

# Ariens & Gravely store locator UX review

The purpose of this document is to assess the current website designs of Ariens Company's two store locators—one for finding Ariens snowblower stores ([ariensstore.com/locator](http://ariensstore.com/locator)) and one for finding Gravely lawn mower stores ([gravelymower.com/locator](http://gravelymower.com/locator)).

Doejo performs UX reviews by assessing the business goals of the client and the needs of users, and then dividing recommendations into three areas of product design:

- Utility
- Usability
- Aesthetics

Although not strictly related to the design of the store locators, we reviewed the competitors' websites, and the engineering of the locators, which can impact UX. Within each area, problem-solution recommendations and considerations are given.

## **Goals**

### **Ariens Company**

To enable the purchase or renting of an Ariens snowblower or Gravely lawn mower by improving a store locator website design.

### **Customers**

To maintain their property by finding a nearby store at which to purchase or rent an Ariens snowblower or Gravely lawn mower.

## Utility

Doejo conducts basic design research for all UX projects to understand what website users desire, their mindset, and preconceptions they might have. Although we did not speak directly to store customers, Doejo spoke to two business owners of Ariens/Gravely dealerships.

Frank Graben, business owner  
Hi-Way Tractor & Equipment  
9820 Southwest Hwy, Oak Lawn, IL 60453  
(708) 422-0037

Ralph Tenzea, business owner  
Carol Stream Lawn & Power  
1370 W Army Trail Rd, Carol Stream, IL 60188  
(630) 483-0888

Some overall insights we discovered:


- Customers ask for a “general snowblower”
- Customers ask “what’s the cheapest one you got?”

Customers might be better served with a “what snowblower do I need?” website quiz with questions asking location, snow frequency, lot size, lot surface, etc.

Specific to the store locators, we discovered:

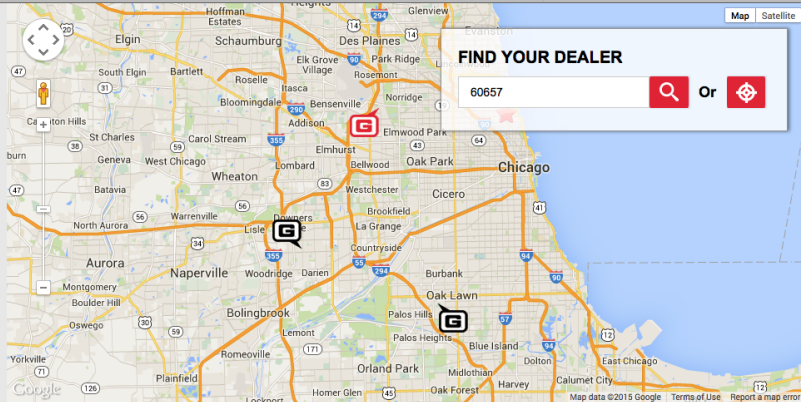
- Locators lack display of business hours
- Locators lack display of delivery and/or pickup options

Store locator



Region (United States)  
Parts Support


Zero Turn
Stand On
Walk Behind
Chore/Finishers
UTV
More




**FIND YOUR DEALER**

Or
📍


**KEY**

 Gravely Dealer with Online Pricing

 Gravely Dealer

**FILTER RESULTS**

- All Dealers
- Lawn
- Atlas
- Service + Parts



**RUSSO POWER EQUIPMENT**


9525 IRVING PARK RD  
SCHILLER PARK, IL 60176

Phone: 847-678-9525

12.8 mi.

- Lawn
- Atlas
- Service + Parts

Get Directions
View Website



**HI-WAY TRACTOR & EQUIPMENT**


9820 SOUTHWEST HWY  
OAK LAWN, IL 60453

Phone: 708-422-0037  
www.hiwaytractor.com

15.5 mi.

- Lawn
- Atlas
- Service + Parts

Get Directions



**E.S.A. SMALL ENGINE**


720 W 63RD ST  
WESTMONT, IL 60559

Phone: 630-769-0660

22.8 mi.

