Balfour 3.0

Navigation Redesign

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Problem Summary

Balfour has a traditional core product line centered on class rings, yearbooks, and graduation gear. The site now offers a whole line of products centered around school life that customers can shop.

Balfour has put forward a navigation design solution which has the goal of letting users know that Balfour has an extended assortment of products centered on school life.

The new navigation design attempts to increase sales by giving customers a way to navigate into that extended assortment shopping experience.

Key Testing Points

Tested users on two paths: from the Home Page and from the School Affinity page.

Understanding and interpretation of the home page, school affinity pages, EA category pages.

How well users understand and connect with the EA Navigation icons and the item numbers associated with them.

Seeing if users could find their core products and then seeing if they knew how to find an EA product by using the Extended Assortment Navigation.

Seeing if users can find EA product on mobile where the EA Navigation is hidden in the drop down navigation.

Our Plan

7 Test Groups of 4-5 participants each

Participants were first asked if the were aware of Balfour and if they have had experience purchasing class rings, yearbooks, and/or graduation products.

Testers were then exposed to their starting page on Balfour (Home Page or School Affinity) and after examining it, asked what they believed Balfour is.

Starting from the Home Page participants were asked to find a class ring and then a yearbook. Then asked to find items in the EA navigation.

Starting from the School Affinity Page participants were asked to find a class ring and then a yearbook. Then asked to find items in the EA navigation.

Quick Impressions

People had a positive impression of the Home Page understanding that Balfour is a company that sells class rings, yearbooks, and graduation essentials as well as being a shopping experience.

The Core Navigation was easy for testers overall with only 2 issues. People were not clear on Graduation, and expected more when it brought them to the Grad Packs page. They also were confused by School Solutions and did not think it belonged with their school/shopping experience.

The EA Navigation was understandable and engaging to users overall. Most users were pleased to know they could shop a wide variety of items. The number-of-items label was understandable but received mixed reactions.

Mobile experience. Finding the EA Navigation was difficult since it was hidden in a drop down. This was especially true for those who started on the School Affinity and did not experience those icons on the home page.

The lack of distinction between the School Affinity experience and the EA shopping experience caused confusion for people. It was unclear if they were still in their school experience which impacted their expectations of the products they would be offered in EA categories.

Home Page

When looking at this page, what do you think Balfour is known for?

Class gear

Graduation accessories

School and University related items

Everything college

Based on this page, what kind of products do you think Balfour sells?

Rings and accessories

Class year products

Jewelry

College apparel

Shirts

Yearbooks

Photo frames

Bags

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Home Page

People's overall impressions on the Home Page

"More colors. Make the website exciting, this a big milestone and when trying to order a product for the milestone it should look exciting and more appealing"
- Shaquira, Group 2

"This Page knows I'm a woman!"
- JoZae, Group 5

"The home page is colorful and inviting but once you get further in it kind of becomes standard and boring."
- Ellesa, Group 3

"I'd like to see things like 50% off Dorm at the top of the page"
- Group 3

Home Page - Core Navigation

Shop My School

Everyone had a good idea for what to expect from Shop My School. It did what they expected.

Class Rings, Yearbooks

Everyone understood Class Rings and Yearbooks buttons. Taking them to the school Class Rings and Yearbook pages was what they expected.

Graduation

People were not as confident about Graduation but had a general idea it would take them to: Caps & Gowns, tassels, special frames, mugs, pens, invitations, thank you notes, diploma covers.

After using it to go the their school's Grad Packs page, they wanted the button name to match.

School Solutions

Nobody was sure what this was. Only a few made a close guess.

100% said it did not belong with the other buttons.
Many expressed it belonged somewhere else, like the footer.

Home Page - Conclusions

Our test groups had a good overall understanding of the Balfour brand when seeing the site for the first time, seeing that we sell class rings, yearbooks, as well as school life products.
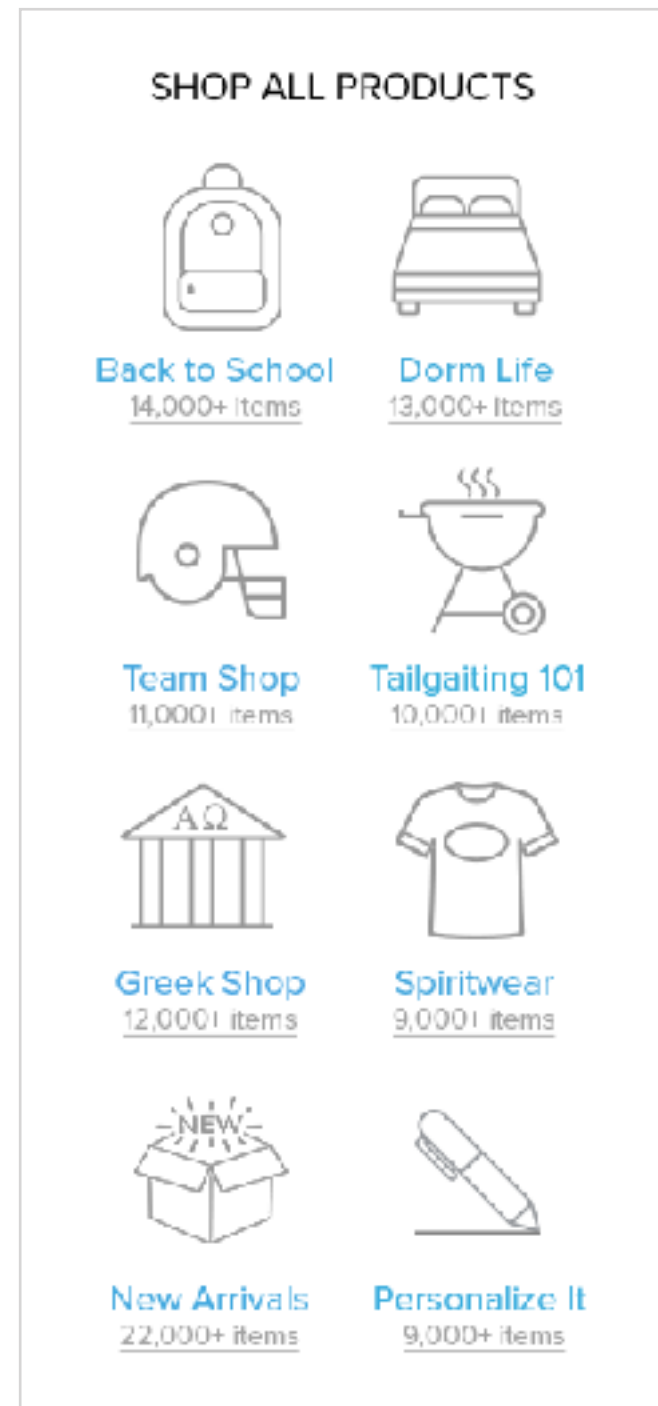
Shop My School, Class Rings, and Yearbooks were clear to users. People felt those buttons did what they expected.

