

# UIUX 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:

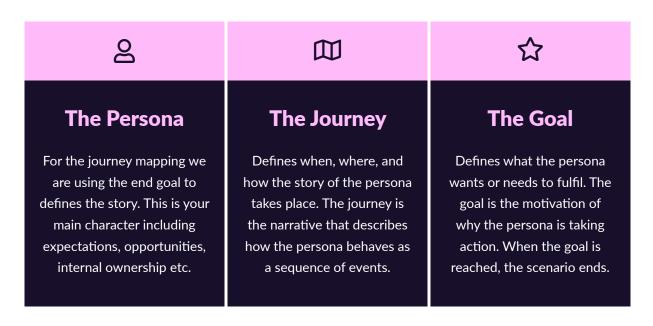
- Increase Bookings/sales
- Easy to use CMS
- Reflect the current brand

### **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:





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

- High ranking landing page with Google
- Modern images and clear information
- · Easy to use availability checker & booking
- Google SEO ranking
- Lighthouse scores
- Number of bookings



#### Jade Spencer - Book a Wedding

**Scenario:** Jade a 27 year old teacher from the Midlands who has recently been proposed to by her now fiancé Mark. Jade is looking to find her dream wedding venue.

#### **EXPECTATIONS**

- · Loads of choice
- · Clear package information
- · Aspirational Imagery

1. Jade wants to find a wedding venue and has had a few recommendations but wants to do her own research.  2. Jade has a budget in mind and what she would like but also looking for inspiration.  3. Jade searches Googles and talks to recently married friends.  4. Jade is also looking for wedding fairs.  5. Finds Hogarth's wedding landing page on Google.  6. Compares pricing packages and availability to see if it will make the final cut.  7. Books to visit venue and discuss options.  "Some great venues, but which is best?"  "I'm not sure what I want but I'll know it when I see it!"	DEFINE	COMPARE	NEGOTIATE	SELECT
	wedding venue and has had a few recommendations but wants to do her own research.  2. Jade has a budget in mind and what she would like but also looking for inspiration.  "Can I afford the dream	Googles and talks to recently married friends.  4. Jade is also looking for inspiration so searches for wedding fairs.  "I'm not sure what I want but I'll know it	wedding landing page on Google.  6. Compares pricing packages and availability to see if it will make the final cut.  7. Books to visit venue and discuss options.	venue and calculating costs makes payment/ booking through the website.  "The venue really sold it to me, and so easy to

#### **OPPORTUNITIES**

- · High ranking landing page with Google
- Aspirational images and clear content + pricing
- Easy to use availability checker & payment

#### **INTERNAL OWNERSHIP + METRICS**

- · Google SEO ranking
- Lighthouse scores
- Number of bookings



#### Susi Doherty - Book a Restaurant Table

**Scenario:** Susi wants to book a meal our for a meet up with her friends birthday. Susi wants to see the menu and know allergies are catered for.

#### **EXPECTATIONS**

- · Clear online information
- · Ability to compare menus
- · Quick online table booking

1. Susi has selected the location that is local to all those attending the meal  2. Katy needs to find the best restaurant in the location with the best menu  4. Finds the Hogarths Restaurant landing page.  4. Finds the Hogarths Restaurant landing page.  6. Menu has clear allergens advice  7. All attendees agree the menu looks great and should book soon  "What will my friends like to eat and where?"  "there are so many restaurants to choose from, hope it's good!"  "Not sure everyone attending will like the menu?"	DEFINE	COMPARE	NEGOTIATE	SELECT
	the location that is local to all those attending the meal  2. Katy needs to find the best restaurant in the location with the best menu  "What will my friends	Advisor/etc. to search Restaurants  4. Finds the Hogarths Restaurant landing page.  "there are so many restaurants to choose	find clear information and an easily downloaded and shared menu  6. Menu has clear allergens advice  7. All attendees agree the menu looks great and should book soon  "Not sure everyone attending will like the	website and clicks the book a table button where she is taken through a quick and easy booking process  "Booked a hotel with great reviews and

#### **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 table bookings



#### Nicola Talbot - Book a Conference Room

**Scenario:** Nicola is a PA that has been tasked with booking a conference room. She requires value for money, facilities and availability for attendees.

