

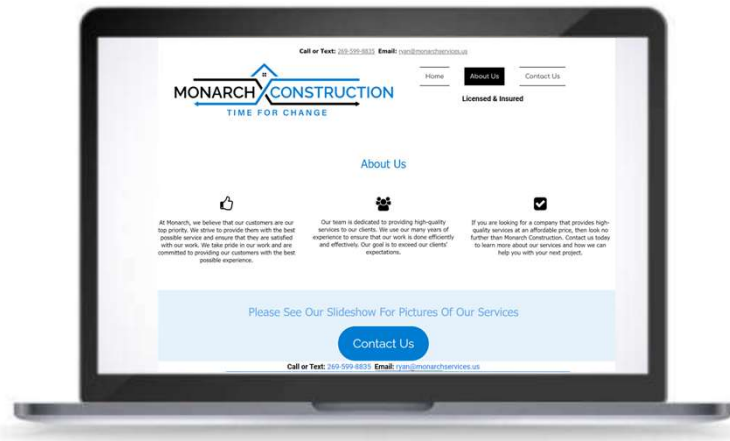


Monarch Services Case Study

Elevating a 40-Year Legacy with Evidence-Based UX Design

Presented by Theresa Wilkinson

Monarch Services Case Study



Agenda

- Executive Summary
- Project Overview
- Problem & Context
- Role & Scope
- Research Plan & Participants
- Key Findings
- Recommendations & Prioritization
- Outcome & Impact
- Reflection
- Contact

Monarch Services & Construction has over 40 years of experience in home building, remodeling, and outdoor living. Their existing website, launched in 2012, had only three pages, was not mobile-friendly, and lacked essential company and service information.

The company wanted to modernize its digital presence to improve usability and attract more qualified leads—particularly homeowners aged 45–65+, including adult children seeking renovations for aging parents.

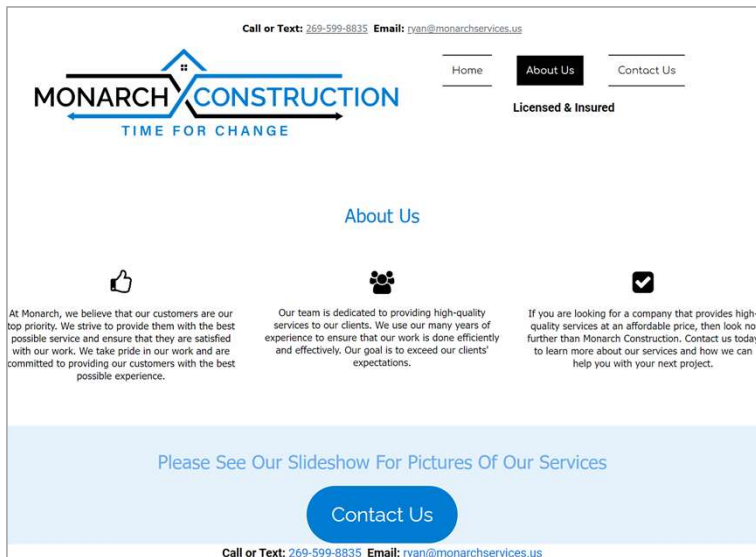
I led a **comprehensive UX research initiative** to uncover user frustrations, evaluate content clarity, and validate a new navigation structure using an evidence-based approach.

My Role: UX Research Lead

Scope: UX Audit • User Interviews • Quantitative Survey • First-Click Testing • Feature & Package Study

Tools: Optimal Workshop, Google Forms, R, Excel

Timeline: June–December 2025



The goal of this research was to understand how users experienced the current Monarch website and to test whether the proposed new navigation improved clarity and efficiency.

Using a mixed-methods approach, we combined qualitative insights with quantitative validation to guide design decisions:

- **UX Audit:** Identified usability barriers and content gaps.
- **User Interviews:** Revealed frustrations and expectations.
- **Quantitative Survey:** Measured perceptions of trust, confidence, and clarity.
- **First-Click Testing:** Validated how intuitively users could locate key information.

