

A man and a woman are standing next to a blue Volkswagen car. The man, wearing a blue shirt, is looking at the car's roof. The woman, wearing a black cardigan over a white top, is smiling. They are in front of a modern building with large glass windows. The scene is at night, with interior lights visible through the windows. A large, stylized graphic of a grey and orange triangle is overlaid on the right side of the image.

Volkswagen Canada

Switchover 2019 Desktop & Mobile
Usability Testing Findings

April 2, 2019



User testing background

Research objective

Gather design insights & actionable findings from usability testing the *2019 Model Page & Build and Price* experiences on desktop & mobile.

Methodology

- 15 one-on-one moderated interviews:
 - Desktop testing with 10 participants on December 7, 10, & 12, 2018
 - Mobile testing with 5 participants on February 21, 2019
- Interview was broken into 2 parts:
 1. Interview about research habits & experiences shopping for a new car
 2. Usability testing of the *2019 Model & Build and Price* pages on the Volkswagen Canada site

Participant criteria

- 7 men, 8 women
- All participants were **planning to buy a new 2019 car** (Volkswagen or other) in the next 6 months
- Participants were recruited against their interest in a specific Volkswagen model to ensure that the **2019 model pages for SUVs, sedans, wagons, compacts & convertibles** were covered during testing.

New car purchases

What triggers a new car purchase?

Motivation to purchase differed for first-time car buyers vs. repeat car buyers.

First-Time Buyers

- Participants without a car used Uber, ZipCar, rentals, public transit or borrowed cars from friends & family.
- These participants **wanted to buy their first car to make their lives easier**, mentioning: taking road trips, driving their children to school & after-school activities, running errands, going grocery shopping & driving to work.

Repeat Buyers

- Current car owners did not cite convenience for their upcoming purchase, instead mentioning **mounting repair costs for aging cars, life events** (graduation, getting a new job & teenage children reaching driving age) & **interest in new technology & safety features**.

Expected date of new car purchase

January 2019

(2 participants)

- ▶ These purchases were **urgent and time-sensitive**.
- ▶ One participant mentioned his current car was beyond repair, while another needed a car to drive her child to a new school.

March/April 2019

(7 participants)

- ▶ Most participants wanted to **wait until springtime** to purchase.
- ▶ They cited not wanting to drive a new car in snowy conditions, along with saving more money for a downpayment to lower monthly payment costs.

Summer 2019

(6 participants)

- ▶ These participants were still in **research mode**.
- ▶ They were waiting for a “tipping point” or life event, ie. when repair costs no longer became worth it or they got a new job.

Expected payment method for new car purchase

Lease

(6 participants)

- ▶ Participants were **hesitant to dip into their savings**, preferring the ease of monthly payments.
- ▶ Leasing guarantees a **maintenance-free car** with no stress about selling at the end of the lease period.

Finance

(8 participants)

- ▶ These participants also cited the benefits of monthly payments, but were **interested in keeping the car after it was paid off**.

Cash

(1 participant)

- ▶ **High interest rates** for leasing & financing were a deterrent.
- ▶ The participant believed that **paying in all cash would net a better deal** at the dealership.

Usability testing findings for *2019 Model & Build and Price* pages

Questions about cars

We asked participants to list their must-have features for their upcoming new car purchase, and show us how they'd figure out if a particular model had that feature.

The goal of this activity was to create an open-ended user test that would yield more genuine results.

1. All participants started with a **search query on Google**, entering queries like “*VW Golf 2019 backup camera*” or “*Tiguan all wheel drive*”
2. Participants looked through the Google results for the VW Canada website, stating that **car manufacturer websites are a trustworthy source of factual information** about car features & specs.
3. If participants weren’t able to find an answer on the manufacturer website, **they returned to Google to look for answers on 3rd party auto sites.**



Model page: navigation

● = Negative ● = Neutral ● = Positive

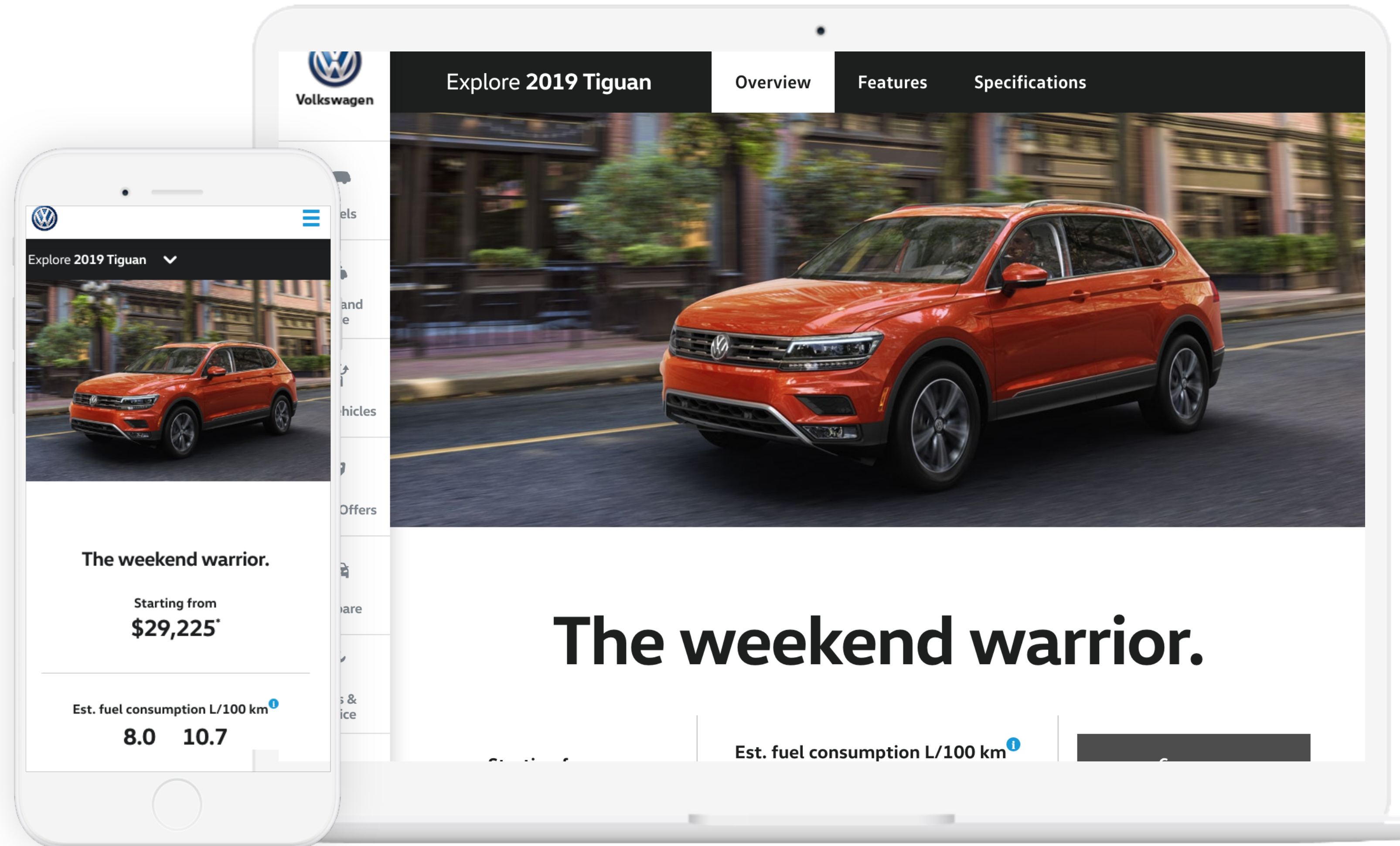
● Overview/Features/Specifications menu was not discoverable:

The darkness of the menu caused it to blend into the hero image, making it unnoticeable.

Participants immediately scrolled down the page, and the menu currently disappears on page scroll. *“I sort of missed this altogether.”*

Recommendations:

Explore a more distinctive design for the menu & pin the menu to the window on scroll.



