Decima Research

Significantly Different

Research Report

Cell Phone Cost Calculator Usability Study

Prepared for the Office of Consumer Affairs

April 2008

Contract No: U1800-073908/001/CY

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Any questions regarding this report can be addressed to:

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Executive Summary

Background and Methodology

Decima Research Inc. is pleased to provide this report at the conclusion of the 12 focus groups conducted between March 10 and March 20, 2008 testing the beta version of the Cell Phone Cost Calculator.

The research program comprised of qualitative research involving 2-hour focus groups with cell phone users and with cell phone intenders, i.e. people who are intending on purchasing a cell phone within the next year. Three sets of four focus groups were held in Vancouver (March 10 and 11, 2008), Halifax (March 17 and 18, 2008) and Montreal (March 19 and 20, 2008 – in French). Sessions were not conducted in conventional focus group facilities. Rather, facilities that typically serve as computer training facilities were used.

Research Results

Advantages and Challenges of Being a Consumer

Participants were asked to discuss what they saw as the advantages and challenges of being a consumer in today's market in general.

⊕ **Choice** was seen as a significant advantage for consumers by virtue of its inherent ability to stimulate competition, increase the quality and variety of products and services, better pricing and increase customization. However choice was also seen as a disadvantage since it can overwhelm with its variety and it can drown consumers in the information needed to conduct research.

⊕ **Access to information,** while empowering, does force the consumer to spend a lot time conducting research and does lead to some issues regarding evaluating the trustworthiness of sources.

⊕ **The Internet** has become a convenient, bountiful and easily tapped resource, liberating consumers somewhat from their previous dependence on sales representatives. Consumers can also shop with more confidence having done their homework.

⊕ **Customer service** is an issue when it comes to the credibility of sales representatives who may be too incentive-driven and when it comes to contacting companies by telephone where they typically encounter an AVR system or a live person with limited skills or knowledge.

Participants were then asked to comment on the cell phone market.

⊕ **Overall participants felt being a consumer of cell phones is frustrating and difficult.** The service plans of different providers are

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difficult to compare because they are all different. There is no generic phone, phone plan or price combination leading to a shopping exercise that is like comparing "apples and oranges." Furthermore, there is a sense that features and fees are added on after the fact, that cell phone bills are always higher than expected and that bundled plans, while promoted as "deals," always come with services that are not needed.

⊕ Secondary frustrations and challenges included the length and limitations of contracts, billing inaccuracies, and quality of service issues such as dropped calls and coverage.

Participants do however appreciate that there are many companies that offer many options - some feeling the different service plans allow them to tailor a plan to their own needs.

Researching Information on Cell Phone Plans

Participants were provided with a short overview of four different ways to obtain information on cell phones and cell phone plans and asked to comment on each.

⊕ **Cellular Phone Retailer Stores and Websites:** These were popular sources of information on cell phone plans. Key perceived advantages are that they carry phones and plans from various cellular providers, they are impartial, they can offer cross-promotions and their sales representative could help them with questions. In terms of disadvantages, some participants believe neutrality of a sales representative should not be assumed, that these sales representatives may not be as knowledgeable about specific plans or providers as one might want and that access to information on all service fees might be limited. There was also some concern that the sales representatives' knowledge and focus may be more on the handsets than on plans.

⊕ **Cellular Service Provider Stores and Websites:** Participants like these well-used resources for the information on their websites, that there is no middle man between them and the actual service provider, and that they are well versed in their products and services. Conversely, they were concerned with the fact that they are only exposed to one service provider at a time and that sales representatives are not as knowledgeable as one might want.

⊕ **Comparison Websites:** Participants were provided Compare Cellular as an example of a comparison website. Despite low awareness of these types of resources, participants immediately appreciated the ability to see all the hidden charges and to quickly compare plans across service providers on one screen. An important weakness was the fact that few knew of this type of website. Additionally, participants had concerns with

the cluttered look, with the ambiguity around the sponsorship of the site and whether the information is properly updated.

✥ **Calculator Website:** Participants were provided an overview of the OCA's proposed cell phone cost calculator. Many participants had used calculators like the one presented for other things such as calculating mortgages, personal loans, pensions, payroll, vehicle shopping and RRSP's. None had heard of or used an online calculator for cell phone costs. Overall, participants liked the idea of the cell phone calculator, mostly because it did all the work for them, that the results are personalized to their usage and that it presented all the costs. Knowing the government was responsible for the site also inspired confidence in the credibility and neutrality of the tool. In terms of a challenge, participants shared a same concern as with the comparison website – that the site might not stay up-to-date.

Hands-on Usability Testing – Cell Users

Key observations on the tool from current cell users included:

✥ **Participants were caught up most when having to break out their minutes.** Although they understood why it was necessary to input this information, most agreed that inputting the usage by hour, splitting calls specifically by time of day, evenings and weekend, and incoming versus outgoing was taking the analysis too far, especially regarding incoming calls. Confusion also occurred between the outgoing and incoming long distance minutes break down pages because they looked almost identical. Many participants were also bothered by the pre-populated zero fields – some felt they should be able to leave a field blank while others were not deleting the zero prior to entering their value (e.g. what was intended to be "1" ended up being "10"). Finally, many did not notice that the allocation of long distance minutes had to equal the total number of long distance minutes they had specified on the previous pages.

Participants also felt their experience was too similar to completing a "spreadsheet" which they considered burdensome and awkward. Also, if they wanted to change something and clicked 'back,' then they lost their previous information and they had to re-enter it.

✥ **By and large, participants felt the layout was simple and visually appealing while only a limited few felt the site was not attractive.**

✥ **There were mixed reactions to the 'Did you know' boxes on each page.** Most participants did read them and for some it was new and valuable information. A good number of participants appreciated the relevance of this information to the task at hand. There were a few who

felt they did not add anything and that these boxes should be smaller, or more to the side or bottom of the page.

✛ **Generally, participants were quite pleased with the results from the calculator.** Although the results were fictitious, participants did like the presentation of the results and the data manipulation capabilities. It should be noted though that the sort functions and the 20% usage increase/decrease function, were not readily noticed but were appreciated once considered. As well, it wasn't sufficiently clear that users could change their profile once they got to the end.

Participants also liked that actual costs are calculated as the "bottom line" and that all costs and fees are presented, even if they are not charged specifically to their profile. Most liked that they could compare three plans side-by-side although some would like to compare up to five. There was also some interest in seeing more than 10 plans appear by default once they reach the results page.

Hands-on Usability Testing – Cell Intenders

Two different approaches were used to obtain feedback from cell intenders.

✛ **Approach 1:** Participants in Vancouver were asked to consider 3 lifestyle profiles and use the information in each profile to enter an anticipated usage profile into the cost calculator.

✛ **Approach 2:** Based on very strong feedback from the Vancouver sessions, the protocol was changed for sessions in Halifax and Montreal. Here, participants used the existing cell intender module, the cell owner module and a new, hybrid module created by the Industry Canada team.

Feedback has been grouped according to the two main flows used by cell intenders: the **existing cell intender module**, which was used in all cities, and the **hybrid flow**, which was only seen in Halifax and Montreal.

Feedback on the Existing Cell Intender Module

✛ **The general idea of the calculator and its usefulness was grasped by the participants and they liked the concept.** The calculator 'made sense' but many wondered how they were supposed to figure out their anticipated usage. This concern was mostly regarding the detailed breakdown of the incoming and outgoing minutes pages. The most frustration focused on the breakdown of minutes, especially for the evenings. Cell phone intenders, by virtue of being less knowledgeable about how cell phone plans are structured, generally did not understand why so much detail for evening calls was needed.

✤ **In terms of navigation,** the key problems arose on the pages where users needed to "Calculate" numbers - some participants did not understand it was needed or how it worked.

Participants were also confused by the similarity in some of the pages – many believed they were being asked to re-enter the same information or that they had made a mistake and lost all of their information when in fact they were on a new page. Given this confusion, there was interest in seeing the outgoing and incoming screens merged onto the same page.

✤ **The typical usage patterns** were by and large understood by most participants however questions were raised regarding the definition, and ultimately the applicability, of a "typical user" profile.

✤ **There was interest in additional funneling at the beginning of the profile builder.** This could apply to the selection of certain group plans currently excluded from the calculator (e.g. shared plans, etc.), international calling and pre-selecting based on a price range.

✤ **In terms of output,** few noticed the full complement of features and data manipulation capabilities but did appreciate them once they were brought to their attention.

Feedback on the Hybrid Flow

This hybrid version took into account many of the comments and reactions from the Vancouver sessions, including:

✤ Providing user segments to help new users categorize themselves upfront;
✤ Merging ingoing and outgoing data requirements on one page; and ultimately,
✤ Reducing the number of screens new users would need to complete before reaching their profile summary and the plan details.

Overall, participants strongly preferred the new flow to the original one. They particularly liked the user-profiles on the first page, the layout, the lighter data entry requirements and the clearer step-by-step flow of the tool.

✤ **Page 1: Basic Information.** All participants appreciated and could self-identify with the user profiles on the first page of the calculator. The majority of participants preferred the "Did You Know" box located at the bottom of the page, stating that it improves the overall flow and design of the page. There was nonetheless some interest in seeing some of this information integrated directly into task descriptions to provide better context for the information requested.

⊕ **Page 2: Local Incoming / Outgoing Minutes:** Compared to the computer version of the calculator, participants appreciated having incoming and outgoing minutes grouped together on the same page. Participants liked how some fields were pre-populated but felt the ability to change all numbers, including the total, should be more explicit in the task instructions. However, the breakdown of evening minutes by hour remains too precise and a difficult task. Interestingly, participants felt they would be more willing to put in the time to distinguish hourly usage if they understood the reasoning behind it. Finally, the task asking for the percentage of the total monthly minutes used for outgoing calls was clear and participants appreciated having the typical usage as a default value.

⊕ **Page 3: Long Distance Incoming/Outgoing Minutes:** The majority of participants were quite comfortable estimating their incoming and outgoing long distance minutes. Despite some confusion over whether number of calls or minutes were being requested, participants liked having incoming and outgoing calls side-by-side. An important challenge for some participants was the definition of their "local calling area". In terms of breaking down their long distance minutes by weekday / evenings / overnight / weekend, some suggested using a percent allocation instead of actual minutes.

⊕ **Page 4: Features:** For most participants, the last page dealing with features was simple and straightforward. The only confusion related to the use of the question mark as a link to additional information about each service and the interpretation of "suivi d'appel" (call forwarding), which was not clear to Francophones.

Summary Assessment and Communications

Despite the various criticisms made of the tool among both cell phone intenders and cell phone owners, the vast majority of participants would actually use the tool if it were available. As well, many participants would likely mention it to friends and family if they were in the market for a cell phone plan.

In terms of marketing, the most common ways participants thought the government could inform consumers of this website included:

- Commercials on TV, like the Service Canada commercials (which were frequently recalled by participants);
- Place signage at points of purchase where ever you can purchase a cell phone plan; and,
- Google search results.

Résumé

Contexte et méthodologie

Le Centre de recherche Décima est fier de présenter ce rapport sur les 12 groupes de discussion effectués du 10 au 20 mars 2008 pour tester la version bêta de la calculatrice de coûts de téléphonie cellulaire.

Dans le cadre de cette recherche, une recherche qualitative a été menée au moyen de groupes de discussion de deux heures réunissant des utilisateurs actuels de téléphones cellulaires et de futurs utilisateurs de téléphones cellulaires, à savoir des personnes qui ont l'intention de se procurer un téléphone cellulaire au cours de la prochaine année. Trois séries de quatre groupes de discussion se sont tenues à Vancouver (les 10 et 11 mars 2008 – en anglais), à Halifax (les 17 et 18 mars 2008 – en anglais) et à Montréal (les 19 et 20 mars 2008 – en français). Les séances n'ont pas eu lieu dans des salles de groupes de discussion conventionnelles, mais plutôt dans des salles qui servent habituellement à des formations en informatique.

Résultats de la recherche

Les avantages et les défis d'être des consommateurs

Les participants devaient discuter, de façon générale, de ce qu'étaient pour eux les défis et les avantages d'être des consommateurs dans le marché actuel.

- ✦ **Le choix** a été perçu comme un avantage important pour les consommateurs, en raison de sa capacité inhérente à stimuler la concurrence, à rehausser la qualité et la variété des produits et des services, à promouvoir de meilleurs prix et à permettre une personnalisation accrue. Toutefois, le choix a également été perçu comme un désavantage puisque la variété peut submerger les consommateurs et qu'ils peuvent se perdre dans toutes les informations à leur disposition lorsqu'ils effectuent des recherches.

- ✦ **L'accès à l'information,** bien qu'il donne un sentiment de pouvoir, force les consommateurs à consacrer beaucoup de temps à la recherche et les amène parfois à se questionner sur la fiabilité des sources.

- ✦ **Internet** est devenu une ressource pratique, généreuse et facile à consulter, ce qui les libère un peu de leur ancienne dépendance envers les vendeurs. Les consommateurs sont également plus confiants lorsqu'ils magasinent après s'être renseignés.

- ✦ **Le service à la clientèle** constitue un problème lorsqu'il est question de la crédibilité des vendeurs parfois trop axés sur les primes ou lorsque les consommateurs téléphonent aux entreprises où un système automatisé

leur répond, quand ce n'est pas une personne qui possède des compétences et des connaissances limitées.

Les participants devaient ensuite fournir des commentaires sur le marché de la téléphonie cellulaire.

✣ **Dans l'ensemble, les participants trouvaient frustrant et difficile d'être des consommateurs de téléphonie cellulaire.** Il est difficile de comparer les forfaits des divers fournisseurs, car ils sont tous différents. Il n'existe aucune combinaison générique de téléphone, de plan et de prix qui permet de magasiner un peu comme si l'on comparait des pommes et des oranges. De plus, il semble que les fonctions et les frais soient ajoutés après coup, que les factures de téléphonie cellulaire soient toujours plus élevées que prévu et que les forfaits, qui semblent toujours être une « bonne affaire » dans les publicités, soient toujours accompagnés de services superflus.

✣ Les frustrations et les difficultés secondaires sont notamment la durée et les limites des contrats, les erreurs de facturation et les problèmes de qualité du service comme les appels interrompus et la couverture.

Les participants apprécient toutefois le fait que de nombreuses entreprises offrent de nombreuses options : certains estiment que les différents forfaits leur permettent d'en concevoir un adapté à leurs besoins propres.

La recherche de renseignements sur les forfaits de téléphonie cellulaire

Un bref aperçu de quatre moyens d'obtenir des renseignements sur les téléphones cellulaires et sur les forfaits de téléphonie cellulaire a été remis aux participants qui devaient ensuite fournir des commentaires sur chacun d'eux.

✣ **Magasins et sites Web des détaillants de téléphones cellulaires :** Ces sources de renseignements sur les forfaits de téléphonie cellulaire sont populaires. Les principaux avantages perçus sont qu'ils offrent généralement des téléphones et des forfaits de plusieurs fournisseurs de téléphonie cellulaire, qu'ils sont objectifs, qu'ils sont en mesure d'offrir des publicités croisées et que les vendeurs peuvent répondre aux questions des consommateurs. Comme désavantages, certains participants ont indiqué qu'il ne faut pas présumer de la neutralité des vendeurs, que les vendeurs ne sont peut-être pas aussi bien informés que les consommateurs le souhaiteraient sur certains forfaits ou fournisseurs en particulier et qu'ils n'ont peut-être pas accès à toute l'information sur les frais de service. Les participants éprouvaient certaines préoccupations à l'idée que le vendeur soit mieux renseigné sur les combinés que sur les forfaits et insiste davantage sur cet aspect.

✦ **Magasins et sites Web d'entreprises de téléphonie cellulaire :** Les participants aiment les renseignements que ces ressources bien utilisées offrent sur leurs sites Web, l'absence d'un intermédiaire entre eux et les fournisseurs de service et le fait que ces entreprises connaissent bien leurs produits et services. En revanche, ils avaient certaines préoccupations : ils ne sont exposés qu'à un seul fournisseur de service à la fois et les vendeurs ne sont peut-être pas aussi bien informés qu'ils le souhaiteraient.

✦ **Sites Web de comparaison :** Comme site Web de comparaison, l'exemple de *Compare Cellular* a été fourni aux participants. Même s'ils connaissaient peu ces types de ressources, les participants ont immédiatement aimé la possibilité de visualiser tous les frais cachés et de comparer rapidement les forfaits de divers fournisseurs sur un seul écran. Il importe ici de mentionner une importante faiblesse : peu de personnes connaissaient ce type de site Web. En outre, les participants avaient des préoccupations concernant l'aspect encombré du site, l'ambiguïté entourant le commanditaire du site et la mise à jour des renseignements.

✦ **Site Web de calcul :** Un aperçu de la calculatrice de coûts de téléphonie cellulaire proposée par le Bureau de la consommation (BC) a été présenté aux participants. Plusieurs d'entre eux avaient déjà utilisé des calculatrices semblables pour effectuer d'autres calculs, par exemple pour calculer des hypothèques, des prêts personnels, des rentes, des paies, pour acheter des véhicules ou des REER. Personne n'avait déjà entendu parler ou n'avait utilisé de calculatrice en ligne pour calculer des coûts de téléphonie cellulaire. Dans l'ensemble, les participants aimaient le concept de la calculatrice pour la téléphonie cellulaire, surtout parce qu'elle faisait tout le travail pour eux, que les résultats étaient adaptés à leur utilisation et qu'elle leur donnait tous les coûts. De savoir que le gouvernement était responsable du site leur inspirait également confiance concernant la crédibilité et l'objectivité de l'outil. Comme défi, les participants partageaient ici la même préoccupation qu'à l'égard du site Web de comparaison : le site n'est peut-être pas toujours maintenu à jour.

Test pratique sur la convivialité – Utilisateurs de cellulaires

Les principales observations des utilisateurs actuels de cellulaires sur l'outil sont notamment :

✦ **Les participants étaient le plus souvent pris au dépourvu lorsqu'ils ont dû répartir les minutes.** Même s'ils comprenaient la nécessité de fournir ces renseignements, la plupart des participants s'entendaient pour dire que répartir l'utilisation en fonction de l'heure, du jour de la semaine, des appels effectués en soirée ou pendant la fin de semaine, en plus de devoir indiquer s'il s'agit d'appels entrants ou sortants poussait l'analyse

trop loin, surtout pour les appels entrants. Parce qu'elles étaient quasi identiques, la page sur la répartition des minutes d'appels interurbains sortants et celle sur les interurbains entrants ont également prêté à confusion. Les champs qui affichaient automatiquement « zéro » ont gêné plusieurs participants. En effet, certains étaient d'avis qu'ils auraient dû pouvoir laisser certains champs vides alors que d'autres n'effaçaient pas le zéro avant d'entrer une valeur (p. ex., ils voulaient indiquer « 1 », mais le champ indiquait « 10 »). Enfin, plusieurs n'ont pas remarqué que la répartition des minutes d'interurbains devait être égale au total des minutes d'interurbains qu'ils avaient indiqué aux pages précédentes.

Les participants ont aussi eu l'impression de remplir une feuille de calcul, ce qu'ils ont trouvé fastidieux et compliqué. En outre, lorsqu'ils voulaient changer quelque chose et cliquaient sur « précédente », ils perdaient l'information et devaient l'entrer de nouveau.

⊕ **De manière générale, les participants ont trouvé la mise en page simple et attrayante visuellement, même si quelques rares participants ont trouvé que le site n'était pas attrayant.**

⊕ **Les boîtes « Saviez-vous que » sur chaque page ont suscité des réactions contradictoires.** La plupart des participants les ont lues et d'après certains, elles contenaient des renseignements nouveaux et valables. La pertinence des renseignements par rapport à la tâche à accomplir a plu à bon nombre de participants. Cependant, quelques-uns ont trouvé que ces boîtes n'ajoutaient rien à l'outil et devraient être plus petites ou placées davantage sur le côté ou au bas de la page.

⊕ **De façon générale, les participants étaient assez satisfaits des résultats générés par la calculatrice.** Même s'il s'agissait de résultats fictifs, les participants ont aimé la présentation des résultats et la possibilité de manipuler les données. Il importe de noter que les participants n'ont pas remarqué tout de suite les fonctions de tri et augmentation/diminution de l'utilisation de 20 %, mais qu'après les avoir examinés, ils les ont appréciés. En outre, il n'était pas suffisamment clair que les utilisateurs pouvaient modifier leur profil à la fin.

Les participants ont aussi aimé que les coûts réels soient calculés jusqu'au dernier sou et que tous les coûts et les frais soient affichés, même ceux qui ne leur seraient pas facturés en raison de leur profil. La plupart ont aimé pouvoir comparer trois forfaits côte à côte, mais certains auraient aimé pouvoir en comparer jusqu'à cinq. La possibilité de voir plus de dix forfaits apparaître par défaut à la page des résultats a également suscité un certain intérêt.

Test pratique sur la convivialité – Futurs utilisateurs de téléphones cellulaires

Deux différentes approches ont été retenues pour obtenir les commentaires des futurs utilisateurs de téléphones cellulaires.

⊕ **Approche 1 :** Les participants de Vancouver devaient examiner trois scénarios différents de modes de vie et se servir des renseignements contenus dans ces scénarios pour entrer le profil d'utilisation prévue dans la calculatrice des coûts.

⊕ **Approche 2 :** En réponse aux vifs commentaires reçus lors des séances de Vancouver, le protocole a été changé pour les séances de Halifax et de Montréal. Dans ces villes, les participants ont utilisé le module actuellement destiné aux futurs utilisateurs de téléphones cellulaires, le module des propriétaires de cellulaires et un nouveau module hybride conçu par l'équipe d'Industrie Canada.

Les commentaires ont été regroupés en fonction des deux principaux moyens utilisés par les futurs utilisateurs de cellulaires : **le module actuellement destiné aux futurs utilisateurs de cellulaires,** utilisé dans toutes les villes, ainsi que le **module hybride**, vu uniquement à Halifax et à Montréal.

Commentaires sur le module destiné aux futurs utilisateurs de téléphones cellulaires

⊕ **Les participants ont saisi l'idée générale de la calculatrice et de son utilité et ce concept leur a plu.** La calculatrice était « logique », mais plusieurs participants se demandaient comment ils étaient censés établir leur utilisation prévue. Cette préoccupation a surtout été soulevée à propos des pages sur la répartition détaillée des minutes d'appels entrants et sortants. Les frustrations portaient surtout sur la répartition des minutes d'appels en soirée. Parce qu'ils connaissaient moins bien la structure des forfaits de téléphonie cellulaire, les futurs utilisateurs de téléphones cellulaires ne comprenaient généralement pas pourquoi ils devaient fournir autant de détails sur les appels en soirée.

⊕ **Au chapitre de la navigation,** les principaux problèmes ont surgi sur les pages où les utilisateurs devaient « calculer » des nombres. Certains participants n'ont pas compris pourquoi c'était nécessaire ou comment ça fonctionnait.

En outre, les similitudes entre certaines pages ont prêté à confusion : bon nombre de participants ont cru qu'on leur demandait d'entrer le même renseignement de nouveau ou qu'ils avaient perdu tous les renseignements parce qu'ils avaient fait une erreur alors qu'ils se trouvaient en fait sur une nouvelle page. Étant donné cette confusion, la possibilité de réunir sur un même écran la page sur les appels sortants et celle sur les appels entrants a suscité de l'intérêt.