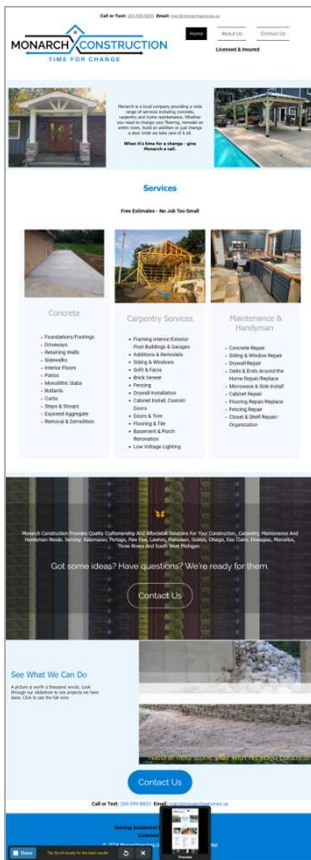
Mixed-Methods Approach – Kitchen Remodel Study:

- Combined qualitative and quantitative insights to guide design decisions
- **MaxDiff:** Ranked feature importance
- **Conjoint (CBC):** Measured package preferences and trade-offs
- **TURF:** Identified feature combinations with widest appeal
- **Age Segmentation:** Highlighted differences across 45–54, 55–64, 65+

Together, these methods provided both depth of understanding (why users struggled) and evidence of improvement (how well the redesign addressed those issues).

The audit revealed clear usability and content challenges. While users liked the quality of project photos, they found the site frustrating and incomplete.

- **Navigation & Scrolling:** 58% of users complained about excessive scrolling, especially on mobile. The lack of footer navigation forced them to scroll back up to continue browsing.
“I scrolled to the bottom, but there was no navigation. I had to go all the way back up.”
- **Trust & Information:** 26% of users wanted testimonials, BBB ratings, or company details to assess credibility.
“I wish there were more information about the company — maybe a BBB rating.”
- **Readability:** Form text and small fonts were difficult to read on mobile.
- **Positive Impressions:** 16% praised the professional photography, showing the visual assets had strong trust-building potential.
- **SEO:** Limited content and poor formatting reduced visibility and search ranking.



Interviews confirmed audit findings: users struggled to find information and valued transparency, visual proof, and easy contact options.

“I didn’t know where to start. The page just kept going.”

“I wanted to know if they’re licensed or have reviews.”

Quantitative Highlights:

- 53% needed repairs 1–2 times/year; 40% needed 3–6 times/year.
- 57% attempted only simple DIY tasks; 54% used YouTube as a primary resource.
- 78% hired professionals due to lack of skill or time; 66% hired via referrals or websites.
- 63% prioritized accessibility features in future renovations.

Insight: Trust and credibility are critical — users rely on visible proof (photos, reviews, testimonials) before contacting a contractor.



Behavior patterns were similar across age groups, but differences emerged in how users learned and sought information.

- Younger users leaned on online research and YouTube.
- Older users relied more on experience, referrals, and word-of-mouth.
- Across all groups, trust was the deciding factor in choosing a contractor.

These findings informed both content strategy and navigation design—highlighting the need for clear credibility signals and accessible, scannable content.



First-Click Testing Results

We conducted a First-Click Test to validate the proposed navigation labels and structure.

Participants: Homeowners aged 45–65+

Tasks: Locate pages such as “Services,” “How It Works,” “Contact Us”

Results:

- Success rates: 80–100% across tasks
- Average first-click time: 2.64–9.82 seconds
- No significant differences across age groups ($F(2,21)=0.28$, $p=0.76$)

Observation: Minor label confusion occurred but did not affect task completion. Secondary navigation should prevent user errors. The results validated that the new structure was clear and intuitive for all age segments.

