



WEBSITE REDESIGN
User Testing Report

March 1, 2022



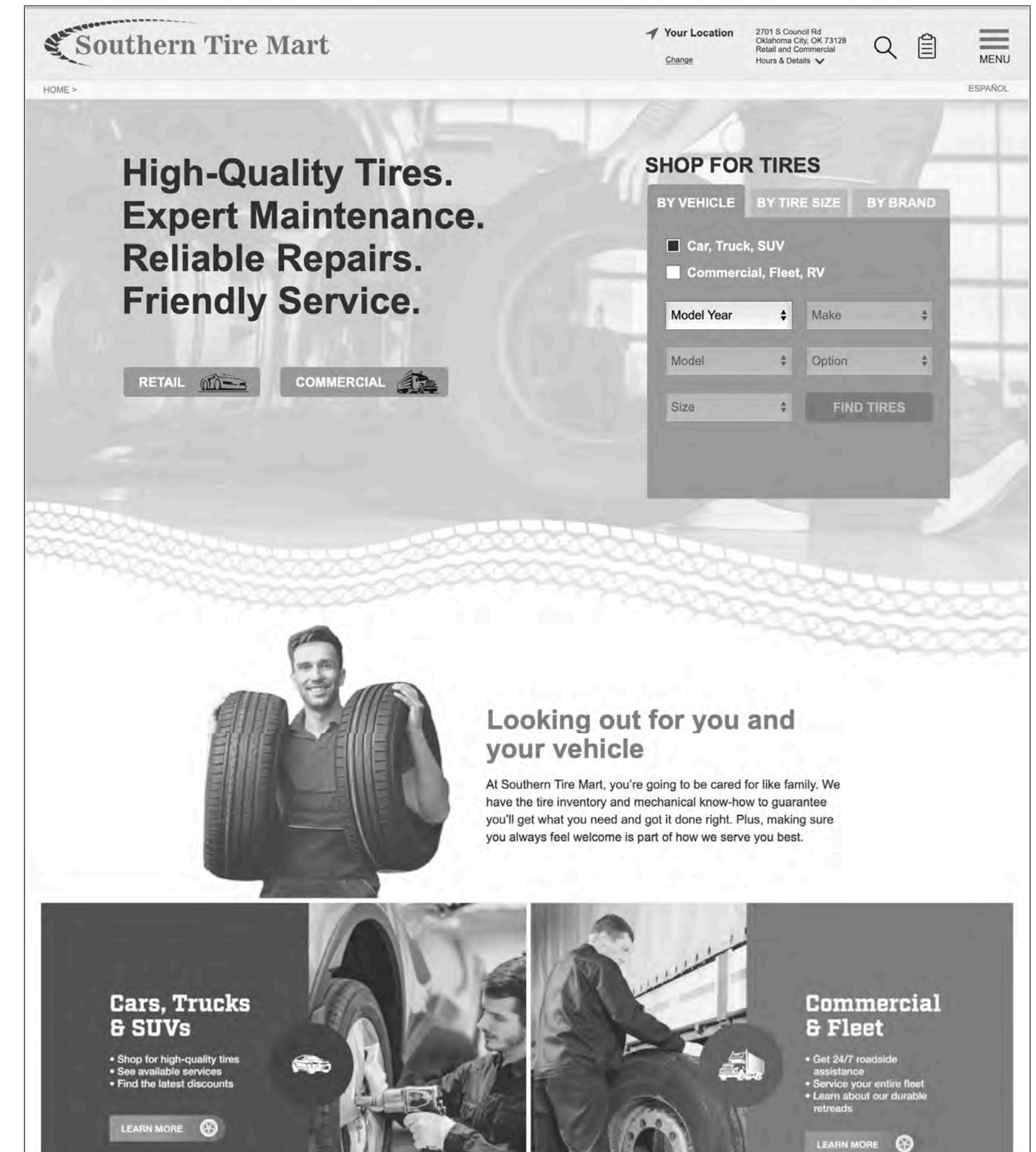
Methodology

- **Wireframes for the redesigned Southern Tire Mart website were tested**
 - Mobile: <https://p962ed.axshare.com/#id=2mxm69&p=home&view=a&c=1>
 - Desktop: <https://p962ed.axshare.com/#id=2mxm69&p=home&view=default&c=1>
- **10 users were recruited to match a cross section of STM's target audience personas**
 - Retail audience: 4 mobile tests, 1 desktop test
 - Commercial audience: 1 mobile test, 4 desktop tests
- **Sessions were conducted live by a moderator and recorded**
 - Users were asked several questions about their occupations and tire/vehicle purchasing
 - They were asked to accomplish a series of tasks designed to explore key features of the redesigned site
 - They were encouraged to give feedback and make suggestions
- **Qualitative, not quantitative**
 - Research shows* that five user tests will uncover 85% of usability issues. That said, this type of user testing is qualitative and cannot be expected to exactly reflect the opinions of the entire user base in the same way as quantitative research would.
 - Because of this qualitative nature, the team needs to use its best judgement about what findings/user suggestions to implement.

**Overall reactions, suggestions
or other general comments**

Key Findings: Summary of Overall Positive Comments

- When asked for general comments, most participants said the site was easy to navigate, clear, user-friendly.
- Most commented that the content pages were designed nicely and provided good information that was clear and easy to digest. The design was referred to as “clean” by several people.
- Several commented that the “Shop for Tires Widget” (my language, not theirs) was a good, easy to use feature, and its prominent location was positive.
- The majority of users readily found and interacted with the primary navigation features on both desktop and mobile (the hamburger fly-out menu, the breadcrumbs, the footer).
- Most users found the “Request a Quote” process simple and positive (although a few said they would like to see pricing on the site).
- One user suggested more female faces in the photography.



**What do the “Retail” and “Commercial”
buttons mean to you?**

Mental Mindset: Southern Tire Mart is for Tires

- It was evident that most users quickly formed a mental model that STM was for tires.
- References to vehicle service and repairs will need to be more clear and prominent, if STM wants to emphasize those areas.

Currently users view the site through a "tire" lens.

This headline could be interpreted to mean "(Tire) Maintenance" and "(Tire) Repairs".

Adding a reference to "Vehicle" Maintenance and Repairs may help users understand the scope of STM's offerings.



Meaning of "Retail" and "Commercial" Was Clear

- The meaning of "Retail" and "Commercial" was fairly clear to most users (but not completely clear to all).
- While the car and truck icons proved to be effective in bringing meaning to the words "Retail" and "Commercial" they didn't provide the users clear "mapping" (mapping tell users what will happen next if an action is taken).
- Recommend adding a few short bullet points to accompany these buttons to clarify meaning and improve mapping.

Add a few short bullets to improve mapping →

**High-Quality Tires.
Expert Maintenance.
Reliable Repairs.
Friendly Service.**

RETAIL  **COMMERCIAL** 

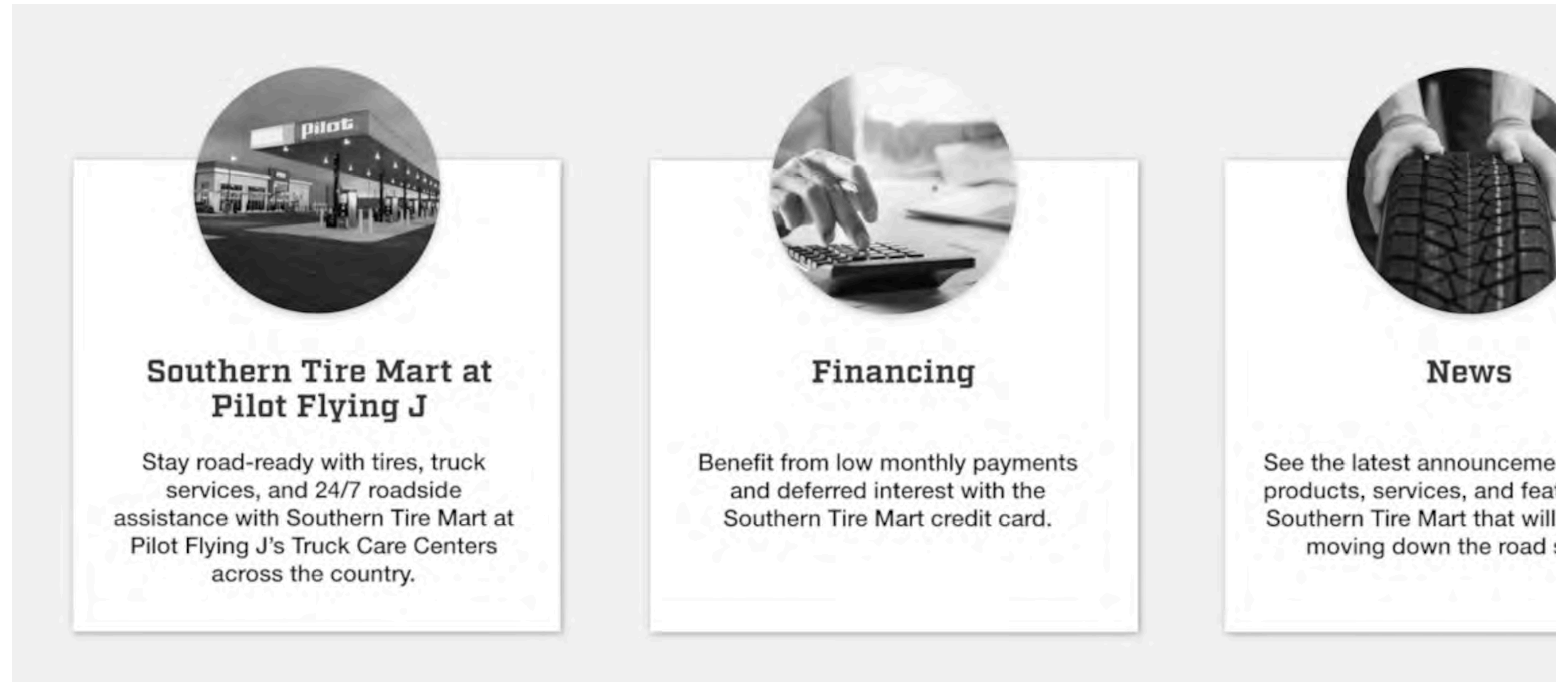
- Cars, Trucks & SUVs
- Tires & Vehicle Service
- Fleet, RV, Delivery, OTR, Farm & Industrial
- Tires and Vehicle Service

Updated wireframe: <https://d1qj4w.axshare.com/#id=2mxm69&p=home&view=default>


Some confusion about Pilot Flying J

Pilot Flying J

- There was some confusion about Pilot Flying J (“I guess that’s where they’re located?”). If Pilot Flying J locations are strictly commercial, recommend locating it under the Commercial header.
- If STM wants to keep a feature area for Pilot Flying J on the home page, be sure to clarify that it is only for Commercial.
- Consider moving the Pilot Flying J feature content off the home page and onto the Commercial overview page.




