intechnic
Results Driven Websites

User Experience Audit:
Sample Report

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What is a UX Audit?

User Experience (UX) Audit refers to the collection of methods, skills and tools used to study and analyze how users interact with a website.

The analysis is then used to make educated decisions and recommendations (based on facts, research and data) on how to tweak and optimize the website which then translates to better business performance and higher ROI.

Why is it Important?

Forrester Research shows that, on average, every dollar invested in UX brings 100 dollars in return. That's an ROI of a whopping 9,900%!

For a complete business case, please read the Forbes article "Good UX is Good Business" by the CEO of Intechnic, 9th in the world to be awarded Master UX Certification.

http://www.forbes.com/sites/forbestechcouncil/2015/11/19/good-ux-is-good-business-how-to-reap-its-benefits/

What Can You Expect?

User Experience Design (UX) is the process of enhancing user satisfaction by improving the usability, accessibility and efficiency of user interaction with a website.

By studying user interactions, we can identify potential usability problems, findability issues, inefficiencies and bottlenecks that prevent users from completing their objectives.

By making tweaks and improvements to an existing website, we can achieve the following:

Increase Conversions	Improve Customer Satisfaction
Increase the activity on your website that translates into business success:	*Improve the satisfaction of users interacting with the website resulting in:*

- More Leads
- More Purchases
- More Information Requests
- More Registrations
- More Subscriptions
- More completed actions from your users

- Easier and quicker to find important information
- Quicker task completion
- Less support calls/cases
- Less user frustration
- Overall better perception of your brand and organization

Why Wasn't This Done Before?

Your website should have been built and tested using the best UX practices, but it is still possible to accurately predict how users will actually interact with the website. This can only be done on a live website with real users.

UX is all about eliminating opinions and assumptions and replacing them with data and research collected from the website's users. This data can only be obtained AFTER the website has been launched.
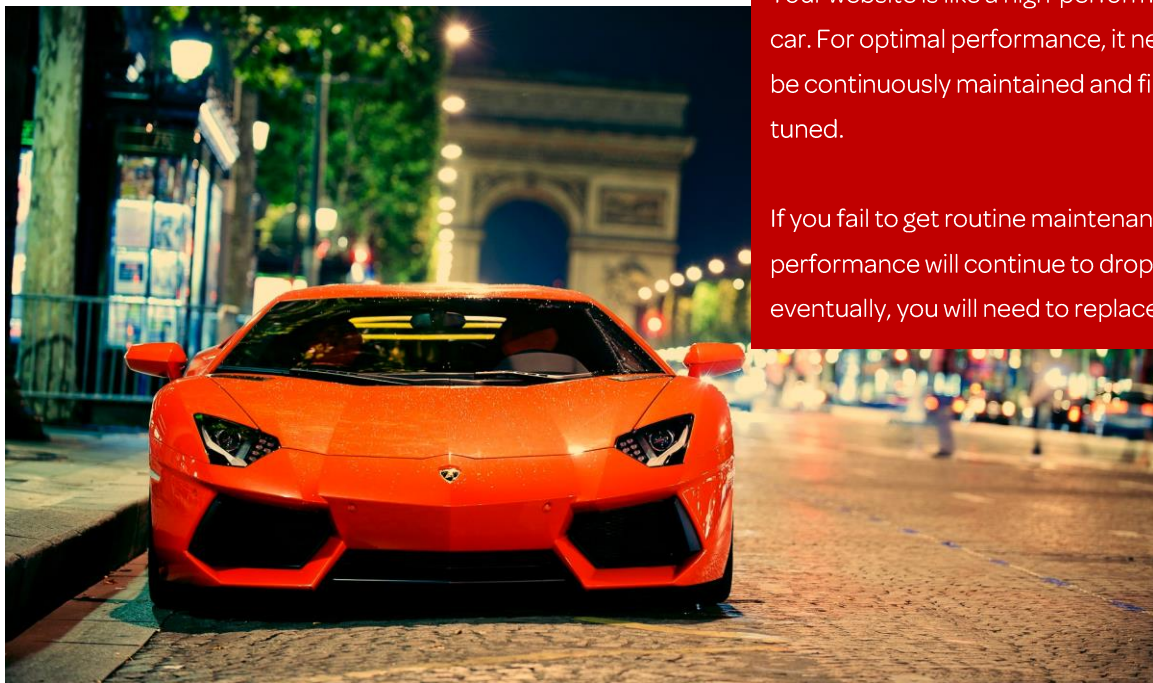
Your website is like a high-performance car. For optimal performance, it needs to be continuously maintained and fine-tuned.

If you fail to get routine maintenance, the performance will continue to drop and, eventually, you will need to replace it.

Performing regular UX audits allows you to get the most business value out of your website, maximize the ROI and increase its lifespan by as much as 150%.

How is the UX Audit Done?

Intechnic's UX Team utilizes a collection of quantitative and qualitative research methods, skills and tools to collect, study and analyze user interactions. After potential issues are discovered using analytics, they are validated or dismissed using usability testing. Finally, recommendations are made based on the findings and established best practices.

The following are some of tools and methods used in this process:

- Usability Testing
- A/B Testing
- Session Log Review
- Tree Testing
- Form Analysis
- Checkout Analysis
- Search Log Analysis
- Heat Maps Analysis
- Scroll Maps Analysis

- Acquisition – Behavior – Conversion
- Personas
- SWOT Analysis
- Funnel Analysis
- Surveys & Polls
- Interviews
- Pattern Recognition
- Mental Modeling
- Wireframing & Prototyping

Each of our UX audits and resulting recommendations is reviewed by Intechnic's founder and CEO, one of the top experts in the field of UX and the 9th professional in the world to be awarded Master UX Certification.

REVIEWED BY

Andrew Kucheriavy

Founder and CEO of Intechnic, 9th in the world to be awarded Master UX Certification while consulting world's largest brands on UX.
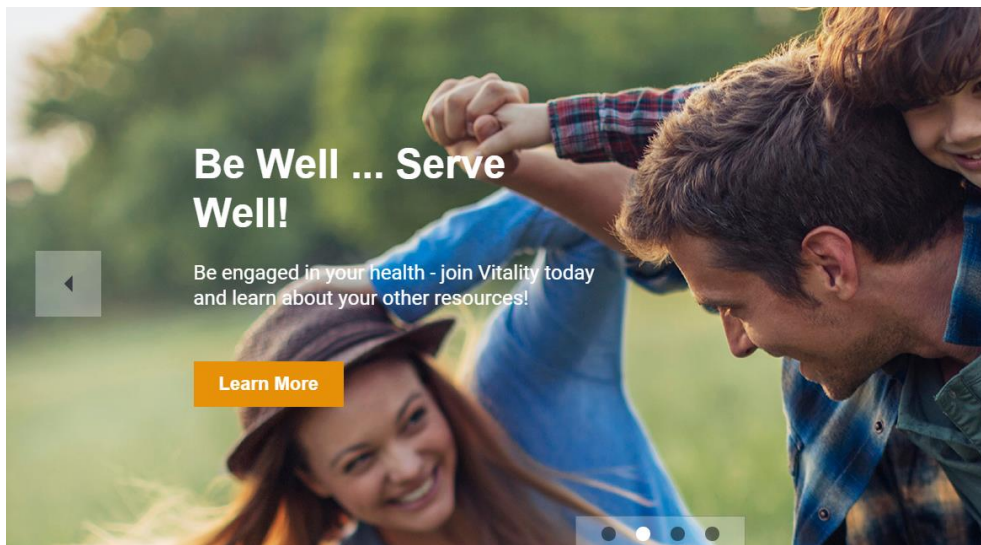
UX Audit Report (SAMPLE)

Homepage

Tested with **931** users

Carousel Image Slider

Latest research[1] shows that rotating banners are not as effective as they were once believed to be. They erase iconic memory that has limited capacity (decays in 20 seconds). Studies show that most people can't recall previous slides and with short session duration (less than 10 seconds on average), very few people get to see past the 2nd slide. This means that user groups who are targeted by specific slides don't get to see them.

