

STYLECampaign



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Four participants

All four participants viewed the same email, in the iOS native 'Mail' email client. The Mail client supports responsive design, and is currently the number one email client with 26% marketshare: <http://emailclientmarketshare.com/>.

Test name: Pelican Hill 001

Username: robbyp1000

Country: United Kingdom

Age: 44

Gender: Male

Experience: Advanced

Income: \$100,000 +

Daily Web Usage: 1-3 hours

Full video http://www.usertesting.com/videos/9ktenTZhivxz2cCuWb_Y1g

Test name: Pelican Hill 002

Username: webberdakota

Country: United States

Age: 36

Gender: Female

Experience: Beginner

Income: \$100,000 +

Daily Web Usage: 3-5 hours

Full video http://www.usertesting.com/videos/3bVO9ArQI_SQOVT7QhowVQ

Test name: Pelican Hill 003

Username: jmiceli

Country: United States

Age: 47

Gender: Male

Experience: Advanced

Income: \$40,000 to \$100,000

Daily Web Usage: 5-7 hours

Full video <http://www.usertesting.com/videos/YRi-KD8KpiQXlxzxqru2NA>

Test name: Pelican Hill 004

Username: belango1975

Country: United States

Age: 39

Gender: Male

Experience: Advanced

Income: \$40,000 to \$100,000

Daily Web Usage: didn't state

Full video <http://www.usertesting.com/videos/UB1rCL6m127acXP6frYvdA>

Email tested

Online link: <http://bit.ly/1t5yYDW>

Subject Line: **Children's Storytime | Caviar Menu | Cobbler Recipe**

THE SEASIDE AT PELICAN HILL

BOOKING OPEN

FIVE-STAR EPICUREAN EXPERIENCES

Have the best view possible of award-winning cuisine from the coast of Newport Beach, California. The 5 Pelican Hill Children's Storytime is a special menu and experience for the whole family. The 5 Pelican Hill Children's Storytime is a special menu and experience for the whole family. The 5 Pelican Hill Children's Storytime is a special menu and experience for the whole family.

DINING EXPERIENCES

TEA & CHILDREN'S STORYTIME
Enjoy a special afternoon tea with your children. The menu includes a variety of pastries, breads, and cakes. The menu is available for a limited time only.

CRAB AND GOAT CHEESE
Enjoy a special afternoon tea with your children. The menu includes a variety of pastries, breads, and cakes. The menu is available for a limited time only.

H. MARY'S DEL. CANTINA
Enjoy a special afternoon tea with your children. The menu includes a variety of pastries, breads, and cakes. The menu is available for a limited time only.

JOIN US OCTOBER 10 - 12, 2014

Join us for a special event at Pelican Hill. The event will be held at the Pelican Hill Resort. The event will be held at the Pelican Hill Resort. The event will be held at the Pelican Hill Resort.

FROM THE KITCHENS

Our chef's special menu is available for a limited time only. The menu includes a variety of pastries, breads, and cakes. The menu is available for a limited time only.

RESERVATIONS

CALL 888 908 6274 / PELICANHILL.COM

CONNECT WITH US

PELICAN HILL

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Test 001- 004 usability issues

Issues (graded 1 – 5 with 5 being the most severe)

- 1 - Titles like 'Dining Experiences' and logo not linked in the email (1)
- 2 - Wrong link for 'Buy Tickets' takes you to Shop Pelican Hill homepage (1)
- 3 - Shop Pelican Hill website is not mobile optimized (4)
- 4 - One tester required more information about the festival on mobile (1)
- 5 - Two testers prefer large blocks of text be left-justified on mobile (2)
- 6 - One tester felt the length was too long, another looked for jump tags. (2)
- 7 - Three testers were confused by the subject line wording and structure. (2)
- 8 – Footer logos too faint to read. (1)
- 9 - Landing page from recipe didn't load on two browsers (test 003) (?)
- 10 - All four testers looked to the top menu to sign up for the newsletter (3)
- 11 - Website email sign up form hard to find, difficult to use and success not clear. (4)

1 -Titles like 'Dining Experiences' and logo not linked in the email

"Dining experiences, it's not a hyperlink." – test 004 / [grade 1](#)

Link up the logo to the website and the section titles to the appropriate page.

