

MY COKE REWARDS

Heuristic Evaluation

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Overview

RATING CRITERIA

Each usability issue is identified and assigned a severity rating. This rating is applied after all the evaluations have been compiled and listed in one comprehensive document.

1 Cosmetic	Will not affect the usability of the system, fix if possible.
2 Minor	Users can easily work around the problem, fixing this should be given low priority.
3 Medium	Users stumble over the problem, but quickly adapt to it.
4 Major	Users have difficulty, but are able to find workarounds, fixing this should be mandatory before the system is launched. If the problem cannot be fixed before launch, ensure that the documentation clearly shows the user a workaround.
5 Catastrophic	Users are unable to do their work, fixing this is mandatory

Each page will have this rating table, so we can assess each element based on all factors.

1 Cosmetic
2 Minor
3 Medium
4 Major
5 Catastrophic



Heuristic #1: Visibility of system status

As Nielsen explains, this means that the site should let users know what is going on using 'appropriate feedback within reasonable time.' This guideline largely relates to those occasions when a site must take control from the user to perform some process, for example validating credit card details.

1. If a process forces users to wait, timely feedback is important.

<http://www.mycokerewards.com/> as the flash loads, a “% loaded” message will help the consumers to know the amount of time they have to wait (perception of progress vs. actual time left).

2. Appropriate feedback appears when and where it is needed, like a warning beside a button that will start a long process.

Depending on the consumer's connectivity, the web site may take some time load for the first time visitor. A message alerting the site visitor allows them to manage their expectations.

3. Appropriate feedback is also informative (like the flash loading animation) and unobtrusive, like well written link text rather than a pop up message box that warns you of something you would like to have known before you followed the link.

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Heuristic #2: Match between your site and the real world

At first glance, this guideline seems easy to understand and implement. However, this is the guideline we see broken most often because most sites are still designed with an inadequate understanding of their audience. This vacuum is filled by self-referential design - designing the site to suit its designs, stakeholders and SMEs, rather than its real audience.

1. Know and understand who the audience is and what would seem familiar to them – starting with the instant they hear about this rewards program.

1. While we can't control the first exposure to the rewards website, we can prepare for their mood as they begin their experience, such as entering codes, or finding the correct website.

Potential issues: finding correct URL, understanding point structure for different products and rules, visual clarity and format of codes.

2. A site full of medical jargon is fine if it's designed for doctors. And this applies to more than just the language a site uses. The organization of the content and site navigation may reflect concepts familiar to the Coca Cola, but will they make sense to the targeted audience?

Brands, products “drill down” is organized by organization view rather than the consumer's perspective.

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Heuristic #3: User control and freedom

This guideline is closely related to Visibility of system status, above, as they both concern providing the user with the information and options that ensure the user remains in control. In this guideline, however, the focus is on navigation and way finding on the site.

1. Success with this guideline is determined if the consumer can answer these three questions quickly each time he/she clicks a link on www.mycokerewards.com:

1. Where am I?
2. How did I get here?
3. How do I get back to where I came from?

The consumer who can answer these questions quickly and with confidence will feel in control.

2. After “company logo = link to home page” as a predominant user behavior, employing the “back” button as a self-correction is the 2nd most predominant behavior – and is an unconscious action.

Breadcrumbs are an excellent way to address both items listed above, because this one feature answers all three of these questions at a glance plus helps to curb the “back” button reflex.

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Heuristic #4: Consistency and standards

As Jakob Nielsen is fond of pointing out, people spend most of their time on somebody else's website, not on yours. As a result, if you use unconventional features on your site people are unlikely to waste time learning how your site works and will go elsewhere – and, complain about the issues.

1. The advantages of consistency apply within sites as well as between sites. If page layouts, presentation and navigation are radically different between one part of the site and another. you are making unnecessary work for your users.
 1. Links from the all the Coca Cola sites to My Coke Rewards would be very useful in offering the path quickly to enter their codes.

User uses [keywords “coke rewards”] Google search and sees Google search results; 1st reference to an authentic coca cola site falls at: page 1, 7th result.

http://www.thecoca-colacompany.com/presscenter/nr_20060227_americas_mycokeawards.html

The user clicks on the company logo, as it's become general knowledge to users that it will bring the user to the home page: <http://www.thecoca-colacompany.com/>

There is no link to mycokerewards.com on that page.

