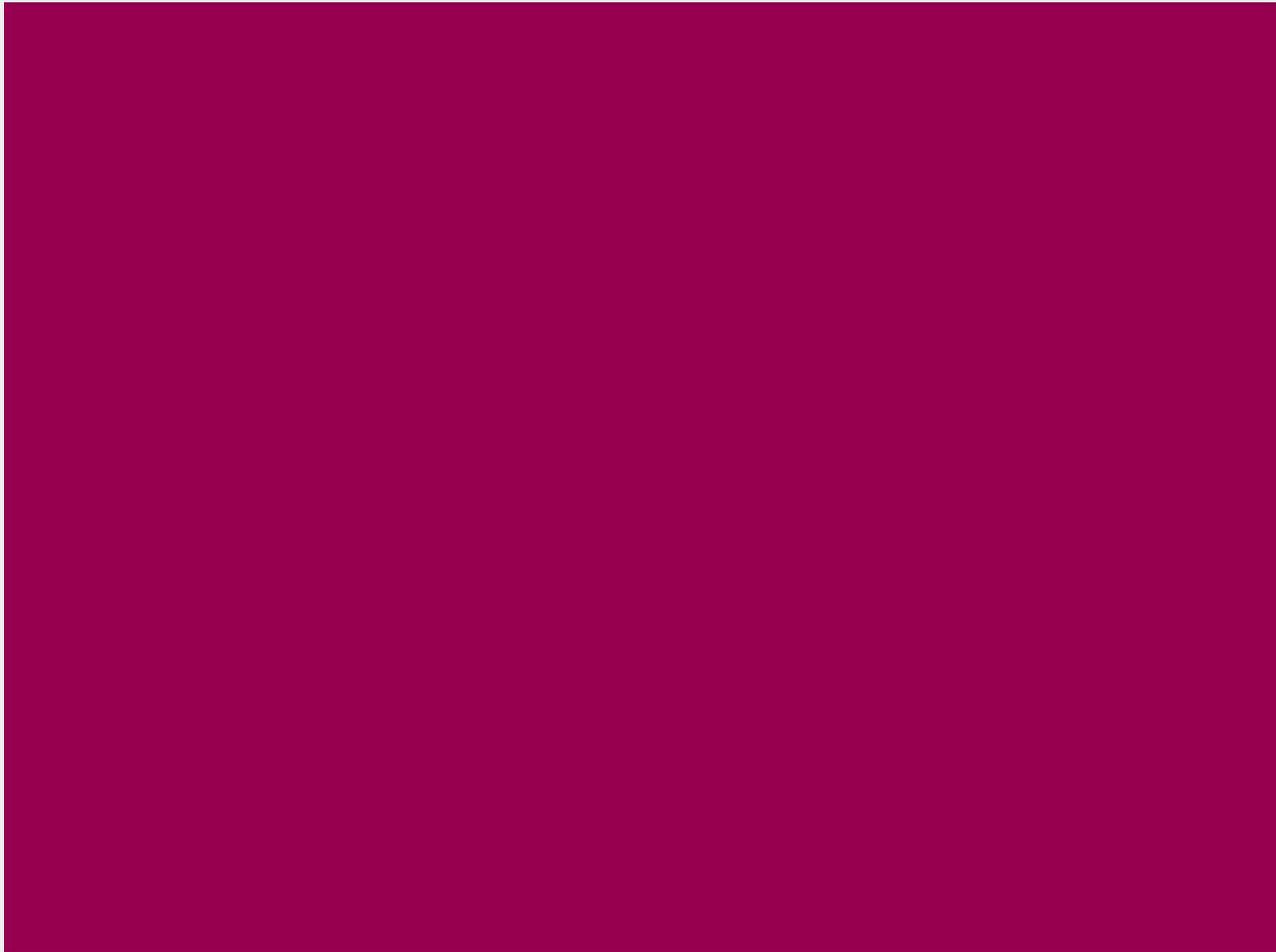


A V O N

the company for women



*One TEAM*  
*One AVON*

# GCM Usability Review



**Mick Rosolek**

UX Design Lead

# GCM Usability Review

Usability speaks to the extent to which a product can be used by a specified user to achieve specific goal or set of goals with effectiveness, efficiency and satisfaction in a specific context. Usability seeks to ensure:

- Effectiveness
- Efficiency
- Satisfaction

## **Usability and why it is important**

In recent years the benefits of Usability Design for online systems and applications has been documented to demonstrate a wide range of business benefits, some of which include; increased productivity, reduced costs, increased sales, reduced call center volume, etc. The underlying principles behind some of these benefits are as follows.

# GCM Usability Review

## **Increased Productivity**

Efficient user interfaces allow users to solve tasks faster thus making an impact on workforce productivity. Furthermore, well designed and optimized user interface leads to reduced number of opportunities for users to make mistakes and results in fewer errors.

## **Reduced costs**

Training, development and deployment costs are the ones that can be severely trimmed down by proper investment in the user experience, as well as reduction of call center instances. Easy to use and learn user interface automatically translates into less training investments for the end users

## **Increased sales**

A usable online experience allows our representatives the ability to gain competitive edge by providing them with a superior experience.

