UX RESEARCH REPORT

PM&J, LLC
http://www.pmandj.com/

PM&J
wuxi jinmao company, ltd.

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EXECUTIVE SUMMARY

This report consists of various methods of evaluation of PM&J's website, in order to prepare for a redesign. The current site is meant for users who are current clients or clients to-be and acts as an informational space for them. However, the site requires reworking due to lack of skimmability, navigation flaws, and outdated content.

The evaluation methods used throughout this report are a comparative analysis, user personas and scenarios, interviews, surveys, card sorting, a heuristic evaluation, usability testing, an as-is and to-be analysis, and a concept model.

After completing all methods, analysis results and recommendations follow as such:

DESIGN & CONTENT

The overall design of the site responded well with users, alongside a common adjective used to describe the site: "clean." As the users spent more time on the site during the usability studies, they found various outdated content, involving the most recent blog posts originating from 2016, and the promotion of events from 2020. Therefore, the site feels outdated and less reliable for the audience.

It's recommended that PM&J compose active updates to their site to keep the content alive, resulting in a more reliable, and better impact for those using the site. This is also a marketing requirement of the site that isn't being led out.

EXECUTIVE SUMMARY

NAVIGATION

The navigation appears easy and straightforward. Although, there are sections of operating the site that proved confusing for the users, which was found during the card sorting method. There were also cases found during usability testing that showed differences between users' mental models and how the site is currently laid out.

Recommendations involve a site map revision in order to have more clarity for the audience, developed after the results of the card sorting. Also, some additions and takeaways resulted from the usability testing and blossomed the as-is and to-be analysis for the site to improve its navigation.

INFORMATION

The users felt during the usability testing that the amount of readable information was difficult to skim and the heuristic evaluation revealed that the site felt more like a brochure rather than an engaging website with actions to carry out. Participants of the usability studies were found to spend longer than they'd prefer to read through the information and find what they were looking for.

EXECUTIVE SUMMARY

INFORMATION (CONT.)

Additionally, audience members found the "Products" section to be unclear, as they all expected to see images of what those products are. Instead, the "Products" section revealed to feel more like an extended "Services" page, with descriptions of what the company can do for its clients. Lastly, the "Contact" page was confusing for all users, as they felt left unknowing when and why they should reach out to PM&J, as the contact form felt restrictive to certain situations.

The last UX method used for this report, the concept model, revealed issues relating to clients' needs during the product development process. Valuable information that could be found under "Services," such as budgeting is not available.

Competitor sites, from the comparative analysis, offer more actionable steps and a deeper understanding for their users, so it's recommended that PM&J follows a similar path with the redesign. In particular, competitors' "Product" sections involve images of the items, where to find them, and how to get in contact for the items. With PM&J using a comparable approach, they would offer users more than one way to get in contact, while also providing them with a clearer comprehension of their product and what they do.

EXECUTIVE SUMMARY

INFORMATION (CONT.)

PM&J should also reduce the number of words per page, making it easier for users to read through, as well as add more photos of what the content displays. Finally, the pages should be reworked to include as much detail about what the client can expect from PM&J if they choose to work with them.

ABOUT PM&J

PM&J, LLC is a vendor and strategic business partner specializing in pet, apparel, and soft home goods for its clients. The company builds relationships with large retailers through design and product development, account management, operations, and business development. They offer manufacturing of products through facilities both domestically and from direct import.

COMPANY VALUES

- Collaboration
- Passion
- Excellence
- Transparency
- Innovation

ABOUT THE SITE

The site uses a simple and easy-to-use layout with a top-right navigation bar while offering pieces of valuable information when scrolling down on the homepage. There's a color theme using gray-scale values, and their signature green, which is consistent throughout the site.

http://www.pmandj.com/
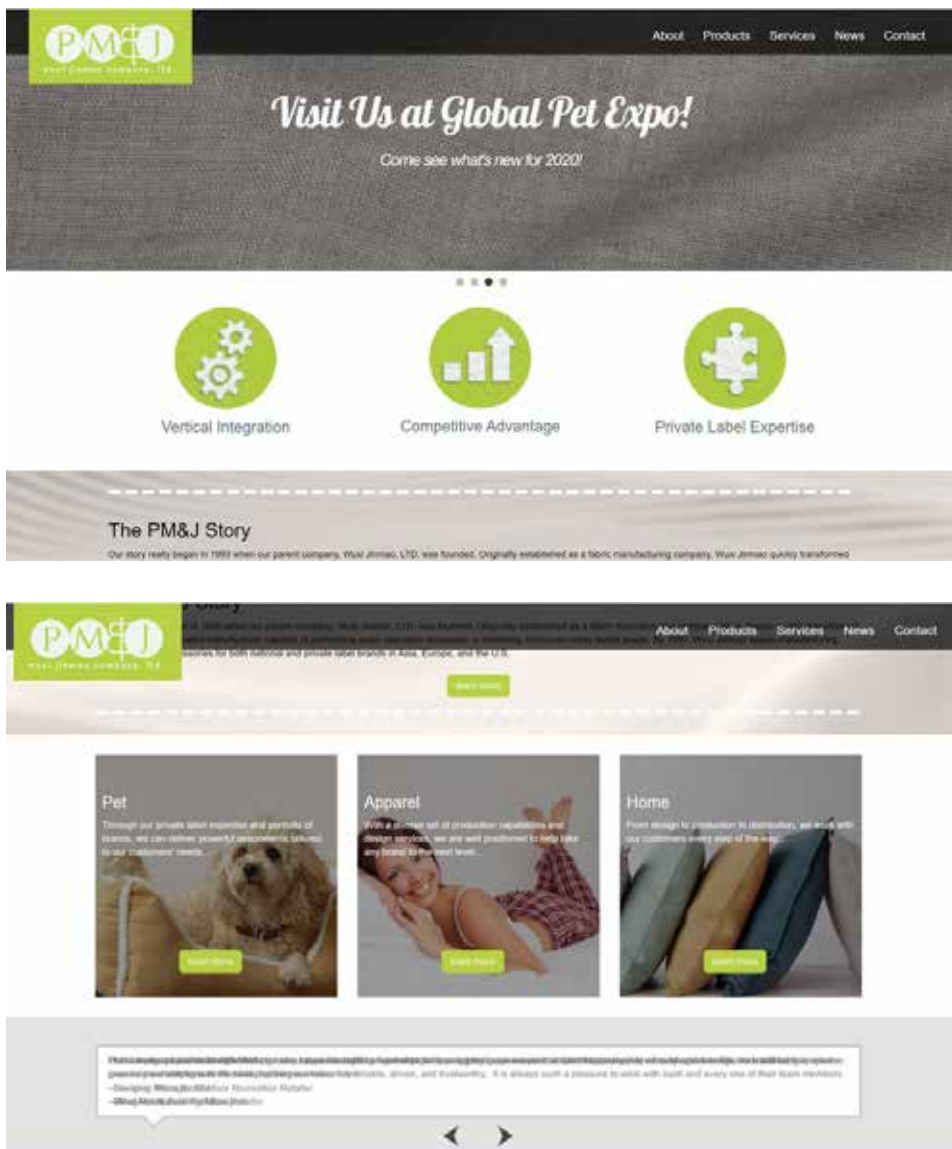
DISCUSSION OF SITE DESIGN

