

LuckyVitamin Microsite Walkthrough (A/B Test) Distillation and Design Recommendations

We surveyed six participants—ages ranging from 31 – 40—and were able to gather some promising data. Below you will find a brief description of my results and next steps for *The Upside Down* project.

Participant Info/Demographics:

- Melody Wong – Age: 40/Gender: Female
- Angela Yanni – Age: 39/Gender: Female
- Ricardo Ortiz – Age: 33/Gender: Male
- Tevis Weir – Age: 37/Gender: Male
- Cassandra Colon – Age: 31/Gender: Female
- William Pendleton – Age: 36/Gender: Male

Version A – Quiz

- What are your initial thoughts on the website?
 - After speaking with all six participants there was clear consensus that the overall design of the *Quiz* version of the microsite provided a pleasurable experience to the user base. Though there were some outliers, such as Mr. Ortiz’s belief that the use of blue on the landing page may communicate a feeling of depression, and Ms. Colon’s observation that there was too much “white” making it feel far too “clinical,” the design resonated with all participants. They (100%) noted that the landing page felt “simple,” “clean,” and “straightforward.”
 - Diving further into specific design elements, Ms. Colon noted that she loved the inorganic shapes used in the “Who We Are” and “How We make Recommendations” section. Mr. Ortiz noted that he believed that there could be a shift in the language utilized in the hero banner. He believes that the phrase “What do you want to work on today,” would be better served if phrased as “How can we make you feel better.”
- What do you think of the “Mental Wellness” wording in the hero banner and the banner overall?
 - Five out of six (83%) of the participants thought that the use of the phrase “Mental Wellness” was either sufficient or they generally approved of its use. Mr. Pendleton, the lone detractor, found the phrasing to be a “tad generic,” and noted that we might want to be a “tad more specific,” with respect to our site’s title/heading. Another critique levied by the participants—two out of six (33%)—was that the subheading in the hero banner was too small to read. Ms. Colon mentioned that she thought that the phrasing “expert supplement recommendation,” may feel a bit too wordy and may need to be adjusted for consumption by laymen/those unfamiliar or indoctrinated.

- Do the topics in the hero banner resonate with you?
 - The five topics listed in the banner hero banner resonated with 100% of participants in our study. All participants thought that the topics were relevant and made note of specific areas that were listed in which they needed aid/support. Mr. Pendelton further accentuated this point noting, “I like that you have the five concerns at the top allowing you to get to what you need with no nonsense.” One issue did arise with the aesthetic as noted by Ms. Wong. She believes that the icons are small and the lack of diversity of the models may be a deterrent to some users.
- Does having the “Who We Are” and “How we Make Recommendations” sections on the landing page make sense to you?
 - Both the “Who We Are” and “How we Make Recommendations” sections of the site resonated with 100% of participants. They felt that it was a vital portion of the site to communicate both mission and vision while building trust with the users. One participant—Ms. Colon—thought that it may be beneficial to change the nomenclature of “How We Make Recommendations” to “What We Do.” She believes that it is vital to communicate what we are here to do for the user being that this is a service, and subsequently product, driven site.
- What do you think about having the quote/personal testimony on the homepage?
 - Four out of the six (67%) participants believe that this addition to the landing page will be of benefit to the microsite. The two participants that have a difference of opinion not only differ from the majority, but from one another. Ms. Wong felt generally apathetic about the inclusion of the quotes, but recognizes it as a norm in today’s e-commerce landscape. Mr. Weir was not a fan, noting that, “it’s a red flag anytime I see it on a [web]site.” It reminds him of multi-level marketing. In spite of this divergence, there is a majority consensus that the quotes will be of benefit to building trust in the microsite. Ms. Yanni remarked, “When you can see feedback from someone [who has purchased from you/gone through the experience] it means a lot.” Furthermore, two (33%) of the participants, Ms. Colon and Mr. Ortiz, thought that it would be of benefit to add multiple quotes – showing *wins* from a multiplicity of customers and creating an interactive component on the site with rotating testimonials.
- What did you think about the pathway from the quiz?
 - All participants (100%) thought that the quiz pathway was fun and engaging. The tips at the bottom of each page were a fan favorite and many remarked that the images were “helpful.” Ms. Wong gave the pathway high praise saying, “I think that the quiz was fun – reminds me of BuzzFeed...when BuzzFeed was good.” There was only one issue to make note of – Ms. Wong found it difficult to navigate back[wards] through the quiz. She wondered if there was an easier way to do so if she wanted to learn more about magnesium vs ashwagandha or vice-versa.
- Final Product Page
 - Five out of six (83%) of the participants in our study thought that the progression from the quiz pathway to the resulting product page was a natural one. Mr. Ortiz

