

UXR Debrief: CB.com Homepage Image Testing

Dawn Procopio, Intermediate User Experience Researcher
Winter 2019



SUMMARY

Major Findings

100% of participants from Version 1 and 4 were afforded more purpose recollection (all of them could state the purpose of the image after only viewing it for 5 seconds.)

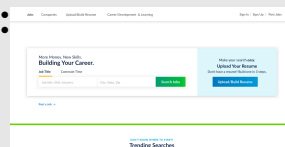
Falling in line with HCI literature on reading gravity, recollections of purpose were slightly more obscured in Versions 2, 3, 5 (12%, 12%, 6% respectively.)

When participants were asked one word to describe the site, only Version 4 had no negative words.

Versions 1 and 4 were the only versions to have a 100% of participants listing at least one offering.

Version 4 was ranked higher on ranks of credibility and trustworthiness than Version 1.

Primary Recommendation:
Place a different image behind Version 1.



Goals

- Determine which homepage hero image relays the purpose of the CB.com
- Determine which homepage hero image relays what users can do on CB.com
- Determine which homepage hero image relays the credibility of CB.com

Methodology: Unmoderated, Remote 5-second image testing + Survey

- 5 versions were displayed to 80 participants for 5 seconds and then asked to take a survey with open-ended questions on purpose, offerings and Likert scales for credibility and trustworthiness.
- Each version was controlled for maintaining at least one persona represented and a semi-normal distribution of income, age, gender and education.
- Each version was controlled for representing Job Functions with at least 20% Professional and 20% Office functions.

Hypotheses

VALIDATED

At least one new version will have more purpose recall than the existing CB.com homepage.

VALIDATED

Participants will be able to recall at least 3 offerings for at least one new version.

VALIDATED

At least one new version will be more credible than the existing version.

VALIDATED

At least one version will score higher than the existing version on purpose, offerings and credibility.

Study Findings



Versions 2, 3 and 5 may have slightly less purpose recognition.

Version 1 and 4 were the only versions where participants did not clearly indicate that they *didn't get it*.

Version 2 -

- “I do not recall after only having 5 seconds to look at the page.”
- “I am not really sure what the purpose of this website is.”

Version 3 -

- “I honestly don't know. I didn't see enough in 5 seconds.”
- “I cannot remember”

Version 5 -

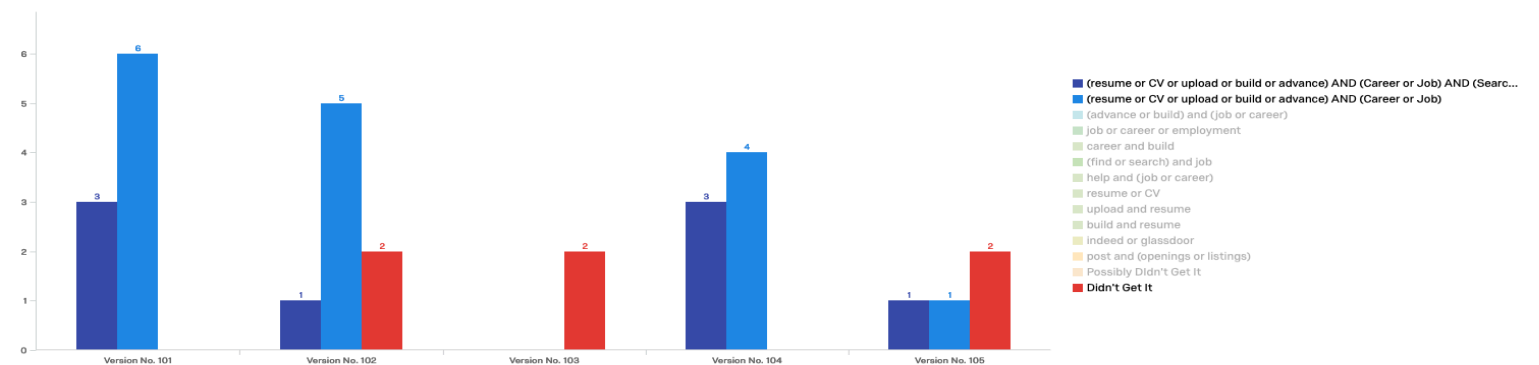
- “To scroll on this website and get information.”

VALIDATED

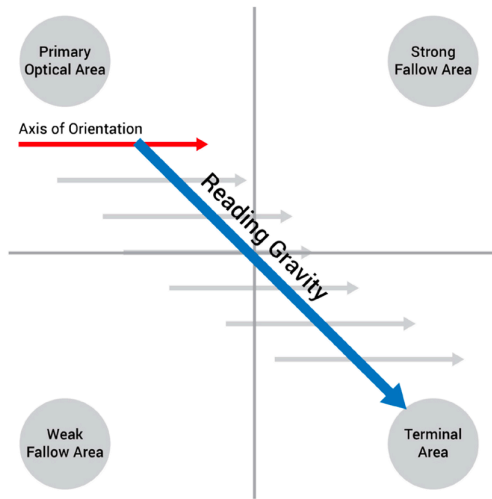
At least one new version will have more purpose recall than the existing CB.com homepage.



Frequency of relevant purpose words (parent topics)
What is the purpose of this website?



Versions 2 and 3 may deviate slightly from reading gravity.



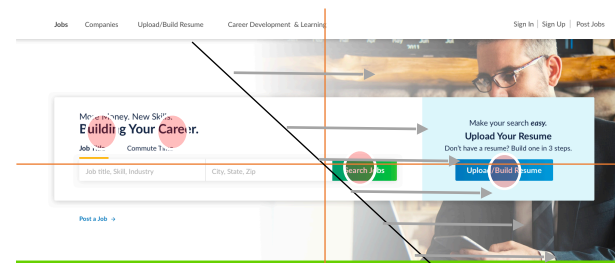
Version 2 & 3 have CTAs that deviate slightly from natural reading gravity.

Version 2 -

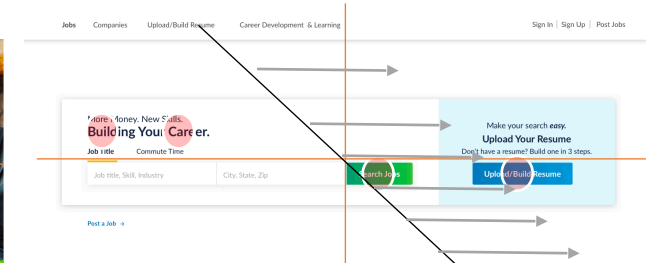
- I do not recall after only having 5 seconds to look at the page
- I am not really sure what the purpose of this website is.

Version 3 -

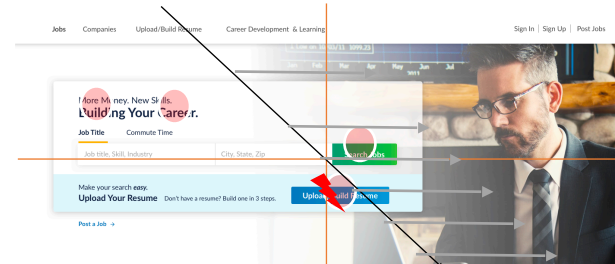
- I honestly don't know. I didn't see enough in 5 seconds.
- I cannot remember



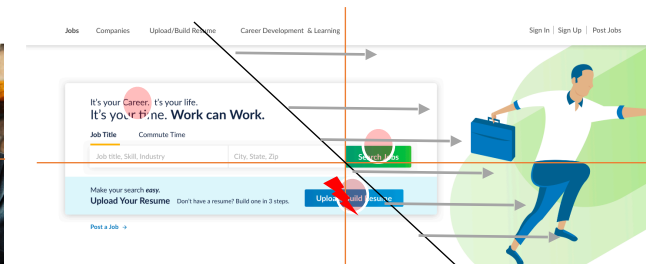
Version 1



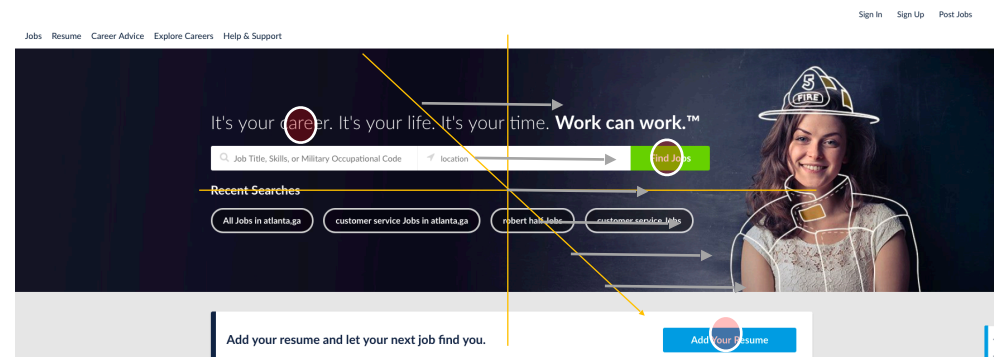
Version 4



Version 2



Version 3



Version 5

Versions 2 and 3 may deviate slightly from reading gravity.

