

# MJE-LE WEBSITE UX AUDIT AND RECOMMENDATIONS



01.23.23

# OVERVIEW

## **Objectives**

- Improve website user experience for all audiences.
- Direct each audience to the content that's most relevant to them as effectively as possible.

## **Audiences And Their Primary Goals**

- End customers (consumers/ranchers)
  - gather information about kits and other large items
  - purchase smaller items online
  - find dealers
- Prospective dealers – explore why and how to become a dealer.
- Prospective employees – find job opportunities.
- Existing dealers – find information tailored to them.
  - Future: provide a password-protected section with helpful resources.

# OVERVIEW

## **Considerations**

- Large corral systems (e.g., the Conquistador and other kits referenced in the PDFs provided) may not be purchased on the site. Rather, the site should provide information about the kits and encourage customers to call MJE for purchasing assistance and referral to a dealer.
- The ecommerce features of the site are applicable primarily to small items.
- Dealer listings are relevant to both end customers and prospective dealers.
- Dealers don't carry a lot of MJE inventory so adding a feature to product pages showing where items are in stock may not be particularly desirable.

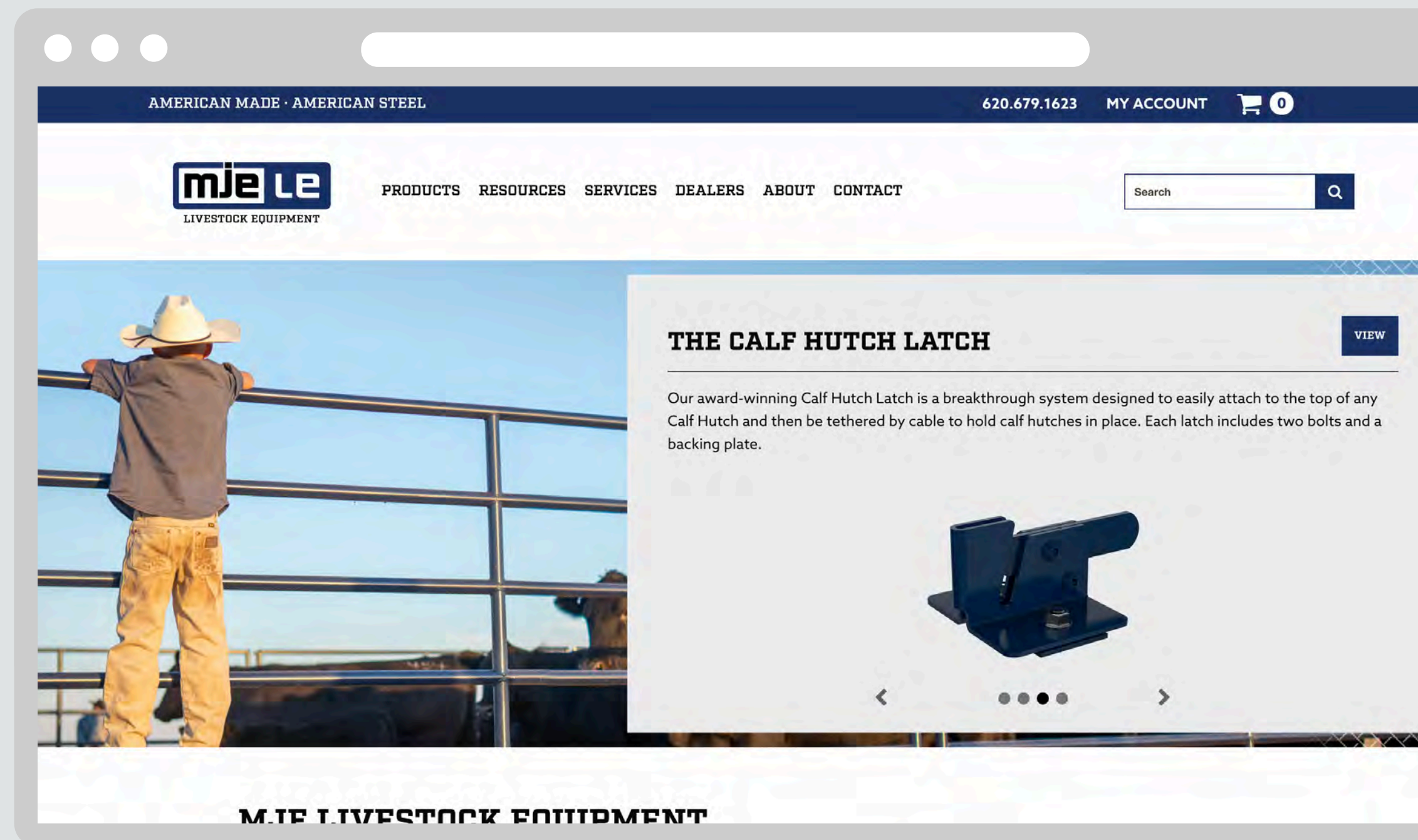
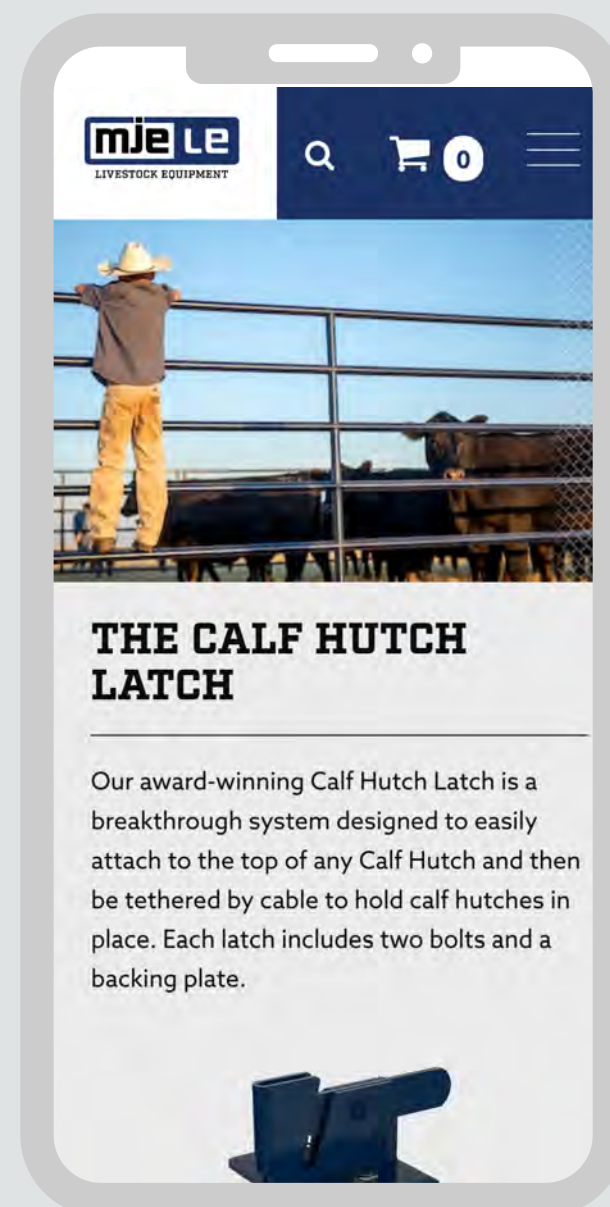
## **Include**

- How to promote the Conquistador to both dealers and end customers.
- How to present Packages or Kits to both dealers and end customers.
- How to incorporate resources and/or marketing materials for dealers.
- How to display the Dealer Network: To either become a dealer or find a dealer in your area.

# MOBILE VS DESKTOP

Analytics data for calendar year 2022:

- Total site traffic — **71% mobile** / 29% desktop
- Completed ecommerce transactions — **53% mobile** / 47% desktop



Given the high mobile traffic numbers, it's important when working on the site to review all content on mobile to ensure optimal usability.



# ANALYTICS: PAGES RANKED BY UNIQUE VISITORS IN 2022—NON-PRODUCT PAGES

MJE Livestock Equipment Product Catalog   MJE LE	/products/	9287
MJE Livestock Equipment   Quality Livestock Solutions for Feedyards	/	3530
Choose MJE LE for America's Best Livestock Equipment	/mje-livestock-equipment-dealer/	1512
Fabricator/Parts Cutter Job Opening - MJE Livestock Equipment	/fabricator-parts-cutter-job-opening/	1265
Heavy Equipment Operator Job Opening - MJE Livestock Equipment	/heavy-equipment-operator-job-opening/	1003
Concrete Laborer Job Opening   MJE Livestock Equipment	/concrete-laborer/	338
CDL Heavy Equipment Truck Driver Job Opening   MJE LE	/cdl-heavy-equipment-driver-job-opening/	216
Metal Building Construction Crew Job Opening   MJE Livestock Equipment	/metal-building-construction-crew/	192
Premium Products - Top Reasons Ranchers Choose MJE Livestock Equipment - MJE Livestock Equipment	/premium-products-top-reasons-ranchers-choose-mje-livestock-equipment/	159
Choose MJE LE for America's Best Livestock Equipment	/choose-the-best-livestock-equipment/	150
Privacy - MJE Livestock Equipment	/privacy/	141
Design, Build With Efficiency   MJE Livestock Equipment Manufacturers	/design-build-manufacturer-services/	126
Contact the MJE Livestock Equipment Team   MJE LE	/contact/	115
Apply Today and Work With MJE Livestock Equipment   MJE LE	/apply-today/	111
Bringing The Heat: Livestock Handling in Heat and Drought - MJE Livestock Equipment	/livestock-handling-in-heat-and-drought/	109
Find MJE Livestock Equipment Careers   MJE Livestock Equipment	/careers/	101
MJE Livestock Equipment Announces Major Dealer Network Expansion - MJE Livestock Equipment	/mje-livestock-equipment-announces-major-dealer-network-expansion/	92
My account - MJE Livestock Equipment	/my-account/	90
MJE Livestock Equipment Looks to the Future - MJE Livestock Equipment	/mje-livestock-equipment-looks-to-the-future/	86
Diesel Mechanic Job Opening - MJE Livestock Equipment	/diesel-mechanic-job-opening-2/	74
MJE Livestock Equipment Evolves to Serve Ag   MJE Livestock Equipment	/mje-livestock-equipment-evolves-to-serve-ag-customers/	67
Stay Up to Date with MJE Livestock Equipment   MJE LE	/blog/	60
Meet Our Farm Equipment Manufacturers   MJE Livestock Equipment	/our-team/	55
Cart - MJE Livestock Equipment	/cart/	52
Frequently Asked Questions   MJE Livestock Equipment FAQs	/faqs/	34
You searched for - MJE Livestock Equipment	/?s=	6
Checkout - MJE Livestock Equipment	/checkout/	5



Interestingly the “All Products” page has by far the most traffic—many more visitors than even the home page. See page 23.

Very little use of the site search feature.



# ANALYTICS: PAGES RANKED BY 2022 UNIQUE VISITORS—PRODUCT PAGES

Livestock Handling Equipment   MJE Livestock Equipment Products	/product-category/livestock-handling-equipment/	4198	3/4" Monticello Valve - MJE Livestock Equipment	/product/3-4-monticello-valve/	94
Livestock Fence Panels, Gates and Accessories   MJE LE Products	/product-category/panels-gates-accessories/	3769	5-Bar Feedlot Gate - MJE Livestock Equipment	/product/5-bar-feedlot-gate/	93
Livestock Fencing, Materials and Supplies   MJE Livestock Equipment	/product-category/fencing-materials-supplies/	2572	Chain Latches - MJE Livestock Equipment	/product/chain-latches/	91
Feedlot Solutions: Feeders, Waterers and Supplies   MJE LE Products	/product-category/feeders-waterers-supplies/	349	Pen Sign Numbers - MJE Livestock Equipment	/product/pen-sign-numbers/	90
The Calf Hutch Latch and Tethering System by MJE Livestock Equipment	/product-category/calf-hutch-latch-tethering-system/	75	Pride of the Farm® Polar-Max® 10 Gallon Waterer - MJE Livestock ...	/product/pride-of-the-farm-polar-max-10-gallon-waterer/	74
General Feedlot Equipment Archives - MJE Livestock Equipment	/product-category/feedlot-processing-equipment/	30	Production Manager Job Opening - MJE Livestock Equipment	/production-manager/	72
			Elite Eliminator Tub with Load-out Gate - MJE Livestock Equipment	/product/elite-eliminator-tub-with-load-out-gate/	61
			Panel Hangers for Portable Loadout Chute - MJE Livestock Equipment	/product/panel-hangers-for-portable-loadout-chute/	58
			Elite Panels - MJE Livestock Equipment	/product/elite-panels/	54
			Heavy-Duty Feedlot Double Alley - MJE Livestock Equipment	/product/heavy-duty-feedlot-double-alley/	54
			Johnson 200 Gallon Water Tank - MJE Livestock Equipment	/product/johnson-200-gallon-water-tank/	52
			3-Way Hydraulic Cattle Sort - MJE Livestock Equipment	/product/3-way-hydraulic-cattle-sort/	44
			Elite Overhead Gate - MJE Livestock Equipment	/product/elite-overhead-gate-panel/	42
			Manger Feeder - MJE Livestock Equipment	/product/manager-feeder/	41
			The Calf Hutch Latch - MJE Livestock Equipment	/product/the-calf-hutch-latch/	41
			3/4" Miraco Water Tank Valve - MJE Livestock Equipment	/product/3-4-miraco-water-tank-valve/	39
			1/2" DURAPRIDE® Water Tank Valve - MJE Livestock Equipment	/product/1-2-durapride-water-tank-valve/	36
			Wedge Adjustable Alley - MJE Livestock Equipment	/product/wedge-adjustable-alley/	35
			Rebel Panels - MJE Livestock Equipment	/product/rebel-panels/	34
			Johnson 45 Gallon Water Tank - MJE Livestock Equipment	/product/johnson-45-gallon-water-tank/	32
			Steel Posts - MJE Livestock Equipment	/product/steel-posts/	30
			3-Way Cattle Sort Trailer - MJE Livestock Equipment	/product/3-way-cattle-sort-trailer/	29
			Cable - MJE Livestock Equipment	/product/cable/	25
			Palpation Cage - MJE Livestock Equipment	/product/palpation-cage/	25
			Johnson 20 Gallon Water Tank - MJE Livestock Equipment	/product/johnson-concrete-20-gallon-tank/	24
			Johnson 160 Gallon Water Tank - MJE Livestock Equipment	/product/johnson-160-gallon-water-tank/	22
			Single Alley Block Door - MJE Livestock Equipment	/product/single-alley-block-door/	20
			1 1/2" Pipe - MJE Livestock Equipment	/product/1-1-2-pipe/	17
			Rebel Overhead Gate - MJE Livestock Equipment	/product/rebel-overhead-gate-panel/	17
			Elite Gate Panels - MJE Livestock Equipment	/product/elite-gate-panels/	13
			2 1/2" Pipe - MJE Livestock Equipment	/product/2-1-2-pipe/	12
			2" Pipe - MJE Livestock Equipment	/product/2-pipe/	10
			4" Pipe - MJE Livestock Equipment	/product/4-pipe/	8
			Elite Ride-Through Overhead Gate - MJE Livestock Equipment	/product/elite-ride-through-overhead-gates/	8
			Wood Posts - MJE Livestock Equipment	/product/wood-posts/	6
			Pipe Guides - MJE Livestock Equipment	/product/pipe-guides/	4
			Cable Pull - MJE Livestock Equipment	/product/cable-pull/	2
			Pen Sign Letters - MJE Livestock Equipment	/product/pen-sign-letters/	2
Post Caps (Domed) - MJE Livestock Equipment	/product/post-caps-domed/	2053			
5-Bar Continuous Fence Panel - 48" - MJE Livestock Equipment	/product/5-bar-continuous-fence-panel-48/	1313			
Fencing Clips - MJE Livestock Equipment	/product/fencing-clips/	1165			
The Conquistador - Wheel Corral - MJE Livestock Equipment	/product/the-conquistador-wheel-corral/	797			
6-Bar Continuous Fence Panel - MJE Livestock Equipment	/product/6-bar-continuous-fence-panel/	705			
4-Bar Continuous Fence Panel - MJE Livestock Equipment	/product/4-bar-continuous-fence-panel/	615			
Pride of the Farm Dura-Bull® Mineral Feeder - MJE Livestock ...	/product/pride-of-the-farm-dura-bull-mineral-feeder/	568			
Parallel Adjustable Alley - MJE Livestock Equipment	/product/parallel-adjustable-alley/	511			
Panel Trailer - MJE Livestock Equipment	/product/panel-trailer/	510			
Elite Portable Load-out Chute - MJE Livestock Equipment	/product/elite-portable-load-out-chute/	456			
Pride of the Farm® Polar-Max® 20 Gallon Waterer - MJE Livestock ...	/product/pride-of-the-farm-polar-max-waterer/	418			
Johnson 68 Gallon Water Tank - MJE Livestock Equipment	/product/johnsons-68-gallon-water-tank/	255			
5-Bar Continuous Fence Panel - 38" - MJE Livestock Equipment	/product/5-bar-continuous-fence-panel-38/	209			
Elite Stationary Load-out Chute - MJE Livestock Equipment	/product/loadout-chute/	205			
Rebel Equine Panel - MJE Livestock Equipment	/product/rebel-equine-panel/	157			
Elite Modular Double Alley - MJE Livestock Equipment	/product/elite-modular-double-alley/	153			
Johnson 98 Gallon Water Tank - MJE Livestock Equipment	/product/johnson-98-gallon-water-tank/	145			
Adjustable Neckrail Brackets - MJE Livestock Equipment	/product/neckrail-plates/	144			
Post Caps (Flat) - MJE Livestock Equipment	/product/post-caps-flat/	140			
Round Bale Feeder - MJE Livestock Equipment	/product/round-bale-feeder/	123			
3/4" DURAPRIDE® Water Tank Valve - MJE Livestock Equipment	/product/3-4-durapride-water-tank-valve/	107			
Pride of the Farm® Waterer - THE KNIGHT 12 Gallon Water Tank - MJE	/product/pride-of-the-farm-waterer-the-knight-12-gallon-water-tank/	106			
3/4" Constant Flow Brass Water Tank Valve - MJE Livestock Equipment	/product/johnsons-3-4-constant-flow-brass-water-tank-valve/	102			



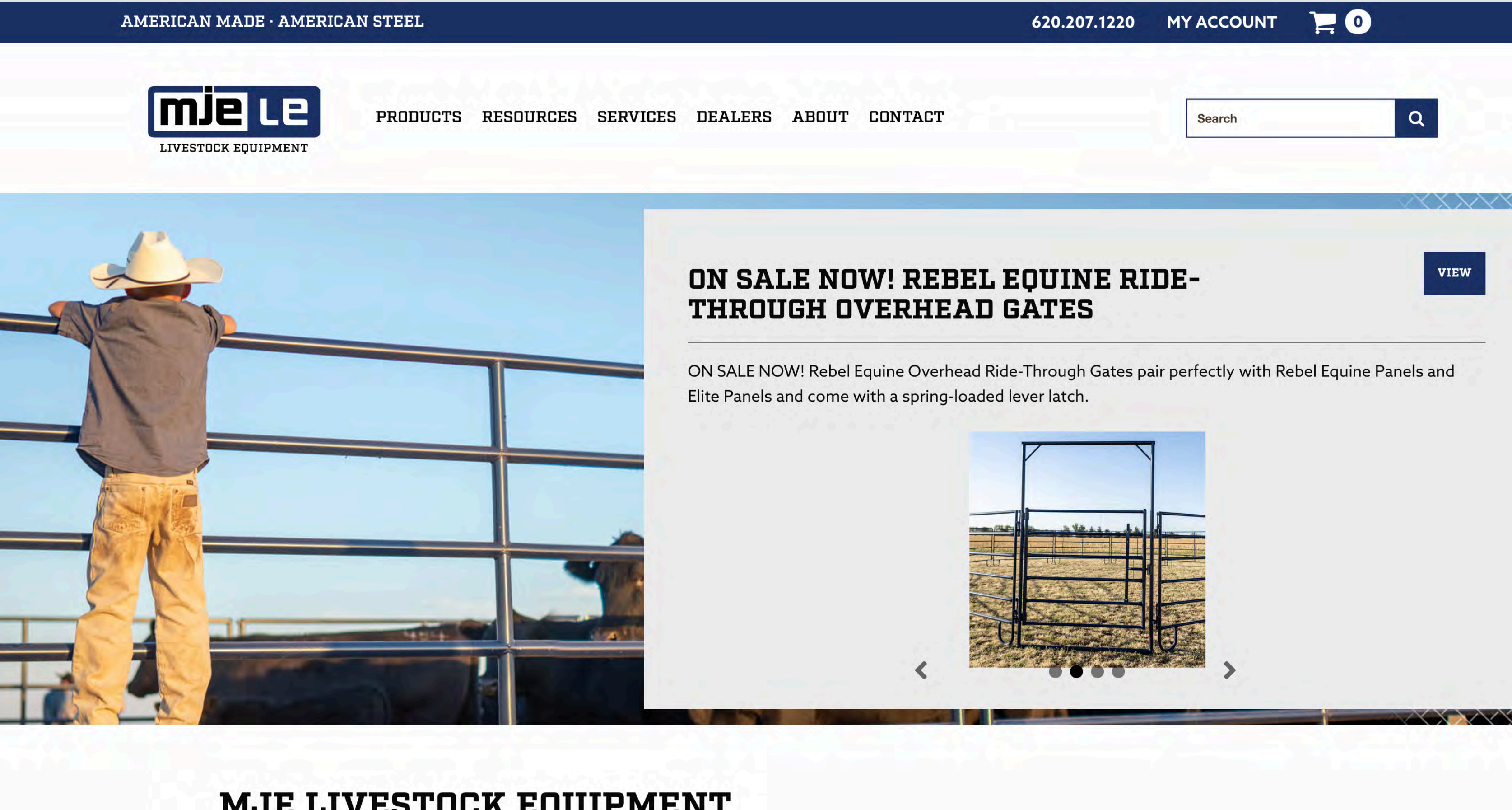
# SITE UI DESIGN

According to Google Analytics, site search is rarely used. Could move it to the footer to save main nav screen real estate.

