



Lomax Focus Group Review

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Introduction

The purpose of the UX focus group was to test the Lomax website and see how real users interact with it. This will allow us to gain information and feedback to improve the site and make it more user friendly.

Aims:

1. Gain feedback on general website functionality.
2. Test the new Trade platform on real users.
3. Improve Lomax's ability to serve customers and staff.

The session was made up of three parts:

1. Initial group critic of the website in general.
2. Single user silent observation
3. Two short questionnaires

Group Critic

In the group critic all four participants went through the websites landing page, product page and cart page with the moderator.

Silent Observation

Participants split up into three groups to go through the pre-prepared user journeys. Moderators introduced tasks and silently observed as participants worked through scenarios.

Three user journeys:

1. Normal customer
2. Trade customer
3. PT admin

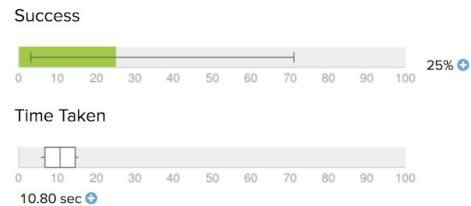
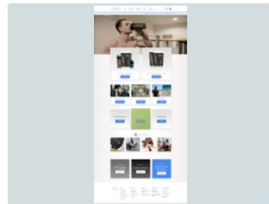
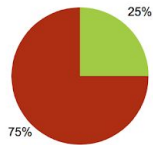
Questionnaires

Each participant was asked to complete two short questionnaires. Chalkmark was used to test if the participants would use the login boxes or the top bar to login. Treejack was used to see if the navigation was structured and worded correctly.

Questionnaires

Chalkmark

1. Your Lomax personal trainer has given you access to their employee trade account. Where would you click to access this account?

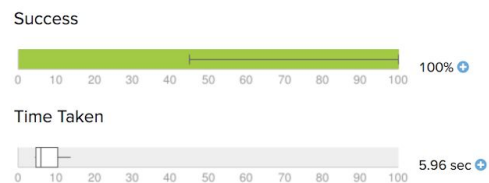
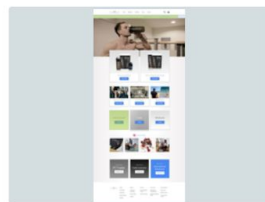


| | | |
|-------------|---|-----|
| Success | 1 | 25% |
| Trade login | 1 | 25% |
| Failure | 3 | 75% |
| Skip | 0 | 0% |

The majority of users presumed that you could login to the 'Trade Platform' from the regular login. The difference either needs to be made clear to the user by the PT or by adding a link in the regular login form page via a link to the trade platform login.

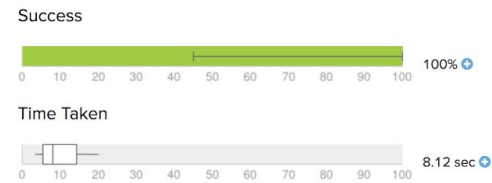
User2: only knew where to click because had learned from the previous trade platform task.

2. You are a returning customer and wish to login to see your order history. Where would you click to login to your account?



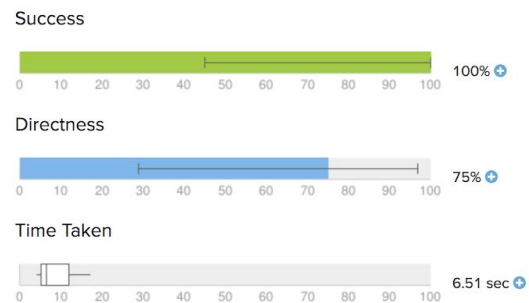
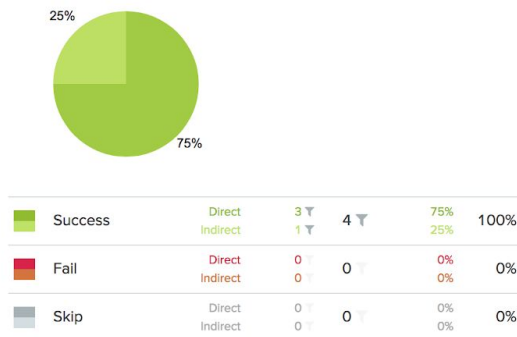
| | | |
|----------------|---|------|
| Success | 4 | 100% |
| User login bar | 4 | 100% |
| User login box | 0 | 0% |
| Failure | 0 | 0% |
| Skip | 0 | 0% |

