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UI UX Audit

Hogarths Website

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Let's Talk!

If you have any questions we would love to speak to you about your project. We work with a range of industries, so don't be shy!

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UI UX Audit Objectives

We are excited with the opportunity of working with Hogarths again on the website project and hope that the following UI UX Audit is received well. The following document aims to identify and illustrate new opportunities through the four following areas:

Aims summary:

- Discovering the target user
- Illustrating the users conversion path
- Identifying Usability Issues
- Introduce UI UX improvements

Business Objectives

Hogarths is a part of the hospitality industry which has gone through difficult times recently. This has meant having a strong online presence has become more important than ever. The primary objectives of this project is to replace the current website that is becoming difficult to manage and no longer reflects the brand.

Websites primary goals:

- Increase Bookings/sales
- Easy to use CMS
- Reflect the current brand

Identify the users needs

A Persona is a fictional example of the users needs linked to their aspirations and desires, that are usually linked to objectives within their lives.

To identify the users needs we will need to create a Persona. By running through this process we can unpack the users needs and create a tailored user experience. The purpose of working with personas is to be able to develop solutions, products and services based upon the needs and goals of your users. That is why we focus on a “Goal-Directed” persona, which cuts straight to the nitty-gritty, using journey mapping.

Goal directed journey mapping includes:

The Persona

For the journey mapping we are using the end goal to defines the story. This is your main character including expectations, opportunities, internal ownership etc.

The Journey

Defines when, where, and how the story of the persona takes place. The journey is the narrative that describes how the persona behaves as a sequence of events.

The Goal

Defines what the persona wants or needs to fulfil. The goal is the motivation of why the persona is taking action. When the goal is reached, the scenario ends.

Journey Mapping

Mark Armstrong - Book a Room

Scenario: Mark is looking to book a hotel for a long weekend getaway with his wife. Mark likes high end quality at a reasonable price.

EXPECTATIONS

- Clear online information
- Ability to compare hotels
- Quick online booking

DEFINE	COMPARE	NEGOTIATE	SELECT
1. Mark has selected the location where he wants to stay	3. Visits Google/Trip Advisor/Trivargo etc. to search hotels	5. Reads information on website looks at images. Compares reviews and amenities to see which offers the best value for money	7. Mark has decided to book button and taken through a quick and easy booking process on the website
2. Mark wants to find the best hotel within his budget in the right location	4. Finds the Hogarths website and visits the website	6. Happy with what he has seen Mark checks availability	
"I wonder what I can get for my money"	"...there are so many hotels to choose from"	"Not sure which hotel will be the best value?"	"Booked a hotel with great reviews and modern amenities"

