

NATURAL GROCERS HOME PAGE EVALUATION

USABILITY + UX REPORT

By Kelli Vazquez · October 19, 2022

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**EXECUTIVE
SUMMARY**

EXECUTIVE SUMMARY

OVERVIEW

This report is the result of a user experience and evaluation of the Natural Grocers website. I used two test methods on a group of four participants, a home page tour and card reaction statements. The home page tour offered more feedback of positive and negative suggestions. The card reaction test provided less feedback but more positive results. The higher amount of the home page tour's in-depth responses made it the more effective test method. The participants found several areas on the website home page that need improvement.

PROBLEM

The Natural Grocers website traffic is down post-COVID, and leadership wants to know if the website needs adjustment or a complete redesign to better suit customers. The client requested feedback from a focus group similar to the shopper demographic to provide insight in their experience using the website.



METHOD

Test method one was a home page tour offering users an opportunity to talk aloud during the experience. For the card reaction test, subjects selected words from a list instead of speaking during the analysis. I presented both groups with the same set of questions after the site examination and recorded their responses.

RESULTS

The Recipe section was a big hit with all of the participants. Most wanted to see it have a more prominent place on the home page instead of down at the bottom.

The image slider is a problem for many viewers. They thought it was too bright, large, and moved too fast to read the ads.

The testers wanted to see better navbars. The store locator strip only appears when users are at the top of the site. The main navbar is too plain and often went unnoticed during the first inspection.

INTRODUCTION



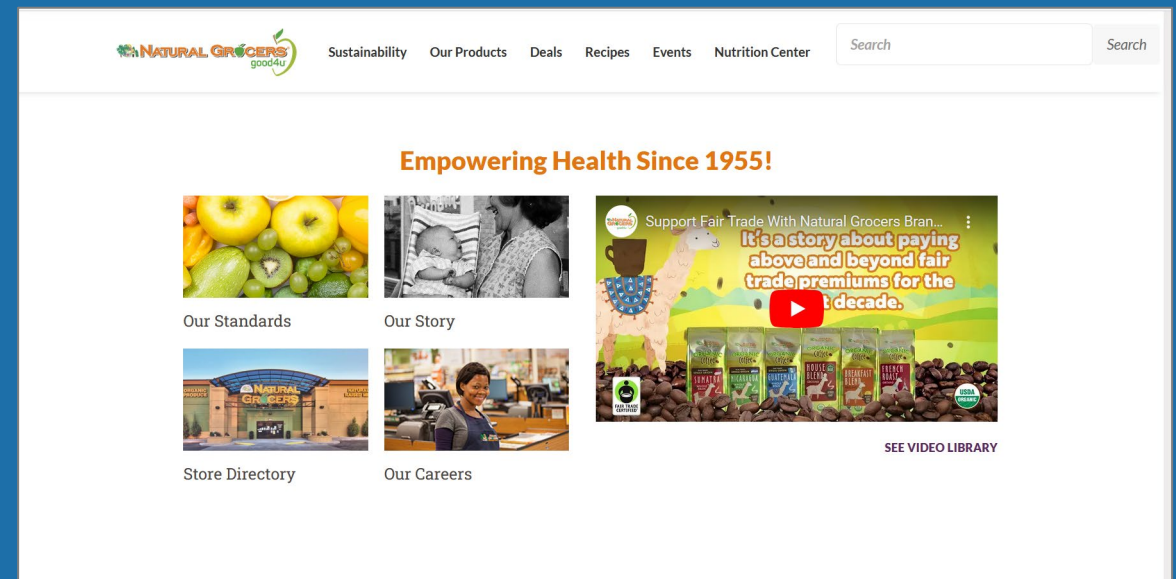
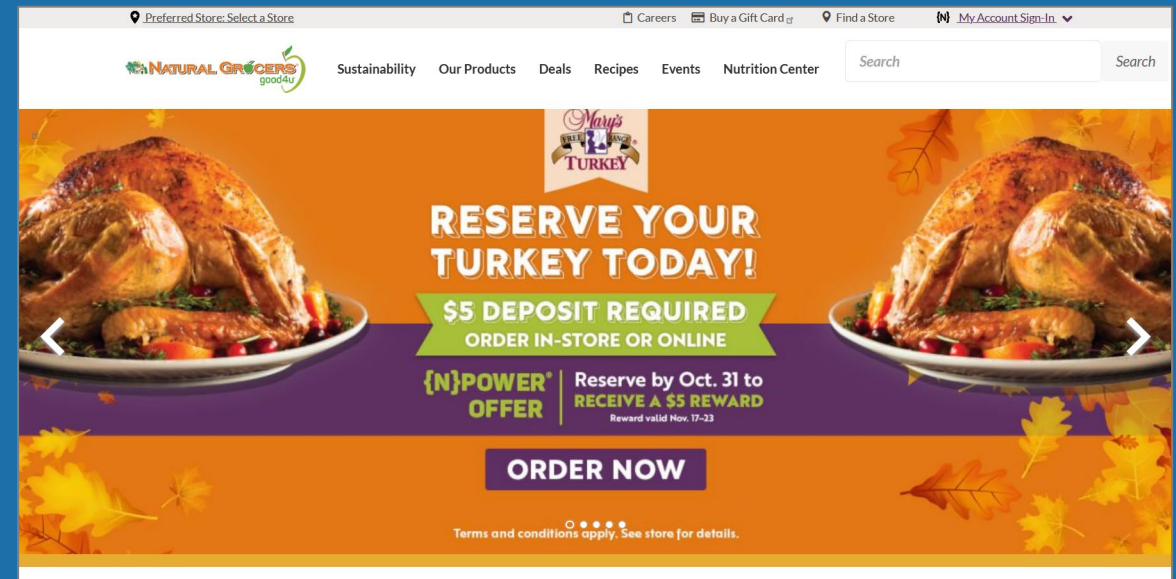
INTRODUCTION