The image displays three feature cards arranged horizontally. Each card has a circular image at the top, a title in bold, and a descriptive paragraph below. The first card shows a Pilot Flying J store exterior with the title 'Southern Tire Mart at Pilot Flying J' and text about truck services. The second card shows hands using a calculator with the title 'Financing' and text about credit card benefits. The third card shows hands holding a tire with the title 'News' and text about announcements.




Southern Tire Mart at Pilot Flying J

Stay road-ready with tires, truck services, and 24/7 roadside assistance with Southern Tire Mart at Pilot Flying J's Truck Care Centers across the country.



Financing

Benefit from low monthly payments and deferred interest with the Southern Tire Mart credit card.



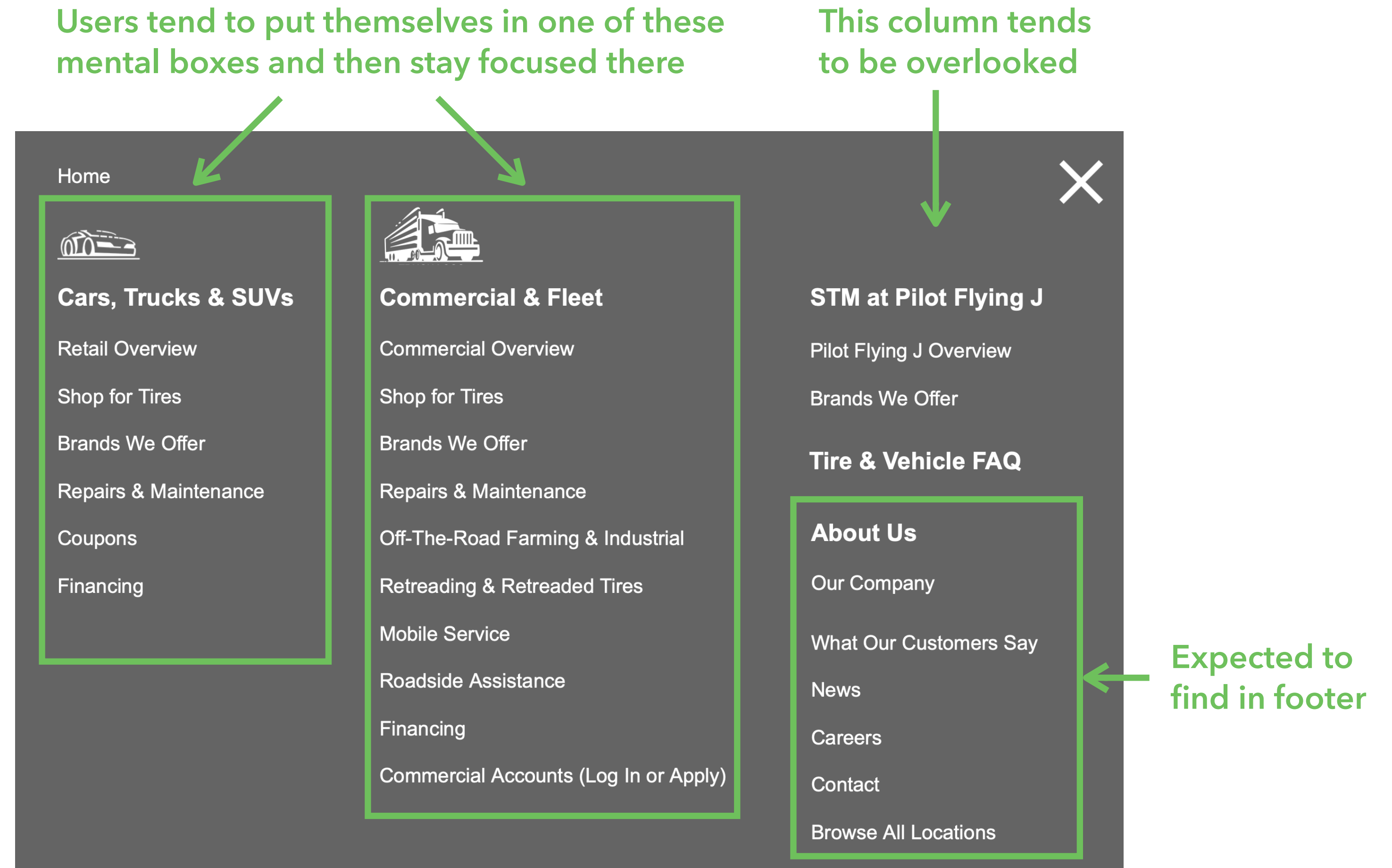
News

See the latest announcements, products, services, and features from Southern Tire Mart that will be moving down the road.

**How would find information about
the Southern Tire Mart *company*?**

Hamburger Fly-out Menu

- Users quickly put themselves in a mental box of “Retail” or “Commercial.” After that, they tended to look exclusively under those headings on the navigation menu. It took some prompting to get them to look outside of their “box.”
- Finding company information and FAQs was challenging for some.
- Most users expected to find the “About Us” info in the footer rather than on the main navigation menu.



Before → After

Home

Cars, Trucks & SUVs

- Retail Overview
- Shop for Tires
- Brands We Offer
- Repairs & Maintenance
- Coupons
- Financing

Commercial & Fleet

- Commercial Overview
- Shop for Tires
- Brands We Offer
- Repairs & Maintenance
- Off-The-Road Farming & Industrial
- Retreading & Retreaded Tires
- Mobile Service
- Roadside Assistance
- Financing
- Commercial Accounts (Log In or Apply)

STM at Pilot Flying J

- Pilot Flying J Overview
- Brands We Offer
- Tire & Vehicle FAQ**
- About Us**
- Our Company
- What Our Customers Say
- News
- Careers
- Contact
- Browse All Locations

Home

Cars, Trucks & SUVs

- Retail Overview
- Shop for Tires
- Brands We Offer
- Repairs & Maintenance
- Retail Tire & Vehicle FAQ
- Coupons
- Financing

Commercial & Fleet

- Commercial Overview
- Shop for Tires
- Brands We Offer
- Repairs & Maintenance
- Off-The-Road Farming & Industrial
- Retreading & Retreaded Tires
- Mobile Service
- Roadside Assistance
- Commercial Tire & Vehicle FAQ

STM at Pilot Flying J

- Financing
- Commercial Accounts (Log In or Apply)

Commercial Accounts Wholesale About Us Contact

Employee Portal Government Careers Browse All Locations

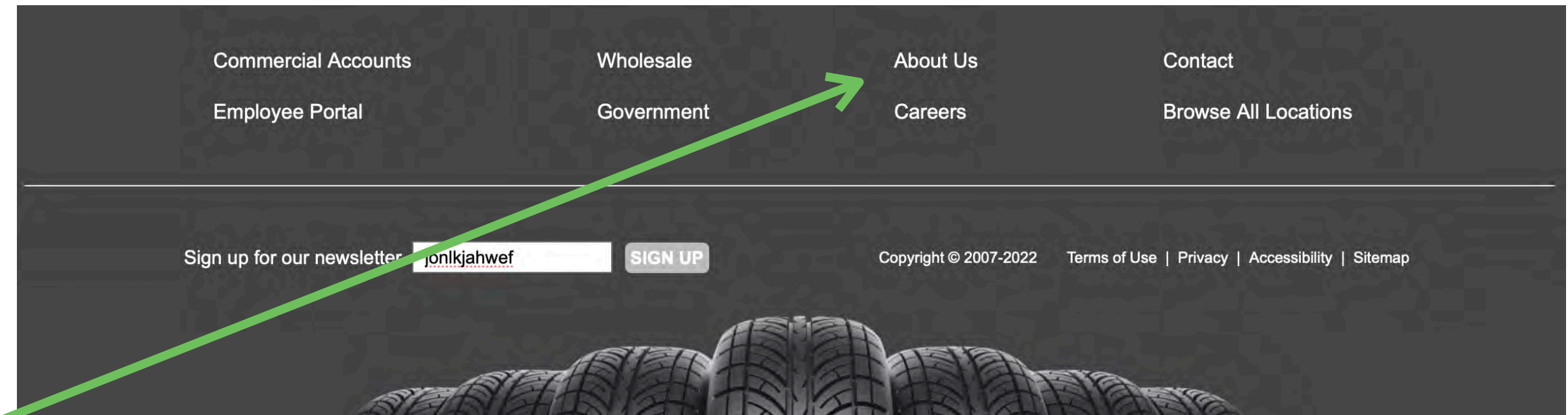
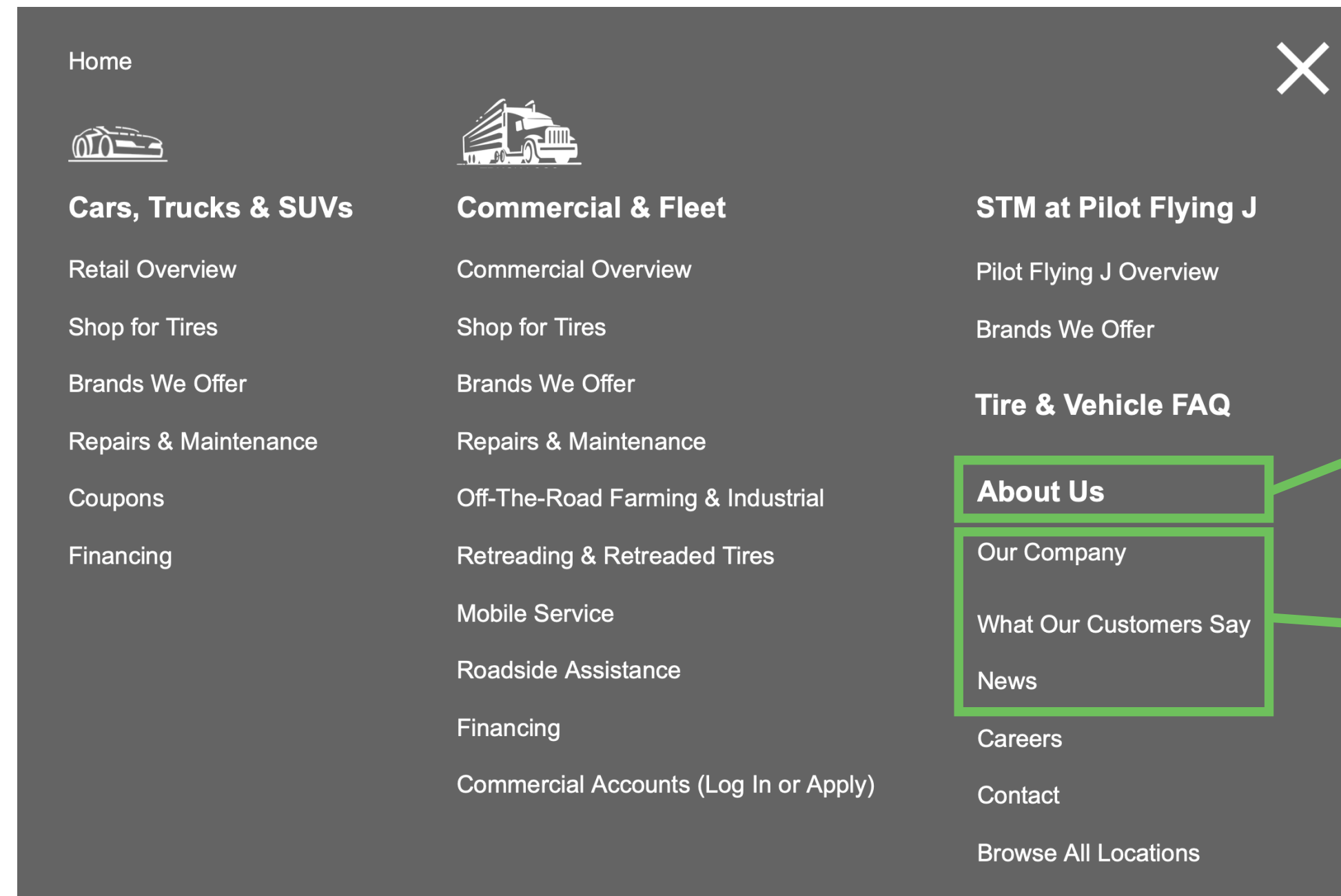
Sign up for our newsletter

