



In-Depth UX Review

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GobySavvy

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Adtraction

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What's a UX Review?

- A User Experience Review is an assessment of the usability of a website or software application by a User eXperience (UX) Architect.
- The user interface is evaluated against established usability principles, scientific research, best-in-class practices, and current trends for creating intuitive, rewarding websites and applications that resonate with the way people think.
- UX principles are derived from over a century of research documenting the workings of human sensation, perception, and cognition.



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Good vs Bad User Experience

- Good UX is something that lays undetected and unnoticed. It provides users a *feeling of simplicity and elegance*. It exists behind the scenes, in the small details, but it is *essential* for your company and the people who use your products.
- Poor UX also lays undetected and unnoticed. However, it results in *clutter, frustration, and feelings of distaste*. People will say “this product is confusing”, or “something just isn’t right” or “I am lost”. A poor experience and usability may not immediately drive customers away, but it will eventually.

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Savvy Experience Review - Overview





A Savvy Experience Review of Adtraction was conducted to uncover major and minor UX and Usability issues and opportunities for improvement. Particular focus was given to:

- Insert the main principles, best practices, or trends used within your report.
- Ex. Landing page for optimal psychology, design, functionality, usability, etc.
- Ex. Navigation and user workflows, effort required to find key content and tools, etc.
- Ex. Overall design and look and feel, including layout/hierarchy, color, whitespace, etc.
- Ex. Content clarity and the ease at which users can form a mental model of the product.
- Ex. Visual elements and interactivity.
- These are always included for every project type:
- General web usability standards, including, but not limited to:
 - Information grouping
 - Visibility of system status
 - Match between the system and the real world
 - User control and freedom
 - Consistency and standards
 - Error prevention
 - Recognition rather than recall
 - Flexibility and efficiency of use
 - Aesthetic and minimalist design
 - Help and documentation

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Savvy Experience Review - Usability Rating Scale

The following usability rating scale was used in this report:

-  **Cosmetic problem:** does not need to be fixed unless extra time is available on project
-  **Minor usability problem:** fixing this should be given low priority
-  **Major usability problem:** important to fix, so should be given high priority
-  **Usability catastrophe:** imperative to fix this before product can be released

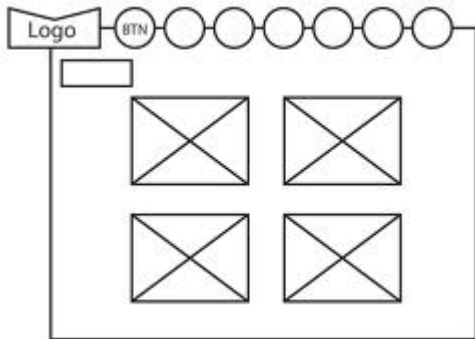
Adtraction

Format of the Report

A

Issues will be described in text, with screenshots of the interface shown to visually identify those issues. A blue letter callout on the screenshot corresponds to the text issue.

Solutions are hinted at throughout the document. However, direct guidance can be found in these blue boxes.



High level conceptual wires are included throughout the report. These wireframes clean up the screens and focus the user's attention more effectively (using some of the many recommendations). Obviously this was a UX review, but hopefully the wires add value by visualizing things. Should your project require more guidance via wireframes, feel free to reach out to us.

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Your Questionnaire Answers

The answers to the Savvy Experience Review questionnaire were used to help focus our efforts on your business and your users. To recap some of the key answers, you indicated:

- Primary users are website owners, who tend to be male, more highly educated with high technical know-how, and bloggers, who tend to be female, less educated and with less technical know-how.
- Majority of ad revenue comes from website owners, though advertisers want to be displayed on blogs, so that audience is also critical.
- The dashboard, the program directory, and the Transaction report are essential screens for the app.
- The primary focus for the review is the new user onboarding process.
- Adtraction indicated that ease of use, particularly for new users and bloggers, is a primary goal.

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Major Findings

Very little new-user guidance for on-boarding

New users, especially novices such as bloggers, have little help in the on-boarding process for the site. Screen after screen is presented with no instructions or explanations, no next steps. Create onboarding guidance instructions that clearly explain each step of the process. Present the onboarding guidance until the user has successfully completed all onboarding steps for a program, and then make the guidance available on demand for users who wish to be guided each time they go through the process. Make live help available throughout the app.

Lack of social proof

There is little social proof available on the site. Testimonials from real users would help novices feel more comfortable with the service.

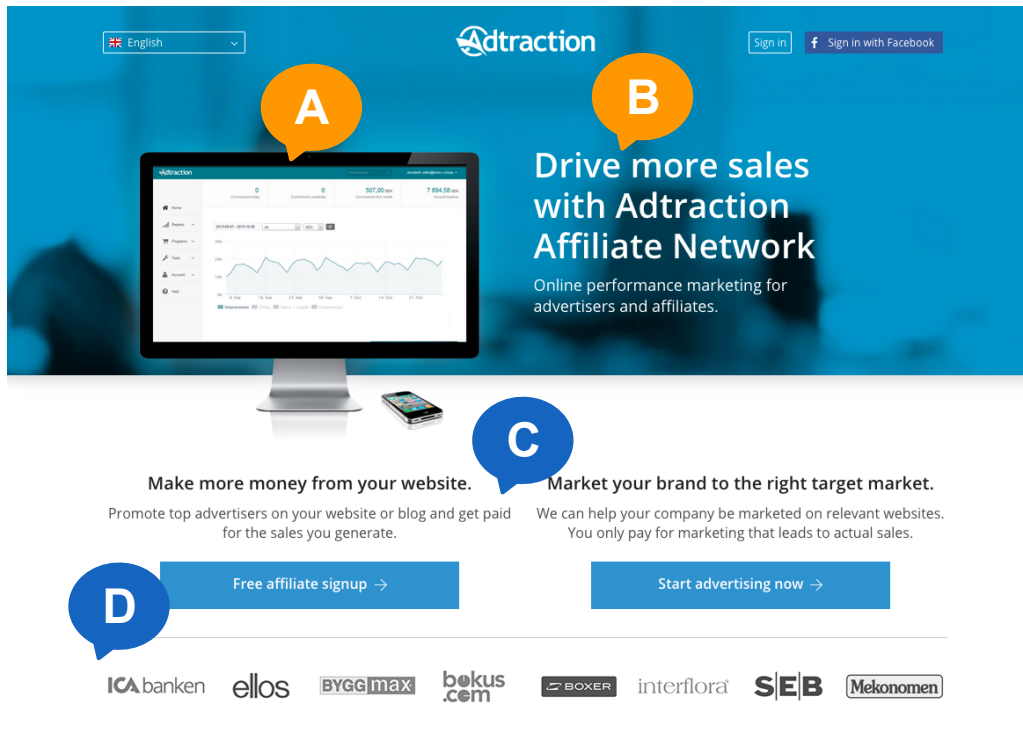
Primary audience is not catered to

As stated in the questionnaire, though bloggers make up the smallest portion of users they are critical to the success of the company and are seen as valuable by the advertisers. This user group is not catered to in any way on the site, beyond the excellent introduction video. Consider creating more videos that cater to this audience, providing a visual walk-through of each step using language and visuals that appeal to this audience.

Main Landing Page

Main Landing Page

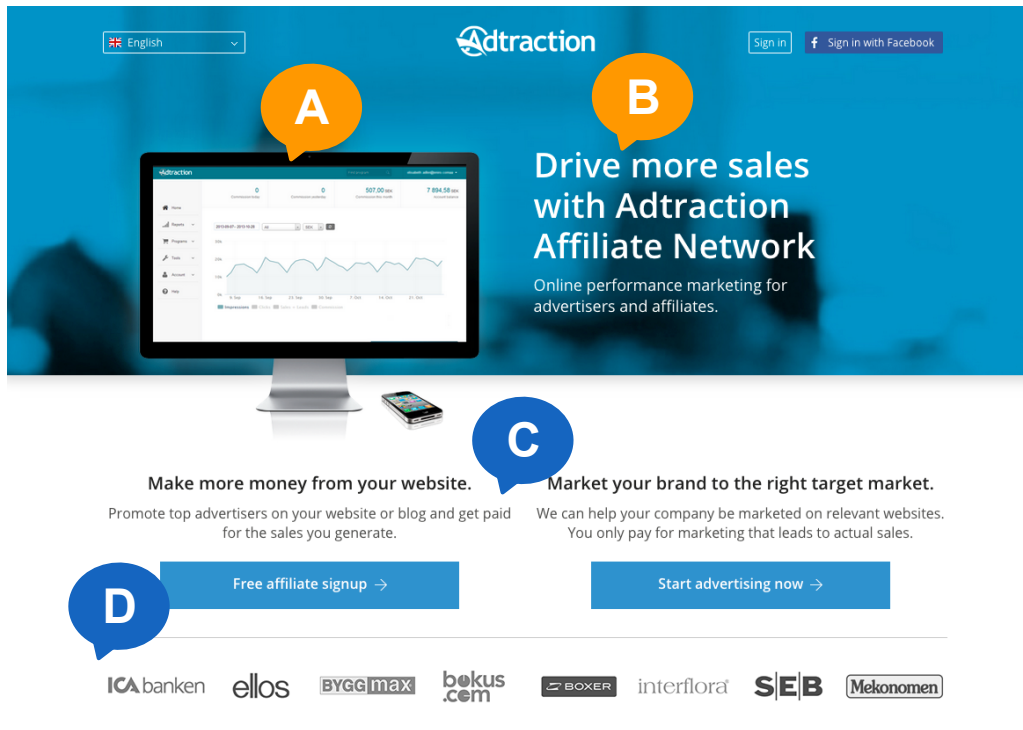
Copy is confusing, part 1



- The image of the Adtraction dashboard gives the impression that the service is software.
- The main copy on the page is referring to sales. This only speaks to the advertiser audience.
- The copy describing the website owner/blogger audience doesn't make it clear how sales are generated nor whose products are being sold. Is "affiliate" a term that is easily understood by all audiences?
- Are the logos that display here of companies who advertise through the network, or are these websites that are affiliates?

Main Landing Page

Copy is confusing, part 2



- A. Add imagery that is more descriptive of the actual service, instead of showing a screenshot of the dashboard. Consider adding a photo of a person, something users can relate to. Also, the monitor and iphone are both Apple products-users may mistakenly believe this service/product is for Apple users only. The phone is also distracting-is the intention to indicate that the service works on the phone?
- B. This copy is speaking only to advertisers. The main tagline on a landing page should express the overall value of the product to as many users as possible and not just one audience. Suggestion: "Adtraction connects website owners to a network of quality advertisers"

Main Landing Page

Copy is confusing, part 3

English

Adtraction

Sign in Sign in with Facebook

A

B

Drive more sales with Adtraction Affiliate Network

Online performance marketing for advertisers and affiliates.

