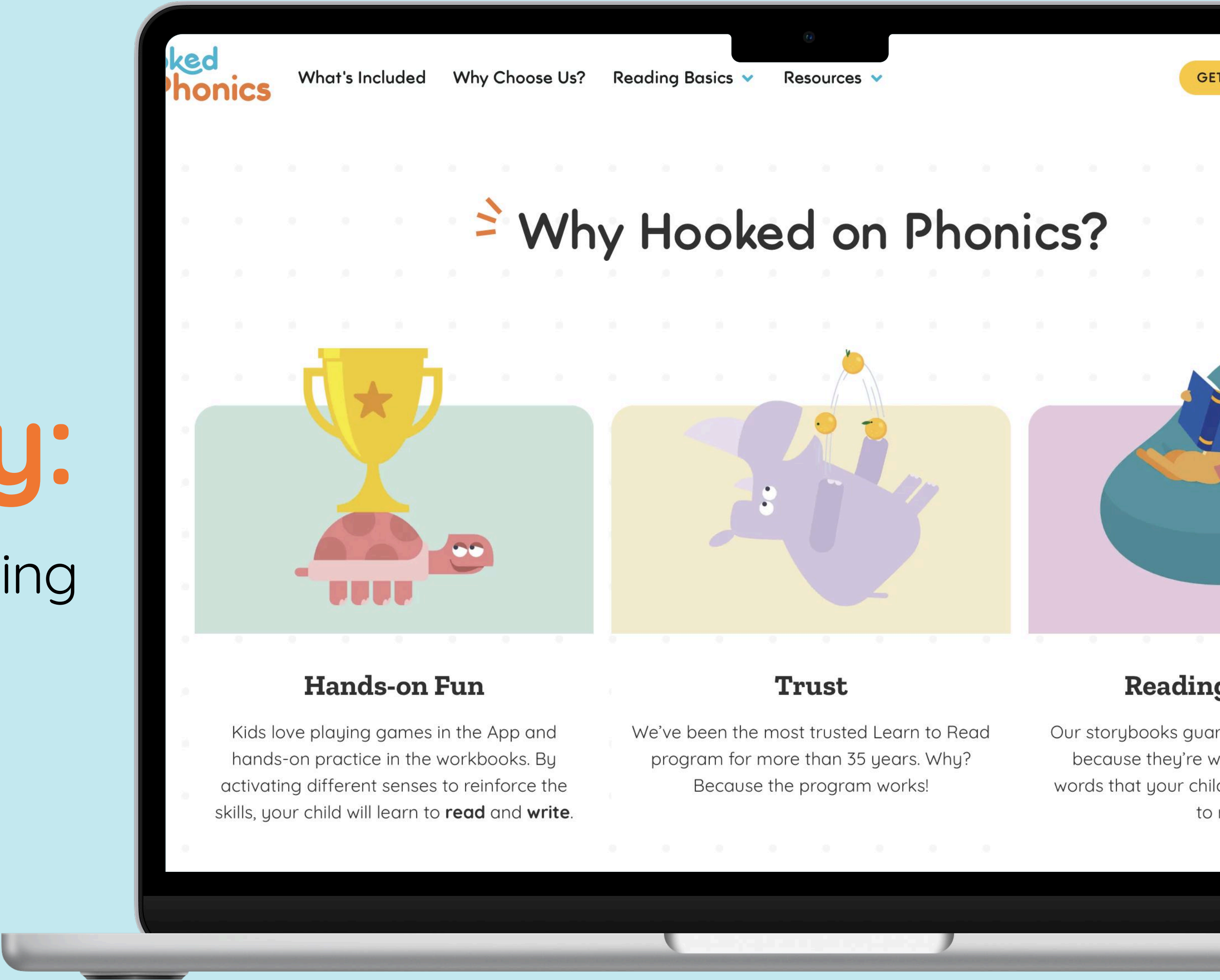


Hooked on Clarity:

Designing a Smoother Path to Reading



User Testing Report

Presentation by Matthew Thien, Nallely Martinez-Almonte, & Sara Her



Meet The Team



Matthew Thien



Nállely Martínez-Almonte



Sara Her

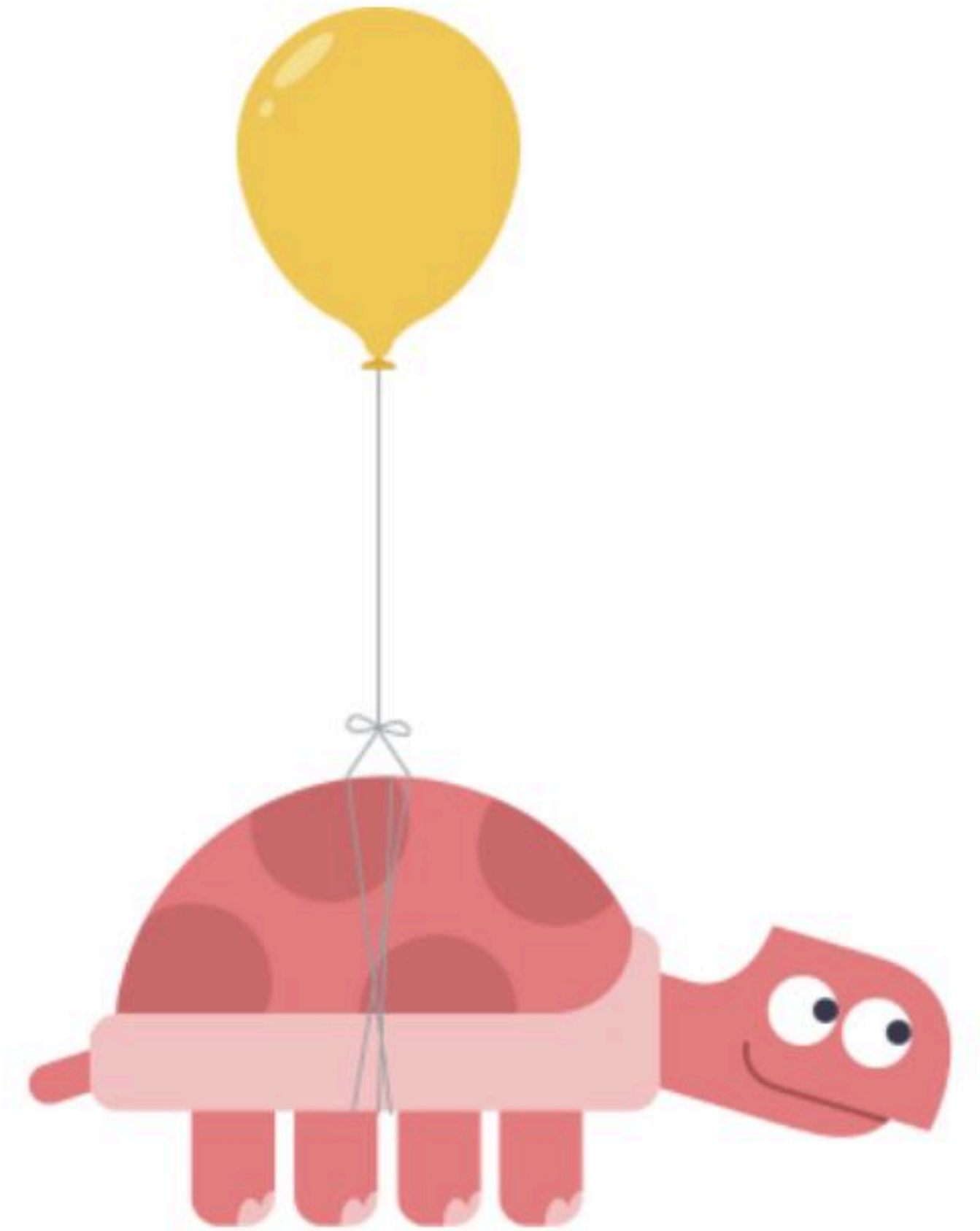
Agenda ✨

1. Project Goals
2. Methodology
 - a. Participants
3. Findings & Recommendations
4. Conclusion



Project Goals

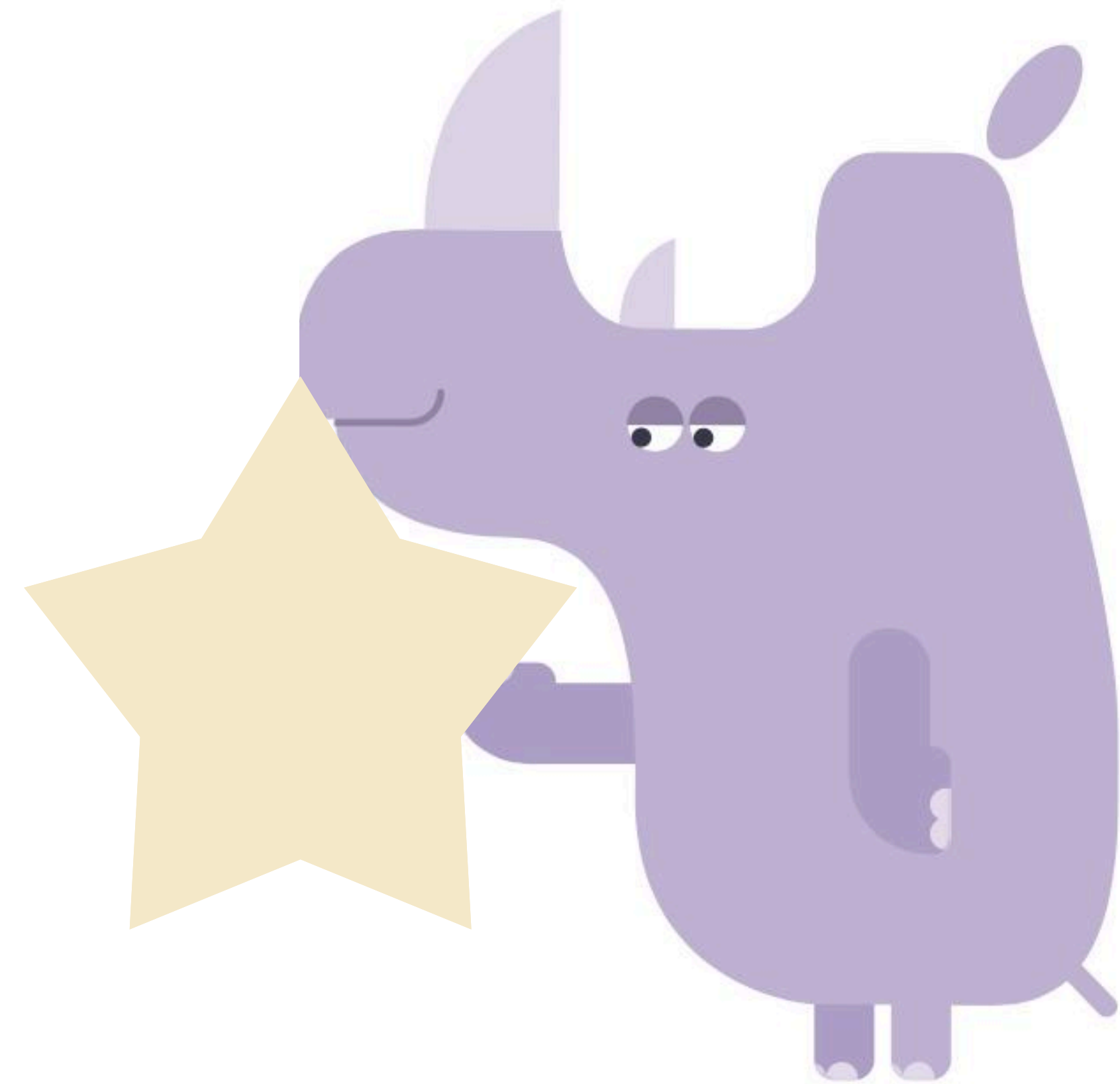
Our goal was to evaluate the existing checkout flow to identify any usability issues that may be causing visitors to not finish the whole process.