Click-tracking and heat maps with **928** users confirmed that users don't interact with the carousel (only **2** clicks or **0.5%** to scroll to the next slide, **0** clicks on the "Learn More" CTA and **21** clicks (**5.24%**) at various scattered parts of the carousel).

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[1] http://conversionxl.com/dont-use-automatic-image-sliders-or-carousels-ignore-the-fad/

The carousel also takes up all the space above the fold and only **50%** of users scroll below it to see the rest of the homepage. This means that for ½ of all users, the carousel is the only thing they experience on the homepage.
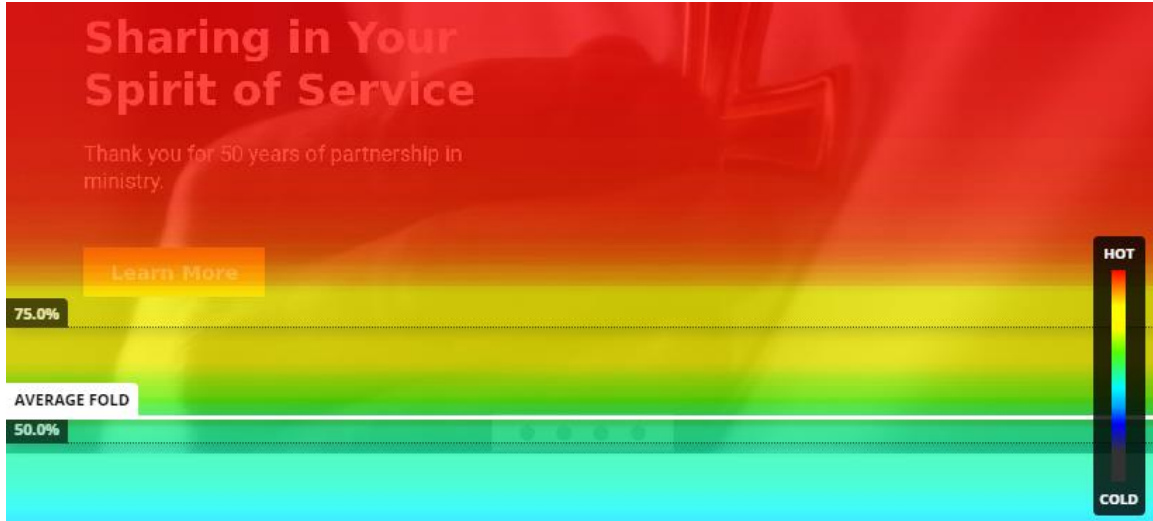

RECOMMENDATION: Replace the carousel with an interactive User-Centric Wizard that will help users quickly find the information they are looking for based on who they are and what they need. The real estate taken up by the carousel can be used more effectively.

What's New & Our Solutions

The "What's New" section is getting very few clicks (**1** click or **0.25%**):

Including all of the other ways to click-through: the "see all stories", title of the article, etc. got **7** or **1.75%** clicks:
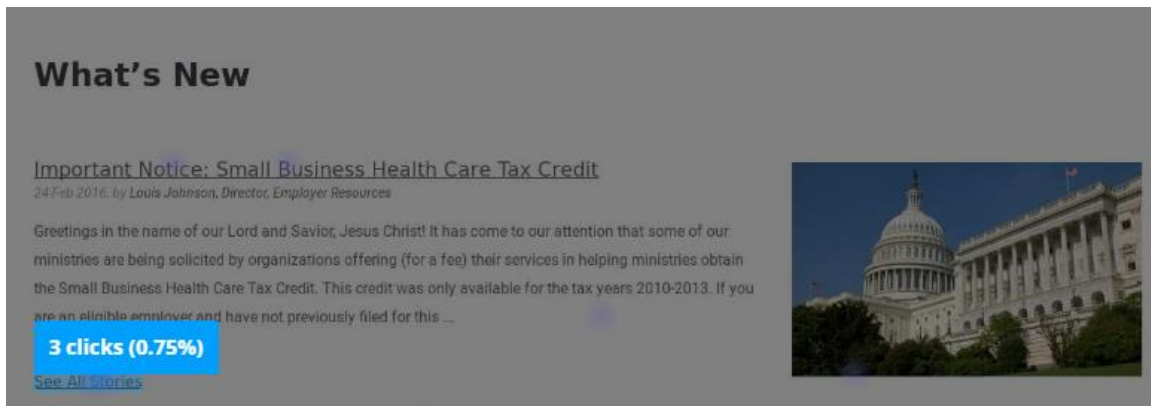
Only **19%** of users get to "Our Solutions" on the Homepage.

At the same time, "Our Solutions" gets 2x more clicks than "What's New" (especially Health and Retirement) – **18** clicks or **4.5%**

Same findings confirmed by mobile users who tapped **7** times (**30.4%)** on "Our Benefit Solutions" and **0** times on "What's New". Yet only **50%** scrolled that far.


RECOMMENDATION: Swap "What's New" with "Our Solutions" – users are clearly more interested in "Our Benefit Solutions" and shouldn't scroll that far to get to it.

