



Soldiers' Angels: Tree Test Results & Analysis

To help you choose the best information architecture for your new website, Cornershop Creative ran a tree test exercise between November 9 and November 24, 2020 using an online tool called [Optimal Workshop](#).

We used your [newly proposed sitemap](#) and asked a select group of individuals to complete basic tasks using only the plain text version of the sitemap.

A full export of your tree test data can be viewed here:

https://drive.google.com/file/d/1_Z-PHlssP02PEJD9a7XTIFeMfyW8_SmG/view?usp=sharing including survey responses. This report provides a summary of the results of the tree test, along with Cornershop's recommendations.

Understanding the Results

Throughout this report, we use a number of metrics to determine the success of the test:

- **Success:** the percentage of people who selected the "correct" answer as the answer to the task. The higher the Success score, the more sure you can be that your visitors will find what they want and need on your site. While a low score is not ideal, it doesn't necessarily mean that your test failed or that this isn't a strong navigation. Instead, this can point to areas that need improvement, either in changes to the navigation or by making sure you're providing content on specific pages where individuals expect the content to be.
- **Directness:** the percentage of people who did not have to backtrack at any point during the task. The higher the Directness score, the more confident you can be that your participants were sure of their answers.

- **Time Taken:** This indicates the average amount of time needed to complete the task, with outliers removed on the assumption that those folks got distracted during the task (or clicked too quickly without reading the task).

Tree Tests are great at providing us with information about how users navigate a site.

However, this tree test was not a perfect real-world test, since it does not include additional real-world cues like site design, layout, and content. Without those cues, achieving a 100% (or even 80%) success rate on a task is more difficult.

When evaluating the results, we look at the following items:

- How the above three criteria are met and relate to each other
- The importance of the task to the overall user experience
- The importance that the task goal be met through the navigation – or whether it could be met through other content or design choices
- How success rates compare amongst similar tasks

If you'd like to read more about understanding these results, please visit:

<https://www.nngroup.com/articles/interpreting-tree-test-results/>

Overview

Of the 183 participants, 150 (82%) of the participants completed the exercise. 33 abandoned the test.

It took participants a median time of 7:19 to complete the study. The longest time was 24:42 (which is likely related to multi-tasking or getting distracted during the test!) and the shortest was 02:26.

Participants responded successfully 48% of the time and had a directness score of 76%.

Overall, participants seemed to be looking for the answers in multiple areas, meaning there is an opportunity to make sure that the site has clear landing pages and that the design of the site supports easy navigation between and within sections.

Overall Recommendations:

- The site has several levels to the overall site navigation, up to more than 4 - 5 in some areas. Having multiple levels to a site map increases the likelihood of users getting lost. Strategically utilizing landing pages on the site could make it easier for users to navigate. Designing landing pages to include links to relevant subpages (as

well as imagery and buttons that support navigation) could help ease some of the overall confusion.

- If possible, consider combining pages and reducing the number of levels to your overall site navigation. This would help reduce the number of clicks to get to key pages.
- Make sure that important pages are higher in the overall site hierarchy. Pages that host key programs and/or the primary calls to action on the site should be displayed prominently throughout the design of the site, but also be higher up in the navigation.
- If the goal is to keep the same number of levels and pages in the site map, then a mega menu could be a good option for the menu layout and design. A mega menu gives you more space to display main pages and subpages upon hover. A potential downside to mega menus is that they take more work to make fully mobile responsive.

Tasks & Results

Next, we'll look at each individual question from the tree test. For this, we'll share a *pietree* graphic that demonstrates the paths your users took. The charts follow this key:

Pies

-  Went down the right path
-  Went down the wrong path
-  Went back
-  Nominated as correct answer
-  Skipped question

Lines

-  Root node
-  Correct path
-  Incorrect path

And you'll notice, the more branches and the more red that you see in a pietree, the *more users backtracked on their choices*, indicating that users were less certain about exactly where to find the content they were looking for.

We'll also share charts to show rates of success and failure. For many questions, the success rate was lower than directness (48% vs. 76%). When looking at areas for improvement, we compared these more successful results against anything that had a success rate of 65% or lower.

1. You want to volunteer and send care packages for Soldiers' Angels. Where do you click to sign up for this volunteer option?

Correct: Get Involved > Volunteer > Virtual Opportunities > Send Care Packages, Letters, and Cards (DAT, LOL, LWT, SOFT, CPT)

Where Users Clicked

https://drive.google.com/file/d/1CTN5qRKdxZj8H_zToINAmbmr3FfAA342/view?usp=sharing

Success Rate

	Success	Direct	37 ∇	56 ∇	25%	37%
		Indirect	19 ∇		13%	
	Fail	Direct	58 ∇	85 ∇	39%	57%
		Indirect	27 ∇		18%	
	Skip	Direct	9 ∇	9 ∇	6%	6%
		Indirect	0 ∇		0%	

**percentages do not total 100 due to rounding*

Results

- Success Rate: 37%
- Directness: 69%
- Median Time Taken: 19.3 s
- Directness was relatively high for this question, indicating that once a user was on the right path they stayed there. With the success score being so low, the confusion might be at where to go initially. 30% of participants took the wrong path initially, with the vast majority thinking the answer was under Ways to Give.
- Recommendations:
 - Depending on how important this page is, moving it to be higher in the overall site hierarchy could be beneficial.

- Utilizing landing pages, such as Get Involved and Volunteer, could be helpful as well. Having information about virtual volunteering on these landing pages would require users to have to search less.
- Finally, consider adding information about volunteering under Ways to Give since participants considered that a place where this information could be.

2. You work for a company that is looking to partner with Soldiers' Angels on a Home of the Brave event. Where do you click?

Correct: Ways to Give > Corporate Engagement Opportunities > Home of the Brave

Where Users Clicked

<https://drive.google.com/file/d/1anxOE8BHr4nAoGrw7ZQGjNHJfauurFSp/view?usp=sharing>

Success Rate

	Success	Direct	22	40	15%	27%
		Indirect	18		12%	
	Fail	Direct	77	98	51%	65%
		Indirect	21		14%	
	Skip	Direct	11	12	7%	8%
		Indirect	1		1%	

Results

- Success Rate: 27%
- Directness: 73%
- Median Time Taken: 15.2 s
- Overall, participants didn't know where to locate the correct answer to this question.
- Recommendations:
 - The distinction between Get Involved and Ways to Give may be confusing to some users. 69% of participants selected the incorrect path here and the majority sought the answer under Get Involved. Consider changing Ways to Give to Donate, to make it clear that all of those subpages have to deal with donations and not volunteerism.

3. You'd like to volunteer at a local VA Hospital. Where would you go to find a nearby location?

Correct: In-Person > Volunteer in VA Hospital > VA Map

Where Users Clicked

<https://drive.google.com/file/d/1j8INQBAMrWAJKiOIktQGcPYlwrwGwSA9/view?usp=sharing>

Success Rate

	Success	Direct	82 ▼	106 ▼	55%	71%
		Indirect	24 ▼		16%	
	Fail	Direct	25 ▼	33 ▼	17%	22%
		Indirect	8 ▼		5%	
	Skip	Direct	10 ▼	11 ▼	7%	7%
		Indirect	1 ▼		1%	

**percentages do not total 100 due to rounding*

Results

- Success Rate: 71%
- Directness: 78%
- Median Time Taken: 15.91 s
- Overall the success rate and directness rate was high for this question.
- Recommendations:
 - Due to the high score nothing is required to change for this question.
 - To ease in finding this page, consider adding information about this on the Volunteer landing page.

4. You're a service member looking for support for your family during the holiday season. Where do you register your family to be adopted?

Correct: Get Support > Veteran/Family/Wounded

Where Users Clicked

https://drive.google.com/file/d/1ML5Ykazp_b-bhHtoU1vRsLYQFuvQiS57/view?usp=sharing

Success Rate

	Success	Direct	85	97	57%	65%
		Indirect	12		8%	
	Fail	Direct	30	44	20%	29%
		Indirect	14		9%	
	Skip	Direct	9	9	6%	6%
		Indirect	0		0%	

Results

- Success Rate: 65%
- Directness: 83%
- Median Time Taken: 12.1 s
- There wasn't a lot of consistency in terms of what participants thought was the correct answer for this question. For those that selected the incorrect path, 75% thought the answer was somewhere under Food Assistance
- Recommendations
 - Consider changing the page title to indicate the type of support that will be listed on this page.
 - Since participants were looking for this type of information under Food Assistance, consider adding links or buttons to this page on those pages as well.
 - If Get Support is a main Call to Action, consider adding important support programs directly on that landing page.

5. You want to volunteer with Soldiers' Angels, but you're looking for activities that you can do from home during covid. Where do you click to find these virtual volunteer activities?

Correct: Get Involved > Virtual Opportunities > COVID

Where Users Clicked

<https://drive.google.com/file/d/1kz91OzonW-w2OgVwVKZOfn9rOSgoHmp-/view?usp=sharing>

Success Rate

	Success	Direct	64	80	43%	53%
		Indirect	16		11%	
	Fail	Direct	46	62	31%	41%
		Indirect	16		11%	
	Skip	Direct	8	8	5%	5%
		Indirect	0		0%	

**percentages do not total 100 due to rounding*

Results

- Success Rate: 53%
- Directness: 79%
- Median Time Taken: 23.5 s
- This question also seemed to be slightly confusing for participants.
- Recommendations
 - Participants selected specific activities that could be done virtually instead of making it to the COVID related page. Consider adding COVID specific activities on the appropriate landing page.
 - Combining similar volunteer pages could reduce the number of levels in the navigation which will make it easier to navigate.

6. You're interested in learning more about the history of Soldiers' Angels. Where would you click to read more about this?

Correct: About Us > Our People > Founder

Where Users Clicked

<https://drive.google.com/file/d/1lowEAPQY-5qN3iB9eUlg76t3yBYCbJzd/view?usp=sharing>

Success Rate

 Success	Direct	2	7	1%	5%
	Indirect	5		3%	
 Fail	Direct	88	129	59%	86%
	Indirect	41		27%	
 Skip	Direct	11	14	7%	9%
	Indirect	3		2%	

**percentages do not total 100 due to rounding*

Results

- Success Rate: 5%
- Directness: 62%
- Median Time Taken: 15.5 s
- This is a question where participants struggled to find the correct answer. There was also no consistency in terms of area on the site where participants thought the correct answer was.
- Recommendation:
 - Updating the page title here could ease confusion. The name Founder doesn't signal much about what will be on that page. Consider changing this to something like Our History.
 - Directness is high for this question, and most participants knew the answer was under About Us. Since users are getting to the right place, a name change should increase the success rate for this.
 - Depending on the length of the content on this page, it could also be combined with Our Mission.

7. You're ready to become a monthly donor of Soldiers' Angels. Where do you click to donate?

Correct: Ways to Give > Donate OR Donate

Where Users Clicked

https://drive.google.com/file/d/1BWjQ3Hgox3DV4hNGOjyVfHu_S7ICXSiw/view?usp=sharing

Success Rate

	Success	Direct	113 ▼	129 ▼	75%	86%
		Indirect	16 ▼		11%	
	Fail	Direct	6 ▼	10 ▼	4%	7%
		Indirect	4 ▼		3%	
	Skip	Direct	11 ▼	11 ▼	7%	7%
		Indirect	0 ▼		0%	

Results

- Success Rate: 86%
- Directness: 87%
- Median Time Taken: 6.7 s
- The success rate and directness was very high for this question. No recommended changes here.

8. You want to learn what kind of programs Soldiers' Angels is facilitating during the covid epidemic. Where would you expect to find this information?

Correct: Our Impact > COVID Support

Where Users Clicked

<https://drive.google.com/file/d/1ew3I7qZzXQ2LPuy0g62Ysk4nYGxJARo8/view?usp=sharing>

Success Rate

	Success	Direct	30	54	20%	36%
		Indirect	24		16%	
	Fail	Direct	61	86	41%	57%
		Indirect	25		17%	
	Skip	Direct	8	10	5%	7%
		Indirect	2		1%	

Results

- Success Rate: 36%
- Directness: 66%
- Median Time Taken: 23.7 s
- 72% of participants took the wrong path for this question.
- Recommendations:
 - Since there was little to no agreement about where this information would be, moving this up to be higher in the overall site hierarchy is recommended. COVID is an immediate concern for most users right now, having it be in the main navigation, on the home page and/or a pop-up would be appropriate.

9. You want to read about recent updates from Soldiers' Angels. Where do you find this content?

Correct: Home

Correct: Our Impact > News Posts

Correct: Our Impact > Blog Posts

Where Users Clicked

<https://drive.google.com/file/d/1BP9HSfIT3FlxlzzN6kjtJ1sl-wEufHfm/view?usp=sharing>

Success Rate

	Success	Direct	35	57	23%	38%
		Indirect	22		15%	
	Fail	Direct	60	82	40%	55%
		Indirect	22		15%	
	Skip	Direct	10	11	7%	7%
		Indirect	1		1%	

**percentages do not total 100 due to rounding*

Results

- Success Rate: 38%
- Directness: 70%
- Median Time Taken: 25.1 s
- This is another question where participants struggled to find the correct answer, even though directness was higher.
- Recommendations:
 - Updating the main navigation item here could help with the success score. Potentially changing Our Impact to Our Stories or News indicates that the subpages here are related to updates/news.

10. You want to buy a Soldiers' Angels hat. Where would you click to buy this?

Correct: Shop

Where Users Clicked

<https://drive.google.com/file/d/14ewpPQoh2quf4aRg7GHv4lDhuHHQWfdI/view?usp=sharing>

Success Rate

	Success	Direct Indirect	132 3	135	88% 2%	90%
	Fail	Direct Indirect	6 0	6	4% 0%	4%
	Skip	Direct Indirect	9 0	9	6% 0%	6%

Results

- Success Rate: 90%
- Directness: 98%
- Median Time Taken: 3.38 s
- The success rate and directness was very high for this question. No recommended changes here.

11. You want to donate your Halloween candy to Soldiers' Angels Treats for Troops. Where do you click to find a participating local business?

Correct: *Get Involved > Volunteer > Special Project Opportunities > Halloween Candy: Treats for Troops*

Correct: *Ways to Give > Other Ways to Give > Special Campaign*

Where Users Clicked

https://drive.google.com/file/d/13LffQ3zDvf6r6y_w_9Xr2RY7Scyl6x6S/view?usp=sharing

Success Rate

 Success	Direct	8	28	5%	19%
	Indirect	20		13%	
 Fail	Direct	89	110	59%	73%
	Indirect	21		14%	
 Skip	Direct	10	12	7%	8%
	Indirect	2		1%	

**percentages do not total 100 due to rounding*

Results

- This task caused a lot of confusion for your participants.
- Success Rate: 19%
- Directness: 71%
- Median Time Taken: 14.51 s
- Participants had a hard time locating the correct answer for this question. Many listed areas all over the site map as a potential answer.
- Recommendation:
 - Make sure to strategically utilize landing pages here by using links to subpages images, buttons, etc that direct a user on where to go. Volunteer or Special Project Opportunities could make sense as landing pages.