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The Coca-Cola Company today reported first quarter earnings per share of \$0.54,

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[View the Annual Meeting of Shareowners Webcast](#) (10:30am EDT)

NEWS

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[The Coca-Cola Company: Retooling Its Atlanta Headquarters To Conserve Natural Resources, Combat Climate Change](#)

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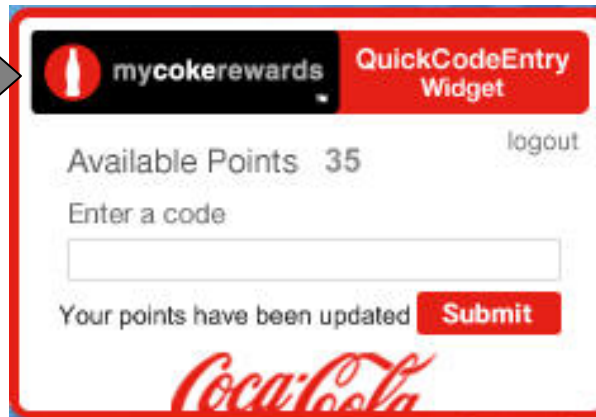
[Privacy Policy](#) - [Terms of Use](#) - [Site Map](#) - [European Undertaking](#)



Heuristic #4: Consistency and standards

2. User friendly cues such as the cursor changing to a hand to alert the consumer to actionable links.

Mycokerewards is a live link to the website, but the cursor is an "arrow" icon



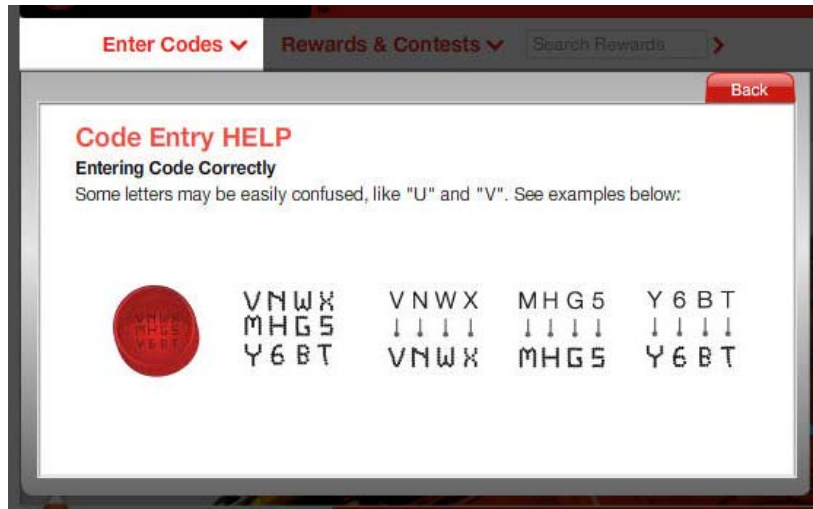
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Heuristic #5: Error prevention

This is another guideline that seems simple at first glance but causes endless trouble in practice. It is a particular problem to watch out for in forms and multi-step procedures, such as booking services online. Most often, the site design forces some unexamined assumption on users that does not match their needs and leads them to enter reasonable data that the site won't accept.

1. Code entry seems to be an issue, from the unreadability of the code itself, the format (3 sets of 5 alpha/numeric characters on 3 lines, potentially interpreted as a space in between)