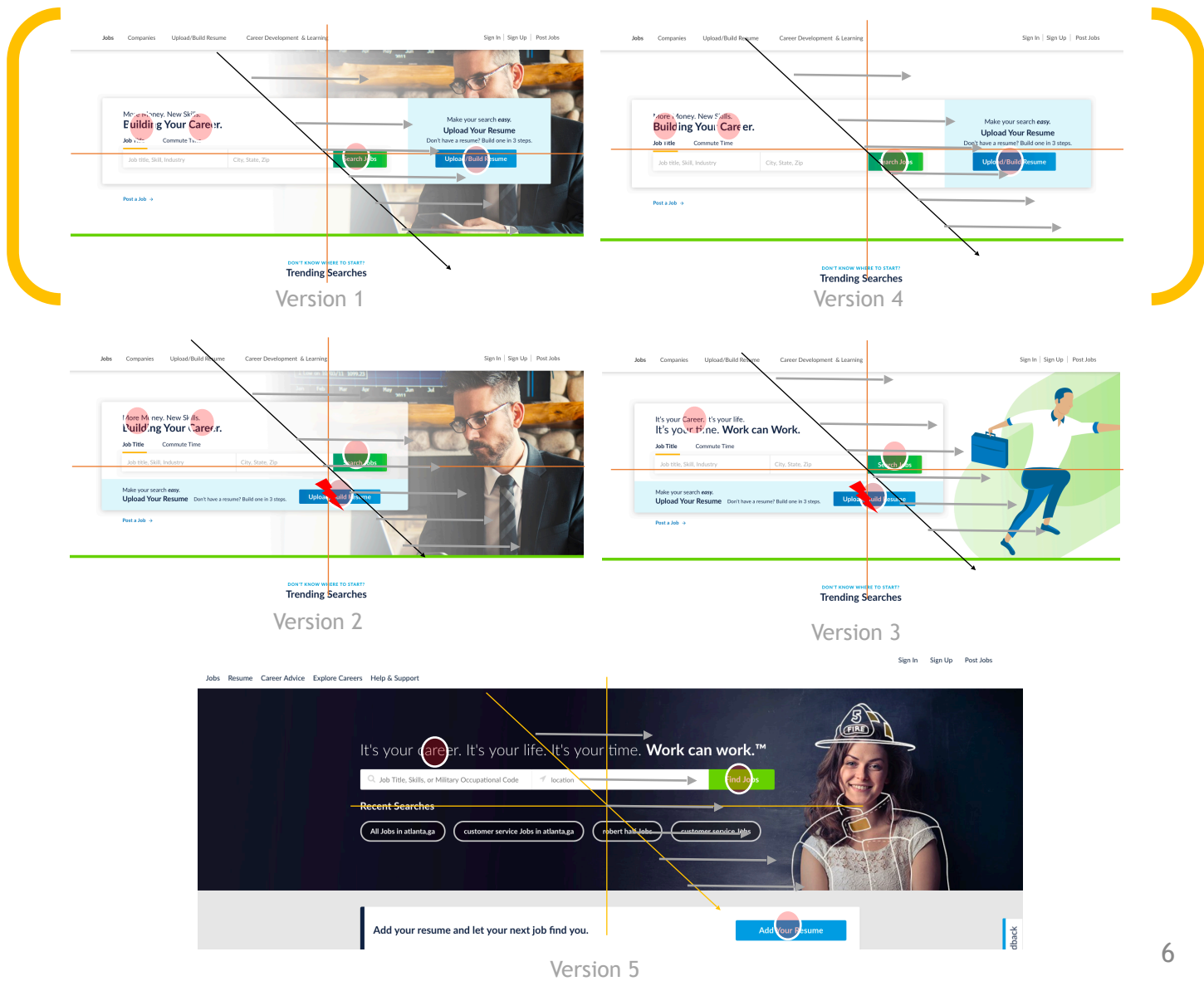
RECOMMENDATION

Consider versions 1 and 4 for layout purposes in new iterations since these primary CTAs are on the same gravity plane.

- For future purposes, place actionable buttons/fields that are mutually inclusive directly under each other (e.g. forms.)
- Place mutually exclusive CTAs in the same natural line of sight.

SCORE CARD

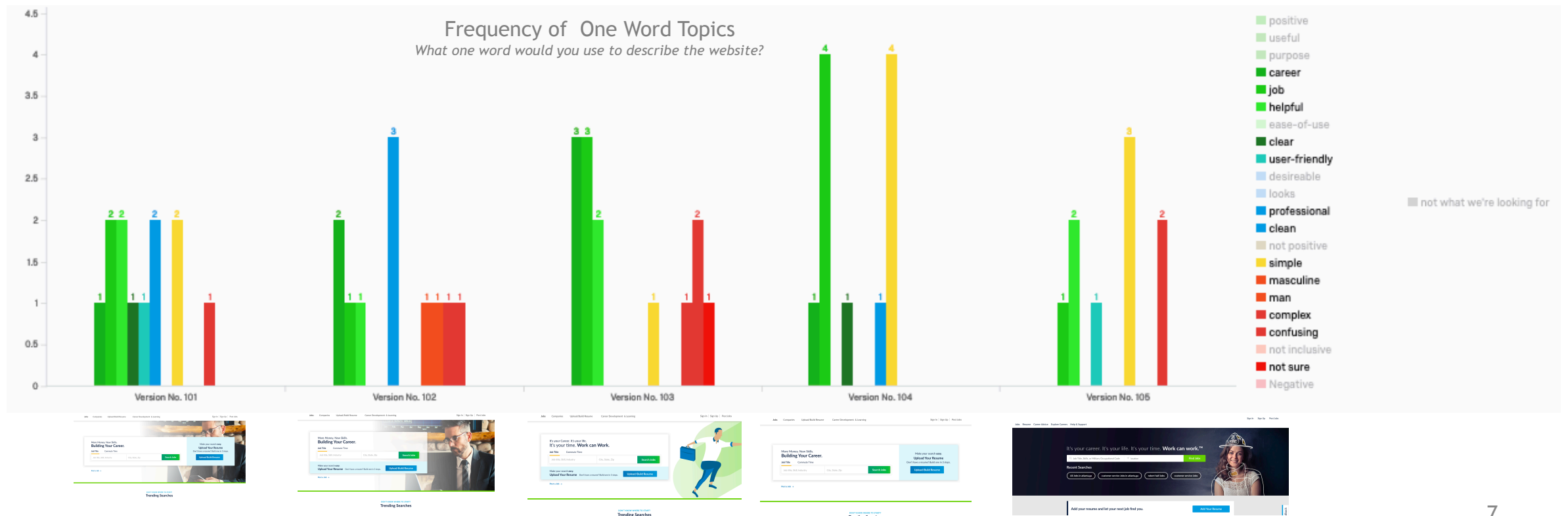
Image	Purpose	Offerings	Credibility	Total
Version 1	1			
Version 2	0			
Version 3	0			
Version 4	1			
Version 5	0			



Overview: Versions 2, 3, 5 have more negative descriptors.

Negative descriptions may be related to deviations from reading gravity and/or the demographic targeting of the image.

Version 4 was the only version without any negative descriptors.



