

## We tested five areas of concern derived from previously conducted current-state research.

### 01. BUSINESS IDENTIFICATION

#### Task

5 second test of homepage with open-ended question "What do you believe this business offers?"

#### Results

9/10 participants correctly determined the business' services based on homepage alone

#### NO CONCERN

While most competitor website's opt for long, scrolling homepages, the client effectively communicates their services in a quick, minimal way.

### 02. INITIATING CONTACT

#### Task

Prototype mission with the directive "You decide to hire this business. Initiate contact with the business owner."

#### Results

8/10 participants used the Contact page  
2/10 participants used Social Media links

#### NO CONCERN

These insights will be helpful in determining what types of conversion goals to set up. I should further investigate when conducting user interviews.

## 03. NAVIGATING THE SITE

### Task

Tree test of navigation with question "Where would you click to read reviews from the business' previous clients?"

### Results

10/10 participants used Testimonials page

#### NO CONCERN

The "Testimonials" navigation label appears to be highly effective in matching users' mental models - they expect to find what is indeed on the page.

### Task

Tree test of navigation with question "Where would you click to view photos of the business's previous work?"

### Results

5/10 participants used Testimonials page

5/10 participants used Hair and Makeup page

#### CONCERN

The client believes seeing photos of past work to be the most important part of searching for an artist; however, users are unsure of where to find these photos.

# USABILITY TESTING

## 04. IMPRESSIONS OF STYLE

### Opinion Scale

What is your impression of the design?

### Results

Rating of 4.8/5

10/10 users shared comments about what they liked

7/10 users shared comments about they they did not like

### CONCERN

While there was much praise regarding the site's overall appearance, there were several comments questioning the photo selection and text, or lack thereof, on the homepage.

“

Could use images that focus a bit more on the hair/ makeup, they look like general wedding photos instead

”

“

I liked that the design is simple, on trend with today's colors, and it is peaceful looking

”

“

By the photos I assume that this is exclusive to weddings, but there isn't any text that confirms that, so I'm left wondering if they provides services to others who need hair and makeup, not just those getting married or being part of a wedding.

”

# USABILITY TESTING

## 05. HOMEPAGE FIRST CLICK

### Task

You are trying to decide if you want to hire the business featured in the next screen. Where would you click to help you decide if you might want to hire the company?

### Results

9/15 participants clicked on areas that currently have no action (photos and Home)

#### MAJOR CONCERN

Users unsure about what to click on as there is no clear call-to-action or indication of what they should do once they land on the homepage.