Copyright © 2007-2022 Terms of Use | Privacy | Accessibility | Sitemap

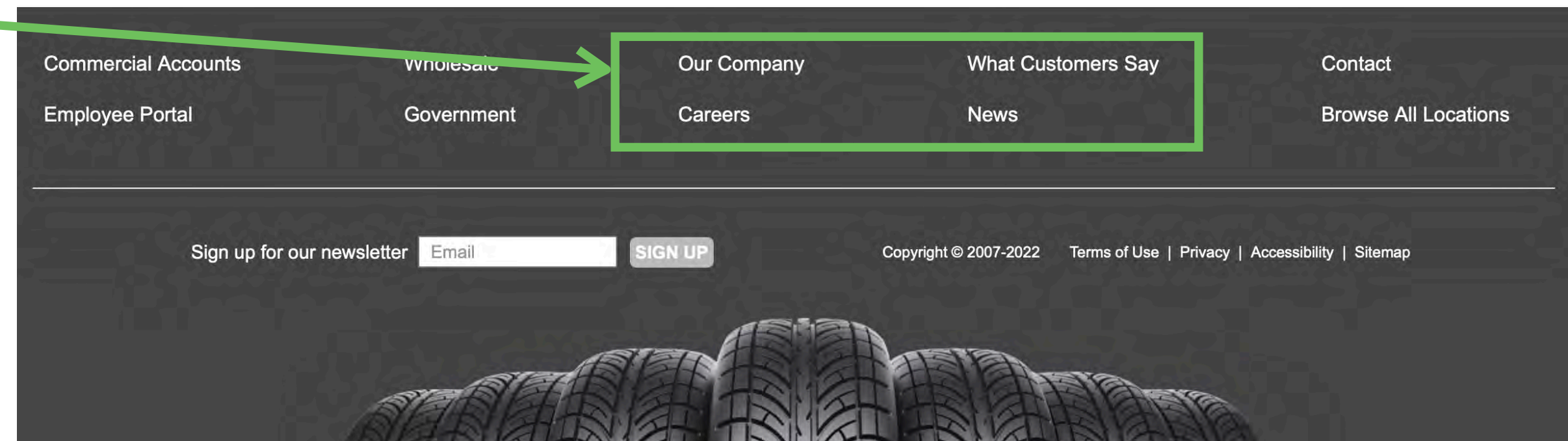
Updated wireframe: https://d1qj4w.axshare.com/#id=a0yg0x&p=home_new_header_footer&view=default

Footer Options

V1: Recommended – let users navigate to Company, Testimonials and News from the About section landing page.



V2: Alternative – list all pages in the About section.

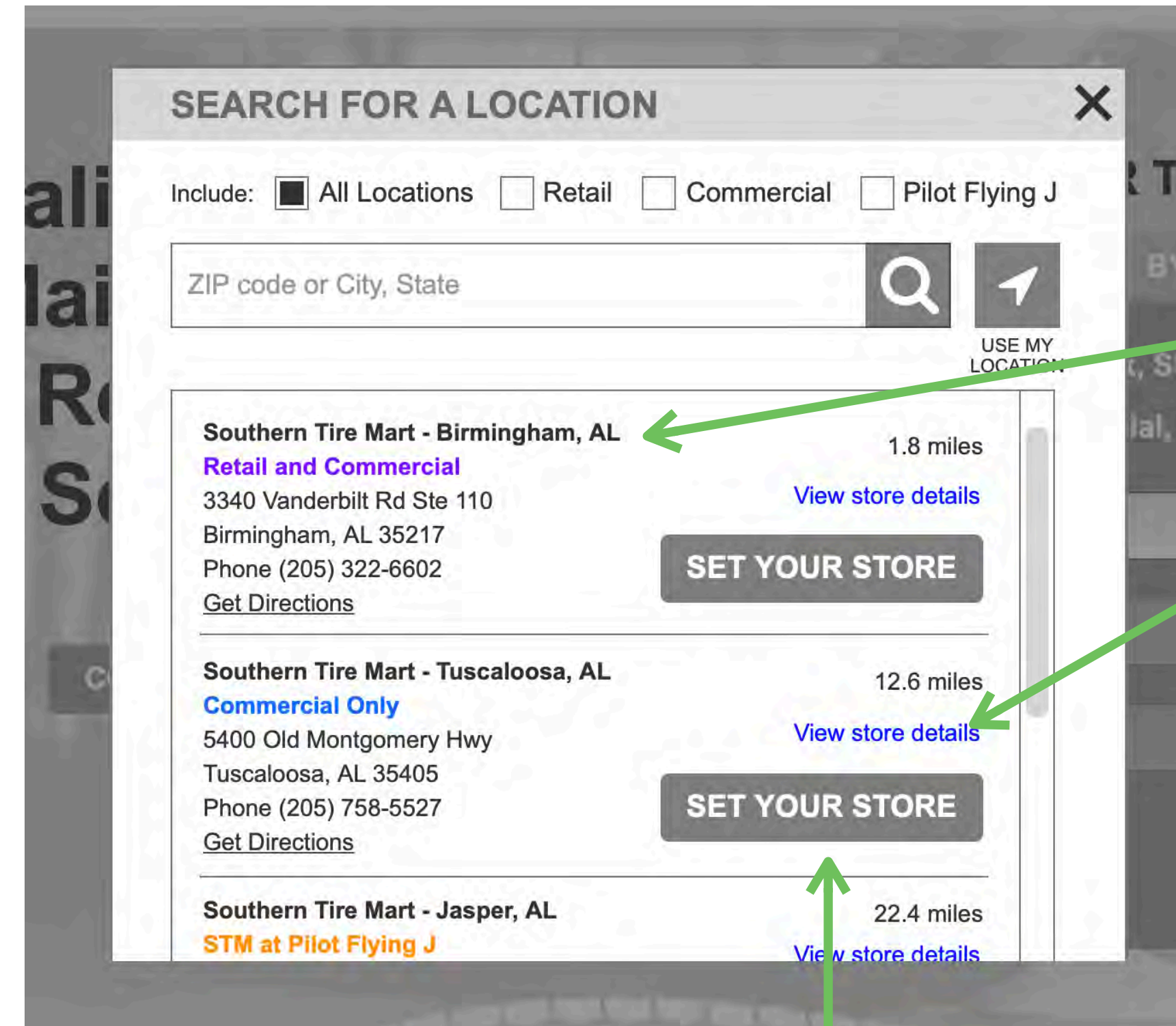


Updated wireframe footer V2: https://d1qj4w.axshare.com/#id=rsqkzi&p=home_new_header_footer_v2&view=default

**How would you select a location
nearest to you?**

Finding and Setting Store Location

- All users were easily able to update the location in the header to a store closest to them.
- Learning about the services available at their closest location was a little more challenging. Some found “View store details” in the location popup. Some looked on the retail or commercial overview page, some went hunting on the hamburger menu.
- Recommend including a link titled “Services available at your location” on both the retail and commercial overview pages that goes to the location detail page

