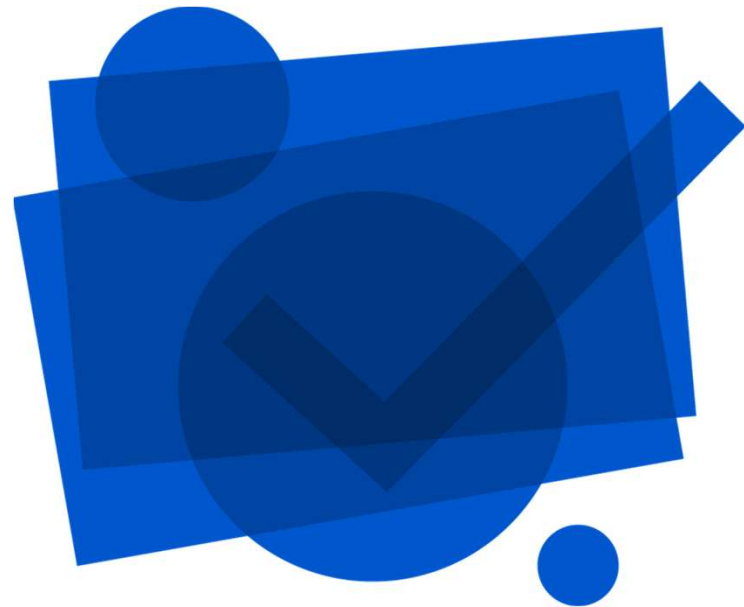# Website Evaluation

# Topics

1. Study & Participants
2. Executive Summary
3. Tree Test
4. Design Evaluation
5. Recommendations

# Project Goal

The goal of this user research was to validate a proposed new Trace3 Website and its associated information architecture. Specifically, the study evaluated the effectiveness of a "Run, Grow, Transform" top level menu, and assessed the overall brand impression of the design.

- Does the IA work conceptually, and/or as navigation?
- What brand impression does the design give?

# Methodology

- Testing was conducted as a remote/online, unmoderated study via Optimal Workshop, an online digital validation tool. https://www.optimalworkshop.com/

- Relevant demographics were collected for each participant.
- Proposed navigation was evaluated via a Tree Test. Each participant was asked to perform information seeking tasks using the proposed menu.
- Proposed design was evaluated by asking participants to react to mockups.
- Participants were recruited via the Trace3 website and social media.
- Purposive sampling of 2 follow-up participants for brief one-to-one conversation to understand context of answers.

# Study & Participants

# Participants

- Participants were recruited via an interstitial on the Trace3 website and social media posts.

- Study was live for **3.5 weeks**

- **24** completed the full study

- **30** completed just the tree test

- **6** internal participants, separated
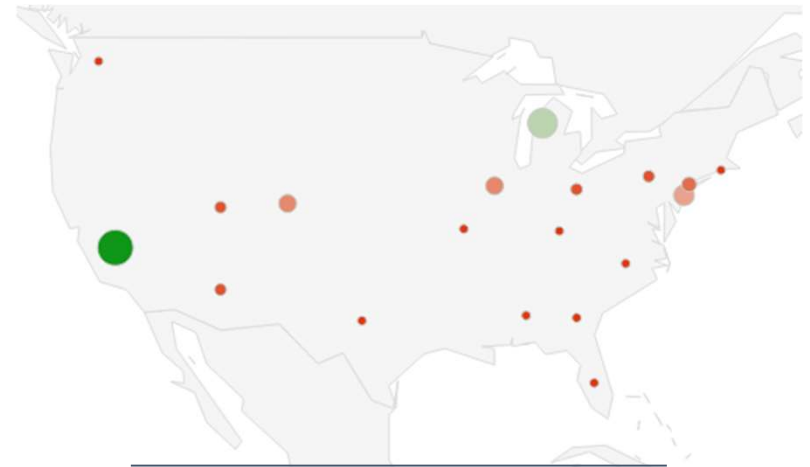


| | |
|---|---|
| California | 14 |
| Michigan | 9 |
| New Jersey | 5 |
| Illinois | 4 |
| Colorado | 4 |

# Occupations & Roles

| | |
|---|---|
| Information Technology / Software | 16 |
| Executive / Management | 6 |
| Administrative | 3 |
| Project Management | 2 |
| Marketing / Creative Services | 2 |
| Innovation R&D | 1 |
| Science or Medical | 1 |



*Occupations*

*Roles*

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# Industries

- Participants were from a range of industries, **18 in total,** including IT and Medical

| Industry | Count |
|---|---|
| Information & Communication Technology | 7 |
| Healthcare & Medical | 5 |
| Banking & Financial Services | 3 |
| Manufacturing, Transport & Logistics | 3 |
| Administration & Office Support | 2 |
| Consulting & Strategy | 2 |
| Engineering | 2 |
| Legal | 2 |
| Marketing & Communications | 2 |

# Outsourced Services & Behaviors

*Services Outsourced*

| | |
|---|---|
| Cloud services | 19 |
| Machine learning | 10 |
| Security operations | 10 |
| None | 8 |
| Data migration | 7 |
| Other IT services | 7 |
| Artificial intelligence | 6 |
| Analytics and intelligence | 4 |

*Authority*

| | |
|---|---|
| No, I am not involved in selecting IT services | 17 |
| Yes, and I have (or have had) decision-making authority | 11 |
| Yes, but I do not have decision-making authority | 9 |

*Activities*

| | |
|---|---|
| Visit a corporate site to evaluate services for our business | 31 |
| Been a part of a web design or redesign project | 14 |

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# Full Study Results

- **Full study results analysis can be viewed via the following links:**

- **Participant Data**
  https://app.optimalworkshop.com/questions/2w8w6i7g/t3-public/shared-results/w6qaq73lcez14yj3t4hgwoc1u2v15ccg

- **Tree Test**
  https://app.optimalworkshop.com/treejack/2w8w6i7g/t3-tree/shared-results/ezszwd674j53275650ed5sq6mf444655

- **Design Evaluation**
  https://app.optimalworkshop.com/chalkmark/2w8w6i7g/t3-mockup/shared-results/3676fbdjnu33386g3f7p3ugr701ou641

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# Executive Summary

"I assume they are trying to be different with the navigation—and they are—**just not in a good way.**"

- *IT Professional, Windows Admin*

# Overview

**"Sleek, Modern, Information Technology"**

- **Overall the proposed website design, from a brand and visual perspective was successful.**
  The dark version of the design was the clear winner with those who responded, 16 to 7. Generally, participants described it as modern, high tech, and innovative.

- **Alternatively, participants struggled when it came to completing the tree test tasks using the provided menu structure.**
  While a number of participants could articulate the rationale for the naming, few were able to complete tasks. The "Run, Grow, Transform" approach should be considered messaging and not used as menu names.