- **Les habitudes d'utilisation typiques** ont, de manière générale, été comprises par la plupart des participants. Toutefois, les participants ont soulevé des questions au sujet de la définition, et ensuite au sujet de l'applicabilité, du profil « d'utilisation typique ».

- **Le fait de permettre une sélection plus pointue de renseignements au début de l'établissement du profil a suscité de l'intérêt.** Cela pourrait s'appliquer lors de la sélection de certains forfaits de groupes dont la calculatrice ne tient pas compte actuellement (p. ex., les forfaits partagés, etc.), les appels internationaux et la présélection en fonction d'une fourchette de prix.

- **Au chapitre des résultats,** peu de participants ont remarqué toutes les caractéristiques complémentaires et la possibilité de manipulation des données, mais une fois qu'elles ont été portées à leur attention, ils les ont appréciées.

Commentaires sur le module hybride

La version hybride tenait compte de plusieurs commentaires et réactions notés lors des séances de Vancouver, notamment :

- Fournir des segments d'utilisateurs pour aider les nouveaux utilisateurs à savoir d'emblée dans quelle catégorie ils se classent;
- Fusionner les données demandées au sujet des appels entrants et sortants sur une seule page;
- Réduire le nombre d'écrans que les nouveaux utilisateurs doivent remplir avant de parvenir à leur profil et aux détails des forfaits.

Dans l'ensemble, les participants ont fortement préféré le nouveau cheminement à l'original. Ils ont particulièrement aimé les profils d'utilisation à la première page, la mise en page, le fait d'avoir moins de données à entrer et le cheminement étape par étape plus clair de l'outil.

- **Page 1 : Renseignements de base.** Tous les participants ont aimé la première page de la calculatrice et sont parvenus à s'identifier aux profils d'utilisation qui y étaient présentés. La majorité des participants ont préféré la boîte « Saviez-vous que » située au bas de la page, indiquant qu'elle améliorait de façon générale le design de la page et le cheminement qu'on y fait. Ils ont néanmoins éprouvé un certain intérêt pour que certains de ces renseignements soient intégrés dans les consignes, ce qui mettrait davantage en contexte les renseignements demandés.
- **Page 2 : Minutes d'appels locaux entrants/sortants :** Comparativement à la version informatique de la calculatrice, les participants ont apprécié que les minutes d'appels entrants et sortants

soient regroupées sur la même page. La façon dont certains champs avaient été automatiquement remplis a plu aux participants, mais ils ont estimé que les consignes devraient indiquer plus clairement qu'il est possible de changer les nombres et le total. En revanche, ils ont trouvé que la répartition en minutes des appels effectués en soirée demeurait une tâche difficile qui exigeait trop de précision. Fait intéressant à noter, les participants avaient l'impression qu'ils accepteraient plus facilement d'indiquer leur utilisation horaire s'ils comprenaient pourquoi ils devaient le faire. Enfin, la tâche où ils devaient indiquer le pourcentage du total des minutes mensuelles utilisées pour les appels sortants était claire et les participants ont aimé que l'utilisation habituelle s'affiche par défaut.

⊕ **Page 3 : Minutes d'appels interurbains entrants/sortants :** La majorité des participants étaient assez à l'aise lorsqu'ils devaient estimer leurs minutes d'appels interurbains entrants et sortants. Malgré l'incertitude quant à savoir s'ils devaient entrer le nombre d'appels ou le nombre de minutes, les participants ont aimé que les appels entrants et les appels sortants soient affichés côte à côte. La définition de la « zone d'appels locale » a représenté une difficulté importante pour certains participants. Quant à la répartition des minutes d'interurbains en fonction du jour de la semaine / des appels en soirée / des appels de nuit / des appels de fin de semaine, certains ont suggéré de leur permettre d'allouer un pourcentage au lieu des minutes.

⊕ **Page 4 : Caractéristiques :** Pour la plupart des participants, la dernière page, qui portait sur les caractéristiques, était simple et claire. La seule confusion provenait de l'utilisation du point d'interrogation comme lien pour obtenir de plus amples renseignements sur chacun des services, ainsi que l'interprétation de « suivi d'appel », qui n'était pas claire pour les francophones.

Sommaire de l'évaluation et des communications

Malgré les diverses critiques formulées sur l'outil tant par les futurs utilisateurs de téléphones cellulaires que par les utilisateurs actuels, la grande majorité des participants utiliseraient l'outil s'il était disponible. En outre, plusieurs participants en parleraient probablement à des parents et amis qui voudraient se procurer un forfait de téléphonie cellulaire.

Quant au marketing, les moyens que pourrait utiliser le gouvernement pour informer les consommateurs de l'existence de ce site, les moyens les plus souvent mentionnés par les participants sont, notamment :

- Des publicités télévisées, comme celles de Service Canada (souvent mentionnées par les participants);
- Des affiches aux points de vente de forfaits de téléphonie cellulaire;
- Les résultats de recherches effectuées sur Google.

Methodology

Overview

Upon award of the contract, Decima Research Inc. and Industry Canada met to identify the key areas for investigation, as well as thoughts and recommendations regarding our suggested methodology. Senior Decima researchers then formulated a recruitment screener, draft moderation guides and handouts in close collaboration with Industry Canada. Industry Canada revised the materials and approved all final products before proceeding with the focus groups.

The research program comprised of qualitative research involving 2-hour focus groups with specific segments of Canadians. Three sets of four focus groups were held in Vancouver (March 10 and 11, 2008), Halifax (March 17 and 18, 2008) and Montreal (March 19 and 20, 2008 – in French). In each city, the first night of groups was held with cell phone users and the second night of groups was held with people who are intending on purchasing a cell phone within the next year.

Since the beta version of the *Cell Phone Calculator* website was designed to provide information to Canadians across the country, testing sessions were scheduled in different parts of Canada that ensured appropriate regional and language representation. The target audiences that Industry Canada identified to provide feedback in this evaluation process included:

> **Segment A   - 'Current Cell Phone Users':** General adult population with at least minimum basic Internet usage skills (i.e. general surfing) who currently have a personal cell phone;
>
> **Segment B   - 'Cell Phone Intenders':** General adult population with at least minimum basic Internet usage skills (i.e. general surfing) who do not currently have a personal cell phone but are considering purchasing one or have shopped for one in the past year.

Facilities Used

Sessions for this research assignment were not conducted in conventional focus group facilities. Rather, facilities that typically serve as computer training facilities were used. This approach presented various advantages, including simple coordination of computer setup for all participants and access to a live high-speed connection to the beta version of the Cell Phone Cost Calculator. The "classroom" style also allowed the moderator to easily demonstrate website content at the front of the room. Clients were located in full view at the rear of the room to observe and listen to participant comments.

Clients could readily observe up-close how participants navigated the site and conduct their own assessments of participant and site performance.

Interpreting Qualitative Research Results

Qualitative research seeks to develop insight and direction rather than quantitatively projectable measures.

Due to the sample size, the special recruitment methods used, and the study objectives themselves, it is clearly understood that the work under discussion is exploratory in nature. The findings are not, nor were they intended to be, projectable to a larger population.

Specifically, it is inappropriate to suggest or to infer that few (or many) real-world users would behave in one way simply because few (or many) participants behaved in this way during the sessions. This kind of projection is strictly the prerogative of quantitative research.

Detailed Analysis

Advantages and Challenges of Being a Consumer

Prior to undertaking the hands-on evaluation of the Calculator, participants were asked to discuss what they saw as the advantages and challenges of being a consumer in today's market in general. Then they were asked to comment on the cell phone market in particular.

The greatest advantage _and_ the greatest challenge for consumers today is choice. Choice, stemming directly from a thriving competitive environment, is seen as a great advantage because it further stimulates competition, and it provides for better products, better pricing, and a variety of products. The increase in variety provides consumers access to products and services that are closely customized to their own needs. Choice has also prompted companies to create loyalty programs in order to incent customers to return and has created an environment where consumers are empowered to negotiate to get better deals.

However, choice is also seen as a disadvantage because having so much choice is overwhelming for people. Too much choice makes it difficult to go trough all the information that comes along with it.

This leads to another dilemma consumers face in today's market – access to information. While many believe they are increasingly informed ("knowledge is power"), these same participants will agree that the time spent researching and processing all the information available on items of interest is vast. Similarly, while a competitive environment allows consumers to tap into various sources of information on the same product or service, concerns abound regarding the control of information and knowing if the information is truly complete and if the sources are trustworthy.

"It takes up time to research a company and product."

The Internet has evolved into a powerful tool for consumers. The Internet has become a convenient, bountiful and easily tapped resource to access opinions and information. Participants particularly valued the fact that they could access sources besides a sales person at a store who may be biased and just trying to make a sale. They also valued being able to do research prior to visiting a store and be better informed when dealing with a sales representative. A few also alluded to using "user reviews" as another source of perspective on products and services.

A common challenge is lack of or a decrease in the quality of customer service. This challenge was being encountered on two fronts in particular.

First, in the retail environment, participants are concerned with the integrity of sales representatives who are believed to be more driven by sales quotas or commissions than by a genuine interest to ensure the customer gets a product that is well-suited to their needs. Second, participants believe that contacting a company by telephone typically results in an automatic voice response system and that reaching a live person over the phone is becoming increasingly difficult. Some believe that even when a person is reached, the caliber of service rarely meets expectations.

Other <u>advantages</u> participants believe they have as consumers include:

- **Globalization,** allowing consumers to access products and services from around the world;
- Consumers can shop using **various channels** – online, in-person, by catalogue, by phone, etc.; and,
- Increased level of **consumer protection** (especially noted in Montreal).

Other <u>challenges</u> participants believe they face as consumers include:

- **Marketing** is so 'good' that consumers wonder whether they need the products or not;
- **Sustainability and the long-term impact of consumerism on the environment** - new versions of products are produced so often that participants are concerned about what happens to all the waste as consumers continue to replace their products with the newest version;
- **Ethical shopping** – consumers are trying to make more of an effort to buy products manufactured under humane working conditions but that this is often difficult for them to decipher;
- **Rapid obsolescence** – "technology is outdated by the time you get home and take it out of the package";
- **Lack of competition in some industries** i.e., milk companies, gas, etc.
- **There remain lingering concerns with shopping online,** including concerns with the protection of private information;
- **Debit card fraud** was raised;
- **Technology can be difficult to use,** and,
- Pervasiveness of **poor quality,** or "cheap" products.

Opinions of the positive and negative aspects of being a consumer today were the same for cell users and intenders.

Being a consumer in today's cell phone market

Overall participants felt being a consumer of cell phones in particular is frustrating and difficult. The service plans of different providers are difficult to compare because they are all different. There is no generic phone, phone plan or price combination leading to a shopping exercise that is like comparing "apples and oranges." Furthermore, there is a sense that features and fees are added on after the fact, that cell phone bills are always higher than expected and that bundled plans, while promoted as "deals," always come with services that are not needed.

Other causes of frustration for cell phone consumers include:

- There is pressure to sign on to a contract and be locked in for at least a year, depending on how much you want to pay for the handset. Some participants also mistakenly believe that their monthly fee depends on the length of the contract.
- There is a sense that there is always a better package made available "next month," causing all sorts of frustrations after signing on to a long-term contract.
- There was also some misunderstanding that when signing a contract, consumers believe they are also committing to the same plan for the duration of the contract. They are not aware that within the lifetime of a contract, they can alter their plan. Among those aware that they could change their plan, there was a sense that it was easier to upgrade their plan than it was to downgrade.
- There was some complaints around billing in that it did not always seem to reflect the plan they were on and that it was difficult dealing with service providers to get this rectified.
- From a quality of service perspective, some participants complained of dropped calls and a lack of service coverage in parts of the country.

Cell Intenders were even more likely to be frustrated. They don't know where to start, what stores to visit, who to believe, what technology is available or needed, how the providers compare, and how plans are built.

> "There is so much research to do on it; so many phones, plans, and kinds, it's overwhelming."

Participants do however appreciate that there are many companies that offer many options, which leads to variety in the market - some feeling the different service plans allow them to tailor a plan to their own needs.

Researching Information on Cell Phone Plans

Participants were provided with a short overview of four different ways to obtain information on cell phones and cell phone plans. For each method, participants were asked if they'd ever used it and what they considered to be the advantages and challenges faced when using each specific approach. Participants not having used a specific resource were asked to comment based on their expectations.

Cellular Phone Retailer Stores and Websites

Perceived Strengths

Many participants had accessed either the retail stores or websites of "general electronics retailers" (examples provided to participants included Future Shop and Best Buy). Advantages to going to these types of vendors were that they could look at several providers and cell phones at once in order to choose. As well, some suspect they might be impartial vendors since they do not have a vested interest in selling plans from one service provider over another.

Some participants said they liked that the sales people in these types of stores could help them with their decision making process. These types of retailers can also have price sales or cross-promotions that cellular service providers don't have or simply cannot offer.

> "There is more of an advantage, no lines, no pressure, and you get the information you want. You can compare other plans within the same price range."

> "There is more competition, you can go in and get more of an honest assessment of what kind of a plan that is best for you rather than going directly to a company."

While some perceived that, by going to this type of retailer, they have a point of contact if a problem arises, many participants felt that once the plan is signed and the handset bought, the store would be unhelpful and they would be mostly directed to the service provider for any post-sale issues.

Perceived Weaknesses

Some participants thought the sales persons in these types of stores wouldn't necessarily be neutral. For all they knew, the sales reps could be getting a bonus if they sell more of a certain provider. Participants also felt these types of stores did not know the products well enough – they feel they might not be as well informed as representatives at the cellular service providers themselves. Also, even though prices can be compared, information on

additional fees are not readily available and an immediate set-up is impossible.

Some also believed that these types of retailers would place a greater emphasis on the handsets and the technology (which some believed could be purchased by these retailers at good rates in bulk) rather than on the plans. It was sensed that these retailers make more profit from selling the handsets so would emphasize those rather than the right plan for the customer. Some also believed these retailers would be more familiar with the handsets than with the plans.

Those who had put some time into the research felt that these types of retailers didn't have all the cell phone plans and options, so they are only one of several resources they looked at.

> "It's a good touchstone. Then I'll go online. I don't have to trust what the salesman says."

> "They're not specialized with any network. It's luck of the draw - you may or may not get someone who knows anything about it."

Cellular Service Provider Stores and Websites

Participants were then shown the cellular service home pages for Rogers, Telus and Bell as examples of cellular service provider websites. Most participants had spent some amount of time on websites of the service providers or gone into their retail stores.

Perceived Strengths

Often they would take advantage of the online information before going into the stores so that they have some understanding of what they are in for when they get into the stores. They like that there is no middle man involved like the big box store retailers. This dimension is especially important if something goes wrong with the service – a general retailer may not be able to address the issue as well or as quickly as the actual service provider.

Participants also expect the cellular service providers to be very well versed in their products and services and the ideal source for answers to very specific questions.

Perceived Weaknesses

Many said they felt that if they go to the specific service provider outlets instead of retail stores, they would only be exposed to the plans from that one service provider, who inevitably will try to convince shoppers that their plans

are the best. They expect solid information from the sales representatives in the service provider outlets, however not everyone agreed that they were as knowledgeable as they could be about the products they sold. It was hit or miss as to encountering a helpful person in these situations.

> "I would imagine that because they know their range of plans, they could get a good take of what you want just by what you are presenting and match you to the plan that is best for you."

Other comments participants included:

- Some felt the websites required quite a bit of 'hunting and fishing' for information, but it was there.
- They didn't like how they couldn't compare different plans from different providers online somewhere. Some felt it is even hard to compare plans from the **same** provider on their website.

Comparison Websites

Participants were provided Compare Cellular as an example of a comparison website that allows users to compare cell phone plans from different service providers side by side. Awareness and especially use of this type of website for cell phone plans was very low.

Perceived Strengths

Considering most participants were seeing this type of site for the first time, many really liked the idea of this type of website. They like that all the hidden charges that one doesn't account for are shown. This kind of website proved to be helpful for most as a launching pad of their research, but they would use it in combination with the retailers.

> "This makes it easier at a glance to focus on the companies you might be most interested in."

> "I would use that. I'd still want to go in person in the end, but it'd give me a choice to see who I would bother with and who I wouldn't."

Perceived Weaknesses

Most participants did not know this kind of site existed for cell phone plans. Some had heard of them or even used them to compare other things such as electronics.

There were some concerns that it may not be as helpful as it looked. Main concerns included the credibility of the information. They would need to find out who sponsored or created the site and then be able to trust the

independent body that created it. As well, many were concerned that the information would not be up to date, especially since service providers seem to have new promotions going on every month.

The site shown was cluttered with a lot of information. Although many appreciated the ability to scan all the plans in a single view, some were concerned that it was quite overwhelming to look at and to search through.

A secondary concern included:
- Comparing plans from different providers is often difficult, for instance having different definitions for 'evening minutes'.

Whether they would use this sort of resource depended on how much time they wanted to spend on the research, how efficient and up-to-date the website was and knowing it exists in the first place.

At this point in most of the groups people began coming up with ideas of websites and 'calculators' that would work better — which was a combination of everything they had seen so far.

Calculator Website

Participants were provided an overview of the OCA's proposed cell phone cost calculator. Many participants had used calculators like the one presented for other things such as calculating mortgages, personal loans, pensions, payroll, vehicle shopping and RRSP's. None had heard of or used an online calculator for cell phone costs.

Perceived Strengths

Overall people liked the idea of the cell phone calculator. Generally they agreed that the advantage to this kind of tool was that it could do the calculations for them and would narrow all the plans down — taking out the ones that aren't relevant to their needs. Again they felt it would be a good tool to use in combination with other ways of gathering information.

Participants also understood that the calculator would provide an estimate of plan costs based on the usage input by the user rather than simply reflect an advertised cost, which is what most other resources provide. This ability to personalize output based on their actual usage was considered an important strength of the tool.

As well, there was some recognition that the tool would present ALL costs and be a fair reflection of the "bottom line."

> "This takes my work out of it, it works for me. I don't have to do much. They tell me what I need, I think it's great."

Finally, participants also recognized the value in the site sponsor. Knowing the site is from the government, they would trust it more.

Perceived Weaknesses

As with the comparison websites, **participants were concerned it might not stay up-to-date to include the ever changing pricing and promotions available.** The cell phone companies are constantly changing and adding new services, bundles and packages that consumers would want to see included on this kind of tool.

Additional comments from participants include:

- There was concern that the public wouldn't know something like this existed.
- A select few questioned if the Government of Canada has a hidden agenda in collecting this information from Canadians.
- Some also debated the value of the tool in a world where anticipating how one would use a cell phone is the core input. Before even using the tool, a few participants anticipated having trouble estimating their usage profile.

  « Il faut savoir vos besoins pour l'utiliser – si on ne les sait pas, ça devient difficile.»

- Finally, a few participants saw the immediate extension of this type of tool to a multitude of other consumer decisions.

Time Investment

The time <u>cell phone users</u> said they were prepared to invest in using a cell phone cost calculator such as the one proposed ranged from 5 to 45 minutes. <u>Cell phone intenders</u> said they would be prepared to invest a bit more time – 15 minutes to 2 hours. This is likely due to the fact that they have less familiarity with cell phone plans in general and they are "in the market" whereas cell phone users are not necessarily shopping for a new service or plan. As well, many of the intenders are late adopters when it comes to technology and as such it can be expected that that would take longer to use the tool and understand the results. Ultimately, both types of consumers considered the amount of time they spend researching other purchasing decisions when estimating how much time they would invest using the proposed cell phone cost calculator.

Hands-on Usability Testing

Cell Users

For the cell user groups, mock-up cell phone bills were created by Decima and Industry Canada so that the participants were working from the same base (see Appendix). With the first run through, time taken ranged from 2 to 12 minutes with most participants taking the full 10 minutes or a bit more and making it to the results screen.

Navigation

Participants had little trouble with the navigation. The layout and organization was considered by most to be well done. All the movement buttons (next, back, etc.) were clear and located where they assumed they should be. Other than some concern with the use of *Suivi d'appel* to reference call forwarding in French, there was a consensus that the language and directions were clear and straightforward. At the beginning, participants noted that they liked being able to choose between pre-paid and monthly plans (although few noticed how this affected the presentation of the results) and whether or not they make long distance calls.

One suggestion regarding the location of the buttons would be to place the "Submit my profile" button on the far right side. Participants got used to having the "Next" button there and they are more likely to do that than want to print.

ir usage. You will also be presented a list of prepaid plans, available in your area, for

Back Change My Profile Submit My Profile Print

| did you know | disclaimer

Level of Effort

Participants were caught up most when having to break out their minutes. They understood why it was necessary to input that information, but it is still relatively difficult to itemize exactly how many minutes a person spends each hour of the day on incoming and outgoing calls.

Even though they were asked to consider their "personal usage," the few with cell phones used for business purposes commented that they never know where a client could be calling from so it's not easy to predict. This reaction regarding business usage is important to underline – if the tool is in fact specifically recommended for personal usage, more explicit language on the home page should be added to ensure there is no confusion among consumers who use their cell phone for business purposes.

Everyone agreed that the incoming minutes in general are very hard to predict. They feel they have very little control over that aspect of their call usage. As such, providing a typical usage number of 65% as a default ratio was considered a useful starting point by many.

Most agreed that inputting the usage by hour, splitting calls specifically by time of day, evenings and weekend, and incoming versus outgoing was taking the analysis too far. They felt this was quite frustrating, and expressed the added effort in needing a second calculator to figure out the numbers. Those who could in fact estimate their minute allocation felt the task was reasonable and did not require too much time to complete.

«Commencer à faire tout ces calculs c'est trop. »

« Pourcentage d'appels que je fais entrant ou sortant – j'ai aucune idée, je ne pense jamais en terme de pourcentage comme ça. »

Confusion also occurred between the outgoing and incoming long distance minutes break down pages because they looked almost identical. The page title was not clear enough, and they were forced to scroll down to get to the inputting fields. They would like to see the data fields closer to the top of the page without having to scroll down, or better yet, have all this information entered on the same screen (similar to the local minutes). While the local minutes only require one page of data entry, the inconvenience of scrolling down was noted here as well.

Many participants were bothered that the minute fields that couldn't be left blank needed to have a zero in them. They were brought to an error page if they left a field blank even though in their minds, a blank field is the equivalent to "zero". This confusion only arose when the participant deleted the default value of "zero" for some reason and did not enter an alternate value. Some also had trouble populating the cells pre-populated with zeros in that what was intended to be "1" ended up being "10" for instance. A programming recommendation might be that the field highlights when it is selected and the user simply overwrites the zero with their intended value.

Another comment regarding long distance minutes involved the allocation of minutes across time periods. Many did not notice that the allocation had to equal the total number of long distance minutes they had specified on the previous pages. Participants had two recommendations here: 1) that the total number of long distance minutes be incorporated upfront in the task description at the top of the page (e.g. "Distribute your **50** long distance minutes in the following time periods, then click on NEXT") and, 2) have auto deduction, i.e. an automatic countdown of the minutes as the user completes the fields.

Participants also felt their experience was too similar to completing a "spreadsheet" which they considered burdensome and awkward – they would have appreciated more of a "point and click" experience.

Also, if they wanted to change something and clicked 'back,' then they lost their previous information and they had to re-enter it. While this may be a function of the beta testing, it should be noted that participants do in fact expect and value that the website would save their data throughout their session.

