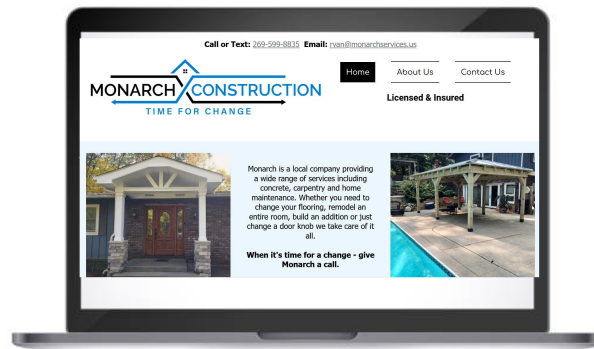




Quantitative First-Click Test Results

Presented by Theresa Wilkinson

Monarch Services First-Click Test Results



Agenda

- Executive Summary
- 45 - 54
- 55 - 64
- 64+

Executive Summary

Purpose & Background

A first-click test was conducted to evaluate the intuitiveness of the primary navigation. Results showed no significant differences in performance across age groups, suggesting that the navigation is equally usable for all participants. Minor label issues were observed but can be resolved through refinements to secondary navigation.

Methods / Participants

Platform: Optimal Workshop

Recruitment: Facebook post (Oct 2025) and email link

Participants: Homeowners aged 45–65+

Incentives: None (uncompensated)

Executive Summary

Descriptive Statistics

The table summarizes the average time to first-click and variability across tasks. Lower standard deviations indicate consistent performance among participants, while higher variability suggests tasks that may need clearer labels or structure.

Task	Mean Time	Standard Deviation
1	9.82	4.09
2	4.83	0.41
3	4.69	0.87
4	2.64	0.53
5	5.08	0.11
6	4.22	1.42
7	3.86	0.78
8	2.99	0.03

Executive Summary

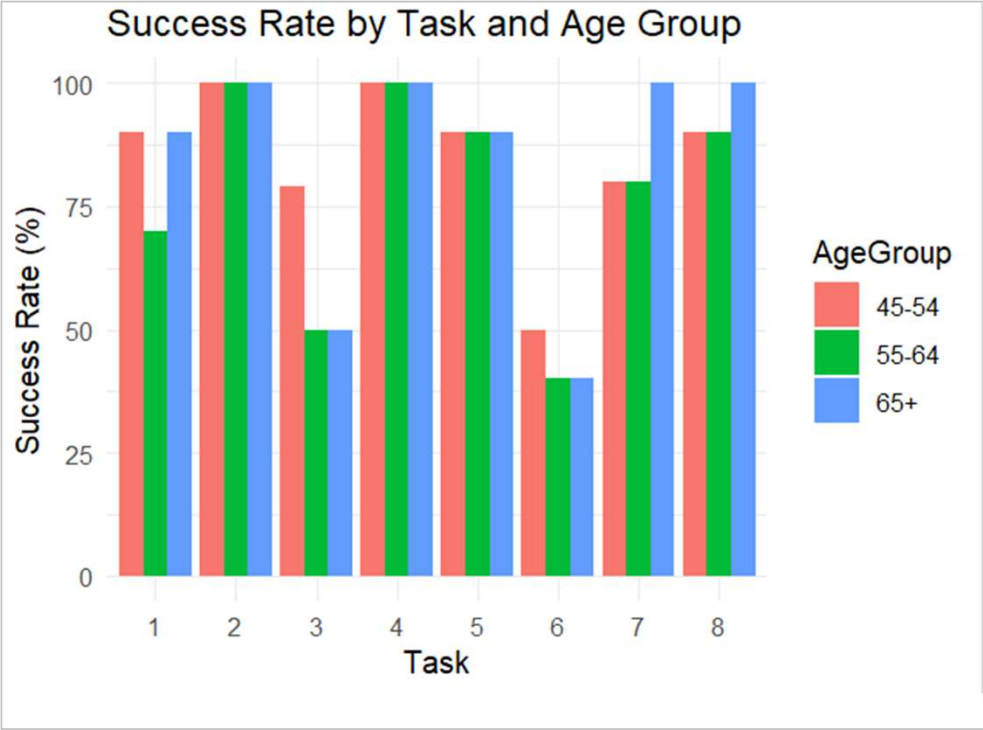


Figure 1 - Success Rate by Task and Age Group
Participants across all age groups showed similar success rates on each task, indicating consistent task comprehension.

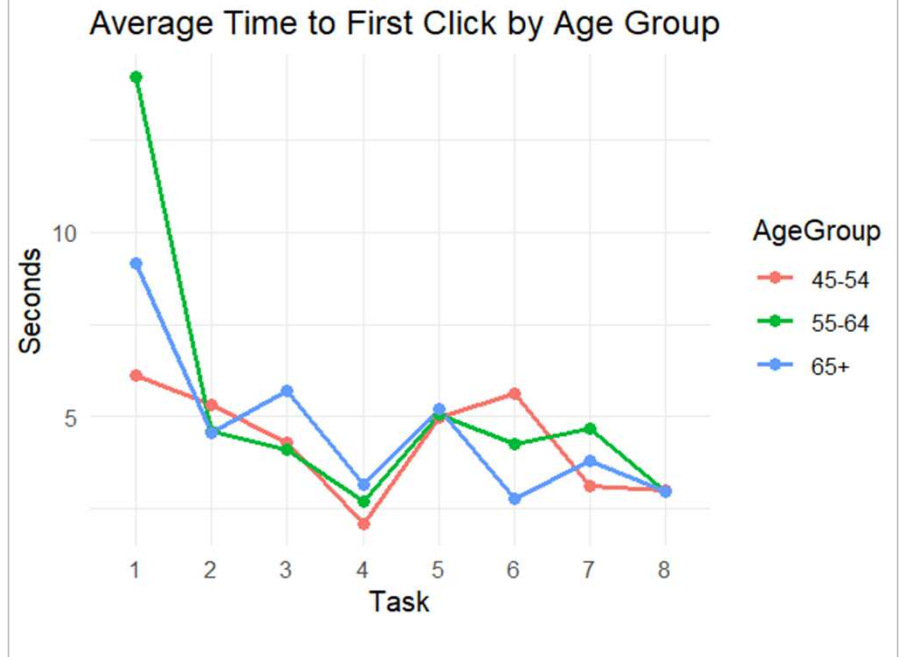


Figure 2. Average Time for First-Click by Age Group
Average time to first-click was similar across age groups, with no significant differences.

Executive Summary

Statistical Analysis

A one-way ANOVA tested whether age group affected first-click performance.

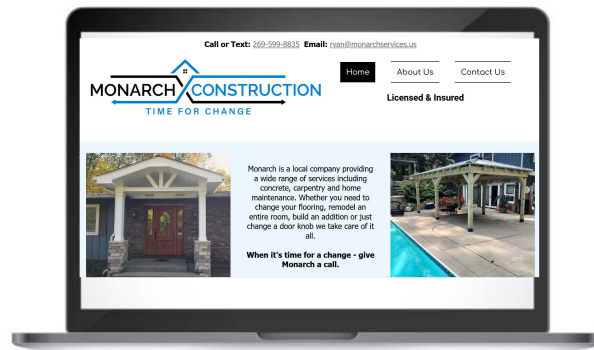
Result: $F(2, 21) = 0.28, p = 0.76$

Interpretation: There were no statistically significant differences across age groups, indicating consistent usability of the primary navigation for all users.

Key Insights

- Performance was consistent across all age groups.
- Minor label confusion appeared on a few tasks but did not hinder task completion.
- Adding secondary navigation is expected to address these minor issues without negatively affecting usability.

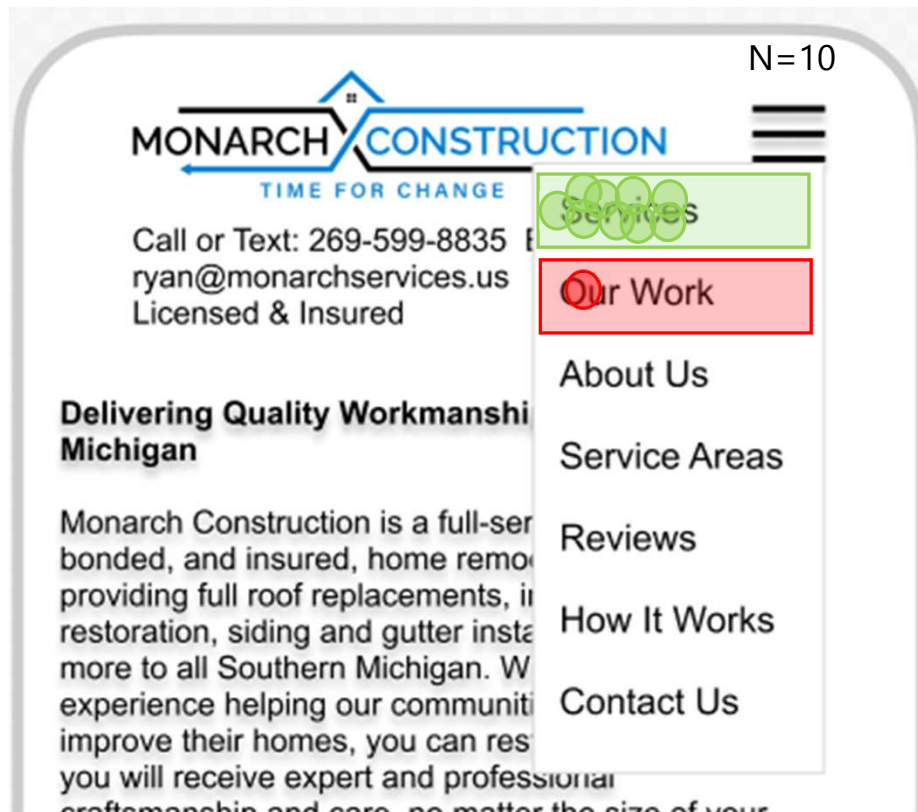
Monarch Services & Construction Quantitative First-Click Test Results



45-54

Task 1

You just moved into a new house, and the kitchen feels outdated. Where would you click to see if this company does kitchen remodels?



