



Fortune 500 Company in the Automotive Industry Site Navigation Tree Test

User Testing™

Detailed Findings Report

22 January 2016

Objectives

- We conducted a tree test to answer the following research questions:
 - How are users interacting with the site navigation without any distractions from design?
 - Are users able to quickly and accurately navigate to the correct area when completing tasks?
 - What issues do users face when trying to find information on the site?
 - What feedback do the users have when it comes to navigation expectations?

Study summary

We ran a **qualitative unmoderated remote usability study, as well as a quantitative tree test survey** with **30 participants**, in order to determine if users were having difficulty finding information using the site's current navigation.

Participants were asked to think out loud as they attempted to complete **realistic tasks** using the tree structure. Participants were also asked questions about their experience during the session.

Participants were asked to demonstrate where in the tree structure they would click in order to find information such as discount Disneyland tickets, auto insurance discounts, etc.

Top findings

The number of tasks successfully completed ranged from 35% to 70%. No participant successfully completed all tasks.

The average percentage of tasks successfully completed was 54%. So, participants failed almost half of the tasks provided.

The **tasks with the highest success rate** were finding the hours of a local branch, finding towing services, travel insurance information, and movie tickets.

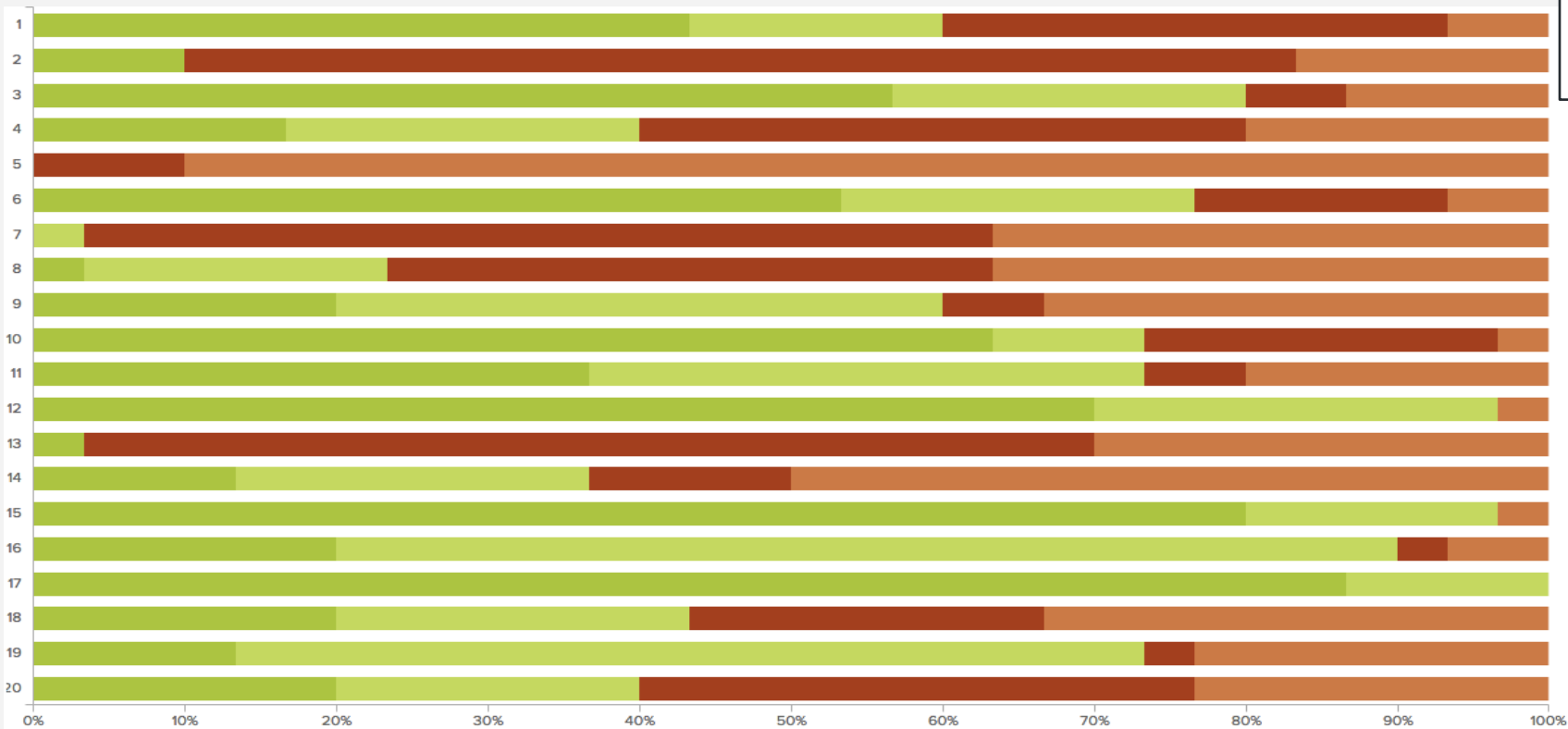
The **tasks with the lowest success rate** were finding Disneyland tickets, finding information on having a passport photo taken, finding a map for a road trip, and finding proof of insurance.