2 - Wrong link for 'Buy Tickets' takes you to Shop Pelican Hill homepage

'Bit of disparity from what I was expecting to find on that link [...] I'm a little but lost on that one.' – test 003 / [grade 1](#)

"The buy tickets link, I would prefer it took me to the ticket level rather than the homepage, that would be nice. So that I don't have to search for that." – test 004 / [grade 1](#)

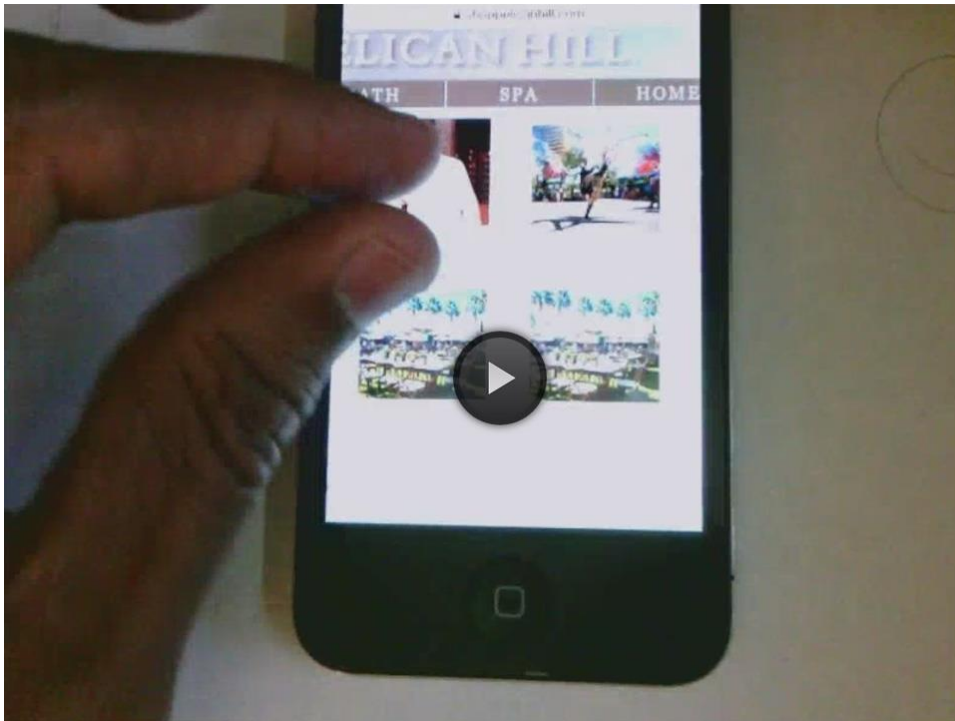
Have a checklist for your emails before deployment as part of your QA. Check for bad/incorrect links, though this happens to the all of us at some point.

Never drop of user on homepage if there's a better choice such as 'Tickets', always take to specific landing page to complete task.

3 - Shop Pelican Hill website is not mobile optimized

'I have to zoom in all the time to see the content' – 004 / [grade 4](#)

'Didn't render properly, I had to zoom in to select links – 004 / [grade 4](#)

