

Usability Study: Full Report

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Kataluna Horsemanship

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OVERVIEW AND TOP FINDINGS

The goal of this research was to assess usability of katalunahorsemanship.com. Specifically, the product team wanted to determine what, if anything, would deter or prevent customers from using the company's services. The result of this research should lead to an improved design that will increase site traffic and business while maintaining the company's core values.

TOP FINDINGS

The site is difficult to find using a search engine.

Due to the unique spelling of the company name and lack of a presence on google, none of the users were able to find the katalunahorsemanship.com website.

The work flow of the site does not lead to an end goal of using the services.

In the current user flow, there is no clear path to view the services that the company provides. Once the services are found, the path to contact the company is not easily discoverable. In the new user flow, the site should direct the user to each service and to request that service.

More information is necessary.

Many of the pages of the site lacked information that a user said they would have been looking for. This caused them to have confusion and to click around the site to attempt to answer questions that they had. There needs to be more content on the site that is relevant to what a user would look for/need to know.

Photos on the site are a great addition, yet they distract from the content.

Users continually commented on their appreciation for the photos in providing insight into the actual look and feel of the company. However, the placement of the photos often took away from or limited information and thus created a lot of questions.

Altogether, this study has found that there are restrictions that may be limiting people from becoming customers. This is due to an inability to find information and request services through the Kataluna Horsemanship website.

PROJECT METHODOLOGY

Five users were invited to participate in the usability study of katalunahorsemanship.com. During the study, participants were asked to complete a set of tasks while offering their thoughts and opinions on the design of the site. These tasks included explaining and requesting services that the company provides (boarding, training, rescue). User comments and actions were observed and recorded by the researcher who then provided the following recommendations based on the trends in the data. Each session lasted approximately 30 minutes.

USABILITY FINDINGS & RECOMMENDATIONS

SEARCHABILITY ISSUES

SEVERITY: HIGH

Finding “Kataluna Horsemanship”

Users were told that a friend of theirs had recommended Kataluna Horsemanship and were asked to navigate to the website through a google search. Users typed in the following responses:

User	Input	Did they find the website?
1	Kataluna Horsemanship	Yes
2	catalina horse	No
3	catalina horsemanship	No
4	cataloona horesmanship	No
5	cata luna horse duvall	No

Most users asked if the company was in Catalina. Only one user was able to complete the task. Some users followed up with an additional search of “horse boarding near duvall, wa” but were still unsuccessful. After the failed attempts, the researcher directed the participants to the appropriate link.

Recommendations

Since the name has significant value to the company and the founder, I do not recommend renaming the company. However, the website needs to be more readily available to potential customers.

- Verify the business through the common search engines, Google and Bing. This can easily be done simply by searching “verify your business google/bing”. You should also add photos, hours of operation, contact info, and services offered.
- Ask your customers to write a review of their experience at Kataluna Horsemanship to further build your internet presence.

NAVIGATION ISSUES

SEVERITY: MEDIUM

Services Provided

In three separate tasks, the users were asked to find information about “boarding”, “training”, and “rescued horses”. The following graphs show the success rate for each task.



Users found “Boarding” and “Rescue” pages easily because of the clear vocabulary in the navigation bar. Every user had difficulty finding “Training” because they did not understand the term “Liberty” in this context.

User Comments

“I went to the top to see if it was there to click, but I don’t know which one it is”

“I don’t know what ‘Liberty’ is, so I would assume that there is no training”

“Liberty training is hard to find because I didn’t know what ‘Liberty’ is”

Recommendations

Due to the ambiguity in the services that the Kataluna Horsemanship provides, there needs to be clearer direction for the user.

- Add the three main services on the home page, above the contact us button, as a signal of what the company does.
- “Liberty” should be changed to “Training” for increased understanding.
- List the navigation bar elements in a hierarchy of where the customer should go. Boarding, Training, and Rescue should be listed as the first three navigational items.

