



Project Report

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Executive Summary

The goal of this project was to create a better user experience for the Austin Business Woman webpage. The scope of this project was 3 weeks (November 16, 2021- December 6, 2021), with all 3 team members working the full duration of the project.

To begin this project our team conducted multiple forms of user research, including but not limited to surveys, google analytics review, a user interview, competitive and comparative analysis, heuristic evaluation, and usability testing. Conducting this research led us to a few main findings:

- 1) Users were unclear on the main purpose of the website when they came to the webpage. They did not know if it was aimed at businesses or consumers and struggled to navigate the website in some areas.
- 2) Users were able to find where to sign up for an account, but had trouble reading through the plan options in paragraph form and comparing the difference between plans.
- 3) Users were struggling to navigate the current e-commerce shopping experience and were confused throughout including searching for items, finding items, and “purchasing” items. They were especially confused when they were taken to a new website to complete the purchase.

Taking into account our findings from our research and usability testing, our team decided to redesign the homepage, the search results display, the formerly “buy” tab (currently shop goods and services tab), the product page, the profile page, and the membership onboarding. These pages were chosen for a couple reasons: according to google analytics these are some of the most frequently visited pages and according to our redesign goals we found that these pages best aligned with our goals of creating a better user experience.

Competitive Analysis

A competitive analysis was completed so we could understand how Austin Business Woman (ABW) compares to other directory-based services.

We began with a feature inventory (Appendix A), which is where we create a matrix comparing features that are included or not included between company websites. We compared services offered by ABW to services offered by MyArea512 (Austin-based directory), Blackbusiness.com (A national Black-owned business directory), and Women Owned (A national woman-owned business directory). These businesses were chosen because they are directory-based services either located in the same area as ABW (Austin, TX) or they focus on directing consumers to services by women and/or marginalized communities.

After reviewing the features offered by Austin Business Woman in comparison to the features offered by the other directory-based services, ABW offers many services that are not currently offered by the other companies. That being said, offering so many features means that the homepage contains many prompts and calls to action that can lead to confusion for users on what the main purpose of the website is. With so many services provided, it makes it even more important to make sure the website is minimal with very clear directives and calls to action.

The main way BlackBusiness.com and Woman Owned differ from ABW is that individual companies do not create their own pages to promote, the websites themselves create the directory with information for each of the companies. The benefit of this is that it offers clear uniformity to each of the business profiles, and it additionally makes it clear that the audience of the website is targeted to consumers looking for businesses. Myarea network allows you to browse the website without having an account, but similar to ABW, it encourages users to log in for additional features such as favoriting companies and leaving reviews. For the onboarding flow, Myarea network has users create an account and then gives them the option to link this account to their business if they desire.

After the completion of the feature inventory, we also did a task analysis (Appendix B) which is an evaluation of how many steps it takes to complete a specific task. We wanted to specifically look at the business onboarding process, and how the ABW onboarding process compared to Etsy, Yelp, and Amazon. After writing out a detailed list of each step involved in this process, we found that creating a business account took the most steps for Austin Business Woman and the fewest steps for Yelp. Austin Business Woman's account creation process was 14 steps, Etsy's is 12 steps, Amazon is 7 steps, and Yelp only takes 3 steps. We found other companies were able to create a more seamless account creation process by eliminating popups upon first entry to the page and including a more valuable account matrix for the account comparison. Yelp and Amazon were able to greatly reduce their number of steps by having a separate page/website for sellers to begin their journey so they did not need to follow unnecessary user steps to begin.

To summarize, Austin Business Woman offers a vast amount of services to the consumer, but when looking at the competitors this leads to confusion regarding who the audience of the website is and what the main goal of the website is. ABW could also greatly reduce the number of steps for member onboarding by creating a separate business account page.

Comparative Analysis

A comparative analysis was completed so we could see what Austin Business Woman is doing in comparison to companies that are not direct competitors of ABW. This allows us to compare the website to best-in-class websites that are providing similar or overlapping services to what ABW is providing.

We completed our comparative analysis (Appendix C) by looking at the companies Etsy, Amazon, and Yelp. These companies were chosen because they were all companies that came up as inspiration from the business owner, and they each have at least one service that ABW is also partaking in. As an additional element of these websites, they all have both consumer-facing and business-facing portions, which is an item we knew would be important to consider.

When looking at the onboarding process for Etsy, Amazon, and Yelp they all enter assuming you are a consumer, and then they create separate experiences if you want to continue on as a business. This allowed for extremely clear direction, especially for letting consumers know that the website is intended for them to explore. Etsy creates this experience by having you log in on one account and then linking your business if desired. The option to link your business account is not prominently displayed on the screen and is instead a link in the footer that will then take you to a separate page of the website when logged in. For Amazon, they have an entirely different webpage with a different URL for sellers. The link to the seller website can be found in the footer of the webpage whether or not you are logged into your account and requires a separate account sign-up. For yelp, you can click on the top of the webpage “yelp for business” which will take you to a page to register your business. Signing up for a business account is a separate login under a business profile where you are given access to edit your business listing. Each of these top-performing web pages includes separate experiences for users and businesses which allows for a clear delineation of purpose.

Another important takeaway that each of the comparison sites have in common is a large search bar with a prominent placement on the homepage. Each of these services counts on the fact that users will most likely be finding items they need by searching and then filtering items down from there. Because of this, the search bar is large and centered on the page.

Both Etsy and Amazon also include a range of categories and products right on the home page which easily gets people immersed in the shopping experience. After a user finds an item, more items are continually recommended to the user which helps create a flow from one item to another and keeps users on the website longer. They also both have an extensive category assortment in the left-hand menu which can either be fully shown or condensed which allows users to clearly see what category they are shopping in. They are also given price filtering options, and other filtering and sorting categories allowing for the increased chance that users find what they are looking for, and that they can find it as quickly as possible.

Heuristic Evaluation

A heuristic evaluation is a review of a website evaluated based on a set of design principles. These are well-established design principles created by Jakob Nielson that give us an idea of how well the website is functioning from a design standpoint. Our team of three evaluated the Austin Business Woman website based on a set of 10 heuristics (Appendix D).

From our heuristic evaluation, we found that there were 3/10 categories that needed priority in being addressed.

1. The first category is the **visibility of the system status**, which is an evaluation of whether or not users are informed about what is going on at each step they take. Having a visible system status and keeping users informed creates trust with the brand, and also allows users to better interact with the webpage. Some recommendations we noted that would help users better understand this heuristic are: including breadcrumbs on every page of the website so users are always aware how they got to a certain page, and so they can get back without using their browser back button, we also recommend having the tab highlighted when within a tab, not only when hovering over the tab, and we recommend giving a warning about being taken to a third-party website when users click on products to view, and anytime they will be leaving the ABW page.
2. The second category is having **recognition rather than recall**. This heuristic refers to users having consistency throughout pages whether it be for wording, the appearance of buttons, etc. Users are better able to interact with a web page when they don't have to recall certain actions. One main issue we noted on the ABW is the inconsistency in vocabulary on certain items which could confuse users. Some key vocabulary we noticed was interchangeably used is collaborations/work, search/keywords, and properties/homes. In addition to inconsistent wording throughout the page, having breadcrumbs on the website will also be an important recognition element so users do not have to recall their location on the webpage.
3. The last category we noted as the highest priority is **aesthetic and minimal design**, which refers to websites only including information that is commonly needed, and not overloading users with irrelevant items. Having items on the website that do not promote the users' primary goals, especially when they are in a prominent location on the webpage, distracts them from what is important and could overwhelm the user. Having too much information on a website can misguide users and cause them to get virtually lost. Our team noted that there are many sections on the company webpage, each with a separate call to action, including many duplicates of the same call to action. Minimizing the number of times the same CTA appears in a general action will actually help the user find the CTA, and be less confused about the difference between what the CTA's might be. Additionally, there were multiple images that were either blocked by text, or images that had black text on a dark background that were unreadable. All texts and images should be able to be clearly viewed. The navigational options on the home page also include some duplicate information, and some very similarly worded items (i.e. home vs homes).

Based on our heuristic evaluation, working on the items listed above will be a focus point for this project.

Usability Testing ABW Webpage (R1)

We also wanted to do usability testing on the original webpage so we could find any sticking points for users trying to complete a set of certain tasks. For round 1 of usability testing we conducted 6 interviews, all were conducted either in person or live on zoom.

To make sure there was consistency between each of the interviews, our team created a script which we stuck to throughout the interview. We started off by sending interviewees a link to the website and asking them the following questions to get them to start exploring the webpage while we viewed their screen:

1. What are your initial impressions of what you would be able to do on this webpage? You can look through the webpage and feel free to talk out loud as you look through the website.
2. What do you think the purpose of this website is?

