**USERZOOM TEST**
NAVIGATION

NAVIGATION

A. Button (8)
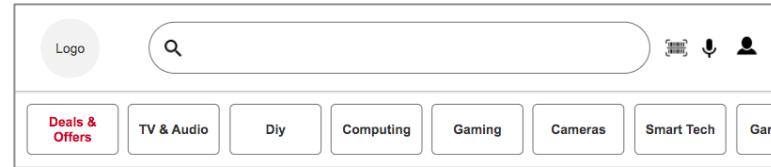

B. Selector (4)
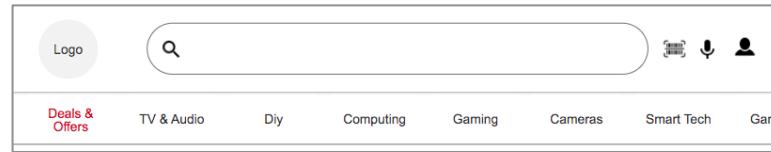
C. Hamburger (4)

We asked you to find a Freestanding Washing Machine. Which task made this the easiest?

Test 1

Task 1	60% (3) **A**
Task 2	0% (0) **B**
Task 3	40% (2) **C**

Test 2

Task 1	40% (2) **B**
Task 2	20% (1) **C**
Task 3	40% (2) **A**

Test 3

Task 1	17% (1) **C**
Task 2	50% (3) **A**
Task 3	33% (2) **B**
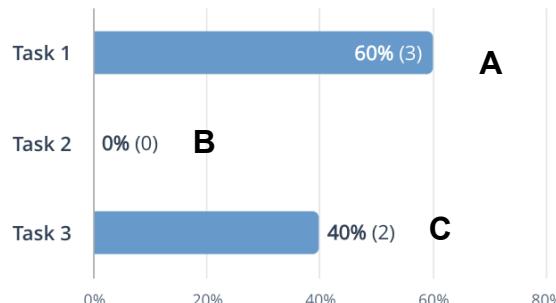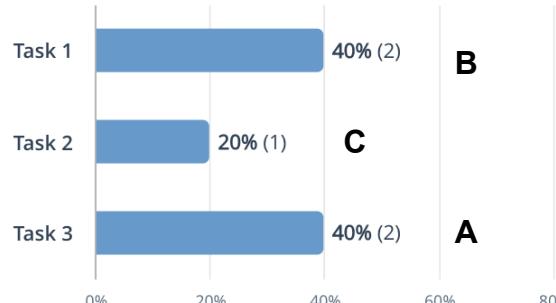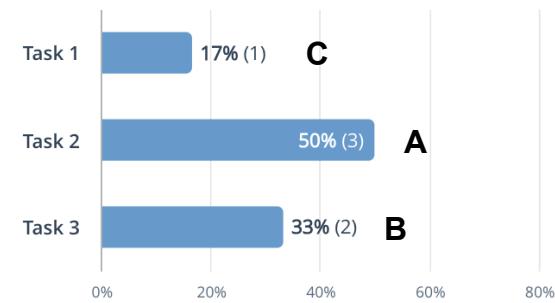
USER VERBATIMS

A. Button (8)

B. Selector (4)
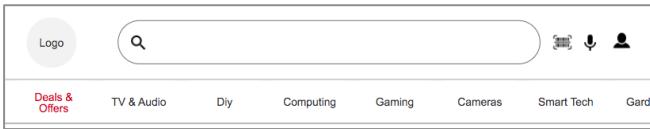
C. Hamburger (4)

Test 2

	Answers	**Comments**	⧉ Copy sheet
# ⇕	Comment ⇕		UZ_ID ⇕
1	It was much easier having the sections at the top, I didn't have to look so hard as I did for screen 2. 1 and 3 were very similar but I liked the sections being in boxes in 3 and it was very fast to find the free standing washing machines, plus the design seemed more modern.		C953S417_13 **A**
2	There really wasn't much between them. It was clear there there are items to the right on the menu and it's common to swipe to find these. I honestly didn't think there was any difference between design 1 and 3. Design 2 was easy enough to use as well		C953S417_33 **B**
3	I prefer the task bar at the top		C953S417_44 **A**
4	Task 1 because it was straight forward and quicker than task 2		C953S417_46 **A**
5	It was very easy to click the browse product button as I didn't see and know you could scroll across on the other two		C953S417_50 **C**

