Website Audit & Testing Report

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Executive Summary

This report serves as a **comprehensive assessment** of the usability and functionality of the When Love Works existing desktop website. It includes research and proposed recommendations for improvement based on that research.

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. This report includes documentation of the following: *heuristic analysis, results & recommendations (Abby Method); a competitive feature analysis against 2 brands operating in the same service space; site maps, user flows,* and *usability testing* to evaluate and report on task success / failure, satisfaction and ease-of-use with the current site.

Based on our researching and understanding of the current site's functionality and how users engage with it, we will implement the recommendations provided here into the design phase of our work, where we can further evaluate how these improvements to functionality and usability perform through participant-based *usability testing* of mid-fidelity and high-fidelity clickable prototypes.

It is our **overall recommendation** that When Love Works will benefit from clarifying and organizing information about the company's goals, culture, and services on the website in order to improve users' experience with the many heuristic principles that are currently low-performing, including: findability, clarity, communication, usefulness, value, learnability, and delight. We will incorporate a new navigation structure, implement an onboarding process, define messaging / UVP, while also improving understanding and trust of the brand through clearer imagery, iconography, text, and overall layout.

These changes will provide value and revenue to the business by improving the customer acquisition and retention cycle: new users (whether organic or by referral) will be onboarded to the brand and programs more easily and without confusion, develop loyalty through the brand through direct results and the strength of the community, continue their own personal development through continued events and services, and become a referral source for additional new users.

Heuristic Analysis & Recommendations (Existing)

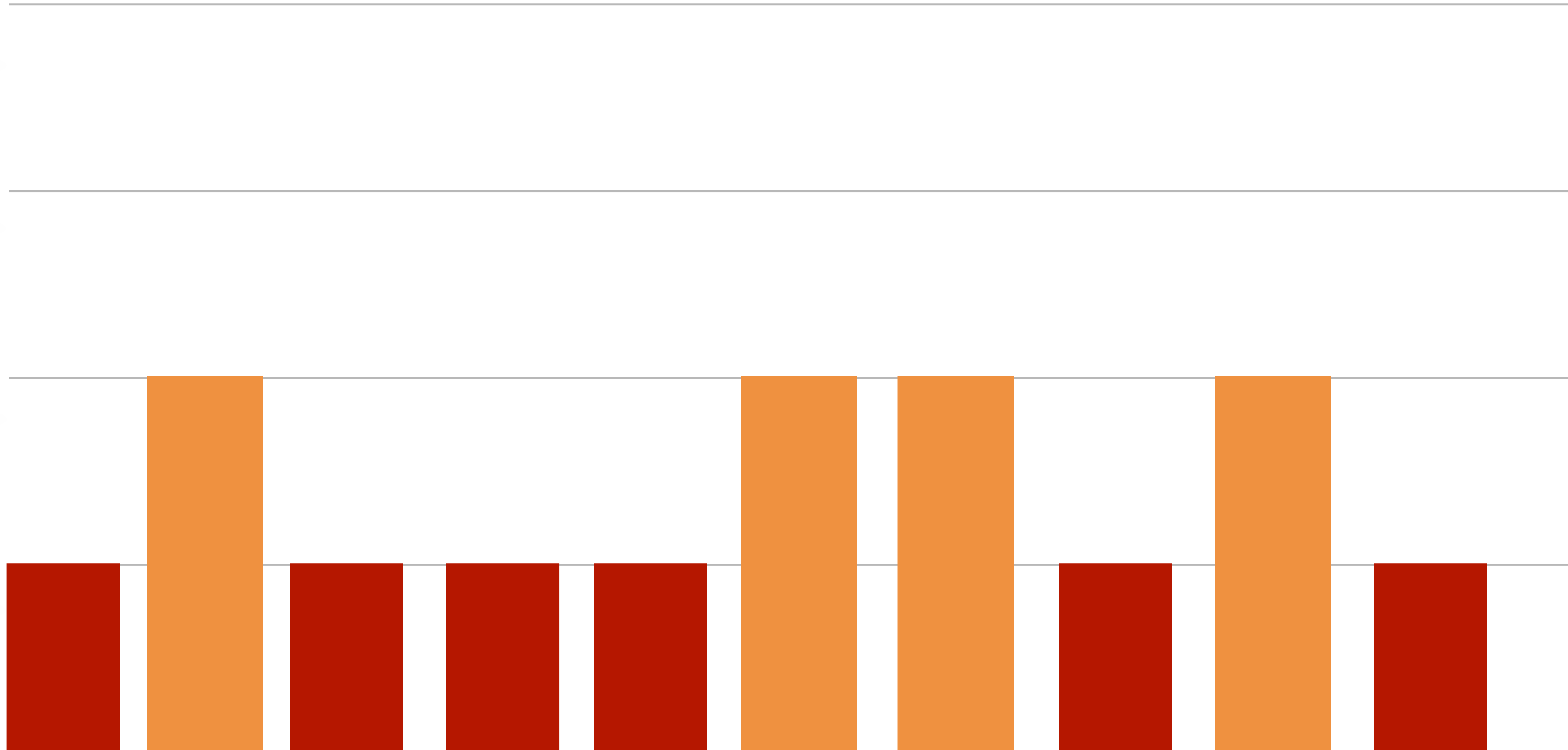# Heuristic Analysis Results: Anchor Page (Existing Site)

WHEN LOVE WORKS

Meets Best Practice

Minor Problem

Medium Problem

Major Problem

Findable | Accessible | Clear | Communication | Useful | Credible | Controllable | Valuable | Learnable | Delightful

Heuristic Observations & Recommendations: Anchor Page (1/2)

WHEN LOVE WORKS

		Observation	**Recommendation**
Major Problem	**FINDABLE**	Overall, WLW has a lot of information that the users can read through and learn more about the company but, it is not organized in a way where the users can easily understand it. The design layout of the website is also very hard for users to use because there is no navigation bar, no search bar, and no menu to navigate to specific categories of information. The information on the website needs to be organized and clarified in a way where the users can understand the culture, goals, and what WLW services and products can provide for their needs.	Information needs to be clarified and organized to help better understand the company's goals, culture, and services. The website needs a clear UVP, and Onboarding process to help users understand what the website can provide for them, and a navigation bar & search bar to help them easily find information they are looking for based on their needs.
Medium Problem	**ACCESSIBLE**	Overall the website is accessible to all users that use different channels/ devices. However there are screens that get cut off when viewing from mobile and the design is not responsive. There is also no app for the users to use for WLW. The color of the website is accessible to users with disabilities but there are some dark images or blurred images that are hard to see.	Some of images need to be visible/need to use images with better contrast. The website needs a better responsive design so it is easy to access the site from all channels/ devices.
Major Problem	**CLEAR**	The layout of the website seems to make it hard to use and navigate. The language is understandable but, the user would not be able to explain what is provided because the information about the services are not clear. All the information is just provided on the homepage with no way to navigate it besides scrolling in order to find and use the services.	The wording of the text and the graphic information needs to be restructured in a way where it is clear to the users of what the company provides and brings to the users.
Major Problem	**COMMUNICATION**	The website does not communicate enough with the user to give them a sense of place that is consistent throughout their journey. The user does not have a way of knowing what their status is or what they can do on the website besides just reading through the long scroll of information that is displayed all on the homepage. Once they do find the information they want, they are then led to a different website to use that information which does not establish a sense of place for them when using the website.	There needs to be onboarding messages or interaction messages available for the user to see what they can do while they are on the website. There needs to be a sense of belonging while they are using the website to find what they are looking for. Needs account button to help show the user's status and membership options/ opportunities.
Major Problem	**USEFUL**	There is no navigation to help users easily use the website. There is also a lack of iconography which makes it hard to find the information that the users need. Users have to take a difficult journey to find what they are	User needs navigation guides to help them get to their desired result. Clear iconography with organized layout and text.