3. You are a personal trainer at one of the Lomax gyms. You wish to login to see your employee benefits. Where would you click to login to your account?

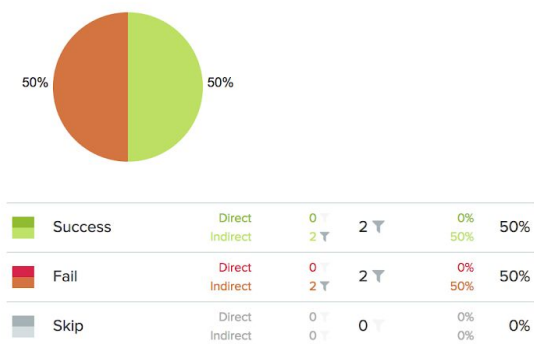


Treejack

1. Where would you click to find recipes?



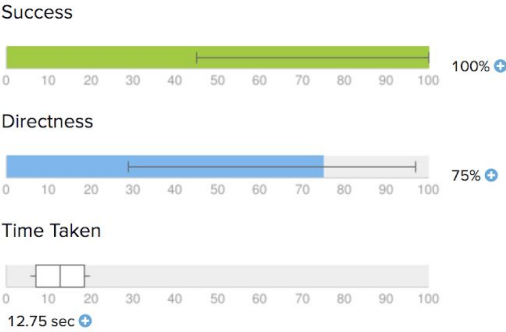
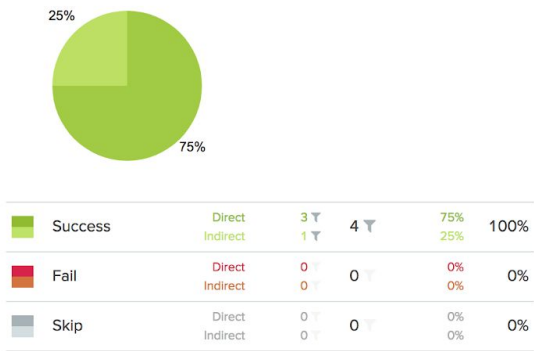
2. Where would you click to find out about the Lomax gym?



User1: Had no idea of where to start from, pressed News >Contact 5 times. Failed to find the Gym.

The labeling of this link is not clear. The navigation labels need to be reworded.

3. Where would you click to find the protein powders?



Group Critic

Key:

| | | |
|---|---|---|
| Low Small inconvenience and issues that only affect a few users | Medium Affects users experience but does not stop completing a process. | High Hinders users enough to stop them from completing a process. |
|---|---|---|

The level of impact the observations have on the user experience.

Landing Page

| <i>Impact</i> | Observation | Action | FAO | Estimate |
|---------------|-----------------------------------|---------------|------------|-----------------|
| None | The group liked the landing page. | | | |
| None | The video was received well. | | | |

Target Audience

| <i>Impact</i> | Observation | Action | FAO | Estimate |
|---------------|---|--|------------|-----------------|
| Medium | The product names need to be more relatable to the mass market. To avoid customers being put off. | Change the products names. | Lomax | N/A |
| Low | Is the website targeting the broad market of the two gyms - chelsea mums, or the east london gym? | Lomax's target audience needs to be defined. This will allow us to market to the customers and potential customers more effectively. | Lomax | N/A |

