The background features a dark grey curved shape on the left. To the right, there are several data visualization elements: a blue line graph with white circular markers at the top; a pie chart with green, purple, and red segments in the middle; and a bar chart with five bars in light blue, red, purple, green, and dark blue at the bottom. There are also three colored circles (blue, green, red) and a horizontal bar with yellow and green segments.

3 Week UX Research Projects

How do we feed our CRO efforts? We run a UX research project from start to finish to identify potential problems to be fixed.



[Watch Explainer video here \(16:57\)](#)

3 Week UX Research Projects

Focus areas

Focus 1:
Research



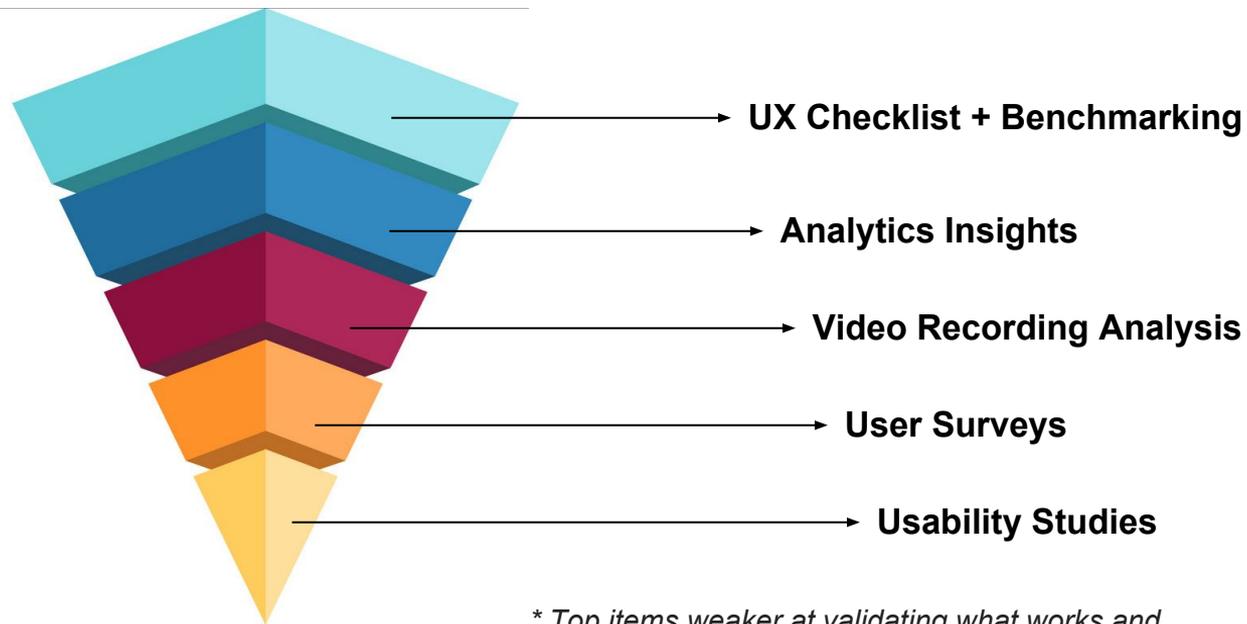
Focus 2:
Present findings



Focus 3:
Brainstorm solutions



5 Layer Research Method



** Top items weaker at validating what works and what doesn't compared to bottom items*

What we've hoped to accomplish



Main tour listing page

- ✓ Is the main tour listing page easy to find?
- ✓ Is it easy to find the tour filter function on the main tour listing page?
- ✓ How easy is it to use the filter to find a specific tour?
- ✓ How often do people use the filter function?



Enquiry page

- ✓ Is it easy to locate the enquiry page?
- ✓ How easy is it to submit an enquiry via the enquiry form?

