

Case Study: Toyota.com outperforms Chevrolet.com as a Tool for Fuel Efficient Vehicle Comparison

March 2012: Key Lime Interactive (KLI) conducted a 30 minute study with 3 basic tasks using TechSmith's Morae 3.3 software with myGaze Eye Tracking Plug-in for Morae 3.3., 10+ opportunities for improvement were identified on the websites of the Toyota Prius, Chevrolet Volt and Others.



THE SITUATION

We're witnessing constant media coverage about the rising gas prices as we move into the warmer months. Therefore, now is an excellent time for automobile retailers to leverage their websites to highlight their fuel economy as they present their products to prospective consumers.

KLI, a leader in user and consumer research, compared and contrasted the websites of two compact vehicles that were reported to be top of mind when considering a fuel efficient choice. By observing and analyzing user interaction with the Toyota.com (Prius) and Chevrolet.com (Volt), researchers were able to identify ways that these auto retailers, and others, can improve their messaging and increase conversion.

"...With the new myGaze Eye Tracking Plug-in, we can use the share live experiences, picture-in-picture, audio and scan paths remotely! Using the Morae manager to create short clips that now have eyetracking data is an effective way to help our clients visualize independent user experiences and validate some of our recommendations for the adjustment and improvement of visual elements." - Ania Rodriguez, CEO

KEY RESEARCH QUESTIONS:

- Do today's shoppers find it easy to compare a fuel efficient vehicle to the competitors in the same class?
- Which variables are critical for a quick comparison of various vehicle options?
- Do we have a list of recommendations from the mouths of our consumers to enhance these websites?

STUDY DESIGN

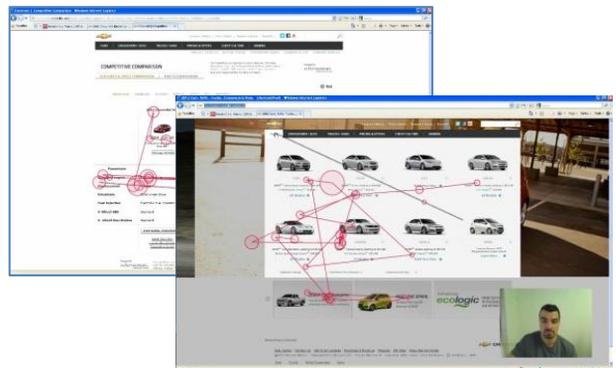
KLI evaluated the current messaging, layout, search features and capabilities presented on the respective Toyota and Chevrolet websites in a 30minute task-based in-depth interview session with eye tracking.

FEATURED TECHNOLOGY:

www.mygaze.com

www.techsmith.com/morae

Eye tracking scan paths were recorded using TechSmith's Morae Recorder with the myGaze Eye Tracking Plug-in. These paths were observed remotely via TechSmith's Observer, allowing researchers to evaluate gaze patterns, providing additional insight not otherwise revealed with traditional self-report.



IN SUMMARY, PARTICIPANTS:

- Completed a short intake survey (4 questions)
- Were asked to complete 3 tasks, on-demand:
 1. Find mileage per gallon (MPG) for Prius V on Toyota.com
 2. Find MPG for Chevy Volt on Chevrolet.com
 3. Use either website to compare vehicles and find one competitive advantage of the Volt over the Prius
- Were debriefed on their experience and provided Likert scale satisfaction ratings.

Ultimately, KLI developed and reported a clear understanding of success and pain-points on the given websites and provided a list of elements that retailers should consider when creating or improving their eCommerce properties.

User Profile: n=5, 60% Male/40%Female, Age 27-55+, 100% reported these two vehicles top of mind when screened.



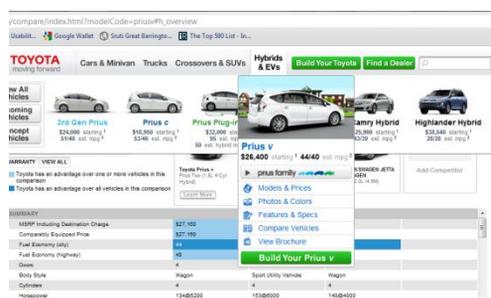
FINDINGS

The Toyota website effectively provides users with quick ways to discover the fuel efficiency and overall advantages for the Prius line, whereas most participants were unsuccessful on the Chevrolet site and experienced a high level of frustration and dissatisfaction.

Users Want access to tools that help move them move closer to making a purchase.

Researchers determined:

- The Toyota mega drop down is effective in quickly providing MPG information for vehicles.



- Chevrolet's website requires too many active steps to find answers to common questions and the reported satisfaction level is low.
- The Chevrolet website lacks clarity around MPG for the Volt
- Only 1 of 5 participants discovered and utilized the "compare vehicles" on the Chevy website, others resorted to searching through the text

rather than using the side-by-side comparison chart hidden in the website.

RECOMMENDATIONS FOR IMPROVEMENT

Plenty of opportunities for improvement exist on these two sites. A high-level view:

- Users seek accessibility. Consider the active vs. passive navigation steps required to access critical information when organizing the IA.
- Comparison charts/tabular format, etc. are easy to consume visually and from an information processing perspective. Users prefer these. However, they must be placed in obvious locations with clear messaging to direct attention to their availability.
- The basic variables that are common for comparison such as MPG, emissions, consumer ratings, price etc. should be prominently displayed.
- Engine types for fuel economic vehicles are still relatively novel. Definitions around uncommon components or parts should be clarified.
- Images are very much desired when shopping for a vehicle. Even when the overall look is not the primary decision-making factor, users prefer 3-dimensional views, perspectives of various options, etc.

Please contact KLI for a more detailed list of findings and recommendations.

WHO IS KEY LIME INTERACTIVE?

KLI is a customer experience research agency with proven excellence in both quantitative and qualitative user and consumer testing. To assist our growing client list of companies large and small improve their traditional website or mobile offering, we conduct competitive research, true intent / voice of customer studies, prototype studies, mobile research and more using quantitative methods. Additionally, we're experienced in moderating one-on-one interviews/ usability studies, focus groups, and eye-tracking studies across a variety of interfaces. Ultimately, our goal is to empower teams to use consumer/user experience data at any and all phases of product development; from strategy to implementation. We aim to provide the true perspective of target users and build exceptional consumer-driven solutions.

CONTACT US

www.keylimeinteractive.com

✉ sales@keylimeinteractive.com
☎ 305.809.0555

Headquarters:
3901 NW 79th Ave, Ste 252
Doral, FL 33166

Satellite Offices:
Brooklyn/NYC & Boston, MA

