

Navigation Study

October 2011

Objective

Users are able to navigate to content on our site by using the mega-dropdown menu and browsing through the site's pages or using the search feature. This study will allow us to gain a deeper understanding of how users move about and find content on our site.

Methodology

Using the UserZoom platform, we conducted an unmoderated remote usability study. Users were invited at random on the Nu Skin USA homepage. We recruited 300 users to participate. Each user was randomly given 10 of the 20 tasks to complete. After each task, we asked a series of follow-up questions. Our users broke down as follows: Customers/Non-sponsoring Distributors - 37% , Sponsoring Distributors - 43%, Leaders (Gold and above) - 20%

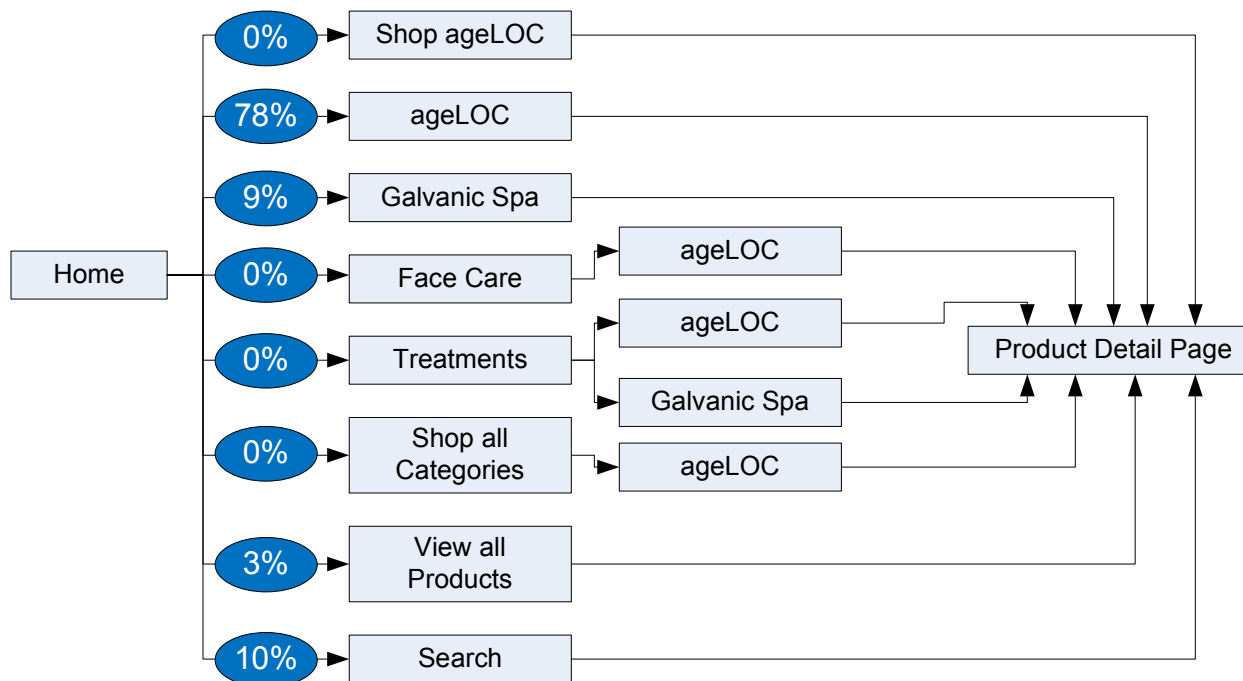
Conclusions

Navigation on the site works. Across all tasks, users were able to complete them 87% of the time. We found that users generally prefer browsing when looking for something, only 7% of tasks began with a user searching. However, both searching and browsing were both effective 79% of the time. There are still many things we can do to better to make the navigation experience a more positive experience across the site. This report focuses on those specific findings. The most important finding is that marketing and navigation should never mix. IA should be created by understanding how the users of the site logically group information, and what words they use to describe those groups. We have a tendency to make products we are heavily marketing appear more predominantly (in several categories) in the navigation and bury items that we aren't focusing on. The data shows that this does not help users find the products we are promoting any easier.

ageLOC Gels

Task: Navigate to the page where you can learn about the ageLOC gels, please take note of the item number as you will be asked about it later on.

