

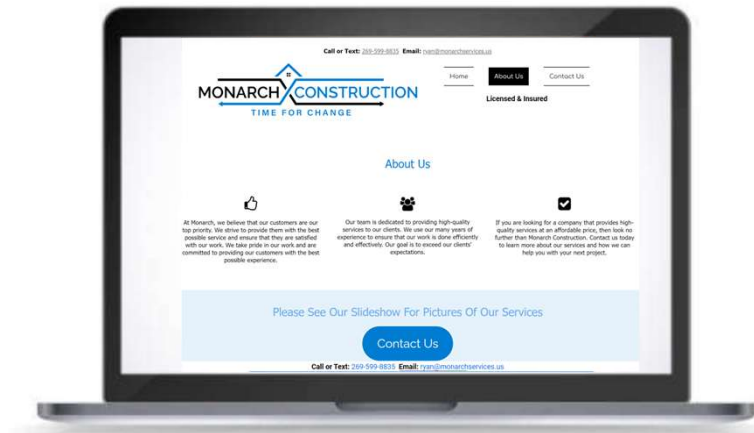


Monarch Services Case Study

Elevating a 40-Year Legacy with Evidence-Based UX Design

Presented by Theresa Wilkinson

Monarch Services Case Study



Agenda

- Project Overview
- The Challenge
- Research Objectives
- Research Questions
- Research Approach
- Key Metrics
- Key Findings
- Quantitative Results
- Recommendations
- Impact



Product: Monarch Services & Construction website redesign

Role: UX Research Lead

Team: Business owner, UX researcher/designer

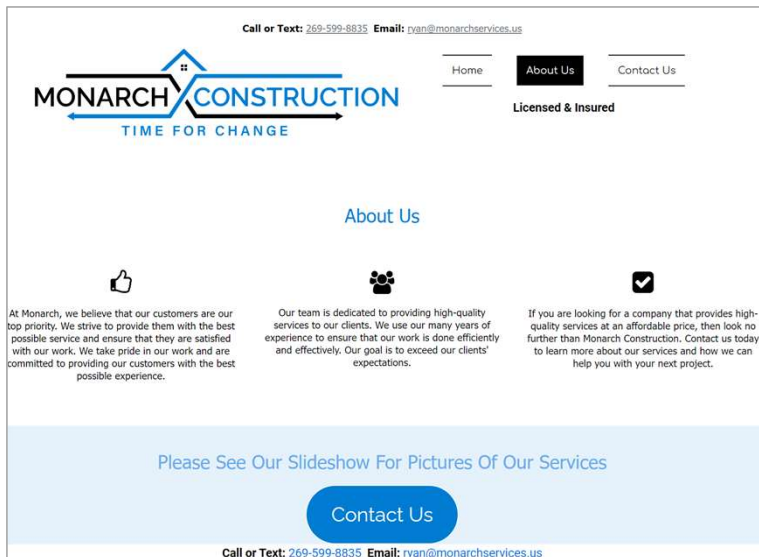
Timeline: June–December 2025

Methods: UX Audit, User Interviews, Survey, First-Click Testing, Conjoint, MaxDiff, TURF

