

USABILITY TESTING

Essentials  
Offer LP w/ Logo Wall

[CD-5569](#)

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## Overview & Background

We tested the landing page with logo wall and got **28% CVR, increased the demo request**, but **4% less the trial signup CVR** ([Link](#)). Based on this, we wondered why we got these results and what influences users with the logo wall to convert.

We need to understand qualitative user's thought and what the logo wall means to users. Also, this testing could help engage with customers' descriptive findings collected through questionnaires and detailed observation.

## Goals

- Analyzing qualitative data allows us to understand and collect customers' experiences from individual testers instead of numerical data.
- Finding why we have better demo request CVR results with the logo wall.
- Comparing if we have different or same results between this user testing and CRO test.
- Collecting user's individual expectations and feelings about the logo wall, messaging, and imagery on the hero section.
- Gathering insights into the users' experience and gain experiential knowledge of user's behaviors.

## Tasks

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

## Methodology

- Qualitative method.
- Unmoderated testing.
- Remote testing with Trymata platform with the link.

## Recruitment

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

## Demographics

- Gender: Any gender.
- Age: 25-65.
- Country: Any country.
- Income: Any income.
- Education: College / University.
- Employment status: Employed.
- Social networks usage: At least several times a week

**Timeline** Nov 14, 2022 to Nov 15, 2022

**Figma Prototype Link** [See Prototype](#)

## Testing Scenario:

This is usability A/B testing, which compares two-page variations. We provide two options with the five logos: Black Diamond, Natori, Yeti, Gorewear, and Johnnie Walker, and without the five logos. Except for the logos, the two mockups are the same. You can compare two pages with the logos and without them. To understand the business aim, you must check all contents, graphics, and buttons throughout the page. We want to know which logo option is better for you and why you prefer your choice. These are the mockups, so you won't be able to click some selections.

### Questionnaires:

Find two options, "Option 1 with five logos" and "Option 2 without five logos," on the upper-left corner. Now compare the two options.

1. **Option 1 with the five logos:** Click the slide menu. You will see the mockup with the five logos and explore the entire page.
2. **Option 2 without the five logos:** Click the slide menu. You will see the mockup without the logos and explore the entire page.

### Post-test survey:

- Which logo options do you prefer? - Option 1 with the logos - Option 2 without logos
- Describe a detailed reason why (Free response)
- How impactful are the logos on you? (Free response)
- Find the two buttons which are "REQUEST DEMO" and "START FREE TRIAL on the top section. If you have selected the button which one did you click first?
- Describe a detailed reason why. (Free response)

## Study Result 1 - Post-test survey

	Which logo options do you prefer?		Describe a detailed reason why
	Opt 1 (w/logo)	Opt 2 (wo/logo)	
T1	X		Option 1 feels more vibrant with the logos. The logos help enrich the content of the page. And I may be interested to see which companies sponsor the brand.
T2		X	I personally didn't see the need for the logos to be there. I think the rest of the website was well designed and gave me a good idea of how good this e-commerce website was.
T3	X		I think it looks very visually appealing, and helps the customer really see what the brand can offer.
T4		X	The option with the logos of major clients will help build trust for new customers that don't know the company.
T5	X		When I see a business associated with big names, it gives me much more confidence to trust the business. So for that reason, I prefer the one with logos.
T6	X		Having the five logos gives me a feeling of trust for having well known logo for the reference. It makes me feels like if I'm using BigCommerce, I'll be in good hands because the five logos as the reference.
T7	X		It builds confidence and trust, it would aid in positive decision making. Also I think it is amazing to show big brands logo that uses your products/services.

## Study Result 1 - Post-test survey

	Which logo options do you prefer?		How impactful are the logos on you?
	Opt 1 (w/logo)	Opt 2 (wo/logo)	
T1	X		Not as much impactful. I like to see logos incase I am not familiar with the company by name, but I might recognize them by logo.
T2		X	They didn't have an much of an impact at all on me. The detailed info and the credentials were a lot more impactful.
T3	X		The logos are slightly impactful, mainly the ones I recognize, like Black Diamond.
T4		X	The design of white logos with a black background made them blend too much with the design and not stand out. Maybe have the logos be in color so they pop more.
T5	X		They are really impactful. Seeing the logos instantly makes me feel more confident using the website.
T6	X		Very highly impactful to me. The logos gives the reference of whom the company are working with or who are their customer or clients, so when I see they are working with good companies, it gives me certainty that it will help with my business as well.
T7	X		Very impactful. with those logo's on I feel I can trust the brand.

## Study Result 2 - Post-test survey

	Find the two buttons which are “REQUEST DEMO” and “START FREE TRIAL”, on the top section. If you have selected the button, which one did you click first?		Describe a detailed reason why.
	REQUEST DEMO	START FREE TRIAL	
T1	X		I clicked Request A Demo because I thought it would show more details about the offer and pricing information.
T2	X		The request demo button was available multiple times throughout the page so it felt a lot more important. If I remember correctly it was displayed in the top middle and last section of the page.
T3	X		I clicked request demo first. This is because I'd like to see a demonstration before I enter all my information for a free trial. As a free trial to me, means I definitely want the service, and I'm not sure I do yet.
T4	X		To me "request demo" stood out to me as a way to learn more before committing to even a free trial.
T5	X		I would click on the request a demo button. I would need to understand how things work before starting the free trial.
T6	X		I'll click on REQUEST DEMO first. Because usually I'd like to see how it works and to see if this is something I see will help with my business. The demo also will tell if I can use the service easily, because if it feels complicated to use, I might not start the free trial.
T7	X		"Request Demo" because I would need to get started.

## Highlight of Key Takeaways

1. Got the same result as CRO testing
2. Major clients' logos can help build new customers' trust and confidence.
3. Consider choosing the most recognizable logos if we have flexible options.
4. Users feel "REQUEST DEMO" can help them learn more about the offer and pricing before entering personal information for a free trial.
5. Use "REQUEST DEMO" as the primary CTA and make it stand out more.

