Enhanced Content Audit and IA Recommendations for *C.W. Marine & Powersports*

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Overview

- **Context**

  - C.W. Marine & Powersports is an outdoors activities and equipment rental company. Located in Keswick Ontario near lake Simcoe, it offers boat rentals, fishing equipment rental, yacht rental, and many other rental services as well as facilitated activities such as Ice hut rentals for ice fishing.

  - The primary goal for the C.W. Marine & Powersports' website is easy to infer, since the website is relatively flat in this depth, and the website has a solid functional booking system while lacking in other types of contents, it is made clear that the primary goal of the website is to facilitate booking, and drive online leads to convert them into offline traffic.

  - The primary target users for the website are people who are interested in their services from marketing or word of mouth, or people who are looking to book their services. This group of users are mainly groups or families from age 8 to 65.

- **Central Argument**:

  - **Goal**

    - The goal of this enhanced content audit is to help the website boost booking and traffic by implementing IA principles using various methods such as user journey mapping, tree testing, and wireframing etc., improving usability.

- Recommendations

  - **Improve Content Organization**

    - Use a **Hierarchical Categorization** to group services into broader categories, simplifying the user's mental model of the site's offerings.

    - Ensure consistent content density across pages to provide a cohesive experience.

  - **Enhance Labeling Systems**

    - Labels should be **More Descriptive and Consistent**, avoiding ambiguity. Use user-centered language to align with the audience's expectations.

    - Standardize label behavior across the website to ensure predictability.

  - **Refine Navigation Systems**

    - Introduce **Breadcrumbs** to provide a clear sense of location within the website's structure.

    - Consistent button behavior should be enforced across navigation elements.

    - Add **Cross-Linking** between related services to facilitate a seamless user journey.

- **Implement Search Functionality**

  - Add a **Search Bar** to allow users to find specific information directly.

  - Incorporate **Metadata and Filters** to improve search precision and help users refine their queries.

  - The website should improve its contents to be more accessible to the audience, adding alt texts to the images of the site, which can also boost SEO. Adding testimonials, reviews, and blog posts can increase audience engagement.

- **Change Log**:

  - Based on feedback, presentation of the assignment is enhanced.

  - More concise language was used, integration of more graphical elements.

  - Improved clarity and depth in the recommendations and applying more information architecture principles.

  - Changing the essay structure to a more concise report structure.

  - Shortened paragraphs into bullet points, added more content relating to IA.

  - Structurally changing the report to be easily skimmed, and easier to obtain information quickly.

Content Audit Based on Halvorson Rach's Checklist

- **Alignment with Business Objectives**
  - Primary objective: facilitate online bookings and promote rentals & experiences by providing a clear, easy-to-use booking system and visually engaging marketing content that attracts potential customers and retains existing users.
  - Lists offerings comprehensively, featuring marketing content such as high-quality photos of rental equipment and activities.
  - Instagram gallery showcasing customer experiences to boost credibility and user interest.
  - Supports sales by integrating an effective booking system, promoting user engagement through social media channels.
  - Contact information is readily available to assist customers at any stage of the booking process.
  - **Improvements**: Diversify content by
    - Adding customer testimonials.
    - User-generated contents.
    - More varied marketing materials to enhance lead generation and appeal to a broader audience segment.

- **Audience Appropriateness**
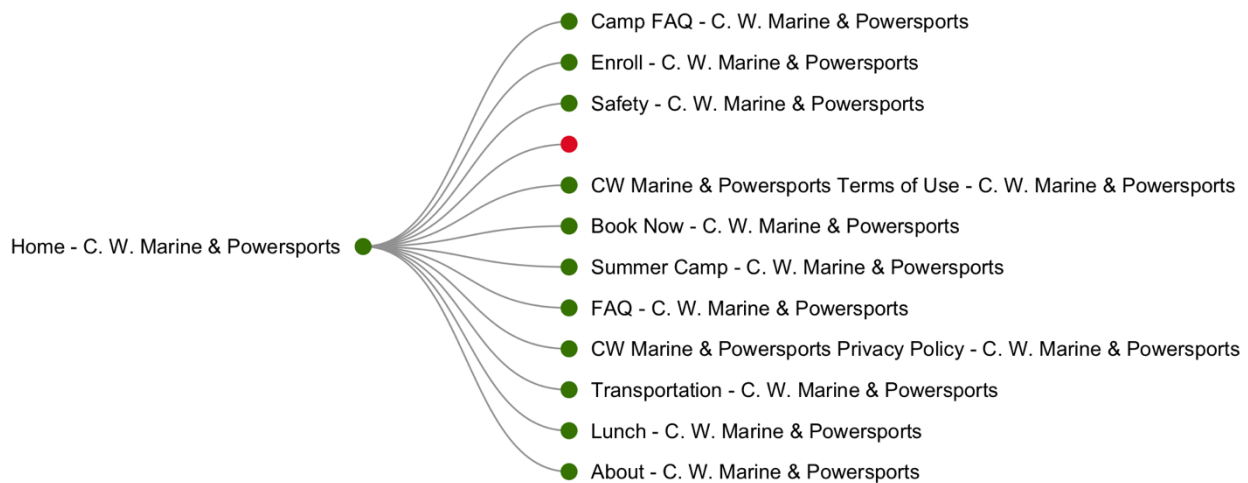 - Most of the C.W. services are in the form of group activities.