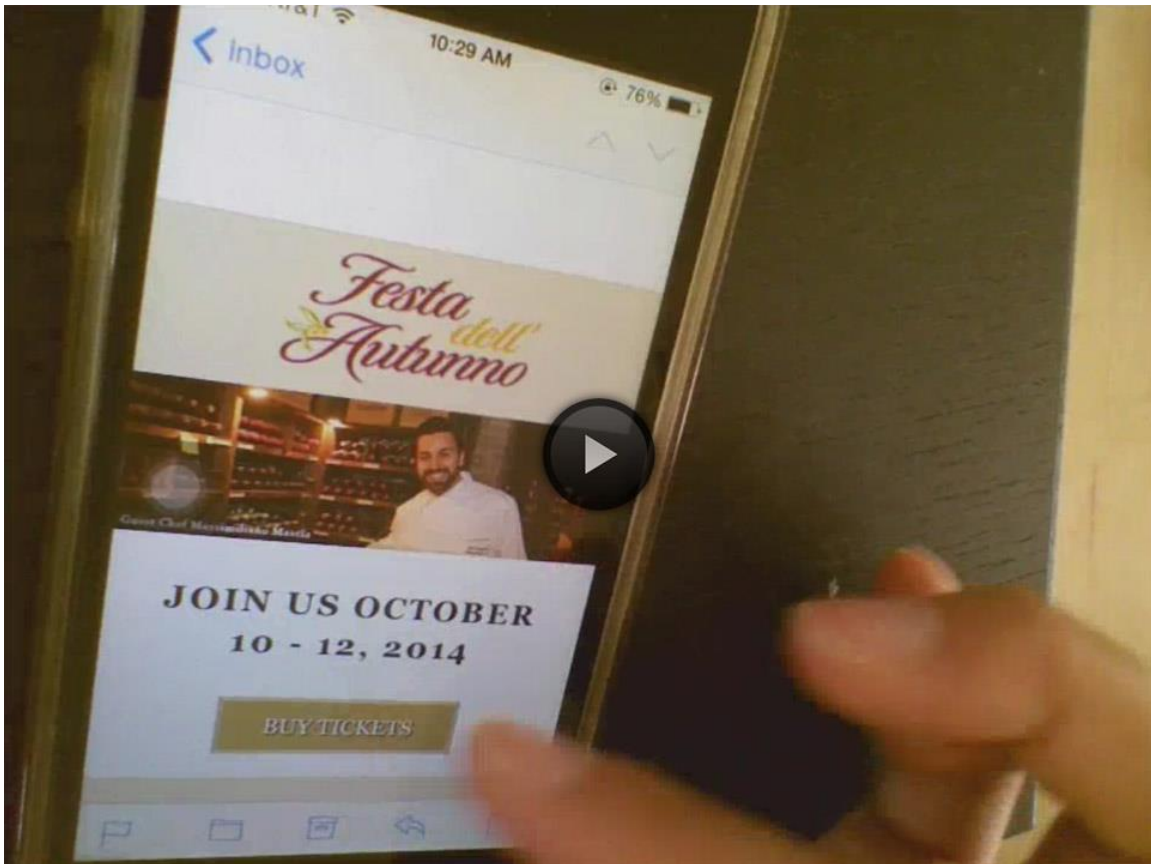


After being mistakenly being taken to the Shop Pelican Hill homepage after tapping the 'Buy Tickets' button, tester 004 then went on to talk about the lack of mobile optimization.

Tester 003 also clicked this link, and had difficult navigating the landing page having to zoom and pinch non-stop

4 – One tester required more information about the festival on mobile

“I’m wondering what it’s about, so maybe give just a quick blurb about that.” – test 002 / [grade 1](#)

