USABILITY TESTING

ENT
Mobile Stick-to-Scroll CTA Options

R3

CD-4442

April 15 2022

UX Designer
Jin Yeong Kim

Table of Contents

Overview & Background

We're going to test two different visual treatments with the same order: Call Sales: 1-888-248-9325 and Log in at the bottom. We will test separate CTAs orders and locations after this user testing. We want to know which option can provide a better user experience, increase the number of leads, and easy access to contact or log in for this testing.

Option A) primary CTA being the sales number, and secondary being log in

Option B) primary CTA being the log-in and secondary being the sales number

Goals

- Find out which visual option can provide a better user experience

Methodology

- A/B Testing
- Quantitative Method
- Moderated
- Remote testing with TryMyUI platform and Figma prototype

Tasks

- Navigate two sticky CTAs on the bottom and choose which CTA visual treatment is better and why

Recruitment

- Share Figma links with testers through TryMyUI.com
- Prototyping allows 7 participants to view and take tests directly from the link

Demographics

- Gender: Any gender
- Age: 35-54 years old
- Country: Any country
- Income: Any income
- Education: Any education level

Timeline

March 14, 2022

Figma Prototype Link

See Prototype

Other Test Links

CTA Sticky Option Test Results

See Test Result

Navigation System and Transition Test Results
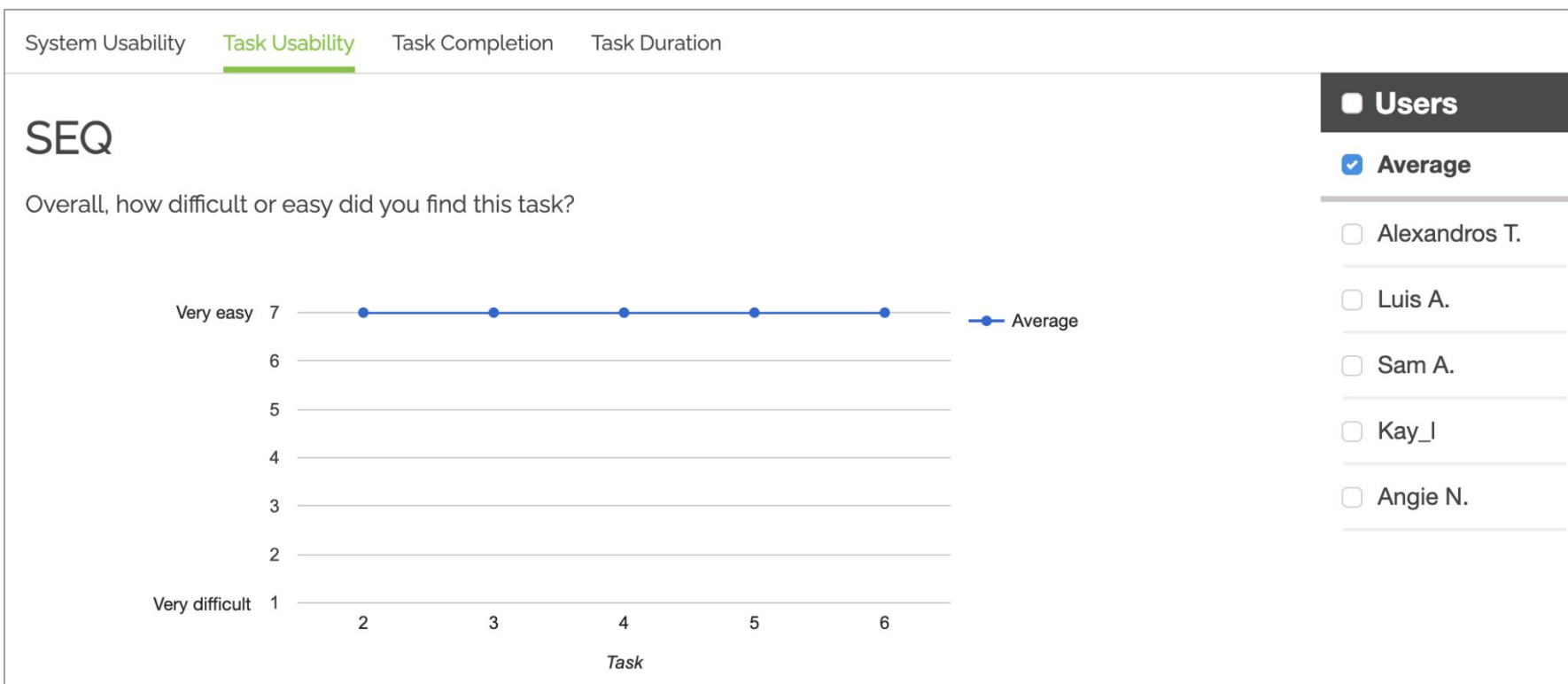
See Test Result

Testing Scenario:

Imagine you're exploring the BigCommerce site on your mobile, and you will need to navigate the menu to go to each page and learn about opening your business with BigCommerce. And you decide to contact us or Log in if you already have a BigCommerce account. This testing is A/B testing which means you will need to compare two visual design style buttons for the "Call sales' and "Log in" buttons. We want to know which option you prefer and why.

*These are the mockups, so you will be able to click limited selections.

