User Experience Research for Tencent Cloud Platform

Web based Research Project

Chelsea Xu

xuqiancc@gmail.com

User Experience Research on Tencent Cloud Platform (cloud.tencent.com)

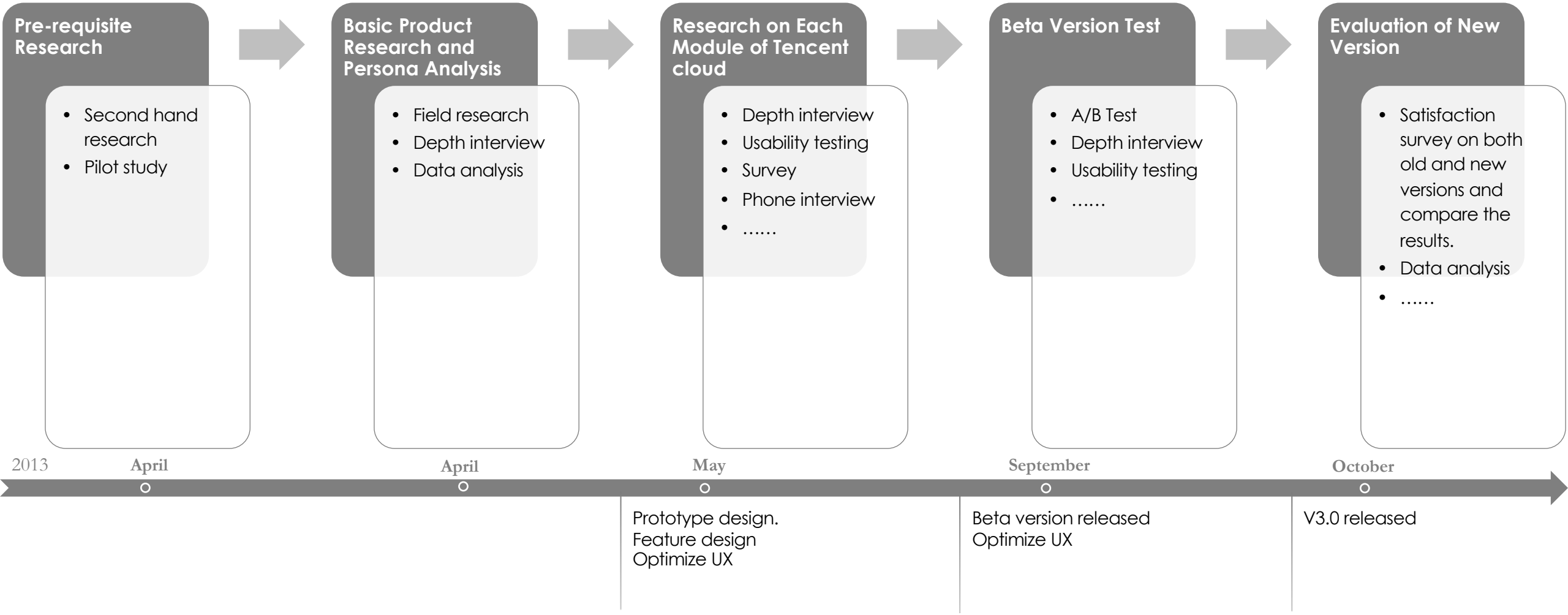
This project was rewarded as one of **Top 10 Excellent Projects** of User and Marketing Research in Tencent 2013(Total 50 projects).
As the only UX researcher of cloud.tencent.com, I leaded and designed the research, worked with cross-team partners, and carried out most work such as usability testing, user interview, field research, survey and data analysis.

Background

cloud.tencent.com is a cloud platform developed by Tencent(HKEx:00700), which is a similar product as AWS. As a young product then, Tencent cloud needed to be updated to a new version(V3.0).

