TV Menu: Treejack Test Report

March, 2018

01.Methodology

- Purpose: To determine how successful users are at navigating the ▨▨▨ menu, and where it may not be meeting their expectations about where to find items.

- Optimal Workshop (www.optimalworkshop.com) was used to run this Treejack test from March 14-20, 2018.

- Before it ran, it was pretested in-person with 2 participants and via email with 4 participants.

- Employees were recruited via email. The following groups of people were excluded (in order to limit participation to those who had no personal experience with the ▨▨▨ interface, plus others typically excluded from user testing):
  - Individuals and groups that work on the ▨▨▨ interface
  - Product, market research, beta testing, and executive groups
  - Beta tester employees whose beta testing accounts were classified as active, pending, or disconnected, plus any other employees who had ▨▨▨ at home.
  - Employees on leave.
  - Hourly employees.

- The following yes/no screener question was included in the survey itself: Have you seen the ▨▨▨ interface (not including marketing material such as posters or billboards), either at home or during your work day?

- Tasks were randomized, eliminating task order bias.

- Participants were permitted to skip tasks (though very few did).

02. Tasks

Task	Location	
1. ░░░░░░░░░░░░░░░░░░░░░. Where would you go?	░░ > ░░░	
2. ░░░░░░░░░░░░░. Where would you go to see what all your options are?	░░ > ░░ > ░░, ░ > ░ > ░	*
3. ░░░░░░░░. Where would you go to save ░░░░?	░ > ░░ > ░░	
4. Let's say you have a guest visiting and you want to ░░░░░░░░░. Where would you look that up?	░ > ░ > ░░░	
5. Let's say that ░░░░ is not displaying properly. Where would you go to learn how to fix it?	░ > ░ > ░░	
6. You can't remember what you ░░░░░░. Where would you go to see that ░░░?	1) ░ > ░ > ░ > ░░ 2) ░ > ░ > ░ > ░	*
7. You don't currently have ░░░░░. Where would you go to add it?	░ > ░ > ░ > ░	
8. Where would you expect to be notified when your ░░░ service is updated with a new service or feature?	1) ░ > ░ > ░ 2) ░ > ░	*
9. Where's the first place you would go here to get assistance with ░░░░?	1) ░ > ░ > ░ 2) ░ > ░ > ░ 3) ░ > ░ > ░ 4) ░ > ░ > ░	*
10. Let's say you want to find a list of ░░░░░░░░. Where would you expect to find this?	░ > ░ > ░░	

*More than one way to accomplish this task.

03. Tree Structure
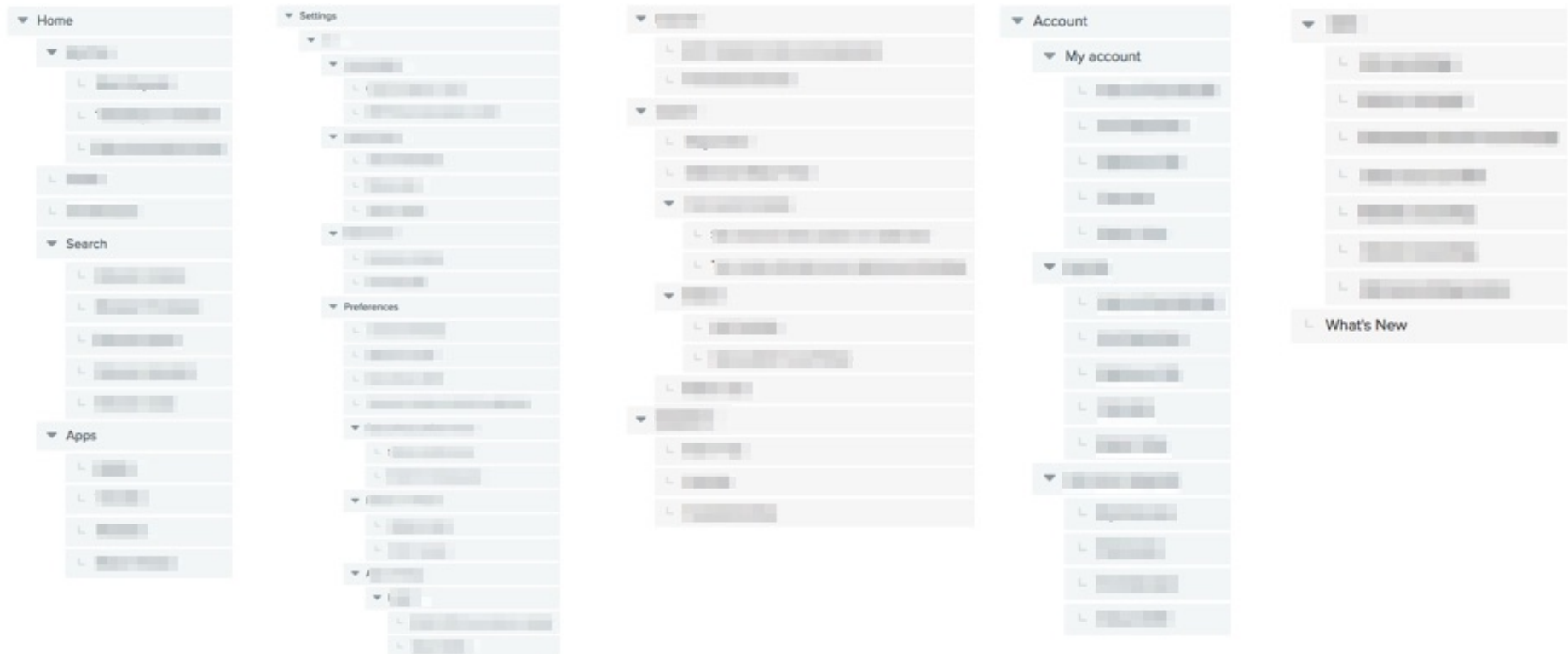
04. Overall results

- 54 people completed the study.

