

Hooked on Phonics

User Test Report

Pratt Institute x Center for Digital Experiences

Written by Nallely Martinez Almonte, Matthew Thien, and Sara Her

Executive Summary

Hooked on Phonics is a commercially marketed educational program designed to teach children how to read using a systematic, phonics-based approach. The program emphasizes letter-sound correlations and utilizes various tools, including videos, interactive activities, storybooks, and rewards, to help children develop reading skills.¹ It has been in the market supporting over 5 million children in their reading journey for more than 35 years through its phonics-based learning approach.

To continue enhancing its impact around the world, our team at Pratt Institute, in collaboration with Hooked & Company, and the Center for Digital experiences, the team conducted six remote usability tests to evaluate the current website's landing page and checkout process.

The goal of this research was to identify usability issues that might prevent parents from subscribing to a service that is marketed to help children improve their reading. Through thorough user tests that gave us crucial insights, we discovered several key usability concerns that were addressed to improve the overall user experience.

Our usability testing revealed that while the site is visually appealing and trusted by users, the **checkout flow, content overload, and unclear messaging** caused friction.

We provided **four core recommendations**:

1. Combine the upselling pages to be efficiently and clearly digestible to users.
2. Reducing information overload on the landing page for users.
3. Clarify what is being purchased.
4. Rename CTA to reduce user confusion

The majority of participants completed the assigned tasks with ease, but there were consistent calls for simplification and clearer communication. These insights and proposed redesigns aim to improve the conversion rate, strengthen user trust, and ensure the digital experience matches the educational value Hooked on Phonics delivers.

¹ Hooked on Phonics. Hooked on Phonics, Sandviks Inc., 2025,

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Introduction

Parents are often the first to notice when their child is struggling with reading. Susan Hall of Reading Rockets claims that some of the earliest signs that can indicate reading difficulty in children can be seen during preschool and kindergarten years.² To support early literacy, Hooked & Company has developed a reading program that supplements children's learning in a way they love and are excited to engage with.

The reading service, Hooked on Phonics, has helped over 5 million kids learn to read through their phonics-based approach for more than 35 years.³ As a subscription-based service, our team of three evaluators at Pratt Institute (Matthew Thien, Nallely Martinez Almonte, and Sara Her) was tasked with conducting six moderated, remote usability tests to evaluate the usability of their checkout process. For this study, we collected a combination of both quantitative data and qualitative data, with the latter being collected through a “Think-Aloud” method where users could share out loud their thought process. Usability tests were recorded and transcribed on Zoom, and notes were taken during the session. Based on our analysis, we provided four design recommendations aimed at improving the overall user experience of purchasing a Hooked on Phonics subscription.

In the following sections, we dive deeper into the methodology of our process, express findings discovered in our study, and identify existing problems with relevant design recommendations.

² Susan Hall, “Early Signs of a Reading Difficulty,” Reading Rockets.

³ Hooked on Phonics, (2025), *What's included | Reading programs | Hooked on Phonics*.

Methodology

Our journey started with questioning ourselves, “What is currently getting in the way of parents subscribing to a tool that could change the way their child learns how to read?”

To tackle this challenge, our team conducted usability testing to thoroughly understand how parents felt while navigating through the Hooked & Phonics landing page and checkout process. This research goal, guided in collaboration with Jamie Levinthal, Product Manager at Hooked & Company, and Luke Artiaga, Director of Product Design at Hooked & Company, was to assess how parents interacted with the Hooked on Phonics checkout process and to identify potential usability problems and relevant design suggestions.

Usability Test

Usability testing is a very common UX research methodology that's considered the gold standard for platform evaluation. Usability tests are highly flexible evaluative methods that allow evaluators to customize common or prioritized tasks to evaluate with direct users. By collecting user experience data on a platform, rather than usability inspection methods that rely on expert evaluators' assumptions, user-centered problems are identified and solved for.⁴ Jakob Nielsen, a prominent human-computer interaction researcher, recommends that obtaining at least 5-8 user tests provides enough reliability to identify a similar number of usability problems as what you would get with more participants.⁵

Typically, one or multiple team members observe a participant interacting with an interface. Within this observation, team members, or moderators, would ask participants to complete tasks. According to Kate Moran of the Nielsen Norman Group, “while the participant completes each task, the researcher observes the participant’s behavior and listens for feedback.”⁶ Occasionally, the moderator would interject with questions either during the task or after

⁴ Chris Gray, “How to run an Unmoderated Remote Usability Test (URUT) - UX Mastery,” Hooked on Phonics. (April 17, 2025). <https://www.hookedonphonics.com/whats-included/>

⁵ Jakob Nielsen, “How many test users in a usability study?,” Nielsen Norman Group. June 3, 2012. <https://www.nngroup.com/articles/how-many-test-users/>

⁶ Kate Moran, “Usability (User) Testing 101,” Nielsen Norman Group. November 15, 2025. <https://www.nngroup.com/articles/usability-testing-101/>

completion of the task. By observing how users interact with a design in real-time, we can identify usability issues, understand pain points, and gather in-depth insights.

To augment the usability tests, we applied the **think-aloud method**. To apply this method, we explicitly asked our participants to continuously verbalize their thoughts as they navigate through each task. As stated by Jakob Nielsen, the think-aloud method “serves as a window on the soul, letting you discover what users really think about your design.”⁷

Despite the advantages of conducting a usability test, some disadvantages must also be considered. Usability testing takes up time and resources, with sessions ranging from 15-30 minutes per participant, and multiple participants being required. Additionally, funds to compensate participants may be required, in addition to recruiting, scheduling, prepping, and analyzing participants and their data takes time. Where smaller teams with less funding and time may find value in pursuing inspection or expert-based evaluation methods, our team planned ahead to ensure we could collect direct user feedback through user testing for our clients.

For this study, each team member moderated **two usability testing sessions** with people who met our eligibility screener criteria (for a total of six usability tests). Before conducting the usability tests, the team utilized several different software tools to recruit participants and send/receive necessary forms.

Software Utilized

- **Panelfox:** A participant pool platform that we utilized to recruit, screen, and pay participants for their time.
- **Google Forms:** An Online form builder that we used to create and send the consent form and pre-test questionnaire.
- **Zoom:** Telecommunication software that we used to conduct and record our usability tests.

⁷ Jakob Nielsen, “Thinking Aloud: The #1 Usability Tool,” Nielsen Norman Group. January 31, 2024. <https://www.nngroup.com/articles/thinking-aloud-the-1-usability-tool/>

Participant Recruitment & Tasks

To ensure that the tests yielded the best information, a discussion with our client over common user demographics led our recruitment process. We learned that most users of Hooked on Phonics were parents (more so mothers) between the ages of 25-45, looking for a reading product for their children between the ages of 3-6. To broaden who we recruited, we set the following minimal criteria to invite individuals from a Pratt Institute-affiliated participant pool called PanelFox to take a screener.

- **Age:** 18+
- **Gender:** Any
- **Country:** United States
- **Operating System:** Any
- **Have child(ren) who is/are ages 3 - 8.**

Individuals who met the minimal criteria above were then invited by email to complete a participant screener (see [Appendix A](#)). Based on guidance from our client, we looked for users who met specific requirements, including having children between 3-8 (the age range for services Hooked on Phonics provides) and who were not currently using the service. Those who met our screener criteria were then invited to attend a 20-30 minute remote usability test session with one of three of our evaluators using Zoom. Before our user session, participants were informed by email of what to expect and signed consent forms to share their experiences with our team and our client (see [Appendix B](#)). A pre-test questionnaire was also shared and completed prior to user sessions to collect demographic and baseline details on each participant, as shared below (see [Appendix C](#)). Sessions were recorded via audio and video, and notes were taken by the moderator during and right after the session for later analysis.

