



POLARIS®

Polaris Website Redesign
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Executive Summary

Executive Summary

Polaris Industries is a world leader in the powersport industry. Polaris specializes in delivering high-quality snowmobiles, ATV's, and military vehicles, and recently acquired several new brands in the motorcycle and boating industries. The company relies on its website to bring in new customers, showcase their products and services, and connect consumers with dealerships.

Partnering with Polaris, our group was tasked with improving the overall user experience pre and post vehicle purchase. This report covers the following processes we have accomplished:

1

User research with heuristic evaluations, competitive analysis, and surveys

2

Iterative design with low-fidelity and high-fidelity prototypes

3

Validation of our final prototype with user testing

Project Background & Goals

Project Background

Our project is centered around creating a more personalized user experience. Preliminary Polaris research indicated their customers main pain points stem from a lack of “love” from Polaris. Polaris customers expectations are not satisfied because Polaris does not engage with customers after they purchase a product to make them feel loved, relive the thrill of their first ride, and help them plan new rides. Therefore, our project is centered around creating a more personalized user experience.

Objective

Our objective is to redesign the pre- and post-purchase experience on the Polaris website in order to create a more personalized and cohesive experience for the customer.

Project Goals

We are focusing on a branding and personalization project for Polaris where our goal is to provide a personalized experience for every user on the Polaris site based on their unique needs, build Polaris customer satisfaction and loyalty, and strengthen Polaris brand reputation.

Research Approach
Research
Methodologies
Research Findings
Personas

Research Phase

Research Approach

Research Questions

1. What are Polaris customers' **motivations** for visiting various Polaris websites (ie: [polaris.com](#) vs. [offroad](#) vs. [rZR](#))?
2. At what point in the **user experience journey** does Polaris not meet the customer's needs?

These research questions could vary across different user groups, so we will need to keep in mind that there **might be a few solutions** that arise from our investigation.

3. How can Polaris **learn from their competitors** and greater **personalize** the user experience to meet each individual user's needs?
4. How do we incorporate necessary features expressed by customers into the Polaris user experience?

These questions look further into what Polaris is lacking in terms of their current customer resources and requires understanding ways in which our client can streamline the process for finding, buying, and maintaining a Polaris product.

5. How can we translate elements of the dealers' relationships with customers to Polaris' user experience so that customers feel the Polaris **brand is continuously engaging** with them?

Finally, from Polaris' previous user research, we know that customers feel more loyalty and connection with their dealership rather than the Polaris brand. So, we want to understand what dealers are doing to build that relationship and how Polaris could incorporate some of those strategies into their own approach to **forging consumer relationships**.

Research Methodologies

| Heuristic Evaluation | Competitive Analysis | Surveys |
|---|--|--|
| <ul style="list-style-type: none">• How do the current Polaris websites hinder a customer's ability to accomplish their goal (purchase a product, compare options, get customer support, etc)?• How can we utilize design principles to improve customer loyalty through branding? | <ul style="list-style-type: none">• What resources do other off-road vehicle providers have that Polaris doesn't?• What brings customers back to a company after they have already purchased a product? | <ul style="list-style-type: none">• What are pain points in the current Polaris customers' user experience? What is missing in the post-purchase relationship?• What are potential new customers' expectations for Polaris' site and customer experience? |

Heuristic Evaluation

Purpose

We chose to complete a heuristic evaluation of Polaris' current websites in order to identify instances where users experience pain points during their interaction with Polaris.

Methodology

We used a combination of Nielsen heuristics as well as principles that align with our specific research goals to evaluate the usability of the site as it is. Along with our heuristics to analyze the site, we also needed to plan specific tasks that encompass users' frequent interactions. We used Polaris' web traffic data to determine which interactions are frequently used, and we also perform tasks that cover the majority of pages and interactions available to users. Each of us four team members conducted our own evaluation using our pre-determined heuristics, and then we met up to compare our findings. In analyzing this data, we will determine the priority of each heuristic violated and hopefully identify some ways to alleviate these issues.

*0 to 4 rating scale to rate the severity of usability problems:

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

3 = Major usability problem: important to fix, so should be given high priority

4 = Usability catastrophe: imperative to fix this before product can be released

Research Findings: Heuristic Evaluation

Heuristic Evaluation (Cont.)

Key Findings

Based on the heuristics defined above in the research plan, we analyzed Polaris.com and offroad.polaris.com and were able to draw significant insight.

Polaris' Main Website:

- Severity (3) - **The functionality of the Polaris website is not optimal**
- Severity (3) - **The structure of the site is a major usability problem because instead of all the important information consisting within the Polaris website, there are several different websites that the Polaris websites redirect, the user to**
- Severity (2) - **The visual design of the Polaris website is extremely overwhelming**
- Severity (2) - **The visual design of the “parts, accessories & apparel” section is extremely overwhelming again**

Polaris' Off-Road Website:

- Severity (3) - **This difficulty in navigation makes for a harder time to get from one page to another**
- Severity (3) - **There are too many websites**
- Severity (2) - **The “My Account” section of the RZR website lacks personalization**

Analysis

We used a Nielsen scale of 0-4 to quantitatively analyze our findings that we discovered through the heuristic evaluations. As we explored each website under close consideration of the heuristics we previously defined, we ranked the level of severity of each problem against each other in order to have a working ranking of importance. We tried multiple different user journeys in order to approach each problem from a different perspective.

Research Findings: Competitive Analysis

Competitive Analysis

Purpose

Collect and compare data about other companies within the motorsports and off-road vehicle industry as well as companies with excellent customer satisfaction and site personalization (Honda, Kawasaki, Can-Am, and Nordstrom) in order to determine what resources Polaris can provide their own customers and what pain points other companies might address better than Polaris and how they address them.

Methodology

To gather this information, we will utilize online resources detailing industry and market research about the competitors.

User Research Materials

Online resources for Honda, Kawasaki, Can-Am, and Nordstrom.

Key Findings

- Logging into an **account** makes each customer's experience more **personalized**
- Polaris' **social media** presence is **not as powerful** as its competitors
- Polaris' **customer support pushes customers away** from their company
- **Community** with other off-road customers **is not present** or identifiable with the Polaris brand

Analysis

For our competitive analysis, we used color coding to signify what other companies do well that we would like to emulate (green), mediocre that we could learn a little from (yellow), and poorly that we will disregard (red). We used an excel spreadsheet to clearly organize the points of comparison, grouping similar features together in order to create themes.

Research Findings: Surveys

Surveys

Purpose

Better understand Polaris customers and general off-road vehicle riders pain points, expectations, behaviors, and motivations.

Methodology

We will create two versions of our survey, one to send to current Polaris customers and one to send to general off-road vehicle enthusiasts. To recruit current Polaris customers, we will utilize the contacts that our client team will provide for us and send an email to subscribers with a link to the online survey.

To recruit general off-road vehicle enthusiasts to participate in our survey, we will recruit family and friends that we know who are enthusiasts and distribute the survey through their contacts.

We will create the survey in Qualtrics and analyze the data using both quantitative and qualitative techniques.

Key Findings - Polaris Customers

- Most customers who visit Polaris' website **start on the homepage** and begin to browse for a vehicle
- Polaris **customers do not use Polaris as a first resource** when their vehicle(s) needs maintenance
- Polaris **customers do not use Polaris as a first resource** when their vehicle(s) needs new **accessories** despite the fact that Polaris recommends useful and likeable accessories for its customers' vehicles that are easy to find on the website
- Polaris customers **wish Polaris would connect them to new trails**, but most customers do not go to Polaris' website to find trails even though they are regularly looking for them
- **Before purchasing** a vehicle, majority of customers go to Polaris to **browse, compare** products, and **build** their vehicle, **trust Polaris** to refer them to a local dealer to make a purchase, and trust Polaris more than their dealer, but they **do not contact Polaris first** when looking to purchase a new vehicle
- Polaris does an ok job following up with customers after they purchase a vehicle, but there is **room for the customers post-purchase experience to be improved**

Research Findings: Surveys

Surveys (Cont.)

Key Findings - General Survey:

- Customers from **competitors** are more adamant about **sticking with their current companies** than Polaris customers
- Most people are **interested in receiving reminders** about vehicle **maintenance**, even if they do not currently get them
- A majority of the participants in our survey conduct their **research on the Internet** and **word of mouth** over social media
- Google Maps and GPS Services are the most popular ways to **find new trails**

Analysis

We used Qualtrics to capture the data, exported it to Excel, and created pivot tables to isolate specific variables that were related to each other. After creating charts and pivot tables for quantitative data, we also color-coded some of the quantitative data based on themes that were present throughout multiple responses. This helped organize ideas that were not explicitly present when initially looking at all of the data. We also used the responses from which sites people visited to help piece together some user flows using Miro Board.

Personas



ABOUT

Richard is an avid off-road vehicle rider. He prioritizes riding every day after work. Because he is always using his vehicles, he must keep up with his vehicles maintenance as well as Polaris' newest accessories and add-ons.

| | |
|------------|-----------------|
| AGE | 35 |
| OCCUPATION | Salesman |
| INCOME | \$250,000 |
| STATUS | Single |
| LOCATION | Minneapolis, MN |

NEEDS

- New trail recommendations
- Other people to ride with
- Maintenance reminders
- Vehicle add-ons and accessory suggestions

FRUSTRATIONS

- Works all day and does not have free time to do a lot of research on Polaris' newest accessories and add-ons for his vehicles
- He is a loyal Polaris customer, yet has not received much contact from Polaris after purchasing his vehicles

TECH

INTERNET

SOCIAL NETWORKS

ONLINE SHOPPING

RIDE HABITS

Rides Everyday

Owes 6 Vehicles

CURRENT FEELINGS

Busy Adventurous

PERSONALITY

FUN-LOVING PASSIONATE
CURIOS ARTISTIC EXTROVERT

Scenario

Richard the Regular Rider rides his Polaris vehicles every day after work. He has multiple RZRs and snowmobiles. Because he trusts the quality of Polaris vehicles, he has been a loyal Polaris customer for 7 years. He has been riding the same trails and is looking to explore somewhere new. However, Richard's full time job prevents him from researching new trails. He goes onto Polaris' website to try to find trail suggestions but cannot find anywhere that suggests new trail ideas. He resorts back to Google Maps to try to find new trails but isn't satisfied.

User Flow: Goal- Find a New Trail

Landing Page → Login to My Account → Suggestions → Find New Trails → Ride Command → Saves a new trail that appears in his account

Personas



ABOUT

Nick has never owned an off-road vehicle. However, Nick loves exploring the outdoors and wants to purchase his first off-road vehicle. He's heard good things about Polaris so he goes to their website to explore his vehicle options.

| | |
|------------|---------------|
| AGE | 40 |
| OCCUPATION | Engineer |
| INCOME | \$300,000 |
| STATUS | Married |
| LOCATION | Asheville, NC |

NEEDS

- The ability to easily compare vehicles
- Information on where he can ride
- Help on how to maintain a vehicle
- A dealer located near him

FRUSTRATIONS

- He does not know anything about off-road vehicles and finds it is hard to compare and learn about vehicles online
- He is overwhelmed by information on Polaris' website

TECH

INTERNET

SOCIAL NETWORKS

ONLINE SHOPPING

RIDE HABITS

Has
Never
Ridden

Owns
0 Vehicles

CURRENT FEELINGS

Excited Adventurous Overwhelmed

PERSONALITY

PLANNER

MOTIVATED

DRIVEN

CURIOUS

CREATIVE

Scenario

Rider Nick the New Rider is looking to purchase an off-road vehicle. He's heard good things about Polaris but isn't really sure what type of vehicle to purchase, where he can ride, and how frequently he needs to get his vehicle checked for maintenance. Nick is a planner and chose Polaris to research the vehicles they offer because it is a trusted resource and he wants to make sure he gets all the information he needs before going to the dealer so that he isn't uninformed about his options. However, there is an abundance of information about the vehicles he can choose from and he is feeling overwhelmed and unsure of which vehicle to get.

