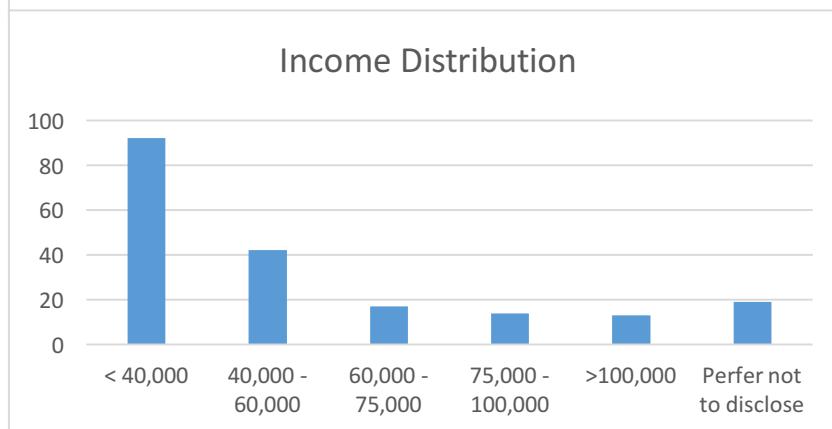
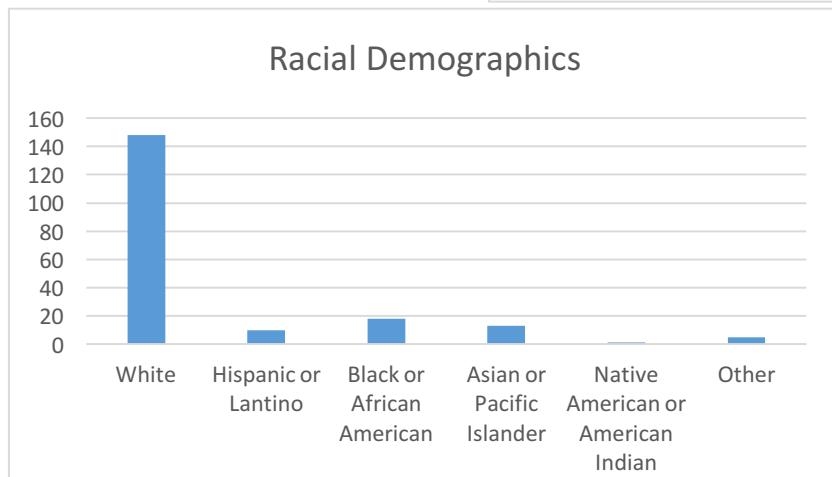
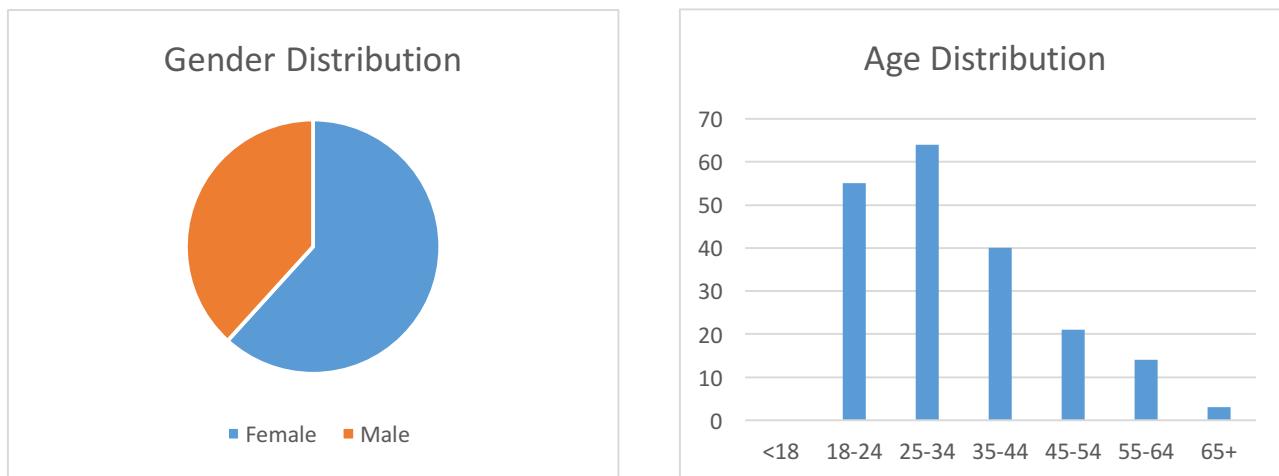


