

Evaluation of task-oriented package design to control attention in out-of-box experience on internet services

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Abstract

We examine the out-of-the-box experience (OOBE) associated with setting up a small Internet hardware system consisting of three devices. OOBE is critical because it sets the first impression of the company and impacts the costs associated with call-centre operation. We found that many users called to ask for installation guidance without making any trial by themselves. One reason is that they could not find which setup guide was to be read first. Therefore, to direct the user to the correct guide, we design a task-oriented package tailored to the setup task and compare it to the current component-oriented package approach, which boxes each component separately. In tests, only 30% of participants using the component-oriented approach could succeed in starting the wiring procedure following the setup guide within 15 minutes, while the task-oriented approach yielded a 90% success rate. We discuss the methodology needed to control the user's initial attention.

Introduction

OOBE, which is the initial experience of the user when attempting to setup hardware or software, decides the first impression of the company and significantly influences the costs of call-centre operation. A company can, however, ensure that the users are encouraged to setup the service, which lowers overall cost, by providing an OOBE that ensures that novices find setup easy to initiate

Internet service traditionally provides one of the worst OOBEs. The Internet does not function as a stand-alone device. All devices and all functions must work at the same time. This connectivity is the reason for the difficulties experienced by novices. Therefore, calls to Internet service providers (ISP) and telecommunication companies continue to increase. The Ease of Use Roundtable surveyed user dissatisfaction for home and small business users with current network solutions. They identified both immediate and long-term improvement opportunity (The Ease of Use Roundtable, 1999).

The Japanese broadband internet market continues to become more competitive. Market participants seek any and all service advantages. Some companies provide free setup service, which is very expensive for the company, as a competitive

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