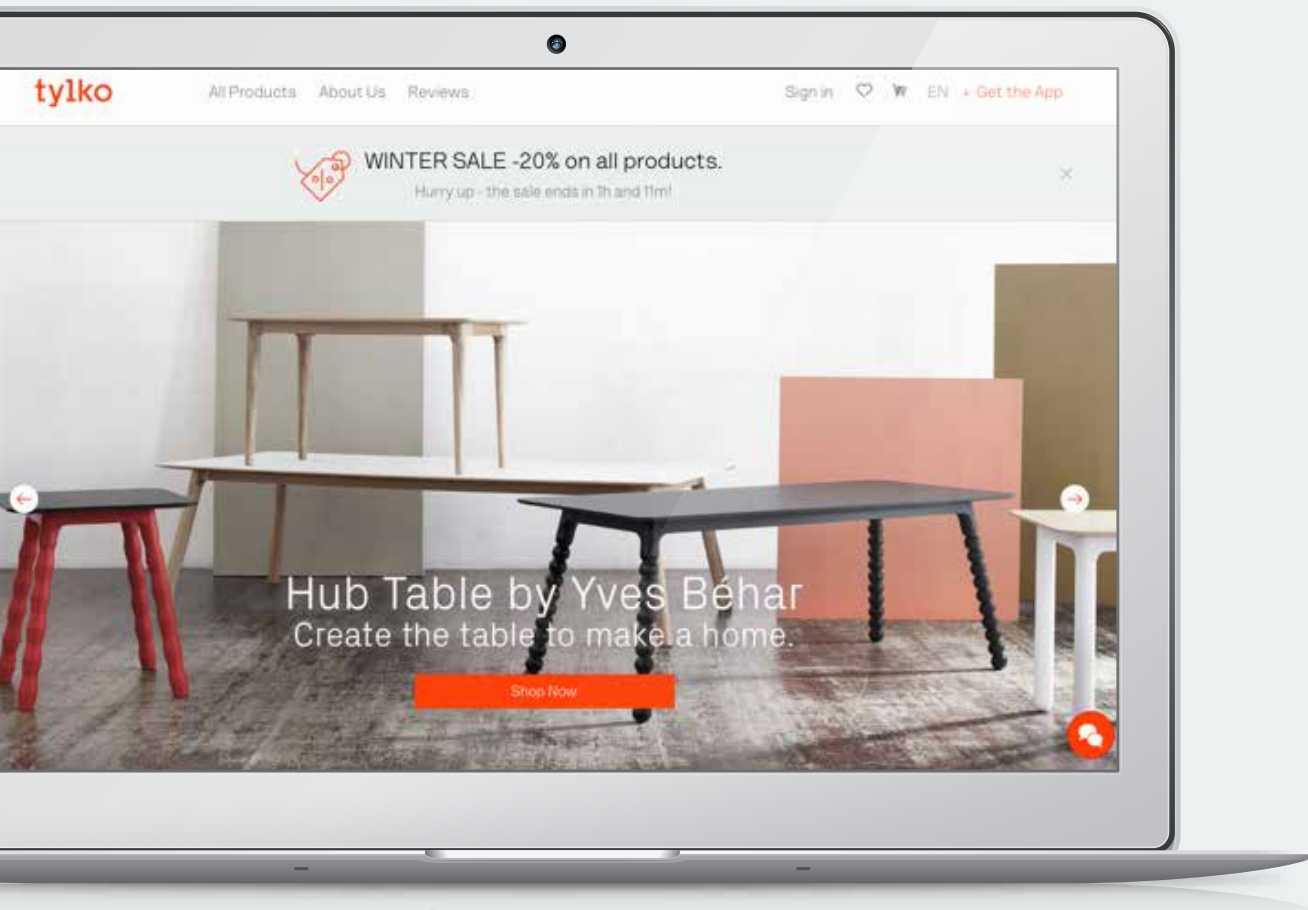


## Home Page - First Impression - This site is about...



**Hero Image** - has a great impact on perception of the site. If the user gets an impression here that the site sells office furniture, he will consider every subpage and element in that context.

Using a set of similar objects placed on a shelf (shoe, bags, etc) can create an impression that these are the things site offers.

There were some issues with understanding that site can be scrolled.

User comments:

*"A site with home - related products. They're having a sale now."*

*"Some designer furniture."*

*"Some furniture."*

*"I suppose I will be able to create my own shape" - based on CTA with "Create Yours" copy.*

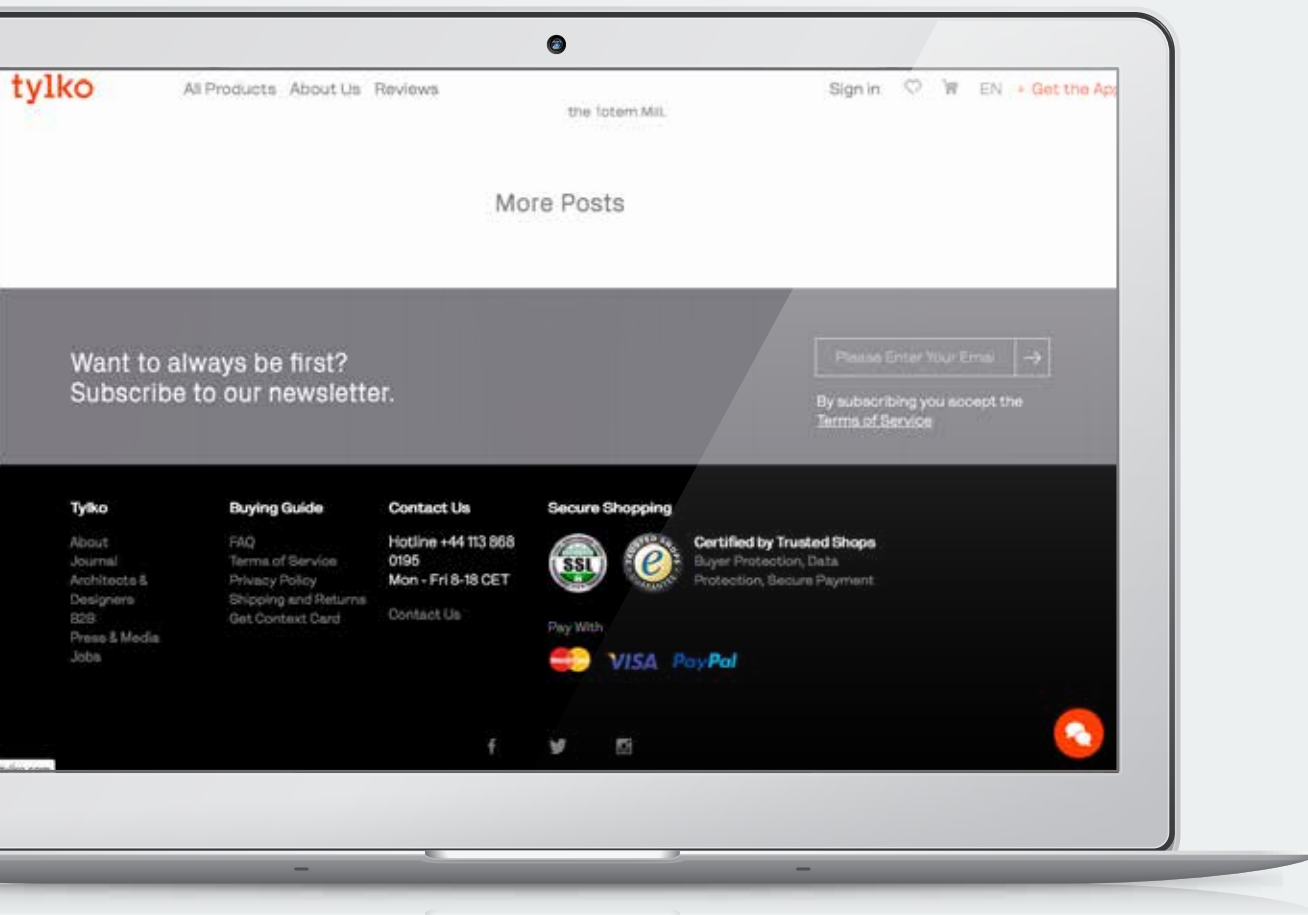
*"The company offers designer products that I can personalize."*

*"I don't know what they do. Maybe if I read the "About us"?"*

*"I can't tell at first glance."*

People who buy a lot of stuff on the internet generally had bigger issues with identifying what the page is about. It may be attributed to the general un-ecommerce-like feel of the site. People who do not buy stuff on the internet as often generally reacted better.

## Home Page - Navigation



**Cart Icon** - element that made the site be recognised as a shop.

**All Products** - Usually just clicked. Dropdown ignored.  
Our Recommendation: Change the copy to “Products”. Make the button open a list under navbar. Add “All products” to the list.

**Product Names** - Users who saw the dropdown had problems identifying what the products are. They concentrated on the first part of the name (Hub, Ivy, Totem) at first and said they have no idea what these items can be.

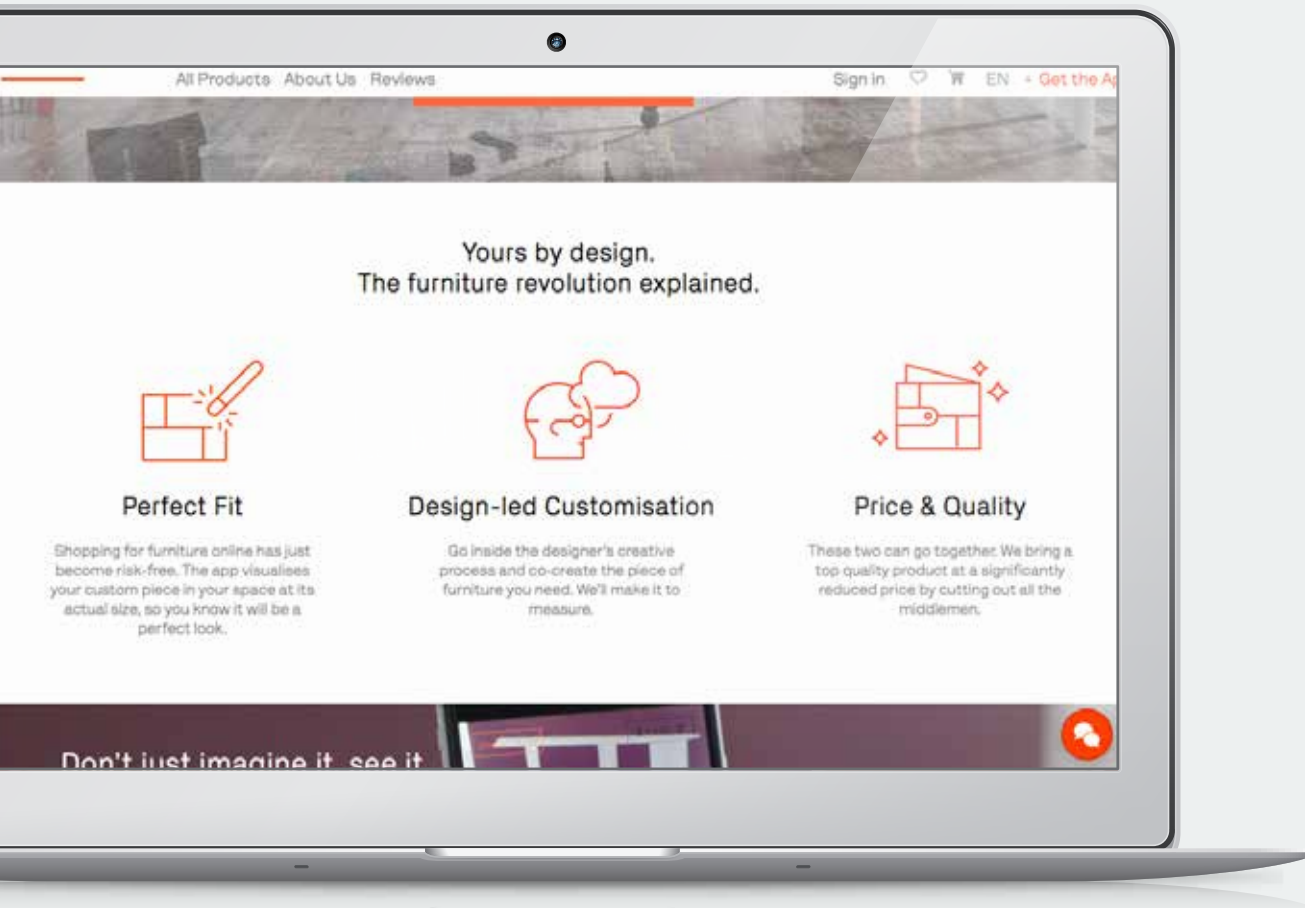
Our Recommendation: Use images to accompany item categories. Do not show the product names in navbar. Use commonly used names instead.

**Wishlist:** Some users had problems with understanding what the heart symbol means. Problems vanished after they saved a design in editor.

**Footer:** The parallax effect in the footer has been recognized as a bug. It also caused some users scroll only as far to reveal the bottom row icons. They did not see the entire footer and information in it.

Our Recommendation: Remove the parallax effect. The amount of info in the footer should be revised.

## Home Page - Icons



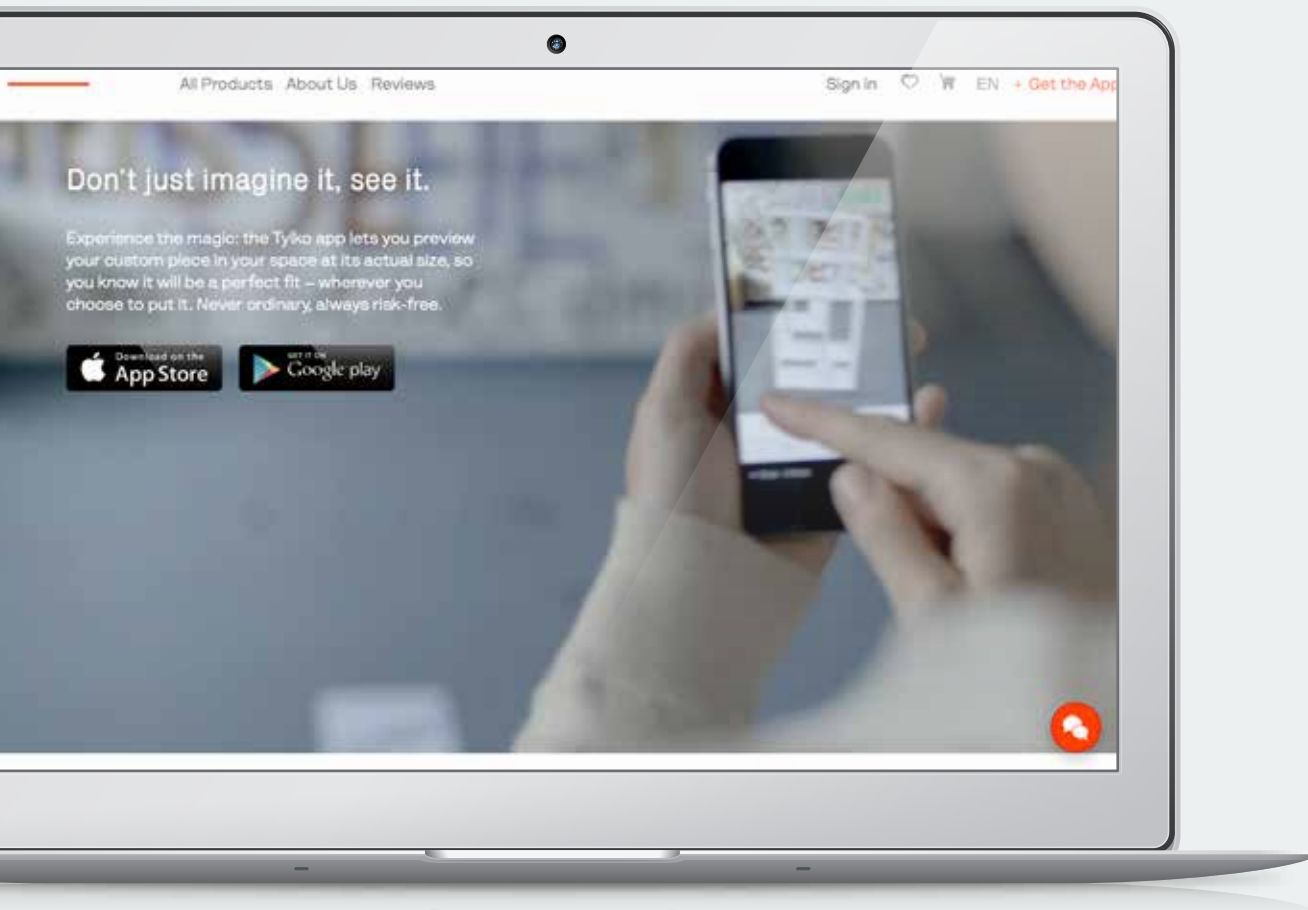
Users did not pay a lot of attention to this part of the HP. Some of them said that the icon contains more information than the title and description below. These were considered unclear.

Users liked the “Price and Quality” copy the most.

User who works in online marketing spoke highly of the icons. *“The icons and their titles attract attention because of their uncommon look.”*

Our Recommendation: This part of the site should be removed. Prime real estate just below the fold should be occupied by the products. **“Price and Quality”** could be moved elsewhere.

## Home Page - App



In the current state of the site, this is the first place where user learns about the possibility to customize the product. This makes the section very important in current HP. It makes the service offered by tylko much easier to understand.

*"It makes it easier to understand the site. I will be editing something."*

It is also a strong and interesting enough information to become a reason to potentially leave the web page.

*"I would just download the app and leave the web page"*

The video is clear and easily understood.

*"The App lets you check if the size is right."*

*"The App allows you to "throw it on the wall""*

*"I'm not sure - can I make this furniture by myself?"*

However, it also bring some uncertainty to user journey.