#### **EXPECTATIONS**

- · Clear online information
- Clear availability and facilities
- · Quick online booking

DEFINE	COMPARE	NEGOTIATE	SELECT	
1. Nicola has been tasked by her boss to find somewhere suitable to meet for the next company meeting.  2. The usual place she goes is not available and looking for a new suitable venue  "I need the venue to impress my boss"	3. Nicola searches Googles and talks to other colleagues in the industry  4. Nicola creates a short list of suitable venues in the right location  "The venue needs to be in the right location"	<ul> <li>5. Visits websites to compare facilities as she is looking for a "one-stop shop"</li> <li>6. Checks availability for the size room she needs and number of rooms</li> <li>7. Checks cancellation policy</li> <li>"Does it have the facilities we need?"</li> </ul>	8. Everything meets her criteria she needs so wants to book through an easy online process  "Hogarths ticks all the boxes and is available, time to book!"	
ODDODTHNITIES INTERNAL OWNERSHIP - METRICS				

#### **OPPORTUNITIES**

- · High ranking landing page
- · Clear and informative information/images
- · Easy to check availability

#### **INTERNAL OWNERSHIP + METRICS**

- Google SEO ranking
- Number of conference room bookings
- · Lighthouse scores



#### Melissa Bently - Book a Treatment/Spa

**Scenario:** Melissa has a booking at the hotel and would like to add some treatments. Not sure what she wants or is available and should be easy.

#### **EXPECTATIONS**

- · Clear online brochure
- · Easy to use availability checker
- · Quick online payment

DEFINE	COMPARE	NEGOTIATE	SELECT
Melissa has already     booked to stay at     Hogarths	3. Visits website to browse treatment/ spa information	5. Checks prices and availability to see if she's happy	Books through the website quickly and easily
2. Melissa would like to upgrade her experience with some additional treatments  "I wonder what I can add to my booking?"	4. Selects shortlist of treatments from the brochure she finds appealing  "These all sound great, what should I book?"	"What can I afford and is it available?"	"Well that was easy, can't wait for my stay"

#### **OPPORTUNITIES**

- · Clear treatment and facilities information
- · Easy to find pricing and availability
- · Quick and simple booking process

#### **INTERNAL OWNERSHIP + METRICS**

- · Up-to-date service and pricing information
- Number of bookings
- · Conversion rate (Google Analytics)



#### 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.  2. Afternoon tea has become very popular and would love to post about it on social media to make everyone jealous!  "Me & my friends would love to try afternoon tea"	3. Jenny searches Googles and Social media for ideas  4. Jenny discovers the Hogarths afternoon tea landing page  "I'm not sure what I'm looking for?"	<ul> <li>5. Checks pictures to see if it looks nice</li> <li>6. Checks availability, then looks at menu to check it meets dietary requirements</li> <li>7. Shares menu with friends</li> <li>"This looks good, hope everyone else agrees"</li> </ul>	8. Everybody is happy with the price and menu so goes through quick and easy booking process  "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



#### 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  "I wonder what Hogarths can provide?"	3. Visits website to find details  4. Navigates to the occasions page  "What page am I looking for?"	<ul> <li>5. Checks availability to see if the day they want is free</li> <li>5. Looks at package details to see price and shares the page with his partner to see if she agrees.</li> <li>"Not sure which hotel will be the best value?"</li> </ul>	6. Partner is happy and books through the website quickly and easily  "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



#### 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  2. Sophie has high expectations and wants to make sure it will be the perfect day for the family  "I would like the perfect Christmas"	3. Sophie searches Googles for details of Christmas at Hogarths  4. Sophie finds the page dedicated to this on the Hogarths website  "Where do I go to find out more?"	<ul> <li>5. Visits websites to see photos, read the menu and checks prices</li> <li>6. Shares menu with others in the family to get opinions</li> <li>7. Checks availability</li> <li>"The photos look great and the menu is extraordinary!"</li> </ul>	8. After seeing the photos and checking everyone likes the menu makes quick and easy booking online  "The menu really sold it to me so many choices"
OPPORTUNITIES		INTERNAL OWNERSH	IIP + METRICS

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

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



#### 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.  "A gift voucher would be the perfect gift"	3. Visits the website 4. Finds gift vouchers  "Where would I find 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?  "Do they charge an admin fee?"	6. Easy online purchase and delivery of gift voucher  "Wow, that was easy and the gift card looks great too!"	
OPPORTUNITIES INTERNAL OWNERSHIP + METRICS				

#### **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



#### Kay Thompson - Shop Merchandise

Scenario: Kay is a huge fan of Hogarth's and visits regularly. Whilst visiting she notice there was merchandise and visited the shop to see what it is like.