User Flow: Goal- Find the Right Vehicle for Himself

Landing Page → Browse Vehicles → Build & Compare Tools → Compare Tool → Compares a RZR and Ranger → Decides he likes the RZR → Finds a dealer near him that sells the RZR

Personas



ABOUT

Will works as a ski patroller. He rides a Polaris snowmobile every day. He trusts his Polaris vehicle to enable him to quickly get to injured skiers so that he can provide medical attention quickly.

| | |
|------------|------------------|
| AGE | 55 |
| OCCUPATION | Ski Patroller |
| INCOME | \$80,000 |
| STATUS | Married |
| LOCATION | Breckenridge, CO |

NEEDS

- A reliable vehicle
- His vehicle to be maintained properly

FRUSTRATIONS

- He is extremely loyal to the Polaris brand since he is an everyday rider, but he does not feel that Polaris does anything to honor his brand loyalty

TECH

INTERNET

SOCIAL NETWORKS

ONLINE SHOPPING

RIDE HABITS



CURRENT FEELINGS

Content Satisfied

PERSONALITY

CONFIDENT MOTIVATED
DRIVEN BOLD COMMITTED

Scenario

Will the Working Rider uses his snowmobile everyday for his job. Using it everyday means that he constantly needs to make sure it is being well maintained. His snowmobile meets his needs while ski patrolling but does not exceed his expectations. Will is an everyday rider and is loyal to the Polaris brand, however, Polaris hasn't made him feel like his loyalty is important to them. He hopes his commitment to the brand gets recognized.

User Flow: Goal- Upkeep his Vehicle

Polaris sends an email to Will reminding him that his vehicle needs maintenance soon → Will clicks on link to polaris.com within the email → He logs in to his account → Clicks My Garage → Selects his snowmobile → Sees it is due for maintenance on February 20th → Contacts dealer to perform maintenance

Design Phase

UX Requirements

Design Process

User Flows

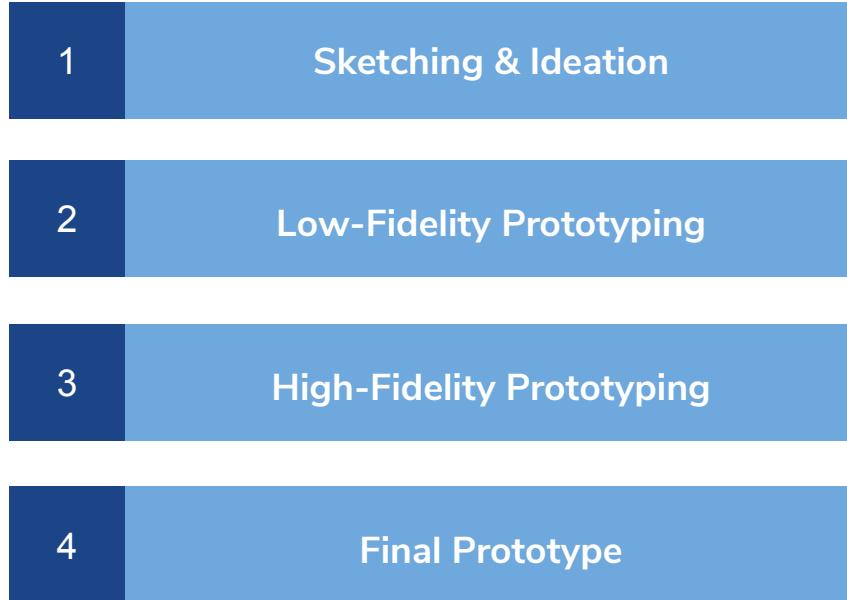
Final Prototype

UX Design Requirements

Based on our research findings, we decided upon six requirements that our final design should have. This helped us translate the insights we gained from our heuristic evaluation, competitive analysis, and surveys into designs and concepts we could implement. We prioritized each requirement as either must-have, highlighted in green, should-have, highlighted in yellow, and nice-to-have, highlighted in red below.

1. **Consistent and fluid navigation**
2. **Personalize the content**
3. Users login to a **profile** that encompasses all Polaris brands
4. Continue to **engage with users** throughout their entire experience as a Polaris customer
5. **Collect user information** during website use
6. Enable users to **save their progress**

Design Process



Moving forward from our research phase, we started our design process by brainstorming as many ideas as we could. First, we talked through each of the UX Requirements and came up with ideas of how to implement a feature or design that encompassed it. We took all of our ideas and highlighted the ones that were feasible to prototype given our time and capacity constraints. Then, we began sketching what each of those ideas looked like. Between the four of us, our sketches had some aspects that remained consistent throughout, while some concepts had a wide range of implementation ideas. So, we talked through the pros and cons of each and decided how each page and feature should be laid out.

Next, we began our low-fidelity prototyping. The team decided to use Figma as our wireframing tool because it allows real-time collaboration and easy prototyping for later design stages. We first came up with the wireframe for our landing page using a grid structure, then used that same grid to build each subsequent page. Throughout this process, we got feedback from peers and the Polaris team, who helped us point out where things could be structured better.

Then, we moved on to high-fidelity prototyping. The first step of this phase was coming up with a style for our navigation bar, as that would be consistent throughout all of our site's pages. Once this was completed, we divided up the various pages for each member to complete using our general style guide for fonts and colors. This process was fairly straightforward because we had been so thorough with our low-fidelity prototypes.

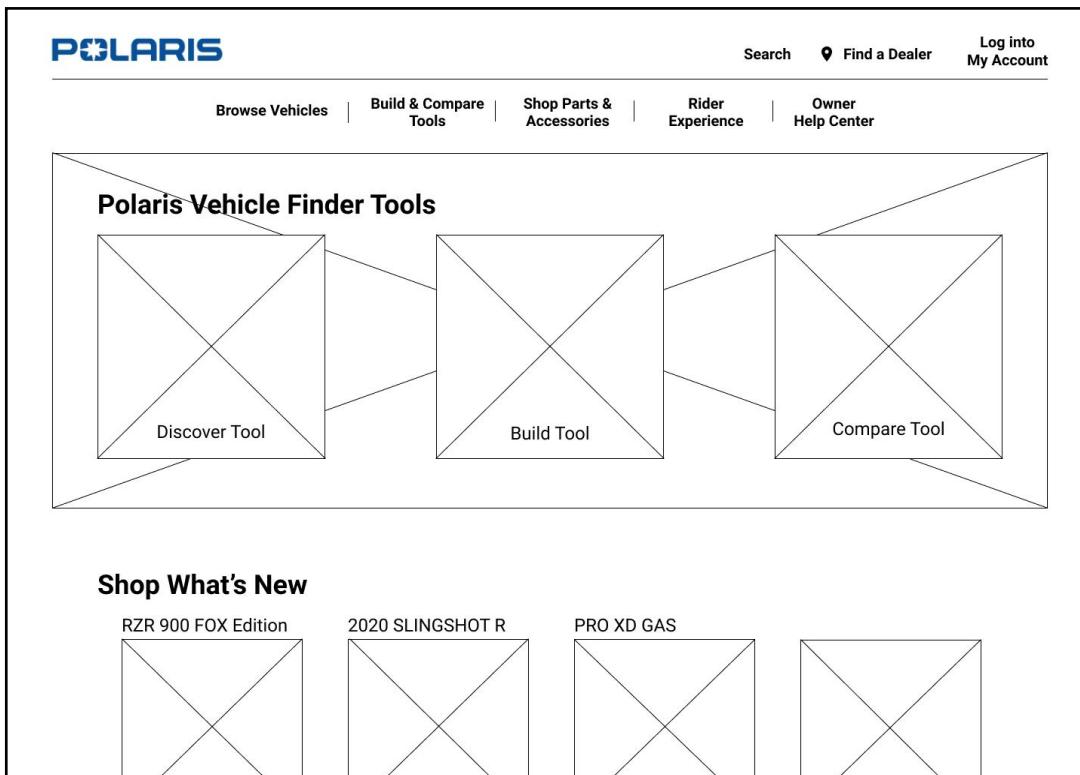
Finally, we linked all of the site pages together using Figma's prototyping software. This was fairly tedious, but very helpful because it allowed our prototype to function as realistically as possible for the upcoming validation phase.

Design Process: Landing Page

Landing Page

Initial Ideas

The main concern with the Polaris landing page was the information that is immediately presented to customers when entering the website. The findings from our Heuristic evaluation found the visual design of the **Polaris website to be extremely overwhelming** and the functionality of the **website not optimal**. We decided to include the following three tools front and center of our landing page to help users while shopping for their vehicle: the Discover, build, and compare tools.



Landing Page Lo-Fi Wireframe

Design Process: Landing Page

Final Design

The final design for our landing page focuses on personalization and helping customers throughout their experience purchasing a vehicle. First, once a user signs into their account, the landing page is populated with a greeting, recommended parts, accessories, and vehicles, as well as access to that customer's My Account page. Also, the three shopping tools are prominently displayed at the top of the landing page to help the customer find new vehicles, build their own, or compare Polaris brands and vehicles.

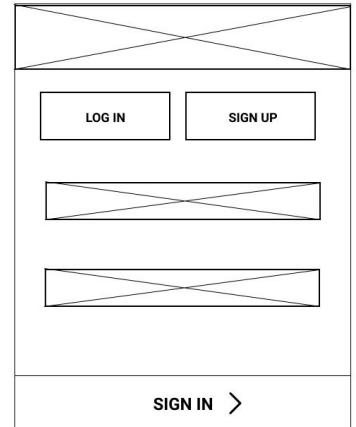
The screenshot shows the final design of the Polaris landing page. At the top, there is a dark header bar with the Polaris logo on the left, a search bar, a 'Find a Dealer' button, and a 'Hi, Richard! My Account' button on the right. Below the header is a navigation bar with five main links: 'Browse Vehicles', 'Shopping Tools', 'Shop Parts & Accessories', 'Rider Experience', and 'Owner Help Center'. The main content area begins with a 'Welcome back, Richard!' message. Below this, there are three sections labeled 'Discover Tool', 'Build Tool', and 'Compare Tool', each featuring a large image of a Polaris vehicle in action. Further down, there is a section titled 'Recommended for you' which displays four smaller images of different Polaris vehicles: 'RZR 900 FOX Edition', '2020 SLINGSHOT R', 'PRO XD GAS', and 'INDY VR1 137'.

Landing Page High-Fi Design

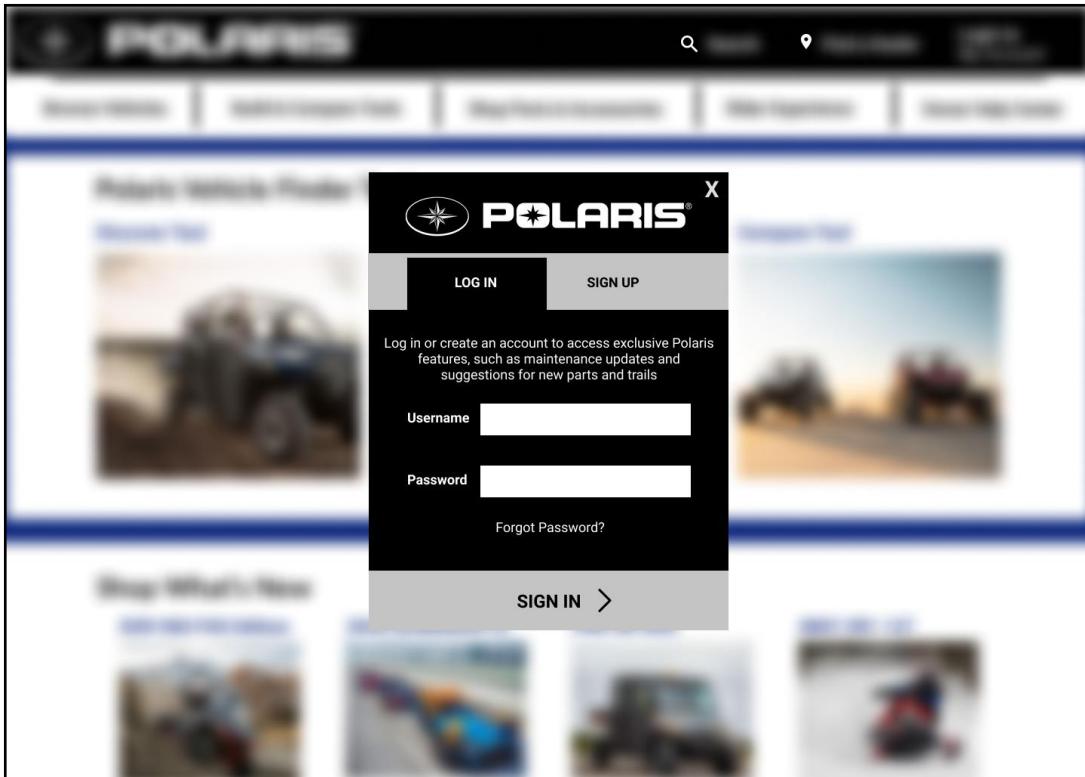
Design Process: Login

Login

The main concern with our login page was to make sure that it encompassed all sub-brands within Polaris. We found through our heuristic evaluation that users would often be logged out if they switched between two pages within Polaris' domain. This issue helped determine our UX requirement of **consistent and fluid navigation**, as well as having a single login feature for customers. This key interaction of logging into the account made it difficult for customers to access their **personalized information**, thus hindering their ability to use Polaris' amenities to their fullest potential. Also, with more information concerning each customer's vehicles, Polaris could stay **engaged with the customer throughout their entire experience** as a Polaris customer through maintenance reminders and suggestions for new parts and trails. This benefits both **Will the Working Rider and Richard the Regular Rider**, who would use the My Account page often to check on the status of their vehicles.



