WALKERUX

USER SURVEYS, ESSENTIALHARDWARE.COM

Results Summary from Round 1 Testing

No more testing recommended

1. 85% of users found the "Continue" and "Place Your Order" buttons
2. 75% prefer to "Browse" over "Create a new account"
3. 66% prefer "I'm looking for" over generic "Search" language
4. 66% prefer the Search field separated from the navigation bar

More testing should be considered

5. 66% found the "Return to cart" text link

More testing is needed

6. 33% had difficulty finding the "Edit cart" text link

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CLICK TEST - SEARCH VS LOOKING TEXT

Which search bar do you prefer? 100 Responses

RESULTS
- 66% of users preferred "I'm looking for" over "Search"

Clicks

Heatmap

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CLICK TEST - SEARCH BAR PLACEMENT

Which search bar do you prefer?   100 Responses

RESULTS
- 66% of users preferred the higher Search field placement over placement in the navigation bar
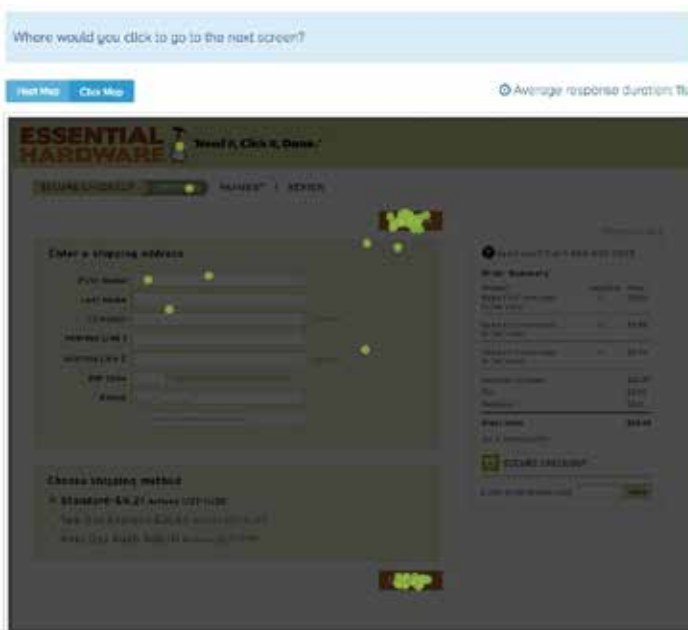
Clicks

Heatmap

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CLICK TEST - CONTINUE BUTTON

Where would you click to go to the next screen?   60 Responses
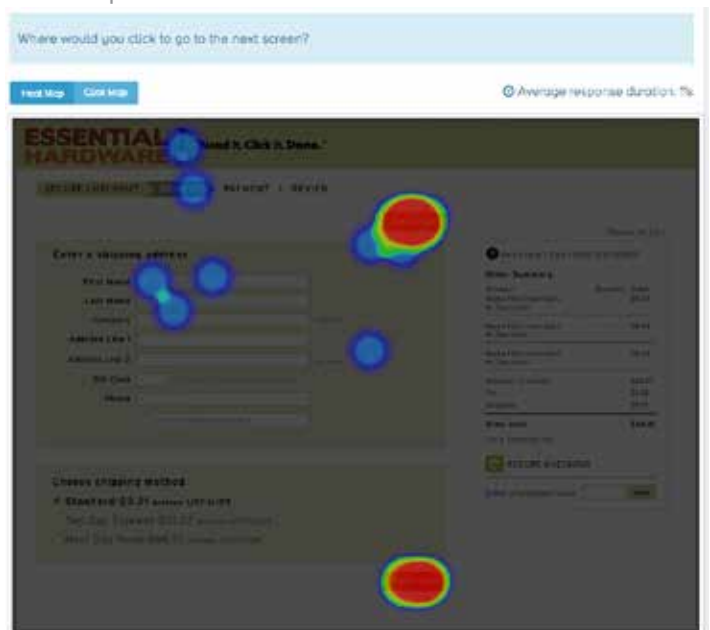
RESULTS
- 90% of users quickly found a Continue button
- The higher Continue button got slightly more clicks than the lower Continue button

