



UI Audit For anneysen.com

By



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Background and audit summary

My study on www.anneysen.com is based on my own blog post on [Landing page checklist](#), my reading, and experience in usability improvement to give my suggestions.

I have audited the website for possible improvements to increase user engagement and usability improve conversion rates.

Here's the summary of my audit findings and suggestions based on it. This is how the suggestions would be structured throughout the document:

General suggestions

Suggestions that apply to almost all pages. These are suggestions to improve overall usability of the website.

Pages

These suggestions vary from page to page. I have taken major pages from usability point of view.

A/B test Suggestions

There are some A/B tests suggested to measure the improvement from some major changes suggested.

General suggestions

- **Navigation:**

Navigation should be clear enough to tell the new user what kind of products or services does this site have.

The menu design is good and attractive enough to catch user's attention. However, there are some things to take care of.

- "Ask the mothers", "Ask the experts" and "Q&A" all are question-answer based forums. This might create confusion. Recommend giving them names that differentiate each other. E.g., "Ask the mother" can become "Discuss with mothers". Q&A can go above besides the search bar and can become a small text link.

e.g.



- "My account" is not something all users will use every time. It doesn't need a prominent space. Recommending it to shift with "Q & A".
- New suggested menu:

Discuss with mothers | Ask the experts | Anne Groups | Mothers sharing | Blog

- Home pages for main menu items:

My Account | Ask the mothers | Ask the Experts | Anne Groups | Blogs | Mothers Sharing | Q & A

Users would like to have a home page for each main menu items like "ask the mothers", "Ask the experts" etc. These home pages should contain small sections for each sub menu items, also with a static link for each. With this, users will have only 4-5 items to click on, in order to scan the website and find what they want. Currently, there are too many links to click, which might be a tiresome process and might result in a turn off.

- Top URLs:

There are some URLs suggested in the audit questionnaire to be top URLs. Recommend putting them upfront above the main menu. This will improve their page views further.

- Sign up:

There's no option for sign-up with sign-in. Recommend trying it to increase sign ups. Interested users will directly look for a sign up button.

- Pop up can be a possible destruction:



There's a pop up which opens up on almost each page. There's an option, which says, "Don't show this again". Many users won't notice that and leave the page in frustration. Generally, users are not comfortable signing up in their first visit. Recommending it to be removed or make it visible only once when the user is trying to exit the site.

- About us:

For first time users, it's very important to know about the company they are going to use. Since users cannot physically interact with the representatives online, they like to know more about the company they are dealing with before using with the site.

"About us" is not found in first fold. Recommend putting it in the header.

E.g.



- Logo recommendations:

The logo should be clear enough to be located and should be in contrast with the background.



Logo is good in bright color and big enough to be noticed well.

- Tagline recommendations:

The tagline should be simple enough to understand and should quickly tell what is the site all about.

The current tagline is good and explains the business. It tells users that it's a website for mothers. It's good for first time users.

- Usage of white space:

Optimum usage of white space includes breathing space between content, keeping elements of the page aligned and making it more usable.

The usage of white space is good on the site.

- Look & Feel:

All pages can become cleaner and get a fresh look. Bigger fonts, bright colors and a sleek design are the current web 2.0 factors.

The look & feel of the website is vibrant and meets web 2.0 trends.

Pages

1. Home page

- Main banner/main communication:

The main banner should extend the tagline and main menu to explain main products or categories, and even some important features or offers. It should communicate what would the users get from the site. It should even have HTML text if possible to make SEO friendly.



There's no main banner found. But there's a main communication, which explains what the site is all about. This text should be more prominent to be noticed after the logo. Because it tells the new user as to what is in for them. Also, the flashing ad in the side bar might distract the user.

- What's in it for me factor:

What's in it for me factor is very important to keep the user glued for initial moments of his visit. This can be communicated by a rotating banner, main communication with big headings on the home page, etc.

The what's in it for me factor is getting communicated by the logo, tagline, menu and main communication. Suggested changes would improve it further.

- Home page can generate more interaction:



Currently on home page, there are only thumbnails for groups and other forums. This is a static feature that might turn repeating visitors off. Even new visitors would like to see something that is fresh. Recent news, blog posts, hot discussions from top groups etc. would be a great thing to make the home page more alive. Home page is the door to the website. It's important to impress the user at the entrance itself.