Model page: trim selection

● = Negative ● = Neutral ● = Positive

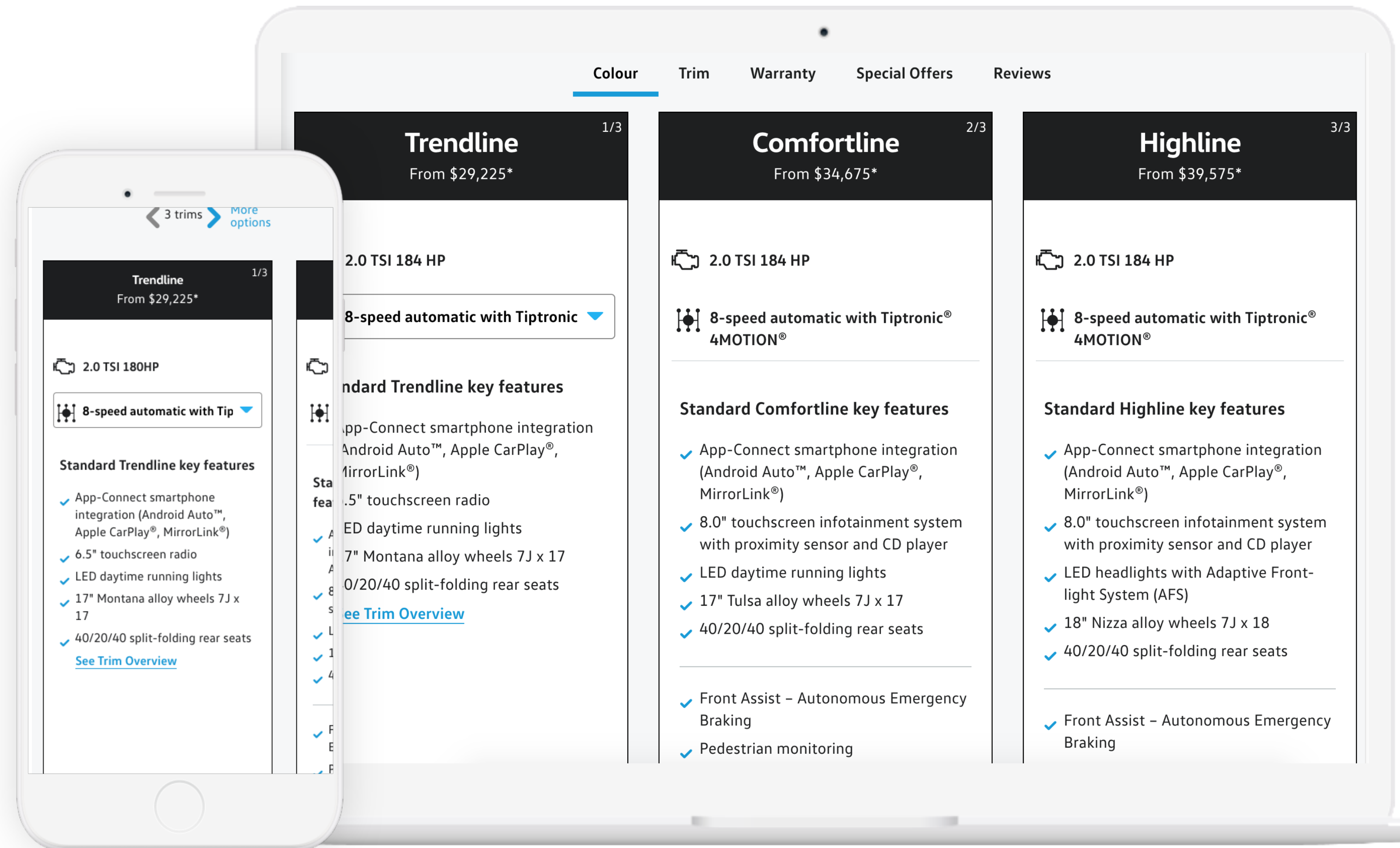
● Participants relied on the trim section for features:

This section tested positively as long as participants could find the feature. Otherwise, participants became frustrated and returned to Google.

"I genuinely don't know where I would look to see where I'd find the backup camera."

Recommendation:

Addressing navigation issues on the model page will increase the visibility of the Features & Specifications pages.



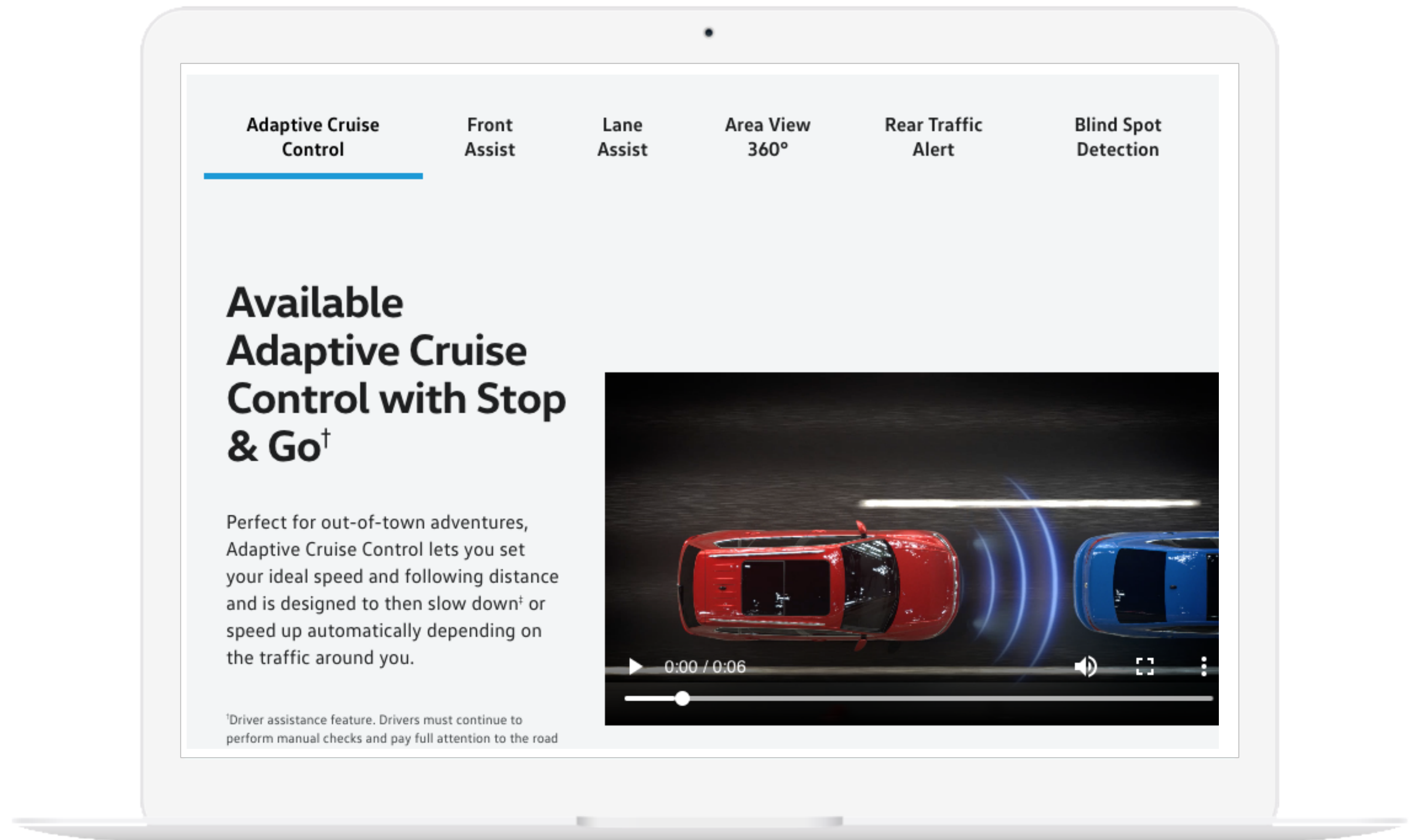
Features: images & safety

● = Negative ● = Neutral ● = Positive

- On desktop, the Features page tested positively (once participants were directed to the page):

Interior images of the vehicle were well received, as participants could see the finishes & get an idea of spacing/storage.

The Safety features section also tested very well, particularly the videos which explained features like Front Assist (which were not immediately clear from their labels).



Features: images & safety

- On mobile, participants found it difficult to make out the details in images on the Features page:

Participants ended up clumsily pinching and zooming to view more details of key images (such as interior and dashboard shots), and expressed frustration at how small the images were.

Recommendation:

Introduce the functionality to enlarge images on mobile in a light-box or something similar.

● = Negative ● = Neutral ● = Positive



Available power liftgate with Easy Open function

The power liftgate can be easily opened with your key fob or by kicking under the bumper when your hands are full. Fun for kids, function for everyone else.



Available third-row seating

The Tiguan is so versatile it even offers an optional third row, so you can turn 5 seats into

Features: gallery & video

● = Negative ● = Neutral ● = Positive

- On mobile, participants were interested in getting a snapshot of the car immediately:

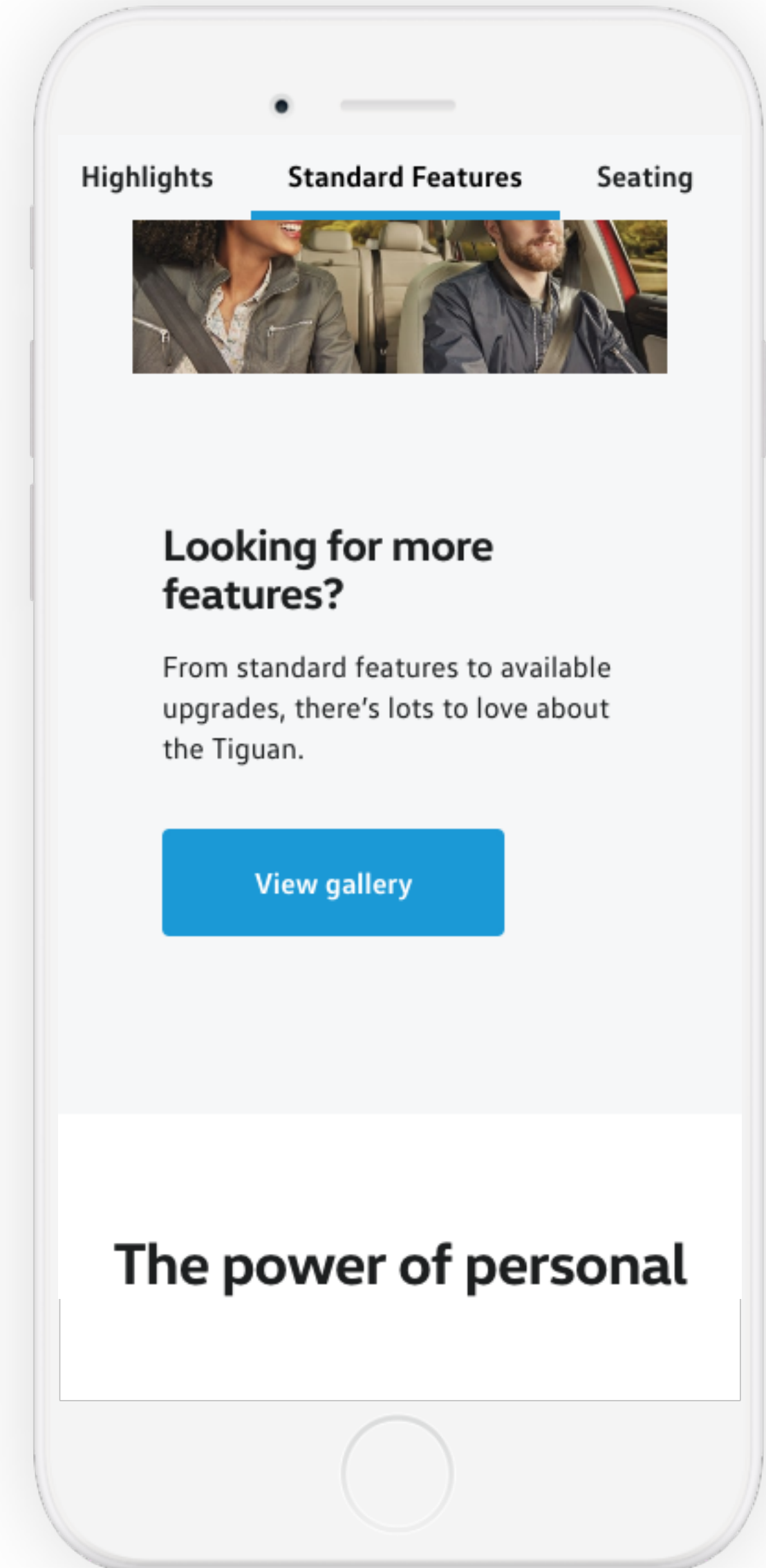
Scrolling through the Feature page was burdensome due to the excessive page length. The image gallery was not discoverable. Participants expressed a desire to see video & images as soon as they landed on the model page.