Participants struggled to successfully complete the tasks oftentimes because they thought the information could be found in multiple locations. For example, participants thought that information on auto insurance while traveling in Mexico should be located under “Travel”, not “Insurance”. Many participants suggested including the information in both locations to avoid confusion or frustration.

Task success rate



Each colored bar shows the task success rate for Tasks 1-20. For example, Task 1 had a 47% direct success rate.



Tasks with highest success rates

Task 12: Hours of Local Branch

Correct path: Locations

97% success rate with 21 direct successes and 8 indirect successes

Task 15: Flat Need Towing Services

Correct path: Call for Roadside Assistance OR

Automotive-Driving Resources-Roadside Assistance

97% success rate with 24 direct successes and 5 indirect successes

Task 16: Information on Travel Insurance

Correct path: Travel-More from Travel-Travel Insurance

90% success rate with 6 direct successes and 21 indirect successes

Task 17: Date Night

Correct path: Discounts-Member Discounts-Attractions/Tickets

100% success rate with 26 direct successes and 4 indirect successes

Tasks with highest fail rates

Task 2: Disneyland Tickets

Correct path: Travel-More from Our Travel-Theme Park and Attraction Tickets

90% fail rate with 22 direct fails and 5 indirect fails

Task 5: Passport Photo

Correct path: Financial-Financial Services Travel-Passport Services

100% fail rate with 3 direct fails and 27 indirect fails

Task 7: Map for Upcoming Road Trip

Correct path: Automotive-Driving Resources-Trip Planning and Maps

97% fail rate with 18 direct fails and 11 indirect fails

Task 8: Register Membership and Create Account Online

Correct path: Sign In

77% fail rate with 12 direct fails and 11 indirect fails

Task 13: Proof of Insurance

Correct path: Sign In OR Insurance-My Policy-Manage My Insurance

97% fail rate with 20 direct fails and 9 indirect fails

Task 14: Auto Insurance Discounts

Correct path: Insurance-Insurance Resources-Insurance Discounts

63% fail rate with 4 direct fails and 15 indirect fails

Task 18: Planning a Road Trip

Correct path: Travel-Roadtrip Tools-Travel Guides and Tourbooks

57% fail rate with 7 direct fails and 10 indirect fails

First click

Task	Area Visited	Visited First	Visited During Task
1- Pay Membership Fee	Membership	77%	87%
2- Find Disneyland Tickets	Travel Discounts	60% 37%	63% 47%
3- DMV Services AAA Handles	Automotive	73%	90%
4- Renewal Questionnaire	Insurance	53%	77%
5- Passport Photo	Travel	67%	80%
6- Auto Insurance for Mexico	Insurance Travel	53% 33%	67% 47%
7- Map for Road Trip	Travel	100%	100%
8- Register Membership	Membership Sign In Join	57% 17% 27%	73% 37% 57%
9- Rent a Car	Travel Automotive	33% 53%	87% 63%
10- New Car Battery	Automotive	63%	77%

First click- continued

Task	Area Visited	Visited First	Visited During Task
11- Notary Services	Financial	50%	80%
12- Hours of Local Branch	Locations	73%	97%
13- Proof of Insurance	Insurance	73%	80%
14- Auto Insurance Discounts	Insurance Discounts	33% 60%	83% 67%
15- Flat Tire Need a Tow	Call for Roadside Assistance	80%	90%
16- Travel Insurance	Travel	73%	100%
17- Movie Tickets	Discounts	90%	100%
18- Planning a Road Trip	Travel	97%	100%
19- Auto Insurance Claim	Insurance	60%	93%
20- Auto Insurance Payment	Insurance	63%	70%

User experiences

- Task 2: Only **3 out of 30 participants** were able to **find Disneyland tickets**. Most participants tried to find the tickets under Travel-Book with Us-Disney Packages or by looking at Member Discounts.