Methodology

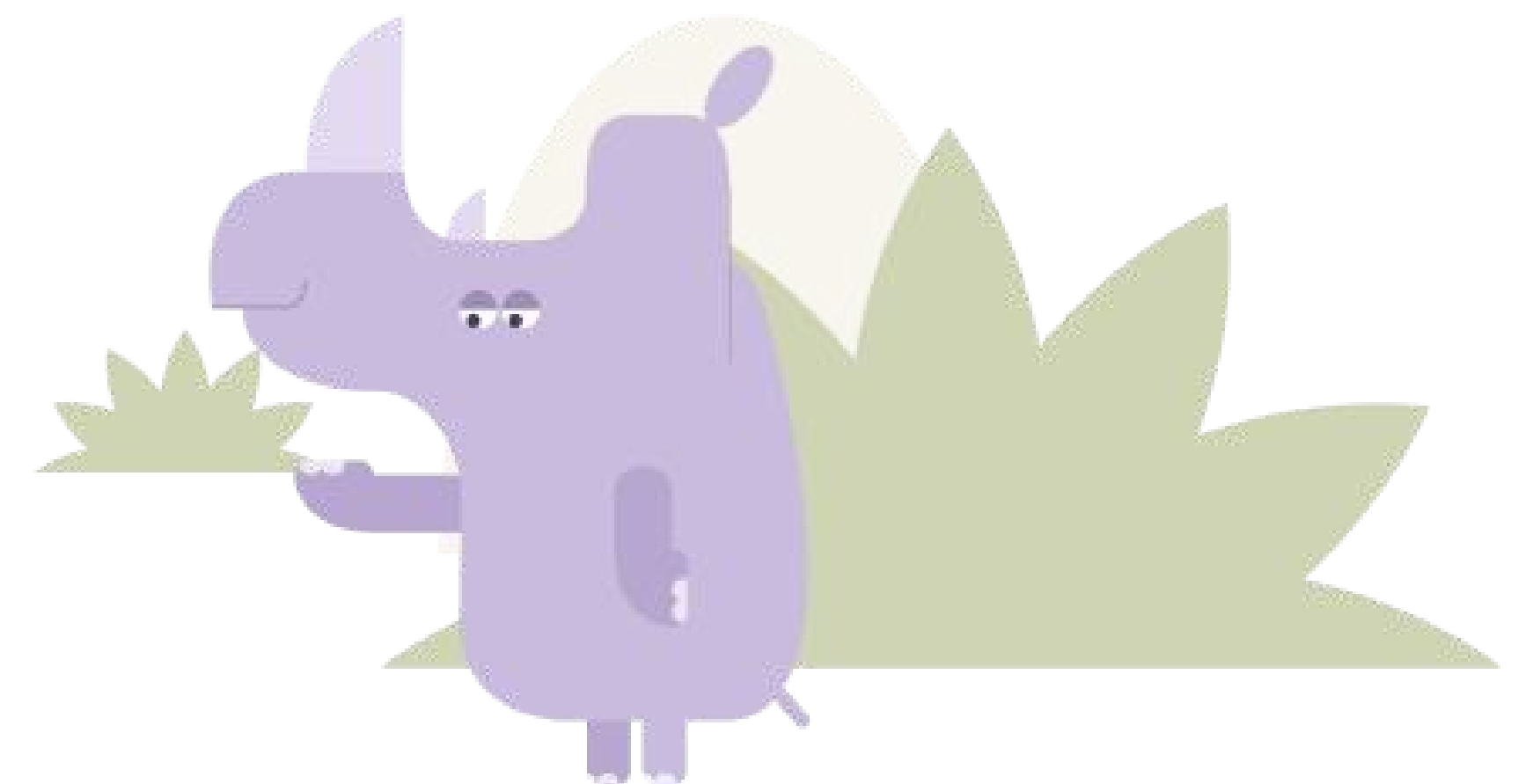
Participants

- **Total: 6 participants**
- Age: 18-44
- Gender: 1 male, 5 female
- Have child(ren) who is/are ages 3 - 8.
- Country: United States
- No previous or current use of HOP



Usability Test: Landing Page → Checkout

- 20-30 minute sessions
- Remote, recorded and moderated
- Think Aloud Method: letting users freely verbalize their thoughts to discover what users really think about your design



Participants were provided with the following scenario and tasks:

Scenario: You're looking to improve your child's reading development. You learned about Hooked on Phonics from a friend and are interested in learning more.

- **Task 1:** What are the benefits of using Hooked on Phonics?
- **Task 2:** What is included in the subscription?
- **Task 3:** Find what others are saying about the product?
- **Task 4:** Can you purchase a monthly subscription to Hooked on Phonics for your child?

Findings

Positive Feedback

- All users knew exactly where to find reviews and felt confident in the product because of the variety and quantity.

**Average
User Ease
Rating:
1**

Post-Task User Ease Ratings

(1 = easy, 3 = neutral, 7 = difficult)



Positive Feedback

- All users knew exactly where to find reviews and felt confident in the product because of the variety and quantity.
- A few users found the checkout process to be “easy and straightforward” and similar to what they would expect



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- Users found the aesthetics of the site fitting with the colors and design being “kid friendly.”



