

Contact Lens Website Usability Testing

January 19, 2017



Executive Summary

LiquidHub tested a beta of companysite.com to evaluate site design, content, and overall usability among contacts wearers and people considering contacts. We found the site **successfully engages** and **educates** visitors on the company's products — **all ages and segments responded positively**.

Our research with a representative group uncovered several ways to improve navigation:

- **Reconfigure ALICE**
- **Expose mobile navigation**
- **Revise labels**

Testing indicated other **small improvements** to site design and **additional content** would add further value.

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01 Project Team

Project Team

Elizabeth Kaufer **Researcher**

Justin Wear **Director, Design Research**

02 Project Goals & Objectives

Project Goals & Objectives



Usability

Validate companysite.com for ease of use and engagement.



Findability of content

Observe navigation to targeted areas and the paths participants take.



Reactions to ALICE

Gauge understanding of and reactions to ALICE.



Differences in user groups

Understand differences among user groups (Considerers, New Wearers, and Current Wearers) and age groups.

03 Method

Method

Usability Testing

What users say they do is typically different than how they actually use a product. Usability testing allows you to observe how your product is used.

Compared to quantitative testing, usability testing involves a smaller set of users to gain qualitative insight on content, design, navigation and ease of use.



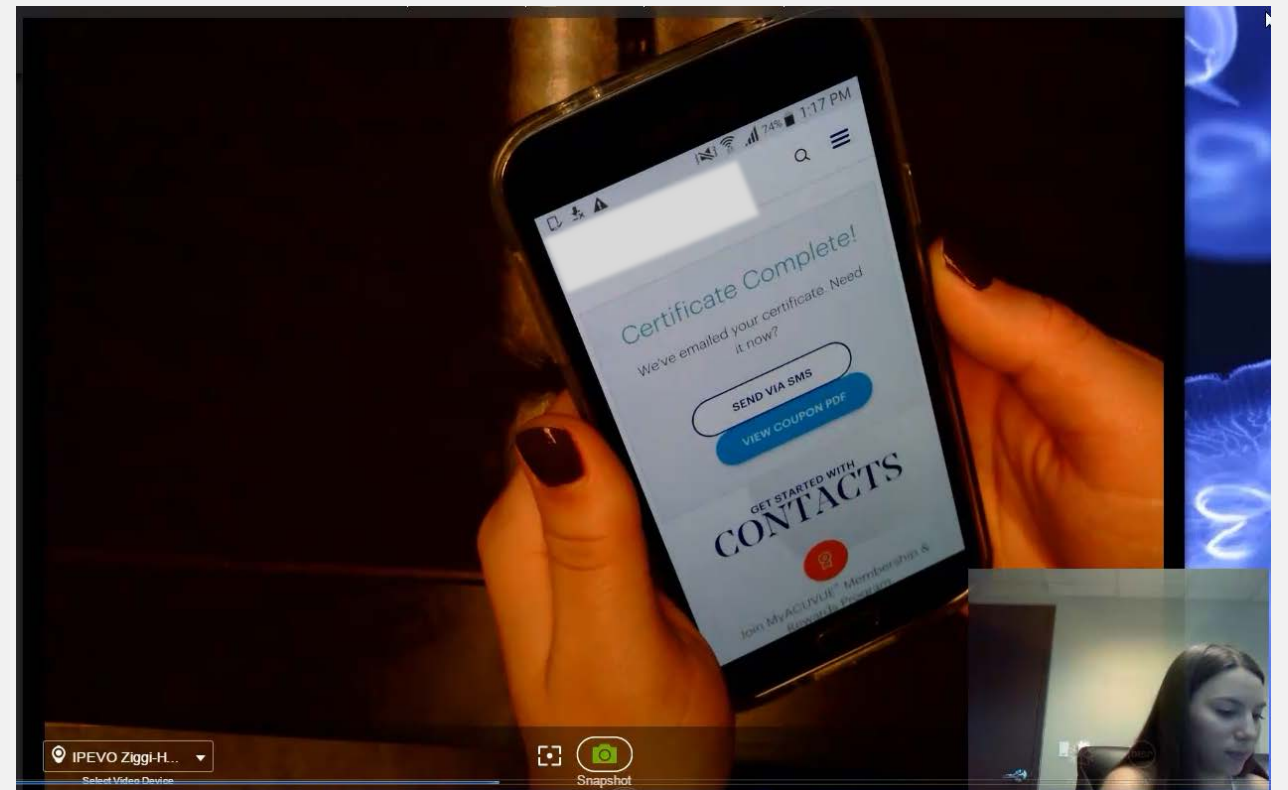
Method

LiquidHub tested a beta version of the contact lens website with eight participants (visitors) in Philadelphia and 10 participants in Tampa, December 8–14, 2016.

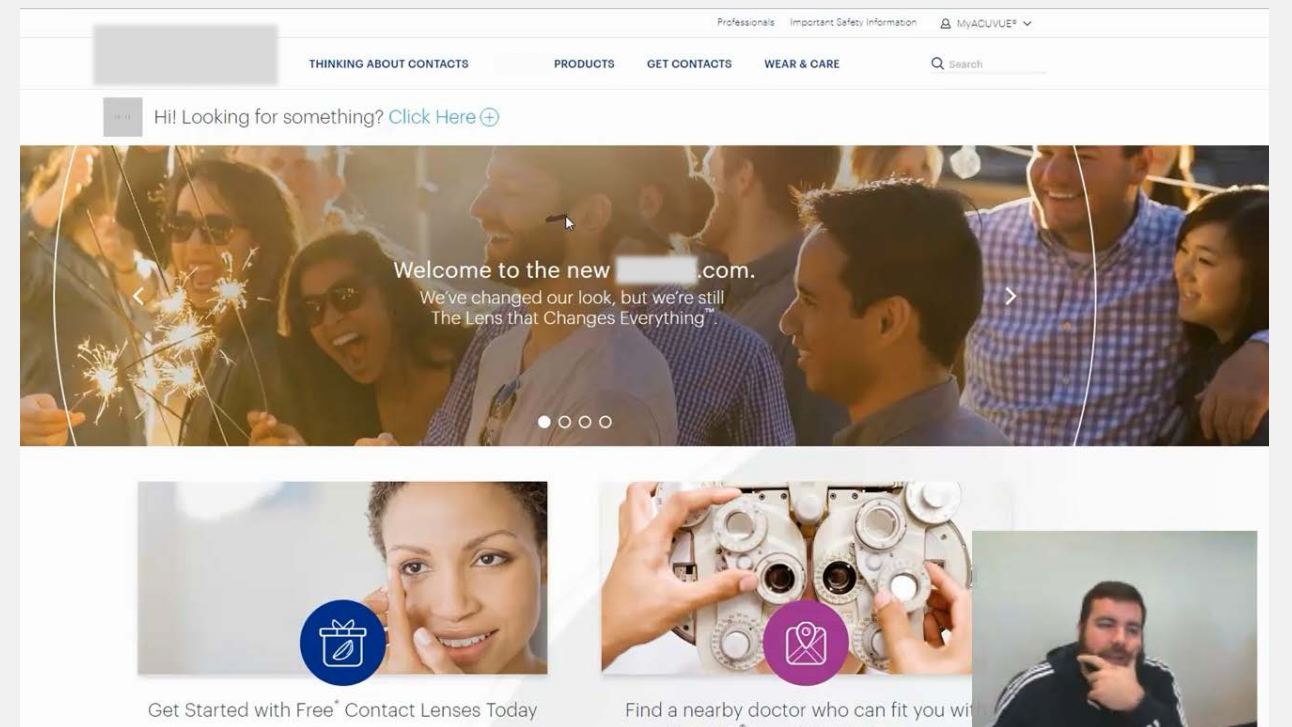
Participants were a mix of Considerers (considering contacts), New Wearers (wearing contacts 1–3 months), and Current Wearers (wearing contacts longer than 3 months), and a mix of ages.

In each 60-minute, in-person session, visitors:

- Used either the desktop computer or mobile phone (iPhone 6 or Android Galaxy S5) for the majority of the session
- Freely explored the site
- Attempted directed tasks targeting these areas of the site: free trial, locate a provider, company Rewards, product pages and ALICE



Mobile testing



Desktop testing

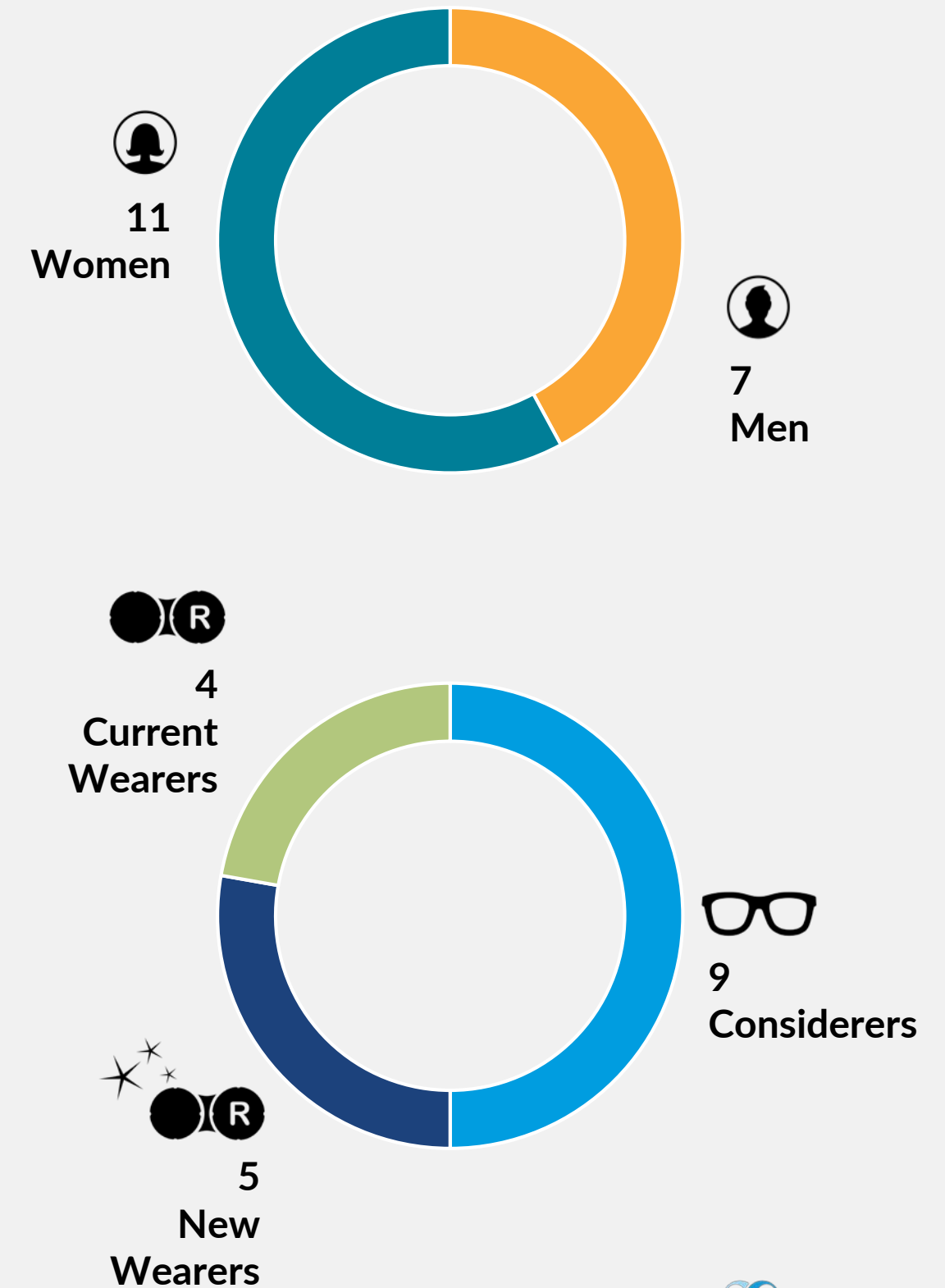
Method

In our analysis we balance:

- Participant comments
- Direct observation
- Expertise in human behavior

All findings relate to substantial observations.
Quotes are representative.

Participant Summary



04 Findings & Recommendations

- Positive overall reaction
- Users have specific content needs
- ALICE does not meet expectations in its current form
- Mobile navigation has opportunities for enhancement

Positive overall reaction

“[The website] gives you all this information so that you feel confident in buying the specific contact lenses.”

