

Heuristic Evaluation

AT&T Mobility

B2B Wireless eCommerce Premier Online Care

October 15, 2007



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Version History

		Draft		Final	
Description	Version	Draft Date	Author	Approval Date	Approver

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TABLE OF CONTENTS

1. INTRODUCTION.....	1
1.1. PURPOSE	1
1.2. APPROACH	1
1.3. DOCUMENT ORGANIZATION.....	1
1.4. EVALUATION CATEGORIES	1
1.5. SEVERITY RATINGS	2
1.6. INTENDED AUDIENCE	2
2. SUMMARY	3
3. RECOMMENDATIONS	3
4. DETAILED FINDINGS	4
4.1. VISIBILITY	ERROR! BOOKMARK NOT DEFINED.
4.2. CONSISTENCY	5
4.3. LANGUAGE	6
4.4. CONTROL.....	7
4.5. ERROR PREVENTION	8
4.6. AESTHETICS AND SIMPLICITY.....	9
5. VISUAL REFERENCES	11





1. INTRODUCTION

This document is a usability evaluation of AT&T's Premier Online Care (POC) web application. It will help identify usability problems in the user interface (UI) design.

1.1. Purpose

The purpose of this heuristic evaluation is to explore the primary functionalities of the current build (as of 11/17/06) of the AT&T Premier Online Care website for Telecommunication Managers (TCM), Billing Account (BAN) Administrators and Corporate Responsible Users (CRU). This evaluation was performed to identify high-level usability issues in the interface, prompt further discussion regarding features, functionalities, and user expectations. This document will identify any "usability bloopers" with POC and show suggestions on how to fix them. It's purpose is also to show how POC can meet usability standards and help the AT&T benchmark the POC application against best practice, competition, or the industry as a whole.

1.2. Approach

The evaluation included examination of the interface and judging its compliance with recognized usability standards International Standards such as EN ISO 9241-110 and EN ISO 9241-12. The evaluation encompasses a broad overview of many of the typical features present in the current website design. A detailed task analysis, which identified potential user actions and the current system responses for each step in the process, was performed to further evaluate the user experience of the website.

1.3. Document Organization

Summary

The summary provides a situation review and a general sense of the findings.

Findings

Findings are presented in a high level overview and then expanded individually in detail including screenshots. The findings are also grouped into evaluation categories which are explained below. Each high level finding overview provides the severity, location of the finding, an explanation of the issue and a recommendation.

1.4. Evaluation Categories

System Feedback

Does the system always keep users informed about what is going on? Does it provide appropriate feedback within reasonable time?

Consistency

Does the system use language and visual cues in a manner that is both internally consistent and consistent with general practice? Do customers have to learn any new techniques in order to use the site successfully?



Language

Does the system speak the language of your customer so that it prevents confusion and frustration?

Control

Do customers should feel that they are always in control of the interaction?

Error Prevention

Does the system prevent errors from occurring in the first instance wherever possible? When errors do occur, does the system provide clear explanations of what has happened? Does it provide clear instructions for how to recover?

Aesthetics and Simplicity

Does the system prevent the presentation of information which is irrelevant or rarely needed? Are there cases of extra information that diminishes the relative visibility of important information?

1.5. Severity Ratings

Critical

An emergency condition that causes the customer's system to fail or causes customer data to be lost or destroyed. A showstopper usability bug can also be one that is likely to cause frequent data integrity errors. There is no workaround to these problems. A key feature needed by many customers is not in the system.

High

A serious condition that impairs the operation, or continued operation, of one or more product functions and cannot be easily circumvented or avoided. The software does not prevent the user from making a serious mistake. The usability problem is frequent, persistent, and affects many users. There is a serious violation of standards.

Medium

A non-critical, limited problem (no data lost or system failure). It does not hinder operation and can be temporarily circumvented or avoided. The problem causes users moderate confusion or irritation.

Low

Non-critical problems or general questions about the product. There are minor inconsistencies that cause hesitation or small aesthetic issues like labels and fields that are not aligned properly.

