Eddy Bruin

Daan Koolman

TNT
THE PEOPLE NETWORK

Testers know your customers!

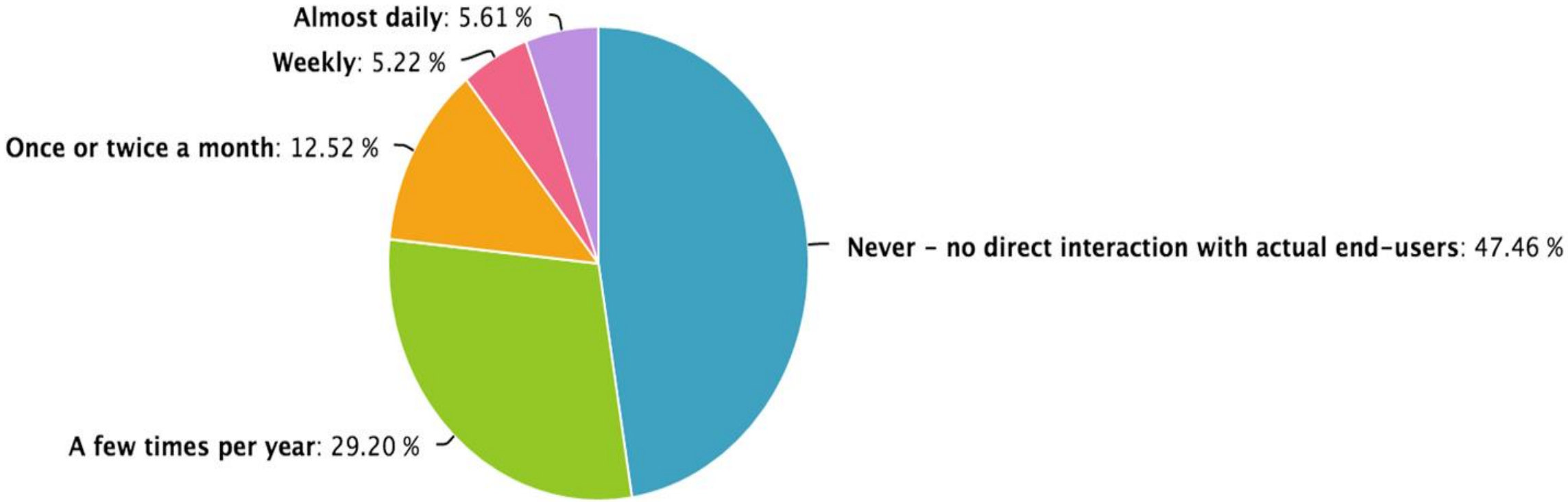
Improve your testing & deliver software people want to use

Eddy

Daan

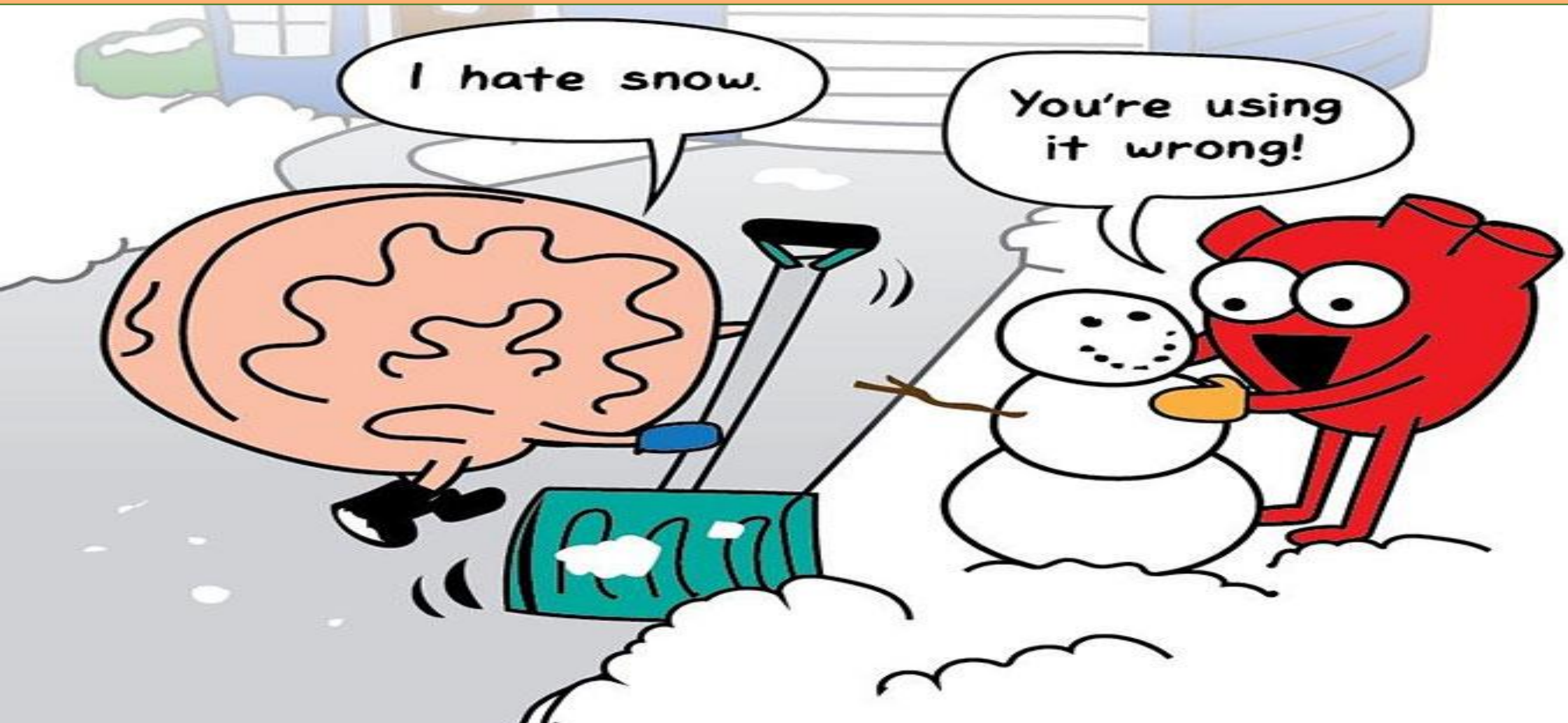
How often do you see your end-users?

What said fellow testers?

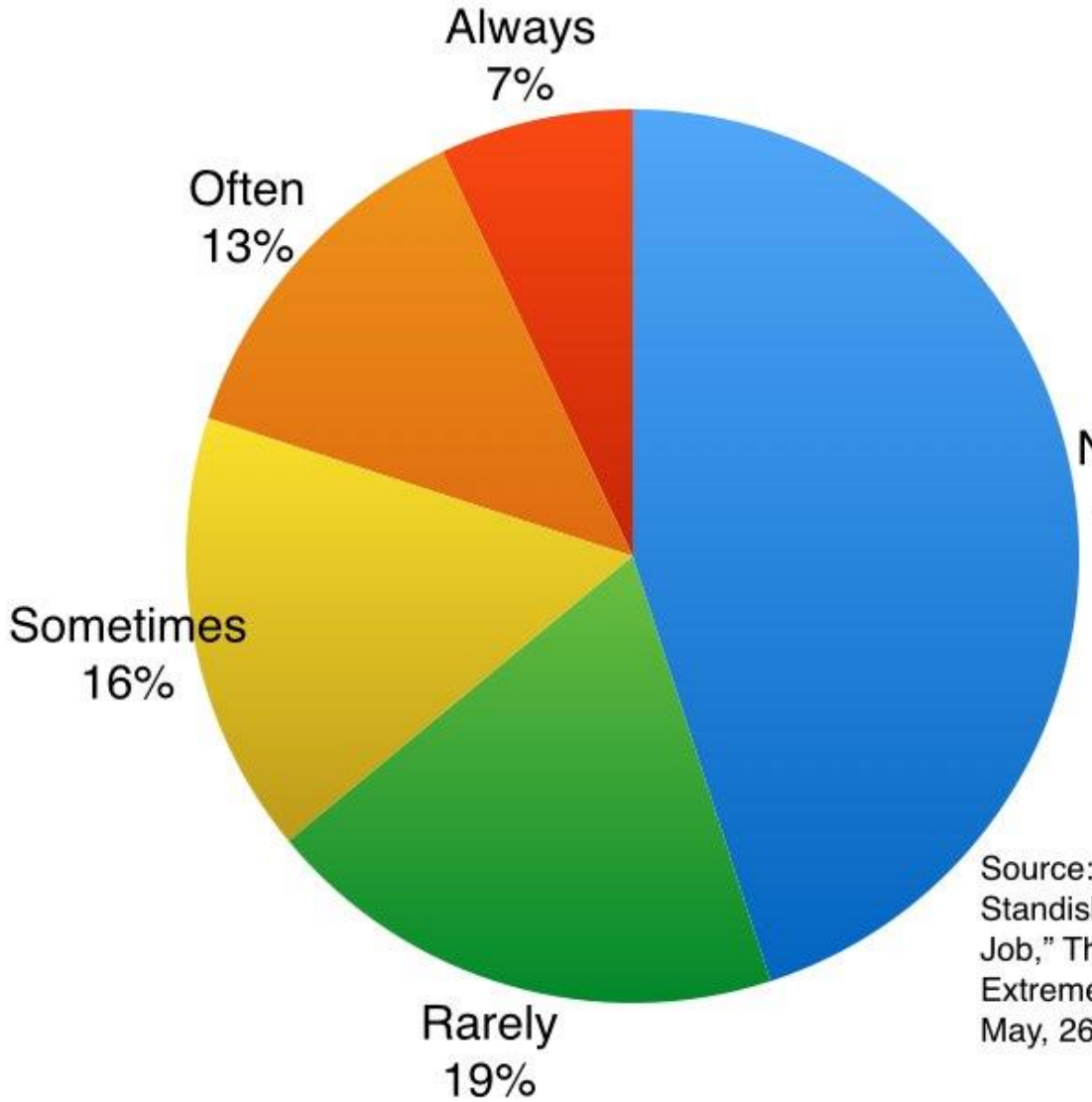


Source: Gojko Adzic - https://gojko.net/2016/03/14/most-important-lesson/

Why is it important to know the customer?