Look and Feel

By and large, participants felt the layout was simple and visually appealing while only a limited few felt the site was not attractive. Besides a few minor aesthetic adjustments, participants were comfortable with the appearance of the site and the simple layout was appreciated.

There were mixed reactions to the 'Did you know' boxes on each page. Most participants did read them and for some it was new and valuable information. A good number of participants appreciated the relevancy of this information to the task at hand. There were a few who felt they did not add anything and they just didn't think these boxes should be so prominent. A key annoyance was that, visually, there was a lot of white space next to some of these boxes which forced the need to scroll down to get to the calculator input fields. A select few participants found it annoying to see this information first and then have to scroll to get to the input fields. They would rather see these boxes smaller, or more to the side or bottom of the page. It should be noted though that many participants did not read these boxes under the assumption that reading them was not part of the task. They were more preoccupied with completing their scenario task and opted to read this information on their own time.

Some of these observations are summarized on the following pages.

| Calculator | Checklist | Guide | OCA Home | Ask Us |

Profile Generator ①——②——③——④

Local Incoming/Outgoing Minutes

Distribute your total weekday and evening minutes in the timeslots below, then click on NEXT.

Too much white space due to position of the 'Tips' boxes. It requires participants to have to scroll down in order to continue inputting.

Did you know...

Many cellphone providers are no offering different evening start and end times and including the in the package price or offering them as a priced option.

While some found the "Did you know" boxes too prominent and "distracting", others felt this information needed to be there to inform them as they filled the required fields.

My Personal Usage Pattern

	☀ WEEKDAY			☾ EVENING					WEEKEND
	8-9am	9am-5pm	5-6pm	6-7pm	7-8pm	8-9pm	9pm-7am	7-8am	SAT-SUN
Minutes per month	20	170	166	40	30	20	0	14	244
Your totals to distribute	356			104					244
Grand Total	704								

Note: You don't have to have values for all the fields provided

If you press 'back' the numbers inputted are not saved and they have to be re-entered.

Even though the site indicates "You don't have to have values for all fields provided," the field cannot be left blank, which annoyed and confused some participants.

As well, users sometimes entered "10" when they wanted to just enter "1".

Auto-deduction was recommended for this value.

Back | Next

costs Cellphone Calculator

Calculator | Checklist | Guide | DCA Home | Ask Us

Profile Generator ① ② ③ ④

Outgoing Minutes - Long Distance

Enter the total number of minutes you use per month for making long distance calls in the fields below, then click on NEXT.

> These titles need to be more prominent, the pages are too similar. Some would prefer if both were on the same page.

Did you know...

If you expect to use your cellphone while travelling for extended periods of time, it is more economical to simply buy a SIMS card locally. This can eliminate both roaming and long distance fees.

My Personal Usage Pattern

Long Distance Calling	Calls in Canada From local calling area	Calls in Canada Outside local calling area	Calls to US From local calling area	Calls to Canada From the US	Locals calls made in US	Grand Total
Minutes per month	36	0	15	0	0	0

Note: You don't have to have values for all the fields provided

Back Next

> If these boxes are left blank, an error message occurs. The note that you don't have to have values is misleading; you need zeros in-putted.

costs Cellphone Calculator

Calculator | Checklist | Guide | DCA Home | Ask Us

Profile Generator ① ② ③ ④

Incoming Minutes - Long Distance

Enter the total number of minutes you use per month for receiving long distance calls in the fields below, then click on NEXT.

Did you know...

If you are making and/or receiving long distance calls on your cellphone from outside your provider's coverage area, you may be incurring both long distance charges and roaming charges.

My Personal Usage Pattern

Long Distance Calling	Any calls Received in local calling area	Calls from Canada Received outside local calling area	Calls from Canada Received in the US	Local calls Received in the US	Grand Total
Minutes per month	0	0	0	0	0

Note: You don't have to have values for all the fields provided

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costs Cellphone Calculator

Calculator | Checklist | Guide | DCA Home | Ask Us

Profile Generator ① ② ③ ④

Distribute Long Distance

Distribute your total long distance minutes in the following time periods, then click on NEXT

> Show the # of LD minutes upfront in the task description. Participants are not noticing this info at the bottom on the grid.

Weekdays:	0
Evenings (6pm - 9pm):	0
Overnights (9pm - 9am):	0
Weekends:	0

Did you know...

Minutes used for long distance calling may also be deducted from your weekday, evening or weekend minutes. All providers charge different rates for long distance minutes

Total Long Distance Minutes: 60

Note: You don't have to have values for all the fields provided

> Have auto deduction - the total automatically counts down as the user fills out the fields.

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Output

Generally, participants were quite pleased with the results from the calculator. Although the results were fictitious, participants did like the presentation of the results and the data manipulation capabilities the calculator allowed. It should be noted though that most of the "sort" functions were not noticed because the visuals were not sufficiently obvious.

After just a few uses, participants had a lot less trouble getting through the calculator and it took less time. They also started to notice additional output features like being able to increase or decrease their usage by 20%, which they liked a lot – participants understood the usefulness of this feature in the event their behaviour changed. It should be noted though that many participants did not notice this feature on their own.

As well, it wasn't sufficiently clear that users could change their profile once they got to the end - a select few were frustrated having to re-enter all their numbers if they wanted to adjust their inputs a bit to see what happens.

Participants also liked the following aspects of the plan details page:

- They liked that actual costs are calculated as the "bottom line";
- They liked that all costs and fees are presented, even if they are not charged specifically to their profile, and,
- They liked the special notes section (e.g. additional discounts may be available, etc.).

Participants did note though that they would appreciate seeing some information on contracts and contract length incorporated into the plan details.

Finally, about half of the participants noticed they could compare up to three different plans. Most were pleased with this functionality - some would like to be able to compare up to five plans on the same page. As well, there was some interest in seeing more than 10 plans appear by default once they reach the results page.

Most participants liked this area where they could edit and change their profile. Many participants found this on their own.

Most participants liked this page view. It is very clear and shows everything they input.

They liked the ability to increase and decrease their profile by 20%

Heres a list of all the prepaid service plans available from providers in your area. Various sorting options are available to you at this point. To view more details on any given prepaid plan, click on the service plan name.

You may also chose to examine the monthly service plans and their associated costs. At any time you can go back and adjust your profile and re-submit it. It is always best to contact the service provider for additional information.

| Add an "All providers" option instead of a blank. |
| Interest in seeing more than 10 results per page by default |
| They would like to be able to compare up to 5 |

| Column sort functions were rarely noticed |

| View Monthly Plans | View Prepaid Plans | **View My Profile** |

Prepaid Plans

Limit to single provider: [Symphony Mobility ▼] [Go]

Results per page [10 ▼] [Go]

Click Up to 3 to Compare	Plan	Details	Provider ▾
☑	Basic Pay as You Go	Plan Details	Galaxy Mobility
☑	Unlimited Evening and Weekend	Plan Details	Galaxy Mobility
☐	Prepaid Silver	Plan Details	Gem Mobility
☐	Prepaid Bronze	Plan Details	Gem Mobility
☐	Prepaid in Stereo	Plan Details	Symphony Mobility

[Compare]

Additional concerns from participants regarding various aspects of the tool included:

- It wasn't clear that the plans could be sorted. In fact, some did not even notice that the plans were sorted based on value by default. One participant saw the value in sorting by provider but questioned why he would want to sort results based on the plan name.
- The side-by-side results could be more visually appealing to help distinguish the three plans – perhaps the use of colors in the columns could assist in this endeavor.
- When specifically probed, participants noted that the tool does not take into account such things as: the cost of the phone, coverage (roaming), data usage (e.g. Internet surfing, music downloading, etc.), unlimited texting, GPS, taking and sending photos, activation fees and changing zone fees.
  - Participants did not mind that international calling was not included in the calculator. Most agree that there are better ways to call internationally than on cell phones.

Suggestions regarding various aspects of the tool included:

- Add information pages that provide additional research on things such as the difference between monthly and pre-paid plans.
- Include Information on coverage with different providers.
- All participants agreed there was value in including other types of plans such as family plans, network to network, etc. and they were prepared to input more information in order for the calculator to take these into account. A suggestion was to have an option at the beginning of the calculator (similar to how the long distance calls are handled) giving the user the option to include these plans in the analysis.
- A suggestion for the cumbersome detailing of minutes would be to use ranges of minutes as opposed to exact numbers.
- Additional information should be provided on the impact of signing a contract on monthly fees (i.e. participants were curious to know if the monthly fee is cheaper depending on the type of contract signed).

  « Ajoutez l'aspect des contrats – est ce que les frais notés sont disponibles avec (ou sans) contrat? Ou est ce que les prix sont reliés au contrat? »

- Some users simply wanted the ability to view plans and plan data without having to go through the profile builder. While this will be made available from the calculator's main page, it will need to be made more prominent.
- There was interest in being able to filter or funnel the presentation of plans based on cost or cost ranges.
- As well, when using the plan limit by provider, a few noted they would like to see an "All providers" option rather than having to select a blank to revert back to the list of all providers after having filtered.
- Finally, to appease their concerns regarding credibility and relevance, participants would like to see more explicit information on when the site was last updated.

Cell Intenders

Two different approaches were used to obtain feedback from cell intenders.

- ⊕ **Approach 1:** Participants in Vancouver were asked to consider 3 lifestyle profiles and use the information in each profile to enter an anticipated usage profile into the cost calculator. This approach was used so that all participants were more or less considering the same information when creating their usage profile and to ensure that all modules were being tested. Participants used the existing online module for this exercise.

- ⊕ **Approach 2:** Based on very strong feedback from the Vancouver sessions, the protocol was changed for sessions in Halifax and Montreal. Here, participants were asked to enter their own anticipated, personal usage profile using three different calculator layouts: the existing cell intender module, the cell owner module and a new, hybrid module created by the Industry Canada team soon after the Vancouver sessions were completed. For most sessions, because of the amount of time needed, participants were only able to use the existing cell intender module and the hybrid module.

Feedback has been grouped according to the two main flows used by cell intenders: the existing cell intender module, which was used in all cities, and the hybrid flow, which was only seen in Halifax and Montreal.

Existing Cell Intender Module

Overall Perceptions

The general idea of the calculator and its usefulness was grasped by the participants and they liked the concept. The calculator 'made sense' but many wondered how people were supposed to figure out what their anticipated usage was supposed to be. This concern was mostly regarding the detailed breakdown of the incoming and outgoing minutes pages. The participants got caught up and frustrated that they had to input so many details at the very beginning of the profile builder.

Navigation

On the whole, navigation was straightforward although there were some noteworthy issues. Some commented that the navigation buttons could be different sizes in terms of what one is more likely to press. For instance it was more likely that they would want to 'look at results' than 'print', so the print button should be smaller.

As well, on the pages where users are supposed to click "Calculate", not all users instinctively understood that this was needed and even among those who did click the right button, many did not realize that it showed them the same page again. Some participants even tried to click into the orange section of the grid to input numbers there, unbeknownst to them that these would auto-fill using the calculate function.

A related concern occurred when users clicked 'calculate' after all the inputting was complete. The screen goes to the top and they thought all the information had been lost. They would like to see it all calculated right there, with no change of screen position.

The typical usage patterns were by and large understood by most participants however questions were raised regarding the definition, and ultimately the applicability, of a "typical user" profile. Some wondered if it would be possible to create more narrowly predefined "typical user" profiles based on basic user information such as age, call behaviour, etc.

Finally, the <u>appearance</u> of the typical usage patterns was confusing to some. They did not know where to click to move on to the next screen since the navigation buttons, that are typically at the bottom of the screen, are now located between the user's entry grid and the typical usage pattern grid.

Level of Effort

The most frustration focused on the breakdown of minutes, especially for the evenings. Cell phone intenders generally did not understand why so much detail for evening calls was needed simply because they are less knowledgeable about how cell phone plans are structured. Not only were participants frustrated with the level of detail, but they were also confused by the similarity in the pages – many believed they were being asked to re-enter the same information or that they had made a mistake and lost all of their information when in fact they were on a new page. These navigation issues may have compounded frustrations for some of the users.

> "The daily minutes, depends on the day, on the season, on the month or week."

> "I like it, would like it better – say daytime – asking you how much you would use in a broader window of time. It'd be easier than figure out all the minutes in a single hour over the week. "

Given this confusion, there was interest in seeing the outgoing and incoming screens merged onto the same page.

Similar to cell phone users, new users also felt their experience was too similar to completing a "spreadsheet" which they considered burdensome and awkward – they would have appreciated more of a "point and click" experience.

Cell intenders also wanted to see more options provided at the beginning of the profile builder such as the option to specify: unlimited weekends, a certain number of daytime minutes per month and specific group plans. They would have liked to see more 'funneling' at the start when there were certain features that they knew they wanted. An extension of the funneling concept was interest in being able to pre-select or filter for a specific cost or price range, e.g. $25-$50, $50-$75, $75-$100, etc.

> "A lot of info is necessary to enter — have a few up front questions to eliminate/streamline users — if they already have an idea of what they want. Otherwise they can go through the entire thing."
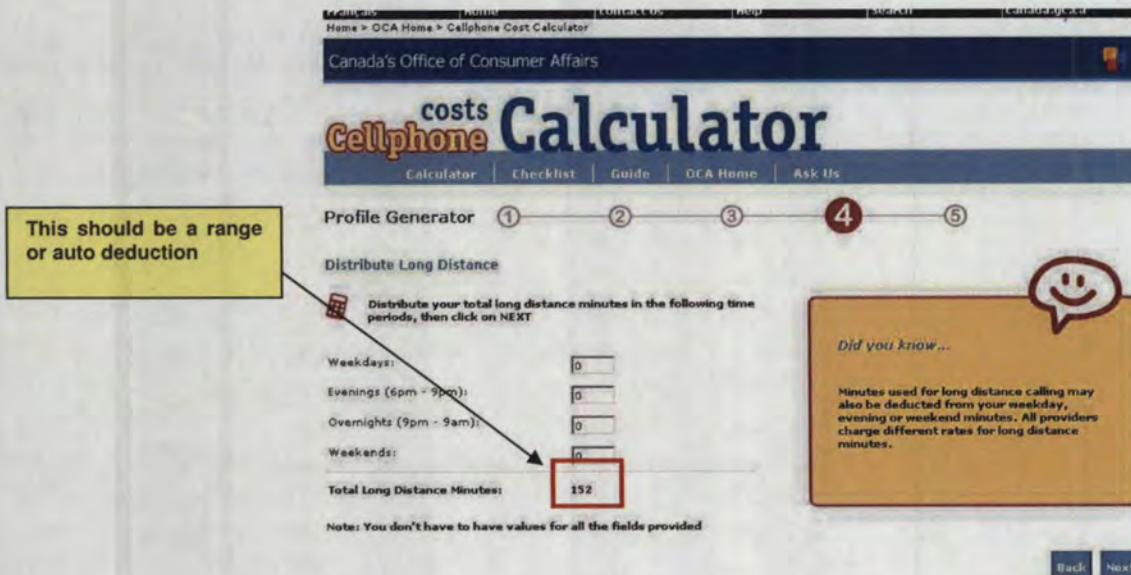
Similarly, <u>when specifically probed regarding the potential absence of certain types of calling plans (e.g. network-to-network, family plans, shared plans, favourite-5 plans)</u>, new users generally agreed that this represents somewhat of a weakness in the tool. Those interested in these types of plans were prepared to enter more information in the profile builder to allow the tool to incorporate this information in the results. Similar to cellular users, new users recommended that they be able to opt in or out of these types of plans at the <u>beginning</u> of the profile builder so that those not interested in these types of plans not be forced to answer unnecessary profile questions.

In terms of allocating their incoming and outgoing long distance minutes across points of origin and destinations:

- Many understood the difference between the categories although some found their "local calling area" confusing.
- There was interest in inputting the incoming and outgoing information on the same screen.

Similar to cell phone users, many cell phone intenders did not notice that the allocation of long distance minutes had to equal the total number of long distance minutes they had specified on the previous pages. Participants simply recommended auto deduction as a possible solution, i.e. an automatic countdown of the minutes as the user completes the fields.
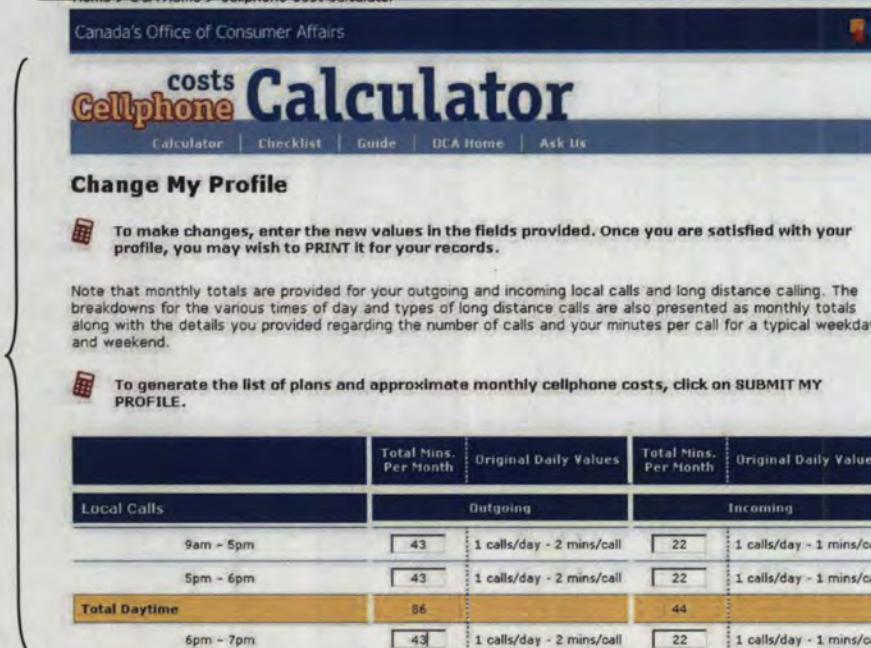
Output

Over half of the participants noticed the three tabs on the output page. Some viewed their profile tab and only a few noticed the ability to increase/decrease their profile by 20%. Once brought to everyone's attention, all agreed this was a good feature. Similarly, they liked being able to change their profile on one page at the end. These features do need to be more prominently displayed though as less than half of the cell intenders noticed this.

costs **Calculator**
Cellphone

Calculator | Checklist | Guide | OCA Home | Ask Us

Compare Monthly Plan Details

Here's a side-by-side comparison of the details and associated charges of the monthly plans you have selected.

Note: The totals given are simply approximate monthly costs based on the information you provided. At any time you can go back and adjust your profile and re-submit it. It is always best to contact the service provider for additional information.

| View Monthly Plans | View Prepaid Plans | View My Profile |

Participants noticed the tabs

Compare Monthly Plan Details

Standard Information	Plan Details	My Approx. Cost	Plan Details	My Approx. Cost
Plan Name	The Melody 20		Jupiter Plus 25	
Provider Name	Symphony Mobility		Galaxy Mobility	
Monthly Plan Price	$20.00/month	$20.00	$25.00/month	$25.00

Revised New User Flow (hybrid version)

After conducting the initial Cell Intender groups in Vancouver, it was decided that participants would be shown an alternate mock-up flow of the calculator instead of completing it as both a user and a non-user. This hybrid version took into account many of the comments and reactions from the Vancouver sessions, including:

- Providing user segments to help new users categorize themselves upfront — this segmentation would then drive typical usage patterns for some of the input requirements on subsequent pages;
- Merging ingoing and outgoing data requirements on one page; and ultimately,
- Reducing the number of screens new users would need to complete before reaching their profile summary and the plan details.

Participants were each given a 4-page handout of the proposed new flow. The website itself was not yet functional, so screen-shots were used to present the revised calculator to participants. The moderator then walked participants through each page via overhead projection at the front of the room and discussed various elements of the calculator. Importantly, participants were encouraged to make comparisons between the new flow and the one they experienced on the computer.

Overall perceptions
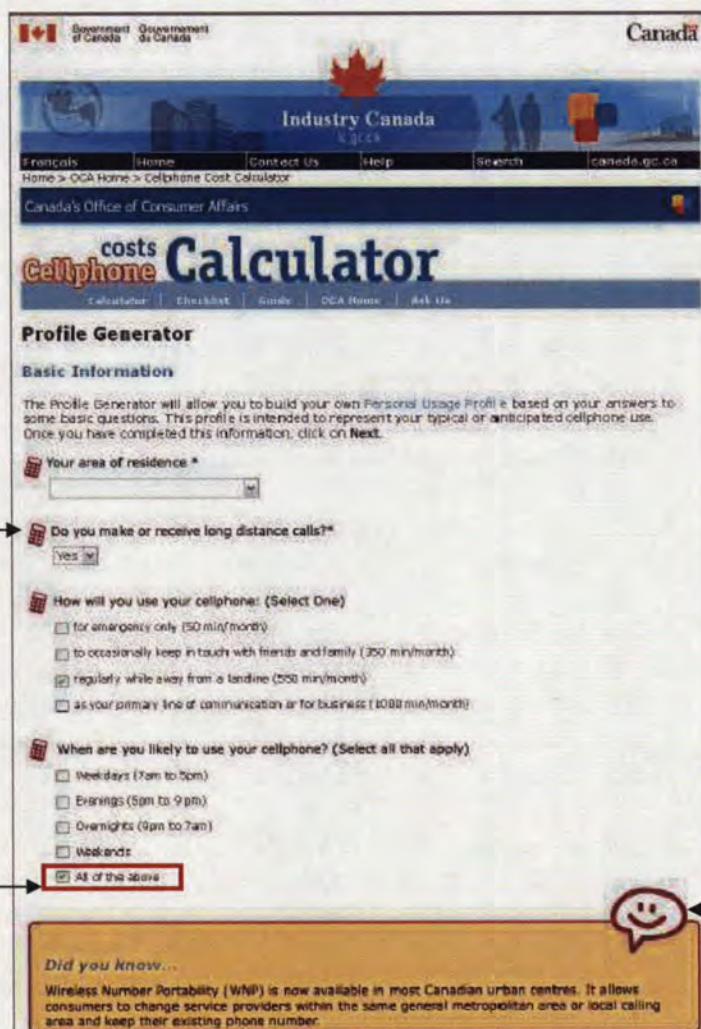
Overall, participants strongly preferred the new flow to the original one. They particularly liked the user-profiles on the first page, the layout, the lighter data entry requirements and the clearer step-by-step flow of the tool.

Page 1: Basic Information

All participants appreciated having the user profiles on the first page of the calculator (e.g. emergency only, occasionally, regularly or as a primary line of communication). Many were unfamiliar with how many minutes they would use on a cell phone, but almost all were able to self-identify with one of the new user profiles. Some found it to be a valuable learning tool in that it taught them about how many minutes are appropriate for various user profiles. A few participants noted that an additional category between "emergency use" (50 mins/month) and "occasional use" (350 mins/month) — or the option to pick both - and a category to capture usage exceeding 1,000 minutes would be helpful. In the absence of these additional categories, participants suggested an "other" category allowing them to enter a specific minute usage.

The majority of participants preferred the "Did You Know" box located at the bottom of the page, stating that it improves the overall flow and design of the page. Those that felt they did not really need this information preferred the box on the bottom, whereas those who relied on the information to complete the questions felt the box should be made more prominent and more associated to the questions (i.e. next to the question it pertains to). A suggestion for these instances might be to incorporate the information in with the instructions.