The client requested feedback from adults similar to the customer demographic to provide insight into their experience using the website.

I invited four adults to participate in this brief study in person and by text. I used two test methods, a home page tour and product reaction cards. I posed the same evaluation questions to each participant after each reviewed the website's home page.

I've included the recommendations about what works and what needs improvement as suggested by the participants.

These test methods allowed for qualitative and quantitative reporting, which are included in this report.



TEST METHODS



THE HOME PAGE TOUR

Half of the test participants performed a home page tour in individual sessions using think aloud protocol. This method involves testers talking freely about what they see, but not every participant was comfortable with it and needed reminders from me to tell me what they thought. I allowed them to scroll freely and hover over links without clicking on any calls to action. After they viewed the page to their satisfaction, I asked four evaluation questions to receive additional feedback.

QUESTION 1

What do you think the purpose of this website is?

QUESTION 2

What stands out to you most on this webpage?

QUESTION 3

What feature did you like the most on this webpage?

QUESTION 4

Would you change anything on this website?

PRODUCT REACTION WORDS

I selected twenty-five product reaction words: ten positive, ten negatives, and five neutral. I randomized them using a formula in Excel to ensure they were in no specific order to prevent biasing the testers.

I tested each participant individually. In the test environment, they scrolled at will and hovered over links. I occasionally reminded them not to click on any links. After allowing them to view the page for several minutes, I asked the same four evaluation questions as the home page tour group to get more feedback.



THE GOOD

Practical	Enjoyable	Innovative	Pleasing
Supportive	Organized	Creative	
Compelling	Helpful	Easy	



THE BAD

Wordy	Obstructive	Cluttered	Impractical
Conservative	Complicated	Annoying	
Frustrating	Distracting	Unpleasant	