#### **EXPECTATIONS**

- · Clear online information/photos
- Gift wrapping/packaging
- · Quick online payment

DEFINE	COMPARE	NEGOTIATE	SELECT
1. Kay has stayed at Hogarths before  2. Kay is a big fan and likes the branding, reminds her of Joules	3. Kay is on the website and has noticed they have merchandise	<ul><li>4. Views images of products and prices</li><li>5. Checks availability and delivery costs</li></ul>	Happy with the product Kay makes a quick and easy online purchase
"I love all things Hogarths"	"Wow, this looks really high quality"	"I like that there isn't too much branding"	"The photos really sold it to me, so many great products to buy"
OPPORTUNITIES INTERNAL OWNERSHIP + METRICS			

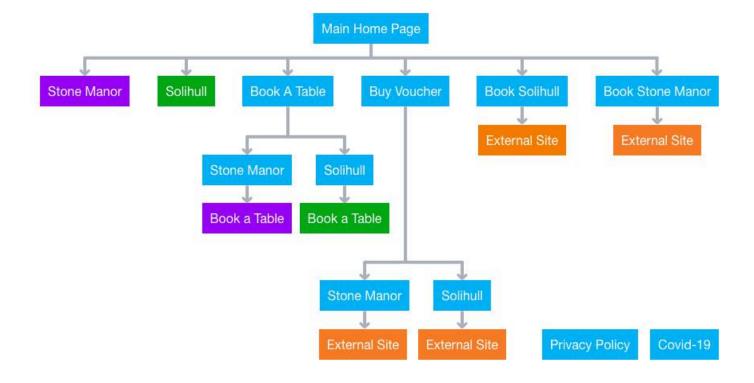
#### **OPPORTUNITIES**

- Upsell to users buying in other areas
- · High quality photos and clear delivery info
- · Quick and simple buying process