- The average time to complete the survey was 8 minutes.

- Average **success rate** across all tasks: **55%**

- Average **directness score** (percent of responses chosen without backtracking): **65%**

- Once participants arrived at the correct response, they rarely returned to another place in the menu. This demonstrates an issue in information architecture more than an issue of labeling correct responses. However, labeling of categories along the path to the correct response is an issue.

05. Task Success Rates: Highest to Lowest

High	80-100%	
Medium	50-79%	
Low	0-49%	

Task	Success	Failure	Skip
6. You can't remember what you ▓▓▓▓ ▓▓▓▓ ▓ ▓▓▓▓. Where would you go to see that ▓▓▓ ▓▓▓▓?	89%	11%	0%
4. Let's say you have a guest visiting and you want to ▓▓ ▓▓ ▓ ▓▓ ▓▓▓▓. Where would you look that up?	85%	15%	0%
9. Where's the first place you would go here to get assistance with ▓▓ ▓▓▓ ▓▓▓?	72%	28%	0%
10. Let's say you want to find a list of ▓▓▓ ▓▓ ▓▓ ▓▓▓ ▓, ▓▓ ▓▓▓ ▓▓▓. Where would you expect to find this?	70%	30%	0%
7. You don't currently have ▓▓ ▓▓▓ ▓▓▓▓. Where would you go to add it?	54%	44%	2%
8. Where would you expect to be notified when your ▓▓▓▓ service is updated with a new service or feature?	50%	50%	0%
5. Let's say that ▓▓▓ ▓▓ is ▓▓ ▓▓ ▓ ▓▓. Where would you go to learn how to fix it?	41%	57%	2%
2. ▓▓ ▓▓▓ ▓▓▓▓ ▓▓ ▓▓ ▓ ▓▓ ▓▓▓ ▓▓ ▓ ▓▓. Where would you go to see what all your options are?	35%	65%	0%
1. ▓▓▓ ▓▓ ▓▓▓ ▓▓ ▓ ▓▓ ▓▓ ▓ ▓▓▓ ▓▓▓. Where would you go?	30%	69%	2%
3. ▓▓ ▓▓ ▓▓ ▓ ▓▓ ▓ ▓▓ ▓▓▓ ▓▓ ▓ ▓▓▓. Where would you go to save ▓▓ ▓▓ ?	24%	74%	2%

Task Direct & Indirect Success Rates: Highest to Lowest*

Direct = Went down one path and did not backtrack before selecting response.

Indirect = Backtracked before selecting response.

Indirect Skip = Explored the tree (menu) before skipping the task.
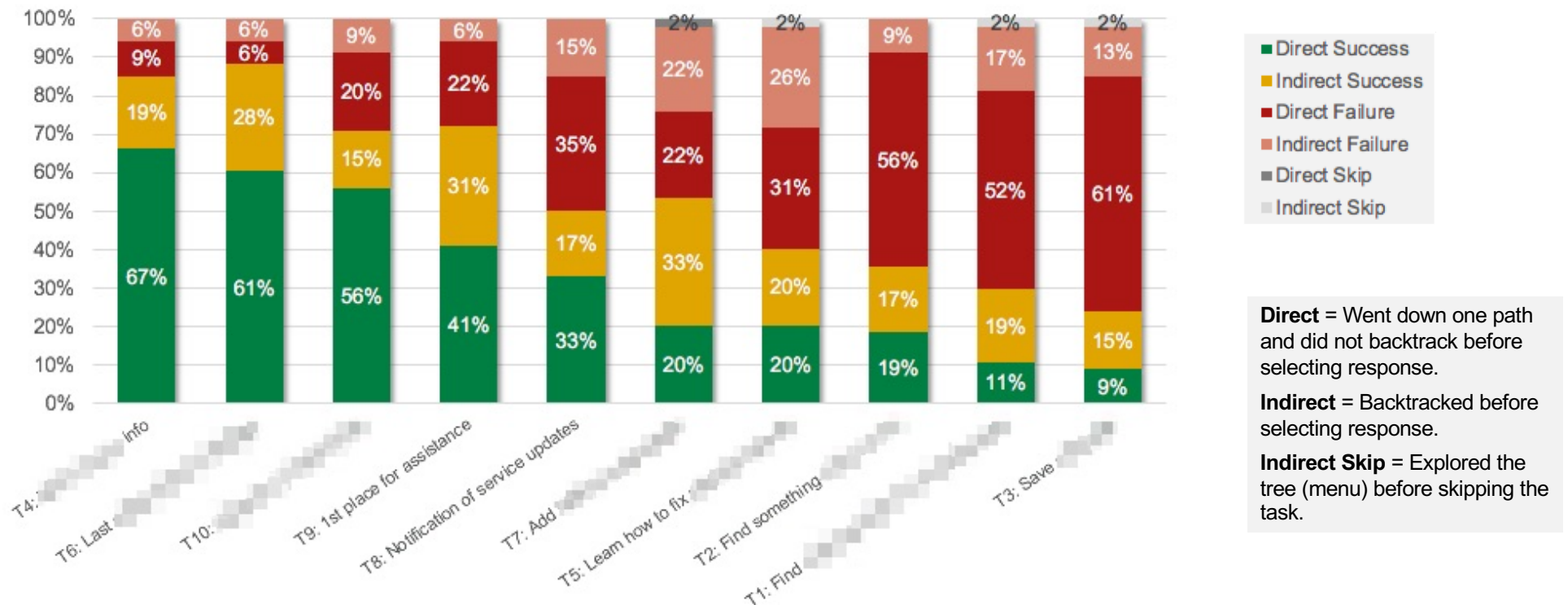
*Direct and indirect success rates combined in determining ordering.