- Key target audience can be inferred to be primarily groups of residents of Ontario, specifically groups from the Greater Toronto Area and other nearby cities who enjoy outdoor activities.
- Another target audience are parents who are looking for experiences for their kids, website has a dedicated page for summer camps for kids.
- Booking system supports English, French, and Chinese, fulfilling the needs of most their target audience.
- The contents of the site support the preliminary needs of their target audiences.
- Could improve by having more content relating to group experiences such as team bonding and family experiences.

o **Content Freshness and Accuracy**
- Current content appears up to date but lacks a consistent update schedule.
- Suggested enhancements:
  - Add features like a blog or seasonal activity guides to show content freshness.
  - Engage users with timely information to maintain interest and improve SEO.

o **SEO Optimization**
- Areas for improvement in SEO include:
  - Missing alt text for images, inconsistent metadata, and broken links.

- Example: Instagram gallery's "load more" button results in a 404 error.

■ Recommendations:

- Address SEO issues to improve search engine rankings and organic traffic.

o **Structure and Usability**

Camp FAQ - C. W. Marine & Powersports
Enroll - C. W. Marine & Powersports
Safety - C. W. Marine & Powersports
CW Marine & Powersports Terms of Use - C. W. Marine & Powersports
Book Now - C. W. Marine & Powersports
Summer Camp - C. W. Marine & Powersports
FAQ - C. W. Marine & Powersports
CW Marine & Powersports Privacy Policy - C. W. Marine & Powersports
Transportation - C. W. Marine & Powersports
Lunch - C. W. Marine & Powersports
About - C. W. Marine & Powersports

Home - C. W. Marine & Powersports

■ Website structure is relatively flat, allowing easy access to key sections.

■ Navigation inconsistencies create confusion:

- Some buttons redirect to new pages, while others jump to different sections of the same page.

■ Recommendations:

- Standardize navigation behavior.

- Add breadcrumbs for improved usability and reduced confusion.

o **Gaps and Redundancies**

■ No significant redundancies identified, but content gaps are evident:

- Lack of customer testimonials, user reviews, and user-generated content.

    - Recommendations:

        - Add testimonials and user-generated content to build trust.

        - Expand group experience information to appeal to families and corporate groups.

- **Accessibility and Inclusivity**

    - Accessibility challenges include:

        - Small, low-contrast text on desktop, reducing readability for visually impaired users.

        - No alt text for images, limiting screen reader accessibility.

    - Suggested improvements:

        - Increase font sizes, improve color contrast, and add descriptive alt text for images.

        - Enhance overall accessibility to cater to a broader audience.

Assessment using IA principles

1. Organization Systems

- **Content Categorization:** Current structure is flat. Reorganize under broader categories like "Water Adventures" or "Rental Services" for better user navigation.

- **Consistency:** Inconsistent presentation of service details. Standardize content density and booking process for a cohesive experience.

- **Content Relationships:** No cross-linking between related services. Add links to connect relevant activities, enhancing context.

2. Labeling Systems

- **Clarity and Accuracy:** Labels like "Ice Hut Rentals" could be more descriptive ("Ice Fishing Hut Rentals"). Improve label specificity.

- **Consistency:** Inconsistent button behavior across navigation. Standardize to improve predictability.

