User Experience Evaluation

carpetone.com

08.16.2017

v6

Objective

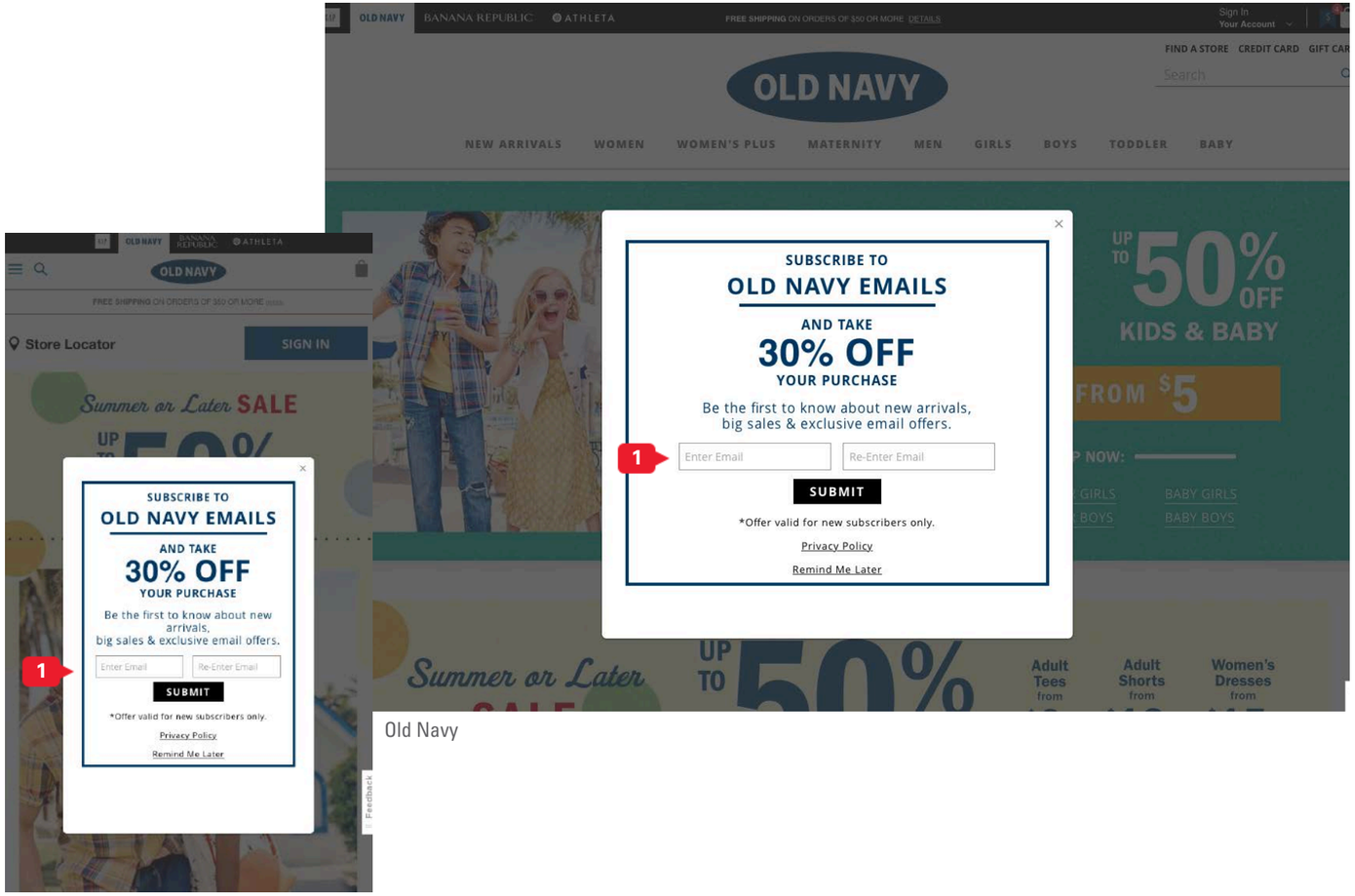
To highlight user experience deficiencies based on best-practice observations. A severity level for each deficiency is provided based on potential impact to user experience.

Also, a priority rating is provided based on overall business impact and the potential implementation effort involved.

Home Page & Overall Observations

Email Capture

ref: 2



Old Navy

Recommendation:

1 Hold until a customer email program is in place before aggressively soliciting email addresses.

Severity

1 2 3 4 **5** 6 7 8 9 10

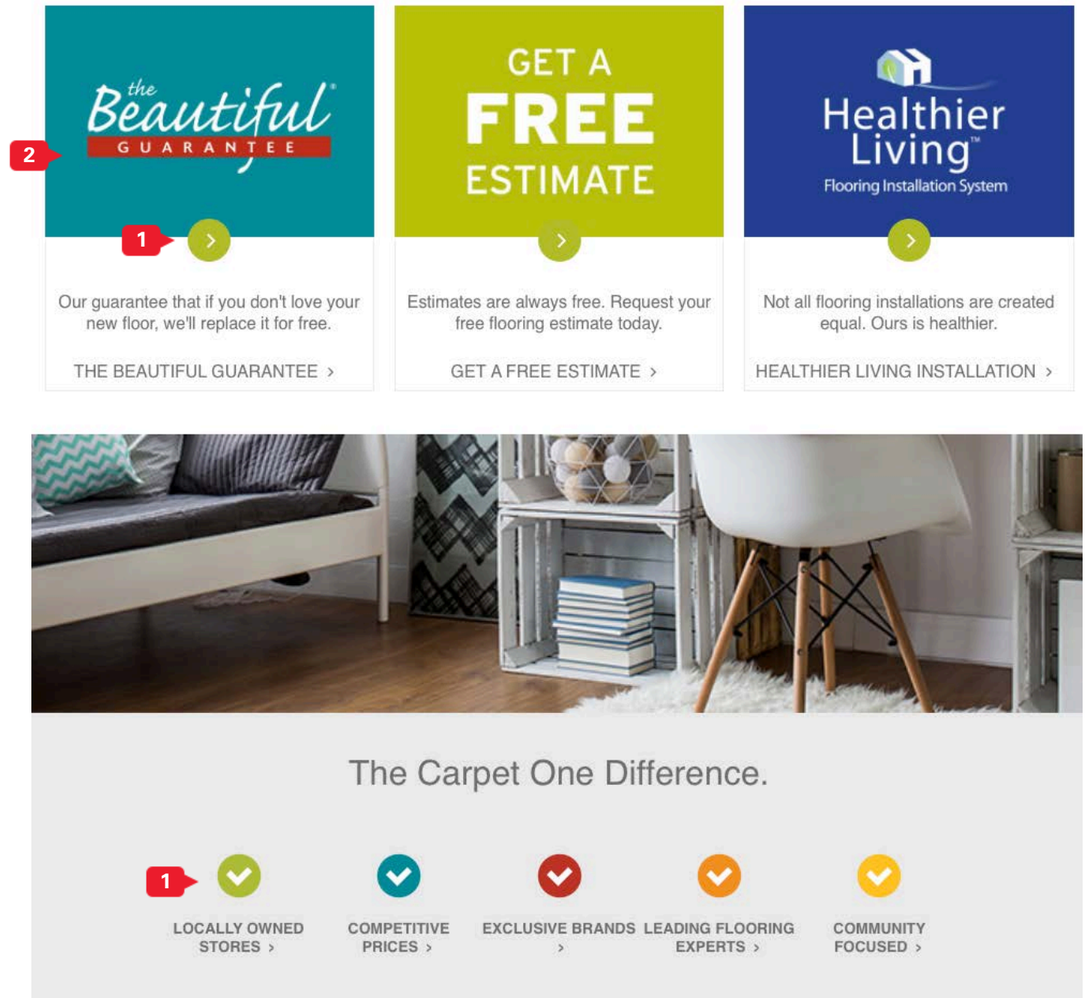
Priority

1 2 3 4 5 6 7 8 9 10

low high

Icon Links

ref: 4



Carpet One

Recommendation:

1. Make all icons clickable to the same destination as the text link.
2. Make image assets clickable to the same destination of text CTAs

Severity

1 2 3 **4** 5 6 7 8 9 10

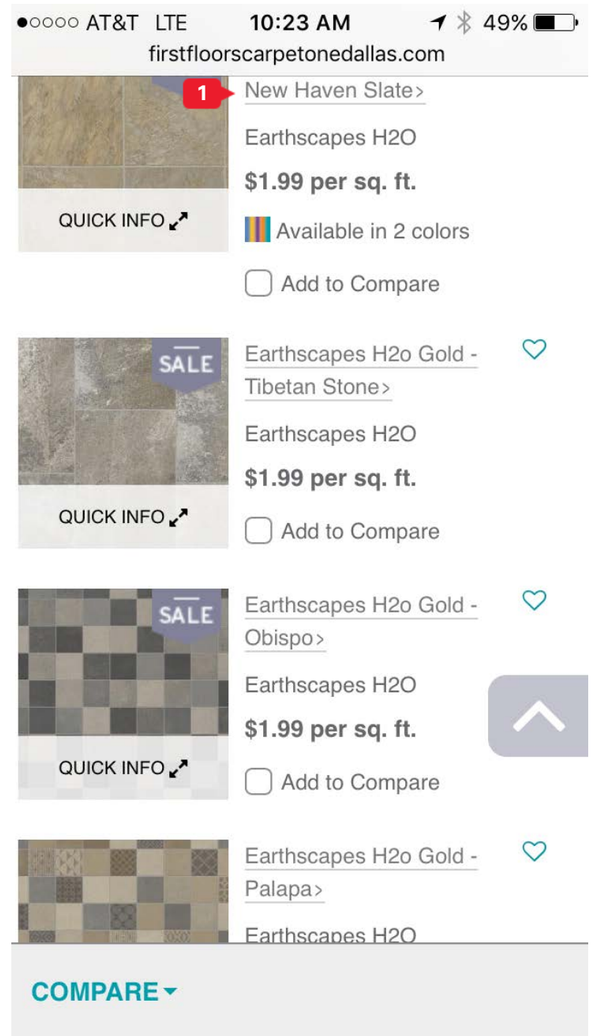
Priority

1 2 3 4 5 6 **7** 8 9 10

low high

Mobile Fonts

ref: 8



Carpet One

Recommendation:

1 Make sure mobile font size is a minimum of 14 pixels to ensure ease of readability

Severity

1 2 3 4 5 6 7 **8** 9 10

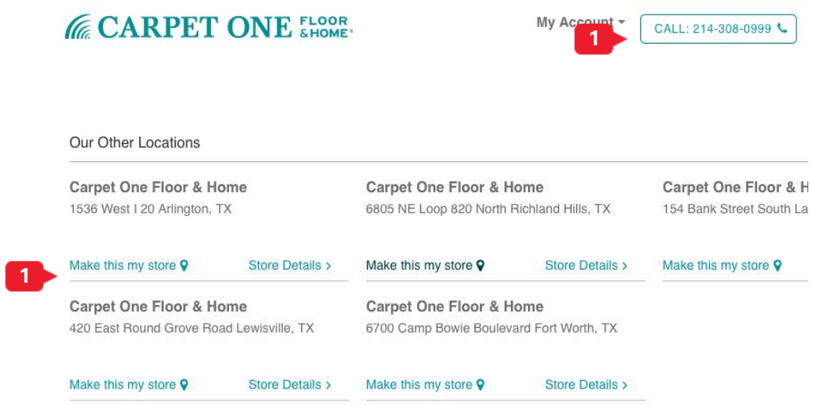
Priority

1 2 3 4 5 6 7 8 9 **10**

low high

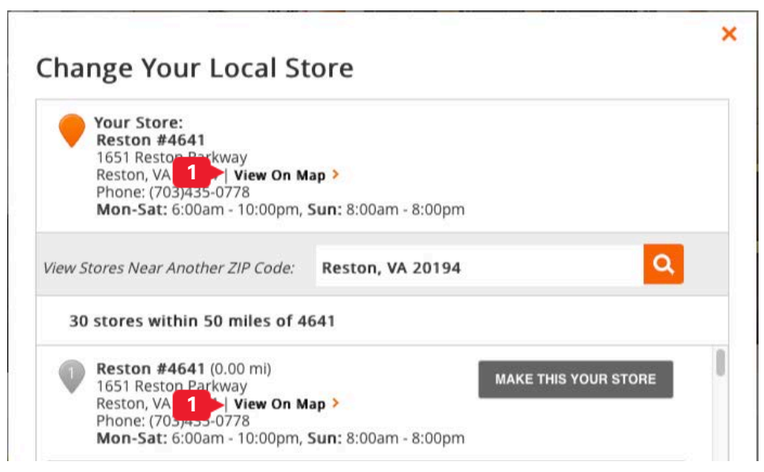
Store Information

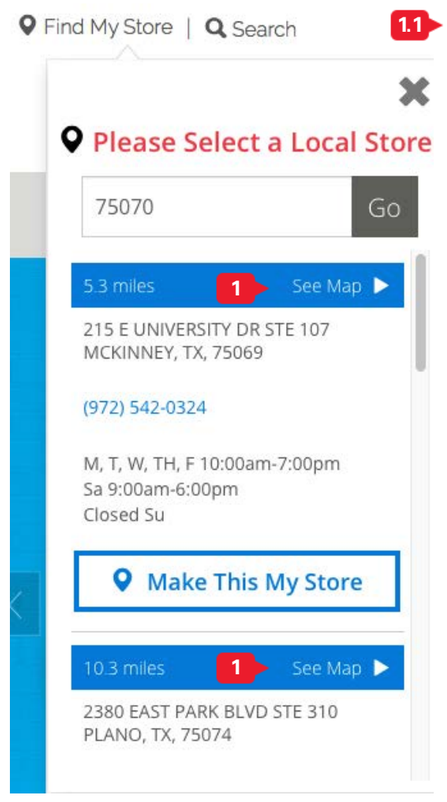
ref: 14 + 17 + 63

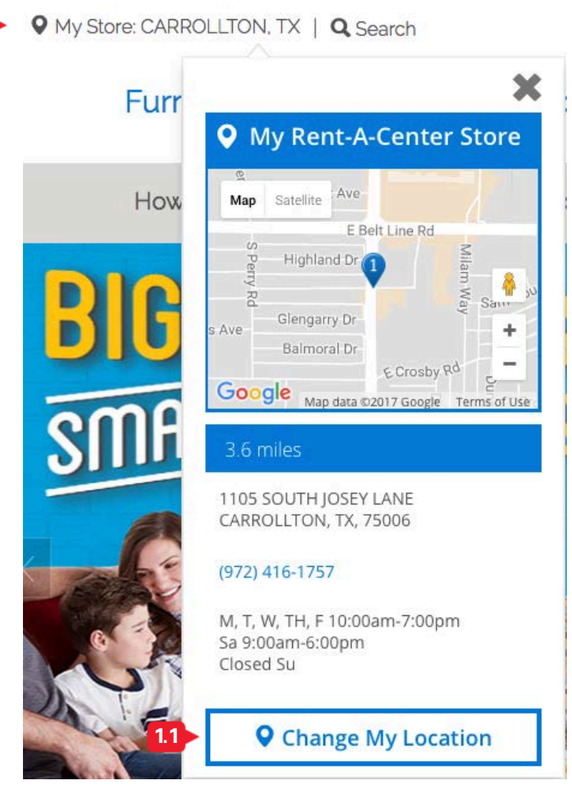


Carpet One

Home Depot







Rent-A-Center

Recommendation:

1 Provide a map or link to a map with all instances of store information to provide ease of use in finding the way to the location.

1.1 Provide a global link to current store selection and provide an easy "change store" option.

Severity

1 2 3 4 5 6 7 8 9 10

Priority

1 2 3 4 5 6 7 8 9 10

low high

Promotional Header

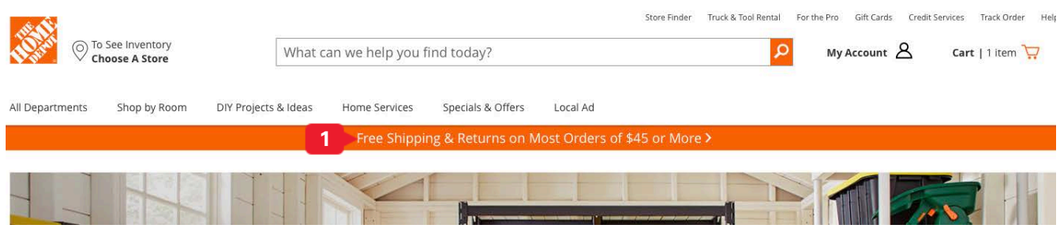
Promotions Banner

ref: 16

Recommendation:

1 Add a banner in the header that shows promotions or shipping information.

Gap



Home Depot

Hobby Lobby

Severity

1 2 **3** 4 5 6 7 8 9 10

Priority

1 2 3 4 5 6 **7** 8 9 10

low high

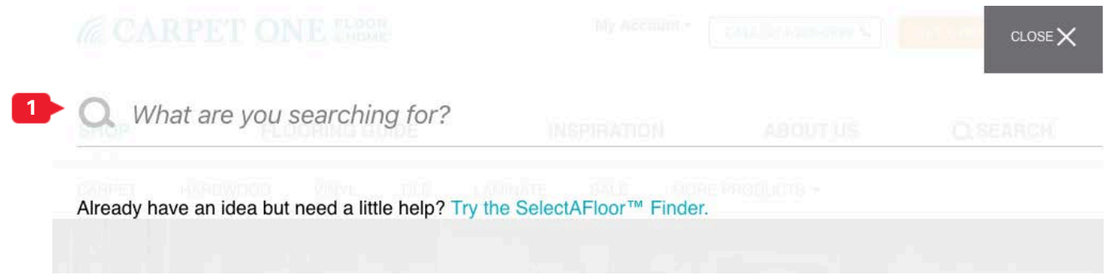
! Test Plan:

Recommend an A/B test plan to evaluate engagement, click and conversions on various promotional bar messaging concepts to evaluate long-term potential and uses of banner.

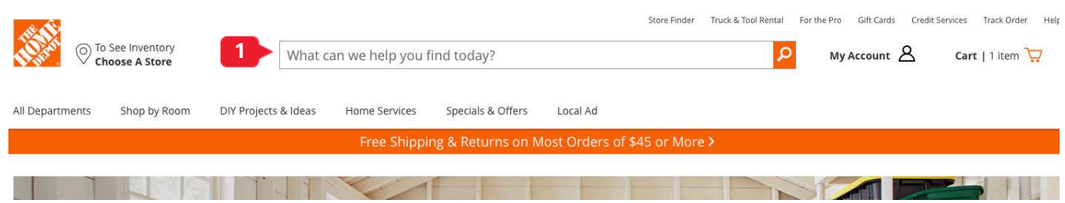
Search & Search Results Page

Search

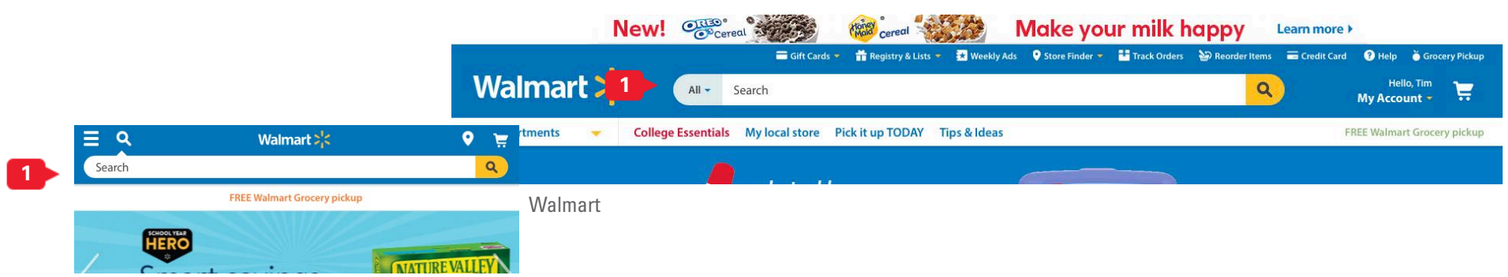
ref: 5



Carpet One



Home Depot



Walmart

Old Navy

Recommendation:

1 Move search entry field into header and remove the need to click to engage search.

Severity

1 2 3 4 5 6 7 **8** 9 10

Priority

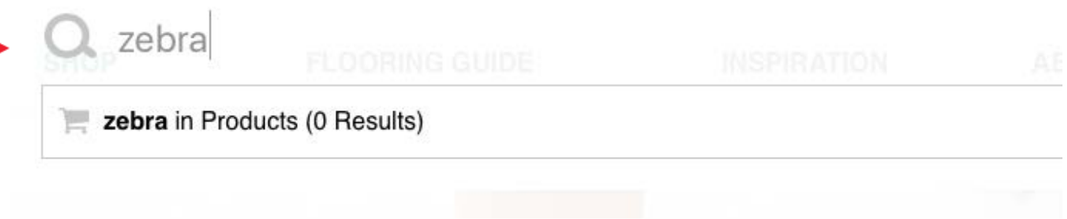
1 2 3 4 5 6 7 **8** 9 10

low high

No Search Returns

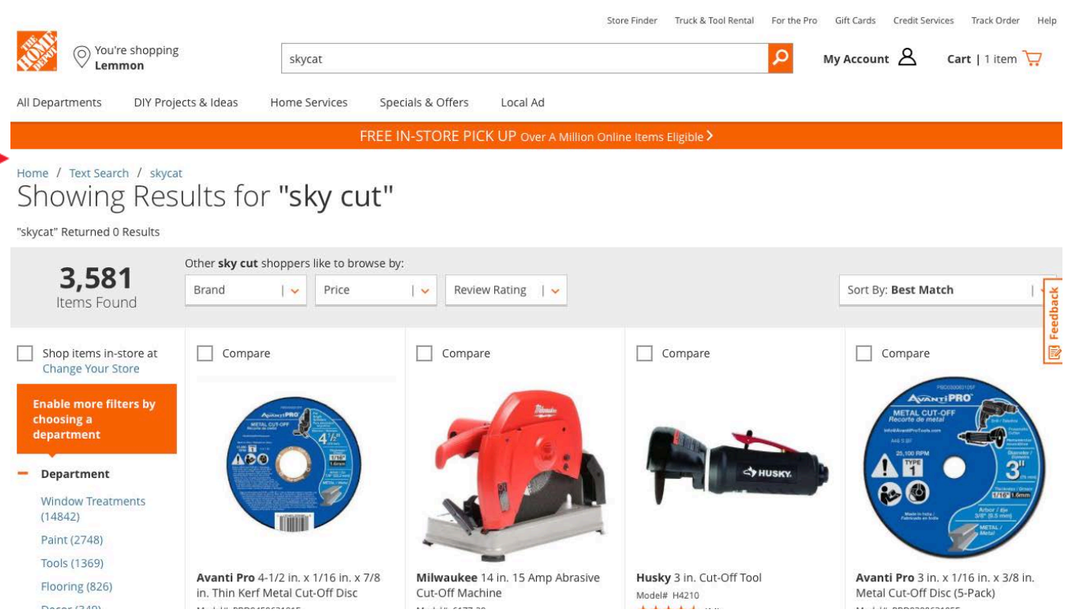
ref: 24

1



Carpet One

2



Home Depot

Recommendation:

1 Searches should not be void of any options for users.

2 Provide results for near search terms, when phrases or words match.

3 Or provide category or subcategory options to provide a browse path into product.

Severity

1 2 3 **4** 5 6 7 8 9 10

Priority

1 2 3 **4** 5 6 7 8 9 10

low high

3

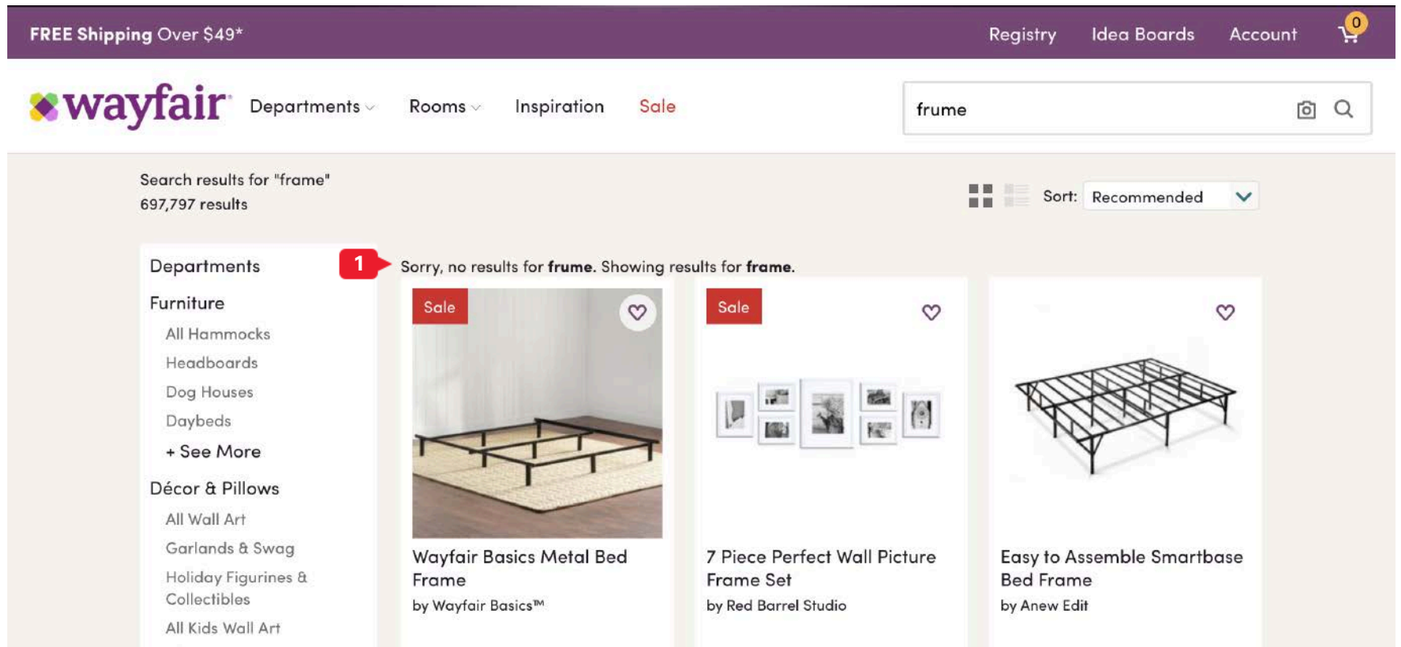
Amazon

3

Home Depot

Correct Spelling

ref: 25



Wayfair

Recommendation:

1 Search results should correct misspellings by suggesting words within searches.

Severity

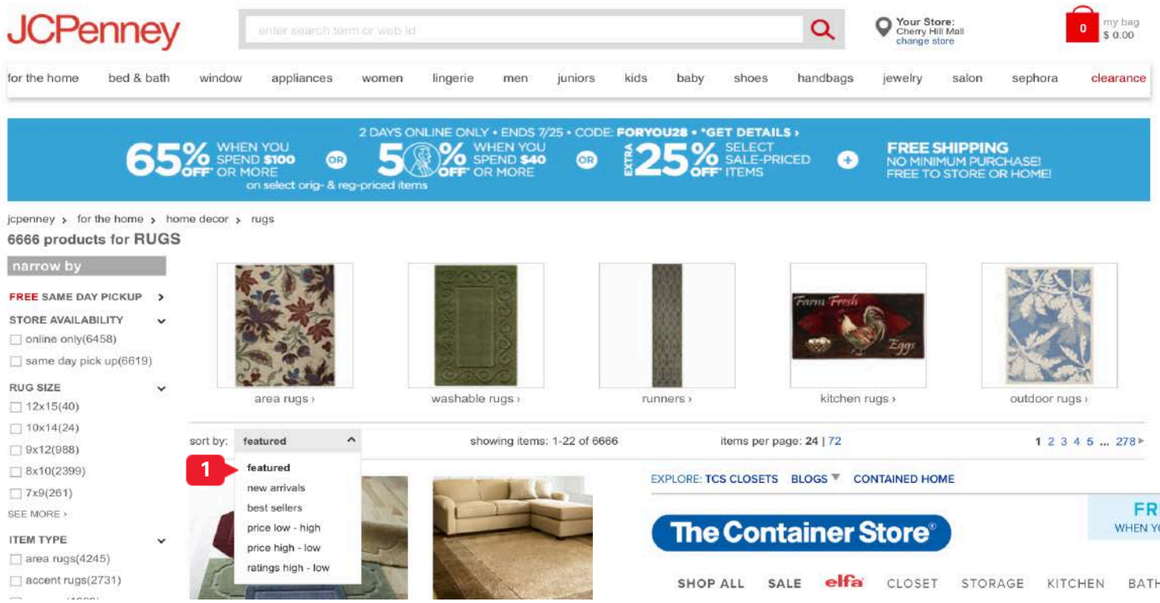
1 2 3 4 5 6 **7** 8 9 10

Priority

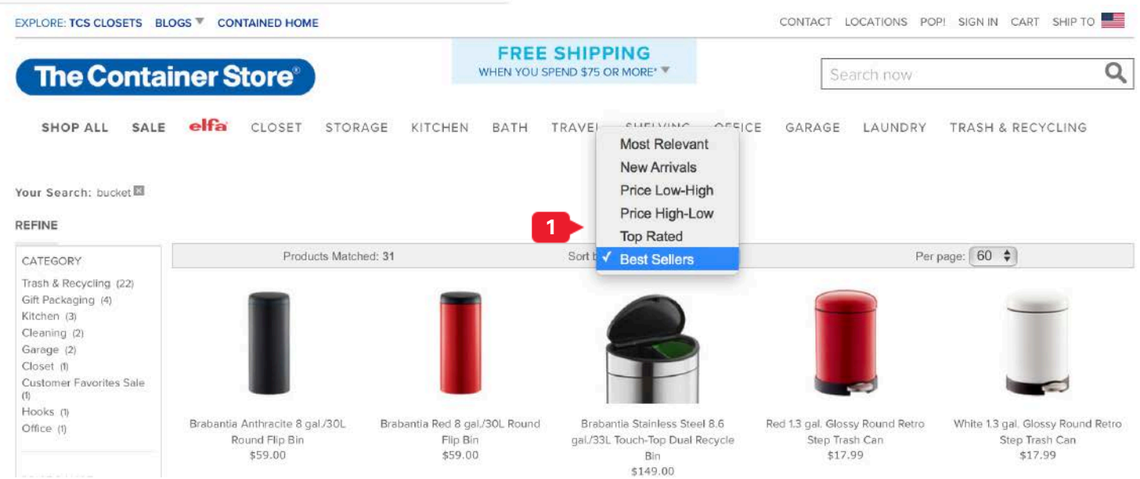
1 2 3 **4** 5 6 7 8 9 10

low high

Sorting
ref: 27 + 37



JCPenney



The Container Store

Recommendation:

1 Consider allowing users to sort by relevance and best-sellers.

Severity

1 2 **3** 4 5 6 7 8 9 10

Priority

1 **2** 3 4 5 6 7 8 9 10

low high

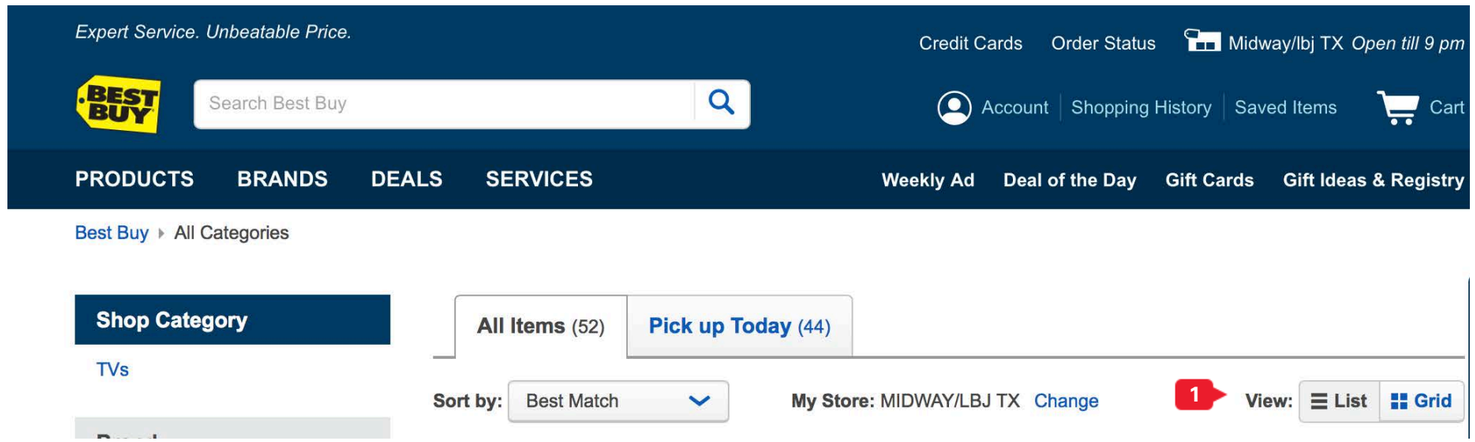
Category & Subcategory Pages

List View/Gallery View

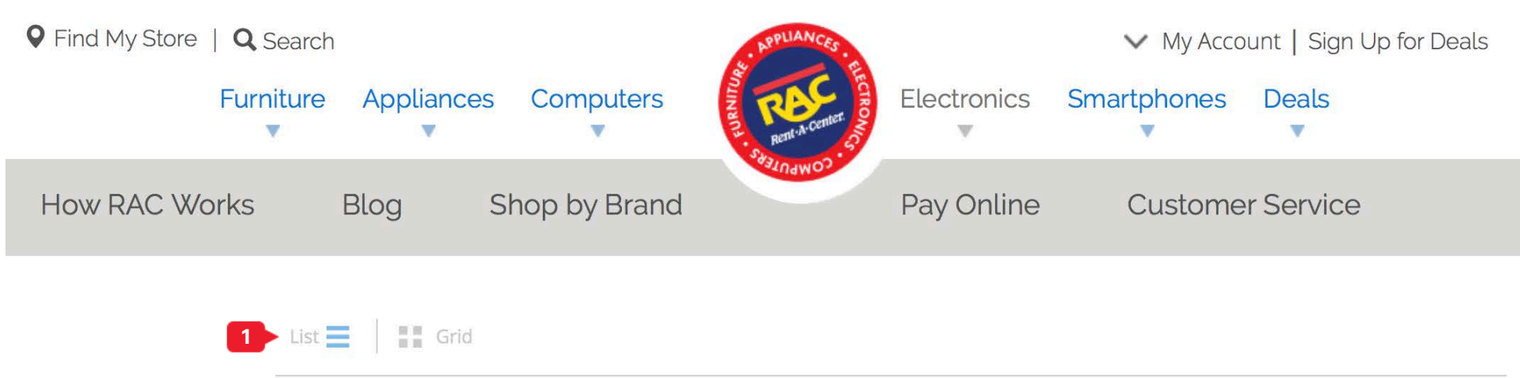
ref: 32 + 37

Recommendation:

1 Able to switch between list view and gallery view of products.



Best Buy



Rent-A-Center

Severity

1 2 3 4 5 6 7 8 9 10

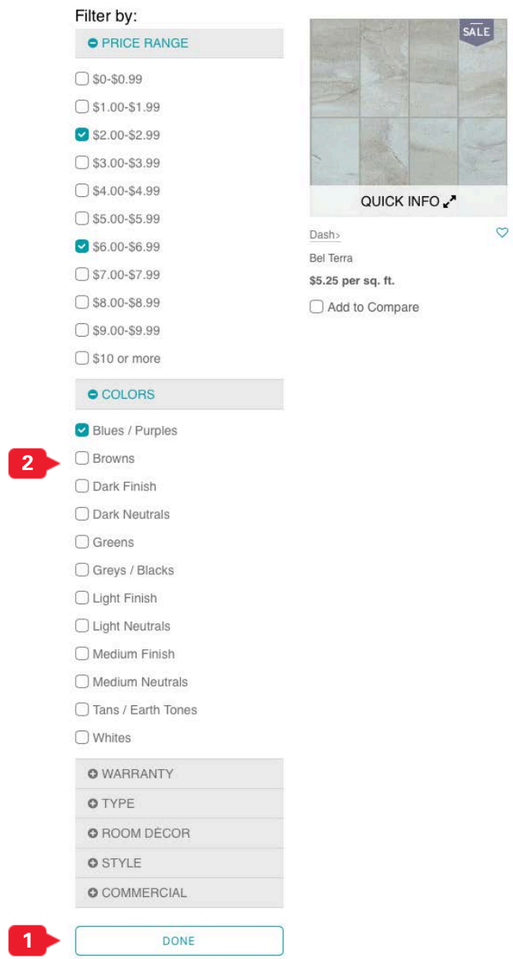
Priority

1 2 3 4 5 6 7 8 9 10

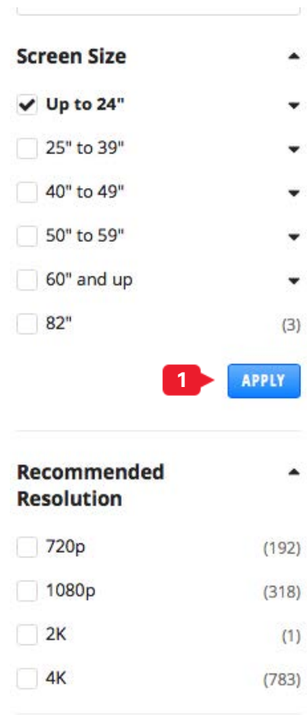
low high

Active Filters

ref: 38 + 42



Carpet One



Carpet One

Recommendation:

1. Remove the "Done" option. Filters should automatically repopulate content on each selection. "Done" button is obscure and confusing. Or provide an option associated with each category so users don't miss the function.

2. Options should only be available for categories that match the search returns. Users should never be able to filter and not see at least one product.

