

ROCHEMARTIN

Website UX Audit

4th May 2017

UX Audit

Private & Confidential

INTRODUCTION

The following report is a user experience review of the RocheMartin website at www.rochemartin.com. The review examines the site from a best practice point of view, but also takes into account your business model, products, services and target audience as defined in the UX Project Briefing Sheet completed by Anew, as well as existing website traffic data obtained from Google Analytics.

Topics covered in this review include:

- Navigation
- User Journeys
- Conversion optimisation
- Brand, copy and imagery
- Mobile

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EXECUTIVE SUMMARY

Overall www.rochemartin.com struggles to effectively communicate what RocheMartin is and does, and relies too heavily on lengthy video content that many users may not want - or be able - to view. This is particularly true for mobile and tablet visitors who make up over 65% of the website's traffic. Furthermore, this video content is delivered in an animated format that is not in keeping with the RocheMartin brand, nor does it allow users to actually see the products and services that RocheMartin offer.

Navigation

The navigation on the site is overly complex, and we would recommend this is re-architected to help drive users to relevant content more quickly and confidently. There is an opportunity to combine some top level sections to simplify the site structure and increase exposure to certain content, which currently gets limited views. The analytics of the existing site appears to support this recommendation.

In many cases, navigation labels were found to be ambiguous, and we have made recommendations later in this report for how labelling could be improved going forward.

Social Proof

The site has some fantastic case studies and testimonials from many global, trusted organisations that could play a vital role in developing credibility with visitors, however, in many cases on the current site these are either

EXECUTIVE SUMMARY (CONT'D)

poorly signposted or delivered out of context, at the wrong time. In addition to re-considering their placement throughout the site, we would also recommend displaying all testimonials in one easily accessible location, either within a Case Studies or dedicated Testimonials section of the site.

Conversion funnels & user journeys

Overall, the conversion funnels for all key audience groups are in need of improvement, and better content categorisation is recommended to enable different audiences to easily distinguish between the products and services relevant to them. More consideration should be placed on the distinct user-journeys that separate organisations, employees, coaches, licensees and partners.

Calls-to-action

Whilst calls-to-action are not in short-supply across the website, in many cases their placement has been poorly chosen, often appearing too early in the funnel and without sufficient repetition.

Customer support

The topic of EQ will be new and innovative to many users, but this may also mean it will be foreign and confusing at first. Combining this with the fact that the site needs to cater for a large range of audiences, and offers a wide range of products and services, we would recommend introducing a live chat service such as [Intercom](#) to provide instant customer support which will in-turn help increase conversions.

NAVIGATION OVERVIEW

What follows is a breakdown of individual issues (and where applicable, strengths) identified with the navigation of the website.

Overall, the navigation was considered to be:

- Overly complex, creating unnecessary cognitive load which may lead to increased bounce rates or reduced conversions
- Missing signposts to key content that could aid conversion
- Ambiguously and/or unintuitively worded

Further details to support these findings can be found overleaf.

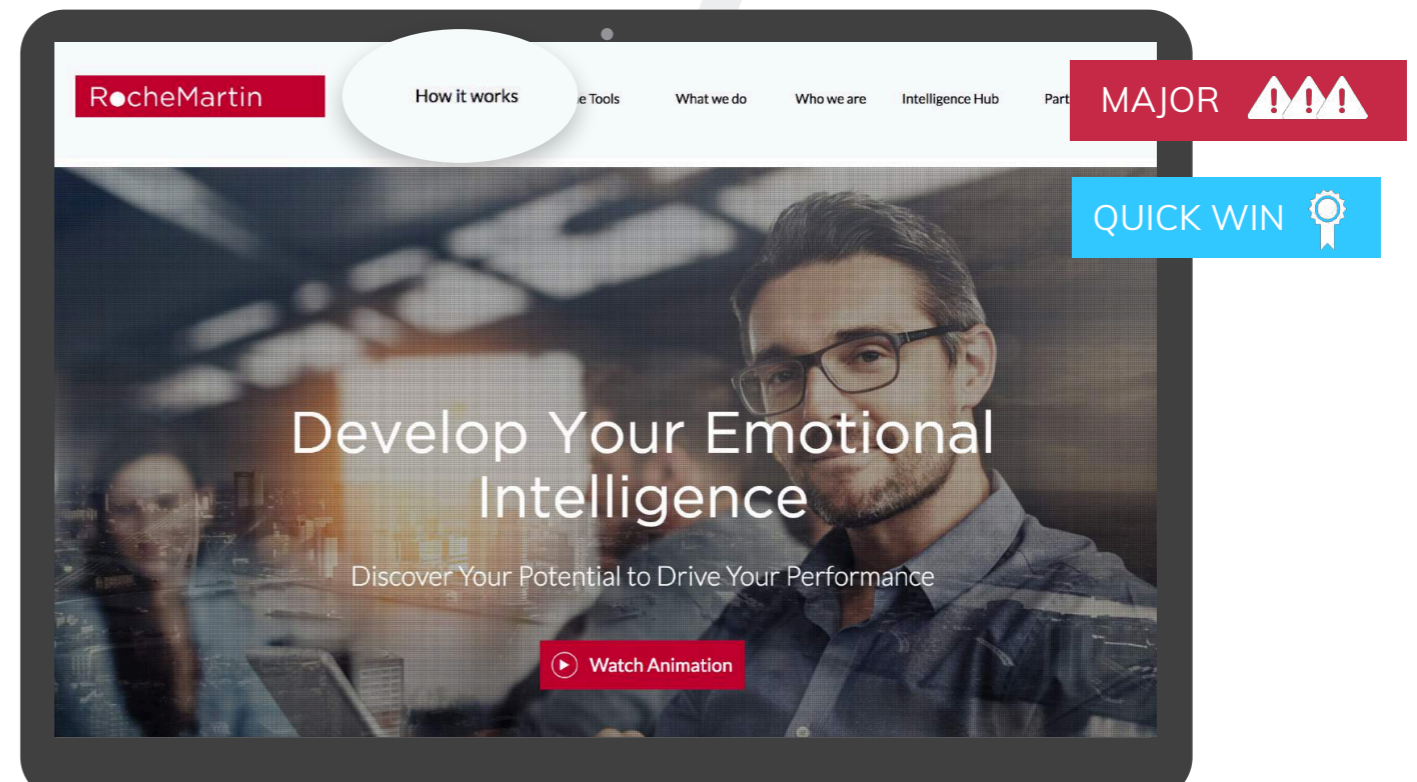
ISSUE

PRIMARY NAVIGATION

The first navigation item is labelled 'How it works', but the natural first stage should be to explain to users what 'it' actually is.

Recommendation:

Consider re-ordering the navigation and placing 'What we do' before 'How it works'. Also consider including a more explicit overview of what RocheMartin is and does on the homepage.



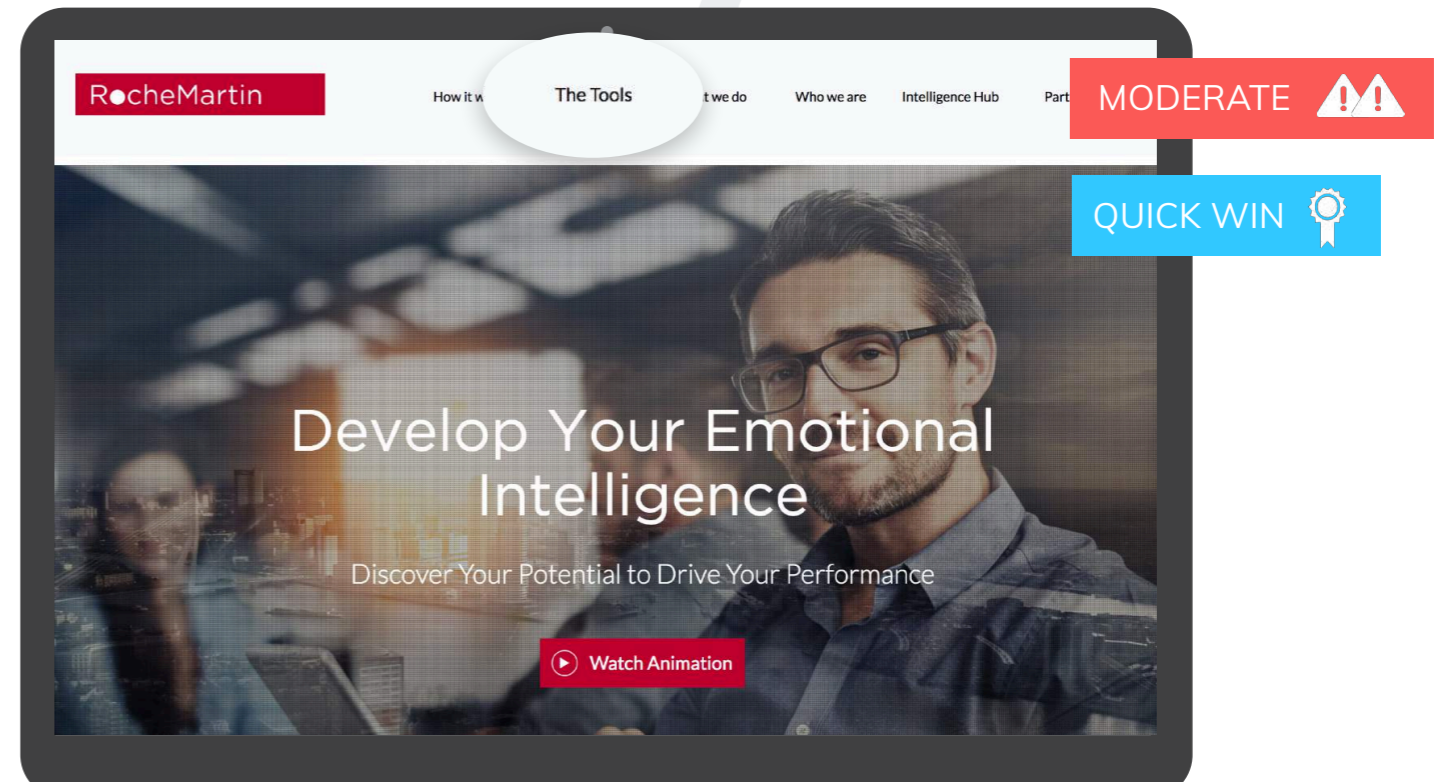
ISSUE

PRIMARY NAVIGATION

Whilst labelling a navigation item as 'The Tools' may make sense from a branding perspective, it is both vague and ambiguous, and it is not clear that this is the "shop".

Recommendation:

Consider re-naming from 'The Tools' to something more explicit such as 'Our Products' or 'Our Services', which are more commonly understood. However, re-ordering the navigation to begin with 'What we do', then 'How it works', then 'The Tools' may be a sufficient first step.



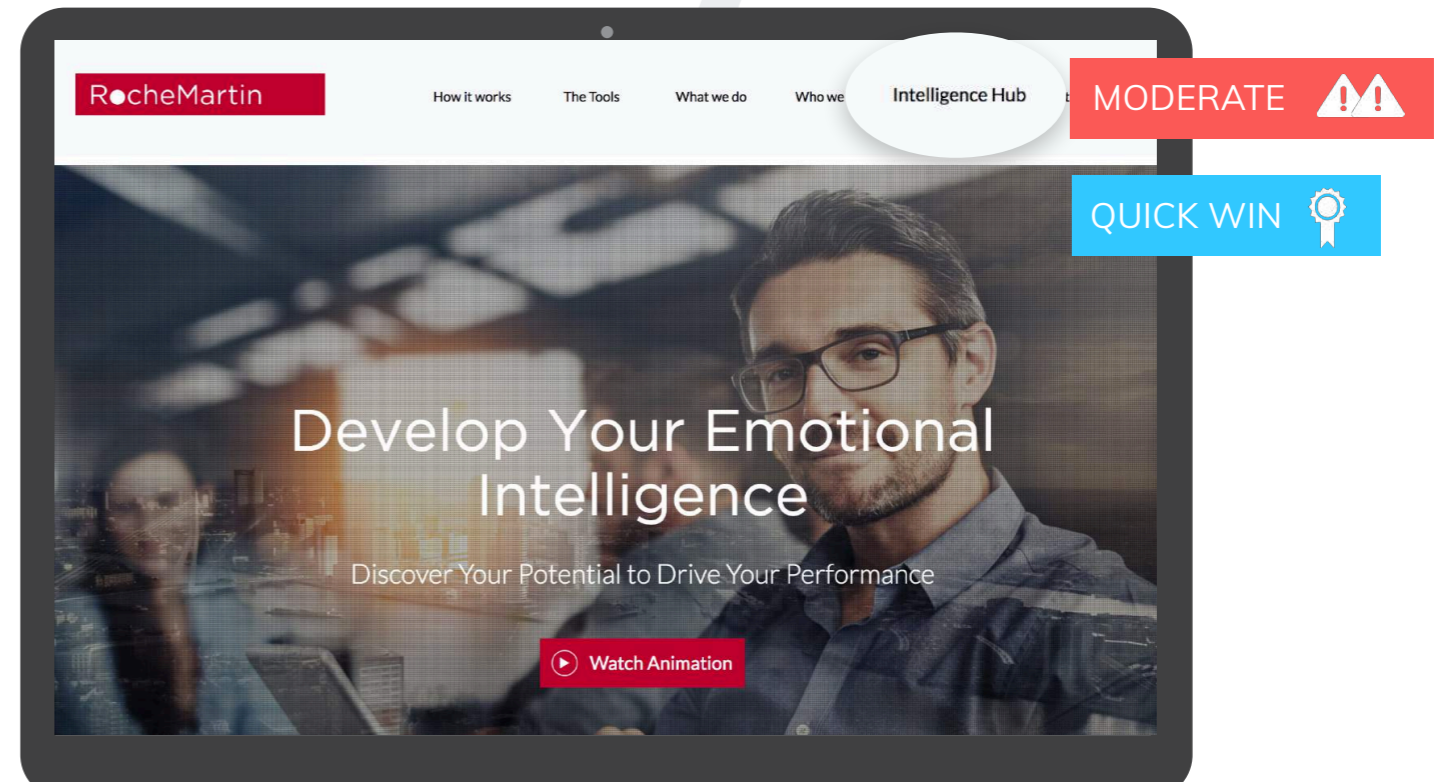
ISSUE

PRIMARY NAVIGATION

The label 'Intelligence Hub' is ambiguous and does not adequately describe where or what content it leads to.

Recommendation:

Consider re-naming to a more commonly recognised label, such as 'Blog', 'Articles', 'Our Thinking' or 'News'. Whilst less fancy than 'Intelligence Hub', these labels provide users with a clear indication of what content lies within, increasing the likelihood that they will click-through.