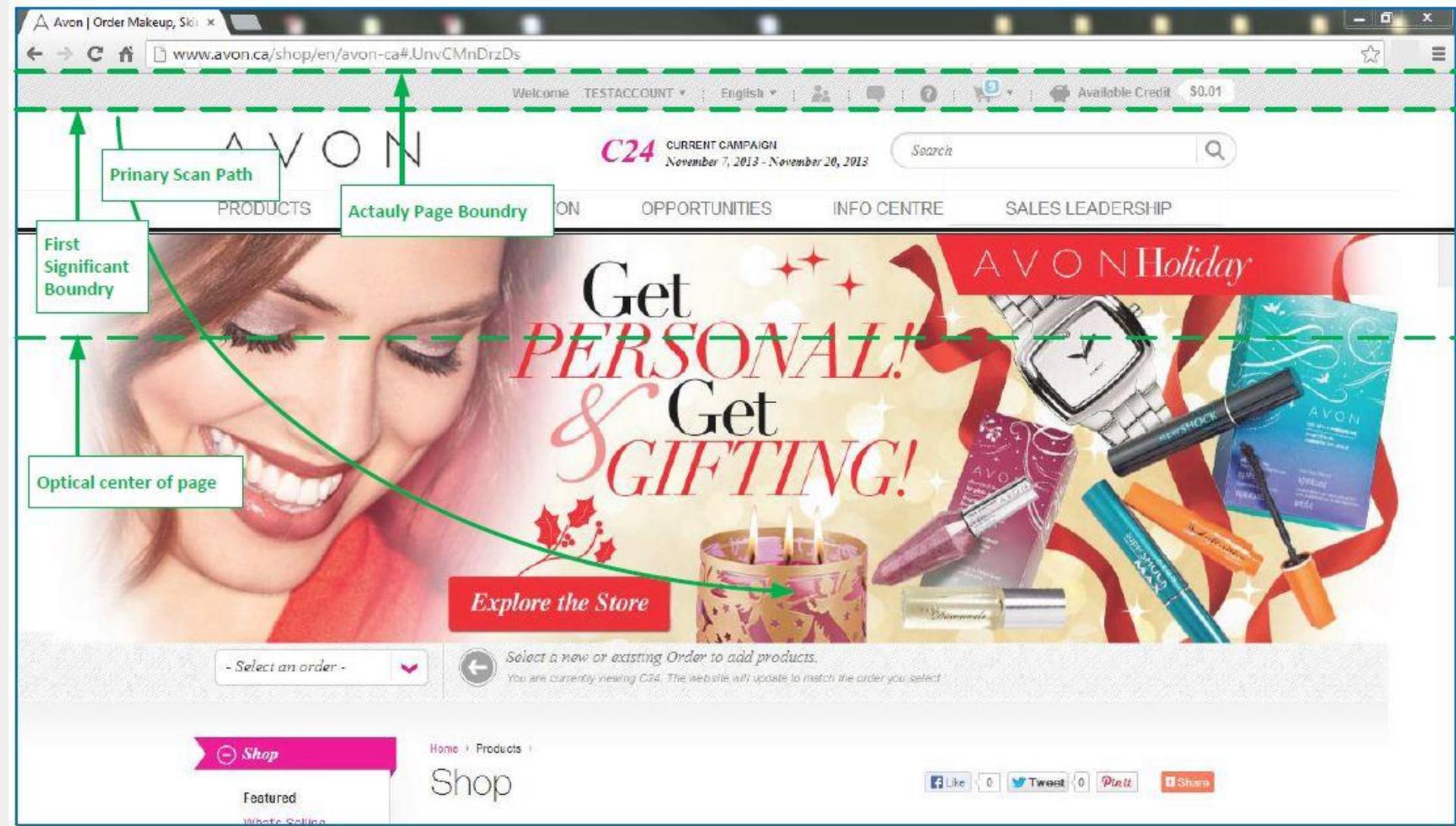
# The most important aspect of Usability and the hardest to measure

If there would be only one thing to acknowledge from this report it would be good usability mitigates the subconscious frustration of a cumbersome work experience felt by users. The transverse of this, the subconscious manifestation of frustration associated with a brand will embed a negative association with the user which is enduring and far reaching. I cannot stress the importance of this enough.

# Header and how it influences overall page design

When a user looks at a web page for the first time they reflexively do a series of observations to assimilate the page content.

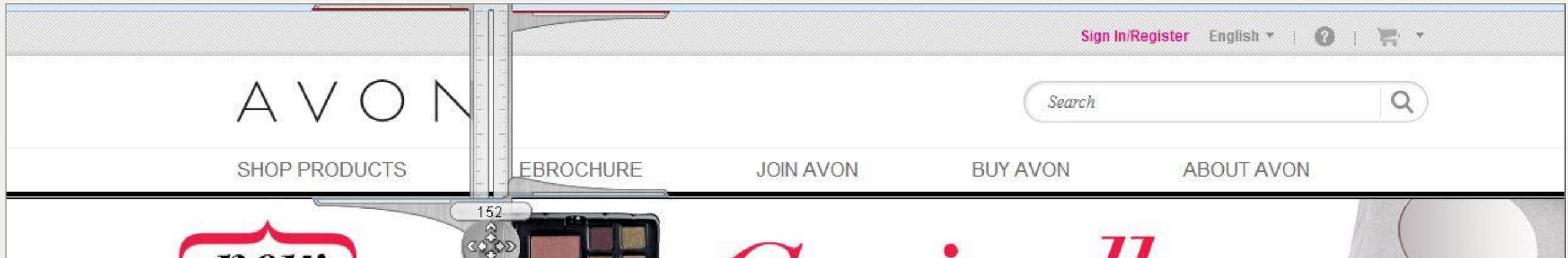
1. Locate the optical center of the screen which is 10% above the physical center of the screen
2. Scan up the page until the line of vision encounters a significant boundary
3. Begin to scan the page from the upper left to the lower right until a piece of information is encountered on which they can begin to build upon



# Grey Tool Bar

High Effort - High Impact

In the current design on first encounters it is highly likely that the user will have difficulty distinguishing the tool bar from the browser. The use of the Grey Toolbar also increase the vertical space of an already overcrowded page space. A consideration should be made to redesign this tool bar as follows.



Tool bar can be easily lost and mistaken for a part of the browser



Apart from conserving screen real-estate the use of ribbon grounds and focuses the user as well as grouping tasks and information.

# Available Credit Notice

Attention should be made that warning as and notices do not obscure the most basic of items such as primary navigation in this example.

Warning and notices should promote awareness to a situation but not to hinder nor possibly annoy the user.

The screenshot shows the Avon website interface. At the top, there is a navigation bar with the Avon logo, "SHOP PRODUCTS", and a "C24 CURRENT CAMPAIGN" banner for November 7, 2013 - November 20, 2013. A search bar and "BUY AVON" button are also visible. A pink notice in the top right corner states: "Your available Credit is currently below \$100.00. To make a payment click here »". The main content area features a large advertisement for a "new" jewelry box and makeup palette, priced at \$49.99 (a \$95 value). The ad includes a "Shop Now" button and social media sharing options. Below the ad, there is a "Shop" section with a sidebar menu containing "Featured" (What's Selling, Hot Deals, Online Exclusives, Top Makeup Trends) and "Department" (Makeup, Skin Care, Bath & Body) categories. The main content of the "Shop" section displays "C24 Campaign Offers" with a "See All C24 Campaign Offers" link and a "Need Help?" link. The bottom of the page shows a row of product images including bath and body products, skin care products, and jewelry.

# Credit Notice Fix

Medium Effort - High Impact

In this example a more productive means of drawing attention to the user that their credit is below the acceptable limit would be a notification in the “tool” bar next to the total.

Disabling order entry, not shown, will also make the user aware that their credit is below limits.



# Navigation Redundancy

The current GCM site navigation design implements redundancy by duplicating identical navigation in multiple areas, i.e. top and side.

In this example redundancy squanders screen real-estate; the side navigation displays the same links as the drop down box from the header navigation but with the left column, reserved for the redundant navigation consumes 250,000 sq. pixels.