Log In Lo-Fi Wireframe



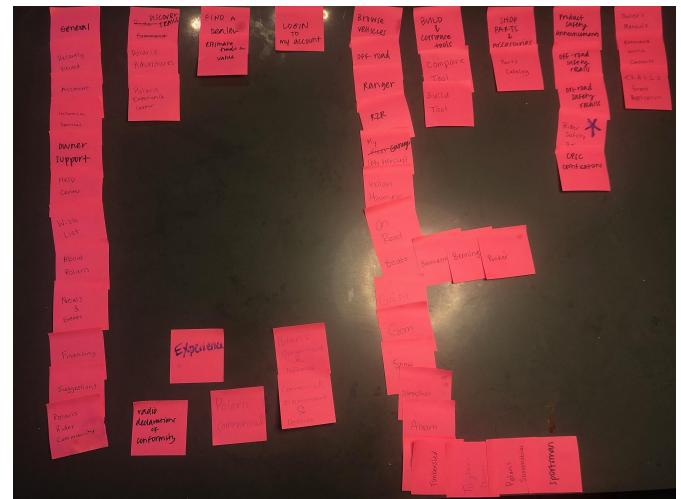
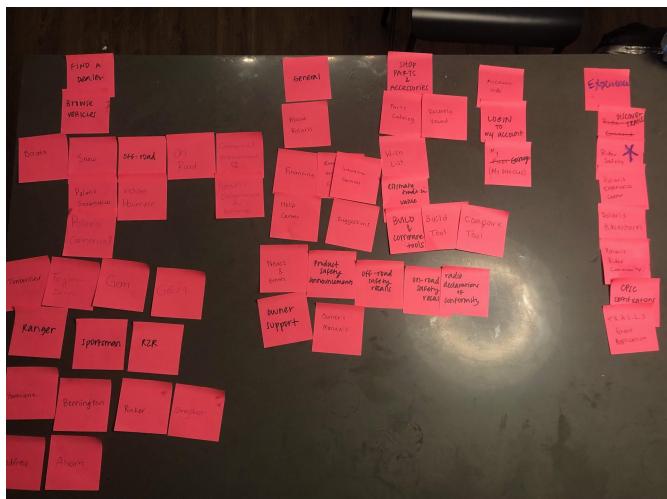
Log In High-Fi Design

Design Process: Navigation

Navigation

Initial Ideas

Polaris' main navigation bar was not initially something that we thought we would change, but through our heuristic evaluation and competitive analysis, we realized that there were some issues we needed to fix. First, we noticed that a lot of the tools that people reported using in our survey were not readily accessible in the main navigation. We also found that certain pages, like the Careers page, were prominently featured, despite not being something that normally appears on a site's main navbar. So, we created a card sort exercise that we completed with three participants, which helped us determine how to better structure the information architecture of the site.



Card Sort Exercises

Final Design

Our new navigation is more consistent, aligns better with the user's mental model, and allows more freedom for the user to return to previous pages by incorporating all of Polaris' brands into one navigation rather than using multiple domains. The following wireframe and high-fidelity screenshots were created to benefit **all personas** and fulfill our UX requirement of **consistent and fluid navigation**.

Design Process: Navigation

The screenshot shows the Polaris website's main navigation bar at the top. From left to right, it includes the Polaris logo, a search bar, a 'Find a Dealer' button, and a 'Login to My Account' button. Below the navigation bar, there are five main menu tabs: 'Browse Vehicles', 'Shopping Tools', 'Shop Parts & Accessories', 'Rider Experience', and 'Owner Help Center'. The 'Browse Vehicles' tab is currently active, indicated by a white background and a black border around its text. To the left of this tab is a vertical sidebar with categories: 'Off-Road Vehicles' (which is also highlighted with a black border), 'On-Road Vehicles', 'Snow', 'Commercial, Government & Defense', 'Boats', and 'Parts, Accessories, & Apparel'. To the right of the 'Browse Vehicles' tab, there are four product cards: 'RZR Sport Side x Side', 'Ranger Utility Side x Side', 'General Recreation & Utility Side x Side', and 'Sportsman Recreation & Utility ATV'. Below these cards is a link 'Explore All Off-Road Vehicles >'. The main content area features a large image of an off-road vehicle and a section titled 'Recommended for you' with four more vehicle cards: 'RZR 900 FOX Edition', '2020 SLINGSHOT R', 'PRO XD GAS', and 'INDY VR1 137'.

Navigation Bar "Browse Vehicles" tab

This screenshot shows the same Polaris website layout as the previous one, but with the 'Shopping Tools' tab selected in the navigation bar. The 'Shopping Tools' tab is highlighted with a black border. A dropdown menu is open under this tab, containing three options: 'Build Tool', 'Compare Tool', and 'Discover Tool'. The rest of the page content is identical to the first screenshot, including the sidebar categories, the main product cards, and the 'Recommended for you' section.

Navigation Bar "Shopping Tools" tab

Design Process: Navigation

The screenshot shows the Polaris website's navigation bar with several tabs: 'Browse Vehicles', 'Shopping Tools', 'Shop Parts & Accessories' (which is highlighted with a black background), 'Rider Experience', and 'Owner Help Center'. Below the navigation bar, a 'Welcome back, Richard!' message is displayed. Under the 'Shop Parts & Accessories' tab, there are three sub-options: 'Apparel', 'Accessories', and 'Parts Catalog'. To the right of the navigation bar, there are sections for 'Discover Tool', 'Build Tool', and 'Compare Tool', each featuring images of Polaris vehicles.

Navigation Bar "Shop Parts & Accessories" tab

The screenshot shows the Polaris website's navigation bar with tabs: 'Browse Vehicles', 'Shopping Tools', 'Shop Parts & Accessories' (highlighted with a black background), 'Rider Experience' (which is also highlighted with a black background), and 'Owner Help Center'. Below the navigation bar, a 'Welcome back, Richard!' message is displayed. Under the 'Rider Experience' tab, there are several sub-options: 'Discover Trails (Ride Command)', 'News & Events', 'Polaris Adventures', 'Polaris Rider Community', 'T.R.A.I.L.S Grant Application', and 'Polaris Experience Center'. To the right of the navigation bar, there are sections for 'Discover Tool', 'Build Tool', and 'Compare Tool', each featuring images of Polaris vehicles.

Navigation Bar "Rider Experience" tab

Design Process: Navigation

The screenshot shows the top navigation bar of the Polaris website. At the top left is the Polaris logo. To its right are search and dealer location links, followed by a "Login to My Account" button. Below the main navigation bar is a secondary navigation menu with several tabs: "Browse Vehicles", "Shopping Tools", "Shop Parts & Accessories", "Rider Experience", and "Owner Help Center". The "Owner Help Center" tab is highlighted with a white background. Underneath this menu are six sub-links arranged in two rows of three: "Help Manuals", "Rider Safety", "Trade In Vehicle", "Vehicle Extras", "Vehicle Financing", and "Contact Support"; "Owner Manuals", "Rider Safety Training", "Estimate Trade-in Value", "CPSC Certifications", and "Insurance Services"; "Parts Catalog", "On-Road Safety Recalls", "Off-Road Safety Recalls", and "Extended Service Contracts". Below these links are three images of Polaris vehicles: a blue RZR, a white RZR, and two red RZR models driving on a dirt road. At the bottom of the page, under the heading "Recommended for you", are four product cards: "RZR 900 FOX Edition", "2020 SLINGSHOT R", "PRO XD GAS", and "INDY VR1 137", each accompanied by a small image of the vehicle.

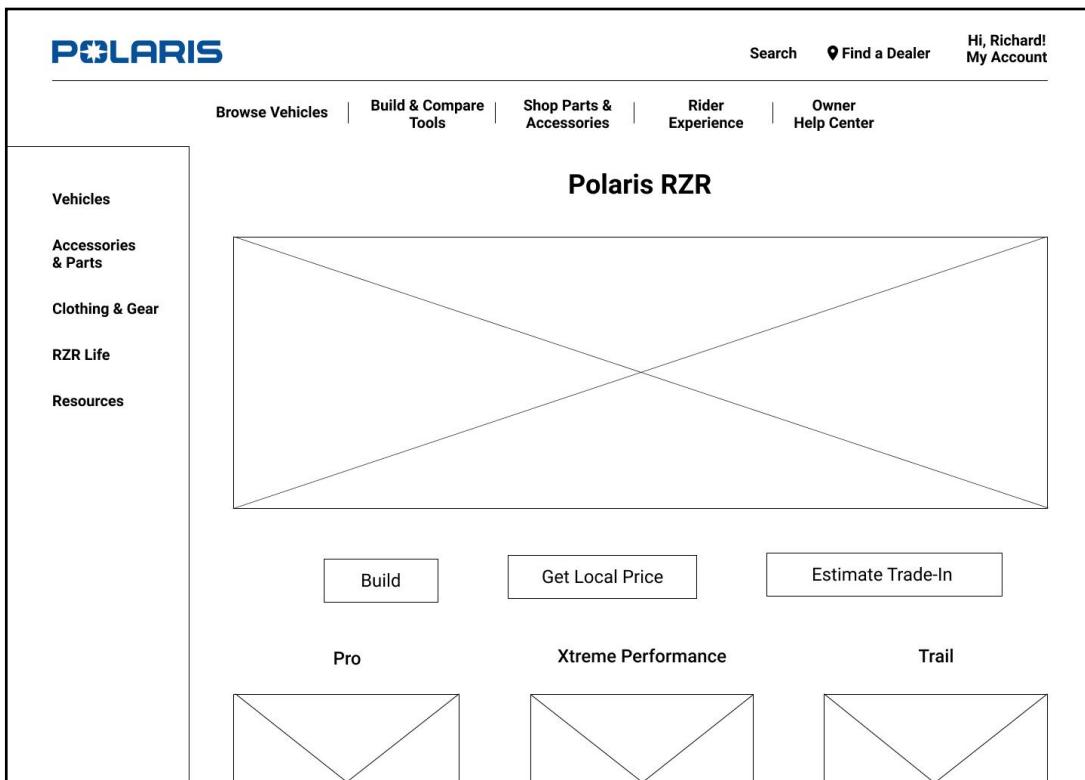
Navigation Bar “Owner Help Center” tab

Design Process: RZR Brand Page

RZR Page (Example of Polaris Vehicle Brand)

Initial Ideas

The main design change that we kept in mind when creating the RZR page, which is an example for how we would design all Polaris sub-brands, is the ability to access all of the other pages on the website. Polaris' current site architecture takes a user to a completely different domain when they want to access the RZR page.