Team Nomz  
Milestone 3 Part a

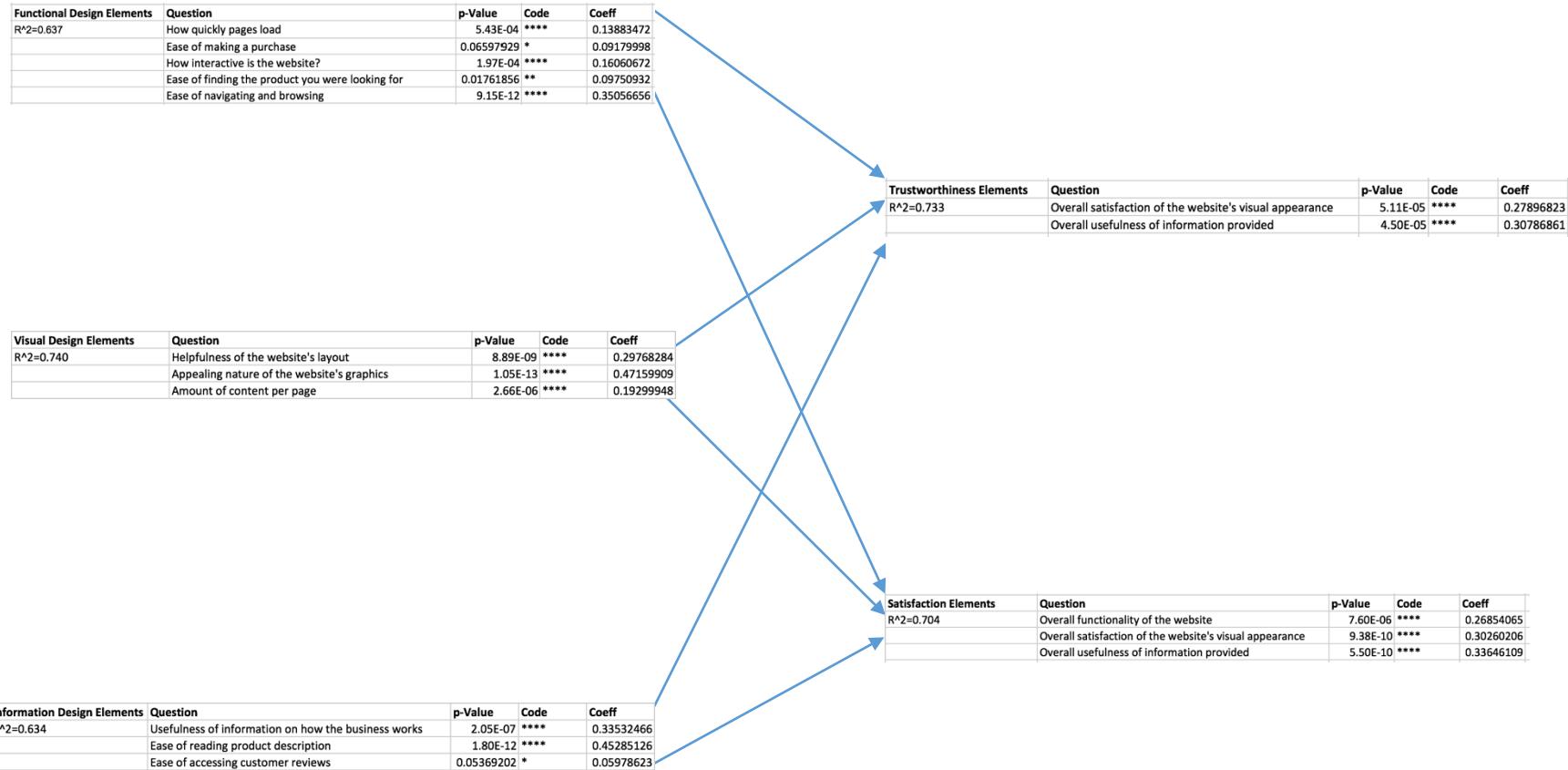
**Part 1a:**

Our survey was distributed on Amazon Mechanical Turk to people who are both in the United States and have achieved Amazon Master Turker status. There are overall 199 participants who have filled out the survey. Most participants are between 25-34 years old, female, white, and have an income less than \$40,000. Detailed demographic distribution graph of the participants are displayed below. One key aspect to mention is that the demographics of survey participants do not match with the demographics of Nomz's target customers, especially in the term of income levels. However, we believe this demographic discrepancy is not a major issue because most of the questions ask about customer's perceptions of the website's design elements, instead of their view of the company or concept.



The mean value, range, and standard deviation for each design elements are displayed below.

<b>Functionality</b>	<b>Mean</b>	<b>SD</b>	<b>Max</b>	<b>Min</b>
How quickly pages load	8.527918782	1.673771933	10	1
Ease of making a purchase	8.258883249	1.593668842	10	3
How interactive is the website	7.700507614	1.658819886	10	1
Ease of finding the product you were looking for	7.593908629	2.07452071	10	2
Ease of navigating and browsing	8.30964467	1.702506668	10	3
Overall functionality of the website	8.397959184	1.379258782	10	3
<b>Visual</b>				
Helpfulness of the website's layout	7.849740933	1.913007132	10	1
Appealing nature of the website's graphics	8.766497462	1.589600905	10	2
Helpfulness of the product images provided	8.598984772	1.445118096	10	3
Appealing nature of the website's font styles	8.411167513	1.521437678	10	3
Amount of content per page	7.624365482	2.033147562	10	1
Overall satisfaction of the website's visual appearance	8.367346939	1.709027344	10	1
<b>Informational</b>				
Usefulness of information on how the business works	8.284263959	1.622672931	10	2
Usefulness of product descriptions provided	8.294416244	1.503268307	10	4
Usefulness of product customer reviews provided	5.807106599	2.814566747	10	1
Ease of reading product description	8.294416244	1.503268307	10	4
Ease of accessing customer reviews	5.152284264	3.04174315	10	1
Overall usefulness of information provided	8.030456853	1.534995278	10	3
<b>General</b>				
Overall trustworthiness of the website	8.279187817	1.484004287	10	3
Overall level of satisfaction with the website	8.208121827	1.45417591	10	2



Overall, the website receives high rating in most of the design elements. The websites' graphic is particularly appealing, with average score of 8.77. The helpfulness of the website (8.59) and the ease of navigating and browsing (8.31) are other two aspects that the website does particularly well on. In a category level, there does not seem to be significant weaknesses. However, we did learn that functionality is not a significant predictor to Nomz's trustworthiness.

The website, however, needs to improve its review elements. The website received a significantly lower score on "usefulness of the reviews" and "easiness of accessing customer reviews" (5.81 and 5.15, respectively). Even though reviews are at most a weak predictor of the overall information design rating ( $\text{coef} = .060$ ,  $p = .05$ ), we believe difficulty accessing reviews will harm users' overall experiences and decrease Nomz's brand equity. Furthermore, making reviews more accessible to customers will only benefit Nomz since most customers gave five star reviews.

We have additionally performed a text analytics of the comment section of the survey. The result shows that functionally, most commenters believe that the website does not offer a straight forward structure for the products and services to be explained clearly, and the page structure of the website is also preventing the website from becoming more functional. Visually, the layout of the navigation bar is preventing eatnomz.com from becoming more visually appealing. Finally, in regards to informational design, Nomz's front page layout is inhibiting information from being delivered effectively.

