Expert review

My Vodafone by the Thunder Ducks

Lotte Fekkes, Kirsten Kingma, Dion Scheper, Amanda Heeres

Introduction:

Keeping track of your phone bills can be a very tedious task. There were already a lot of apps on the market that provided solutions to users who would want to monitor their data usage. But apps that could help with the home administration would have to come from the mobile service providers themselves.

Vodafone made an attempt by releasing their app for the current major platforms: iOS, Android and Windows. When reading the comments in the windows store one would have to assume that the app did not do any good so far. The last update was in January and most users on page one seem to rate the app with no more than one star.

This document will provide an expert review on the Vodafone app. In the document there will be analysis on the app from the four researchers Lotte, Amanda, Kirsten and Dion. They will do this using the heuristics which are presented later in this document. And using the persona's on the next page.
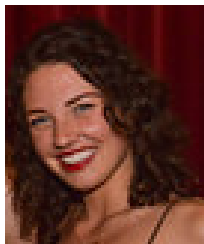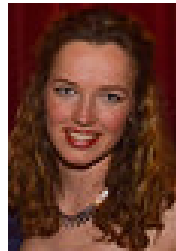
After presenting the findings there will be a short conclusion on the app using the same persona's from the next page.

Thank you for reading.

Personas

The vodafone app is for clients who use a vodafone service. The client-base ranges both sexes and all ages of Vodafone, therefor there will be chosen four demographically very different persona's. They will use the app for mostly the same reasons.

As there are more apps, not specifically mobile service provider-apps, that do the same functionality in regard to watching the data-usage. More providers try to make their own app available to their client-base.

Name	Lotte	Kirsten	Dion	Amanda
Age	26	16	45	60
Location	Nijmegen	Wijhe	Zwolle	Nijmegen
Work Life	Works at a record store in Arnhem. Travels bij train every day to get there.	Goes to secondary school in local village 'Wijhe'.	Lives in Zwolle but travels a lot by car for his insurance company.	Unemployed.
Mobile use	Calling, texting.	Texting, internet, gaming.	Calling, texting and general apps that use the internet.	Calling, texting,
Vodafone	Has been with Vodafone for	Has got her first mobile phone but	Uses the app for general service	Has a mobile phone for a few

	years as her mobile service provider. Lately started using the app to track online data usage.	wants to keep track of online data usage.	tracking: when the bills are paid, when the contract ends and the usage on internet/phone.	years now. Uses the app to keep track of the bills.

Heuristic Evaluation

The Vodafone app has been evaluated by four evaluators using the scenario's below.

Scenario's

1. Find the phone bill from Januari 2015/September 2014.
2. Find if you have paid the bill from '1'.
3. Change your email adress.
4. Change the language in the app.
5. Look up what the data usage of this month up until now is.
6. Look up what the data usage was of last month.

Findings

1. Lotte and Dion could find it easily. Kirsten couldn't login because she couldn't connect even though her internet connection was good. Amanda couldn't read the bill very well.

2. Lotte said that when she clicked on the bill she could see if it was paid or not. Dion found out how to do it after a little while. Kirsten couldn't login so she couldn't find it. Amanda couldn't read this either.

3. Kirsten couldn't change her emailadres because she couldn't login. Lotte couldn't find it. Amanda couldn't find it either. Dion could and changed it.

4. Lotte Dion, and amanda couldn't find it. Kirsten couldn't login.

5. Lotte and dion could find it easily. Amanda after a little while. kirsten couln't login.

6. Lotte and amanda could only find what they had to pay last month and not what there data usage were. Dion couldn't find it. Kirsten couldn't login.

Problem classification

Personal Expert Review Evaluator (Please fill in the form below when evaluating the app)

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

3 = Major usability problem: important to fix, so should be given high priority

4 = Usability catastrophe: imperative to fix this before product can be released

	0	1	2	3	4
Visibility of system status	x				

Match between system and the real world	x				
User control and freedom			x		
Consistency and standards					x
Error prevention					x
Recognition rather than recall					x
Flexibility and efficiency of use					x
Aesthetic and minimalist design		x			
Help users recognize, diagnose, and recover from errors					x
Help and documentation					x

Conclusion

Slechte app, erg ongebruiksvriendelijk ondanks de vrolijke interface.