

INTRODUCTION

Website is a digital platform that should represent the brand in the best way. Therefore, the UX of the Website should adhere to the meaning of the service, and the content should be optimized accordingly. 21Done is a holistic platform that facilitates millennials' pursuit of self-actualization that benefits all. However, the homepage was frequently evaluated to be complex and overloaded and the UX was medium. It is important that the areas of the homepage are following the brand's vibe and persuading users to engage with the services. The primary goal of the research is to test how users react with specific areas of the homepage, in which level they engage with the services, even on emotional layers. The User Testing provides insights to structure solid recommendations for better UX and conversion of visitors into actual loyal customers.



RESEARCH QUESTIONS

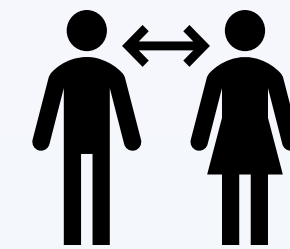
1. What attracts the attention of the users and does the user attention drops?
2. Which parts of the user experience elicit an emotional response from the visitors?
3. Which areas or content lead users to significant facial expressions, either frustration or excitement?

DESIGN & METHODS

A User Testing through eye-tracking technology was initiated to identify how users interact and behave with 21Done's features.

Running Period: April/May 2021

The research study was organized and held in the Research Lab of Brand University.



Participants were a sample of students, **N=11** and aged 21-40 years.

Step 1. Setup

Gathered and placed participants in front of a monitor to capture eye-tracking.

Step 2. Content Interaction

Participants exposed to specific areas of 21Done's platform.

Step 3. Survey

Feedback and overall ratings

- An Exploratory Research based on Qualitative Data Collection

RESEARCH TOOLS

For User Testing:

Eye Tracking through I-motions

For Data Analysis:

Heatmaps & AOI's

Affectiva (for facial expressions)