- Lawn
- Atlas
- Service + Parts

Get Directions



**HALLORAN POWER EQUIPMENT, INC**


2159 N RAND RD  
PALATINE, IL 60074

Phone: 847-705-1984

26.2 mi.

- Lawn
- Atlas
- Service + Parts

Get Directions
View Website



**ALL SEASONS POWER EQUIPMENT**

1474 JOLIET ST  
DYER, IN 46311

Phone: 219-322-0700

28.7 mi.

- Lawn
- Atlas
- Service + Parts

Get Directions
View Website


[MORE RESULTS >](#)

Zero Turn Mowers  
Stand On Mowers  
Out Front Mowers  
Walk Behind Mowers

Chore / Finishers  
UTV

Support  
Product Registration  
Manuals  
Recall Information

Contact Us  
Privacy  
Legal  
Site Map



An Ariens Company Brand

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## Usability

The following are recommendations and considerations for design improvement. *Recommendations* are highly suggested based on widespread convention, and *considerations* are mildly suggested and should be based on success in A/B tests.

### Recommendations

- **Problem**  
Store locator is hidden behind link  
**Solution**  
Include store locator search input itself on homepage
- **Problem**  
Map zooms in and out based on mousewheel/trackpad swipe when intent is to often scroll down the page  
**Solution**  
Prevent zooming with Google Maps JavaScript API customization
- **Problem**  
Map does not display error message for a location with no results  
**Solution**  
Create a “no results found” message
- **Problem**  
Depending on the location of a marker, the marker’s info window might pop up “under” the search input, obscuring the information  
**Solution**  
Place the the search input in an alternative location, possibly in the header
- **Problem**  
The back button does not go to the previous page after performing a search  
**Solution**  
Use the HTML5 history API to re-enable use of the back button
- **Problem**  
Search facets (also known as “filters”) are radio buttons, which exclude the combination of more customized searches  
**Solution**  
Use checkboxes instead of radio buttons to allow more customizable searches, and use JavaScript to uncheck all categories when “All” is checked

The mobile-optimized experience could also improve:

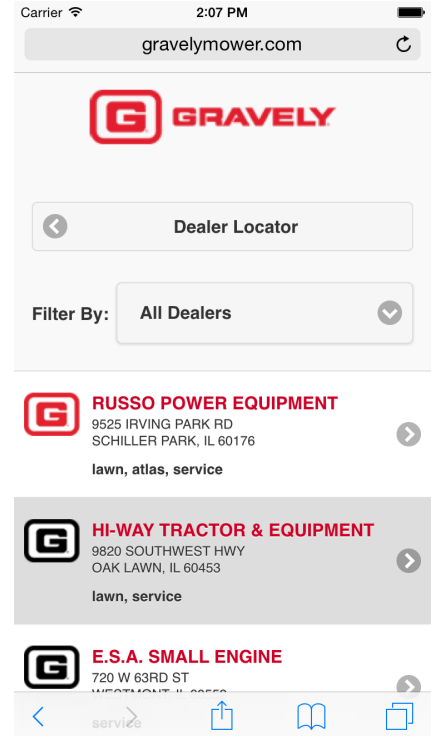
- **Problem**  
 “Dealer locator” back button exists despite browsers having built-in back buttons

**Solution**  
 Consider removing the “Dealer locator” back button
- **Problem**  
 Dealer result does not display distance to dealer location, as the desktop version does

**Solution**  
 Consider displaying the distance, especially because users are likely moving while using a mobile device
- **Problem**  
 Design does not show the color key of marker locations, i.e. the difference between red markers and black markers

**Solution**  
 Consider displaying the key, similar to the desktop version
- **Problem**  
 Dealer panes suddenly show or hide on tap

**Solution**  
 Consider an animation to indicate the details of a dealer are being revealed



**Considerations**

- **Problem**  
 The store locator’s default view shows only the search input

**Solution**  
 Bearing in mind that the number of dealers is not overwhelming, consider showing a national or worldview of all locations
- **Problem**  
 The “you are here” star icon lacks the animation convention that is quickly becoming standard on Google and Apple maps