Tools: Optimal Workshop, Google Forms, R, Excel

The Challenge

The Challenge



Business Problem

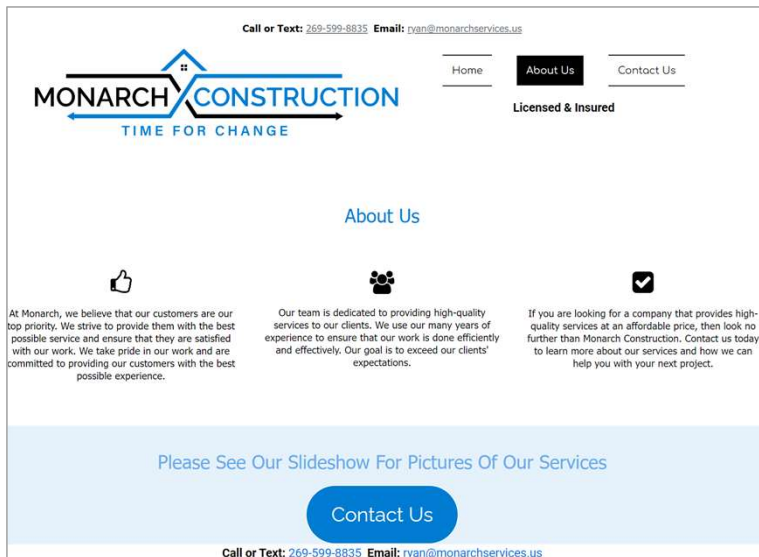
- Existing website launched in 2012 and contained only three pages.
- Site was not mobile-friendly and lacked critical company and service information.
- Limited content reduced SEO visibility and lead-generation opportunities.

User Problem

- Users struggled to find information due to excessive scrolling and limited navigation.
- Visitors lacked the information needed to evaluate trust and credibility.
- Readability issues created usability challenges, particularly on mobile devices.

The Challenge

The Challenge



Constraints

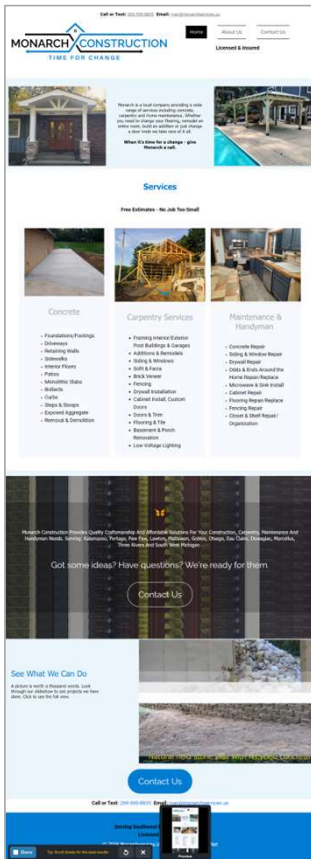
- Research findings and recommendations needed to be delivered before design work began.
- Recommendations needed to balance user needs, business goals, and available resources.
- Primary audience included homeowners aged 45–65+, including older adults and those researching renovations for aging parents.



- Understand how homeowners evaluate and select home improvement contractors.
- Identify usability, navigation, readability, trust, and content issues on the existing website.
- Determine what information users need before contacting a contractor.
- Validate the proposed navigation structure through first-click testing.
- Understand homeowner renovation needs, preferences, and decision-making behaviors.
- Identify and prioritize the services, features, and design options most valued by potential customers.
- Evaluate tradeoffs between renovation packages using Conjoint analysis.
- Determine the feature combinations with the broadest appeal using MaxDiff and TURF analysis.

Research Questions

Research Questions



- What usability issues prevented users from efficiently finding information on the existing website?
- What information do homeowners need before deciding to contact a contractor?
- How do users evaluate trust and credibility when selecting a home improvement company?
- Can users successfully locate information using the proposed navigation structure?
- Which services, features, and renovation options are most important to homeowners?
- What tradeoffs are users willing to make when selecting renovation packages?
- Do preferences differ across age groups (45–54, 55–64, 65+)?

Methods

- UX Audit
- User Interviews
- Quantitative Survey
- First-Click Testing
- MaxDiff Analysis
- Conjoint Analysis (CBC)
- TURF Analysis

Participants

Homeowners ages 45–65+ and individuals researching renovations for aging parents.

