

MGT 6565-02 Digital Marketing Assignment 2.0

Website Design Audit

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Website #1

Part 0: Company Information

Website: <https://www.cocoricocuisine.com/>

Device used by most users of this website: Mobile

Part 1: Usability

1. **Website Conventions** – P (It has a navigation bar; the phone number is attached in the fold however it is at the centre of the website. The hero image is not at the upper fold rather it is at the centre, but it does have a hero image. They have a popup which shows up when you enter the website but once you click off that popup there is no clear CTA which strategically points people towards it. Same day online order, catering and gift cards do have a blue background drawing attention, but it is not enough. Overall, a Pass is appropriate.)
2. **Visual Hierarchy** – HP (Most important things except the hero image are in the upper fold.)
3. **Defined areas** – HP (It has clearly defined areas: Online order, menu, contact us, find us, job opportunities etc.)
4. **Obviously clickable** – HP (The entirety of the navigation bar is obviously clickable. Points were deducted as there are several videos at the bottom that are mixed with images, making it difficult to interpret that the videos are clickable.)
5. **Eliminate distractions** – SP (It is very straightforward and to the point. The upper fold is just full of important information.)
6. **Support scanning** – HP (Does support scanning, the quote in the home page is relatively short, it is a very minimalistic website. Although, humans tend to scan images over text first so it could make use of images in the upper fold for better scanning.)

Side Note: The following components of the usability design principles have been graded as per Owen's grading system, where, to my knowledge, SP (superior pass) is regarded as the highest, F (fail) as the lowest.

Recommendation: It should apply more website conventions. The hero image should be moved to the upper fold. A clear CTA should be attached within the hero image. The phone number should be moved to the top right. The advertisement label at the very top should be removed or replaced. Reasoning for every single grade has been listed.

Part 2: Conversion-Centered Design

1. **Attention** – P (It has multiple CTAs which are accompanied by a blue background to distinguish themselves. However, it is to be noted, it does have a single CTA only within the popup that appears when entering the website. Although, it is just as important to have a clear single CTA in the website's home page as well.)
2. **Context** – HP (The visitors are coming from users making google searches regarding cafes, bakeries, French bakeries etc. They want to find a place to go to. The home page clearly shows it is a French bakery and café, and it also shows the address and telephone number at the centre. However, a visitor would expect the website to be more aesthetically pleasing so it fails their expectations in that regard. It fulfils the expectation of a user regarding information delivery.)

3. **Clarity** – P (It is not clear from a quick scan of the web page IF you notice the upper fold. Going down to the entire webpage, it is clear what it is about. The user knows what will happen when they click on the options in the navigation bar.)
4. **Congruence** – SP (The entirety of the website looks very focused on conversion, having the phone number, free parking and address at the very centre. There is also a very clear CTA within the popup that appears when you visit the website.)
5. **Credibility** – P (The website has professional images of the store in the home page alongside videos at the very bottom. However, it does not show any reviews, affiliation with a major brand and is not aesthetically pleasing.)
6. **Closing** – P (Positive messaging is present in the home page with a nice quote – however, it is not near the CTA.)
7. **Continuance** – P (There is no way for me to tell if this is true or not unless I make a purchase. However, it is to be noted – when visiting the online order webpage, there are no additional action recommendations besides purchasing and adding a product to the cart)

Recommendation: Credibility is the one part that can really be improved upon. The hero image needs to be placed within the upper fold, reviews need to be added to build trust, as well as affiliations with major brands in the past or present (if any) must also be shown. It should make use of ratings the store has received on google reviews, yelp etc. and leverage them by showing them to the site visitor.

Part 3: Three Questions

1. **What are you offering?** – HP (The text tells us that cocorico is a French bakery and a café. It also shows that it is offering online orders, catering and even jobs. However, it does not show you a single glimpse of its menu items.)
2. **Why should I pick you?** – LP (The only element it uses to convince people to pick cocorico over others is the quote at the upper fold emphasizing that they provide French food)
3. **What do you want me to do next?** – LP (There is a clear CTA in the popup that appears however since this is only relevant to the upper fold – There is no single clear CTA on what they want the consumer to do. The only credit I can give them is the fact that they have 3 buttons in the navigation bar with blue background drawing a little bit of attention of the consumer towards those buttons.)

Part 4: Customer Segments

Segment Chosen: New Customers vs. Returning Customers

1. Segment #1: New Customers

Navigation Path: Home → Bakery & Café Menu → Home → Our Story → Home → Same Day Online Order/Catering/Exit

Friction: Medium-High (The menu is not integrated within the website and instead takes you off the website, this should not be the case as this greatly increases friction. There's also an issue with same day online order where the menu to order from is at the bottom of the page.)