**Solution**  
 Consider a simplified glowing marker for the “you are here” icon
- **Problem**  
 Search input lacks a radius input for more advanced searches

**Solution**  
 Although not required by any means, consider testing a radius input

- **Problem**  
Users lack additional business information that could be relevant  
**Solution**  
Consider adding a Google Place or Yelp business URL to each dealer
- **Problem**  
Navigating to results on the next few pages is only available by clicking on “more results” link  
**Solution**  
Consider paginated results, “view all” results, or making “view all” the default view
- **Problem**  
Scrolling up and down to understand which map marker corresponds to which dealer can be difficult  
**Solution**  
Consider a two-column view of location-map that websites like Foursquare, Pinterest, and Yelp have adopted, that also allow location and map to be seen at the same time; also consider hovering over map markers to highlight the corresponding dealer in the results
- **Problem**  
The only way to start the buying or renting process is to call a dealer  
**Solution**  
Consider adding a store email address to each dealer
- **Problem**  
After deciding on a dealer, the only way to remember the dealer’s location details is by printing the result on paper  
**Solution**  
Consider a “SMS me” or “Email me” a favored dealer’s location details
- **Problem**  
Store locators redirect to “/locator” which might cause confusion  
**Solution**  
Consider integrating the store locators into the main websites
- **Problem:** Crazy Egg is installed on the main websites of Ariens (ariens.com) and Gravely (gravely.com), but *not* installed on the store locator websites of Ariens (ariensstore.com) and Gravely (gravelymower.com)  
**Solution:** Install Crazy Egg on the store locator websites to start measuring how people are clicking on the website for a visual heatmap

## Aesthetics

- **Problem**

Store locators lack high-resolution graphics appropriate for Retina or other high-resolution displays

- **Solution**

Consider using SVG or high-resolution bitmap graphics for logos, icons, and other images

- **Problem**

Map displays the default colors of the default Google map

- **Solution**

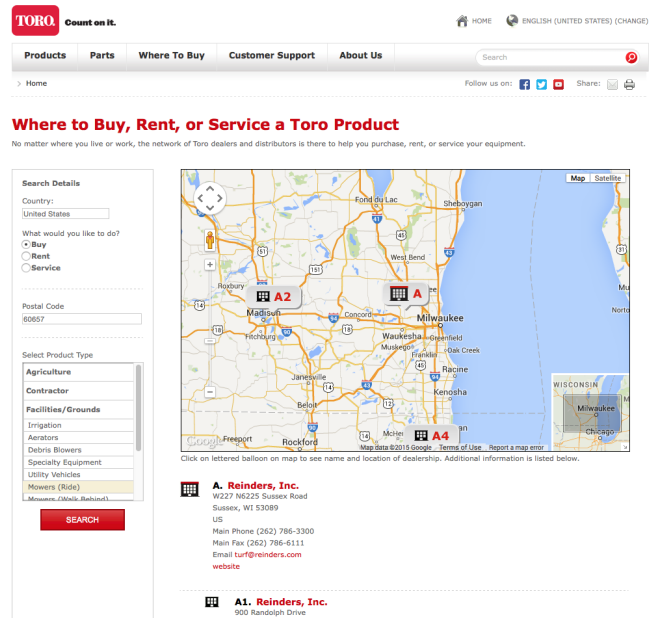
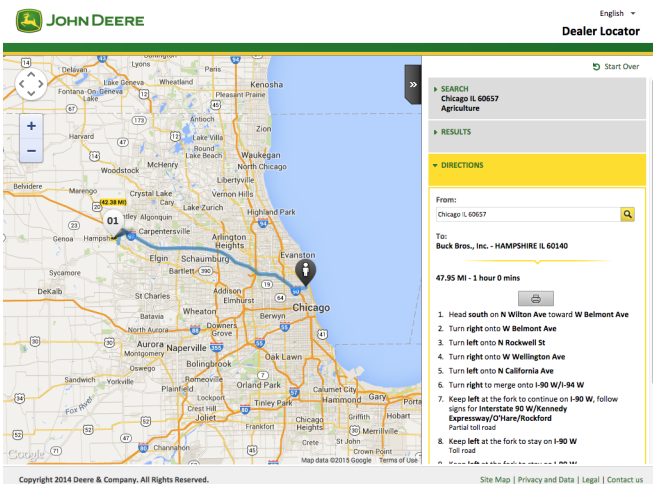
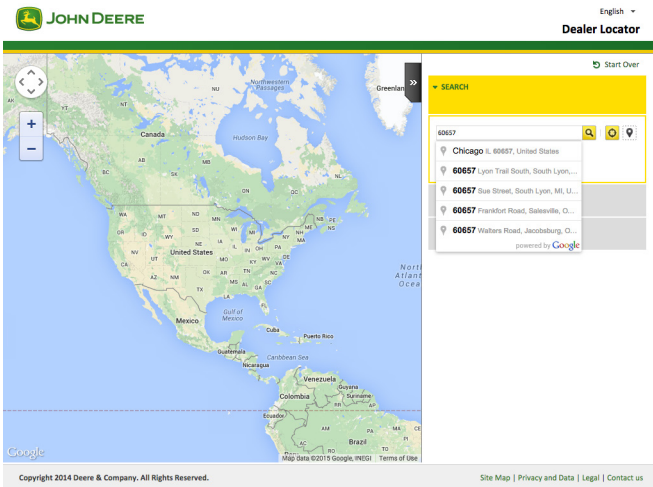
Consider lightly customizing the map to possibly match the brand of Ariens or Gravely