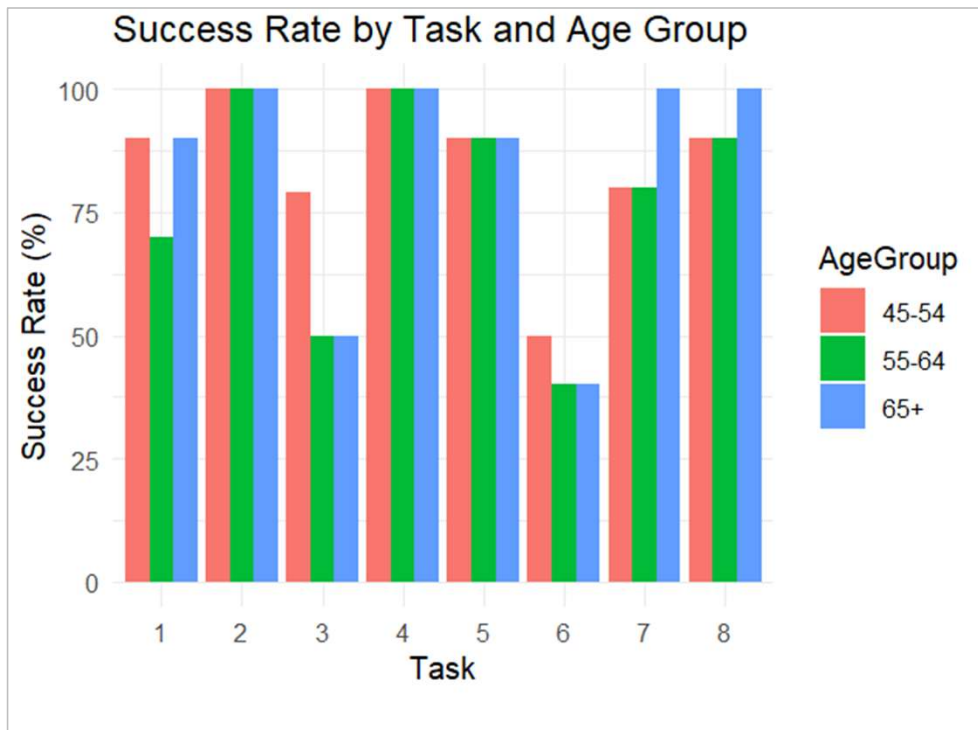


Figure 1 - Success Rate by Task and Age Group
 Performance was consistent across groups, showing clear comprehension of the new navigation.

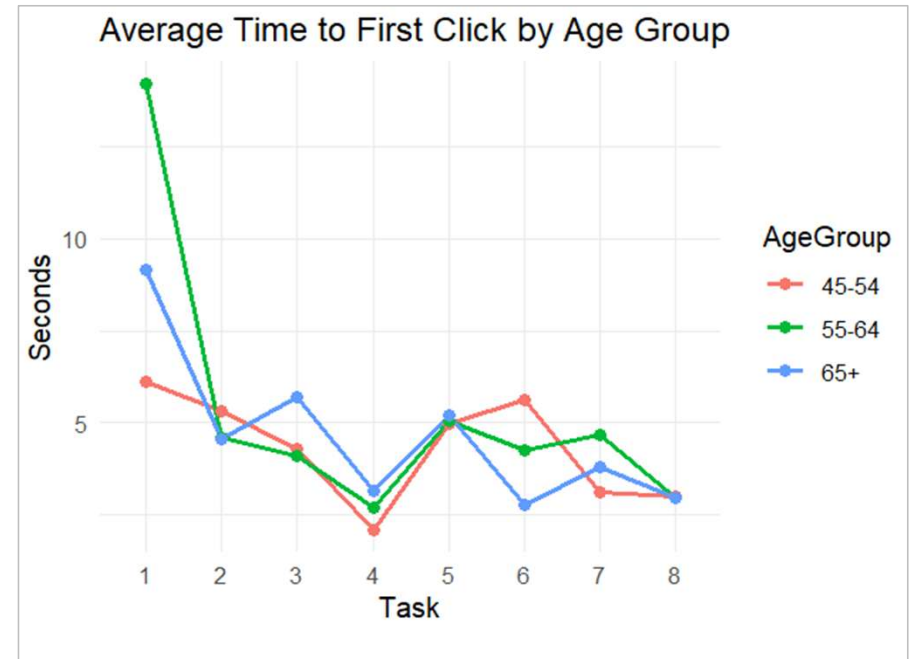


Figure 2. Average Time for First-Click by Age Group
 Response times were similar across ages, indicating equal usability and clarity.

Key Highlights

Top Features: Energy-efficient appliances, smart storage, under-cabinet LED lighting

Preferred Packages: Quartz countertops + mid-tier energy-efficient appliances + semi-custom cabinets most popular

Max Reach Combination (TURF): LED lighting + Pull-out pantry + Quartz countertops → satisfies 100% of participants

Age Differences:

- 45–54: storage, finishes, islands
- 55–64: layout, workspace, backsplash
- 65+: open-plan, durable counters, flooring

Least Popular: Durable low-maintenance counters, high-quality cabinetry finish, easy-clean flooring

Key Takeaway: Functionality drives choices across ages; aesthetics increasingly important for older adults.



Navigation & Usability

- Reduce vertical scrolling.
- Add top and footer navigation for easier movement.
- Improve form readability, color contrast, and button clarity.

Trust & Content

- Include testimonials, BBB ratings, and company background.
- Add before/after project photos to showcase quality.
- Expand service pages with keyword-rich, user-focused content.
- Highlight features and benefits that appeal most to homeowners (lighting, storage, durable surfaces).

SEO & Analytics

- Optimize on-page SEO to improve search visibility.
- Track engagement, task success, and feature interactions to guide continuous improvement.



This project demonstrated how **evidence-based UX research** can directly inform design strategy and business outcomes. Our research validated the proposed navigation and uncovered opportunities to strengthen **trust, accessibility, and readability**, all critical for Monarch's core audience.

Next Steps:

- Integrate visuals from R analyses and design prototypes.
- Add screenshots comparing the current and proposed site.
- Incorporate new metrics from post-launch analytics.
- Through this project, Monarch gained a **research-backed roadmap** for a site that showcases their expertise and connects more effectively with their audience.

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