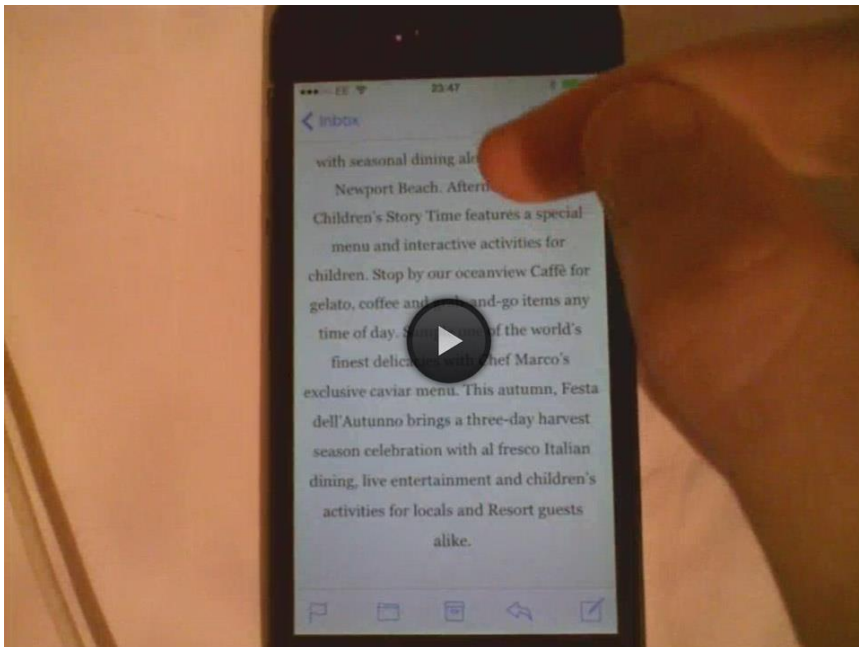


The descriptive text for this module gets hidden on mobile. Best to use this only with content readers will likely be familiar with e.g. talk about the restaurants.

5 - Two testers prefer the text be left-justified on mobile

“Maybe some sections like that, where there’s quite a lot of text, it’s just a little difficult to read. I guess it’s because the text is center aligned. For some reason that to me looks a little bit difficult to read through, but it may just be me. It’s by no means a big issue obviously.” – test 001 / [grade 2](#)

“Everything looks fine, except the text which could be left-aligned rather than center-aligned.” – test 004 / [grade 2](#)

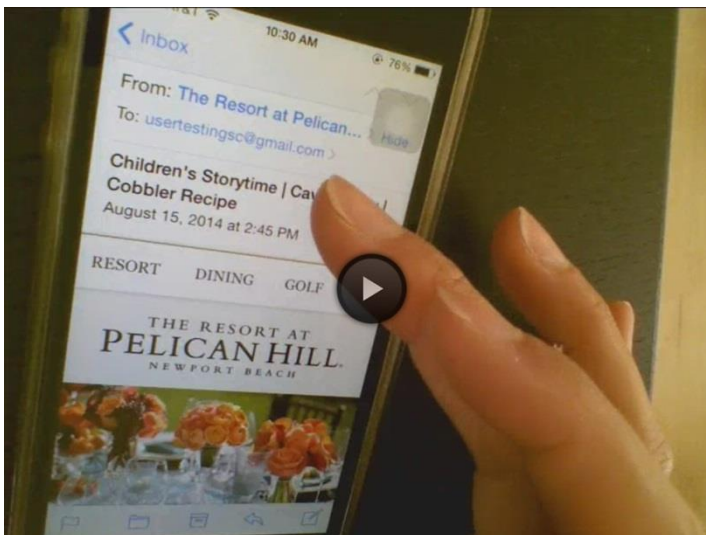


Would recommend implementing this just on large bodies of mobile text, as two testers bought this up, and the other two stated no opinion.

6 - One tester felt the length was too long, another looked for jump tags.

It's quite a lengthy email...I wouldn't expect there to be this much content in one email normally. So maybe it could be kept a bit shorter and more concise, and just include more links to the website where I can find more details.” – test 001 / [grade 2](#)

“If I wanted to skip down, maybe if there's a way to skip down, maybe click the Caviar menu, (after tapping on subject line) but I don't think that will work. Maybe have a little menu here on the right, if I didn't want to scroll down. ” – test 002 / [grade 2](#)



Something to a/b test. While no other participant bought this up directly, tester 002 tried to use subject line items as jump tags, which implies she would have liked an easier way to navigate so much content, besides having to scroll.

Jump tags require two taps on iOS so they are not user friendly, though you could reduce the number of items or amount of descriptive text. Also consider progressive disclosure: <http://bit.ly/1teH7G8>, or a table of contents (could be in pre-header).

