



EXPERIENCE THE DIGITAL GORGEOUSNESS



# UT: ASIAN PAINTS M-SITE (RESPONSIVE)

This Review is based on -

User behavior observation made on Asian Paints M-Site (Responsive) & Performance Report



Usability Testing & Performance Report

Report created by: Techved Consulting India Pvt. Ltd.

Date: 26<sup>th</sup> January 2017



# DETERMINING THE GOALS

The goals of Usability Test were :

- Understand UX/UI issues
- Friction points in navigation
- Observe how users engage with the site on mobile
- Acceptance of the content & communication used
- Take and record any other comments or suggestions made by the users



# DELHI

Profile	Female	Male	Total
Modern Traditional	3	2	5
Flamboyant Nouveau Riche	3	4	7
<b>Total</b>	<b>6</b>	<b>6</b>	<b>12</b>



# BENGALURU

Profile	Female	Male	Total
Modern Traditional	1	3	4
Flamboyant Nouveau Riche	2	0	2
<b>Total</b>	<b>3</b>	<b>3</b>	<b>6</b>



# FINDING INDEX



Critical error. Caused great irritation and blockages for the user



Serious error. Delayed users in their use of apps



Minor error. Caused users to hesitate for a few seconds



Good. This approach is recommendable



# TABLE OF CONTENT

I. User Behaviour

**II. Screen/Page**

I. Splash Screen

II. Product Selection

III. 1<sup>st</sup> Step

IV. 2<sup>nd</sup> Step

V. 3<sup>rd</sup> Step

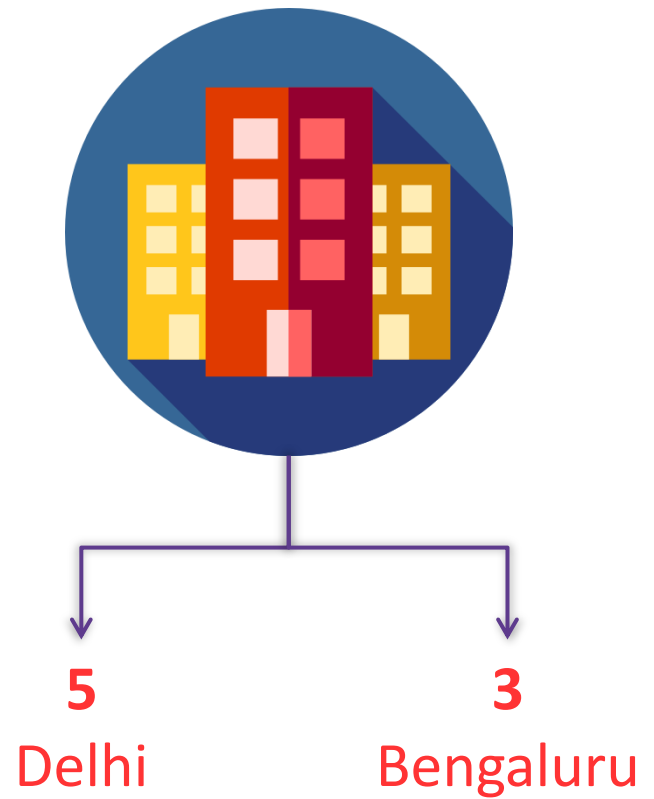
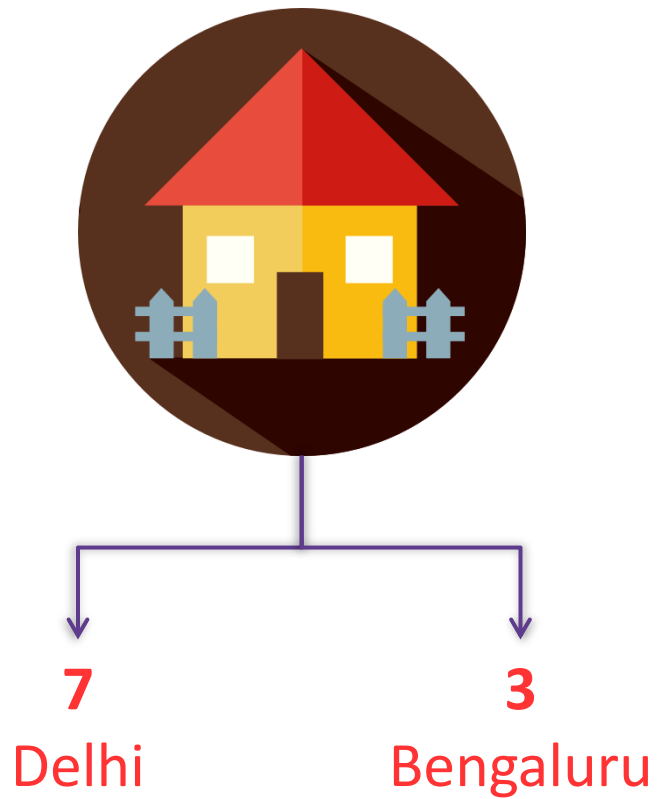
VI. Fund/Deposit