In total, **six parents** were recruited to participate, all based in the United States of America. Of these participants, we had **five mothers** and **one father**. In terms of age, one parent was 18-24 years old, three were 25-34, and two were 35-44. Half of the six participants had one child, and the other half two, and only half of the participants had heard of Hooked on Phonics, but none had ever used the service for their children.

To provide consistent sessions between participants, a moderator script was developed to guide each session (see [Appendix D](#)). The following scenario and tasks were asked to replicate

common reasons a user may visit the Hooked on Phonics website, and to address our client's questions around potential user problems on the landing page and checkout process for the Hooked on Phonics website:

- **Scenario:** You're looking to improve your child's reading development. You learned about Hooked on Phonics from a friend and are interested in learning more.
- **Task 1:** For your first task, can you find the benefits of using Hooked on Phonics?
- **Task 2:** On this page, can you find what the purchase provides?
- **Task 3:** Can you also find what others are saying about the product?
- **Task 4 (checkout process):** Finally, from this page, can you purchase a monthly subscription to Hooked on Phonics for your child?
- **Follow-up questions (Tasks 1-3):**
 - How did that task go for you?
 - On a scale of 1-7, with 1 being very easy and 7 being very difficult, how difficult or easy was the task to complete?
- **Follow-up questions (Task 4 - checkout process):**
 - On a scale of 1-7, with 1 being very easy and 7 being very difficult, how difficult or easy was the task to complete?
 - Were there any parts of the process that you were confused about?
 - Do you have any opinions on the aesthetics of the interface?
 - Ask the participant to clarify any thoughts or actions.

After each task, we prompted users with a single ease question (SEQ) to get a rating between 1-7 on the difficulty of the task (see [Appendix D](#)). This, along with the recording of their test, provided our team with the foundation for findings and recommendations.

We would be remiss to note the greater number of post-task questions asked after the fourth task. Given that this task was significantly longer than the others, as well as our main research topic to analyze for this study, greater time and effort were spent here on data collection. A copy of our post-test questionnaire recording each user's overall experience can be found in [Appendix D](#).

Analysis

Once all six tests were completed, the team regrouped to analyze all of the findings. The team combined all of the data to find common pain points that were prevalent in a majority of the tests (refer to our analysis table in [Appendix E](#)). We charted out the problems identified by users, identified the frequency of the occurrence of each problem, and rated the severity of the problem as a team. Problems with a rating of three or four (rating is set from 1-4, with 1 being low severity and 4 high severity), or occurring for at least half of the users, were prioritized by us to address in our recommendations. Ultimately, we identified **four key issues** present in the majority of user experiences and have detailed recommendations for improving usability in this report.

Key Findings

Hooked on Phonics offers the ability for parents and children to feel empowered and confident in growing a child's reading skills. Users found the website colors and design to be fitting and "kid friendly," and the checkout process to be "easy and straightforward" and similar to what they would expect to experience from a checkout. Users knew exactly where to find reviews and felt confident in the product because of the variety and quantity. Through the content of its landing page, Hooked on Phonics encourages parents to support their child with reading as one user noted that the website gave them a "sense of hopefulness for their kid's learning journey."

After completing our usability tests, we also identified four user problems to address on the landing page and checkout process to further improve the user experience. These include problems around confusion in the checkout flow, information overload on the landing page, confusion around the copy used for call-to-action buttons, and clarifying to users what items are purchased early on.

We found a 100% user success rate across all four of our tasks. After each of the four tasks, users were asked to rate the level of ease or difficulty they experienced completing the task. A rating of 1 represented an easy experience, 3 a neutral experience, and 7 a difficult experience. On average, all six users found the four tasks to be easy, with an average rating of 1-1.83 or "easy" experience (exact ratings can be found in [Appendix F](#)). All six users found the task of finding reviews on the service to be the easiest. The task of completing the checkout process was rated most difficult at a still pretty "easy" rating of 1.83, and potential reasons for why are addressed in the four issues discussed next, along with our design recommendations and mockups.

Issues & Recommendations

Recommendation #1 - Combine the upselling pages to be efficient and digestible to users

Along with the subscription service that Hooked on Phonics offers, other products can be purchased to further support the child.

The Issue: In the current checkout process (reference screenshots below), there are two opportunities for users to purchase additional products that can boost a child's reading ability: both coming right after the "Payment" page. While advertising additional products is very common, the issue comes when it actively contributes negatively to the user experience.

The screenshot shows a checkout confirmation page for Hooked on Phonics. At the top, a yellow banner reads "Your order has been received. You will receive an email with more details once it is confirmed." Below this, the page is divided into two main sections. On the left, there is a circular graphic featuring two book covers: "At the Vat" and "The Fan". A purple badge over the books says "Just \$2.99 per book" and a blue arrow points to a "Look inside" button. On the right, the text reads "Boost your new reader's skills with 2 EXCLUSIVE BONUS BOOKS for \$5.98 each month!". Below this, a paragraph states: "These carefully crafted readers were written to align with the words taught in each lesson. The stories -featuring the HOP pals- will also improve your learner's:" followed by a bulleted list: "Phonics decoding and sight word recognition skills", "Vocabulary skills", "Comprehension skills", and "Social and emotional learning skills". Below the list, it says "Selecting this option will add \$5.98 to your subscription price per month." There are two buttons: an orange "ADD BONUS BOOKS MONTHLY!" button and a blue "NO, THANK YOU" button. At the bottom, there is a footer with links for "Privacy Policy", "Terms of Use", "Cookie Notice", "Do Not Sell My Information", and "Accessibility". Below these links, it says "Hooked & Company, Inc. DBA Hooked on Phonics © Copyright 2025. All Rights Reserved. 4 Mountainview Ter. Danbury, CT 06810".

Hooked on Phonics

Your order has been received.
You will receive an email with more details once it is confirmed.

Boost your new reader's skills with
2 EXCLUSIVE BONUS BOOKS
for \$5.98 each month!

These carefully crafted readers were written to align with the words taught in each lesson. The stories -featuring the HOP pals- will also improve your learner's:

- Phonics decoding and sight word recognition skills
- Vocabulary skills
- Comprehension skills
- Social and emotional learning skills

Selecting this option will add \$5.98 to your subscription price per month.

ADD BONUS BOOKS MONTHLY!

[NO, THANK YOU](#)

[Privacy Policy](#) | [Terms of Use](#) | [Cookie Notice](#) | [Do Not Sell My Information](#) | [Accessibility](#)

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4 Mountainview Ter. Danbury, CT 06810

Screenshot of First Upsell Page

IMPORTANT: One More Thing, Aldksfsakljf

We have some amazing ONE-TIME ONLY deals that parents and caregivers of young readers love. You'll only see these once, don't miss out!



Get 2 workbooks, an activity book, letter cards, and more that coincide with **Hooked on Spelling** (Included in your subscription) for just **\$19.99!**

Quantity Add to Cart



Get your Hooked on Phonics Activity Pad for just **\$9.99** and jump in with over **100 pages of learning fun**. Learn shapes, colors, numbers, and more!

Quantity Add to Cart



Get extra reading practice with your child's favorite Hooked on Phonics Characters. Includes 24 books full of reading fun for just **\$49.99!**

Quantity Add to Cart



Get Hooked on Handwriting with this set of **three colorful workbooks** to guide your child through printing the letters of the alphabet for just **\$19.99**.

Quantity Add to Cart

Hooked on Phonics Subscription	INCLUDED
✓ Access to the award-winning Hooked on Phonics App	
✓ Hooked on Math and Spelling digital content included	
In-Home Workbooks and Storybooks Monthly	\$16.98
✓ One full-color 32-page Workbook with Stickers	
✓ 2-3 perfectly aligned Storybooks to support new skills	
Subtotal	\$16.98
Promo code Applied	-\$15.98
Shipping	Free
Tax	\$0.00
Total	\$1.00

NO, THANK YOU

Complete Order

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Email: contact@hookedandcompany.com

Screenshot of Second Upsell Page

In its current state, the two opportunities come in two different pages of the checkout process. This not only increases the steps required to complete the process but also increases the chance for user frustration. Along with it being two different pages, it is also two different designs. As stated by our users:

“Being offered even more stuff, and especially in a different format than the previous page, is a little bit confusing.”

