Information Architecture Analysis

Chris Bell

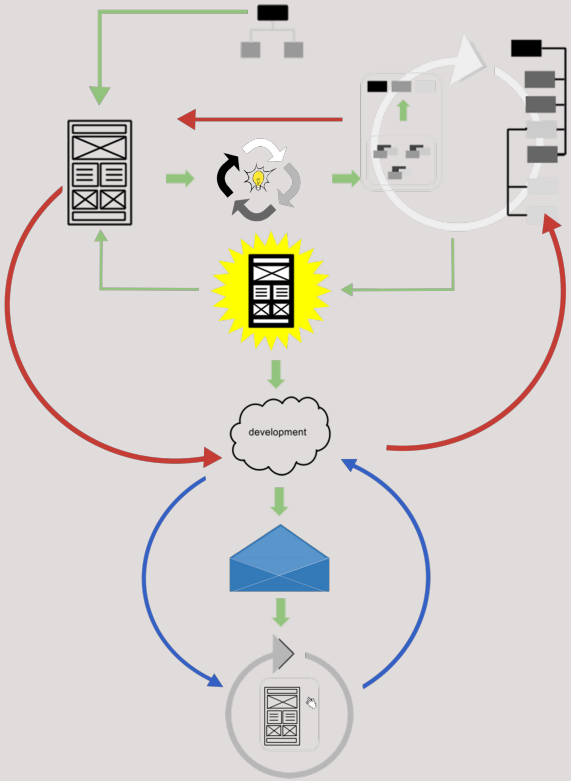
RockAuto was founded in 1999 and based in Madison, Wisconsin.

Automotive parts site for professionals, consumers and hobbyists.

GOAL

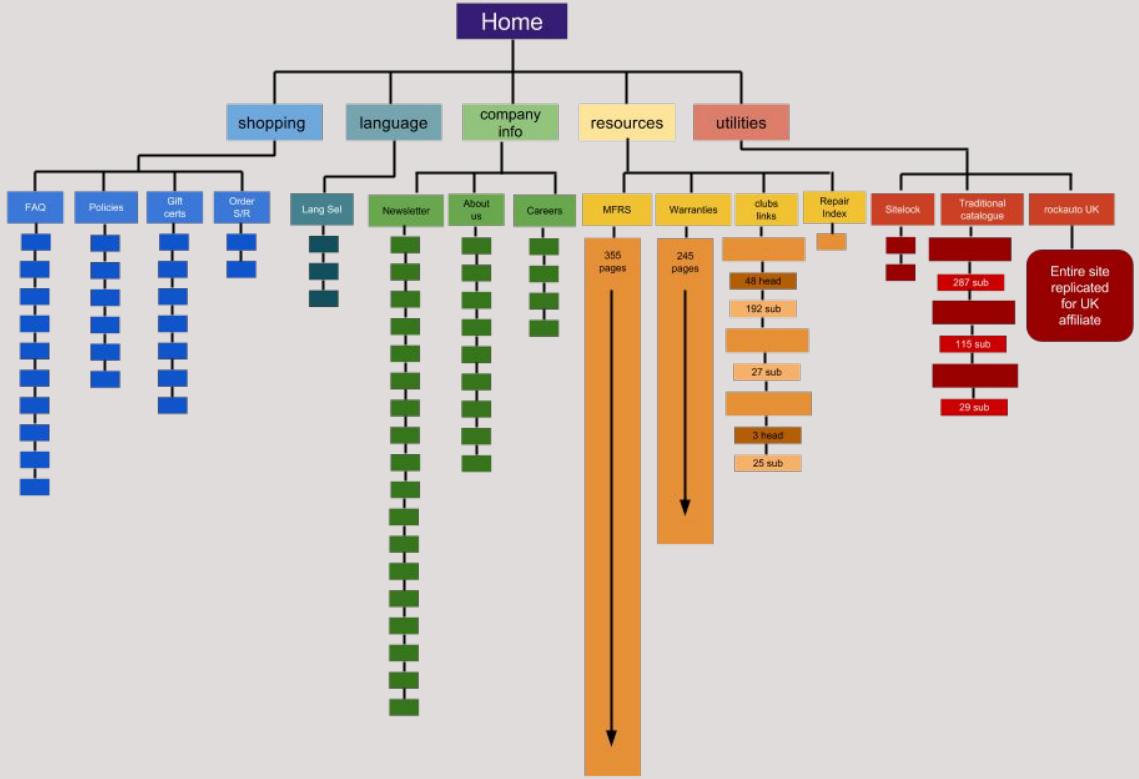
“liberate information hidden behind the auto parts store counter”

Introduction

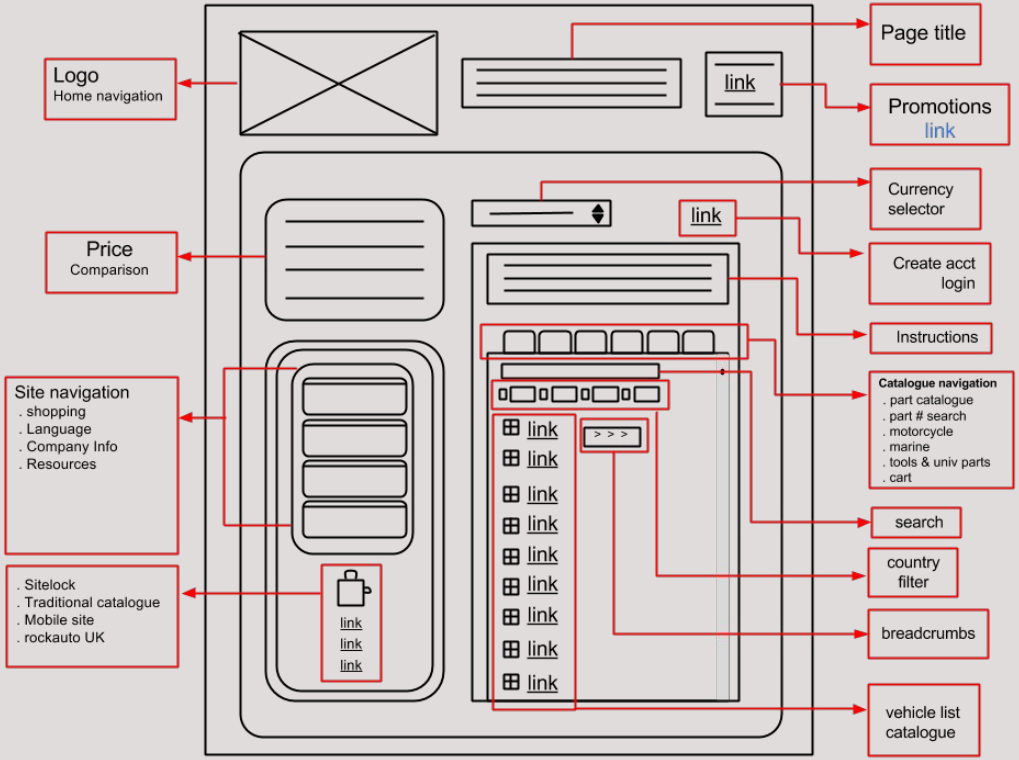


Agile usability engineering attempts to apply the principles of rapid and iterative development to the field of User interface design.