Feature Use in Four Internal-Use Products

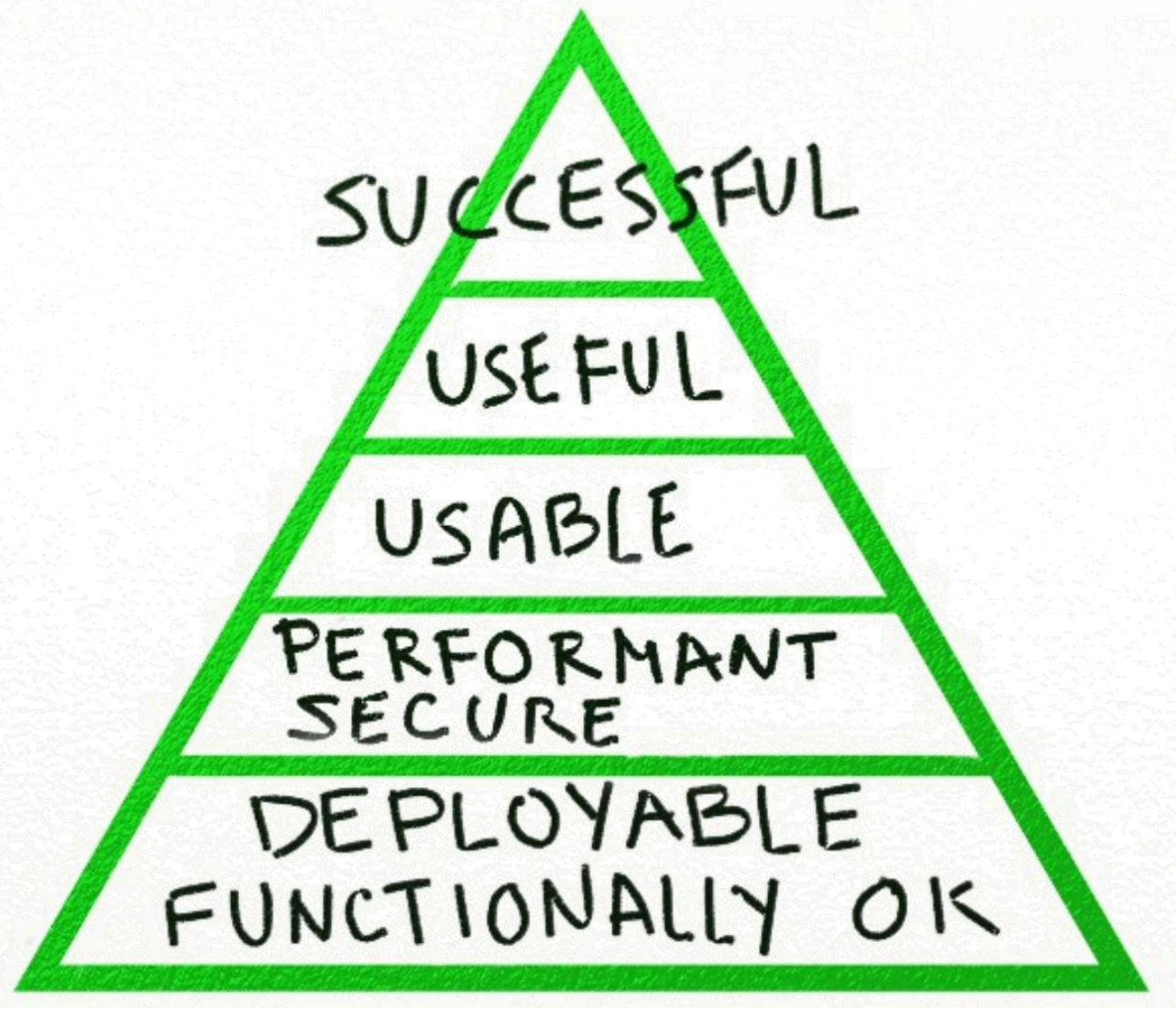


Source: Jim Johnson, Chairman of The Standish Group, Keynote "ROI, It's Your Job," Third International Conference on Extreme Programming, Alghero, Italy, May, 26-29, 2002.

C2000 public services communication system

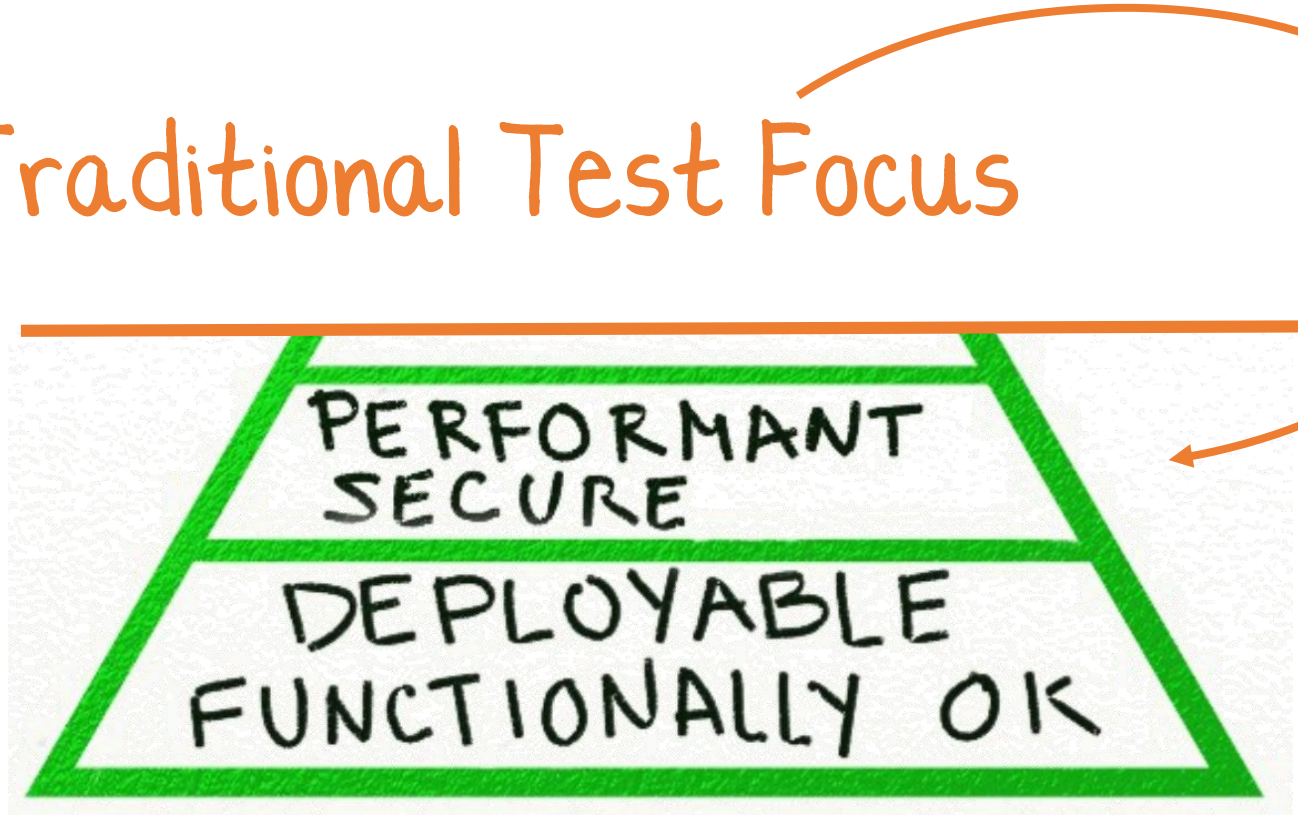
OV - Chipkaart

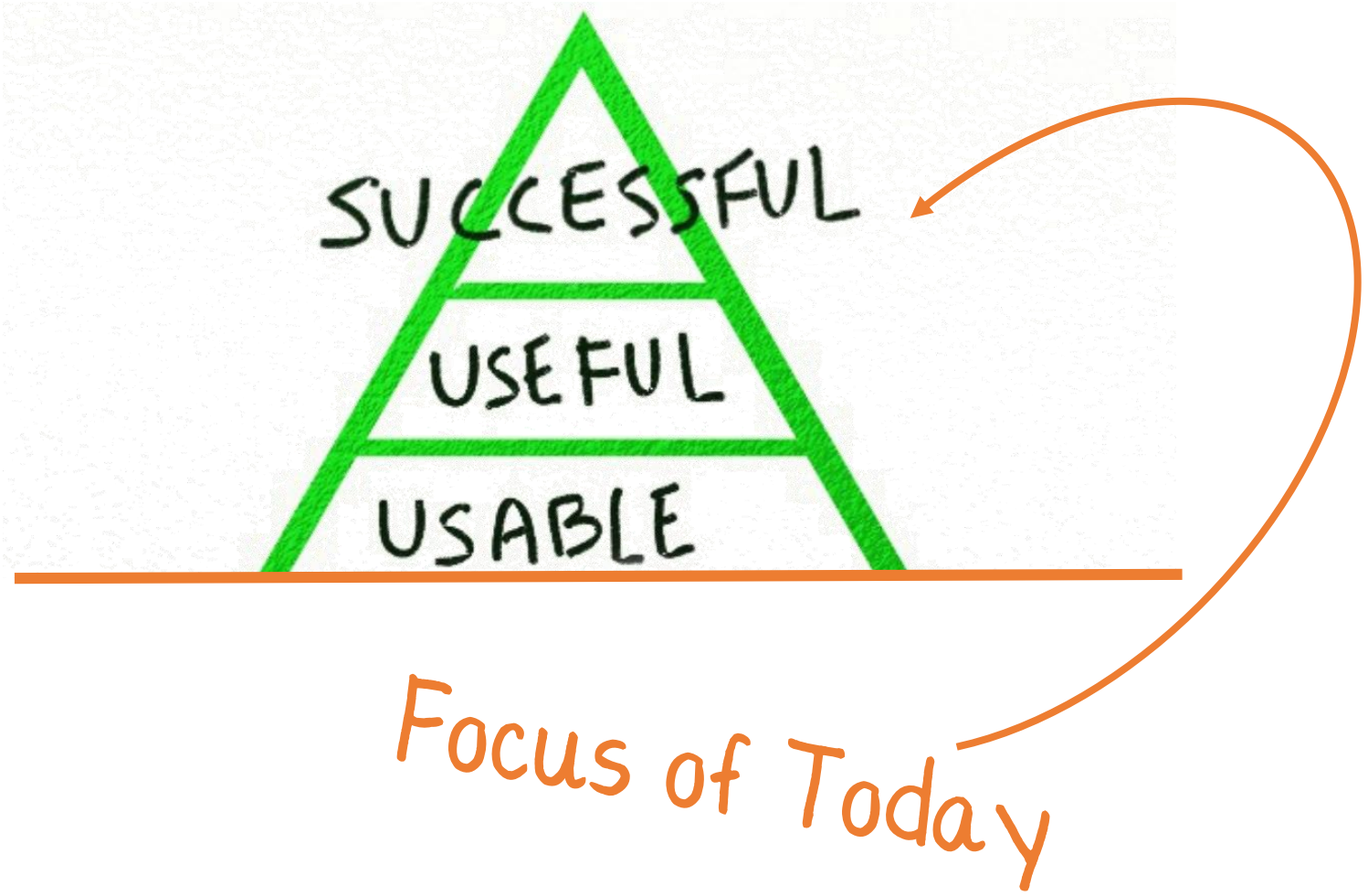
Do you look at all levels of quality?



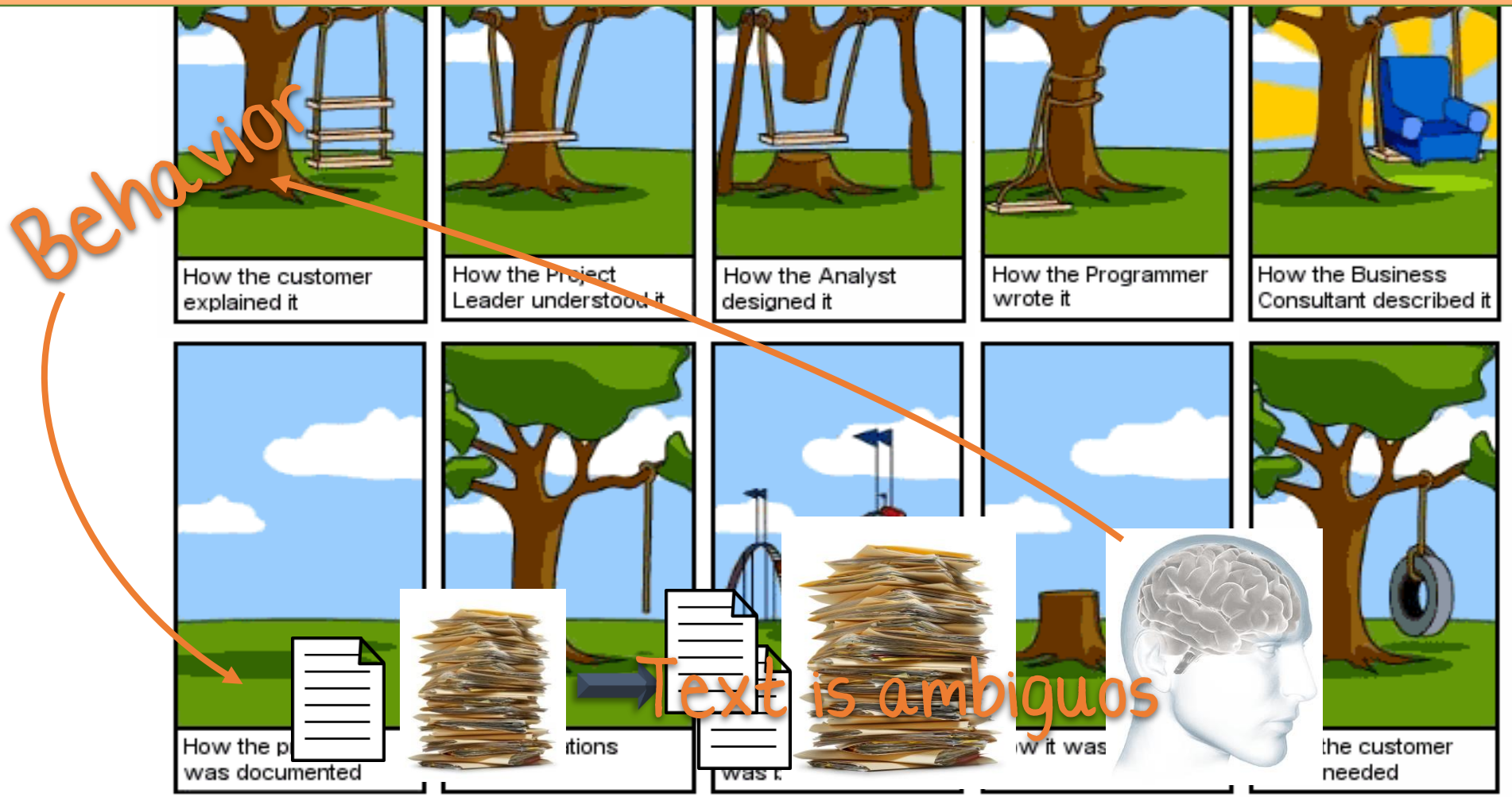
Source: Gojko Adzic

Traditional Test Focus




SUCCESSFUL
USEFUL
USABLE
Focus of Today

How to get to know your customer?