****MOBILE
FOCUSED****



**Main tour listing page +
tour finder**

A usability issue is anything that:

- ✗ Prevents task completion
- ✗ Slows down the user
- ✗ Takes the user off course
- ✗ Causes the user to find a workaround
- ✗ Makes the user confused
- ✗ Irritates or annoys the user
- ✗ Implies things are OK (when they are not)
- ✗ Implies task is complete (when it isn't)
- ✗ Causes the user to misinterpret content
- ✗ Prevents the user from taking the next step
- ✗ Prevents the user noticing something
- ✗ Forces an error

ISO 9241 definition of usability

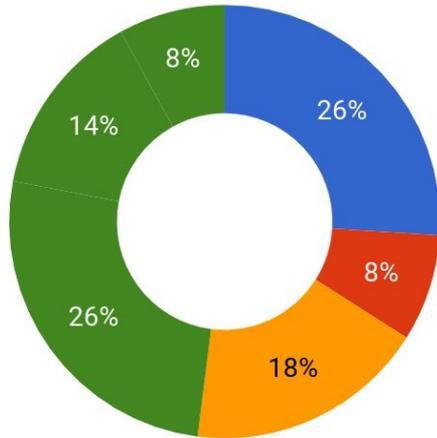
- ✓ **Effectiveness** --> *accuracy and completeness with which users achieve specified goals*
- ✓ **Efficiency** --> *accuracy and completeness of goals achieved in relation to resources*
- ✓ **Satisfaction** --> *freedom from discomfort, and positive attitudes towards the use of the system*

Hotjar Video Recordings *(x50 Mobile)*

Scroll speed & pause-to-read behaviour (card consumption)

Total of 50 user video recordings analysed

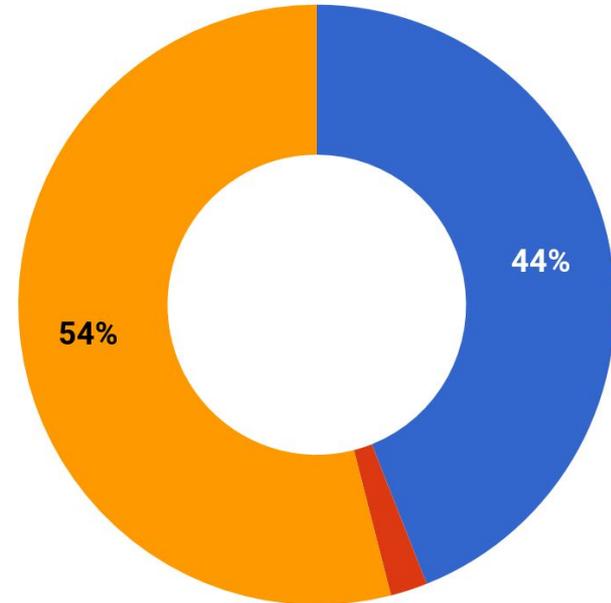
- Medium to rapid with some pauses
- Rapid with some pauses
- Slow with pauses
- Medium with some pauses
- Slow to medium with some pauses
- Slow with pauses, then rapid



User types and usage on tour finder

Total of 50 user video recordings analysed

- (A) in view, no interaction
- (B) interacted, no clickthrough on tour
- (C) no discovery (not viewed)



Test audience background

Criteria for usability test:

- ✓ English
- ✓ 45-55
- ✓ Female & Male
- ✓ USA
- ✓ Travelled or planning to travel to Africa

“Never travelled but always wanted to from a young age. Best friend lives in Kenya. I want to learn from their culture.”

“Going on honeymoon with my significant other. We are going in September and plan is to go to South Africa. Wine tasting and Kruger.”

“Never been to Africa but planning to go to Cape Town. Wine tasting, safari tours and visit elephant sanctuary.”

“Travelled to Africa a couple of times. Morocco for spring break with friends. Second experience was visiting Tanzania.”

“One trip to Ethiopia. Visited restaurants and cafes to catch up with my friend.”

Unmoderated Usability Test *(x10 Mobile)*

Findability

Imagine you are looking to find a section or page that lists all available tour plans with their cost, duration and destinations you will visit. On Go2Africa, find a page or site section with a list of tours to Africa.

Task completion rate:

100%

Task rating (ease):

4.7 out 5

Findability

Here you want to find a specific tour so you need to find a way to filter or sort the tour types or options. How would you go about doing it?