was the lone detractor blurting out, “Ah [expletive!] It feels like you’re trying to sell me something.” The design was received well by all participants. The “[Talk to an] expert” section was thought to be beneficial to/for all users. Two (33%) participants—Ms. Colon and Ms. Wong—wonder if there will be a live chat option to speak with the experts and believe this option would be favorable. Mr. Ortiz also believes that it is imperative to better define what an “expert” is and does not want them to be confused with physicians. Ms. Colon thinks it would be of benefit to show a multitude of “experts” if they exist so that there is variety and users have the option to choose those they are most comfortable/resonate.

- Scale of 1 – 10
 - Angela Yanni scored the Quiz Version 9/10;
 - Cassandra Colon scored the Quiz Version 7.5/10;
 - Melody Wong scored the Quiz Version 7/10;
 - Ricardo Ortiz scored the Quiz Version 7/10;
 - Tevis Weir scored the Quiz Version 8/10;
 - William Pendleton scored the Quiz Version 9/10;
 - The overall score of the Quiz Version of the site was 47.5/60 or a score of 79%.
- Comments of note:
 - Ms. Yanni took issue with the size of the fonts on the site overall. [She] thinks it may be difficult for the elderly or visually impaired to read/navigate.
 - Ms. Wong noted that the pathway stayed the same throughout the quiz journey. She believes that if the products are not going to change then there should be a change in the dosage of the supplements depending upon the severity the user noted while utilizing the quiz. She also believes that the three options in the quiz should not always lead to the same place.

Version B – Blog

- What are your initial thoughts on the website?
 - Five out of six (83%) of the participants felt that this version of the microsite was off-putting. They felt it was “too busy,” “cluttered,” and generally not organized well. Three out of the six (50%) of the participants also made note that the “Who We Are” and “How we Make Recommendations” sections were too low on the site and should be shifted above the featured articles on the landing page. Two of those six (33%) felt that the landing page did not make sense to them and believed it would feel much more natural if this were the second or third page into the site. Mr. Ortiz teetered the line of recognizing the structural issues of the site but it was not a detractor for him. He said it, “felt cluttered, but he likes that.” Mr. Pendleton represented the masses saying that, “the article[s] at the top rankles me.”
- What do you think about the structure of the navigation?
 - Most of the participants took issue with the text treatment and placement. Three out of the six (50%) participants felt that the text in the top level navigation was far too small. Ms. Colon noted that even though she could see it, the elderly or

visually impaired populations might find it difficult. She also remarked that the articles in the hero banner felt weighted and she did not like that one topic was made to feel more important than another – including Ms. Colon, three of the six (50%) of participants agreed with this notion. Two out of the six (33%) noted that the amount of white (not the whitespace) was overwhelming and gave the site an unwanted “clinical feel.”

