

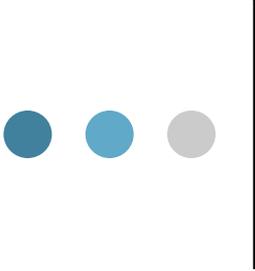


Usability Test Summary Report: XXXX USA Sales Website (xxxx.com)

Prepared by:
UserLytics, Inc.

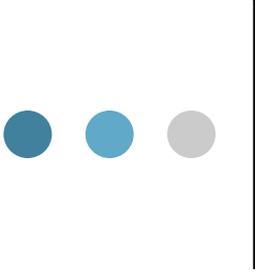
Prepared for:
xxxx, Inc.

Version 1 | 08 July 2014



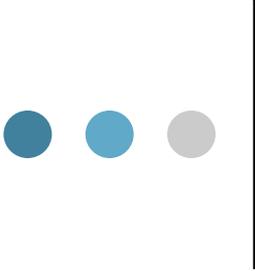
OVERVIEW

- The XXXXX website was tested with 22 US participants.
- While the site layout (particularly the product page) were well received, addressing a few key issues will significantly improve the site's usability and sales effectiveness.



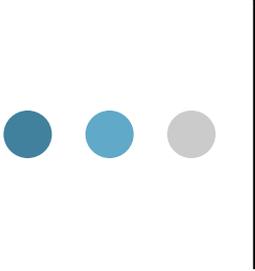
PARTICIPANT DEMOGRAPHICS

- General demographics
- All participants from the US
- Even mix of male, female
- Aged from early 30s to early 60s
- Mostly moderate web savviness (2 higher)
- Low-moderate familiarity with high-end audio/video products



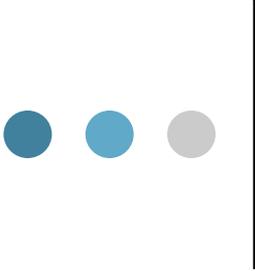
TEST SETUP

- Development “staging” site with quasi-realistic interactions and content
- UserLytics session recording platform
- Site was tested remotely and unmoderated (users reading instructions, attempting tasks on their own)
- Accessed at home on desktop computer



TEST CAVEATS

- Staging site load and response time was considered by many participants to be quite slow, causing users some impatience and frustration.
- Some participants were unsure what was being requested when asked to look for “product advice”. This task vagueness did, however, produce some broad experience feedback



POSITIVES



- The website's "look and feel" (color scheme, layout) was well received overall
- The detailed Product page received many positive remarks
- The site did a good job of exposing the features of the newest HEOS products
- All users easily found the Search function
- Several users commented on and accessed the Chat feature

POSITIVES: HOME PAGE



"The page doesn't have a bunch of distracting things on it... it's less cluttered, that's it."



"The tabs at the top are well highlighted, so easy to see."



"Clean, professional looking."
[5 similar comments]



"Other sites are more product driven. This appears to be more lifestyle-driven."



"I see the navigation bar at the top. One really neat thing is that the products are listed by model # - usually don't see that."



"Site comes across as focused – shows that the company knows what it's core products are."



"I like the fact the site is clean and easy to see... I can quickly see what the site is for."



POSITIVES: PRODUCT PAGE



“Pretty cool... A lot of videos on how to set it up, how it works and everything like that.”
[3 similar comments]



“There isn't much left to the imagination. They pretty much cover everything, including technical aspects.”



“It's amazing how much information is on this site... I wish more websites were like this.”



“Oh.. That's great – you can click the [spec level] navigation bar and it takes you right to that section.”



“I must say the comparison chart is *super* specific and I could find anything I was looking for here.”



This product page is looking really good – in terms of pictures, how professional it looks. I think you should go for [implement] this.”

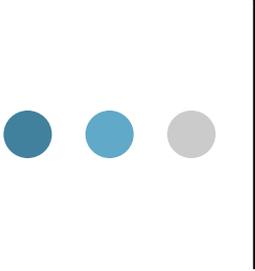


“I really liked that this [spec bar] is persistent, and that I can click there [Up arrow] to get right back to the top.”



“If my question was of more technical nature I would probably check out downloads.”





COMMENTS: DIFFERENT THAN COMPETITOR SITES?



“The only thing that really differentiates it from other sites is that it has a lot of info when you hit the little [HEOS by XXX arrow.]”



“I would say it’s in line with other websites I have visited that have similar products.”



“Compared to Target and Best Buy, which are more cluttered, this is actually kind of nice.”



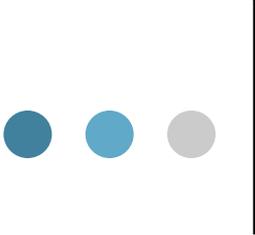
“Most sites jam so much on the page that it takes a long time to find out what the site is all about.”



“Bluetooth, multi-sound speakers, nothing really differentiates it from other sites. I’m thinking of Bose.”

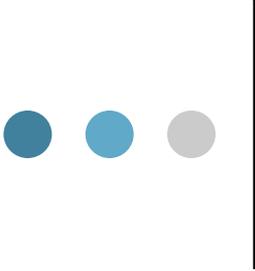


“Others probably have more selections to choose from.. Instead of having this stuff [product panels] down here I would have them up here [points higher on the page]”



TASK SUCCESS SUMMARY

Task	Success Results	Comments
Use onsite search to look for XXXXX	All completed	Several users copied-pasted model # from test script.
Find a local dealer	7 didn't complete; 9 took long time to complete	6 clever users found dealer without much trouble
Find an online dealer	Nearly everyone completed	Several clicked on (inactive) cart graphic
Find specs for the product	Nearly everyone found easily	Some stalled a bit on search results (mouse-over interaction, viewing left-panel filters)
Compare XXXXX with 3 other products	Everyone <i>would have</i> completed	Prototype limitations prevented users from finding 2 products
Look for product advice	Hard to quantify	Users accessed reviews, chat, FAQs
Submit a question about the XXXXXX	Only a few found easily; others took longer time	Users took a wide range of paths
Create an account	Most completed	Several annoyed by need to create account to ask a question, or had form issues



ISSUE SEVERITY SCALE

Definition	Severity Ranking
A barrier to task accomplishment (prevented user from completing task, or required significant work-around).	High Severity
A hurdle to task accomplishment (required a work-around, alternative path, or longer time to complete task)	Medium Severity
A cosmetic issue related to the details of the presentation	Low Severity

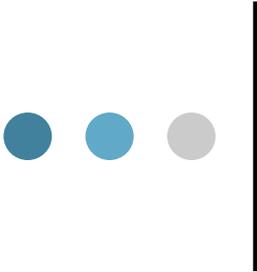
TOP ISSUE: Hard to Find Local Dealer

- 9 of 22 participants took considerable time to find a local dealer
- 7 did not find one at all, or only found later (in footer) during “Ask a Question” task
- Users did a lot of up/down scrolling and scanning trying to find this link
- Top issue since main goal of site.

The screenshot shows a Denon product page for the 875W 5.1-Ch. 3D Pass-Through A/V Home Theater Receiver. The page includes a product image, a table of dealers, and an Amazon listing. A red box highlights the 'FIND YOUR DEALER' link, with a callout stating 'A few guessed they might find it behind this link'. Another red box highlights the 'United States' dropdown menu, with a callout stating 'most others had to find in footer area'. A third red box highlights the footer area with a callout stating 'Find a Dealer Become a Dealer Dealer Locator Online Retailers'.

RECOMMENDATIONS:

- Consolidate online and local dealers into “Find online Dealer” panel on Product page (the one with Shopping Cart image). After user selects present both local and online options. (See wireframes later in this document.)
- Also consider making “Find a Dealer” a global header link (vs. current footer link).



QUOTES



“I’m not yet finding the dealer info for this product, so I don’t know if there’s going to be a local one here.”



“I wonder if I click this [online dealer] link I can find a local one as well.”



“I don’t see a place... [after 20 secs of scanning, finds in footer] Oh, there it is, ‘Find your dealer’ could be bigger. I hate looking for small print items.”



“Right now I would assume it’s only sold online because I easily see the online button.”
[3 similar comments]



“In terms of local dealers, I don’t see a button for that.. Seems like there would be a button near the top to find that information.”