How confident are you in finding where to click to see if the company does kitchen remodels?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	1	10%
Moderately confident	3	1	10%
Confident	4	3	30%
Very confident	5	5	50%

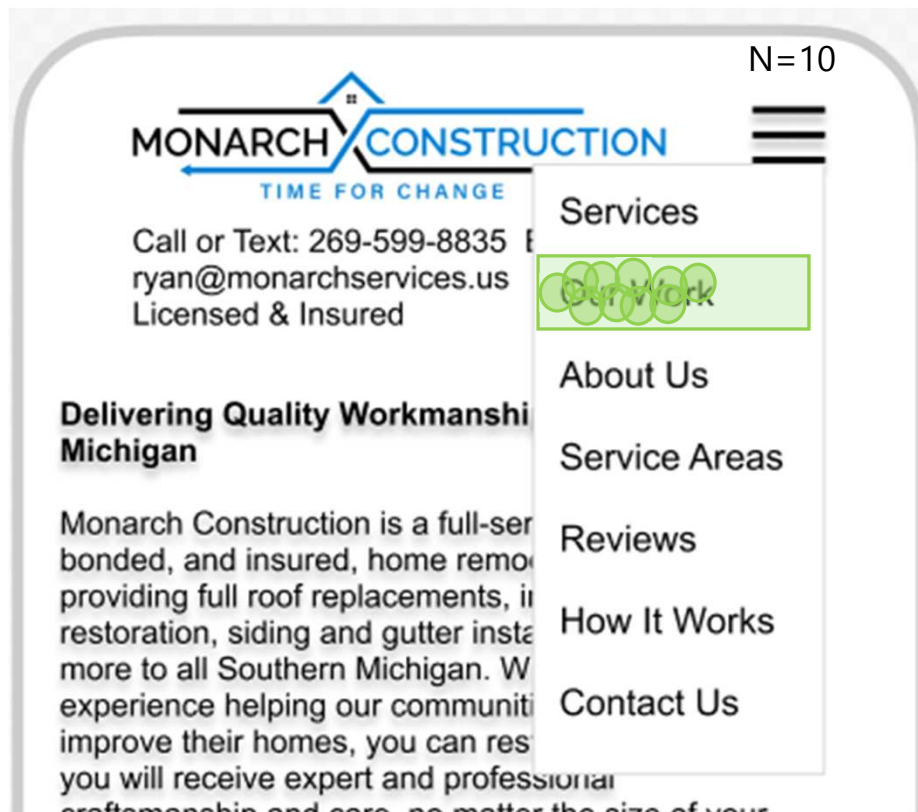
Age group: 45-54

Success rate: 90%

Average time to click: 6.11 seconds

Task 2

You're curious about the kind of work they've done before. Where would you click to look at past projects or photos?



How confident are you that you could locate the section showing this company's past projects or portfolio?

Label	Rating	Count	%
Not confident at all	1		0
Slightly confident	2		0
Moderately confident	3		0
Confident	4	3	30%
Very confident	5	7	70%

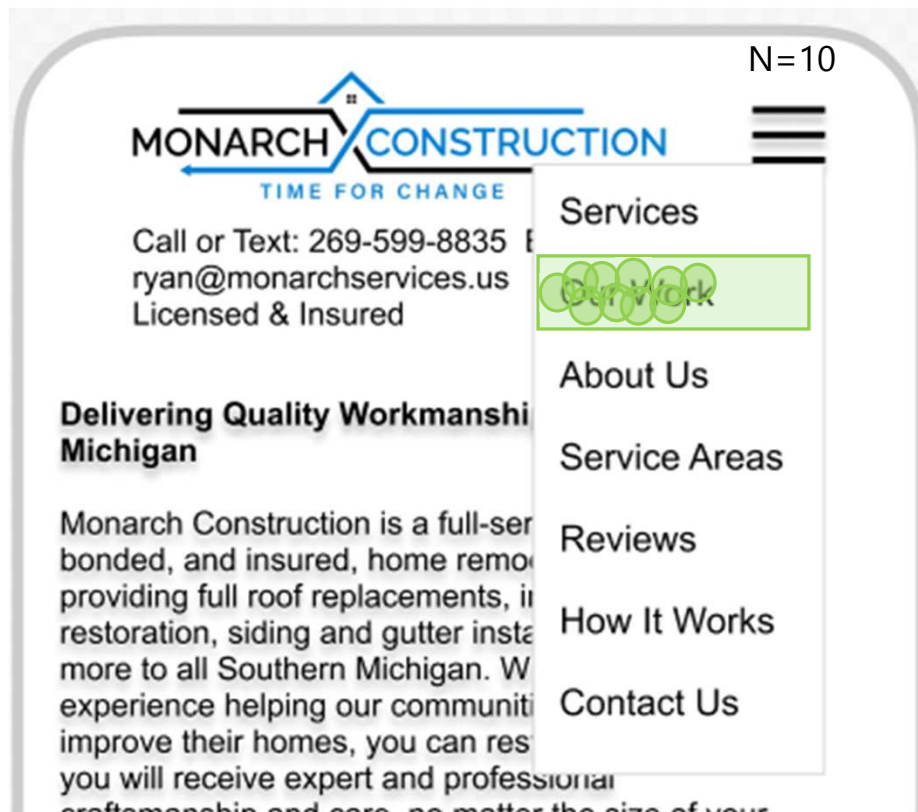
Age group: 45-54

Success rate: 100%

Average time to click: 5.3 seconds

Task 3

You want to make sure you're working with a reputable company. Where would you click to find that information?



How confident are you that you can find where to click to learn whether this company is reputable or trustworthy?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	0	0
Confident	4	3	30%
Very confident	5	7	70%

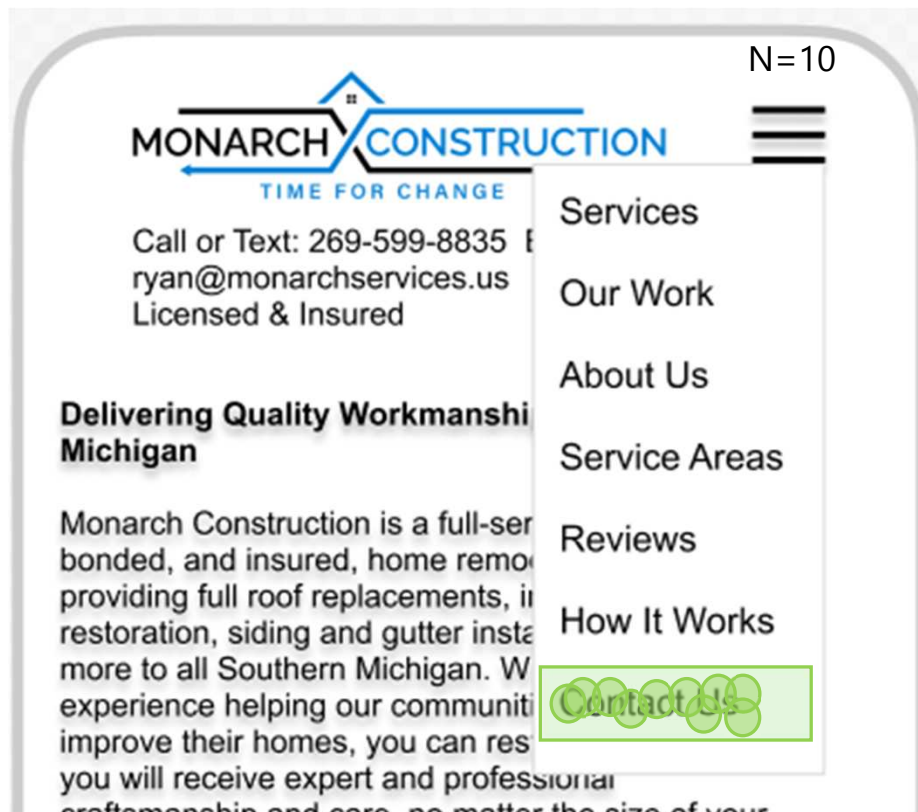
Age group: 45-54

Success rate: 100%

Average time to click: 5.3 seconds

Task 4

You've decided you'd like to reach out. Where would you click to contact this company?



