

REPORT FOR MOVING WALDO

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Interviews and User Testing Insights

Insights on interviews recollected on the first week

10 Individuals interviewed. Ages 25 - 55: 8 women and 2 men

I realized that the each individual has a different need and behaviour. Because the current demographic is young women between 25 - 35, men between around the age of 25 and older women between the ages of 45-55, I wanted to explore other areas from this demographic such as young women who have a family, young women who are married/single, young women who are students, and young women who have are not experienced movers and those who are, I also interviewed, an older demographic of women as well as men.

The patterns that appeared for these individuals are:

- It is usually friends that help them move out because they don't have much things
- Packing takes more work than initially thought for unexperienced movers or packers*
- Contacting institutions in person is very stressing not everything can be done online - SIN number can't be obtained online
- Fear of changing address and that the mail gets lost
- Filling official forms in person
- Want comparable rates*
- The emotional process of moving is daunting*
- Found it annoying to have to contact different services through the phone*
- The stress of taking a decision of buying/ owning a place, renting a place, have to be emotionally and financially prepared*

* = How moving waldo can optimize features by being able to touch upon these points

Demographic of Females between the ages of 25-35

These females ranges from being *students*, *having a family*, and being *young adults who are independent* and have experience moving to those who are just *starting to be independent*

Students are only interested on having

- Wi-fi and if heating was included

Young Women who are parents (family oriented individuals) are often looking for services related

- Driver's License
- Insurance
- Electricity
- Heating
- Bank
- Government Institutions (Taxes)

Young adults in general are interested on services related to

- E-commerce
- Health Insurance
- Phone service

-
- Bank
 - University
 - Government Institutions (Immigration Services for International Students)
 - Heating and Electricity

Young Women who own a house or condo or want to own one

- Looking for Insurance
- Wi-Fi
- Bank
- Phone
- Amenities
- Heating
- Mostly everything new (Structube) and that it can be transported to their home
- Electricity

We need to take into account that these individuals range in the experience they have in moving. For some young women it is the **first time they have moved from home**, and **experienced movers (have moved 6 times or more)**. I took this into consideration when generating the questions that users would need to answer when login into moving waldo.

Then there's other **young adults that are experienced movers**, they have moved multiple times and have **settled down for the moment**, it depends on the individual and their financial state, but it ranges from asking friends to help them move because they don't have much things or because they can't afford it to being able to afford a moving company or having to either way because they have too many things.

Lastly, we have **older adults (young women with a family)** that have a tremendous amount of experience moving from one country from another and that have a different mentality and need, for them what is important because they now have a family and are settled, they were very adamant looking for neighbourhoods that provided a safety environment, they looked for educational services around their neighbourhood, and because they are financially stable they are the ones that will most likely hired a moving company or even a moving agency or relocation consultants.

User Journey Research

4 steps for designing the ideal user journey

<https://medium.muz.li/4-steps-for-designing-the-ideal-user-journey-86e18b4a9f6c>

1. Outline your vision for a positive user experience

Begin by considering the simplest and most logical way of showcasing your company's mission, products or community. As you continue plotting each point along the user journey, assess whether the **navigation is coherent and intuitive**.

2. Make the user journey reflect a specific goal - I took this into consideration when optimizing the navigation

- What is the overall purpose of your website or app?
- What goal do you want your user to accomplish at the end of their journey?
- When someone enters your site or app, does the first thing they see fit the "beginning" you wish to create?
- Can they easily move from the beginning to the "middle" of the journey, whether that's browsing items to purchase, researching, etc.?
- Last and most important, is it easy to go from middle to end, where users would subscribe, complete a purchase, request a demon, or take another action?

3. Look at what you offer through the user's eyes

- What are users doing on your site or app?
- What do they want to accomplish?
- What is motivating them to continue engaging through each step

4. Provide personalized website navigation support

Personalized, on-screen, contextual guidance, you can be sure that users will always find what they're looking for as quickly and easily as possible.

