
TaylorMade

Matthew Miller



Table of Contents

Executive Summary.....	3
The Company.....	6
The Website.....	7
Reasons for Redesign.....	9
Business/Marketing Requirements.....	11
Comparative Analysis.....	13
User Personas.....	15
Interview.....	19
Survey.....	24
Card Sorting.....	36
Empathy Mapping.....	45
Bodystorming.....	46
Usability Testing.....	47



Executive Summary

Introduction and Issues

The following report examines TaylorMade's website usability to seek what changes are needed for a redesign. This report contains both business and user requirements for the site along with necessary design elements to fulfill those needs.

TaylorMade's website is filled with all things golf, including but not limited to clubs, balls, gear, and apparel. It is a website that has what a golfer is looking for, whether that be customizable clubs or balls, or the same gear that the professionals wear. While the website fills a lot of needs, there are still many things that need work. One of the most necessary changes is to have less information on each page, the pages have too much going on, making it an unpleasant experience for the user. With TaylorMade continuing to create new clubs using the newest technology, they are not putting in the same amount of effort when it comes to fixing their website and making it the best possible experience for the user. The search bar can also be improved with a minor change to make it easier for the user to find something. To help fix these issues, there were various evaluation methods used.

Evaluation Methods

The methods used to help evaluate TaylorMade's website usability were: Comparative Analysis, User Personas, User Interviews, User Surveys, Heuristic Evaluation, Card sorting, Bodystorming, Empathy Mapping, and Usability Testing Sessions.

Executive Summary

Results

Based on the results from the evaluation methods, TaylorMade's website has many good qualities and features. However, some areas could use significant improvements.

The Comparative Analysis showed that compared to other golf websites such as Titleist and Callaway, TaylorMade looks the newest, but the newest is not always the best. TaylorMade's website has too many things on one page, whereas Titleist and Callaway's websites have more images and fewer words, giving them an easy-to-understand layout. TaylorMade's search bar also posed a problem as a user needs to type out the entire word to find what they are looking for rather than being able to type a couple of letters into the search bar and be given some options to choose from.

With the Card Sorting and Usability Testing evaluation methods, more problems arose. Two card sorts were done. The first one consisted of just the types of irons that TaylorMade has, and the other consisted of all the types of clubs TaylorMade has. The results from the first card sort showed that the participants needed clarification because out of the 105 possible combinations, only 15 did not have a card placed there, showing much uncertainty among the participants. By clarifying the features of the golf irons better, the results would be more consistent, with more empty boxes and higher percentages regarding the features of a particular club. The results of the other card study were a lot more consistent. Out of the 126 possible combinations in this card study, 98 did not have a card placed there, meaning that, for the most part, participants could differentiate between the different types of golf clubs.

Executive Summary

Results

The Usability Testing evaluation showcased some more issues for the participants. For example, when it came to finding out where you can customize your wedges, not only did that take the longest, but that was also the only task that did not have a full completion rate. The participant who did not finish that task was getting too frustrated with not being able to find it, so they gave up looking for it after searching for it for over 5 minutes. The Usability Testing evaluation also showed an issue when figuring out the correct type of golf ball for a user. An example was when a participant searched for a high-spinning golf ball but did not get the proper results.

Recommendations

As a result of the issues that have been identified, it is recommended that there be changes in a redesign of TaylorMade's website. Some of these recommendations include fixing the search tab to make it easier for the user, be more specific in their explanations of products, and put less information on each page. By fixing the search bar, the user will be able to not only navigate the website faster, but also be more efficient when on the website. Being more specific in explanations of their products will make it easier for users to understand what they are looking at. Having less words on each page will make it more enjoyable for users to look at so they can focus on the products rather than the words. By improving the design features, users will have a better experience while on the website and the website will look cleaner.

The Company

TaylorMade is a golf company based in California and is focused on the golf equipment market, producing golf clubs, balls, and clothing. It originated in Illinois in 1979 by Gary Adams before being purchased by the Salomon Group in 1984, then Adidas in 2005, then to KPS Capital Partners and finally to Centroid Investment Partners in 2021. TaylorMade is currently one of the biggest golf brands in the world, sponsoring many of the top golfers in the world such as Tiger Woods, Collin Morikawa, Scottie Scheffler, and Rory McIlroy.

