USABILITY TESTING

AFFINITY MAP

EFFICIENCY

Problems

Contacts
- 2 out of 5 sers preferred to see it on the navigation bar without having to scroll all the way down the page.

About us
- Some user who did not scroll down or scrolled quickly, did not really notice the ABOUT US text. Later they looked for the information at the navigation. The menu did not have a link leading to ABOUT US.

Flow to CUSTOMIZATION:
- Users mainly looked for the link via the navigation menu.
- Two users tried to find Customization in page ORDER WHOLESALE.
- 4 out of 5 users did not notice the CTA Customize on the Homepage.

Placing order
- 3 out of 4 users preferred to see all the steps involved in placing order on one page.

Color chart:
- The flow to color chart is long as user has to open the page, then open the card, then open the actual chart.

Opportunities

Contacts at the navigation
- To add email adress at the navigation bar for easier approach.

Improve architecture of hierarchy
- To include ABOUT US link in the navigation menu.
- To move the video about the company higher up, next to the section ABOUT US on the homepage.

Flow to CUSTOMIZATION:
- To include a link to CUSTOMIZATION in the ORDER WHOLESALE page.
- Make the color of CTA Customize more active on Homepage.

Optimize information
- Unite related content such as ORDER TERMS, DELIVERY, SHIPMENT into one card as an algorythm.

Rename "Placing order"
- Rename the card to a more commonly used term - ORDER TERMS.

Color chart:
- To make the color chart available open on the card CHOOSE COLORs, without making a user to download the file.

Hero section Tab:
- Lower opacity for the main tab.
- Higher contrast for ONLINE STORE cta.

LEARNABILITY

Problems

Section II misleading information
- Some users associated the icons with a transportation service. It may mislead users by describing TUMAR not as a manufcaturer, but as a shipment or wholesaler service.

Help & Support
- It includes links to useful information which B2B customers look for. However the users did not expect such information to be contained under H&S.

Text heavy sections
- The page "Our materials and production" looked text heavy and user were very selective in reading the content.

Samples policy
- Users did not find the wording easy to digest and engaging.

Company location
- From the current layout users stuggled to find the company's country of location.

Opportunities

Rename the titles in Section II
- To change the titles and the icons to communicate that TUMAR is a manufacturer of sustainable shoes, how it works and where it is located.
- To clarify what means guaranteed delivery

Rename H&S
- The title and accessability of H&S to be improved.

Optimizing texts
- To use less text, simplify the wording.
- Highlight the uniqueness of the local wool.

Simplify wording
- To break the text into simple sentences, present chronologically.

Location learnability:
- Better visibility for the location info.

All Collections page needs intro text:
- To inform users that wholesale orders are open only for shoes among other range of products.

SEO oriented content:
- In future, consider optimize content for SEO

CONSISTENCY OF EXPERIENCE

Problems

Reference to RETAIL shop
- Although the current website is oriented towards wholesale retailers, users still prefer to check out the online shop to buy a few samples, to read testimonials and learn the product better.

Flow between RETAIL & WHOLESALE
- The Shop opens immediately in Russian language.
- Not very accessable language switch feature on the Shop.
- The link to the Wholesale is too small on the Shop website.
- Inconsistent designs between the two websites.

Social media
- Users mentioned they would learn more about the company in Social Media pages if convinced to learn more about the product/company. Suggested better visibility for the SM icons.

Lack information about:
- Information about the people/team of TUMAR.
- Discounts, possible negotiation opportunities.
- Product overview with descriptions of each product line.

Opportunities

Unified design RETAIL & WHOLESALE
- Recommended to unify the design of the two websites under the same brand guidelines, so that users can perceive the two websites as the same company.

Create a better flow between the websites
- The flow of users between the websites must be researched more thoroughly.
- The useful links for the flow between the retails and wholesale websites must be optimized.
- Make the logo size the same on both??

Better visibility tp SMM
- To consider better location for SM.
- To recommend unified brand identity guidlines.
- To recomend user flow research across the brand's marketing platforms.

Improve content:
- ABOUT US page with OUR TEAM section.
- The second phase of the project should focus on creating PRODUCTS page with optimized wholesale catalog and product lines overview.

FLEXIBILITY

Problems

Contact us tab
- Some users do not wish to provide their emails in fear of receiving spam in future.

Opportunities

Alternative contacts
- To add CHAT with manager for the users who do not want to share emails right away.

Permission request
- To permission checkbox on CONTACT US tab, if the user would like to recieve newsletters in future.

Better accessability for wholesale price-list:
- Consider making the price-list available without making user to email the company?