

# Usability Review of Lifetime.life OMS

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Findings and Recommendations



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# Goals of the Usability Test

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**Goals:** The primary goal of this usability test was to assess if the site performs the goals Lifetime set\* for it through the eyes of first time visitors, and to identify the next steps to improve perceived value and new visitor conversion rates. This test also sought to describe the site's strengths throughout the OMS process through recorded first hand observation.

Special consideration was given to the evaluation criteria listed below which were identified by Lifetime:

- Are the steps clear?
- Should the price table be on the Build Membership step or deferred to the next?
- The overall aesthetic may be too plain, elements don't stand out from each other.
- There is not enough information about what is included in a membership at the point-of-purchase.



\*Lifetime site goals defined in document appendix.

# Evaluation Method & Structure

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Each member of the research team performed a heuristic analysis individually on the site, and synthesized the findings of its strengths and opportunities for growth. These findings were translated into scenarios for testing participants so that we could collect data to test our hypotheses.

Participants were screened to ensure they were not current members at Lifetime. We then recorded the users performing these testing scenarios, and asked them to think aloud while doing so. Taking care to observe the participant's facial expressions, phraseology and quantitative rankings of tasks.



# Scenarios used in Testing

1. Participants were asked to observe the site, and talk through their first impressions.
2. Participants were asked to choose a gym where they could do an activity of their choice, and their partner could go swimming.
3. Participants were then asked to sign up for a membership at that gym for themselves and their significant other.

You're a [  ] with a [partner]

that likes to swim.

- "filter" button interactivity ✓
- search location that has pool ✓
- add +1 to membership

Can you show me how you'd go about selecting a gym that could fit your needs.

↳ why did you choose that location?

- Proximity - other

# Findings and OMS Success Rate

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18
OMS Completion (Y/N)	Red	Red	Green	Green	Green	Green	Green	Green	Green	Red	Green	Green	Red	Red	Red	Green	Green	Red
Task 1 Completion	Red	Green	Green	Red	Red	Green	Red	Green	Green	Green	Green	Red	Red	Red	Red	Red	Red	Red
Task 1 Rating	1	2.5	4	2.5	3	3	1	4	4	4	3	3	1	Grey	2	3	4	4
Task 2 Completion	Red	Red	Green	Green	Green	Green	Green	Green	Green	Red	Green	Green	Red	Green	Red	Green	Green	Red
Task 2 Rating	Grey	Grey	4	1	4	4	2	4	4.5	Red	2	3.5	1	Grey	2.5	4	4	Red
Overall Rating	Grey	3.5	4	1	4	Grey	1	Grey	4	Grey	3	3	1	1	2	3.5	4	4

