

Hayneedle

USER EXPERIENCE EVALUATION

Meet **THE TEAM**



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The **AGENDA**

1

THE CONTEXT



Industry
Scope
Objective
Methodology

2

EXPERT EVALUATION



Heuristic Evaluation
Competitive Analysis

3

USER EVALUATION



Evaluation Overview
Survey
Card Sort
Quantitative Test
Qualitative Test

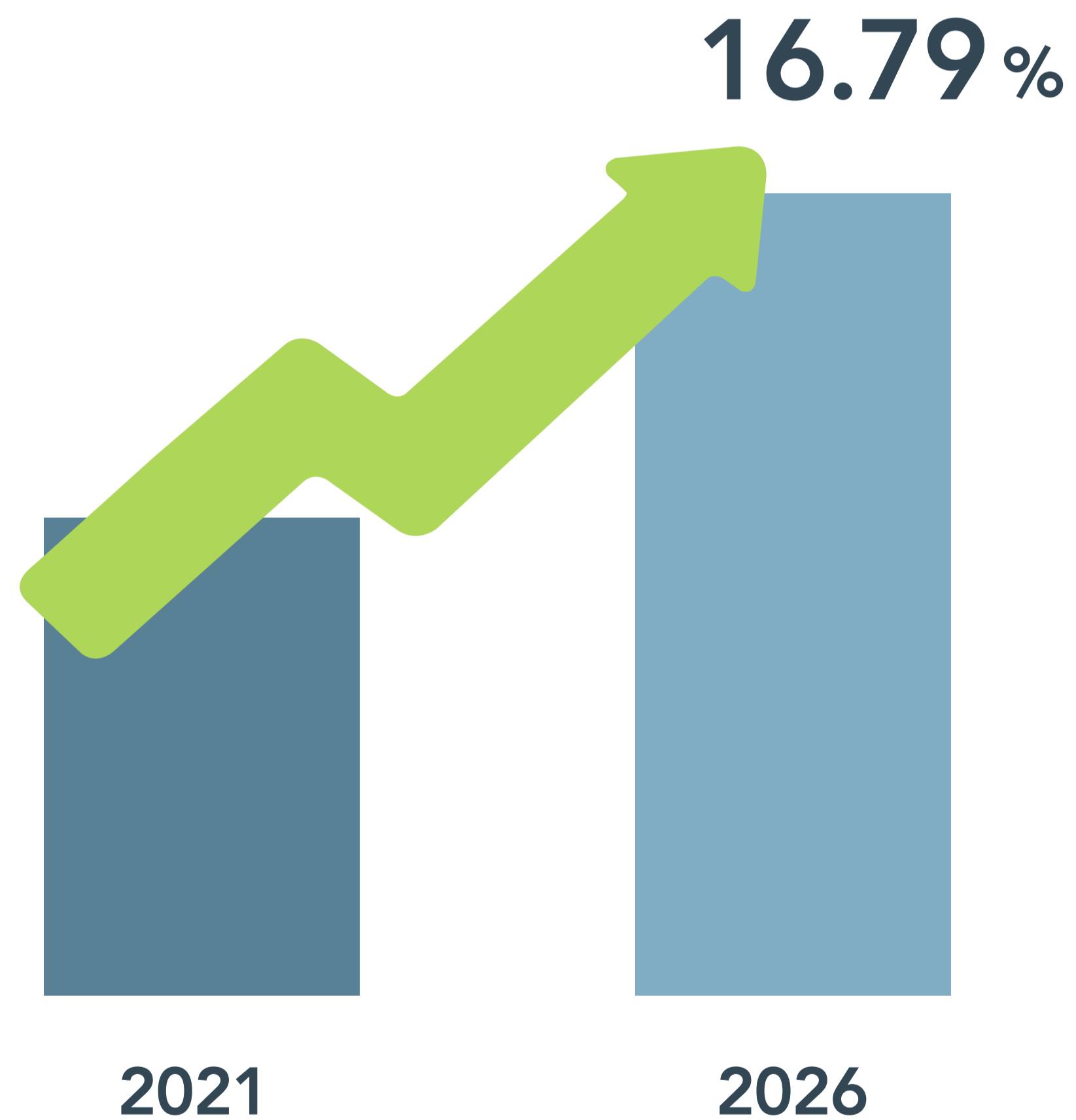
4

THE CONCLUSION



Key Insights
Recommendations
Next Steps
References

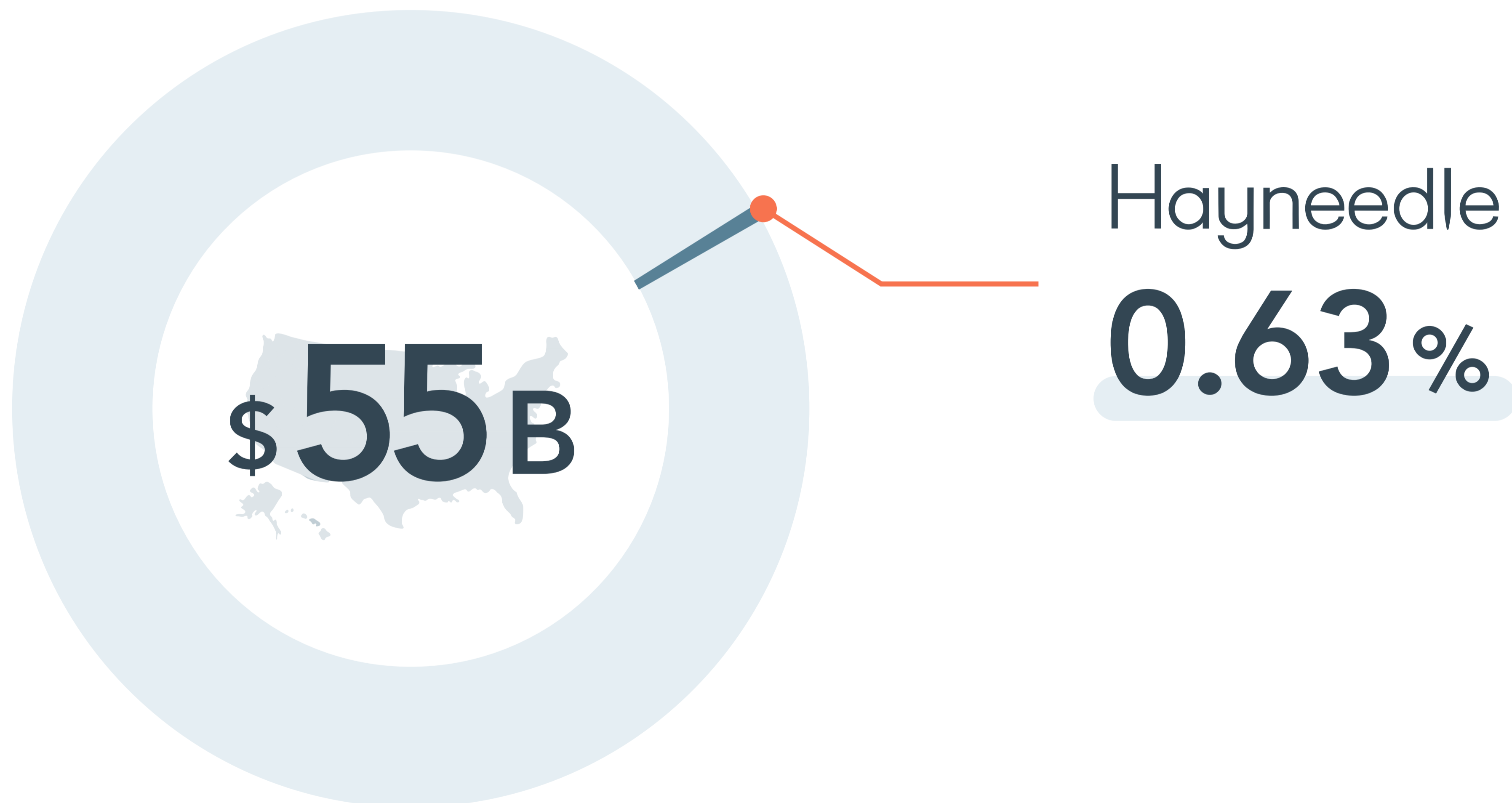
The global online furniture market is expanding.



