Advertising Methodologies

User Testing Report

conducted by: Caterpillar Mobile
may 30th & 31st, 2006

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april 3, 2006

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User Testing Report

I. Goals

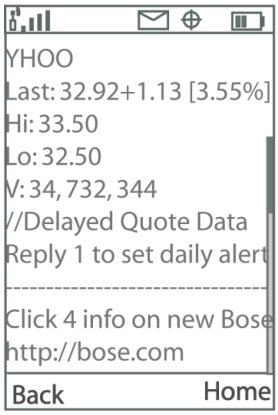
The research set out to provide 4-info with a set of useful guidelines or design templates of how to better integrate advertising into their products. In order to deliver this end goal a series of designs and tests were conducted. The research was catered toward exploration in these areas:

a. Text [considering placement and language]
b. WAP [considering placement, form, and language]
c. Client [considering placement, form, interactivity, and language]

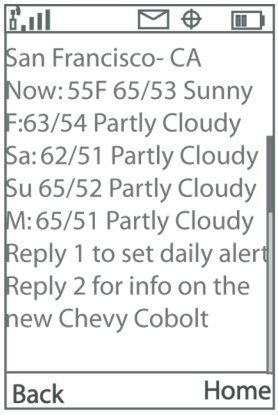
II. Method

To test different forms of each modality outlined above, different designs for each were created. Three screens from each modality [appendix A] were used for each test. Four test total were created.

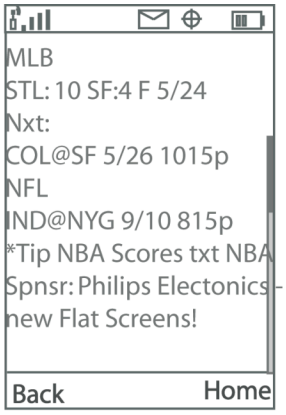
SMS1
The first SMS test measured decoration of the text message, vs. reply method. A matrix was created with different decorations [line, none, "spnsr" text] vs. reply methodology [wap push, reply, branding message]. Each user was asked to perform three tasks. A simulated reply was given when the user sent the text message to a test phone number outlined in the test, to mock up an actually SMS experience.



1. decoration: line
call to action: wap

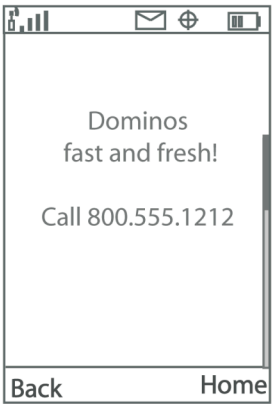


2. decoration: none
call to action: reply

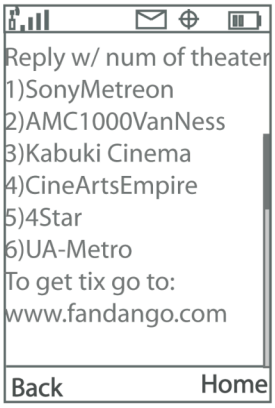


3. decoration: "spnsr"
call to action: branding

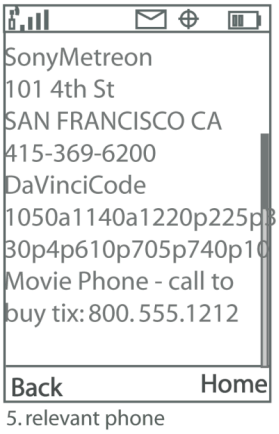
SMS2
After SMS1 we had honed in on a suggested visual appeal to the SMS message, the second SMS test, measured context and follow up [ie an advertisement following a message, as its own SMS message]. During this test, we also attempted to neutralize brand recognition. Each user was again asked to perform three tasks using the same simulated SMS delivery.