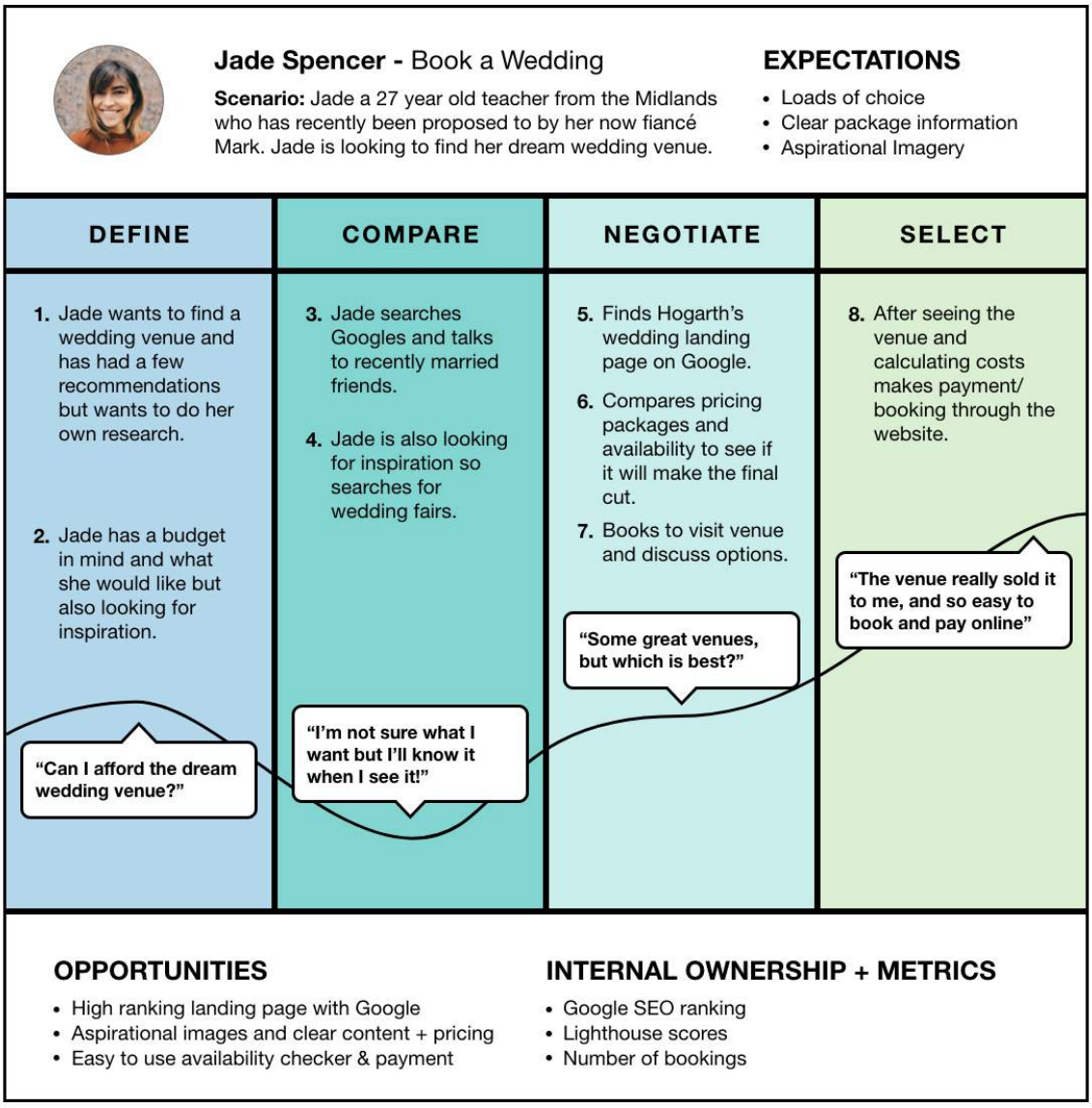
OPPORTUNITIES

- High ranking landing page with Google
- Modern images and clear information
- Easy to use availability checker & booking