Requesting Services

After viewing each service (Boarding, Training, and Rescue), the user was asked to contact Kataluna Horsemanship about becoming a customer.

User	First Click	Did they find the Contact Us form?
1	Home	Yes
2	About Us	Yes
3	Boarding	No
4	Home	Yes
5	Home	Yes

Despite the fact that nearly all users eventually found the “Contact Us” form, only 60% of users found the form without clicking around the site. Some users also commented on the ambiguity of the form, claiming they did not know who the number was contacting specifically, just that it went to the company.

User Comments

“I would want a ‘Contact Us’ button on the navigation or at the bottom of the page”

On Boarding page “I would look for a ‘Contact Us’, but it isn’t there. I can’t find how to contact them”

“I think the contact us should be in the about us and on every page because someone might not go through all the tabs”

Recommendations

The customer should be easily able to contact the company to request any of the services.

- Add a “Contact Us” tab to the end of your navigational items at the top of the page. This way it is easy for the user to contact the company on any page and it is always in the same spot.
- To aid in the ambiguity of who the contact information is for, an improved “About Us” page should solve this problem. See the next section for details.

CONTENT ISSUES

SEVERITY: MEDIUM

Users were asked what they were expecting when they landed on the “Boarding”, “Liberty”, “Rescue”, and “About Us” pages of the site. The following table includes the users’ comments and requests.

Boarding Page

User Comments – “What information would you look for?”

“Services provided and different types of boarding”

“Cost and what is included in each option: food, turning out, stalls. What is included at what prices.”

“Cost is sort of hidden here. Hours of operation”

Recommendations

The customers were able to find information about the different services, yet the cost and other details were less clear.

- Add the cost next to the type of boarding services.

Liberty Page

User Comments – “What information would you look for?”

“I like the testimonials and the services”

“Kind of training, cost, trainers background”

“What training entails, cost per hour or however it’s broken up, restrictions, what are your goals for my horse to know”

“Price, how long it takes to train them”

Recommendations

The Liberty page seemed to be missing much of the information that the customers requested.

- Rearrange the training page to match the boarding page. List type of training with a detailed description and the cost.
- Add a link to “Meet the Trainers” which goes to the About Us page. Put the testimonials there.
- Include a section with a timeline of one of your horse’s training progress, include pictures if possible.

Rescue Page

User Comments

“I really like this page, I'm someone that likes more information on a page. I'm willing to sit and read it if it's something interesting”

“It is not intuitive that you should scroll down, out of dumb luck I was able to find where to meet the horses”

Recommendations

The customers seemed to really enjoy the detailed stories of the horses that have been rescued. However, there was some confusion on how to get involved or learn more about the process.

- Add a description about the rescue process and volunteer options.
- Add a button or arrow saying: “Meet the Horses”.

About Us Page

User Comments – “What information would you look for?”

“I wanted to know how long they've been in business to gauge how stable they are, more about Katie and who runs it - who she is, how long she's been doing it”

“It doesn't talk about staff - seems like a one-person gig”

“I would want to know how to contact them”

“I am looking for what they do, their services”

Recommendations

The About Us page lacks information about the company that the customer would search for.

- Add more content including staff, company history, and services.

DESIGN ISSUES

SEVERITY: **LOW**

Throughout the study, users commented on various aspects of the website's design. These recommendations are based on the comments throughout this study.

Recommendations

- Adjust the heading so that it is simply the size that it is when you scroll down.
- Update the pictures and reduce their size.
- Add arrows pointing down to indicate that there is more on a page that can be seen by scrolling.
- Add navigation to the footer of the site.
- Consider adding a gallery tab where you can have a large collection of pictures with descriptions (who is in the pic, when it was taken, where, etc).

NEXT STEPS - RECOMMENDATIONS

Website Redesign

With the information from this study, a complete website redesign should occur following the recommendations above.

Further Usability Testing

After redesigning the website, further usability testing can be done to see if the users have an improved experience while completing the same tasks.