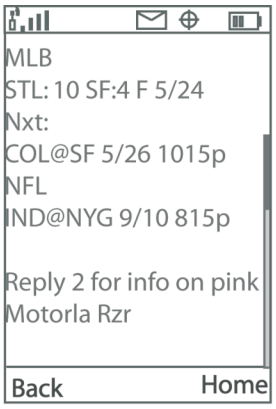
4. follow up



5 relevant url



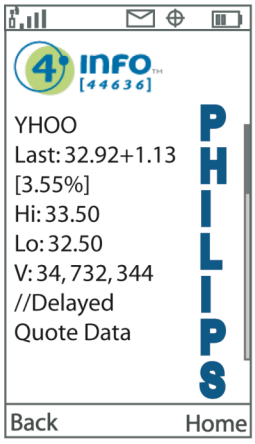
5. relevant phone



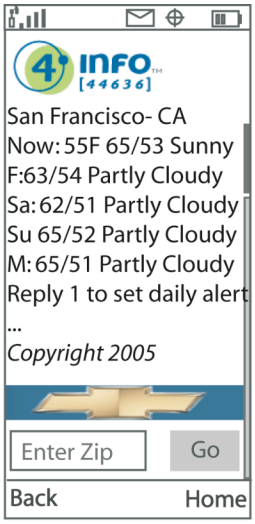
6. non-relevant reply

WAP

The WAP test measured placement [top, bottom, side] and click through. A desktop simulator was used in place of an actual mobile phone and users were asked to perform three tasks using the mouse to navigate the phone simulator.



1. static side banner

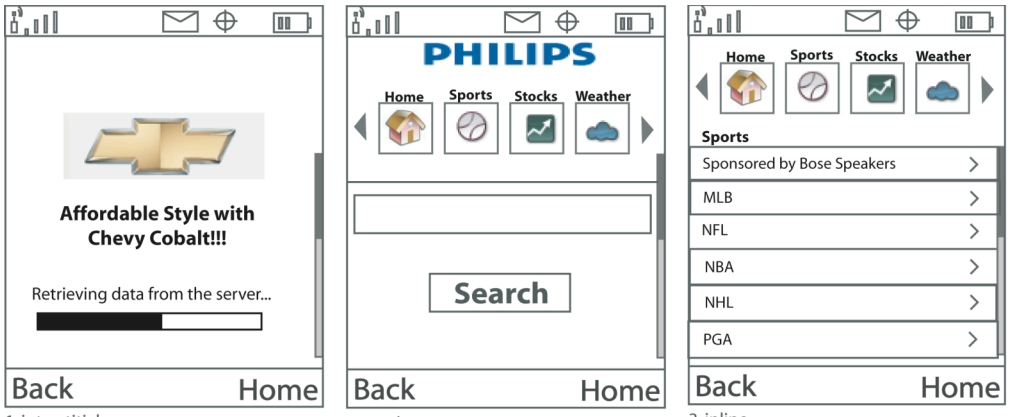


2. clickable bottom banner

3. clickable top banner

Client

The client test used three scenarios as well. It tested placement and type of message [interstitial, top banner, in-line ad]. Paper test screens were developed and users were asked to navigate the paper screens, using a foam core model phone for each test.



Scenarios

For each test [SMS, WAP, Client] each user was asked to perform the following three tasks:
1. You own quite a few shares of Y! stock and were curious how it had done today, since yesterday it fell -3pts. Please look up "YHOO" in 4info to discover how the stock is doing today.

2. It's early in the morning before you go to work. You need to go the San Francisco for a meeting and are curious what the weather is like. Find what the current weather is for the downtown San Francisco, [zip code 94111].

3. You've missed the last inning of the Giant's game and are curious the final score or yesterday's game. Use 4info to find the Giant's scores.

During SMS2, these new tasks were used:
4. You're out in San Francisco with some friends and it's gotten later then you expected. You're hungry and decide to get some dinner. Pizza sounds good. Find "pizza places in San Francisco".

5. Afterwards you decide that it's not quite time to go home. You all decide that you should go to a movie and wonder when the da Vinci Code is playing.

6. You're boss is being a pest, and you're at your wits end with what to do. You know she's an "Aries". Check her horoscope to see if she may fall off a cliff soon.

Subjects:

Over the course of two days 12 subjects were tested. Each subject was given two of the four tests to perform. Each subject was video taped and asked to speak out loud, articulating their thoughts, as they navigated their actions. The following is a table outlining the test administration

User	Test1	Test2
Day 1		
1	SMS1	Client
2	SMS1	Client
3	SMS1	Client
4	SMS1	Client
5	SMS1	Client
Day 2		
6	SMS2	WAP
7	SMS2	WAP
8	SMS2	WAP
9	SMS2	WAP
10	SMS2	WAP
11	SMS2	WAP
12	SMS2	WAP

Figure 1: Test Admin Table

Each subject was then asked a series of questions about their experience with the service and it's advertising. [Appendix B] Below is a discussion about what was unveiled through questioning their reactions about the advertising that was presented.