—New Wearer ✨👁️🇷

Visitors liked the site's content and visual design

"I've always thought [company] was a really great brand, for me [this site] just confirms that." —Current Wearer

"[The site] answered all the questions I had and then some. ... Half the questions I had were right on the homepage." —Considerer

"[Looking at the website] would've helped me determine better which kind of contacts I would have needed to use versus me just going off of what I think or my doctor thinks." —New Wearer

Findings:

Visitors of all ages liked the colors, photographs and icons used on the site, and said the font was easy to read.

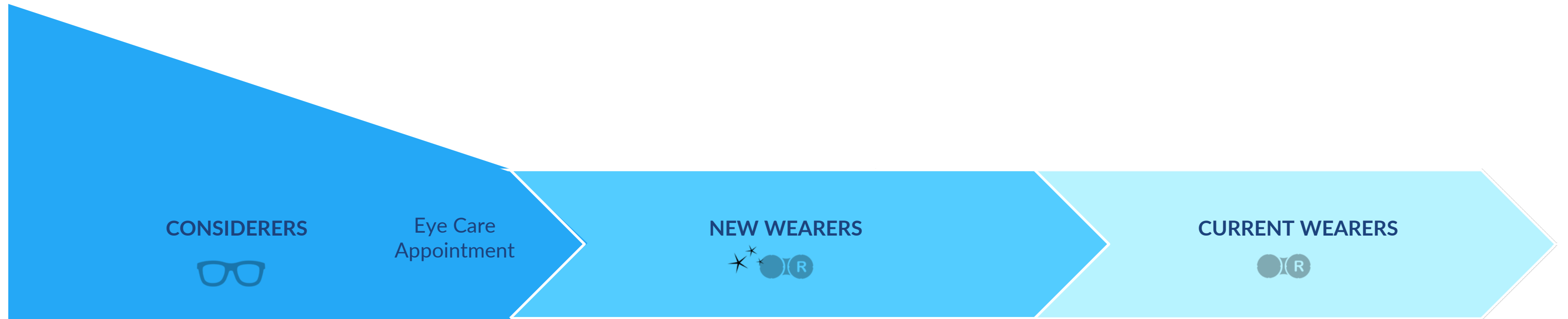
Labeling and categorization throughout the site made sense to visitors.

Visitors said the testing site improved or confirmed their positive perceptions of the company.

- Visitors recognized the company by logo in top left corner and other mentions of the company throughout the site (e.g., "Welcome to the new companysite.com").

Users have specific content needs

Each user group has specific content needs



Content needs:

- Lifestyle/eye conditions
- Cost
- Reviews
- Comfort
- How to put in/take out
- How long can wear for
- Eye Care Providers
- Compare to glasses

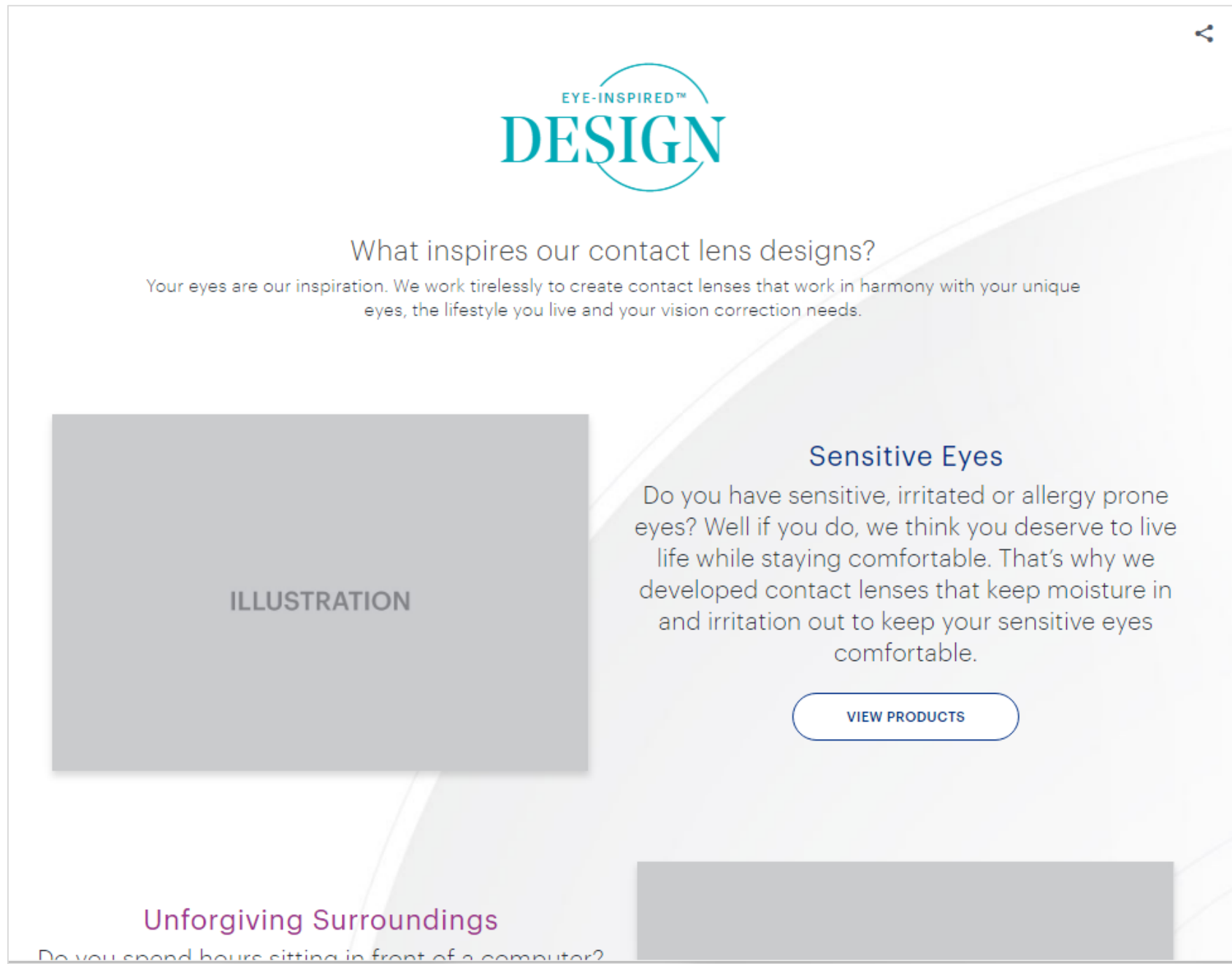
Content needs:

- How to put in/take out
- Cleaning/care tips
- Coupons/savings

Content needs:

- All products
- Cost
- Reviews
- Coupons/savings

Visitors misunderstood certain labels



Eye-Inspired Design

Findings:

Contact Types and *Eye-Inspired Design* included lifestyle content, but page labels do not clearly communicate this.

Visitors found the title *Eye-Inspired Design* misleading.

- Based on the title, visitors expected lens-manufacturing information.
- Page content discusses which company products are best suited for different conditions and lifestyles.
- Visitors said *Find the Right Contacts for You* or *Which Contacts Are Right for You?* would better suit the page.

Several expressed interest in taking a lifestyle quiz to help figure out which lenses to purchase.

Visitors misunderstood certain labels

UNDERSTANDING
CONTACT LENSES

Contact lenses are available in different types and varieties. Finding the right lenses depends on your lifestyle, your budget, and your vision needs.

LENSES BY TYPE SEE BELOW LENSES BY CONDITION SEE BELOW LENSES BY LIFESTYLE SEE BELOW

LENSES BY TYPE

- Daily Contact Lenses**
Care
Daily disposable contacts are inserted on the eye every morning and thrown away every night, so you don't need care solutions.
Lifestyle
One and done is an easy care routine for many first-time wearers or people with active lifestyles.
Cost
\$310 –\$1,400 annually.
DAILY PRODUCTS
- 2-Week Contact Lenses**
Care
Simply clean daily and store in lens solution overnight to maintain safety and cleanliness.
Lifestyle
2-week contacts require basic care and upkeep, but also enable you to have one pair for a longer period of time than just a day.
Cost
\$175–\$1,055 annually.
BI-WEEKLY PRODUCTS
- Monthly Contact Lenses**
Care
Basic care and upkeep—storing and cleaning in lens solution overnight—for you to keep them for an extended period of time.
Lifestyle
Because you'll have these longer, they require some amount of responsibility to keep them clean.
Cost
\$140–\$600 annually.
MONTHLY PRODUCTS

Contact Types comparison chart

Findings:

Contact Types, which includes a comparison chart, intends to help users choose the right lenses, but few visitors clicked on it.

Several visitors said they would like to see but couldn't find a comparison chart of different lenses.


Recommendations:

- Create a short lifestyle quiz to help users determine which contact lens would best suit them. Model this quiz after the questions an ECP would typically ask during an appointment.
- Combine *Contact Types* with *Eye-Inspired Design* and retitle to *Find the Right Contacts for You* or similar. OR
- Retitle *Eye-Inspired Design* to *Which Contacts Lens is Right for You?* or similar.
- Retitle *Contact Types* to *Choosing the Right Lens* or similar.

Older users need some additional content

The Real Differences Between Contacts & Glasses

Getting contact lenses means having the added responsibilities of handling and cleaning them, but they also allow the freedom to live life outside your frames. So what are the real differences between contacts and glasses?



Contacts

Glasses

BENEFITS OF CONTACT LENSES

- Sports & Activities**
People with active lifestyles, such as athletes or with jobs where glasses can be a distraction, can get the vision correction they need.
- Field of Vision**
Contacts move with your eye, allowing a complete and natural field of vision that won't be obstructed by frames or cause distortions between what you see through your glasses and what you see outside of them.
- No Obstructions**
Contacts don't get water on them in the rain or fog up when you go from cold to hot. You'll also never catch a glimpse of a frame in your peripheral vision.

Contacts vs. Glasses

Findings:

Older Considerers needed to know if contacts would work for their specific eye conditions (e.g., bifocals for nearsightedness) and wanted to see more explicit reassurances that they could wear contacts.

- For example, one visitor expected to find information on multifocal contacts on *Contacts vs. Glasses* but didn't see it.

All older Considerers wanted to know if the company's contacts would be hard or soft, but could not find it on the site.

Some older visitors noticed that most of the photographs were of young people and assumed the site was targeted toward a younger demographic.

Older visitors were more hesitant to sign up for a Rewards account without a fuller understanding of how the benefits worked.

Recommendations:

- Include more content on specific eye conditions that target older users, e.g., multifocal contact lenses, in areas such as *Common Myths* and *Contacts vs. Glasses*.
- State whether a lens is hard or soft on the product page.
- Use more diverse photography across the site to include older users.
- Include additional information on Rewards requirements and benefits (see page 31).

Additional targeted content is needed for Considerers

FREQUENTLY ASKED QUESTIONS	
TOP FAQ'S	
How old do I have to be to wear contact lenses?	+
Are contact lenses comfortable to wear?	+
Can contact lenses get lost behind my eye?	+
Can contact lenses get fused to my eye?	+
Can contact lenses pop out of my eye?	+
Can contact lenses scratch your eye?	+
CONTACT LENSES	
Why do I need a prescription for contact lenses?	+
Is my contact lens prescription different than my eyeglass prescription?	+
How do I get a contact lens prescription?	+
What is a base curve?	+
What is diameter?	+
WEAR & CARE	
Is it difficult to take care of contact lenses?	+

FAQ

Findings:

Considerers found answers to most of their questions about contacts on the site, however, many were not sure how long they could wear lenses before requiring removal.