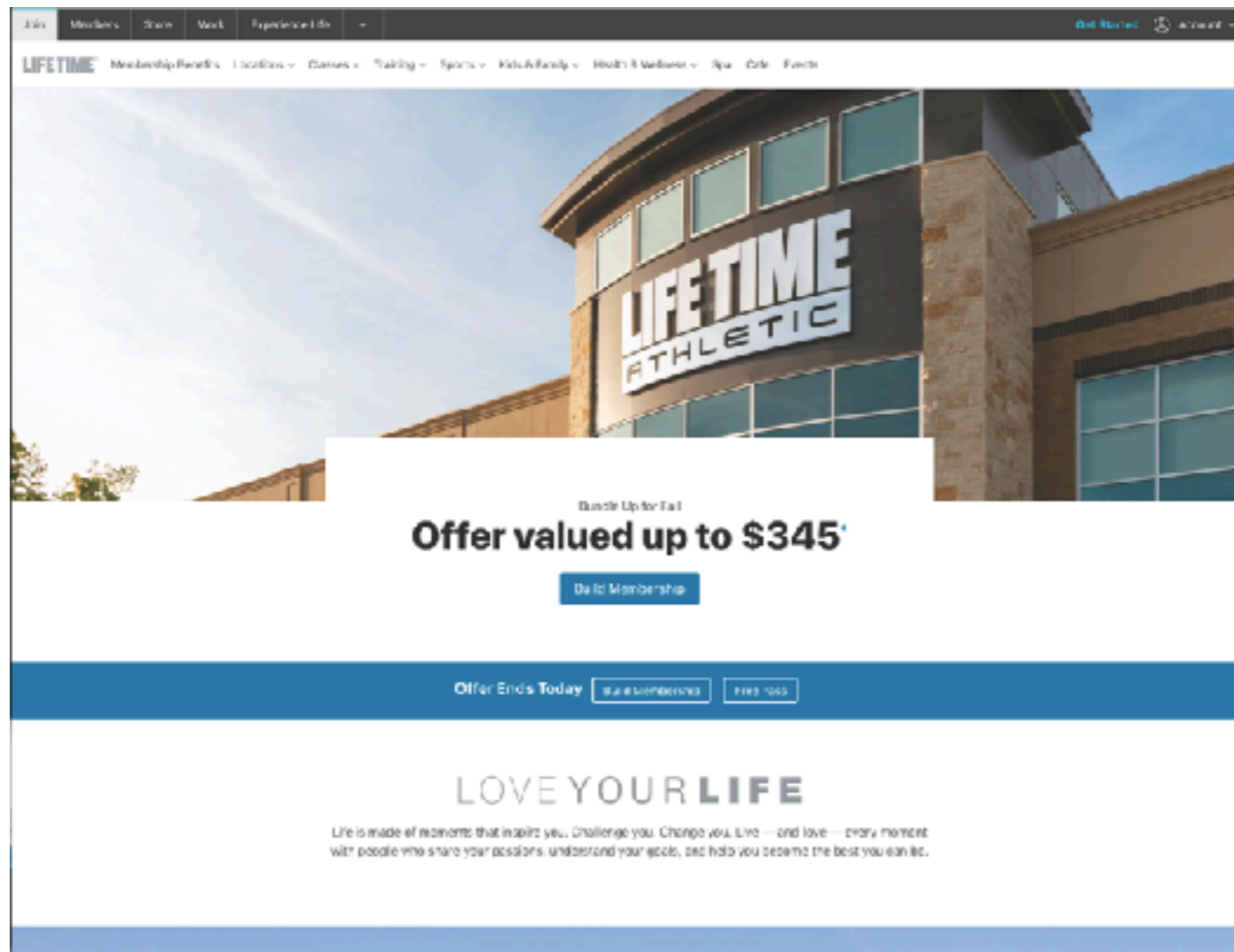
Visualization of our findings gave clarity to the insights. It became clear the following the OMS flow had a much higher success rate than finding a gym with amenities that match the participants' interests. It also helped show the strong correlation between the success of task 1 and the participant's overall satisfaction with the site.

Task 1 Completion	7
Task 1 Participants	18
Task 1 Satisfaction	57.60%
Task 2 Completion	12
Task 2 Participants	18
Task 2 Satisfaction	69.20%

Key
Negative/No
Neutral
Positive/Yes
No Comment

# Strength 1 - Overall Site Aesthetics

- 14/18 Participants had a neutral-positive perception of the site's overall look and feel.

