Delivery Report

Usability Study

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Research Goals

Delivery reports in the Samsung Ads Demand-Side Platform (DSP) are used to check on pacing, spend, delivery performance VCR, CTR and revenue.

This project aimed to combine the features of the extract report into the interactive report.

We wanted to get feedback on the proposed design, uncover areas of improvements, and provide actionable recommendations to improve the effectiveness of the design.

On this project:

- I collaborated with Design, Product Management, and Research in the initial planning phase of the project.

- I took ownership of the overall project and decisions, including participant recruitment, developing the usability test script, and analysis.

- I worked closely with design and product to make sure this project was meeting key business goals.

Project Overview

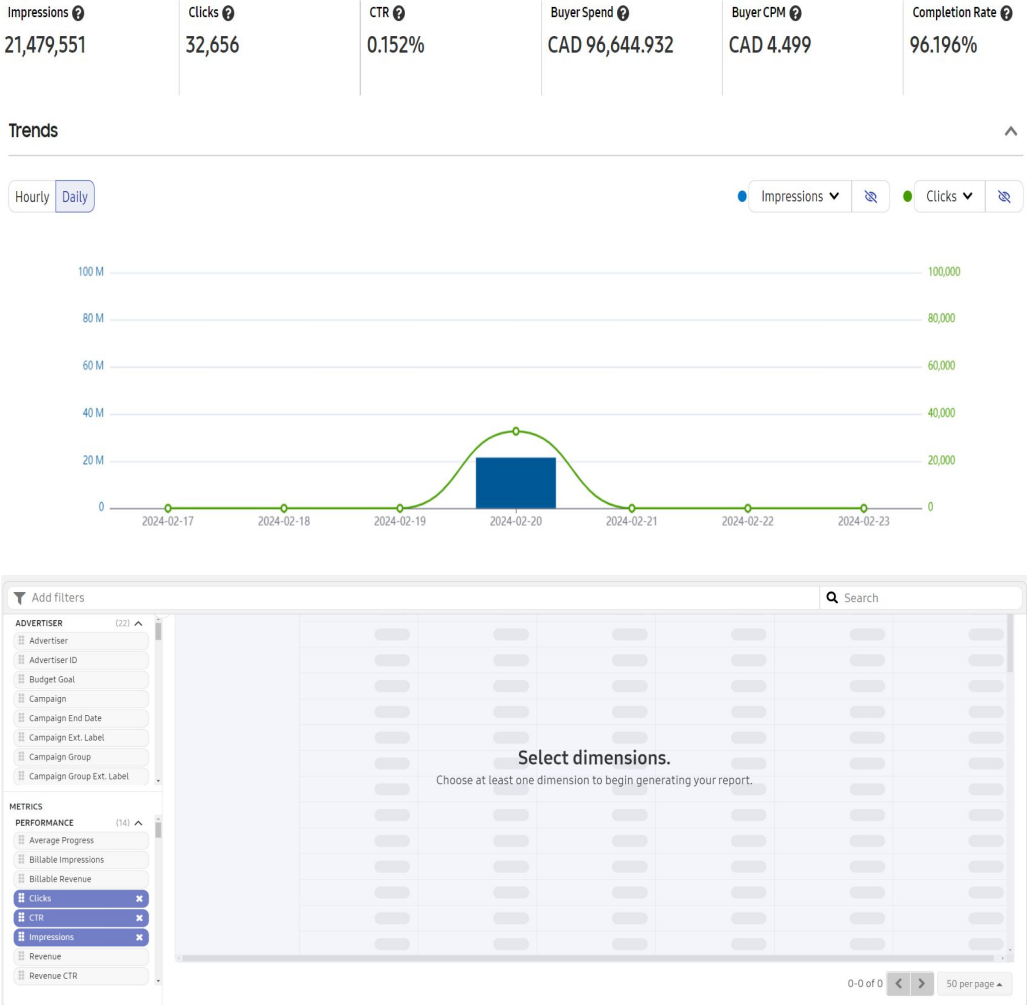| Gathering Research Questions	Internal Participant Recruitment	Usability Testing	Analysis	Read Out
Reviewed the proposed re-design with Design and Product to gather user research questions and develop a usability test script.	Reached out to 6 Samsung Ads employees based on their experience using the delivery report in the Samsung DSP.	Scheduled 30-60 minute sessions with participants using my the usability test script.	Conducted a thematic analysis using FigJam to pull out key themes and insights, which were used to develop actionable recommendations.	Scheduled a 1 hour read out session with design and product to share my recommendations and discuss next steps.

Interactive Delivery Report

The **interactive report** contains delivery data for your buyer account going back up to a year ending the day prior to the report being generated and can be fully customized.