## **Part 1b: Website Design Recommendations**

Overall, according to the results from our survey, eatnomz.com is well-designed. However, we do identify one critical area of improvement and several recommended areas improvements to eatnomz.com. Major recommendations are accompanied with several alternatives for our client to choose from. A table of that displayed projected implementation complexities, rewards, and risks is also attached below to further help our clients through the decision process.

### *Critical Improvements:*

Reviewers have scored the usefulness and accessibility of eatnomz.com's reviews significantly lower compare with other design elements. In order to improve both the accessibility and usefulness of eatnomz.com's reviews, we have offered below recommendations.

1. Adding a review section after product descriptions on the home page.
  - a. Alt1: Provide a snapshot of the reviews on the first section of the home page.
  - b. Alt2: Provide a snapshot of the reviews right after the first section of the home page.
2. Placing an average-review-star image before add-to-cart on both the home page and product page. Users will be directed to the review section below the product descriptions after clicking on the image.
3. Provide one additional navigation bar selection in the header – “Review”, which directs to a dedicated review page.

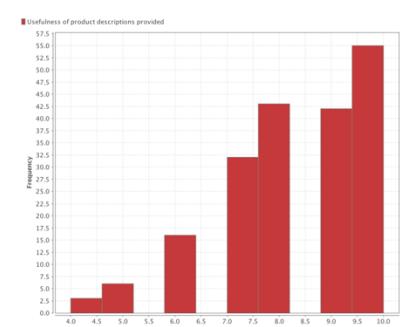
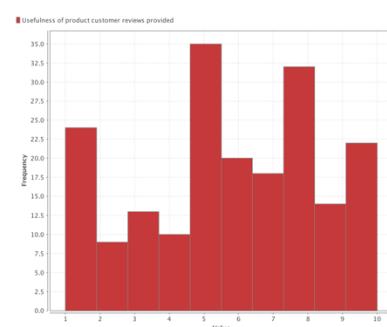
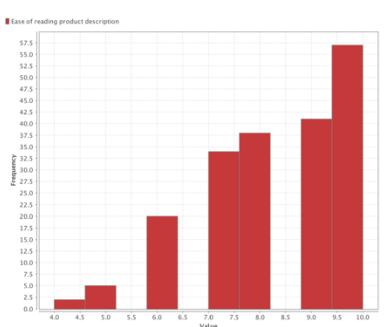
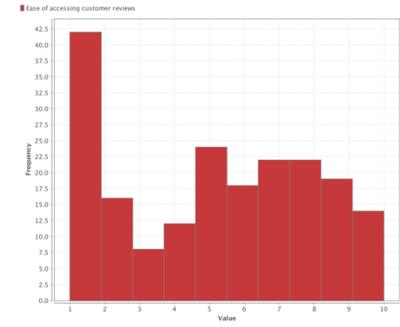
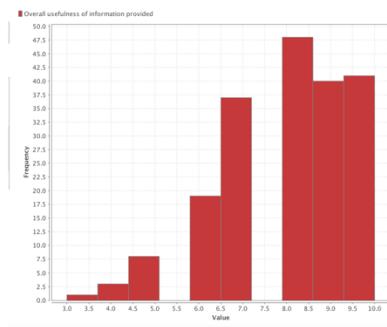
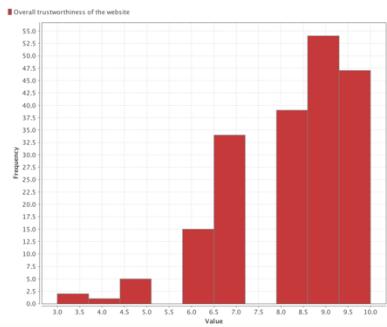
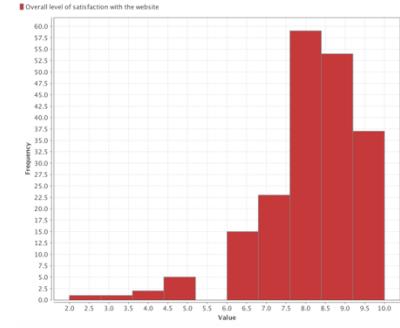
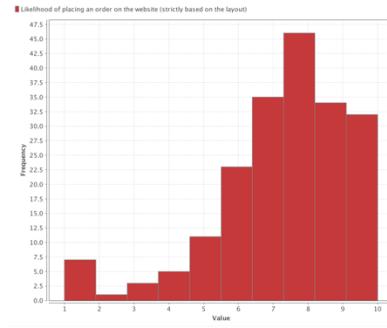
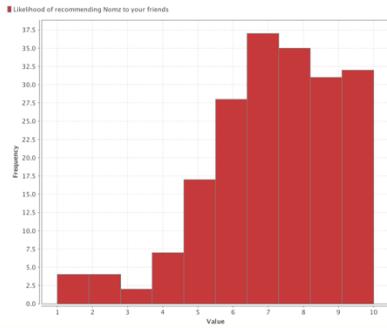
### *Recommended Improvements:*