08.Recommendations

- Rearrange Menu, adding duplicate locations where necessary, so that navigation is more intuitive:

Section	Recommendation
▓▓▓ and ▓▓▓▓▓▓	Move to ▓▓▓ menu, and add within ▓▓▓▓▓▓▓▓▓▓▓, where it makes sense to add contextually.
▓▓▓▓▓▓ ▓▓▓	Add to ▓▓▓▓▓
Adding ▓▓▓▓	Include under ▓▓▓▓▓
Saving ▓▓▓▓▓ ▓▓▓	Add as an option while ▓▓▓▓▓▓▓, and within the ▓▓▓▓▓
▓▓▓▓▓▓▓▓▓▓▓▓	Add to ▓▓▓▓ section

09. Recommendations (continued)

- Rename:

  - ▓▓ ▓▓▓ to address the fact that most do not understand its scope to include ▓▓▓ ▓▓▓ ▓▓ ▓▓ ▓▓▓▓▓▓ (e.g., ▓▓▓ ▓▓,▓▓)

  - ▓▓▓▓▓ if the intent is to keep it as the home for ▓▓ ▓▓ ▓▓▓▓ ▓▓▓▓.

- Given that ▓▓▓▓▓▓▓ were not easily found within the menu, continue with plans to include ▓▓▓▓▓▓ of ▓▓ ▓▓▓▓ ▓▓▓▓▓ on the home screen in addition to the main nav structure.

Specific Paths Taken

1. Pietree Intro

- Pietrees are a way to visualize treetest results, letting you see, at a glance, where an menu architecture works and where it does not. It shows which way participants went at each junction in the content hierarchy and what they all selected as their final answers.
- One Pietree represents the participants' responses to one task, and it is color coded to see which parts of the menu were accessed during each task. It also shows how much backtracking there was.
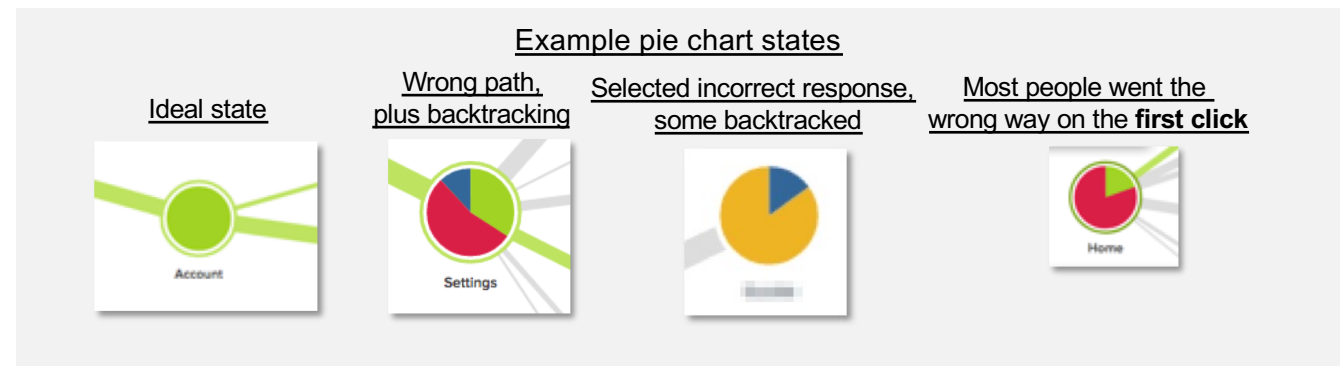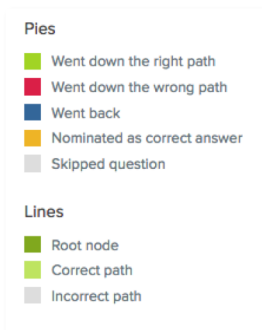
Pies
- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines
- Root node
- Correct path
- Incorrect path

Example pie chart states

Ideal state

Wrong path, plus backtracking

Selected incorrect response, some backtracked

Most people went the wrong way on the **first click**

Account

Settings

Home

2. **You can't remember what you** ▨▨▨ ▨▨▨ ▨▨▨▨▨ ▨▨▨. **Where would you go to see that** ▨▨▨ ▨▨▨▨▨?