C

Make more money from your website.
Promote top advertisers on your website or blog and get paid for the sales you generate.

Market your brand to the right target market.
We can help your company be marketed on relevant websites. You only pay for marketing that leads to actual sales.

D

Free affiliate signup →

Start advertising now →

ICA bankent ellos BYGGmax bokus.com BOXER interflora SEB Mekonomen

Example for D:

Join Our 20+ Million Customers

facebook

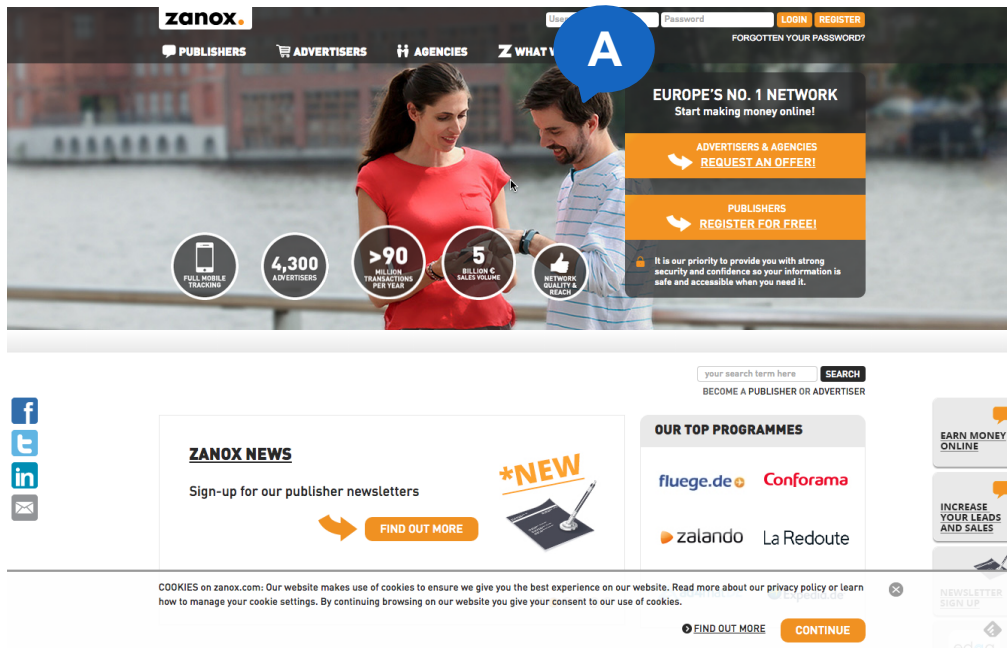
virgin america

salesforce

SAMSUNG

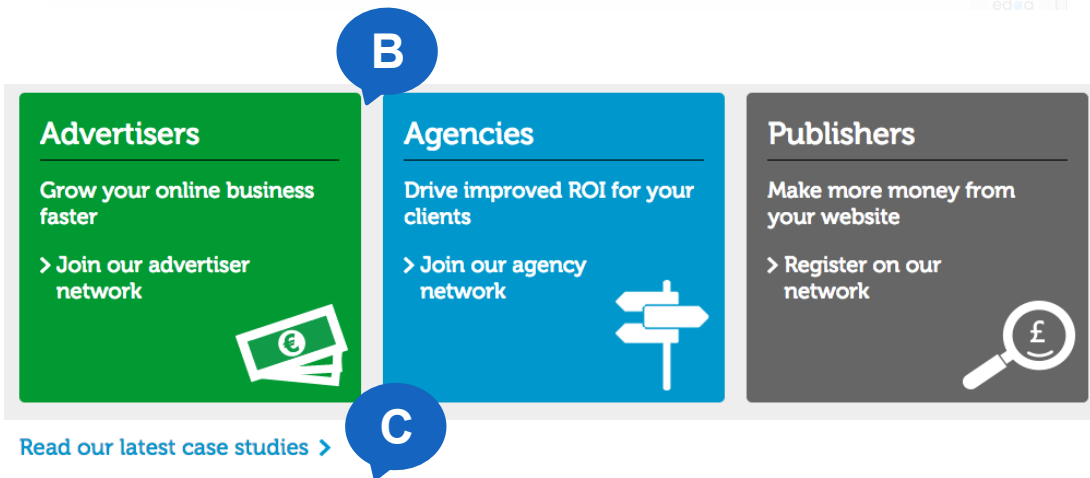
kraft foods

- C. The copy starts with “make more money from your website”, suggesting that users are already making some money from their websites. Suggest tightening this up, “Make money from your website or blog!” Make this copy clear about what the service is and how it will benefit the website owner/blogger. Instead of using “affiliate”, a word bloggers may not recognize, turn the sign-up button into more of an action that the users will understand, “Signup for free now!”
- D. Add a short line above the logos to indicate what types of companies these are. In the example here, it is made clear that the logos are to companies that are using the service. This provides a form of social proof.



Main Landing Page Competitor Review, part 1

- A. Zanox shows photos of people interacting with technology on their landing page. Research shows that people are hard-wired to look for and focus on images of other people.
- B. Tradedoubler clearly describes each audience and the benefit of their service to each group. They also do a good job of using social proof by adding a link to case studies and by showing logos and the number of businesses that use their service.



See why over 150,000 businesses use Tradedoubler



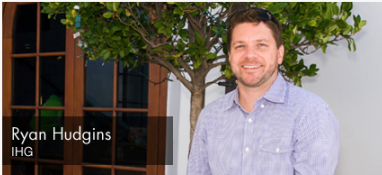
Main Landing Page

Competitor Review, part 2

A

Advertiser

Drive more sales with CJ Affiliate



Connect with consumers and drive more sales with the world's largest, most productive publisher network.

APPLY TO BECOME AN ADVERTISER »

Publisher

Make more money from your website



Earn income from your website traffic by partnering with the most widely recognized brands in the world.

FREE PUBLISHER SIGN-UP »

B

WHY CHOOSE CJ AFFILIATE



CJ Drives Results for Your Business

Whether it's monetizing website traffic, driving more sales or finding more customers, we understand that our clients' goals are our goals. Learn why affiliate marketing is critical in today's marketplace and listen to top advertisers and publishers discuss the results they've seen running their pay-for-performance programs on the CJ Network.

- A. CJ.com does a great job of clearly defining their two core audiences. They include a photo of a real representative user for each group and use clear copy to convey the value of the service to each group.
- B. CJ.com also has a video on the main landing page that speaks directly to the advertisers.

Affiliate Landing Page

Affiliate Landing Page

Goal audience not targeted

English

Adtraction

Sign in

Sign in with Facebook

Affiliate - make more money from your website or blog

Adtraction can help you, who runs a blog or website, to start earning money by advertising products that lead to sales. We cooperate with hundreds of widely recognized brands that you can promote on your website.

Sign up with Facebook

or

Email

Choose password

Sign up with email

This is how easy it is to make money from your website:

- Create a free account
- Choose the ads that suit your website or blog
- Get paid once you help the advertiser to generate

Profitable. It's completely free to become an affiliate in our network, and every time a sale or an action is completed - you get paid for your marketing efforts.

Transparent. You can follow your current revenue live by using our statistic tools. We don't force contracts on our members, we allow you to run advertising with any other

A

A. The business goal target audience (bloggers) is not catered to. Bloggers and website owners are grouped together under the affiliates label and neither audience is directly targeted.

A. While it is not necessary to target each group individually, making sure that the copy and visuals are understandable to bloggers, who tend to be less tech savvy and educated, will benefit both groups. Consider adding a user testimonial with photo on the page to connect bloggers to a real user.

Affiliate Landing Page

Intro Copy



Affiliate - make more money from your website or blog

Adtraction can help you, who runs a blog or website, to start earning money by advertising products that lead to sales. We cooperate with hundreds of widely recognized brands that you can promote on your website.


- A. The opening tagline is not effectively written.
- B. The opening copy does not clearly describe the service or the value to the user.

- A. Remove the word “affiliate” and keep the focus on the primary value to the user, “Make money from your website or blog!”
- B. The copy here is a little formal. Suggestion, “Adtraction helps website owners and bloggers to start earning money by advertising products from hundreds of great brands on your website. When clicks lead to sales, you earn money!”

Affiliate Landing Page

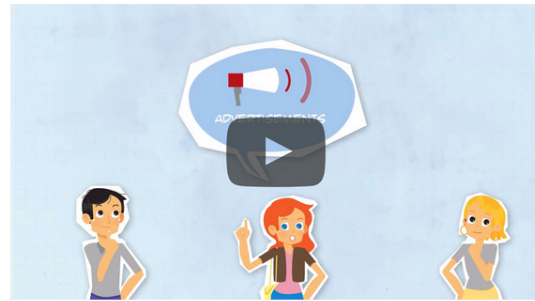
Steps Copy

This is how easy it is to make money from your website:

- 1 Create a free account
- 2 se the ads that suit your website or blog
- 3 Get paid once you help the advertiser to generate sales

A. The wording used for step 3 is vague-how does one help an advertiser generate sales?

A. Reword the copy to something more descriptive, like “Get paid when your readers click ads and buy from our advertisers!”. Steps help to sell a process to users; moving the steps up in the page instead of being one full page scroll down will help ensure they are read by prospective users.



This is how easy it is to make money from your website:

- 1 Create a free account
- 2 Choose the ads that suit your web
- 3 Get paid once you help the advertiser make sales

If you need help to get started feel free to contact our support team via support@adtraction.com.

icabanken ellos

Profitable. It's completely free to become an affiliate in our network, and every time a sale or an action is completed - you get paid for your marketing efforts.