“It would have been nice if the link for the local dealer were next to the online dealer [panel with shopping cart graphic].”



“I’d want a bigger thing to click through as opposed to just [find a dealer] text.”

TOP ISSUE: Had Difficulty Asking Support a Question

- Most users took a variety of paths – and considerable time - to ask a question:
 - Via Ask a Question link (footer)
 - Via FAQs link (footer)
 - Via Chat icon/page (right side)
 - By scanning product specs
- A couple users even dived into dealer websites and manuals



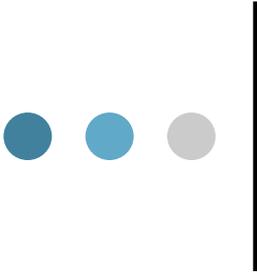
Support

[Ask A Question](#)[FAQ's](#)[Manuals](#)[My Account](#)[Product Recycle](#)

will one of these videos answer my question?

RECOMMENDATIONS:

- Make “Contact Us” page more visible (e.g. move from footer to header area)
- Consider:
 - Converting chat into a live interaction (with sales rep)
 - Making chat more obvious by adding “Chat Now” label below icon



QUOTES



“Is this an FAQ about the actual receiver I’m looking at, or just FAQs overall?”
[3 similar comments]



“I’m gonna be honest with you.. I don’t know where it [dealer locator] is. I found the chat, so I’ll submit the question there.”



“I’m having a little bit of difficulty finding the FAQs. [after 30 secs].. Oh, I found it [the link] on the bottom.”



[after clicking FAQs link on Ask a Question page]
“It looks like I’m on a separate support site. I don’t really like this.”

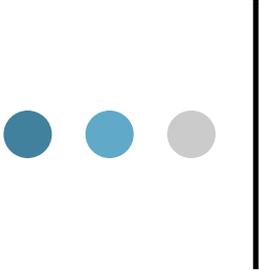
TOP ISSUE: Account Creation Annoying

- Several users said they didn't want to create an account to ask a question
- Since not integrated into Ask a Question workflow, some users weren't sure where to go after submitting their account info

The screenshot shows the Denon website's sign-in/sign-up page. At the top, it says "TALK TO AN EXPERT CALL 855-MY.DENON 9-8PM EST". Below that is the "SIGN IN" section. On the left, under "Log in with your existing account", there are buttons for Google, Yahoo!, Twitter, and Facebook. Below these is "Social Login by Janrain". On the right, under "Or Sign in with your Denon account:", there are input fields for "User Name*" and "Password*", and a link for "Forgot your password? Click for a hint.". Below the input fields is a "SIGN IN" button. At the bottom right, there is a "Not a Member Yet? Become a member of DENON" section with a "SIGN UP" button. A red speech bubble points to the "SIGN IN" button with the text: "Doesn't answer 'why?' thoroughly - for example: Will I get spammed?". A red box highlights the "Not a Member Yet?" section.

RECOMMENDATIONS:

- Allow user to access top questions (general, per product) without creating an account.
- In "Become a Member" area, show "what's in it for me" (special offers, other benefits) as sidebar header and bullets.



QUOTES



“I just want to ask a question, and I *hate* having to log in like this. This whole ‘put in your address’ is too much. I like the site to allow you to post as a guest.”



“Once I’m signed in please bring me back to the page I was working on [Ask a Question] so I can ask my question without getting completely sidetracked.”



“Hmmm.. where to sign in?...
[after 20 sec] Here we go..
This link was kind of hidden
[clicks My Account link]”

TOP ISSUE: Create Account Form Suboptimal

- Several users made comments about the Account Signup form being long, asking for unnecessary info.
- 5 of the 22 users encountered an error when submitting the form (e.g. missing birthday, phone #).

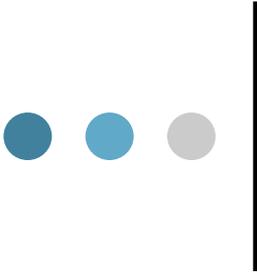
Security Question*
Enter a question or phrase to help remind you of your password. Just in case you forget, we'll help you jog your memory.