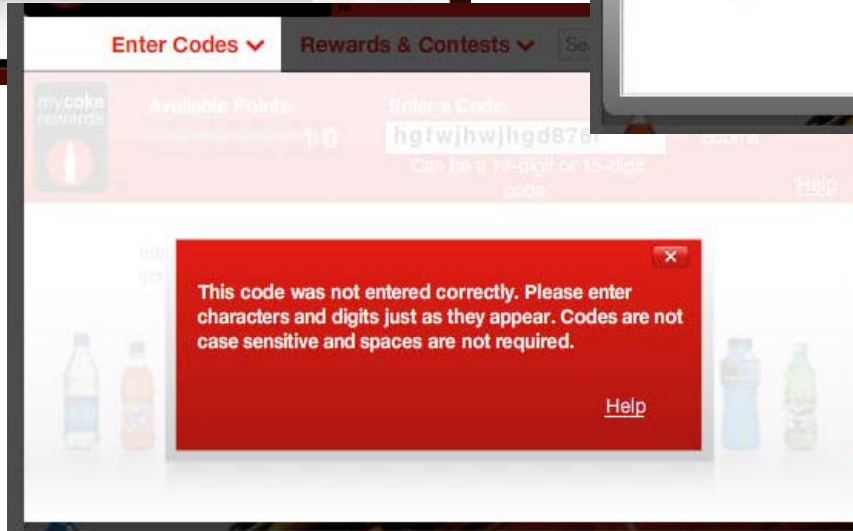
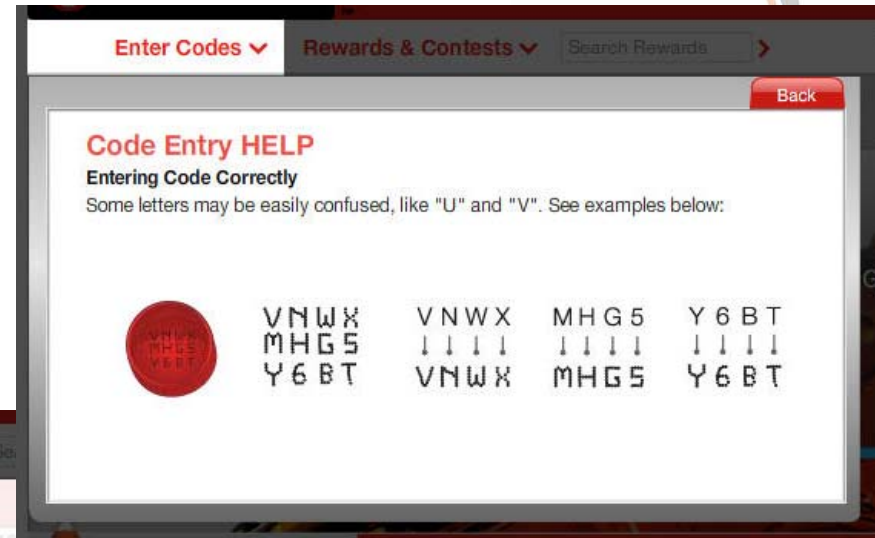
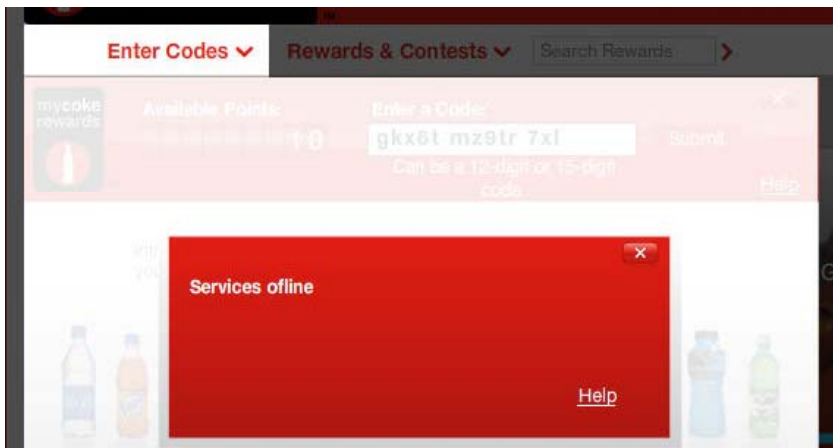


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Heuristic #5: Error prevention