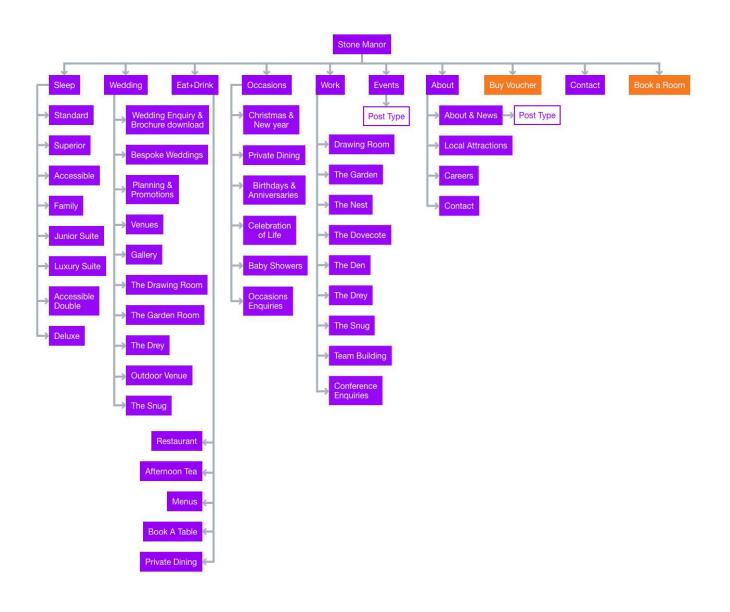
#### INTERNAL OWNERSHIP + METRICS

- · Number of sales
- Conversion rate
- · Average basket value

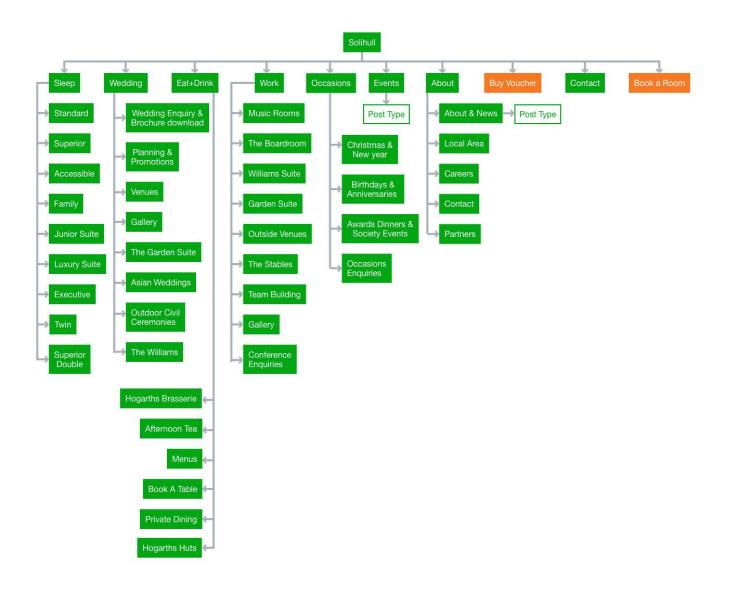
### Current Site Map - Main Site



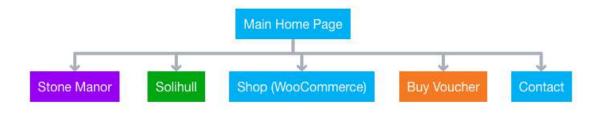
### Current Site Map - Stone Manor



### Current Site Map - Solihull

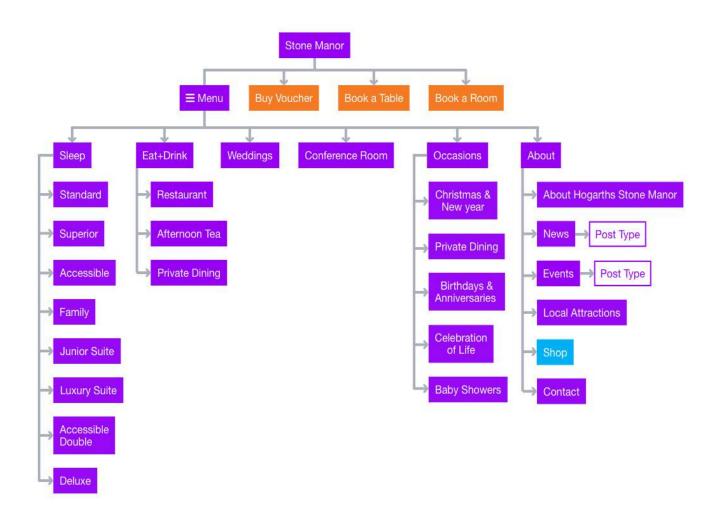


# New Site Map - Main Site

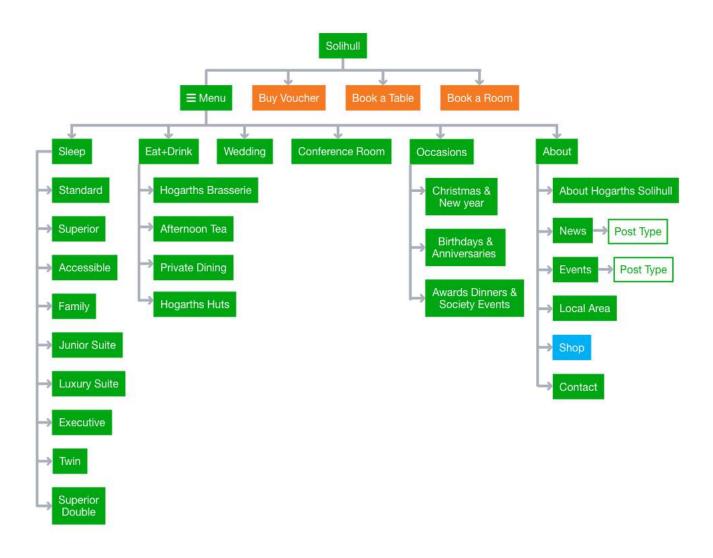


Privacy Policy Careers Covid-19

### 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



### Let's Talk!

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

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