Security Answer*

When is your birthday?*
Select Month Select Day
Address 1* **Address 2**
City* **State***
Zip Code*
COUNTRY: UNITED STATES
Registration is currently limited to residences of the United States.
Phone (Day)* **Phone (Evening)**

RECOMMENDATIONS:

- Simplify form. Ask only for essential info (name, email, password, security question/answer, email opt-in). Ask for marketing info in separate follow-up email (and show benefits of providing – e.g. get more relevant offers, be entered into drawing to win a free receiver).



QUOTES



“Usually if they are asking for phone # and address I’ll just back out unless it’s something I *really* want to do. Because I might end up with spam, or phone calls.”



“This is taking longer than I expected, guys, filling out all this information
[took this user 3:40 to complete form (with 2 errors)]



“I really don’t see why my birthday is important.”



“Really I think to create an account it’s a lot of information to have to submit – I mean in terms of address, phone # etc.”

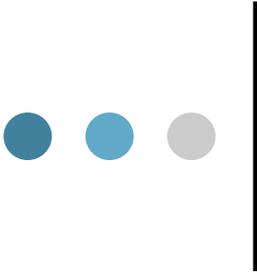
MINOR ISSUE: “Up” Navigation Too Subtle

- While widget was a great idea considering length of product page...
- Only 5 of the 22 participants found and used the “up arrow” widget (left side of Specs tabs)

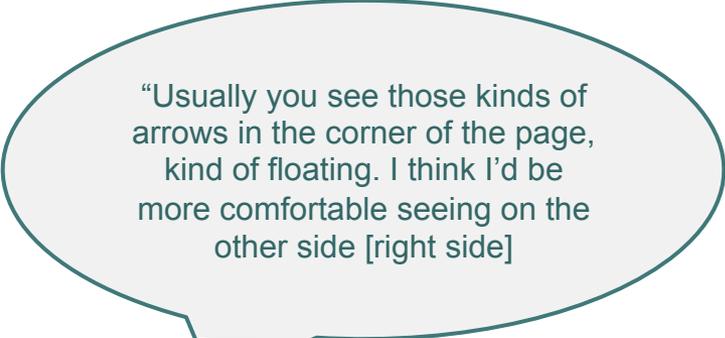


RECOMMENDATIONS:

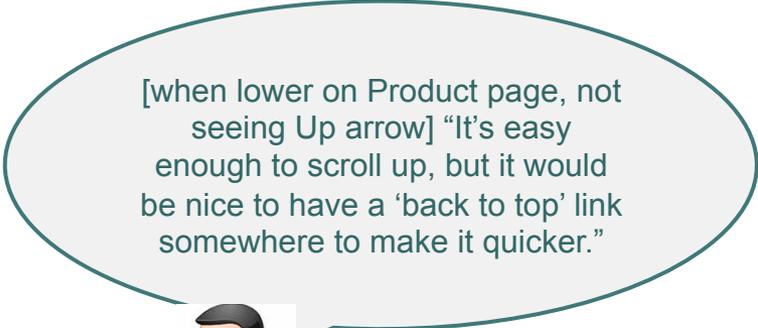
- Consider moving “Back to Top” icon to right side of Product page, and showing every 1.5 vertical scrolls (based on target display height).



QUOTES



“Usually you see those kinds of arrows in the corner of the page, kind of floating. I think I’d be more comfortable seeing on the other side [right side]



[when lower on Product page, not seeing Up arrow] “It’s easy enough to scroll up, but it would be nice to have a ‘back to top’ link somewhere to make it quicker.”



MINOR ISSUE: “Sign In” Entry Point Unclear

- Several users didn't recognize what this icon represented.
- A few moused over it to clarify its meaning.



“I'm not sure what this icon is. [mouses over] Oh, it's for sign in – that's a little strange...I wouldn't have thought that.”

