

# WALKERUX

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USER SURVEYS, ESSENTIALHARDWARE.COM

## **Results Summary from Round 2 Testing**

### **No more testing recommended**

- 1.** Users clicked the edit cart link almost 100% of the time, up from 66% in Round 1
- 2.** Response time was shortened by 20% from Round 1
- 3.** Users clicked the credit card form 85% of the time, up from 50% in Round 1
- 4.** Users clicked the shipping form 75% of the time, up from 50% in Round 1

# WALKERUX

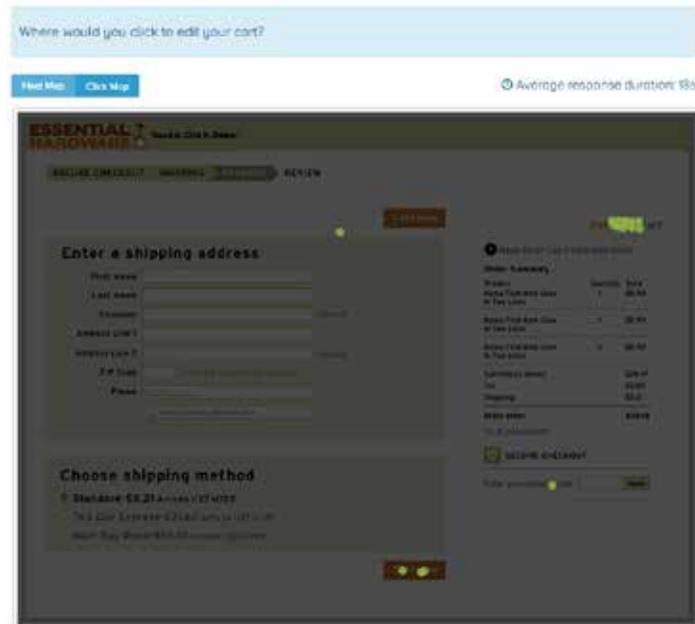
## CLICK TEST - EDIT CART

Where would you click to edit your cart? 60 Responses

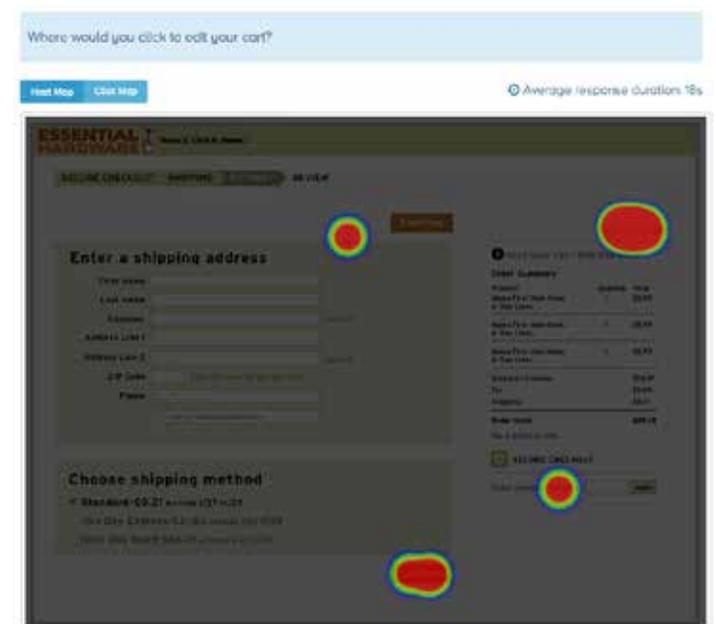
### RESULTS

- Almost 100% of users found the Return to Cart text link
- Average response time was 18 seconds

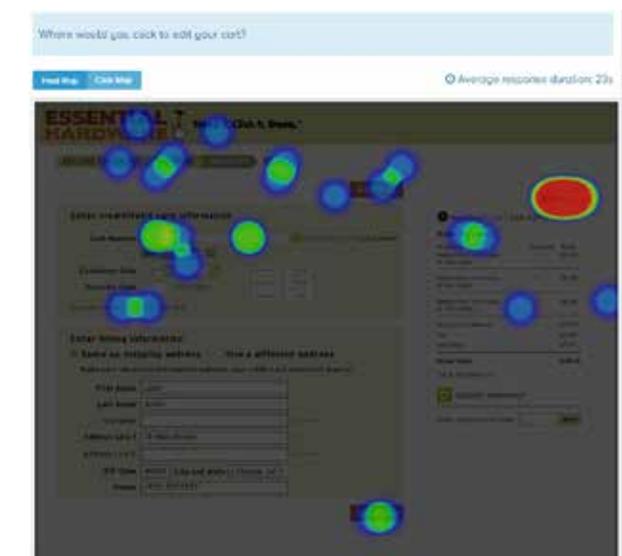
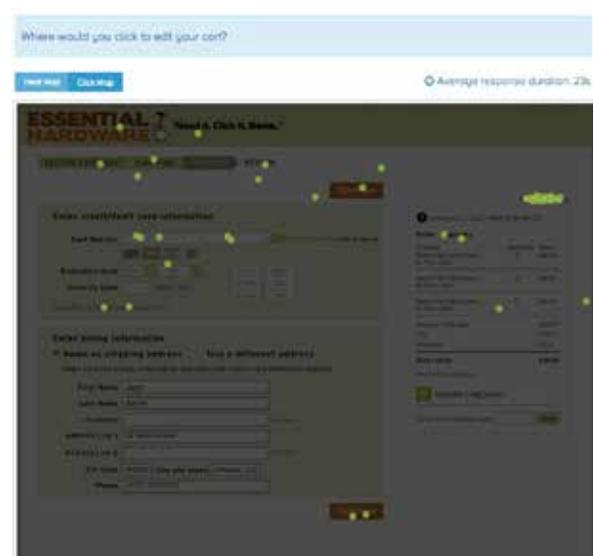
#### Clicks



#### Heatmap



#### Round 1



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## 5 SECOND TEST - CREDIT CARD FORM

1. What's most prominent on the page? 2. Remember anything else?

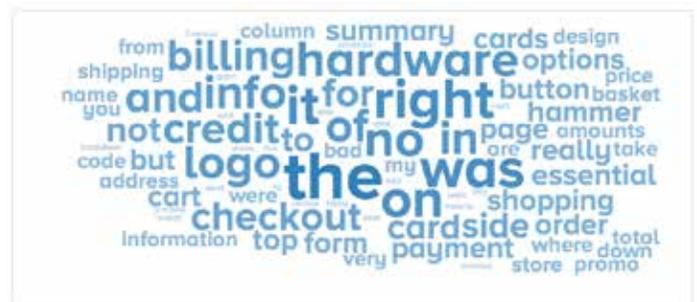
80 Responses

### RESULTS

- 85% of users remembered the credit card form
- 28% of users remembered the logo
- 28% of users remembered the shopping cart
- 8% remembered the Continue button

Shopping form

Text-response answer word cloud



1. What's most prominent on the page?

2. Remember anything else?

First answer

Second answer

Logo	13
Credit card info	47
Continue button	2
Shopping cart	9

Logo	16
Credit card info	22
Continue button	3
Shopping cart	16