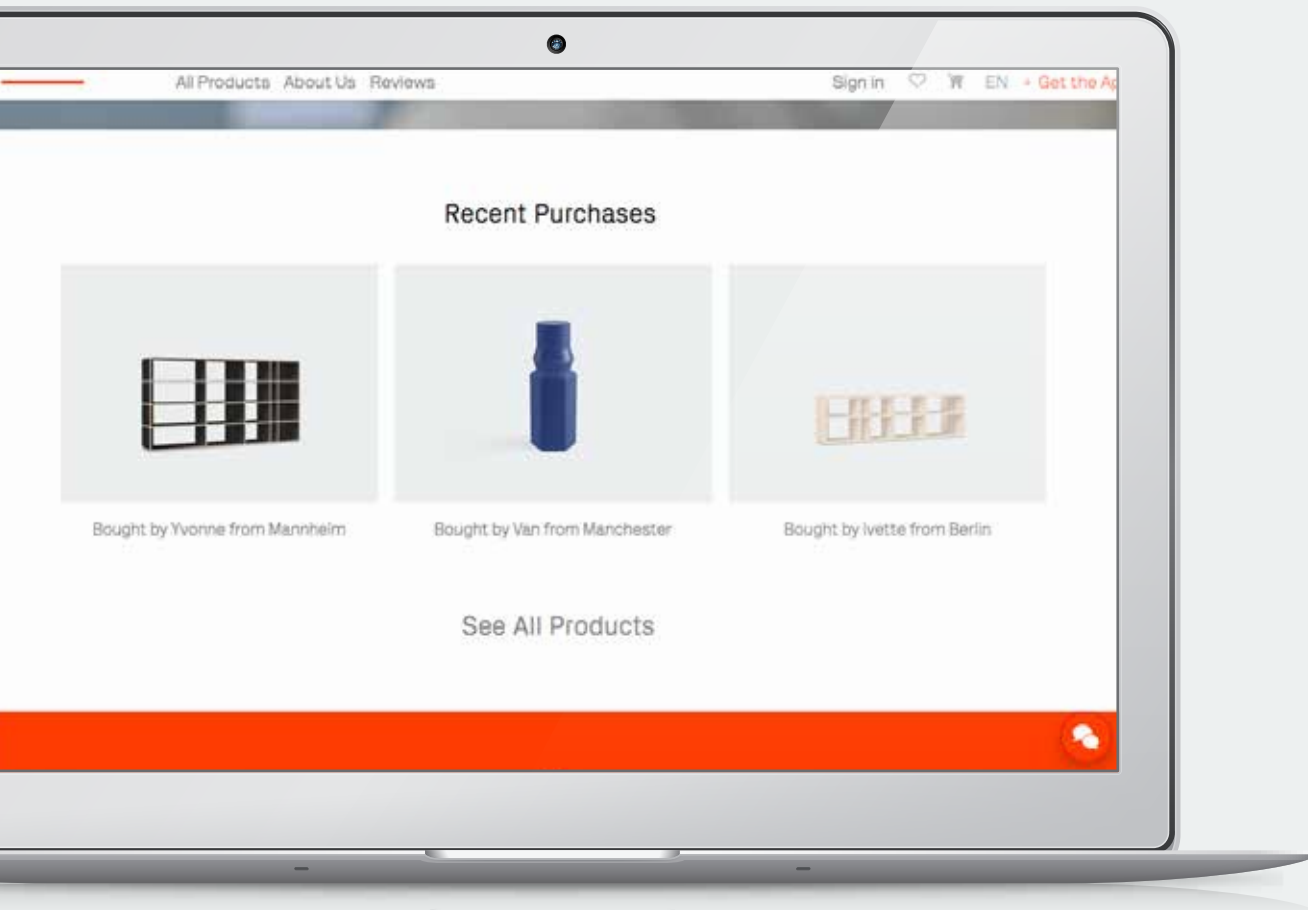
*"Can I create something like that here, or only on my phone?"*

Our Recommendation: Move the video to the App page. Use the video on the mobile site.

In one case, the video has also been regarded as a commercial. The user has been looking for a way to close *"this huge window."*

Our Recommendation: Remove full-height sections from the web page.

## Home Page - Recent Purchas

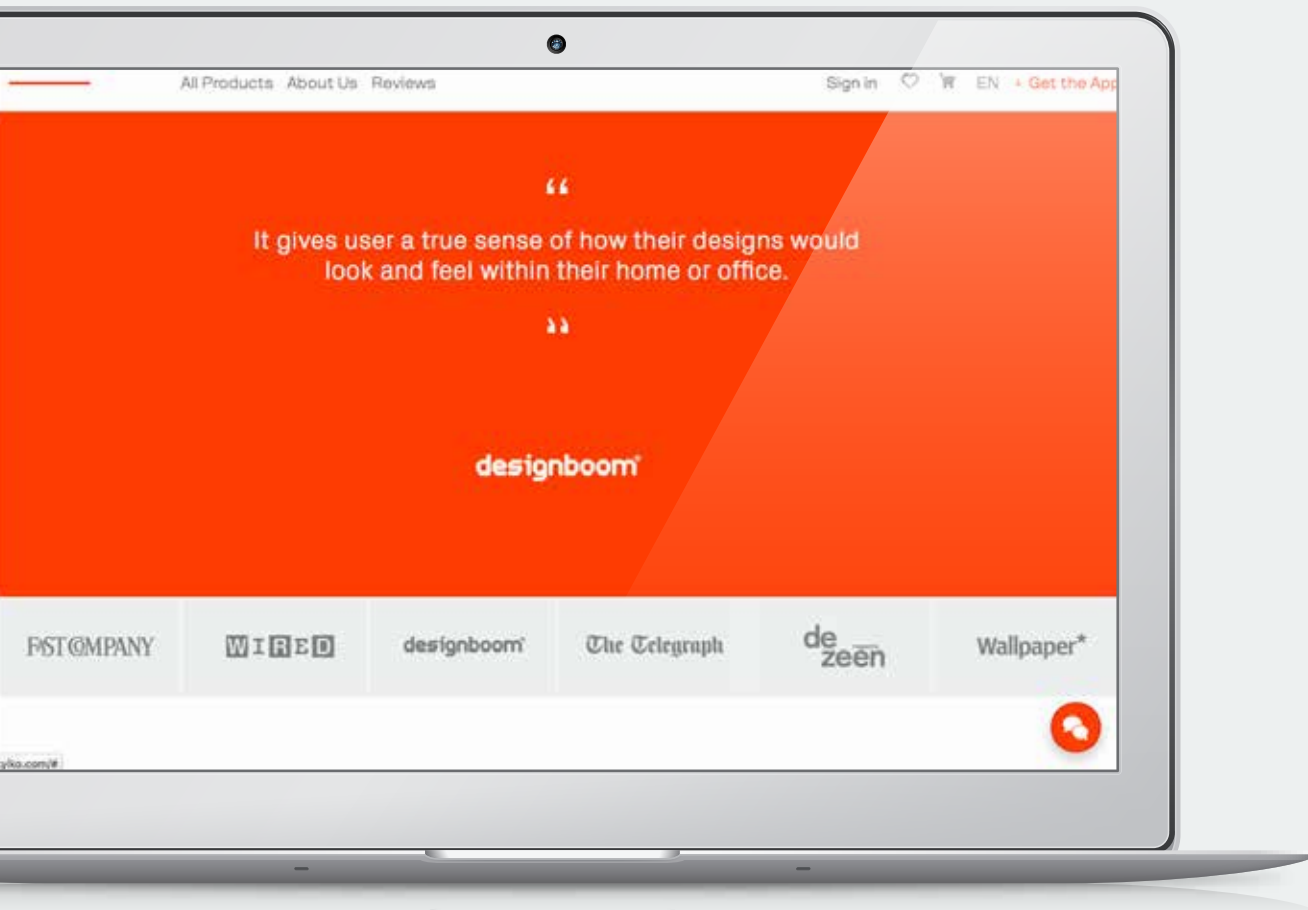


First place where user can go to the specific product he can see before.

CTA “See All Products” was understood as “See All Purchases”

The section has brought some regards about personal data security on the site. Users regard this information as not needed in its current form.

## Home Page - Press



Quotes placed on a red background were regarded as visually strongest part of the HP. At the same time, they were misunderstood. If the user did not know these specific newspapers before, or did not scroll far enough to see them, he could not understand what the section means. *"I don't understand what this is, but its very eye-catching."*

People who did understand what this section is, showed positive reaction. *"Press quotes are grate because they let you know that the company does not offer bullshit."*

Our Recommendation: Add a title to the section. Work to include as widely known newspapers as possible.

Another recognized issue was language mix. English quotes on polish / german site.

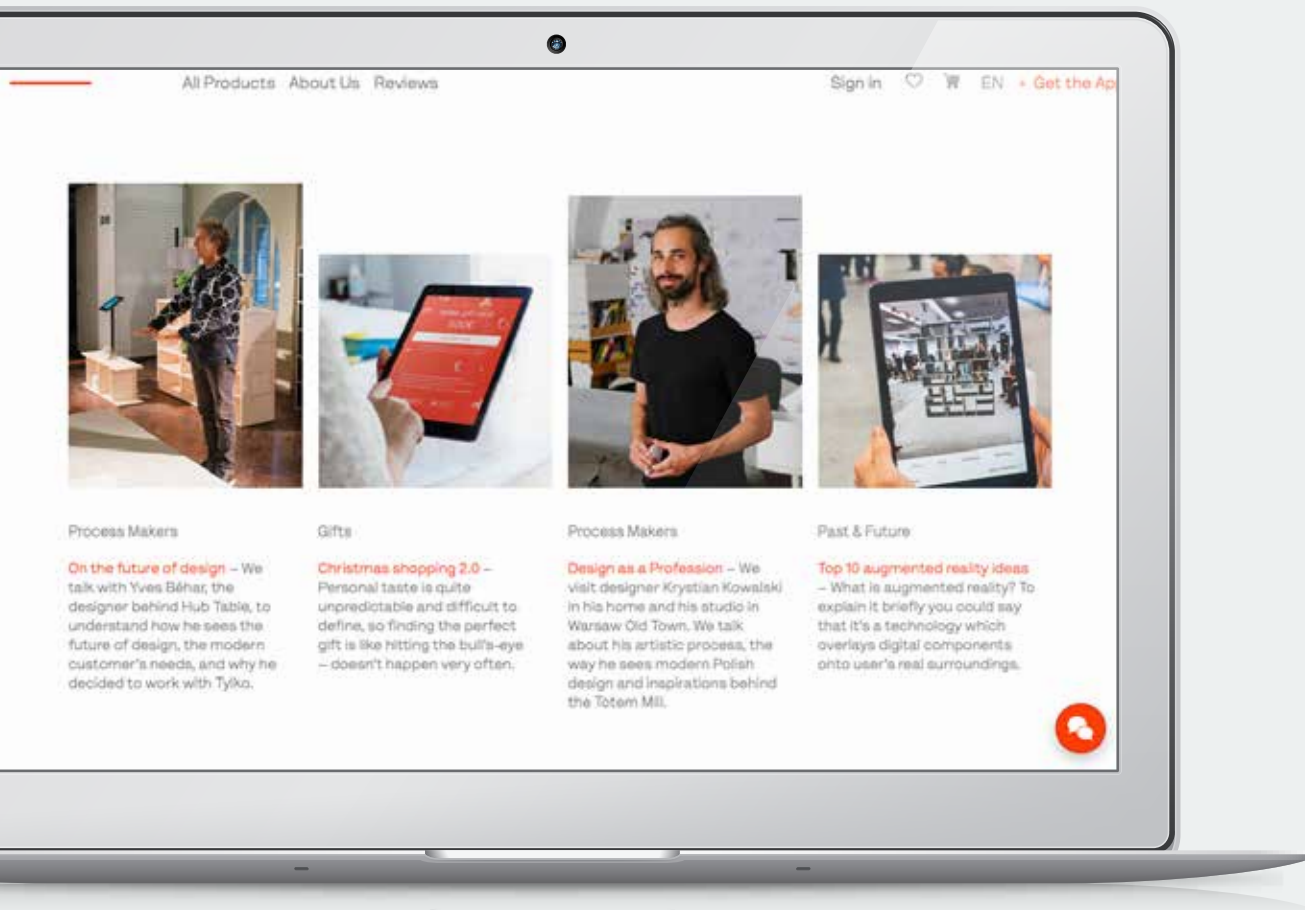
Our Recommendation: Translate the quotes.

Press Logos below the sections were not recognized as the part of the red section. They were also not recognized as being clickable.

Our Recommendation: Change the layout.

We should also consider adding links to the quotes. Pros: Gives a more reinforced impression. Cons: User can leave the page and never come back.



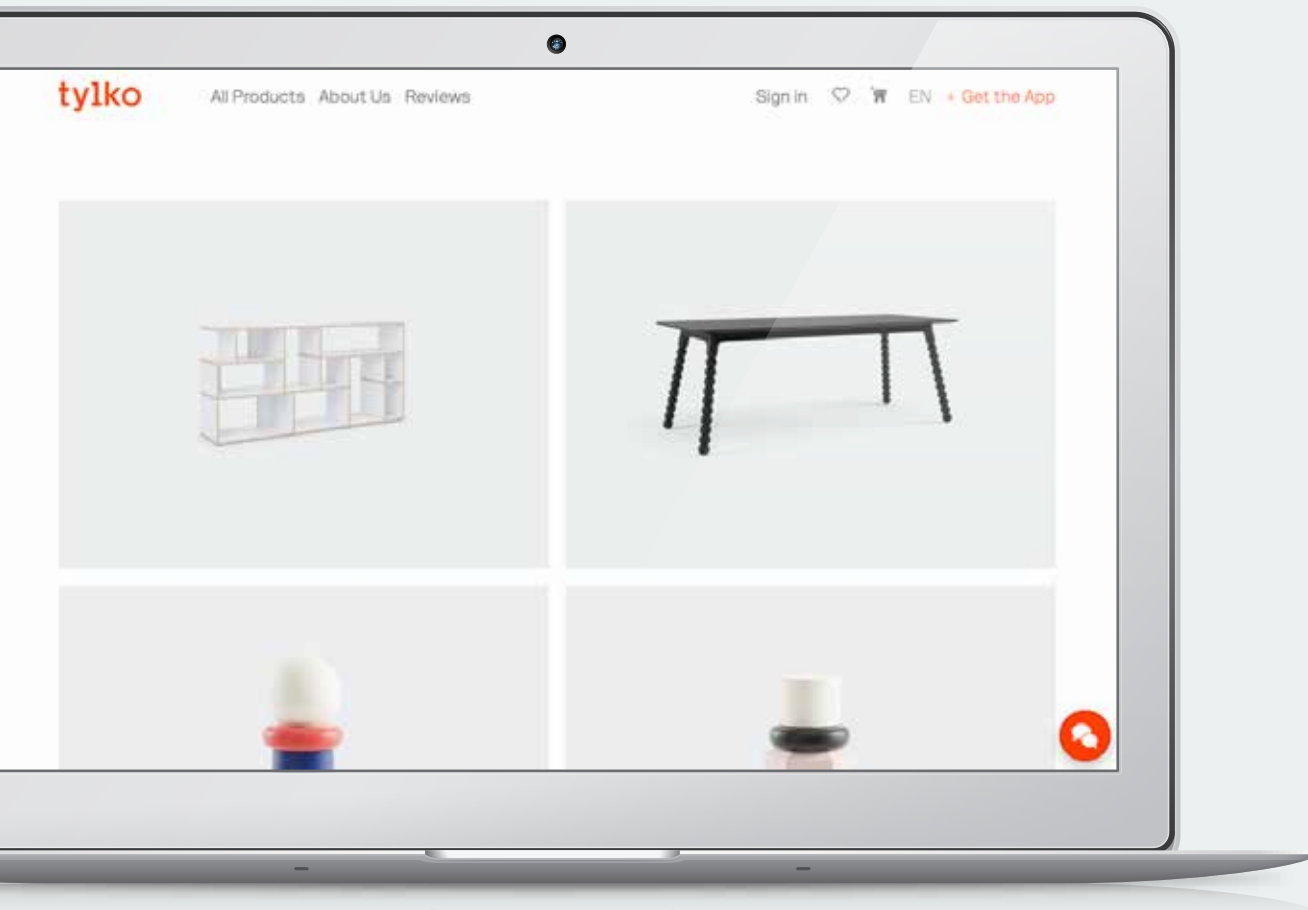


The section was very hard to understand. Considered the most chaotic part of the HP. The reasons behind it were: Lack of title. Large amount of content compared to rest of the page. Different sized pictures.

Users remarked that the entire page is clear, contains little information and a lot of pictures. This section however is a stark contrast with a lot of elements and ununderstandable words (Context View, Augmented Reality, even Christmas Shopping 2.0). Users expected to learn something about the authors.

Our Recommendation: Remove the Journal section from the web page. Use simpler language, fewer lines of text. Do not use sections without a caption. Do not use different sized images in a section

## Products Grid



Furniture here were being understood as separate products, not a variation of a single product. This way site appeared to be fuller and offering more choice. One of the users has asked to choose a table. He opened a small hub and went back to the grid remarking that *“oops, that was a small table not a table”*

Users asked to view all products go to the product grid with no problems.