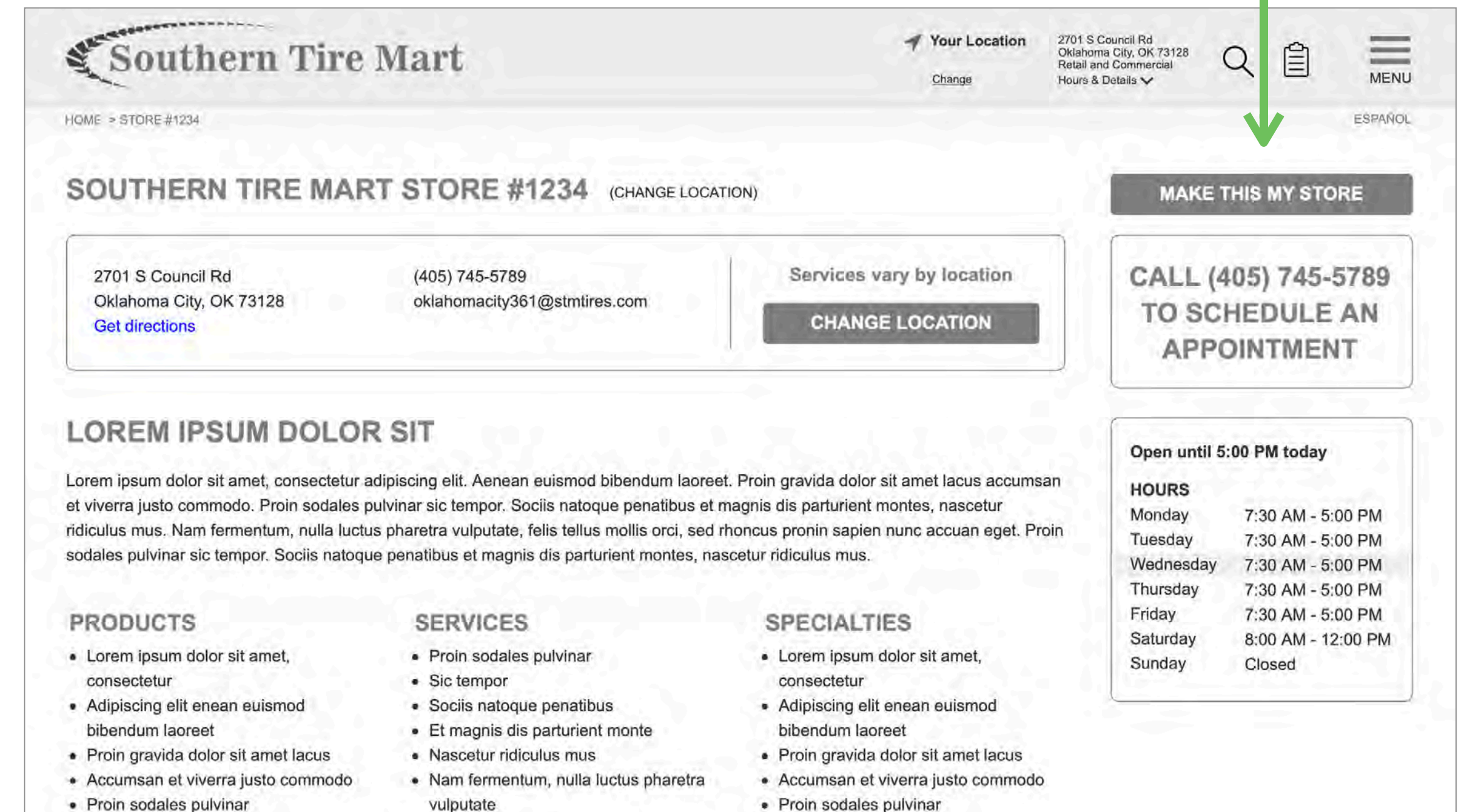


Link store name header to store detail page (same target as this link).
(See next page.)

Change to “Make This My Store” for clarity

Create Store Detail Pages on the Main Site

- User experience will be improved if store detail pages exist on the main site rather than bouncing users back and forth between the main site and the Yext store detail pages. User flows that will benefit are:
 - ▶ Retail or Commercial Services Page > Services at Your Location
 - ▶ Search for Location popup > View store details
 - ▶ My Location Hours & Details popup > See complete details
 - ▶ Contact page > Services at Your Location
- In addition, based on user testing there should be a way to add a “Make This My Store” button to the location detail page so that if the user goes there from the popup they have a way to set their location from that page. This will only be possible if Store Detail pages exist on the main site.
- These store detail pages will not be discoverable via the site navigation and will be set to not index on search engines.



Updated wireframe: https://d1qj4w.axshare.com/#id=t1t0v7&p=main_site_location_detail_page&view=default

How would find tires for your car?



Tire size selection in the
"Shop By Brand" user flow

Shop For Tires

- When beginning with the “Shop By Vehicle” path, all participants had a positive experience stepping through the user flow:
 - Select Vehicle > Filter Results > View Tire Detail Page > Request Quote
- When beginning with the “Shop By Brand” path, some participants hit a roadblock not knowing what tire size to choose:
 - Select Brand > Filter Results > Select Tire Size (roadblock) > View Tire Detail Page

SHOP FOR TIRES

BY VEHICLE BY TIRE SIZE BY BRAND

Car, Truck, SUV
 Commercial, Fleet, RV

2020 Honda
Civic EX Sedan
215 55 16 **FIND TIRES**

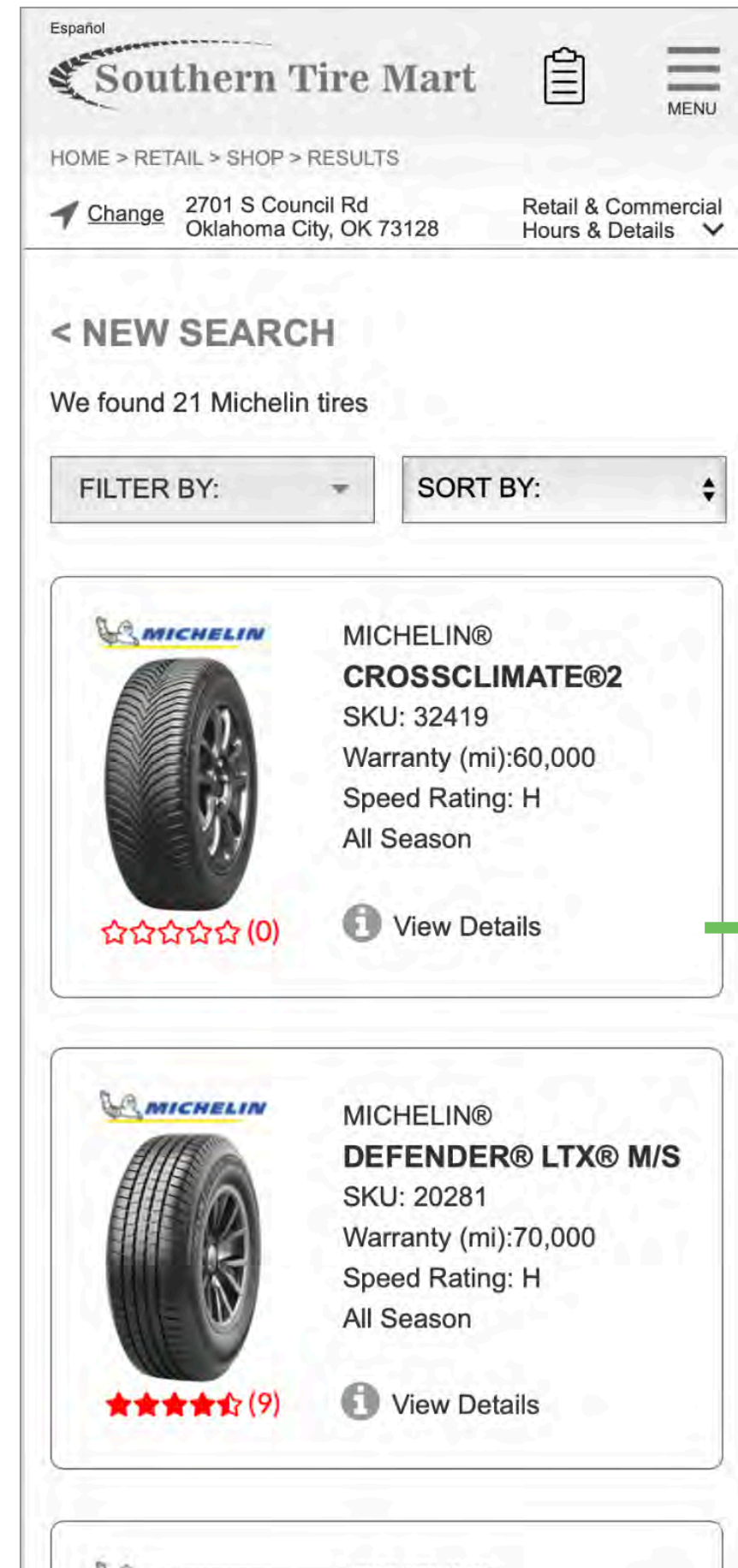
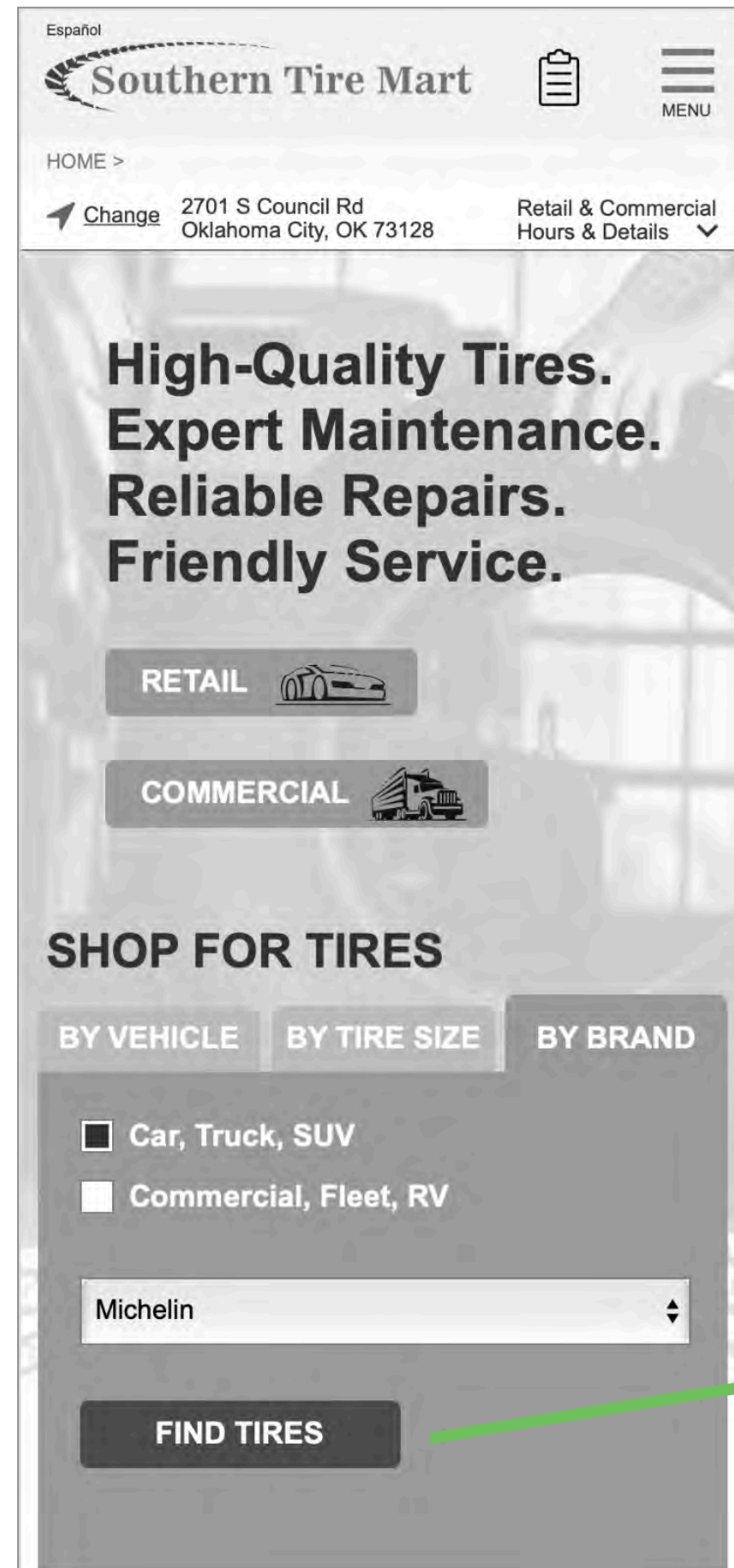
SHOP FOR TIRES

