



Ecuagenera
online plant shop

Executive Summary Report

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Executive Summary

What did we do?

Online house plant sales are booming since the onset of the pandemic as more people spend time in their homes. It is increasingly important for online plant sites to remain competitive. Our team worked to identify opportunities for improvement on Ecuagenera.com.

Why did we do it?

Our team carried out a comprehensive usability evaluation on Ecuagenera.com by performing a heuristic evaluation, competitive analysis, usability testing, and produced a live prototype in order to test and validate the hypotheses developed from our findings.

Key Takeaways

1. Ecuagenera's large product selection, competitive pricing, and international appeal set it apart from competitors.
2. A redesign of the website should be prioritized.

Heuristic Evaluation

Using Nielsen's 10 usability heuristics, our team evaluated the existing Ecuagera.com website to begin understanding where opportunities for improvement existed.



Our first step in understanding how Ecuagera.com can improve revealed **key opportunitites for improvement:**

- ▶ Provide system feedback to improve navigation
- ▶ Ease user cognitive load
- ▶ Adopt customization features in the plant search UI
- ▶ Utilize consistent design elements across the website
- ▶ Incorporate mechanisms that support error prevention

Competitive Analysis

We evaluated 6 competitor websites in the online plant sale space to uncover opportunities for strategic positioning in the marketplace and for differentiating features that would offer Ecuagenera a competitive advantage.



Our second step in understanding how Ecuagenera.com can improve revealed **key competitive opportunitites:**

▶ Highlight Brand Differentiation

Emphasize appealing product imagery and adding promotional banners and hero images.

▶ Tailor Experiences for Users

Allow users to navigate through the site by allowing them to search for plants that match their lifestyle.

▶ Website Improvements

Provide a consistent visual identity throughout the site, improve navigation to match user expectation, and provide feedback for actions.

User Testing

Our team tested the website to understand the current state of the user journey



We performed a **qualitative usability test** to understand users' pain points and opinions. We found:

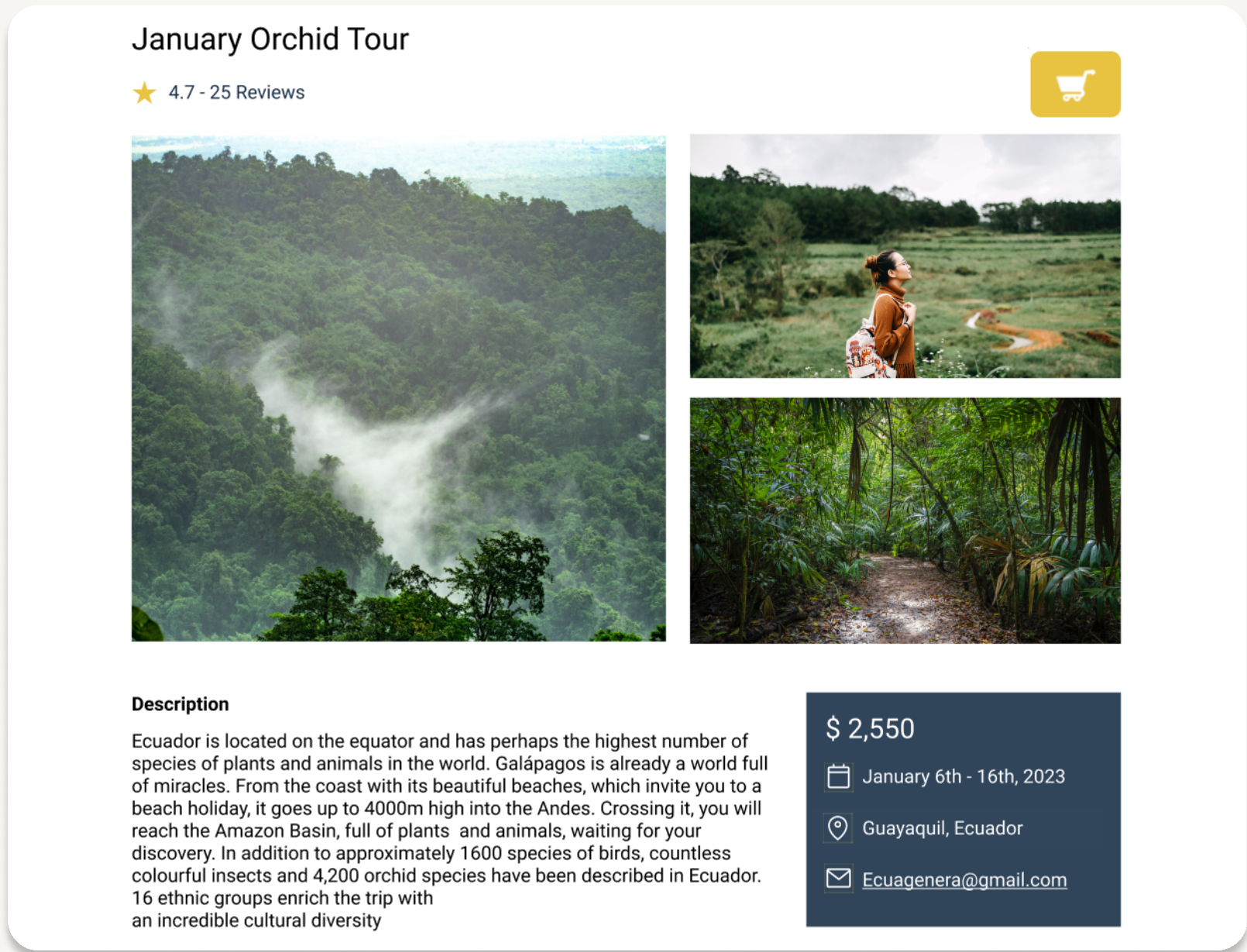
- Users are overwhelmed by the downloadable Excel price list
- Users value findability and variety of contact information
- Users want richer product information and richer information around company values and cultivating practices