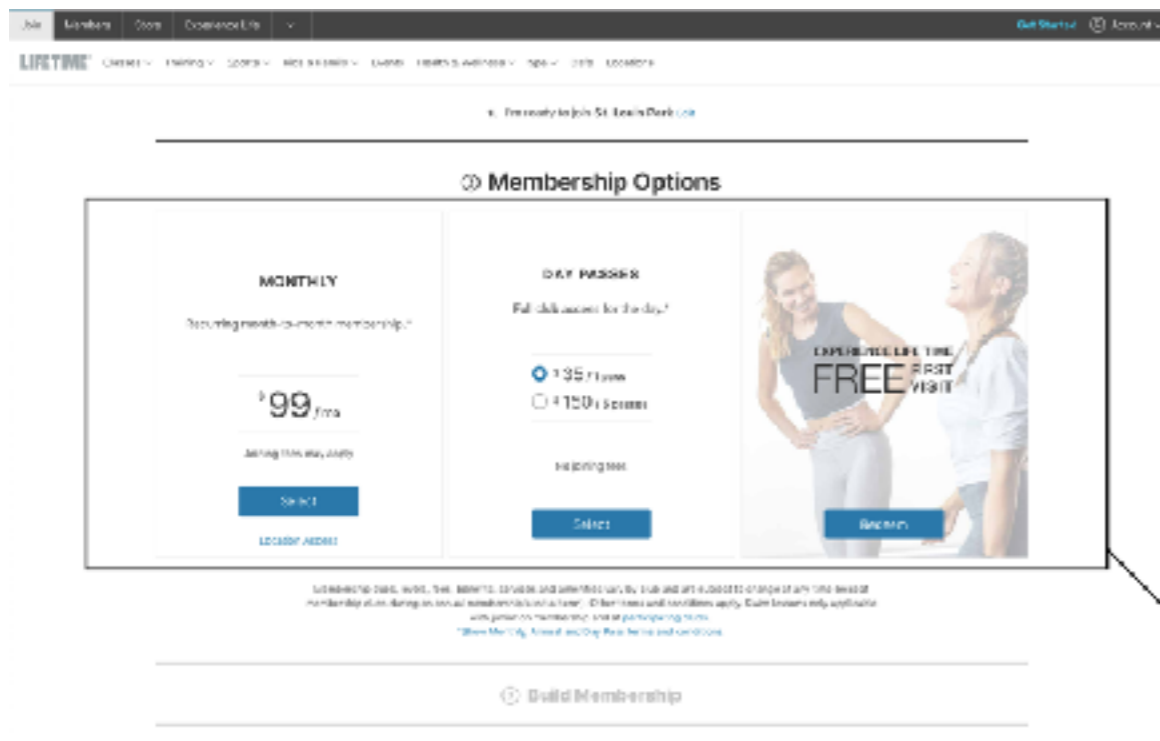


“It was a nice clean, and simple layout. The information seemed to be very well placed when clicking into things. Empty on one side. Everything seemed easy to know, where to go for information.”

# Strength 2 - Simple choices make sign-up completion easy.

- 12/18 were able to complete the sign up process. Of the 6 who could not, all of them were stopped from task completion by lack of clarity about location amenities/membership benefits.

- This does not indicate that the choice needs to be more complicated. Rather, the user needs more information before getting to the choice selection page.



Great simplicity, makes it easy for user to proceed.