PM&J's website has an appealing and easy-to-use basic structure that feels familiar for users to understand.

However, the content and site design are outdated, presenting many red flags across the site. If the site does not update frequently, it may seem unreliable and cause audiences to leave before fully grasping the system. Also, there are a few features that don't work properly, making the purpose of those features ineffective. Finally, the navigation bar could improve to give the users a better understanding of the company and how to get where they intend to go. While the structure works and the bases are covered, the wording and direction may leave users working hard to find what they want.

Overall, the site could use a visual refresh, upkeep, and a re-work of features for a better experience for its users.

REQUIREMENTS

Identifying requirements for the company's marketing department and users is essential to understanding the needs for the website.

MARKETING

Marketing requirements involve presenting the users with consistent data and design to keep them interested and involved on the site. Below is a list of all requirements that will help achieve that.

- Present a consistent brand identity
- Providing call-to-actions
- Active updates to the site
- Social media links
- Promotional photos
- Blogs & news resources

USER

User requirements demand the information they're looking for with an easy process. Below is a list of their requirements.

- Quick and easy knowledge of the company
- Simple access to services & products
- A clear understanding of procedures
- Straight-forward information
- Opportunities for contacting the company

COMPARATIVE ANALYSIS

Company/URL	PM&J, LLC http://www.pmandj.com/	Dallas Manufacturing Company https://www.dmcpet.com/	Coastal Pet Products Inc. https://www.coastalpet.com/	Wuxi Jinmao https://www.wuxijinmao.com/
Core Features	- Services - About - Contact - Products/Brands	- Products by brand - Contact	- Products by category - Products by brand - About	- About - Products Center - Contact
Unique Features	- News - Client reviews	- "Where to buy" section - "FAQ" section - List of retailers they supply to	- Updated blog - Reviews of items - "Where to buy" section - Newsletter subscription	- "Our Clients" - List of certifications - Language selection - Scan to begin consultations
Strengths	- Good color story - Clear navigation	- Updated aesthetics - Effective visuals - Search tool	- Updated layout and aesthetic - Many call-to-actions - Effective visuals - Search tool	- Animated visuals that are effective - Many call-to-actions
Weaknesses	- Outdated - No search tool - Some features don't work properly	- Short homepage - Not easy to find "about us" section	- No clear contact page (subpage of another)	- Too many landing pages - Outdated - No search tool

When comparing PM&J's website to the others, the site appears a bit more basic with fewer interesting features. Dallas Manufacturing Company and Coastal Pet Products Inc. use an updated layout with lifestyle-like visuals that relate to the end goal for the customer(s). DMC and Wuxi Jinmao list the different retailers or clients of the company - which may help future deciding retailers to feel more confident in their vendor selections. Overall, PM&J has most of the necessary features but lacks a few that seem to be patterns through similar company's websites.

PERSONAS

The following three personas were created as the different types of PM&J site users. Each persona represents key clients - existing but in a new role, existing and in good standing, and new. These three personas should be referred to throughout this report as to how the site should function for them.

The personas list their goals, frustrations, and expectations relating to their jobs and their part in PM&J's process. As well as their key demographics of who they are, and why they would use the PM&J website.

In addition to each persona is a scenario for when they would need to use the site, and their experience. These are stories that represent possible site issues, and how it affects the users.

LEWIS CAMPBELL

GOALS: To have a reliable resource for a new category in pet products.

FRUSTRATIONS: Not having a clear understanding of how to excel with his new responsibilities.

EXPECTATIONS: Experiencing a newer outlook on this category that results in better quality and branded items for Chewy.

AGE: 34
GENDER: male
STATUS: married, one toddler, a dog & cat
EDUCATION: bachelors degree
OCCUPATION/INCOME: sourcing specialist at Chewy, $75,000

OUTGOING

FRIENDLY

ASPIRING

SCENARIO

Lewis has been with Chewy as a sourcing manager for a few years but has recently taken on a new product category: pet harnesses. He's worked with PM&J previously for pet beds and wants to know if this vendor can also provide his needs for harnesses. He goes on PM&J's website and navigates to the products page. There's a selection of different brands owned by the company, so he selects one of them where it takes him to another page that shows pet beds only. This isn't very telling, so he tries the services page in the last hope to find what he's looking for. Instead, the services only reveal what he already knows having worked with the company before. Lewis has to decide if he wants to reach out to PM&J directly, or continue to work with the vendors he already knows can design and produce harnesses.

CHELSEY TELLMAN

GOALS: To continually develop new products that are on-trend and use new and exciting features.

FRUSTRATIONS: Not feeling like she has enough collaboration before requesting samples for programs.

EXPECTATIONS: To have great insight on the product and help with troubleshooting to produce great quality items that have her vision.