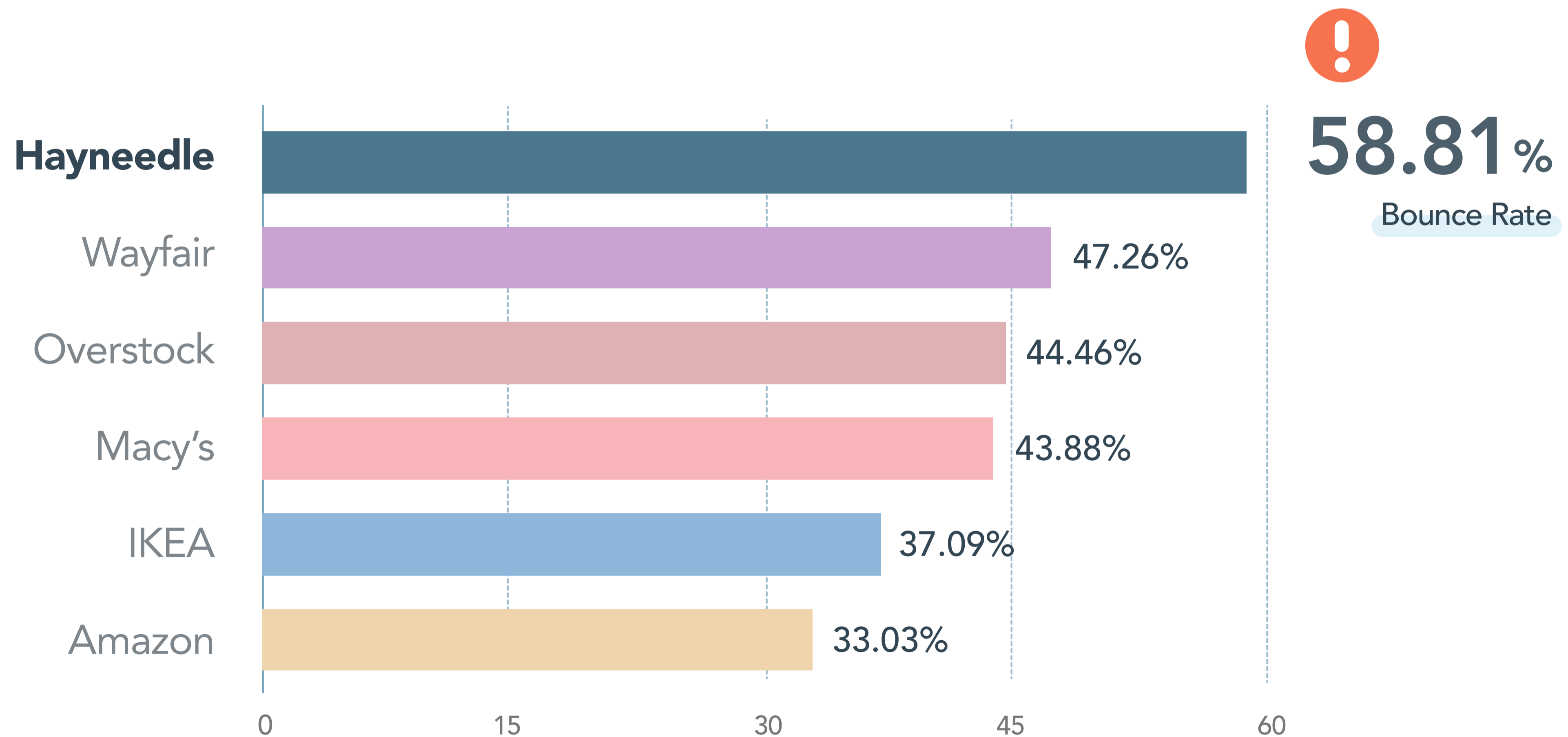
\$112 billion

Projected Market Growth By 2026

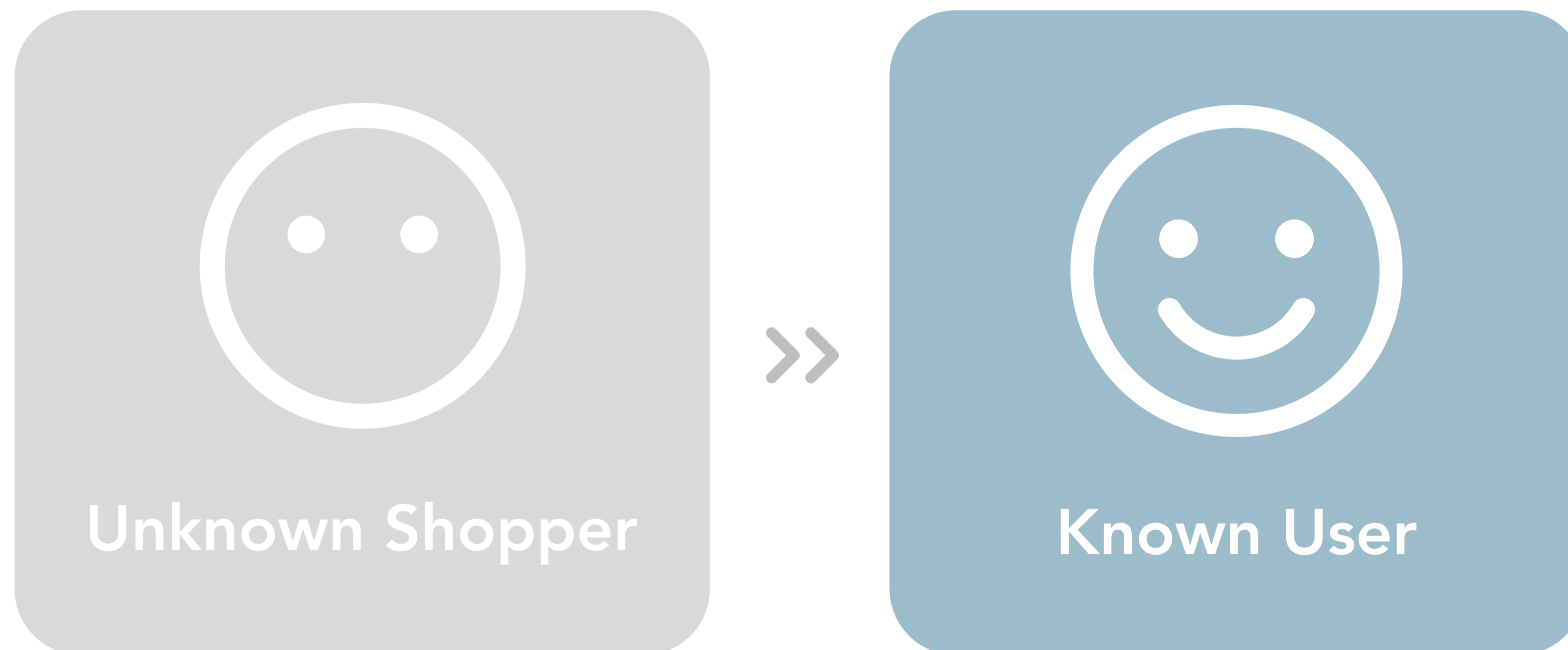
The competition holds the vast amount of market share in the United States.



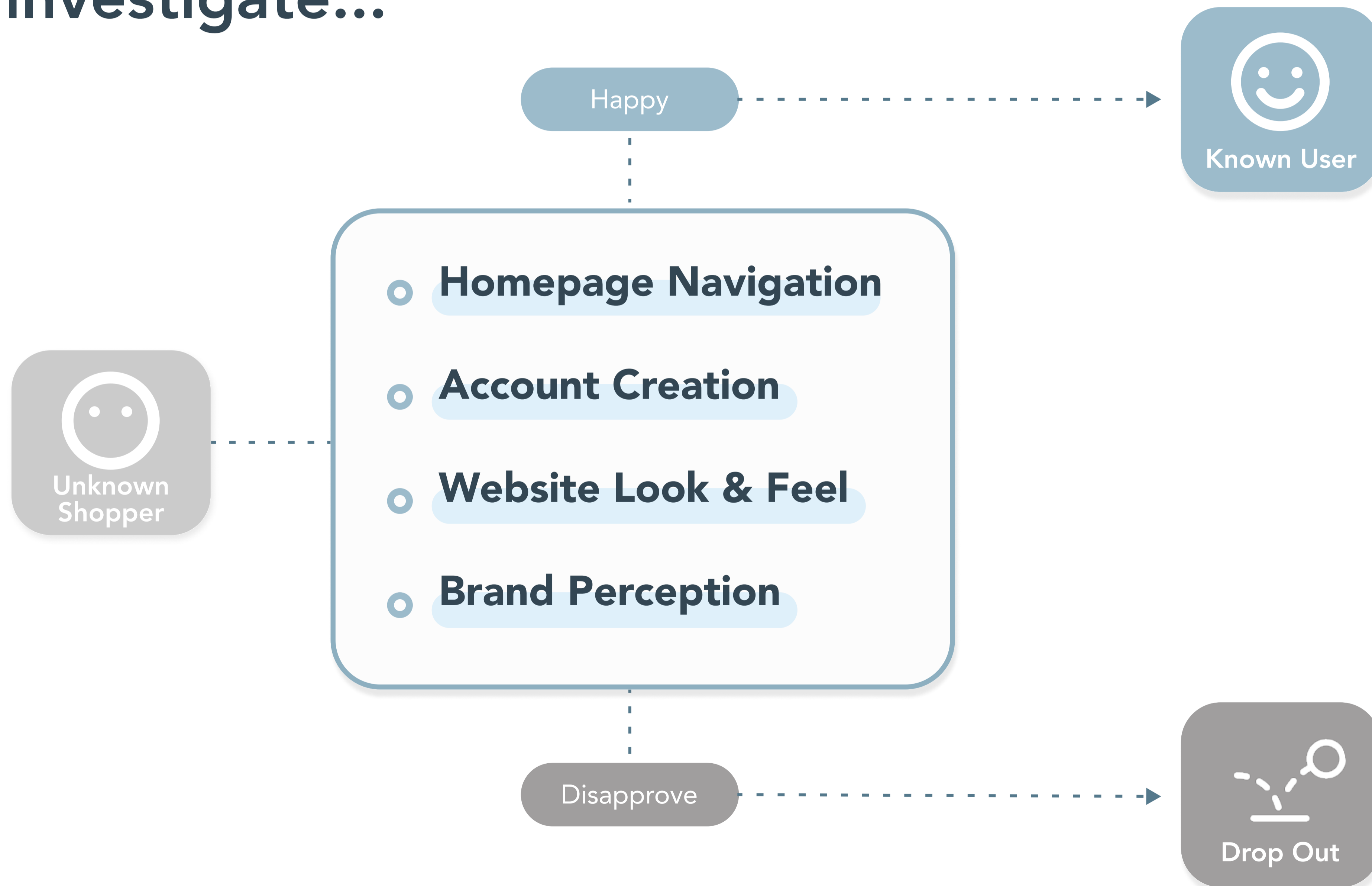
The majority of Hayneedle's website visitors leave after visiting just one page.



We focused on the interactions that transform unknown shoppers into known users.



Specifically, our overall research objective is to investigate...



For a digitally-driven business, user experience is **SURVIVAL**



PART 1

Expert Evaluation

Heuristic
Evaluation



Evaluating overall web usability

Competitive
Analysis



Understanding the competitors

Heuristic Evaluation Overview



Ensure that a design is...

- Comprehensive
- Straightforward
- User-friendly

Process

- Individual evaluations
- Met to synthesize results
- Reduced findings into a list of key recommendations

Heuristic Evaluation was based on Jacob Nielsen's
10 PRINCIPLES OF INTERACTION DESIGN

Heuristic Evaluation Takeaways



01 *Visibility of* **SYSTEM STATUS**

- Improve navigation
- Increase visibility of signup

02 *Consistency &* **STANDARDS**

- Set account creation constraints
- Consolidate signup experiences

03 *User Control &* **FREEDOM**

- Accomodate inevitable mistakes
- Allow reconsiderations

Competitive Analysis Overview



DIRECT

 wayfair

 overstock™

 IKEA

INDIRECT

 amazon

 macy's

INFLUENCER

 SEPHORA

Key Improvement Areas

- Product Offerings
- Customer Services
- Digital Presence

Competitive Analysis Takeaways



Top Strategic Recommendations

- Improve access to customer support
- Build a mobile application
- Offer personalized services
- Personalize promotional offerings

Top Website Optimizations

- Improve navigation architecture
- Follow consistent grid structure

PART 2

User Evaluation

Survey



Gather a baseline and understand user preferences

Card Sort



Understand user mental models

Quantitative Test



Uncover user pain points and when they occur

Qualitative Test



Gain deeper insights into user behaviors

Survey Overview

90
Participants

Surveys are used to capture standardized information across a wide range of participants.