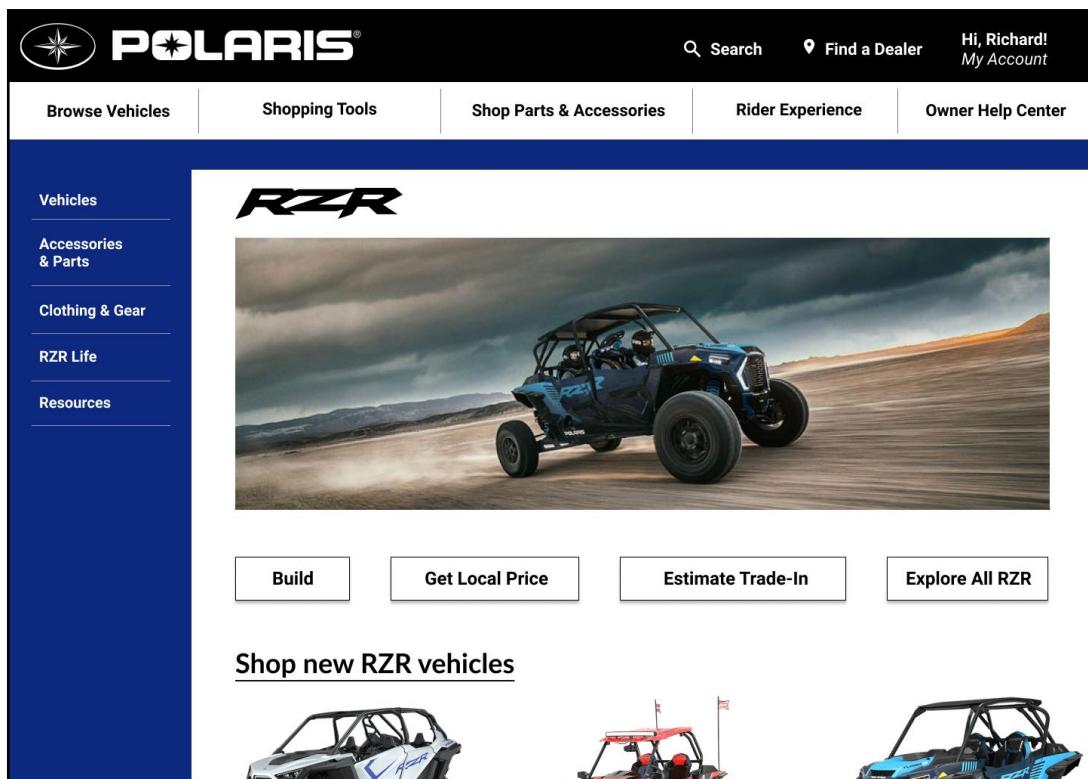


RZR Page Lo-Fi Wireframe

Design Process: RZR Brand Page

Final Design

In our design, we keep this page on polaris.com to allow users to access the main landing page and compare all Polaris sub-brands more easily. This fulfills the UX requirement of **consistent and fluid navigation**, making it easier to go back to other sub-brands and compare them to the RZR. This is particularly helpful for our **Nick the New Rider** persona, who would likely want to explore a few different options before committing to the RZR; making sure Nick doesn't have to reopen a new tab each time he wants to find a new vehicle is one way to improve this user flow. In transitioning from our wireframe to our final prototype, we decided to add an “Explore all RZR” button to provide access to a more comprehensive list of all options within the RZR brand.



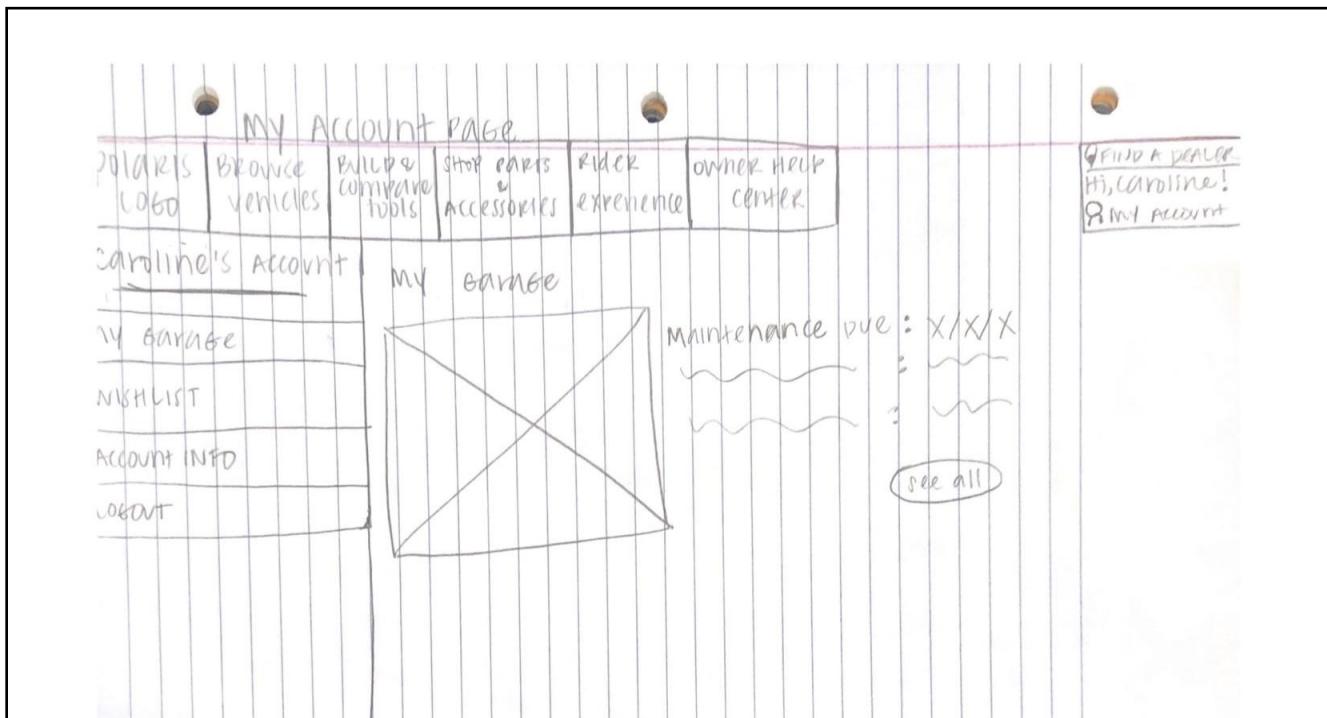
RZR Page High-Fi Design

Design Process: My Account

My Account

Initial Ideas

Polaris' current "my account" feature lacks personalization and fails to engage with users throughout their entire experience. In order to meet our UX design requirement to **personalize the content**, we first added a user greeting to customize the individual user experience once a user logs in. "Hi, Caroline!" is shown in the right hand corner of the sketch below:

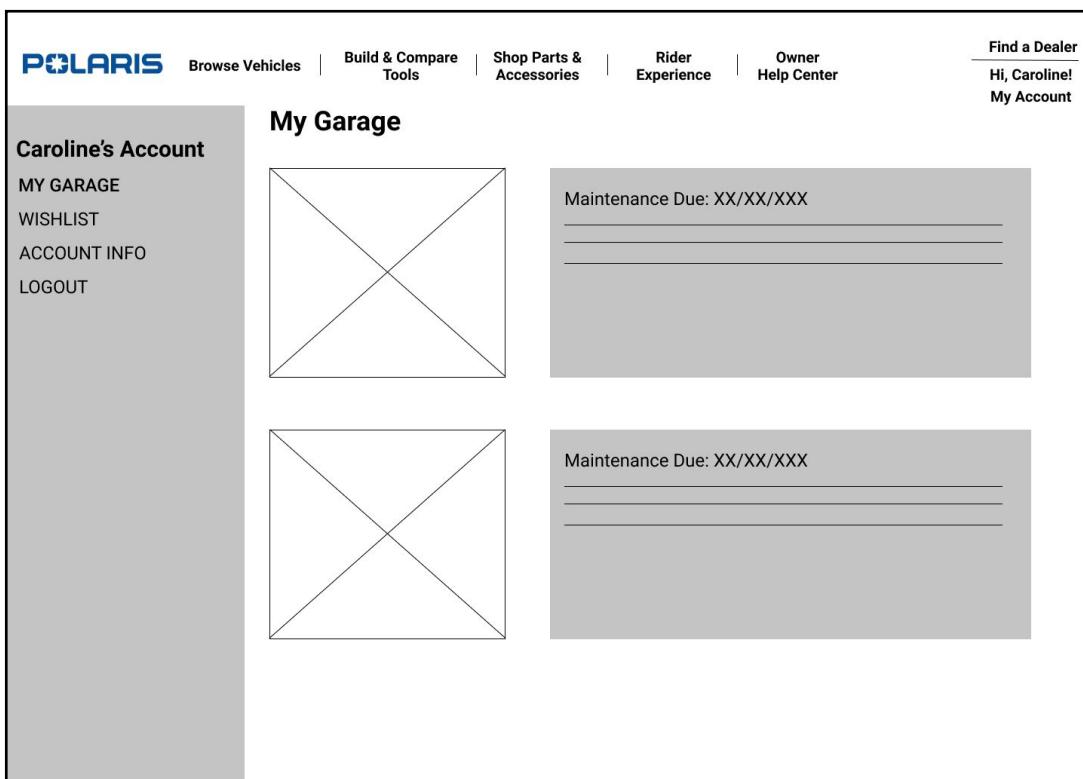


My Account Sketch

Design Process: My Account

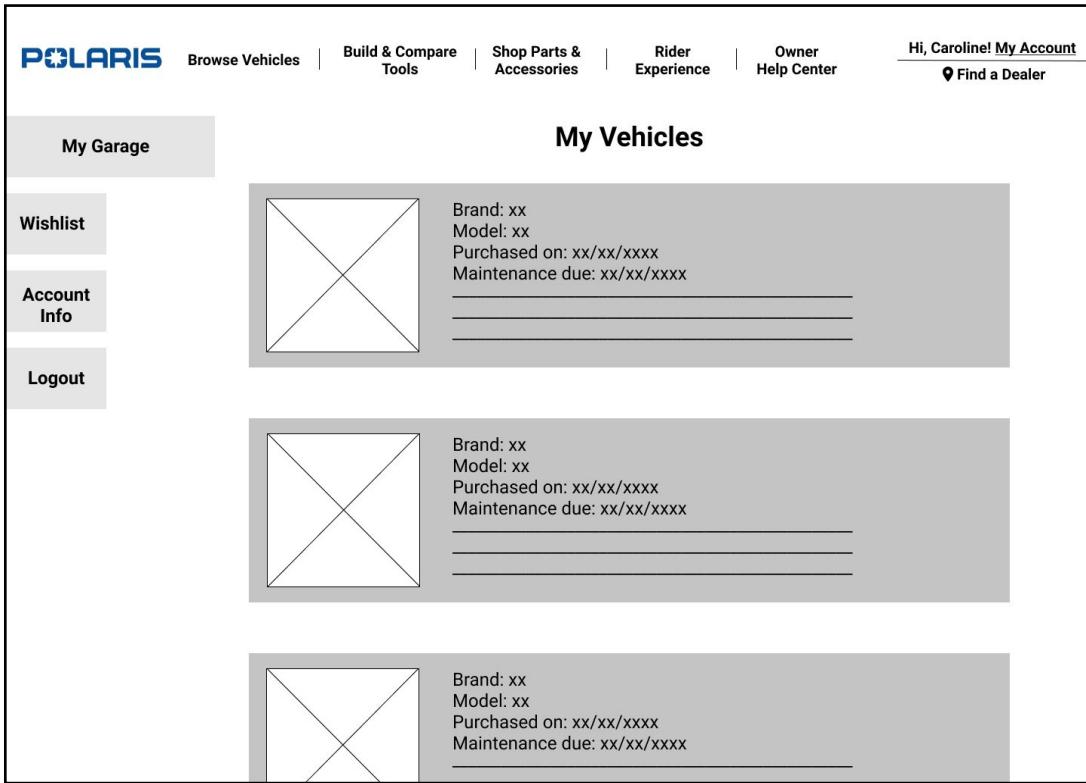
Connecting to Personas and UX Requirements

We designed additional ways to **personalize the content** for user's logging into the site in the wireframes below. "My Account" now provides a **login that encompasses all brands**. Once user's login to their account, they are taken to the "My Garage" landing page that provides all of a user's Polaris vehicles (not limited to only off-road or on-road vehicles, etc.) and the tabs on the left-hand side allow users to navigate through their own account in a personalized way. We brainstormed ideas for a user's "wishlist" which we later renamed to "saved vehicles" that contains vehicles users like and have marked to save for later. The last wireframe contains ideas to include tabs for "my preferred dealers, suggested parts and accessories, and my trails." Users like **Richard the Regular Rider** want new ideas for trails that are tailored to them and recommended parts and accessories to add-on to vehicles they've already purchased.