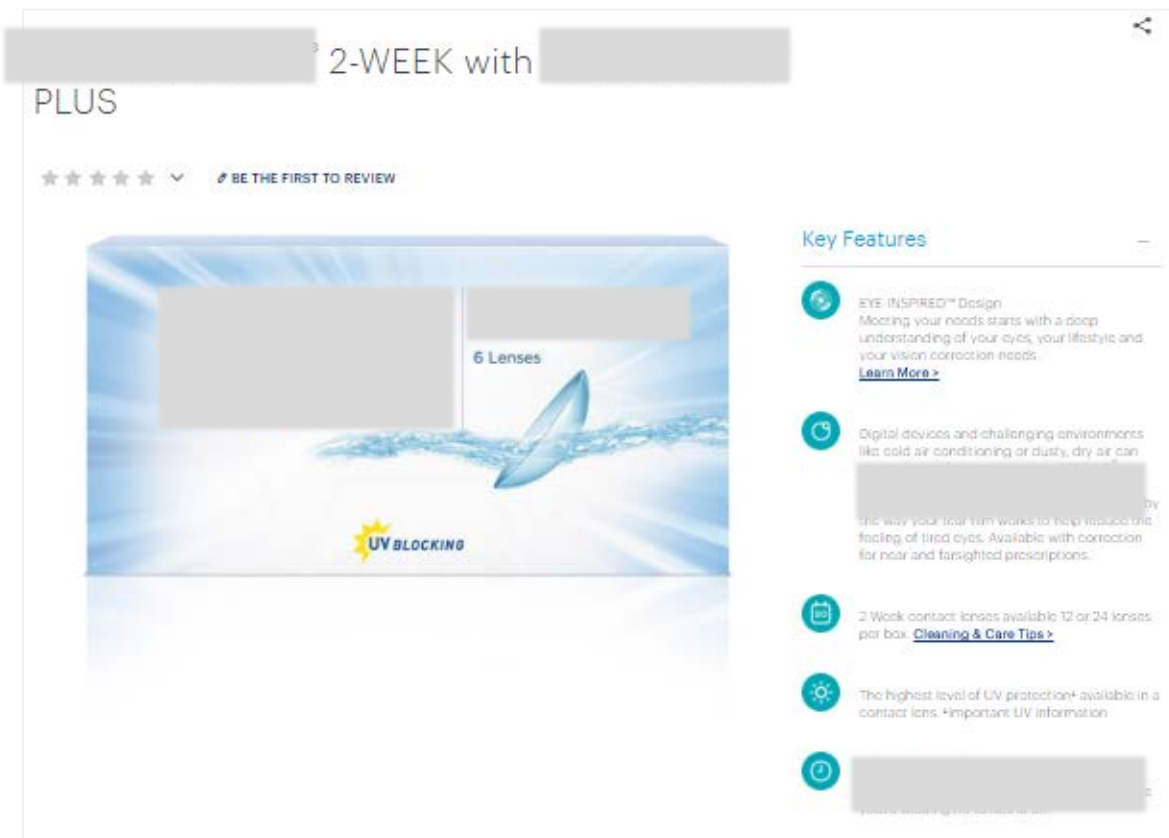
- Even after spending time on the site, they assumed that *2-week* and *monthly* meant how long the contacts could be left in their eyes without removal.
- After reading through product information, many visitors were still unsure what “extended wear” contacts mean.

Five visitors said they wanted to see a video on how to put in and take out contacts but four could not find it right away.

Recommendations:

- On the *Common Myths*, *FAQ* and *Contacts vs. Glasses* pages, add extended wear information, e.g., “How long can I leave contacts in?” and “How often do I need to replace my contacts with new lenses?”
- On product pages, add or link to extended wear lens-care information on product pages, e.g., “Remove contacts every day, replace every two weeks.”
- On *New Wearers Guide*, add how-to videos or GIFs demonstrating lens application and removal.

Product pages have almost all required information



Product page

“Exactly what I would be looking for...star ratings ...key features. ...This is great...it's a snapshot of the contact as a whole.” —Current Wearer

Findings:

Visitors said the information on product pages was useful and complete. They liked the product filters on the *All Products* page, and the layout and icons on individual product pages.

- Several mentioned that seeing "Satisfaction Guaranteed" was reassuring.
- From a content strategy standpoint, there is no clear distinction between the information in *Key Features* and *Product Details*.

Some visitors wanted before and after photos to get an idea of how the enhancement contacts would look in their eyes.

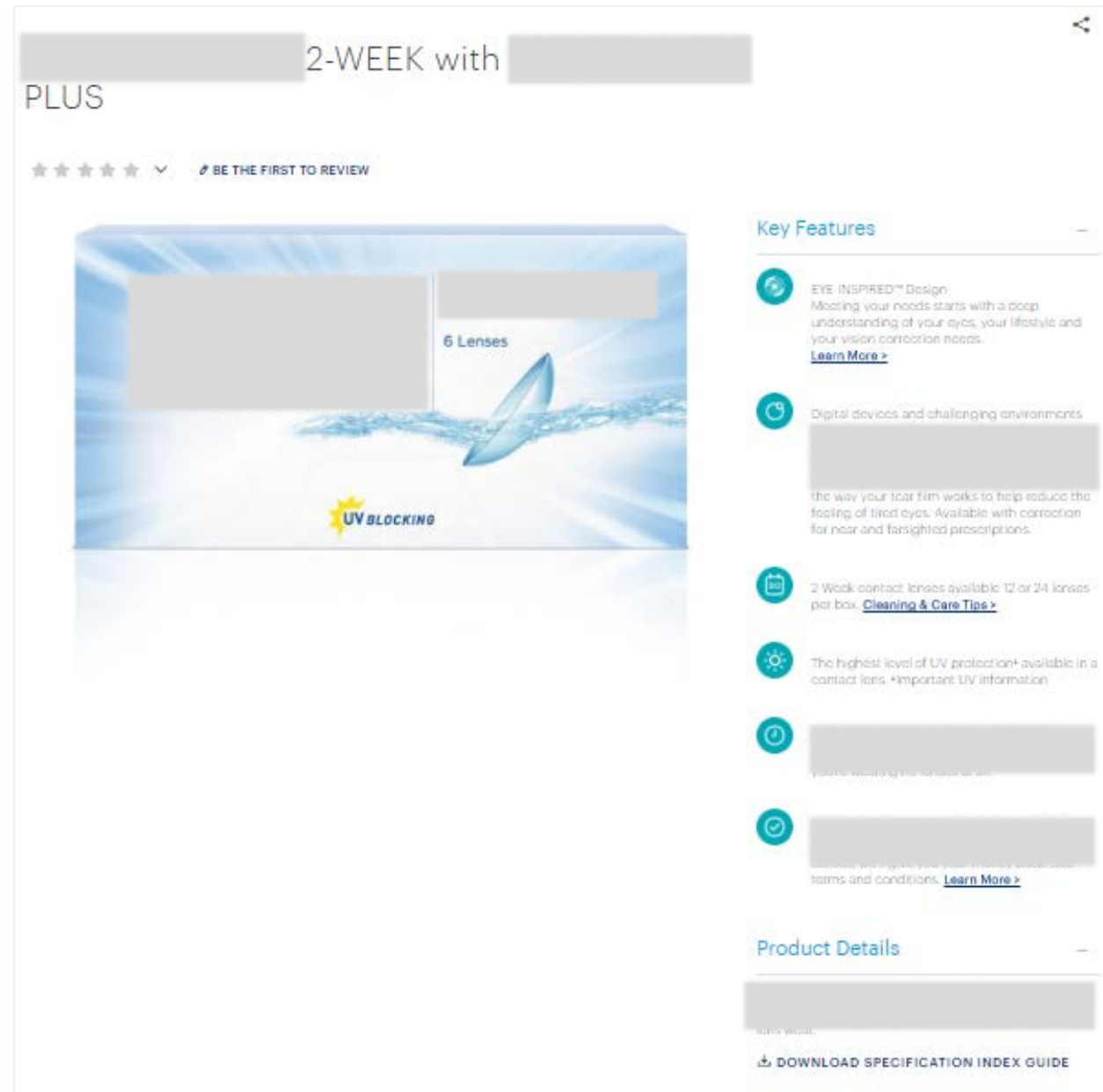
Three visitors wanted to know what the best contact solution would be to go with the lens.

Visitors expected pricing information on product pages (see page 27).

Recommendations:

- Consider adding ecommerce functionality (see page 27).
- Include recommended products such as lens solution or cases to take advantage of cross-selling opportunities.
- Add photos to illustrate the benefits of the beauty enhancement contact lenses.
- Move text from *Product Details* to *Key Features*; leave PDF download in *Product Details*.

Visitors expected pricing information from the site



Product page

Findings:

Most visitors want to know how much lenses will cost, but could not find that information on the site.

- Visitors acknowledged they might not pay the price listed, but wanted to at least estimate the cost.
- Visitors expected to find pricing on product pages.

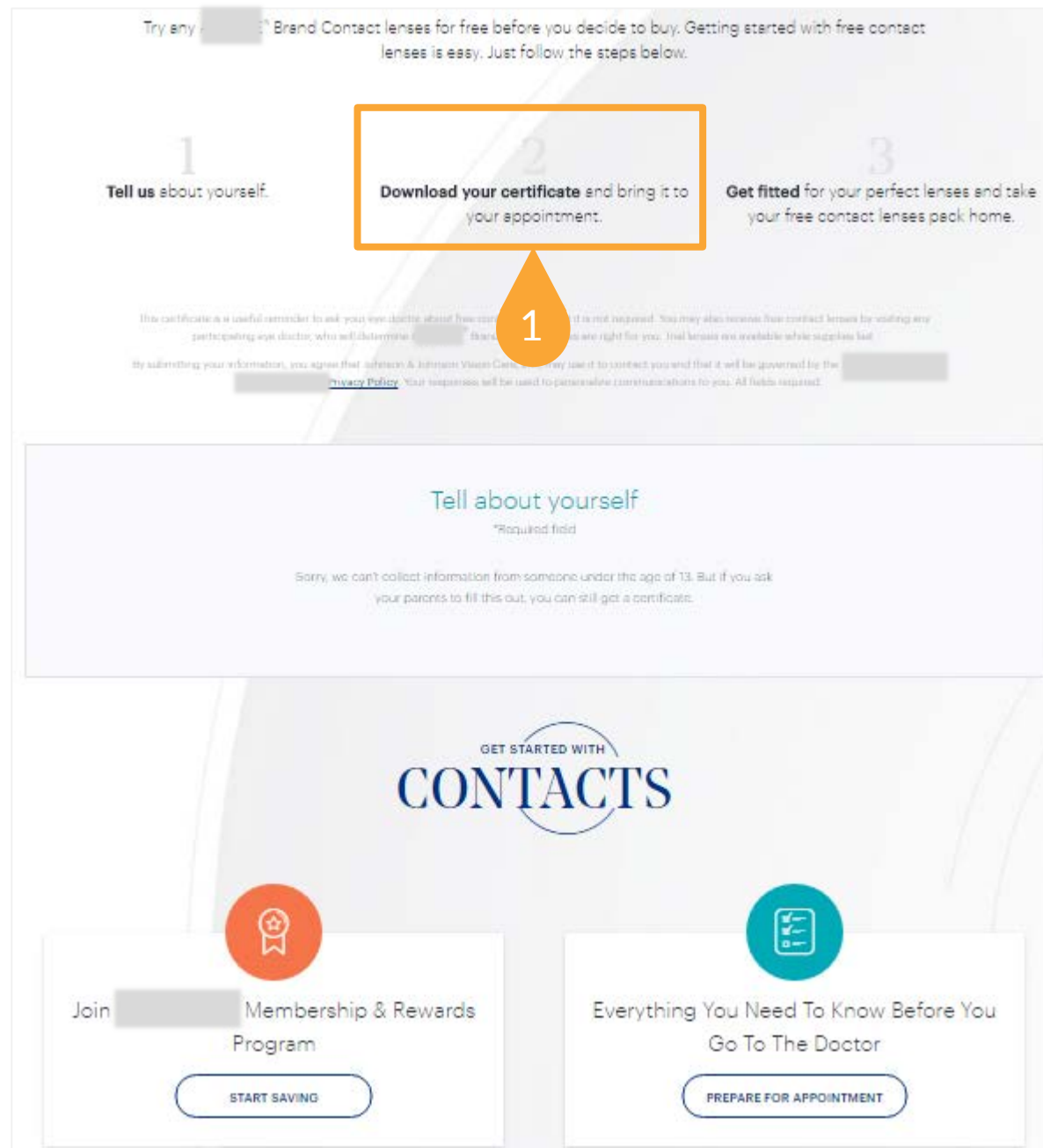
Many visitors expected to be able to order lenses on the site.

Several visitors mentioned wanting to be able to compare selected products (e.g., bestbuy.com visitors can select up to three items to compare).

Recommendations:

- Add a comparison feature and test its efficacy with users.
- Add ecommerce functionality. *OR*
- Link to trusted vendors from product pages.

Additional clarity needed on free trial



Free trial

Findings:

The free trial was highly appealing to both Considerers and Wearers. Visitors felt comfortable filling out the form as it did not require a lot of personal information.

- Some visitors wondered if the *Parent's email address* field was required for adults.

Some visitors did not realize that the certificate had been emailed to them: they only noticed the buttons for SMS and PDF download.

- They liked the options available for receiving the certificate and said those would be convenient.