Severity

1 2 3 4 5 6 7 **8** 9 10

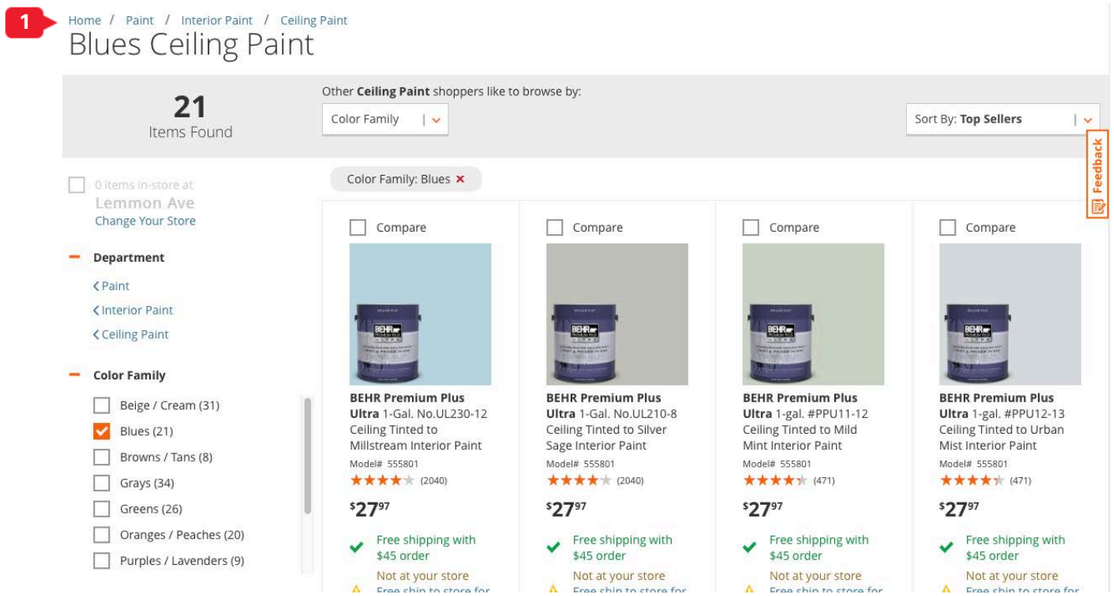
Priority

1 2 3 4 5 6 7 **8** 9 10

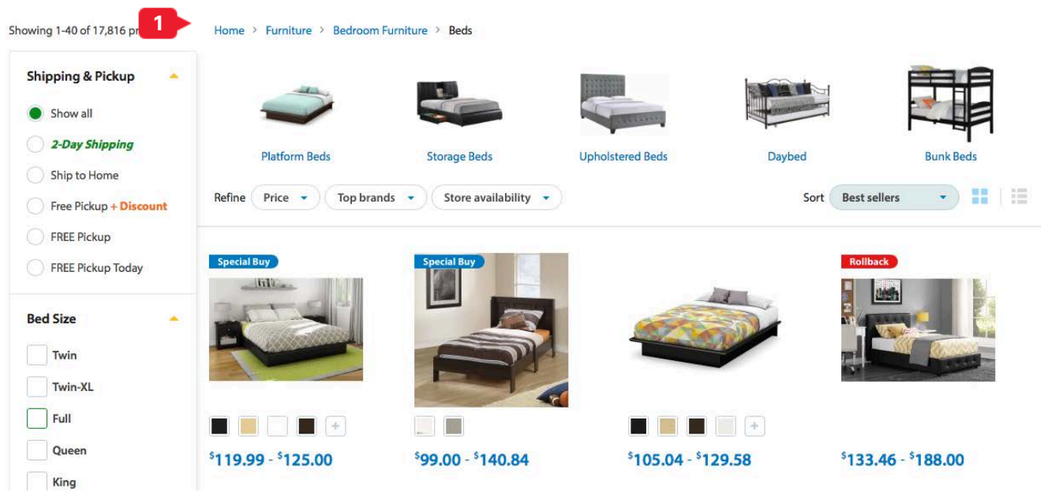
low high

Breadcrumbs

ref: 43



Home Depot



Walmart

Recommendation:

1 Move breadcrumb from footer to header. Browse path should display dynamic breadcrumb.

Note: Home Depot inserted "Interior Paint" in breadcrumb, even though it wasn't part of click flow.

Severity

1 2 3 4 5 6 7 **8** 9 10

Priority

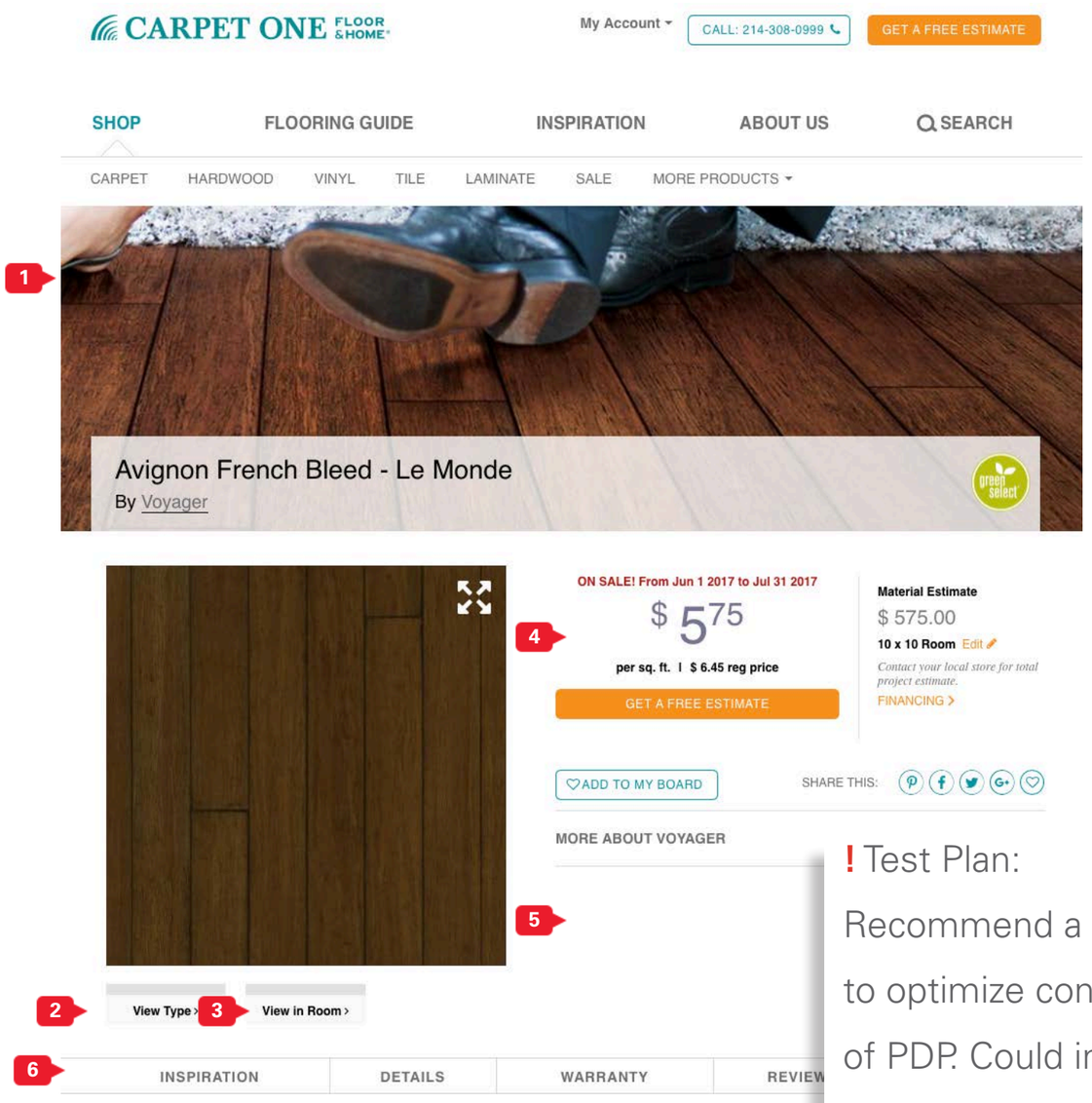
1 2 3 4 5 6 7 8 9 **10**

low high

Product Detail Page

PDP – Overview

ref: 15 + 53 + 54 + 59 + 69



Carpet One

Recommendation:

1. Recommend removing banner from PDP template. Wasted page real estate.
2. "Type" or category doesn't need to be hidden in a modal. Make part of overview content in page. Ease and type of instillation information should be displayed.
3. Display thumbnail of additional photos on page. Don't hide behind the click.
4. SKU or product code should be displayed.
5. Provide a summary or short product description.
6. Consider displaying user-submitted photos of project installs.

! Test Plan:

Recommend a design and test plan to optimize content, layout and CTA of PDP. Could involve some controlled tests (such as click tests or memory tests) to A/B test scenarios and optimize the productivity of the page.

