Logical Increments

FullStory Test Results

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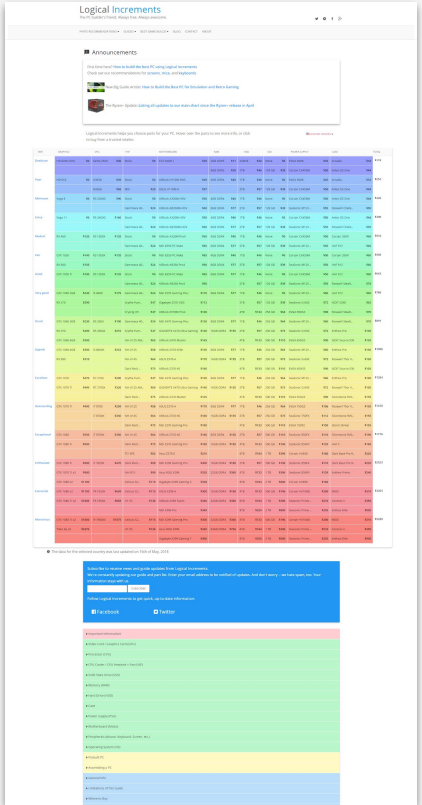
The Logical Increments Home



Test Specifications

Users

5,202 People (6,429 Sessions)

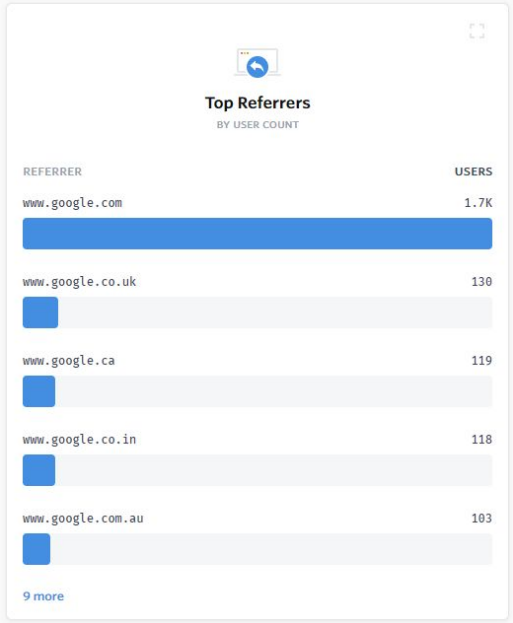
Test Settings

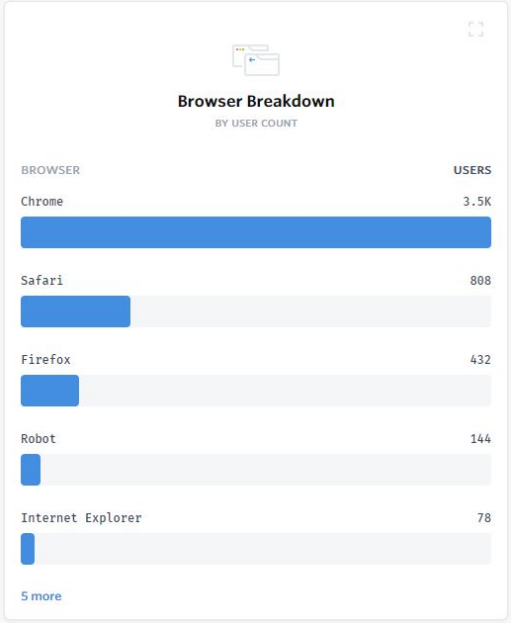
Mouse Tracking
Clicks
Scrolling Speed
Session Length
Active Time
Dead Clicks

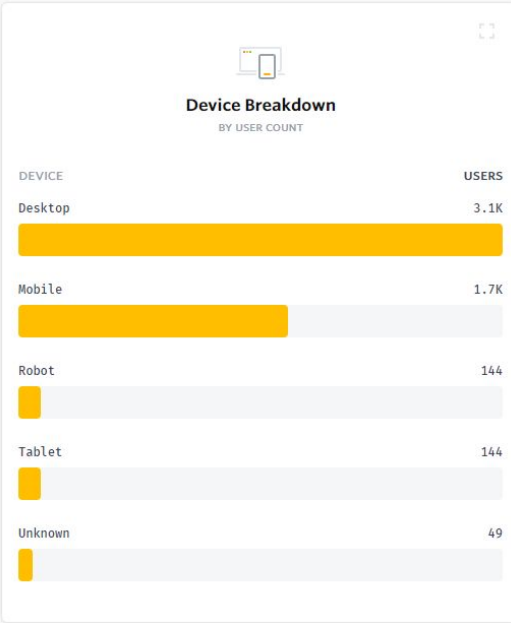
https://app.fullstory.com/ui/D2KX8/segments/everyone/people/o

Findings Overview

Referrers, browser and device breakdown:







Findings: Table Comparison I

For several users, the **comparison between products in the parts table** is done by moving the mouse vertically or horizontally.