Research Process and Methods

Target: Improve user experience and customer satisfaction for cloud.tencent.com V3.0

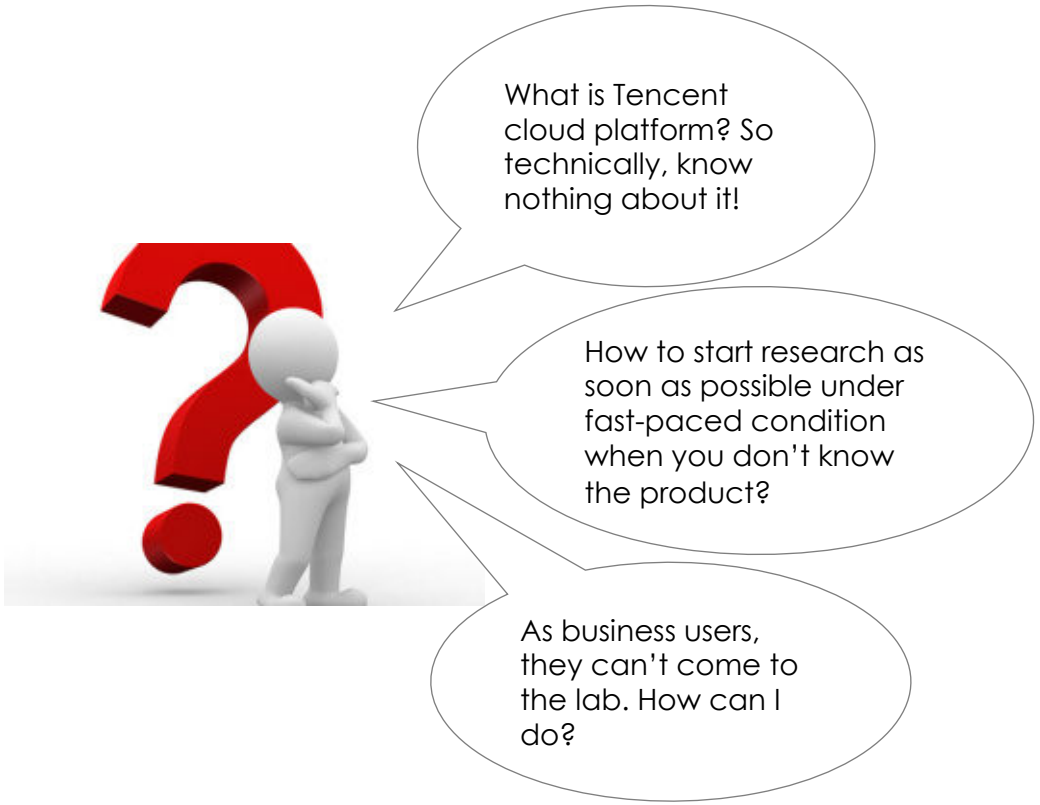


Pre-requisite Research

Target

To know what the tencent.cloud.com was and what problems it had?

Challenges



Solutions

- Second hand research.
- If you don't know the product, the first step is to learn this product as much as possible in short time.

- Communicated with product managers and engineers, and figured out their mind
- Began with ***pilot study***

- ***Field research***: visited companies and observed how local clients use Tencent cloud platform.
- ***Remote research***: observed clients' behavior and interviewed them remotely for those companies of other cities.