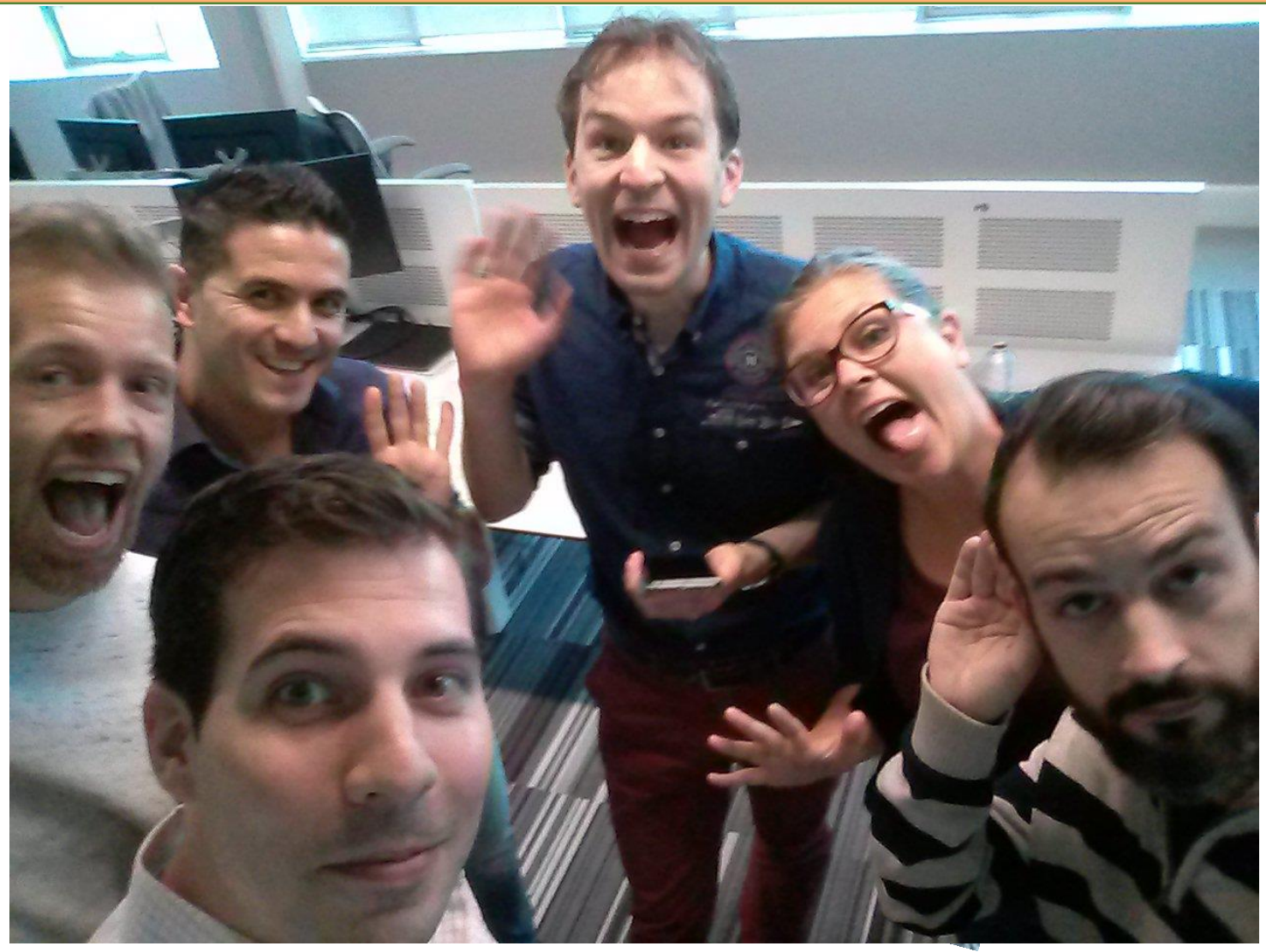
Mentalist
Testing

“You’ve gotta start with the customer experience and work backwards to the technology.”

Steve Jobs

TNT
THE PEOPLE NETWORK
TNT
THE PEOPLE NETWORK

E-commerce department TNT express



Transit Times

Use our simple 4 step process to send a package. No need to register.

Step 1: Sender information

Collection Please select...

Delivery Please select...

Find

Track Package

Enter your consignment number or reference to track your package.

Consignment Reference

Track

Multiple Packages

Track

New Customers - How to:

Send & Track a Package
Create Shipping Documents
Contact us

Helpful Links

Pay Your Bills Online
Check Transit Times
Choose a Service
International Freight Quotation
Remote support

TNT is a world-leading provider of express delivery services. Learn More About Us

TNT Express has an illustrious history.
TNT Express History

Shipping Updates

Security Updates
International Service Alerts
Surcharges
Additional Services
Customs and Shipping Updates
Export Controls and Sanctions

News

Annual General Meeting of Shareholders: Tex Gunning appointed CEO of TNT Express
10 April 2013

TNT Express presents comprehensive profit improvement plan
25 March 2013

Executive Board announced: Tex Gunning CEO and Bernard Bot CFO
25 February 2013

myTNT

Manage all your shipping and tracking needs in one place.

ALERT

Includes: Fast shipping
View shipping history
Advanced tracking
Address book

Signup

Find out more about myTNT

Log in to your account

Login User ID

Login password

Save

Login

Forgotten your password?

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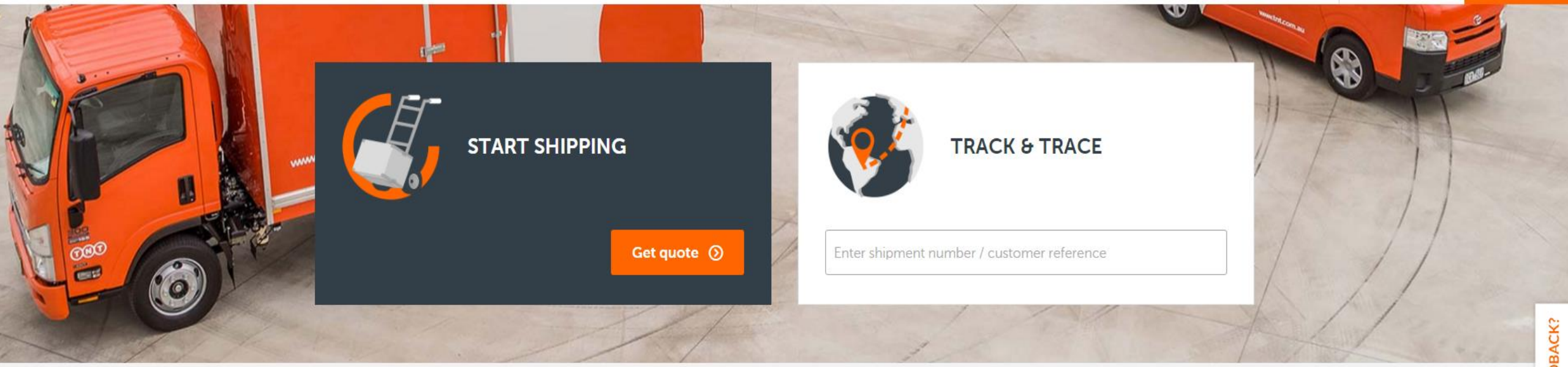
11 May 2014



HELPFUL LINKS

- Help Centre
- Packing your shipment
- How to ship
- Services

FEEDBACK?

shipment

MENÜ

TNT beta

SENDUNG ERSTELLEN

- Startseite
- Sendungsmanager
- Empfangen
- Adressbuch
- Vorlagen
- Berichte
- Hilfe
- Einstellungen

Sendung erstell..

Zu tnt.com gehen
v x.x.x

ABSENDER

Bedrijf Berlin, DE

EMPFÄNGER

Adressbuch

Adressdaten

Land

SENDUNGSDETAILS

Geben Sie Ihre Sendungsdetails ein.

MENGE 1 x VERPACKUNGSART Paket | Länge (cm) | Breite (cm) | Höhe (cm) | Gewicht (kg)

+ Zeile hinzufügen

Warenbeschreibung

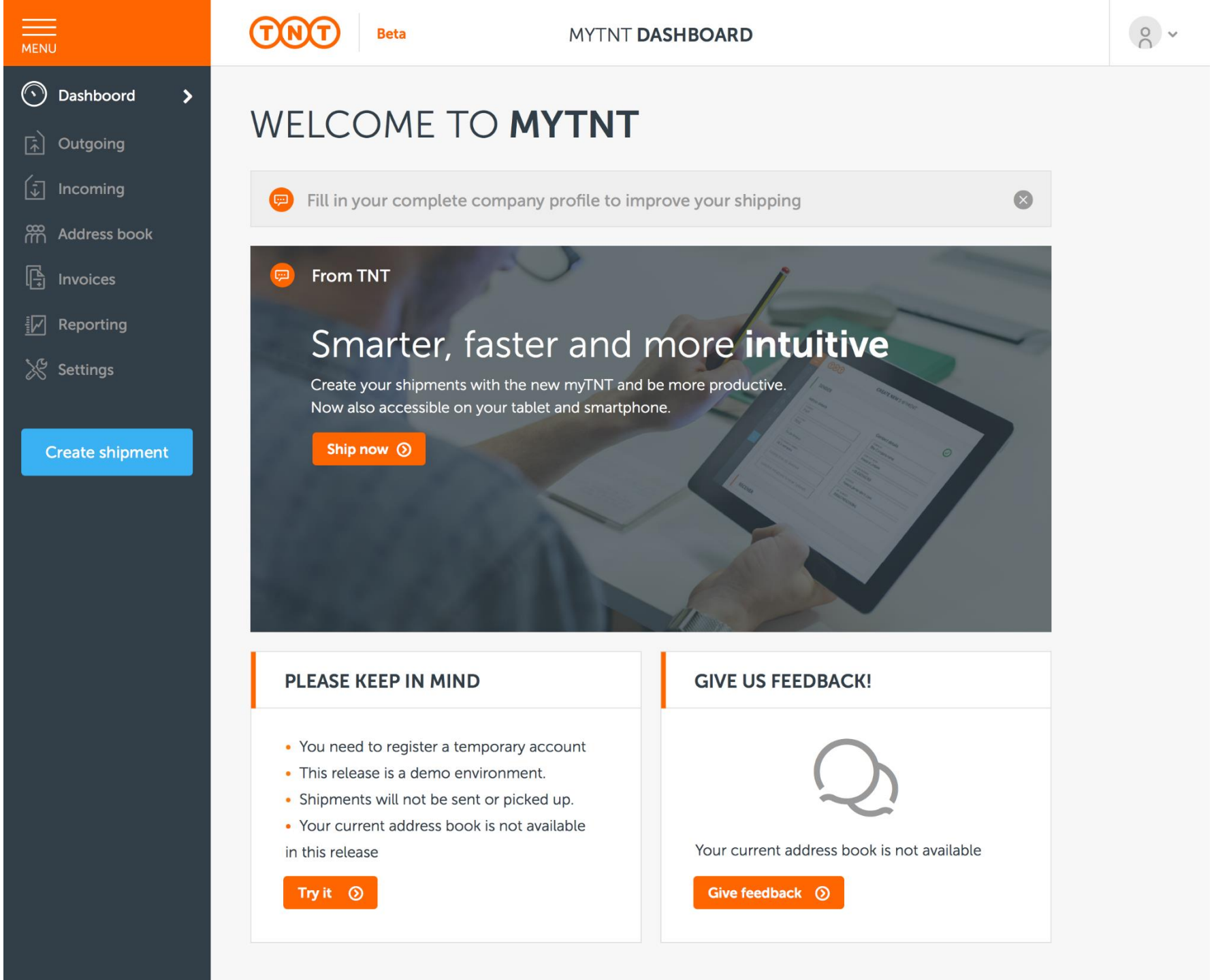
Geben Sie eine eindeutige Beschreibung für den Zoll an

Wert

€ Wert in EUR

Die Sendung ist nicht stapelbar.