Metrics

- First-click success rate
- First-click time
- Survey responses
- Feature preference rankings
- Package preferences and tradeoffs
- TURF reach
- Qualitative themes and user feedback

Participants

- Homeowners ages 45–65+
- Multiple mixed-method studies conducted across the project

Success Rates

- First-click task success: **80–100%**

Time on Task

- First-click time: **2.64–9.82 seconds**

Other Key Numbers

- No significant differences across age groups: **$F(2,21)=0.28$, $p=0.76$**
- **78%** hired professionals due to lack of skill or time
- **66%** hired contractors through referrals or websites
- **63%** prioritized accessibility features in future renovations
- TURF analysis identified a feature combination that reached **100% of participants**

Trust Drives Contractor Selection

- Users wanted testimonials, company information, ratings, and proof of past work before contacting a contractor.
- Trust and credibility were more influential than specific services or features.

Navigation and Content Discovery Were Challenging

- Users struggled with excessive scrolling and limited navigation options.
- The lack of footer navigation made it difficult to move through the site efficiently.

Users Needed Clearer Information

- Users wanted more information about services, processes, pricing expectations, and the company itself.
- Existing content did not adequately support decision-making.

The Proposed Navigation Structure Tested Well

- First-click testing showed 80–100% task success.
- Users were generally able to locate information quickly and confidently.

Functionality Was Prioritized Over Aesthetics

- Features such as storage, lighting, accessibility, and energy efficiency consistently ranked highly.
- Preferences varied somewhat by age group, but practical functionality drove most decisions.

Success Rates

- First-click task success ranged from **80%–100%** across tested navigation tasks.

Time on Task

- Average first-click times ranged from **2.64 to 9.82 seconds**, indicating users could locate information quickly.

Survey Results

- 78% hired professionals due to lack of skill or time.
- 66% found contractors through referrals or websites.
- 63% prioritized accessibility features in future renovations.

Survey Results - Continued

- 57% reported completing only simple DIY projects themselves.

Statistical Findings

- No significant differences were found across age groups in first-click performance (**$F(2,21)=0.28$, $p=0.76$**).
- TURF analysis identified a feature combination that reached **100% of participants**.
- Conjoint and MaxDiff analysis showed strong preferences for energy-efficient appliances, smart storage, under-cabinet lighting, quartz countertops, and semi-custom cabinetry.



- Add persistent top and footer navigation to reduce excessive scrolling and improve content discovery.
- Rewrite service descriptions using homeowner-focused language that clearly explains services, benefits, and expected outcomes.
- Expand company information to increase transparency and credibility.
- Organize content around common homeowner questions and renovation needs.
- Improve readability through larger text, stronger contrast, and scannable content.
- Maintain the validated navigation structure, which demonstrated high task success during first-click testing.
- Prioritize highly valued features such as storage, lighting, accessibility, and energy-efficient options in service descriptions and marketing materials.
- Add testimonials, company background information, ratings, and project examples to strengthen trust and credibility.
- Implement analytics to measure engagement and support future content and UX improvements.



- Identified critical usability, navigation, readability, trust, and content gaps.
- Validated the proposed navigation structure through first-click testing.
- Provided data-driven recommendations based on interviews, surveys, usability findings, MaxDiff, Conjoint, and TURF analysis.
- Prioritized features, content, and service offerings most valued by homeowners.
- Delivered a research-backed roadmap to support future website, content, and marketing decisions.