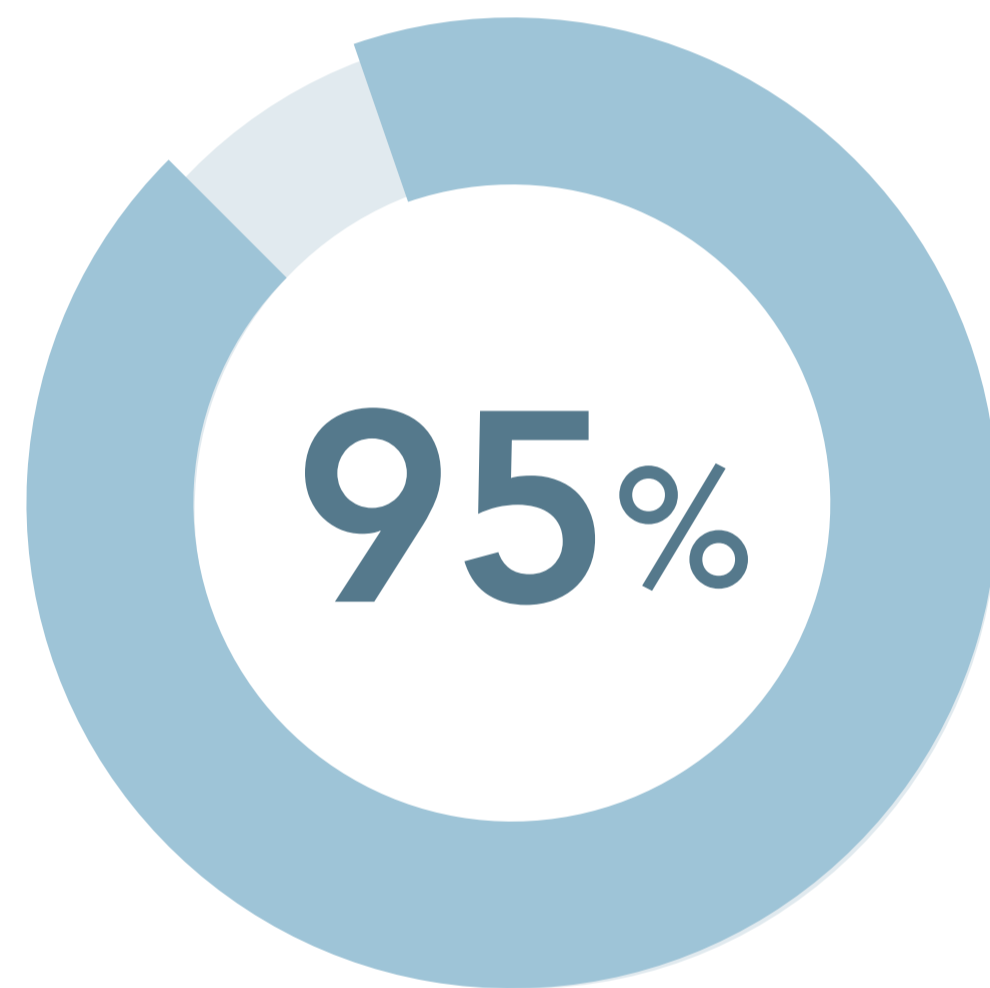
Goals

- Recruit participants to later studies
- Get a pulse on shoppers' experience
- Gather information about shoppers' habits and preferences

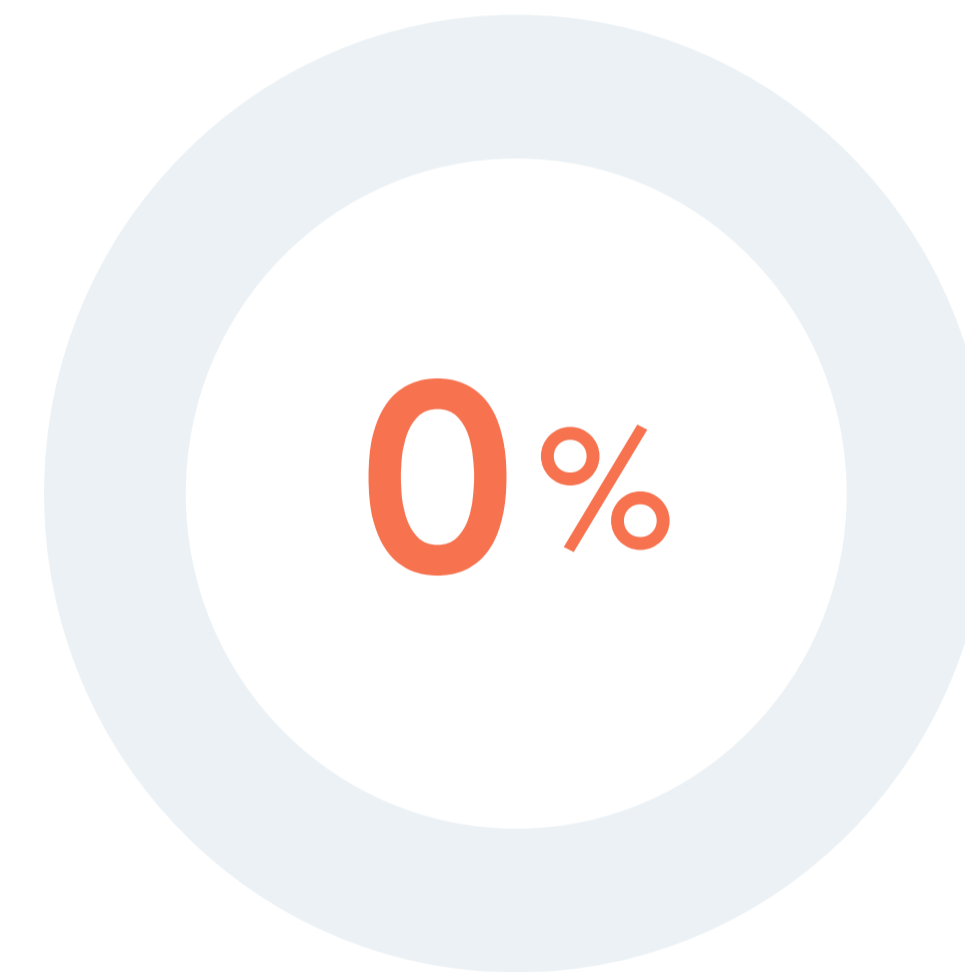
Process

- Defined objectives
- Created & refined questionnaire
- Blasted it out to our networks

Survey Takeaways



Out of 95% of people who indicated that they have shopped for furniture online...



...zero people have shopped on Hayneedle.com

Card Sort Overview

50

Participants

Card sorts are activities in which participants match items to categories in order to evaluate the information architecture of a website.

Goals

- Analyze the website menu structure
- Understand the intuitiveness of the terminology
- Inform further usability tests

Process

- List items and top-level categories
- Conduct pilot test and revise
- Send out to participants
- Analyze results

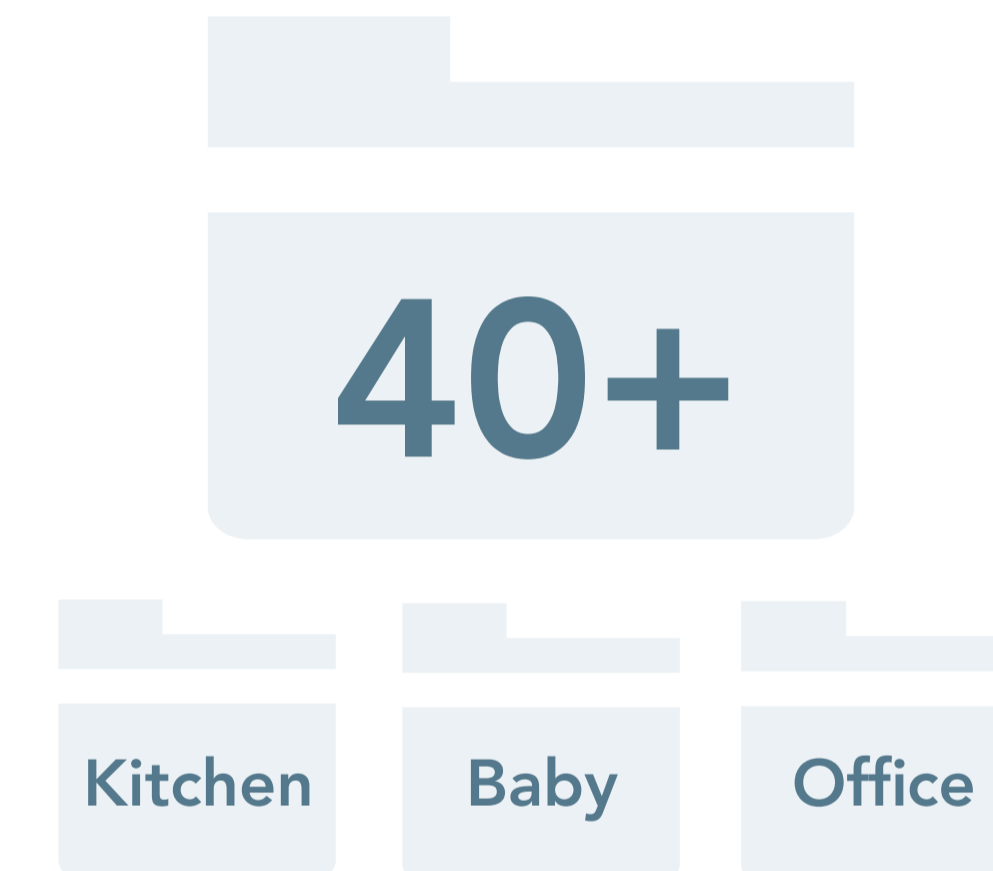
Card Sort Takeaways

52%

Were Confused By At Least One Category

72%

Struggled To Categorize The Menu Items



40+ New Categories Created

Quantitative Test Overview

34

Participants

Quantitative studies are used to test if users can quickly and accurately complete a series of tasks (defined by the researchers).

Goals

- Uncover how users are currently using the website
- Inform qualitative study
- Validate or invalidate proposed changes from previous studies


Process

- Define tasks
- Create prototype
- Conduct pilot test and revise
- Send out to participants
- Analyze results