- **Terminology:** Use user-centered language; avoid internal jargon to align with user expectations.

3. Navigation Systems

- **Global Navigation**: Inconsistent button behavior (some redirect, others jump within a page). Standardize for predictable outcomes.

- **Breadcrumbs:** Add breadcrumbs for clear navigation paths.

- **Footer Navigation:** Include redundant links for quick access, especially for users looking for contact or booking information.

4. Search Systems

- **Lack of Search:** Add a search bar for better findability, especially for specific services.

- **Search Metadata:** Improve metadata tagging to enhance search accuracy.

- **Advanced Search Features:** Introduce filters like "Activity Type" or "Season" to refine results.
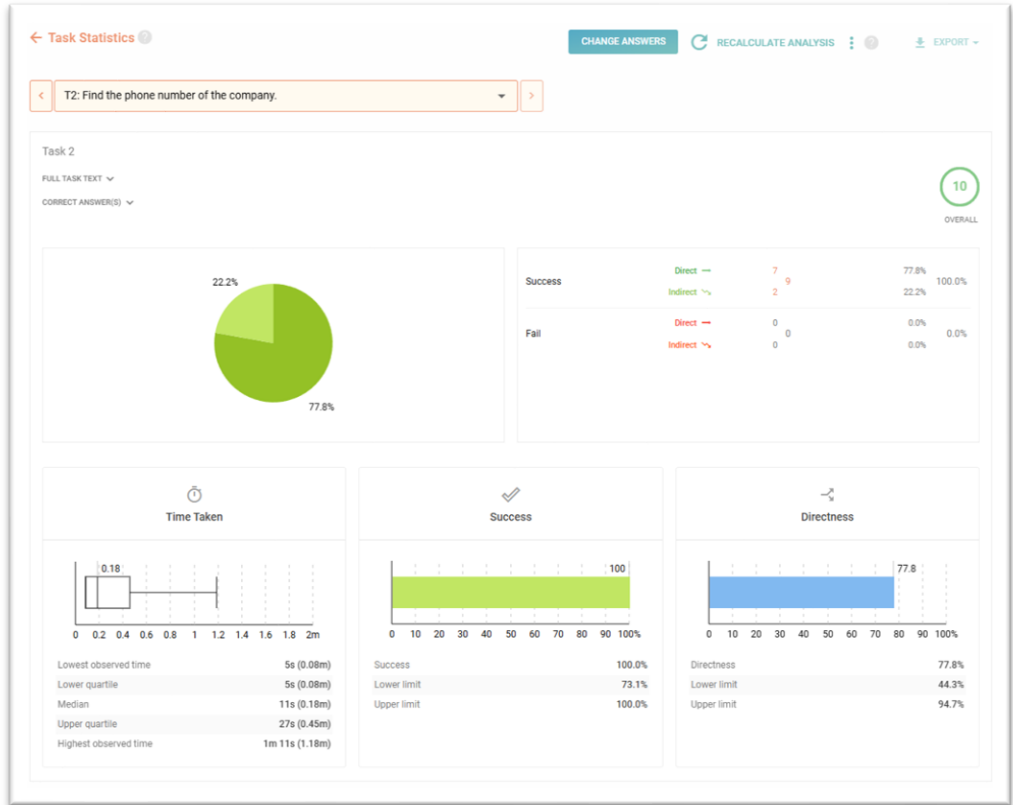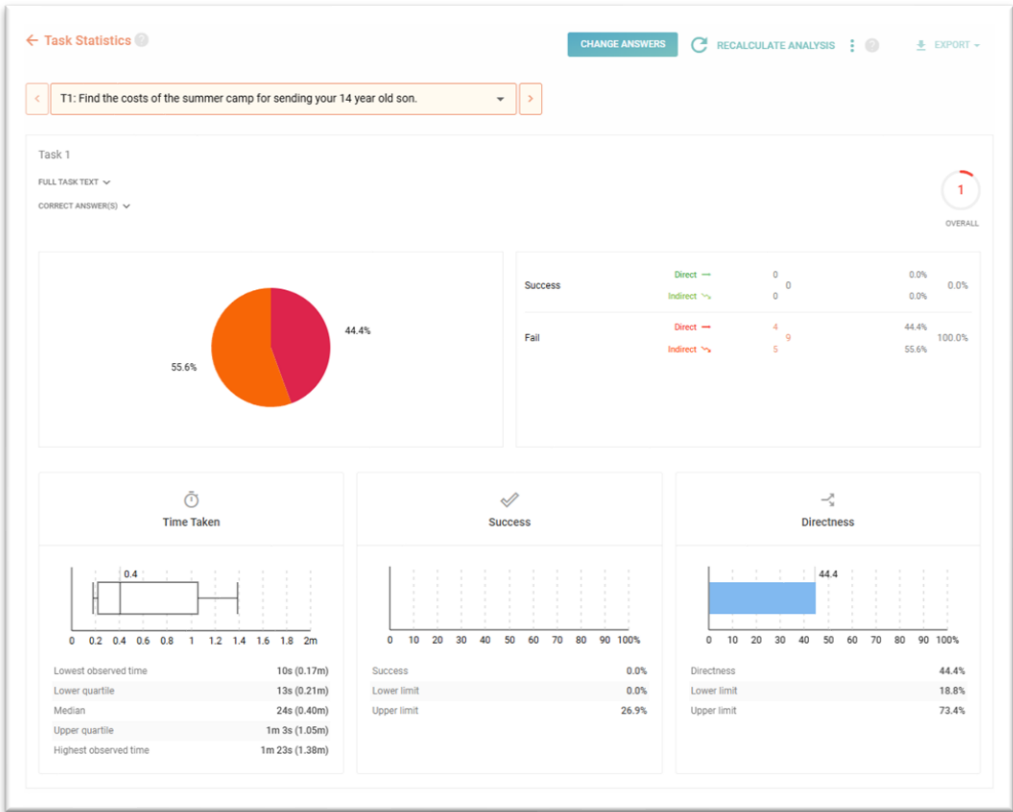
Recommendations