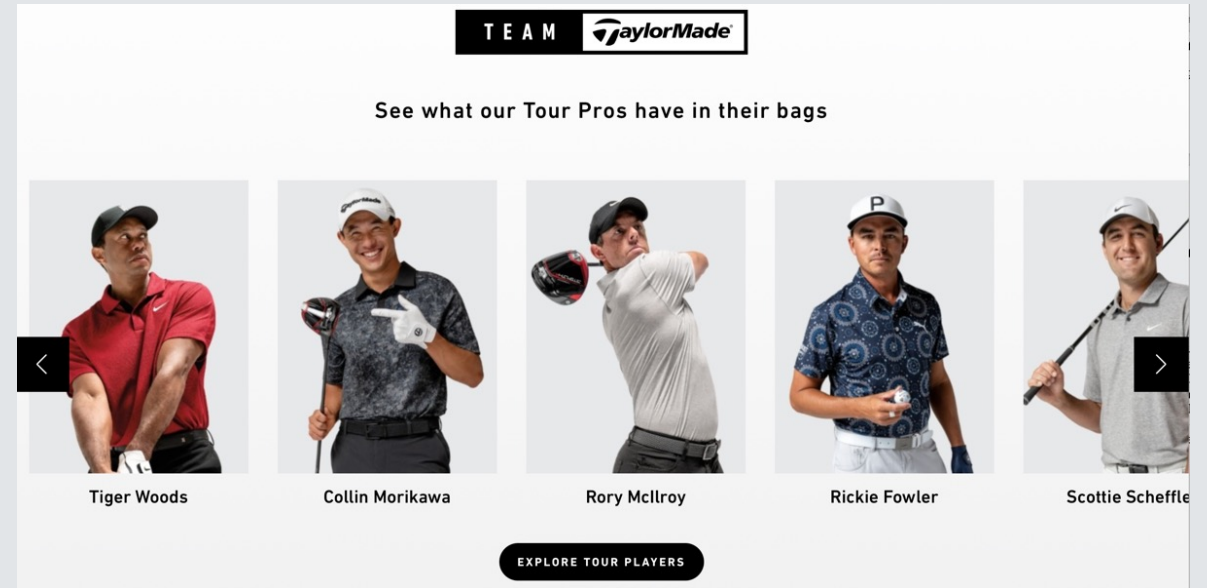
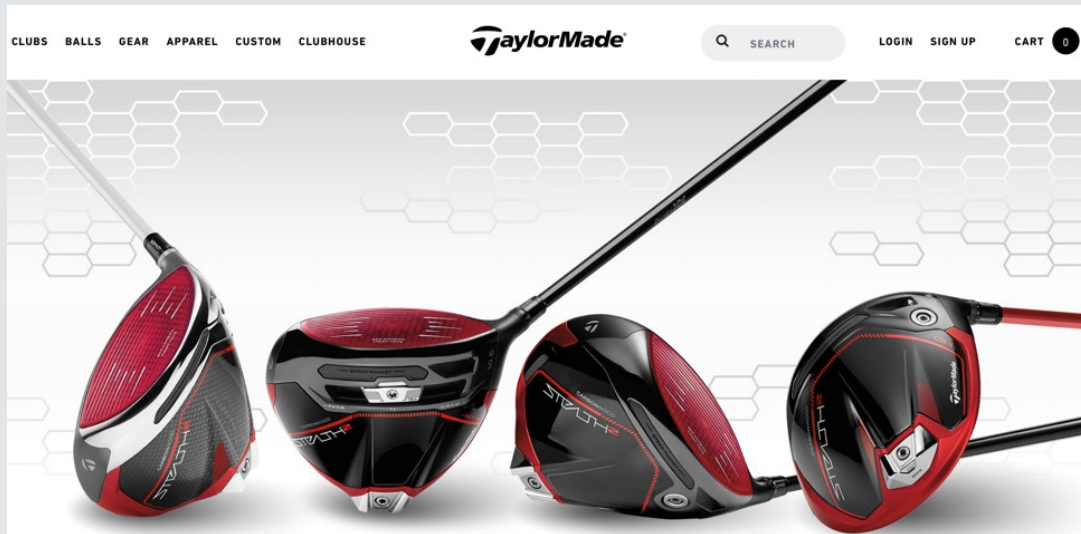


The Website

TaylorMade's website has many different options for users to click on such as clubs, balls, gear, apparel, custom, and clubhouse. Beyond that, there are many more things for users to look at when scrolling down on the homepage. It shows the different types of clubs that people can get along with showing the professional golfers associated with TaylorMade. It's website has something for anyone looking for something golf related. It is not just a one stop shop. They have customizable items, which is ideal because it allows more users to engage with their products.



The Website



MYSTEALTH 2

More Carbon.
More Forgiveness.
More Personalization.

GET INSPIRED

Reasons For Redesign

TaylorMade's website is due for a redesign for a multitude of reasons. The first reason is that there is too much going on, making it an unpleasant experience for the user. While it is great to have a lot of information about the products they provide, they should not be thrown in people's faces. With golf and technology evolving, brands need to stay up to date. TaylorMade has a new club that had a lot of technology go into making it, but the effort that went into using technology to make the club was not used when fixing the design of the website.



Reasons For Redesign

Other golf websites such as Titleist and Callaway have made their websites more user friendly than TaylorMade's. The dropdown menu has six options, with each having other things to choose from once clicked on. This is irritating for the user because they should not have to click on a bunch of things to get to where they want to go. It should be a seamless transition rather than one that brings a user from page to page. Another reason a redesign is necessary is because of the search bar. When searching for something, the user should see options after typing a couple of letters in the search bar rather than typing the entire word and not being able to even see what the user was searching for. While TaylorMade is still well-known, there is more that they can do to be the number 1 selling golf brand.

Business/Marketing Requirements

To keep pace with other golf websites, TaylorMade must meet some requirements. To start, TaylorMade has a great social media presence, and it must maintain their current level of success if they want to remain atop the food chain when it comes to all things golf. With tournaments every weekend featuring golfers represented by TaylorMade, showing highlights or their golfers or even having a livestream of one of their golfers could do wonders for the company. By showcasing their logo whenever they can, TaylorMade will be able to gain more attention compared to other golf brands, especially if one of the golfers they represent win a tournament.



Business/Marketing Requirements



Their social media channels are at the bottom of the homepage. They should be at the top so users can easily look at them rather than have to scroll all the way to the bottom. While the TaylorMade logo is showcased throughout the entire website, it could be showcased more. The logo is on the golf clubs, but it is small so some people may not see the logo entirely. There is not much text on the homepage of the website which isn't necessarily a bad thing. However, having more text would be more beneficial because it would allow users to get a little more information about the products rather than trying to decide based off an image alone.

Comparative Analysis



Some of TaylorMade's current competitors include Titleist and Callaway. These are three prominent golf companies, all providing things that all golfers look for. The sites might be similar, but they all have their differences that make them stand out compared to one another. TaylorMade currently has more decorated athletes than these other brands. However, Callaway currently has the number 1 ranked golfer in the world in Jon Rahm while Titleist has two of the most popular and likable golfers in Jordan Spieth and Justin Thomas. TaylorMade markets their athletes better than the other companies mentioned. In terms of new looks, TaylorMade looks the newest while Callaway looks the oldest. However, just because something may look newer does not mean that it will perform better. This analysis will show what TaylorMade must do to remain on top.



