CREATE THE REMARKABLE

EXISTING WEBSITE AUDIT

HEURISTICS EVALUATION | BASELINE TESTING | COMPETITIVE ANALYSIS

05/25/2020

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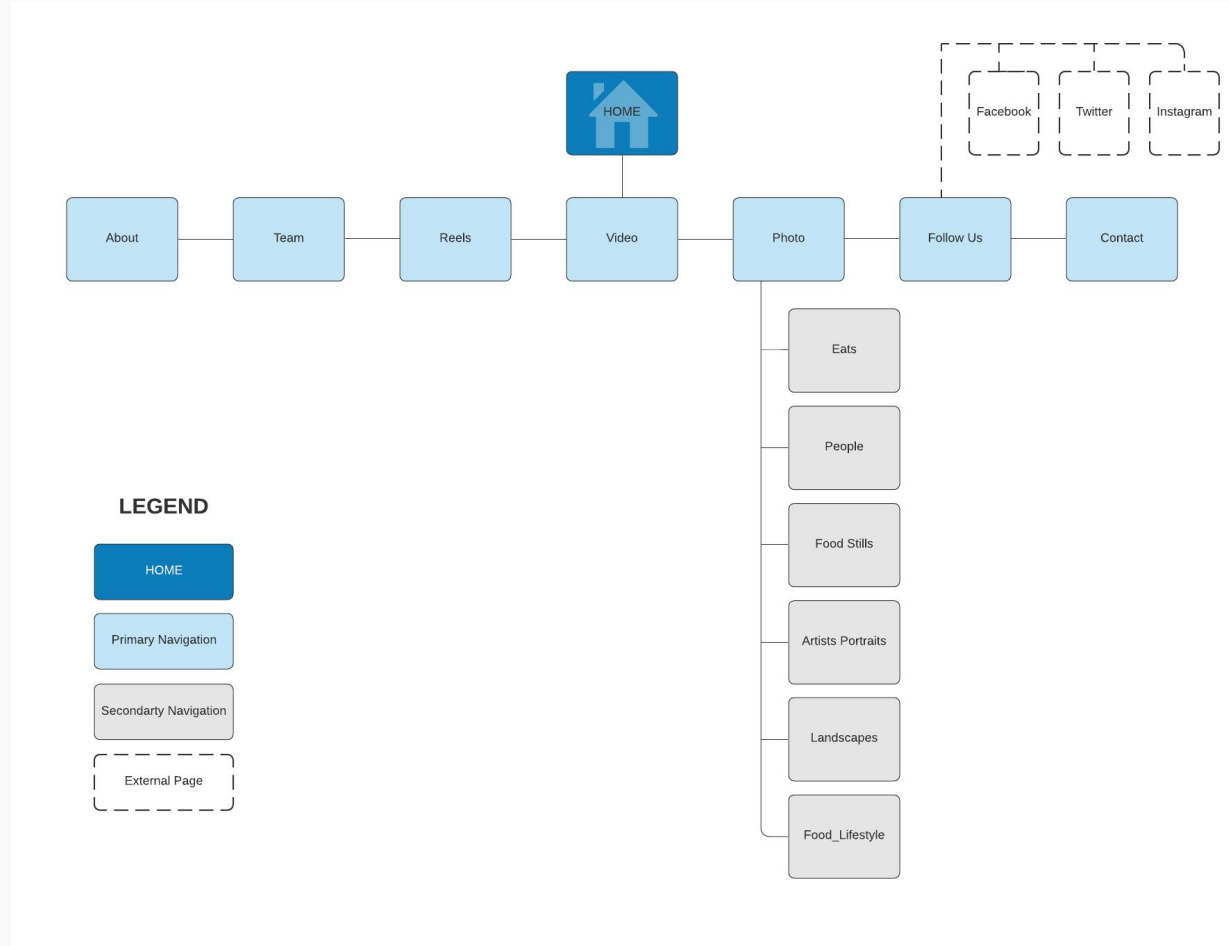**UX DESIGNER**

CREATE THE
REMARKABLE

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SUMMARY

This report serves as a **comprehensive assessment** of the *Create The Remarkable* desktop website. It includes research, recommendations for improvement, and test results of the existing website to establish a baseline for redesign.