Graduation was not as clear. People had a sense of what it was but wanted clarity.
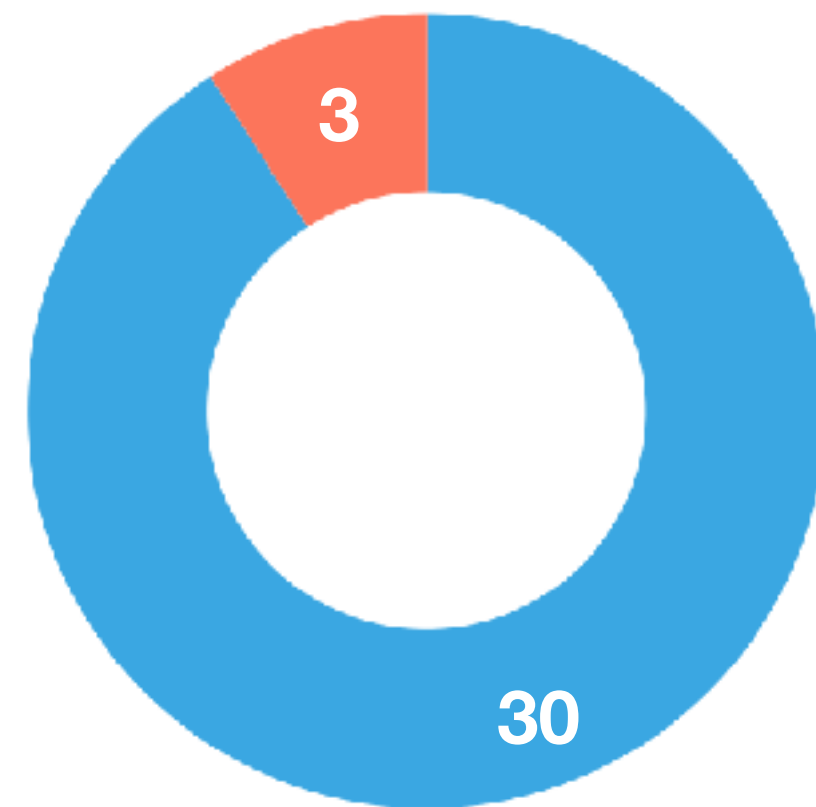
School Solutions was not understood. People felt like it didn't belong. Additionally, their incorrect assumptions about it could frustrate their experience when they end up on a page where they don't find what they're looking for.

Overall the Home Page made people feel ready to shop. Some liked it but felt it could use more color. People also wanted to see the Sale items towards the top of the page.

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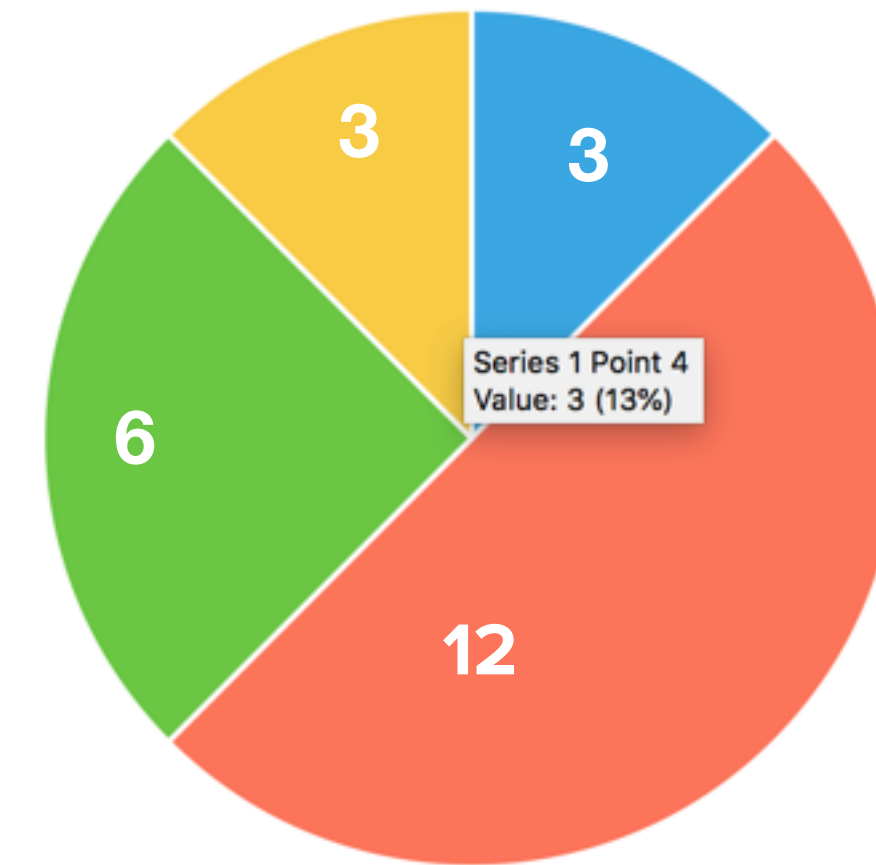
EA Navigation

SHOP ALL PRODUCTS

Back to School
14,000+ items

Dorm Life
13,000+ items

Team Shop
11,000+ items

Tailgaiting 101
10,000+ items

Greek Shop
12,000+ items

Spiritwear
9,000+ items

New Arrivals
22,000+ items

Personalize It
9,000+ items

Are the names reflective of the icon?

3

30

● Yes   ● No

A small number felt that overlapping categories was an issue in which a product could be in more than one.

Which of these best describes where you think these icons will take you?
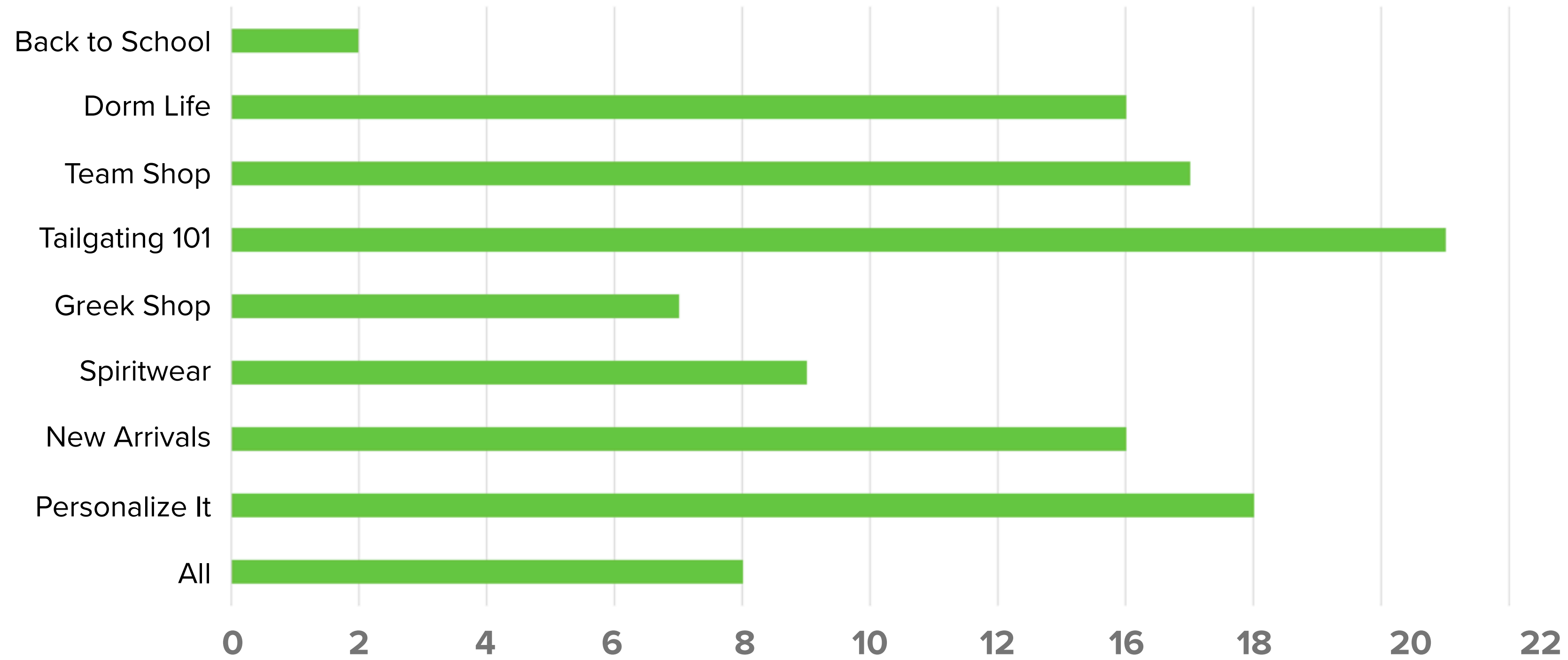

3   3

6

Series 1 Point 4
Value: 3 (13%)

12

● Products specific to my school.