VII. Congratulations

III. Conclusion



# HOUSE TYPE





# INSPIRATIONS FROM

Internet/ Google Search: (images)  
Bedroom what's coming in 2017,  
whats trending

Friends/Relatives' Houses

Catalogues/Brochures

Hotels/ Restaurants

Ads, Movies & TV Shows

Asian Paints Executive



English: 18

हिन्दी : 2 (If needed)

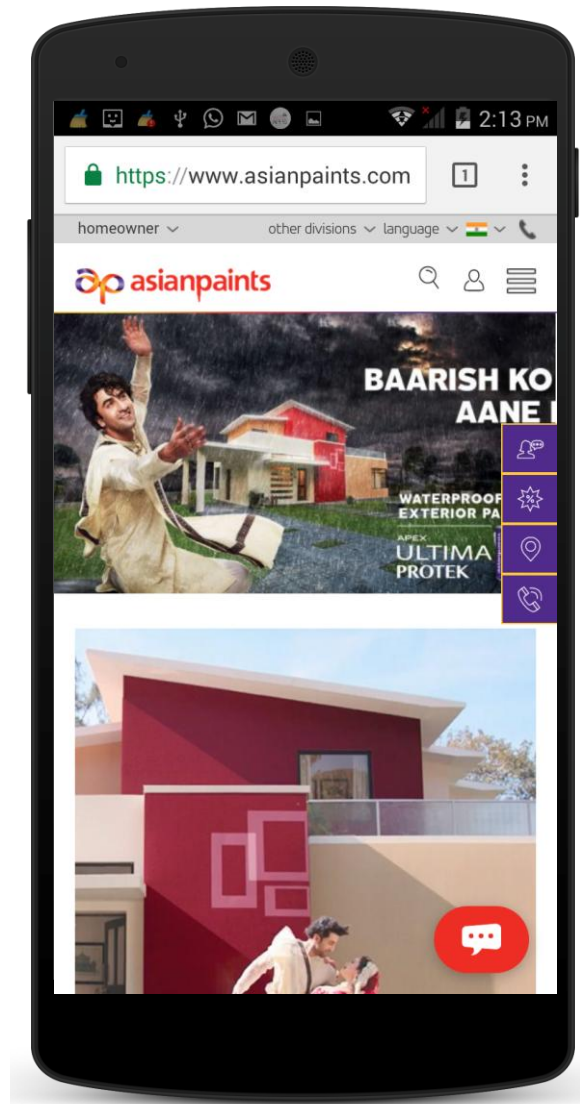


# FACTORS AFFECTING CHOICE

Rooms  
Personality  
Durability Washability  
Furniture  
Curtains  
Budget



# HOMEPAGE



# TASK

IF YOU COULD GO THROUGH THE ASIAN PAINTS WEBSITE FROM YOUR PHONE AND EXPLORE IT

## **OBSERVATION:**

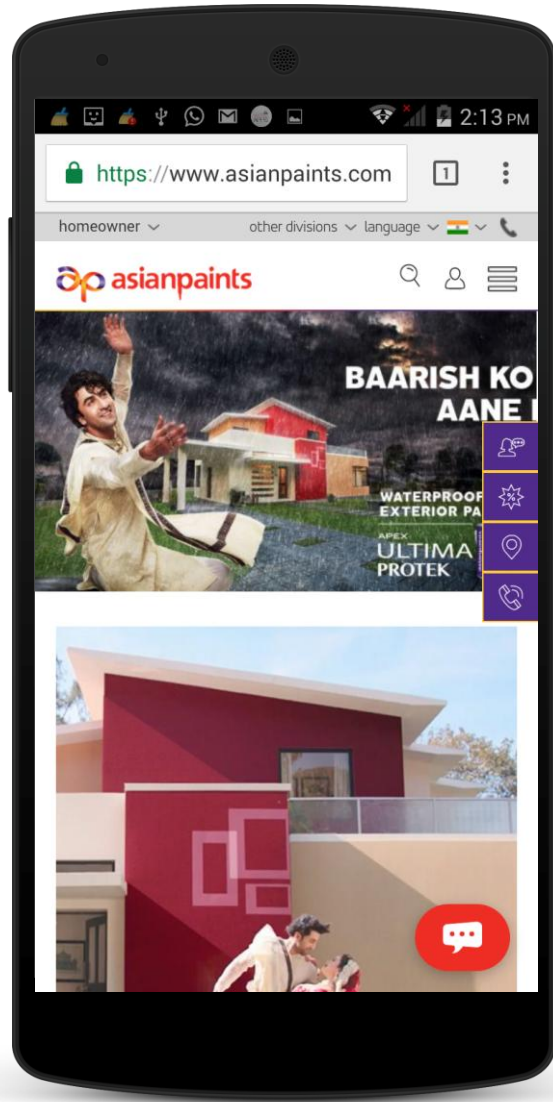
- Is the user able to understand the content
- What does the user think of the pictures
- What catches their attention
- Which navigation option is used



# HOMEPAGE

*“its good but would like to see more paint things, the shades, the texture” – Modern Traditional, Female User, Delhi*

*“I liked the pictorial presentation is very good on this website, once you go through you can go through your individual choice, they have given different different room flower making you can customize” – Modern Traditional, Female User, Bengaluru*



*“mobile mein websites chalana is so difficult, yeh toh bani nahi hai mobile ke liye” – Modern Traditional, Male User, Delhi*

*isiki koi app nahi hai? (video around 8 mins)*



*“I think I am finding it very bulky bulky, jo colour aur shades hume dekhne hai woh dikh hi nahi rahe, hotch potch hai, decor stories toh hai par colours ke baare mein kuch nahi hai” – FNR, Female User, Delhi*