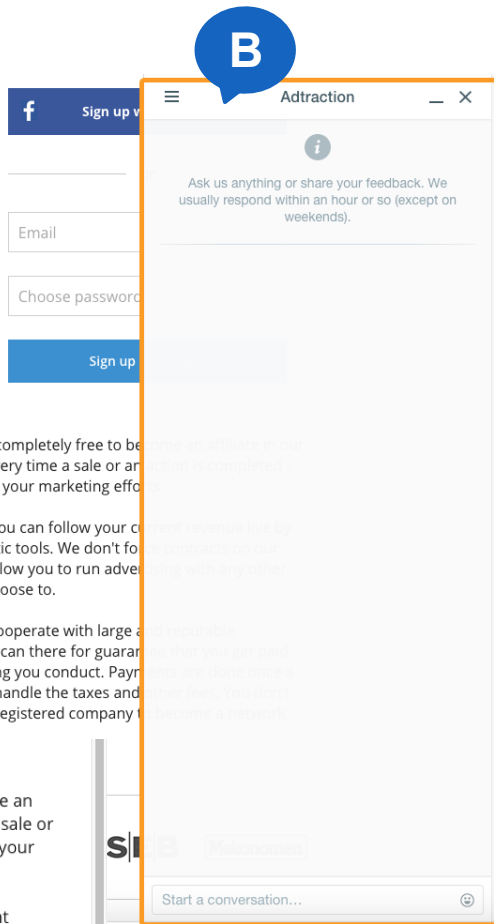
Transparent. You can follow your current revenue live by using our statistic tools. We don't force contracts on our members, we allow you to run advertising with any other operator you choose to.

Safe. We only cooperate with large and reputable advertisers and can there for guarantee that you get paid for the marketing you conduct. Payments are done once a month and we handle the taxes and other fees. You don't have to have a registered company to become a network member.

Profitable. It's completely free to become an affiliate in our network, and every time a sale or an action is completed - you get paid for your marketing efforts.

Transparent. You can follow your current revenue live by using our statistic tools. We don't force contracts on our members, we allow you to run advertising with any other operator you choose to.

Safe. We only cooperate with large and reputable advertisers and can there for guarantee that you get paid for the marketing you conduct. Payments are done once a month and we handle the taxes and other fees. You don't have to have a registered company to become a network member.



Affiliate Landing Page Sign-up Support

There are two methods of support displayed on the page, though neither is live.

- A. Email support is offered, though it requires the user to stop in the sign-up process and wait for a response.
- B. There is a contact chat box that displays to the right once clicked on, though again, it is not live.

- A. Email links should be help of last resort. Remove from primary content and move to secondary position, possibly in the footer.
- B. If an icon signifies live help, then it should provide live help. Consider adding live help during normal business hours. If a user has to wait an hour for a response from a chat window, it is not a live chat.



Examples:

“ For 10 years, Clickbooth has paid me on time, every single time.”

John S.
Exclusive Clickbooth Affiliate, 10 years

“Our partnership with Clickbooth has brought our company massive success over the years ”

David L.
Exclusive Clickbooth Affiliate, 3 years

Testimonial quotes

High Ratings with a large number of customer reviews and a Best Seller sales status suggests that people really like this product.

Ex Machina [Blu-ray]
 Corey Johnson (Actor), Oscar Isaac (Actor) |
 Format: Blu-ray
 ★★★★★ 193 customer reviews
 #1 Best Seller in Drama Blu-ray Discs

Affiliate Landing Page Limited Social Proof, part 1

Research shows that people care about what other users say and think about companies and products. Using social proof, such as showing testimonials, user reviews, ratings, and “likes” all help to increase user confidence in a given product, service, or company.

A. There is a “companies that use us” display of logos, implying that these companies utilize the service in some way. It is not clear if the companies listed are affiliates or advertisers.

A. Adding social proof elements like testimonials from actual blogger and website owner affiliates can help to instill trust in the company and the services Adtraction offers.

The screenshot shows the ClickBooth Affiliates landing page. At the top, there's a navigation bar with links: ADVERTISERS, AFFILIATES, ABOUT US, CAREERS, SUPPORT, and a Login button. The main headline reads: "DO YOU THINK BIGGER? JOIN THE #1 AFFILIATE NETWORK IN THE WORLD" with a "START NOW" button. Below this, there's a video player with the same headline. To the right of the video, it says: "Our AFFILIATES Have Been Paid Over \$1,000,000,979 with NO HAGGLE PAYOUTS" and "GUARANTEED ON TIME - EVERY TIME SERVING AFFILIATES SINCE 2002". At the bottom, there's a section for "Recent Press Coverage" featuring logos for FOX NEWS, NBC NEWS, abc NEWS, YAHOO! FINANCE, and THE WALL STREET JOURNAL. Callout A points to the "START NOW" button, B points to the payout amount, and C points to the press coverage section.

Affiliate Landing Page Limited Social Proof, part 2

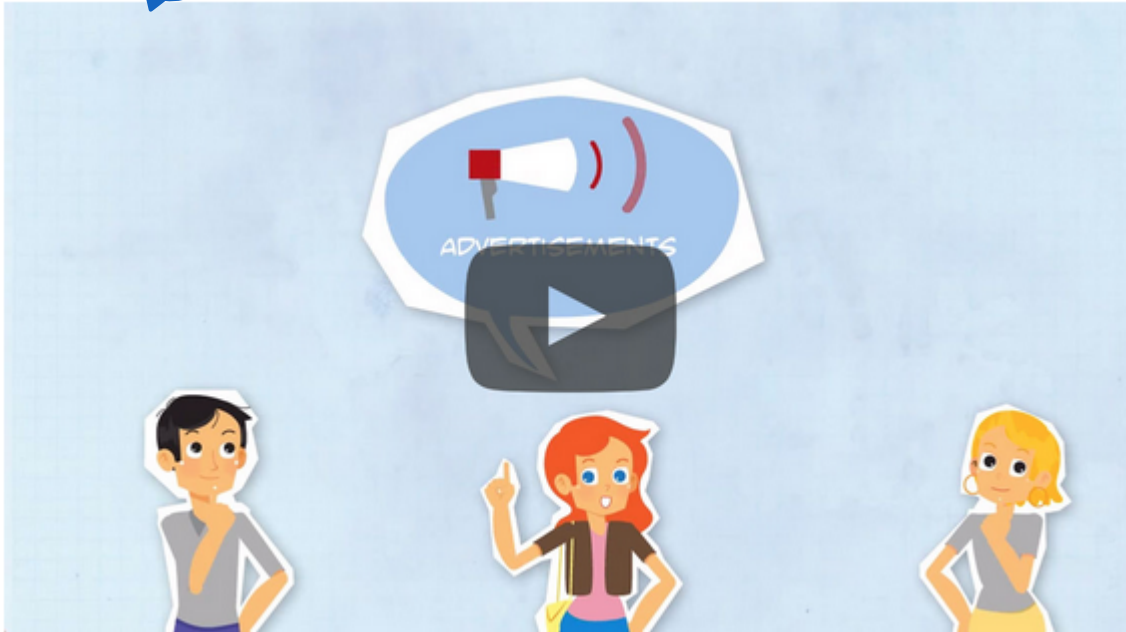
ClickBooth uses several methods of social proof on their Affiliates landing page.

- A. Qualifications bestowed by an authority, in this case Website magazine, immediately create a sense of quality.
- B. Quantitative proof, such as the amount of money paid to affiliates in real time, let prospective affiliates know that the service really does pay out.
- C. Showing recent press coverage by widely known news agencies provides legitimacy to ClickBooth and their service.
- D. ClickBooth shows testimonial quotes from actual affiliates as well as video testimonials.

The screenshot shows a testimonial section. On the left, there's a video player titled "Clickbooth Think Bigger Series: Daniel" showing a man in a white shirt and jeans leaning against a brick wall. On the right, there's a quote in a speech bubble: "What motivates me most is my family. They love the fact that we have time freedom." Below the quote, it says "Daniel P." and "Exclusive Clickbooth Affiliate, 4 years". Callout D points to the quote.

✓ Affiliate Landing Page Affiliate Video

A




- A. The intro affiliate video on the Affiliate landing page is very well-done. It clearly lays out the audiences and the value of the service to the audiences. It is recommended that this video be given more prominence on the page, perhaps leading off with the video instead of the intro tagline and copy. Intro videos can effectively communicate complex ideas quickly and require less work from users to consume and understand.



Affiliate Landing Page Proposed Layout Recommendations

- Start with the intro steps to immediately show how simple it is to get started.
- Put the the intro video in a prominent position to ensure users see it and are encouraged to view it.
- Add an actual user testimonial, preferably a blogger, with the user's photo to foster a connection with other bloggers.
- Refine the explanatory copy that is on the page to be more concise and only display what is necessary. Leave the detailed information to another page.
- Make support a visible benefit to the user.
- The call to action is for the user to sign up-bring attention to this area with a strong header.
- Add the "companies who use us" area at the bottom.

Sign-up Process

 Sign up with Facebook

or

A

Email

Choose password

Sign up with email

Example

Email

John@gmail.com

Password

TiMaPw_00123

Sign up with email

Affiliate Landing Page > Sign Up Process

Infield Form Labels

- A. The sign-up form uses infield labels rather than more conventional top or side-aligned labels.

- A. While infield labels look cleaner, they pose usability issues. Once the user has clicked into the field, the label disappears. If the user forgot what the label was, the only way to view the label again is to back out of the label. A better pattern is to use top-aligned infield labels, where the infield labels are aligned to the top of the form field and do not disappear once the user has started typing.

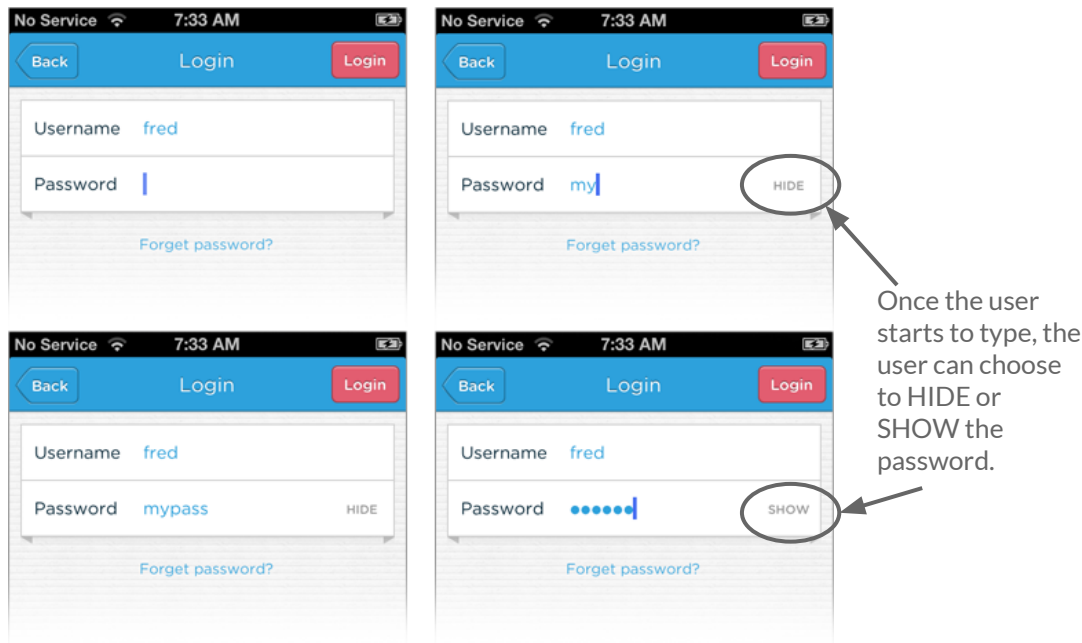


Affiliate Landing Page > Sign Up Process

Masked passwords

- A. There is no way for the user to see what they have typed in as a password or to verify the password as it is masked with circles as the only indicator.