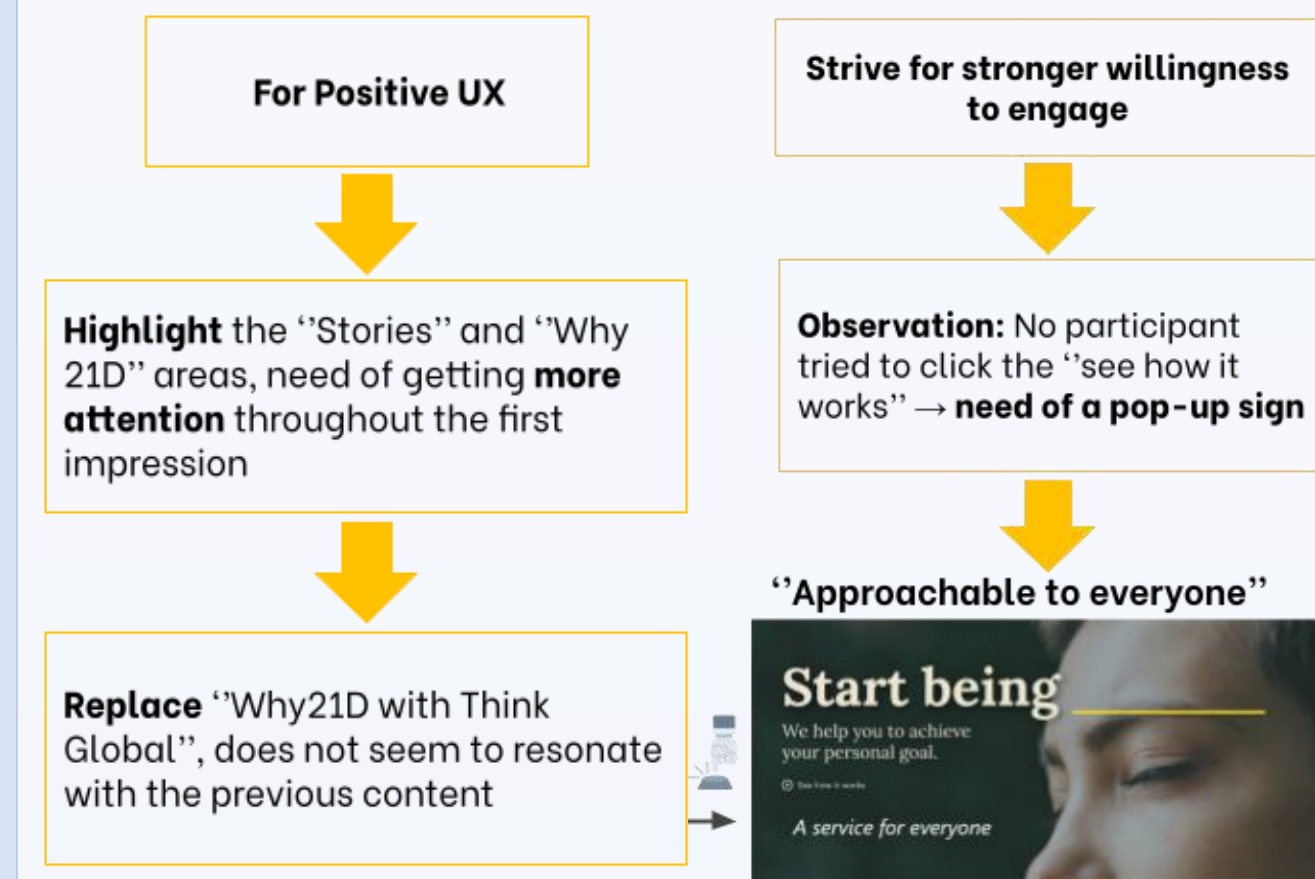
Post-test Survey via Questionnaire

Stimulus Content:

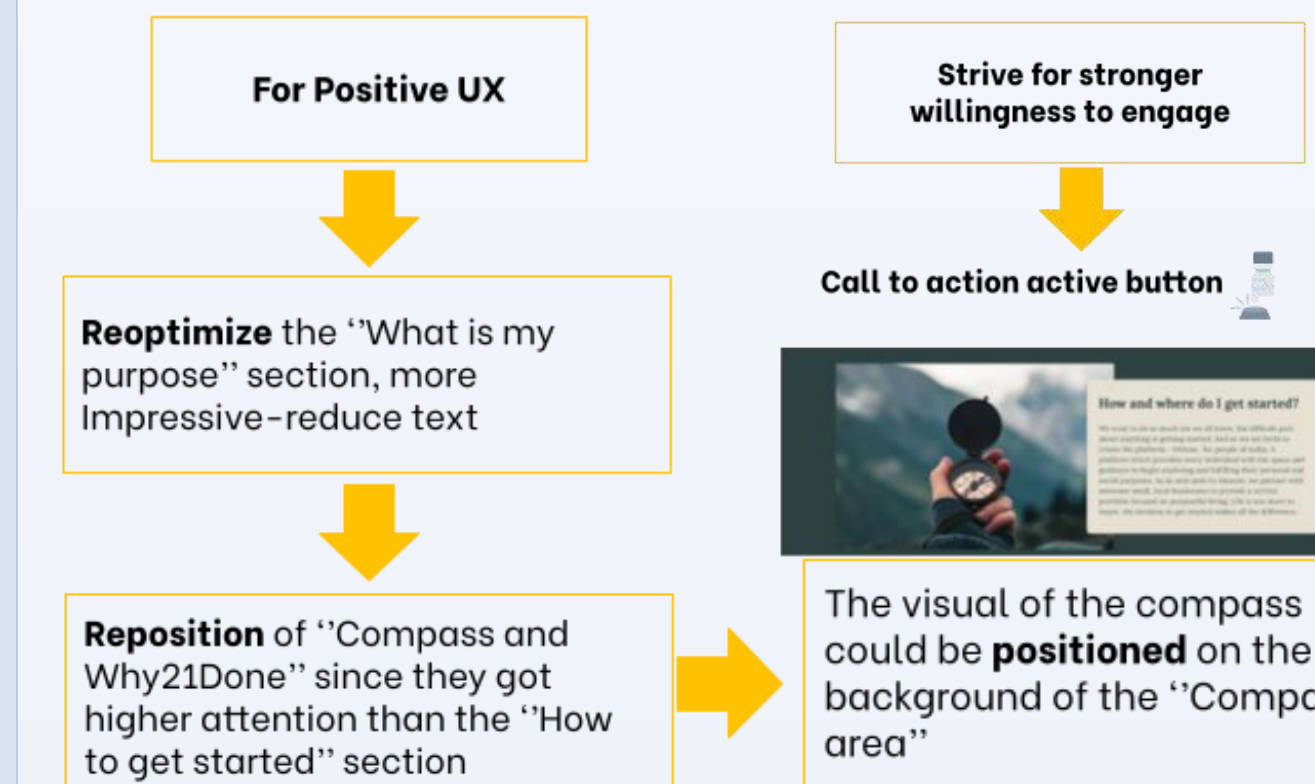
1. Landing Page / Time:60s
2. About Us Area/ Time:90s
3. Journey Process/ Time:Undefined