My Account Landing Page Lo-Fi Wireframe

Design Process: My Account



My Account Garage Page Lo-Fi Wireframe

Final Design

The final high-fidelity “my account” screens shown below meet the following UX design requirements: **a login that encompasses all brands, personalize the content, continue to engage with users throughout their entire experience as a Polaris customer, and consistent and fluid navigation.** Users can see all types of their Polaris vehicles, benefiting users like **Richard the Regular Rider** who own snow, off-road, and on-road vehicles.

To better the user experience, we wanted to find a way to incorporate personalization without overwhelming the user with options. We created a “My Garage” tab that benefits users like **Richard the Regular Rider** and **Will the Working Rider**. Within “My Garage,” we **personalized the content** through adding a maintenance and recommendations tab unique to not only every individual vehicle but also how and where a user has been riding the vehicle. In the high-fidelity frames below, **Richard the Regular Rider** has been riding in the desert and so the “Recommendations” tab offers him accessories to add-on to his vehicle that are unique to desert riding.

Design Process: My Account

Final Design

The “Maintenance” tab also shows his RZR Pro is overdue for maintenance, which would benefit users like **Will the Working Rider**. This new design enables Polaris to **continue to engage with users throughout their entire experience as a Polaris customer** through providing maintenance updates and vehicle accessory suggestions post-purchase of a Polaris vehicle. The **consistent and fluid navigation** of the “my account” page enables users to view pertinent information pertaining to each individual vehicle within their garage and easily navigate back to their garage through a back button as well as to other tabs in their account with a left-sided navigation bar.

The screenshot displays the Polaris My Garage High-Fi Design. At the top, the Polaris logo is on the left, followed by a search bar, a 'Find a Dealer' button, and a 'Hi, Richard! My Account' dropdown on the right. Below the header, a navigation bar includes links for 'Browse Vehicles', 'Shopping Tools', 'Shop Parts & Accessories', 'Rider Experience', and 'Owner Help Center'. A dark blue sidebar on the left is titled 'Richard's Account' and contains a 'My Garage' button (which is highlighted with a white border), along with links for 'My Preferred Dealers', 'My Trails', 'Saved Vehicles', and 'My History'. The main content area features a 'Welcome back, Richard!' message and a grid of six vehicle thumbnails. The vehicles shown are: RZR PRO XP (black), ACE 500 (blue), RANGER 570 FULL-SIZE (red), 600 Switchback XCR (black/red), RANGER XP 1000 EPS (green), and Slingshot SL Icon (white). Each vehicle thumbnail has its name labeled below it.

My Account My Garage High-Fi Design

Design Process: My Account

This screenshot shows the high-fidelity design of the vehicle detail page. At the top, there's a navigation bar with the Polaris logo, search, dealer find, and account information. Below is a sidebar with account links like My Garage, My Preferred Dealers, My Trails, Saved Vehicles, and My History. The main content area features a large image of a RZR PRO XP. Below it are tabs for MY VEHICLE, MAINTENANCE, and RECOMMENDATIONS. The MY VEHICLE tab is selected, showing vehicle details (2020 RZR PRO XP, VIN 123456789), manufacturer's warranty (expired December 12, 2019), and extended warranty (valid thru January 1, 2021). To the right, there are sections for VEHICLE SPECS (dimensions: 64" width, 181" height, 14.5 ground clearance) and OWNER'S MANUALS (links to PDFs for digital displays).

My Account Vehicle Detail High-Fi Design

This screenshot shows the maintenance screen for the vehicle detail page. It includes the same top navigation and sidebar as the previous design. The main content area features a large image of a RZR PRO XP. Below it are tabs for MY VEHICLE, MAINTENANCE, and RECOMMENDATIONS. A red warning icon indicates "DUE FOR MAINTENANCE: 03/10/2020". Below this, there are three circular cards: one for OIL (90% remaining, last checked 02/02/2019), one for TIRES (02/01/2020 last inspected), and one for ENGINE (02/01/2020 last inspected). At the bottom right, there's a link to "MY PREFERRED DEALER >".

My Account Vehicle Detail Maintenance Screen

Design Process: My Account

The screenshot shows the Polaris My Account interface. At the top, there's a navigation bar with the Polaris logo, a search bar, a 'Find a Dealer' button, and a 'Hi, Richard! My Account' greeting. Below the navigation is a horizontal menu with links: 'Browse Vehicles', 'Shopping Tools', 'Shop Parts & Accessories', 'Rider Experience', and 'Owner Help Center'. On the left, a sidebar titled 'Richard's Account' contains links for 'My Garage' (which is highlighted with a blue border), 'My Preferred Dealers', 'My Trails', 'Saved Vehicles', and 'My History'. Below this is a 'Settings' section with 'Account Information', 'Notifications', and a 'Log Out' link. The main content area features a large image of a Polaris RZR PRO XP. Below the image are three tabs: 'MY VEHICLE', 'MAINTENANCE', and 'RECOMMENDATIONS' (which is underlined). A message reads: 'Richard, based off your recent desert adventures, here are some new accessories to help with your riding.' Three accessory items are shown with 'Shop Now' buttons: 'Aluminum Roof', 'Hard Coat Poly Vented Full Windshield', and 'Premium Convex Rearview Mirror'.

My Account Vehicle Detail Recommendations Hi-Fi Design

Design Process: Discover Tool

Discover Tool

Initial Ideas

Through our customer surveys, heuristic evaluation, and other research, we found that Polaris could greatly benefit from adding a new tool, in addition to their current Build and Compare tools, called *Discover*, to help customers find the vehicle they are looking for. The new Discover tool that we built is for the purpose of connecting customers to their dream vehicle. It uses basic language that any user can understand no matter of experience with the on/off-roading industry on the left filter bar so that all users are able to use the tool. For example, we put helpful questions like “How do you plan to use your Polaris vehicle?” with simple options such as “hunting” and “mud” to make it easy for users to select their exact purpose. We also include a variety of filters so that users can narrow down their search based on many different categories. The tool works in real time and responds to clicking and unclicking the filters by showing less and less results as the search becomes more selective. We also include the type of models on the top so that the user can choose to focus on just one model, or all of them. The result of using the Discover Tool is the user finding the perfect vehicle that matches his/her needs.

Final Design

This new tool is particularly helpful for our **Nick the New Rider** persona because as a new rider with little background knowledge, Nick needs a tool that will help him find the best vehicle suited for his needs without having to do research and waste time learning about all the different and confusing terms. The Discover Tool is also helpful for all of our users regardless of needs because of the **personalization** that it provides our users. Additionally, it is designed consistently with our new feel and updated look that we have maintained on the rest of our newly designed pages. This provides users with a **consistent and fluid navigation** between this new page and the rest of the site, so as not to confuse them.

Design Process: Discover Tool

POLARIS®

Search Find a Dealer Hi, Richard! My Account

Browse Vehicles Shopping Tools Shop Parts & Accessories Rider Experience Owner Help Center

Discover Your Vehicle
showing 85 results

All models RZR Ranger General Sportsman Ace

Filter **Reset**

Years

Price

- under \$5,000
- \$5,000 - \$9,999
- \$10,000 - \$14,999
- \$15,000 - \$19,999
- \$20,000 - \$24,999
- \$25,000+

Usage

How do you plan to use your Polaris vehicle?

- property maintenance
- mud
- farming/ranching
- hunting
- trail
- performance
- casual riding/camping
- desert/dune riding
- utility
- youth

Seating Capacity

How many people will be riding together?

- 1 4
- 2 5
- 3 6

Power


RZR 570
Starting at \$10,599 US MSRP
Narrow-trail capable and efficient for an essential off-road experience on any terrain.


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Discover Tool with Filters

POLARIS®

Search Find a Dealer Hi, Richard! My Account

Browse Vehicles Shopping Tools Shop Parts & Accessories Rider Experience Owner Help Center

Discover Your Vehicle
showing 75 results

All models RZR Ranger General Sportsman Ace

Filter **Reset**

Years

Price

- under \$5,000
- \$5,000 - \$9,999
- \$10,000 - \$14,999
- \$15,000 - \$19,999
- \$20,000 - \$24,999
- \$25,000+

Usage

How do you plan to use your Polaris vehicle?

- property maintenance
- mud
- farming/ranching
- hunting
- trail
- performance
- casual riding/camping
- desert/dune riding
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How many people will be riding together?

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Discover Tool with Filters Applied

Design Process: Compare Tool

Compare Tool

Initial Ideas

The main issue we found with the Polaris compare tool was the inability to compare different vehicles types. We created a tool where all vehicles available on the Polaris website could be compared. Our user, **Nick the New Rider** is someone who does not know anything about off-road vehicles and finds it hard to pick one he likes without being able to compare them side by side. For example, this tool allows for users to compare all off-road vehicles with one another, unlike what is currently implemented on the Polaris website where users have to go to the specific brand and only be able to compare those vehicles.

To keep the color scheme consistent with the rebranding of the website, we changed the existing gray bar to a blue bar at the bottom of the screen to indicate that users have selected vehicles to compare. They are then taken to the Compare tool which has a minimalistic design and allows them to compare the vehicles specifications of differing vehicle types.

The screenshot shows the Polaris website's homepage with a dark header. The header includes the Polaris logo, a search bar, a 'Find a Dealer' button, and a 'Hi, Richard! My Account' button. Below the header is a navigation bar with links for 'Browse Vehicles', 'Shopping Tools', 'Shop Parts & Accessories', 'Rider Experience', and 'Owner Help Center'. The main content area is titled 'Find and Compare Vehicles'. On the left, there is a sidebar with a 'Filter' section containing dropdown menus for 'Years', 'Vehicle Type', 'Rider', 'Seating Capacity', 'Power', 'Color', 'Features', and 'Price Range'. To the right of the filter is a section titled 'New Vehicles!' featuring three off-road vehicles: 'RZR XP 4 1000 High Lifter' (black and yellow), 'RZR XP 4 Turbo' (red and black), and 'INDY VR1 137' (red and white). Each vehicle card includes its name, starting price (\$32,299, \$28,399, or \$12,499 US MSRP), a brief description, and a checkbox labeled 'Add to Compare'. A 'Sort By' dropdown menu is also visible above the vehicle cards. At the bottom of the page, there are three more vehicle cards that are partially cut off.

Compare Tool Initial Screen

Design Process: Compare Tool

POLARIS®

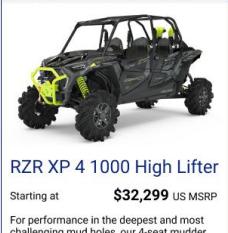
Search Find a Dealer Hi, Richard! My Account

Browse Vehicles Shopping Tools Shop Parts & Accessories Rider Experience Owner Help Center

Find and Compare Vehicles

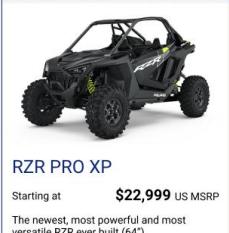
Sort By Price High to Low

| Filter | Reset |
|----------------------------------|-------------------------------------|
| Years | ▼ |
| Vehicle Type | ▲ |
| Off-Road Vehicles | <input checked="" type="checkbox"/> |
| On-Road Vehicles | <input type="checkbox"/> |
| Snow | <input type="checkbox"/> |
| Commercial, Government & Defense | <input type="checkbox"/> |
| Boats | <input type="checkbox"/> |
| Rider | ▼ |
| Seating Capacity | ▼ |
| Power | ▼ |
| Color | ▼ |
| Features | ▼ |
| Price Range | ▼ |



RZR XP 4 1000 High Lifter
Starting at \$32,299 US MSRP
For performance in the deepest and most challenging mud holes, our 4-seat mudder cuts through the deep.