## Competitors

Doejo conducted a basic review of the store locators of possible competitors **John Deere** and **Toro**. Although they were similar, some insights we uncovered for consideration for testing with users:

- John Deere enables autocomplete for possible addresses, instead of a simple search input
- John Deere displays driving directions directly in the map, instead of redirecting the user to Google Maps
- Toro displayed “buy/rent/service” search facets
- Toro displayed the email addresses of business owners



## Engineering

Doejo conducted a basic engineering test of the store locators. Although not strictly design-related, website performance can dramatically influence user experience. Basic tests were conducted with Google PageSpeed Insights and Web Page Performance Test.

Page load times were 2.8 seconds on first view and 2.1 seconds on subsequent views. To speed the delivery and display of the store locators, consider the suggestions:

- Reduce file-size of images by compressing and removing metadata
- Use a Content Delivery Network (CDN) to speed downloading of assets via physically closer server centers
- Set expiration headers on images to facilitate better browser caching
- Move JavaScript (including Google Maps JavaScript) to the bottom to prevent blocking of concurrent asset downloading
- Some stray CSS and JavaScript files were not minified

Full results for Web Page Performance Test:

[http://www.webpagetest.org/result/150215\\_NP\\_T3E/](http://www.webpagetest.org/result/150215_NP_T3E/)

Full results for Google PageSpeed Insights:

<https://developers.google.com/speed/pagespeed/insights/?url=http%3A%2F%2Fgravelymower.com%2Flocator&tab=desktop>

## Analytics

Doejo reviewed the Google Analytics profiles:

- Ariens.com + AriensStore.com
- Gravely.com + GravelyMower.com

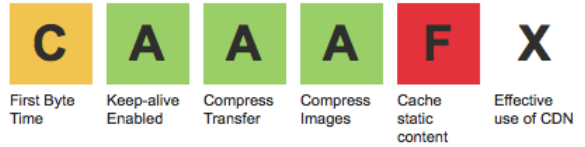
No particular insights stood out with respect to analytics, but the user flow funneling have been included for completeness' sake.

