

User Experience Feedback

Jan 2015 – www.awa.rocks

About this Sample Report

Thanks for downloading and reading this sample feedback report.

This was written for AWA Rocks and is almost the complete version of the report, this particular sample focuses on textual content, since the visual and aesthetics of the website are Ok.

In case you are interested in my help you could also specify any concerns about your user experience design and I'll focus part of my attention in that particular item.

Hope you like it and choose to let me help you out.

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General Overview

About the user experience design

The website's design and layout feels current and is up to date with the most recent visual design tendencies on the web. The color palette is outstanding and is a good choice for a technology-related company; very nice combination of cold tones - used as backgrounds for each section - and a single warm tone mainly used in every call to action.

Whitespace is correctly employed throughout the entire layout, although there are some minor adjustments that should be applied to margins in order to help convey a better sense of hierarchy and visual equilibrium.

The single-level navigation remains present at all times and has an appropriate size, since it doesn't take much screen space I'd say this is a good idea to increase leads, as it also is keeping the "Schedule Demo" button visible all the time.

The tone used in the text and messages feels adequate, formal yet friendly and is not repetitive. Despite being a bit cryptic due the use of statements that are common on other companies websites. For example: *"competitive advantage", "leading technology", "take your business to the next level"*. A huge number of companies use the same challenge-inducing statements that sound bold, yet empty; These don't really make AWA stand out, there is no delivery of useful information for someone to act on them.

I think the effort gets close to make a good mark, at the same time is not quite there in providing a really meaningful source of information about AWA's business, the website can go from its current business-centric focus to a better customer-centric one.

Top 5 design problems

In order of importance

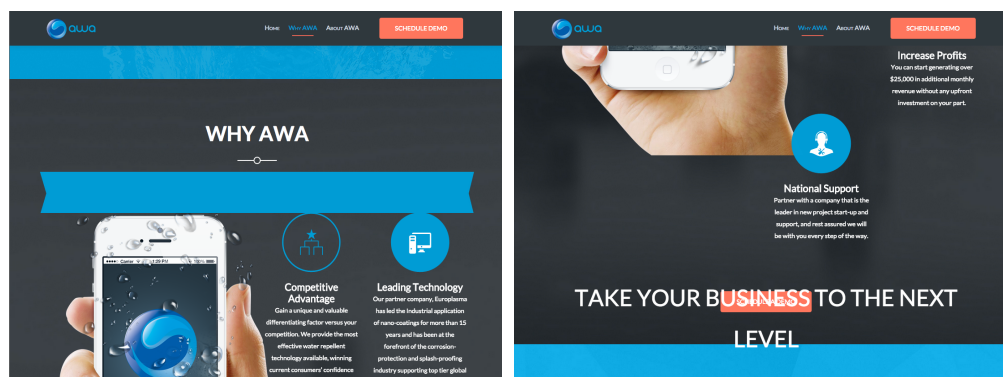
1. Message

The overall delivered message is not 100% clear; it is difficult to answer to "What concrete benefit can obtain my business from contacting this company?" (the most basic question that every B2B website must answer).

If I didn't know a thing about AWA then I could just figure what it is about, but in the end I wouldn't be totally sure if it is a company that offers a product, a service, or both. It is not clear what can be seen / received by requesting a demo, or if it will have any kind of cost for who is asking it.

2. Responsive page design

Tested the design in a total of 8 screens sizes in different devices. This helped me review if the website's layout could adapt for each device or web browser window sizes; results are not free of problems; found that website is responsive and adapts element sizes and visual distribution accordingly, but not without breaking some of the positions of the elements on the page on lower browser sizes - the layout ends breaking up. For example:



Used these devices and screens sizes for running the tests:

- 24" Apple desktop
- 19" Windows laptop
- 19" Windows desktop
- 13" Apple laptop
- iPad retina & iPad mini
- 5" Samsung Galaxy
- iPhone 5S
- iPhone 6

The fact that the page breaks at lower sizes in all devices will impact on the perceived quality of the product / company, **it takes away from the goal of gaining visitor's trust.**

3. Typography

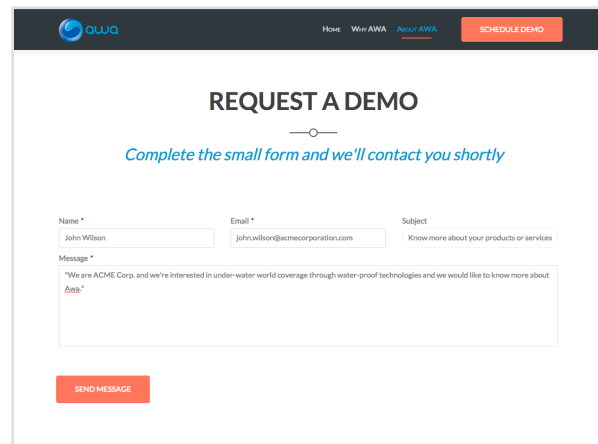
All caps for texts make them hard to scan, especially in the main and secondary claims, **they are not easy to read in long lines.**

The space between every all-caps words is not enough to let the eye stop and letting the brain understand where a word starts and where it ends, effectively separating words; this makes long titles confusing.

Most texts are small and the chosen typography doesn't perform well at lower screen resolutions, even in a mobile phone the text feels a bit small and can be a cause for eyestrain.