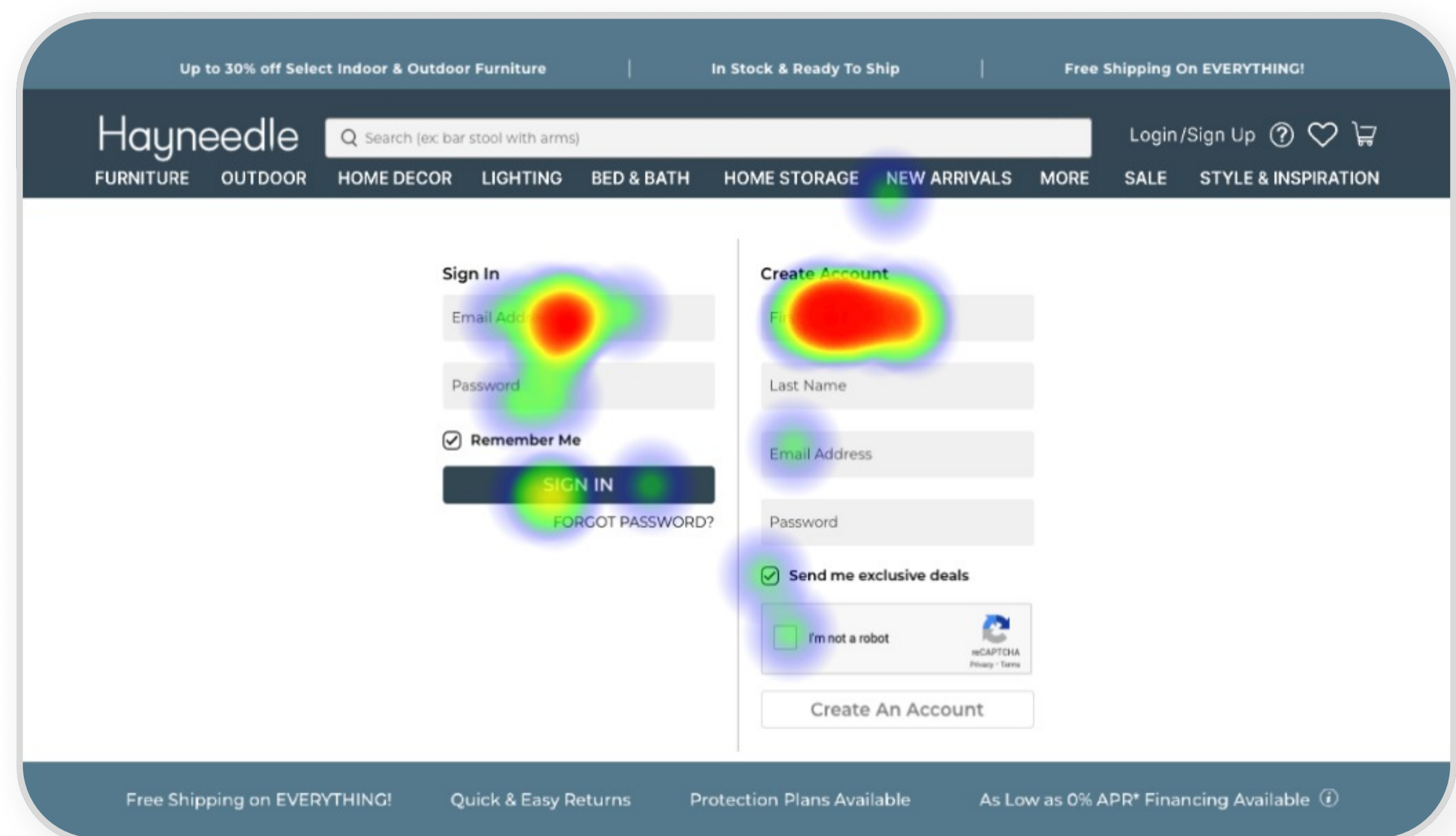
Quantitative Test

Key Findings #1

Users Struggled to Sign Up

 **67.5%** Misclick Rate


27% of users were confused by the layout of the "Sign-In" and "Sign-Up" screen.



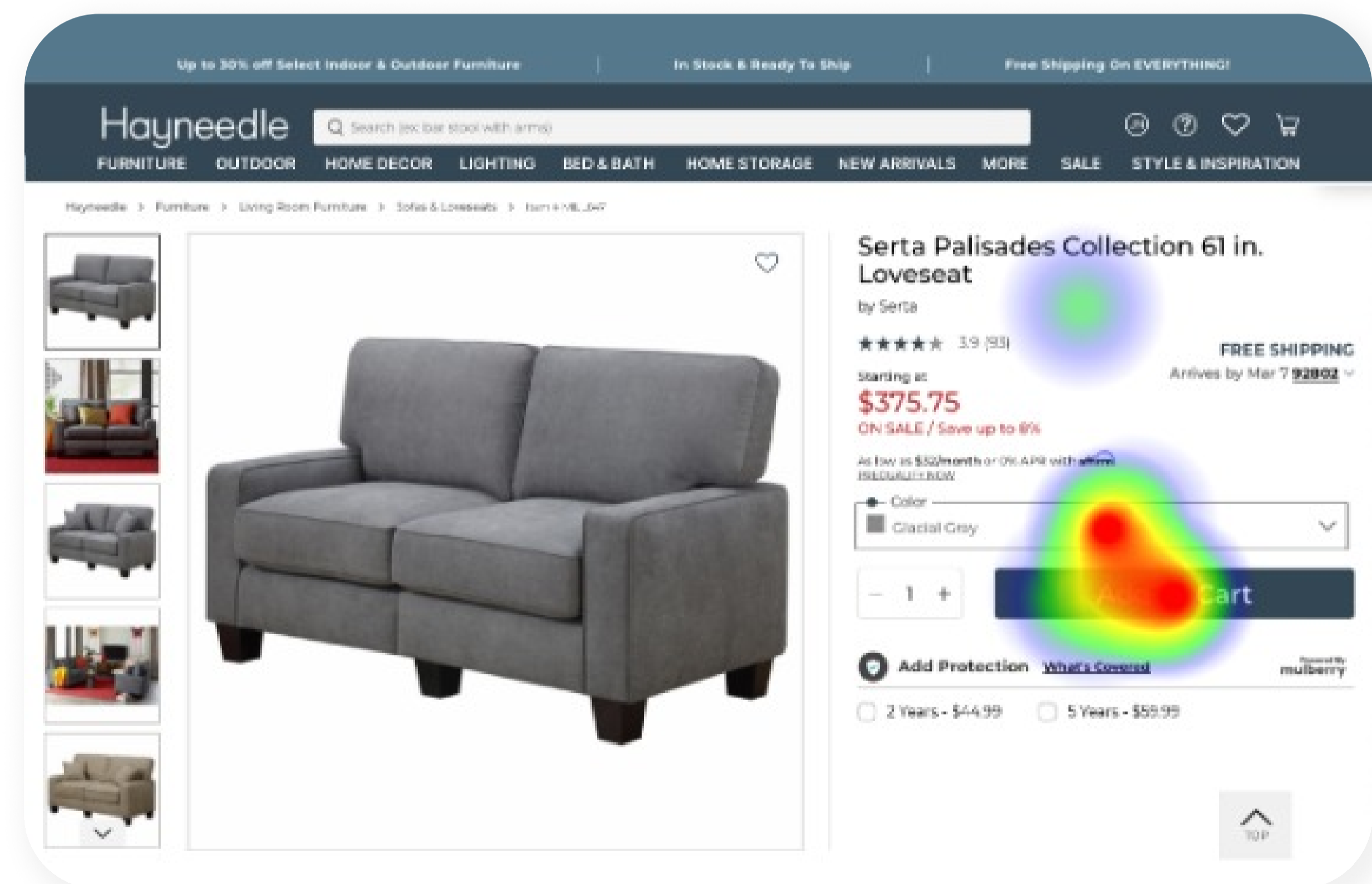
Quantitative Test

Key Findings #2

Locating Favorite Icon Was Difficult for Users

 **52.7%** Misclick Rate

65% of users clicked around the "Add to Cart" button



Qualitative Test Overview

6

Participants

Qualitative studies are used to gain a deeper understanding of how users complete the previous tasks using a workable prototype.

Goals

- Uncover how users think when they interact with the website
- Identify pain points that emerge while completing the series of tasks

Process

- Create and implement interventions in prototypes
- Construct testing guidelines
- Conduct pilot test and revise
- Send out to participants
- Analyze results

Qualitative Test

Key Findings #1

Functionality

Users expect essential features when signing up:


- Upfront password instructions
- The ability to view password inputs
- The flexibility to select or deselect promotional emails
- A one-click sign-up process enabled by third-party account integrations


Create Account

First Name

Last Name

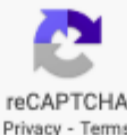
Email Address

Password 
Must contain a letter, number, and special character

Confirm Password 

Send me Promotional Deals

Send me Account Emails
This includes account creation emails. You can edit your settings in your account settings page.

I'm not a robot 
reCAPTCHA
Privacy - Terms

Create An Account


By creating an account, you agree to our [Terms & Conditions](#) and [Privacy Policy](#).


Create Account

John

Moso

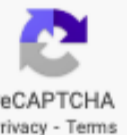
jmnolanmoso@gmail.com

***** 
Must contain a letter, number, and special character

***** 

Send me Promotional Deals

Send me Account Emails
This includes account creation emails. You can edit your settings in your account settings page.

I'm not a robot 
reCAPTCHA
Privacy - Terms

Create An Account

By creating an account, you agree to our [Terms & Conditions](#) and [Privacy Policy](#).

Qualitative Test

Key Findings #2

Brand Trust



*These are curated selected choices, **which doesn't mean anything** and feels like the brand is trying too hard, and not in a good way. It is a **website trying to boast for itself.***



*Nothing here catches my eyes, I'm automatically **not trusting** the **Trending Now** feature.*

Qualitative Test

Key Findings #3

Look & Feel

”

*My first impression is that the **text is small** and the choice of colors may not be the best, as it is very difficult to read white text over white background.*

”

*The [navigation] bar is too crowded, there is not enough spacing or padding with a large font. The categories go to the end... you could **bundle the categories** together so it is not too busy.*

01

Shoppers want a more intuitive way to navigate through the site.

52%

Were Confused By At Least One Category

72%

Struggled To Categorize The Menu Items

”

The [navigation] bar is too crowded, there is not enough spacing or padding with a large font. The categories go to the end... you could bundle the categories together so it is not too busy.

02

Shoppers want account creation to be intuitive yet simple.

67.5% Sign-Up Misclick Rate

11% Felt Something Was Missing From The Process

”

*Sometimes, when creating an account for these sites, they ask for **too much** information or **unnecessary** information.*

”

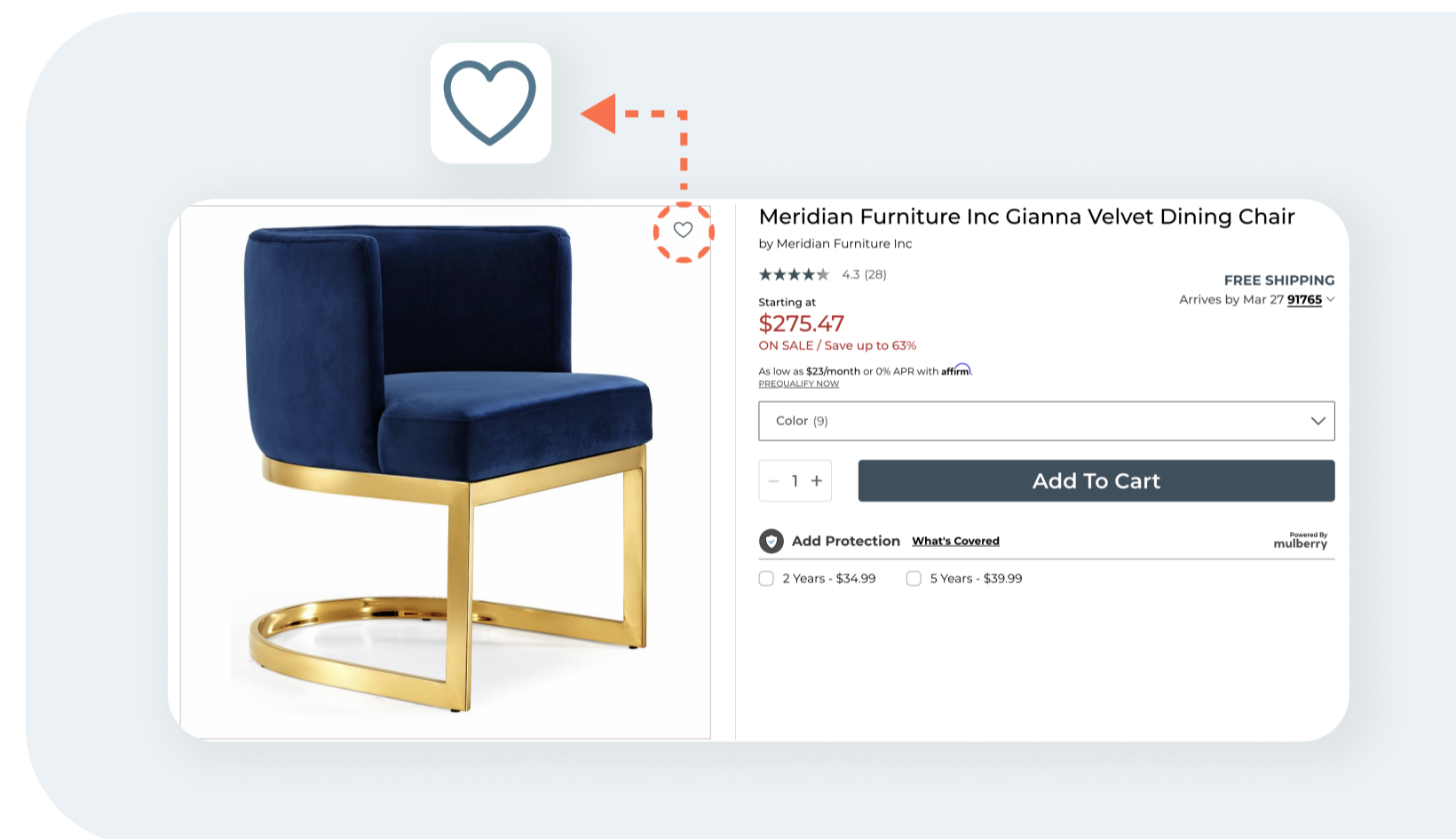
*How about if you were to create an account through **Google?***