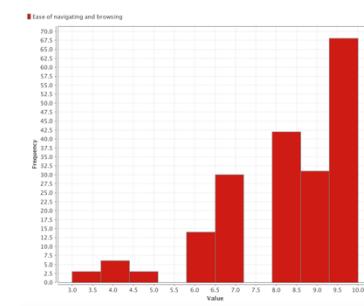
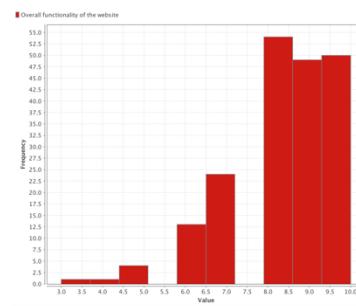
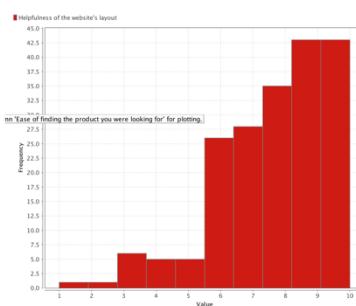
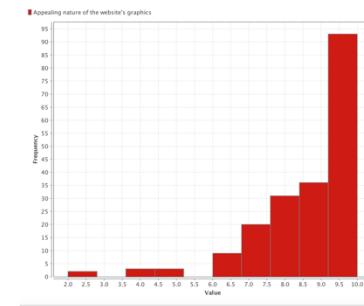
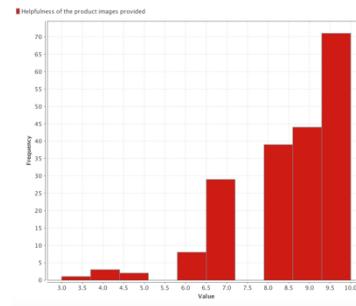
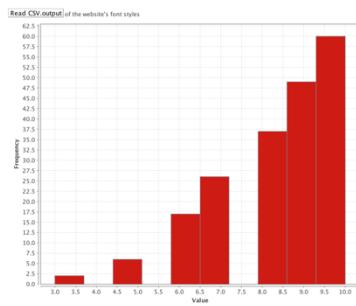
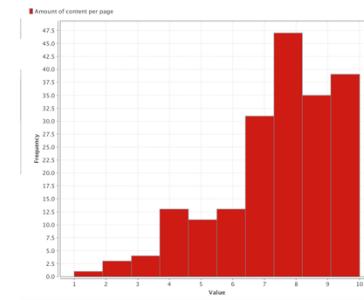
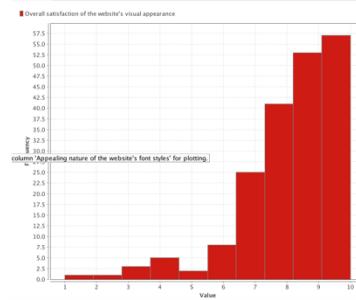
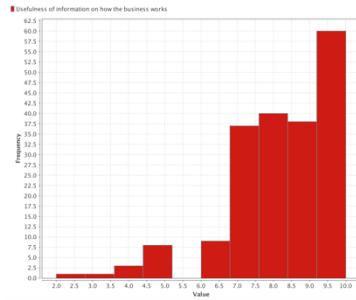
Reviewers also rated “Helpfulness of website’s layout”, “Ease of finding the product”, and “Amount of content per page” slightly lower than other design elements. Solutions presented below are designed to improve either one or multiple design elements on eatnomz.com. Some solutions are also geared to resolve specific concerns identified in the results of the comment text analysis.

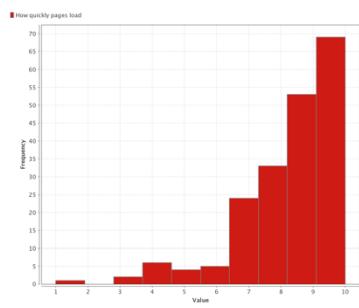
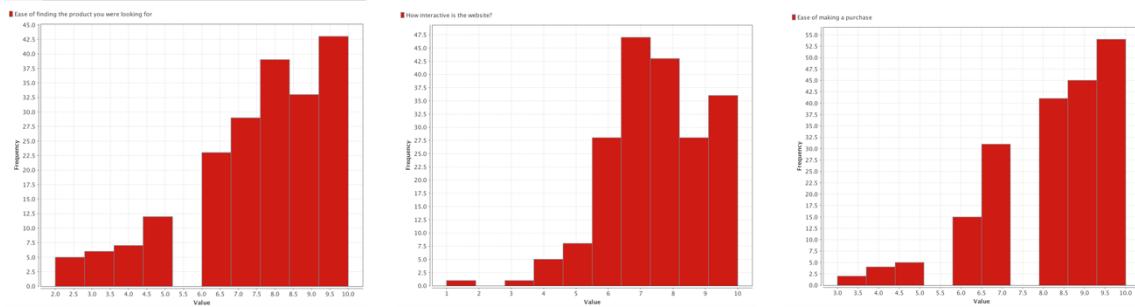
1. Remove detailed product descriptions on the home page. Instead, provide direct links to detailed product descriptions and the add-to-cart button.
  - a. Alt1: Provide links to detailed product description and add-to-cart button in the second section of the home page, right after the starting image.
  - b. Alt2: Remove all information on the home page except for the product display (with Learn more and Add to Cart button), and the first section.
2. Improve the navigation bar so it does not stack on a desktop screens under any conditions. This could be accomplished by either reducing the founder in current headers, or creating a hierarchy of navigation bars.
3. Provide one additional navigation bar selection in the header– “Product” which directs to the product page.
4. Add “Learn More” and “Add to Cart” icons on the product collection page.

<b>Improvement #</b>	<b>Solution Complexity</b>	<b>Solution Risk</b>	<b>Solution Reward</b>	<b>Additional Comments</b>
<b>Critical</b>				
1	Low	Low	Low	Already done in product page, does not change customer experiences significantly.
1.Alt1	Medium	Medium	High	Change in customer experiences. Need theme modification. Make reviews much easier to access.
1.Alt2	Medium	Low	Medium	Need to investigate partial comment functionality. But will improve overall layout.
2	Medium	Low	Medium	Need to change template.
3	Low	Low	Low	Modifiable through Shopify interface.
<b>Recommended</b>				
1	Medium-High	Medium-High	Medium-High	Significant change in homepage content, need intensive template changes. But improve page content and tidiness dramatically.
1.Alt1	Medium-High	High	High	Change in customer experiences, but makes product much more accessible.
1.Alt2	Medium-High	Very High	Very High (potentially)	Makes product layouts most accessible, page most tidy and concise. Least content on page.
2	Medium	Low	Low	Making navigation bar more appealing visually. Need to investigate cross-device template.
3	Low	Low	Low	Modifiable through Shopify interface.
4	Medium	Low	Medium	Need to modify collection template.