● School products, but not specific to any school.

● Products that are not school specific or necessarily school products.

● Other

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EA Navigation

Which of these categories would you click?

Top 3!

Category	Value
Back to School	2
Dorm Life	16
Team Shop	17
Tailgating 101	20.5
Greek Shop	7
Spiritwear	9
New Arrivals	16
Personalize It	18
All	8

(x-axis: 0, 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22)

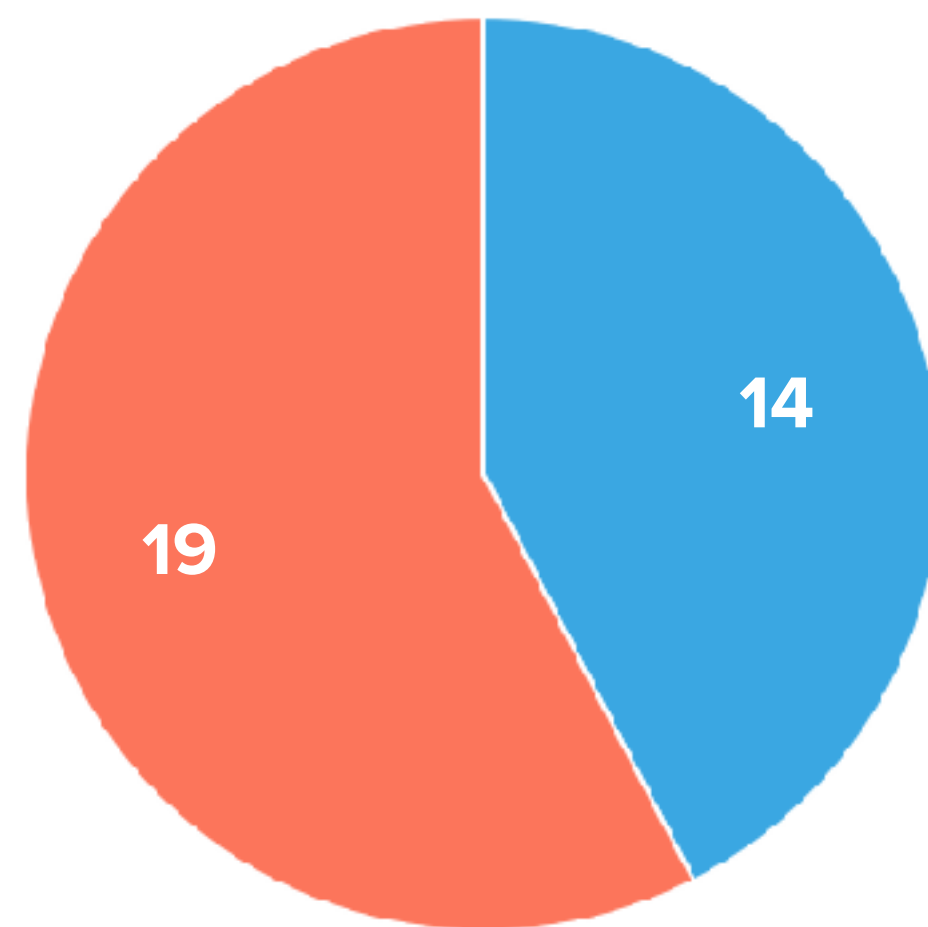Tailgating 101

Team Shop

Personalize It

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EA Navigation - Item Number Label

Have you seen numbers used like this on other websites?

- Yes (14)
- No (19)

People who said 'Yes' said they saw the numbers on sites like:

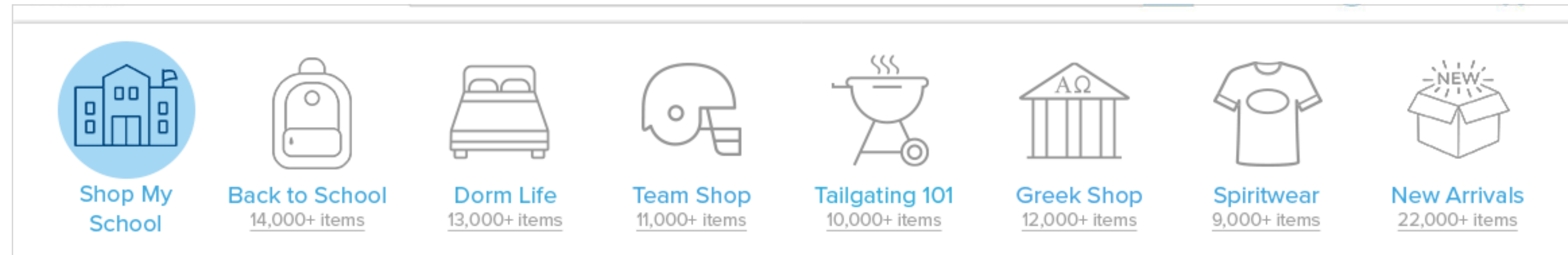|	
Forever 21	Target
H&M	Walmart
Footlocker	eBay
Amazon	

Investigating those sites showed that product numbers are used on Listing Pages, not on Categories.

Participants who answered 'No' indicated they have only seen these numbers on Listings Pages.