The content, features, and architectural structure of the website were evaluated using multiple research methods to better understand the goals of the business within the market landscape, and the needs and experience of the typical user as they engage with the website. This report includes documentation, findings, and recommendations of the following related to the existing website: site map, example task flow, heuristic analysis (Abby Method); and baseline usability testing to evaluate and report on task success / failure, satisfaction, ease-of-use, and likelihood of contacting the business. Baseline usability testing tasks will be re-visited again to test the redesign.

It is my overall recommendation that *Create The Remarkable* will benefit from implementing new navigation, a UVP, improved labeling, expanded written copy & content site-wide, updated video content, onboarding, and a new style guide to improve clarity, understanding, and brand messaging pertaining to the company's mission and services. These changes will provide value to the business by improving the number of visitors to the site and potential for new leads, by introducing new users to the brand with a new website that speaks clearly to your credibility, service offerings, and value.
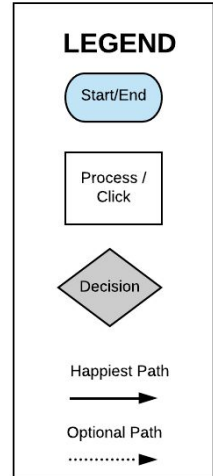
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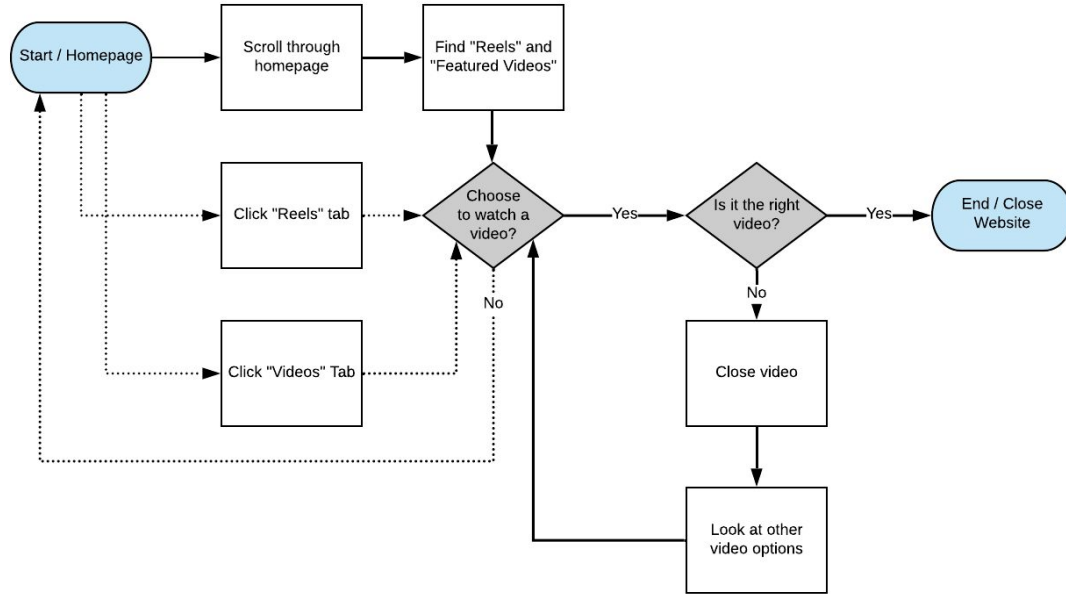
TASK FLOW

EXISTING SITE

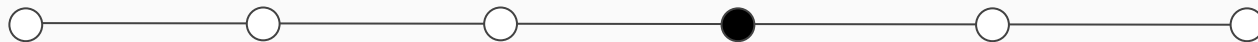**TASK: *Find an example of video that CTR created for The Center for Puerto Rican Studies***

LEGEND

Start/End

Process / Click

Decision

Happiest Path

Optional Path

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HEURISTIC SUMMARY

Heuristic *(Adj)*
Heu.ris.tic \ hyu-ri-stik

Involving or serving as an aid to learning, discovery, or problem-solving

also: Relating to problem-solving techniques that that utilize self-educating techniques to improve performance

Read notes from the full heuristic analysis here.