Recommended Solution: For this issue, we recommend merging the two different pages. Doing this would reduce the number of steps in the checkout process and also make it so users can see every additional item they can purchase on one page.

From what we gathered from the pages, the items on each page are different purchase models. The first page after the “Payment” page seems to be adding a subscription to 2 exclusive bonus books, while the second page is promoting one-time single-purchase offers. Because this is the case, we added an indicator on the one-time single-purchase offers that would inform the user that the items being purchased are one-time purchases (see screenshot below). We chose to act on this section because the previous section already had text that outlined that it is a subscription model.

More Exclusive Offers

One Time Purchase!!



Get 2 workbooks, an activity book, letter cards, and more that coincide with **Hooked on Spelling** (included in your subscription) for just \$19.99!

Quantity [Add to Cart](#)

One Time Purchase!!



Get your **Hooked on Phonics Activity Pad** for just \$9.99 and jump in with over 100 pages of learning fun. Learn shapes, colors, numbers, and more!

Quantity [Add to Cart](#)

One Time Purchase!!



Get extra reading practice with your child's favorite **Hooked on Phonics Characters**. Includes 24 books full of reading fun for just \$49.99!

Quantity [Add to Cart](#)

One Time Purchase!!



Get **Hooked on Handwriting** with this set of three colorful workbooks to guide your child through printing the letters of the alphabet for just \$19.99.

Quantity [Add to Cart](#)

Screenshot of One-Time Purchase Section with Emphasis on Added Indicators

We also had to ensure that the actions we want users to take (which is adding to the cart) feel similar. To do this, we recreated the “Add to Cart” button that was being used for the second upselling page and made it the prominent one for the other section (see screenshots below). With this, users can understand that while both items are different, the action is the same.

Get more with Hooked on Phonics



Boost your new reader's skills with **2 EXCLUSIVE BONUS BOOKS**

for \$5.98 each month!

These carefully crafted readers were written to align with the words taught in each lesson. The stories -featuring the HOP pals- will also improve your learner's:

- Phonics decoding and sight word recognition skills
- Vocabulary skills
- Comprehension skills
- Social and emotional learning skills

Selecting this option will add \$5.98 to your subscription price per month.

[Add to Cart](#)

Mockup of Bonus Subscription Section with Emphasis on Recreated Button

Account

Child

Customize

Checkout

Get more with Hooked on Phonics

Boost your new reader's skills with
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Quantity 0 Add to Cart

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✓ Access to the award-winning Hooked on Phonics App	
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In-Home Workbooks and Storybooks Monthly	\$16.98
✓ One full-color 32-page Workbook with Stickers	
✓ 2-3 perfectly aligned Storybooks to support new skills	
Subtotal	\$16.98
Promo code Applied	-\$15.98
Shipping	Free
Tax	\$0.00
Total	\$1.00

NO, THANK YOU

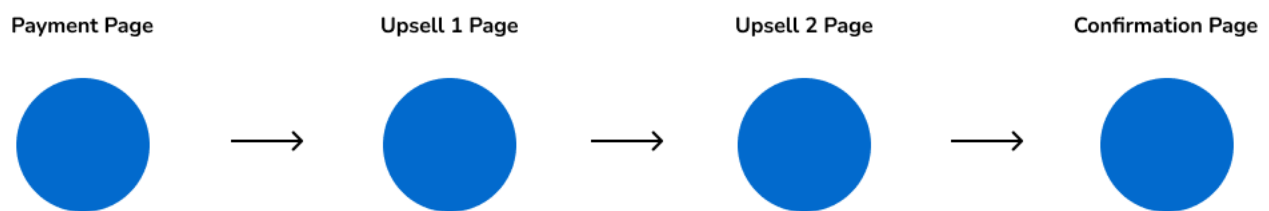
Make Payment

Mockup of Merged Pages with Highlights of New Features

Recommendation #1.1 - Move Upselling Step to earlier in Checkout flow

The Issue: Although merging the two upsell pages fixes one issue with them, another issue that arose during our usability tests is that people assume the checkout process is complete after being shown the first upsell page. This means that they would exit the webpage and end the checkout process before they can get to the end.

This is the current checkout process:



After conducting research on different e-commerce websites, all of them have one thing in common: the confirmation page comes right after the payment page. According to our research, this seems like the most natural order of the checkout process.

This is also backed up by the 90-day step conversion rate that was provided to us by Jamie and Luke, and some feedback during our usability tests. The snapshot that we were given shows that of the 98% of visitors who complete the purchase event, that was the last action they took in the process. This would also mean that they left as soon as they saw the first upsell page.

During our usability testing, some of our participants had this to say about this part of the process:

“I would assume that [the process] is done, and I would just close the page if I didn't want any of these books.”

“If I wasn't interested in any extras, I probably would've closed the webpage and never gotten here [Confirmation Page].”

“If I'm signing up for the first time, I don't know if I would assume that there would be two more upsells if I was already told that the order was confirmed.”

Recommended Solution: Along with merging the two upselling pages, we recommend showing this page before the payment page. This aligns with standard checkout flows and leverages users' existing mental models, potentially improving conversion.

Our version of the new checkout process looks like this:



In this version, the upselling would happen before the payment page and after the “Reading Level” page. With this, users would have a more natural experience of selecting their child’s reading level, then have the opportunity to add relevant supplementary products to their cart, and finally proceed to payment. This aligns with a natural shopping sequence of selecting items and then purchasing.

From a business perspective, strategically positioning the merged upsell page before payment directly capitalizes on the user’s active purchasing mindset. While a user is in this mindset, they are more likely to consider purchasing additional items. In its current state, the user would have already made that purchase and is exiting that mindset, which would likely lead to fewer conversions on upselling.

The mockup we created shows the newly merged upselling page while also having the progress bar indicating where they are currently in the checkout process. We also made a slight adjustment to it, adding an indicator when a step requires a 2nd page.

For example, the “Account” step has an “Email” page and a “Password” page.

Account

Child

Customize

Checkout

Get more with Hooked on Phonics

At the Vat

The Fan

Just \$2.99 per book

Look inside

Boost your new reader's skills with

2 EXCLUSIVE BONUS BOOKS

for \$5.98 each month!

These carefully crafted readers were written to align with the words taught in each lesson. The stories -featuring the HOP pals- will also improve your learner's:

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Selecting this option will add \$5.98 to your subscription price per month.

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✓ One full-color 32-page Workbook with Stickers		
✓ 2-3 perfectly aligned Storybooks to support new skills		
Subtotal		\$16.98
Promo code Applied		-\$15.98
Shipping		Free
Tax		\$0.00
Total		\$1.00

NO, THANK YOU

Make Payment

Mockup of Newly Merged Upsell Page

19

Recommendation #2 - Reducing information overload on the landing page for users.

The Issue: Upon arriving on the landing page to purchase the subscription to Hooked on Phonics, users are greeted with a lot of information (see the screenshot below). This leads to users feeling overwhelmed, skimming, or just skipping content on the webpage that they may need. Two users remarked upon taking in the webpage, “This is too much information,” and “What do I look at first?”

Of our six users tested, only two looked through the whole page, and only one took the time to read all of the content on there. Most users skimmed roughly the top third of the page only. Users expressed that there was both too much text and graphics (particularly the first one) were hard to interpret. The current landing page includes the following content sections: “you’re child will read, guaranteed”, “reviews and ratings”, “benefits”, “what makes it a favorite among families”, “how it works”, “everything you’ll get”, “limited time offer”, and “proven to work for 30 years.”