After listening to what users had to say about our initial questions, we introduced the tasks to users and had them talk us through how they would complete the tasks. The tasks we gave users are as follows:

Task 1: Let's say you are a woman who owns your own beauty salon in Austin, TX. You came across Austin Business Woman on Instagram and decided you would like to promote your business on their platform.

Starting from their landing page, sign up as a **professional** member plan (we are **not** asking you to purchase a plan or sign up for unwanted emails, we simply want to test the process).

As a professional member are you clear about your abilities and restrictions on the site?

The goal of task 1 was to determine if a business owner would be able to find out where to click to set up an account from the homepage and if they are able to navigate through the plan options with clarity before setting up their hypothetical account.

Task 2: Let's say you are a consumer from Austin, TX shopping for holiday gifts. You are interested in finding Solid Soaps, a local company that sells gift boxes of soap and candles.

Starting from the home page, find Solid Soaps and choose a gift package you like.

Once you find it, travel to their third-party website to purchase the item (again, we are **not** asking you to actually purchase items, we simply want to test the process).

The goal of task 2 was to better understand how consumers are using the website to both find businesses and shop their products.

During usability testing we recorded each user, and also took extensive notes so we would have a thorough analysis of what they clicked on and what their thought process was for each step. After completing usability testing, we put each key insight on a sticky note and put all the sticky notes from the interviews together so that we could find the key themes and better understand the sticking points of the website. We created an affinity map (appendix E) of all our insights, and each color sticky note represents 1 user. We found quite a few themes through our affinity mapping and noted some key insights:

1. All users were able to find the button to become a member, and none had issues locating the membership sign-up page. Most users navigated to the membership sign up by clicking the “Become a Member” button in the top right corner of the page. Once on the membership page, users expressed quite a bit of confusion while trying to decipher between plans to set up their account
 - a. Users noted that the crossed-out items for the professional and essentials plan are not a verbatim match to items detailed in the executive plan
 - b. Users thought that membership sign-up was for businesses only and not general users
 - c. Most users did not see the bottom link to see all the details of each account, and therefore stated they were unclear on what they were getting with each of the account options
 - d. One user expressed that by seeing the space to set up an appointment at the top, they thought that was a mandatory step in creating an account
2. Multiple words are used to describe the same or similar items throughout the webpage, which created confusion for users on whether they were being introduced to a new item, or if they were seeing a repeat
 - a. Collaboration/ work
 - b. Search/ keywords
 - c. Properties/ homes
 - d. Events/ featured events
3. Similar to number 2, some users expected two words to mean the same thing or to show them the same results, and they were surprised when it was not as expected
 - a. Users were not clear on the difference between digest and blogs
 - b. Users were confused by having both home and homes on the top navigation
 - c. Users were unable to decipher between executive/ professional/ essential plans and business/ general plans
4. Users struggled to get from the ABW website to the sellers website to make their hypothetical purchase
 - a. Couldn't easily find the link to directly go to the product they were trying to purchase (i.e. didn't expect the “more details” button to be what they should click on to purchase

- b. Users had to scroll to find the main business webpage link and were having issues finding it
 - c. Users didn't like the drop down category format and expressed that they prefer more category options show at a time
 - d. Users found the slide bar for filtering by price to be impractical because they were unable to sort by price in an efficient way (i.e. getting to under \$100 was very difficult, even on desktop)
 - e. Having the buy page automatically sort into a list was confusing for users because they expected more of a grid format. Users mentioned needing to scroll too much to find what they need
5. Having repeat information throughout the website made it more confusing for users because they thought each CTA was a new item to pay attention to.
- a. Users mentioned feeling "overwhelmed" by the amount of options
 - b. Users noted that having separate CTA's next to each other leading to the same page was confusing (i.e. having a "message the seller" button right next to the forum to send a message on the seller's page.
6. Users found the navigation menu to be confusing
- a. Most users noted that the large number of options was overwhelming.
 - b. Users also expected to see different items under some navigation tabs then what they actually found.
 - i. For blogs/ digest users were confused about the difference
 - ii. For photos users expected to see pictures from events but were unclear on what the photo page actually contains
 - iii. Users expected "buy" to contain items they could purchase directly through the website
 - iv. Users did not know what homes was for and even upon clicking were very confused about the purpose of the page
 - v. People expected to see job postings in the work tab, but then were confused by the wording switching to collaborations

Google Analytics

To get an all-encompassing view we also reviewed the data we had access to from Google Analytics. We reviewed data from the date range of September 1, 2021 to November 1, 2021 to reflect a few months prior to us beginning this project. Our goal in looking at google analytics was to understand what pages were most frequently visited, to see the rate at which people were leaving after visiting the home page, to see the most common devices used, and collect any other data we thought might be useful.

The bounce rate refers to the rate at which people visit a website and then exit without ever exploring other pages. From the data we collected from Google Analytics, we were able to see that during our selected dates the bounce rate was 60.14%, meaning that most people never explored any of the items in the navigation, nor did they click any calls to action. For ecommerce

websites, the average bounce rate is 47.4% (Contentsquare, 2020), meaning the bounce rate for Austin Business Woman is far above the e-commerce average. While this doesn't tell us why that is happening, it does let us know that the home page and the navigation will need to be addressed, and lets us know that we have a goal of lowering the bounce rate.

By taking a look at the Audience Overview, we also were able to see the number of people who were new customers vs people who were returning customers. We found that only around 12.6% of users are returning. While this tells us that there are a lot of new people using the website, it also tells us that most people are only visiting one time. Since the goal of this website is for it to be used as a directory, for shopping, reading blogs, etc. this let us know that people aren't utilizing the website to its full potential.

In terms of devices, we found that close to 62% of users are using their mobile phone, majority iPhone, to access the Austin Business Woman website. About 36.6% of users accessed the website through desktop, and the remaining few users accessed the website through the tablet. We also found that the bounce rate was significantly higher for mobile than for desktop. Due to this, we will be creating a responsive mobile design.

Lately, we looked at what pages were most frequently viewed. We narrowed the date range for this for the week leading up to the project so we could see where people were spending time while the website was in its current state. We found that people were most frequently visiting the home page, the buy page, the search results page, and the join page. Because these pages were all in the top 6 most frequently visited pages we knew that these would be good areas to focus.

The information we received from the google analytics helps influence our design by letting us know what pages we should focus on, and also validating some problems we noticed from other items like our heuristic evaluation and usability testing.

Survey

We ended up sending out two surveys with the goal of gaining information about both the consumers and women owned businesses that already use the Austin Business Woman website. Our first survey went out to the newsletter mailing list two times, but ended up only getting 8 responses. Between the 8 responses, the survey was split between a few business owners and consumers, so there were only 5 participants in the consumer survey and 3 responses in the business survey. While we read through and gathered the information we could from this survey, there were too few results for us to consider them at large.

Since we were not getting the amount of survey responses we had originally expected, we created a second survey with more broad questions so that we would be able to reach a larger audience. Instead of only being targeted toward ABW users, we targeted this survey to people

who shop online and like to support small businesses. With the timeframe of this redesign we only had about 24 hours to get survey results, so we again ended up with a smaller sample size of 12. Although this was still a small sample size, all 12 participants fully completed the survey and all took the same survey instead of having conditional formatting like survey 1. We also found that the demographics of the survey participants and the demographics from the google analytics were similar, and because of this holds good insight into user wants.

[The full breakdown of survey questions and results are available here.](#) (NOTE: Some responses were received after synthesizing information, please disregard). We found the following insights from the responses to the survey questions:

- 1) Preliminary data shows that our demographic skews to ages 18-39 years old who would be familiar with the online shopping experience. We know this group is familiar with sites like Etsy and Amazon for their online shopping, and we'd want to mirror some of those interactions when designing a new customer flow.
- 2) Most of the time when users are shopping they already know what they are looking for and they tend to find those items by either shopping using categories, or by using a search feature. The design implication of this is we want to focus on refining category options and filtering features that allow users to quickly navigate to the item they are searching for so that they don't give up and look elsewhere.
- 3) We need to create a desktop design along with a mobile responsive design.
- 4) When asked if shoppers shopped by price the majority said Yes and Sometimes. Only two respondents said they do not. Other than the two who said no, the results were evenly split.
- 5) While customers have a general idea of what they're looking for, they usually navigate the discovery of products by category. This will impact our design because we know we'll need to highlight products through a category feature. Having search results filtered by category or having categories listed at the top of the search page will allow users to easily navigate to the assortment they're looking to explore.
- 6) All users site supporting the local economy as a goal of shopping local, and they additionally like being able to find unique and handmade items. The design implication of this could deal partially with catering the language to emphasize the importance of shopping small and supporting local, especially by implementing a mission statement. In terms of categories, featuring unique and handmade recommended products could be valuable.
- 7) Shoppers like the idea of a directory. Finding shops and products that align with their values is appealing even if they have to travel to a third party website to make purchases.
- 8) Users would like to support local business, but also like the convenience of shopping online which doesn't always support the goal of shopping local.
- 9) Users have come to expect certain information on community boards. I know that ABW has included opportunities for businesses to connect, but possibly shoppers aren't finding those sections useful. Some options can included on the drop down menu for businesses can connect, and shopper can still feel like this site if for them
- 10) Users noted that they either always or sometimes read through reviews when buying a product. When we asked them their reasoning behind this, the main reason was for

quality assurance and the secondary reason was to know if they can trust a company. Allowing for clear user reviews will make users feel more confident and will add to the trustworthiness of the website.