# Design Design

- The dark design was viewed favorably.
- When asked if the site was "unique" or "compelling" the trend* was towards "Somewhat unique" and, Somewhat compelling" which would be considered expected for a successful design.
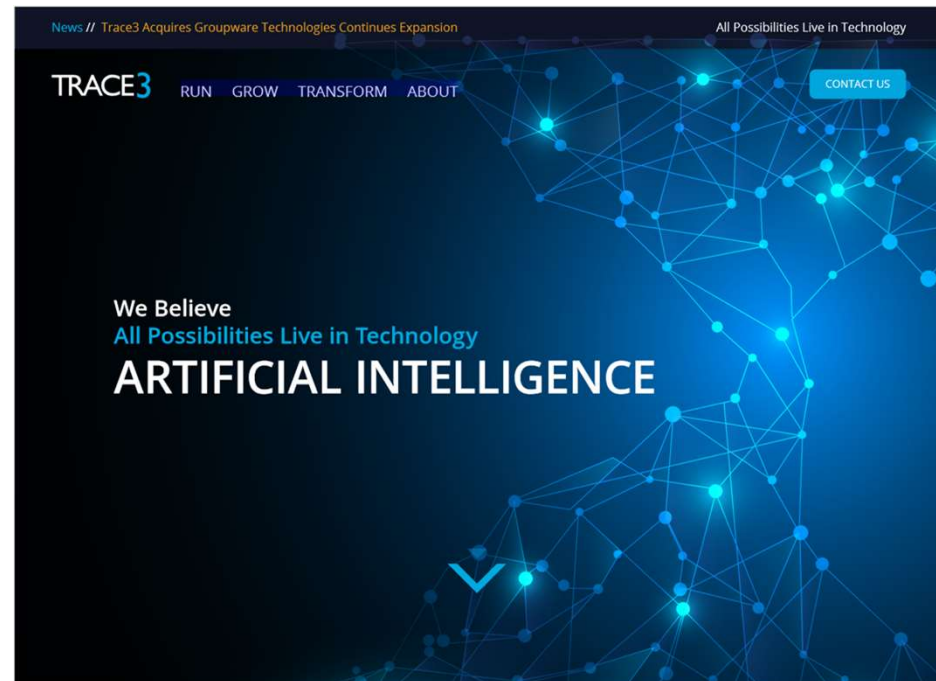
# Design Design

- In a follow-up call, one participants noted that the down scroll arrow was hard to see. The contrast on this should be increased. There should also be visual indication that there is content below. I.e. *scent of information*
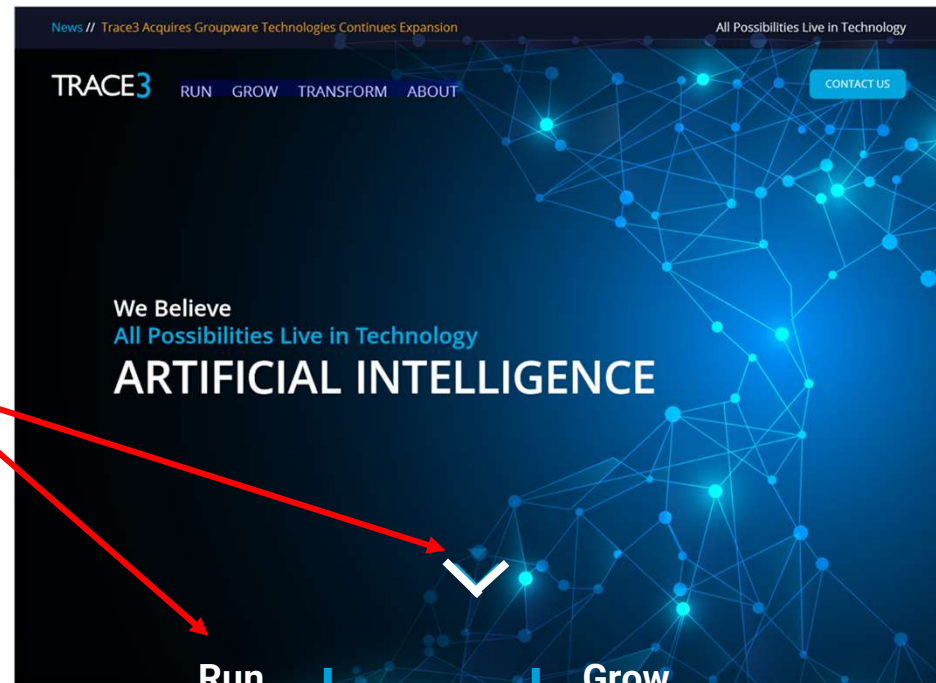
# Tree Test

- The primary menu items; Run, Grow, and Transform were not successful as menu items.

- Like having a map, users need to develop a clear mental model of where things "live" in a website. Successful wayfinding is supported by clear, specific, and unique (non-redundant) labeling...

"I had to keep clicking into each area and then wasn't sure which of the options I needed so would go back and look somewhere else."

"I thought, if a company's website is that difficult to use, they will be difficult to deal with..."

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# Tree Test

- While the Run, Grow, Transform labels make general sense, they are not clear or specific enough for a user to know what to expect to find before clicking.

- Another challenge is it results in redundant sub-category label names. This makes it hard for a user to remember under which "Security Solutions" the service they want resides.

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"Does run mean run the software?"

Home
Run
Security Solutions
Data Intelligence
Cloud Solutions
Infrastructure Solutions
Grow
Security Solutions
Data Intelligence
Cloud Solutions
Infrastructure Solutions
Intelligent Operations
Transform
Security Solutions
Data Intelligence
Cloud Solutions
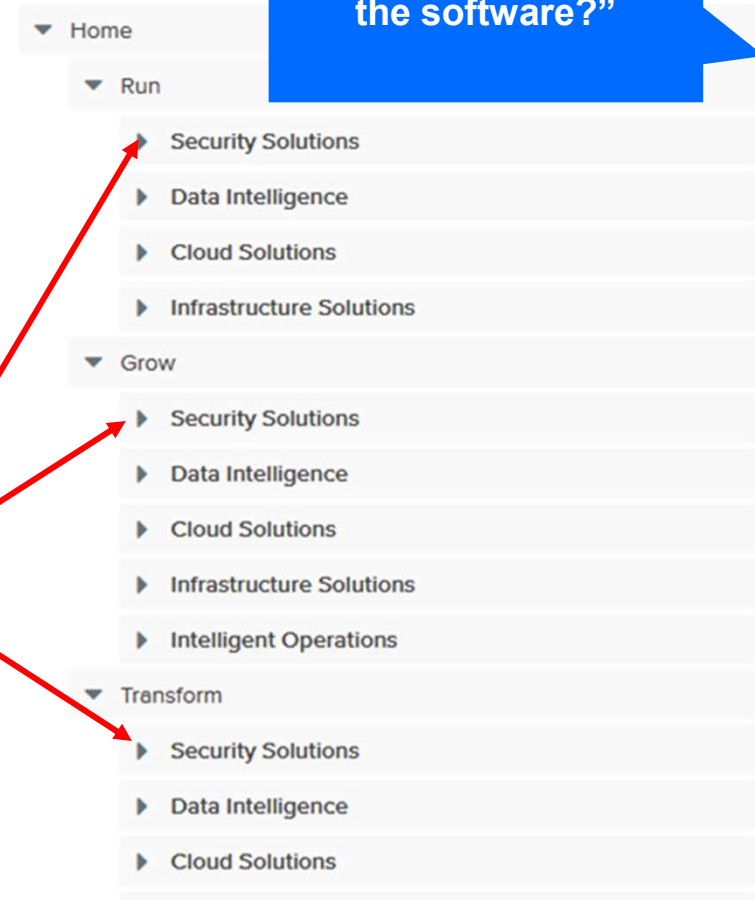
# Tree Test

# Tree Test

- **30 participants** completed 6 basic information seeking tasks. After each task, the participant was asked to rate their confidence level in performing the task.