III. Results

Recognition and Recall:
Based purely on recognition, here are results of which ads were most memorable:

	1	2	3
SMS1	line & wap	**none & reply**	"spnsr" & branding
	3/5	**4/5**	1/5
SMS2	**full follow-up**	**Relavant url / phone**	non-relevant
	7/7	**url: 6/7 phone: 4/5**	4/7
WAP	static side Banner	**clickable bottom banner**	**clickable top banner**
	3/6	**5/6**	**3/6**
Client	**interstitial**	top banner	inline
	5/5	0/5	1/5

Table 2: Raw recognition data

After further discussion of recall:
The most recalled and recognized ads were the Dominos fullpage ad [100%] and the client interstitial [100%].

The second type of ads remembered were the reply back to an SMS with a number or to call a service. [URLs far, though, some commented that they might look up more information when they got home on the desktop web.]

Top and bottom banners [WAP and client] were the third most recognized and recalled. However only one person understood the click through to get more information. And at least two clicked through on the WAP deck to the Bose full page ad, but didn't even realize it. It seems that static banners would server better.

Side banner had little recall, and seemed to annoy users, as they commented on the fact that it took up too much room for information.

IV. Discussion

Position, Decoration, and Interactivity
SMS1
During the first SMS test we were testing for both decoration and call to action. Overall users commented that two lines of text were fine and that the SMS ad size didn't bother them. The decoration of the message seemed to have little effect on the recall. Therefore, no decoration was decided to be the most optimal form, by conserving space, and used in SMS2. Instead, what seemed to matter more was the context relevancy and the call to action.

- Optimal SMS Decoration: None; Optimal Size: Two lines

SMS2: Decoration Suggested
Ironically, when we tested the full page ad, later in SMS2 test, it seemed that it might be better to contain the word "Advertisement" at the top. Users seemed to want an overt message this was an

advertisement and not part of the service. This is the opposite of what we found in the rest of the test, and was not tested itself.

- "Advertisement" at the top of full-page ads may be better.

SMS1: Call to action
Users commented most favorably on the "reply 2" SMS message. They remembered this reply mechanism the best. Secondarily, they commented on being able to easily call a phone number. In one case a woman commented that she thought you could "click on a phone number and have it dial the number." Thirdly, they expressed a desire to click URLS, which were embedded in the ads, though two said that they may have taken the URL home to look up on the web.

- SMS reply was the most preferred SMS call to action. Second was phone number. Third, URL.

WAP
During this test, placement and click though were measured. All ads, being mostly graphical seemed to have an increased effect on recall over purely text based ads. However, The WAP test may have been the most unsuccessful of the four. This was because most of the users struggled very much with the simulated desktop experience. Even still, however, the one user who had been a prior user of the mobile internet, said that she would still favor this mechanism.

WAP: Placement
Top and bottom banners seemed not to bother users, though the side one obstructed data vision and was seen as a hindrance. Users preferred to read more information across the screen and saw the side banner as wasted space.

- Top and bottom banners preferred.

WAP: Click Through
Click through seemed to have little effectiveness at all. No users intentionally click on the ads and two users actually clicked on the top banner ad, but didn't even remember clicking through to the detailed advertisement screen. Instead what we suggest is static banners that are not accidentally clicked to interfere with users progress.

- Static banners don't get in the way of the user's task and are just as effective.

Client
The client test was commented, by far, as the easiest test to perform. They quickly understood the interface and we're pleased with its ease of use. Most users only used the search box to find the answers to their tasks. The browsing icons at the top has little use, since they were already conditioned to the codes of the SMS version. Therefore, they often didn't see the inline ad text, in scenario three, which was only viewable by browsing.