- 11) Making the “saved” list on the website more of a prominent feature could help make the “general account” more exciting with new members. Customers don’t want to have to search for items they’ve already found, so having a simple place they can return to would make the decision making process easier
- 12) The users we surveyed check return policies only sometimes or rarely. Only one person said they always check. This data could imply that it really depends on the user and when most users are shopping they do not make purchases with the intention of returning the item.
- 13) Customers are more prone to compare products across many different sites than not. Having a clear category page where users can compare small businesses will also keep them closer to their goals listed above (shopping local to support small businesses)

User Interview

Unfortunately, due to the timing of our project (in the middle of the holiday season) only one business who uses Austin Business Woman was able to do a user interview with us.

This user’s insight also came later in the process, after we had designed our low-fidelity wireframe prototype. However, she was able to affirm our design ideas and provide key insight for next steps.

Our design seemed to meet the needs for this particular user's business. She does not run an ecommerce site and was a bit concerned that the site was leaning a little too far towards goods and not enough towards services. However, while scrolling through our design, we spoke about how she could utilize the profile space to fit her business needs. For example, promoting her service packages in the section that is currently called “featured items.” She also really liked the “Woman Behind the Business” section on the profile page. Currently she uses her logo as a profile picture and wants to promote her services first but a blurb on the site would give her an opportunity to showcase herself as a small business owner and make it easier to network.

As for the future of Austin Business Woman and next steps, this user revealed some insight about improving communication from the platform to business owners. For example, this user was relying on emails to gather information about networking events. She would like to see the same information on the events calendar posted on the site so she can find it in one place.


Overall, connecting content between platforms is a positive way to expand a website. Austin Business Woman is a great tool for finding information in one place but it is extremely important that it is stored in the correct area with the correct language so the user does not get overwhelmed or confused.

Persona and HMW

Since Austin Business Woman does not currently have a persona, our team created two personas for Austin Business Woman to use, one to represent a consumer, and one to represent business owners. The reason two separate personas are required is because the consumers coming to the website and the businesses adding themselves to the ABW directory have different needs and goals. The personas were created based on all of the information given above from our research.

For our businesswoman:

Sarah Griffith



“The best investment you can make is in your own health”

Age: Early 30s

Occupation: Small Business Owner

Location: Austin, TX

Education: College Grad

Status: Single

Bio

Sarah is a small business owner in Austin, TX who recently turned her side-hustle into her full time job. She is working on getting traction for her business by gaining more customers interested in shopping small and supporting women in their community. While Sarah is very organized with running her business, she needs help marketing her products to grow her customer base.

Personality

Extroverted

Creative

Busy

Organized

Independent

Goals

- To grow her small business
- To network with other small business owners and entrepreneurs
- Increase site traffic to her own site

Frustrations

- Unsure where to find product information after it is posted
- People are confused when leaving the ABW site to purchase on her website
- She worries consumers are not finding her products easily or at all.

Needs and Expectations

- Use ABW to promote her e-commerce site
- Network with other business women in her area
- Gain visibility through events with ABW
- Sell more product and grow her business

Now that we have an idea of who our small business owners are, we began asking ourselves some questions to dive deeper into how we might be able to solve their frustrations. Some questions we are asking for Sarah are:

1. How might we showcase Sarah’s products to get more people interested?
2. How might we direct more people to Sarah’s small business website?
3. How might we notify Sarah of events for local artisans to showcase their work?

4. How might we incentivize small businesses to utilize the marketing options available to them?
5. How might we create community by introducing small business owners to one another?
6. How might we increase the amount of time consumers spend shopping for Sarah and other businesses products on the Austin Business Woman website?

Sarah wants to grow her small business this holiday season, so she joined the Austin Business Woman directory to promote her small business. Sarah is excited to be a part of the directory, but she is unsure how to best optimize her experience on the website and often finds herself overwhelmed by the amount of information.

We believe that by creating a more minimal design and clarifying website language, Sarah will better be able to utilize marketing options and better advertise her products.

For our consumer:

Shannon Ringer



Motivations:

Wants to shop small to support the local economy and loves supporting women. She likes to be able to easily find unique and handmade items and she shops online a couple of times per month.

Age: 30

Occupation: Young Professional

Location: Austin, TX

Education: College Grad

Status: Married

Bio

Shannon is a married young professional that lives in Texas. She shops frequently online for almost every occasion. She has made it a goal to support women-owned and minority-owned small businesses and entrepreneurs as much as possible. She likes to compare products before buying and keeps a list of her favorites so she can share with her friends. She previously ordered everything from Amazon so she is familiar with reading reviews and knowing their return policy.

Personality

Extroverted



Creative



Busy



Organized



Independent



Goals

- Shops locally for the most part
- Makes well thought out purchases
- Loves to shop online but would prefer to stay away from Amazon as much as possible
- Tries to shop products and companies that align with her values

Frustrations

- Wants to support local woman owned businesses as she prepares for the holidays
- Found ABW but gets confused about how to find what she is looking for
- Unsure if she can buy items on ABW and gets confused when taken to a third party site
- She loses her place during the shopping process and has a hard time getting back to where she was on the ABW page

Needs and Expectations

- To be able to keep track of businesses she likes and easily find them
- Needs to be able to use a keyword search or category options to easily find what she needs
- To see reviews so she can trust the business or product's quality

Just as we did with Sarah, we began asking questions to ourselves about how we could start solving Shannon's frustrations as well:

1. How might we create a centralized place for Shannon to shop for small businesses?
2. How might we get Shannon to the product she is looking for as quickly as possible?
3. How might we help Shannon find unique and handmade products?

4. How might we create a website that Shannon trusts?
5. How might we group the products and businesses Shannon likes together so she can more easily find them in the future?

We have identified Shannon's problem as the following: Shannon needs a way to find local women-owned businesses before the holidays kick-off. She came to the Austin Business Woman website but is struggling to find products to shop and get into the shopping experience because it feels unfamiliar to her. After being taken to a new website without warning she was very confused and ended up leaving the website to shop elsewhere.

We believe that by making the shopping experience better reflect a more common e-commerce experience and by giving clear messaging when users are being taken to a new page Shannon will be more comfortable shopping on the Austin Business Woman website since it feels more familiar.

User Flows

User-flows are essentially a map of screens and choices which help us organize the flow of our design. Like our personas, we split our design into two user flows (Appendix H). One from the perspective of a customer and the other from the perspective of a business owner.

Consumer:

The flow starts on the homepage, our customer is looking for a candle for a loved one. The user starts by searching the word candle in the search bar. They find the Bedtime Candle through Sarah's Candle Lab, and decide to purchase it. They are notified of leaving the website and traveling to Sara's e-commerce site for purchasing. The flow ends there, because the user has left the website.

Business Owner:

The flow for the business owner outlines the process of adding their business to the directory. Olga had mentioned before that her users were getting stuck during this process and she was having to walk users through the onboarding process herself. The flow, once again, starts on the homepage, where users select "List my Business." From there the user is brought to a page where the different membership plans are listed with their prices, and benefits. After that the user creates their account, customizes their profile page and adds their products.

Sketches and Wireframes

After better understanding our users and their needs, our team began sketching potential design solutions. After we came to a shared vision, we split up the pages we knew we would want to design, allowing each team member to take a portion of our user flow to wireframe and prototype. The home screen was designed by Jeromy, the Shop Goods and Services tab, search result page, and list your business pages were designed by Alexis, and the product page and business profile page were designed by Megan. We created a style guide in accordance with the guide we were given at the start of the project which helped ensure our designs were all in the same format. We each did design iterations on our own screens throughout this process.

Our first iteration of the design is referred to as a low-fidelity wireframe. We created our designs within figma, and the first iteration of our design was greyscale since it is quicker to make a low fidelity mockup. It is additionally beneficial because when we go into our usability testing we don't have people commenting on the colors or photos, we want everything to be focused on the design.

Usability Testing (R2)

For round two we tested a low-fidelity greyscale prototype in order to make iterations before moving to build the high fidelity version.

For this round, we decided to add some additional A/B testing in order to clarify the best placement for the business onboarding CTA. We tested 6 participants total, and 3 of our participants were given a homescreen with the CTA "List Your Business," In the top right hand corner next to "Login" and the other 3 participants were given a screen where "List Your Business" was placed further down the page underneath the search bar and welcome banner.

