



Usability tests at Schüco: because user-friendliness is no coincidence

In the course of the strategic decision to specifically address private building owners as a target group, Schüco adapted the area for end customers on the website. The aim was to create a design that is as user-oriented as possible, which in turn forms the basis for high usability. Arvato Systems tested whether this was really achieved and whether subsequent users would interact with the website as desired at a very early stage using a click dummy.

„The usability test gives us the certainty that we are on the right track with the navigation on the website and with the design of the modules. The feedback from the testers has given us valuable impetus and shown that visitors intuitively understand and use the modules and functions“.

Julia Stolte-Wölbing
Marketing Managerin Online at Schüco

Initial situation

In order to specifically address private building owners as a target group, Schüco is making extensive changes to the end customer section of its website. The building supplier is once again relying on its long-standing partner Arvato Systems: The IT service provider is not only conceiving and designing the new website area, it is also implementing it technically. To ensure that this investment pays off, it was important for Schüco to test at an early stage whether the user guidance concept actually works, i.e. whether users can find their way around the website. Arvato Systems was also responsible for planning and conducting the usability tests.

The customer

- The Schüco Group, based in Bielefeld, Germany, develops and sells system solutions for windows, doors and façades.
- The market leader in innovative building envelopes is active in more than 80 countries and employs around 6,330 people worldwide.
- 10,000 tradesmen and 30,000 architects and builders who commission the construction of a building work with Schüco worldwide.

Industry

- Construction supplier





Vision

Schüco wanted to launch a new website area that both visually and functionally underlines its own quality standards as a premium manufacturer and market leader: The website should be intuitive to use and speak for itself just as much as the high-quality Schüco products.

Solution

As a company that has been conducting user experience research (UX research) for many years, Arvato Systems developed and practically implemented a test concept for Schüco. The aim was to involve users in the further development of the website right from the start. Arvato Systems tested the usability of the website with a click dummy that simulates the subsequent user journey. Schüco wanted to identify any UX weaknesses early on. In this way, Arvato Systems was able to make targeted adjustments during the further course of the project and counteract a development in the wrong direction, both functionally and visually.

Our services

In the first step, the UX experts at Arvato Systems created a customized concept and a responsive screen design for the new website area. The goal was to inform users on the one hand - also with the help of high-quality animations that tell a story (storytelling). On the other hand, they should be able to interact with the website as easily as possible. The purpose of the usability test was to check whether both goals had been achieved. As a qualitative method, very meaningful results can be achieved - even with small samples. There were a total of eight test subjects who fulfilled mandatory criteria such as „private builder“ and „age range“. In addition, there were soft factors such as „knowledge of energy-efficient construction“ and „Internet affinity“. It was also important that the test subjects were neither IT nor UX experts and did not work for Schüco or Arvato Systems.

Together with Schüco, Arvato Systems then defined the test object: an interactive click dummy with which the test subjects completed the following tasks, among others:

- Find your way into the private customer sector.
- Find out more about product X there.
- Compare window type A with window type B.

The test subjects completed the tasks during a web meeting with an interviewer from Arvato Systems, who followed the user's movement across the site in real time. The interviewer was thematically from the subject, but due to the required neutrality was not involved in the conception and design of the new website area. Another participant acted as a recorder. In addition - for later evaluation - all test sessions were recorded.

The approximately 45-minute test session began with a qualitative interview. In the further course, the focus was on the interaction of the test person with the click dummy. The possible click paths were stored in the underlying prototyping software. The prototypes generated with it also supported storytelling modules with extensive animations.



Der Case im Überblick

Aufgabe

- Conception, design and implementation of a new website area
- Conception and execution of usability tests
- Processing of test results
- Implementation of demand-oriented optimization measures

Technology

- CoreMedia DXP
- Prototyping-Software Axure
- HTML click dummy sketch

Result

Thanks to the usability test, Schüco knows that users can move intuitively through the website. They find the information provided and make the desired conversion: they contact a Schüco partner - which brings Schüco new leads.



Customer benefits

With the help of the usability test, Schüco found out, among other things:
Is the intended path the right one?

- Can users find the information provided?
- Is the amount and depth of information sufficient?
- Is the approach chosen correctly?

In addition to the test design and execution of the usability test, Arvato Systems also evaluated the results and prepared them in a quadrant overview including explanatory video snippets for Schüco. The quadrants were:

1. severe UX problem
2. moderate UX problem
3. minor UX problem
4. cosmetic UX problem

Fortunately, there were no serious usability problems. All users found their way into the website area under test. Only a handful of minor functional and cosmetic problems came to light. For example, the contrast was not high enough in some places, which is why users did not immediately see a filter option. In addition to the test results, Schüco has gained further important insights into its target group: Private customers associate high quality with the company name. In order to underline its own claim as a premium provider, Schüco attaches great importance to a high-quality and clearly structured website - which the test subjects felt the same way.

More questions? Please contact us.

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How Can We Inspire You Today?

About Arvato Systems

As an internationally active IT specialist, Arvato Systems supports renowned companies in their digital transformation. Around 3,100 employees at more than 25 locations worldwide stand for a high level of technical understanding, industry expertise and a clear focus on customer needs.

As a team, we develop innovative IT solutions, bring our customers into the cloud, integrate digital processes and take over the operation and support of IT systems. In addition, we can map entire value chains within the Arvato group, which is part of the Bertelsmann Group.

Through our strong strategic partner network with international top players such as AWS, Google, Microsoft or SAP, we continuously strengthen our know-how and rely on state-of-the-art technology. We Empower Digital Leaders.

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