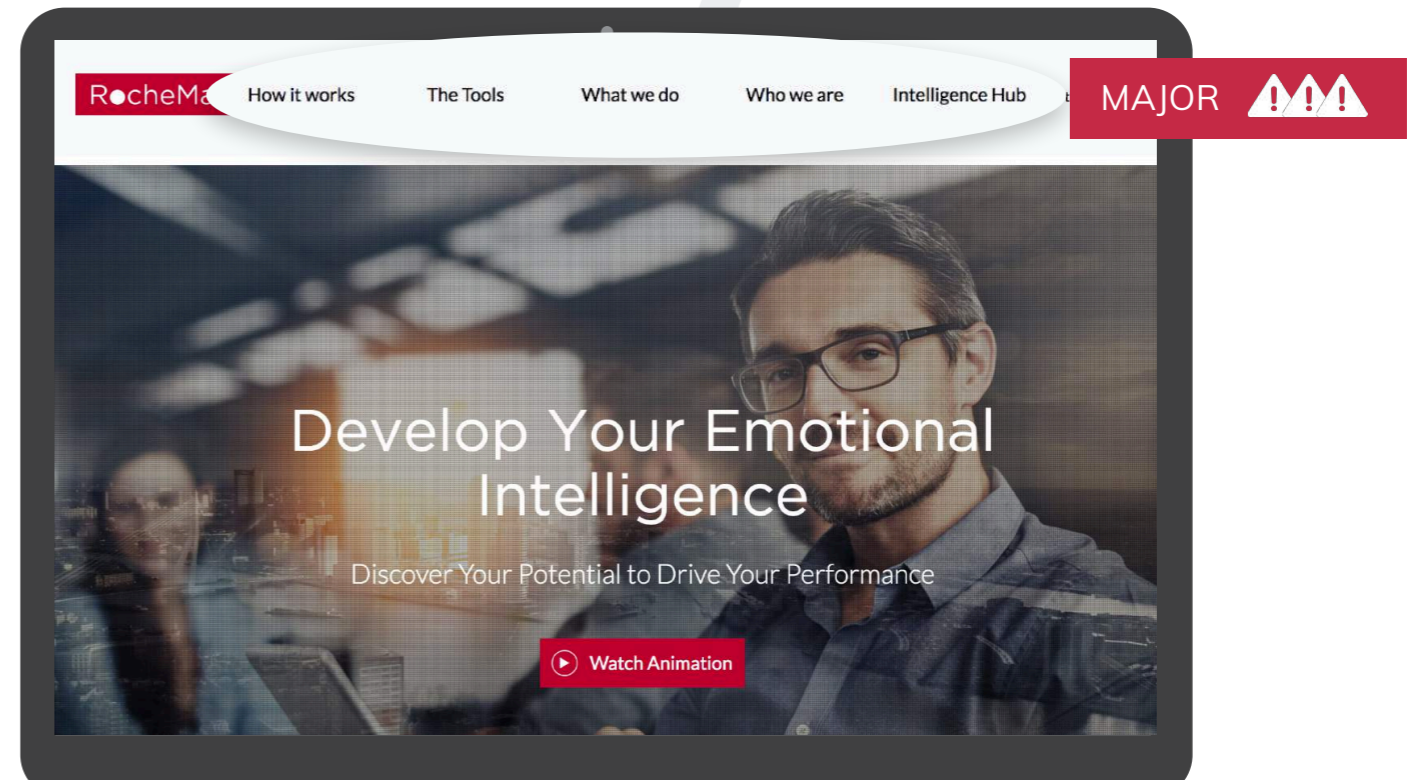
ISSUE

PRIMARY NAVIGATION

The navigation is missing direct links to any form of social proof, such as Case Studies or Testimonials.

Recommendation:

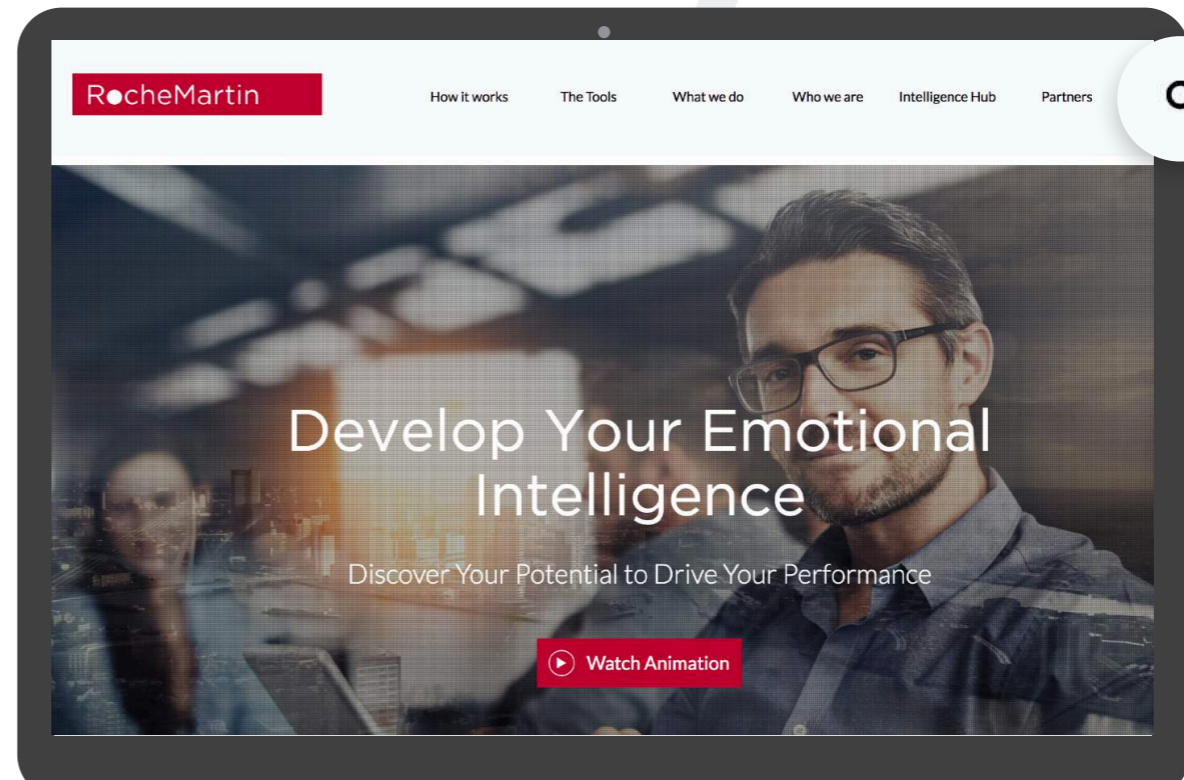
Social proof is proven to increase conversion rates, and whilst testimonials and case studies are visible on the site already, they are not easily accessible from one location. We would recommend bringing Case Studies and/or Testimonials into their own dedicated section(s).



STRENGTH

SEARCH FEATURE

The search feature is visible but discreet - it doesn't clutter the page but is easy to find at the end of the navigation, for users who can't find what they're looking for on the main nav. It also allows users to enter search criteria without having to leave the page.



USER JOURNEYS OVERVIEW

What follows is a breakdown of individual issues (and where applicable, strengths) identified with the user journeys of the website. This analysis is based upon the core target audience groups as outlined in the *UX Project Briefing Sheet* developed by Anew.

Overall, the user journeys review identified:

- An over-zealous use of calls-to-action
- An over reliance on video content to communicate key product and service information
- A lack of a clear story, path, journey or funnel throughout the site

Further details to support these findings can be found overleaf.

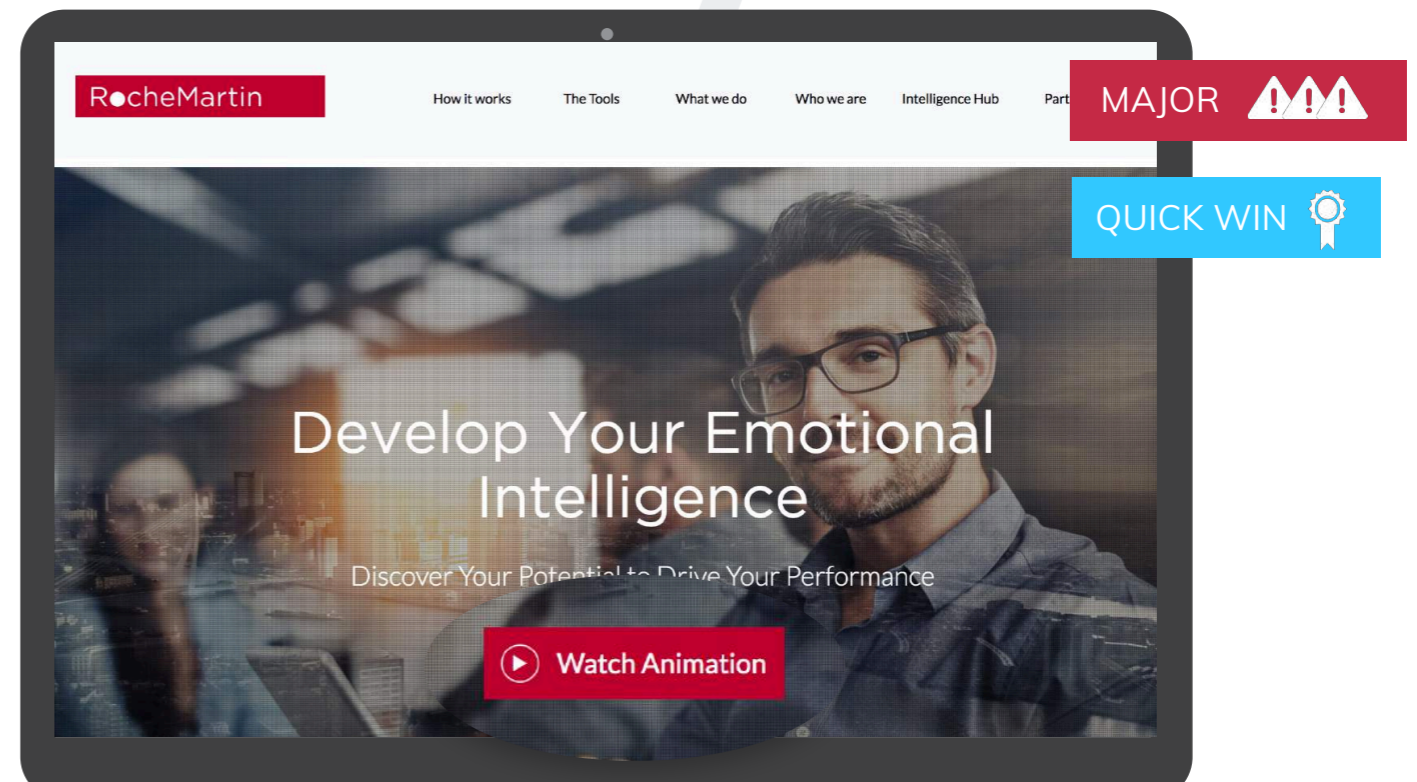
ISSUE

FIRST IMPRESSION

Users are expected to watch a video to understand what RocheMartin is and does. Many users may not be in a position to do this and will continue to scroll to find answers.

Recommendation:

Videos should not substitute text, but instead they should support it. We would recommend being more explicit about what RocheMartin is and does within the homepage header copy, and then signposting users to find out more.

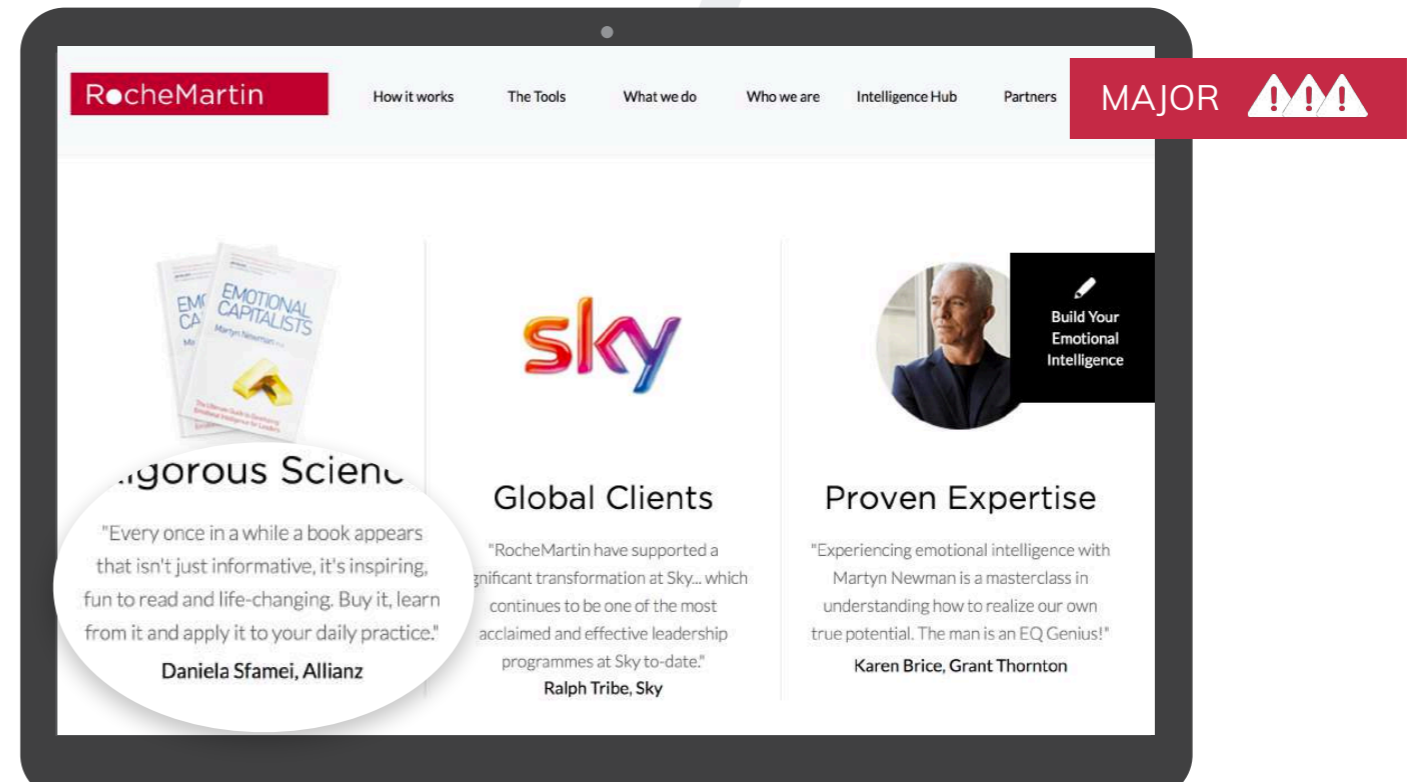


FIRST IMPRESSION

Users read from left to right, so those users that have not watched the video and continue to scroll are then presented with a quote about a book. Is RocheMartin an author? A book? A publisher?