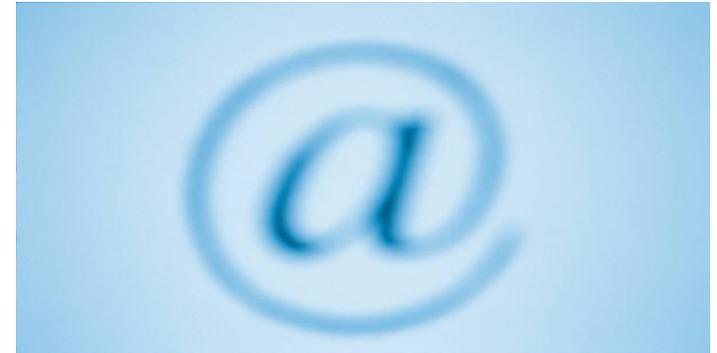


RECOMMENDATIONS:

- Since not a “universally recognized” icon, add “Sign In” label to right of or below icon to clarify meaning.
- Make icon/label consistent everywhere on site (‘XXXX.com’ page had same icon, but with “Log In” label).

OBSERVATION: Chat Support Noticed and Appreciated

- Half of the participants clicked or commented on the chat feature.
- A few were disappointed that it was a form fill vs. a “live chat”.



[when asked to find product advice]
“I found the chat, and I’ll submit a question there.”



[when asked to find product advice]
“In terms of specific technical advice, I would think the chat function would be best.. I’m assuming it’ll open in another window.”



[when asked to find product advice]
“I would click on the chat here to talk to a rep from your company.”
[3 similar comments]



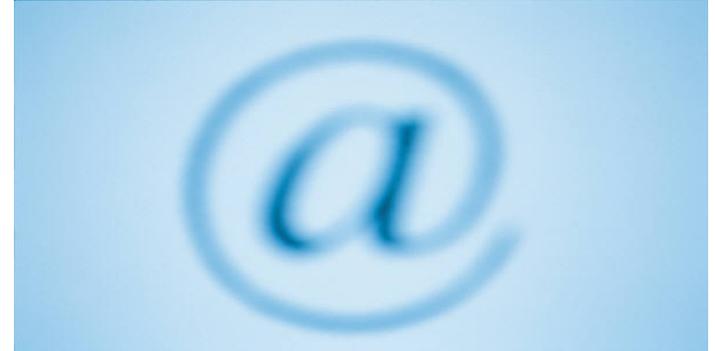
RECOMMENDATIONS:

- As mentioned earlier, consider converting chat into a live interaction with sales rep.



OBSERVATION: Reviews and Videos Were Valued

- When asked to “look for advice”, several users mentioned reviews and videos.
- A few mentioned that they would visit 3rd party sites like Amazon first to see those reviews.



“Usually if I want product advice I’m going to go to reviews. I want to see what other people are saying.”



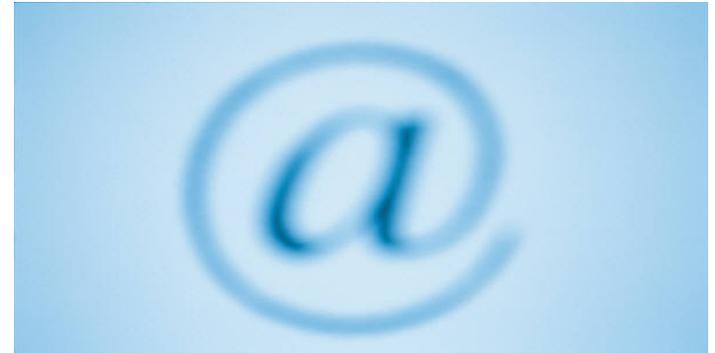
“Quite honestly I would probably go to videos and reviews. I think videos would show me how to interact with it [the product, or how to set it up.]”



“I would go to reviews. I like to read other peoples’ reviews because they bought it, so if there’s some flaws I’ll know.”

