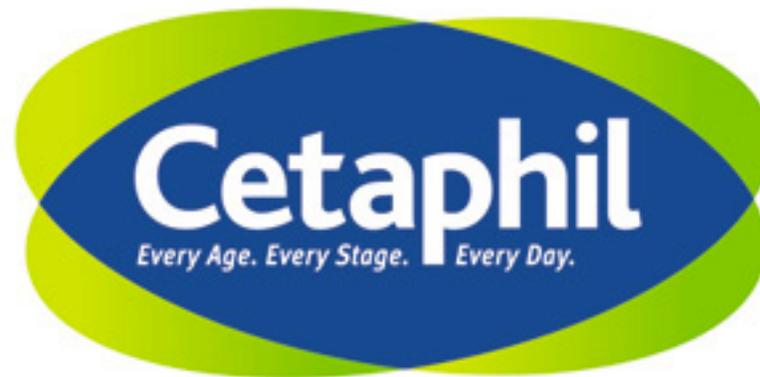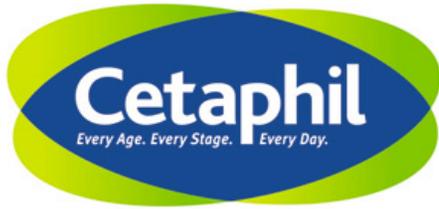# www.Cetaphil.com
User Research

GENTLE POWER

Panel Survey

The main data collection for usability of the Cetaphil.com website came from a panel survey.

The panel discussed the website as viewed on a desktop device.

The website in general has a pleasing look and did convey a clean fresh look which is consistent with the style and branding of the company.

Usability issues that the panel discussed:

- Blue Navigation/Menu Bar across the top of the page was confusing as it did not match the product categories in the main body of the home page.
- The "Shop Our Best Sellers" section was confusing/redundant as there was little differentiation from the main body product section of the home page.
- Product information was not located under "Gentle Power" but instead users were confused by the random word cloud. Navigation Menu was "Discover Cetaphil", so first option selected was disappointing as the word cloud was not informative.

Panel Survey (continued)

- Shop Cetaphil section was odd. Panel selected "Where to Buy" at the very top navigation on the home page. There was a small link to by from the Cetaphil store that was not a very good call to action. The Cetaphil logo is a link but was not immediately recognized as such.
- The Panel was confused as to why the online retailers were even listed. It is almost as if the company does not want or really need an online store at all.

Online User Reviews

The secondary data collection for usability of the Cetaphil.com website came from review of actual user feedback and reviews on the site.

Overall, the user feedback was overwhelmingly limited to product testimonials. There was very limited feedback regarding the website and its usability

Usability issues that were noted:

- Online shopper "Jack" was interested in purchasing large packs or bulk items for a discount
- Some users complained that negative reviews were systematically removed from the site

The user feedback is a great source for demographic data of the website visitors, as many gave ages and how they were referred to the site. This data will be used to create User Personas.
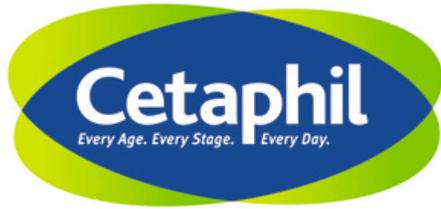
User Persona 1

User Persona 1 - Mid Manager Mary

Mid Manager Mary is a successful and busy professional. She has young school-age children. Mary is highly involved with her children's school and extra-curricular activities. She volunteers at her children's school and often will chaperon for field trips. Mary has a busy and successful career in middle management for an insurance company.

Mary has come to the site by recommendation of her child's pediatrician as her youngest child has sensitive skin. She is looking for information about Cetaphil products.

User Persona 2

User Persona 2 - Domestic Delia

Domestic Delia is a Stay-at-home mom and wife. Delia is highly organized and manages the household with precision. Delia is responsible for most of the daily household purchases and she is always looking for ways to stretch the family budget. Delia is an active social media user.

Delia is a regular customer and has come to the site to find coupons.