- Participants averaged **5m 25s** to perform the tasks and indicate confidence.

- Participants showed a **23% success rate**. Out of 180 individual tasks performed, 41 were correct.

"**Internal users had a 50% success rate.**"

▼ Home

   ▼ Run

      ▶ Security Solutions

      ▶ Data Intelligence

      ▶ Cloud Solutions

      ▶ Infrastructure Solutions

   ▶ Grow

   ▶ Transform

   ▶ Resources

   └ Contact Us
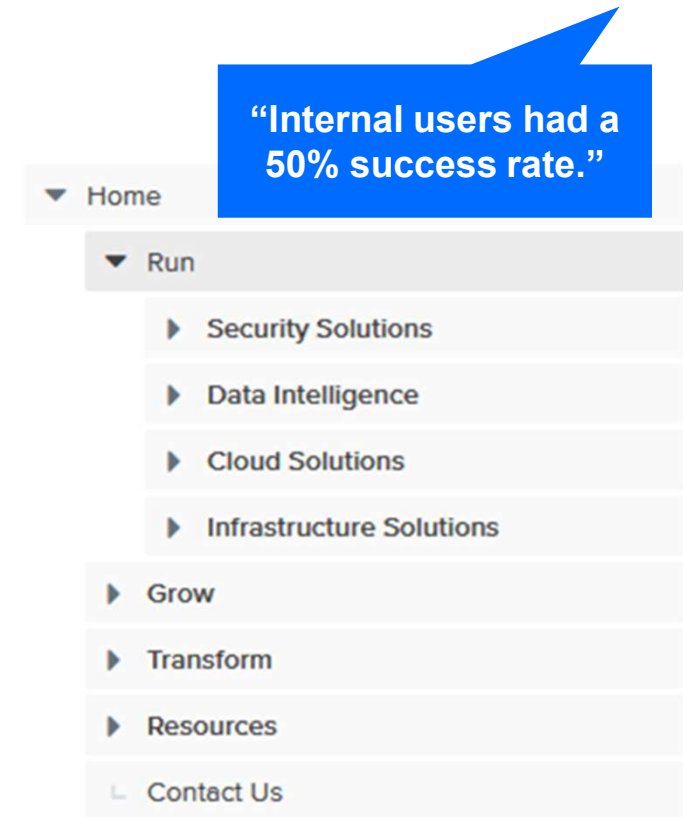
Expandable Navigation Tree

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# Tree Test

The wide range of options "nominated as correct answer" indicated participants were not in agreement about where things might reside.



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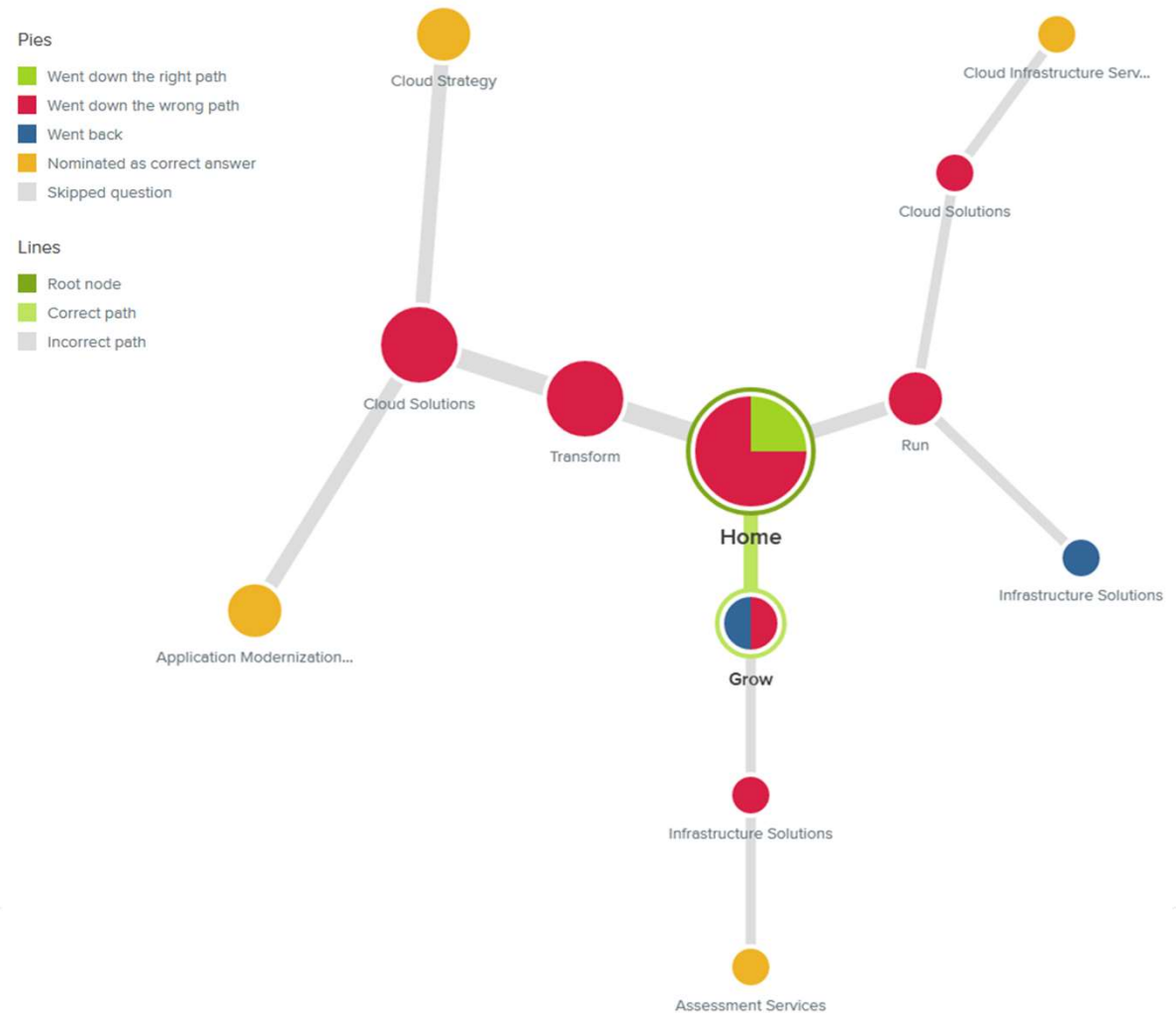
# [T1] Using the menu shown, where would you expect to find the **office location** closest to you?