03

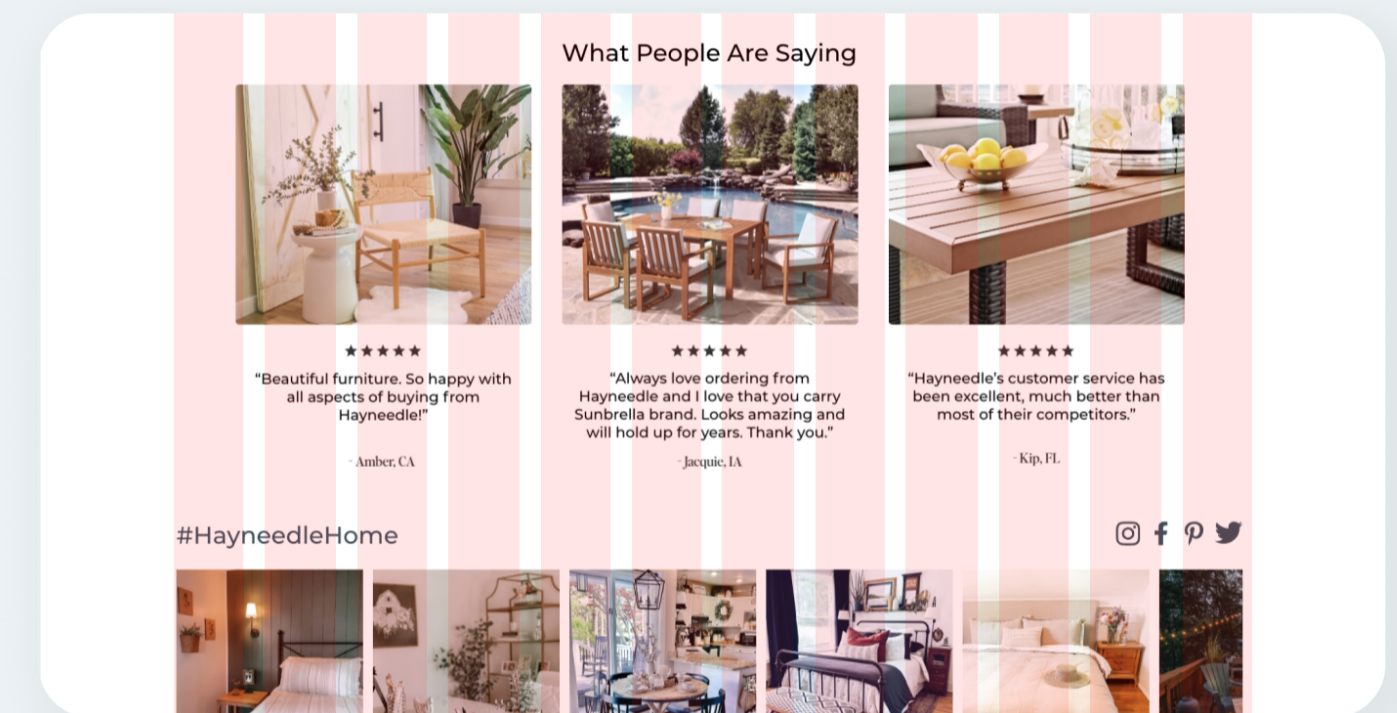
Shoppers are thrown off by unfamiliar placement or formatting.