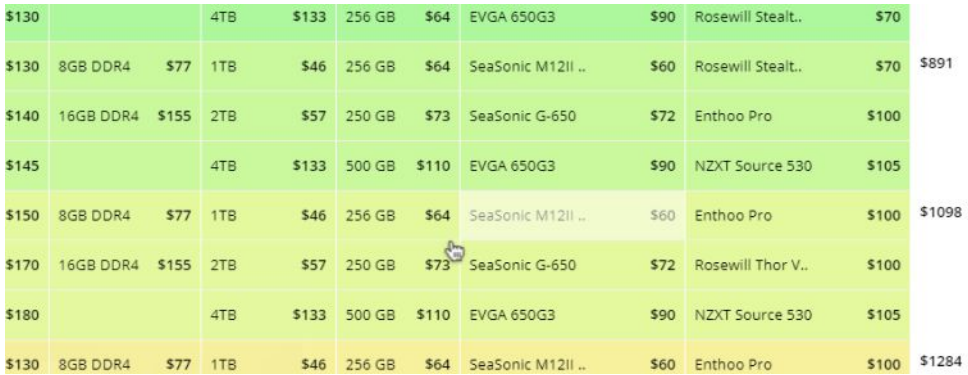
The modal design prevents this from happening smoothly. Users move the mouse, the modal covers the product name, they move the mouse out and try again.

Example: **user 5029, 5182 (can't compare), 5348 (0:40 can compare column), 5511 (can compare rows)**

Findings: Table Comparison II

Some users seem to **use the mouse cursor to "mark" where they are** (column, row) as they explore the table. However this triggers the modal, so there is a "conflict" between using the mouse and not covering important information.

