

# Student Hub

User Test Results & Recommendations

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# Me8

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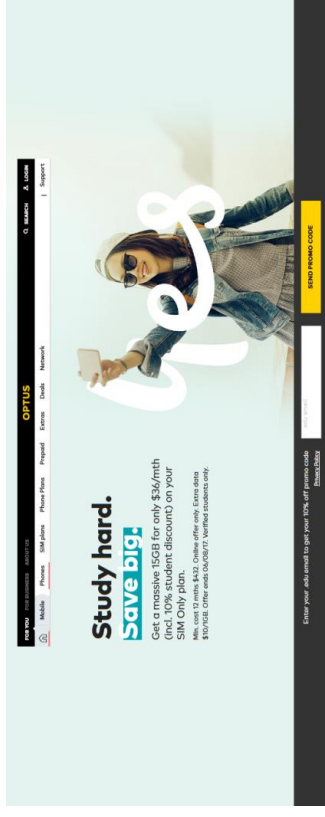
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**Key Solutions &  
Recommendations**

# Background / High Level Overview of Problem

# Background

- An ET based portal/micro-site which offers students 10% off (Phone with Plans and SIMs)
- 5k visitors per week
- Problems with flow, causing users to lose cart data



# Demographics / Stat Snapshot

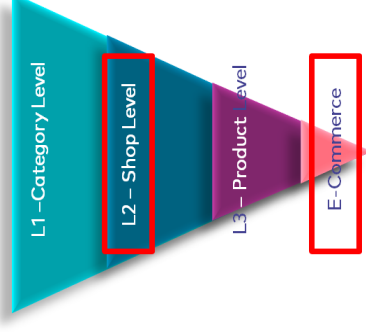
- Approx 200K visiting L2 per week
- Approx 15K of 200K are age 18-24
- Approx 5K visits to Student Hub (SH) per week
- Out of 200K total visits to L2, at least 3% to 8% can be segmented as Students.

\* Stats courtesy of Jinhee

L2 Visits (Total 200k/week)

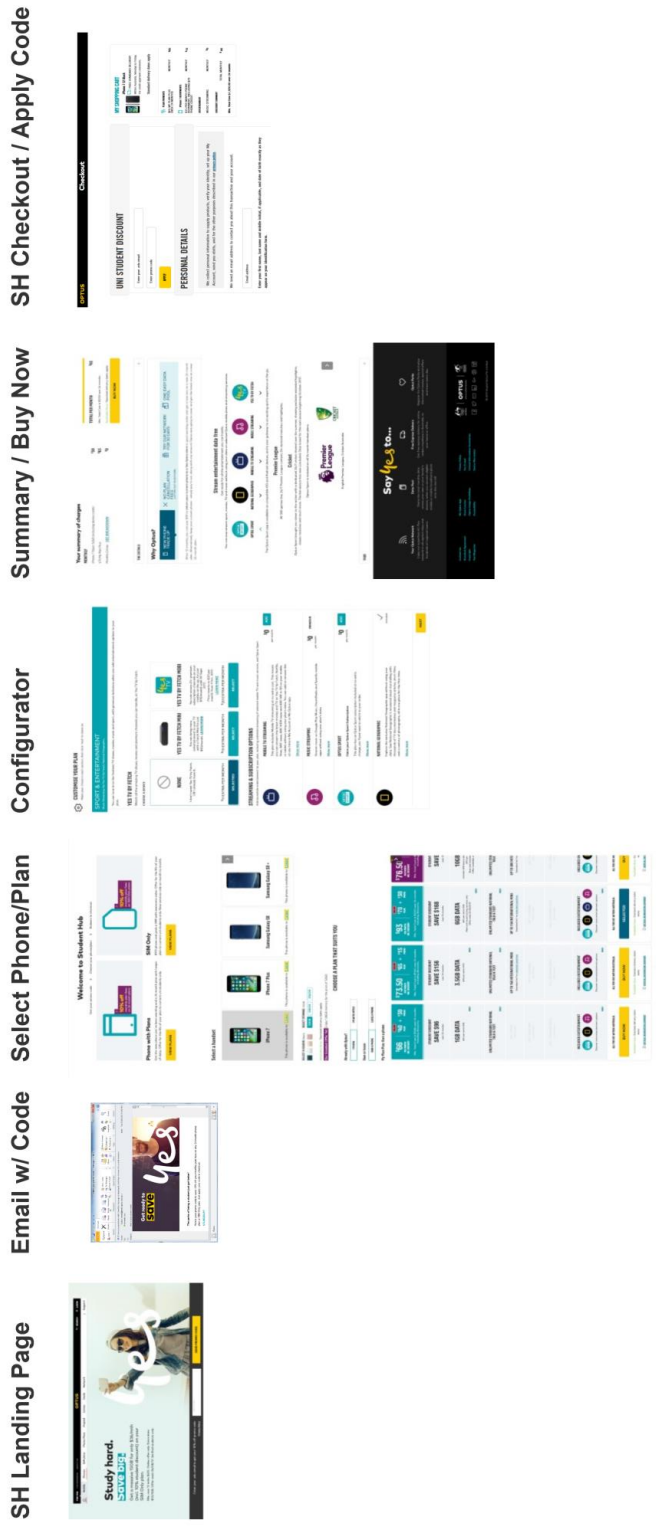


\* L2 = Shop Level  
Defines how many Online Sales Opportunities we have



This segment's purpose is to identify how many Online Sales Opportunities we have on OCA for a single product category.