The top section of the landing page features a blue header with the Hooked on Phonics logo. Below it, a large orange banner reads "Your Child Will Read, Guaranteed!" with a subtext "Build your child's confidence and skills with a simple and easy framework." This is followed by a grid of images showing children using the program. A prominent orange button says "Try It & Get 94% OFF >>". Below the grid, a section titled "Trusted By + 5 Million Parents" includes a quote from a parent and a "Learn Why Other Parents Like You Love This Program" link. The bottom part of this section shows three testimonials from parents, each with a photo of their child and a quote about their progress.

The middle section is titled "Here Are Just A Few Of The Benefits Of Joining Hooked on Phonics." It lists several benefits with checkmarks: "Basic Academic Performance: Make real progress in reading, plus spelling and math," "Delight in Learning: Watch your child's excitement in learning new skills," "Strong Educational Foundation: Critical skills for future success," "Build Confidence: Celebrate your child's growing self-esteem," "Quality Reading Time: Enjoy engaging, educational activities together," and "Unlock Potential: Nurture a lifelong love of learning in your child." Each benefit is accompanied by a small image of a child. Below this, a section titled "Here's what makes Hooked on Phonics a favorite among families." lists features like "Fun Interactive Tools," "Progress Tracking," "Multi-Sensory Learning," "Comprehensive Subjects," "Curated Content," "Expert-Designed Lessons," and "Flexible Scheduling." This is followed by a "How It Works" section with four steps: "Learn," "Practice," "Read," and "Celebrate." The bottom part of this section is titled "Here's Everything You Will Get When You Join Hooked on Phonics" and lists items like "Full access to mobile app," "Family-Friendly Account," "Guided Workbooks," "Extensive Game Library," and "Milestone Celebration Kit."

The bottom section features a large orange banner with the text "LIMITED TIME OFFER Today You Get 94% OFF". Below this, a list of items included in the first delivery is shown: "Full App Access," "Practice Pack," "3-5 Story Books," "Celebration Stickers," "Hooked on Math (FREE)," and "Hooked on Spelling (FREE)". A prominent orange button says "Claim Your Discount >> 94% OFF". Below the button, a quote from a parent is displayed: "Joining Hooked on Phonics has been a game-changer! From reading, spelling and math to celebrating each new book, it's transformed my child's love for learning!" The bottom part of this section is titled "Proven For Over 30 Years" and includes a list of awards and a "Hooked on Phonics is a proud member of the National Education Foundation" statement.

Recommended Solution: Based on the feedback and data collected in our user testing, we recommend reducing some of the content on the landing page (see the mockup image below for the full recommendation).

First, we recommend keeping the “Your child will read” section where it currently lives, as many people use the graphic there to learn more about the service. However, given that some users were confused by everything in the graphic, we suggest moving the “everything you’ll get” section right below the graphic to supplement user comprehension of the service. Given that only two out of our six users read the whole page, and three didn’t make it past the “reviews and ratings” section, we recommend highlighting what’s offered right away (reference [Appendix E](#) for more details). Lastly, as users mentioned in the checkout process that they weren’t fully sure what was included in their purchase, this serves as another opportunity to set user expectations right away.

Second, we recommend keeping the “reviews and ratings” section but moving it to the bottom of the landing page (but before the “proven to work for 30 years” section). All six users easily and successfully found this section, as a 100% task completion occurred, and all users rated the ease of the task as a one out of 7 (one equating to “easy”). We encourage moving it down as many users are familiar with finding ratings at the bottom of retail websites, and to ensure that details around what users will get are highlighted first.

Finally, we recommend keeping the “how it works” and “proven to work for 30 years” section but removing the following sections from the landing page: “benefits”, “what makes it a favorite among families,” and “limited time offer.” We believe the “how it works” section provides a good, general reminder of how the service works for users looking for that knowledge, and would follow the “everything you’ll get” section nicely. Keeping the “proven to work for 30 years” section at the very end of the webpage serves as a strong source of credibility for users.

We suggest deleting the other sections, as four out of six users did not read these sections, but still managed to get a good understanding of what Hooked on Phonics offered. Our six users rated the ease of finding the benefits of the service a 1.75 out of 7 (1 being easy and 7 being difficult) and offered great summaries of the service despite not pulling from the specific “benefits” content section on the webpage. Additionally, half of our users made comments about not liking to be being advertised to, with one user saying, “I don’t like that they advertise more.” As such, removing the “limited time offer” section, which provides repetitive details about what’s included, could reduce this feeling for users.

[Get Discount](#)

Your Child Will Read, Guaranteed!

Build your child's confidence and skills with a simple and easy framework.

Books & Apps Included! Hooked on Spelling Hooked on Math

Perfect for:

- Kids who are struggling to read
- Supplementing school curriculum
- Preparing to enter school
- Home schooling

Bonus

Hooked on Spelling and Hooked on Math Apps included!

[Try It & Get 94% OFF >>](#)

Here's Everything You Will Get When You Join Hooked on Phonics

Full App Access: Use the Hooked on Phonics app on iOS, Android, and Kindle.

Family Account: One account for all your children to enjoy the learning experience together.

Monthly Workbooks: Detailed workbooks to guide each learning module.

Storybooks: 2-5 fun, educational storybooks every month to boost reading and comprehension.

275+ Educational Games: Fun games to reinforce learning.

Progress Tracker: A tool to track your child's learning milestones.

Milestone Rewards Kit: Celebrate your child's achievements with special stickers and rewards.

Interactive Discussions: Engaging questions to help develop critical thinking skills.

+2 Free Bonuses

- Hooked On Spelling App Access
- Hooked On Math App Access

FREE BONUS #1

Hooked on Spelling: Access to the Hooked on Spelling app for enhanced spelling skills development.

Hooked on Spelling introduces learners to common spelling patterns through fun activities and game play, giving them a chance to practice their newly learned spelling skills. Hooked on Spelling is now INCLUDED in your Hooked on Phonics subscription!

How It Works

Hooked on Phonics uses a proven, simple and fun method to give your child a strong foundation in Phonics and reading skills. Each lesson takes 20 minutes or less.

Learn

New concepts are introduced through fun videos with catchy songs and interactive activities.

Practice

Hands-on practice with interactive digital activities, puzzles and games, PLUS essential handwriting practice with new Practice Packs, shipped monthly.

Read

Children put it all together to read physical storybooks and e-books specifically written to draw on the skills they have already learned, all by themselves.

Celebrate Success

Fun App rewards like fun characters and digital toys. Place star stickers in workbooks as lessons are completed. Then fill out and share a certificate after each worksheet!

Trusted By + 5 Million Parents

Today, more than 5,000,000 families and thousands of schools have turned to Hooked on Phonics to help their children and students reach their full potential.

Learn Why Other Parents Like You Love This Program

Nia Sunshine
I don't have words to say how great this is. The price is great and the product is superior. My daughter went from barely reading words to reading completely in less than 3 months. I ordered through here in June and by August we were good to go.

Kyle Mulvihill
Totally was a hooked on phonics kid. Now, I get shoddy looks when I correct people when they talk and read about that! My daughter has been on it for a few weeks and she's already bringing me news papers and magazines to read to me lol Awesome program!

Stephany Barney
Haha I did hooked on phonics as a kid and I became a great reader. Started hooked on phonics with my oldest a few months ago and she's learning so quickly!

Kiana Varde
My daughter was interested in learning to read in preschool. The hooked on phonics app really helped her. She was reading grades ahead by kindergarten.

Hannah Howland
Just got some and within a week of learning my 5 year old has read 6 books with very little help from me!!

La Mar Terrell Brooks
My mom used this before my sister and I started kindergarten and trust me it works.

See the Incredible Progress of Kids Mastering Reading Skills.