Version 2 - One Word

4 different participants described Version 2 in neutral to negative words:

- Busy (1)
- Masculine (1)
- “35 is year old business with goatee” (1)
- Confusing (1)

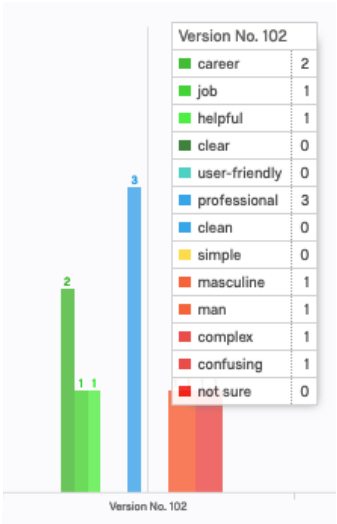
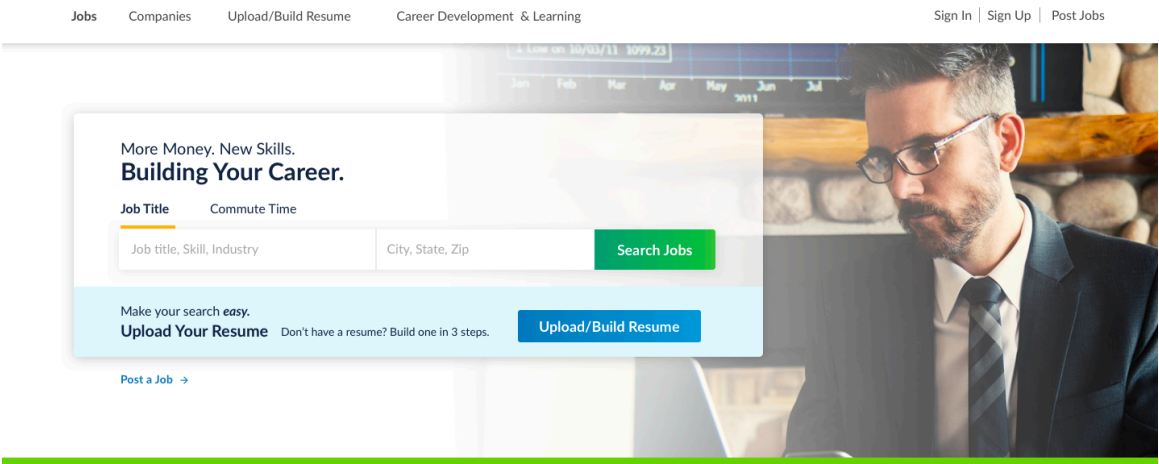
9 participants used purpose driven words.

Positive words included:

- Professional, career, CV, coaching, facilitating
- (see other words in the appendix)

SCORE CARD

Image	Purpose	Offerings	Credibility	Total
Version 1	7		-1	
Version 2	9		-4	
Version 3	0			
Version 4	1			
Version 5	0			



Version 3 - One Word

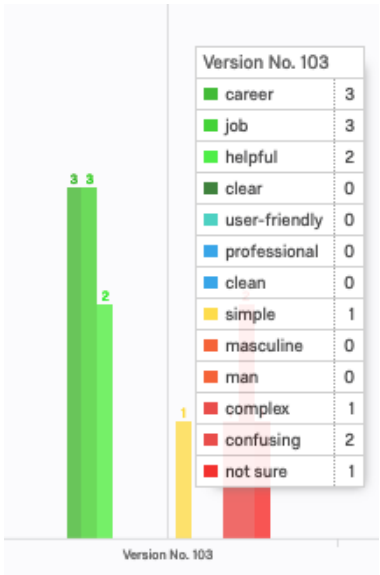
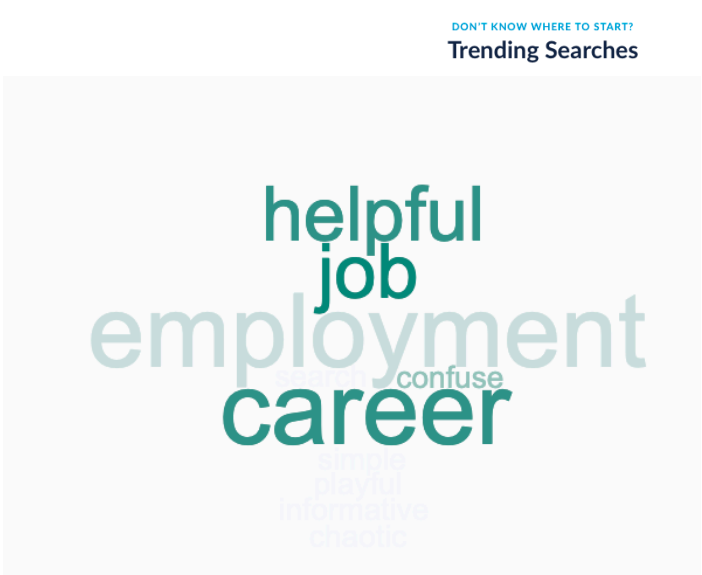
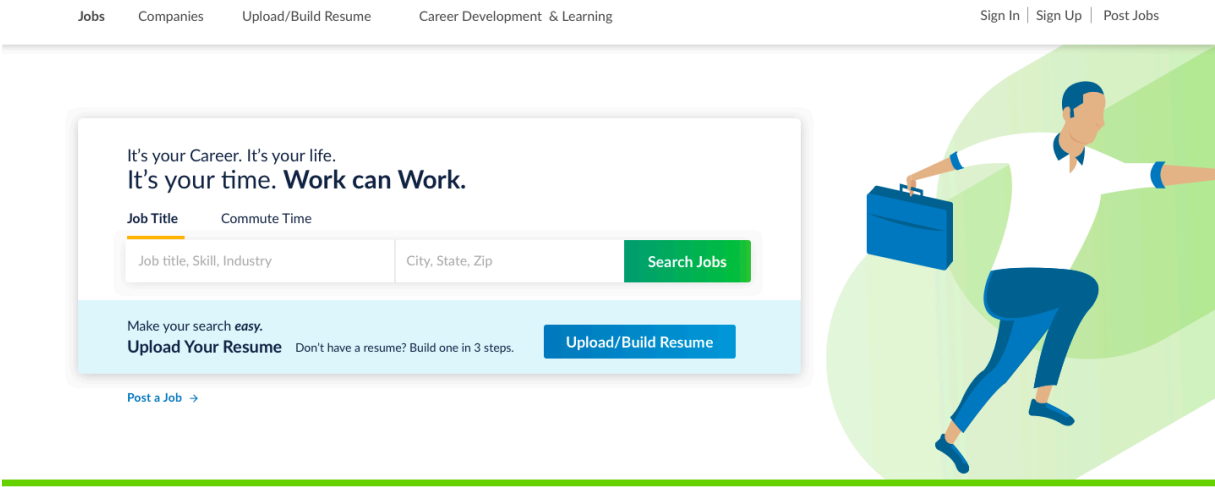
4 different participants described Version 2 in neutral to negative words:

- not sure (1)
- Chaotic (1) - coded as “complex”
- Confusing (2)

11 Participants used purpose driven words

- Positive word topics included: Employment, helpful, career, job, playful, and helpful
- (see other words in the appendix)

SCORE CARD				
Image	Purpose	Offerings	Credibility	Total
Version 1	7		-1	
Version 2	9		-4	
Version 3	11		-4	
Version 4	1			
Version 5	0			

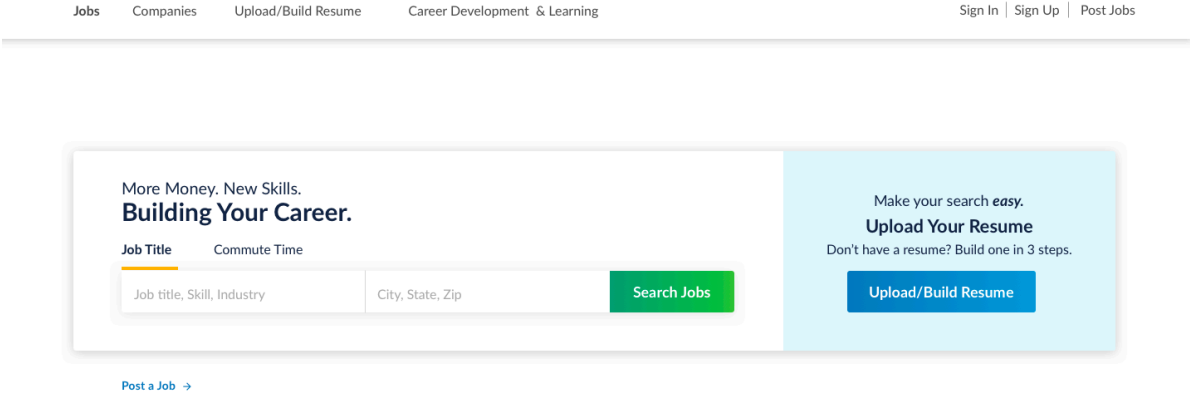


Version 4 - One Word

Version 4 did not have any negative words.

- Positive words: Job, Career, clean, clear, organized, tool, informational
- *(See other words in the appendix)*
- Neutral topic: Simple (4)

8 participants used purpose driven words.