The overall site UI design is good: it's simple, intuitive and easy for the user to grasp.

Users often skip over carousels. If the content in the carousels is important, recommend making it visible on the page as static content.

“You can’t count on people seeing the information in carousels on websites...people often...miss all of the content within them, or at least the content that’s in any frame other than the first.” (NNG)

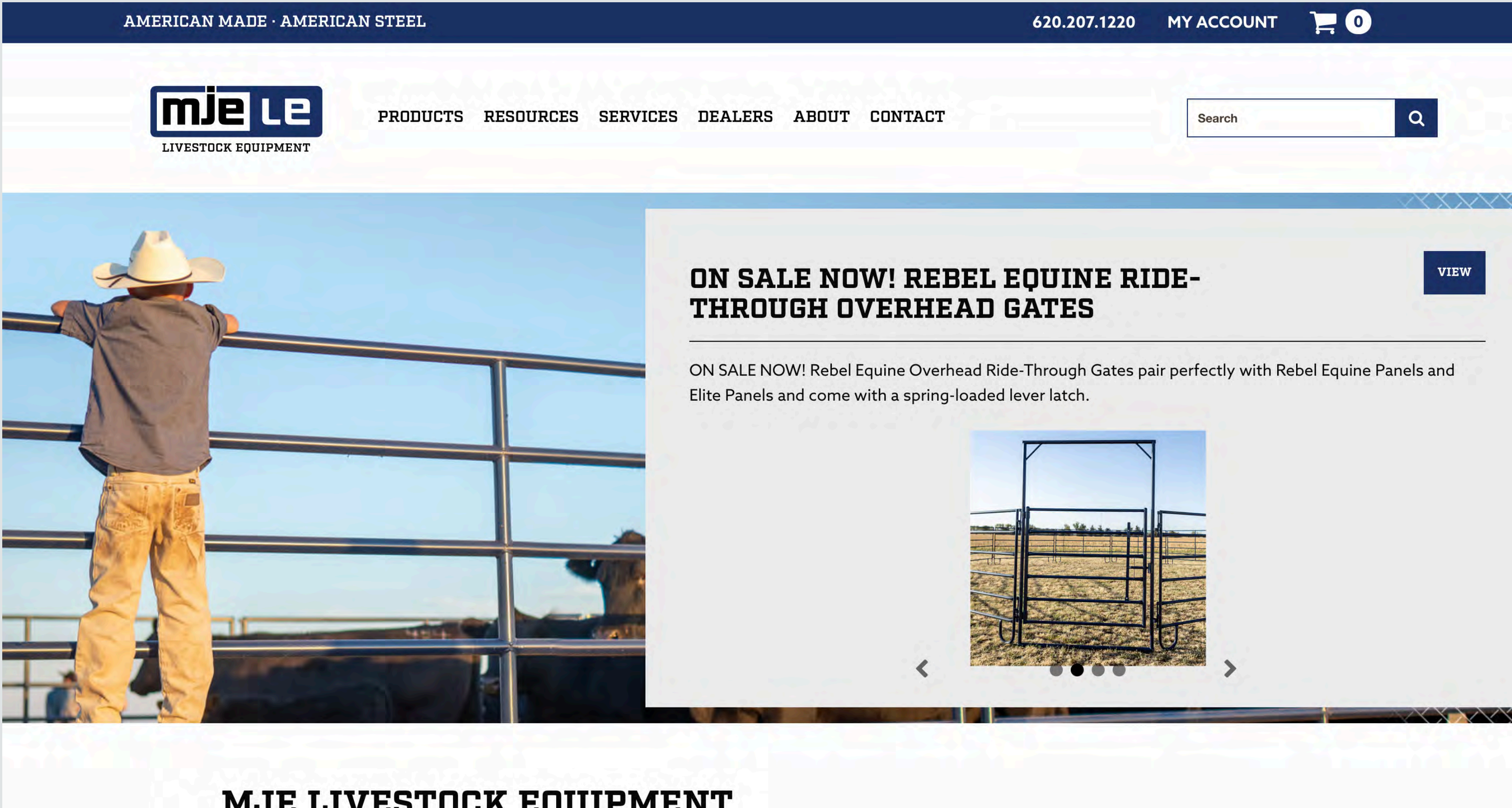




# SITE NAVIGATION

The main navigation is simple, visible and does not overwhelm the user with too many links.

Two of the words in the main nav (Resources and Services) are somewhat ambiguous.





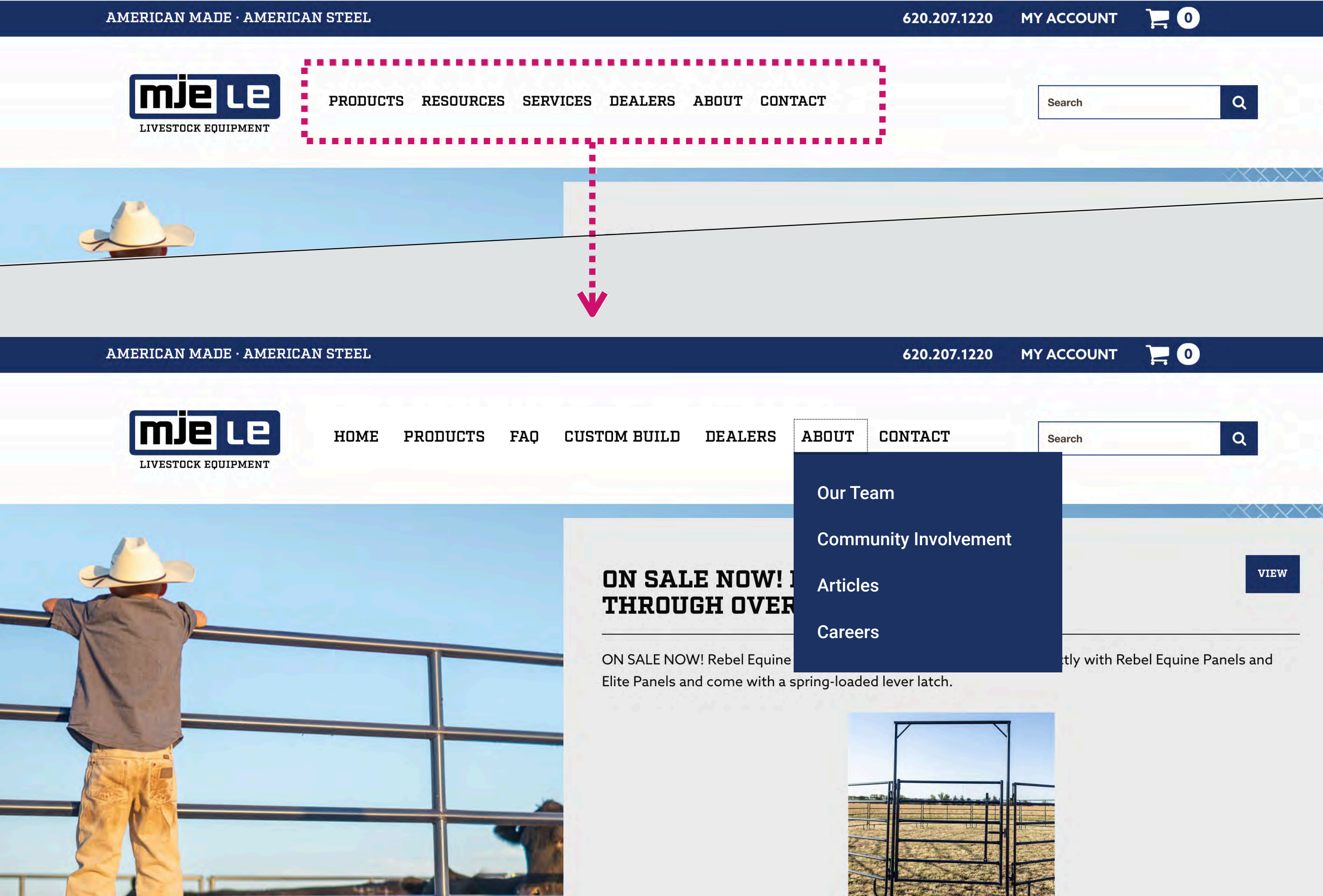
# SITE NAVIGATION

Recommendations for changes to RESOURCES and SERVICES:

- Isolate FAQ in main nav (typically an often-used page).
- Put BLOG in ABOUT section and rename it “Articles.”
- Change SERVICES to a more clear label (Custom Build, Custom Solutions, or Custom Manufacturing).

Additional recommendation for the main nav:

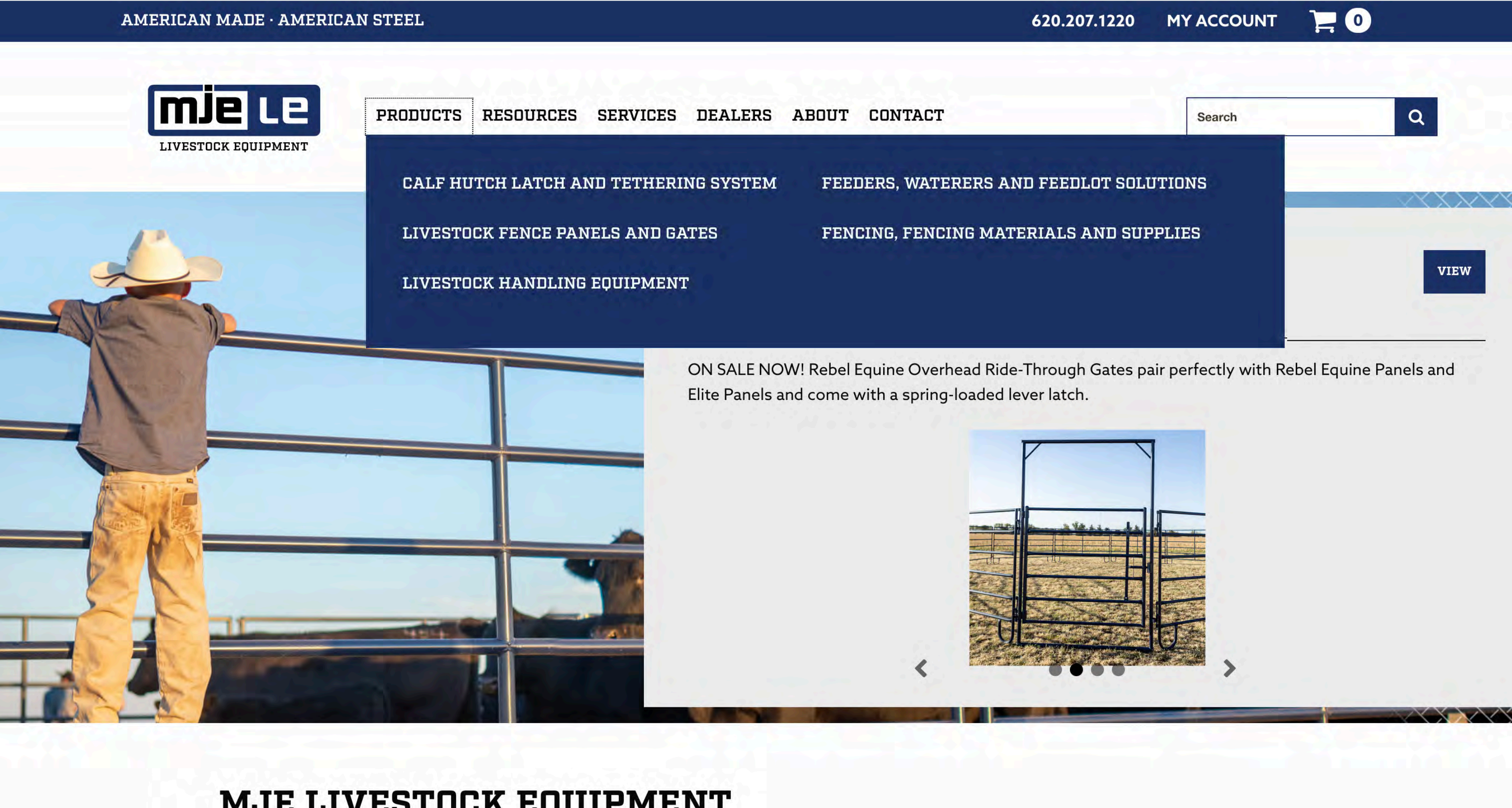
- Add HOME on desktop and mobile (not everyone knows that the logo a link to the home page)





# MAIN NAVIGATION

On the expanded main menu, the use of all caps and two columns reduces readability.

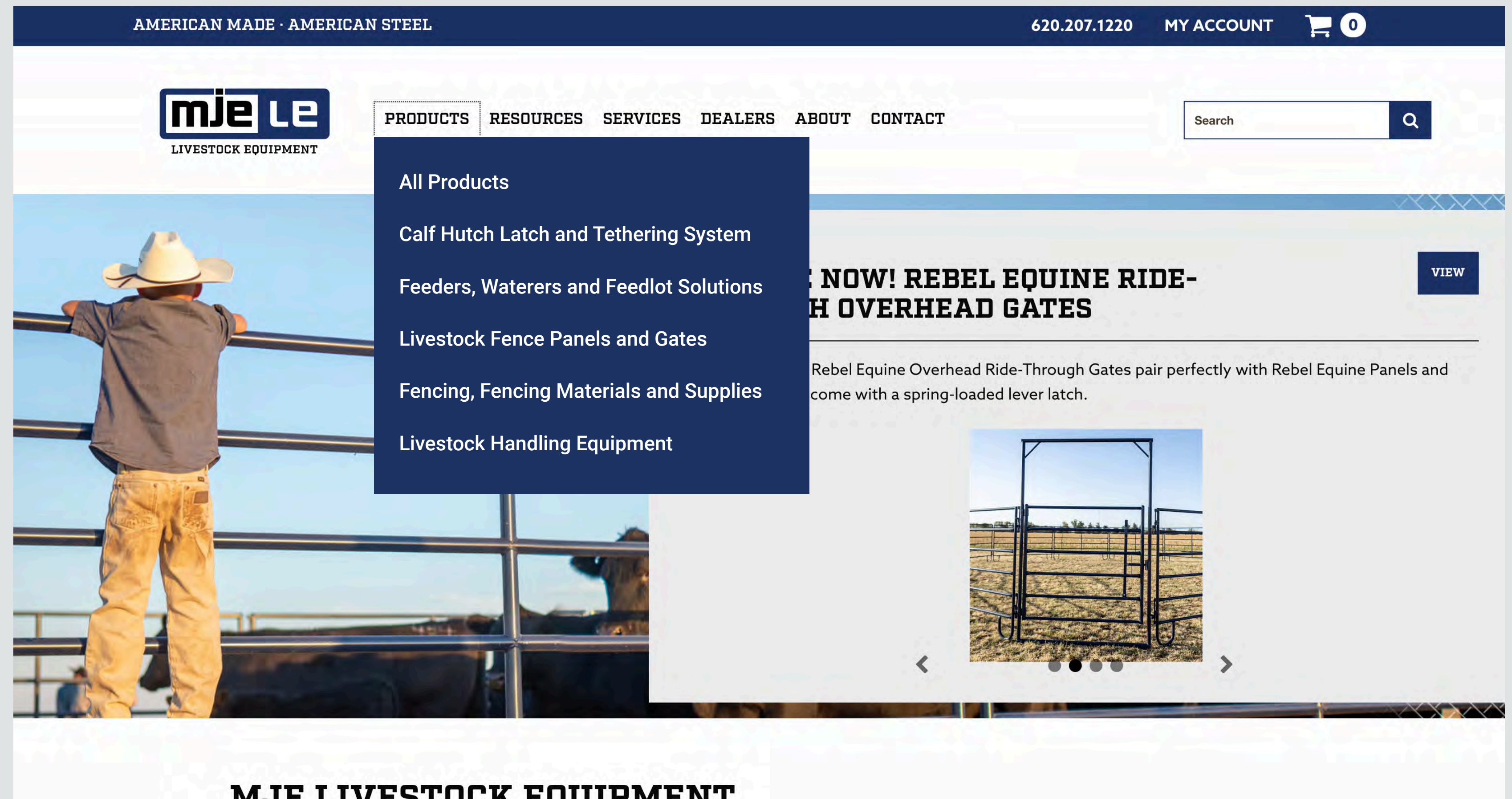




# MAIN NAVIGATION

To improve readability:

- Recommend using upper and lower case text in a single column.
- Consider changing the font to a less ornate sans-serif.

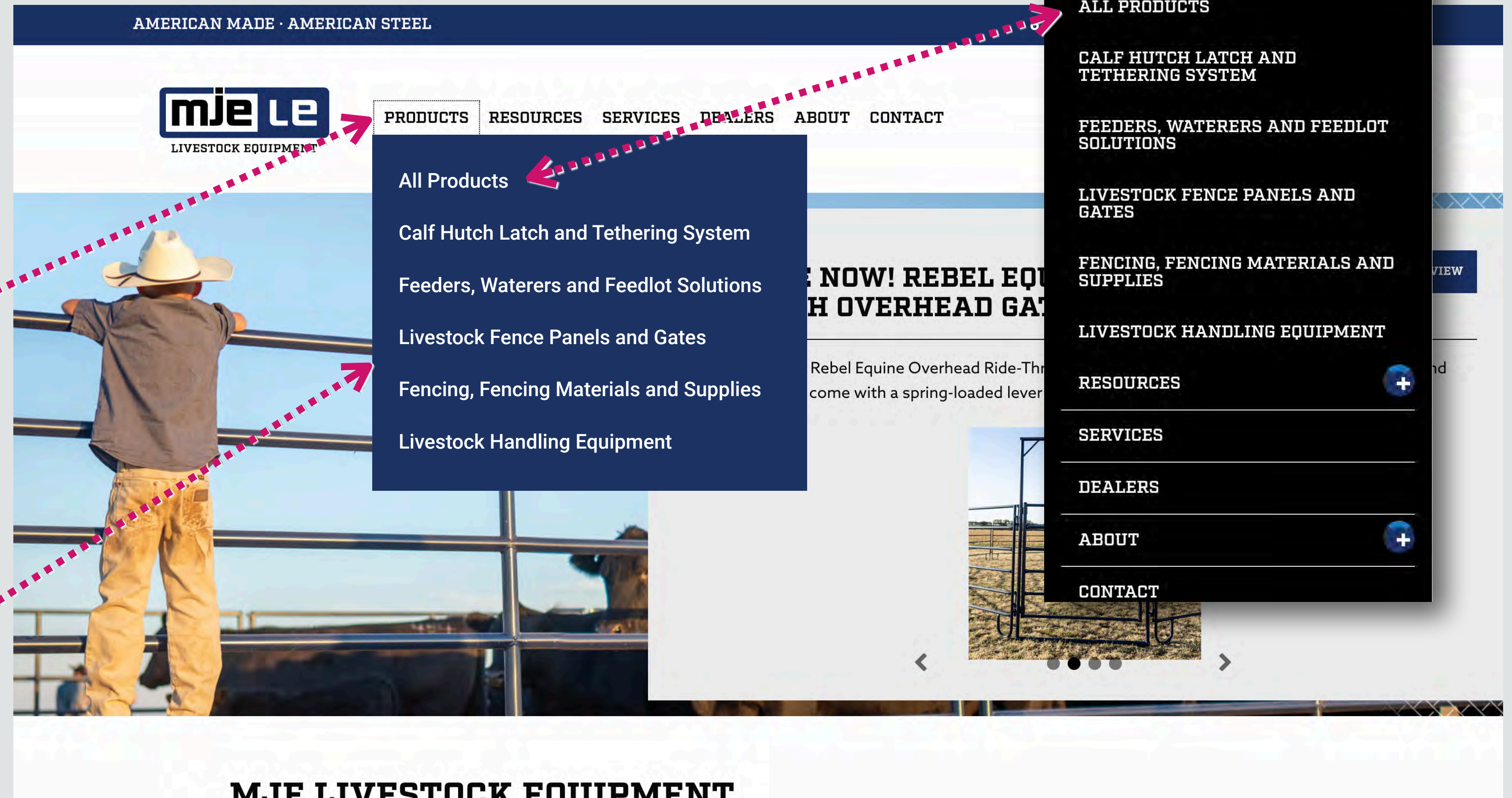




# MAIN NAVIGATION

When users encounter a drop-down menu, they rarely click on the top-level (in this case, PRODUCTS) and instead go straight to one of the selections on the menu.

- Recommend making PRODUCTS in the main nav **not clickable** and adding “All Products” to the drop-down menu (like the mobile menu, which is set up correctly).
- Recommend reviewing categories — see page 27.

