

# WFP Maze Research Findings

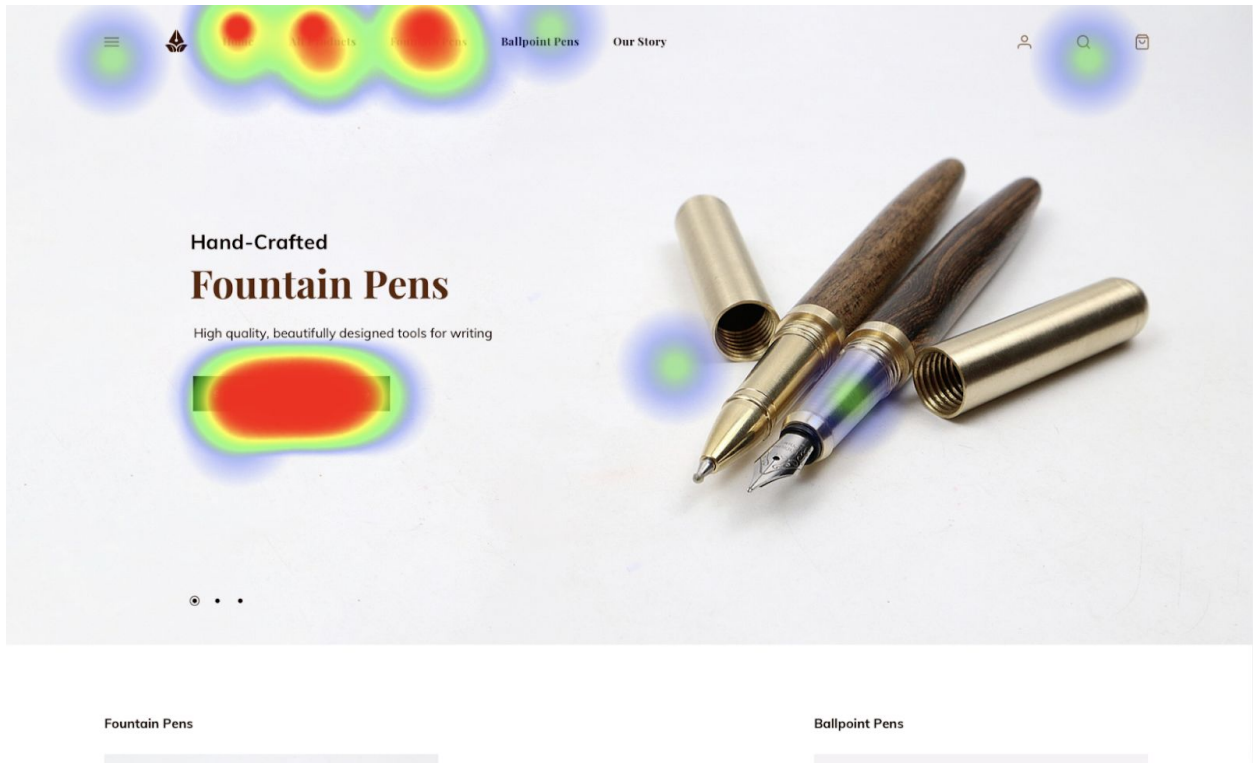
## Overview

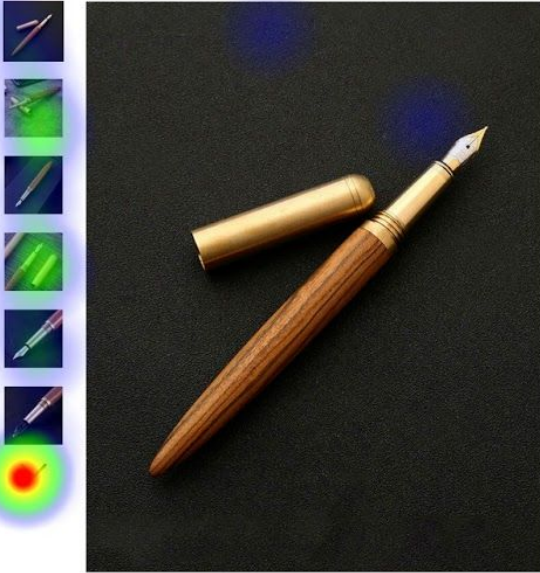
A Maze prototype (<https://t.maze.design/20206858>) was tested by 43 individual user testers. The prototype focused on testing how users navigated through the site, how easy it was to find and add products to the cart, the checkout process, and finding the FAQ section.