"I just love that the kids like she's playing games the whole time! Having learning fun! And that little smile lol!"
- Jane

"We've been loving our Hooked on Phonics learn to read curriculum. It has been absolutely amazing for our home schooling!"
- Julia

"My Kid Loves Learning! He's in Pre-K, so he doesn't get homework like his older brother! He loves to work in the Pre-Reader section, working on his skills with the letter names and sounds of the letters. He calls it his homework, so I won't say anything different LOL!"
- Marissa

[Try It & Get 94% OFF >>](#)

Proven For Over 30 Years

For more than 35 years, Hooked On Phonics has maintained its gold standard status as a household name in kids educational excellence.

Hooked on Phonics © Copyright 2024. All Rights Reserved.
4 Mountmaine Ter., Danbury, CT 06830

*We guarantee an improvement of one whole hooked on Phonics grade level or your money back.

[Read Our Privacy Policy](#) | [Terms Of Service](#) | [Cookie Policy](#) | [Do Not Sell My Information](#) | [Accessibility Statement](#)

Mockup of Redesigned Landing Page with Less Content

Recommendation #3 - Clarify what is being purchased.

The Issue: During our usability testing, participants were seen praising the landing page and all that it had to offer parents with children who were in their learning process. They loved colors, images, and the layout of information.

However, some participants expressed certain confusion when it came to finding specific information. Some explained that the landing page might have a little bit too much information, which resulted in an overwhelming sensation that led them to not fully understand what exactly it is that they are purchasing on said subscription. The heavy use of text created hesitation during the most critical moment: the payment page

A few participant quotes that support this insight:

“I’m not really sure what’s included...”

“I had to scroll a lot and read through everything to understand what I was getting.”

As a team, conducting user testing and comparing through other subscription-based platforms, we observed that the most effective sites use a combination of **concise descriptions** and **clear visuals** to communicate value.

Thanks to user testing, we observed that the majority of users felt overwhelmed with too much text, and in some instances, confusion and unorganization can lead to abandonment rates skyrocketing. Additionally, a cluttered checkout sidebar makes it harder to verify what’s being paid for, which breaks user trust.

Recommended Solution: We approached this problem in two parts:

1. Redesign “Here’s Everything You Will Get” Section

Redesigning the landing page to remove excessive blocks of text that are essentially saying the same thing in longer blocks of text improves readability, especially for people who are not familiar with the webpage, and supports a more straightforward approach to engage in a quicker decision-making process.

Here's Everything You Will Get

When You Join Hooked on Phonics



- ✓ **Hooked on Phonics:** Full access to mobile app on iOS, Android, and Kindle platforms.
 - ✓ **Family-Friendly Account:** One account for multiple users, allowing all your children to learn and grow together.
 - ✓ **Guided Workbooks:** Monthly delivery of detailed workbooks that complement each learning module.
 - ✓ **Curated Storybooks:** 2-3 specially written storybooks each month, designed to enhance reading and comprehension skills.
 - ✓ **Interactive Discussions:** Thought-provoking questions for each storybook to boost reading comprehension and critical thinking.
 - ✓ **Extensive Game Library:** Over 275 interactive and fun games for practical skill application and reinforcement.
 - ✓ **Progress Tracking Tool:** An intuitive feature to track and measure your child's learning milestones and progress.
 - ✓ **Milestone Celebration Kit:** Includes celebration stickers and rewards to recognize and motivate your child's achievements.
 - ✓ **First Pack Shipping:** Complimentary shipping for your initial practice pack, right to your doorstep.
- +2 Free Bonuses**
- ✓ Hooked On Spelling App Access
 - ✓ Hooked On Math App Access

Screenshot of the "Everything You Will Get" Section of the Landing Page

This image is the current design from Hooked on Phonics' landing page. We can see the list of included items in said visual, but they are each accompanied by a text-heavy paragraph, which forces participants to read unwanted text, instead of taking a straightforward approach and being more different in explaining what's included when parents join the subscription. Additionally, the icons and bolded text compete for attention rather than guiding it.

There's also no strong visual separation between the main offer and the bonus content. This could cause the bonus content to be completely overlooked



Mockup of Redesigned “Everything You Will Get” Section of the Landing Page

After our redesign, the layout has been simplified and optimized for a better reading experience. Each feature is rewritten in a shorter, more conversational tone, allowing users to quickly scan and absorb the value without feeling overwhelmed. With this redesign, there is also plenty of spacing between points, which prevents the feeling of overcrowding.

Lastly, the “Free Bonus” section has been separated from what's included to highlight its own section. By doing so, it benefits the bonuses and participants are more drawn to read them, and perhaps purchase them as add-ons, rather than skimming through and possibly missing out on reading so.

Overall, the design feels friendlier, more modern, and better aligned with user expectations for a family-oriented educational product.

2. Redesign the Checkout Page Sidebar

Another design we made was to make changes to the checkout sidebar to clarify exactly what it is that the user is buying before entering their payment information. We clarified the user's cart contents.

Original Design (First Image):

Let's review your order!

Hooked on Phonics Subscription
✓ Access to the award-winning Hooked on Phonics App
✓ Hooked on Math and Spelling digital content included

INCLUDED

In-Home Workbooks and Storybooks Monthly
✓ One full-color 32-page Workbook with Stickers
✓ 2-3 perfectly aligned Storybooks to support new skills

\$16.98

Subtotal

\$16.98

Promo code applied

-\$15.98

Shipping

Free

Tax

\$0.00

Total

\$1.00

You may [cancel](#) your monthly subscription at any time before it renews for \$16.98 on 5/31/2025.

☐ I agree to the auto-renewing [Subscription terms](#) for recurring payments, [Terms of Use](#), [Privacy Policy](#), and [Cookie Notice](#).

PAY

30 Day Money Back Guarantee
If you're not satisfied we'll offer you a full refund.

- ✓ Pay only \$1 dollar today.
- ✓ Try it for 30 days.
- ✓ Cancel any time.

Screenshot of the Checkout Page Sidebar

The original layout focuses on structure and clarity but leans toward a more transactional and rigid presentation. It separates the items well, but lacks warmth and feels a bit clinical. The visual design doesn't evoke a family-friendly or emotionally engaging tone. The guarantee is informative but tucked away at the bottom, and the layout is visually dense, which may feel overwhelming or less inviting to parents at the checkout stage.

Redesigned Version (Second Image):

Let's review your order!

 **Here's What You Get**

 **Access to the Hooked on Phonics App**
Includes Hooked on Math and Spelling content

 **Award-winning learning experience**

 **In-Home Workbooks & Storybooks**
One 32-page Workbook with Stickers
2-3 Storybooks perfectly aligned with your child's learning

Order Summary

\$16.98

Subtotal

\$16.98

Promo Applied

-\$15.98

Shipping

Free

Tax

\$0.00

Total Today

\$1.00

30 Day Money Back Guarantee
Pay only \$1 today
Try it for 30 days
Cancel any time for a full refund

☐ I agree to the auto-renewing [Subscription terms](#) for recurring payments, [Terms of Use](#), [Privacy Policy](#), and [Cookie Notice](#).

PAY

Mockup of the Redesigned Checkout Page Sidebar

In contrast, we made the redesigned version much **more structured and transparent**. With this redesign, we worked on separating the subscription and physical terms into different sections to achieve a much more organized layout. The layout was divided into two sections, the “Hooked on Phonics Subscription” (marked as INCLUDED) and “In-Home Workbooks and Storybooks Monthly”, with its price labeled. With each section being clearly divided into sections, we achieved a clearer approach for users to clearly understand what they are about to purchase in a summarized format, while also maintaining a straightforward language.