**66%** Task Success Rate

# [T1.a] How confident or unsure are you of this choice?

How confident or unsure are you of this choice?

| Answer | Percentage | Frequency | Filter responses |
|---|---|---|---|
| Very confident | | 65.5% 19 | Filter |
| Somewhat confident | | 24.1% 7 | Filter |
| Neither | | 0% 0 | Filter |
| Somewhat unsure | | 3.4% 1 | Filter |
| Very unsure | | 6.9% 2 | Filter |

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# [T2] Using the menu shown, where would you expect to find information about **customer support**?



## Time taken

13.22s

13.22 sec ⊕

## Success

10%

10% ⊕

## Directness

72%

72% ⊕

**2**
OVERALL
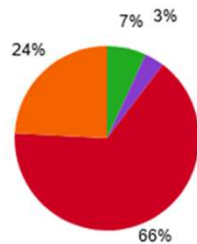
| | | | | | |
|---|---|---|---|---|---|
| ■ Success | Direct | 2 ▼ | 3 ▼ | 7% | 10% |
| | Indirect | 1 ▼ | | 3% | |
| ■ Fail | Direct | 19 ▼ | 26 ▼ | 66% | 90% |
| | Indirect | 7 ▼ | | 24% | |
| ■ Skip | Direct | 0 | 0 ▼ | 0% | 0% |
| | Indirect | 0 | | 0% | |

🍕 View the pietree

**10%** Task Success Rate

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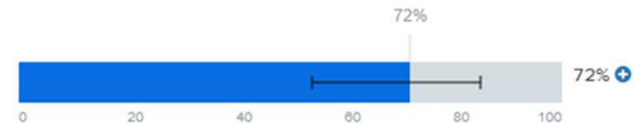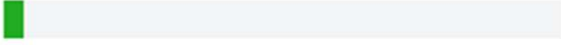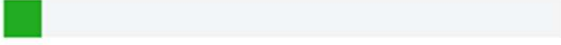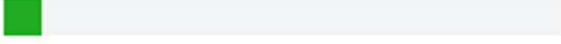
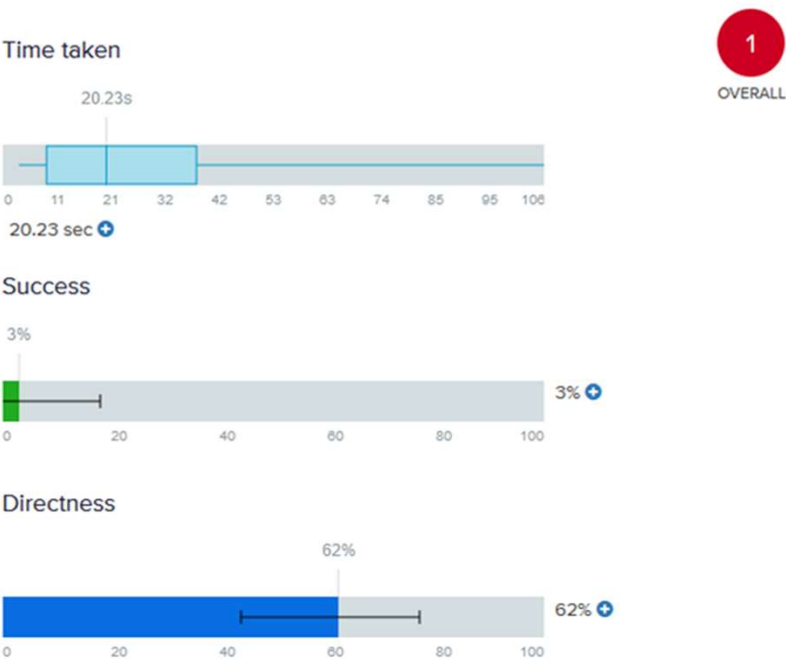[T2.a] Using the menu shown, where would you expect to find information about **customer support**?

How confident or unsure are you of this choice?

| Answer | Percentage | Frequency | Filter responses |
|---|---|---|---|
| Very confident | | 51.7% | 15 | ▽ Filter |
| Somewhat confident | | 31% | 9 | ▽ Filter |
| Neither | | 3.4% | 1 | ▽ Filter |
| Somewhat unsure | | 6.9% | 2 | ▽ Filter |
| Very unsure | | 6.9% | 2 | ▽ Filter |

# [T3] Where would you expect to find information about **artificial intelligence** related services?
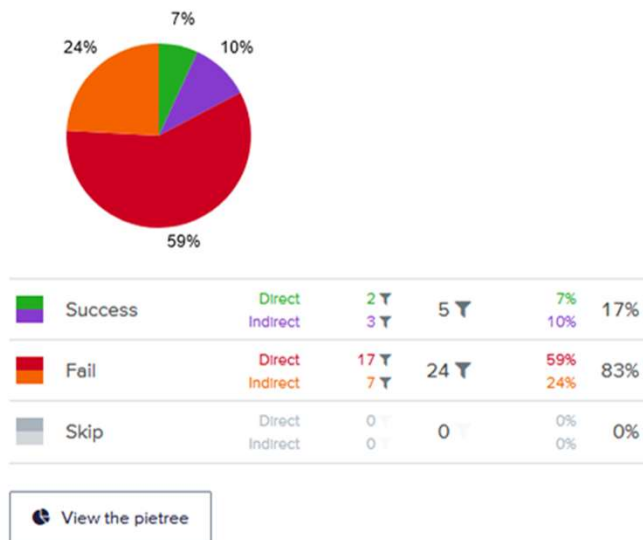