Basic Product Research & Persona Analysis

Target

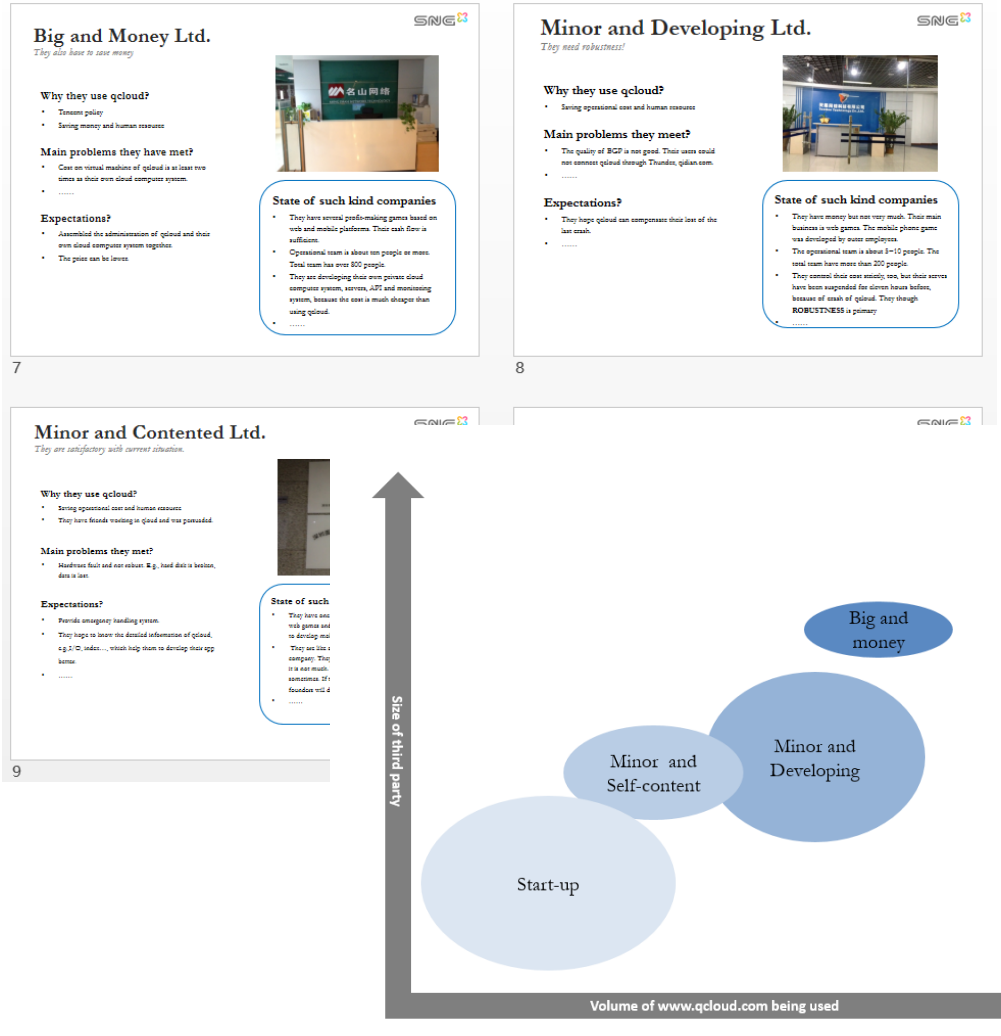
To acquire overall insights of users on tencent.cloud.com , their requirements, how core functions worked and the pain points.

Solutions:

- Visited ***six local*** companies and ***ten non-local*** companies, figured out ***which people*** in a company were using Tencent cloud, ***how***, ***when*** and ***why*** they used Tencent cloud? The ***problems*** they met when they used Tencent cloud?.....
- Methods: ***field research***, ***depth interview***, ***usability test***

Results

- Created ***persona*** of customers. Classified companies to four groups according to their business, size and cash flow.
- Determined ***clients' priorities***. Different group has their own features and requirements.
- Improved ***pain points*** according to findings
- Defined the ***optimization strategy*** and ***design plan*** by combing users' requirements and our business goals.



Persona Results

Research on Each Module

Target There were ***five*** main ***modules*** of Tencent cloud. Each module would be redesigned.

Challenges

- How to identify the redesign priority of each module?
- Quantity of clients was not enough for a online survey according to the answer rate in the part of quantitative research.

Solutions

- Worked with product and engineers team and reached preliminary priorities together.
- Visited ***twelve companies*** of Beijing, Shanghai, Shenzhen and Chengdu, and collected their feedback by ***depth interview*** and ***usability test***, then adjusted original priorities and research plan.
- Completed ***survey by phone***, which enhanced answer rate significantly.