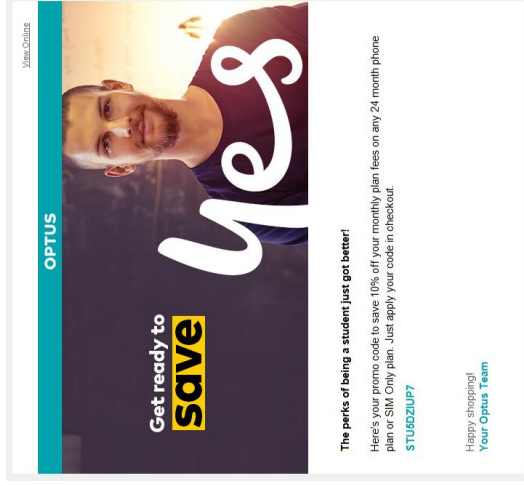
# Happy Flow



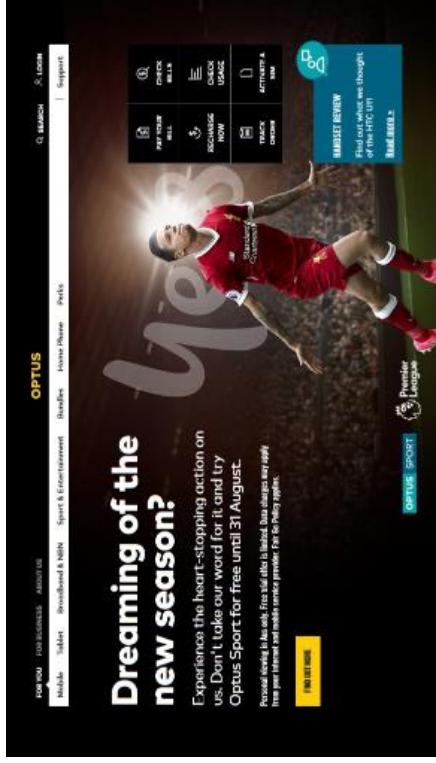
User lands on Student Hub Landing Page (SHL), enters .edu email, gets code in email, returns to browser tab and does next step (view plan), selects phone/plan, completes configurator, 'buys now', enters code in Student Hub (SH) checkout widget, 'Place Order'

# Problems with Student Hub (SH) (1/3)

Users are triggering OCA flow either through top nav or after getting Student Promo Code (SPC) email, bringing them out of the 'happy' SH checkout flow



to

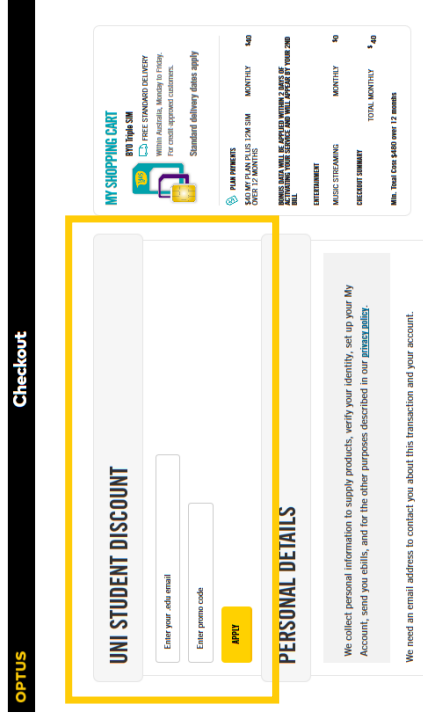


# Problems with SH (2/3)

Student email has to be entered twice throughout flow. Once on SH landing page and the other time on the checkout page.



&



## Problems with SH (3/3)

1 user observed via tealeaf analytics even checked out on OCA without getting student discount even though he started off from ET and got Student Promo Code (SPC).



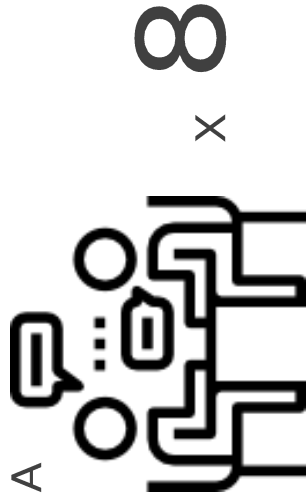
# Testing Goals / Methodology

## Study Goals

- Improve customer journey flow on OCA and SH
- Form a picture around what students need / ideal promos & offers, etc
- Improve design of the page
- Stop dropouts
- Find possible ideas

# Testing Methodology

Phase A



1 on 1 sessions with 8 OCS based grads

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- Contextual interviews
- Usability testing
- 60 min sessions

Dual phased study

Phase B

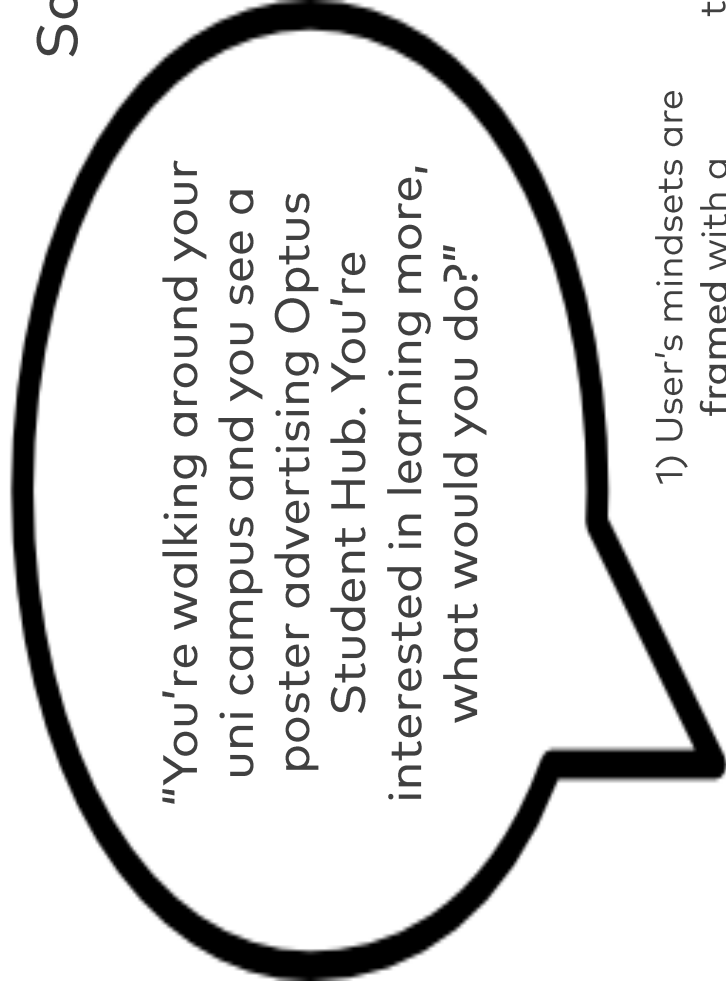


Open ended Surveys, 40 Students

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- Held at Macquarie University
- During O-Week
- 5 mins participation for noodles