**17%** Task Success Rate
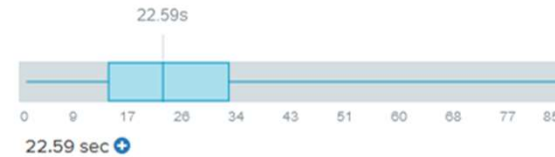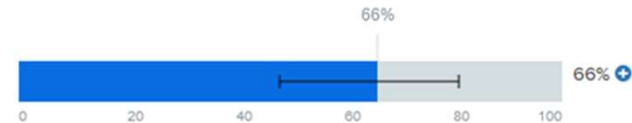
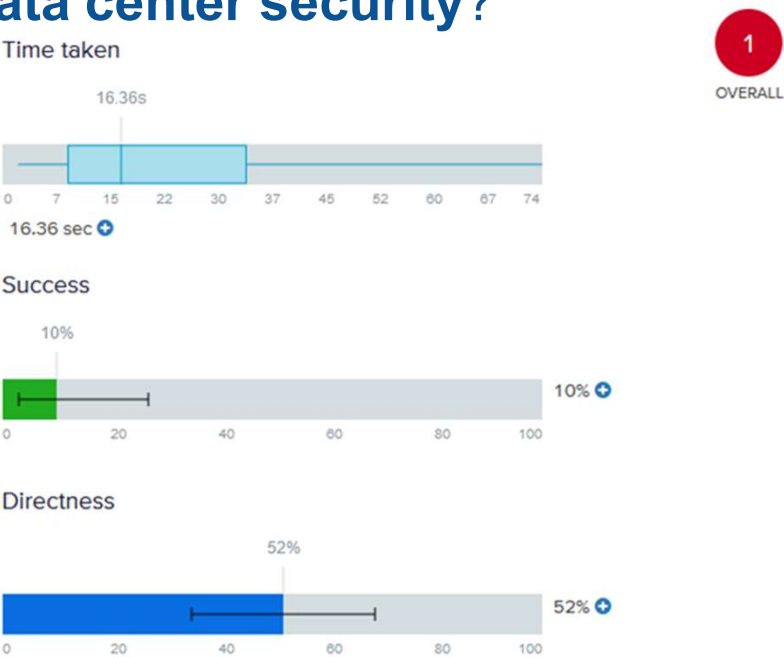# [T3.a] Where would you expect to find information about **artificial intelligence** related services?

How confident or unsure are you of this choice?

| Answer | Percentage | Frequency | Filter responses |
|---|---|---|---|
| Very confident | | 27.6% | 8 | 🔽 Filter |
| Somewhat confident | | 48.3% | 14 | 🔽 Filter |
| Neither | | 17.2% | 5 | 🔽 Filter |
| Somewhat unsure | | 3.4% | 1 | 🔽 Filter |
| Very unsure | | 3.4% | 1 | 🔽 Filter |

# [T4] Where would you expect to find information about **migration to Amazon Web Services/ AWS**?
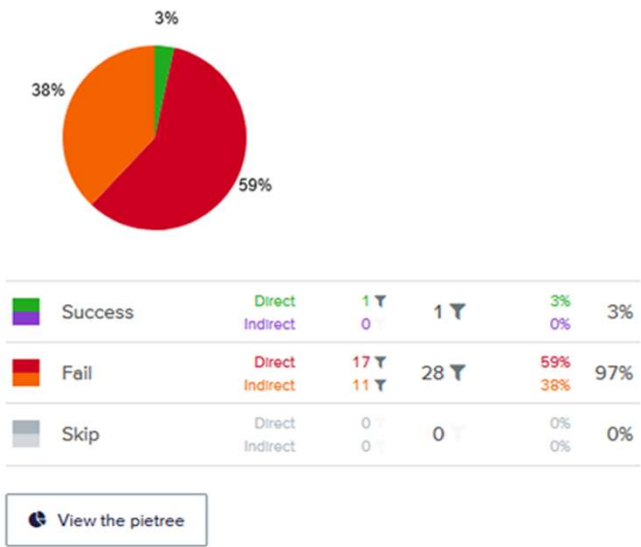


**3%** Task Success Rate

## [T4.a] Where would you expect to find information about **migration to Amazon Web Services/ AWS**?

How confident or unsure are you of this choice?

| Answer | Percentage | Frequency | Filter responses |
|---|---|---|---|
| Very confident | | 41.4% 12 | Filter |
| Somewhat confident | | 27.6% 8 | Filter |
| Neither | | 20.7% 6 | Filter |
| Somewhat unsure | | 6.9% 2 | Filter |
| Very unsure | | 3.4% 1 | Filter |

# [T5] Where would you expect to find information that helps you evaluate this partner for improving **data center security**?
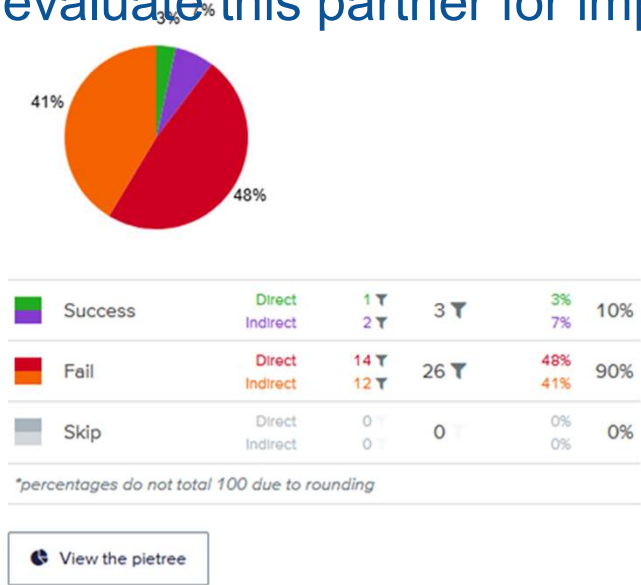


**10%** Task Success Rate

**[T5.a] Where would you expect to find information that helps you evaluate this partner for improving data center security?**

How confident or unsure are you of this choice?

| Answer | Percentage | Frequency | Filter responses |
|---|---|---|---|
| Very confident | | 37.9% | 11 | Filter |
| Somewhat confident | | 48.3% | 14 | Filter |
| Neither | | 6.9% | 2 | Filter |
| Somewhat unsure | | 3.4% | 1 | Filter |
| Very unsure | | 3.4% | 1 | Filter |

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# [T6] Where would you expect to find information about services to help with a new **data analytics** platform?



**28%** Task Success Rate
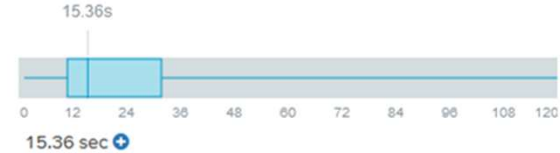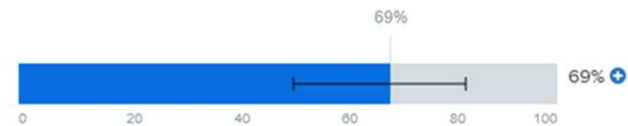
# [T6.a] Where would you expect to find information about services to help with a new **data analytics** platform?

How confident or unsure are you of this choice?

| Answer | Percentage | Frequency | Filter responses |
|---|---|---|---|
| Very confident | | 31% | 9 | Filter |
| Somewhat confident | | 48.3% | 14 | Filter |
| Neither | | 10.3% | 3 | Filter |
| Somewhat unsure | | 0% | 0 | Filter |
| Very unsure | | 10.3% | 3 | Filter |

Take a look at the following diagram. Services are groups into three areas; Run, Grow, and Transform.