> « Je suis moins obligé à le lire; il est là s'il me faut. Mais pour ceux qui ont vraiment besoin de cet info, c'est plus difficile de le trouver en bas de page »

Here would be a logical place to add in a sub-question to those who say yes: "What type of long distance calls do you make?" Would influence options shown on page 3.

Participants noted that this option should be at the top of the list, thereby negating the need to check off all other boxes. In French: could be changed to "En tout temps"

The location of the "Did you know..." at the bottom of the page was generally preferred.

Page 2: Local Incoming/Outgoing Minutes

Compared to the computer version of the calculator, participants appreciated having incoming and outgoing minutes grouped together on the same page. Since many of them did not realize the difference the first time they used the calculator, they found this layout was much more clear and easier to use.

The first step on this page was seen as much more clear and straightforward than the original version. Participants liked how default numbers were already in the boxes, and almost all realized that this was a function of the user profile they had previously chosen. Participants liked the idea of playing around with the calculator and testing out different usage scenarios. While most realized that the number allocation could be changed, a few thought the pre-filled "total" could not be changed. Some felt the ability to change all numbers, including the total, should be more explicit in the task instructions. One participant suggested that the weekday/evening/overnight/weekend distribution automatically adjust when the total is changed.

> "It allows you to easily play around with different scenarios"

> "Il est simple, clair, et pas compliqué"

However, as was seen in the computer version, the breakdown of evening minutes by hour in the second task on this page was too precise, and a difficult task for most participants. Again, this was attributable to a general misunderstanding of how service providers structure their offers.

> "It's ridiculous to break down minutes like this; at best, it would be a guess"
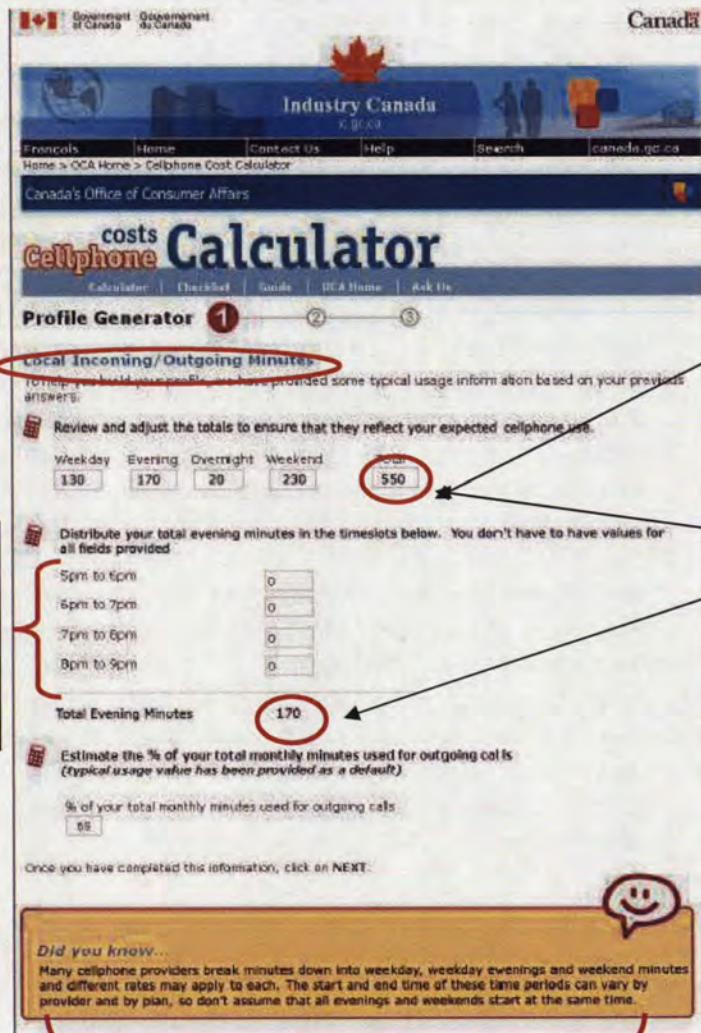
Comments from participants would suggest that they were overly concerned with the precision of the data they entered – they did not seem to realize that an estimate was all that was needed. Perhaps there is a preconception or preoccupation that the accuracy of their data will drive the accuracy of the tool – a concern along the lines of "garbage in, garbage out."

Some suggested offering a "typical usage profile", as was done in the other version of the calculator. Others thought that entering percentages instead of absolute numbers would be simpler. Interestingly, participants felt they would be more willing to put in the time to distinguish hourly usage if they understood the reasoning behind it. After reading the "Did you know" box many felt the task was necessary and they realized they could benefit from entering the precise data. Their patience and willingness to devote time to the task increased immensely. Given this, it is suggested that this information

be placed closer to the task or that a brief explanation be incorporated into the statement by the calculator icon.

"Ça change tout si on sait pourquoi il faut le décortiqué comme ça"

Regarding the task asking for the percentage of the total monthly minutes used for outgoing calls, nearly all participants felt this step was clear, easy to think about, and they appreciated having the typical usage as a default number.

In French, participants appreciated the addition of "Minutes pour les" to the title, instead of it just saying "appels sortants/ entrants"

Most participants realized that this number was a total and that it could be changed.

Breaking it down by hour remains difficult — showing a typical usage pattern, asking for a percent breakdown or adding reasoning beside the task might simplify things

Participants suggested that these numbers automatically adjust when related fields are changed

Most felt this information should be closer to the second task because it explains the importance of breaking usage up by hour.
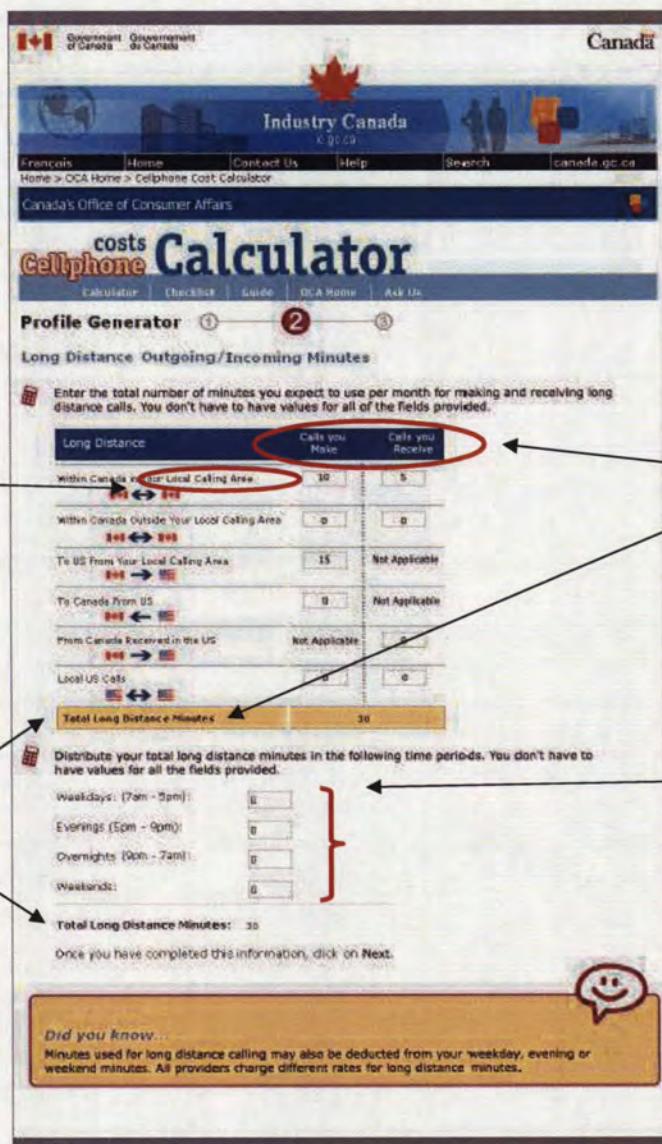
Page 3: Long Distance Incoming/Outgoing Minutes

The majority of participants were quite comfortable estimating their incoming and outgoing long distance minutes. They liked the layout of the table, especially having boxes for incoming and outgoing calls right beside each other. However, many were unclear if they were supposed to enter the number of minutes or the number of calls. They noticed an inconsistency between the section title, the table footer and the task text (which all ask for minutes) and the column headers (which indicate calls). Participants should also be reminded that the totals on this page (and where ever else this applies in the tool) are monthly figures, e.g. "Total long distance minutes per month".

An important challenge for some participants is the definition of their "local calling area" – they would not know what their footprint is. This was especially a problem in Montreal where calling off-island may or may not be long distance, depending on your local area and where you are situated when making a call.

Participants were fairly comfortable breaking down their long distance minutes by weekday/evenings/overnight/weekend, but some suggested using a percent allocation instead. While the numbers should add up, site users should be reminded from time to time that the entire calculator task is an exercise in approximation and that users should enter numbers to the best of their ability.

Not having international calling as an option was not a problem for the majority of participants. Most agreed that they would be very unlikely to use their cell phone for international calling, with the exception of one woman who said she would cancel her landline if/when she gets a cell phone and therefore need access to International calling on her cell phone. Others thought that the question could be asked up front, as is done with the general long distance question, and an international section could be added for those who required it.

Some participants did not know the footprint of their "local calling area".

Some participants felt that adding in "per month" to the total lines would make it more clear.

Having the two side-by-side made the task easy for participants; they appreciated the design of the table.

Unclear whether it's # of calls or # of minutes.

It should be mentioned that these #s can be approximations but that (applies to all similar sections) the sum must still be equal to the total.

Page 4: Features

For most participants, the last page of the hybrid version was simple and straightforward. Some participants did not realize that the question mark was a link to additional information about each service. As such, participants who were unfamiliar with some of the services had trouble completing this section. To make this help feature more evident, participants suggested:

- Converting the service name into a hyperlink;
- Adding a legend up front so that the user knows what the symbol means;
- Using a different symbol (more like the smiley face used for the "did you know") rather than a question mark – some sensed the question mark was the punctuation in the text rather than an actual link to more information; and,
- Having a mouse-over definition instead of a pop-up.
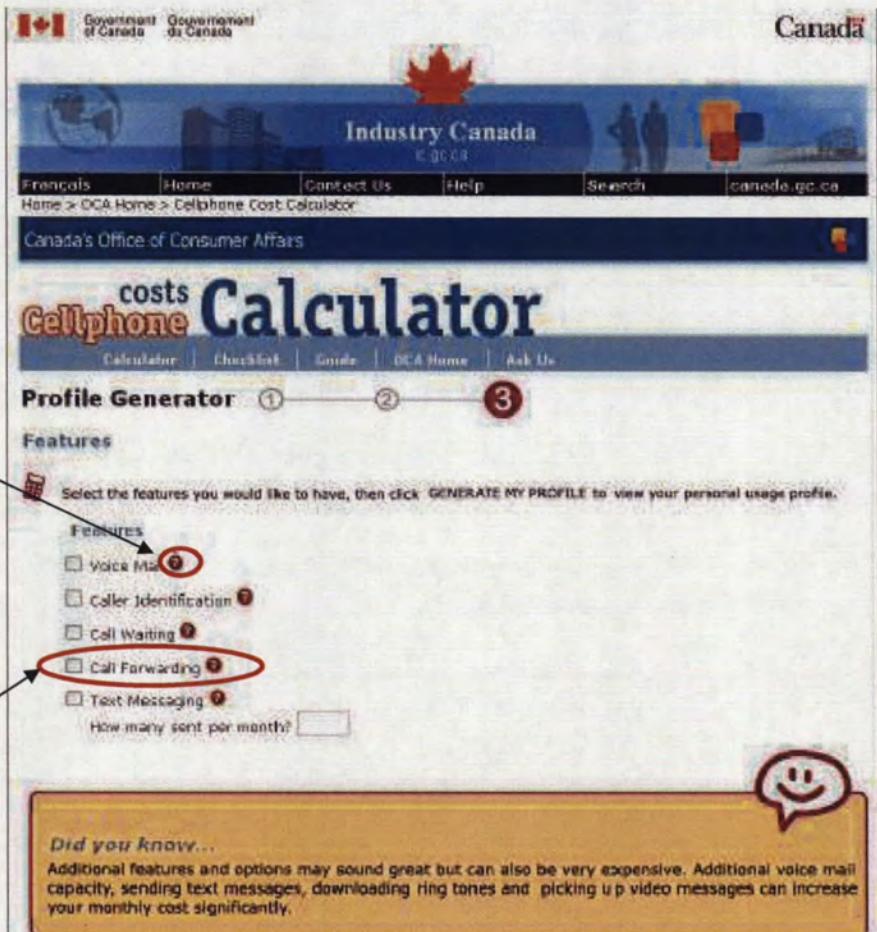
Participants were also concerned about how the calculator would interpret bundled services. They would be interested to know the incremental value of each service if it were part of a bundle. For example, if you checked off voice mail and caller ID, could the calculator tell you that for only an additional $1 or $2 you could also get text messaging because it is part of a bundled offer? Participants would also like to know the approximate monthly cost for these services so they would know whether or not to include them in their usage profile right away <u>rather than wait until the results pages to understand the cost impact of these features</u>. As such, some suggested simply showing a monthly price range beside each feature.

Some participants noted that there was no space for incoming text message – since the group was with non cell users the majority of them did not know that incoming text messages are free on most cellular plans. In fact, some current cell phone users did not know this!

Some also suggested adding in other features such as Internet/email/data transfer so that they could see how different options would affect the price of the plans (i.e. is it worth it to get the additional features?). Although most admitted they would not actually want Internet service on their phone, they were curious to see how it would change the overall price of their plan. As well, some noted that because the industry is always evolving, some of the features considered in the calculator (e.g. voice mail, SMS, etc.) will likely soon become standard features and that other options such as mobile TV, Internet browsing, etc. represent the future and should be considered.

Decima Research

Very few realized that this would provide additional information about the various services.

In French, the term "suivi d'appel" is not known or understood. "Transfer d'appel" would be more appropriate.

Summary Assessment

Despite the various criticisms made of the tool among both cell phone intenders and cell phone owners, the vast majority of participants would actually use the tool if it were available. As well, many participants would likely mention it to friends and family if they were in the market for a cell phone plan. They would describe the tool as:

- providing options from all the providers in you area;
- providing detailed information on a variety of plans;
- helping you find out if you're spending too much on your current plan;
- it does all the work for you;
- the results are personalized based on actual usage;
- allowing you to compare different plans side by side.

"I think with your own phone bill and knowing generally on how you use you phone during the month it's pretty easy to use."

« Il nous plonge dans le contexte réel des cellulaires aves les variables nécessaires »

A very select few, most of whom sensing they would not make much use of the proposed tool, questioned the Government of Canada's involvement in this type of initiative. They were not convinced it was their role to help Canadians shop for a cellular phone plan. These points were typically counter-argued by others in the sessions, who in fact understood and appreciated the consumer education and protection role this tool actually served.

In terms of marketing, some of the more common ways participants thought the government could inform consumers of this website included:

- Commercials on TV, like the Service Canada commercials (which were frequently recalled by participants);
- Place signage at points of purchase where ever you can purchase a cell phone plan;
- Google search results (based on keyword searches on "compare cell phone," "cell phone plans", etc.);
- Include as an insert with the cell phone bill;
- Include as a link on cell phone company websites;
- Ads at bus stops/ shelters and in newspapers; and,
- Government of Canada website pop-up advertisement.

Summary Recommendations

Key Issues	Recommendations
General Comments	
Concerns with business usage	Make language on the home page more explicit regarding how the user is to consider this tool
Location of the "Did you know" boxes – distracting, forced users to scroll, not always relevant depending on user knowledge	Move all boxes to the bottom of the page. Where the information was deemed useful by users to complete a task, it might be preferred to integrate the information in the task instruction.
Interest in seeing plans without having to go through the profile builder	Make the link to this information more evident on the home page
Concerns that the information is not updated	Make the "Last updated" information more evident on the plan details pages and on the home page
Basic Information Page	
Don't know the difference between prepaid and monthly plans	Provide an explanation on the appropriate page in the profile builder or add a link to more information
No information on international calls	Add to calculator but allow funneling at the beginning of the profile builder
No information on specific types of plans (e.g. family plans, shared plans, etc.)	Add to calculator but allow funneling at the beginning of the profile builder
Want to pre-filter their profile for specific price ranges	Add a filter at the beginning of the profile builder (e.g. $25-$50, $50-$75, etc.)
Local Minutes Section	
Concerns with level of detail asked around minute allocation	1. add more context to the task description allowing the user to appreciate why the detail is needed 2. merge pages together wherever possible, especially ingoing and outgoing minutes
Confusion with ingoing versus outgoing data	1. make labels identifying ingoing and outgoing more explicit / larger/ more evident 2. merge pages together wherever possible

Key Issues	Recommendations
Lack of understanding of what the "Calculate" function does	1. Remove this function altogether, or, 2. Enter typical usage patterns by default
"Calculate" function returns user to top of the same page	1. Remove this function altogether, or, 2. Return user to the same location on their page rather than resending them to the top of the page
Moderate to low confidence in the typical usage patterns	Allow users to select from a list of pre-defined user segments (similar to the new hybrid flow)
Long Distance Minutes Section	
Concerns with level of detail asked around minute allocation	3. add more context to the task description allowing the user to appreciate why the detail is needed 4. merge pages together wherever possible, especially ingoing and outgoing minutes
Confusion with ingoing versus outgoing data	3. make labels identifying ingoing and outgoing more explicit / larger/ more evident 4. merge pages together wherever possible
Pre-populated zero fields – errors because left blank, and participants not deleting the zero before entering their value	1. have all fields blank by default and accept a blank as a zero, or, 2. have all fields blank by default and force a value for all fields, or, 3. highlight the entire field when clicked on allowing the user to easily overwrite the default value
Minute allocation not equaling the prefilled totals, especially for long distance minutes	1. use typical usage patterns by default 2. use auto-deduction 3. make the user's total more evident in the task instruction (e.g. Allocate your 50 long distance minutes…)
Lack of understanding of what the "Calculate" function does	3. Remove this function altogether, or, 4. Enter typical usage patterns by default
"Calculate" function returns user to top of the same page	3. Remove this function altogether, or, 4. Return user to the same location on their page rather than resending them to the top of the page
Moderate to low confidence in the typical usage patterns	Allow users to select from a list of pre-defined user segments (similar to the new hybrid flow)
Confusion regarding "local calling area"	1. Provide users guidance on how they can find out about how their local calling area is defined and / or, 2. Instruct users what assumptions they should make about their local calling area to help them enter estimates in the profile builder

Key Issues	Recommendations
Difficult to allocate long distance minutes	Consider using a percent allocation instead of asking for specific minute allocation
Features Section	
Features list – "suivi d'appel" not well understood in French	Change to "Transfer d'appel"
Features list – links to more information not recognized as links	1. change the icon 2. provide information via mouse-over 3. provide information directly on the page beside the feature 4. provide information in a "Did you know" box
Interest in feature prices before getting to plan details	Provide approximate monthly rates beside each feature (e.g. Voice mail – app. $5/month)
Profile Display	
Location of "Submit my Profile" button	Switch the location of this button with the "Print" button
"Change my profile" not always noticed	Make the editing of the user profile more prominent – larger buttons / links
Results Display	
Sort functions in plan details not always noticed	Make visuals more evident – larger icon
"Limit to single provider" – cannot easily return to All providers	Add an "All providers" option rather than having to select a blank to revert back to the list of all providers
Detailed Plan View	
Comparing plans side-by-side lacks visual appeal	Use of colors or column structure to better distinguish the three plans being compared
Can only compare 3 plans side-by-side	Allow the user options to compare as many side-by-side, up to 5
Plan details missing	⊕ information on contracts ⊕ provider coverage

Key Issues	Recommendations
Hybrid Version	
Page 1 – Time of day phone usage (task 4)	Move "All the above" to the top of the list and rename to "All time periods" (or something similar) – this way the user does not click all the options only to get to the bottom to find the all-encompassing choice
Page 2 – Time of day minute allocation (task 1): not sure if numbers can be changed	Make instructions more explicit that the user can change the allocation AND the total
Page 3 – LD minute allocation (task 1): confusion over minutes and calls	Change column headers in the grid to as for "minutes" – this would make them more consistent with the page title, the instruction and the "total" label at the bottom of the grid

Appendix A: Moderation Guide

Agenda	Allotted Time
1. Introduction and warm-up	10 minutes
2. General context setting	10 minutes
3. Obtaining / Comparing Cell phone Plan Information	15 minutes
4. Hands-on Usability Testing	60 minutes
5. Value and Gap Assessment	20 minutes
6. Conclusions	5 minutes
TOTAL	**120 minutes**

Cell Phone User Handout Material and Hyperlink Inventory:

- ⊕ **Handouts:** 3 mocked-up cell phone bills
- ⊕ **Links:**
  - ○ Link to 2 retailer websites
  - ○ Link to 3 cell phone provider websites
  - ○ Link to a comparison website
  - ○ Link to online calculator (pages to be specified by OCA)
  - ○ Link to online calculator home page (for hands-on testing)
- ⊕ **CCIG / CC brochures to be handed out with incentive payout (provided by client team)**

1.   Introduction and warm-up   (10)

Welcome. You are about to be part of an important process in assisting Industry Canada and the Office of Consumer Affairs. Your experience and insight are extremely important.

Before we begin, allow me to introduce myself. My name is Rick and I have been hired to lead this discussion with you. I am not an employee of the Government of Canada.

This evening I'll be asking you a number of different questions about a new interactive information product. It is important to remember that there are no right or wrong answers and that nothing you say will hurt or offend me. It is your honest opinion that counts.

During our discussion, I may take notes and I will audio record this interview. This is standard procedure for interviews of this nature. These audio tapes will only be used to help me recall details and report people's opinions accurately. Nothing you say or do will be identified to you as an individual and you will never be contacted in connection with this session. Anything you say is protected under the Government of Canada's Privacy Act and the Access to Information Act.

Members of the client team are at the back of the room to listen attentively to your comments. They will not be participating in the session, they are not here to answer your questions about the products we will be testing – they are simply here to observe.

We want this discussion to be open and frank. We want to hear your honest views and suggestions. If you have an idea, do not hold back.

Do you have any questions before we begin?

What I would like to do now is get to know you a little. Could you please tell me your first name, a little something about yourself, such as:

➢ What kind of work you do?
➢ If you're a student, what are you studying? Do you have a part-time job?
➢ Do you have any children, if so what age?
➢ Do you find yourself traveling a lot? ...for pleasure or for work?

2. General context setting (10)

We're going to kick the discussion off with a general question: I'd like you to describe for me what it's like being a consumer these days.

2.1 In your opinion, what are some of the best aspects about being a consumer these days?

2.2 In your opinion, what's the hardest part about being a consumer these days? What do you have to <u>work hardest at</u> in order to get done as a consumer? What have you done to help put your mind at ease?

2.3 And what would you see as some of the challenges and advantages for consumers when it comes to the cell phone market specifically?

> 2.3.1 ...are there any issues that come to mind when it comes to shopping for a cell phone or deciding which cell phone plan you need? **PROBE AS NEEDED:** What about the quantity of information available to consumers when they are shopping for a cell phone? ...what about the ease of access to information? ...what about the credibility of the information?

3. Obtaining/Comparing Cell Phone Plan Information (15)

As some of you may know, there are many ways for consumers to obtain information on cell phone plans. I'm going to present some different sources and I'll be interested in hearing from you what you see as the pros and cons of each one.