Task completion rate:

89%

Usability

While you on this page, use the filter function lower down on the page to find a tour with the following specifications:

Destinations: Kenya, Mauritius and Zambia

Traveller type: Honeymoon

Experiences: Big 5, wine tasting and hiking

Price: Nothing more than \$4000

Tour length: 8 Days

Task completion rate:

94%

Task rating (ease):

3.3 out 5

Unmoderated Usability Test (x10 Mobile)

Usability Problem Occurrences



Occurrence ranked from highest to lowest

- ✘ **Problem 13:** Sticky CTA button move out of fixed position as user scroll (70% of users affected)
- ✘ **Problem 5:** Price slider difficult to use (60% of users affected)
- ✘ **Problem 7:** Tour length slider difficult to use (50% of users affected)
- ✘ **Problem 14:** Top header menu move out of fixed position as user scroll (50% of users affected)
- ✘ **Problem 1:** Finding the tour filter function on main tour listing page (too hidden and not visible enough) (40% of users affected)
- ✘ **Problem 2:** See more (dropdown) on filters too long & require scrolling (40% of users affected)

* Refer to original sheet for other problem occurrences

Hotjar Video Recordings *(x50 Mobile)*

Other observations noted:

- ✘ Very low pauses to read intro copy
- ✘ Click on holiday cards presented first in list
- ✘ Return to main tour listing page 2 to 3 times
- ✘ Scroll past filter function without noticing it
- ✘ Some clicks on the header CTA button
- ✘ Click on tour cards presented first in list
- ✘ Very low clicks on bottom pagination
- ✘ Struggled to click “apply filter” button
- ✘ Struggled to exit tour filter in active mode
- ✘ Blog cards below tour card lists distracting
- ✘ Filtered too specific with no search results and message prompting them to broaden criteria

Survey Responses

“Easy to access and amble info on each tour”



“Page is overwhelming. Too many options. They should be categorized better”



“Couldn’t reduce upper range of price slider”



“Too overwhelming”



“CTA was to contact an expert rather than apply filter”



“I don’t know what each of the tours are *i.e. what is Adventure Africa*”



“Don’t lead with destinations as many people will lead with what they want to do”



“Add a filter for a smaller group that’s not "family" with kids and not a "honeymoon”



“There could be more options for traveller types”



“Too many clicks to get to tour info and pictures”



“It was kinda buried. Took me a while to find it”



“Tick boxes for destinations, and sliding scale for price made it easy”



“All elements were very clear and I could easily alter my results based on my selection”



“Consider adding ‘friends’ as an option to traveller types section”



“No option to choose ‘group of friends’ as traveller type. Wondering if this is the right company for me.”



“Add filter for smaller group that’s not family not honeymoon (romantic)”



“Categories offered were great. I’d suggest changing ‘honeymoon’ to ‘couples’



No issues



Issues



Suggestions

Enquiry page + form

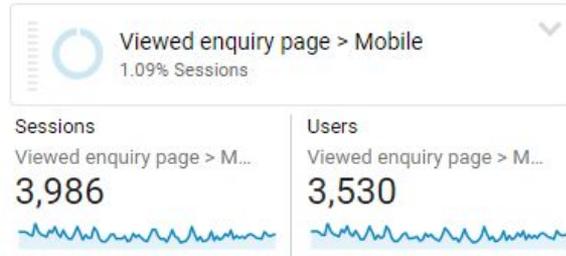
Google Analytics Insights

Q: How many people reach the enquiry page?

Date range: Jan 2018 - Apr 2018

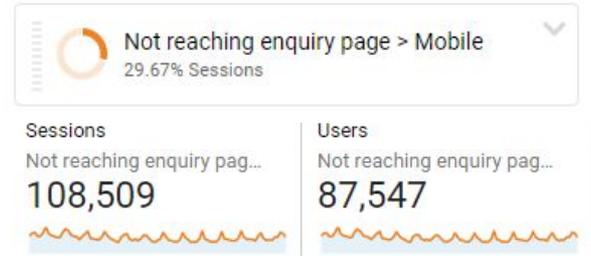
Segmentation

- > core location
- > mobile users
- > page: /enquire-now



3.8% of all users

Do we optimise for these users?



96.1% of all users

Or the ones not reaching enquiry page?

Google Analytics Insights

Q: How many of these users end up converting?

Segmentation

- > core location
- > mobile users
- > page: /enquire-now

Date range: Jan 2018 - Apr 2018



3.8% of all users



21% of all users

other 79% abandoned the enquiry page

Google Analytics Insights

Q: Which form fields are users leaving blank on form submission?