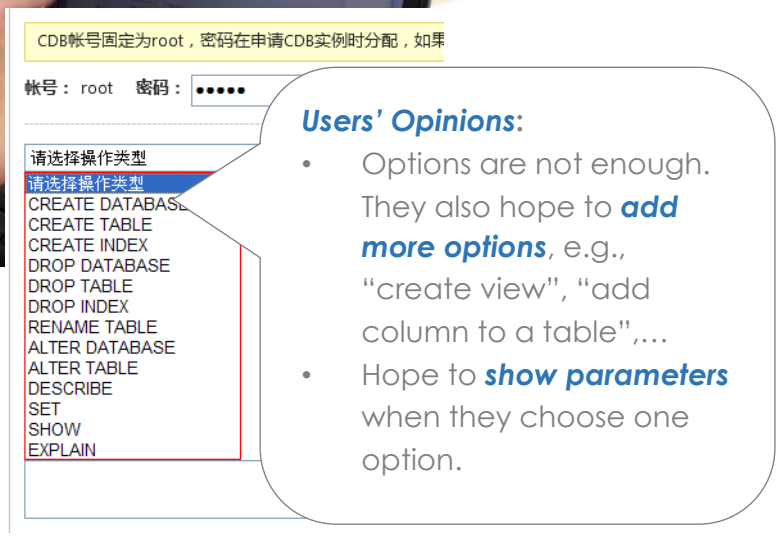
Results

- Created ***customer journey maps*** of each module, which helped designers and product managers know exactly how people used each module, how to improve and redesign product.
- Conducted ***users' insights*** through ***qualitative*** and ***quantitative research*** to ***address problems.***
- Determined ***redesign priorities*** of each module and the ***process*** of the ***whole research*** plan.

Mission 1:

You are a new customer to try to use qcloud.com, you want to buy a virtual machine on the web. What will you do?

Operation Process			Performance	Questions	Answer
Open homepage of Qcloud				How did you know the page?	
Overlook the homepage, find the product block				Comment impression of the homepage	
Check the product list	Opt1:"	Click on "more product"		What do you expect to see?	
		Click o			
	Opt2:Click on "E				
Choose the type of the machine he want	Choose the regic				
	Choose the CPU				



Users' Opinions:

- Options are not enough. They also hope to ***add more options***, e.g., "create view", "add column to a table",…
- Hope to ***show parameters*** when they choose one option.

Beta Version Test

Target

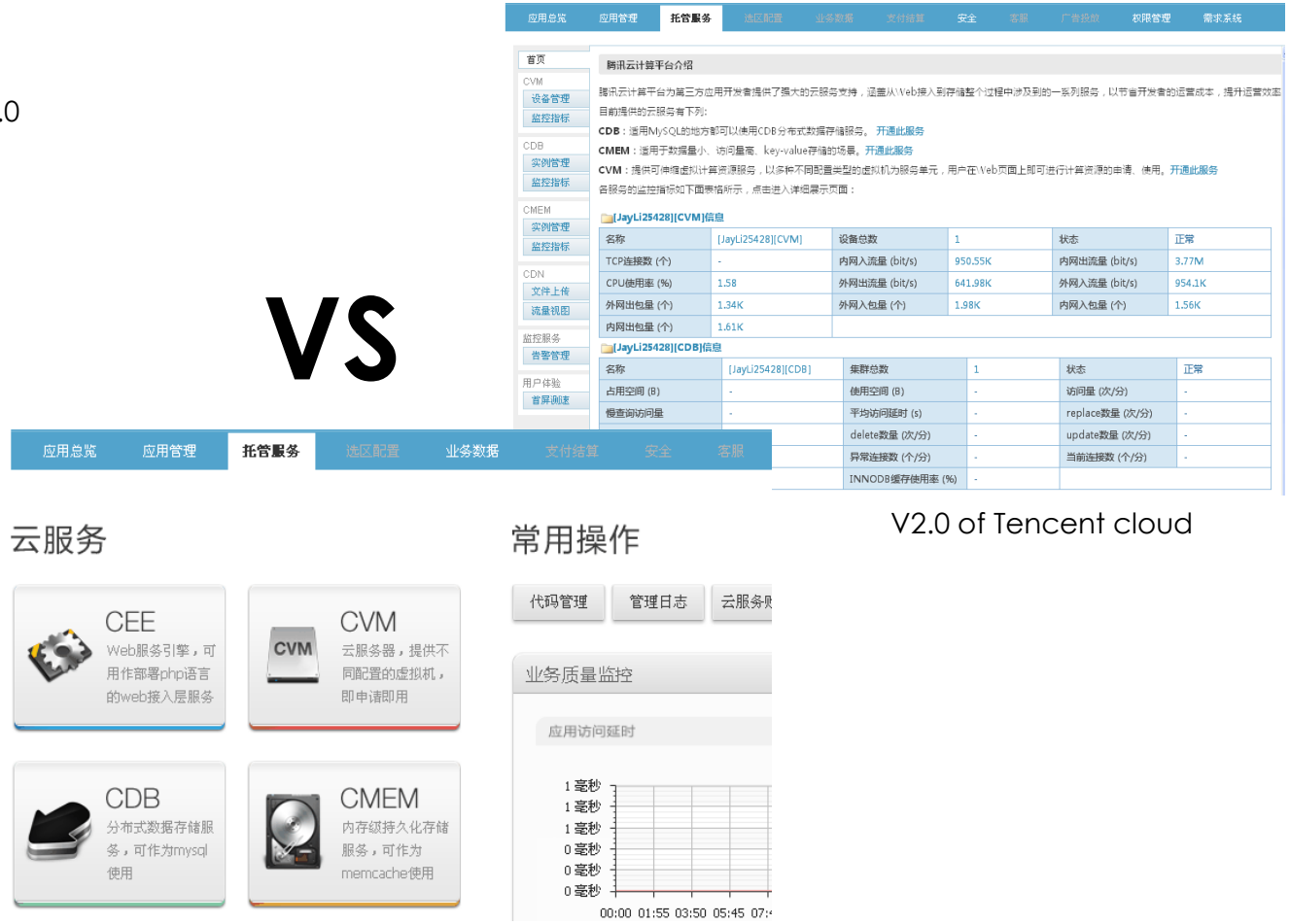
To enhance the user experience as much as possible before V3.0 was officially released.