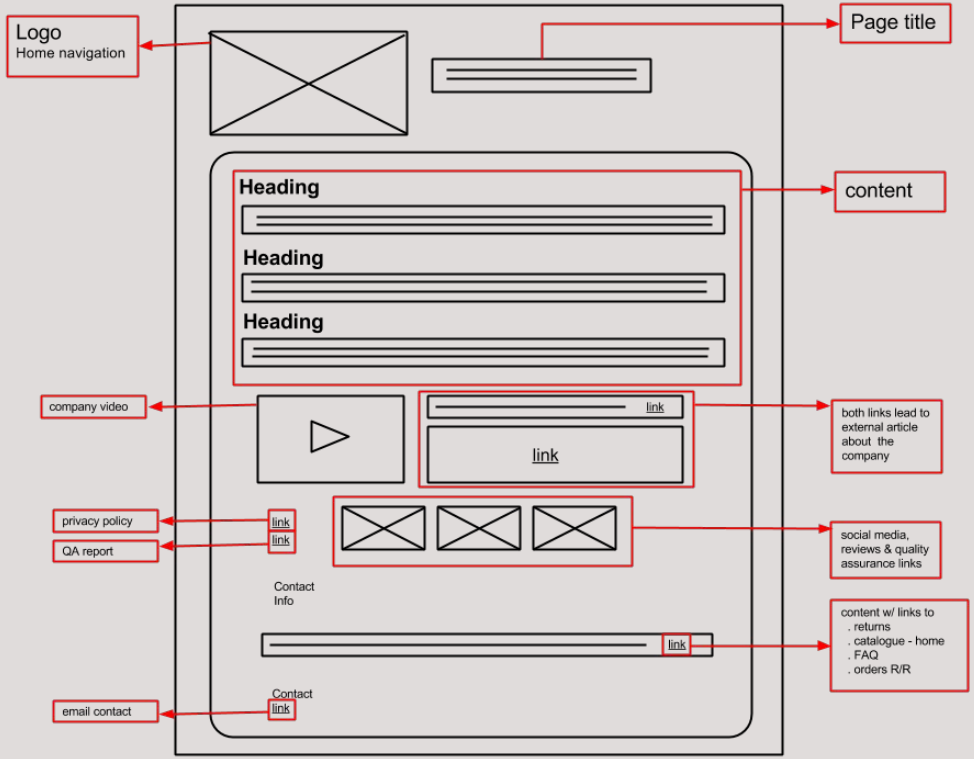
Approach - Agile



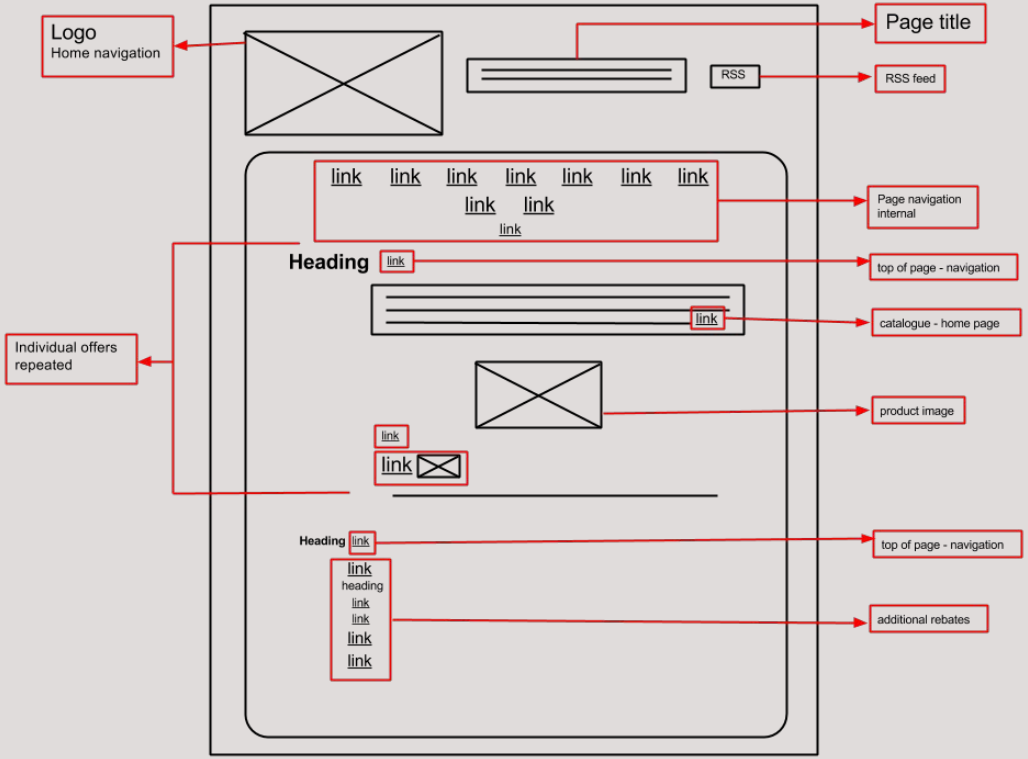
Information Architecture - Current



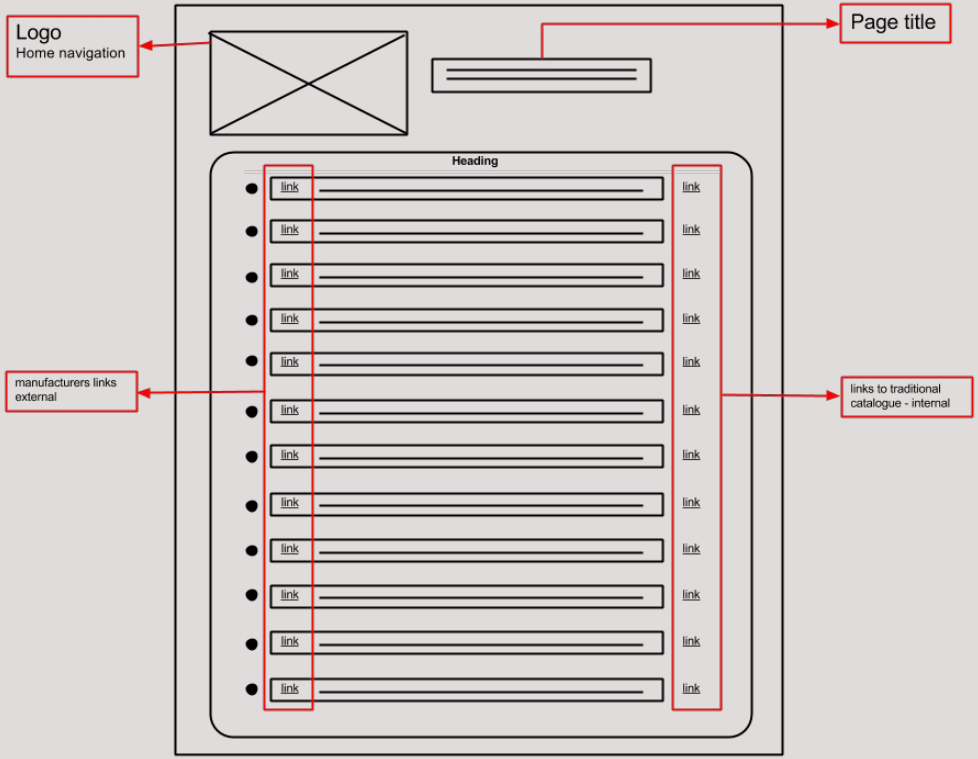
Home - Current



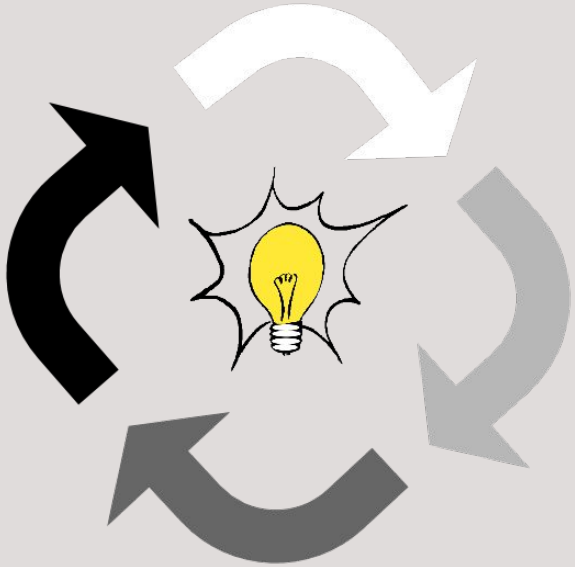
Company Info - Current



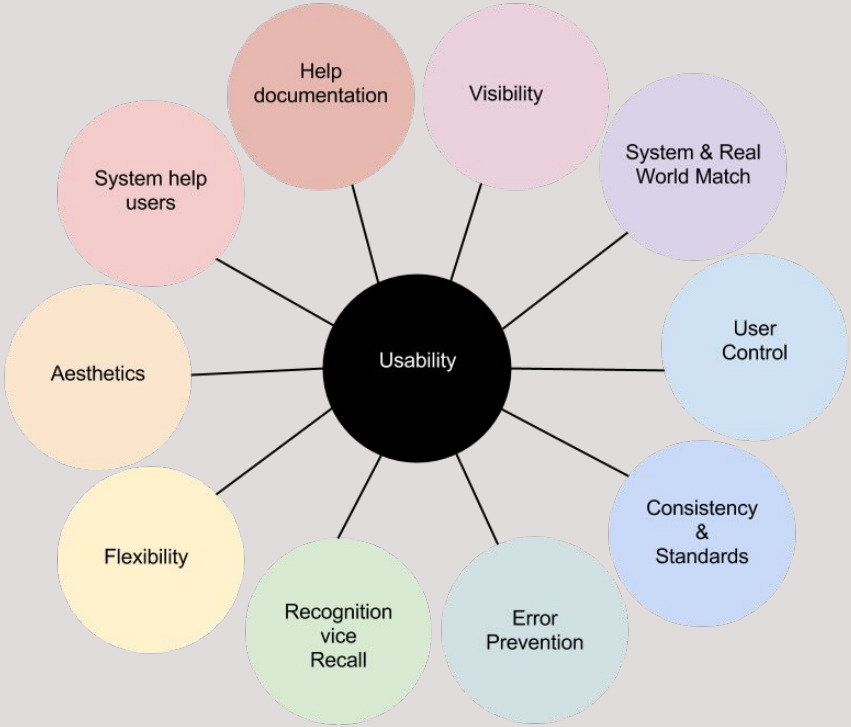
Promotions - Current



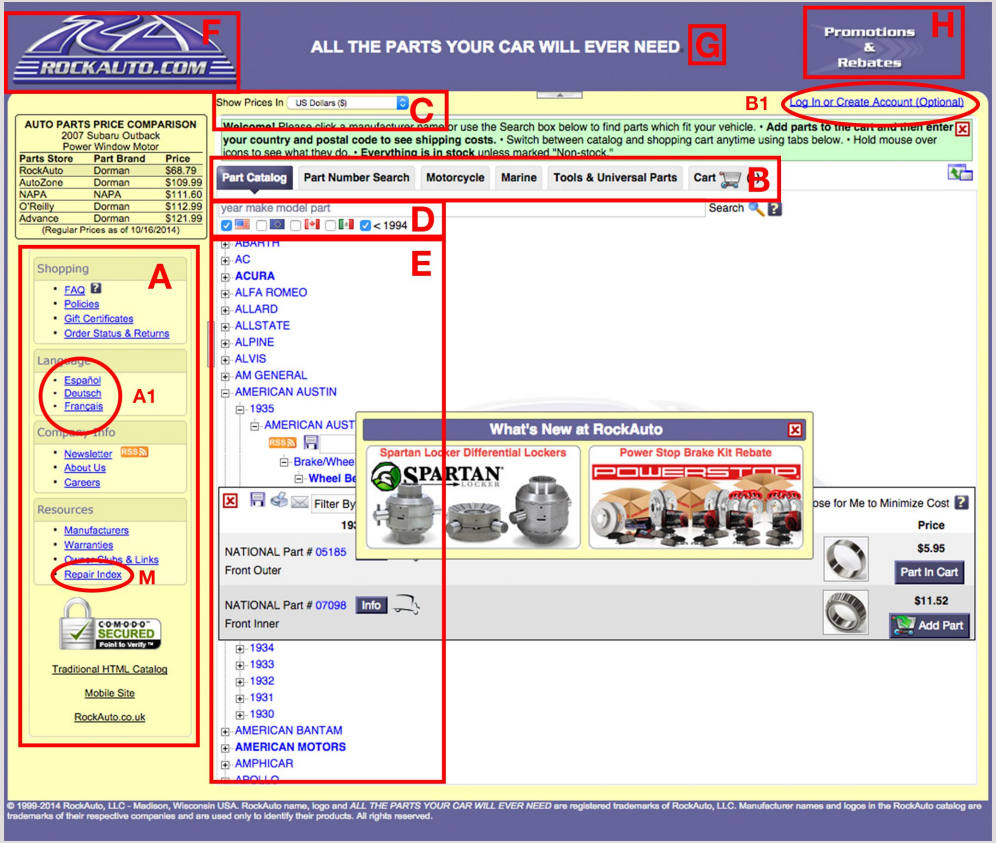
Manufacturers - Current



