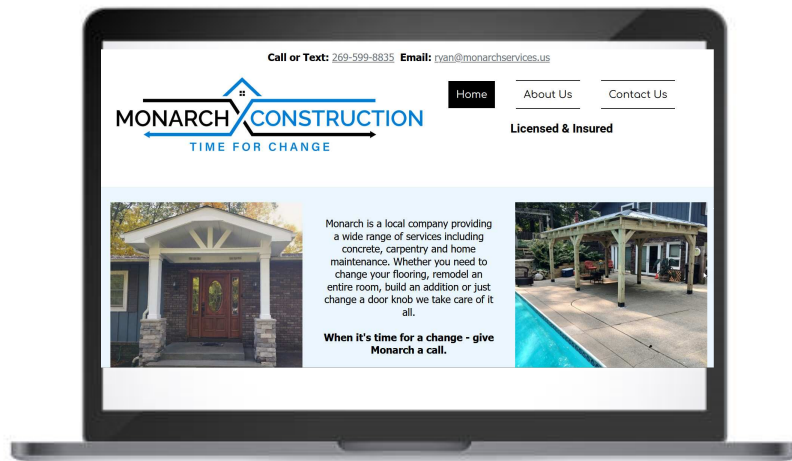


# Monarch Services & Construction

## User Interview Results

Presented by Theresa Wilkinson

# Monarch Services & Construction User Interview Results



## Agenda

1. Executive Summary
2. Feedback from Participants
3. Appendix

# Monarch Services & Construction

## User Interview Results

### Recommendations

- Consider implementing SEO initiatives to rank in search engines.
- Consider tracking SEO and website analytics over time.
- Consider making the UI/UX changes suggested by participants:
  - Reduce Vertical Scrolling
  - Add Customer Testimonials & BBB Ratings
  - Consider Changing Form Text & Colors - Hard to Read (color contrast)
  - Consider Navigation – (Top) Hard to Find; No Bottom Navigation
  - Add Before/After Photos
  - Add More Company Information
  - Add Services

# Executive Summary

Monarch Services & Construction has over forty years of experience in luxury home building, commercial development, and custom pools. They first launched their website in 2012. The company wants to update its website look and feel to increase business leads.

## Key Insights

Do users look online for home improvement companies?	<ul style="list-style-type: none"><li>• 80% (8 of 10) Yes</li><li>• 20% (2 of 10) No</li></ul>
What do users look for in a home improvement company website?	<ul style="list-style-type: none"><li>• 29% (10 of 35) BBB Ratings</li><li>• 25% (9 of 35) Website Testimonials</li><li>• 23% (8 of 35) Professional Look to Site</li><li>• 23% (8 of 35) Before/After Photos</li></ul>
How important are search engine rankings to users?	Found Monarch Services Website Using Search Engine <ul style="list-style-type: none"><li>• 100% (10 of 10) No</li></ul>

# Executive Summary

## Key Insights

<p>What makes someone trust a home improvement company?</p>	<p>Choose Contractor</p> <ul style="list-style-type: none"><li>• 100% (10 of 10) References &amp; Recommendations</li></ul> <p>View Contractors' Work</p> <ul style="list-style-type: none"><li>• 100% (10 of 10) Yes</li></ul> <p>Check If Registered with Dept of Consumer Protection</p> <ul style="list-style-type: none"><li>• 100% (10 of 10) No - Did not know about the service</li></ul> <p>Ask If the Contractor has a Complaint History</p> <ul style="list-style-type: none"><li>• 100% (10 of 10) No - Did not know about the service</li></ul> <p>Check Litigation History Online</p> <ul style="list-style-type: none"><li>• 100% (10 of 10) No - Did not know about the service</li></ul>
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# Executive Summary

## Key Insights

What information helps users decide to contact the company?	Important Website Information 29% (10 of 35) BBB Ratings 25% (9 of 35) Website Testimonials 23% (8 of 35) Professional Look to Site 23% (8 of 35) Before/After Photos
What did users think of the Monarch Services website?	62% (31 of 50) Improvements <ul style="list-style-type: none"><li>• 58% (18 of 31) Reduce Scrolling<ul style="list-style-type: none"><li>○ 26% (8 of 31) Add Testimonials &amp; BBB Ratings</li><li>○ 16% (5 of 31) Form Text Hard to Read</li></ul></li><li>• 22% (11 of 50) Navigation – Hard to Find</li><li>• 16% (8 of 50) Positive Comments</li></ul>

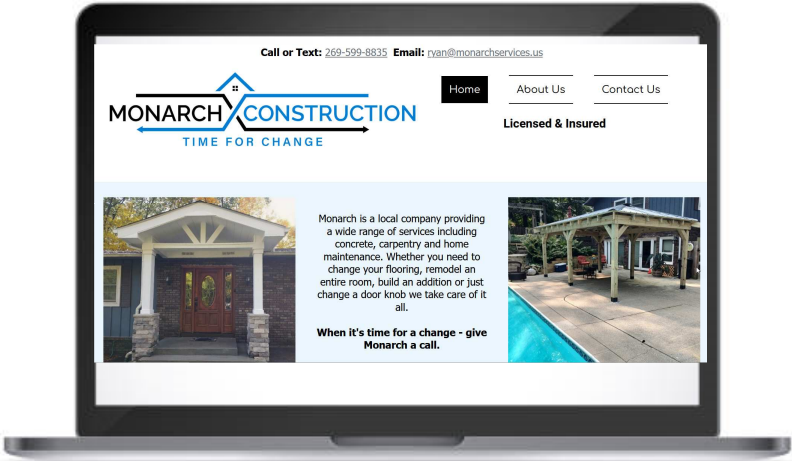
# Executive Summary

## Key Insights

Are any UI/UX issues mentioned?