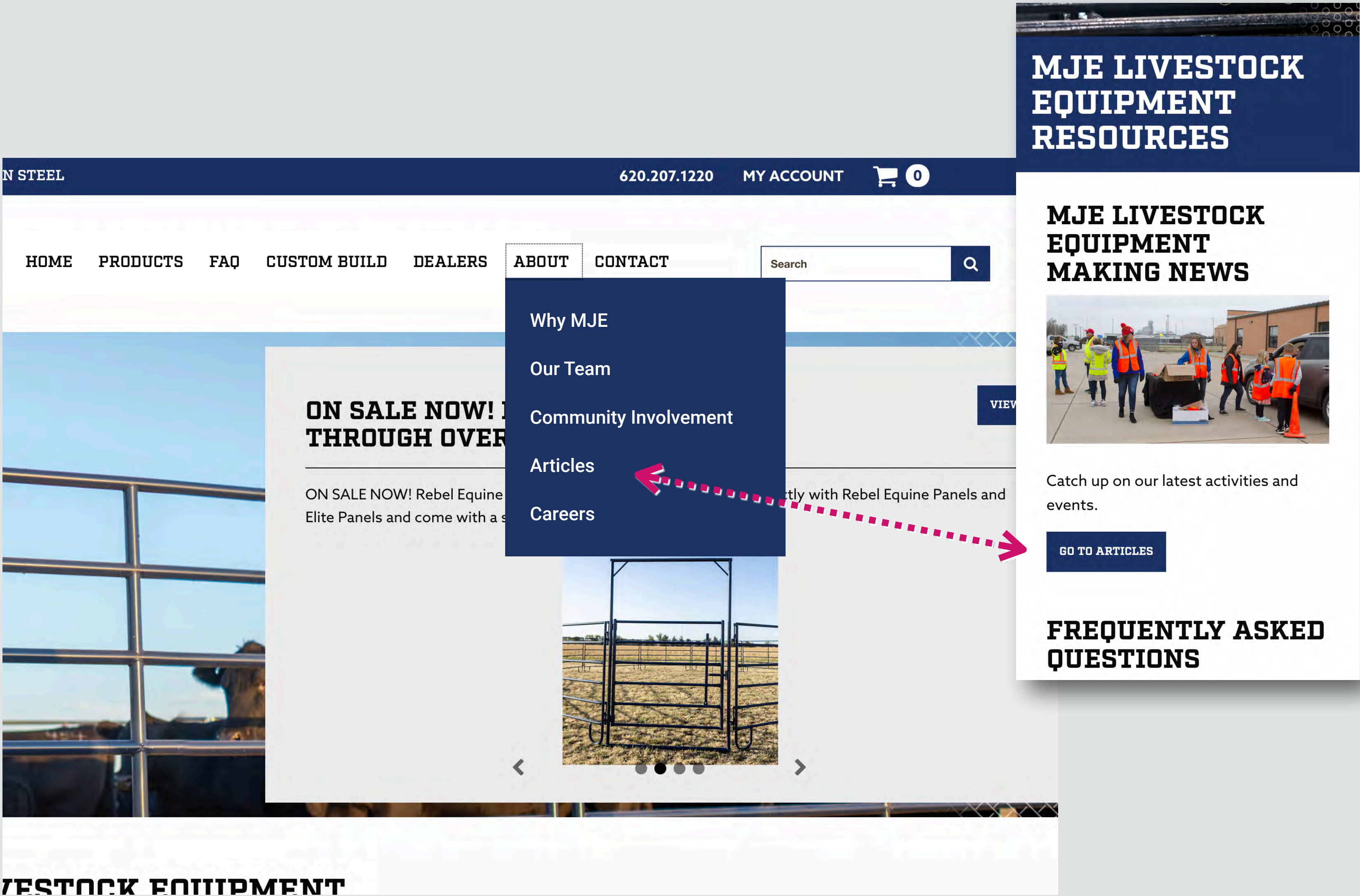




# MAIN NAVIGATION

Recommend putting the BLOG in ABOUT section and rename it “Articles.”

- As described for the main Products nav, recommend making ABOUT in the main nav **not clickable** and adding Why MJE to the drop-down menu (like the mobile menu, which is set up correctly).





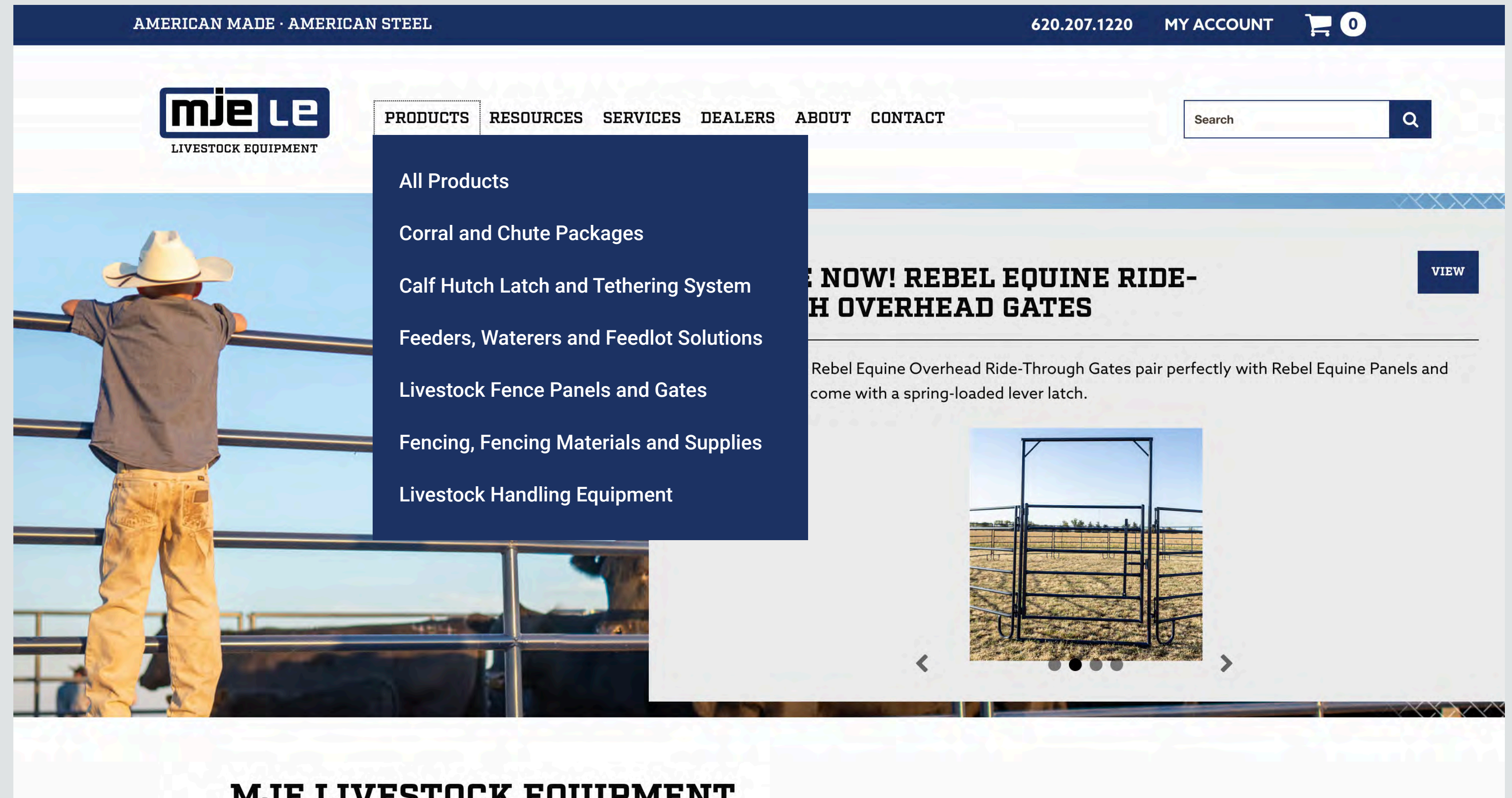
# PACKAGES

Recommend adding the Packages at the top of the Products menu/section.

Use a category name that's clear and descriptive, e.g.:

- Corral and Chute Packages
- Corral, Chute & Carrier Packages
- Corral Package Kits

Each Package should have a standard product page.

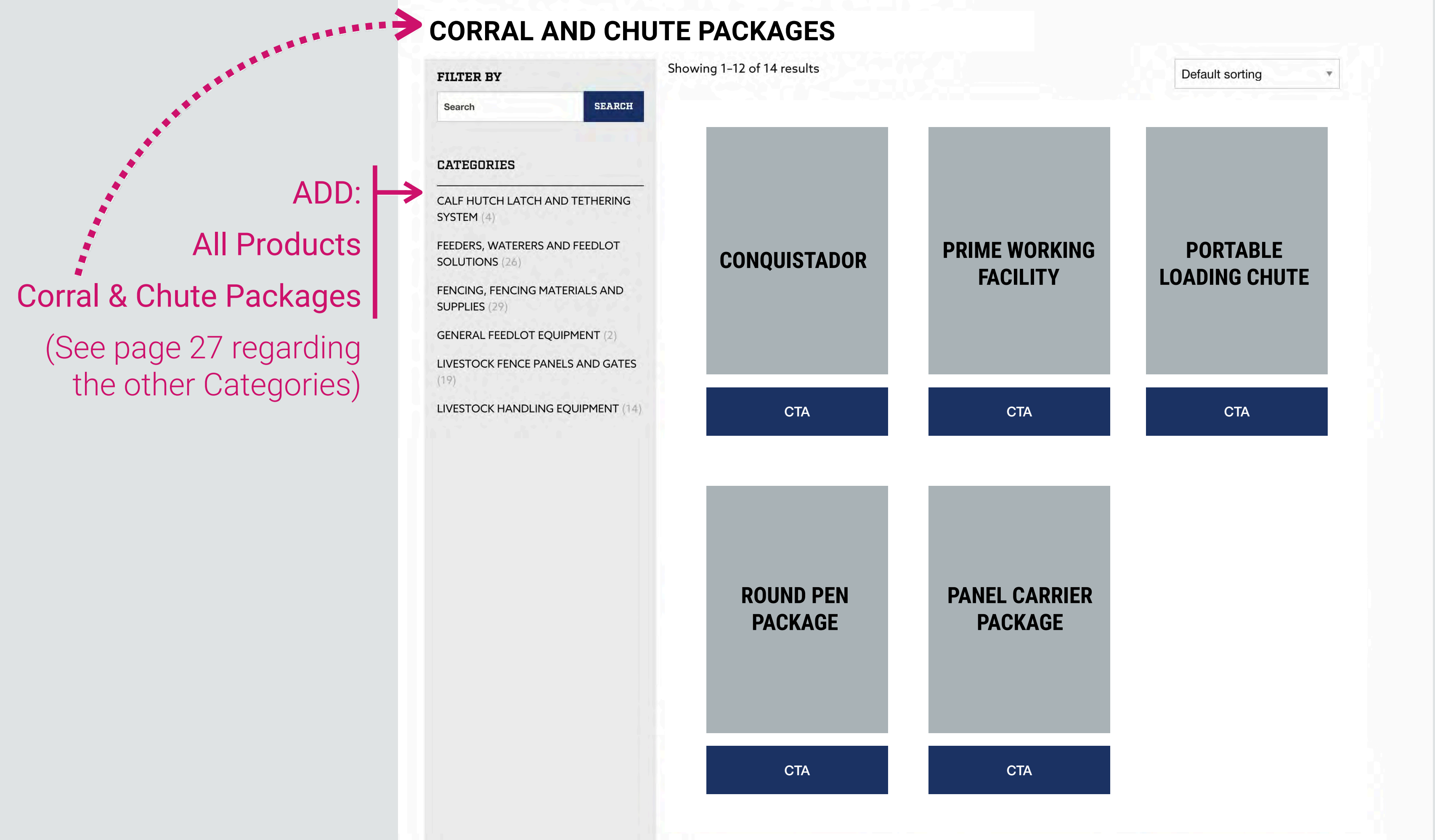




# PACKAGES

The Packages category filter should display all Packages on one filtered Product page as shown here.

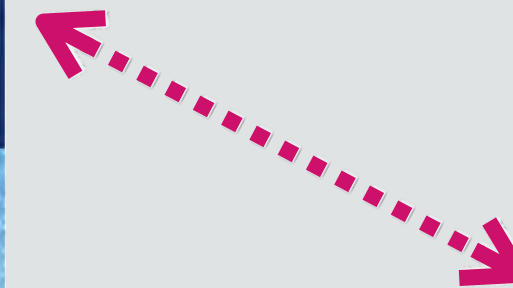
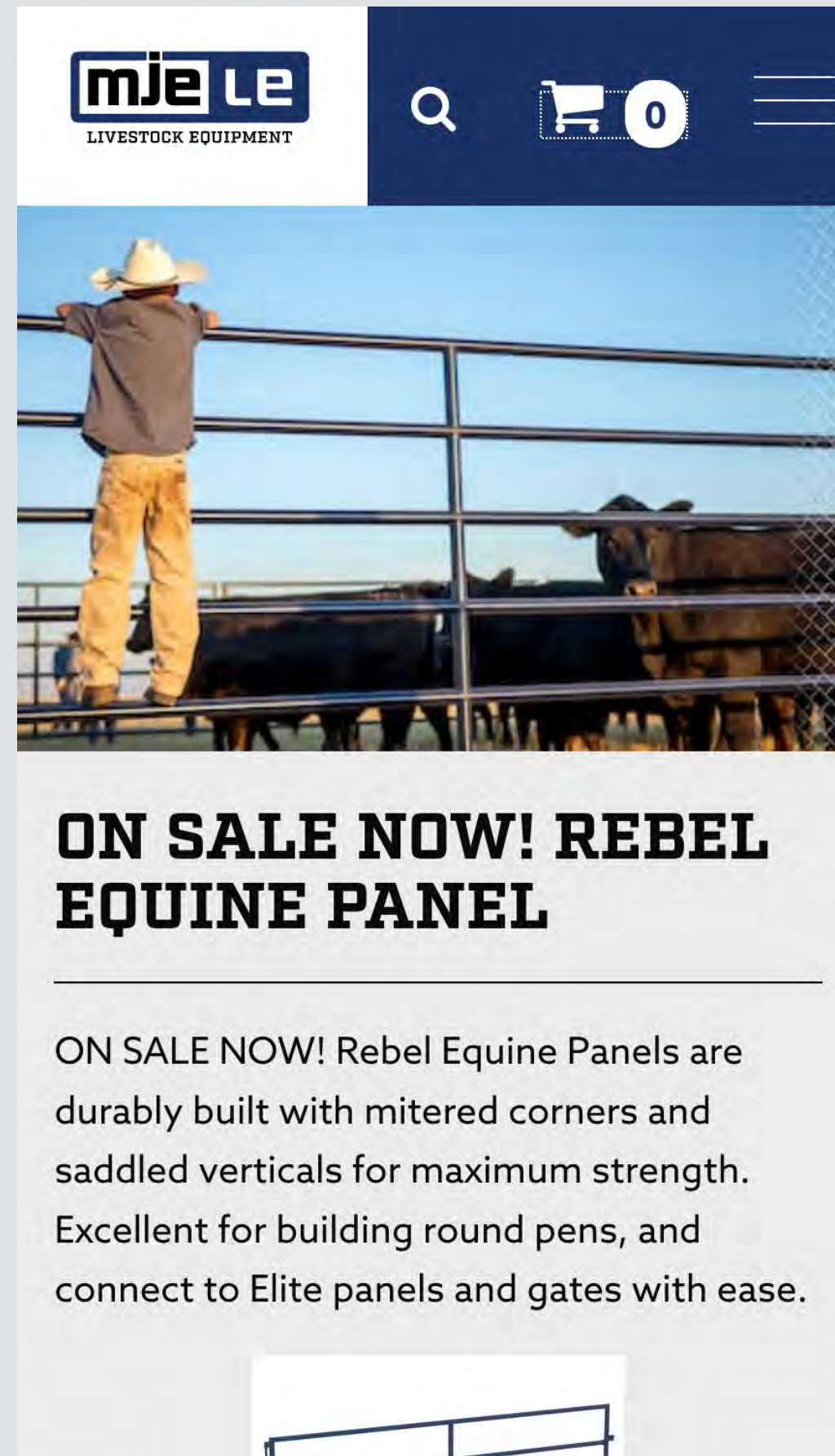
It's also ok to have separate content page(s) for the Conquistador or all of the Packages (e.g., as marketing landing pages in the Articles section). Any such pages should link to the product pages (example). Promotional landing pages should not duplicate all the info on the product page but rather lead the user to the product page (discuss).



# MOBILE MENU

The basic functionality of the mobile menu is good.

- Consider adding MENU under the hamburger icon or putting a border around it to clearly identify it as a button (either of which is shown to improve usability — not everyone understands hamburger icons).
- Consider making the hamburger icon lines bolder to improve contrast for visibility and accessibility.





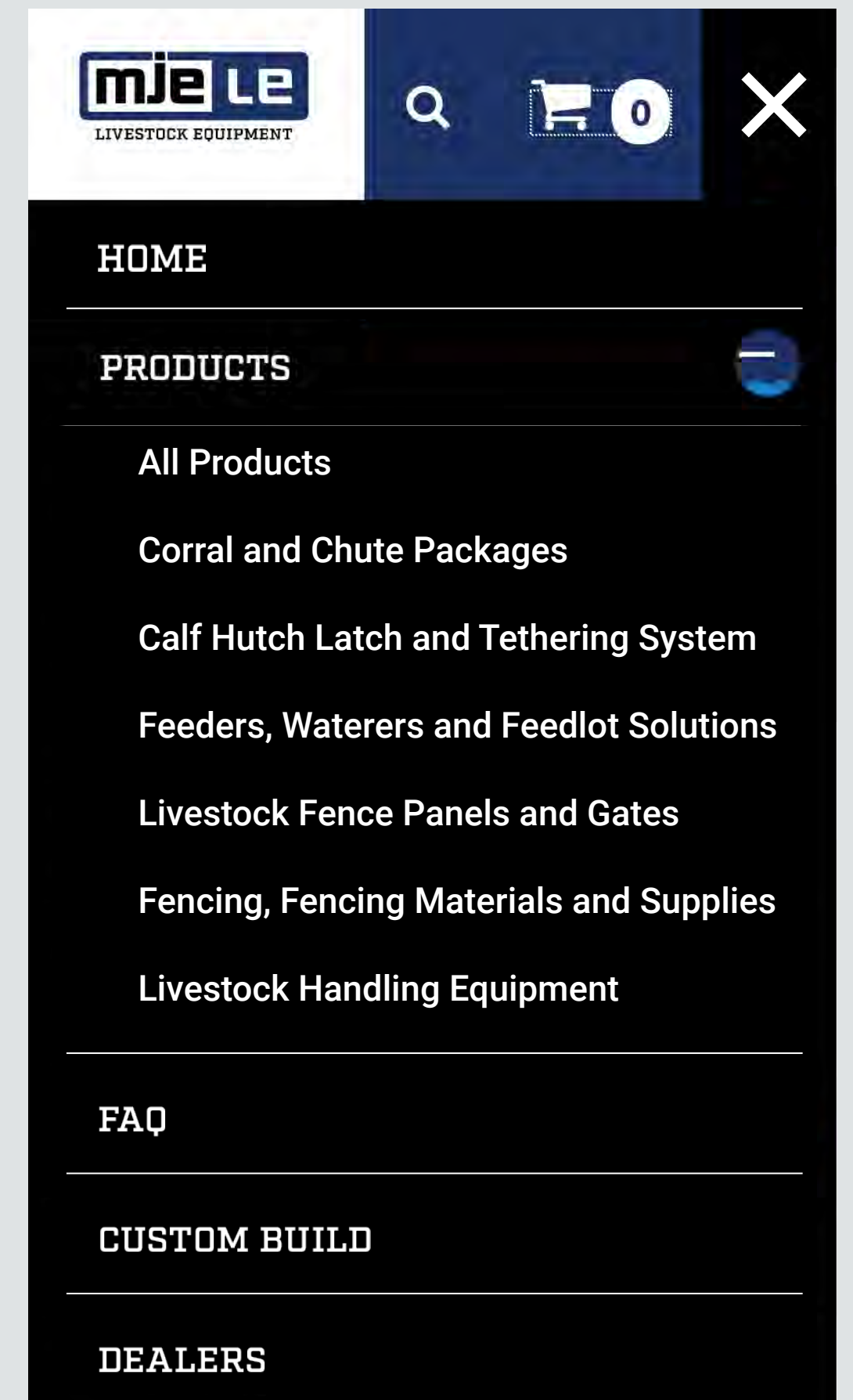
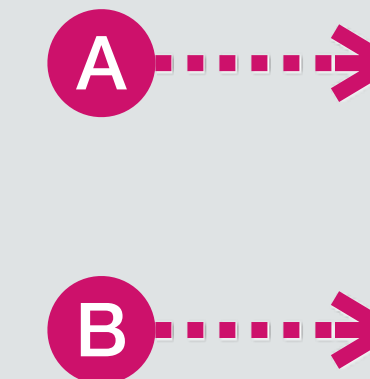
# MOBILE MENU

- (A) Add a HOME link (not everyone knows the logo is the home button).
- (B) Make the sub-page titles upper and lower case for improved readability as noted for the desktop nav. Indent the sub-pages slightly and removing the white line under the section title to make it clear these are pages under a header.

## CURRENT



## RECOMMENDED



# FOOTER

Users often look to the footer if they can't find what they want in the main navigation. In addition, there are a few particular links that users expect to find in the footer and sometimes look there first (even before even looking in the main nav). Those include:

- Contact
- About Us
- Careers/Jobs
- FAQ
- Account Login

For the most part the MJE-LE footer is good. A few recommended improvements are noted.

Consider adding a map link



Remove (users always look for cart in upper right) and replace with "Account Login"

Remove (users will look on Contact page). Is there a reason this is here and there's no email link on Contact page?)



# DEALERS PAGE

The current Dealers page should provide clarity about why they should contact a dealer vs. contacting MJE-LE.

The page can also be optimized to improve user access to dealer location details and contact information.

- See page 21 for specific recommendations.