Add to Compare



RZR PRO XP
Starting at \$22,999 US MSRP
The newest, most powerful and most versatile RZR ever built (64").

Add to Compare



RANGER CREW XP 1000 NorthStar Ultimate
Starting at \$28,999 US MSRP
Great features of NorthStar Premium plus tip-out windshield, power windows and Ride Command.

Add to Compare

Select up to 3 models to compare. RZR Pro XP Ranger XP 1000 **Compare Vehicles**

Compare Tool with Filter Applied

POLARIS®

Search Find a Dealer Hi, Richard! My Account

Browse Vehicles Shopping Tools Shop Parts & Accessories Rider Experience Owner Help Center

Find and Compare / Compare

Vehicle Comparison

| | RZR PRO XP | RANGER CREW XP 1000 NorthStar Ultimate |
|---------------------|---|--|
| Starting at US MSRP | \$22,999 | \$28,999 |
| Engine Type | ProStar Turbo H.O.; 4-Stroke DOHC Twin Cylinder Turbocharged | 4-Stroke Twin Cylinder DOHC |
| Front Suspension | High-Clearance Dual A-Arm with Stabilizer Bar and 20 in (50.8 cm) Usable Travel, 17 in (43.2 cm) Wheel Travel | Dual A-Arm 11 in (27.9 cm) Travel |
| Ground Clearance | 14.5 in (36.8 cm) | 13 in (33 cm) |
| Horsepower | 181 HP | 82 HP |
| Overall Width | 64 in (162.6 cm) | 65 in (165 cm) |
| Payload Capacity | 740 lb (336 kg) | 1,275 lb (578.3 kg) |

Compare Tool Final Screen

User Flows

[Click to view all user flows](#)

Successfully login to My Account

Landing Page - pre login

User opens Polaris site before logging in

Landing Page - pre login

User enters username and password to access their vehicle information

Landing Page - post login

User is brought back to landing page with personalized greetings, recommendations, and can now select their "My Account" page

View vehicle comparison of a "RZR Pro XP" and "Ranger CREW XP 1000 Northstar Ultimate"

Landing Page - post login

Click on the image under "Compare Tool"

Compare Tool

View the newest vehicles available for comparison
Click on "Vehicle Type" within the Filter section

Compare Tool

View the Vehicle Type Filter options
Click on "Off-Road Vehicles" within the Vehicle Type filter section

Landing Page - With Navbar

Click "Compare Tool" under Shopping Tools

Compare Tool

View the filtered vehicles

Click on the square next to "Add to Compare" under the vehicle profiles of the "RZR Pro XP" and "Ranger CREW XP 1000 Northstar Ultimate"

Compare Tool

View selected vehicles displayed at the bottom of the page

Click on "Compare Vehicles" on the bottom-right corner on the page

Compare Tool

View vehicle comparison

Viewing vehicle comparison of a "RZR Pro XP" and "Ranger CREW XP 1000 Northstar Ultimate" successful

User Flows

[Click to view all user flows](#)

View Information about a user's specific vehicle

Landing Page - post login

My Account - My Garage

My Account - My Vehicle

Landing Page - With Navbar

Click on RZR vehicle within garage

View vehicle details
Click on "Maintenance"

My Account - Maintenance

View vehicle maintenance
Click on "Recommendations"

My Account - Recommendations

View vehicle recommendations
Viewing information about specific vehicle successful

User Flows

[Click to view all user flows](#)

View Information about a user's specific vehicle

Landing Page - post login

My Account - My Garage

My Account - My Vehicle

Landing Page - With Navbar

Click on RZR vehicle within garage

View vehicle details
Click on "Maintenance"

My Account - Maintenance

View vehicle maintenance
Click on "Recommendations"

My Account - Recommendations

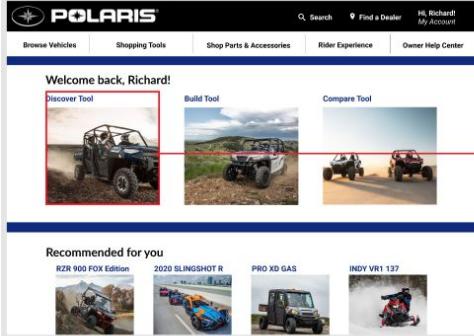
View vehicle recommendations
Viewing information about specific vehicle successful

User Flows

Click to view all user flows 

Find a new vehicle using the discover tool

Landing Page - post login



Welcome back, Richard!

Discover Tool

Build Tool

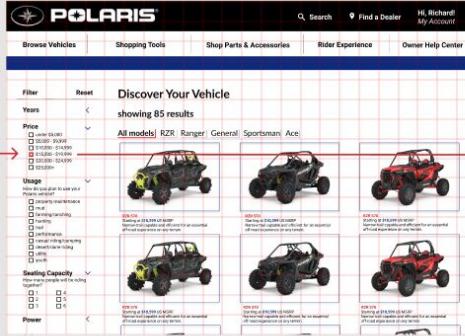
Compare Tool

Recommended for you

- RZR 900 FOX Edition
- 2020 SLINGSHOT R
- PRO XD GAS
- INDY VR1 137

Click on Discover Tool on home page

Discover Tool



Discover Your Vehicle
showing 85 results

All models: RZR, Ranger, General, Sportsman, Ace

Filter Reset

Years

Price

Usage

Seating Capacity

Power

Check boxes to filter through vehicles

Discover Tool - filtered



Discover Your Vehicle
showing 75 results

All models: RZR, Ranger, General, Sportsman, Ace

Filter Reset

Years

Price

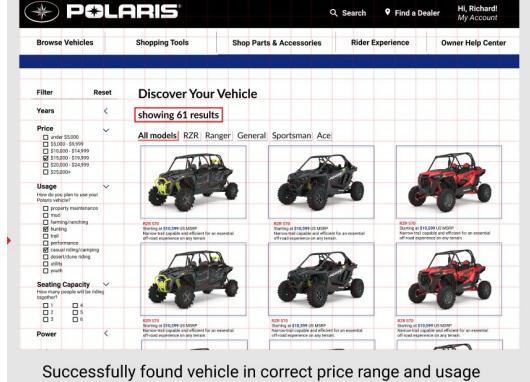
Usage

Seating Capacity

Power

Watch as results decrease as vehicles are filtered accordingly

Discover Tool - filtered 2



Discover Your Vehicle
showing 61 results

All models: RZR, Ranger, General, Sportsman, Ace

Filter Reset

Years

Price

Usage

Seating Capacity

Power

Successfully found vehicle in correct price range and usage

Final Prototype



[Link to Final Prototype](#)

The final stage of our design process involved putting all of our pages and user flows together in one clickable prototype. We chose to continue to use Figma for our prototyping stage because they have accessible and easy-to-use software. We began this process by connecting all links in the navigation bar to their respective pages that we built out.

We then worked through each user flow to make sure that all possible thought processes for achieving a task were obtainable. For example, our final design has two possible ways for a user to access their garage of vehicles, so we made sure to link both pathways.

In creating this prototype, we had a design that functioned well enough to move on to our next stage of validation. It allowed us to put a ‘working’ website in front of users and ask them to talk through their thought process and click through the site when we put a specific task in front of them. This also allowed us to compare tasks between our new prototype and Polaris’ current site, giving us insight as to whether the new design actually improves the user experience or not.

Validation
Analysis
Insights &
Recommendations

Validation Phase

Validation

Research Questions

- 1 Do the research tools improve the user's ability to find a new vehicle?
- 2 Do people find the structure of the new navigation bar more intuitive?
- 3 Do users find the My Account page to be tailored to their unique experience as a Polaris customer?

Process

We conducted **A/B moderated usability tests** to measure improvements our prototype made to the current Polaris website. We evaluated **6 participants who were all college-aged students that we are currently quarantined with as a result of the coronavirus pandemic**. During our testing, one set of users was shown Polaris' current site first followed by our prototype and another set of users was tested in the opposite order to eliminate potential biases. Because we did not test any real Polaris customers, we were unable to evaluate the "My Account" feature on Polaris' website. We only asked participants to perform tasks related to a user's account on our prototype.

| Materials | Procedure |
|---|---|
| <ul style="list-style-type: none">• Interactive prototype and Polaris website• Quicktime Player to capture screen and audio• Script with tasks and questions for participants | We began each test asking the pre-test questions, and then went through the assigned tasks for the current participant's group. After each task, we had the participant rank how easy or difficult the task was, asking him or her to describe why they chose their answer. After all tasks were completed, we had the user complete the post-test questionnaire. |

[Click to view validation test here](#)

Analysis

Demographics

Participant 1 is a female junior in the School of Information studying user experience design. She is from Tampa, FL and has no experience riding an off-road vehicle or purchasing one.

Participant 2 is a female senior at the University of Michigan studying sociology. She is from Chicago, IL has no prior experience with off-road vehicles.

Participant 3 is a female senior at the University of Michigan studying environmental science. She is from Los Angeles, CA and has only ever ridden an off-road vehicle once before.

Participant 4 is a male senior at the University of Michigan studying Computer Science. He is from Lagos, Nigeria and has no experience riding an off-road vehicle.

Participant 5 is a female senior at the University of Michigan studying Economics. She is originally from Moldova but has lived in Boca Raton, FL for years and has no experience riding an off-road vehicle.

Participant 6 is a female senior at the University of Michigan studying Mechanical Engineering. She is from St Louis, MO and her family owns an off-road vehicle.

Qualitative Analysis

Shopping Tool Task Results

Our first task tested a user's ability to find a vehicle in a specified price range for a predetermined activity. One constant issue that our usability tests highlighted was that if you did not know what each brand of Polaris vehicle was, you would have to go to each sub brand site to find more information. Also, three out of six of our subjects went to the "Shop" tab first because that was where they assumed they could shop for vehicles; in reality, the "Shop" tab is for parts and accessories, while the "Brands" tab helps customers find a vehicle they want to purchase. Even when a user went to the "Shop" page by accident, it was not clear that they had made a mistake. Users scrolled on the "Shop" page searching for a vehicle for a long time before being told that the vehicles are located on the "Brand" page. On our Figma prototype, however, this task proved much easier. With the three main shopping tools displayed on the landing page, all six of our test subjects quickly found the Discover tool and were able to intuitively use the filters to find the specified vehicle in the price range we requested.

Analysis

Shopping Tool Task Results Cont.

Our second task tested a user's ability to compare two different brands of Polaris vehicles. We were shocked that five out of six of our users were unable to complete the task on Polaris' site; most people gave up after finding the compare tool and only being able to compare within the same brand. They felt it was too much effort to manually pull up both brands' sites and compare vehicle by vehicle. Additionally, some users had no idea that you had to separately compare vehicles on different sites, and they tried to navigate backwards and forwards to select two vehicles from different brands to compare. This proved ineffective and wasted a lot of time. However, on our prototype, every user found the compare tool immediately because it was prominently displayed on the landing page. They appreciated the informative layout of the compare page, which visually displays each vehicle's information next to each other.

Navigation Task Results

Our navigation-specific tasks also highlighted some important usability differences between the two versions of the site. When asked to discover new trails, none of the participants succeeded in finding Ride Command. Three out of six found Polaris Adventures, which could be seen as accomplishing the task, but it shows that Ride Command is not as accessible from Polaris' site as it should be because none of our participants landed on that page. On our prototype, all six of our participants found Ride Command quickly under the "Rider Experience" tab with little explanation other than "it was obvious".

Our last navigational task asked users to find recent news and events posted by Polaris. Three of the participants completed this easily because they had seen it when scrolling past during previous tasks. Two other participants found the news section fairly easily through the navbar, and one participant was unable to complete the task. On our prototype, every participant found the news and events section very easily, with the unanimous difficulty score being a one.

Analysis

Account Task Results

For the My Account section, we were unable to test Polaris' site because our participants did not already have a My Account set up. On our prototype, two of the six participants looked for their personal vehicles under "Owner Help Center," which was something that we did not anticipate in our original design. However, the other four participants found the My Account page and their personal vehicle's maintenance records very quickly and directly. One participant said she "assumed 'My Account' meant things that she owned,' and that she appreciated the helpful headings that led her in the right direction. Once participants found the My Account, locating the recommended accessories from Polaris was very simple and intuitive; the only negative comment was that "Recommendations" did not necessarily imply that they would be accessories. One participant also noticed the recommendations section on the landing page and noted that would be helpful. Another user commented that she liked the design of the My Account page a lot.

