Research Study

Planning

Goals
- Identify usability and comprehension issues
- Identify confusing elements of product features
- Validate priority of information on the site

Participant characteristics
- Age 25–50
- Business owners
- 3+ years sales experience
- 15 participants

Tasks
- Sign up for the product
- Create a new [element]
- Identify if the tool is right for you

Questions
- **Design**
  - What are your overall impressions of the site?
  - What words would you use to describe this site?
- **Messaging**
  - What key information do you remember about the product?
  - Is there any missing information you need to continue?
- **Functionality**
  - Is there anything this site could offer that would make you more likely to use it?
  - What features of this tool are most useful to you?
  - What about that feature made it confusing?

Setup
- **Recording**
  - Silverback
  - Macbook Pro
  - Audio & Video
- **Location**
  - Usability Lab
  - Philadelphia, PA
- **Survey Questions**
  - Google Drive Form
  - Spreadsheet

Observation

Participant Notes
- **Participant 1**
  - Sign up email validation challenges
  - Doesn't understand product benefits
  - Can't find contact number
- **Participant 2**
  - Sign up password requirements issues
  - Didn't find value in the primary tool
- **Participant 3**
  - Could not find product login for existing users
  - Once into the product had no issues navigating to key features

Observed trends
- Trouble signing up for product
- Key functionality frequently missed
- Product call to action hard to find
  - Buttons not clearly clickable
  - Placement causes fundability issues

Analysis

Themes
- Sign up and login are hard to find
- Product benefits are unclear and poorly worded
- Interaction with the primary tool's controls is difficult

Quotes
- "I'm trying to figure out if this product is useful to me, but the description isn't clear." – P3
- "I'm trying to find the contact number everywhere."

Recommendations
- Make sign up more visually prominent
- Simplify registration fields
- Present benefits using simpler language
- Modify tool controls to use more standard control methods

Video clips
- P1 10:30–11:13 Sign up issues
- P3 2:12–3:44 Describing product needs