

Affinity Diagram

Found the Navigation menu easy to use

The "we'll come to you button" wasn't obvious

The booking view was clear and easy to use

Once booked took a second to realise that had to go to Basket section

Initial Basket screen didn't show appointment details

Mobile Fitting Services page didn't have clear steps

Wasn't too sure on the "learn more" wording

Again not sure on the wording "Find what's right for your vehicle"

No clear step on the Tyre results page

Would like "how to make a booking" steps further up the page

Felt the 'Same Day Mobile Fitting' button could stand out more

The "Shop Tyres" button was hidden behind promo banner

Felt the extra 'Tyres' page added confusion

Wanted an "add to basket" button on the tyre product page

Basket summary didn't show appointment details

Got a bit lost after entering postcode and car reg

It wasn't obvious that "shop tyres" was the next step

Why is there an extra tyres page

Have the Service available further above the fold

"View details" button was a little unclear

Why wasn't "how to make a booking" further up the page

Once I selected "shop tyres" I expected to see tyres

Liked the appointment layout

Not sure what the 'Apply' button did on the delivery page

Didn't understand the 2nd Tyres page

"Book a slot" felt like it should of been a button