Recommendation:

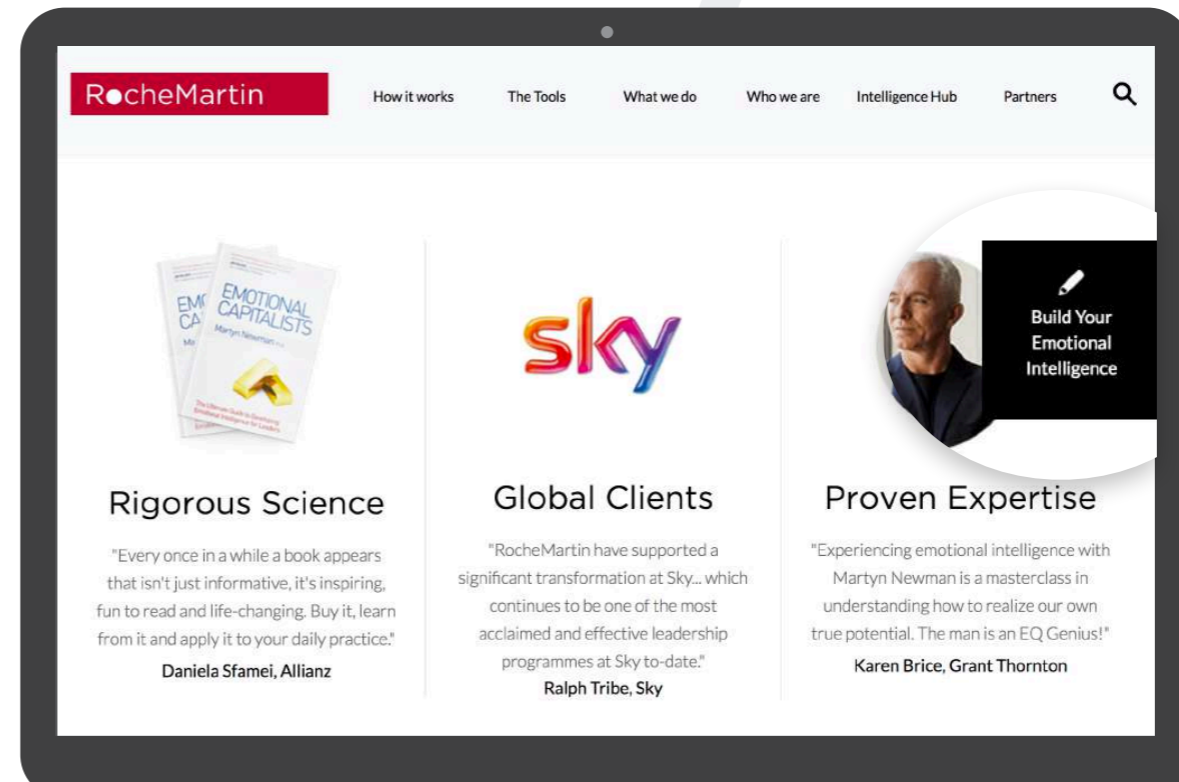
The calls to action which follow the initial intro text should be ordered by priority, and their meaning should be clear. This may not be the ideal time to show quotes from customers, as users still don't know what products or services the quotes are in reference to.



STRENGTH

CALL TO ACTION

The 'Build Your Emotional Intelligence' call-to-action is clear, direct and powerful. It is the most prominent item on the page at all times.



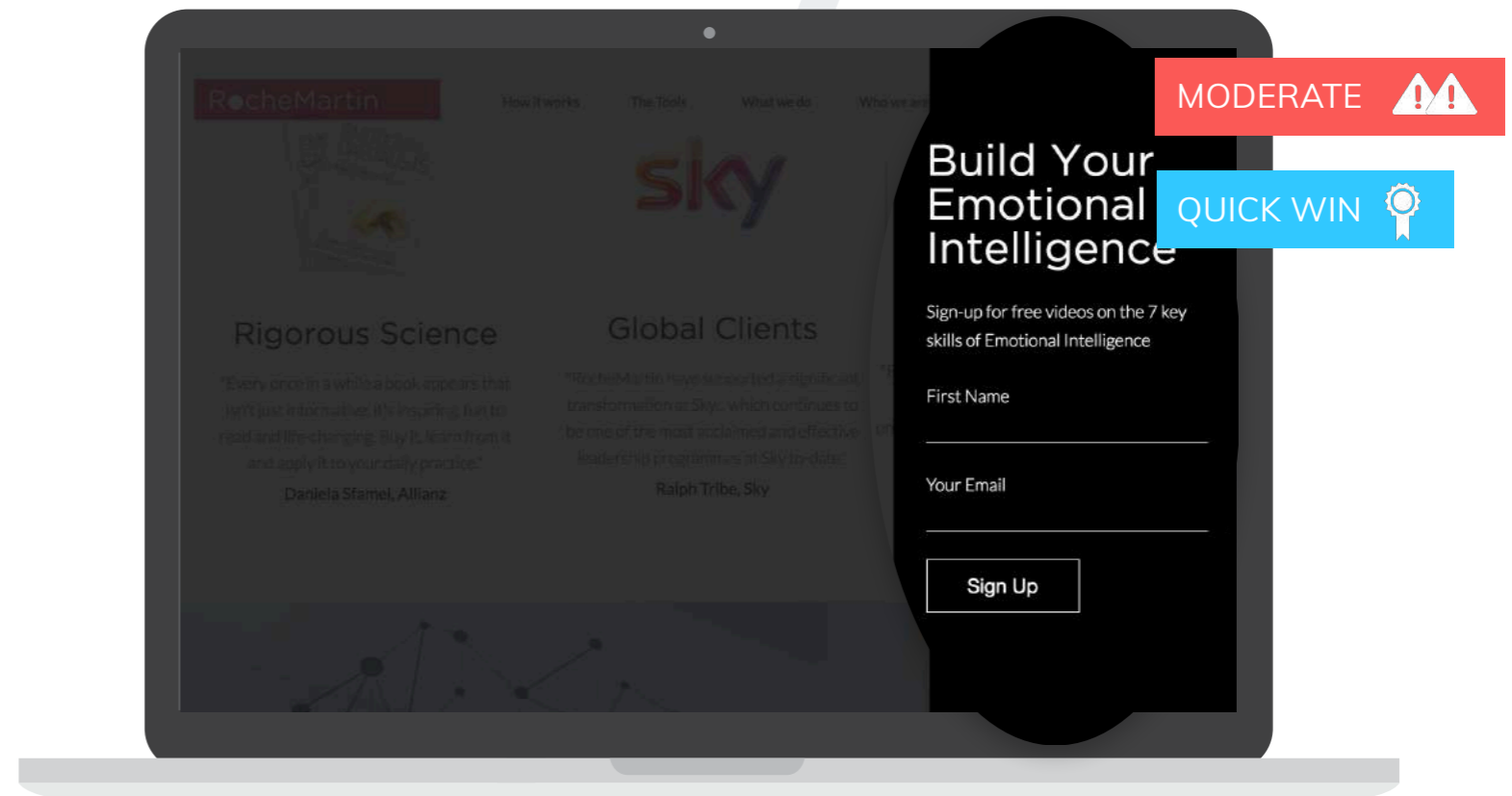
ISSUE

CALL TO ACTION

This call-to-action is clear and well presented, however it would be better utilised to drive users to a product or service, rather than a newsletter sign-up form.

Recommendation:

Consider driving users who click this button through to a product or service.

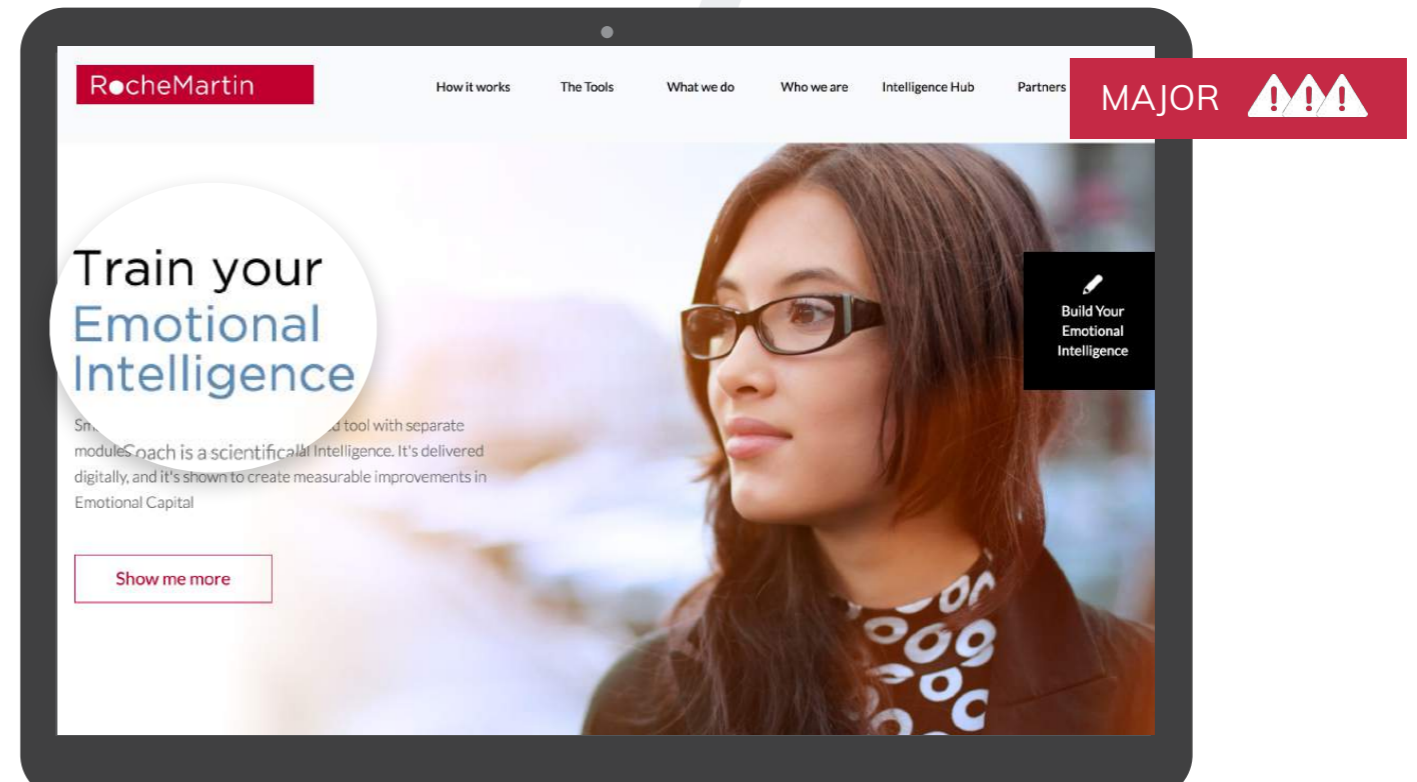


USER DISTINCTION

Although calls-to-action for the ECR reports, SmartCoach and certification are all prominent on the homepage, they are presented in such a way that the user may think they have a choice between “measuring”, “training” and “delivering” emotional intelligence, when in actual fact these are different services aimed at different audiences.

Recommendation:

Rather than “stacking” calls-to-action one after another, which creates greater hierarchy, try presenting options alongside one another and/or delineating between services aimed at different audiences.

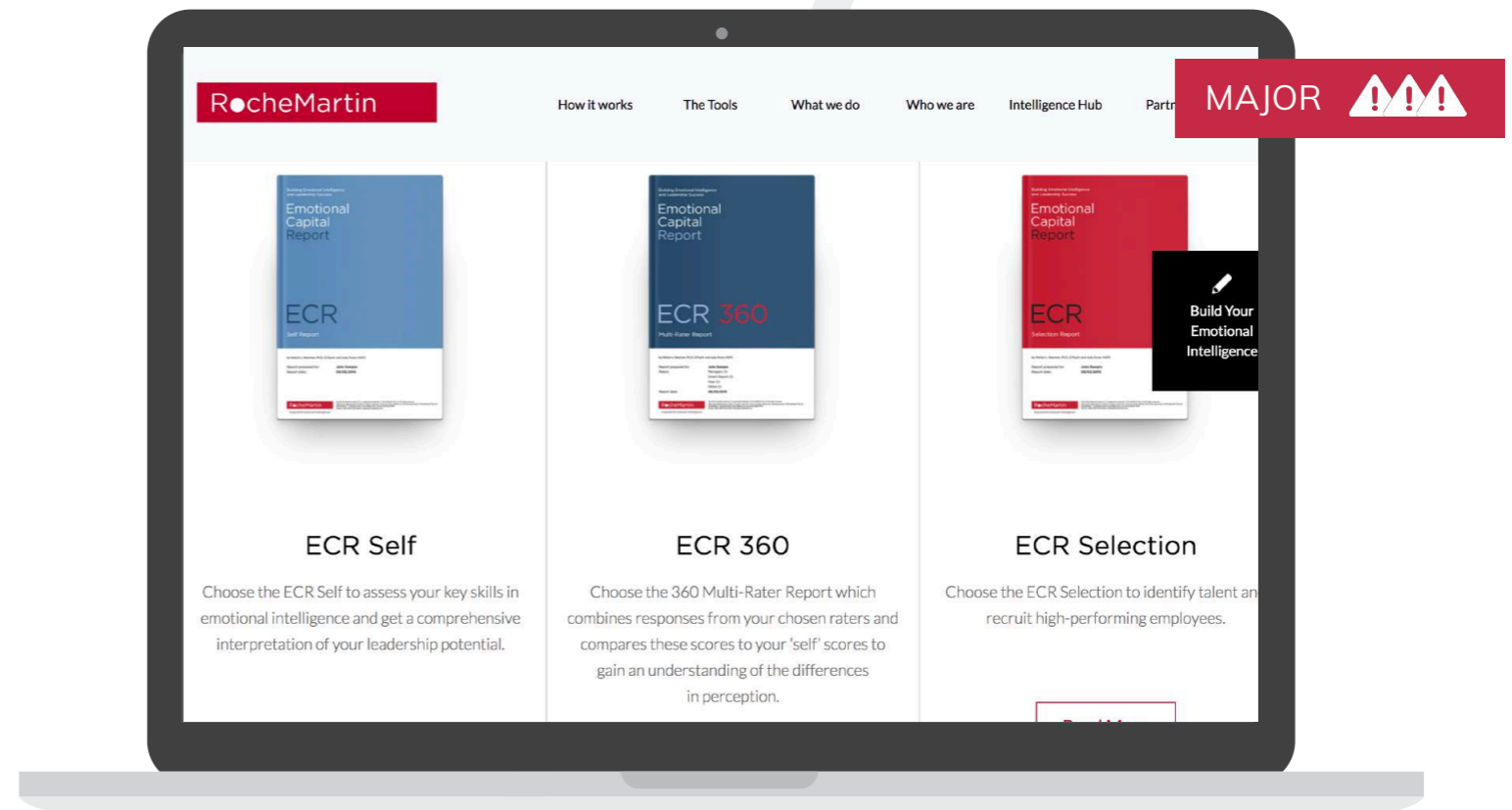


USER DISTINCTION

Clicking the 'Measure EQ' call-to-action on the homepage takes the user to the ECR product listing page. The distinction between reports for individuals vs those aimed at HR professionals/organisations is not as clear as it could be.