- This is a close to ideal pietree, as can be seen from how large the pie charts are on the correct path compared to the incorrect paths.
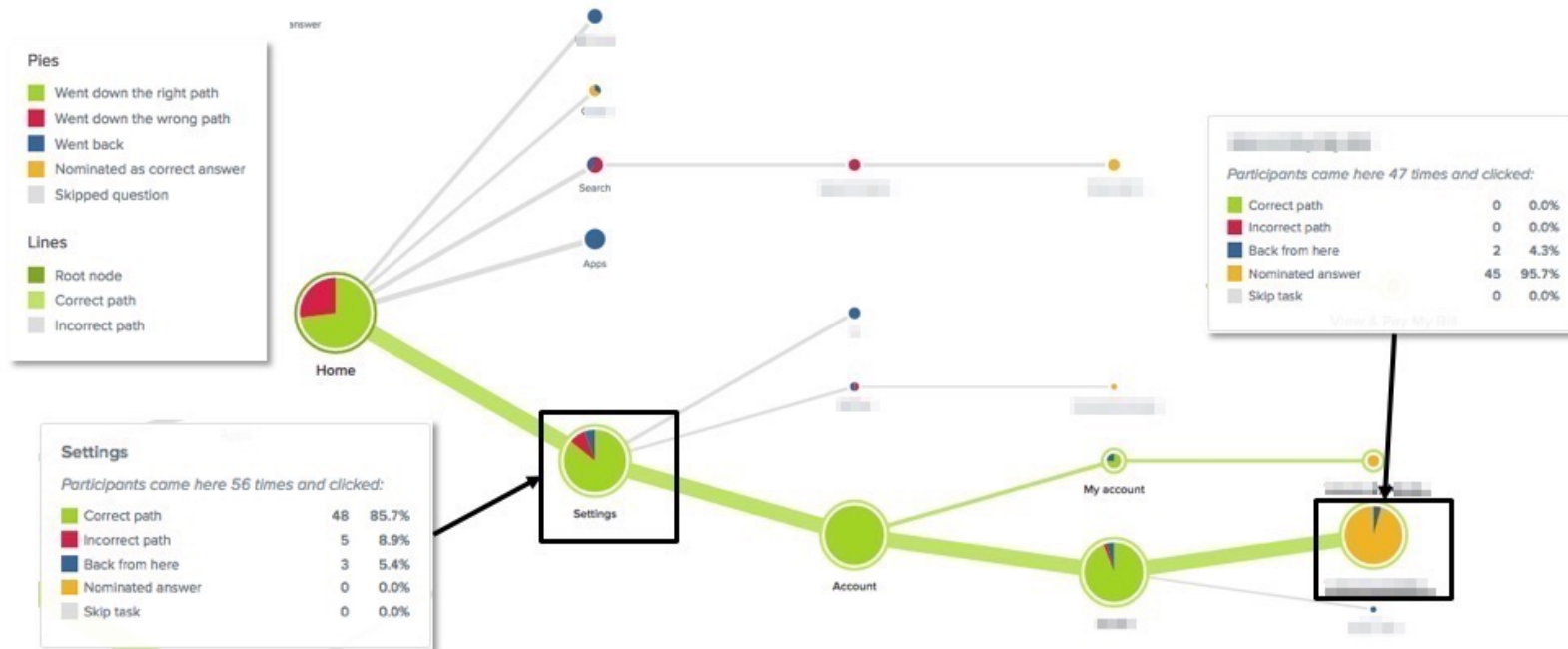
Pies
- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines
- Root node
- Correct path
- Incorrect path

Settings

Participants came here 56 times and clicked:

Correct path	48	85.7%
Incorrect path	5	8.9%
Back from here	3	5.4%
Nominated answer	0	0.0%
Skip task	0	0.0%

Participants came here 47 times and clicked:

Correct path	0	0.0%
Incorrect path	0	0.0%
Back from here	2	4.3%
Nominated answer	45	95.7%
Skip task	0	0.0%

Home

Search

Apps

Settings

Account

My account

answer

3. Let's say you have a guest visiting and you want to ▮▮▮ ▮▮ ▮▮. Where would you look that up?

- It was very clear for respondents where to find ▮▮ ▮▮▮.

Pies
- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines
- Root node
- Correct path
- Incorrect path

Participants came here 47 times and clicked:

Correct path	0	0.0%
Incorrect path	0	0.0%
Back from here	1	2.1%
Nominated answer	46	97.9%
Skip task	0	0.0%

Participants came here 6 times and clicked:

Correct path	0	0.0%
Incorrect path	0	0.0%
Back from here	1	16.7%
Nominated answer	5	83.3%
Skip task	0	0.0%

4. # Where's the first place you would go here to get assistance with ▓▓▓▓▓▓▓?

72% Success Rate

- Even though close to ¾ (72%) of respondents were able to ultimately find the ▓▓ section, a number of them resorted to ▓▓▓, and of those who did go to ▓▓▓▓ a number went to ▓▓▓ rather than ▓▓.

