Honeywell Usability Report

July 23, 2020

honeywell.com/en-us
safety.honeywell.com/en-us

Summary Of Key Findings

Over all users were generally frustrated with the product search and purchase process.

Only two users (out of 6 tested) were even able to find the Safety Shop. The other users found a subdomain that had a product catalog, but no links or path to buy the products online.

Once at the Safety Shop, users were confused as to why they were being directed to the MuckBoot website to purchase, but were generally content and successful at running through the purchase/checkout process once on the MuckBoot partner site.
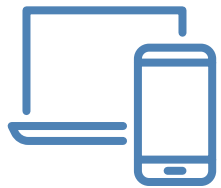
Who Was Tested
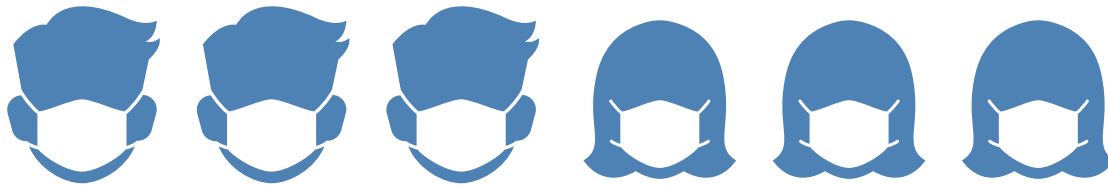
6 users total were tested

3 women and **3** men

Between the ages of **30-40**

3 used mobile devices
3 used desktop computers

Industries they worked in (The jobs where they would need to wear PPE):
- Teacher
- Nurse
- Retail
- Restaurant
- Manufacturing
- Construction/consulting

All users were college educated

Search terms "Honeywell PPE" "Honeywell Protective Equiptment" "Honeywell Masks"

Usability Pros

» Users found the option of Apple Pay and PayPal during checkout useful on the Muckboots site.

» Users were able to use the categories that the products were organized into and found it easy to get the the right types of products.

» Users were able to search for actual store locations that sold the products in case they wanted to buy locally. Purchasing at a local store was appealing to users.

» Users feedback on the visual design was positive. Website look and product images were clean and professional. The visual design gave the impression of a quality product.

Tasks

» Find the honeywell site and the PPE products they offer

» Learn more about the products

» Find how to purchase a product

» Run through the checkout process

Usability Problems

» 4 out of 6 users landed on the safety subdomain (safety.honeywell. com/en-us) from google which does not have a direct link to the Safety Shop. Those users were not able to locate the Safety Shop at all.

» The users that did visit the Safety Shop (honeywell.com/en-us/shop/ safety) were confused by being redirected to the Muckboots site when trying to order. Also once on the Muckboots site they were confused by the boot options that were other products they could find when searching for more PPE products.

» Users had a hard time figuring out what was in the "safety pack" as the photo just showed a bag and not the actual products that the bag contained.

» When running through the Safety Shop checkout process there is a size option of "one size fits all" one user got hung up because he was not aware that in order to proceed through the check out the "one size" needs to be selected. It was a momentary problem and he selected the box and proceeded.

Usability Problems Continued

» The users that landed on the safety subdomain were able to search for various PPE products but frustrated that there was not pricing or direct purchasing information. They did not want to fill out a form for more information.

» The "where to buy" link took users to a searchable map for brick and mortar stores that sold Honeywell products, but did not say which of their products were sold and which store. So users were frustrated that they could not figure out which stores sold the PPE they were looking for.

» Users in general were confused by the blog/articles about products that were designed in a similar way to the product buttons themselves. A few users clicked on an article thinking it was a product.

» The website search functionality was pulling up articles from the website rather than just products.