“I like videos, a way to see the interior and exterior. I don’t read, it’s too much. Videos are the easiest thing.”

Recommendations:

Make the image gallery more accessible by moving it to a higher position on the Features page.

Explore introducing a short video that serves as a model highlight reel for the model on the Overview page.



Specifications

● = Negative

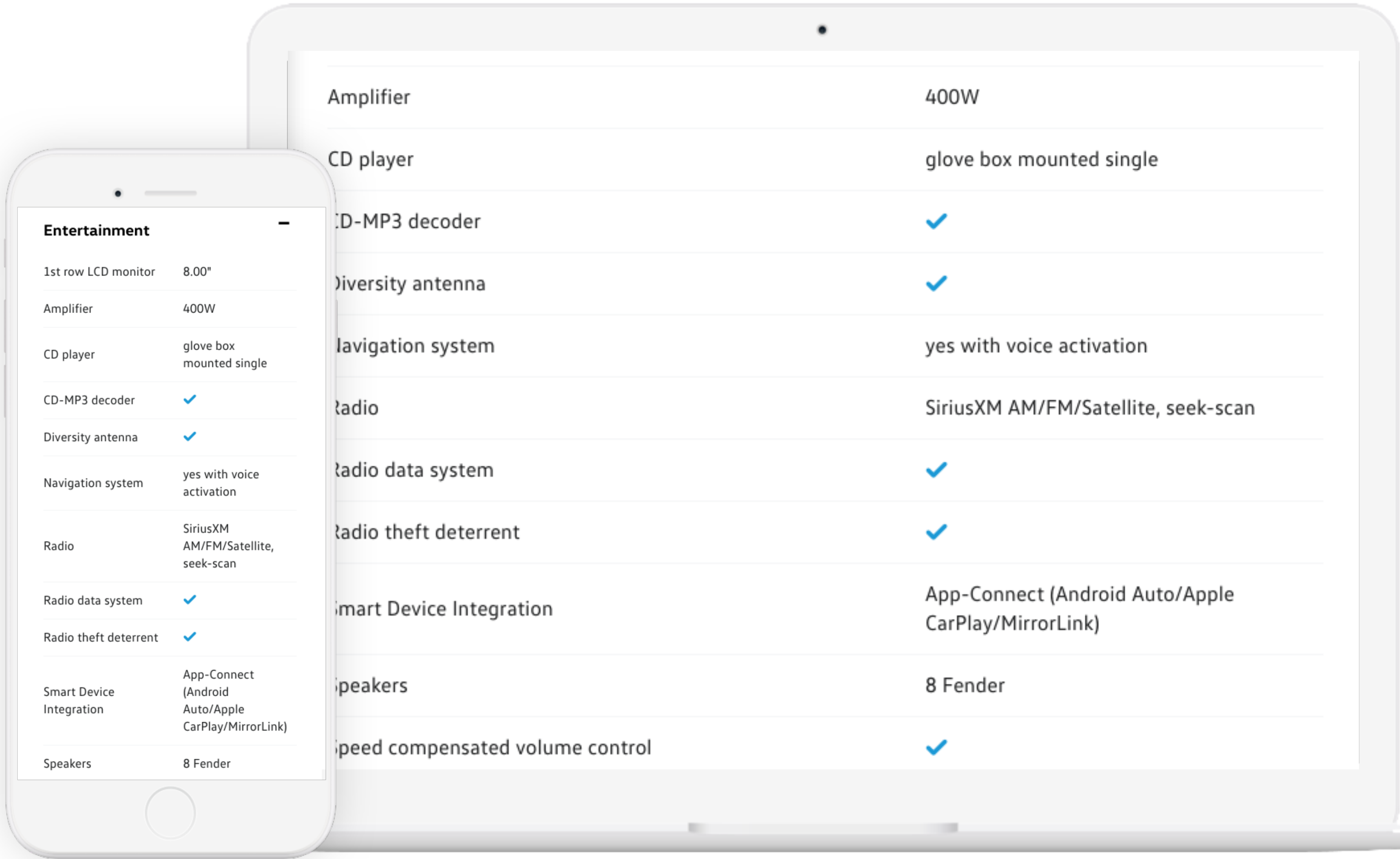
● = Neutral

● = Positive

- Specifications page tested positively (once participants were directed to the page):

Participants understood the difference between features & specifications, and looked for very specific information on the specs page (such as the sound system in the car).

“In my mind, features is more the highlights, whereas specs is more detailed information about certain things.”



Navigating to *Build and Price*

● = Negative ● = Neutral ● = Positive

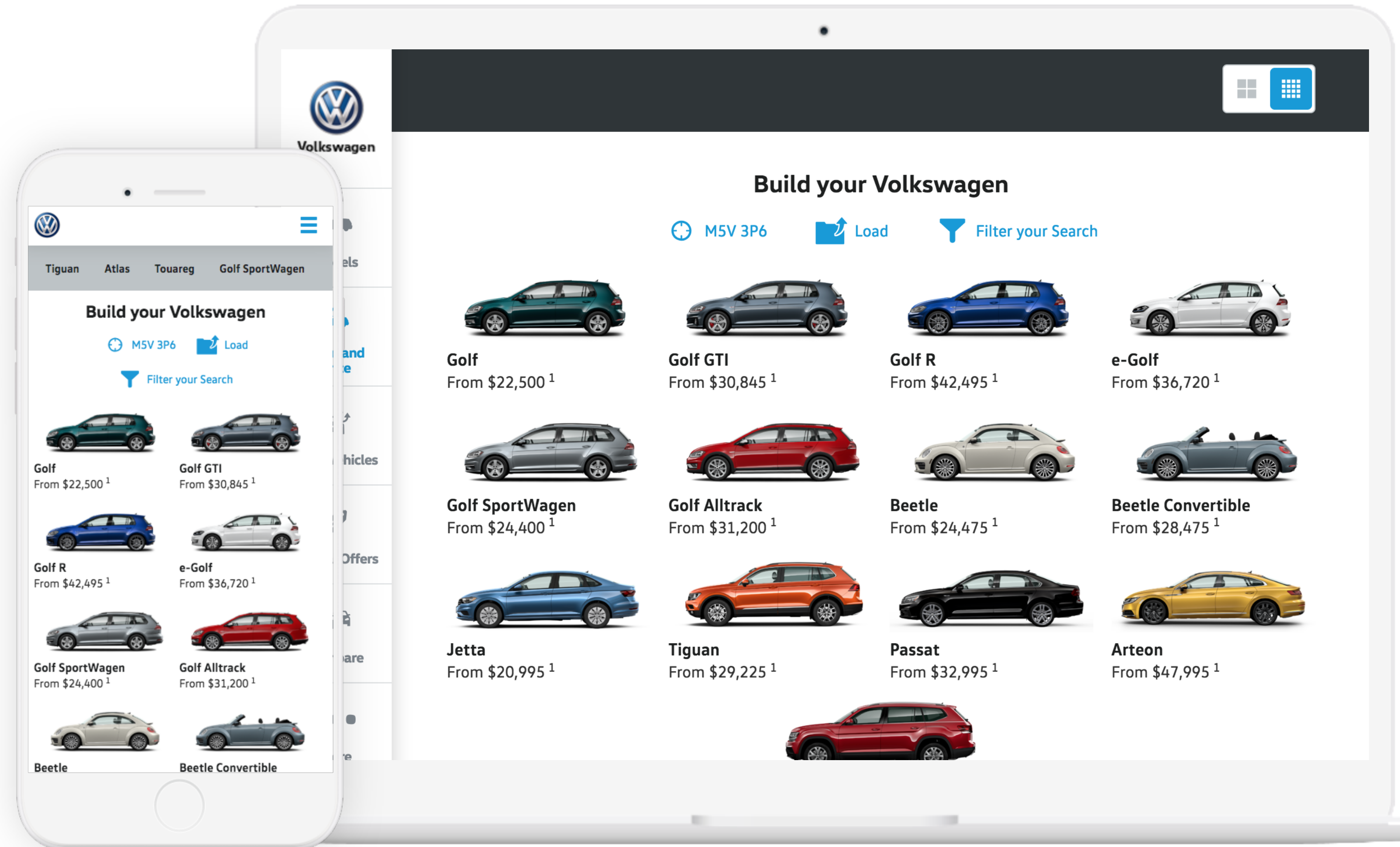
● 2 different Build and Price experiences:

Build and Price in the main navigation menu links to the old experience, while the *Build and Price* CTAs on the model and landing pages link to the new experience.