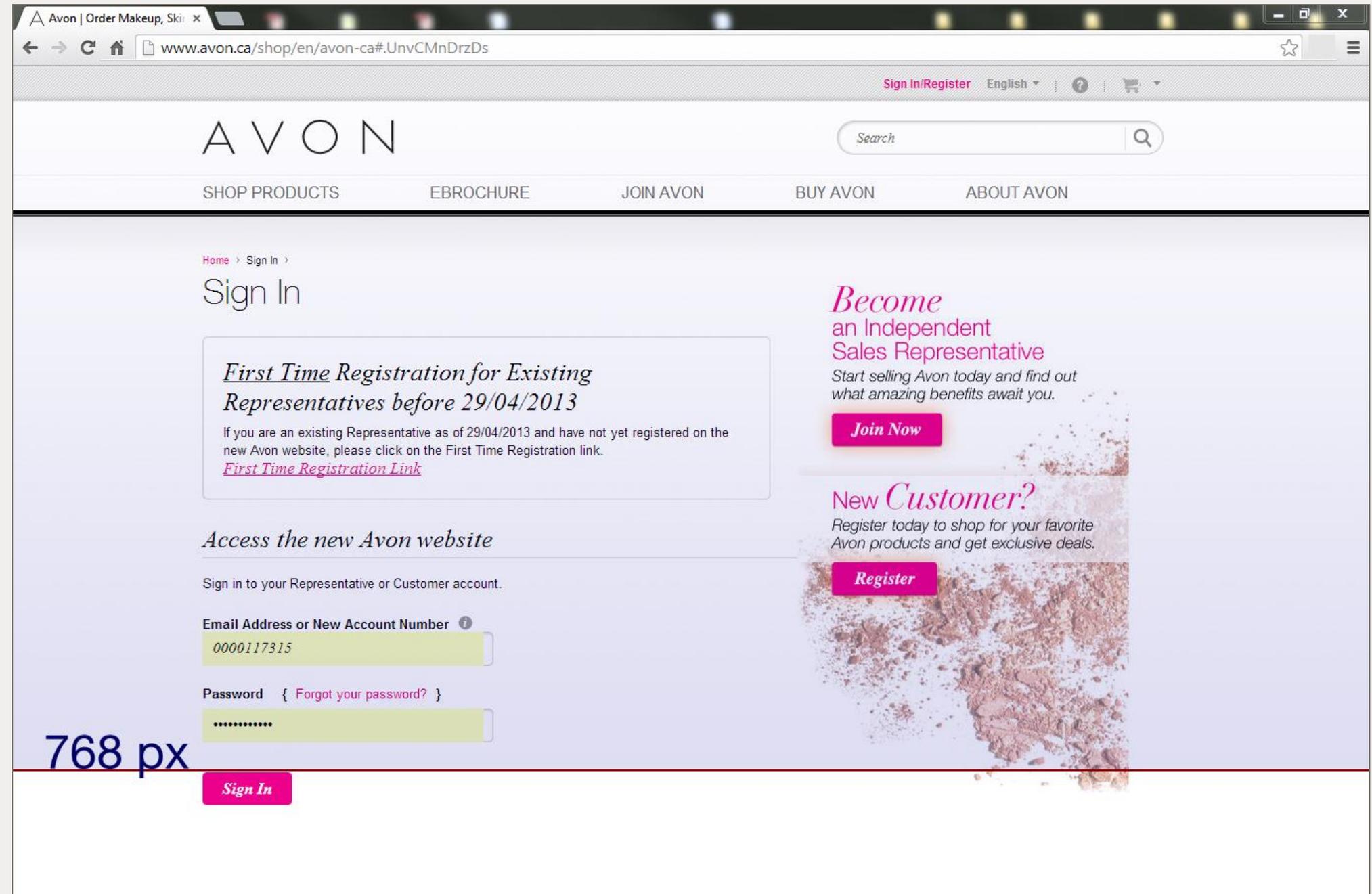
The side navigation on this screen takes up approximately 254,000 Sq. pixels, over 25% of the viewable screen real-estate, for the display of redundant information.

Order Details	Deliver To	Submit By	Delivery	Total	Status
+ C23 Add to Car...	5500 AUT...	06/11/2013	11/11/2013	\$128.81	Campaign Ended
+ C23 Order	5500 AUT...	24/10/2013	29/10/2013	\$0.00	Campaign Ended
+ C24 Order	5500 Aut Transcanadienne	20/11/2013 11:59 PM EST	25/11/2013	\$23.49	Open Add Items

# CTA Below the Fold

On one of the first pages of the site, the sign in page, the CTA falls immediately below the 768 fold.