- **Content Organization:** Use hierarchical categorization; ensure consistent structure across pages.

- **Labeling:** Make labels user-centered and consistent; avoid ambiguity.

- **Navigation:** Add breadcrumbs, standardize navigation elements, and increase cross-linking.

- **Search:** Add a search function, use metadata, and include advanced filters.
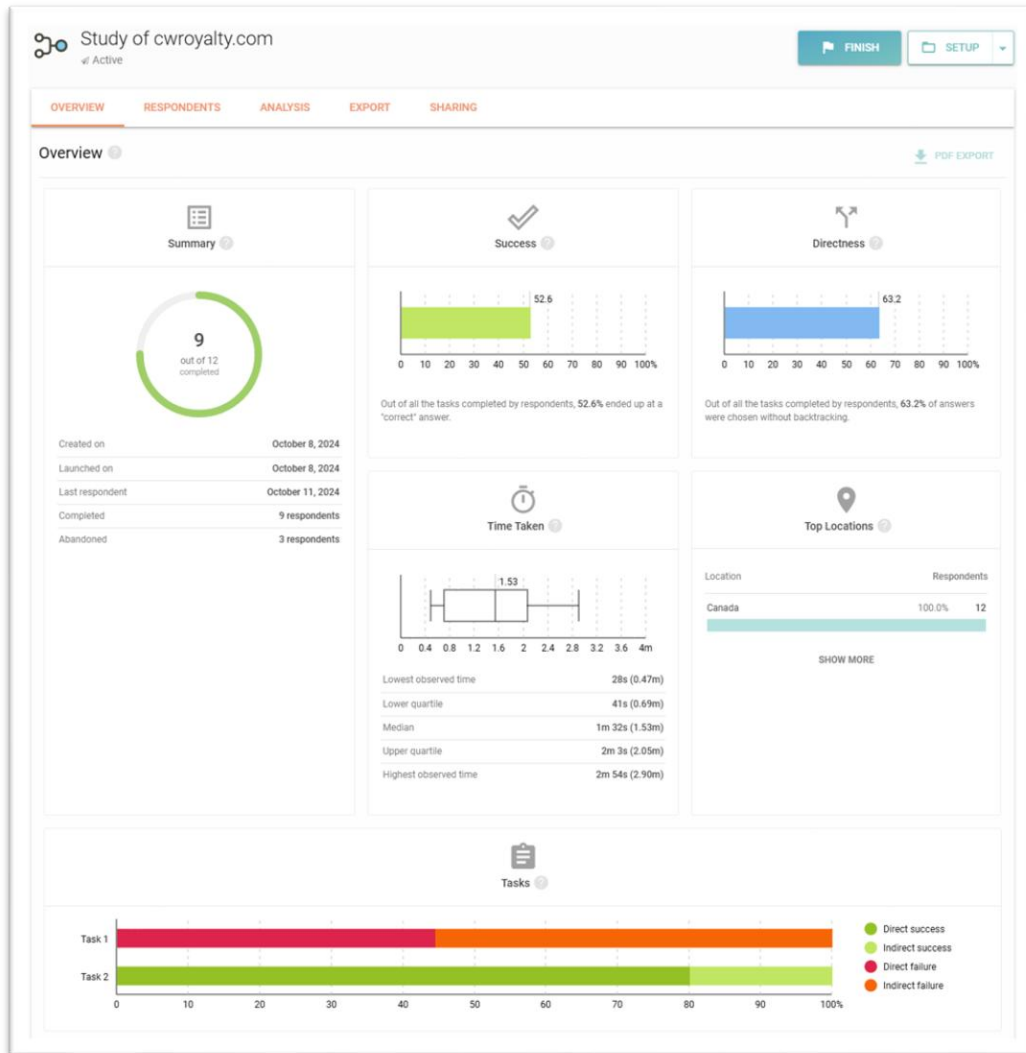