AGE: 37
GENDER: female
STATUS: married, two kids
EDUCATION: bachelors degree
OCCUPATION/INCOME: designer at Target, $65,000

CREATIVE

OPEN-MINDED

CONFIDENT

SCENARIO

Chelsey knows and enjoys working with PM&J to develop the products that she's designed. She often looks for second or third opinions and likes having resources to help her design the best product possible. As she's developing an upcoming program, she remembers that PM&J offers trends forecasting and has their own brands, so she navigates to the website for inspiration. Hovering over the top navigation bar, she can't find anything that would directly send her to trends, but decides to click on "Services" for "Design And Product Development." This wasn't what she'd hoped for, so she instead heads over to "News" thinking that there may be some blog posts that can help her. Ultimately, Chelsey didn't find what she was hoping for on the website and is left disappointed to be in the same spot as when she started.

BORIS YATE

GOALS: To build a good foundation of business partners for pet beds.

FRUSTRATIONS: Not knowing where to begin and having to figure out many processes with his new job.

EXPECTATIONS: Vendors should be reliable, good quality, and have experience with large accounts.

AGE: 27
GENDER: male
STATUS: single
EDUCATION: bachelors degree
OCCUPATION/INCOME: associate buyer at Rural King, $50,000

FLEXIBLE

CURIOUS

PURPOSEFUL

SCENARIO

Boris is new to his job and saw PM&J at a convention and thought they'd be a good vendor to reach out to. He goes to PM&J's website to find out more and sees reviews from other anonymous retailers, but the information is vague and quickly becomes hard to read as the reviews move automatically and overlap each other. After looking through the entire website, Boris feels good enough to fill out the contact form on the site to begin talking to representatives but doesn't have as strong of an impression as he did in person. Everything he found made him feel his involvement may not be as personal as he'd like, and he still doesn't know PM&J's experience level. He leaves the website still hoping to learn more.

SURVEY

- What are the users [targeted] demographics?
- What information/reasons do the users access the site for?
- What are their positive and negative experiences with the PM&J website?

INTRODUCTION

Thank you for taking the time to participate in this survey for PM&J. PM&J is working to improve the website and appreciates insights from users like you. Your responses are anonymous and the survey will take about 10 minutes to complete. You are free to leave the survey at any time without penalty.

SURVEY

1. What is your occupation? _____

This question will help identify why this user is important to PM&J, what they use PM&J for, and who the user should be directed to. It's essential to understand for design because it will help organize some areas over others, i.e. contact, products, services, etc.

2. How many years of experience do you have in your occupation?
   a. 0-2 years
   b. 3-7 years
   c. 8-12 years
   d. 13+ years

This will help PM&J understand seniority of the user's position, and again assist who the user should be directed to. Knowing this may help to alter the visual design or function.

3. Where are you located? _____

This is important to know the user's time zones for communication purposes, and patterns in demographic locations. It may help in decisions like adding features for a language selection or time zone map, or similar.

4. How comfortable are you with technology?
   a. Not comfortable
   b. Somewhat comfortable
   c. Very comfortable
   d. Expert

Asking this helps to know the user's ability to function websites. This can assist in the design by making the site more useable for a wide variety of user experiences with technology.

SURVEY

5. What is your relationship with PM&J?
    a. Very good
    b. Good
    c. Not great
    d. Bad
    e. Very bad

This tells PM&J their positive or negative impact whether it's from a digital experience or not. It may help the design by altering the digital experience to persuade the users that the relationship should be good, or has potential to get better.

6. If you have worked with PM&J before, for how long?
    a. 0-2 years
    b. 3-7 years
    c. 8-12 years
    d. 13+ years

Knowing this tells the company how loyal their clients are, and how likely they are to continue working with them in the future. It will help with the design by organizing essential information in the about or services sections.

7. If you have not worked with PM&J, how did you hear about us?
    a. From another retailer
    b. Through a convention
    c. Online
    d. Other: _____

This is important to know the company's impact in person or digital. It may help the design of the site by offering more ways to find out about PM&J or alter search engines.

SURVEY

8. How often do you visit the PM&J website in an average year?
   a. Never
   b. Daily
   c. Weekly
   d. Monthly
   e. Other: _____

Understanding this will help the company to know how often the users go on the site. For design, this helps to know how impactful regular updates may be on the site.

9. How would you rate the importance that the PM&J website has to you?
   a. Very important
   b. Somewhat important
   c. Not important

This will give the company an understanding of where their influence may come from. It may help with the design of the site by finding ways to make it more impactful for its users.

10. How would you rate your experience from the most recent time you visited the PM&J website?
   a. Very good
   b. Good
   c. Not great
   d. Bad
   e. Very bad

Knowing the user's experience is helpful to gauge how the site may impact business. Asking this can assist design decisions to create a better experience for the users.

SURVEY

11. What pages do you use from the PM&J website? (Select all that apply).
 a. Main page
 b. About
 c. Products
  i. Pet
  ii. Apparel
  iii. Home
 d. Services
 e. News
 f. Contact

This will tell the company what the users are most interested in looking at when on the site. This will help show a pattern of what's more or less used, and if there needs to be any changes or possible whitespace opportunities for pages or information.

12. Are there any pages that you feel are unnecessary to you?

_____

Asking this question would help PM&J know if they don't need to focus on certain information for the users. It helps to reorganize or redefine pages.

13. Is there anything on the site that you feel is missing?

_____

Asking this question would help PM&J know if they need to put their informational attention elsewhere. This will tell the design team what they might need to add to the website.

SURVEY

14. Is the PM&J website your main resource for news updates regarding the company?
      a. Yes
      b. No

This will help PM&J know where to spend their time and energy on news updates. It assists the design by understanding more if news or regular updates help the users. Also. it may be telling if social media is a better solution for news updates.

15. When visiting the PM&J website, do you find what you're looking for?
      a. Yes, easily
      b. Yes, with difficulty
      c. No: _____

This tells PM&J that they may lose business by not providing the audience with what they want. This helps redesign the structure for useability if necessary.

16. How organized do you find the site?
      a. Very organized
      b. Somewhat organized
      c. Somewhat disorganized
      d. Very disorganized

Understanding if users find the site organized or not can help the company prioritize its processes. Asking this helps to know if the site should be redesigned with better organization for ease of use.