Example



- A. Masked passwords tend to cause users to create overly simple passwords so that it is easier to remember, and to also significantly increase help desk support due to forgotten passwords. Add the ability for users to unmask the password so that they can see what they are typing. They can choose not to use this feature if they are in an insecure location where security is an issue.

Welcome to Adtraction!

Your account has been created. Next steps:



- 1 **Confirm your email**
We have sent you a confirmation email. Click the activation link provided in the email to confirm your email address and complete registration. If you did not get your confirmation email, check the spam folder in your email client. Contact support@adtraction.com for assistance.
- 2 **Add a channel**
Login to your account and add a channel. A channel is a place where you put banners or links to earn commission. It can be a website, a blog or a newsletter. It may also be paid advertising on, for example, Adwords or Facebook.
- 3 **Apply to join an affiliate program**
Adtraction verifies new websites within a few hours. When you have at least one approved channel in your account you will be able to apply to join the affiliate programs of your choice. When you are approved for an affiliate program you can access links and banners that you put on your blog or website to earn commission.



If you ever need help while using Adtraction, please contact support@adtraction.com!

Example

Welcome to Adtraction!

1. Confirm Email

2. Add a channel

3. Apply to join affiliate program

Next step: Confirm your email

Please check your email for a confirmation message sent by Adtraction and click the **Activate Account** link within the email.

If you did not receive a confirmation email, please check your spam folder.
[Resend confirmation email](#)

Affiliate Landing Page > Sign Up Process Confirmation of success

- A. Once the user has added an email and password successfully, they are routed to a confirmation page. There are three main steps listed but no clear next step without having to read a paragraph of text.

- A. Consider adding wizard steps with clear calls to action for each step. Use just in time instructions to guide the user rather than everything at once.



Login failed

Make sure you enter the correct username and password.
Note that the system distinguishes between uppercase and lowercase characters.

[Forgot password?](#)

Example

The screenshot shows a login form for Adtraction.com. It has a 'Sign in with Facebook' button, an 'or' separator, a text input field for the email (containing 'mpakron@gmail.com'), and a password input field (containing '.....'). Below the password field, a red error message reads: 'Password incorrect, please note passwords are case sensitive. Please check your password and try signing in again.' Below the error message is a blue 'Sign in' button. At the bottom, there are links for 'Forgot password?' and 'Free affiliate signup'.

The error message and help text are in close proximity to the affected field, providing context and an immediate action for the user to take.

Affiliate Landing Page > Sign Up Process

Login Errors

- A. If the user enters the incorrect password during the sign in process, they are routed to a separate error page without a clear next step.

- A. Most form errors should be handled on the form entry screen and should not route the user to a separate page. Add the error onto the sign in page where there is context for the user as to what to do next (try to sign in again).

Form Validation Best Practices, pt 1

There are four general components to effective form validation:

1. **Right time** of informing about problems/success

The right time to inform a user whether or not thy input correct information is immediately after the input.

Email address



A screenshot of a web form showing an email address input field. The field contains the text "marcin@testtest.com". To the right of the field, there is a red 'X' icon followed by the text "This email is already registered. Want to login or recover your password?". The text "login" and "recover" are blue, while "password" is red.

2. **Right place** for validation messages

Validation messages should be as close as possible to the affected field.



A screenshot of a web form showing a URL input field. The field contains the text "http:// UX .publishpath.com". Below the field, there is a red error message: "Please choose a different site address, as the one you chose already exists."

3. **Right color**

The standard colors for validation messages are: red for errors, blue for information, yellow for warnings, green for the confirmation of success.

Create a password



A screenshot of a web form showing a password input field. The field contains a series of dots. To the right of the field, there is a green checkmark icon followed by the text "Password is perfect!".

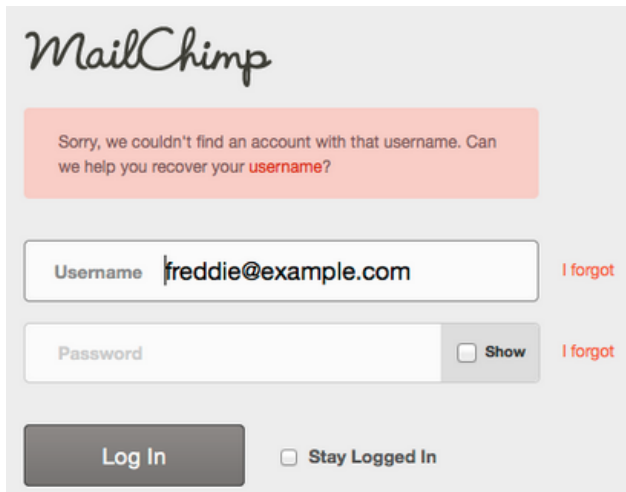
Form Validation Best Practices, pt 2

4. Clear language

Validation messages should clearly state what happened, how it can be fixed, and next steps.

Sorry, the username 'marcin', has already been taken. Please choose another username.

Examples:



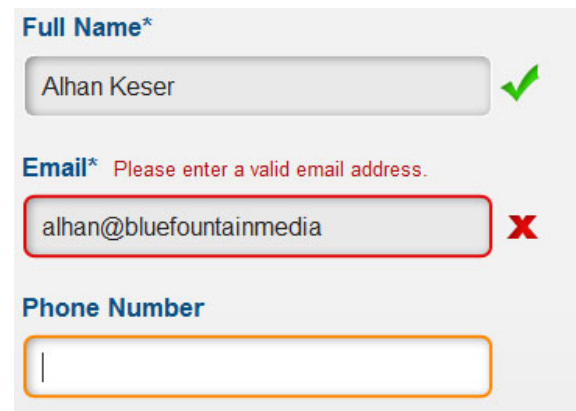
MailChimp

Sorry, we couldn't find an account with that username. Can we help you recover your **username**?

Username [I forgot](#)

Password ☐ Show [I forgot](#)

☐ Stay Logged In



Full Name* ✓

Email* Please enter a valid email address.
 ✗

Phone Number

Dashboard & Onboarding Process

Lamai PL

Clothing & Accessories » www.lamai.pl

Barnskor.org

Apply to program

Lamai

% CPS model

Sklep Lamai to firma, która wychodząc naprzeciw oczekiwaniom wszystkich kobiet, oferuje pokaźną kolekcję obuwia różnego rodzaju, które sprawdzi się na każdą porę roku. Buty, które cechuje nie tylko modny wygląd. Charakteryzuje je także świetne, precyzyjne wykonanie. Materiały wysokiej jakości gwarantujące, że obuwie to sprawdzi się nie tylko podczas jednego sezonu. Niezależnie od wysokości obcasów zapewniają komfort podczas codziennego noszenia. Można je swobodnie dopasować do stylizacji wieczorowej, dziennej jak i na różnego rodzaju ważne wyjścia. Próżno poszukiwać innych propozycji, które spełnią wszystkie oczekiwania, ponieważ takowych nie znajdziemy. To nie tylko obuwie spełniające wymagania najbardziej wymagających użytkowników, ale również tanie buty, które mimo przystępnej ceny, zyskują na niebanalnym wyglądzie. Każda z Pań znajdzie tutaj nie jedną parę butów, która na stałe zagości w jej szafie.

Getting started with Adtraction!



- 1 Apply for an affiliate program ([show me!](#))
- 2 Put a banner on your website ([show me!](#))
- 3 Get your first click ([show me!](#))

Nowe i atrakcyjne programy.

Zapraszamy do aplikowania na nowe programy w Adtraction:

Kredyty, pożyczki, inne:

- Ferratum - model CPS
- Euroloan - model CPS
- Idea Bank Kredyt Firmowy - model CPL (nowy i powracający klient)
- CITI Bank Karta Premier Miles - model CPS
- CITI Bank Karta Simplicity - model CPS
- CITI Bank Konto - model CPS
- Getin Bank iKredyt - model CPS i CPA

Ubezpieczenia

Commission

Default segment

Standard

%CPS

8,0 %

Banners and links

Text

3

JPEG/GIF

20

All

23

Data feed

Number of products

377

Last modified

2015-07-25 02:50

Dashboard

Language picker doesn't affect all text

- A. Changing the language to English does not translate all the page text into English, leaving certain portions in other languages.

- A. If you are going to present the user with the option to choose their language, make sure that all copy in the application is translated and not just portions of it. If the user can't read the non-translated copy then they can't make decisions that involves that copy. All of the program descriptions are in non-english languages, greatly affecting how users will be able to determine which programs they wish to apply to.

Dashboard

Help > Getting started

- A. The Getting started link under Help turns the Getting started box on the dashboard on an off, though there is no indication that that is the expected behavior.

Change link label to: Turn Getting started off, and Turn Getting started on, to make it clear to the user what action the link will take on the screen. This may also benefit from being a button rather than a link since it is an action and not navigation.

The screenshot shows the Adtraction dashboard interface. At the top, there's a teal header with the Adtraction logo, a search bar, a warning icon with a red '2', a UK flag, and the email 'mpakron@gmail.com'. Below the header, there are four summary cards: 'Commission today' (0), 'Commission yesterday' (0), 'Commission this month' (0), and 'Account balance' (0). The main content area is divided into sections: 'Trend' with a date range '2015-07-01 -- 2015-07-31', filters for 'All' and 'SEK', and a legend for 'Impressions', 'Clicks', 'Sales + Leads', and 'Commission'. Below this is 'New programs' with a dropdown for 'Sweden' and a 'Program directory' button. It lists programs like 'Furniturebox SE', 'Builder', and 'Cmore'. On the right, there's a 'Primary commission' table for the same date range, showing 0 for Impressions, Clicks, Sales, Leads, and Commission. A 'Secondary commission' table is partially visible. A red box highlights a 'Getting started with Adtraction!' sidebar with four steps: 1. Add a channel (show me!), 2. Apply for an affiliate program, 3. Put a banner on your website, and 4. Get your first click. Annotation 'A' points to the top header area. Annotation 'B' points to a notification box at the bottom right that says 'You have new notifications.' and lists two items: 'Your account has no approved channels.' and 'Please complete your account information.'