*Severity ratings adapted from 'Usability severity codes' by Usability & Technical Documentation, Xerox Corporation, July 1995

1.6. Intended Audience

The intended audience for this document is primarily the Interactive Solutions & Design team and their business partners in the Premier Online Care product team. This document will serve as a key driver to increase the quality of the POC product and customer satisfaction.





2. SUMMARY

AT&T's Premier Online Care (POC) web application was designed to replace the "Manage Tab" which is a group of web forms that our customers use to request a number of changes in their accounts. These forms generate email requests that are manual processed by our email response center and there can sometimes be considerable response delay as capacity can be limited by human resources.

POC was launched in a pilot in ??? of 2006. To this day it remains in a pilot release with about 40 customers but it is due for national release as this document is being written. During this pilot release customers have reported significant increases in their productivity and have shared many accolades regarding the new application. It is important to note that each pilot participant was trained before getting access to the application. A full time resource has been available for continued training and support during the pilot phase.

In January of 2007 there was a usability session held with an untrained customer. This session revealed several critical findings that prevented the untrained user from completing tasks. Some of these issues were addressed in subsequent releases. In view of the national launch, an initiative began to train all Business Care Managers (BCM) who have personal contacts with all the Telecom Manager. The idea being that BCMs would provide the first line of training and support for customers.

This evaluation reveals that many of the previous findings are still present. These findings require training which is far less superior to having an intuitive application.

There are five primary issues:

1. The application places the customer in many situations of potential error.
2. Inconsistent behavior and language can confuse and irritate the customer.
3. Customers are not presented with a clear indication of their current location.
4. The customer is easily overwhelmed with a plethora of unrelated information while conducting a specific task.
5. Upon task completion the application does not inform the customer well on what was completed.

3. RECOMMENDATIONS

This report recommends addressing each of the issues identified. Many of the issues can be resolved or at least improved without major re-design. However, it is recommended that:

- Secondary navigation is developed to cut down on task links.
- Only provide tasks that are relevant to the account in view.
- Make changes in navigational flow to cut down unnecessary clicking.
- Develop a standard for task navigation including verification and confirmation pages which provide relevant and useful information to customer.
- Provide help with tasks that are complex in nature.





In addition, it is strongly suggested that usability testing be undertaken, since no other form of evaluation is as effective at uncovering problems encountered by actual customers. Such usability testing need not be an expensive, time-consuming or difficult undertaking, and will be likely to provide additional data which will aid in improving the site.

4. DETAILED FINDINGS

4.1. System Feedback

Does the system always keep users informed about what is going on? Does it provide appropriate feedback within reasonable time?

Location	Issue	Recommendation	Severity
Confirmation Pages	After completion of many tasks in POC there is a simplistic "success" page. The message usually lacks any information regarding the task that was just completed.	When task is completed the user should be clearly informed of the following: What task did the user just completed? The system should provide record of information the user entered. Perhaps printable version for record keeping. What happens next? The system should provide user with clear instructions of any pending action or delay the user may experience in seeing the result of the task completion.	Medium
BAN List	BAN list is limited to 50. Explanation does not provide very good indication of how to remedy problem. Unless the user knows the BAN and it is after the first 50, they will not find it.	Have pagination and a filter mechanism to narrow down results.	Critical
Navigate Hierarchy	In order to work on an account, user has to select it before getting a link to access task.	When user is viewing a list of accounts the system should provide a way for user to enter a task for an account without having to first select the account and wait on page refresh.	Medium





4.2. Consistency

Does the system use language and visual cues in a manner that is both internally consistent and consistent with general practice? Do customers have to learn any new techniques in order to use the site successfully?