How confident are you that you can find where to click to contact this company?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	0	0
Confident	4	1	10%
Very confident	5	9	90%

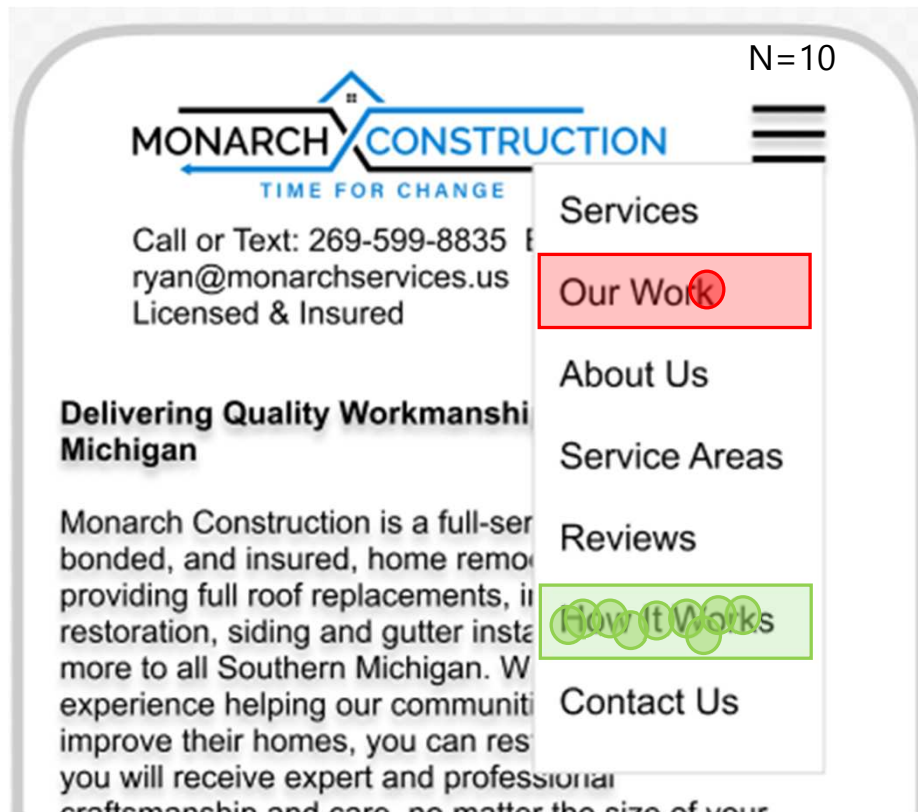
Age group: 45-54

Success rate: 100%

Average time to click: 5.3 seconds

Task 5

You're curious about how the company handles projects from start to finish. Where would you click to learn about their process?



How confident are you that you can find where to click to learn about this company's project process from start to finish?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	0	0
Confident	4	7	70%
Very confident	5	3	30%

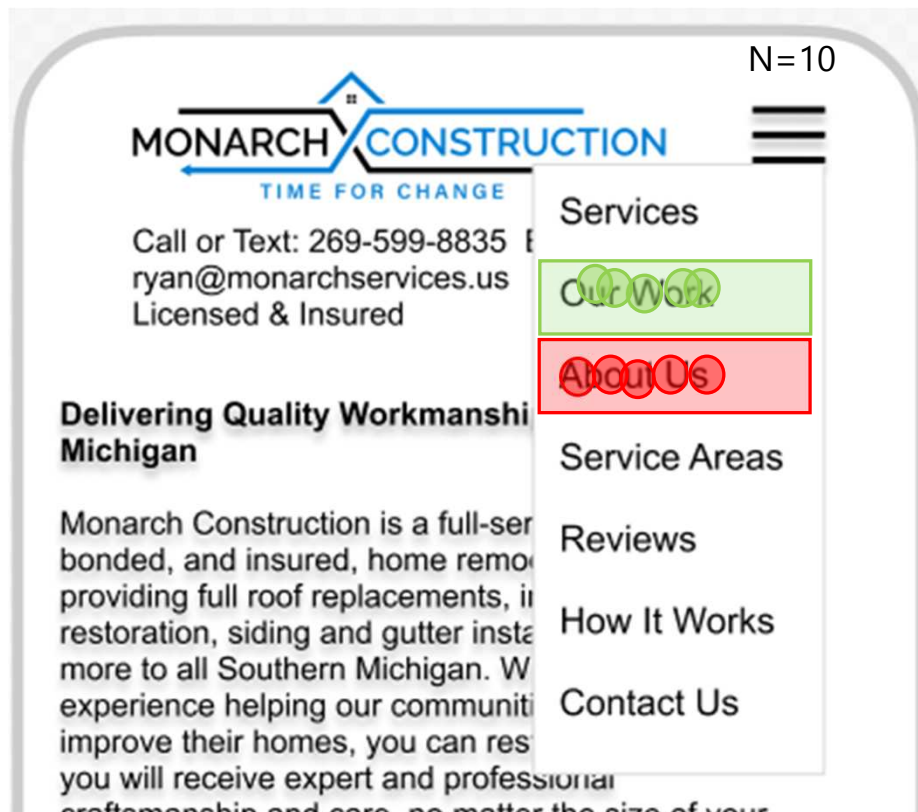
Age group: 45-54

Success rate: 90%

Average time to click: 4.97 seconds

Task 6

Before moving forward, you'd like to know more about the company's experience and background. Where would you click to find that?



How confident are you that you can find where to click to learn about this company's experience and background?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	0	0
Confident	4	2	20%
Very confident	5	8	80%

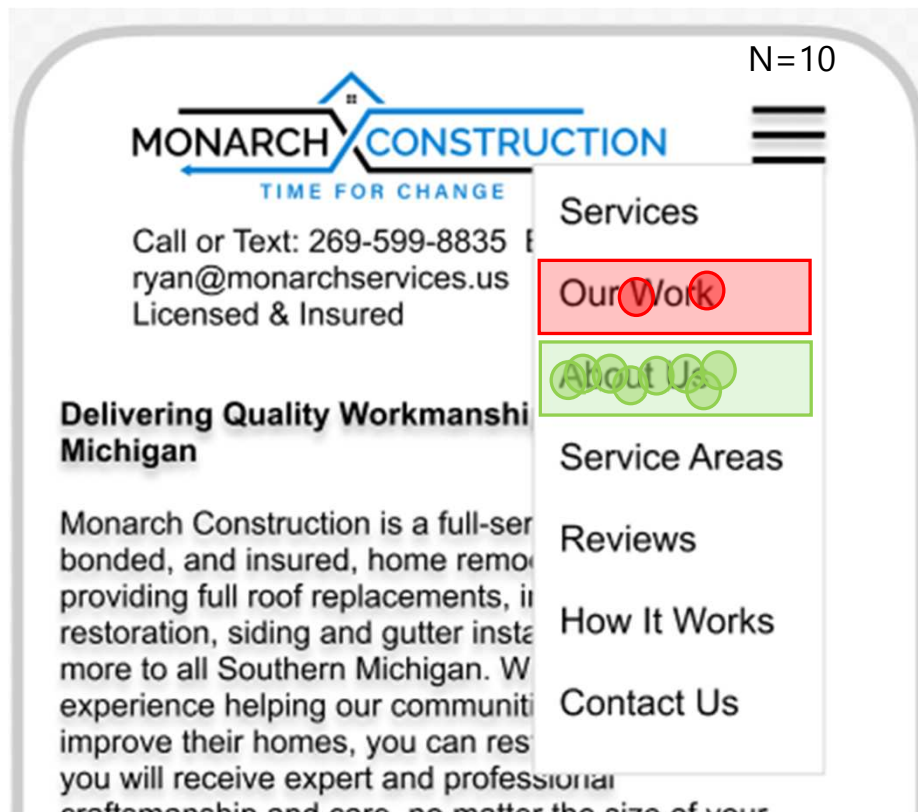
Age group: 45-54

Success rate: 50%

Average time to click: 3.63 seconds

Task 7

For peace of mind, you want to know who will be coming into your home. Where would you click to meet the team or see who does the work?



How confident are you that you can find where to click to learn about this company's experience and background

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	0	0
Confident	4	4	40%
Very confident	5	6	60%

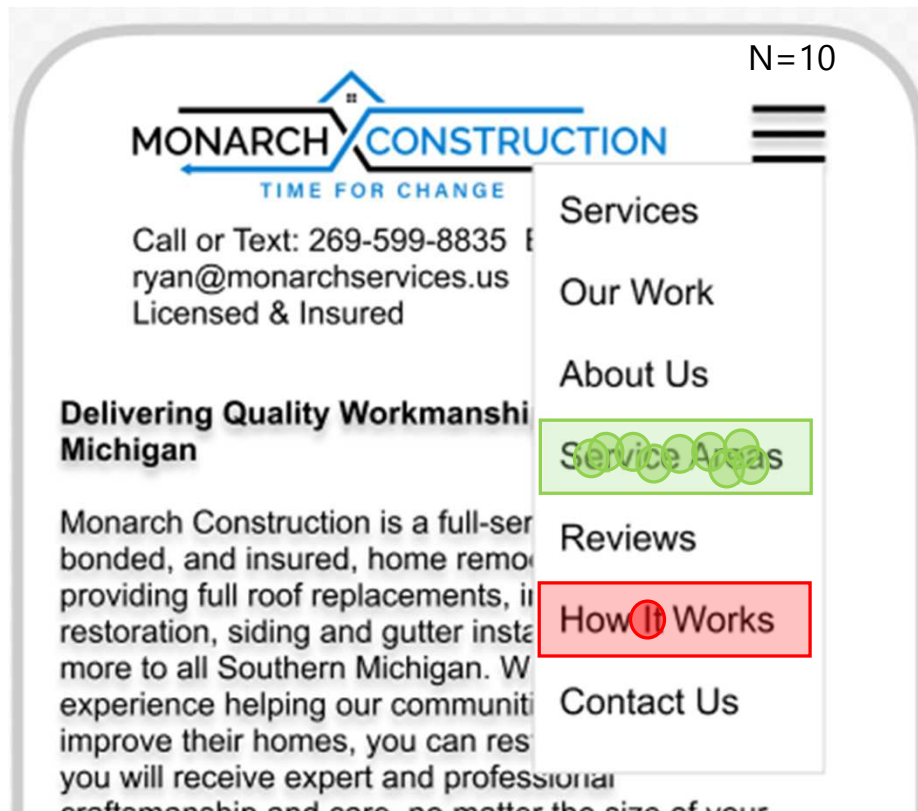
Age group: 45-54

Success rate: 80%

Average time to click: 3.12 seconds

Task 8

You're not sure if they serve your neighborhood. Where would you click to check if they work in your area?