Dashboard

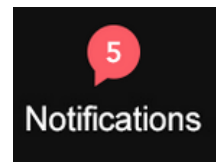
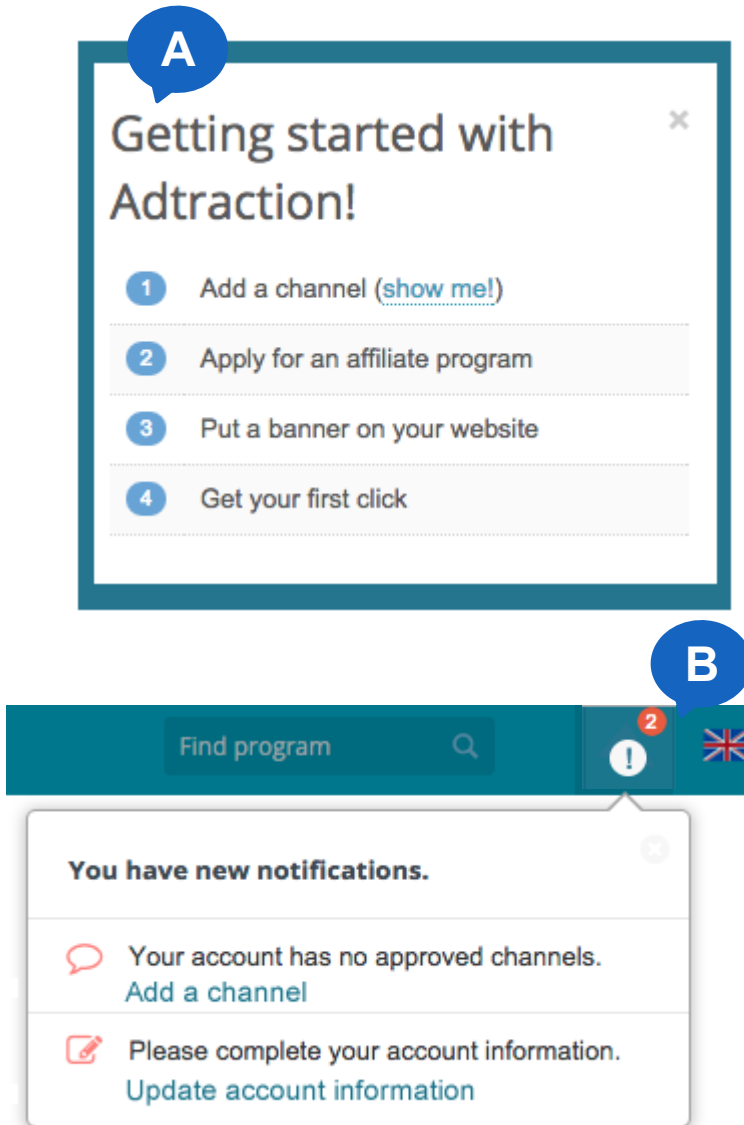
Not clear what to do next, pt 1

First-time users to the service, particularly novice users such as bloggers, may become overwhelmed by the dashboard. Adding contextual guidance can make the process seem less intimidating.

- A. When a user first logs into the dashboard, the instructions for what to do next blend into the other content, making them hard to find.
- B. There is a notices area that uses an icon that looks like a warning symbol that provides some guidance for the user, but it is not clear that clicking on an item will route to the specified action.

Dashboard

Not clear what to do next,
pt 2

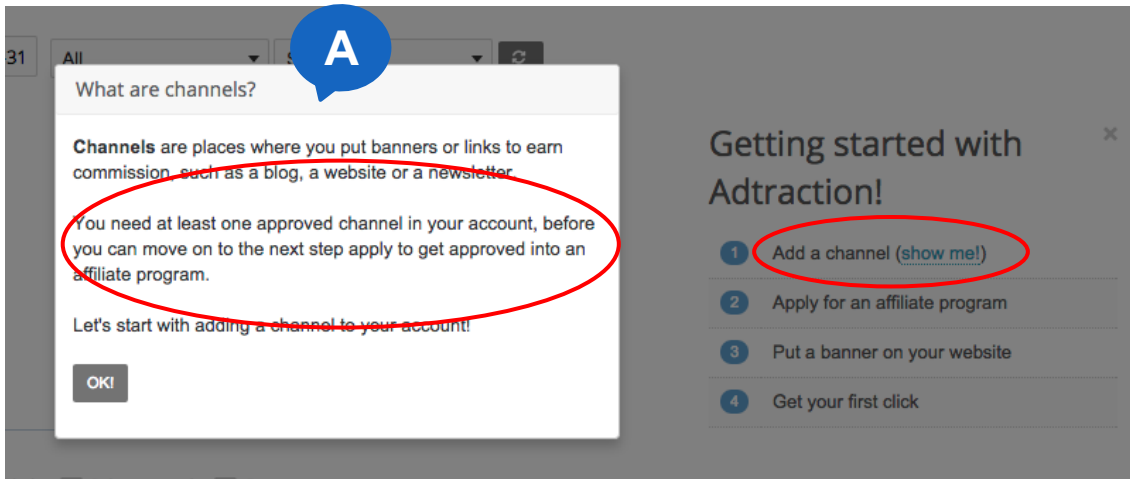


Another example of a notifications icon that uses a text label, making it much easier for users to immediately understand what the control does.

- A. Make the next steps box more prominent and easier to see. This can be easily accomplished by simply adding a noticeable blue border around the box.
- B. Add action links to each item within the Notifications area to make it clear to the user what they need to do next and how. A warning icon may not be the best visual for a notices area as it indicates that a problem may exist instead of that there are system messages for the user. Changing the icon slightly can keep the same message idea while removing the “warning” aspect. Adding a text label to the icon helps to remove any ambiguity as to the meaning of the icon.

Dashboard

Adding a Channel, pt 1



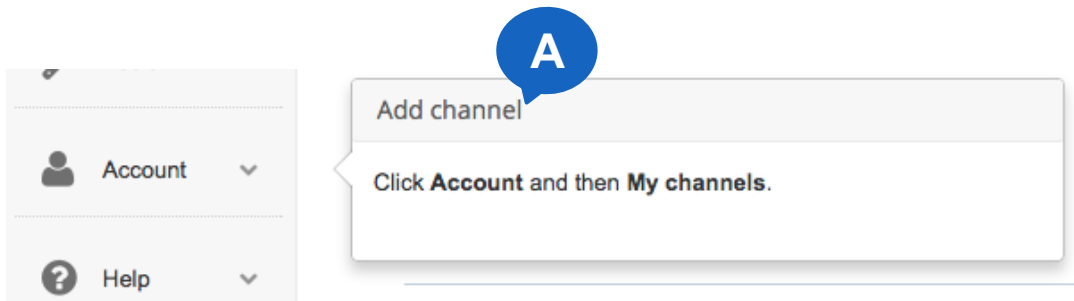
- A. The getting started box has an actionable link for step 1 : Add a channel, though it is not clear what “show me” will do. The link opens a modal with helpful information about what a channel is, though there are some copywriting issues in the second paragraph that could confuse the user.

- A. “Show me” suggests visuals; consider adding a screenshot of the Add Channels screen that shows a channel that has been added within the instructional box instead of just text. Add a comma within the copy of the second paragraph, “..before you can move on to the next step, apply to get approved into an affiliate program.”

✓ Dashboard

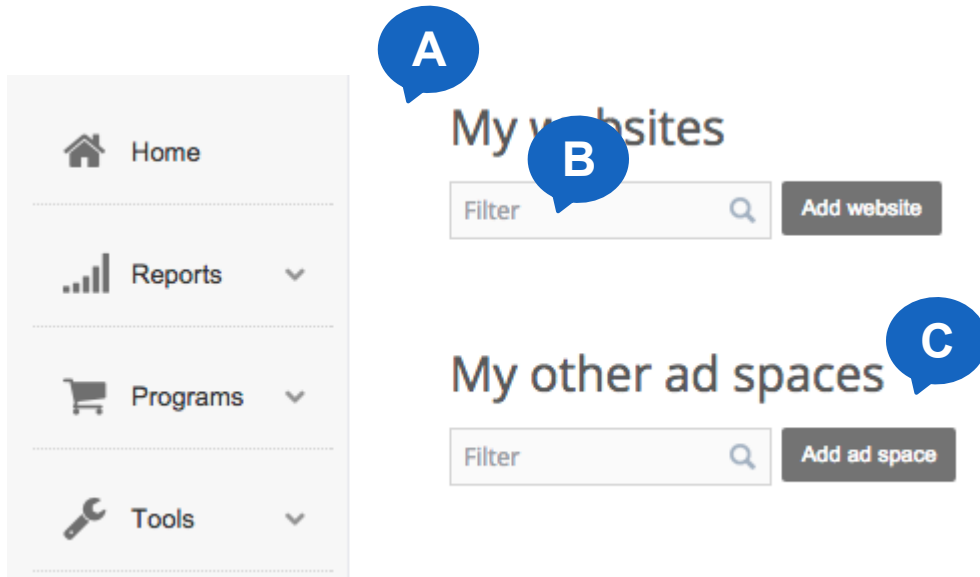
Adding a Channel, pt 2

- A. Clicking “ok” on the previous screen then displays a guided message that tells the user exactly where to click next. This is a great feature, though it could stand out a bit more from the rest of the screen-consider adding a colored border or a colored header background behind “Add channel”.



My Channels

Adding Channels



- A. Once the user follows the instructions on the previous screen, they are routed to the M Channels screen, though there is no page title to indicate the screen name nor any more guidance to the user as to what to do next.
- B. What does “filter” mean in connection to the two text fields on the screen? Why is there also a search icon within the same field?
- C. What does “other ad space” mean? This field also has the same issues with the “filter” and search icon.

- A. First-time users will need guidance throughout the entire on-boarding experience. Add an instructional box to the screen to indicate what the user should do next. Add a page title so it is easy for a user to know where they are within the Dashboard.
- B. “Filter” and the search icon do not appear to perform any function within the text field. Remove these labels as they could confuse your users.
- C. Provide a description as to what “other ad spaces” means.