We performed a **card sort exercise** to inform improvements to the information architecture. We found:

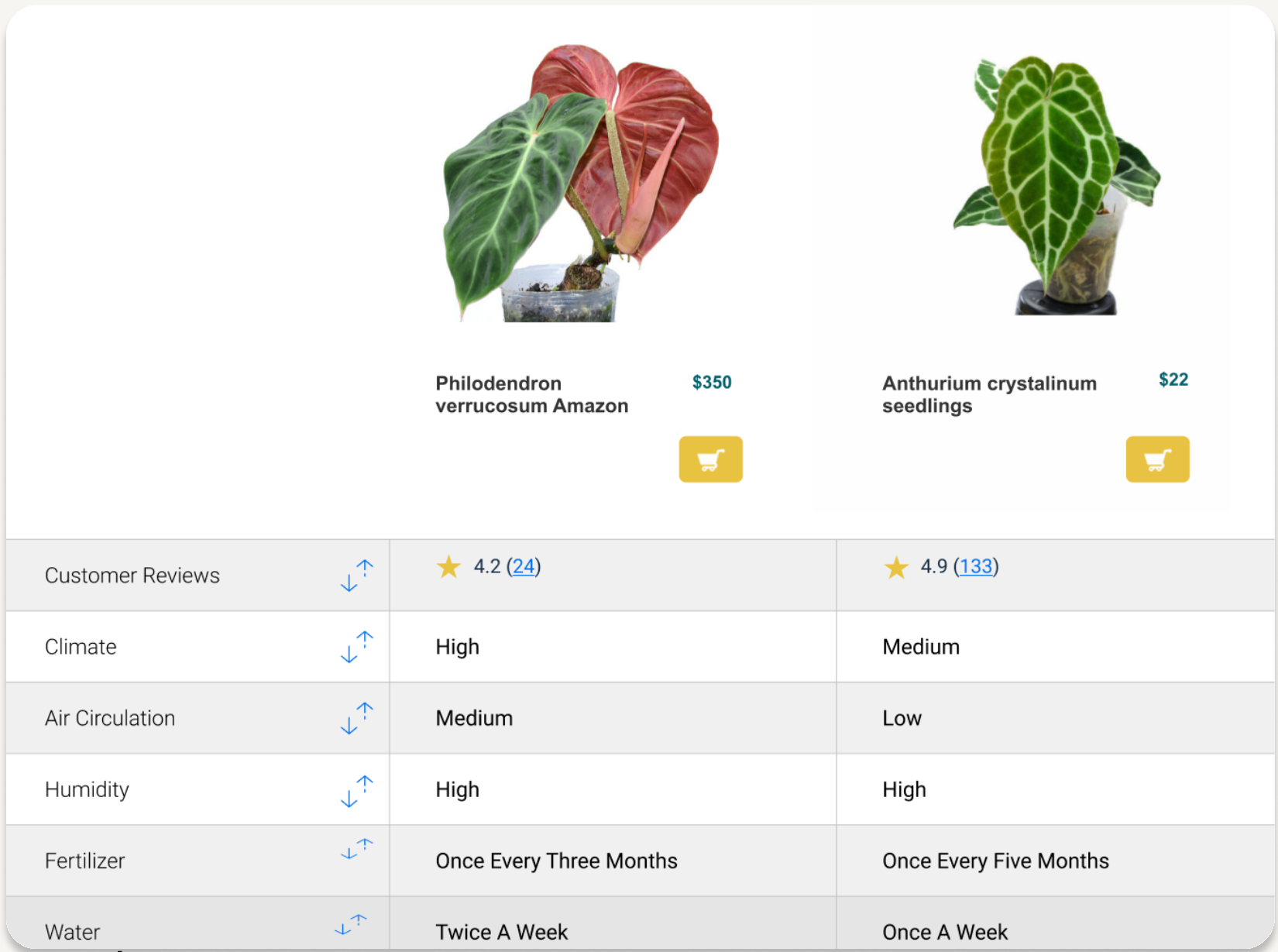
- Users support information architecture changes
- Users value a variety of features:
 1. Product Filtering
 2. Reviews/Testimonials
 3. Best Sellers
 4. Product Comparison
 5. Product Videos
 6. Plant Care Instructions