SURVEY

17. How would you rate the usability of the site?
    a. Very useable
    b. Somewhat useable
    c. Somewhat unusable
    d. Very unusable

PM&J can learn from this by knowing current user insight better. This question aids in a final conclusion for any possible re-designing for better useability.

18. What is your biggest concern about the site?

_____

This is important so PM&J knows how their website can improve based on the negatives. This tells us in more detail what might be missing in the design of the site.

19. What are your favorite features of the site?

_____

This is important so PM&J knows how their website can improve based on positives. This tells us in more detail what to put more priority on in the design of the site.

20. How likely are you to recommend PM&J to someone else?
    a. Very likely
    b. Somewhat likely
    c. Not very likely
    d. Not at all

This helps PM&J to know their positive or negative impact on its users. The better of an experience a user has, the better the site's overall design - so the design could change for a better experience.

SURVEY

WRAP-UP

All finished! Thanks again for your valued feedback. You may now close this window or navigate to another web page.

INTERVIEWS

INTERVIEWS FOR THE PM&J WEBSITE
WILL FOCUS ON THE FOLLOWING
RESEARCH QUESTIONS:

- What are the needs of PM&J users?
- How can PM&J appeal to its users at all stages of development?

INTRODUCTION

Hello! My name is [interviewer name], and I work with PM&J. Thank you for taking the time to meet with me - I have a few questions for you today regarding your experience with the PM&J website. We are working to improve the website and appreciate insight from users like you!

If at any point you have any questions, please feel free to ask them. You do not have to answer any of my questions if you don't want to, and you're free to leave at any time. For all questions that you do answer, please provide your honest opinions as it will better help us make effective improvements.

INTERVIEWS

INTRODUCTION (CONT.)

We would like to ask your permission to record the audio of this interview so I can focus on our conversation. The recording will only be used by our team, and will not be dispursed. If you are not comfortable with this, please let me know.

Thank you for agreeing to participate in this interview!

WARM-UP

- What's your name and where are you from?
- What retailer are you with and what's your position at the company?
- When and how did you hear about us at PM&J?
  - Have you worked with us before?
- What services and category are you requesting from PM&J?

INTERVIEWS

1. How often do you use the PM&J website?
    - What are your top three purposes when visiting the site?
2. Can you tell me about your most recent experience using the PM&J website?
    - Why were you visiting the site?
    - Did you find the information you needed?
3. What do you think of PM&J's website design?
    - Can you compare the web design to other vendors' websites you've encountered?
    - What would you like to have stay the same on PM&J's site?
    - What would you like to see change?
4. Do you find it easy to locate the information you're seeking when you visit PM&J's website?
5. What feature(s) of PM&J's site do you use the most?
6. What do you think the website should feature most prominently?
    - Is there anything you feel is missing?
    - Is there anything you feel is unnecessary or unclear?
7. Have you ever accessed the "News" section on PM&J's site?
    - If yes - what was your experience like?
    - If no - is this a feature you'd be interested in using?

INTERVIEWS

8. On a scale of one to five, how important are regular updates on the PM&J website?
- What kind of updates would you be most interested in (trends, products, launches at any given retailers, design, navigation, other)?
- How much more often would you visit the site if you knew or were made aware that PM&J makes regular updates?

9. Have you ever accessed PM&J's social media accounts from the website?
- If yes - what was your experience like?
- If no - have you searched for PM&J's social media accounts elsewhere?
  - If yes - what was your experience like?
  - If no - is this something you'd be interested in?

10. How would you describe your current experience using PM&J's website in three words (can be positive, neutral, negative)?

INTERVIEWS

COOLING-OFF

- Is there anything else you'd like to share that has not been addressed?

WRAP-UP

Those are all the questions I have for you today. Thank you so much for your time and everything you've shared. Unless you have any questions, you are free to go about your day. Thanks again!

HEURISTIC EVALUATION

The following heuristic evaluation was completed by UX specialist, Farwa Shamsi.

For this report, both Jakob Nielsen and Andy Budd's heuristics were borrowed. The method for this evaluation was done by carrying out an analysis of the website and comparing its performance based on these heuristics. The aim of this report is to recognize any flaws on the website, whether it be in terms of usability or other design aspects. This will assist the designers in the redesign process by highlighting necessary changes and possible solutions, thus creating a more impactful site and a better user experience.

HEURISTIC EVALUATION

Heuristic	Assessment
Clarity	The system is fairly concise and easy to navigate based on the usage of icons and the simplicity of the imagery. However, some of the copy is very flawed and doesn't read very coherently.
Consistency	There is clear consistency across the site. All colors and fonts stay the same, as well as the design of the symbols used.
Aesthetic and Design	The visuals are not too distracting and the design is minimalistic, which creates focus on the content. There aren't any unnecessary design elements, but the look isn't very exciting either.
Calls to Action	Not a lot of encouragement on actually carrying out any specific tasks on the website. Aside from the "contact us" page, there is nothing a user can click on to carry out any type of actual action in their engagements with the brand. Nothing that can instantly satisfy a customer's curiosity.
Providing Users with Context	It is not difficult at all to get to point A to point B. The user doesn't have to take a lot of steps to go back to a previous page or get to a new one. The navigation tactics are very clear and simple to follow.
Design for User Expectation	Though there is an abundance of information available on the site, there aren't many clear examples of the products themselves, which is something a user may want to get a better look at. The apparel and home product sections may not meet the users' expectations.
Help and Documentation	Not a lot of help can be found on the site unless you go through the long process of filling out the contact form. Though they say on many pages that they are available for help in various processes, they don't clearly show how they actually do this. Instead of long paragraphs with big blocks of text, the site should have more clearly outlined steps for users to follow and learn from.

HEURISTIC EVALUATION

ANALYSIS

When reading the site, the language is fairly natural and not too technical. However, there are many grammatical errors in the text and many phrases and sentences that do not sound well-written. The text is also quite small and may be difficult for some people to read. This makes the site look messy and unprofessional.