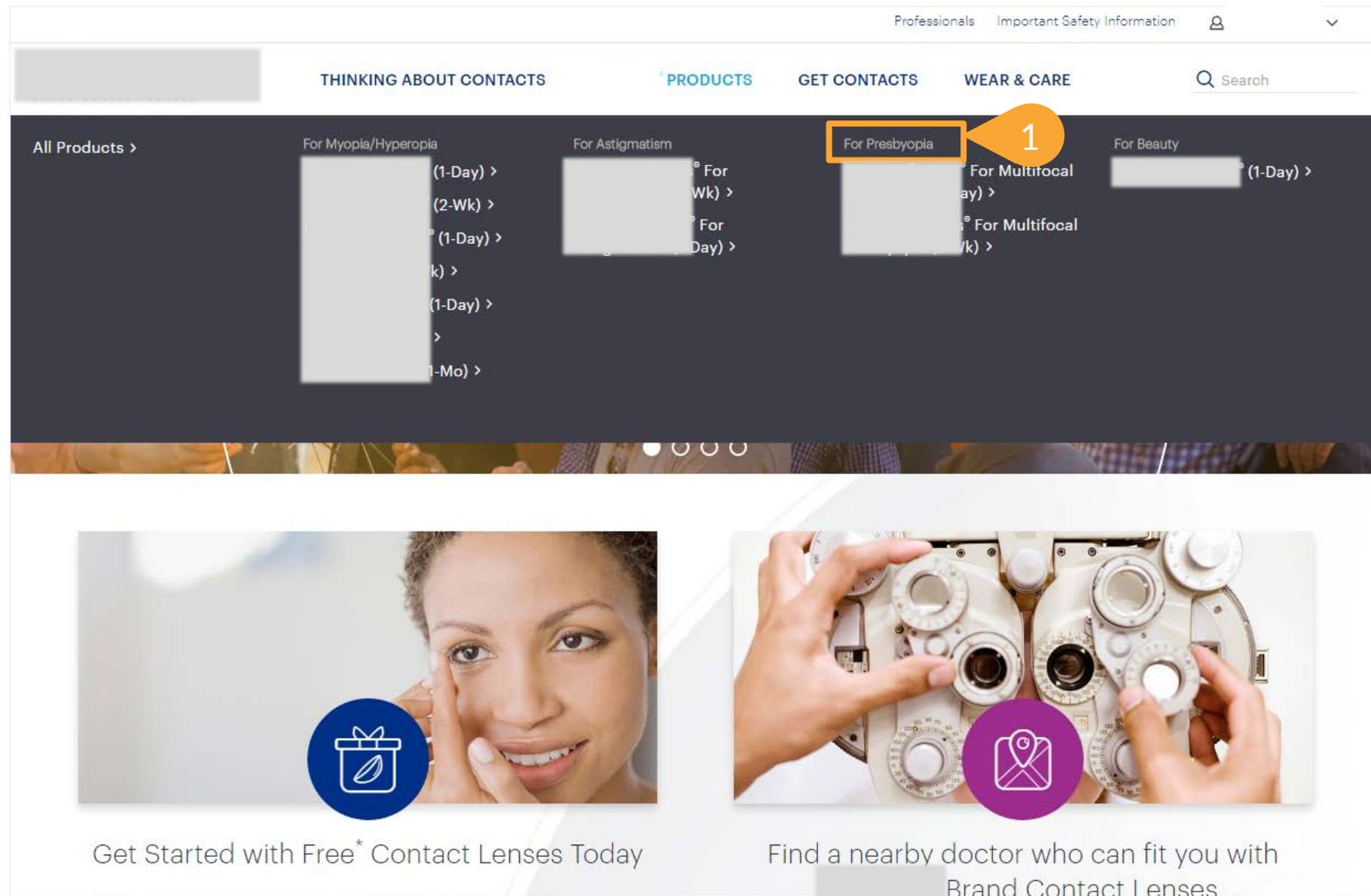
On mobile, the form is below the fold: a few visitors expected to click on the phrase *Download your certificate* (1) to access the certificate.

Many expected to find a link to *Find a Doctor* directly from the free trial page or from *Prepare for Your Appointment*. However, they needed to go back to homepage or to navigation to find it.

Recommendations:

- Add a link to *Find a Doctor* on the free trial and *Prepare for Your Appointment* pages.
- Clearly indicate the form field for parents' email is optional. OR
- Only reveal the field if the user inputs a birthdate below a certain age.
- Make “Tell us” clickable to automatically scroll down to the form.

Visitors did not recognize clinical terminology



Top-level navigation: products

Findings:

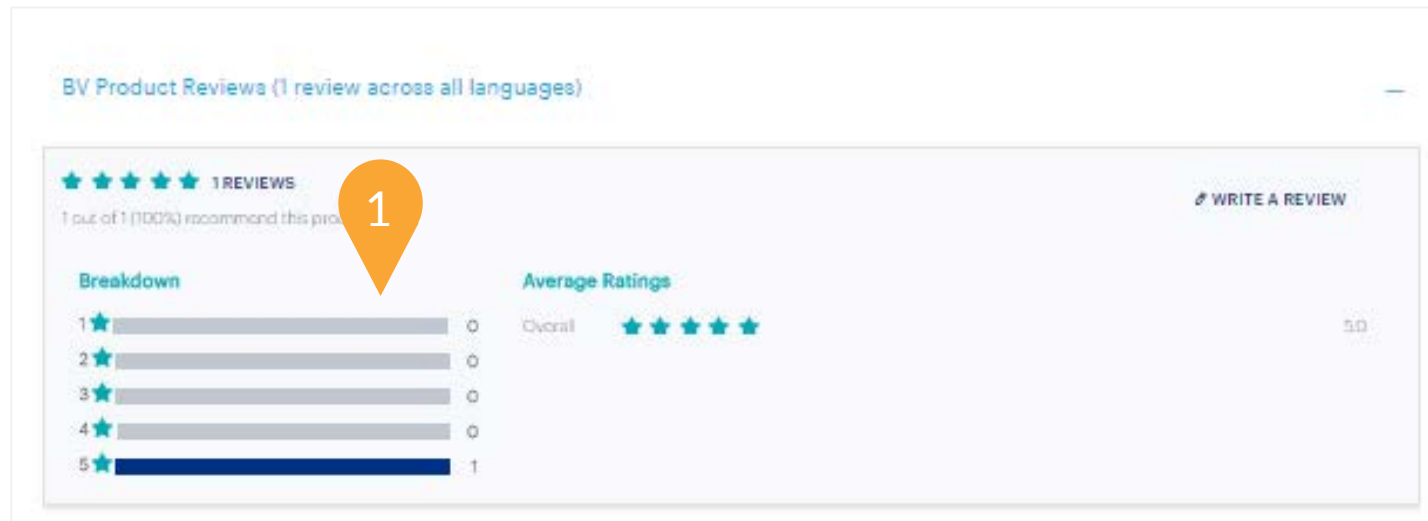
When reading labels in the top-level navigation and product filters, some visitors did not recognize clinical names, e.g., presbyopia (1), and weren't sure if they had those eye conditions.

This contributed to confusion over deciding which product was right for them, and, for Considerers, if contacts were right for them at all.

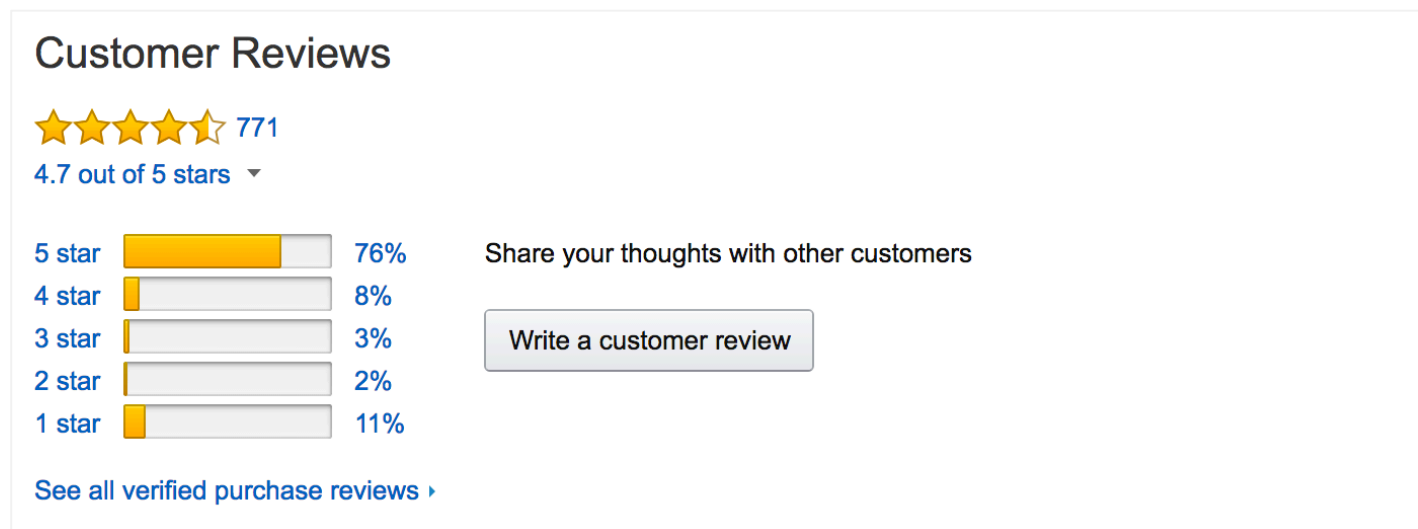
Recommendation:

- Include layman's terms in parentheses for technical words or explanatory text, similar to existing company website.

Reviews are important for purchase decisions



Companysite.com product review



Amazon.com product review

Findings:

Most visitors said that reviews of contact lenses helped them evaluate if the product was right for them.

- They found reviews easily on individual product pages and liked seeing the rating stars.

The ranking (1) is out of order: sites like Amazon.com list the highest rating first.

A few Considerers also mentioned wanting to see testimonials or stories from contact wearers to help them confirm if contacts would work for their lifestyle.

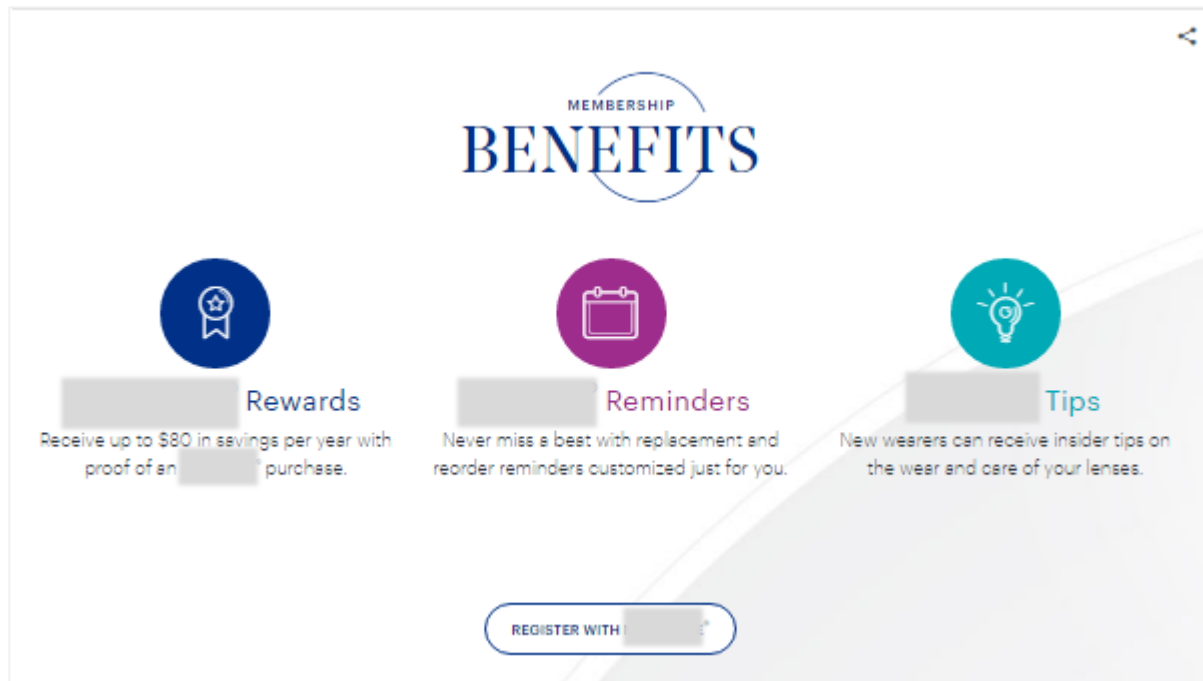
- For instance, one visitor was an electrician and wanted to hear from other people who work in tough conditions if contacts help or hinder their work.

