USABILITY TESTING

Enterprise
New Homepage Usability Testing Feedback

[CD-5107](#)

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UX Designer
Jin Yeong Kim

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Overview & Background

Recently we published the Enterprise Home page. We have traffic data through the live page, but we don't have qualitative data that could help engage with customers' descriptive and conceptual findings collected through questionnaires and detailed observation. From this testing, we can update the content with images, discover usability problems, and create a better user experience.

Goals

Analyzing qualitative data allows us to explore ideas and collect customers' stories and experiences from individual testers instead of numerical data. It helps improve customer satisfaction, loyalty and provide a better user experience at testers' individual expectations and feelings.

Methodology

- Qualitative method
- Unmoderated testing
- Remote testing with TryMyUI platform with the link

Tasks

Present the home page link and let testers go through it to explore and learn.

Recruitment

- Share the live home page link with testers through TryMyUI.com
- Prototyping allows 9 participants to view and take tests directly from the live link

Demographics

- Gender: Any gender
- Age: 35-54 years old
- Country: US only
- Income: Second quartile ($50,000 - $90,000)
- Education: College / University / High School
- Employment status: Employed
- Employment type: Working at a mid- size and a large company (100 or more)

Timeline   Aug 3, 2022 to Aug 7, 2022

Home page live link   https://www.bigcommerce.com/

Testing Scenario:

Imagine you're exploring the BigCommerce home page. You will need to explore the home page by scrolling through the entire page. You need to check all contents, graphics, and buttons. We want to gather insights into the users' experience and gain experiential knowledge of your behaviors.

Questionnaires:

1. Without scrolling or clicking, what are your first impressions of the website?
2. In your own words, describe what this company offers.
3. Scroll down this page. As you scroll, talk about what catches your attention or raises questions.
4. What parts of this page did you find most valuable?
5. What parts of this page did you find confusing?
6. After viewing this page, do you have any additional questions you'd like answered?
7. After viewing this page, where would you click next?
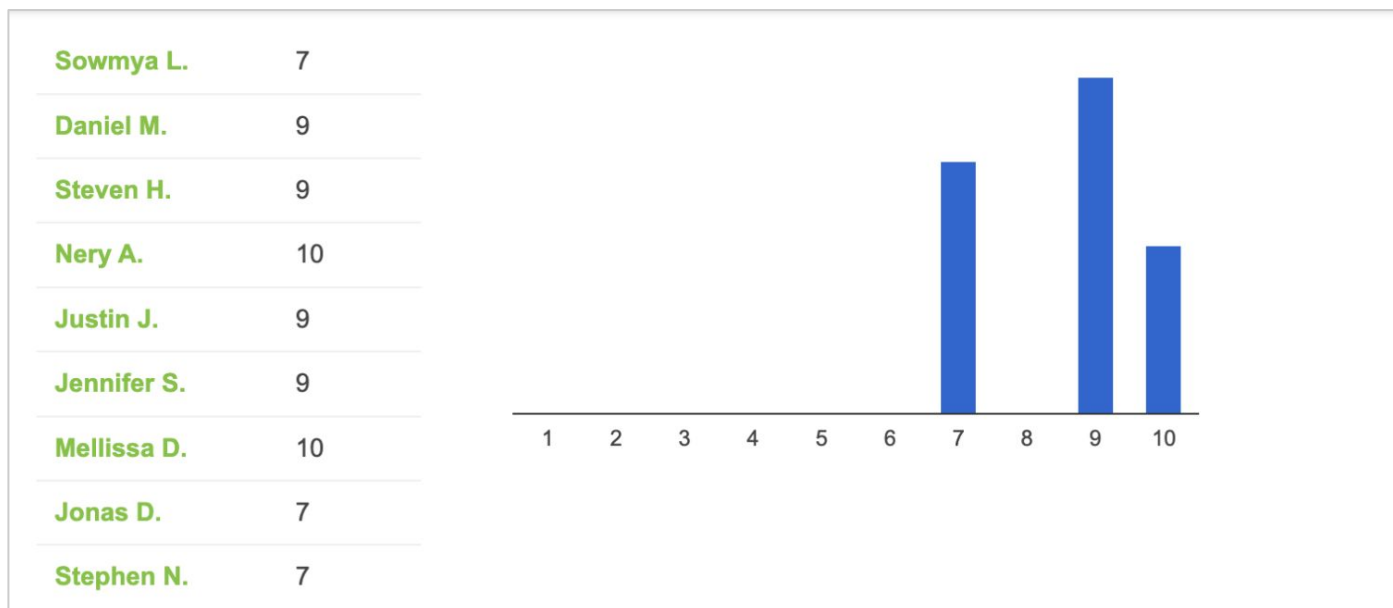
Post-test survey:

- On a scale of 1-10, how informative would you rate this page?
- On a scale of 1-10, how unique would you rate this page?
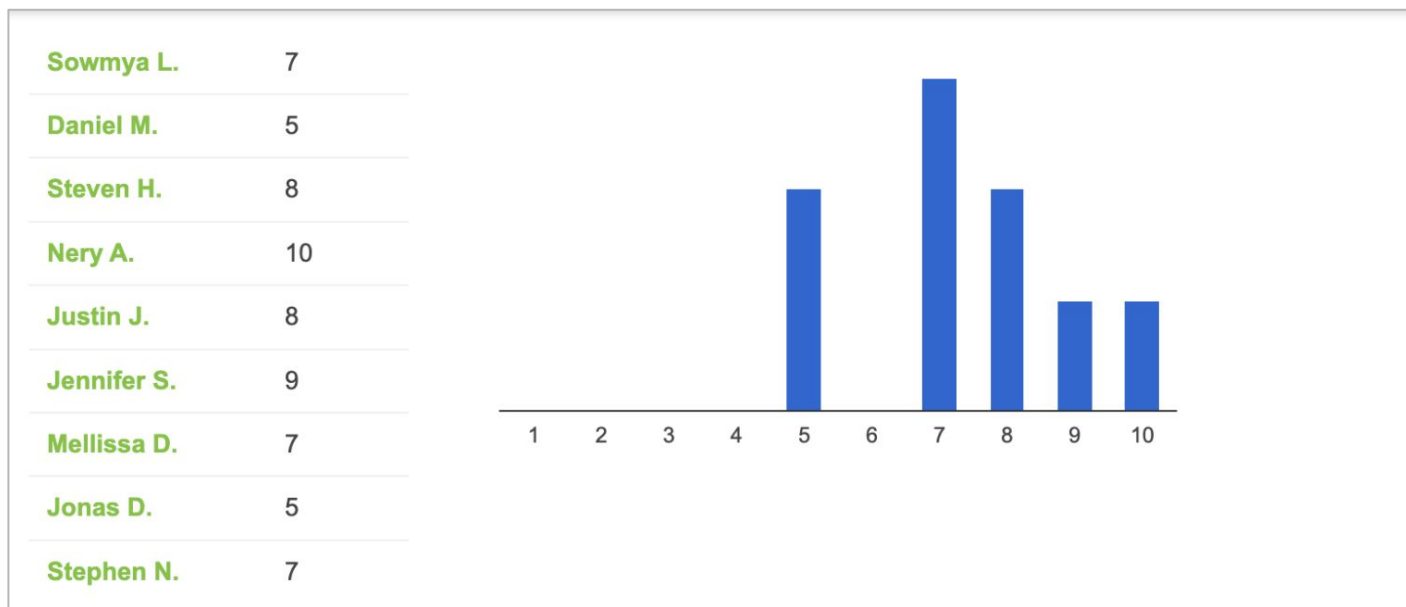- Do you have any recommendations or feedback about the home page?

Additional feedback:

- What did you like about the website?
- What did you not like about the website?
- What did you not like about the website?

Study Result - **Post-test survey**

On a scale of 1-10, how informative would you rate this page? (Slider rating)

Sowmya L.	7
Daniel M.	9
Steven H.	9
Nery A.	10
Justin J.	9
Jennifer S.	9
Mellissa D.	10
Jonas D.	7
Stephen N.	7

On a scale of 1-10, how unique would you rate this page? (Slider rating)

Sowmya L.	7
Daniel M.	5
Steven H.	8
Nery A.	10
Justin J.	8
Jennifer S.	9
Mellissa D.	7
Jonas D.	5
Stephen N.	7

Do you have any recommendations or feedback about the home page? (Free response)

The information on the page has been organized well. There is an easy flow to the content. I would prefer some description of what the user can look forward to in the banner area. Just one sentence would be good.