Analysis

Quantitative Analysis

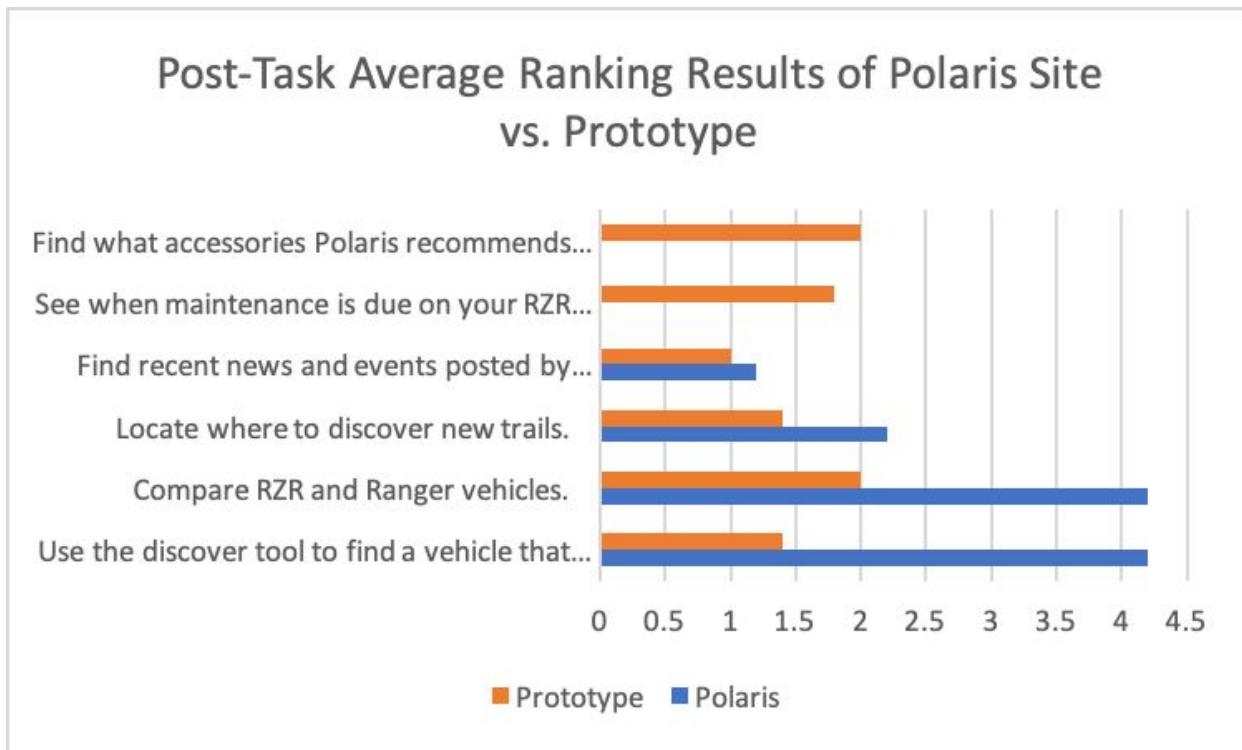
Polaris Post-Task Rankings Results

| | Use the discover tool to find a vehicle that is between \$15,000-\$19,999 and can be ridden for hunting or casually/ for camping. | Compare RZR and Ranger vehicles. | Locate where to discover new trails. | Find recent news and events posted by Polaris |
|---------------|--|---|---|--|
| Participant 1 | 5 | 5 | 2 | 1 |
| Participant 2 | 3 | 2 | 2 | 1 |
| Participant 3 | 5 | 4 | 3 | 1 |
| Participant 4 | 5 | 5 | 2 | 2 |
| Participant 5 | | | | |
| Participant 6 | 3 | 5 | 2 | 1 |
| Average | 4.2 | 4.2 | 2.2 | 1.2 |

Prototype Post-Task Rankings Results

| Participants | Use the discover tool to find a vehicle that is between \$15,000-\$19,999 and can be ridden for hunting or casually/ for camping. | Compare RZR and Ranger vehicles. | Locate where to discover new trails. | Find recent news and events posted by Polaris | See when maintenance is due on your RZR vehicle. | Find what accessories Polaris recommends for your RZR vehicle. |
|---------------|--|---|---|--|---|---|
| Participant 1 | 1 | 3 | 1 | 1 | 2 | 2 |
| Participant 2 | 2 | 1 | 1 | 1 | 1 | 1 |
| Participant 3 | 1 | 2 | 1 | 1 | 3 | 4 |
| Participant 4 | 2 | 3 | 2 | 1 | 1 | 1 |
| Participant 5 | | | | | | |
| Participant 6 | 1 | 1 | 2 | 1 | 2 | 2 |
| Average | 1.4 | 2 | 1.4 | 1 | 1.8 | 2 |

Analysis



From our post-task average results, it is clear that our prototype allowed participants to perform each task more easily. The four tasks we had participants perform on each test variable were all ranked as easier to perform on the prototype. Each task's "easiness ranking" improved by over 1 point, excluding the ranking of the task "Find recent news and events posted by Polaris." This task was only improved by .2 points; however, it was initially ranked at a 1.2 on Polaris' site, and therefore, its current ranking at 1 is as much as it can improve.

The two tasks "Compare Ranger and RZR vehicles" and "Find what accessories Polaris recommends" both have ranking averages of 2. We will explore how to adjust our final design to improve these tasks so that all of our post-tasks rankings might round to an average of an easiness of 1.

Analysis

Polaris Post-Test Rankings Results

| Participants | I think I would like to use this system frequently. | I found the system unnecessarily complex. | I thought the system was easy to use. | I think that I would need the support of a technical person to be able to use this system. | I found the various functions in this system were well integrated. |
|----------------|---|---|---------------------------------------|--|--|
| Participant 1 | 3 | 1 | 4 | 1 | 5 |
| Participant 2 | 5 | 1 | 5 | 1 | 5 |
| Participant 3 | 4 | 3 | 4 | 1 | 4 |
| Participant 4 | 3 | 2 | 4 | 2 | 3 |
| Participant 5 | 4 | 2 | 4 | 1 | 3 |
| Participant 6 | 4 | 1 | 5 | 1 | 3 |
| Average | 3.833333333 | 1.666666667 | 4.333333333 | 1.166666667 | 3.833333333 |

| Participants | I thought that there was too much inconsistency in this system. | I would imagine that most people would learn to use this system very quickly. | I found the system very cumbersome to use. | I felt very confident using the system. | I needed to learn a lot of things before I could get going with this system. |
|----------------|---|---|--|---|--|
| Participant 1 | 1 | 4 | 1 | 4 | 1 |
| Participant 2 | 1 | 5 | 1 | 5 | 1 |
| Participant 3 | 1 | 5 | 2 | 4 | 2 |
| Participant 4 | 3 | 4 | 2 | 2 | 2 |
| Participant 5 | 1 | 3 | 1 | 4 | 1 |
| Participant 6 | 1 | 5 | 2 | 5 | 2 |
| Average | 1.333333333 | 4.333333333 | 1.5 | 4 | 1.5 |

Our Post-Test Questionnaire showed that our prototype was an overall improvement of the system design. We used a scale from 1 (strongly disagree) to 5 (strongly agree) throughout our Post-test questionnaire.

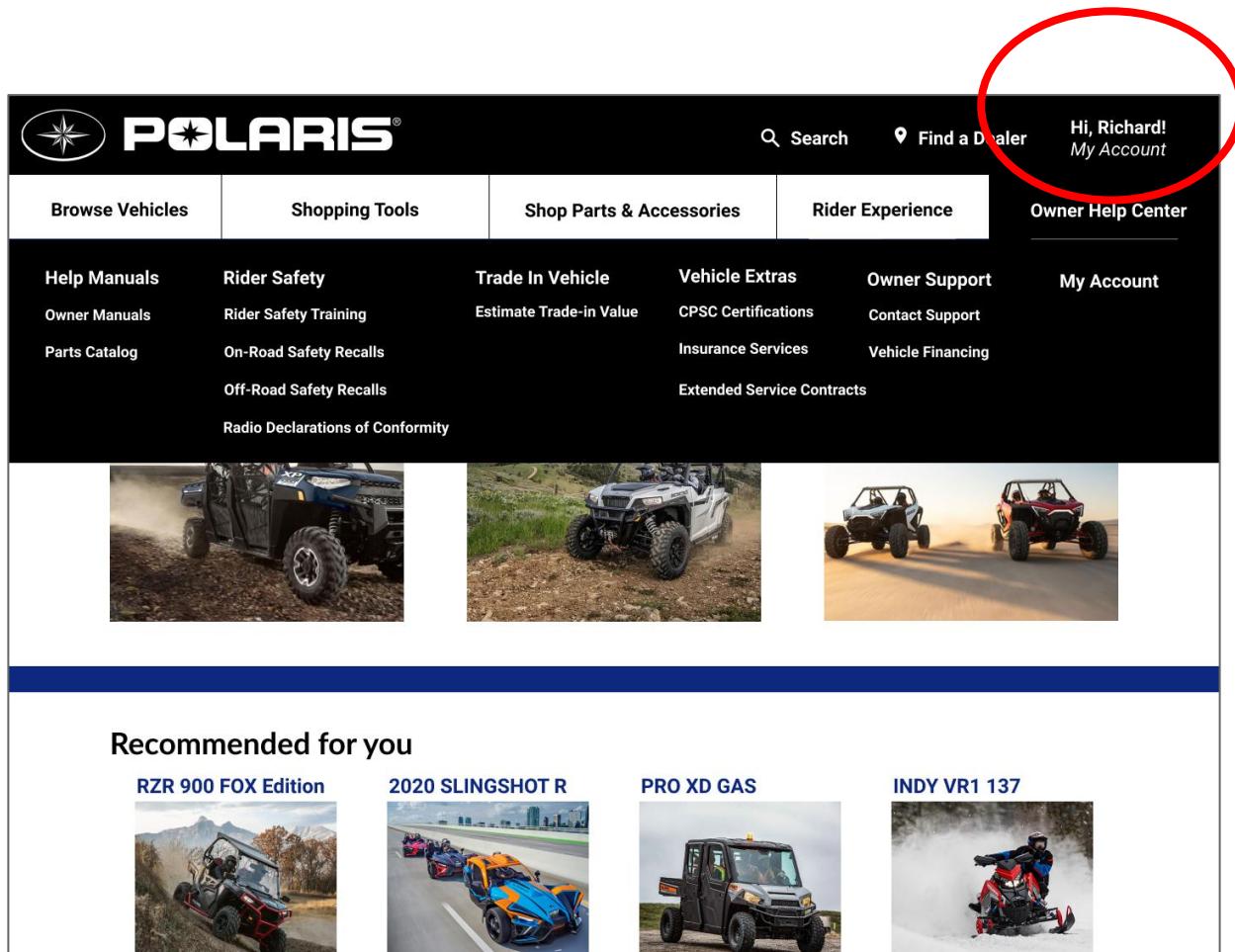
The statement, "I found the system unnecessarily complex" was rated 1.67 on average by the participants and "I thought the system to use was easy to use" was given a 4.33 rating. When asked "I would imagine that most people would learn to use this system very quickly" participants, on average, rated it a 4.33 which correlates to being between Somewhat and Strongly Agree. Participants also felt "very confident using the system" which they gave an average rating of 4.

This helps show us that the prototype of the Polaris website was very helpful and intuitive to use by the participants of our moderated usability tests.

Insights & Recommendations

1 Owner Help Center Confused with My Account

When asked to find their personal vehicle, a few of our participants were drawn to the “Owner Help Center” tab within the navigation bar. They felt that is where all of the information concerning owning a vehicle should be, rather than our intended structure of keeping personal vehicle information within the My Account page. We recognize that, since none of our participants were Polaris vehicle owners, they could be biased because they did not necessarily know that there would be an account section on the site. Still, the wording led some of our tests astray and we should either consider restructuring how to access the My Account information or rewording the “Owner Help Center” tab within the navbar.



