



Normal Modes

Good business is a good user experience.

Simulated Eye Tracking Heatmap Analysis

Prepared For
Sample Client
Your Company

August 7, 2009

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Order # 9999- 08/07/2009

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ProFlowers.com Product Page

ProFlowers
800.580.2584 Flowers • Plants • Gifts

Track Your Order | Your Account | International | Wedding

Need it **Today**, **Tomorrow** or **Sunday**?

HEAR ABOUT US ON RADIO OR TV? [CLICK HERE](#)

Birthdays Occasions Flowers Plants Specials Gourmet Gifts Floral Tips Search Keyword / Item #

Purple Petals

1 Step 1 - Select a Bouquet

- Purple Petals \$49.98 \$34.98 First Avail. Delivery: Fri, 8/07
- Deluxe Purple Petals \$15.00 more First Avail. Delivery: Tue, 8/11

2 Step 2 - Select a Vase

<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blush Pink Glass	Garden Green Glass	Square Glass	Large Ginger Glass	No Vase with purchase
\$12.99	\$12.99	\$9.99	\$9.99 \$6.99	

3 Step 3 - Delivery Zip Code

Please supply us with the recipient's Zip Code.

4 Step 4 - Select a Delivery Date

Click Here to Select Date

Now Accepting **PayPal**

View other items available for delivery:

- Today
- Tomorrow
- Sunday
- Monday

Item Description:

- 3 yellow sunflowers
- 5 stems purple stock
- 3 purple spray asters
- purple seafoam statice
- purple mist
- purple velvet foliage
- greenery
- Stands approximately 18" tall
- Item #954

Add a burst of color with this unique sunflower and purple flower bouquet. Create instant smiles, and keep that mood going strong for at least seven days, guaranteed. So that the sunflowers, asters, and other fresh-cut flowers in this prominently purple bouquet will last longer in your home, they are shipped fresh, budding, and ready to bloom.

You May Also Like:

- 50 Blooms of Assorted Garden Spray Roses \$49.99 \$39.99
- Thinking of You \$49.99 \$34.99

How to Read This Heatmap

Color & Intensity (Colors)

More intense the color equals more interest in the area. Generally speaking, interest areas should be on material information to the task at hand, especially a call to action. When elements like logos and navigation receive interest, consider if these are unnecessarily distracting.

The level of focused interest is judged on the following scale:

Blue/Weak  Red/Strong

Hotspot Number Order (Numbers)

The numbers represent the order in which the eyes move.

Gaze Saccades (Yellow Lines)

Yellow lines represent the movements of the eyes between hotspots. Just because a person's gaze crosses over an area doesn't mean they "see" it.



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ProFlowers.com Product Page Analysis

ProFlowers product pages do an excellent job of providing exactly the type of information customers would expect to see on a product details page. As on the homepage, the flower bouquet images are compelling, reasonably sized, and appropriately placed in context of the other information needed on the screen, in particular ordering information.

As the heatmap reflects, there is distinct, sustained, and repeated visual interest in the "Order Now" call to action, which is featured on the initial screen a customer would see. The button's label - "Order Now" - is an explicit call to action. Generally speaking, direct calls to action experience higher conversion rates over weaker calls to action like "Start Order Process." We like to think of this as the "Drill Sargent effect."

Similarly, according to the heatmap, the first and sustained focus of interest is on the "You may also like" area. Images here are appropriately sized and the price points for featured products are close to the price point for the selected product.

Hotspot area 3, which falls between the vases and a picture of the flowers, may provide an opportunity for additional A/B testing on the live site. The featured vases are opportunities for upselling, and we suspect that focused attention is attracted because the color of the pink vase differs so dramatically from the other colors on the page and in that particular area. Because this is an upselling point, consider creating a second page (a "B" candidate) that switches the order of the pink and green vases (both priced at \$12.99). Direct 50% of this product's traffic to each candidate and compare the conversion rates over time to determine if there is any measureable difference.

One minor point of inconsistency is with sales prices. Everywhere else on the website, mark downs are featured in a gray/black combination. However, in the vase selection area, mark downs are featured in a black/red combination.

The heat map won't capture this, but the entire page has obviously been optimized as a fast, efficient customer experience.

Normal Modes helps businesses increase revenues and reduce costs by simplifying their interactions with customers over the internet.

Simple, easy-to-follow business processes increase conversion rates, lower support costs, and enhance brand image.

We use the latest techniques in user experience strategy, including eye-tracking heatmap analysis, to identify "blind spots" and bottlenecks that lead to customer confusion.

At Normal Modes, we believe good business is a good user experience.



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ProFlowers.com Product Page Analysis

One minor point of inconsistency: Each time a sales price appears, it seem to be in a different color and bolded/regular text combination. No treatment seems motivated by nearby text.

The heatmap and analysis was conducted on August 7, 2009.

Thank you for the opportunity to serve you. If you have any questions about this report, feel free to email me at angela@normalmodes.com, or call me at 713.444.8571.

Homepage
(gray bold/black bold)



Deluxe Kaleidoscope

~~\$69.98~~ \$59.98

You may also like
(gray/gray bold)



50 Blooms of Assorted Garden Spray Roses
~~\$49.99~~ \$39.99

Vase selection
(black bold/red bold)



Large Ginger
~~\$9.99~~
\$6.99

Consider creating some consistency how these prices are treated, at the very least with regard to what text is bold. Using red may be unnecessarily distracting.

Suggested User Experience Enhancements:

- Consider adding customer ratings. The social proof customer ratings provide have an especially high conversion rate impact on first time visitors, as well as less technically sophisticated customers who are generally distrusting of all online vendors.

- Note all payment options. Featuring the ability to use PayPal as a payment option is placed near the "Order Now" button, but is out of context with the labeled "Step 4: Select a Delivery Date." Nevertheless, it's understandably featured to increase conversion rates. In the future, consider using the PayPal graphic, along with other payment options, just below the "Order Now" call to action. For example:

