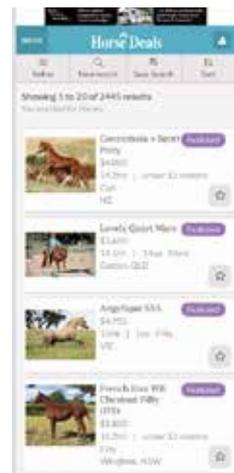
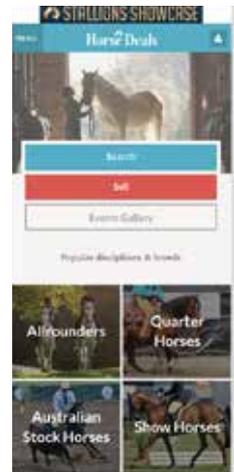
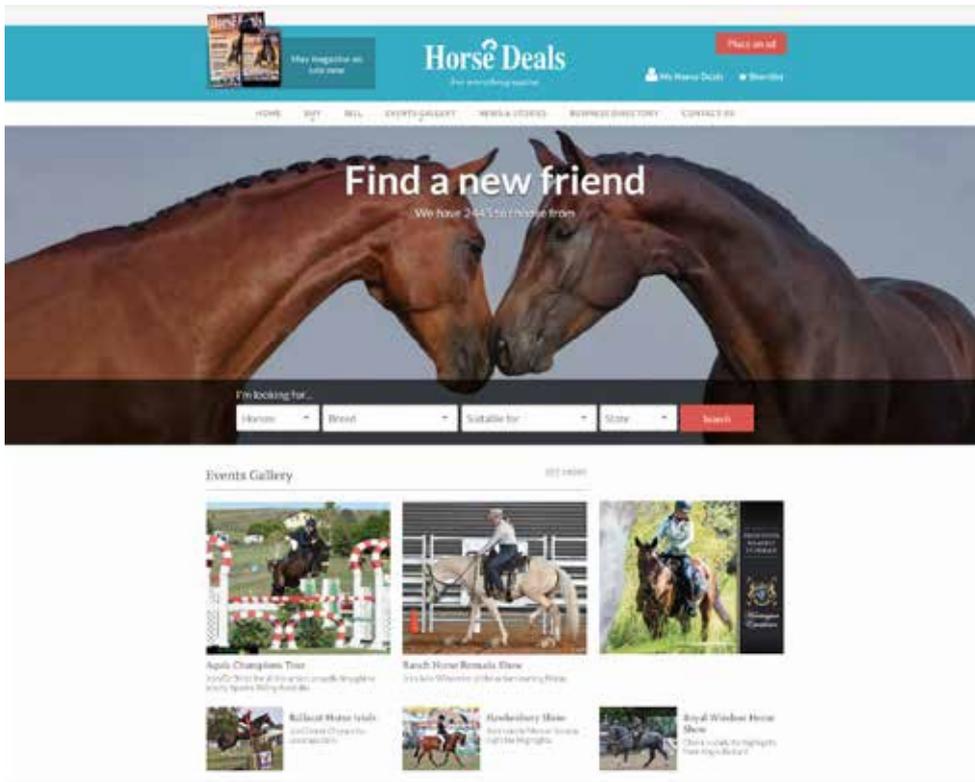


# HORSE DEALS

## ( NINE NETWORK )

Horse Deals



### PROBLEMS & TASKS

Horse Deals is a premier site for buying everything Equine...think Ebay for the horse world. This is part of our company (NINE) and does good business in that field nationwide.

The basic problem was the site was in need of some simplification and UX guidance over it to ensure their Users stayed the course. At present its search system was too complex and long to ensure user satisfaction and completion of tasks. And as Mobile was their main point of contact for users, it needed more focus to get users on board. And Button consistency throughout the site.

- Users need to find items easier
- The search filter is way too long on Desktop / Mobile and needs the priority of items on show only (not everything single thing at present)... so research on what areas users use most will be a key.
- Button consistency throughout the site.
- Contextual inquiry came from sites like: Gumtree, Cars Guide and Ebay

MOBILE FIRST: The look before any UX/UI on Home, Buy and Search Screens

## USER RESEARCH

I watched 15 videos of how users used our search pages on mobile and desktop. I found that discipline was the most common feature that they chose in a search. Here are the tallys of what users searched...

- discipline - used by 8 users
- breed - used by 6 users
- location - used by 6 users
- height - used by 4 users
- postcode - used by 3 users
- age - used by 2 users
- price - used by 2 users
- keyword - used by 2 users
- rider level - used by 1 users

## THINGS TO CONSIDER:

No users that I saw used the 'sex' search

Possibly move 'location and postcode' above 'height/age/price' in refine panel as that is used more?

All my notes from the video are at the bottom of this email. It's alot to go through for you so you might not want to read all, but you might be interested in a couple of things.

I can already see how a few UX improvements can made by issues that users had while watching these videos, it's really great to be able to see them.

## USER 1 ON DESKTOP

- Keyword search first (for term: unbroken horse)
- User looked through 30 pages of horses and didn't refine their search further than keyword!