MyTNT


MENU
TNT
Beta
MYTNT DASHBOARD
Dashboard
Outgoing
Incoming
Address book
Invoices
Reporting
Settings
Create shipment
WELCOME TO MYTNT
Fill in your complete company profile to improve your shipping
From TNT
Smarter, faster and more intuitive
Create your shipments with the new myTNT and be more productive.
Now also accessible on your tablet and smartphone.
Ship now
PLEASE KEEP IN MIND
You need to register a temporary account
This release is a demo environment.
Shipments will not be sent or picked up.
Your current address book is not available in this release
Try it
GIVE US FEEDBACK!
Your current address book is not available
Give feedback

배송 조회

배송 조회

Track & Trace

운송장 번호 ? 고객참조번호 ?

PACKAGE

검색

일치하는 항목 **110**개를 찾았습니다

해당 물품의 고객참조번호가 동일합니다.

출발지
Tel Aviv, Israel
16 Dec 2015

예상 배달 시점:
RISHON LE-ZION, Israel
17 Dec 2015 16:00:00

픽업 중 · 처리 중 · 운송 중 · 배송 중 · 배송 완료

운송장 번호
164048975

고객참조번호
PACKAGE

배송 정보
1 항목

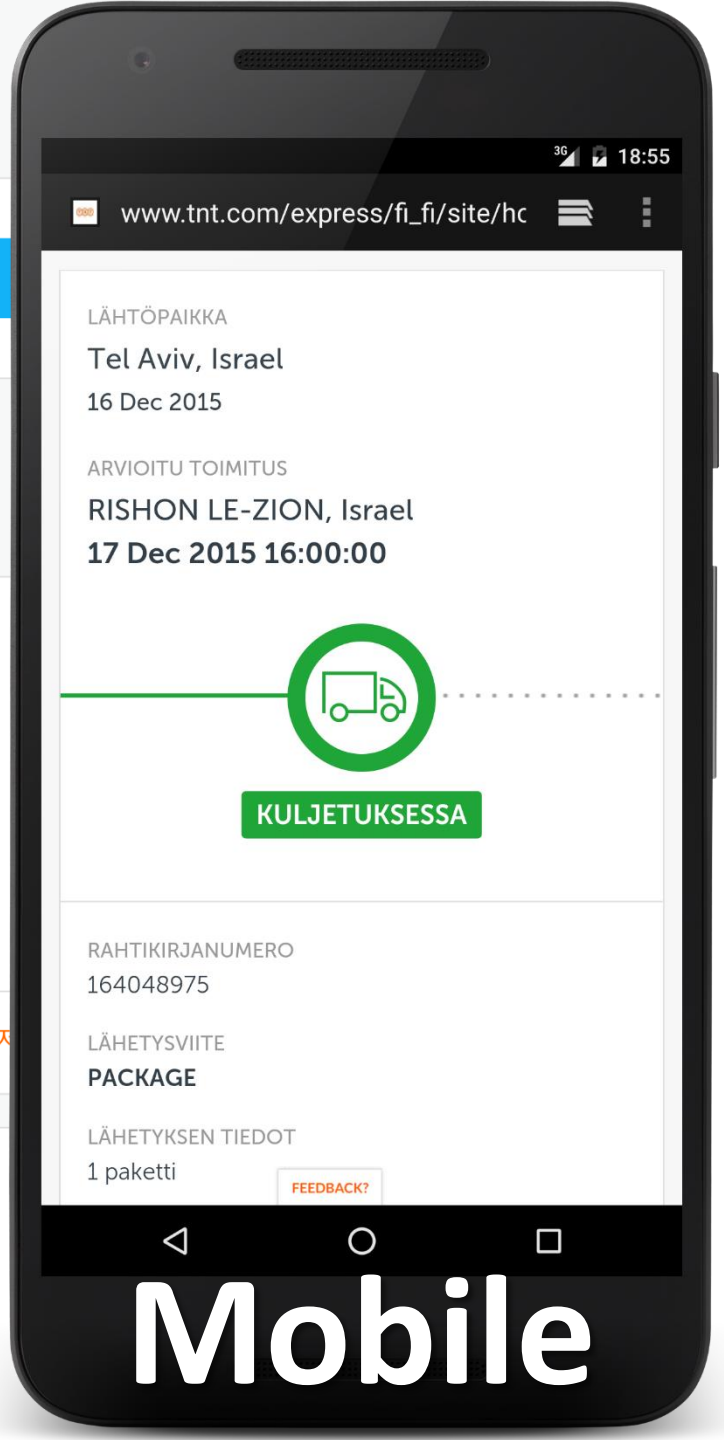
세부 정보 보기

출발지
Tel Aviv, Israel
16 Dec 2015

예상 배달 시점:
RAMAT GAN, Israel
17 Dec 2015 16:00:00

운송장 번호
164049137

고객참조번호
PACKAGE



Mobile

How we focus on the customer

Persona’s

LI NA/ 李娜 (25)

WHOLESALE SHIPPER

“Shipping costs are an important element of the automotive parts business.”

RITA (24)

RECEIVER

“I need to be able to easily login to a couriers system, to check the status of a shipment.”

Details bring more Test scenarios

COMPANY

2867 COLLEAGUES
12 SHIPPING COLLEAGUES

650.000 Euro

SPENDING YEARLY ON TNT COURIER EXPRESS

I SHIP

6000

BOX PACKAGES
3KG , MEDICINES, DENTAL PRODUCTS

We need to make sure that the shipments are 100% delivered with insurance and fast.

SENDER INITIATED (PAUL)
SENDER PAYS (PAUL)

