

Reactions to user testing of website

December 2010

Testing aims:

Understand how people use the current [REDACTED] website and identify ways in which it can be improved.

Method:

Observations were made of people using the [REDACTED] website.

Analysis of local and national competitors websites is also included.

Findings

Positive areas:

- * Pictures are good.
- * Burgundy background colour is good.
- * Site implies [REDACTED] are a quality organisation that produces quality furniture.
- * Logo is liked.

Home page:

- * Mixture of views on slideshow images - some liked it, others didn't.

About page:

- * Mention of being able to see a kitchen when it is in the workshop was welcomed.

Areas for improvement:

General:

Too much information is lost below the fold (The fold on a Web page is the place where most browsers begin to scroll the design) - too much scrolling has to be done.

Poor use of space: Large images on the right, with lots of white space on the left.

Need more detailed pictures of furniture, such as drawers, cupboards etc. This needs to be coupled with written descriptions explaining how things work, such as self closing drawers.

Would like to see some discussion of price.

People were not interested in the testimonials, because there is no way of determining their veracity.

Home page:

It's hard to know where to go from the home page.

The home page is too busy, it's not obvious what [redacted] do.

Mixture of views on slideshow images - some liked it, others didn't.

Email address isn't live.

About page:

Information about the workshop was not interesting to people - they don't know what CNC machining facilities etc. are.

Analysis of local and national competitors websites:

- * groups by Traditional, Shaker and Modern
- * includes some explanation of the process, but not extensively
- * whole site feels corporate and impersonal

- * groups by kitchens, bedrooms and bathrooms then finish (oak, walnut etc)
- * no explanation of process
- * site is small, cramped and impersonal

- * groups by Impact, Simplicity and Character, then finish
- * no explanation of process
- * site is cluttered and confusing, but does have a lot there if you have the time to explore

- * groups by kitchens, bathrooms, bedrooms, furniture and major projects - has good information/case studies on each design
- * no explanation of process
- * nice, simple to use site, poor photos

- * no grouping
- * no explanation of process
- * poor site

- * grouped by finish
- * no explanation of process
- * poor site

- * no grouping
- * quite good explanation of process
- * simple one-man band site, looks aimed at low budgets

Analysis of local and national competitors websites:

- * no grouping
- * good explanation of process, including mention of deposit
- * poor site

- * no grouping
- * good explanation of process
- * poor site

- * no grouping
- * no explanation of process, but good links to magazines
- * poor site

- * no grouping
- * okay explanation of process
- * quite good site, but awful photos

- * grouped by Leicht and Callerton
- * minimal explanation of process
- * poor site

- * grouped by client (I wonder if they have client consent?)
- * okay explanation of process
- * poor site: hard to read, poor photos

- * grouped by contemporary, classic and traditional
- * great explanation of process
- * mixed site - display of kitchens poor

- * grouped by saporetta, contemporary, classic and traditional
- * okay explanation of process
- * pretty good site

Analysis of local and national competitors websites:

- * grouped by hand built, frontage and pronorm
- * poor explanation of process, but good link to magazines their kitchens have featured in
- * okay site

- * grouped by your kitchen, your bathroom and your bedroom
- * good explanation of process, this is the only site that has a blog
- * good personal site

- * no grouping
- * long winded explanation of process, good example of plans
- * good site

- * grouped by kitchens, bedrooms and bathrooms, then oak, shaker, real wood, classic, contemporary, traditional, designer and accessible
- * good, simple explanation of process
- * good, but impersonal site, feels corporate

- * grouped by designer, modern and traditional then finishes
- * no explanation of process
- * poor, impersonal site

- * grouped by uniquely, purely and essentially (all priced)
- * great explanation of process
- * good site - clean, simple and easily understandable

Recommendations:

Home page:

Make it obvious what [redacted] do:

Make 'Bespoke kitchens and fitted furniture for the home' a tag line for [redacted]. Put this on the Home page main image and in the website title bar.