# Phase A: Research Format



## Scenario Framing

### Observation of User's Actions



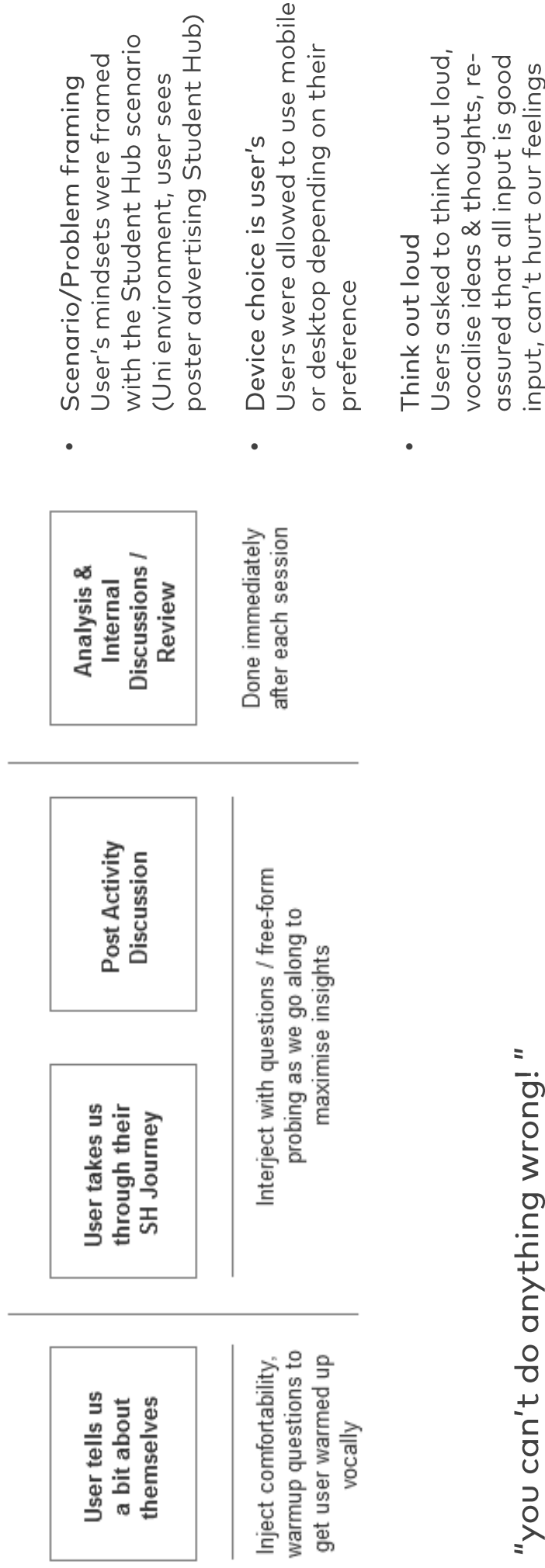
1) User's mindsets are framed with a situation

2) User leads us through his/her online journey via thinking out loud & using preferred device

3) We prompt user when he/she is stuck and probe into why certain things are done the way they are

# Phase A: Research Format

## Scenario / Problem Framing



"you can't do anything wrong!"

8/8 users enjoyed the session – true story

## Phase B: Research Format / Questionnaire

- 5-8 mins
- Open-ended, allowing users to freely give ideas/input
- Reduced amount of questions if user has time limit
- During Mac Uni O-Week
- Approx 40 Students

1. What do you look for in choosing a Telco?
2. When do you generally buy or upgrade or change a phone or plan?
3. What would entice you to switch Telcos?
4. Most exciting student deal you can think of (e.g. Free Soundcloud use (Does not use data), Ad-less Spotify, etc)? Name a perk you would like to have.
5. What is your Mobile vs Desktop usage ratio?
6. What are the main online tools or services or sites or portals that you use as a student?
7. What do you primarily use your phone for and what are the main apps that you use?
8. Have you heard of Optus Student Hub? What would you like to see on Student Hub?  
What is a suitable name for a portal like this?
9. Tell Optus how we are doing as a Telco and suggest an idea or tell us one thing we can improve.
10. What are some channels we can use to contact students like you and keep them informed of offers such as the ones on Optus Student Hub?

# Key Learnings / Key Takeaways

## Preference for Mobile or Desktop

- Mobile had more dominance on-the-go while laptops had more use during study (expected). Varies from 98:2 mobile-to-desktop usage ratio to 60:40
- Students started off their journey via mobile and were more likely to convert on desktop.

Note: On the topic of conversion, Students browsed more & Post-students converted more

## .Edu email entry widget on landing page

A screenshot of a dark-themed email entry widget. At the top, it says "Enter your .edu email to get your 10% off promo code" in white text, with a link for "Privacy Policy" below it. In the center is a white text input field containing ".edu email". At the bottom is a yellow button with the text "SEND PROMO CODE" in black.