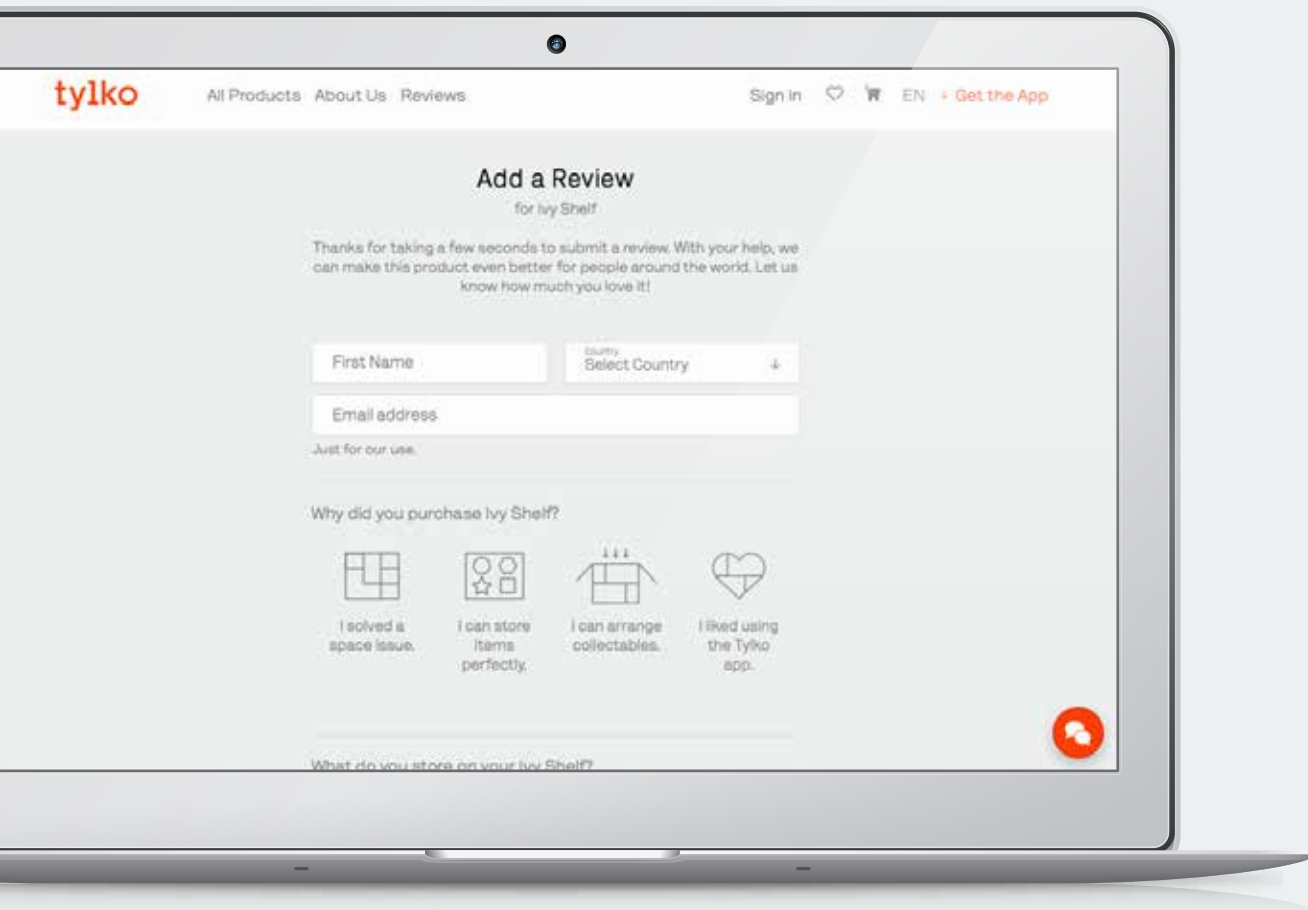
One of the users remarked he expected a way to “go deeper” - a way to sort or categorise the products.

*“It would be nice to have it sorted in some way. Type of product maybe?”*  
*“Is this all there is?”*

Our recommendation: Rethink the way we name our products / product categories. Use simpler names in navigation and grid. Create more presets and product categories. Add a way to sort products.



## Reviews & Add a Review



Users generally consider reviews as an important part of a web store. They almost always look for reviews before buying online. One user remarked facebook reviews as especially trustworthy, because they cannot be deleted. The number of reviews counts as well. *"I always look for reviews. 3 is a little too few, but 10 - its ok!"*

**Starts in Editor** - Most commonly used way to reach reviews, just after scrolling down the product page.

Our Recommendation: See more button should show more reviews. It should not forward user to a new page.

**Icons** - Misunderstood and regarded as not needed. At the same time, they were positively referred to on "Add a review" page.

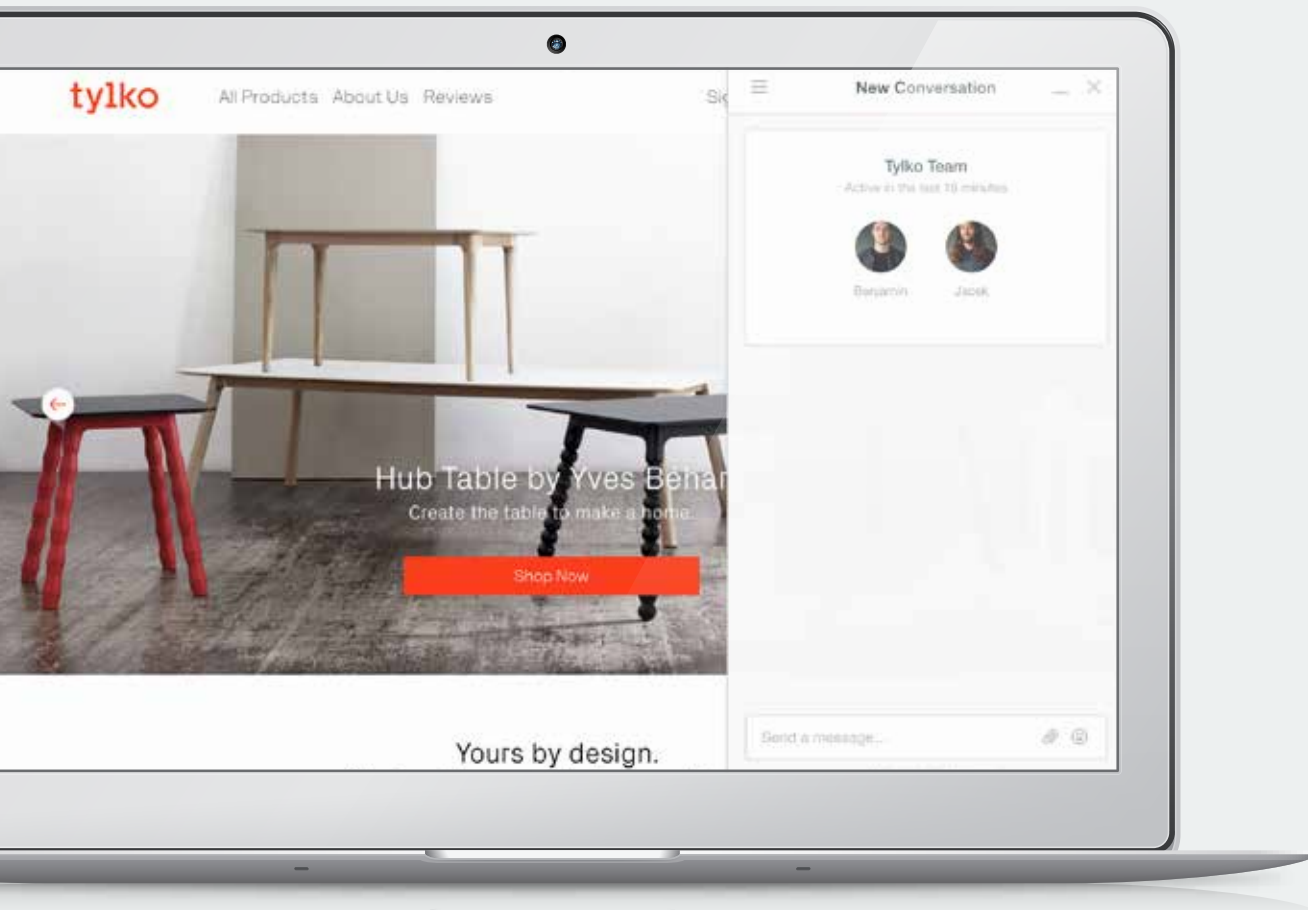
Our Recommendation: Rework copy, consider adding a title.

**Languages** - Users found it weird that they see reviews from different language than the rest of the page. It was remarked as something negative.

Our Recommendation: The topmost reviews should be in the language of the page.

**Add Review page** - subtitles below the stars were considered too strong and harsh *"I love you, i hate you"*

Our Recommendation: Do not change. It was designed to invoke strong emotions and avoid misinterpretations.



Live Chat invoked very positive feelings. Users liked the possibility to ask a questions. They often shared their views on when would they use it and what questions they would ask.

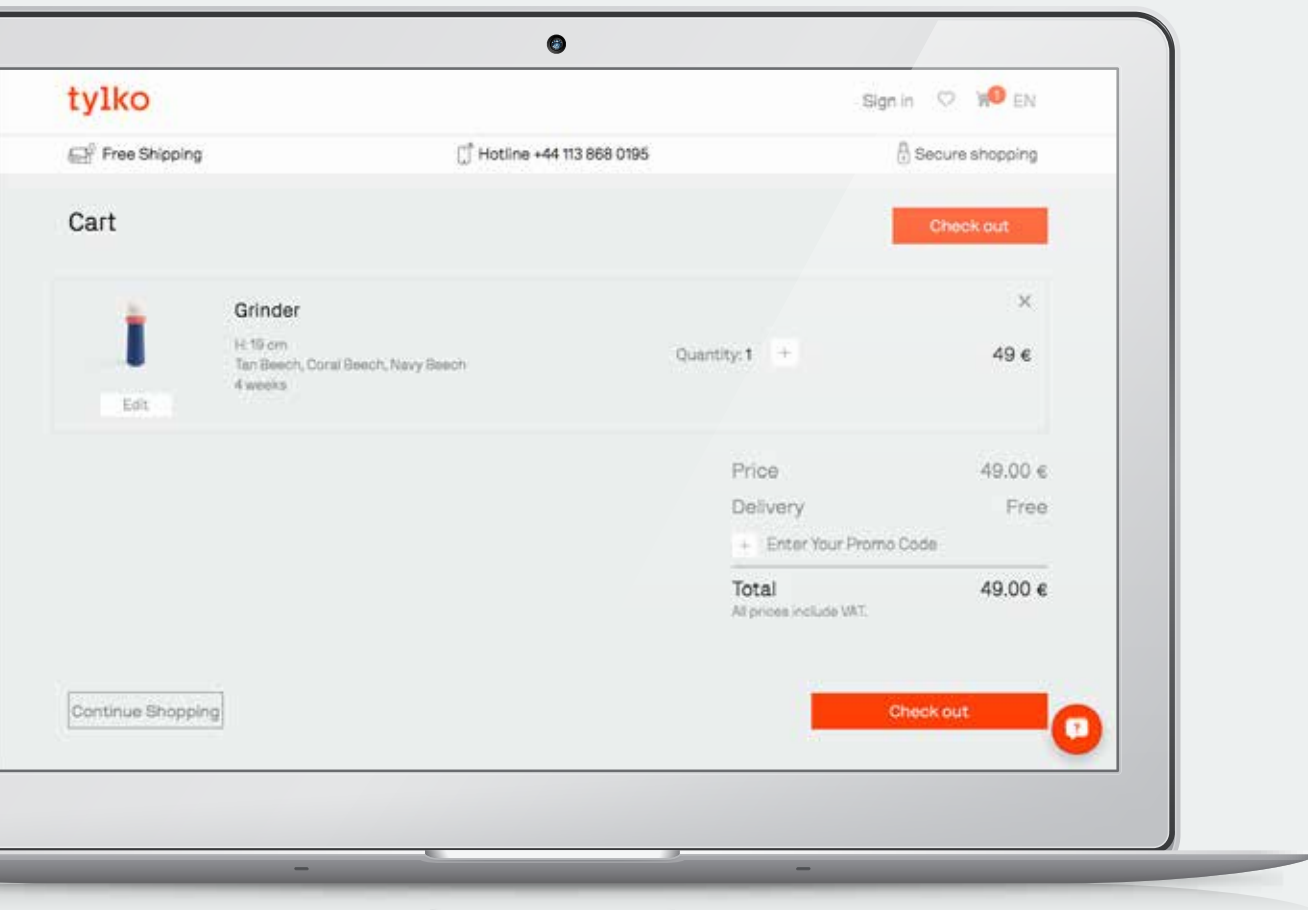
After clicking the icon, a new frame opens, with Ben and Jacek's faces. Input field is not clearly visible. It made some users reluctant and confused about how to use it.

Our Recommendation: Find a hack to increase the size of the input field or open intercom in conversation view.

The speed of the response was a very positive surprise for the users.

The chat bubbles popping-up across the page were positively remarked. Users considered it a good thing that they are reminded about a way to contact the consultant.

## Checkout - Cart



Generally regarded as clear, readable and - what's important - standard. Exactly as expected.

One user remarked that it's the first place he can see the material of the item - he could not find it earlier.

Our Recommendation: Add a clear technical info section to the product page.

**4 Weeks** - unclear what it means.

Our Recommendation: Change the copy to "Ships in 4 weeks."

**Secure Shopping** - mentally connected to personal data security.

**Editing items in cart** - Some users thought that it's weird that saving an item edited from the cart creates a copy. They however understood what is happening and had no problems deleting unwanted items. They said it was not expected behaviour.

**Quantity + button** - Effect was sometimes hard to notice and not expected.

Our Recommendation: Change copy to "Create a copy", "Add a copy"

**Delete Pop-up** - Not perfectly readable. It takes time to understand what to press to delete an item.

Our Recommendation: Improve the copy and make it straightforward.

**Trusted Shops** - "I don't know what this certificate means, but it's good it's here." "If a company has a certificate - it means quality."

## Checkout - Form

← Back to cart

tylko

Free Shipping Hotline +44 113 868 0195 Secure shopping

1. Address 2. Summary 3. Payment

### Shipping Address

First Name Surname

Shipping Address

Apartment number, floor, company name etc. (optional)

Postcode City

Country Select Country ↓

Phone number

Email address

☐ Add company name and Tax ID

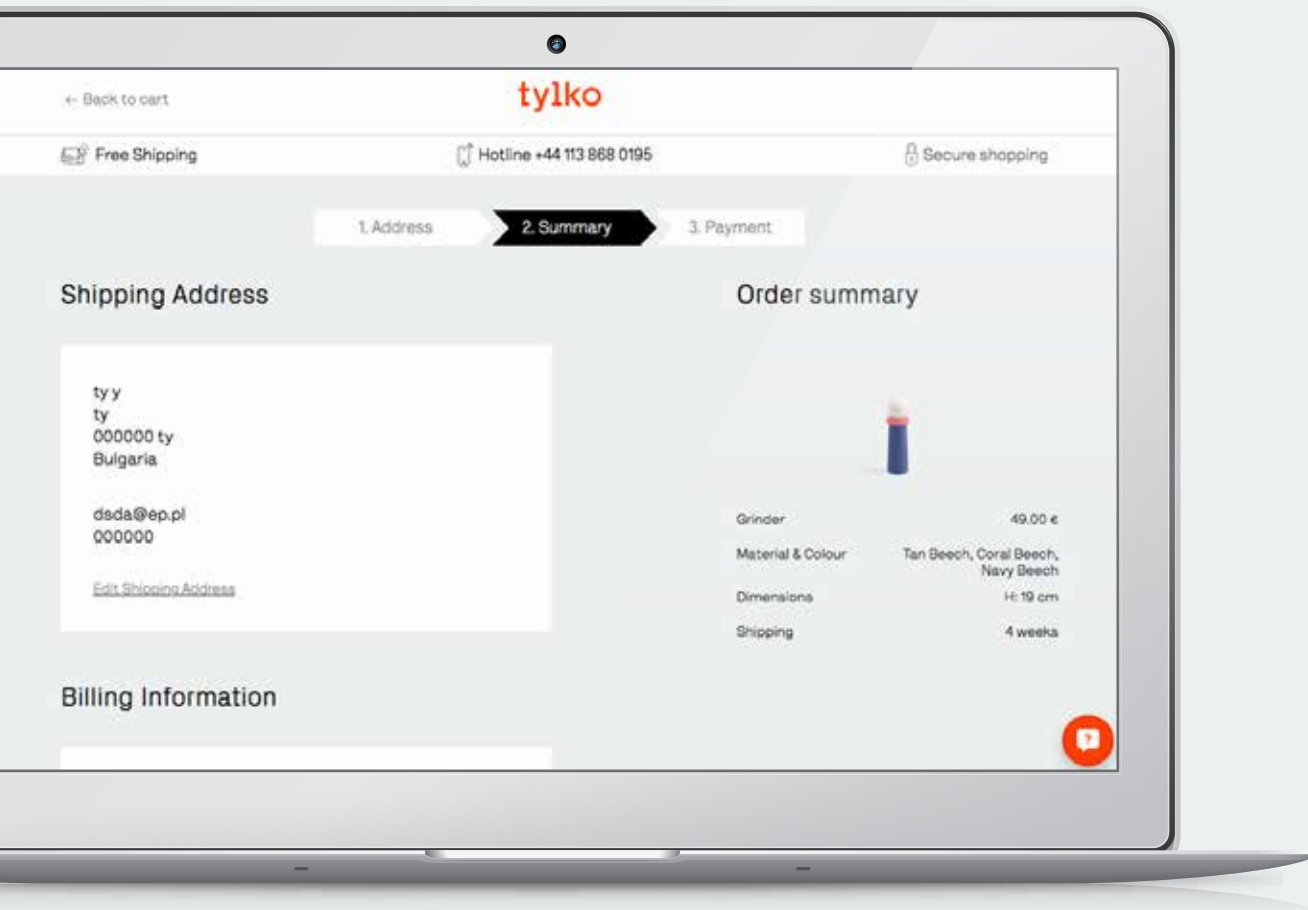
☒ Use Shipping Address as Billing Address

**Address Form** - Clear and understandable.

**Delivery Details Field** - Single hard to understand field. Not labeled as optional. Confused with Delivery Notes.  
Our Recommendation: Change copy and add “optional”

One of the users remarked animated field titles as great because *“I don’t have to remember what im typing.”*

## Checkout - Summary & Adyen



Billing Information - *"I did not fill in any of this! Well, there always has to be a receipt."*

Users remarked that during the entire checkout process important information is highlighted, everything is clear, readable and standard.

