



2022 Website Usability Study

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Intro to Usability Study

For this usability study I decided to go for a more qualitative approach.

Eight volunteers answered a variety of questions and completed tasks based off the Creative Connex Website.

Insights were recorded of what users thought, felt, did and said which helped me break down their overall pains, gains and wants during the study.

This allowed empathy into what users liked, struggled with and would like to see changed.

Opening Questions

These questions were asked to gain more insights from the user allowing us to empathize with their answers

- **Have you ever thought about writing a book before? (Why not)**
- **Have you ever used a self help/self education website before?(why not)**
- **Have you ever had to use a contact a page to help you in any task on a website? (how was that experience)**
- **Have you ever had to purchase any service online? (how was that experience)**
- **When using a website what are some key things you look for? (expand based off answers)**

Tasks

These tasks were designed to make the user explore every page of the website and make them use some of the services on the page provides, indicating their likes and dislikes.

- **How would I go about finding out how much services cost.**
- **Im not sure if they offer a certain services how would I get in contact with someone.**
- **I have an idea for a book and some rough notes, how do I know creative connex will help me through my process.**
- **I want 1 on 1 help with my book, do they offer that service?**
- **How do I know who runs this company?**
- **How do I get started in the process of using their services?**

Follow Up Questions

These follow up questions were created to gather insights into the Gains, Pains and Wants the user had after being able to explore the website and complete some tasks.

- **What is your first thought when going onto the website (homepage) (Thoughts?)**
- **Head over to the about us page (Thoughts?)**
- **Go to services (main page) (Thoughts?)**
- **Book and estimator (ask them to play around if they didn't, thoughts?)**
- **Reach out page, ask if anything is missing (Thoughts?)**

Quick Quantitative Findings

These findings are based off the 8 volunteers who participated in the usability study

Have thought about writing a book.

Yes	No	Other
1	4	3

After doing the Usability test, knows the main mission behind Creative Connex

Yes	No	Unsure
4	2	2

Looked for/read/mentioned Testimonials

Yes	No	Unknown
6	0	2

Watched the videos for more information

Yes	No	Liked THAT they were available to watch	Unknown
2	2	3	1

Primary Themes

(1a) Book \$ Estimator is a great and unique tool but still has it's flaws.

(1b) The services page is hard to navigate.

(1c) Contact page.

Please see appendix for corresponding user insights with the themes (1a-1c)

Book \$ Estimator

The book estimator is a helpful and unique tool but some users became confused on certain portions and inquired about other functions.

Positives

- Users liked a quick way to get costs associated with the services they wanted (\$/XXX)
- One of a kind tool
- Helps users understand what goes into getting your book publish ready
- Little info tips beside the service

Issues

- The custom option underneath the page count (no info or tip)
- No way to save the info of the page or pair it with a quote option (link it to reach out page.)
- Had to scroll between options and cost
- Preset packages
- Would like more details over packages/ premium and standard costs
- Hard to understand until used - Some things you can only click one of
- No “We Write” option for kids book
- Layout/Design issues caught the eye of some users

“This book price estimator which I feel like, I’ve never seen anything like that before is great they have this unique tool freely available and very obvious, something that sets them apart.”

Current

Try our book cost estimator... it's easy as 1, 2, 3!

Simply:

- 1. Pick 1 of the 3 book genres
- 2. Tell us approx. how many words & pages
- 3. Choose the services you believe you may require

Your initial estimate will automatically be calculated. Go ahead, play around with it. You'll quickly see just how affordable bringing your book to life can be!



- ☐ Children's Book
You write
- ☒ Fiction / Non-Fiction Book
You write
- ☐ Non-Fiction Book
We write

Word Count
0

Page Count
0

☐ Custom

300 words per page is the average for most books.

Liked the info about
what this tool is/
does

Difficulty
understanding what
the custom option
does

☐ Proofreading

☐ Copy Editing

☐ Content Editing

☐ Developmental Editing

☐ Book / Page Layout

☐ Author Premium Custom Logo Design

☐ Back Cover Copy

☐ Editors Manuscript Evaluation

☐ Single I.S.B.N. # & Barcode Creation

☐ File Conversions to Amazon

☐ 1-on-1 Writing Coaching
(1 hr. package)

☐ 1-on-1 Writing Coaching
(3 hr. package)

☐ Premium Custom Print & eBook Cover Design
(Front & Back)

☐ Standard Custom Print & eBook Cover Design
(Front & Back)

Services Total

Creative Connex Fee ⓘ

HST (13%)

Estimated Project Total

\$0.00

\$0.00

\$0.00

\$0.00

Users Didn't know
they could only pick
one option

Liked reading the
info/help icons

No "confirm quote"
option or link the
quote with the
Contact page

Possible Solutions and a Low-Fil Re-design based off User Insights

Preset packages that users could see what options get selected and price

Clear outline of being able to only select one option

☐ Childrens book

☐ Fiction/ Non-Fiction Book

☐ Non-fiction Book

Word Count

0

Page Count

0

☐ Custom

☐ Standard Package ?

☐ Premium Package ?

☐ Custom Package ?

Select one

☐ Proof Reading ?

☐ Copy Editing ?

☐ Content Editing ?

☐ Developmental Editing ?

☐ Book / Page Layout ?

☐ Author Premium Custom Logo Design ?

☐ Back Cover Copy ?

☐ Editors Manuscript Evaluation ?

☐ Single I.S.B.N # & Barcode creation ?

☐ File Conversions to Amason ?

☐ 1-on-1 Writing Coaching (1hr. Package) ?

☐ 1-on-1 Wriitng Coaching (3 hr. Package) ?

☐ Premium Custom Print& eBook cover Design (Front and Back) ?

☐ Standard Custom Print & ebook Cover Design (Front and Back) ?

Services Total

\$0.00

Creative Connex Fee ?

\$0.00

HST(13%)

\$0.00

Estimated Project Total

\$0.00

Reset

Confirm

Price estimator beside options for less scrolling and easy access

Button to confirm the estimate and quote that would take the user to the contact page.

Services Page

Users appreciated seeing the services provided but became confused and frustrated with the flow and usability.

Positives

- Consistent rates and graphics in sub-services pages
- Easy to understand the service within the sub-service page
- Easy to find the services provided
- Gives an idea of what services are required into getting a book publish ready

Issues

- Would be easier to select a package
- Couldn't access the services (link to page or expand service info)
- Services and sub services confusion between bottom of page and header
- Services and rates should be higher on the page



...Costs are usually buried, or they are not displayed quickly, so its “here is something we can do and give you a price”. Its straightforward and refreshing.”

Current

Services for book writing, design, formatting and more

- > Writing Coaching & Consulting
- > Editor's Manuscript Evaluation
- > Editing
- > Back Cover Copy
- > Book / Page Layout
- > Premium & Standard Custom Illustration
- > Premium & Standard Custom Cover Design (Front & Back)
- > Translation
- > Author Premium Custom Logo Design
- > I.S.B.N. # & Barcode Creation
- > File Conversions to Amazon

Book Genres

- > Children & Young Adult
- > Adult Fiction & Non-Fiction
- > Short Story
- > Family History, Legacy, Biography, Memoir
- > Autobiography
- > Business, Self Help, Workbook
- > Religion & Spirituality
- > Special Interest i.e. recipe/cookbook, food, wine, poetry, sports

Users couldnt click these services to expand the information or take them to their corresponding page to get more info

Book Development Programs - 2 Options

YOU WRITE

(Children's Illustrated, Adult Fiction / Non-Fiction)

Our **You Write** program is for those that want to write or have already written a book manuscript and would like book development creative services and support. Creative Services include your choices of Editing, Manuscript Evaluation, Writing Coaching, Back Cover Copy, Front and Back Cover Design, Book/Page Layout, eBook File Conversion, ISBN, and barcode creation. For children's books, there is the additional service of Custom Illustrations.

Includes:

- ✓ **FREE** Book Development Consultation (45 Min.)
- ✓ Creative Connex Network Membership
- ✓ Dedicated Client Success Manager
- ✓ Online Creative Team "Discovery" Meeting
- ✓ Access to Creative Connex's Strategic Alliances
- ✓ Creative Connex Bookstore Marketplace Placement
- ✓ Author Retains Copyright
- ✓ eBook File (non-Kindle)
- ✓ Printer / Publish Ready File

WE WRITE

(Non-Fiction ONLY)

Our **We Write** program is for those that want to develop a book (excluding children's & novels) but do not want to write it themselves. A professional writer will interview them, extract their story and write a fully edited manuscript. Creative Services include your choices of Back Cover Copy, Front and Back Cover Design, Book/Page Layout, eBook File Conversion, ISBN, and barcode creation.

Includes:

- ✓ **FREE** Book Development Consultation (45 Min.)
- ✓ Creative Connex Network Membership
- ✓ Dedicated Client Success Manager
- ✓ "The Interview" Book Development Process
- ✓ Online Creative Team "Discovery" Meeting
- ✓ Access to Creative Connex's Strategic Alliances
- ✓ Creative Connex Bookstore Marketplace Placement
- ✓ Author Retains Copyright
- ✓ eBook File (non-Kindle)
- ✓ Printer / Publish Ready File

Users thought this was preset packages that were clickable and would take you to contact page

Home About Us **Services** Book \$ Estimator Reach Out

- Writing Coaching & Consulting
- Editor's Manuscript Evaluation
- Editing
- Back Cover Copy
- Book / Page Layout
- Premium & Standard Custom Illustration
- Premium & Standard Custom Cover Design (Front & Back)
- Translation
- Author Premium Custom Logo Design
- I.S.B.N. # & Barcode Creation
- File Conversions to Amazon

Users were confused that this was the same option as the Service Icons at the bottom of the page

Users thought this should be higher up on the page and then depending on option selected take the user to sub services

Service Descriptions & Rates



Professional Writing



Professional Editing



Custom Illustration



Custom Design



Other Services

Possible Solutions and a Low-Fil Re-design based off User Insights

Keep all the intro text at the top of the page.

Get rid of the long list of services section - As users couldn't select them and they didn't offer any additional info that was already provided.

Service Descriptions & Rates

Professional Writing

Professional Editing

Custom Illustration

Custom Design

Other Services

Move Services Description & Rates to the top for easier accessibility

Book Development Program - 2 Options

You write

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet nisl.

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Lorem ipsum dolor sit amet,

Lorem ipsum dolor sit amet,

Lorem ipsum dolor sit amet,

Lorem ipsum dolor sit amet,

Lorem ipsum dolor sit amet,

Begin

We write

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet nisl.

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Lorem ipsum dolor sit amet,

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Lorem ipsum dolor sit amet,

Begin

Make the book development programs interactable (choose it as an option)

Contact Page

Users enjoyed the variety and options on the contact page but they felt additional options were required.

Positives

- It's straightforward and easy to get in contact with company
- Liked the Privacy Policy Claim
- Variety of options (phone number, email or contact form)
- Re-assuring quote "we answer in minutes not days" (also an issue)

Issues

- Couldn't pair the estimator with contact form
- No way to confirm quote (have to repeat process from estimator page)
- No window to ask specific question
- No instant chat (users are used to being able to use this function on other websites)
- No contact info in footer
- Questioning the quote.(also a positive)
- Intrigued that a "join team" option was in the reach out page

“

I am concerned about their "We answer within minutes not days" because it doesn't say necessarily when they are open...and people will take advantage of that."

Current

Users liked this **BUT** skeptical about this claim

Users liked the variety of options to contact (phone, Email, request form, social media)

Intrigued about the "Join Team" option in the reach out page

Appreciated this Privacy Policy claim

Always at your service, just call or email us or complete and submit the questionnaire to the right and you'll get a prompt response.

We answer within minutes ... not days!

Need help?

info@creativeconnex.ca

Feel like talking?

+1 888 470 4873

Are you an experienced, talented creative professional?

Are you interested in helping authors become successful?

Professional writers, editors, illustrators, translators, graphic and layout designers are always welcome. Click "Join Our Team" to find out more.

Join Our Team

**Your confidentiality is always guaranteed! We take your privacy very seriously. We will NOT share your contact information with those annoying promotional third parties. We promise! We will only share the information you give us internally so that so we can better work with and for you. So rest assured, your privacy is safe with us and always will be. Breathe easy!*

Name*

Email*

Phone Number*

City*

Province/State/Region

Country*

Have you already published a book in the past?

Wrote a book, did not publish it

Did you use our "Book \$ Estimator" to get an approx. book development cost?

Yes

What type of book are you wanting to write?

Children & Young Adult

Which of the following Creative Connex Services are of interest to you?

Services

How did you hear about Creative Connex?

SUBMIT

Book Estimator doesn't link to reach out page/ Just a yes or no option

No hours of operations

No option for other questions

No instant chat option

Possible Solutions and a Low-Fil Re-design based off User Insights

Keep the quote (users appreciated it even if they were unsure about its vailidity)

Added hours of operation

Quick chat option that many users are now used to.

Still kept "join team" but made it less grabby from the main content of the page

Kept the privacy policy

Always at your servce, just call, email us, quick chat or complete and submit the questionnaire to the right and you'll get a prompt response.

We answer in minutes ...not days!

Hours of operation:
Monday-Friday: 10am - 4pm
Saturday-Sunday: Closed

Need Help?
Info@creativeconnex.ca

Feel like talking?
555-555-5555

Need help now? Start a quick chat!

Start Chatting

Interested in Joining Creative Connex?
[Click here](#)

Privacy Policy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lectus eleifend vitae sapien justo, libero lorem natoque venenatis, nulla. Sit volutpat dolor mi pretium nisi. In et dolor varius dignissim aliquam id. Ridiculus feugiat amet, arcu gravida nibh bibendum arcu, nibh.

Name*	Email*
Phone Number*	City*
Province/State/region	Country*

Have you Published a book in the past?

Did you Select a package with our book estimator?

What type of book are you wanting to write?

How did you hear about us?

Additional Questions?

Submit

Added a link estimator quote rather than just a yes or no option

Removed questions that users used during the book estimator

Additional Questions box

Secondary Themes

(2a) Testimonials and client success stories.

(2b) FAQ and Privacy policy.

(2c) About us page.

(2d) Roadmap.

Please see appendix for corresponding user insights with the themes (2a-2d)

Testimonials & Success stories

Users enjoyed reading the testimonials provided, but wanted more access into success stories and past users.

Positives

- Seeing some testimonials helped gain confidence in the company
- Nice to see partners and affiliated companies at the bottom of the page

Issues

- Not alot of background history (how long has this company been around)
- Not a lot of client success stories - “concrete proof of someone who has used this process”
- Scattered testimonials



It(about us page)
doesnt talk about
how long the
company has been
going or about how
many success
stories they’ve had”

Current

Scattered testimonials throughout the site

“ It was an absolute pleasure to work with the whole team at Creative Connex. I had no idea where to start when it came to publishing my children's book, and they made the process super simple. They brought my vision to life and I can't wait to publish my next book with them!

Kayleigh Kennedy - Guelph, ON

No way to see more of them

No way to view the work the Creative Connex helped with

Our Story

A few years ago, our CEO Steve Sutherland resolved to pursue his life-long dream of writing an illustrated children's book. He wrote the book's text but soon realized he needed other creative services to make the book a reality. He sought experienced, reputable, reliable, and affordable creative service providers. The search was challenging, time-consuming, and frustrating. He realized other writers faced the same hurdles. Writers - experienced or aspiring - should have access to creative services to bring a "print-ready" book to fruition. So he began another mission: creating an innovative book development company that makes the writer's journey as painless, affordable, and stress-free as possible. With the support and advice from many business development professionals and mentors, Steve launched Creative Connex.

Users were curious about the history

“How long is a few years ago”

Possible Solutions and a Low-Fil Re-design based off User Insights



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt platea at cras scelerisque. Dolor egestas morbi sed feugiat dui quam id enim. Dictum enim, et neque, nunc. Laoreet arcu euismod pellentesque enim augue amet dictum suspendisse lectus.

Tom - Toronto, ON - Author of [Dancing Squirrels](#)



Link to the work that
Creative Connex helped
the user create

Icon allowing users to
scroll through
testimonials

FAQ and Privacy Policy

Users wanted to make sure their information was safe as well as an easy way to find more information without having to contact the team.

Positives

- Seeing that Creative Connex has an FAQ and Privacy policy helps users gain trust with the company.
- Can read more into the company and what they do
- Assures them their information and content is safe