Data Visuals
Contact

APPENDIX

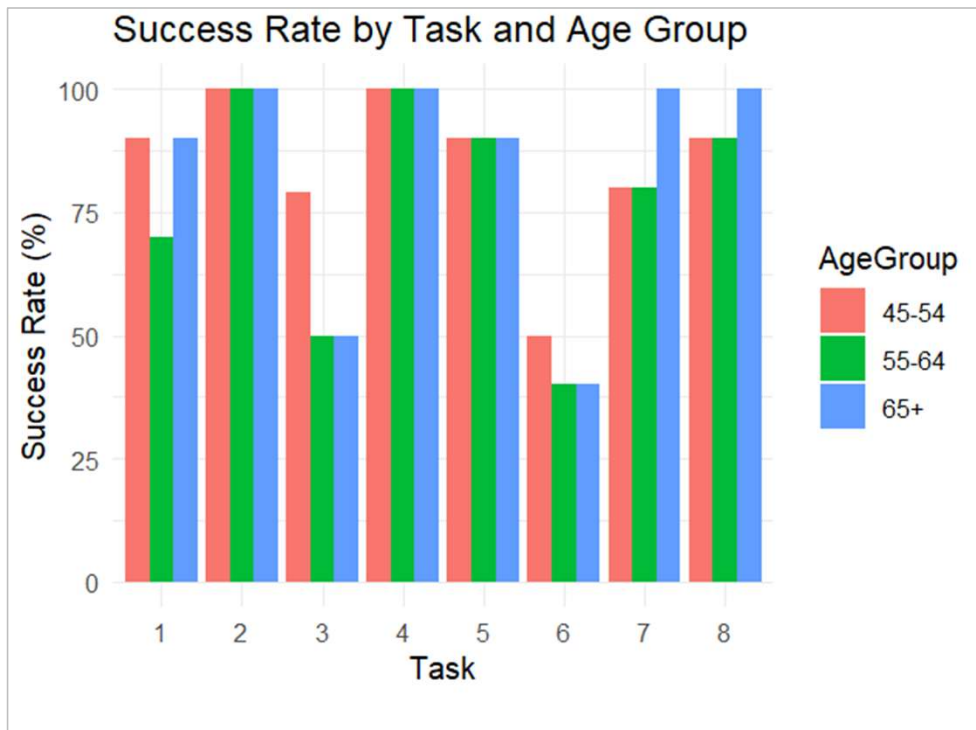


Figure 1 - Success Rate by Task and Age Group

Performance was consistent across groups, showing clear comprehension of the new navigation.

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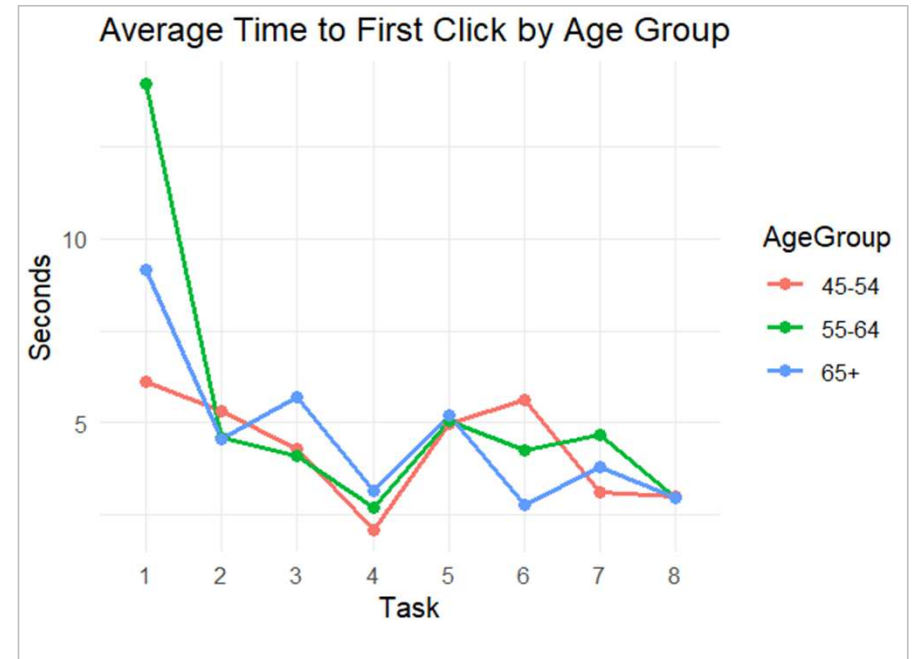


Figure 2. Average Time for First-Click by Age Group

Response times were similar across ages, indicating equal usability and clarity.

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