Location	Issue	Recommendation	Severity
All Forms	There is inconsistent alignment of field labels in forms. It is evident that forms were built by different developers and they don't adhere to a particular standard.	Create a standard for forms that addresses label formatting, required field indicator, field separators and form sections and titles.	Low
Page Titles	Many page titles do not match the link display text. Users click on links then go to pages with different titles. This can often create confusion and irritation.	Consistently name links to match with the page title of the destination page.	Medium
Error Messages	Error messages in POC are in various places, styles and inconsistent. For example, a form may have three fields that are required and all three fields have a different style message: Please enter the state. Please enter a ZIP Code. The user first name is required.	Have all error messages in the same container and style in each transactional page. Field validation errors should be concatenated into one message. Example: Please enter the following fields: <ul style="list-style-type: none"> • State • ZIP Code • First Name 	Medium
Forgot Login ID	Submit and Cancel buttons are reversed.	Submit and Cancel buttons should be consistent throughout all screens.	Medium
Password Reset	Error message when user id is not found is inconsistent. The label is "Username". If you leave blank the error message mentions "Login ID", if the username is not found the error message says "user name".	Error messages need to use the exact label name.	Medium



4.3. Language

Does the system speak the language of your customer so that it prevents confusion and frustration?

Location	Issue	Recommendation	Severity
Context Error	When a task is initiated without choosing an account the message explains that you have to put an account "into context"	Do not use jargon that customers do not understand. If they have to choose an account just say "please choose an account"	Medium
Error Messages	Some error messages are not written well.	All error messages should be reviewed and edited.	Low
Task Names	Some task names are confusing (Reassign BAN vs Reassign FAN)	Task names should be simple and understandable. Multiple related tasks can be combined into one task that progresses through a wizard. For example: Reassign BAN and Reassign FAN could both be under "Transfer Wireless User")	High
Suspend Service	When suspending service the user is presented with irrelevant information, a cancel button and a submit button.	Any page which has action that alters service such as suspend service and no other user input should be very clear about the proposed action. The page should clearly show what will happen and state a question like "Are you sure you want to suspend this service?" The user should be presented with "Yes" and "No" buttons with "Yes" as the default action.	High
Navigate Hierarchy	When a user selects a FAN the resulting BAN list has instructional text above and below the table. The text above says "This list contains up to 50 Billing Account Numbers..." This text offers no indication that the list was limited to the first 50 numbers and there may be more numbers. In the text below it says "If you do not see the Billing Account that you were looking for in the above list, please use the Find Account box above to search for it." Above the title of the search box is "Search	Incomplete data due to system limitation needs to be spelled out correctly and succinctly. The content above the table should clearly explain that the list below is incomplete and offer the user clear instruction on how to find the account they are looking for. This content should only appear when the list is limited not all the time.	Critical





	Accounts”		
Update Administrator Profile	User tries to update administrator profile but no administrator information can be updated.	Link or task names should accurately reflect the task the user is able to do. This page is really update administrators permissions. But the title leads user to believe otherwise.	Critical

4.4. Control & Navigation

The customer should always feel in control of the software, rather than feeling controlled by the software. Do customers should feel that they are always in control of the interaction?

Location	Issue	Recommendation	Severity
Task Entry Pages without verification	In some tasks in POC, the user enters information and when the submit button is pressed a success page is displayed. The user may feel uneasy about it because the system does not provide any verification of the information entered before it is actually submitted. The user might have misspelled something but if they have any doubt it is too late and they is no apparent way to confirm such except to start over.	Any task that requires user to type in information or select choices should provide a verification page.	Medium
Bulk Rate Plan Change	User has to individually enter phone numbers.	System should allow user to paste a group of numbers into a field.	High
Set Hierarchy	When user clicks on “set” intending to set the wireless number in context if the FAN or BAN is not set they are prompted to select FAN first.	If the user clicks on something that is related to a wireless number and must be redirected to something different, the user should be alerted why they are being directed to a different place.	Medium
Session Timeout	Sessions times out without any warning. When user clicks on a link they inexplicably get the login screen.	Before session times out user should be alerted and given an opportunity to keep session alive.	Critical





Password Reset	Link to page is called "Forgot your Password?" and page is titled "Password Reset." The user has no initial clue that they are going to reset password.	If the only recourse for the user is to reset password then the link should say "Reset Password"	Medium
Password Reset & Registration	User has no way to cancel out of "Password Reset" & "Registration" tasks.	Any task that removes user from normal flow should offer a cancel option.	Critical

4.5. Error Prevention

Does the system prevent errors from occurring in the first instance wherever possible? When errors do occur, does the system provide clear explanations of what has happened? Does it provide clear instructions for how to recover?