Core Features

	TaylorMade	Titleist	Callaway
Clubs	✓	✓	✓
Balls	✓	✓	✓
Gear	✓	✓	✓
Custom	✓		✓
Clubhouse	✓		
Sign-up/Log in	✓	✓	✓
Instruction		✓	

	TaylorMade	Titleist	Callaway
Unique Features	-Unlock your full potential.	-Join Team Titleist very user friendly	-Path to Alignment
Design Strengths	-Focuses in on specific features -Easy to navigate	-A lot of images and few words -Easy to understand layout	-Good color scheme that reflects the brand -Easy to Navigate
Design Weaknesses	-Too many things on one page	-Tries to do too much	-Basic content
Customer Type	-Lovers of the game of golf and the culture that goes with golf	-Golfers choose to use balls from this brand if they seek longer distance, consistent ball flight, and a soft feel	-Golfers choose these clubs if they want to have better controlled shots. Not always about looks of the clubs rather about how the club feels

User Personas

To get a better understanding of who would be using TaylorMade's website and benefitting from a redesign, 3 user personas were created, each representing a different potential segment of user. By creating personas, the design team gets a better understand of user behavior along with their needs which makes it easier when creating a product. The following pages will show the 3 different personas.

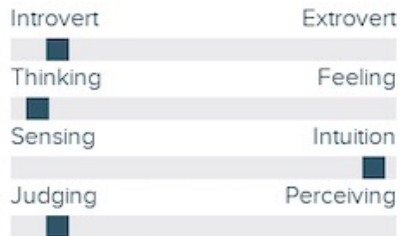




"In order to be the best you have to beat the best."

Age: 35
Work: Professional Golfer
Family: Married
Location: Jupiter, Florida

Personality



Patience Confidence Competitive

Respectful

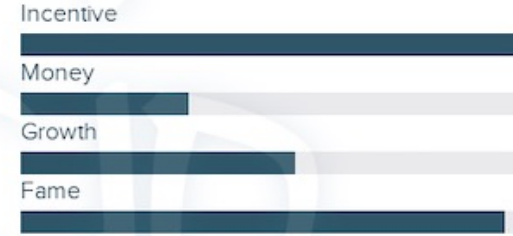
Bio

John is currently a professional golfer on the PGA Tour and is looking for a new sponsor. He started his career on the Korn Ferry Tour before being promoted to the PGA Tour. John has put so much time and effort into perfecting his golf game that he rarely has time to do anything else during the day. He used to be sponsored by Callaway but is seeking new sponsorship and is eyeing TaylorMade. TaylorMade has caught his eye because of the other professional golfers sponsored by them. Another thing that caught his eye is the great new features associated with TaylorMade's clubs and how they are promoted on their website. He is looking for clubs that will give him the best chance to win, and TaylorMade suits his needs because they can be fitted to what is best for him and will lead to prolonged success. The price of the clubs is a bit pricy, but that is not an issue for John because he has dedicated his life to becoming the number 1 ranked golfer in the world and will take whatever steps are necessary to achieve that, even if it means shelling out thousands of dollars on clubs.

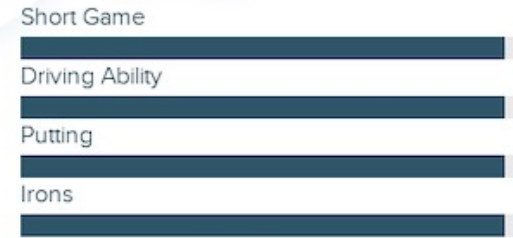
Goals

- Winning every tournament he is in.
- Becoming the number 1 ranked player in the world.
- Make a living off of golf.

Motivation



Skills



Frustrations

- Hitting a bad shot.
- Not winning tournaments/not finishing in the top 10 of a tournament.
- Feeling too much pressure to succeed.

User Personas

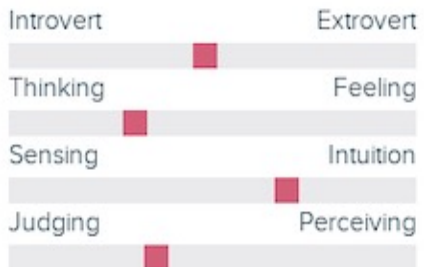




"I just want to go out and have a good time."

Age: 28
Work: Financial Advisor
Family: Single
Location: Minneapolis, Minnesota

Personality



- Relaxed
- Comfortable
- Control
- Logical

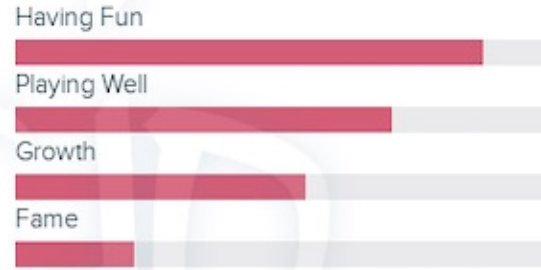
Bio

Emma is currently a financial advisor in Minneapolis, Minnesota. Due to the weather in Minnesota and her work schedule, she can only play golf on the weekends, primarily during summer. Now that Emma has more money saved up, she is looking into getting new clubs and stumbled upon TaylorMade. However, since she is only a casual golfer who golfs occasionally, she does not want to spend thousands on brand new clubs when she only plays every few weeks. She would prefer to buy an older set of TaylorMade clubs for cheaper or even a used set of TaylorMade clubs. Emma wants to use TaylorMade clubs because her friends have recommended them to her. This led to her visiting the TaylorMade website to see if it was worth the hype. Emma is looking forward to both buying and using the clubs that TaylorMade has to offer.

Goals

- Have fun when on the course.
- Play to the best of her ability.
- Make all of her putts inside 5 feet.

Motivation



Skills



Frustrations

- Missing a putt inside 5 feet.
- Not enjoying her time on the course/letting a bad shot get to her head.
- Trying to do too much.