INVOICE PAYMENT
PREFERRED PAYMENT

SHIPPING ROUTE

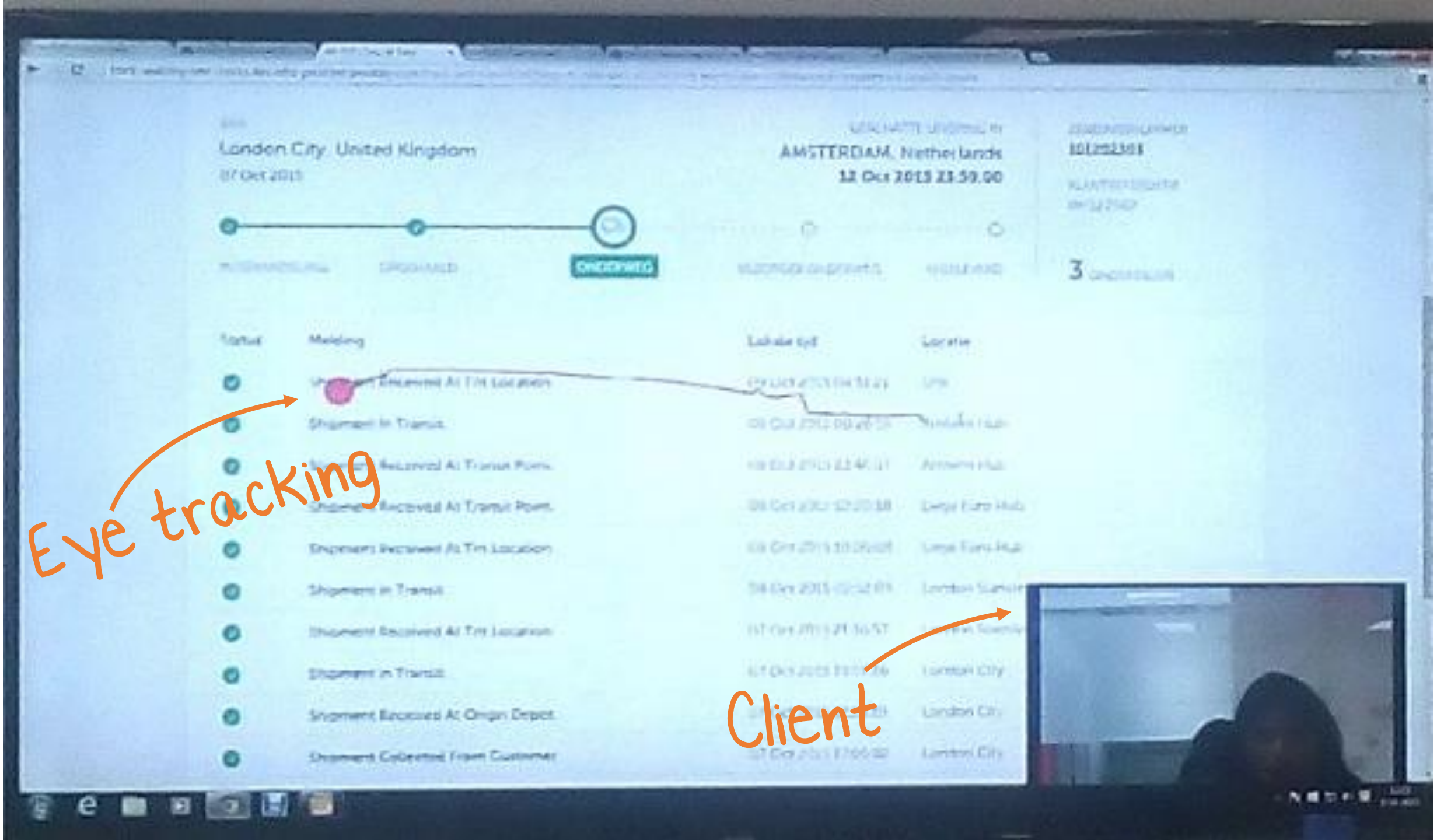
Avr. distance: 3000km

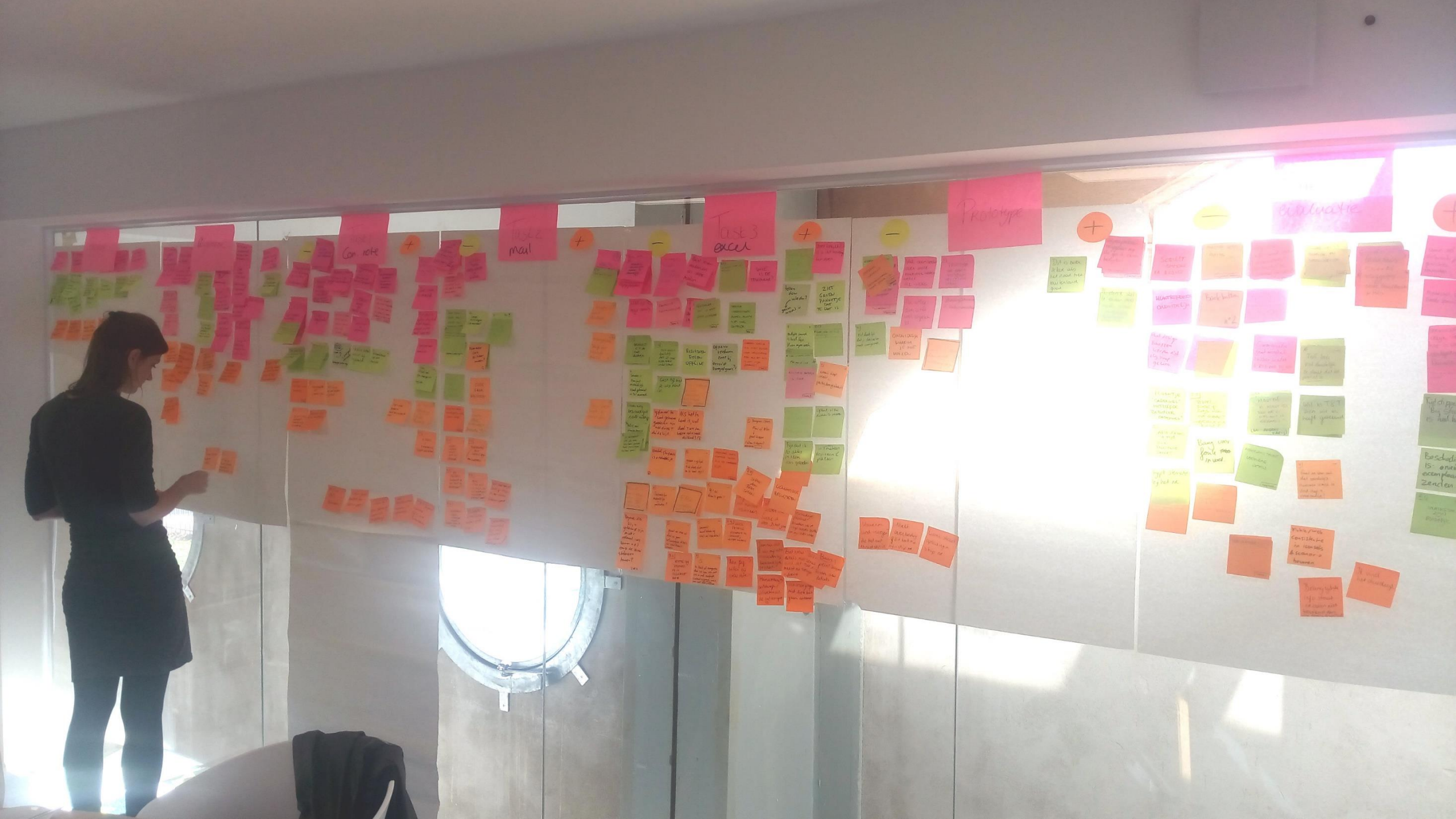
Export doc. needed

PICKUP
BASEL, SWITZERLAND

DELIVERY
EUROPE, N+S AMERICA, ASIA

Usability testing

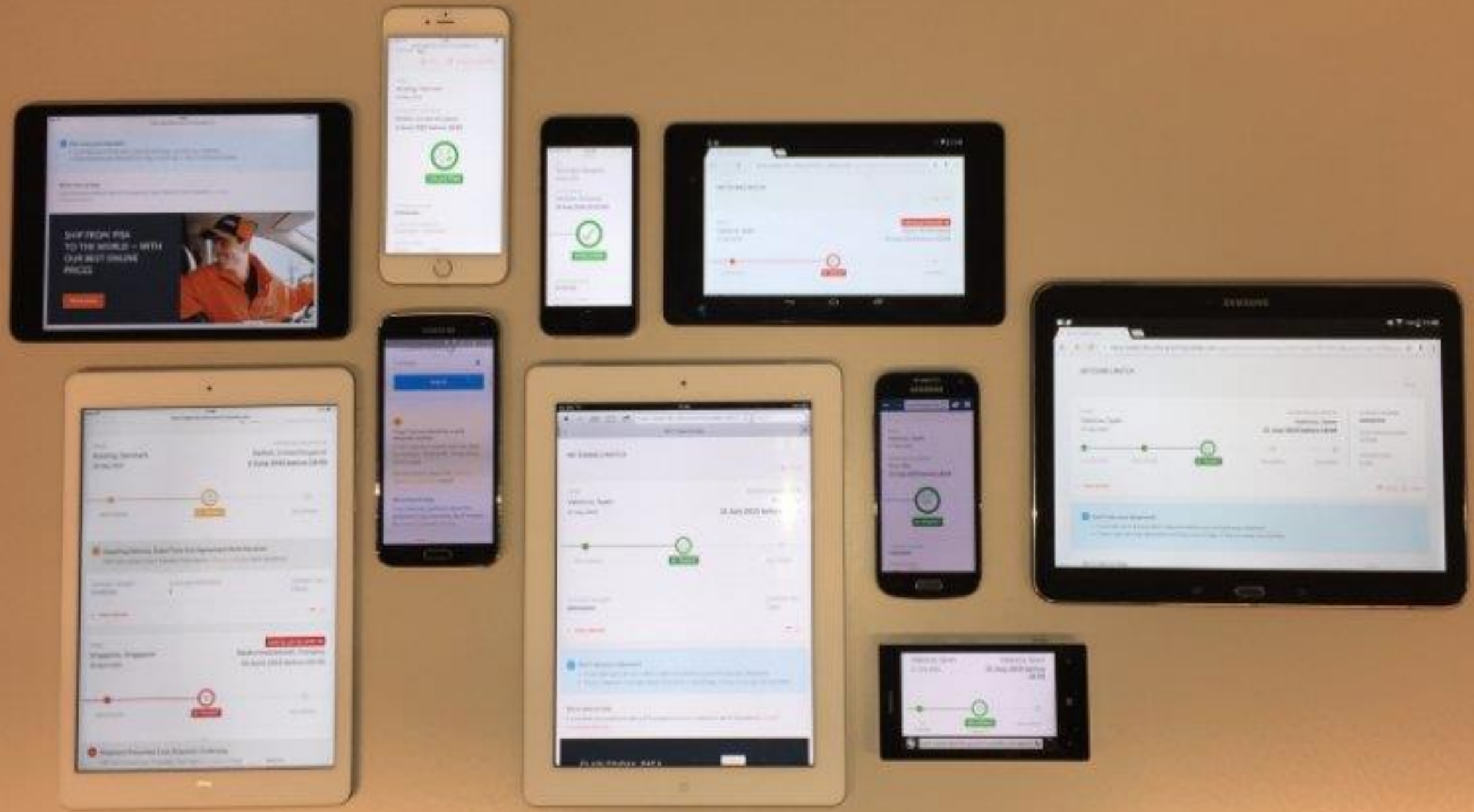

London City, United Kingdom
AMSTERDAM, Netherlands
12 Oct 2015 23:59:00
3
Eye tracking
Client


Test mail
Test3 excel
Prototype

SUPER TUESDAY!

YOU ARE INVITED TO THE 5TH FLOOR, 16.00 - 17.00 O'CLOCK TODAY

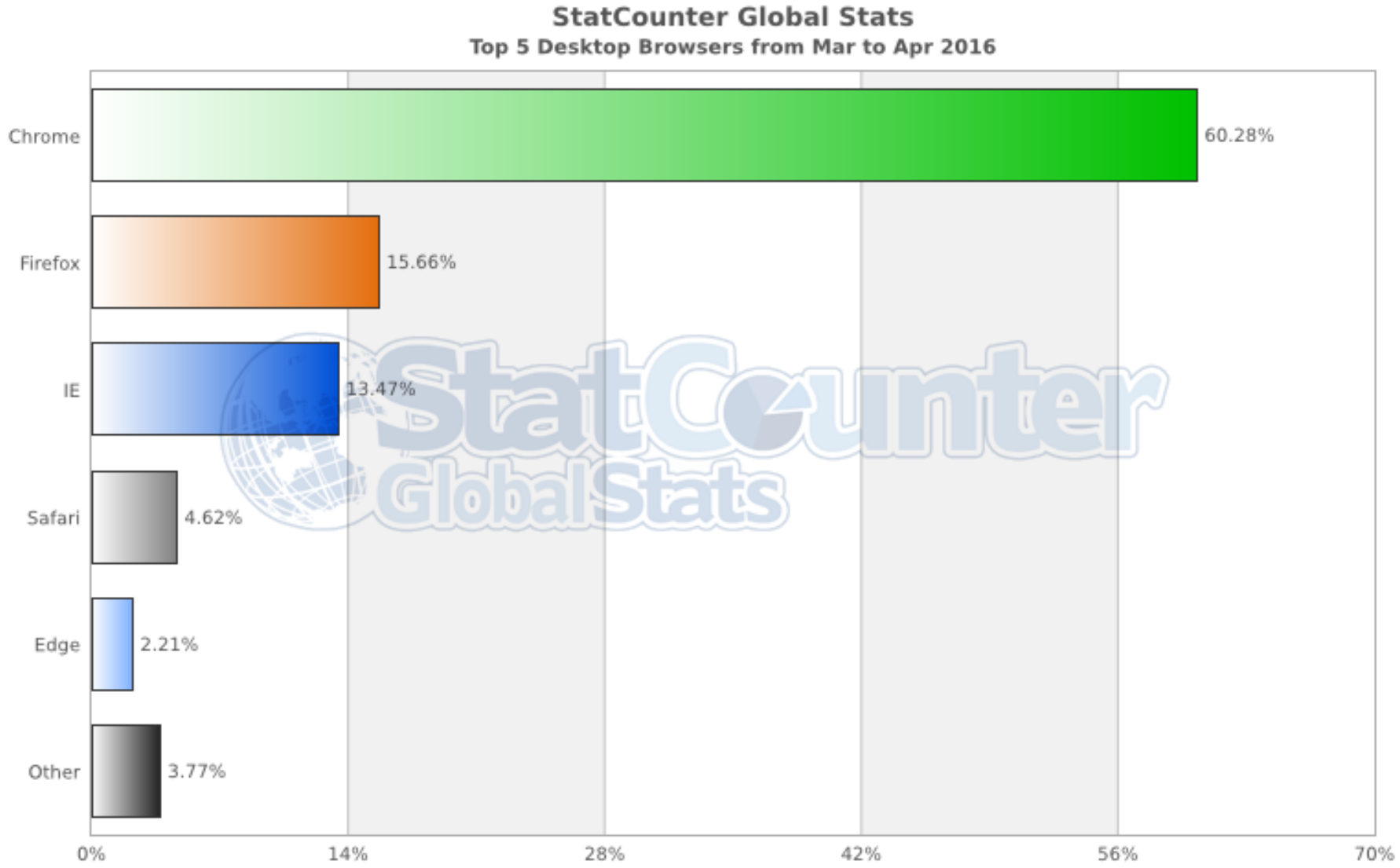
Internal Demo



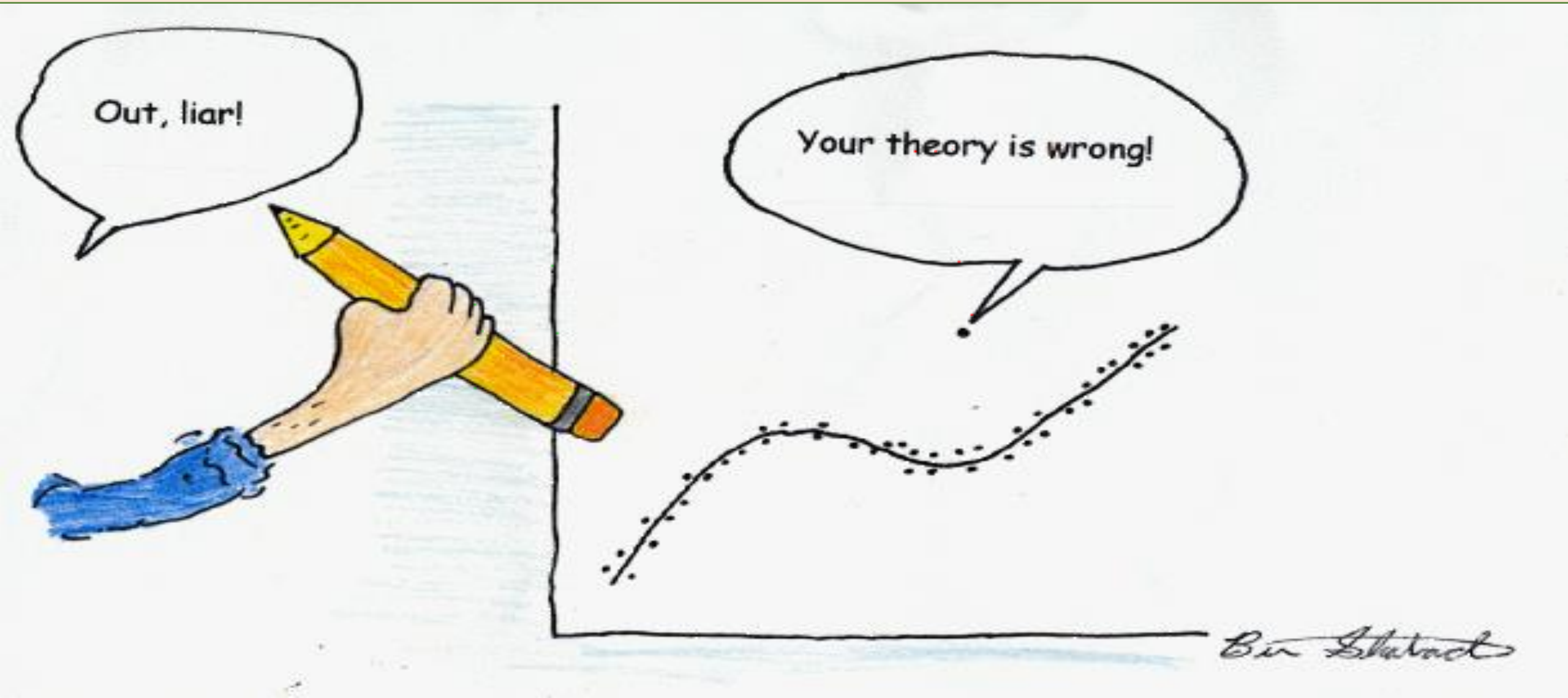
Track
Daan

Customer support

User analytics based testing



Google Analytics



Browser overview

Browser	Acquisition: Sessions
	7,085,799 % of Total: 100.00% (7,085,799)
1. Chrome	3,108,081 (43.86%)
2. Internet Explorer	2,080,175 (29.36%)
3. Firefox	962,092 (13.58%)
4. Safari	667,839 (9.43%)
5. Edge	117,163 (1.65%)
6. Opera	48,001 (0.68%)
7. Android Browser	44,652 (0.63%)
8. Safari (in-app)	12,724 (0.18%)