There is a clear consistent theme present on the site, and everything can be found in its standard location. The design of the site is very simplistic and not distracting at all, however, it is not very enticing or modern either. This may turn people off who feel that those design aspects are important or necessary as a reflection of the brand.

Another issue with the site is that there are many tasks that a user cannot carry out. The site is essentially an informational pamphlet that includes a contact submission page. This may make it hard for a user to stay engaged on the site.

The site should do a greater job of catering to any common questions that a user may have about the product or experience, and be more of a guide rather than being so static in function. There should be more visual examples of the products available. The news tab on the site also hasn't been updated since 2016, which may make it more difficult for users to find timely updates. Other than that, navigation is very easy on the site, and most of the information is clearly laid out and organized in a sensible fashion.

CARD SORTING

Card sorting Is a usability study that helps to develop or redesign an information architecture for a website. Users are able to organize topics based on their own mental models for what makes the most sense to them.

In order to help determine the best way to organize the content on PM&J's website, a card sort was coordinated and dispersed to four different users who have never visited the site. The participants were given a list of 20 cards, which represent information currently on the site - most as existing drop-downs, and some found within pages. Using OptimalSort, participants engaged in a hybrid card sort activity. The predetermined groups reflected the names of navigation currently on the website: About, Products, Services, News, Contact. During the card sort, participants were encouraged to create their own additional categories if it made sense to them.

SCRIPT

Welcome! Thank you for agreeing to participate in this user study for PM&J. We are currently working towards a redesign of the site and your response will help us gain insight on how to better structure information for our users. The activity shouldn't take longer than 10 to 15 minutes to complete.

CARD SORTING

You will be presented with 20 words, located on the left of the screen. This list represents information currently on the PM&J website. Please sort these items into the corresponding category that makes the most sense to you by clicking and dragging. The idea is to place each word by how and where you'd expect to find the information if looking at PM&J's website.

Use the categories provided or create your own by dragging and dropping an item from the left into the empty space on the right and naming it however you please.

There are no wrong answers. Once you are finished, select "Finished" on the top right of the screen.

All done! Thank you again for your participation. Your feedback is incredibly useful in helping to determine how PM&J's content should be organized, so we can make the website easier to use. You may now close this window or navigate to another web page.

CARD SORTING

The cards were presented to the participants,
in no particular order:

- Our Story
- Pet
- About You
- Blog
- Press Releases
- Social Media
- Reviews
- Apparel
- Blog
- How We Can Help
- Core Values
- Design & Product Development
- Home Goods
- Social Responsibility
- Vertical Integration
- Strategic Business Planning
- What We Do
- Private Label Expertise
- Industry & Market Research
- Forecasting & Planning

CARD SORTING

ANALYSIS

The results are shown in the standardization grid below. The "name" column represents the 20 words presented to the participants, and the remaining columns are the categories. Lighter blue values represent that fewer participants agreed with one another, and darker blue values represent that more participants agreed. The "not standardized" column represents cards that were sorted into a new, non-predetermined category, and were instead created by a participant.

Total participants 0 ————————— 4

Name	About	Contact	News	Products	Services	Not standardized
About You	2	1	1			
Apparel				4		
Blog		1	3			
Competitive Advantage	3					1
Core Values	4					
Design & Product Developme					4	
Forecasting & Planning			2		2	
Home Goods				4		
How We Can Help	2	2				
Industry & Market Research			2		2	
Our Story	4					
Pet				4		
Press Releases			4			
Private Label Expertise	1				3	
Reviews	1		2	1		
Social Media		4				
Social Responsibility	1		2			1
Strategic Business Planning					4	
Vertical Integration					2	2
What We Do	4					

CARD SORTING

Overall, PM&J's current site has fairly easy navigation, and the content organization isn't very flawed. However, there are some item selections that were less clear to the participants of the study, raising questions if they are necessary, or if the users may need further understanding of the subject. "Competitive advantage," "social responsibility," and "vertical integration" are three items that appeared in a "not standardized" selection, so it can be presumed that these are less important to the users of the site. Additionally, there are many 2's on the grid, which shows a 50/xx division between participants, meaning the result could go either or with another category.