Recommendation:

Consider bringing the 'Who is it for?' information up one level, so users don't have to click on each product to discover which report is most suitable for them. Also consider reviewing the use of the word 'your' for products aimed at organisations.

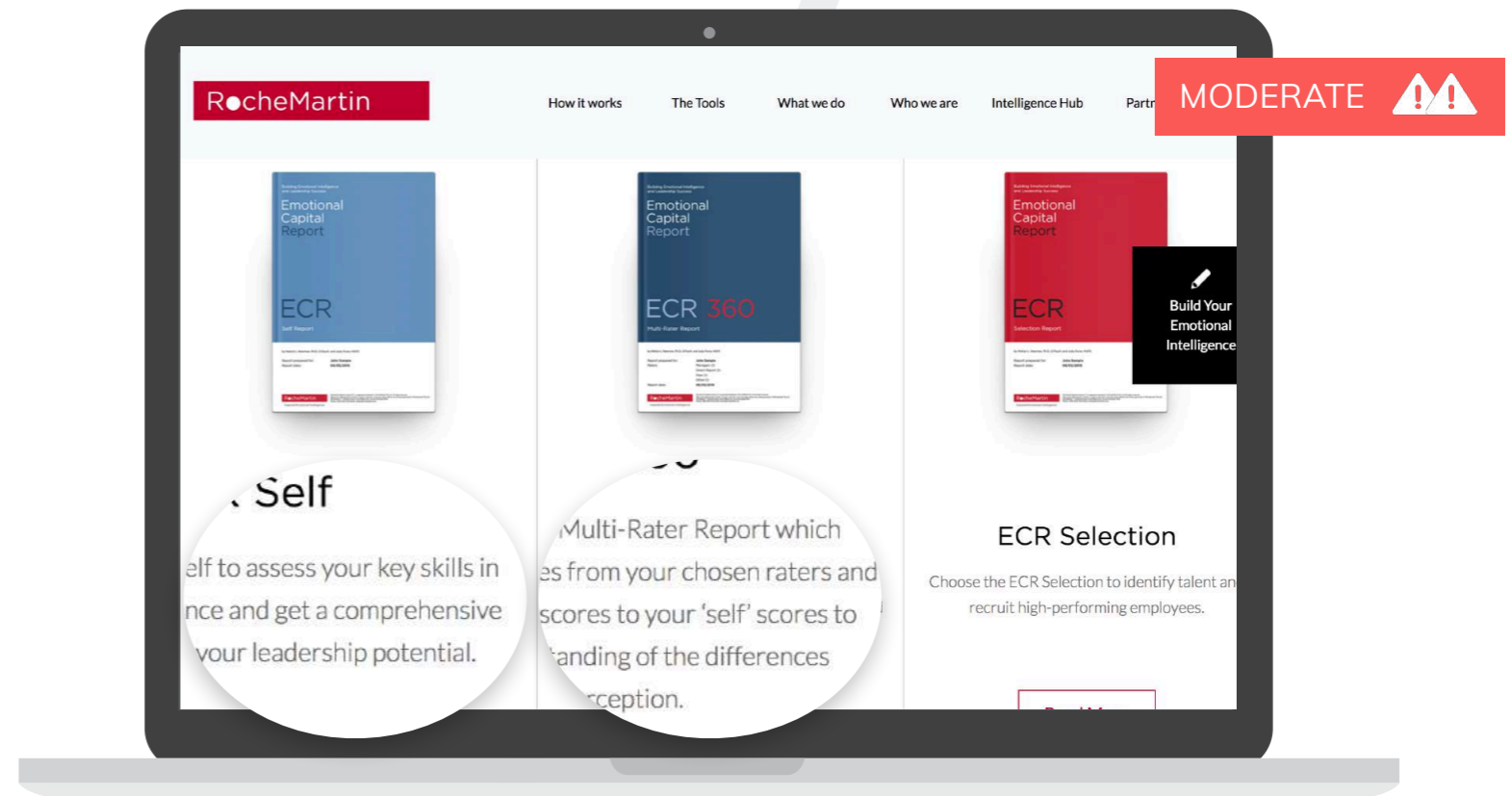


USER DISTINCTION

Based on the *UX Project Briefing Sheet*, individuals do not form any of the key target audiences (with the exception of obtaining certification), however, much of the language used on the site appears to target individuals.

Recommendation:

If corporates make up a much larger customer base than individuals, consider completely re-thinking how you talk to them via the product page. Drop the word 'your' or replace with 'your team' or 'your business'.

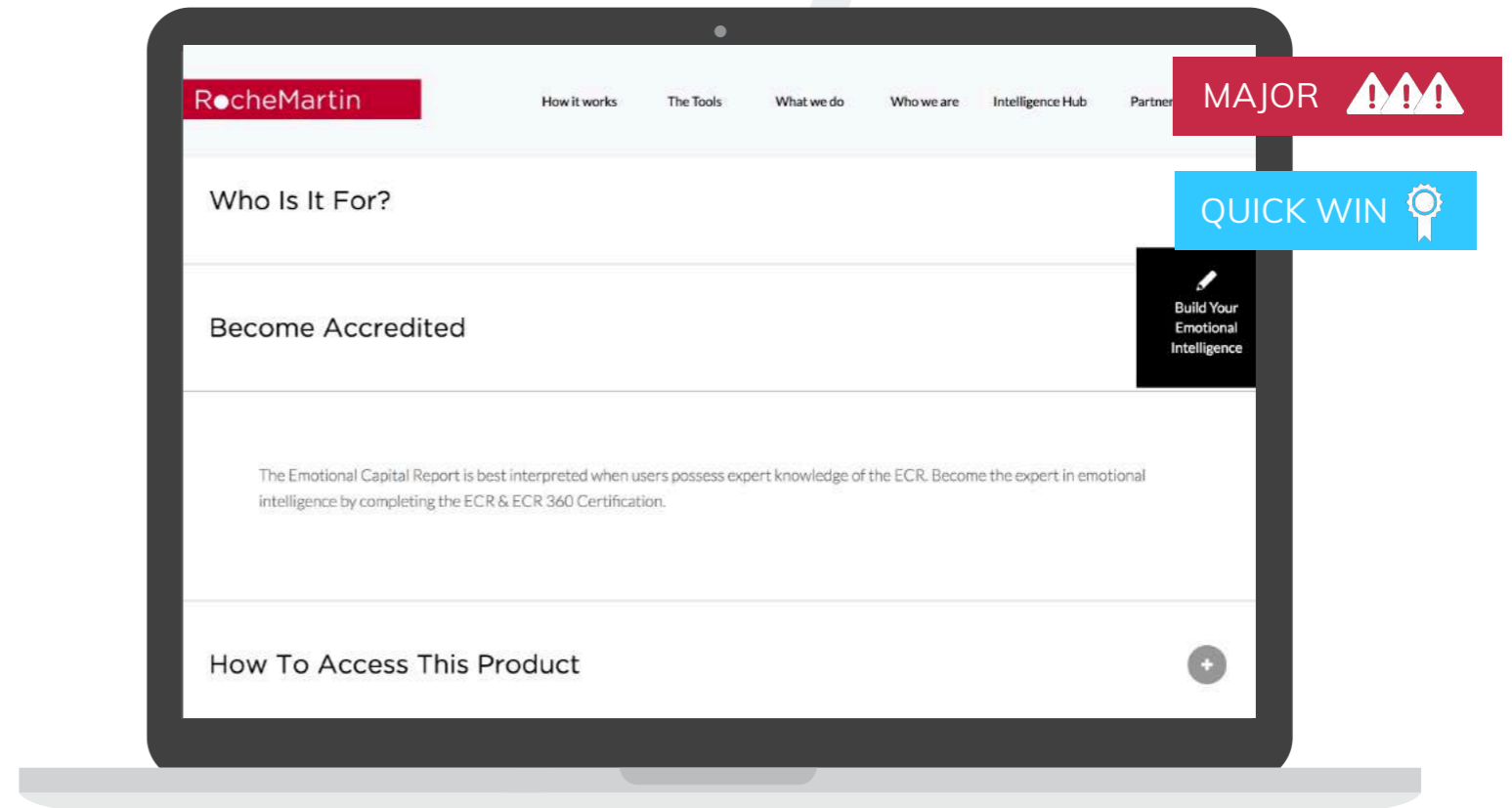


LACKING BENEFITS

For individuals in particular, the real, tangible benefits of investing in an ECR report are unclear. What will certification enable users to do?

Recommendation:

Consider making your CPD and any other accreditations more prominent, so individuals can see the potential tangible return on investment from completing an ECR. Also consider including employee testimonials within the ECR Self product page, instead of company testimonials.

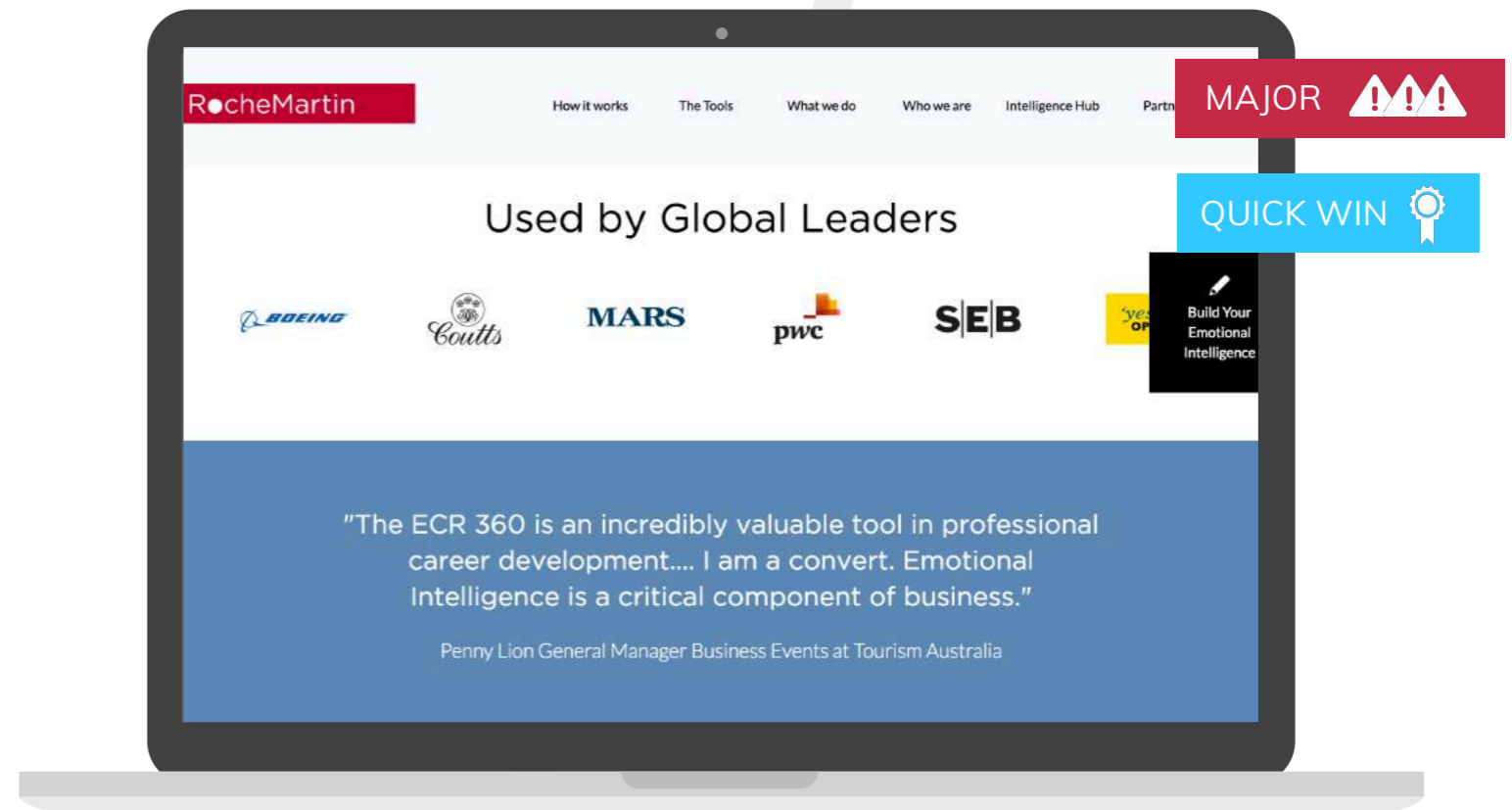


SOCIAL PROOF HIERARCHY

On the ECR product listing page, the social proof (client logos and testimonial) is located after the individual product calls-to-action.

Recommendation:

Consider changing the hierarchy of information on this page - aim to tell a story in the lead up to the product (e.g. 1. What is it? 2. How does it work? 3. What do others say about it? 4. Where can I buy it?)