BY VEHICLE BY TIRE SIZE BY BRAND

Car, Truck, SUV
 Commercial, Fleet, RV

Michelin **FIND TIRES**

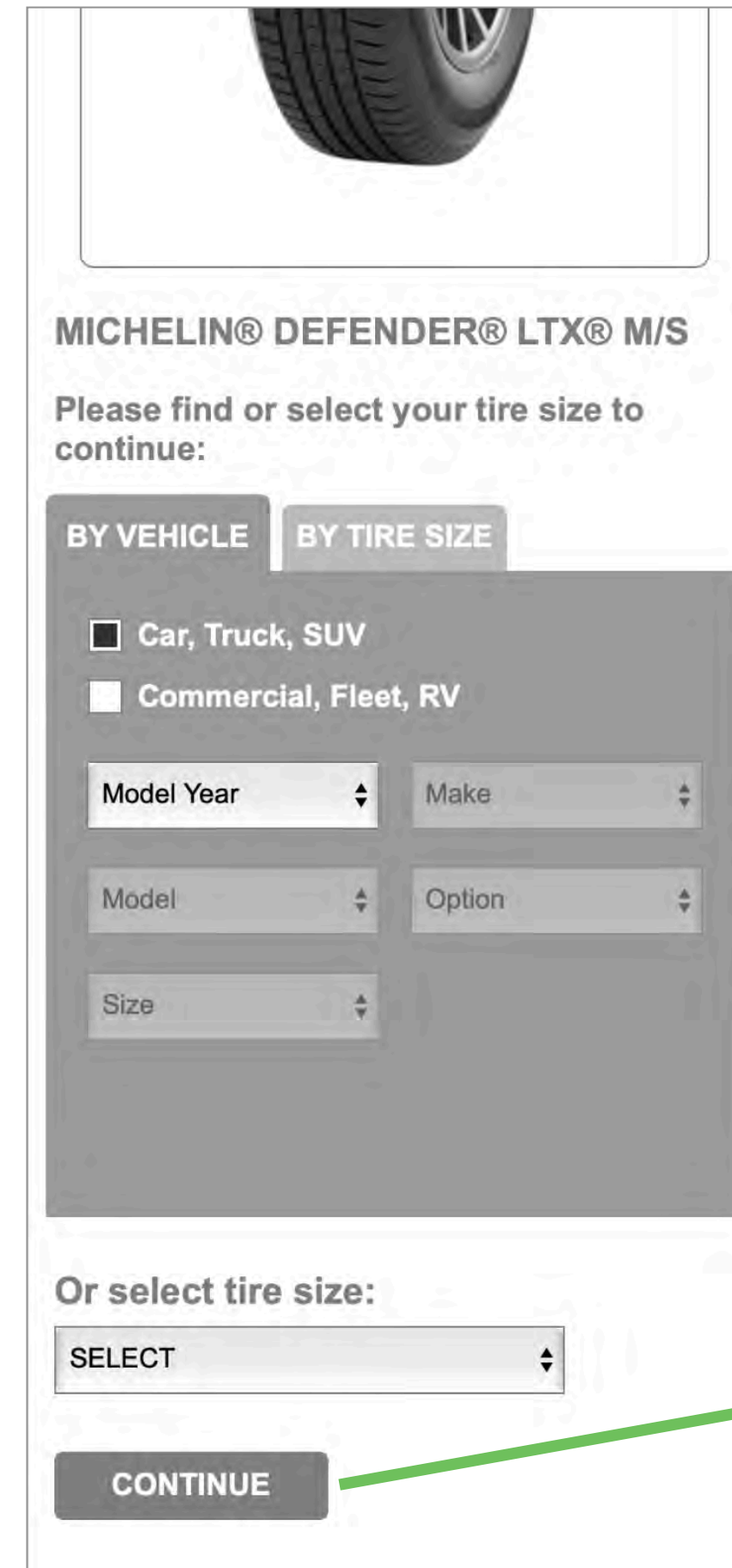
Shop By Brand



Before

Update this step to make tire size selection easier.

After



Clickable Area on Tire Search Results Cards

- Most users expected to click or tap the tire photo or headline (or anywhere on the card) to go to the detail page.

Recommend removing the "Request for Quote" button so that the entire card can be clickable.

This will make "Request for Quote" available only on the tire detail page, consistent with the Shop By Brand path.

Shop By Vehicle results

Spanish
Southern Tire Mart
HOME > RETAIL > SHOP > RESULTS
Change 2701 S Council Rd Oklahoma City, OK 73128 Retail & Commercial Hours & Details

< NEW SEARCH
We found 63 tires in size 215/50R17 to fit the vehicle 2020 Honda Civic EX Sedan & Coupe

FILTER BY: SORT BY:

BRIDGESTONE
BRIDGESTONE **DRIVEGUARD™**
SKU: 011663
Warranty (mi):60,000
Speed Rating: V
Touring All Season
★★★★☆ (5) View Details
REQUEST A QUOTE

BRIDGESTONE
BRIDGESTONE **ECOPIA EP422 PLUS**
SKU: 006325
Warranty (mi):70,000
Speed Rating: V
Touring All Season

Shop By Brand results

Spanish
Southern Tire Mart
HOME > RETAIL > SHOP > RESULTS
Change 2701 S Council Rd Oklahoma City, OK 73128 Retail & Commercial Hours & Details

< NEW SEARCH
We found 21 Michelin tires

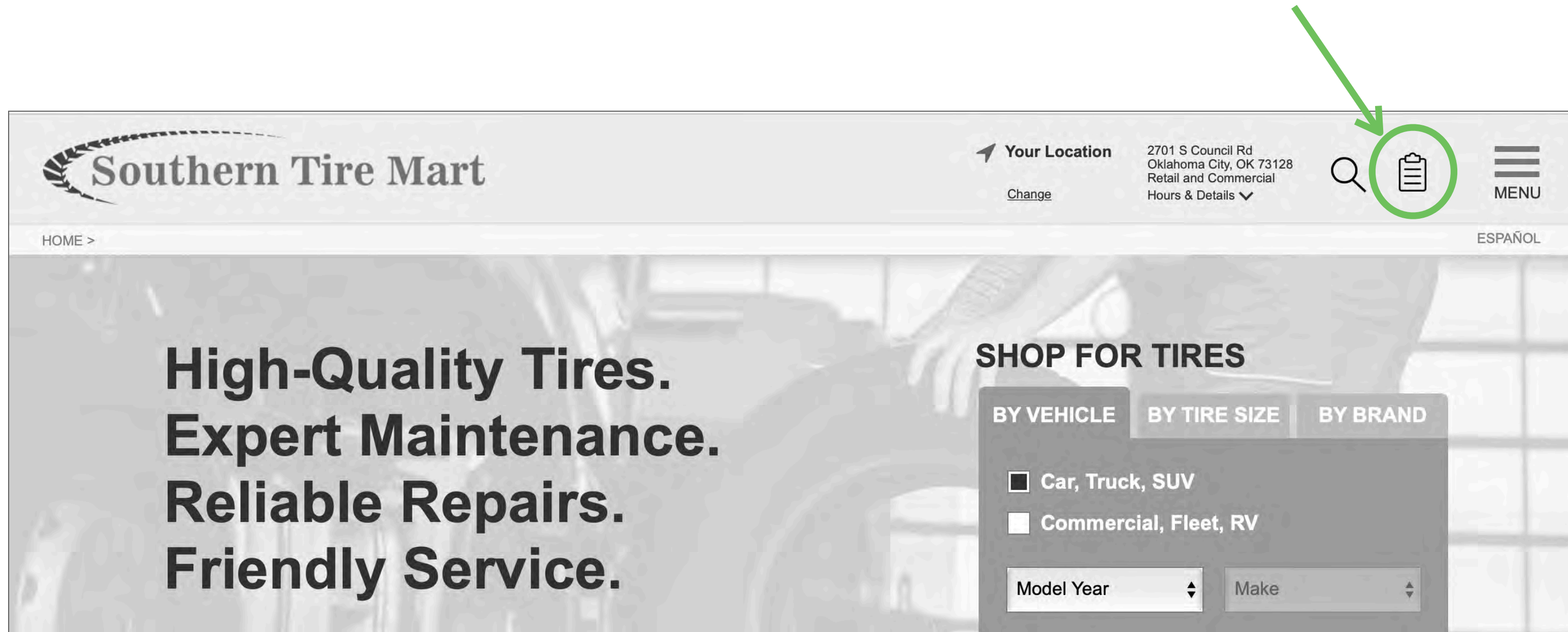
FILTER BY: SORT BY:

MICHELIN®
MICHELIN® **CROSSCLIMATE@2**
SKU: 32419
Warranty (mi):60,000
Speed Rating: H
All Season
☆☆☆☆☆ (0) View Details

MICHELIN®
MICHELIN® **DEFENDER® LTX® M/S**
SKU: 20281
Warranty (mi):70,000
Speed Rating: H
All Season

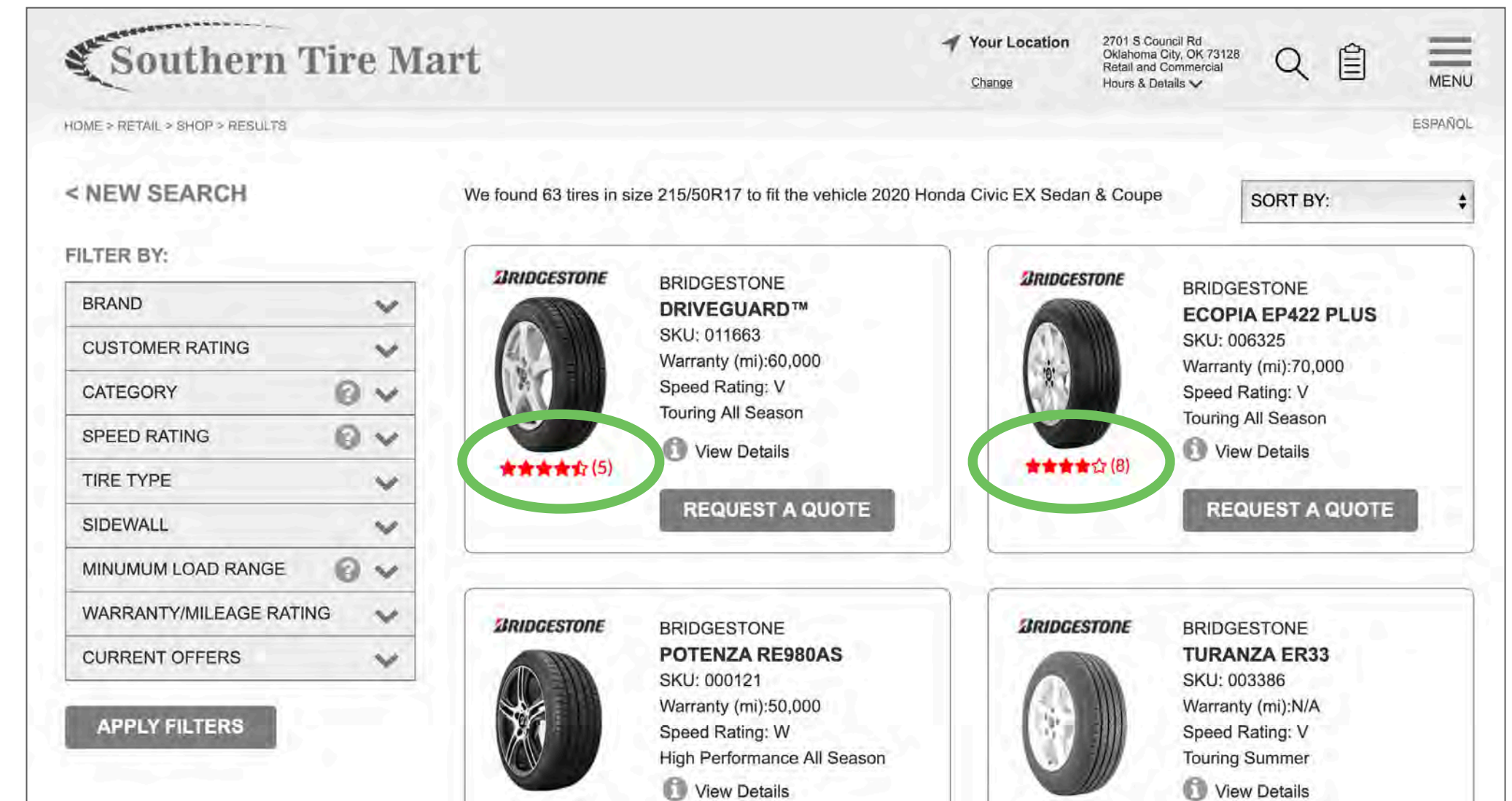
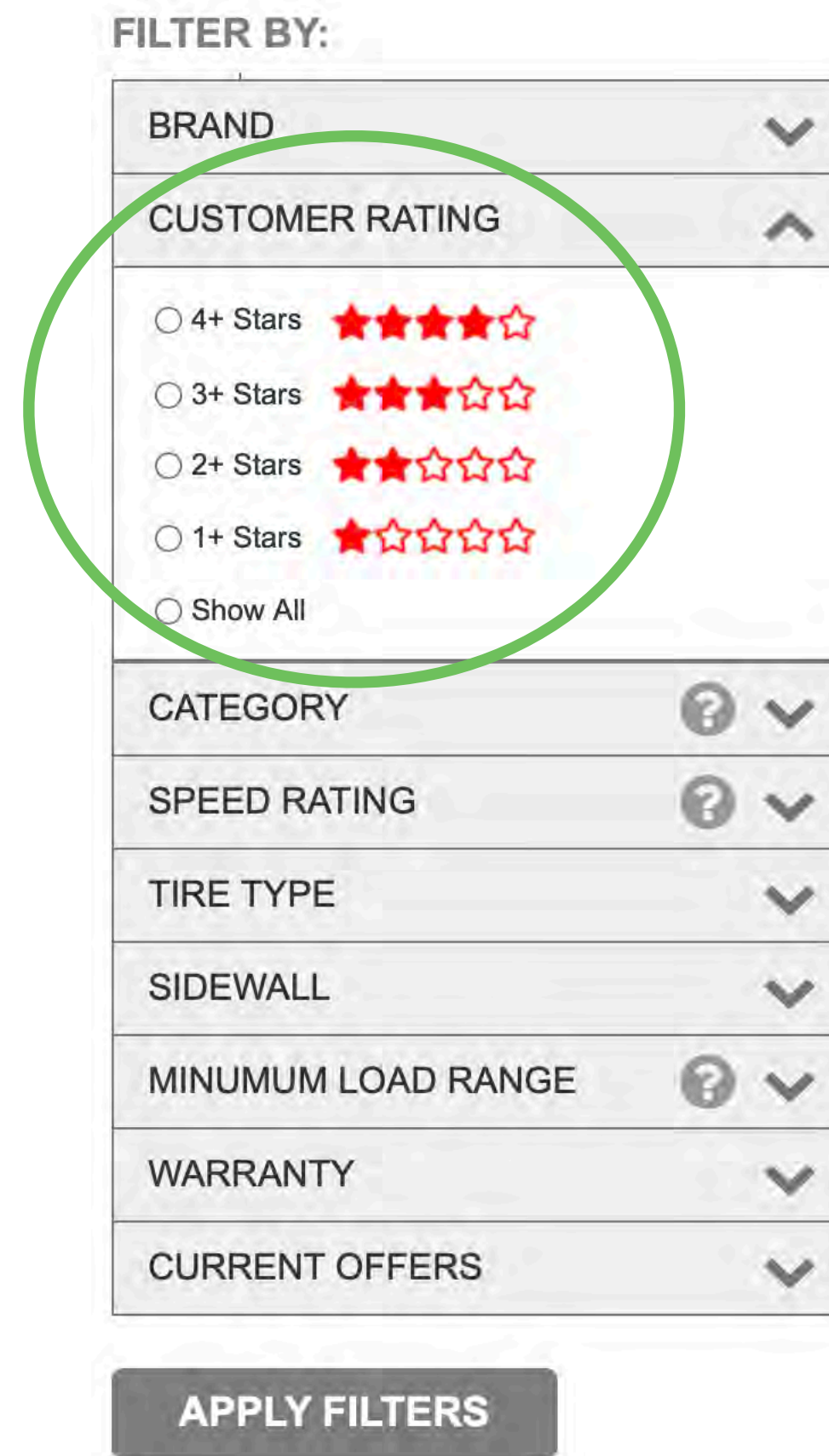
Clipboard Icon

- Clipboard icon was confusing to one user. Can this appear only once someone has added an item to a quote request?



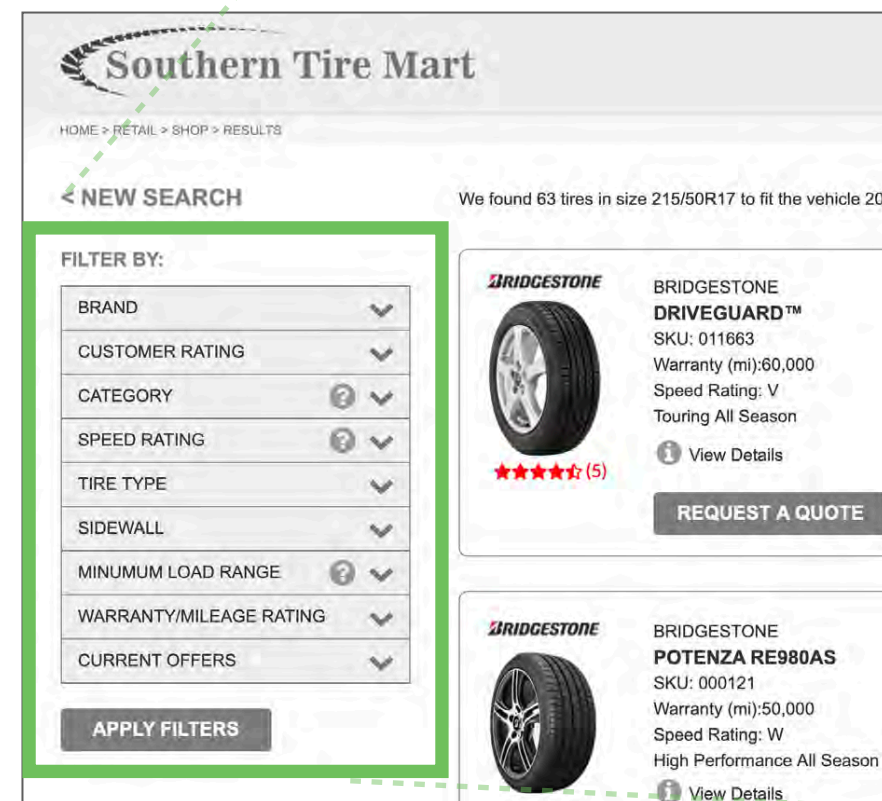
Reviews

- Most retail users (and some commercial) said customer ratings/reviews were important criteria which they would use to make tire selections.
- Some focused on the star ratings under the tires, some used the “Customer Rating” filter, some did both.
- Strongly recommend populating reviews before site launch.
- Also recommend encouraging customers to write reviews on an ongoing basis.