Client: Not Obtrusive
The interstitial ad received a perfect recognition score and no one seemed to find it very intrusive at all. It was highly recognizable because of its graphical nature and had a text based message, which clearly conveyed its purpose. No one commented on the interstitial being at all negative in connotation. One user commented that while he didn't mind the top and bottom ads, that he thought others might. Another thought in general that the advertising was funny – showing some sort of distain, but no concern with it. One user suggested another useful client advertising improvement might be a ticker at the bottom or top to let ads scroll continually across the screen.

- Interstitial is non-obtrusive and highly memorable.

Intrusive: Irrelevant Information and Cost
"The only way I would consider it intrusive is if it's including what I'm not looking for. "

The biggest concerns on the ads, seemed to be irrelevant information and cost. Because the space of the mobile screen is so small, highly relevant information is necessary. Otherwise, it seems that users become frustrated and annoyed. One user commented that the SMS1 advertisements were somewhat bothersome because they weren't needed and took up room on the screen. This comment paralleled the similar message about the side banner on the WAP screen. Two others commented that it would cost them money to follow up on the ad [in the "reply 2" method].

Context specific or personalized ads were desired. "Just a random bose.com, I wouldn't click. And I don't know why it's there." The users suggested that they wanted to feel benefited from the ads. One even suggested a screening process so that a message of *4info approved* would be conveyed. Another suggestion included being able to set preferences as to which type of ads they would want, via a desktop control. Someone wanted it to work like "search engine ads". And yet another one suggested personally useful services such as cheap gas locations.

In the second SMS test, the Dominos ad seemed to be of large concern. This was mainly because of the cost associated with the additional SMS message and the unrelated call to action [dial an 800 number, instead of a local Dominos store]. Users commented that it was additional wasted information and they would be annoyed if they had paid for it.

SMS2: Relevancy!
During the second SMS test we changed the ads to use all no decoration ads and made all but one ad relevant to the task. We also tested an SMS full screen follow-up ad. The full screen Domino's ad seemed to cause the most worry, of any test. Some users commented that they didn't ask for the ad. One said "The Dominos thing should go." The biggest concern seemed to be that it didn't include a local call to action, therefore making it not fit the search. One user kindly commented to this ad: "The priority is whatever I'm texting for—it's cool if you want to throw some spam, but blend it in better". Another reacted: "The dominos ad should include a listing or deal."

Later one suggested that perhaps it would have been better if it included the "closest dominos or a pizza special with a local phone number".

The second ad which users commented on not being very useful was the Motorola Razr ad. Again, they didn't understand why it was paired with a horoscope message. The irrelevancy was bothersome.

Otherwise, they commented very favorably to the relevant SMS advertisements and recognition increased. In some cases they were very excited about the additional suggestions of service; on moviePhone for example [call a #] and fandango [URL] ads. "Getting tickets for the movie was cool", since they now seemed to make sense with their search.

V. Conclusion and Suggestion

Based on these findings, we believe there are a few suggestions to be made when consider placing ads into 4info's service.

#1. Relevant ads are not confusing or bothersome to users and are more memorable!
#2. Price sensitivity for additional messaging should be considered, making relevancy even more important for follow up and reply ads!
#2. Service integration/ partnerships could bode a more "caring" feeling to your users, by suggesting methods to ease their labor.
#3. Optimal SMS ads contain no decoration, except when they are full-page ads.
#4. SMS reply was the most preferred SMS call to action. Second was phone number. Third, URL.
#5. WAP top and bottom banners we're preferred.
#6. Client interstitial was the most favored and memorable ad type tested, in total.
#7. Static banners don't get in the way of the user's task and are effective.

	Ad type	Recognition	Intrusive if relevant?	Suggested
SMS1	line & wap	60%	y	n
	none & reply	80%	y	y: user choice and recognition outweigh cost potential
	"spnsr" & branding	20%	n	n
SMS2	full follow-up	100%	y	y: as long as highly relevant and targetted
	relevant URL	86%	n	y
	relevant phone	57%	n	y
	non-relevant	57%	n/a	n
WAP	static side banner	50%	y	n
	clickable bottom banner	83%	n	y: non-clickable
	clickable top banner	50%	n	y: non-clickable
Client	Interstitial	100%	n	y
	top banner	0%	n	consider testing limitation
	inline	20%	n	n