Product Pages

| <i>Impact</i> | Observation | Action | FAO | Estimate |
|---------------|---|---|------------|-----------------|
| Low | Descriptions of the products needs to be simplified. PTs are having to explain what the products are to their clients because wording in the | Change the language in the product descriptions to be less technical. This will allow customers who are not experts in fitness to understand the products and be able to choose the right product for them. | Lomax | N/A |

| | | | | |
|--------|---|---|-------------|---|
| | descriptions does not appeal for the gym clients. | | | |
| None | Key features got a positive reaction | | | |
| Medium | Customers find it hard to work out what the best product was for them. | <p>We could add a mini quiz for users to take to see what they want from their nutrition product then recommend a product to them.</p> <p>Encourage product reviews on the website. https://www.shopify.co.uk/guides/make-your-first-ecommerce-sale/product-reviews </p> | Lomax & TDG | Sizable dev't effort - requirements capture needed before estimate can be given |
| Low | Use the website to build on the knowledge the PTs are giving the customers. Like the categories for all the products. | Could the PTs be given a PDF with advice on how to sell each product. | Lomax | N/A |
| Low | Clients feedback in the gym comment on tastes and effects of nutrition products. | <p>Could we incentivise reviews?</p> <p>Could provide taste and effectiveness star reviews.</p> | Lomax | N/A |
| High | The products all look the same. Every product page look the same. | Get rid of the product 3D mockups and use the product glamour shots on the product pages. This will help to make the product pages more individual. | Lomax & TDG | To discuss with Lomax |

Checkout Pages

| Impact | Observation | Action | FAO | Estimate |
|---------------|---------------------------|--|------------|---------------------------|
| Low | It looks like an invoice. | Once the background gradient has been added hopefully this will make the checkout pages look more appealing. | TDG | Design - 0 Dev - 1 day |

| | | | | |
|--------|---|--------------------------------|-------|--|
| Medium | Users didn't like that you had to pay for postage. | | Lomax | N/A |
| Low | <p>Not all the checkout pages look the same. Make the pages all uniformed.</p> <p>Very blocky, less tablely design.</p> | Redesign of the checkout page. | TDG | <p>Design - 1 day</p> <p>Dev - 1 day</p> |

Website Silent Observation

Senario: You are browsing through Instagram and you see that Lomax have posted a new recipe for chocolate cookie dough protein bars, with the following ingredients. 60g Lomax Pro-Edge Formula (whey or vegan) in vanilla flavour, 5tsp vanilla extract, 6tsp ground cinnamon etc.

Tasks:

1. Add 60g Lomax Pro-Edge Formula to basket
2. Your friend suggests you should buy a pack of pills that are good at burning fat, please find this item and add to cart.
3. Purchase these items- create account.
4. Change delivery address after creating account.

| Impact | Observation | Action | FAO | Estimate |
|--------|---|--|-------------|---|
| High | User navigated to the recipes instead of products page when asked to find a protein powders. | Maybe add the products that are within Lomax recipes into the recipe description | Lomax & TDG | 1hr |
| Medium | Search bar failed to find "proedge formula" (it only finds it if it has been typed "proedge-formula") | Enable fuzzy search functionality | TDG | Large feature, with a third party cost |
| Medium | Added item to basket twice because she didn't notice the basket confirmation. User expected a different sequence of events, when an item is added to basket a pop message usually appears - "Do you want to continue shopping?" | Redesign item added to basket confirmation. | TDG | Won't fix - user expected the same functionality as another eCommerce website |
| Low | No options to change flavours in basket. | Add feature to basket | TDG | Sizable feature |
| Medium | The buttons on check out very small | Make the button bigger. | TDG | Dev - 2hr |
| Low | When your entering payment details Paypal is the default selection. | Change the default selection to card. | TDG | Fixed already |

Trade Platform Silent Observation

Senario: Your personal trainer has given you the login details to their employee 'Trade' account giving you access to exclusive fitness content and discounts on products.