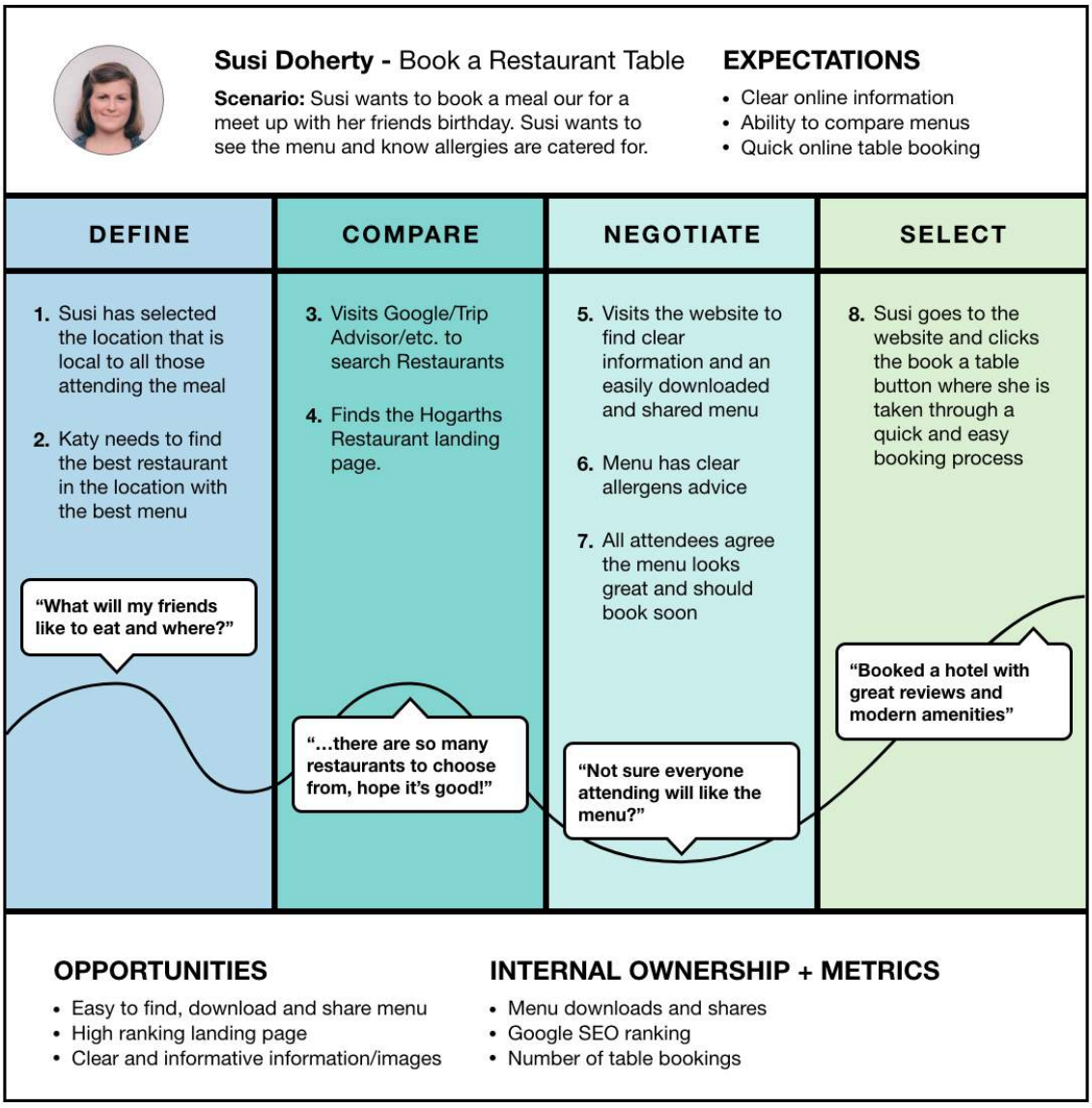
INTERNAL OWNERSHIP + METRICS

- Google SEO ranking
- Lighthouse scores
- Number of bookings

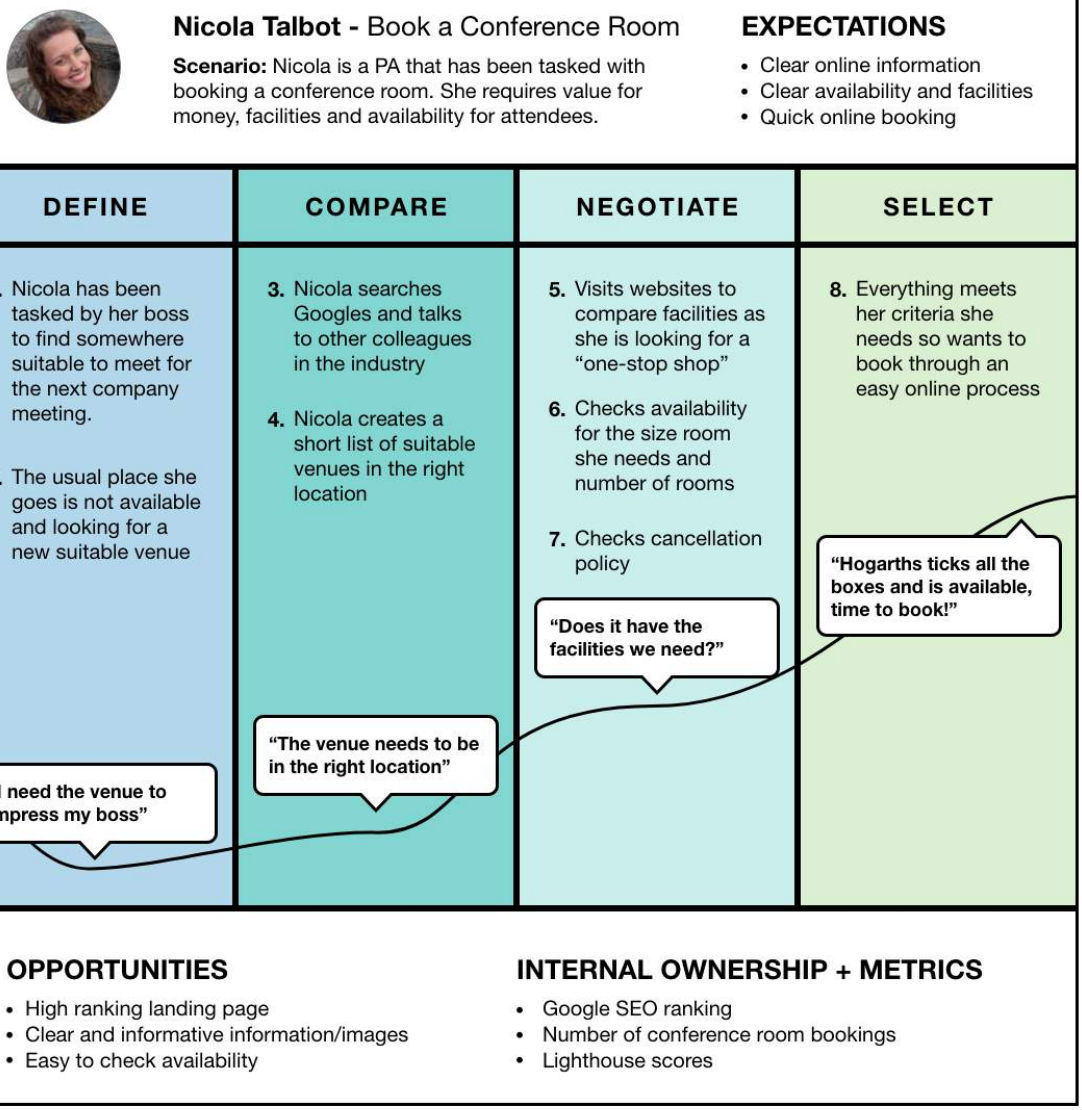
Journey Mapping



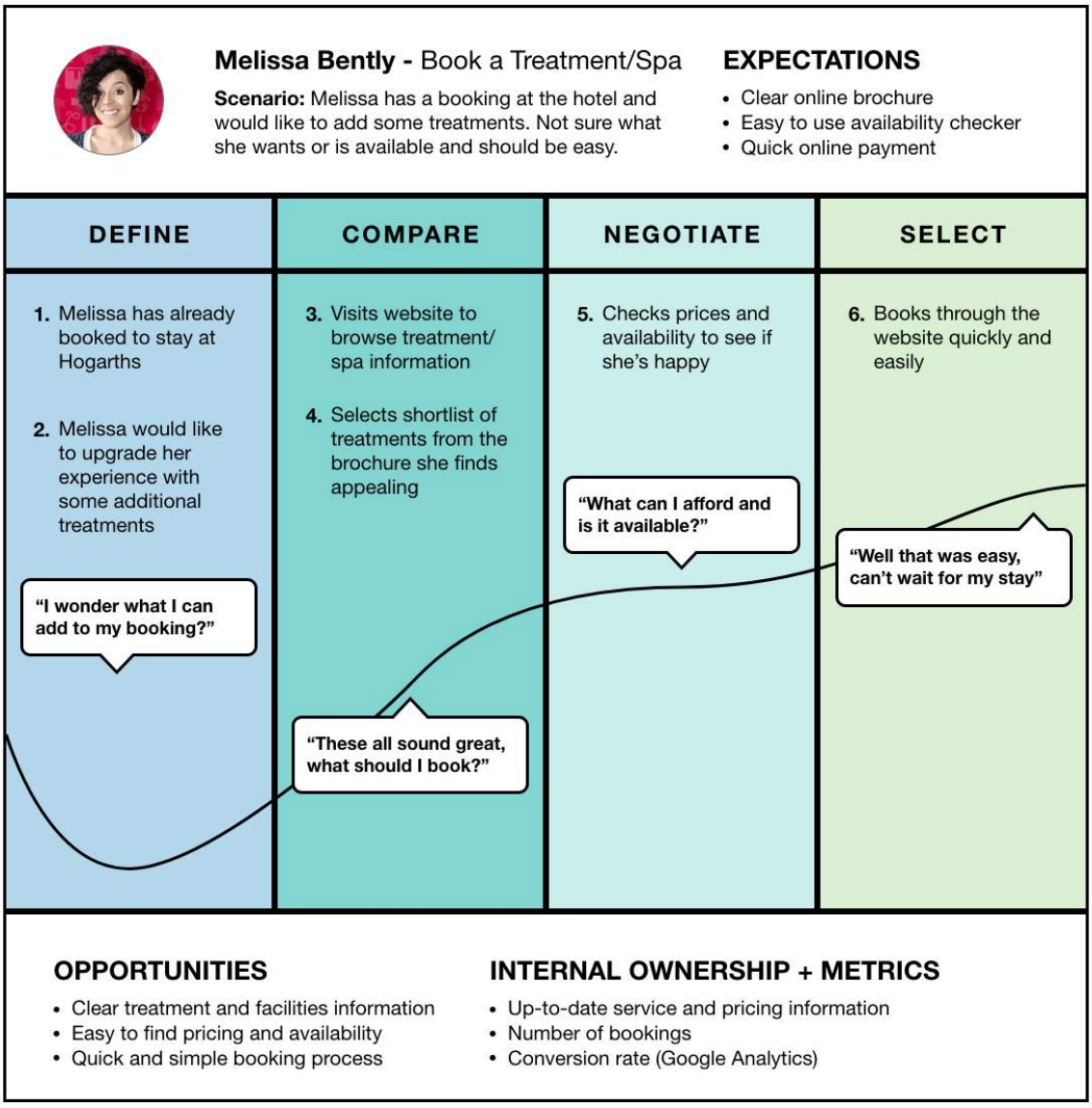
Journey Mapping



Journey Mapping



Journey Mapping



Journey Mapping

Jenny Cronin - Book Afternoon Tea

Scenario: Jenny is looking for something fun for her and her friends to do and have a catch up. Likes the idea of an afternoon tea as it's all the rage.

EXPECTATIONS

- Clear information & photos
- Easy to find & share menu
- Quick online booking

DEFINE	COMPARE	NEGOTIATE	SELECT
1. Jenny regularly meets up with her friends and would like something new to do.	3. Jenny searches Googles and Social media for ideas	5. Checks pictures to see if it looks nice	8. Everybody is happy with the price and menu so goes through quick and easy booking process
2. Afternoon tea has become very popular and would love to post about it on social media to make everyone jealous!	4. Jenny discovers the Hogarths afternoon tea landing page	6. Checks availability, then looks at menu to check it meets dietary requirements	
		7. Shares menu with friends	
"Me & my friends would love to try afternoon tea"	"I'm not sure what I'm looking for?"	"This looks good, hope everyone else agrees"	"The booking wasn't too difficult "

OPPORTUNITIES

- Become found easily on Google and Social
- Easy to share menu pdf
- Quick and easy booking

INTERNAL OWNERSHIP + METRICS

- Menu downloads and shares
- Google SEO ranking
- Number of bookings

Journey Mapping

Mark Williams - Book Event

Scenario: Mark has previously visited Hogarth's and seen they can host events. He is looking to book a birthday party for a family gathering.