How confident are you that you can find where to click to check whether this company serves your neighborhood or area?

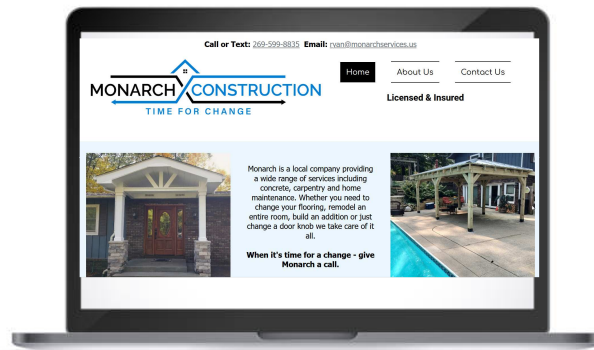
Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	0	0
Confident	4	2	20%
Very confident	5	8	80%

Age group: 45-54

Success rate: 90%

Average time to click: 3.02 seconds

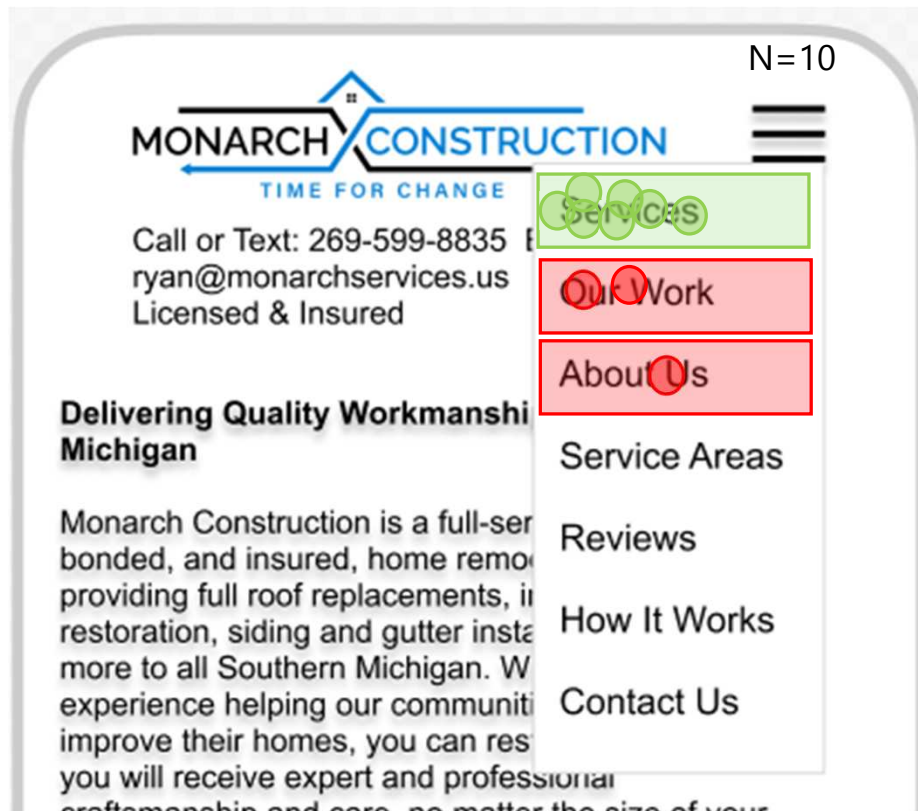
Monarch Services & Construction Quantitative First-Click Test Results



55-64

Task 1

You just moved into a new house, and the kitchen feels outdated. Where would you click to see if this company does kitchen remodels?



How confident are you in finding where to click to see if the company does kitchen remodels?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	1	10%
Confident	4	3	30%
Very confident	5	6	60%

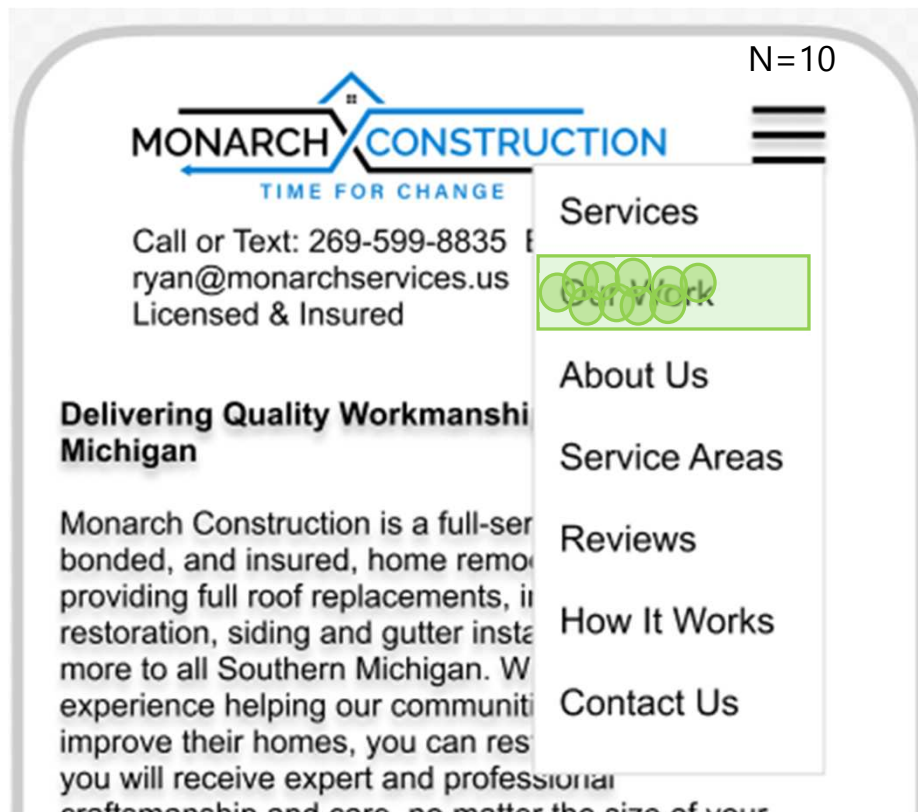
Age group: 55-64

Success rate: 70%

Average time to click: 14.2 seconds

Task 2

You're curious about the kind of work they've done before. Where would you click to look at past projects or photos?



How confident are you that you could locate the section showing this company's past projects or portfolio?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	3	30%
Confident	4	2	20%
Very confident	5	5	50%

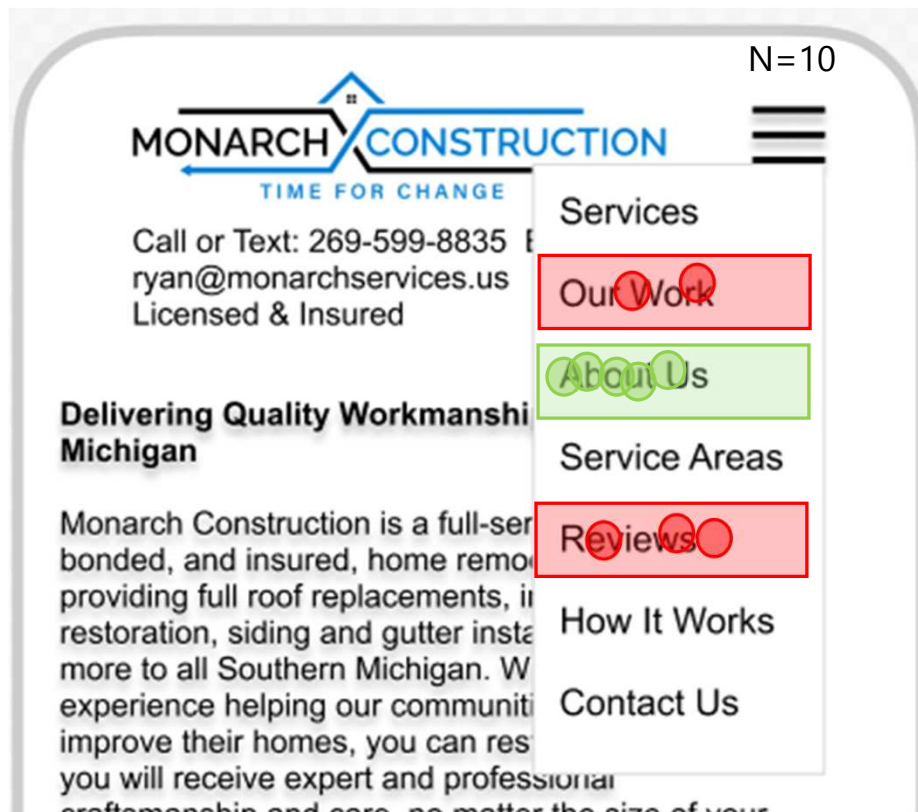
Age group: 55-64

Success rate: 100%

Average time to click: 4.61 seconds

Task 3

You want to make sure you're working with a reputable company. Where would you click to find that information?