3.1 **Cellular phone retailers:** One way consumers can obtain information on cell phone plans is by visiting specific retailers that sell cell phones such as **Future Shop and Best Buy**.

⊕ http://www.futureshop.ca/catalog/dept.asp?catid=23896&logon=&langid=EN (Future Shop)

⊕ http://www.bestbuy.ca/catalog/dept.asp?logon=&langid=EN&catid=20157 (Best buy)

3.2 **Cellular phone company websites:** You can also visit cellular phone service provider stores or websites to get information on plans. *Moderator shows participants three bookmarked cellco websites -* **Rogers, Bell Mobility and Telus:**

⊕ http://www.rogers.com/web/content/wireless-plans (Rogers main wireless page)

⊕ http://www.bell.ca/shopping/PrsShpWls_Landing.page (Bell main wireless page)

⊕ http://www.telusmobility.com/ (Telus main wireless page)

3.3 **Comparison websites:** There are also websites specifically designed to allow consumers to compare plans from various cellular companies side-by-side. The sites typically have the plans presented in a grid format, with the plans across the top and the plan features along the left hand-side, allowing consumers to compare plans along the same features. One such site is Compare Cellular. *Moderator shows participants 2 screens of the* **Compare Cellular** *website:*

⊕ http://www.comparecellular.com/bell_rateplans_details.asp?RatePlanID=1062&RID=29&CID=155 (Plan Detail)

⊕ http://www.comparecellular.com/compare_rateplans_step4.asp?l=&ProvinceID=3&RegionID=64&CategoryTypeID=1&CategoryID=12 (Side by Side)

3.4   **Calculator website:** Consumers could also use a website that enables them to enter some details about their cell phone usage. The calculator then compares this usage profile against plans available in the market across all the different cellular phone companies and estimates the monthly cost for plans available. *Moderator shows participants 5 screens of the calculator website:*

- ⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/en/ca02325e.html (Welcome Page)
- ⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/en/ca02326e.html (Profile Page)
- ⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/en/ca02327e.html (Result Page)
- ⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/en/ca02328e.html (Compare 3 Page)
- ⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/en/ca02329e.html (Plan Details)

AFTER PRESENTING EACH APPROACH, THE MODERATOR WILL PROBE FOR THE FOLLOWING:

3.5   Through a show of hands, who here has ever used this approach, or something similar, to obtain information on cellular phone plans?

3.6   What do you see as <u>the main advantages</u> of trying to obtaining information on cell phone plans this way?

3.7   What do you see as <u>the main disadvantages, limitations or challenges</u> when trying to obtain information on cell phone plans this way?

Specifically regarding the online calculator:

3.8   What are your expectations regarding an online calculator? **PROBE AS NEEDED:** Expectations regarding…

    3.8.1   …the amount of effort you would have to put into it?

    3.8.2   …the quality of the information it would provide you?

    3.8.3   …the quantity of information it would provide you?

    3.8.4   …how easy it would be to use the tool?

3.9   How much time would you be prepared to invest to go through this kind of calculator in order to view the plans that best suit your usage profile?

Summary perspective on sources of information:

3.10   Are there any other sources of information on cell phone plans that you or someone you know has used?

3.11   Out of the four means of obtaining information on cell phone plans we have discussed to date…

    …which do you find most practical or helpful?

    …which would you be tempted to use?

    …which would you be most likely to trust or recommend?

4. Hands-on Usability Testing (60)

The remainder of the session will now focus on a prototype or test version of an online calculator. Test versions are an important stage in the development of a website – by having potential users such as yourselves go through the online tool, it helps us understand how well the tool works. We won't be entering real information and the tool will produce simulated output based on fictitious service providers and cell plans. To help us test the tool, I will have each of you go through the calculator assuming you are interested in seeing what plans in the marketplace best suit your usage profile. To make sure we are all on the same page, we have prepared three mocked-up cellular phone bills that you will use to work your way through the calculator **[PARTICIPANTS HAVE 3 MOCK BILLS ON THEIR DESK].**

What I would like you to do is start with the bill from **[randomize from city to city and from group to group]** Galaxy / Symphony / Gem. **[MODERATOR TO SHOW SEQUENCE ON A FLIPCHART OR WHITEBOARD TO ENSURE ALL PARTICIPANTS FOLLOW THE SAME SEQUENCE.]** Simply assume that this is your cellular phone bill.

I'd like you to use the information available on each bill to work with the calculator – you'll get about 10 minutes per bill. Once everyone is done the first bill, we'll have a quick discussion about your experience so please don't move onto the next bill until I say so.

As I said earlier, an important objective for me is to understand whether you can effectively use the tool. So I would encourage you to jot down some quick notes as you work your way through the calculator. Things I'll be interested in hearing from you include **[MODERATOR TO PROVIDE LIST ON FLIPCHART / WHITEBOARD]:**

- Likes and dislikes
- Any problems you encountered
- Any recommendations you would make based on what you've seen
- Questions you are asking yourself as you go through each exercise
- Clarity of the instructions

Try to make your way through the calculator as best you can. You shouldn't feel bad if you don't reach the end – this isn't a test and this isn't a race. If you feel you've hit a roadblock, try to keep moving forward even if the information you enter is not exactly what you think it should be – remember, you only have 10 minutes. Just take note of these roadblocks because it is important for me to understand the challenges you encountered.

AFTER EACH SCENARIO, PROBE ON THE FOLLOWING:

4.1   <u>By a show of hands</u>, how many made it to the results screens (i.e. where the calculator presents a list of plans that reflect the usage profile you've entered)?

4.2   What are your overall reactions to the calculator?

4.3   What, if any, are some of things you feel the tool does really well?

4.4   What, if anything, do you see as some of the tool's weaknesses?

4.5   What, if anything, would you do differently if you could redesign certain parts of the calculator?

5.   Value and Gap Assessment   (20)

Now that you've had a chance to go through the calculator a few times, lets get some summary perspective on your experience. **MODERATOR TO PROBE AS NEEDED, DEPENDING ON WHAT WAS COVERED IN EACH POST-SCENARIO DISCUSSION IN SECTION 4.**

5.1   **Overall assessment:**
   ⊕ What, if any, are the main problems or difficulties you encountered along the way?
   ⊕ What did you like about the tool?
   ⊕ Are there any specific features on the website that helped you complete your task?

5.2   **Reactions to look and feel:**
   ⊕ What are your thoughts on the look and feel of the tool? **PROBE AS NEEDED:** What are your thoughts on...
      o   ...the site's use of colors?
      o   ...the general layout of the pages?
      o   How would you describe the balance of text and space on the pages? ...are the pages too cluttered or just right?
      o   What do you think of the "Did you know" boxes? Did you even read them? Are they useful / relevant? Do they add value? What about their location on the pages?

Quick questions!

5.3   Reactions to navigation:
- What are your thoughts on your ability to navigate the site? **PROBE AS NEEDED:** What are your thoughts on...
  - o ...how easy it was to move from one page to the next?
  - o ...the ease of understanding the purpose of all the links and buttons on each page?

5.4   Perceptions regarding level of effort:
- Do you feel the amount of information the calculator asks of you is fair? ...do you feel it is necessary?
- Do you feel the amount of time it took you to complete the task is fair considering the results the calculator generates?
- Did any of the steps seem redundant or unnecessary to you? If so, which ones?

5.5   Reactions to output:
- What do you think of the results you get? **PROBE AS NEEDED:**
  - o What are your thoughts on the amount of information provided?
  - o Do you feel you are being provided the kind of information that allows you to make an informed decision about cell phone plans?
  - o What do you think of the way the plans are presented?
  - o What do you think of the ability to sort the results and the ability to compare plans?

5.6   Final assessment:
- Based on what you've seen, what would you consider to be the key strengths of this online tool?
- Based on what you've seen, what would you consider to be the key weaknesses of this online tool? If you had to prioritize one specific improvement, what would it be?
- Do you think that you would be able to go home and create your own usage profile using your own cell phone bill?
- Is there anything you would expect or like the site to do but you feel is not being addressed? Are there any aspects of cell phone plans you feel have not been considered by this tool? Which ones? **PROBE AS NEEDED:** What if I told you the calculator does not consider...
  - o ...international calling other than the US?
  - o ...certain types of plans such as Family Plans, Shared plans and Network to Network plans?
  - o ...the cost of acquiring the handset?
  - o ...certain features and options?

FOR EACH MISSING FEATURE, PROBE: Would you consider this to be a significant weakness in the tool or do you feel you would still get value from the tool without this dimension being considered? **IF FEELS IT IS A SIGNIFICANT WEAKNESS:** What if I told you that you would need to enter more usage information in order for the tool to consider some of these dimensions you feel are important. Would you be willing to answer additional questions in order for the tool to address these issues? Do you think the advantages would outweigh the level of effort needed to obtain the information?

What if the final tool doesn't address these issues? What do you think the consequences might be?

6. Conclusions (5)

6.1 How would you describe this online tool to friends and family tomorrow?

6.2 How would you want to learn about this tool? How do you think it should be promoted? What do you think is the best way for the Government of Canada to bring a website like this to your attention?

6.3 Once launched, do you think you will access this website again?
   ➢ Why/why not?

6.4 Do you have any additional comments about the site?

6.5 Are there any questions or issues that should be passed on to the government department that created this website?

THANK YOU! Those are all the questions I have for you tonight. The young lady/ man who asked you to sign-in will ask you to sign-out. This is just to confirm you received the incentive we promised you! Good night!

Programme	Temps alloué
1. Introduction	10 minutes
2. Mise en contexte générale	10 minutes
3. Obtention et comparaison de renseignements sur les forfaits de téléphonie cellulaire	15 minutes
4. Test pratique sur la convivialité	60 minutes
5. Évaluation de la valeur et des lacunes	20 minutes
6. Conclusions	5 minutes
TOTAL	**120 minutes**

Inventaire des hyperliens et des documents à distribuer aux utilisateurs de téléphones cellulaires :

- **Documents à distribuer :** 3 factures fictives de téléphone cellulaire
- **Liens :**
  - Liens vers le site Web de 2 détaillants
  - Liens vers le site Web de 3 fournisseurs de téléphonie cellulaire
  - Lien vers un site Web de comparaison
  - Lien vers la calculatrice en ligne (pages à déterminer par le BC)
  - Lien vers la page d'accueil de la calculatrice en ligne (pour un test pratique)
- **Brochures de la PICC/de CC à distribuer aux participants au moment de remettre la prime (fournis par le client)**

1. Introduction (10)

Bienvenue. Vous prendrez bientôt part à un processus important qui aidera Industrie Canada et le Bureau de la consommation. Votre expérience et vos commentaires sont extrêmement importants pour la réussite de l'étude.

Avant de commencer, permettez-moi de me présenter. Je m'appelle Rick et j'ai été embauché pour animer la discussion de ce soir. Je ne travaille pas pour le gouvernement du Canada.

Ce soir, je vous poserai des questions sur un nouveau produit d'information interactif. Il est important de vous rappeler qu'il n'y a pas de bonnes ou de mauvaises réponses. N'ayez pas peur de m'offusquer ou de me choquer, exprimez-vous franchement, c'est tout ce qui compte pour nous.

Il est possible que je prenne des notes au cours de la discussion et je ferai également un enregistrement audio de la séance. C'est la procédure normale pour des groupes de ce genre. Cet enregistrement sera utilisé uniquement

pour m'aider à me souvenir d'un nombre suffisant d'éléments pour rapporter vos opinions avec précision. Nous respecterons votre anonymat. Personne ne communiquera avec vous parce que vous avez participé à ce groupe. La confidentialité de vos propos est protégée en vertu de la *Loi sur la protection des renseignements personnels* et de la *Loi sur l'accès à l'information.*

Des représentants du client se trouvent dans la salle derrière vous. Ils ne participeront pas à la séance et ils ne sont pas ici pour répondre à vos questions sur les produits que nous évaluerons : ils sont simplement là à titre d'observateurs.

Nous voulons que la discussion soit franche et ouverte. Soyez honnêtes et sincères. Si vous avez une idée, n'hésitez pas à nous en faire part.

Avant d'entrer dans le vif du sujet, avez-vous des questions?

J'aimerais maintenant en connaître un peu plus sur vous. Pouvez-vous me donner votre prénom et me parler un peu de vous, par exemple :

➢ Quel genre de travail faites-vous?
➢ Si vous êtes étudiant(e), dans quel domaine étudiez-vous? Travaillez-vous à temps partiel?
➢ Avez-vous des enfants et, si oui, quel âge ont-ils?
➢ Voyagez-vous beaucoup? …pour le plaisir ou pour le travail?

2. Mise en contexte générale (10)

Nous allons donner le coup d'envoi à la discussion avec une question d'ordre général : je vous demanderais de me décrire ce que c'est d'être un(e) consommateur(trice) aujourd'hui.

2.1 Selon vous, quels sont les meilleurs aspects d'être un(e) consommateur(trice) aujourd'hui?

2.2 Selon vous, quel est l'aspect le plus difficile pour le consommateur(trice) d'aujourd'hui? Sur quoi devez-vous mettre le plus d'efforts pour obtenir ce que vous voulez en tant que consommateur(trice)? Qu'avez-vous fait en ce sens?

2.3 Selon vous, quels sont les défis et les avantages pour les consommateurs dans le marché de la téléphonie cellulaire en particulier?

Centre de recherche Décima

Calculatrice de coûts de téléphonie cellulaire: étude de convivialité du web
Guide de discussion pour les « Utilisateurs de téléphones cellulaires »

2.3.1 ...pouvez-vous nommer certains problèmes que vous rencontrez lorsque vous magasinez pour acheter un téléphone cellulaire ou lorsque vous devez décider de quel forfait vous avez besoin? **SONDEZ AU BESOIN :** Qu'en est-il de la quantité de renseignements accessibles aux consommateurs lorsqu'ils magasinent un téléphone cellulaire? ...qu'en est-il de la facilité d'accès à ces renseignements? ...qu'en est-il de la crédibilité de ces renseignements?

3. Obtention et comparaison de renseignements sur les forfaits de téléphonie cellulaire (15)

Comme certains d'entre vous le savent peut-être, les consommateurs peuvent obtenir des renseignements sur les forfaits de téléphonie cellulaire par de nombreux moyens. Je vais vous présenter différentes sources et j'aimerais que vous me disiez les pour et les contre de chacune d'elles.

3.1 **Détaillants de téléphones cellulaires :** Entre autres moyens, les consommateurs peuvent obtenir des renseignements sur les forfaits de téléphonie cellulaire en se rendant chez des détaillants qui vendent des téléphones cellulaires, par exemple **Future Shop et Best Buy.**

⊕ http://www.futureshop.ca/catalog/dept.asp?catid=23896&newlang=FR&logon=&langid=EN (Future Shop)

⊕ http://www.bestbuy.ca/catalog/dept.asp?logon=&langid=FR&catid=20157 (Best buy)

3.2 **Site Web d'entreprises de téléphonie cellulaire :** De plus, vous pouvez visiter les magasins ou les sites Web de fournisseurs de service de téléphonie cellulaire pour obtenir des renseignements sur les forfaits. *Le modérateur montre trois sites d'entreprises de téléphonie cellulaire (**Rogers, Bell Mobilité et Telus**) aux participants :*

⊕ http://www.rogers.com/web/content/wireless-plans (Rogers - le lien est le même pour les deux langages – sélectionner Français à partir de la page d'accueil)

⊕ http://www.bell.ca/shopping/PrsShpWls_Landing.page?language=fr&region=ON&languageToggle=true (Bell)

⊕ http://www.telusmobilite.com/ (Telus)

3.3 **Sites Web de comparaison :** Certains sites Web sont précisément conçus pour permettre aux consommateurs de comparer les forfaits de différentes entreprises de téléphonie cellulaire en les plaçant côte à côte. Dans ces sites, les forfaits sont habituellement présentés dans un tableau, le nom des forfaits en tête de colonne et les fonctions à la gauche, ce qui permet aux consommateurs de comparer les forfaits en fonction des mêmes caractéristiques. Compare Cellular fait partie de ces sites. *Le modérateur montre 2 écrans du site Web* **Compare Cellular** *aux participants :*

⊕ http://www.comparecellular.com/bell_rateplans_details.asp?l=Fr&RatePlanI D=1062&RID=29&CID=155 (Détails du forfait)

⊕ http://www.comparecellular.com/compare_rateplans_step4.asp?l=Fr&Provin ceID=3&RegionID=64&CategoryTypeID=1&CategoryID=12 (Côte à côte)

3.4 **Site Web de calcul :** Les consommateurs peuvent également utiliser un site Web qui leur permet de fournir les détails de leur utilisation du téléphone cellulaire. Ensuite, une calculatrice compare leur profil d'utilisation aux forfaits offerts sur le marché par toutes les entreprises de téléphonie cellulaire et fournit une estimation des tarifs mensuels offerts. *Le modérateur montre aux participants 5 écrans du site Web où se trouve la calculatrice de coûts de cellulaire :*

⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/fr/ca02325f.html (Page d'accueil)

⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/fr/ca02326f.html (Page du profil)

⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/fr/ca02327f.html (Page des résultats)

⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/fr/ca02328f.html (Page de comparaison de 3 forfaits)

⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/fr/ca02329f.html (Détails du forfait)

APRÈS LA PRÉSENTATION DE CHAQUE MOYEN, LE MODÉRATEUR POSE LES QUESTIONS SUIVANTES :

3.5 À main levée, qui a déjà utilisé ce moyen ou un moyen semblable pour obtenir des renseignements sur les forfaits de téléphonie cellulaire?

3.6 Selon vous, quels sont les principaux avantages d'essayer d'obtenir des renseignements sur les forfaits de téléphonie cellulaire par ce moyen?

3.7 Selon vous, quels sont les principaux désavantages, limites ou défis que rencontre une personne qui essaie d'obtenir des renseignements sur les forfaits de téléphonie cellulaire par ce moyen?

Précisément pour la calculatrice en ligne :

3.8 Quelles sont vos attentes par rapport à une calculatrice en ligne? **SONDEZ AU BESOIN :** Vos attentes par rapport…

    3.8.1 …à la quantité d'efforts que vous devrez investir?

    3.8.2 …à la qualité de renseignements qu'elle vous fournira?

    3.8.3 …à la quantité de renseignements qu'elle vous fournira?

    3.8.4 …à la facilité d'utilisation de cet outil?

3.9 Combien de temps seriez-vous prêt(e) à consacrer à ce genre de calculatrice pour voir les forfaits qui conviennent le mieux à votre profil d'utilisation?

Vue sommaire des sources de renseignements :

3.10 Y a-t-il d'autres sources de renseignements sur les forfaits de téléphonie cellulaire que vous, ou l'une de vos connaissances, avez utilisées?

3.11 Parmi les quatre moyens d'obtenir des renseignements sur les forfaits de téléphonie cellulaire dont nous avons discuté jusqu'à présent…

    …lequel trouvez-vous le plus pratique ou le plus utile?

    …lequel seriez-vous le plus tenté(e) d'utiliser?

    …auquel seriez-vous le plus susceptible de faire confiance ou lequel seriez-vous le plus susceptible de recommander?

4. Test pratique sur la convivialité (60)

Durant le reste de la séance, nous nous pencherons sur le prototype ou la version d'essai d'une calculatrice en ligne. Les versions d'essai constituent une étape importante dans la conception d'un site Web; lorsque des utilisateurs potentiels comme vous utilisent l'outil en ligne, cela nous aide à savoir s'il fonctionne bien. Nous ne fournirons aucun renseignement réel et l'outil simulera des résultats à partir de fournisseurs de service et de forfaits de téléphonie cellulaire fictifs. Pour nous aider à évaluer l'outil, je demanderais à chacun d'entre vous d'utiliser la calculatrice comme si vous vouliez voir quels forfaits offerts sur le marché conviennent le mieux à votre profil d'utilisation. Afin d'être certains que tous sont rendus à la même page, nous avons préparé trois factures fictives de téléphone cellulaire que vous utiliserez pour faire les exercices avec la calculatrice **[3 FACTURES FICTIVES SONT PLACÉES DEVANT LES PARTICIPANTS].**

Maintenant, je vous demanderais de commencer avec la facture de **[alternez d'une ville à l'autre et d'un groupe à l'autre]** Galaxie/Symphonie /Gemme. **[LE MODÉRATEUR INDIQUE L'ORDRE AU TABLEAU POUR S'ASSURER QUE TOUS LES PARTICIPANTS SUIVENT LE MÊME ORDRE.]** Veuillez simplement imaginer qu'il s'agit de votre facture de téléphone cellulaire.

Je vous demanderais de prendre les renseignements indiqués sur chaque facture pour utiliser la calculatrice : vous aurez environ 10 minutes par facture. Lorsque tout le monde aura terminé la première facture, nous discuterons brièvement de votre expérience, alors je vous demanderais de ne pas passer à la facture suivante avant que je vous le demande.

Comme je vous l'ai mentionné plus tôt, il est important pour moi de savoir si vous arrivez à utiliser l'outil efficacement. C'est pourquoi je vous encourage à prendre des petites notes pendant que vous faites les exercices avec la calculatrice. J'aimerais notamment savoir **[LE MODÉRATEUR DRESSE LA LISTE AU TABLEAU]** :

- ⊕ Ce que vous aimez et ce que vous n'aimez pas
- ⊕ Les problèmes que vous avez rencontrés
- ⊕ Vos recommandations en fonction de ce que vous avez vu
- ⊕ Les questions que vous vous posez pendant chaque exercice
- ⊕ La clarté des directives

Faites de votre mieux pour faire les exercices avec la calculatrice, mais ne vous sentez pas mal si vous n'arrivez pas à terminer; il ne s'agit ni d'un examen ni d'une course. Si vous êtes bloqué(e), essayez de continuer même si vous pensez que les renseignements que vous avez inscrits ne sont pas exactement les bons. N'oubliez pas que vous avez seulement 10 minutes. Notez simplement les endroits où vous avez bloqué, car il est important pour moi de connaître les obstacles que vous avez rencontrés.

APRÈS CHAQUE EXERCICE, POSEZ LES QUESTIONS SUIVANTES :

4.1   À main levée, combien d'entre vous se sont rendus à l'écran des résultats (c.-à-d. l'endroit où la calculatrice dresse la liste des forfaits qui reflètent le profil d'utilisation que vous avez inscrit)?

4.2   Quelle est votre opinion globale de la calculatrice?

4.3   S'il y a lieu, qu'est-ce que vous trouvez que l'outil fait très bien?

4.4   S'il y a lieu, quelles sont certaines des faiblesses que vous voyez dans l'outil?

4.5   S'il y a lieu, que feriez-vous différemment si vous pouviez reconcevoir certaines parties de la calculatrice?

5.   Évaluation de la valeur et des lacunes   (20)

Maintenant que vous avez utilisé la calculatrice à quelques reprises, j'aimerais avoir un aperçu de votre expérience. **LE MODÉRATEUR SONDE AU BESOIN, SELON CE QUI A ÉTÉ COUVERT DANS LA DISCUSSION QUI A SUIVI CHAQUE EXERCICE DANS LA SECTION 4.**

5.1   Évaluation globale :
   ⊕ S'il y a lieu, quels sont les principaux problèmes ou les principales difficultés que vous avez rencontrés en utilisant la calculatrice?
   ⊕ Qu'avez-vous aimé de l'outil?
   ⊕ Y a-t-il des fonctions précises dans le site Web qui vous ont aidé(e) à accomplir votre tâche?