EXPECTATIONS

- Clear online information
- Ability to see availability
- Quick online booking

DEFINE	COMPARE	NEGOTIATE	SELECT
1. Mark has previously visited Hogarths 2. Like the location and would like more information on event bookings	3. Visits website to find details 4. Navigates to the occasions page	5. Checks availability to see if the day they want is free 5. Looks at package details to see price and shares the page with his partner to see if she agrees.	6. Partner is happy and books through the website quickly and easily

"I wonder what Hogarths can provide?"

"What page am I looking for?"

"Not sure which hotel will be the best value?"

"Booking was quick and easy"

OPPORTUNITIES

- Clear and easily shared information
- Easily check availability
- Quick online booking

INTERNAL OWNERSHIP + METRICS

- Information pdf downloads and shares
- Number of bookings
- Page visits

Journey Mapping

Sophie Bryant - Book Christmas

Scenario: Sophie wants to book somewhere nice and local for her and her family to go this Christmas and has heard great things about Hogarths from friends.

EXPECTATIONS

- Easy to find page
- Download share menu
- Quick online booking

DEFINE	COMPARE	NEGOTIATE	SELECT
1. Sophie has heard great things about Hogarths Christmas and wants to do her own research	3. Sophie searches Googles for details of Christmas at Hogarths	5. Visits websites to see photos, read the menu and checks prices	8. After seeing the photos and checking everyone likes the menu makes quick and easy booking online
2. Sophie has high expectations and wants to make sure it will be the perfect day for the family	4. Sophie finds the page dedicated to this on the Hogarths website	6. Shares menu with others in the family to get opinions	
		7. Checks availability	
"I would like the perfect Christmas"	"Where do I go to find out more?"	"The photos look great and the menu is extraordinary!"	"The menu really sold it to me so many choices"

OPPORTUNITIES

- Easy to find, download and share menu
- High ranking landing page
- Clear and informative information/images

INTERNAL OWNERSHIP + METRICS

- Menu downloads and shares
- Google SEO ranking
- Number of bookings

Journey Mapping

Ashleigh Simons - Gift Vouchers

Scenario: Ashleigh is a huge fan of Hogarths and tells all her friends and as a special gift would like to treat her mum so wants a Hogarths gift voucher.

EXPECTATIONS

- Clear information on usage
- Easy buy and deliver process
- Easy spending of gift voucher

DEFINE	COMPARE	NEGOTIATE	SELECT
1. Ashleigh is a previous guest of Hogarths and enjoyed her visit. 2. Ashleigh though it would be the perfect treat for her mum but has no idea when she would like to book so thought a gift voucher would work best.	3. Visits the website 4. Finds gift vouchers	5. How can they be used? How long do you have to use them? How are they delivered? Do they look good? How do I purchase?	6. Easy online purchase and delivery of gift voucher

"A gift voucher would be the perfect gift"

"Where would I find gift vouchers?"

"Do they charge an admin fee?"

"Wow, that was easy and the gift card looks great too!"