Which path did users take to find the gels?



While there are several paths users can take to get to this product, most of them were ignored. Adding more ways to find the product is not helpful and takes valuable screen real estate that could be used to increase other products visibility.

Analysis

Of the categories in the Nu Skin Products section, Body Care is the only one in which ageLOC gels can't be found.

Despite the emphasis of this product in the mega-dropdown, Moisturizing Shampoo, which doesn't have clear scent on the menu, actually has a higher success rate.

This shotgun approach only marginally helps users find the product better, but buries other products deeper in the navigation.

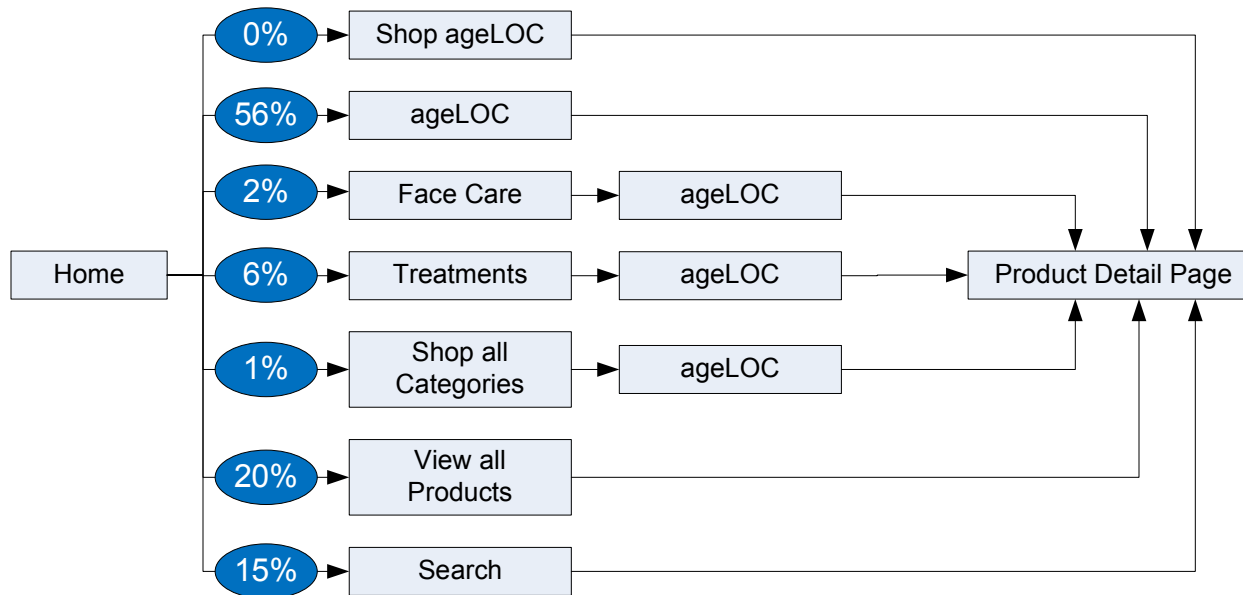
A side effect of having so many options to find this product in the mega-dropdown is the highest browsing effectiveness of all products.

Metrics	
Success Rate	95%
Initial Navigation Method	
Browsing	88%
Search	10%
View All Products	3%
Nav Method Effectiveness	
Browsing	90%
Search	86%
View All Products	100%

Future Serum

Task: Navigate to the page where you can learn about the Future Serum, please take note of the item number, you will be asked about it later on.

Which path did users take to find Future Serum?



Users could potentially find Future Serum in nearly all the same places as ageLOC gels, but I did not tell them it was part of the ageLOC line, as I did in the first task. Some users will always search before looking at the mega-dropdown menu, but we know from Task 1 that at least 88% look at the mega-dropdown menu first. Users only browsing 65% of the time indicates that the mega-dropdown menu categories(keywords) could be improved.

Analysis

When I told people to find “ageLOC gels” in task 1, it seemed to be very clear to users that it would be in the ageLOC category, 78% of them clicked on ageLOC.

Future Serum is a product that has gotten quite a bit of marketing push recently, yet it seems that much less knew that it was an ageLOC product, only 56% looked for it in that category.