Example: **user 5646**

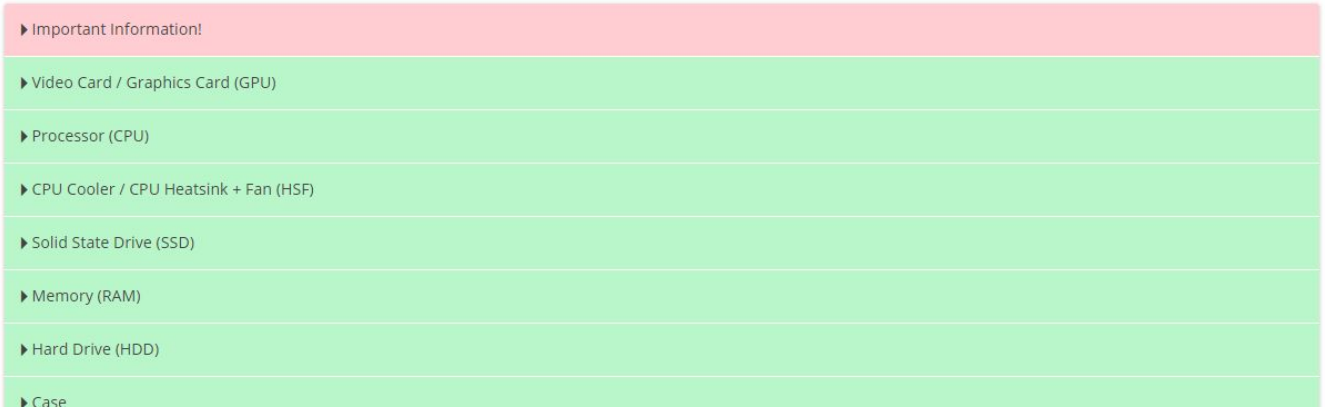


$130			4TB	$133	256 GB	$64	EVGA 650G3	$90	Rosewill Stealt..	$70	
$130	8GB DDR4	$77	1TB	$46	256 GB	$64	SeaSonic M12II ..	$60	Rosewill Stealt..	$70	$891
$140	16GB DDR4	$155	2TB	$57	250 GB	$73	SeaSonic G-650	$72	Enthoo Pro	$100	
$145			4TB	$133	500 GB	$110	EVGA 650G3	$90	NZXT Source 530	$105	
$150	8GB DDR4	$77	1TB	$46	256 GB	$64	SeaSonic M12II ..	$60	Enthoo Pro	$100	$1098
$170	16GB DDR4	$155	2TB	$57	250 GB	$73	SeaSonic G-650	$72	Rosewill Thor V..	$100	
$180			4TB	$133	500 GB	$110	EVGA 650G3	$90	NZXT Source 530	$105	
$130	8GB DDR4	$77	1TB	$46	256 GB	$64	SeaSonic M12II ..	$60	Enthoo Pro	$100	$1284

Findings: Information Expanders

Most user seem to understand how the expanders at the bottom of the table mean, and use them correctly. They scan the content using headlines as anchors. Some more formatting would benefit the scanning - inclusion of images, titles, bold text, etc.

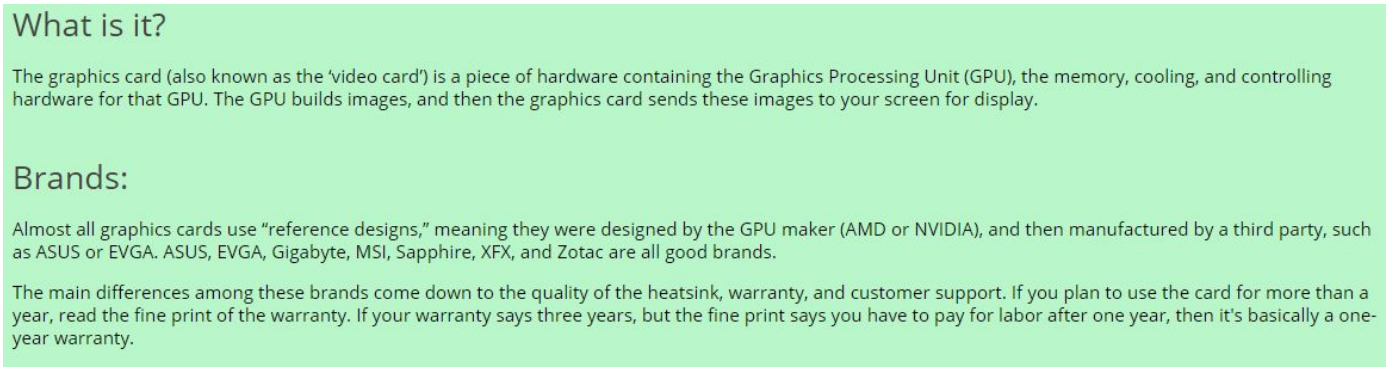
Example: **user 5045**



Findings: Text Scanning

In general, users that have a goal (for example look for certain parts) seem to **scan text quickly looking for relevant information**. This reinforces the need for more text formatting and shorter line widths.

Example: **user 5045, 5087**



What is it?

The graphics card (also known as the 'video card') is a piece of hardware containing the Graphics Processing Unit (GPU), the memory, cooling, and controlling hardware for that GPU. The GPU builds images, and then the graphics card sends these images to your screen for display.

Brands:

Almost all graphics cards use "reference designs," meaning they were designed by the GPU maker (AMD or NVIDIA), and then manufactured by a third party, such as ASUS or EVGA. ASUS, EVGA, Gigabyte, MSI, Sapphire, XFX, and Zotac are all good brands.

The main differences among these brands come down to the quality of the heatsink, warranty, and customer support. If you plan to use the card for more than a year, read the fine print of the warranty. If your warranty says three years, but the fine print says you have to pay for labor after one year, then it's basically a one-year warranty.

Findings: Tier Reference

Users that explore **Game Builds and check the tables** need to go back and forth to the home to see what tier is better for the game.

This is a good opportunity for linking the Tiers directly to the table with an anchor, so the user knows exactly where they are.