Positive Feedback

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- A few users found the checkout process to be “easy and straightforward” and similar to what they would expect
- Users found the aesthetics of the site fitting with the colors and design being “kid friendly.”
- One user felt that the website gave them a sense of hopefulness for their kid’s learning journey



Areas for Improvement

- Users felt that the extra confirmation/upsell pages and surveys were frustrating given they weren't expecting so many pages and were confused by their placement in the checkout flow



Areas for Improvement

- Users felt that the extra confirmation/upsell pages and surveys were frustrating given they weren't expecting so many pages and were confused by their placement in the checkout flow

“If i wasn't interested in any extras, i probably would've closed the webpage and never gotten here”

“Being offered even more stuff and especially in a different format than the previous page is a little bit confusing”

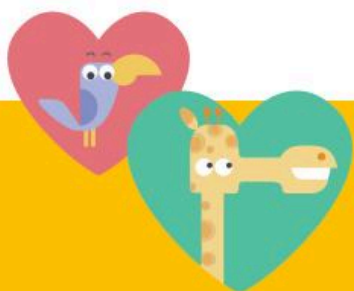
“I want to see [the] order summary right after my payment so I know that it is secured”

“I would expect to see a confirmation and information about how to download the app and any of the digital products and potentially even information about when I would receive the physical products”



Recommendation #1

Combine the upselling pages to be efficiently and clearly digestible to users



Your order has been received.

You will receive an email with more details once it is confirmed.



Just \$2.99 per book

Boost your new reader's skills with

2 EXCLUSIVE BONUS BOOKS

for **\$5.98 each month!**

These carefully crafted readers were written to align with the words taught in each lesson. The stories -featuring the HOP pals- will also improve your learner's:

- Phonics decoding and sight word recognition skills
- Vocabulary skills
- Comprehension skills
- Social and emotional learning skills

Selecting this option will add \$5.98 to your subscription price per month.

ADD BONUS BOOKS MONTHLY!

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Welcome to the Hooked on Phonics Family

Your order has been received. You will receive an email with more details once it is confirmed.

IMPORTANT: One More Thing, Aldksfsakljf

We have some amazing ONE-TIME ONLY deals that parents and caregivers of young readers love. You'll only see these once, don't miss out!



Get 2 workbooks, an activity book, letter cards, and more that coincide with Hooked on Spelling (included in your subscription) for just \$19.99!

Quantity **Add to Cart**



Get your Hooked on Phonics Activity Pad for just \$9.99 and jump in with over 100 pages of learning fun. Learn shapes, colors, numbers, and more!

Quantity **Add to Cart**



Get extra reading practice with your child's favorite Hooked on Phonics Characters. Includes 24 books full of reading fun for just \$49.99!

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Get Hooked on Handwriting with this set of three colorful workbooks to guide your child through printing the letters of the alphabet for just \$19.99.

Quantity **Add to Cart**

Hooked on Phonics Subscription	INCLUDED
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✓ Hooked on Math and Spelling digital content included	
In-Home Workbooks and Storybooks Monthly	\$16.98
✓ One full-color 32-page Workbook with Stickers	
✓ 2-3 perfectly aligned Storybooks to support new skills	
Subtotal	\$16.98
Promo code Applied	-\$15.98
Shipping	Free
Tax	\$0.00
Total	\$1.00

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Email: contact@hookedandcompany.com



Recommendation #1

Combine the upselling pages to be efficiently and clearly digestible to users

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Recommendation #1

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Before



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Selecting this option will add \$5.98 to your subscription price per month.

[ADD BONUS BOOKS MONTHLY!](#)

[NO, THANK YOU](#)



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Quantity

[Add to Cart](#)



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Hooked on Handwriting



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Quantity

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Add to Cart



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Quantity

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Add to Cart



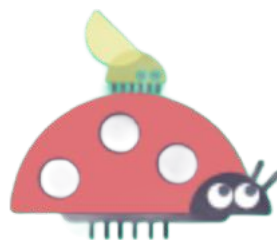
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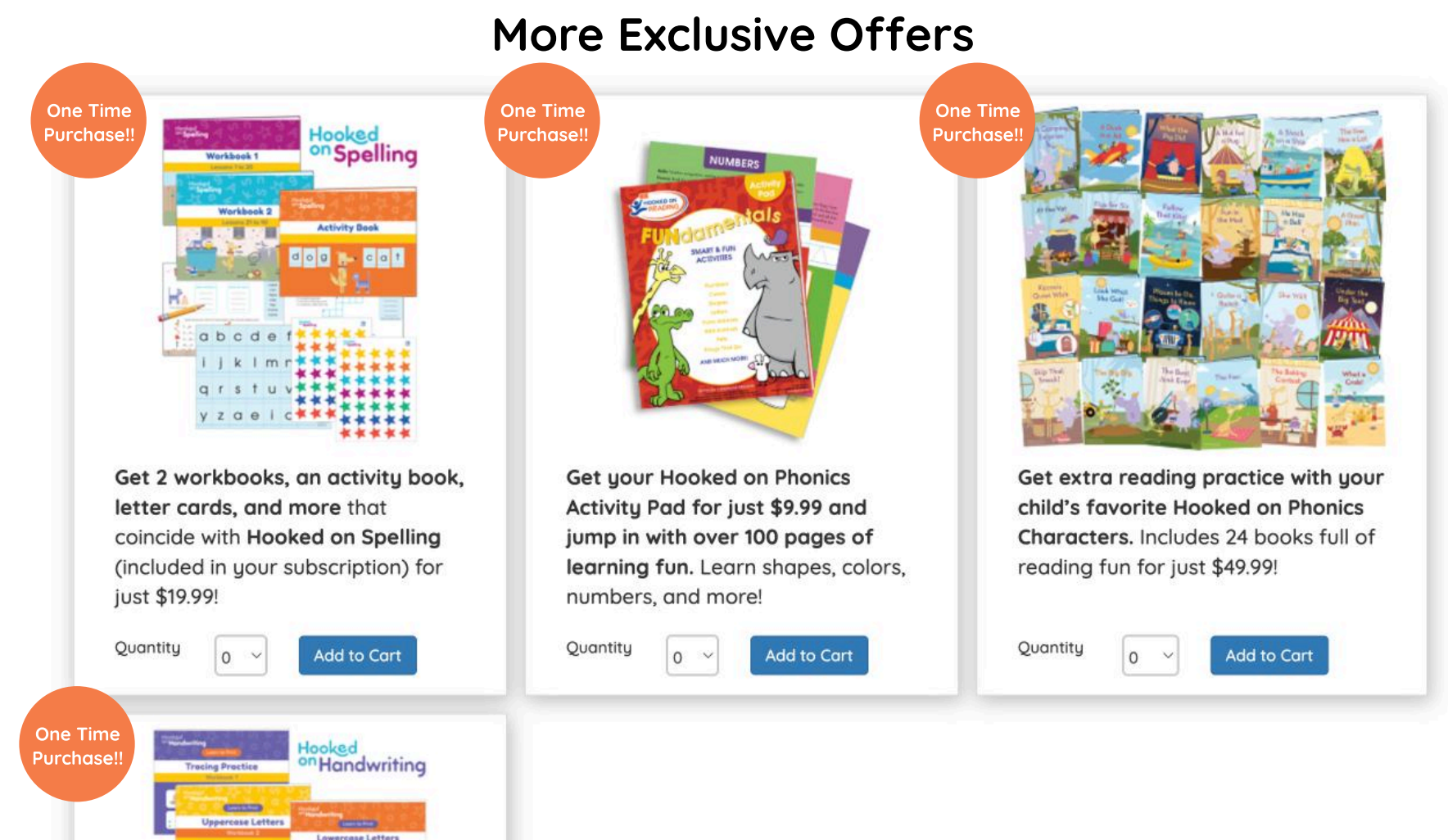
0

Add to Cart





Combine the upselling pages to be efficiently and clearly digestible to users



Recommendation #1.1

Adjust placement of the upsell screens

Current Flow:

hooked on Phonics

AccountChildCustomizeCheckout

PayPal

Or

Contact

fakeemail@gmail.com

By providing your email address, you agree to receive transactional and promotional emails from Hooked & Company. See our privacy policy for details.

Shipping Info

First Name*Last Name*

Address*

Apt, studio, or floor

City*

Select State*Zip Code*

☒ Billing address is the same as shipping

Phone number*

☒ I agree to receive text messages regarding my subscription or about special offers at this number.

Credit or Debit Card

Card Number*MMYY*CVV*

Zip Code*

Payments are securely handled

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Hooked on Phonics Subscription

✓ Access to the award-winning Hooked on Phonics App

✓ Hooked on Math and Spelling digital content included

In-Home Workbooks and Storybooks Monthly

✓ One full-color 32-page Workbook with Stickers

✓ 2-3 perfectly aligned Storybooks to support new skills

Subtotal

\$16.98

Promo code applied

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Shipping

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Tax

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Total

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Just \$2.99 per book

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Hooked on Phonics

Address: 4 Mountaintop Ter., Danbury, CT 06810

Email: contact@hookedonphonics.com

Thank you, aldksfsakljf!

Your subscription is active. Now the learning fun begins.

Next Steps

- Download the Hooked on Phonics App and login with fakeemail@gmail.com and the password you just created.
- Follow the instructions in the App to get started.
- Check out our free resources while you wait for your first Practice Pack to arrive in the mail.

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GET IT ON Google Play

Available on amazon appstore

Order Confirmation Number

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Order Summary

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In-Home Workbooks and Storybooks Monthly

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Subtotal

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Recommendation #1.1

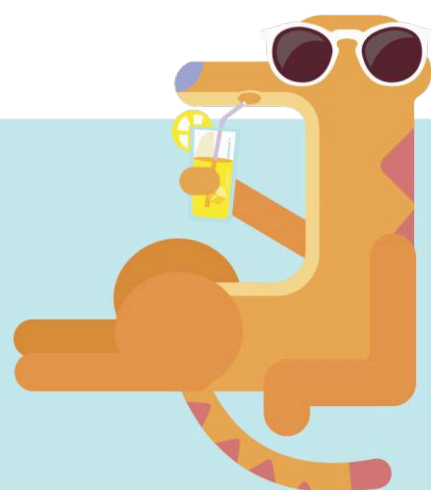
Adjust placement of the upsell screens

“If I wasn’t interested in any extras, I probably would’ve closed the webpage and never gotten here [Confirmation Page].”

- Participant 5

“I would assume that [the process] is done and I would just close the page if I didn’t want any of these books.”

- Participant 6



Recommendation #1.1

Adjust placement of the upsell screens

New Flow:

Account

Child

Customize

Checkout

Get more with Hooked on Phonics

Boost your new reader's skills with

2 EXCLUSIVE BONUS BOOKS

for **\$5.98** each month!

These carefully crafted readers were written to align with the words taught in each lesson. The stories -featuring the HOP pals- will also improve your learner's:

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- Vocabulary skills
- Comprehension skills
- Social and emotional learning skills

Selecting this option will add \$5.98 to your subscription price per month.

Add to Cart

AccountChildCustomizeCheckout

Or

Contact

By providing your email address, you agree to receive transactional and promotional emails from Hooked & Company. See our [privacy policy](#) for details.

Shipping Info

*Required Information

☒ Billing address is the same as shipping

☒ I agree to receive text messages regarding my subscription or about special offers at this number.

Credit or Debit Card

Payments are securely handled

Let's review your order!

	INCLUDED
Hooked on Phonics Subscription ✓ Access to the award-winning Hooked on Phonics App ✓ Hooked on Math and Spelling digital content included	
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Phonics



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Subtotal	\$16.98
Promo code applied	-\$15.98
Shipping	Free
Tax	\$0.00
Total	\$1.00

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A cartoon illustration of a blue bird with a yellow beak and feet, perched on a small branch. It has large, expressive eyes and a friendly appearance.

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One Time Purchase!!