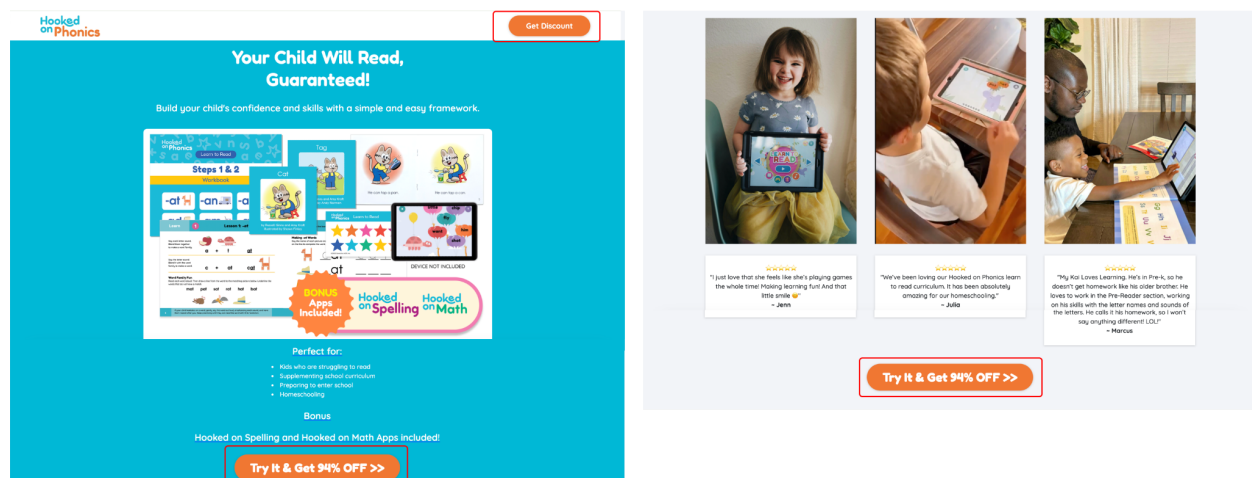
The money-back guarantee is expanded as well and given more visual importance at the bottom of the page, with checkmarks and bolded text that reassures the customer. Overall, the redesign reduces ambiguity and creates a more confident, informed checkout experience.

Recommendation #4 - Rename CTA to reduce user confusion

The Issue: Our user tests suggested that the copy (or text) on the call-to-action buttons of the landing page could be confusing and make users hyper-aware that Hooked on Phonics is trying to convince them to buy their product. Currently, the landing page uses the copy “Get Discount” or “Try It & Get 94% OFF” (see screenshot below). Users described the buttons and some of the copy on the content of the page as ad-like and creating some doubt. Three users shared this sentiment, with one sharing that the website “was like advertising.” Regarding the CTA copy, comments around user confusion and doubts included:

“I was thrown off by the subscribe button being named or related to discount.”

“94% off sounds almost too good to be true.”



Screenshot of the First Three CTA's on the Current Landing Page

Recommended Solution: In response to our user test findings, we recommend a simple adjustment to the copy of the landing pages' CTA buttons to address concerns around user confusion and trust. To clarify any user confusion about how to proceed, as well as to inform users that purchasing this service leads to a subscription, we recommend changing the copy from “Get Discount” and “Try It & Get 94% OFF” to “Subscribe” (see redesigned mockup below). This update would also remove the current ad-like experience and allow the features and reviews of the product to speak for themselves.

[Subscribe](#)

Your Child Will Read, Guaranteed!

Build your child's confidence and skills with a simple and easy framework.

Apps Included!

Hooked on Spelling

Hooked on Math

Perfect for:

- Kids who are struggling to read
- Supplementing school curriculum
- Preparing to enter school
- Homeschooling

Bonus

Hooked on Spelling and Hooked on Math Apps included!

[Subscribe](#)

★★★★★
"I just love that she feels like she's playing games the whole time! Reading learning fun! And that little smile!"
- Jenn

★★★★★
"We've been loving our Hooked on Phonics learn to read curriculum. It has been absolutely amazing for our homeschooling!"
- Julia

★★★★★
"My Kid Loves Learning! He's in Pre-K, so he doesn't get homework like his older brother. He loves to work in the Pre-Reader section, working on his skills with the letter names and sounds of the letters. He calls it his homework, so I won't say anything different LOL!"
- Heloise

[Subscribe](#)

Mockup of the Redesigned CTA Copy on the Landing Page

Conclusion

Our evaluation of the Hooked on Phonics website provided a clear understanding of how users, particularly parents of children ages 3–8, interact with the landing page and subscription process. While the site conveys a strong and beautiful layout that gives parents a sense of hopefulness, trust, and educational value, its current structure presents avoidable risks, especially during checkout and initial exploration.

Participants appreciated the site's visual appeal, colors and designs, as well as their goals, missions and reviews, however, all these positive designs did not stop the fact that there was an evident overwhelming sensation due to the overload of content, and unclear buttons that reflected how risk factors dense content and unclear calls to action. Multiple participants expressed confusion over what they were purchasing and where they stood in the checkout journey. These issues, if left unaddressed, may affect user confidence and potentially reduce subscription completions.

Based on the conducted user testing, our redesigns aimed to enhance clarity throughout both the landing and the checkout process, to improve abandonment rates and increase subscription rates. These redesigns streamline a non-disruptive, intuitive way to showcase what's already there, in a new & improved way that is intended to improve overall ratings, which lead to a more welcoming experience for new users and ultimately support Hooked on Phonics in its goal of helping more children learn to read.

By addressing these usability challenges, Hooked & Company can not only improve user satisfaction and engagement but also boost long-term customer retention and trust in their digital platform.

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Appendix

Appendix A: Screening Questionnaire

1. How many children do you have?
 - ☐ 0
 - ☐ 1
 - ☐ 2
 - ☐ 3
 - ☐ 4 or more
2. How old is/are your child(ren)? *(Select all that apply.)*
 - ☐ Under 3
 - ☐ 3
 - ☐ 4
 - ☐ 5
 - ☐ 6
 - ☐ 7
 - ☐ 8
 - ☐ Over 8
3. Does your child (or any of your children aged 3–8) currently engage in any reading-related activities?
 - ☐ They only listen to stories when read to
 - ☐ They recognize some letters or sounds
 - ☐ They can recognize most letters and some basic words
 - ☐ They can sound out full words and read simple sentences
 - ☐ They can read fluently without assistance
4. Which of the following best describes your current involvement in your child's reading development? *(Select all that apply.)*
 - ☐ I read to them regularly
 - ☐ I help them practice letter sounds and simple words
 - ☐ I use tools or apps to support their reading
 - ☐ I'm actively looking for new ways to support their reading
 - ☐ I'm not involved in their reading right now
5. How confident do you feel supporting your child's reading journey at home?
 - ☐ Very confident
 - ☐ Somewhat confident

- ☐ Not very confident
- ☐ I'm not sure what to do

6. Which of the following tools have you used to help your child learn to read?

(Select all that apply.)

- ☐ Hooked on Phonics
- ☐ ABCmouse
- ☐ Starfall
- ☐ YouTube videos
- ☐ Books/flashcards at home
- ☐ Other apps/tools (please specify): _____
- ☐ I haven't used any tools yet

7. Have you ever heard of or used Hooked on Phonics?

- ☐ Yes, I'm currently using it
- ☐ Yes, I've used it in the past
- ☐ I've heard of it but never used it
- ☐ No, I haven't heard of it

Appendix B: Consent Form

Hooked on Phonics Website Usability Study Participant Consent Form

Thank you for participating in this usability study of Hooked on Phonics' website. This study is being conducted on behalf of Hooked & Company by the Center for Digital Experiences at Pratt Institute (<https://prattdx.org/>), under the supervision of Craig MacDonald, Ph.D.

Purpose of Study

The purpose of this study is to evaluate the usability and design of the Hooked on Phonics website and checkout process. We are interested in determining if people can accomplish common tasks and easily find information using the site. *This session will not 'test' you or your ability; rather, the session will test the site and help inform our team about any areas that might be improved.* Please be advised that there are no risks associated with participation in this session.