Health

Tested with **161** users

Most users click directly on "Health Plan" (**31** clicks or **44.9%**) and "Be Well… " (**15** clicks or **21.74%**). The other two sections get only **1/3** of all clicks combined, yet they come first. To make things worse, "Be Well… " is below the average fold. These findings are also confirmed with mobile users.
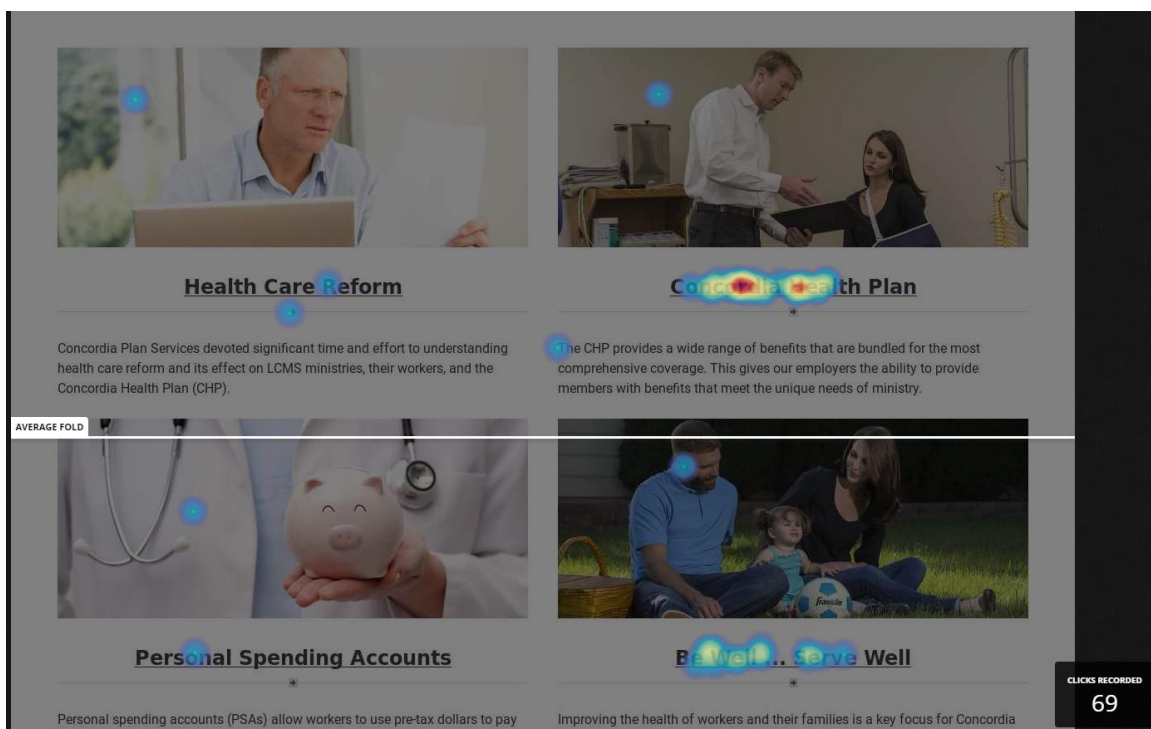

RECOMMENDATION: Put "Health Plan" first, "Be Well…" second (above fold).

Plan Options

Tested with **173** users

Similar to the "Health" section, a vast majority of users click on " Health Plan" (**45** clicks or **45.9%**) followed by Health Enrollment (**14** clicks or **12.6%**). The other sections get hardly any clicks at all. Health Enrollment is below the average fold. These findings are also confirmed with mobile users.
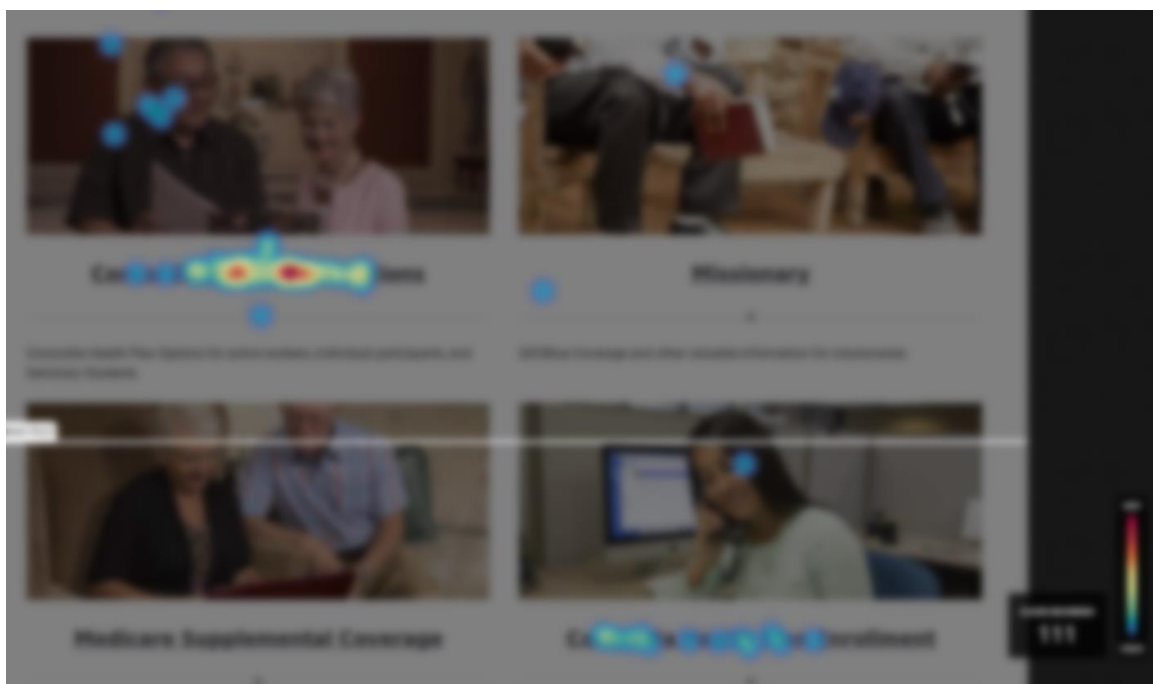
RECOMMENDATION: Keep " Health Plan Options" first, "Health Enrollment" second (above the fold).

Employer Options

Tested with **97** users

Plans Order

Plans are displayed in an order that is exactly opposite to what users prefer:

(**1** click, **13** clicks, **18** clicks and **19** clicks on the respective tabs)


There is also no easy way to compare plans. As user recordings suggest, users jump back and forth between tabs, trying to compare them.