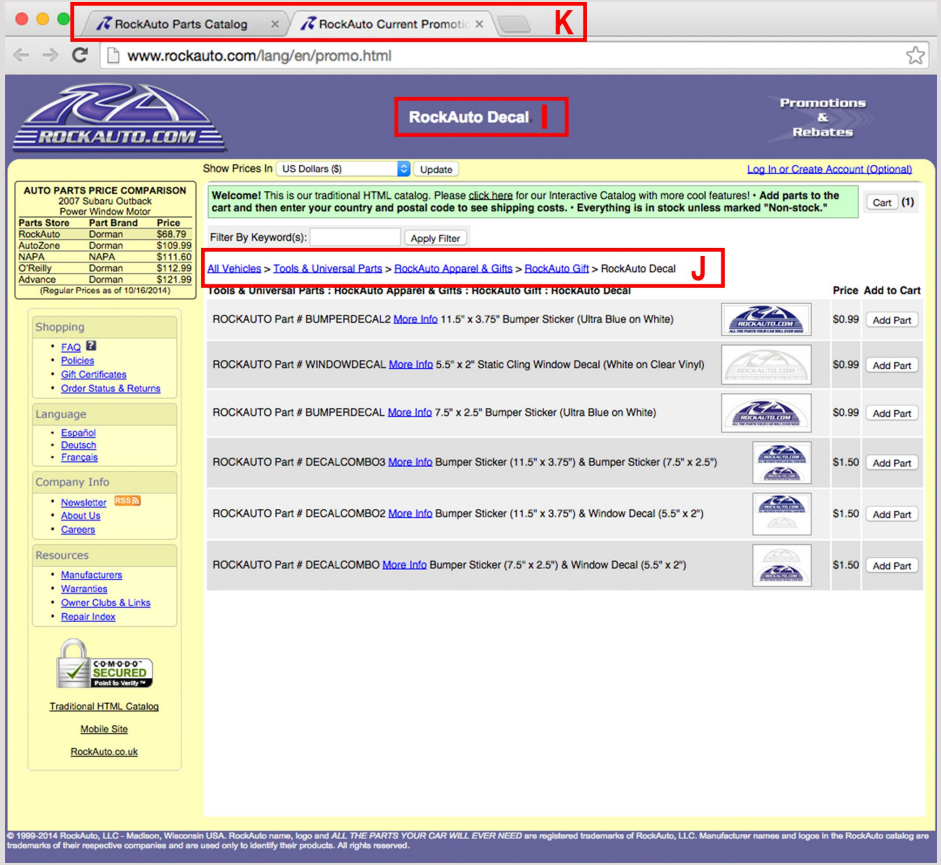
Fact finding



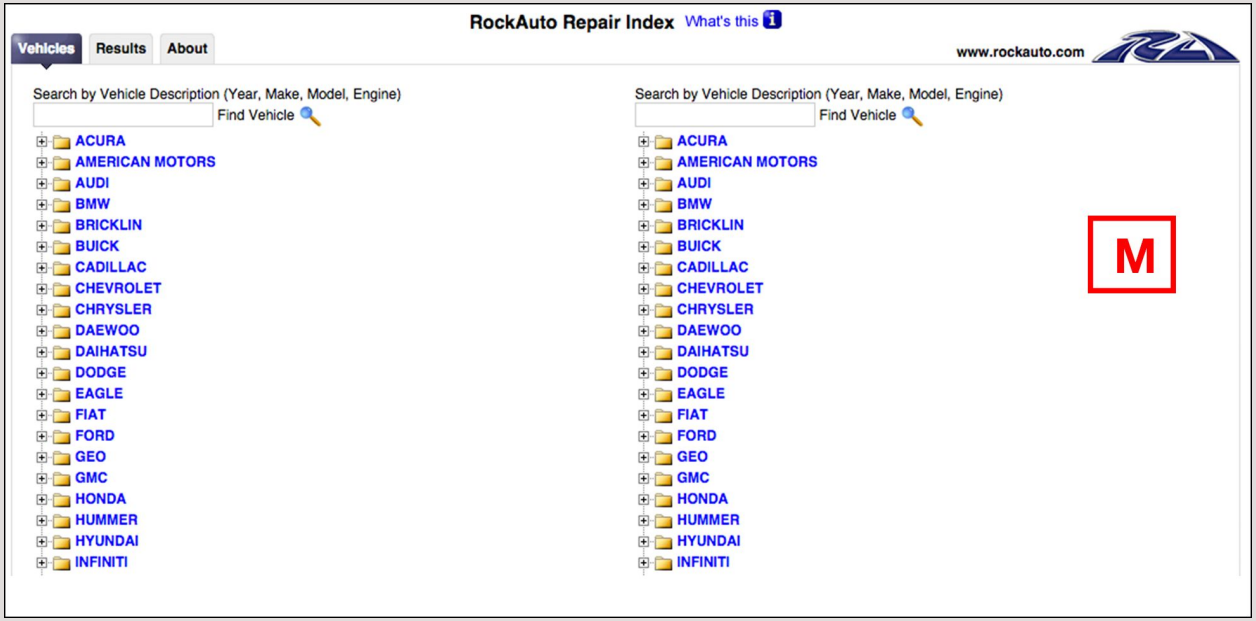
Heuristic evaluation



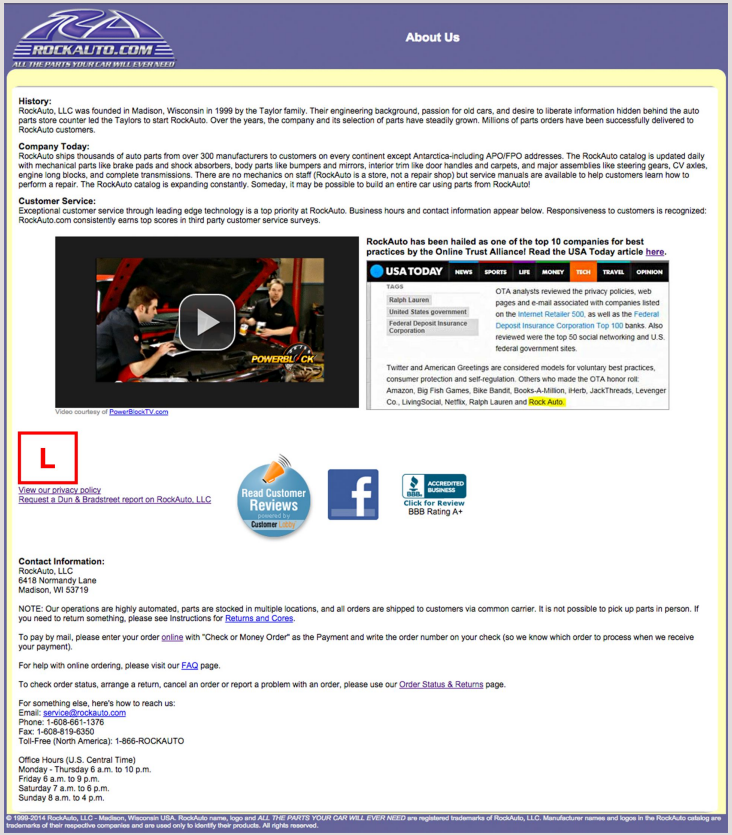
Heuristic evaluation - Navigation, screen layout & data presentation



Heuristic evaluation - Navigation, screen layout & data presentation



Heuristic evaluation - Navigation, screen layout & data presentation



About Us

History:
RockAuto, LLC was founded in Madison, Wisconsin in 1999 by the Taylor family. Their engineering background, passion for old cars, and desire to liberate information hidden behind the auto parts store counter led the Taylors to start RockAuto. Over the years, the company and its selection of parts have steadily grown. Millions of parts orders have been successfully delivered to RockAuto customers.