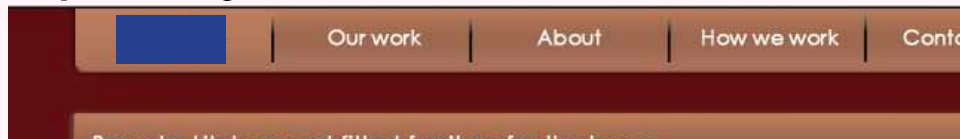
Then group work by:

Traditional kitchens, Contemporary kitchens, Retro kitchens, Interior refurbishments and Workplaces.

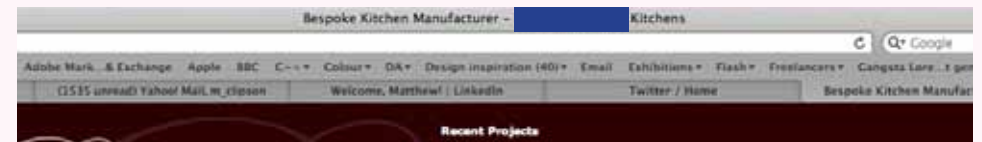
Grouping your work on the Home page will give people easy ways to navigate to the area they are interested in. The main image will then be a slideshow that rotates through these groups. The main image will be clickable through to the group area.

Give logo meaning, by using it as the Home tab in the navigation bar. It is widely expected that the company logo on a website will take the user to the Home page.