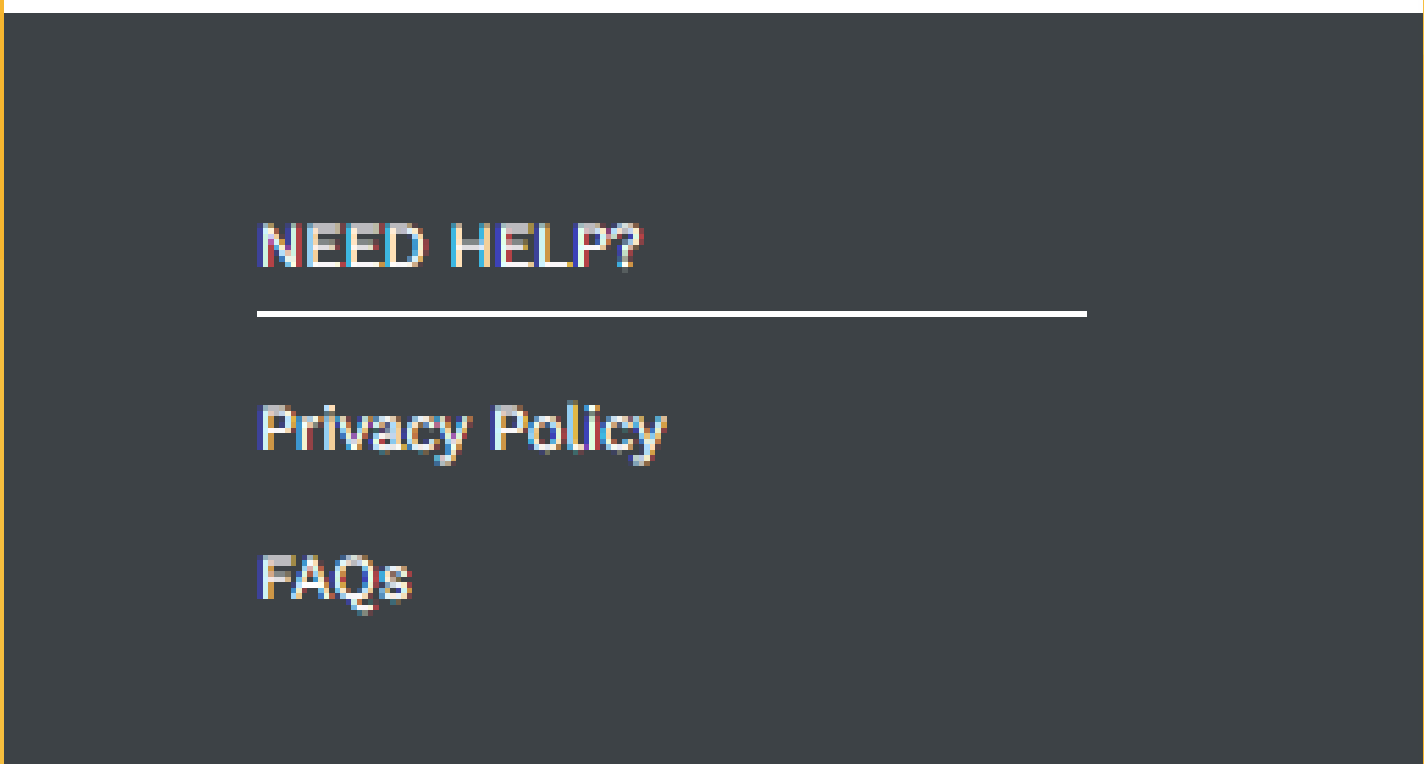
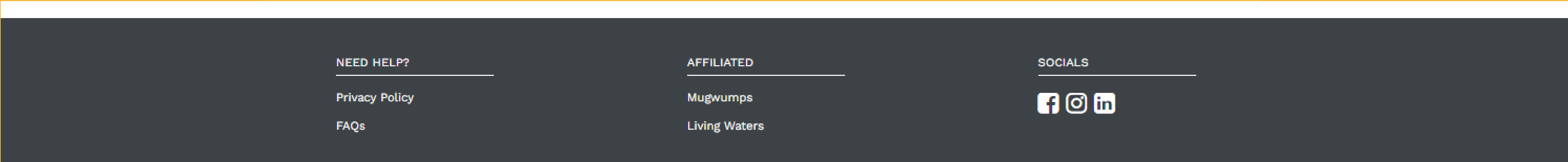
Issues

- Its hidden away in the footer, needs to be more prominent
- Not easily accessible
- Not obvious that creative connex has this information (FAQ and Privacy Policy)



This privacy policy thing is a little more official but not well layed out but it is important because you are dealing with peoples creative property....this is one of the most important things...”

Current



Hidden away in the footer

Not easily noticable/accessible

Possible Solutions and a Low-Fil Re-design based off User Insights

Home About Us Services Book \$ Estimator Reach out

- Our Story
- The Team
- FAQ
- Privacy Policy

Easily available
and accessible

Still keep the option in the
footer but add it in the
Navigation as well.

Still keep the privacy
paragraph in the reach out
page too.

About Us Page

Users liked reading more about the team behind Creative Connex but an unclear message and inconsistencies took the focus.

Positives

- Shows each member of the team and their skill set and their role in Creative Connex
- Allows users to gain a more personal connection with the team as their bio shares more personal information
- Drop downs on bio's are nice

Issues

- Vision statment is a lot of reading and repetative - should be more "punchy"
- Some users still had difficulty understanding what the company does
- Inconsistent headshots of the team
- No emails for individual team members



Great to see the whole team and what they do"

Current

Creative Connex was founded on a simple vision: Provide the opportunity for anyone that has a story or an idea of a story to easily connect with a diverse team of publishing industry, experienced creative professionals at a very affordable cost. All through a painless, seamless, low-cost process that provides ongoing support. We are truly different and truly unique!

Users found the vision statement to be too long and repetative, (needed to be more “punchy”)

Users didnt like the inconsistent head shots



Steve Sutherland
CEO / Founder

Read More



Anna-Lisa Reda
Director of Communications

Read More



Haley Passmore
Supervising Illustrator

Read More



Teeka Stryker
Illustrator in Residence

Read More



Kate Shaver
Media Specialist & Graphic Designer

Read More

Possible Solutions and a Low-Fil Re-design based off User Insights

Our Vision: We help you create the stories you want to tell. With our team of industry professionals we bring your ideas to life and help with the book development process. **Let's get your story started.**

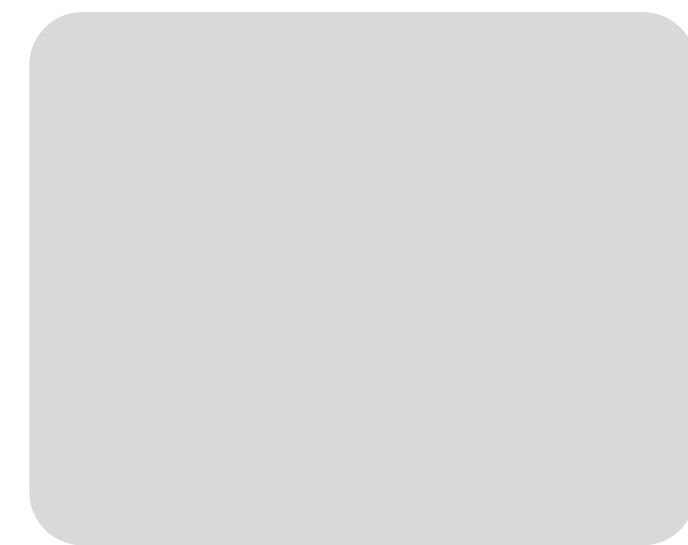
Less reading

Not as repetative

More "punchy"

Consistent
looking head
shots

Direct lines of
communication →

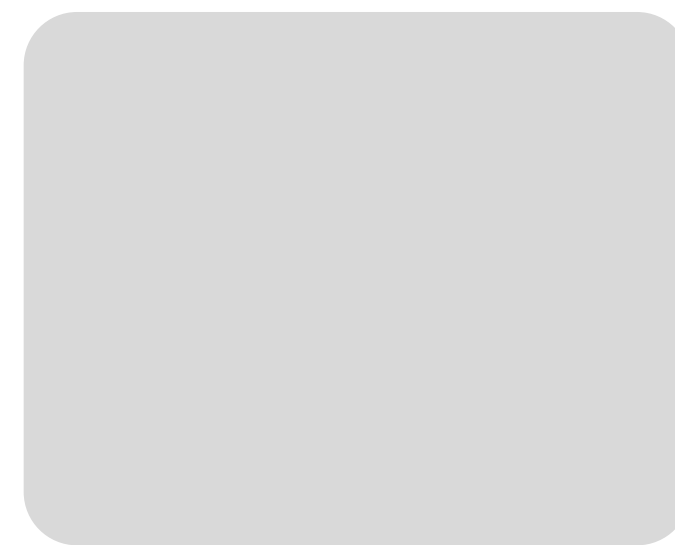


Steve Sutherland

Ceo/Founder

Email@creativeconnex.ca

Read More

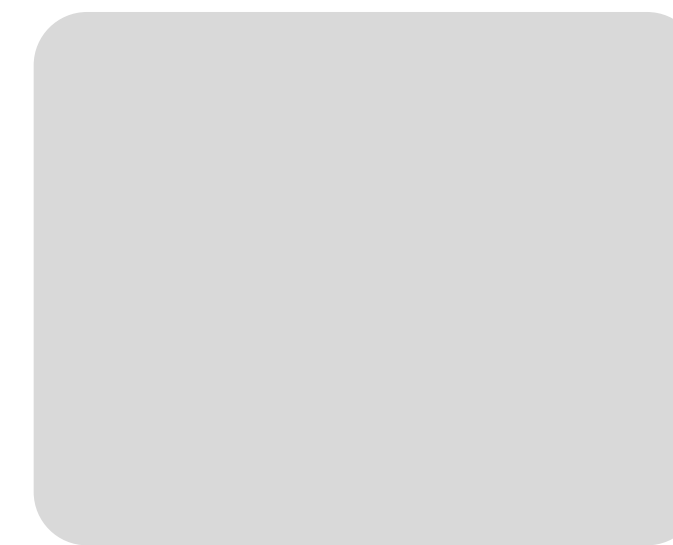


Anna-Lisa Reda

Director Of Communications

Email@creativeconnex.ca

Read More



Haley Passmore

Supervising Illustrator

Email@creativeconnex.ca

Read More



Roadmap

Users enjoyed following the roadmap but had issues that stole the spotlight.

