

Kauffman Gas: *The 5 Second Test*

Why you need to pass The 5 Second Test

Research proves that the first few moments are crucial

To put it simply, 5 seconds decides if users will find your site relevant to their goal and spend more time on your site. If they don't, they close your tab. Why?

The sheer volume of options/search results has caused people to make snap judgements on a site's value (we all know there's a lot of junk to sort through).

The public's immediate impression of your site helps determine if they want to know more from you – or keep searching for a better option.

The 5 Second Test gathers people's real first impressions from your site to provide insights we can correlate to improvements needed to be made on your site. Bright Orange Thread compares these insights against web best practices to suggest improvements.

Passing *The 5 Second Test* means you have proved your relevance, made a positive first impression, and convinced prospects to keep reading your site. Considering 78% of B2B buyers check vendor websites before buying, passing *The 5 Second Test* means you increase your chances of converting a prospect into a customer.

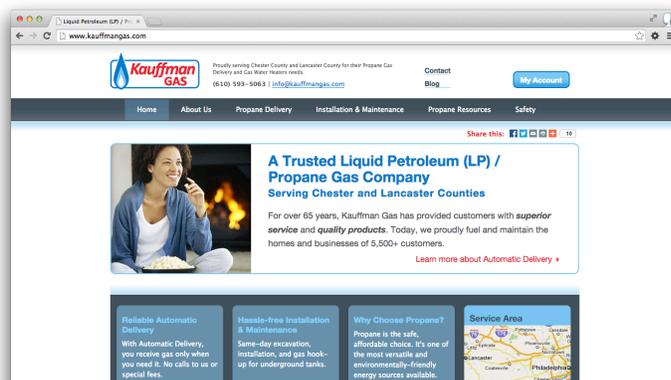
Your Test

Bright Orange Thread collected 60 insights from 20 subjects to identify strengths and weaknesses of the Kauffman Gas homepage. Subjects include web designers, developers, UX experts, and website owners. The qualitative data we collected helped us prioritize our suggestions.

Subjects were presented with the following scenario:

Imagine you live in Lancaster, PA and are searching for a propane gas delivery company in your area. You land on the following homepage...

We showed them this image for 5 seconds:



They were then presented with three questions:

- Is this homepage relevant to your search?
- Is your first impression good or bad?
- Would you keep reading the site? Or close the window?

Your Results

Relevant?
12 say relevant

First Impression?
11 say good

Keep reading?
12 would keep reading

Noteworthy comments from subjects...

"Yes, it seems well designed, not too over the top."

"I would keep reading because I think I could find what I wanted there."

"Good, looks like a business website. But I'm not sure how the photo of the woman fits with gas delivery."

"Cheap stock image"

"Mostly positive, a little bit too much information"

"Continue to read the site, despite all the clutter."

Analysis

The Kauffman Gas homepage **passed *The 5 Second Test***. Kauffman's homepage made a good first impression and effectively communicated its relevance to first time viewers, convincing them to spend more time on the site searching for more information.

Relevance

When prospects first visit a page, they are looking for 'something' that quickly establishes that the site is relevant to their goals. The subject comment, "Good, looks like a business website. But I'm not sure how the photo of the women fits with gas delivery" suggests that while the site appears credible, the stock image does not carry a message that relates to Kauffman's services.

First Impression

Evolving design trends and website innovations have shifted people's expectations of websites and what the websites can do. At the current rate of change, websites have a shelf life of 2-3 years. Although the Kauffman Gas site is nearly 4 years old, the design resonated well with users. However, several users remarked that the page is "busy" or "cluttered", indicating the site could be opened up more through design and information architecture changes.

Keep Reading vs. Close the Window

The homepage is crucial in convincing users to keep browsing your site. The first 5 seconds can win 10 seconds, which can win you 90 seconds, and potentially a lead. More than 75% of respondents said they would keep reading. The user comment "I would keep reading because I think I could find what I wanted there." suggests that the home page effectively communicates what Kauffman Gas does and what can be found throughout the site.

Suggestions

Based on the results of *The 5 Second Test*, Bright Orange Thread suggests:

Refine homepage organization: Users commented that the page was “busy” and “cluttered” with too much information. Bright Orange Thread believes this can be addressed by shortening copy to open up a little space.

Replace stock photography: Research shows that users usually ignore stock photography. Sometimes, it can make a page look generic and dated. The comment “not sure how the photo of the women fits” directly addresses the issue that the stock photo is generic. We can improve the homepage by replacing the photo with an information carrying image that adds value to the content.

Update website design: The web is constantly innovating and new trends quickly take over. While Kauffman’s homepage and design did make a good first impression, the site is several years old and the design does look slightly dated. Design trends that evolve in the next few years will only make the site’s age more apparent. A modest refresh to the design could preserve the longevity of the site and ensure it continues to be effective.

Design updates could also improve the usability of the site and ensure users find the information they need. For example, we were concerned the light blue headings in the blue boxes could easily be overlooked, potentially causing users to miss important information.

Mobile: In the past several years, mobile adoption has grown from 36% to 61%. To ensure Kauffman Gas meets the need of their mobile market, Bright Orange Thread recommends that Kauffman Gas implement a responsively designed website.

Appendix

Is this homepage relevant to your search?	Is your first impression good or bad?	Would you keep reading the site? Or close the window?
-	good	reading
Yes	good	keep reading
no	bad	no
not sure	bad	keep reading
Yes	Good	Keep reading
Propane gas	Okay	keep reading
Gas company	-	Close it
Perhaps - if they deliver Gas to Lancaster, which I didn't see	Good, looks like a business website. But I'm not sure how the photo of the women fits with gas delivery	I would keep on until I find out if they deliver gas to Lancaster
yes	just fine for what I'm looking for	keep reading
Seems like it	Good	I would continue unless I discover its not that useful
yes	professional	keep reading
it seems so	mostly positive, a little bit too much information	I would keep if I need the gas
I guess yes. but not sure.	good	keep reading
not much	it is ok	maybe keep reading
Yes	Cheap stock image	Yes, it seems well designed, not too over the top.
-	Good	Close the window
A Trusted Propane Company	Bad, the site is very busy.	continue to read the site, despite all the clutter.
yes	good	keep reading
Yes	BAD	CLOSE
yes	good	I would keep reading because I think I could find what I wanted there.