Location	Issue	Recommendation	Severity
Side Navigation Bar	Most links in the side navigation can potentially cause the user to not go to the expected page because it requires the "context" on an account. In addition, the user could be looking a particular account and inadvertently take action on another account.	Do not use side global navigation for tasks that are related to specific accounts. Only provide access to tasks when user is viewing an account which the task is relevant.	Critical
Search Account	When user makes leaves BAN and zip code blank when searching they get an error message but the input defaults back to wireless number.	Do not allow search unless something is entered in the search field.	Low
Update Administrator	When user clicks on "Update Administrator" they are redirected to a "Select Administrator" page where they have to select an administrator type from a dropdown. Then on selection the page redraws and they have to select an administrator from a new dropdown.	User should have a list of the administrators in a table that can easily be scanned and clicked on for selection.	High
Administrator profile functions	There are various links directing user to administrator profile functions. These add clutter to the side navigation and are	All administrator profile functions should be consolidated into one task page called "Manage Administrators" This page should have a table that	High





	all closely related.	displays all administrators with a selection mechanism and an action menu to launch tasks on selected administrators. It should also have a way to add/create new administrators. The add function should be able to handle any type of administrators rather than having separate tasks.	
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4.6. Aesthetics and Simplicity

Does the system prevent the presentation of information which is irrelevant or rarely needed? Are there cases of extra information that diminishes the relative visibility of important information?

Location	Issue	Recommendation	Severity
Navigate Hierarchy	When user goes into navigate hierarchy if the user only has one Foundation Account (FAN) (which is 99% of customers) they still have to click on the FAN to see the Billing Account Numbers (BAN) under the FAN.	If profile only has one FAN then show the FAN information and provide the list of BANs for the FAN on the first page load.	High
Side Navigation	Side navigation provides an overwhelming list of choices.	Use top secondary navigation to group logical task areas.	High
Global Navigation	When in POC the user does not know where they are in respect to the global navigation bar (Premier Store, Support, Manage)	The "Manage" tab should be highlighted in white/silver. (The same behavior as tabs on Business Center)	Low
Navigate Hierarchy	When a user only has one FAN (over 90% of customers) and they click on the "Browse Accounts" link they go to a page that has one FAN and they have to click on that to view the related BANs.	If a user only has one FAN, when they click on "Browse Accounts" the user should be directed to a list of BANs under the single FAN. This saves them on click.	Medium
Navigate Hierarchy	When a user only has one CTN for a particular BAN (1 to 1 BAN/CTN) and they click on the BAN, they have to click on the CTN to view related information.	If a user only has one CTN, when they click on particular BAN the user should be directed to the CTN landing page.	Medium
Navigate Hierarchy	When a user clicks on a CTN the page redraws with a list of links relative to the CTN. To	When a user clicks on a CTN, redirect user to the "View User Information" page (CTN landing	Medium





