

Usability Benchmarking report for
bunches.co.uk

Feb 4th 2009

USERFOCUS

This shows the task that we asked the participant to complete.

Effectiveness is the first of the three critical ISO measures of usability. We check each participant's response for accuracy. The measure shows the number of participants that completed the task successfully, as a percentage. We also show the upper and lower confidence intervals, an indicator of the amount of error in our measurement. The graph shows the percentage of successful and unsuccessful participants and also the number of participants that abandoned the task. Note that because participants choose their answer from 4 alternatives, the minimum success rate is 25% (because this is what we would measure if people were guessing).

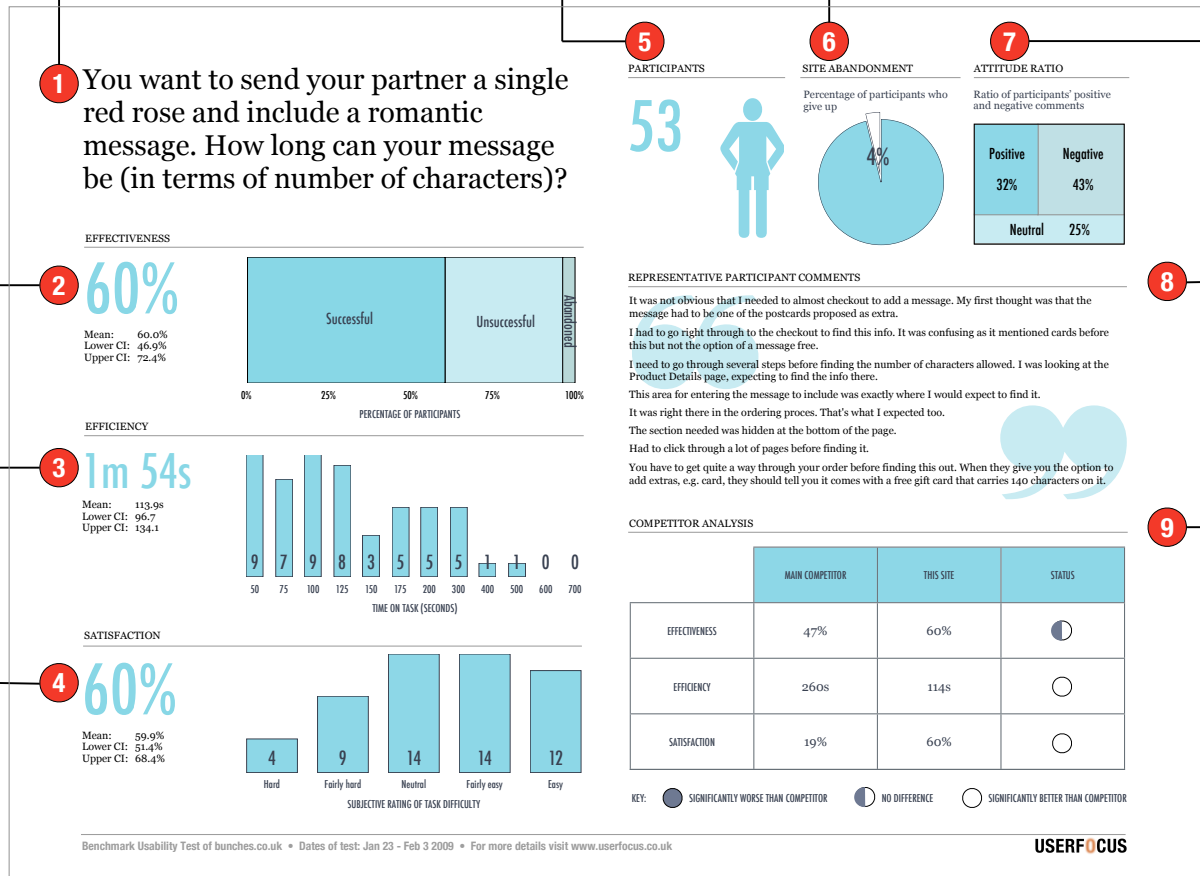
Efficiency is the second of the three critical ISO measures of usability. We measure how long each participant takes to complete the task. The measure shows the average time taken by those participants that were successful on the task. The graph shows the distribution of task times. Each bar shows the number of participants that completed the task within the time interval shown.