Navigation UI Patterns

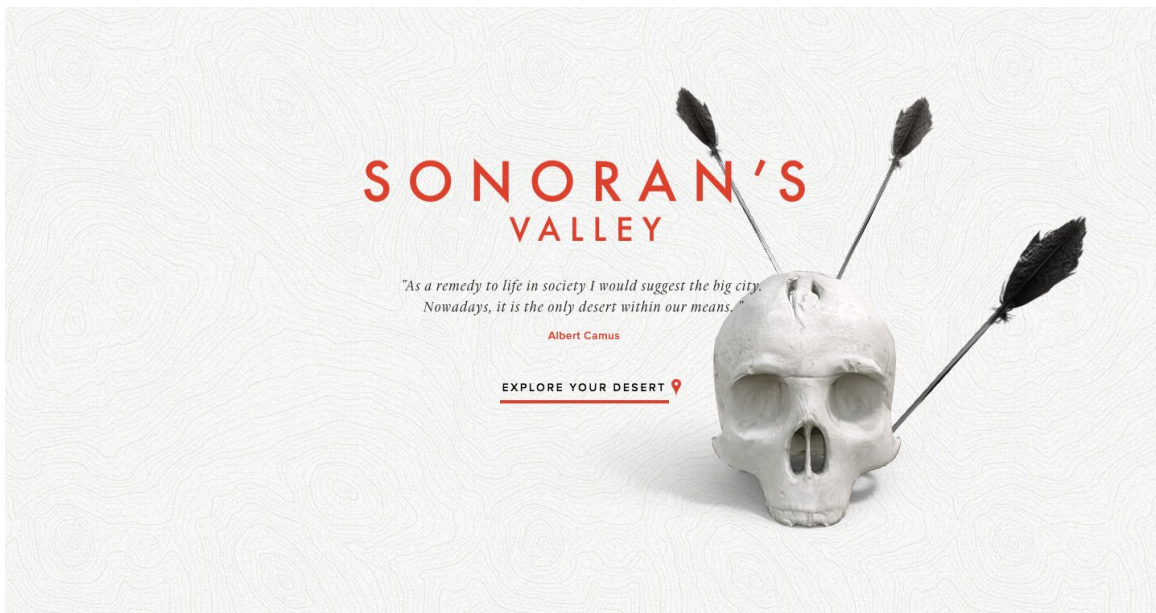
Creative Navigation UI Patterns for great UX

<https://www.awwwards.com/4-creative-navigation-ui-patterns-for-great-ux.html>

Learnability - Top Navigation Bar: UI patterns do wonders for learnability, since there's less your user has to figure out on your site. Just think of the *top navigation bar*: *if you see words spaced out on the top of the screen, they instinctively know they're internal links.*

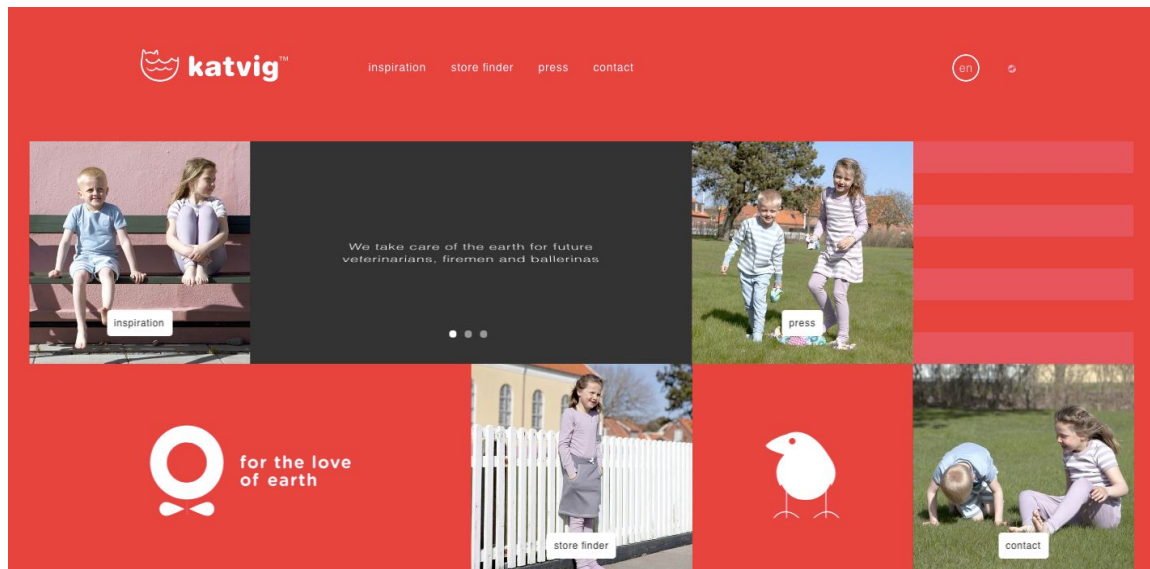
Orientation: Another non-negotiable rule is providing orientation – in other words, letting the user know where their current page is in relation to other pages, and *how to return to any previous pages if necessary.* For example, a few helpful patterns include breadcrumbs and tabs.