Example: **user 4999, 3024**

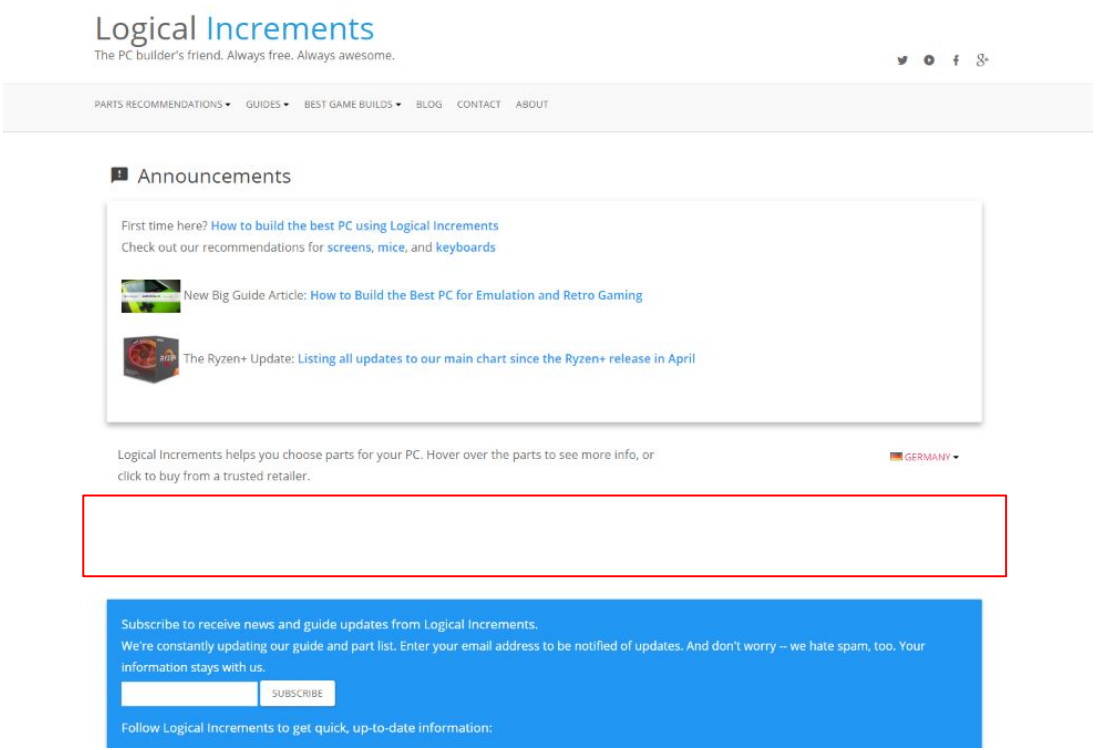
on the Ultra graphics preset:

Tier	1600x900	1920x1080	2560x1440	3840x2160
Destitute ($180)	Unplayable	Unplayable	Unplayable	Unplayable
Poor ($260)	Unplayable	Unplayable	Unplayable	Unplayable
Minimum ($350)	Borderline	Unplayable	Unplayable	Unplayable
Entry ($415)	Playable	Borderline	Unplayable	Unplayable
Modest ($450)	Playable	Playable	Unplayable	Unplayable
Fair ($500)	Smooth	Playable	Borderline	Unplayable
Good ($630)	Smooth	Smooth	Playable	Unplayable
Very Good ($750)	Very Smooth	Smooth	Playable	Unplayable
Great ($900)	Very Smooth	Very Smooth	Playable	Unplayable
Superb ($1000)	Silky Smooth	Very Smooth	Smooth	Borderline

Findings: Missing Table

If the connection is slow, the parts table doesn't load in time and some users scroll past it without realizing something is going to appear.

Example: **user 4536, 4963, 5517**



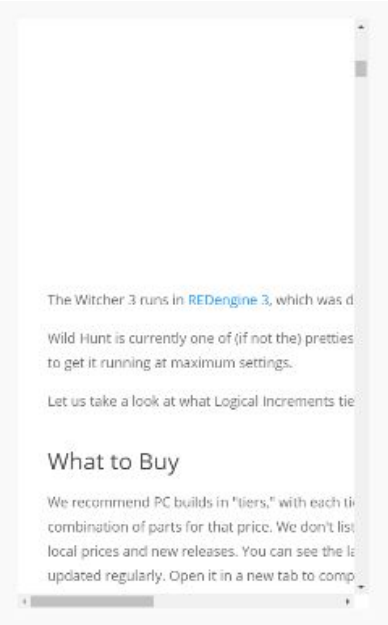
Findings: Mobile Issues

Mobile users seem to have struggled to understand and use the table, and some instances on the menu. A lot of scrolling, up and down and sideways, or losing the context of what they were exploring.

The same issue appears on some game pages, where the text is too long and doesn't adjust to the screen size.

While the table requires more changes to be "fixed", the game page should adjust with minimum changes needed.