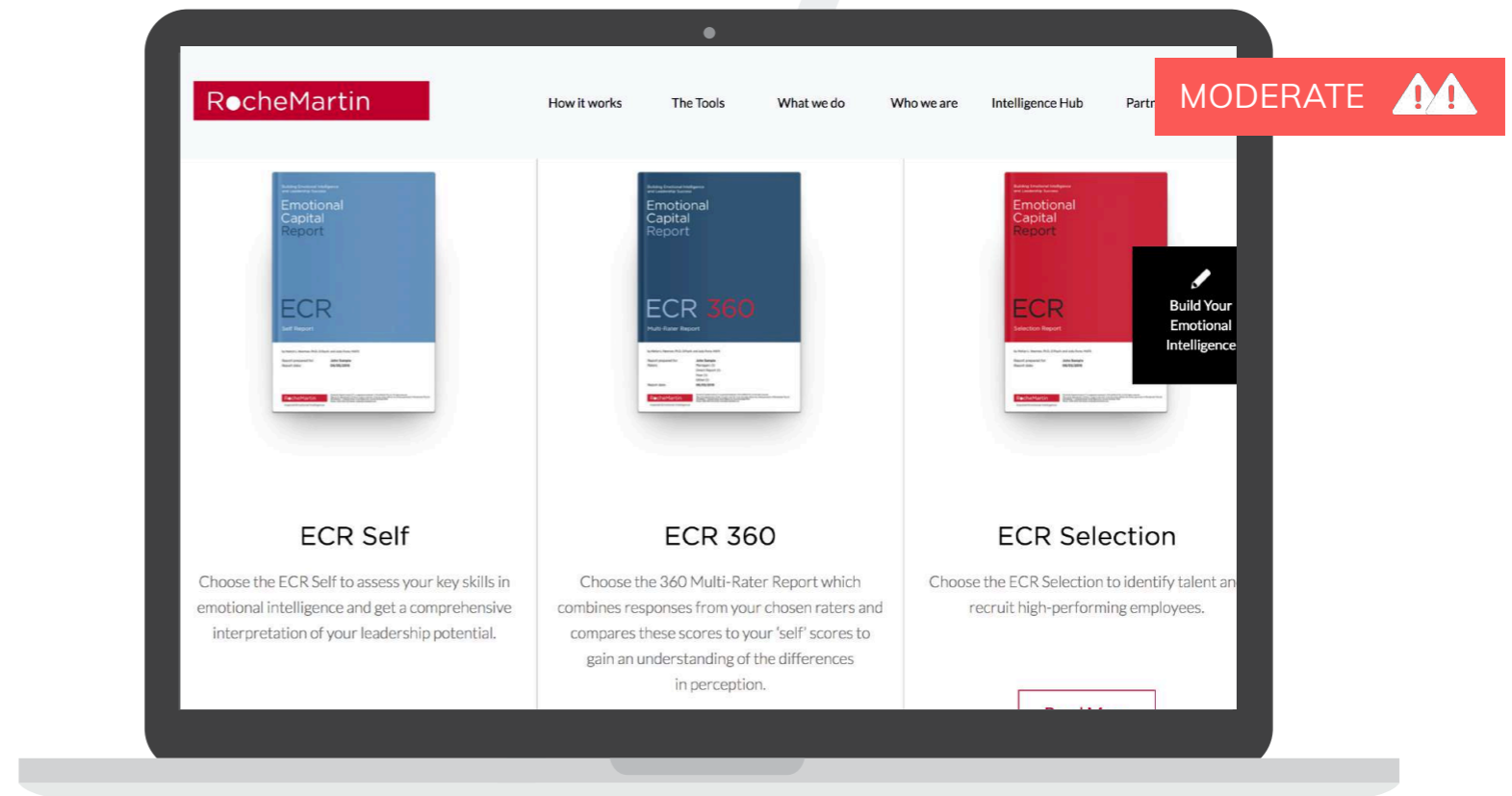


PRICE VISIBILITY

Users are unable to see the prices of products without clicking through to each individual product page.

Recommendation:

Consider being more transparent with product pricing - most users will want to compare products both for “features” and for price, so help them make a comparison more quickly by surfacing prices.



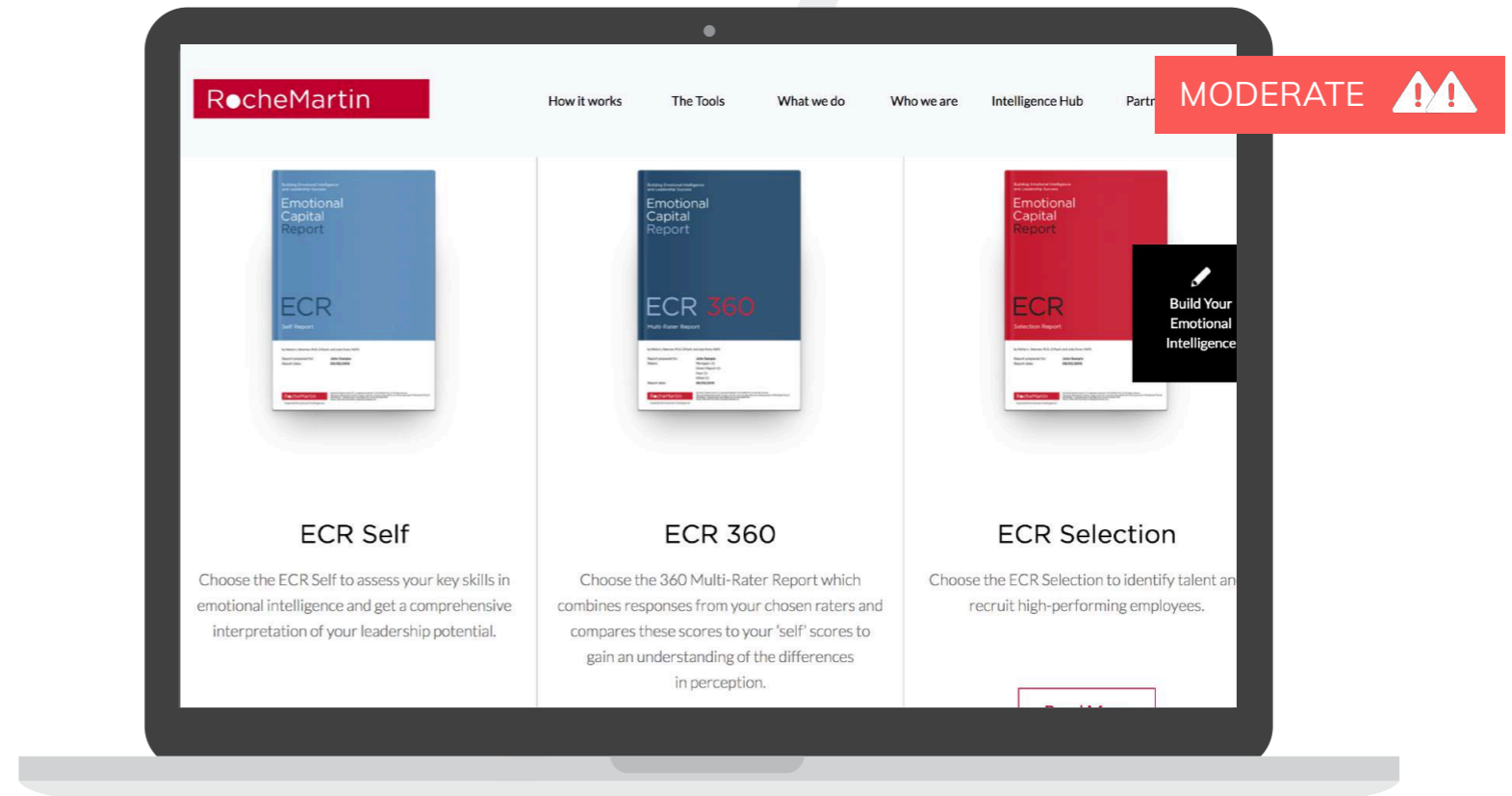
LACKING GUIDANCE

In order to understand which ECR report is most suitable, users need to click into each individual product page.

Recommendation:

Consider:

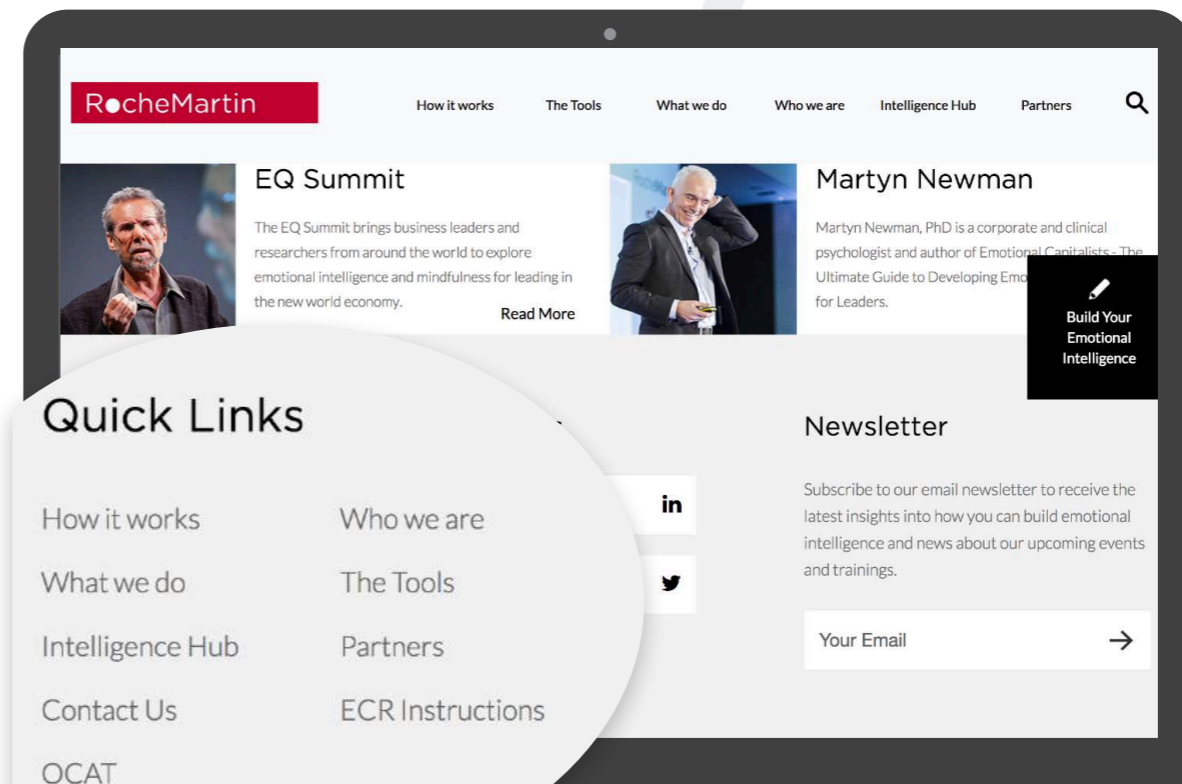
- Recommending the “most popular” product to help users choose and provide reassurance
- Integrating live chat to help convert customers who are on the fence or confused



STRENGTH

QUICK LINKS

The footer has been well utilised to include not just core navigation links, but also quick links to key areas throughout the site.



CONVERSION OVERVIEW

What follows is a breakdown of individual issues (and where applicable, strengths) identified in relation to the conversion capability of the website.

Whilst the end-to-end conversion funnels were found to be quite poor, for reasons already laid out in the User Journeys section of this report, the final hurdle (the checkout process) was intuitive and straightforward.

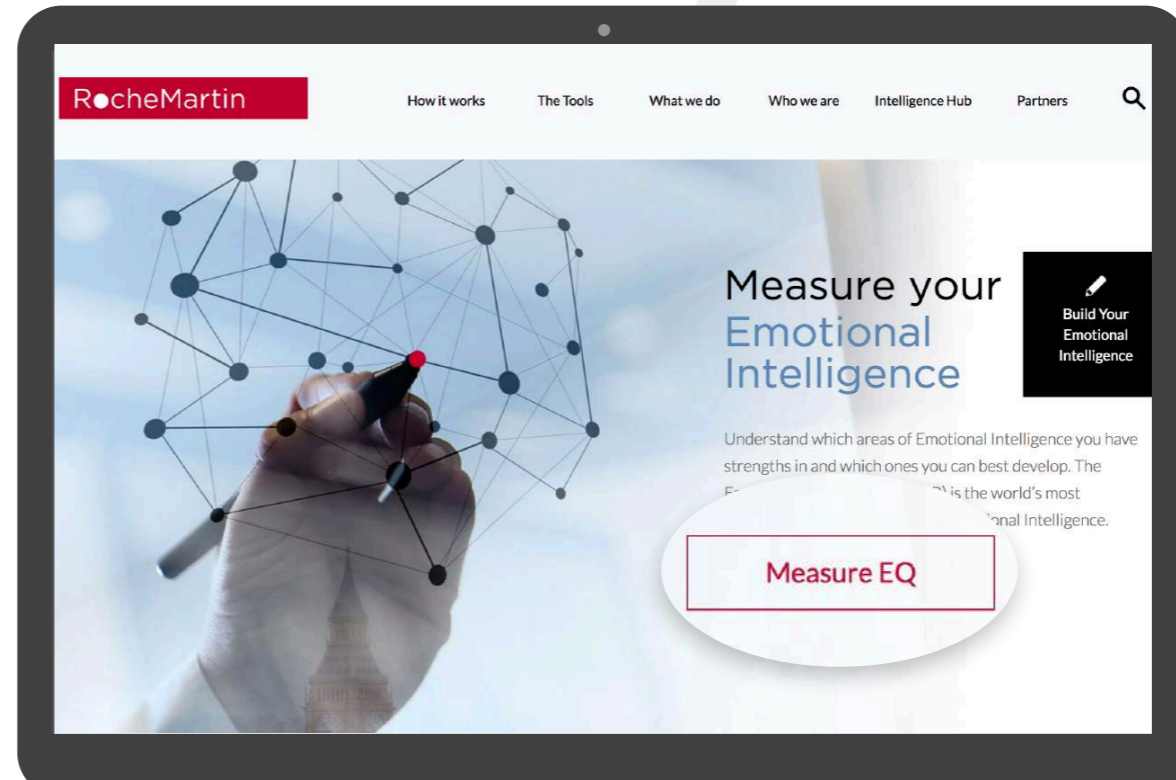
However, with no option to checkout as a guest you are committing a serious UX no-no, and exposing yourselves to potentially high levels of drop-offs during the checkout process.

Further details to support these findings can be found overleaf.

STRENGTH

CALL TO ACTION

Calls to action throughout the site are in most cases clear and incite an action, such as “Measure X”, “Choose X”, “Show me more”.