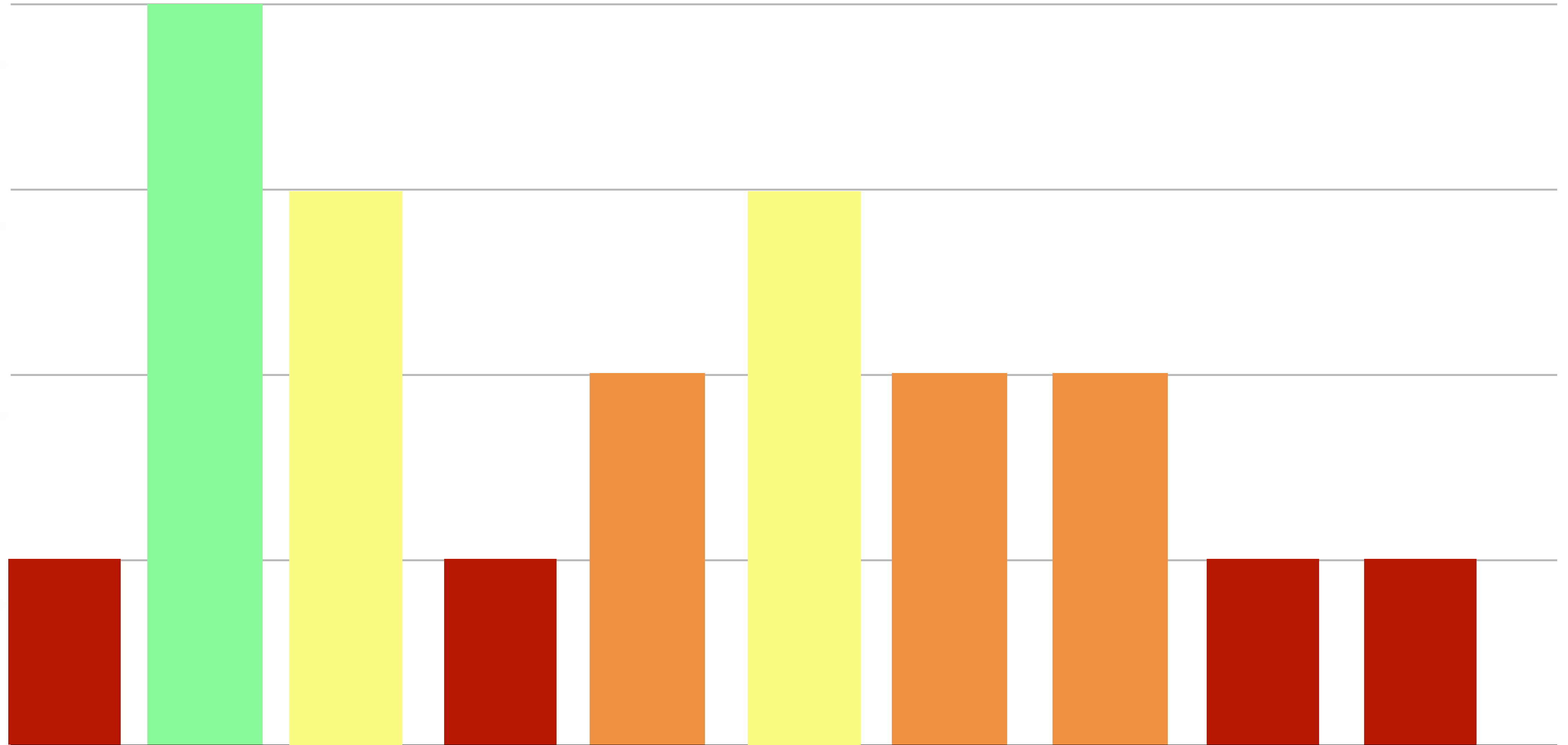|		Observation	Recommendation
Medium Problem	**CREDIBLE**	The lack of helpful resources is a bit off putting. Credible sites usually have a help button in their top or bottom navigation. The lack of a help button and the sites inability to verify member credentials doesn't make it trustworthy.	Give important notices and promotions their own space on the home page. This will aid in findability and user recognition. Include Resources, FAQ, and/or Help in either primary or footer navigation; include a way for users to log in / out.
Medium Problem	**CONTROLLABLE**	There are no exit buttons as all buttons create a new tab and the home page is a long list of the navigation bar tabs.	Personal, Partner and Professional consultations need to lead to different landing pages specific to the type of consultation the user desires. Add an editable account page and a settings page. Give all the tabs their own page. This will keep things organized and increase findability.
Major Problem	**VALUABLE**	Features aren't clearly labeled and the path the user must take to complete a task isn't clear.	Get rid of useless aspects to the home page and replace with valuable information. Add in clear-cut call to action buttons so the user can interact with the page more. Lead the user to the desired goal.
Medium Problem	**LEARNABLE**	The site is memorable, only because it's basic and is hard to navigate.	Address navigation, site-flow, and site map issues by giving all the tabs their own page. Move important and exciting information to the homepage. Move secondary information to a sub page. This will keep things organized and increase findability.
Major Problem	**DELIGHTFUL**	The site offers no delight as the user is presented with the bare minimum.	Add upcoming events to the home page! Right now the Events CTA is buried 6 slides into the home page carousel. Emphasize client quotes and feedback through Testimonials, Success Stories and/or a similar feature. Use hierarchy and iconography more consistently.

Heuristic Analysis Results: Tool Box Page

Meets Best Practice
Minor Problem
Medium Problem
Major Problem

Findable | Accessible | Clear | Communication | Useful | Credible | Controllable | Valuable | Learnable | Delightful

WHEN LOVE WORKS

		Observation	Recommendation
Major Problem	**FINDABLE**	Overall the toolbox page provides information necessary for the users to read out about this service. However, the users might not even get to this page because it is hard to find on the homepage. There is no option to search for or to navigate to get to the toolbox series page. There is a lot of information provided about these series but it is text heavy and there are no guides to help the users read through the information easily and sign up for these series.	There needs to be organization of text and images. This page can have links or icons that can guide the user to a different screen on the website to help get them started with signing up or provide information for them to read through easily.
Meets Best Practice	**ACCESSIBLE**	The toolbox page is consistent on all devices and platforms however, some of the colors on the page might not be very visible to users with disabilities.	There needs to be more contrast in the colors on the page. Bright images needs to be used.
Minor Problem	**CLEAR**	Overall the language of the page is understandable and can target everyone. However, the images used can be more diverse to target other audiences besides what is being shown. There is a lot of information on the page that can distract the user from completing their task by signing up for these series.	The text needs to be organized and rephrased in a way where it is clear and to the point. There would be nice iconography or design layout to help separate the text that is provided. CTA buttons need to be added or made clear to make it clear to the user what they can do to move on to the next steps in their task.
Major Problem	**COMMUNICATION**	Communication is a major problem for this page except for the information that is provided. The page does not engage the user nor does it interact with the user to help them feel like they are a part of it. It just seems like a lot of information for them to read through rather than actually trying to relate to the page.	Page needs messages and/or interactions that help engage the user with the page so that they are eager to continue their task of signing up for a toolbox series. There needs to be more communication on what the user can do and how they can take action on this page.
Medium Problem	**USEFUL**	This page is only useful for when the user wants to sign up for a toolbox series. However, it doesn't provide clear information for new users on what these services will be providing for them and what their next steps are. For current users, this page will not be useful because they have no way of checking what series they have taken or if they can take new series that have recently updated information that they need/want to learn from.	This page needs a navigation bar and an account button to help both new users and current users access this page and understand what is being provided for them on the page.

		Observation	**Recommendation**
Minor Problem	**CREDIBLE**	The verticality of the text may deter users from reading on. The false affordance is a negative call out but they do provide a call to action at the bottom of the text.	Rearrange the text on the page to expand horizontally and get rid on the false affordances. Add in a "FAQ" section.
Medium Problem	**CONTROLLABLE**	The site is not adjustable, it gives the user no control over feature settings	Give all the tabs their own page. This will keep things organized and increase findability. Rearrange the text on the page to expand horizontally.
Medium Problem	**VALUABLE**	The page layout decreases the ease of use, it makes it hard to see the services provided and the lack of hierarchy doesn't help with presenting the important information first.	Rearrange the text on the page to expand horizontally and get rid on the false affordances. Add contrast to the call-to-action (CTA) button for visibility.
Major Problem	**LEARNABLE**	The site is predictable but for the wrong reasons. No clear way to get to the Toolbox page. The text is formatted in an unfamiliar way, so users may not be able to retain the information. The site consistently hides information. The site is memorable, only because it's basic and is hard to navigate.	Rearrange the text on the page to expand horizontally and get rid on the false affordances. Bringing important information to the forefront and presenting it in an organized way will help users learn how to better navigate the site.
Major Problem	**DELIGHTFUL**	The site offers no delight as the user is presented with information displayed in such a way that makes it hard to read.	Better organization. Using hierarchy and iconography more consistently. Use breadcrumbs to guide the user through tasks. Also, giving important aspects of the site their own page may make information more digestible, which will make the site more delightful. Using moving images, icons and hierarchy to better present company offerings.

Link to Full Heuristic Analysis

Click Here

Competitive Feature Analysis (Existing)

Features	WHEN LOVE WORKS	Relationship Hero	talk space
Primary Navigation	Home, What We Do, The Team WLW Member, SignUp, Contact (All buttons in the navigation bar are anchors).	*Primary:* About, Coaches, Programs, Reviews (FB & Trustpilot links), Blog, Sign In. FAQ shows up only on login. *Secondary:* About = high-level overview of Mission, Success Stories, Coaches, Press, Founders	How It Works (serves as an Anchor on the navigation bar), Press, Business, Blog, and Log In
Footer Navigation	None	Home, About, Coaches, **Client Handbook**, **eBooks**, Programs, Reviews, **Success Stories**, Blog, **Conversations**, **Careers**, **Contact Us**, Social Media icons, app store	**About:** Provider? Join Us, Careers, FAQ, Blog, Press, Privacy Policy; **Services:** Unlimited Messaging Therapy, Couples Therapy, Talkspace for Business, Social Media Therapy, Gift Cards, Assessments, Student Plan; **Useful Links:** Customer Support, What is Online Therapy, LGBT Community, Veterans, Emergency Resources, and Directory
Testimonials	Testimonials displays the customer's first name with last name initial, photo, WLW service they used, profession, and quote that describes their experience with WLW.	"Reviews" in Primary Nav = 5-star ratings and written reviews of individual coaches. Shows user location but no name. Reviews & Success Stories in footer nav; SS show user name, photo, location, and long form review	The Testimonials **display the customer's first name, age and quote** that describes their experience with Talks Space. The Testimonials are located on the site's home Page.
Onboarding	Onboarding process is **not displayed** on the home page, it requires the user to click on the options located in the carousel. There are **no instructions on how to sign up**, there is **only call to action button** on the bottom area of the page to initiate the onboarding process. Above the call the action button, there is a summary of products and services, and the price of products and services.	Home Page = How It Works (3 steps). General overview described in "About". Step-by-step onboarding with answers to common questions for prospective users is in the **Client Handbook (very helpful, but not obvious that this is what the Client Handbook is).** Details described under "Programs". "Strategy session" has it's own separate tab that opens with no clear CTA; other programs list bulleted program highlights listed for each program under "Programs" with CTA to take a program "qualification" quiz	Onboarding process are explained in 4 steps. **Steps: 1st- Get an Assessment, 2nd- Choose the Right Plan, 3rd- Find your Match, 4th- Begin Therapy**. Next to the onboarding process they provide a brief description of their therapy services. The Onboarding is located on site's home page.
Sign up	To access the **Log In or Sign Up** features, the user is required to **click** on the **enroll today button** on the carousel. Although the primary navigation does provide a Sign Up button it does note lead you to that page.	Need to click on "Sign In" to see "Get Started" CTA; clicking on it generates an automatic sign-in to a "blank" account and first prompts you to send a message from your "chatroom". Subscriptions are also available for purchase here.	You can initiate the Sign Up process by clicking on **Get Started** or **Log In** button. Sign Up is located on the home page.