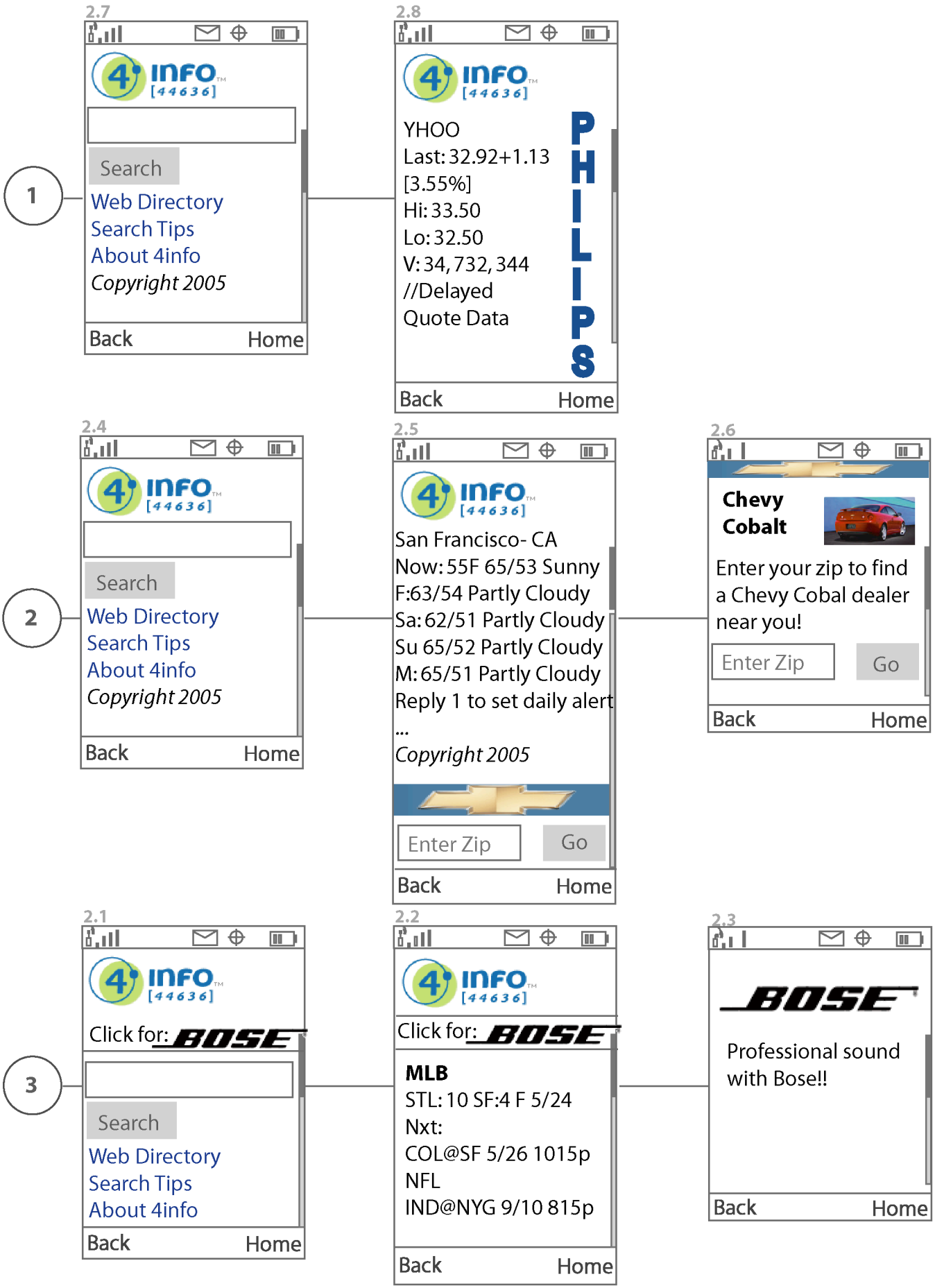
Table 3: Summary Table

Appendix A: Test Screens

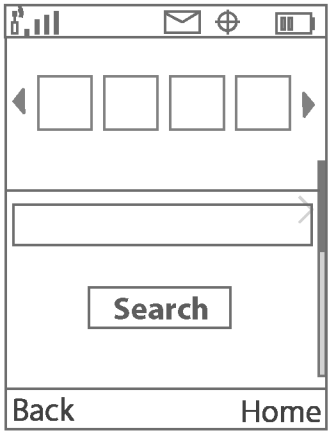
I. SMS Advertising

	WAP	Reply	Branding
line	1.0 YHOO Last: 32.92+1.13 [3.55%] Hi: 33.50 Lo: 32.50 V: 34, 732, 344 //Delayed Quote Data Reply 1 to set daily alert --- Click 4 info on new Bose http://bose.com Back Home	1.1 San Francisco- CA Now: 55F 65/53 Sunny F:63/54 Partly Cloudy Sa: 62/51 Partly Cloudy Su 65/52 Partly Cloudy M: 65/51 Partly Cloudy Reply 1 to set daily alert --- Reply 2 for info on the new Chevy Cobolt Back Home	1.2 MLB STL: 10 SF:4 F 5/24 Nxt: COL@SF 5/26 1015p NFL IND@NYG 9/10 815p *Tip NBA Scores txt NBA --- Philips Electonics - new Flat Screens avail now! Back Home
nothing	1.3 YHOO Last: 32.92+1.13 [3.55%] Hi: 33.50 Lo: 32.50 V: 34, 732, 344 //Delayed Quote Data Reply 1 to set daily alert Click 4 info on new Bose http://bose.com Back Home	1.4 San