Solutions

- ***Before release***: Hi-Fi prototype test before gray released.
- ***Gray released*** beta version to a part of long-term active users and collect feedbacks from them.
- Data analysis: ***A/B test***, ***phone interview***, ***online survey*** to analyze users' behavior and improve pain points.

Result

- Improved beta version further, then released official 3.0 version of Tencent Cloud.



V2.0 of Tencent cloud

V3.0 Beta of Tencent Cloud

Evaluation of New Version

Targets

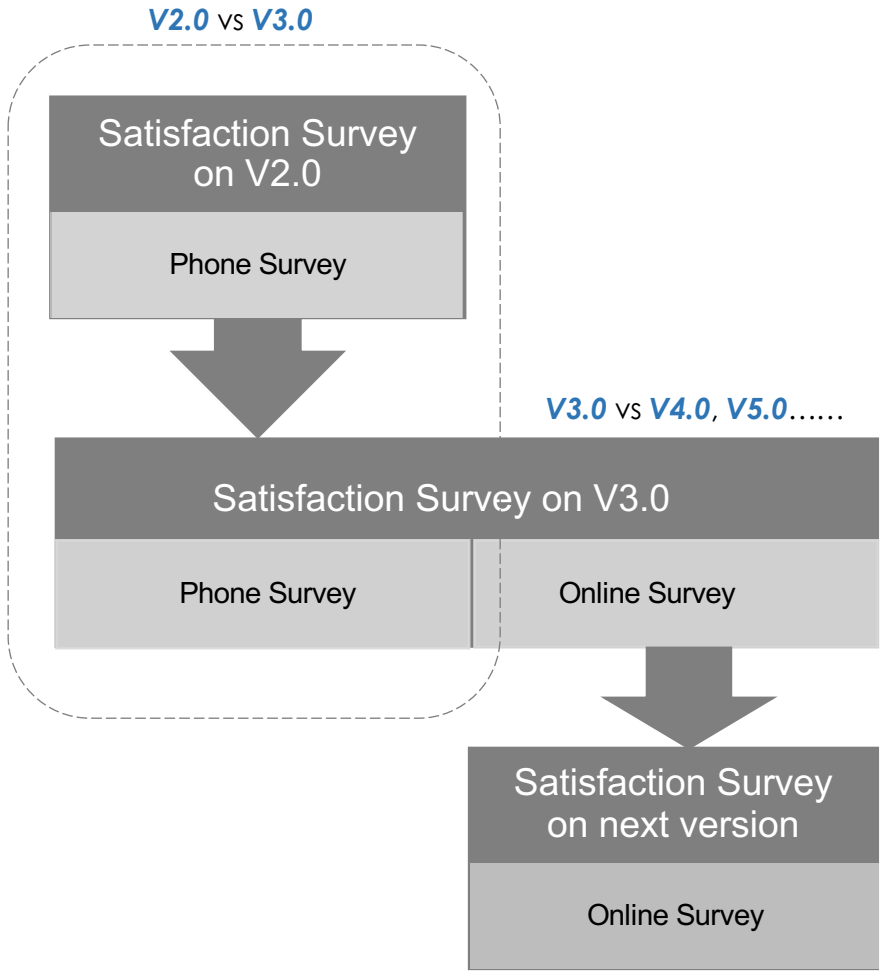
- Compare V3.0 and V2.0 , identified whether V3.0 is better.
- Overall estimation about V3.0, including each module and new pages.