User Journey Map

Persona	Goal	Current Journey	Issues Identified	Recommended Changes
New Visitor	Find information about marine rentals	Homepage > Rentals > Marine Equipment	Difficult to locate specific rental information	Add filtering options and direct links
Experienced Customer	Book maintenance service	Homepage > Services > Book Appointment	Too many clicks, unclear CTA	Add "Book Service" button on homepage
Casual Enthusiast	Explore summer camp activities	Homepage > Summer Camp > Activities > Enrollment	Information buried, hard to find key details	Provide direct links to camp details
New Boat Owner	Learn about equipment features	Homepage > Rentals > Marine Equipment > Details	Overly technical language, difficult for beginners	Simplify language, add explainer videos
Returning User	Purchase accessories	Homepage > Accessories > Search	Accessories not well organized	Implement better categorization and search

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Tree Testing

CHANGE ANSWERS ⟳ RECALCULATE ANALYSIS ⋮ ? ⤓ EXPORT ▾

< T1: Find the costs of the summer camp for sending your 14 year old son. ▾ >

Task 1

FULL TASK TEXT ⌄

CORRECT ANSWER(S) ⌄

1
OVERALL

44.4%

55.6%

Success	Direct →	0	0.0%	
	Indirect ↘	0	0	0.0%	0.0%
Fail	Direct →	4	44.4%	
	Indirect ↘	5	9	55.6%	100.0%

⏱ Time Taken	✓ Success	⋋ Directness
0.4		44.4
0 0.2 0.4 0.6 0.8 1 1.2 1.4 1.6 1.8 2m	0 10 20 30 40 50 60 70 80 90 100%	0 10 20 30 40 50 60 70 80 90 100%
Lowest observed time — 10s (0.17m)	Success — 0.0%	Directness — 44.4%
Lower quartile — 13s (0.21m)	Lower limit — 0.0%	Lower limit — 18.8%
Median — 24s (0.40m)	Upper limit — 26.9%	Upper limit — 73.4%
Upper quartile — 1m 3s (1.05m)		
Highest observed time — 1m 23s (1.38m)		

< T2: Find the phone number of the company. ▾ >

Task 2

FULL TASK TEXT ⌄

CORRECT ANSWER(S) ⌄

10
OVERALL

22.2%

77.8%

Success	Direct →	7	77.8%	
	Indirect ↘	2	9	22.2%	100.0%
Fail	Direct →	0	0.0%	
	Indirect ↘	0	0	0.0%	0.0%

⏱ Time Taken	✓ Success	⋋ Directness
0.18	100	77.8
0 0.2 0.4 0.6 0.8 1 1.2 1.4 1.6 1.8 2m	0 10 20 30 40 50 60 70 80 90 100%	0 10 20 30 40 50 60 70 80 90 100%
Lowest observed time — 5s (0.08m)	Success — 100.0%	Directness — 77.8%
Lower quartile — 5s (0.08m)	Lower limit — 73.1%	Lower limit — 44.3%
Median — 11s (0.18m)	Upper limit — 100.0%	Upper limit — 94.7%
Upper quartile — 27s (0.45m)		
Highest observed time — 1m 11s (1.18m)		

Overview of Results:

- **9 out of 12 tasks** were completed successfully.

