

To: Embry Aesthetics
From: Leyna Slivka
Subject: Embry Aesthetics Website Usability
Date: March 7, 2024

Website

The purpose of this memo is to describe issues that users encounter when navigating through <https://www.embryaesthetics.com/> for information regarding services and payment options that are offered through the Medical Spa. I conducted a usability test with five people to determine how well they could complete three tasks on the Embry Aesthetics website.

Test Method

The five people who participated in the test are frequent online users. Three men and two women, ranging from 19-25, who are not familiar with aesthetic services. The participants were tested individually and were instructed to voice their thought process while completing each task, one question at a time. The tasks were chosen to test how easy it is for users to navigate information on services, and search for cherry, which is a financial company that offers patients the ability to pay for medical aesthetic services through a payment plan. The instructions, details of the task, findings and post task questions are grouped below.

Findings

The total time spent to complete the three tasks ranged from four to eight minutes.

The first task was for users to navigate the weight loss promotion, and tell me the pricing for three months. Three out of five people found the answer to the question, which was located under the "Packages" tab as the first listed option as "Semaglutide with b-12, \$1200 for three months." One participant that found the correct answer took one minute and fifteen seconds to locate the weight loss promotion under packages, but initially went to the "Body Treatments" tab, then "Top Services" and then finally the "Packages" tab where they saw a picture of a women losing weight, and asked if "semaglutide is used for weight loss". The other two people gave me the incorrect number of \$1500, because they went to the "Weight Loss" tab and saw a semaglutide program for \$499 per month, and multiplied that by three months. The average time for the three out of five people that located the correct answer was two minutes and eight seconds.

The second task was for users to navigate the cherry financing option. Two out of five people were able to locate the "Pay with Cherry" button at the footer, which brought the participants to a cherry page that is not included in the menu. The other three participants were not able to locate cherry financing. The two out of five people that located the "Pay with Cherry" button, clicked the button and found the financing information, with an average of forty three seconds. These

two applicants looked through every tab in the menu and saw no financing option so scrolled to the bottom of the website and found the “Pay with Cherry” button option.

The final task was for users to determine “Where can I find information for lip filler?”. One out of five participants were able to locate the lip filler information, which was located in the sub-menu for “Facial Treatments” and under the secondary drop down menu as “Injectables” and the tertiary menu as “Juvederm & Restylane. The participant that was able to find the information, took over three minutes to locate “lip filler”, and voiced that the pictures on the “juvederm and restylane page were “just of pictures that included botox,” and had to thoroughly read the article to see that juvederm could also be injected into the lips. The other four participants either could not find the lip filler information or picked the incorrect information for lip filler which was under the “Packages” tab sub menu. The three participants that located lip filler information, clicked “Buy Now” under the “Packages” sub menu for lip filler, and it brought them to an ecommerce part of the website that provided no information on the lip filler, but an add to cart feature that is not compatible with the website.

Recommendations

After conducting the usability test I asked the participants some post task questions for feedback on the website. The first question I asked was “ was the website easy to navigate?” One user's response was “No. It's easy on the eyes, but the buttons are confusing and it's hard to navigate.” The services are visible on the menu, which is located on the far left side of the website as a dropdown menu icon. The menu dropdown is in order from top to bottom with the options as follows, “ New Services, Top Services, Facial Treatments, Body Treatments, Packages, Careers, and Blog”. Under the “Facial Treatments secondary drop down sub menu, there is a tertiary menu for “Injectables”. Removing the tertiary menu and creating a separate tab for “Body, Face, and Med Spa Services” will prevent confusion and direct users to the correct information. Changing “Packages” to “Specials”, can also direct users to current specials of the month as well as packages that remain on promotion. There is also an ecommerce part of the website that is unnecessary and can be removed, as scheduling an appointment is the only way for users to purchase items as there are no items that need to be purchased prior to a consultation.

The next question I asked was “Was finding Cherry straightforward?” One users response was “No I got lucky finding it by accidentally scrolling to the bottom of the page,” Including “Financing” in the drop down menu can allow users to locate financing information quickly, and ensure that they are able to explore ways to finance their procedures, as well as provide FAQs for what insurance will and will not cover.

The last question I asked was “Was it easy to navigate lip filler information?” One user said “No. it wasn't descriptive in the pictures or titles and how to get more information.” On the “Injectables” sub menu, there is a tertiary drop down menu for “ Juvederm and Restylane,”

which are dermal fillers that are designed to add volume to the face including cheeks, lips and around the mouth. The pictures that are associated with juvederm are only showing procedures for fine lines and wrinkles on the forehead and make it difficult for users to know that these fillers are also designed for the lips without reading the article information. Including a separate tab for a popular service like “Lip filler” can help a user easily navigate lip filler as an option, and be able to look through the different filler brand options rather than including lips in the article for juvederm.

I hope you find the findings and recommendations from the usability test for <https://www.embryaesthetics.com/> helpful and informative.