Challenges

- Satisfaction of V2.0 should be measured at first. But it was ***impossible*** to use ***online survey*** because only few users were still using ***V2.0***. ***Phone survey*** was a choice.
- If V2.0 was done by phone survey, V3.0 and future versions should also be done by phone surveys, because there were ***significant difference*** between the satisfaction scores acquired through phone and internet. However, ***phone survey was costly***. How to do satisfaction survey on V3.0 and future versions?

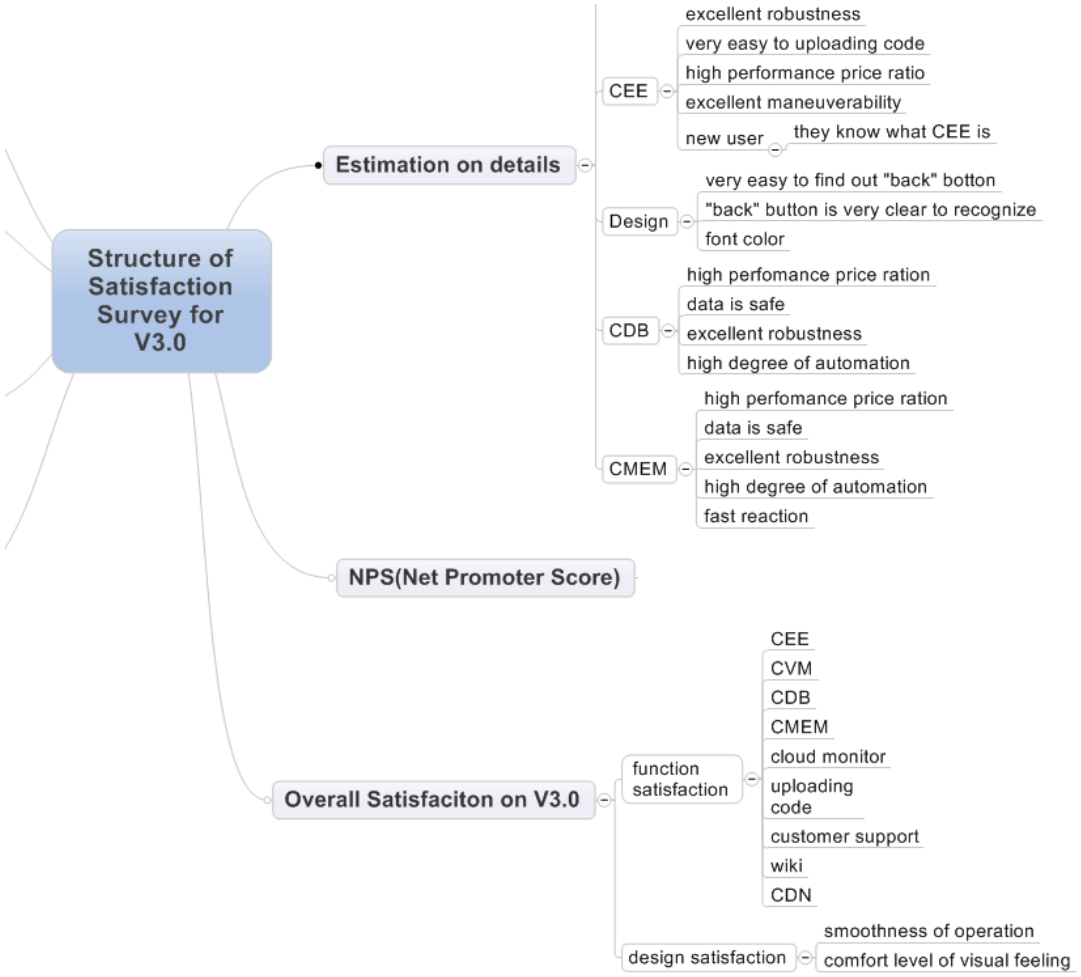
