GDL – SE & SDI pages

Research Findings

December 17th, 2019

Scottish Enterprise

Recruitment & Methodology

Purpose

- To discover which version of web pages customers prefer
- To test different design layouts side by side

Sample

- Number: 10 people for each page (70 in total)
- Region: UK
- Device: Desktop
- Method: Online unmoderated testing

Summary

- Users prefer the new designs using the GDL components compared to the original pages
- They are clearer, bolder and easier to read
- Users like the larger text, bullet points, and contrasting colour sections
- Users like that there is less text than the original
- The new designs are seen as more 'modern'

SE – Example 1

- 60% of users preferred the 3rd version of this web page
- Users liked the contrasting text boxes and use of images
- "The text boxes stood out the most and drew me in and made me want to read the text"
- "I liked this one the best, the video at the top, the testimonial, but mostly the text boxes and bullet points stood out well"
- "A nice mixture of pictures and coloured text panels"
- "The use of the imagery combined with the text worked well and helped to break down the page into smaller sections"

SE – Example 2

- 90% of users preferred the new version of this web page
- Users found the new version bolder, clearer and easier to read
- Users would like to see more images, and didn't find the current images very exciting
- "The design looks more modern and up to date"
- "Clear that V2 allowed me to read better and quicker than V1"
- "The second version was much clearer and stood out more"
- "I found version 2 easiest as it had more of a consistent and single column structure, could flow section by section vertically and clearly understand the sectional divisions"
- "Layout easy to navigate and bullet points help a lot"
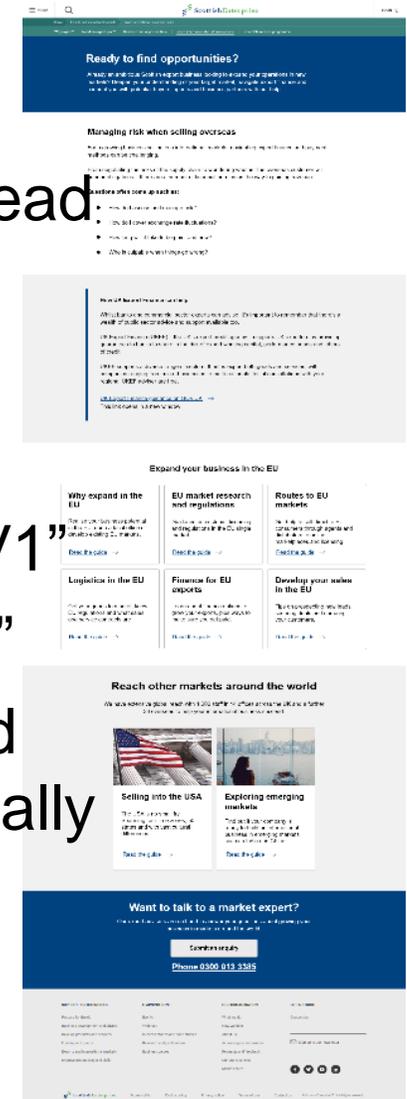
SE – Example 3

- 70% of users preferred the new version of this webpage
- Users thought this version was clear, easy to read with a good layout
- There were mixed views on the images, some found them attractive and others felt they were bland: "I think the imagery creates a nice balance and flow through the text, a nice natural division and makes it more enticing, but it felt generic, stock"
- "The layout is attractive, professional"
- "I prefer version 2. The information has a much more natural flow, very fluid and logical to work through, clear sections, strong use of opposing colours and nice encapsulation of the content in the little tiles for the grant types"