In order to keep the conversation with users consistent we wrote a very brief discussion guide for the team to follow when conducting the tests. Like round one the script started on the homepage with two questions:

1. What are the first things you notice on the page? (feel free to scroll around and take a look).
2. What do you think is the purpose of this website? Who do you think it is aimed toward?

Next we asked our users to perform specific tasks so we could test the functionality of each flow.

Task 1: Purchasing the "Bedtime Candle" from Sarah's Candle Lab

Let's say you are looking for a candle to give as a Christmas gift for a friend this holiday season. In order to find a local candle maker you travel to Austin Business Woman.

1. How would you find a list of candle companies?

2. Why did you choose to search?
3. Why did you choose to look through “Shops Goods and Services?”
4. What do you notice on the product page?
5. How do you feel about the purchasing process?

Task 1 was meant to understand how different users were navigating to a specific product. In our first example, we asked them to look for the “Bedtime Candle,” a fictional candle name made by a fictional company, “Sarah’s Candle Lab.” There are two pathways to the product page for this product, clicking the tab “Shop Goods & Services,” and searching for candles in the search bar.

Once participants were on the product page we asked them what they saw, what they liked and what they were missing. Finally, we wanted to test the process of purchasing the candle on a third party website. Evidence from our first round of usability testing suggested that user’s were confused about moving to another website for purchasing which made them uneasy about the process overall. This time we made an obvious overlay with a disclaimer and a choice to proceed or cancel.

Task 2: You want to know more about Sarah’s Candle Lab, so your next task is finding her business profile page.

1. How would you choose to navigate to the business profile?
2. What sticks out to you on this page?
3. What are you interested in learning more about?

Task 2 Focused on the business profile because our first round of usability testing suggested there was confusion about the business and how to interact with them. The profile provides a space for the business owner to promote their business and provide contact information.

We simplified the page and separated the business from the business owner. On the top of the page the business’s logo is featured with a short description of their mission statement and contact information. Next on the page, more products are featured in order to drive customers to their e-commerce site. After that we created a section for “The woman behind the business” which is meant to highlight the owner, her story and experience. Finally, the bottom of the page is dedicated to location. We wanted to test how users were interacting with this structure and if they were satisfied with the kind of information they were seeing and the hierarchy of importance of each section.

Task 3: Creating a business account.

Let’s say you are a new business owner and are interested in the networking capabilities Austin Business Woman has to offer.

1. From the home page how would you go about creating a business account?
2. What differences do you see between business plans right away?
3. This time we are going to choose the professional plan.
4. This will take you to the page to create and account.

Task 3 tests users from the perspective of a business owner. Our client had mentioned that business owners were often confused about how to add their business to the directory. To remedy this confusion, our client would schedule calls with businesses and walk them through the process and add the CTA to multiple locations. Our goal was to simplify the process but communicate the CTA clearly.

This is where our A/B testing came into play. The team hypothesized that by changing the wording from “Become a Member” to “List your Business,” users would better understand the CTA and have an easier time adding their business to the directory.

We also adjusted the lay-out for the descriptions for each membership plan. Before, the benefits and information linked to each plan was displayed in a list which required the user to scroll from top to bottom. We thought it would be more intuitive and effective to display the Information in horizontal boxes on the same page.

After conducting tests we took specific quotes and observations from each and grouped them together into common themes.

1. The new pages were simplified compared to the original. Users were led to clear CTA's which helped them navigate the tasks easily.
2. The search bar on the homepage created a clear pathway for users to find what they were looking for. However, some users found the bar itself oversized and took up too much room.
3. Users were concerned about the hierarchy of information on the product and profile pages. We decided we could tackle this by moving valuable information such as, the map/location, basic information about the business and the business owner bio closer to the top of the page.
 - a. Since all of the information couldn't live in the same place, we decided that by adjusting the size and spacing of page elements, each one would be highlighted equally in a way that makes sense to the user.
4. Another large element of the way Austin Business Woman contributes to e-commerce is by directing users to a third party website. Our usability testing from round one suggested that the current process is confusing. We added a disclaimer that pops up after the user hits the purchase button on the product description page.
 - a. However, though users were able to recognize they were moving to another site, we need to be clear that the site will open in another tab, not redirect the user from Austin Business woman. That way they can click back to Austin Business Woman easily.

- b. The team was delighted to get positive feedback from users about traveling to a third party site for purchasing. Users found the purchase more genuine because it was through the business and not the directory. They felt their money was going directly to the business they wanted to support.
5. The membership description page was originally set up in a list format and we changed it three boxes side by side with a description for each. When we tested this matrix we found:
 - a. A more traditional matrix with a grid and check marks would make the membership descriptions easier to read.
 - b. Prices were missing from the description which, for most users, would influence the decision making process.
 - c. Users liked that the descriptions were brief but could use a bit more information about specific perks such as “digest” and “social media stats.”
 - d. They also expressed that they want an option to read more. “Highlights” signals that there is more to read.
6. Product page recommendations.
 - a. Description should be to the right of the photo instead of underneath it (this went back and forth between users so the team will have to compare the description placement next to other sites).
 - b. The buttons were quite big and did not need to take up so much space.
 - c. The name of the business should also be clickable on the page.
7. Miscellaneous Suggestions:
 - a. Edit the breadcrumbs to adjust as more products are posted.
 - b. The carrot in the media tabe is very distracting from the rest of the navigation. An overplay can pop up when it is clicked on.
 - c. Photos of past events could be displayed in a carousel on the homepage to highlight the benefits of networking and the opportunity to learn from other woman owned businesses.

After receiving these insights, each of us went back to the drawing board to do some iterations on our screens. After completing our iterations based on user feedback, we brought our wireframes to high-fidelity so they mirror what the website will look like after the redesign.

High Fidelity Prototype

Our prototype takes you through a couple different journeys. Since it is only a prototype, only certain paths are clickable, so this section will lay out how to use the prototype.

How to use the prototype: The prototype begins on the homepage, where you have 3 clickable options. You can either use the search bar to search for candles, you can hit the “Shop Goods and Services” tab, or you can choose the “List your business option”.

If you choose the search, “candles” will be typed in, and upon hitting search you will get results for candles. You can scroll down to find the “bedtime” candle from “Sarah’s Candle Lab” and click on the candle to view the product page. After looking through the product page, you can either choose to view the business profile, or you can choose to purchase the item. If you choose to purchase the item, you will get a popup notifying you that the item will open in a new tab, and you can either “X” out of the popup which will allow you to remain on the product page, you can hit continue shopping which will take you back to the search results, or you can hit “proceed” which will take you to the sellers webpage. If you decide to X out and go to the sellers profile, you will be able to explore the profile.

If you instead decided to hit “shop goods and services” you would open up to the page including all the items currently listed in shop goods and services. On the left hand side you would have numerous filtering options if you did choose to filter down your search. For the prototype, the only filtering option that is live is selecting “products” under the item type section. After filtering down to only the goods, you will then be able to go through the same flow as previously mentioned by clicking on the bedtime candle.

Starting at the homepage if you would like to go through the business flow you can select “list my business” which will bring you to the new business page.

You can hit the ABW logo to return to the homepage at any time, and you can hit “R” to restart the prototype.

To go through the prototype, click [here](#).

Usability Testing (R3)

Round three of usability testing allowed the team to examine the changes we made from round two and make sure our high fidelity product was functioning and intuitive. The questions we asked for round three were similar to the questions we asked for round two because we wanted to test how users were navigating the same tasks. The team gathered a group of 5 users who had not been previously tested in any of the other rounds of usability testing to ensure there was no bias toward the changes we had made.

Here is an example of the discussion guide our team used for this round of testing. Once again, we stuck to a similar test to make sure each test was consistent, no matter who was conducting it.

Preliminary Questions:

These questions are designed to understand what the user is seeing right off the bat and how they interpret the site overall from the homepage. From previous testing, users were unsure if this Austin Business Woman is a site just for businesses or if consumers were meant to use it too.

Feel free to take a look around the homepage.

1. What are your first impressions?
2. What do you think the purpose of this website is?

We will be testing two types of user's for this website. First we will test navigating e-commerce as a consumer and next we will test creating a profile as a business owner.

Task 1: Consumer looking for a local candle company.

Let's say you are looking for a candle to give as a Christmas gift for a friend this holiday season. In order to find a local candle maker you travel to Austin Business Woman.

1. How would you find a list of candle companies?
2. Why did you choose the search bar? / Why did you choose to click on 'Shop Goods and Services'?

Once you find a list of candle makers, you decide to select the Bedtime Candle from Sarah's Candle Lab.

1. What do you notice about the product description page?
2. What information about the product do you find helpful?
3. Is there any information you are missing?

Task 1 was meant to test how users were navigating to the Bedtime Candle for Sarah's Candle Lab we asked them to look for. We adjusted the placement and size of the search bar and kept the goods and business tab the same. This test would let us know if the changes we made were still initiative while looking nicer and cleaner.