Impressions	Clicks	CTR	Buyer Spend	Buyer CPM	Completion Rate
21,479,551	32,656	0.152%	CAD 96,644.932	CAD 4.499	96.196%

Trends

Hourly | Daily

● Impressions ⌄   ● Clicks ⌄

▼ Add filters   🔍 Search

ADVERTISER (22) ⌃
- Advertiser
- Advertiser ID
- Budget Goal
- Campaign
- Campaign End Date
- Campaign Ext. Label
- Campaign Group
- Campaign Group Ext. Label

METRICS
PERFORMANCE (14) ⌃
- Average Progress
- Billable Impressions
- Billable Revenue
- Clicks ✕
- CTR ✕
- Impressions ✕
- Revenue
- Revenue CTR

Select dimensions.
Choose at least one dimension to begin generating your report.

0-0 of 0   ‹ ›   50 per page ⌄

Extract Delivery Report

The **extract report** is fully customizable and can either be generated immediately and **downloaded** or **scheduled** for a future date and time. It does not display any data on-screen

Usability Test Topics

Navigating to the new report

Can users easily find the new report?

How do users feel about the navigational change?

Editing a report

Can users easily edit a report?

How do users feel about the editing settings?

Scheduling a report

Can users easily schedule a report?

How do users feel about the schedule flow?

Downloading a report

Can users easily download a report?

How do users feel about the download flow?

How do users feel about the download formats?

Participants

We reached out to 6 internal Samsung Ads users who have previously scheduled delivery reports in the Samsung DSP.

Participants were chosen to represent a variety of internal roles, in order to explore the different role responsibilities and needs.

Roles and Responsibilities of participants:

- **Campaign Manager**: Setup, configure, manage, monitor, and optimize campaigns for clients.

- **Supply Performance Manager**: Managing the supply operations team.

- **Business Intelligence Manager**: Navigating new processes for internal Samsung Ads employees.

- **Client Solutions Manager**: Providing end-to-end campaign support for clients.

Running the Usability Tests

Participants were asked to participate in a 30-60 minute session where they were asked to answer questions about their experience in interacting with a prototype of the new interactive delivery report.

All usability tests were conducted remotely due to the various geographic locations (USA, Canada, UK) of participants.

All sessions had a note-taker to transcribe participant actions and quotes.

Qualitative Data Analysis

We conducted a thematic analysis of the usability test results in FigJam. Notes were added in context over screenshots of the prototype to aid the insight development process.

Themes were built from participant notes/quotes, and further developed into insights. We collaborated with Design to generate actionable recommendations to be delivered to Product and Design.
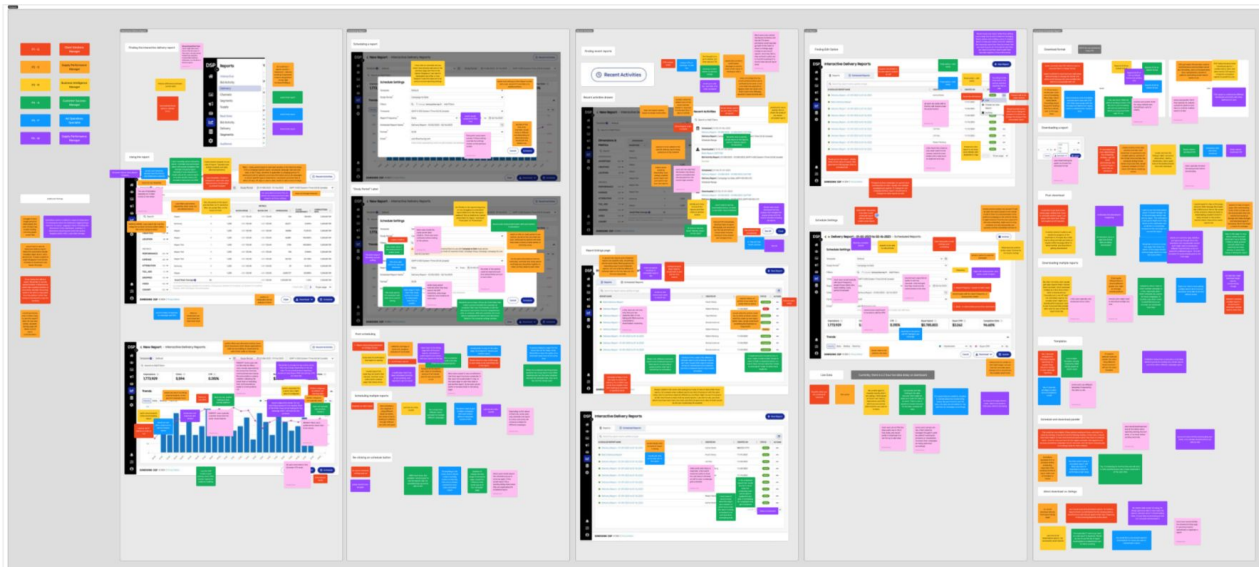
Key Takeaways

The recommendations of this usability test focused on:

- Ensuring that the new design was properly introduced to users to ensure minimal user confusion.
- Removing unnecessary information that does not add to the user experience.
- Improving labelling clarity.
- Providing short-cuts for frequent actions.
- Providing more transparency on when data was last updated.
- Providing the ability to view edit history.

This project was able to provide valuable insights and recommendations towards future product design.

During the study read-out with Product and Design, we discussed the best way in which these recommendations could be incorporated into the design to optimize for efficiency and user-friendly design.

Thank you!