

Chennah, FT student, 30 years old. Lives in VA

Gulce, PhD student, 30 years old, NJ

Britt, career changer/FT student. 37 years old, OR

Yael, stay at home parenting, 36 years old, Israel.

Marjory, career switcher, 44, FL

## Design/UI wins

Loves the logo

Design is clean, not cluttered

Hero gives a fun vibe

CTA is super easy to find

Loves larger font, has low vision

Good to know about the awards

Love how bright minimal and clear

Loves first section, trust gaining

CTA easy to find

Loves the blue and font choice

likes the picture

Loves how simple, minimal, font choices and colors

Loves the coral color

Likes there's a CTA lower on the page too

Nice and clean

Likes the stars, nice touch

Love how clean it looks and colors - easy to see it's cleaning

Loves that it's clean, calm, and trustworthy

Loves the who we are pic

Loves first section, trust gaining

awards good proof

Loves the who we are picture

likes the ui

## Design concerns

Thinks font is too big

Not sure about the Coral

Struggled reading Gold in the font

Thinks font too large

Thinks pictures of people in reviews look too cut off - more square

Pictures aren't very bright

wants bullets for the checklist

pictures look dark and dated why choose all star

## Usability wins

Services really easy to find

Locations very easy to find

Easily able to skim to service info

CTA to book very easy to find

Found services easily

Found locations easily

Loves locations dropdown, no need to go to a locations page, then another page

Found form easily

Went to service, but did hesitate on Get Started

Locations easy to find

Loves the reviews on the staff page

Found services easily

Found navigation really easy - location was easy.

loves the dropdown menus

Loves the FAQs

Found Services

Found locations

Likes the ease of navigation, not multiple steps to find things

Really likes "why choose all star"

## Usability confusion

Section about workers was confusing, no context? perhaps who we are before?

For pet info went to FAQ - did not find in "about" menu

Could not find staff page, ended up on "Who we are" section

Surprised "About" was a dropdown, wasn't expecting more info in there - signal dropdown somehow?

Found products easily - but did not understand it was green products (important to them).

Pet and family friendly to learn more about having pets for cleaning

Find staff, struggled, went to the "who we are" section.

Needed to be directed to "About" section

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Thinking services offered should be at top

Confusion over extras - not making sense

Finding staff info was a struggle - went to "who we are" section, found eventually

Can't find staff info - went to contact, then about, then Who we are Page

Looking for staff - unable to find. Did not expect it in Our Story

## Products

Products page found easily, Really likes the product dropdown

For pet info went to the pet & family friendly section

Love pets part

Not clear green products used

Struggled to find info on safe products when worded about baby.

Loves the pet friendly section, also expected info in FAQ (and found it)

wants more info on green products

Perhaps a green icon or something to show green products

Cleaning caddies headline is too long

Wants to see clear info on green products

## Random thoughts/ideas

Intrigued by the login info

Where do the reviews come from? Can we share that info somehow?

Wonders if Why choose us would be better before numbers

would like more illustrations

would love hours staff work, or book again?

Looked for pet info in services or FAQ

wonders about a search button

Said not interested in Our Story

Should have an FAQ calling out green products

Wants more info on what get started now leads to

## Staff

Love the hover on the staff

Loves info on staff, would like headlines to scan more easily.

Staff - missed dropdown b/c of page placement, maybe an indicator?

Staff - love the hover

Staff section. More text than wants to read. Maybe adding rating or keywords?

Loves pics/hover for staff

## Form

Form was expected. Would like a timeframe for contact

Does not like to give info in form so would call.

wants a wizard for clean

would like to see more info on price/packages on form

Would like to know how long for contact (form)

Likes phone # on form, usually calls

Would like choice of contact back (phone/email, time/day)

how long to get response

Would like to add more info in the form (open text?)

how long for booking