



JP Morgan Article Design Preference Testing

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Let's set the scene

- The Problem Space & Goal
 - The Plan
 - The Designs
 - The Testing
 - Findings & Recommendations
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The Problem Space and the Goal

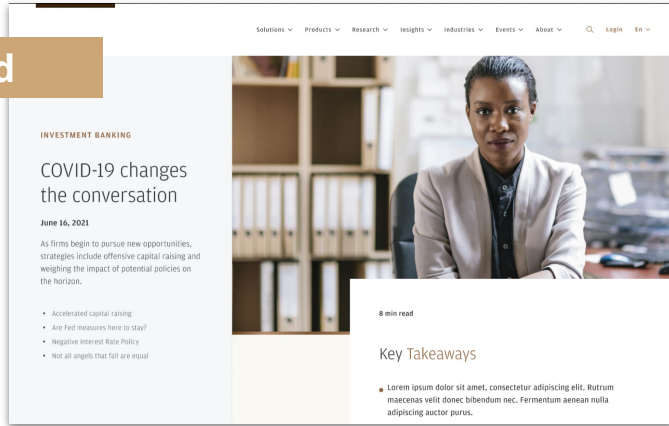
JPM is undergoing rebranding of their website, which means their article pages are up for rebranding, too. With two different design approaches available, we as a team need to determine through user research which is best for both our users and the business.

How might we provide users with an article experience that is both familiar and consistent with the new digital presence of JPM?

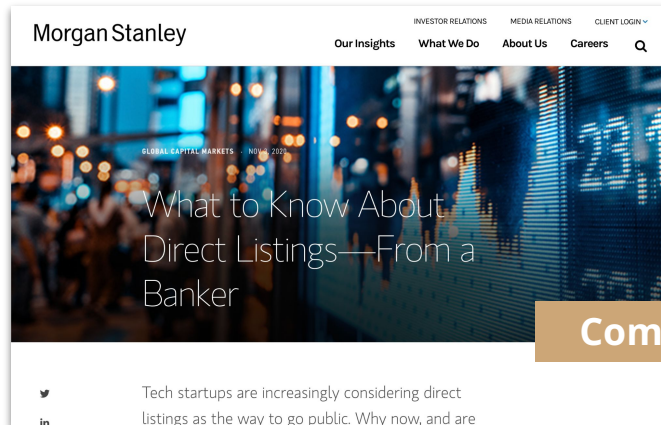
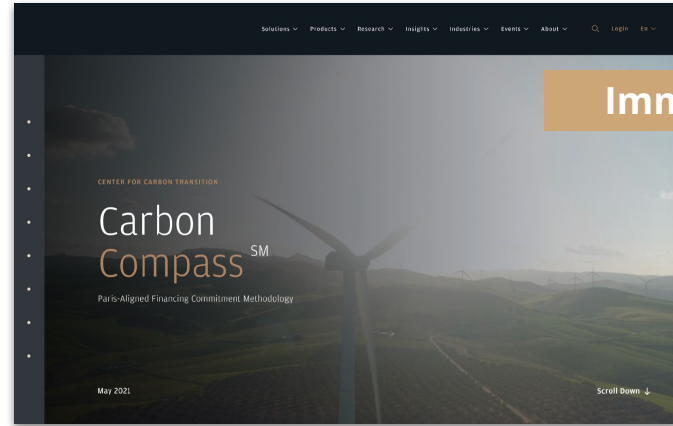
The Designs



Standard

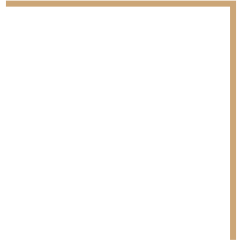


Immersive



Competitor

The Plan



The Testing Approach

1. Recruit 10 users who fit relevant user criteria.
2. Conduct moderated preference tests on the Immersive Article Page, the Standard Article Page, and one competitor article format to **gauge relative value of design compared to other ways of digesting insights online.**
3. Questions will touch on user likes, dislikes, needs, and preferences in relation to three heuristics categories and measurements: **clarity, credibility, and findability.**

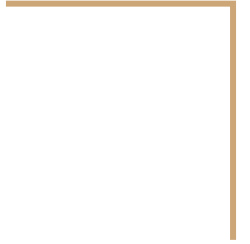
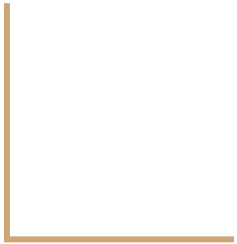


Who Are Our Users?

We conducted **10** moderated preference tests with users who are:

- **Clients or partners** with JP Morgan.
- **Executive-level** managers with accounts receivable \$300k-20mm OR a finance **director** or **manager** with accounts receivable \$20mm-\$2B+
- **Avid online financial article readers**, at least everyday or every other day.

The Testing



Review: What Are We Preference Testing?

Users were presented the **three different article page designs** and **asked to interact with them** within the constraints of the prototypes.

Users were **asked the same questions** for each design about **impressions, assumptions, expectations, and navigation comprehension.**

Our Learning Objectives

1. **What do users expect? What do they experience?**
2. Do current flows **make sense** to users?
3. Which design do users find more **valuable**?
4. Does **design impact** how a user reads or approaches an article?
5. **Are user and business goals and values aligned?**

Test Setup: Setting the Scene

Scenario

- You are going about your daily article reading on news in the finance world when you come across this article published by a major international bank.

“Task”

- Interact with it as you would any other online article.

Task and Experience Rating

- On a scale of 1-5 (1 being very difficult, 5 being very easy), how would rate this page in terms of its navigability?

1	2	3	4	5
Needs Improvements		Could Use Improvements	Little to No Improvements Needed	

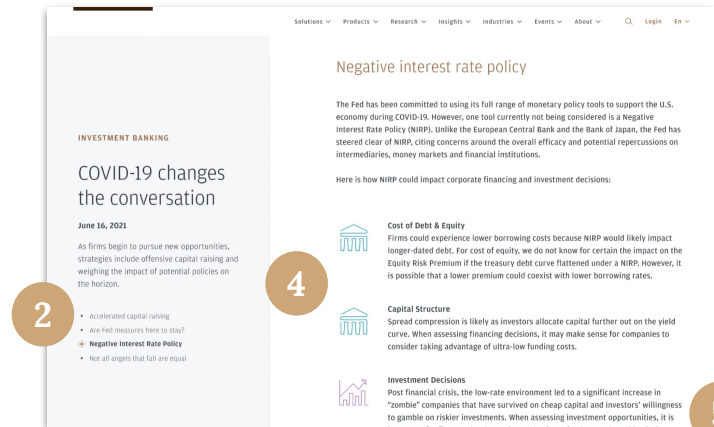
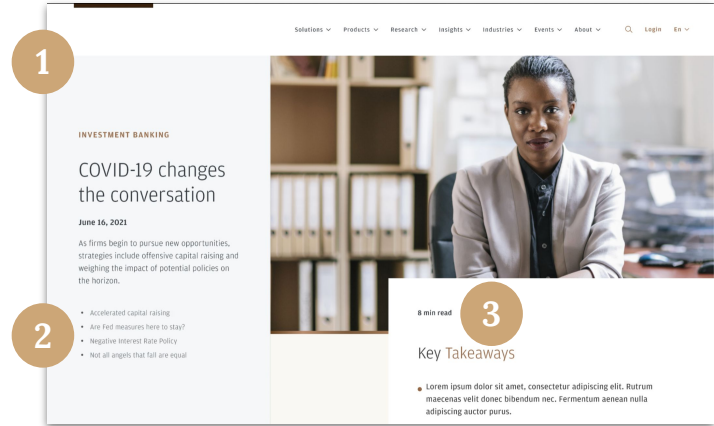