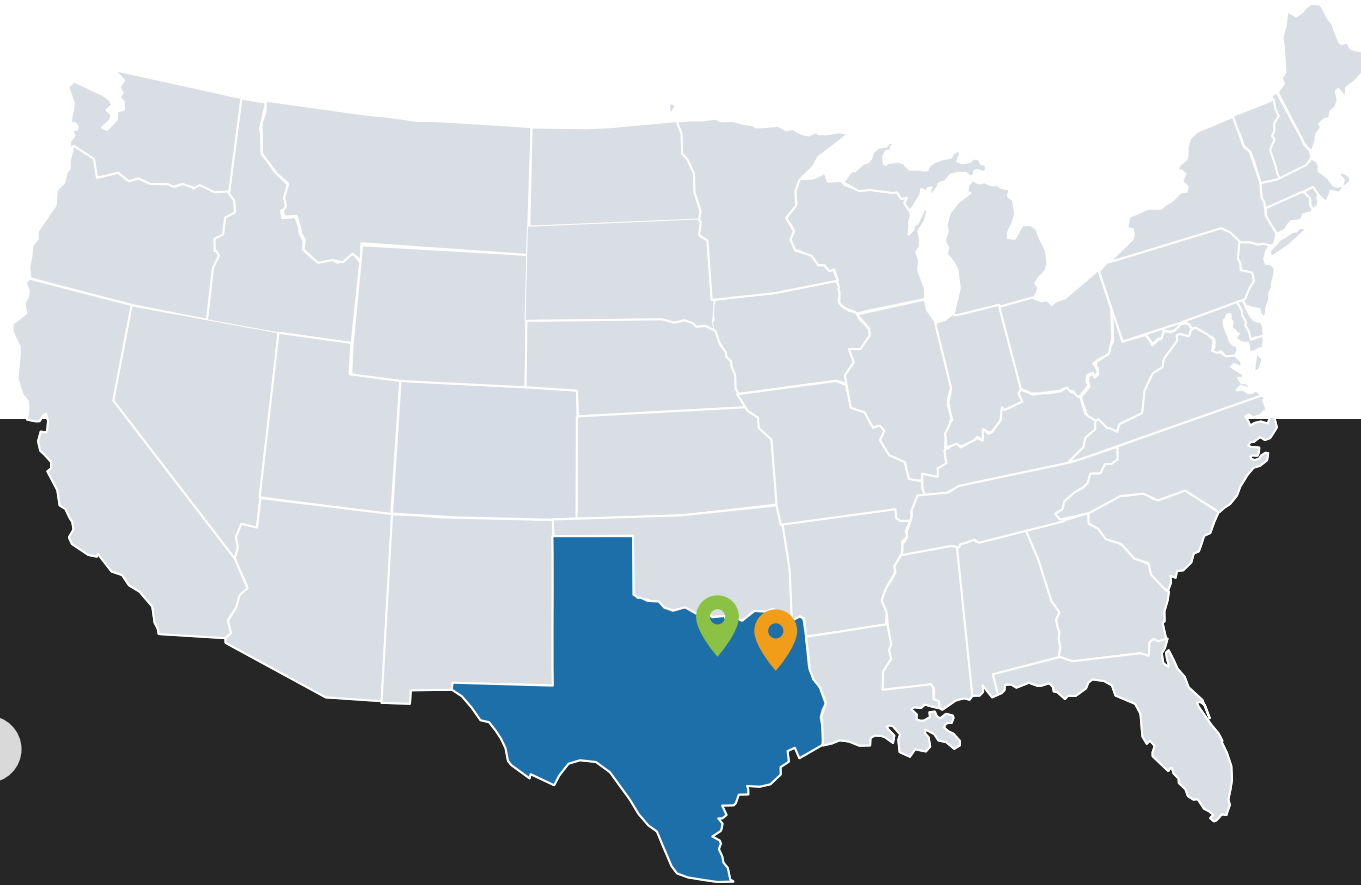
THE MEH

Specific	Expected	Okay	Relatable
Different			

DEMOGRAPHICS



PARTICIPANT LOCATION



1

Fort Worth, TX

3

Tyler, TX

GENDER



75%

FEMALE



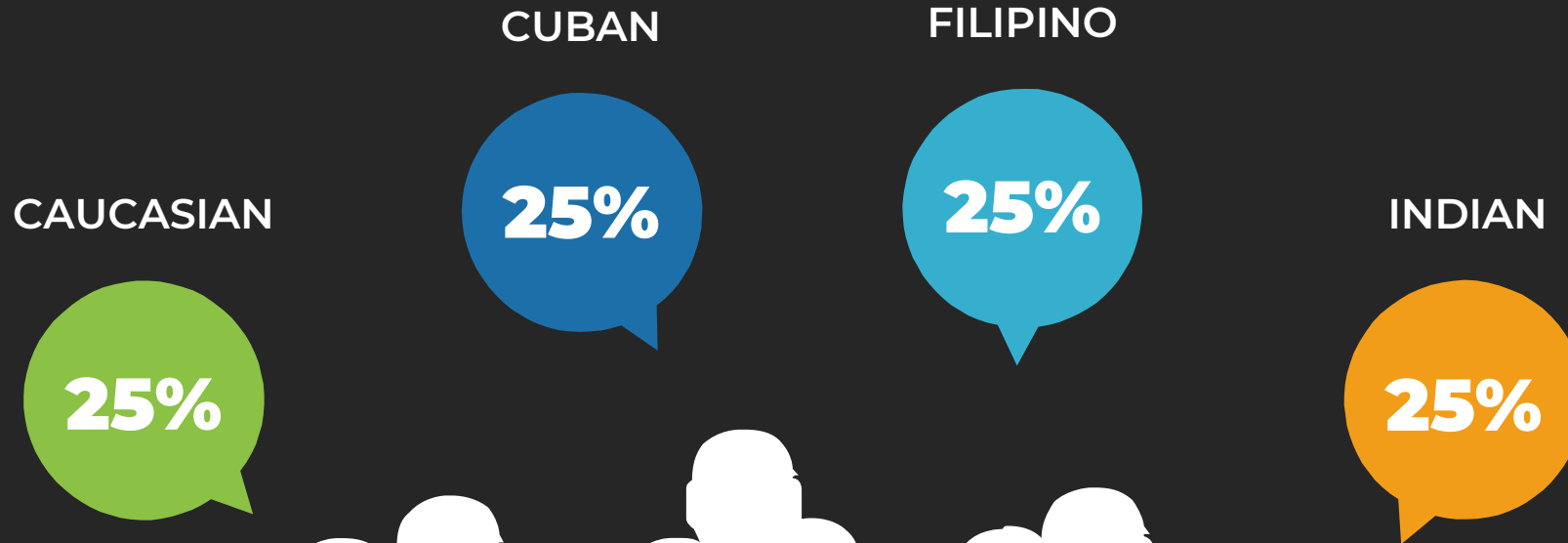
25%

MALE

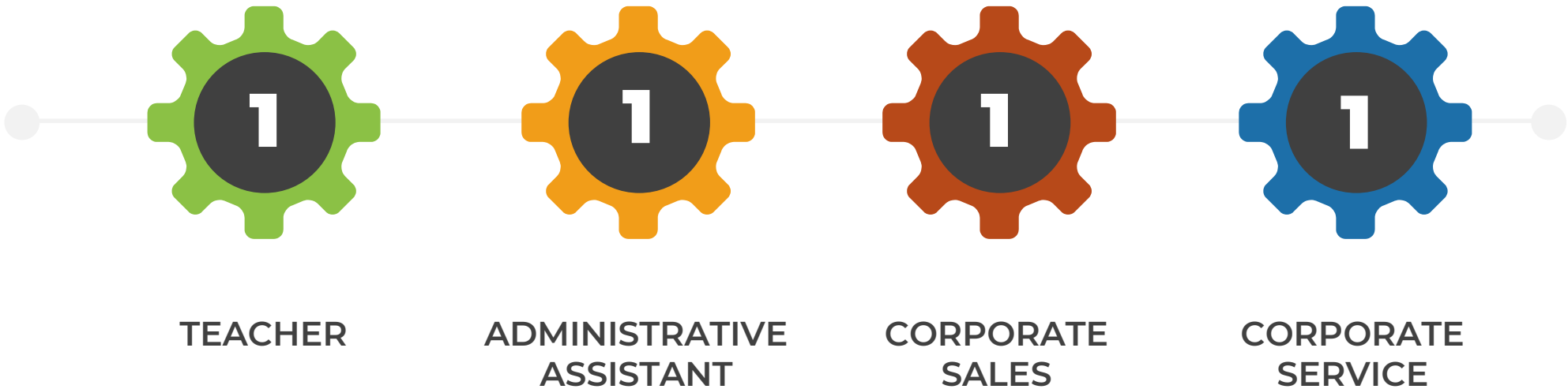
MEDIAN AGE



ETHNICITY



PROFESSION



RESULTS



EVALUATION QUESTIONS

What stands out
the most to you
on this webpage?

What feature did
You like the most
on this webpage?

What do you think
the purpose of
This website is?

Would you
change anything
on this website?



EVALUATION RESPONSES

The search bar