Enter your .edu email to get your 10% off promo code  
[Privacy Policy](#)

SEND PROMO CODE

- 8/8 users noticed the widget
- 4/8 users used the widget (ie, entered their email)
- 2 users mentioned that they were wary of giving out their .edu email ("don't wanna give email straight away") – more reserved for prof. communications, etc
- 1 user said that she would only give email after doing research and intent was to buy
- 1 user suggested sending promo code to mobile number instead (expected behaviour)

## .Edu email entry widget on landing page

A screenshot of a dark-themed email entry widget. On the left, the text "Enter your .edu email to get your 10% off promo code" is displayed in white, with a link for "Privacy Policy" below it. In the center is a white text input field containing ".edu email". To the right of the input field is a yellow button with the text "SEND PROMO CODE" in black.

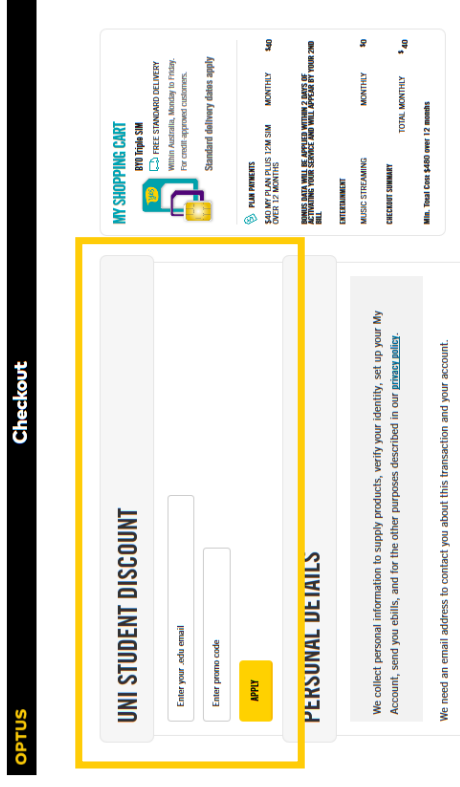
Enter your .edu email to get your 10% off promo code  
[Privacy Policy](#)

SEND PROMO CODE

- 2 users were curious as to whether they could give the code to friends.
- Student discount is not unique: "A lot of other providers provide student discounts"

# SH Checkout

- 2/8 users came to Uni Student Discount widget on SH checkout without a Student Promo Code (SPC)
- A user felt that it makes sense to apply for a code in checkout.
- Same user felt that if SPC is obtained on SH landing page, then promo code should be able to be applied in OCA flow".
- Some users thought 'Apply' meant 'Apply for Code'



## Happy Flow vs What actually happens

- 4/8 users triggered OCA flow (after getting SPC email)
- 2/8 users landed on SH checkout without SPC, had to click 'back' to get to landing page to get SPC, losing cart items
- 2/8 users managed to 'get' the happy flow

Note: 2 users attempted to abandon online flow altogether (did not notice 'Online-Only' messaging) and finish process 'in-store', we prompted them to continue online journey

# Troubles Faced by Users

- User tries to enter code in OCA after going there from email
- (Annoyed User: "How come email doesn't say 'only applicable via Student Hub'? Should have 'Use it here' link in email")



Promo Code is not recognised by OCA Checkout

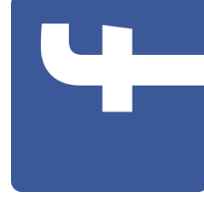
User gets email with promo code, copy says 'Apply in Checkout'

User goes directly to OCA in browser, instead of Student Hub, where offer is to be applied.

User is re-directed to SH, has to re-populate cart

## Top apps / services used by students

- Apps: Whatsapp, Snapchat, Instagram, Facebook
- Online Services: Google Drive, Google Maps, OPAL
- Entertainment: Spotify, Netflix



Note: Final year students use job search portals such as LinkedIn, Indeed, Seek more as they are on lookout for jobs for when they graduate.

## What Students Want

- High Data, Double Data, Unlimited Data

85% of students interviewed listed data as top priority when choosing a Telco. Average 5gb/mth. One user even used 8gb and had to top up twice monthly. One user's ideal plan: 10gb/mth for \$100 with phone.

- Good Value

"Doesn't need to be the cheapest but as long as it is good value."

- More International Minutes

Within the student demographic, international students spent about 300-400 mins a month on international calls (spread 50/50 between phone calls & Skype)

## Student's Favourite Add-ons

- Netflix, Spotify  
Lots of Netflix users. Many on the Spotify bandwagon.  
'Spotify Premium' or 'No data streaming for Spotify' would make them switch immediately
- NFL Season Pass  
User who suggested this is an EPL Chameleon Fan

Interesting note: One user mentioned that instead of deciding/pushing packages (sports, movies) for him, he should be the one indicating interest, then Optus performing recommendations based on those interests.

## Ideas from Students

- Presence on campus would lead to better customer experience. Especially during O week and mid semester.
- 10gb for \$100 including latest phone
- Dollar a day access to unlimited netflix, spotify, etc
- Vouchers to Grill'd
- Connect plan with coffee, food or Macca's, etc
- Fitness first discount
- 'Exclusive Optus Discount' for Mac Uni students ("UNI PRIDE")
- Group join discount, if all Optus then can get Optus Perks
- Location based discounts – Free coffee at certain places
- 'Drinks on us at u-bar'

# Bugs Identified

'View Plans' button on SHL: no auto jump

- SH Landing Page 'View Plans' link on mobile does not work on test devices (iPhone 6+, 7)
- In desktop, when 'View Plan' is clicked, the page does not auto-scroll to the section that is expanded. (Hence, looks like nothing happens when you click it)

Campus Coverage Related

- No Optus reception in Mac Uni 'Village' area. Word is going around. User I spoke with chose not to go with Optus based on that.

## Welcome to Student Hub

Get your phone code > Choose your phone/line > Return to dashboard

The screenshot shows the 'Welcome to Student Hub' page. At the top, there are two promotional banners, each featuring a smartphone icon and a '10% off' badge. Below these is a section titled 'SIM Only' with a 'VIEW PLANS' button highlighted by a yellow box. The text below the banners and the 'SIM Only' section provides details about phone codes, SIM activation, and offers.