Your website was analyzed using The Abby Method's **10 heuristic principles for information architecture.**

- The existing website meets UX **best practices** in **credibility** by listing former clients. This feature can be improved visually, and testimonials should be added.

- It is critical that we pay attention to **communication** and **delight**, as these principles scored the **lowest.**

- The site also needs to focus **heavily** on improving **findability, accessibility**, **clarity**, **usefulness**, and showing **value** for the user.

Overall Recommendations Include:

1. Help guide the user (path-to-task success) with clearer page names for header/footer navigation, labels and CTAS throughout, contact info in the footer as well as a separate page to contact the brand through a form

2. Lexicon - clarification and categorization of service offerings (names & descriptions)

3. Update all video examples to reflect current & future service offerings clearly with no extraneous or unrelated content

4. Copy & Content Writing: condense and distill the brand description, rewrite founder bios, add UVP & testimonials; update all social media channels to match changes

5. Homepage: homepage should act as a "highlights only" page, with clear CTAS to provide additional pathways for users to reach information they need

Scoring of CTR's website using the Abby Method

# HEURISTIC NOTES

EXISTING SITE

▷ Meets Best Practice

▷ Minor Problem

▷ Medium Problem

▷ Major Problem

	OBSERVATION	RECOMMENDATION
Findable ▷	Website does not lack content and content is visible on the page, but finding the *right kind* of information that the user came for is more difficult.	Naming & content organization needs to align with user needs so users can locate the right information more quickly, including Page Titles, Header or Category Titles, and individual video titles.
Accessible ▷	Section titles and CTAS in light blue are low-contrast and not considerate of users with visual impairments. White text over moving video is also low-contrast and visually overwhelming.	Section titles, CTAS, and any text overlays need to be a darker contrasting color. Remove text from over video and replace with a small callout below navigation if needed.
Clear ▷	Present text is length and overly-descriptive. Current Page Titles and Section Headers do not give the use a clear expectation of what to expect when they open a page or watch a video. Individual videos do not have titles.	Language in "Team" and "About" should be simplified for easier reading; Better page titling and add CTAS throughout that help guide the user to the Contact Form;"ABOUT" - edit this content during Content Strategy week; "if everything is bold, nothing is bold"; Add notable clients as a featured logo section on homepage to quickly draw visual attention & develop instant credibility & trust.

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HEURISTIC NOTES

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|	OBSERVATION	RECOMMENDATION
Communicative ▶	Website does not clearly communicate sense of place to the user through navigation, titling, or section headers or video descriptions. It does not communicate a clear way to help users complete tasks.	Navigation: Indicate the "page state" (what page the user is on) in the primary navigation with a contrasting change of color or iconography above the page name. Make sure page names in navigation, header titles, and labels communicate a clear path for users to complete tasks in the contexts that are most common.
Useful ▶	Beyond a description of the business, the site content does not clearly or explicitly show users how the site is useful for their specific needs / context.	Site needs more CTAS to get the user pointed in the right direction early on, and excited when the want to reach out. Again, videos need more clarity so users know how particular content relates to their needs.
Credible ▶	Most necessary information is present - all contact information, multiple ways to reach out, and a listing of prior clients; however, credibility could be improved by changing how this information is visually communicated and where it lives on the site.	Keep the Contact Form as a separate page in re-design, but include Logo and contact info in the footer (best practice); Feature past clients in a logo grid on homepage; "Team" bio needs to be expanded and photo needs to be updated. Integrate a testimonials page.

