

# Research Summary

March 24, 2024

# Agenda

- UX Audit
- User Interviews & Insights
- Competitive Analysis
- Site Map
- Next Steps

# UX Audit Findings

1

## **Optimize navigation**

All topics are on the same level and could benefit from a clearer hierarchy.

2

## **Prioritize mobile-first refresh**

Each page is dense with content and CTA buttons are inconsistent.

3

## **Create consistent layouts**

Small adjustments could have a big impact including adding a consistent margin to enhance readability.

4

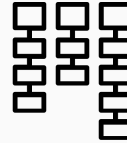
## **Create homepage**

Add a homepage that has critical information and easily directs users where to find more information

# User Interviews



8 Interviews



5 Card Sort Activities

# Empathy Map & Insights

Make "Book Now" action easy to find



**SAYS**

- "your generation is better on phone but I want my computer"
- "Make it easy"
- "fun has to be planned"
- "most experiences are more enjoyable with groups"
- "Weekends are exhausting unless..."
- "Booking is not always easy."
- "Booking only can be difficult"

**THINKS**

- Is this changeable? Refundable?
- Will my friends like this?
- What type of people do this?
- This is fun, what else can I do here?
- Is this the right group for this activity?
- This is for couples, not friends



Show WHO this experience is for

**DOES**

- Searching for hours of operation
- Coordinates around schedules
- reads Google reviews
- Look on Instagram page
- research on prices to get good deal
- talks with girlfriend about plan

Showcase external validation on website



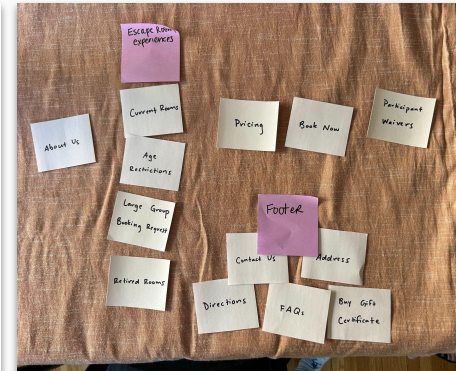
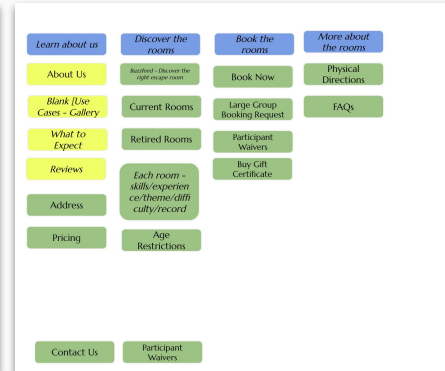
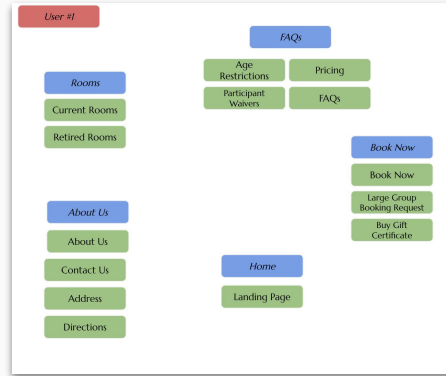
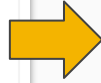
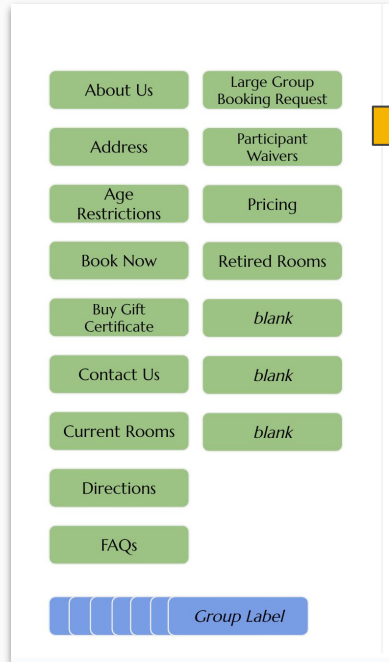
**FEELS**