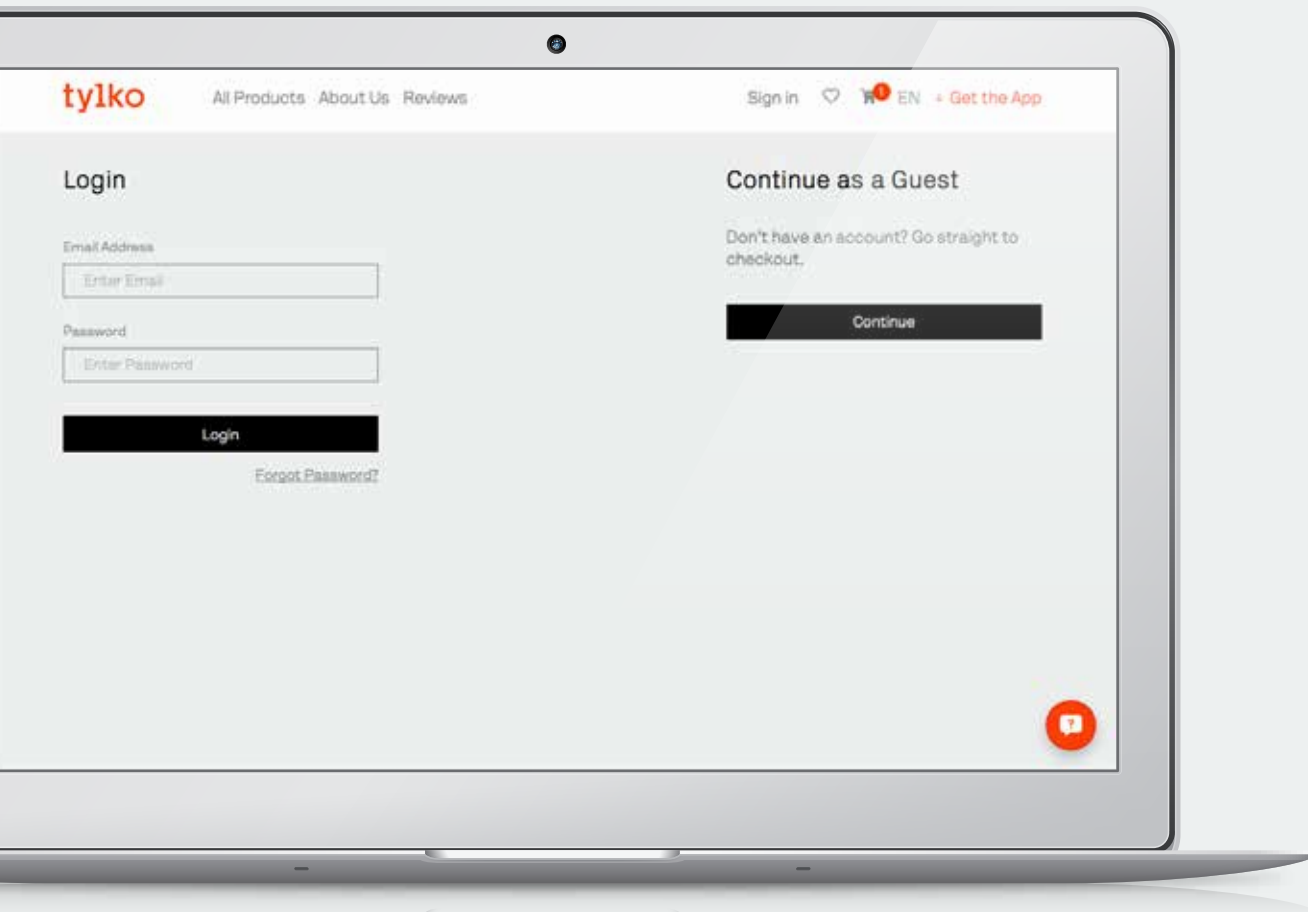
*"Its good to have a way to edit stuff if I make a mistake."*

**Payment Methods Selection** - Wire transfer was missed by our users. Its possible that its happening because the checkout process was faked.

**Trusted Shops Pop-up** - A very confusing and scary thing. Mainly because it is always displayed in german. People who did not spend anything react in a strong negative way. Real customers are expected to react even worse. Asked about their thoughts, users said they would translate it in google to make sure its not something bad. They did not identify Trusted Shops icon as the same positive certificate they complemented 5 minutes ago.

Our Recommendation: Finish the english TS audit. Until then, remove the pop-up from the english and polish version of the site.

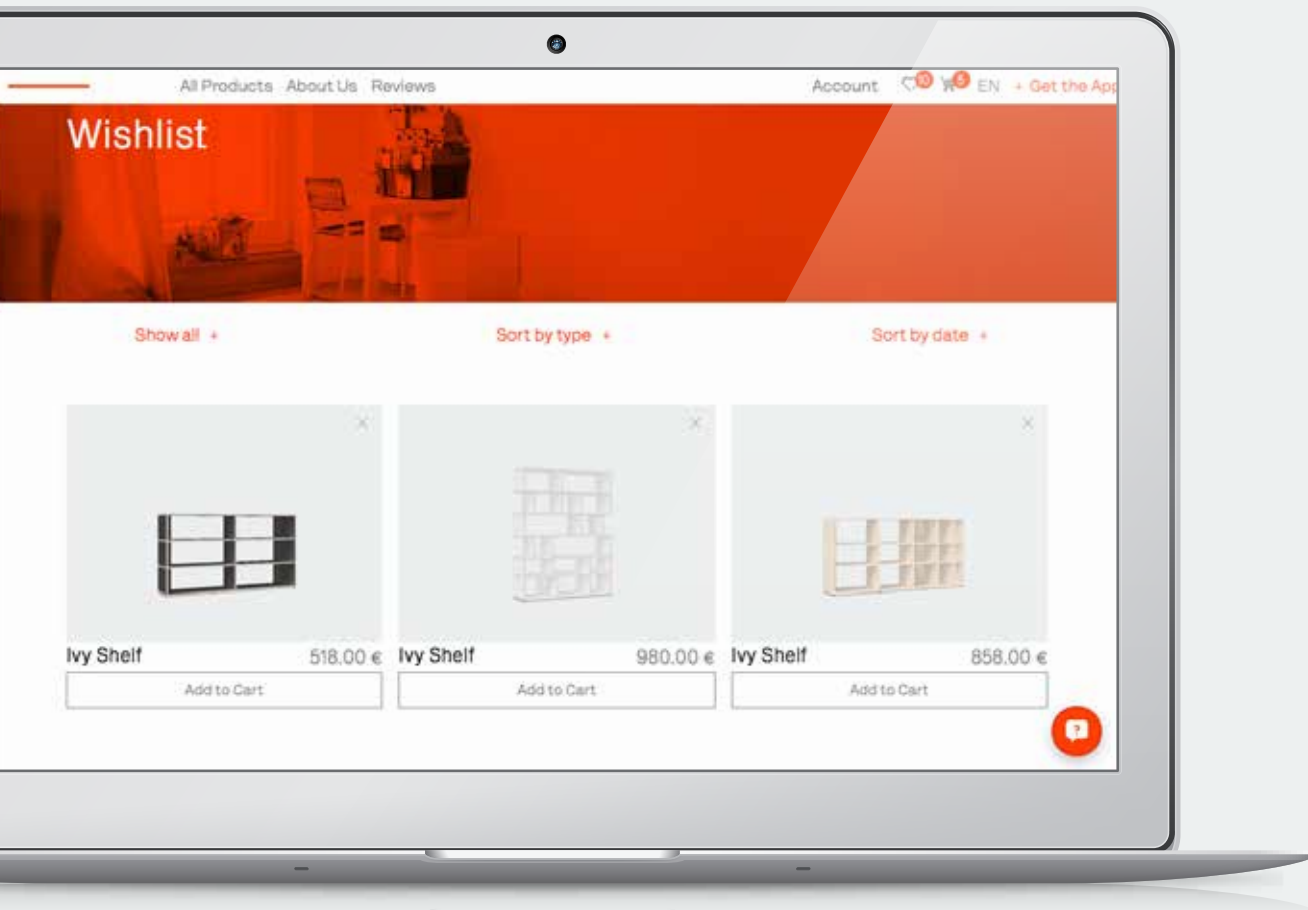
## Checkout - Log in screen



Some users did not understand what this page is. Most users skipped it immediately by using “Continue as Guest”.  
Our Recommendation: Remove this page.



## Wishlist



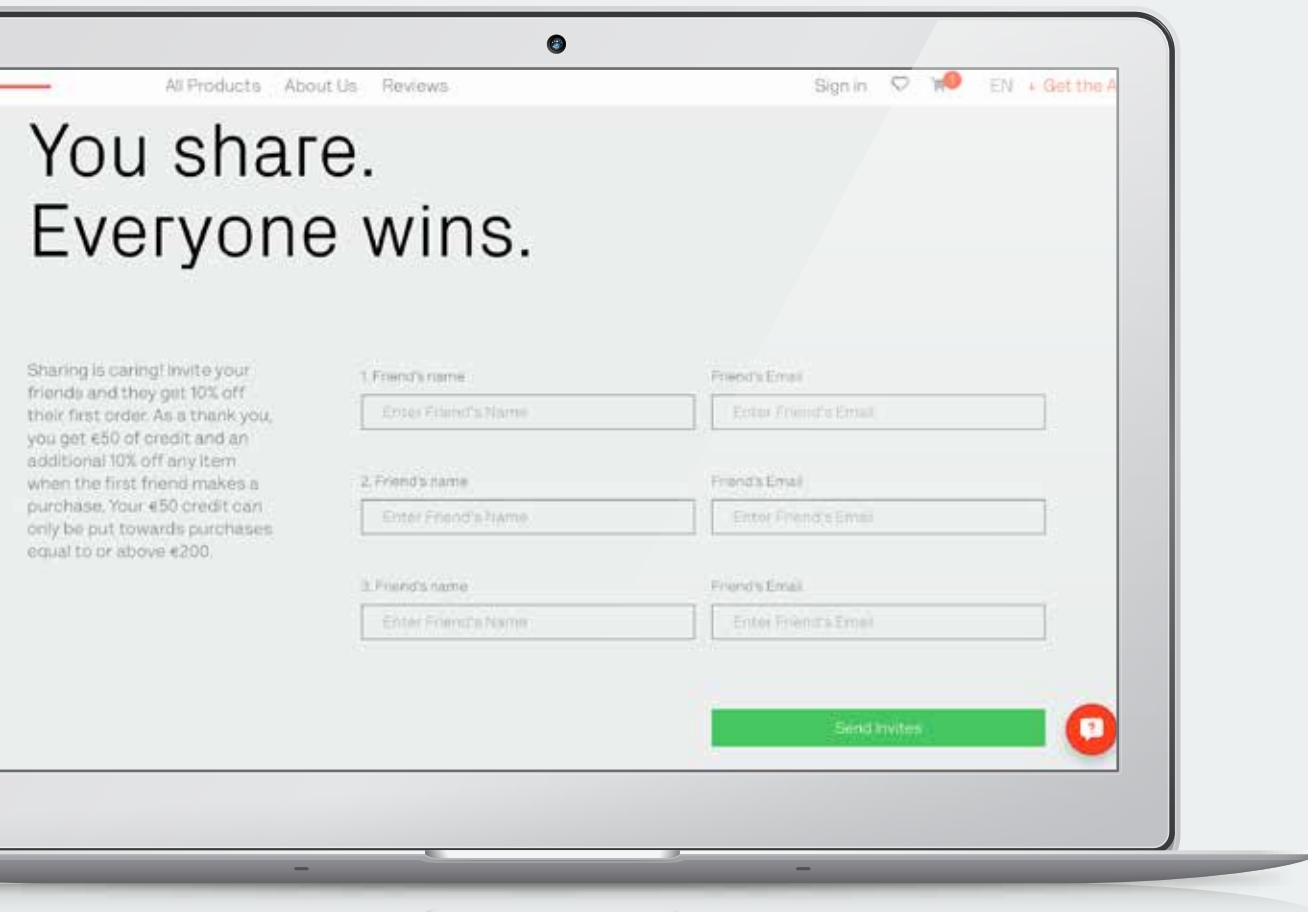
Users remarked that large hero image here is useless and makes them scroll more.

Our Recommendation: Remove it.

The layout was regarded as clear and understandable. There were no issues.

The problem arose in understanding what the “heart” in navbar means and how they can “Save” their project.

Our Recommendation: Test other copy for “Add to wishlist” button. Increase the affordance of the button. We may lose some Add to Cart CR, but we gain Add to Wishlist CR, where we can collect email addresses. Ecommerce CR is expected to stay the same.



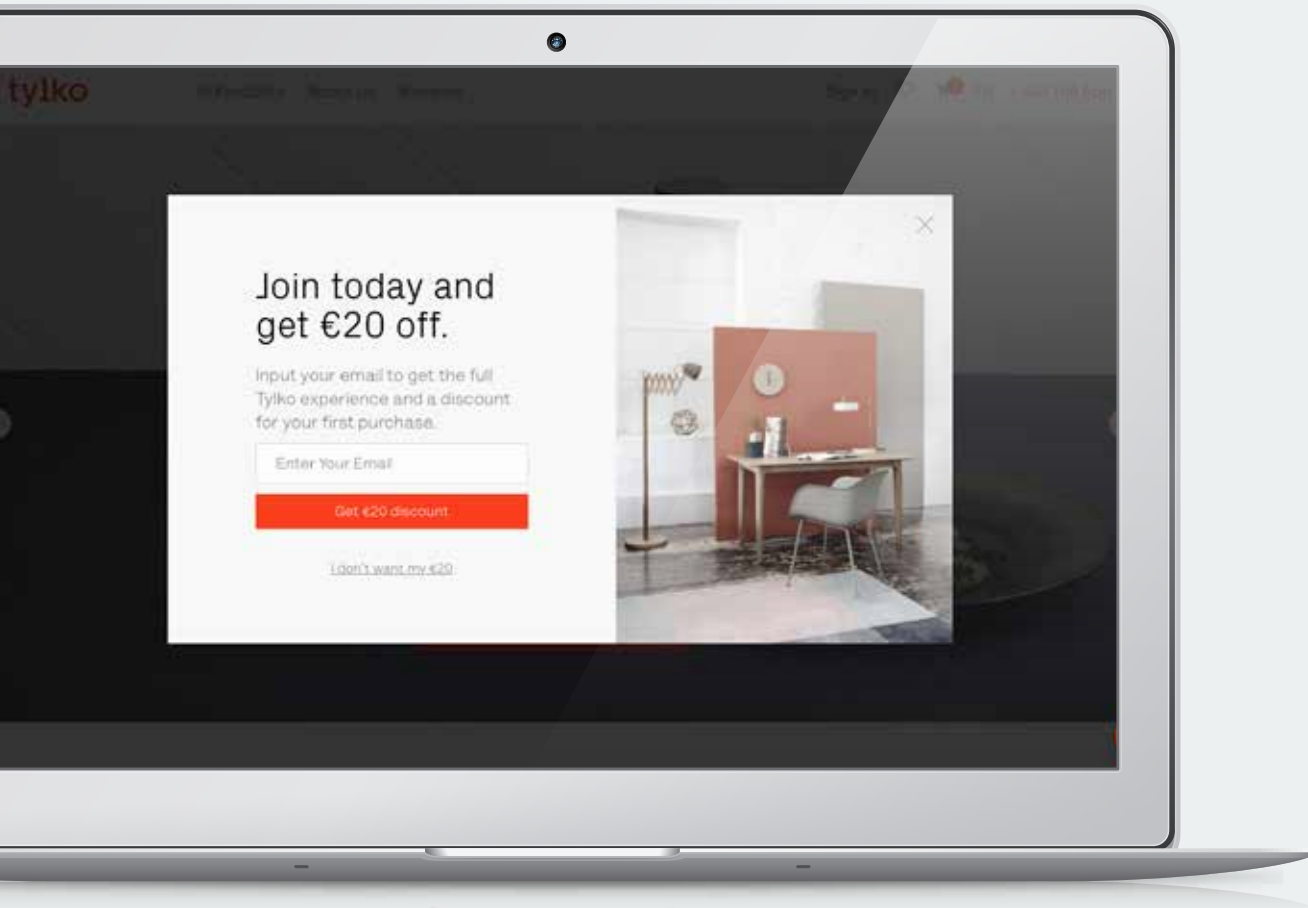
A small portions of the users noticed the option to invite friends.

The benefit was not clearly understood.

*"Can I use the discount with my first purchase?"*

*"What am i getting exactly?"*

Our Recommendation: Choose one, clear benefit, for both the sender and the invitee. Redesign the layout and placement of invite page on the site.



€ - Users looked for a way to change the currency.

**Web Browser Back Button** - Very commonly used to navigate the page. Some users tried to go back from cart to the editor to compare their designs in these two places. They failed because the editor resets after using the back button.

Our Recommendation: Check entire site to make sure using back does not delete user's input from the previous page. (Mainly forms and editor)

**Sale** - There was single negative reaction to the pop-up. Most of the users closed it without reading it. Users learned about the sale from the HP banner, Editor and Cart. They have also noticed that they can add a Promocode during the checkout process.

**Languages** - In too many places the site displays different languages. This is considered a bug. HP is main offender.

**Add to Cart Bubble** - Users aimed for "Go to checkout" at first, but ended up clicking Cart after all.

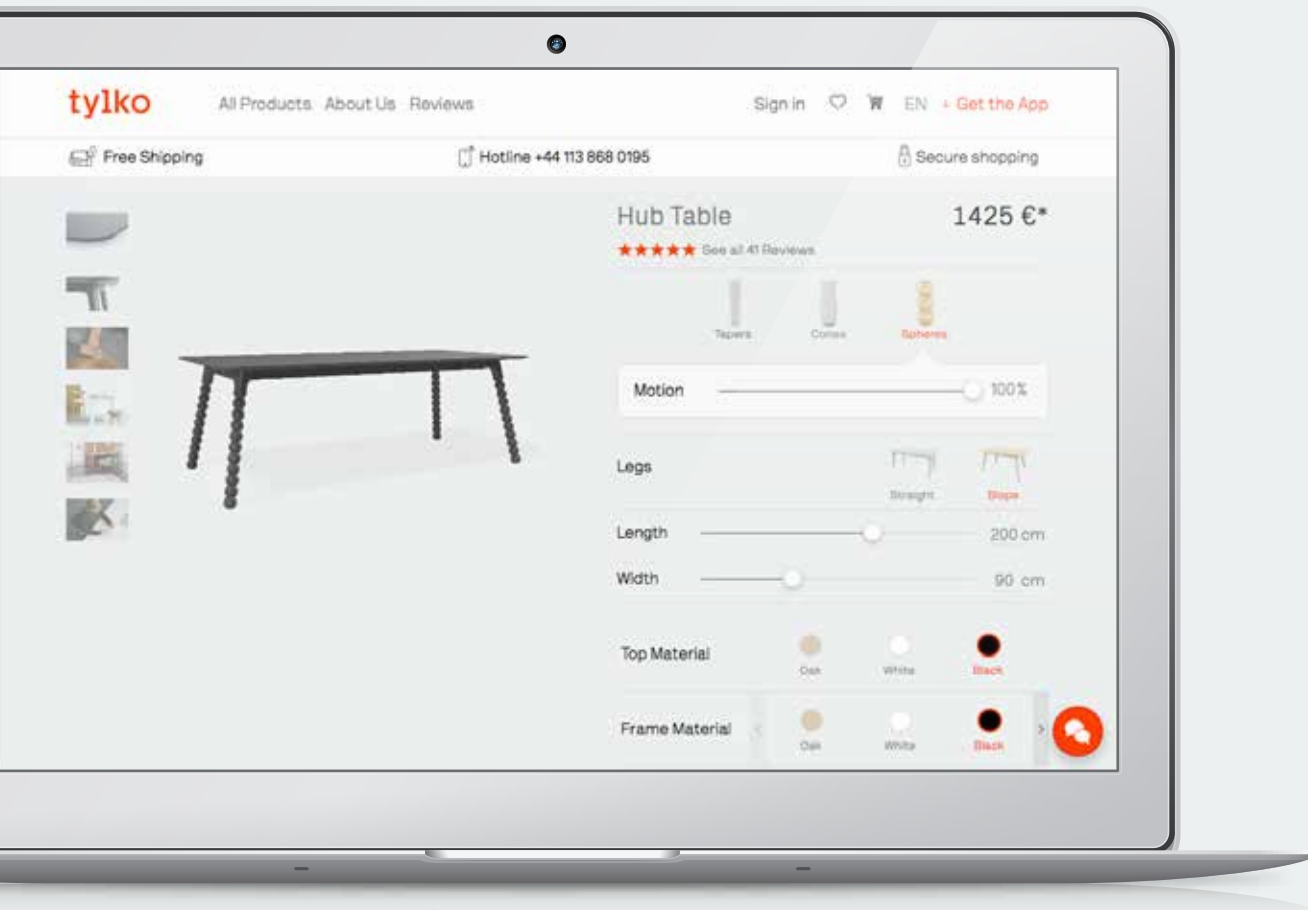
**Shipping info** - Finding detailed info was problematic.