Features	WHEN LOVE WORKS	Relationship Hero	talkspace
Services & Products	Home page indicates that services relation to individual, partner, and professional coaching around "healthy relationships". Also references "Coaching, PD & Programs, Workshops, Experiences". Carousel has a lot of info that eventually leads to services, although not all of it is related.	**Services (1:1 Programs):** single Strategy Session (customized for long and short term relationship goals) **7-week programs:** Finding Love For the Modern Woman; Reconnect With Your Ex, Recover from Breakup & Reclaim Your Worth, Regain Your Power, Relationship Self Mastery. Unlimited subscriptions also offered. **Products:** E-books available for purchase.	Services: Unlimited Messaging Therapy, Talkspace for Teens, Couples Therapy, Social Media Therapy, Gift Cards, Assessments, Student Plan. All of these options are listed on the Home Page.
Contact Us	Send a message / phone number located at the bottom of the anchor page. The option to sign up for the newsletter blocks the message fields and prevents a user from completing the task on various devices (MacBook Air 11")	Contact Us listed in footer and link shows Mail, Phone, and Email	The site **does not provide a phone number** to call any of their representatives. However, they do provide an <u>emergency phone contact number</u> in the Footer Navigation, as a link titled **Emergency Resources** that provides a list of additional emergency contact numbers.
Personal - Details	Personal Development in carousel leads to "HER Toolbox / Enrollment". "Get Practical Tools" in carousel leads to the 4-part Toolbox series, including "HER" and "HIS" Toolbox Series. *Not easy to find with current navigation.*	All programs are personal; listed in Header and Footer Nav	Personal Services are located on the Home Page and it's footer Navigation. Personal Services is provided through their **Unlimited Messaging Therapy.** Content- Try Talkspace Now/ Start Chatting located on home page (call to action) button to initiate enrollment, value of their service, communication methods and testimonial.
Couples - Details	12-month guide in the carousel with Download CTA - leads to a pay-to-download site. "Get Practical Tools" in carousel leads to the 4-part Toolbox series which includes "Couples" and "Dating". *Not easy to find from navigation.*	Programs are all geared towards building healthy relationships, but all programs are 1:1	**Couple Services content:** on boarding process, weekly cost (if on home page), Connect with Counselor/ Start Chatting Now/ Get Talkspace for Couples Now (call to action) button to initiate the enrollment process, explains the value of taking online couple therapy, and FAQs. Couple Services is accessible on the home page.

Features	WHEN LOVE WORKS	Relationship Hero	talkspace
Business - Details	They offer a course aimed to accelerate your development alongside others to learn, share and practice new skills in a cohort intensives. There is not a lot of available information other than the short description on the home page.	No business services provided	Business Services is accessible on the Home Page footer Navigation. Business Service Content- Try Talkspace Now (call to action) button to initiate the enrollment process, onboarding process, a simulator that displays the estimated cost of not assisting your employees with mental health issues, and documented clinically proven outcomes for their services.
Resources	Free blog, toolbox resources (pdfs laying out the tools necessary to maintaining health in every area of life) Live 1 on 1 Monthly Calls. A Spotify podcast. Monthly news letter.	Blog (free), eBook (one-time payment), **Client Handbook** (free tutorial / walk-through of what to expect with an entirely separate menu of Skills & Lessons…this is the best onboarding they have anywhere on the site!!)	Blog articles relating to mental health. **Categories for Articles:** Spotlight, Common Conditions, Benefits of Therapy, Relationship and Dating Advice, Our Mental Health Experts and Therapist, LGBTQ Resources, and Videos.
Call To Action	**Buttons & Purpose** **Schedule a Consultation -** Personal, Partner or Professional **Learn More-** TLC Convention **Listen Now-** When Love Works Podcast **Sign Up Now -** Toolbox Series **Book Now-** Increase Productivity **Download Workbook -** 12 month guide **Join the Love Movement-** Become a Member **Enroll Now-** Personal Development	**Buttons & Purpose** Home Page: "Get Started" > links to chatroom messaging Home Page > email sign up for free Newsletter (footer) About Page: "Read More" > links to expanded success stories Programs Page: "Learn More" > reiterates program bullet points, shows client reviews of the specific program and another CTA for program qualification "Start The Quiz" "Continue My Chat" > bottom of FAQ page (logged in only) "Back To My Chatroom" > moving / attention-grabber CTA that appears on primary nav pages (logged in only)	**Buttons & Purpose** **Get Started-** Sign Up Enrollment **Get Matched Now-** Sign Up Enrollment **Start Chatting-** Sign Up Enrollment **Try Talks Space Now-** Sign Up Enrollment **Get Talkspace for Couples Now-** Sign Up Enrollment Request a Demo- Sign Up Enrollment for business
Content: How are products shown?	Products and offerings are shown in the carousel at the top of the home page.	Services are cleanly shown under "Programs", 1 image with text and CTA per program. E-Book Products are listed with image, author, snippet description and purchase / price CTA button	No Products

Competitive Feature Analysis (Existing Site) - Page 4/6

Features	WHEN LOVE WORKS	Relationship Hero	talkspace
Design: does design/ aesthetic appeal to the user?	Design is simple and clean however, some pages have many images that are either dark or blurry making it look like a mistake. Some pages have too much text that makes it look unbalanced or unorganized.	Design is relatively simple and straightforward, although some pages have very long scrolls (Coaches, Reviews, Blog). Blog page content is not organized / categorized. "Programs" page design is inconsistent with rest of the website	Design has an aesthetic appeal through harmonious application of cool colors, and the use of white space to balance out the distribution of color and improve the readability of text.
Value: delightful extras and points of differentiation?	There are no delights that establishes a connection with the user on the homepage. There are blogs and podcasts available but it is hidden under the long scroll of information from the homepage.	Notable Press listed on home page. 24/7 support via phone, text, live chat. Free reading on the blog is great. **SKILLS & LESSONS in the Client Handbook is awesome** but would never think to look for this kind of content here and it was completely unexpected. Not listed as a resource anywhere else on the site.	Unlimited Messaging Therapy- provides 24/7 access to a therapist through text messaging.
Brand & Culture	At WhenLoveWorks, we disrupt the status quo of unhealthy relationships. We give you the tools and bite-sized consciousness made actionable, to create the healthy relationships you deserve. Husband and wife Relationship Coaches helping you navigate personal and professional relationship challenges. A team with a diverse range of personnel is bringing creative skills, thoughts, and ideas to the table.	We help people overcome their relationship challenges successfully. Instant access to coaches who specialize in areas where you need help. Action-oriented. Accessible by all people, everywhere 24/7.	Making therapy accessible and affordable to everyone. Ensuring they provide the most qualified and caring therapist to help their customers.
Coaching Channels (How Do You Connect With A Coach?)	1:1 in-person sessions, phone/ video calls, coaching, programs & workshops.	Phone call, SMS or online chat. Subscriptions are "live sessions" - find out what this means	Text, Audio Messaging, and Video