Most visitors also said that they would look up an ECP to see reviews or check their ratings before deciding who to visit from *Find a Doctor*.

Recommendations:

- Consider adding testimonials or real-life stories to different areas of the site to illustrate how other people use contact lenses.
- Consider linking to ZocDoc or other rating service on individual ECP information pages within *Find a Doctor*.

Company Rewards needs additional information



Company rewards

“What do I have to do to get the rewards? ...It sounds like too much of a commitment without an explanation.” –Considerer

Findings:

Out of 18 visitors, 13 said they would sign up for a company account.

Visitors wanted more information on membership benefits and requirements. Specifically:

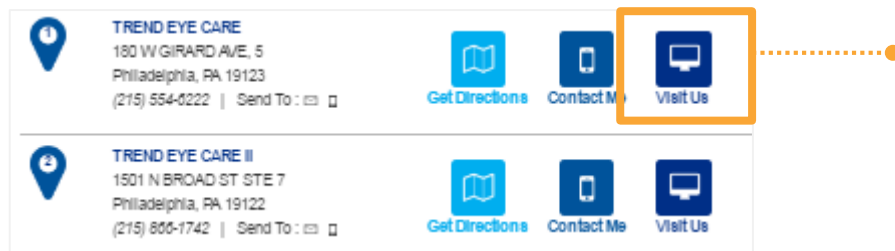
- What do they need to do to receive the \$80 in savings? How much do they need to purchase? How would they receive the \$80 (e.g., cash, coupon)?
- How would they receive reminders (sync to calendar, push notification, email)? Would they be reminders to reorder contacts or also reminders to change long-wear contacts (e.g., at the end of 2 weeks)?
- Some weren't sure how the tips would compare to what was already on the site.

Several visitors mentioned that they didn't want to receive a lot of emails from the company.

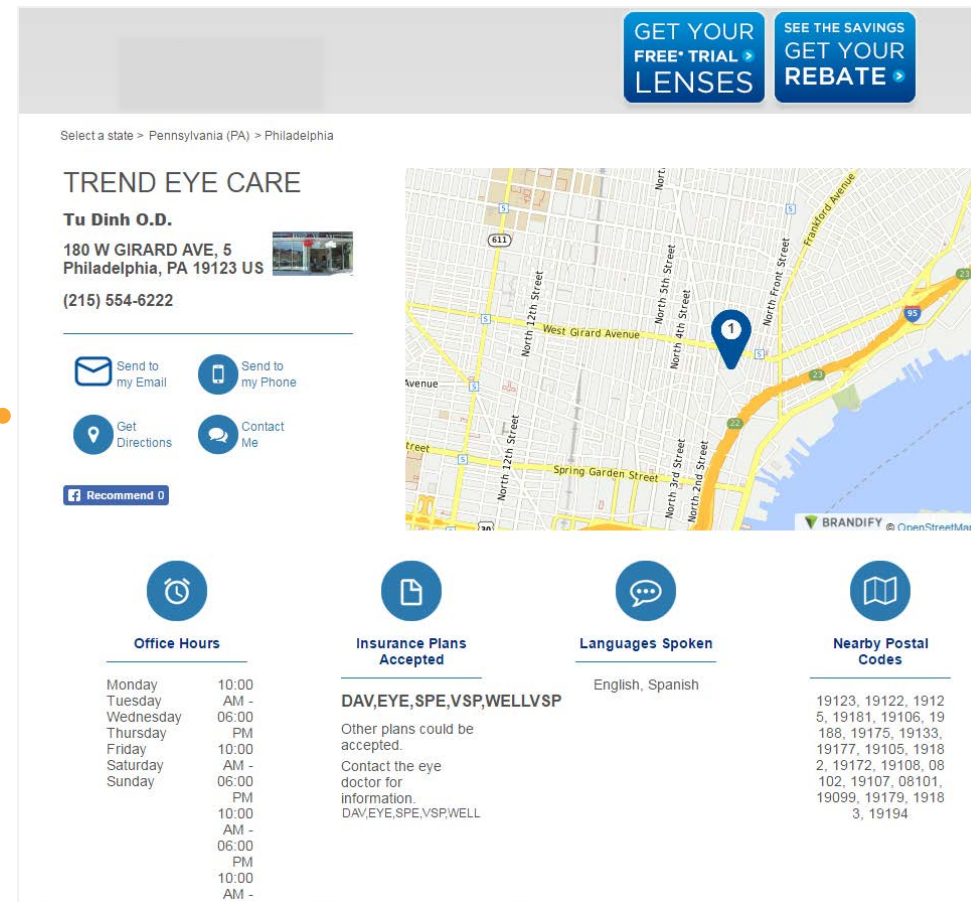
Recommendations:

- Include more detailed information on membership benefits, particularly how savings are earned and received.
- Make icons clickable (see page 39).

Visit Us did not match expectations



Find a Doctor results



Visit Us pop-up

Findings:

All visitors expected the *Visit Us* icon in *Find a Doctor* to link to the provider's own website, not another site by the company.

Visitors wanted to visit the doctor's website in order to evaluate them and get additional information on insurance.

Recommendations:

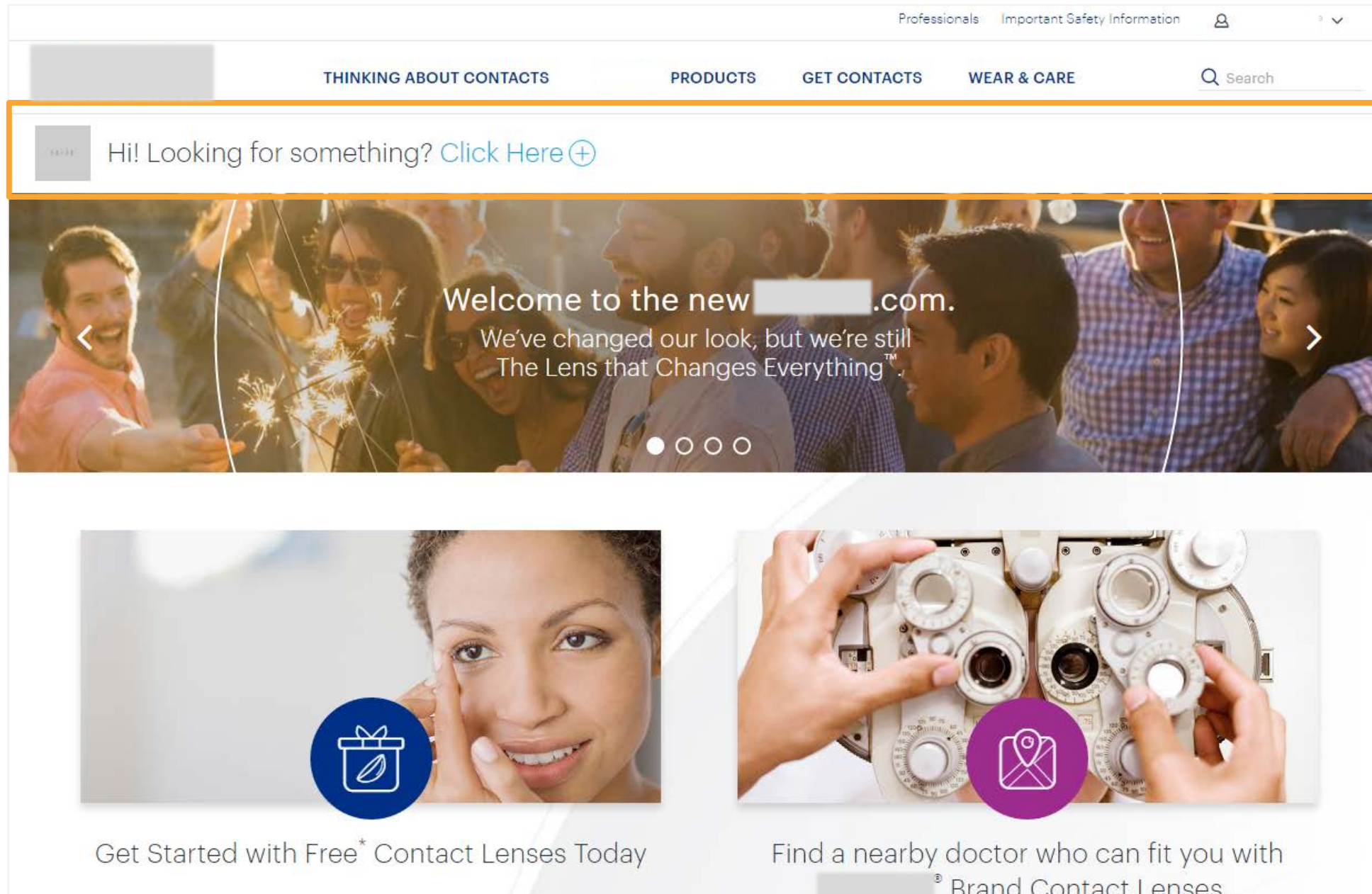
- Link *Visit Us* to a doctor's website in *Find a Doctor*. OR
- Change icon and label to *Details* or *More Information*.
- Include a link to the doctor's website (if available) on the information page.

ALICE does not meet
expectations in its current form

“[ALICE] had some of the information I was looking for, but not all of it.”

—Considerer 

Visitors avoided or did not notice ALICE



Homepage: ALICE (closed)

Findings:

Visitors rarely noticed or clicked on ALICE.

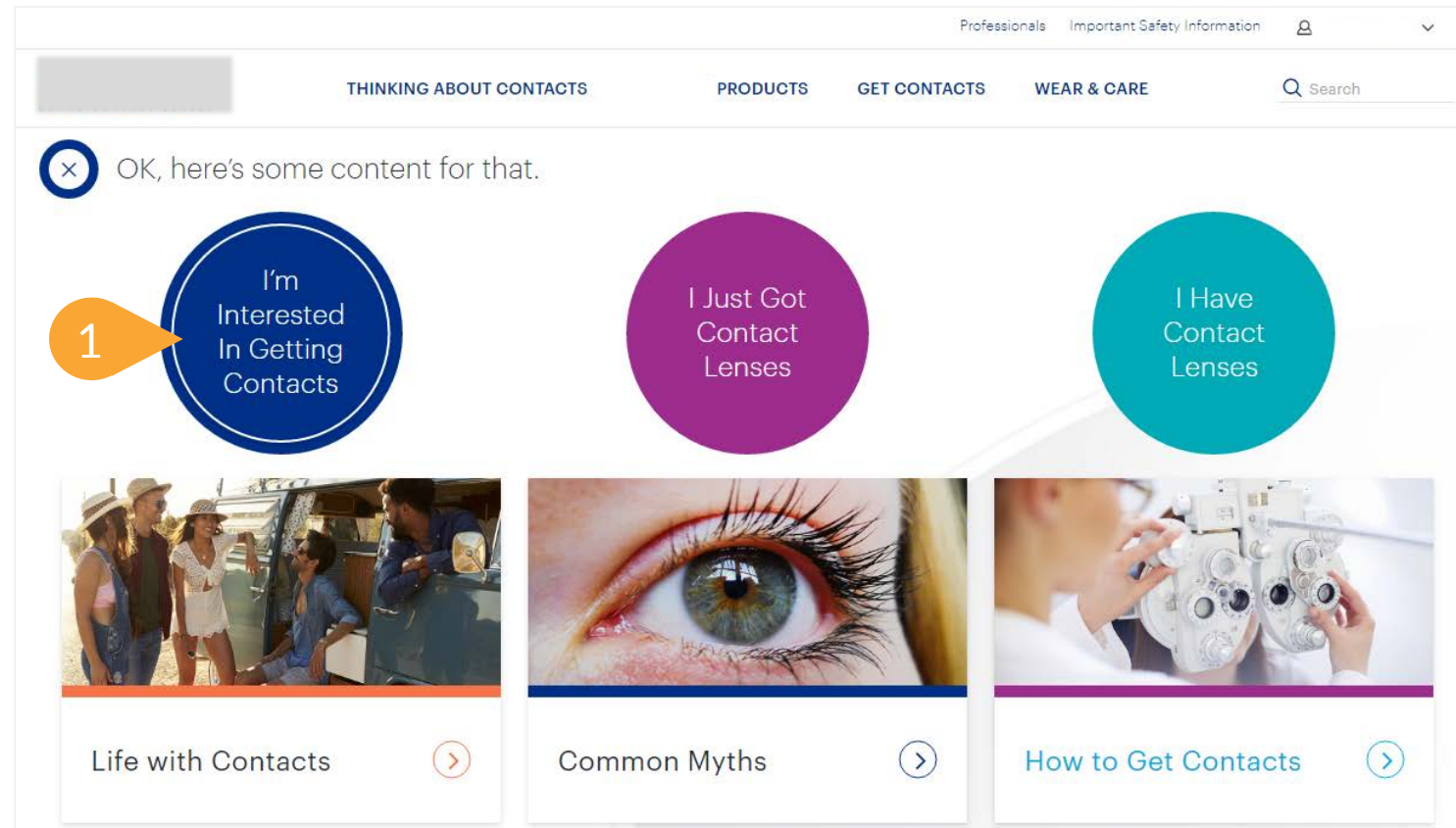
- Only three visitors clicked on ALICE unprompted.