Proposed navigation bar



Previous title bar



Proposed title bar



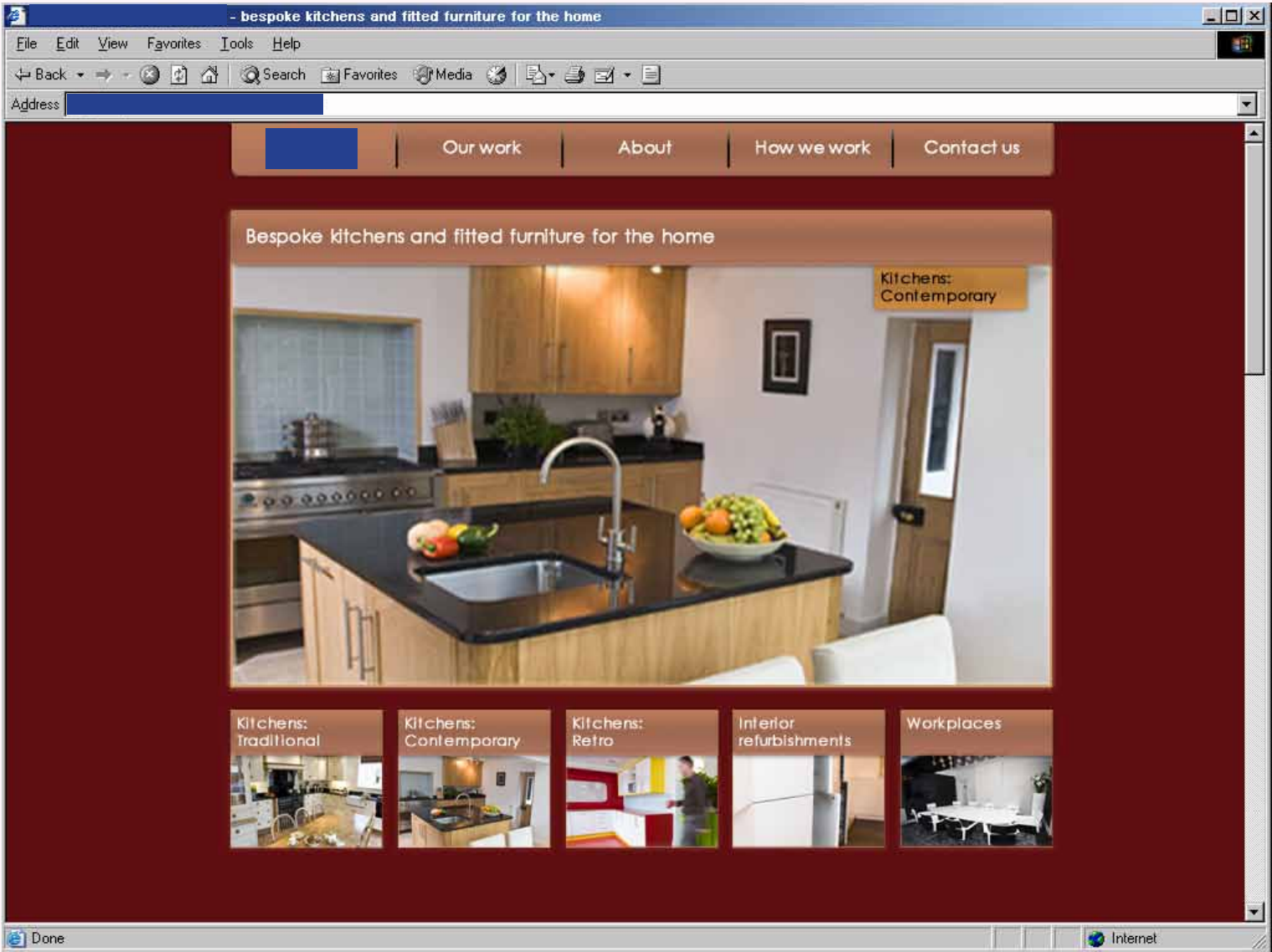
Previous work layout



Proposed work layout



Proposed Home page

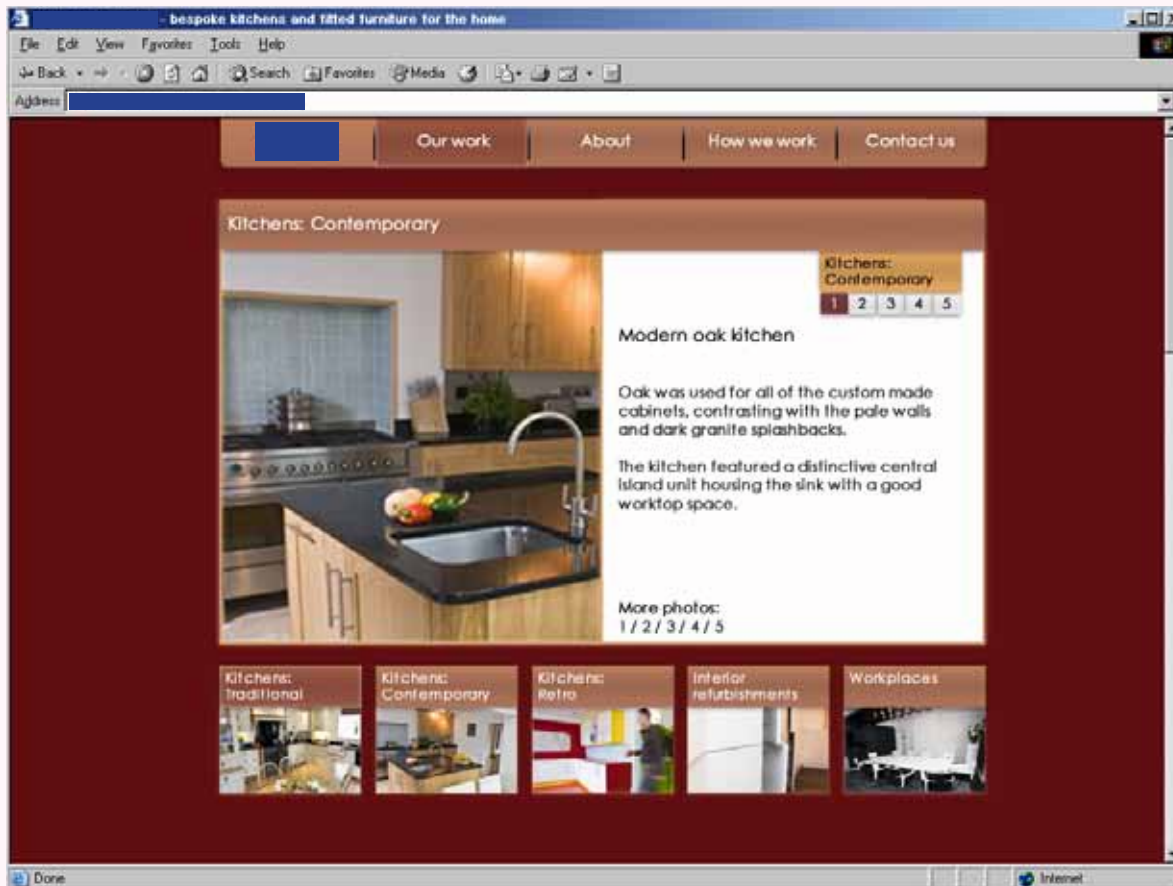


Our work:

Give detailed summary of finished design - materials used, particular design issues, client preferences.

Ensure all photos are labelled descriptively, i.e. oak_finish_kitchen.jpg rather than DSC001_87678.jpg. This helps get your web site high up on a search engines results page.