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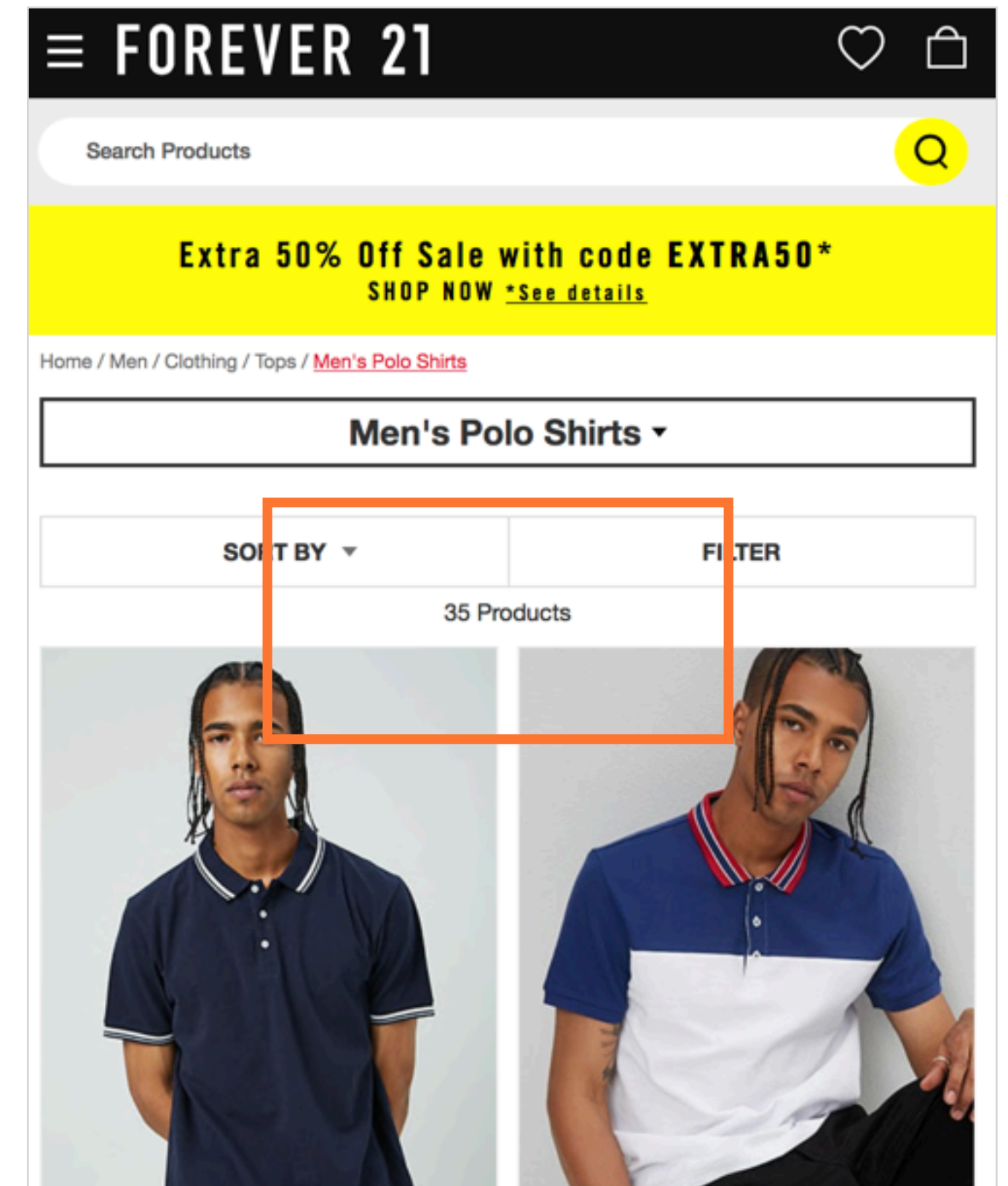
EA Navigation

Adding 'Shop My School' to the EA Nav

Some were surprised that it appeared in the navigation, but were more concerned that they lost Personalize It category.

While Shop My School was useful to most users they were more concerned that there was a shopping category they could not get to or had to hunt for.

Some thought Shop My School would take them to a page listing all the schools.

Most users did not like loosing a category from the EA Nav. They wanted a way to have all the icons or have access to all categories.

EA Navigation - Conclusions

Overall, people liked seeing that there was more to shop beyond class rings and yearbooks.

Expectations about what kind of product they would find was not entirely clear. About 50% expected product geared to a school but not specifically their school.

While most people felt the Item Numbers encouraged them to shop, a significant minority found them intimidating.
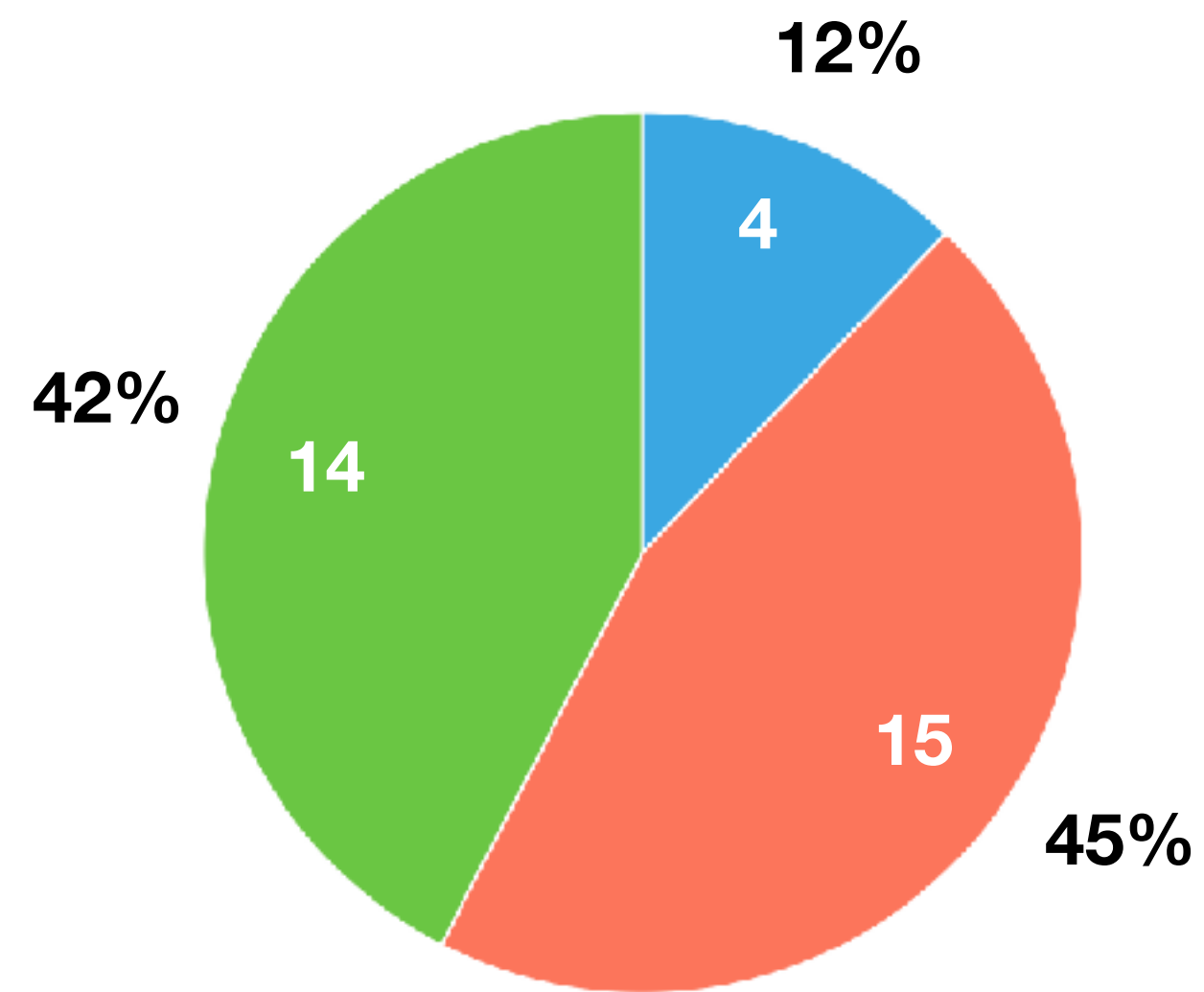
Even among people who liked or were indifferent to the Item Numbers, they found them hard to believe.

Most people said they saw the Item Numbers associated with categories this way on other sites, others said they only saw them on product listing pages.