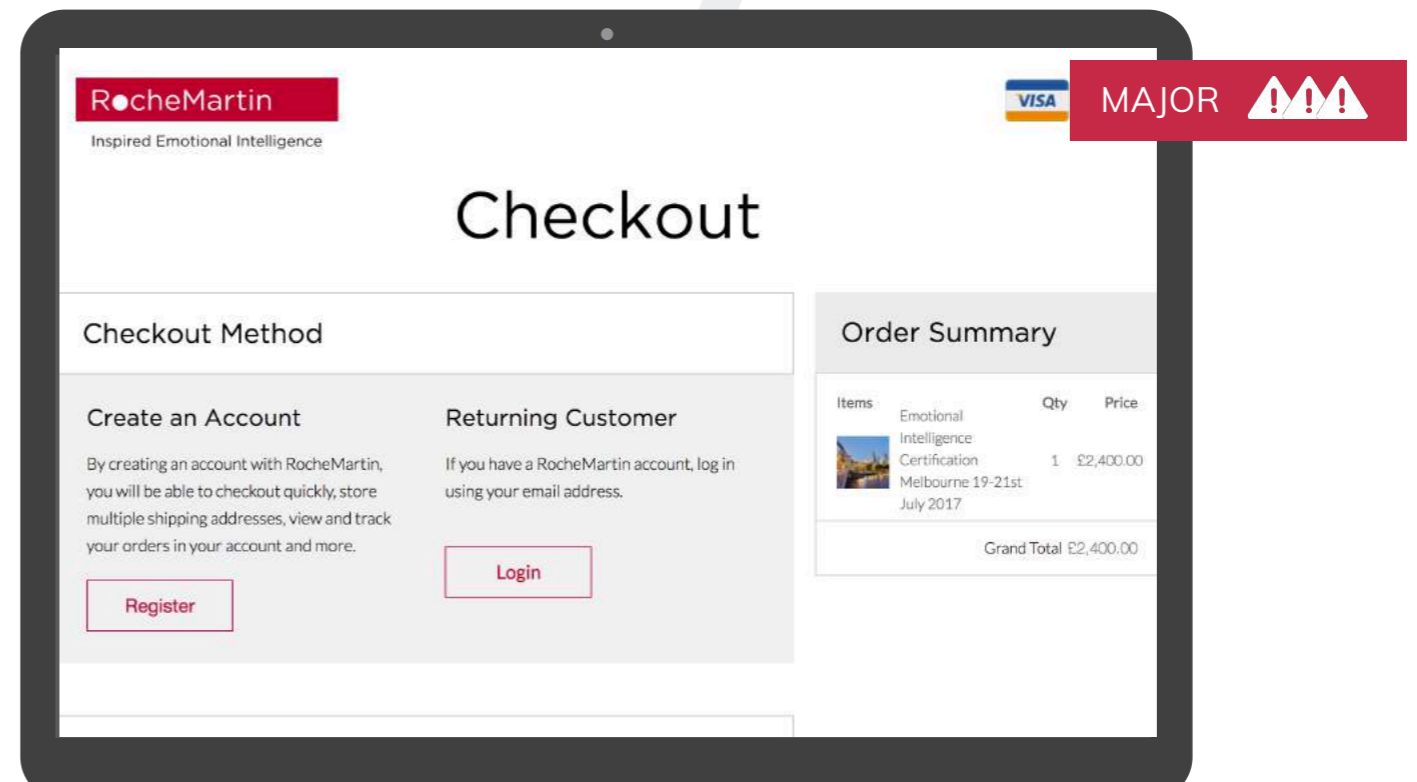
ISSUE

NO GUEST CHECKOUT

Users are forced to create an account in order to make a purchase.

Recommendation:

Consider providing users with the option to checkout as a guest, unless it is a requirement to create an account in order to access the ECR reports and Smart Coach services.



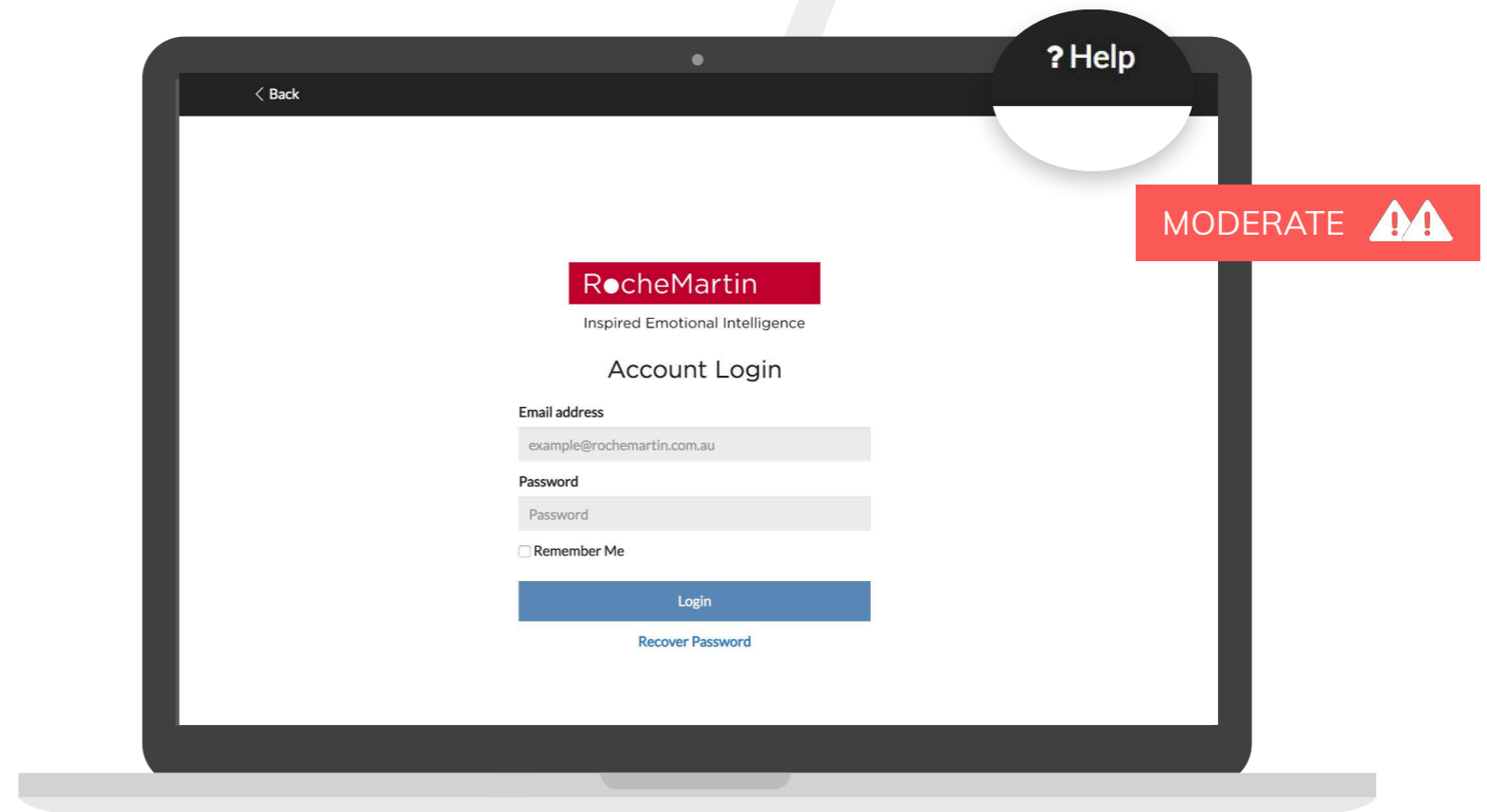
ISSUE

NO HELP CONTENT

When clicking the 'Help' button on the account login page, nothing happens.

Recommendation:

Consider replacing your help feature with a live chat service such as [Intercom](#), or as a short term solution, simply add contextual help content where expected.



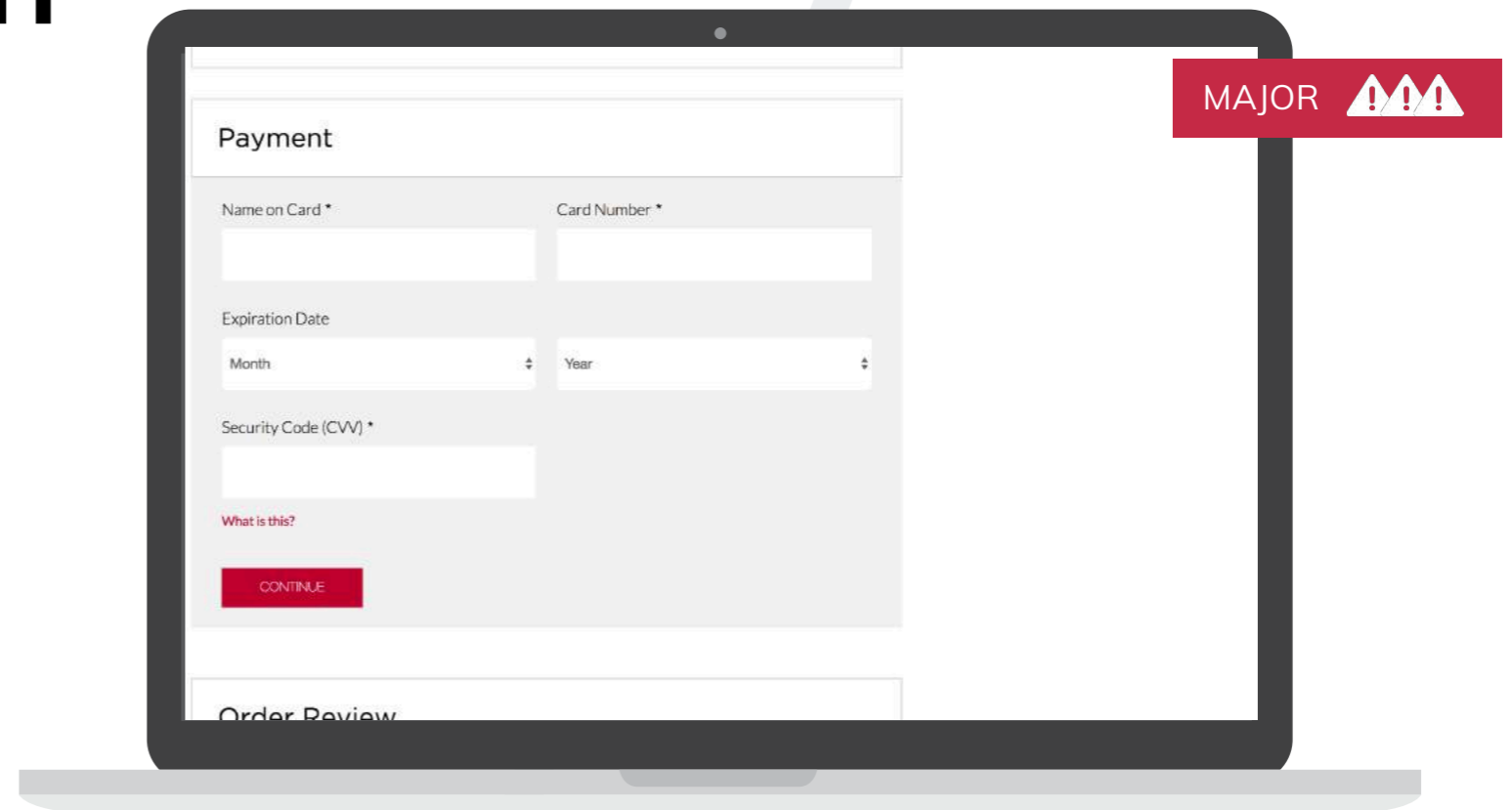
ISSUE

NO THIRD PARTY PAYMENT

Users must have their Visa or Mastercard with them at the time of checking out in order to complete the order.

Recommendation:

Consider providing users with more payment options, such as [Paypal](#) or [Braintree](#), to increase checkout speed and conversions.

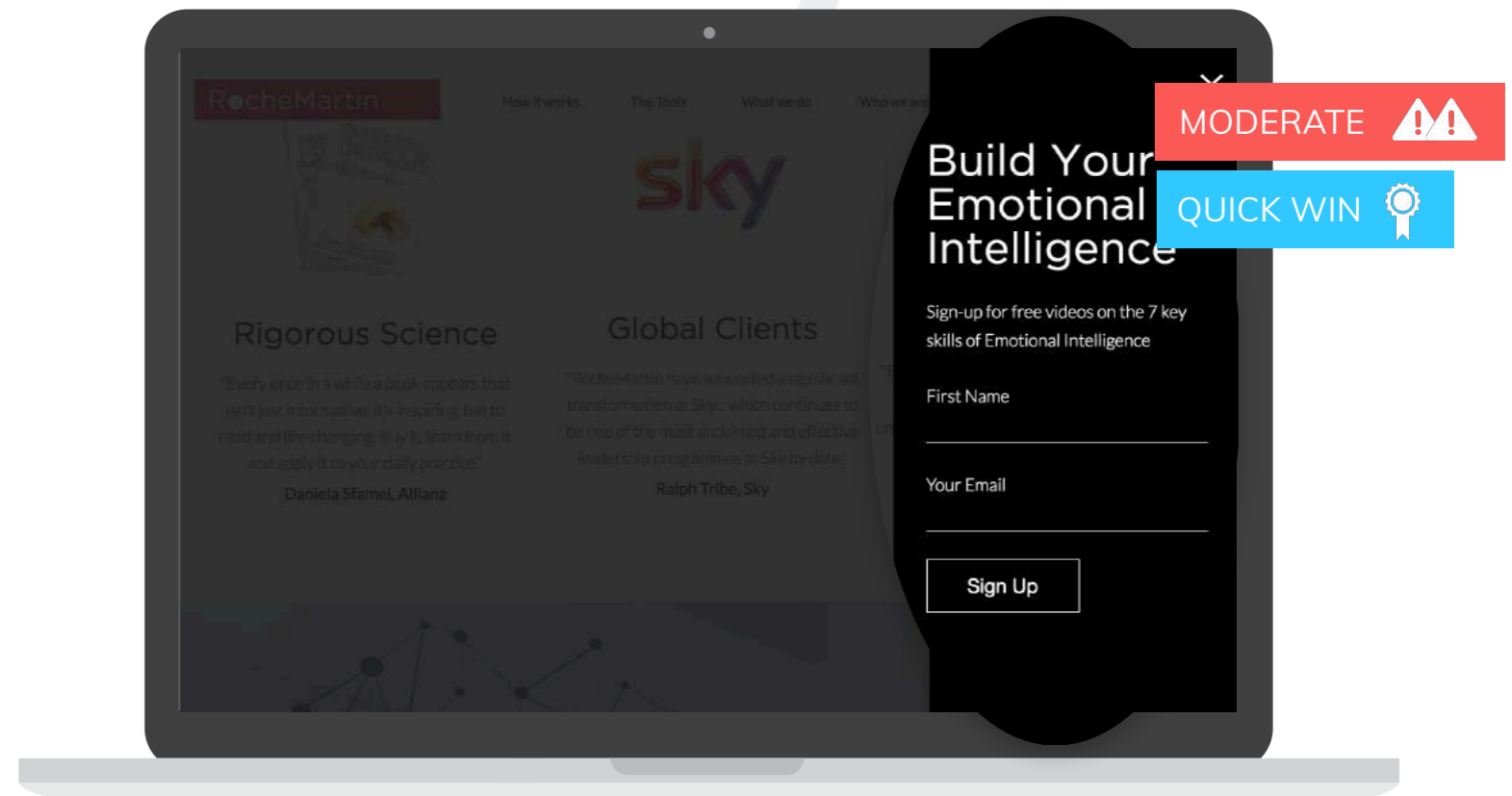


LACKING REASSURANCE

Users reaching the newsletter sign-up form may not be clear on what they are actually signing up for.

Recommendation:

Instead of simply saying 'Sign-up for free videos on the 7 key skills of Emotional Intelligence', consider providing more details and reassurances. Will you email me just once? Is it one video or seven videos? Are you going to share my email with other organisations?