A full report (auto-generated by Maze) can be viewed here: <https://maze.design/r/jwxm11bufkgjdiiv6>

## Heat Maps

Maze generates heat maps to show which areas users clicked and focused on for each screen.





\$95.00

# Classic Mahogany Fountain Pen

This fountain pen features a wooden barrel, gold plated grip section, and a gold steel cap. It features a #5 steel nib, and fills via standard international cartridge/converter (converter included, no ink). The wood is a natural material and the shade and texture may vary from what is pictured here.

Mahogany

**Nib Size**

**Nib Material**

## Description

Info

Video

Reviews (7)

Made of mahogany wood with gold accents, the Classic Mahogany Fountain Pen is an oversized yet comfortable fountain pen. Now offered with your choice of a reliable, smooth-writing German made JoWo #6 14 karat gold steel nib in extra-fine, fine, medium, broad, or 1.1mm stub, or the Omniflex flexible black steel nib for variation in line width.

The Classic Mahogany Fountain Pen is impressively large in size, yet not so big as to be uncomfortable in the hand. The end tip of the wood body is carefully tapered to provide a nice balance. This pen comes with a threaded, standard international converter and also uses short reliable standard international cartridges. It was hand-made by penmaker Chris Siegfried in Colorado. Chris has a technical engineering background in high-end performance automotive and motorcycle part design, as well as custom jewelry.



## Related Products



WFP Classic Rosewood Fountain Pen \$80.00



WFP Classic Rosewood Fountain Pen \$80.00



WFP Classic Rosewood Fountain Pen \$80.00



WFP Classic Rosewood Fountain Pen \$80.00

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Your email address

✔ "Classic Mahogany Fountain Pen" was successfully added to your cart.

**CONTINUE SHOPPING**



\$95.00

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This fountain pen features a wooden barrel, gold plated grip section, and a gold steel cap. It features a #5 steel nib, and fills via standard international cartridge/converter (converter included, no ink). The wood is a natural material and the shade and texture may vary from what is pictured here.

**Color:** Mahogany

**Nib Size:** EXTRA-FINE

**Nib Material:** 14 KT GOLD

**Quantity:** - 1 +

## Description

- Info
- Video
- Reviews (7)

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## Related Products



WFP Classic Rosewood Fountain Pen  
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# Shopping Bag

1 item



## Classic Mahogany Fountain Pen

Finish: Mahogany  
Nib Size: Extra-Fine  
Nib Material: 14kt Gold

Qty: 1  
[Remove](#)

\$80.00

[Is this a gift?](#)

Subtotal **\$80.00**

**CHECKOUT**

ENTER PROMO CODE

- Customer Service +
- Free Delivery & Returns +
- Payment Method +
- Secure Payments +

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Your email address

SUBSCRIBE



# Checkout Step 1 out of 4

**Email**

Enter your email address to proceed with the checkout process. We will only use your email to send you information and updates about this order.

Email Address (Required)

PROCEED TO CHECKOUT

[Create an account](#)

Shipping Address

---

Shipping Method

---

Payment

---

Order Review (1 Item)



**Classic Mahogany Fountain Pen**  
**\$80.00**

<b>Subtotal</b>	<b>\$80.00</b>
<hr/>	
<b>Shipping Method</b>	<b>Free</b>
Standard	Deliver in 5-8 business days
<b>Payment Method</b>	<b>Free</b>
Credit Card	
<b>Sales Tax</b>	<b>To be calculated</b>
<hr/>	
<b>Total</b>	<b>\$80.00</b>

- Customer Service +
- Free Delivery & Returns +
- Payment Method +
- Secure Payments +

**Categories**

- Fountain Pens (16)
- Ballpoint Pens (16)

**Body Material**

- Dark Oak (5)
- Ebony (4)

**Nib Size**

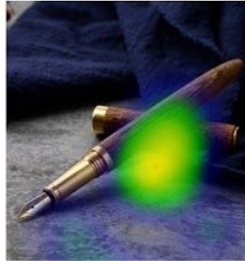
- Broad (6)
- Extra Fine (12)
- Fine (3)
- Flex (14)
- Medium (2)

**Nib Material**

- 14kt Gold (11)
- 18kt Gold (12)
- Steel (3)