Satisfaction is the final critical ISO measure of usability. On completion of the task, participants rate the difficulty of the task on a 5-point scale from "Easy" to "Hard". A score of 100% means that every participant rated the task as easy and a score of 0 means that every participant rated the task as hard. The graph shows the distribution of ratings. Each bar shows the number of participants that rated the task as "Hard", "Fairly hard", "Neutral", "Fairly easy" and "Easy".

This shows the number of participants in the usability test. Note that this shows the number of participants we used in the analysis, not the number who actually took the test. This is because we subject the data to rigorous quality criteria to weed out participants who just click through or who don't pay attention.

This shows the number of participants who gave up on the task.

Each participant makes a freeform comment on completion of the task. We code each of these comments as either positive, negative or neutral. The attitude ratio shows the distribution of these comments.

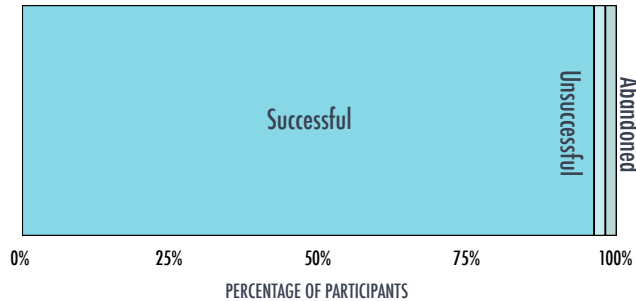


You've received a single red rose as a gift but the head is drooping. Use the web site to find out how you can revive it.

EFFECTIVENESS

95%

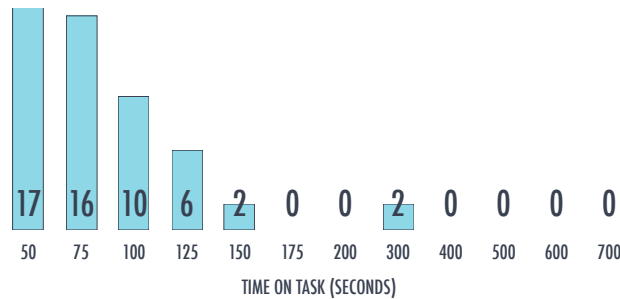
Mean: 94.5%
Lower CI: 86.5%
Upper CI: 99.7%



EFFICIENCY

1m 5s

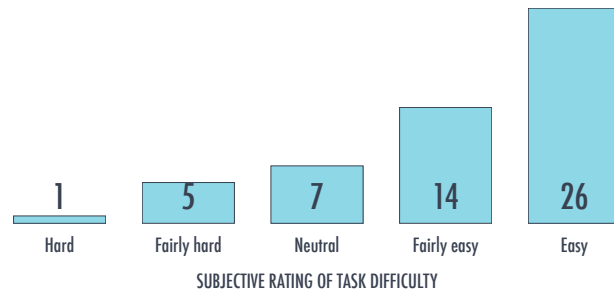
Mean: 64.7s
Lower CI: 56.3
Upper CI: 74.4



SATISFACTION

78%

Mean: 77.8%
Lower CI: 70.3%
Upper CI: 85.3%



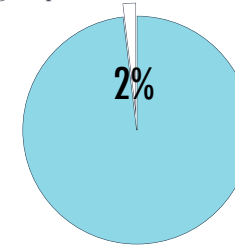
PARTICIPANTS

53



SITE ABANDONMENT

Percentage of participants who give up



ATTITUDE RATIO

Ratio of participants' positive and negative comments

| | | | |
|----------|-----|----------|-----|
| Positive | 55% | Negative | 25% |
| Neutral | 21% | | |

REPRESENTATIVE PARTICIPANT COMMENTS

Finding the care info was a little difficult... the only link was in the footer and viewable only by scrolling down. I thought this might be part of the FAQs, but it wasn't. It seems that some of the items in the footer could be combined with the Home/Delivery/FAQs/Customer Service/Contact Us items.

I was expecting to see it in FAQ, went there and couldn't find it. Then I realised that there is a link that says, 'Caring for your flowers' – but because it's at the bottom of the page, it wasn't the most visible.

I expected 'care' to have a more prominent position. I expected it to be in the FAQs. Buried below the fold, in Customer Services was a lucky find for me.

First thing I tried was the FAQ. I had to use the 'sitemap' to get to the Flower Care page. Couldn't find it anywhere else...

I tried to find it via FAQ but I finally found a related section below "Customer Service" info, where I definitely wouldn't have looked at...