2. Ask a question

My Account Ask the mothers Ask the Experts Anne Groups Blogs Mothers Sharing

Area of Expertise

Nutrition and Diet



Hulya Cagatay +1 2

Soru Sor



Cakir Semaz +1 1

Soru Sor



Turgay Corner +1 2

Soru Sor

Children's Diseases



Dr. Michael Uzunoğlu +1 1

Soru Sor



Dr. Inanc Tigris +1 1

Soru Sor

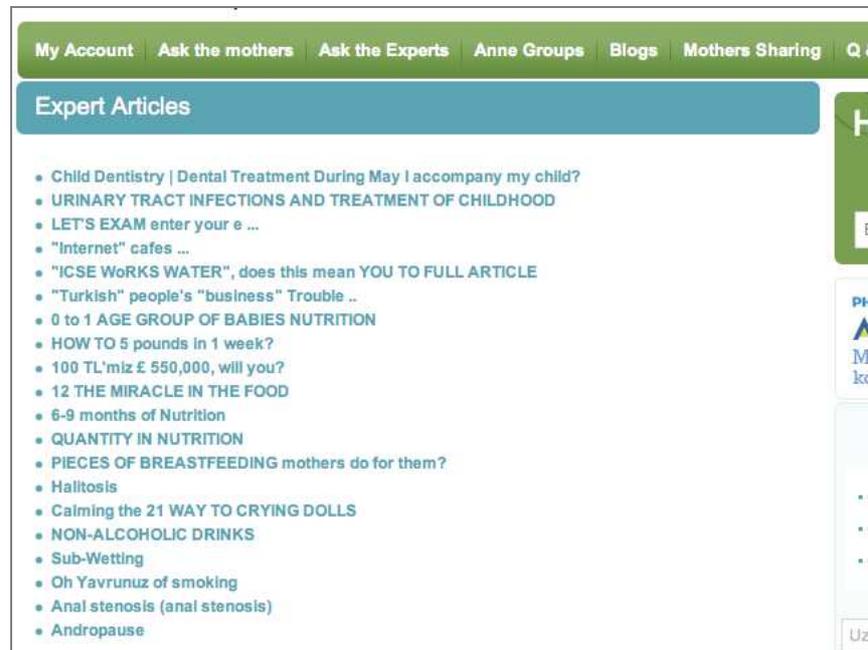


Dr. Anil YEŞİLDAL +1 1

Soru Sor

This page also has static content like home page. Users need some fresh content to start interacting. Flashing latest questions, popular questions etc. will improve interaction here and will have more users posting their questions. They wouldn't feel comfortable posting a question until they see some previous question-answers with satisfying content.

3. Expert Articles



- This page has a scope to generate more interaction as well. Rather than keeping just titles, there should be excerpts from popular articles.
- There can be an enticing banner with rotating slides which will have excerpts from top articles with expert images and their
- It should also have sharing buttons like Facebook and twitter. It will increase sharing and page views.

Same kind of suggestions apply for other pages as well. There's a freshness of content on each page to generate more conversations and interactions. This will also increase repeat visits and people asking questions and answering them.

Again, the same suggestions apply for the non-performing pages mentioned in the Audit questionnaire.

A/B test suggestions

There are some A/B test suggestions to measure the improvement from some major changes suggested.

1. **Test idea:** The [suggestions](#) to change the main menu navigation would be a good thing to test.
 - **Hypothesis to test:**

With this, users will be able to find what they want, faster. The bounce rate will reduce.
2. **Test idea:** [Changes suggested](#) in home page would be another good thing to test.
 - **Hypothesis to test:**

After applying these changes, user interactions will increase. They'll spend more time on the site and will result in less bounce and exit rates. This will increase the revenue from ads.

Summary

www.anneysen.com is a unique service offering. Making changes suggested in this document will be a great help in improving the usability of the site further. There's a large scope to improve user interaction on the site. Suggested A/B tests are very crucial vehicles of measurements to check the improvement in Navigation, Usability and user engagement.

Thank you,
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