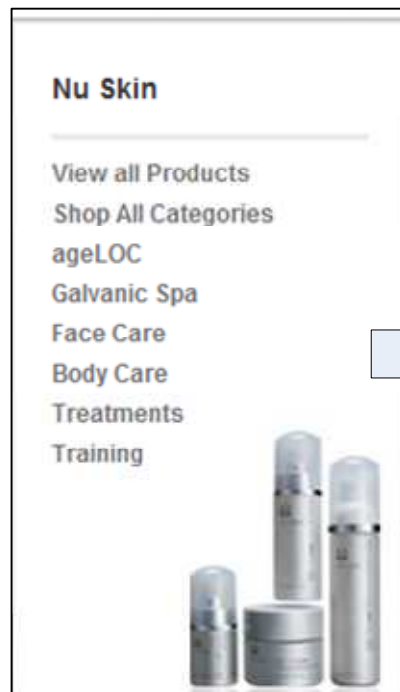
While ageLOC can be a very good keyword for those familiar to the product, we obviously can’t assume that most users know what products belong to certain product lines.

We can’t assume that all our users have an equal level on knowledge about our products.

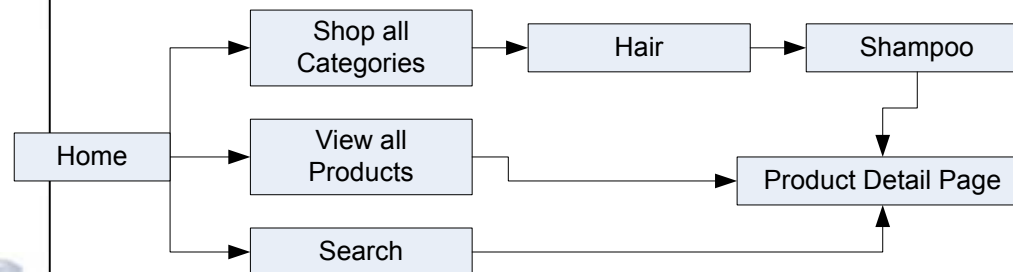
Metrics	
Success Rate	98%
Initial Navigation Method	
Browsing	65%
Search	15%
View All Products	20%
Nav Method Effectiveness	
Browsing	82%
Search	95%
View All Products	73%

Moisturizing Shampoo

Navigate to the page where you can learn about the Moisturizing Shampoo, please take note of the item number, you will be asked about it later on.



Possible paths to Moisturizing Shampoo



Analysis

We know that the vast majority of users prefer browsing to search or view all products. Yet, in this particular task, we also see that browsing is the least effective method.

Looking at the picture to the left we can see that the navigation options are clearly skewed towards the products that we are promoting.

We mentioned in the analysis of task one that having the ageLOC gels in so many categories did not help people find it easier, but made it difficult to find other products. This task is a good example of how it hurts other products. In usability studies in the past I have often heard users say that they are looking for “Hair Care” on this menu.

Menu options should not be defined by what products we are pushing, they should equally represent all of our products. (The home page is a more appropriate place to promote specific products or product lines.)

Metrics	
Success Rate	98%
Initial Navigation Method	
Browsing	58%
Search	4%
View All Products	38%
Nav Method Effectiveness	
Browsing	58%
Search	100%
View All Products	93%

