

## AT&T Portal:

AT&T asked User Insight to evaluate the new AT&T Powered by Yahoo Portals in every major market in the U.S. In addition, AT&T wanted to leverage the research teams that were on the road by evaluating the AT&T Spanish Portal, MiPortal, and the Small Business Portals. User Insight was able to gather insight into those areas that would cause problems with the product release, which was crucial to prepare customer support for a potential increase in call volume. In addition, the user feedback provided a list of features and functionality as well as design changes that will drive adoption in future releases. These insights were leveraged by gaining the perspectives of the Latino community to improve the MiPortal site. And finally, User Insight identified significant areas for improvements in the small business portals. Three portals were researched in six cities with seventy five users in a four week period using two User Insight teams and our cutting edge technology.

## Client Goals

- Test three different AT&T portals with three different sets of users in multiple regions across the country.
- Note users' general impressions of each portal.
- Gather specific feedback about the look and feel, usability, functionality, and content of each site.
- Understand whether one of the portals, MiPortal, is suitable for Hispanic users.
- Understand whether business owners need a separate portal.

## Insights Gained

- Users frequently navigate away from the AT&T Powered by Yahoo! portals. This behavior raises the question of whether users would return to the site in real life and care where they found information.
- Small business users want a separate business portal and are interested in content that will help their businesses.
- Hispanic users are excited about having a site designed for them but want it to have even more Latin flavor.

## Our Approach

- 75 one-on-one interviews, including usability testing, across the U.S.
- 2 teams with a PM, User Experience Researcher, and User Experience Analyst on each team with multilingual capabilities.
- Both teams participated in the research in Atlanta, GA for all three portals, created the initial MindMap and enhanced the protocol to ensure consistencies.
- Each team split up the cities and uploaded MindMaps daily to streamline the research.

## Who we talked to

- General AT&T Powered By Yahoo! Portal
  - › 25 users ages 18 to 54 (mixed ethnicity) in Atlanta, Miami, Austin, L.A. and Cleveland.
  - › A mix of AT&T and non-AT&T customers that represent all AT&T regions.
- MiPortal (Portal for Hispanic Customers)
  - › 25 Hispanic users ages 18 to 54
  - › Primary language spoken was Spanish in Miami and L.A.
  - › A mix of AT&T and non-AT&T customers.
- Portal for Small Business
  - › 25 Small Business owners ages 18-54 who are the primary decision makers for their business' Internet and phone service.
  - › A mix of AT&T and non-AT&T customers.
  - › A mix of small business owners in Atlanta, Austin, L.A., Nashville and Cleveland.