Severity

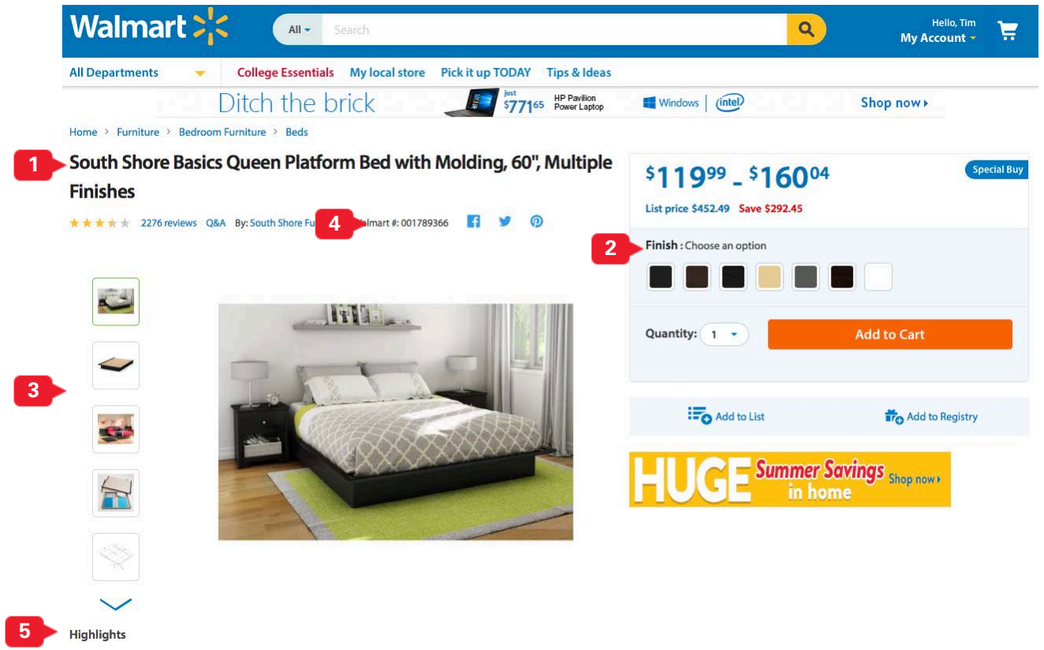
1 2 3 4 5 6 7 **8** 9 10

Priority

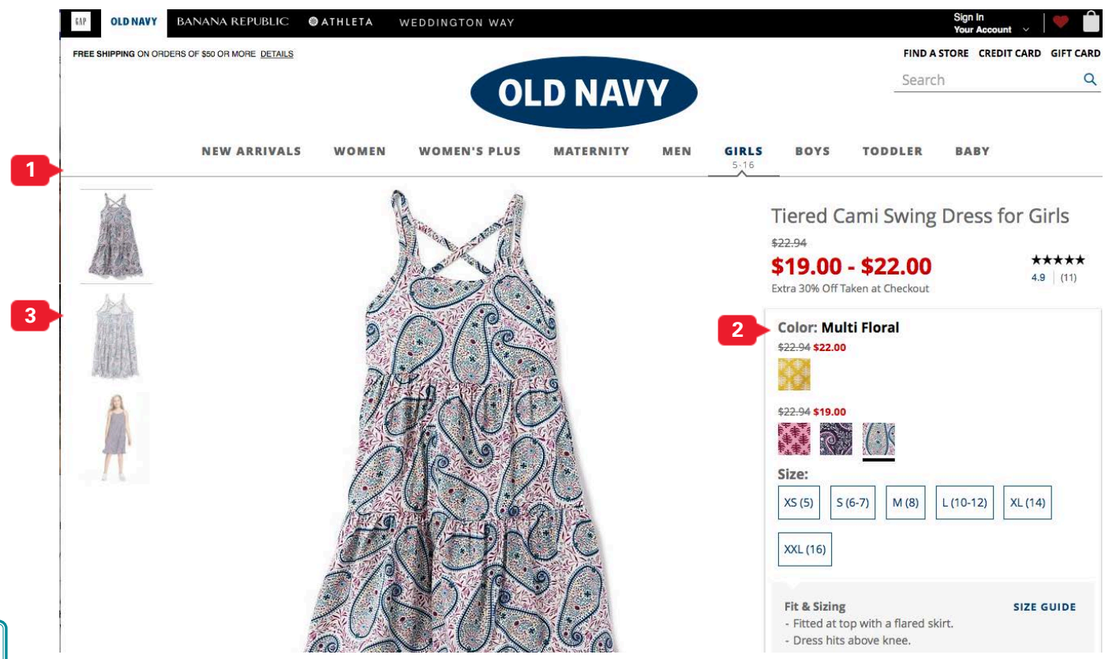
1 2 3 4 5 6 7 **8** 9 10

low high

PDP – Overview (Examples)



Walmart



Home Depot

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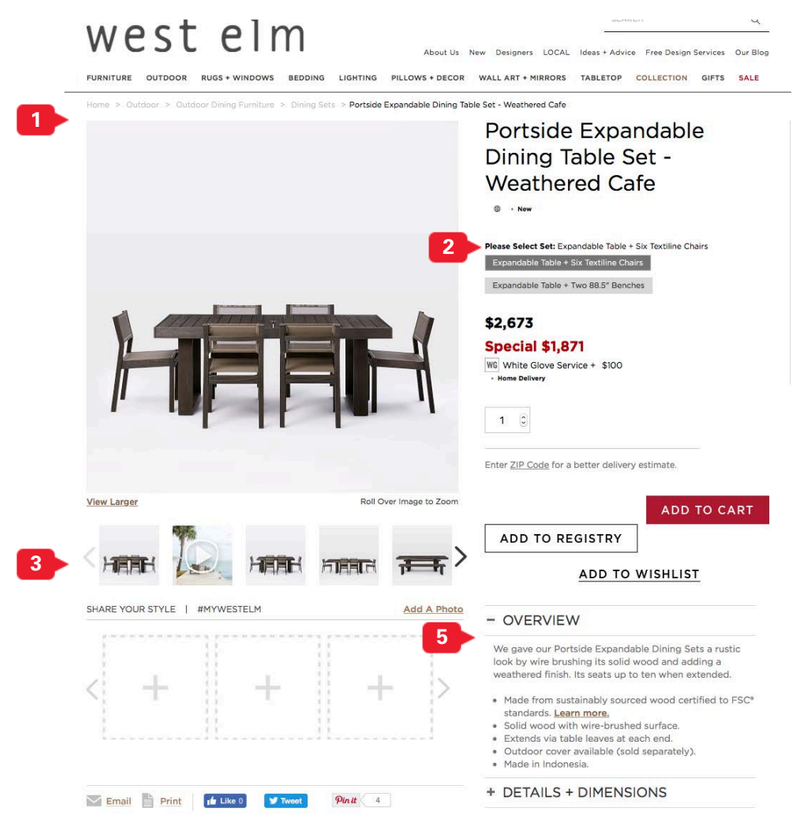
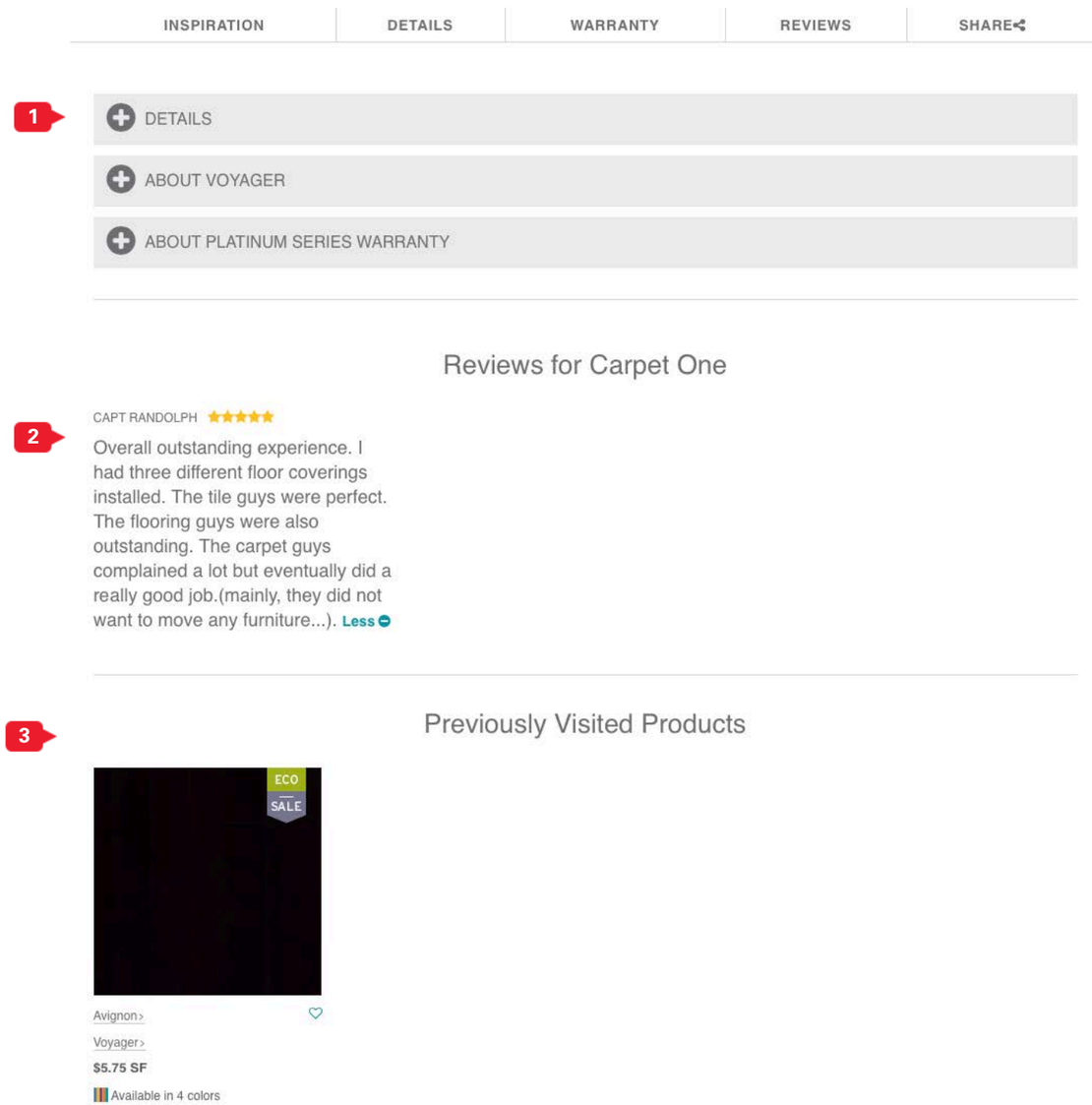


West Elm

PDP – Details

ref: 78



Recommendation:

1. Expandable content good for mobile, but not best for desktop.
2. No product-specific reviews.
3. No cross-sell features. Consider "upsell" products by offering "Similar Products" section.

Severity

1 2 3 4 5 **6** 7 8 9 10

Priority

1 2 3 4 5 6 7 **8** 9 10

low high

PDP – Details (Example 1)

Product Overview

1 Franklin collection features beautiful, rustic hardwood flooring with refined, distinct features for added beauty. Extraordinary knots and heavy character coupled with the wire-brushed texture adds visual appeal to each plank. This solid hardwood flooring is made with the highest standards in manufacturing, achieving unmatched quality and detail in every plank. This flooring meets all environmental standards and is CARB II and Lacey Act compliant.
California residents: see Proposition 65 information

Info & Guides
Use and Care Manual
Warranty
You will need Adobe® Acroba
the Adobe Web site.

- Wood Species: Real Domestic Oak Hardwood
- 3/4 in. Thickness x Multi-Width (2-1/4 in. and 3-1/4 in.) x Varying Length Planks
- 20.85 sq. ft. per case and case weight: 52.39 lbs.
- Construction: Solid Hardwood Flooring
- Prefinished Dark Truffle Oak Dark Color, Low Gloss, Wire Brushed Texture
- Planks have an eased edge
- Janka wood hardness rating/resistance to denting: 1290
- Appropriate Grade for Installation: On/Above Grade
- Installation: Staple/nail
- Residential use
- 25-year manufacturer's finish warranty
- Don't forget your coordinating trim and moldings
- All online orders for this item ship via parcel ground and may arrive in multiple boxes
- It is recommended you purchase a minimum of 10% overage to account for cuts

Specifications

Dimensions

Product Length (in.)	84	Product Width (in.)
Product Thickness (in.)	.75	Square Feet per Box (sq.ft.)

Details

Board Form	Plank	Hardwood Flooring Style
Color	Dark Truffle Oak	Installable over Cork Underlayment
Color Family	Brown	Installation Location
Commercial / Residential	Residential	Installation Type

Home Depot

About this item | Customer Reviews

1 **About this item**

Disclaimer: While we aim to provide accurate product information, it is provided by manufacturers, suppliers an verified by us. See our disclaimer.

