FBS: top-level menu

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02/03/2021

What we did

- Share four difference screenshots of the FBS site with different top-level menus on UserZoom
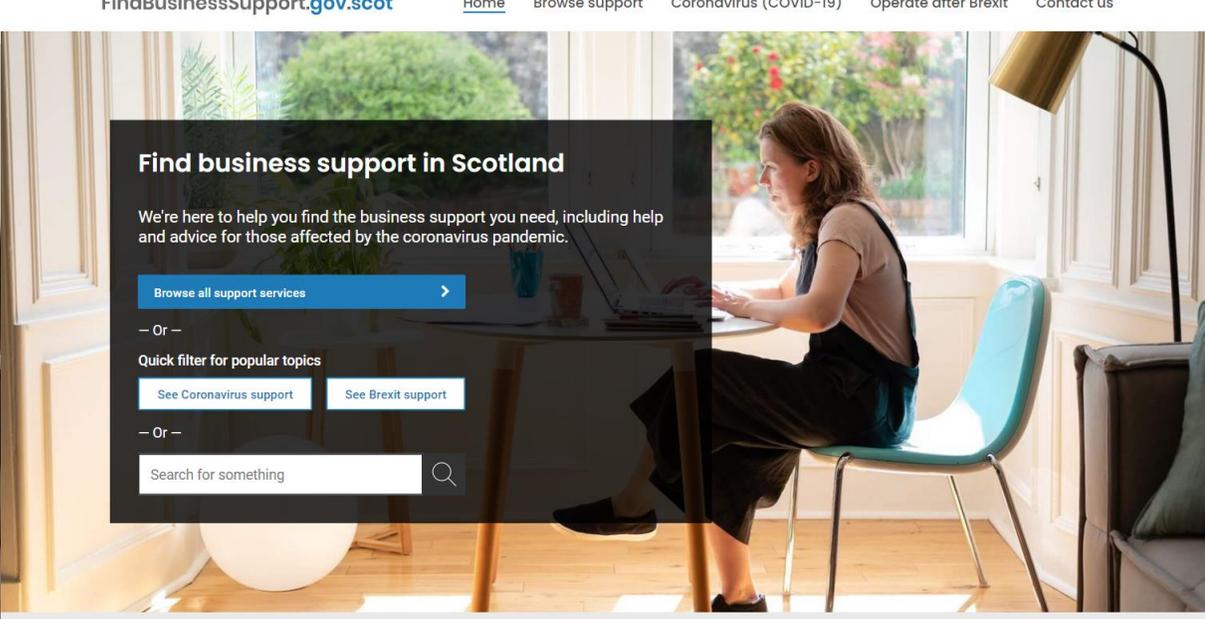- 50 users

The screenshots

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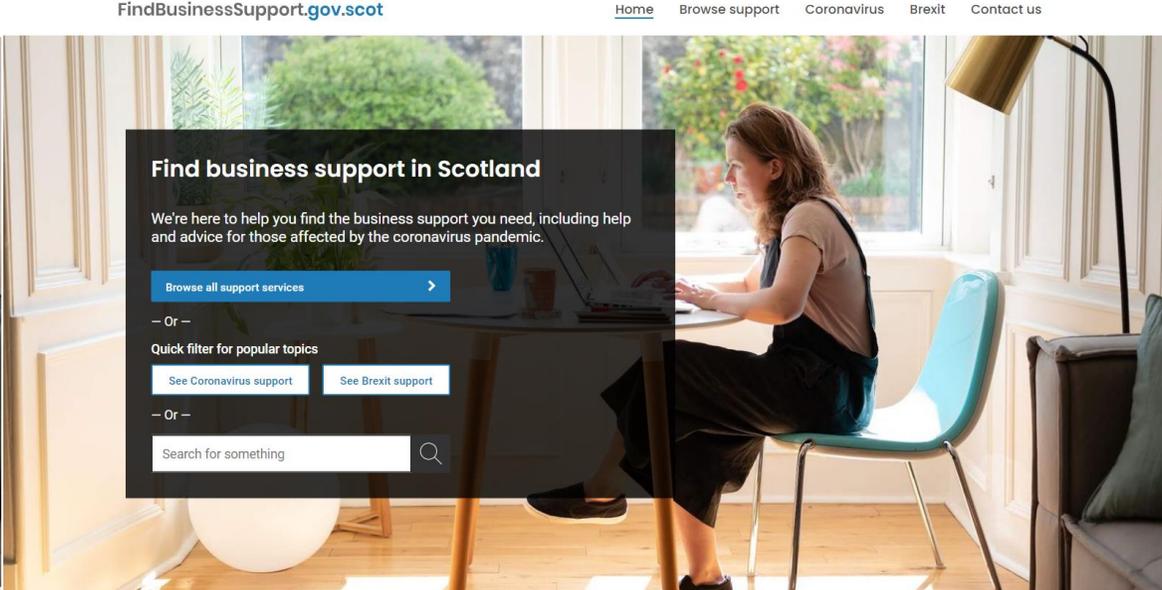
Results