Francisco- CA Now: 55F 65/53 Sunny F:63/54 Partly Cloudy Sa: 62/51 Partly Cloudy Su 65/52 Partly Cloudy M: 65/51 Partly Cloudy Reply 1 to set daily alert Reply 2 for info on the new Chevy Cobolt Back Home	1.5 MLB STL: 10 SF:4 F 5/24 Nxt: COL@SF 5/26 1015p NFL IND@NYG 9/10 815p *Tip NBA Scores txt NBA Philips Electonics - new Flat Screens avail now! Back Home
Text: Spnsr	1.6 YHOO Last: 32.92+1.13 [3.55%] Hi: 33.50 Lo: 32.50 V: 34, 732, 344 //Delayed Quote Data Reply 1 to set daily alert Spnsr: Click 4 info on new Bose http://bose.com Back Home	1.7 San Francisco- CA Now: 55F 65/53 Sunny F:63/54 Partly Cloudy Sa: 62/51 Partly Cloudy Su 65/52 Partly Cloudy M: 65/51 Partly Cloudy Reply 1 to set daily alert Spnsr: Reply 2 for info the new Chevy Cobolt Back Home	1.8 MLB STL: 10 SF:4 F 5/24 Nxt: COL@SF 5/26 1015p NFL IND@NYG 9/10 815p *Tip NBA Scores txt NBA Spnsr: Philips Electonics - new Flat Screens! Back Home