How confident are you that you can find where to click to learn whether this company is reputable or trustworthy?

Label	Rating	Count	%
Not confident at all	1	0	0%
Slightly confident	2	2	20%
Moderately confident	3	1	10%
Confident	4	2	20%
Very confident	5	5	50%

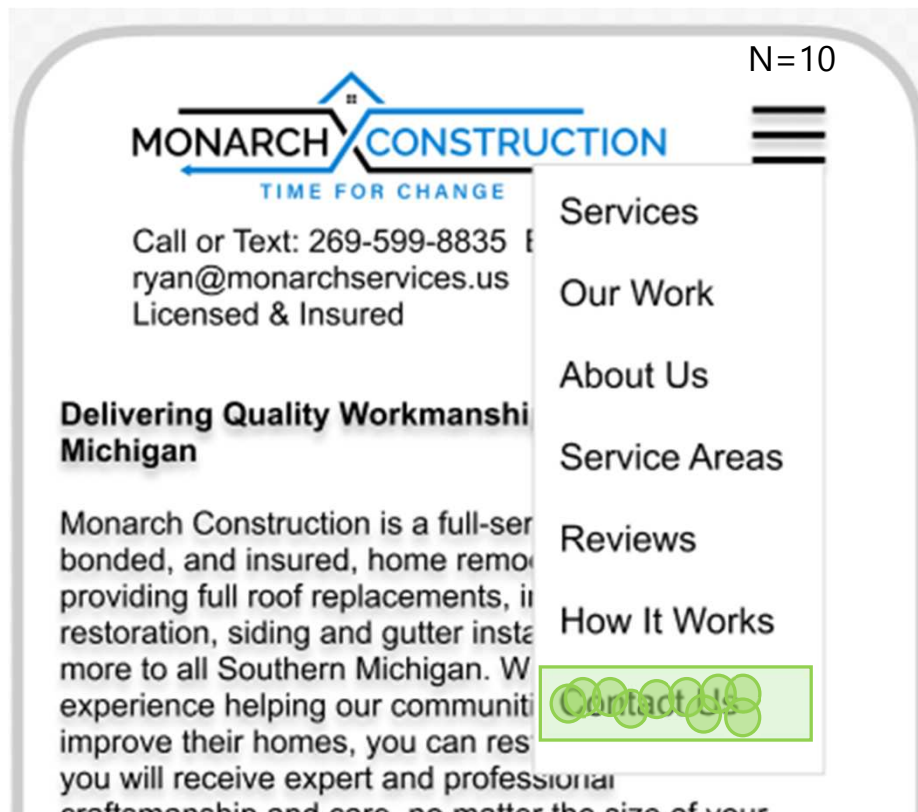
Age group: 55-64

Success rate: 50%

Average time to click: 4.10 seconds

Task 4

You've decided you'd like to reach out. Where would you click to contact this company?



How confident are you that you can find where to click to contact this company?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	0	0
Confident	4	5	50%
Very confident	5	5	50%

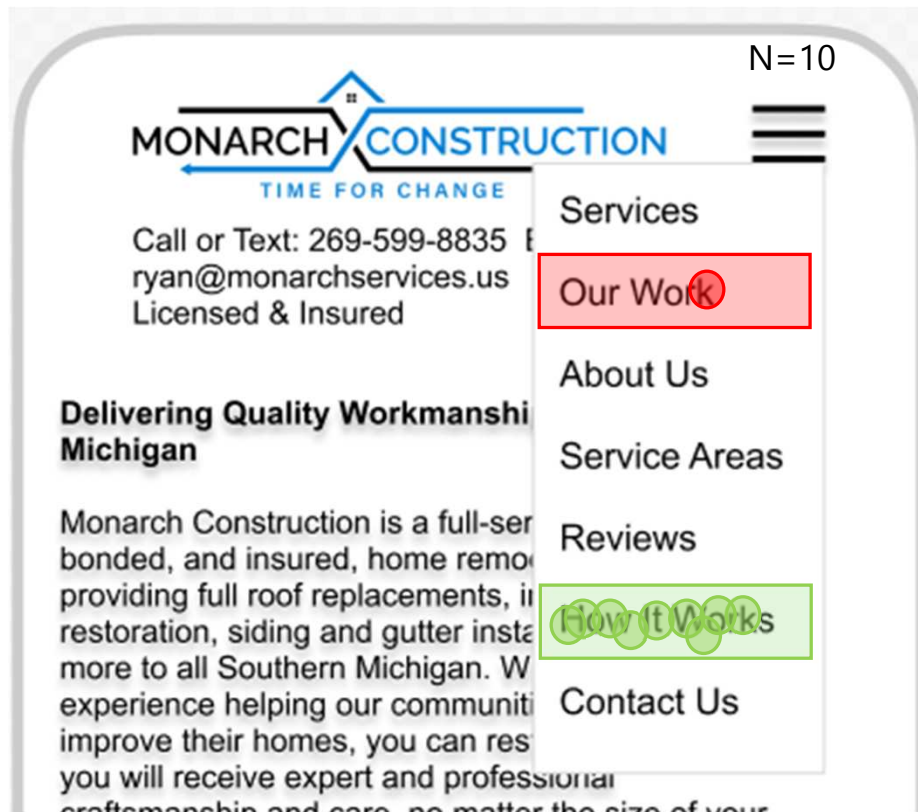
Age group: 55-64

Success rate: 100%

Average time to click: 2.70 seconds

Task 5

You're curious about how the company handles projects from start to finish. Where would you click to learn about their process?



How confident are you that you can find where to click to learn about this company's project process from start to finish?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	0	0
Confident	4	5	50%
Very confident	5	5	50%

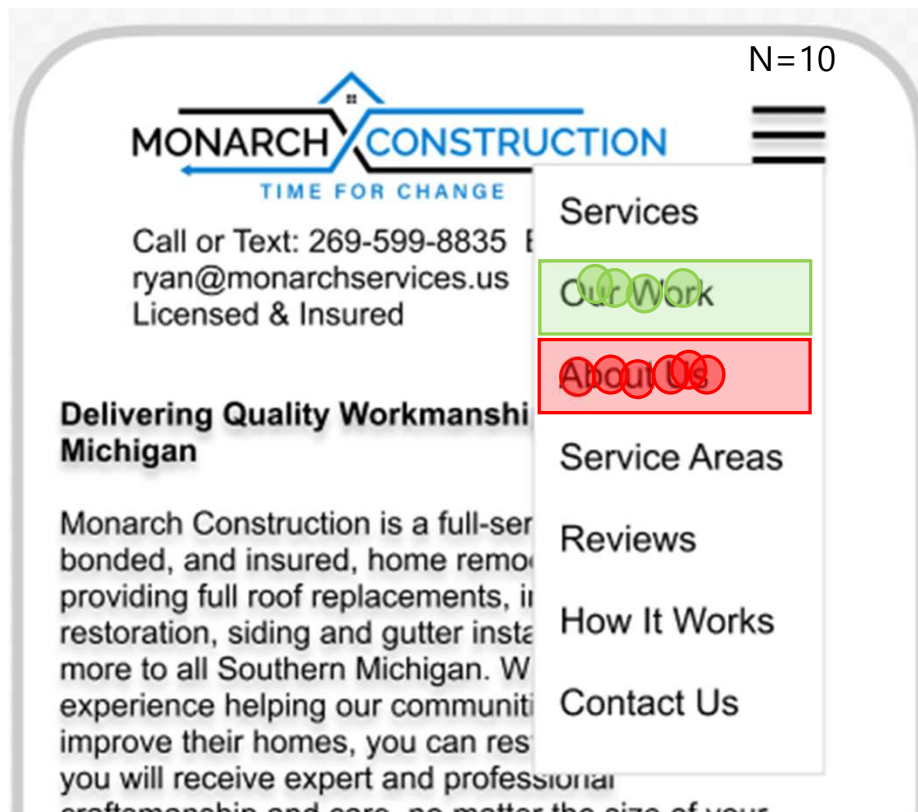
Age group: 55-64

Success rate: 90%

Average time to click: 5.07 seconds

Task 6

Before moving forward, you'd like to know more about the company's experience and background. Where would you click to find that?