2. Error messaging is generic, as is the help link

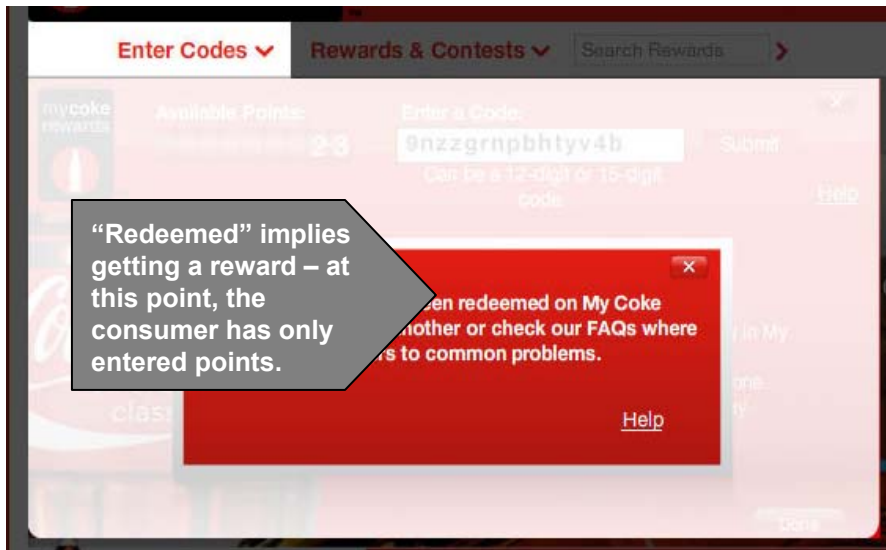


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Heuristic #5: Error prevention

- Confirmation message uses copy that implies another action rather than simply entering code



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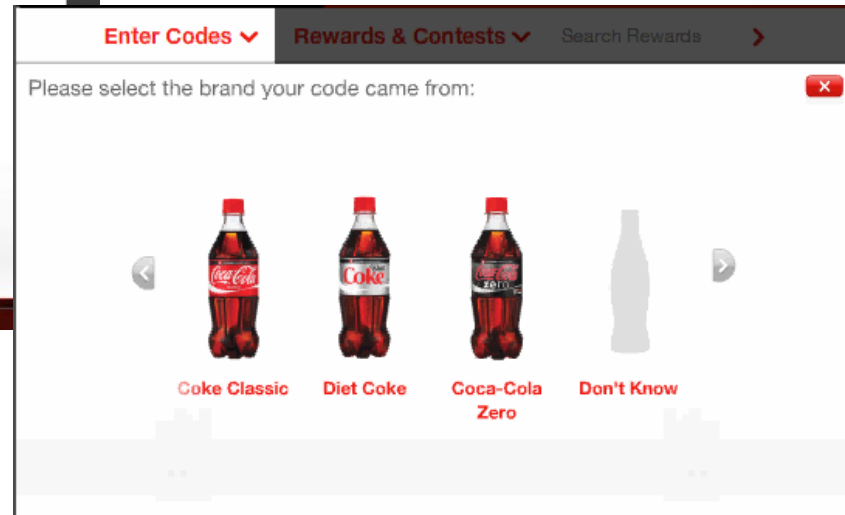
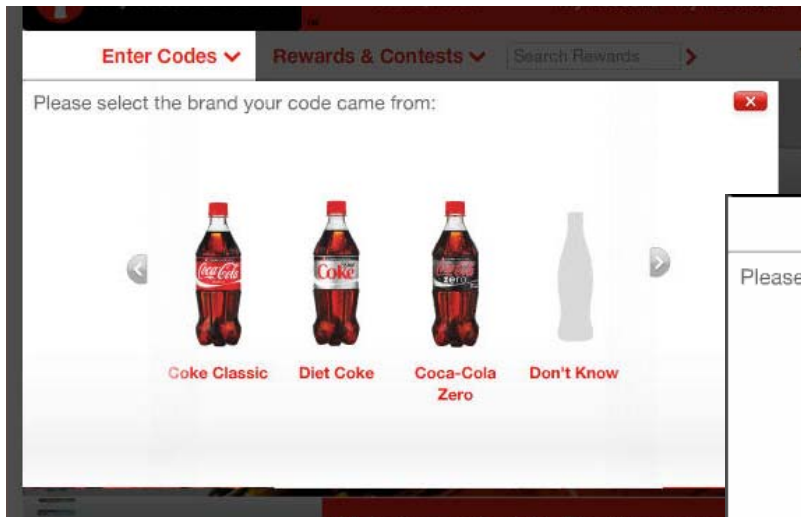


Heuristic #5: Error prevention

4. Several issues arose once the code was entered:

1. Visual recognition overtook the text labels placed below
2. Recalling which brand the cap was associated with
3. Finding the specific type of drink (i.e., Caffeine Free Diet Coke)

Choosing “don’t know” did not sit well with the consumer – “don’t recall” would have been a better choice.