Questions rapides

5.2   Réactions sur l'aspect et la convivialité :

⊕ Que pensez-vous de l'aspect et de la convivialité de l'outil? **SONDEZ AU BESOIN :** Que pensez-vous de…

o   …l'utilisation des couleurs dans le site?

o   …de la mise en page en général?

o   Comment décririez-vous l'équilibre entre le texte et l'espace disponible dans les pages? …les pages sont-elles trop encombrées ou bien équilibrées?

o   Que pensez-vous des boîtes « Saviez-vous que »? Les avez-vous même lues? Sont-elles utiles/pertinentes? Ajoutent-t-elles de la valeur à l'outil? Que pensez-vous de leur emplacement sur les pages?

5.3   Réactions sur la navigation :

⊕ Que pensez-vous de votre capacité à naviguer sur le site? **AU BESOIN :** Est-il…

o   …facile de passer d'une page à l'autre?

o   …facile de comprendre l'utilité de tous les liens et boutons de chaque page?

5.4   Perceptions du degré d'effort :

⊕ Pensez-vous que la quantité de renseignements demandés par la calculatrice est acceptable? …pensez-vous que c'est nécessaire?

⊕ Pensez-vous que le temps qu'il vous a fallu pour accomplir la tâche est acceptable compte tenu des résultats que donne la calculatrice?

⊕ Certaines étapes vous ont-elles paru redondantes ou superflues? Si oui, lesquelles?

5.5   Réactions sur les résultats :

⊕ Que pensez-vous des résultats que vous obtenez? **SONDEZ AU BESOIN :**

o   Que pensez-vous de la quantité de renseignements fournis?

o   Avez-vous l'impression que le genre de renseignements fournis vous permet de prendre une décision éclairée concernant les forfaits de téléphonie cellulaire?

o   Que pensez-vous de la présentation des forfaits?

o   Que pensez-vous de la possibilité de trier les résultats et de la possibilité de comparer les forfaits?

5.6 Évaluation finale :

⊕ D'après ce que vous avez vu, quelles sont les principales forces de cet outil en ligne pour vous?

⊕ D'après ce que vous avez vu, quelles sont les principales faiblesses de cet outil en ligne pour vous? Si vous deviez apporter une seule amélioration prioritaire, de quelle amélioration s'agirait-il?

⊕ Selon vous, seriez-vous capable de retourner à la maison et d'établir votre propre profil d'utilisation à partir de votre facture de téléphone cellulaire?

⊕ Y a-t-il quoi que ce soit que vous vous attendriez à ce que le site fasse ou aimeriez qu'il fasse mais que vous pensez qu'il ne fait pas? Selon vous, y a-t-il des caractéristiques des forfaits de téléphonie cellulaire dont cet outil ne tient pas compte? Lesquelles? **SONDEZ AU BESOIN :** Et si je vous disais que la calculatrice ne tient pas compte...

   o ...des appels internationaux ailleurs qu'aux États-Unis?
   o ...de certains types de forfaits, par exemple les forfaits famille, les forfaits partagés et les forfaits réseau à réseau?
   o ...du coût d'acquisition du combiné?
   o ...de certaines fonctions et options?

POUR CHAQUE CARACTÉRISTIQUE ABSENTE, SONDEZ : Considéreriez-vous qu'il s'agit d'une faiblesse significative de l'outil ou pensez-vous que l'outil vous serait toujours utile même s'il ne tient pas compte de cette caractéristique? **SI PENSE QU'IL S'AGIT D'UNE FAIBLESSE SIGNIFICATIVE :** Et si je vous disais que vous devriez inscrire plus de renseignements sur votre utilisation afin que l'outil tienne compte de certaines caractéristiques que vous trouvez importantes... Seriez-vous prêt(e) à répondre à des questions supplémentaires afin que l'outil tienne compte de ces caractéristiques? Selon vous, les avantages l'emporteraient-ils sur le degré d'effort requis pour obtenir les renseignements?

Et si l'outil définitif ne tient pas compte de ces caractéristiques? Quelles pourraient en être les conséquences, selon vous?

Centre de recherche **Décima**

Calculatrice de coûts de téléphonie cellulaire: étude de convivialité du web
Guide de discussion pour les « Utilisateurs de téléphones cellulaires »

6. Conclusions (5)

6.1 Comment décririez-vous demain cet outil en ligne à vos amis et à votre famille?

6.2 Comment voudriez-vous être mis au courant d'un tel outil? Selon vous, comment devrait-on en faire la promotion? Selon vous, quel serait le meilleur moyen pour le gouvernement du Canada d'attirer votre attention sur un tel site?

6.3 Une fois qu'il sera lancé, croyez-vous que vous accéderez de nouveau à ce site Web?
  ➤ Pourquoi/Pourquoi pas?

6.4 Avez-vous d'autres commentaires à formuler concernant ce site Web?

6.5 Avez-vous des questions ou des points que vous voudriez soumettre au ministère fédéral qui a créé le site Web?

MERCI! Je n'ai plus de questions à vous poser ce soir. La jeune femme/Le jeune homme qui vous a fait signer en arrivant vous demandera de signer en quittant. C'est simplement pour confirmer que vous avez bel et bien reçu la prime que nous vous avons promise! Bonne soirée!

Agenda	Allotted Time
1. Introduction and warm-up	10 minutes
2. General context setting	10 minutes
3. Obtaining / Comparing Cell phone Plan Information	15 minutes
4. Hands-on Usability Testing	60 minutes
5. Value and Gap Assessment	20 minutes
6. Conclusions	5 minutes
TOTAL	**120 minutes**

Cell Phone Intender Handout Material and Hyperlink Inventory:

- **Handouts:** 3 lifestyle scenarios
- **Links:**
    - Link to 2 retailer websites
    - Link to 3 cell phone provider websites
    - Link to a comparison website
    - Link to online calculator (pages to be specified by OCA)
    - Link to online calculator home page (for hands-on testing)
- **CCIG / CC brochures to be handed out with incentive payout (provided by client team)**

1. Introduction and warm-up (10)

Welcome. You are about to be part of an important process in assisting Industry Canada and the Office of Consumer Affairs. Your experience and insight are extremely important.

Before we begin, allow me to introduce myself. My name is Rick and I have been hired to lead this discussion with you. I am not an employee of the Government of Canada.

This evening I'll be asking you a number of different questions about a new interactive information product. It is important to remember that there are no right or wrong answers and that nothing you say will hurt or offend me. It is your honest opinion that counts.

During our discussion, I may take notes and I will audio record this interview. This is standard procedure for interviews of this nature. These audio tapes will only be used to help me recall details and report people's opinions accurately. Nothing you say or do will be identified to you as an individual and you will never be contacted in connection with this session. Anything you say is protected under the Government of Canada's Privacy Act and the Access to Information Act.

Members of the client team are at the back of the room to listen attentively to your comments. They will not be participating in the session, they are not here to answer your questions about the products we will be testing – they are simply here to observe.

We want this discussion to be open and frank. We want to hear your honest views and suggestions. If you have an idea, do not hold back.

Do you have any questions before we begin?

What I would like to do now is get to know you a little. Could you please tell me your first name, a little something about yourself, such as:

> What kind of work you do?
> If you're a student, what are you studying? Do you have a part-time job?
> Do you have any children, if so what age?
> Do you find yourself traveling a lot? ...for pleasure or for work?

2. General context setting (10)

We're going to kick the discussion off with a general question: I'd like you to describe for me what it's like being a consumer these days.

2.1 In your opinion, what are some of the best aspects about being a consumer these days?

2.2 In your opinion, what's the hardest part about being a consumer these days? What do you have to <u>work hardest at</u> in order to get done as a consumer? What have you done to help put your mind at ease?

2.3 When we asked you a few brief questions over the phone to invite you to this evening's sessions, you indicated that you were interested in getting a cell phone in the near future. What would you see as some of the challenges and advantages for consumers when it comes to the cell phone market specifically?

      2.3.1 ...are there any issues that come to mind when it comes to shopping for a cell phone or deciding which cell phone plan you need? **PROBE AS NEEDED:** What about the quantity of information available to consumers when they are shopping for a cell phone?

...what about the ease of access to information?
...what about the credibility of the information?

3. Obtaining/Comparing Cell Phone Plan Information (15)

As some of you may know, there are many ways for consumers to obtain information on cell phone plans. By a quick show of hands, who here has already done some shopping around for a cell phone service? Has anyone here previously owned a cell phone?

I'm going to present some different sources and I'll be interested in hearing from you what you see as the pros and cons of each one.

3.1 **Cellular phone retailers:** One way consumers can obtain information on cell phone plans is by visiting specific retailers that sell cell phones such as **Future Shop and Best Buy.**
  ⊕ http://www.futureshop.ca/catalog/dept.asp?catid=23896&logon=&langid=EN (Future Shop)
  ⊕ http://www.bestbuy.ca/catalog/dept.asp?logon=&langid=EN&catid=20157 (Best buy)

3.2 **Cellular phone company websites:** You can also visit cellular phone service provider stores or websites to get information on plans. *Moderator shows participants three bookmarked cellco websites - Rogers, Bell Mobility and Telus:*
  ⊕ http://www.rogers.com/web/content/wireless-plans (Rogers main wireless page)
  ⊕ http://www.bell.ca/shopping/PrsShpWls_Landing.page (Bell main wireless page)
  ⊕ http://www.telusmobility.com/ (Telus main wireless page)

3.3 **Comparison websites:** There are also websites specifically designed to allow consumers to compare plans from various cellular companies side-by-side. The sites typically have the plans presented in a grid format, with the plans across the top and the plan features along the left hand-side, allowing consumers to compare plans along the same features. One such site is Compare Cellular. *Moderator shows participants 2 screens of the **Compare Cellular** website:*
  ⊕ http://www.comparecellular.com/bell_rateplans_details.asp?RatePlanID=1062&RID=29&CID=155 (Plan Detail)
  ⊕ http://www.comparecellular.com/compare_rateplans_step4.asp?I=&ProvinceID=3&RegionID=64&CategoryTypeID=1&CategoryID=12 (Side by Side)

> If there is limited shopping experience in the room, the moderator will briefly explore each source of information via overhead projection – this will remain very high level – this is not meant to be a tutorial on cell plan information gathering!

3.4 **Calculator website:** Typically, individuals who are looking to sign up to a cellular service for the first time need to have some understanding of how they plan to use their cell phone – in other words estimate their <u>anticipated</u> usage profile. This would include having a sense of the number of local and long distance calls they would make from their cell phone, how many they would receive, their use of text messaging, etc. Consumers could use an online tool such as an interactive calculator – the user basically enters some details about their <u>anticipated</u> cell phone usage and the calculator then compares this usage profile against plans available in the market across all the different cellular phone companies and estimates the monthly cost for plans available. *Moderator shows participants 5 screens of the calculator website:*

⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/en/ca02325e.html (Welcome Page)
⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/en/ca02326e.html (Profile Page)
⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/en/ca02327e.html (Result Page)
⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/en/ca02328e.html (Compare 3 Page)
⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/en/ca02329e.html (Plan Details)

AFTER PRESENTING EACH APPROACH, THE MODERATOR WILL PROBE FOR THE FOLLOWING:

3.5 Through a show of hands, who here has ever used this approach, or something similar, to obtain information on cellular phone plans?

Although some of you may not have been familiar with this type of source of information and you are seeing it for the first time tonight, based on what you've seen so far...

3.6 ...what do you see as <u>the main advantages</u> of trying to obtaining information on cell phone plans this way?

3.7 ...and what do you see as <u>the main disadvantages, limitations or challenges</u> when trying to obtain information on cell phone plans this way?

Specifically regarding the online calculator:

3.8 What are your expectations regarding an online calculator? **PROBE AS NEEDED:** Expectations regarding...

3.8.1 ...the amount of effort you would have to put into it?
3.8.2 ...the quality of the information it would provide you?
3.8.3 ...the quantity of information it would provide you?
3.8.4 ...how easy it would be to use the tool?

3.9   How much time would you be prepared to invest to go through this kind of calculator in order to view the plans that best suit your usage profile?

Summary perspective on sources of information:

3.10   Are there any other sources of information on cell phone plans that you or someone you know has used?

3.11   Out of the four means of obtaining information on cell phone plans we have discussed to date...

> ...which do you find most practical or helpful?
>
> ...which would you be tempted to use?
>
> ...which would you be most likely to trust or recommend?

4.   Hands-on Usability Testing   (60)

The remainder of the session will now focus on a prototype or test version of an online calculator. Test versions are an important stage in the development of a website – by having potential users such as yourselves go through the online tool, it helps us understand how well the tool works. We won't be entering real information and the tool will produce simulated output based on fictitious service providers and cell plans. To help us test the tool, I will have each of you go through the calculator assuming you are interested in seeing what plans in the marketplace best suit a usage profile. To make sure we are all on the same page, we have prepared three scenarios that you will use to work your way through the calculator **[PARTICIPANTS HAVE 3 LIFESTYLE PROFILES ON THEIR DESK]**.

What I would like you to do is start with **[randomize from city to city and from group to group]** NAME 1 / NAME 2 / NAME 3. **[MODERATOR TO SHOW SEQUENCE ON A FLIPCHART OR WHITEBOARD TO ENSURE ALL PARTICIPANTS FOLLOW THE SAME SEQUENCE.]**

I'd like you to read the first scenario and, based on the lifestyle information presented, work your way through the calculator <u>by estimating as best you can</u> how each person featured in the scenario might use their cell phone – you'll get about 10 minutes for each scenario. Once everyone is done the first scenario, we'll have a quick discussion about your experience so please don't move onto the next scenario until I say so.

As I said earlier, an important objective for me is to understand whether you can effectively use the tool. So I would encourage you to jot down some quick notes as you work your way through the calculator. Things I'll be

interested in hearing from you include **[MODERATOR TO PROVIDE LIST ON FLIPCHART / WHITEBOARD]**:

- Likes and dislikes
- Any problems you encountered
- Any recommendations you would make based on what you've seen
- Questions you are asking yourself as you go through each exercise
- Clarity of the instructions

Try to make your way through the calculator as best you can. You shouldn't feel bad if you don't reach the end – this isn't a test and this isn't a race. If you feel you've hit a roadblock, try to keep moving forward even if the information you enter is not exactly what you think it should be – remember, you only have 10 minutes. Just take note of these roadblocks because it is important for me to understand the challenges you encountered.

AFTER EACH SCENARIO, PROBE ON THE FOLLOWING:

4.1   <u>By a show of hands</u>, how many made it to the results screens (i.e. where the calculator presents a list of plans that reflect the usage profile you've entered)?

4.2   What are your overall reactions to the calculator?

4.3   What, if any, are some of things you feel the tool does really well?

4.4   What, if anything, do you see as some of the tool's weaknesses?

4.5   What, if anything, would you do differently if you could redesign certain parts of the calculator?

ALTERNATE APPROACH CONSIDERATION: Based on the "success rate" of the first scenario, the moderator may resort to a classroom / team-based approach to complete the next scenario <u>if participants are open to this idea</u>. The moderator will have participants guide each step in the process while the moderator works through the calculator via the overhead projector. Throughout, the moderator can ask participants to voice the following out loud as the group progresses from one screen to the next:
- Likes and dislikes
- Any problems encountered
- Any recommendations participants would make based on what they are seeing
- Clarity of the instructions

<u>For the last scenario, the participants can decide whether or not to try it on their own or proceed "classroom style".</u>

5. Value and Gap Assessment   (20)

Now that you've had a chance to go through the calculator a few times, lets get some summary perspective on your experience. **MODERATOR TO PROBE AS NEEDED, DEPENDING ON WHAT WAS COVERED IN EACH POST-SCENARIO DISCUSSION IN SECTION 4.**

5.1   Overall assessment:
⊕ What, if any, are the main problems or difficulties you encountered along the way?
⊕ What did you like about the tool?
⊕ Are there any specific features on the website that helped you complete your task?
⊕ Were there instances when you had no idea of type of information you needed to enter?   In other words, you did not understand what you needed to do…
  o Can you briefly describe those instances for me?
⊕ Did you always know when you needed to enter required information?

5.2   Reactions to look and feel:
⊕ What are your thoughts on the look and feel of the tool? **PROBE AS NEEDED:** What are your thoughts on…
  o …the site's use of colors?
  o …the general layout of the pages?
  o How would you describe the balance of text and space on the pages? …are the pages too cluttered or just right?
  o What do you think of the "Did you know" boxes? Did you even read them? Are they useful / relevant?   Do they add value? What about their location on the pages?

Quick questions!

5.3   Reactions to navigation:
⊕ What are your thoughts on your ability to navigate the site? **PROBE AS NEEDED:** What are your thoughts on…
  o …how easy it was to move from one page to the next?
  o …the ease of understanding the purpose of all the links and buttons on each page?

5.4   Perceptions regarding level of effort:

PROBING SPECIFIC FUNCTIONALITIES:
⊕ Did any of you notice the ability to access a "typical usage pattern"?
  o Was it clear to you what it meant?
  o Was it clear to you how it could be used?

⊕ Was it clear to you when you needed to enter incoming call information versus outgoing call information? Was it clear to you how to enter that information?

    o How about when you needed to enter the distribution of minutes across specific time periods...did you understand what you needed to do here? How easy or difficult was this?

⊕ Was it clear to you when you needed to enter long distance call information?

    o How about when you needed to enter the distribution of specific types of long distance calls...did you understand what you needed to do here? How easy or difficult was this?

PROBING ON OVERALL LEVEL OF EFFORT:

⊕ Do you feel the amount of information the calculator asks of you is fair? ...do you feel it is necessary?

⊕ Do you feel the amount of time it took you to complete the task is fair considering the results the calculator generates?

⊕ Did any of the steps seem redundant or unnecessary to you? If so, which ones?

5.5 Reactions to output:

MODERATOR WILL SHOW AN EXAMPLE OF AN OUTPUT PAGE FOR ALL TO SEE IN CASE SOME DID NOT MAKE IT TO THE RESULTS

⊕ What do you think of the results you get? **PROBE AS NEEDED:**

    o What are your thoughts on the amount of information provided?

    o Do you feel you are being provided the kind of information that allows you to make an informed decision about cell phone plans?

    o What do you think of the way the plans are presented?

    o What do you think of the ability to sort the results and the ability to compare plans?

5.6 Final assessment:

⊕ Based on what you've seen, what would you consider to be the key strengths of this online tool?

⊕ Based on what you've seen, what would you consider to be the key weaknesses of this online tool? If you had to prioritize one specific improvement, what would it be?

⊕ Do you think that you would be able to go home and create your own usage profile based on how you would anticipate using a cell phone?

⊕ Is there anything you would expect or like the site to do but you feel is not being addressed? Are there any aspects of cell phone plans you feel have not been considered by this tool? Which ones? **PROBE AS NEEDED:** What if I told you the calculator does not consider...

- o ...international calling other than the US?
- o ...certain types of plans such as Family Plans, Shared plans and Network to Network plans?
- o ...the cost of acquiring the handset?
- o ...certain features and options?

FOR EACH MISSING FEATURE, PROBE: Would you consider this to be a significant weakness in the tool or do you feel you would still get value from the tool without this dimension being considered? **IF FEELS IT IS A SIGNIFICANT WEAKNESS:** What if I told you that you would need to enter more usage information in order for the tool to consider some of these dimensions you feel are important. Would you be willing to answer additional questions in order for the tool to address these issues? Do you think the advantages would outweigh the level of effort needed to obtain the information?

What if the final tool doesn't address these issues? What do you think the consequences might be?

6. Conclusions (5)

6.1 How would you describe this online tool to friends and family tomorrow?

6.2 How would you want to learn about this tool? How do you think it should be promoted? What do you think is the best way for the Government of Canada to bring a website like this to your attention?

6.3 Once launched, do you think you will access this website again?
➢ Why/why not?

6.4 Do you have any additional comments about the site?

6.5 Are there any questions or issues that should be passed on to the government department that created this website?

THANK YOU! Those are all the questions I have for you tonight. The young lady/ man who asked you to sign-in will ask you to sign-out. This is just to confirm you received the incentive we promised you! Good night!

Programme	Temps alloué
1. Introduction	10 minutes
2. Mise en contexte générale	10 minutes
3. Obtention et comparaison de renseignements sur les forfaits de téléphonie cellulaire	15 minutes
4. Test pratique sur la convivialité	60 minutes
5. Évaluation de la valeur et des lacunes	20 minutes
6. Conclusions	5 minutes
TOTAL	**120 minutes**

Inventaire des hyperliens et des documents à distribuer aux personnes qui ont l'intention de se procurer un téléphone cellulaire :

- ⊕ **Documents à distribuer :** 3 scénarios de mode de vie
- ⊕ **Liens :**
  - ○ Liens vers le site Web de 2 détaillants
  - ○ Liens vers le site Web de 3 fournisseurs de téléphonie cellulaire
  - ○ Lien vers un site Web de comparaison
  - ○ Lien vers la calculatrice en ligne (pages à déterminer par le BC)
  - ○ Lien vers la page d'accueil de la calculatrice en ligne (pour un test pratique)
- ⊕ **Brochures de la PICC/de CC à distribuer aux participants au moment de remettre la prime (fournis par le client)**

1.   Introduction   (10)

Bienvenue. Vous prendrez bientôt part à un processus important qui aidera Industrie Canada et le Bureau de la consommation. Votre expérience et vos commentaires sont extrêmement importants pour la réussite de l'étude.

Avant de commencer, permettez-moi de me présenter. Je m'appelle Rick et j'ai été embauché pour animer la discussion de ce soir. Je ne travaille pas pour le gouvernement du Canada.

Ce soir, je vous poserai des questions sur un nouveau produit d'information interactif. Il est important de vous rappeler qu'il n'y a pas de bonnes ou de mauvaises réponses. N'ayez pas peur de m'offusquer ou de me choquer, exprimez-vous franchement, c'est tout ce qui compte pour nous.

Il est possible que je prenne des notes au cours de la discussion et je ferai également un enregistrement audio de la séance. C'est la procédure normale pour des groupes de ce genre. Cet enregistrement sera utilisé uniquement

pour m'aider à me souvenir d'un nombre suffisant d'éléments pour rapporter vos opinions avec précision. Nous respecterons votre anonymat. Personne ne communiquera avec vous parce que vous avez participé à ce groupe. La confidentialité de vos propos est protégée en vertu de la *Loi sur la protection des renseignements personnels* et de la *Loi sur l'accès à l'information.*

Des représentants du client se trouvent dans la salle derrière vous. Ils ne participeront pas à la séance et ils ne sont pas ici pour répondre à vos questions sur les produits que nous évaluerons : ils sont simplement là à titre d'observateurs.

Nous voulons que la discussion soit franche et ouverte. Soyez honnêtes et sincères. Si vous avez une idée, n'hésitez pas à nous en faire part.

Avant d'entrer dans le vif du sujet, avez-vous des questions?

J'aimerais maintenant en connaître un peu plus sur vous. Pouvez-vous me donner votre prénom et me parler un peu de vous, par exemple :

➢ Quel genre de travail faites-vous?
➢ Si vous êtes étudiant(e), dans quel domaine étudiez-vous? Travaillez-vous à temps partiel?
➢ Avez-vous des enfants et, si oui, quel âge ont-ils?
➢ Voyagez-vous beaucoup? ...pour le plaisir ou pour le travail?