NanoCoQ10

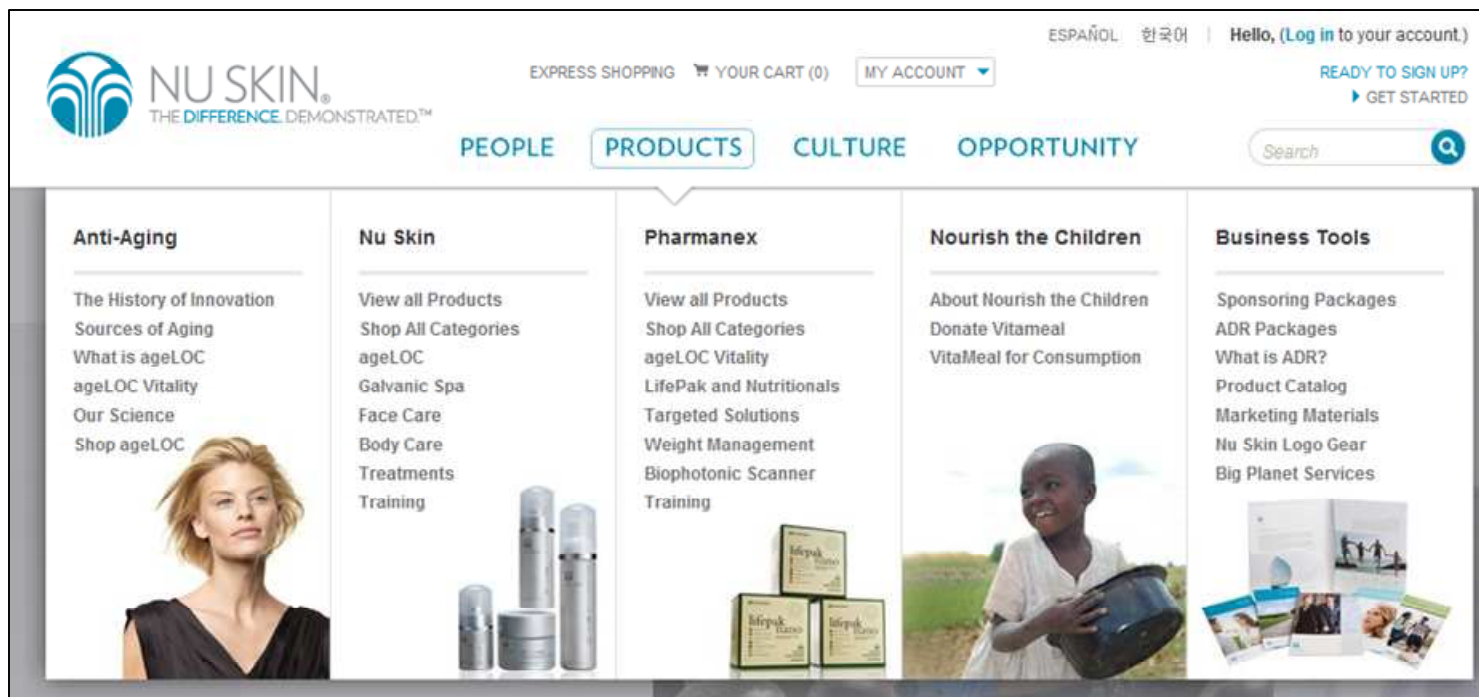
Task: Navigate to the page where you can learn about NanoCoQ10, please take note of the item number, you will be asked about it later on.

If you didn't know what NanoCoQ10 was,
where would you begin looking for it?

Analysis

When people searched for the shampoo, they all looked for a hair category. But if you don't already know what kind of product this is, what category do you search for? The name of the product does not really provide a whole lot of clues.

Throughout the study users initial method of navigation was browsing 84% of the time. This task was much lower because of the low scent and knowledge about this product. Only 35% of users tried browsing.



We should not assume that just because only 7% of users started a task by searching, that searching is not important. There are some tasks, like this one, where a good search experience is essential.

Metrics	
Success Rate	90%
Initial Navigation Method	
Browsing	35%
Search	22%
View All Products	42%
Nav Method Effectiveness	
Browsing	33%
Search	88%
View All Products	81%

LifePak Nano

Task: Navigate to the page where you can learn about the LifePak Nano, please take note of the item number, you will be asked about it later on.

This product is very much like ageLOC gels in the fact that it has strong scent. In the dropdown, there is a category called “LifePak and Nutritionals.” Compared to the other products we tested, people are much more likely to browse to find this product because of the strong scent.

It is also important to recognize the users won’t always know how to spell our product names. In this instance the correct spelling was actually displayed on the screen as they did their task, yet there were still users that spelled it wrong. Some of the searches we saw included: nano lifepak, lifepac nano, lifepack nano and lifepaknano.

Metrics	
Success Rate	95%
Initial Navigation Method	
Browsing	82%
Search	9%
View All Products	9%
Nav Method Effectiveness	
Browsing	85%
Search	85%
View All Products	79%

G3

Task: Navigate to the page where you can learn about G3 (2 pack), please take note of the item number, you will be asked about it later on.