Clicks

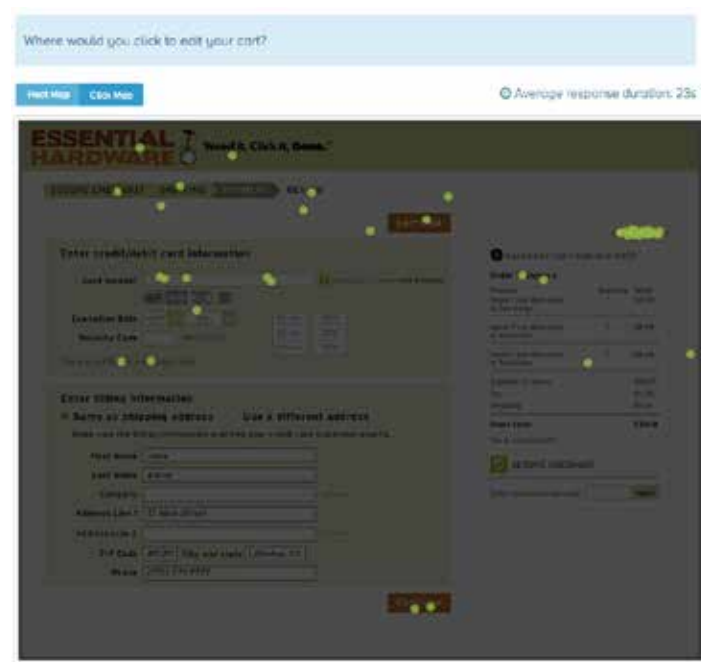Heatmap

W A L K E R U X

CLICK TEST - EDIT CART

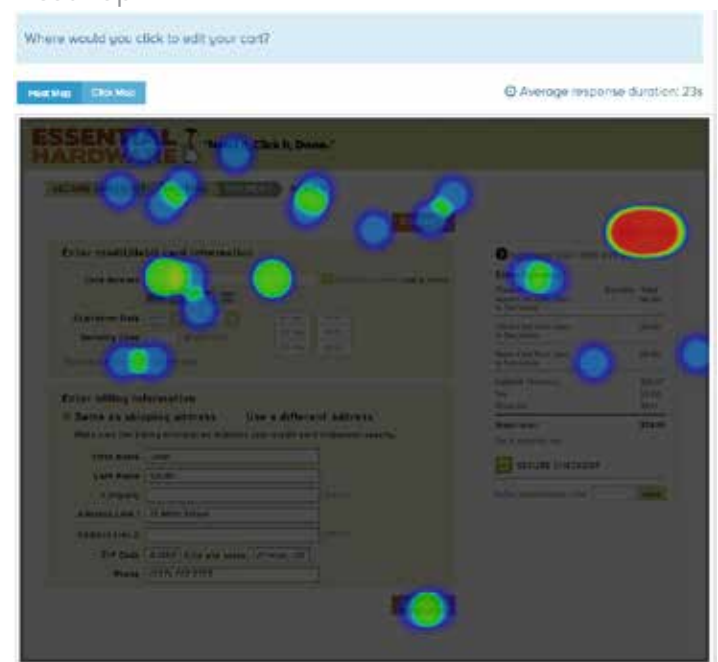Where would you click to edit your cart?   60 Responses

RESULTS
- 66% of users found the Return to Cart text link—but it took users 50% longer than it did to find the Continue and Pay buttons in similar tests.
- 33% clicked around the credit card information area, perhaps due to the spelling similarities of "cart" and "card"
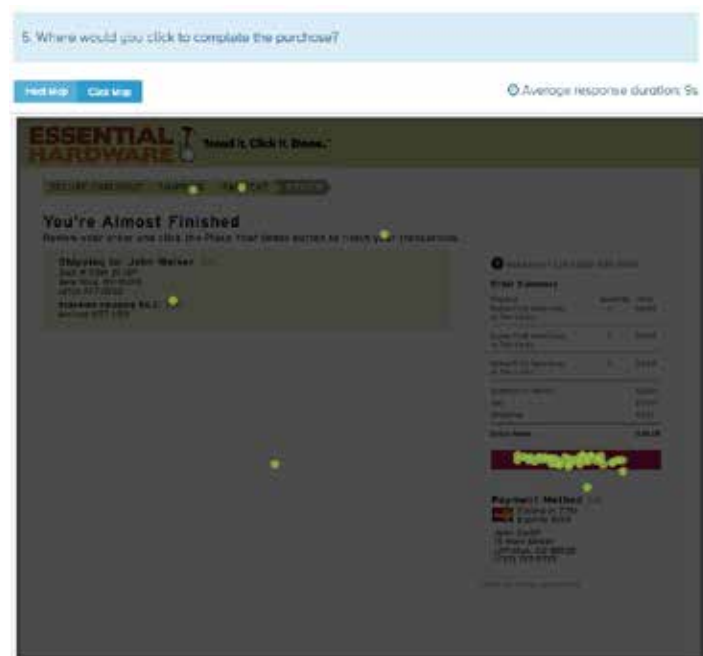
Clicks