RECOMMENDATION: Consider rearranging plans in reverse order and provide easy to use comparison tables focusing on features offered through each plan.
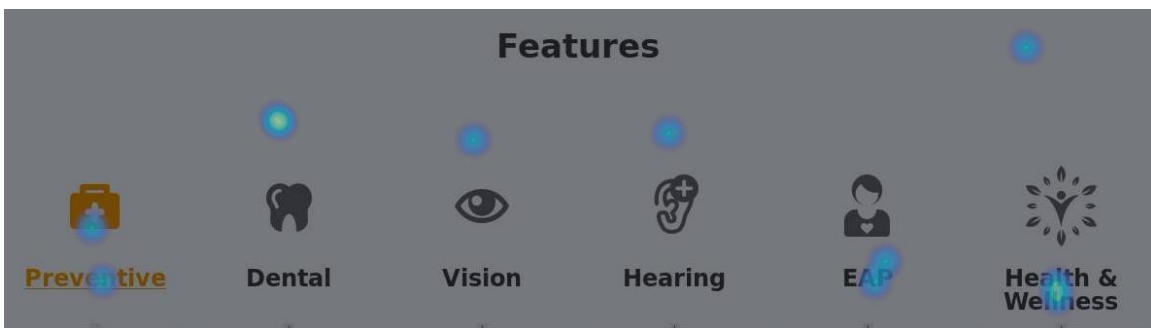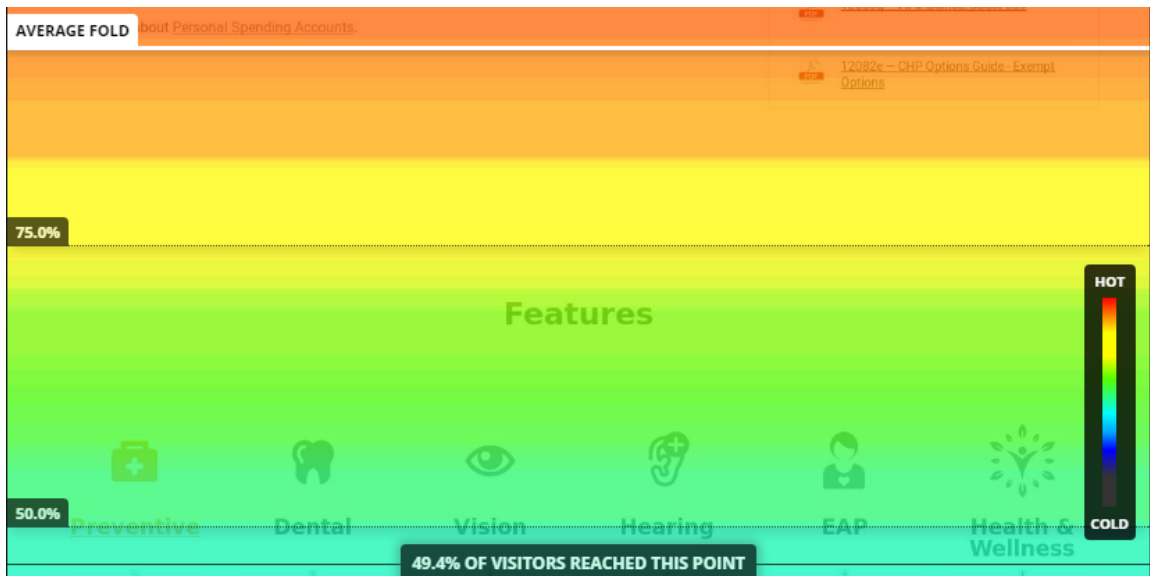
Features

Users are confused by lengthy descriptions that are full of jargon. This is confirmed by movement maps (strong correlation to eye movement) as well as multiple user recordings:
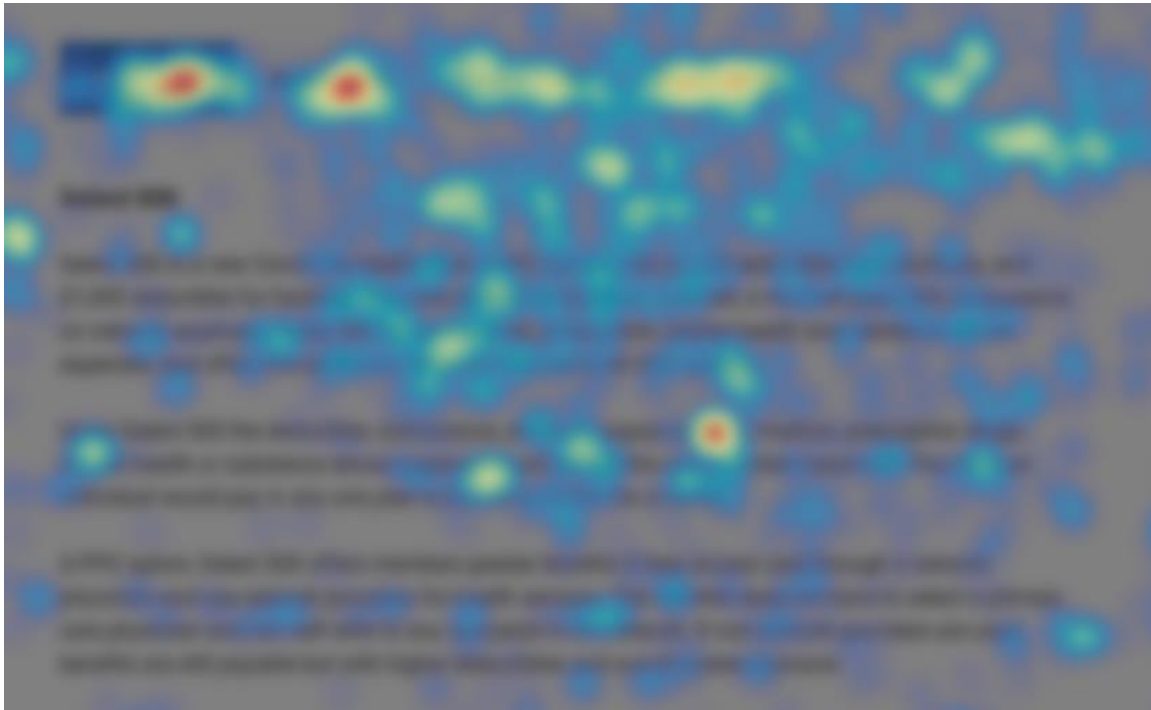
Users clearly prefer to look at the Features which all get multiple clicks and views:

Getting to the features, however, is problematic. Only **50%** of users scroll down to the features and many seem to not realize they are there:

RECOMMENDATION: Redesign these pages to create a more user-centric approach focusing on the features of each plan, allowing for easy comparison and providing lengthy plan descriptions either at the bottom of the page or on demand.

Plan Resources

Not all resources get the same number of clicks:

RECOMMENDATION: Consider rearranging resources in accordance with the number of clicks.

Rates Calculator

Tested with **33** logged in users and **98** sessions to the login form

Rates Form

There are several observed issues with the rate calculator. **93.2%** of users (**69**) left the page without "logging in" by providing their user ID:
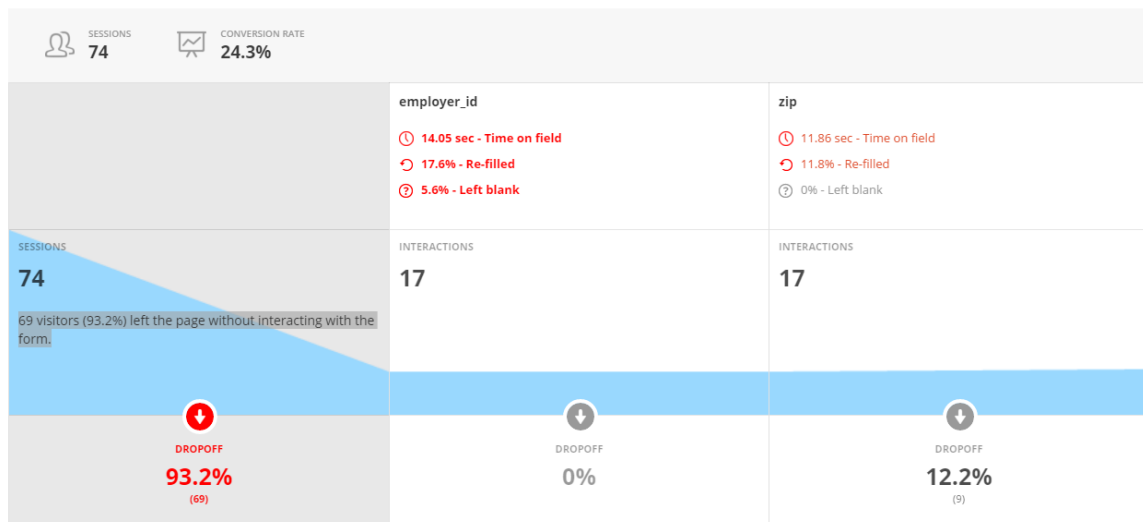
Users seem to be stuck on the user id field. It takes on average **14** seconds to fill it in (they probably have to look up the ID). **5%** left it blank (they don't know it) and **17.6%** didn't get it right and had to resubmit several times.