The section needed was hidden at the bottom of the page.

COMPETITOR ANALYSIS

| | MAIN COMPETITOR | THIS SITE | STATUS |
|---------------|-----------------|-----------|--------|
| EFFECTIVENESS | 22% | 95% | ○ |
| EFFICIENCY | 96s | 65s | ○ |
| SATISFACTION | 25% | 78% | ○ |

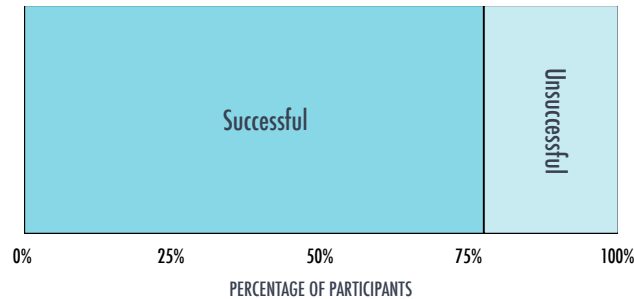
KEY: ● SIGNIFICANTLY WORSE THAN COMPETITOR ◐ NO DIFFERENCE ○ SIGNIFICANTLY BETTER THAN COMPETITOR

Your partner doesn't like flowers but loves balloons. How many different types of heart-shaped helium balloon can you choose from?

EFFECTIVENESS

76%

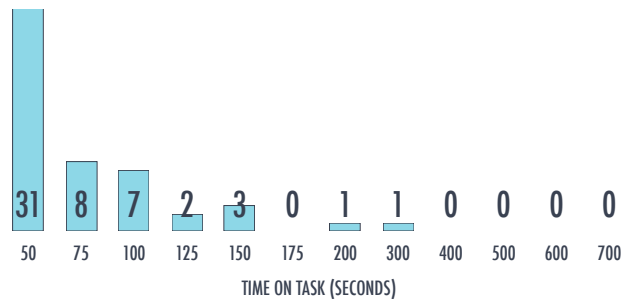
Mean: 76.4%
Lower CI: 64.3%
Upper CI: 86.7%



EFFICIENCY

0m 53s

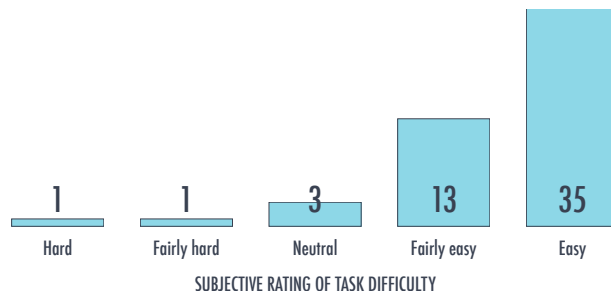
Mean: 52.8s
Lower CI: 44.3
Upper CI: 62.9



SATISFACTION

88%

Mean: 87.7%
Lower CI: 81.9%
Upper CI: 93.6%



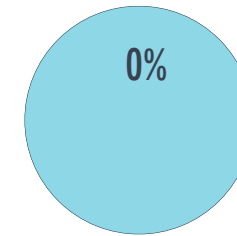
PARTICIPANTS

53



SITE ABANDONMENT

Percentage of participants who give up



ATTITUDE RATIO

Ratio of participants' positive and negative comments

| Positive | Negative |
|----------|----------|
| 75% | 2% |
| Neutral | 23% |

REPRESENTATIVE PARTICIPANT COMMENTS

One of the tabs clearly indicated helium balloons; after that it was merely a case of scrolling down to see the various types on offer.

The product images and limited number of balloons makes it simple to answer this question. Also, the Helium Balloon section was easy to locate in the main nav

It took only one click to get to the page with the helium balloons - very friendly and easy. Well done!

In order to find out how many heart shaped helium balloons could be bought I clicked on the helium balloon tab at the top of the page and counted the heart shaped ones available.

I could count the ones that appeared on the page, but perhaps there should be a way to filter on the preferred shape?

Would be better if all the heart shaped ones were together.

It wasn't too bad to scroll down the page to look for heart shaped balloons, as there aren't too many balloons to choose from. Could be difficult to look for the answer without a filter if they have more options.