Pies
- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines
- Root node
- Correct path
- Incorrect path

Search
Participants came here 18 times and clicked:

Correct path	0	0.0%
Incorrect path	8	44.4%
Back from here	10	55.6%
Nominated answer	0	0.0%
Skip task	0	0.0%

▓▓▓▓
Participants came here 16 times and clicked:

Correct path	11	68.8%
Incorrect path	2	12.5%
Back from here	3	18.8%
Nominated answer	0	0.0%
Skip task	0	0.0%

Settings
Participants came here 58 times and clicked:

Correct path	46	79.3%
Incorrect path	11	19.0%
Back from here	1	1.7%
Nominated answer	0	0.0%
Skip task	0	0.0%

▓▓▓▓
Participants came here 35 times and clicked:

Correct path	33	94.3%
Incorrect path	0	0.0%
Back from here	2	5.7%
Nominated answer	0	0.0%
Skip task	0	0.0%

5. **Let's say you want to find a list of ▓▓▓▓▓ ▓▓▓▓ ▓▓ ▓▓▓▓▓. Where would you expect to find this?**

- Once in ▓▓▓▓▓, it's not clear to all participants to continue to ▓▓▓▓▓ rather than ▓▓▓▓ or ▓▓▓▓▓. Additionally, there seems to be some confusion between ▓▓▓▓ ▓ and ▓▓▓▓▓ ▓▓▓▓▓.

Pies
- 🟩 Went down the right path
- 🟥 Went down the wrong path
- 🟦 Went back
- 🟧 Nominated as correct answer
- ⬜ Skipped question

Lines
- 🟩 Root node
- 🟩 Correct path
- ⬜ Incorrect path

Settings
Participants came here 69 times and clicked:

🟩 Correct path	38	55.1%
🟥 Incorrect path	30	43.5%
🟦 Back from here	1	1.4%
🟧 Nominated answer	0	0.0%
⬜ Skip task	0	0.0%

Participants come here 38 times and clicked:

🟩 Correct path	38	100.0%
🟥 Incorrect path	0	0.0%
🟦 Back from here	0	0.0%
🟧 Nominated answer	0	0.0%
⬜ Skip task	0	0.0%

Participants come here 12 times and clicked:

🟩 Correct path	0	0.0%
🟥 Incorrect path	3	25.0%
🟦 Back from here	9	75.0%
🟧 Nominated answer	0	0.0%
⬜ Skip task	0	0.0%

Participants come here 38 times and clicked:

🟩 Correct path	0	0.0%
🟥 Incorrect path	0	0.0%
🟦 Back from here	0	0.0%
🟧 Nominated answer	38	100.0%
⬜ Skip task	0	0.0%

Participants come here 12 times and clicked:

🟩 Correct path	0	0.0%
🟥 Incorrect path	0	0.0%
🟦 Back from here	0	0.0%
🟧 Nominated answer	12	100.0%
⬜ Skip task	0	0.0%

Participants come here 20 times and clicked:

🟩 Correct path	0	0.0%
🟥 Incorrect path	16	80.0%
🟦 Back from here	4	20.0%
🟧 Nominated answer	0	0.0%
⬜ Skip task	0	0.0%

