



HUGGIES Mommy Answers Facebook App

UX Study Results & Recommendations

Project Overview

In September-October 2012, Ogilvy and Kimberly-Clark began troubleshooting the Mommy Answers Facebook app, with an aim of improving bounce rate (~70%) and repeat visit rate (4% of monthly visits are by repeat visitors). An A-B test of two different Mommy Answers home pages was developed to mitigate the bounce rate. This test will run for two weeks commencing in December. While a winner of this test will be declared, it was decided in meetings with the client that it would be wise to conduct user testing with an aim to further decrease the bounce, as well as drive higher repeat engagement, visits, and sharing of the tool. In addition to probing the user interface, the testing would explore the content in the tool to see if it is meeting the expectations of the target audience. The findings of this testing would inform the strategy driving modifications to the tool in Q2 2013.

Usability Test Framework

Research Goals

The primary focus of the study was to examine and analyze the current user experience of the Huggies Mommy Answers app on Facebook -- inclusive of interface, functionality, and content.

The goals of the Usability Study include:

- Understanding the way respondents experience the Facebook app and why there's currently a substantial bounce rate on the landing page
- Assessing respondents' opinion of the content offered, and whether it meets their information needs and expectations
- Identifying potential areas of evolution and opportunity that will improve the efficiency, productivity, and end-user satisfaction

Methodology

Moderated 1-on-1 Usability Study

Participants were recruited by a third-party vendor according to a client-approved screener and each respondent was in a 1-hour session with an Ogilvy Usability Analyst moderating. These tests were conducted in-person at Ogilvy offices.

For this study, we examined the following:

- **Media Drivers** – Expose media related to the Mommy Answers experience
- **Specific Tasks** – Respondents were asked to complete specific tasks on Mommy Answers app
- **User Satisfaction** – Respondents were able to talk through the things they like and answered follow-up questions about satisfaction with the experience.
- **Suggestions for Improvement** – Respondents were able to talk through the things they think should improve and answered follow-up questions about satisfaction with their experience

Respondents

We recruited a total of **10 POME Moms**:

- In two-primary markets (Chicago, IL & New York, NY)
- Ages were in the range of 23-37
- 8 of 10 were first-time expecting moms
- 6 of 10 lived in urban areas

Task 1: Viewing OLA (2 Versions)

Findings:

A: The eye-catching animated messaging resonated with respondents and the word “cute” was mentioned a lot in describing this. Some could see that each one represents a different stage in the pregnancy. The statements here left respondents unsure what it’s trying to do - many thought, “so what?”

Recommendations:

A: Banner ad needs to help respondents understand the purpose of this or use it to communicate a clear call-to-action.

The image shows a screenshot of the BabyCenter website. At the top, there is a navigation bar with links for 'GETTING PREGNANT', 'PREGNANCY', 'BABY', 'TODDLER', 'PRESCHOOLER', 'BIG KID', 'FOR YOU', 'COMMUNITY', 'BLOG', 'GAMES', and 'SHOP'. Below the navigation bar is a search bar and a timeline for 'Add your child to the timeline'. The main content area features a series of banner ads for Huggies Mommy Answers. Each ad consists of a statement on the left and a 'NOW WHAT?' call to action on the right, followed by the Huggies Mommy Answers logo. The statements are:

- My husband and I are having a naming throw down.
- I'm craving a hot fudge and pickle sundae.
- There are a gazillion different strollers to choose from.
- My husband and I are having a naming throw down.
- They forgot to give me an instruction manual for baby.
- My mood swings are as unpredictable as my appetite.
- I feel like I'm having a gymnast.

A yellow box with the letter 'A' is placed over the middle section of the banner ads.

Task 1: Viewing OLA (2 Versions)

Findings:

B: Respondents then looked to this side when trying to look for clues on what the purpose is. The talk balloon graphic along with the animated messages connoted the idea of a forum for Moms. This theory is further affirmed by the “Get the best advice...” line.

The idea of a forum from Huggies wasn’t appealing for a few reasons. Some respondents that participate in forums are familiar, if not already loyal, with Babycenter.com (where these OLAs are found) so it’s a tough sell to convince respondents to click away to a similar site that’s unfamiliar. For the ones that don’t have the time or patience, just said they want direct answers fast. Currently, it’s perceived that the answers are from other moms instead of experts. They don’t want to be following an endless thread just to get nowhere.

Recommendations:

A: Get rid of the talk balloon graphic and re-think this area to better communicate what the site is and why someone from BabyCenter.com should click over.

