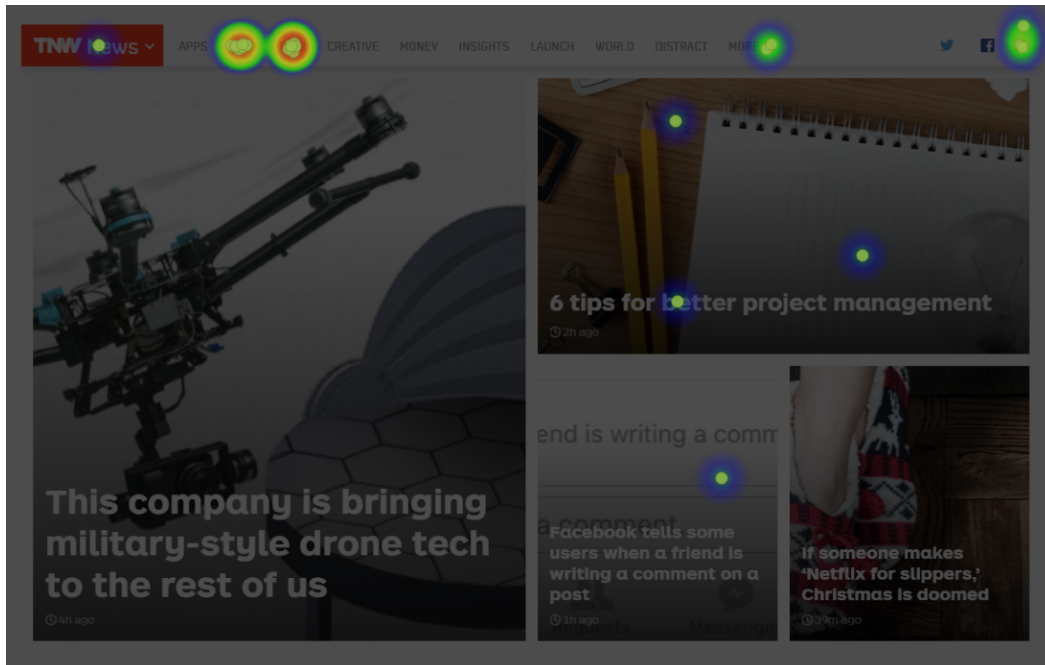


task: a friend told you about an interesting article regarding the Apple Watch that he found on a website last week. you have just landed on the website and are now trying to find that article. where would you click?

heat map:



analysis and recommendations:

quality responses only

top choices	users %	response time	suitable path
Tech	40%	43 (seconds)	no
Gear	35%	47	yes
Search Icon	15%	20	-
More	10%	45	no

overall results

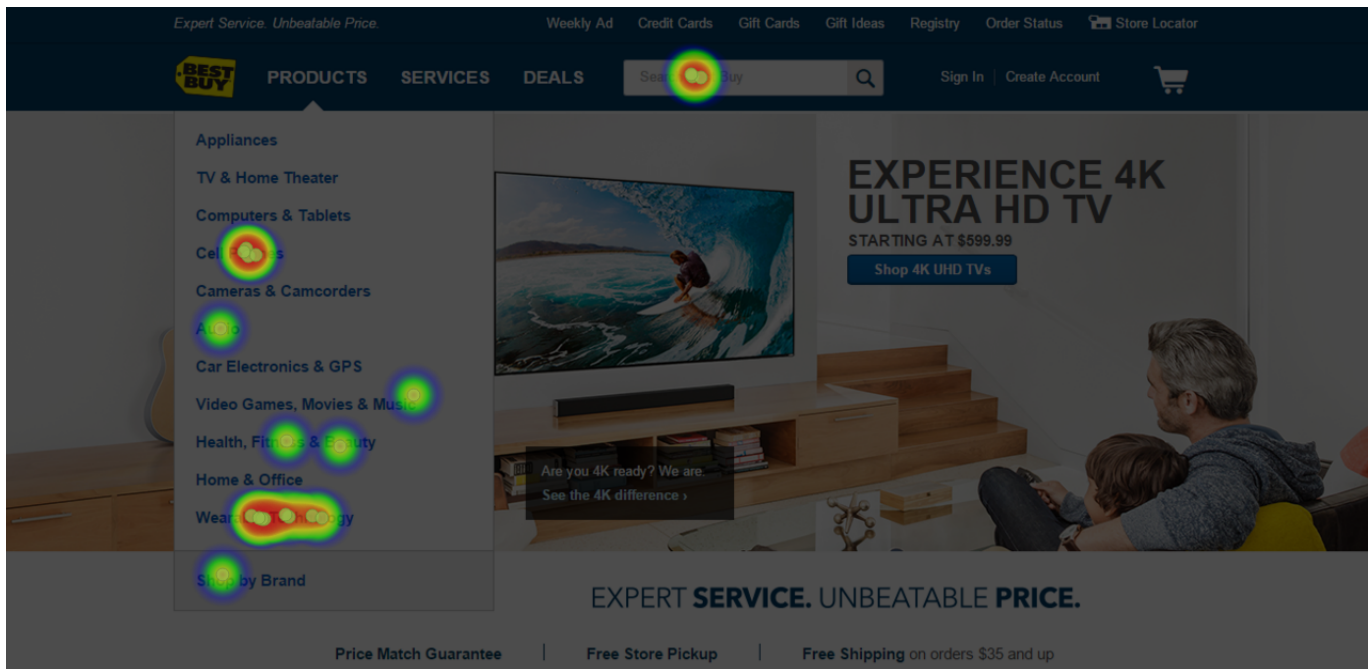
35% suitable path	15% search option	50% not suitable path
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the section labels are not very clear and possibly misleading; in fact, 40% of users chose "Tech" which refers to something not directly related to "Apple Watch" and therefore it is not a suitable path. 10% of users chose "More" (also not a suitable path) likely because they couldn't associate "Apple Watch" with any of the previous labels. only 35% of users chose the correct section. 15% of users chose the search option and this is within the expected range. recommendations: add a simple description of each section under the related label. remove the "More" section and re-organize its content. change the search icon to a search box and make it more prominent. finally, as a more thorough solution, an open card sorting test could help organize the sections' content and improve their labels.