User Personas





"I want to show off how much money I have"

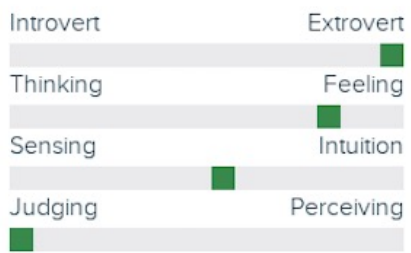
Age: 65
Work: Retired
Family: Married
Location: Manhattan, New York

- Arrogant
- Selfish
- Spoiled
- Stubborn

Bio

Ryann is a retired man who worked in the financial district. He currently lives in Manhattan, New York, and loves to golf whenever it is nice out. However, he is not the best golfer but wants to golf with his friends. Even though he is not the best golfer, he still wants the most expensive clubs to distract people from how bad he is at golf. Ryann knows that TaylorMade is one of the better golf companies in the world and creates new clubs yearly. Because he has a lot of money, he does not care how much he has to spend on new clubs, even if it is over \$5,000 for custom golf clubs, shoes, and a golf bag. Ryann would rather show off his wealth with his golf clubs, shoes, and bag rather than spend money trying to fix his game and get better. Ryann utilizes the TaylorMade website to find the most expensive clubs while also getting a personalized experience so he can get the best features and attributes with each club.

Personality



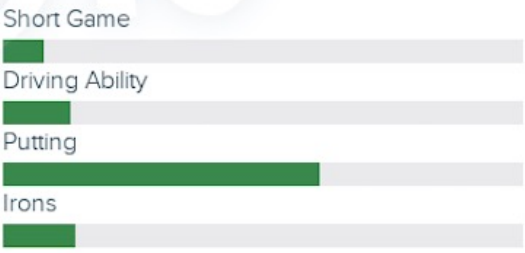
Goals

- Show off how much money he has.
- Make others feel bad
- Cheat if he must to get a better score.

Motivation



Skills



Frustrations

- Not having the most expensive clubs in the group.
- Being the worst golfer in the group.
- Playing at a cheap course.

User Personas



Interview

Research Question:

What are the main things users are looking to achieve when coming to the website and can they achieve those goals?

Introduction: Phase I

My name is Matthew Miller and I am a graduate student in Quinnipiac University's School of Communications. We appreciate you taking the time to speak with me today. We understand that you are interested in TaylorMade and have visited the website before. We will spend the next hour discussing your experience navigating the website. The questions that we ask will all be referring to TaylorMade and their website. We are hoping to learn about what improvements can be made to website to help users both reach their goals and achieve their needs. We are a neutral evaluator, and do not belong to the TaylorMade marketing or design team. Our feelings will not be hurt by what you say so please be honest. Your honesty will aid me in providing helpful information for improvements. We would like to start off by stating that none of these questions have a right or wrong answer. You are free to leave at any point. If it is ok with you, I would like to record our conversation. Doing so will make sure we are not distracted by taking notes and allows us to go back and revisit this conversation. Please stop us at anytime if you have any questions.



Interview

Warm Up: Phase II

1. How did you learn about TaylorMade?
2. What are some likes and dislikes you have regarding TaylorMade
 - 2a. What has made you feel this way?



Interview

Session Body: Phase III

3. What are you looking to get out of your golf clubs?
4. What will your goals be if you buy and use TaylorMade golf clubs?
5. Is there anything you think is missing from the website?
 - 5a. Can you be specific with your answer?
6. What were some of your goals you had when opening the website?
 - 6a. Does the website allow you to reach those goals?
 - 6b. Why or why not?
7. Do you feel like TaylorMade's website provides you with what you look for?
 - 7a. Why or why not?
8. Does the website meet your expectations?
 - 8a. Why or why not?



Interview

Cool Down: Phase IV

9. How often do you access the TaylorMade website?

10. Do you think TaylorMade's website is an accurate and good representation of the TaylorMade company?

10a. Why or why not?



Interview

Wrap Up: Phase V

Thank you so much for answering these questions so honestly and detailed. The answers you have given will help to improve the user experience within TaylorMade's website. Do you have any questions that we can answer for you? Once again, thank you so much for taking the time to speak with us today. Have an amazing day.



Survey

Along with an interview, we have created a survey that will help assist in creating the best possible user experience. We have created a 20-question survey with the questions being closed-ended. I appreciate you taking the time to take this survey today. We understand that you are interested in TaylorMade and have visited the website before. This is a short, 20 question survey that will help us evaluate what users of the TaylorMade website are looking for based on their wants and needs. This is an anonymous survey so please be honest with your answers. Once again, thank you for taking the time to take this survey. We are very appreciative of that.



Survey

1. **How old are you?** Under 18
 - a. 18-28
 - b. 28-40
 - c. 40-65
 - d. 65-80
 - e. 80+

It is important to ask this question because the different golf clubs are suited differently for different ages. This question matters in design because the younger generation may be more inclined to purchase something if they see something that stands out whereas the older generation may not have a preference whether something stands out or not when purchasing.



Survey



2. What is your gender?

- a. Male
- b. Female

It is important to ask this question because clubs are designed differently based on gender. This question matters in design because once you get into a certain section whether that's clubs or balls, you get into a more specific section of men's clubs and women's clubs.

3. How often do you golf?

- a. Every day
- b. 3-4 times a week
- c. 3-4 times a month
- d. Once every other month
- e. Once every year

It is important to ask this question because the more often you golf, the more likely you are to spend more money on clubs. This question matters in design because you can market and promote different clubs based on how often someone golfs.

Survey



4. Why do you play golf?

- a. Hobby
- b. Business
- c. Friends
- d. Trying to make it professionally
- e. Choose all that apply

This question is important because the reason you play will affect how you purchase clubs. This question matters in design because some clubs are built for different types of shots.

5. What is your average score for a full round?

- a. 71 or lower
- b. 72-80
- c. 80-90
- d. 90-100
- e. 100-110
- f. 110+

This question is important because depending on your average score, you may need different clubs than those of someone who doesn't score as well. This question matters in design because depending on how good of a golfer you are, the better clubs you will need.

Survey



6. How far do you live from the golf course you play?

- a. 0-5 miles**
- b. 5-10 miles**
- c. 10-15 miles**
- d. 15-20 miles**
- e. 25+ miles**

This question is important because the closer you live to a golf course, the more likely you are to play. This question matters in the design process because it can be marketed in a way where if you live closer to a golf course, you may be more inclined to buy more expensive clubs.