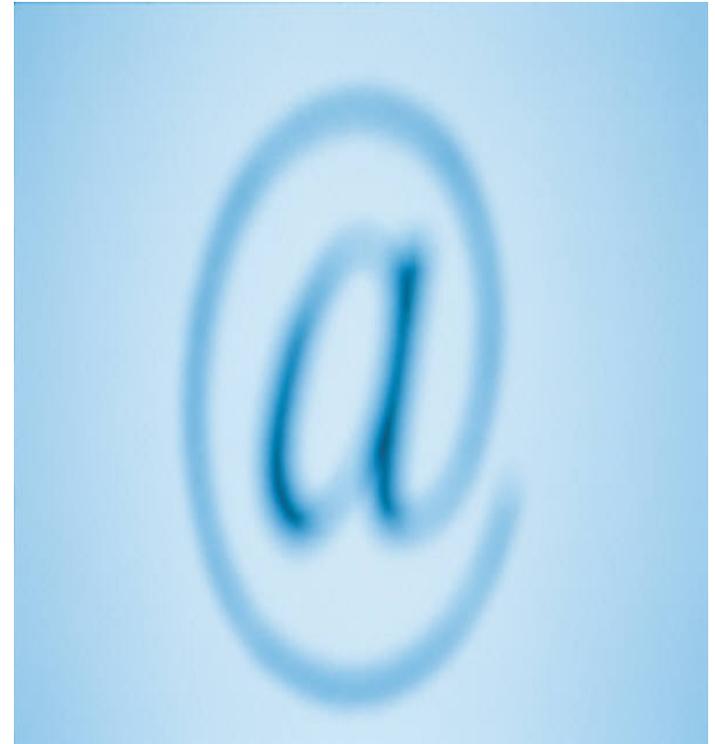
OBSERVATION: Social Sign-in Buttons Were Used

- 6 of the 22 participants used the social sign-in options to speed up their account creation.
- While a small sample size, this at least indicates their usefulness when creating an account.



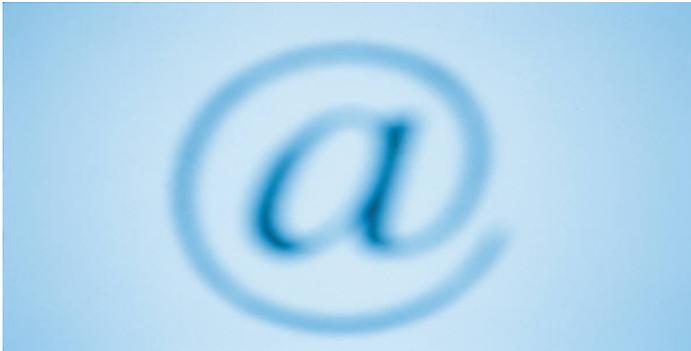
UX COMMENT: Site Optimized for More A/V-savvy User

- Model-centric navigation scheme presumes that significant % of target users know model #s (have done prior product research).
 - If true, this design is OK
 - If not true, client may want to consider using a main navigation scheme that more simply guides the user to suitable products (based on price, intended use, other top criteria)

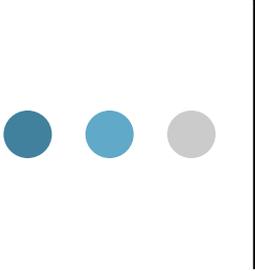


UX RECOMMENDATION: Streamline support options

- The site offers a variety of ways to “get help”, some of which are quite hidden (available in footer only)



(Recommendation on next slide.)