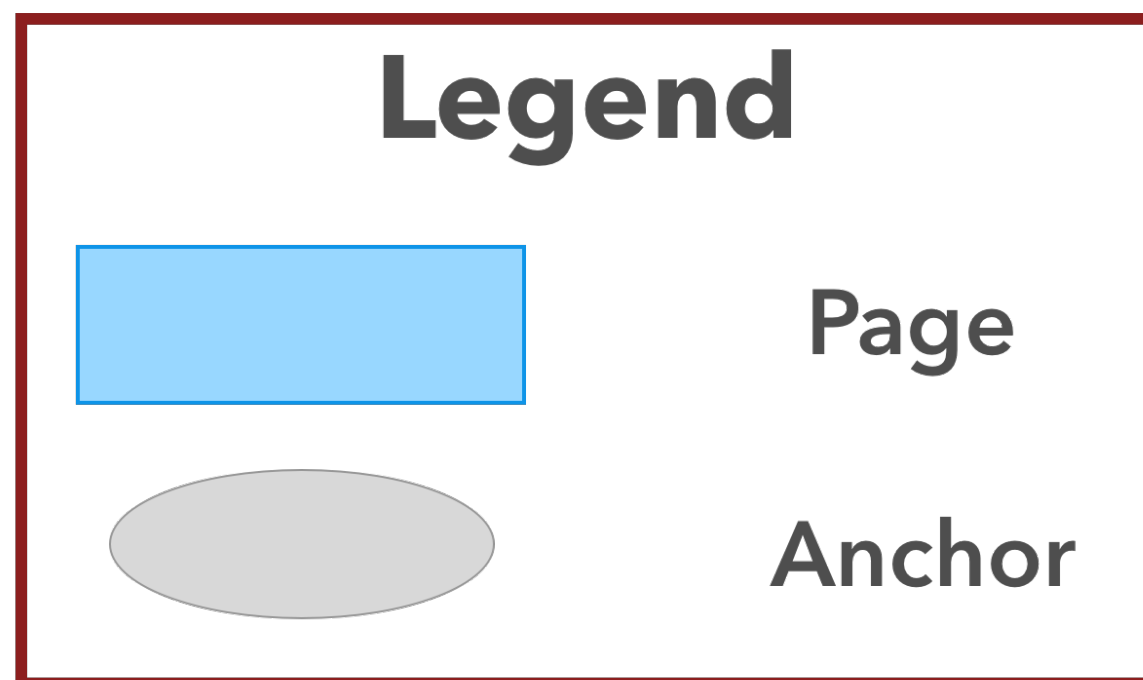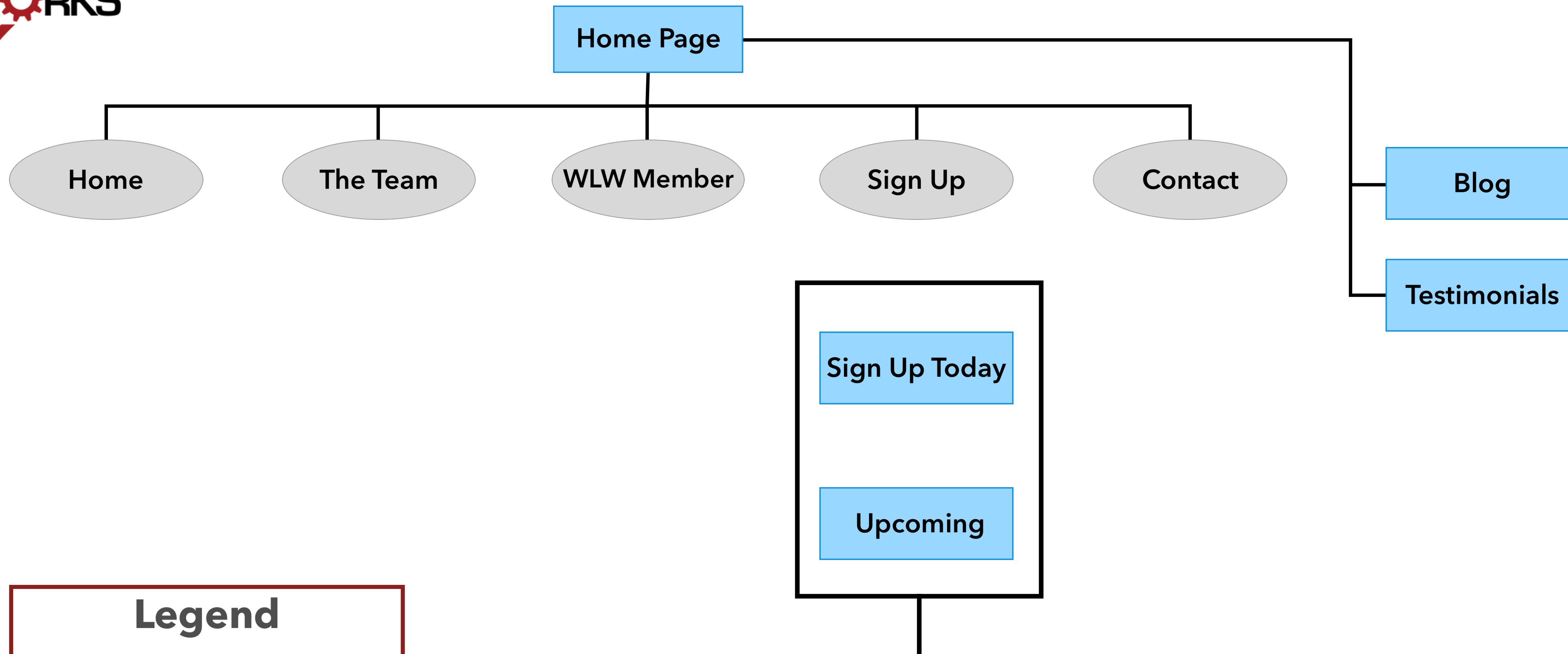| Heuristic Analysis	WHEN LOVE WORKS	Relationship Hero	talkspace
Findable	Overall, WLW has a lot of information that the users can find about the company, but it is not organized in a way where the users can easily understand it. The layout of the website is also very hard for users to use because there is no navigation bar, no search bar, and no menu to navigate to specific categories of information. The information on the website needs to be organized and clarified in a way where the users can understand the culture, goals, and what WLW services and products can provide for their needs.	**Most important** content is relatively easy to find. FAQS only show up when you are logged in??? The Client Handbook is an incredible resource that includes free "Skills & Lessons" but can only be accessed through the footer. Subscription services get lost in "My Account", and do not appear in "Programs". Not great for new users who might want to know it's an option but haven't signed up yet. Sign Up not immediately obvious - need to go through Sign In. Tons of content, home page is really busy.	Overall, Talkspace services are **easily findable** because there are located <u>throughout the home page</u> and in both the <u>primary and footer navigation</u>. The site provides multiple ways users can find Talkspace services, which simplifies their search process. The <u>presentation of their content</u> also makes Talkspace services easily findable, because of the **brief description of their services** with a **Title (in bold)** above it and a **relevant photo** next or near the content. I think one way that Talkspace <u>can improve its findability of services in the primary navigation is by adding 2 of their services (Individuals and Couples)</u>, to avoid giving the impression to new users that their therapy services are only limited to professionals when they first view the home page.
Clear	The layout and the language of the website is understandable but, the user would not be able to explain what is provided because the information about the services are not clear. All the information is just provided on the homepage with no way to navigate it besides scrolling in order to find and use the services.	Programs offered are clear and language is relatively clear. What they offer is obvious (Coaches are always remote, access is 24/7, channels are clear.) Client Handbook is not clear - no real indication of what it is or what you get from it until you open it.	Talkspace website **describe** their content in a comprehensible manner that all users can easily understand. Talkspace uses **everyday common language** that users are familiar with, and **avoid** using <u>unfamiliar therapy jargon</u> that can confuser user. Ex: Get Started (Call to Action) button- its used to create account. The description of their services consist of: the **Title**, a **brief explanation** of how it will benefit user and a **relevant photo**.
Communication	The website does not communicate enough with the user to give them a sense of place to stay consistent throughout their journey. The user does not have a way of knowing what their status is or what they can do on the website besides just reading through the long scroll of information that is displayed all on the homepage. Once they do find the information they want, they are then led to a different website which takes them away from the WLW website.	Sense of place is obvious with primary nav tabs. Sense of place is pretty good with some inconsistencies: opening Strategy Sessions under "Program" to get more info opens an entirely separate tab instead of directing to another page on the site, so to navigate backwards you actually have to go to your previous tab.	The **messaging and navigation gives a clear sense** of where the user is on the site and that Talkspace provide services relating to therapy. The <u>messaging</u> throughout the site **emphasizes** how Talkspace can provide <u>robust therapy services that can help users with their problems and invites users to use their service.</u> The **primary navigation** is <u>complementary to the messaging</u> because it **provides users options to learn** the onboarding process, information regarding effectiveness of their service, and accessibility to log in/create account.
Credibility	The lack of helpful resources is a bit off putting. Credible sites usually have a help buttons in their top or bottom navigation. The lack of a help button and the sites inability to verify member credentials doesn't make it trustworthy.	Coaches are "trained and certified by Relationship Hero" Under "Programs": 100% Satisfaction Guarantee; 14-day money-back guarantee (encourages buy-in and results). FAQS answer Q's about coach credibility, account cancellation, 100% $-back guarantee, privacy and	Talkspace conveys credibility through notifying users that their **therapist** are **licensed, verified and background-checked**. In addition, in the footer navigation there are <u>sufficient number help/support options for users</u> when it relates to the FAQs, Privacy Policy, Terms of Use, Customer Support, Emergency Resources. The only thing I think can **potentially diminish** the site's credibility for users is the <u>lack of both phone number or email address to contact a customer service representative</u> if the customer support and FAQ content are not helpful for the user.

Heuristic Analysis	WHEN LOVE WORKS	Relationship Hero	talkspace
Valuable	Features aren't clearly labeled and the path the user must take to complete a task isn't clear.	Credible Press, Success Stories, and Reviews all contribute to a new user's perceived value. Returning users can log in to their account and chat immediately with a coach. Success measurement - providing a 100% money back guarantee and a 14-day	The design layout, presentation of content, the testimonials especially from Olympian Michael Phelps, blog articles, the additional resources and the invitation to use their services can lead users to considering and trying their therapy services.
Learnable	The site is memorable, only because it's basic and is hard to navigate	Nothing on the site is complicated to find. Single Home page images are memorable. FAQs put users at ease with answer to common questions, although the FAQs are not present to new users unless they are logged into an account. Is consistent with adequate predictability.	New user to Talkspace can easily learn how to sign up for their services, know where to go learn more what their services provide and the company, and utilize the resources available for its users. This all possible due its site's design layout, organization and presentation of content, provided resources, numerous call to action buttons, and testimonials.
Delightful	The site offers no delight as the user is presented with the bare minimum.	The sight is clear, clean, predictable, and straight-forward about who they are, what they do, and how the help users…but no real moments of delight, unfortunately. Still the best part of RH's site is the SKILLS section in the Client Handbook that is not immediately obvious.	Users can have **delight in knowing** that Talkspace therapy services are **not limited** to (adult) individuals, it can **extend** to teens, couples, and professionals. In addition, the learning resources that is provided to users to learn more about the company and good mental health practices. For new users who are **inexperienced or unfamiliar** with therapy services they may be deterred to considering Talkspace services, because of their **numerous** call to action buttons that invite users to create account.