Positives

- Liked the content of the roadmap help described the entire process for potential users
- The roadmap is self explanatory if you read through it

Issues

- A lot of text to read with each stop in the roadmap (points)
- Roadmap needs to be shown sooner
- Roadmap wasn't interactive
- Prefer the roadmap to more linear (hard to read left to right)



Looking straight at the homepage....you get kind of a description what they do, but then once you scroll down its very much “Here is what we do”...”

Current

Users found it was a lot of text to read

Not interactive, just reading.

Have an idea but not sure where to start?

Whether it's your life story or that of your ancestors, or lessons you want to share from your career, or a tale you've been itching to tell, we can help translate your ideas into a book.

Your Idea, Your Book, Your Journey

Let Us Help Tell Your Story



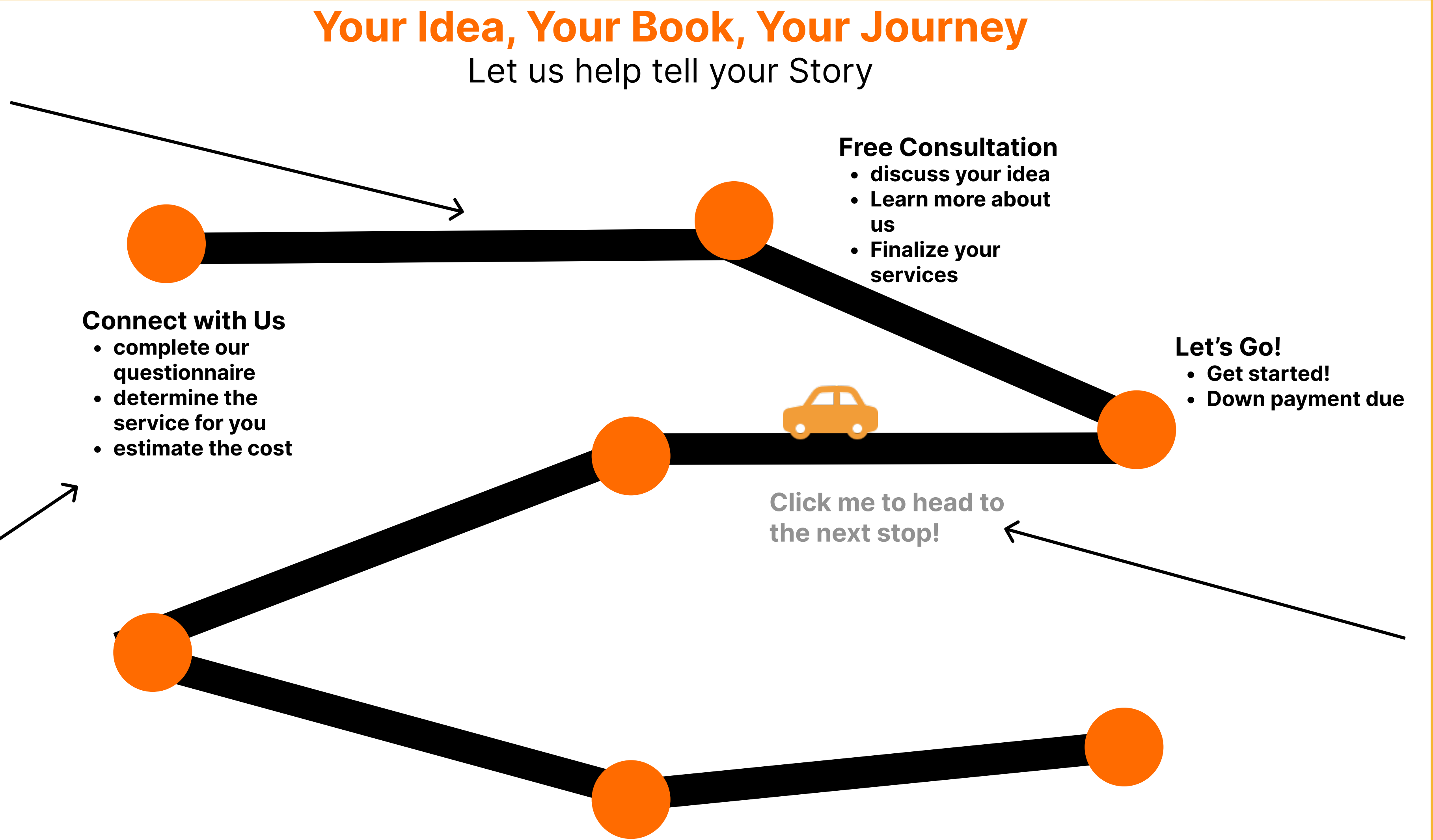
Some users thought the roadmap should be more visible and catch the eye right away

Some Users didnt like the winding road and would prefer it to be more linear

Possible Solutions and a Low-Fil Re-design based off User Insights

Users found the winding a little distracting and suggested it be linear

Users found there to be too much reading
Simpler text -
Point form



Have roadmap higher up on the homepage so that users see it and get intrigued

Some users thought an interactive portion of the roadmap could help users explore

Tertiary Themes

(3a) Excessive reading on every page to get information.

(3b) Accessibility with the Website and Media.

(3c) Messaging. (What the company does, services, branding, CTA buttons)

(3d) Website Design. (layout, design, color, font etc)

Please see appendix for corresponding user insights with the themes (3a-3d)

Excessive reading

The information Creative Connex provides is informative but many users found the length and wording a hinderence in their experience.

Positives

- A lot on helpful and informative information
- Gives users a breakdown of everything Creative Connex does.



**A little bit long
for a vision
statement...”**

Issues

- Some text should be in point form (roadmap)
- Some text sections felt “blocky” (Bio)
- Some areas had too much text and some refused to read it all (Our Story and Vision Statement)

Current



Some users said they saw the amount of text in my story and werent going to read all of it

Our Story

A few years ago, our CEO Steve Sutherland resolved to pursue his life-long dream of writing an illustrated children's book. He wrote the book's text but soon realized he needed other creative services to make the book a reality. He sought experienced, reputable, reliable, and affordable creative service providers. The search was challenging, time-consuming, and frustrating. He realized other writers faced the same hurdles. Writers - experienced or aspiring - should have access to creative services to bring a "print-ready" book to fruition. So he began another mission: creating an innovative book development company that makes the writer's journey as painless, affordable, and stress-free as possible. With the support and advice from many business development professionals and mentors, Steve launched Creative Connex.

Creative Connex was founded on a simple vision: Provide the opportunity for anyone that has a story or an idea of a story to easily connect with a diverse team of publishing industry, experienced creative professionals at a very affordable cost. All through a painless, seamless, low-cost process that provides ongoing support. We are truly different and truly unique!

Meet the Creative Connex Team!

We love a good writing, publishing challenge! Our team will take on your most simple or complex writing projects. Excellent skills and experience are just two of the ways we stand out. We also thrive on projects with steep learning curves, massive amounts of info, and tight deadlines. We are dependable, smart, personable, easy to work with, and come from a wide range of backgrounds and specialties.

Users found there to be too much reading (Want simpler text - Point form)

Some Users saw the length of the Bio text and closed it

Read More

Steve is a man of many talents. A professor at Conestoga College of Applied Arts and Technology, business owner, public speaker, and most recently, book author and publisher, Steve is considered a serial entrepreneur. He has worked and seen through many business ideas and worked with teams to sustain them using the resources developed. Alongside being a business development and management leader, Steve has found a new love for writing and publishing children's books. In fact, the first book that Creative Connex published was one written by him. Besides writing and mentoring new authors, you can find him on Sundays, relaxing and watching football with his family.

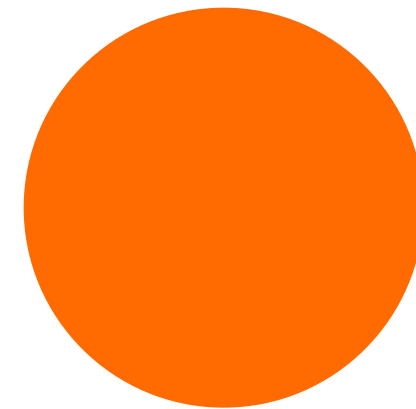
Read More

Anna-Lisa Reda is the Director of Communications at Creative Connex. She is also a writer and editor who has worked in the field for over five years. She is a perfectionist who will not stop working on your book until it is flawless and error-free. She is creative and enthusiastic about ensuring that fantastic books are available in this world. Reading is like a relationship in her eyes. All readers know that it is not some casual fling when you open a book. We are in it for the long haul. This is a lifelong commitment. Sometimes it is a struggle and you have to work at it but when you find a good one, you never want to let go. Anna-Lisa enjoys reading, watching television shows, and cuddling with her dog in her spare time.

Read More

Haley Passmore is the supervising illustrator for Creative Connex and a Conestoga College graduate with an associate degree in Animation. Working with Creative Connex since February 2020, Haley began as an illustrator and now oversees projects with co-illustrators, clients, and subcontractor creative professionals, ensuring the process runs smoothly and efficiently. Working in programs such as Adobe Illustrator and Photoshop, Haley has illustrated published children's books such as Steve Sutherland's *Tap Water Tea* and worked with co-illustrators on Hayley Boothe's *The Way We Do* and *Jane and The Perfectly Perfect Prized Pony*.