Company Today:
RockAuto ships thousands of auto parts from over 300 manufacturers to customers on every continent except Antarctica-including APO/FPO addresses. The RockAuto catalog is updated daily with mechanical parts like brake pads and shock absorbers, body parts like bumpers and mirrors, interior trim like door handles and carpets, and major assemblies like steering gears, CV axles, engine long blocks, and complete transmissions. There are no mechanics on staff (RockAuto is a store, not a repair shop) but service manuals are available to help customers learn how to perform a repair. The RockAuto catalog is expanding constantly. Someday, it may be possible to build an entire car using parts from RockAuto!

Customer Service:
Exceptional customer service through leading edge technology is a top priority at RockAuto. Business hours and contact information appear below. Responsiveness to customers is recognized: RockAuto.com consistently earns top scores in third party customer service surveys.

Video courtesy of PowerBrockTV.com

RockAuto has been hailed as one of the top 10 companies for best practices by the Online Trust Alliance! Read the USA Today article here.

USA TODAY NEWS SPORTS LIFE MONEY TECH TRAVEL OPINION

TAGS
Ralph Lauren
United States government
Federal Deposit Insurance Corporation

OTA analysts reviewed the privacy policies, web pages and e-mail associated with companies listed on the Internet Retailer 500, as well as the Federal Deposit Insurance Corporation Top 100 banks. Also reviewed were the top 50 social networking and U.S. federal government sites.

Twitter and American Greetings are considered models for voluntary best practices, consumer protection and self-regulation. Others who made the OTA honor roll: Amazon, Big Fish Games, Bike Bandit, Books-A-Million, iHerb, JackThreads, Levenger Co., LivingSocial, Netflix, Ralph Lauren and Rock Auto.

View our privacy policy
Request a Dun & Bradstreet report on RockAuto, LLC

Read Customer Reviews

ACCREDITED BUSINESS
Click for Review
BBB Rating A+

Contact Information:
RockAuto, LLC
6418 Normandy Lane
Madison, WI 53719

NOTE: Our operations are highly automated, parts are stocked in multiple locations, and all orders are shipped to customers via common carrier. It is not possible to pick up parts in person. If you need to return something, please see Instructions for Returns and Cores.

To pay by mail, please enter your order online with "Check or Money Order" as the Payment and write the order number on your check (so we know which order to process when we receive your payment).

For help with online ordering, please visit our FAQ page.

To check order status, arrange a return, cancel an order or report a problem with an order, please use our Order Status & Returns page.

For something else, here's how to reach us:
Email: service@rockauto.com
Phone: 1-608-661-1376
Fax: 1-608-819-5350
Toll-Free (North America): 1-866-ROCKAUTO

Office Hours (U.S. Central Time)
Monday - Thursday 6 a.m. to 10 p.m.
Friday 6 a.m. to 9 p.m.
Saturday 7 a.m. to 6 p.m.
Sunday 8 a.m. to 4 p.m.

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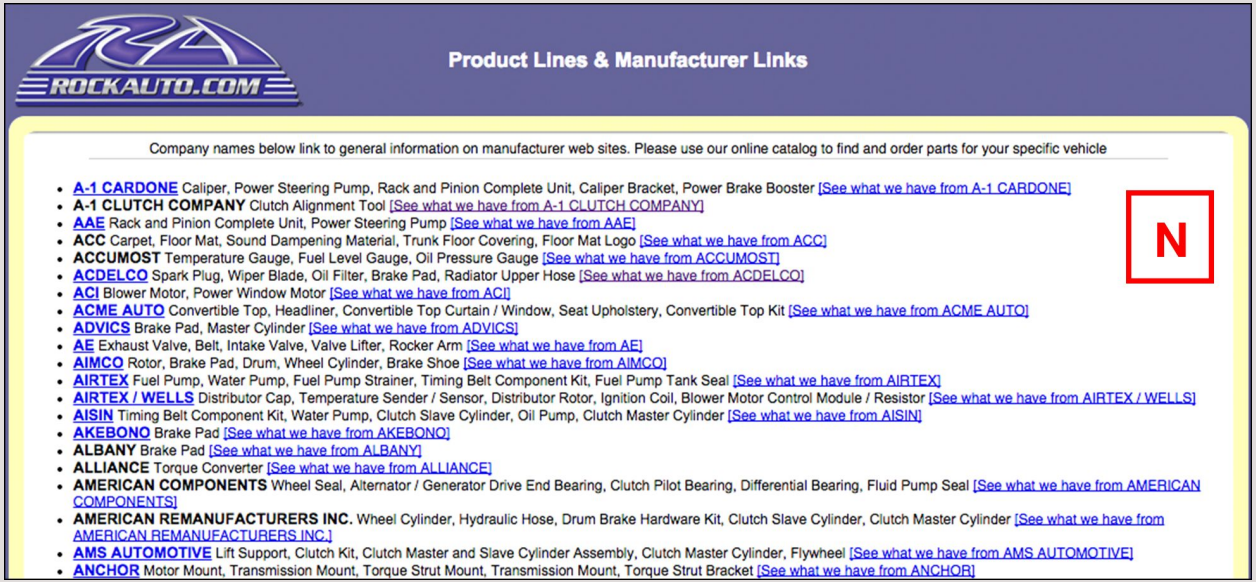
Heuristic evaluation - Navigation, screen layout & data presentation



ROCKAUTO.COM

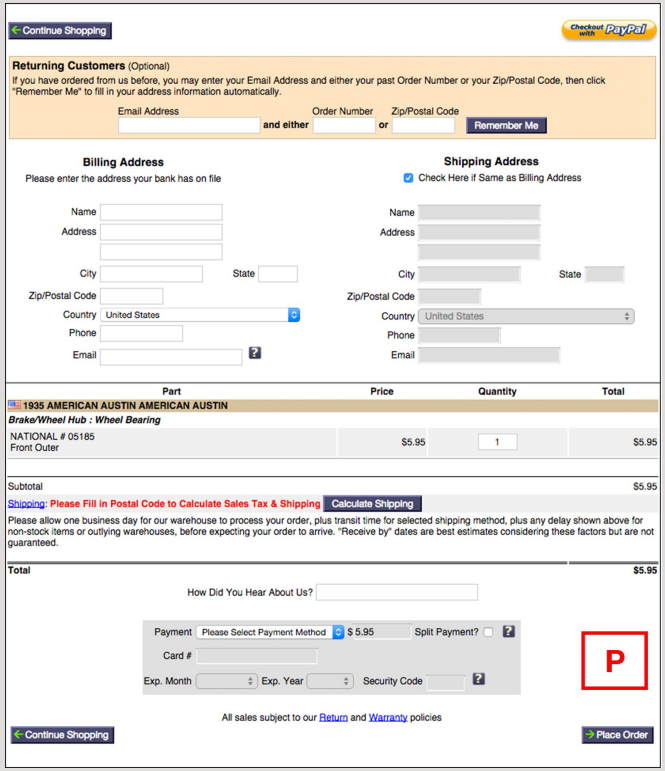
Product Lines & Manufacturer Links

Company names below link to general information on manufacturer web sites. Please use our online catalog to find and order parts for your specific vehicle