- Don't see bookings available
- Escape
- remove "event coordinator" stress would be great
- Pop don't understand... everyone can be an escape room master
- Challenging to get payment from friends



Remove group planning friction

# Card Sort Activity



# Card Sort Analysis: Groupings

Comparable Competitor Labels	• Contact Us	• Live Experiences	• Book • Live Experiences • Play Now	• FAQs			• Footer
User Generated Labels	• Learn about Us • About Us • Find Us	• Discover the Rooms • Rooms • Escape Room Experiences • What is an Escape Room	• Book the Room • Book Now • Ready to Book?	• More about the Rooms • FAQs • Prepare to Escape • Addtl Booking Info • Know Before you Go	• Pricing	• Participant Waivers	• Footer
About Us	5						
Address	4						1
Age Restrictions		2	1	2			
Book Now			5				
Buy Gift Certificate			3	1			1
Contact Us	3						2
Current Rooms		4		1			
Directions	2			2			1
FAQs				4			1
Large Group Booking Request		1	3	1			
Participant Waivers			2	2		1	1
Pricing	1		1	2	1		
Retired Rooms	1	3		1			

Analysis reveals there are common groupings of information amongst users, which is also in line with competitors' websites.

# Card Sort Analysis: Similarity Matrix

About Us											
4	Address										
		Age Restrictions									
		1	Book Now								
	1		3	Buy Gift Certificate							
3	4			1	Contact Us						
		2		1		Current Rooms					
2	3			1	3		Directions				
	1	2		2	1	1	2	FAQs			
		1	3	4		1		1	Large Group Booking Requests		
		1	2	2	1		1	1	2	Participant Waivers	
1	1	3	1					1		1	Pricing
1	1	3			1	2					Retired Rooms

## Similarity Groupings

Strong Connections: About, Address, Contact Us, Directions

Medium Connections: Book Now, Buy Gift Certificate, Large Group Booking Requests

Weak Connections: Age Restrictions\*, Pricing\*\*, Retired Rooms\*\*

\*lack of clarity on Age Restrictions

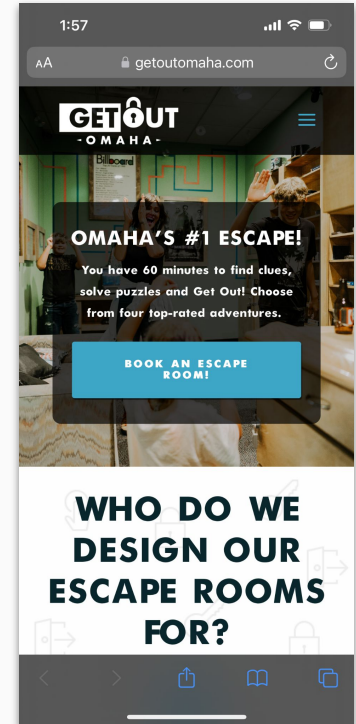
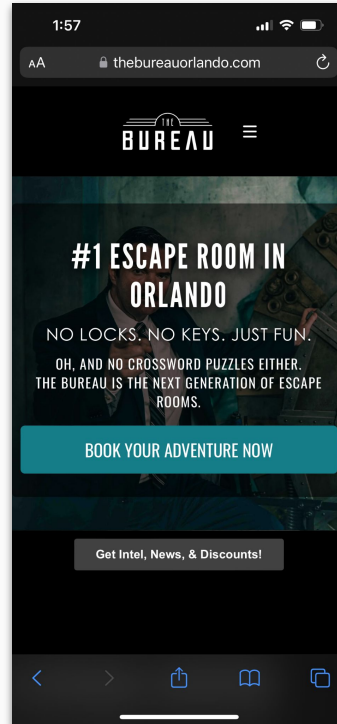
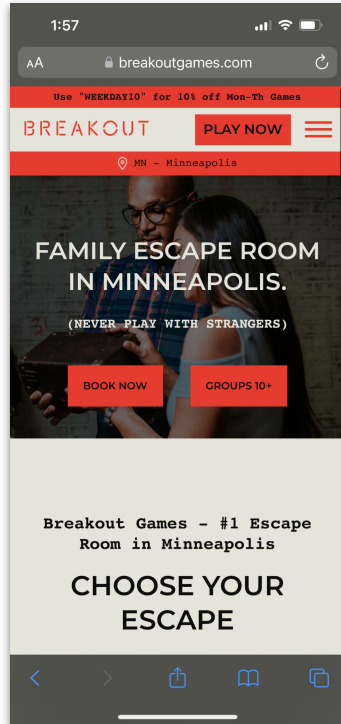
\*\* no pairings