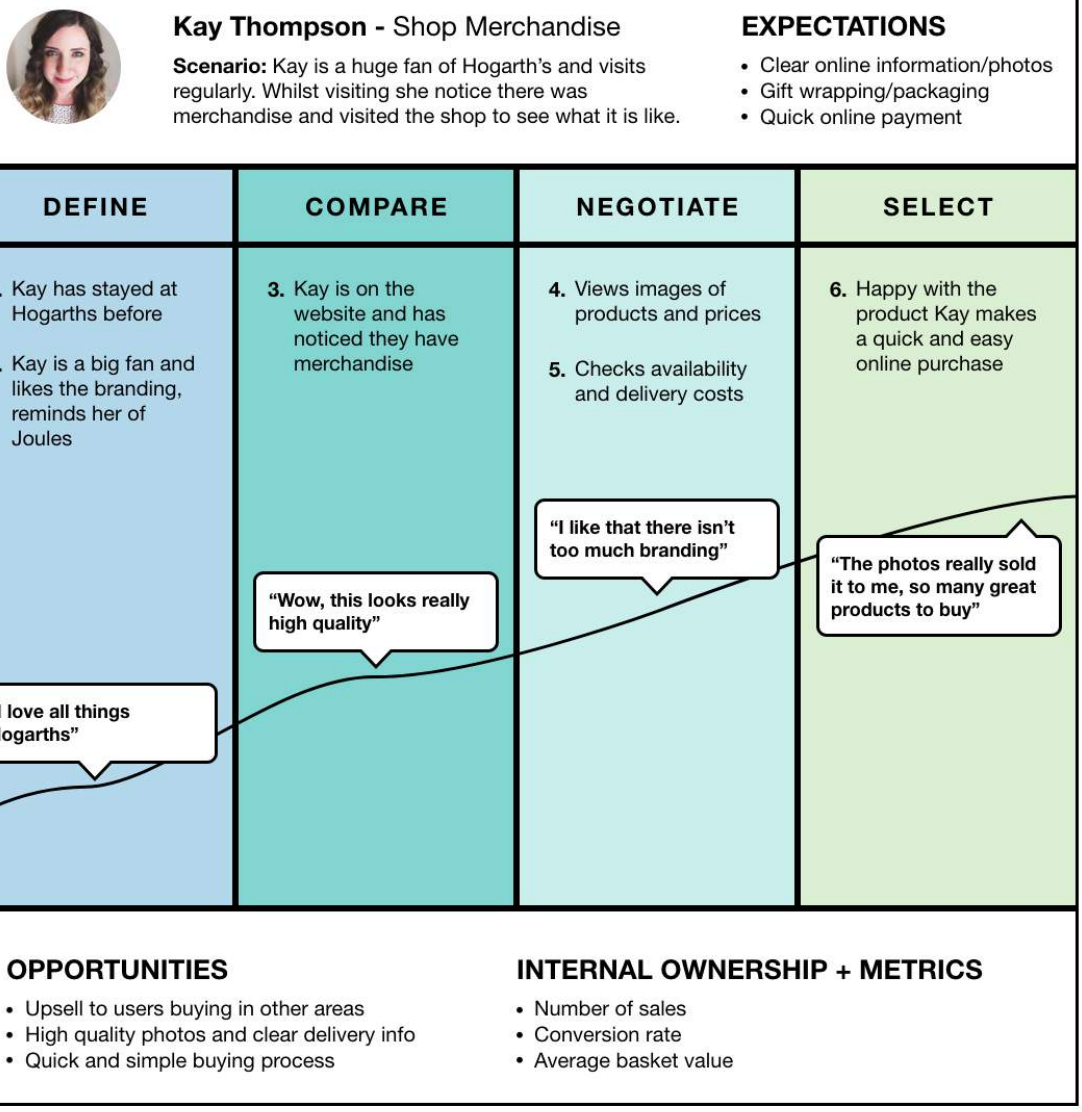
OPPORTUNITIES

- Information page + T&C's clearly displayed
- Simple purchasing process
- Design a good looking email for code