- **Success Rate**: The overall success rate of **52.6%** is lower than ideal, suggesting that users struggled to find the correct answers efficiently.

- **Directness**: **63.2% directness** implies that users often took indirect routes, highlighting navigation complexity or unclear labels.

Tasks Analysis:

Task 1: Find the Costs of the Summer Camp for a 14-year-old Son

- **Success Rate**: None of the participants successfully completed the task

- **Failures**: **100%** of failures were indirect, indicating difficulty understanding the hierarchy or information categorization.

- **Directness**: **44.4% directness** implies that labels or groupings were unclear, causing users to backtrack.

- **IA Issue**:

    o The low success rate suggests a **labeling issue**; users were possibly unable to relate the terms used on the site to their mental model.

    o **Recommendations**:

        ▪ **Refine Labeling System**: Use labels that are more reflective of user expectations, based on findings from card sorting or user research.

        ▪ **Improve Content Grouping**: Make the costs for specific age groups easy to locate within the activity section.

Task 2: Find the Phone Number of the Company

- **Success Rate**: A strong **77.8%** of users completed the task successfully.

- **Direct Success**: **100% of users** found the phone number either directly or after minimal exploration.

- **Directness**: The **77.8% directness** suggests users generally understood where contact information was located.

- **IA Success and Improvements**:

  - The success rate here indicates **effective labeling and clear categorization** for contact information.

  - **Minor Improvements**:

    - **Improve Visibility**: Make the contact information even more prominent by featuring it consistently across all key pages or adding a persistent footer.

Observations and Recommendations

1. **Organization System**:

   - Users struggled with navigating to task-specific information (e.g., camp costs).

   - **Recommendation**: Reorganize content hierarchically with clear categories like "Summer Camps" and "Booking Details" to make information more predictable.

2. **Labeling System**:

   - The lower success rate on Task 1 suggests **unclear labels**. Users couldn't match their expectations with the available labels, which reflects a mismatch between the site's terminology and user mental models.

o **Recommendation**: Use descriptive, user-centered language derived from user interviews or card sorting activities.

3. **Search System**:

   o The absence of a search feature likely contributed to the lower success rate in Task 1. Users had no way to directly locate information that wasn't immediately visible.

   o **Recommendation**: Add a search functionality to help users find information directly, especially for tasks involving specific details like pricing or schedule information.

Summary of Tree Testing Results

The tree testing results highlight significant information architecture challenges on the current website, particularly regarding labeling, organization, and navigation consistency. Enhancing these aspects by using more user-centered labels, clear hierarchical structures, adding breadcrumbs, and incorporating a search function will lead to improve user satisfaction and navigation efficiency.