Heads are redundant

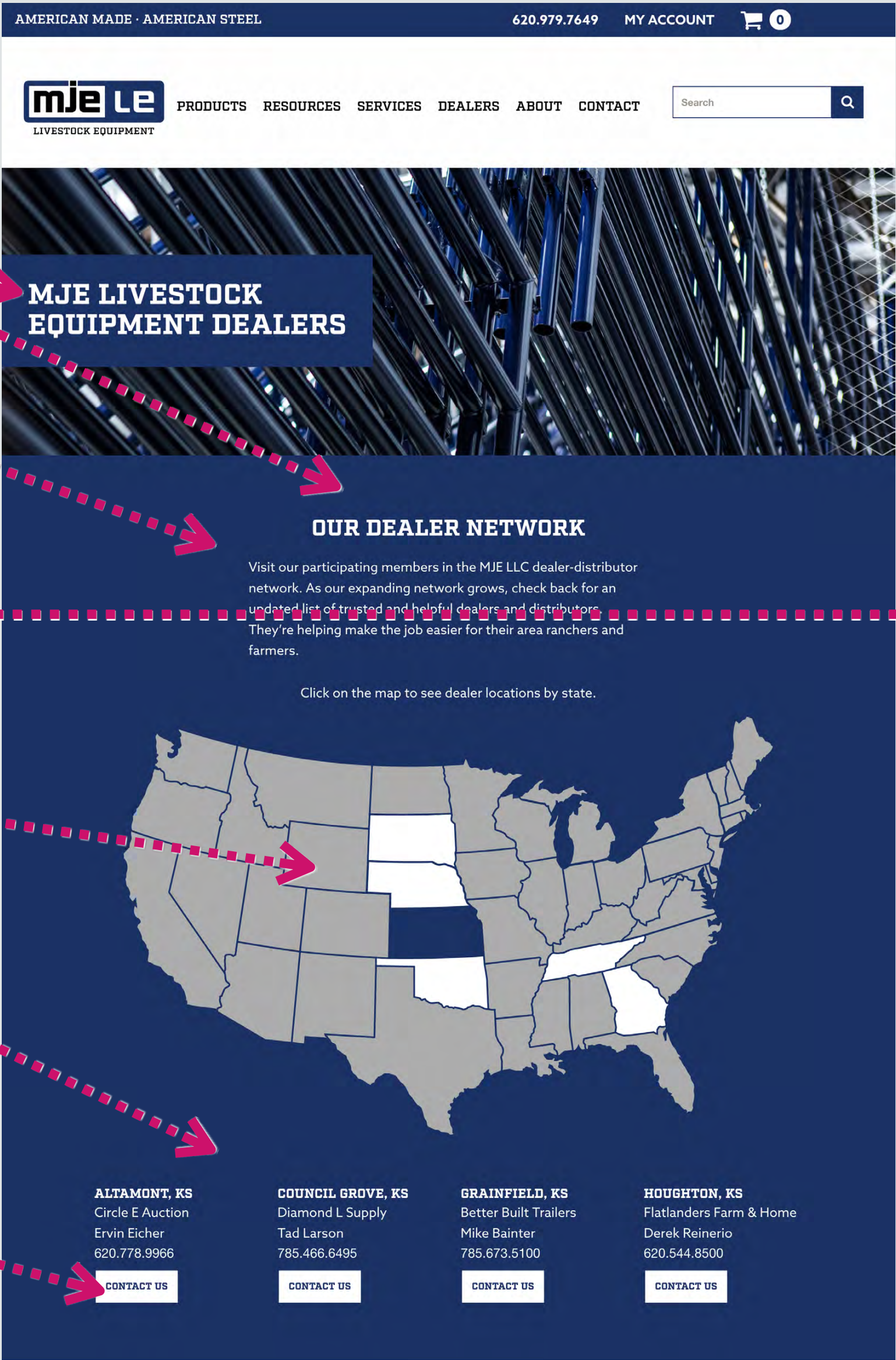
Copy is too long and should be refocused on why to contact a dealer vs. MJE-LE.

The important information on the Dealers page is below the fold (desktop and mobile).

The map unnecessarily requires clicks to see where dealers are located.

The dealer listings lack address details.

Contact Us buttons open an email link. If they are kept they should say "Email Us".



## BECOME A LIVESTOCK EQUIPMENT DEALER

Offer the products you'll be proud to stand behind. The MJE Livestock Equipment dealer/distributor network is expanding to serve ranchers and farmers throughout the country.

For more information on Becoming a Dealer

CONTACT US



# DEALERS PAGE

The current Dealers page should provide clarity about why they should contact a dealer vs. contacting MJE-LE.

The page can also be optimized to improve user access to dealer location details and contact information.

- See next page for specific recommendations.

The alphabetical list at the bottom of the page provides links to dealer website, which is good. But there is no reason a weblink can't be include in the list at the top of the page.

people who have been in business as long as you have. MJE LE supports wholesale livestock supply dealers and distributors with quality inventory and superior service.



### LIVESTOCK EQUIPMENT MADE IN AMERICA

Provide your market area with ready access to the livestock supply and equipment it needs. All MJE LE equipment is protected by our exclusive one-year warranty, so customers can trust the quality of the products we supply.

### MARKETING ASSISTANCE AND SUPPORT

We provide access to fully-branded, up-to-date promotional materials, including one-sheets and brochures. We also help familiarize your sales representatives with the benefits and strengths of our American-made products.

As an MJE Livestock Equipment dealer/distributor, you have access to social media images, messaging, and strategic posts to build your business. We work with dealers and distributors to showcase equipment at tradeshow, too.



### LIVESTOCK EQUIPMENT DEALERS

Visit our participating members in the MJE LE dealer-distributor network. As our expanding network grows, check back for an updated list of trusted and helpful dealers and distributors. They're helping make the job easier for their area ranchers and farmers.

#### IN ALPHABETICAL ORDER

- [Ag Central Coop](#) - Multiple Tennessee Locations
- [Better Built Trailers](#) - Grainfield, Kansas
- [Boise City Cooperative](#) - Boise City, Oklahoma
- [Circle E Auction](#) - Altamont, Kansas
- [Diamond L Supply](#) - Council Grove, Kansas
- [Dubas Equipment](#) - Fullerton, Nebraska
- [Flatlanders Farm & Home](#) - Hugoton, Kansas
- [Footes Farm Supply](#) - Alva, Oklahoma
- [Frost Equipment, LLC](#) - Stillwater, Oklahoma
- [Ivey's Outdoor and Farm Supply](#) - Albany, Georgia
- [Midwest Trailers & Service](#) - Guymon, Oklahoma
- [Prairie Phoenix Cattle Care Systems](#) - Whitehorse, South Dakota
- [Smoky Mountain Cattle Consulting](#) - Athens, Tennessee

year's reputation for quality and strengths of our American-made products.

As an MJE Livestock Equipment dealer/distributor, you have access to social media images, messaging, and strategic posts to build your business. We work with dealers and distributors to showcase equipment at tradeshow, too.

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- [Footes Farm Supply](#) - Alva, Oklahoma
- [Frost Equipment, LLC](#) - Stillwater, Oklahoma
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- [Midwest Trailers & Service](#) - Guymon, Oklahoma
- [Prairie Phoenix Cattle Care Systems](#) - Whitehorse, South Dakota
- [Smoky Mountain Cattle Consulting](#) - Athens, Tennessee

620.979.7649

MJE Livestock Equipment  
800 W. Cortez  
Montezuma, KS 67867



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VISIT OUR PARENT COMPANY

#### PRODUCTS

FAQS

CART

DEALERS

CAREERS

CONTACT

MJE EMAIL

620.979.7649

MJE Livestock Equipment  
800 W. Cortez  
Montezuma, KS 67867



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DEALERS PAGE

Recommended approach.

Suggested:

Call MJE-LE at 620.679.1623 for assistance, especially with large items. We ship large items to your nearest dealer or directly to you via LTL freight.

**NOTE:** Dealers carry limited inventory. Check with the dealer before visiting them.

Anchor link scrolls down on page

AMERICAN MADE · AMERICAN STEEL620.979.7649MY ACCOUNT0

mjeLeLIVESTOCK EQUIPMENT

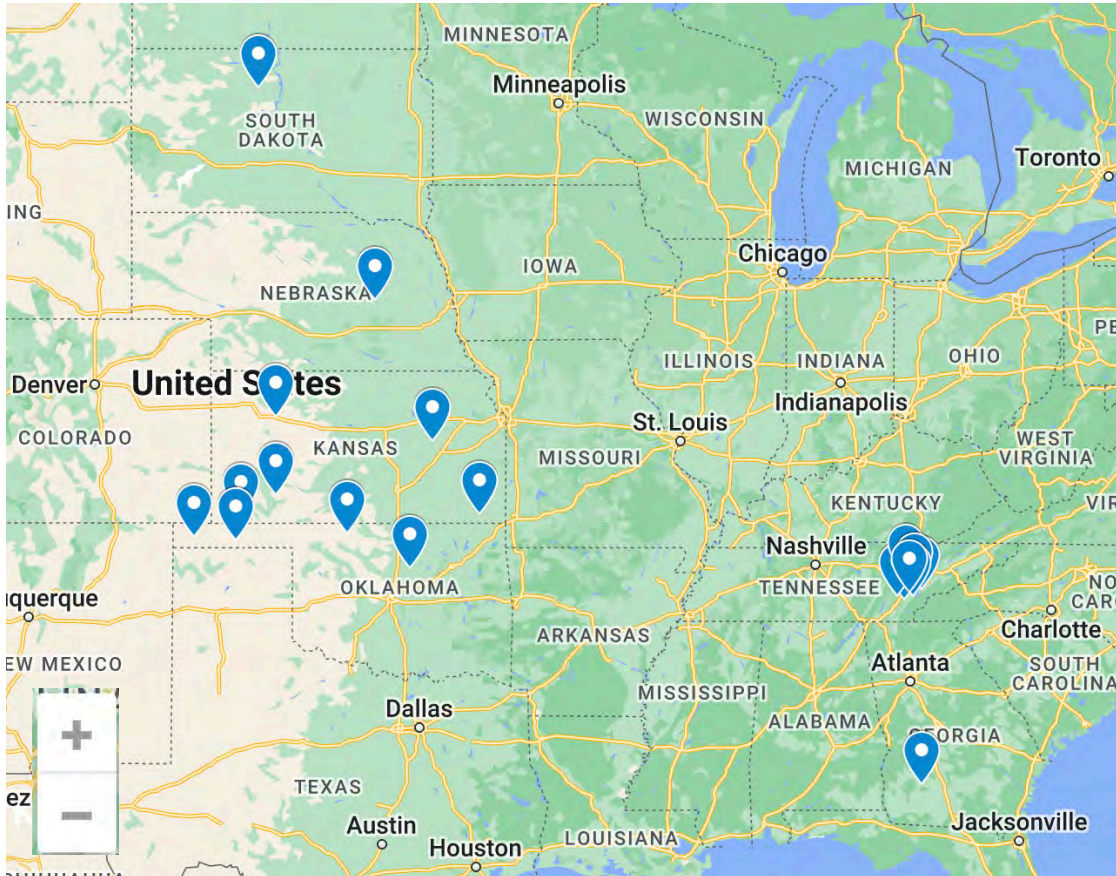
PRODUCTSRESOURCESSERVICESDEALERSABOUTCONTACT

Search

MJE LIVESTOCK EQUIPMENT DEALERS

Call MJE-LE at 620.679.1623 for assistance, especially with large items. We will ship large items to your closest dealer.  
**NOTE:** Dealers carry limited inventory. Check with the dealer before visiting them.

BECOME A DEALER



GEORGIA	KANSAS				NEBRASKA	
<b>Albany</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Altamont</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Council Grove</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Grainfield</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Hugoton</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Fullerton</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	
OKLAHOMA						
<b>Alva</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Boise City</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Guymon</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Stillwater</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>			
TENNESSEE						
<b>Atens</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Decatur</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Greenback</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Harriman</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Laudon</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Madisonville</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>	<b>Sweetwater</b> 123 Main St 123-456-7890 <a href="#">Email</a> <a href="#">Website</a>

BECOME A LIVESTOCK EQUIPMENT DEALER

Offer the products you'll be proud to stand behind. The MJE Livestock Equipment dealer/distributor network is expanding to serve ranchers and farmers throughout the

Consider using a Google map with pin popups for dealer details, map zooming/panning, and getting directions. Also allows for easy updating as dealers are added.

If a custom map is used, be sure to place markers on the map for each dealer.

Expose full dealer list organized by state. Include:

- City
- Street address
- Phone
- Website link
- Email link

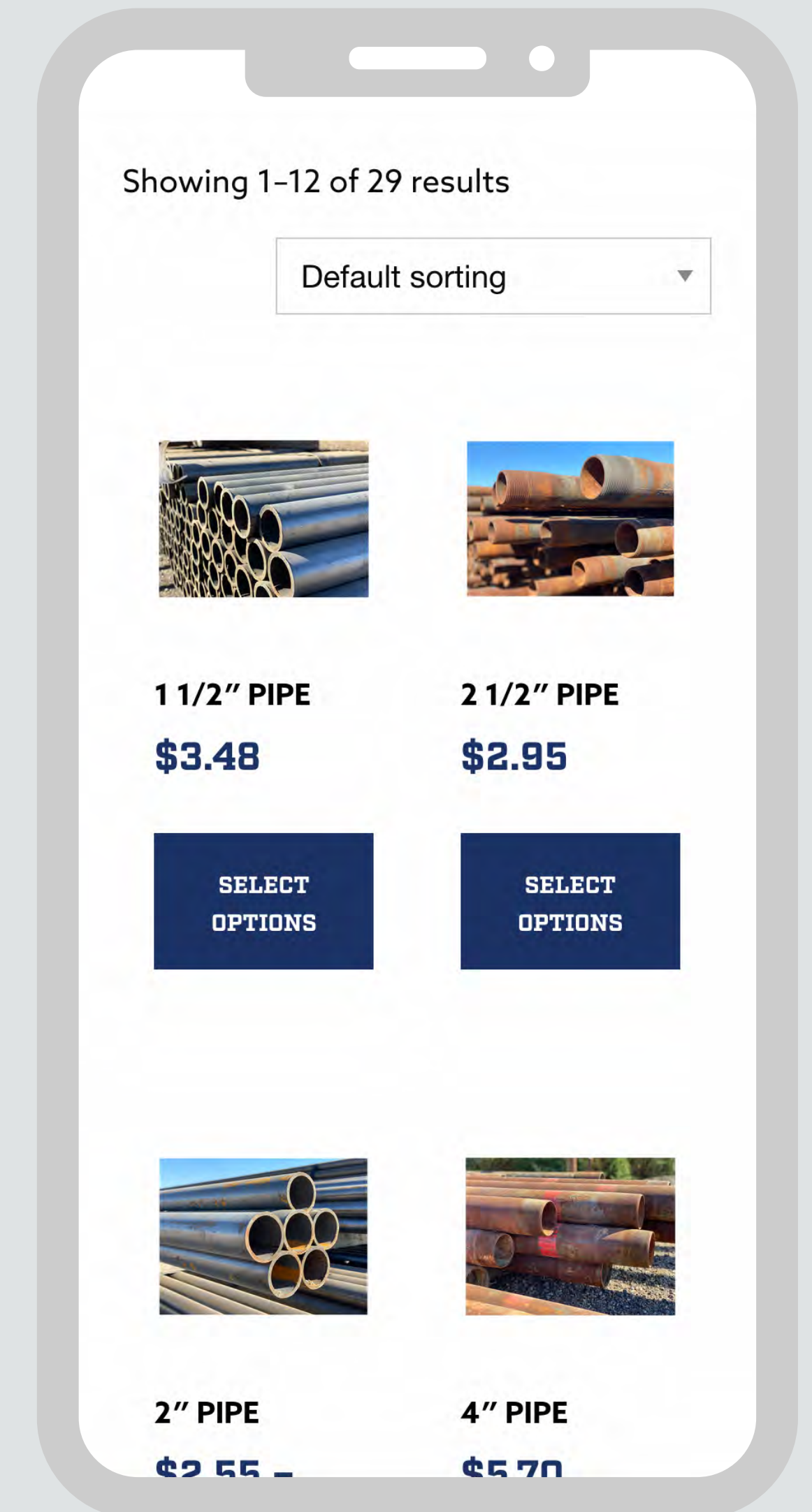


# ECOMMERCE EXPERIENCE

I explored a range of online purchase experiences on both mobile and desktop:

- Online purchase of small (shippable) items
- Mixing small (shippable) items and large (non-shippable) items
- Large (non-shippable) items only

Given the higher percentage of site traffic and ecommerce pageviews on mobile vs. desktop, special attention should be paid to the mobile shopping experience, especially when adding new items or during testing.

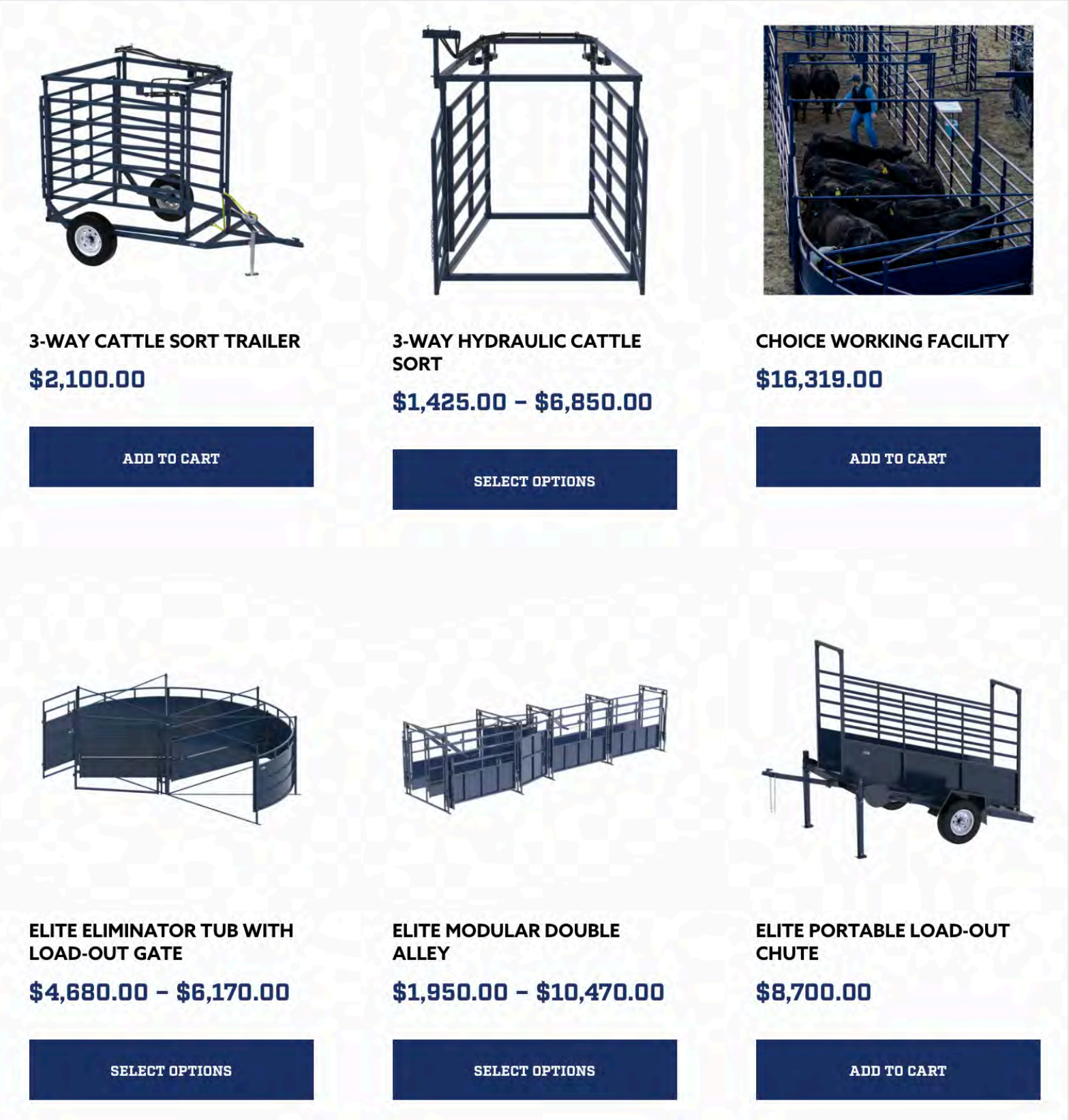
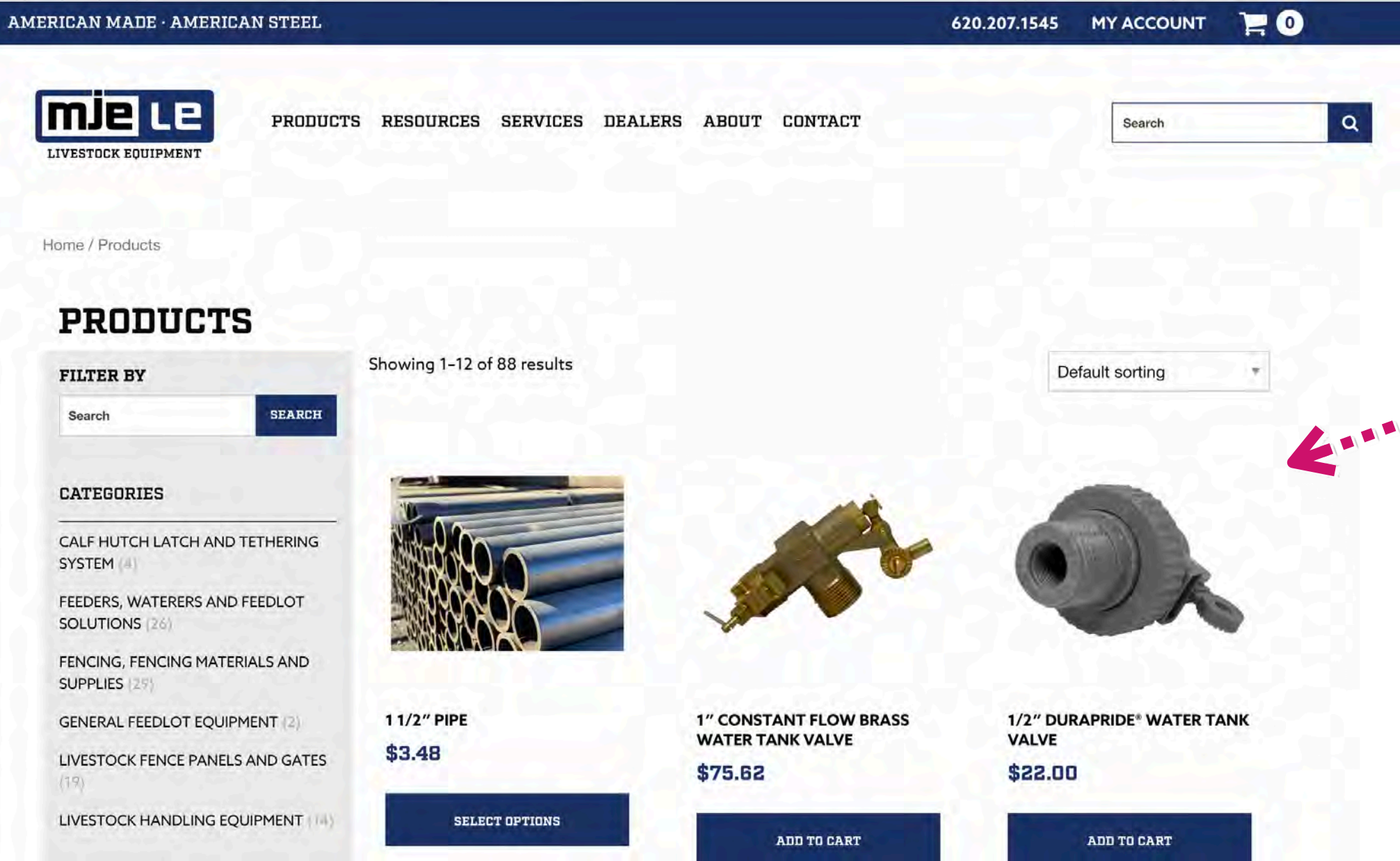




# “ALL PRODUCTS” LANDING PAGE

As noted, <https://mjelivestockequipment.com/products/> is the highest-traffic page on the site by a significant margin. Recommend changing the default order of the products so that you’re displaying the most important products first.