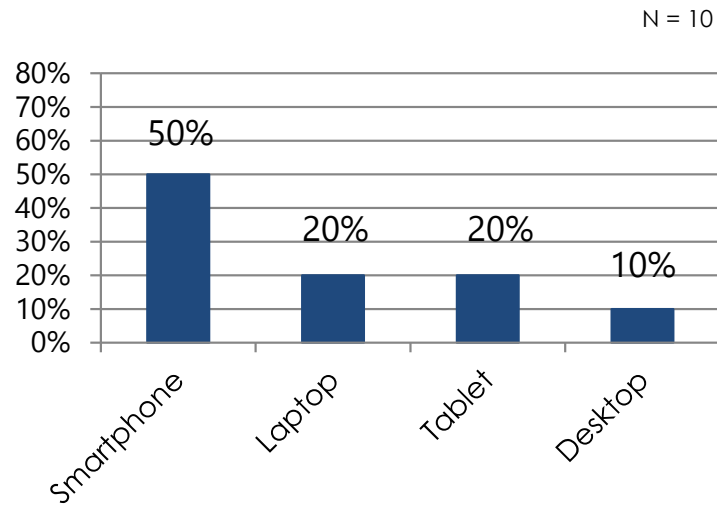
- Reduce Vertical Scrolling
- Add Customer Testimonials & BBB Ratings
- Form Text Hard to Read
- Navigation – Hard to Find
- Add Before/After Photos
- Add More Company Information
- Add Services

# Feedback from Participants



# Question 1

What devices do you typically use when visiting you use the Internet?

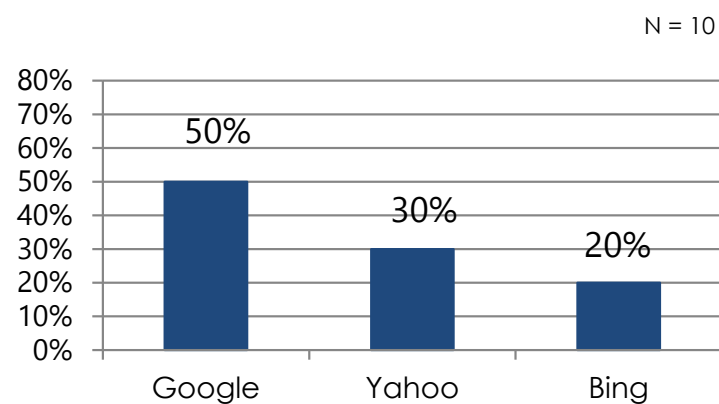


## Devices

- 50% (5 of 10) Smartphone
- 20% (2 of 10) Laptop
- 20% (2 of 10) Tablet
- 10% (1 of 10) Desktop

## Question 2

Which search engines do you regularly use?

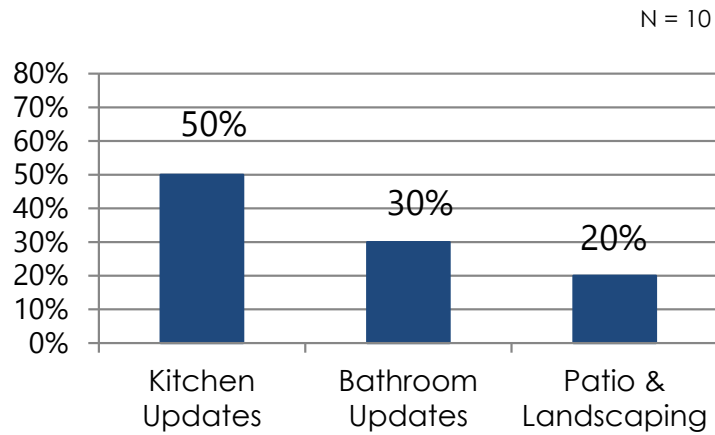


### Search Engines

- 50% (6 of 10) Google
- 30% (3 of 10) Yahoo
- 20% (2 of 10) Bing

# Question 3

Since you have worked with a home improvement company in the past, what kind of work did they do?

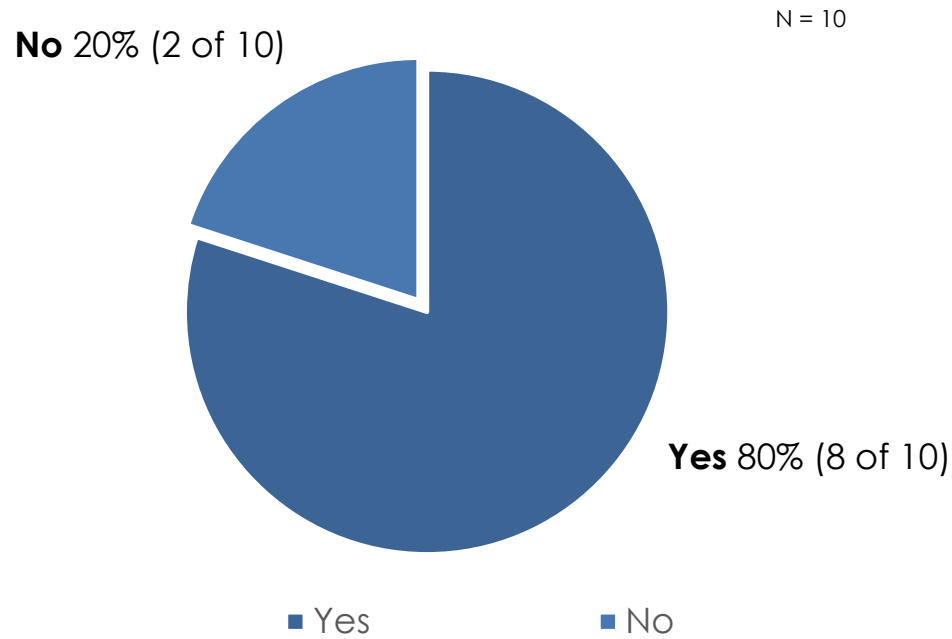


**Home Improvement Work**

- 50% (5 of 10) Kitchen Updates
- 30% (3 of 10) Bathroom Updates
- 20% (2 of 10) Patio & Landscaping