Test 3

	Answers	**Comments**	⧉ Copy sheet
# ⇕	Comment ⇕		UZ_ID ⇕
1	Task2, mainly because it required the fewest steps necessary and made it simple to find a free standing washing machine. The other task are easy to use but are not as great as task2, the layout is just overall better in task2.		C953S418_19 **A**
2	It was the most obvious and clear option. The headings were straight in front of me. The boxes were obviously clickable. It was straight forward using the sub heading menu once in appliances.		C953S418_29 **A**
3	Seemed the quickest route		C953S418_50 **A**
4	This link took me straight to appliances and then freestanding washing machines were there without a separate sub menu, so they were very easy to find.		C953S418_53 **C**
5	Writing was write in front of me and didn't require me to look around the page. Personally prefer the options out of the boxes unlike in Task 2		C953S418_71 **B**
6	Task1 as it was clearer		C953S418_86 **C**

MATRIX

A. Button (8)
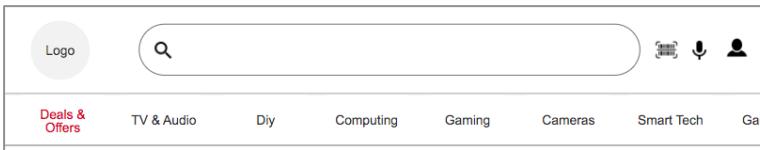
B. Selector (4)
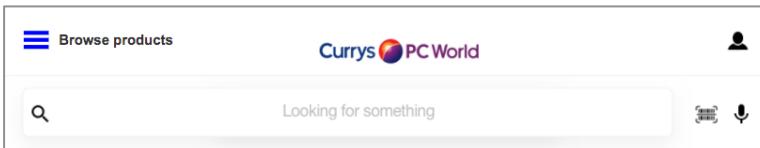
C. Hamburger (4)

	Hamburger	Selecter	Button
TECHNOLOGY			
iOS build time	Medium	Easy	Easy
Andriod build time	Medium	Easy	Easy
FUTURE PROOF			
iOS	Not in guidelines	NULL	NULL
Andriod	Fazed out*	NULL	NULL
ANALYTICS			
	Easy	Easy	Easy
UX/Design			
Navigation	Categories hidden	Categories shown	Categories shown
Overflow	No scrolling	Requires scrolling*	Requires scrolling*
Design	Easy to click	Weak cta	Easy to click
ACCESSIBIITY			
	Yes	Yes	Yes

RECOMMENDATION: Button Option (8)
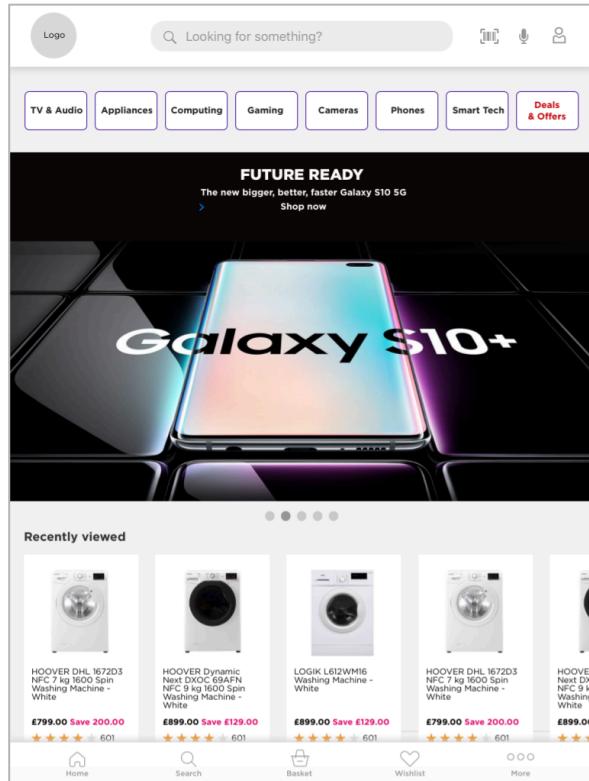
Benefits

- Fewer clicks to get to the destination
- Clear, clean with tangible links
- Displays breath & depth of site category
- Addresses accessibly
- Participants are able to scroll
- Future proofed with greater longevity
- Low build time for iOS/Android