Wireframe of recommended Homepage
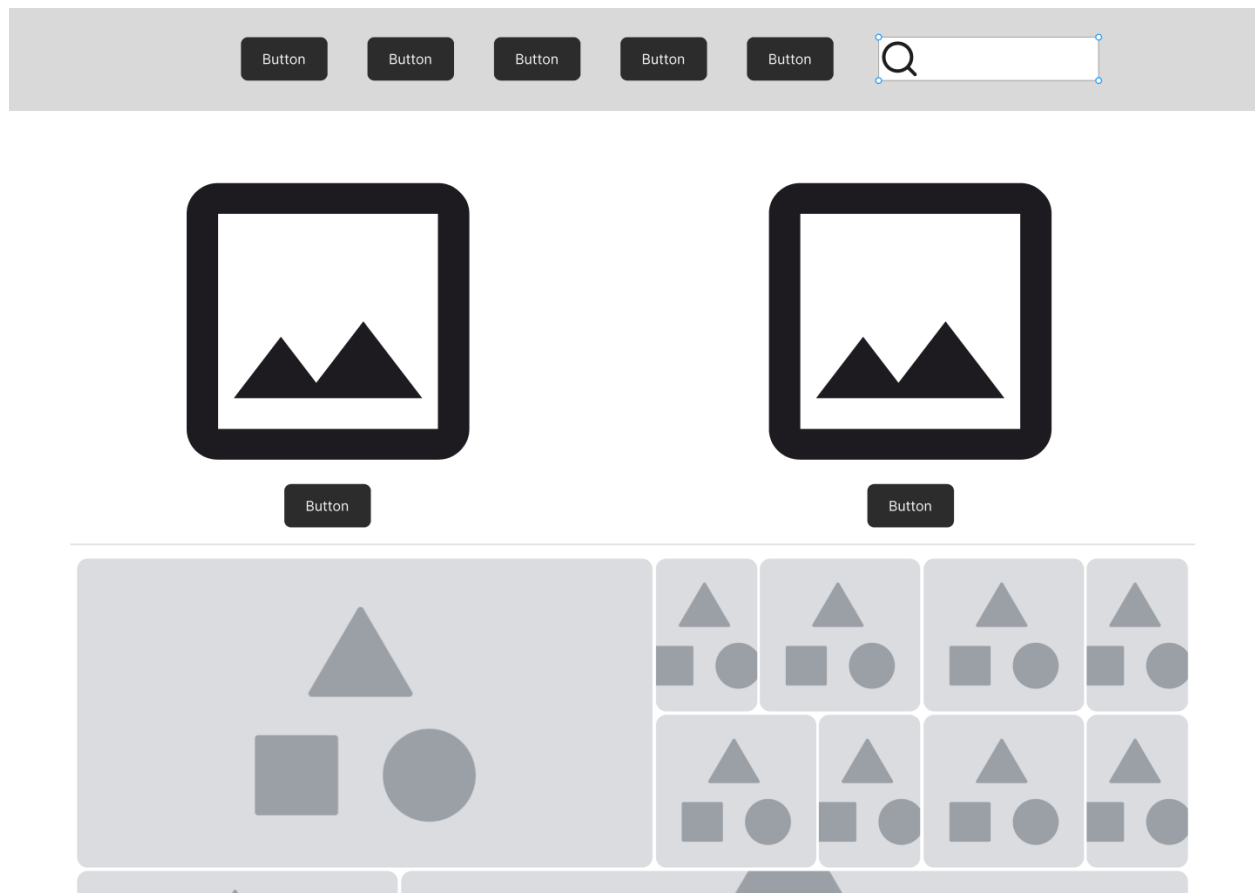
This wireframe has made the following improvements

Improved Navigation System:

- The top navigation bar uses clearly distinguishable buttons that simplify access to key sections of the website. Compared to the current homepage, this streamlined approach reduces confusion caused by inconsistent link behavior and increases the predictability of user actions.

Centralized Visual Elements:

- Large, prominent image placeholders are used for key offerings, highlighting the core products or services (such as boat rentals). This ensures important visual content stands out, grabbing users' attention effectively. The existing homepage lacks this central focus, and the large visuals make it easier for users to identify key offerings.

Search Functionality:

- The inclusion of a search bar in the top-right corner is a significant enhancement, as the current website lacks this feature. The search bar allows users to quickly locate specific information, improving findability and reducing the need for complex navigation, especially useful for users with specific needs.

Hierarchical Content Layout:

- The wireframe arranges content into a clear hierarchy, with larger images and buttons for priority actions or services and smaller, less prominent elements for secondary content. This helps establish visual hierarchy and guides the user's attention, making the navigation experience more intuitive.

Consistent Button Usage:

- The consistent use of buttons below key images ensures that users have a clear path to follow after engaging with visual elements. This contrasts with the existing layout, where button behavior can vary, creating a less cohesive experience. Uniform buttons create a predictable user journey.

Grid Layout for Supporting Content:

- The wireframe includes a grid layout for smaller, supporting content. This approach makes it easy for users to explore additional services or information in a visually organized manner. This structured presentation helps eliminate the flat structure present in the current website by visually breaking down information into smaller, digestible blocks.

Conclusion

This content audit for cwroyalty.com reveals key areas for improvement to enhance user experience, usability, and booking efficiency. By implementing clear hierarchical categorization, enhancing labeling consistency, and refining navigation with features like breadcrumbs and cross-linking, the website can provide a more intuitive and engaging experience. Adding a search function, improving accessibility with alt text, and incorporating customer testimonials and user-generated content will further boost usability and credibility. Addressing SEO issues, increasing content freshness, and implementing structured updates will also drive organic traffic. Overall, these enhancements aim to facilitate easier navigation, boost bookings, and ultimately improve customer satisfaction and conversion rates.