# Question 4

Did you look online for a home improvement contractor?

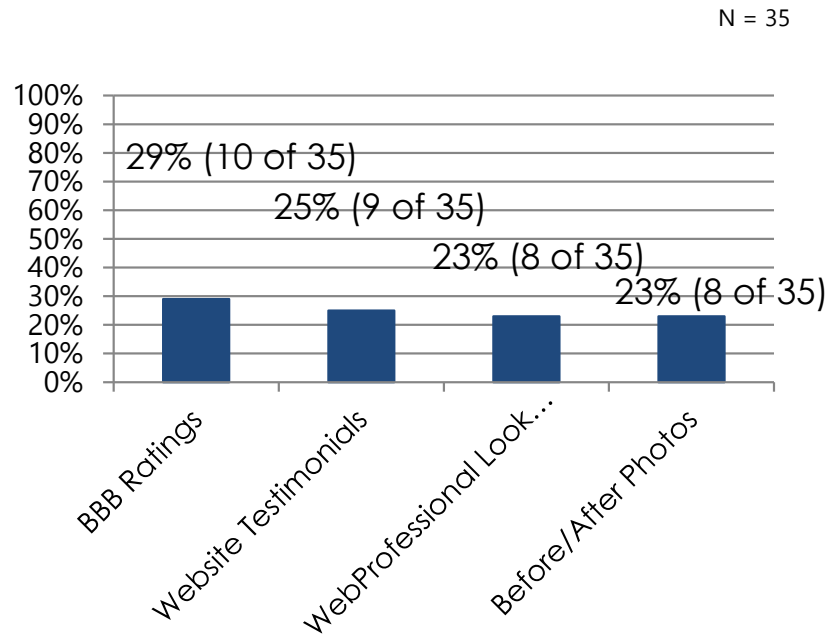


**Looked Online**

- 80% (8 of 10) Yes
- 20% (2 of 10) No

# Question 5

What information was important to you on the website?



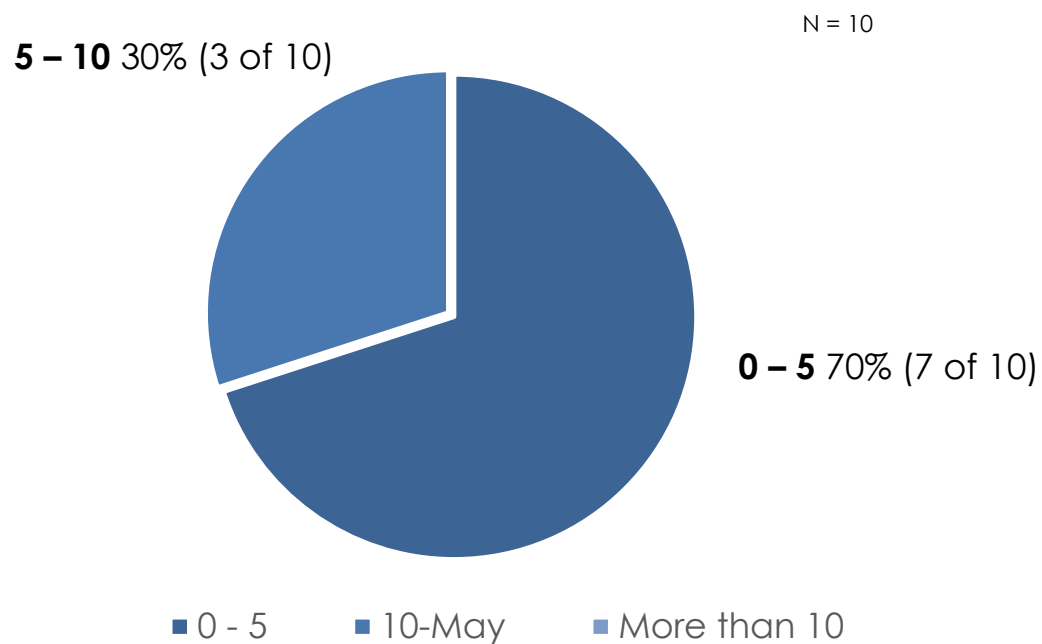
\*BBB ratings represent the BBB's opinion of how the business is likely to interact with its customers. The BBB rating is based on information BBB can obtain about the business, including complaints received from the public. <https://www.bbb.org/>

## Important Website Information

- **29% (10 of 35) BBB Ratings\***
  - "I did check their BBB ratings."
  - "They had the BBB ratings on their websites. I did like that."
- **25% (9 of 35) Website Testimonials**
  - "A couple of testimonials I found were for businesses and I went to their website and the companies were real. You can't tell if all testimonials are genuine."
- **23% (8 of 35) Professional Look to Site**
  - "I looked at websites and I liked the ones that were more professional in appearance."
- **23% (8 of 35) Before/After Photos**
  - "I looked at a lot of before and after photos. They looked genuine and the work looked great."