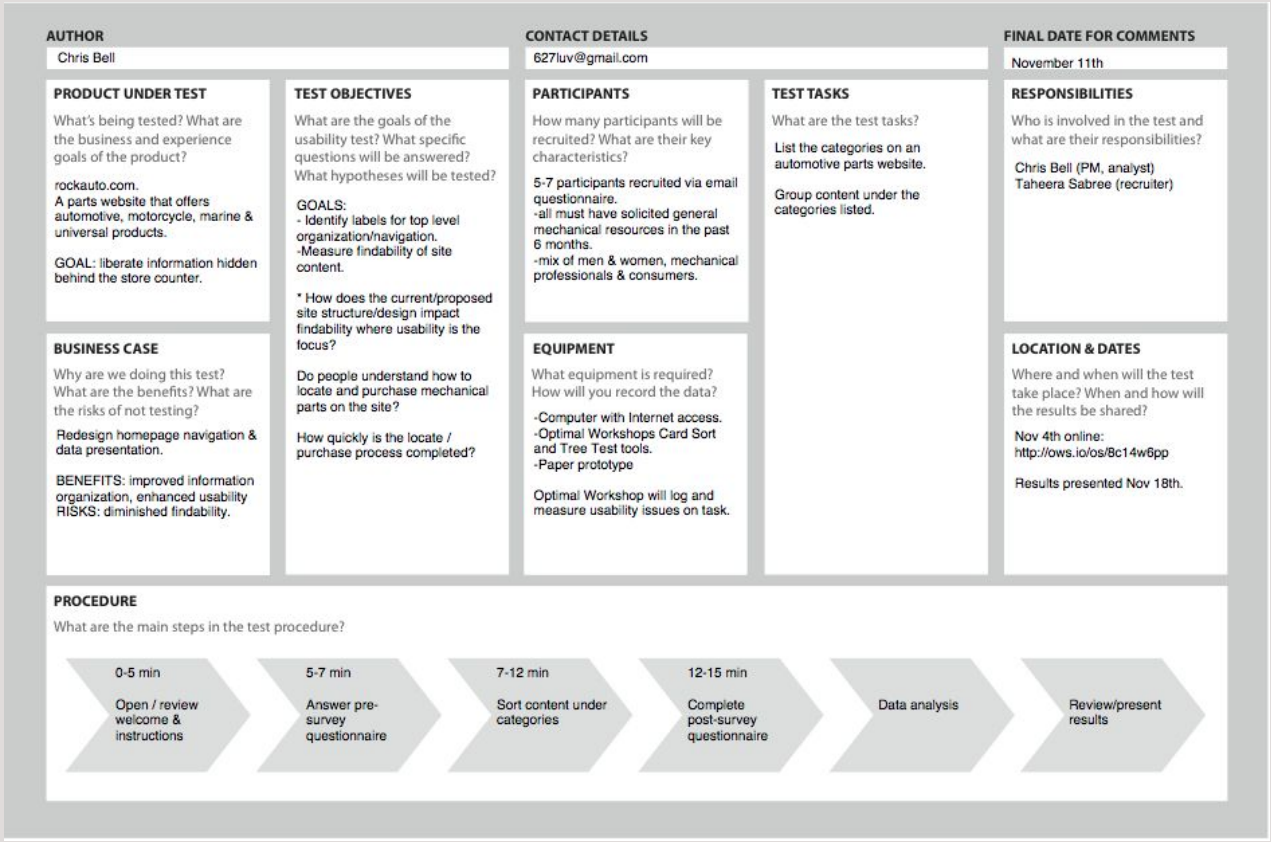
- **A-1 CARDONE** Caliper, Power Steering Pump, Rack and Pinion Complete Unit, Caliper Bracket, Power Brake Booster [See what we have from A-1 CARDONE]
- **A-1 CLUTCH COMPANY** Clutch Alignment Tool [See what we have from A-1 CLUTCH COMPANY]
- **AAE** Rack and Pinion Complete Unit, Power Steering Pump [See what we have from AAE]
- **ACC** Carpet, Floor Mat, Sound Dampening Material, Trunk Floor Covering, Floor Mat Logo [See what we have from ACC]
- **ACCUMOST** Temperature Gauge, Fuel Level Gauge, Oil Pressure Gauge [See what we have from ACCUMOST]
- **ACDELCO** Spark Plug, Wiper Blade, Oil Filter, Brake Pad, Radiator Upper Hose [See what we have from ACDELCO]
- **ACI** Blower Motor, Power Window Motor [See what we have from ACI]
- **ACME AUTO** Convertible Top, Headliner, Convertible Top Curtain / Window, Seat Upholstery, Convertible Top Kit [See what we have from ACME AUTO]
- **ADVICS** Brake Pad, Master Cylinder [See what we have from ADVICS]
- **AE** Exhaust Valve, Belt, Intake Valve, Valve Lifter, Rocker Arm [See what we have from AE]
- **AIMCO** Rotor, Brake Pad, Drum, Wheel Cylinder, Brake Shoe [See what we have from AIMCO]
- **AIRTEX** Fuel Pump, Water Pump, Fuel Pump Strainer, Timing Belt Component Kit, Fuel Pump Tank Seal [See what we have from AIRTEX]
- **AIRTEX / WELLS** Distributor Cap, Temperature Sender / Sensor, Distributor Rotor, Ignition Coil, Blower Motor Control Module / Resistor [See what we have from AIRTEX / WELLS]
- **AISIN** Timing Belt Component Kit, Water Pump, Clutch Slave Cylinder, Oil Pump, Clutch Master Cylinder [See what we have from AISIN]
- **AKEBONO** Brake Pad [See what we have from AKEBONO]
- **ALBANY** Brake Pad [See what we have from ALBANY]
- **ALLIANCE** Torque Converter [See what we have from ALLIANCE]
- **AMERICAN COMPONENTS** Wheel Seal, Alternator / Generator Drive End Bearing, Clutch Pilot Bearing, Differential Bearing, Fluid Pump Seal [See what we have from AMERICAN COMPONENTS]
- **AMERICAN REMANUFACTURERS INC.** Wheel Cylinder, Hydraulic Hose, Drum Brake Hardware Kit, Clutch Slave Cylinder, Clutch Master Cylinder [See what we have from AMERICAN REMANUFACTURERS INC.]
- **AMS AUTOMOTIVE** Lift Support, Clutch Kit, Clutch Master and Slave Cylinder Assembly, Clutch Master Cylinder, Flywheel [See what we have from AMS AUTOMOTIVE]
- **ANCHOR** Motor Mount, Transmission Mount, Torque Strut Mount, Transmission Mount, Torque Strut Bracket [See what we have from ANCHOR]

N

Heuristic evaluation - Screen Layout, color, type, & graphics



Heuristic evaluation - User guidance



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FINAL DATE FOR COMMENTS
November 11th

PRODUCT UNDER TEST
What's being tested? What are the business and experience goals of the product?

rockauto.com.
A parts website that offers automotive, motorcycle, marine & universal products.

GOAL: liberate information hidden behind the store counter.

TEST OBJECTIVES
What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?

GOALS:
- Identify labels for top level organization/navigation.
-Measure findability of site content.

* How does the current/proposed site structure/design impact findability where usability is the focus?

