

Royal Cyber's Assessment of United Farmers of Alberta's Website



Client Information

The United Farmers of Alberta's (UFA) primary role is of an agricultural supply cooperative headquartered in Calgary, Alberta. It operates farm and ranch supply stores, and fuel stations in British Columbia, Alberta and Saskatchewan.

Scope of Assessment

UFA requested a full assessment of their eCommerce site, but specifically requested us to focus on:



Our Approach

We undertook a two-week assessment of the UFA website and looked at it through three separate, but mutually supporting lenses.



Functionality

- Functional Checklist – Do you have it?
- Capability Competence – Is it fit for purpose?
- Best of Breed Recommendation – How to improve it?



Technology

- Performance – Fast enough to compete?
- Search – Find or Flight?
- Architecture – Right pieces, right fit?



UX/UI

- Heuristic Evaluation – How is your UX?
- Competitive Analysis – Do you stack up?
- Frontend Diagnosis – Fast or frustrating?

Deliverables

Report

We presented our findings from the Functionality, Technology and UX/UI Assessments in a consolidated report. For each finding, we provided a prioritized recommendation, which included:

- Rationalize the Navigation
- Improve Product Ratings
- Enhance Product Imagery
- Recommendations on Site Performance
- Introduce Personalization Features
- Improve Search Behaviour
- Introduce Product Comparisons
- Changes to Improve CXA Concerns

Interactive Prototype

We created a prototype that illustrated our re-design recommendations and incorporated the important functional recommendations.