Several said they tend to ignore that area of the screen because it's usually where banner ads are.

Others ignored ALICE in favor of the brighter, more appealing more appealing visuals (e.g., image carousel).

Several visitors thought the three text bubbles in ALICE were the same as the three bubbles further down the page because they were the same shape and color.

ALICE did not meet expectations



Homepage: ALICE (open)

“If I'm interested in getting contacts, all I want to [know] is how to get contacts. What do I need Life with Contacts or Common Myths for? ...I've already made that choice, I'm getting them.” —Current Wearer

Findings:

Visitors expected ALICE to offer chat, search or help.

Four visitors disliked ALICE and said its content was redundant.

Six liked ALICE's visuals; some hadn't found its content elsewhere.

Based on the label *Looking for something?*, six visitors expected ALICE to offer more than it actually does. They said they found more content in the top-level navigation.

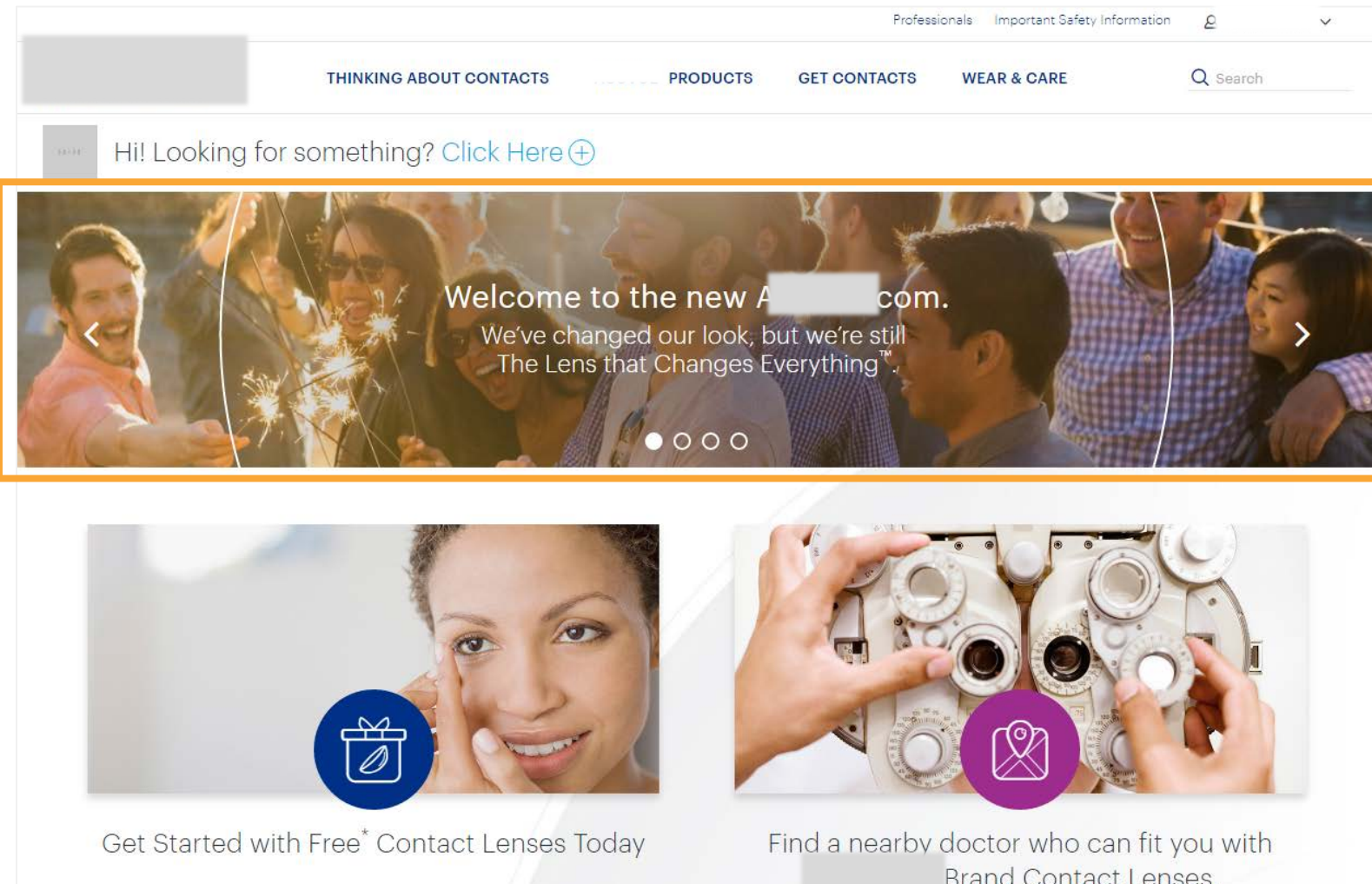
The label *I'm Interested in Getting Contacts* confused some visitors (1). They expected to be able to obtain ("get") lenses, not indicate general interest.

Overall, ALICE is not compelling enough to keep as is.

Recommendations:

- Remove “Hi! Looking for something?”
- Move some content from ALICE to image carousel (see page 37).
- Reorganize mobile navigation to expose more content (see page 40).

Image carousel directs visitors to content more effectively



Homepage: image carousel

Findings:

Most visitors interacted with image carousel on the homepage. A few visitors did not click through the carousel images on desktop, but visitors on mobile swiped through the images.

A few said that the text on the images was hard to read (e.g., *Welcome to the new companysite.com*).

Some visitors preferred navigating via the carousel.

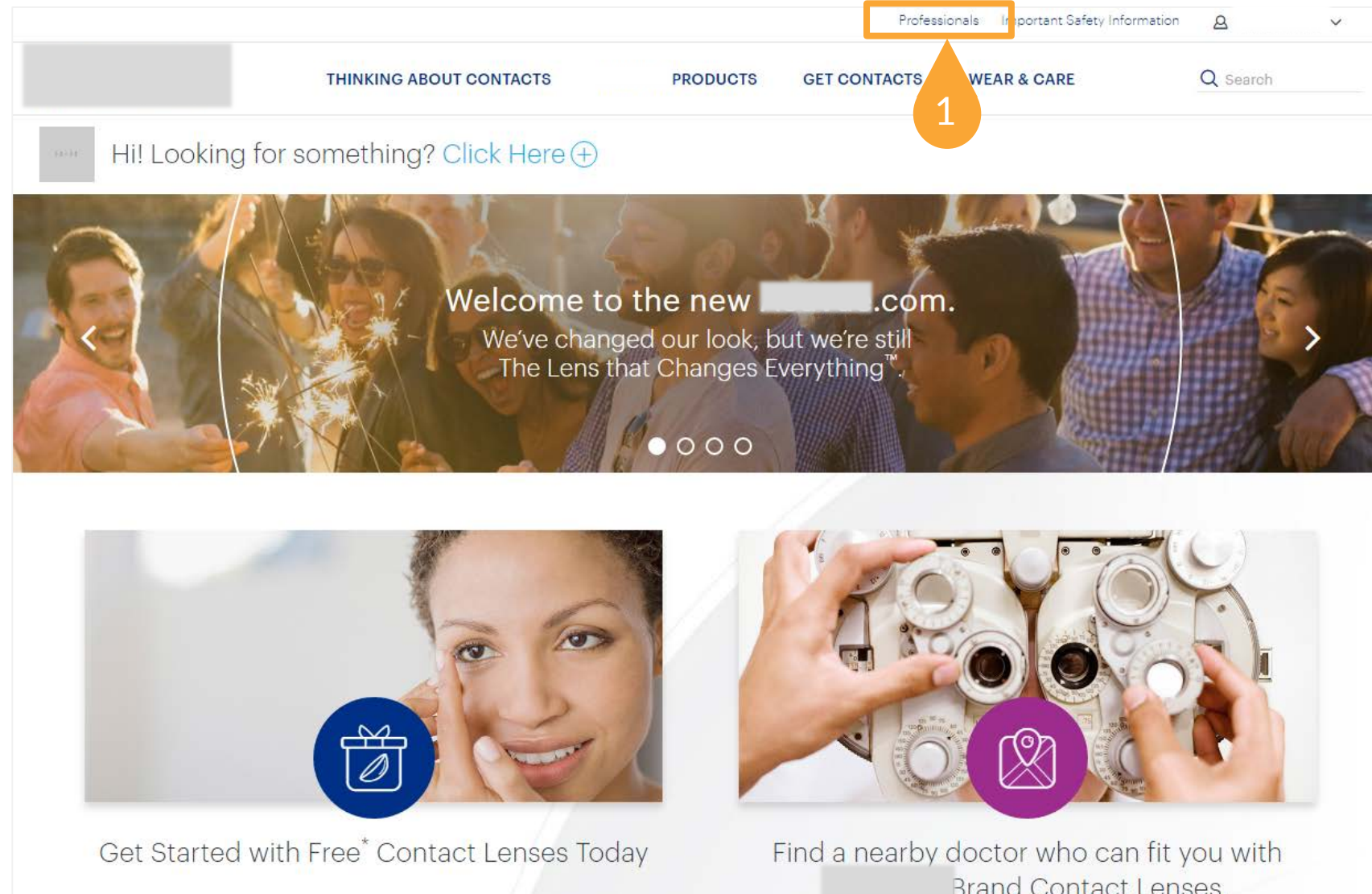
- Several visitors mentioned wanting to see content from ALICE in carousel than it being hidden behind ALICE.

Recommendations:

- Move *All Products* and *Common Myths* from ALICE to carousel so this content is more readily featured.
- Animate desktop carousel so users know about additional content.
- Increase text size and contrast on carousel images to make it easier to read.

Mobile navigation has opportunities for enhancement

Visitors found the site easy to navigate



Homepage

“I like how it's really easy to navigate. It's not too much writing, it's easy to get around.” —New Wearer

Findings:

Visitors stated that the site was easy to navigate on both mobile and desktop with a few exceptions.

Visitors easily found targeted areas from the homepage and through crosslinking throughout the site.

- Six visitors selected *Professionals* to find a doctor and did not immediately realize they were in the wrong place.