First Click: After all, a single option is the easiest choice to make, according to Hick's Law (discussed in Interaction Design Best Practices). *Once your user makes that easy first click, they'll already be invested in the site, and more likely to continue.*



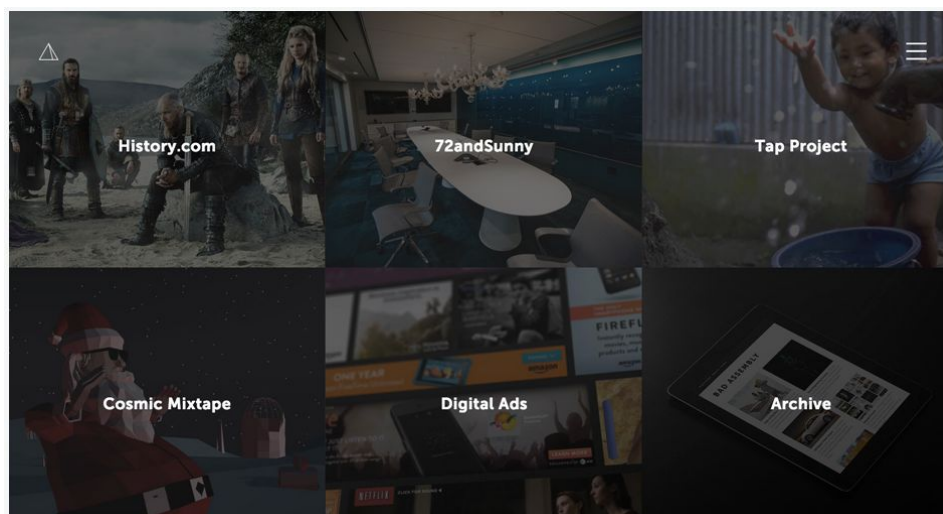
<https://www.sonorans-valley.com/>

Full Screen Navigation: Displaying your options over the entire screen ensures that your user will see how to navigate, and allows for some creative visuals. While you'll be unable to showcase other content with this pattern, the upside is that the navigation menu is the content, so the accompanying *images or icons take on greater meaning*



<http://katvig.dk/en>

Apply Navigation Patterns Together: All four of our creative navigation patterns are applied, but instead of competing, they actually complement each other. Working together, they create a safer and more comprehensive system for *users to move from page-to-page* – and if that's not the point of a navigation system, then what is?



The Power Behind Email Marketing: Newsletter / Blog / Email

Newsletter Functionality

Newsletter Functionality: <https://www.catalyst2.com/blog/why-ecommerce-websites-need-newsletter-functionality/>

Newsletter Software: <https://zapier.com/learn/email-marketing/best-email-newsletter-software/>

Even if sites have a significant amount of traffic, most people will visit a website only once. *Subscribers, on the other hand, sign up because they like what they see and want to learn more.* Every one of them is a potential recurring customer.

Before starting to convert visitors into subscribers, a website needs two things: *quality sign-up and newsletter software*; and web hosting that provides them with both the capacity to send high volumes of newsletters and robust internet security to stop hackers gaining access through the sign-up process.

7 Reasons Why Your Website Needs An Email Newsletter

<https://www.elegantthemes.com/blog/tips-tricks/why-your-website-needs-an-email-newsletter>

People Check their Email: Despite the odd complaint about spam, most of us check our email every week.

Connect with Users and Readers: The secret to making money online is to develop relationships with people. Blogs build relationships with their readers. A good relationship can lead to more sales. On the other hand, a bad relationship could lose you a customer forever. By emailing readers and customers on a regular basis, you can connect with them on a level that you could never reach with one hundred and forty characters on Twitter. This helps you develop trust and loyalty.

Targeted Customer Communication: Email marketing services and applications allow you to send emails to a select group of people from your list. You can customise emails so that an email

is only sent to those who clicked on a link in your last email, or target people from a specific region. This gives you a huge amount of control over who sees your messages and who does not.

You can Analyze Everything: You can track important metrics such as clicks, emails open rates, subscription rates, unsubscribe rates, return on investment (ROI), social media shares, and more. You can also do split testing within your group to see what email subject lines get the most opens.

Email Marketing is Cost Effective: The average price of email marketing services for each subscriber is between half a cent and one cent (rates get cheaper as you gain more subscribers). For example, Aweber charges \$149 for up to 25,000 subscribers; and the plan allows you to email subscribers as many times as you wish.

How To Get Started: Top bloggers and marketers use professional email marketing services to send email newsletters. Over the last few years I have used [Aweber](#), [MailChimp](#), and [GetResponse](#). There is little difference in price between them. Each service has their pros and cons, therefore it is important to test a service and see if it does what you need. Alternatively, you can send emails directly through WordPress. Free email WordPress plugins include [Subscribe2](#), [SendPress Newsletters](#), and [Sendit Newsletter](#). [MyMail \(\\$39\)](#) is another great option.

How to increase newsletter sign up: A well-designed, simple to complete subscription form is the key to success here. Good subscription software will create forms that have attractive backgrounds and compelling text that incentivises readers to sign-up, such as offering a discount or free shipping.

The Easy Way Websites and Newsletters Can Work Together

<https://mediaryte.com/websites-and-email-newsletters-can-work-together/>

Touch Point: Email newsletters can be used as a touch point and content introduction to bring people back to the website to access the entirety of the content.

Remind them you Exist: Email, and email newsletters, are a great tool for reminding customers and prospects that you exist. You might find it surprising, but people tend to forget and move on quickly, so being able to follow-up once in awhile can keep you in mind.

Serve Bits of Content: However, you should respect your customers and prospects and not bombard them with constant emails or overload them with email as long as unrolled toilet paper. Serve them bits of content, keeping the email brief, and let the value of the content take them to the next step.

Directing users back to Website: By offering an intro via email and directing users back to the website, you can keep the size and length of the email newsletter reasonable. You can also gauge interest, relevance, and value by the rate at which users go to the website from the initial intro content.

Newsletter Example: <https://newsletter.uxdesign.cc/>

I chose this example because of the clarity and honesty it give its users. It tells me that it will respect my inbox by only sending 1 email per week, sent out every Monday, it respects my time and that it respects my intelligence.

Further User Testing

Focus on what is more important

<https://medium.com/@simomagazz/homepage-design-for-2018-15-epic-ux-tips-9a9f5004c540>

Ask potential users of your site or actual users, what they value the most. The popular UX designer **Joe Natoli** was working with a financial services company on improving **their website's UX**.

When they got to the point of discussing the information architecture of their website, they decided to perform the following exercise: 1) Firstly, the **stakeholders ranked the sections of the website** in order of priority of information (what they thought was more important for the customers). 2) Then they asked some of their customers to do the same thing

When comparing the results...

CATEGORY	CLIENT RANK	USER RANK
EVENT INFORMATION	1	6
PLAN DOCUMENTS	2	3
PLAN SERVICES	3	2
COMPANY NEWS	4	5
INFO. REQUEST	5	4
FAQs	6	1

“FAQs” ranked as the most important section for the users, and the least according to the stakeholders. **“Event Information”** ranked as the least important section for the users, and the most important for the stakeholders. This shows how important it is to **try to get to the source whenever it's possible**.

Click Tracking / Heat Maps

Website Click Tracking

<https://www.crazyegg.com/blog/website-click-tracking/>

Website click tracking uses a software program to generate reports on where website visitors click on a specific page on your website. You install a code on the backend of your site, usually in the <head> section, so the tool can connect with your site. When someone clicks on your website, whether it's a link or form field or something else, it sends out a signal. A website click tracking tool can receive that signal and generate user behavior reports based on that information.

[Crazy Egg offers five user behavior reports](#), including a **heatmap** as well as with a **Scrollmap Report** which allows you to see the content people are scrolling past and what content causes them to stop and take notice. Each of these five reports allows you to visually understand how your audience is interacting with your site.

Effortless User Experience - WalkMe

<https://www.walkme.com/pages/ux-corporate-3-create-effortless-user-experience/?t=19&eco=ux&adin=4-steps-ideal-user-journey-al01&land=ux-corporate-3-create-effortless-user-experience&pitch=Customer-Care>

WalkMe is used by over 1,800 leading enterprises on their internal and external systems, to **ensure simple flows for users and maxed ROI** on software investments. WalkMe can boost action completion rates with personalized onscreen guidance, automate support and reduce user confusion and eliminate churn and ensure delightful user experience

Heat Mapping

https://blog.hubspot.com/blog/tabid/6307/bid/1499/3-Hot-Marketing-Tips-from-Heat-Map-Analysis-images.aspx?__hstc=120171223.5385459dfbc0b4eb0d4c067a4872842b.1551470648685.1551470648685.1551470648685.1&__hssc=120171223.1.1551470648686&__hsfp=3340687026

People Love Images: Images get a lot of attention. I started to look at which links in the emails people were clicking on and I noticed that people loved to click on images. In fact, people even clicked on images that were not obviously linked to anything.

Use images effectively: If people are going to give images more attention than perhaps they deserve, make sure you use them effectively. All your images should work towards the goal of the page. If it is a *landing page*, they should help convince people to submit their information. If you are creating an *email*, the images should convince people to click on them.

People Rarely Scroll: Anything "below the fold" - things that are not visible when you first open the page because you need to scroll down to see them - will only be viewed by about 50% of the people who visit your page.

Important Content Above The Fold: Since anything below the fold will only be seen by about half your visitors, make sure your best content is above the fold, and when possible the page is not very long.

Under the fold content: Let's say the user isn't ready to click on your primary Call-to-action. Sometimes this is the case especially when **your main call-to-action requires some kind of commitment** such as providing contact details. If the user isn't offered a **different path to follow**, he will most likely leave and probably never come back again. For folks who are looking for more information, offer a link to a resource center where they can browse relevant information. These should still not be a distraction from your main CTA, so it is best if they are placed **under the fold**.

Marketing Personalization Examples

<https://blog.hubspot.com/marketing/marketing-personalization-examples>

Personalized Marketing Examples

Similarities Between Target and Moving Experiences

Once consumers' shopping habits are ingrained," Duhigg writes, "it's incredibly difficult to change them." That is, until, a **major life event takes place**, like finding out that a baby is one the way. That's when **routines are forced to change**. Suddenly, there's a **deadline**, and people **start to buy products that they never previously considered**, like "cocoa-butter lotion" and "a purse large enough to double as a diaper bag," the article says. Those are the behaviors that trigger Target's pregnancy prediction score, prompting the customer to receive special deals on baby-related items.

It is the same process when you are moving out, it is a **major life event that takes place**, **routines are forced to change** and there's a **deadline**, now individuals start to **buy or look for services** that they never previously considered

Personalized Emails Have a 6.2% Higher Open Rate Than Those That Aren't

How do you take advantage of someone's habits without letting them know you're studying their lives?" That's not to say that marketers should completely do away with personalization, as it's effective when done correctly -- **personalized emails, for example, have a 6.2% higher open rate than those that aren't**. But in an era with growing concern over privacy and security, tread lightly. **Let your customers know that you understand them, without being intrusive.**

Take Away from Amazon's Personalization Algorithm

If you're in the business of personalizing curated items or recommendations for your customers, remember: **The best part about it, for the user, is the resulting discovery of new things that we like -- whether it's a book, a tool, or an article.**

Trying Out A Personalization Project

Most personalization initiatives aren't going to be perfect. Even with a great algorithm, they are, at best, very educated guesses as to what's going to be applicable to your customers. This is an area where small-batch testing can be helpful. When you want to try out a personalization project or algorithm, **identify your most active users**, and **invite them to pilot out the technology**. Listen carefully to their **feedback** -- good and bad -- and see what you can do to make it better.

Data Is Essential For Marketing Personalization

Having enough **data** is essential for marketing personalization -- but **knowing what to look at and how to use it is just as important**.

That's what made a tremendous difference for Twiddy, a vacation rental company based in the Outer Banks. "Unless we had a good way of looking at the data," Marketing Director Ross Twiddy told *Inc.*, "how could we make good decisions?" Because Twiddy observed that **trend** (among others), it **allowed the owners of its managed properties to start experimenting with pricing for that particular week as early as January**. Not only did it benefit the customer -- setting more realistic prices for lower-demand periods actually increased the bookings made for them -- but it was just one way that Twiddy was delighting its customers with *helpful, actionable information*. It paid off, too. Since the brand began to use this data to help homeowners with decisions like pricing, its portfolio [increased over 10%](#).

Get Personal

One of the fundamental purposes of any personalization effort is to **let your customers know that you're paying attention to them**. But striking a balance between, "We think you might find this helpful" and "we're watching you" isn't a simple process, so be sure **to do some careful research, planning, and testing before you jump into any large-scale customization initiatives**. Remember that while you might be a marketer, **you're also a consumer**. When it comes to experiments like these, **put yourself into the shoes of the customer and ask, "Is this delightful? Or is it just creepy?"** If it leans toward the latter, find out what's giving it that vibe, and try something different.

Government of Quebec - Demenager / Moving

<https://www.quebec.ca/gouv/services-quebec/demenager/>

Option 1 - Use the Service québécois de changement d'adresse

Use the Service Québécois de changement d'adresse (SQCA). You will be able to forward your new address to 6 government departments and agencies in a single step. (1) *Élections Québec*; (2) *Ministère du Travail, de l'Emploi et de la Solidarité sociale*; (3) *Régie de l'assurance maladie du Québec*; (4) *Retraite Québec*; (5) *Revenu Québec*; (6) *Société de l'assurance automobile du Québec*. Service québécois de changement d'adresse

Option 2 - Create Your Personalized Itinerary

Create your Personalized itinerary. You will obtain a list of steps to take to notify concerned departments and agencies of your change of address.

The screenshot shows the Quebec Services website interface. At the top, there is a navigation bar with 'Home', 'Site Map', 'Contact Us', and 'Québec.ca'. A search bar is located on the right. The main heading is 'Services Québec – Citoyens' with a sub-heading 'Moving'. A sidebar on the left lists 'Moving' options: Checklist, Programs and Services by Topics, and Shopping advice: when you move. The main content area is titled 'Itinerary – Moving' and includes a creation date of 2019-03-22. A prominent yellow box asks 'Do you have your Québec Services Account?' with options for online services, secure website, and automatic follow-up. Below this, a 'Personalized Itinerary' section explains that users should notify government departments and agencies of their change of address. A table lists the 'Service québécois de changement d'adresse' with a link to 'Service québécois de changement d'adresse'. Another section for 'Cards, licences, permits, certificates and registration' is partially visible.

Steps	Online Services - Forms	Departments - Agencies
Notifying a Department or Agency of a Change of Address Using the Service québécois de changement d'adresse [More information on the subject]	Service québécois de changement d'adresse	

What I recommend:

Making The User Feel Important

Moving is already stressing and quite daunting, even emotionally painful to the point that postponing the act of moving because it is an unknown territory can get someone anxious (based on the interviews). It is important to make the user feel that we care about them, that we understand them, that we know what it feels like. Moving waldo does this already by using words that are inclusive of the individual such as using words such as "YOUR." This being said, when first going into MovingWaldo if you are not an experienced mover like myself for example, it would be nice to have a feature or even a question asking me if it's my first time.