The image shows a screenshot of the BabyCenter website. At the top, there's a navigation bar with links like 'GETTING PREGNANT', 'PREGNANCY', 'BABY', 'TODDLER', 'PRESCHOOLER', 'BIG KID', 'FOR YOU', 'COMMUNITY', 'BLOG', 'GAMES', and 'SHOP'. Below the navigation bar is a search bar and a timeline for adding a child to the timeline. The main content area features an advertisement for Huggies Mommy Answers. The ad is framed by a red dashed border and contains several rows of text and graphics. Each row includes a question in a red speech bubble, a 'NOW WHAT?' speech bubble, and the Huggies Mommy Answers logo. A yellow box labeled 'B' is positioned in the middle of the ad, pointing to the 'NOW WHAT?' speech bubble graphic.

Moms say: How to get ready fast | Are you raising a book lover? Mobile Apps Follow us Log in | Sign up

SEARCH ON BABYCENTER

GETTING PREGNANT PREGNANCY BABY TODDLER PRESCHOOLER BIG KID FOR YOU COMMUNITY BLOG GAMES SHOP

(Add your child to the timeline >>) pregnant newborn 1 year 2 years 5 years 8 years

Advertisement

My husband and I are having a naming throw down. NOW WHAT? Get the best advice at HUGGIES BRAND MOMMY ANSWERS

Mom Answers > Answer a question > Ask a question Search Find answers

I'm craving a hot fudge and pickle sundae. NOW WHAT? Get the best advice at HUGGIES BRAND MOMMY ANSWERS

There are a gazillion different strollers to choose from. NOW WHAT? Get the best advice at HUGGIES BRAND MOMMY ANSWERS

My husband and I are having a naming throw down. NOW WHAT? Get the best advice at HUGGIES BRAND MOMMY ANSWERS

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They forgot to give me an instruction manual for baby. NOW WHAT? Get the best advice at HUGGIES BRAND MOMMY ANSWERS

My mood swings are as unpredictable as my appetite. NOW WHAT? Get the best advice at HUGGIES BRAND MOMMY ANSWERS

I feel like I'm having a gymnast. NOW WHAT? Get the best advice at HUGGIES BRAND MOMMY ANSWERS

Task 2: Connecting OLA to Mommy Answers Landing Page

Findings:

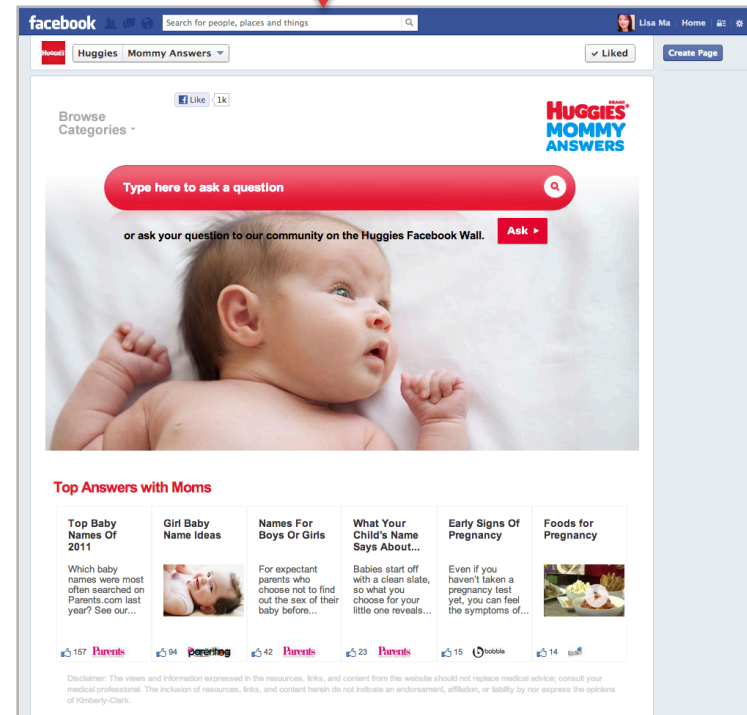
A: Because most respondents expected to see some type of forum for Moms to get advice on pregnancy on Huggies.com, almost all respondents were surprised to see Facebook. There were privacy concerns for two reasons:

1. Separate Personal from Professional Life – For the working Moms, they didn't want to let their FB community know they were pregnant
2. Automatically Sharing Too Much Info – Some were un-sure how much Mommy Answers would show their activity inside the app to their FB community

The prominent search bar along with the list of articles below didn't support the idea of a forum they were expecting from the OLA. A few respondents thought the search was possibly a way into a forum where other Moms would answer questions.

Recommendations:

A: Make sure there are consistent elements and messaging on the landing page experience to deliver on the expectations of the OLA. Re-consider if Facebook is the right platform for this experience.



Task 3: Finding “How to Decorate a Nursery”

Findings:

A: Most respondents didn’t see this and needed help finding it. When they did see it, EVERYONE loved it and thought it was valuable. Some respondents appreciated the progression of each category and the color treatment was appealing.

B: This is the first thing respondents noticed and all understood the functionality.

C: Respondents needed a second look at this to really understand the functionality. Some thought it was a “Go” button for the Search while others had to take a few minutes. to really read the “or ask your question...” line.