What products do you want visitors to see first?

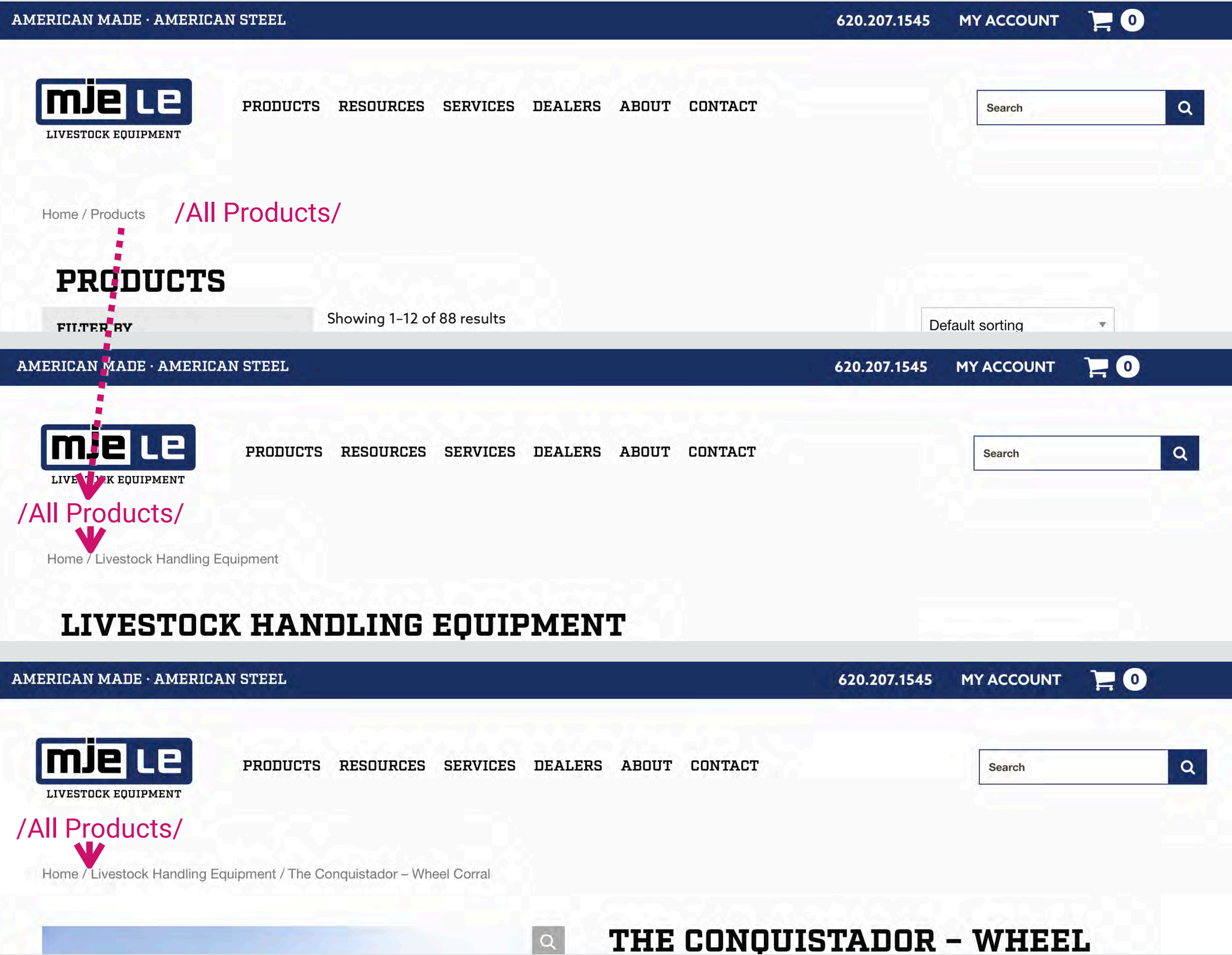




# BREADCRUMBS

The Breadcrumbs are broken in the product section, making them confusing and reducing their ability to help with wayfinding (because while “Products” appears initially, once you get to a Category or a specific Product, it disappears so you can’t use the breadcrumbs to get back to All Products). To fix the problem, add “All Products” after the Home link consistently.

Breadcrumbs appear only in the Product section. Consider adding Breadcrumbs site-wide to help with wayfinding and improved accessibility.



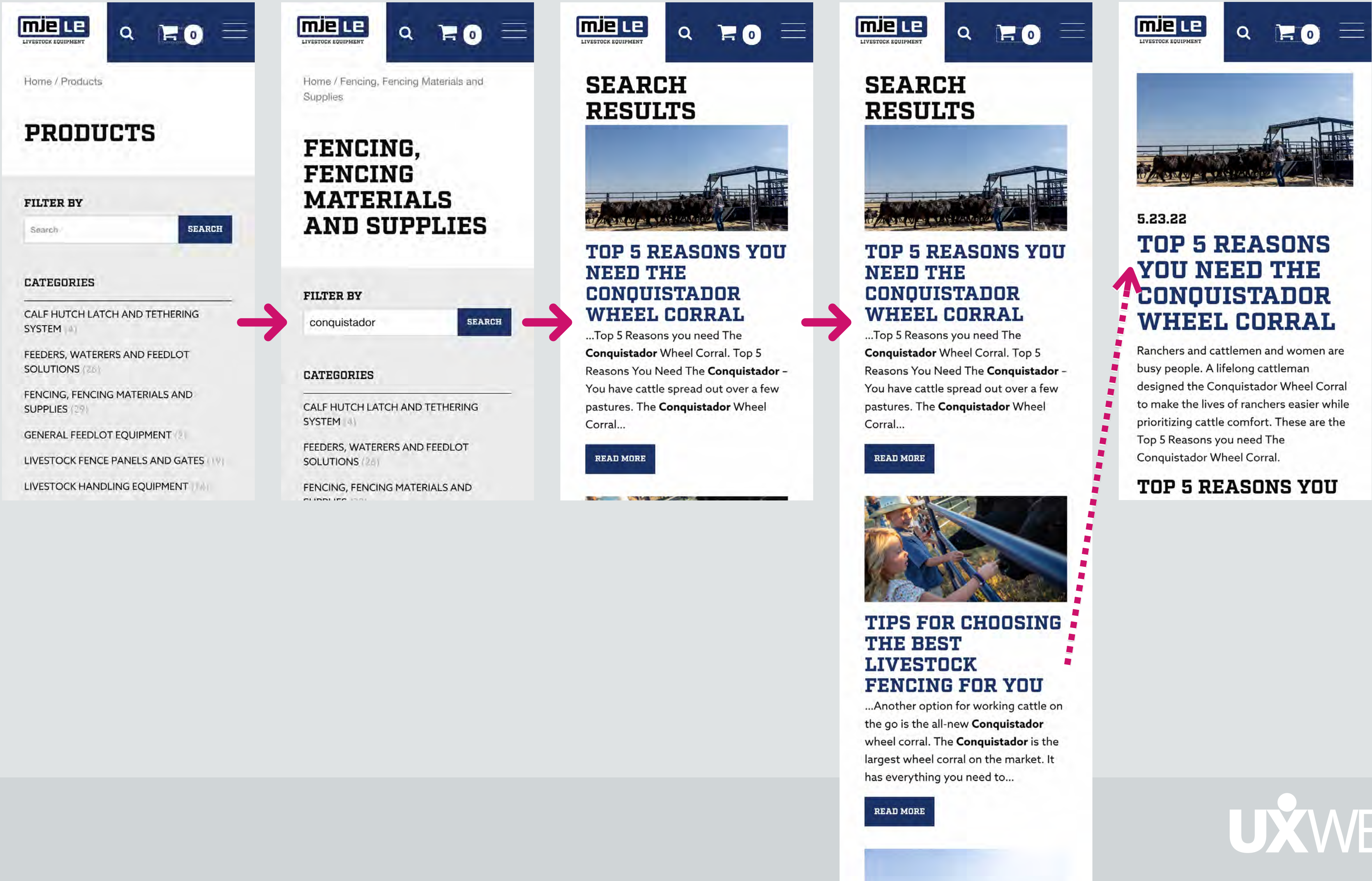


# PRODUCT FILTER SEARCH

Strongly recommend removing the Search field under FILTER BY on the product pages (both desktop and mobile).

This is confusing because it implies you are searching in the product pages but actually it is a site-wide search.

Search results take the user outside of the product pages as shown in this example.





# PRODUCT FILTER SEARCH

It's not clear which of the search results takes you to a product page and which go to an article page.

mje le

LIVESTOCK EQUIPMENT

0

Home / Products

PRODUCTS

FILTER BY

Search

SEARCH

CATEGORIES

CALF HUTCH LATCH AND TETHERING SYSTEM (4)

FEEDERS, WATERERS AND FEEDLOT SOLUTIONS (26)

FENCING, FENCING MATERIALS AND SUPPLIES (29)

GENERAL FEEDLOT EQUIPMENT (2)

LIVESTOCK FENCE PANELS AND GATES (19)

LIVESTOCK HANDLING EQUIPMENT (14)

mje le

LIVESTOCK EQUIPMENT

0

Home / Fencing, Fencing Materials and Supplies

FENCING, FENCING MATERIALS AND SUPPLIES

FILTER BY

conquistador

SEARCH

CATEGORIES

CALF HUTCH LATCH AND TETHERING SYSTEM (4)

FEEDERS, WATERERS AND FEEDLOT SOLUTIONS (26)

FENCING, FENCING MATERIALS AND SUPPLIES (29)

mje le

LIVESTOCK EQUIPMENT

0

SEARCH RESULTS

TOP 5 REASONS YOU NEED THE CONQUISTADOR WHEEL CORRAL

...Top 5 Reasons you need The Conquistador Wheel Corral. Top 5 Reasons You Need The Conquistador – You have cattle spread out over a few pastures. The Conquistador Wheel Corral...

READ MORE

## SEARCH RESULTS



### TOP 5 REASONS YOU NEED THE CONQUISTADOR WHEEL CORRAL

...Top 5 Reasons you need The Conquistador Wheel Corral. Top 5 Reasons You Need The Conquistador – You have cattle spread out over a few pastures. The Conquistador Wheel Corral...

READ MORE



### TIPS FOR CHOOSING THE BEST LIVESTOCK FENCING FOR YOU

...Another option for working cattle on the go is the all-new Conquistador wheel corral. The Conquistador is the largest wheel corral on the market. It has everything you need to...

READ MORE



### THE CONQUISTADOR – WHEEL CORRAL

This heavy-duty portable corral can be used to gather, ship, sort, and process cattle on pasture or where working pens aren't available. Road-ready with lights & brakes on dual tires...

READ MORE

mje le

LIVESTOCK EQUIPMENT

0

Home / Livestock Handling Equipment / The Conquistador – Wheel Corral

THE CONQUISTADOR – WHEEL CORRAL

SEARCH



# PRODUCT CATEGORIES

Add “All Products” to top of Category list.

Without the benefit of interviewing customers or prospective customers it’s difficult to assess the Categories (but some seem ambiguous).

Recommend reviewing them with actual customers to get feedback on the clarity and accuracy of the Category titles.

Are they all needed or can any be eliminated?

2020 Unique Visitors	
/product-category/livestock-handling-equipment/	4198
/product-category/panels-gates-accessories/	3769
/product-category/fencing-materials-supplies/	2572
/product-category/feeders-waterers-supplies/	349
/product-category/calf-hutch-latch-tethering-system/	75
/product-category/feedlot-processing-equipment/	30

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620.207.1545MY ACCOUNT

PRODUCTSRESOURCESSERVICESDEALERSABOUTCONTACT

Search

Home / Products

# PRODUCTS

FILTER BY

Search

SEARCH

CATEGORIES

CALF HUTCH LATCH AND TETHERING SYSTEM (4)

FEEDERS, WATERERS AND FEEDLOT SOLUTIONS (26)

FENCING, FENCING MATERIALS AND SUPPLIES (29)

GENERAL FEEDLOT EQUIPMENT (2)

LIVESTOCK FENCE PANELS AND GATES (19)

LIVESTOCK HANDLING EQUIPMENT (14)

Showing 1-12 of 88 results

1 1/2" PIPE

\$3.48

SELECT OPTIONS

1" CONSTANT FLOW BRASS WATER TANK VALVE

\$75.62

ADD TO CART

1/2" DURAPRIDE® WATER TANK VALVE

\$22.00

ADD TO CART

ADD:  
All Products  
Corral & Chute Packages  
(See page 15)



# PRODUCT SORTING MENU

There are no product ratings so that option can be removed.

(Although customer ratings are often a good consideration for ecommerce sites — consider adding them?)

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PRODUCTSRESOURCESSERVICESDEALERSABOUTCONTACT

Search

Home / Products

### PRODUCTS

**FILTER BY**

Search

SEARCH

**CATEGORIES**

CALF HUTCH LATCH AND TETHERING SYSTEM (4)

FEEDERS, WATERERS AND FEEDLOT SOLUTIONS (26)

FENCING, FENCING MATERIALS AND SUPPLIES (29)

GENERAL FEEDLOT EQUIPMENT (2)

LIVESTOCK FENCE PANELS AND GATES (19)

LIVESTOCK HANDLING EQUIPMENT (14)

Showing 1-12 of 88 results

1 1/2" PIPE  
\$3.48  
SELECT OPTIONS

1" CONSTANT FLOW BRASS WATER TANK VALVE  
\$75.62  
ADD TO CART

1/2" DURAPRIDE® WATER TANK VALVE  
\$22.00  
ADD TO CART

✓ Default sorting

Sort by popularity

Sort by average rating

Sort by latest

Sort by price: low to high

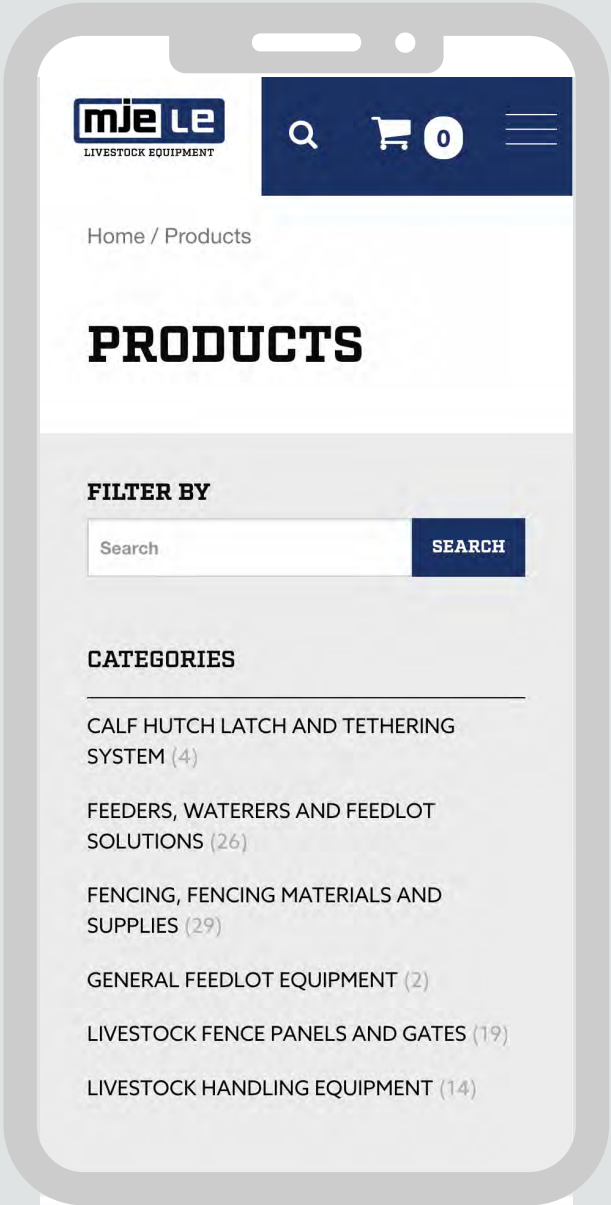
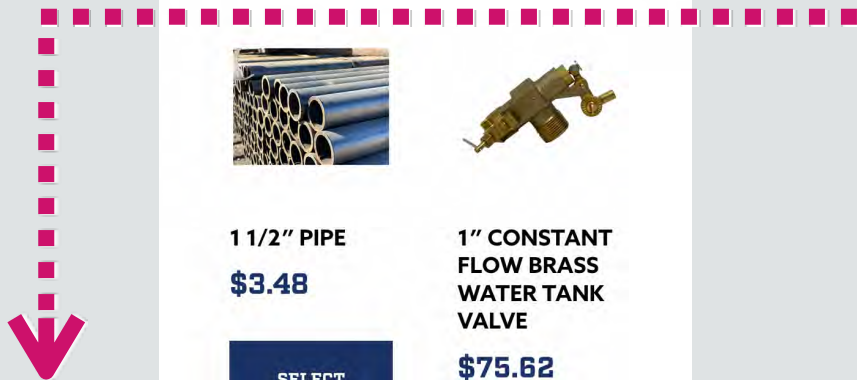
Sort by price: high to low



# PRODUCT CATEGORIES AND SORTING ON MOBILE

The Category filters take up the entire screen on mobile, pushing the products down out of view.

