above. If you require changes to the listing please email guide@aaanet.org or call (703) 528-1902.

NEED HELP?
Email us (**guide@americananthro.org**) or call us at 571-483-1165 if you have any questions.

Review & Print AnthroGuide listing

https://secure.americananthro.org/eWeb/DynamicPage.aspx?webcode=AcademicGLReview&pa01_key
=7086B619-B231-4E42-A7CE-ED2A7EC7FF9B&a01_org_cst_key=AA24D920-2555-4DEC-B16E-
7DDF31F51814&cst_key=AA24D920-2555-4DEC-B16E-7DDF31F51814

1) Fix duplicate individuals, multiple records are showing up for each person.

Affiliated Individuals and Degrees

HEADER IN PRINT GUIDE: Faculty
50

LABEL IN PRINT GUIDE (Other Leadership): Director-Dr. James Jordan Archaeology Field School I
Archaeology (prehistoric and historic), forensic archaeology **Geographic Area:** Caribbean, North Amer
   Degree: PhD   **Institution:** U London   **Year:** 2001

HEADER IN PRINT GUIDE: Faculty
50

LABEL IN PRINT GUIDE (Other Leadership): Director-Dr. James Jordan Archaeology Field School I
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HEADER IN PRINT GUIDE: Faculty

Payment page

https://secure.americananthro.org/nfanthrotest/eWeb/DynamicPage.aspx?WizardKey=f5da82f6-2140-4dea-8d9d-be112b16c3fd&WizardStep=d39a71fa-2e25-4105-8e1a-a5dba0fbde96&WebKey=68bd2351-4b55-4599-827a-601343d4bb27&Site=AAAWeb

1) Move "Do not honor" message to relevant payment section:

2) People often select "Bill me later", which means they get an invoice and I have to manually email this invoice over to the person who submitted the listing. If we could get invoices automatically generated and emailed over to the person who submitted, that would be GREAT.

Confirmation page

https://secure.americananthro.org/nfanthrotest/eWeb/DynamicPage.aspx?WizardKey=f5da82f6-2140-4dea-8d9d-be112b16c3fd&WizardStep=96f38b74-2eac-4a5a-b3f3-ebb615124b80&WebKey=68bd2351-4b55-4599-827a-601343d4bb27&invoice=015c844e-d5b4-4888-b643-43ac64f826f2&Site=AAAWeb

1) Add link and/or icon to access a pdf version of their invoice. Currently, a user would have to navigate back to the AnthroGuide landing page, then click on "4) Guide receipts" in order to pull up their invoice. Example: