



Rent-A-Center :: Home Page Redesign  
User Test Results  
05.28.2015  
v 1.0

## > Overview

### Objective:

To attain user insight on design preference, click success and memorization of page elements in order to determine ideal home page design.

### The Tests:

#### **Preference Tests**

Comparison of two different design approaches of essentially the same content and features to determine which design users preferred the most.

#### **Memory Tests**

Users were allowed to view a design element for five seconds and then asked a series of questions to determine what was recalled most from different designs.

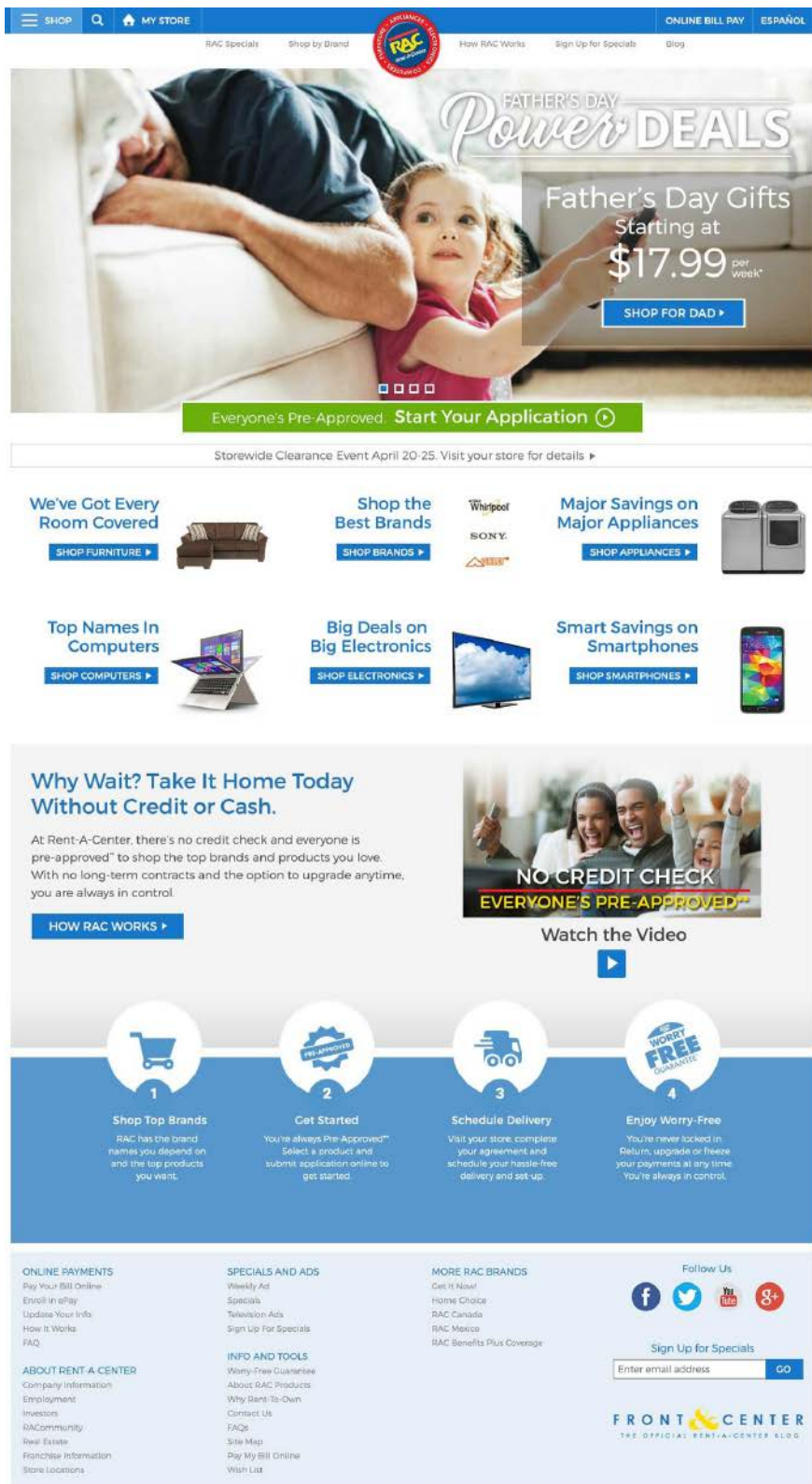
#### **Click Tests**

Users were given a task to click on one or more pages to determine which option or path was easiest to execute each task.

# > Test 1 - Home Preference Test - 100 responses

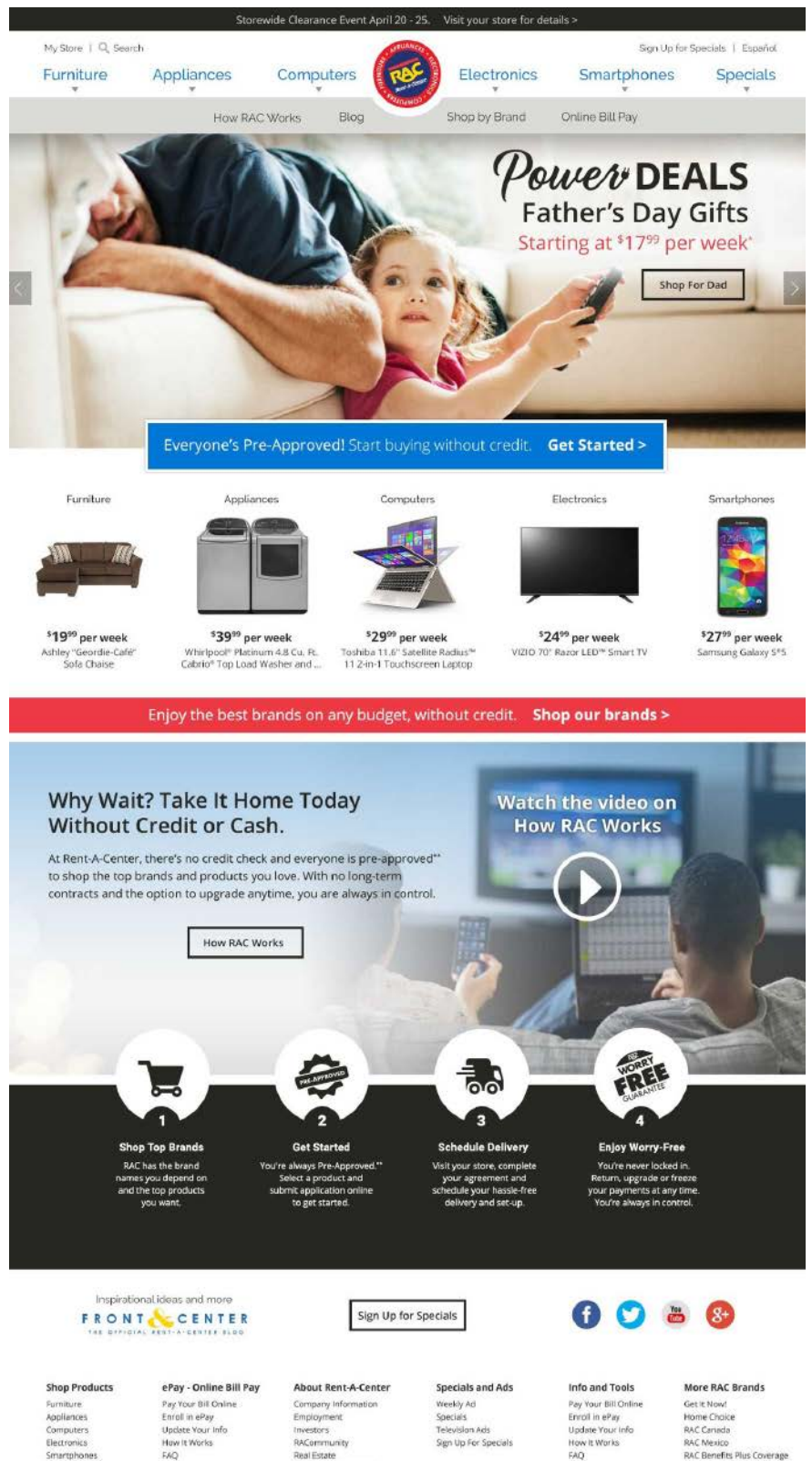
Alternative #1

Chosen 43 | **43%**



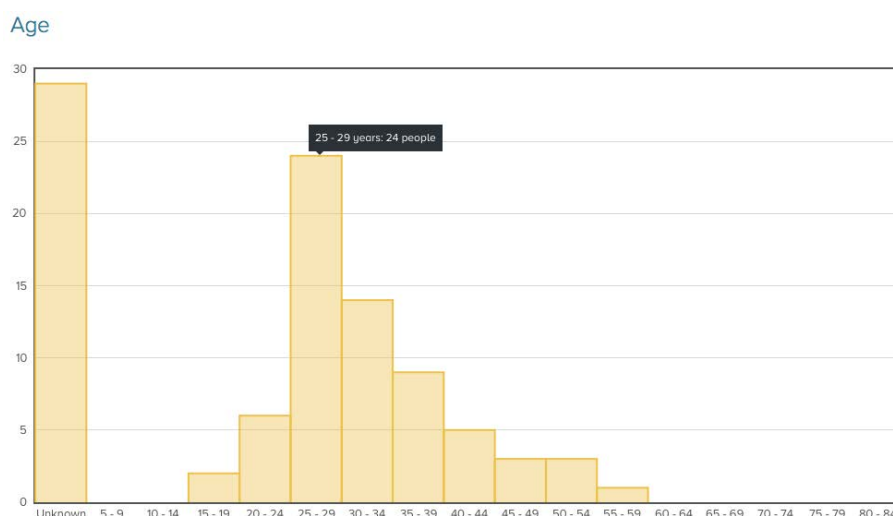
Alternative #2

Chosen 57 | **57%**



Alternative #2 is performing better and the difference is **90.33%** likely to be statistically significant. This means that you can be fairly confident that it is actually better, and not performing better due to random chance.

**Recommendation:** Neither design appears to be a wrong choice. It primarily becomes a brand positioning decision. The additional tests in this document will shed better direction on specific features and help make an educated decision on final direction.



<https://usabilityhub.com/tests/d67157e1086c/results/bc727842c313>

> Test 2 - Product Preference Test 1 - 50 responses

Alternative #1

Chosen 36 | **72.0%**

<p>Furniture</p>  <p><b>\$19<sup>99</sup> per week</b> Ashley "Geordie-Café" Sofa Chaise</p>	<p>Appliances</p>  <p><b>\$39<sup>99</sup> per week</b> Whirlpool® Platinum 4.8 Cu. Ft. Cabrio® Top Load Washer and ...</p>	<p>Computers</p>  <p><b>\$29<sup>99</sup> per week</b> Toshiba 11.6" Satellite Radius™ 11 2-in-1 Touchscreen Laptop</p>	<p>Electronics</p>  <p><b>\$24<sup>99</sup> per week</b> VIZIO 70" Razor LED™ Smart TV</p>	<p>Smartphones</p>  <p><b>\$27<sup>99</sup> per week</b> Samsung Galaxy S®5</p>
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Alternative #2

Chosen 14 | **28.0%**

<p><b>We've Got Every Room Covered</b></p> <p><a href="#">SHOP FURNITURE ▶</a></p> 	<p><b>Shop the Best Brands</b></p> <p><a href="#">SHOP BRANDS ▶</a></p> 	<p><b>Major Savings on Major Appliances</b></p> <p><a href="#">SHOP APPLIANCES ▶</a></p> 
<p><b>Top Names In Computers</b></p> <p><a href="#">SHOP COMPUTERS ▶</a></p> 	<p><b>Big Deals on Big Electronics</b></p> <p><a href="#">SHOP ELECTRONICS ▶</a></p> 	<p><b>Smart Savings on Smartphones</b></p> <p><a href="#">SHOP SMARTPHONES ▶</a></p> 

Alternative #1 is performing better and the difference is **99.87%** likely to be statistically significant. This means that you can be very confident that it is actually better, and not performing better due to random chance.

**Recommendation:** Eliminate Alternative #2 from consideration.

<https://usabilityhub.com/tests/36392643ecc0/results/94066a2d1b02>

> Test 3 - Product Preference Test 2 - 50 responses

Alternative #1

Chosen 28 | **56.0%**

<p><b>Furniture</b></p>  <p>Ashley "Wilmington-Walnut" Sofa and Loveseat</p> <p><b>\$19.99</b> per week*</p>	<p><b>Appliances</b></p>  <p>Whirlpool® Platinum Cabrio® Top Load Washer and Cabrio® Electric Dryer</p> <p><b>\$39.99</b> per week*</p>	<p><b>Computers</b></p>  <p>Toshiba 11.6" Satellite Radius™ 11 2-in-1 Touchscreen Laptop</p> <p><b>\$29.99</b> per week*</p>	<p><b>Electronics</b></p>  <p>VIZIO 70" Razor LED™ Smart TV</p> <p><b>\$24.99</b> per week*</p>	<p><b>Smartphones</b></p>  <p>Samsung Galaxy S®5</p> <p><b>\$27.99</b> per week*</p>
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Alternative #2

Chosen 22 | **44.0%**

<p>Furniture</p>  <p><b>\$19<sup>99</sup></b> per week Ashley "Geordie-Café" Sofa Chaise</p>	<p>Appliances</p>  <p><b>\$39<sup>99</sup></b> per week Whirlpool® Platinum 4.8 Cu. Ft. Cabrio® Top Load Washer and ...</p>	<p>Computers</p>  <p><b>\$29<sup>99</sup></b> per week Toshiba 11.6" Satellite Radius™ 11 2-in-1 Touchscreen Laptop</p>	<p>Electronics</p>  <p><b>\$24<sup>99</sup></b> per week VIZIO 70" Razor LED™ Smart TV</p>	<p>Smartphones</p>  <p><b>\$27<sup>99</sup></b> per week Samsung Galaxy S®5</p>
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Alternative #1 is performing better, but the difference is not statistically significant.

**Recommendation:** Becomes a decision for the brand on the final design direction. The following tests will provide additional direction on specific decisions.

**Considerations:** Link color and scale of category labels/links. Pricing display will be covered in Product Memory Test section.

<https://usabilityhub.com/tests/ad5a39377bc0/results/a64d9ddee8d2>

> Test 4 - Product Memory Test 1, 2 and 3 - 50 responses each

Question 1: What do you recall most from this experience?

Alternative #1

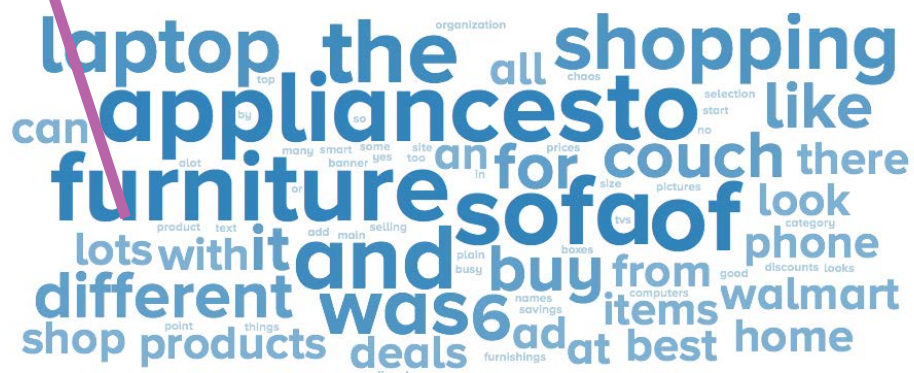
<p>Furniture</p>  <p><b>\$19<sup>99</sup> per week</b> Ashley "Geordie-Café" Sofa Chaise</p>	<p>Appliances</p>  <p><b>\$39<sup>99</sup> per week</b> Whirlpool® Platinum 4.8 Cu. Ft. Cabrio® Top Load Washer and ...</p>	<p>Computers</p>  <p><b>\$29<sup>99</sup> per week</b> Toshiba 11.6" Satellite Radius™ 11 2-in-1 Touchscreen Laptop</p>	<p>Electronics</p>  <p><b>\$24<sup>99</sup> per week</b> VIZIO 70" Razor LED™ Smart TV</p>	<p>Smartphones</p>  <p><b>\$27<sup>99</sup> per week</b> Samsung Galaxy S®5</p>
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**Consideration:**  
Knocked out furniture  
was more easily  
recognized.



Alternative #2

<p>We've Got Every Room Covered</p> <p><a href="#">SHOP FURNITURE ▶</a></p> 	<p>Shop the Best Brands</p> <p><a href="#">SHOP BRANDS ▶</a></p> 	<p>Major Savings on Major Appliances</p> <p><a href="#">SHOP APPLIANCES ▶</a></p> 
<p>Top Names In Computers</p> <p><a href="#">SHOP COMPUTERS ▶</a></p> 	<p>Big Deals on Big Electronics</p> <p><a href="#">SHOP ELECTRONICS ▶</a></p> 	<p>Smart Savings on Smartphones</p> <p><a href="#">SHOP SMARTPHONES ▶</a></p> 



Alternative #3

<p>Furniture</p>  <p><b>\$19.99 per week*</b></p>	<p>Appliances</p>  <p><b>\$39.99 per week*</b></p>	<p>Computers</p>  <p><b>\$29.99 per week*</b></p>	<p>Electronics</p>  <p><b>\$24.99 per week*</b></p>	<p>Smartphones</p>  <p><b>\$27.99 per week*</b></p>
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> Test 4 - Product Memory Test 1, 2 and 3 - 50 responses each

Question 2: What types of products do you feel this company sells?

Alternative #1

Furniture 	Appliances 	Computers 	Electronics 	Smartphones 
\$19 <sup>99</sup> per week Ashley "Geordie-Café" Sofa Chaise	\$39 <sup>99</sup> per week Whirlpool® Platinum 4.8 Cu. Ft. Cabrio® Top Load Washer and ...	\$29 <sup>99</sup> per week Toshiba 11.6" Satellite Radius™ 11 2-in-1 Touchscreen Laptop	\$24 <sup>99</sup> per week VIZIO 70" Razor LED™ Smart TV	\$27 <sup>99</sup> per week Samsung Galaxy S®5

**Consideration:**  
Knocked out furniture  
was more easily  
recognized.



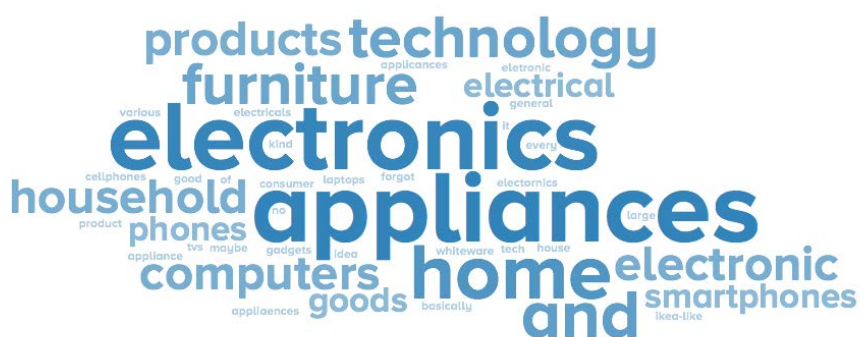
Alternative #2

We've Got Every Room Covered <a href="#">SHOP FURNITURE ▶</a> 	Shop the Best Brands <a href="#">SHOP BRANDS ▶</a> Whirlpool SONY ASHLEY	Major Savings on Major Appliances <a href="#">SHOP APPLIANCES ▶</a> 
Top Names In Computers <a href="#">SHOP COMPUTERS ▶</a> 	Big Deals on Big Electronics <a href="#">SHOP ELECTRONICS ▶</a> 	Smart Savings on Smartphones <a href="#">SHOP SMARTPHONES ▶</a> 



Alternative #3

Furniture 	Appliances 	Computers 	Electronics 	Smartphones 
\$19.99 per week*	\$39.99 per week*	\$29.99 per week*	\$24.99 per week*	\$27.99 per week*

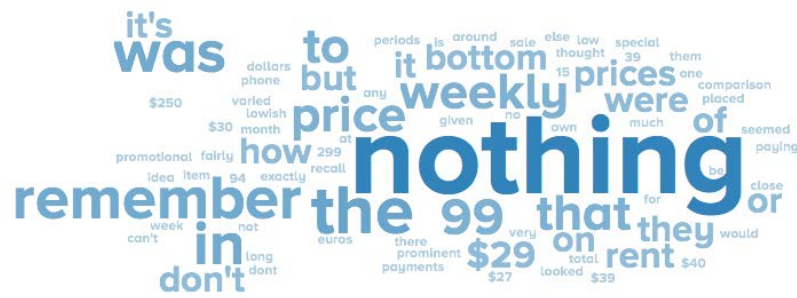


> Test 4 - Product Memory Test 1, 2 and 3 - 50 responses each

Question 3: What do you recall most about product pricing?

Alternative #1

<p>Furniture</p>  <p><b>\$19<sup>99</sup></b> per week Ashley "Geordie-Café" Sofa Chaise</p>	<p>Appliances</p>  <p><b>\$39<sup>99</sup></b> per week Whirlpool® Platinum 4.8 Cu. Ft. Cabrio® Top Load Washer and ...</p>	<p>Computers</p>  <p><b>\$29<sup>99</sup></b> per week Toshiba 11.6" Satellite Radius™ 11 2-in-1 Touchscreen Laptop</p>	<p>Electronics</p>  <p><b>\$24<sup>99</sup></b> per week VIZIO 70" Razor LED™ Smart TV</p>	<p>Smartphones</p>  <p><b>\$27<sup>99</sup></b> per week Samsung Galaxy S®5</p>
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Alternative #3

<p>Furniture</p>  <p>Ashley "Wilmington-Walnut" Sofa and Loveseat</p> <p><b>\$19.99</b> per week*</p>	<p>Appliances</p>  <p>Whirlpool® Platinum Cabrio® Top Load Washer and Cabrio® Electric Dryer</p> <p><b>\$39.99</b> per week*</p>	<p>Computers</p>  <p>Toshiba 11.6" Satellite Radius™ 11 2-in-1 Touchscreen Laptop</p> <p><b>\$29.99</b> per week*</p>	<p>Electronics</p>  <p>VIZIO 70" Razor LED™ Smart TV</p> <p><b>\$24.99</b> per week*</p>	<p>Smartphones</p>  <p>Samsung Galaxy S®5</p> <p><b>\$27.99</b> per week*</p>
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## > Test 4 - Product Memory Test 2 - 50 responses

Question 1: What do you recall most from this experience?

Alternative #1



- |  |  |
|--|--|
| 1. Furniture and electronics   |  |
| 2. tv  |  |
| 3. products  |  |
| 4. products computers couch  |  |
| 5. i am on some kind of a retailer site like sears   |  |
| 6. appliances  |  |
| 7. It was a list of products.  |  |
| 8. The prices  |  |
| 9. products, prices  |  |
| 10. Furniture, Computers, Smartphones, sales prices  |  |
| 11. laptops  |  |
| 12. Rental of furniture and equipment  |  |
| 13. Different electronic devices being displayed. Although there might have been                     |  |
| 14. sales of items   |  |
| 15. ecommerce  |  |
| 16. It was a list of five different items arrayed in a row with prices                               |  |
| 17. Big pictures   |  |
| 18. Phone on the right side  |  |
| 19. Electronics  |  |
| 20. copier   |  |
| 21. tv   |  |
| 22. prices for goods via financing   |  |
| 23. This company sells a variety of items. There are cell phones and beds. There are                 |  |
| 24. bold images, weekly payments   |  |
| 25. Sotore   |  |
| 26. samsung  |  |
| 27. furniture  |  |
| 28. A list of electronic products  |  |
| 29. Computers  |  |
| 30. items for sale   |  |
| 31. passed   |  |
| 32. A carousel that sells consumer home goods  |  |
| 33. multiple consumer offerings with payment plans   |  |
| 34. furniture, appliance electronic  |  |
| 35. lots of items...sofa   |  |
| 36. shopping for house hold items  |  |
| 37. a list of furniture and pricing  |  |
| 38. computer   |  |
| 39. household stuff, rentals, 4 images: computer, couch, 2 other things, price/week given seemed low |  |
| 40. nice alignment   |  |
| 41. Television   |  |
| 42. selling products - ecommerce website products  |  |
| 43. Selling electronics. . .   |  |
| 44. passed   |  |
| 45. furniture, application, mobile, smartphone   |  |
| 46. A range of products (e.g. furniture) with prices under each of them                              |  |
| 47. electronic goods for sale: Furniture, appliances, computers, VIZIO                               |  |
| 48. passed   |  |
| 49. the images and titles, furniture, appliance smartphones  |  |
| 50. computer   |  |
| 51. items with pictures, descriptions, prices  |  |
| 52. /week prices, phone kitchen appliances   |  |

Price mentioned: 10 times

<https://usabilityhub.com/tests/591b15df9b21/results/8de86eadaad>

## > Test 4 - Product Memory Test 2 - 50 responses

Question 2: What types of products do you feel this company sells?

### Alternative #1



- |  |                                    |
|--|------------------------------------|
| 1. Furniture, laptops, desktops, smartphones, i'm guessing with good deals |                                    |
| 2. eletronincs   |                                    |
| 3. various household products  |                                    |
| 4. home household wide range   |                                    |
| 5. large items for your home. appliances and such                          |                                    |
| 6. home goods/appliances   |                                    |
| 7. Electronics   | 35. home furniture and appliances  |
| 8. Electronics   | 36. house hold                     |
| 9. passed  | 37. furniture store                |
| 10. Electronics and appliances   | 38. electronic                     |
| 11. computers + electronics  | 39. household furnishings          |
| 12. Furniture, computer rentals  | 40. every kind of product          |
| 13. Electronic devices   | 41. electronics                    |
| 14. everything   | 42. household                      |
| 15. appliances   | 43. electronics                    |
| 16. Stuff for the home. There was a couch and a fridge                     | 44. electronics                    |
| 17. Electronics  | 45. furniture                      |
| 18. Electronics  | 46. Household                      |
| 19. Home goods   | 47. electronic goods               |
| 20. office equipment   | 48. 5                              |
| 21. tv   | 49. home appliances, furniture etc |
| 22. goods for home   | 50. electronics                    |
| 23. They sell a lot of different things from cell phones to beds.          | 51. general                        |
| 24. home goods, appliances, electronics                                    | 52. electronic appliances          |
| 25. No specific products, company sells all hot products                   |                                    |
| 26. phones   |                                    |
| 27. home depot   |                                    |
| 28. Electronics, like Best Buy   |                                    |
| 29. Electronics  |                                    |
| 30. furniture, electronics   |                                    |
| 31. computers, furniture   |                                    |
| 32. products for the home  |                                    |
| 33. electronics, furniture   |                                    |
| 34. products   |                                    |

<https://usabilityhub.com/tests/591b15df9b21/results/8de86eadaad>

## > Test 4 - Product Memory Test 2 - 50 responses

Question 3: What do you recall most about product pricing?

Alternative #1



1.	Nothing	
2.	\$29, \$39	
3.	weekly	
4.	\$30 \$27 \$29	
5.	looked promotional	
6.	nothing	
7.	Nothing	
8.	.99	
9.	passed	
10.	Nothing	
11.	no idea	
12.	Weekly price	
13.	There was a \$40 phone, or close to that.. nothing else.	
14.	nothing	
15.	passed	
16.	One of them was around \$250	
17.	Dont remember any price	
18.	don't	
19.	On sale	
20.	it is in dollars	
21.	passed	
22.	the prices seemed fairly low but I don't remember how they were in com be paying	
23.	passed	
24.	rent to own, weekly payments	
25.	nothing	
26.	nothing	
27.	15,99	
28.	Nothing	
29.	Nothing	
30.	nothing	
31.	was varied, remember 299.99	
32.	I remember that it was prominent, but can't recall exactly	
33.	\$/month	
34.	nothing	
35.	nothing	
36.	prices on the bottom	
37.	passed	
38.	passed	
39.	Lowish	
40.	nothing special	
41.	nothing	
42.	39	
43.	it's in euros	
44.	passed	
45.	94	
46.	not much - that it's placed at the very bottom	
47.	nothing	
48.	passed	
49.	nothing	
50.	nothing	
51.	\$	
52.	given in /week periods, I thought they were for rent	

Payment terms mentioned:  
6 times

<https://usabilityhub.com/tests/591b15df9b21/results/8de86eadaad>

## > Test 4 - Product Memory Test 3 - 51 responses

Question 1: What do you recall most from this experience?

Alternative #2



- |  |  |
|--|--|
| 1. chaos and disorder  |  |
| 2. Alot of prices  |  |
| 3. 6 product selection   |  |
| 4. Appliances and home furnishings                                       |  |
| 5. looks like walmart  |  |
| 6. different departments   |  |
| 7. electronics   |  |
| 8. Organization by category of products                                  |  |
| 9. Shopping  |  |
| 10. furniture  |  |
| 11. top names in computers   |  |
| 12. images   |  |
| 13. laptop   |  |
| 14. Too Busy and all the same size.                                      |  |
| 15. Furniture  |  |
| 16. shopping   |  |
| 17. pictures of sofa, tvs...   |  |
| 18. yes  |  |
| 19. 6 boxes. Sofa. Discounts. Smart savings.                             |  |
| 20. a banner add selling furniture and appliances                        |  |
| 21. So plain, there was no main point to look at or to start             |  |
| 22. a couch  |  |
| 23. 6 images with some text  |  |
| 24. good   |  |
| 25. I can buy many things from the same site.                            |  |
| 26. shop furniture, shop brands, smartphone, TV, sofa, store             |  |
| 27. bank   |  |
| 28. Different tabs to utilize for shopping for electronics and furniture |  |
| 29. The sofa, brands: sony, whirlpool, appliances                        |  |
| 30. It felt like I was on ebay's home page                               |  |
| 31. money saving offers  |  |
| 32. Lots of options  |  |
| 33. Had to strain to view different categories                           |  |
| 34. sofa best deals  |  |
| 35. it was big deals from X - all a bit samey                            |  |
| 36. Appliances   |  |
| 37. items for sale   |  |
| 38. thought the design/layout was quite basic                            |  |
| 39. ecommerce  |  |
| 40. nothing  |  |
| 41. Shopping. Walmart. Flexible laptop. Appliances. Best Buy.            |  |
| 42. Furniture, Mobile phone, Washing phone, laptop                       |  |
| 43. There were lots of products being sold                               |  |
| 44. 1  |  |
| 45. A lot of items to look at  |  |
| 46. the brown couch  |  |
| 47. laptop, sofa, computer screen  |  |
| 48. It looked like an ad   |  |
| 49. household appliances   |  |
| 50. seeing an ad with a couch  |  |
| 51. You can buy stuff  |  |

<https://usabilityhub.com/tests/ac25f9a75f00/results/938f79c27c43>

> Test 4 - Product Memory Test 3 - 51 responses

Question 2: What types of products do you feel this company sells?

Alternative #2

1.	all kind of products
2.	furniture
3.	Furniture and electronics
4.	home appliances and furnishings
5.	electronics
6.	office supplies
7.	electronics and home appliances
8.	Furnishings, Home Appliances
9.	House products
10.	passed
11.	computers
12.	household furniture/appliances
13.	all
14.	appliances
15.	Furniture
16.	electronics
17.	sofas tvs appliances
18.	furniture
19.	Furniture and electronics.
20.	sony, sofa
21.	Stuff for home
22.	dunno
23.	electronics
24.	jhj
25.	Large consumer goods - televisions, furniture, appliances, etc.
26.	home furniture and electronic devices
27.	furniture
28.	electronics and furniture
29.	home furnishing and appliances
30.	Eletronics
31.	home goods
32.	Can't remember
33.	Couches, Phones, Electronics
34.	passed
35.	household items white goods, brown goods
36.	Home Goods
37.	a bit of everything
38.	electronics
39.	all
40.	tvs
41.	Electronics and household goods.
42.	Electronics, Home appliances and furniture
43.	furniture, appliances, and electronics
44.	em
45.	A mixture of all sorts
46.	furniture and appliances
47.	Everything
48.	Technology products
49.	Household appliances
50.	all types
51.	furniture, appliances, phones

<https://usabilityhub.com/tests/ac25f9a75f00/results/938f79c27c43>

## > Test 4 - Product Memory Test 1 - 50 responses

Question 1: What do you recall most from this experience?

Alternative #3

Furniture	Appliances	Computers	Electronics	Smartphones
				
Ashley "Wilmington-Walnut" Sofa and Loveseat	Whirlpool® Platinum Cabrio® Top Load Washer and Cabrio® Electric Dryer	Toshiba 11.6" Satellite Radius™ 11 2-in-1 Touchscreen Laptop	VIZIO 70" Razor LED™ Smart TV	Samsung Galaxy S@5
\$19.99 per week*	\$39.99 per week*	\$29.99 per week*	\$24.99 per week*	\$27.99 per week*

- |   |   |
|---|---|
| 1. cell phones  |   |
| 2. appliances   |   |
| 3. phones   |   |
| 4. horizontal list with relatively low prices but uninteresting products        |   |
| 5. That the prices are listed per week. And that I was looking at...appliances? |   |
| 6. Categories of Products   |   |
| 7. seeing a lot of things i can buy   | 35. consumer goods  |
| 8. the headings - furniture, appliances, maybe headphones                       | 36. They are trying to sell appliances.   |
| 9. clear alignment  | 37. electronic goods  |
| 10. Too many items per screen.  | 38. list of products  |
| 11. passed  | 39. buttons and images  |
| 12. passed  | 40. passed  |
| 13. E-commerce site broken up into categories                                   | 41. electronics   |
| 14. pictures, prices  | 42. several products, green color   |
| 15. prices  | 43. electronic  |
| 16. a bunch of gadgets and appliances for sale                                  | 44. the images  |
| 17. home products   | 45. pricing of some consumer electronics  |
| 18. passed  | 46. It seemed to be renting electronic equipment on a weekly basis. Phones, computers, etc. |
| 19. they sell technology goods  | 47. electronics   |
| 20. passed  | 48. furniture, appliances electricals   |
| 21. Trying to sell me random products, appliances, laptops, furniture, etc.     | 49. Items for sale  |
| 22. images  | 50. images and prices   |
| 23. Green color. Not so good design   | 51. installment   |
| 24. furnitures appliances   |   |
| 25. showcase with products  |   |
| 26. they're selling products  |   |
| 27. Sales   |   |
| 28. passed  |   |
| 29. price button  |   |
| 30. ecommerce   |   |
| 31. appliances and electronics  |   |
| 32. images, prices  |   |
| 33. looks like an online shopping site  |   |
| 34. furniture   |   |

Price mentioned: 8 times

<https://usabilityhub.com/tests/ef59fbd4099e/results/2008081093f5>

## > Test 4 - Product Memory Test 1 - 50 responses

Question 2: What types of products do you feel this company sells?

Alternative #3

<p><b>Furniture</b></p>  <p>Ashley "Wilmington-Walnut" Sofa and Loveseat</p> <p><b>\$19.99</b> per week*</p>	<p><b>Appliances</b></p>  <p>Whirlpool® Platinum Cabrio® Top Load Washer and Cabrio® Electric Dryer</p> <p><b>\$39.99</b> per week*</p>	<p><b>Computers</b></p>  <p>Toshiba 11.6" Satellite Radius™ 11 2-in-1 Touchscreen Laptop</p> <p><b>\$29.99</b> per week*</p>	<p><b>Electronics</b></p>  <p>VIZIO 70" Razor LED™ Smart TV</p> <p><b>\$24.99</b> per week*</p>	<p><b>Smartphones</b></p>  <p>Samsung Galaxy S@5</p> <p><b>\$27.99</b> per week*</p>
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- |  |  |
|--|--|
| 1. technology                                      |  |
| 2. electronics                                     |  |
| 3. phones  |  |
| 4. household appliances / furniture : ikea-like    |  |
| 5. appliances                                      |  |
| 6. Electronics                                     |  |
| 7. appliances                                      | 35. consumer goods                           |
| 8. home and electronics                            | 36. TVs, large appliances                    |
| 9. every kind of product                           | 37. electronic goods                         |
| 10. household products?                            | 38. electronic products                      |
| 11. Home Good                                      | 39. technology                               |
| 12. electronics                                    | 40. electronic and house                     |
| 13. Various  | 41. technology                               |
| 14. home appliance products                        | 42. electronics                              |
| 15. whiteware                                      | 43. home appliances                          |
| 16. appliances, gadgets                            | 44. electronics                              |
| 17. home appliances                                | 45. electronics                              |
| 18. eletronic                                      | 46. Phones, computers, maybe home appliances |
| 19. technology and general home appliances         | 47. electronics                              |
| 20. electronics                                    | 48. electrical                               |
| 21. Furniture, tech,laptops, appliances            | 49. smartphones furniture appliances         |
| 22. appliances                                     | 50. appliances and smartphones               |
| 23. cellphones                                     | 51. it                                       |
| 24. electornics                                    |  |
| 25. passed   |  |
| 26. i forgot                                       |  |
| 27. Electronics                                    |  |
| 28. electronics                                    |  |
| 29. computers                                      |  |
| 30. electronics                                    |  |
| 31. electrical and household                       |  |
| 32. furniture, appliances                          |  |
| 33. appliances, computers, - basically electricals |  |
| 34. no idea  |  |

<https://usabilityhub.com/tests/ef59fbd4099e/results/2008081093f5>

## > Test 4 - Product Memory Test 1 - 50 responses

Question 3: What do you recall most about product pricing?

Alternative #3

<p><b>Furniture</b></p>  <p>Ashley "Wilmington-Walnut" Sofa and Loveseat</p> <p><b>\$19.99</b> per week*</p>	<p><b>Appliances</b></p>  <p>Whirlpool® Platinum Cabrio® Top Load Washer and Cabrio® Electric Dryer</p> <p><b>\$39.99</b> per week*</p>	<p><b>Computers</b></p>  <p>Toshiba 11.6" Satellite Radius™ 11 2-in-1 Touchscreen Laptop</p> <p><b>\$29.99</b> per week*</p>	<p><b>Electronics</b></p>  <p>VIZIO 70" Razor LED™ Smart TV</p> <p><b>\$24.99</b> per week*</p>	<p><b>Smartphones</b></p>  <p>Samsung Galaxy S@5</p> <p><b>\$27.99</b> per week*</p>
---	--	---	---	---

- |  |   |
|--|---|
| 1. not so much   |   |
| 2. nothing   |   |
| 3. not much  |   |
| 4. low prices, especially the furniture. all prices were logical price -0.01\$ |   |
| 5. that it is per week   |   |
| 6. green buttons, all prices ending in X9.99                                   |   |
| 7. like \$100 ore more   | 35. all ended in 0.99                           |
| 8. most under \$100 \$39 etc   | 36. about £30?                                  |
| 9. nothing special   | 37. around \$20                                 |
| 10. I only remember there was a price. Nothing else.                           | 38. \$20-\$40 range                             |
| 11. Weekly   | 39. .99   |
| 12. passed   | 40. cheap prices                                |
| 13. Nothing, unsure how expensive it was                                       | 41. all .99                                     |
| 14. BOLD   | 42. under 100 \$                                |
| 15. it's in dollars  | 43. .99\$                                       |
| 16. price and discount   | 44. nothing other than they were in green boxes |
| 17. nothing  | 45. passed                                      |
| 18. how much each item costs   | 46. It was weekly. Like \$29.99/week.           |
| 19. nothing  | 47. from 18 to 22                               |
| 20. passed   | 48. above 200                                   |
| 21. none   | 49. Low cost                                    |
| 22. not much   | 50. not much                                    |
| 23. Didn't saw it  | 51. installment pricing                         |
| 24. \$44   |   |
| 25. offers   |   |
| 26. around 25 to 35ish   |   |
| 27. The pricing was seemed cheap   |   |
| 28. passed   |   |
| 29. passed   |   |
| 30. was green  |   |
| 31. dollars  |   |
| 32. green button   |   |
| 33. quite visible at the bottom of each section                                |   |
| 34. no idea  |   |

Payment terms mentioned:  
4 times

**Recommendation:** Becomes a decision for the brand on the final design direction. The following tests will provide additional direction on specific decisions.

**Considerations:** Link color and scale of category labels/links. Pricing display will be covered in Product Memory Test section.

<https://usabilityhub.com/tests/ef59fbd4099e/results/2008081093f5>



## > Test 4 - Product Memory Test 2 - 50 responses

Question 1: What do you recall most from this experience?

### Alternative #1

Furniture	Appliances	Computers	Electronics	Smartphones
				
<b>\$19<sup>99</sup> per week</b> Ashley "Geordie-Café" Sofa Chaise	<b>\$39<sup>99</sup> per week</b> Whirlpool® Platinum 4.8 Cu. Ft. Cabrio® Top Load Washer and ...	<b>\$29<sup>99</sup> per week</b> Toshiba 11.6" Satellite Radius™ 11 2-in-1 Touchscreen Laptop	<b>\$24<sup>99</sup> per week</b> VIZIO 70" Razor LED™ Smart TV	<b>\$27<sup>99</sup> per week</b> Samsung Galaxy S®5

### Alternative #3

Furniture	Appliances	Computers	Electronics	Smartphones
				
<b>\$19.99</b> per week*	<b>\$39.99</b> per week*	<b>\$29.99</b> per week*	<b>\$24.99</b> per week*	<b>\$27.99</b> per week*

**Recommendation:** Proceed with Alternative #1 and its display of price and per week.

**Consideration:** Evaluate link color and scale of category labels/links as displayed in Alternative #3. Knock out furniture imagery to white background.

## > Test 5 - Navigation Preference Test 1 - 50 responses

Alternative #1

Chosen 15 | **30.0%**



Alternative #2

Chosen 35 | **70.0%**



Alternative #2 is performing better and the difference is **99.67%** likely to be statistically significant. This means that you can be very confident that it is actually better, and not performing better due to random chance.

**Recommendation:** Proceed with Alternative #2 navigation style for desktop displays.

<https://usabilityhub.com/tests/c61b3179117d/results/db039611c5>

## > Test 5 - Navigation Preference Test 2 - 50 responses

Alternative #1

Chosen 22 | **44.0%**

The screenshot shows a website header with a blue navigation bar. On the left, there is a 'SHOP' button with a menu icon, a search icon, and a 'MY STORE' button with a home icon. The main navigation area is divided into five columns: FURNITURE, APPLIANCES, COMPUTERS, ELECTRONICS, and SMARTPHONES. Each column lists subcategories. The FURNITURE column includes Living Rooms (Groups, Sectionals and Sofas, Recliners and Accent Chairs, Occasional Table Sets, Fireplaces), Bedrooms (Bedroom Groups, Youth Bedrooms, Beds, Mattresses), Dining Rooms, TV Stands, and Accessories. The APPLIANCES column includes Washers and Dryers, Refrigerators, Ranges, Freezers, and Other Appliances. The COMPUTERS column includes Laptops, Tablets, and Desktops. The ELECTRONICS column includes Televisions, Audio and Video Systems, and Gaming Systems. The SMARTPHONES column includes Shop Smartphones, Compare Phones, and Compare Plans. On the right side, there is a 'New Arrival' promotion for a Samsung Galaxy Note 4, priced at \$29.99 per week, with a 'SHOP NOW' button.

Alternative #2

Chosen 28 | **56.0%**

The screenshot shows a website header with a white navigation bar. On the left, there is a 'My Store' button with a search icon and a 'Search' button. The main navigation area is divided into six columns: Furniture, Appliances, Computers, Electronics, Smartphones, and Specials. Each column has a dropdown arrow. The Furniture column is expanded, showing a list of subcategories: Living rooms, Bedrooms, Dining Rooms, TV Stands, and Accesories. In the center, there is a circular logo for 'RAC Rent-A-Center' with 'FURNITURE', 'APPLIANCES', 'ELECTRONICS', and 'COMPUTERS' around it. Below the logo, there is a 'Shop by Brand' button and an 'Online Bill Pay' button. On the right side, there is a 'Sign Up for Specials' button and a 'Español' button. Below the navigation bar, there is a featured product: an Ashley 'Stanwick' King Bed, priced at \$16.99 per week, with a 'Shop All Ashley Products' button.

Alternative #2 is performing better, but the difference is not statistically significant.

**Recommendation:** Proceed with Alternative #2 navigation style for desktop displays.

**Consideration:** Display subcategory options (where available) in fly-down menu of Alternative #2.

<https://usabilityhub.com/tests/a3696630f5db/results/79622967d50e>

## > Test 6 - Video Preference Test 1 - 50 responses

Alternative #1

Chosen 17 | **34%**

Why Wait? Take It Home Today Without Credit or Cash.

At Rent-A-Center, there's no credit check and everyone is pre-approved\* to shop the top brands and products you love. With no long-term contracts and the option to upgrade anytime, you are always in control.

**HOW RAC WORKS**

**NO CREDIT CHECK**  
**EVERYONE'S PRE-APPROVED\***

Watch the Video

- 1 Shop Top Brands**  
RAC has the brand names you depend on and the top products you want.
- 2 Get Started**  
You're always Pre-Approved\*\*. Select a product and submit application online to get started.
- 3 Schedule Delivery**  
Visit your store, complete your agreement and schedule your hassle-free delivery and set-up.
- 4 Enjoy Worry-Free**  
You're never locked in. Return, upgrade or freeze your payments at any time. You're always in control.

Alternative #2

Chosen 33 | **66%**

Why Wait? Take It Home Today Without Credit or Cash.

At Rent-A-Center, there's no credit check and everyone is pre-approved\*\* to shop the top brands and products you love. With no long-term contracts and the option to upgrade anytime, you are always in control.

Watch the video on How RAC Works

How RAC Works

- 1 Shop Top Brands**  
RAC has the brand names you depend on and the top products you want.
- 2 Get Started**  
You're always Pre-Approved\*\*. Select a product and submit application online to get started.
- 3 Schedule Delivery**  
Visit your store, complete your agreement and schedule your hassle-free delivery and set-up.
- 4 Enjoy Worry-Free**  
You're never locked in. Return, upgrade or freeze your payments at any time. You're always in control.

Alternative #2 is performing better and the difference is **98.36%** likely to be statistically significant. This means that you can be confident that it is actually better, and not performing better due to random chance.

<https://usabilityhub.com/tests/48cc7d58d237/results/263cf1afc0b0>

## > Test 6 - Video Preference Test 2 - 50 responses

Alternative #1

Chosen 30 | **60%**

Why Wait? Take It Home Today Without Credit or Cash.

At Rent-A-Center, there's no credit check and everyone is pre-approved\* to shop the top brands and products you love. With no long-term contracts and the option to upgrade anytime, you are always in control.

HOW RAC WORKS ▶

**NO CREDIT CHECK**  
**EVERYONE'S PRE-APPROVED\***

Watch the Video

- 1 Shop Top Brands**  
RAC has the brand names you depend on and the top products you want.
- 2 Get Started**  
You're always Pre-Approved\*\*. Select a product and submit application online to get started.
- 3 Schedule Delivery**  
Visit your store, complete your agreement and schedule your hassle-free delivery and set-up.
- 4 Enjoy Worry-Free**  
You're never locked in. Return, upgrade or freeze your payments at any time. You're always in control.

Alternative #2

Chosen 20 | **30%**

Why Wait? Take It Home Today Without Credit or Cash.

At Rent-A-Center, there's no credit check and everyone is pre-approved\* to shop the top brands and products you love. With no long-term contracts and the option to upgrade anytime, you are always in control.

HOW RAC WORKS ▶

**NO CREDIT CHECK**  
**PRE-APPROVED!**

- 1 Shop Top Brands**  
RAC has the brand names you depend on and the top products you want.
- 2 Get Started**  
You're always Pre-Approved\*\*. Simply submit your application online and select an easy payment option.
- 3 Schedule Delivery**  
Visit your store, complete your agreement and schedule your hassle-free delivery and set-up.
- 4 Enjoy Worry-Free**  
You're never locked in. Return, upgrade or freeze your payments at any time. You're always in control.

Alternative #1 is performing better but the difference is only **89.87%** likely to be statistically significant. This means that there's still a 10.13% chance that it is performing better due to random chance alone.

<https://usabilityhub.com/tests/9e5e8973daa2/results/dfadf12acf6e>

> Test 7 - Video Click Test 1 - 51 responses

**Instructions:** Where would you click to see a video about how Rent-A-Center works?

Alternative #1



<https://usabilityhub.com/tests/bf28be08cd37/results/74fc01fbbf42>

> Test 7 - Video Click Test 2 - 50 responses

**Instructions:** Where would you click to see a video about how Rent-A-Center works?

Alternative #2



<https://usabilityhub.com/tests/14110262eca7/results/35630c04a378>

> Test 7 - Video Click Test 3 - 50 responses

**Instructions:** Where would you click to see a video about how Rent-A-Center works?

Alternative #3

The screenshot displays the Rent-A-Center website during a Father's Day promotion. The main banner features a father and child with the text "Father's Day Power DEALS" and "Father's Day Gifts Starting at \$17.99 per week". Below the banner are several category tiles: "We've Got Every Room Covered", "Shop the Best Brands" (listing Whirlpool, Sony, and Chevrolet), "Major Savings on Major Appliances", "Big Deals on Big Electronics", and "Smart Savings on Smartphones". A "How RAC Works" video player is prominently displayed, with a heatmap overlay showing high click density on the video content. A pink arrow points from the video player to a separate inset window showing a detailed heatmap of the video player. A tooltip above the inset window indicates "28 clicks" and "Average 26 seconds". The bottom of the page features a "How RAC Works" section with four steps: 1. Shop Top Brands, 2. Get Started, 3. Schedule Delivery, and 4. Enjoy Worry-Free. The footer includes links for "ONLINE PAYMENTS", "SPECIALS AND ADS", "MORE RAC BRANDS", and "ABOUT RENT-A-CENTER".

<https://usabilityhub.com/tests/2dcf9c7acbc7/results/d3c050fd1be9>



## > Test 6 - Video Preference Test

### Alternative #2

**Why Wait? Take It Home Today Without Credit or Cash.**

At Rent-A-Center, there's no credit check and everyone is pre-approved\*\* to shop the top brands and products you love. With no long-term contracts and the option to upgrade anytime, you are always in control.

How RAC Works

Watch the video on How RAC Works

- 1 Shop Top Brands**  
RAC has the brand names you depend on and the top products you want.
- 2 Get Started**  
You're always Pre-Approved.\*\* Select a product and submit application online to get started.
- 3 Schedule Delivery**  
Visit your store, complete your agreement and schedule your hassle-free delivery and set-up.
- 4 Enjoy Worry-Free**  
You're never locked in. Return, upgrade or freeze your payments at any time. You're always in control.

**Recommendation:** Proceed with Alternative #2 as it is more visually preferred and successful clicks are essentially the same in all three options.

## > Test 8 - Hero Preference Test

Alternative #1

Chosen 68 | **68.0%**

Storewide Clearance Event April 20 - 25. Visit your store for details >

My Store | Search | Sign Up for Specials | Español

Furniture Appliances Computers **RAC** Electronics Smartphones Specials

How RAC Works Blog Shop by Brand Online Bill Pay

*Power* **DEALS**  
Father's Day Gifts  
Starting at \$17<sup>99</sup> per week\*

Shop For Dad

Everyone's Pre-Approved! Start buying without credit. **Get Started >**

Alternative #2

Chosen 32 | **32.0%**

SHOP | MY STORE | ONLINE BILL PAY | ESPAÑOL

RAC Specials Shop by Brand **RAC** How RAC Works Sign Up for Specials Blog

FATHER'S DAY  
*Power* **DEALS**  
Father's Day Gifts  
Starting at  
**\$17.99** per week\*

SHOP FOR DAD ▶

Everyone's Pre-Approved. **Start Your Application** ▶

Storewide Clearance Event April 20-25. Visit your store for details ▶

Alternative #1 is performing better and the difference is **99.98%** likely to be statistically significant. This means that you can be extremely confident that it is actually better, and not performing better due to random chance.

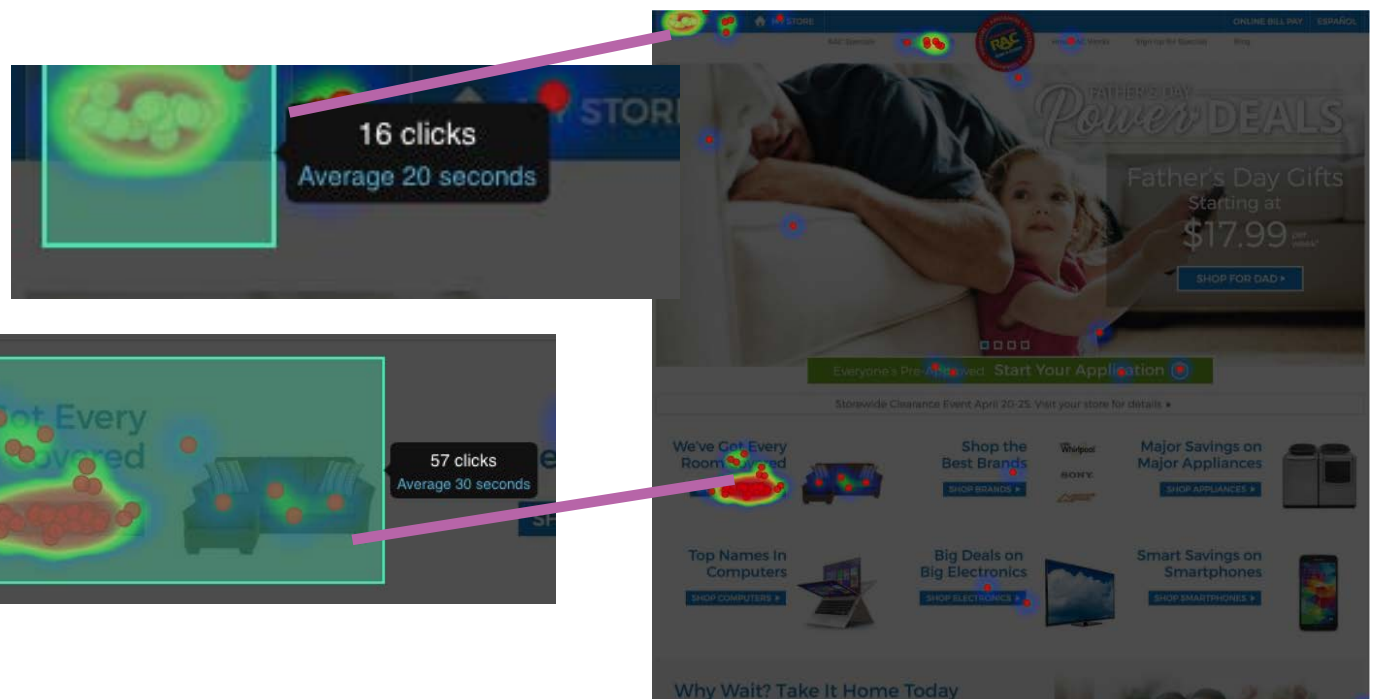
**Recommendation:** Proceed with Alternative #1 hero display.

<https://usabilityhub.com/tests/ce47a4ff2a55/results/20ae089c6977>

> Test 9 - Furniture Group Test 1 - 101 responses

**Instructions:** How would you go about finding FURNITURE GROUPS from this site?

Alternative #1

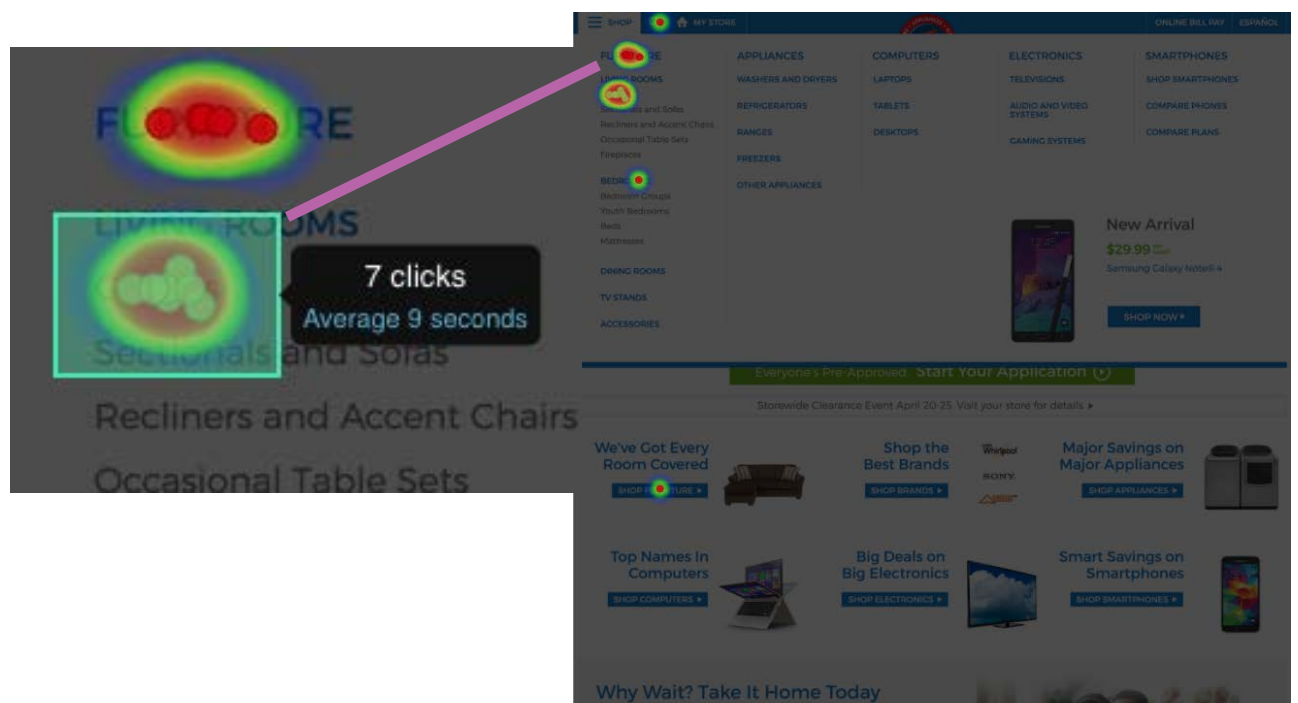


Step 1

SUCCESS RATE  
15%

FAILURE RATE  
85%

COMPLETION TIME  
28 seconds



Step 2

SUCCESS RATE  
47%

FAILURE RATE  
53%

COMPLETION TIME  
8 seconds

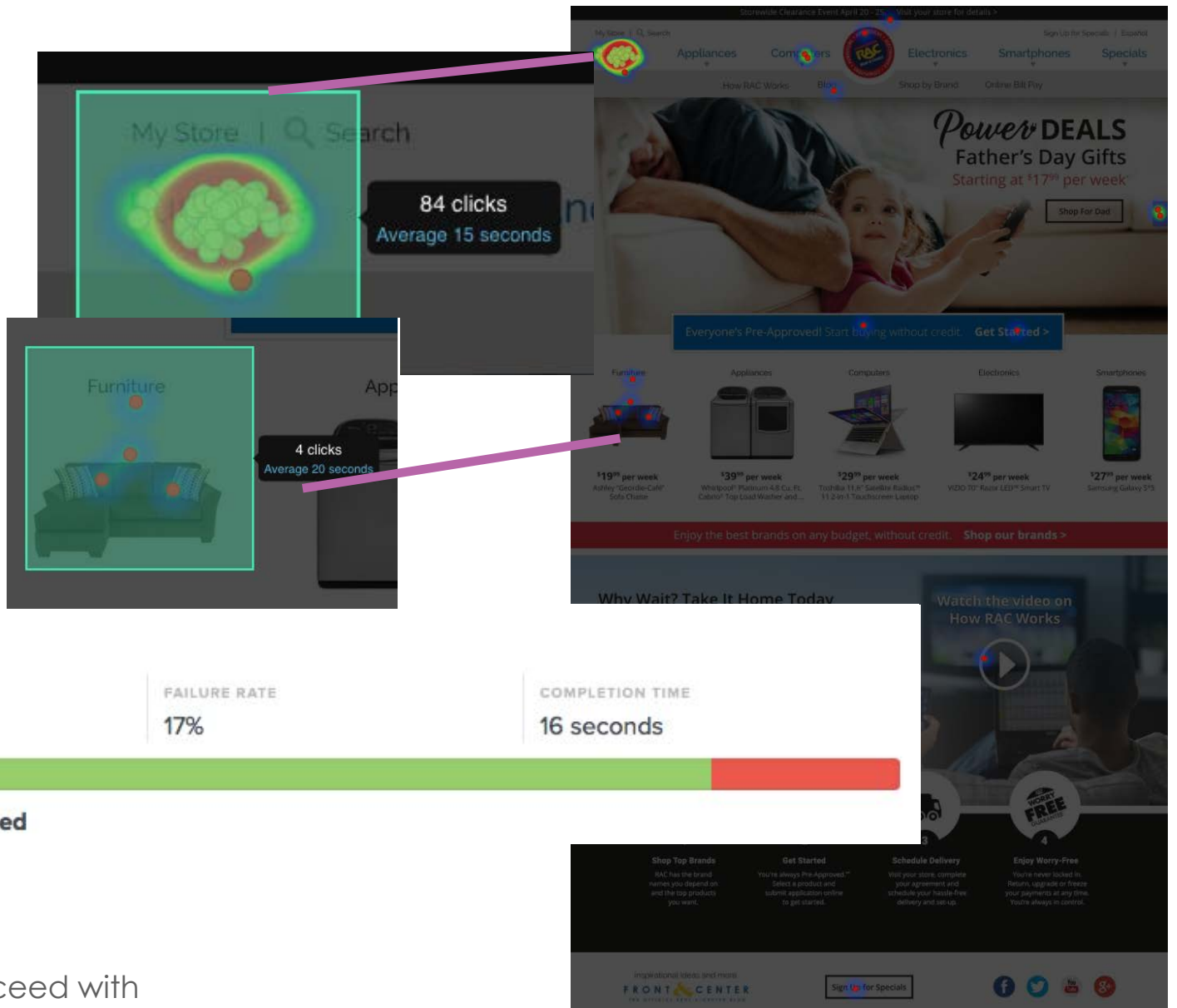


<https://usabilityhub.com/tests/45b41f158c93/results/bb578065404b>

> Test 9 - Furniture Group Test 2 - 100 responses

**Instructions:** How would you go about finding FURNITURE GROUPS from this site?

Alternative #2



**Recommendation:** Proceed with Alternative 2 navigation.

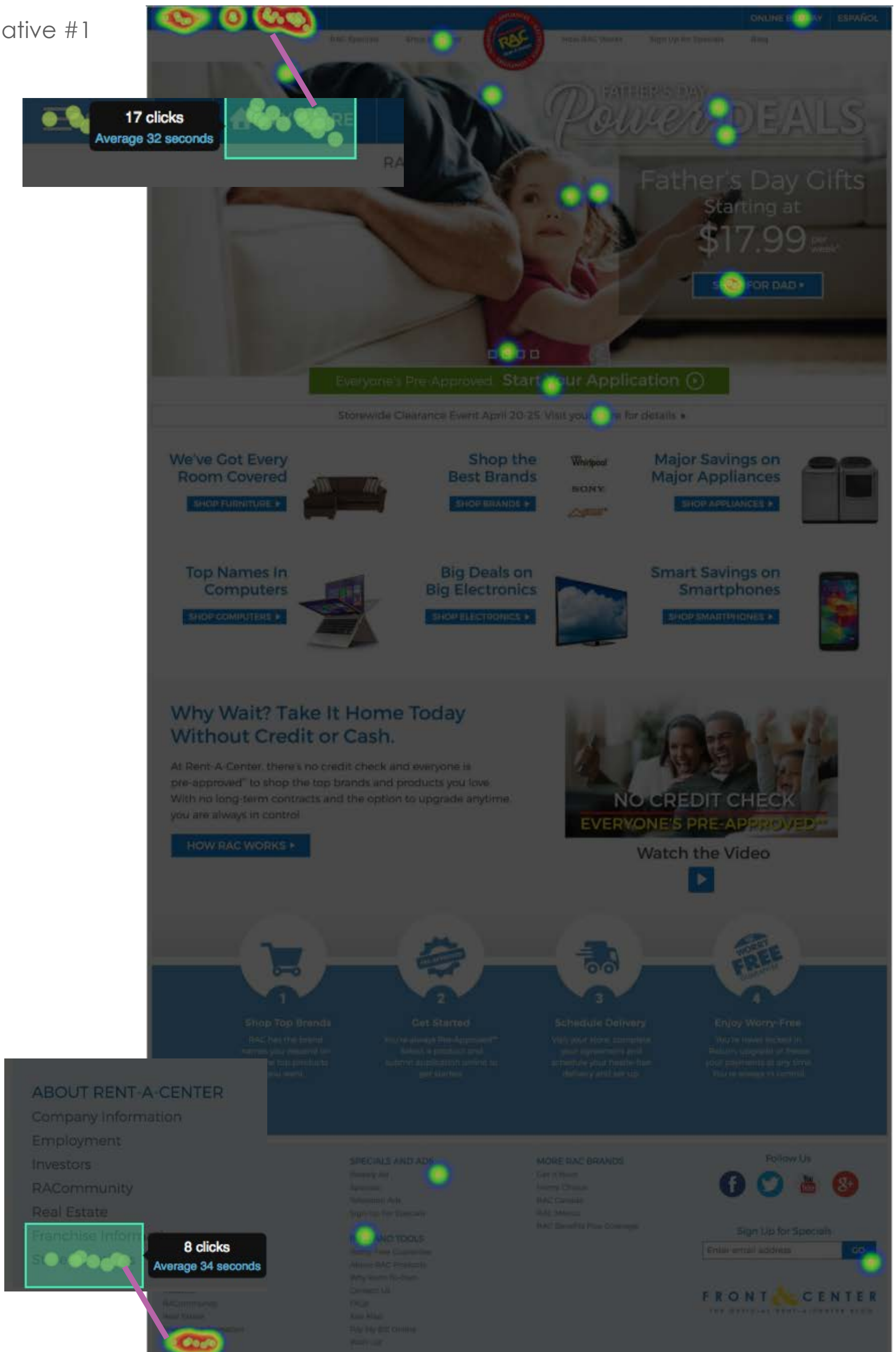


<https://usabilityhub.com/tests/4210992e9df/results/e303b239a8d5>

> Test 10 - Store Click Test 1 - 50 responses

**Instructions:** Where would you click to find your nearest store?

Alternative #1

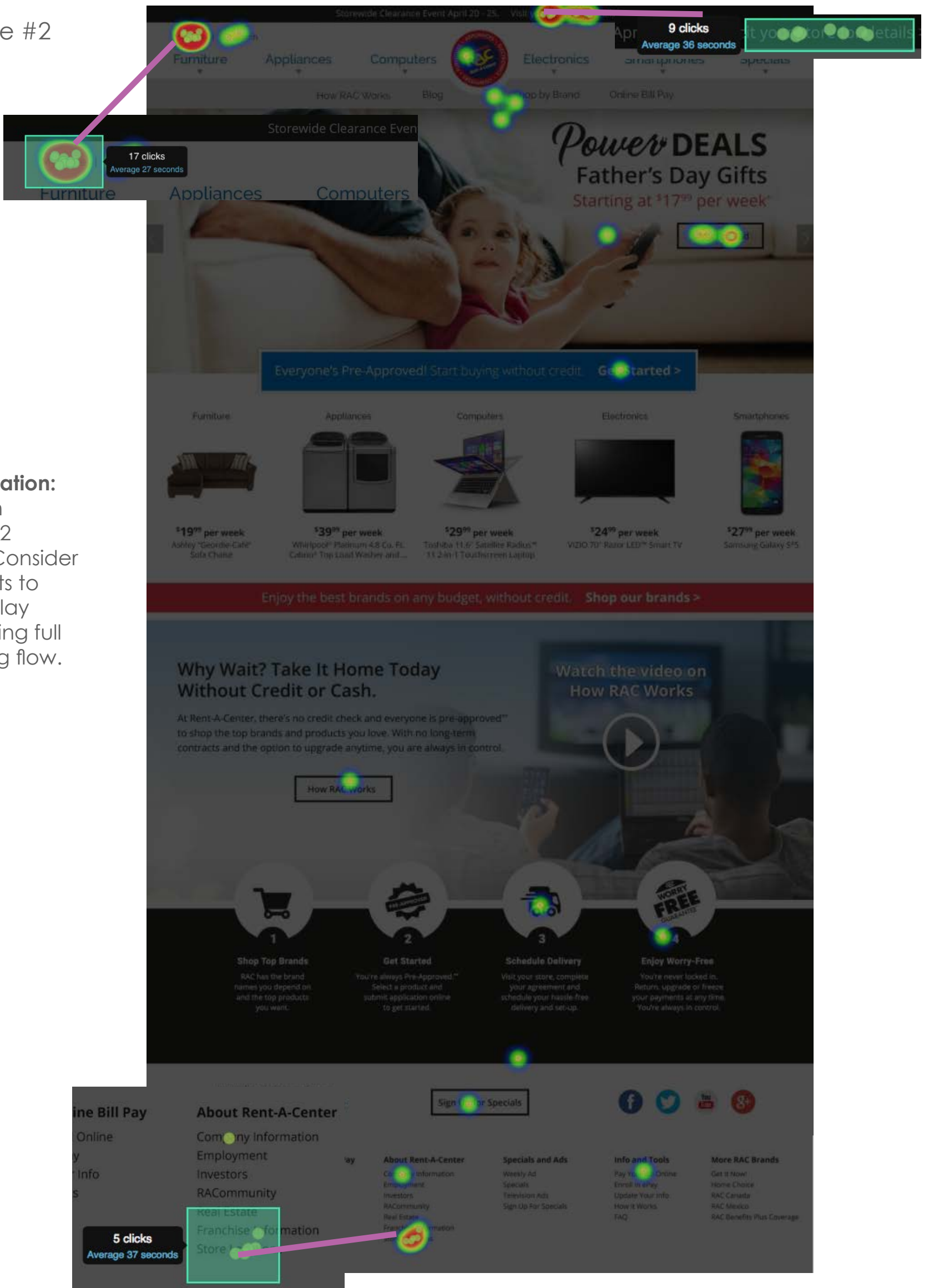


<https://usabilityhub.com/tests/ea76922eab07/results/f51e741ed9c7>

> Test 10 - Store Click Test 2 - 50 responses

**Instructions:** Where would you click to find your nearest store?

Alternative #2



**Recommendation:**  
Proceed with Alternative #2 navigation. Consider improvements to labeling/display when designing full geo-targeting flow.

<https://usabilityhub.com/tests/f89a7037f66c/results/d7e7d72faac>

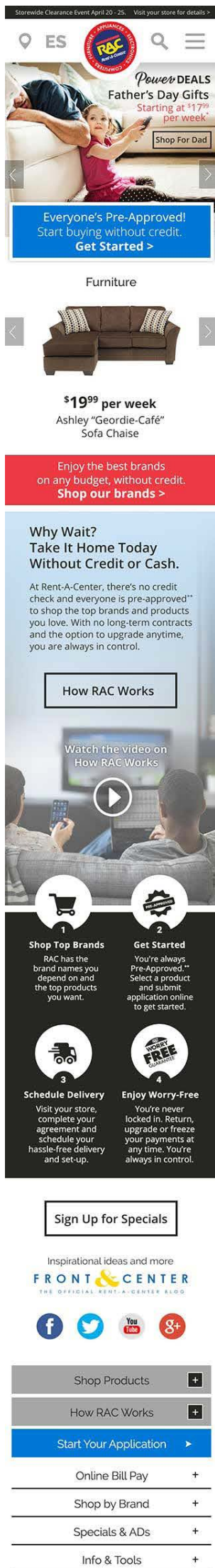
> Test 11 - Mobile Home Preference Test - 50 responses

Alternative #1

Chosen 20 | **40%**

Alternative #2

Chosen 30 | **60%**



Alternative #2 is performing better but **the difference is only 89.87% likely to be statistically significant.** This means that there's still a 10.13% chance that it is performing better due to random chance alone.

**Consideration:** Run further testing to determine more specifics on elements such as navigation treatment, above the fold preference and click tests to determine ease of use.

<https://usabilityhub.com/tests/b30a17c07199/results/24ac236fc0c1>