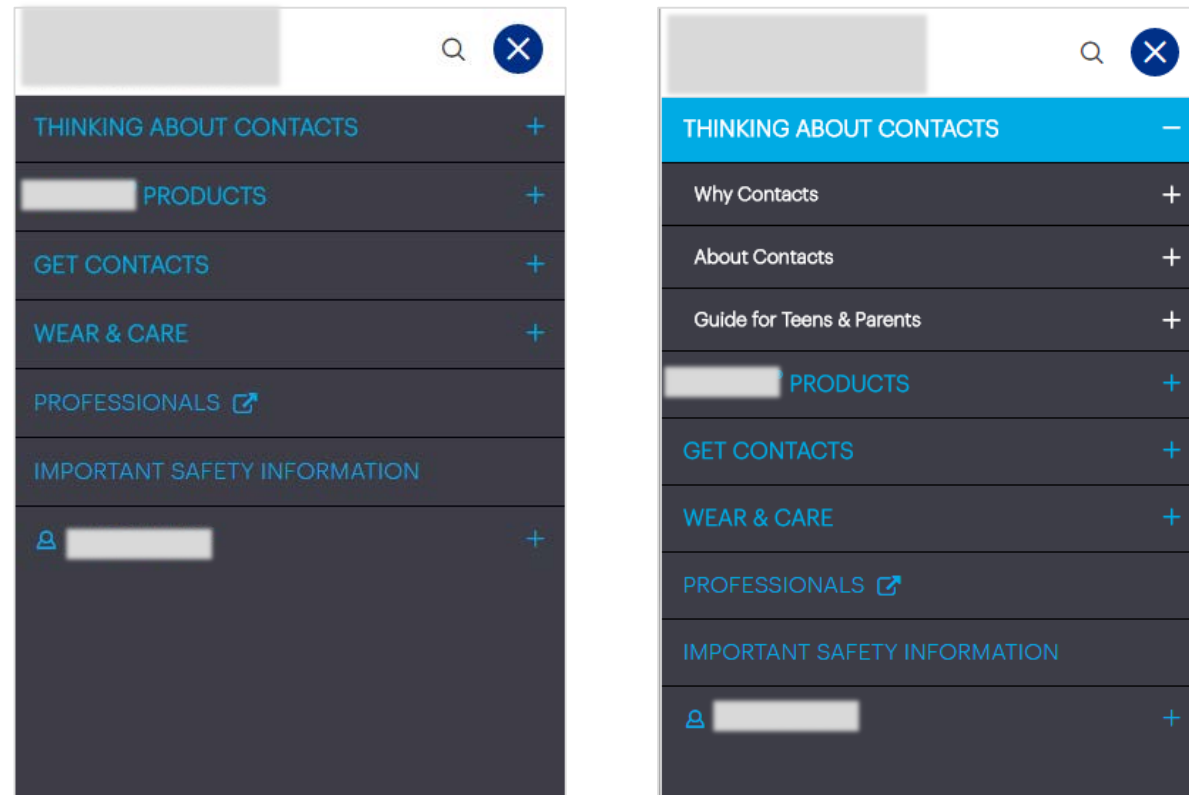
Many visitors expected to be able to click on an entire icon to go to another page.

- For instance, they tried to click on the Membership Benefits icons to find out more information on how the benefits worked.

Recommendations:

- Make icons clickable to align with users' expectations.
- Revise *Professionals* label (e.g., *Are You an Eye Care Professional?*) to avoid confusion.

Mobile sub-menus are too hidden



“I don’t think [mobile] was as detailed as [desktop].”

—Considerer

“[As a current wearer] I’d be looking for the different types of contact lenses, ...especially what options they have as far as extended wear.”

—Current Wearer

Findings:

Many visitors said desktop navigation was easier because the top level was exposed for them to see immediately.

- Visitors who switched to desktop from mobile tended to find more pages than they remembered seeing on mobile because of the exposed navigation.

On mobile, the navigation is hidden in hamburger menu with sub-levels and requires multiple clicks to find everything.

Visitors understood how to interact with the hamburger menu on mobile but several visitors navigated primarily from the homepage itself.

Many expected to see *Contact Us* in the bottom navigation on mobile, but could not find it because it was hidden behind sub-level navigation.

Wearers were primarily interested in product information which isn’t displayed prominently on the homepage and can be difficult to find on mobile.

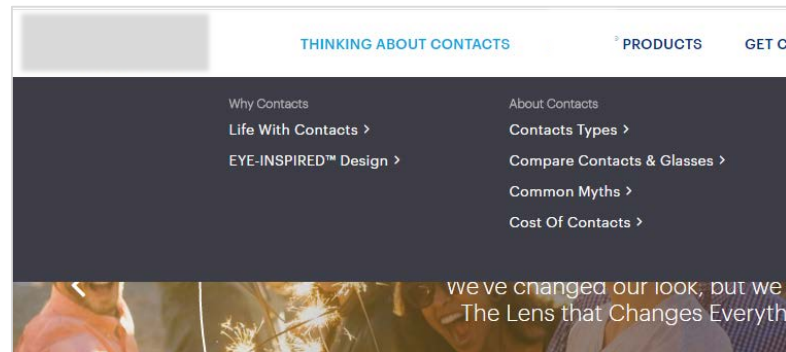
Recommendations:

- Remove sub-level navigation for *Thinking About Contacts*, *Products* and *Wear & Care* on mobile in order to expose these pages. Only use eye types (e.g., Astigmatism) that link to prefiltered results page.
- Expose *Contact Us* on mobile navigation.
- Move content to homepage (e.g., *All Products*) to the image carousel to facilitate browsing (see page 37).

Number of Clicks to *Contact Types*: Desktop vs. Mobile

Finding content on mobile requires too many clicks

DESKTOP



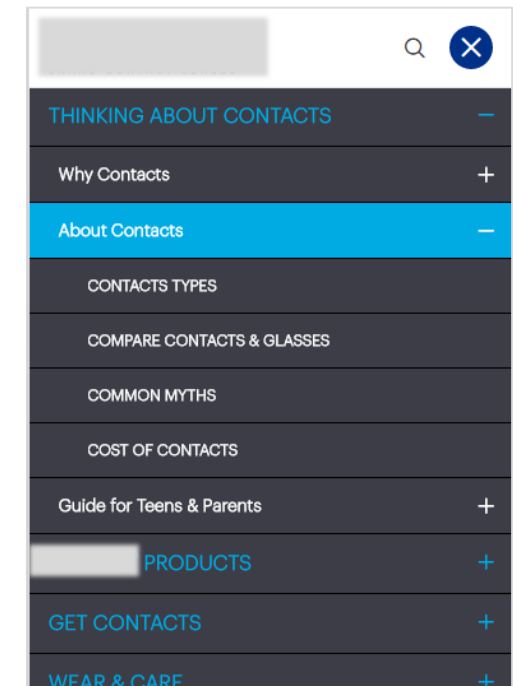
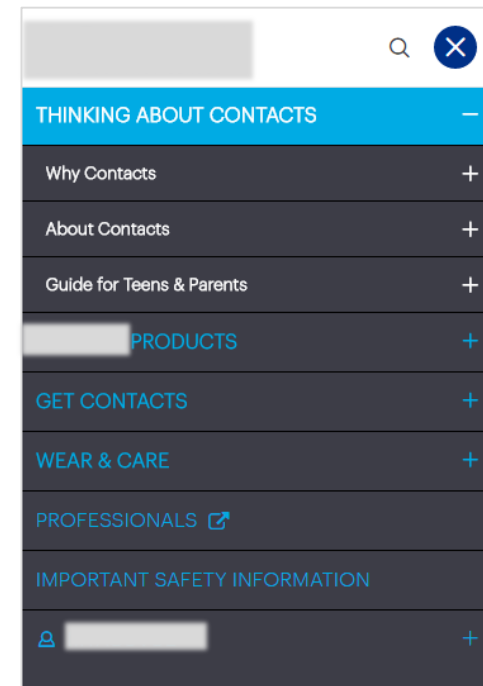
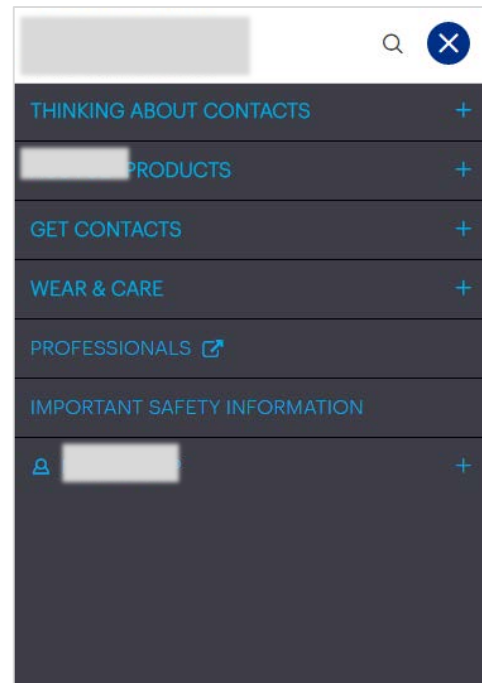
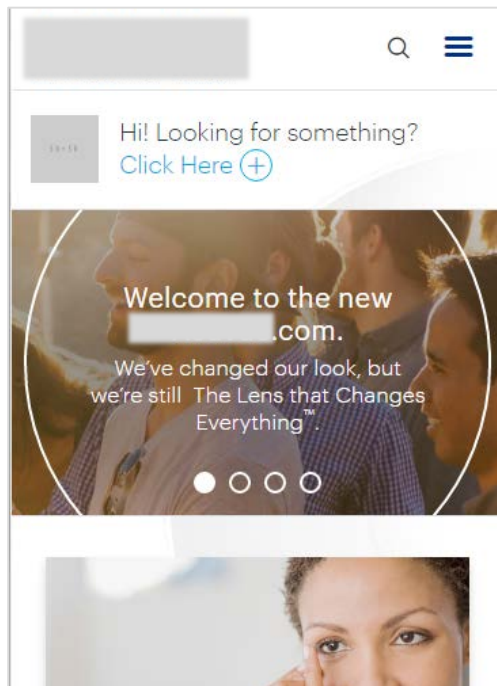
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2

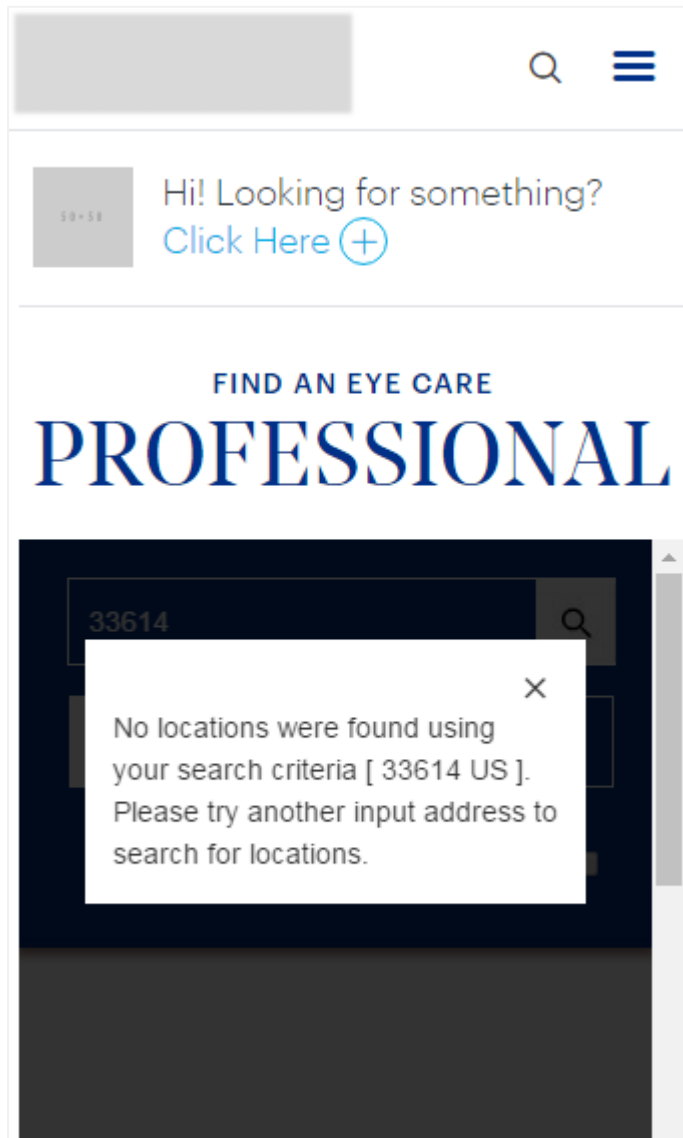
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4

MOBILE



Search radius limits results on mobile



Find a Doctor mobile search results

Findings:

Users can't adjust the search radius for *Find a Doctor* on mobile.

In many cases, the search did not return any results for the Tampa visitors because the search radius was too narrow.

Recommendation:

- Include search radius on mobile.