SCORE CARD				
Image	Purpose	Offerings	Credibility	Total
Version 1	7		-1	
Version 2	9		-4	
Version 3	11		-4	
Version 4	8			
Version 5	0			



Version 5 - One Word

6 different participants described Version 5 in neutral to negative words:

- **Unfocused (1) - coded as complex**
- **Busy (1) - coded as complex**
- **Plain (1)**

Neutral:

- Everyday(1)
- Simple (3)

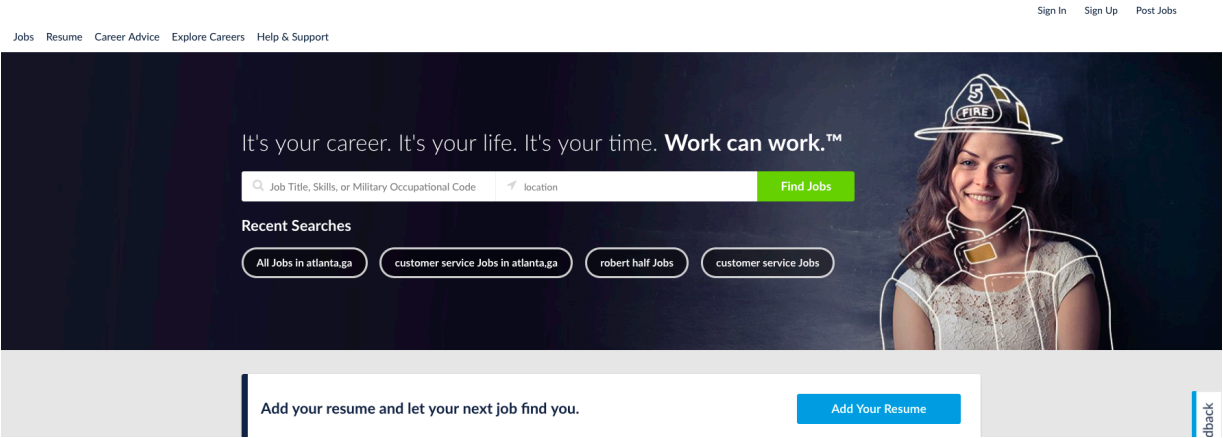
Positive words included:

Helpful, Modern, Elegant, User-Friendly
(see other words in the appendix)

4 participants used purpose driven words like: resumes, employment and jobs

SCORE CARD

Image	Purpose	Offerings	Credibility	Total
Version 1	7		-1	
Version 2	9		-4	
Version 3	11		-4	
Version 4	8			
Version 5	4		-3	



helpful
simple
basic job user plain
busy resume elegant
modern friendly
everyday
employment



Versions 2, 3 and 5 afford slightly less offering recall.

Version 1 and 4 were the only versions to have a 100% of participants listing at least one offering.

VALIDATED

Participants will be able to recall at least 3 offerings for at least one new version.

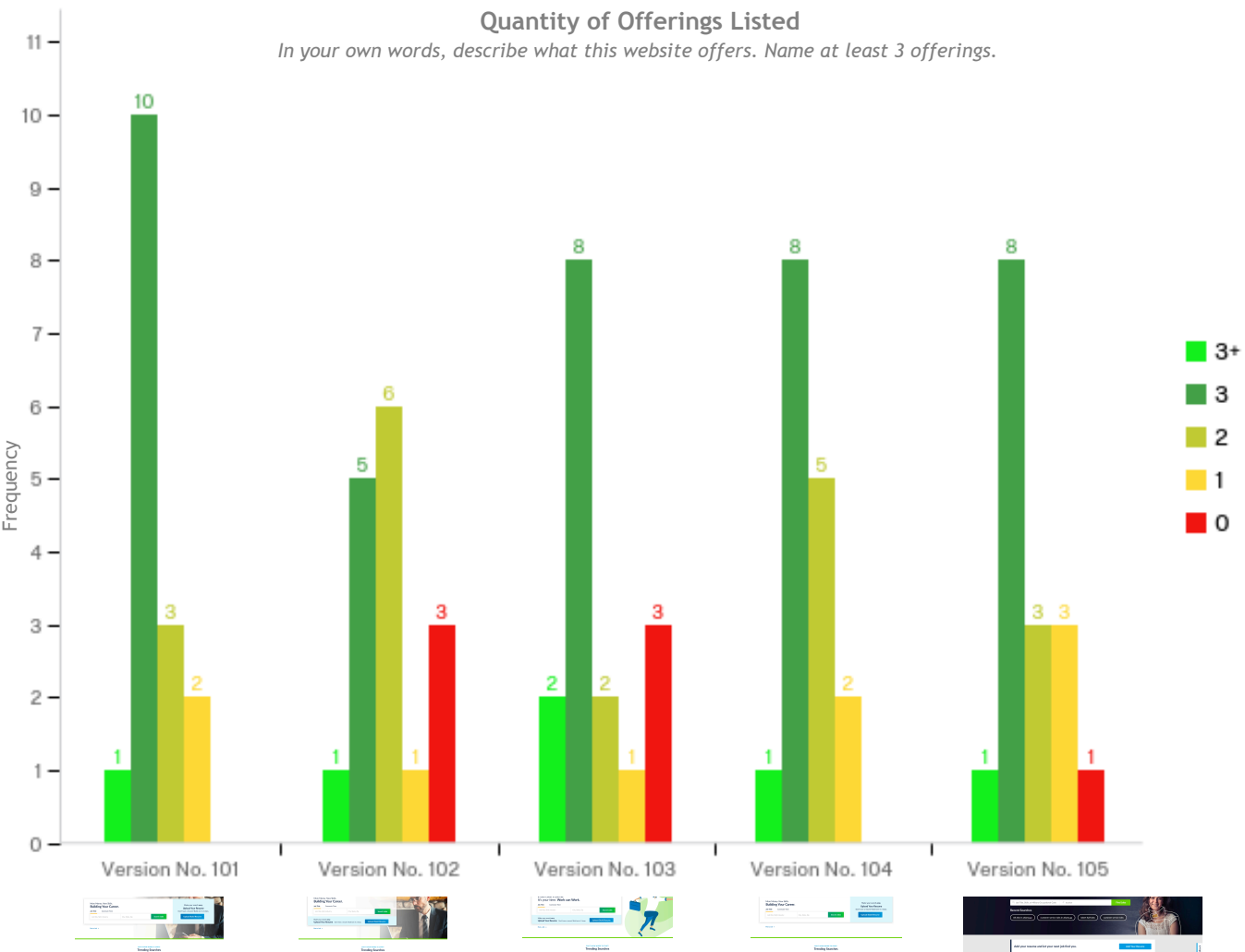
However:

10/16 participants could not name 3 offerings for version 2

- 5/16 participants could not name 3 offerings for version 1
- 6/16 participants could not name 3 offerings for version 3
- 7/16 participants could not name 3 offerings for version 4
- 7/16 participants could not name 3 offerings for version 5

SCORE CARD

Image	Purpose	Offerings	Credibility	Total
Version 1	7	-5	-1	1
Version 2	9	-10	-4	-5
Version 3	11	-6	-4	1
Version 4	8	-7	0	1
Version 5	4	-7	-3	0



All hero images do not effectively relay credibility or trustworthiness.

People images may be credible, but they can harm the overall user experience if they aren't **comprehensive, correct and current** ¹.

Even the most highly ranked version does not, on average, significantly differ in credibility or trustworthiness from the existing version (difference of means, $p < 0.7$).

Participants were asked to rank two statements on a 5 point Likert scale from Strongly Disagree to Strongly Agree:

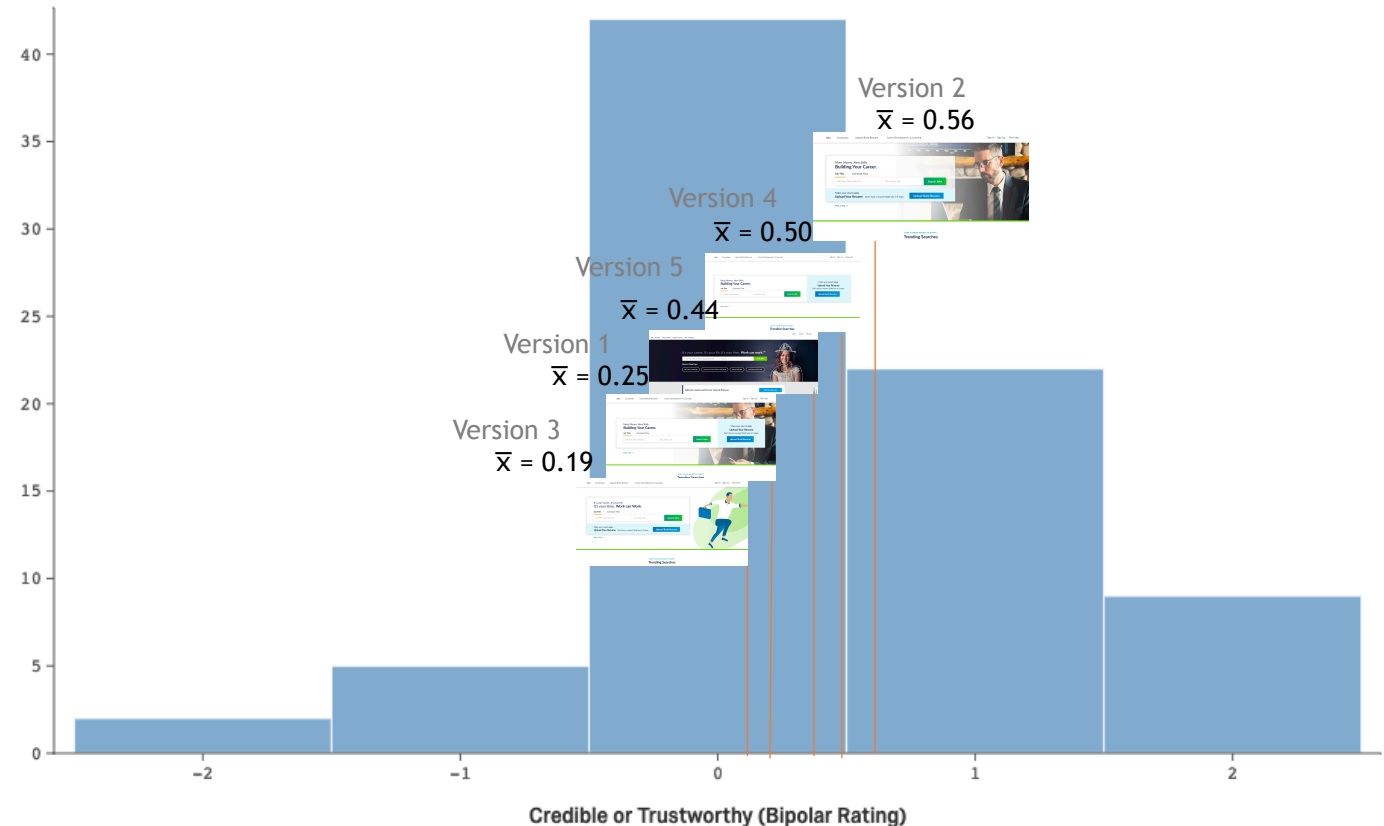
- The information on this site is credible.
- The information on this site is trustworthy.

Of all the versions, version 2 had the highest average credibility-trustworthiness rank (0.56 = *Neutral-Somewhat Agree*).

- However, credibility and trustworthiness was strongly associated with having visited the CB.com homepage (Effect Size, Cohen's $f = 0.409$, $p < 0.008$) and the CB existing version (5) had the most participants who reported as having seen the CB.com home page (9/16).
- Therefore, the existing home page as a benchmark, and the highest ranked image is likely *overestimated* for this study.

VALIDATED

At least one new version will be more credible than the existing version.



Combined bipolar scale (right) places “agree” values from 1-2; “disagree” values are from -1 to -2.

All hero images do not effectively relay credibility or trustworthiness.

People images may be credible, but they can harm the overall user experience if they aren't *comprehensive, correct and current* ¹.

Even the most highly ranked version does not significantly differ in credibility or trustworthiness from the existing version (users determine credibility in 3.42 seconds ^{2 3}.)

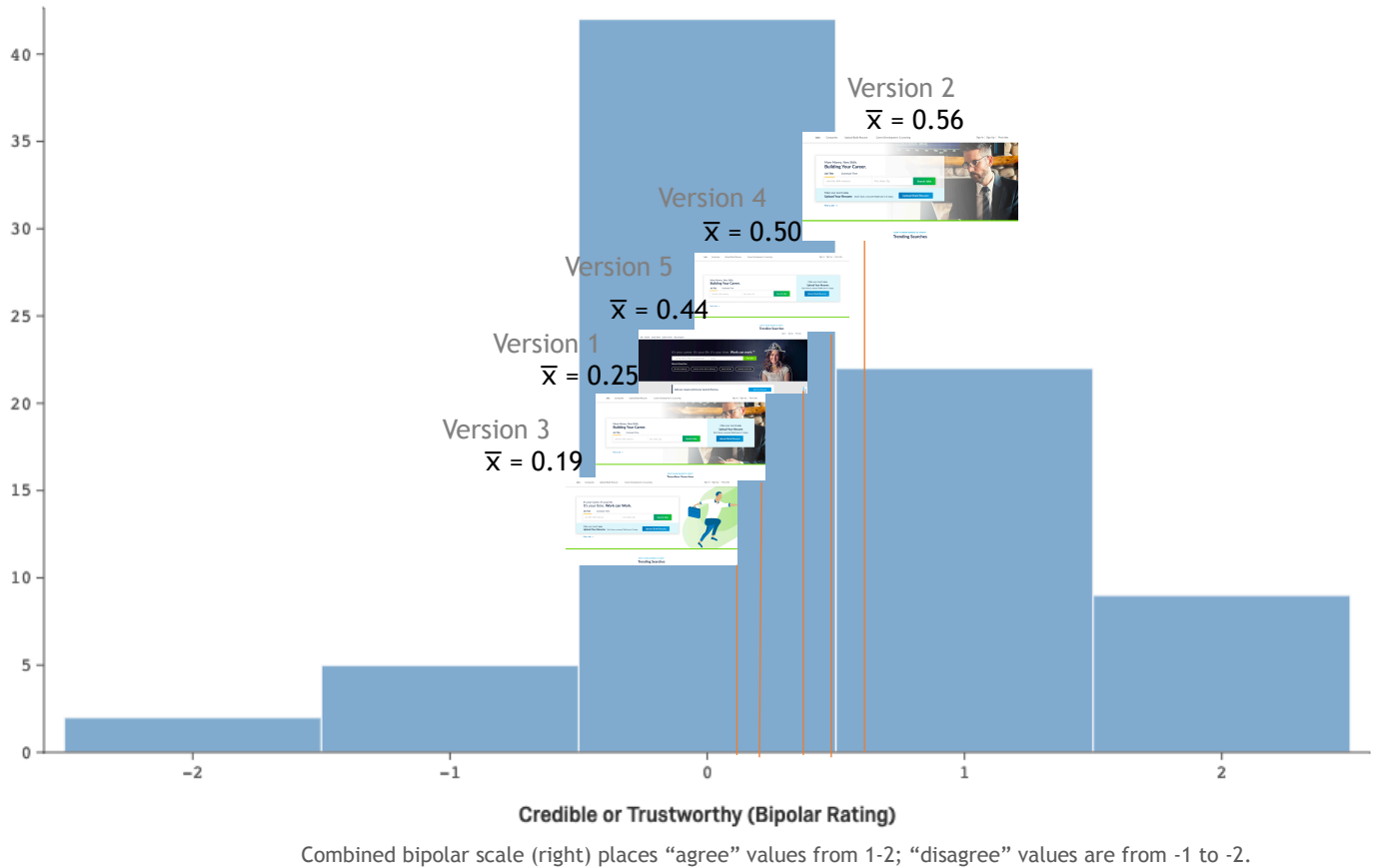
Participants were asked to rank two statements on a 5 point Likert scale from Strongly Disagree to Strongly Agree:

- The information on this site is credible.
- The information on this site is trustworthy.

Version 4 has the highest score card count (by adding counts so far in each category, and then multiplying their sum by their respective average credibility rating
Version 4 has the highest overall score.)

SCORE CARD

Image	Purpose	Offerings	Credibility	Total
Version 1	{ 7	-5	-1 } (0.25)	0.25
Version 2	{ 9	-10	-4 } (0.56)	-2.8
Version 3	{ 11	-6	-4 } (0.19)	0.19
Version 4	{ 8	-7	0 } (0.5)	0.5
Version 5	{ 4	-7	-3 } (0.44)	-2.64



Overall Recommendations, Considerations and Next Steps

The hero image credibility factors *comprehensive*, *correct* and *current* play a significant role in *trustworthiness*.¹

Otherwise users won't be converted from other Job Boards if the site does not establish trust and present themselves as credible.

NEXT STEP: 1st click testing should be done on home pages with different images behind a side by side CTA layout.

Recommendation

Consider including imagery that evokes trustworthiness by:

- Including *comprehensive* copy and/or imagery that signals the *career building process*, not just one stage or the final result.
 - Consider tweaking the phrase: *New Skills. More Money. Building Your Career.*
 - This is likely more chronological, which shows the *process* of building a career.
- Including demographics based imagery by showing the *correct* diversity of *current* job seekers.

(See image right)

Comprehensive process: New skills and making more money is chronological process.