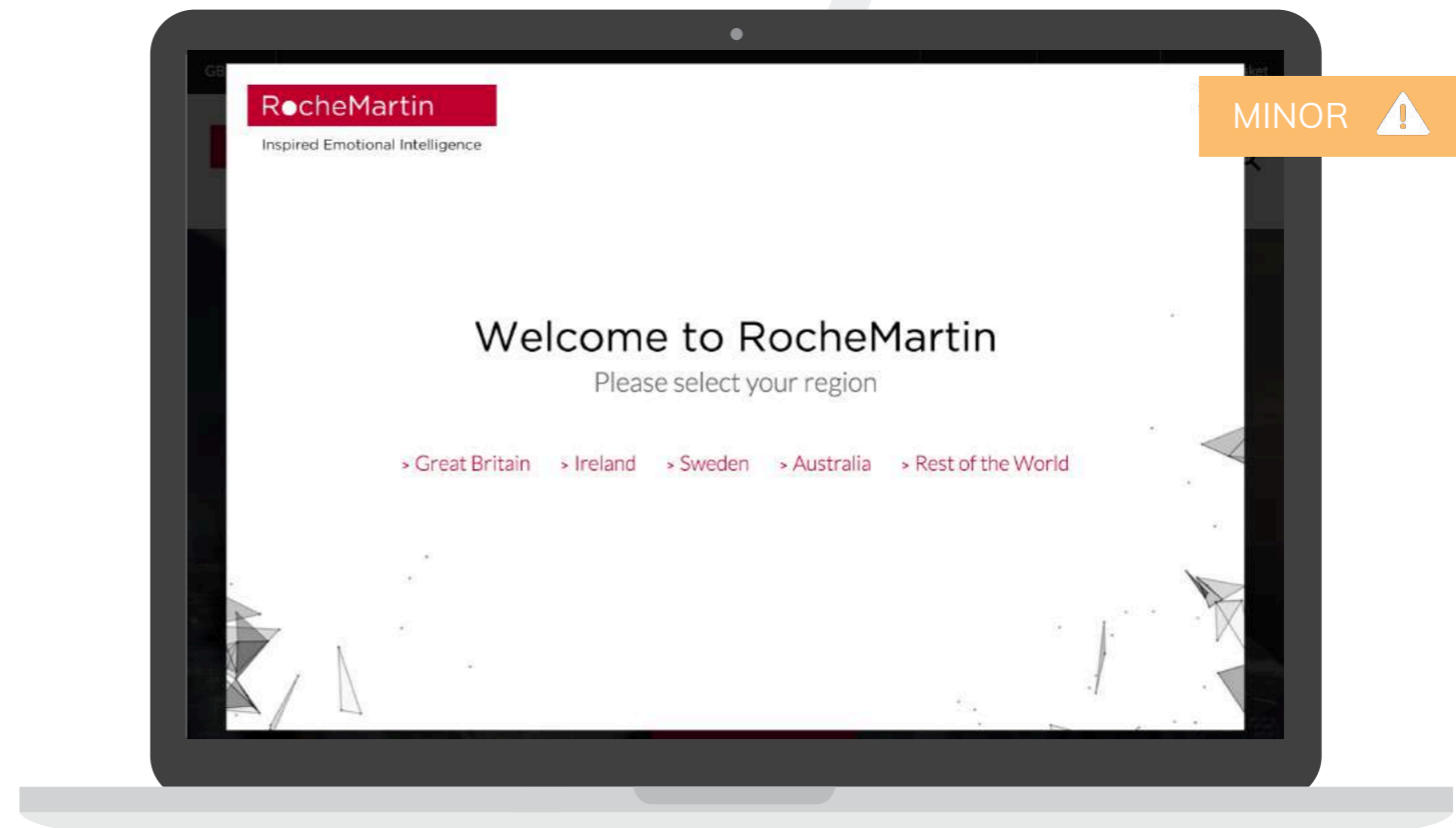
ISSUE

ENTRY BARRIER

When first visiting the site, users are asked to select their region, creating an unnecessary additional step in the user journey that may negatively impact bounce rates on the site.

Recommendation:

Consider detecting the user's region automatically, or defaulting to the most common region and allowing users to switch manually once on the site. Alternatively, ask the user to choose their region later in their journey.



BRAND, COPY & IMAGERY OVERVIEW

What follows is a breakdown of individual issues (and where applicable, strengths) identified in relation to the RocheMartin brand, copy, tone of voice and imagery.

Whilst the images in use across the site are high quality, professional images, they:

- Are noticeably stock images
- Lack a personal touch
- Fail to showcase RocheMartin's products and services

Elsewhere the brand has a distinct, clean and professional look and feel which plays well to the target audience, however, the low quality video animations are a noticeable divergence from this style and are unavoidable throughout the site.

Headline observations on brand presentational strengths:

- The use of white space reflects confidence, brightness and optimism
- The scale of hero visuals works to add visual impact
- There is potentially interesting creative thinking behind some of the visuals. Themes touched upon but not developed are globalism, office life, science, insightful introspection/ thoughtfulness, bestriding the world/omnipotence, tech integration with office life, success

BRAND, COPY & IMAGERY OVERVIEW

- Some pictures used in case histories are impressive e.g. aerospace
- The RM logo white spot design graphic element possibly denotes focus, getting to the core, clarity

In many cases the copy is written in a manner that feels predominantly directed at individuals, e.g. “Experience our best-in-class and cost-effective online coaching platform to build your emotional intelligence and leadership effectiveness”, which may make it difficult for organisations or representatives of organisations to fully relate to the content.

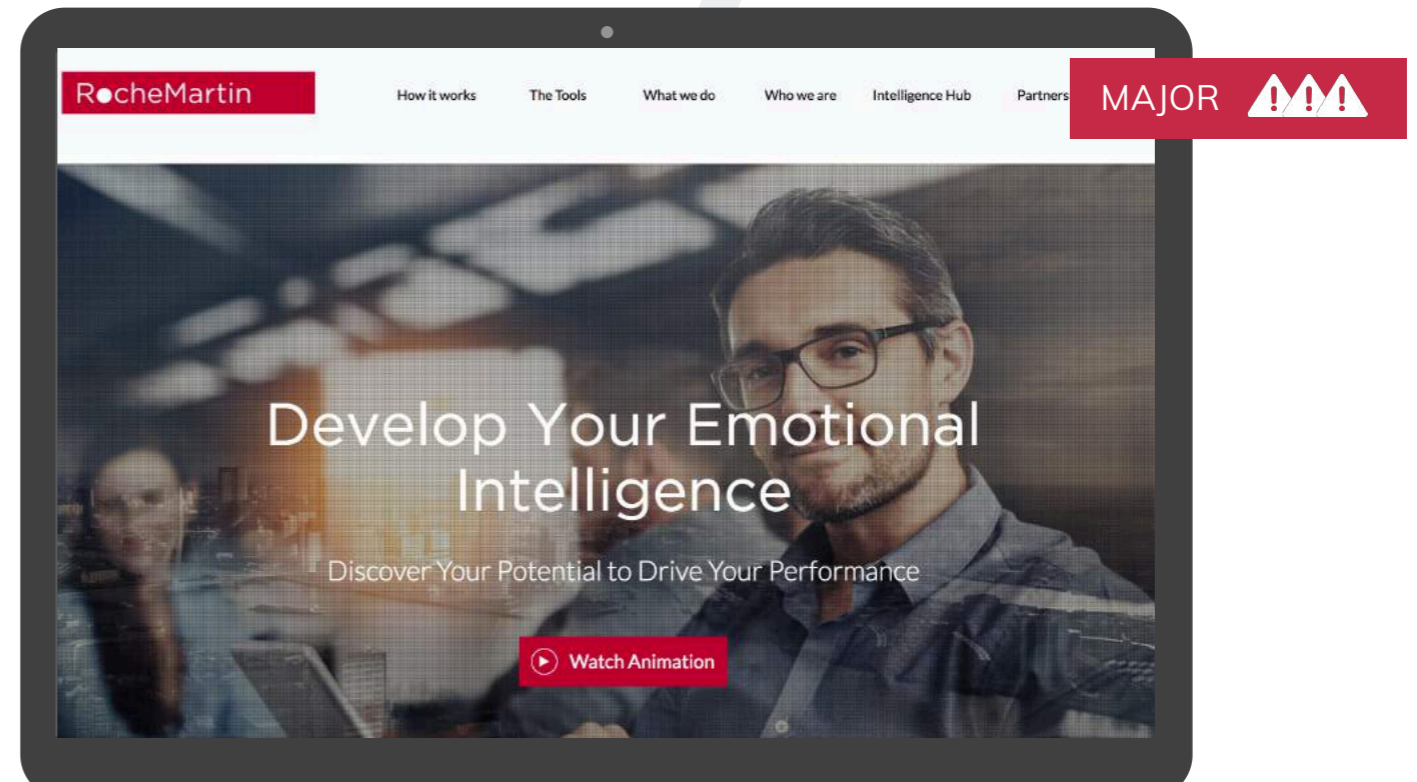
Further details to support these findings can be found overleaf.

ARTIFICIAL STOCK IMAGES

Whilst stock images are not inherently an issue, many of those used on the RocheMartin website are obviously artificial, detracting from the quality and realness of the RocheMartin products and services.

Recommendation:

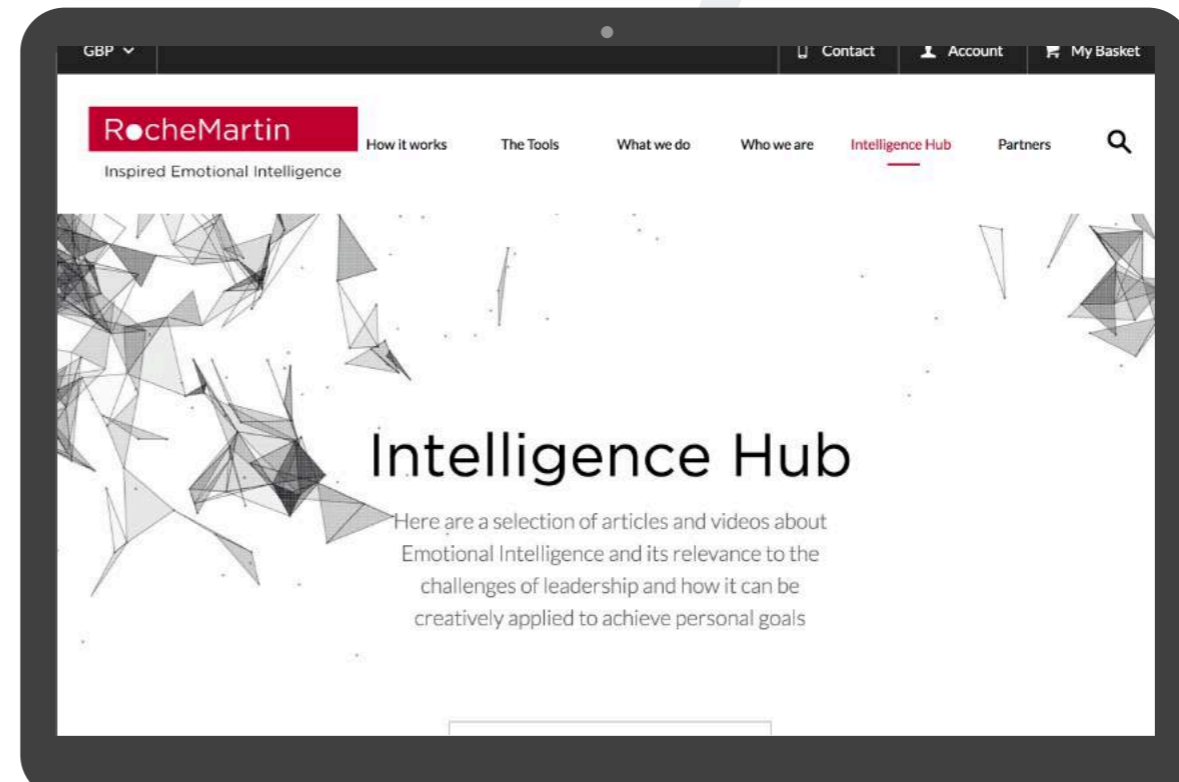
Consider replacing the stock photos currently in use with ones without people, or at least without people smiling directly at the camera. It may also be worth considering investing in a professional photography shoot.



STRENGTH

ILLUSTRATIVE GRAPHICS

Where illustrations or alternative photography graphics have been utilised, these are of a high quality and appear to have an abstract visual connection to the subject matter.

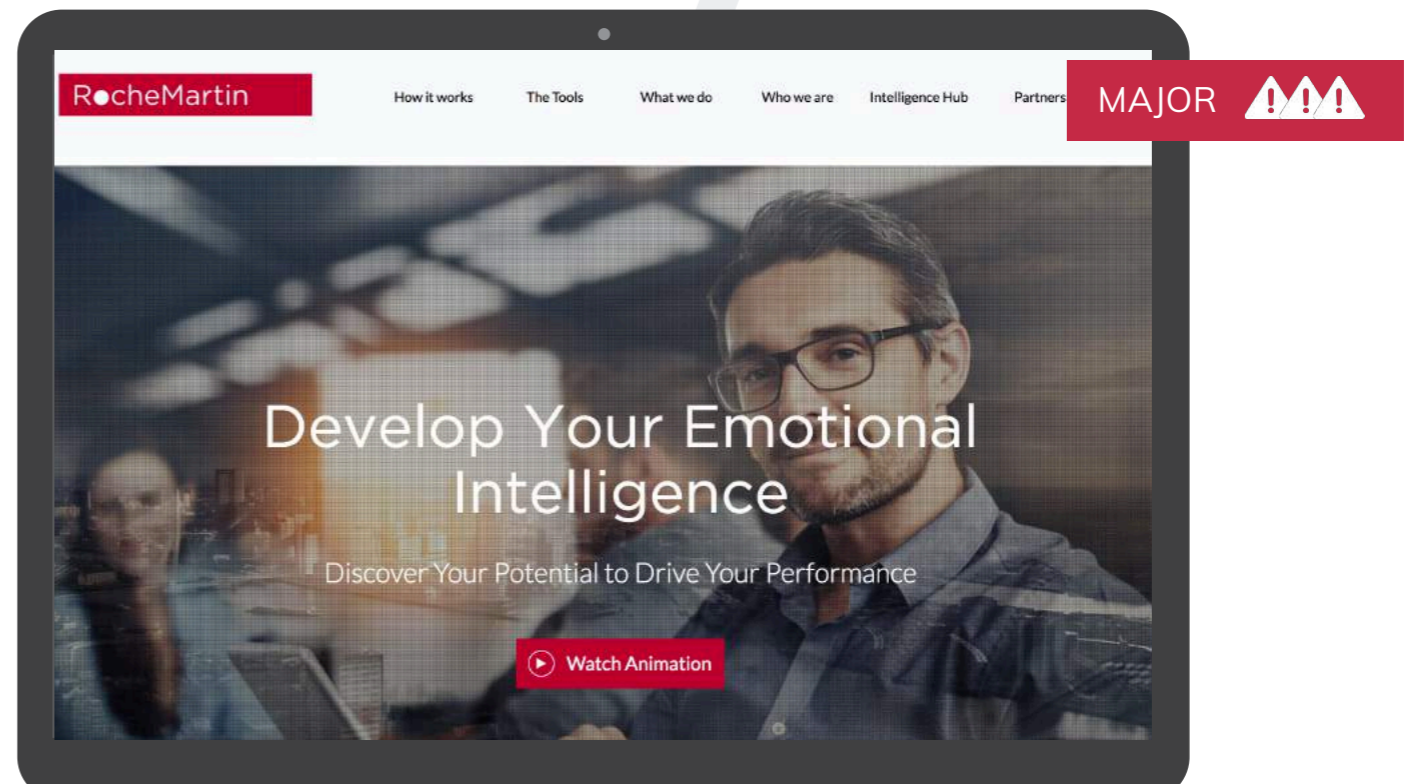


TONE OF VOICE

The tone of voice used appears to be targeted at individuals rather than organisations.