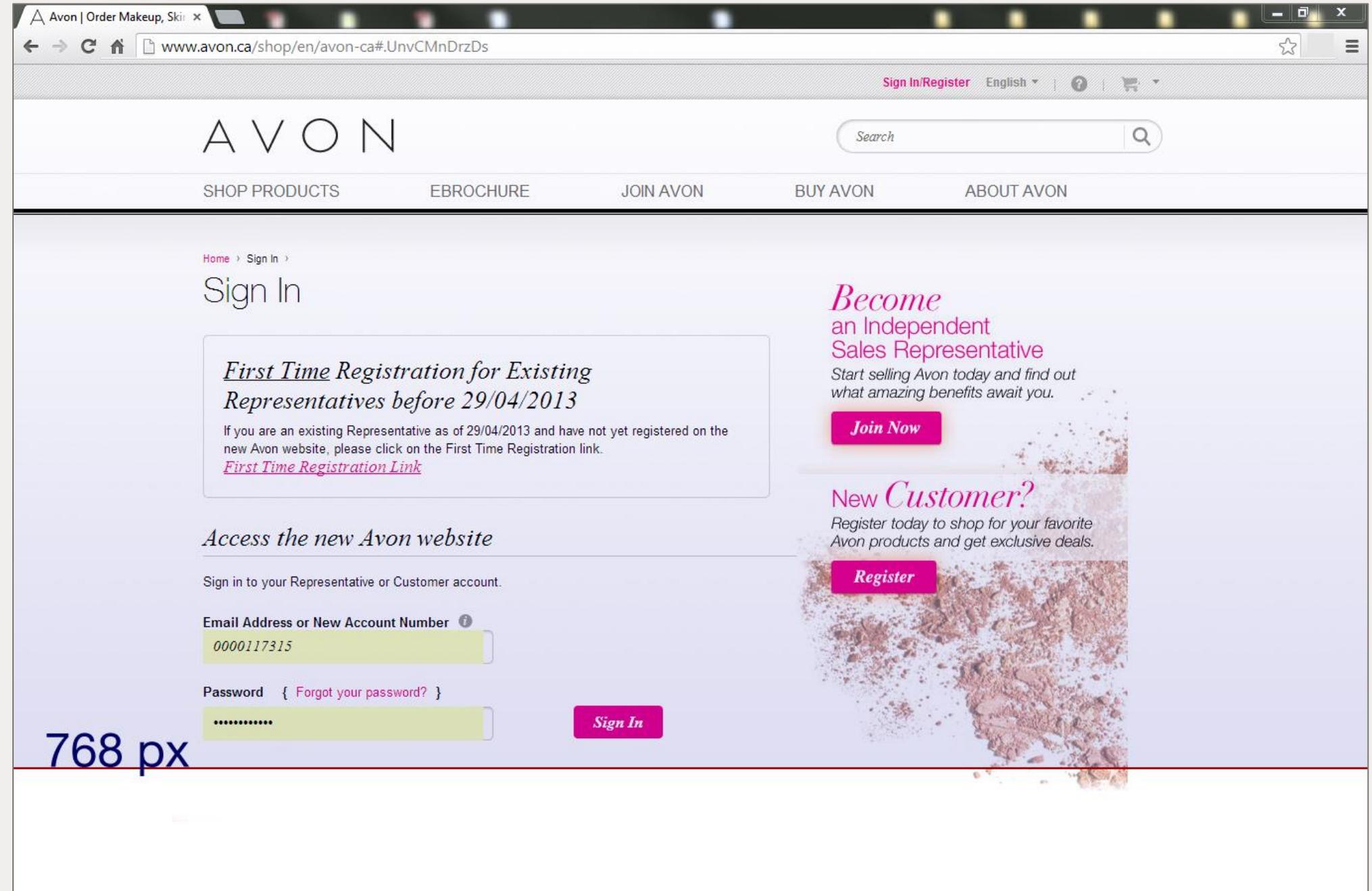
Low to Medium Effort - High Impact



# CTA Below the Fold

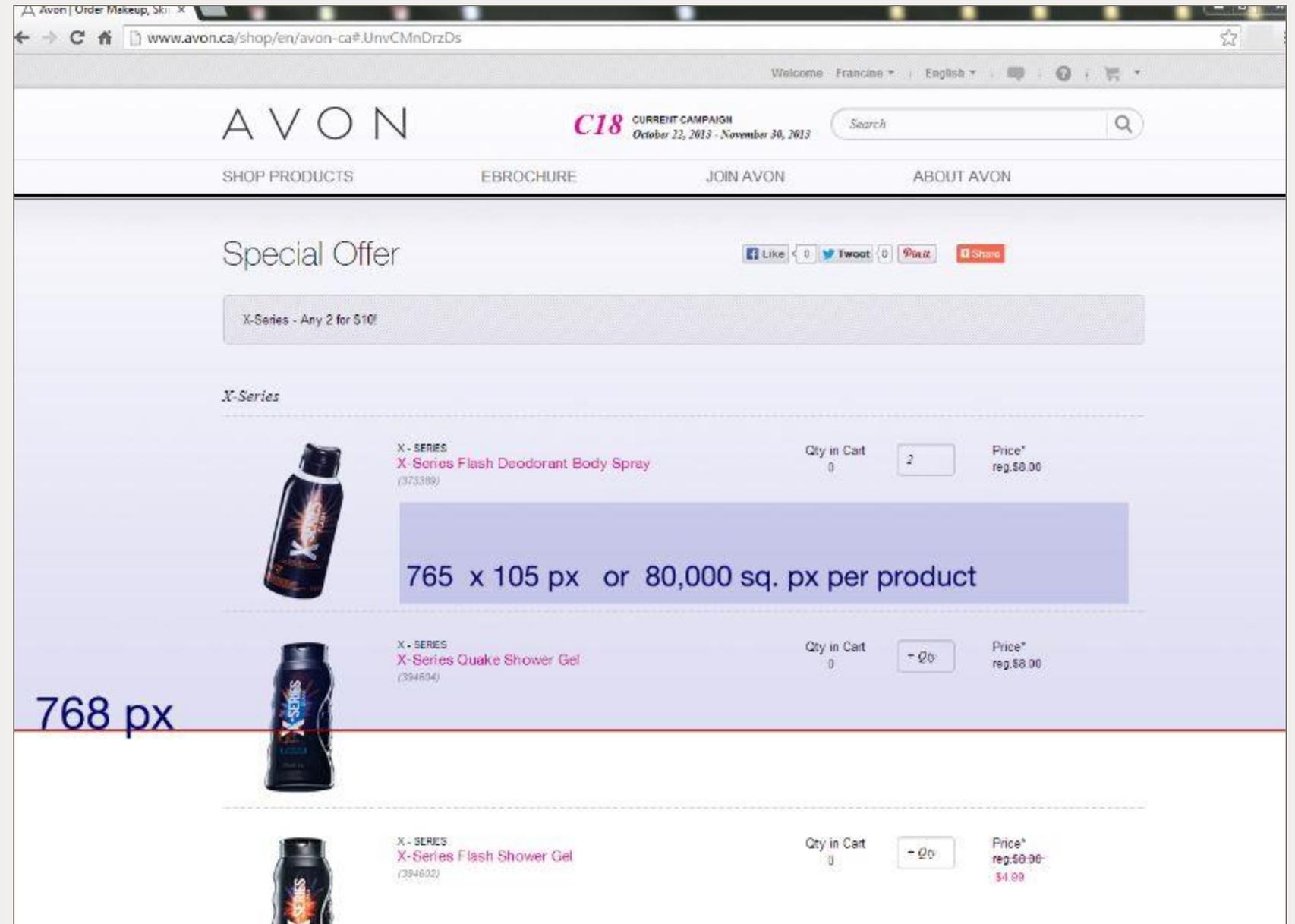
Low to Medium Effort - High Impact

Although it is very likely that the user will quickly learn to scroll below the fold, this annoyance could have been easily avoided if the web best practice of moving CTA's to the right of input fields was followed.



# Misuse of White Space

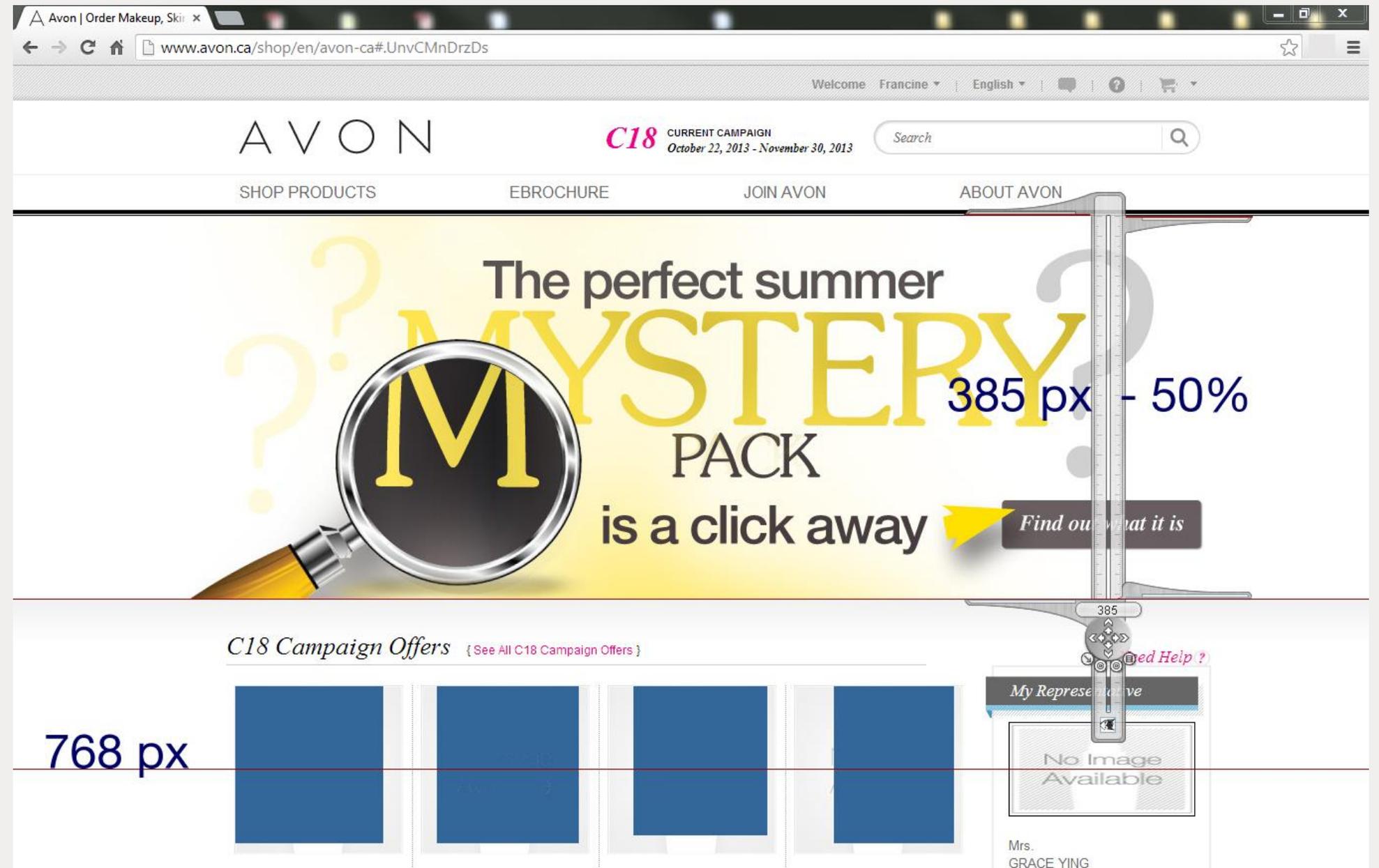
Apart from squandering expensive screen real-estate per item (80,000 sq. pixels per product) having a single CTA at the bottom of the page cutting the user off from a point of commitment. On excessively long pages such as this it would be recommended to include a CTA at the top of the page.