RECOMMENDATION: Allow users to look up the Employer ID or save it on the computer for consecutive access.

Direct Access to the Rates Page

There is evidence that users bookmark the page to directly access it but many get a page similar to this that doesn't have the "current employer" box.

RECOMMENDATION: Have a dedicated rate page that users can access that has a "current employer box" and allows returning users to quickly access their rates.

Location of the Login Box

Many users don't realize that there is a way to view rates because the "current employer" box is located all the way at the bottom of the page and only **42%** of users get to it.

RECOMMENDATION: Add an anchor link to get to the Rates at the top of the page, or better yet, have a dedicated rates page.

Request Quote

Out of **33** users interacting with the rate calculator, only **1** user clicked on the "Contact a Consultant" button. Yet users struggle with the calculator (they don't seem to understand the plans) as evidenced by <mark>multiple recordings</mark> and many abandon.

Only **65.5%** of users get to the bottom where they can click the "Contact a Consultant" button.


RECOMMENDATION: Provide better descriptions for plans offered with plan comparisons and links to corresponding plan pages (should open in new windows). Also, consider renaming the "Contact a Consultant" button to "Request a Quote" and make it more prominent throughout the page.
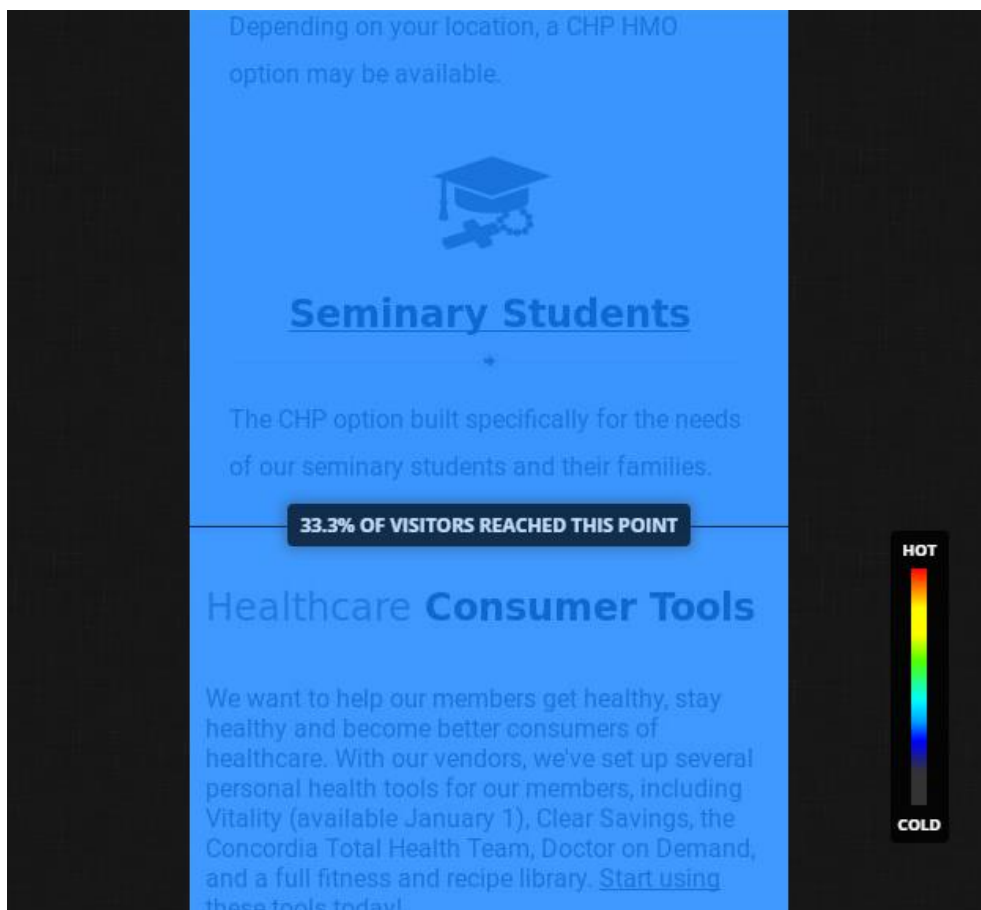
HUB Pages

Tested on multiple pages with **336** users.

The current layout of HUB pages doesn't seem to be working well for users. Only two sub sections get displayed above the fold and **17%** of users never get to see the other sub sections, even if they are the ones they were looking for. There is also a danger of a perceived floor – users think that these are the only sections available and don't scroll.
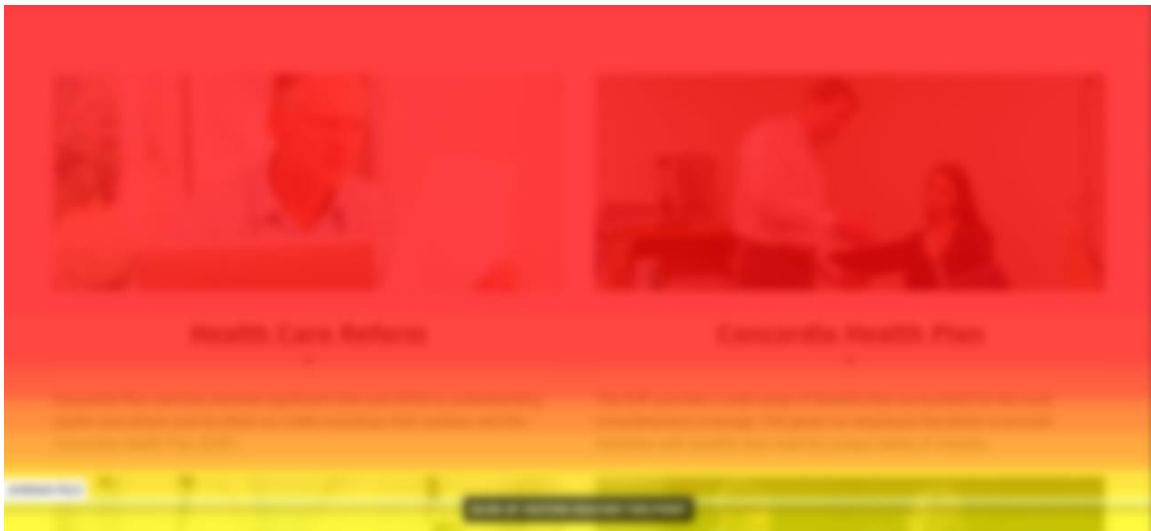
It is even worse on mobile devices where most users don't scroll to see all the options available to them (as there is a lot more scrolling).