Recommendation:

Consider reviewing the copy used throughout the site to ensure it is clear and easy to understand, as well as tailored to the appropriate target audience.

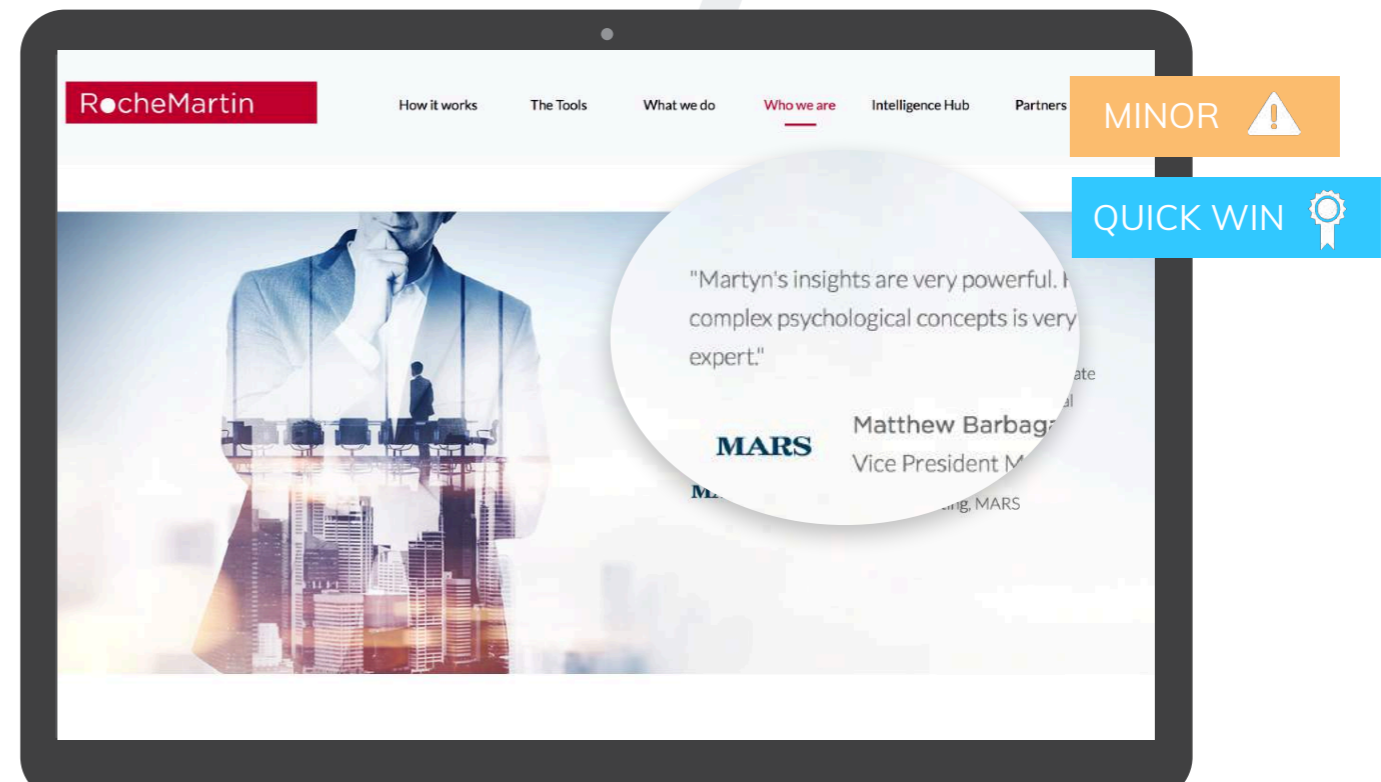


SIZE PERCEPTION

In some instances across the site there are testimonials with specific reference to Martyn, as opposed to RocheMartin. This may create a false impression about the size and scale of the business.

Recommendation:

Consider whether it is worth replacing testimonial references of 'Martyn' with 'RocheMartin'. However, if Martyn is "bigger" than the business (think Elon Musk) then such a change may not be necessary.



MOBILE OVERVIEW

What follows is a breakdown of individual issues (and where applicable, strengths) identified in relation to the RocheMartin website when viewed from a mobile device.

Since over 60% of RocheMartin website traffic can be attributed to mobile visitors, it is important that the site is easy to navigate and that all features and functionality are available as they are on desktop.

Overall the responsive version of the website was found to work very well, and although suffering from the same overarching issues identified in other sections of this report, there were very few additional problems identified.

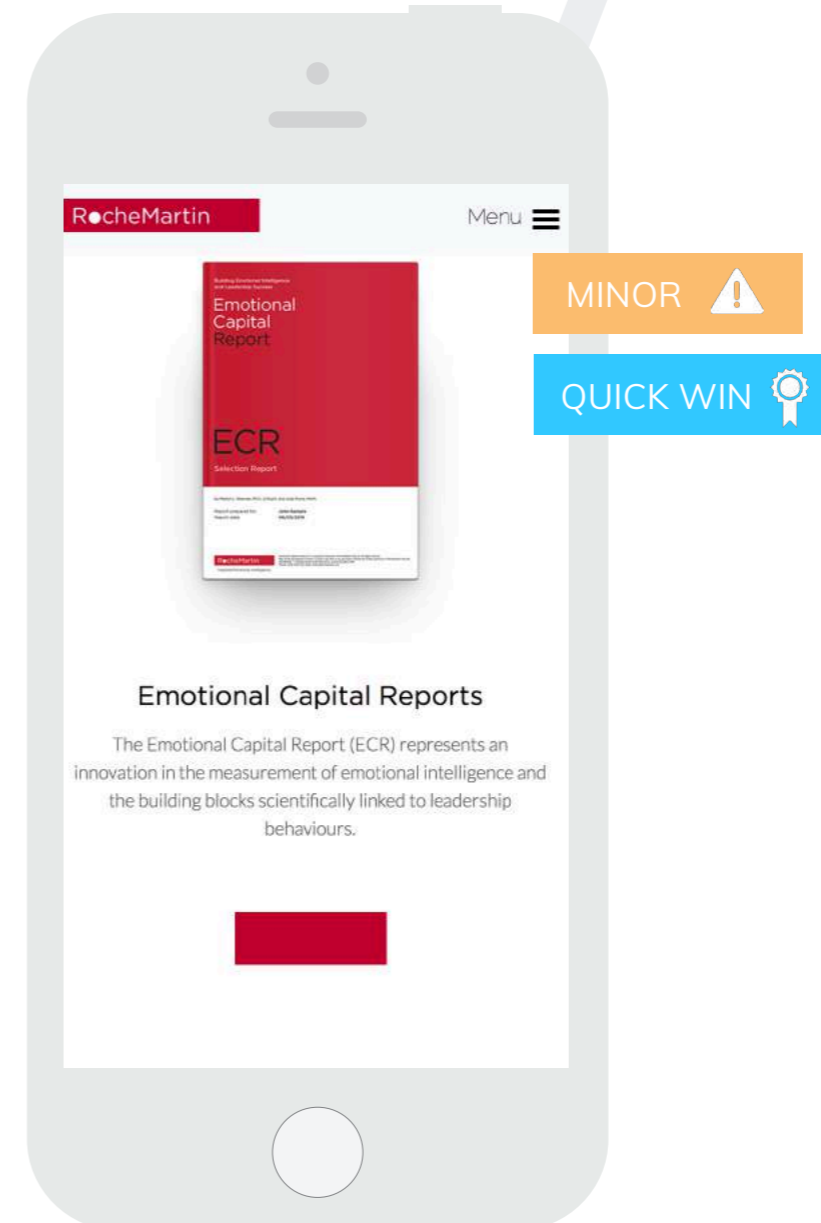
ISSUE

CALL-TO-ACTION

When scrolling the product listing pages on mobile, both the background colour and text colour of call-to-action buttons turns red, making the buttons difficult to identify.

Recommendation:

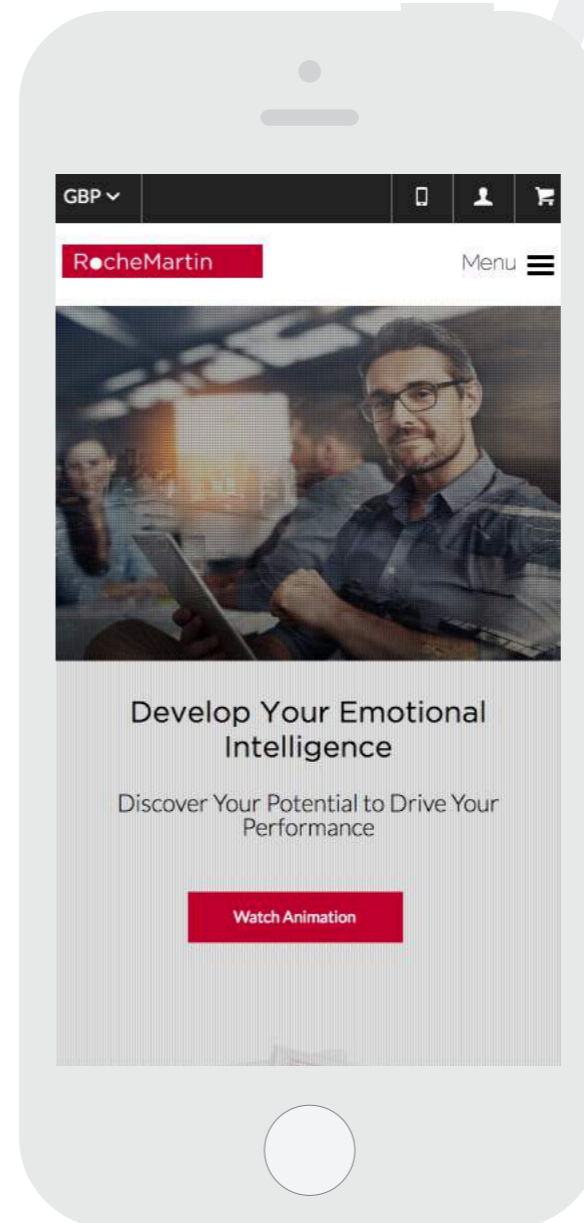
This appears to be a mobile bug which should be easily fixed.



STRENGTH

RESPONSIVE WEBSITE

Overall the responsive version of the site performs really well and is easy to navigate. The stacking of content which is common on mobile, forces users to digest information in bite-sized chunks and makes the experience less overwhelmingly than its desktop counterpart.



SUMMARY OF RECOMMENDATIONS

1. Auto-detect users' region or ask them to select later in their journey
2. Re-architect and re-label navigation structure with a more intuitive and user-centred approach
3. Add Case Studies and/or Testimonials to main navigation
4. Consider adding 'Events' or 'EQ Summit' to main navigation to increase visibility
5. Add more descriptive, explicit copy to the top of the homepage explaining what RocheMartin is and what it does
6. Re-architect product listing and individual product pages, focusing more on a conversion funnel
7. Surface pricing information and product eligibility (Who is it for?) on the product listing page
8. Make the tangible benefits of completing an ECR more explicit
9. Help users choose products by recommending the most popular options
10. Provide users with the option to checkout as a guest

SUMMARY OF RECOMMENDATIONS (CONT'D)

11. Add additional payment methods such as Paypal or Braintree
12. Re-visit imagery used throughout the website
13. Consider updating references to 'Martyn' in testimonials to 'RocheMartin'
14. Supplement video content with explanatory text for those who can't or don't want to watch the videos
15. Consider removing/replacing animated video content with on-brand video content which showcases real product visuals
16. Prioritise calls-to-action from top-to-bottom and left-to-right
17. Consider adding live chat functionality to help increase customer conversions
18. Make sure help content is available where it should be

NEXT STEPS



Review Recommendations

RM to review all recommendations and prioritise key actions for UX, brand imagery and copywriting to move forward and implement.



Choose Approach

1. Give document to 77 for relevant UX implementation. Anew to project manage if required.
2. Transfer site ownership to M&C/ Anew for implementation of UX changes / branding
3. Create a brand new site with M & C / Anew



Agree Costs

Formalise costs based on chosen approach, and if new brand imagery or copywriting is required, Anew to also provide costs for this.

FURTHER READING

Many of the best practice recommendations made in this document have psychology at their core. You may find the following articles and research studies interesting to better understand the rationale behind some of the recommendations which have been proposed as part of this review:

Navigation menus

<http://www.uxbooth.com/articles/the-rules-for-modern-navigation/>

<https://www.nngroup.com/articles/ia-questions-navigation-menus/>

Social proof

<https://www.nngroup.com/articles/social-proof-ux/>

<https://www.usertesting.com/blog/2015/05/12/6-psychological-triggers-that-make-ux-design-persuasive/>

Video content

<https://www.nngroup.com/articles/video-usability/>

Selling benefits

<https://www.sitepoint.com/should-you-use-features-or-benefits-to-sell-your-stuff/>

<https://www.helpscout.net/blog/benefits-sell/>

Price visibility

<https://www.nngroup.com/articles/show-price/>

FURTHER READING (CONT'D)

Guest checkout

<https://www.nngroup.com/articles/optional-registration/>

Live chat

<http://usabilitygeek.com/live-chat-last-bastion-excellent-online-customer-service/>

<http://www.uxbooth.com/articles/live-chat-customer-service/>

Payment options

<https://baymard.com/blog/payment-method-selection>

Reassurance

<https://www.goodui.org/evidence/test036>

<http://blog.contentsquare.com/reassurance-key-factor-for-conversion/>

Copy

<https://www.usertesting.com/blog/2015/06/30/the-big-ux-impact-you-can-make-with-just-a-few-words/>

<https://www.nngroup.com/articles/tone-voice-users/>

Stock images

<http://uxmyths.com/post/705397950/myth-ornamental-graphics-improves-the-users-experience>

UX Audit