Tailor Users Experience

This being said, it led me to understand that the platform (web - app) needs to be tailored for users **First Time Movers** - (First time moving?) **vs. Experienced Movers** / recurrent movers (already have experience moving?). Once I get to the list of institutions it can be quite confusing for a new mover and I won't know what or who to contact first.

Because each individual has different needs it would be interesting to have them choose what services they need specifically (i.e. only need access to wi-fi or only need access to government institutions), this will narrow down what services they should focus on and it's not overwhelming, but also letting them know they can use other services if need be. Later on we can even offer the suggestions based on what THEY have show interest on.

Filter Services Based on Province

Because these individuals come from different places, internationally but also from different provinces in Canada. It would be ideal to have a filter when showing all the institutions they have access to, I would like to know what are the services and institutions I would need to change here in MTL. I am not interested in the others, and it can be overwhelming, you can easily get lost.

Notifications - Reminders

Individuals wanted to know more information about their place where they are going to move to. It is a new place, again, quite overwhelming. Having **notifications on province regulations**. If they can get information on how to change their driver's license in X province or even have a list of things they need to do, so the user is held accountable and doesn't forget.

This can increase the rate of the user using MovingWaldo as they will constantly be in the search for organizing tools

In all, making the journey as simple as possible. That the user feels they know where to go next and are not lost despite not being an experience mover and if you are, then you can still get everything as quickly as possible.

Moving Resources (Moving Hub) Needs To Be Visible

The blog has very important information. Users should be getting notified about deals, rewards, FYI's etc. based on their choices and interests when making decisions in movingwaldo (kinda like Amazon and Spotify - how they give suggestions based on the things you might have bought or the type of music you like. For example, a great information to have is this: *when you move to Ontario, you can use a valid licence from another province, state or country for 60 days. After 60 days, you need to switch to an Ontario driver's licence. To get a full licence, you need to meet certain requirements.*

Moving Companies Reliability

Individuals were interested on moving companies but thought that they are very expensive and they are not honest, transparent or reliable. This is why they opt to have their friends help them. Perhaps moving waldo can state how reliable the moving company you might partner with is.

Who Is Your User?

It would be interesting to check out who your user is more specifically, we know it is females aged between 25-35, but are they Married? Single? Students? etc. These are important

questions as they can be crucial when coming up with specific features. While also keeping in mind who your partners are and how to provide a place for them. A balance between your users and partners is ideal.

Seasonal Moving Trends

Take advantage of seasonal trends. Especially the months when people start moving out. It would be ideal for moving waldo to be at the start of the moving journey, when the users start thinking about moving, they can use your platform to organize themselves, look for other alternatives and making their moving journey less stressful.

Incentives

What is motivating them to continue engaging through each step? Moving waldo can start incentivizing its users by offering discounts, rewards, obtaining valuable information for moving (through the blog and newsletter, specially can be sent in times where people are more often likely to move out), and provide them with a checklist. The point is to keep them coming back to moving waldo. This will increase subscription rates as users will start staying because they need this platform to keep themselves organized. This was my idea behind the prototype. To hook them from the start.

Further User Testing

As mentioned in p.10. Further user testing is crucial for the new features that you will be adding to moving waldo. Even more so if you want to continue with the personalization strategies. As mentioned before, data is essential for marketing personalization. I know you guys have recollected a lot of data throughout the years, it is best to turn that data into quantifiable data, it makes your lives easier and accessible when validating user behavior.

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Extra Resources

Website Menu Designs and Best Practices

<https://premium.wpmudev.org/blog/creative-website-menu-designs-and-best-practices/>

Optimize Important Website Pages

<https://blog.hubspot.com/marketing/optimize-important-website-pages>

Webxpertos

Tailored Inbound Marketing & CMS (Content Management System) Solutions

<https://www.webxpertos.com/en/>

Packing Services in Montreal

<https://www.youmoveme.com/ca/moving/packing>