7 - Three testers were confused by the subject line wording and structure, two going so far as to tap it

Subject line: Children's Storytime | Caviar Menu | Cobbler Recipe

“Child and Caviar not something you’d expect to go together as Children don’t like Caviar.” – test 003 / [grade 2](#)

“Putting all that stuff together in the subject line there, might throw people for a loop initially...only makes sense after you’ve scrolled through.” – test 003 / [grade 2](#)

The subject resembles a table of contents; tester 002 was confused that it wasn’t in the same order as the email content and missed items:

“And then have this (email content) in order of what the subject of the email was”. – test 002 / [grade 2](#)

Current subject line with 3 random items: Children's Storytime | Caviar Menu | Cobbler Recipe

All content in order: Last Days of Summer | Dining | 3 Day Festival | Cobbler Recipe

The use of the | to separate items possibly resembles navi, as testers 002 and 004 tried tapping on the copy. Try commas, or test a general subject line:

General subject line: Savor the last sweet stretch of summer with seasonal dining

8 – Footer logos too faint to read

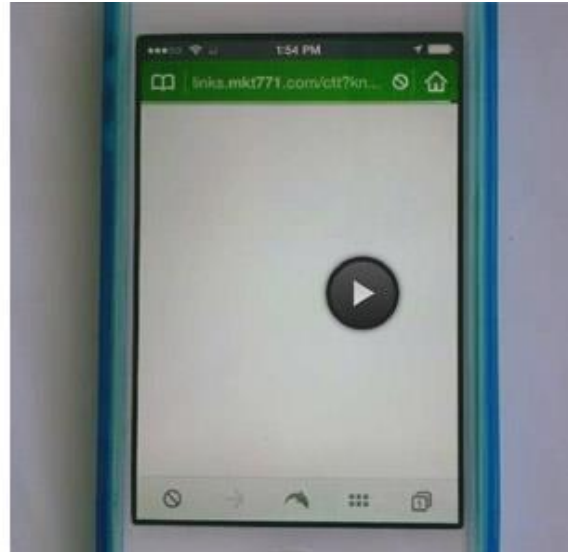
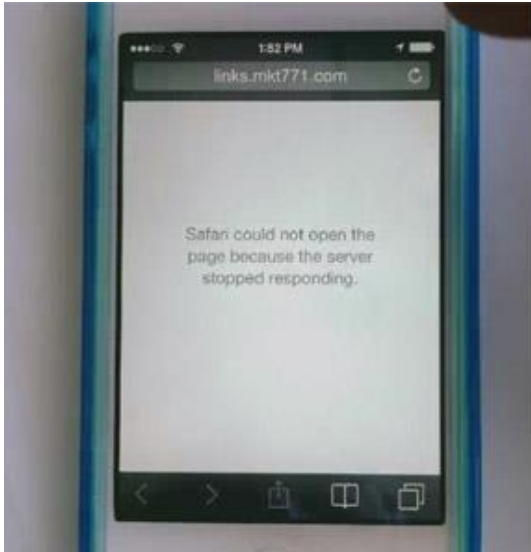
“This content is a little bit light, especially the images, if we could make it a little bit darker that would be nice” – test 004 / [grade 1](#)



The Forbes and Five Diamond logos were too faint for this one tester. No other testers bought this up. Could darken them up slightly, but not as much as the Pelican Hill logo.

9 – Landing page from recipe didn't load on two mobile browsers (Safari and dolphin).

“Kinda painful” – test 004 see 8mins in / [grade ?](#)



Depends if the error was on his end or yours. He had bars on his phone, and it wasn't a broken link. Goes onto try the buy tickets link, and also hangs for a while before loading the Shop Pelican Hill website.