# Excessive use of Carousels

Scrolling carousels encourage users to view a page in a horizontal space and deter a user from scrolling. Carousels should be used on short pages and avoided deep into a site.

Medium/High Effort - High Impact



# Below the Fold

Medium - High Effort - High Impact

Users will scroll below the fold on a web experience yet users spend 80% of their time above the fold. Sites that force the user too routinely scroll below the fold are risking a potential spike in error rate as studies by the Nielsen Norman Group indicate that the further a user scrolls the greater their attention dissipates.

When accessing content Web users will often make a decision on whether to continue based on what they see above the fold. When content falling below the fold cannot be avoided it is essential to place a reasonable clue above the fold. Users are less likely to view the scroll bar as a hint of further content below the fold.

- Elevating this problem would resolve many usability Issues
- Fixes could be applied in stages

Avon | Order Makeup, Sk...  
 www.avon.ca/shop/en/avon-ca#.UrvCMnDrzDs

Welcome - Francaise - English -

AVON **C24** CURRENT CAMPAIGN November 7, 2013 - December 1, 2013 Search

SHOP PRODUCTS EBROCHURE JOIN AVON ABOUT AVON

Shop Home Products Clearskin

**Featured**  
 Clearskin Hot Deals

**Category**  
 Original  
 Professional

**Benefit**  
 Blemish Clearing  
 Severe Acne  
 Minimizes Pores  
 Reduces Blackheads  
 Acne  
 Exfoliating

**Price**  
 \$0 - \$15  
 \$16 - \$25

**Clearskin**  
 Visibly reduces blemishes... on the spot  
 Clear Emergency Instant Spot Treatment  
 Shop now ONLY 4.99\* each  
 \*Plus applicable taxes.

**Brands**

	clearskin [ See All Clearskin Professional Products ]	<b>Did You Know?</b> CLEARSKIN HELPS CONTROL EXCESSIVE OIL. UNCLE SAM REACTS TO PREVENT NEW BLEMISHES FROM FORMING.
	clearskin [ See All Clearskin Products ]	SKIN BEHAVING BADLY? We Can Help!

**All Clearskin** Special Offer 16 No Sort

768 px

Level 2 Brand Page

Avon | Order Makeup, Skin x  
 www.avon.ca/shop/en/avon-ca#UnvCMnDrzDs

Welcome TESTACCOUNT | English | Available Credit \$0.01

AVON C24 CURRENT CAMPAIGN November 7, 2013 - November 20, 2013 Search

PRODUCTS ORDERS MY AVON OPPORTUNITIES INFO CENTRE SALES LEADERSHIP

Orders  
 Order History  
 Customer Requests  
 Returns

Home > Orders > Need Help ?

### Start Your Next Order

You can create an order for the current campaign or 1 future campaign. Each campaign closes as early as 10:29 PM EST/EDT on the cut-off date. Please note that products saved in your Draft Orders are not yet reserved for you. Be sure to review the ordering details below before continuing.

Current Campaign: C24 (Change Campaign)  
 Deliver To: Home Address (Change Address)  
 Delivery Date: 25/11/2013 Preferred Delivery Date (Change Date)  
 Submit by: 20/11/2013 11:59 PM EST  
 \*Estimated Shipping Fees: \$2.00 Shipping & Handling Fees

Name Your Order (Optional) Continue

\*This is an estimated shipping fee. Your final shipping fee will be displayed at the time your order is invoiced. It will depend on your order size and Level of Achievement.

### Draft Orders – Products are not reserved

Order Details	Deliver To	Submit By	Delivery	Total	Status
+ C23 Add to Car...	5500 AUT...	06/11/2013	11/11/2013	\$128.81	Campaign Ended
+ C23 Order	5500 AUT...	24/10/2013	29/10/2013	\$0.00	Campaign Ended
+ C24 Order	5500 Aut Transcanadienne	20/11/2013 11:59 PM EST	25/11/2013	\$23.49	Open (Add Items)
+ C24 Order	5500 AUT...	20/11/2013 11:59 PM EST	25/11/2013	\$11.79	Open (Add Items)
+ C24 Order	5500 AUT...	20/11/2013 11:59 PM EST	25/11/2013	\$24.99	Open (Add Items)
+ C24 Order	5500 AUT...	20/11/2013	25/11/2013	\$12.54	Open

768 px

Avon | Order Makeup, Skin x

www.avon.ca/shop/en/avon-ca#.UnvCMnDrzDs

Welcome TESTACCOUNT | English | Available Credit \$0.01

AVON C24 CURRENT CAMPAIGN November 7, 2013 - November 20, 2013 Search

PRODUCTS ORDERS MY AVON OPPORTUNITIES INFO CENTRE SALES LEADERSHIP

**Get PERSONAL! & Get GIFTING!** AVON Holiday

Explore the Store

- Select an order -

Select a new or existing Order to add products. You are currently viewing C24. The website will update to match the order you select.

768 px

Shop

Home > Products > Shop

Like 0 Tweet 0 Pin it Share

C24 Campaign Offers { See All C24 Campaign Offers } Need Help ?