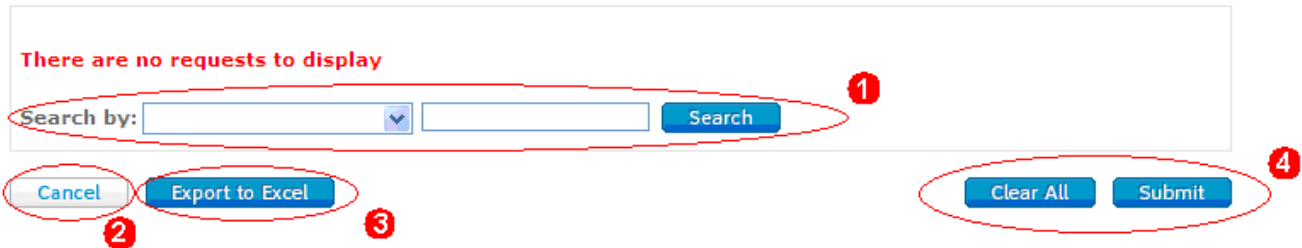
	view information about the CTN the user has to click on "View User Information"	page)	
Unnecessary buttons and actions	User will have access to buttons that are irrelevant. For example: if no requests are available, the user is still presented an "export" button.	Queries that result in empty record sets should not have tasks that require items to be in the record set.	High
Cancel buttons	Some pages misuse the "cancel" button.	When a page is a list, the result of a query, there is nothing to cancel. This page should have a "Back" button.	Low
Phone number fields	User has to enter phone numbers in three separate fields.	User should be able to enter a phone number in one field in any format they want. Samples: ###-###-####, (###) ###-####, #####-####, ###.###.###	Medium
BAN Accounts and settings	Some options under the "Use FAN Settings" column appear to have different meanings (some are labeled "Allow Always")	Radio buttons assembled in one column should all have the same meaning.	Low
Employee Groups	The user is presented with a drop down menu of current employee groups which they must select then click on appropriate action. The description of the group in the dropdown menu is abbreviated and difficult to distinguish.	User should be presented with a table showing the employee groups. They should be able to select one employee group and select from an action menu a desired action such as, delete, change password, and set any preference.	Medium
Add Employee Group or Change Employee Group Password	When user clicks on "Add" or "Change Password" in the employee group page the same redraws and the task form appears partly below the fold.	An Employee Group task should not be mixed in with the Employee Group page. It should be a page on its own without the other task buttons.	High
Password Reset Request	Password reset page has a "Cancel" and "Back" button. Both of these have the same function. In addition, the content and verification is not clear.	System should clearly explain what will happen and ask a question that is answered with "Yes" or "No" For example: Are you sure you want to reset this administrator's password?	Medium



5. VISUAL REFERENCES

5.1. Registration Approvals when no results are found

Registration Approval Requests



There are no requests to display

Search by: Search

Cancel Export to Excel Clear All Submit

1. You can't search through "no requests to display"
2. This is not a task that one needs to cancel. "Back" would be more appropriate.
3. There are "no requests" to export, why show the button.
4. There are no requests to clear.
5. There are no requests to approve or reject (submit).

5.2. Bulk Change Rate Plan

Bulk Rate Plan Change

Current Employee Group: 11 Test Shane Lutner CRU | [Choose new group](#)

Enter Wireless Numbers

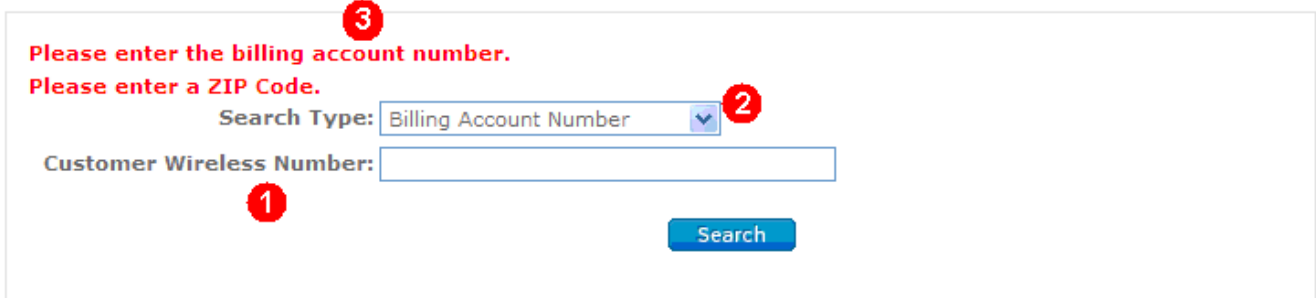
Enter up to 10 wireless numbers that you want a new rate plan for. Then click either voice plans or data plans to see available plans. Choose a plan and click Continue.

A request of 10 items is far from a "bulk" request. There should also be a quick way to paste 10 numbers without having to do 10 separated inputs.



