

TecEd's user research services deliver vital insights about the world of your customers. Together with your team, we observe and analyze people's actual experiences and behavior with your products. Based on user data, we create innovative designs at successful companies around the world.

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Case Study: Usability Testing of Redesigned Alltel Website

Background

- **Client:** Alltel Wireless was the fifth largest wireless communications company in the U.S. (7/2008); it has since been acquired by Verizon Wireless.
- **Product:** Wireless services for business and residential customers.
- **Partner:** Campbell-Ewald, Alltel's digital agency, turns to TecEd for user research services.
- **Challenge:** Validate redesigned website for improved customer experience in researching and locating the information they were seeking.

Objectives

- For redesign: Simplify look-and-feel, navigation, and content to better engage users who are considering a switch to Alltel.
- For usability testing: Learn how the redesigned navigation and content supports users as they decide which wireless plan best meets their criteria.

Methodology

- Identification of user audiences, all customers of other wireless carriers.
- Interviews to learn users' specific requirements and selection criteria for choosing a wireless plan and wireless company.
- Observation of users exploring the redesigned site to find a plan that met their criteria.

Research Results

- Simplified site navigation was clear and effective.
- "At-a-glance" tables on Alltel's Plans pages drew users' attention and clarified differences between plans and plan groups, but desired or important details often were not discovered below the fold.
- Feature summary on Phones page enabled users to decide whether a phone was a fit; easy-to-use phone comparison feature also helped.

The screenshot shows the Alltel Wireless website. The top navigation bar includes links for My Account, Store Locator, Send a Text Message, and My Account Information. The main heading is "National Freedom" with a subheading "individual & family national plans". Below this is a table of plans with columns for "My Circle® Number", "minutes", and "additional minutes". The plans are categorized by price: \$39.99, \$49.99, \$59.99, \$79.99, \$99.99, \$149.99, and \$199.99. Each plan has a "sign up" button. Below the table, there is a section for "My Circle - call any 5, 10 or 20 numbers for FREE" and a "view your coverage" map. The bottom of the page features a "my circle" section, "Roam Around the World" section, and "Alltel Connect" section.

My Circle® Number	minutes	additional minutes
1	500	40¢
5	750	40¢
10	900	40¢
10	1400	35¢
20	2100	25¢
20	4000	25¢
20	6000	25¢

add up to 4 lines for \$20 each mo.
add up to 4 lines for only \$9.99 each per month.

change your plan at any time without extending your contract

My Circle - call any 5, 10 or 20 numbers for FREE

With My Circle, you choose the unlimited calling that's right for you. You can even add lines for as low as \$9.99 per line. Plus, you're always in control. Change Your Circle numbers anytime.

National Freedom plans \$49.99 or higher include:

- 5, 10 or 20 My Circle numbers - plus, change Your Circle numbers anytime
- Unlimited Mobile-to-Mobile Minutes
- Unlimited Nights and Weekends
- Free nationwide long distance
- Basic Voice Mail
- Caller ID
- 3-Way Calling
- 1st Answer Transfer
- Call Forwarding
- Call Waiting
- Pay-Per-Use Text Messaging

view your coverage

With more coverage than anywhere, Alltel keeps you covered from coast to coast.

my circle

Switch today and get unlimited free calling on any 5, 10 or 20 numbers - anytime on any network.

sign up with My Circle today!

Roam Around the World

Introducing International Wireless Roaming for world travelers.

learn more about international roaming

Alltel Connect™ e-Newsletter

Get news and updates:
• cool new phones & services
• hot offers & contests
• useful phone tips

sign up today!

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"TecEd's research eloquently showed us the users pain points and provided actionable recommendations for improving the experience of finding a plan or phone that fits their needs. Following the release of the redesigned pages we saw an immediate increase in traffic in those areas."

—Jason Macemore,
SVP, Information Architect Manager
Campbell-Ewald