7. What time of the day do you play most often?.)

- a. 6-8 AM**
- b. 8-11 AM**
- c. 11-2 PM**
- d. 2-5 PM**
- e. 5 PM or later**

This question is important because the earlier in the day you play, the more your game will be affected by the weather due to course conditions. This question matters in the design process because depending on if you play in the morning or afternoon, you may want softer or harder feeling clubs which you can be directed towards on the website.

Survey



8. Have you purchased golf clubs before?

- a. Yes
- b. No

This question is important because if you have never purchased golf clubs before, you may not know what you are looking for. This question matters in the design process because there can be an option that leads you to different places depending on if you have ever bought clubs before or not.

9. If you have purchased golf clubs before, what did you purchase?

- a. Driver
- b. Woods
- c. Irons
- d. Wedges
- e. Putter
- f. Chose all that apply

This question is important because all these clubs perform differently, so it is important to know how each of them work. This question matters in the design process because it can lead you to a different section of the website to give you more information about that type of club.

Survey



10. What brand are you current clubs?

- a. TaylorMade
- b. Titleist
- c. Callaway
- d. Ping
- e. Mizuno
- f. Other
- g. Choose all that apply

This question is important because once you start using the clubs from one brand, you become attached and are reluctant to change. This question matters in the design process because you can highlight what makes TaylorMade Clubs so good compared to other brands.

11. . What brand golf ball do you currently play?

- a. TaylorMade
- b. Titleist
- c. Callaway
- d. Bridgestone
- e. Srixon
- f. Other
- g. Choose all that apply

This question is important because if you are playing well with a certain golf ball, you will likely not want to change. This question matters in the design process because even though you may be used to a certain ball, you may not know the features of another ball that may better suit your game

Survey



12. How important is it for you to have the nicest/most expensive clubs?

- a. Not at all important**
- b. Neutral**
- c. Somewhat important**
- d. Very important**

This question is important because if you don't need the most expensive clubs, you might be able to get clubs that will help your game improve. This question matters in the design process because not only can there be an option of how important it is for you to have expensive clubs or not, but also presents the possibility to sort clubs based on price.

13. How satisfied are you with your current clubs?

- a. Not satisfied at all**
- b. Somewhat satisfied**
- c. Neutral**
- d. Satisfied**
- e. In love with the clubs**

This question is important because if you are currently satisfied with your clubs, you will not be in the market for new ones. This question matters in the design process because there can be different options related to a full upgrade of clubs or a partial upgrade.

Survey



14. What do you look for when getting new clubs?.)
- a. Clubs that look good
 - b. Clubs that feel good
 - c. New models of clubs
 - d. Clubs that best suit your game

This question is important because sometimes people may want clubs just because of their name rather than how they perform. This question matters in the design process because there is the option to go to different areas of the site depending on what you are going for

15. How much are you willing to spend on a full set of golf clubs?
- a. Less than \$200
 - b. \$200-\$500
 - c. \$500-\$1000
 - d. \$1000-\$2000
 - e. \$2000+

This question is important because depending on how much you are willing to spend on clubs, the type of clubs you see will vary. This question matters in the design process because you can be led to different club options that fit your budget

Survey



16. What do you look for in a golf ball?

- a. Brand**
- b. Distance**
- c. Feel**
- d. Spin**
- e. Choose all that apply**

This question is important because depending on what you are looking for in a golf ball, you may want to change what you use. This question matters in the design process because the user can be directed to a certain part of the website depending on what type of ball they want to use.

17. Do you want your clubs to have a personalized feel?

- a. Yes**
- b. No**

This question is important because if you want your clubs to have a more personalized feel, they will likely cost more. This question matters in the design process because there can be a customize option where a user can customize their clubs the way they want rather than getting stuck with the default.

Survey



- 18. Are you buying for yourself or for someone else?**
- a. For myself**
 - b. For someone else**

This question is important because if you are buying for someone else, you may not know exactly what is best for them. This question matters in the design process because if you are buying for someone else, there can be a section that helps you filled with information about what type of clubs different golfers use and why.

- 19. How important is it to use the clubs that the pros use?**
- a. Not important**
 - b. No preference**
 - c. Very important**

This question is important because if you want to use the clubs that the professionals use, you may risk hurting your game if you are not as skilled. This question matters in the design process because there can be an option of showing what the exact clubs are that the professionals use.

Survey



20. If you have purchased golf clothing in the past year, what type of clothing have you purchased?.)

- a. Golf Shirts
- b. Golf Pants
- c. Sweaters
- d. Jackets/Windbreakers
- e. Fleece wear
- f. I haven't purchased golf clothes
- g. Choose all that apply

This question is important because if you purchased golf clothes within the past year, you have an idea of what you like and what you do not like. This question matters in the design process because there can be a specific page for users who have bought golf clothes within the past year and those who have not

Thank you so much for taking the time to complete this survey!

Card Sorting

This Card sorting exercise will consist of two different card sorts. Both are related to golf clubs from TaylorMade. In the first card sort, participants were asked to sort the different features of golf irons into categories. In the second card sort, participants were asked to sort different clubs into categories. I will be having 10 golfers that I know participate in this card sorting exercise. By having 10 golfers participate rather than people who don't golf, I will be able to get more accurate results. The participants will receive a link to partake in this study on [Optimalworkshop.com](https://optimalworkshop.com). Once the participants have completed the study, I will analyze both card sorts, and make comparisons between the two. Having two card sorts that are similar will allow me to focus on the specifics and what needs to change for the better.