*Participants were shown the following graphic and asked…*

Why do you think the services are grouped in this way? Do these groupings **make sense** to you?
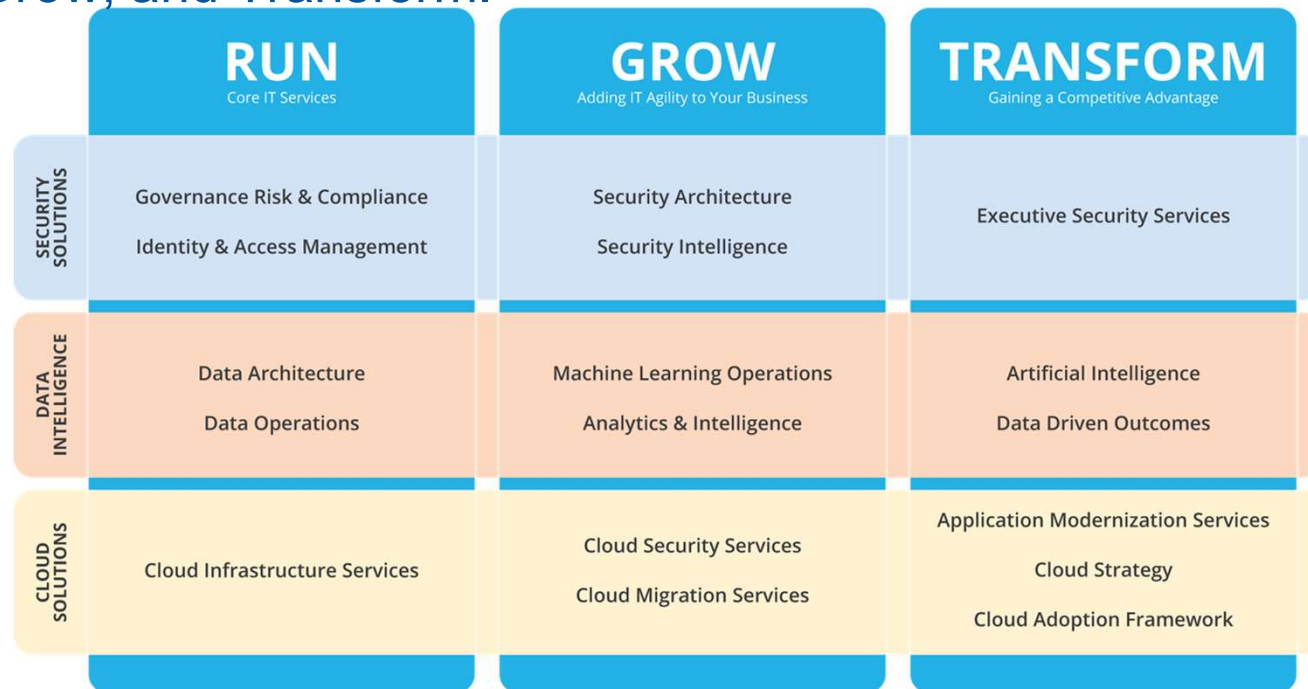
Why do you think the services are grouped in this way? Do these groupings make sense to you?

Of the participant responses...

- 15 were Positive

- 5 were Mixed

- 7 were Negative

"I do not think this offering in matrix make sense to me. As an customer, I would rather see the solutions (security, data intelligence, cloud) at top and spare me the guessing game."

No it's very vague. I had to guess on All of them

They do, formatted in a way for your IT to go from beginner, intermediate to advanced.

Presenting a spectrum from operations to strategic in each technical discipline. It somewhat makes sense.

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# Design Evaluation

# Design Overview

- Participants were asked to respond to a proposed website design and an alternate.

- **24 participants** completed the design evaluations



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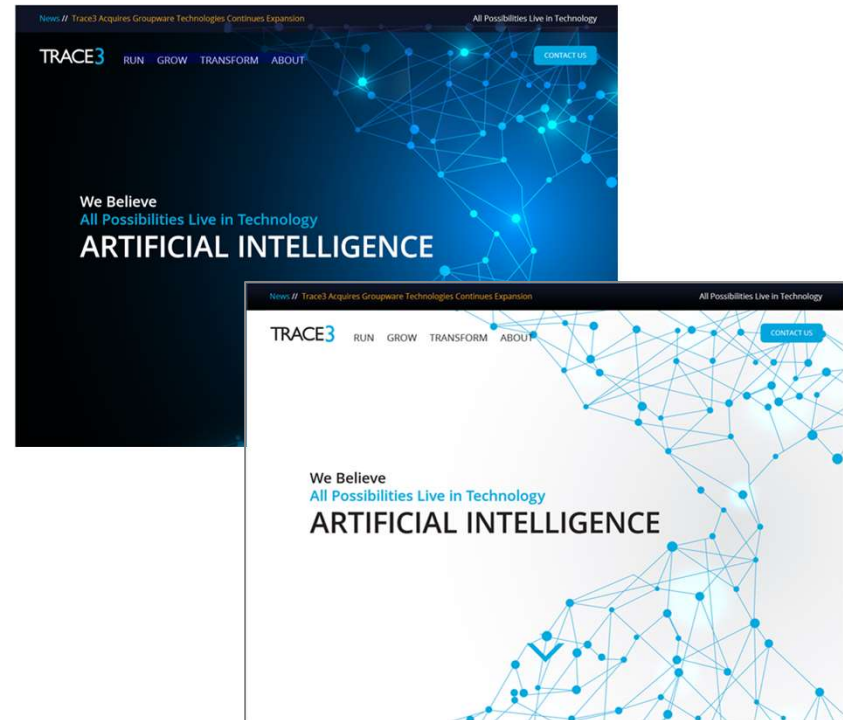
**[M1.a] Look at this website design... What do you remember** about the design or information shown?

- All participant impressions were either neutral or positive
- The most common thing remembered was "Artificial Intelligence"

It's Very Modern & almost Solar looking

*\* Full list of responses in notes*

TRACE3
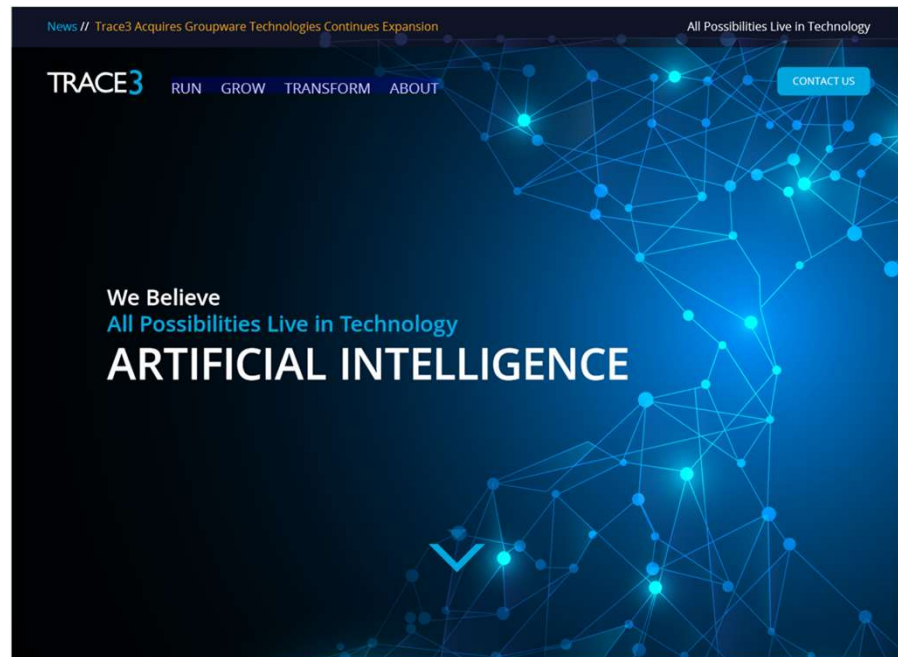
**[M1.b] What are two to three words would you use to describe the company represented by this website?**