# Question 6

About how many websites did you visit?

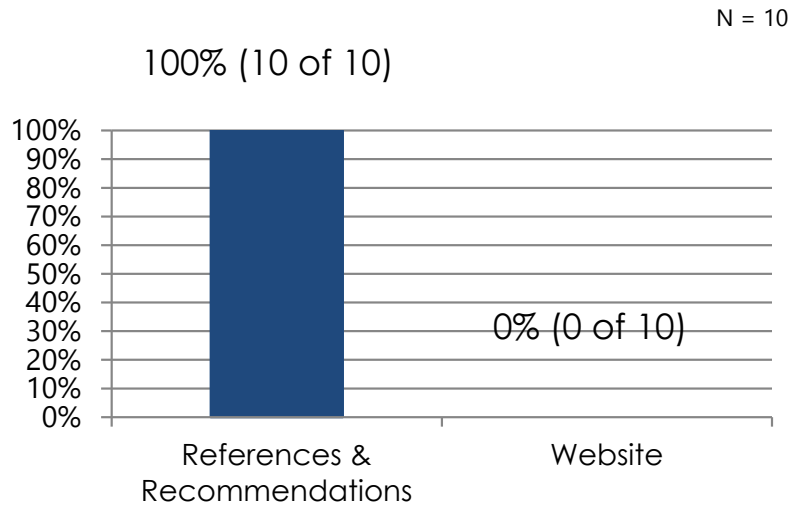


**Websites Visited**

- 70% (7 of 10) 0 - 5
- 30% (3 of 10) 5 - 10
- 0% (0 of 10) More than 10

# Question 7

Did you choose the contractor by references and recommendations or from their website?

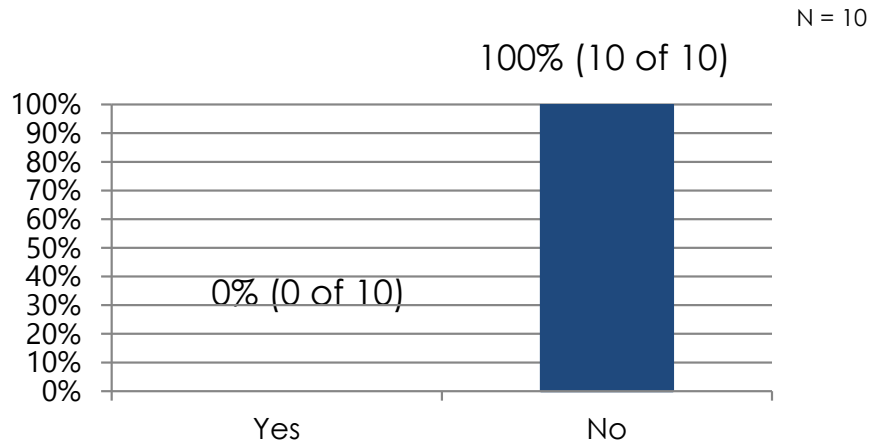


## Choose Contractor

- 100% (10 of 10) References & Recommendations
  - "I did look at a couple of websites, but I made my final decision because of my neighbor's referral."
  - "Yes. I spoke with several of his recent clients. They gave him good reviews."
  - "I was deciding between two companies. So, I drove by several houses and then called them. They happily answered my questions."
- 0% (0 of 10) Website

# Question 8

Did you check if the contractor is actively registered as a home improvement contractor with the MI Department of Consumer Protection?

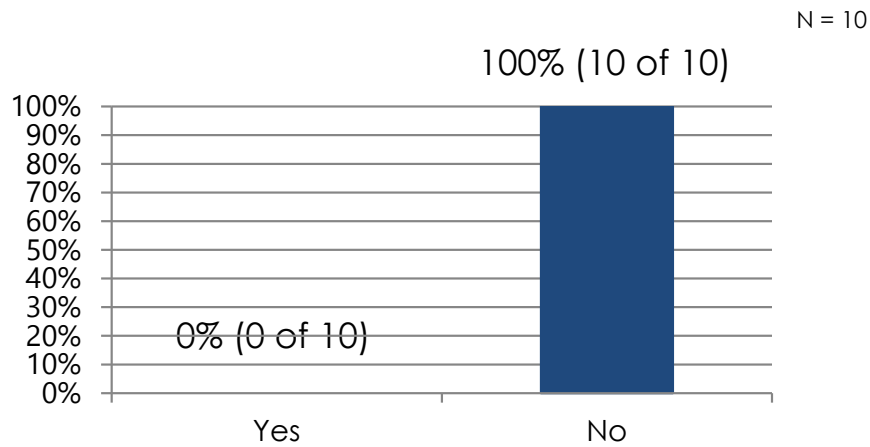


### Check If Registered with Dept of Consumer Protection

- **0% (0 of 10) Yes**
- **100% (10 of 10) No**
  - "I did not know you could do that."
  - "I have never heard of that department."
  - "I would have had I known about it."

# Question 9

Did you ask if the contractor has a complaint history with the Department?