1. Find two options which are "OPTION 1" and "OPTION 2," under "Flows" on the upper-left corner. You need to compare two options.
2. OPTION 1: Click the slide menu (top right) and then explore for a few minutes within the menu. After exploring, suppose you want to contact our sales team or log in. Navigate to those buttons. Remember, this testing is for the fixed button styles, which should remain visible and fixed to a certain menu position.
3. OPTION 2: Click the slide menu (top right) and then explore for a few minutes within the menu. After exploring, suppose you want to contact our sales team or log in. Navigate those buttons.
4. After you complete the tasks, which button style do you prefer?
5. Describe a detailed reason why.
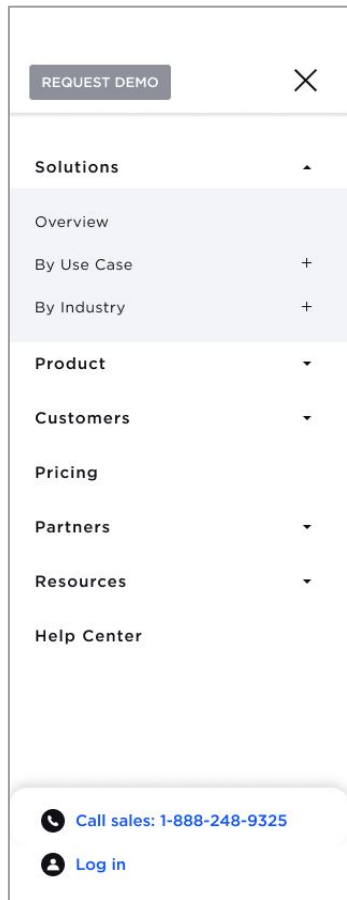6. Do you have any additional feedback on the button style?

Study Result

SEQ

Overall, how difficult or easy did you find this task?

Users

☑ **Average**

☐ Alexandros T.

☐ Luis A.

☐ Sam A.

☐ Kay_I

☐ Angie N.

Study Result

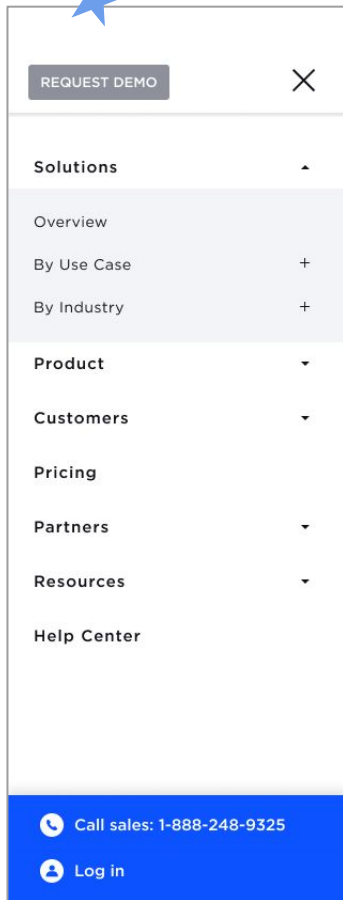|	After you complete the tasks, which button style do you prefer? Describe a detailed reason why.
T 1	Option 2 was easier to locate Contact Sales and Log in. In option 1 I needed to read all other items menu before finding them. Option 2 was quicker for my eyes to see and locate them. You could create 2 bigger and different buttons, not so close together and not so far from the other menu items. Each button could have different color and bigger icon to be identified easier.
T 2	Option B shows me the basic information need to contact, or log in highlighted in blue. I would love to see a little separation between the Phone number and log in option there for making both stand out on their unique use to contact the company.
T 3	Ecstatically, it is more captivating and beautiful design than Option A. It captures the attention very quickly and make the absolute distinction with the other options above highlining the sales phone number option seems so worthy to find it in a slang all with a nice design. OPTION B was the one that captures the attention at the first slang. The blue color that contains OPTION B seems so comfortable and give positive feeling.
T 4	In the test screen these were Option 1 and Option 2, and I preferred option 2. The blue background behind the "Call sales" and "Log in" made them really visible and noticeable. If these two are the main features/functions of the slide in menu, then Option 2 accomplishes it better. The font in the slide-in menu was quite faint, especially in the drop-down links under each section. The font was also quite small (even on my computer screen). Perhaps increasing the font size and improving the contrast between text and background would help. Also, the drop-down button (little arrow) is quite discreet. It might be bigger and/or different color to make it clear that it expands the section to show sub sections.
T 5	I prefer option A because calling is a bit fast and easier way to get help from the sales team for instance if its urgent compared to login you have to write and wait for response for some timeck enough and is there enough knowledge in the bank to support the consumer. Both options are great because it depends with what someone is comfortable to use.

Key Takeaways and Solutions

Opt1

Opt2

1 vs 4

Next Steps

1. Define visual design for the final if we need
   - Consistent button states
   - Arrows use a +/- icon
   - Different visual treatment for the header
   - Update triangle size

2. Possibly change sales language to "start now" or "sign up now" (keep phone number)

3. Discuss relocating the log in and contact buttons if we need.

4. Update the solutions contents to match:

- Multi-Storefront
- Headless Commerce
- B2B
- Wholesale
- Omnichannel
- Offline to Online
- International
- Commerce-as-a-Service