Instructions for Participants

Good afternoon. We want to start off by saying thank you for participating in this study. These card sorting exercises that you are participating in should take no more than 15 minutes to complete once started. This is going to be a closed card sort which means that the categories have already been predetermined. In the first card sorting exercise, we are going to have you sort the different features of TaylorMade golf irons into categories. There are no right or wrong answers. In the second card sorting exercise, we are going to have you sort different golf club names into categories. Once again, there are no right or wrong answers. Once you click on the link to get to the study, you will see cards on the left-hand side of the screen with the different categories in the middle of the screen. Place the cards into the category you think it belongs to. Once you have placed all the cards into the different categories, click on the finished button and that's it. You will be doing the same thing for each study. Once finished, please send me a message so we can mark down that you have completed it since we are doing this remotely. This is a very simple card sorting exercise. Once again, we would like to thank you for your time today.

TaylorMade Golf Irons

Categories

- P770
- P790
- P7MC
- P7TW
- Stealth

Cards

- Premium Feel
- Speed Foam Air
- Intelligent Sweet Spot
- Optimal Launch
- Optimal Forgiveness
- Forged
- Low Forgiveness
- Medium Forgiveness
- High Forgiveness
- Enhanced Feel
- Low Distance
- Mid-High Backspin
- Medium Distance
- Far Distance
- Low Launch
- Mid-Low Launch
- Mid Launch
- Low Spin
- Mid-Low Spin
- Mid-Spin
- Mid Backspin

TaylorMade Golf Clubs

Categories

- Drivers
- Fairway Woods
- Hybrids
- Irons
- Wedges
- Putter

Cards

- MG3
- Hi-Toe 3
- Milled Grind 3
- P790
- P770
- P7MC
- P7MB
- P7TW
- Stealth
- Stealth 2
- Stealth 2 plus
- SIm2 Max
- MyStealth2
- Kalea Premier
- M4
- MySpider
- Spider GTX
- Spider GT
- MTYP
- MySpider Tour
- TP Hydro Blast

TaylorMade Golf Irons Results

The results matrix [?](#)

	P770	P790	P7MC	P7TW	Stealth
Premium Feel		1	6	1	2
Speed foam Air	5	2	1	2	
Intelligent Sweet Spot	2	1	2	2	3
Optimal Launch		3	3	1	3
Optimal Forgiveness		1	3	2	4
Forged	1	3	3	3	
Low Forgiveness	3	3	1	2	1
Medium Forgiveness	2	3		3	2
High Forgiveness	4		4	1	1
Low Distance	1	2	1	5	1
Medium Distance		3	2	1	4
Far Distance	3		4	1	2
Low Launch	1	3	2	3	1
Mid-Low Launch	6		1	2	1
Mid Launch	3	3	1	1	2
Low Spin	1	4	2	2	1
Mid-Low Spin	1		3	3	3
Mid Spin	6	2		1	1
Enhanced Feel	2	3		2	3
Mid Backspin		3	2		5
Mid-High Backspin	2	1	3	3	1

Popular placements matrix [?](#)

	P770	P790	P7MC	P7TW	Stealth
Mid Spin	60%	20%		10%	10%
Mid-Low Launch	60%		10%	20%	10%
Speed foam Air	50%	20%	10%	20%	
High Forgiveness	40%		40%	10%	10%
Low Forgiveness	30%	30%	10%	20%	10%
Mid Launch	30%	30%	10%	10%	20%
Low Spin	10%	40%	20%	20%	10%
Enhanced Feel	20%	30%		20%	30%
Forged	10%	30%	30%	30%	
Low Launch	10%	30%	20%	30%	10%
Medium Forgiveness	20%	30%		30%	20%
Optimal Launch		30%	30%	10%	30%
Premium Feel		10%	60%	10%	20%
Far Distance	30%		40%	10%	20%
Mid-High Backspin	20%	10%	30%	30%	10%
Mid-Low Spin	10%		30%	30%	30%
Low Distance	10%	20%	10%	50%	10%
Mid Backspin		30%	20%		50%
Medium Distance		30%	20%	10%	40%
Optimal Forgiveness		10%	30%	20%	40%
Intelligent Sweet Spot	20%	10%	20%	20%	30%

TaylorMade Golf Clubs Results

The results matrix [?](#)

	Drivers	Fairway Woods	Hybrids	Irons	Wedges	Putters
MG3					10	
Hi-Toe 3					10	
Milled Grind 3					10	
P790				10		
P770				10		
P7MC				10		
P7MB				10		
P7TW				10		
Stealth				10		
Stealth 2		3	7			
Stealth 2 plus	1	5	4			
Sim2 Max	1	4	5			
MyStealth2	10					
Kalea Premier	6	3	1			
M4	10					
MySpider						10
Spider GTX						10
Spider GT						10
MTYP						10
MySpider Tour						10
TP Hydro Blast						10

Popular placements matrix [?](#)

	Drivers	Fairway Woods	Hybrids	Irons	Wedges	Putters
M4	100%					
MyStealth2	100%					
Kalea Premier	60%	30%	10%			
Stealth 2 plus	10%	50%	40%			
Stealth 2		30%	70%			
Sim2 Max	10%	40%	50%			
P770				100%		
P790				100%		
P7MB				100%		
P7MC				100%		
P7TW				100%		
Stealth				100%		
Hi-Toe 3					100%	
MG3					100%	
Milled Grind 3					100%	
MTYP						100%
MySpider						100%
MySpider Tour						100%
Spider GT						100%
Spider GTX						100%
TP Hydro Blast						100%

Analysis of TaylorMade Golf Irons

The results of this card sort helped provide informative insights into content organization for the TaylorMade website. There were instances where some cards were commonly placed within the same category by the participants but there were more instances where the the same cards were placed in different categories depending on the participant.

From the results of this card sort, it can be concluded that the results greatly varied. Participants were unable to adequately place the cards into common categories. While this is not a fault of the participant, this shows that the TaylorMade website needs to reconfigure their site so that the next time a card sort is done, the results will be more similar and there will be a clear place for where the cards fit in relation to the categories. Upon an analysis of the popular placement's matrix, out of the 105 possible combinations, only 15 of them did not have a card placed there. This means that 85.7% of of the options have a card placed there. What this shows is that the TaylorMade Website needs to do a better job because there should be more clarity and the results of this study should have shown more consistency with the card placements.