6. You don't currently have ▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒. Where would you go to add it?

- For those who did not select the correct response, there were many paths chosen, and one or two did not emerge as clear competitors to the successful path.
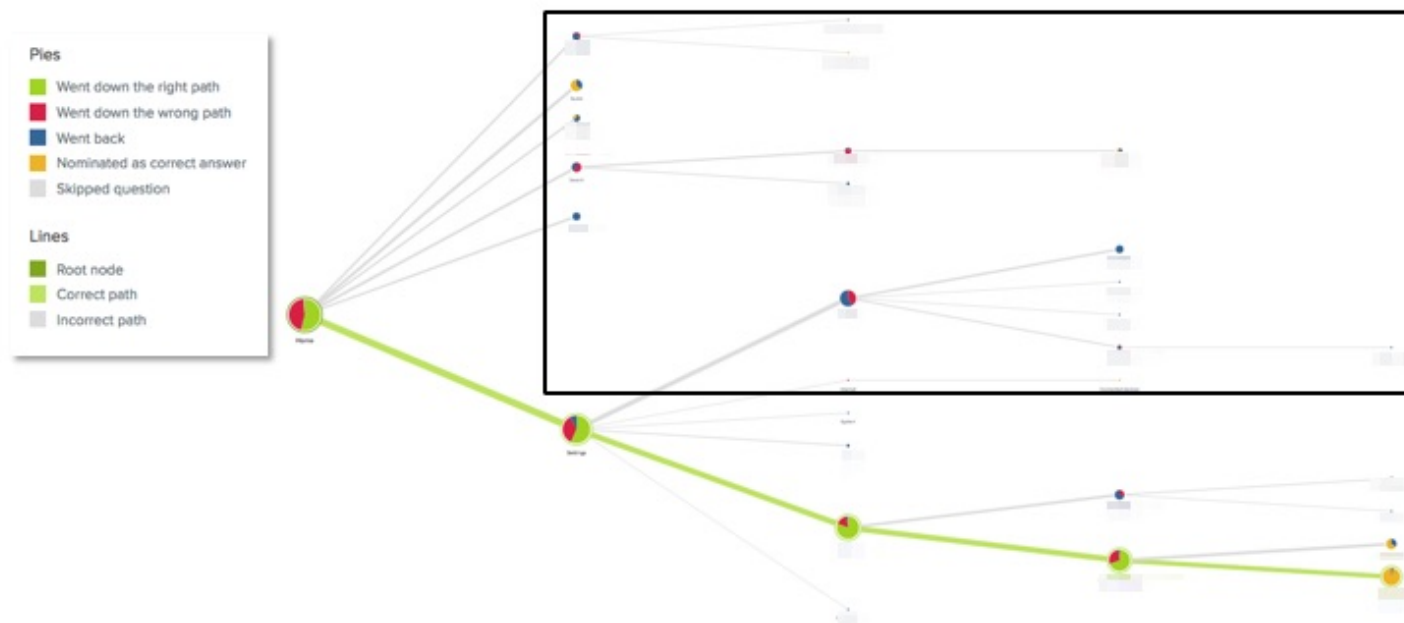
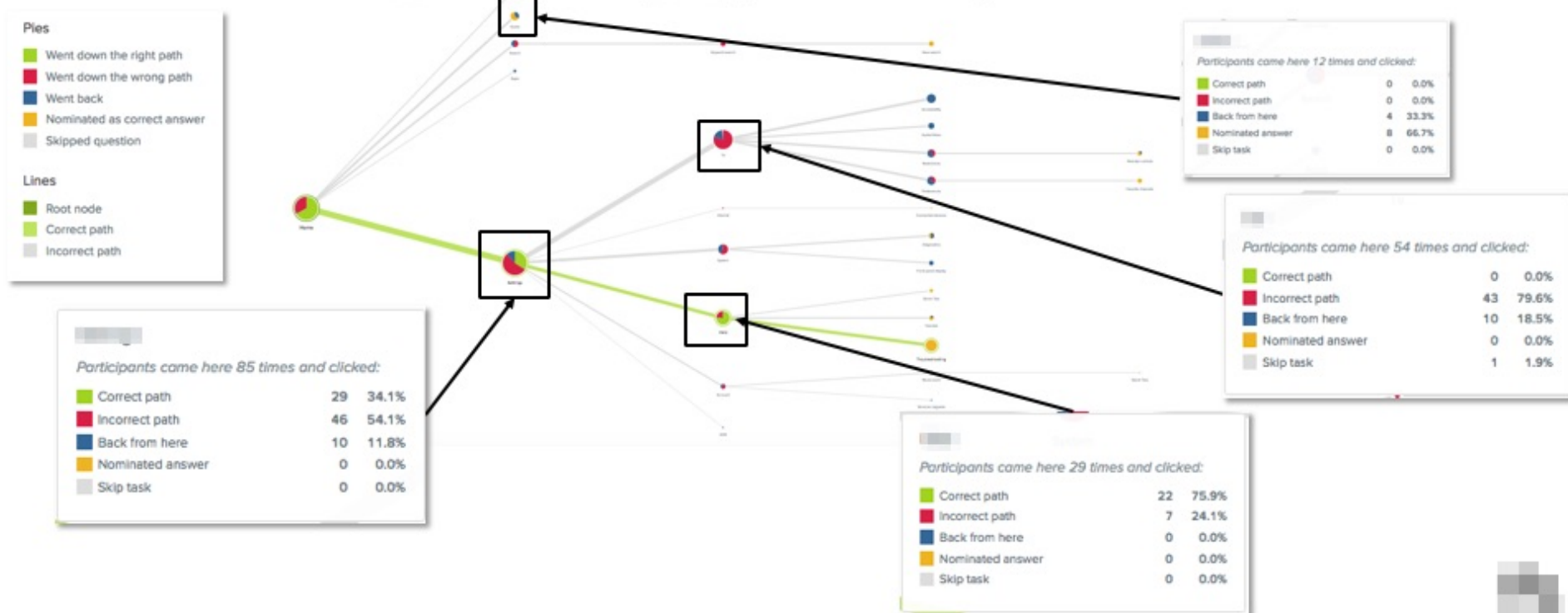**7.** **Where would you expect to be notified when your** ▒▒▒▒ ▒▒ **service is updated with a new service or feature?**

- Of the *incorrect* paths followed, ▒▒▒▒ was the most frequent. Most who arrived at ▒▒▒▒ did not backtrack to find a potentially better response.
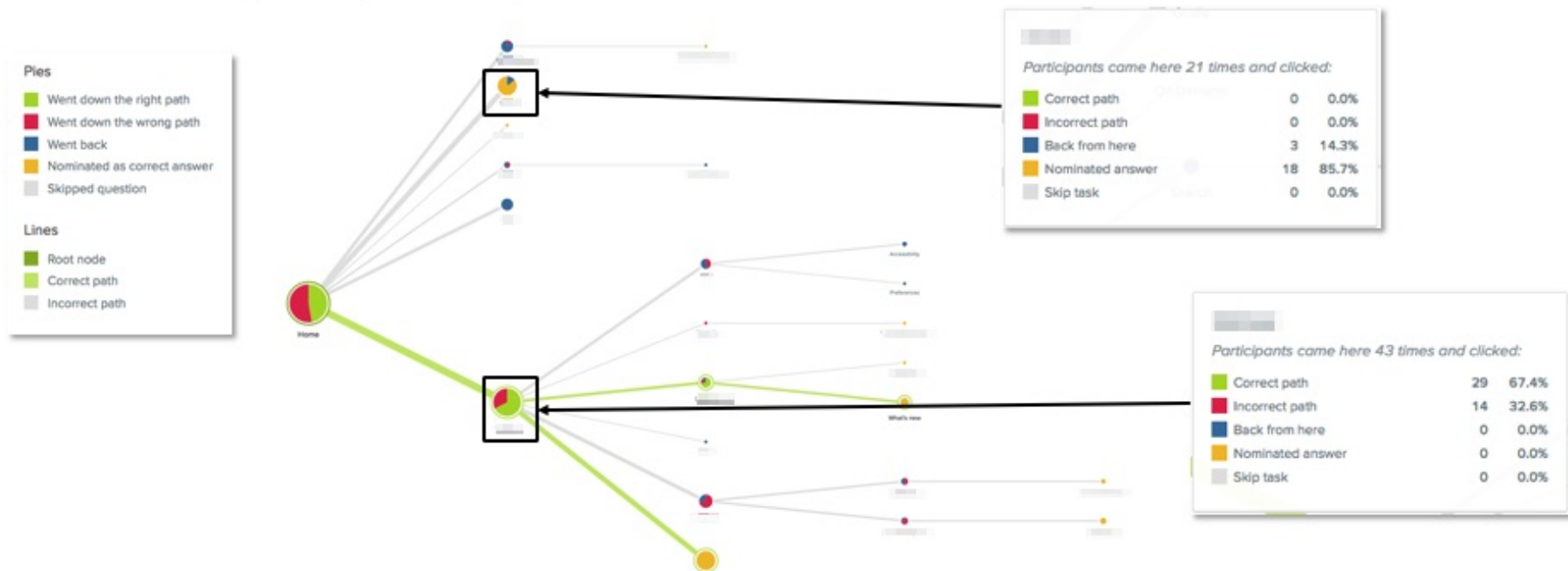
8. **Let's say that** ▓▓▓▓▓▓▓▓▓▓ **is missing on your cable TV display. Where would you go to learn how to fix it?**