## Appendix A: Histograms of all design elements







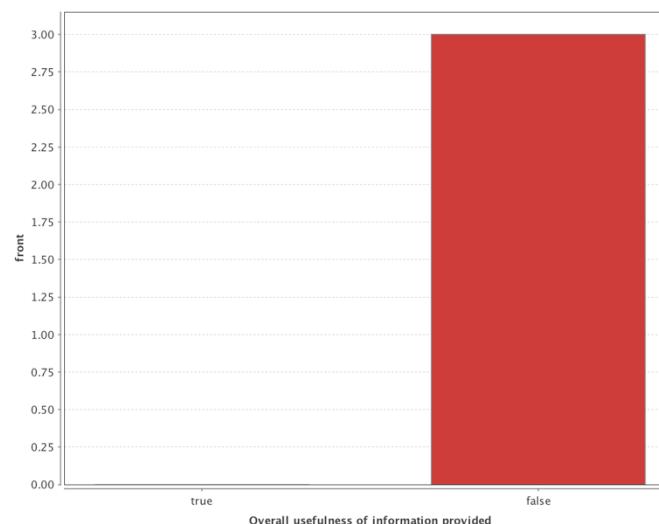
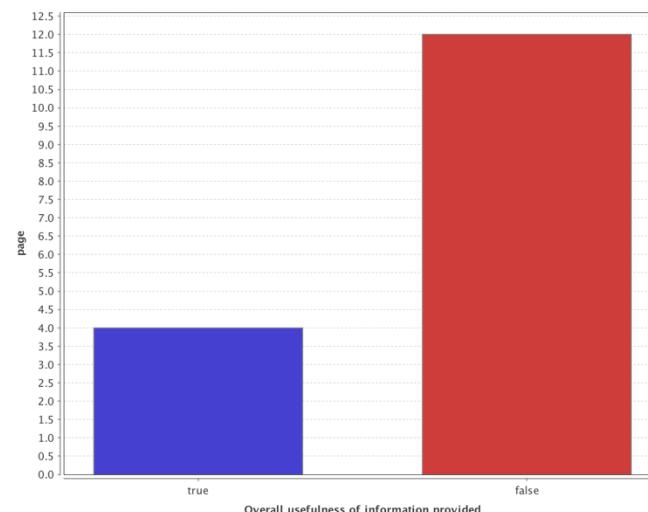
## Appendix B: Regression Results for CRO Model

<b>Functional Design Elements</b>	<b>Question</b>	<b>Coeff</b>	<b>Std. Error</b>	<b>Std. Coeff</b>	<b>Tolerance</b>	<b>t-Stat</b>	<b>p-Value</b>	<b>Code</b>
R^2=0.637	How quickly pages load	0.138834721	0.039460701	0.168875688	0.849948756	3.518303509	5.43E-04	****
	Ease of making a purchase	0.091799976	0.049643995	0.106319618	0.608703817	1.849165757	0.065979295	*
	How interactive is the website?	0.160606722	0.042309523	0.193613532	0.742985439	3.795994582	1.97E-04	****
	Ease of finding the product you were looking for	0.09750932	0.040725279	0.147006542	0.552520517	2.39431928	0.017618557	**
	Ease of navigating and browsing	0.350566563	0.048242823	0.433742591	0.561974302	7.266709166	9.15E-12	****
	(Intercept)	1.563488844	0.411883774	NaN	NaN	3.795946677	1.97E-04	****
<b>Visual Design Elements</b>	<b>Question</b>	<b>Coeff</b>	<b>Std. Error</b>	<b>Std. Coeff</b>	<b>Tolerance</b>	<b>t-Stat</b>	<b>p-Value</b>	<b>Code</b>
R^2=0.740	Helpfulness of the website's layout	0.297682841	0.049471578	0.330621314	0.454803925	6.017249779	8.89E-09	****
	Appealing nature of the website's graphics	0.471599085	0.058816802	0.439715315	0.497714077	8.018101401	1.05E-13	****
	Helpfulness of the product images provided	-0.025941439	0.05858725	-0.021989125	0.677784828	-0.442783016	0.658423738	
	Appealing nature of the website's font styles	0.028152449	0.060566587	0.025123543	0.582683986	0.464818158	0.642591133	
	Amount of content per page	0.19299948	0.039867129	0.230163036	0.660984081	4.84106791	2.66E-06	****
	(Intercept)	0.408345154	0.426479465	NaN	NaN	0.957479052	0.339535888	
<b>Information Design Elements</b>	<b>Question</b>	<b>Coeff</b>	<b>Std. Error</b>	<b>Std. Coeff</b>	<b>Tolerance</b>	<b>t-Stat</b>	<b>p-Value</b>	<b>Code</b>
R^2=0.634	Usefulness of information on how the business works	0.335324663	0.062202625	0.354478128	0.533344534	5.390844208	2.05E-07	****
	Usefulness of product descriptions provided	0.042779895	0.069434079	0.041895673	0.488354164	0.616122453	0.538547276	
	Usefulness of product customer reviews provided	0.044502926	0.034056055	0.081600548	0.849100064	1.306755191	0.192867056	
	Ease of reading product description	0.452851265	0.060026364	0.443491236	0.593208988	7.544206091	1.80E-12	****
	Ease of accessing customer reviews	0.059786232	0.030796835	0.118472261	0.956393501	1.941310892	0.053692025	*
	(Intercept)	0.575098795	0.435263551	NaN	NaN	1.321265688	0.187993392	
<b>Trustworthiness Elements</b>	<b>Question</b>	<b>Coeff</b>	<b>Std. Error</b>	<b>Std. Coeff</b>	<b>Tolerance</b>	<b>t-Stat</b>	<b>p-Value</b>	<b>Code</b>
R^2=0.733	Overall functionality of the website	0.101187295	0.083598011	0.093824892	0.502673034	1.210403139	0.227604504	
	Overall satisfaction of the website's visual appearance	0.27896823	0.067323471	0.320485994	0.519987983	4.143699472	5.11E-05	****
	Overall usefulness of information provided	0.307868615	0.073733818	0.318447105	0.531550799	4.175405821	4.50E-05	****
	(Intercept)	2.623596057	0.527644763	NaN	NaN	4.972277265	1.46E-06	****
<b>Satisfaction Elements</b>	<b>Question</b>	<b>Coeff</b>	<b>Std. Error</b>	<b>Std. Coeff</b>	<b>Tolerance</b>	<b>t-Stat</b>	<b>p-Value</b>	<b>Code</b>
R^2=0.704	Overall functionality of the website	0.268540651	0.058365237	0.254109168	0.502657142	4.601037615	7.60E-06	****
	Overall satisfaction of the website's visual appearance	0.302602064	0.047002916	0.354767971	0.50729637	6.437942312	9.38E-10	****
	Overall usefulness of information provided	0.336461088	0.051478399	0.355160733	0.520589543	6.535966405	5.50E-10	****
	(Intercept)	0.720122436	0.368383306	NaN	NaN	1.954818323	0.052048715	*