COMPETITOR ANALYSIS

| | MAIN COMPETITOR | THIS SITE | STATUS |
|---------------|-----------------|-----------|--------|
| EFFECTIVENESS | 39% | 76% | ○ |
| EFFICIENCY | 89s | 53s | ○ |
| SATISFACTION | 65% | 88% | ○ |

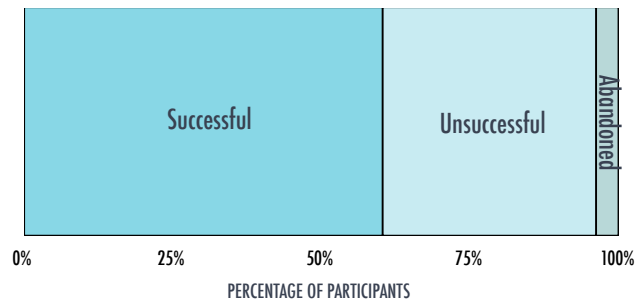
KEY: ● SIGNIFICANTLY WORSE THAN COMPETITOR ◐ NO DIFFERENCE ○ SIGNIFICANTLY BETTER THAN COMPETITOR

You want to send your partner a single red rose and include a romantic message. How long can your message be (in terms of number of characters)?

EFFECTIVENESS

60%

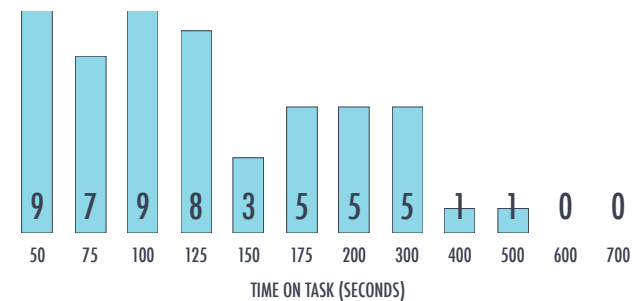
Mean: 60.0%
Lower CI: 46.9%
Upper CI: 72.4%



EFFICIENCY

1m 54s

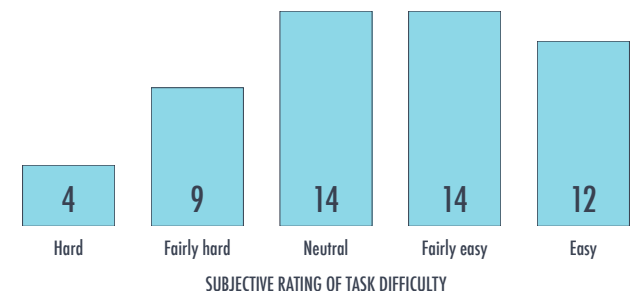
Mean: 113.9s
Lower CI: 96.7
Upper CI: 134.1



SATISFACTION

60%

Mean: 59.9%
Lower CI: 51.4%
Upper CI: 68.4%



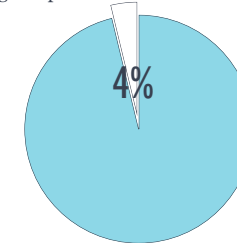
PARTICIPANTS

53



SITE ABANDONMENT

Percentage of participants who give up



ATTITUDE RATIO

Ratio of participants' positive and negative comments

| Positive | Negative |
|----------|----------|
| 32% | 43% |
| Neutral | 25% |

REPRESENTATIVE PARTICIPANT COMMENTS

It was not obvious that I needed to almost checkout to add a message. My first thought was that the message had to be one of the postcards proposed as extra.

I had to go right through to the checkout to find this info. It was confusing as it mentioned cards before this but not the option of a message free.

I need to go through several steps before finding the number of characters allowed. I was looking at the Product Details page, expecting to find the info there.

This area for entering the message to include was exactly where I would expect to find it.

It was right there in the ordering proces. That's what I expected too.

The section needed was hidden at the bottom of the page.

Had to click through a lot of pages before finding it.

You have to get quite a way through your order before finding this out. When they give you the option to add extras, e.g. card, they should tell you it comes with a free gift card that carries 140 characters on it.