Proposed Our work page



About page:

Rather than have an About page that details workshop facilities, have a How we work page that details the process from initial contact to finished kitchen. A competitors website that does this particularly well is [REDACTED]

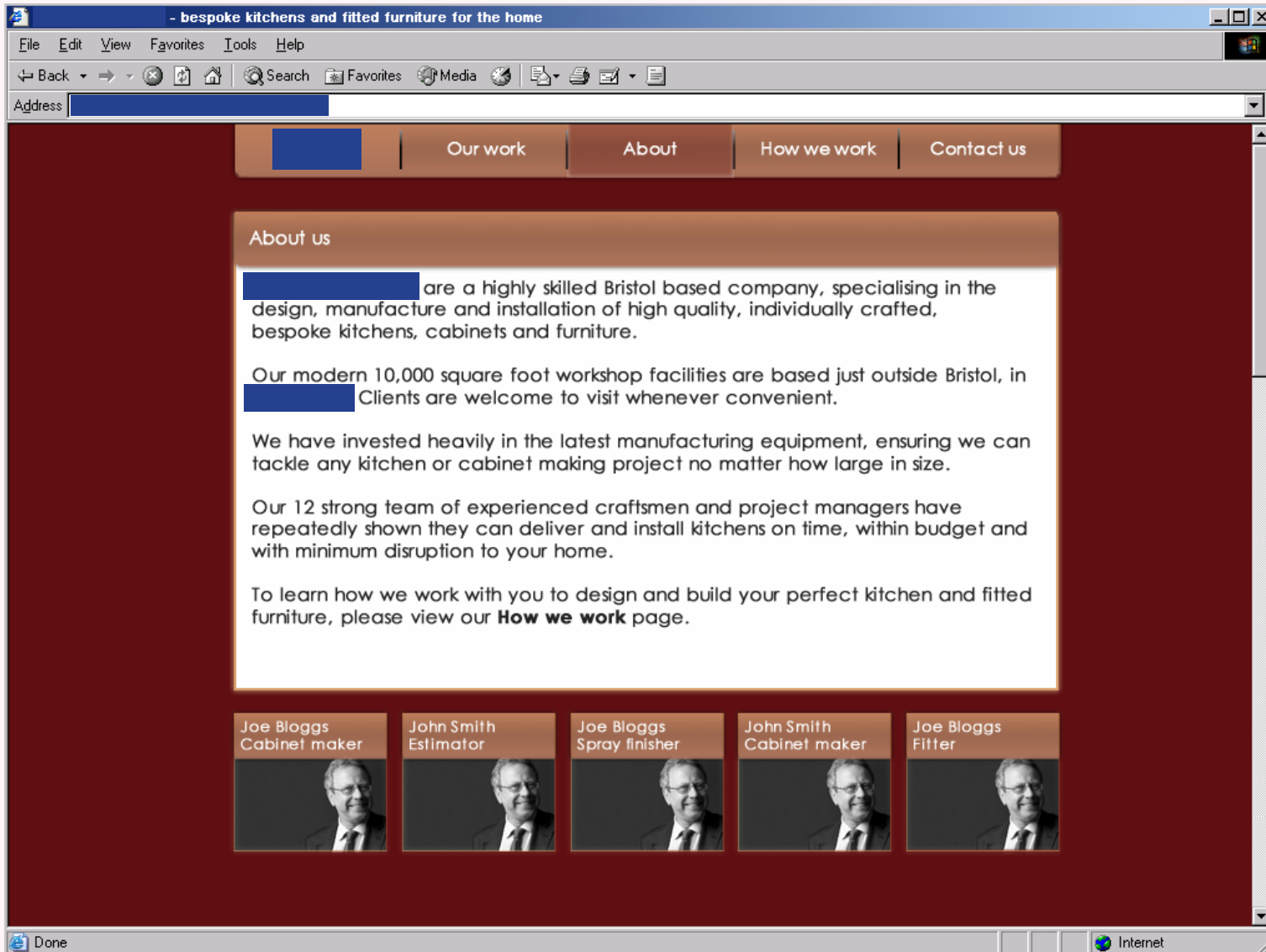
Your new About page can have a short description of [REDACTED]. It is worth considering having photos and short bios. of key employees. People like to see who they will be meeting before they actually do so.