## Potential Marketing Strategy (1/2)

### Where

- Market at Uni O-week
  - Co-op stores
  - Posters / Flyers / Publications
  - Student mags that go out at Unis
  - Via emails gained from Uni societies
  - Social media marketing targeted to Uni students
  - Mac Uni specific Facebook groups (via ads)
- 2 Danish girls recommend 'the toilet'
  - Another recommended the TV near the coffeeshop (prime position, can read it while coffee is being made)
  - Buses on bus loop (no trains)

## Potential Marketing Strategy (2/2)

### When

- Towards end of their contracts (few months away), users should be notified of new or better value plans.
- Optus users should also be notified of new phones
- 0 week, beginning and mid of semesters

Note: Easy 1-click renewal UX could be good (user gets interactive MMS, 'plan is about to expire, renew?' & clicks renew)

# Key Solutions & Recommendations

# Recommendations

## Checkout Page Quick-win Ver A: Widget Modification

### Rationale

- Too many users (50%) are missing entering their email with the email\_entry widget below the A\_Feature on the landing page.
- They do not think it is a compulsory step towards checkout.

### Suggestion

- Place widget modification on ET checkout page which allows user to 'Get Student Promo Code' at that stage in the flow

**Uni Student Discount**

Enter your .edu email   I don't have a student promo code yet

Enter Student Promo Code

**Apply**

**Uni Student Discount**

Enter your .edu email   I don't have a student promo code yet

Enter Student Promo Code

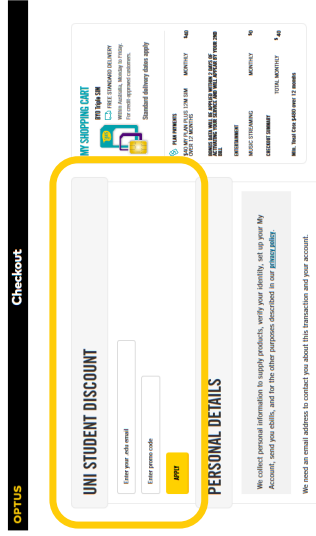
**Send me a promo code**

**Uni Student Discount**

kenneth.looi@optus.com.au  I don't have a student promo code yet

Enter Student Promo Code

**Apply** **Promo code sent!**



# Recommendations

## Checkout Page Quick-win Ver B: Student Validation Widget

- Why a SVC (Student Validation Code)
- Code can be used throughout lifetime of student.
- Idea is that code can be stacked (OCA offer + SVC in Spring).

## Better Price Flow

- Prices do not 'jump around'. Constant discounted price is shown



Discounted Price Shown



Un-discounted Price Shown

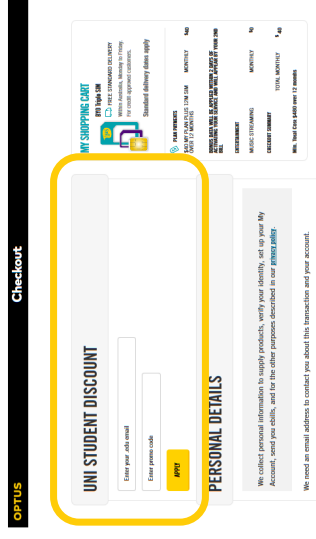
User has to click 'Apply' in order for update price to be reflected

### Validate that you are a student

The mockup shows a form with two input fields: 'Enter your .edu email' and 'Enter your SVC'. Below the fields is a yellow 'Validate' button. To the right of the 'Enter your SVC' field is a checkbox labeled 'I don't have a student validation code (SVC)'.

### Validate that you are a student

The mockup shows a form with two input fields: 'Enter your .edu email' and 'Enter your SVC'. Below the fields is a yellow 'Validate' button. To the right of the 'Enter your SVC' field is a yellow 'Get SVC' button.



# Recommendations

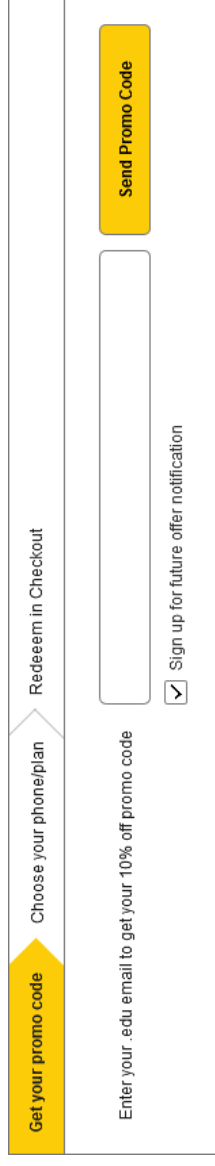
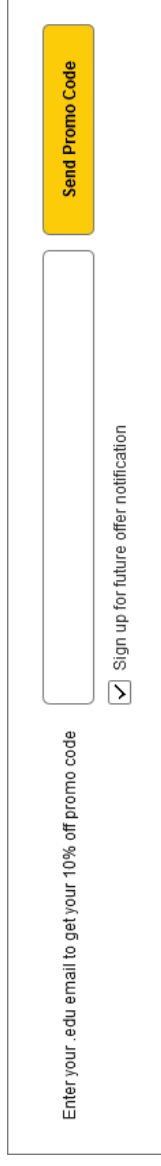
## Improvements to landing page 'get email' widget

### Why

- Emails should be captured for future offer notifications / updates
- Some students only enter email when decision is made to purchase
- If it is made to look like a step, the SH checkout page problem will be solved

### Research Snippet

- Many users missed the email entry widget on the a\_feature, either a) noticing it but not feeling like it was a step they had to do (hence they had to click 'back' in the browser on the checkout page to get back to the a\_feature widget) or b) missing it altogether.