How confident are you that you can find where to click to learn about this company's experience and background?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	1	10%
Moderately confident	3	1	10%
Confident	4	2	20%
Very confident	5	6	60%

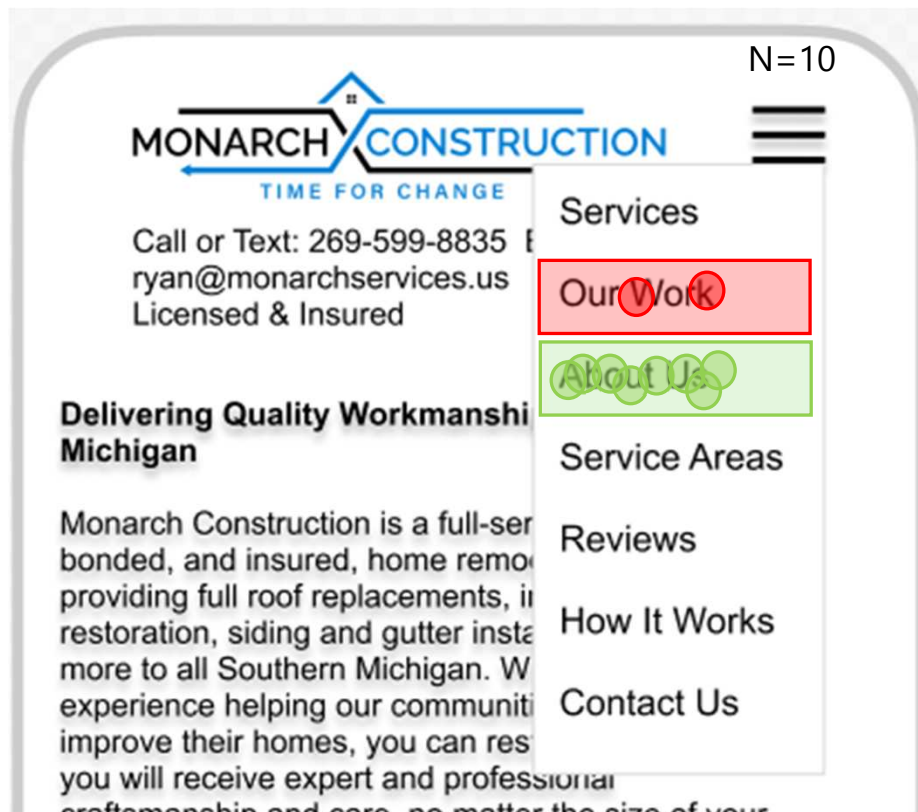
Age group: 55-64

Success rate: 40%

Average time to click: 4.24 seconds

Task 7

For peace of mind, you want to know who will be coming into your home. Where would you click to meet the team or see who does the work?



How confident are you that you can find where to click to learn about this company's experience and background

Label	Rating	Count	%
Not confident at all	1	0	0%
Slightly confident	2	1	10%
Moderately confident	3	3	30%
Confident	4	1	40%
Very confident	5	6	50%

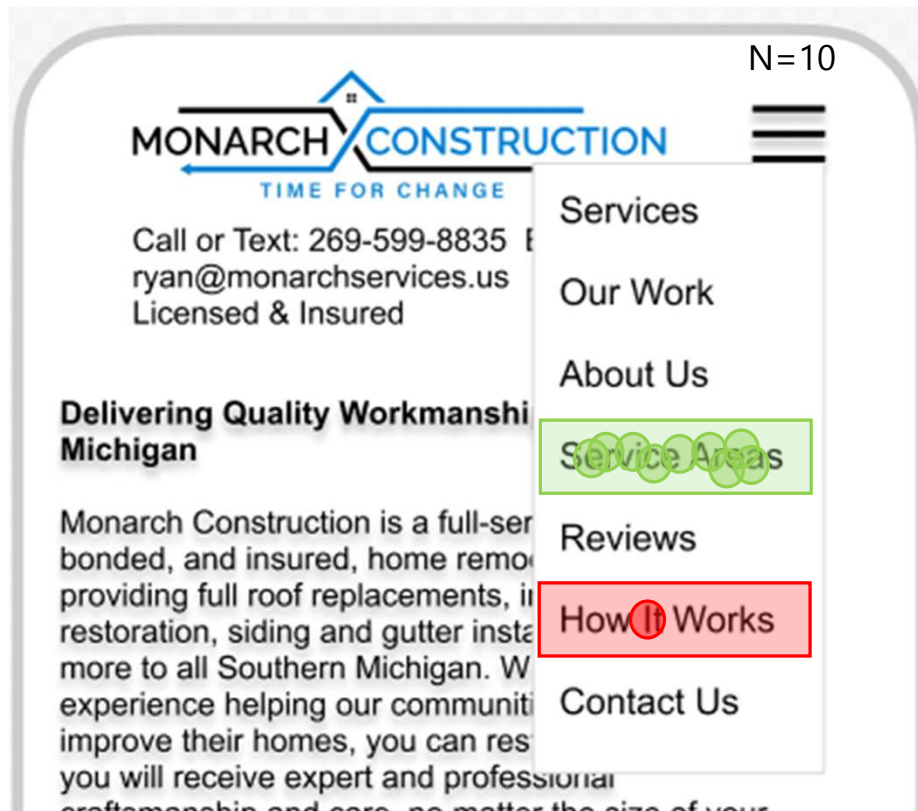
Age group: 55-64

Success rate: 80%

Average time to click: 4.67 seconds

Task 8

You're not sure if they serve your neighborhood. Where would you click to check if they work in your area?



How confident are you that you can find where to click to check whether this company serves your neighborhood or area?

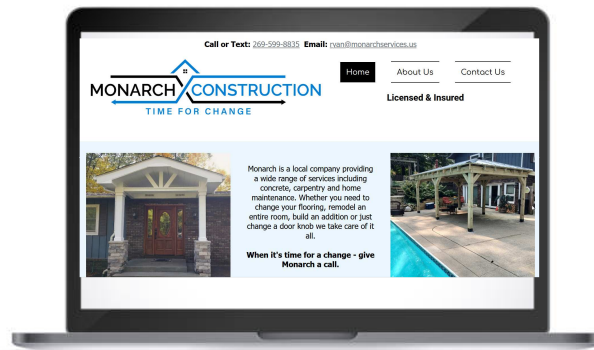
Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	2	20%
Confident	4	0	0
Very confident	5	8	80%

Age group: 55-64

Success rate: 90%

Average time to click: 2.97 seconds

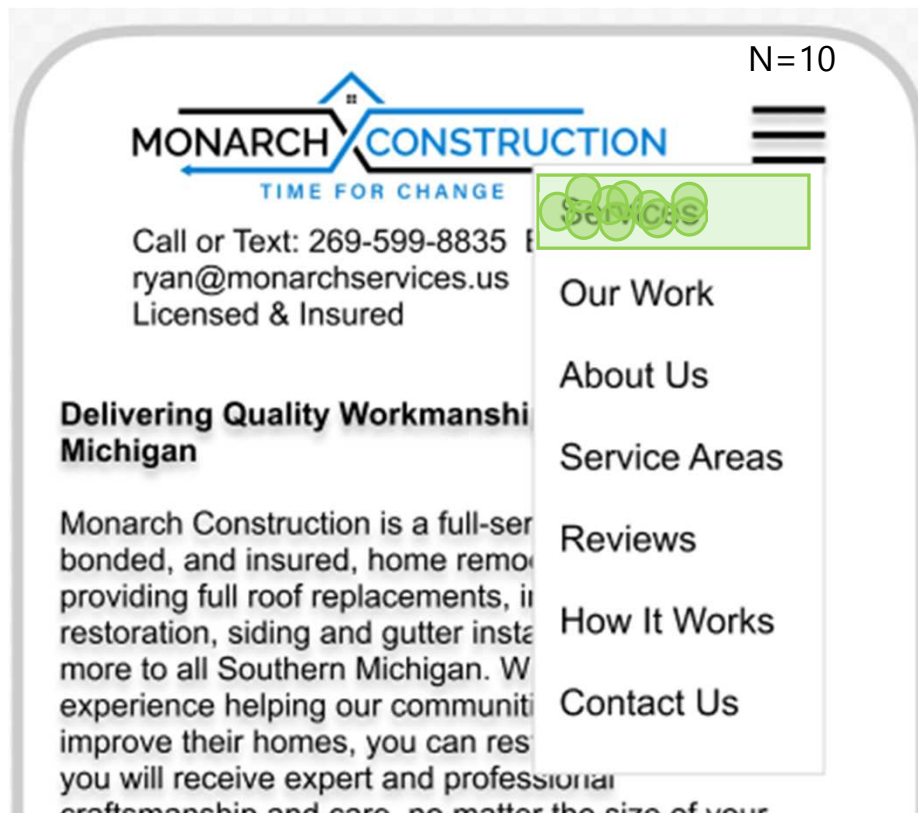
Monarch Services & Construction Quantitative First-Click Test Results



65+

Task 1

You just moved into a new house, and the kitchen feels outdated. Where would you click to see if this company does kitchen remodels?