Login details - Email: ptadmin@ptadmin.com Authcode: testauth

Tasks:

1. Login to your personal trainers Trade account.
2. Add a vegan product to your basket.
3. Add a chocolate flavoured product to your basket.
4. Add the Lomax Shaker to your basket.
5. Checkout and return to the homepage.

| Impact | Observation | Action | FAO | Estimate |
|--------|---|---|-------------|-----------|
| High | The participant tried to login into trade using the normal login form. (I had to intervene and show the participant where to login). | On the normal login page add a CTA directing Trade users to click and login in the correct place. PTs need to explain to their customers how to login. | Lomax & TDG | Dev - 2hr |
| Low | When searching for products the participant either scrolled or used the filter. They didn't type in the product name. | Prioritise the filter over the search bar. Make search bar more prominent. | TDG | Dev - 3hr |
| Medium | User didn't notice that there were duplicates of products for flavours. This could lead to users down the line not being fully aware of the flavour they are ordering and could result in product returns. | Adding a flavour drop-down adds extra clicks/touches in the purchase process and would not be recommended. We recommend improving the flavour differentiation so it is clearer to users on the wholesale form. | TDG | Dev - 3hr |
| None | Checking out was standard. | | | |

PT Admin Silent Observation

TDG tested the TP on two Lomax Personal Trainers: Sam and Will.

What were the PTs tested on?

1. We asked **questions** about their preconceptions on the TP - before it has been seen or used.
2. We **silently observed** them using the TP - the overall concept, terminology and usability.

Preconceptions (#1)

Before the PTs saw or used the TP, we explored two questions to find out how much prior knowledge the PTs may have already:

1. What did the PTs already know about the platform, and have they used anything similar?
2. Upon hearing about the TP (and before using it), what did the PTs want to find out first; and is there anything that they're particularly interested about?

We've summarised the discussion below:

- **Both users had a vague understanding of the TP; but were unfamiliar with how the platform would operate, or the benefits it could bring them.** Both users are “uninformed” users and will pose the most difficult challenge on the User Experience of the TP. These types of users have little to no prior knowledge, behaviour patterns, or habits that will distort or skew their usage of the TP. As such, **their feedback is highly valuable** and comes from a neutral perspective.
- **Both PTs felt compelled to understand what the upgrade benefits to their accounts were, and what it means to themselves, the company and their clients.**

Silent observation (#2)

The PTs were then tasked with the following scenario, and provided with a username and password for their account which had been upgraded to give access to the TP:

You are a Personal Trainer at Lomax. You have clients who receive personal training from you. Your boss tells you that your account on lomaxnutrition.com has been upgraded (or, it has been created for you), and you now have access to the Trade Platform (previously called PT Platform). He says you can find out more once you have logged into your account.

Login to your account and “think aloud” as you gain a better understanding of the new capabilities your account has.

For brevity of this report, the observation findings have been moved to the **Appendix** section as this is a lengthy and detailed part. This section contains no “recommendations” and serves only as a “what was observed” section.

Proposed fixes to the observations

Having observed the PTs use the platform and gained a better understanding of where the TP could be improved, the the next table outlines TDGs recommendations. The impact column asks the following question to evaluate the risk: “*what is the impact on Lomax by ignoring this recommendation*”.

A * indicates that the estimate is subject to requirements and discussion between TDG and Lomax; and at this point an estimate is not possible.