Our Recommendation: Redesign footer. Link to Shipping and returns from product pages.

**About Us** - Sometimes misinterpreted. Users looked for info about shipment, etc. After reading the page, one of the users thought she can "Send her project" and the company will build it. *"I can talk with them and reach some agreement"*

Our Recommendation: Change copy to Story / Our Story. Verify copy. Redesign about us.

## Configuration - Motion



Most users did not notice the Motion slider during their first use of the editor. They usually discovered after playing with their second furniture. When asked about it they said that they did see it, but chose to ignore it.

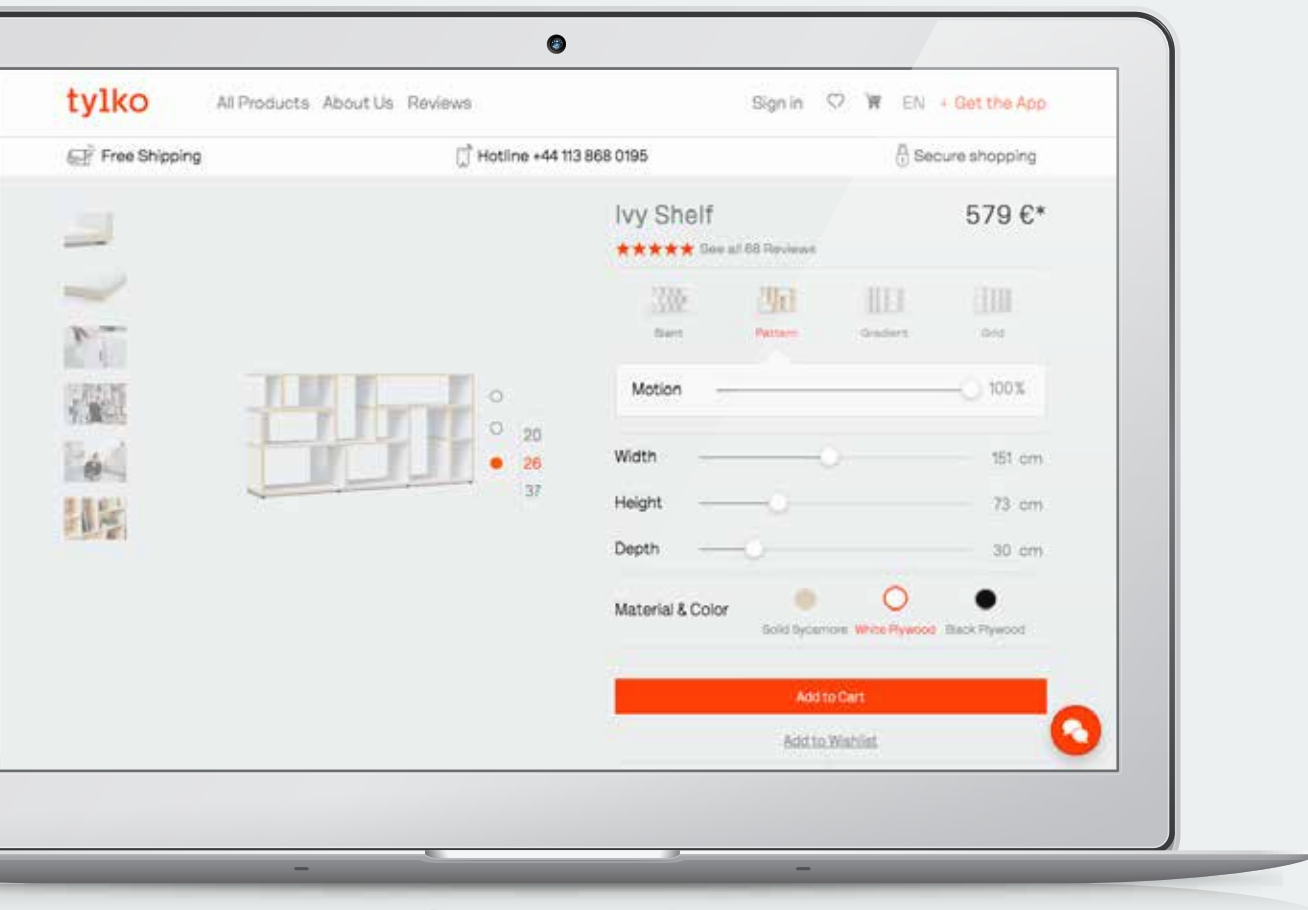
*"I don't understand why its connected to style. It changes the furniture as much as height slider."*

**Motion (Nasycenie) copy** - remarked as unclear and misleading. The % sing next to the value has been said to be unnecessary.

*"I don't understand how the style can be expressed in percent."*

Our Recommendation: Remove the white background below the slider. Connect it visually to other sliders. Change copy and value display method.

## Cofiguration - Height controls



**The Dots** - Noticed almost always, but usually used last. Small affordance.

**Row height values** - unclear. *"Its hard to imagine these centimeters."*

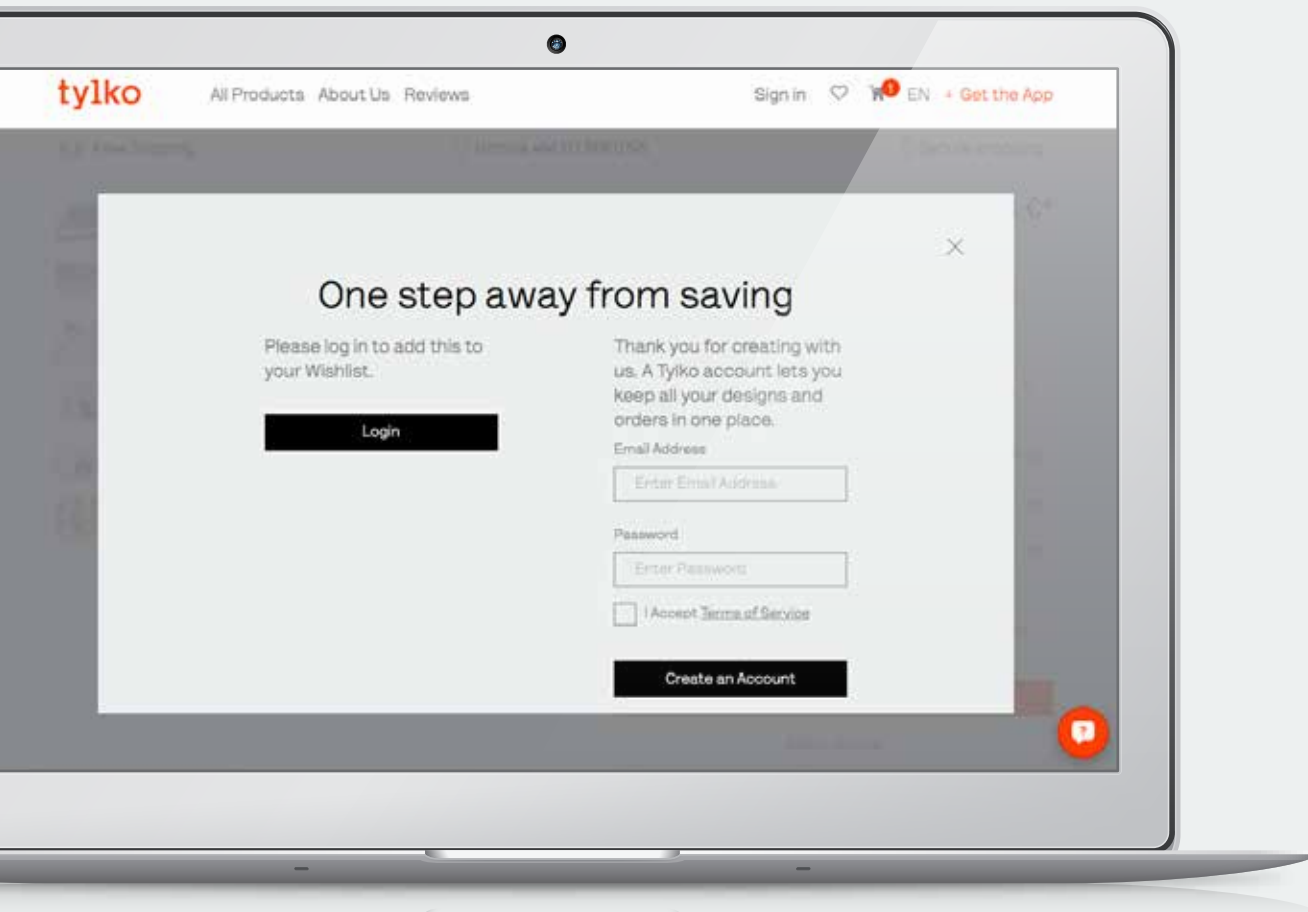
Lack of variation in row heights was puzzling to the users. It stands in contrast to flexibility of width and height slider. Users thought that there probably is an explanation behind it, but the information is lacking.

Users who used dots to change the rows did not fully understand what is happening. After changing a row once a brief pause would cause them to fail to reproduce the effect.

**Dots in Totem Mill** - Much easier to understand, but still clicked on reluctantly. Users who clicked the dot had no problems noticing the change in the side menu. Elements changing between parts was easy to grasp for them.

Users sometimes remarked that they do not understand why the close-up pictures contain different shapes than the ones they can choose.

## Configuration - Save



**Add to wishlist** - The button is mostly invisible. Most users do not see it or do not understand what it does. When asked to save their project for later, most users clicked on “Add to Cart.”

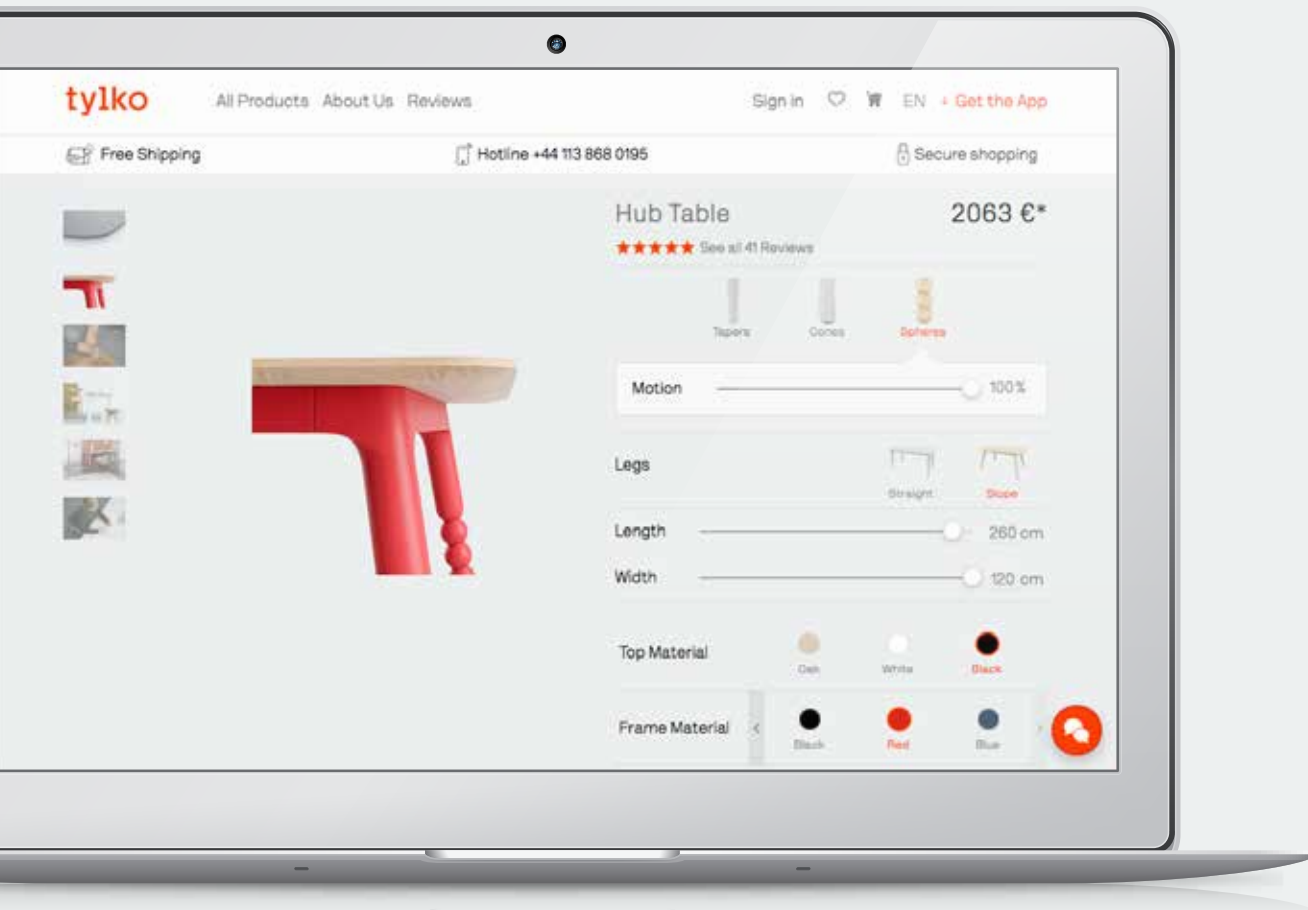
Our Recommendation: Change “Add to Wishlist” to “Save”, move the button to the same row as Add to Cart.

**Login Pop-up** - Regarded as a distraction, closed immediately.

Our Recommendation: Change the flow and communication. Allow users to send the design to their emails. Ask to create an account as a second step. Show wishlist functionality only after they saved it to their email.



## Configuration - Close-up



**Close-ups** - Noticeable, Readable, evoked positive feelings.

**Full Screen Close-ups** - users gave positive remarks about the amount and quality of information. They also noticed that some of info presented here is nowhere else to be found. Some of it is important enough to be much easier to find.

Comments:

*"Cool shelf, but its not my shelf. I expected front/side/top photos."*

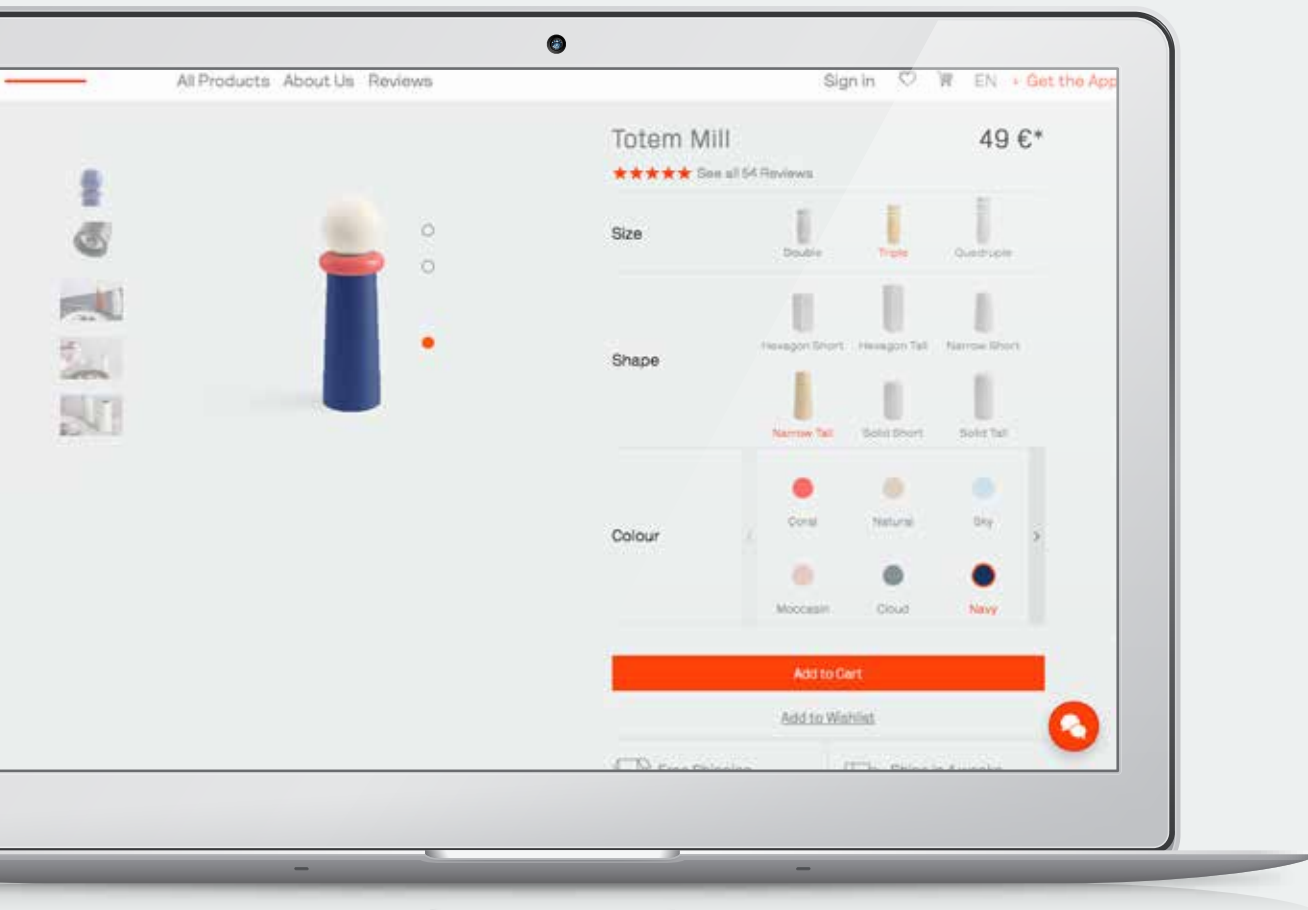
*"Photos should be more specific and more product - related."*

*"Nice furniture in its natural habitat."*

*"Close-up photos are great - I always check those."*

Our Recommendation: Add captions to in-editor close-up view. Try showing a proper lifestyle photo for each material.