Analyzed **4** Escape Room competitors on the following attributes:

- General Information (size, audience)
- First Impressions (desktop & mobile)
- Interaction (features, navigation)
- Visual Design

# Competitive Analysis



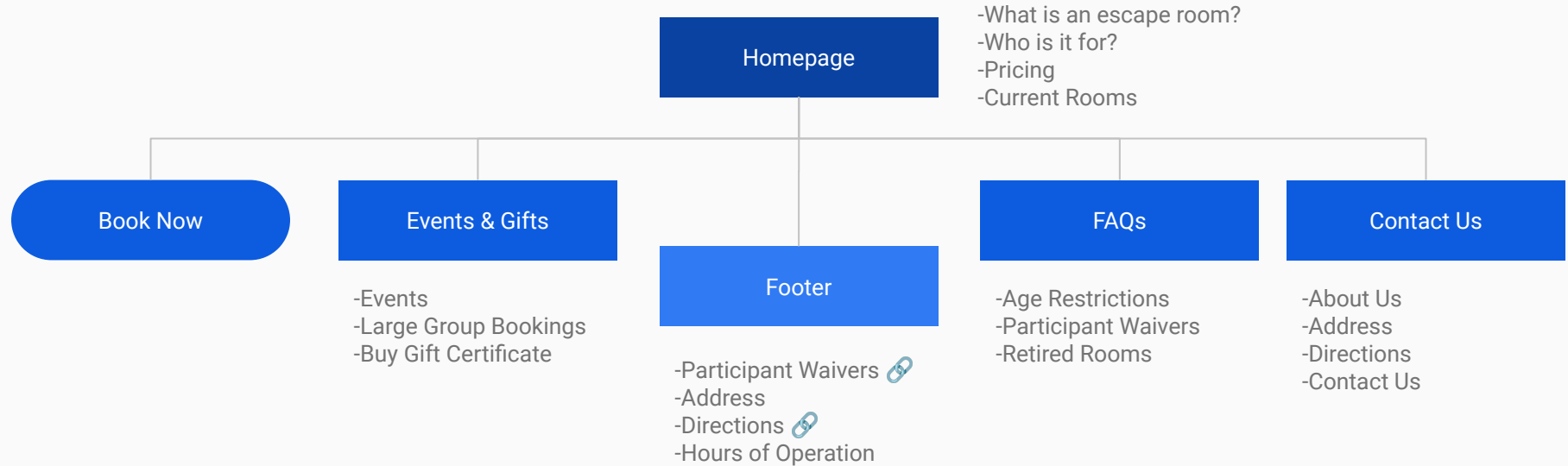
# Site Map

Current Site map



Using the analysis from the Card Sorting Activity as well as the review of Competitors' websites, we recommend a ***new site map***.

# New Site Map



1. Added Homepage to give users high priority information quickly (ex. price, hours of operation), clear call-to-action (Book Now). Homepage also serves as a central hub for directing users to more information

2. Book Now call-to-action redesigned as a stand-alone button vs blending in with the other menu items

3. Organized content into 3 groups which enables a 'right information at the right time' flow to the website

4. Added relevant information and quick links to site footer to help users navigate the website

# What's Next?

1

## **Paper Wireframes**

- Design using a mobile-first approach

2

## **High Fidelity Mock-ups**

- Design high fidelity mock-ups for new Homepage and Contact Us

3

## **Priority List**

- Create list of outstanding items discovered during research for further consideration

Questions?