Site Map (Existing)

Site Map (Existing)

Home Page

Home The Team WLW Member Sign Up Contact

Blog

Testimonials

Sign Up Today

Upcoming

This subpage was found on the site's carousel and it's not connected to the site's navigation (anchors) or home page.

Legend

Page

Anchor

User Task Flows (Existing)

User Task 1 Flow (Existing)

Task 1: Find and sign up for the "Dating Toolbox" Series.

Legend:
- Start/End
- User Decision
- Screen/Click
- Happiest Path
- Optional Pathways

Flow:

Start/ Homepage → Scroll through carousel → Find "Get Practical Tools" → Sign up today?
- ✓ → New tab opens with upcoming tools page → Read through toolbox information and scroll down to page
- ✗ → (return to Start)

→ Sign up?
- ✓ → New tab opens with chosen toolbox page → Read through chosen toolbox information → Sign Me up?
- ✗ → (return to upcoming tools page)

Sign Me up?
- ✗ → (Close website)
- ✓ → Fill out all required personal information → Fill out payment information for chosen toolbox Series → Submit?
  - ✓ → Close website
  - ✗ → Close website

User Task 2 Flow (Existing)

Task 2: Find any upcoming events.
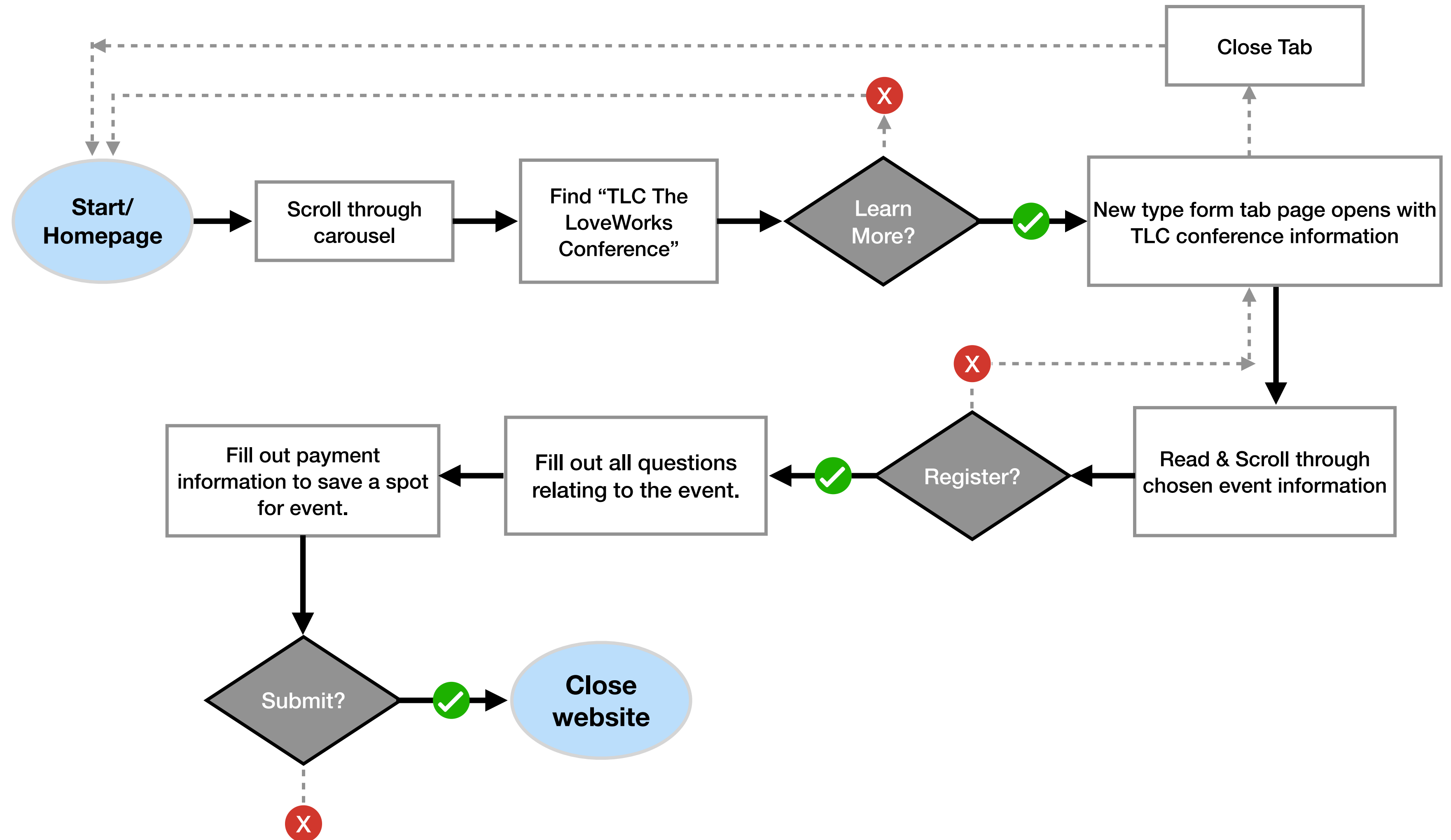
Start/End

User Decision

Screen/Click

Happiest Path

Optional Pathways

Close Tab

Start/ Homepage → Scroll through carousel → Find "TLC The LoveWorks Conference" → Learn More? → ✓ → New type form tab page opens with TLC conference information

Read & Scroll through chosen event information

Register? → ✓ → Fill out all questions relating to the event. → Fill out payment information to save a spot for event.

Submit? → ✓ → **Close website**

Usability Testing Report (Existing)

Testing Report - FULL WEBSITE Insights

Score: **Major Issue**

Analysis:

4 users tested on the existing website

2/4 users were **successful** in the following tasks:
1. How would you find what methods are available to you to communicate with a coach?
2. Use the website to find their Podcast.
3. Find and sign up for the "Dating Toolbox" series.
4. Find any upcoming events.

Task 1 Average time: *3 min 32 sec*
Task 2 Average time: *1 min 27 sec*
Task 3 Average time: *2 min 7 sec*
Task 4 Average time: *1 min 35 sec*

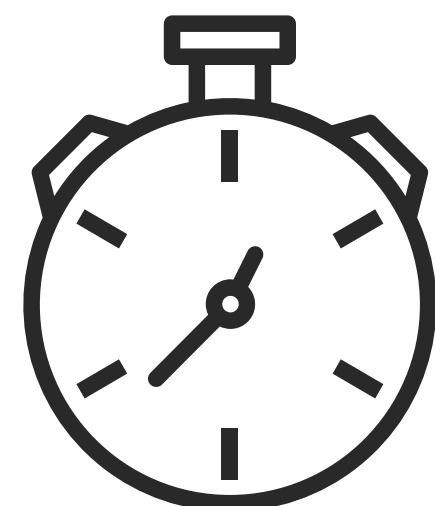‣ Users felt that all the information on the website were not readily available and tucked away from the main home page.

‣ All users were frustrated with the navigation of the website. The links on the top right of the homepage all led back to the homepage only.

‣ Users thought the website was polished but the information based on their tasks were hard to find.

‣ Homepage was a long scrolling process for users.
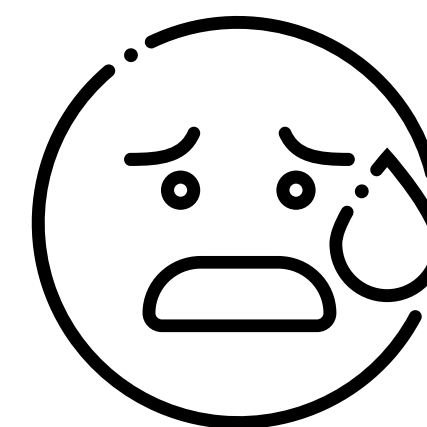
2/5 Average **satisfaction** score
2/5 Average **ease of use** score

Testing Report - FULL WEBSITE Insights

Score: **Major Issue**

Recommendations:

‣ A navigation bar has to be created to help user go through multiple paths on the website to complete their tasks.

‣ Having a navigation bar will help user to find information easily.

‣ Information on the website needs to be more understandable for the user to easily read through.