How confident are you in finding where to click to see if the company does kitchen remodels?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	1	10%
Confident	4	3	30%
Very confident	5	6	60%

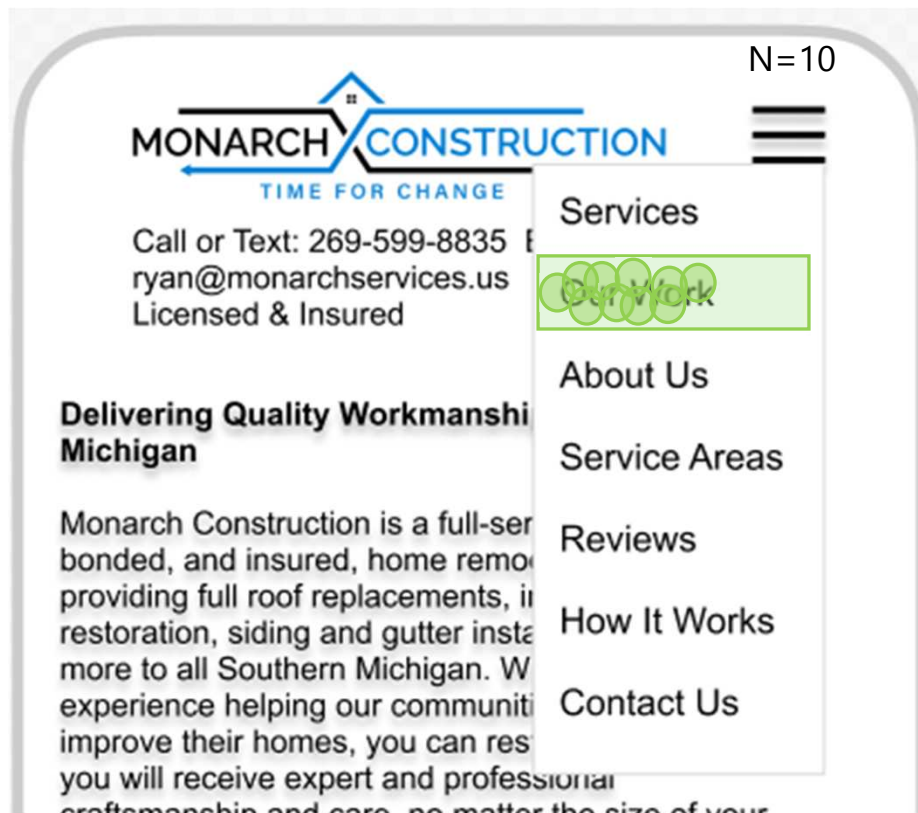
Age group: 65+

Success rate: 100%

Average time to click: 9.15 seconds

Task 2

You're curious about the kind of work they've done before. Where would you click to look at past projects or photos?



How confident are you that you could locate the section showing this company's past projects or portfolio?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	0	0
Confident	4	4	40%
Very confident	5	6	60%

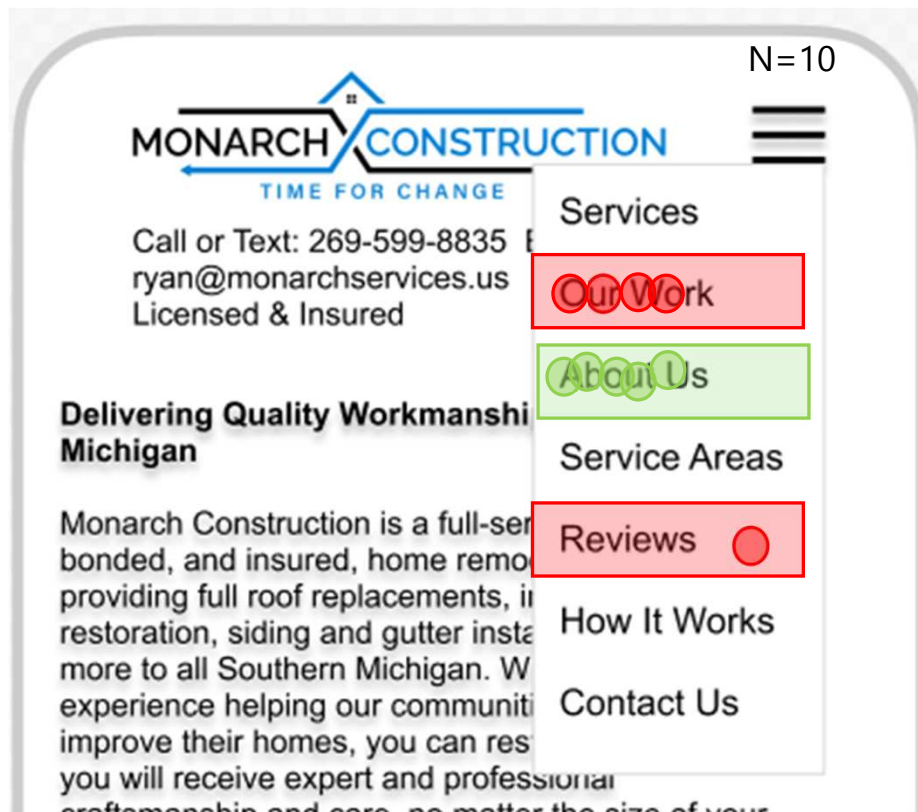
Age group: 65+

Success rate: 100%

Average time to click: 4.57 seconds

Task 3

You want to make sure you're working with a reputable company. Where would you click to find that information?



How confident are you that you can find where to click to learn whether this company is reputable or trustworthy?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	0	0
Confident	4	4	40%
Very confident	5	65	60%

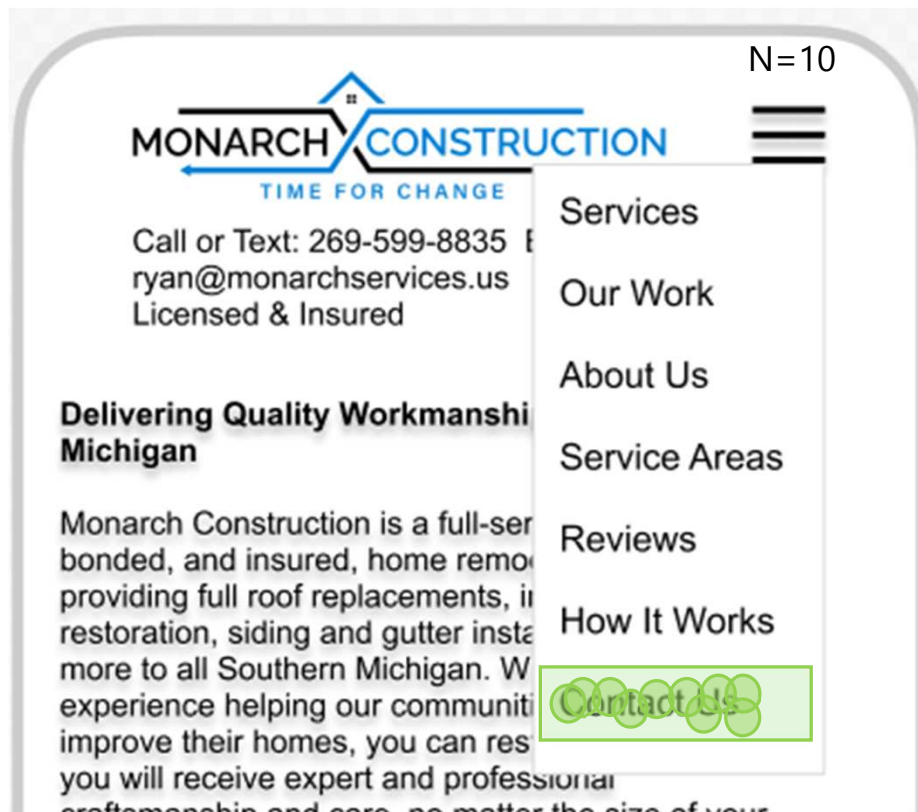
Age group: 65+

Success rate: 50%

Average time to click: 5.69 seconds

Task 4

You've decided you'd like to reach out. Where would you click to contact this company?



How confident are you that you can find where to click to contact this company?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	0	0
Confident	4	2	20%
Very confident	5	8	80%

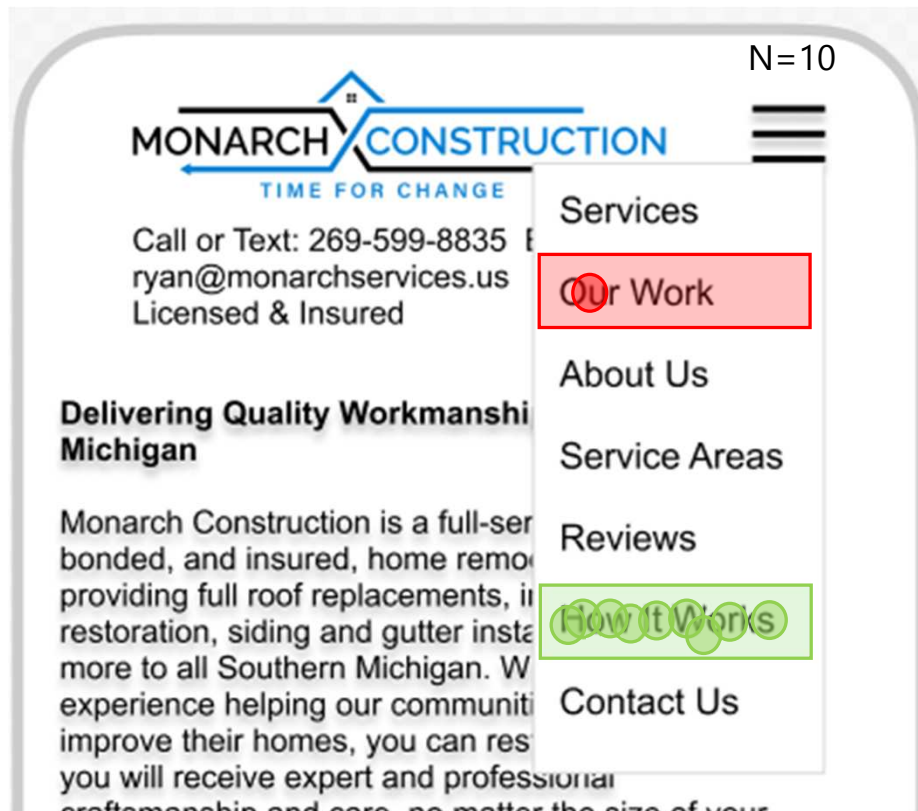
Age group: 65+

Success rate: 100%

Average time to click: 3.14 seconds

Task 5

You're curious about how the company handles projects from start to finish. Where would you click to learn about their process?



