



Canada Post - Usability Lab

12/10/09

In this lab we take a look at Canada Post's Ship-in-a-click application. Specifically, we've analyzed the first step of their five step process to explore ways to optimize the user experience, enabling users to fill out the form quickly and efficiently.



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1 ADDRESS ITEM 2 DESCRIBE ITEM 3 SELECT SERVICE 4 PAY ONLINE 5 PRINT LABEL

Fields marked with an asterisk *** are required.

Ship From Address [Recent Addresses](#) ?

* First Name * Last Name * Email ?

Street No Street Name Direction Apt No PO Box: RR No:

Address Line 2 ?

* City/Town * Prov/Terr * Postal Code

Don't know the Postal Code? [Click Here](#)

Destination Canada United States International

Ship To Address [Recent Addresses](#) ?

* First Name * Last Name

Street No Street Name Direction Apt No PO Box: RR No:

Address Line 2 ?

* City/Town * Prov/Terr * Postal Code

Don't know the Postal Code? [Click Here](#)

NEXT STEP ➤

Helpful Information

- Need help? Click the HELP button at the top of the screen or on the question marks (?) for more information.
- Click [here](#) for details on non-mailable and prohibited items.
- Need a postal code? Click on the Search link.
- Click [here](#) to get more information on your privacy and the use of cookies on Ship-in-a-click™.
- Notice: Complete and accurate address and customs information must be provided. The information provided may be transmitted to or shared with domestic Customs Administrations and/or international Customs and Postal Administrations. The use of the information will be restricted to facilitate customs formalities in respect of and delivery of postal items.

Before

- “Ship-in-a-click” is a misnomer, let’s not start the process by lying to the user
- fields are placed haphazardly, no clear path through the form
- some required fields are not indicated as such (eg. street no, street name)
- “Helpful Information” section isn’t helpful, processing it slows form completion
- stock art adds little value, takes up space
- step indicator is red, looks like error
- destination field is placed out of context
- help icons don’t add value



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CANADA POSTES
POST CANADA
From anywhere... to anyone

QuickShip™ SERVICES | HELP | FRANÇAIS

1 ADDRESS ITEM **2** DESCRIBE ITEM **3** SELECT SERVICE **4** PAY ONLINE **5** PRINT LABEL

Ship From

Your name:

Email:

Address:

City:

Postal Code: [Don't know the postal code?](#)

Ship To

Their name:

Country:

Address:

City:

Postal Code: [Don't know the postal code?](#)

Auto-fill Recent Address:

- 123 Yonge Street. Toronto, ON
- 123 Yonge Street. Toronto, ON
- 123 Yonge Street. Toronto, ON
- 123 Yonge Street. Toronto, ON
- 123 Yonge Street. Toronto, ON

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[More Info](#)
[Non-mailable and prohibited items](#)

After

- process is named more appropriately
- fields are aligned/spaced for optimal quick scanning/input
- only text relevant to the current step is displayed, less visual clutter
- address field simplified, separation of address components left to application layer
- auto-filling of recent addresses is simpler, more obvious
- combined destination and country fields into a single control