- All but one of the responses were either positive or neutral

- Artificial Intelligence was the most common response, followed by terms that indicate innovation; innovative, modern, smart, clever, high tech, futuristic.
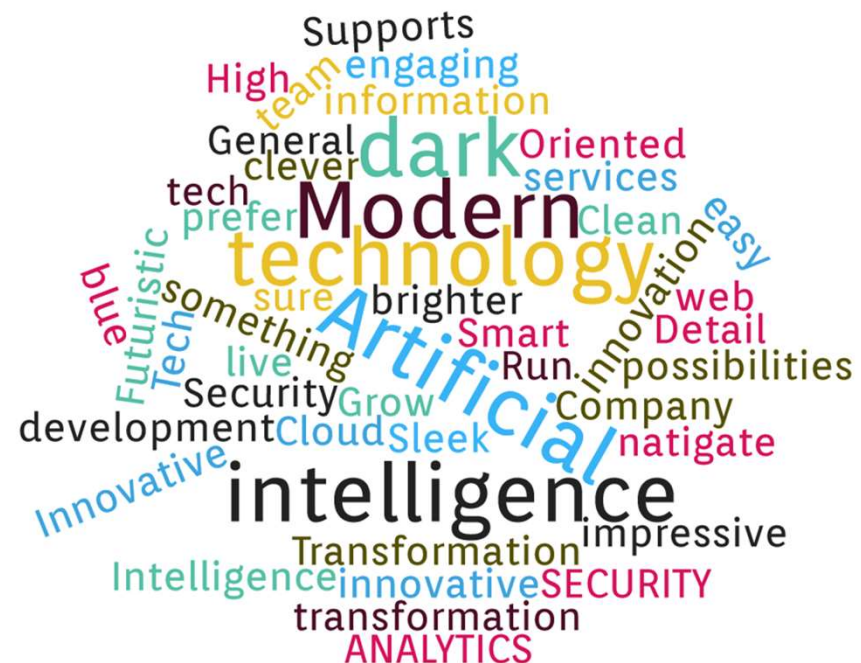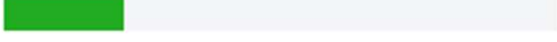
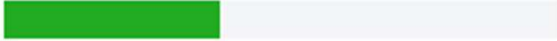**[M2] You would like to look at what services this company offers. Where would you click first?**
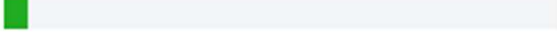
- **17 of the 24** participants clicked on "About" for services

- 5 clicked on or near the down arrow

- 3 clicked "Run"



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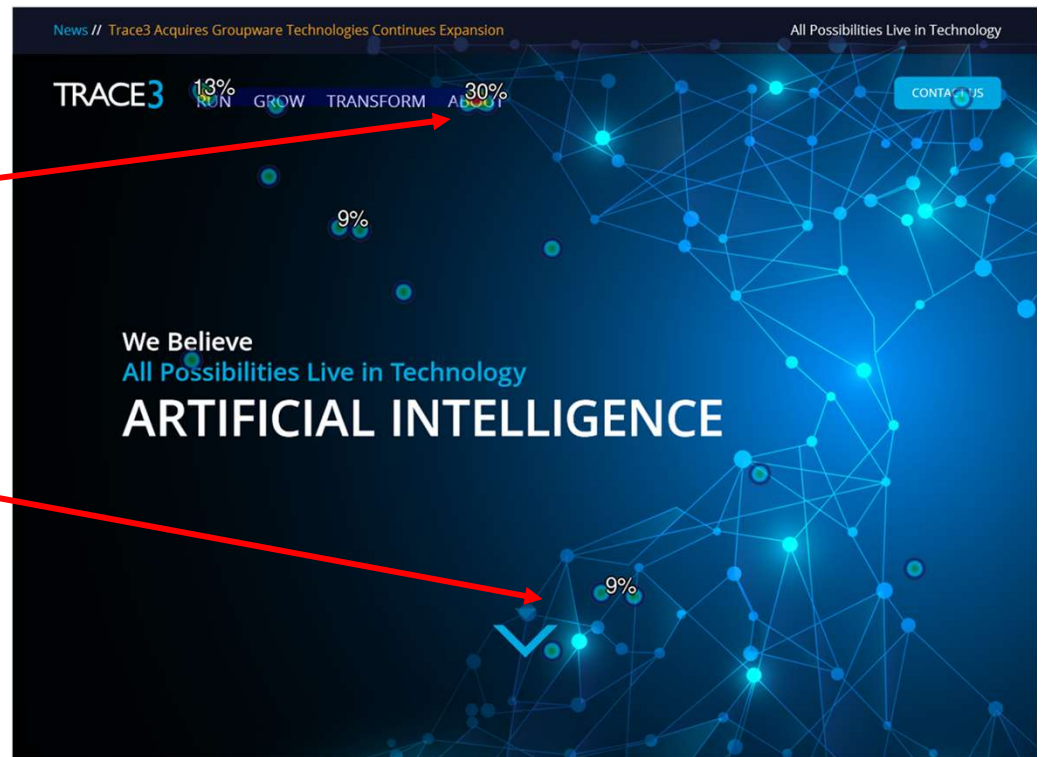
# [M2.a] How **unique** is this design for an IT services website?

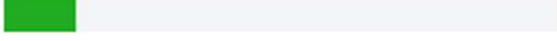| Answer | Percentage | Frequency | Filter responses |
|---|---|---|---|
| Very unique | ▰▰ | 21.7% | 5 | ▽ Filter |
| Somewhat unique | ▰▰▰ | 30.4% | 7 | ▽ Filter |
| Unsure | ▰ | 17.4% | 4 | ▽ Filter |
| Somewhat common | ▰▰ | 21.7% | 5 | ▽ Filter |
| Very common | ▰ | 8.7% | 2 | ▽ Filter |

## [M2.b] How **compelling** is this design for an IT services website?

| Answer | Percentage | Frequency | Filter responses |
|--------|-----------|-----------|--------|
| Very compelling | | 21.7% | 5 | Filter |
| Somewhat compelling | | 39.1% | 9 | Filter |
| Unsure | | 21.7% | 5 | Filter |
| Somewhat uncompelling | | 13% | 3 | Filter |
| Very uncompelling | | 4.3% | 1 | Filter |

**[M3] This is an alternate design of the same website. What did you notice different about this design from the first one shown?**

- Generally participants recognized that the difference between the two design was light vs dark.
- The light design was noted as more "basic."