School Affinity Page
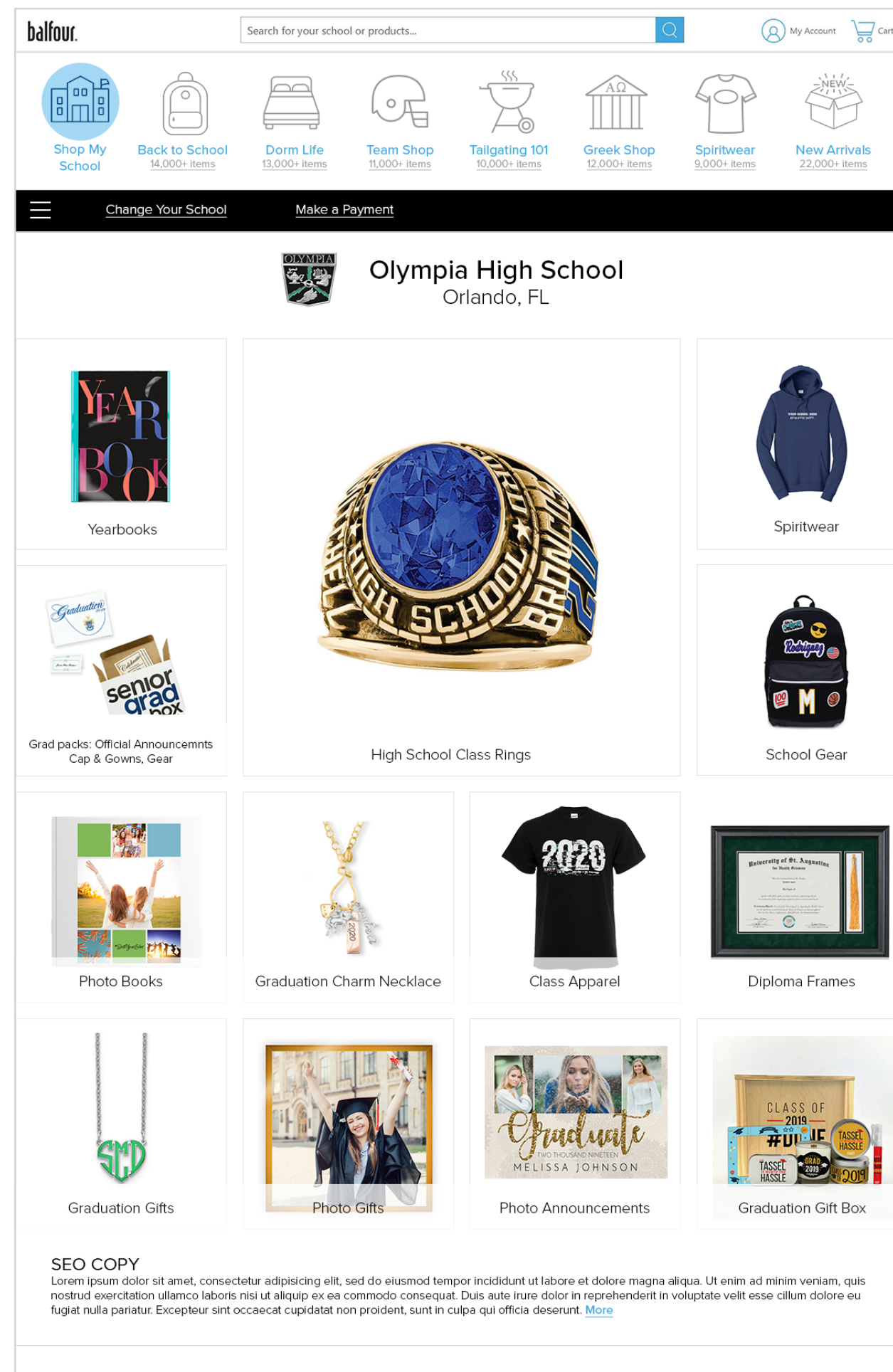
Which of the following best describes your interpretation of the page:

12% — 4
45% — 15
42% — 14

🔵 This page contains more products that are not school specific.

🟠 This page contains products specific to my school.

🟢 This page contains products both school specific and not school specific.

School Affinity Page

When clicking an image tile, where do think you will be taken?

8

19

Chart Area
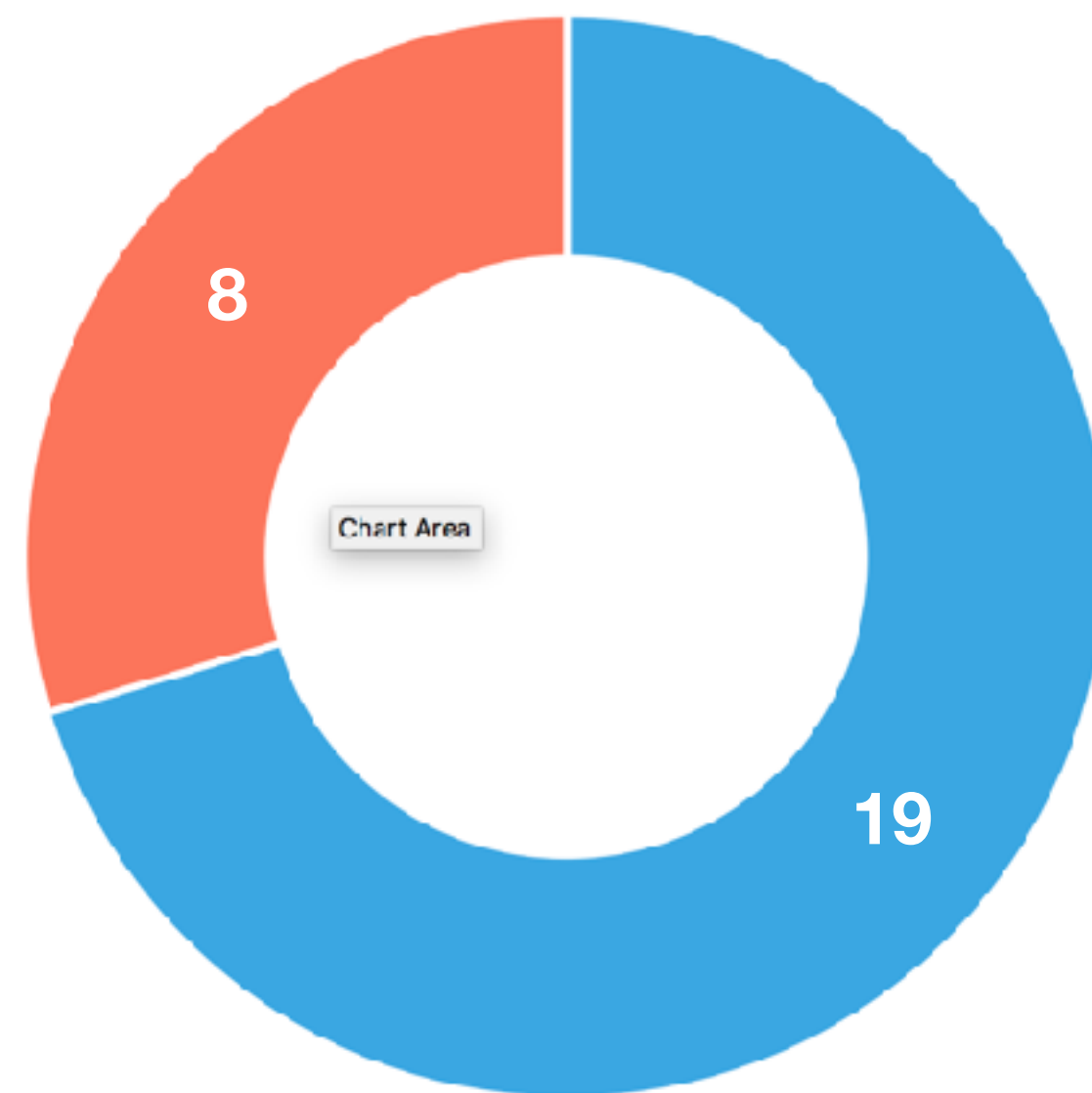
● Something like a PLP

● Something like a PDP

A majority were confident they knew where they would go from a category tile.