Showing 1-9 of 22 results

1 2 3 > SORT BY



Black Walnut Fountain Pen  
\$80.00



Espresso Fountain Pen  
\$80.00



Cedar Wood Fountain Pen  
\$80.00



Walnut Fountain Pen  
\$80.00



Dark Oak Fountain Pen  
\$80.00



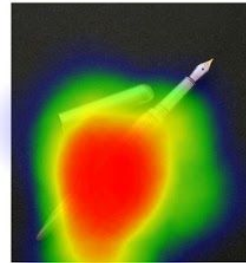
Verawood Fountain Pen  
\$80.00



All American Walnut Ballpoint Pen  
\$80.00



Rosewood Ballpoint Pen (Limited Edition)  
\$80.00



Classic Mahogany Fountain Pen  
\$80.00

1 2 3 >

## Testing Mistakes: Lack of Expected / Important Screen Designs

One thing that the heat maps showed is there were some important screen designs that were missing (I ran out of time and did not design them) that users expected and which are vital to the tasks I was asking users to do.

The first being the **hamburger icon / menu nav** on the header in the home screen, and the second being the ability to **filter by body material** on the category page.

## Opinion Scales

One thing I incorporated into my Maze test were opinion scales as a way to gauge how users felt about how easy or difficult using the site was for them.

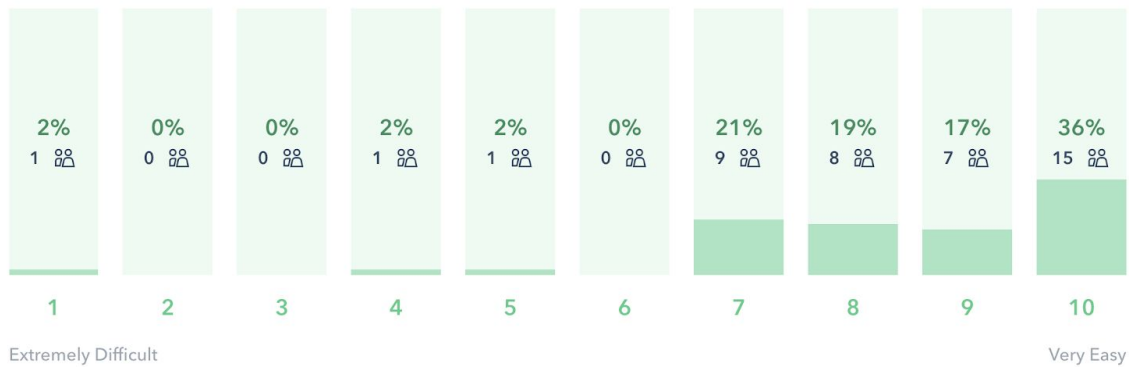


How easy was it to find the specified product and add it to your cart?

Opinion Scale

42

RESPONSES



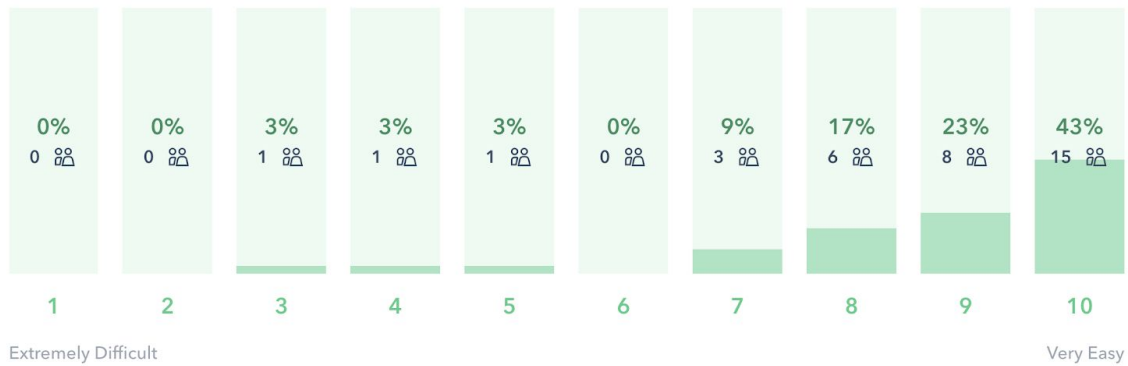


### How easy was it to check out and finalize your purchase?

Opinion Scale

35

RESPONSES



### How easy was it to find the FAQ page?

Opinion Scale

34

RESPONSES