Favorite Icon Placement

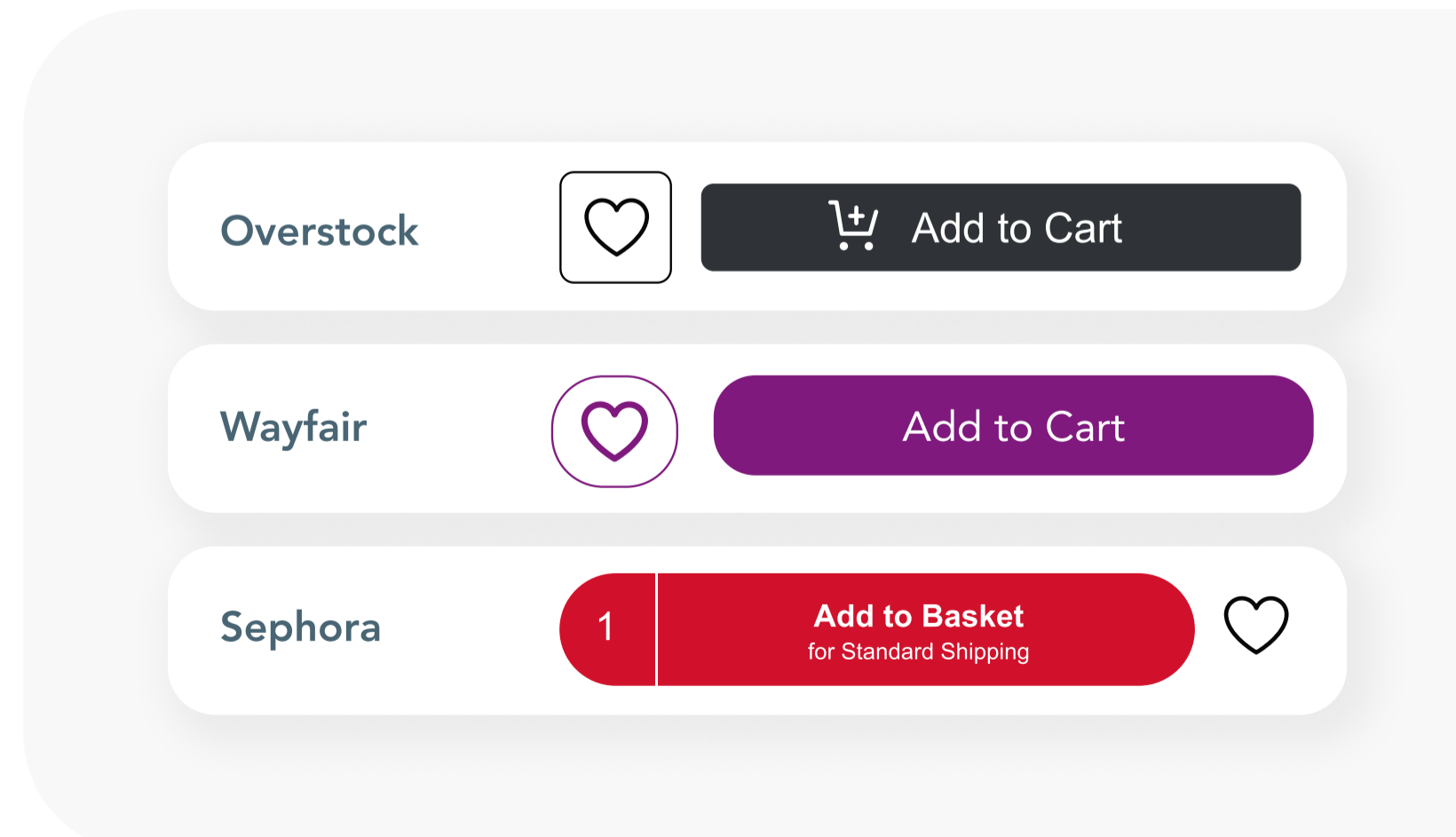
Hayneedle



Website Grid

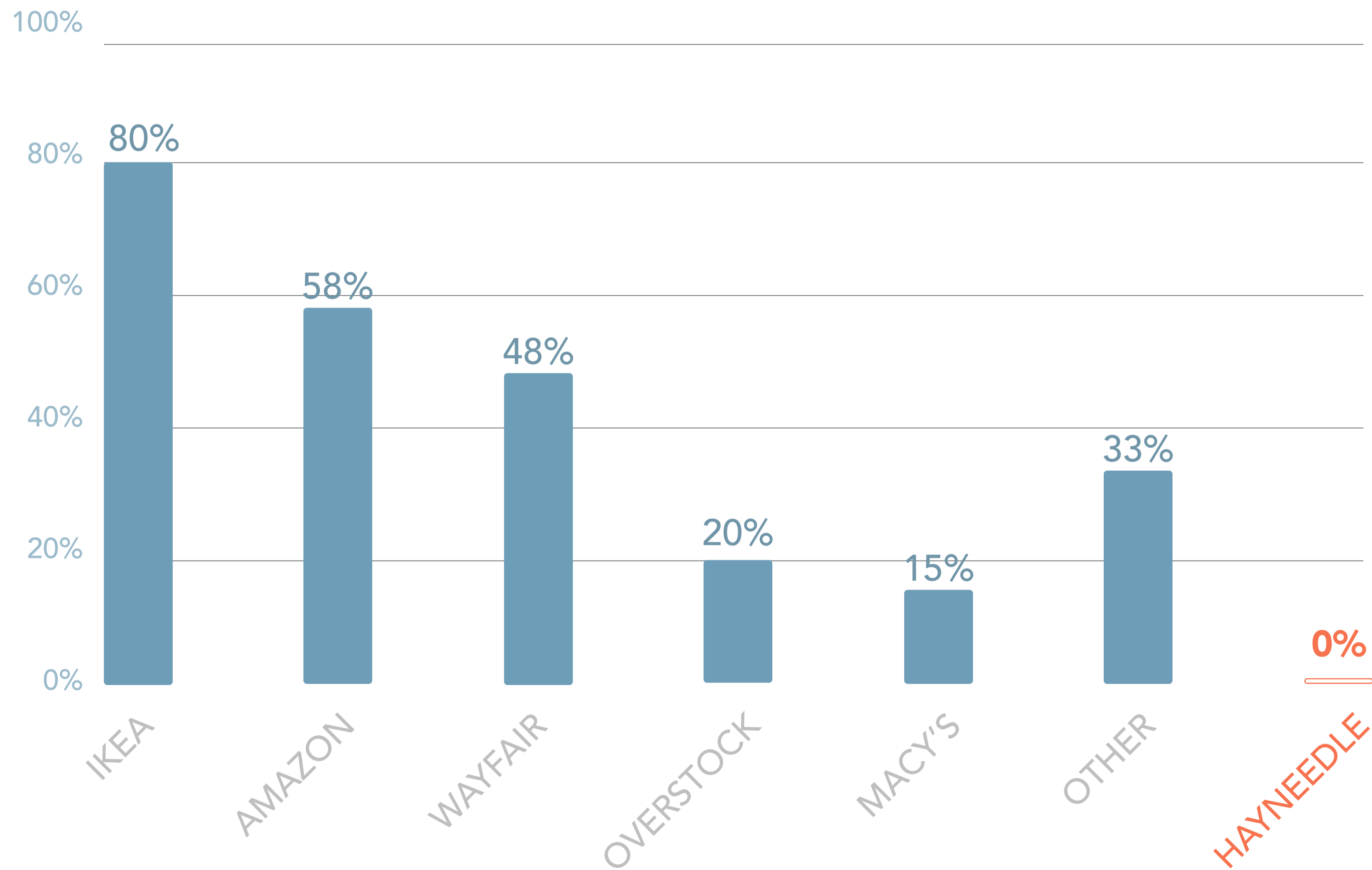


Competitors



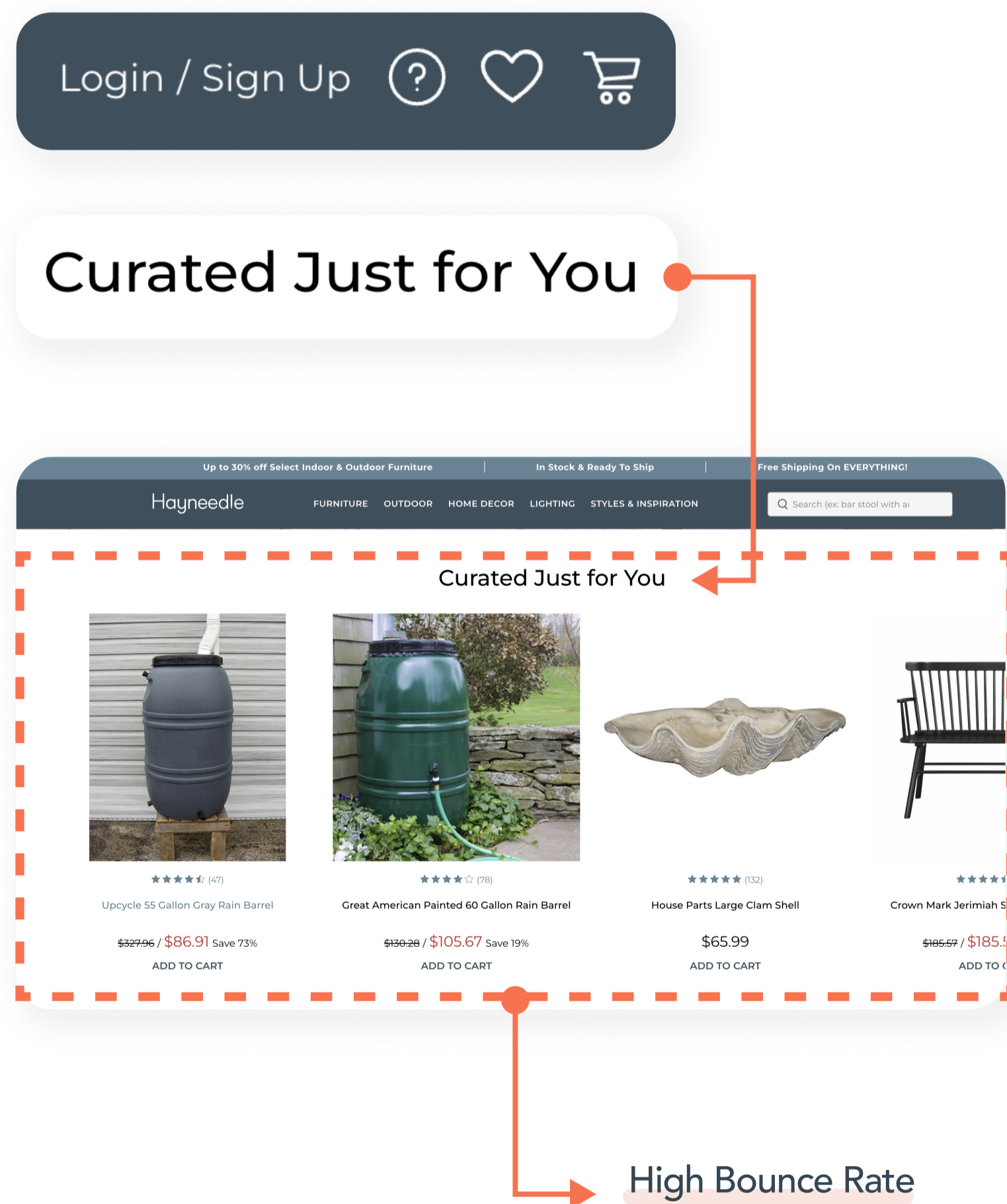
04

Shoppers also shop with Hayneedle's competitors.



05

Shoppers want to buy furniture from websites that they trust.



”

These are curated selected choices, which doesn't mean anything and feels like the brand is trying too hard, and not in a good way. It is a website trying to boast for itself.

”

*Nothing here catches my eye, I'm automatically not trusting the **Trending Now** feature.*

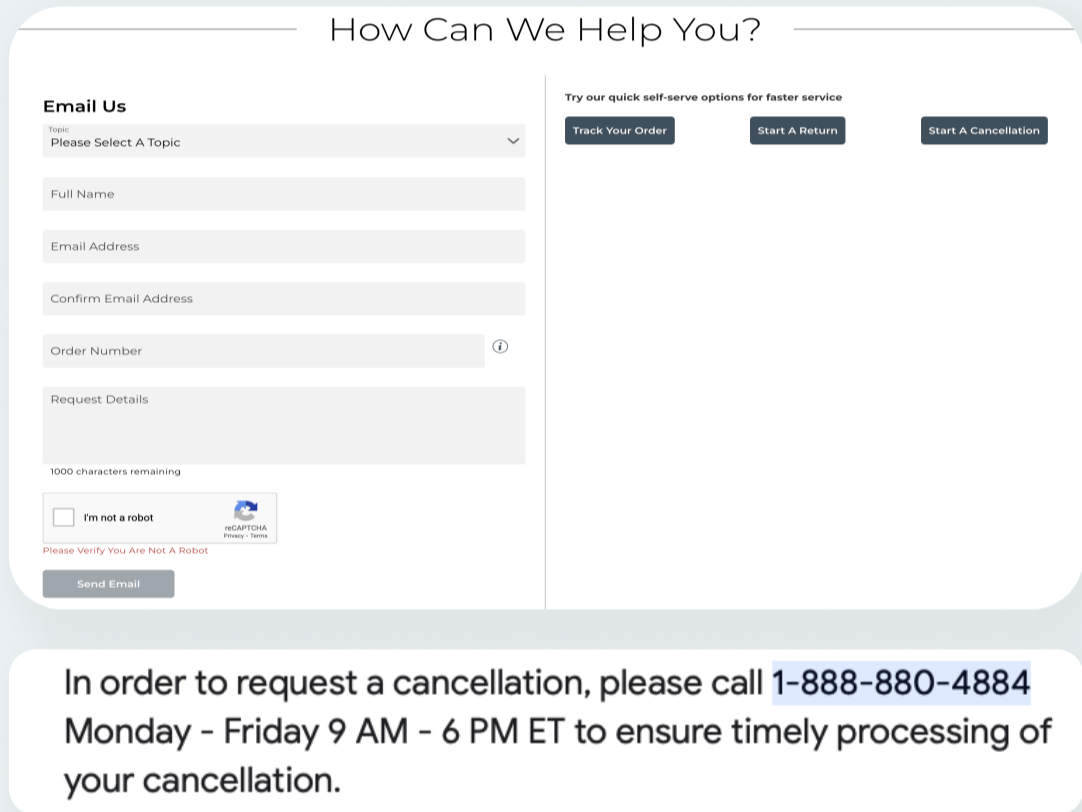
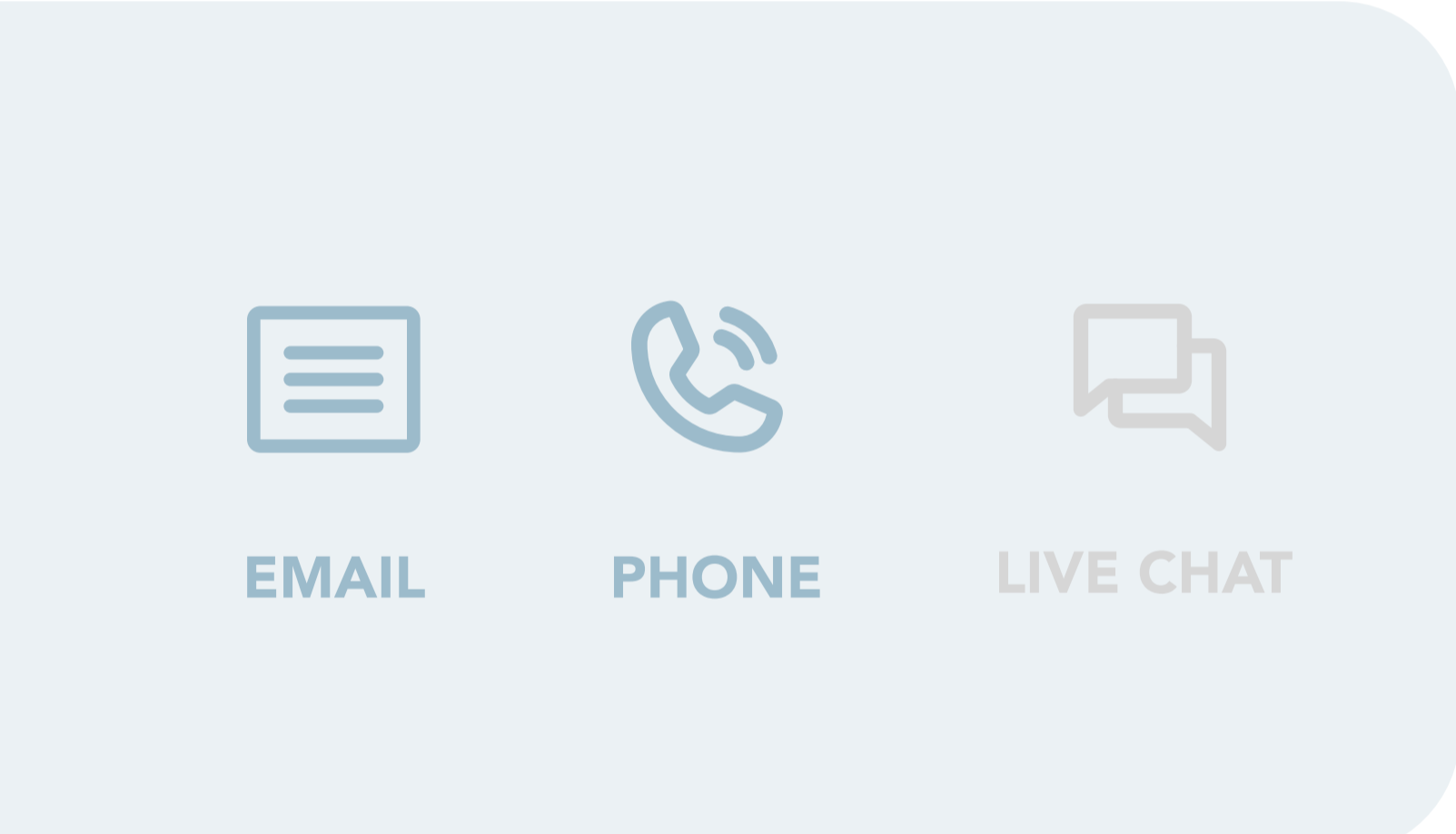
06

Shoppers have a certain level of expectations for customer service.