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HEURISTIC NOTES

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	OBSERVATION	**RECOMMENDATION**
Controllable ▷	Similar theme throughout the site - user can't tailor their experience on the site because of lack of clear titles / labeling.	Add clear titles / labeling so users can tailor their experience and choose what they want to watch.
Valuable ▷	Value isn't clearly communicated to the user.	Website should clarify WHY hiring CTR will benefit the user. Add testimonials page and a clear UVP.
Learnable ▷	The site is not very hard to USE, but it's not memorable and there are problems with understanding what the content is at a glance.	Make the site match the name "remarkable". Make the homepage a "highlights" of other pages, so that a user can get a full introduction to the brand here, and use CTAS to click-through to other pages, or let the user go back through the navigation, or through the footer.
Delightful ▷	Website feels, ordinary, underwhelming, unremarkable.	Make the site more visually "Remarkable" while prioritizing understanding and clarity for the user. Add a clear UVP. Consider only connecting social media channels that are current, speak to your users, and that you can commit to updating regularly.

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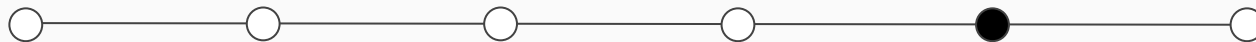
BASELINE USABILITY TEST

EXISTING SITE

Read notes from the full baseline usability test here.

INSIGHTS

3 users were tested on the **existing site** to complete the following tasks:

1. *Find out what range of technical production services CTR offers*

2. *Describe the kind of businesses or organizations CTR wants to work with*

3. *Find an example of video that CTR created for The Center for Puerto Rican Studies*

4. *Find out what background, knowledge and/or expertise the creative team has in this area.*

Task 1: **0/3** users were **successful**
Task 2: **3/3** users were **successful**
Task 3: **0/3** users were **successful**
Task 4: **0/3** users were **successful**

Average **Satisfaction** Score: 2/5

Average **"Would Contact"** Score: 2/5

Average **Ease of Use** Score: 3/5

SCORE: Major Problem

- Users were able to roughly identify the type of audience CTR wants to work with based on text, but not on visuals. Could not read text over hero video. Overall confusion about the mix of videos / food photography.

- Users found some of the imagery "emotionally promising", but weren't impressed or convinced with the site as a whole, and felt it lacked any real details or information. Lack of clarity that the brand is a business.

- Users were not able to identify what any video on the site was about or who it was for, without clicking through to watch them all.

- Users felt that the information that was provided on the brand's mission and past clients was buried in small text that was too long to read ("About").

- Users felt like there was not really any information provided on the credibility of the creative team, and did not understand the team photo. Click-through not obvious ("Team")

- Users wanted to see more info on services & pricing

- Users found the site relatively easy to navigate because everything was on the homepage, but then found no purpose for the page tabs.

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BASELINE USABILITY TEST

EXISTING SITE
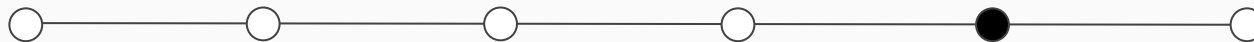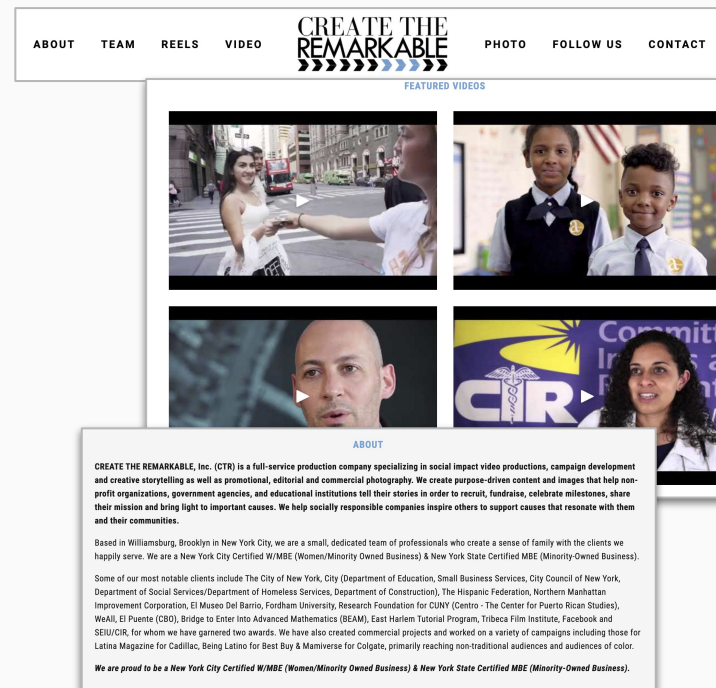
RECOMMENDATIONS