TNT.com

Browser	Sessies
	2.632.664 % van totaal: 100,00% (2.632.664)
1. Chrome	1.340.215 (50,91%)
2. Internet Explorer	566.624 (21,52%)
3. Safari	310.527 (11,80%)
4. Firefox	309.809 (11,77%)
5. Edge	44.142 (1,68%)
6. Opera	20.842 (0,79%)
7. Android Browser	13.200 (0,50%)
8. Safari (in-app)	5.993 (0,23%)

Track & Trace

Browser	Browser Version	Acquisition: Sessions
		7,085,799 % of Total: 100.00% (7,085,799)
1. Internet Explorer	11.0	1,626,269 (22.95%)
2. Chrome	49.0.2623.112	1,531,773 (21.62%)
3. Firefox	45.0	703,379 (9.93%)
4. Safari	9.0	376,394 (5.31%)
5. Chrome	50.0.2661.94	328,717 (4.64%)
6. Chrome	49.0.2623.110	300,536 (4.24%)
7. Chrome	49.0.2623.105	167,776 (2.37%)
8. Internet Explorer	8.0	159,882 (2.26%)
9. Internet Explorer	9.0	130,294 (1.84%)
10. Internet Explorer	10.0	116,703 (1.65%)

TNT.com (in dept)

Competitor example: POST NL

TRACK & TRACE

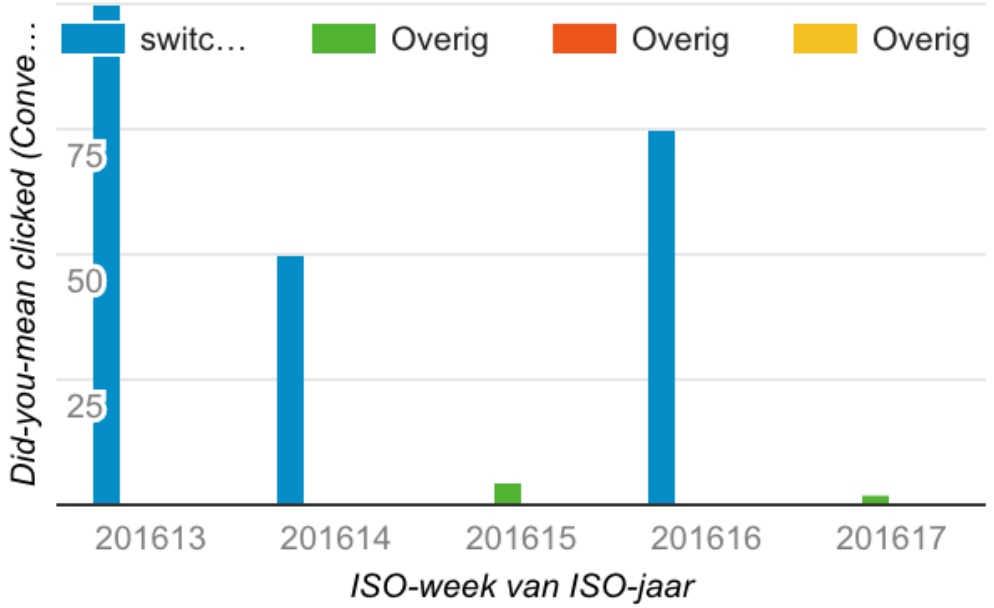
Gebeurtenislabel	Totale gebeurtenissen	Unieke gebeurtenissen	Waarde van gebeurtenis	Gem. waarde
	43.116 % van totaal: 0,20% (22.105.120)	20.505 % van totaal: 0,81% (2.525.876)	0 % van totaal: 0,00% (15.420.225.388)	0,0 Gem. voor dataweergave: 697,59 (-100,0
1. postnl	**43.116**(100,00%)	20.505(100,00%)	0 (0,00%)	0

⚠ This is a PostNL shipment.

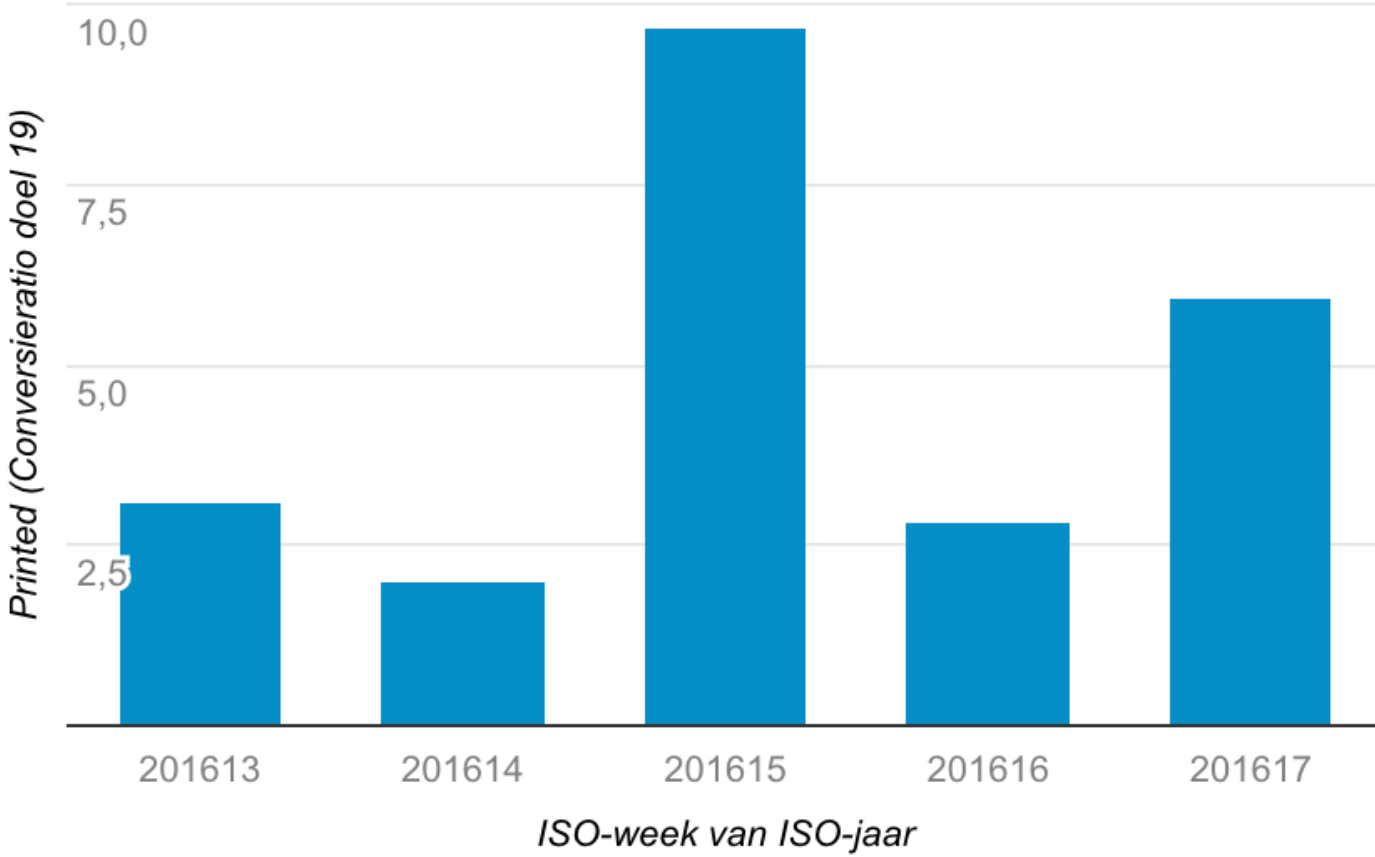
Please visit PostNL to track your shipment.

Analytics dashboards

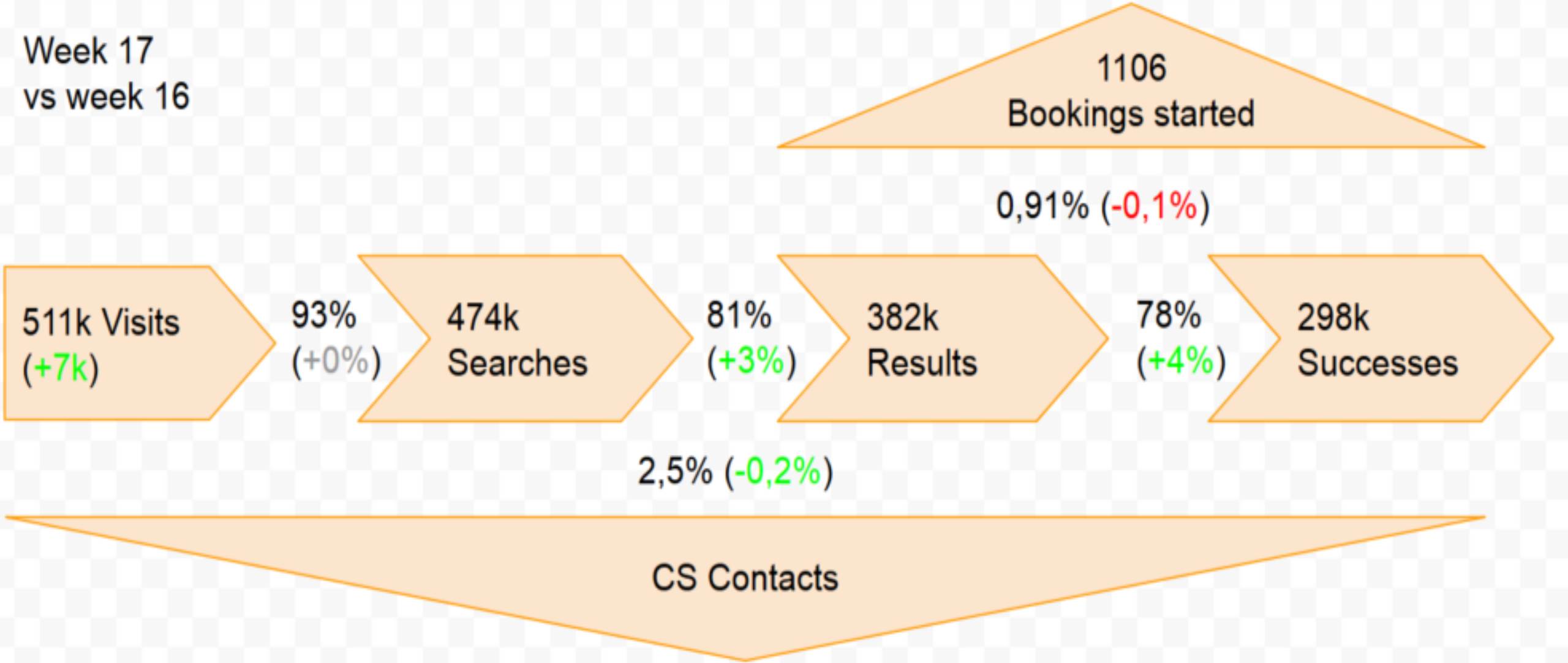
Which % uses the did-you-mean link? (TRA...