The filtering page offers capabilities to find products by price, distance, special offers, and/or specific categories. The team wanted to test the intuitiveness of this process and gather comments or opinions about the filtering feature.

We also made changes to the description page by moving the product description to the right of the product photo and the buttons underneath. The second part of task 1 was meant to gather feedback about what kind of information the user was getting from the page and whether or not they could find that information easily.

Task 2: Finding more information about Sarah's Candle Lab.

Before making a purchase, let's say you are interested in learning more about Sarah's Candle Lab. Where would you find more information?

1. What do you notice about the business's profile?
2. What information are you able to gather from this page?
3. What information are you missing from this page?

Task 2 focused on exploring the business profile page. We wanted users to understand where to find information about the business and the business owner. This time we moved contact information as well as the map and address closer to the top of the page. Immediately following the contact info and social media links in the bio for the business owner. Users said in the last round of usability testing that they want the owner's information to be higher on the page. By giving her a whole section that appears directly after contact information, we hoped that users would find it easily.

Task 3: Making the purchase.

After careful consideration, you decide to purchase the Bedtime Candle.

1. How would you navigate back to the product description page? (normally we would use the browser's navigation which we don't have in this case. If you need help getting back feel free to travel to the Bedtime Candle at the bottom of the page).
2. What do you notice about the purchasing process?
3. Do you find these steps confusing?
4. Are you aware of where this transaction is taking place?

Task 3 focuses on purchasing. This time we changed the copy in the disclaimer saying that the third-party site would open in another tab so the user could move between the site websites in order to keep shopping.

Task 4: Creating a business account.

Let's say you are a new business owner and are interested in the networking capabilities Austin Business Woman has to offer.

1. From the home page how would you go about creating a business account?

You aim for a professional membership plan.

1. What features do you get with the professional plan that interest you?
2. Do you feel well informed about the different membership plans?
3. What information are you missing from this page?

Task 4 focused on the business membership page. This time we created a matrix with offers and check marks under which plans offered those features. In our last interaction the matrix had descriptions of each plan displayed next to each other but this time we thought we could provide more information to users without filling the page with too much text. Also, this time we made sure to include the prices for each membership plan so users could make a well informed decision about which plan would work for them and their budget.

Finally, we asked our users to provide any final thoughts they had about their experience or add comments about certain features we hadn't discussed.

Most of the feedback we received from this round of testing was incredibly positive. There were a few small details we had to work out and clean up.

Takeaways from Round 3 Usability Testing:

1. The homepage looked great. There were just a few pieces of feedback from users.
 - a. The search bar is easy to see but does not overwhelm the other features on the page. When looking for candles, testers mostly referred to the search bar. Even those who clicked goods and services made their way back to search for candles.
 - b. The events calendar was very intuitive but a little hard to read.
2. Users were able to understand that this is a site for both business owners and consumers which was a very positive change from before.
3. Shop goods and services and the candle results page were easy to navigate and users loved the filtering features.
 - a. Some users spent time looking through the coupons and deals, commenting that they would spend more time in this section were they actually searching the site.
 - b. One user was quick to click on shop Goods and Services without a prompt. She said she was curious to explore the different filtering options and see what she could find.
4. There were minor issues with the product description page with a lack of titles and placement. Some of the other products from the profile page were added but a bit

out of place without a title or explanation. More users expressed that the product description should belong underneath the product photo. That way the “purchase” and “profile” buttons would be easier to see and the layout would mimic what users were seeing on other sites like etsy.

5. The profile page seemed to display the right kind of hierarchy. Users were able to tell the difference between the information about the business and the business owner.
 - a. However, the Lorem Ipsum text was making the different sections a bit unclear. It makes the page look wordy and does not provide an example of the kind of text being displayed on the site. Writing in real copy could solve some of that confusion and make it easier to understand what each section is trying to accomplish.
6. Users were still in favor of going to a third party website for purchasing and though the figma did not open up another tab for them in a browser, users understood where they were and who would process their order.
7. Positive Feedback:
 - a. User’s loved the highlights for women business owners. Some made comments about the woman of the week, others really liked the spotlight on the owner in the profile section and the networking capabilities for women helping other women.
 - b. One user (a female business owner herself) commented that she would “sign up for a site like this in a heartbeat if it was in her area.”
 - c. The filtering features were a huge hit. Many of our testers commented about shopping by price and by location. One user commented, “I would love it if I could find a candle shop close to me so I could smell them all before I bought them.”
 - d. The profile page listed all the important links right away. This would make it easy to find/ contact the business they were looking for. One user commenting, “ I would probably search through their social media right away. I always want to give small businesses the boost of social media support.”

After reviewing our design for a final time, we made the changes listed above for adding titles and clarity to any area where users expressed confusion. Overall with the positive feedback from our final round of usability testing we think our design is a great solution to many of our original goals.

Our Design

At the beginning of our 3wk sprint we had a few general ideas of what ABW needed. As noted in our Statement of Work, our goal was to create a web-based platform that would help clarify the purpose of the webpage, focusing mainly on the homepage layout and product discovery. We

also had the goal of creating a Mobile Responsive Mockup for our Homepage, Improving member onboarding, and Improving CTA's for product discovery.

Looking through our design and feedback through usability testing, we feel we've achieved our goals of the redesign, with extra design to assist in other areas of the website. We completed a full re-design of the homepage to reduce the number of calls to action with the secondary goal of making sure the intended audience of the website is clear. When doing our first round of usability testing we had very mixed results on what user's reactions and feedback of the website was and who it was intended for. With our final round of usability testing, users who went through our design were able to understand the concept of Austin Business Woman.

The new onboarding process through the "List Your Business" button also helps clarify the process of account creation. Instead of having to register your account for every user, only business owners will be clicking on the "List Your Business" button. We implemented a matrix in this section allowing business owners to more readily compare the plan options, and to hopefully reduce the amount of questions regarding onboarding. General users will still be able to create an account through one of two ways: They can click login at which people who already have an account can login, but there will be a prompt to create an account if you haven't previously made one. The second way to create an account would be by favoriting an item, which would then prompt the pop-up telling a user that they need to create an account to save items and write reviews. This onboarding process should simplify the account creation for both general users and business owners.

We also changed the look of the "shops goods and services" tab to better reflect an ecommerce experience. Instead of having many different size cards, there is now one template to display every item in a cohesive format. This format will better mirror a traditional e-commerce experience. The new filtering menu and options will allow for users to more easily sort through and filter down their search.

The new product page more clearly lays out the shopping process for users. Compared to the confusion from round 1 of usability testing, in our final round every user said that the checkout process was straightforward and that they were not surprised or confused by any element. With clear prompts about third party websites in addition to clarifying the checkout process from "more details" to "Purchase This Item" users were easily able to shop for both goods and services.

We also simplified the seller profile page to increase discoverability of businesses since in our first round of usability testing we found that users were struggling to find desired information such as business websites. With our improved design, the contact information is easy to locate, and the profile is set up in a format that users were able to easily navigate. There are also now clear sections for a business owner's posts, making sure that if they are posting products and blogs, these have different places within their profile making each section easier to find. Users also really loved having a section on the seller profile specifically about the women behind the business. Different membership plans allow for different items to be on the business profile, and

we believe that the new page setup will make it even more desirable for users to want a plan that allows them to fill out their profile to its full potential.

Instead of only doing a mobile responsive mockup for the homepage, we did a mobile responsive design for the entire shopping process. [A video of the flow is linked in our deliverables folder, and the prototype can be accessed here](#). The instructions for the flow are the same as they are for the desktop version.

Content Strategy

To ensure our design works, creating and maintaining a content strategy will be crucial for the best flow of the website. There are numerous items that will need to be solidified now and maintained going forward.

The action of tagging articles and uploads on the backend will be crucial for making sure the most accurate and meaningful search results are populated. Based on our usability testing users are most likely to use the search feature to find what they need, so having the most accurate results will be necessary.

For the new filtering menu on the “Shop Goods and Services” tab:

- A. This section begins with a category list that is populated from the current business categories list. If ABW does decide to update the categories, this should be reflected in this section. Every category that is tagged on a product or service should be listed in this category section. Users should have the ability to see the full categories and subcategories as well as minimize this list.
- B. The new filtering menu allows users to more easily sort out only goods or only services if they would like. The current tagging system to sort between goods and services is that services have a “services” tag, but goods have an “in stock” tag. Our recommendation would be that the tag for goods/products change to either of those words instead of in stock. If it is too complicated to change this tagging label in the backend then the current system should remain and only products/goods should be labeled as “in stock” and all services should be labeled as “services”. When a user clicks either products or services to filter it should only populate the results with that tag. If current items are improperly tagged, they should be updated before implementing this filtering menu.
- C. The price filtering option will filter based on the price of each item. When an item is “any price” this will populate all products/ services even if they do not have a price listed. If someone chooses to filter by price, only options within that price range should show.
- D. The special offers feature will be tagged in the way current deals are tagged. If a business has a sale they should tag their items as on sale so they come up when filtered, and the same goes for free shipping

- E. Users will need to be logged in or enter a zip code to use the distance feature. This will allow them to see businesses within their desired radius. Users can also use map view to see nearby businesses.