4. Contact Form

The “message” field is just too wide and the text size inside way too small, the “Subject” field is not wide enough if the visitor decides to write more than expected. This can be seen at normal to large screen sizes:



The “subject” field could be filled by default, after all AWA is who’s proposing the visitor to ask for a demo, and since that is the Subject it shouldn’t ask the visitor to type the subject. AB Testing for pre-defined subjects could prove useful.

5. Images

Images seem to be quite big in file size and width/height dimensions. The first visit took a longer-than-usual time to load and a bouncing logo appeared for a few seconds before I actually saw the website, while it could be considered a solution, page loading are not good for the website.

Longer loading times makes visitors ask themselves "Is this thing working or is it broken?". It affects the perceived quality of the website, product and company. **This effect is quite pronounced in a regular broadband or in mobile phone connections.**

Top 5 Quick wins

And how to achieve them

1. Message

Remove statements that do not give useful information to the visitor about the company, services and products. In its place put the real information that the visitor must know to get completely informed about AWA.

I would suggest to include an adaptation of the information sent to me in the UX Feedback Report Request form. I've found it more compelling and adequate for this purpose; it goes direct to the point, is clear, personal and sounds coherent and far from the common marketing lingo. Also including a video of the process for preparing electronic devices could be highly persuasive.

In the footer: "Quick links" can be more appropriately referred as "About AWA", also "Social sharing" could feature options like "Tweet" or "Like" buttons to enable sharing on social networks, although I'd recommend to just renaming the title to "Social", keeping it minimal without sharing options.

Communicate information that let visitors identify themselves first in order to attain their attention, then about your products and diversity, about AWA and your partners. For example, in the "About AWA" section we can infer these messages:

1. Who AWA distributes for.
2. Distributed products.
3. Industry experience.
4. AWA's offer kind.
5. Customer profile.

I'd recommend to re-write the message in this order:

1. Customer profile.
2. AWA's offer kind.
3. Distributed products.
4. Who AWA distributes for.
5. Industry experience.

This will require some conscientious discussion and evaluation of each content piece, it would take some time and is not really a complete "quick win", but it would totally pay of the effort invested as it would transmit the coherence that an interested visitor needs to build initial trust.

2. Call to action

Try to pair the main calls to action with relevant information to help visitors care about the service and requesting a demo. Images don't do a good call to action as they can be freely interpreted and are prone to misunderstanding; it is better to employ a combination of text and images. I'd suggest considering this four situations to make the best of any call to action:

1. Placing it directly after providing instructions/steps for a process.
2. Accompanying a list of convincing reasons or statements.
E.g. *"There's no better way to stand above your competition than with water-resistant mobile phones. Be sure of that and **Request a Demo**"* versus *"Differentiate your wireless products today. **Schedule a demo**".*

3. When a real need or problem has been surfaced and you have the solution. E.g. *"We understand that your products must be better and different from what can be seen everywhere; We can help you offer what most providers do not."*
4. Present at all times when the previous 3 are distributed along the site.

3. Typography

I'd recommend to increase the space between words in all-caps titles in the case they are to be as long as in *"WATER REPELLENT NANO-COATING TECHNOLOGY FOR ELECTRONIC DEVICES"*, also try using a combination of upper and lower cases in titles to increase readability. The best combination of all-caps, text size and message can be identified by using A/B testing.

Increase text's size in all paragraphs and in the form labels and form fields, this will make it easier to scan, read and write.

4. Broken layout

As explained in the Design Problem #1, the page layout doesn't work at smaller width browser windows, although the layout used in mobile phones works and looks perfectly well.

I'd advise using only 3 different layouts at these CSS breakpoints:

1. **More than 1024 pixels wide**
For large browser windows on screens on any device.
2. **1024 pixels or less wide**
For medium-size browser windows on laptops or desktops and tablets in landscape orientation.

3. **768 pixels wide or less**

For tablets in portrait position or mobile phones in portrait or landscape orientations

Also take care that text blocks do never become too wide, as shorter lines and medium-size paragraphs are faster - and easier for the eyes to follow. Use 2 medium paragraphs instead of a single wide big paragraph.

5. Images

By decreasing a 30% the size of the 4 circular icons used in the "Why AWA" section, the purpose of each icon is driving eyesight to each accompanying paragraph instead of grabbing all attention.

Making all 4 icons using the same format (blue background, white artwork) would help maintain visual coherence.

Most important design recommendation

for improving AWA's UX design.

If I were to choose to work in only one single thing, then I'd advise that you start to **work in the content and in writing the right message.**

Be really thorough on every aspect of the text while following these steps:

1. Ask yourself what you want the visitor to do. In this case: to get interested in AWA and ask for a demo.
2. Ask yourself what needs the visitor in the form of these questions:
 - a. What's your name and what's your proposal?
 - b. Why is this valuable?
 - c. How can the visitor's business get that value?
 - d. Who are you and why can you be trusted?
3. Work in the textual content to answer those questions, providing the real information they need, leave out statements that do not add value.
4. Replace the current website content with this new text and **place every Call to Action according to that.**

The next step I'd recommend is to continue to work in the **Typography, by increasing paragraph text sizes** to make the lecture easier on the eyes and work fixing the **Broken Layout problems.**