COMPETITOR ANALYSIS

| | MAIN COMPETITOR | THIS SITE | STATUS |
|---------------|-----------------|-----------|--------|
| EFFECTIVENESS | 47% | 60% | ● |
| EFFICIENCY | 260s | 114s | ○ |
| SATISFACTION | 19% | 60% | ○ |

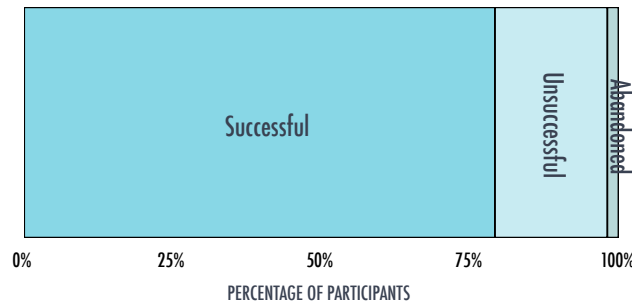
KEY: ● SIGNIFICANTLY WORSE THAN COMPETITOR ● NO DIFFERENCE ○ SIGNIFICANTLY BETTER THAN COMPETITOR

You want to buy a dozen roses for your partner to be delivered on Valentine's Day. What is the delivery cost?

EFFECTIVENESS

78%

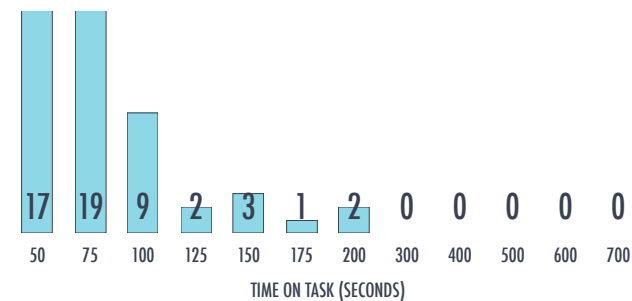
Mean: 78.2%
Lower CI: 66.4%
Upper CI: 88.2%



EFFICIENCY

1m 4s

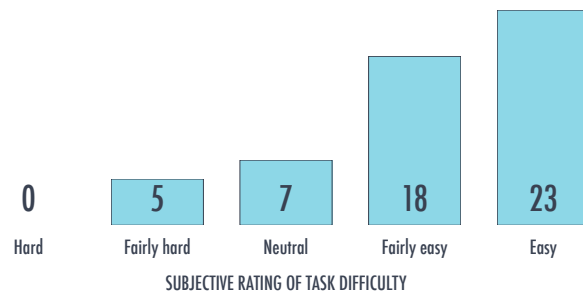
Mean: 63.9s
Lower CI: 56.3
Upper CI: 74.4



SATISFACTION

78%

Mean: 77.8%
Lower CI: 71.1%
Upper CI: 84.5%



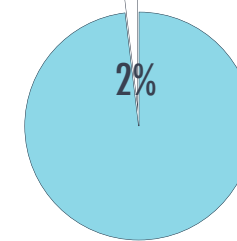
PARTICIPANTS

53



SITE ABANDONMENT

Percentage of participants who give up



ATTITUDE RATIO

Ratio of participants' positive and negative comments

| Positive | Negative |
|----------|----------|
| 43% | 34% |
| Neutral | 23% |

REPRESENTATIVE PARTICIPANT COMMENTS

I just clicked the bunch of roses link on the home page, clicked the check out button and saw a window saying that the shipping was free for the date.

Close by the link for the valentine flowers section, there was a statement in pale grey that postage was included, however it did not really stand out and I was unsure if this was the case for all flowers/products so I clicked through the order until it clearly showed delivery cost £0 to be certain

All Prices include delivery. This is mentioned in various places on the site.

I went straight to Delivery page from the link at the top right hand side of the webpage. There is a lot of text that I need to go through on that page, before it finally says 'All items include delivery by Royal Mail....' which I guessed means Free Of Charge. It is great that this company is provide free delivery, and it should be quite obvious from the homepage. OK i just went to the homepage and saw 'All Prices Include Delivery'. But because the page has too much going on, I missed that all together.

Delivery link in top nav easily identified - took a little bit of reading to discover it was included in price (another right hand box - should have been more prominent in text "General Information...")

It says on the side of the homepage that delivery is included in the prices. I wouldn't call that free.

COMPETITOR ANALYSIS

| | MAIN COMPETITOR | THIS SITE | STATUS |
|---------------|-----------------|-----------|--------------------------------------|
| EFFECTIVENESS | 73% | 78% | NO DIFFERENCE |
| EFFICIENCY | 121s | 64s | SIGNIFICANTLY BETTER THAN COMPETITOR |
| SATISFACTION | 57% | 78% | SIGNIFICANTLY BETTER THAN COMPETITOR |

KEY: ● SIGNIFICANTLY WORSE THAN COMPETITOR ● NO DIFFERENCE ○ SIGNIFICANTLY BETTER THAN COMPETITOR

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