Participants found it confusing to navigate between these experiences.

Recommendation:

Integrate the redesigned *Build and Price* experience throughout the site.



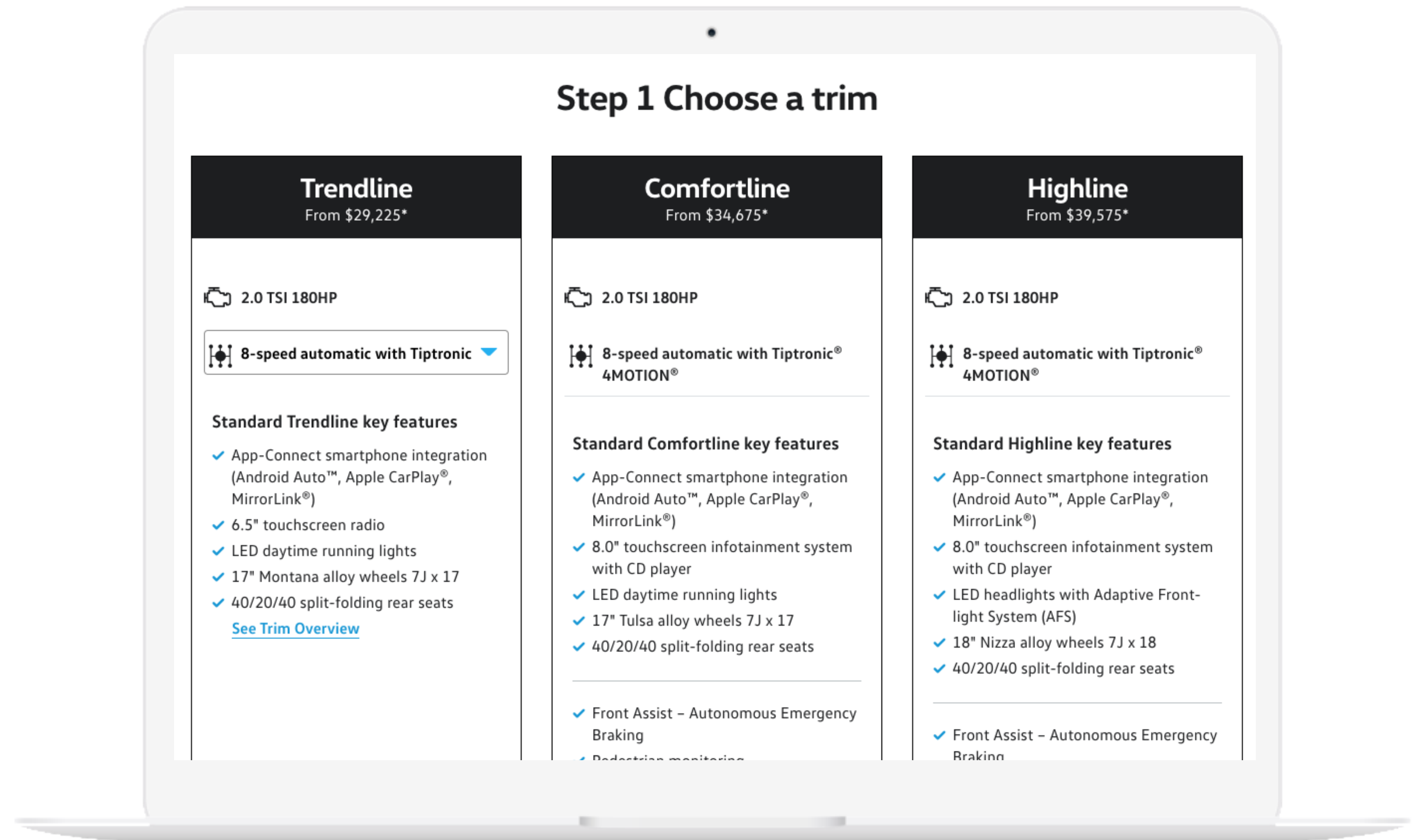
Build and Price: select a trim

● = Negative ● = Neutral ● = Positive

- On desktop, selecting a trim was a mostly positive experience:

The majority of participants were not entirely familiar with the word “trim”, but understood that the available models went from basic > midline > luxury.

Participants also understood which features came standard with each trimline, and used the ‘compare trim features’ for a deeper dive into their must-have features.



Build and Price: select a trim

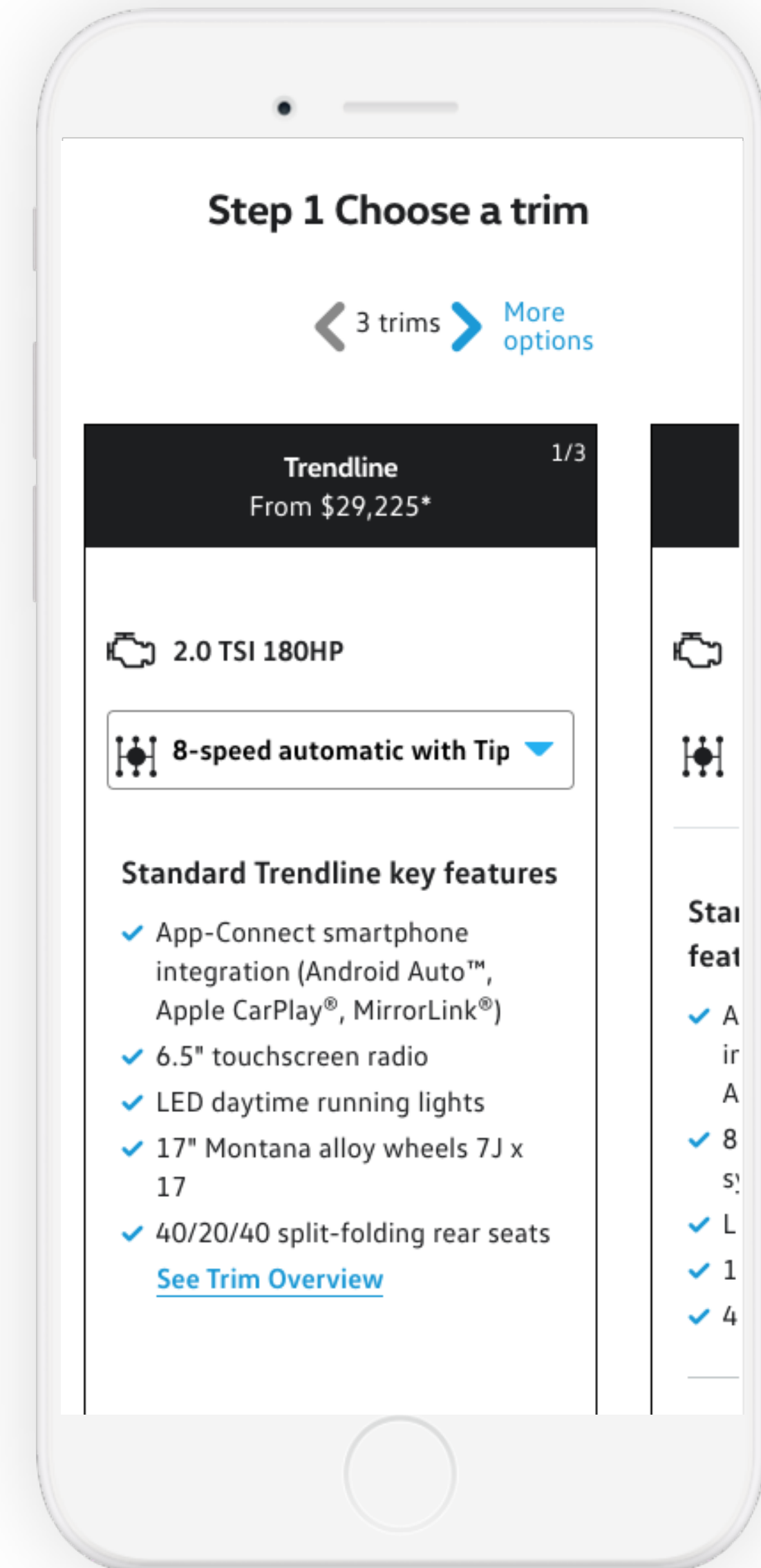
- On mobile, participants had difficulty selecting a trim to begin the build and price flow:

The 'Select this trim' CTA was buried off page and undiscoverable by participants. Most participants attempted to click the trim header as a way of starting the build and price flow.

Recommendation:

Surface the 'Select this trim' CTA on the mobile experience.