2. Segment #2: Returning Customers

Navigation Path: Home → Same Day Online Order

Friction: Low-Medium (It is to be noted – the menu to add items into your cart is listed at the bottom of the online order tab instead of the top, this can cause confusion & friction.)

Website #2

Part 0: Company Information

Website: <https://dspbenefits.decisely.com/>

Device used by most users of this website: Mobile

Part 1: Usability

1. **Website Conventions** – SP (The upper fold has a company logo, navigation bar, a hero image with a clear CTA and is aesthetically pleasing.)
2. **Visual Hierarchy** – HP (It follows a good visual hierarchy.)
3. **Defined areas** – HP (It has well defined areas. Each navigation bar entry has its own mini-description to help the site visitor understand what the page is for.)
4. **Obviously clickable** – SP (Each element of the website is obviously clickable. The grey 'Get started' button at the middle lights up when you hover over it and becomes blue implying it is clickable.)
5. **Eliminate distractions** – P (There are several marketing messages at the home page. It does display all the important information however I believe it can cut down on some marketing messaging to remove clutter as too much text can overwhelm a user and make it harder to scan the website.)
6. **Support scanning** – P (The upperfold does support scanning however the remainder of the page does not support scanning at all. At a glance, I was unable to tell what the website is about until or unless I took the time to read the text beneath the upper fold. I was also not familiar with the jargon of "DSP". This can be improved on.)

Recommendation: It should work on to support scanning of the website. They should cut down on the marketing text/text in general and use simpler language.

Part 2: Conversion-Centered Design

1. **Attention** – HP (It has very clear CTAs with the 'Get started' buttons. Most of the page points toward the 'Get Started' CTA however there are other CTAs such as 'Learn more' also on the page. There is also a sign-up form at the near bottom.)
2. **Context** – HP (The site customers are external company higher ups who are looking for health coverage for their employees. The traffic can be described as either referral or search traffic. Yes, the message and content of the homepage match the expectations of the customer)
3. **Clarity** – P (It is not clear from a quick scan of the web page what it is about. It takes a minute to go through everything and only then you understand what it is about. However, it is to be noted that for those who are familiar with this form of service might know DSP and it may be easier for them to scan the website. Yes, the user knows what will happen when they click a link as it has been clearly stated. The navigation bar even has mini descriptions for the buttons to help the user navigate the website better)
4. **Congruence** – P (No – not all the words on the web page encourage conversion. Some words distract the potential customers with the 'Learn more' buttons. However, giving the customer information regarding what they are going to be investing their money is essential. The fact does remain that the entirety of the website isn't focused on conversion – some portions of it are focused on education.)

5. **Credibility** – HP (It has great credibility. It makes use of testimonials at the bottom of the home page, uses professional images and has an aesthetic website.)
6. **Closing** – SP (It has a great amount of positive messaging near CTAs)
7. **Continuance** – P (I cannot say until or unless I sign up or pay for their services.)

Recommendation: Clarity – they should make it clearer what the website is about and again cut down on text.

Part 3: Three Questions

1. **What are you offering?** – HP (Someone who has prior knowledge of employee insurance and DSP would understand what they are offering at a glance but for someone who does not have any idea it will take them a minute to understand their offering.)
2. **Why should I pick you?** – SP (Key points they touched on: ‘Amazon Compliant’, ‘all sizes’, and ‘affordable’. These factors differentiate them from competitors and provide site visitors very good reasons with why they should pick them.)
3. **What do you want me to do next?** – SP (A clear hero image with a clear CTA is located at the upper fold, prompting the site visitor to click on ‘get started’.)

Part 4: Customer Segments

Segment Chosen: New Customers vs. Returning Customers

1. Segment #1: New Customers

Navigation Path: Home → Insights → Testimonials → Home → Learn More → Voluntary Benefits/Accessible Care/Healthcare Solutions/Compliance Services → Home → Get Started

Friction: Medium (The website has everything in the home page, including testimonials. A customer may want to look into testimonials in depth before blindly trusting brief ones. They will also want to learn more about every service they provide and only then they will decide to sign up.)

2. Segment #2: Returning Customers

Navigation Path: Home → Learn More → Voluntary Benefits/Accessible Care/Healthcare Solutions/Compliance Services → Get Started

Friction: Low (A returning customer will know what they want. Since they’ve already used the service before, they won’t need to go through testimonials. Only thing they might do would be to learn more about availing a new service they haven’t taken before.)