Because of these results, I decided to do another card sort that was a little broader but still included TaylorMade Golf Irons.

Analysis of TaylorMade Golf Clubs

The results of this card sort provided valuable insight into golf club organization for the TaylorMade Website. While there were a few cards that were placed in multiple categories, for the most part the participants placed the cards in the same categories. The commonly placed cards, which can be seen in the results matrix and popular placements matrix, inform the UX designers where to find which place to find each club.

From the results of this card sort, it can be concluded that most of the information in this study, 75% of cards, have common placements. The participants in this study expected the clubs to be found in certain categories. The categories of Irons, Wedges, and Putters has 100% placement rates. There was a bit of confusion when it comes to Drivers, Fairway Woods, and Hybrids. The M4 Driver and MyStealth2 Driver had 100% placement but the Kalea Premier, Stealth 2 Plus, Stealth 2, and SIm2 Max were placed in the Driver, Fairway Woods, and Hybrids categories.

Overall, most of the content that is under each of the navigation tabs does not need to be reorganized. However, there needs to be a little more clarity in terms of a couple of the gold club options so that the results can be in sync.

Comparing the two Card Sorts

While both studies were informative, one performed considerably better than the other. The card sort with just the TaylorMade Irons yielded results that proved that the website needs to be better so that the next time a card sort like this is done, the results will be more unified. The card study involving the TaylorMade Golf clubs yielded much smoother results. What this showed was that the TaylorMade is doing a phenomenal job when it comes to the various types of Golf Clubs compared to one specific golf club.

TaylorMade can redesign some of these features on their website to make the user experience as easy as possible for the user. By making these features better to where the user will have a better understanding of each club, will make the experience more enjoyable as well since they will know where to look for what they want.

Overall, the card studies were beneficial as it will help the designers discover users' mental models, empathize with users, gain insights quickly and gather new ideas.

Empathy Maps

The goal of empathy maps is a tool someone can use to gain a deeper insight into their users. Empathy maps give designers some insight into why users act the way they do. To conduct an empathy map, create a four-quadrant diagram, with a circle in the center emphasizing that it is an analysis of a real person. The four quadrants are: what the user feels, what the user thinks, what the user says, and what the user does. One pro of an empathy map is that you gain a quick understanding of your target audience, allowing you to identify key problems to solve. Another pro of empathy maps are that they help the design team understand the motivations behind user actions by creating empathy for the customer. Empathy maps are important as they allow you to really get to know your users.

Bodystorming

The goal of bodystorming is to put yourself in the shoes of a potential user to act how they would. Bodystorming is a way for a researcher to put themselves in someone else's "body" to experience how they would navigate a website to ideate and create the best possible user experience. Bodystorming typically is done in the first stage of the design process. Acting as if the product already exists allows the design team to focus on what matters while eliminating what does not. As a result of a bodystorming session, you will learn how people act and perform, which will allow you to optimize user experience when navigating the website. One benefit of bodystorming is that it allows you to better understand the problem at hand. Another benefit is that bodystorming provides you with instant feedback, lower costs, and increases collaboration.

Usability Testing

During this usability testing method, three participants were observed using the TaylorMade Website and were asked to complete a variety of tasks. I asked them if they were ok with being recorded and if they can think out loud so the researches could understand the thought process when making decisions and look back at them.

There was both qualitative and quantitative data collected with these tests along with the factors for the participants when completing the tasks. The three participants were all tested in person, with none of them having ever used the TaylorMade website. They have previously used the Titleist and Callaway websites, so they have experience with golf websites, but each site is different.



Usability Testing

The following script was used while conducting the usability tests:

“Hi _____. My name is _____ and I will be assisting you with your session today. Before we begin, I just wanted to say thank you for agreeing to participate.

We have some information for you before we get into things. We want to make sure that I have everything covered before we start.

You most likely already have an idea of why you are here, but I would like to briefly go over it again. We are asking people to try using a website that we are working on so we can see whether it is working as intended. As you probably know, we are conducting these studies to learn more about the needs of users on the current TaylorMade website along with how it can be improved in a redesign. This session should take no longer than an hour to complete.

While we will be monitoring you using the site, we are not monitoring you, only the site. Please be aware that there are no right or wrong answers. If there is any confusion or you have any issues during this, please express your concerns so we can improve the website's usability. Having said that, I would appreciate it if you could speak out loud throughout the study so we can understand your thought process. Please be honest with your thoughts, we will not feel bad if you see something negative which is why we need your honest opinions.

As we go along, please let me know if you have any questions. I may not be able to answer them immediately as we want to see how people do when they do not have someone there to help them. But if at the end you still have questions, I will try to answer them then. If you need to take a break at any time, please let me know.

This session is going to be recorded both visually and audibly. However, only your computer screen will be seen, not your face, and your identity will be kept anonymous, and we will change your name when talking about results. We have asked to record the session so we can look back at them when making changes along with having it saved for other members of our team who were not present today. If you are ok with this, I would like to ask you to fill out the consent form below and return it to me once finished.”

Recording Consent Form

Thank you for partaking in our usability study. We are conducting this study so we can gather information regarding how to improve TaylorMade's website.

We are asking for your consent to be recorded so we get look back at your experience for comments to better our site.

Please read the below, sign the date, print, and sign your name to agree.

I understand that my usability test session will be monitored and recorded. I understand the purpose of this recording is for internal use for only TaylorMade. I understand that my recording will not be shared beyond its intended use. I understand my identity will be kept anonymous.

I agree with the above and provide my consent:

Date_____

Print Name_____

Signature_____



Participants

Participant 1: “Alex” 25-year-old male

“Alex” is a sales representative for a major company. He does not often use technology other than making calls and closing deals. He spends about 5-10 hours per week on the internet outside of work. He has a lot of knowledge regarding navigating a computer. He lives in Florida and golfs every weekend. He has briefly seen the TaylorMade website but has never tried navigating it.