Filters

- Most users employed the filters to narrow their search results.
- All filters **should be reviewed carefully** to be sure they are accurate and produce desired results (once the data is populated).



Recommend putting brands in alpha order →

BRAND Clear

- Bandag
- BFGoodrich
- Bridgestone
- Continental
- Dayton
- Doublecoi
- Duration
- Firestone
- Fuzion
- General
- Gladiator
- GT Radial
- Michelin
- Toyo
- Triangle
- Uniroyal
- Yokohama
- Zenna

CUSTOMER RATING Clear

- ★★★★★ 4+ Stars
- ★★★★☆ 3 Stars
- ★★★☆☆ 2 Stars
- ★☆☆☆☆ 1 Star

CATEGORY Clear

- All Season
- Touring All Season
- High Performance All Season
- Touring Summer
- High Performance Summer
- All Weather
- Winter

SPEED RATING Clear

- B C D E F G J
- K L M N P Q R
- S T U V W Y Z

TIRE TYPE Clear

- Passenger Car/Minivan
- Light Truck/SUV
- Motorcycle/Scooter
- Lawn and Garden

SIDEWALL Clear

- Black Wall
- White Wall

MINIMUM LOAD RANGE Clear

- Light Load (LL)
- Standard Load (SL)
- Extra Load (XL)

WARRANTY/MILEAGE RATING Clear

- 30,000 miles
- 40,000 miles
- 50,000 miles
- 60,000 miles
- 70,000 miles
- 80,000 miles
- 90,000 miles
- 100,000+ miles

CURRENT OFFERS

(No current offers)

← Is Sidewall needed?

← Recommend changing from "Warranty" to "Warranty/Mileage Rating" based on how some users referred to this.

Update wireframe: https://d1qj4w.axshare.com/#id=4k5dw8&p=shop_by_vehicle_results_retail&view=default

Filters

Content should be added to FAQ to explain the three filters that have “?” help icons:

- Categories
- Speed Rating
- Load Range

FILTER BY:

BRAND	▼
CUSTOMER RATING	▼
CATEGORY	?
SPEED RATING	?
TIRE TYPE	▼
SIDEWALL	▼
MINIMUM LOAD RANGE	?
WARRANTY/MILEAGE RATING	▼
CURRENT OFFERS	▼

FILTER BY:

BRAND	▼
CUSTOMER RATING	▼
CATEGORY	▼
SPEED RATING	?
TIRE TYPE	▼
SIDEWALL	▼
MINIMUM LOAD RANGE	?
WARRANTY/MILEAGE RATING	▼
CURRENT OFFERS	▼

Learn about Tire Categories

FILTER BY:

Speed Rating	Maximum Speed	Speed Rating	Maximum Speed
B	31 mph	P	93 mph
C	37 mph	Q	100 mph
D	40 mph	R	106 mph
E	43 mph	S	112 mph
F	50 mph	T	118 mph
G	56 mph	U	124 mph
J	62 mph	H	130 mph
K	68 mph	V	149 mph
L	75 mph	W	168 mph
M	81 mph	Y	186 mph
N	87 mph	Z	149 mph+

Learn more about Speed Ratings

Review for accuracy

FILTER BY:

BRAND	▼
CUSTOMER RATING	▼
CATEGORY	?
SPEED RATING	?
TIRE TYPE	▼
SIDEWALL	▼
MINIMUM LOAD RANGE	?
WARRANTY/MILEAGE RATING	▼
CURRENT OFFERS	▼

Learn about Load Range

Filters: Shop By Brand

Due to the data structure, there won't be as many filters available for the Shop By Brand path. These filters should be reviewed carefully.

Include Brand on the Filter list for the Shop By Brand path?

The screenshot shows the Southern Tire Mart website interface. At the top, there's a navigation bar with the company logo, location information, and a menu. Below that, a breadcrumb trail reads 'HOME > RETAIL > SHOP > RESULTS'. The main content area displays search results for '21 Michelin tires'. On the left, a 'FILTER BY:' menu is highlighted with a green box and an arrow. The menu includes options for 'BRAND', 'CUSTOMER RATING', 'CATEGORY', and 'TIRE TYPE', each with a dropdown arrow. Below the menu is an 'APPLY FILTERS' button. The search results are displayed in a grid of four product cards. Each card features a Michelin tire image, the brand name 'MICHELIN', the model name (e.g., 'MICHELIN@ CROSSCLIMATE@2' or 'MICHELIN@ DEFENDER@ LTX@ M/S'), the season type 'All Season', and a 'View Details' button. The top-right card also shows a star rating of 9 stars. A green arrow points from the text on the right to the search results area.

Initial search results for the Shop By Brand path won't have as much detail as the Shop By Vehicle path.

Update wireframe: https://d1qj4w.axshare.com/#id=wcmegg&p=shop_by_brand_michelin_results_retail

Note: the wireframe for the Commercial Shop By Brand filters have not been updated but the same will apply there.

Request a Quote Process

- When asked how they would find the price of the tires, users easily found the “Request a Quote” button and generally found the quote request experience to be simple and clear (especially when starting the process with the “Shop By Vehicle” path).
 - ▶ While a few users wanted to see pricing information on the site, most understood the need to request a quote.
 - ▶ Several users commented that knowing that STM would call them with a quote “within X hours” was important/helpful.

The screenshot shows the Southern Tire Mart website interface. At the top, the logo and navigation links are visible. The main content area features a product card for a Michelin Defender LTX M/S tire. The card includes a product image, a star rating of 4.5 (9 reviews), and a 'Watch Video' button. To the right of the product card, a table of specifications is provided. A prominent 'REQUEST A QUOTE' button is located in the top right corner of the product card area, highlighted with a green circle.

MICHELIN® DEFENDER® LTX® M/S			
Tire Size:	215/50R17/XL	Diameter:	25.7"
Serv. Desc:	95H	Max Inflation:	50 psi
UTQG:	720 A A	Max Load (Dual):	N/A
Sidewall:	BW	Revs Per Mile:	1/mi.
Max Load:	1521 lbs	Tread Depth:	10/32"
SKU:	20281	Weight:	1 lbs
Warranty (mi):	70,000	Ply Rating:	N/A
Speed Rating:	H	Rim Width:	7" (6" to 7.5")
Type:	All Season	Section Width:	8.9"
		Tread Width:	N/A

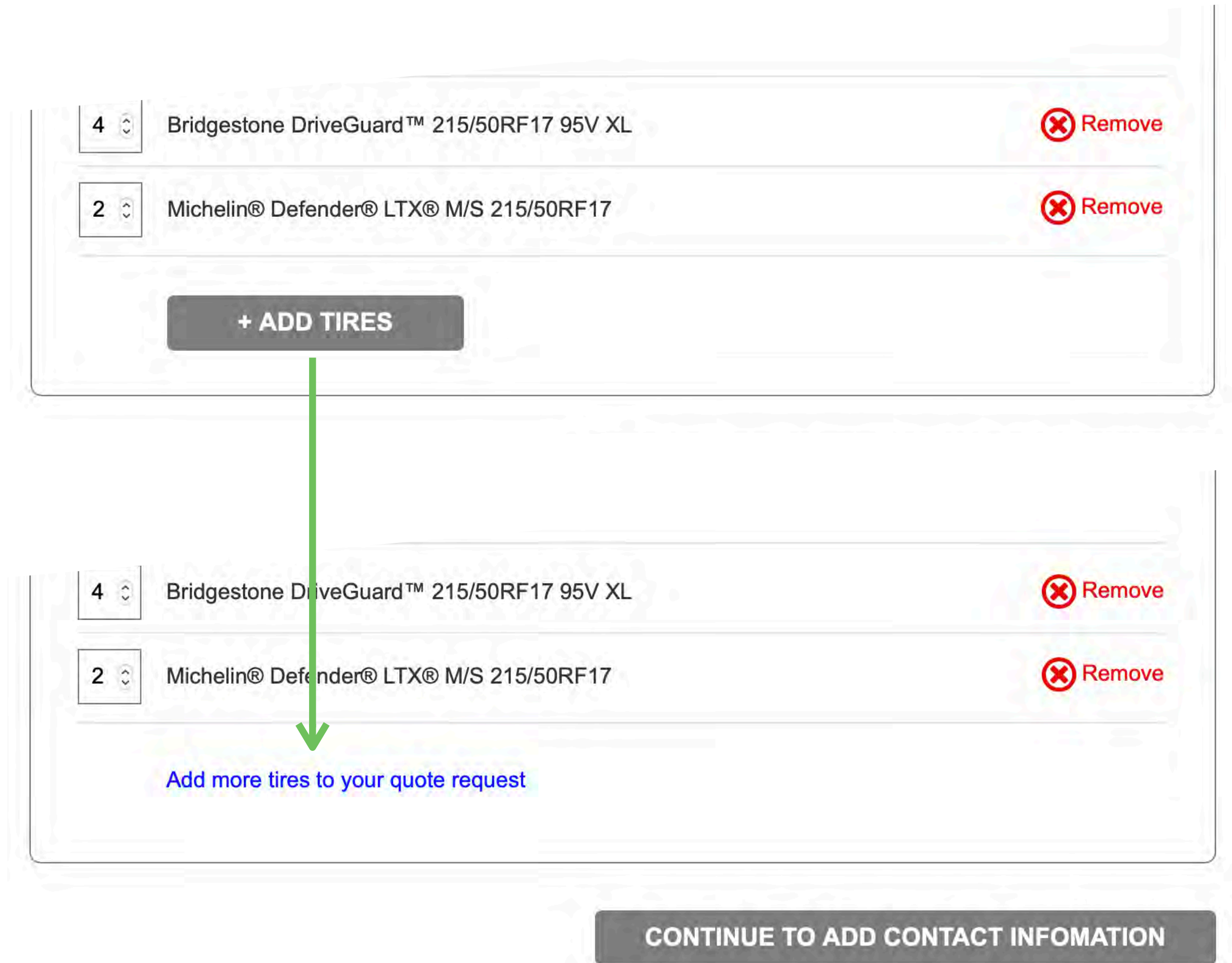
FEATURES & BENEFITS

Features
Evertread™ compound helps the MICHELIN® Defender® LTX® M/S last 10% longer in severe conditions than the MICHELIN® LTX® M/S2.* (* Based on third-party treadwear tests using the MICHELIN® Defender® LTX® M/S tire versus the MICHELIN® LTX® M/S2 tire using size LT265/70R17 121/118R tires. Actual on-road results may vary.)