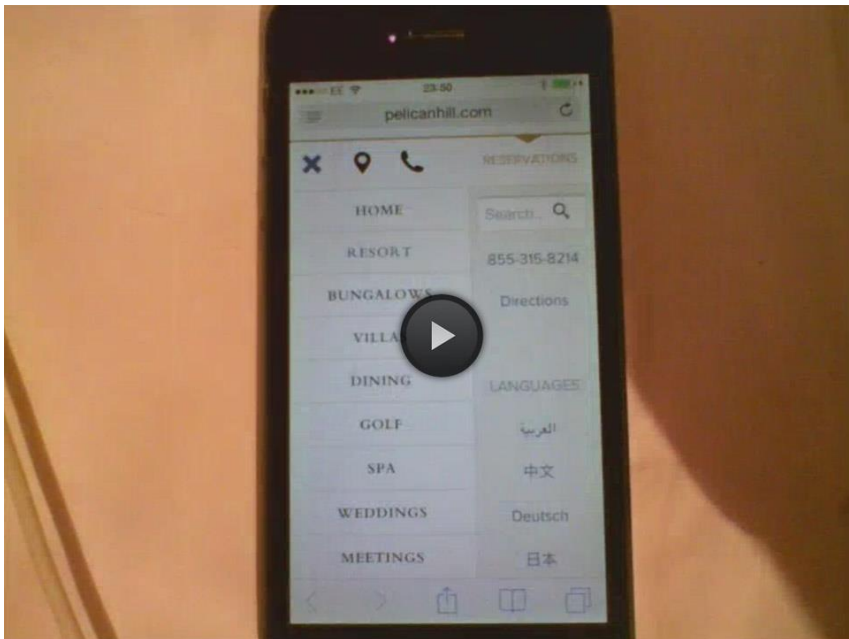
Suspect his bars are lying and he has a poor connection. Though run some performance tests to make sure page weight isn't affecting load times, or that some part of the page isn't loading incorrectly such as a script.

10 - All four testers looked to the top menu to sign up for the newsletter

“How do I sign up for the newsletter, I’ll see if it’s in the menu here.” – test 001-004 / [grade 3](#)

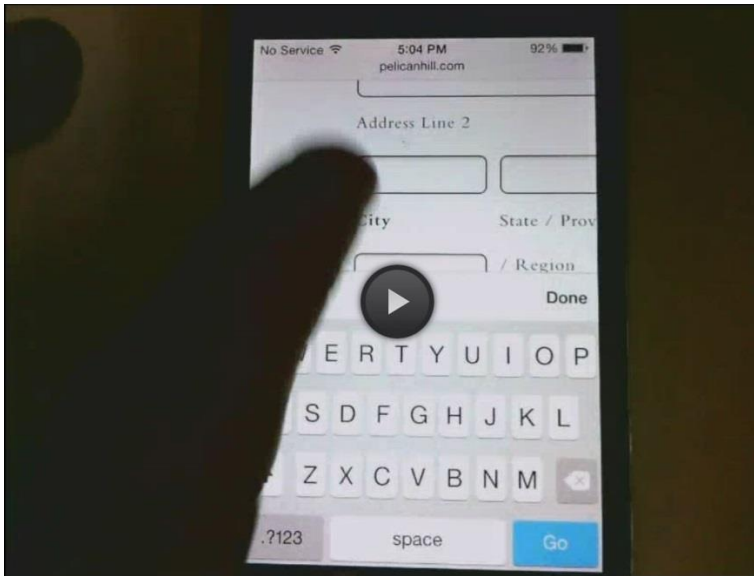
“Didn’t really stand out to me, personally I’d prefer it instead of having a link that just said sign up for our newsletter, it actually had a form on this page were I could type in my email address. Make the process quicker and more eye-catching.” – test 001 / [grade 3](#)

After not finding the sign up in the top menu, all four looked to the footer. A few missed the sign up copy on their first sweep, as it doesn’t stand out. Consider adding a second sign up link to the top menu, or making the sign up more visible.



11 – Website email sign up form too far down page, difficult to use and success not clear.

“This page is too tough to type in, it’s very tough” – test 004 / grade 4



1. All four testers had difficulties with the sign up form
2. Form zooms in cutting off visibility, disorients users.
3. Too many fields, e.g. address, could ask on confirmation page.
4. Successful sign up is not immediately apparent, users have to scroll to see it confirmed. Display confirmation message at the top of the page. “I thought it was an error at first because it just appeared to reload the page.”
5. Felt screen responded slowly - tester 004 (15.00 mark in video)
6. Tester 004 gave up

Ideas & popular content

Children's Storytime

All testers expressed interest in the uniqueness of Tea & Children's Storytime. 004 wanted to know which books would be read. Tester 002 asked which dates were coming up (landing page calendar wasn't current). Ideally only send to customers with children.