[▶ Watch Clip](#)

- Task 5: **30 out of 30 participants** failed to find information on **where to get a passport photo taken**. Only 1 participant tried looking under “Financial“, but eventually left. Other participants looked under “Discounts“, “Travel“, and “Membership“.
- Task 8: Only **7 participants** were able to accurately demonstrate where to **register their membership to create an online account**. Users expected this information to be under “Membership-Become a Member“ or “Membership-My Membership“.

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- Task 7: **29 out of 30 participants** failed to **find a map** for their upcoming road trip. Most of these participants expected to find the map under “Travel-Roadtrip Tools“.
- Task 13: Although there were two accurate paths to choose from, only **1 participant** was able to identify where to find **proof of insurance**. Participants expected to find this information under “Membership-My Membership“ or “Insurance-My Policy-View My Policy“.

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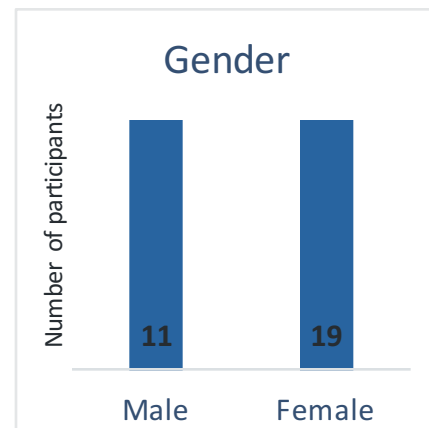
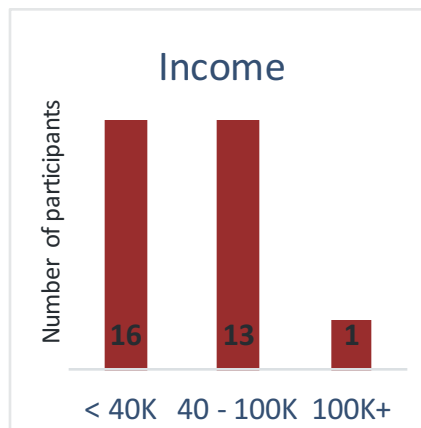
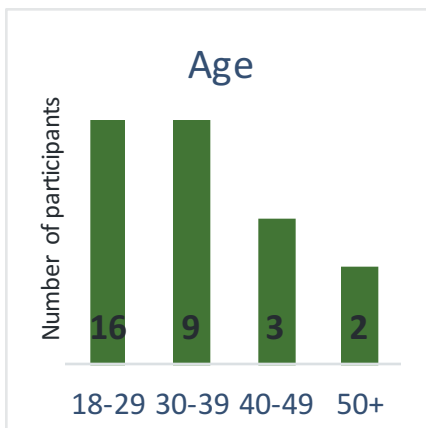
Further research opportunities

Based on the findings from this study, we recommend:

- **Iterate on the design to improve the experience.**
Focus on addressing the issues identified as top findings.
- **Test design changes.**
Any significant changes to the design should ideally go through another round of user testing to ensure they improve the user experience.
- **Assess the overall user experience.**
Test the most important tasks to understand the general user experience, identify areas to improve, and get ideas for future research studies.
- **Conduct a competitive study.**
Test your experience against your top competitors. See how you compare and get ideas to improve your user experience.

Participant demographics

- 30 participants were included in the study
- All participants were members of the client's website



Tasks

Participants **completed the tree test survey and answered follow-up questions**. They attempted the following tasks and answered corresponding questions:

1. Please visit <https://4s25vg5x.optimalworkshop.com/treejack/5t2hvogg> and follow the TreeJack instructions to complete the test on their platform.
2. Please demonstrate where you would go to pay your membership fee.
3. Where would you go to find Disneyland tickets?
4. Where would you go to find what DMV services this company handles?
5. You have an auto insurance policy. Where would you go to complete a renewal questionnaire for your mileage discount?
6. Imagine that you need to have a passport photo taken. Where would you go to find information on this?

(Participants were asked a total of 20 similar tasks, all related to finding information)

7. Were any of the TreeJack tasks difficult to complete? If so, which ones?
8. Do you have any suggestions of how we could better organize some of the information you saw today?