# Recommendations

## Visual Stepping across journey

- Steps are present on the landing page but not throughout flow

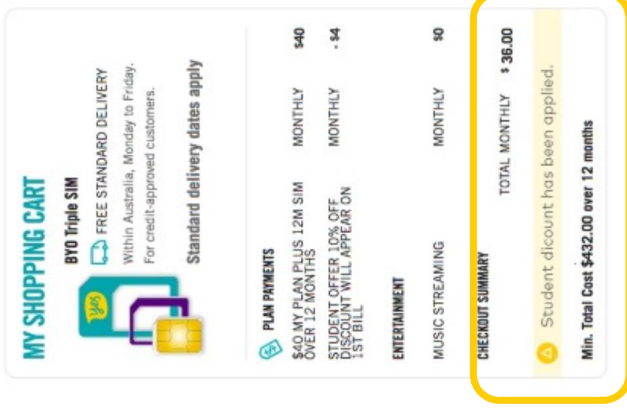
## Online Only Indicator, Eligibility Info & Coverage Snippet (expandable) on A\_Feature

- Users asked if deal could be gotten in-store
- Users had questions about eligibility
- Users needed assurance on coverage

# Recommendations

## Checkout Page Shopping Cart: Visual indicator to indicate application of new pricing

- 'Prices updated' visual indicator would be good to have when 'Apply SPC' button is clicked // Note this improvement should only be present if Quickfix A or B is not implemented



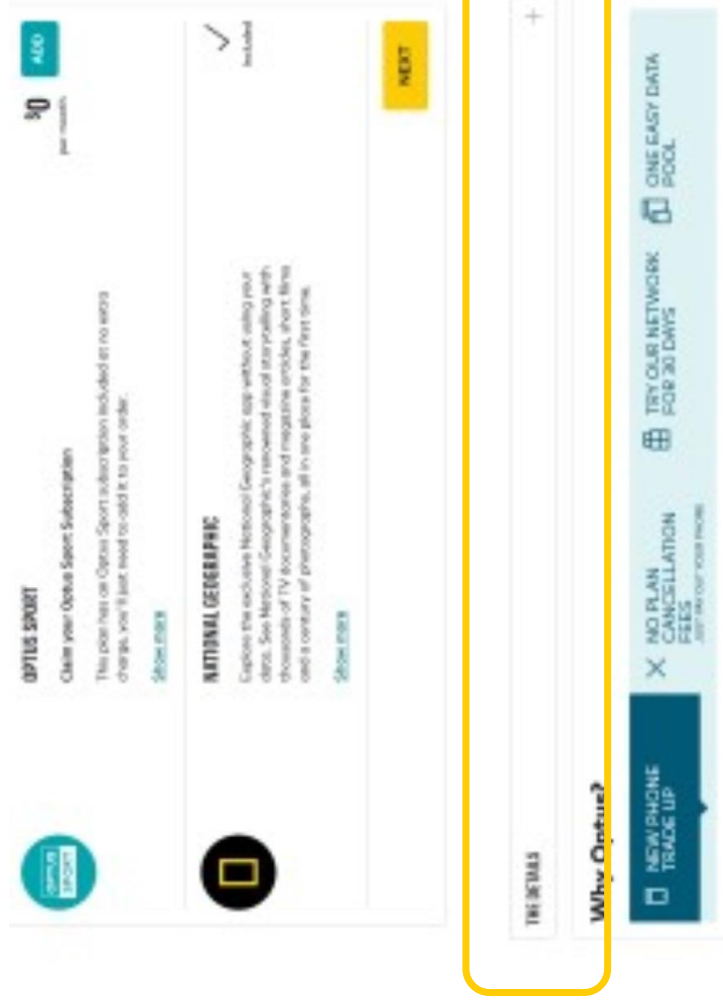
New indicator utilising spring styling



# Recommendations

## Configurator Page: 'Details' expandable widget should be placed before the 'Next' CTA

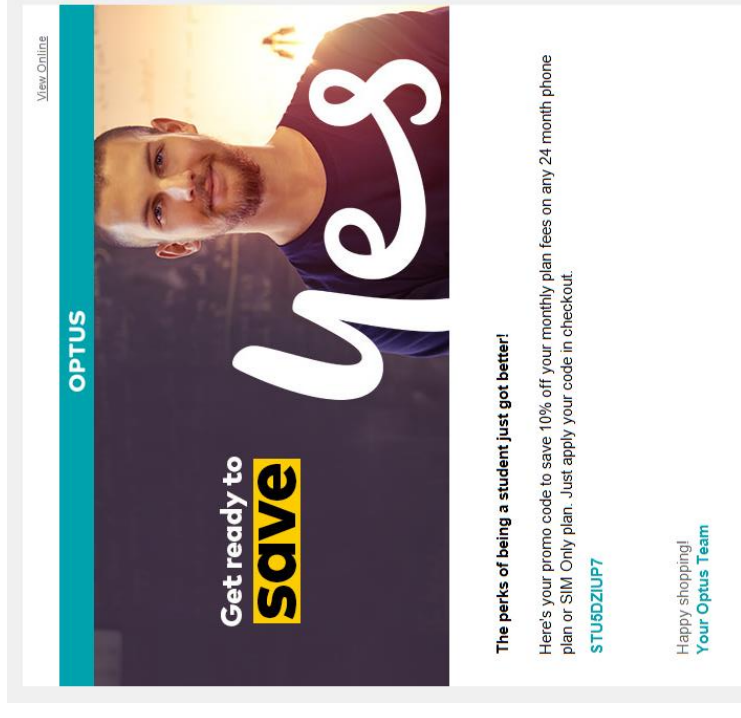
- Some users missed the details section and commented that it should be before 'Next' CTA



# Recommendations

## SPC Email

- Consistent photo and tagline will lead to better experience
- Code should also say 'Student Promo Code' instead of just code (avoids confusion with OCA's Promo Code)
- 'Offer only applicable via Student Hub' copy should be present to avoid OCA trigger
- Code should also be bigger and email 'more lively' + 'Copy to clipboard'
- Intelligent link to next step in flow (opens plans page or returns you to browser tab, depending on where you came from: fresh start from email or continuing browser journey) // Intelligent Flow Detection > Email detects browser cookie? Promo code is also auto-populated within browser