‣ Clear CTA buttons need to be created or reorganized in a way for users to easily find on specific pages of the website.
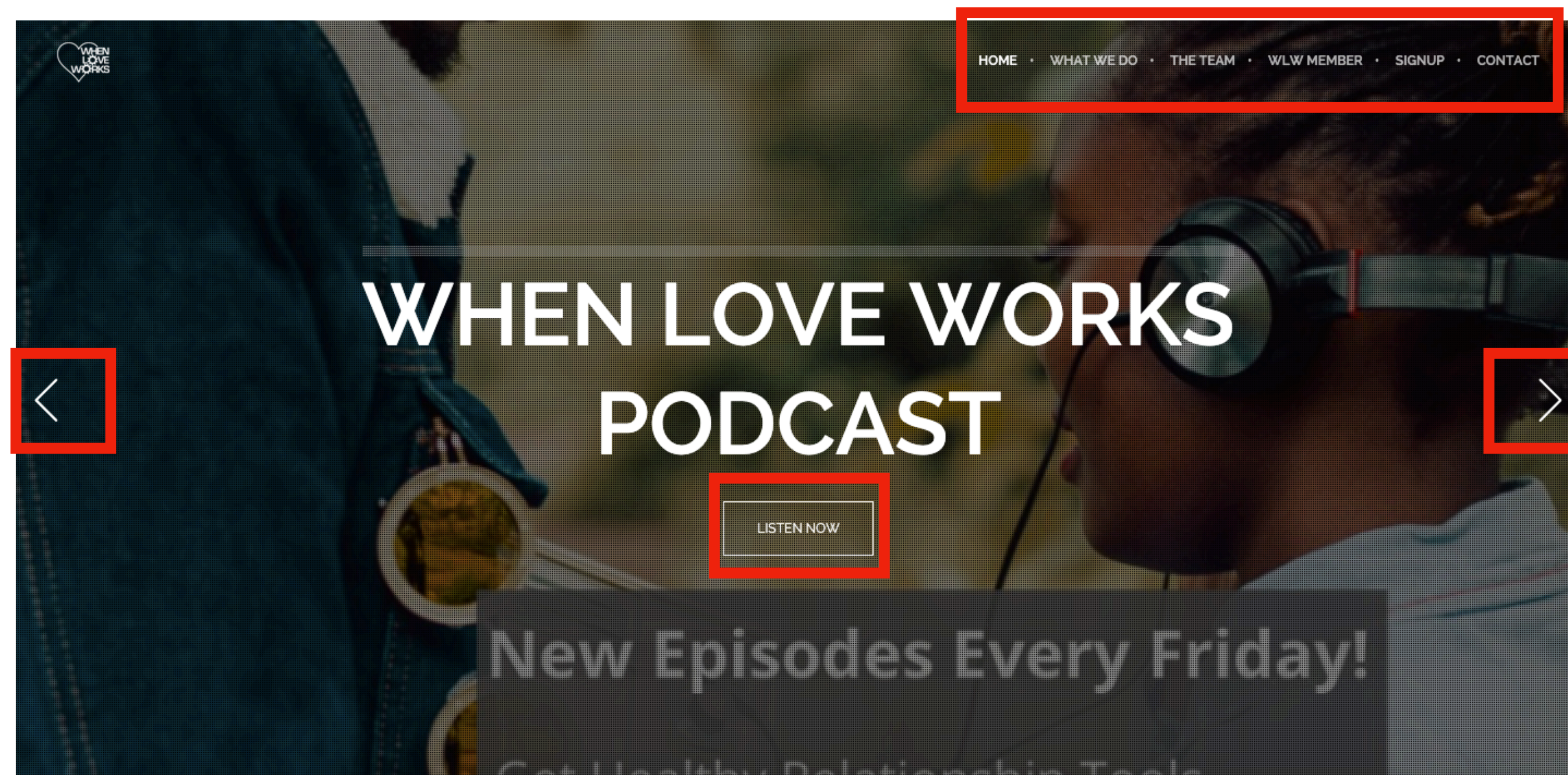
"It was pretty far down" - User

"This is the same page as before!" - User

"I'm struggling to find it." - User

Testing Report - TOOLBOX PAGE Insights

Score: **Major Issue**

Users were asked to provide feedback on the "**Toolbox" page** about their expectations of the services provided based on the **labeling, photos, and language** present in the **page titles** and **subtitles.**

Analysis:

PAGE TITLES

Users weren't sure what the purpose of each of the Toolboxes were.

Confusion over **why there were separate toolboxes for men and women**.

Confusion about the difference was between "Couples" and "Dating" - users **weren't sure if the Dating Toolbox was for one person, or was also appropriate for a couple**.

Users were **confused by the word "Toolbox"** and what it meant relative to type of services provided.

Users also felt that the use of the **gender-binary "His" and "Hers" classifications were outdated, exclusive,** and **not aligned** with today's standards of gender identity.

SUBTITLES

Users found the language used for the **subtitle** descriptions was **confusing and contradictory.** The subtitles didn't match the users' expectations of what the service was based on the titles.

Users weren't sure if HIS/HERS Toolboxes were also about dating.

Users weren't sure if DATING was for individuals, or if it was also for couples.

"I would not use the word *'Toolbox'* to describe a coaching session."

"'*Toolbox'* is very rational and logical, and I think something like this would be more emotion-based and nuanced."

"This feels like it implies one requires work, but the other doesn't."

"What is the purpose of *His / Hers*, if *Dating* does the same thing?"

"What's the difference between '*Dating*' and '*Couples*'?"

"Who are you to say what is *'His'* and what is *'Hers'* ?"

" '*His'* and *'Hers'* feels really outdated. It's excluding non-binary and people who aren't the traditional '*he*' and '*she*'."

"The language is not inclusive to all people."

27

Score: `Major Issue`

Testing Report - TOOLBOX PAGE Insights

Recommendations

▸ Consider replacing the word "Toolbox" to make it more emotion-based and nuanced that relates to the mission of the brand.

▸ Consider updating language to be more inclusive so users of all gender identities can benefit.

▸ Keep the dates of the upcoming Toolboxes, but remove the secondary subtitles below the Titles/Images (Transformational, End the Dating…Tools for…)

▸ Update subtitles for better relatedness to their corresponding titles; do not use duplicates. Also consider removing them completely, as having titles, subtitles and secondary subtitles is confusing to the user.

▸ Improve structure and content of the page will help it look and feel more complete and trustworthy.

▸ Align all text to make the page look more organized.
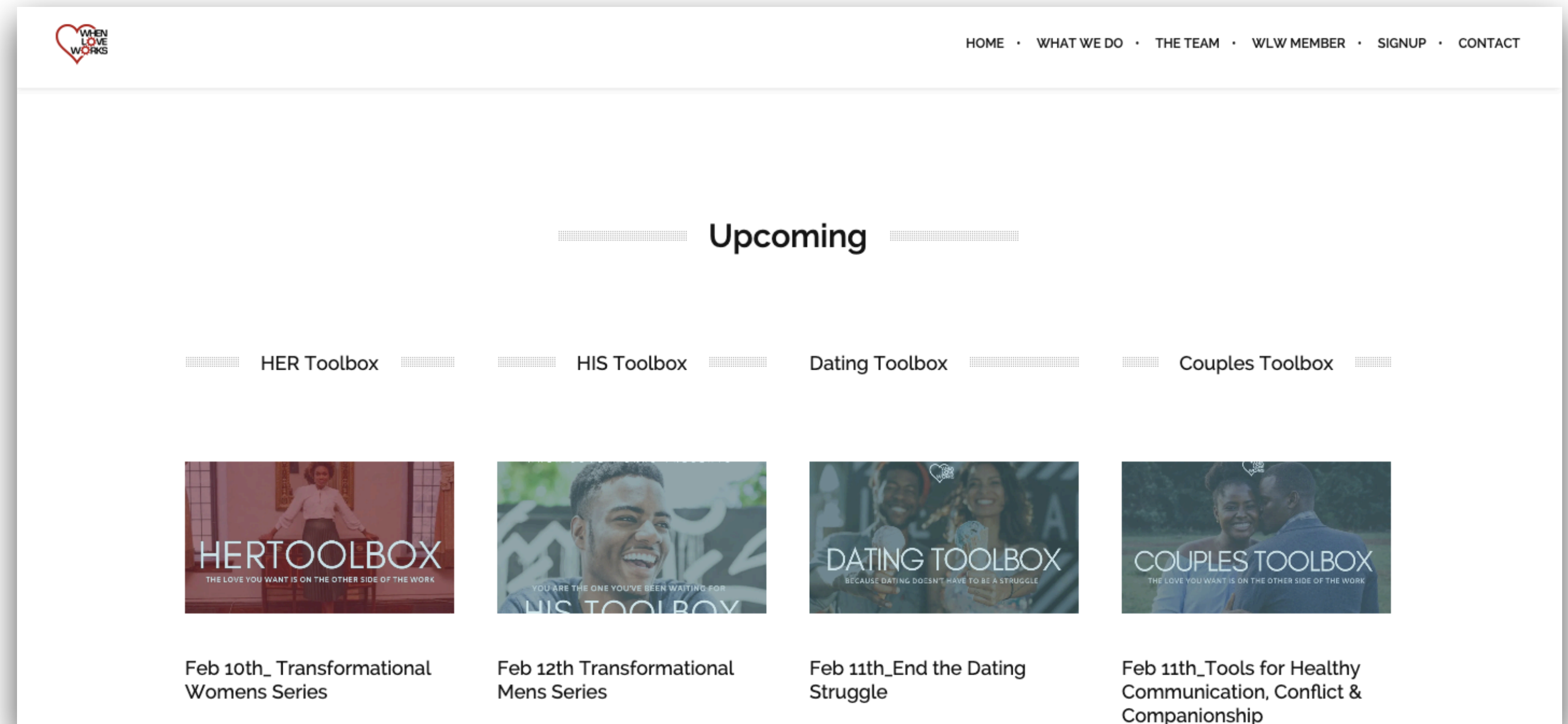
Usability Testing Report (Mid-Fidelity)

Testing Report - WEBSITE Insights

Score: <mark>Minor Issue</mark>

Analysis:

4 users tested on the Mid-Fi Prototype

4/4 users were **successful** in completing the following tasks:

1. Book a consultation.
2. Use the website to find their Podcast.
3. Find and sign up for the Dating Toolbox series.
4. Find and register for an event.
5. Find out more about the When Love Works Coaches.