However, their answers showed that while 70% expected a Product Listing Page, 30% believed they would go to a Product Detail Page.

The 30% expressed expectations like "I hope it would take me to the image that's being displayed" and "... To the item that is represented by the picture."

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School Affinity Page

We asked participants which tiles were confusing, less appealing, or which did not reflect the category. The responses were similar.

Grad Packs, Charm Necklace, Spiritwear, Gift Box, Photo Book

Grad Packs

People noticed the type was smaller. The imagery was too light against the white and not clear. They weren't sure what Grad Packs were.

Charm Necklace, Spiritwear, Gift Box, Photobook

Generic images. Is that the only color offered. Wanted to see variety and even life style images.

Photobook

Generic and not sure how it's different from the Yearbook.

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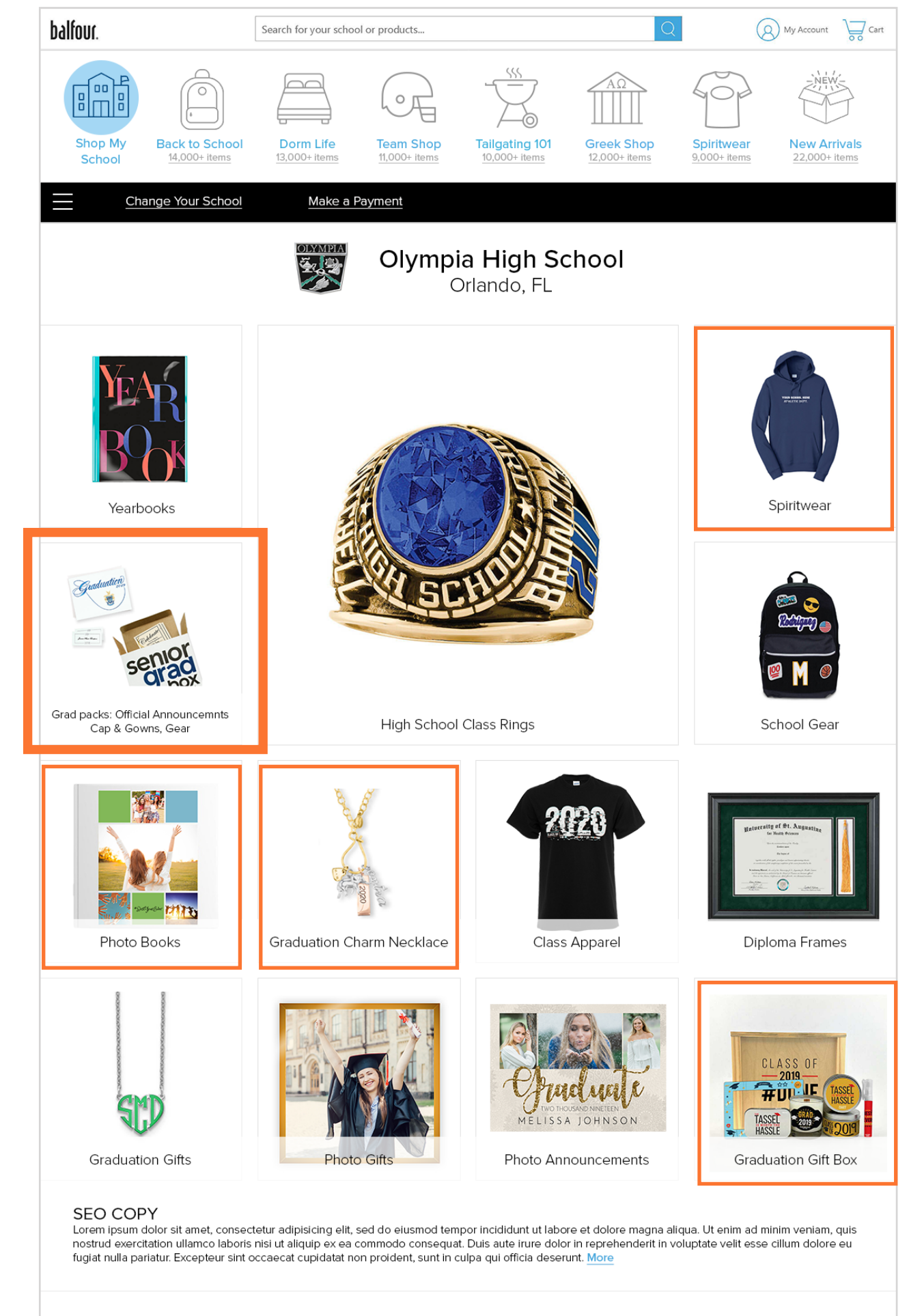
School Affinity

Hamburger Menu

100% of users recognized the Hamburger Menu as a menu icon.

Some users who came from the Home Page expected the menu to be the same as the one on the Home Page.

Change Your School

100% of users successfully engaged with 'Change Your School'.

Many people thought it could be more clear that it was something they could click on.

Make a Payment

People were very unclear on 'Make a Payment'.

Some thought it would go to their cart, others guessed that it was for a payment plan.

Some that thought it was for a payment plan were confused why it was there since they were shopping.
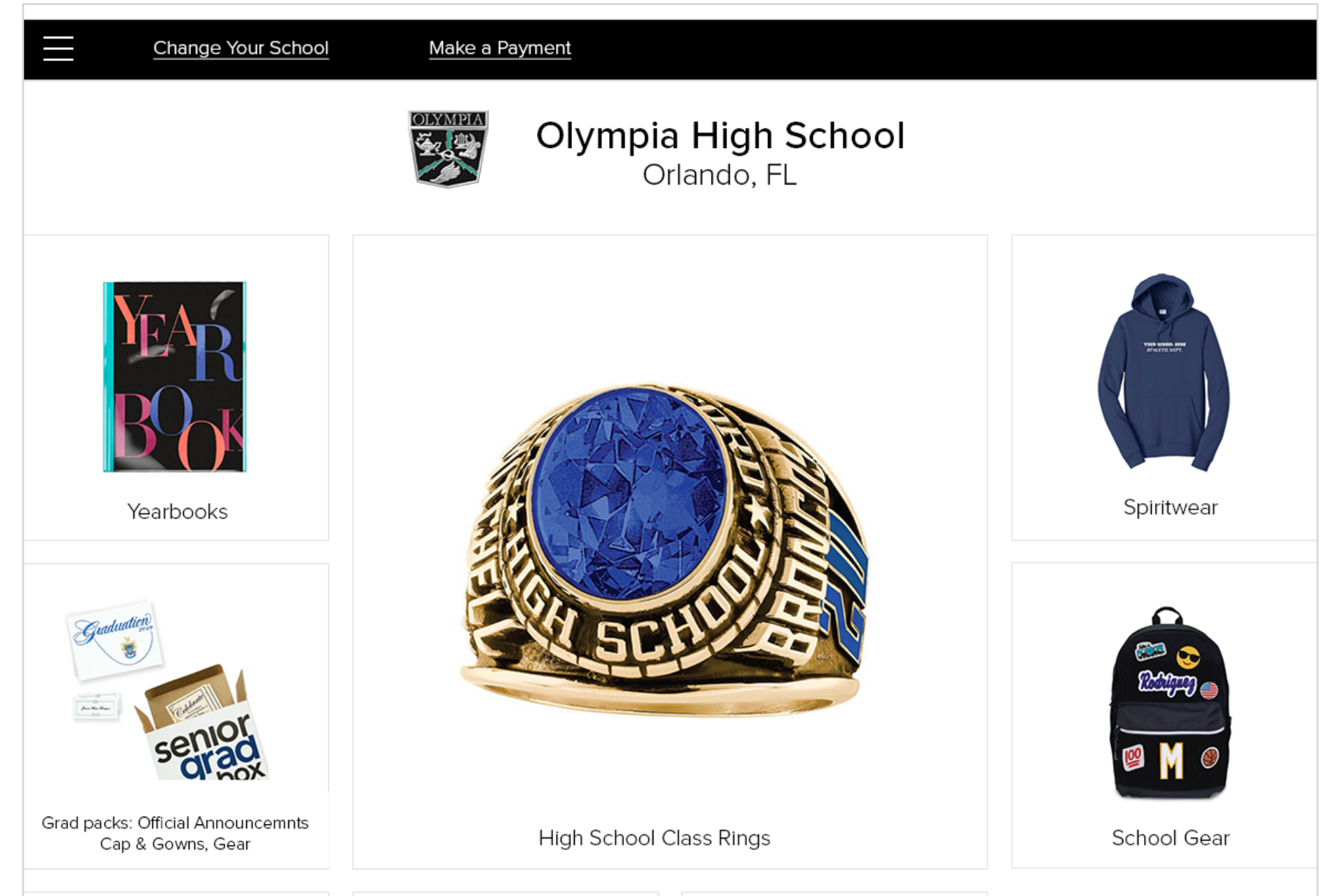
Conclusions