## Current Email

# Innovation / Potential UI Experiments

## Single click [Auto-Populate + Send] in Email Subscription Widget

- Essentially: One click to stay updated

### AUTO-POPULATE

Enter your email

Auto-populate email from browser cache

### AUTO-POPULATE + SUBMIT in 1-CLICK

Enter your email

Auto-populate email from browser cache & 'Submit/Send' in Single-Click

### AUTO-POPULATE + SUBMIT in 1-CLICK, embedded function in CTA

Enter your email

# Innovation / Potential UI Experiments

Single click [Auto-Populate + Send] in Email Subscription Widget

AUTO-POPULATE + SUBMIT in 1-CLICK, embedded function in CTA

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Enter your email

SEND

## Other Recommendations (Nice to Have, Nice to Explore)

### Donation Widget

- Sign me up to 'Donation causes around the world'
- 1-click donations to various 'as it happens' causes / donation drives around the world
- The how: Tie in with MOA chat, make it an interactive card/widget
- Convert excess data to Donations

### Voucher/discount code entry as start point

- Explore voucher/discount code entry as start point (similar to audible.com) as alternate UX

### What users are saying re: Donating

- Students 'know a bit more than what they knew' + possess a more 'activist' mindset
- 3 or 4 options for donations would be good (similar to what grill'd does with the chips)
- Donations are in the realm of playability
- "People like to choose where to donate to"

## Recommendations (Strategic)

### Optus Credits > Ability to convert excess data to points going towards phone upgrade redemptions or food/movie vouchers

- Student's mentality is that they want to save every penny / not waste it. One user freaked out over 'excess data' ("What should I do with it!?!") and purposely did something just to finish the data off.
- Credits can be shared amongst Optus users
- Convert excess data/credits to donation(s) of your choice



#### On sharing / spending:

- Convert credits to shareable hexadecimal voucher code – Anyone with the hexadecimal code can
    - a) spend that exact amount or
    - b) top it up to their account
- Network / Resource & Load Balancing Benefits

Your support queue number	88
Estimated wait time: 18 mins	
-1	+1

Example of how Optus Credits can be used for Telco related functions

- Use credits to decrease queue time (in-store or phone support)

## Recommendations (Strategic)

### 1-click renewals / upgrade

- If renewal process is made easier, users are more likely to stay
- Interactive MMS is sent via MOA Chat Function to notify user of a) new phone upgrade recommendations b) renewal or plan upgrade options (close to renewal time)
- 1 click to indicate intent to upgrade or renew "Yes I am interested, please contact me / follow through"

## Recommendations (Strategic)

### Student Hub's Future State

- Informational
- Student related discounts / offers / vouchers
- Blog-ish / Articles pertaining to Student Hood
- Group or referral discount system

### Research on what students like:

- Natgeo
- Clothing / Stationery
- Kikki K
- 10% off movie tickets / events
- Food festival discounts / tickets
- DVD Kiosk Vouchers
- Free Stuff
- Dominoes vouchers

### Words that come to mind when users hear 'Student Hub':

Help, Assistant, Guide, Info

"Hub is usually a physical place"  
There is a student hub at Mac Uni (students go there to get transcripts)

# Let's Plan

# Implementation Plan (Proposed) , (should you choose to accept it)

## Short Term / Quick-Fixes to UI

- Improved email entry widget on SH landing page
- Develop 'Get SPC' widget modifications (Ver A & B) on SH checkout & A/B Test it
- Implement improvements to SPC email (including intelligent 'came-from' flow detector)
- Identify cause of mobile bugs ('View Plan' bug) and fix it
- Online-Only Messaging + Eligibility Info Improvements
- Optimise components for mobile, header height, etc



## Mid

- Visual stepping across journey (element could be used throughout OCA too)

## Long

- 1 click renewals
- Optus Credits

# Dev Times

## Recommendations

## Effort (in days)

- Checkout Page Quick-Win Ver A: Widget Modification — 1 Day
- Checkout Page Quick-Win Ver B: Widget Modification — DSC are currently looking at something similar
- Improvements to landing page 'get email' widget — 1 Day (move into configurator. This is current functionality on single handset pages.)
- Visual Stepping across journey — Requires UX
- Checkout Page 'Price Updated' Indicator — 1 Day
- Configurator Page: 'Details' widget to be placed before 'Next' CTA — N/A (configurator section to align with OCA, could add link to detail section from configurator as a solution)
- SPC Email — 4 Days

# Appendix / Detailed Test Results / Misc Observations

## **Portals Students Visit**

- Unidays
- Student VIP
- iLearn (Mac Uni)
- Mac Uni Facebook Group
- Self created FB discussion groups for project work


# Troubles Faced by Users

- Configurator:

User is confused by Add \$0 option. (Why isn't it added already by default?)

### STREAMING & SUBSCRIPTION OPTIONS

Add incredible entertainment to your plan, including unlimited streaming of selected mobile TV and music services, and Optus Sport.



**MUSIC STREAMING**

Stream music on Google Play Music, iHeartRadio and Spotify mobile apps without using your plan's data.