# Opportunity 1 - Amenities

## Filter/Location Access

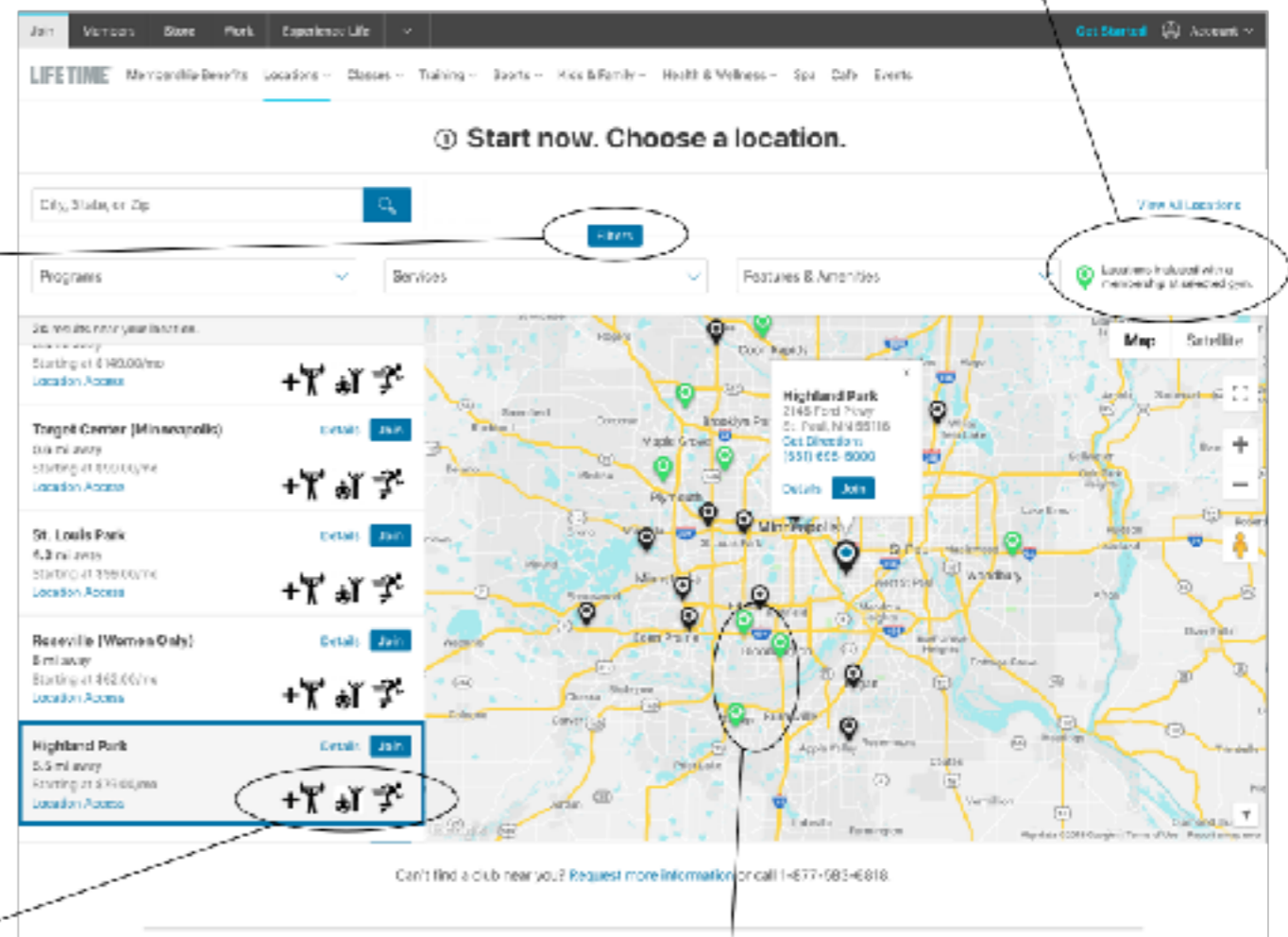
Participant: "I would start calling gyms to locate services I am interested in because I can't locate them here."

- When asked to choose a location based on an activity, only 2/18 participants noticed the filter button during their search. This created confusion about why locations had different rates,
- Recommendation: Drop Filter Activation button onto the "seam" between site and map, have filters showing by default. Visualize location access data by color coding it. Use icons to clearly indicate location amenities and enable single page comparison.

Key to visual encoding

Filters button dropped onto "seam" of page divider to help it stand out while maintaining color scheme of website.

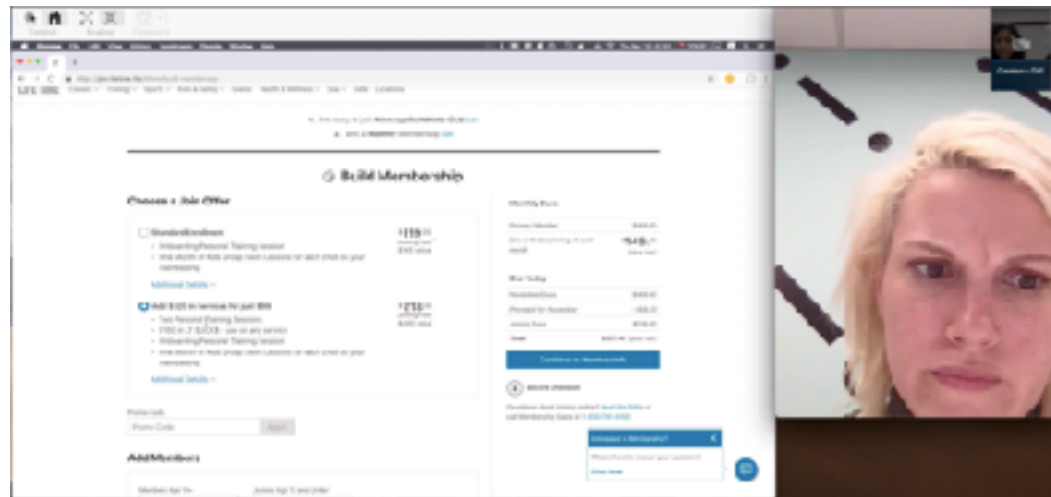
Icons used to represent key location amenities. This will differentiate location value, signaling a reason for change in monthly rate. Each icon section should be able to expand and reveal full site amenities.