All your favorite TV shows, movies, games and media content come to life in stunning Full HD 108 of standard HD TV. Enjoy an intuitive, connected home entertainment experience with Smart TV a

Note: You must have a source of HD programming in order to take full advantage of the Samsung local cable or satellite TV provider for details on how to upgrade.
Samsung UN32J5205 32" 1080p 60Hz Class LED HDTV:

- 32" LCD panel
  With a 1920 x 1080 Full HD resolution
- True 16:9 aspect ratio
  View your movies as the director intended
- Built in digital tuner

Read more

Explore this item

Specifications | Comparison Chart

SAMSUNG

You are viewing

Walmart

Recommendation:

1 Recommend not hiding detailed information especially with targeted category links linking users down. Two clicks are unnecessary.

Severity

1 2 3 **4** 5 6 7 8 9 10

Priority

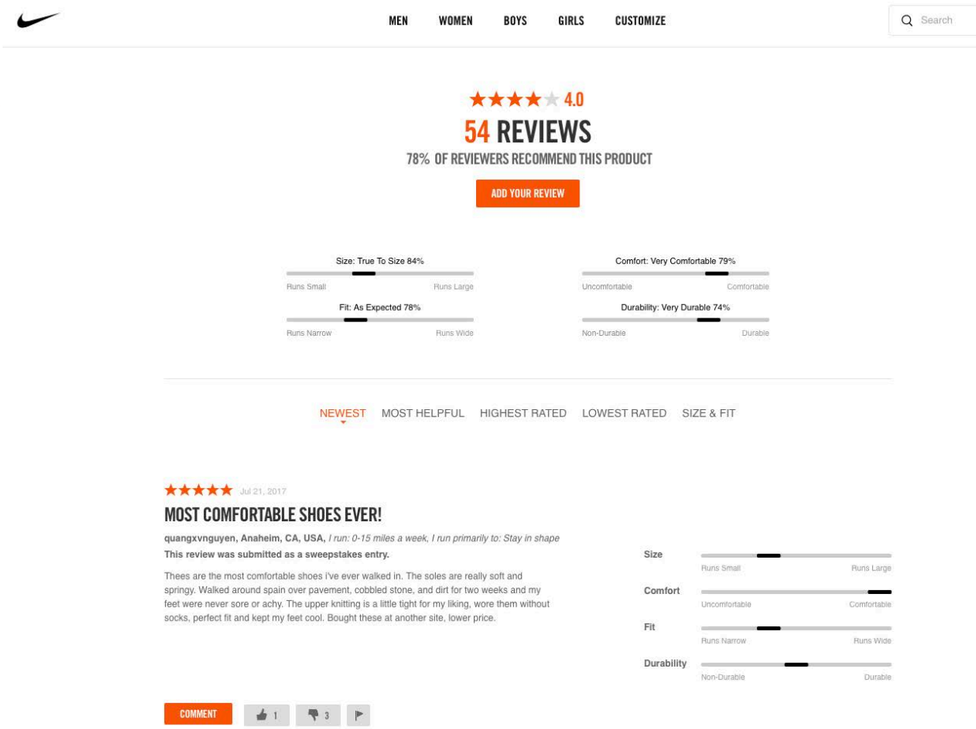
1 2 3 4 5 6 7 **8** 9 10

low high

PDP – Details (Example 2)

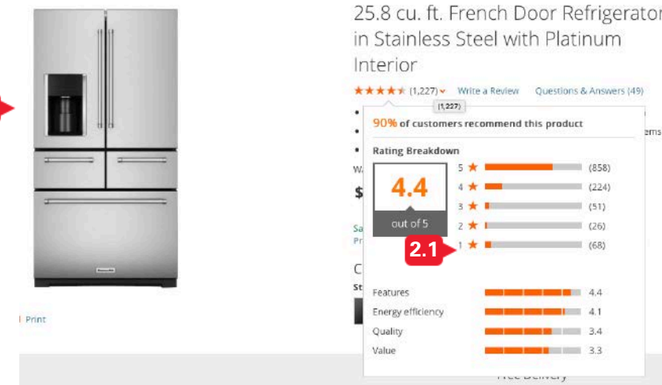
ref: 73

2



Nike

2



Home Depot

Recommendation:

2 Provide product-specific reviews, not just location-specific.

2.1 Summarize distribution of ratings.

Severity

1 2 3 4 5 6 7 8 9 10

Priority

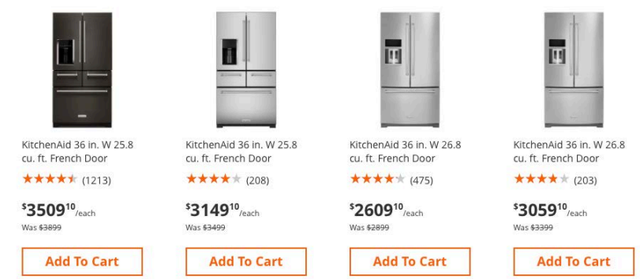
1 2 3 4 5 6 7 8 9 10

low high

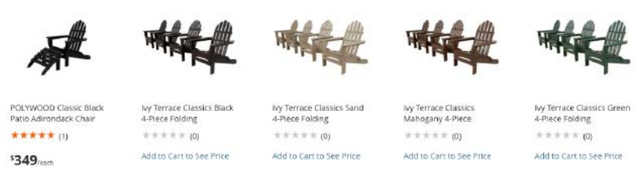
PDP – Details (Example 3)

ref: 78 + 89 + 90 + 91 + 92 + 93

3 Customers Who Viewed This Item Also Viewed ...



Recently Viewed Items

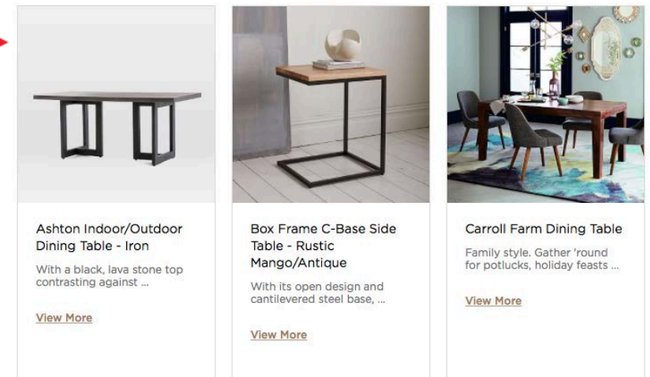


More Products With These Features

Home Depot

RELATED PRODUCTS

3



West Elm

Recommendation:

3 Provide cross-sell and upsell opportunities.
"Recommended"
"Others who viewed also viewed"
"Related products"

Severity

1 2 3 4 5 6 **7** 8 9 10

Priority

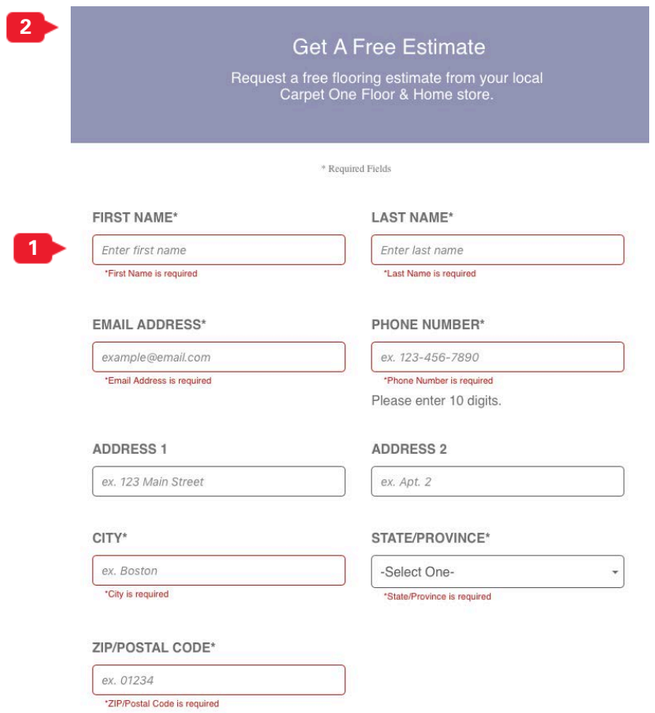
1 2 3 4 **5** 6 7 8 9 10

low high

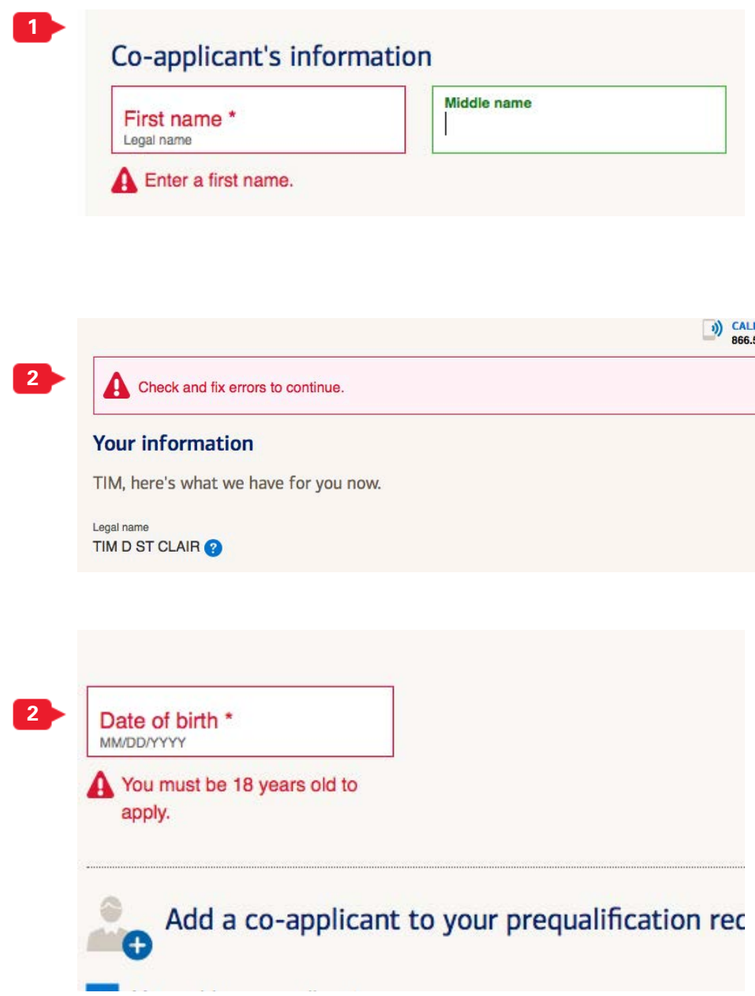
Forms

Error Messaging

ref: 121 + 126



Carpet One



Bank of America

Recommendation:

1. Error message should display when next field or fields are tabbed into, rather than on submit.
2. Error messages should provide specific messaging with what error occurred and give a notification at top of form, as well as each field with an error.