## Cofiguration - Generally



**Furniture Rotating** - a function users expected, but found it hard to discover. Lack of icons implied that its not possible.  
Our Recommendation: Add “Rotate” icon.

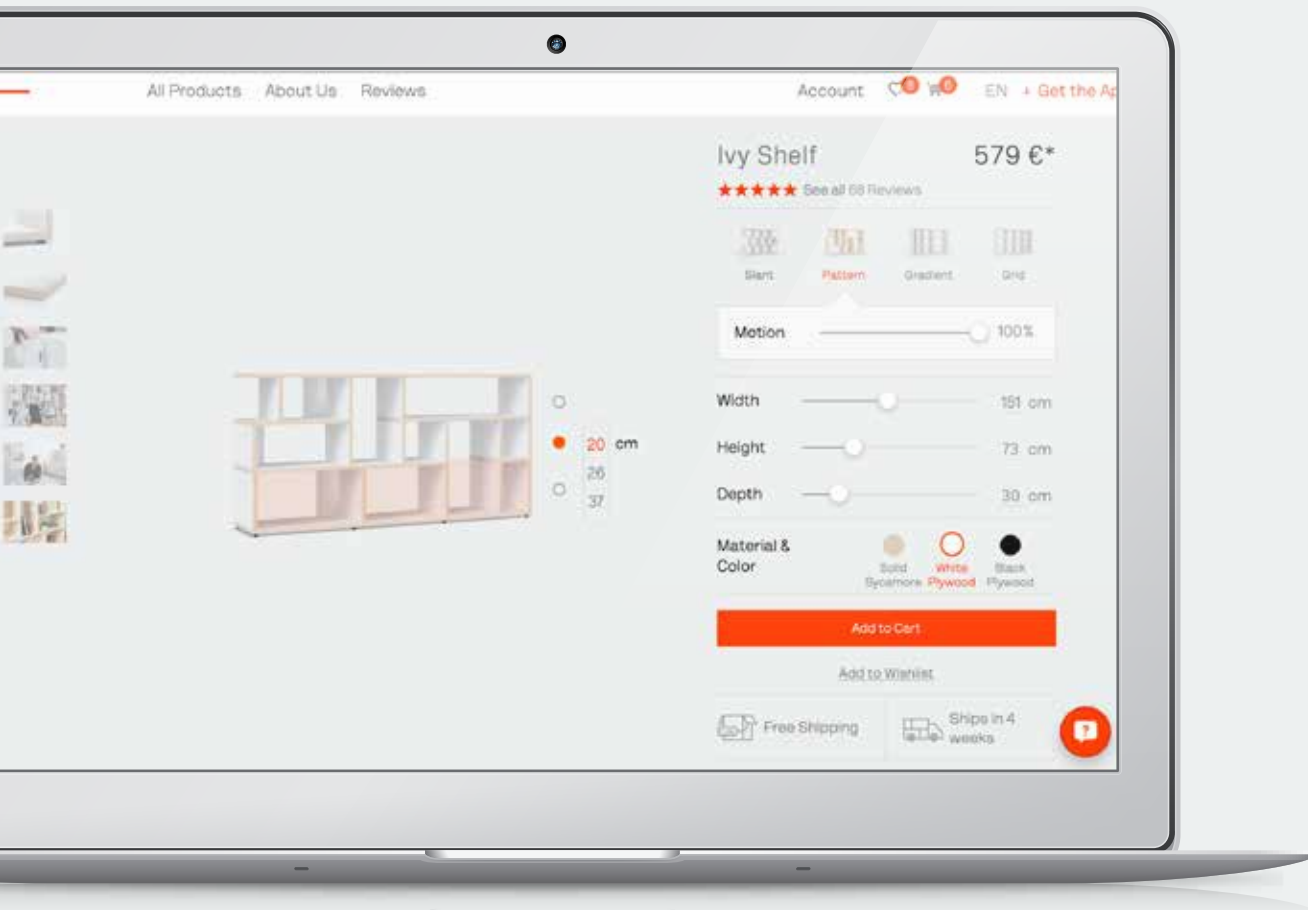
**Furniture Edit container size** - Users remarked that the furniture itself takes too little space on the screen. *“That picture is a little too small.”*  
Our Recommendation: Find what we can achieve with camera tweaks. Test adding a magnifying glass / Full screen preview.

**Scrolling:** Height of the editor made it difficult to operate. Users sometimes changed the table color while its top was not visible. This required constant scrolling to see the changes.  
Our Recommendation: Work on shortening the editor. Test dividing editor into sections or put it inside a scroll container.

**Color horizontal scrolling:** Users knew how to use it, but were reluctant to do so. Elements that were not visible up front were used much less often. One of the users noticed the table can have red legs from the product page below and only after returned to the editor to find the option.

**Icons** - The more intricate the design (mill sizes, shelf styles), the harder they were to noticed.  
Our Recommendation: Add contrast to icon design and make them more button-like.

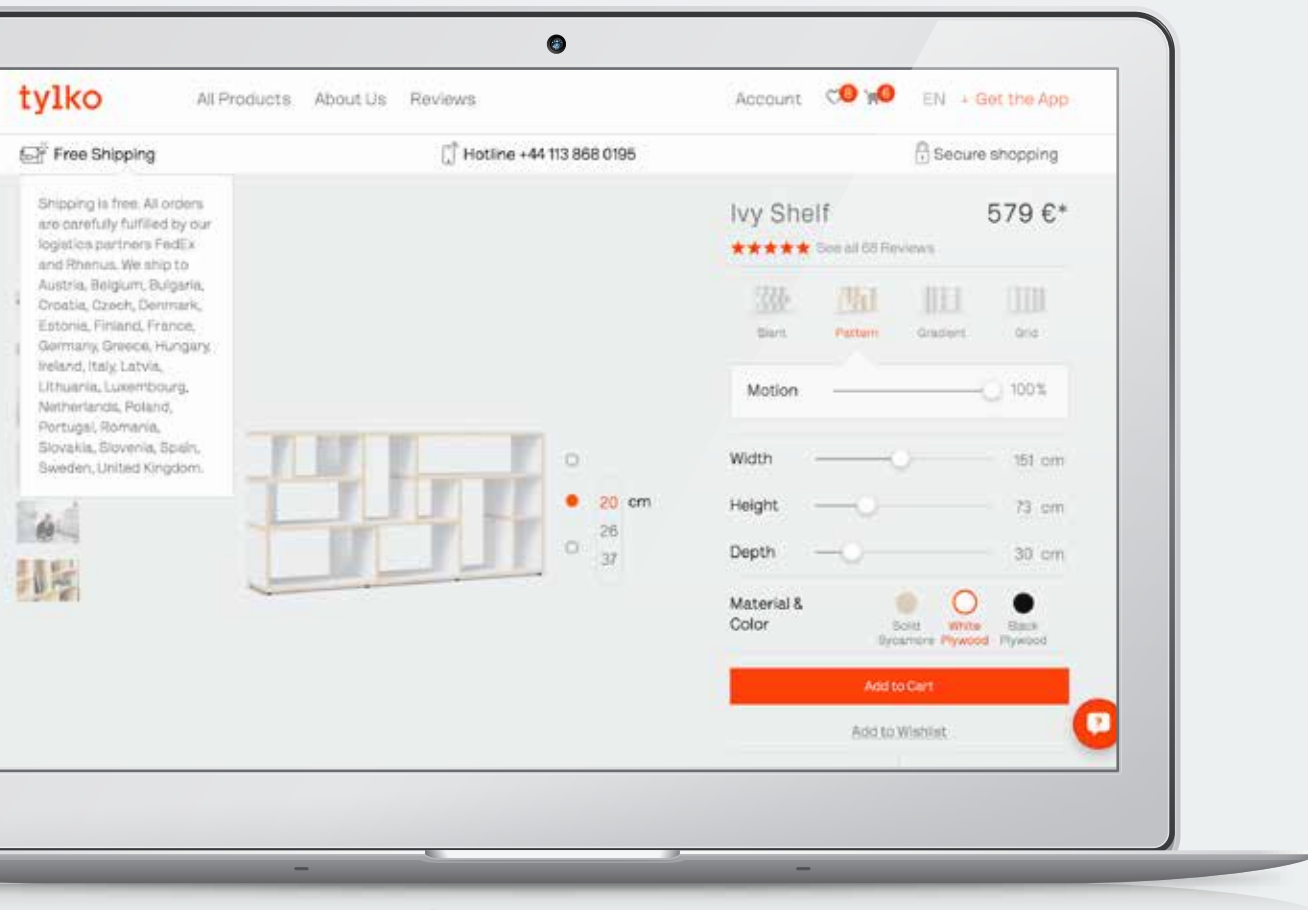
## Cofiguration - Generally



**Podpisy pod kontrolkami** - (ikonkami i kolorami) niezauważane.  
Rekomendacja: Usunięcie ich - zyskamy w ten sposób miejsce, nic nie wnoszą jeśli są nie widocz

**Niewidoczne kontrolki** - Przy niewidocznych wszystkich kontrolkach w stołach respndenci nie rozumieli czemu mogą zmienić tylko kolor blatu.  
Rekomendacje: Dopisanie nagłówków do poszczególnych sekcji - blat, nogi. Zmiana konfiguratora tak by wszystkie elementy były widoczne odrazu.

Początkowo prosiliśmy o porównywanie sposobów konfiuracji (młynek, stół, regał) jednak dość szybko okazało się że użytkownicy nie dostrzegają różnicy. Wszystkie trzy metody traktują tak samo, uczą się poruszania przy pierwszym i przenoszą wiedzę na kolejne bez względu na to czy są ssuwaki czy nie...



\* invoke bad connotations, even if information it provides is positive.  
Our Recommendation: Move VAT info closer to the price and remove the asterisk.

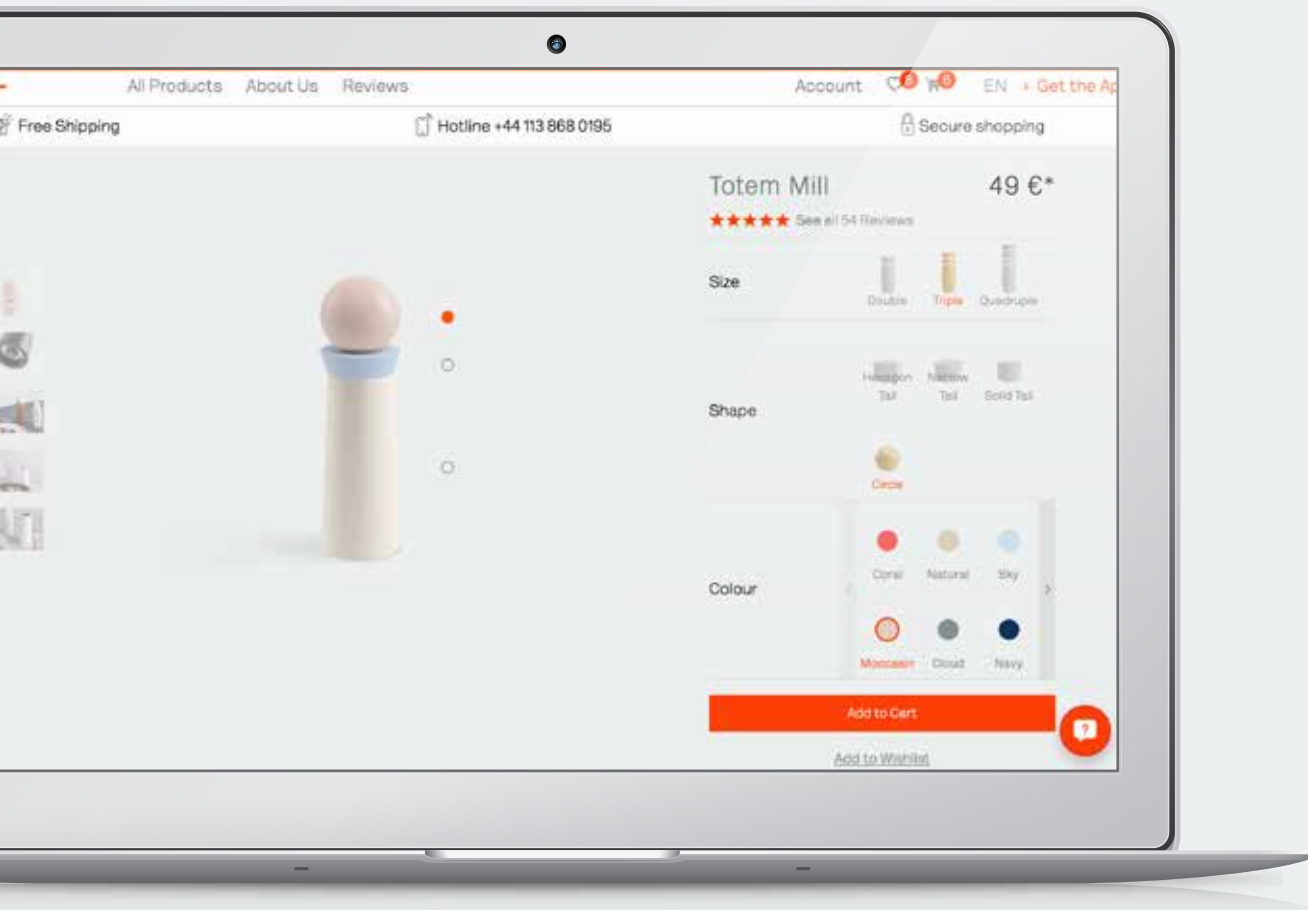
**Automatic Price Change** - Understandable and logical for the user. Often noticed only when the style has been changed, when the difference is big and the user is not concentrating on a slider or row gizmo.

**Delivery Time:** Usually easy to find, but not something users actively looked for. Again, this can be attributed to test environment.

**Top Info Bar** - Pretty Noticable. Users seem to concentrate more on contact info than free shipping.

*"The rest is like in an ordinary web store, so I had no problems in understanding it."* - About the elements on editor page other than the editor controls themselves.

## Configuration - Impression



The editor is most often mentally connected to a product description, a standard “version choice” screen before an item is added to cart in web stores. thanks to that, it is not considered strange and out-of-place.

Some of user comments:

*“There is a game feeling to it.”*

*“A clean editor, I know what to do.”*

*“A place to personalize this item.”*

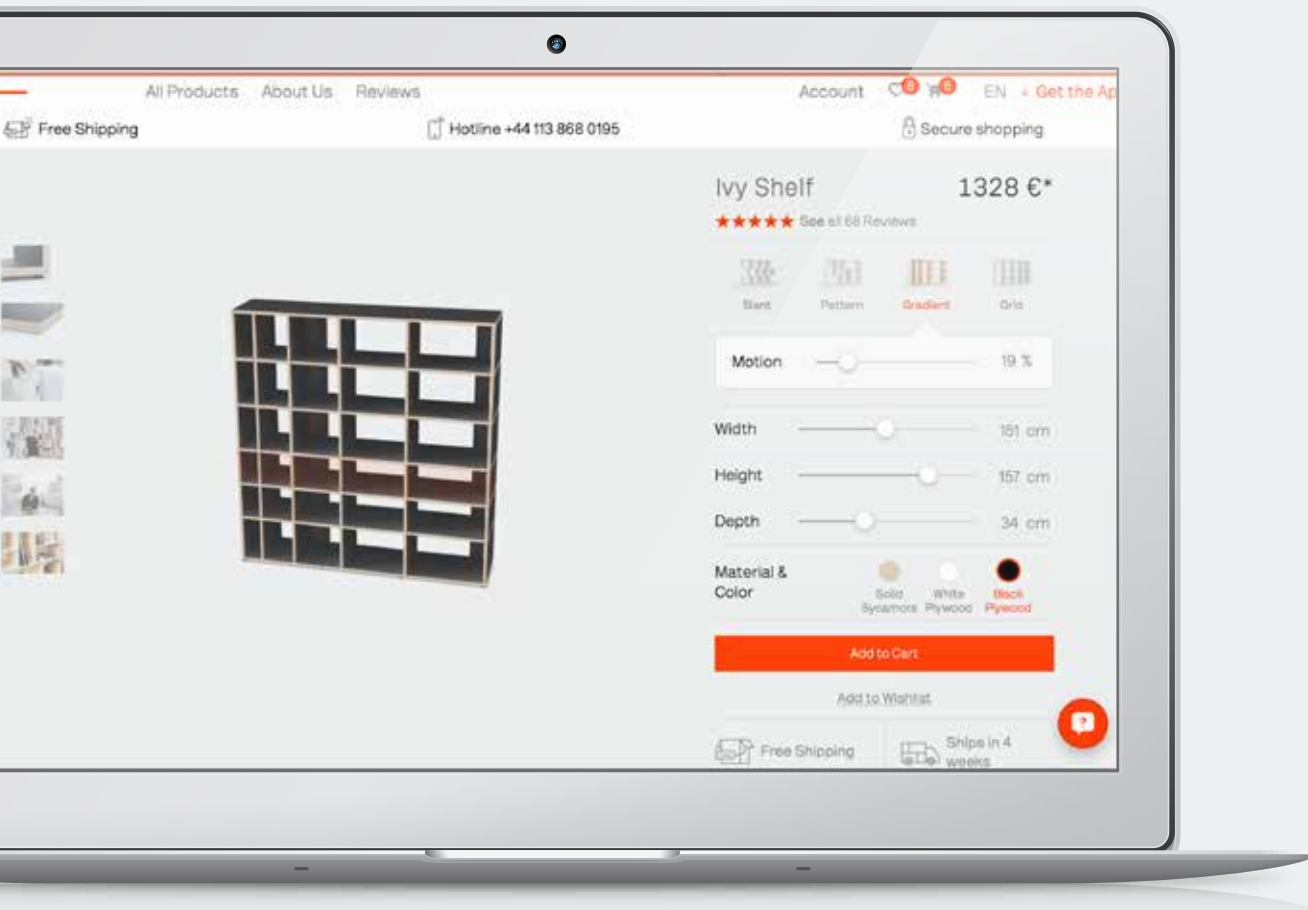
*“There is that smart word.. Customise.. you can do it yourself.” - First impression after seeing the mill editor.*

*“If I were to look for something, everything is here.” - User who used the editor only briefly in the beginning, but eventually explored all the options.*

Usually the customisation process evoked strong positive emotions.