When a location is selected, the location access included with that membership should be visually displayed.

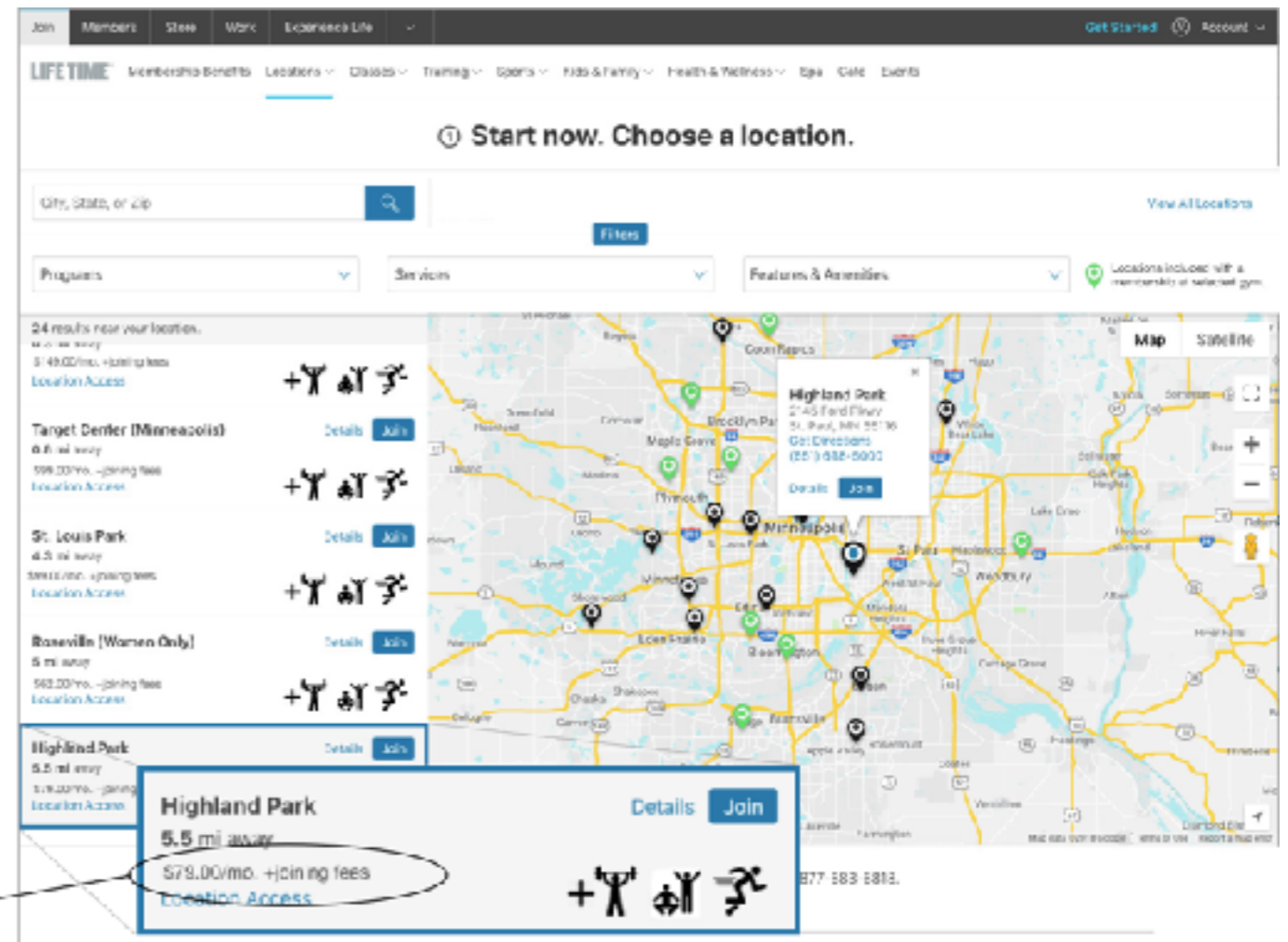
# Opportunity 2 - “Hidden Fees”

“There’s a bold-faced lie on the previous page. It's not \$79. Now it's \$129.”