Products are well below the fold



1 1/2" PIPE  
\$3.48

SELECT  
OPTIONS



1" CONSTANT  
FLOW BRASS  
WATER TANK  
VALVE  
\$75.62

ADD TO CART

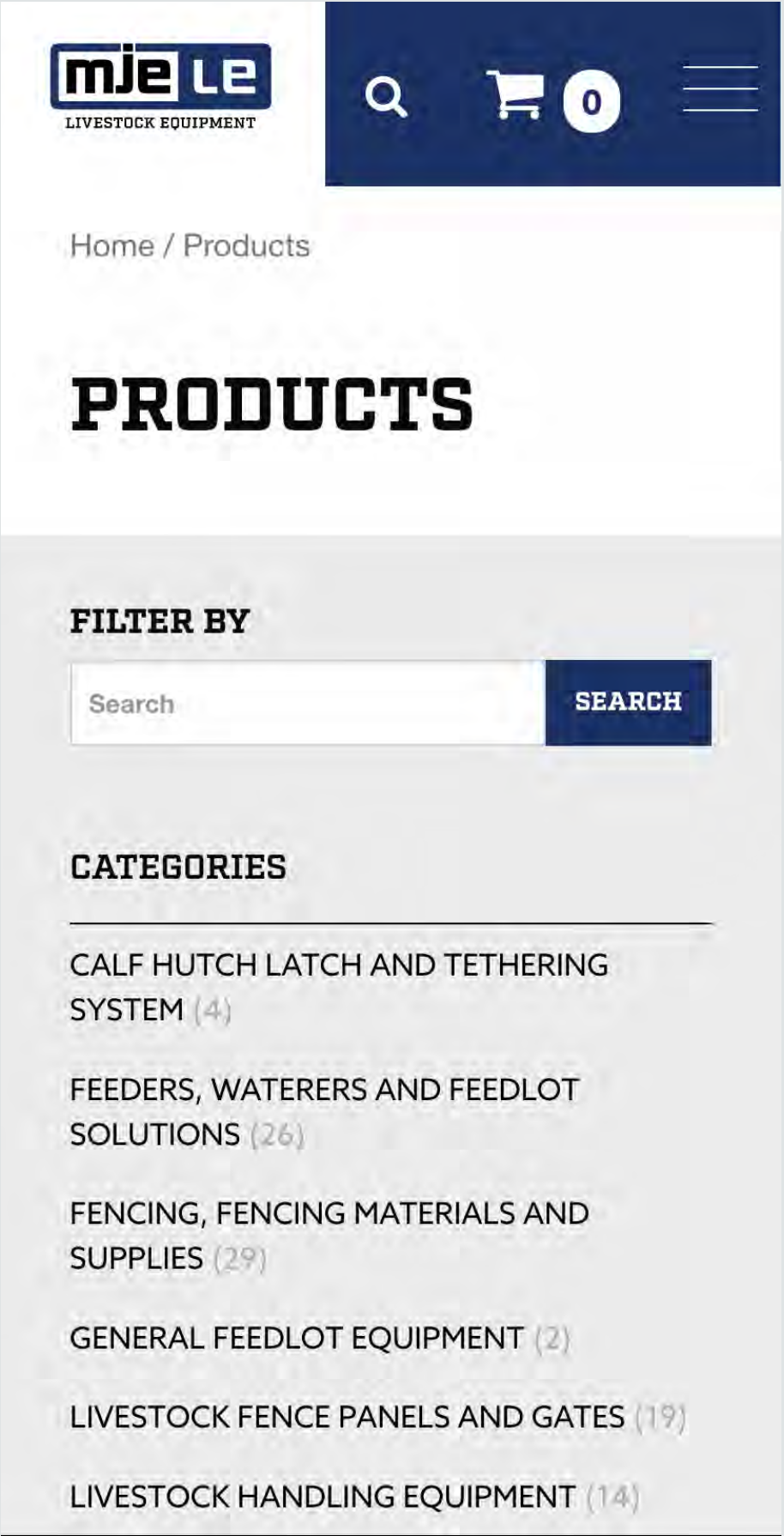


1/2"  
DURAPRIDE®



2 1/2" PIPE

CURRENT

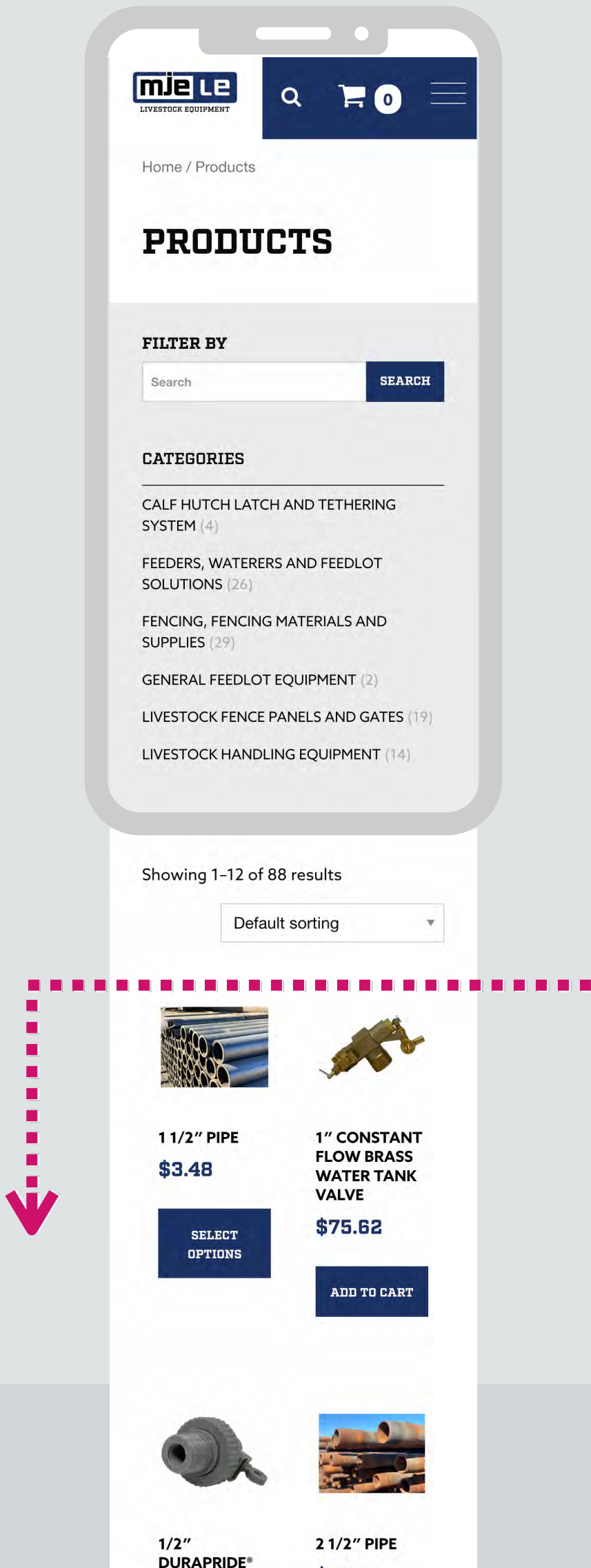


# PRODUCT CATEGORIES AND SORTING ON MOBILE

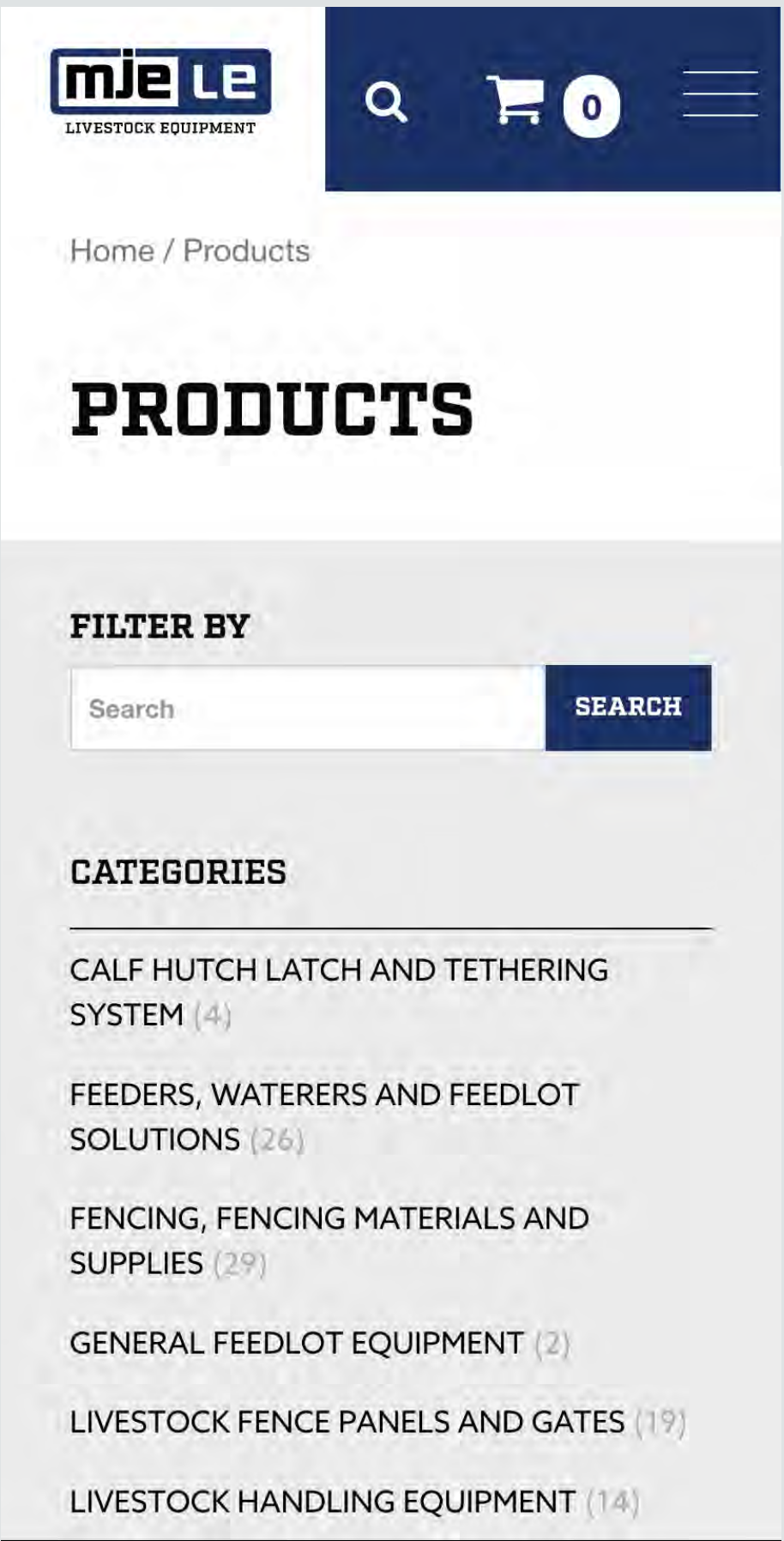
Recommend the following changes to keep the filters out of the way of product viewing:

- Put the Categories in a drop-down menu.
- Place the Sort menu next to the Categories menu.

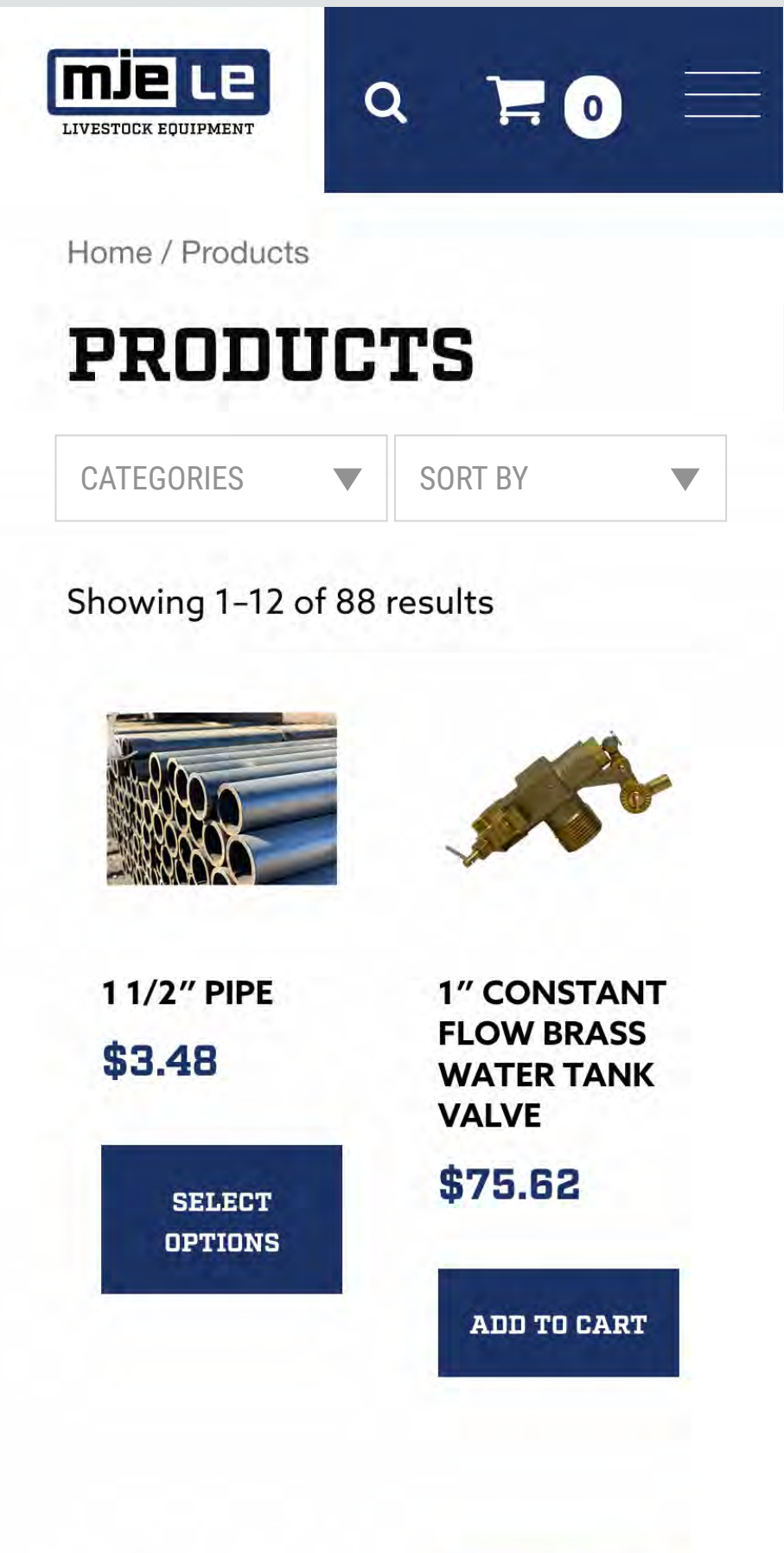
Products are well below the fold



## CURRENT



## RECOMMENDED





# PRODUCT GRID

Recommend aligning the product pages to a grid for better use of screen real estate and improved readability.

Mobile is shown but also recommend aligning products to a grid on desktop.

Consider making product names upper and lower case to save on space and improve readability.

## CURRENT

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LIVESTOCK EQUIPMENT

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Home / Products

PRODUCTS

CATEGORIES

SORT BY


Showing 1-12 of 88 results



1 1/2" PIPE

\$3.48


SELECT OPTIONS



1" CONSTANT FLOW BRASS WATER TANK VALVE

\$75.62


ADD TO CART



1/2" DURAPRIDE® WATER TANK VALVE

\$22.00

ADD TO CART



2 1/2" PIPE

\$2.95

SELECT OPTIONS

## RECOMMENDED

mjeLe

LIVESTOCK EQUIPMENT

Q

0

≡


Home / Products

PRODUCTS

CATEGORIES

SORT BY


Showing 1-12 of 88 results



1 1/2" Pipe

\$3.48


SELECT OPTIONS



1" Constant Flow Brass Water Tank Valve

\$75.62


ADD TO CART



1/2" Durapride® Water Tank Valve

\$22.00


SELECT OPTIONS




2 1/2" Pipe

\$2.95

ADD TO CART





Consider making header “sticky” and minimize size on scroll (mobile and desktop)


mjeLe

LIVESTOCK EQUIPMENT

Q

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1 1/2" Pipe

\$3.48


SELECT OPTIONS



1" Constant Flow Brass Water Tank Valve

\$75.62


ADD TO CART



1/2" Durapride® Water Tank Valve

\$22.00


SELECT OPTIONS




2 1/2" Pipe

\$2.95

ADD TO CART





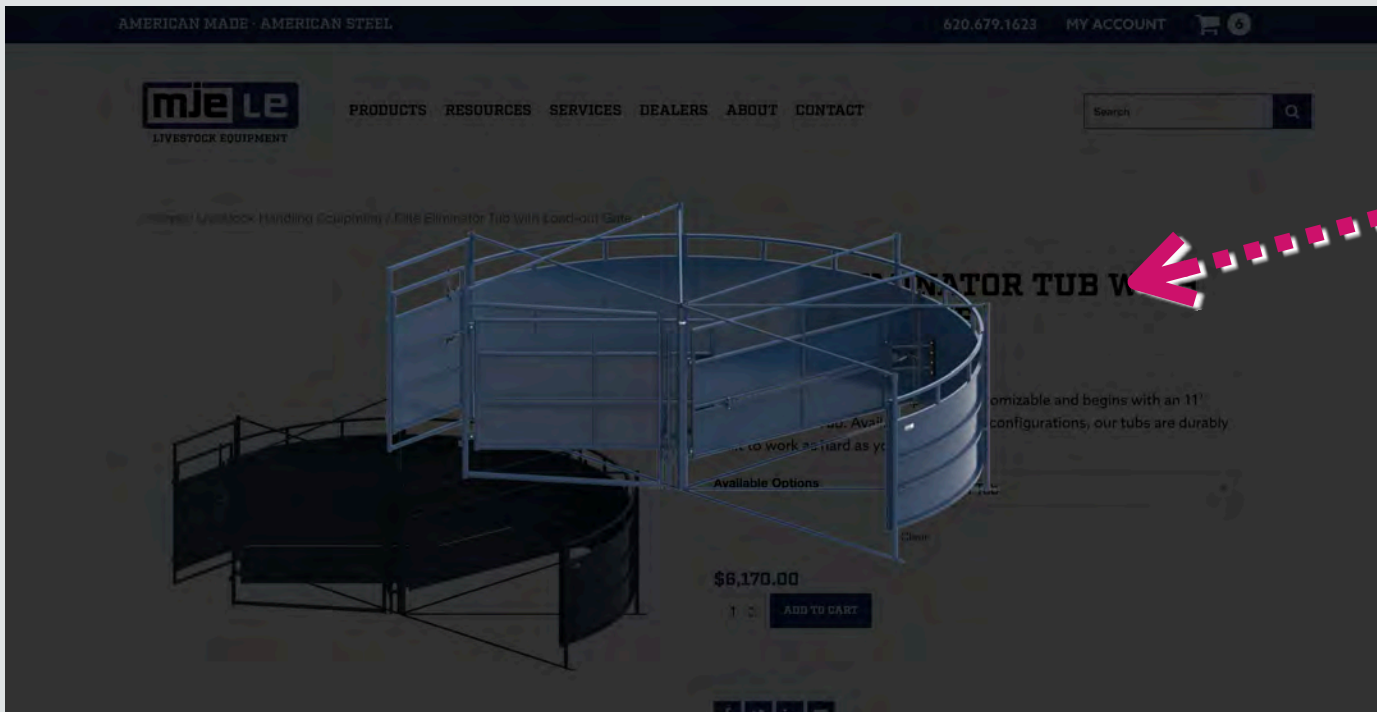


# PRODUCT PAGES

The product pages are clear and user-friendly on mobile and desktop. Information is good well organized. A few recommendations are noted.

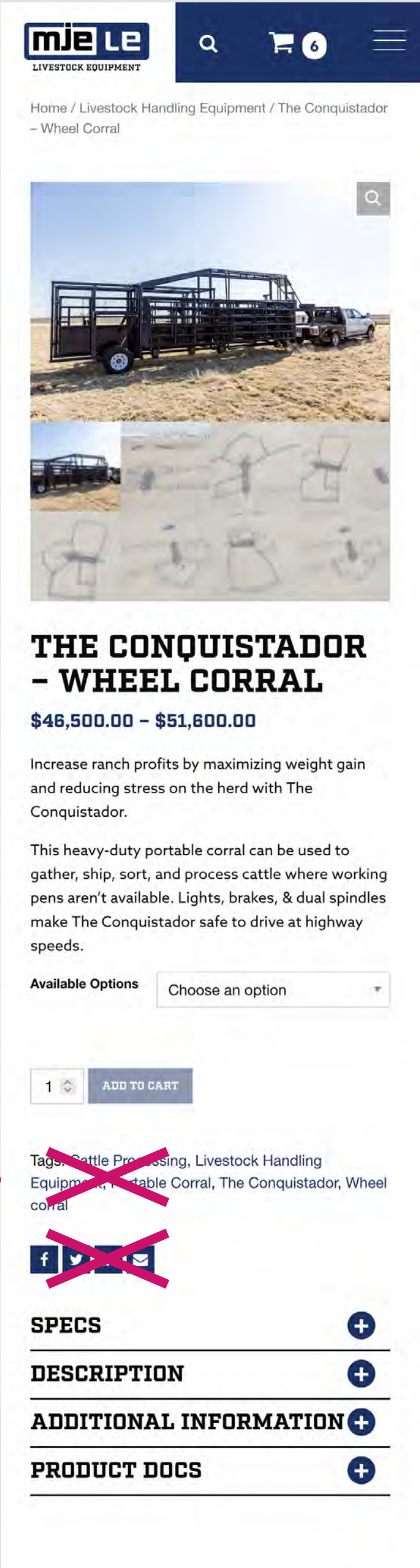
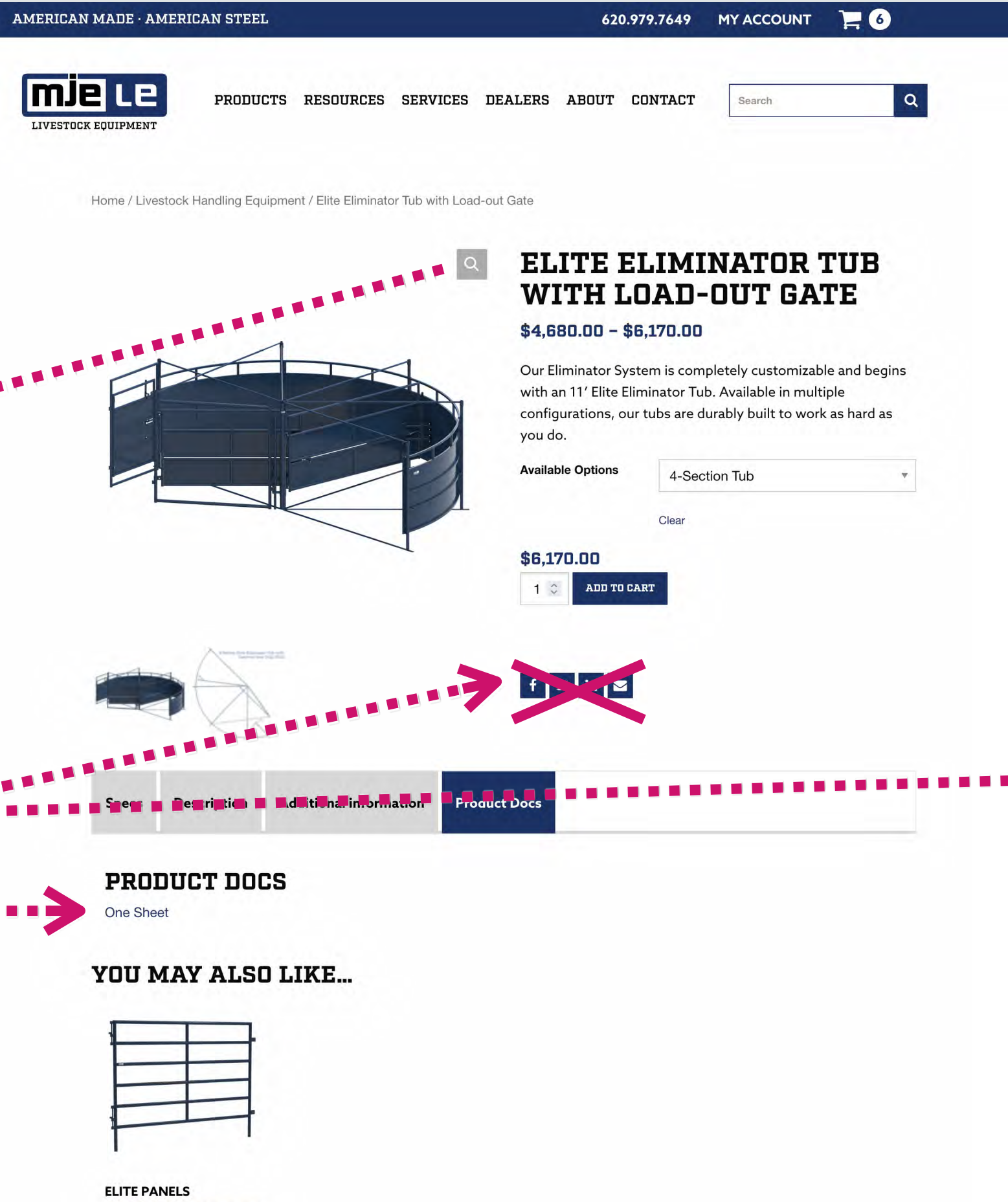
See the next four pages for large item recommendations.