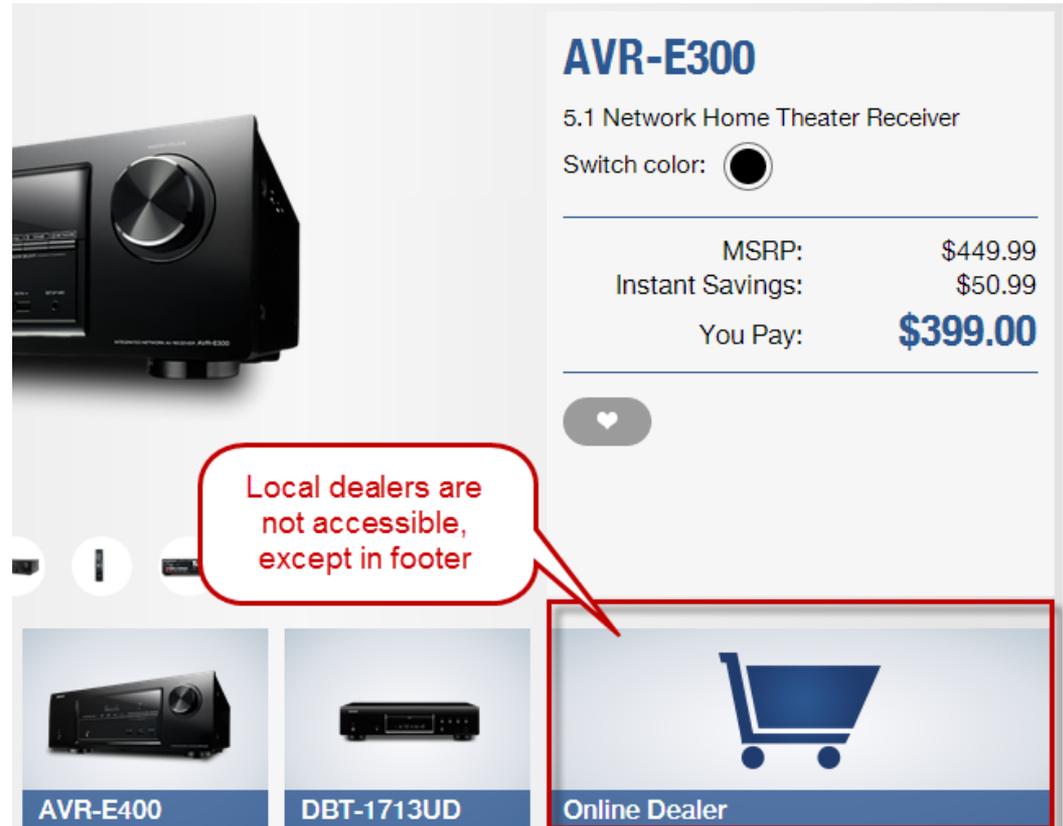
UX COMMENT (cont.): Streamline support options

RECOMMENDATIONS:

- Consolidate all “get help” options (FAQs, Ask a Question, Chat, Phone #s [if applicable]) into revamped Contact Us (or “Support”) page.
- In FAQs section of this page, show top FAQs (general, product-specific) before “Find Answers” search field. Encouraging use of pre-set questions and answers will: a) Reduce number of questions asked (and associated need to improve relevance of Q&A search results), b) Lessen need to create an account (except on lead-gen and purchase pages), and c) reduce time to get answer.
- Make chat interactive, and only require name and email address to start chat (on same page, in overlay). This analyst’s previous eCommerce experience has found that online chat feature:
 - Can produce significantly higher conversion rate, especially if prominent on Product pages
 - Can increase site user’s impression of brand (more empathetic, responsive)
 - Can increase customer insights (via chat “text mining” and analysis).

UX RECOMMENDATION: Simplify Find a Dealer Experience

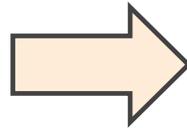
- Local dealer lookup is hidden, but doesn't need to be (unless business goal is to sell more product via online vendors)



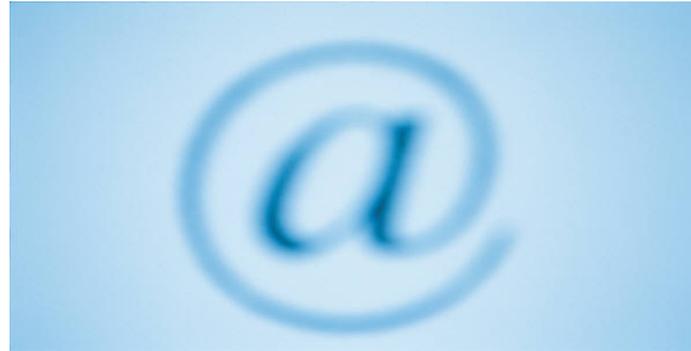
(Recommendation on next slide.)