RECOMMENDATION: Redesign HUB pages to display all options above the fold, prioritizing sections most clicked/searched/accessed. Redesign mobile HUB pages to use accordions.

Navigation & Findability

Navigation tested throughout the site with **1,395** users

Findability

Many users are clearly not finding the information they are looking for. Users resort to Search (**121** clicks or **30.18%**) and "How Do I?" (**21** clicks or **5.24%**). Besides "My Login", these are the "hottest" sections – this is a strong signal of findability issues:
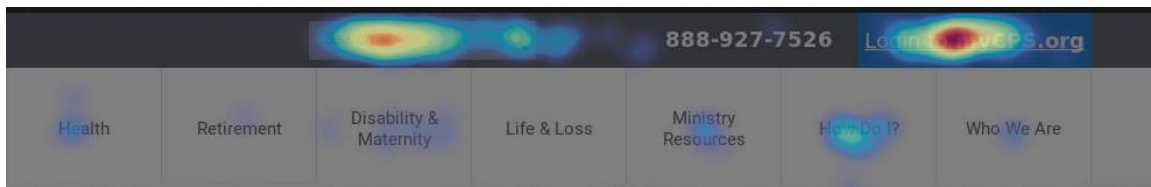

Also confirmed by mouse movements (strong correlation to eye movement):
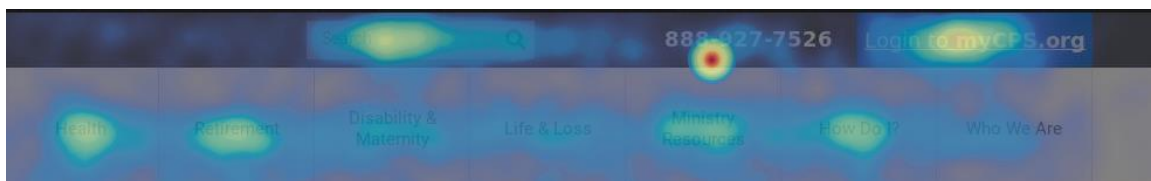
RECOMMENDATION: Consider improving navigation and website hierarchy by prioritizing sections that get the most searches and views. Also, consider making "How do I?" more prominent as the last menu item (swapping it with "Who We Are" that gets the least number of clicks).

Streamlining Navigation

Analytics and user recording suggest that users don't interact with menu "hub page" images that were designed as promotional placeholders most likely due to "banner blindness". At the same time, they may impede navigation requiring users to move mouse down and then horizontally.
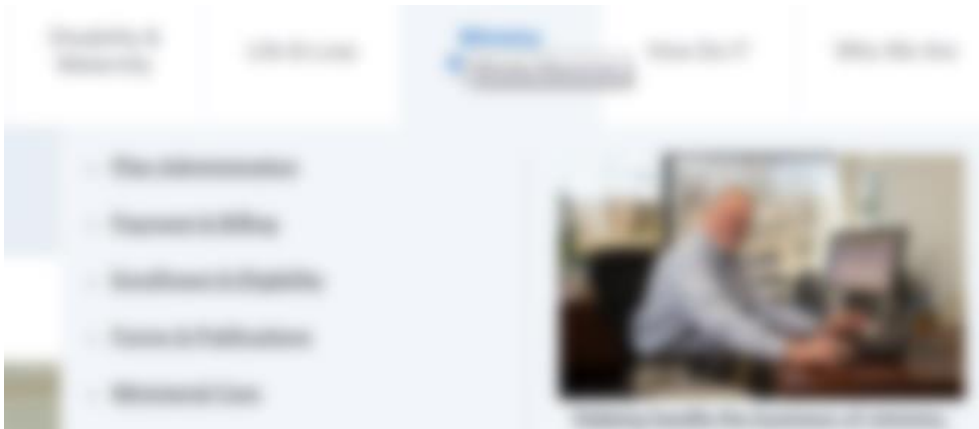
RECOMMENDATION: Remove "hub page" images and position submenu items directly underneath the top level labels.
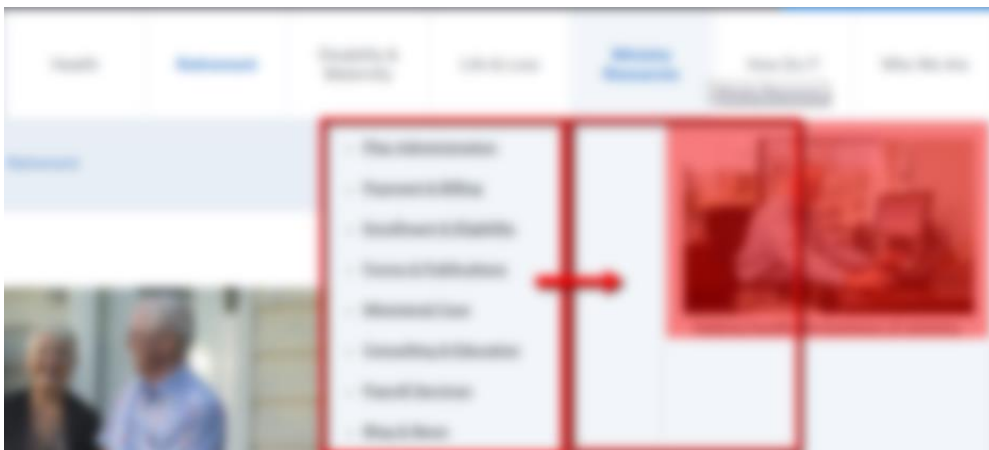
Navigating to Health Plan Options

Navigating to the Health Plan Options (which seems to be a popular destination) is shown to be difficult. Navigating through hub pages requires at least 3 clicks, navigating around the obstacles above.

The navigation menu has " Health Plan Options" 2nd even though it gets a lot more traction than "Health Care Reform". Also, navigation menu labels repeat " Health Plan" reducing information scent and increasing cognitive load.

This has been confirmed by **245** recordings of users interacting with the menu. There is a lot of "back-and-forth" and hesitation which signals users don't know where to find information. Example:


RECOMMENDATION: Put "Health Plan" first, prioritize "Options" and "Enrollment". Include the actual Options in the menu (Exempt, Non-exempt, HMO and Seminary). Avoid repeating "Health Plan" in labels/titles.

Contact Us Link

"Contact Us" is located in the footer, yet gets the most clicks compared to any other section in the footer (**14** or **3.49%**)

This could also be an indicator that users can't find what they are looking for. They scroll to the end of the page, don't find what they are looking for and resort to contacting.
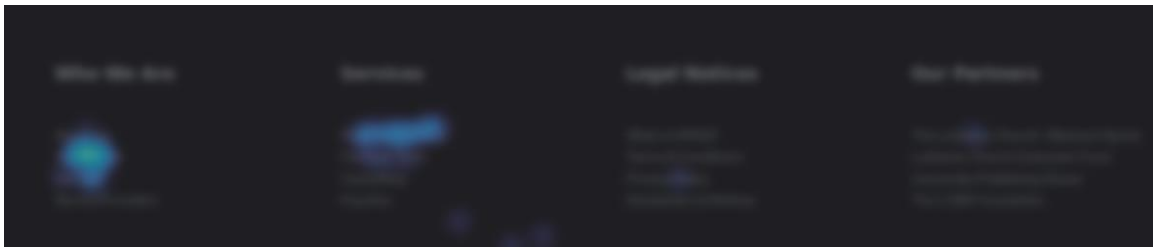
Yet, only **14%** of users get all the way to the footer:

RECOMMENDATION: Add a "Contact Us" link the main navigation (next to phone number, to make contacting easier).