RESULTS

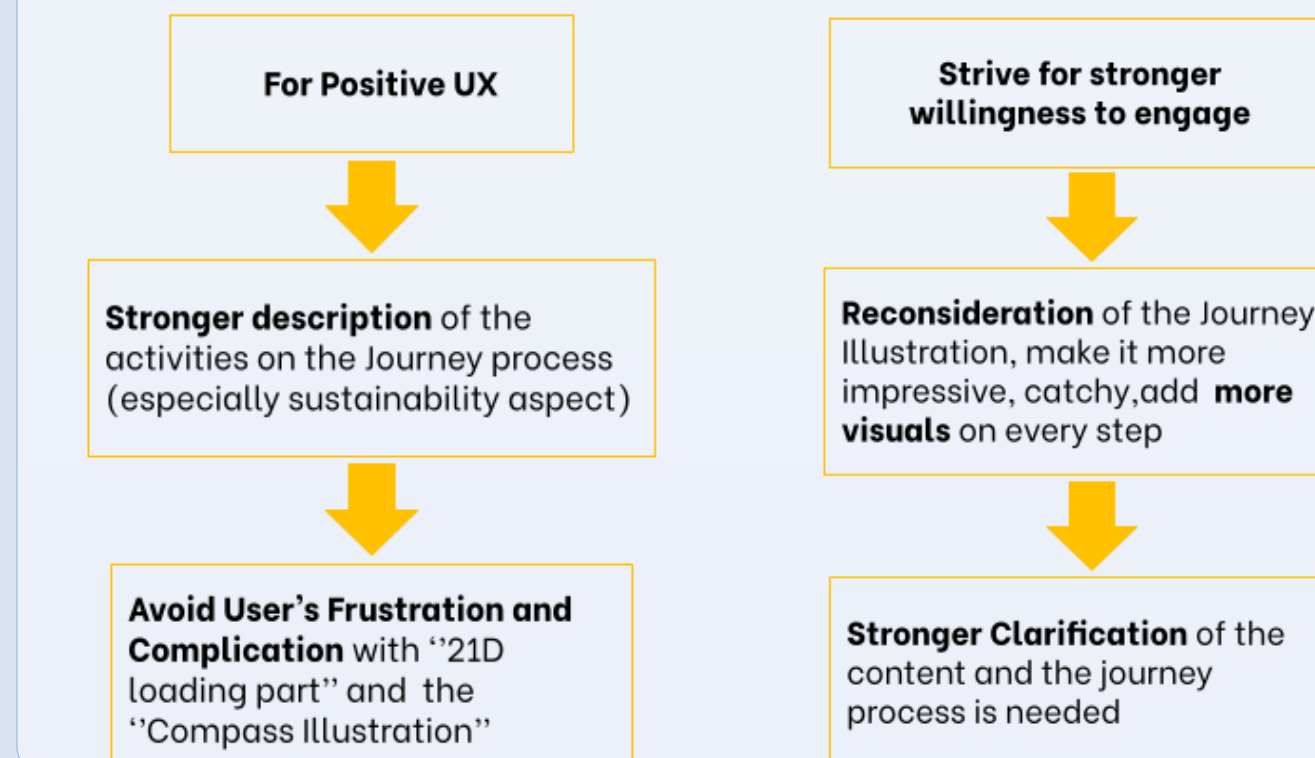
Content Homepage Area



Content About Us Area



Content Guided Journey Area



CONCLUSIONS

Key takeaways of the research regarding the User Experience and the Willingness to engage



Participants agreed that the homepage has a decent structure, the visuals are relevant and the content is user-friendly. The majority seems to understand the meaning of 21Done through the first impression and find the content unique.



The journey process did not satisfy the participants, some areas did not win the interest and attention of users and require reconsideration.

Despite the overall positive feedback, participants are still not much persuaded to engage with the service.

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