is good.

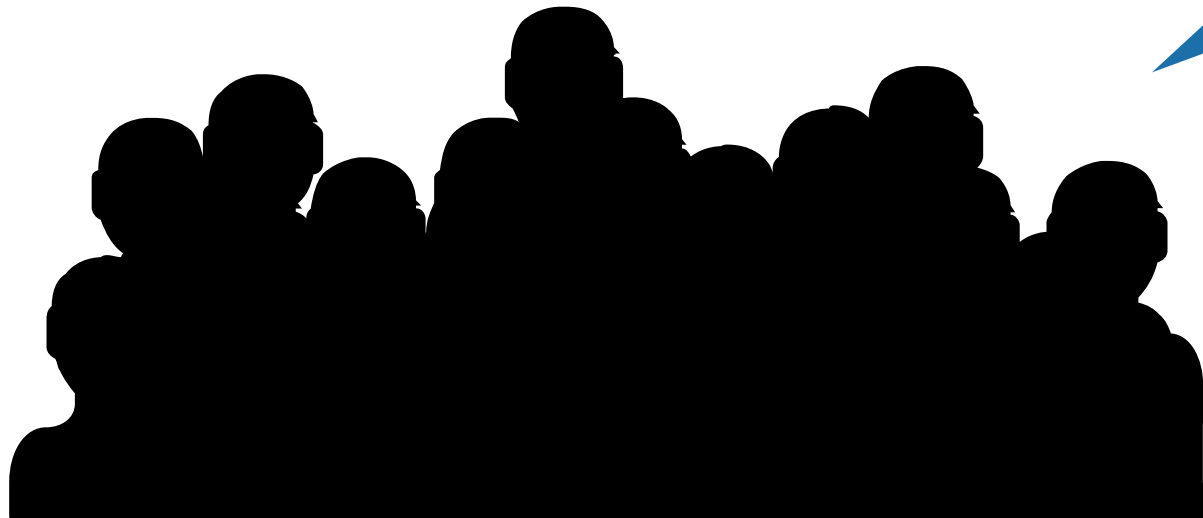
No grocery delivery
option? It needs
to be more obvious.

Some nice info
for GMO

I REALLY like this recipe box!

I need to go
to this store

They could feature a
recipe and list
ingredients that are
currently on sale



PRODUCT REACTION WORDS

POSITIVE

NEUTRAL

NEGATIVE

PRACTICAL

SUPPORTIVE

SPECIFIC

OBSTRUCTIVE

ANNOYING

EASY

PLEASING

EXPECTED

WORDY

COMPLICATED

ENJOYABLE

INNOVATIVE

OKAY

IMPRACTICAL

CONSERVATIVE

ORGANIZED

CREATIVE

RELATABLE

CLUTTERED

UNPLEASANT

COMPELLING

HELPFUL

DIFFERENT

FRUSTRATING

DISTRACTING

PRODUCT REACTION RESPONSES

POSITIVE

NEUTRAL

NEGATIVE

PRACTICAL - 2

SUPPORTIVE - 2

SPECIFIC - 1

OBSTRUCTIVE - 0

ANNOYING - 0

EASY - 2

PLEASING - 1

EXPECTED - 0

WORDY - 0

COMPLICATED - 0

ENJOYABLE - 0

INNOVATIVE - 0

SUFFICIENT - 1

IMPRACTICAL - 0

CONSERVATIVE - 0

ORGANIZED - 1

CREATIVE - 0

RELATABLE - 2

CLUTTERED - 0

UNPLEASANT - 0

COMPELLING - 0

HELPFUL - 0

DIFFERENT - 0

FRUSTRATING - 0

DISTRACTING - 1

RECOMMENDATIONS



WHAT WORKS WELL

There are several successes happening on the Natural Grocers home page



THE RECIPES

Every participant wanted to explore the recipe section.