For photos and videos:

There should be a specific tag for photos and videos that will populate on to the photos and videos pages (now a subpage of the media page). The current website shows any video or any item that has a photo for these sections and users were very confused about what the purpose was. For the photo tab, users expected to see photos of events that ABW has hosted and for videos users expected to have videos of past events and webinars hosted by ABW. The way these pages are populated any item that is a photo or video appears on this page, so users were seeing products to shop in the photo page and other items that shouldn't belong, causing them to be confused. We recommend these sections only be reserved for videos of events or webinars, and photos of events are other items ABW wants to share. To implement this, a specific tag may need to be created for each of those pages, and any item that should appear on those pages should be tagged accordingly.

Product linking:

Another item that came up during round 1 of usability testing is that people were confused when they went to the third party website and it didn't even link them to the product that they wanted to purchase. We recommend that every product or service on the ABW site be linked directly to the product or service on the business owner's personal site. This should decrease the drop off rate by getting users directly where they want to go.

Calendars:

We recommend that the events on the homepage be constantly updated, and that any events are also noted in the events tab. There should also be an events calendar in the events tab that has all the upcoming and past events marked, as well as links to ticketing information.

Information for business owners:

Lastly, we recommend that any tutorials or directions for business owners be stored on a separate sellers page so that it does not confuse the consumers who come to the website to find a business or to shop. Etsy includes a sellers guide in the footer of their webpage which has guidelines on how to take good photos, set up a business account, and do all the items that sellers are interested in. We recommend the ABW create a sellers page where any informational items for sellers is linked, and that link should be inaccessible or hard to find for non-business owners. The footer could be a good location for the ABW sellers guide to be linked.

Recommendations and Next Steps

- 1. Reduce and simplify the categories on the website**

During the process of building the filtering feature on our prototype we listed the different business categories and quickly realized there was a large collection of them. Currently there are 64 main categories, each with their own list of subcategories which totals to 152 categories overall. Some of the main categories are very similar or overlapping, making it difficult to sort using categories. Additionally, the categories change order each time and should be changed to always remain in alphabetical order.

Our team decided to narrow down these categories so we conducted an open card sort with five participants. An open card sort is an exercise where participants are given a list of items (in this case, a list of categories from the current site), group the items by similarity and name the groups based on what makes sense to that particular participant. The goal is to collect data on how different users understand and organize information. After conducting the card sort, we were able to narrow down the main category list from 64 to 14. There are still 152 categories in total but they are organized into a smaller list of initial categories with more subcategories.

Given the data we collected from this activity, the team recommends that Austin Business women reduce and simplify the amount of business categories on the site, however, doing so will be labor intensive and costly. When the team met with the developer, he expressed how difficult it will be to reorganize the categories based on how they are stored in the backend. The categories are stored numerically, meaning changes will have to be made manually. It is not impossible but since the developer will have to spend time working through it, the cost might be a detriment. The money and time spent reorganizing this information will benefit the consumers who want to find goods and services easily, the businesses who are found easily and the site itself will be able to move forward with a well organized system for categorizing the directory.

While we did not implement the card sort into our design because of the cost element, we are including our card sort artifacts in terms of our proposed category list and our data from the card sort conducted. These items can be accessed [here](#).

2. Blurry Photos

In our preliminary meetings with Austin Business Woman, we learned that users were having a hard time with the photos they were uploading to the site. Photos can be tricky because they need to be the right size and resolution. These parameters are specific to the platform they are added to and not everyone has that information in their back pocket. To reduce user frustration and confusion we recommend adding a photo API.

API stands for Application Programming Interface which is an intermediary for different applications to talk to each other. Implementing a photo API would prevent business owners from uploading photos that do not meet the standard of the API which will lead them to reformat their photos so they are clear on the site. ABW could also provide a database of stock photos for business owners to use if they are struggling with the quality of the photos they are uploading. Having clear photos is important because during our first round of usability testing participants noted that blurry pictures made them trust the website less. Making sure only proper quality photos are on the website could aid the trustworthiness of the website.

3. Content Strategy





Make sure that items are tagged, sorted, and organized in the manner laid out in the content strategy section. This will allow for increased functionality of the website.

4. Design of the media and event tabs

While the most frequently visited website tabs were redesigned, both the events tab and the media tab would benefit from a lookover or design plan to match the parts of the website that we have already re-designed. The media tab in particular will act as a hub for photos, videos, podcasts, etc. so it is important that this page clearly links to all the other pages in an intuitive way.

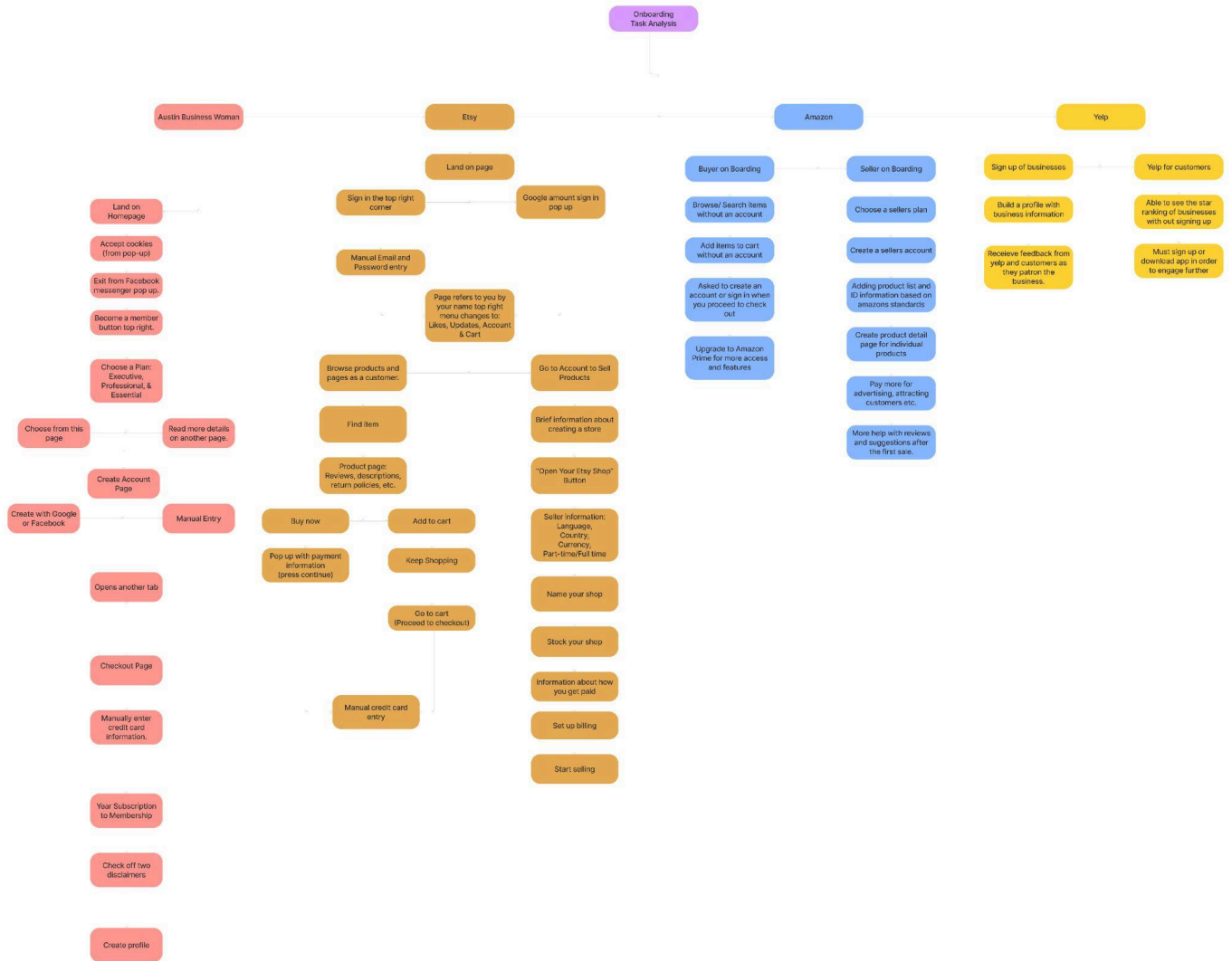
Appendix

Appendix A: Feature Inventory





				
Search by category option	X	X	X	X
Separate business/consumer logins	X	-		
Blog Posts	X		X	
Individual company pages	X	X		X
Products to purchase	X			X
Condensed global menu		X	X	X
Events	X	X	X	
Find Business Via Search	X	X	X	X
Paid page priority	X			
Prominent social media links	X		X At top of page	X At bottom of page
Job opportunities	X	X		
Rental Listings	X	X		

Appendix B: Task Analysis

For the clearest version of this task analysis, click [here](#).