| Impact | Proposed fix / discussion required | FAO | Estimate |
|---------------|--|-------------|-------------------|
| Low | Maybe provide guidance to PTs on how to portion their Access Codes. | Lomax | N/A |
| Medium | On the website, improve the instructions shown to the PT about what is deemed a valid Access Code name, and provide clearer error messages. | TDG | Quarter-day |
| Low | Tweak some colours used in the “My Account” section to be more consistent with the Lomax Brand Colours. | TDG | Quarter-day |
| Low | When a PT creates a coupon from their commission balance, it can only be used by the PT who created it. Do Lomax want to offer PTs the ability to create coupons for other people (via email address association)? | Lomax | N/A |
| Low | PTs would like to be able to contact customer directly who have bought items with their Access Code (maybe has issues with data protection and communication – to discuss). | Lomax & TDG | To discuss |
| Low | Should Lomax offer PTs the ability to set a custom discount level per Access Code? E.g. a tiered approach. | Lomax | N/A |
| High | On the website, provide clearer instructions to the user on how to find their PayPal.me link. | TDG | Half day |
| High | On the website, provide clearer instructions to the user on how the cashback process works and expected timelines. | TDG | 1 day |
| High | On the website, provide a more granular transaction history statement of the PTs commission balance incomings and outgoings. | TDG | 4 days * (big) |

| | | | |
|--------|--|-------------|-------------|
| High | On the website, provide clearer instructions on the expected format of the PayPal.me link (e.g. with or without "https://www"). | TDG | Quarter-day |
| Medium | Add a contact method (number, contact form or email?) available to logged in PTs only so they can ask questions about the Platform or any issues they encounter with their cashback/coupons/general questions. | Lomax & TDG | Quarter-day |
| High | Before a cashback request can be raised, the website should provide a clearer cashback request amount that is accepted by the user as they only get 50% of the cashback request and this caused frustration to the PTs (some confusion here to discuss). | Lomax & TDG | 4 days * |
| High | Provide a clearer status update when a cashback request has been paid showing: how much was paid, when it was paid, and where it was paid too. | TDG | Half day |
| Medium | Allow the PT user to "remember their PayPal.me" link for future use. | TDG | Quarter-day |
| Low | Should the coupon maximum value be increased above £100? TDG to fix current small bug which blocks coupons being created for £100 as this should be possible. | Lomax & TDG | Free |
| Low | Should coupons created by Lomax grant free shipping unconditionally? | Lomax & TDG | Free |

Total effort estimate for low, medium and high impact (days):

| | | |
|---------------------------------|------------------------------------|---|
| Low only: 0.25 | Medium only: 0.75 | High only: 2.25 <i>2 rows excluded due to *</i> |
|---------------------------------|------------------------------------|---|

Conclusion

The focus group was successful, we tested all users on the general functionality of the main website from navigation to product and services names. Both Trade Platform and PT admin exercises gave us a better understanding on how to improve both design and technical functionalities, these changes will be implemented on Lomax's request.

Participants identified a few branding and product concerns, we understand Lomax are trying to improve and implement new branding across their products over the next coming year, hopefully the feedback provided in this report will help Lomax focus on customer- centric designs and product descriptions.

The information provided below are key recommendation actions that Lomax should take to improve their user experience on all three tested platforms, this advice has been given from focus participants and ux industry experts.

Key Recommended Actions

| Actions | FAO | Estimates |
|--|-------------|-------------|
| Scrap 3 login boxes - have a link Trade login on the normal login page. | TDG | Quarter-day |
| Consider renaming products. | Lomax | |
| Hire a copywriter to write new product descriptions. | Lomax | |
| Incentivise reviews on the website. | Lomax | |
| Do a bit of market research into the target audience. | Lomax | |
| Change the product page images to the photographs instead of the 3D mockups. | Lomax & TDG | Quarter-day |
| Rename the labels in the navigation bar | Lomax & TDG | |

Appendix

Silent observation of the PTs

In the table below, we explain what we observed the PTs do, say, feel and respond as they worked through the scenario for PT Admins. The observer did not coach, train, or provide any support to the PTs unless they were stuck and could not progress with the scenario.