Search Analysis

We collected and studied over **98,000** search queries collected since the site launch. The following are the top **40** search queries:

Default Search

Analysis shows that many users click on the search icon without putting in a query:

This results in searches where "search" becomes the query:

RECOMMENDATION: Clicking on the Search icon on an empty field should clear the field and put focus/cursor inside the field:

Searching for "XXX"

Most common search queries (as much as **10%** of all queries) are for xxx:
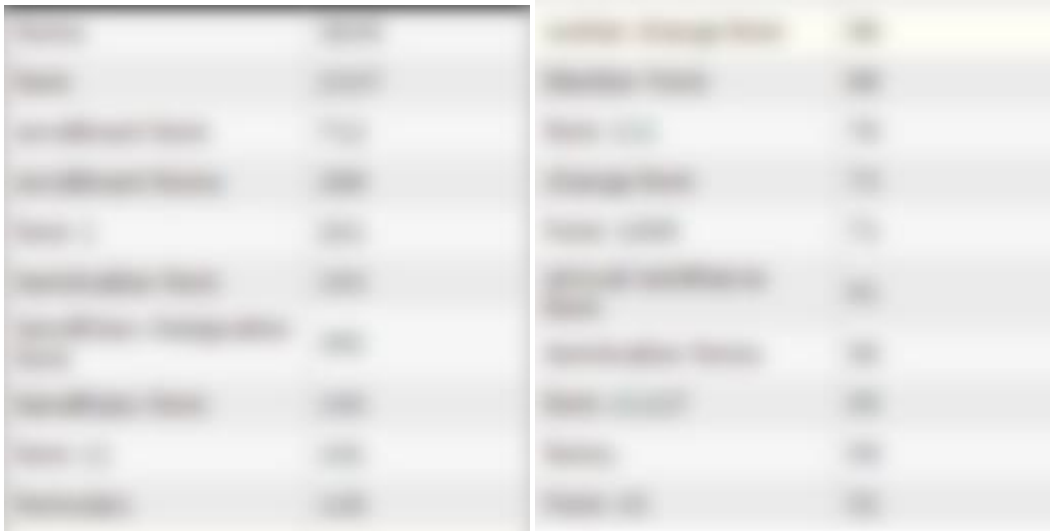
RECOMMENDATION: Adding quick access to the most commonly accessed and searched forms on the homepage with a quick link to the Forms and Publication. Consider adding a link to "Forms" in the footer or utility navigation.

Order forms on the Forms and Publication page in accordance with the frequency of access.

Searching for "YYY"

The second most popular search query (as much as **7%** of all queries) are variations of "yyy", most of which also seem to be related to YYY:
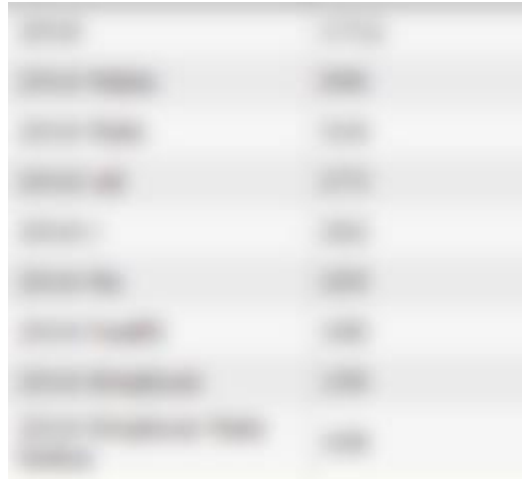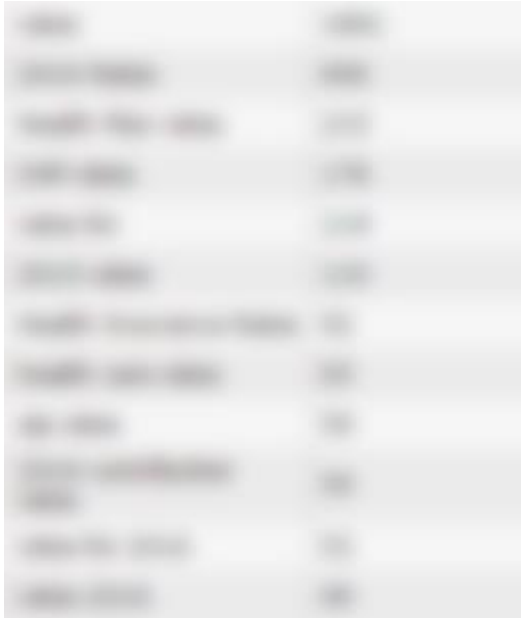

RECOMMENDATION: Adding quick access to the 2016 (annual) information, including rates from the homepage. Consider creating a consolidated annual (2016) page summarizing and linking to all relevant curated information (rates, enrollment, etc.) in one place.

Order forms on the Forms and Publication page in accordance with the frequency of access.

Searching for "ZZZ"

The third most popular search query (as much as **6%** of all queries) is for variations and derivatives of "zzz" or "ZZZ". This confirms and validates that users resort to searching over navigating to the Health Plan pages:
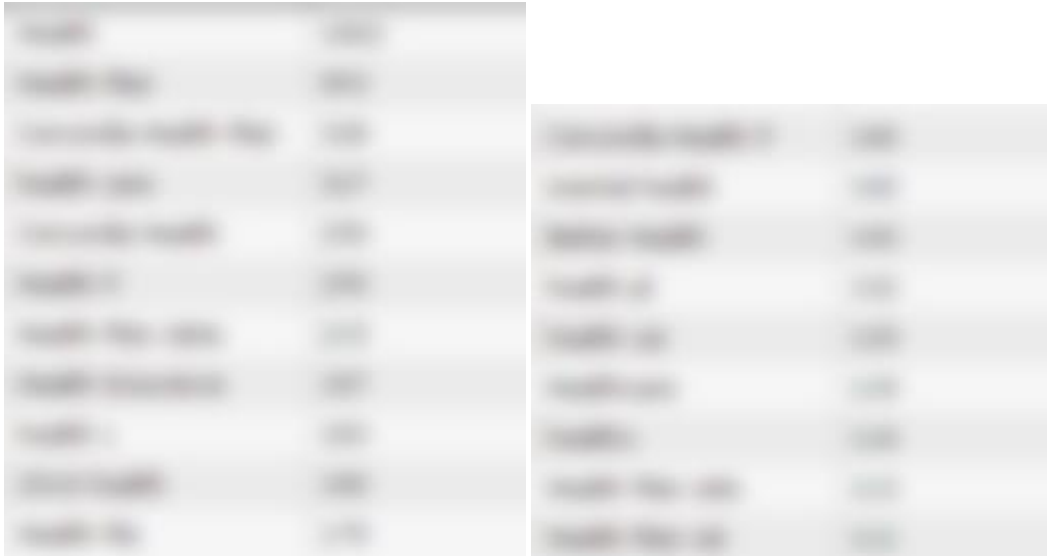
RECOMMENDATION: Simplify navigation to the Health Plan Option pages (reduce the number of steps and hub pages) and create a wizard to help with the selection process.