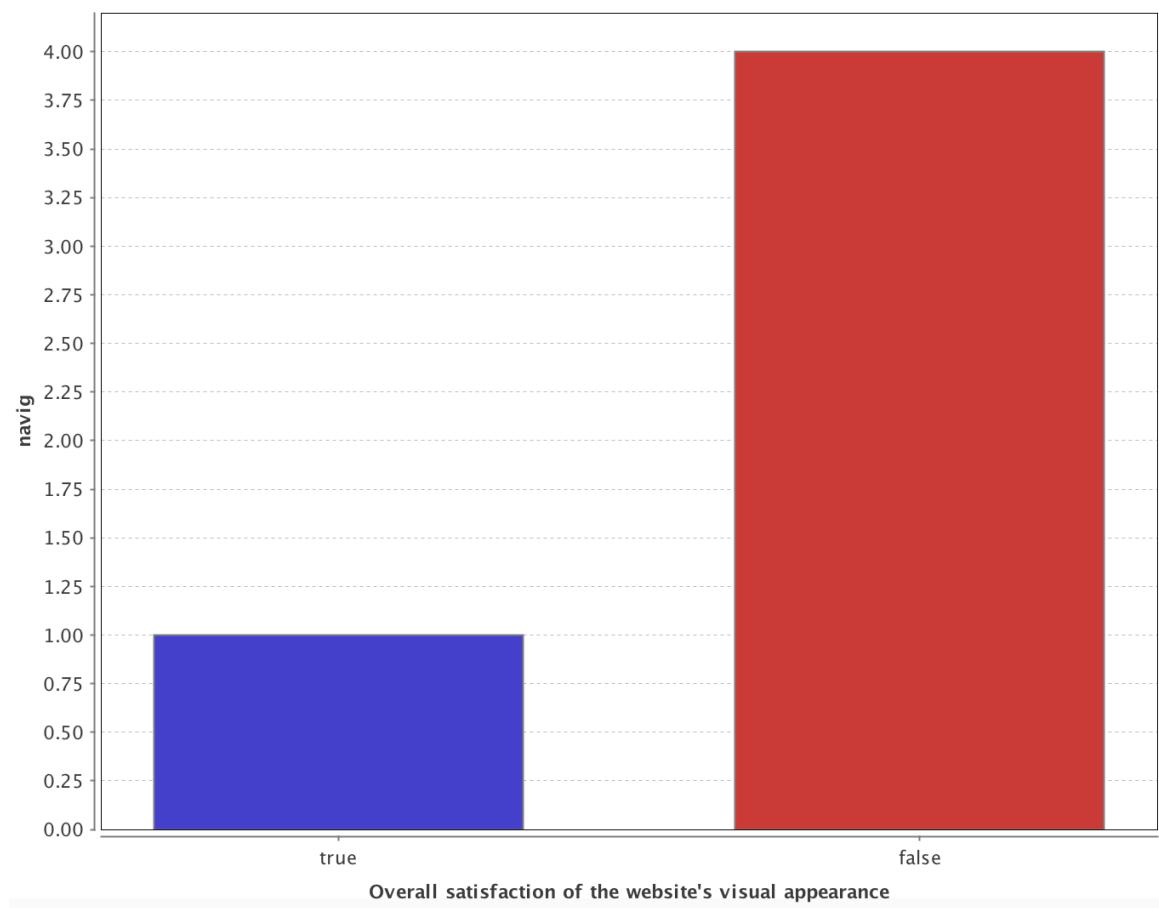
## Appendix C: Text Analysis Information Gain and Analysis Graphs

We have parsed all comments and weighted them by information gain based on Functional Design, Informational Design, and Visual Design elements. After weighting them by information gain, we graphed out multiple high information gain variables and examined whether each individual word have abnormal distribution in terms of high and low design ratings. Those graphs, along with information gain tables of each design elements, are displayed below.