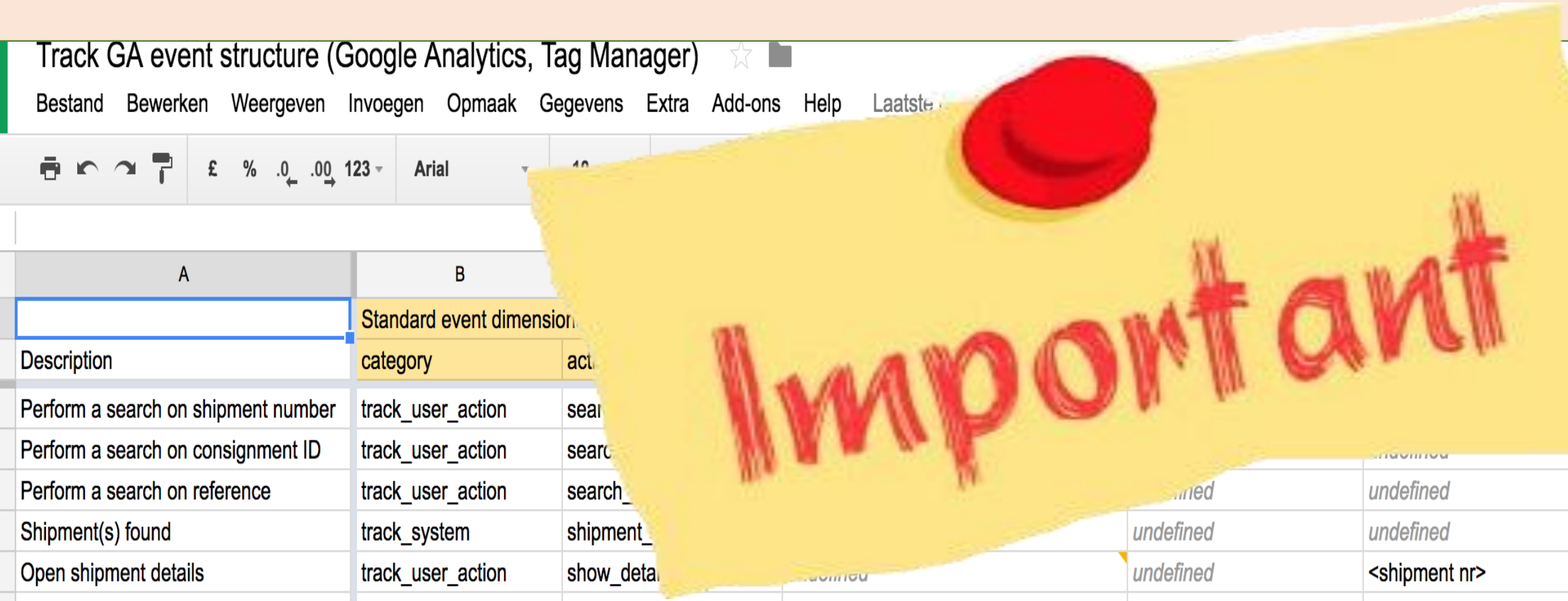
Which % prints the search result? (TRACK-PRINT)



Google Analytics reporting



Google metrics overview sheet



A	B				
	Standard event dimensio				
Description	category	act			
Perform a search on shipment number	track_user_action	sea			
Perform a search on consignment ID	track_user_action	searc			
Perform a search on reference	track_user_action	search_		ined	undefined
Shipment(s) found	track_system	shipment_		undefined	undefined
Open shipment details	track_user_action	show_deta		undefined	<shipment nr>
Contact contact service	track_user_action	contact_cs	<user context>	undefined	<shipment nr>
Click ?	track_user_action	request_more_info	About ...	undefined	undefined
Convert to booking	track_user_action	convert_to_booking	paying_sender/receiver	undefined	undefined
Convert to registration	track_user_action	convert_to_registration	save_shipment_in_mytnt	undefined	undefined

Feedback tooling

Comment:
I cannot track my package that was ordered 4 days ago . It sent me a TRACKING number but doesn't give me a tracking number option . Only says shipping and reference number . It's too confusing and I've tried everything !!

Reply to:
[redacted]@yahoo.com

NPS Score: 1 (Detractor)

locale_country: US

locale_language: en

track_book_cta_shown: false

track_change_delivery_shown: false

track_did_you_mean_shown: false

track_duplicate_results: false

Mobile Phone

iOS

Safari 9.0

414 x 628

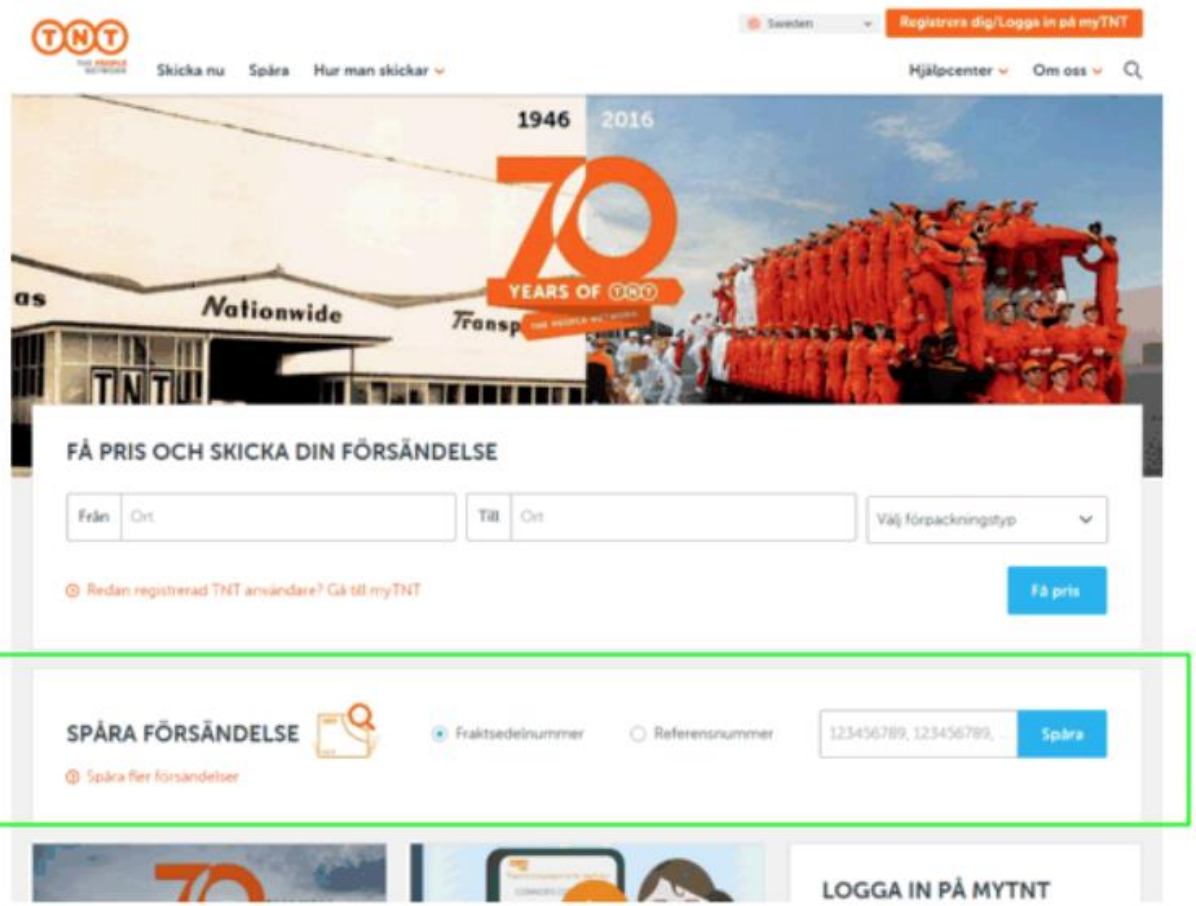
en-us

[redacted]