Pop-up windows confuse visitors

GET YOUR FREE TRIAL LENSES SEE THE SAVINGS GET YOUR REBATE

Select a state > Pennsylvania (PA) > Philadelphia

TREND EYE CARE

Tu Dinh O.D.
180 W GIRARD AVE, 5
Philadelphia, PA 19123 US
(215) 554-6222

Send to my Email Send to my Phone
Get Directions Contact Me
Recommend 0

Office Hours

Monday	10:00 AM - 06:00 PM
Tuesday	10:00 AM - 06:00 PM
Wednesday	10:00 AM - 06:00 PM
Thursday	10:00 AM - 06:00 PM
Friday	10:00 AM - 06:00 PM
Saturday	10:00 AM - 06:00 PM
Sunday	10:00 AM - 06:00 PM

Insurance Plans Accepted
DAV,EYE,SPE,VSP,WELLVSP
Other plans could be accepted.
Contact the eye doctor for information.
DAV,EYE,SPE,VSP,WELL

Languages Spoken
English, Spanish

Nearby Postal Codes
19123, 19122, 19125, 19181, 19106, 19188, 19175, 19133, 19177, 19105, 19182, 19172, 19108, 08102, 19107, 08101, 19099, 19179, 19183, 19194

Visit Us pop-up

TREND EYE CARE
180 W GIRARD AVE, 5
Philadelphia, PA 19123
(215) 554-6222 | Send To: [Email] [Phone] [Map]

TREND EYE CARE II
1501 N BROAD ST STE 7
Philadelphia, PA 19122
(215) 855-1742 | Send To: [Email] [Phone] [Map]

Find a Doctor results

Findings:

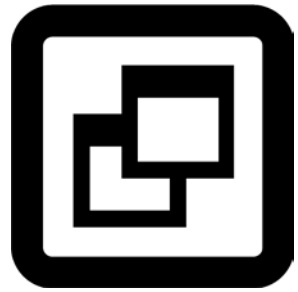
Clicking on *Visit Us* under *Find a Doctor* opens in a new window which many visitors didn't notice or understand how to return from.

Recommendation:

- Eliminate all pop-up windows and simply open new content within the same page.

05 Conclusions & Next Steps

Conclusion & Next Steps



✓ Usability

The new company site appeals to both Considerers and Wearers as well as young and old demographics.

Conduct further testing on additional content and features to gauge its effectiveness with users.



✓ Findability of content

Visitors found targeted areas but mobile navigation hides important content.

Simplify mobile navigation menu to expose more content.



⊘ Reactions to ALICE

ALICE is not effective in its current iteration.

Relocate selected content from ALICE to the homepage carousel.



✓ Differences in user groups

Considerers want basic information on contacts and to match lifestyle and special eye conditions (especially older users) to lenses.

Wearers want product information.

All groups want pricing information.

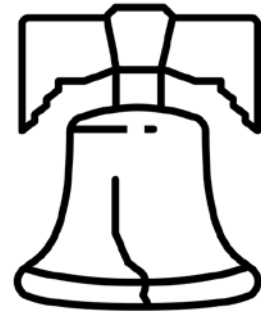
Readdress targeted area of customer journey (Considerers vs. New Wearers) to identify what additional content is needed.

Thank You

06 Appendix

Appendix

Full Participant Summary



Philadelphia, PA

No.	Gender	Age	Segment	Device 1	Device 2
P01	F	48	Current Wearer	Desktop	Mobile
P02	M	27	Considerer	Mobile	Desktop
P03	F	47	Considerer	Desktop	Mobile
P04	M	40	Considerer	Mobile	Desktop
P05	F	22	Considerer	Desktop	Mobile
P06	M	20	Considerer	Desktop	Mobile
P07	M	27	Current Wearer	Mobile	Desktop
P18	M	18	New Wearer	Mobile	Desktop



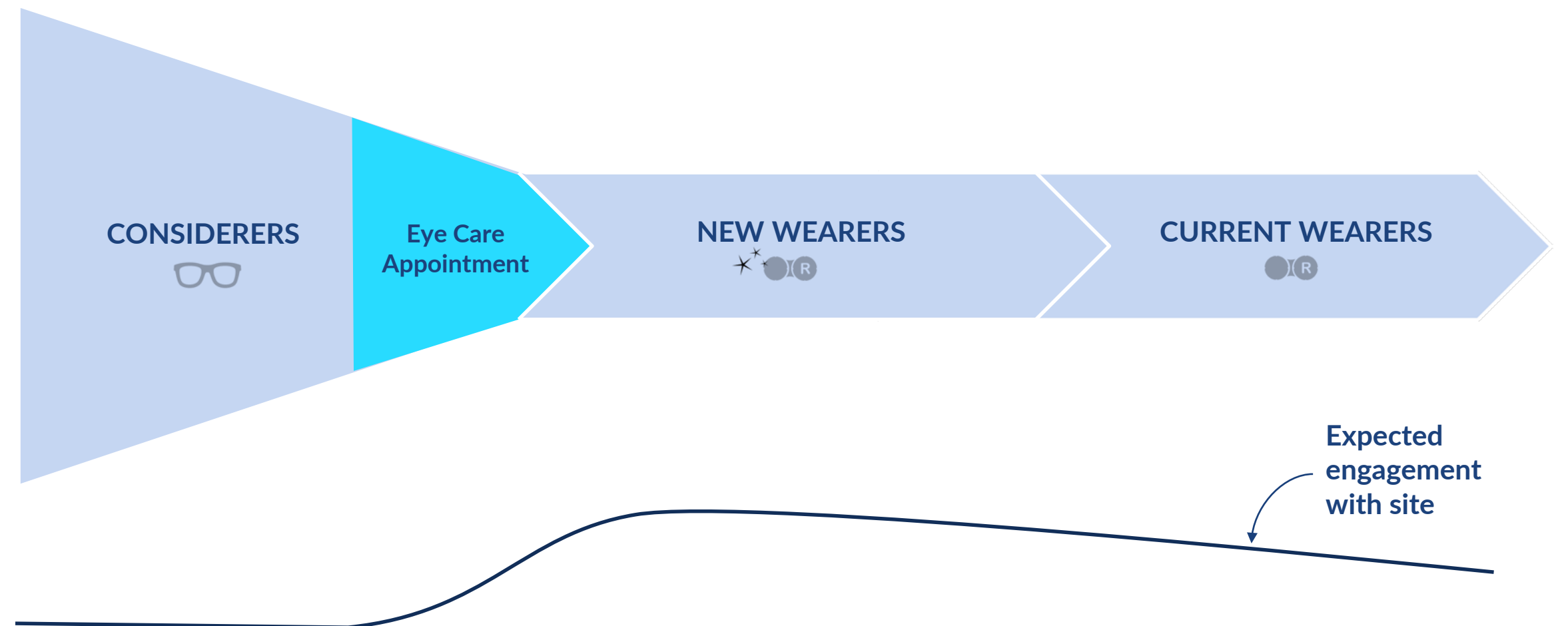
Tampa, FL

No.	Gender	Age	Segment	Device 1	Device 2
P08	F	33	New Wearer	Desktop	Mobile
P09	F	23	Considerer	Mobile	Desktop
P10	F	21	New Wearer	Mobile	Desktop
P11	F	44	Considerer	Desktop	Mobile
P12	F	38	Current Wearer	Desktop	Mobile
P13	F	23	New Wearer	Desktop	Mobile
P14	M	35	Considerer	Mobile	Desktop
P15	F	20	New Wearer	Mobile	Desktop
P16	M	33	Considerer	Desktop	Mobile
P17	F	30	Current Wearer	Desktop	Mobile

Appendix

Additional Findings

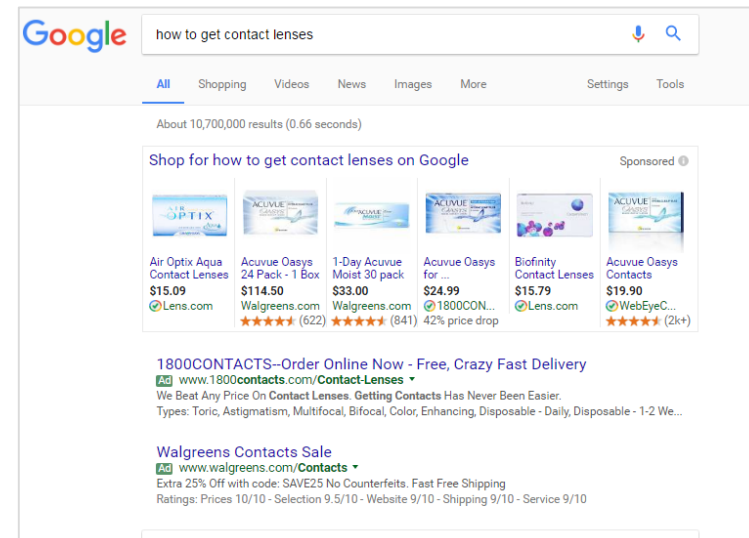
Current content aimed at Considerers, but site engagement likely occurs after purchase



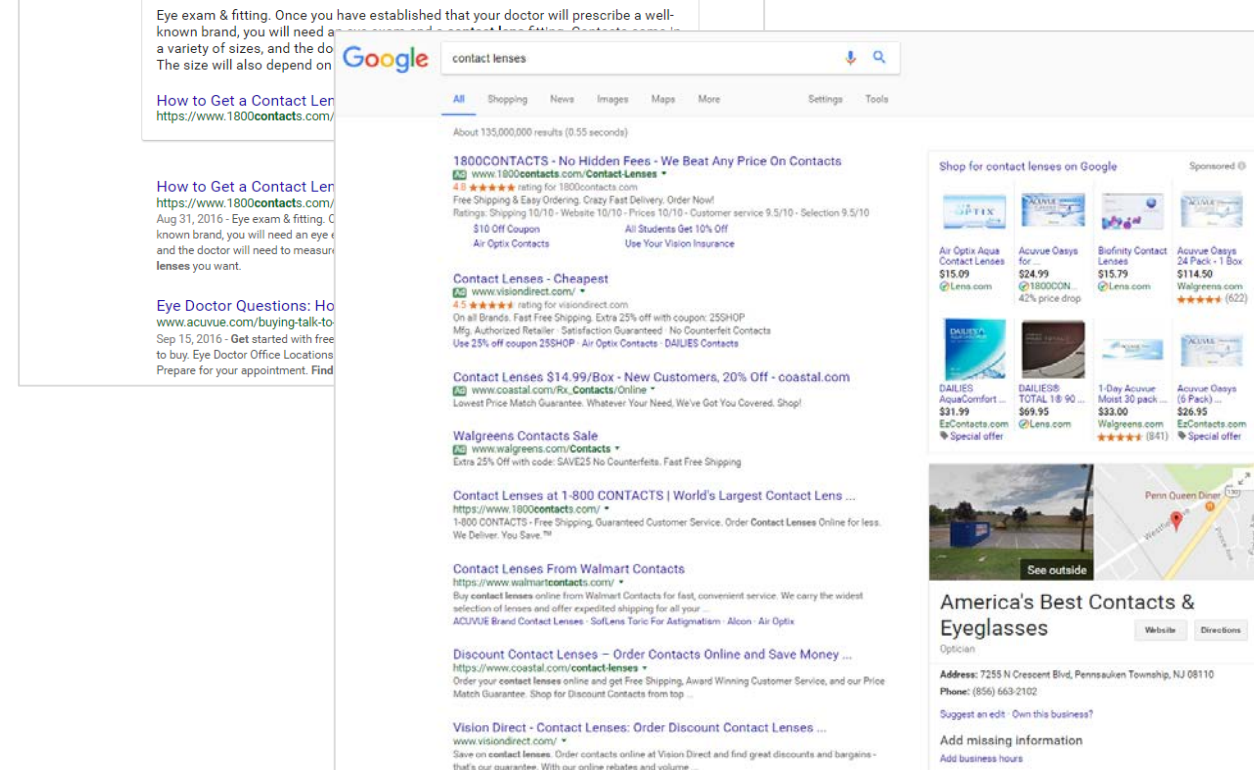
Appendix

Additional Findings

Route to companysite.com unclear



Results for “how to get contact lenses”



Results for “contact lenses”

Findings:

Visitors recognized the value of companysite.com, but were uncertain if they would find it on their own.

Considerers do not conduct much background research; at most, they do simple online searches.

- Companysite.com is not a top result on simple Google searches.
- Results primarily relate to third-party vendors.

Wearers were unsure if they would find the site unless someone told them about it.

Recommendation:

- Ensure SEO and paid ads are optimized to promote companysite.com on search engines and social media.

Appendix

Additional Findings

Eye care providers are the key connection to users

“Not sure if [2-Week contacts can be left in for two weeks] ...but if I went to a provider they'd explain that to me.” –Considerer

Findings:

As seen in this and other studies for this company, Considerers don't do a lot of research on contacts before visiting their eye care provider (ECP).

Considerers said they would ultimately ask their doctor about:

- Advice on contacts in general
- If contacts were right for them
- Which contacts to purchase
- How to insert/remove lenses

Wearers said they would go to their doctor for advice on switching contact types or brands.

Recommendations:

- Promote website value among ECPs to get their buy-in; focus on educational resources and company Rewards.
- On promotional material and packaging, direct readers to companysite.com for tips, advice and savings.

Appendix

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