Possible Solutions and a Low-Fil Re-design based off User Insights



Connect with us

- Complete our questionnaire
- Determine the services for you
- Estimate the cost

Bullet points and short text for the roadmap

Read More



Lorem ipsum dolor sit amet, consectetur adipiscing elit. At velit ac bibendum ullamcorper sed dui. Magnis faucibus quis aliquam eget tempor, lacinia sit senectus ipsum.

- Lorem Ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

Smaller Bio's quick facts about the team member

Our Story

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Egestas ut dui sem sed sed. Eget mattis molestie odio iaculis viverra pharetra. Purus sapien sit nibh at proin volutpat ac in lorem. Pharetra quam nibh faucibus porta porta luctus.

Our Vision: We help you create the stories you want to tell. With our team of industry professionals we bring your ideas to life and help with the book development process. **Let's get your story started.**

Meet the Team!

Meet the team that will bring your project to life!

Less to read, faster for the user to understand the history and vision.

Accessibility: Website and Media

Users found it important that the website and the mediums it showcases are consistent and informative to everyone.

Positives

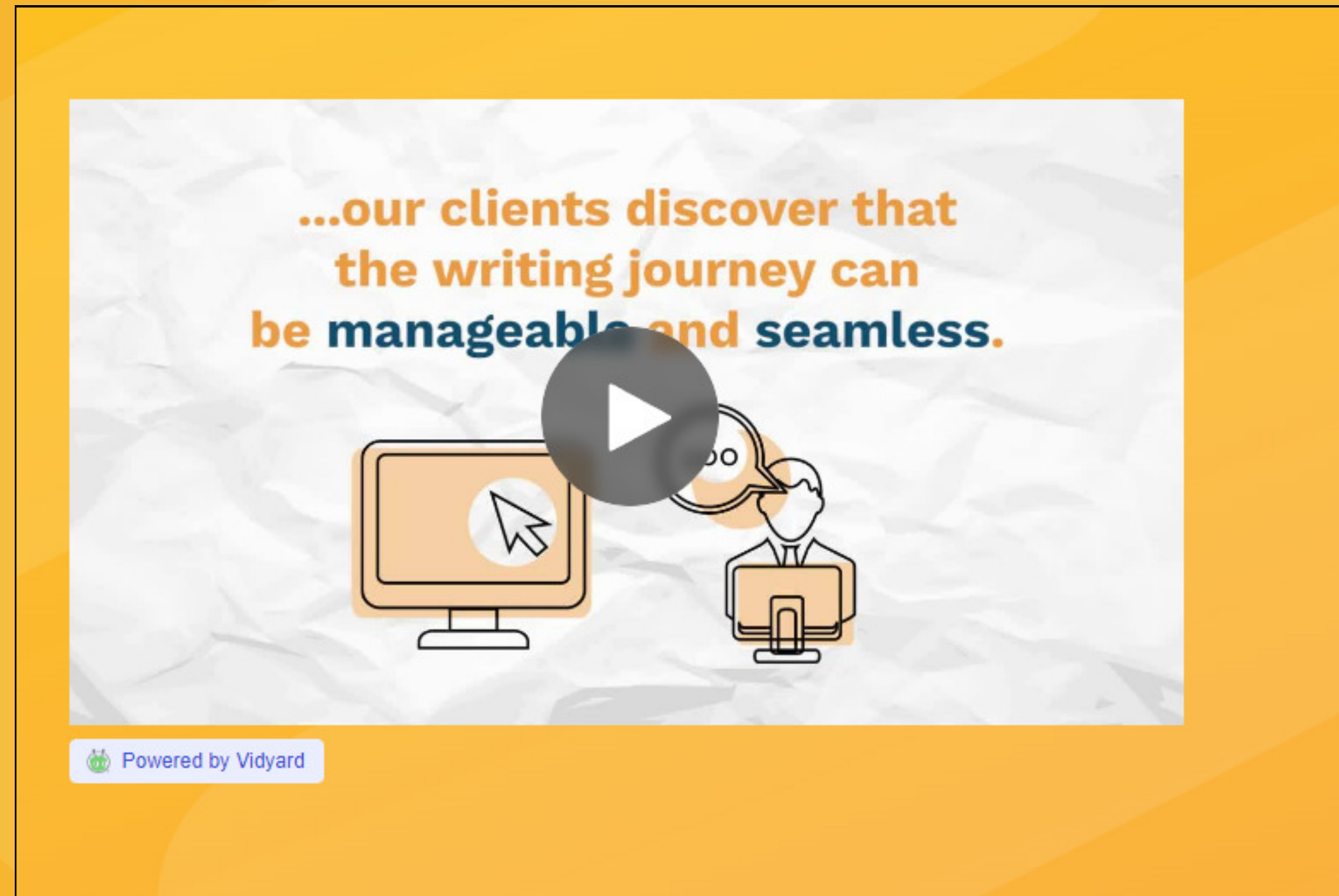
- Like that they offer videos that showcase what Creative Connex does and the services they provide.
- Likes that there are different sign in methods
- Videos don't autoplay
- Website is responsive and quick

Issues

- Videos aren't overly exciting
- No narration or speaking over the video
- Some users had a hard time reading some text
- Videos aren't consistent (not on each page)

“...It might be nice to have some of the videos narrated instead of just reading, in terms of accessibility”

Current



Videos have only music audio

Some users who watched the videos said they would like narration

No videos on page About Us page and Book Estimator Page

Possible Solutions and a Low-Fil Re-design based off User Insights

- Narration over the video for more accessibility
- Videos on each page explaining the page or just 1 video on the homepage that explains everything about Creative Connex

Website Messaging

Users thought what Creative Connex does is valuable but some still had a hard time understanding what the main purpose and goal of the company was.

Positives

- Looks like a legit company
- Self explanatory in some portions
- Continuity and branding is good

Issues

- Add some more advertising “something punchy”
- More obvious that Creative Connex helps you with your book but doesnt publish it

“There is nothing on this website that I saw that came right out and told me we do not publish your book...I think it needs to be stated they do not publish books”

Current

There are a million stories waiting to be told ... let us help you tell yours!

Creative Connex offers complete writing, editing, and self-publishing solutions. We demystify the process. We make book writing and publishing straightforward, attainable, and affordable.

Some user thought that Creative Connex offers everything, from writing, to publishing the book

Creative Connex was founded on a simple vision: Provide the opportunity for anyone that has a story or an idea of a story to easily connect with a diverse team of publishing industry, experienced creative professionals at a very affordable cost. All through a painless, seamless, low-cost process that provides ongoing support. We are truly different and truly unique!

Users thought that the vision and advertising could be more “punchy” and exciting

Thanks to the Internet, you no longer have to navigate the cold, murky, and expensive traditional publishing waters on your own. Our web-based custom book development platform makes your journey affordable and far less stressful.

Helping you achieve your dream of becoming a published author is why we do what we do... and do well we might add!

Some users thought the wording and explanation was kind of “cheesy”

Possible Solutions and a Low-Fil Re-design based off User Insights

- More creative and “punchy” advertising
- Explain “We don’t publish your book BUT....”
- Review of wording/change the approach of some sentences (Example: Services page)

Website Design

Users enjoyed the overall look but some had their experience overshadowed by some design issues.

Positives

- Website is clean and easy to find the most applicable tabs
- Wasnt hiding anything like costs or contact info
- Colors and graphics are bright and luring
- Website isn't bloated

Issues

- "Site is due for a refresh"
- Our professional service boxes are too big
- Page headers are different sizes depending if they have videos or not