The editor was also remarked as much better and simpler than the product page. From the first contact users knew what to do and where they are. There were no puzzled feelings like when entering the product page from the fb add.

## Coffiguration- Ivy



Ivy editor caused the most confusion and problems among the three editors. It was regarded as the most difficult one by the users. The motion slider was being omitted here most often. *"The shelf is way too complicated. I've burned out at the first approach."*

Different styles are identified as different products.

Users expected far more customisation options than in the other editors. They also had more specific needs. *"How can I make it fit a TV inside?"*

*"Motion has some percentage value, between 55 and 56 a lot changes. Its really hard to use it with precision."* - About the snapping in chaos style.

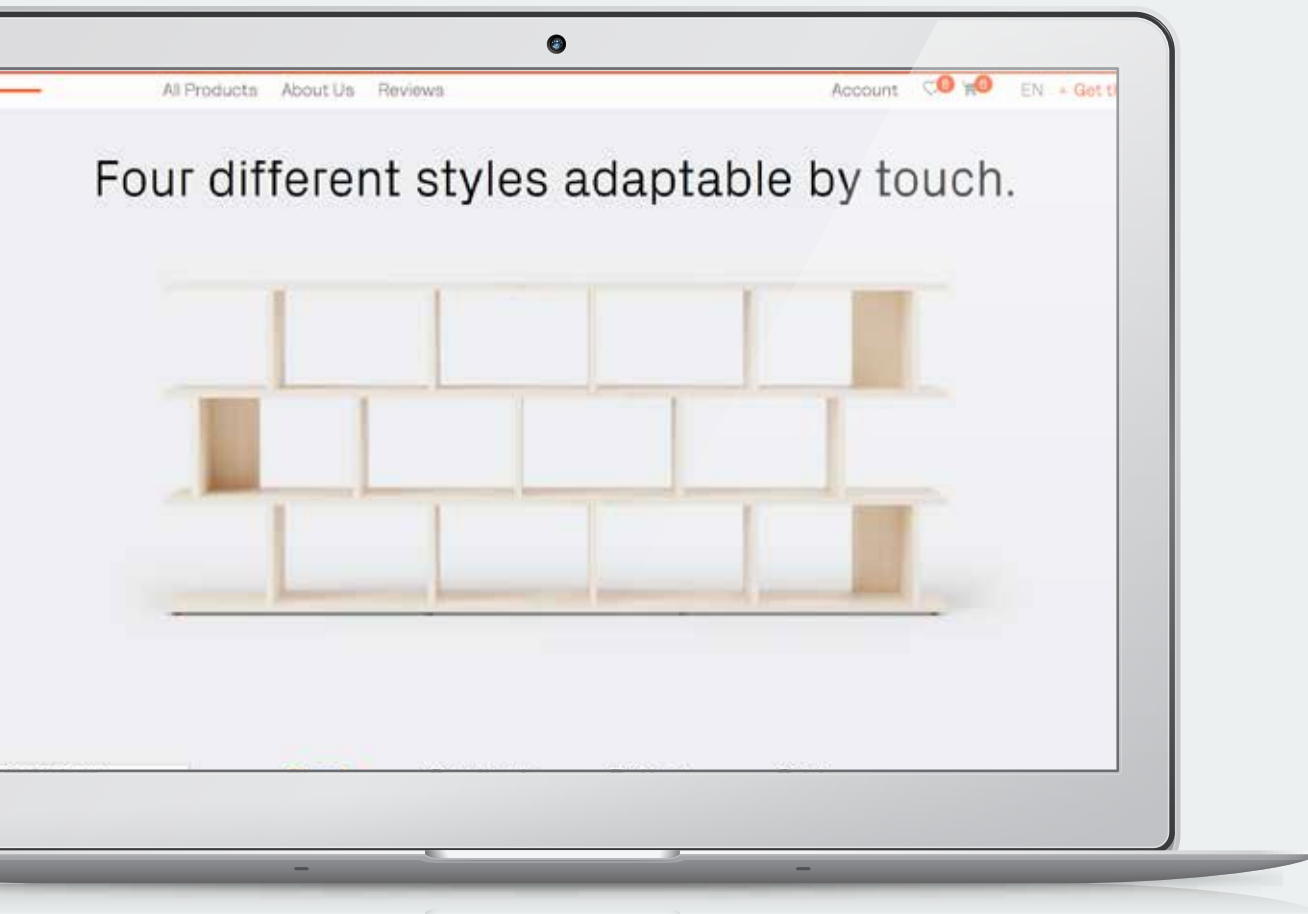
*"The motion in gradient was very hard to understand."* - About the jump in the middle of the slider in gradient style.

*"The worst thing was that I could not control the shelf."* - A user that tried to set the width of individual openings.

Our Recommendation: It is paramount to design DNA's to include fluid changes from one state to another. Failure to do so can confound users.



## Product Page - Feeling



*"Aliexpress - a lot of everything. A big mess."*

*"There is too much of everything, I don't know what I can do."*

Photos depicting the furniture were very positively remarked. Especially, if they shown the entire piece.

*"Visually stunning, great photos."*

*"They show you many furniture functions."* - positively, about lifestyle photos.

*"It's so huge!"* - full screen sections evoked rather negative feelings. (The test was conducted on 13 inch macbook pro.)

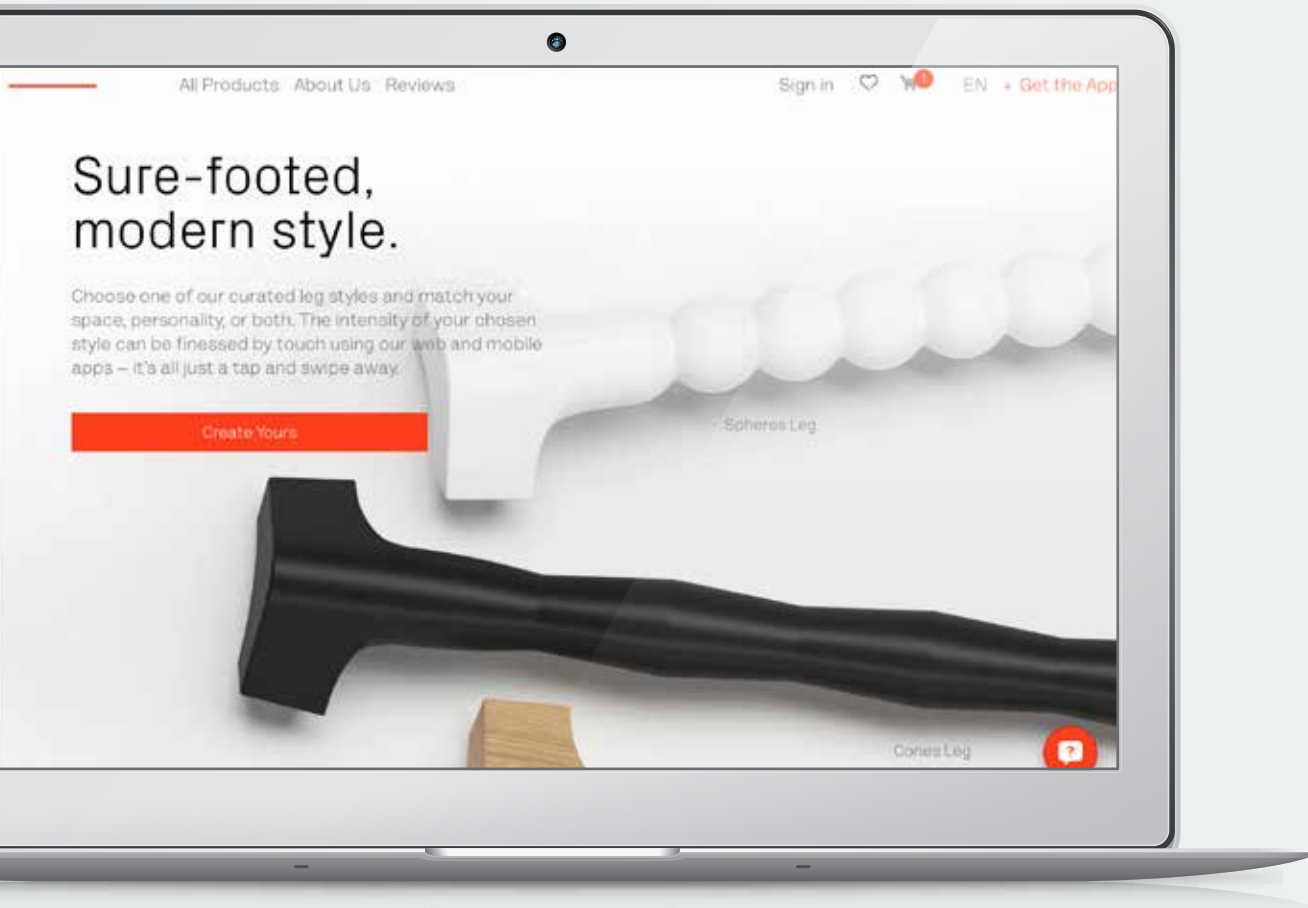
Users often remarked that product pages are way too long.

*"First impression is great."* - and few moments later: "Im tired of the amount of stuff here."

*"Sometimes this nice description can be bad. Its not a book I'm reading."*

*"Technical info is messed up with marketing talk - all in one sentence! There is no coherence."*

## Product Page - Feeling



*"I'm disappointed I'm not forwarded to the editor."* - Hub product page, after a play with other products before.

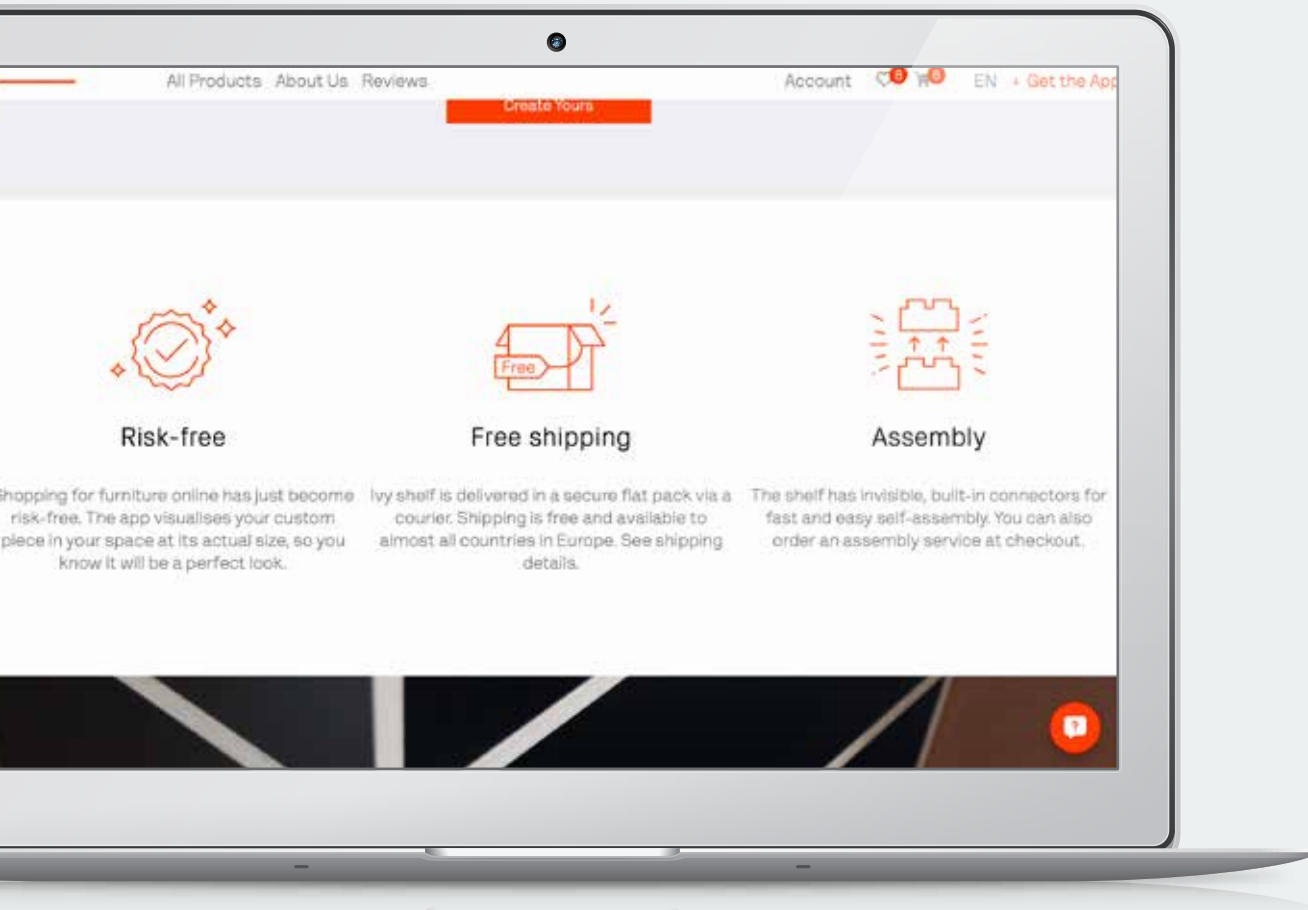
**CTA** - Users expected that a button next to a black table will open this very table in the editor. It was not happening.

*"This table is very hard to see."* - About black hub photo.

*"The entire page is about customisation. But I've already done that before. Why do I have to read about it again?"* - Similar opinions were voiced very often.

On the other hand, users positively opinionated the amount of interesting furniture presentations - they were regarded as cool inspirations.

## Product Page - Icons



Assembled by Hand - In Totem Mill. Understood as handmade. Evoked very positive emotions.

*"Hand made stuff - that's something to value."*

*"Hand made its always good - it means quality."*

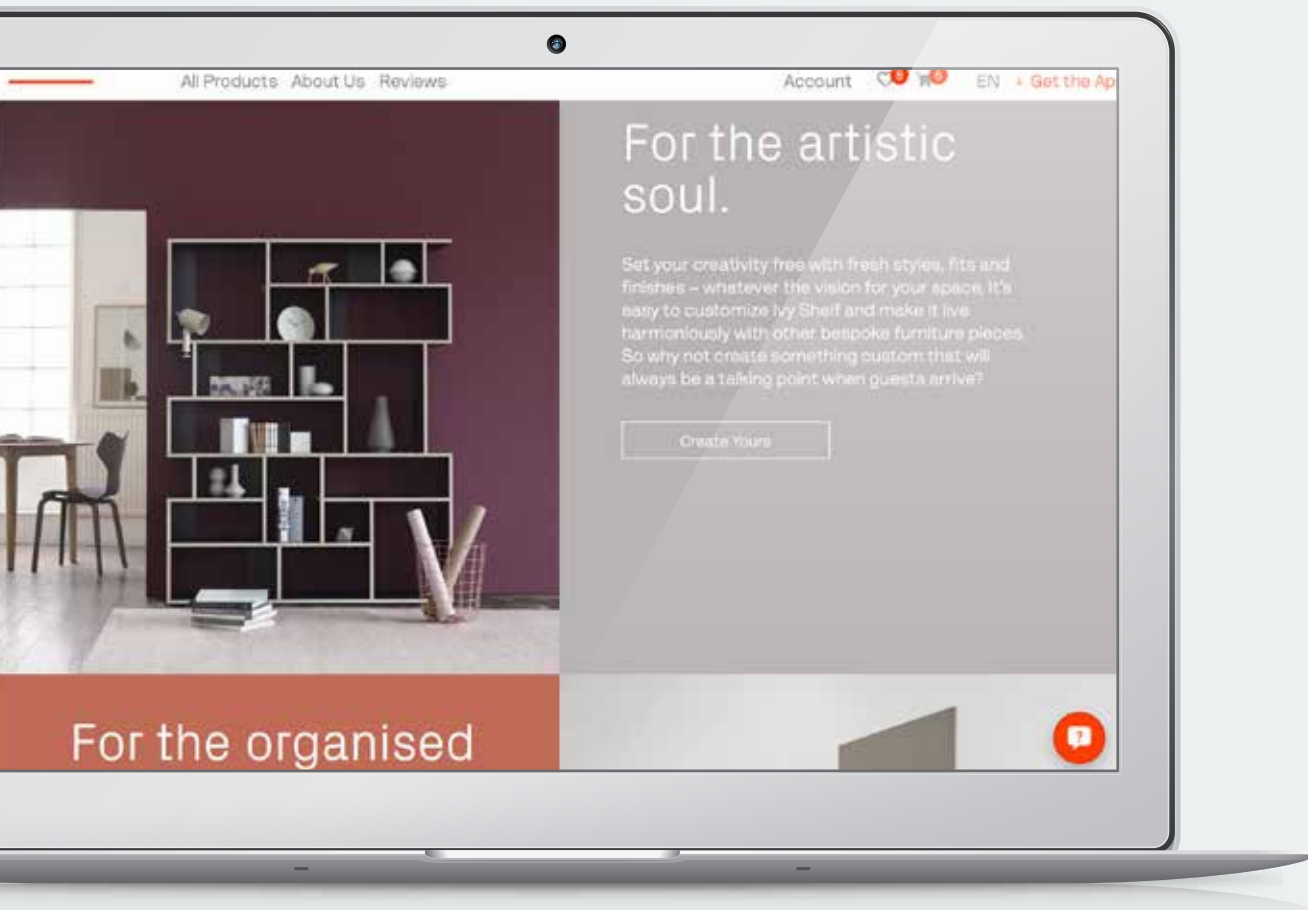
**Assembly** - The information about the possibility of ordering the assembly service is too generic and confused users.