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Quantity

Add to Cart

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Quantity

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Quantity

Add to Cart

Areas for Improvement

- Users felt that the extra confirmation/upsell pages and surveys were frustrating given they weren't expecting so many pages and were confused by their placement in the checkout flow
- All users voiced feeling overwhelmed by the amount of information on the landing page

“This is too much information”

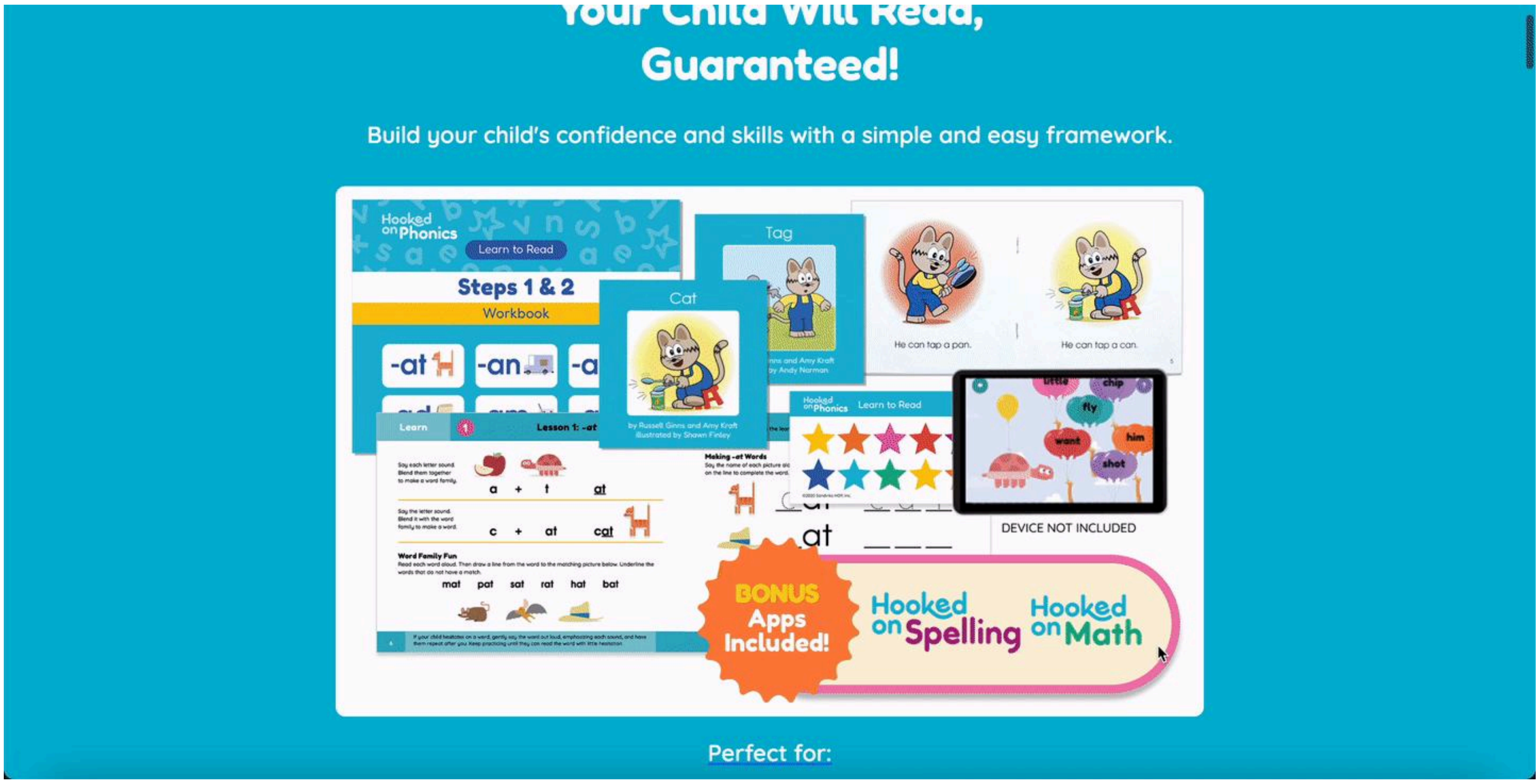
“What do I look at first?”

“A lot going on in the webpage that is fighting for attention”