When photo with transparent backgrounds are enlarged, visibility is poor. Add white background area behind photos.



Remove social sharing icons (rarely used) and tags on mobile

Change text to “Download product sheet PDF”





# LARGE ITEMS—OPTION A (RECOMMENDED)

The process of allowing users to put large items in their shopping cart but not allowing them to easily complete the checkout process online is a less than ideal user experience.

The simplest solution to this is to remove the “Add To Cart” button from items that can’t ship via USPS/UPS. (Also remove the social sharing icons and the tags on mobile.)

Replace the Add To Cart Button with a note explaining what to do (suggested copy here) and make the phone number click-to-dial on mobile.

AMERICAN MADE · AMERICAN STEEL

620.979.7649MY ACCOUNT

PRODUCTSRESOURCESSERVICESDEALERSABOUTCONTACT

Search

Home / Livestock Handling Equipment / Elite Eliminator Tub with Load-out Gate



## ELITE ELIMINATOR TUB WITH LOAD-OUT GATE

**\$4,680.00 – \$6,170.00**

Our Eliminator System is completely customizable and begins with an 11' Elite Eliminator Tub. Available in multiple configurations, our tubs are durably built to work as hard as you do.

Available Options

4-Section Tub

Clear

**\$6,170.00**

**Large item purchases cannot be completed online. Call us at [620-979-7649](tel:620-979-7649) for assistance completing the purchase and arranging shipment (including the option to ship to your nearest [dealer](#).)**

Specs

Description

Additional information

Product Docs



# LARGE ITEMS—OPTION B

Alternatively, you could allow users to add items to their cart and handle communication about large items in the cart as it is done currently (see next two pages).

In that case, recommend removing the social sharing (and the tags on mobile) and using that space for a note to help the user understand what will happen.

Suggested copy here.

AMERICAN MADE · AMERICAN STEEL

620.979.7649MY ACCOUNT

PRODUCTSRESOURCESSERVICESDEALERSABOUTCONTACT

Home / Livestock Handling Equipment / Elite Eliminator Tub with Load-out Gate



## ELITE ELIMINATOR TUB WITH LOAD-OUT GATE

\$4,680.00 – \$6,170.00

Our Eliminator System is completely customizable and begins with an 11' Elite Eliminator Tub. Available in multiple configurations, our tubs are durably built to work as hard as you do.

Available Options

4-Section Tub

Clear

\$6,170.00

1

ADD TO CART

You can add large items to your cart but during checkout you will be prompted to call us for assistance to complete your purchase.

Specs

Description

Additional information

Product Docs



# LARGE ITEMS OPTION B—CART PAGE

**Current:**

All large equipment (panels, pipe, gates, etc.) is available to purchase online for local pickup. If you prefer to have large equipment shipped LTL freight, please call our office to get a shipping estimate/quote at (620) 359-1310. USPS/UPS shipping charges are only applied to smaller items.

**Suggested changes for clarity (edit as needed for accuracy):**

Large item purchases (panels, pipe, gates, etc.) cannot be completed online. Call us at 620-979-7649 for assistance completing the purchase and to arrange shipment (including the option to ship to your nearest dealer [link].) USPS/UPS shipping charges apply only to smaller items and they will be shipped separately from large items.




AMERICAN MADE · AMERICAN STEEL620.679.1623MY ACCOUNT5

mjeLeLIVESTOCK EQUIPMENT

PRODUCTSRESOURCESSERVICESDEALERSABOUTCONTACT

Search

CART


	Product	Price	Quantity	Subtotal
×	 3-Way Hydraulic Cattle Sort - Complete 3-Way Cattle Sort System with Swing Arm & Hydraulic Power Pack	\$6,850.00	1	\$6,850.00
×	 5-Bar Continuous Fence Panel - 38"	\$155.00	3	\$465.00
×	 Aluminum Sleeve - 1/4"	\$0.20	1	\$0.20

Coupon code


APPLY COUPON

UPDATE CART

YOU MAY BE INTERESTED IN...



3-WAY CATTLE SORT TRAILER  
\$2,100.00  
ADD TO CART



ELITE ELIMINATOR TUB WITH LOAD-OUT GATE  
\$4,680.00 - \$6,170.00  
SELECT OPTIONS

CART TOTALS

Subtotal\$7,315.20

Shipping

☒ UPS Ground: \$18.25

☐ USPS: \$7.39

Shipping to 243 S Brookside St, Wichita, KS 67218.

All large equipment (panels, pipe, gates, etc.) is available to purchase online for local pickup. If you prefer to have large equipment shipped LTL freight, please call our office to get a shipping estimate/quote at (620) 679-1623. USPS/UPS shipping charges are only applied to smaller items.

Change address

Tax\$550.02

Total\$7,883.47

PROCEED TO CHECKOUT

35

UXWEST



# LARGE ITEMS OPTION B—PAYMENT PAGE

*Current:*

All large equipment (panels, pipe, gates, etc.) is available to purchase online for local pickup. If you prefer to have large equipment shipped LTL freight, please call our office to get a shipping estimate/quote at (620) 846-6767. USPS/UPS shipping charges are only applied to smaller items.

*Suggested changes for clarity (edit as needed for accuracy):*

Large item purchases (panels, pipe, gates, etc.) cannot be completed online. Call us at 620-979-7649 for assistance completing the purchase and to arrange shipment (including the option to ship to your [nearest dealer](#) [link].) USPS/UPS shipping charges apply only to smaller items and they will be shipped separately from large items.

If items exceed your credit card limit, please call our office at 620-359-1310 to arrange another payment method.

BILLING DETAILS

☐ This is a Residential Address (optional)

First name \*

Last name \*

Kuefler

Company name (optional)

UX West

Country / Region \*

United States (US)

Street address \*

243 S Brookside St

Apartment, suite, unit, etc. (optional)

Town / City \*

Wichita

State \*

Kansas

ZIP Code \*

67218

Phone \*

7856915704

Email address \*

john.kuefler@uxwest.com

☒ SHIP TO A DIFFERENT ADDRESS?

☐ This is a Residential Address (optional)

First name \*

John

Last name \*

Kuefler

Company name (optional)

UX West

Country / Region \*

United States (US)

Street address \*

243 S Brookside St

Apartment, suite, unit, etc. (optional)

Town / City \*

Wichita

State \*

Kansas

ZIP Code \*

67218

Phone (optional)

7856915704

Order notes (optional)

YOUR ORDER

Product	Subtotal
The Conquistador - Wheel Corral - Choice Model x 1	\$46,500.00
<b>Subtotal</b>	<b>\$46,500.00</b>
<b>Shipping</b>	There are no shipping options available. Please ensure that your address has been entered correctly, or contact us if you need any help.
All large equipment (panels, pipe, gates, etc.) is available to purchase online for local pickup. If you prefer to have large equipment shipped LTL freight, please call our office to get a shipping estimate/quote at (620) 846-6767. USPS/UPS shipping charges are only applied to smaller items.	
<b>Tax</b>	<b>\$3,487.50</b>
<b>Total</b>	<b>\$49,987.50</b>

Credit Card

Pay securely using your credit card.

Card Number \*

Expiration (MM/YY) \*

MM / YY

Card Security Code \*

CSC

☐ Securely Save to Account

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our privacy policy.

☐ I have read and agree to the website terms and conditions \*

PLACE ORDER



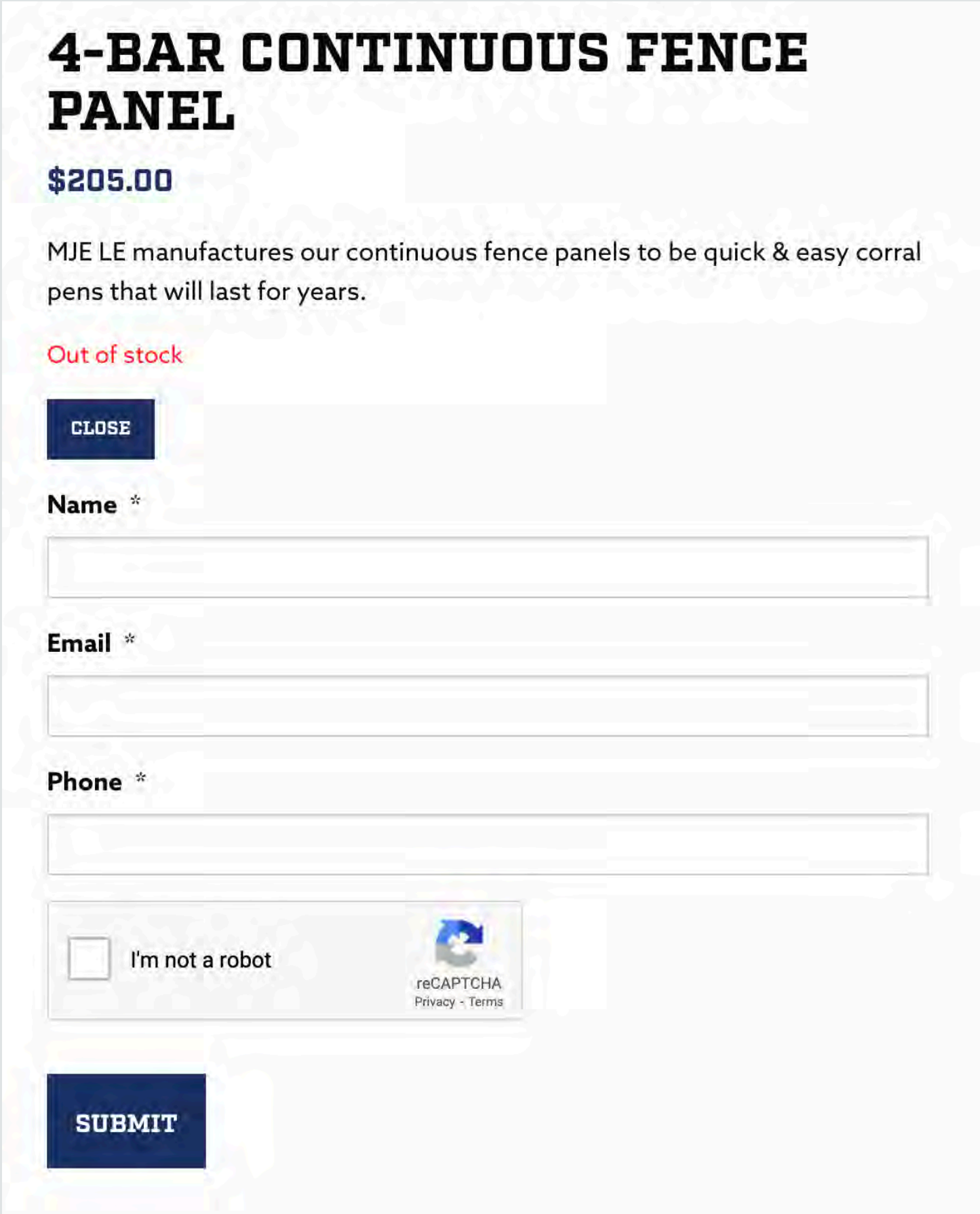
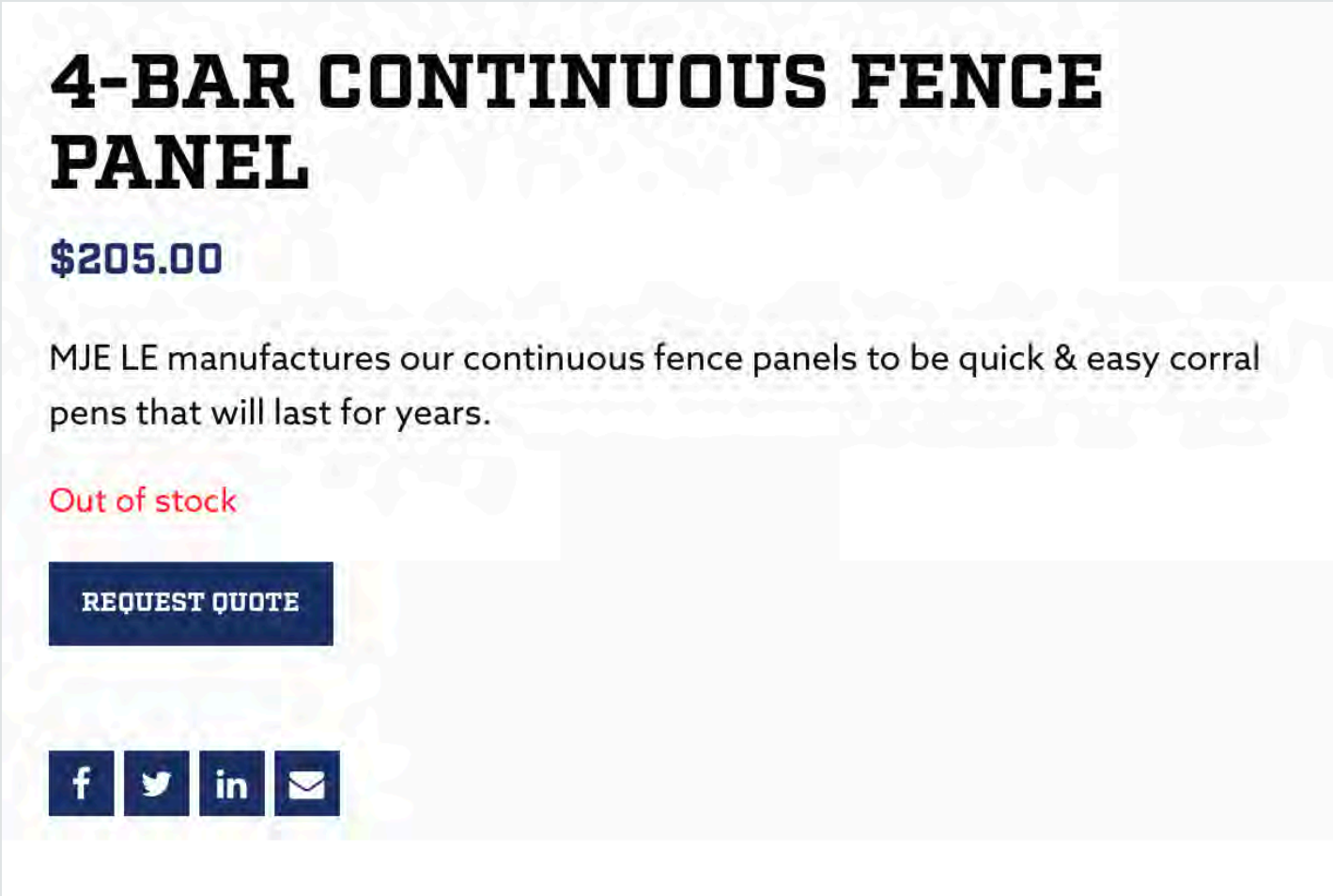
# REQUEST QUOTE FEATURE

Items with a “Request Quote” button are potentially confusing. Why does the user need to request a quote when the price is shown? Does this happen only on out-of-stock items?

Explain the function of this feature to the user (e.g., “Request to be notified when item is back in stock”...or whatever is correct)



When you click Request Quote on this item, nothing happens

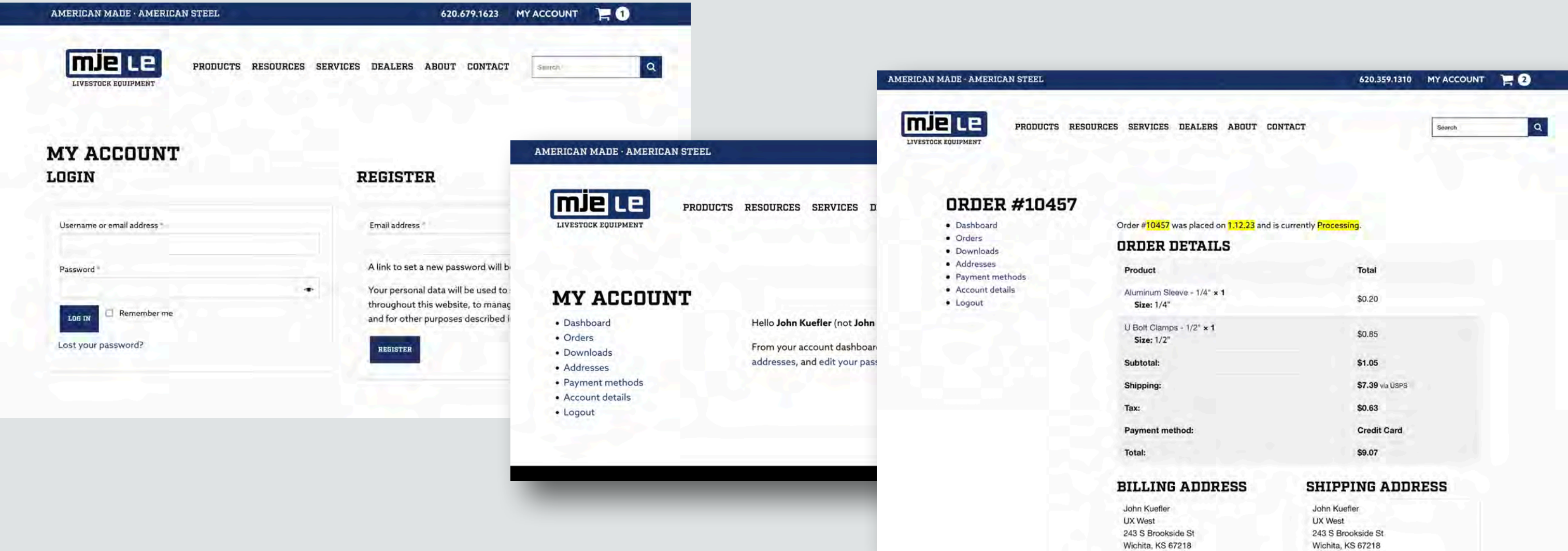
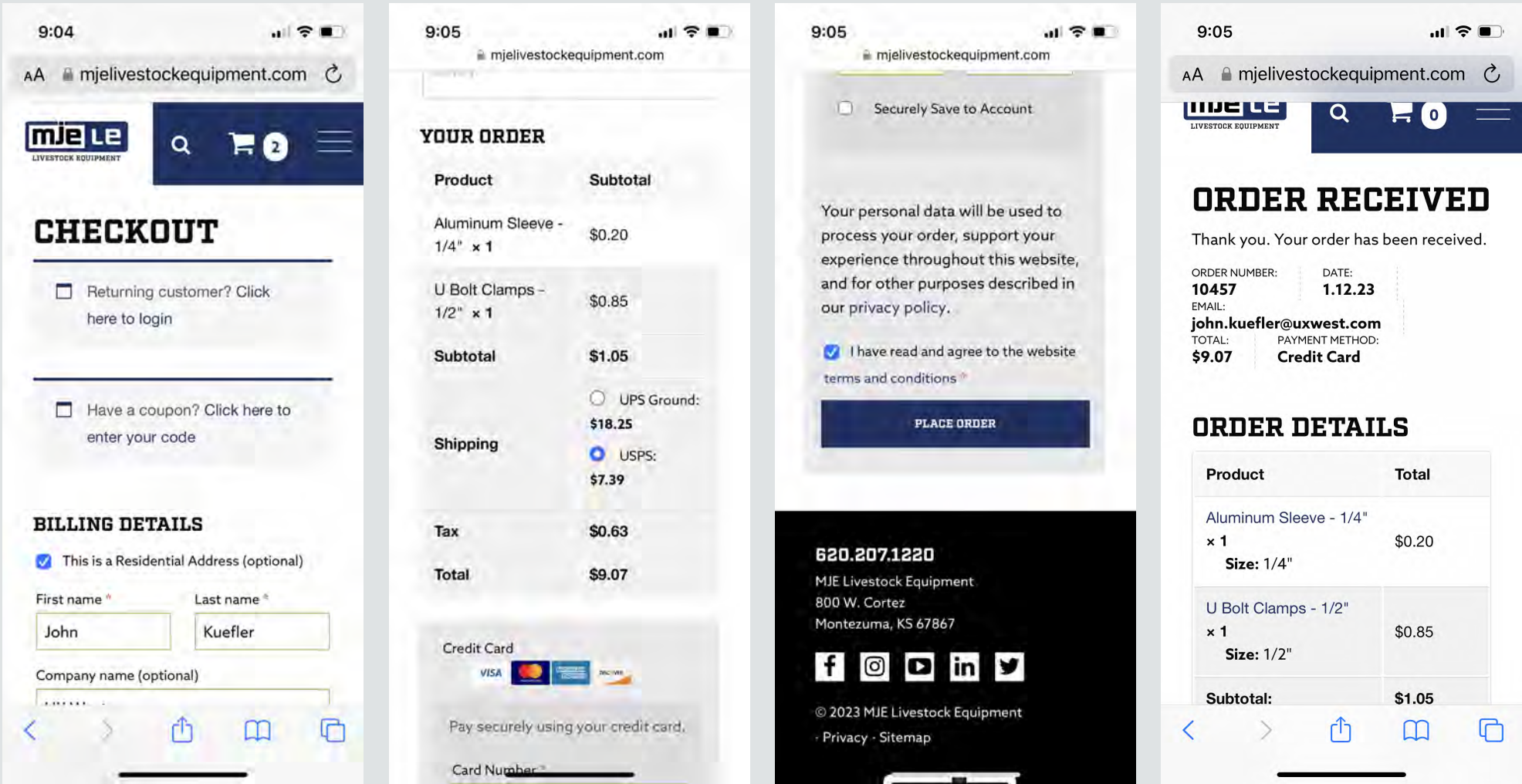




# CHECKOUT EXPERIENCE

For the most part the checkout experience is very good on both mobile and desktop:

- Option to create an account is good.
- Shipping cost estimator in the cart is an excellent feature and works well.
- Ability to add or delete items from cart works well.
- Account login/registration and password reset features work well.
- The account section and the order details in account section are all good.



