USER EXPERIENCE TESTING REPORT: HTTPS://WWW.XXXXXXXXXXX.COM

Testing Information

Tester Name	Sofía Salamanca
Testing Date(s)	11/7/2021 – 11/21/2021
Reporting Date	11/21/2021

High-Risk (Short-Term) Action Items

Action Item (Issue)	Remediation
Lack of clarity about the type of company. Photo and headline do not imply it is an insurance website; at first seems to be a trading website instead.	Select a better photo and consider a new headline: **Welcome to Xxxxx of Xxxxxx. An association dedicated to the professional growth of all xxxxx.**
Large main photo moves to the left and is distracting.	Stop the photo from moving and reduce its size.
The website name occupies one third of the screen.	Reduce the font size for website name.
Banner constantly moving to the left and stock market information changing colors is distracting.	Remove banner and stock market information which is misleading.
Social media icons – Google+ and LinkedIn don't work.	Review the links and update if company still has those accounts or delete them.

Low-Risk (Long-Term) Design Issues

Issues	Remediation
Their social media icons are in each menu.	Move social media icons to the top right blue space on main screen, icons color should be white.
Contact Us page appears in 4 menus; it does not provide physical address or phone number.	Remove it from other menus, reduce amount of white space, and add a physical address and phone number.
The **Press Release** menu seems to be outdated with latest upload on 04/28/2015.	- Consider keeping the menu and deleting the entries. - Consider keeping the link to visit and open the news you want to read.

Issues	Remediation
There are too many menus.	• Consider revising and combining menus. Combine **Home** and **About Us** in one menu and reduce text in **Benefits** to a bulleted list with a bigger font. • Consider moving **Press Release** to **Industry Resources** and moving **E&O Prevention** from **Article Library** to **Industry Resources**.

Good Design Components

The website lacks good UX Design components. Please consider hiring an UX Website designer to improve issues detailed here.

Concerns

- This website has many issues that need to be addressed to be user friendly. First impressions are important, and the layout shows lack of clarity.
- There are many accessibility errors, run an accessibility check to get a report regarding styles, fonts, and color contrast. Update these issues plus the ones listed above, so that all users [blind, color blind and deaf] are included; disregard of this step will compromise the brand your website is trying to establish. It will hurt your reputation as a content creator, and it won't benefit your mission of helping insurance agents to learn how to deal with common and out of the ordinary problems
- The website aesthetics are pretty low; the main photo and the constant movement of the banner are the first impressions when the page opens but are distracting. Consider hiring an UX Web designer to help you with these issues.
- See below some guideline about website design:
    - **Simplicity**: Simplicity is the most crucial part of good UX design – if your website lacks simplicity [clarity] your users will not stay around long.
    - **Usability**: Simplicity and usability in UX go hand in hand but can also be opposites. Be aware that simplicity has its own rules.
    - **Visual aesthetics**: Users decide whether they like your website or not in a few milliseconds.