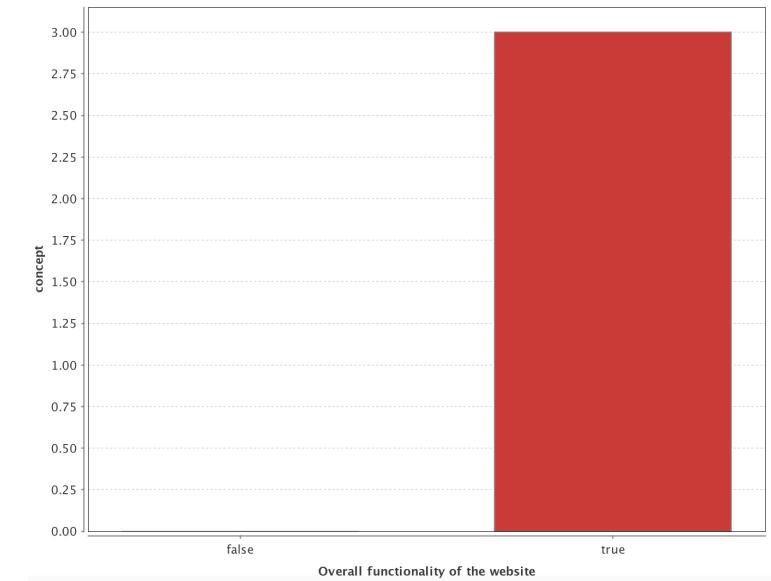
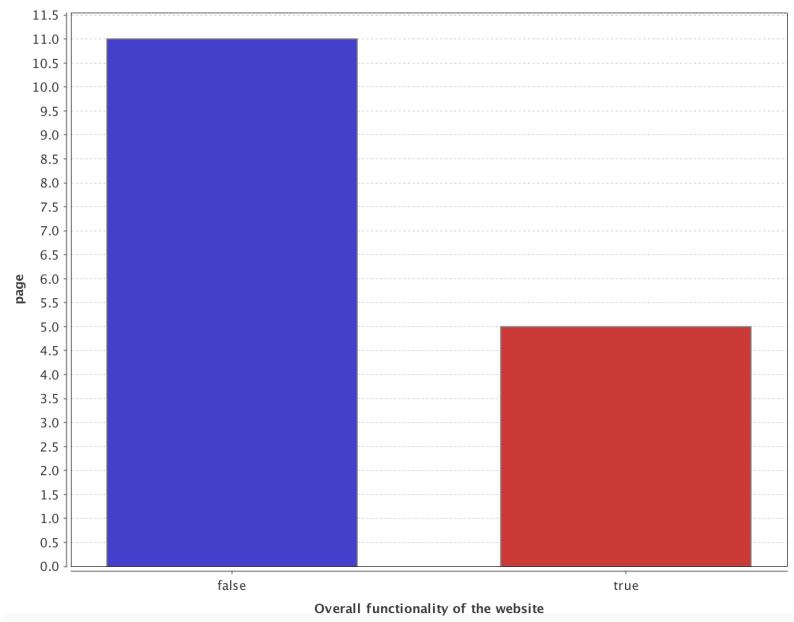
Information Design	
great	1
get	0.74082211
wish	0.72455884
consid	0.62117883
took	0.58850363
s	0.58554699
page	0.48173009
amaz	0.46257393
concept	0.46257393
d	0.46257393
actual	0.43830635
front	0.43830635
link	0.43830635
load	0.43830635
memori	0.43830635
obviou	0.43830635
put	0.43830635
section	0.43830635
work	0.43830635
avail	0.34234137



Visual Design	
s	1
live	0.78472651
nomz	0.78472651
wish	0.68699664
front	0.66932556
load	0.66932556
manhattan	0.66932556
memori	0.66932556
put	0.66932556
deliveri	0.66835638
thought	0.66835638
appeal	0.44002447
layout	0.44002447
get	0.43660343
navig	0.43660343
top	0.38818559
scroll	0.37237177
access	0.32798802
amaz	0.32798802
beauti	0.32798802



<b>Functional Design</b>	
scroll	1
took	0.967297987
luck	0.778941913
seem	0.778941913
s	0.741490421
explain	0.720063617
front	0.720063617
load	0.720063617
manhattan	0.720063617
section	0.720063617
page	0.587446926
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concept	0.580178483
d	0.580178483
expand	0.580178483
intuit	0.580178483
job	0.580178483
	0.580178483
state	0.580178483
area	0.527431965



## Appendix D: Solution Visualization for Selected Recommendations.

### Critical Recommendations 1

The benefits worth it - the security of knowing premium ingredients are being placed into our recipes and our bodies and most importantly, the superior taste!

We currently use [Bell & Evans](#) organic, air-chilled chicken drumsticks. Raised on a no antibiotic, all-vegetarian diet in a low stress environment, family-owned B&E chickens are fresh, raised ~~humanely and distributed in high-end retailers including Whole Foods Market.~~

Our mushrooms are sourced from [Primordia Farms](#), a small family-owned mushroom farm located in Lenhartsville, PA that specializes in gourmet mushroom varieties. Organic methods are used: absolutely no pesticides, fungicides or chemical fertilizers. Other ingredients are sourced from local grocers in New York.

#### CUSTOMER REVIEWS

★★★★★ Based on 11 reviews

[Write a review](#)

★★★★★

DELICIOUS, HEALTHY, CONVENIENT

*Ben on Jan 08, 2016*

This soup is delicious and healthy. The ingredients are all of the highest quality, which is apparent in both the taste and how you feel after the meal. I'm hooked.

[Report as Inappropriate](#)

★★★★★

SUPER YUMMY AND HEALTHY!

*Joyce Chang on Nov 03, 2015*

*Super yummy and healthy! We really loved it. could eat it every*

## Critical Implementation 1 Alternative 1

The image shows a dark-themed website layout for a company named 'nomz'. At the top, there is a navigation bar with links for 'ABOUT US', 'HOW NOMZ WORKS', 'FAQ', 'SIGN IN', and a shopping cart icon showing '1'. A 'BUY' button is also present. Below the navigation, there is a 'BLOG' section with an image of ginger slices. To the right, there is a review box with a 5-star rating, the text 'QUICK AND EASY TO MAKE!', and a quote from 'Ba Huang' dated 'Mar 01, 2016'. The quote describes the soup as quick, easy, flavorful, and reminiscent of the soup the user's mom used to make. Below the review, there is an image of dried goji berries. Further down, there is a section titled 'WHOLESOME ASIAN SOUPS FOR BUSY INDIVIDUALS' with the subtext 'CONVENIENT. TRADITIONAL. HEALTHY.'. This section features images of green onions, dried mushrooms, and dried dates.

nomz

ABOUT US HOW NOMZ WORKS FAQ SIGN IN 1 BUY

BLOG

★★★★★

QUICK AND EASY TO MAKE!

Ba Huang on Mar 01, 2016

Quick and easy to make, light yet flavorful and reminds me of the soup my mom used to make when I was growing up. The chicken and mushrooms are delicious, and the noodles are just right! Give it a try!

WHOLESOME ASIAN SOUPS FOR BUSY INDIVIDUALS

CONVENIENT. TRADITIONAL. HEALTHY.

## Critical Implementation 1 Alternative 2



QUICK AND EASY TO MAKE!

*Bo Huang on Mar 01, 2016*

Quick and easy to make, light yet flavorful and reminds me of the soup my mom used to make when I was growing up. The chicken and mushrooms are delicious, and the noodles are just right! Give it a try!