| What was the PT doing, or discussing? | What did we observe |
|---|---|
| <i>When the PTs were viewing their account dashboard after login:</i> | <ul style="list-style-type: none"> PTs understood that they must give their clients 3 pieces of information – their email, an access code, the login link PTs very quickly understood that they can earn commission on orders placed by their clients and can create coupons or create a cashback request from the commission. PTs initially seemed very happy about the TP concept and the ability to earn commission. There seemed to be more of a desire to earn real cash instead of coupons. |
| <i>When the PTs were discussing the concept of “Access codes”:</i> | <ul style="list-style-type: none"> There was some confusion on how Access Codes should be assigned. “Do we only get one Access Code”. The PTs discussed creating codes per-person, per group, and per-class. After further reading, the PTs realised that one access code can be used by many clients, and ultimately, they can decide how and who they assign access codes too – there is no set “standard” (as of yet). PTs demonstrated that they preferred to create codes on a per-class basis, or by friends, or by family or by VIPs. |
| <i>When the PT was creating a new Access Code, the system rejected the attempt due to invalid characters:</i> | <ul style="list-style-type: none"> PTs rephrased their code to something that was accepted by the system but were frustrated in the process by system feedback messages that were not clear. |

| | |
|---|---|
| <p><i>When the PT was viewing a list of their current Access Codes:</i></p> | <ul style="list-style-type: none"> • PTs instantly understood the value to them, in being able to see how many orders were placed with each Access Code (E.g. One Access Code is performing better than another) • Overall very good comprehension |
| <p><i>When viewing their account:</i></p> | <ul style="list-style-type: none"> • The PTs found the account section “easy to navigate”. They “liked the colours” but noticed some colour mismatches |
| <p><i>When viewing the PT Rewards page:</i></p> | <ul style="list-style-type: none"> • PTs suggested a new feature to allow them to “create a coupon as a gift”. |
| <p><i>When viewing the Client Orders page (orders placed via an Access Code):</i></p> | <ul style="list-style-type: none"> • PTs really liked that they were able to see the orders placed by their clients. • PTs asked if it would be possible for them to contact their clients who have placed an order with an Access Code. PTs felt that they would like to contact clients, so they can nurture and retain sales from clients who are valuable to them, and to Lomax. • PTs discussed a tiered scheme whereby if a client of theirs has bought a lot, what can be offered to them to further incentivise further sales. (E.g. some Access Codes could grant a greater discount or use a different commission rate). |

When exploring how to create a cashback request:

- PTs found the PayPal.me link idea slightly confusing and needed further explanation from the observer. This confusion could have been caused by the PT's not logging into their PayPal account (which would have given them their PayPal.me account link) during the testing, so an example link was provided.
- PTs were unsure if the paypal.me link needed "https://www" to be prepended to the URL. Out of precaution, the PTs added it even though this was unnecessary as the system would automatically manage this.
- PTs incorrectly used a "paypal.com" link instead of a "paypal.me"
- PTs successfully raised a cashback request and understood the authorisation process but wanted to know how long the process is expected to take and when it would be paid into their accounts. "Is there a cut-off date". "How long till I get paid from it being accepted".
- The PTs searched for a way to contact a Lomax Staff member about their cashback requests and questions.
- The PTs were confused as they created a cashback request for £400 and the amount payable shown as £200. This provoked an angry reaction as they felt that they had been cheated and wanted to know where the remaining money was. Their response was to urgently contact their boss to find out more.
- They noticed the 50% pay out rate *after* the cashback request had been raised.
- When the cashback status was updated to Paid, the PTs were fairly sure that the payment had gone to their PayPal account, but were unsure.
- PTs wanted the site to remember their paypal.me link for future use.
- PTs wanted to see when/how/where they were paid after the cashback status had been updated to "paid".

| | |
|--|---|
| <p><i>When creating a coupon from their commission balance</i></p> | <ul style="list-style-type: none"> • PTs wanted to create a coupon that was greater than £100 as they were provided with a £500 commission balance. • There was an issue whereby the system should have allowed the PT to create a coupon for £100 but disallowed this. • PTs successfully took the coupon code that they had just created and applied it to a cart to spend. • PTs felt cheated because the coupon didn't contain free shipping as well. |
|--|---|