The screenshot shows the top navigation bar of the Polaris website. On the left is the Polaris logo. To the right are search and dealer location links. Further right is a 'Hi, [User Name]! My Account' link, which is circled in red. Below the main navigation bar is a secondary row of links: 'Browse Vehicles', 'Shopping Tools', 'Shop Parts & Accessories', 'Rider Experience', 'Owner Help Center', 'Help Manuals', 'Rider Safety', 'Trade In Vehicle', 'Vehicle Extras', 'Owner Support', 'My Account', 'Owner Manuals', 'Rider Safety Training', 'Estimate Trade-in Value', 'CPSC Certifications', 'Contact Support', 'Parts Catalog', 'On-Road Safety Recalls', 'Insurance Services', 'Vehicle Financing', and 'Off-Road Safety Recalls', 'Extended Service Contracts'. Below this is a row of three images showing different Polaris vehicles in action. At the bottom is a 'Recommended for you' section featuring four more vehicle models with images: 'RZR 900 FOX Edition', '2020 SLINGSHOT R', 'PRO XD GAS', and 'INDY VR1 137'.

Add a link to “My Account” under “Owner Help Center” in navigation bar so that owners can access the my account through multiple user flows

Insights & Recommendations

2 Users Found “Recommendations” to be an Unclear Key Word

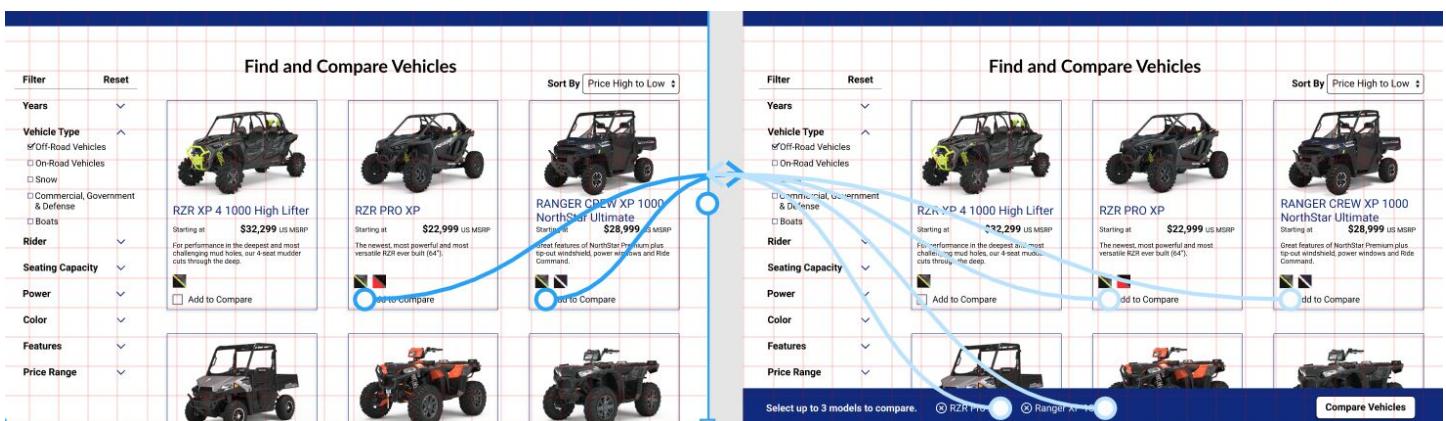
During the task to find accessories that Polaris recommends for the owner's specific vehicle, some of our participants were confused as to what the “Recommendations” tab under the My Garage vehicle page was for. They had noticed the generic “Recommended For You” section on the landing page, and were confused as to why there were two separate sections. Our intended design was to have recommendations for parts and accessories for that specific vehicle within the Vehicle profile page on My Account with general recommendations based on the user's browsing habits.

Keep the term “Recommendations” and assume users will learn that recommended accessories will appear under this category when they view a vehicle in their garage.

3 Some User Flows Were Unnatural Because the Prototype was Unclickable

The compare vehicle tool confused some users who were unable to add vehicles by manually checking them. Vehicles appeared as already checked to the user, and the prototype did not force the users through the flow of adding vehicles to the tool to compare. This lack of prototyping the entire flow made the purpose of the compare tool confusing to users.

The Discover tool only allowed for users to click on the Usage of the vehicle in a certain order. Which also caused confusion since the task asked them to select vehicles with specific filters but it wasn't allowing them to do so in whichever order they wanted to approach the task.



Add additional clicks to the compare tool so users can be led through the entire process of comparing a vehicle without preselected items

Insights & Recommendations

4 Participants Who Navigated to Polaris' Sub-sites (such as offroad) Did Not Notice They Were No Longer on Polaris' Main Site

Many participants navigated to the Polaris off-road site to either compare a RZR and Ranger vehicle or complete another task. We found it interesting that these participants often did not realize they were no longer on Polaris' main site and that they were on a sub-site. As moderators, we had to direct them back to the main site to complete the rest of the tasks.

5 System Design Overall Improved

Based on our post-test questions, our participants found that the overall design of the prototyped Polaris Website was not unnecessarily complex, found it easy to use, and they imagined that others would learn to use the system quickly as they did. They disagreed that there was inconsistency throughout the design and they didn't need to know a lot of things before using the design.

Further Validation

Design to Reflect

Actions

Increased Profile

Personalization

Ride Command

Integration

Social Media

Integration

Final Recommendations

Final Recommendations

Further Validation

We recommend furthering validation by testing actual Polaris customers. Testing actual Polaris customers will determine whether or not the My Account features have improved as well as validate that the prototype improves other site functions.

Design to Reflect Actions

Frequent users will know what the Discover, Build, and Compare Tools do from experience, but the photos that are currently featured to distinguish each tool from each other are not differentiating the tools well. Each tool has different functions, but the functions are not apparent through the current visuals that are used. We recommend changing the design of the images, maybe even using a moving image or GIF to showcase a sneak peak of what the tool is capable of. This will clear up confusion when the user is faced with the three options below.

The screenshot shows the Polaris website's homepage. At the top, there is a navigation bar with links for "Search", "Find a Dealer", "Hi, Richard!", and "My Account". Below the navigation bar, there are five main menu items: "Browse Vehicles", "Shopping Tools", "Shop Parts & Accessories", "Rider Experience", and "Owner Help Center". A "Welcome back, Richard!" message is displayed. Below the menu, there are three sections: "Discover Tool" (showing a blue RZR), "Build Tool" (showing a white RZR), and "Compare Tool" (showing two RZRs). A red arrow points from the "Compare Tool" section towards the "Potential Build Tool Image" on the right.



Potential Build Tool Image

Final Recommendations

Increased Profile Personalization

Gamifying the user's profile would increase site personalization and ensure users stay engaged with Polaris post-vehicle purchase. Providing users the opportunity to earn points or badges and status (loyalty levels) can increase user return rate.

The following gamification additions could improve the user experience:

1. Badges - Users could earn badges for completing a number of rides (1, 5, 10, 20, etc.), completing a new type of ride (mudding, camping, etc.), or riding a number of days in a row.
2. Loyalty Levels - Users could be upgraded to higher loyalty levels the more Polaris vehicles they buy or the longer they are a Polaris customer.
3. Offering Rewards - Polaris could offer users rewards as incentives, such as unlocking discount codes, to complete badges or become a higher loyalty level.

Nike Run Club's App Gamification



Potential Polaris Gamification Implementations Inspired by Nike Run Club's App:

- Ability to see **live feedback** while in ride
- Ability to see **past maps** of rides
- **Record achievement badges**
- Ability to **challenge friends** on rides

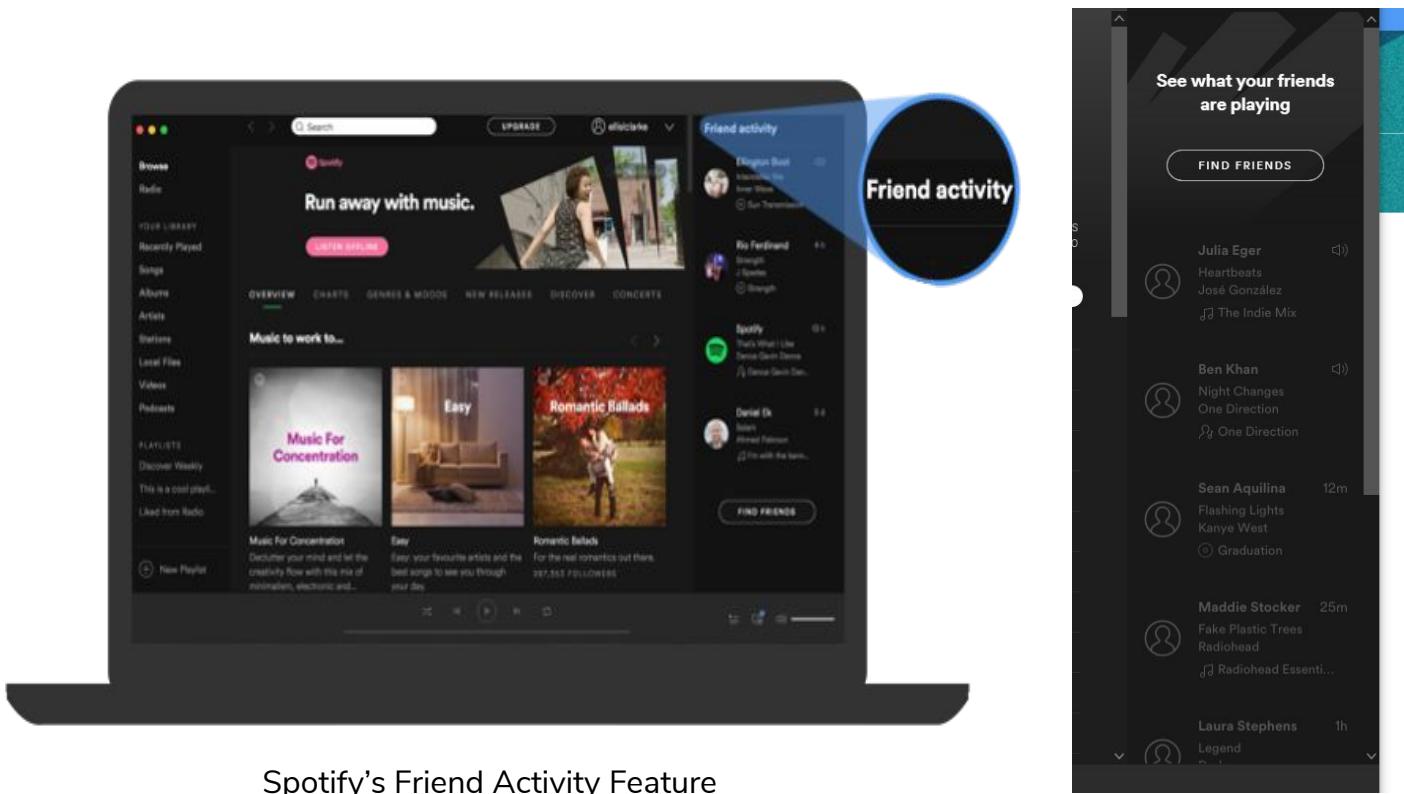
Final Recommendations

Ride Command Integration

Some Polaris customers are already aware of what Ride Command is; however, we want to make sure that all customers know what the tool is and what it offers to their overall experience. We recommend a stronger presence of the tool so users know that they can connect their vehicle to build a virtual garage and stay up to date with their vehicle information, plan and track routes with the ride planning tool and share those rides with others, and keep track of maintenance of their vehicle. There are many services that Polaris offers through Ride Command which would eliminate the need of having to search on another website to accomplish tasks. Customers need to know that it is already available and ready for them to use.

Social Media Integration

Allowing for users to share information about the rides they have been on could be a great way to integrate social media into the user experience. Similar to the Friend Activity feature on Spotify, Polaris could implement a feature that shows the activity of any friends or public profiles (including brands and celebrities) that you follow. Users could have the option to opt-in to a service like this where they can upload photos from their rides and connect with other Polaris customers with similar riding habits. This would encourage a sense of community between riders.



Spotify's Friend Activity Feature