‣ Users were able to **easily navigate** the website to solve their tasks.

‣ 4/4 users were able to access the primary navigation to get to the pages they wanted for their tasks.

‣ During the first task of "book a consultation" all users went through a different route to finish that task.

‣ 3/4 users found the podcast directly through the homepage while 1/4 tried to find the podcast through the footer navigation.

‣ Users went immediately to the primary navigation bar to find "Coaches" and "Events"
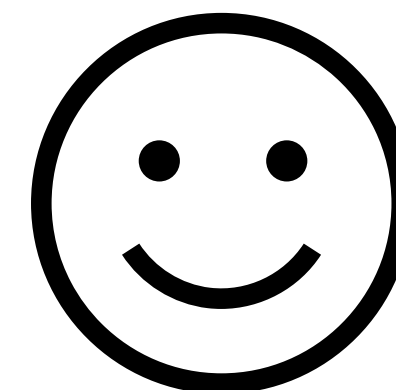
4/5 Average **satisfaction** score
4/5 Average **ease of use** score

"I want a first impression in navigation that speaks to what the website is about."

"Everything makes sense! It's logical and straight-forward. I can see everything and it's easy to get to. "
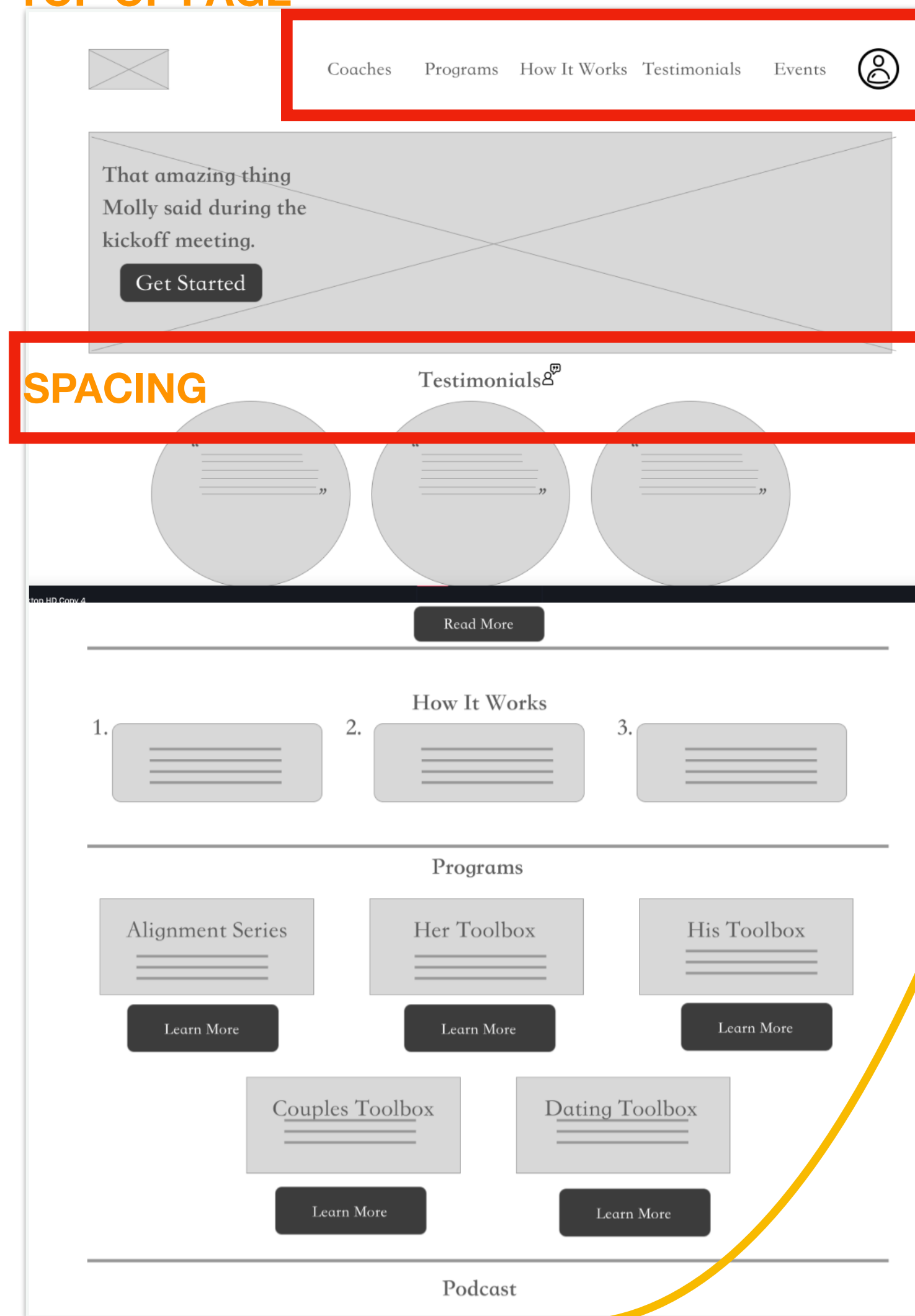
"Everything is easy to understand."

"What is the different between programs & events?"

## Testing Report - HOMEPAGE Insights

Score: **Minor Issue**

Recommendations

‣ Changing the order of the primary navigation would be helpful to show the users what the website is about.

‣ Rewording certain titles and phrases could be helpful for the users to easily understand what the website is offering them.

‣ Overall the pages can be evenly spaced so that information is not cluttered.