2. Mise en contexte générale (10)

Nous allons donner le coup d'envoi à la discussion avec une question d'ordre général : je vous demanderais de me décrire ce que c'est d'être un(e) consommateur(trice) aujourd'hui.

2.1 Selon vous, quels sont les meilleurs aspects d'être un(e) consommateur(trice) aujourd'hui?

2.2 Selon vous, quel est l'aspect le plus difficile pour le consommateur(trice) d'aujourd'hui? Sur quoi devez-vous mettre le plus d'efforts pour obtenir ce que vous voulez en tant que consommateur(trice)? Qu'avez-vous fait en ce sens?

2.3 Quand nous vous avons posé quelques brèves questions par téléphone pour vous inviter à la séance de ce soir, vous avez indiqué que vous souhaitiez vous procurer un téléphone cellulaire prochainement. Selon vous, quels sont les défis et les avantages pour les consommateurs dans le marché de la téléphonie cellulaire en particulier?

> 2.3.1 …pouvez-vous nommer certains problèmes que vous rencontrez lorsque vous magasinez pour acheter un téléphone cellulaire ou lorsque vous devez décider de quel forfait vous avez besoin? **SONDEZ AU BESOIN :** Qu'en est-il de la quantité de renseignements accessibles aux consommateurs lorsqu'ils magasinent un téléphone cellulaire? …qu'en est-il de la facilité d'accès à ces renseignements? …qu'en est-il de la crédibilité de ces renseignements?

3. Obtention et comparaison de renseignements sur les forfaits de téléphonie cellulaire (15)

Comme certains d'entre vous le savent peut-être, les consommateurs peuvent obtenir des renseignements sur les forfaits de téléphonie cellulaire par de nombreux moyens. À main levée, qui parmi vous a déjà magasiné pour se procurer un service de téléphonie cellulaire? Quelqu'un d'entre vous a-t-il déjà possédé un téléphone cellulaire?

Je vais vous présenter différentes sources et j'aimerais que vous me disiez les pour et les contre de chacune d'elles.

3.1 **Détaillants de téléphones cellulaires :** Entre autres moyens, les consommateurs peuvent obtenir des renseignements sur les forfaits de téléphonie cellulaire en se rendant chez des détaillants qui vendent des téléphones cellulaires, par exemple **Future Shop et Best Buy**.

⊕ http://www.futureshop.ca/catalog/dept.asp?catid=23896&newlang=FR&logon=&langid=EN (Future Shop)

⊕ http://www.bestbuy.ca/catalog/dept.asp?catid=20157&newlang=FR&logon=&langid=EN (Best Buy)

> **Si l'expérience de magasinage des participants est limitée, le modérateur donnera un bref aperçu de chaque source de renseignements avec un rétroprojecteur – cela restera très général – il ne s'agit pas d'un cours sur la collecte de renseignements sur les forfaits de téléphonie cellulaire!**

3.2 **Site Web d'entreprises de téléphonie cellulaire :** De plus, vous pouvez visiter les magasins ou les sites Web de fournisseurs de service de téléphonie cellulaire pour obtenir des renseignements sur les forfaits. *Le modérateur montre trois sites d'entreprises de téléphonie cellulaire (**Rogers, Bell Mobilité et Telus**) aux participants :*

- ⊕ http://www.rogers.com/web/Rogers.portal?_nfpb=true&_pageLabel=GCT&_nfls=true&setLanguage=fr (Page principale de Rogers sur les services sans fil)
- ⊕ http://www.bell.ca/shopping/PrsShpWls_Landing.page (Page principale de Bell sur les services sans fil)
- ⊕ http://www.telusmobilite.com/ (Page principale de Telus sur les services sans fil)

3.3 **Sites Web de comparaison :** Certains sites Web sont précisément conçus pour permettre aux consommateurs de comparer les forfaits de différentes entreprises de téléphonie cellulaire en les plaçant côte à côte. Dans ces sites, les forfaits sont habituellement présentés dans un tableau, le nom des forfaits en tête de colonne et les fonctions à la gauche, ce qui permet aux consommateurs de comparer les forfaits en fonction des mêmes caractéristiques. Compare Cellular fait partie de ces sites. *Le modérateur montre 2 écrans du site Web **Compare Cellular** aux participants :*

- ⊕ http://www.comparecellular.com/bell_rateplans_details.asp?I=Fr&RatePlanID=1062&RID=29&CID=155 (Détails du forfait)
- ⊕ http://www.comparecellular.com/compare_rateplans_step4.asp?I=Fr&ProvinceID=3&RegionID=64&CategoryTypeID=1&CategoryID=12 (Côte à côte)

3.4 **Site Web de calcul :** Habituellement, les personnes qui veulent s'abonner à un service de téléphonie cellulaire pour la première fois se font une certaine idée de la façon dont ils prévoient utiliser leur téléphone cellulaire; autrement dit, ils doivent estimer leur profil d'utilisation prévue. Entre autres, ils ont une bonne idée du nombre d'appels locaux et interurbains qu'ils feront, du nombre d'appels qu'ils recevront et de l'utilisation qu'ils feront de la messagerie texte. Les consommateurs peuvent utiliser un outil en ligne comme une calculatrice interactive; en gros, l'utilisateur fournit les détails de son utilisation prévue du téléphone cellulaire et, ensuite, la calculatrice compare son profil d'utilisation aux forfaits qui existent sur le marché par toutes les entreprises de téléphonie cellulaire et fournit une estimation des tarifs mensuels offerts. *Le modérateur montre aux participants 5 écrans du site Web où se trouve la calculatrice de coûts de cellulaire :*

- ⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/fr/ca02325f.html (Page d'accueil)
- ⊕ http://www.ic.gc.ca/epic/site/oca-bc.nsf/fr/ca02326f.html (Page du profil)

- http://www.ic.gc.ca/epic/site/oca-bc.nsf/fr/ca02327f.html (Page des résultats)
- http://www.ic.gc.ca/epic/site/oca-bc.nsf/fr/ca02328f.html
  (Page de comparaison de 3 forfaits)
- http://www.ic.gc.ca/epic/site/oca-bc.nsf/fr/ca02329f.html (Détails du forfait)

APRÈS LA PRÉSENTATION DE CHAQUE MOYEN, LE MODÉRATEUR POSE LES QUESTIONS SUIVANTES :

3.5   À main levée, qui a déjà utilisé ce moyen ou un moyen semblable pour obtenir des renseignements sur les forfaits de téléphonie cellulaire?

Même si certains d'entre vous ne connaissaient peut-être pas ce type de sources de renseignements et les ont vues pour la première fois ce soir, d'après ce que vous avez vu jusqu'à présent...

3.6   ...selon vous, quels sont <u>les principaux avantages</u> d'essayer d'obtenir des renseignements sur les forfaits de téléphonie cellulaire par ce moyen?

3.7   ...selon vous, quels sont <u>les principaux désavantages, limites ou défis</u> que rencontre une personne qui essaie d'obtenir des renseignements sur les forfaits de téléphonie cellulaire par ce moyen?

Précisément pour la calculatrice en ligne :
3.8   Quelles sont vos attentes par rapport à une calculatrice en ligne?
       SONDEZ AU BESOIN : Vos attentes par rapport...
       3.8.1   ...à la quantité d'efforts que vous devrez investir?
       3.8.2   ...à la qualité de renseignements qu'elle vous fournira?
       3.8.3   ...à la quantité de renseignements qu'elle vous fournira?
       3.8.4   ...à la facilité d'utilisation de cet outil?

3.9   Combien de temps seriez-vous prêt(e) à consacrer à ce genre de calculatrice pour voir les forfaits qui conviennent le mieux à votre profil d'utilisation?

Vue sommaire des sources de renseignements :

3.10 Y a-t-il d'autres sources de renseignements sur les forfaits de téléphonie cellulaire que vous, ou l'une de vos connaissances, avez utilisées?

3.11 Parmi les quatre moyens d'obtenir des renseignements sur les forfaits de téléphonie cellulaire dont nous avons discuté jusqu'à présent...

> ...lequel trouvez-vous le plus pratique ou le plus utile?
> ...lequel seriez-vous le plus tenté(e) d'utiliser?
> ...auquel seriez-vous le plus susceptible de faire confiance ou lequel seriez-vous le plus susceptible de recommander?

4. Test pratique sur la convivialité (60)

Durant le reste de la séance, nous nous pencherons sur le prototype ou la version d'essai d'une calculatrice en ligne. Les versions d'essai constituent une étape importante dans la conception d'un site Web; lorsque des utilisateurs potentiels comme vous utilisent l'outil en ligne, cela nous aide à savoir s'il fonctionne bien. Nous ne fournirons aucun renseignement réel et l'outil simulera des résultats à partir de fournisseurs de service et de forfaits de téléphonie cellulaire fictifs. Pour nous aider à évaluer l'outil, je demanderais à chacun d'entre vous d'utiliser la calculatrice comme si vous vouliez voir quels forfaits offerts sur le marché conviennent le mieux à un profil d'utilisation. Afin d'être certains que tous sont sur la même longueur d'onde, nous avons préparé trois scénarios que vous utiliserez pour faire les exercices avec la calculatrice **[3 SCÉNARIOS DE MODE DE VIE SONT PLACÉS DEVANT LES PARTICIPANTS]**.

Maintenant, je vous demanderais de commencer par **[alternez d'une ville à l'autre et d'un groupe à l'autre]** NOM 1/NOM 2/NOM 3. **[LE MODÉRATEUR INDIQUE L'ORDRE AU TABLEAU POUR S'ASSURER QUE TOUS LES PARTICIPANTS SUIVENT LE MÊME ORDRE.]**

Je vous demanderais de lire le premier scénario et, d'après les renseignements donnés sur le mode de vie, de faire les exercices avec la calculatrice en estimant de votre mieux de quelle façon chaque personne décrite dans le scénario pourrait utiliser son téléphone cellulaire. Vous aurez environ 10 minutes par scénario. Lorsque tout le monde aura terminé le premier scénario, nous discuterons brièvement de votre expérience, c'est pourquoi je vous demande de ne pas passer au scénario suivant avant que je vous le dise.

Comme je vous l'ai mentionné plus tôt, il est important pour moi de savoir si vous arrivez à utiliser l'outil efficacement. C'est pourquoi je vous encourage à

prendre des petites notes pendant que vous faites les exercices avec la calculatrice. J'aimerais notamment savoir **[LE MODÉRATEUR DRESSE LA LISTE AU TABLEAU]** :

- ⊕ Ce que vous aimez et ce que vous n'aimez pas
- ⊕ Les problèmes que vous avez rencontrés
- ⊕ Vos recommandations en fonction de ce que vous avez vu
- ⊕ Les questions que vous vous posez pendant chaque exercice
- ⊕ La clarté des directives

Faites de votre mieux pour faire les exercices avec la calculatrice, mais ne vous sentez pas mal si vous n'arrivez pas à terminer; il ne s'agit ni d'un examen ni d'une course. Si vous êtes bloqué(e), essayez de continuer même si vous pensez que les renseignements que vous avez inscrits ne sont pas exactement les bons. N'oubliez pas que vous avez seulement 10 minutes. Notez simplement les endroits où vous avez bloqué, car il est important pour moi de connaître les obstacles que vous avez rencontrés.

APRÈS CHAQUE SCÉNARIO, POSEZ LES QUESTIONS SUIVANTES :

4.1 <u>À main levée</u>, combien d'entre vous se sont rendus à l'écran des résultats (c.-à-d. l'endroit où la calculatrice dresse la liste des forfaits qui reflètent le profil d'utilisation que vous avez inscrit)?

4.2 Quelle est votre opinion globale de la calculatrice?

4.3 S'il y a lieu, qu'est-ce que vous trouvez que l'outil fait très bien?

4.4 S'il y a lieu, quelles sont certaines des faiblesses que vous voyez dans l'outil?

4.5 S'il y a lieu, que feriez-vous différemment si vous pouviez reconcevoir certaines parties de la calculatrice?

AUTRE APPROCHE POSSIBLE : D'après le « taux de réussite » obtenu pour le premier scénario et <u>si les participants sont ouverts à cette idée</u>, le modérateur peut adopter l'approche salle de classe/travail d'équipe pour faire les exercices du scénario suivant. Le modérateur utilisera le rétroprojecteur et demandera aux participants de l'aider à chaque étape du processus pendant qu'il fait les exercices. En même temps, le modérateur peut demander aux participants de s'exprimer au sujet des points suivants pendant qu'ils passent d'un écran à l'autre :
- ⊕ Ce qu'ils aiment et ce qu'ils n'aiment pas
- ⊕ Les problèmes qu'ils ont rencontrés
- ⊕ Les recommandations des participants en fonction de ce qu'ils voient
- ⊕ La clarté des directives

<u>Pour le dernier scénario, les participants peuvent décider s'ils veulent essayer de faire l'exercice seuls ou comme s'ils étaient « en classe ».</u>

5. Évaluation de la valeur et des lacunes (20)

Maintenant que vous avez utilisé la calculatrice à quelques reprises, j'aimerais avoir un aperçu de votre expérience. **LE MODÉRATEUR SONDE AU BESOIN, SELON CE QUI A ÉTÉ COUVERT DANS LA DISCUSSION QUI A SUIVI CHAQUE EXERCICE DANS LA SECTION 4.**

5.1 Évaluation globale :
⊕ S'il y a lieu, quels sont les principaux problèmes ou les principales difficultés que vous avez rencontrés en utilisant la calculatrice?

⊕ Qu'avez-vous aimé de l'outil?

⊕ Y a-t-il des fonctions précises dans le site Web qui vous ont aidé(e) à accomplir votre tâche?

⊕ Y a-t-il eu des endroits où vous n'aviez aucune idée du type de renseignements que vous deviez entrer? Autrement dit, vous ne saviez pas ce que vous deviez faire...

  o Pouvez-vous me dire brièvement où cela vous est arrivé?

⊕ Saviez-vous toujours à quel moment vous deviez entrer les renseignements requis?

Questions rapides!

5.2 Réactions sur l'aspect et la convivialité :
⊕ Que pensez-vous de l'aspect et de la convivialité de l'outil? **SONDEZ AU BESOIN :** Que pensez-vous de...

  o ...l'utilisation des couleurs dans le site?

  o ...de la mise en page en général?

  o Comment décririez-vous l'équilibre entre le texte et l'espace disponible dans les pages? ...les pages sont-elles trop encombrées ou bien équilibrées?

  o Que pensez-vous des boîtes « Saviez-vous que »? Les avez-vous même lues? Sont-elles utiles/pertinentes? Ajoutent-t-elles de la valeur à l'outil? Que pensez-vous de leur emplacement sur les pages?

5.3 Réactions sur la navigation :
⊕ Que pensez-vous de votre capacité à naviguer sur le site? **AU BESOIN :** Est-il...

  o ...facile de passer d'une page à l'autre?

  o ...facile de comprendre l'utilité de tous les liens et boutons de chaque page?

5.4   Perceptions du degré d'effort :

SONDEZ À PROPOS DE FONCTIONS PRÉCISES :

✛ Est-ce que quelqu'un a remarqué qu'il était possible d'accéder à l'option « habitudes d'utilisation typiques »?
   o Avez-vous compris clairement ce dont il s'agissait?
   o La façon de l'utiliser était-elle claire pour vous?

✛ Saviez-vous clairement à quel moment vous deviez inscrire les renseignements sur les appels entrants et les renseignements sur les appels sortants? Avez-vous bien compris comment inscrire ces renseignements?
   o Et lorsque vous deviez répartir les minutes en fonction de cases horaires précises, ...compreniez-vous ce que vous deviez faire? Dans quelle mesure était-ce facile ou difficile?

✛ Saviez-vous clairement à quel moment vous deviez inscrire les renseignements sur les appels interurbains?
   o Et lorsque vous deviez répartir les appels interurbains en fonction de types précis... avez-vous bien compris ce que vous deviez faire? Dans quelle mesure était-ce facile ou difficile?

SONDEZ À PROPOS DU DEGRÉ D'EFFORT GLOBAL :

✛ Pensez-vous que la quantité de renseignements demandés par la calculatrice est acceptable? ...pensez-vous que c'est nécessaire?

✛ Pensez-vous que le temps qu'il vous a fallu pour accomplir la tâche est acceptable compte tenu des résultats que donne la calculatrice?

✛ Certaines étapes vous ont-elles paru redondantes ou superflues? Si oui, lesquelles?

5.5   Réactions sur les résultats :

LE MODÉRATEUR MONTRERA À TOUS L'EXEMPLE D'UNE PAGE DE RÉSULTATS AU CAS OÙ CERTAINS PARTICIPANTS NE SE SERAIENT PAS RENDUS À CET ENDROIT

✛ Que pensez-vous des résultats que vous obtenez? **SONDEZ AU BESOIN :**
   o Que pensez-vous de la quantité de renseignements fournis?
   o Avez-vous l'impression que le genre de renseignements fournis vous permet de prendre une décision éclairée concernant les forfaits de téléphonie cellulaire?
   o Que pensez-vous de la présentation des forfaits?
   o Que pensez-vous de la possibilité de trier les résultats et de la possibilité de comparer les forfaits?

Centre de recherche Décima

5.6 Évaluation finale :

⊕ D'après ce que vous avez vu, quelles sont les principales forces de cet outil en ligne pour vous?

⊕ D'après ce que vous avez vu, quelles sont les principales faiblesses de cet outil en ligne pour vous? Si vous deviez apporter une seule amélioration prioritaire, de quelle amélioration s'agirait-il?

⊕ Selon vous, seriez-vous capable de retourner à la maison et d'établir votre propre profil d'utilisation selon l'utilisation que vous prévoyez faire d'un téléphone cellulaire?

⊕ Y a-t-il quoi que ce soit que vous vous attendriez à ce que le site fasse ou aimeriez qu'il fasse mais que vous pensez qu'il ne fait pas? Selon vous, y a-t-il des caractéristiques des forfaits de téléphonie cellulaire dont cet outil ne tient pas compte? Lesquelles? **SONDEZ AU BESOIN :** Et si je vous disais que la calculatrice ne tient pas compte...

  o ...des appels internationaux ailleurs qu'aux États-Unis?
  o ...de certains types de forfaits, par exemple les forfaits famille, les forfaits partagés et les forfaits réseau à réseau?
  o ...du coût d'acquisition du combiné?
  o ...de certaines fonctions et options?

POUR CHAQUE CARACTÉRISTIQUE ABSENTE, SONDEZ : Considéreriez-vous qu'il s'agit d'une faiblesse significative de l'outil ou pensez-vous que l'outil vous serait toujours utile même s'il ne tient pas compte de cette caractéristique? **SI PENSE QU'IL S'AGIT D'UNE FAIBLESSE SIGNIFICATIVE :** Et si je vous disais que vous devriez inscrire plus de renseignements sur votre utilisation afin que l'outil tienne compte de certaines caractéristiques que vous trouvez importantes... Seriez-vous prêt(e) à répondre à des questions supplémentaires afin que l'outil tienne compte de ces caractéristiques? Selon vous, les avantages l'emporteraient-ils sur le degré d'effort requis pour obtenir les renseignements?

Et si l'outil définitif ne tient pas compte de ces caractéristiques? Quelles pourraient en être les conséquences, selon vous?

6. Conclusions (5)

6.1 Comment décririez-vous demain cet outil en ligne à vos amis et à votre famille?

6.2 Comment voudriez-vous être mis au courant d'un tel outil? Selon vous, comment devrait-on en faire la promotion? Selon vous, quel serait le meilleur moyen pour le gouvernement du Canada d'attirer votre attention sur un tel site?

6.3 Une fois qu'il sera lancé, croyez-vous que vous accéderez de nouveau à ce site Web?
➢ Pourquoi/Pourquoi pas?

6.4 Avez-vous d'autres commentaires à formuler concernant ce site Web?

6.5 Avez-vous des questions ou des points que vous voudriez soumettre au ministère fédéral qui a créé le site Web?

MERCI! Je n'ai plus de questions à vous poser ce soir. La jeune femme/Le jeune homme qui vous a fait signer en arrivant vous demandera de signer en quittant. C'est simplement pour confirmer que vous avez bel et bien reçu la prime que nous vous avons promise! Bonne soirée!

Appendix B: Participant Hand Outs

Robert Collin

Since Robert has retired, his life hasn't slowed down. Robert is now volunteering 4 days a week at the local library between 11am and 2 pm. Before returning home, Robert always takes a couple of minutes to call his wife to see if she needs something.

Robert has two young grand-daughters that live in the same town. He takes a few minutes to call them two to three times a week to see how they are. Often it's easier to reach them when they just come back from school but Robert is often out of the house at that time.

Robert is also president of the Local Sport Association. The Association holds a meeting once a week. Since the meeting is only open to the board of directors, Robert finds himself receiving one or two calls meeting evenings from coaches, tournament organizers, and local sponsors wanting to raise issues with the association.

On the weekend, Robert loves riding his motorcycle with his friends. They usually stay around town but on occasion they like to go on a full day trip in other cities. His wife usually stays home to work on her paintings. Robert always calls a few times when he's out since he knows that she might worry when he's on the road.

Notes:

Joanne Philips

Joanne and her husband have been married for nearly 15 years now. They live in a modest one bedroom apartment in the suburbs. Last week Joanne accepted a new job as a security guard at the local university located downtown. The commute takes her approximately 30 minutes in each direction.

The job requires her to work four 9-hour rotational shifts a week from either 7am to 4pm or 3pm to 12am. While the job requires her to patrol campus, she also has her own office with a computer and phone line so that she can file her incidence reports and talk to University Admin Staff in other departments as needed.

Last fall Joanne's father developed a very serious heart condition. Over the holidays he suffered a heart attack and has been under special care in the hospital since then. While her father has been in hospital, Joanne has been in constant contact with the doctors at the hospital, either in person or over the phone. However, she is now worried about being inaccessible while patrolling campus.

Her husband suggested that she get a new cell phone for emergencies only. This would enable her to go about her day and still be reachable if serious complications occur with her father. Since the cell phone will only be used in emergencies she really is not looking to spend a lot of money on it.

Notes:

Marc Newman

Marc just graduated from university and has moved to the city to pursue a career in acting. He just rented a small bachelor apartment downtown. The apartment is a little smaller than he is used to but, convenient because he is rarely at home either as a result of his busy social life or his auditions.

His parents live in another province and he tries to call them at least once or twice a month for 30 minutes to an hour each time. He also has a younger brother who is studying abroad in Berlin who he tries to call occasionally.

In order to receive call-backs from his agent for roles he has landed, audition calls and to stay in touch with his family and wide array of friends, he is considering purchasing a cell phone and disconnecting his landline. He has other friends who use their cell phone as their main line and it has been a really convenient change for them. He is also eager to join in on all the text messaging his friends are exchanging on the latest gossip and directions to the best parties.

Notes:

Robert Collin

Depuis que Robert a pris sa retraite, son rythme de vie n'a pas ralenti. Il fait maintenant du bénévolat 4 jours par semaine, de 11 heures à 14 heures, à la bibliothèque locale. Avant de rentrer à la maison, il prend toujours quelques minutes pour téléphoner à sa femme afin de savoir si elle a besoin de quelque chose.

Robert a deux petites-filles en bas âge qui habitent la même ville que lui. Il leur téléphone deux ou trois fois par semaine pendant quelques minutes pour savoir comment elles vont. Elles sont d'ordinaire plus faciles à joindre lorsqu'elles viennent tout juste de revenir de l'école, mais Robert n'est pas souvent chez lui à cette heure-là.