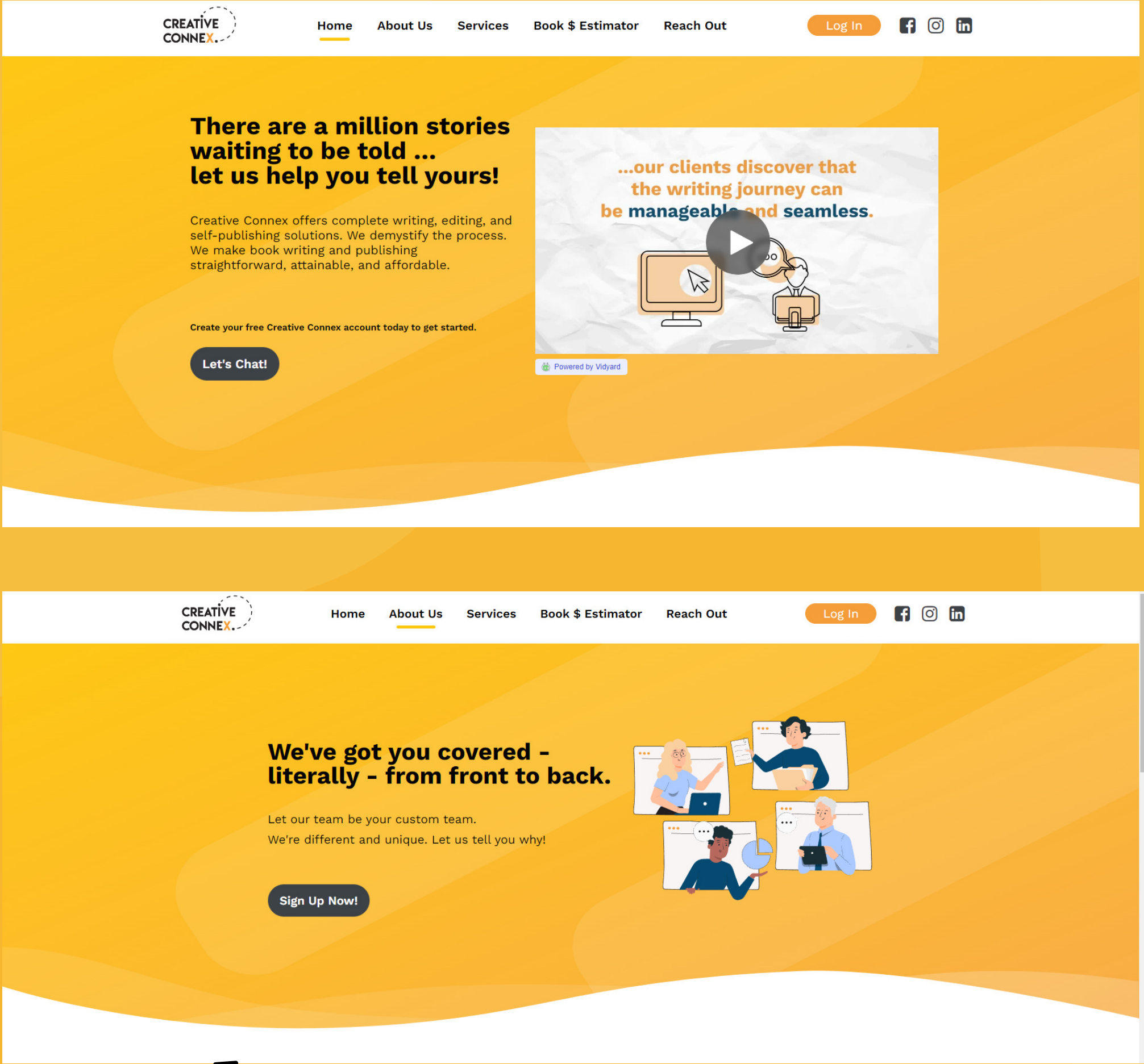


Didn't have any issues finding anything...it's all there they are not hiding anything"

Current



Some users wondered why these boxes were so big (excess space) and weren't interactive

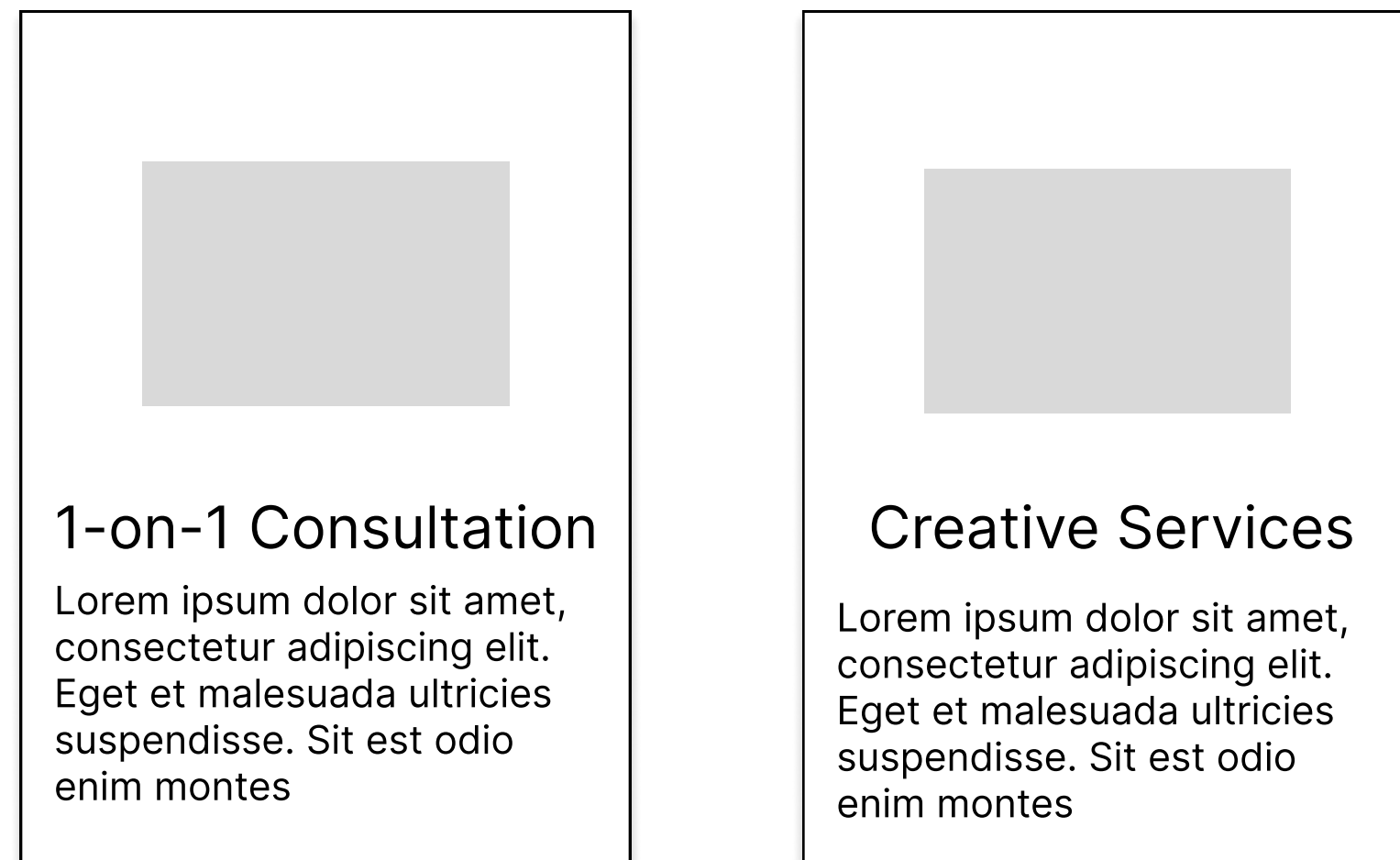


Some users pointed out that if there is no video on the header it changes the layout of the header spacing.

Possible Solutions and a Low-Fil Re-design based off User Insights

Header Layout Suggestions

- Review page layout and make sure its consistent between all pages (Grid view)
- Decide to keep videos or remove



Get rid of excess spacing on the services boxes and make them clickable

Next Steps

- Review with company stakeholders and determine which User Experience needs to be re-worked
- After decision, create high-fidelity prototypes of chosen issues
- User test prototype for more insights
- Repeat

Appendix

Problem Statement

An aspiring author who wants to write a book needs a service that will help them in the process because they are unsure of the steps it takes.

**Our services aren't growing
because users are confused by
what we do.**

***We believe that our user journey
is clear and helpful in describing
the process. We will know this to
be true when users read the
roadmap and understand the
process completely.***

**Our users are confused about
what services we provide,
because the messaging is all over
the place.**

***We believe that the informative
and easy to understand
messaging across the website
helps users understand our
business.***

Our users don't trust our company/process because there are no/minimal reviews of past users.

By showcasing testimonials we will gain the trust of new users. We will know this to be true when users ask for reviews for confirmation.

**Our users want to write the book
themselves they just don't know
what they are doing.**

***By having clear and helpful
messaging, the user will know
what services and offers we
provide.***

New users have had bad experiences in the past with contact us pages and don't want to struggle for help.

By having a clear line of communication between team and user, the user will gain trust and confidence when choosing creative connex to help them.

**Users want to create and write
the book themselves not just
hand off their idea.**

***By promoting the service as self
help and education, this will help
the user not feel pressured or
concerned about having their
work stolen.***

Our users only have a certain amount of money and don't want to spend a lot on this process.

By having clear amounts and helpful information users will feel comfortable looking at the cost of certain services.

Our users are having a hard time navigating the website and can't find the service they want.

By having clear information and navigation about the services will help users decide if they want to use the services.

Creative connex is a easy to use website and helps users begin their book writing process.

By having an easy to follow roadmap it will help users begin their journey.

“Billy”

“...Costs are usually buried, or they not displayed quickly, so its, here is something we can do and give you a price. here its straightforward and refreshing.”