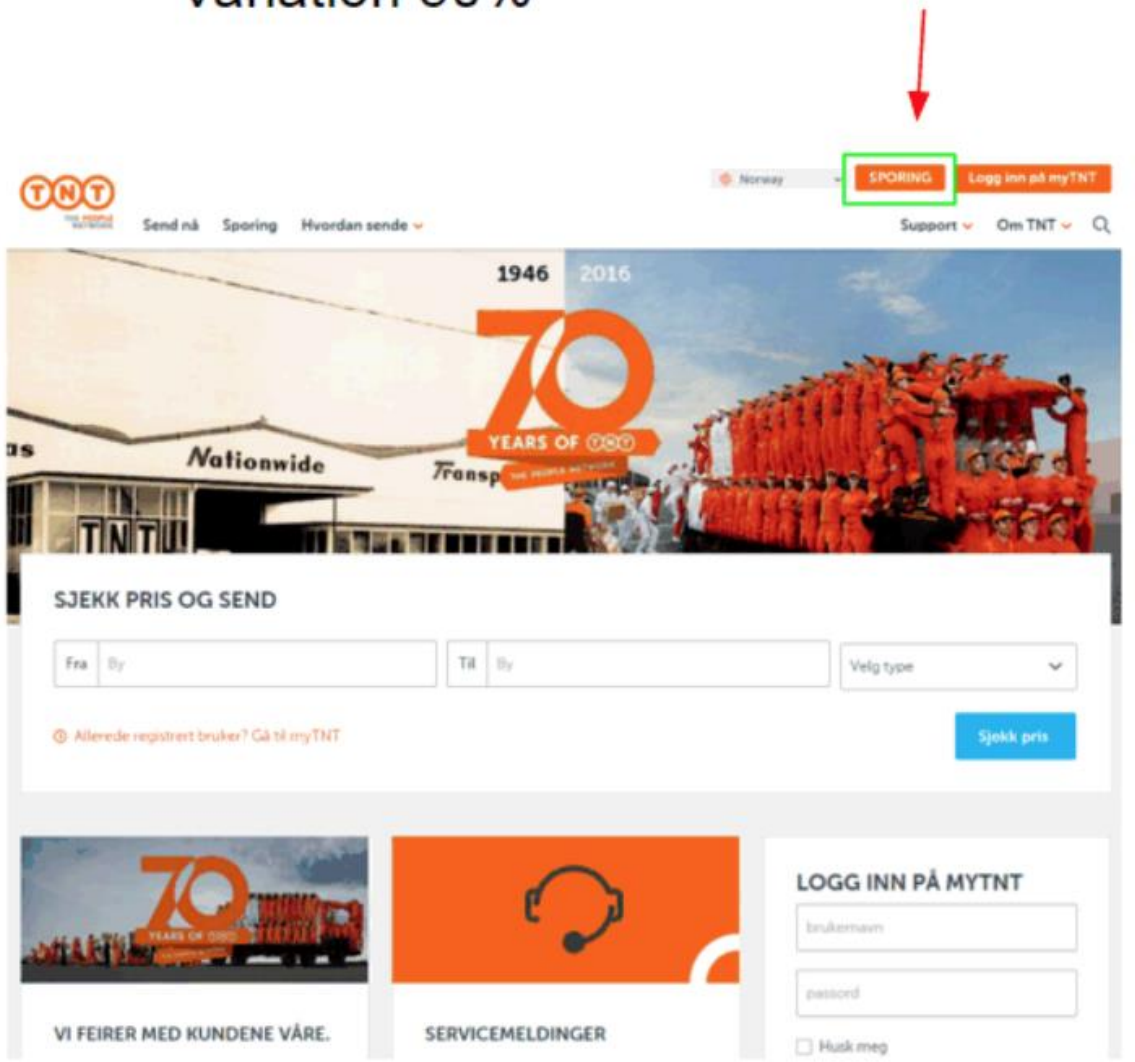
A/B testing

Testing the widget

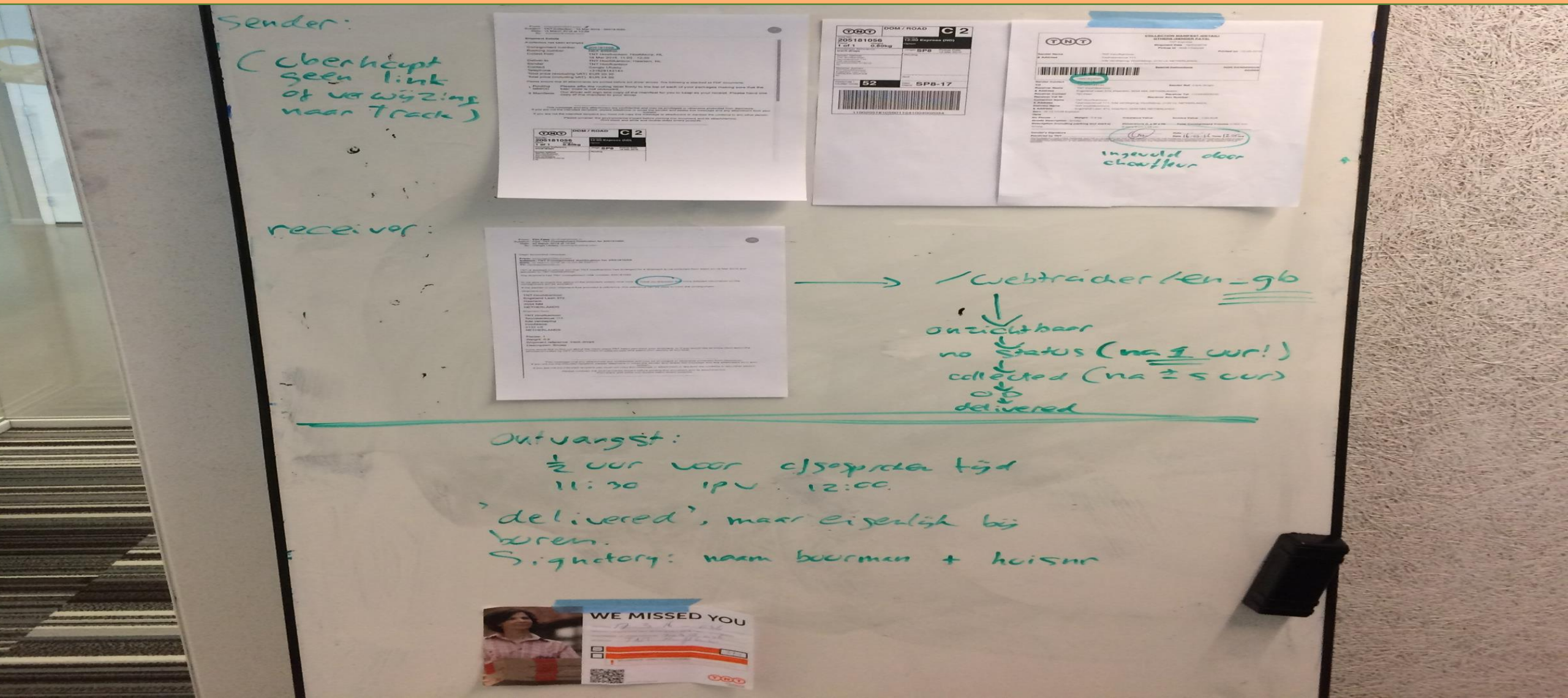
Control 50%



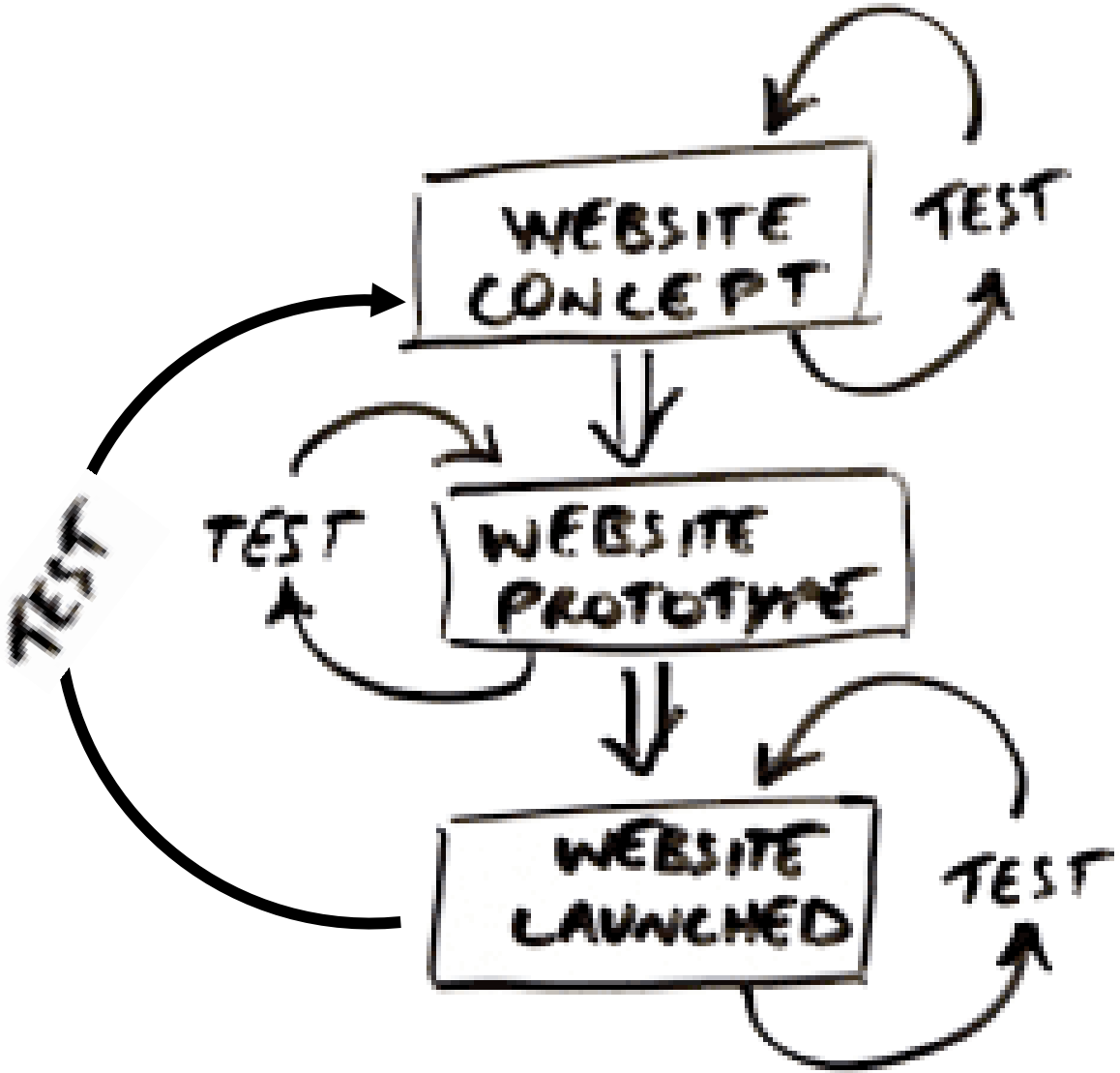
Variation 50%



Be the user

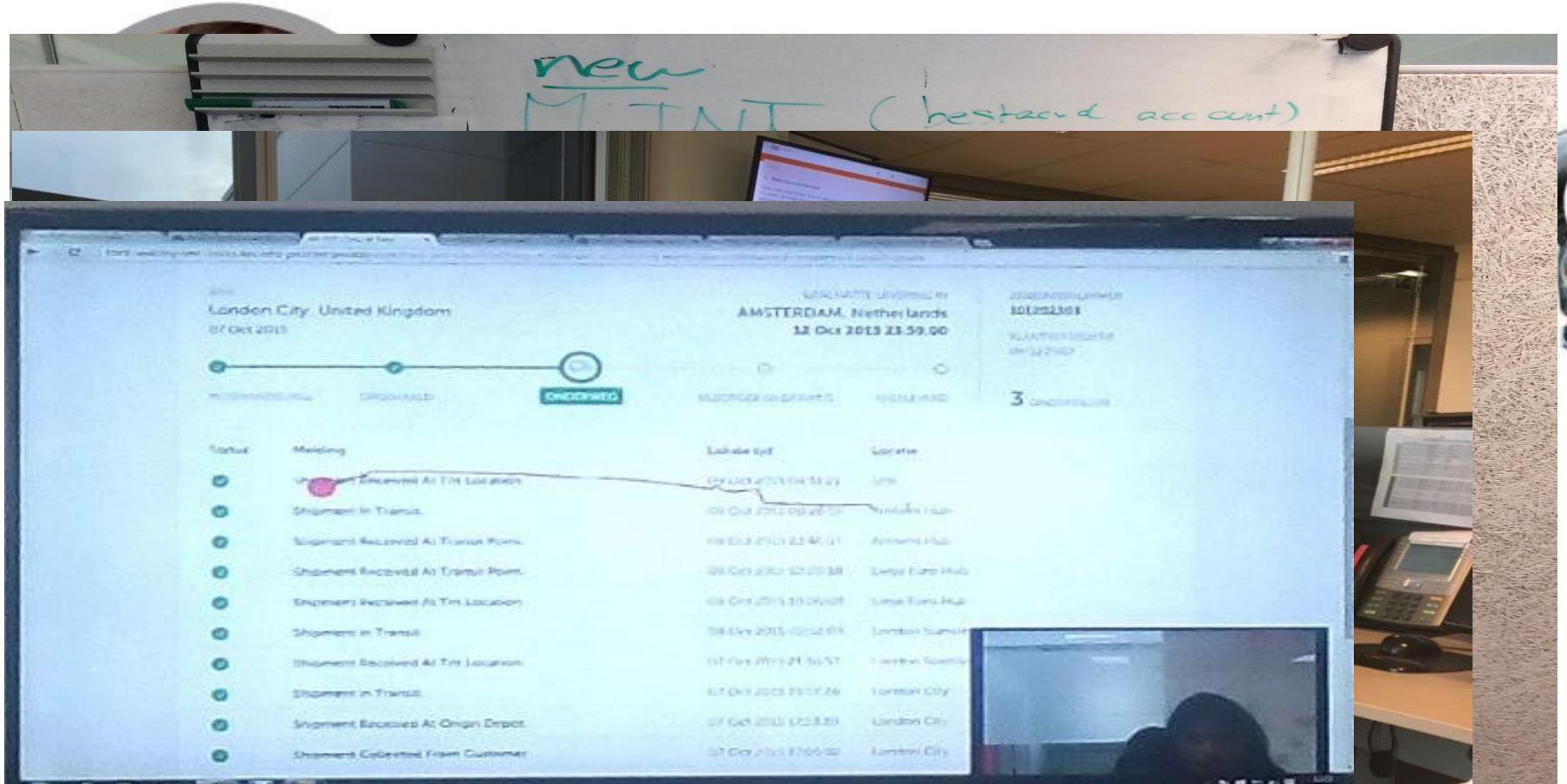

Sender:
(Uberhaupt geen link of verwijzing naar Track)
receiver:
/webtracker/en_gb
onzichtbaar
no status (na 1 uur!)
collected (na ± 5 uur)
delivered
Ontvangst:
½ uur voor afgesproken tijd
11:30 ipv 12:00
'delivered', maar eigenlijk bij buren.
Signatory: naam buurman + huisnr
WE MISSED YOU

When to do all this?



Improvements

- Better use of personas



Know your customer!

1. **Shorten feedback loops back to business ideas**

   Business ideas are assumptions. Do they really fullfil the customer's needs?

2. **Validate & measure those business assumptions**

   Get analytics running as soon as you can!

3. **Continuously focus on the customer**

   Personas, CS, Super Tuesdays, A/B Testing, Usability Testing & Analytics, Feedback tools

4. **Knowing your customer helps you determine risks to test**

   Determine which browsers or devices to test

   Use persona's to act as a certain tester

5. **Keep experimenting and have fun!**

   Learning comes from experiencing the unexpected

Hey, we just met you
And this was crazy
So here's our twitter
So tweet us maybe?!

@eddybruin

Credits to:

All TNT teams!

Gojko Adzic

I have no Twitter.
Mail me!

Or ✉ us: eddy@loopforward.nl – daan.koolman@gmail.com