● = Negative ● = Neutral ● = Positive

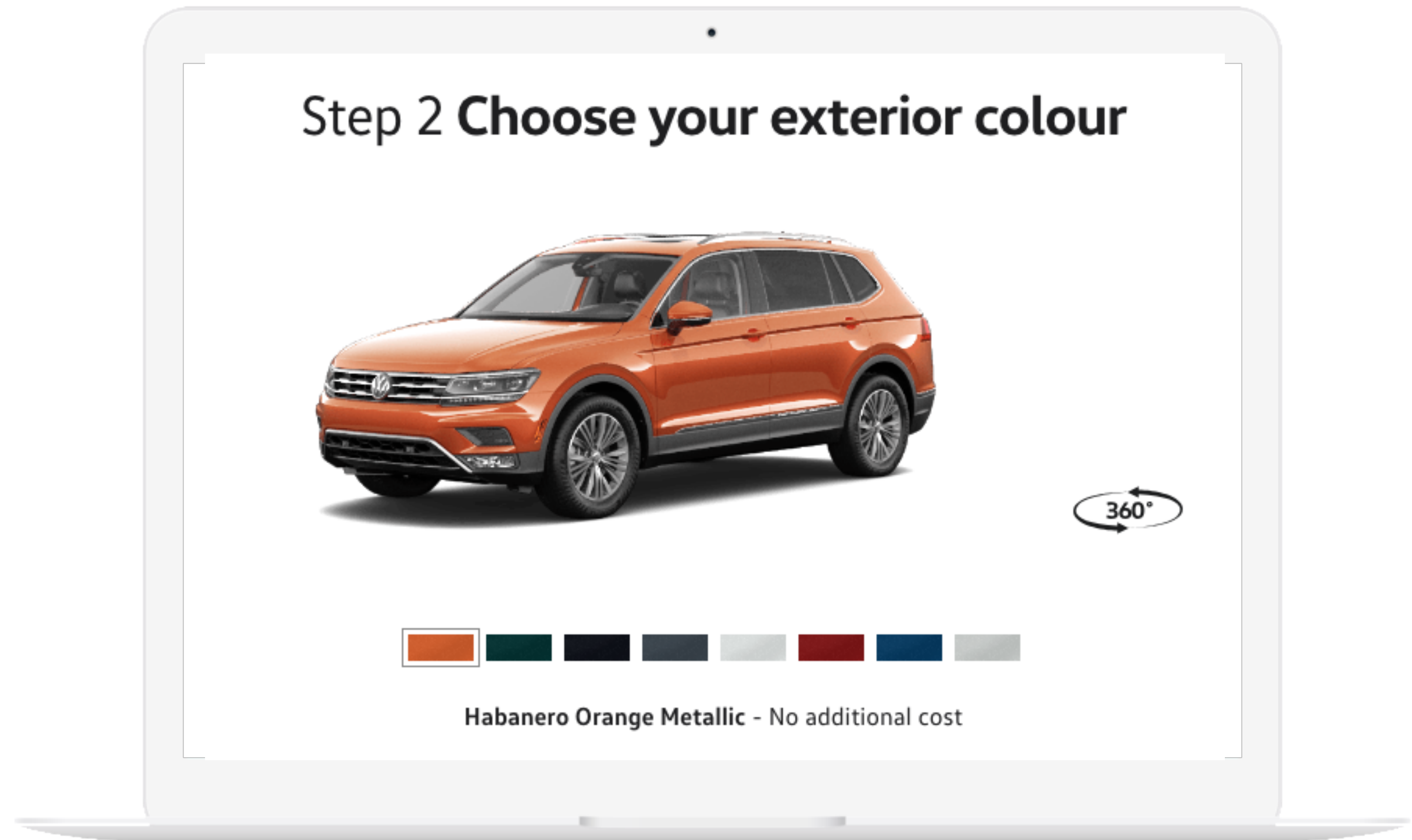


Build and Price: exterior colour

● = Negative ● = Neutral ● = Positive

- On desktop, selecting an exterior colour was easy & intuitive:

Participants were easily able to switch between different colours and pan for the 360 degree view of the vehicle.



Build and Price: exterior colour

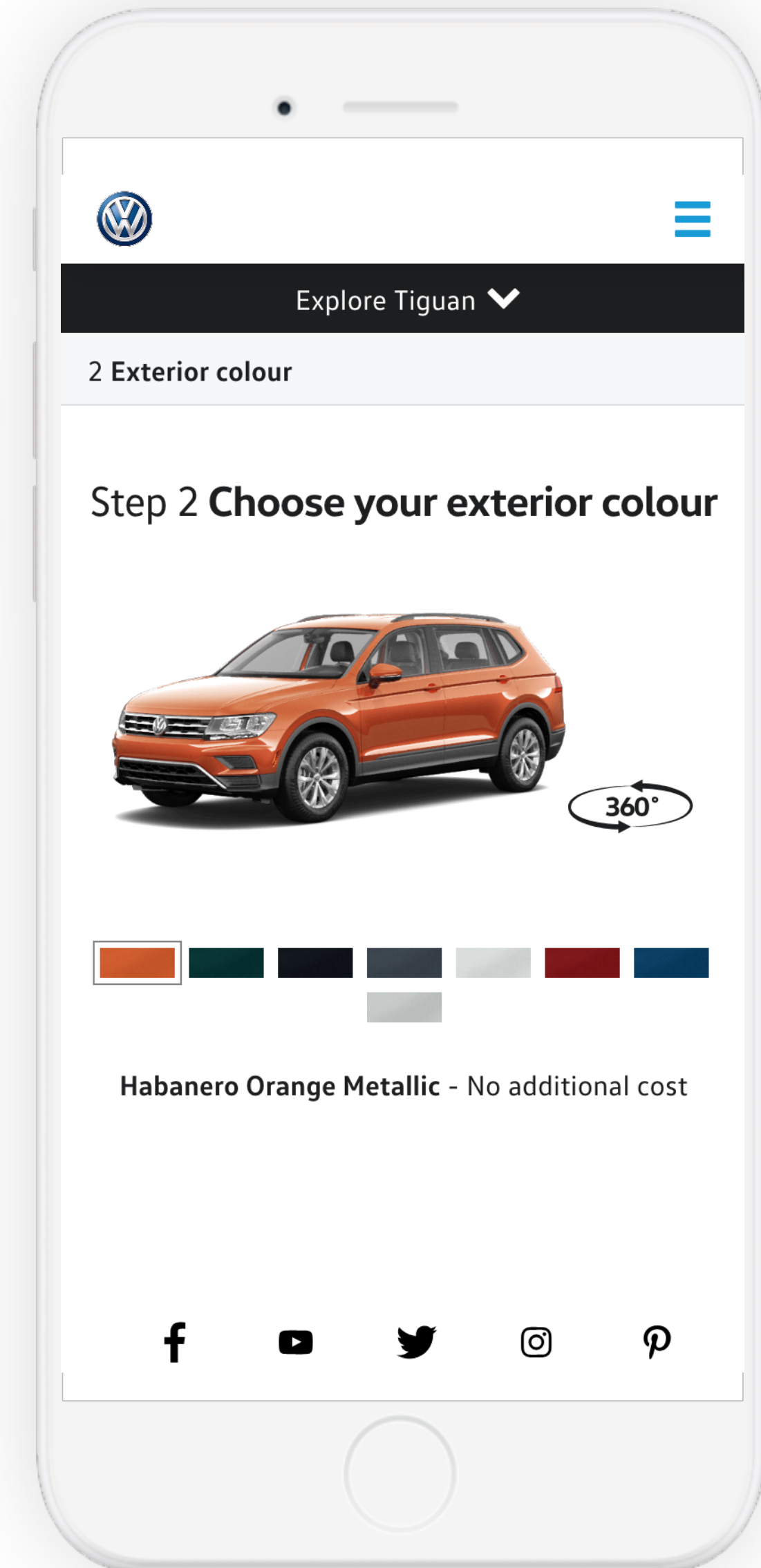
- On mobile, participants had difficulty panning through the car exterior image:

Having to use a finger to drag the car image in a circle was frustrating, as the finger itself obscured the image.

Recommendation:

Explore an alternative functionality to allow users to pan through images on mobile.

● = Negative ● = Neutral ● = Positive



Build and Price: 'next step' button

● = Negative ● = Neutral ● = Positive

- On desktop, the 'Next step' button was not discoverable:

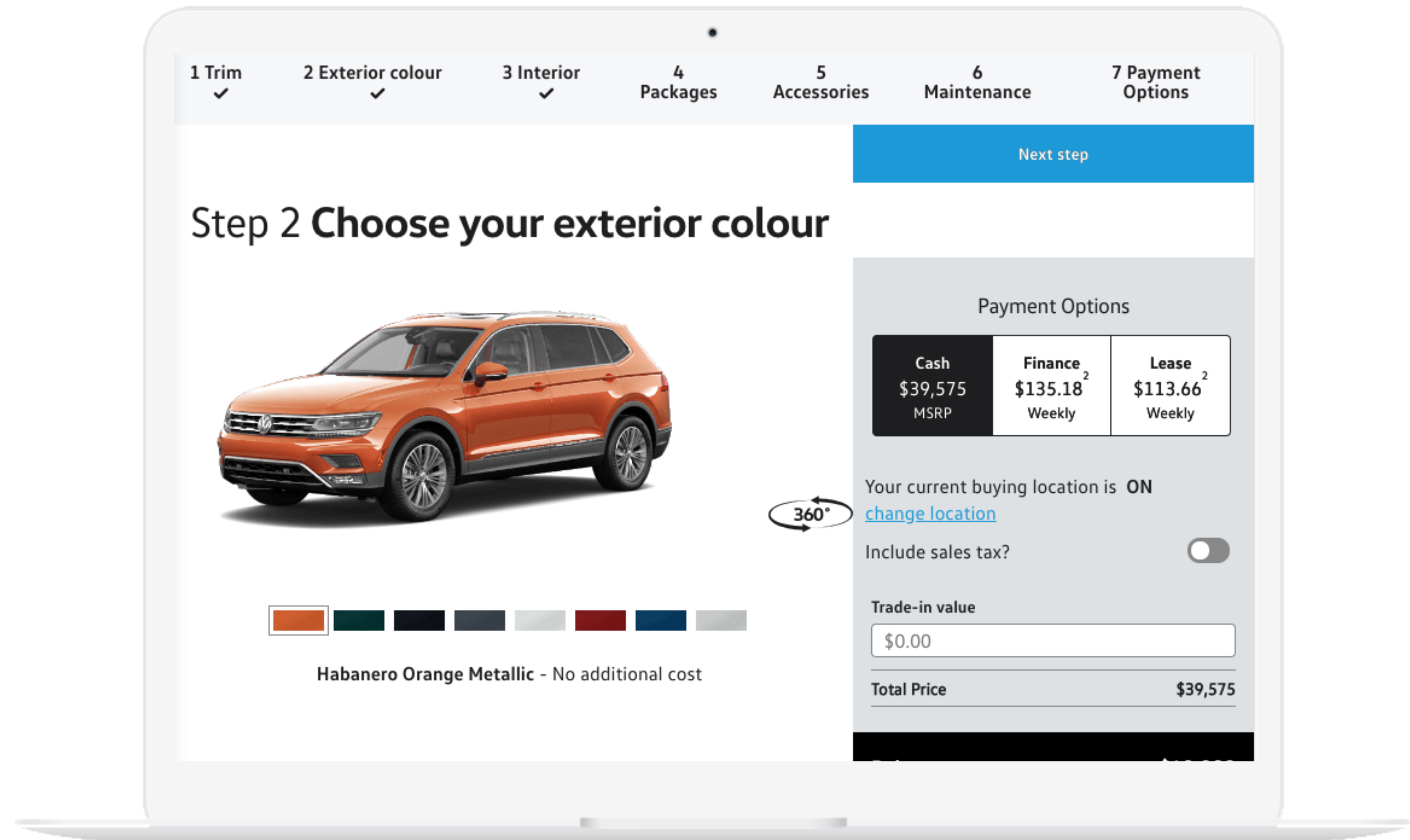
All participants had difficulty navigating from Step 2 to Step 3 because they could not locate the 'Next step' button on screen.

"It's a weird spot for it. I didn't see it at all."

"It feels so awkward to go in the corner to go to the next step."

Recommendation:

Revisit the placement of the 'Next step' button on desktop.

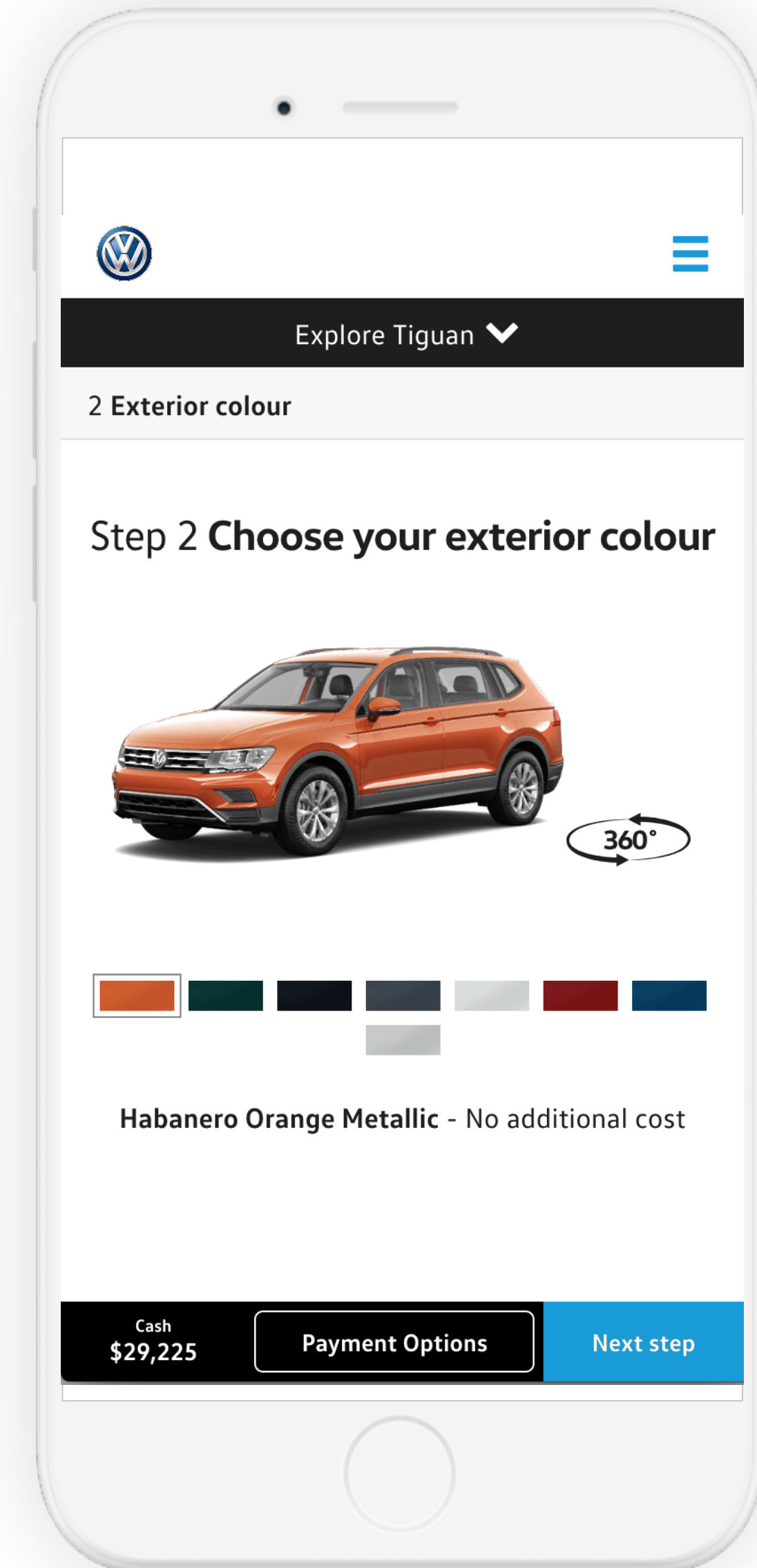


Build and Price: 'next step' button

● = Negative ● = Neutral ● = Positive

- On mobile, the 'Next step' button was easily discoverable:

Participants discovered the 'Next step' button at the bottom of the page and were easily able to navigate to the next step in the *Build and Price* flow.



Build and Price: carousels

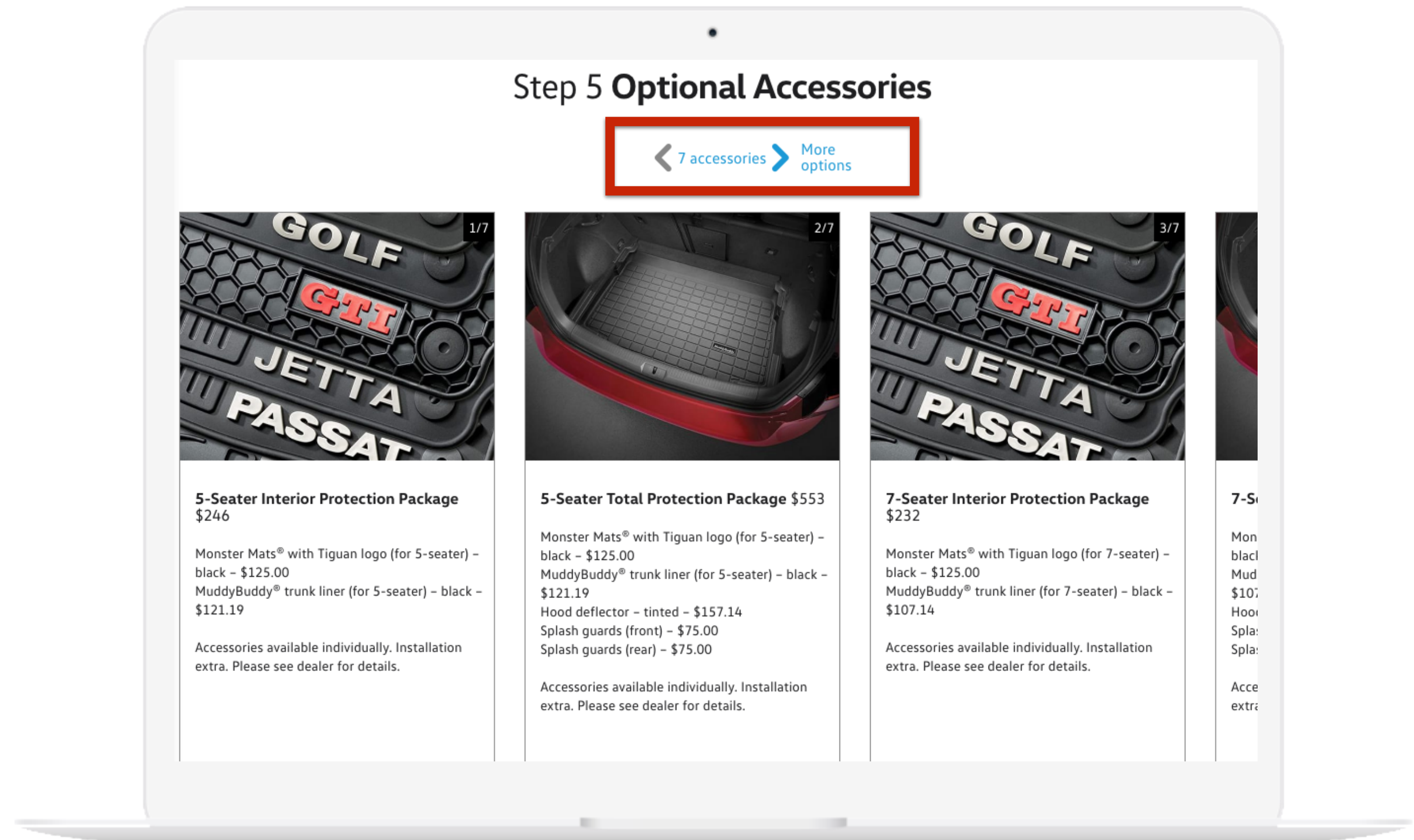
● = Negative ● = Neutral ● = Positive

- On desktop, participants had difficulty navigating through the carousels on the Packages and Accessories tabs:

It was unclear that the 'More options' link functioned as a next button to view more options. Participants did not realize there were more options hidden off-screen.