More people chose to use the View All Products page on this task than any other product. Based off of previous usability studies, we know that in almost all instances, users look for scent carrying words on the mega-dropdown before they visit the view all products page. They only visit the view all product page after they are unable to see a strong scent carrying word in the mega-dropdown.

Search effectiveness in this task was also an issue. There have been changes since this test that have fixed the issues associated with this specific product not being found using search.

Metrics	
Success Rate	93%
Initial Navigation Method	
Browsing	42%
Search	12%
View All Products	45%
Nav Method Effectiveness	
Browsing	71%
Search	33%
View All Products	86%

PSV

Find out how much PSV you have accumulated so far this month.

We only asked users who identified themselves as users who were sponsoring distributors and business leaders (not consumers or non sponsoring distributors) to participate in this task.

Because of this it is likely that almost every person had already learned where to go to do this on the site. When we have conducted usability studies in the past we have found that it is very difficult for users to find things in the My Account dropdown menu the first time, but after they have learned, it is very easy for them.

Metrics	
Success Rate	96%
Initial Navigation Method	
Browsing	97%
Search	3%
Nav Method Effectiveness	
Browsing	97%
Search	0%

ageLOC Premium Package

Task: Navigate to the page where you can learn about the ageLOC Premium Business Builder pack, please take note of the item number, you will be asked about it later on

Users had a harder time finding this package than finding any other the product we tested.

We might want to consider brainstorming different ways of how we can handle packages on the site. For instance, should they be with all the other Nu Skin/Pharmanex products instead of Business Tools? Should there be one section for packages or just have the packages in the category they best fit in? Should product pages link back to all the packages that contains the product?

Metrics	
Success Rate	84%
Initial Navigation Method	
Browsing	87%
Search	10%
View All Products	3%
Nav Method Effectiveness	
Browsing	73%
Search	89%
View All Products	100%

ADR

Task: Find out when your next automatic order will be sent.

See PSV analysis.

Metrics	
Success Rate	96%
Initial Navigation Method	
Browsing	99%
Search	1%
Nav Method Effectiveness	
Browsing	97%
Search	0%

Sign Up

Task: Navigate to the page a prospect would use to sign up as a distributor.

The fact that 100% of people chose to initially browse for this task demonstrates that there is very good scent in the navigation that at least entices all the users to start browsing.

What about the 14% that were unsuccessful? There were two pages that people gave up on most (opportunity.html, getting_started.html.) Both of them have very clear callouts that say "Join Our Team...Become a Nu Skin Distributor."

We asked those who were not able to complete it why it was difficult. There were many people who said that they found the spot to start, but did not realize they were suppose to actually open the form.

It seems the low success rate was associated more with misunderstanding the task than it being difficult to find.

Metrics	
Success Rate	86%
Initial Navigation Method	
Browsing	100%
Search	0%
Nav Method Effectiveness	
Browsing	86%

Science

Task: Find a page that helps explain the science behind ageLOC.

People were less successful on this task than any other task in our study. When browsing users frequently went to the ageLOC category in the Nu Skin Products section. Would it be a good idea to somehow merge relevant content like this with the product catalog?

Of the few users that searched, the most common search phrase was simply “ageloc.” We need to recognize that users might not always choose the most descriptive search terms and make our search results as relevant as possible, without duplicate results. If I search for “ageLOC” on the site today, four of the results on the front page go to the same product (ageLOC Vitality).

Metrics	
Success Rate	67%
Initial Navigation Method	
Browsing	96%
Search	3%
Nav Method Effectiveness	
Browsing	66%
Search	60%

Compensation Plan

Task: Find a page where you can learn more about our sales compensation plan.

When asking users what area of the site they expected to find this page, over 99% of them said they expected it to be in the opportunity section.

Because of the strong scent with this task users were able to complete it faster than any other task. On average, tasks took users 1 min 18 seconds to complete, but users were able to complete this task in only 28 seconds.

Metrics	
Success Rate	86%
Initial Navigation Method	
Browsing	97%
Search	3%
Nav Method Effectiveness	
Browsing	87%
Search	25%

History

Task: Find a page where you can learn about the history of Nu Skin.