SCORE: Major Problem

- Smaller, more precise navigation with page names

- Design a separate homepage that acts as a short introduction / expectation, with clear CTAs to the other site pages as needed

- Add titling & labeling across the site with all video and imagery, so users understand what they are looking at

- Feature "notable clients" on the homepage with logos to increase visibility and brand credibility

- Write an expanded team bio with updated photo to add credibility

- Replace light blue as as secondary color because of low-contrast and unclear interactions

- Introduce clear UVP so new users understand who the site is for and how they will benefit

- Add hi-level onboarding and/or menu to clearly explain your process and basic logistics to new clients (Consultation? Tailored package? Who sets the rates?), and exactly what is available for full-service production (creative direction, PM, scripts, pre/post, photography, etc.)

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COMPETITIVE ANALYSIS

FEATURE	CREATE THE REMARKABLE	MIDWEEK PRODUCTIONS	LUMINOUSTUDIOS
What is primary & footer navigation structure?	Header = About, Team, Reels, Video, Photo, Follow Us, Contact. Footer = social media icons only	Header = Home, Work, Services, About, Blog, Contact Footer = UVP/WBE shout-out, contact info, social media icons/links, email sign-up	Header = Work, Clients, Workflow, About, Contact, Request A Quote CTA "Work" Secondary = video categories "About" Secondary = Team, Blog, Press, FAQs Footer = UVP, repeat nav, contact info, social media links, newsletter signup
How is hero video used? Does it aid in understanding?	Hero "reel" at top with body copy visible before the fold. Some clips are too quick/short to easily take in / understand. Text over image doesn't help connect user to what the video is or what the brand does. Overlay text is hard to read and takes away from the video.	Hero "reel" is good - clips are equal length and there is visible white space present; need to scroll below the fold the see the UVP, clips of work, etc.	Hero "reel" at top with body copy visible before the fold. UVP overlay does not distract. Request a Quote CTA with UVP. UVP is really broad, but homepage does a good job of explaining the types of videos they make, so the broadness of the UVP is okay.
How is the homepage blocked out / what is on it?	All primary nav content IS the homepage: About, Team, Reels, Video, Photo, Follow Us, Contact	Hero video; teaser description of value; video thumbnails with "See More" CTA; Testimonials carousel; teaser description of mission	Hero reel; UVP with CTA, video thumbnails with CTA, explanation of 6 video types with click-throughs; 4-point expanded UVP; Testimonials carousel; "Schedule A Call" CTA block; About with CTA; Press w CTA, Clients w/ Logos