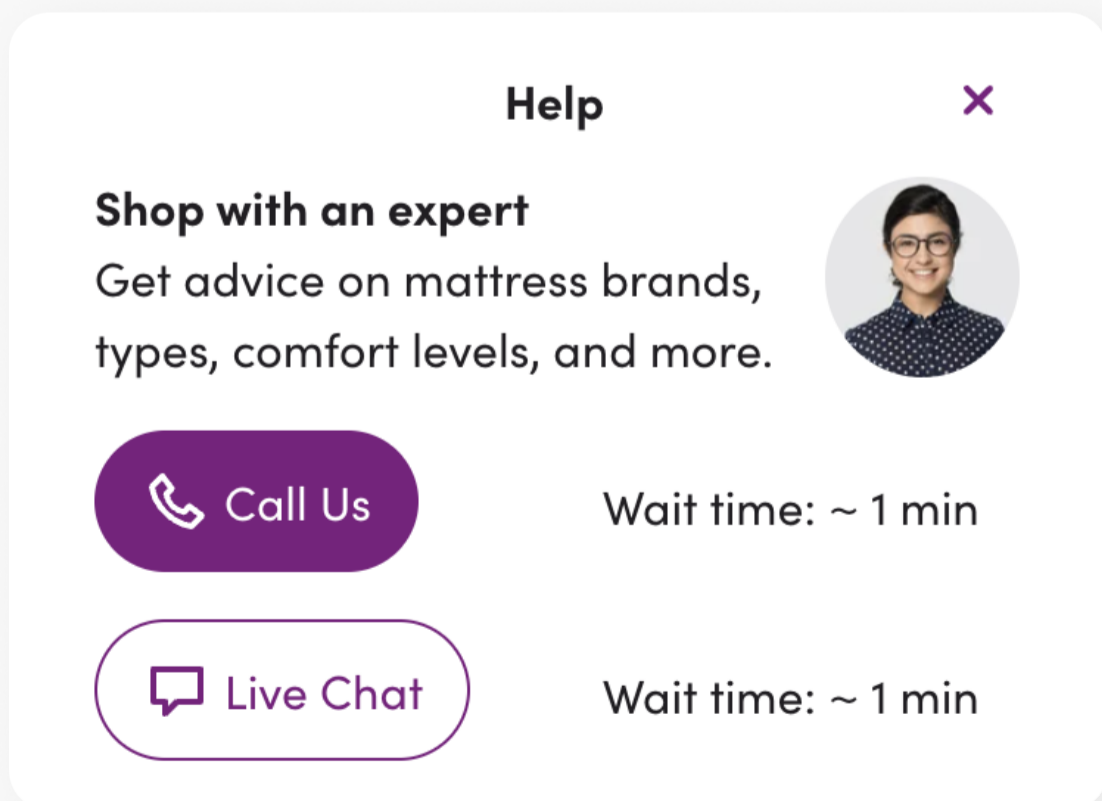
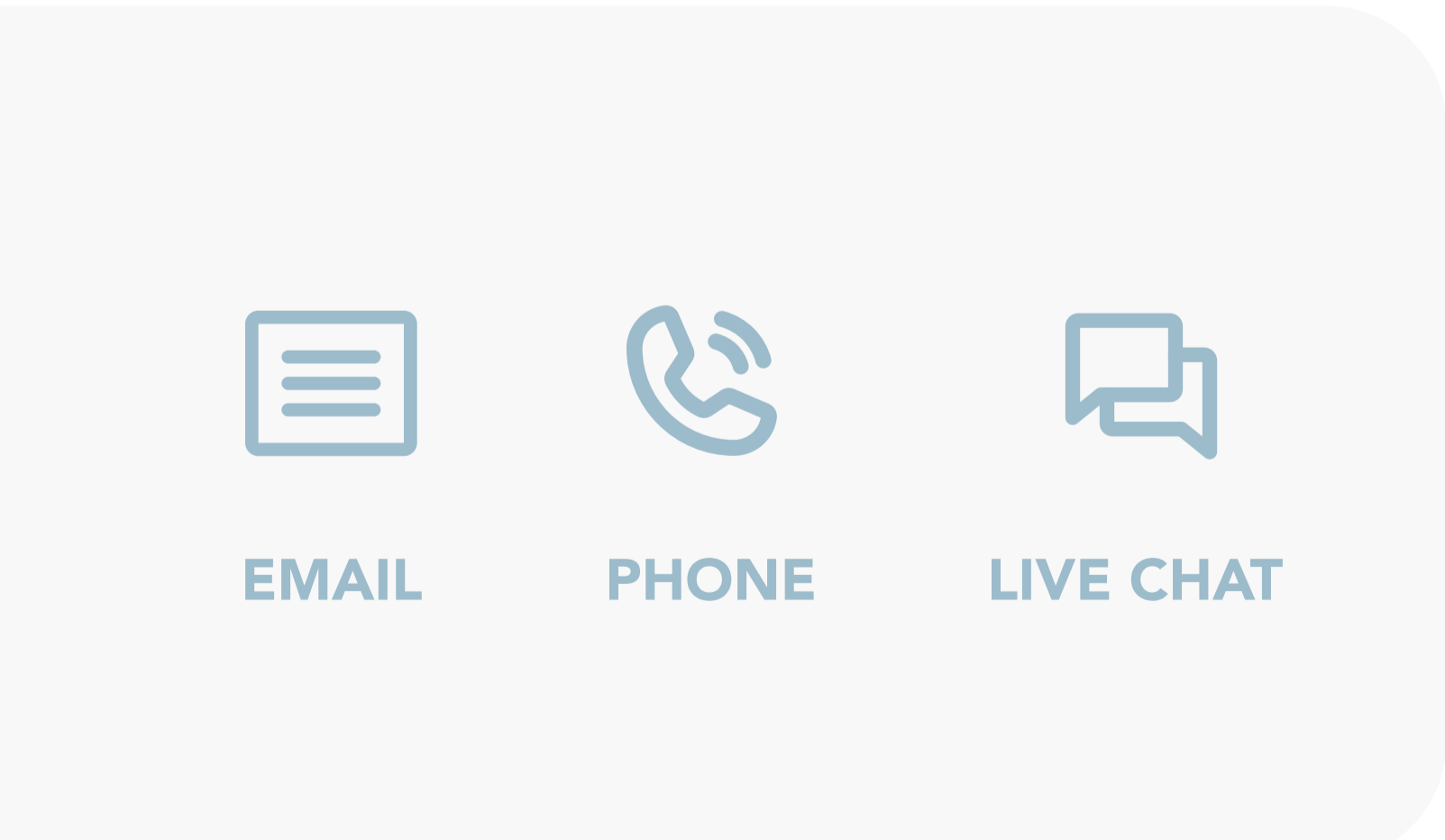
Customer Support

Available Options

Hayneedle

Competitors

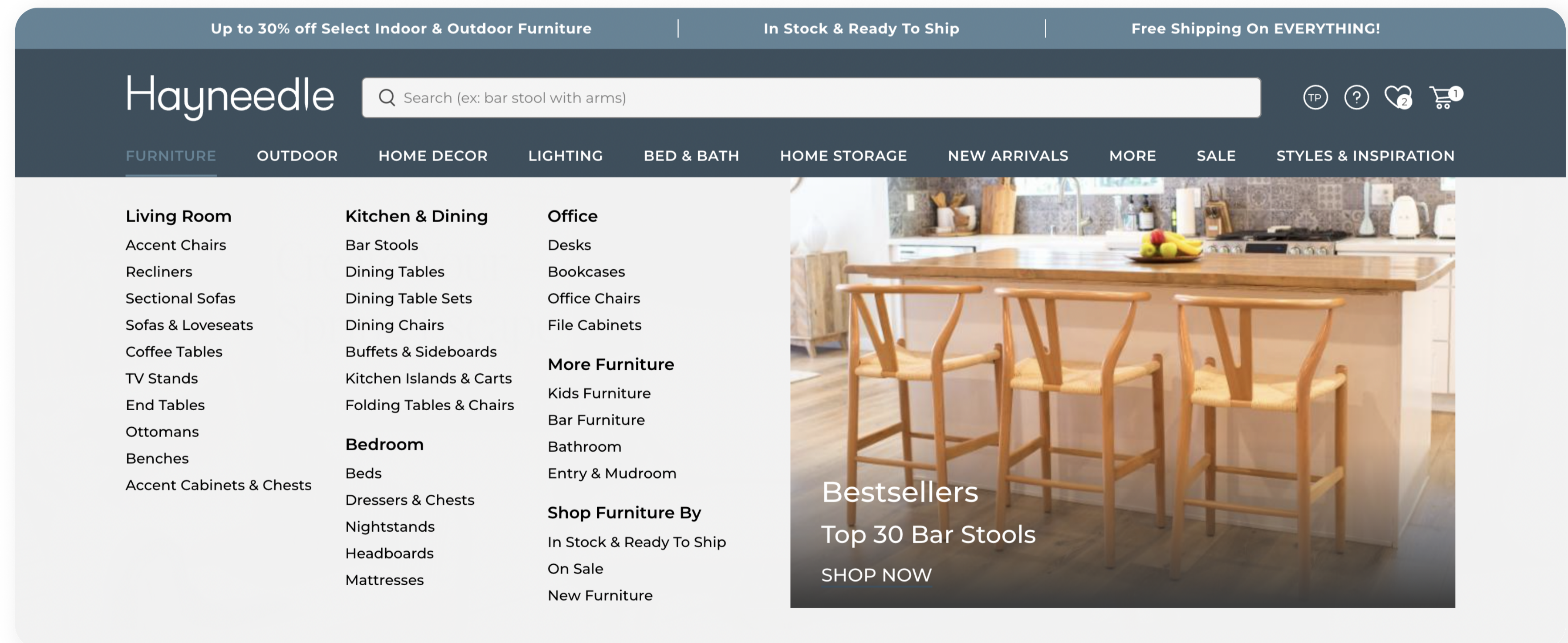



01

Reconfigure top navigation.

To improve the intuitiveness of the shopping experience.

- Update information architecture
- Add categories for Office, Kitchen, and Baby & Kids
- Rename the categories in the top navigation



02

Add reasonable constraints to the sign-up process.