Recommendation:

Explore a different design for carousel navigation on the Packages and Accessories tabs on desktop.



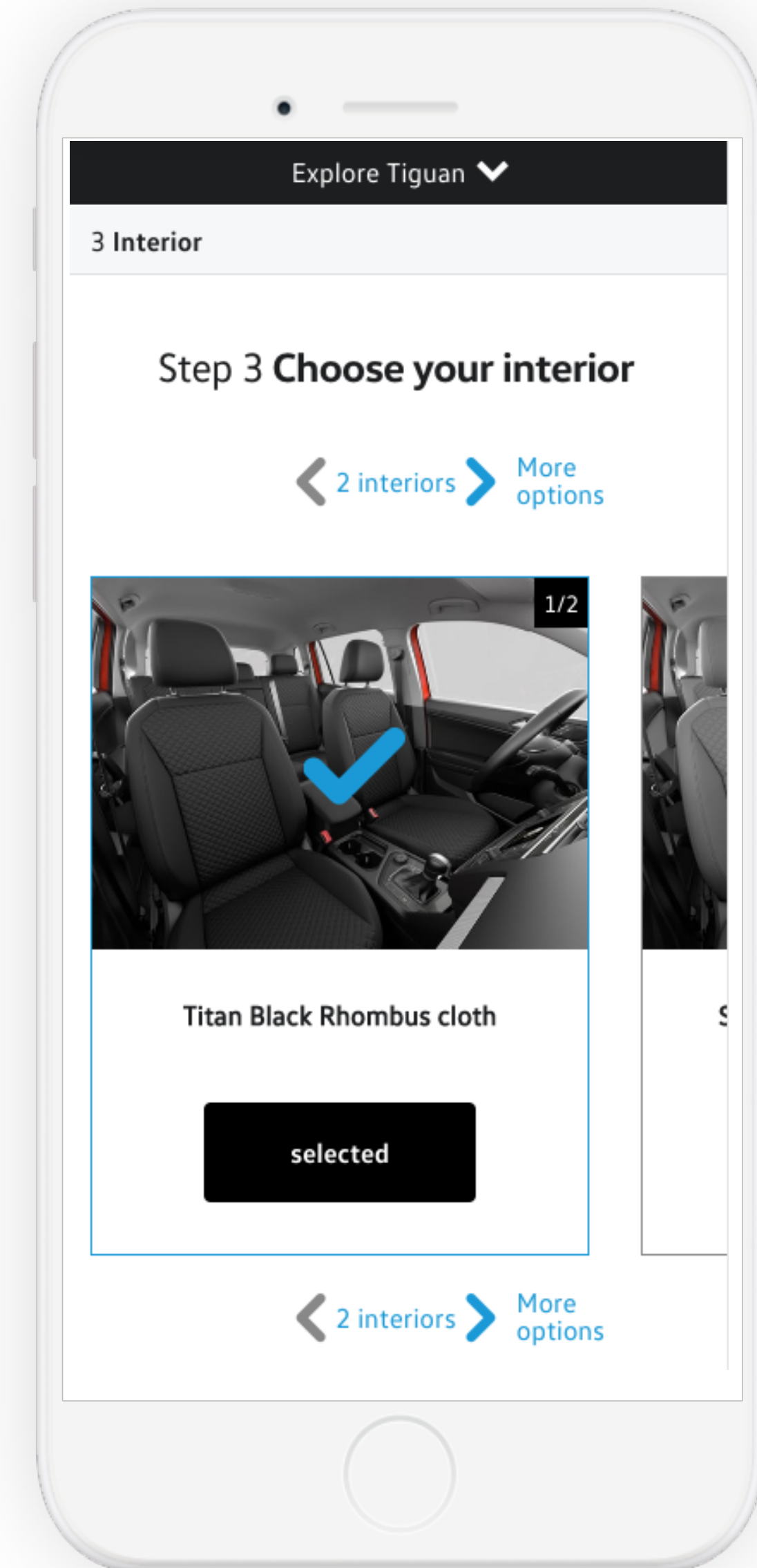
Build and Price: carousels

- On mobile, participants were easily able to scroll through the Packages and Accessories carousels:

Participants were able to intuitively scroll through the carousel by swiping left with their finger. No one tapped the arrows or the 'More options' link.

Because of the ease of scrolling, all participants easily discovered all the options in the carousel.

● = Negative ● = Neutral ● = Positive



Build and Price: packages

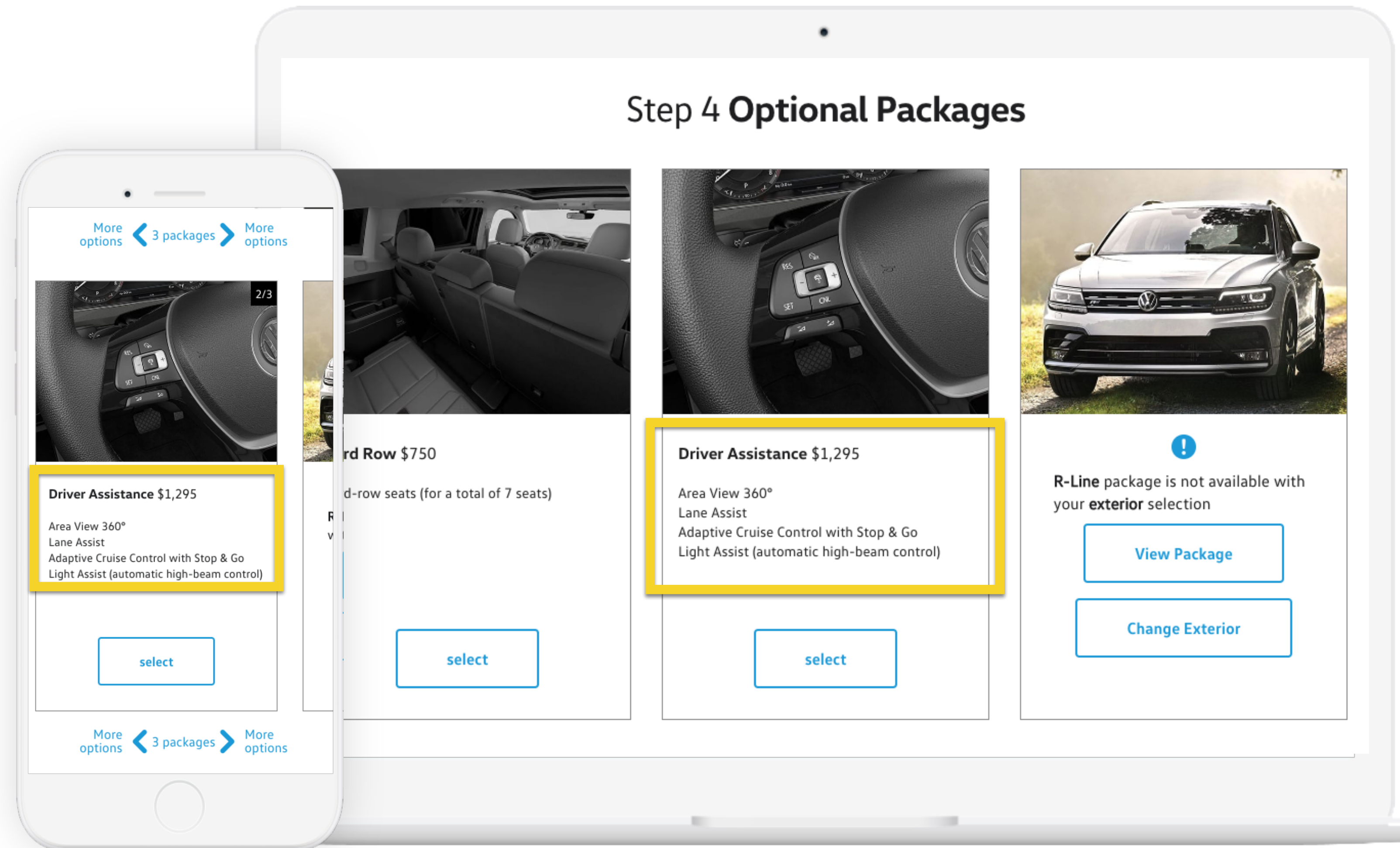
● = Negative ● = Neutral ● = Positive

- Package options made some participants second-guess their trim selection:

For example, one participant was confused by the Driver Assistance package, as the Highline trim also came with similar safety features.