- Most respondents understood to first go to ▓▓▓ (although some went to ▓▓▓), but then more continued on to ▓ than ▓▓.
- Most who went to ▓ did not return to ▓▓▓ to see if there might be a better choice.

Pies
- Went down the right path (green)
- Went down the wrong path (red)
- Went back (blue)
- Nominated as correct answer (orange)
- Skipped question (gray)

Lines
- Root node (dark green)
- Correct path (green)
- Incorrect path (gray)

Participants came here 12 times and clicked:

Correct path	0	0.0%
Incorrect path	0	0.0%
Back from here	4	33.3%
Nominated answer	8	66.7%
Skip task	0	0.0%

Participants came here 54 times and clicked:

Correct path	0	0.0%
Incorrect path	43	79.6%
Back from here	10	18.5%
Nominated answer	0	0.0%
Skip task	1	1.9%

Participants came here 85 times and clicked:

Correct path	29	34.1%
Incorrect path	46	54.1%
Back from here	10	11.8%
Nominated answer	0	0.0%
Skip task	0	0.0%

Participants came here 29 times and clicked:

Correct path	22	75.9%
Incorrect path	7	24.1%
Back from here	0	0.0%
Nominated answer	0	0.0%
Skip task	0	0.0%

9. ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ **. Where would you go to see what all your options are?**

- Of the *incorrect* paths followed, ▨▨▨ was the most frequent.
- Within ▨▨▨, ▨▨▨▨▨ and ▨▨▨▨▨ were chosen about equally.

Pies
- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines
- Root node
- Correct path
- Incorrect path

Home

Participants came here 34 times and clicked:

Correct path	0	0.0%
Incorrect path	0	0.0%
Back from here	5	14.7%
Nominated answer	29	85.3%
Skip task	0	0.0%

Participants came here 13 times and clicked:

Correct path	10	76.9%
Incorrect path	0	0.0%
Back from here	3	23.1%
Nominated answer	0	0.0%
Skip task	0	0.0%

Action

Participants came here 36 times and clicked:

Correct path	23	63.9%
Incorrect path	9	25.0%
Back from here	4	11.1%
Nominated answer	0	0.0%
Skip task	0	0.0%

Participants came here 12 times and clicked:

Correct path	10	83.3%
Incorrect path	1	8.3%
Back from here	1	8.3%
Nominated answer	0	0.0%
Skip task	0	0.0%

10. ▓▓▓ **Where would you go?**

- Of the *incorrect* paths followed, ▓▓▓▓, was the most frequent, followed by ▓▓▓, and then ▓▓▓▓▓.

Pies
- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines
- Root node
- Correct path
- Incorrect path

Participants came here 21 times and clicked:

Correct path	17	81.0%
Incorrect path	2	9.5%
Back from here	2	9.5%
Nominated answer	0	0.0%
Skip task	0	0.0%

Participants came here 48 times and clicked:

Correct path	0	0.0%
Incorrect path	29	60.4%
Back from here	19	39.6%
Nominated answer	0	0.0%
Skip task	0	0.0%

11. ▦▦▦▦▦ ▦▦▦▦▦ ▦▦▦▦ ▦▦▦▦ ▦▦▦▦ ▦▦▦▦ ▦▦▦▦ ▦▦▦▦ ▦▦▦▦. **Where would you go to save** ▦▦▦▦ ▦▦▦▦ **?**

- Of the *incorrect* paths followed, ▦▦▦▦ was the most frequent.
- Ultimately, more respondents (19) picked ▦▦▦▦ than the correct response (13).