Example employee bio.:

Joe Bloggs - Master cabinet maker

Joe has over 20 years experience of cabinet making. He prides himself on his attention to detail. One of his greatest skills is in making rounded corner carousels. Joe's favourite home cooked meal is his mum's Sunday roast.

Proposed About page (rolling over employee photo will replace about us text with bio.)



How we work:

This page can be used to explain the process of how [redacted] work, from the first phone call/email to the final fitting.

Make mention of working to all budgets - may be worth considering stating what price kitchens start from. Do you require a deposit? It would be worth mentioning that in the process step that it's required.

When explaining the process, have an example of the plans people will receive.

Make it obvious that [redacted] will design a kitchen that is suited to how a client wants to use and enjoy a kitchen that is correct for their lifestyle and desires. Give examples - "Mrs A loved to chat to guests whilst entertaining, so we designed an island unit that faced the dining area;" "Mr & Mrs B's dog loves sleeping by the Aga, so we built a space next to the stove for her to curl up in."

State that you will give your expert advice on all required appliances.

Proposed How we work page

The screenshot shows a web browser window with the title "- bespoke kitchens and fitted furniture for the home". The browser's address bar is empty. The page has a dark red background and a navigation menu with five items: "Our work", "About", "How we work", and "Contact us". The "How we work" section is highlighted and contains the following text:

How we work

Step one
When we receive your phone call or email, we will arrange to meet you at your home to discuss what you want in your new kitchen, and to take measurements.

[Redacted] will design a kitchen that fits with your budget, your lifestyle and the layout of your house. For example: Mrs A loved to chat to guests whilst entertaining, so we designed an island unit that faced the dining area.

We will also give expert advice on all required appliances.



Step 1 / 2 / 3 / 4 / 5

At the bottom of the page, there is a horizontal row of five thumbnail images, each with a title above it:

- Step one Meeting: A photograph of the woman and man from the main image.
- Step two Plans: A photograph of kitchen floor plans.
- Step three Build: A photograph of a kitchen under construction.
- Step four Fitting: A photograph of a person working on a kitchen unit.
- Step five Check: A photograph of a finished kitchen unit.

The browser's status bar at the bottom shows "Done" on the left and "Internet" on the right.

General:

When you get magazine pieces on your kitchens it would be worth referencing this, and possibly linking to magazine website.

Search Engine Optimisation:

Need to install Google Analytics on web site (with ref. to earlier email sent to [REDACTED]). This will tell us how many people visit the website and what they do there.

Writing a blog will keep your site high on a search engines results page. If a full blog seems impossible, consider Twitter.

Include Bristol in title. When people search for Kitchens Bristol, [REDACTED] will come up. People most commonly search for things in their area.

Proposed alternative title bar