Recommendation:

Explore additional messaging to clarify which features are available in a trimline vs. package-only.



Build and Price: maintenance

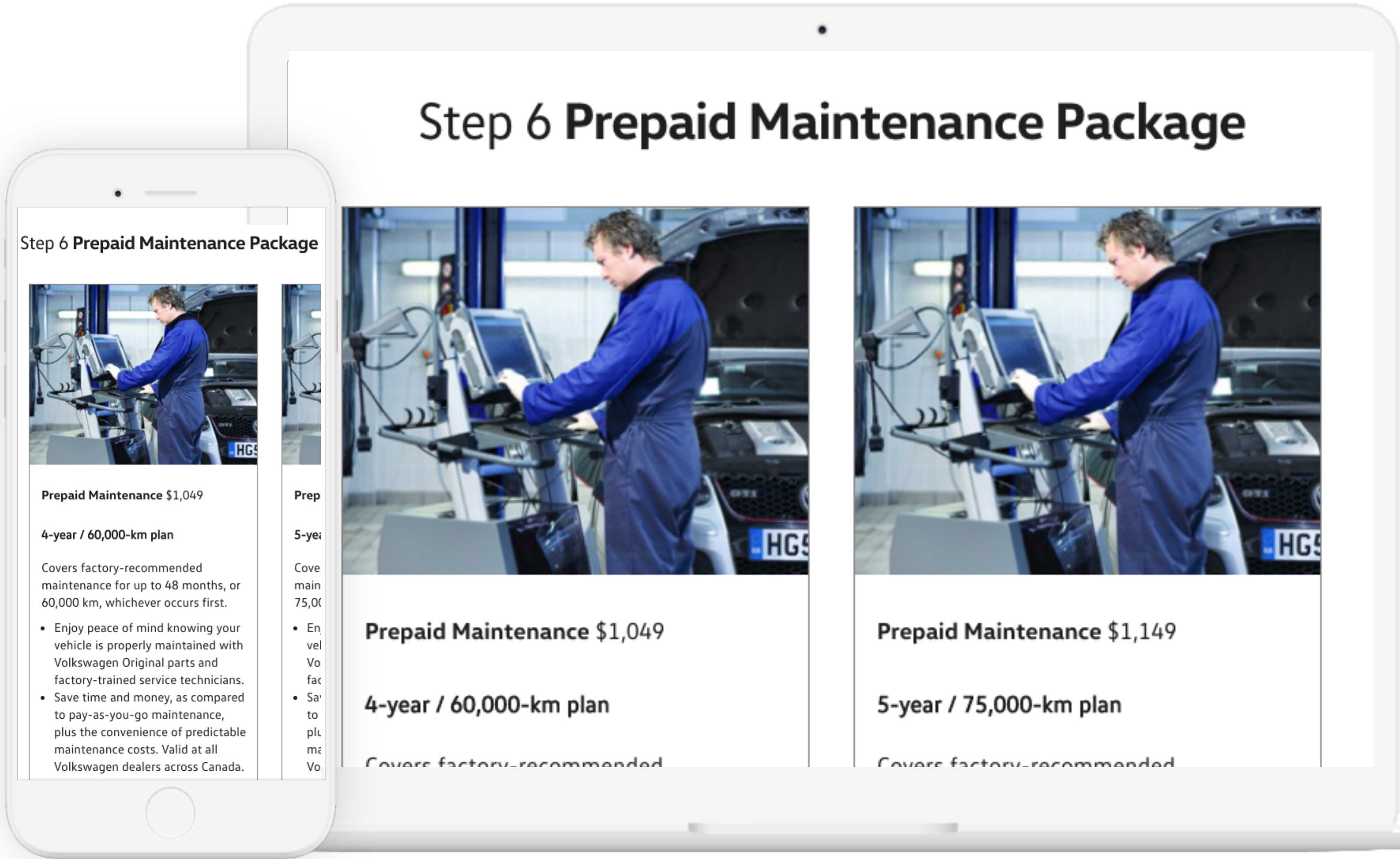
● = Negative ● = Neutral ● = Positive

● Value of prepaid maintenance vs. warranty was unclear:

Participants assumed the services in the prepaid maintenance package were also included in the warranty. Participants also mentioned negotiating with the dealership for free oil changes as part of their original car purchase.

Recommendation:

Explore additional messaging to clarify what services are included in a pre-paid maintenance package.



Build and Price: payment options

● = Negative

● = Neutral

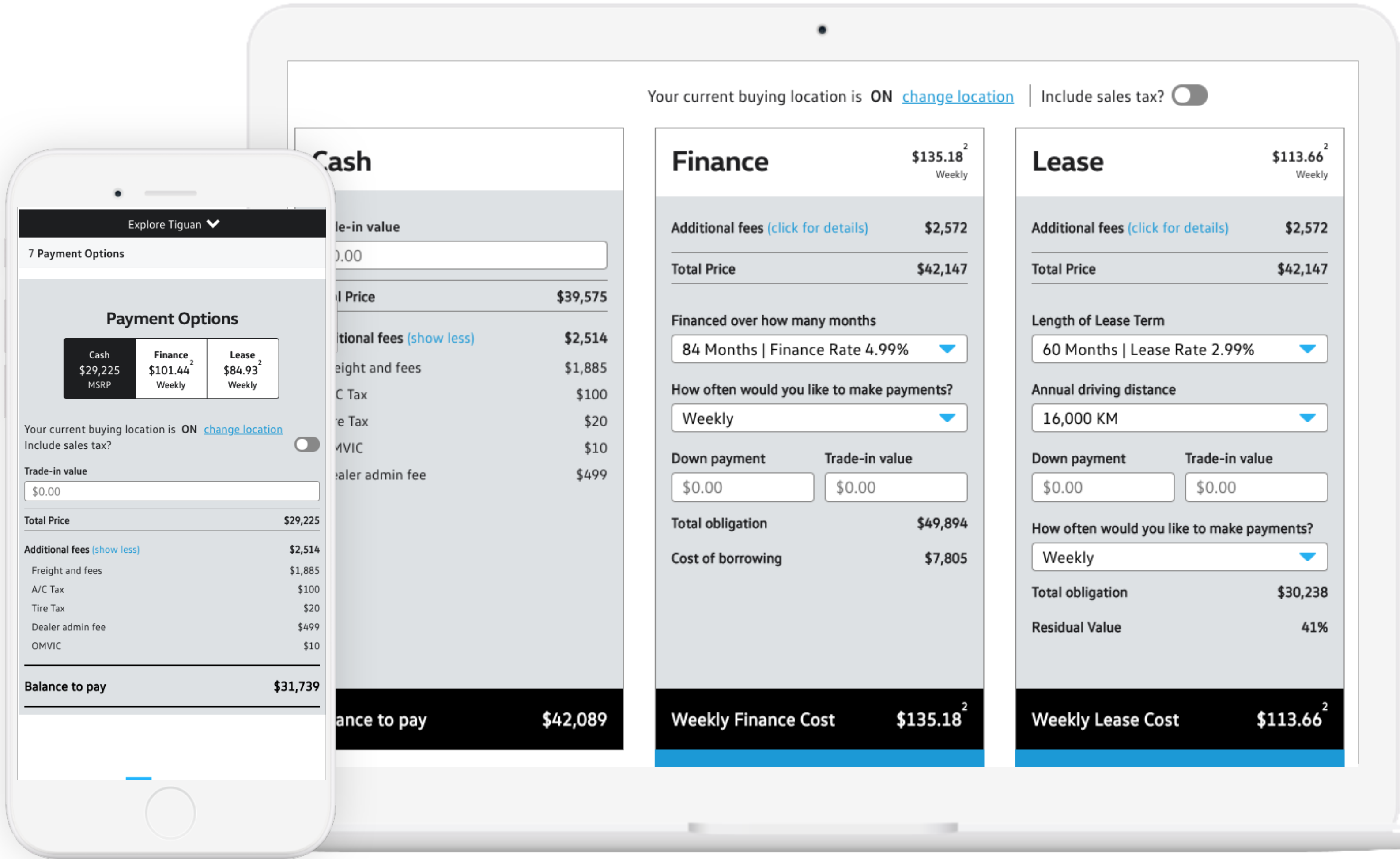
● = Positive

● Payment options calculator tested very positively:

Participants liked how the total costs updated in real time as they adjusted figures.

Comparing weekly payment amounts between leasing & financing was helpful, along with the ability to enter a downpayment.

Participants understood that these costs were estimates, and planned to use these figures at the dealership.



Summary of recommendations

Usability recommendations

Page	Breakpoint	Recommendation
Model Page	All	Explore a more distinctive design for the menu & pin the menu to the window on scroll.
Model Page	All	Introduce the functionality to enlarge images in a light-box or something similar.
Model Page	Mobile	Make the image gallery more accessible by moving it to a higher position on the Features page.
Model Page	All	Explore introducing a short video that serves as a model highlight reel for the model on the Overview page.
Navigation	All	Integrate the redesigned Build and Price experience throughout the site.
Build and Price	Mobile	Surface the ‘Select this trim’ CTA on the mobile experience.
Build and Price	Mobile	Explore an alternative functionality to allow users to pan through images on mobile.
Build and Price	Desktop	Revisit the placement of the ‘Next step’ button on desktop.
Build and Price	All	Explore a different design for carousel navigation on the Packages and Accessories tabs.



Usability recommendations, ct'd

Page	Breakpoint	Recommendation
Build and Price	All	Explore additional messaging to clarify which features are available in a trimline vs. package-only.
Build and Price	All	Explore additional messaging to clarify what services are included in a pre-paid maintenance package.