5.3. Search Accounts Billing Account Number (BAN) error

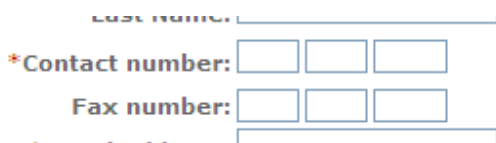
Search Accounts



This screen is the result of when a user searches for a BAN, if the entry fields are left blank and search is clicked.

1. The screen defaults back to the wireless subscriber version.
2. Even though the screen defaults back to the wireless subscriber version the Search Type is set on BAN.
3. Multiple errors need to be grouped differently. If this was a form with ten items it could potentially have ten sentences that begin with "Please enter..." There needs to be a statement that says something like "The following fields are required:" then a list of field names that are bulletized.

5.4. Phone number inputs



Phone number inputs need to be a single field which accepts phone numbers in any format.





5.5. Billing Account Permissions & Settings

Billing Account Permissions & Settings

Indicate which request types will be allowed permissions or require Administrator approval in order to be fulfilled. These settings will apply to all wireless users on this Billing Account.

Billing Account Number: 876242869
Billing Account Name: 11TEST YO LA TESTO

Request	Permission or Setting ²			
	Use FAN Setting	Deny	Allow after Approval	Allow Always
Allow Online Account Management Registration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Turn On/Off Paperless Billing	<input type="radio"/>	<input type="radio"/>		<input checked="" type="radio"/>
Grant BAN-Level View and Update Ability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Update Wireless User Account Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
View Current Rate Plan and Features	<input type="radio"/>	<input type="radio"/>		<input checked="" type="radio"/>
Enable Shopping in Premier Store	<input checked="" type="radio"/> (Allow Always) ¹	<input type="radio"/>		<input type="radio"/>
Enable Online Account Management for Wireless Users	<input checked="" type="radio"/> (Allow Always)	<input type="radio"/>		<input type="radio"/>
Use eBill	<input checked="" type="radio"/> (Allow Always)	<input type="radio"/>		<input type="radio"/>
Change Wireless Number	<input checked="" type="radio"/> (Allow Always)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suspend Wireless User Service	<input checked="" type="radio"/> (Allow Always)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Change Current Rate Plan	<input checked="" type="radio"/> (Allow Always)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Change Current Optional Features	<input checked="" type="radio"/> (Allow Always)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Cancel

Reset

Submit

1. All radio buttons in a column should have the same meaning. The "(Allow Always)" makes user think that the items above may have a different meaning.
2. "Allow after Approval" should say "Require Approval"



5.6. Employee Groups

Employee Groups

Current Employee Group: 11 Test Shane Lutner CRU | [Choose new group](#)

This function will allow you to add, update or remove employee group logins. Employee Group logins provide access to Premier Order Tab. Changes to this section will be reflected immediately on your site.

Add a New Employee Group Login
To change a login, you can delete the old one and create a new one.

Select an Existing Employee Group Login:

EGL88

1 2 3

	Employee Group Login	Employee Group Description
<input type="radio"/>	emplogingrp1	Employee Group One
<input type="radio"/>	emplogingrp2	Employee Group Two

The Employee Group page is very limited in scope and usefulness. It should be redesigned as a list that allows the user to select a group and do a related action.

1. a "New" is button is more appropriate for the action. Should be gray because it is not a primary action. Pressing this button would require selection of an employee group.
2. "Delete" would require selection of an employee group.
3. Action menu would have "Change Password" and also include site preferences (Order Addresses, Payment Options, Cost Filters, Equipment Filters, Plan Filters, User Defined Labels, Email Notifications)

The action should be conducted in another page, not the same page as it is done presently.



5.7. Employee Groups

Suspend Service

Lost/Stolen Phone:

- Monthly service and feature charges will continue to be assessed while the phone is suspended
- No incoming or outgoing calls can be placed or received using your phone
- Features are not functional, this includes voicemail and call forwarding

Billing Account Status: ACTIVE

Wireless Service Status: ACTIVE

Wireless Service Number: 952-956-2965

Billing Account Number: 876242869

Wireless User Name: SHANE LUTNER

Suspension Reason: Lost/Stolen Phone

Cancel

Submit

The suspend screen does not clearly tell the user what to expect because the screen offers a lot of irrelevant information.