Recommendation #2

Make landing page less overwhelming

Before



Recommendation #2

Hero

Purchased Products

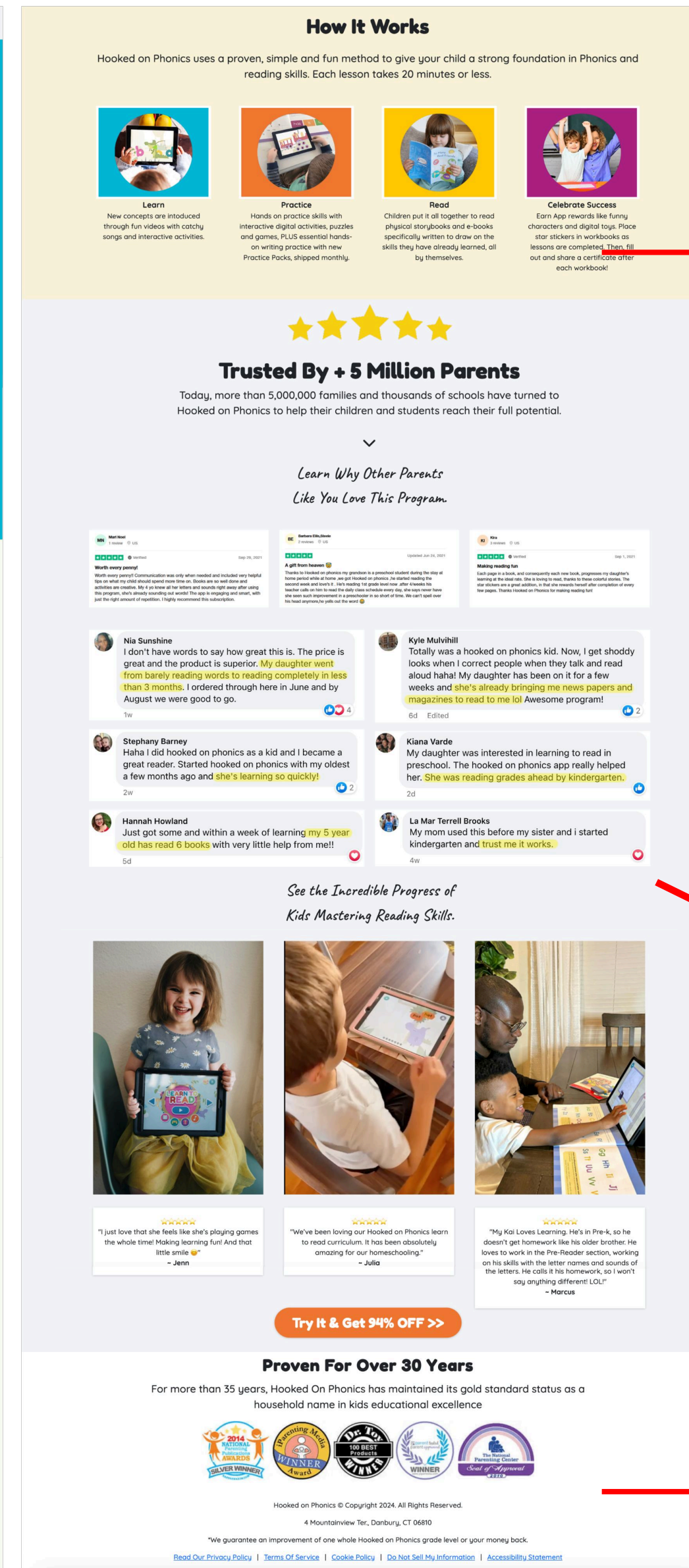
After



How It Works

Reviews

Accolades



Areas for Improvement

- Users felt that the extra confirmation/upsell pages and surveys were frustrating given they weren't expecting so many pages and were confused by their placement in the checkout flow
- All users voiced feeling overwhelmed by the amount of information on the landing page
- Users weren't confident in what they were purchasing until they got to the final webpage



Recommendation #3

Redesign “Here’s Everything You Will Get” Section

Before

Here's Everything You Will Get

When You Join Hooked on Phonics

- ✓ **Hooked on Phonics:** Full access to mobile app on iOS, Android, and Kindle platforms.
- ✓ **Family-Friendly Account:** One account for multiple users, allowing all your children to learn and grow together.
- ✓ **Guided Workbooks:** Monthly delivery of detailed workbooks that complement each learning module.
- ✓ **Curated Storybooks:** 2-3 specially written storybooks each month, designed to enhance reading and comprehension skills.
- ✓ **Interactive Discussions:** Thought-provoking questions for each storybook to boost reading comprehension and critical thinking.

- ✓ **Extensive Game Library:** Over 275 interactive and fun games for practical skill application and reinforcement.
- ✓ **Progress Tracking Tool:** An intuitive feature to track and measure your child's learning milestones and progress.
- ✓ **Milestone Celebration Kit:** Includes celebration stickers and rewards to recognize and motivate your child's achievements.
- ✓ **First Pack Shipping:** Complimentary shipping for your initial practice pack, right to your doorstep.

+2 Free Bonuses

- ✓ Hooked On Spelling App Access
- ✓ Hooked On Math App Access

FREE BONUS #1

- ✓ **Hooked on Spelling:** Access to the Hooked on Spelling app for enhanced spelling skills development.

Hooked on Spelling introduces learners to common spelling patterns through fun activities and game play, giving them a chance to practice their newly learned spelling skills. Hooked on Spelling is now INCLUDED in your Hooked on Phonics subscription!

Recommendation #3

Redesign “Here’s Everything You Will Get” Section

After

Here's Everything You Will Get
When You Join Hooked on Phonics



- ✓ **Full App Access:** Use the Hooked on Phonics app on iOS, Android, and Kindle.
- ✓ **Family Account:** One account for all your children to enjoy the learning experience together.
- ✓ **Monthly Workbooks:** Detailed workbooks to guide each learning module.
- ✓ **Storybooks:** 2-3 fun, educational storybooks every month to boost reading and comprehension.
- ✓ **275+ Educational Games:** Fun games to reinforce learning.
- ✓ **Progress Tracker:** A tool to track your child's learning milestones.
- ✓ **Milestone Rewards Kit:** Celebrate your child's achievements with special stickers and rewards.
- ✓ **Interactive Discussions:** Engaging questions to help develop critical thinking skills.