To prevent future login errors

- Have users verify their email address
- Allow users to view their password as they create it
- Enable third-party verification with single sign-on integrations
- Consider adopting industry convention layout for sign in and sign up

The Hayneedle form is split into two columns. The left column is for 'Sign In' and contains fields for 'Email Address' and 'Password', a 'Remember Me' checkbox, a 'SIGN IN' button, and a 'FORGOT PASSWORD?' link. The right column is for 'Create Account' and contains fields for 'First Name', 'Last Name', 'Email Address', and 'Password', a 'Send me exclusive deals' checkbox, a reCAPTCHA 'I'm not a robot' checkbox, and a 'Create An Account' button.

VS

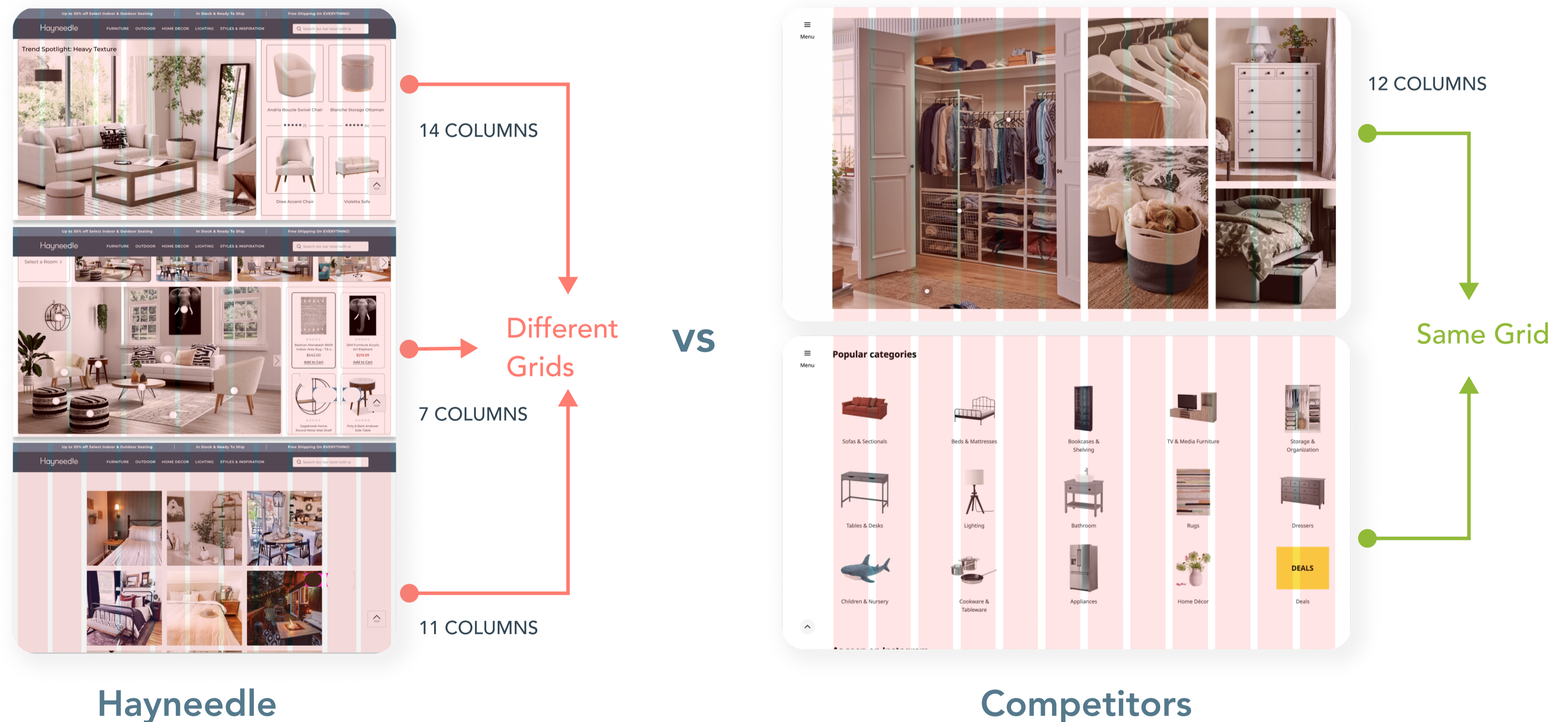
The Amazon form is titled 'Sign in' and has a field for 'Email or mobile phone number' with a yellow 'Continue' button. Below it is a link for 'Need help?' and a 'New to Amazon? Create your Amazon account' link. The Wayfair form is titled 'wayfair' and has a field for 'Email Address' with a purple 'Continue' button. Both forms include a 'Forgot Your password?' link at the bottom.

03

Upgrade overall design structure and usability.

To improve general look and feel of the site

- Adopt to a consistent grid
- Enforce coherent guidelines for hero image and text

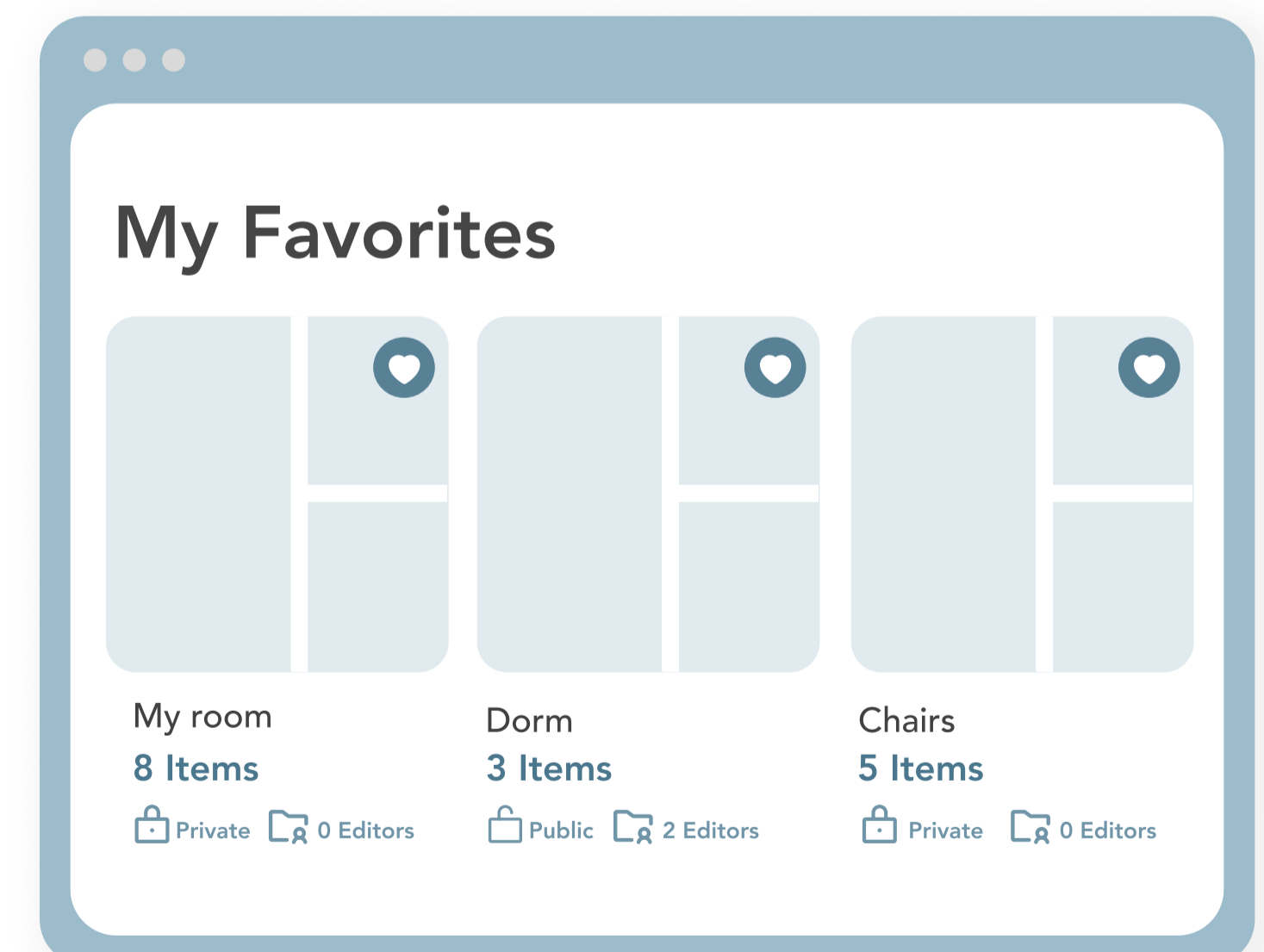
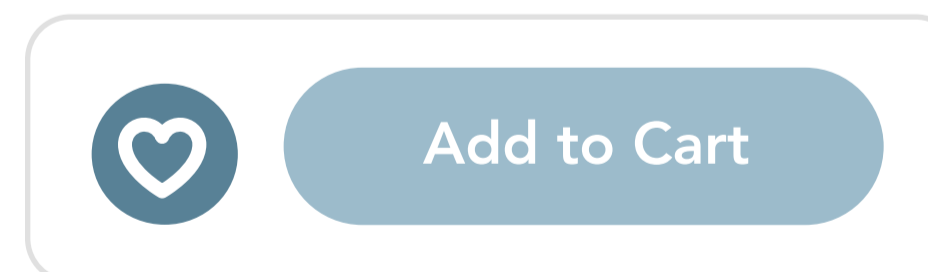


04

Make the favoriting experience more consistent.

To better match the users' mental models

- Maintain iconography and functionality throughout the website
- Research further to identify workflow improvements
- Improve the placement of the favorites icon to be more intuitive and consistent with industry conventions



05

Strengthen the trustworthiness of the brand.

To improve Hayneedle's brand perception and market positioning

- Ramp up customer support
- Personalize the shopping experience
- Remove the feeling of curated content for more transparency
- Tie in Hayneedle's parent brand (Walmart)
- Research further to investigate leveraging cookies



URGENT CHANGES



- Change the names of the “curated” sections such as ‘Just For You’
- Add top-menu categories for Kitchen, and Kids & Baby
- Apply a consistent grid structure to the website content

STRATEGIC OPTIMIZATIONS



- Expand customer support hours and channels
- Develop and apply a consistent brand voice across the website
- Incorporate options and constraints into the signup process

FURTHER RESEARCH



- A/B test moving the favorite icon next to the cart button
- Look into cookie usage to personalize the shopping experience
- Consider further examination and research into marketing strategies

QUESTIONS?

REFERENCES

What is Usability? (n.d.). The Interaction Design Foundation. <https://www.interaction-design.org/literature/topics/usability>

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Statista. (2023, March 15). Online household furniture sales in the U.S. 2017-2022. <https://www.statista.com/statistics/1329800/online-househod-furniture-sales-us/#:~:text=In%20the%20United%20States%2C%20the,increase%20to%2057.8%20billion%20dollars>

T. (2022, August 1). Online Furniture Market: 37% of Growth to Originate from APAC, Online-Residential Furniture Segment to be Significant for Revenue Generation - Technavio. <https://www.prnewswire.com/news-releases/online-furniture-market-37-of-growth-to-originate-from-apac-online-residential-furniture-segment-to-be-significant-for-revenue-generation---technavio-301596100.html>