D: The purpose of this was clearly understood and all liked the types of content readily available in this area.

Preferred Choice: When respondents were tasked with finding “How to Decorate a Nursery” all respondents wanted to just use the “Browse Categories” because the notion was that it was one of the following:

1. It’s less work than typing in the question
2. The results will be more curated to what they’re looking for

Recommendations:

A: Consider making the functionality more prominent.

C: Be clear through design AND text on the functionality of this

B & D: Keep the same.



Task 3: Finding “How to Decorate a Nursery” (Results Set)

Findings:

A: Overall, this page was described as being boring. It’s hard to scan this page with so much heavy (titles and summary) text with no break and the fact that sometimes the number of results can be across so many pages it’s daunting to try and go through each one.

“This page is kind of boring. It needs a little more of something, I’m not sure what.” – Respondent #1

“This is kind of plain. There’s no pizzazz to it....there needs to be something that pops. It’s kind of boring!” – Respondent #3

Recommendations:

A: Consider adding images where appropriate in an effort to help break up the heavy text and also help communicate that particular answer.

Help organize the large set of answers so it’s easier for respondents to find what they want without having to read everything.

The screenshot shows a Facebook search results page for the query "How to Decorate a Nursery". The page is titled "Preparing the Nursery" and displays 52 results. A red dashed box highlights a grid of 12 article snippets. The first snippet in the grid is marked with a yellow 'A' in a box. The snippets include titles like "How Can I Tell My Mom That I Don't Want To Use My...", "New Crib Regulations In Effect: What You...", "Designing a Baby Nursery (When You're Sharing a...", "A Non-Themed Nursery", "Our Nursery is Kind of Boring", "Designing the Nursery: What I Wish I'd Done...", "The Baby's Room", "Nursery Fun!", "Nurseries!", "The Mother-In-Law and The Nursery", "Planning Our Nursery", and "Confession: What My Baby Monitor is Really Used For". Each snippet contains a short text excerpt and a small image icon. The page also features a search bar at the top, a "Type here to ask a question" button, and a "Want more answers? Post your questions on the Huggies wall to ask our Facebook community." button. The Facebook interface elements like the profile picture, name, and navigation icons are visible at the top.

Task 3: Finding “How to Decorate a Nursery” (Each Answer)

Findings:

A: Respondents often complained that certain titles that were too long were being cut off and in order for them to find out if that particular answer is relevant would have to click on it in order to read it.

“I wish you could see what you’re reading [of the title] before you get to the full content” – *Respondent #3*

B: Most thought the summary of each answer was ok here while a few thought it may be unnecessary.

C: All respondents understood the purpose of the third-party logos here and liked it because it added credibility to the site.

Recommendations:

A&B: Consider always providing the full title to give respondents the best idea of what the answer is. Instead of a grid-like layout, perhaps a list format for the answers would provide easier scan-ability.

C: Keep the same.

The image is a screenshot of a Facebook page from the 'Huggies Mommy Answers' group. The page shows search results for a question: 'How Can I Tell My Mom That I Don't Want To Use My...'. The results are displayed in a grid-like format. A red box highlights a specific result, and three yellow boxes with letters A, B, and C point to different elements of the page. Box A points to the truncated title of the highlighted result. Box B points to the truncated text of the highlighted result. Box C points to the 'babycenter' logo at the bottom of the highlighted result. The page also shows other search results, a search bar, and navigation buttons.

Task 4: Taking a Look at the Preview Page (Forum)

Findings:

A: Overall, many respondents were surprised to see this page from the results page. They expected to see the full article and didn't understand the need for this since it requires another click to read the full article. Some were even suspicious if they would get the full article after this page.

"It's surprising that it's only showing the question because usually the answers from other people are underneath." – Respondent #1

B: When respondents search for something definitive, they are surprised to see some titles here in the form of a question AND the summary being written in first-person. In those circumstances, the thought is 'how do I know there's an answer to this question' in the forum?

C: The summaries were the following:

1. Too short and not giving enough information about the article
2. Not being a good representation of the article
3. Some thought it was ok

D: The link here to read the full article is fully dependent on the quality of the summaries above. Most respondents were unsure if they wanted to read the full article.

E: Most respondents didn't see a need for this on this page. There's not enough information to convince them to share with friends/family. If this was on the full article page, the only thing missing is the ability to email the article as another way of sharing.



Recommendations:

A: Consider getting rid of this page since so many thought this was a barrier to getting to the full article. If this page has to stay consider making it look more visually appealing or bring in the full article.

B: On the results page, it's probably better to distinguish what answers are from forums since it's not always relevant to the search so respondents aren't surprised here.

C & D: Rather than always using the first line of the article as the summary, maybe quoting another line of text would be better served.

E: Consider removing since this isn't appropriate at this point in the absence of the full article.