While people had an understanding that they were on the School Page, they wanted more than the school logo and a color to make that connection.

Generic images also contributed to people's lack of understanding of what products to expect on their school page. This was especially true for Class Rings and Yearbooks which they felt should represent the school.

Yearbooks Page and Grad Packs would benefit from images to give users a better understanding of what they're looking at.

People didn't understand some of the product terms on Yearbooks and did not see the value in the smaller add-on items.

Site Navigation - 4 User Paths

Desktop, Beginning from the Home Page

Test users ability to use the Core Nav to get to their school page and if the can get to their class rings.

See if people will understand the change in the EA Nav when they move past the Home Page.

Desktop, Beginning from the School Affinity Page

See if users can navigate within the School Affinity experience (find class rings, from there how to find their yearbook)

Will they know to use the EA Nav when directed to find products they cannot find within their School Page.

Mobile, Beginning from the Home Page

Test users ability to use the Core Nav to get to their school page and if they can get to their class rings.

See if people will understand the change in the EA Nav when they move past the Home Page.

Mobile, Beginning from the School Affinity Page

See if users can navigate within the School Affinity experience (find class rings, from there how to find their yearbook)

Can they find the EA Nav when directed to find products they cannot find within their School Page.

All Paths

Will people understand the change in experience once they leave their School Affinity and enter the EA Categories?

Will our testers be able to get back to their School Page from the EA shopping categories?

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Site Navigation - Desktop: Home Page

① On the Home Page ✅

Shop My School, Class Rings, and Yearbook behaved as people expected them to.

Testers successfully navigated to Class Rings in their School Affinity.

② School Affinity ✅

Users successfully navigated from the Rings Listings to Yearbooks using the Hamburger menu.

One person used the menu to get back to the School Page and then click the Yearbook tile.

③ EA Categories ✅

The testers successfully navigated form the School Affinity page to the Dorm Life page

People successfully navigated to the requested product.

Successful navigation to find coolers in Tailgating 101.

④ Finding Grad Packs in School Affinity

Testers used the "Shop My School" icon in the EA Nav. They were confused by the "Back to Olympia HS " button. One thought it was a filter.

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Site Navigation - Desktop: School Affinity

(1) **School Affinity** ✅

Successfully used category tile to find Class Rings.

Successfully found yearbooks by using HB menu > Yearbooks.

(2) **EA Categories** ✅

The testers successfully navigated form the School Affinity page to the EA category pages.

People successfully navigated to the requested product.

(3) **Finding Grad Packs in School Affinity**

Some Testers used the "Shop My School" icon in the EA Nav. They were confused by the "Back to Olympia HS " button, or did not notice it.

Some testers did notice the "Back to... " button and used it.

Most people had trouble finding Grad Pack when searching by tiles.

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Conclusions

The biggest hangups users had was the lack of clarity on whether they were shopping in their school on EA category pages.

Users had no problem navigating to their school and school products from the home page.

Users did not understand School Solutions and felt it did not belong in that navigation group. Some felt it was distracting. There had incorrect assumptions (like Help or Contact Us) which could frustrate them if they click on it.

People had few issues with the HB menu but lack of consistency between the home page and school page frustrated some.

Lack of definition on the school page made it difficult for users to know they were no longer in their school experience when they left for EA. This cause confusion over what the "Go Back to… " button was in some cases.

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Site Navigation - Mobile: Home Page

① On the Home Page ✅

Shop My School, Class Rings, and Yearbook behaved as people expected them to.

Testers successfully navigate to Class Rings in their School Affinity.

② School Affinity

Hesitation using Shop My School to get to their Affinity Page. Some users felt it should be pulled out and be more clear like "home".

Going from Rings to Yearbooks, most testers used HB menu > Yearbooks.

Even though they found Yearbooks, a few testers found the HB menu confusing.

③ EA Categories

Most had trouble finding the EA Nav.

Many went back to the home page to find the EA Nav icons.

Some were just stuck. Would have used Search.

Users wanted the EA Nav to be outside the menu, or always be visible in the menu. (on School Affinity Page)

④ Finding Grad Packs in School Affinity

People returned to their School Page:
- 'Go Back to Olympia HS' button
- Via the HB menu > Grad Packs
- The HB menu > Shop All Products > Shop My School
- The Home Page then Shop My School

Site Navigation - Mobile: School Affinity

① School Affinity

Some users found Yearbooks easily via the HB menu.

A couple users wanted to use the Back button on their browser to go to their School Page then Yearbooks.

② EA Categories

Most had trouble finding the EA Nav.

Most users agreed the EA Nav should be more visible or pulled out of the HB menu.

They noted that if they were not looking for dorm products, they would never know Balfour carried them.

③ Finding Grad Packs in School Affinity

Most felt the "Go Back to… " button was easy to find at the top of the mobile page.

Some did not notice the "Go Back to… " button and used the HB menu > Grad Packs.

Some had trouble finding Grad Packs from the HB menu and used the "Go Back to… " instead.

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Conclusions

Navigation on mobile was harder for users.

Those who started from the Home Page could successfully navigate to their School Page.

Those that started in the Affinity Page had trouble finding or could not find EA products since they entered without seeing them before. Opening the EA Nav within the drop down menu was not intuitive for most.

Those that started on the Affinity Page would likely never have found EA products if they were not asked to find them for this test.

Lack of distinction between the School Page and the EA categories caused the same issues that it did on Desktop.

Recommendations

① EA Navigation on Mobile

People want to shop EA categories. Hiding them on mobile ensures they will never find them.

Solution - Pull EA Nav out of the HB menu. Investigate what might make schools and reps okay with this.

Solution - Have the EA Nav open by default on the HB menu. This should be the minimum we should shoot for.

② EA Categories Pages

Reexamine some of the category labels.

If there are any lifestyle shoots for products representing categories, use those. (we know these may not be available)

Avoid using the same/similar products for categories on the same page.

③ EA Listings Pages

People what to be able to sort for their school products or know if there are not any for their school.

Solution - Explore whether or not a filter for your school would work for a listings page.