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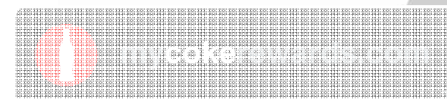
Heuristic #6: Recognition rather than recall

This guideline is all about understanding a task from the user's point of view, and is one to watch out for in forms and multi-step procedures. To find problems relating to this heuristic, put yourself in the user position and try to perform a typical task on the site.

If everything your consumer needs to complete a task to your satisfaction doesn't fall into place as you go, then this guideline has probably been broken.

1. After downloading the desktop widget, and entering the codes, the consumer may go to the website to check on their activity, and browse the awards available. However, a log in is required again – even during the same session in which the widget was downloaded originally.
2. There are different point values, based on size of bottle, as well as the packaging; the number of points does not intuitively tell the user how many more entries they have left for the day.

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Heuristic #7: Flexibility and efficiency of use

Nielsen's heuristics were originally written for desktop software rather than the Web and don't always seem to apply to the Web. For example, this guideline advises us to provide shortcuts for expert users, but on the Web infrequent visits may make every user of a site a perpetual novice.

The Web is now used to deliver powerful software services, like Google, and browser-based interfaces are being used on many software systems, so this guideline can now be usefully applied to many sites.

Everyone is a novice user at first, but unless a site is infrequently used a person will quickly gain competence. So look for features that serve more competent users where such a user population is likely to exist.

1. The key to applying this is again, understanding user behavior - especially with regard to frequency of use.
 1. Monitor user behaviors via log analytics such as webtrends will help to understand current user visits, and offer "quick links" to most visited areas
 2. Accommodate the "first time" visitor with clear indicators
 3. Offer multiple paths to "enter codes"

Enter Codes ▾ Rewards & Contests ▾ Search Rewards > Take a Tour ▾ Español <>

POWERade is
LIQUID FUEL
designed to boost your energy and hydration to keep you in the game.

8 | 20 OZ BOTTLES
IN STORES NOW!
Up to 24 MCR cap codes in each 8 pack

LeBron James

Enter Codes >

Get My Coke Rewards with these participating brands >

Enter Codes > Here's what's new

Grab Your Drink
Diet Coke >

Check out our collection of unique Coca-Cola rewards. >
Be entertained. Redeem your points for movie tickets. >

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Heuristic #8: Aesthetic and minimalist design

Of all Nielsen's heuristics, this is the one viewed with most suspicion. Many take it to mean that usable sites must look like Nielsen's site - sparse and utilitarian. What this guideline is actually saying is that your site should look good and that the elements of the design should be no more nor less conspicuous than is required.

Google is a superb example of these principles, it looks great and every element of the design serves a purpose and integrates into an elegant whole.

1. When assessing sites against this guideline you need to look at the whole design as well as the elements.
2. Consider what each element adds to the design and how it works with every other element.
3. Understand how users view other "rewards" websites, and maximize on their level of context. Pay close attention to the cues that are standard on those sites, and leverage any cues that can be ported across (i.e., the "back button" instinct).

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Heuristic #9: Help users recognize and recover from errors

Use plain language and, most importantly, suggest a solution

Even if we created a perfect design, there are many things on the web that are out of our control. Broken links and unreachable servers mean that the '404 file not found' error is frequently seen. Failing to fill in required fields in web forms is probably the next most common source of errors on sites.

This heuristic is about how you help the consumer recover from the problem. A custom 404 error page that suggests what action you should take to locate the unreachable file is better than the stock page that ships with the server.

Similarly, telling the user that they haven't completed all required information isn't good enough. Tell them which piece is missing and why they need to supply it.

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Heuristic #10: Help and documentation

Good documentation is no remedy for bad design, and few websites should be so complex that they need a manual. But this heuristic is still relevant on the Web. Web applications like search engines or auction sites can get complex enough to need reference materials and instructions. And even an otherwise straightforward site may include advanced search functionality or a complex set of forms.

Where it is needed, help and documentation should be clear, concise, and designed to answer the specific questions consumers will have in a specific context.

If you have a function that may need an explanation, allow consumers to access the explanation in the same place they access the function.

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