It was well designed and easy to navigate, but the analyst section confused me for a minute. It needed some additional text to tell me what I was looking at since I was not familiar with the company logos shown.

It is very well laid out. I liked it. Very informative.

The home page offers lots of information but not too much where its an overload to read and understand. Key points are touched as far as services offered and client testimonials. All links within the pages are very clear and easy to see/find. Very nice overall home page.

It was good but I wish there was more reviews and content from actual customers.

I think adding some information to the topic section in the middle of the page could help eliminate any confusion on the user's part and better help the user understand what those topics mean and if they need access/help with any of them.

As I mentioned near the end, I never saw the tab between "enterprise" and "essentials" at the top of the page until the very end (nearly 23 minutes into the test). I wish that had been more visible so that I could have noticed that a lot sooner.

Yes, the homepage lacks some insights and short articles that can introduce the first-time viewer to the site and the services that are offered there. Although, the design looked great and the graphics are amazing, they did not help making the content clear and understandable, also it would be nice to have an intro video at the first part of the home page that can help the user get general thoughts about what is going on.

The product page need to make clear what features and services are.

Study Result - **Additional feedback**

What did you like about the website? (Free response)

- I loved the overall color scheme of the website. The colors were beautiful and gave it a very modern appearance.
- The general scheme of the homepage and the navigation looked and seemed smooth also the first page and the separations of the solutions in a square form.
- I really enjoyed the web pages of actual businesses that work with this company. I loved being able to see what the company was capable of as far as website design and overall appearance.
- The homepage was very text heavy BUT I liked that a lot of the sections were in bullet point form so it made it easier to absorb the information.
- I liked the colors of the homepage, it looked very futuristic to me.
- The pricing tab was very easy to find straight away. Often, pricing is hidden but there was a clear category for it in the main navigation. We were never told to click on anything, so I did not click into it but happy to have clearly seen it.
- The first page and the separations of the solutions in a square form.

Study Result - **Additional feedback**

What did you not like about the website? (Free response)

- There were no or very little tools that can help me understand what is going on and what services and products the site is offering.
- I disliked that the topics in the middle of the page were just headers with no explanation or description. I think integrating a sentence or two under the topics to help people understand what those terms mean would be very helpful to anyone checking out this website.
- I wish the layout allowed for all of the meat of the information to be near the top and not scattered out throughout the page.
- Overall, it seemed like almost too much information on the very first page. I think some of the information could be condensed or moved into other areas.
- The biggest thing I disliked was the fact I never realized there was an enterprise tab (which I was on the entire time) and an essentials tab until almost the very end.
- I guess the site is intended for people who work specifically in this field and it's not a user-friendly to most people.

Study Result - **Additional feedback**

What did you not like about the website? (Free response)

- Move the sections that are bullet pointed about Saas and what this company can do solution wise up higher in the page.
- Make a quick introduction and easy to understand video also (it can be animated to let the viewer focus on the important stuff).
- Make the enterprise/essentials tabs more visible.
- I would explain the terms in the middle of the page more by giving a short description of what they mean and why
- I would eliminate some of the text on the homepage. There was a lot of information given on the very first page which could seem almost overwhelming to someone, especially someone who is new to this and needs help getting started.
- Fill the first part of the home page with articles and small paragraphs that are talking about the site in general and the services offered here,

Key Takeaways

Highlight of key takeaways

https://www.trymyui.com/pra/1gSY7eOsLTO9I7mP
(Please watch | About 13 mins)

- Great feedback for color scheme, graphics, and professional look
  (Ecommerce, your way section - Get user's attention)
- Hero graphic: Looks like camping business, outdoor product,
  or cookware :-)
- Readability issues
- Play button: It's just image. Not play the video button.
- Overall, testers understand the business
- Overwhelming amount of content
- Most valuable content: Ecommerce, your way, Eco(system) friendly.
  Open for business and Everything you need for growth
- Most popular CTA:
  - Hero section (VIEW PRODUCT TOUR)
  - Ecommerce, your way. (LET'S GO)
  - Open for business section (LET'S GO)
- Biggest question: **PRICING**

Useful tester videos

Jonas
https://www.trymyui.com/pva/ss8Y8g7eOAz37O7O

Mellissa
https://www.trymyui.com/pva/ss8YGM7eOrxYs6mT

Jennifer
https://www.trymyui.com/pva/ss8Ys67eOq2dhLcX