## NOTES

We should highlight keywords in the listings, as the search was finding the word 'horse' as well as 'unbroken' (and not the whole string 'unbroken horse') so the results weren't really matching the user's search very well. If we highlighted the word 'horse' in the listings the user might have realised that it was finding it and removed it from the keyword search and searched for 'unbroken' only.

## **USER 2 ON MOBILE**

- Landed on location vic, discipline beginners (probably from google)
- Started a new search
- Searched breed first (riding pony), then height then hit search - only got two results
- Started another search for discipline beginners, then chose height then locality. User only got one result.
- User pressed 'back' on phone browser and the site goes back to 'beginners' search without locality filter (discipline and height only). The user would probably have expected to get the refine search panel when they chose 'back'.
- User ended up searching through 4 pages of beginner horse listings of all height and location just because I think they were confused with how to use the search very well.
- User started another search for height, location and rider level

## **NOTES**

Show how many listings they are going to see in the search button on mobile before they go to the search pages e.g. "show 1 horse"  
On search results page up the top, show exactly what the user searched for (on the height, location and rider level search it just says 'you searched for horses in vic')

## **USER 3 ON DESKTOP**

- Landed on horses under \$1000 (probably from google)
- Added location (Vic)
- Looked through 5 pages of listings, then went back to 'homepage' and changed search to be location vic, discipline beginners from homepage
- User added discipline trail-riding to search from search panel

#### **USER 4 ON MOBILE**

- Landed on horses for sale
- User looked for about 45 seconds at horses on the first page before choosing 'refine'
- Refined by height first, then age
- Then postcode within 200km
- Hit search button and got 270 results
- User looked through 12 pages of SR without refining their search any further

#### **USER 5 ON MOBILE**

- Landed on horses for sale refine search page
- Searched by location first (right down to suburb with only 5 listings)
- User hit search button and got 5 results
- User hit refine search
- Changed the location to neville (suburb) which had 29 results
- User hit search button
- User searched through two pages of listings and then left

#### **NOTES**

If we did what I suggested for user 2 where we show the user how many results they will get in the search button I think this would have helped

### **USER 6 ON DESKTOP**

- User lands on disciplines (breeding) from either homepage or google
- Then searches using refine panel for location SA
- Changes to postcode search
- Changes search to breed (3 breeds) and removes discipline
- Removes postcode search
- Changes listing numbers to 100 per page
- Sorted by price
- Changed search to breed warmbloods
- Added SA to location

### **USER 7 ON DESKTOP**

- Searches for discipline (endurance)

### **USER 8 ON MOBILE**

- Looks at some saddlery first, then horses
- Searches breed
- Searches postcode
- Hit search and got no results as postcode area too small

### **NOTES**

Same as user 2 - show number of results before user searches

### **USER 9 ON MOBILE**

- Searches disciplines first
- Then height

### **USER 10 ON MOBILE**

- Lands on appaloosas search from homepage or google
- Looks through 3 pages of appaloosas
- Then clicks 'new search'
- Uses keyword search
- Hits enter to complete search
- Bug happens where user ends up on the wrong page (I think this is because of the way the refine panel works on mobile)

### **USER 11 ON MOBILE**

- User lands on horses for sale search results page
- User clicks new search
- Searches discipline
- Searches breed
- Searches height
- Searches age
- Hits enter to complete search

### **USER 12 ON DESKTOP**

- User lands on discipline search (probably from homepage) 611 results
- User never uses refine search panel to refine the search any further
- Scroll through 10 pages before leaving

### **USER 13 ON MOBILE**

- User lands on refine panel
- Searches location (NSW)
- Searches price
- Searches discipline
- Hits enter to complete search (gets 10 results)
- User presses 'back' probably assuming they get the refine panel back, but they get the price removed from their search - this needs to be addressed as for user 2 & 10 - issue with refine panel not having own URL

## **USER 14 ON DESKTOP**

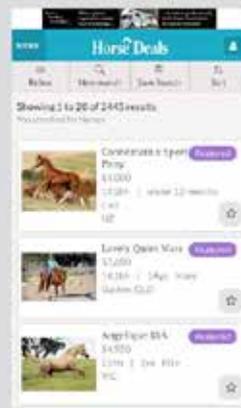
- User lands on search page with breed (riding pony) already chosen (probably from homepage or google) (97 results)
- goes to page 2
- goes to page 3
- goes to page 4
- goes to page 5
- Went back to homepage and started a search for floats (102 results)
- Searches through 3 pages of transport
- Went back to homepage and does a search for breed (Australian pony)
- Searches through several pages
- Went back to homepage and does a search for breed (QH)
- Searches through several pages
- Went back to homepage and searches for horse properties

## **USER 15 ON DESKTOP**

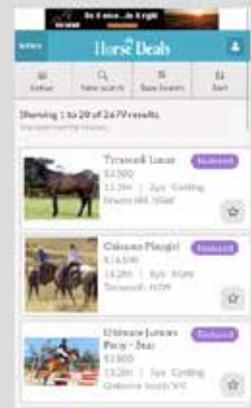
- Lands on breed (Warmbloods)
- Searches price



HOME SCREEN 'BEFORE' (above) and taken to its new look 'right screen'



BUY SCREEN 'updated' (above) and taken to its new look with search buttons larger 'right screen'



## SOLUTIONS MOBILE

**MOBILE** was the priority as 65% of traffic to the site is through this device. I made a clean brand focus as a starting point and Search was highlighted, with Place an Ad a strong call to action standing out (it is the most important thing to users on the site).