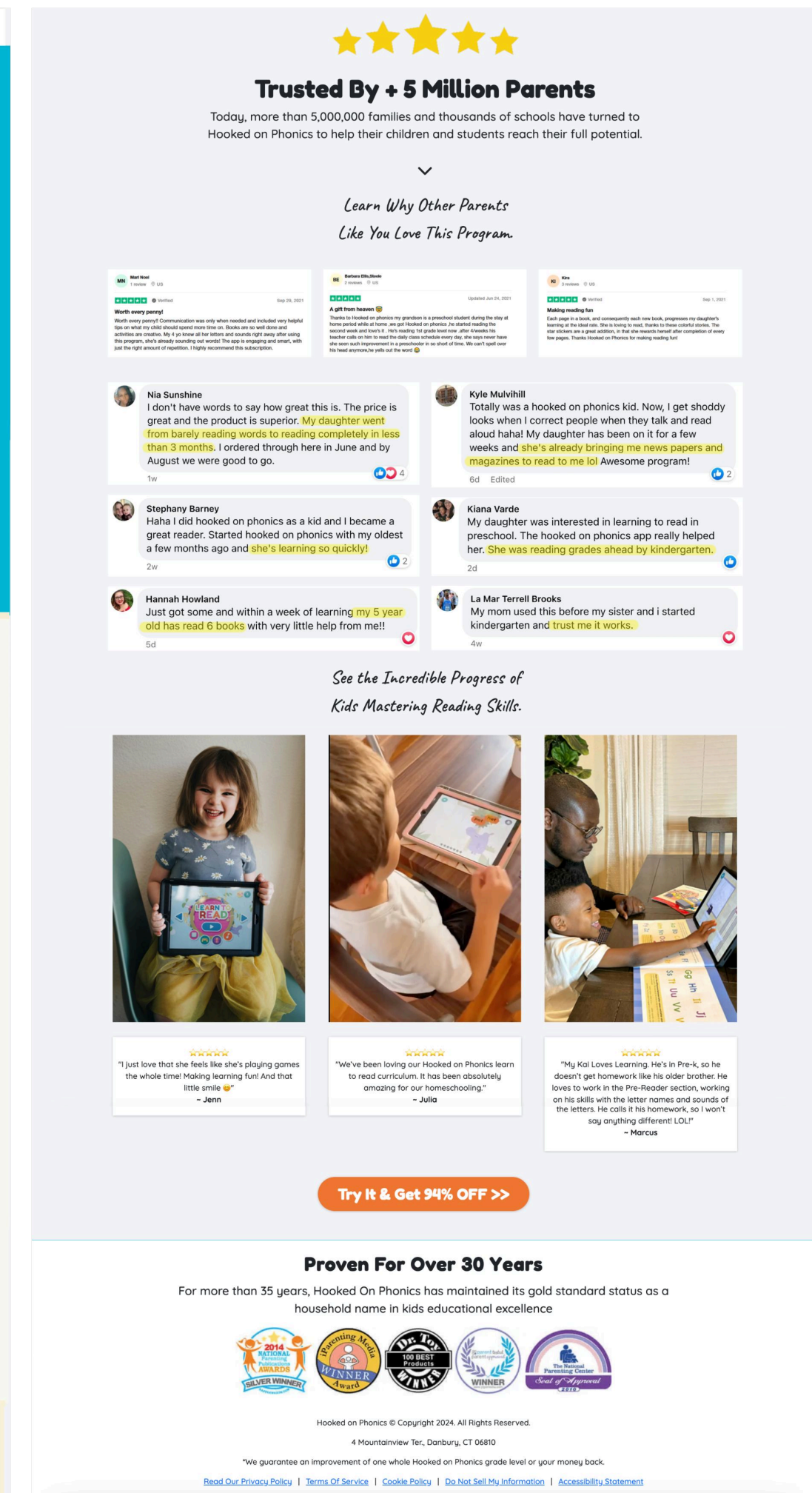
✓ **Free Shipping:** Get your first pack delivered right to your doorstep.

FREE BONUS

- Hooked on Spelling App: Improve spelling with fun, interactive games.
- Hooked on Math App: Learn math through exciting activities.



Make landing page less overwhelming & confusing



Recommendation #3.1

Redesign the Checkout Page Sidebar

Before

Let's review your order!

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INCLUDED

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✓ Hooked on Math and Spelling digital content included

In-Home Workbooks and Storybooks Monthly

\$16.98

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✓ Pay only \$1 dollar today.

✓ Try it for 30 days.

✓ Cancel any time.



Recommendation #3.1

Redesign the Checkout Page Sidebar

After

Let's review your order!



Here's What You Get



Access to the Hooked on Phonics App
Includes Hooked on Math and Spelling content



Award-winning learning experience



In-Home Workbooks & Storybooks
One 32-page Workbook with Stickers
2-3 Storybooks perfectly aligned with your child's learning

Order Summary

\$16.98

Subtotal

\$16.98

Promo Applied

-\$15.98

Shipping

Free

Tax

\$0.00

Total Today

\$1.00

30 Day Money Back Guarantee
Pay only \$1 today
Try it for 30 days
Cancel any time for a full refund

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PAY



Areas for Improvement

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- All users voiced feeling overwhelmed by the amount of information on the landing page
- Users weren't confident in what they were purchasing until they got to the final webpage
- Users found the CTA copy confusing and "ad-like"



dx. + H&co.

Specific Problems

Recommendation #4
Update the button text

Before

Hooked on Phonics

Get Discount

Your Child Will Read, Guaranteed!

Build your child's confidence and skills with a simple and easy framework.

Hooked on Phonics Learn to Read

Steps 1 & 2 Workbook

Cat

Tag

He can tap a pan.

He can tap a can.

Little chip fly want him shot

Hooked on Spelling

Hooked on Math

Perfect for:

- Kids who are struggling to read
- Supplementing school curriculum
- Preparing to enter school
- Homeschooling

Bonus

Hooked on Spelling and Hooked on Math Apps included!

Try It & Get 94% OFF >>

After

Hooked on Phonics

Subscribe

Your Child Will Read, Guaranteed!

Build your child's confidence and skills with a simple and easy framework.

Hooked on Phonics Learn to Read

Steps 1 & 2 Workbook

Cat

Tag

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He can tap a can.

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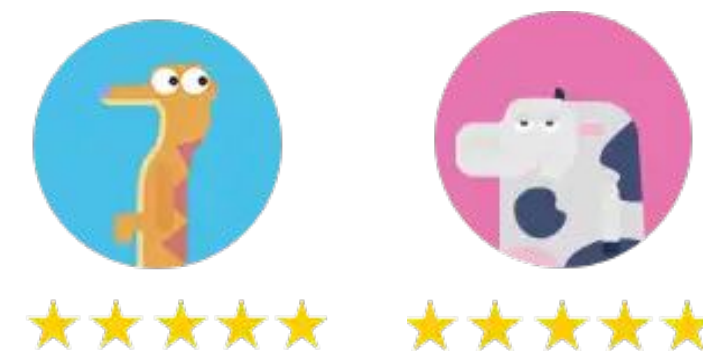
Subscribe

Closing

Users find the checkout flow to be easy to navigate and appealing to the eye.

However, opportunities for improving the checkout process include the reduction of information and clarifying any points of confusion for users.

Four user problems and design recommendations were made with the goal of improving the checkout experience for Hooked & Company and their users.



Thank You

Discussion

Thoughts, reactions, and feedback?

Next Steps

Within the next few days we will be sending you:

- Usability Report
- Videos of Usability Tests
- Slidedeck
- Survey Data