Gains

- 1a- Book estimator is really fun and helpful, clear
- 1c- The communication between user and team seems very easy.
- 1a- Book estimator is very easy very quick and helps give a rough estimate.
- 3d-“Generally website was very easy to use and clean”
- 1a&1b- Gave a lot more information than expected, especially with costs.
- 3d- “Didnt have any issues finding anything...its all there they are not hiding anything”

Pains

- 1a- Not sure what each option of the book estimator is/gives you.
- 3d- Website is bland “looks more like a information site, not a service site”.
- 3d- “Site needs to be a little more exciting”
- 3b- Some things are hard to read from going to **bold text** to regular text
- 3b-The videos arent that exciting, looks like a video version of a paper pamphlet
- 2a- “What can the person working do for me?”
- 1a- Confused about the proofreading/ content editing etc services.
- 1a - Book estimator was a little frustrating “Why would I want standard as opposed to premium?”
- 3b- Videos are ineffective

Want/Suggestions

- 3d- Maybe more color on the website.
- 3c- Old school advertising “Something that punches you in the face :Got a great story? Lets us get it out there for you”
- 3b- Maybe some wording or speaking during the video.
- 2a- How long has the business been going and how many successess they’ve had. (how many clients you’ve had, numbers etc)
- 2d&3a- A lot of the big text should be in point form. (ENTIRE SITE) (3-6 points for roadmap)
- 1a&1b- Should have packages (For the estimator)
- 3c- “Should be something right in your face “WE DO BOOKS” something like that.”
- 3c&3d- “Site is due for a refresh”

- Assumes the book writing/publishing process is expensive
- ABOUT US is a lot to read but it shows their skills
- The list of services need to be easier to comprehend, what is the difference between premium service and standard?
- “it doesnt talk about how long the company has been going or about how many success stories they’ve had”

Says

Thinks

- Doesn't believe they have the skills to write a book.
- The videos are a good addition for quick information but doesn't grab attention.
- Pictures of the team helps puts names to faces. But doesnt care about the long text and information about the team (point form)

- Enjoys using the book cost estimator, to figure out prices.
- Watches the videos on each page.
- Reads through the text to figure out what is happening on each page.

Does

Feels

- Honesty is important when interacting with someone
- Feels website should have ease of use and intuitive.
- Being a novice in the writing industry, was confused by certain services and what they actually do.

“Matt”

- “..Its cool that a website like this exists, or a service like this exists, because it deffinately takes an industry i know nothing about and it makes it very digestible, i thought maybe “wow i could use this...”

Gains

- 1a - Book estimator is a good place to start
- 1a - Likes it gives a cost - prices right with the service
- 3d- Animated graphics
- 3d- Likes the intro on the homepage
- 1b- Likes how accessible the services pages are
- 1b- Services are clear to help someone with no experience
- 1b- Prices are listed which are easy to see
- 1b- Doesnt feel “scammy”
- 3d- Really like the colors, bright and luring.
- 2c- Our story is nice makes it seem not “corporatley”
- 1b- Services page gives me a clear idea of what goes into writing a book

Pains

- 1c - Doesnt like reaching out by phone
- 1c- No window to list my specific question (“makes me choose from prompts” “I might not know what to choose”)
- 1b- Struggled to see if they offered 1 on 1 help, need to be more prominent
- 2c- Mission statement should be more simple, its too long.
- 1b- One the service page there is no hyperlink to the specific service
- 1a - Book estimator was confusing until used it.

Want/Suggestions

- 1c- Wants a chat window
- 1c- Area to specifically ask a question
- 1b- Should have a start now button at the bottom as well because you are finished looking through the service.
- 1c- Quicker way to get customer support (chat bubble)
- 1b- Hyperlink the services to the specific service
- 2a- List some testimonials and work that they’ve published (“...get a stronger idea on how this may benefit me”)
- 3c- File conversions to ebooks or audio books (if they are already doing amazon)

- “Don’t know if I’ve ever though about writing a book but creative writing...”
- “I don’t like when places aren’t super clear about fees associated with the service”
- “Really like the chat bubbles and can talk with a representative”

Says

Thinks

- Thinks that creative writing would be a cool hobby or proffession down the line
- A user friendly service that’s clear and accessible is key
- Having the 1 on 1 help service more prominent
- The videos are a nice touch so people can watch them instead of reading.

- Has used a self help website for learning skills.
- Likes using insta chat bubbles for quick help
- Doesn’t like a lot of reading.

Does

Feels

- There should be tiers like beginner, intermediate for self help services.
- Hard to navigate to the main service...”more interested in the meat and potatoes”
- Website should be proffesional so I get confidence in the website.

“Jacob”

“Looking straight at the homepage....you get kind of a description what they do, but then once you scroll down its very much “Here is what we do”...”

Gains

- 2d- Likes the roadmap (the road and the winding)
- 3d- Likes the color of the website
- 2c- likes the picture, name, roll, blurb of information in the team.
- 2a- Likes the testimonials but needs more
- 1a- Straightforward in the Book \$ estimator
- 2b- Likes the privacy policy, “makes me trust them alot more”
- 3d- Overall website isn’t bloated

Pains

- 1b- Writing coaching and the CSM what’s the difference?
- 2d- Seeing the roadmap isn’t the first thing we see so I don’t know exactly what Creative Connex does.
- 1b- Somethings aren’t clickable when they look like they are
- 2d- Roadmap is small
- 1c - “Why is there a sign up now in the about us”
- 3a- Text is too blocky, not reading all of it
- 1b- If I can’t click to expand make it a bullet point.
- 1b- Sub services buttons disappear
- 1b- Confusing between services and proffesional services.
- 1b&1c- Doesn’t look like the services in reach out page, you can select multiple.
- 3d- Consistency in design (backdrops)

Want/Suggestions

- 1a&1c- Want to be able to instantly talk to someone about the quote they got.
- 2a- Be able to swipe through reviews
- 2d- Click through the roadmap, make it interactive
- 3a- Cut down on the excess text and blockyness
- 1b- Arrow on the services page expand
- 1a&1b- 2 options on service page should link to estimator
- 1b- Keep services button, have a outline, something to keep them consistant
- 1b- Have the services and then sub services within the service.
- 1c- Check box option for multiple choice (with the reach out services).
- 2d- Homepage needs to show roadmap sooner

- Never thought about writing a book but have thought about writing blogs.
- Reviews are important
- Can I get in contact with someone
- In regards to we write “what does that come with”
- “Opening statement should get people to read more/scroll down instead of lets chat.”
- “How extensive is the editing”
- “How do I know my book estimator cost will be honoured?”
- Reading the homepage quote “what are solutions?”

Says

- Has bought online services before
- “Once i scrolled down enough I found the 1 on 1 help”
- Isn’t going to watch a video, would much rather read it.
- likes to read testimonials but needs more
- Not going to read all the story text
- Not going to watch the entire video
- Got confused and with the writing and coaching tab.

Does

Thinks

- Pricing is really important to buying or using a service
- Book development options should be included in Book \$ Estimator
- There should be a button that takes you to the roadmap.
- Services “sentence is cheesy, (do what we do)

Feels

- It should be easy to navigate and find what your looking for on the website.
- there should be more description on the We Write option
- Lets chat bubble should be lower,
- Should be able to click more things
- The arrow should expand the services

“Sally”

“There is nothing on this website that I saw that came right out and told me we do not publish your book...I think it needs to be stated they do not publish books”

Gains

- “I like it”
- 3d- Likes the color of the website
- 2d- Path/roadmap is self explanatory
- 2c- Like that you can read more about each person on the team and the drop down is nice.
- 1a&1b- Likes the hint tips beside the service (Should have it beside the custom button)
- 1a&1b- Likes to look at the hints before choosing what services you want.

Pains

- 1c- Reach out page - Orange video and yellow background are contrast
- 1b- On service page, they tell you the service but no way to expand it.
- 2c- Likes the about us page but it doesnt talk about how its NOT a publishing company.
- 1a - Had no idea what the custom button did on the Book \$ Estimator page.
- 1a- Kept bringing back the custom button and talking about confusion.
- 1a- Have to re-input cost information into the reach out page.
- 1a- We Write is confusing, no childrens version of We Write

Want/Suggestions

- 1b- The list on the service page to expand and show descriptions
- 2a- Want's somewhere to look at more reviews
- 1b- Quicker way to read more about the service descriptions and rates.
- 1a- Wants the Book \$ Estimator to save your information
- 2d&3a- Website is lengthy/a lot of reading (roadmap, cut down on text).
- 1b&3d- Boxes with services are too big (1-1 and creative)
- 1b- Quick links for the service page
- 2b- FAQ and Privacy policy need to be more prominent.

- “Would expect service websites to be user friendly, colorful...expect it also to have....more detail button”
- “Will answer within minutes not days, thats impressive”
- “There should be something that says “we do not actually publish your book, we help you prepare your book...”
- In regards to the custom button “why would it allow me to do that?”
- “Does logging in and making an account save my Book \$ Estimator information.”
- “There is nothing on this website that I saw that came right out and told me we do not publish your book...”

Says

- For work she would test other self help/service websites to potentially use for their job.
- Watches the video first to see if they offer the service they are looking for.
- Kept trying to click the services for them to expand, but they never did.
- Took time to read each hint and tip in the Book \$ Estimator

Does

Thinks

- Appearance is important
- Flow, ability to go back and forth, “not locked in to what I previously said, and i expect that to be an easy flow”
- On the service page should push people towards the service and rates
- Services should be easy to find, no searching

Feels

- Feels they are not creative enough to write a book
- Find it interesting you can get assistance and apply for a job on the same page.
- The custom button wasn’t clear to the user

“Joe”

““This book price estimator which I feel like, I’ve never seen anything like that before is great they have this unique tool freely available and very obvious, something that sets them apart.”

Gains

- 1a- Likes being able to use the book estimator to get a rough idea
- 1c- Socials are a nice touch, nice way to reach out to the service
- 1b- Easy to find the services
- 3b- Likes that you can sign in with different options
- 3d- Likes the layout of the website
- 2d- Being able to see the entire process on the roadmap
- 2a- Always likes to see testimonials
- 2a- Nice to see the partners and affiliated companies.
- 1c- Reach out page is really good and straightforward.
- 3b- Not a lot of loading times, very quick
- 3b- No auto play on the video

Pains

- 1b- Got lost in the services page, couldn’t access a link to help them on specific service.
- 1b&2d- A little opaque you have to sign in to understand the roadmap more and get the service
- 1b- Got confused between the services and the tabs at the bottom.
- 1a- Have to scroll down for the price on book estimator
- 1b- Had a hard time exploring the services page “it doesnt flow into ok where do I go to get that”

Want/Suggestions

- 1b- Wants service links leading to the specific topic.
- 1a- Interested in a specifc service have a button “start here” (adds it to the Book \$ Estimator)
- 1a- Have a side panel for the cost beside the Book Estimator
- 1b- More pathways with the information on services page
- 2a- More testimonials or examples of books you’ve helped. “concrete proof of someone who has used this process”
- 2b- FAQ and Privacy policy need to be highlighted more as people are sharing private content (rights, credits etc)

- “Unwilling to sign up for subscription services”
- “Seems to be for a more custom product, very specific”
- “This book price estimator which I feel like, I’ve never seen anything like that before is great they have this unique tool freely available and very obvious, something that sets them apart.”
- “Great to see the whole team and what they do”
- “They asked the right questions here” (in regards to the reach out page.)
- “This privacy policy thing is a little more official but not well layed out but it is important because you are dealing with peoples creative property....this is one of the most important things...”

Says

- Has done a lot of writing, mainly private projects for own enjoyment or for academic.
- More likely to sign up for a service if they get a free trial first.
- Goes to the about us page to learn more about the company and what they do.

Does

Thinks

- Reaching out for help needs to be easier, its usually pretty frustrating.
- The book estimator is a really good idea and easy to use, super cool
- Layout is clean and good setup
- Its great that they offer help with so many genres.
- The reach out page is great, straightforward and helpful
- FAQ and privacy policy should be more accessible

Feels

- Really needs the service for them to purchase it.
- Book Estimator is really good
- \$/word is interesting
- Sticky nav bar at the top of the site is great
- A great homepage, not too overloading, just helps you.
- Annoyed that you have to scroll up and down on the book estimator to see the cost
- Would feel more confident if he saw success stories of past users.

“Nathan”

““Answers within minutes not days, I would expect it to be true...”

Gains

- 3d- Nice, clean, simple design
- 1c- Obvious how to reach out and get in contact
- 2d- Roadmap helps with the process
- 1b- Easy to understand how the process works and what services they offer
- 1b- Everything you would expect in a service based website
- 3c- Looks like a legit company
- 2d- Roadmap guides you in your journey

Pains

- 1b- Not clear how to begin service, no purchase service only create an account
- 2d- Winding road on roadmap is a little confusing, its hard to read left to right, and there is a lot of info
- 1a- Book Estimator font and text is different than other pages
- 1a- Move the Book Estimator fee to be more accessible
- 1b&1c- couldn't confirm quote in reach out function
- 3b- Videos added aren't consistent on each page
- 1b&1c- Only way to buy the service is to reach out

Want/Suggestions

- 2d- Would prefer the roadmap to be more linear and less text
- 2c- Consistent headshots of the team
- 2c- Vision statement is simple but not simply written, should be more punchy
- 1a- Put the book estimator pricing beside the estimator
- 1a- Reach out with quote CTA Button
- 3c- More obvious that Creative Connex helps you with your book not publish it

- Websites shouldn't be video heavy
- Responsive
- Main headers top of the page is important
- "Answers within minutes not days, I would expect it to be true..."

- Likes to use websites on both desktop and mobile
- Reads the packages provided
- Reads the testimonials
- Tried clicking unclickable options (services page)

Says

Does

Thinks

Feels

- If companies have a chat function they should respond in 10-20 min
- Or they should have a live chat function
- There should be more service descriptions on the service page and rates at the top
- Odd to have careers button on reach out page

- Would prefer to be able to have a "guest" function instead of creating an account
- Good to have videos for people that want to watch them
- Book estimator should have link quote

“Erin”

“does anyone actually use the phone number to call them?”

Gains

- 3d- Nicely themed, cohesive
- 3c- Continuity and branding is good
- 3b- Readable
- 3d- Likes the various graphics could still add more though
- 3a- Informative but not too info dense
- 1a- Nice you don't have to book a demo or sign up to get an estimate
- 3c- Self explanatory website

Pains

- 2c- The vision statement was too long and repetative
- 1b- Couldn't toggle the services, expand them
- 1b- Services and rates should be swapped with the overall services
- 3d- Page headers are inconsistent if they have videos or don't

Want/Suggestions

- 3d- Add more graphics with the text
- 2c- Improve the vision statement
- 3d- More graphics to be more impactful
- 1b- Swap service and rates button with overall services
- 3d- genres could be more creative?
- 1b - Services page needs to be worked on (links to service)
- 2b- More obvious FAQ and Privacy policy page

• Its important for websites to be responsive and compatible with other platforms • “Does anyone actually use the phone number to call them?” • Vision statment is too long and repetative • “The book estimator is really well explained”	• Likes to use the websites on both desktop and mobile • Reads through the entire page to find what they are looking for • Tried clicking and toggling services but couldn’t, got annoyed • Could easily fill out the reach out form had no questions
Says Thinks • Websites should be straight forward • Website should look good based on the screen size • It’s odd that Our Story and Team are on the same page but visible between the two. • There needs to be more graphics • The join our team is interesting to be put in the reach out section.	Does Feels • Gets frustrated when you can pay or cancel a service • Intrigued by the service and what they offer • Confused by vision statement, repetitive • Felt the reach out page was a “little busy”

“Stephanie”

“I am concerned about their “We answer within minutes not days” because it doesnt say necessarily when they are open...and people will take advantage of that.”

Gains

- 2d- “I like the roadmap and journey it kind of directs people to the book journey they are in or editing journey...”
- 3b- Font size is accessible
- 3b- Color is friendly
- 3d- Very approachable
- 2c- Likes the read more on about us page “makes them sound like people...”
- 1b- Consistent graphics and services and rates
- 1a- Likes the immediate calculator
- 1a- Likes having the costs readily available

Pains

- 2c- Thinks staff email should be available
- 2c- Consistent staff photos
- 2c- Vision statement is very long
- 1b- On service page - buttons or subheadings higher up on the page
- 3b- Videos aren’t 100% accessible some should be narrated “It might be nice to have some of the videos narrated instead of just reading, in terms of accessibility”
- 3d- Not a huge fan of the orange color

Want/Suggestions

- 2c- Specific roles if trying to find a job
- 2c- Emphasize the low cost portion of vision statement
- 2c- Bolding the final sentence in the vision statement
- 1b - Move up the service and rates
- 1a- Book estimator - opening paragraph spelling inconsistency (No Worries)?
- 2d- Might be nice to have the roadmap symbols in the header not the services.
- 1c- Contact info in the footer

- They have thought about writing a book before
- Social media links should work
- Color scheme and accessibility is really important
- After exploring the service page “that’s nice, that’s helpful”
- “They are supposed to answer within minutes not days”
- “I like how they have the estimator readily available”
- “I am concerned about their “We answer within minutes not days” because it doesn’t say necessarily when they are open...and people will take advantage of that.”

Says

- Prefers using automated service for contacting
- Explored the services page and found the prices
- Clicks through the reach out page “looks like a submit request”
- Likes to read the “read more” option in about us to connect with someone who would better service them
- Clicked on the videos but didn’t watch them

Does

Thinks

- Service websites should be easy to navigate, Live chat services
- Live chat should be accessible on every page
- Headings and navigation should make sense
- Each staff member should have their email accessible
- Consistent photos
- Might be helpful to have roles available in the “join our team button”

Feels

- Likes different forms of social media if its available
- Feels like they could ask for any type of help
- The website is very approachable
- “A little bit long for a vision statement”
- Videos are cute
- Concerned about the validity of the communication (we answer within minutes not days)

Quick Secondary Market Research

	Creative Connex	Tell Well	Friesen Press
Company	Gives self publishing solutions. Helps consumers write, edit and assists in finding a publishing company.	Helps in the publishing process, publishes.	Edit/Publish/distribute your book.
Target Consumer	Someone who is in the process of beginning to write their own book.	Someone who has written a book and needs it published	Someone who has written a book and needs it edited and published
Does	• Creative Process • Writing Coaching • Translations • Logo Design • Barcode Creation • File conversions • Editing • Book Layout • Illustrations • Cover Design	• Editing (proof reading) • Design • Distribution • Marketing	• Editing • Design • Marketing, Promotion • Printing, Distribution • Publicity Promotions
Doesnt	Publish the book (create physical copies)	Help in the early process of writing and creating a book.	Help in the early process of writing and creating a book.



2022 Website Usability Study