## Web Page Performance Test results

### Web Page Performance Test for [gravelymower.com/locator](http://gravelymower.com/locator)

From: Dulles, VA - Chrome - Cable  
February 15, 2015 at 4:13:38 p.m. CST

[Need help improving?](#)



**Summary** | Details | Performance Review | Content Breakdown | Domains | Screen Shot

Tester: IE8102-192.168.101.82

[Re-run the test](#)

[Raw page data](#) - [Raw object data](#)  
[Export HTTP Archive \(.har\)](#)  
[See in ShowSlow](#)  
[View Test Log](#)

	Load Time	First Byte	Start Render	DOM Elements	Document Complete			Fully Loaded		
					Time	Requests	Bytes In	Time	Requests	Bytes In
First View	2.144s	0.413s	1.192s	395	2.144s	29	380 KB	2.832s	58	410 KB
Repeat View	1.064s	0.215s	0.693s	395	1.064s	6	10 KB	2.068s	28	37 KB

	Waterfall	Screen Shot
First View (2.144s)		
Repeat View (1.064s)		
Content Breakdown	<p><b>Requests</b></p> <ul style="list-style-type: none"> <li>html</li> <li>js</li> <li>css</li> <li>image</li> <li>other</li> </ul>	<p><b>Bytes</b></p> <ul style="list-style-type: none"> <li>html</li> <li>js</li> <li>css</li> <li>image</li> <li>other</li> </ul>

## Google PageSpeed Insights — desktop

Google Developers

Products > PageSpeed Insights

### PageSpeed Insights 8+1

http://gravelymower.com/locator ANALYZE

Mobile Desktop

#### 78 / 100 Suggestions Summary

**Should Fix:**

- Eliminate render-blocking JavaScript and CSS in above-the-fold content  
[Show how to fix](#)
- Leverage browser caching  
[Show how to fix](#)


**Consider Fixing:**

- Optimize images  
[Show how to fix](#)
- Minify CSS  
[Show how to fix](#)
- Minify HTML  
[Show how to fix](#)

**5 Passed Rules**  
[Show details](#)

\*The results are cached for 30s. If you have made changes to your page, please wait for 30s before re-running the test.

## Google PageSpeed Insights — mobile



Products > PageSpeed Insights

### PageSpeed Insights 8+1

http://gravelymower.com/locator ANALYZE

**Mobile** Desktop

#### 56 / 100 Speed

**Should Fix:**

- Eliminate render-blocking JavaScript and CSS in above-the-fold content  
[Show how to fix](#)
- Leverage browser caching  
[Show how to fix](#)

**Consider Fixing:**

- Prioritize visible content  
[Show how to fix](#)

**7 Passed Rules**  
[Show details](#)

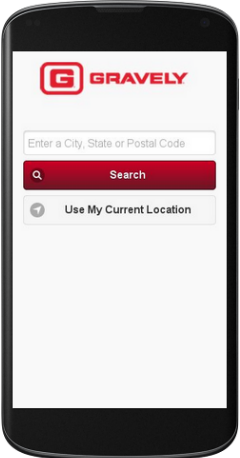
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#### 100 / 100 User Experience