This page can be found by hovering over Culture and clicking on the Company History link. “Company History” seems pretty straight forward. Why the 78% success rate?

After this task was complete we asked users what category they ended up finding this information in. Despite just finding it in the Culture section, only 80% of users knew what section it was in. When users were asked this same question about the product tasks nearly 100% were able to answer correctly.

It may not be intuitive to users that that company history can be found in the Culture section.

Metrics	
Success Rate	78%
Initial Navigation Method	
Browsing	98%
Search	2%
Nav Method Effectiveness	
Browsing	78%
Search	2%

Conservation

Task: Find a page that explains what Nu Skin is doing to help conserve our environment.

This task was meant to be a little more difficult for users. I purposely didn't use any they navigation headings in the description of the task. For users to find the correct page they needed to click on "culture" then on "green initiative" under "social responsibility."

Despite this fact, users we generally able to find this page in only 33 seconds, one of the fastest times.

Metrics	
Success Rate	76%
Initial Navigation Method	
Browsing	96%
Search	4%
Nav Method Effectiveness	
Browsing	77%
Search	20%

The Source

Task: "The Source" is the spot on Nu Skin's website to get all the latest news about Nu Skin. Find it.

Where does The Source fit within the People, Products, Culture Opportunity navigation categories? We have placed it in the Culture category but this is not intuitive to users.

After users completed the task they were asked which category they expected it to be in. There wasn't any consensus about where it should be. This clearly does not fit in any of those categories. Should it be placed on the same level as those categories?

Metrics	
Success Rate	86%
Initial Navigation Method	
Browsing	92%
Search	8%
Nav Method Effectiveness	
Browsing	79%
Search	100%

6S Quality Process

Task: Learn about the "6S Quality Process" (Our process for ensuring our products are of the highest quality.)

This was the hardest task for users to complete. In order to find it, users had to click on the "Our Science" link in the mega-drop-down menu, then on the Science page, they had to click "6S Quality Process" in the side navigation.

At the end of the task users were asked to how well they agree with the following statement. "When I began searching for the page, it was very clear where I needed to go."

This task was rated lower than any other task (and the next task wasn't even close). Knowing where to go to find this information was not at all clear for users.

Metrics	
Success Rate	76%
Initial Navigation Method	
Browsing	83%
Search	17%
Nav Method Effectiveness	
Browsing	53%
Search	92%

Nourish the Children

Task: Find some videos that help people learn about Nourish the Children. Take note of the title for the NTC Intro video, you will be asked about it later.

Users were able to get to this page two different ways. They could click on About Nourish the Children under the products menu, or the Nourish the Children link under Culture.

That seems pretty clear, why was browsing only 75% effective? In order to find the videos you had to click a link that is below (not within) the side navigation. This is not how navigation works across the rest of the website, and make that page harder to find.

When asked what was difficult about this task users said "I didn't see the video list the first time I looked, so I went through everything about NTC, then went back a second time and found it."

Metrics	
Success Rate	78%
Initial Navigation Method	
Browsing	99%
Search	1%
Nav Method Effectiveness	
Browsing	75%
Search	100%

Mtalimanja Village

Task: In 2007, the Nu Skin Force for Good Foundation celebrated the dedication of the Mtalimanja Village.

This task is completed by clicking on Projects in the Force For Good section of the Culture menu. Users spent more time on this task than any other, (nearly 3 minutes).

What was so difficult about the task? Many users don't understand the difference between Force for Good and Nourish the Children. Several distributors were looking for this in the Nourish the Children section.

One user said: "I was searching for information under the "Nourish the Children" section. I did not realize that was different than the "Force For Good" program."

Metrics	
Success Rate	87%
Initial Navigation Method	
Browsing	91%
Search	9%
Nav Method Effectiveness	
Browsing	83%
Search	85%

Shurli Massell

Task: Learn more about Shurli Massell, one of the featured leaders on our site.

This is a task in which search was a much more effective way of navigating to the correct page. Much more people chose to initially search compared to other non-product tasks, yet still 89% of people choose to initially browse. This finding emphasizes that while it is important to have a good search option, good information architecture of the site is much more vital.