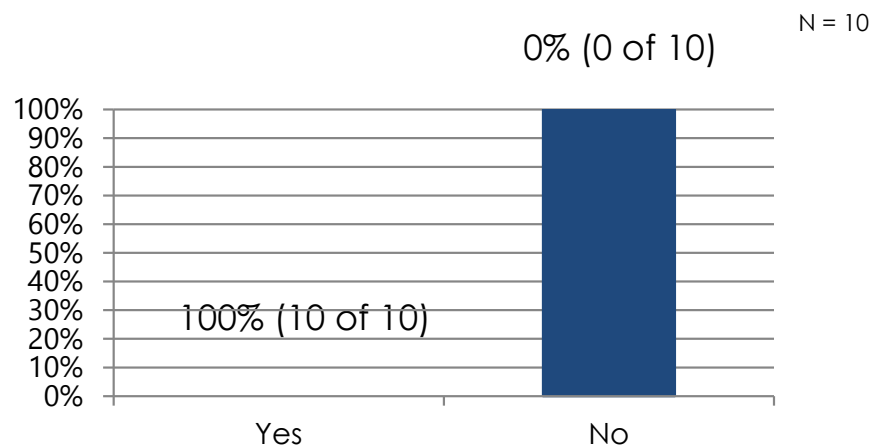


**Ask If the Contractor has a Complaint History**

- **0% (0 of 10) Yes**
- **100% (10 of 10) No**
  - "I did not know you could do that."

# Question 10

Did you check for any litigation history online by visiting the MI Judicial website?

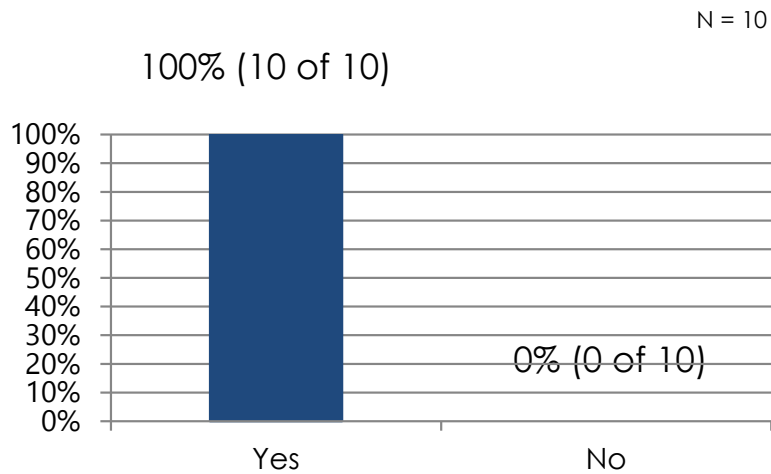


**Check Litigation History Online**

- **0% (0 of 10) Yes**
- **100% (10 of 10) No**
  - "It is great that you can do that, but I had no idea it existed."
  - "Good to know you can do that."

# Question 11

Did you view some of the contractors' current and recently completed work?



## View Contractors' Work

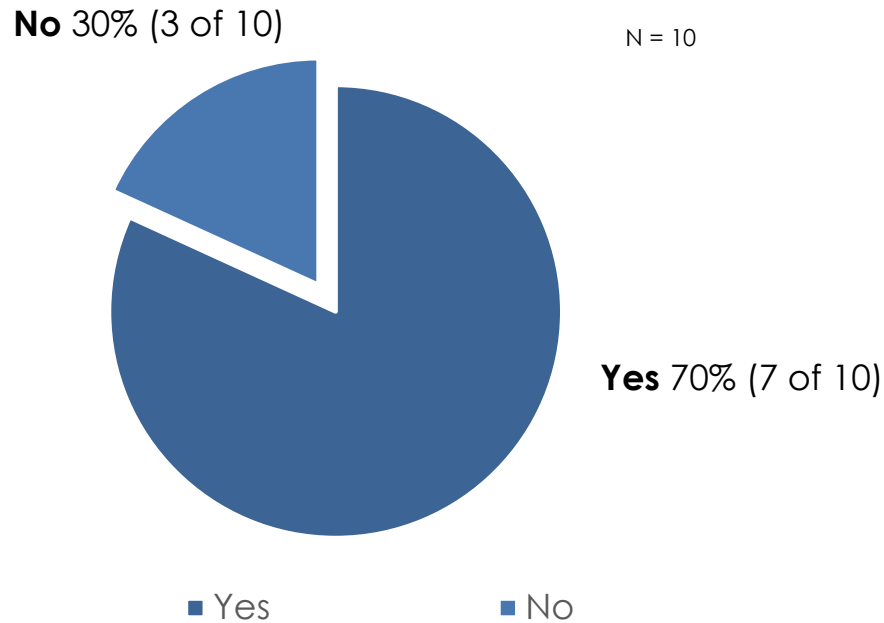
- **100% (10 of 10) Yes**

- "I saw the work the contractor did at my neighbor's house – I went over several times to check it out. He did a great job."
- "I watched my neighbor's kitchen update. He let me come over and check out the progress. I talked to the company owner on one visit."

- **100% (0 of 10) No**

# Question 12

Did you call any of the contractors' recent clients?