**Congratulations! No issues found.**

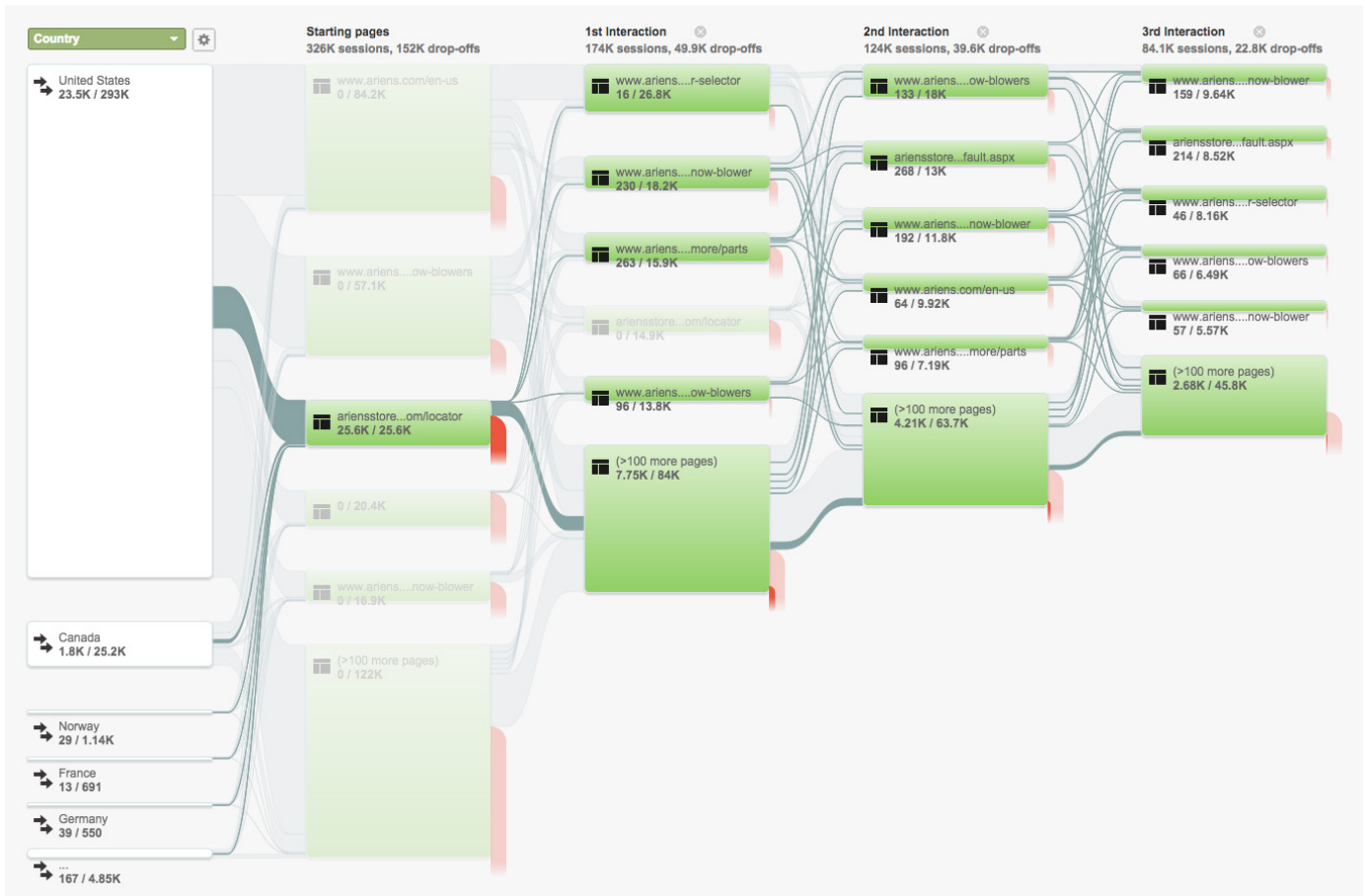
- Avoid plugins**  
Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of [avoiding plugins](#).
- Configure the viewport**  
Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about [configuring viewports](#).
- Size content to viewport**  
The contents of your page fit within the viewport. Learn more about [sizing content to the viewport](#).
- Size tap targets appropriately**  
All of your page's links/buttons are large enough for a user to easily tap on a touchscreen. Learn more about [sizing tap targets appropriately](#).
- Use legible font sizes**  
The text on your page is legible. Learn more about [using legible font sizes](#).

\*The results are cached for 30s. If you have made changes to your page, please wait for 30s before re-running the test.