Participant 2: “Joe” 45-year-old male

“Joe” is the head of IT at a software company. He is consistently on the internet for over 50 hours per week. He lives in California and golfs every other week. Because of this, he has a lot of knowledge when navigating computers. However, he has mainly used Titleist for all things golf, so he has no familiarity with the TaylorMade Website.

Participant 3: “Julia” 23-year-old female

“Julia” is a graduate student getting her MBA. She lives in Connecticut so can only golf during spring and summer. She golfs 2-3 times a month. She is very knowledgeable about computers but has never visited this site as she used Callaway for golf before this. She spends about 15-20 hours per week on the internet regarding stuff not related to her graduate program.

Usability Testing

To begin the session, The participants were asked a few introductory questions.

1. What is your occupation?
2. On average, how many hours per week do you spend online? (Non work related)
3. What do you typically access when on the web?
4. What Device/devices do you use to access the web?

After the participants finished answering the introductory questions, they were asked to complete the following five tasks :

1. You are looking to find a golf ball that has a lot of spin and goes far. Find out if TaylorMade sells this type of golf ball.
2. You are looking to see if TaylorMade has golf clubs on sale. Find out if there are any golf clubs for sale.
3. You are looking to find out what clubs are in Rory McIlroy's bag. Find out where to find what's in his bag.
4. You are looking to get a custom golf club fitting. Find out where you can get fitted for golf clubs.
5. You are looking to customize your golf wedges. Find out where you can customize them and what customizations are available.

Usability Testing

Results



Task 1 (Find out if TaylorMade sells this type of golf ball):

-Completion rate: 3 out of 3 participants

-Average completion time: 3 minutes 27 seconds.

For this task, all the participants immediately navigated to the "golf balls" tab in the navigation bar. Participants 1 and 3 tried to enter "high spinning ball" into the search bar and were not met with the results they were looking for. The search function would allow them to see the different types of golf balls but would not specify if they were high spinning balls or not. This is not the recommended way of finding out high spin golf balls. To find out which golf balls have high spin, users must navigate to each golf ball and click to get a better understanding of the features of that ball.

Usability Testing



Results

Task 2 (Find out if there are any golf clubs for sale):

-Completion rate: 3 out of 3 participants

-Average completion time: 7 seconds

For this task, all the participants immediately navigated to the search bar on the homepage and typed in “Golf clubs for sale”. They were then brought to a page that not only had golf clubs for sale, but also other apparel as well.

Usability Testing



Results

Task 3 (Find out what is in Rory McIlroy's bag):

-Completion rate: 3 out of 3 participants

-Average completion time: 57 seconds.

For this task, Participant 2 looked up Rory McIlroy's name in the search bar and was immediately brought to what was in his golf bag. Participants 1 and 3 took a longer approach, clicking the different tabs at the top of the homepage to get to a certain section of the website that would allow them to click on another section which then required them to click on something else to see what was in Rory McIlroy's golf bag. To find out what is in Rory McIlroy's bag, participants 1 and 3 had to click on many tabs opposed to being able to easily find out what was in his bag like Participant 2.

Usability Testing



Results

Task 4 (Find where you can get fitted for golf clubs):

-Completion rate: 3 out of 3 participants

-Average completion time: 15 seconds.

For this task, participants 1 and 3 scrolled over the navigation tabs and found a fittings tab after scrolling over the custom tab. Participant 2 searched fitting into the search bar and was met with the same results that Participants 1 and 3 were met with.

Usability Testing



Results

Task 5 (Find out where you can customize your wedges and what customizations are available):

- Completion rate: 2 out of 3 participants
- Average completion time: 4 minutes 12 seconds.

For this task, Participant 2 went to the search bar and typed in custom wedges but was met with a page that read, “Sorry. For technical reasons, your request could not be handled properly at this time. We apologize for any inconvenience.” Participant 2 then clicked on the custom tab and tried to add customizations to the club but was only able to personalize the club. Participant 2 then stopped participating in this task as they were getting too mad. Participants 1 and 3 scrolled over the tabs on the homepage but never clicked on them, so they weren’t brought to a different page like participant 2. Once scrolling over the tabs, they saw a personalized tab, so they clicked on that and were able to find where to customize your wedges and what customizations were available.

Usability Testing

The comments from the participants tended to be quite similar. The participants commented on the color scheme of the site, saying while at some points it has too much color, the color isn't too overwhelming to be the focal point of the page which still allows users to focus on the task at hand without getting distracted by the color. At some points the participants felt that there was too much information on the page, so they were not sure what they wanted to look at and were supposed to look at when clicking on the specific page. The participants also felt that for the most part, the site was very user friendly, with new pages loading quickly.

Based on the participants comments and how they performed the tasks, I ranked each task from easiest to hardest using a scale from 1 to 5 with 1 being the easiest and 5 being the hardest.

Task 1: Find out if TaylorMade sells this type of ball. **Rank: 4**

Task 2: Find out if there are any golf clubs for sale. **Rank: 1**

Task 3: Find out what is in Rory McIlroy's bag. **Rank: 3**

Task 4: Find where you can get fitted for golf clubs. **Rank: 2**

Task 5: Find where you can customize your wedges and what customizations are available. **Rank: 5**

Based on these results, there needs to be some changes to make the user experience better. However, when making these changes, it is pivotal to start at the harder tasks since those will most likely take the most time to fix.

Usability Testing

Recommendations

- It is recommended that there should be another tab under the golf balls tab titled “High Spin Balls”. They already have a tab for distance golf balls so it would only make sense to have a tab for high spin golf balls as well.
- It is recommended that if the user searches golf clubs for sale, they should only be met with results for golf clubs, not other apparel because then it gets rid of the purpose of specifically searching for something.
- It is recommended that there should be a “Golfers” tab on the homepage which allows users to see which golfers are sponsored by TaylorMade, thus bringing them to see what the pros carry in their golf bags.
- It is recommended that fittings be included in the main headings rather than the sub-headings.
- It is recommended that if someone searches custom wedges into the search bar, they should be able to see results for custom wedges, not be met with results that say your request cannot be handled.