Pies
- 🟩 Went down the right path
- 🟥 Went down the wrong path
- 🟦 Went back
- 🟧 Nominated as correct answer
- ⬜ Skipped question

Lines
- Root node
- Correct path
- Incorrect path

Participants come here 23 times and clicked:

🟩 Correct path	0	0.0%
🟥 Incorrect path	0	0.0%
🟦 Back from here	4	17.4%
🟧 Nominated answer	19	82.6%
⬜ Skip task	0	0.0%

Participants come here 63 times and clicked:

🟩 Correct path	0	0.0%
🟥 Incorrect path	45	71.4%
🟦 Back from here	17	27.0%
🟧 Nominated answer	0	0.0%
⬜ Skip task	1	1.6%

Participants come here 27 times and clicked:

🟩 Correct path	17	63.0%
🟥 Incorrect path	6	22.2%
🟦 Back from here	4	14.8%
🟧 Nominated answer	0	0.0%
⬜ Skip task	0	0.0%

Participants come here 13 times and clicked:

🟩 Correct path	0	0.0%
🟥 Incorrect path	0	0.0%
🟦 Back from here	0	0.0%
🟧 Nominated answer	13	100.0%
⬜ Skip task	0	0.0%

Appendix

01. Participant Destinations*

*Breakdown of where participants ended for each task.

02. First Click (Tasks 1-6)*

1. Where would you go?

LABEL	VISITED FIRST	VISITED DURING
	13%	33%
	41%	48%
	22%	31%
	22%	35%
	2%	7%
	0%	2%

2. Where would you go to see what all your options are?

LABEL	VISITED FIRST	VISITED DURING
	4%	7%
	54%	57%
	7%	7%
	33%	41%
	2%	2%
	0%	0%

3. Where would you go to save ?

LABEL	VISITED FIRST	VISITED DURING
	85%	87%
	4%	15%
	0%	4%
	2%	7%
	0%	4%
	9%	30%

4. Let's say you have a guest visiting and you want to . Where would you look that up?

LABEL	VISITED FIRST	VISITED DURING
	0%	0%
	0%	0%
	0%	0%
	4%	7%
	9%	11%
	87%	96%

5. Let's say that is missing on your cable TV display. Where would you go to learn how to fix it?

LABEL	VISITED FIRST	VISITED DURING
	2%	6%
	15%	22%
	0%	0%
	7%	15%
	2%	4%
	74%	81%

6. You can't remember what you . Where would you go to see that ?

LABEL	VISITED FIRST	VISITED DURING
	4%	7%
	0%	6%
	0%	0%
	7%	9%
	11%	11%
	78%	93%

*Which branches were clicked first for each task, and what percentage of participants did so.
 This can be compared to the percentage of first clicks on a branch with the total percentage of participants who visited that branch at any point during the task.

03. First Click (Tasks 7-10)*

7. You don't currently have ▓▓ ▓▓▓▓ ▓▓▓▓. Where would you go to add it?

LABEL	VISITED FIRST	VISITED DURING
▓▓▓	6%	13%
▓▓▓	11%	22%
▓▓▓▓▓	7%	11%
▓▓▓	4%	13%
▓▓	7%	13%
▓▓▓▓	63%	81%

8. Where would you expect to be notified when your ▓▓▓ service is updated with a new service or feature?

LABEL	VISITED FIRST	VISITED DURING
▓▓▓▓	7%	15%
▓▓▓	30%	37%
▓▓▓▓▓▓	0%	2%
▓▓▓	2%	4%
▓▓	13%	17%
▓▓▓	48%	65%

9. Where's the first place you would go here to get assistance with ▓▓▓▓▓▓?

LABEL	VISITED FIRST	VISITED DURING
▓▓▓	2%	6%
▓▓	9%	13%
▓▓▓▓▓	0%	0%
▓▓▓	26%	30%
▓▓	7%	13%
▓▓▓▓	56%	78%

10. Let's say you want to find a list of ▓▓▓▓ ▓▓▓▓ ▓▓▓ ▓▓▓▓ ▓▓▓▓▓ ▓▓▓. Where would you expect to find this?

LABEL	VISITED FIRST	VISITED DURING
▓▓▓	0%	2%
▓▓	0%	2%
▓▓▓▓	0%	0%
▓▓▓	4%	7%
▓▓	7%	11%
▓▓▓	89%	98%

*Which branches were clicked first for each task, and what percentage of participants did so. This can be compared to the percentage of first clicks on a branch with the total percentage of participants who visited that branch at any point during the task.

04. Open-Ended Comments*

Comments
Once you start to navigate, it seems to get easier as time goes on.
This was very interesting and I would love top see the live product. Some of the items were very simple to find while others were not.
My first answer for many of these tasks would be to CALL customer service. But that wasn't an option. thanks
I found them all very difficult to find. I'm hoping the ███████ is much more user friendly.
I have to access '███████' to view ██████. I think that's misleading. I wouldn't expect to find ███████ under '██████'.
███ '████████████'.
I think it would be helpful if "█████" was present at the ████████.
I found the process to get the information on each task very simple and easy.
I would say I wasn't sure where to go to answer most of the questions
The last task unless the user knows it is ███████████ they may not know that you need to look there they may look under a different heading.
A few of these were very easy to find. A couple were very tough and I only found them searching for the answer to a different question. I almost felt like I had too much information to look through.
In particular, search features do not seem to be the most intuitive. This has been an ongoing issue of ████████ products and a lot more focus should be put on intelligent search.

*Question: Do you have any comments about the ease or difficulty of finding these items?