**EVENT GALLERY** was taken from old design and moved down to join a new section below called Popular Seaches.

**SEARCH CATAGORIES** were made easier with selection screens to narrow down the users needs (see screens).

**IN THE BUY SECTION** - the buttons for Search were so small and users could not see them as something visually there and stand out for them.... these buttons were enlarged for clear usage.

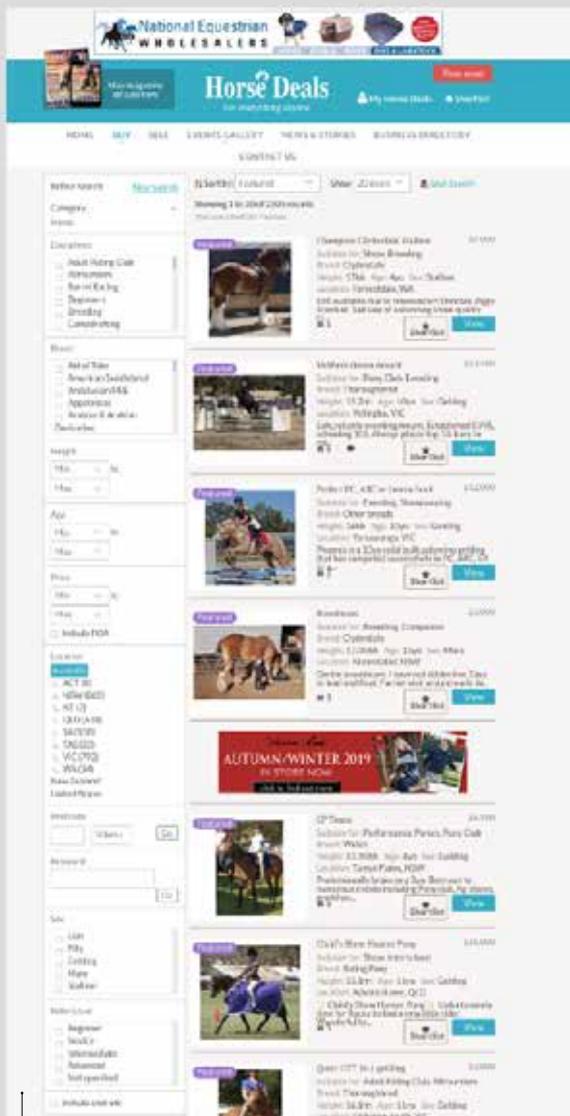


SEARCH SCREEN 'BEFORE' (above) and taken to its new look 'right screen'

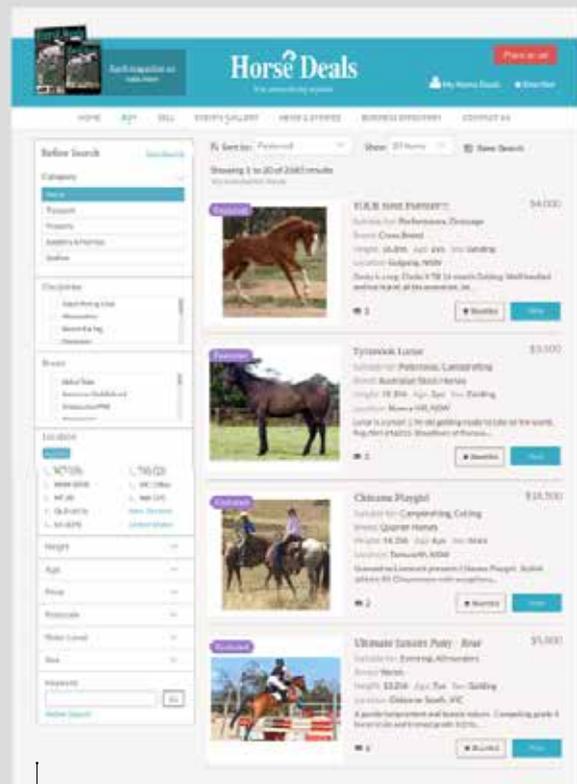


SEARCH SCREEN 'updated' (above) and uses simple search filters to get the basic info required by user (or give more option filters to specific filtering).





SEARCH SCREEN 'BEFORE' - DESKTOP / TABLET (above) with its very long search bar and no UX research done.



SEARCH SCREEN 'AFTER' - DESKTOP / TABLET (above) with UX research done to streamline ease of use for users finding products.

## SOLUTIONS DESKTOP / TABLET

15 User videos of interaction on various devices were covered and analysed for the priority factor of what they used and needed on the site.

The result made Search Categories easier and the search filter was made a simple thing to use and not a major input field to go through at first sight.

Save Search also needing fixing on BUY page, as it was so tiny and not in keeping with the rest of the site.