Golf

"54 holes of Fazio-designed golf, wow" tester 003 likes to golf. Preferences based on customer activities while staying at the resort, or click behavior? Send a golf centric newsletter with golf tips, or shot of the day with a photo.

Resort rates and room details

"If there were some kind of resort rates, deals in this email, it would be nice to see." Later mentions wanting to see resort room details within the email.

Chat

In one of the early deleted tests, adding a chat option to the footer of the email was bought up. This would take you to the website and launch chat.

Reviews

In his exit survey when asked about trust, 004 mentioned he would trust the site but still check reviews. Incorporate reviews, or enable an independent review process.

Food

The food imagery went down particularly well, as did the recipe.

Doing great!

It's important not to get a warped view of usability tests, by focusing just on the issues we identified above. The test results were overwhelming positive, even gushing. Tester 003 was even plans to visit the Pelican Hill Resort next time he's in Southern California.

The responsive email was very well received, you'll notice not one tester had to pinch or zoom once.

Quotes from test 001

“Visually striking, looks better than the majority of emails I receive.”

“I really like the use of images, that makes it stand out, it has a very premium, luxury feel to it.”

“Simple to navigate on my iPhone, and displaying the text and images perfectly on my iPhone, it's not difficult to read, the text is a perfect size on the screen.”

“The main thing I like about it in terms of the design is the way the images are used. That's the thing I really like about it.”

I like the structure as well, the options along the top of the email (navigation).”

“It looks like more attention has been paid to the details, which reflects well on the company sending this.”

“First impressions of the website I really like it, similar to the email really, in terms of the way it looks. Looks like it’s going to be simple to navigate, again one of the things I like, is its giving me lots of information but it’s not cluttered.”

Quotes from test 002

“I think it’s gorgeous [...] this looks beautiful.”

“I like how it’s mobile friendly; I don’t have to go left and right.”

“I love, love the design, I love the cleanness of it [...] it’s very easy to operate and read.”

“I love the images, I love how easy it is, I love how simple it looks, the images are beautiful...really great job so far.”

“I think the text sizes are perfect.”

“Beautiful, beautiful site, lovely navigation, just the way it feels very expensive and sophisticated, I just love the way it’s so mobile friendly, the images are very clear. I can’t say enough good things about it.”

Quotes from test 003

“Nice pictures and nice readable text in a good size font for easy reading on a mobile device. I’m impressed, I like the pictures, the pictures are actually very attractive and compelling. ”

“It’s a great mix of readability with some captivating graphics. It’s showing the elegance of what I would imagine the Pelican Hill Resort provides.”

“This is one of the best uses and layouts of an email, kind of a flyer or message, from a subscription that I have seen. Overall very impressed.”

“What I like about it is just about all the presentation here, the size of the fonts and the quality and content of the pictures. I like it all.”

Looking at the landing page for the recipe:

“Gives a rundown of the recipe, again in a very readable format. In fact something great, if I wanted to cook something right now I could go right to it and I could read right from the kitchen a readable sized text and actually make this recipe.”

“I probably will check and make that cobbler recipe, because it’s pretty good.”

“I have family down in Southern California, so I’d be prompted to take a look at events. Golf I like to golf...both golfing and dining with my family. This might present a great opportunity for me to utilize the Pelican Hill complex, in conjunction with visiting my family.”

Scrolling down the homepage in search of the newsletter sign up:

“I’ll just say that the website, the main landing page, really does echo the nice clean layout of the email.”

“Overall both the website and email are very comprehensive, and they certainly suit, so there’s a lot of continuity in that regard. It was overall a very pleasurable experience to browse the website, as well as get information through the email”.

Quotes from test 004

“The content renders very smooth, all the images are loaded fine. I didn’t see any unloaded images. The text is rendered correctly.”

“The images look nice, pretty colorful, the images are rendered really nice and it all looks fine.”

Questions?

Email Anna Yeaman at anna@stylecampaign.com

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