Findings and Recommendations



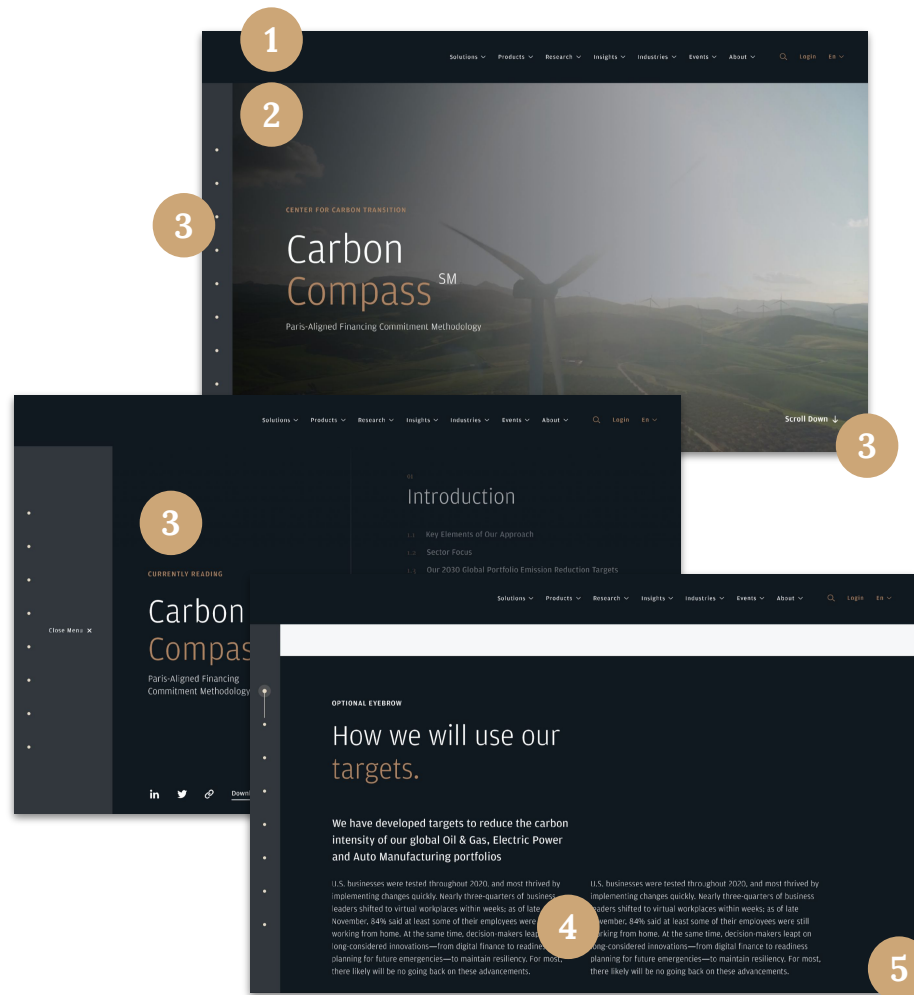
Standard

1. **8/10 users** preferred this article design over the Immersive Article.
 - a. 2/10 users preferred this design overall.
2. **7/10 users** successfully scrolled through the article and also used the clickable navigation on the left.
3. **10/10 users** enjoyed the time and subject expectations being clearly set and displayed before the start of the article.
4. **10/10 users** enjoyed the short paragraphs and icons included to break up the text.
5. **10/10 users** noted that if JPM published this article, they would trust the content.



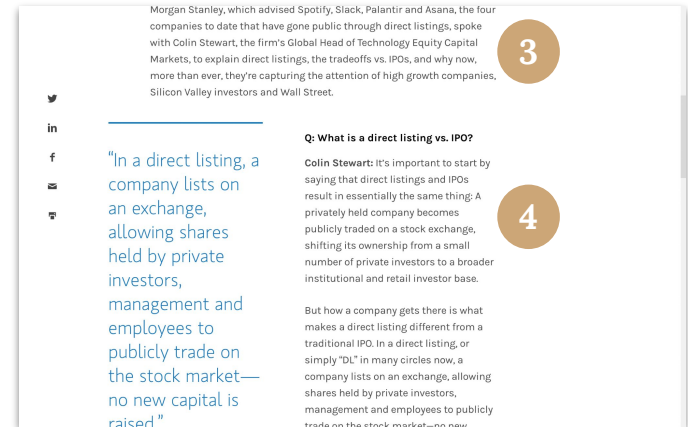
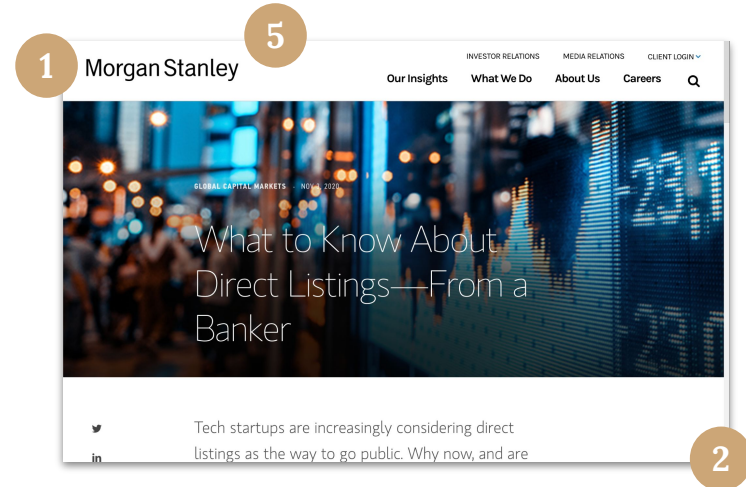
Immersive

1. **8/10 users** preferred this article design for its visual design.
 - a. 2/10 users preferred this design overall.
2. **7/10 users** did not know what this page was and what its purpose is.
3. **10/10 users** were confused and frustrated by the menu navigation and inconsistent scroll instructions.
4. **10/10 users** wanted smaller paragraphs and larger text to make it more readable and scannable.
5. **10/10 users** noted that if JPM published this article, they would trust the content.



Competitor

1. **6/10 users** preferred this article design overall.
2. **8/10 users** successfully scrolled through the article.
3. **8/10 users** found this article layout allows the content to be easier digested, read, and scanned.
4. **10/10 users** enjoyed the short paragraphs and icons included to break up the text.
5. **10/10 users** noted that since Morgan Stanley published this article, they already trust the content.



Summary

- **All users trust JP Morgan** and what their name is attached to.
- **Users prefer the more "standard" and familiar page designs** of the Standard Article Page and the Competitor over the Immersive Page.
 - Though almost all users preferred the Immersive Article in terms of visual design.
- Users want and **need more accessible text and color** so they can better read, understand, and scan the text.

Recommendations and Next Steps

- Continue with design iterations and development of the Standard Article design, bringing in elements from the Competitor Article to **align with user goals, values, and needs.**
- Conduct more competitive analysis to **align the Standard design with existing and successful best practices.**
- Bring in some of the graphic design elements of the Immersive Article design to **align with user delight** with its darker color scheme.
- **Improve contrast and text size of article content** so information is readable by all audiences.

Thank you!