The action buttons should answer a clear question that asks the user to affirm the action. Affirmation should give the user a sense of clear choice which answers the question.

Example:

Suspend Service

You have elected to suspend wireless number 952-956-2965 which belongs to SHANE LUTNER. Suspension of this phone will result in the following:

- Monthly service and feature charges will continue to be assessed while the phone is suspended
- No incoming or outgoing calls can be placed or received using your phone
- Features are not functional, this includes voicemail and call forwarding

Are you sure you want to SUSPEND this wireless subscriber?

No

Yes



5.8. Manage Administrators

Manage Administrators

Select an Administrator to view, update, or delete profile information.

Type:

Name:

[Create New Administrator](#)
[Create BAN Administrator](#)

Manage Administrators should be a page on its own that lists all the users in one screen and access to any related actions such as "Update Permissions" and "Reset Password"

	Login ID	Name	Type	Phone	Email
<input type="radio"/>	jsmith	John Smith	TCM	425-567-0987	jsmith@acmecorp.com
<input type="radio"/>	mtucker	Mary Tucker	BAN	425-469-2534	mtucker@acmecorp.com

ADMINISTRATIVE OPTIONS

Login Profiles ▾

- [My Login Profile](#)
- [Create TCM Administrator](#)
- [Create BAN Administrator](#)
- [Update Administrator Profile](#)

All these options can be handled by the example above.



5.9. Handling Multiple Errors

Attach or Transfer Wireless User to Foundation Account

Please enter the wireless number.
The new foundation account number is required.
Please enter the billing account name.
Please enter the address.
Please enter the city.
Please enter the state.
Please enter a ZIP Code.
The user first name is required.
The user last name is required.
The user contact number entered contains invalid characters. Please provide a minimum of 10 numeric characters.

This request may result in a transfer of financial responsibility for this wireless number if the current and destination FAN are of different liability type (CRU or IRU) or if the destination FAN is under a different company than the current FAN.

Multiple errors should be consolidated into one statement and bulletized.

The following information is required:

- Wireless number
- Foundation account number
- Billing account name
- Address
- City
- State
- ZIP code
- First name
- Last name
- Contact number



5.10. Misleading Language

Update Company Administrator Profile

Profile Information

Login ID: PateBillTCM
First Name: pat
Last Name: TEST
Contact Number: (111) 111-1111
FAX Number:
Email Address: pui.ho@cingular.com
Email Address Status: Unverified

[Reset Password](#)

Permissions

Request	Permission or Setting	
	Deny	Allow Always
Enable Order Tab	<input type="radio"/>	<input checked="" type="radio"/>
Enable Manage Tab	<input type="radio"/>	<input checked="" type="radio"/>
Use eBill	<input type="radio"/>	<input checked="" type="radio"/>

Although the action is called "Update Company Administrator Profile" the user can update any of the information except the permissions.

5.11. Not Enough Information

Password Reset Request

Upon submitting this request, an email will be sent to the selected administrator profile to request password reset.

[Cancel](#)

[Back](#)

[Submit](#)

How does the user know what the "selected administrator profile" is? Why doesn't the system let the user know who is about to get their password reset. See Suspend User suggestion.





- PREMIER STORE
- MANAGE
- SUPPORT

Message

EU0_C91150 [001-1922-1603-6983]

We're sorry, we are experiencing technical difficulties. Please try again.

[Privacy Policy](#) | [Terms of Use](#)

This result happens when you try to register a non Premier phone. Why does it look like maybe the system is not working properly? The user should be simply told that the number is not found in the system.



- PREMIER STORE
- MANAGE
- SUPPORT

Message

EU0_C20126 [001-1922-1609-2727]

Self-Registration is not allowed for this wireless number. Please contact your company's administrator for assistance.

[Privacy Policy](#) | [Terms of Use](#)

©2007 AT&T

In this case the number is a Premier number but the BAN or FAN does not have permissions for CRUs to access Premier Online Care. The error message is accurate but no navigation is provided. And why does the user have to see the cryptic message above?