UX RECOMMENDATION (cont.): Simplify Find a Dealer Experience

(excerpt: panel on Product page)

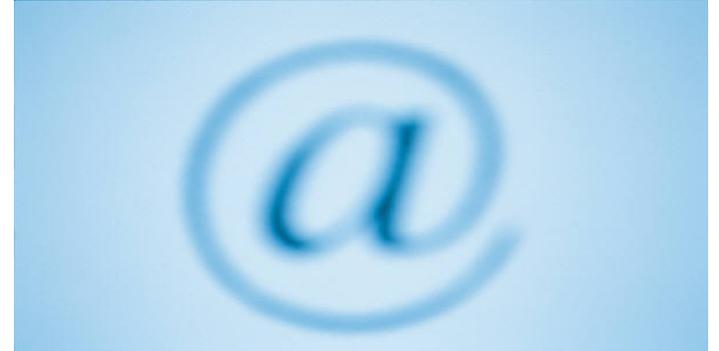


(excerpt: portion of next page in workflow)



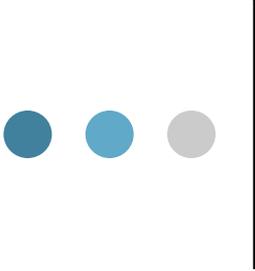
UX RECOMMENDATION: Expose Product Categories on Home Page

- Much of the home page content is not visible to users on mid-size screens and smaller, reducing easy scan-and-click actions.



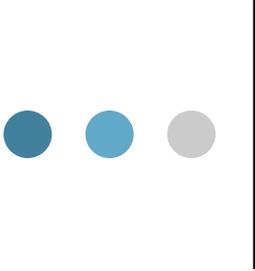
RECOMMENDATIONS:

- Reduce height of main “hero” image by 20-30% so that product panels are visible at 1024 x 768 resolution (on iPad or similar form factor devices).
- Add entry points for Multi-room Sound, Bluetooth, Home Theater, Hi-Fi Components, Compact Systems, Headphones (fits well in layout as 2 rows of 3 panels).



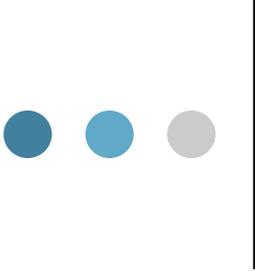
POST-TEST SURVEY:

- **What was the *Best* thing about this experience, and why?**
 - Home page layout (3 mentions)
 - Easy use/navigation (3 mentions)
 - Appearance of site (2 mentions)
 - Learning about xxxx products (2 mentions)
 - Learning about HEOS system
 - Big, easy to read text (footer excepted)
 - Depth of info on Product page
 - Comparison chart
 - Plenty of options to choose from
 - Model #-specific navigation



POST-TEST SURVEY:

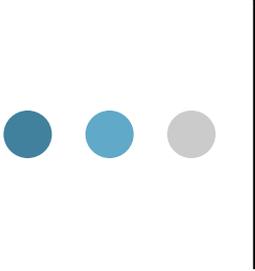
- **What was the *Worst* thing about this experience, and why?**
 - Slow website response (3 mentions)
 - Couldn't find a local dealer (2 mentions)
 - Hard to initiate question to the company
 - No clear way to return from HEOS subsite
 - Getting sidetracked to signup page when asking question
 - Errors received when submitting forms (date of birth, dealer name fields)
 - Extra scrolling on Product page
 - Being asked for personal info when creating account



POST-TEST SURVEY:

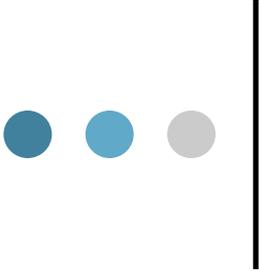
➤ **What information was Most Valuable to You?**

- Detailed product specs (11 mentions)
- Customer reviews (5 mentions)
- Comparison feature (4 mentions)
- Good prices for online dealer (3 mentions)
- Find local dealer (3 mentions)
- Find online dealer
- How specs were broken down into categories
- Floating (spec-level) navigation bar



POST-TEST SURVEY:

- **What information would you Remove?**
 - Social media sharing option (2 mentions)
 - Having to enter address and phone # to become member
 - Chat button (if just an email form, not interactive)
 - All requirements for submitting question (account creation)



NEXT STEPS

- *UserLytics & XXXX Site Owners:* Review and clarify these findings
- *XXXX Site Owners:* Discuss and prioritize updates
- *XXX UX Team:* Make priority updates, test again
- *XXXX UX Team:* Develop, test and push live after making any final updates