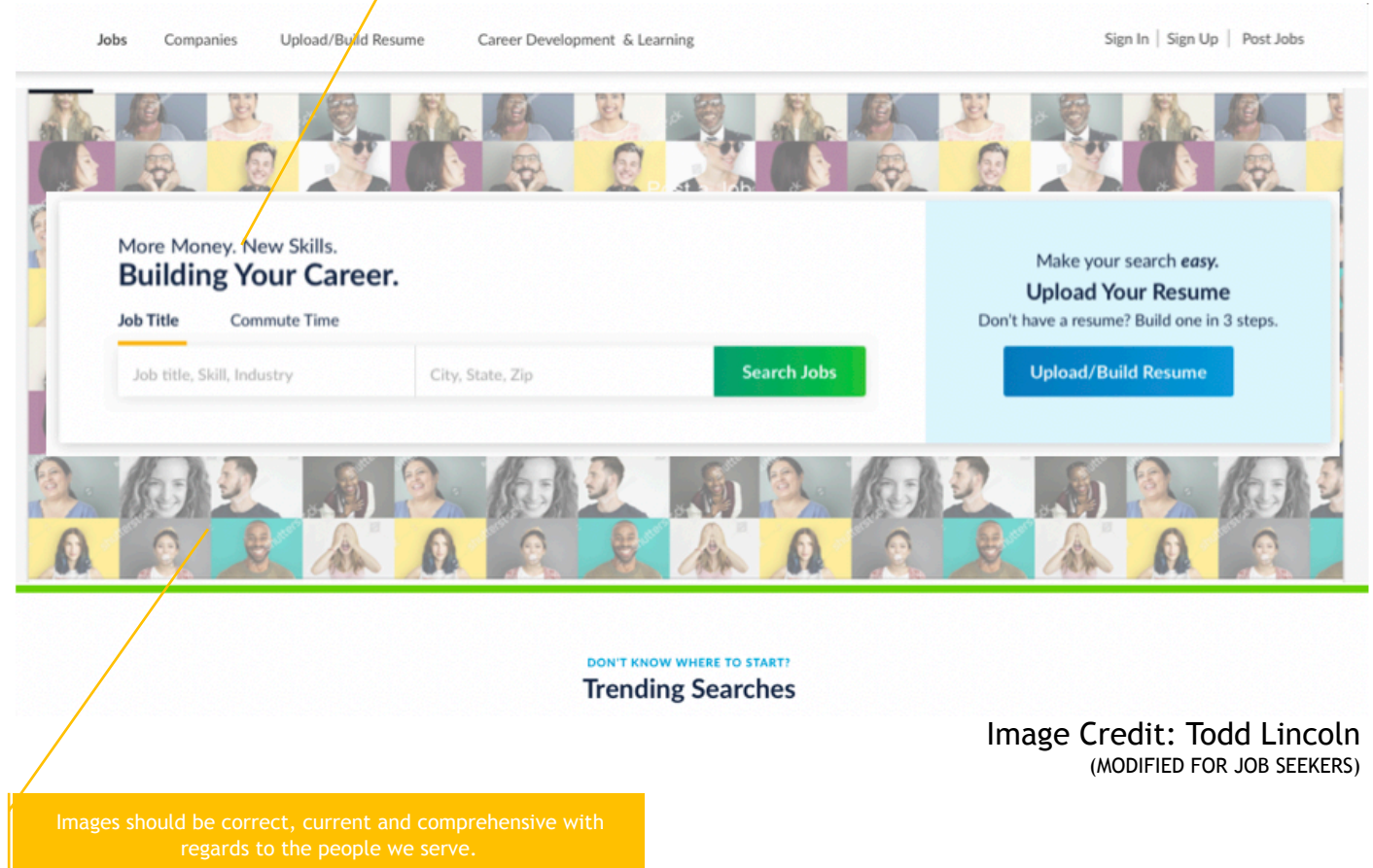
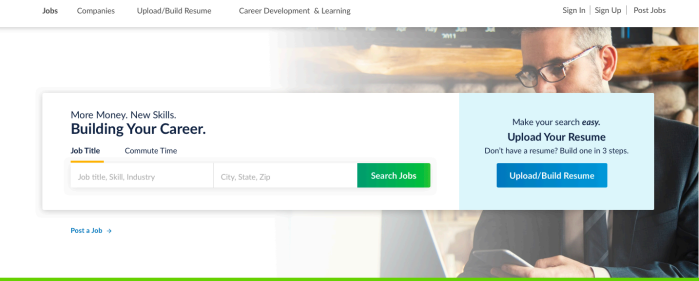


Image Credit: Todd Lincoln
(MODIFIED FOR JOB SEEKERS)

Appendix

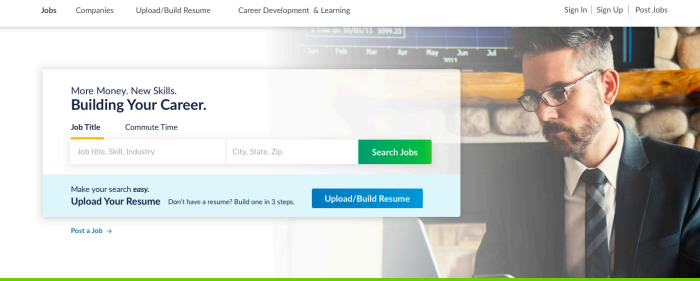
Images tested

Version 1



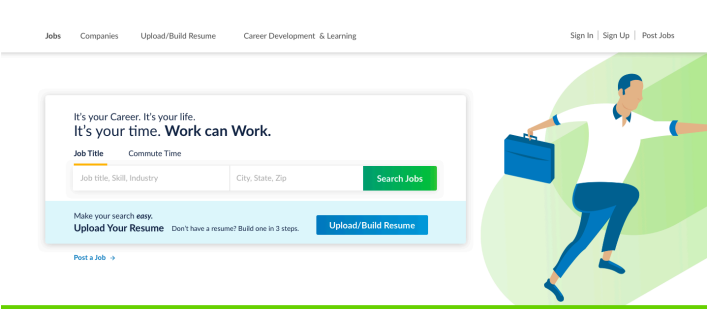
DON'T KNOW WHERE TO START?
Trending Searches

Version 2



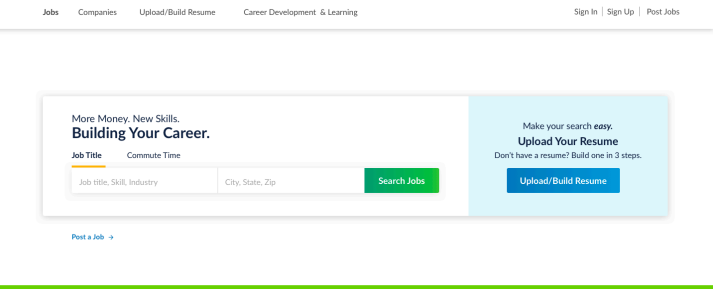
DON'T KNOW WHERE TO START?
Trending Searches

Version 3



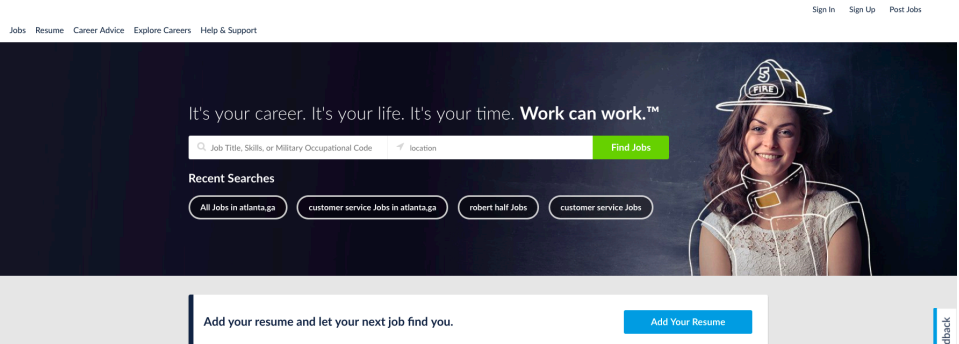
DON'T KNOW WHERE TO START?
Trending Searches

Version 4



DON'T KNOW WHERE TO START?
Trending Searches

Version 5



Test Artifacts

Qualtrics Data

https://careerbuilder-my.sharepoint.com/:x:/p/dprocopio_cb/EXfOjslVoflHpCIsNd1VqrcBQoXhr0dZPP1BhHw_hJsq6Q?e=eYFOu4

UserTesting Videos

<https://www.usertesting.com/r/TmvGmGPJWzCzbL2NGBFS>

Study Limitations:

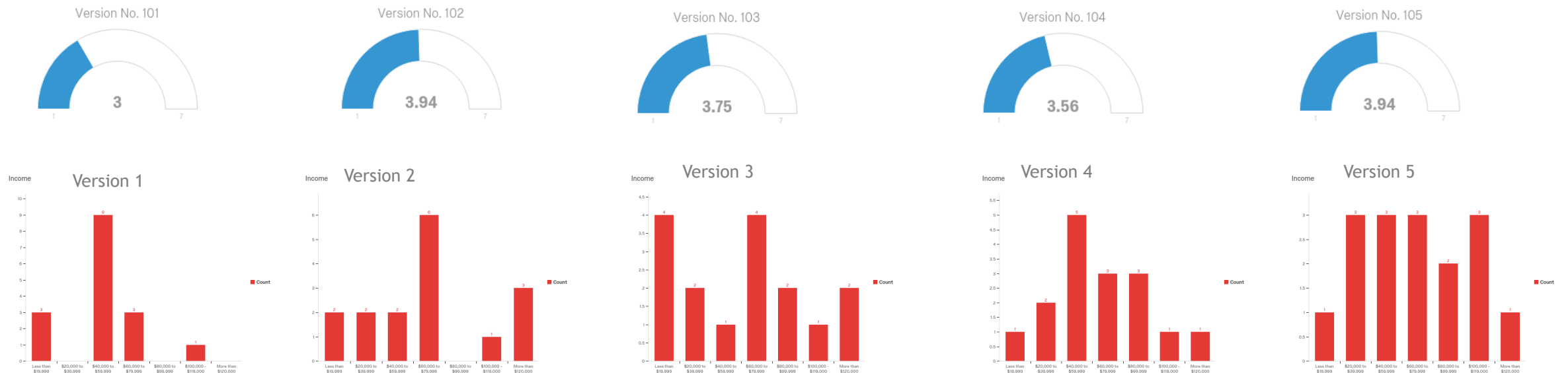
Some users may have encountered a brief flash of the image before clicking on the survey link. All participants used for this survey were manually reviewed for the severity/brevity of the flash. Participants who intentionally revisited the image were removed from the sample.

Income

The majority of all participants' were from the “middle class” - income ranged from \$20-80K.

The average income for each version ranged from \$40,000-\$60,000.

Income



Education

Education was mostly distributed around having a bachelors degree.

Education (4 = Bachelors Degree)



Gender

All versions had no statistical difference in gender (assuming a 50% distribution.)

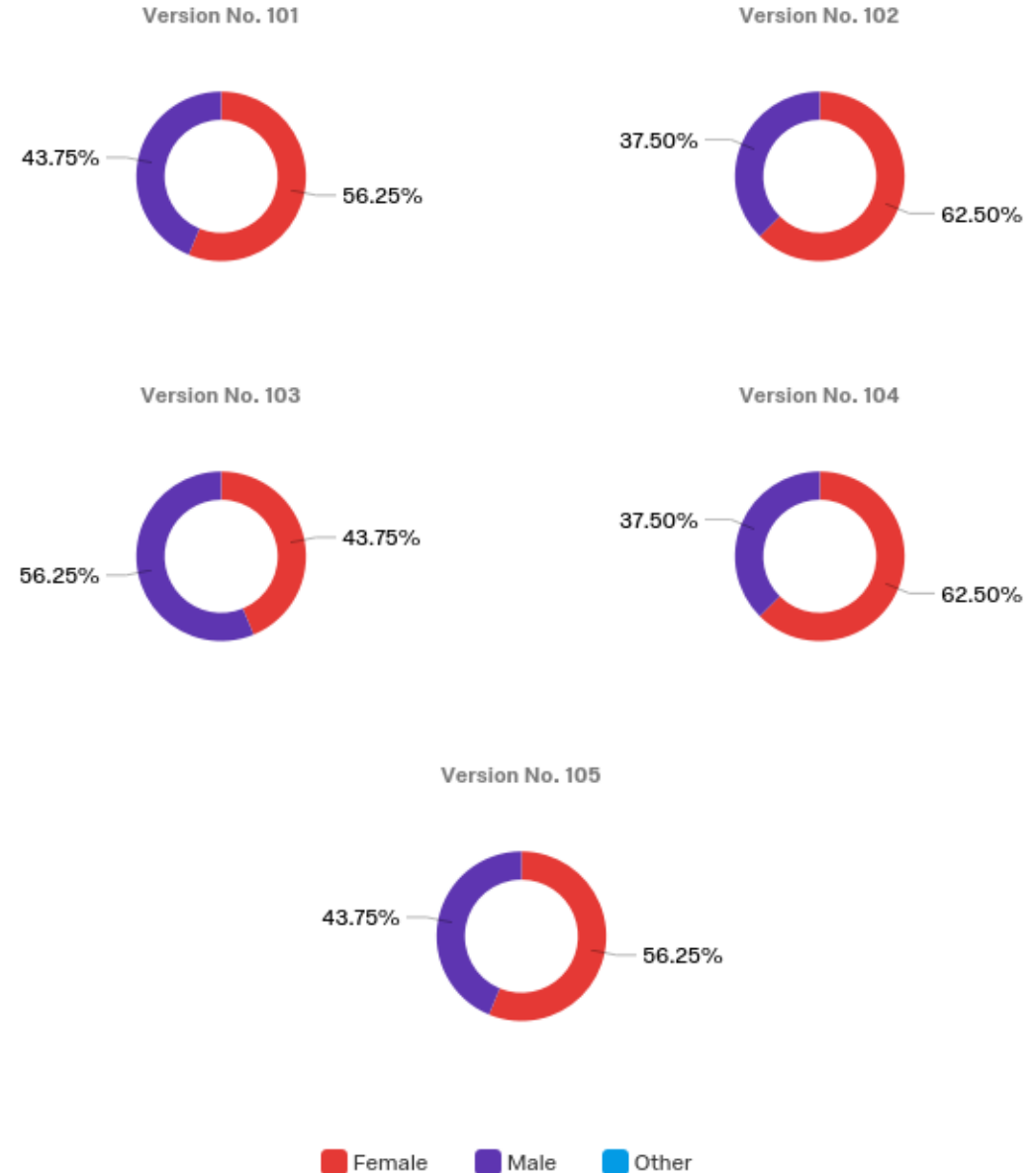
Version 102 & 104, with a 37.5% male proportion does not statistically differ from 50%, using the N-1 Chi-squared test ($p < 0.4$)

Difference	12.5 %
95% CI	-19.9541 to 41.5815
Chi-squared	0.492
DF	1
Significance level	P = 0.4830

Computational notes

Using the "N-1" Chi-squared test as recommended by Campbell (2007) and Richardson (2011).