- Most people couldn't see any significant difference between the four menus

- No clear-cut winner – not much difference between the four
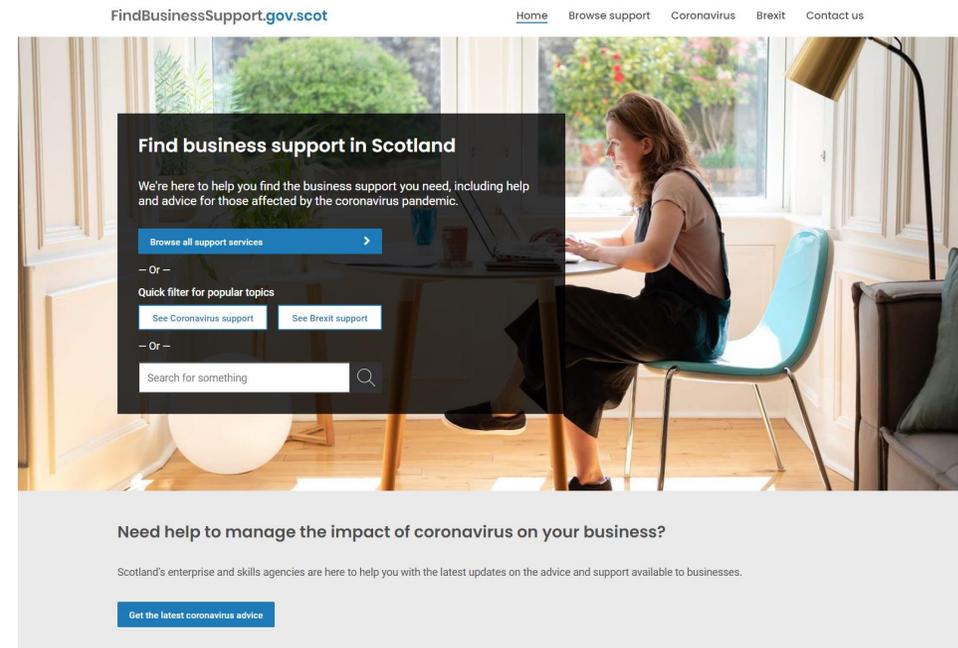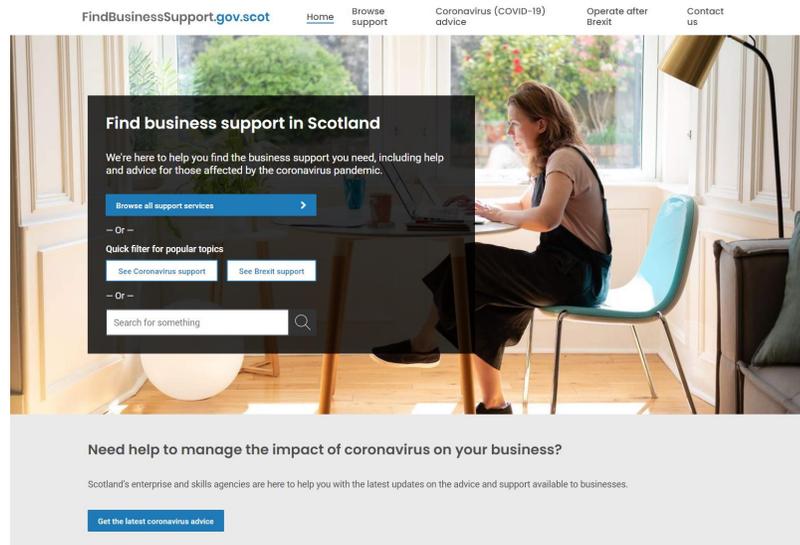 - But these two were technically the top ranked (36% and 27%)

Quotes

- "Can't see any significant difference"
- "It is just a menu. It took several views of each slide to notice the difference. I cannot speak for everyone, but my eyes ignore pictures, fonts etc. I simply look for a pointer to take me to where I wish to go."
- "4 seems more visually usable"
- "All looked pretty similar"
- "Nice layout number 4. I like this."
- "My top two have the simplest worded menu, but overall, I don't like any of them. The search facility box, which allows you to browse all, quick filter, or carry out a general search is overwhelming. The background is also distracted. The whole page is too busy."
- "The four photos look exactly the same?"
- "All very similar, much of a muchness. I don't think it matters which is selected."
- "Keep it simple and not too cluttered like number 4"

Conclusion

- Users don't have strong feelings about the menu

- When users did comment on liking a specific option, they mentioned the one with 'Coronavirus' and 'Brexit' (screenshot 4)

- It might be more useful to do an A/B test once the site is live with two options to see if it has any impact on how often the coronavirus and Brexit pages get clicked on from the homepage