‣ When users click on the "Learn More" Button under the toolbox services in the Programs section, it should direct the users to the specific toolbox page instead of directing them to the top of the page which causes users to scroll down in order to get to the specific toolbox.
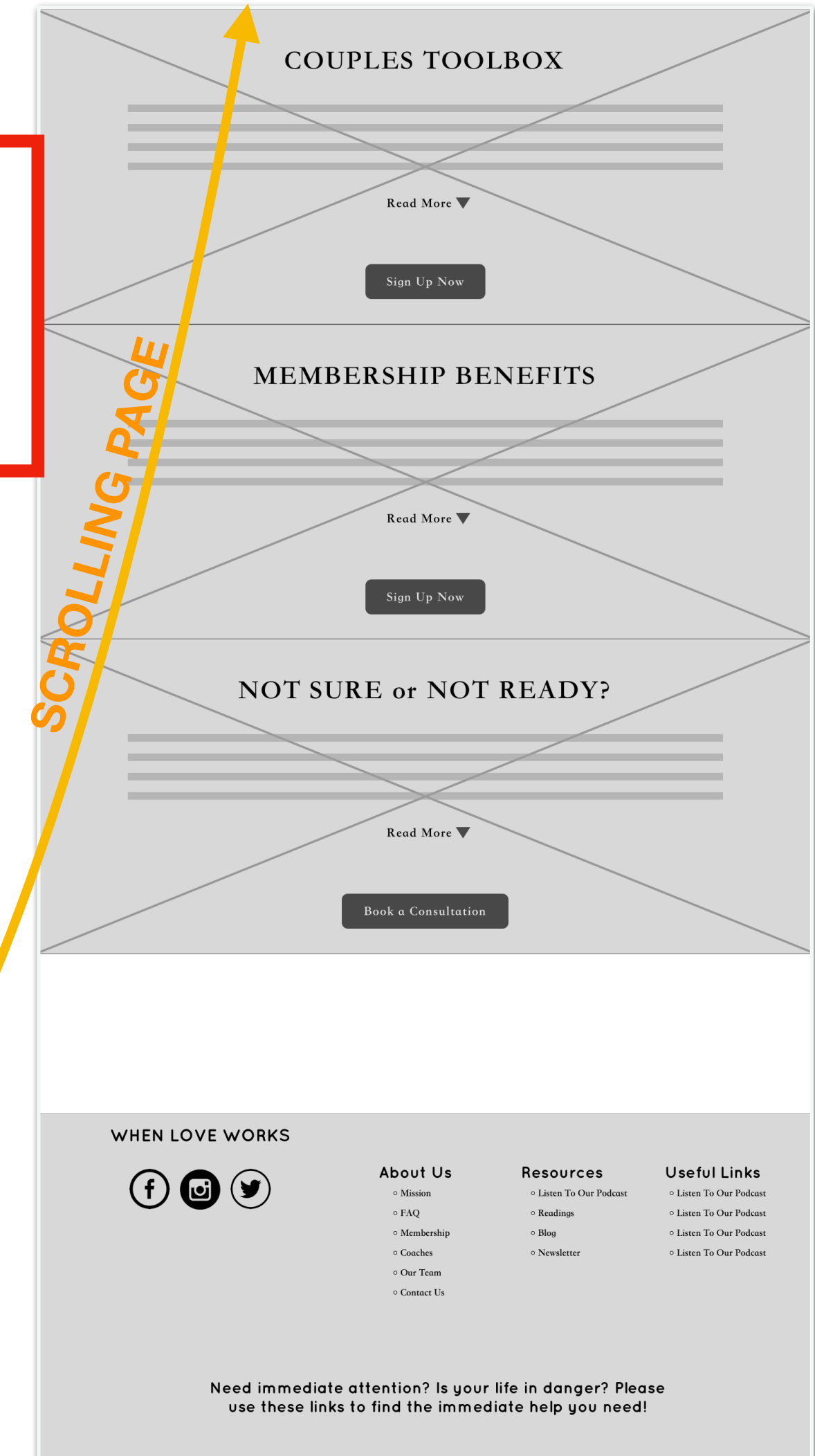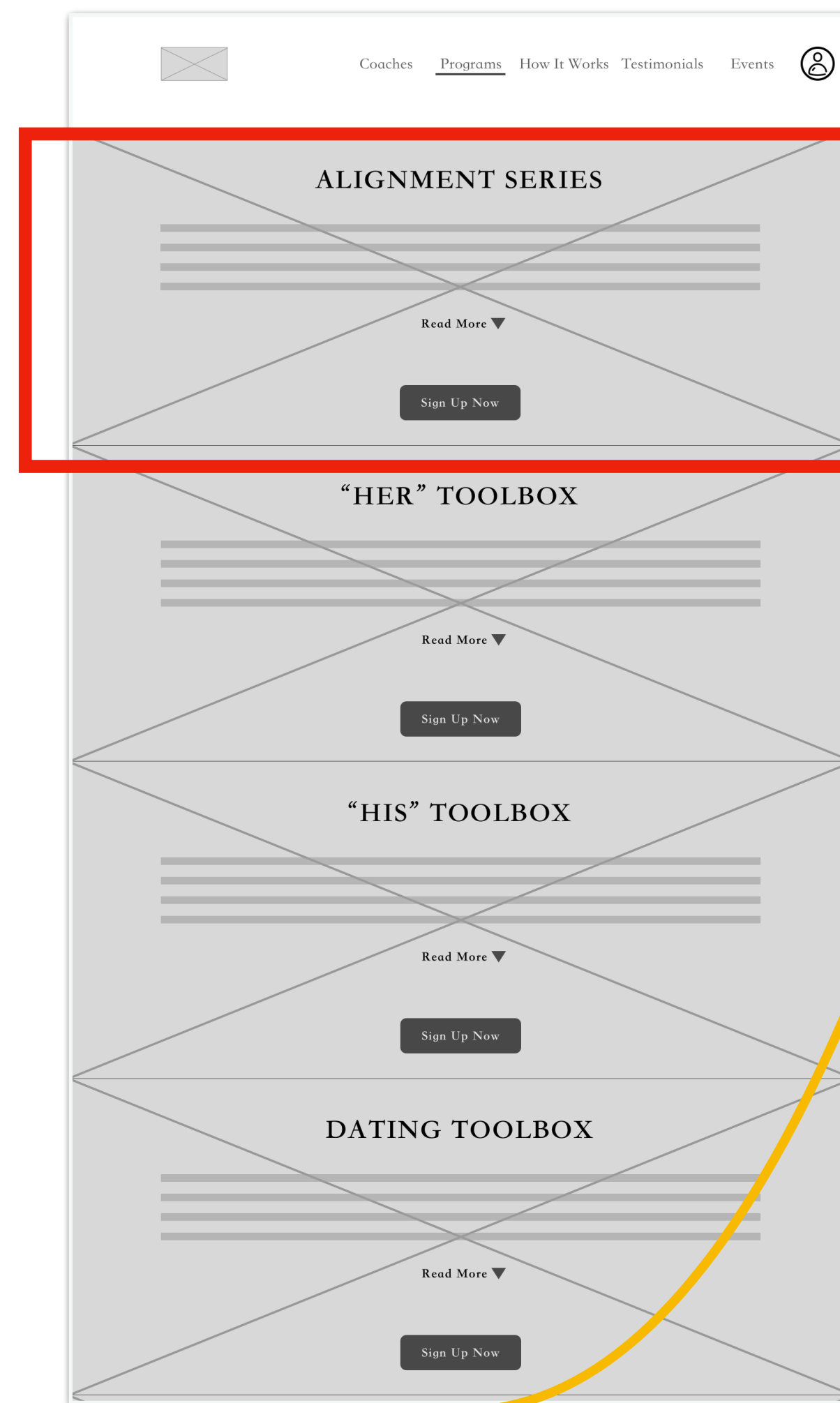
TOP OF PAGE

SPACING

SCROLLING PAGE

END OF PAGE

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Testing Report - PROGRAMS PAGE Insights

Score: **Minor Issue**
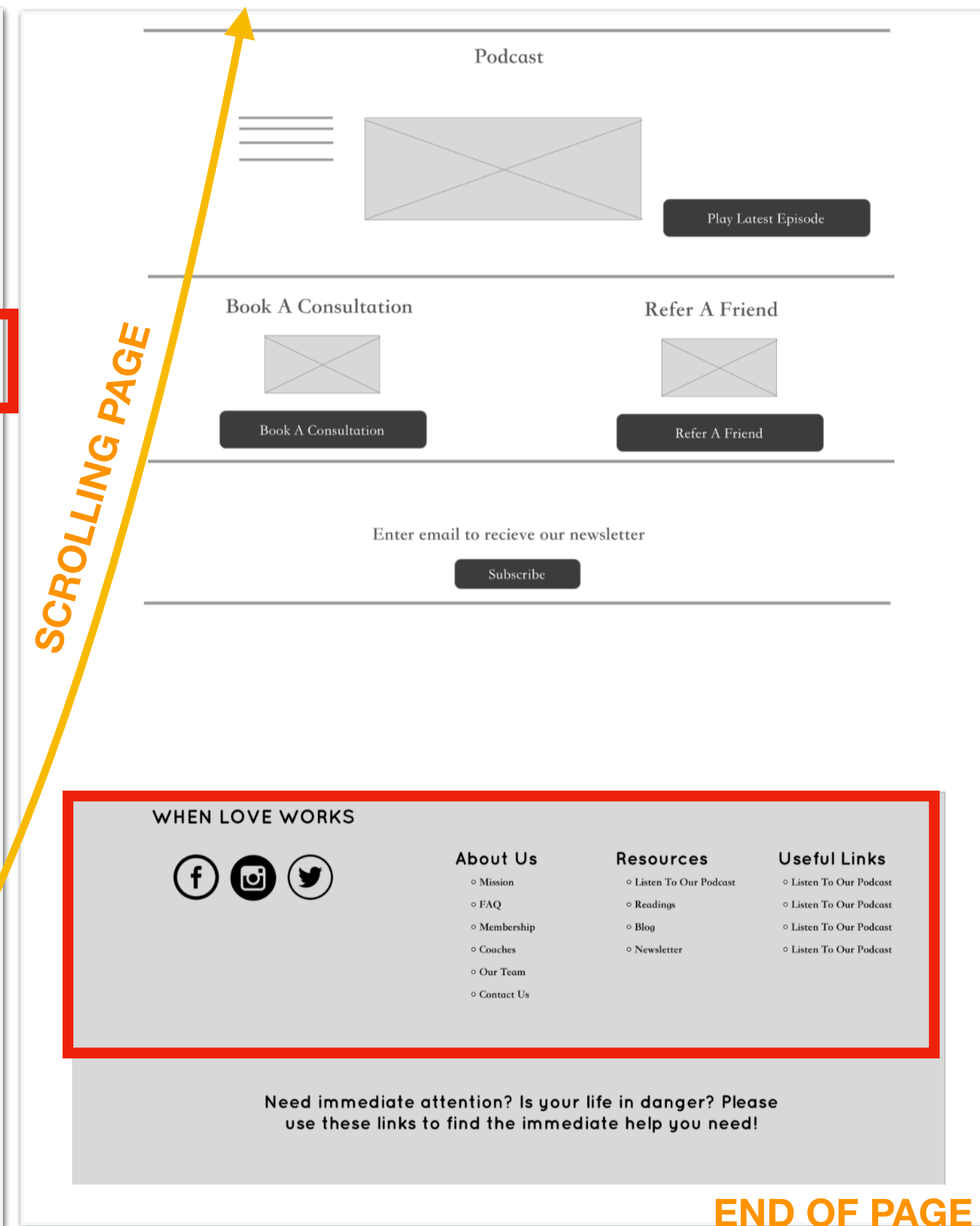
Recommendations

‣ When users click on the "Learn More" Button under the toolbox services in the Programs section, it should direct the users to the specific toolbox page instead of directing them to the top of the page which causes users to scroll down in order to get to the specific toolbox.

‣ The layout could be more condensed instead of having a wide boxed layout that the user has to scroll through in order to find the services offered.

‣ Changing some of the words of the services could be more understandable for the users.

TOP OF PAGE

Coaches Programs How It Works Testimonials Events

ALIGNMENT SERIES

Read More ▼

Sign Up Now

"HER" TOOLBOX

Read More ▼

Sign Up Now

"HIS" TOOLBOX

Read More ▼

Sign Up Now

DATING TOOLBOX

Read More ▼

Sign Up Now

SCROLLING PAGE

COUPLES TOOLBOX

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MEMBERSHIP BENEFITS

Read More ▼

Sign Up Now

NOT SURE or NOT READY?

Read More ▼

Book a Consultation

WHEN LOVE WORKS

About Us
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◦ FAQ
◦ Membership
◦ Coaches
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◦ Readings
◦ Blog
◦ Newsletter

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Need immediate attention? Is your life in danger? Please use these links to find the immediate help you need!

END OF PAGE

Thank You

Molly Winter Stewart | Susan Choi | Carl Vital | Dominik Rawle