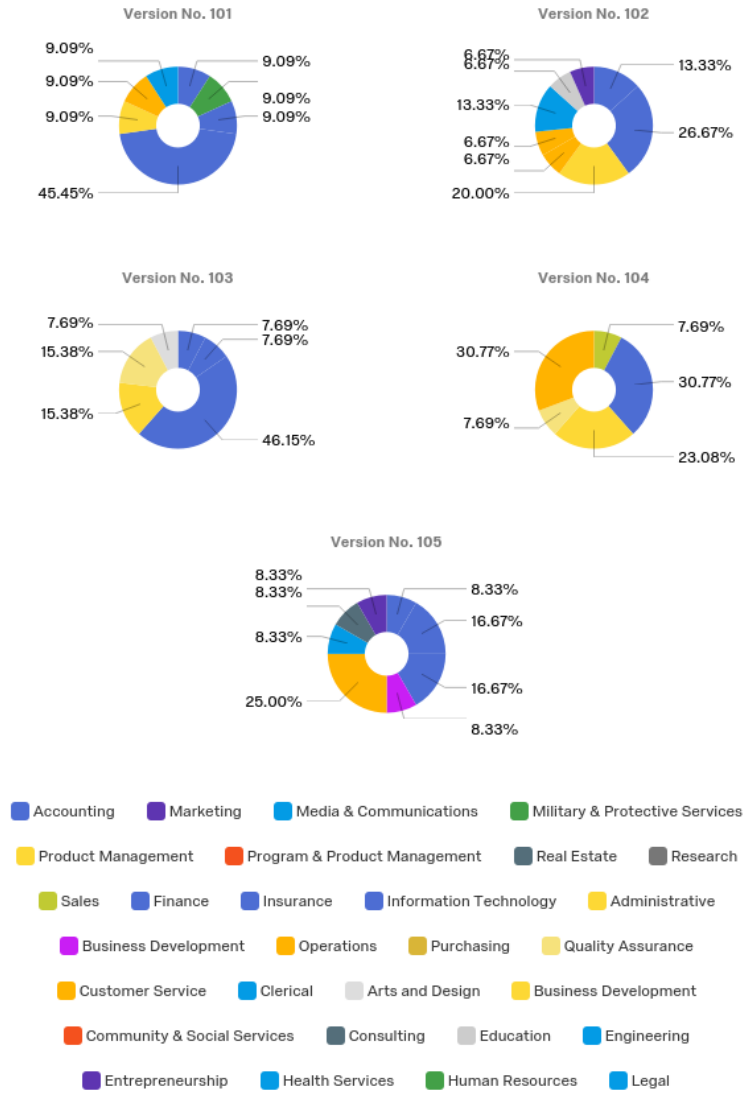
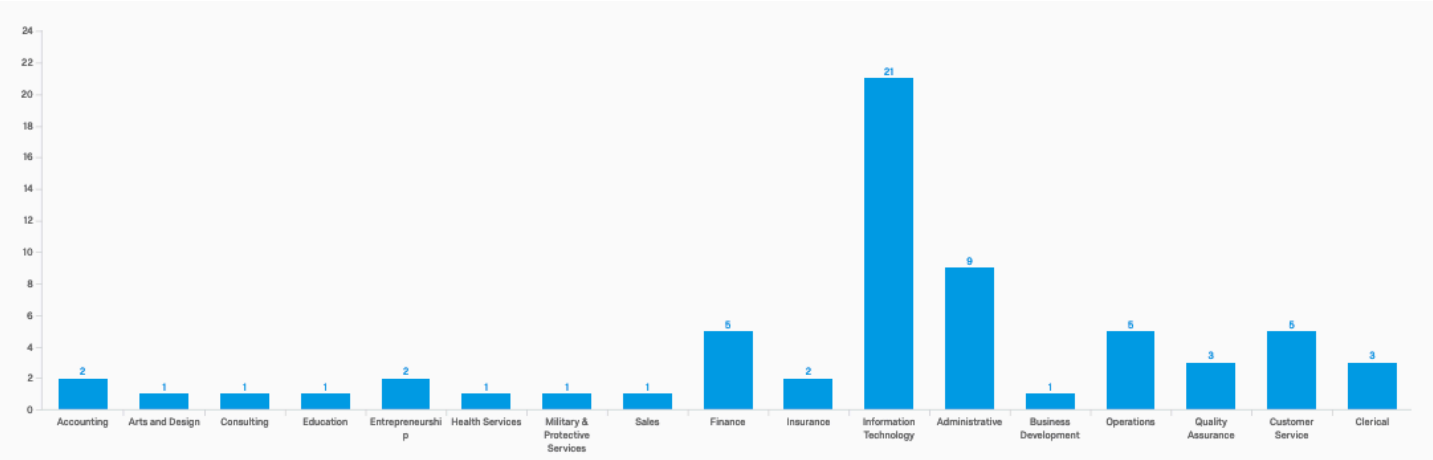
The confidence interval is calculated according to the recommended method given by Altman et al. (2000).



Job Function Overview

Most participants were either in the Professional or Office Category.

Professional functions included: Accounting, Finance, IT, and Insurance
Office functions included: Administrative, Clerical, Support, Operations, and Quality Assurance





One Word To Describe

Q15 - What one word would you use to describe the website?

Version No. 101

What one word would you use to describe the website?
professional
Appeared to be quick and simple.. but most are'nt
Modern
User-Friendly
Recruiting
complex
simple
Careers
I would describe this website as helpful.
Jobs
online portal for uploading and maintaining/categorizing your personal resume

Q15 - What one word would you use to describe the website?

Version No. 101

What one word would you use to describe the website?
Jobs
Simple
Clear
Professional
Helpful

Q15 - What one word would you use to describe the website?

Version No. 102

What one word would you use to describe the website?
resume
CV
helpful
coaching
Facilitating
Career
professional
Busy
Job-hunting website
Professional
Useful

Q15 - What one word would you use to describe the website?

Version No. 102

What one word would you use to describe the website?
35 is year old business with goatee
Masculine
Confusing
Professional
Career

Q15 - What one word would you use to describe the website?

Version No. 103

What one word would you use to describe the website?
employment
not sure
Chaotic
Career
Helpful
employment
Playful
Helpful
Job
Employment
confusing

Q15 - What one word would you use to describe the website?

Version No. 103

What one word would you use to describe the website?
career
Job search
Simple
Informative
Career

Q15 - What one word would you use to describe the website?

Version No. 104

What one word would you use to describe the website?
clean
Career
Tool
organized
jobs
Simple
Job search site
Jobs
Networking
clear,
Simplistic. The main focus was the seachbar. There were no graphics or suggested pages on the webpage. Function over frills.

Q15 - What one word would you use to describe the website?

Version No. 104

What one word would you use to describe the website?
Job
Simplistic
informational
Basic, general, doesn't seem to belong to one company or have an agenda
Clean design

Q15 - What one word would you use to describe the website?

Version No. 105

What one word would you use to describe the website?
resumes
Everyday
Unfocused
Plain
Employment
simple
Elegant
Modern
helpful
new
helpful

Q15 - What one word would you use to describe the website?

Version No. 105

What one word would you use to describe the website?
Busy.
User-friendly
job
Simple
Basic

Site Purpose Descriptions



Q14 - What is the purpose of this website?

Version No. 101

What is the purpose of this website?

the purpose of this website is for potential unemployed people to upload and develop their cv and get tips on it also

Previous website was for getting a job i beleive

Job search website.

Career building

to be be able to submit your resume to many companys that are recruiting.

Job seekers looking for a job

to help you find a job

To let users upload resumes and search for jobs/careers

The purpose of this website to create a resume to submit to a job/business.

Website for job hunters to upload their resumes, and search and apply for jobs.

to upload resumes

Q14 - What is the purpose of this website?

Version No. 101

What is the purpose of this website?
Job Board
Seek jobs
This website allows users to look for a new job and also update their CV
To find a job
Expand or build on your career

Q14 - What is the purpose of this website?

Version No. 102

What is the purpose of this website?

for someone who is looking for a job

to get with your cv? job hunters

to build resumes for job seekers

To advance your career

Career-building and job hunting

To help you search for a new career.

for job searching

To present prospective employees new opportunities

the purpose of this website to help people to hunt for jobs and apply to them

To provide job seekers with listings in their desired area of employment

The purpose of the website is to help job seekers find a job right for them.

Q14 - What is the purpose of this website?

Version No. 102

What is the purpose of this website?
To help get a job or help with reume?
I do not recall after only having 5 seconds to look at the page
I am not really sure what the purpose of this website is.
It connects job seekers with potential jobs.
To find a job and also upload your resume.

Q14 - What is the purpose of this website?

Version No. 103

What is the purpose of this website?

allow people to find jobs, allow employers to find employees

apply for jobs

To find employment oportunities

I honestly don't know. I didn't see enough in 5 seconds.

I believe the purpose of the website was to help with job seeking.

job search website

For job searching and applying for new jobs.

Job search

To help people look for jobs

the purpose of the website was to find jobs

I think it was a job hunting site, similar to indeed.

Q14 - What is the purpose of this website?

Version No. 103

What is the purpose of this website?
To help people find jobs or areas of interest
Finding a new job/find new talent
To find jobs and to post job openings.
I cannot remember
Not entirely sure - seems to have something to do with job search?

Q14 - What is the purpose of this website?

Version No. 104

What is the purpose of this website?

unemployed people looking for a job or possibly employers looking for potential workers

Job hunting

To help you get a better job.

To help people find a job.

It was to search for jobs

It is a job-seekers website that allows job-seekers to connect with potential jobs in their area.

Purpose of this website is for people who are searching for a job or change in careers

To help find jobs

Job Search/Resume upload

Job board

I believe the purpose of the website is primarily for job searching. The interface looked similar to that of indeed or glassdoor where you could search for jobs in a particular area and also drop your resume.

Q14 - What is the purpose of this website?

Version No. 104

What is the purpose of this website?
Find a job.
Find jobs online and build your resume to apply for them.
To find jobs
Build your career
To find a job

Q14 - What is the purpose of this website?

Version No. 105

What is the purpose of this website?

to search for jobs

It's a job board where you can find job vacancies

I believe the purpose of this website was to help people who require resources to improve their career. Things such as career goals, learning opportunities and guidance councilor.

To help you find a new job.

To find a job

Job seekers finding work

To scroll on this website and get information.

To find you career

It is a place for people who are looking for a job to search for job listings in their area and field of working. Also probably a website where employers can post job listings for their company.