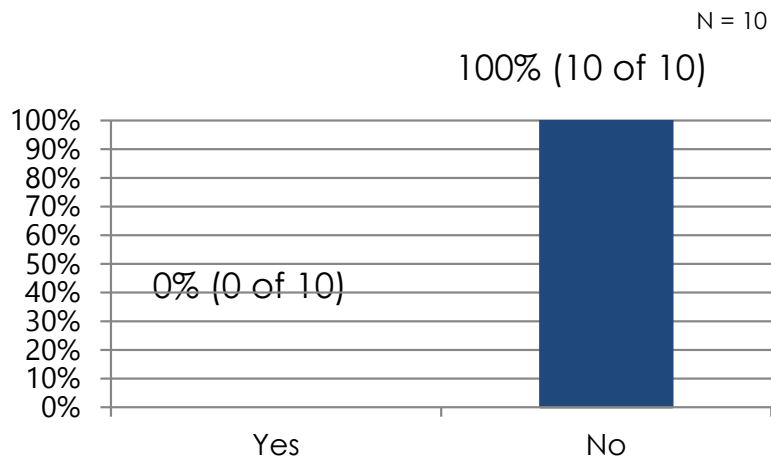


### Call Contractors' Recent Clients

- **70% (7 of 10) Yes**
  - "Yes. I spoke with several of his recent clients. They gave him good reviews."
  - "I was deciding between two companies. So, I drove by several houses and then called them. They happily answered my questions."
- **30% (3 of 10) No**
  - "No since I talked to the guy at my neighbor's house."
  - "No because I used my son's friend."

# Question 13

Could you search for Monarch Services on Google using your device?  
Are there any of the listings displayed Monarch Services home improvement company?



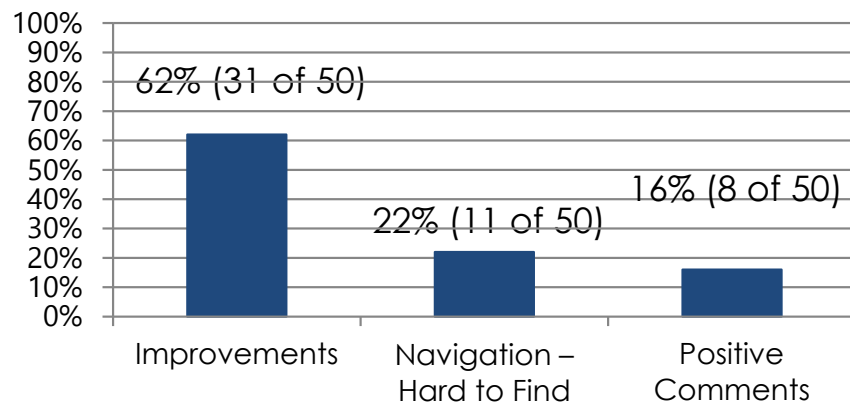
### Found Website Using Search Engine

- **100% (10 of 10) No**
  - "No. I tried using "Michigan" and the company name when I typed it in but that did not work. I had to use the URL."
  - "No. I had to type in the URL to find it."
  - "I found a Monarch Landscaping company, but it was located out west. I had to use the URL to get to the website."
  - "No, I could not find it on Google."
- **100% (0 of 10) Yes**

# Question 14

Take a few minutes to review the website. What are your first impressions?

N = 50 Comments



\*BBB ratings represent the BBB's opinion of how the business is likely to interact with its customers. The BBB rating is based on information BBB can obtain about the business, including complaints received from the public. <https://www.bbb.org/>

## 62% (31 of 50) Improvements

- 58% (18 of 31) Reduce Scrolling
  - "I didn't like all the scrolling, especially on my phone."
  - I scrolled to the bottom of the page but there was no bottom navigation. I had to scroll back up to go to another page. This is a long page."
- 26% (8 of 31) Add Testimonials & BBB Ratings\*
  - "Testimonials would be nice."
  - "With all the photos of their work, I expected to find BBB ratings."
- 16% (5 of 31) Form Text Hard to Read

## 22% (11 of 50) Navigation - Hard to Find

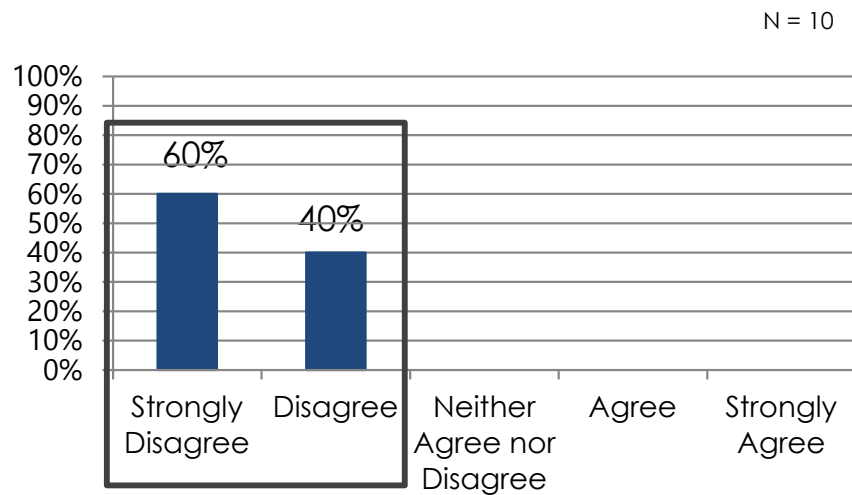
- "The navigation was hard to see on my phone."
- "I expected to see navigation in the footer."

## 16% (8 of 50) Positive Comments

- "I am impressed with the photos of their work."

# Question 15

Search results using a search engine returned relevant results.