It is very basic and strikingly white.
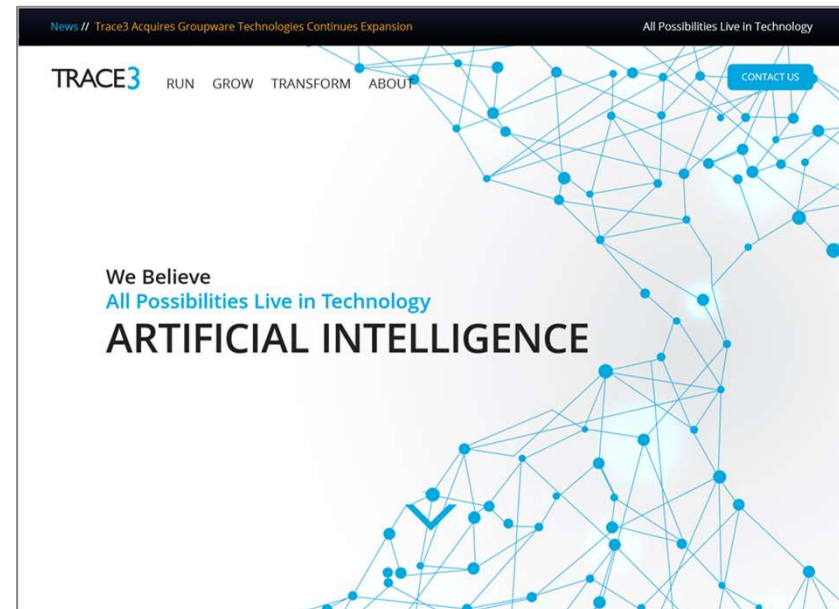
**[M3.a] What two to three words** would you use to describe the company represented in this website?

- As expected, words used to describe the alternate design were similar to the dark design but slightly less favorable.

It doesn't stand out or grab attention, as much as the first.



engaging
welcoming
hard Analytics
clear impressive Small
smart Unprofessional bright
Cheap **technology** Modern
Artificial Intelligence
contrast **Basic** believe
SECURITY simple
web transformation
softer possibilities
innovation
Clean company
warm High

[M4] Click on the website image you find more visually compelling; the one you would prefer to visit.

- 16 participants clicked on design Two, the dark design
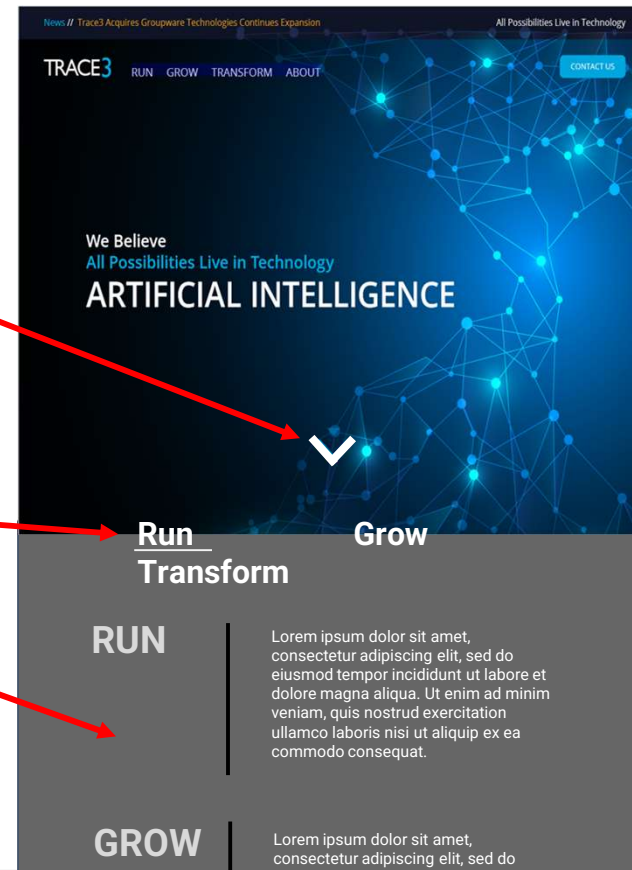
- 7 participants clicked on One
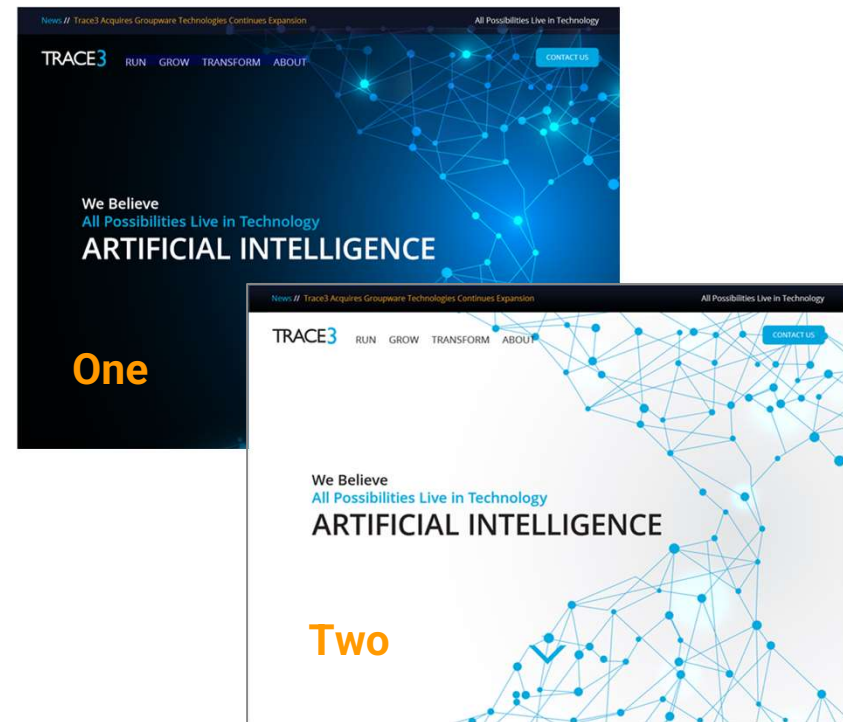
# Recommendations

# Recommendations

- Use "Run, Grow, Transform" as messaging with cross links to key associated services (promoted or featured) as part of the brand story on homepage. Weave this messaging throughout the site, but do not use as actual stand alone navigation labels.

- Use clear, unique, & specific primary menu labels, e.g. "Security Solutions", "Data Intelligence", "Cloud Solutions", and "Infrastructure Solutions."

- Use "About" as the place for company information instead of under resources. Cross link featured blog/news to homepage hero content.

- Add a customer support link as a global menu option.

- Use the dark/black design option.

# Recommendations

- Modify the design for higher visual contrast

- Indicate there is additional content "below the fold" for the brand story.

# Thank You!

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