PROPOSED REDESIGN

Based on the card sort results, the following structure is suggested for the redesign of PM&J's website. Some item names were altered to suggest a more clear selection for the users, while others were removed entirely.

```
                    HOME ───── SOCIAL
                     │          MEDIA
   ┌──────────┬───────┼────────────┬──────────┐
 ABOUT     PRODUCTS  SERVICES   NEWS &      CONTACT
                                RESOURCES

 OUR HISTORY   PET    DESIGN &     BLOG
                      PRODUCT
 WHAT WE DO  APPAREL  DEVELOPMENT  PRESS RELEASES

 CORE VALUES HOME     FORECASTING  EVENTS
             GOODS    & PLANNING
 COMPETITIVE                       REVIEWS
 ADVANTAGE            INDUSTRY &
                      MARKET
                      RESEARCH

                      STRATEGIC
                      BUSINESS
                      PLANNING
```
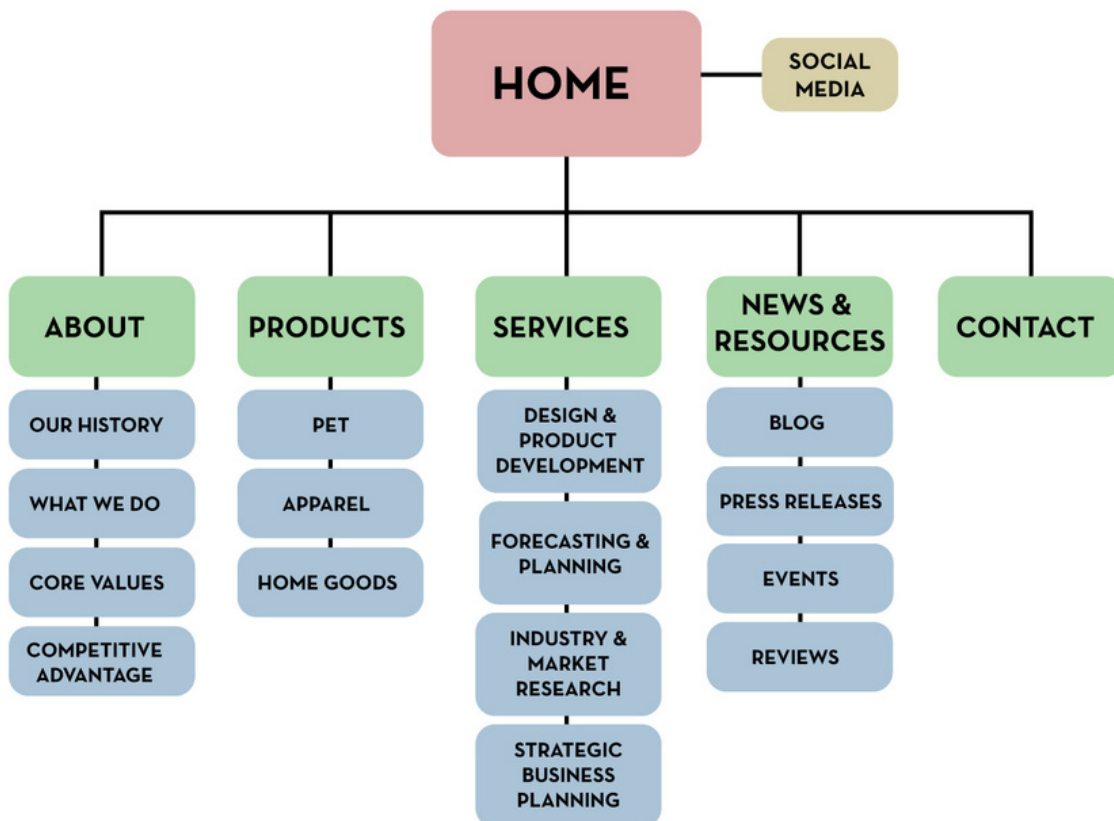
USABILITY TESTING

SCRIPT

Hi [participant name], my name is [moderator name] and I'm going to be moderating this session today. We're conducting these studies to learn more about the users needs of the current PM&J website, in preparation for a redesign.

The session should take about 20 minutes to complete. If you need to take a break at any point, please let me know.

Please know that we will be monitoring you using the site - we are not testing you, only the site itself. There are no wrong answers and there are no possibilities for mistakes.

As you work through the tasks, I'm going to ask you to speak aloud so we can understand what you're thinking. Please be honest and know that nothing you say will hurt our feelings. In order to improve the site, we need to know your genuine experiences.

If at any point you have questions, please feel free to ask. However, understand that I may not be able to answer so I can monitor, and ensure that you complete tasks on your own. If you have any questions once we're done, I will try to answer them at that time.

USABILITY TESTING

With your permission, today's session with be recorded - we will see the screen and hear our conversation, but will not see your face. The recording will only be seen by people working on this project and will help us to have a deeper understanding of improvements to make on the site. If you give your permission to be recorded, please sign the below consent form and return back to me.

CONSENT FORM

Thank you for participating in our usability study. We are conducting this session to gather information to improve the PM&J website.

This session will be recorded in order to reference your experience and comments of the current site, and will not be shared with anyone else outside of the project.

Please sign and print your name, and add the date.

SIGNATURE: _____

PRINT NAME: _____

DATE: _____

USABILITY TESTING

Thank you for agreeing to be recorded and returning the signed consent form to me. I'd now like to ask you a few questions to learn more about you.

- What do you do for a living?
- About how many hours a week do you spend online, outside of work?
- Do you spend most of your time online using a laptop, desktop, or smartphone?
- What do you typically use the web for?
- How would you describe your knowledge of technology?

Great, thank you for sharing. Now, I sent you a link to the PM&J website, and I would like you to click on it and share your screen with me.

At first glance, what are your impressions of the site?

Perfect, thank you. Now I'm going to give you various tasks to perform. Please listen carefully as I give them to you - I'd like you to complete the tasks and speak aloud as you work through them.

USABILITY TESTING

1. You are a sourcing specialist for a company and need to source soft patio furniture for the upcoming year. You heard about PM&J through word of mouth, but you don't know much about them as a vendor. Find out if PM&J can provide you and your company with soft patio furniture.
2. You are the same sourcing specialist from before. You have other vendor partners you've worked with in the past and are unsure it's worth exploring a new connection with PM&J. Find out what sets PM&J apart from its competitors.
3. You bought a pet bed from a store, and the cover ripped. Your pet loves this bed, and you want a replacement cover. The store no longer carries this item, and they have directed you to the vendor, PM&J. Find out how you can reach someone at PM&J about this inquiry.
4. You're an existing client of PM&J, and want to know more about what the company launches with other clients. Find out if there's a portfolio of product launches or press release information.
5. You are a business owner and rely on conventions and events to build relationships. Find out where you can learn more about PM&J through events.

Thank you for your time participating in this study. That's everything I have for you today. Do you have any questions for me before we're finished?

Great, you are free to go about your day. Thanks again!

USABILITY TESTING RESULTS

Three participants completed this usability testing, and each of them accomplished all of the tasks. Analyzing the results as an overall concept, the below chart reveals the time spent to complete each task per user. Additionally, the participants were asked their first impressions of the site, and the adjectives used are scaled below per how often they were used.

	Participant 1: 30-year-old controls technician	Participant 2: 62-year-old retail supervisor	Participant 3: 30-year-old graphic designer
Task 1	38 seconds	2 minutes, 27 seconds	1 minute, 31 seconds
Task 2	20 seconds	38 seconds	34 seconds
Task 3	1 minute, 12 seconds	2 minutes, 51 seconds	1 minute, 23 seconds
Task 4	1 minute, six seconds	1 minute, 25 seconds	1 minute, 18 seconds
Task 5	57 seconds	5 minutes, 28 seconds	1 minute, 21 seconds

USER-FRIENDLY

INFORMATIVE

CLEAN

BRIGHT

USABILITY TESTING RESULTS

To further analyze the results, each task has been broken down with summaries of the users' experiences, average time spent, and recommendations for change.