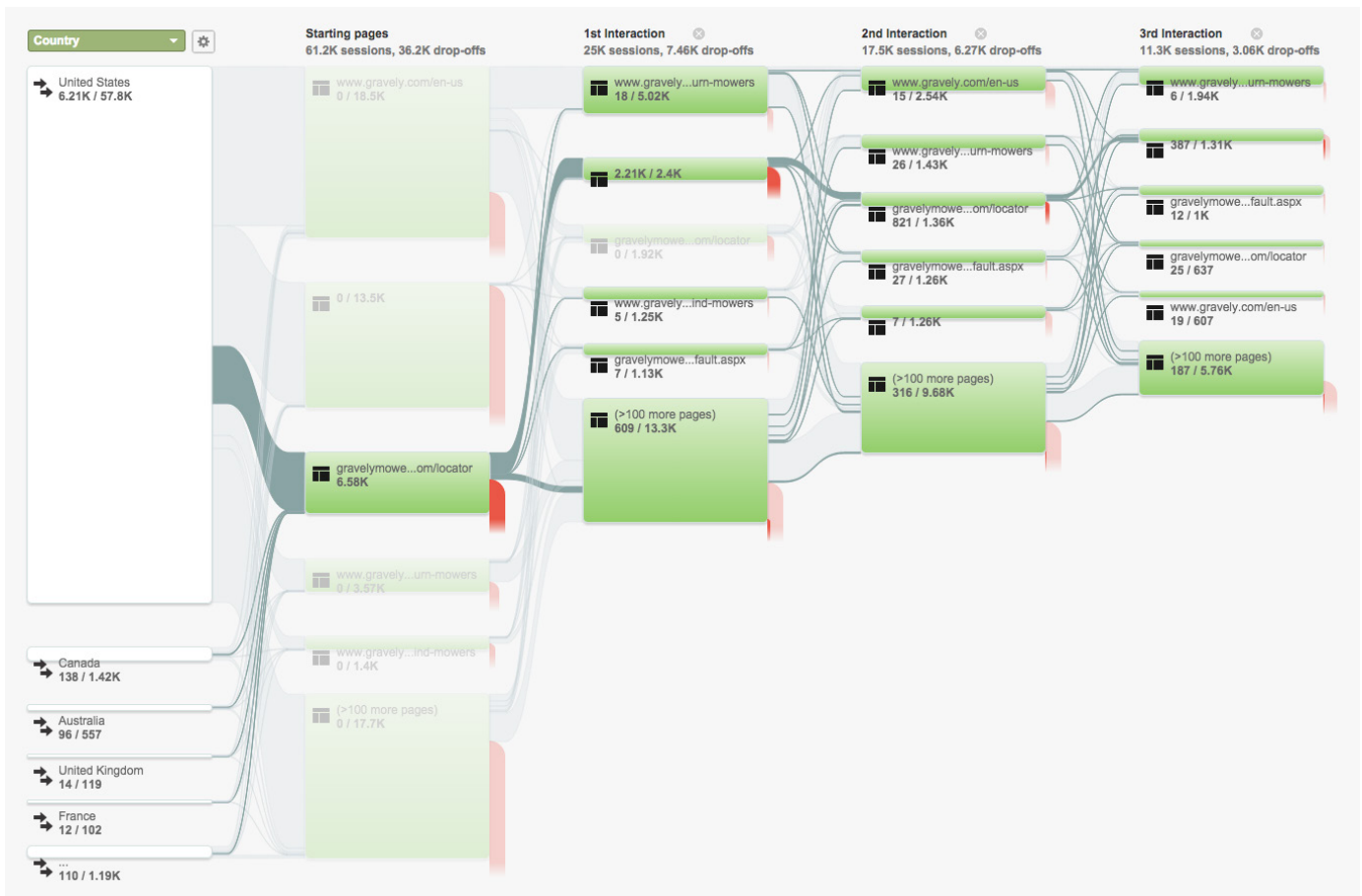
## Google Analytics

User flow highlights the path based on initial visits to the Ariens store locator.



## Google Analytics

User flow highlights the path based on initial visits to the Gravely store locator.



## About Doejo

Doejo is an award-winning digital agency that helps organizations innovate, design, and build cutting-edge products, services, and experiences.

Doejo works with enterprise businesses, small and local businesses, nonprofits, and startups, in the industries of media, finance, healthcare, education, sports, service, transportation, and more. Our services include user experience strategy, design, web development, mobile app development, and video production.

“Dôjô” is Japanese for “place of the way,” signifying doctrine or principle, and served as a gathering place for the study and mastery of martial arts style.

Doejo was founded by Phil Tadros and Darren Marshall in 2009. It is located at 3128 N. Broadway Ave. in Chicago, IL, USA.