### 60% (6 of 10) Strongly Disagree

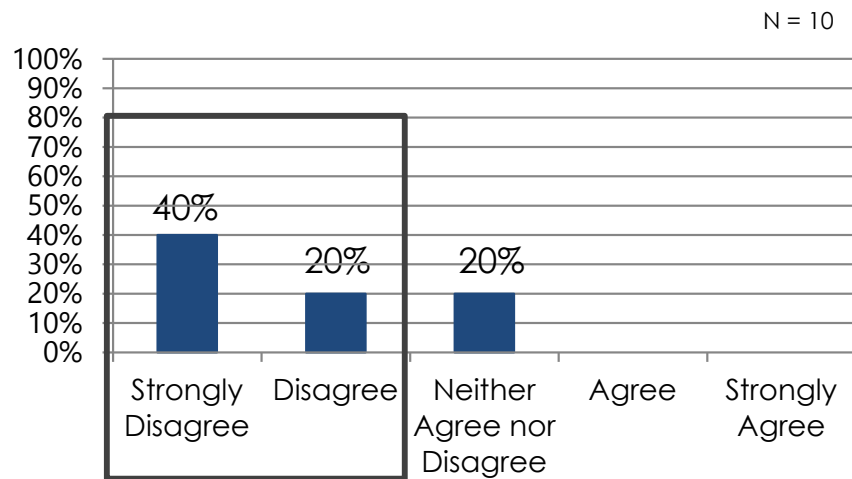
- “No results were displayed for the company.”
- “It was like the company didn’t exist.”

### 22% (4 of 10) Disagree

- “If I had not entered the URL, I would never have found the website.”

# Question 16

The Website was easy to navigate.



## 40% (4 of 10) Strongly Disagree

- “There was navigation at the top of the page, but I didn’t see it right away because it wasn’t where I expected it to be.”
- “There was no navigation at the bottom of the page, so I had to scroll up the incredibly long page to get to the top navigation. Very annoying.”

## 20% (2 of 10) Disagree

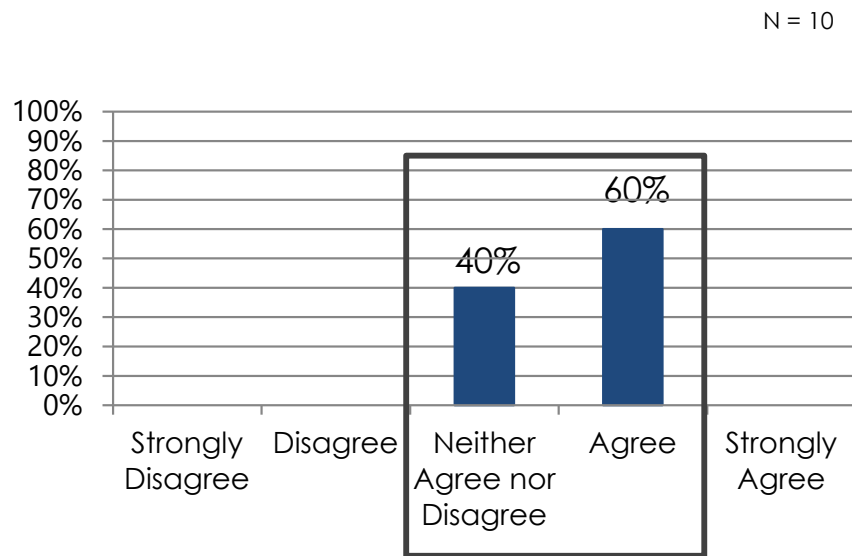
- “The top navigation would have been fine if the page wasn’t so long.”

## 20% (2 of 10) Neither Agree nor Disagree

- “It was okay.”

# Question 17

I was able to find what I was looking for.



## 60% (6 of 10) Agree

- “I guess so.”
- “I would have liked to see more information about the services they offer with some photos.”
- “Before and after photos would have been nice.”

## 40% (4 of 10) Neither Agree nor Disagree

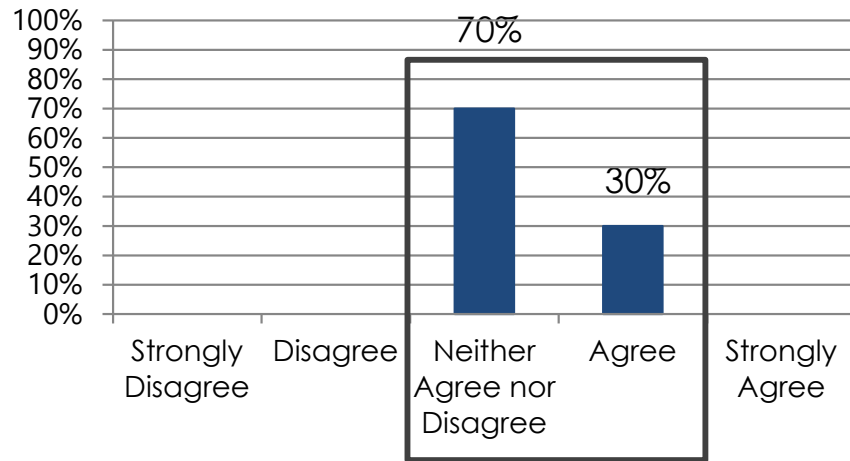
- “I wish there was more information about the company in the ‘About Us’ section. BBB rating\* would have been nice.”

\*BBB ratings represent the BBB's opinion of how the business is likely to interact with its customers. The BBB rating is based on information BBB can obtain about the business, including complaints received from the public. <https://www.bbb.org/>

# Question 18

The navigation and page information on the Monarch Services website is arranged consistently across every page.