Contact Us Page

Tested with **94** users.

72 users (**76.6%**) left the page without interacting with the form. Common reason – they were looking for a phone number or address.

21.3% submitted the form with drop off on Phone (**1.1%**), E-mail (**2.1**) and Message (1.1%). These are good stats with the exception of "Need E-mail Copy" – **8.5%** drop off.
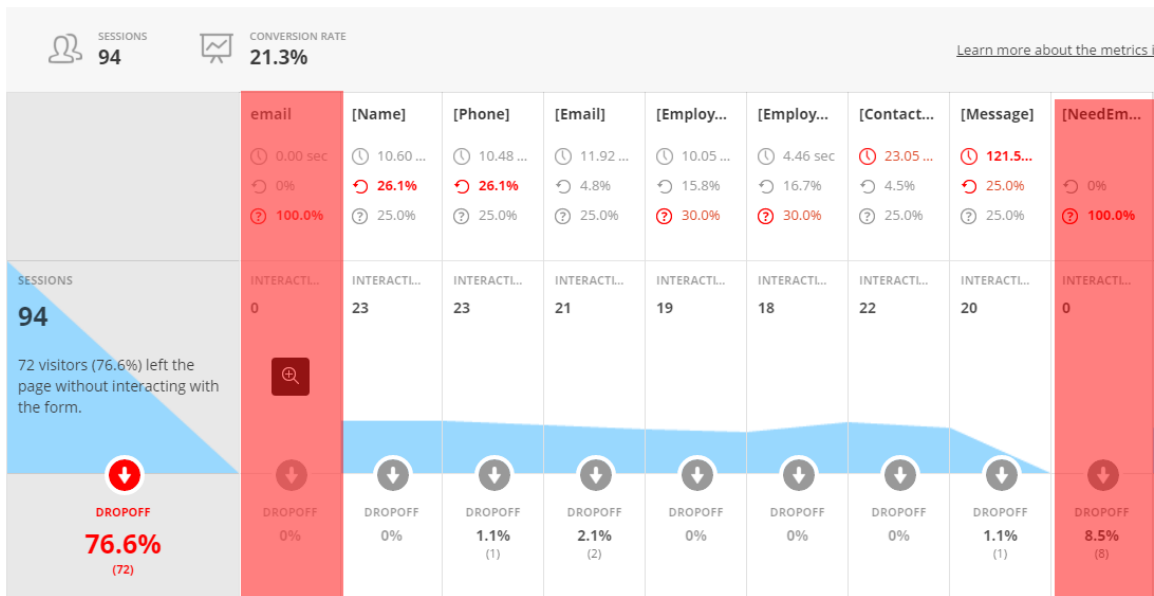
RECOMMENDATION: Remove the "Need E-mail Copy" option (include the message in the automatic response by default). Also, consider requesting Employer Name and ZIP code based on the "Purpose for Contacting".

Most Accessed Pages

All Pages

Top Level Pages

Top Level Landing Pages

Recommendations

1. Replace the homepage carousel with an interactive User-Centric Wizard that will help users quickly find the information they are looking for based on who they are and what they need. The real estate taken up by the carousel can be used more effectively.

2. Consider putting the wizard on other parts of the website and linking to it from the menu.

3. Swap "What's New" with "Our Benefit Solutions" on the homepage – users are clearly more interested in "Our Benefit Solutions" and shouldn't scroll that far to get to it.

4. In the navigation menu/hub pages, put "Health Plan Options" first, "Be Well" second (above fold).

5. Put "Health Plan" first, "Health Enrollment" second (above the fold).

6. When presenting plans, consider rearranging plans in reverse order and providing easy to use comparison tables focusing on features offered through each plan.

7. Redesign plan pages to create a more user-centric approach focusing on the features of each plan, allowing for easy comparison and providing lengthy plan descriptions either at the bottom of the page or on demand.

8. For forms and resources, consider rearranging resources in accordance with the number of clicks.

9. When looking up rates, allow users to look up the Employer ID or save it on the computer for consecutive access.

10. Have a dedicated rate page that users can access that has a "current employer box" and allows returning users to quickly access their rates.

11. Add an anchor link to get to the Rates at the top of the Options page or, better yet, have a dedicated rates page.

12. On the rates page, provide better descriptions for plans offered with plan comparisons and links to corresponding plan pages (should open in new windows). Also consider renaming the "Contact a Consultant" button to "Request a Quote" and make it more prominent throughout the page.

13. Consider redesigning HUB pages to display all options above the fold, prioritizing sections most clicked/searched/accessed. Redesign mobile HUB pages to use accordions.

14. Consider improving navigation and website hierarchy by prioritizing sections that get the most searches and views. Also, consider making "How do I?" more prominent as the last menu item (swapping it with "Who We Are" that gets the least number of clicks).

15. Simplify navigation to the Health Plan Option pages (reduce the number of steps and hub pages) and create a wizard to help with the selection process.

16. In the navigation menu dropdowns, remove "hub page" images and position submenu items directly underneath the top level labels.

17. Put "Health Plan" first, prioritize "Options" and "Enrollment". Include the actual Options in the menu (Exempt, Non-exempt, HMO and Seminary). Avoid repeating

"Health Plan" in labels/titles.

18. Add a "Contact Us" link the main navigation (next to phone number to make contacting easier).

19. Clicking on the Search icon with an empty field should clear the field and put focus/cursor inside the field.

20. Adding quick access to the most commonly accessed and searched forms on the homepage with a quick link to the Forms and Publication. Consider adding a link to "Forms" in the footer or utility navigation.

    Order forms on the Forms and Publication page in accordance with the frequency of access.

21. Adding quick access to the 2016 (annual) information, including rates from the homepage. Consider creating a consolidated annual (2016) page summarizing and linking to all relevant curated information (rates, enrollment, etc.) in one place.

    Order forms on the Forms and Publication page in accordance with the frequency of access.

22. Remove the "Need E-mail Copy" option (include the message in the automatic response by default). Also, consider requesting Employer Name and ZIP code based on the "Purpose for Contacting".

23. Set up permanent redirects (code 301) for top level .html pages. Example: /health.html > /health/ to avoid duplicate content.

Next Steps

It is the recommendation of the UX team to make the websites changes/additions and tweaks suggested in this report. It is also recommended that a repeat UX audit be performed after the changes are completed to measure and verify their positive impact.

It is also the recommendation of the team to perform an additional UX audit on the following parts of the website (based on frequency of access and indication of potential issues by some of the findings)

- Mobile experience (particularly the navigation menu)
- Ministry Resources
- Be Well Pages
- Retirement Pages
- How Do I?