Add website

Name

A

URL (incl http://)

Description

Category

Banking & Finance ▼

B

Do not participate in interest based advertising

☐

Save

Cancel

My Channels

Add Website, pt 1

- A. Adding a url on the My Channels screen routes the user here, where they are required to add the url again. The user could literally add the word “cat” to the website field on the previous page and still be routed here.
- B. What does this mean? Does clicking this mean the user will not put ads on the page? Isn't that the whole reason to add a channel?

- A. Is there a need for the previous screens text field if it does nothing but route the user to this page? Consider removing the field on the Add Channel page or even adding this form to that page instead of requiring the user to enter a field, click a button, then get to the form they need to fill out.

Category

Banking & Finance ▼

Do not participate in interest based advertising

☐

Save Cancel

B

My Channels

Add a Website, pt 2

- B. If this check box is necessary, add descriptive text or a tooltip next to it to provide help text for the user. If using a tooltip, have it activate on click, not on hover. Hover as an action doesn't translate well to other mediums, such as touch devices.

Explanation that describes what this checkbox does can go here in this tooltip.

☐ Do not participate in interest based advertising ?

Example of a tooltip for a field.

Add website

Name

URL (incl http://)

Description

Category

Banking & Finance

Do not participate in interest based advertising

☐

Save

Cancel

A

Website guidelines

Adtraction welcome most types of sites that have a well thought-content. However, we reserve the right to reject sites that are deemed to have too low potential in affiliate marketing.

- Incomplete sites with little or no content are not accepted
- Blogs should have been active for at least six months
- No adult sites or offensive content

Add website

Website guidelines

Adtraction welcome most types of sites that have a well thought-content. However, we reserve the right to reject sites that are deemed to have too low potential in affiliate marketing.

- Incomplete sites with little or no content are not accepted
- Blogs should have been active for at least six months
- No adult sites or offensive content

Name

URL (incl http://)

Example of the guidelines placed at the top of the form with high-contrast background and text.

My Channels

Add Website, pt 3

- A. The website Guidelines are located at the bottom of the form that they pertain to and are rendered in blue text on top of a blue background, making reading the text difficult.

- A. Move the guidelines to the top of the form and change the text color to dark grey or black to ensure sufficient contrast for reading, or darken the blue background and change the text to white.

My other ad spaces



Filter 

Add ad space

My Channels

My other ad spaces

- A. This field seems to serve no purpose other than to route the user to the Add ad space screen. The user could add any text into the field and the result would be the same, routed to Add ad space with no carryover of the entered text.

- A. If this field is really just a button to route users to a new page, remove the fields and just have two buttons on this screen, one for Adding a website and one for Adding additional ad spaces. Make it clear what the differences are between a website and an additional ad space.

Add ad space

Name A

Description B

Describe where ads will be shown. Provide URL if applicable, for example for pages on Facebook or Twitter.

Do not participate in interest based advertising C

☐

Type:

Display RTB ☒ Eniro ☐ Facebook ☐ Google ☐ LinkedIn ☐ MSN / Bing ☐ Mobile ☐ Newsletter ☐ Twitter ☐ Website on shared domain ☐ Yahoo ☐ YouTube ☐

D

Please note that traffic from other sources than the one selected above will not be tracked.

Save Cancel

My Channels

Add ad space, pt 1

- A. The instructions for this field are set inline and disappear as soon as the user starts to type.
- B. This field has the same issues as on the Add website screen.
- C. The Type radio button selector is not laid out in an efficient manner, and is even more difficult to use on mobile due to the collapsing of the radio controls into a grid.
- D. This info box has the same contrast issues as the Add web site screen.

Add ad space

Name

A

Description

Describe where the ads will be shown. Provide URL if applicable, for example, for pages on Facebook or Twitter.

☐ Do not participate in interest based advertising ?

B

Type:

Display RTB

Eniro

Facebook

Google LinkedIn

MSN/BING

Mobile

Newsletter

Twitter

Website on shared domain

Yahoo

YouTube

☐
☐
☐
☐
☐
☐
☐
☐
☐
☐
☐
☐

Please note that traffic from other sources than the one selected will not be tracked.

D

Save

Cancel

My Channels

Add ad space, pt 2: Recommended Layout

- A. Move the instructions to above the box so that they are persistent on the page.
- B. If this check box is necessary, add descriptive text or a tooltip next to it to provide help text for the user. If using a tooltip, have it activate on click, not on hover. Hover as an action doesn't translate well to other mediums, such as touch devices.
- C. Align the Type choices vertically to increase the readability of the choices and to improve rendering on mobile devices.
- D. Increase the background color saturation and change the text to white to improve readability; move the info box to closer proximity to the area it pertains to.

My Channels

What does the user do next?

My websites

Name	URL	Category	ID	Status	Action
test for ux review	www.uxtest.com	Data & Telecom	1094505737	Pending review	Edit / Delete

My other ad spaces

Ad space	Type	ID	Status	Action
test	Facebook	1094505606	Pending review	Edit / Delete

A. After the user adds a website and other ad spaces, they are routed back to My Channels. There are no next steps for the user to take indicated. Both actions have a “pending” status-what does that mean for the onboarding process? Is the user blocked from moving on to the next step until their spaces are approved?

A. Continue to provide a guided experience for the user until they have successfully completed all steps of the onboarding process. Provide clear next steps on this screen. If the user must wait until their spaces are approved, let them know that and provide guidance on what steps, if any , they can take until they are ready to move on to the next full step.

Getting started with Adtraction! ×

- 1 Apply for an affiliate program ([show me!](#))
- 2 Put a banner on your website ([show me!](#))
- 3 Get your first click ([show me!](#))



My programs

Filter

! Nothing found.



Pick an affiliate program

This page shows the affiliate programs you have applied for. Click a program that you are **Approved** for.

If you do not yet have a program that you are approved for, you need to wait until the advertiser has processed your application. You will receive an email from Adtraction when this is complete.

I'll wait

Dashboard

All steps are activated

- A. Once a channel has been approved, the next steps are displayed on the Dashboard. Each step is now activated, allowing users to move forward in the process before they can actually complete each step.
- B. The user can skip 1 and go to 2, which will route them to the My programs screen and a message telling them that they have no approved programs.

- A. It is recommended that only the next steps that the user can actually take be activated.
- B. If all steps stay activated, provide them with next steps. On this screen, let the user know that they have to apply for a program first, and provide the onscreen instructions for doing so.

Furniturebox DK

Home & Garden » w Furniturebox.dk

A

FURNITUREBOX™

Affiliatenätverk.org

Apply to program

Furniturebox tilbyder produkter fra kendte mærker sammen med en egne producerede produktsortiment og dermed vi kan bringe det miv der møbler til lav pris.

Takket være et tæt forhold til nogle af Europas bedste tekstil leverandører, kan vi også tilbyde dig en bred ty

Furniturebox retningslinje og Identitet- Møbler Portal t

Annoncør godkender den forrige måneds transaktion måned. Annoncører faktureres efterfølgende for godk Normalt udbetales til udgivere næste måned.

Publisher kan ikke handle via deres egne links.

Commission

Default segment	Standard
Order	6,0 %

Banners and links

Text	1
JPEG/GIF	10
All	11

Data feed

Number of products	1732
Last modified	2015-07-26 04:20

Policies

SEM:	Not allowed
Social Media:	Allowed
E-mail Marketing:	Not allowed
Coupon / rebate:	Not allowed
Cashback / reward:	Not allowed
Publisher agreement	

B

Programs

Program description page

- The program description pages have a dropdown with a list of the user's approved channels. There is no instructional text letting the user know that they must select a channel and then click Apply to program.
- There are no descriptions of the other content on the page. What does the Banners and links section describe? What about the policies?

- Provide instructional text indicating to the user that they must select a channel before they click Apply.
- Provide either on-screen descriptions or tooltips in order to give the user full explanations of all elements that are being listed.

Programs

Pending

Furniturebox DK

[Home & Garden](#) » www.furniturebox.dk



FURNITUREBOX™

Affiliatenätverk.org ▼

Pending review

Recommendation:

Furniturebox DK

[Home & Garden](#) » www.furniturebox.dk

FURNITUREBOX™

Affiliatenätverk.org ▼

Pending review

<< [view other programs](#)

- A. Once the user clicks Apply, a modal is displayed asking them to agree to the terms. Agreeing to the terms closes the modal and changes the Apply button to a Pending label. It is not obvious that any actions have been applied to the page. Users may not realize that anything happened. There is also no next step for users to take.

- A. Visually change the label with shape or color to make it more obvious to the user that an action has taken place. Display a next step for the user to take, such as viewing other programs to apply to.

My programs

Status	Program	Channel	A	
Accepted	Accept Inkomstförsäkring	Ränta.org	Banners	Custom link
Accepted	Adtraction Banner Hosting	Presentz.se	Banners	Custom link
Accepted	Adtraction Banner Hosting	Hotelljakt	Banners	Custom link
Accepted	Adtraction Banner Hosting	Billigt.biz	Banners	Custom link
Accepted	Adtraction Demo Advertiser	Billigt.biz	Banners	Custom link
Accepted	Adtraction SE	Presentz.se	Banners	Custom link
Accepted	Adtraction SE	Billigt.biz	Banners	Custom link

My Programs

No guidance

- A. Programs the user has been accepted to display on My Programs. There are no instructions or next steps for the user on the screen as to what to do once they are accepted into a program.

- A. Continue on-boarding guidance until the user has successfully completed all steps for at least one program. Provide on-screen instructions for how to add the program codes to a user's site.

Create custom link (Accept Inkomstförsäkring)

Channel

Ränta.org

A

HTML



Cleanlink



URL



Open link in new window

OFF

Target URL (not required)

Get tracking code

Cancel

Create custom link

No instructions

- A. The Create custom link screen has no explanations for any of the fields. These are not obvious fields; novices may have no idea what a “cleanlink” is or what a target URL is.

- A. Do not assume that users will know what every field means or that a dropdown with the label *Channel* is sufficient explanation as to what to do with that field. Provide on-screen instructions for each field on this form or provide tooltips-the user should have all of the information that they need to successfully submit this form on the screen.

The screenshot shows a web application interface. At the top, there is a teal header with a 'Find program' button. Below the header, the 'Program directory' is displayed with a search bar set to 'Sweden'. A grid of category buttons is shown, including 'Banking & Finance (32)', 'Clothing & Accessories (24)', 'Health & Beauty (28)', 'Computers & Electronics (4)', 'Media & Information (5)', 'Home & Garden (29)', 'Hobbies & Leisure (9)', 'Travel & Accommodation (10)', 'Internet (1)', 'Sports & Games', 'Data & Telecom (4)', and 'All (228)'. A search bar with a magnifying glass icon and a 'Search' button is at the bottom left. On the right side, a chat window is open, showing a profile for 'Emelie' with a blue speech bubble icon containing a white 'A'. The chat window contains instructional text about adding channels to an account, with examples for websites and ad spaces. A blue circular icon with a white question mark is positioned at the bottom center, with an arrow pointing towards the chat window.