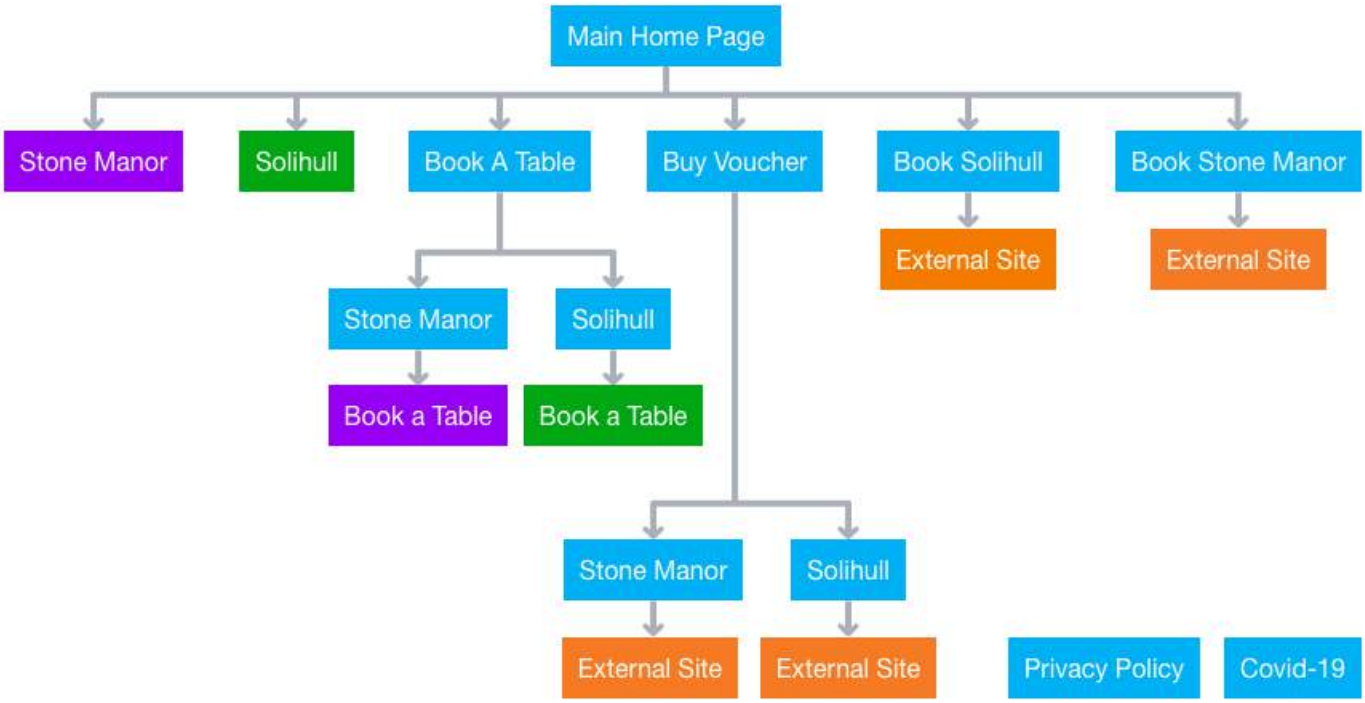
INTERNAL OWNERSHIP + METRICS

- Number of purchases
- Value of purchases
- Number of visits to page

Journey Mapping



Current Site Map - Main Site



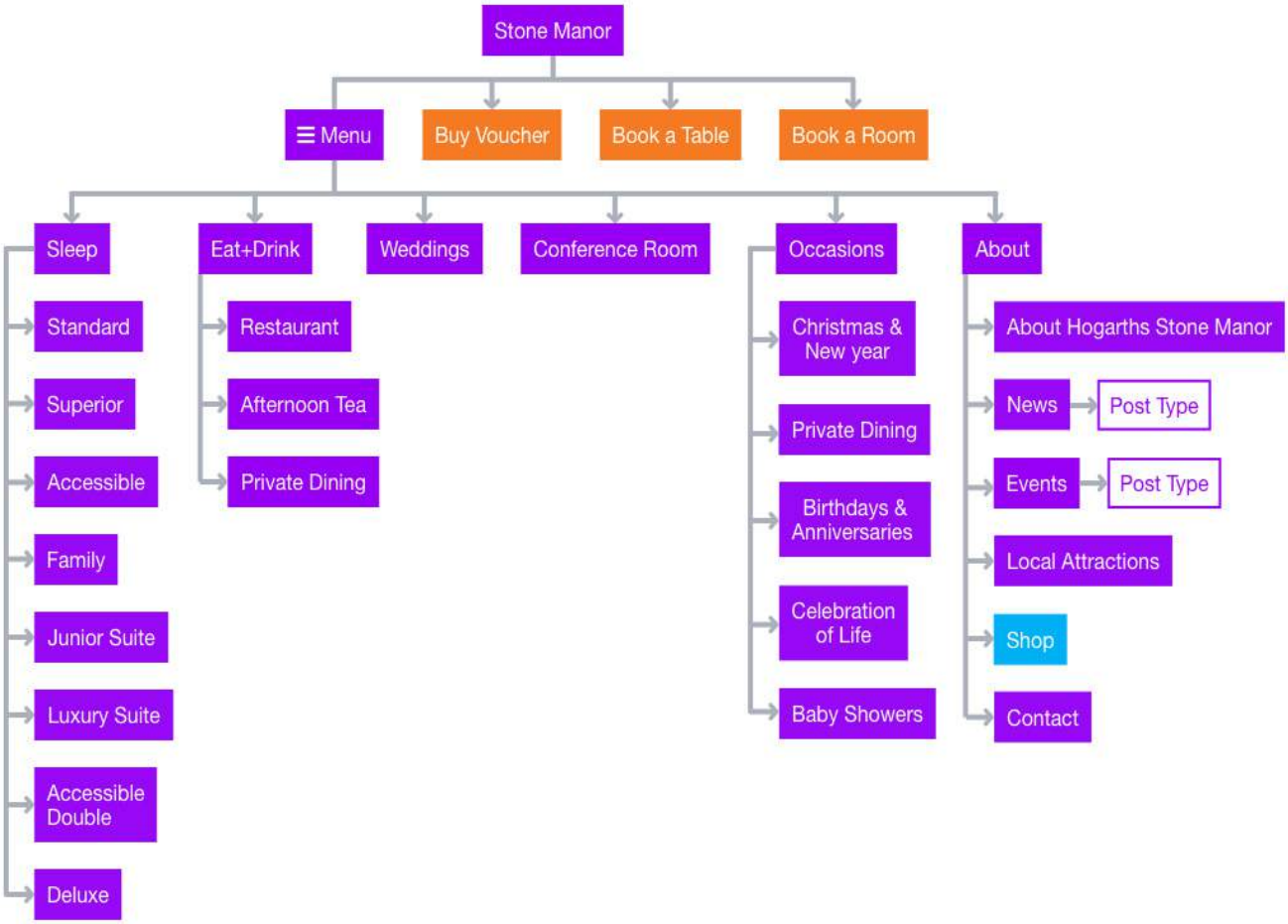
Current Site Map - Stone Manor

Current Site Map - Solihull

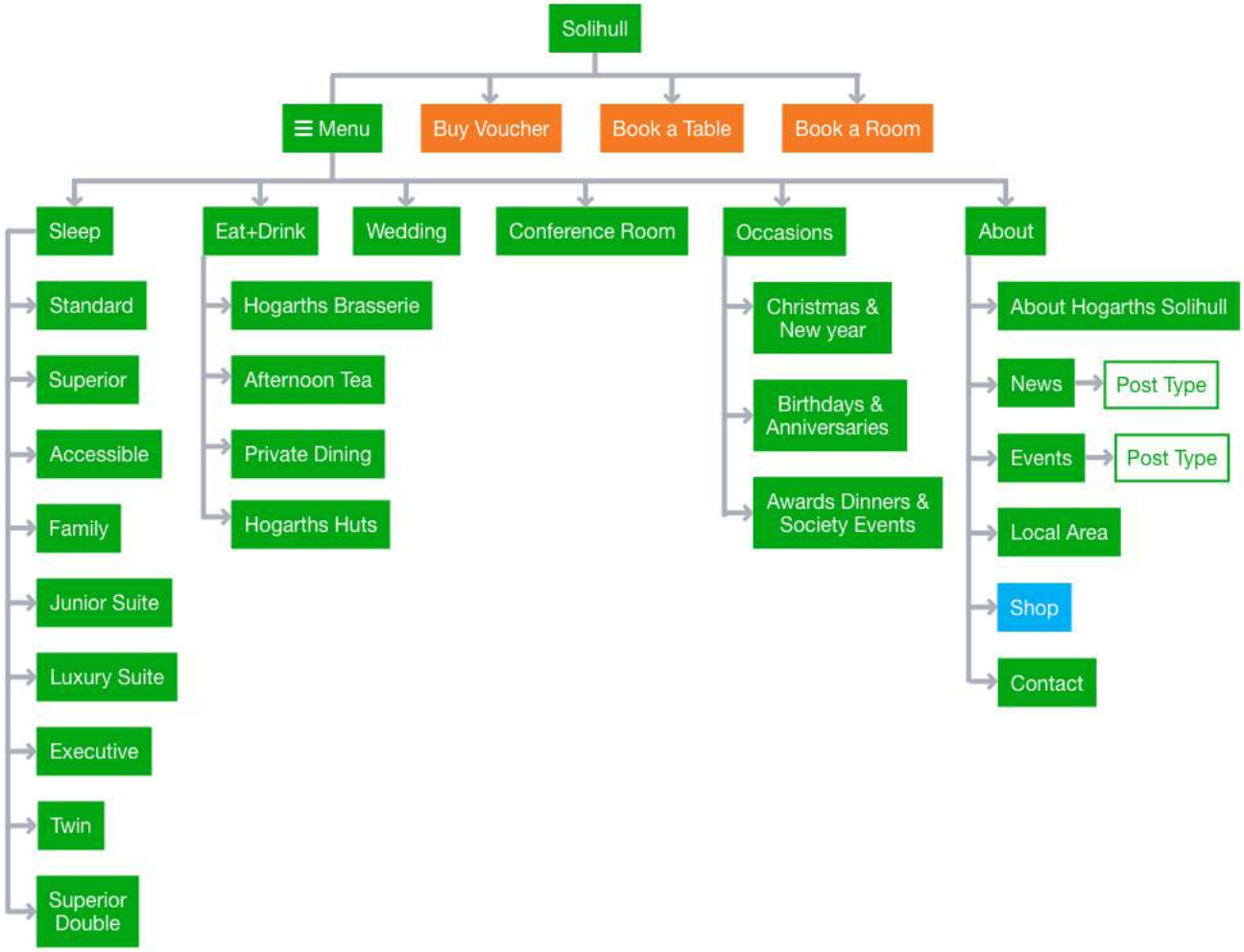
New Site Map - Main Site

Privacy Policy Careers Covid-19

New Site Map - Stone Manor



New Site Map - Solihull



Usability Review

The persona user flow has helped highlight the current avenues available for conversion. Through delving deeper into the current website we can highlight more opportunities for improvement by looking at the following 5 key areas:

01. User Journeys

a. Too many clicks due to too many pages
b. Navigation not dedicated to products/sales
c. Navigation has hidden pages that are difficult to locate
a. Multiple contact pages causes confusion
b. Primary goals not obvious
c. Lack of Landing pages

02. General

a. Location based information scattered
b. Site map not clear
c. Lack of grid pages causes confusion

03. Design

a. Design not reflective of the current brand
b. Website navigation area has spacing issues due to too many top level pages
c. Text has poor contrast ratio, bad for accessibility (See Lighthouse Report)
d. Lacks modern high end feel in areas

04. Mobile

a. Responsive navigation lacks sub-page indicators
b. Top-level pages with sub-pages need to be double clicked to visit
c. Slow to load (16 out of 100 - Google Lighthouse score)

05. Desktop

a. Broken styling and third party widgets
b. Navigation is limited to 4 pages in the drop-down

Opportunities

Based on the information gathered we have identified opportunities that will look at closing some of the current gaps in the user's experience.

01. User Journeys

a. Prioritising navigation for user goals
b. Clear hierarchy in site map
c. Highlighting primary goals and CTA's (call to action)
d. Tailored information based on location using multi-site
e. Quick and easy purchasing using WooCommerce for shop

02. General

a. Navigation to be streamlined for a better user experience
b. Homepage to highlight important areas of information
c. Information easy to find/read and filter where needed

03. Design

a. Clear and functional page layouts
b. Improved contrast ratio of text to improve accessibility
c. Navigation to be goal focused and functional
d. Update the style to be more up-to-date with current branding

04. Mobile

a. Consistent process with the tablet and desktop experience
b. Improve site speed and reduce loading times (See Lighthouse Report)
c. Reduce number of clicks required to complete goals

05. Desktop

a. Improved relationship with 3rd party tools
b. Navigation to allow more than 4 sub-pages

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