Heatmap

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CLICK TEST - PURCHASE BUTTON

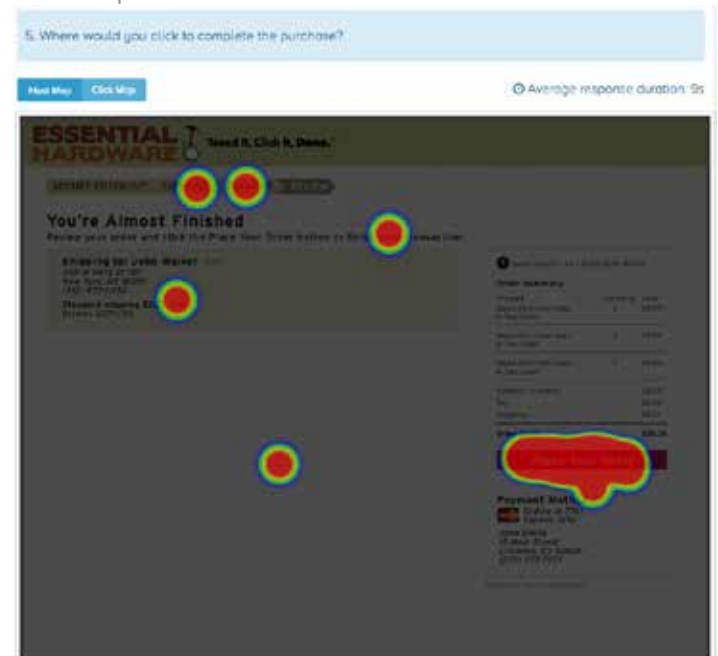Where would you click to complete the purchase?   60 Responses

RESULTS
• Almost 100% of users clicked the Place Your Order button

Clicks

Heatmap

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CLICK TEST - BROWSE VS CREATE ACCOUNT

Which checkout method would you choose?   100 Responses

RESULTS
- 75% of users preferred the "Browse" option over the "Create account" option

Clicks

Heatmap

5 SECOND TEST - CREDIT CARD INFO

1. What's most prominent on the page? 2. Remember anything else?
60 Responses

RESULTS
- 75% of users initially remembered the credit card forms
- 45% remembered the logo

Text-response question

Text-response answer word cloud

1. What's most prominent on the page?   2. Remember anything else?

First answer			Second answer	
Logo	22		Logo	9
Billing form	28		Billing form	14
Continue button	5		Continue button	0
Shopping cart	4		Shopping cart	4

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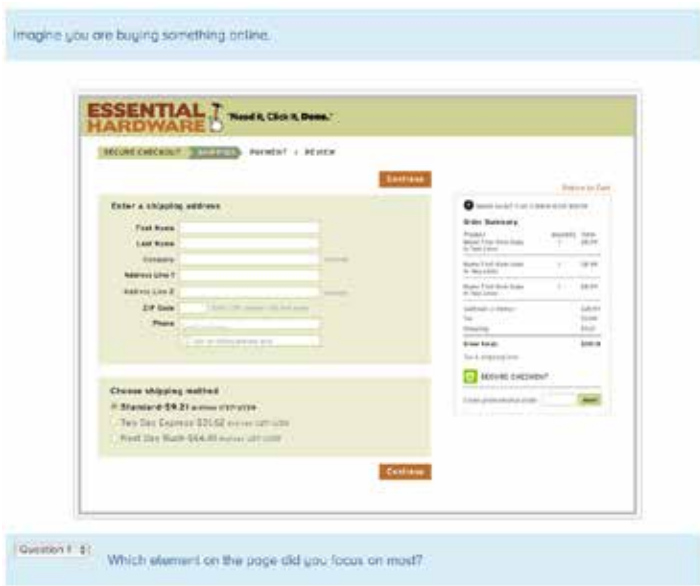## 5 SECOND TEST - BILLING INFO

1. What's most prominent on the page? 2. Remember anything else?
60 Responses

RESULTS
- 50% of users remembered the billing forms
- 46% remembered the logo
- 33% remembered the shopping cart
- 20% remembered the Continue button
- 20% remembered the shipping options

Text-response question

Text-response answer word cloud

1. What's most prominent on the page?

First answer

Logo	21
Billing form	16
Continue button	10
Shopping cart	12
Breadcrumb	4
Shipping	3

2. Remember anything else?

Second answer

Logo	8
Billing form	15
Continue button	3
Shopping cart	9
Breadcrumb	1
Shipping	8