Severity

1 2 3 4 5 6 **7** 8 9 10

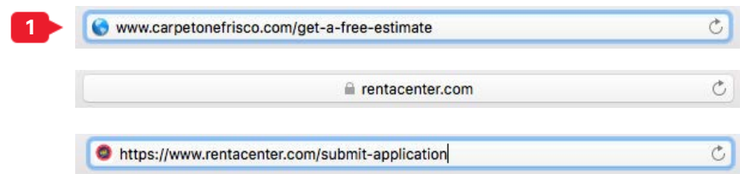
Priority

1 2 3 4 5 6 **7** 8 9 10

low high

Secure Site & Forms

ref: 118



Recommendation:

1 The site and all forms should be behind a secure SSL and HTML for information security.

Severity

1 2 3 4 5 6 7 8 9 10

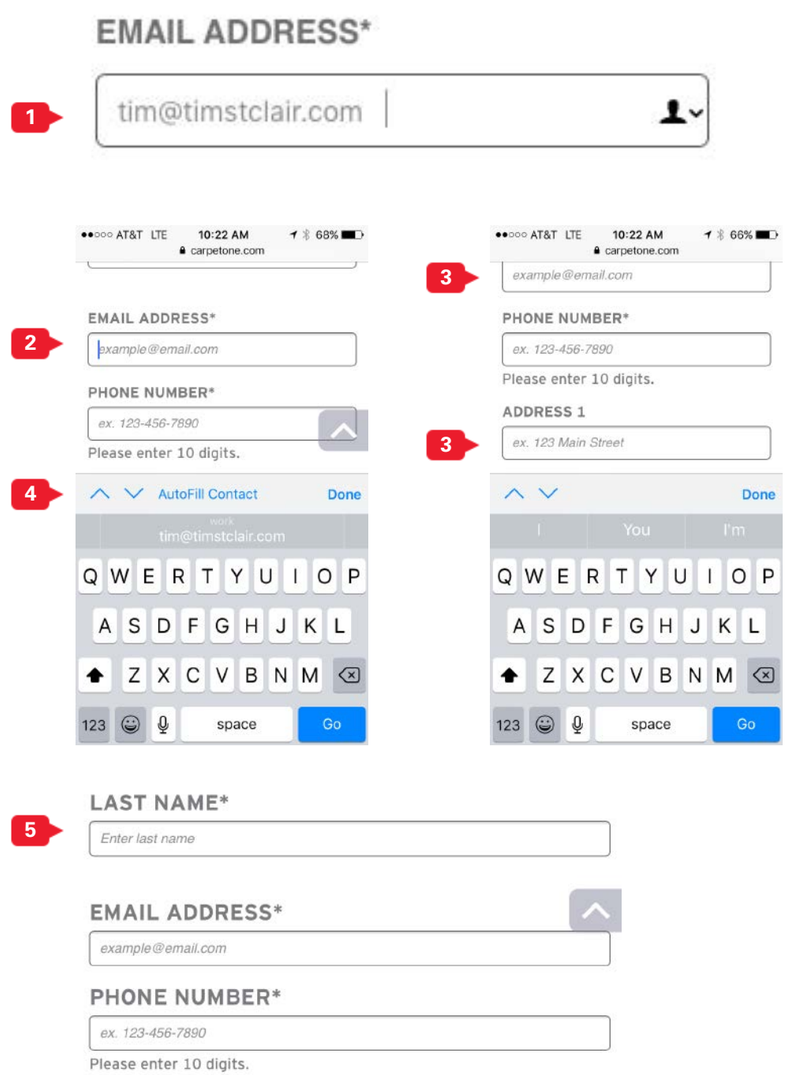
Priority

1 2 3 4 5 6 7 8 9 10

low high

Form Field Recommendations

ref: 117 + 132 + 133 + 134 + 135 + 138



Recommendation:

1 Form should remove unnecessary spaces from fields on submission. Example: spaces at end of email address.

2 Form should disable auto correct on fields where information could be inadvertently entered incorrectly. Email, address, etc.

3 Appropriate keyboard functions should display for numeric fields (phone) and email (@).

3 Autocapitalization should be disabled where appropriate. (Email, street.)

4 Previous/next buttons should take you to correct next field. Skips items such as drop lists.

5 Labels should move to left of fields in mobile landscape display.

Severity

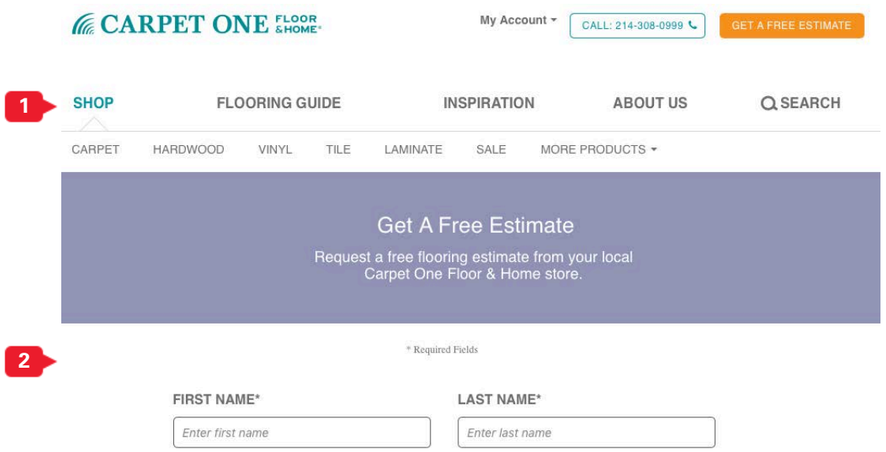
1 2 3 4 **5** 6 7 8 9 10

Priority

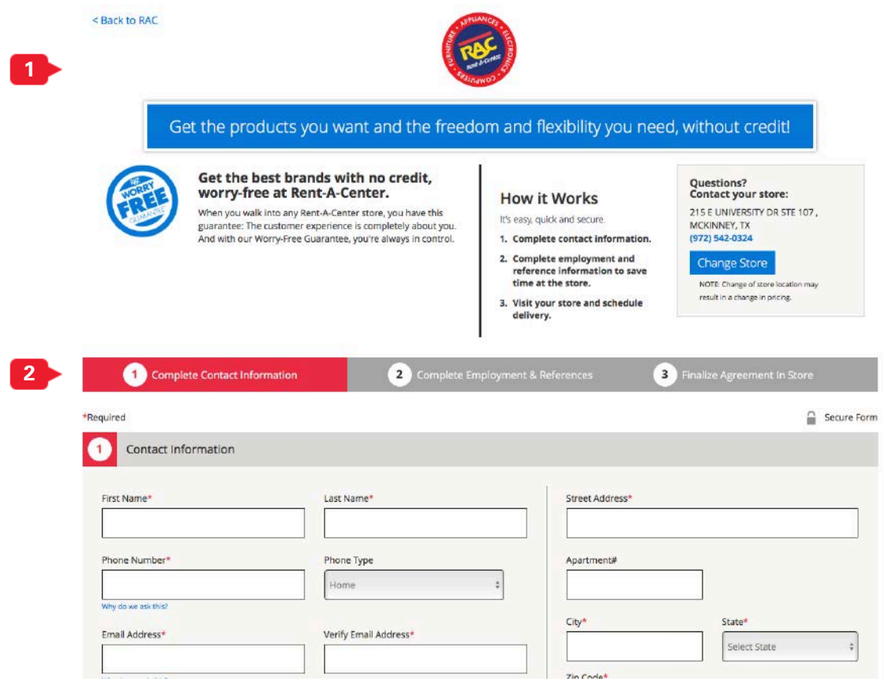
1 2 3 4 5 6 **7** 8 9 10

Form Navigation

ref: 147 + 150



Carpet One



Rent-A-Center

Recommendation:

1. Minimize or suppress global navigation during lead form checkout path.
2. Implement progress bar to provide view into number of steps in process.

Severity

1 2 3 4 **5** 6 7 8 9 10

Priority

1 2 3 4 **5** 6 7 8 9 10

low high

Appendix

Homepage & Overall Site

- 8. The mobile site should offer a "full site" link at all times

Category & Sub-category Page

- 46. High-level product details should be displayed in a banner at the top of the screen when a user scrolls down. (Price, name, CTA - Like Home Depot). If not displayed in a banner, CTAs should be visible from the top and bottom of the page.
- 47. Site should avoid product sub pages. (Product pages that require you to click for more info)

Product Detail Page

- 66. If images allow for zooming the ecommerce store should clearly inform shoppers they can tap to zoom.
- 67. Product images should be scaled proportionately when going into landscape mode. (You can see the whole image)
- 84. The call to action area should be prominent.
- 88. Shoppers should be able to sign up for alerts on products based on products being in stock or on sale.

Forms

- 110. Drop downs should be only used when more than 7 options are available and less than 20. When over 20 the site should leverage auto complete. When under 7 the site should display all options at once.
- 111. The website should consolidate the name field to only one name field.
- 142. There should be one column field on the checkout page.
- 149. Links in the checkout experience should open in a popup bubble or modal window. Links should avoid opening in the current or new tab. Especially on mobile.
- 151. It should be clear that clicking links will open in a bubble popup or modal window. Letting shoppers know they will not lose their entered information.