Task 1: *You are a sourcing specialist for a company and need to source soft patio furniture for the upcoming year. You heard about PM&J through word of mouth, but you don't know much about them as a vendor. Find out if PM&J can provide you and your company with soft patio furniture.*

During the first task, two of the three participants took the same route by hovering over "Products" and then selecting "Home." The other participant took a completely different path by first selecting "Our Story," then "Private Label Expertise," to then the correct path, "Products" to "Home." Once they were there, they all found that reading through the information felt like it took them longer than it should and that the products weren't displayed on the page which left them confused. Additionally, two of the three participants mentioned that "Home" as a category under "Products" was confusing, as they thought that would normally direct them back to the homepage of the website.

AVERAGE TIME SPENT

1 minute, 32 seconds

USABILITY TESTING RESULTS

THE GOOD

All participants found that PM&J offers soft patio furniture as a product.

THE BAD

The navigation for "Products" to "Home" isn't clear enough for all users to know where that would direct them to. Information on the "Products" page didn't satisfy the users.

RECOMMENDATIONS

- "Home" should be changed to something that's more straightforward to the users, such as: "Home Goods."
- The "Products" pages should have fewer words and more images of the products themselves.

Task 2: *You are the same sourcing specialist as before. You have other vendor partners you've worked with in the past and are unsure it's worth exploring a new connection with PM&J. Find out what sets PM&J apart from its competitors.*

All participants found "Competitive Advantage" very quickly and easily and were sure that this was the direction they needed to go to complete this task, which is correct. It was originally thought by the organizers of this study that "Competitive Advantage" may not be a clear navigation point, but were surprised and pleased to know otherwise. Two of the three participants mentioned that they found the "Competitive Advantage" link in multiple locations on the site and all were clickable and easy to access.

USABILITY TESTING RESULTS

AVERAGE TIME SPENT

30.6 seconds

THE GOOD

"Competitive Advantage" is clearly indicated as such, and is found in various locations throughout the site.

THE BAD

There were no indicated negative impacts, therefore, no recommendations for improvement.

Task 3: *You bought a pet bed from a store, and the cover ripped. Your pet loves this bed, and you want a replacement cover. The store no longer carries this item, and they have directed you to the vendor, PM&J. Find out how you can reach someone at PM&J about this inquiry.*

USABILITY TESTING RESULTS

The third task appeared straightforward to two of the three participants as "Contact," where the other user expressed that they would want to find the solution under "Products" then "Pet." Because the third user did not find what they wanted under "Products," they then directed to "Contact" like the other two. However, all three participants were confused about the contact form on the page. The form requires a retailer name, and each participant revealed that they were unsure if that meant the retailer they bought their item from, or if they needed to be a retailer to fill out the form. All three users came to the conclusion that the form is selective to only have retailers reach out to PM&J, rather than customers of the end product, leaving them unsure how they'd reach out. It wasn't until two of the three participants saw a contact email and phone number in a small font in a different location on the page and felt they'd found the information they needed. The other participant expressed that they would fill in the contact form, but leave the space for "retailer" blank.

Retailer Name

Contact Name   Title/Position

Email   Phone

USABILITY TESTING RESULTS

AVERAGE TIME SPENT

1 minute, 49 seconds

THE GOOD

The "Contact" page is found in an understandable and direct location on the site, and is easy to navigate to.

THE BAD

Once on the "Contact" page, the contact form is confusing, and it's not clear to all users who should fill in the form. It's not simple to find the direct contact information if a user doesn't want to or isn't applicable to fill in the form.

RECOMMENDATIONS

- Include a clear description of what the form is for, who should fill it out, and why.
- Make the direct contact email and phone number in a larger font and in a more central location on the page.

USABILITY TESTING RESULTS

Task 4: *You're an existing client of PM&J, and want to know more about what the company launches with other clients. Find out if there's a portfolio of product launches or press release information.*

Each participant first navigated to the "News" section on the website and found blog posts specific to PM&J's partnerships. They all found additional categories on the side of the posts to narrow down their search, which they expressed seemed helpful. After staying on the page and exploring for an average of one minute, the participants then realized that the content of the posts was very outdated, with the most recent post being from 2016. Each user expressed concerns with this, as they weren't sure they'd find this a trustworthy page for resources.

AVERAGE TIME SPENT

1 minute, 16 seconds

USABILITY TESTING RESULTS

THE GOOD

The navigation to the "News" section on the site is clear, and users found the blog posts helpful for knowing more about the company and what they do for their clients.

THE BAD

The content is outdated and seemingly unreliable with no new information.

RECOMMENDATIONS

- Include recent and updated product launches on the "News" page.
  - This could be restructured by utilizing existing posts from their retailers' launches or social media posts and re-forming it to ensure consistent and updated information.

Task 5: *You are a business owner and rely on conventions and events to build relationships. Find out where you can learn more about PM&J through events.*

USABILITY TESTING RESULTS

Task five resulted in the longest average time to complete. None of the participants could find event information under the navigation dropdowns and were left unconfident about completing this task. Two of the three participants thought that events and conventions should be located under "Services," whereas the other thought this should be under "News." After searching the site where they thought they'd find the information, all participants eventually made their way back to the homepage. Finally, each participant found that there is an animated newsletter at the top of the homepage that expresses a Global Pet convention. It took each user a while to find this as the details are presented on the third animation, and they often quickly scrolled past this. One of the users mentioned that they were disappointed the page isn't clickable, so there's no way to know more beyond that. Additionally, only one of the three participants noticed that the event was advertised for 2020, which made them feel as if the site is less reliable.

Visit Us at Global Pet Expo!
Come see what's new for 2020!

USABILITY TESTING RESULTS

AVERAGE TIME SPENT

2 minutes, 35 seconds

THE GOOD

All participants found the animated newsletter about the Global Pet convention.