Do people understand how to locate and purchase mechanical parts on the site?

How quickly is the locate / purchase process completed?

PARTICIPANTS
How many participants will be recruited? What are their key characteristics?

5-7 participants recruited via email questionnaire.
-all must have solicited general mechanical resources in the past 6 months.
-mix of men & women, mechanical professionals & consumers.

TEST TASKS
What are the test tasks?

List the categories on an automotive parts website.

Group content under the categories listed.

RESPONSIBILITIES
Who is involved in the test and what are their responsibilities?

Chris Bell (PM, analyst)
Taheera Sabree (recruiter)

BUSINESS CASE
Why are we doing this test? What are the benefits? What are the risks of not testing?

Redesign homepage navigation & data presentation.

BENEFITS: improved information organization, enhanced usability
RISKS: diminished findability.

EQUIPMENT
What equipment is required? How will you record the data?

-Computer with Internet access.
-Optimal Workshops Card Sort and Tree Test tools.
-Paper prototype

Optimal Workshop will log and measure usability issues on task.

LOCATION & DATES
Where and when will the test take place? When and how will the results be shared?

Nov 4th online:
http://ows.io/os/8c14w6pp

Results presented Nov 18th.

PROCEDURE
What are the main steps in the test procedure?

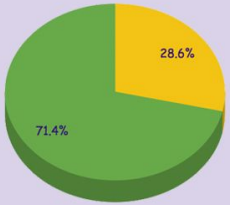
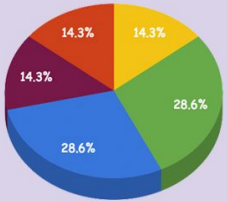
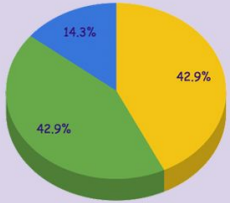
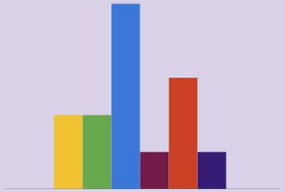
Card sort - Test plan

To uncover how automotive professionals and consumers from various backgrounds and roles expected to see content organized on a website where usability is the focus.

Card sort - Objective

Unmoderated closed card sort; participants organized 14 phrases into four categories that they believed fit most naturally. Participants were given an opportunity to provide feedback on cards they felt did not fit. Participants were required to sort all the cards which were also randomized for each participant.

Card sort - Method

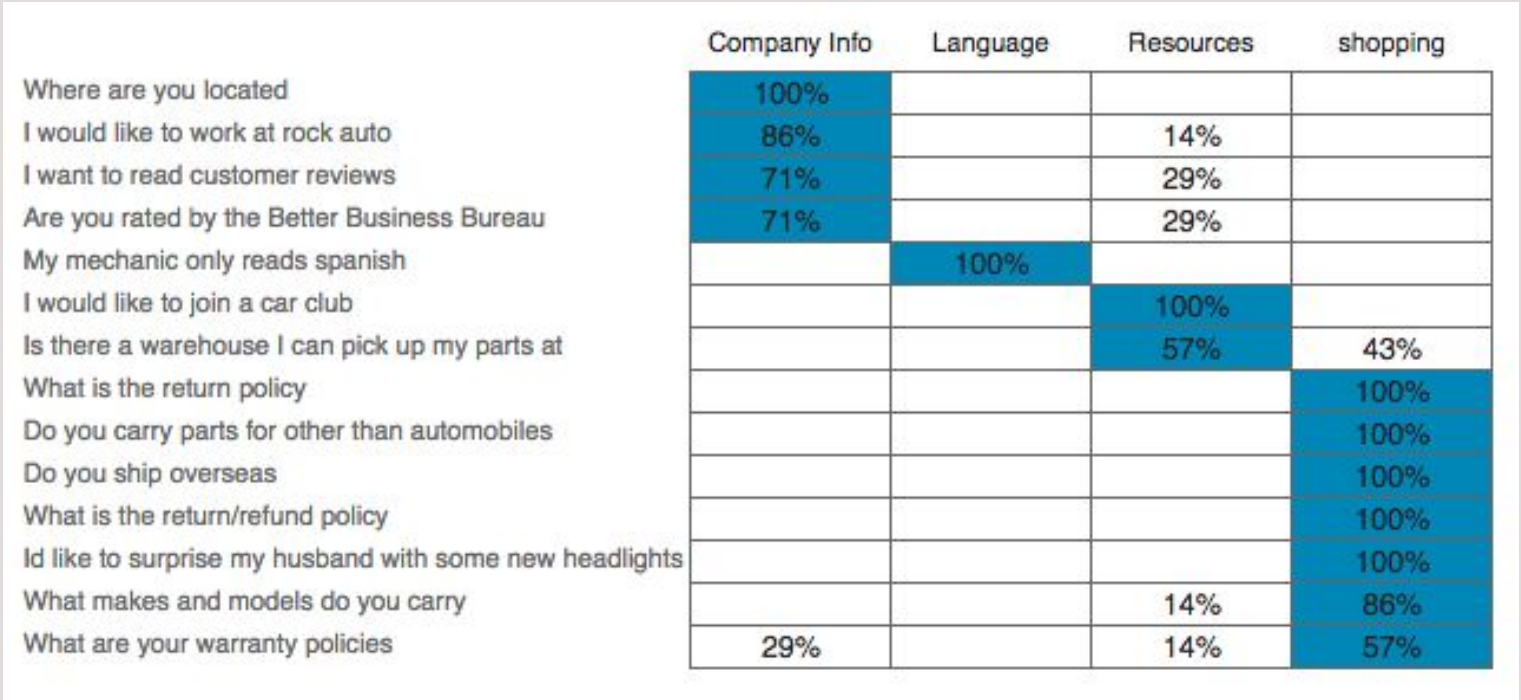
Gender	Age	Frequency of purchase	Willingness to attempt
			
female . . . 2 male 5	20-29 . . . 1 30-39 . . . 2 40-49 . . . 2 50-59 . . . 1 60-69 . . . 1	occasionly . 3 monthly . . . . 3 daily 1	oil change . . . . . 4 rotate tires . . . . . 4 replace wipers . . 7 replace brakes . . 3 change lights . . . 5 tune up 3

Card sort - Participants

The results matrix shows the number of times that each card was sorted into the corresponding category.