Appendix C: Comparative Analysis

				
Search by category option	At very bottom of page, difficult to find	Yes, the main navigation is just gift category options. When in the shopping section you have full category options	Robust list of departments located in hamburger on left side of screen	Small category menus appear as you scroll. Full list of all categories at the bottom of the page with Icons.

		on your left		
Separate business/consumer logins	Yes, you would create a different type of account as a business than if you were an individual. There doesn't seem to be a way to add a business to a personal account.	No, you create a general account and then you link your business to that account after. Button is labeled "sign in" with option to select "register" if you don't already have an account	Amazon has AmazonSeller backend for sellers to list product and track metrics (sales, coupon usage, etc)	Yes, Businesses can manage their reviews, ratings & market analysis Customers can write reviews, filter based on ranking, finder services they are looking for
Recommendations to other products	Shows other products of the company for the product you are viewing, but not "you may also like..."	Yes, two rows- First row is "more from this shop" second row is "you may also like"	Product discovery is called out on the home page. Gifting modules are used to divide products Goods are categorized by department.	Yes: There are categories which are easy to navigate. The site remembers your past experience and recommends food and service options based on that data.
Reviews for products	Individual products do not include reviews, some companies have their reviews but only if they pay	No? Only the shops have reviews, not individual products	Reviews are available for each item, given by previous customers.	Yes: Businesses can manage their reviews and respond to them. Customers can write reviews based on their experience.
Business directory	Yes, but no filtering options	No, there is no master list of companies	No master list on directory for companies	The site is built on a list of businesses with rankings and customer reviews.

Condensed global menu	No- very extensive menu without ability to condense	Search bar is huge and is their main navigation goal, but the shopping options I wouldn't call condensed	Top menu has department recommendation based off users search history	Very condensed (Write review, Events, Talk, Yelp for Businesses) Nav is centered on 'search'
Tracking analytics for businesses	Yes, businesses can login to view their page analytics	Yes	Yes, Amazon provides key metrics for each seller through AmazonSeller	Yes: Businesses are given a rating and have access to their reviews. There are analytic trackers for foot traffic site visits and bounce rated based on their rankings
Informational page for businesses	Yes, all businesses have a page, but additional features are offered to certain membership levels	Yes, there is a product page for each seller with ability for them to write about their shop/ add a photo No direct contact other than messaging through the website	Some business have pages that will list business profile information and products	The point of the site is to inform businesses and the customers who patron them. Each business has a detailed page about them and what they do.
Clear differentiation of goods/ services	No- the buy tab includes both goods and services with no way to sort/ filter	No services offered on website as far as I am aware	No, amazon does not provide services	Very clear: Yelp for business & Yelp (for consumers)
Number of sections on homepage	Austin Business Woman has 26 sections, each with its own call to action, all on the	Has 20 categories currently on its homepage. Most of these are suggested shopping categories with	Currently has 13 sections on its homepage. Most of these are suggested shopping categories with CTA.	There are only 4 sections on the Yelp business page. Each category is based around business discovery, and/

	homepage	CTA's.		or recent activity.
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Appendix D: Heuristic Evaluation

Evaluator Name(s): Jeromy Coleman, Megan Flett, Alexis Yarnall

Devise/ Browser: Macbook/ Chrome

Severity Rating:

0= I don't agree that this is a usability problem at all

1= Cosmetic problem only: fix if time is available

2= Minor usability problem: fixing this should be given low priority

3= Major usability problem: Important to fix, given high priority

4= Usability catastrophe: fix this before product moves forward

Heuristics	Comments	Recommendation	Severity
1. Visibility of system status	<ul style="list-style-type: none"> There aren't breadcrumbs within navigation tabs Tabs do not change color when you are in the tab, only when you hover over the tab before clicking No warning before being taken to a third party website 	<p>Include breadcrumbs for each page, for easy use.</p> <p>Highlight the tab when within that tab.</p> <p>Give a message before being taken to a third-party webpage.</p>	3
2. Match between system and the real world	<ul style="list-style-type: none"> Buttons very flat causing some confusion on what is clickable Users are unsure about the content they are looking at (blog, products, service, etc.). 	<p>Include button shadows</p> <p>Tab should be highlighted when users are in corresponding sections</p>	2
3. User control and freedom	<ul style="list-style-type: none"> Users had to rely on back button for navigation due to lack of breadcrumbs 	<p>Include breadcrumbs for each page, for easy use.</p>	2
4. Consistency and standards	<ul style="list-style-type: none"> Language doesn't always match action 	<p>Language should be updated to industry</p>	2

	being taken	standard.	
5. Error prevention	<ul style="list-style-type: none"> • Linking specific product finds between ABW & third party without getting lost • Lack of breadcrumbs 	Update products links to go directly to PDP of seller site	2
6. Recognition rather than recall	<ul style="list-style-type: none"> • Using multiple words to describe the same thing puts unnecessary burden on a user 	<p>Use consistent language when referring to items. Wording used interchangeably that needs to be updated is:</p> <ul style="list-style-type: none"> • Collaborations/work • Search/keywords • Executive/professional/essentials • Properties/homes 	3
7. Flexibility and efficiency of use	<ul style="list-style-type: none"> • Switching to third party site is not noted properly and can be confusing • Not sure what is for businesses and what is for consumers 	<ul style="list-style-type: none"> • Making the switch clear by opening another tab so users can navigate back to site • Clear language on homepage to indicate features for business vs. customers (Etsy) 	2
8. Aesthetic and minimal design	<ul style="list-style-type: none"> • Search is in multiple areas • Global menu is congested & confusing • Too many CTAs • Copy is hidden in images • Newsletter signup is posted everywhere throughout the site. • General length of homepage feels overwhelming to site visitors 	<ul style="list-style-type: none"> • Minimize the number of times you have the same CTA in a general area • Clean copy on images so it is readable • Organize homepage for easy navigation and promote discovery • Organize/minimize global 	4

	<ul style="list-style-type: none"> Many duplicate sections within the homepage, as well as duplicate information on tabs, lead to users feeling “overwhelmed” 	<ul style="list-style-type: none"> menu Simplify the search capabilities 	
9. Help users recognize, diagnose, and recover from errors	<ul style="list-style-type: none"> Error messages are clear and accurate 	N/A	0
10. Help and documentation	<ul style="list-style-type: none"> No FAQ on page There is an option to message via facebook or to schedule a 45 minute call “Schedule a phone call” option is too high on the page. Members might be calling for the wrong reasons 	<p>Create a page for frequently asked questions and issues users are having.</p> <p>Put all about, board, contact, and how it works information together.</p>	2

World Leaders in Research-Based User Experience, Jakob Nielsen. “10 Usability Heuristics for User Interface Design.” *Nielsen Norman Group*, 24 Apr. 1994, <https://www.nngroup.com/articles/ten-usability-heuristics/>.

Appendix E: Affinity Map- R1 Usability Test

For the clearest copy, please click [here](#) or visit our deliverables folder.

CTAs

- "There are no more CTAs"
- "I would just like to see the content and do the scrolling, why is that?"
- "Can you make it a bit more obvious?"
- "I don't know if it should be in the sidebar, it looks too much like a menu"

General first impressions

- "I like the menu options on the top"
- "I would like to see a menu on the website"
- "I like the menu options on the top"
- "I would like to see a menu on the website"
- "I like the menu options on the top"
- "I would like to see a menu on the website"

Search options

- "I like the search options on the top"
- "I would like to see a search bar on the website"
- "I like the search options on the top"
- "I would like to see a search bar on the website"
- "I like the search options on the top"
- "I would like to see a search bar on the website"

What do you think the purpose of this website is?