Procedures

During this session, you will be asked to complete some tasks using the website and fill out a post-test questionnaire. As you complete the tasks, members of the Center for Digital Experiences at Pratt Institute team will observe and take notes. In addition, the session will be captured on audio and screen recording (using Zoom or Hangouts Meet) for future review. While you do not have to have your camera active, you must enable screen share access and use audio to "think aloud" during the session. The session should not last longer than thirty (30) minutes.

If for any reason you feel uncomfortable during the session and do not want to complete a task, you may say so, and we will move on to the next task. In addition, if you do not want to continue, you may end the session and leave at any time.

Approximately six people will participate in this study. Results from all sessions will be included in a usability report to be presented to Hooked & Company and Craig MacDonald, Ph.D, Director of the Center for Digital Experiences at Pratt Institute. Neither your name or image will be included in the report nor will your name or likeness be associated with any session data collected.

If you wish to speak with someone about your participation in this study, or if you feel you were not treated as described above, please contact Craig MacDonald, cmacдона@pratt.edu.

Acknowledgement and Consent

I, _____, have read and fully understand the extent of the study and any risks involved. All of my questions, if any, have been answered to my satisfaction. My signature below acknowledges my understanding of the information provided in this form and indicates my willingness to participate in this user testing session. I have been given a blank copy of this consent form for my records.

Signature:		Date:	
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Appendix C: Pre-test Questionnaire and Responses

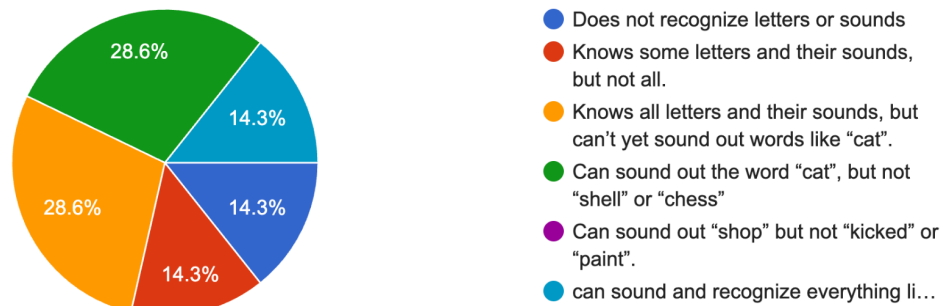
1. Describe your child's reading level. **[Short Answer]**

Ex's if need prompting:

- They only listen to stories when read to
- They recognize some letters or sounds
- They can recognize most letters and some basic words
- They can sound out full words and read simple sentences
- They can read fluently without assistance

How would you describe your child's reading level?

7 responses

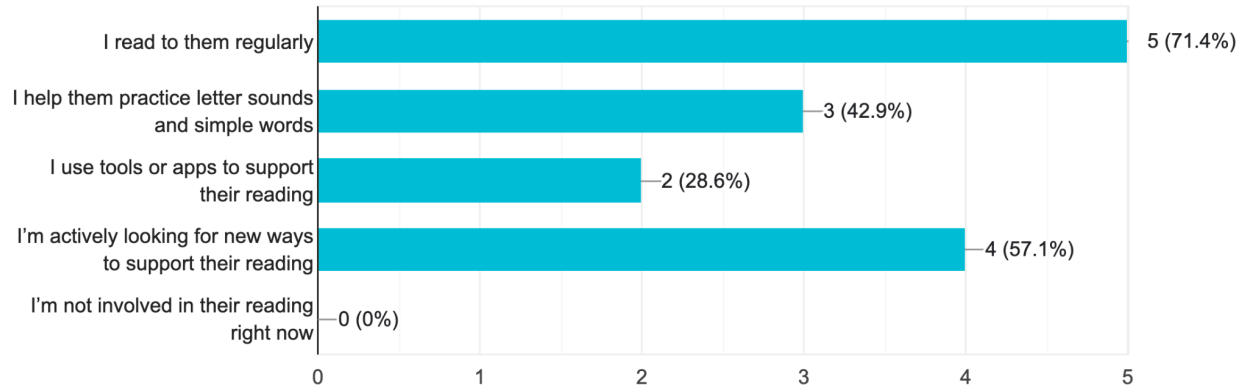


2. Which of the following best describes your current involvement in your child's reading development? *(Select all that apply)*

- ☐ I read to them regularly
- ☐ I help them practice letter sounds and simple words
- ☐ I use tools or apps to support their reading
- ☐ I'm actively looking for new ways to support their reading
- ☐ I'm not involved in their reading right now

Which of the following best describes your current involvement in your child's reading development?
(Select all that apply)

7 responses

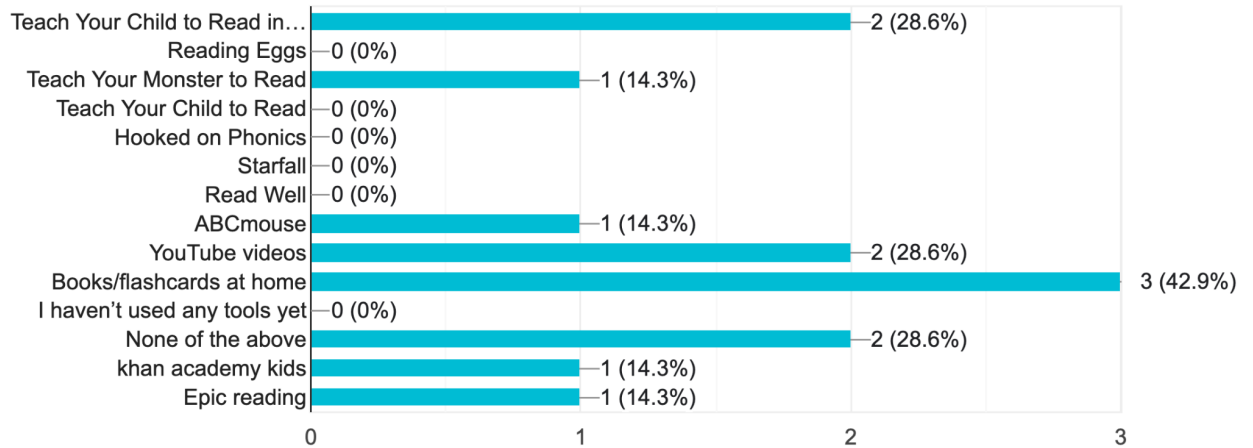


3. Have you purchased or used any of the following resources to support your child(ren)'s reading development?

- ☐ Teach Your Child to Read in 100 Easy Lessons
- ☐ Reading Eggs
- ☐ Teach Your Monster to Read
- ☐ Teach Your Child to Read
- ☐ Hooked on Phonics
- ☐ Starfall
- ☐ Read Well
- ☐ ABCmouse
- ☐ YouTube videos
- ☐ Books/flashcards at home
- ☐ I haven't used any tools yet
- ☐ Other
- ☐ None of the Above

Have you purchased or used any of the following resources to support your child(ren)'s reading development? (Select all that apply)

7 responses



4. How confident do you feel in supporting your child's reading journey at home?

☐ Very confident

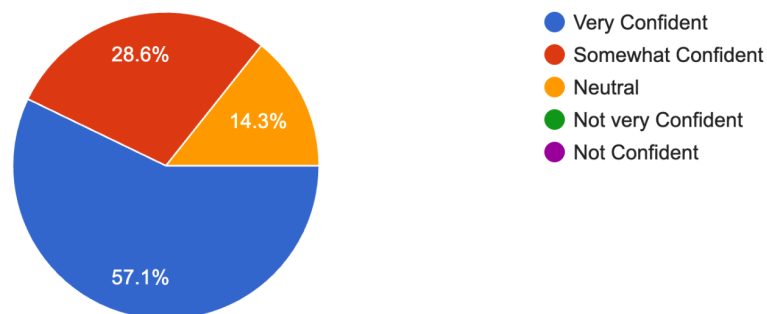
☐ Somewhat confident

☐ Not very confident

☐ I'm not sure what to do

How confident do you feel supporting your child's reading journey at home?