QUICK AND EASY TO MAKE!

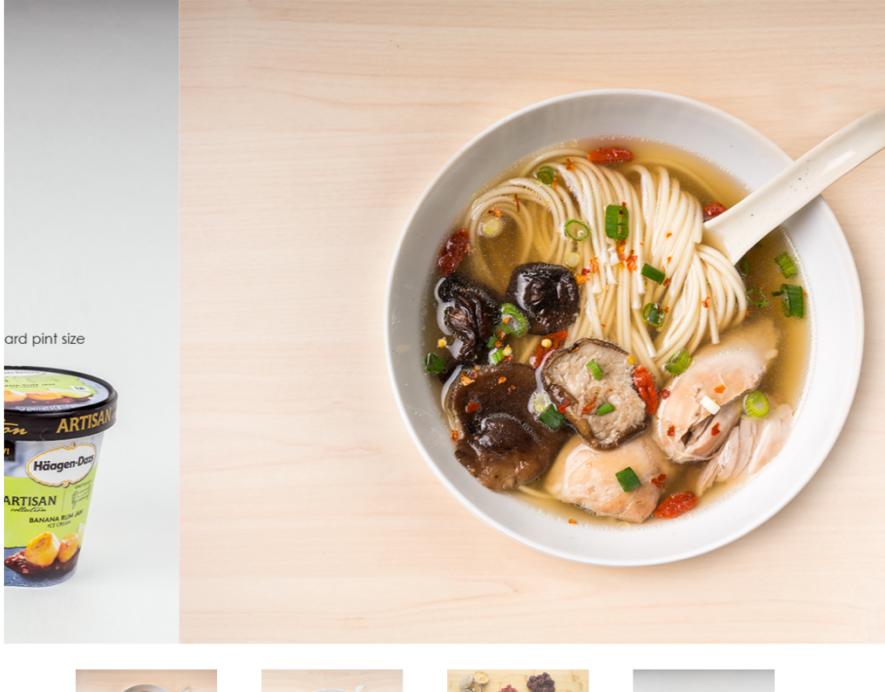
*Bo Huang on Mar 01, 2016*

Quick and easy to make, light yet flavorful and reminds me of the soup my mom used to make when I was growing up. The chicken and mushrooms are delicious, and the noodles are just right! Give it a try!



## Critical Implementation 2

[Home](#) > [Products](#) > Chinese Chicken Shiitake Mushroom Soup Infused with Red Dates, Ginger and Goji Berries (Xiang Gu Ji Tang)



### CHINESE CHICKEN SHIITAKE MUSHROOM SOUP INFUSED WITH RED DATES, GINGER AND GOJI BERRIES (XIANG GU JI TANG)

\$ 8.00

★★★★★ Based on 11 reviews

QTY:

1

▼

Is this a gift? (complete only once if ordering multiple products)

Yes

No

[Add Noodles \(+\\$0.50\)](#)

## Critical Implementation 3

[ABOUT US](#)[HOW NOMZ WORKS](#)[FAQ](#)[SIGN IN](#) [1](#)[BUY](#)[Reviews](#)

## Recommended Implementation 1



### PRODUCTS



Chinese Chicken Shiitake Mushroom Soup Infused with Red Dates, Ginger and Goji Berries  
(Xiang Gu Ji Tang)

\$8.00

★★★★★ Based on 11 reviews

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Vietnamese Beef Pho (Pho Bo)  
Coming Soon!

In Development

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Korean Oxbone Soup (Sul Lun Tang)  
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**Recommended Implementation 1 Alternative 1 and 2 (in 2 this will be the end of the page) as well as illustration for Recommended Implementation 4's product page.**



## PRODUCTS

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Chinese Chicken Shiitake Mushroom Soup Infused with Red Dates, Ginger and Goji Berries  
(Xiang Gu Ji Tang)

\$ 8.00

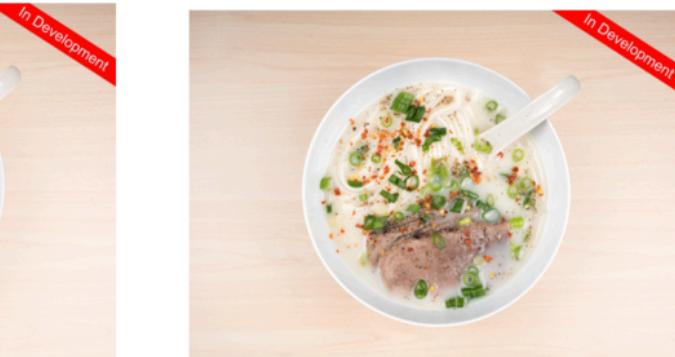
★★★★★ Based on 11 reviews

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Vietnamese Beef Pho (Phở Bò)  
Coming Soon!

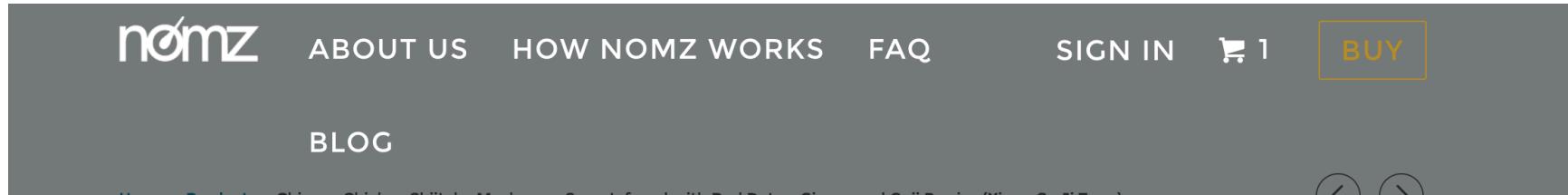


Korean Oxbone Soup (Sul Lun Tang)  
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## Recommended Implementation 2 (current state)



## Recommended Implementation 3 + Recommended Implementation 2 (Proposed State (rough sketch))

