We retested all five areas and was pleased that two of three concerns were improving.

01. NAVIGATING THE SITE

Task
Tree test of navigation with question "Where would you click to view photos of the business's previous work?"

Results
10/10 participants used proposed Gallery page

Most common paths

PATH AGREEMENT   TESTERS

Gallery

100%   10

A WIN!

With photography of past work being so important to potential customers (as the client correctly believed), we should implement an actual Gallery page. The word "Gallery" seems to match users' mental models and they clearly know to click here for photos.

Conducted in Maze with 10 female users aged 29 to 59 from the tester pool

The average score took a small dip, there was a bit more variance in the feedback received.

02. IMPRESSIONS OF STYLE

Opinion Scale
What is your impression of the design?

Results
Average Score Rating of 4.2/5
10/10 users shared comments about what they liked
6/10 users shared comments about they they did not like

CONCERN

Three of the six mentioned text readability (homepage text and logo) so we can look to improve that. One user mentioned the need for more diversity in photography on homepage.

Conducted in Maze with 10 female users aged 29 to 59 from the tester pool

> It's kind of hard to read the text on the background and some of the text could be bigger

> I really liked the colors and the overall style of the site. it was easy to see where to go and it was pleasing to look at

> Everyone in the pictures is white. You should have Black, Hispanic, and Asian women pictured on your site.

> I really like the colors. It's also well laid out.

Clearly defined CTAs help drive users to info they want.
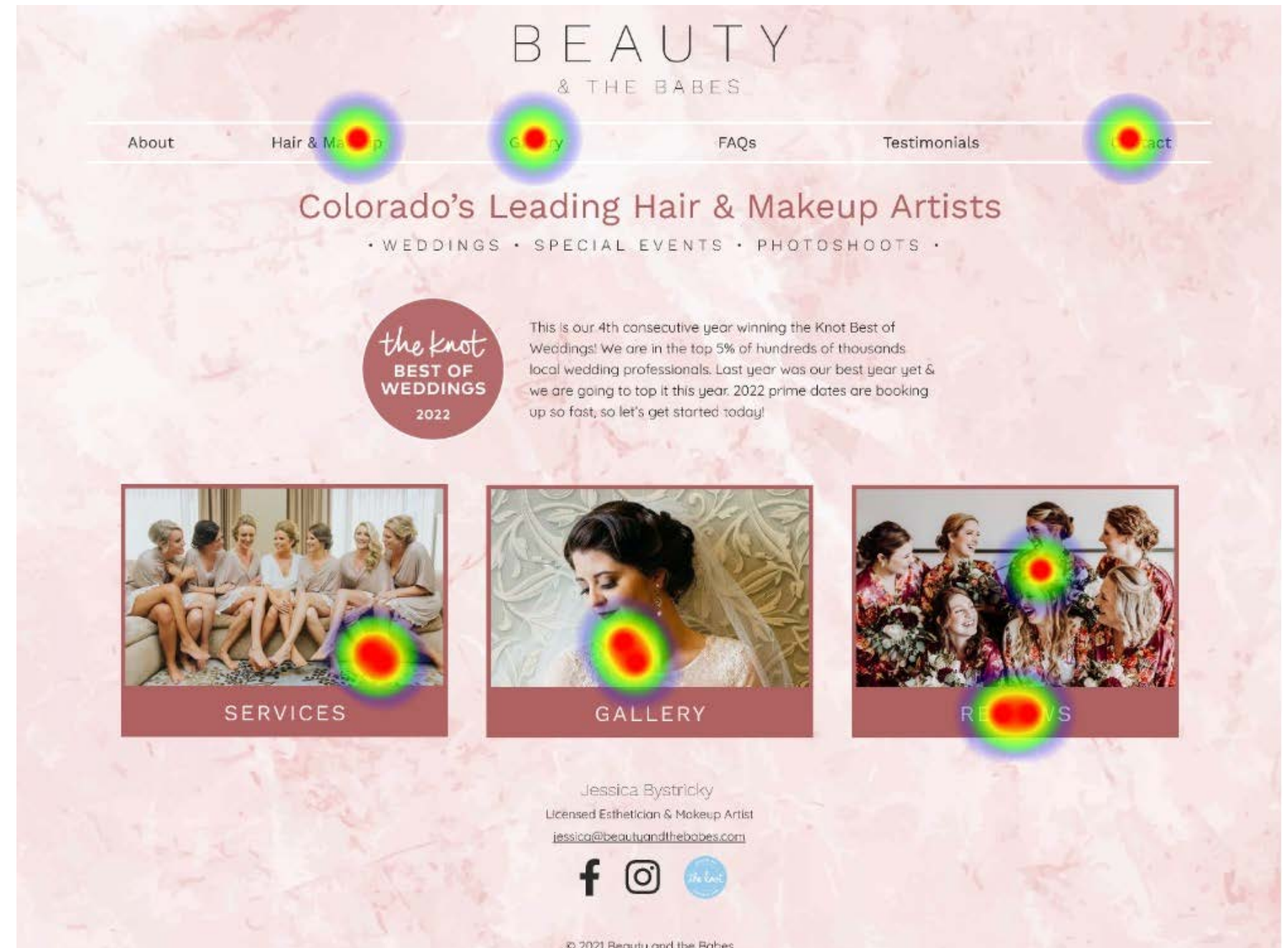
03. HOMEPAGE FIRST CLICK

Task
You are trying to decide if you want to hire the business featured in the next screen. Where would you click to help you decide if you might want to hire the company?

Results
10/10 participants clicked on areas that will take the user deeper into the content of the site

A WIN!

Users now have clear pathways for getting deeper into the website to learn what exactly they want to learn before they make their hiring decision.

Conducted in Maze with 10 female users aged 29 to 59 from the tester pool