How confident are you that you can find where to click to learn about this company's project process from start to finish?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	0	0
Confident	4	6	60%
Very confident	5	4	40%

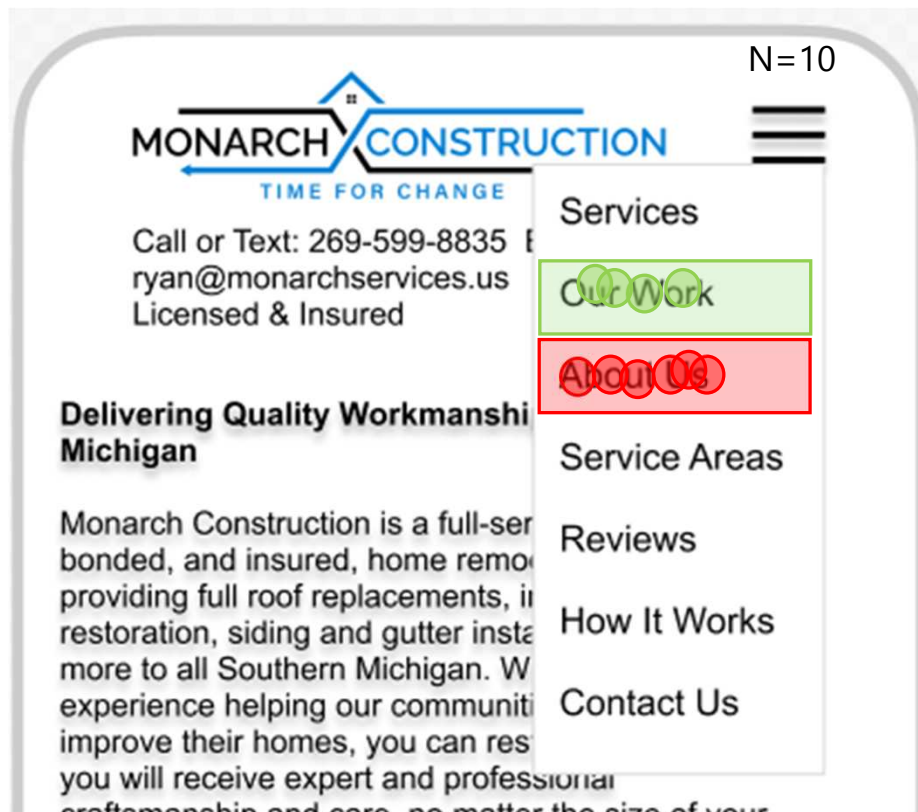
Age group: 65+

Success rate: 90%

Average time to click: 5.19 seconds

Task 6

Before moving forward, you'd like to know more about the company's experience and background. Where would you click to find that?



How confident are you that you can find where to click to learn about this company's experience and background?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	0	0
Confident	4	4	40%
Very confident	5	6	60%

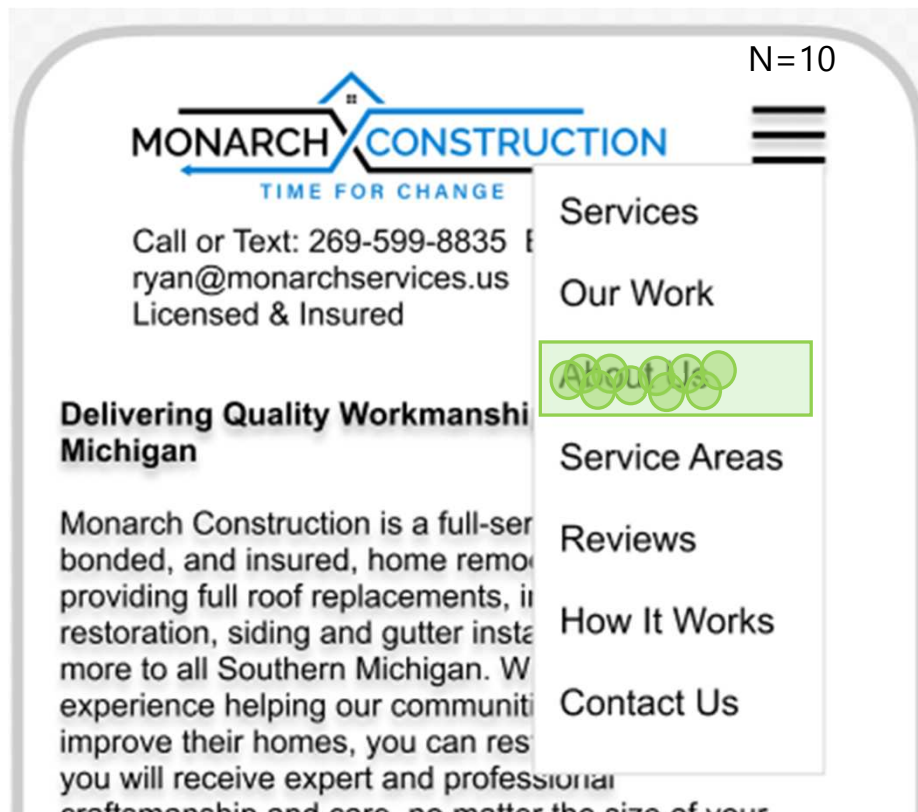
Age group: 65+

Success rate: 40%

Average time to click: 2.78 seconds

Task 7

For peace of mind, you want to know who will be coming into your home. Where would you click to meet the team or see who does the work?



How confident are you that you can find where to click to learn about this company's experience and background

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	2	20%
Confident	4	2	20%
Very confident	5	6	60%

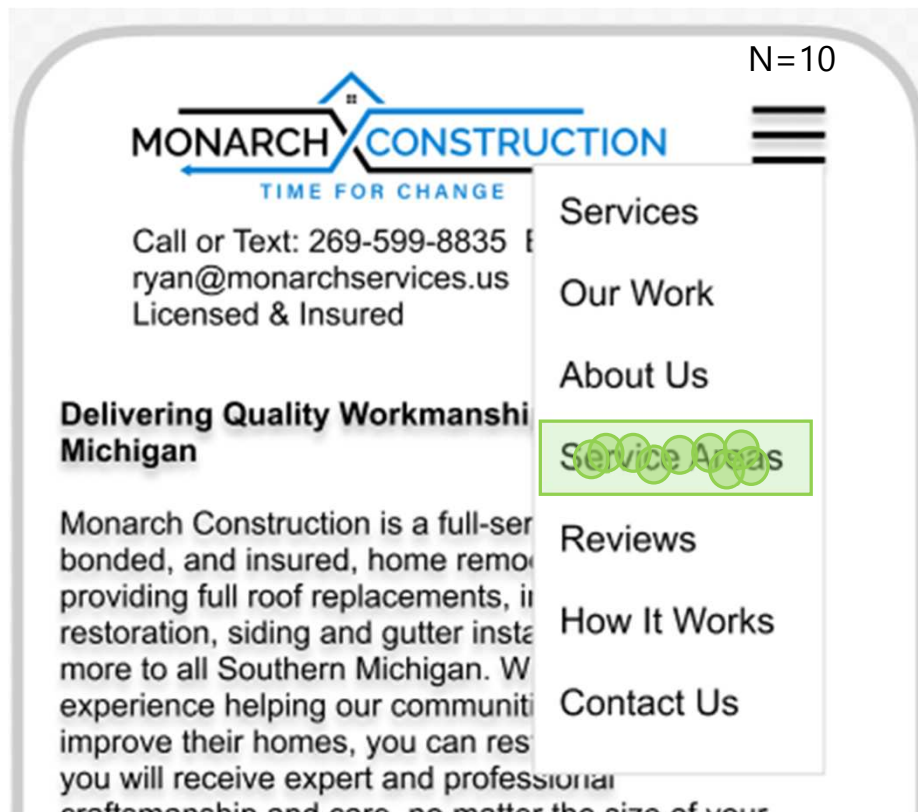
Age group: 65+

Success rate: 100%

Average time to click: 3.80 seconds

Task 8

You're not sure if they serve your neighborhood. Where would you click to check if they work in your area?



How confident are you that you can find where to click to check whether this company serves your neighborhood or area?

Label	Rating	Count	%
Not confident at all	1	0	0
Slightly confident	2	0	0
Moderately confident	3	2	20%
Confident	4	0	0
Very confident	5	8	80%

Age group: 65+

Success rate: 100%

Average time to click: 2.98 seconds