N = 10



### 30% (6 of 10) Agree

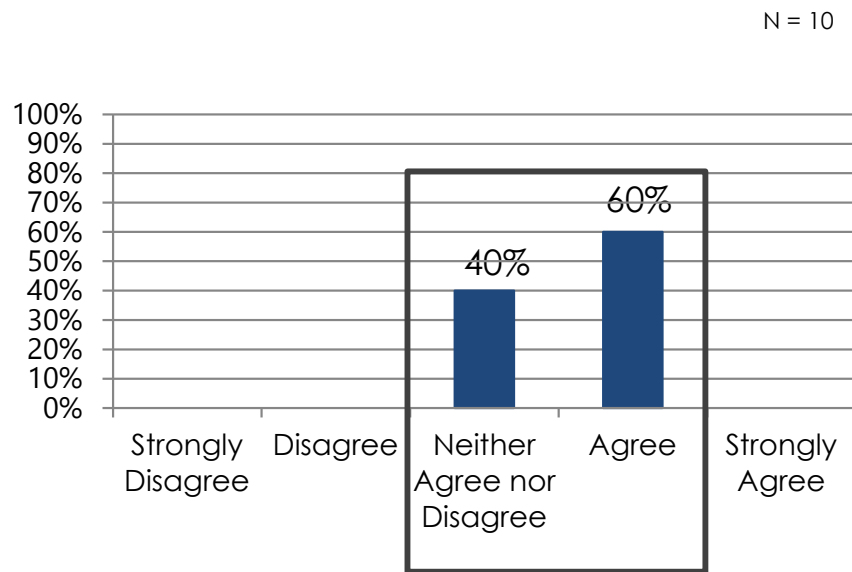
- “It was okay.”
- “The company I used had more information on their website – services, testimonials, before/after photos, etc.”

### 70% (4 of 10) Neither Agree nor Disagree

- “The navigation wasn’t in the footer where I expected to see it.”

# Question 19

The Monarch Services website has a professional look.



### 60% (6 of 10) Agree

- “It wasn’t too bad.”
- “It could be better – how long have they been in business, BBB ratings\*, and testimonials.”

### 40% (4 of 10) Neither Agree nor Disagree

- “I liked the photos of their work, but I didn’t like all the scrolling.”

\*BBB ratings represent the BBB’s opinion of how the business is likely to interact with its customers. The BBB rating is based on information BBB can obtain about the business, including complaints received from the public. <https://www.bbb.org/>

Research Questions & Answers  
Methodology

# APPENDIX

# Research Questions & Answers

Research Question	
Do users look online for home improvement companies?	<ul style="list-style-type: none"> <li>• 80% (8 of 10) Yes</li> <li>• 20% (2 of 10) No</li> </ul>
Which search engines do you regularly use?	<ul style="list-style-type: none"> <li>• 50% (6 of 10) Google</li> <li>• 30% (3 of 10) Yahoo</li> <li>• 20% (2 of 10) Bing</li> </ul>
What do users look for in a home improvement company website?	<ul style="list-style-type: none"> <li>• 29% (10 of 35) BBB Ratings</li> <li>• 25% (9 of 35) Website Testimonials</li> <li>• 23% (8 of 35) Professional Look to Site</li> <li>• 23% (8 of 35) Before/After Photos</li> </ul>
What makes someone trust a home improvement company?	<p>Choose Contractor</p> <ul style="list-style-type: none"> <li>• 100% (10 of 10) References &amp; Recommendations</li> </ul> <p>View Contractors' Work</p> <ul style="list-style-type: none"> <li>• 100% (10 of 10) Yes</li> </ul> <p>Check If Registered with Dept of Consumer Protection</p> <ul style="list-style-type: none"> <li>• 100% (10 of 10) No-Did not know about service</li> </ul> <p>Ask If the Contractor has a Complaint History</p> <ul style="list-style-type: none"> <li>• 100% (10 of 10) No-Did not know about service</li> </ul> <p>Check Litigation History Online</p> <ul style="list-style-type: none"> <li>• 100% (10 of 10) No-Did not know about service</li> </ul>
Can the website be logically viewed by any device?	<ul style="list-style-type: none"> <li>• Yes – Verified Independently</li> </ul>

# Research Questions & Answers

Research Question	
<p>What information helps users decide to contact the company?</p>	<p>Important Website Information            29% (10 of 35) BBB Ratings            25% (9 of 35) Website Testimonials            23% (8 of 35) Professional Look to Site            23% (8 of 35) Before/After Photos</p>
<p>How important are search engine rankings to users?</p>	<p>Found Monarch Services Website Using Search Engine</p> <ul style="list-style-type: none"> <li>• 100% (10 of 10) No</li> </ul>
<p>What did users think of the Monarch Services website?</p>	<p>62% (31 of 50) Improvements</p> <ul style="list-style-type: none"> <li>• 58% (18 of 31) Reduce Scrolling               <ul style="list-style-type: none"> <li>○ 26% (8 of 31) Add Testimonials &amp; BBB Ratings</li> <li>○ 16% (5 of 31) Form Text Hard to Read</li> </ul> </li> <li>• 22% (11 of 50) Navigation – Hard to Find</li> <li>• 16% (8 of 50) Positive Comments</li> </ul>
<p>Are any UI/UX issues mentioned?</p>	<ul style="list-style-type: none"> <li>• Reduce Scrolling</li> <li>• Add Testimonials &amp; BBB Ratings</li> <li>• Form Text Hard to Read</li> <li>• Navigation – Hard to Find</li> <li>• Before/After Photos</li> <li>• Add More Company Information</li> <li>• Add Services</li> </ul>

# Methodology

User interviews are a research method in the discovery (generative) phase where the interviewer asks participants questions about a topic, listens to their responses, and follows up with further questions to learn more. The interviews can also provide in-depth insight into who your users are, what their experiences are like, and what they need, value, and desire.

A user interview is a one-on-one conversation between researchers and their potential or existing audience. The goal of the interview, beyond knowing the user's demographics or role-related info, is to learn more about the user's needs, wants, and pain points.