Prototyping

Our team used our findings to create a prototype redesign



→ We moved the tour information from an attached PDF to the product page



→ We redesigned the plant product page and comparison feature

Quantitative Testing

We conducted quantitative testing on our prototype to validate our design

Consolidating information on the product page resulted in:

85.7% more users able to find information about the tour



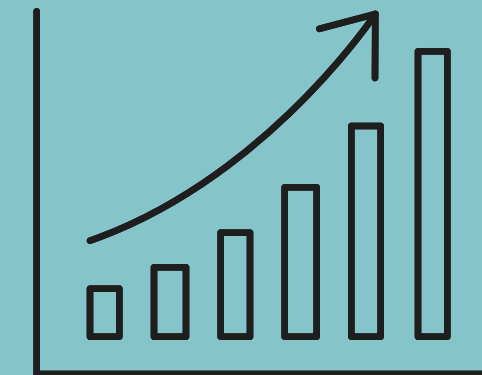
Adding a label to the language setting resulted in:

Improved user rating for ease of use from 3.7 to **4.9**



Redesigning the plant product page resulted in:

a **7% increase** in task success rate



What It Means

The Qualitative Test, Card Sort, and Quantitative Test revealed 4 key insights



1

Current website hierarchy does not match user mental models.

2

Enriching system status led to a higher success rate and quicker completion of user tasks.

3

Improving information architecture increases user engagement and simplifies user tasks.

4

Users value features that assist in their decision-making process.

Recommendations

Recommendations

We collected a series of recommendations categorized by priority level

Quick Wins

- ☐ Expand product filtering system
- ☐ Incorporate system status and feedback mechanism
- ☐ Embed content from external spreadsheets and PDFs into website

Longer Term Strategy

- ☐ Redesign navigation bar
Implement grouping changes based on our findings
- ☐ Incorporate rich product details
- ☐ Expand customer support options



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15 Second Test Results



“

I like...

- How colorful the site is
- The amount of photos
- The use of the plant's scientific names

I dislike...

- How cluttered the website is
- The layout of the plant product page
- Lack of plant descriptions

”



Quantitative Study Data

	A	B	C	D
1	#REF!	Original	Redesign	Delta
2	Task 1 Success Rate	93.30%	100%	7%
3	Task 1 Avg. Duration (s)	41.9	9.2	-32.7
4	Task 1 Misclick Rate	10.7	6.3	-4.4
5	Task 1 Sentiment	3.7	4.9	1.2
6	Task 2 Success Rate	86.70%	100%	13%
7	Task 2 Avg. Duration (s)	41.11538462	19.9	-21.21538462
8	Task 2 Misclick Rate	26.93846154	17.29230769	-9.646153846
9	Task 2 Sentiment	3.3	4.4	1.1
10	Task 3 Success Rate	92.9	100	7.1
11	Task 3 Avg. Duration	25.38461538	19	-6.384615385
12	Task 3 Misclick Rate	12.80769231	25	12.19230769
13	Task 3 Sentiment	2.9	4.6	1.7
14	Task 4 Success Rate	14.3	100	85.7
15	Task 4 Avg. Duration	36.2	10.8	-25.4
16	Task 4 Misclick Rate	25	14.6	-10.4
17	Task 4 Sentiment	1.3	4.8	3.5
18	NPS	-93	18	111

Top 6 Important Features to Users

Feature	Included in Current Site
1. Product filter/sort	✓
2. Reviews/Testimonials	✗
3. Best Sellers	✗
4. Product Comparison	✓
5. Product Videos	✗
6. Plant Care Instructions	✗