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COMPETITIVE ANALYSIS

FEATURE	CREATE THE REMARKABLE	MIDWEEK PRODUCTIONS	LUMINOUSTUDIOS
UVP?	"We help socially responsible companies inspire others to support causes that resonate with them and their communities." *M/WBE certified*	"We Are Your Creative Production Solution". "Midweek is your partner from pre-production through post-production." *WBE-certified*	"We make cool videos. Cool. Clever. Colorful." *M/WBE certified*
What is the onboarding process and how is it shown?	None listed	Not shown - users have the option to call or email Midweek to discuss their project in detail	Workflow page - breaks down their process into 3 phases with details about what's involved in each phase. FAQ section answers a lot of good questions!
How are services / products presented?	No description of services or products offered	"Services" page shows 3 types of production, and breaks down what services are available in each phase of production within each type	Services are presented as the 6 video types shown under "Work" - Events, Explainer, Crowdfunding, Animation, Narrative, Testimonial
How are examples of individual work / portfolio pieces categorized and labeled?	Work is categorized as "Reels" and "Featured Videos"; no further labeling or categorization to understand what each video is or who it was made for	Page hierarchy: video thumbnail with overlay CTA interaction; title below; types of categories the video falls into (ex: *Campaign Video, Promotional Video, Social Media Content).* Opening the video prompts a solo video details page.	Within each of the 6 video types, videos are shown in a grid with a Title appearing on hover. Videos open without leaving the page using Vimeo.

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COMPETITIVE ANALYSIS

FEATURE	CREATE THE REMARKABLE	MIDWEEK PRODUCTIONS	LUMINOUSTUDIOS
Where are important CTAs and where do they lead?	No CTAS present except for Contact/Submit form; light blue text under "Teams" leads to more information on creative team but has no UI and is not obvious	"See More" - links to Work page "Learn More" - links to About page Videos all have CTA in an overlay watch the video directly, or open up more info. "Drop Us A Line" CTA on Services/About pages	"Request A Quote" "Watch More" (videos) "Schedule A Call" - links to Calendly "Meet Our Team" "Press"
Overall Strengths?	"About" section gives the most info about the business and mission, and it's appealing if users decide to actually read it	Easy to read homepage with just enough info; hero video is big and not too long; **primary nav is fixed & inverts colors as you scroll the homepage to draw attention.**	**Interactions on the homepage are very consistent**, from CTAS to thumbnails. **It's really clear that they are a BUSINESS.**
Overall Weaknesses?	Lack of clear UVP, information on services, process, and labeling / categorization of videos makes it very difficult to understand what CTR does and has to offer.	UVP isn't really clear upfront, but then gets more specific in the footer. CTA language over videos doesn't communication what actually happens when you click (Zoom/View)	Footer is too busy; homepage CTAS are inconsistent in style/color; secondary text color (yellow) is low-contrast and hard to read, and you can't tell that it's clickable because there is no UI
Delight & points of differentiation?	Site doesn't really offer any moments of delight or points of differentiation	BLOG is cool, helps users prep for shoots. Details page for videos explains the video category, purpose of the video, how it was executed, equipment used and tags.	FAQ section answers a lot of questions, and increases user understanding and confidence

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COMPETITIVE ANALYSIS

HEURISTIC	MIDWEEK PRODUCTIONS	LUMINOUSTUDIOS
Findable	Info is easy to find and labeled well; primary navigation is simple and clear	Overall, the website does a great job of delivering a lot of info in a way that is easy to find and understand.
Accessible	Grey on grey text / background is low-contrast and hard to read. Text size of category tags on "Work" page are too small for all readers.	Yellow text is low-contrast and hard to read on a white background.
Clear	Showing all types of videos together under "Work" is not clear because the videos are all different types. CTAS over videos use unclear language, **but details page for videos a really nice feature that provides extra value.**	**Secondary Navigation helpsInfog to break down large amounts of content and show it by category.** Clients page is not particularly clear - too many layout/style choices here
Communicative	"Services" is good at breaking down process. Extra labeling helps communicate, but the lack of categorization for multiple video types is not helpful.	**Infographics are a huge help** on this site to communicative process and video types, but Clients page is too busy
Useful	Services page is useful. Drop Us A Line CTA isn't always that obvious, so path-to-task is under-utilized.	**FAQS + abundant use of CTAS makes it easy for the user to complete a path to task** and makes it obvious that they need to reach out to get a quote and get started

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