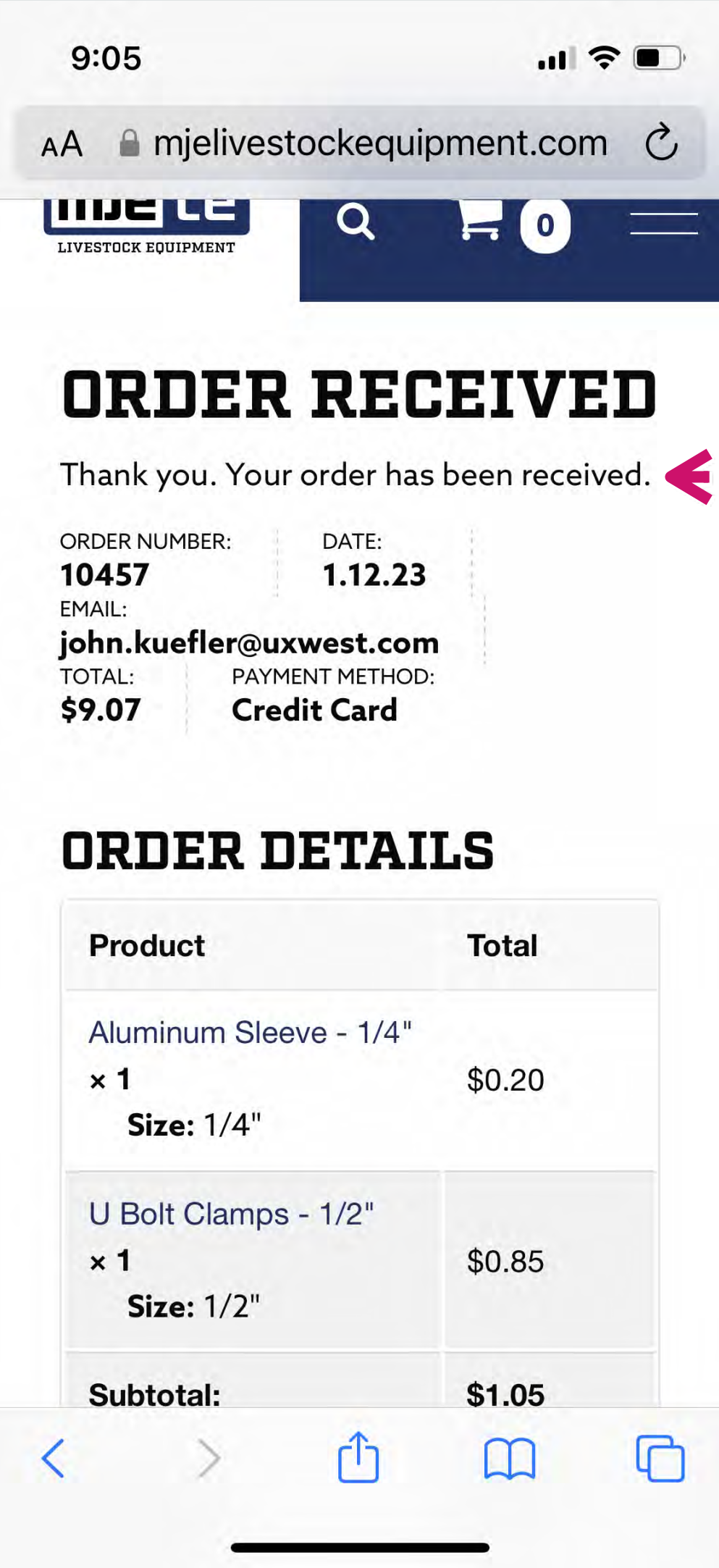


# ORDER CONFIRMATION PAGE

**Only if you allow users to complete large item orders online**, here are recommend changes to the Order Received screen.

If there's an option to change the confirmation screen (and/or the confirmation email) so there are different messages for small and large items, see the suggested copy here.

(See next page for email recommendations.)



*If different messages are possible:*

**[For orders that include large items]**

Thank you. We're processing your order. We will be in touch to confirm shipping or delivery details.

**[For orders that include only small items]**

Thank you. We're processing your order and you will receive an email when it ships.

*If only one messages is possible:*

Thank you. We're processing your order. If your order includes large items, we will be in touch to confirm shipping or delivery details.



# ORDER CONFIRMATION EMAIL

The order confirmation came quickly and is simple and clear.

Thank you for your order with MJE  
Livestock Equipment

Hi John,

Just to let you know — we've received your order #10457, and it is now being processed:

**[Order #10457] (1.12.23)**

Product	Quantity	Price
Aluminum Sleeve - 1/4" Size: 1/4"	1	\$0.20
U Bolt Clamps - 1/2" Size: 1/2"	1	\$0.85
<b>Subtotal:</b>		\$1.05
<b>Shipping:</b>		\$7.39 via USPS
<b>Tax:</b>		\$0.63
<b>Payment method:</b>		Credit Card
<b>Total:</b>		\$9.07

**Billing address**

John Kuefler  
UX West  
243 S Brookside St  
Wichita, KS 67218  
7856915704  
[john.kuefler@uxwest.com](mailto:john.kuefler@uxwest.com)

**Shipping address**

John Kuefler  
UX West  
243 S Brookside St  
Wichita, KS 67218  
7856915704

We'll contact you shortly for updated shipping or delivery information. Thanks for using [mjlivestockequipment.com](http://mjlivestockequipment.com)!

MJE Livestock Equipment — American Made · American Steel [WooCommerce](#)

Consider adding MJE-LE logo

This text is a bit confusing:  
“We’ll contact you shortly for updated shipping or delivery information.”  
Suggest something like this:  
**(Only if they can complete large item orders online)** “If your order includes large items, we will be in touch to confirm shipping or delivery details.”  
(Or if this message can be changed depending on whether or not the order contains large items, use messages appropriate for each case as shown on the previous page.)

Remove WooCommerce if possible

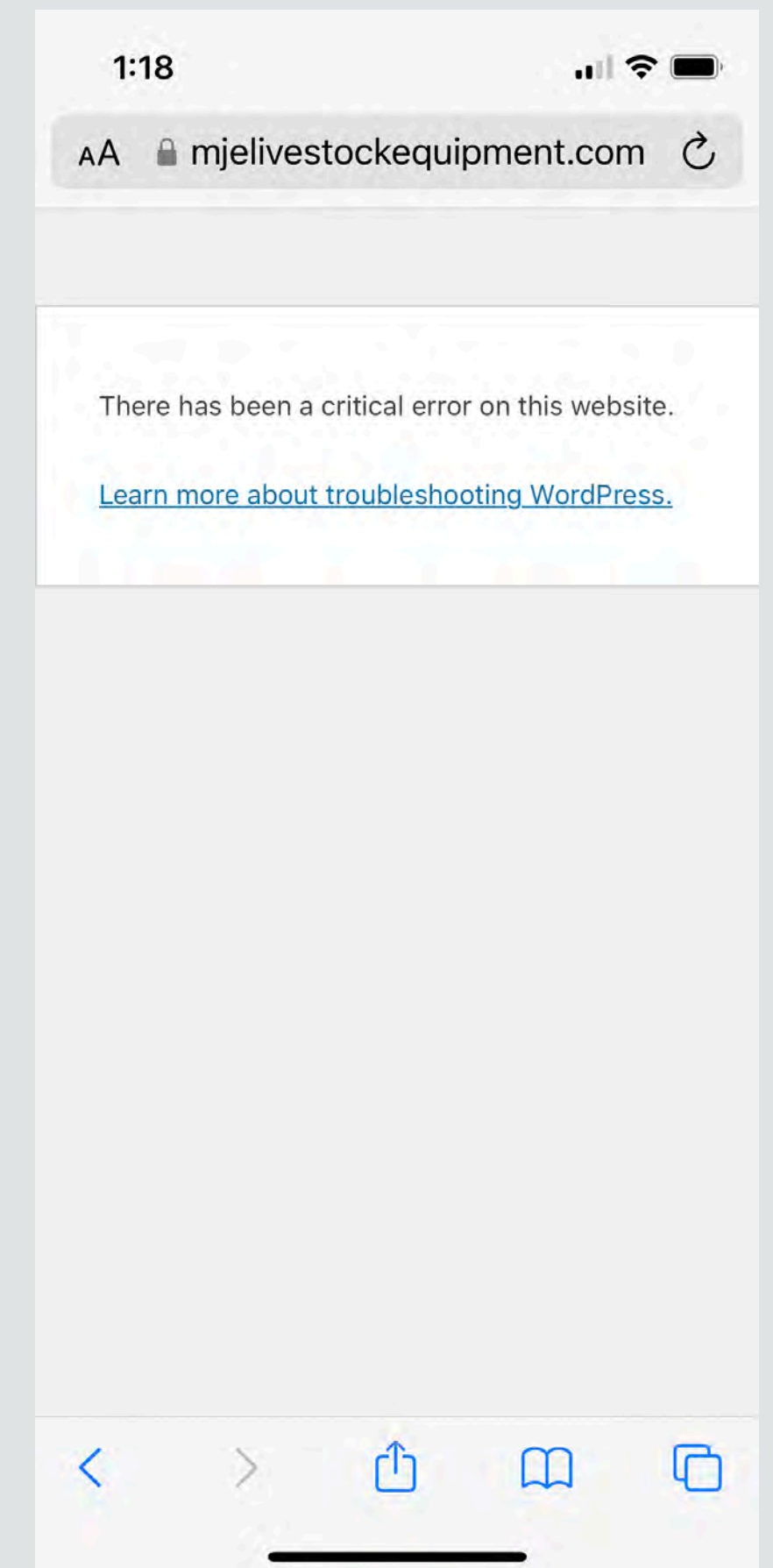
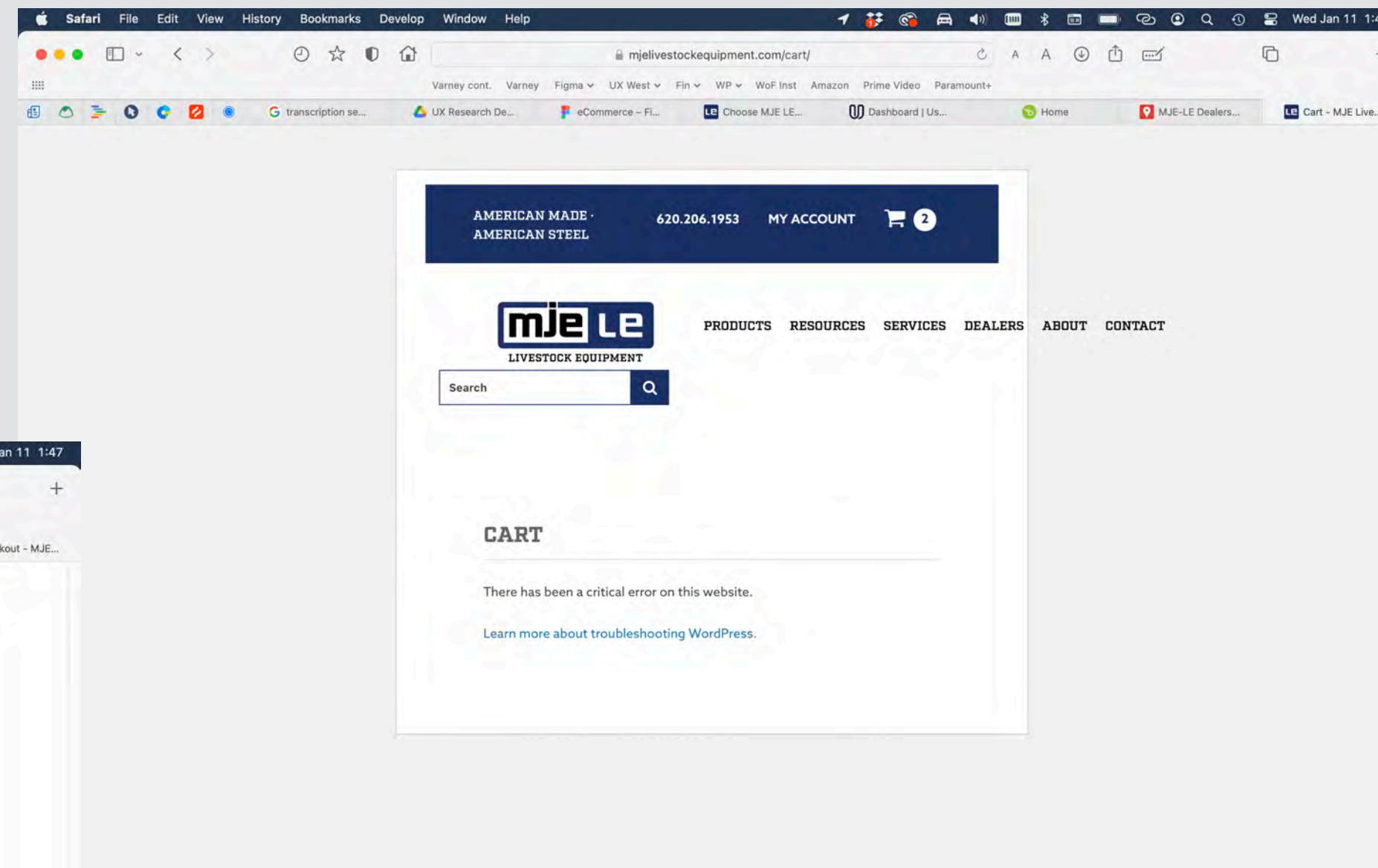
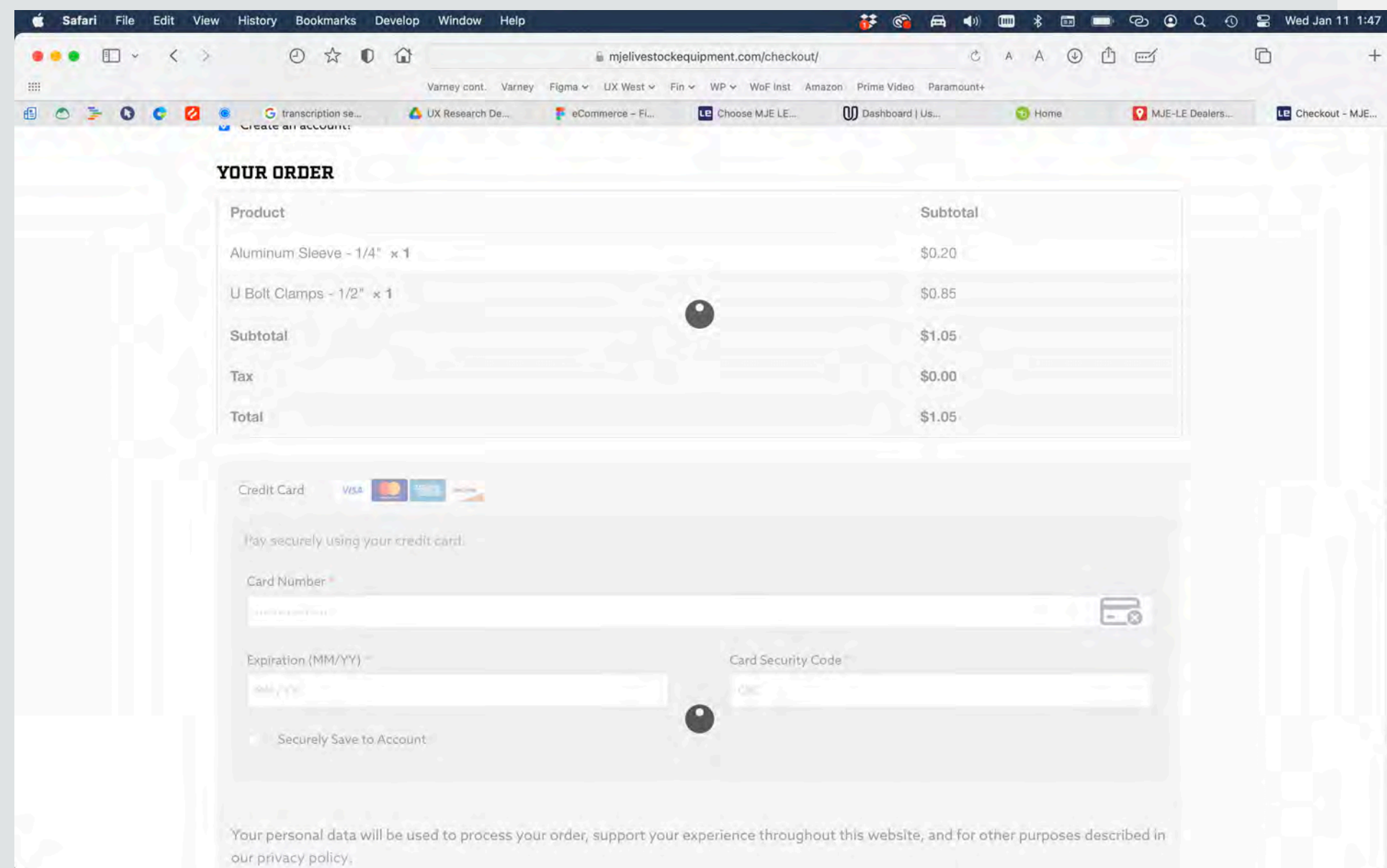


# CRITICAL ERRORS

Is there a way to avoid future instances of the shipping weigh glitch that created a critical error?

Are you notified when such errors occur?

(If not, try WP Fatal Error Notify plugin.)







# LARGE ITEMS BUG?

While logged into my account I was able to place these large items in my cart without getting the red “All large equipment...” note.

### CART

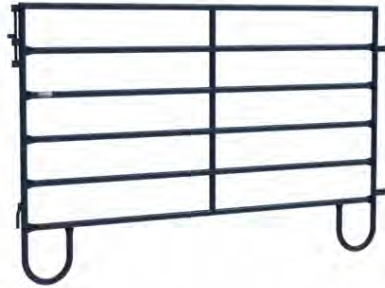
	Product	Price	Quantity	Subtotal
✖	 3-Way Hydraulic Cattle Sort - Complete 3-Way Cattle Sort System with Swing Arm & Hydraulic Power Pack	\$6,850.00	1	\$6,850.00
✖	 Aluminum Sleeve - 1/4"	\$0.20	1	\$0.20

Coupon code

APPLY COUPON


UPDATE CART

### YOU MAY BE INTERESTED IN...



REBEL PANELS  
\$255.00 - \$295.00

SELECT OPTIONS



3-WAY CATTLE SORT TRAILER  
\$2,100.00




ADD TO CART

### CART TOTALS

Subtotal	\$6,850.20
Shipping	<div><div><input checked="" type="radio"/> UPS Ground: \$18.25</div><div><input type="radio"/> USPS: \$7.39</div></div> Shipping to 243 S Brookside St, Wichita, KS 67218. <a href="#">Change address</a>
Tax	\$515.14
Total	\$7,383.59

PROCEED TO CHECKOUT

### CART


	Product	Price	Quantity	Subtotal
✖	 3-Way Hydraulic Cattle Sort - Complete 3-Way Cattle Sort System with Swing Arm & Hydraulic Power Pack	\$6,850.00	1	\$6,850.00
✖	 Aluminum Sleeve - 1/4"	\$0.20	1	\$0.20
✖	 Choice Working Facility	\$16,319.00	1	\$16,319.00

Coupon code

APPLY COUPON


UPDATE CART

### YOU MAY BE INTERESTED IN...



SWAGER/CRIMPER  
\$140.00

ADD TO CART



ELITE GATE PANELS  
\$670.00 - \$810.00

SELECT OPTIONS

### CART TOTALS

Subtotal	\$23,169.20
Shipping	<div><div><input type="radio"/> UPS Ground: \$18.25</div><div><input checked="" type="radio"/> USPS: \$7.39</div></div> Shipping to 243 S Brookside St, Wichita, KS 67218. <a href="#">Change address</a>
Tax	\$1,738.25
Total	\$24,914.84

PROCEED TO CHECKOUT

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UXWEST



# PRIORITY MATRIX

		LOW	EFFORT	HIGH
IMPACT	HIGH	<ul style="list-style-type: none"><li>• Rework the main navigation (pp.8-14, 17)</li><li>• Add Packages to Product catalog and Categories (p.15)</li><li>• Put most important products first on All Products page (p.23)</li><li>• Fix breadcrumbs in ecommerce section (pp.24)</li><li>• Remove Search field under Product filter (pp.25-26)</li><li>• Review/update the product Categories, add “All Products” (p.27)</li><li>• Address how large items are handled (pp.33-36)</li></ul>		<ul style="list-style-type: none"><li>• Update main navigation drop-down design (p. 11)</li><li>• Redesign the Dealer page (pages 19-21)</li><li>• Use menus for Category &amp; Sort filters on mobile (p.29-30)</li><li>• Add white backgrounds to transparent product photos (p.32) (High effort if photos must be replaced, depending on the number of images. Low-effort if white background can be added in the lightbox settings.)</li></ul>
	LOW	<ul style="list-style-type: none"><li>• Move site search to footer (p.7)</li><li>• Remove carousels on home page (p.7)</li><li>• Add Menu label under hamburger icon on mobile (p.16)</li><li>• Add Home link to desktop and mobile navigation (p.17)</li><li>• Update links in the footer (p.18)</li><li>• Remove “Sort by average rating” from Product Sort menu (p.28)</li><li>• Make mobile header sticky (p.30)</li><li>• Remove social sharing icons from product pages (p.31)</li><li>• Improve explanation text on “Request a Quote” feature (p.37)</li><li>• Update text on Order Confirmation screen &amp; email (pp.39-40)</li></ul>		<ul style="list-style-type: none"><li>• Add breadcrumbs site-wide (p.23)</li><li>• Align product thumbnail view to grid (p.31)</li><li>• Minimize headar and make it sticky on scroll (p.31)</li></ul>



thank  
you

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USER EXPERIENCE DESIGN