first click test live website - desktop

task: you recently bought a Samsung Galaxy S6 cell phone and you want to use it to listen to music while jogging. you need to get an armband suitable for your new phone. where would you click?

heat map:



analysis and recommendations:

top 5 choices	users %	response time	suitable path
Wearable Technology	40%	31 (seconds)	no
Cell Phones	20%	49	yes
Search Bar	15%	23	-
Health, Fitness & Beauty	10%	33	yes
Audio	5%	28	yes

overall results

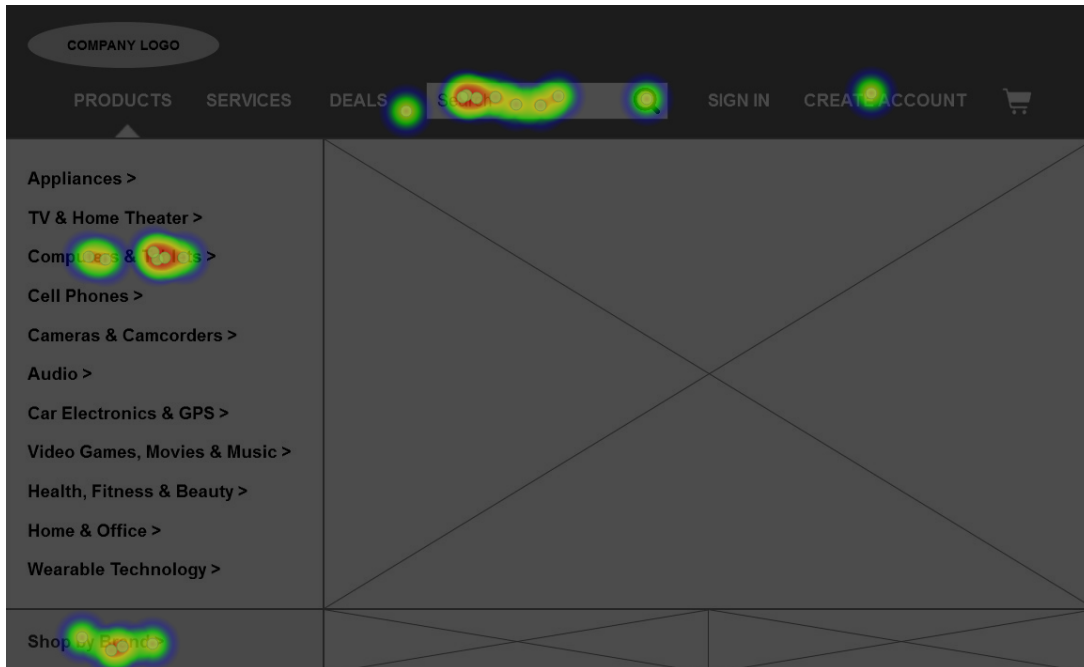
35% suitable path	15% search option	50% not suitable path
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there is a high percentage of users not on a suitable path, primarily caused by 40% of test participants who chose "Wearable Technology". this is misleading as it does not help them to find the product. only 35% of users chose suitable paths and their clicks are spread out. 15% of users chose the search option and this is within the expected range.

recommendations: the categories "Wearable Technology" and "Health, Fitness & Beauty" appear too generic and unclear; an open card sorting test could help organize their content and improve their labels.

task: your beloved Amazon Kindle e-reader is a bit old and you are thinking about getting the more recent Kindle Paperwhite instead. you want to read some customer reviews first. where would you click?

heat map:



analysis and recommendations:

top 5 choices	users %	response time	suitable path
Search Bar	40%	26 (seconds)	–
Computers & Tablets	30%	38	yes
Shop by Brand	20%	26	no
Deals	5%	18	no
Create Account	5%	30	no

overall results

30% suitable path	40% search option	30% not suitable path
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only 30% of users chose "Computers & Tablets", possibly suggesting a weak association between this label and e-readers. in fact, a more generic alternative (but not a suitable path) like "Shop by Brand" attracted a high percentage of clicks. the percentage of users that chose the search option was large and outside the expected range. recommendations: "E-readers" could be added to the "Computers & Tablets" label ("Computers, Tablets & E-readers"). alternatively, and as a more thorough solution, an open card sorting test could help associate the "Kindle Paperwhite reviews" item to the most suitable category/label.