- "I think the purpose of this website is to provide information about the business and its services"
- "I think the purpose of this website is to provide information about the business and its services"
- "I think the purpose of this website is to provide information about the business and its services"
- "I think the purpose of this website is to provide information about the business and its services"

Unsorted

- "I like the menu options on the top"
- "I would like to see a menu on the website"
- "I like the menu options on the top"
- "I would like to see a menu on the website"

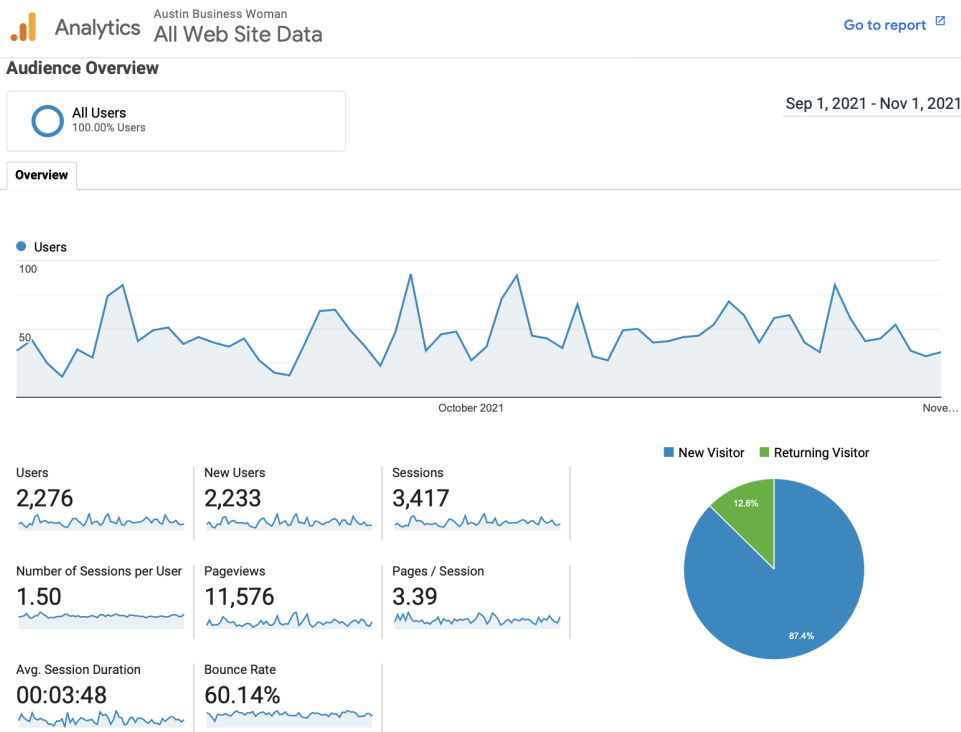
Text Heavy

- "I like the menu options on the top"
- "I would like to see a menu on the website"
- "I like the menu options on the top"
- "I would like to see a menu on the website"

Onboarding

- "I like the menu options on the top"
- "I would like to see a menu on the website"
- "I like the menu options on the top"
- "I would like to see a menu on the website"

Appendix F: Google Analytics



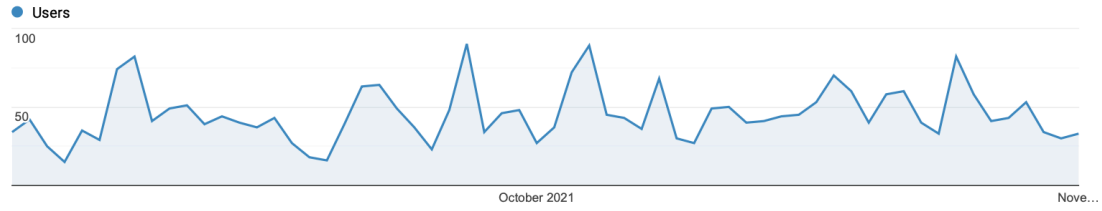
Overview

All Users
100.00% Users

Sep 1, 2021 - Nov 1, 2021

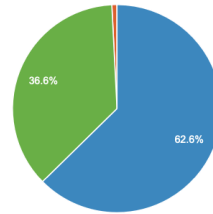
Explorer

Summary



<input type="checkbox"/> Device Category	Users	Users
	2,276 % of Total: 100.00% (2,276)	2,276 % of Total: 100.00% (2,276)
1. ■ mobile	1,426	62.63%
2. ■ desktop	833	36.58%
3. ■ tablet	18	0.79%

Contribution to total:

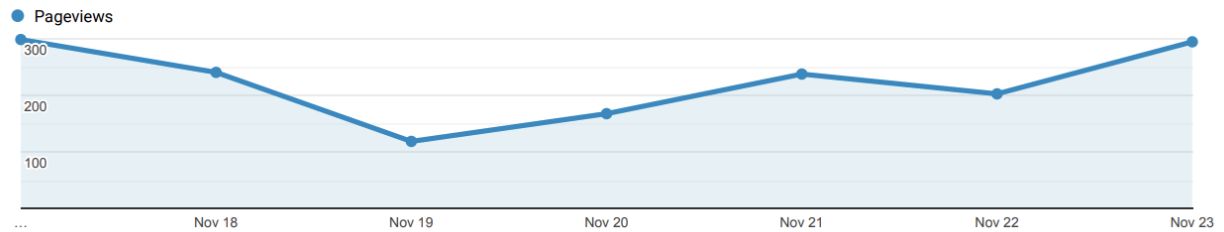


Pages

All Users
100.00% Pageviews

Nov 17, 2021 - Nov 23, 2021

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	1,563 % of Total: 100.00% (1,563)	1,245 % of Total: 100.00% (1,245)	00:01:43 Avg for View: 00:01:43 (0.00%)	626 % of Total: 100.00% (626)	67.25% Avg for View: 67.25% (0.00%)	40.05% Avg for View: 40.05% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	152 (9.72%)	115 (9.24%)	00:02:03	103 (16.45%)	46.60%	42.76%	\$0.00 (0.00%)
2. /home	108 (6.91%)	54 (4.34%)	00:02:14	21 (3.35%)	38.10%	22.22%	\$0.00 (0.00%)
3. /digest/why-you-should-try-ayurvedic-teas-today	65 (4.16%)	56 (4.50%)	00:03:43	44 (7.03%)	88.64%	80.00%	\$0.00 (0.00%)
4. /buy	57 (3.65%)	30 (2.41%)	00:01:27	7 (1.12%)	14.29%	8.77%	\$0.00 (0.00%)
5. /search_results	53 (3.39%)	31 (2.49%)	00:01:41	4 (0.64%)	25.00%	15.09%	\$0.00 (0.00%)
6. /join	51 (3.26%)	41 (3.29%)	00:01:02	19 (3.04%)	31.58%	31.37%	\$0.00 (0.00%)
7. /collaboration/part-time-personal-assistant-needed	49 (3.13%)	40 (3.21%)	00:06:07	22 (3.51%)	77.27%	71.43%	\$0.00 (0.00%)
8. /collaboration	45 (2.88%)	33 (2.65%)	00:00:12	2 (0.32%)	50.00%	15.56%	\$0.00 (0.00%)
9. /account/home	39 (2.50%)	28 (2.25%)	00:01:14	9 (1.44%)	22.22%	17.95%	\$0.00 (0.00%)
10. /digest	33 (2.11%)	18 (1.45%)	00:00:21	3 (0.48%)	0.00%	9.09%	\$0.00 (0.00%)

Rows 1 - 10 of 536

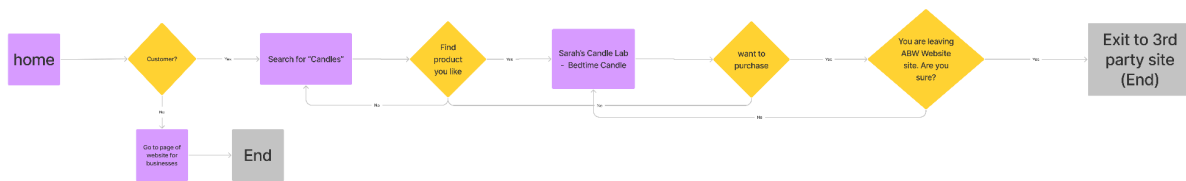
Appendix G: Survey

Click [here](#) to view the full list of survey questions.

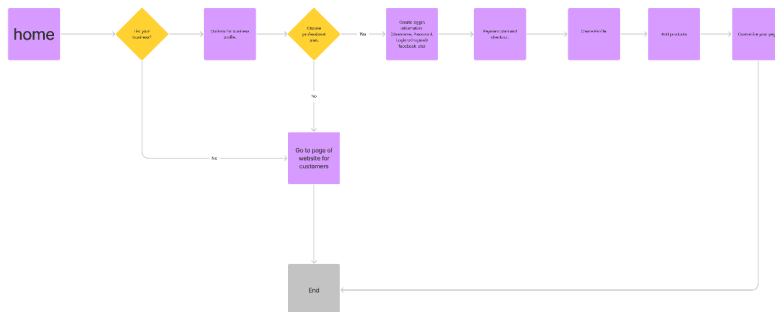
Click [here](#) for list of survey results.

Appendix H: User-Flows

Customer



Business Owner



Sources:

What a high bounce rate says about your digital customer experience. (2020, December 11). Retrieved December 07, 2021, from <https://contentsquare.com/blog/what-bounce-rate-says-about-your-customer-experience/>

World Leaders in Research-Based User Experience, J. N. (1994, April 24). 10 usability heuristics for user interface design. Retrieved December 06, 2021, from <https://www.ngroup.com/articles/ten-usability-heuristics/>