Example: **user 5088 (Home), 5042 (Game)**



Findings: Clicking on Table

At least one user tried to click on the price in the Parts Table, although it contains no link.

Example: **user 5089**

TIER	GRAPHICS		CPU		HSF		MOTHERBOARD		RAM		HDD		SSD		POWER SUPPLY		CASE		TOTAL
Destitute	HD 8240 (IGP)	$0	Semp 2650	$30	Stock	$0	ECS KAM1-I	$35	2GB DDR3	$11	250GB	$20	None	$0	EVGA 500B	$45	Arcadia	$33	$174
									4GB DDR3	$30	1TB	$46	128 GB	$39	Corsair CX450M	$50	Antec GS One	$44	
Poor	HD 610	$0	G3930	$39	Stock	$0	ASRock H110M-HDS	$49	4GB DDR4	$40	1TB	$46	None	$0	EVGA 500B	$45	Arcadia	$33	$252
			G4560	$58	M9I	$20	ASUS H110M-A	$57			2TB	$57	128 GB	$39	Corsair CX450M	$50	Antec GS One	$44	
Minimum	Vega 8	$0	R3 2200G	$96	Stock	$0	ASRock A320M-HDV	$50	4GB DDR4	$40	1TB	$46	None	$0	Corsair CX450M	$50	Antec GS One	$44	$326
					Gammaxx 40..	$24	ASRock AB350M-HDV	$60	8GB DDR4	$77	2TB	$57	128 GB	$39	SeaSonic M12II ..	$55	Rosewill Challe..	$50	
Entry	Vega 11	$0	R5 2400G	$160	Stock	$0	ASRock A320M-HDV	$50	4GB DDR4	$40	1TB	$46	None	$0	Corsair CX450M	$50	Antec GS One	$44	$390
					Gammaxx 40..	$24	ASRock AB350M-HDV	$60	8GB DDR4	$77	2TB	$57	128 GB	$39	SeaSonic M12II ..	$55	Rosewill Challe..	$50	
Modest	RX 460	$120	R5 1500X	$135	Stock	$0	ASRock A320M Pro4	$65	4GB DDR4	$40	1TB	$46	None	$0	Corsair CX450M	$50	Corsair 200R	$60	$516
					Gammaxx 40..	$24	MSI B350 PC Mate	$85	8GB DDR4	$77	2TB	$57	128 GB	$39	SeaSonic M12II ..	$55	HAF 912	$60	
Fair	GTX 1050	$140	R5 1500X	$135	Stock	$0	MSI B350 PC Mate	$85	4GB DDR4	$40	1TB	$46	None	$0	Corsair CX450M	$50	Corsair 200R	$60	$556
	RX 560	$155			Gammaxx 40..	$24	ASRock AB350 Pro4	$90	8GB DDR4	$77	2TB	$57	128 GB	$39	SeaSonic M12II ..	$55	HAF 912	$60	
Good	GTX 1050 Ti	$190	R5 1500X	$135	Stock	$0	MSI B350 PC Mate	$85	8GB DDR4	$77	1TB	$46	None	$0	Corsair CX450M	$50	HAF 912	$60	$643
					Gammaxx 40..	$24	ASRock AB350 Pro4	$90			2TB	$57	128 GB	$39	SeaSonic M12II ..	$55	Rosewill Stealt..	$70	
Very good	GTX 1060 3GB	$230	I5 8400	$179	Gammaxx 40..	$24	MSI Z370 Gaming Plus	$110	8GB DDR4	$77	1TB	$46	None	$0	SeaSonic M12II ..	$60	HAF 912	$60	$786
	RX 570	$290			Scythe Fum..	$47	Gigabyte Z370 HD3	$112			2TB	$57	128 GB	$39	SeaSonic G-650	$72	NZXT S340	$63	

Conclusions

It’s noted that users:

- Generally struggle with the **size of the parts table**;
- Sometimes don’t see the table because they **scroll too fast**;
- Seem to (at least at first) be disturbed in their workflow by the **parts table modals**, although they apprently do much better once their behavior is learned - still some covering issues;
- Rely on scanning (in this case mostly **written) information to fulfill a goal** (finding a part or build);
- **Read a lot** (long sessions with little mouse movement);
- Are generally engaged by **images and tables**;
- Sometimes can’t see the menu or scroll past it fast (this is consistent with eye tracking findings), but the **labels are easy to understand**, as evidenced by the many direct clicks (the goal is fulfilled).

Thank You!