Segmentation

- > core location
- > mobile users
- > /enquire-now

Date range: May 8 - May 16

Event Action ?	Total Events ? ↓
Core Audiences (mobile only)	195 % of Total: 0.07% (271,008)
1. Phone	73 (37.44%)
2. Remarks	30 (15.38%)
3. Email	22 (11.28%)
4. Travel Date Idea	19 (9.74%)
5. Surname	11 (5.64%)
6. Name	10 (5.13%)
7. Destinations Conditional	7 (3.59%)
8. Budget	6 (3.08%)
9. Minimum Stay	6 (3.08%)
10. Adults	4 (2.05%)

Hotjar Video Recordings *(x50 Mobile)*

Other observations noted:

- ✘ Clicked breadcrumb link / abandon form
- ✘ Scroll to 50% of form / abandon form
- ✘ Completed 50% of form / abandon form
- ✘ Completed 75% of form / abandon form
- ✘ Scroll from top to bottom of enquiry form without engaging
- ✘ Specific dates on travel calendar was set to less than 3 days and the error message triggered "Minimum travel time is a 3 days"

Unmoderated Usability Test *(x10 Mobile)*

Findability

You like some of the tour packages but are more interested to reach out to Go2Africa to get a tour customized to your liking. How would you go about doing that?

Task completion rate:

89%

Usability

If you are not on the enquiry page yet, go here to complete this task: www.go2africa.com/enquire-now

Think about your next dream holiday to Africa and complete the below form. It could be that you are already interested in travelling, you might want to take six friends along with you or only see the Big 5 wildlife in Kenya.

Task completion rate:

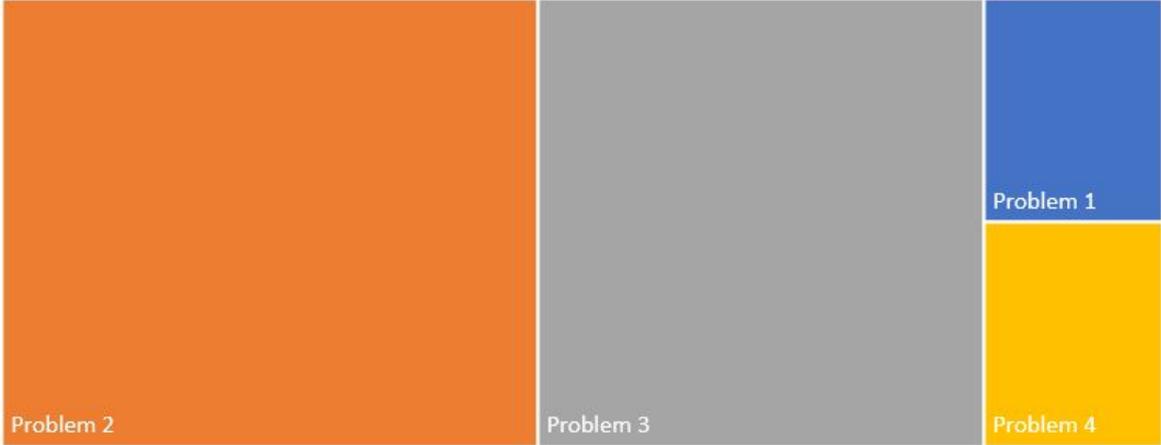
89%

Task rating (ease):

4.8 out 5

Unmoderated Usability Test *(x10 Mobile)*

Usability Problem Occurrences



Occurrence ranked from highest to lowest

- ✘ **Problem 2:** Autocorrect on enquiry form text message box causing irritation *(60% of users affected)*
- ✘ **Problem 3:** Top header menu move out of fixed position as user scroll *(50% of users affected)*
- ✘ **Problem 1:** Not sure what the sticky enquire now CTA button is about (doesn't read customise tour so won't click on it if I want to enquire to customize a tour) *(10% of users affected)*
- ✘ **Problem 4:** Contact info fields missing asterisk so thought not all fields were mandatory *(10% of users affected)*

Enquiry page + form

“The calendar start and end date. I thought it’s one calendar where you pick both”



“Bit of a long process”



“Pretty straightforward. Buttons with pre-written answers made it easy”



“Very easy to complete”



“No difficulties. Maybe and 'I'm not sure' about travel dates would be a good addition.”



“Very easy but the price points are different on this page than they were on the filter slider”



“Easy to click off my selections.”



“The button options are easier than thinking of things that are "must see" options”



“Quick and simple user journey”



“Easy to understand”



“Suggested input in some of the input boxes made it easy”



“Intuitive”



“Questions were to the point and relevant”



“Put some additional links or images on the page to make it more visually appealing”



“I might add “click as many as apply” in case people think they can only click one item”



“It was easy filing in the form, but the form did not want to submit”



No issues



Issues



Suggestions