Solutions

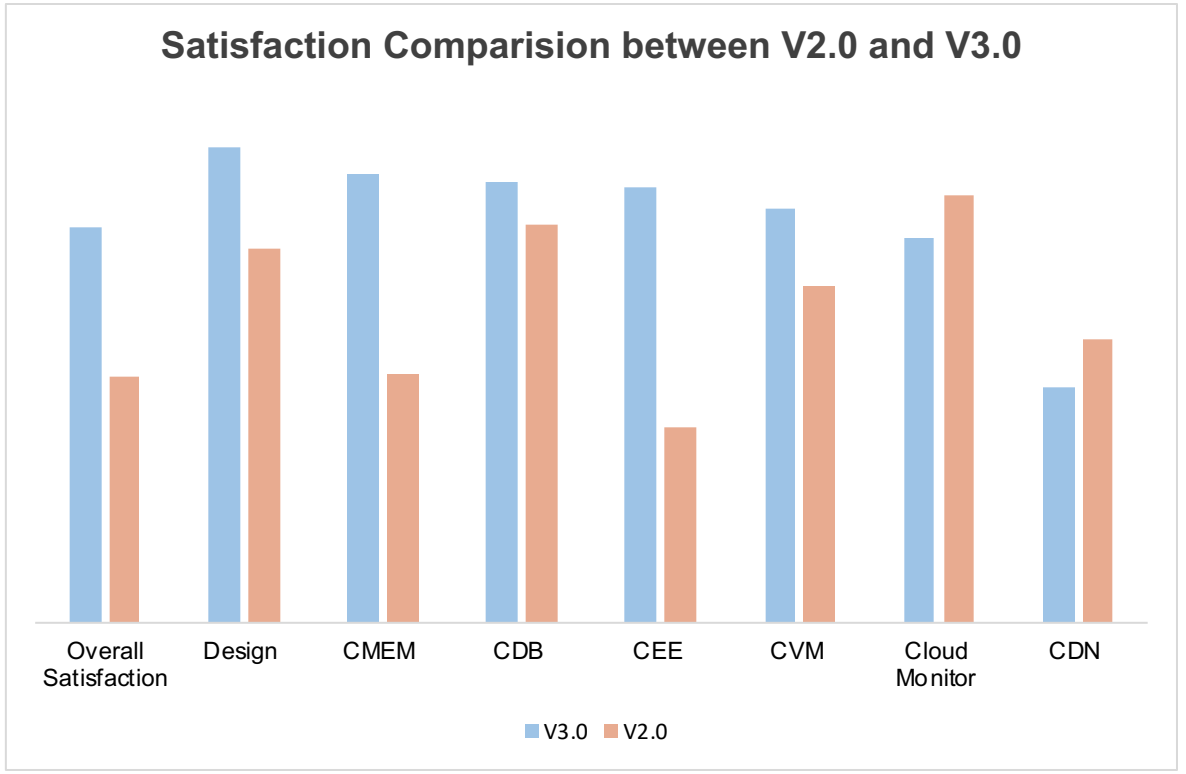
- If the quantity of users of V2.0 was too few to complete a satisfaction survey, it can be done by ***phone survey***.
- Chose the ***same quantity*** customers of V3.0 who used V2.0 before and invited them to do V3.0 satisfaction survey by ***phone***.
- Meanwhile, ***delivered an online satisfaction survey*** of ***V3.0*** to the rest of customers of V3.0 and took the results as a ***benchmark*** for the comparison with future versions.



Evaluation of New Version

Result





The End