	Company Info	Language	Resources	shopping
Are you rated by the Better Business Bureau	5		2	
Do you carry parts for other than automobiles				7
Do you ship overseas				7
I want to read customer reviews	5		2	
I would like to join a car club			7	
I would like to work at rock auto	6		1	
Id like to surprise my husband with some new headlights				7
Is there a warehouse I can pick up my parts at			4	3
My mechanic only reads spanish		7		
What are your warranty policies	2		1	4
What is the return policy				7
What is the return/refund policy				7
What makes and models do you carry			1	6
Where are you located	7			

Card sort - Results Matrix



	Company Info	Language	Resources	shopping
Where are you located	100%			
I would like to work at rock auto	86%		14%	
I want to read customer reviews	71%		29%	
Are you rated by the Better Business Bureau	71%		29%	
My mechanic only reads spanish		100%		
I would like to join a car club			100%	
Is there a warehouse I can pick up my parts at			57%	43%
What is the return policy				100%
Do you carry parts for other than automobiles				100%
Do you ship overseas				100%
What is the return/refund policy				100%
Id like to surprise my husband with some new headlights				100%
What makes and models do you carry			14%	86%
What are your warranty policies	29%		14%	57%

Card sort - Popular Placement Matrix

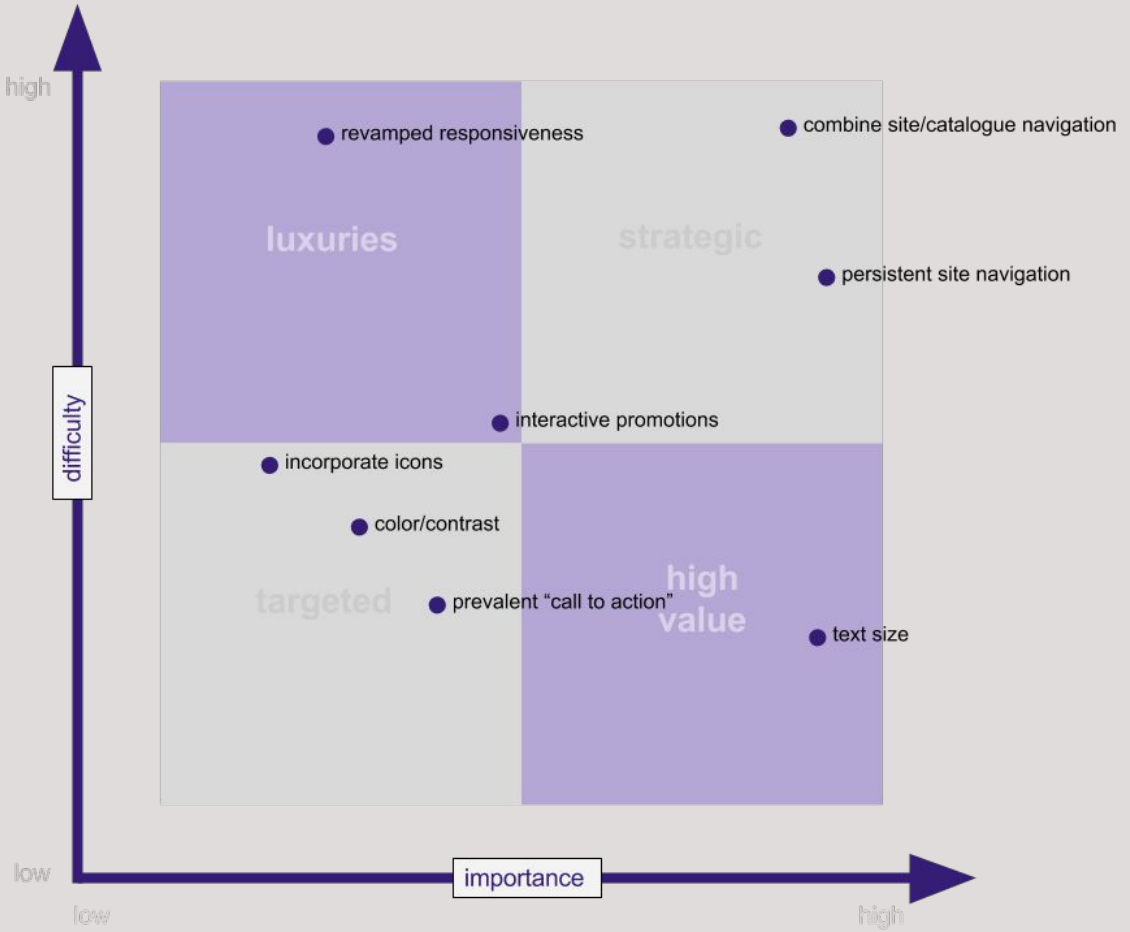
The **Resources** heading needs to be made more specific.

Shopping needs to be prominent in the users experience.

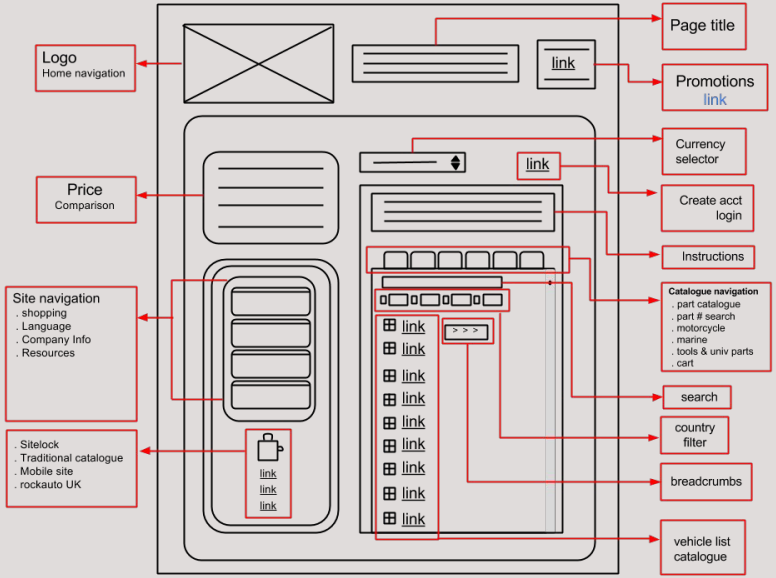
The **Company Info** and **Resources** categories used like a table of contents.

The inclusion of an expanded persistent navigation panel will ensure users arrive at their desired destination in an on demand fashion.

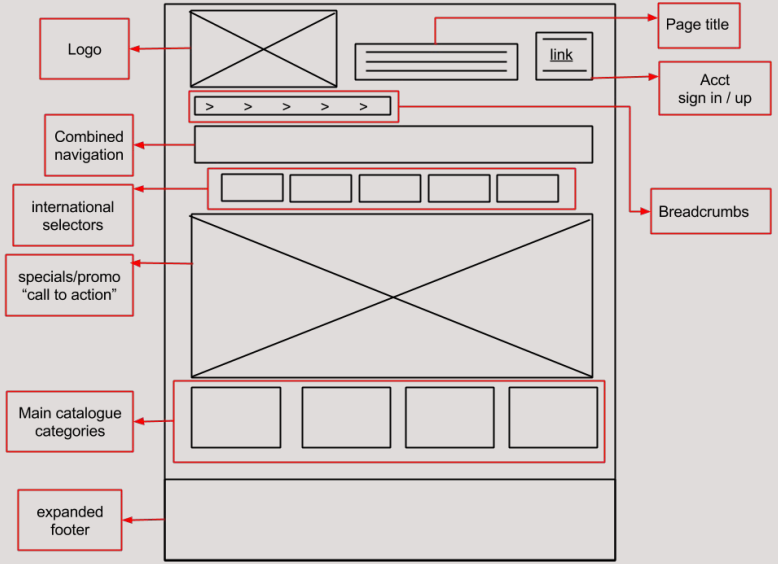
Card sort - Findings



Recommendations



Current



Proposed

Recommendations - Home page

Questions?