SE – Example 4

- 70% of users preferred version 2, the new design with photo at the top
- This version was much preferred to the one with no images which users thought was bland and dull
- Users found version 2 flowed better and was clearer
- "Much more visually interesting, easier to read, laid out nicely. The bullet points and sub menu made me want to stop and read rather than just skimming or skipping it"
- "Good, clear, easy to use"
- "It was the best one of the three, but still could have been better"
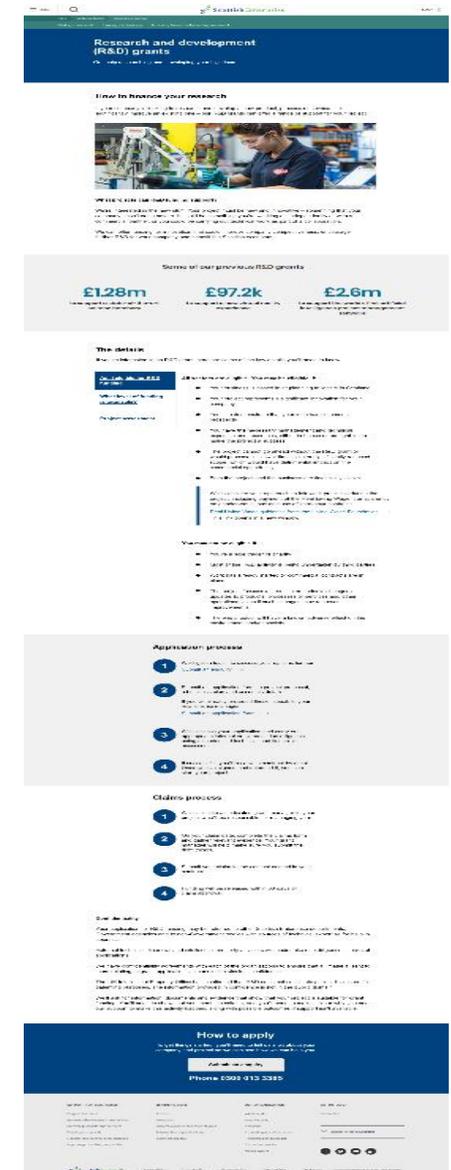
SDI – Example 5

- 50% of users find the new version easier to read and follow
- 30% prefer the original as the headings stand out more
- 20% have no preference and don't see much difference
- Users like the prominent 'contact us' section on Version 2
- "Version 2 was easiest since you weren't overloaded with longer text, however it was very clear to follow the link if you wanted to read more"
- "Better than the first but I feel some more graphics or pictures would help"
- "2nd one was punchier. Made it feel smoother to take action on what was seen"
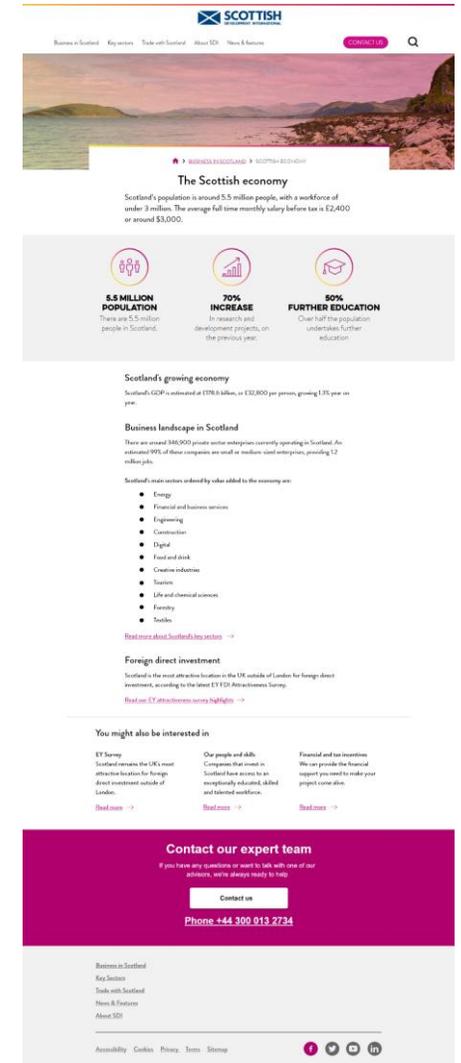
SDI – Example 6

- 50% of users found the new version easier to read and follow
- 1 person preferred version 1 and the rest found both versions easy to read and follow
- Users liked the pink contact us banner
- The new version is more engaging and the use of images good
- "The use of three colours and quotation marks engages the reader"
- "bolder fonts on version 2 than version 1; these helped me to focus on different sections of the page and was better engaged"

SDI – Example 7

- 60% of users find the new version easiest to read and follow
- Users focus on the 'contact us' section, it really stands out
- "Version 2 is more attractive and clear"
- "The second version - better use of colours"
- "The imagery was satisfactory but not compelling"
- "OK - easy to scroll, simple layout, clear categories"