- Does the Blog version [landing + internal pages] resonate with you?
 - Three out of the six (50%) participants—all male—said that they liked the blog version of the microsite. Though they may have found it a bit cluttered, it serviced their needs and were able to navigate the site. The remaining three (50%)—all female— were vehemently opposed to the site and felt it to be disingenuous and having a clear motive to sell a product to the user. Ms. Colon said, “I feel like it is not presented to me sincerely [like the first version of the site was,]” and that it was “very in your face – BUY OUR PRODUCTS!” In spite of the blog version of the site resonating with him, Mr. Pendleton echoed similar sentiments, “This site [*Version A*] is laid out in a way that feels like it’s trying to get me somewhere instead of selling me something [*Version B*]. ”
 - With regards to the internal blog posts the participants did not feel that this was too off -putting but did feel that there was an immense amount of white space giving the site a “GNC feel” as Mr. Weir noted. Five out of the six (83%) participants were fans of the comment section. Though many thought there needed to be some clarification around whom they would be speaking to – one of our “experts” or other consumers/members of the community. Overall, the participants were fans of the ability to communicate with an “expert,” but wondered if there was a way to make the subject matter expertise more apparent. Two out of the six (33%) made note that it would be beneficial to place the “experts” title next to their name so that they’re aware of the role they play and that the information they provide is trustworthy. Ms. Yanni noted, “there are blog posters and there are experts. Not all blog posters are experts.” Ms.Colon echoed similar sentiments saying that she was not sure who “Joseph Arnold” was and had she not recognized him as the Wellness Consultant from the previous version of the microsite she may have assumed he was the owner or President/CEO of the company. Three out of the six (50%) also believed that the “expert” section could be enlarged. Overall, there was mostly positive reception to the blog post, but the participants felt the switch from the article-focused landing page to the blog post to be a bit jarring.
- Scale of 1 – 10
 - Angela Yanni scored the Quiz Version 5/10;
 - Cassandra Colon scored the Quiz Version 4/10;
 - Melody Wong scored the Quiz Version 5/10;
 - Ricardo Ortiz scored the Quiz Version 7.5/10;
 - Tevis Weir scored the Quiz Version 8/10;
 - William Pendleton scored the Quiz Version 8/10;

- The overall score of the Quiz Version of the site was 37.5/60 or a score of 63%.

- Comments of note:
 - Ms. Colon noticed that the nomenclature changed from the *Version A* of the microsite to *Version B*. *Version B* reads “Mental Health” as opposed to “Mental Wellness.” She much prefers “Mental Wellness.”
 - Ms. Wong noted that there is no comment section on *Version A* of the site.
 - Mr. Weir thinks that the site would benefit from having videos of the Consultants and supplements available.
- What do you think of a combination of both sites?
 - 100% of participants believe that the optimum version of our microsite is one that incorporates the best elements from *Version A* and *Version B*.

Next Steps/Recommendations:

- COMBINE BOTH VERSIONS;
- Reduce the landscape that the hero banner currently takes up;
- Consider a more interactive version of the landing page pathway icons – like a spider diagram;
- Flesh out the journey for the five options in the hero banner to make them feel more individual and less redundant;
- Increase the size of fonts throughout the site;
- Include the title and a brief explanation of who the *Wellness Consultants* are in the “Talk to an Expert” section;
- Consider shifting the “Talk to an expert” section to a second internal page and placing a general “Meet the Team,” or “Meet Your Consultant” on the homepage;
- Determine if it is feasible to include a live chat option with the Wellness Consultants;
- Add a scroll so that user can see a variety of Wellness Consultants with which they can interact;
- Add a background color to the quote to breakup the homogeneity of the white on the homepage – utilize/create color palette based on seafoam hue in hero banner;
- Add a similar treatment utilizing flat UI to the internal article/blog posts to better denote sections and reduce the “clinical” feel of the page;
- Show various forms of supplements (pills, powders, gummies, etc.,) to ease choice overload of users when time for conversion;
- Determine if comment section is for general user feedback or social media interaction with consumer base;
- Decide if the call to action for purchases on internal pages will read “Shop” or “Shop at LuckyVitamin;”
- Create a user flow that will incorporate the blog/article posts in a more natural manner;
- Reduce the size of the footer section;
- Determine if this new microsite is the natural landing space for the current LuckyVitamin blog;

- Ensure that the name of the site remains visible in the top bar above navigation – similar to the treatment in Version B;
- Task Wellness Consultants/Collette's team with curating blog posts that fit with the guided quiz journey;
- Aid Adam in creating still mocks for this new version of the site.