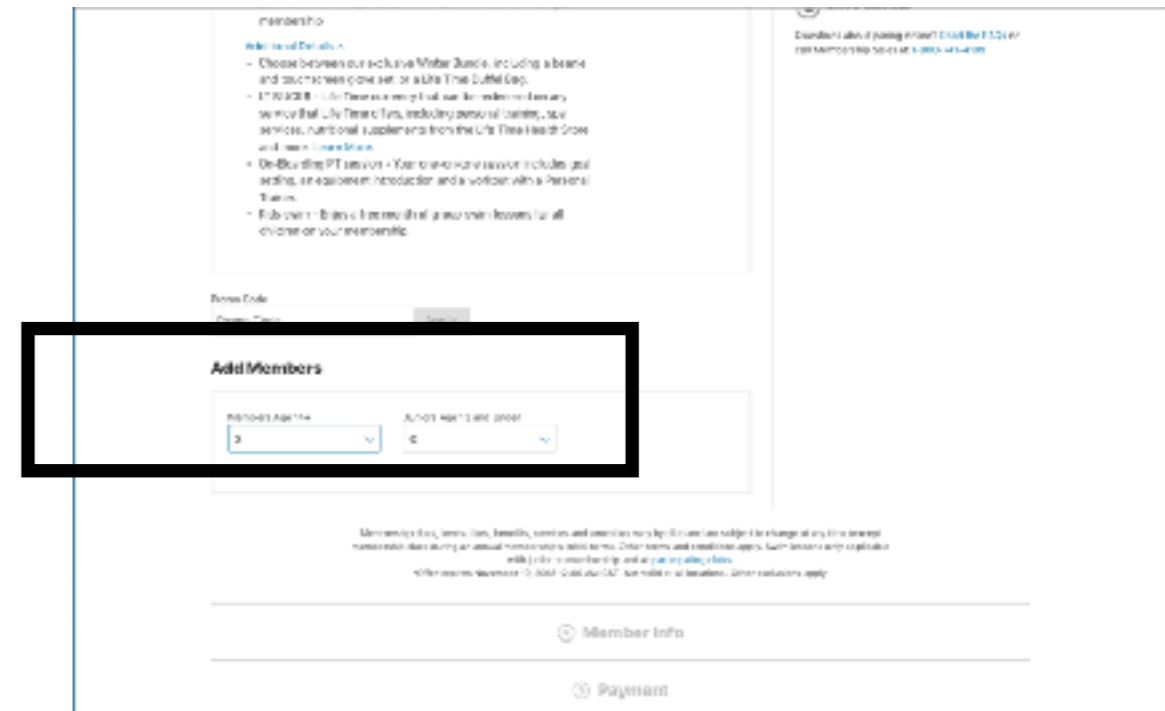
Although location page states memberships “start at \$X” more than half of the users tested commented on how joining fees and starting package were unexpected and felt deceptive. Find a way to set the expectation for these fees earlier in the OMS process.

A simple change in wording on step 1 would increase clarity of communication and trust in Lifetime.



# Additional Findings

- Many users were confused by varied terminology to begin membership process. Simplify this by choosing one phrase across the site.
- “Continue to Member Info” Button should float with the screen. Four users had to hunt for it after expanding “Additional Details” and scrolling down to add members.
- The term “guru” in the “Kid’s Academy” page was thought to be racially insensitive, offensive by one user.



Thank You!

# Appendix

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## Site Goals Identified by Lifetime:

Convey the values of Life Time® as a healthy way of life company -

Encourage enrollment in a club based on individual needs and desires

Provide support for interested individuals or families to become a member

Facilitate membership enrollment

How does the site navigation impact flow once in the OMS steps?