# HOME SCREEN: EZYCOLOUR

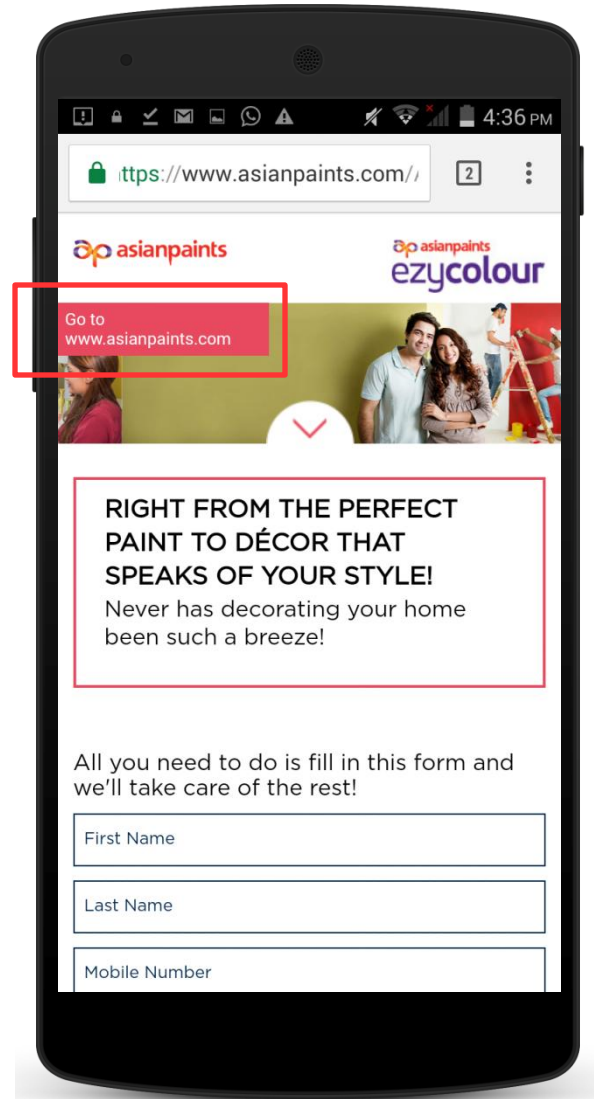


## VISUALLY UNINTUITIVE LINK

### WHY?

- Users used Google search to come to the Asian Paints website, however the first link in the search leads them to the Ezycolour website
- The CTA which directs the users to the actual homepage is visually unintuitive leading for the users to believe that Ezycolour is the page they were looking for

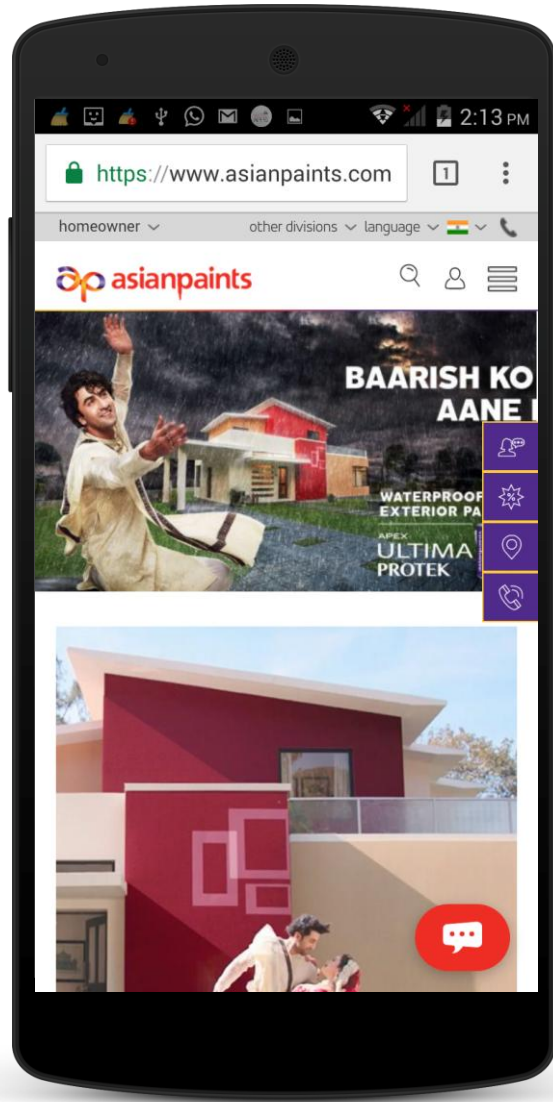
10/18 used Google search  
6/18 Go to the Ezycolour



# EASE OF FINDING

3.72

MT



FNR

3.72









# ASIAN PAINTS.COM PERFORMANCE



## Samsung J2



Browser	Internet Speed	1 <sup>st</sup> Attempt	2 <sup>nd</sup> Attempt	3 <sup>rd</sup> Attempt
	0.96 mbps	23.6sec	22.1sec	25.2sec
	0.96 mbps	20.6sec	23.6sec	23.0sec
 UCBrowser	0.96 mbps	29.1mbps	19.6mbps	15.7sec
	0.96 mbps	23.2sec	19.7sec	25.0sec



# CONCLUSION

- Marketing and brand recall by the users for Asian Paints was found to be good. Users were able to recall 'Royale Play' and were mostly aware of it being the textured paint
- All menu labels were understood by the users except 'Resources'
- Information and content was liked by the users however the content need to be refined to meet the users' expectations
- Images used on the website were liked by the user, but they need to be increased in number. Users expect to see more visuals than content on a paint-décor website
- The high load time for website can cause the users to drop out from the website. It maybe a good idea to provide users with various quality of images i.e. high resolution would load only on demand by the user

Conclusion video for optimizing images: Again this is very disappointing, you can put small size pictures and if someone likes it they can open bigger one u5fnrdm



# CONCLUSION

- Communicating feedback to the users is very important. Users need to be in the loop of what's happening as soon as they carry out any action
- Search functionality needs improvement with the page results coming on top as opposed to Tag results



# Thank You!



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