Avon | Order Makeup, Skin x

www.avon.ca/shop/en/avon-ca#.UnvCMnDrzDs

Welcome TESTACCOUNT | English | Available Credit \$0.01

# AVON

C24 CURRENT CAMPAIGN November 7, 2013 - November 20, 2013

PRODUCTS ORDERS MY AVON OPPORTUNITIES INFO CENTRE SALES LEADERSHIP

C 24-1950982

Deliver To Default

Submit Your Order by: 20/11/2013

Est. Total\*: \$311.84

Sections

80 - 81 / 236

Cart

Search

768 px

40+ ANEW REVERSALIST FIGHTS MODERATE SIGNS OF AGING

CELEBRATE the look of WRINKLES REDUCED

look younger by the holidays

IN 4 WEEKS: Dramatically reduces the look of wrinkles. Skin looks reborn.

ALL ON SPECIAL

<p>Renewal Foaming Cleanser</p> <p>Smooths and softens. 125 ml</p> <p>429-088</p> <p>reg. 16.00</p> <p><b>8.00</b></p>	<p>Night Renewal Cream</p> <p>Skin looks and feels reborn.</p> <p>50 g 429-067</p> <p>reg. 37.00</p> <p><b>29.99</b></p>	<p>Illuminating Eye System</p> <p>Brightens dark circles. Cream.</p> <p>15 g. net. 2.5 g.</p> <p>429-127</p> <p>reg. 35.00</p> <p><b>24.99</b></p>
--	--	--

Avon Hd Makeup Scent S Skin Cat Style SH Home Kid's Cl Body Sp Beauty

Avon | Order Makeup, Skin & Hair

www.avon.ca/shop/en/avon-ca#.UnvCMnDrzDs

Welcome TESTACCOUNT \* | English \* | Available Credit \$0.01

AVON C24 CURRENT CAMPAIGN November 7, 2013 - November 20, 2013 Search

PRODUCTS ORDERS MY AVON OPPORTUNITIES INFO CENTRE SALES LEADERSHIP

WELCOME! MY BUSINESS MY ORDERS MY INCENTIVES MY LEADS (3)

*My Business*

*Can't find what you're looking for in the Brochure?*

Don't forget... the entire line is available online. Anything you can't find in the printed brochure can be found here!

Simply shop by Department or Brand to find what you're looking for.



*Need Help?*

**District Sales Manager**

WENDY MCLEAN  
BLACKROCKETS  
@GMAIL.COM  
8652305245

**My Messages**

**New Messages**

- 21/10/13 New Representati...
- 21/10/13 New Representati...
- 24/07/13 Customer Orders ...
- 22/07/13 Great news! You h...
- 22/07/13 Great news! You h...

[See All Message Center >](#)

**Sales Support**

**Get Started**

- Create New Order
- Modify an Existing Order
- Track Order Status

768 px

**My Sales vs Segment**

01 Campaign Qualifying Volume

\$7,500 Suggested Goal

02 Qualifying Volume - Achievement Level

\$75,000 Current Level

03 President's Recognition Program Campaign 3, 2013 to Campaign 7, 2014

Avon | Order Makeup, Skin x  
www.avon.ca/shop/en/avon-ca#.UnvCMnDrzDs

Welcome Francine | English |

# AVON

**C24** CURRENT CAMPAIGN  
November 7, 2013 - December 1, 2013

SHOP PRODUCTS    EBROCHURE    JOIN AVON    ABOUT AVON

Home > Products > Clearskin Professional Daily Correcting Lotion >

## Clearskin Professional Daily Correcting Lotion

Favourite   Like 0   Tweet 0  
 Pin it   Share



**clearskin**  
AVON  
{ See All CLEARSKIN Products }

### Clearskin Professional Daily Correcting Lotion

reg. \$18.00

Multi-tasking treatment lotion visibly minimizes pores and controls surface oil. Proven to even skin tone. 60 ml [Read more...](#)

Product FAQs   Product Tips

140646 \$18.00

Qty

**+ Add to Order**

768 px

Avon | Order Makeup, Skin x  
 www.avon.ca/shop/en/avon-ca#.UnvCMnDrzDs  
 Welcome Francine | English | Search

AVON C24 CURRENT CAMPAIGN November 7, 2013 - December 1, 2013

SHOP PRODUCTS EBROCHURE JOIN AVON ABOUT AVON

Home > Products > Clearskin > Compare >  
 Product Comparison

Special Offer Like 0 Tweet 0 Pin it Share

Your selections

<i>Benefit</i>	Blemish Clearing	Blemish Clearing	Blemish Clearing
<i>Brand</i>	CLEARSKIN	CLEARSKIN	CLEARSKIN
<i>Concern</i>	Anti-Acne	Anti-Acne	Anti-Acne
<i>Form</i>	Lotion	Gel	Lotion
<i>Formula</i>	Regular	Regular	Regular
<i>Gender</i>	Unisex	Unisex	Unisex
<i>Product Formula Description</i>	Moisturizer	Treatment	Moisturizer
<i>Product Type</i>	Anti-Acne Moisturizer Lotion	Anti-Acne Treatment Gel	Anti-Acne Moisturizer Lotion
<i>Recommended Users</i>	Adults	Teens	Adults
<i>Skin Type</i>	All Skin Types	All Skin Types	All Skin Types

768 px

Avon Foundation for Women • Company Overview • Corporate Responsibility • Investors • Careers • DSA

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AT Moisture IQ Conditioner

427246

25

Price  
\$4.99

Total  
\$124.75



AT Moisture IQ Conditioner

427246

1

Price  
\$4.99

Total  
\$4.99



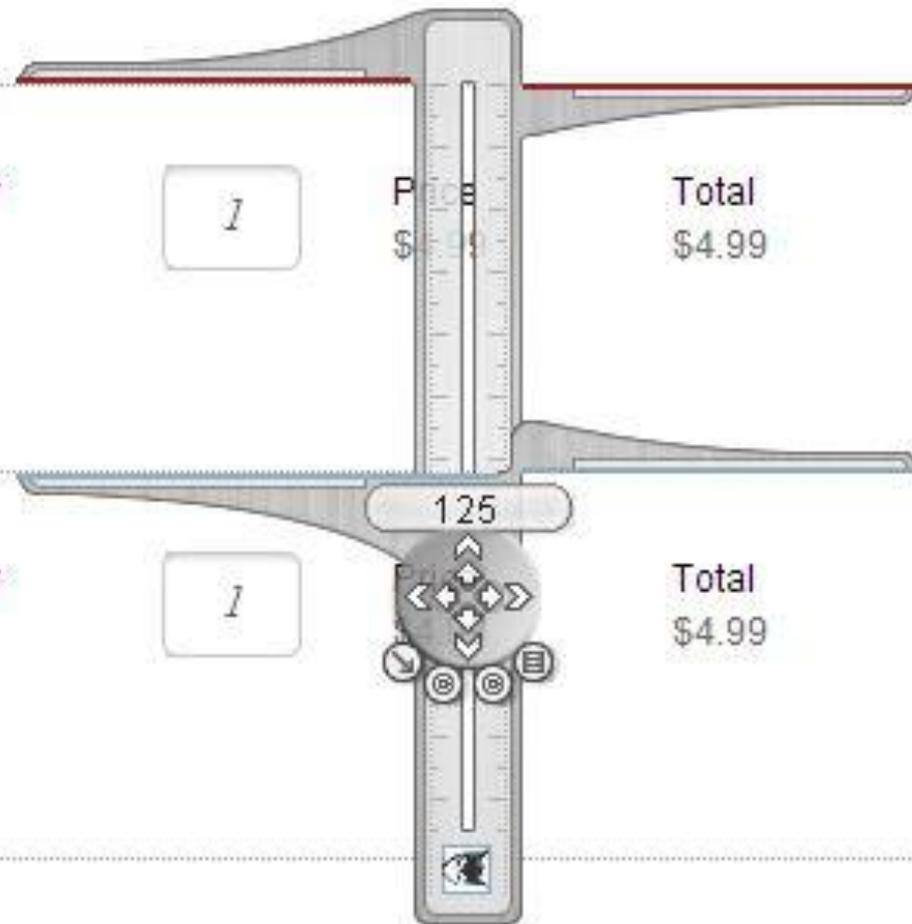
AT Moisture IQ Conditioner

427246

1

125

Total  
\$4.99



# Add to Cart Button

No "Add to Cart" button or CTA associated with product image and description.

The user must hover over the product image and click on quick view which brings up a modal window.

AVON

C24 CURRENT CAMPAIGN  
November 7, 2013 - December 1, 2013

Search

SHOP PRODUCTS EBROCHURE JOIN AVON ABOUT AVON

Home > Products > Hair Care > Nourishing >

Narrow By

Featured

Hair Care Hot Deals

Shampoo & Conditioner Hot Deals

Category

Shampoo & Conditioner

Search Results

16 No Sort

Products

= Special Offer

ADVANCE TECHNIQUES  
Advance Techniques...  
reg. \$7.99 \$3.99  
 Compare

ADVANCE TECHNIQUES  
Advance Techniques...  
reg. \$7.99 \$3.99  
 Compare

Advance Techniques...  
reg. \$7.99  
 Compare

Advance Techniques...  
reg. \$7.99  
 Compare

1-4 of 4 | 1



## Advance Techniques



### Advance Techniques 360 Nourish Moroccan Argan Oil Shampoo

~~\$7.99~~ \$3.99

Product Number 390135

[See product details »](#)

[♥ Favourite](#)

Item

390135- \$3.99

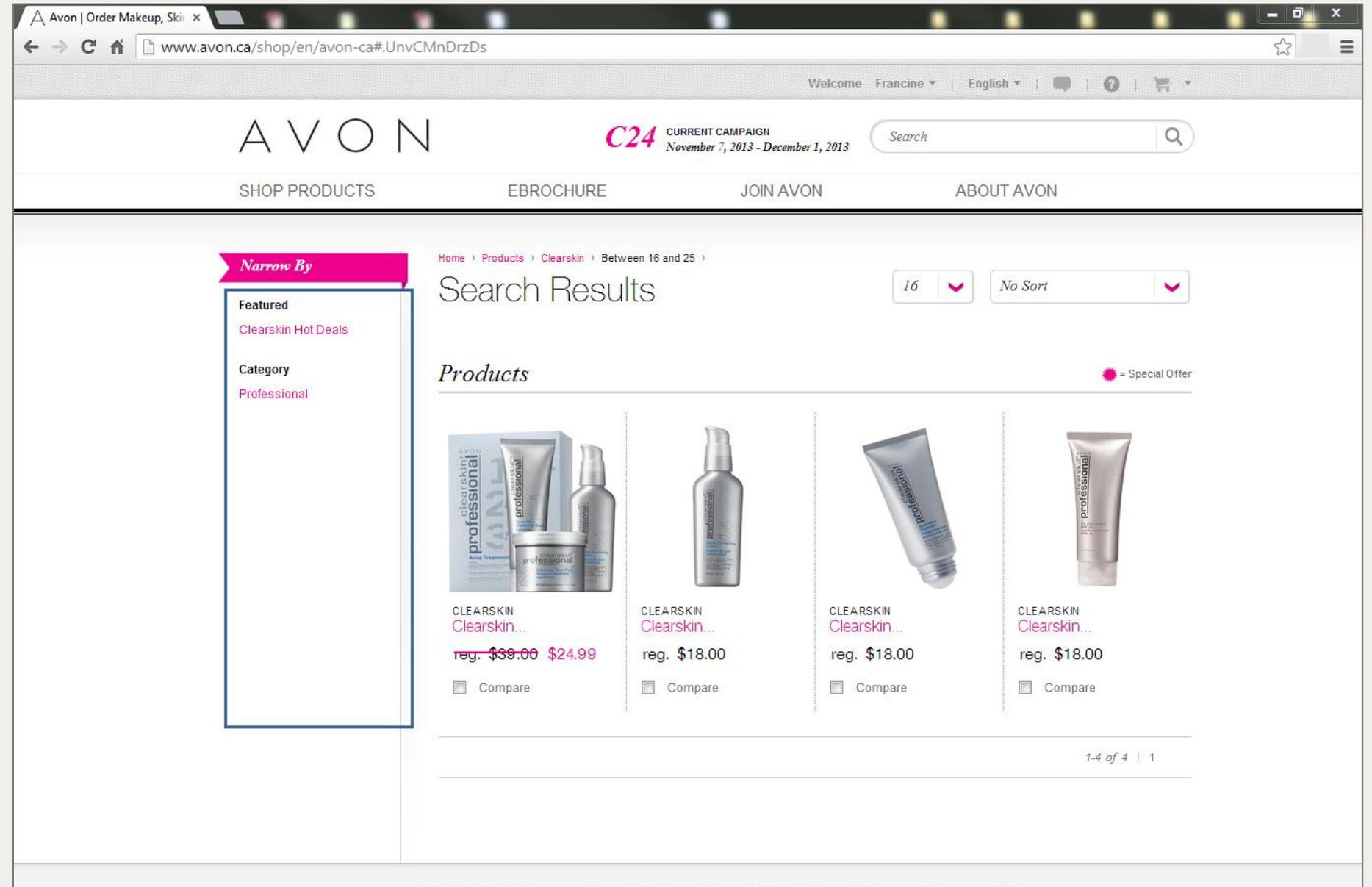
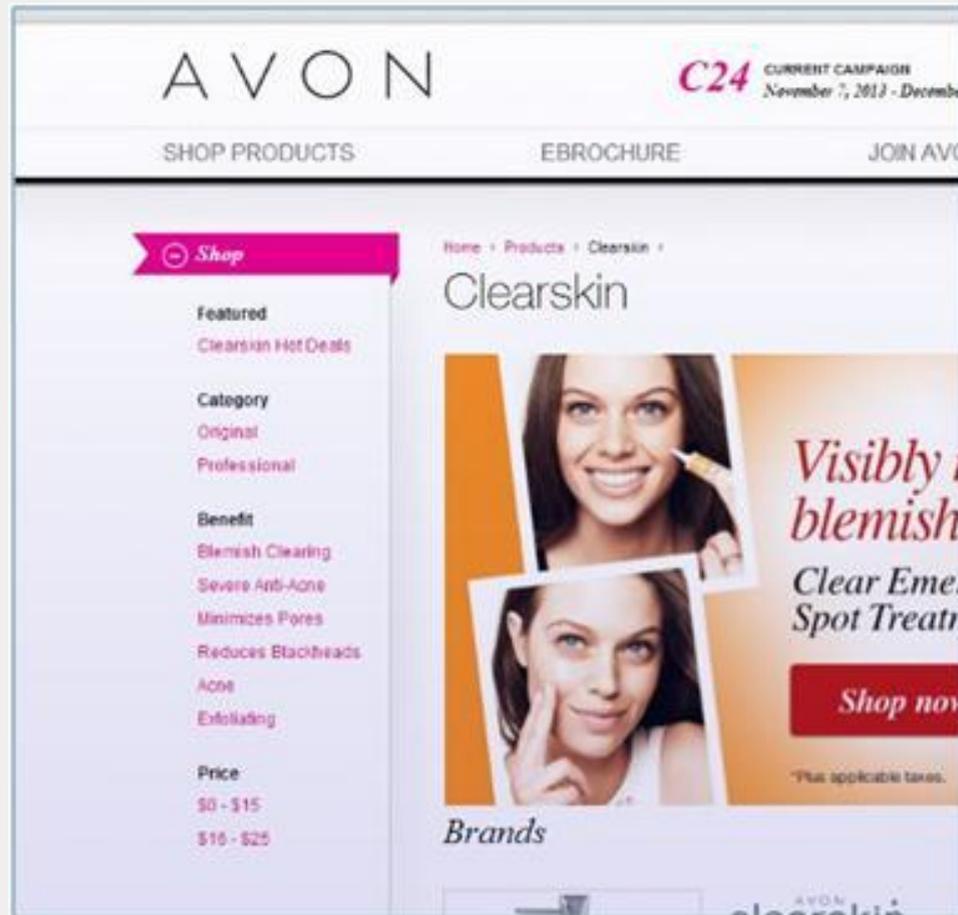
Qty