Find program

Program directory

Sweden

Banking & Finance (32) Clothing & Accessories (24) Health & Beauty (28) Computers & Electronics (4) Media & Information (5) Home & Garden (29) Hobbies & Leisure (9) Travel & Accommodation (10) Internet (1) Sports & Games Data & Telecom (4) All (228)

Search

Emelie

Use this page to add **channels** to your account. Channels are places where you put banners or links to earn commission. There are two types of channels:

Website. Use this if your channel is located on a dedicated domain / subdomain. Examples:

- www.mypage.com
- mypage.blogger.com

Ad space. Use this if your channel is *not* located on a dedicated domain. Examples:

- Newsletter
- Facebook page
- Adwords campaign
- Shared domain (ex. Blogger.com/mypage)

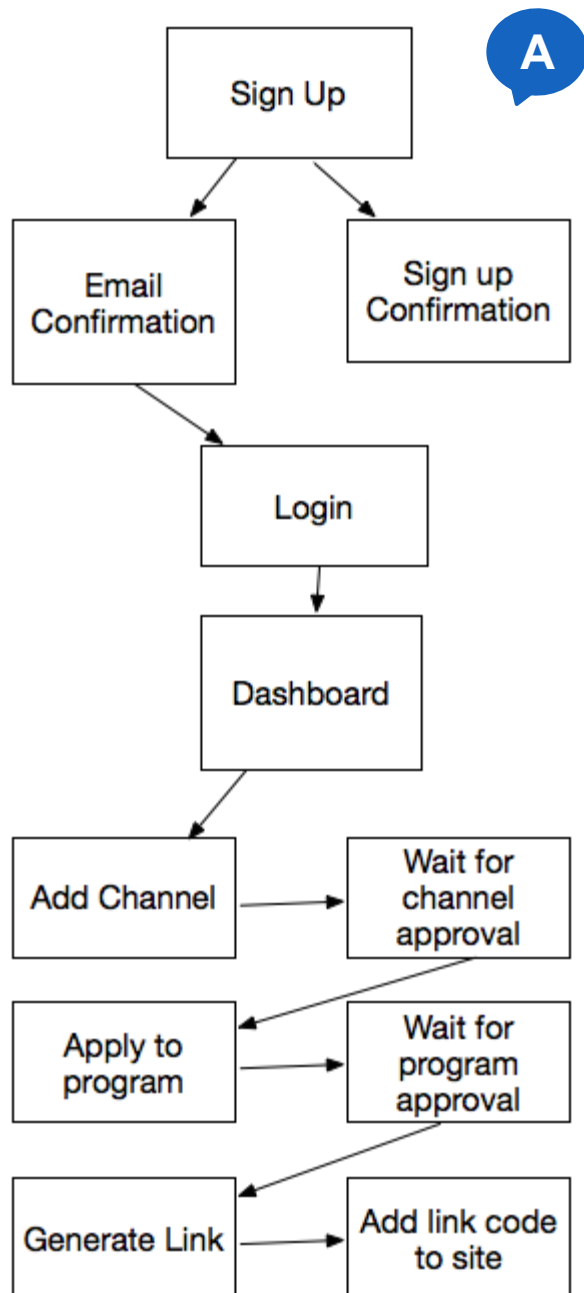
If you have questions, we're here to help!

Dashboard

Hidden Guidance

- A. Useful instructional text is being hidden in the Chat icon that displays at the bottom right of each screen.

- A. Guidance should not be hidden under an icon that commonly means Contact or Chat. Also, the same guidance is displayed on all screens and is not contextual. If you are going to display guidance, make sure it applies to the screen that the user is currently on and is easy to find.



Onboarding Process

More complicated than presented

- A. The actual new user onboarding process contains around 11 steps and screens that the user has to go through before they are fully onboarded. Two steps require the user to wait for approvals.

- A. Give the user a task that they accomplish while waiting for the system. While waiting for their channel to be approved, users can be reviewing programs. While waiting for program approval, users can be applying for multiple programs. Make sure users don't get hard stops in the process that would cause them to exit the Dashboard.

Onboarding Process

Recommendations

New user onboarding for novices is an area that requires refinement. There are several things that can be done to improve the process and make onboarding as smooth as possible:

- Email confirmation: is it really necessary for the user to confirm the email before they can sign in? Can the user confirm the email at a later time? If so, once the user has signed up, they can move directly to an affirmative confirmation screen and login.
- Once the novice logs in, onscreen guidance should be highly visible, friendly, and direct the user through each onboarding step. The user should never be left at a screen with no guidance.
- Consider creating an onboarding overview video in the same visual style and tone of the intro video. The video could display on an overlay once the user log in for the first time.
- Once the user has been guided to a step that requires approval, be sure to reassure them that they are completing steps successfully and provide a next step that the user can take other than just waiting. For example, after the user has added a channel, provide a reassuring message and suggest that while they are waiting to go check their email and confirm the email address they signed up with.
- The default dashboard is an overwhelming collection of visualized data and content. Consider only showing what is applicable to the user. New users should not have to see Trends or commission statistics as there is no data for a new user.
- Simplify forms: Several of the forms and screens the user encounters during the onboarding phase have vague text labels, no instructions or guidance, and are not laid out in a manner that is easy to understand. Review each screen and remove complexity wherever possible. Add descriptive labels, tooltips, and instructional text, and add guided tour overlays that can be turned off by the user.

Onboarding Process

Recommended Confirmation/Login screen




Welcome to Adtraction!

Your account has been successfully created! Now you can login and add a channel!

Adtraction has sent you a confirmation email. Please click the link within the email within the next 3 days to confirm your email.

Let's get started by logging in!

 Sign in with Facebook

or

Sign in

[Forgot password?](#)

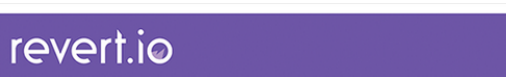
Onboarding Examples

Onboarding is the process of signing up a new user to a service. The service Revert does a great job of signing new users up and guiding them throughout the process.

Get started for free! Setup takes minutes, no credit card required

Your Name Email address

revert.io Apps Pricing Blog Sign In



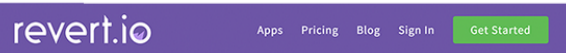
Hello krysl!

Thanks for trying Revert! We're really excited to help you backup and archive your files and data.

See you soon!
Thanks,
Team Revert

p.s. If you didn't sign up for a Revert account you can safely ignore this email.
support@revert.io

This email was sent by your new friends at [Revert](#)



Thanks krysl, you're almost done!

You successfully verified your email address. Now choose a strong password to create your Revert account

YOUR NAME

EMAIL

* CHOOSE A PASSWORD

By creating an account, you agree to our [terms](#) and [privacy policy](#).

What can I backup for free?

Evernote, Tumblr, MailChimp, ConstantContact

What apps are for Pro users?

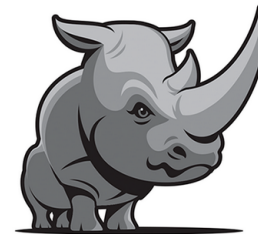
You get a free 14 day trial for Dropbox, Highrise, and PipelineDeals

Can I export my backup data?

Yes, you can search and download the raw data or files that we have extracted from any of the cloud services that you choose to backup.

Thanks for joining Revert!

We need to confirm your email address.



We've sent an email to

Click the button in the email to start setting up your first backup.

revert.io Search backups Add an App

Welcome to Revert

To get started, select the apps that you want backed up.

Productivity

Daily Backup for notes, blog posts & more...

EVERNOTE

tumblr.

Files

Daily backup for popular file syncing apps

Google Drive

Dropbox

Hi krysl,

I'm Nicole, co-founder of Revert.

We're passionate about protecting your cloud data and providing awesome customer service, so I wanted to say thank you for signing up.

If you have any questions or feedback, please let us know. We reply to every message and love to help.

Thanks!
Nicole Fougere

Write a reply...

Transaction Report

Transaction report

Channel Program

Period

Today

Yesterday

Last 7 days

Last 30 days

This month

Last month

Year to date

Custom range

FROM TO

Apply Cancel

Period

2015-01-01 -- 2015-0

Example:

2015-01-01 - 2015-07-28

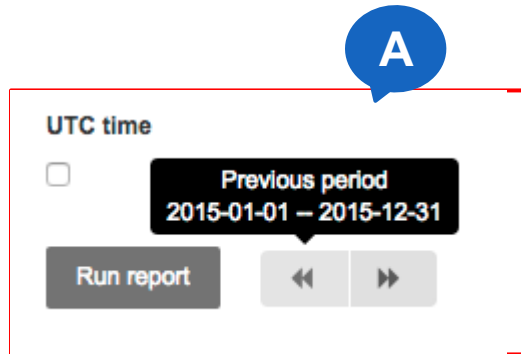
Transaction Report Report Period Dropdown

- A. The Period field has no indication that it is actually a dropdown form, it appears to be a text field.
- B. The text that displays within the field does not read immediately as a date range and the whole range is not visible within the field.

- A. Add an arrow next to the field to indicate to the user that the field is meant to be clicked in and that there are more options.
- B. Lengthen the field so that the full range can be displayed.

Transaction Report

Previous/Next Period



- A. Next to the Run report button are two player-type controls, traditionally rewind and fast forward. The user must hover over the controls to see that they are affecting the time period.

- A. If these controls are used, they should be next to the Period field and not next to the Run report button. Instead of using text-less control, use text-label controls that explicitly state what action each control will take on the screen.