Robert est également président de l'Association sportive locale, qui tient une réunion chaque semaine. La réunion est réservée aux membres du conseil d'administration, c'est pourquoi Robert reçoit un ou deux appels le soir de la réunion de la part d'entraîneurs, d'organisateurs de tournois et de commanditaires locaux qui désirent qu'une question soit portée à l'attention de l'association.

Durant la fin de semaine, Robert aime faire de la motocyclette avec ses amis. Ils restent habituellement dans les environs, mais ils font à l'occasion des excursions d'une journée entière à l'extérieur de la ville. La femme de Robert reste habituellement à la maison pour peindre. Robert l'appelle toujours à quelques reprises pendant ses sorties parce qu'il sait qu'elle s'inquiète lorsqu'il est sur la route.

<u>Notes</u> :

Joanne Philips

Joanne et son mari sont mariés depuis presque 15 ans maintenant. Ils habitent en banlieue dans un modeste appartement d'une chambre. La semaine dernière, Joanne a accepté un nouveau poste d'agente de sécurité à l'université située au centre-ville. Le trajet est d'environ 30 minutes dans chaque direction.

Chaque semaine, elle doit faire quatre quarts de travail rotatifs de 9 heures, soit de 7 heures à 16 heures ou de 15 heures à minuit. Même si elle doit patrouiller dans le campus, Johanne a aussi son propre bureau, équipé d'un ordinateur et d'une ligne téléphonique, où elle peut classer ses rapports d'incident et, au besoin, parler avec le personnel administratif des autres services de l'université.

L'automne dernier, le père de Joanne a développé une très grave maladie du cœur. Il a fait une crise cardiaque durant les Fêtes et reçoit des soins spéciaux à l'hôpital depuis ce temps. Depuis que son père est hospitalisé, Joanne reste toujours en contact avec les médecins de l'hôpital, que ce soit en personne ou au téléphone. Toutefois, le fait qu'elle ne peut pas être jointe lorsqu'elle patrouille dans le campus la préoccupe.

Son mari lui a suggéré de se procurer un nouveau téléphone cellulaire pour les urgences seulement. Ainsi, elle pourra travailler et les gens pourront la joindre si l'état de son père s'aggrave sérieusement. Comme elle n'utilisera le téléphone cellulaire qu'en cas d'urgence, elle ne veut vraiment pas dépenser beaucoup.

Notes :

Marc Newman

Marc vient d'obtenir son diplôme universitaire et est déménagé en ville pour poursuivre une carrière d'acteur. Il a loué un petit studio au centre-ville. L'appartement est un peu plus petit que ce à quoi il est habitué, mais il est pratique puisqu'il est rarement chez lui en raison de sa vie sociale bien remplie et de ses auditions.

Ses parents vivent dans une autre province et il essaie de leur téléphoner au moins une fois ou deux par mois. Il leur parle de 30 minutes à une heure chaque fois. À l'occasion, il appelle aussi son frère cadet qui étudie à l'étranger, à Berlin.

Afin de recevoir les appels de son agent concernant les rôles et les auditions qu'il a décrochés et pour garder contact avec sa famille et ses nombreux amis, il songe à se procurer un téléphone cellulaire et à annuler son service téléphonique conventionnel. Certains de ses amis utilisent un téléphone cellulaire comme ligne principale et trouvent ce changement très commode pour eux. Marc a également hâte d'échanger des messages texte avec ses amis sur les derniers potins ou les indications pour se rendre aux meilleures soirées.

<u>Notes</u> :

Galaxy Mobility

Previous Balance
Payment - Thank You
Amount Due
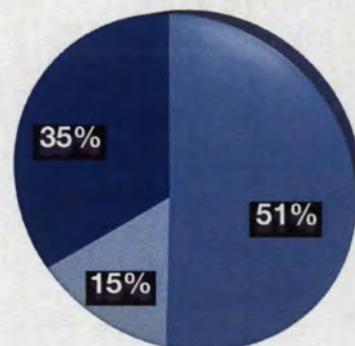
Monthly Charges Period for Feb 02/08 to Mar 02/08

	Details	Amount
Mars 50	500 Weekdays, unlimited evening and weekends	$50.00
System Access Fee		$6.95
911		$0.75
Planet 10 Bundle	Call ID, 100 out texts and Voicemail	$10.00
Extended Hours 6-8		$7.00
Total Usage Charges		$36.65
Total		**$110.95 + taxes**

Summary of Usage

Description	Amount (min)	Cost ($)
Weekdays	356	$0.00
Evenings	104	$0.00
Weekends	244	$0.00
Canada LD	36	$18.90
Canada to US LD	15	$7.50
International LD	0	$0.00
Roaming	0	$0.00
Amount (events)		
Text Message	155 out 204 in	$8.25
Text International	10 out - 0 in	$2.00
Total		**$36.65**

Minutes Distribution

- Weekdays
- Evenings
- Weekends

35% 51% 15%

Galaxie Mobilité

Solde précédent
Paiement - Merci
Montant dû
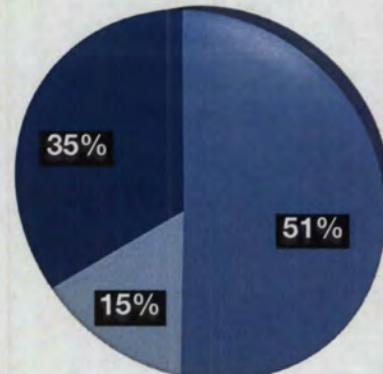
Frais mensuels pour la période du 02 Fév/08 au 02 Mars/08

	Détails	Montant
Mars 50	500 Jour de semaine, soir et fin de semaine illimité	$50.00
Frais d'accès du réseau		$6.95
911		$0.75
Planète 10	ID de l'appelant, 100 textes sort. et messagerie	$10.00
Période d'heures prolongées 18h-8h		$7.00
Total des frais d'usage		$36.65
Total		**$110.95 + taxes**

Résumé des frais d'usage

Description	Montant (min)	Coût ($)
Jour de semaine	356	$0.00
Soir	104	$0.00
Fin de semaine	244	$0.00
Interurbain		
Canada	36	$18.90
Canada vers les É.-U.	15	$7.50
É-U	0	$0.00
Itinérance	0	$0.00
Montant (événements)		
Messages textes	155 sort. - 204 ent.	$8.25
Textes international	10 sort. - 0 ent.	$2.00
Total		**$36.65**

Distribution des minutes

- ● Jour de semaine
- ● Soir
- ● Fin de semaine

Gem Mobility

Previous Balance
Payment - Thank You
Amount Due
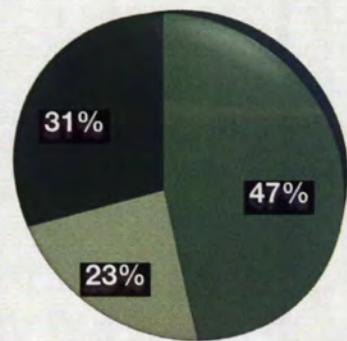
## Monthly Charges Period for Feb 02/08 to Mar 02/08

	Details	Amount
Emerald 30	300 Anytime	$30.00
System Access Fee		$6.95
911		$0.50
Total Usage Charges		$0.00
Total		**$37.45 + taxes**

Summary of Usage

Description	Amount (min)	Cost ($)
Weekdays	112	$0.00
Evenings 9pm-7am	54	$0.00
Weekends	74	$0.00
Canada LD	0	$0.00
Canada to US LD	0	$0.00
International LD	0	$0.00
Roaming	0	$0.00
Amount (events)		
Text Message	0 out 0 in	$0.00
Text International	0 out - 0 in	$0.00
Total		**$0.00**

Minutes Distribution

31%
47%
23%

● Weekdays
● Evenings 9pm-7am
● Weekends

Gemme Mobilité

Solde précédent
Paiement - Merci
Montant dû
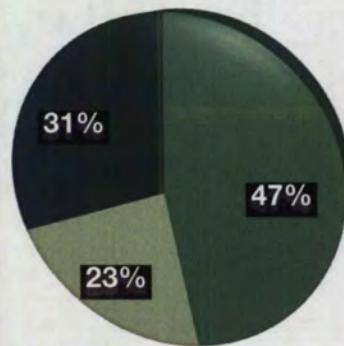
Frais mensuels pour la période du 02 Fév/08 au 02 Mars/08

	Détails	Montant
Émeraude 30	300 en tout temps	$30.00
Frais d'accès du réseau		$6.95
911		$0.50
Total des frais d'usage		$0.00
Total		**$37.45 + taxes**

Résumé des frais d'usage

Description	Montant (min)	Coût ($)
Jours de semaine	112	$0.00
Soir 21h-7h	54	$0.00
Fin de semaine	74	$0.00
Canada	0	$0.00
Canada vers les É.-U.	0	$0.00
É.-U.	0	$0.00
Itinérance	0	$0.00
Montant (événements)		
Messages textes	0 sort. - 0 ent.	$0.00
Textes international	0 sort. - 0 ent.	$0.00
Total		**$0.00**

Distribution des minutes

- Jours de semaine
- Soir 21h-7h
- Fin de semaine

31%
47%
23%

Symphony Mobility

Previous Balance
Payment - Thank You
Amount Due
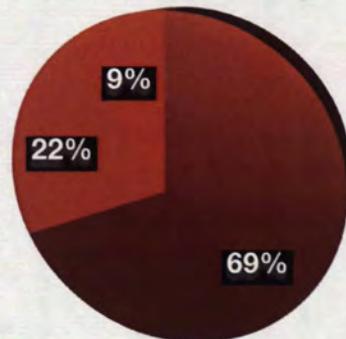
Monthly Charges Period for Feb 02/08 to Mar 02/08

	Details	Amount
The First Movement	1250 Anytime	$110.00
System Access Fee		$8.95
911		$0.75
Le Maestro	Voicemail and Caller ID	$8.00
Long Distance 100	100 Canadian Long Distance Minutes	$10.00
Total Usage Charges		$132.51
Total		**$270.21 + taxes**

Summary of Usage

Description	Amount (min)	Cost ($)
Weekdays	775	$0.00
Evenings 9pm - 7am	252	$0.00
Weekends	104	$0.00
Canada LD	240	$59.85
Canada to US LD	102	$45.90
International LD	14	$26.46
Roaming	0	$0.00
Amount (events)		
Text Message	2 out 0 in	$0.30
Text International	0 out - 0 in	$0.00
Total		**$132.51**

Minutes Distribution

- Weekdays
- Evenings 9pm - 7am
- Weekends

Symphonie Mobilité

Solde précédent
Paiement - Merci
Montant dû
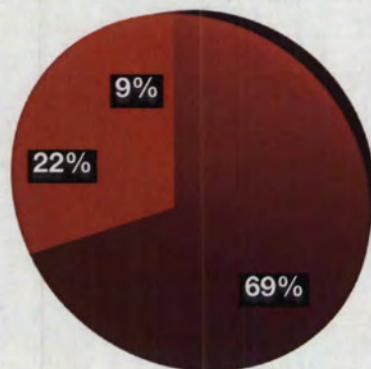
Frais mensuels pour la période du 02 Fév/08 au 02 Mars/08

	Détails	Montant
Le premier mouvement	1250 en tout temps	$110.00
Frais d'accès du réseau		$8.95
911		$0.75
Le Maestro	Messagerie et ID de l'appelant	$8.00
Interurbain 100	100 minutes d'appels interurbains au Canada	$10.00
Total des frais d'usage		$132.51
Total		**$270.21 + taxes**

Résumé des frais d'usage

Description	Montant (min)	Coût ($)
Jour de semaine	775	$0.00
Soir 21h-7h	252	$0.00
Fin de semaine	104	$0.00
Interurbain		
Canada	240	$59.85
Canada vers les É.-U.	102	$45.90
É.-U.	14	$26.46
Itinérance	0	$0.00
Montant (événements)		
Messages textes	2 sort. - 0 ent.	$0.30
Textes international	0 sort - 0 ent.	$0.00
Total		**$132.51**

Distribution des minutes

- Jour de semaine
- Soir 21h-7h
- Fin de semaine

9%
22%
69%

Appendix C: Hybrid Version

Industry Canada
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Industry Canada > Consumer Information > Canada's Office of Consumer Affairs

Canada's Office of Consumer Affairs (OCA)

Cellphone costs Calculator

Calculator | Checklist | Guide | OCA Home | Ask Us

Let's Get Started

If you DO NOT have a personal cellphone

1. create a profile of your cellphone needs by answering a few basic questions
2. your profile will be applied to existing plans available in the marketplace
3. a list of monthly plans and pre-paid plans will be generated for you
4. determine the most cost effective plan for your needs

No I don't have a personal cellphone

If you DO have a personal cellphone

1. create a profile of your cellphone usage
2. your profile will be applied to existing plans available in the marketplace
3. compare the cost of your existing plan against the list of plans generated for you
4. select the most cost effective plan for your needs

Yes I do have a personal cellphone

... or you may simply want to browse the cellphone plans.

Please take some time to review terms and conditions governing the design and use of this website.

terms and conditions | help | did you know | disclaimer

Next

Le Bureau de la consommation du Canada (BC)

Calculatrice de coûts de cellulaires

| Calculatrice | Liste de vérification | Guide | Accueil du BC | Posez-nous une question |

Allons-y

Si vous N'AVEZ PAS de cellulaire personnel

1. créez un profil de vos besoins en répondant à quelques questions de base
2. votre profil sera appliqué aux forfaits déjà offerts sur le marché
3. une liste de forfaits mensuels et de forfaits prépayés sera produite pour vous
4. déterminez le forfait le plus économique

Non je n'ai pas de cellulaire personnel

Si vous AVEZ un cellulaire personnel

1. créez un profil de votre utilisation
2. votre profil sera appliqué aux forfaits déjà offerts sur le marché
3. comparez les coûts de votre forfait actuel à ceux de la liste produite pour vous
4. sélectionnez le forfait le plus économique correspondant à vos besoins

Oui j'ai un cellulaire personnel

... ou vous voudrez peut-être tout simplement consulter les forfaits de cellulaires.

Veuillez prendre quelques instants pour passer en revue les conditions qui régissent la conception et l'utilisation de ce site Web.

conditions | aide | saviez-vous que | mise en garde

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Canada's Office of Consumer Affairs

Cellphone **costs** **Calculator**

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Profile Generator

Basic Information

The Profile Generator will allow you to build your own Personal Usage Profile based on your answers to some basic questions. This profile is intended to represent your typical or anticipated cellphone use. Once you have completed this information, click on **Next.**

Your area of residence *

[▾]

Do you make or receive long distance calls?*

[Yes ▾]

How will you use your cellphone: (Select One)

☐ for emergency only (50 min/month)

☐ to occasionally keep in touch with friends and family (350 min/month)

☑ regularly while away from a landline (550 min/month)

☐ as your primary line of communication or for business (1000 min/month)

When are you likely to use your cellphone? (Select all that apply)

☐ Weekdays (7am to 5pm)

☐ Evenings (5pm to 9 pm)

☐ Overnights (9pm to 7am)

☐ Weekends

☑ All of the above

Did you know...

Wireless Number Portability (WNP) is now available in most Canadian urban centres. It allows consumers to change service providers within the same general metropolitan area or local calling area and keep their existing phone number.

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Le Bureau de la consommation du Canada

Calculatrice de coûts de cellulaires

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Générateur de profils

Renseignements de base

Le Générateur de profils vous permettra de créer votre propre profil d'utilisation personnel en fonction de vos résponses à quelques questions de base. Ce profil devrait représenter l'utilisation typique ou que vous comptez faire d'un cellulaire. Lorsque vous aurez fourni ces renseignements, cliquez sur Suivant.

Choisissez votre région de résidence*

[▼]

Faites-vous ou recevez-vous des appels interurbains?*

[Oui ▼]

Quelle utilisation ferez-vous de votre cellulaire? (Ne sélectionnez qu'une option.)

☐ En cas d'urgences seulement (50 min./mois)

☐ Pour communiquer occasionnellement avec des amis et la famille (350 min./mois)

☑ Régulièrement lorsqu'une ligne terrestre ne sera pas disponible (550 min/mois)

☐ Comme principale ligne de communication ou pour les affaires (1000 min./mois)

Quand prévoyez-vous utiliser votre cellulaire? (Sélectionnez toutes les options applicables.)

☐ Jour de semaine (7 h - 17 h)

☐ Soir (17 h - 21 h)

☐ Nuit (21 h - 7 h)

☐ Fin de semaine

☑ Tout ce qui précède

Saviez-vous que...

La transférabilité des numéros sans fil (TNSF) est maintenant disponible dans la plupart des centres urbains canadiens. Elle permet aux consommateurs de changer de fournisseur de services dans la même zone métropolitaine générale ou zone d'appels locaux et de conserver leur numéro de téléphone actuel.

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Profile Generator ①——②——③

Local Incoming/Outgoing Minutes

To help you build your profile, we have provided some typical usage information based on your previous answers.

Review and adjust the totals to ensure that they reflect your expected cellphone use.

Weekday	Evening	Overnight	Weekend	Total
130	170	20	230	550

Distribute your total evening minutes in the timeslots below. You don't have to have values for all fields provided

5pm to 6pm	0
6pm to 7pm	0
7pm to 8pm	0
8pm to 9pm	0

Total Evening Minutes 170

Estimate the % of your total monthly minutes used for outgoing calls
(typical usage value has been provided as a default)

% of your total monthly minutes used for outgoing calls
65

Once you have completed this information, click on **NEXT**.

Did you know...

Many cellphone providers break minutes down into weekday, weekday evenings and weekend minutes and different rates may apply to each. The start and end time of these time periods can vary by provider and by plan, so don't assume that all evenings and weekends start at the same time.

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Le Bureau de la consommation du Canada

Calculatrice de coûts de cellulaires

Calculatrice | Liste de vérification | Guide | Accueil du BC | Posez-nous une question

Générateur de profils ①———②———③

Minutes pour les appels locaux sortants/entrants

Pour vous aider à créer votre profil, nous avons inséré des renseignements relatifs à certaines de vos habitudes d'utilisation en fonction de vos réponses précédentes.

Passez en revue les totaux et ajustez-les de façon à ce qu'ils reflètent l'utilisation que vous comptez faire de votre cellulaire.

Jour	Soir	Nuit	Fin de semaine	Total
130	170	20	230	550

Répartissez vos minutes totales de soir dans les périodes suivantes. Vous n'êtes pas tenu de remplir tous les champs fournis.

17 h - 18 h

18 h - 19 h

19 h - 20 h

20 h - 21 h

Minutes totales de soir   170

Estimez le % du nombre total de minutes utilisées par mois pour les appels sortants. (L'utilisation typique a été fournie comme valeur implicite.)

% de vos minutes mensuelles utilisées pour les appels sortants
65

Lorsque vous aurez fourni ces renseignements, cliquez sur **Suivant**

Saviez-vous que...

De nombreux fournisseurs de services cellulaires classent les minutes selon les périodes où elles sont utilisées (jours de semaine, soir et fins de semaine). Des tarifs différents s'appliquent alors selon la situation. Le début et la fin de ces périodes peuvent varier selon le fournisseur et selon le forfait, ne tenez donc pas pour acquis que toutes les soirées et toutes les fins de semaine commencent à la même heure.

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Profile Generator ① —— ❷ —— ③

Long Distance Outgoing/Incoming Minutes

Enter the total number of minutes you expect to use per month for making and receiving long distance calls. You don't have to have values for all of the fields provided.

Long Distance	Calls you Make	Calls you Receive
Within Canada in Your Local Calling Area 🇨🇦 ↔ 🇨🇦	10	5
Within Canada Outside Your Local Calling Area 🇨🇦 ↔ 🇨🇦	0	0
To US From Your Local Calling Area 🇨🇦 → 🇺🇸	15	Not Applicable
To Canada From US 🇨🇦 ← 🇺🇸	0	Not Applicable
From Canada Received in the US 🇨🇦 → 🇺🇸	Not Applicable	0
Local US Calls 🇺🇸 ↔ 🇺🇸	0	0
Total Long Distance Minutes	30	

Distribute your total long distance minutes in the following time periods. You don't have to have values for all the fields provided.

Weekdays: (7am - 5pm):	0
Evenings (5pm - 9pm):	0
Overnights (9pm - 7am):	0
Weekends:	0

Total Long Distance Minutes: 30

Once you have completed this information, click on **Next**.

Did you know...

Minutes used for long distance calling may also be deducted from your weekday, evening or weekend minutes. All providers charge different rates for long distance minutes.

Calculatrice de coûts de cellulaires

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Générateur de profils ①——②——③

Minutes d'appels interurbains sortants/entrants

Indiquez le nombre total de minutes que vous prévoyez utiliser par mois pour effectuer vos appels interurbains. Vous n'êtes pas tenu de remplir tous les champs fournis.

Appels interurbain	Appels que vous faites	Appels que vous recevez
Au Canada dans votre zone d'appels locaux	10	5
Au Canada à l'extérieur de votre zone d'appels locaux	0	0
Aux É.-U. de votre zone d'appels locaux	15	Non applicable
Au Canada des É.-U.	0	Non Applicable
Du Canada reçu aux É.-U.	Non Applicable	0
Appels locaux aux É.-U.	0	0
Minutes totales d'appels interurbains	**30**	

Répartissez les minutes totales de vos appels interurbains dans les périodes suivantes. Vous n'êtes pas tenu de remplir tous les champs fournis.

Jour de semaine (7 h - 17 h)	0
Soir (17 h - 21 h)	0
Nuit (21 h - 7 h)	0
Fin de semaine	0

Minutes totales d'interurbain   **30**

Lorsque vous aurez fourni ces renseignements, cliquez sur **Suivant**

Saviez-vous que...

Les minutes utilisées pour les appels interurbains peuvent également être soustraites de vos minutes de jour, de soir ou de fin de semaine. Tous les fournisseurs appliquent des tarifs différents pour les minutes consacrées à de tels appels.

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Profile Generator ①———②———**③**

Features

Select the features you would like to have, then click GENERATE MY PROFILE to view your personal usage profile.

Features

☐ Voice Mail ❓

☐ Caller Identification ❓

☐ Call Waiting ❓

☐ Call Forwarding ❓

☐ Text Messaging ❓

    How many sent per month? ☐

Did you know...

Additional features and options may sound great but can also be very expensive. Additional voice mail capacity, sending text messages, downloading ring tones and picking up video messages can increase your monthly cost significantly.

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Calculatrice de coûts de cellulaires
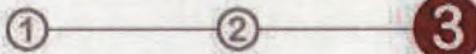
Générateur de profils ① —— ② —— ❸

Fonctions

Sélectionnez les fonctions que vous désirez utiliser sur votre cellulaire, cliquez ensuite sur CRÉER MON PROFIL pour consulter vos habitudes d'utilisation personnelles.

Fonctions

☐ Messagerie vocale ❓

☐ Identification de l'appelant ❓

☐ Appel en attente ❓

☐ Suivi d'appel ❓

☐ Messagerie texte ❓
  Combien sont envoyés par mois? ⬚

Saviez-vous que...

Des fonctions et des options supplémentaires peuvent sembler intéressantes, mais elles peuvent aussi coûter très cher. Une capacité accrue de la messagerie vocale, l'envoi de messages texte, le téléchargement de sonneries et la réception de messages vidéo peuvent augmenter considérablement vos coûts mensuels.

LKC
HE 9715 .C3 C47 2008
Cell phone cost calculator usability study
research report