[+ Add to Order](#)

# Product Selection

Medium - High Effort - High Impact

Selecting a defining facet from the left hand categories will limit our selection to this definition, i.e. items in a particular price range.



# Narrowing Results

You searched for: Lorem Ipsum  
32 Results

Faceted Search Results - 51110060-023 v1.0/Campbell's  
**Easy Preparation Selected**

You can narrow your results by:

**Selected Filters**  
 20 Minutes or less

**Main Ingredient**  
 Chicken and Poultry (nn)  
 Beef (nn)  
 Pork (nn)  
 Eggs/Dairy/Cheese (nn)  
 Rice & Grains/Pasta (nn)  
 Seafood (nn)  
 Vegetables (nn)

**Recipe Type**  
 Casseroles and Baked Dishes (nn)  
 Meatloaf and Meatballs (nn)  
 Pasta (nn)  
 Meatless (nn)  
 Sandwiches, burgers and wraps (nn)

**Nutrition**  
 Low Calories (nn)  
 High Fiber (nn)  
 Low Sodium (nn)  
 Low Fat (nn)

**Campbell's Soup**  
 Chicken and rice (nn)  
 Cream of celery (nn)  
 Cheddar cheese (nn)  
 Chicken and dumplings (nn)  
 More >>

Recipes 1-5 of 16 1 2 3 Next

	<b>[ Recipe Title ]</b> ★★★★★ (14) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eu odio ut nunc consequat fermentum. <a href="#">More...</a>	<a href="#">Print Recipe</a> <a href="#">E-Mail This Recipe</a> <a href="#">Save to My Recipe Box</a>
	<b>[ Recipe Title ]</b> ★★★★★ (70) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eu odio ut nunc consequat fermentum. <a href="#">More...</a>	<a href="#">Print Recipe</a> <a href="#">E-Mail This Recipe</a> <a href="#">Save to My Recipe Box</a>
	<b>[ Recipe Title ]</b> ★★★★★ (38) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eu odio ut nunc consequat fermentum. <a href="#">More...</a>	<a href="#">Print Recipe</a> <a href="#">E-Mail This Recipe</a> <a href="#">Save to My Recipe Box</a>
	<b>[ Recipe Title ]</b> ★★★★★ (9) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eu odio ut nunc consequat fermentum. <a href="#">More...</a>	<a href="#">Print Recipe</a> <a href="#">E-Mail This Recipe</a> <a href="#">Save to My Recipe Box</a>
	<b>[ Recipe Title ]</b> ★★★★★ (3) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eu odio ut nunc consequat fermentum. <a href="#">More...</a>	<a href="#">Print Recipe</a> <a href="#">E-Mail This Recipe</a> <a href="#">Save to My Recipe Box</a>

Recipes 1-5 of 16 1 2 3 Next

Search Results [Email This Page Label]

You searched for: Lorem Ipsum  
16 Results

Faceted Search Results - 51110060-023 v1.0/Campbell's  
**Beef Selected and Easy Preparation Selected**

You can narrow your results by:

**Selected Filters**  
 Beef <sup>1</sup>  
 20 Minutes or less

**Recipe Type** <sup>2</sup>  
 Casseroles and Baked Dishes (nn)  
 Meatloaf and Meatballs (nn)  
 Pasta (nn)  
 Meatless (nn)  
 Sandwiches, burgers and wraps (nn)

**Nutrition**  
 Low Calories (nn)  
 High Fiber (nn)  
 Low Sodium (nn)  
 Low Fat (nn)

**Campbell's Soup**  
 Chicken and rice (nn)  
 Cream of celery (nn)  
 Cheddar cheese (nn)  
 Chicken and dumplings (nn)  
 More >>

Recipes 1-5 of 16 1 2 3 Next

	<b>[ Recipe Title ]</b> ★★★★★ (14) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eu odio ut nunc consequat fermentum. <a href="#">More...</a>	<a href="#">Print Recipe</a> <a href="#">E-Mail This Recipe</a> <a href="#">Save to My Recipe Box</a>
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	<b>[ Recipe Title ]</b> ★★★★★ (38) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eu odio ut nunc consequat fermentum. <a href="#">More...</a>	<a href="#">Print Recipe</a> <a href="#">E-Mail This Recipe</a> <a href="#">Save to My Recipe Box</a>
	<b>[ Recipe Title ]</b> ★★★★★ (9) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eu odio ut nunc consequat fermentum. <a href="#">More...</a>	<a href="#">Print Recipe</a> <a href="#">E-Mail This Recipe</a> <a href="#">Save to My Recipe Box</a>
	<b>[ Recipe Title ]</b> ★★★★★ (3) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eu odio ut nunc consequat fermentum. <a href="#">More...</a>	<a href="#">Print Recipe</a> <a href="#">E-Mail This Recipe</a> <a href="#">Save to My Recipe Box</a>

Recipes 1-5 of 16 1 2 3 Next

Thank You