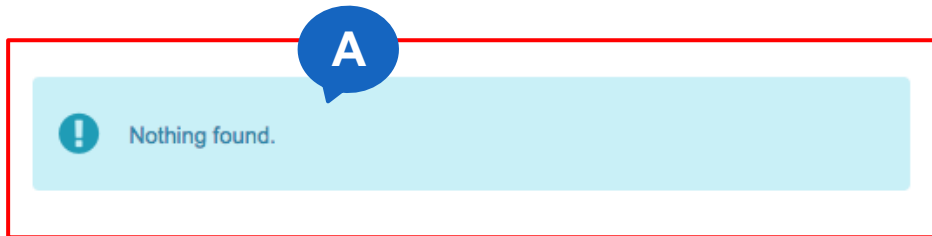
Example:

Period

2015-01-01 - 2015-07-28 ▼ < Previous Period Previous Period >

Transaction Report

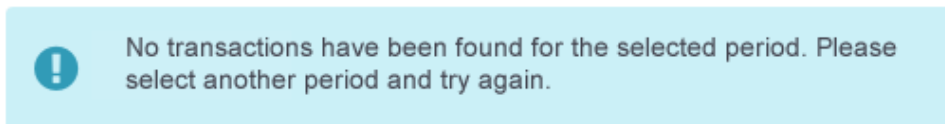
No results found message



- A. If the user runs a report and there are no results, the message to the user is an unhelpful “Nothing found.”

- A. Error messages should be helpful and provide ways for the user to move forward or correct the issue. Make sure that the tone is polite and reassuring.

Example:



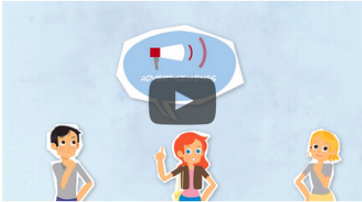
Responsive Design

A

Adtraction

Affiliate - make more money from your website or blog

Adtraction can help you, who runs a blog or website, to start earning money by advertising products that lead to sales. We cooperate with hundreds of widely recognized brands that you can promote on your website.



f Sign up with Facebook

or

Email

Choose password

Sign up with email

This is how easy it is to make money from your website:

✓ Responsiveness

Overall Responsiveness

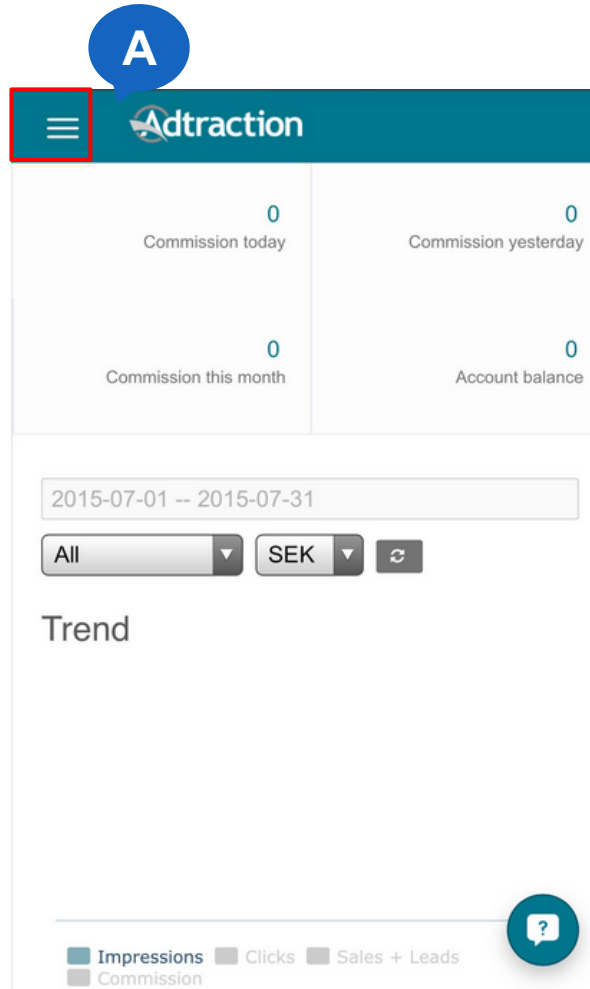
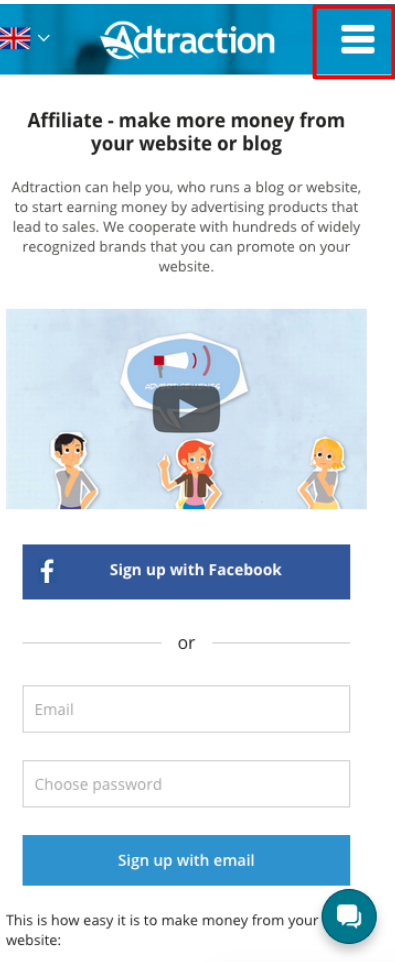
- A. In general, the site does a good job of responding to different viewports. Some screens could benefit from more attention; certain elements display larger than necessary while higher-value content may be pushed lower on the screen than it should be.

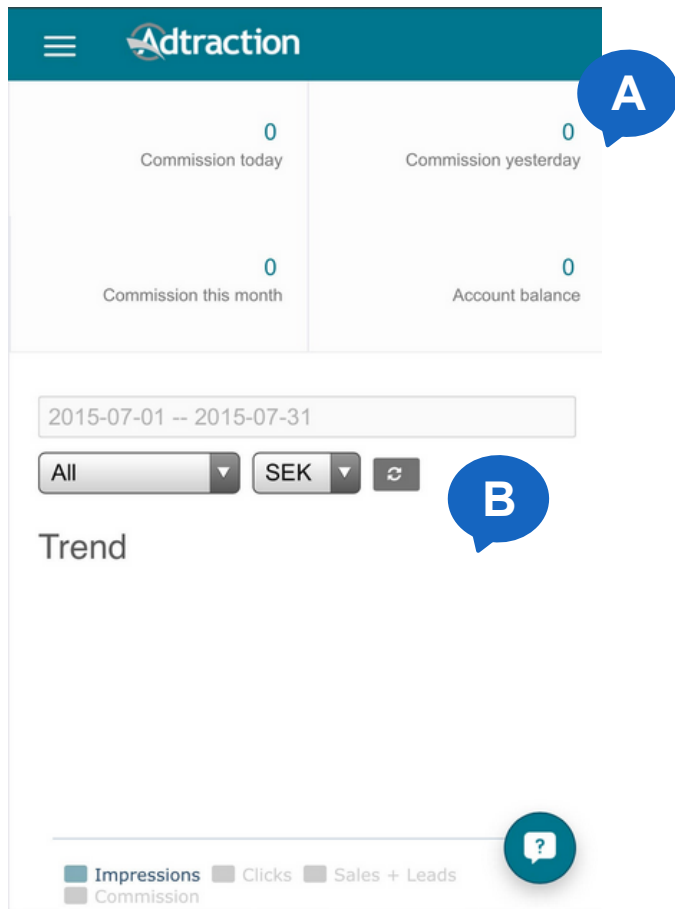
Responsiveness

Mobile menu

- A. The menu icon is on opposite sides of the screen for the Dashboard versus the non-logged screens.

- A. Place the mobile menu for non-logged screens and the dashboard on the same side to ensure consistency throughout the application.





Getting started with Adtraction!

- 1 Apply for an affiliate program ([show me!](#))
- 2 Put a banner on your website ([show me!](#))
- 3 Get your first click ([show me!](#))

Responsiveness

Dashboard Home

- The Commissions area takes up over 30 percent of the screen.
- The Trend chart takes up the majority of the visible screen on the Dashboard homepage on mobile. For new users, this chart will be empty and just present a large white space.
- The getting started box no longer displays on mobile.

- Reduce the amount of space that this area takes up. If the user is new and there are no commissions, use logic to hide on both desktop and mobile.
- If there are no trends to display, hide on desktop and mobile.
- Make sure that the new user guidance still displays on mobile. New user guidance should persist until the user has successfully completed all steps in the onboarding process.



Program directory

Sweden

A

Banking & Finance (32)

Clothing & Accessories (24)

Health & Beauty (28)

Car & Motor (12)

Payday loans (34)

Computers & Electronics (4)

Media & Information (5)

Home & Garden (29)

Gifts & Gadgets (19)

Hobbies & Leisure (9)

Travel & Accomodation (10)

Internet (1)

Sports & Games (9)



Responsiveness Program Directory

- A. The Program Directory screen doesn't translate as well to mobile due to the way the category buttons are displayed. Each button collapses into a long vertical list, completely filling up the screen with buttons.

- A. Swap out the buttons on mobile for a list that can fit more comfortably on the screen.

Example:

Banking & Finance (32)

Clothing & Accessories (24)

Health & Beauty (28)

Car & Motor (12)

References

References

Principles of Psychology, Design, UX, etc

Main Landing Page

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Sign Up Process

<http://uxmovement.com/forms/why-infield-top-aligned-form-labels-are-quickest-to-scan/>

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Dashboard & Onboarding Process

<http://blinkux.com/blog/up-running-3-tips-for-an-awesome-onboarding-ux/>

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<http://uxfindings.blogspot.com/2014/08/tooltip-best-practices.html>

<http://viget.com/inspire/color-contrast>

Transaction Report

<http://uxmovement.com/forms/how-to-make-your-form-error-messages-more-reassuring/>

Further Review & Testing

Additional testing will be needed for some complex flows.

UX Review:

The following areas will need a deeper UX Review.

1. Some areas of the site were not able to be reviewed fully because the test accounts did not have enough data, such as the Transactions report.

User Testing

The following key areas should be tested with your users to better understand their behaviors and test your assumptions.

1. The dashboard should be fully user tested using accounts that have sufficient data and history to properly test each feature.
2. Onboarding process. It is recommended that the onboarding process be observed with real users that represent the different audience segments to further reveal pain points.

Follow-Up Services

We offer additional services for our clients who need follow-up work. Contact ryano@gobysavvy.com

Discount User Testing

For all of our clients who purchase a UX Review, we offer discount user testing services. We will present 4-6 questions of your choice to users, with a 36 hour maximum turnaround. Currently this testing is only available for live websites and web apps.

1. 10 users - \$75
2. 25 users - \$150
3. 50 users - \$215

Wireframes, Prototypes, Flow Charts & Usability Testing

If you would like to engage in a long-term relationship with an expert, let us know. Our experts have experience in all fields of User Experience Research and Design. For laboratory usability testing, we can refer you to an established institution in California.

Development Work

Should you need follow-up development work, let us know. We can recommend development teams based on your needs.