[Show more](#)

**\$0** per month

**ADD**

## On Plans / Plan Cards ... (1/2)

- Too many options, there should be 'cheap, medium, premium', based on price
- Save \$xxx > Save 10%
- User wished that all inclusions were on 1 screen
- Eye tracking: User more focused on 10gb Data area than purple price area
- Assuming text and calls are unlimited, user would then next look at Data
- Plan cards are 'incredibly hard to use on mobile phones – doesn't scroll properly'

The image shows a mobile plan card for Optus. The card is divided into several sections. The top section is purple and contains the price '\$36 PER MONTH INC. DISCOUNT' and '\$40 PLAN'. A yellow banner at the top left says 'OFFER AVAILABLE UNTIL 06/06/2017 10% OFF'. Below the price, it says 'Min. Total Cost is \$432 over 12 months including discounts.'. The middle section is white and contains 'STUDENT DISCOUNT SAVE \$48 over 12 months'. The bottom section is white and contains '15GB DATA ONLINE EXCLUSIVE OFFER Additional data \$10 per 1GB New and recontracting services only Offer ends 06/06/2017'. Below this is 'UNLIMITED TALK & TEXT' and 'UP TO 300 INTERNATIONAL MINS'. Blue arrows point from the text in the list above to the 'STUDENT DISCOUNT' and '15GB DATA' sections.

**\$36** PER MONTH INC. DISCOUNT

**\$40** PLAN

OFFER AVAILABLE UNTIL 06/06/2017 10% OFF

Min. Total Cost is \$432 over 12 months including discounts.

**STUDENT DISCOUNT**  
**SAVE \$48**  
over 12 months

**15GB DATA**

ONLINE EXCLUSIVE OFFER  
Additional data \$10 per 1GB  
New and recontracting services only  
Offer ends 06/06/2017

**UNLIMITED TALK & TEXT**

Unlimited calls to standard Australian mobiles and landlines, 15/100 numbers and voicemail, and text to standard national and international to [selected countries](#)

**UP TO 300 INTERNATIONAL MINS**

Standard international calls to landlines and mobiles to [selected countries](#) (charged per min)

## On Plans / Plan Cards ... (2/2)

- Confusion around '10% Off' sticker placement: "Is discount on the plan price or phone?"
- 10% off sticker was previously or in some cases (?) right in middle of plan card leading user to say that it was 'tricky advertising' / deceptive
- Have to do manual calculation in head to verify figures.
- "Plan card figures are confusing and take a while to figure out / calculate."
- 1 user suggested sorting plan cards from low to highest using 'Data' instead of price

OFFER AVAILABLE UNTIL 06/06/2017  
10% OFF

**\$36**  
PER MONTH  
INC. DISCOUNT

**\$40**  
PLAN

Min. Total Cost is \$432 over 12 months including discounts.

**STUDENT DISCOUNT**  
**SAVE \$48**  
over 12 months

**15GB DATA**  
ONLINE EXCLUSIVE OFFER  
Additional data \$10 per 1GB  
New and recontracting services only  
Offer ends 06/06/2017

**UNLIMITED TALK & TEXT**  
Unlimited calls to standard Australian mobiles and landlines, 13/100 numbers and voicemail, and text to standard national and international to [SELECTED COUNTRIES](#)

**UP TO 300 INTERNATIONAL MINS**  
Standard international calls to landlines and mobiles to [SELECTED COUNTRIES](#)  
(charged per min)

## Special Cases

- One user commented that he was 'disappointed' that he couldn't pay in-store any more or even ask questions related to billing in-store and had to do everything online instead.
- He did mention that Online Chat is good though.
- He also said "Maintenance of customers is more important than getting new users on-board for 2 months or whatever".
- Another user also suggested that instead of pushing 'movies, sports' to users, that we should allow them to decide what they are interested in, then suggest channels or packages based on what they like.

## Interesting user comments

- "Student shop is a better name"
- With regards to SPC: "Would music institute students be eligible?" – user had query if all .edu account holders are eligible or not
- "Millennial group is an important customer segment"
- "Can I do it in-store?"
- "Are backend checks performed on student emails?" - User wanted to pass offer on to family members
- "The fact that you are on a special site is kinda annoying" - User could not add 24 month plan
- "Experience is similar to eBay" - seems familiar
- On Plans: "Doesn't need to be the cheapest but I want the best value"
- Cost conscious: "Anything to save dollars"

## Interesting observations

- 1 user did not realise SH landing page could be scrolled (desktop)
- 1 user mentioned that ET pages did not have as much phone details as OCA pages
- User mentioned that coverage is a major deciding factor. Should have re-assuring note about coverage or somewhere where she could find coverage info. Wary of blackspots in campus.
- 1 user said, in ET Checkout, under personal details, email field should be 'personal email' address instead + "is 'Identification' field a number or 'name'?"
- Finding SH from OCA landing page is easy for users. All users tasked to find it, found it. 1 user suggested having SH link in OCA footer.
- When signing up for student related offers, users found it hard to opt-out when user has finished uni and is not a student anymore (many emails pushing student offers even though user has graduated and offer no longer applies)
- If UX for renewal was easy/good, it would entice users to renew
- It was noted that some users were sceptical about the leasing option

## Playability – Where can Optus innovate?

### Quick fact cards / info-snippets

- Fact cards, quick info snippet app, 'did you know that...' type card or location based card apps/services would be of interest

### Limitation

- Expectation of a Telco is to just provide discount, service, etc
- Larger scale study services and all are not in the realm of playability

# Student's thoughts on Optus

## Yay

- "The way we present ourselves is starting to come together and people are starting to get Optus a bit more"
- "Virgin services are amazing" ... "As a student, everything was there, I could just get my bill there"
- Optus app is "quite good" but not best
- "Coverage is good but better in Melbourne"
- "Like the entertainment .. New ads are awesome" ('Just look fun')
- Optus brand is "really cool for young people"

## Nay

- "Livechat is really poor – constantly being transferred from assistant to assistant – no phone number online" > it needs to be a "quick seamless experience"
- "Vodafone & amaysim is soooooo much cheaper, connection for vodafone is getting really good, no incentive really to go with optus" (student demographic = massive budget, everyone wants cheap deal)
- No reception in Mac Uni 'The Village' area

# Fun Facts

## Most searched terms

- Optus Student Hub (when prompted with uni campus poster in scenario)
- 'Student Discount Optus' in all other scenarios

## Top service aggregators used:

- Whistle-out

**Thank you**  
Optus Digital UX Team