GMO INFO

Two participants liked GMO information on the site.

SEARCH BOX

The search field was easy to find for almost all test participants.

HEALTH RESOURCES

One participant was excited about the learning resources the site offers

WHAT NEEDS ADJUSTMENT

Some of the Natural Grocers website areas need further inspection based on user comments



MAIN NAVBAR TOO BLAND

Three testers thought the main navbar blended in with the background. They missed it on the first pass.

STORE LOCATOR OBSCURE

Two participants remembered seeing the store locator but couldn't find it. The info bar disappears when scrolling. They must return to the top of the page to get it back.

SLIDER TOO FAST/BIG/BRIGHT

Several test participants' first comments involved the slider. They thought it was too big, one said too bright and that it moved too fast to read the ads.

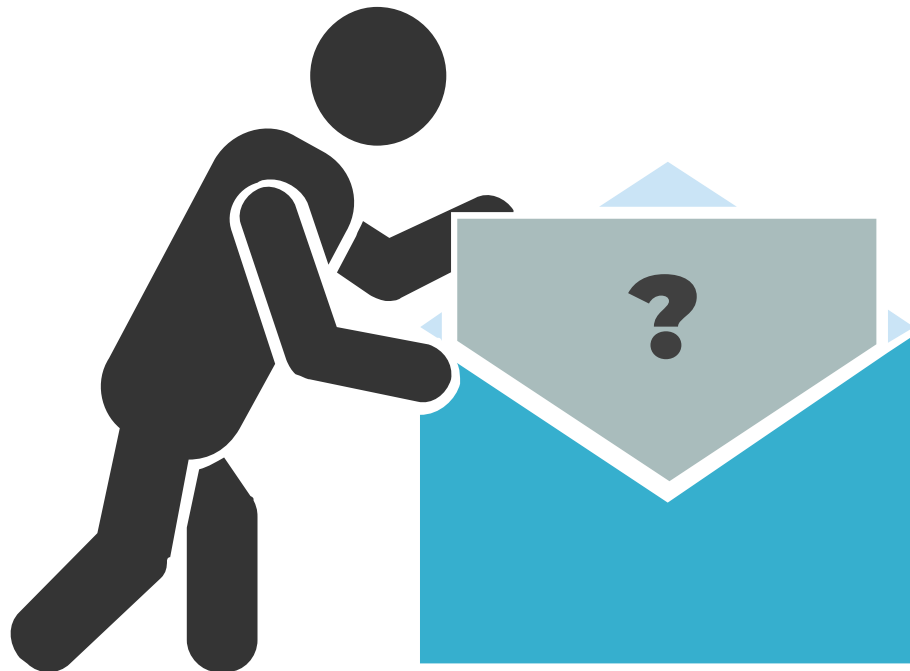
MOVE IMPORTANT ITEMS UP

All participants wanted to see the recipes moved higher, and the About/History section moved to the bottom.

CONCLUSION



CONCLUSION



HOME PAGE TOUR VS. RESPONSE CARDS

The home page tour with think aloud protocols provided a wide variety and detailed qualitative feedback, both positive and negative. Product response card testers gave a much higher positivity score but less verbal feedback after the evaluation questions. A home page tour proved to be a better source of user feedback than the response card method.

APPENDIX



75%
LAPTOP

25%
DESKTOP



USER DEVICES

OPERATING SYSTEMS



100%
WINDOWS



0%
MAC

BROWSERS



75%
MOZILLA
FIREFOX



25%
GOOGLE
CHROME