Our Recommendation: We should include info about package containing the manual and necessary tools.

**Free Shipping** - Very positive reaction. Users understood that we offer free shipping to EVERY country in europe. The "almost" word has been unnoticed.

**Risk Free** - *"The furniture has warranty."*

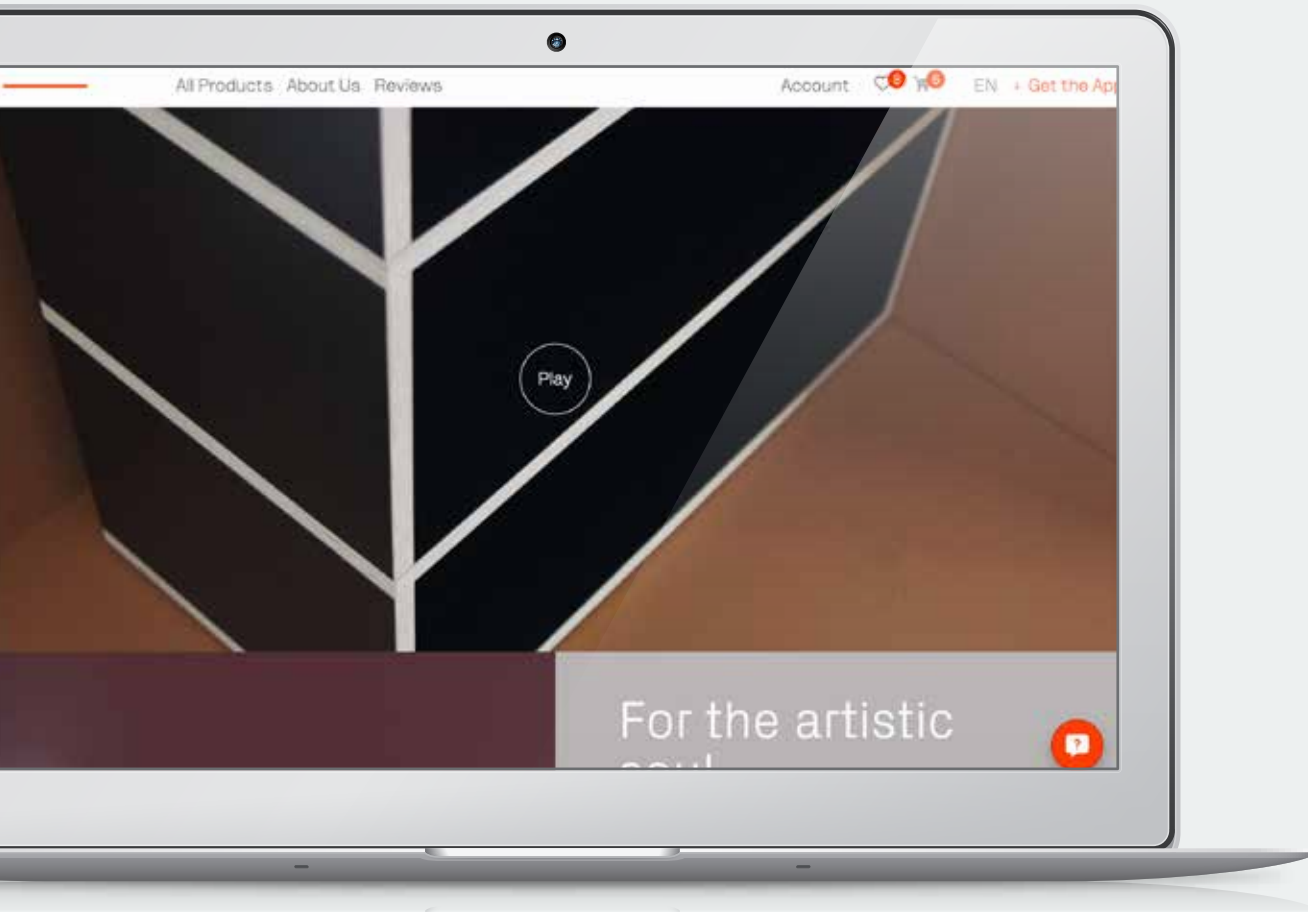
## Product Page - Lifestyle



Natalia Paszkowska was being identified as “*Some famous person*”, most likely because we used her full name. This assumption had positive impact on the perception of the site. One user thought that he “*can’t see the furniture in this photo.*”

The photos in this section were remarked as especially good. Showing the furniture’s function in a well designed room both evoked positive feelings and was regarded as sort of “*inspiration*” for user’s design.

## Product Page - Video

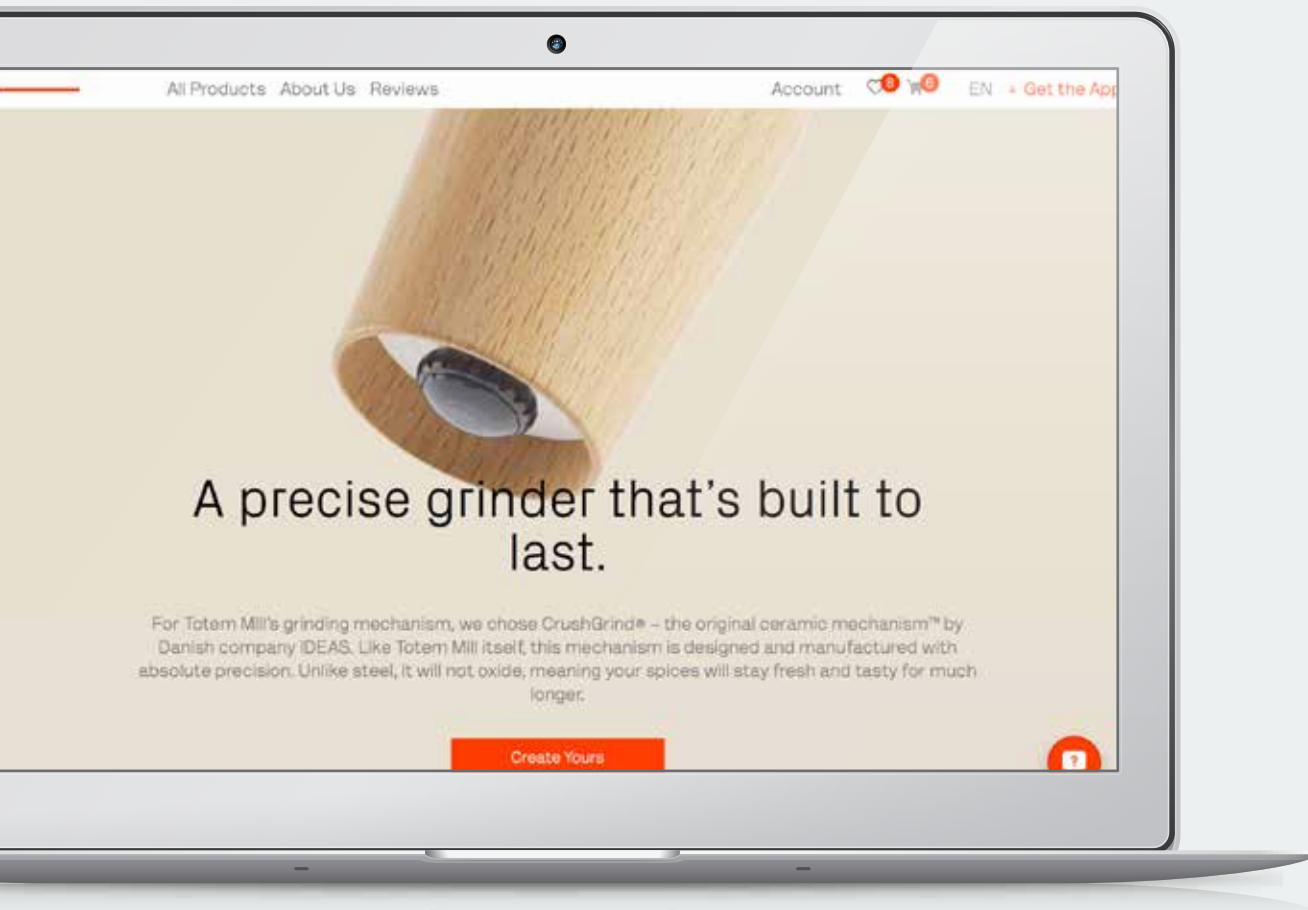


The video about Hub Table - with different design possibilities - has met with positive reaction. It was remarked as one that adds something to the info users had before. Some users noticed that it should be displayed before the editor because it offers no value for someone who already played with it.

Short london photo session vid had more polarised reactions. Some people thought its a nice inspiration, others regarded it as unnecessary.

Our Recommendation: There is space for product videos on tylko platform, but content should be planned before. Product page below the editor is probably not the best placement for the movie.

## Product Page - Animations



The grinding animation on Totem Mill product page was usually the first place where the item was being identified as a mill.

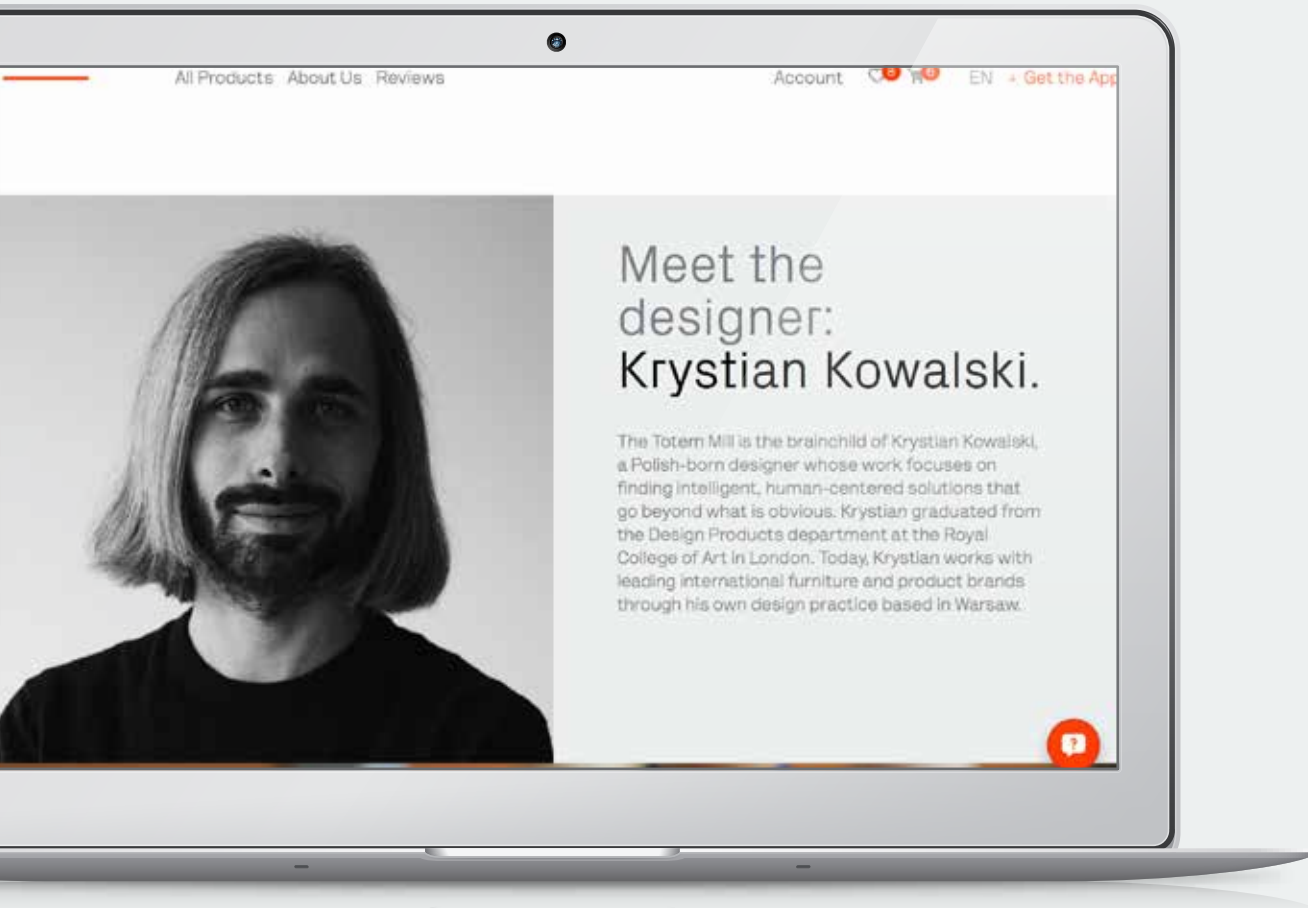
*"Its nice that I can see the mechanism."*

Animations connected to the scroll wheel were rather positive. Users scrolled up and down a few times to get a better look. One user had trouble understanding what triggers the animations.

Ivy animation is much harder to understand because of the copy of the header. *"Four styles? What styles?"* We do not use the word "style" in the editor, or anywhere else on the page. Users also had problems seeing the rest of the styles, because they scrolled only so far to reveal the video, with 4 controls still hidden below the fold.



## Product Page - Designer



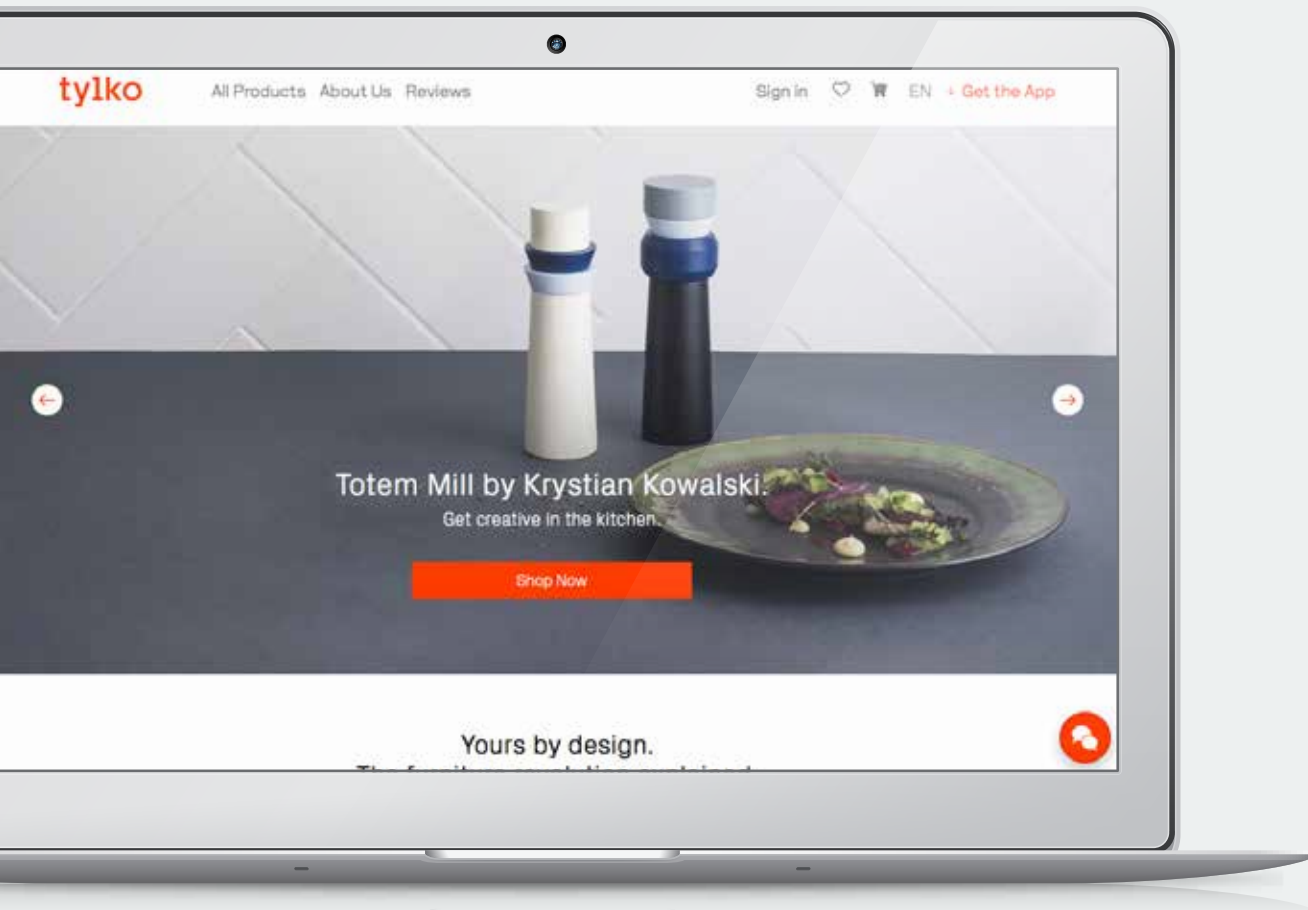
*"It gives a feeling of individuality."*

*"I don't know if he's famous, but if he is, that's great!"*

Users often compared the designer section to the Fashion industry where the name of the designer is the excuse for the price.

Overall, the designer was remarked as a good to know detail, nobody read into the describing text.

## Summing up...



*"The entire site feels like a cozy chair."*

*"A cool page, not overdone, quotes are too red."*

*"I don't understand the >personalize< button."*

*"A good price for a designer product."*

*"Great images. I've felt the best in the editor."*

*"Product pages a bit too long. Too much scrolling."*

*"Videos were even confusing."*

*"I did not see a site where I could see all the products."*

*"I can give a personal touch to the furniture."*

*"I would click the Facebook button very soon, because if something is happening, I'll find it there."*