Fix filtering so that product relevant categories are up top and style or sports theme follow.

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Recommendations

④ EA Navigation - extending the categories

People did not like loosing a shopping category when Shop My School pushed it off the nav.

Solution - Make the EA nav a slider. This can accommodate other category that might be created.

Solution - Add a link or button that takes people to an EA Page that lists out the category icons.

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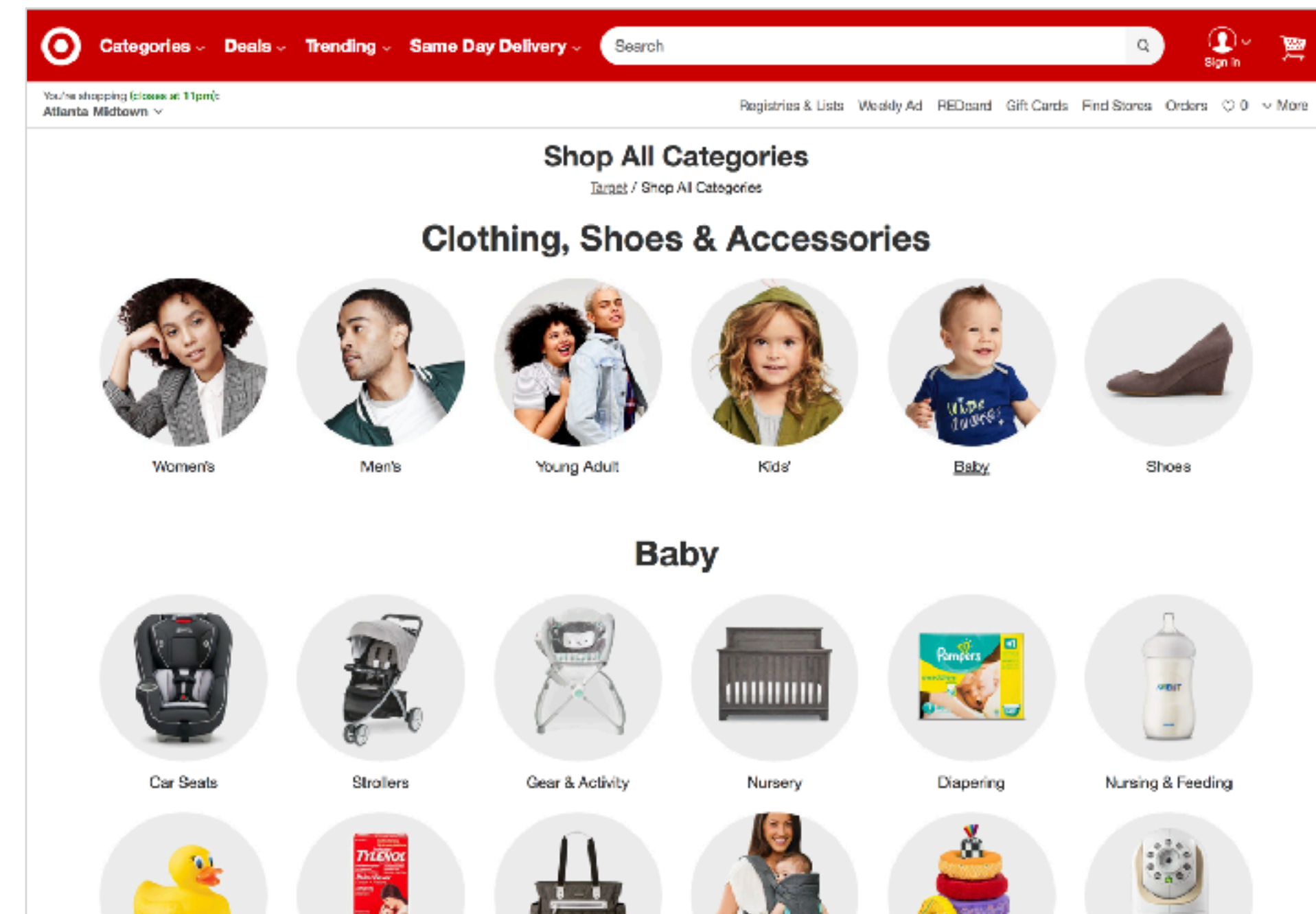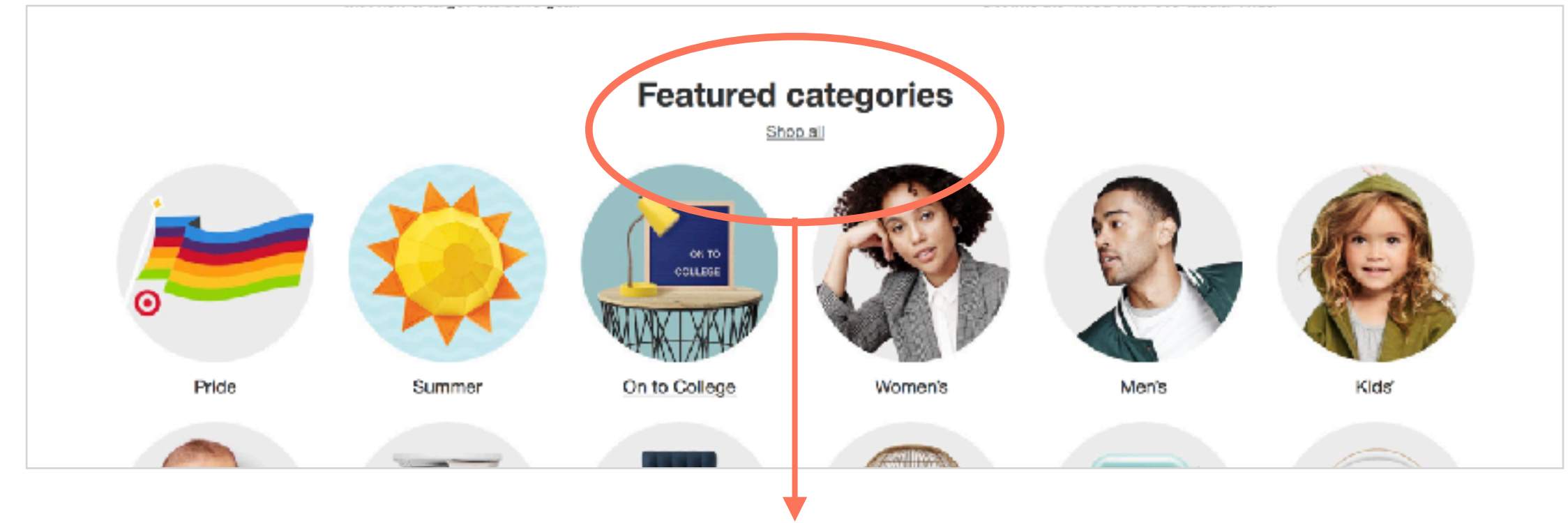
Recommendations

⑤ EA Navigation - Item Numbers

Enough people were put off by the numbers or mistrustful of them that they could be discouraged to shop.

Those that were encouraged by the numbers are enthused by the categories already. The sites where they recall the use of item numbers use them on Product Listings Pages.

Moving the Item Numbers to the Product Listing pages would be more clear and in line with industry practices.

⑥ School Affinity

People were not as excited about their school pages as they were with the home page.

Making the School Affinity more stylized may help set it apart from EA pages, giving customers more accurate expectations.

Clarifying product categories and making them school specific where possible would help.

Would there be opportunities for larger life style images that hype up product?

Investigate how we can bring more school personality to the pages.

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