7 responses



Appendix D: Usability Test Moderator Script

Welcome & Introduction (2-3 mins)

Hello, my name is _____, I am a graduate student at Pratt Institute in New York City. Thank you for agreeing to participate in this usability study. I am part of a team of three graduate students who are currently working with Hooked & Company to help redesign the checkout process on their website. The purpose of our study is to identify the usability problems of the Hooked on Phonics checkout process.

Your feedback will provide valuable information on what webpages are working well and what changes are needed. We're really excited to have you join us for this special project.

Please remember that this session will not 'test' you or your ability; rather, the session will test the site and help inform our team about any areas that might be improved.

Permission:

Before we get started, we wanted to ask if you are okay with us recording this usability test. The recording—both video and audio—will only be used for internal review to help us improve the website and will be shared only amongst our team and our client, Phonics & Company, to help them understand your experience and feedback. If at any point you feel uncomfortable, you can let us know. Are you comfortable with this?

[Yes/No]

Start recording upon agreement

To begin, please fill out this questionnaire that I will send to you in the chat now. This pre-test questionnaire will allow us to get to know you better. I will give you a few minutes to fill out the form.

Link: <https://forms.gle/VjBErNsrxsYZ6bxR8>

Session Outline: (2-3 min)

Next, I'd like to go over the general outline for today's session. The remaining session will take around 20-30 minutes. It will include task completions and a post-test questionnaire.

While performing the tasks, please try to think aloud, as verbalizing your thought process and explaining your decisions will let us get a more detailed understanding of what's working and what's not working on the website. "Thinking aloud" means letting us know your thoughts as you go through each task. For example, it can be about what you're looking at, what you're trying to do, what you find easy or difficult, or what you like or dislike.

**[Give an example at the moment with something in their line of sight]*

*Pick up something near you and explain to users how thinking aloud works.**

If you have questions during this process, I may not answer them right away because I'm interested in seeing how people do when they don't have anyone next to them to help, but if you still have questions when done, I will try to answer them then. If you need a break at any point or would like to stop for some reason, just let me know.

I will be observing your screen while you complete our tasks using Zoom's built-in audio, video, and screen recordings. Please note that I will be sending you a copy of each task in the chat feature. Can you click on the chat button on the bottom of your screen? It should pop up a chat box on the right-hand side. I will send a message to you now to make sure it is working.

[Send "testing" in chat. Make sure it is working.]

Do you have any questions before we get started?

Scenario and Tasks (20 mins)

Let's move on to the task. We have five tasks to walk through. For each of them, I'd like you to imagine that: "You're looking to improve your child's reading development. You learned about Hooked on Phonics from a friend and are interested in learning more."

(Task 1): We will start off with the Hooked on Phonics landing page. In a second, I'll send you a link to complete the following tasks. **For your first task, can you find what are the benefits of using Hooked on Phonics?**

*send: <https://shorturl.at/hlIKD>

- Post-task question 1: How did that task go for you?
- Post-task question 2: On a scale of 1-7, with 1 being very easy and 7 being very difficult, how difficult of easy was the task to complete?

(Task 2): **On this page, can you find what making the purchase provides?**

- Post-task question 1: How did that task go for you?
- Post-task question 2: On a scale of 1-7, with 1 being very easy and 7 being very difficult, how difficult of easy was the task to complete?

(Task 3): **Can you also find what others are saying about the product?**

- Post-task question 1: How did that task go for you?
- Post-task question 2: On a scale of 1-7, with 1 being very easy and 7 being very difficult, how difficult of easy was the task to complete?

(Task 4): For the final task, to ensure you don't share any personal, sensitive information, we will provide you with the necessary information you'll need to navigate this task. Again, please DO NOT provide your personal information. **Finally, from this page, can you purchase a monthly**

subscription to Hooked on Phonics for your child? When it asks for your child's birthday, you can answer with January of the year your child was born.

**Provide the following information to the user to proceed with the checkout process*

- a. Email: fakeemail(participant number)[@gmail.com](mailto:fakeemail(participant number)@gmail.com)
- b. Password: (any)
- c. Child's Name: Jane Doe
- d. Date of Birth: 01/(year your child was born)
 - o **Remember: When it asks for your child's birthday, answer with January of the year your child was born**
- e. Address: 123 Smith Street, New York City, NY 10029
- f. Phone Number: 123-456-7890
- g. Credit card number: 4111111111111111
 - o Expiration date: 12/30
 - o CVC: 123
 - o Zip code: 10029

[TASK 4 POST-TASK] On a rating scale of 1 to 7, with 1 being very easy and 7 as very difficult: how difficult or easy was the task to complete?

- Were there any parts of the process that you were confused about?
- Do you have any opinions on the aesthetics of the interface?
- Ask the participant to clarify any thoughts or actions.

Post-Questionnaire (5 minutes)

Thank you for your feedback! You may now stop sharing your screen. Before we go, I'd like to ask you a series of questions to better understand your overall experience with the Hooked on Phonics website.

1. What are your overall thoughts on the first page (LANDING PAGE)?
2. What are your overall thoughts on the checkout process?
3. Were there any parts of this experience that evoked any emotions? I.e., frustration, happiness, sadness
4. What did you like most about your experience? What did you like least?

Wrap-Up (2-3 mins)

Okay, that includes our final questions for you and wraps up our time together. Thank you again for your time, energy, and insights today. Everything you shared will be utilized to make recommendations that will be passed on to our client so they can continue providing support for children everywhere.

If you have anything else you'd like to add after we wrap up, feel free to contact us through email. We really appreciate you being part of this process.

Appendix E: User Problem Analysis Table

Problem	User 1	User 2	User 3	User 4	User 5	User 6	Total Users	Severity Rating*
A lot of information exists on the landing page.	x	x	x	x	x	x	6	4
Extra confirmation pages were really frustrating and confusing.			x		x	x	3	2
Users kept mentioning the word “advertised” in their tasks, expressing that they were constantly being persuaded to buy more.			x	x	x		3	2
Copy on the CTA of the landing page was confusing.			x				1	2
Participants weren’t aware of what they were receiving with the purchase until the payment page					x	x	2	3
Participants felt forced to have to take the “Before you go” survey.			x				1	1
Participants focused on the first image of the landing page but had trouble understanding it.	x	x		x			3	1
Four participants never made it past the reviews section of the landing page (around the first third of the page).	x	x	x			x	4	3

*Severity rating determined as a team by evaluators on a scale of 1 (low severity) to 4 (high severity)

Appendix F: Post-Task Ease Ratings:

(Rating of 1 = easy, 3 = neutral, 7 = difficult)

Task 1 (Benefits) - Average rating: 1.75 easiness

- P1:1
- P2: 1
- P3: 1
- P4: 2
- P5: 1
- P6: 4.5

Task 2 (What's included) - Average rating: 1.75 easiness

- P1:1
- P2: 3
- P3: 2
- P4: 1
- P5: n/a*
- P6: n/a*

Task 3 (Reviews) - Average rating: 1 easiness

- P1:1
- P2: 1
- P3: 1
- P4: 1
- P5: n/a*
- P6: n/a*

Task 4 (Check-out) - Average rating: 1.83 Easiness

(This task data was pulled from the post-test questionnaire below.)

- P1:1
- P2: 1
- P3: 1
- P4: 2
- P5: 4
- P6: 2

**This question about ease rating was not asked during the user test due to the moderator's forgetting. As such, the average for the task was calculated by dividing the sum of ratings by four participants instead of six.*