THE BAD

The information was difficult to find, it's outdated, and is not actionable.
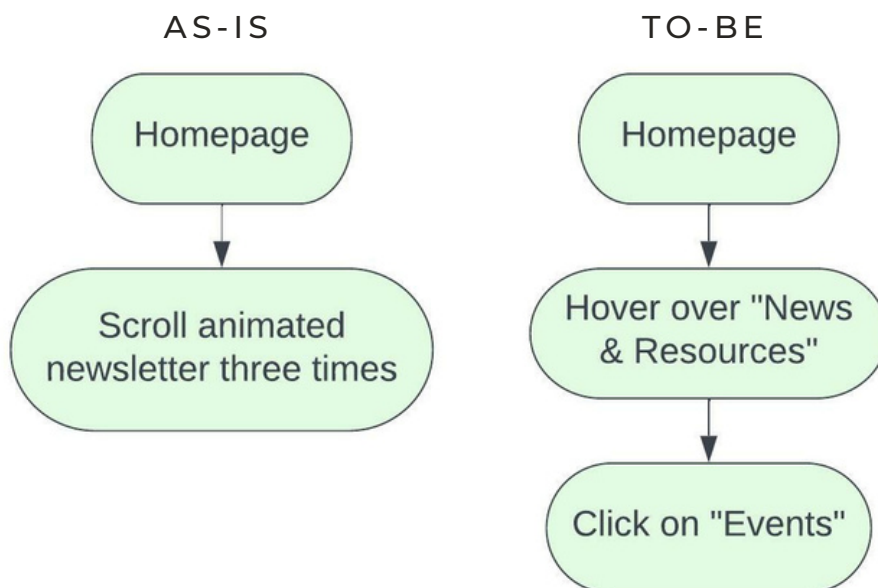
RECOMMENDATIONS

- The site should have a dedicated space to post about events, likely under "News."
- All newsletters should be actionable with a simple click.
- Ensure all information is up to date.

AS-IS & TO-BE ANALYSIS

Following the usability testing, it was found that one of the biggest navigation issues involved locating events on the website. From the usability sessions, two participants said that they thought "events" should be under "services," where the other participant said they'd like to see it under "news."

Because the company participates in events outside of its day-to-day services, it makes the most sense to find "events" with the "news" section of the site.

AS-IS   TO-BE

Homepage   Homepage

↓   ↓

Scroll animated   Hover over "News
newsletter three times   & Resources"

                                   ↓

                                   Click on "Events"

The above is a simple visual analysis to show how the users currently can find "events" along with the proposed "to-be" navigation to make finding "events' easier. While the to-be process technically has more steps, it's much simpler to accomplish and find what the user is looking for because it's located in a position that aligns better with users mental models.

CONCEPT MODEL

This concept model was created as an abstract visual layout of all relationships associated with PM&J. The purpose of this UX method was to find any correlations between the relationships which results in a deeper understanding of how the users utilize the website, and what they want to find. Using a flow chart, pieces that factor into PM&J as a company, as well as their clients, were labeled as adjectives, which then point to another adjective with a verb between them. The process shows how many different adjectives interact with each other, discovering overlap and similarities, or possibilities that weren't thought of earlier.
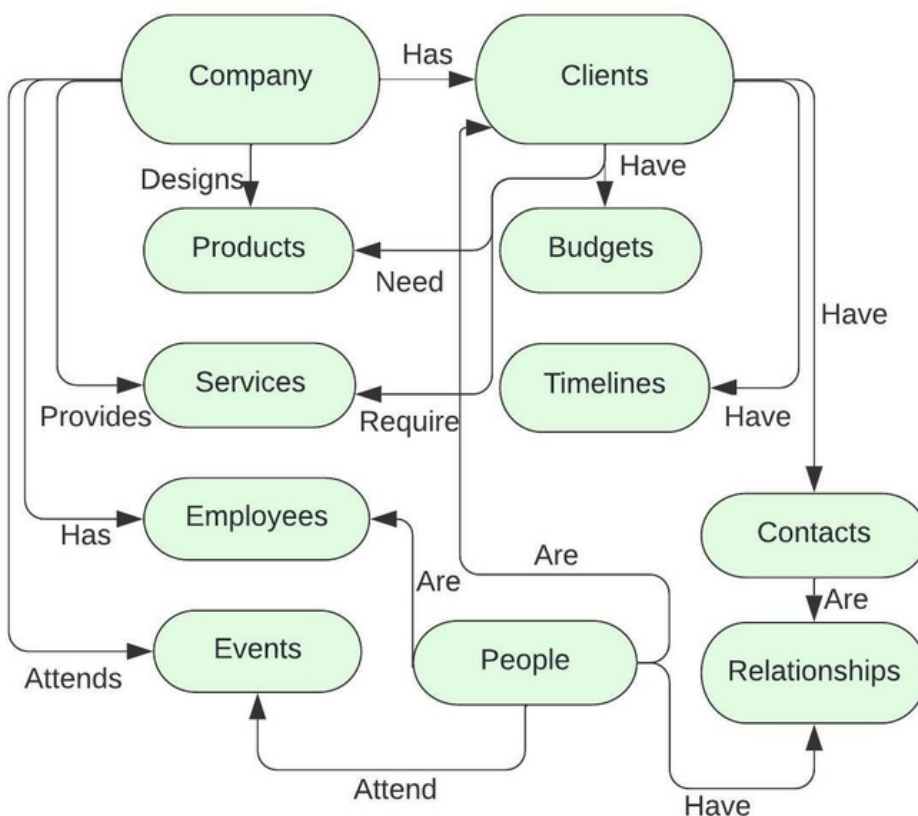
CONCEPT MODEL

Through this experiment, it's found that an essential part of clients' needs revolves around timelines and budgets. However, there's no information on the PM&J website that fulfills that requirement. While timelines and budgets change depending on the project, this is a substantial contributing factor if a client wants to move forward with it. Because of this, it's possible that if the timeline or budgets are not addressed on the website, a client or potential client may deflect from moving forward with PM&J.

It's recommended that PM&J add these features as written information under "Services," "Strategic Business Planning." The timelines and budgeting should be briefly mentioned to let the customer know that this is something PM&J values to address.

PM&J

wuxi jinmao company, ltd.