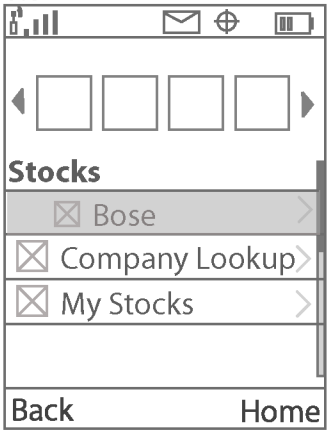
II. WAP Advertising



III. Client Advertising

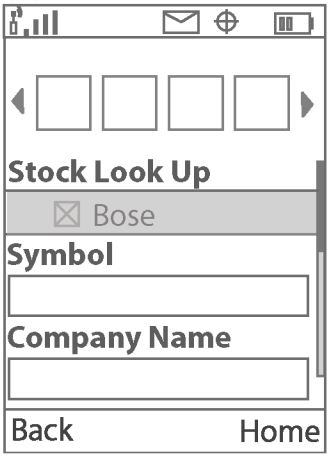


3.0



Inline Text Ad: selection loads full page ad content

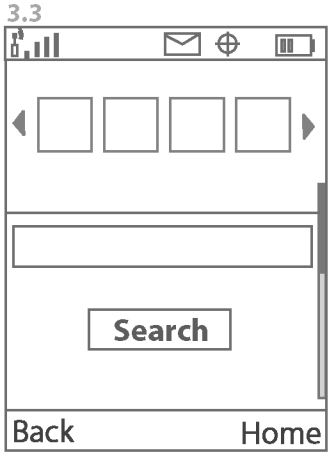
3.1



Inline Text Ad: selection loads full page ad content

3.2

3.3



3.4

Interstitial Ad: seen during any use of an interstitial screen

3.5

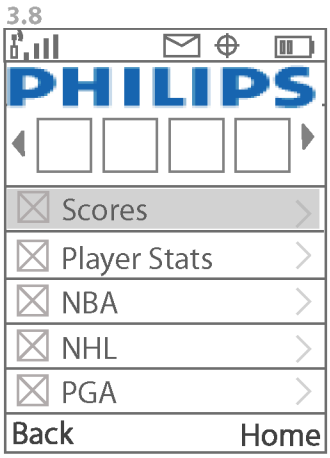
3.6

Banner Ad:

3.7

Banner Ad:

3.8



Banner Ad:

3.9

Banner Ad:

Appendix B: Test Script

UI Testing Script and Questions

Estimated Time per Participant: 45 min
Estimated $:50/ participant
Number of Participants needed: 12
Time: Tues & Wed May 30-31, 2006

Introduction
My name is Anita Wilhelm and I am usability consultant for 4info. I will be administering the test and Jeff Towle, my partner, will helping and taking notes.

There are two parts to this testing. In the first part I will ask you to perform three tasks, with two different variations of the service. In the second two portion we will ask you a few questions and have the opportunity to discuss your experiences with you.

During Part I when we ask you to perform a few tasks, please talk through your thoughts out loud. This may seem awkward at first, but will get easier as you go. Please remember we are testing the interface and not you. If you get stuck or frustrated and can no longer figure out what to do, please proceed as if I was not here. I may choose to help you out in extreme situations, after you respond "I'm stuck." However, we may also then proceed to the next task.

For the purposes of the first portion, I will read you a short task description and then ask you to perform it. While performing each task, please try to keep the phone in approximately one position as you are working so that we may observe [videotape?] the phone and your interaction with it. Please, also, state any assumptions you make out loud as you complete each task and please, remember to talk through your actions.

Do you have any questions?

Good. Let's get started.

Part 1: Scenario Task Completion

1. You're out in San Francisco with some friends and it's gotten later then you expected. You're hungry and decide to get some dinner. Pizza sounds good. Find "pizza places in San Francisco".

2. Afterwards you decide that it's not quite time to go home. You all decide that you should go to a movie and wonder when the da Vinci Code is playing.

3. You're boss is being a pest, and you're at your wits end with what to do. You know she's an "Aries". Check her horoscope to see if she may fall off a cliff soon.

4. You own quite a few shares of Y! stock and were curious how it had done today, since yesterday it fell -3pts. Please look up "YHOO" in 4info to discover how the stock is doing today.

5. It's early in the morning before you go to work. You need to go the San Francisco for a meeting and are curious what the weather is like. Find what the current weather is for the downtown San Francisco, [zip code 94111].

6. You've missed the last inning of the Giant's game and are curious the final score or yesterday's game. Use 4info to find the Giant's scores.

Part II: Dialog Questions

1. Please rate how difficult/easy [Method #1] was to use. Please then give a brief explanation for your rating.

1 2 3 4 5
easy ----------***hard***

Explanation:

2. Please rate how difficult/easy [Method #2] was to use. Please then give a brief explanation for your rating.

1 2 3 4 5
easy ----------***hard***

Explanation:

3. Do you think you would prefer one method over the other? Was one clearer/ easier for you?

4. Do you recall the advertisements that were used in method #1? From this list, could you circle those advertisers that were present in [Method #1] scenarios 1-3.

- Bose
- Philips
- USA Today
- Chevy Cobalt
- Sony
- Trek
- Xbox 360

5. Can you describe the message in each advertisement [or what it looked like] for method #2?

6. Was any of the advertising, in either method, obtrusive to you?

7. Would you have clicked on or followed any of actions suggested in the ads?

8. Do you think you would use this service yourself, if so for what?

9. Do you have any suggestions to make either method easier to use?

10. Do you have any suggestions to make the advertisements in either method clearer/ more useful/ or less obtrusive to you?