Metrics	
Success Rate	91%
Initial Navigation Method	
Browsing	89%
Search	11%
Nav Method Effectiveness	
Browsing	79%
Search	100%

Metrics	
Success Rate	95%
Initial Navigation Method	
Browsing	99%
Search	1%
Nav Method Effectiveness	
Browsing	95%
Search	50%

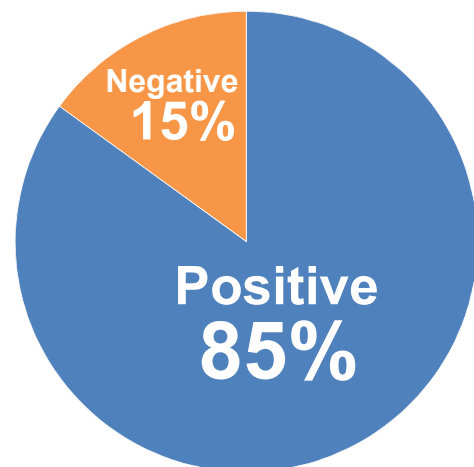
Ruby

Task: Find out what happens when you achieve the rank of Ruby and the benefits associated with it.

This is a page that was very easy for users to find. It was very clear to them that it was in the Opportunity section of the site, clicking on Ruby under Roadmap to success seemed intuitive enough. This browsing to this item was more effective than browsing to any other item we tested within the mega-dropdown menu.

I attribute the success to high scent on all levels of the navigation. Users felt strongly it was in the opportunity section. Once they opened up the mega-dropdown, clicking on Ruby was a no-brainer.

How would you describe our website?



Analysis

We often hear only negative things from distributors. However we need to realize that the group we most often hear from are not the majority.

After users had completed all ten of their tasks we asked them to give us one word or phrase that would best describe our website.

Eighty-five percent of the descriptions of our site were positive.

Accessible, amazing, aesthetic, attractive, **Awesome (4x)**, BEAUTIFUL, better than most, **Classy (3x)**, **Clean (8x)**, Clean & Professional, Clean and Slim lined, Clean, non-cluttered, **Complete (5x)**, **Comprehensive (10x)**, comprehensive and credible, Concise, convenient, current, Delightful, detailed, **Dynamic (2x)**, easily to navigate, **Easy (11x)**, easy to look at, **Easy to navigate (7x)**, **Easy to use (5x)**, efficient, engaging, **EXCELENT (3x)**, **Extensive(2x)**, Extensive and shows intelligent design, fancy, **Fantastic (3x)**, **Fast (3x)**, **Flashy (2x)**, Fresh, friendly, Full of information, **Functional (2x)**, **Good (10x)**, **Great (5x)**, GREAT PICTURES, **Helpful (2x)**, impressive, **Informational(4x)**, **Informative (19x)**, **Innovative (3x)**, **Interesting (3x)**, **Intuitive (4x)**, It's pretty easy and easy to explain to others, knowledge, Lots of information and very dynamic, Modern, navigatable, Neat, **Nice (3x)**, **Organized (4x)**, overall good, packed with information, **Pretty (2x)**, pretty good, pretty organized, **Professional (2x)**, professional and informative, Professional and user-friendly, quick, rich, robust, **Simple (4x)**, simple and engaging, Somewhat informative, State of the Art, straight forward, SUPER, **Thorough (2x)**, Thorough & efficient, unique, **user friendly (19x)**, valuable, very accommodating, very comprehensive, Very easy, **Very good (2x)**, Very navigatable, very organized, very professional, very well organized, Visual, VISUAL , EFFICIENCY, Visually appealing and informative, Well organized, **well thought out (2x)**, Wonderful (2x)

Negative, annoying, cumbersome, **Complex (3x)**, **Complicated (2x)**, **Confusing (3x)**, confusing in the products section, Could be more intuitive, Cumbersome, cumbersome and usually slow, **Difficult (3x)**, Don't love it, frustrating, Frustrating, Heavy/complicated/unfriendly, improvement required, **Not user friendly (2x)**, not well designed for the novice user, overwhelming, overwhelming b/c of the amt of info, Previous website is much better, room for improvement, Slow, slow to download, Terrible, Tricky, Uneven, user un-friendly, Vague, Very difficult and very frustrating!, very frustrating when trying to order online, you have to know where to go