The MICHELIN® Defender® LTX® M/S tire offers shorter wet stopping distances and better snow traction than leading competitive long-warranty tires.

Request a Quote Process

- The “Add more tires” button confused a few users. They thought it meant add the tires already selected to their “shopping cart.” Recommend changing that button to a text link that says, “Add more tires to this quote request.”



Display Their Location on the Contact Page

Southern Tire Mart

HOME > CONTACT

SEND US A MESSAGE *Required

*First Name

*Last Name

*How should we contact you? Phone Email

Phone Number

*Location you wish to contact

*Message

SUBMIT

CONTACT

Find a Location

Commercial Call Center
Available 24/7/365 for Assistance
(877) STM-TIRE
(877) 786-8473

Southern Tire Mart Corporate Office
800 Highway 98
Columbia, MS 39429
(601) 424-3200

2701 S Council Rd
Oklahoma City, OK 73128
Retail and Commercial
Hours & Details ▾

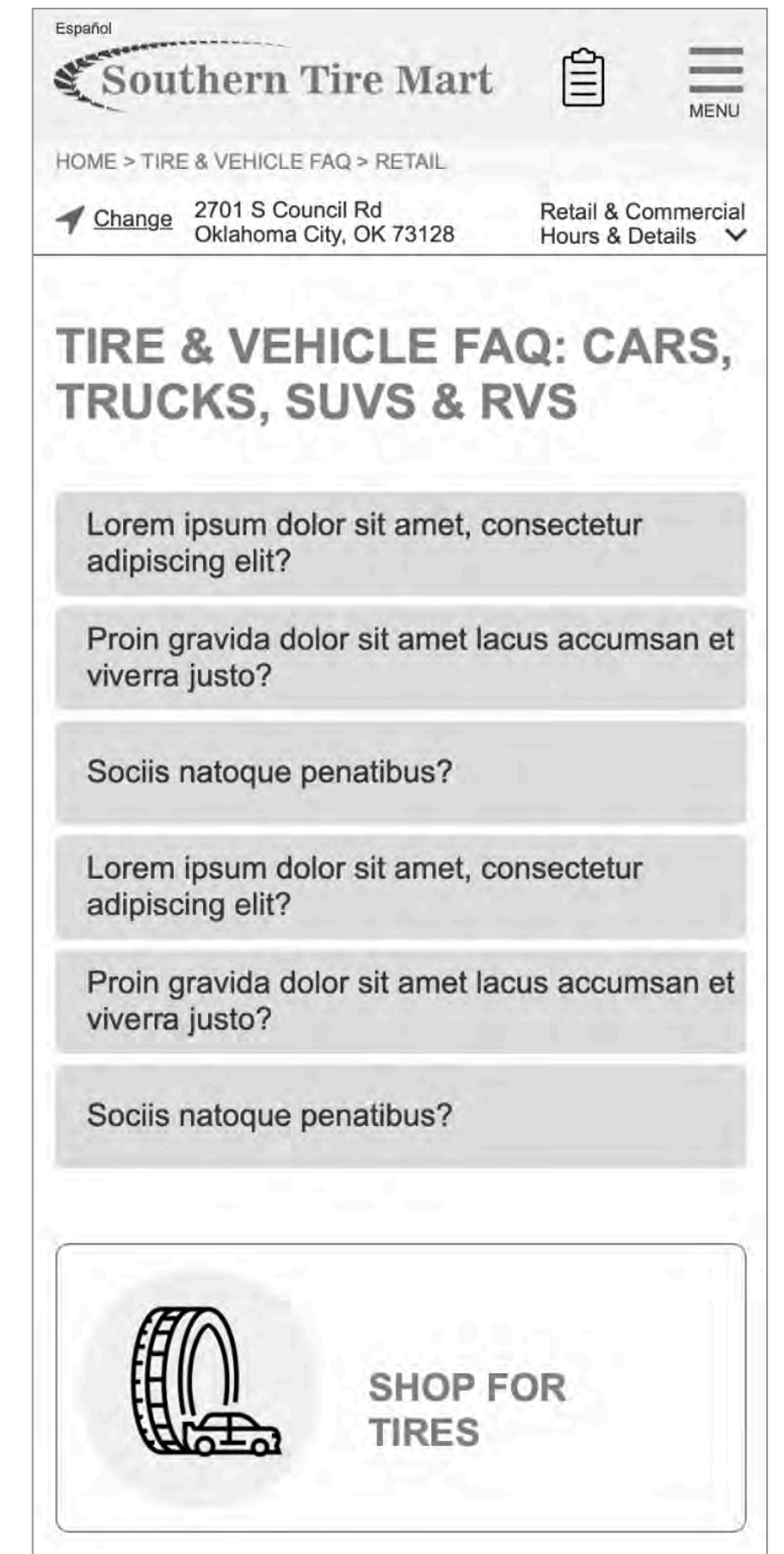
- Display their location including phone.
- Include a "Services available at this location" link.
- Include "Change Location" link.
- As mentioned previously, for commercial customers there may be a need to clarify which number to call (Commercial Call Center or local store location).

Updated wireframe: <https://d1qj4w.axshare.com/#id=07m9au&p=contact>

Topics for FAQ

In addition to FAQ content to explain filters, based on observation in the user testing sessions and suggestions from users, I recommend including these topics in the FAQ content:

- What are the features and benefits of different tire brands?
(Provide short answer, link to Brands We Offer page.)
- Do all locations offer the same services and products?
(Short answer, link to the Location Detail page.)
- Does Southern Tire Mart offer vehicle repairs and maintenance?
(Short answer, link to the Location Detail page.)
- Does Pilot Flying J offer tires/service for cars, trucks and SUVs or only for commercial trucks?
(Short answer, link to the Pilot Flying J page.)
- What types of tires are good for various weather conditions?



Commercial

Commercial test participant feedback closely matched retail testers in the areas already covered. The following pages highlight areas that are specific to commercial.

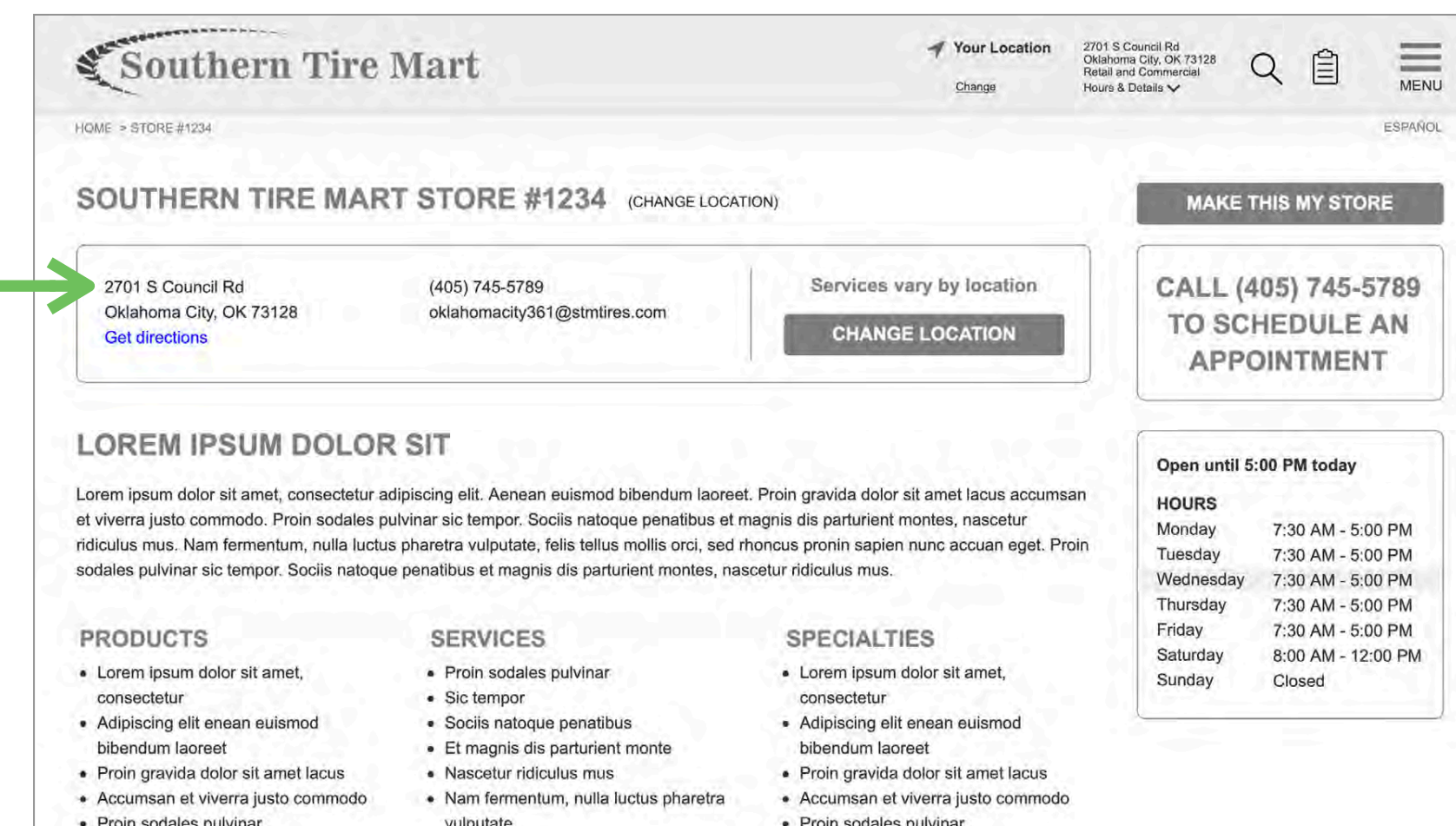
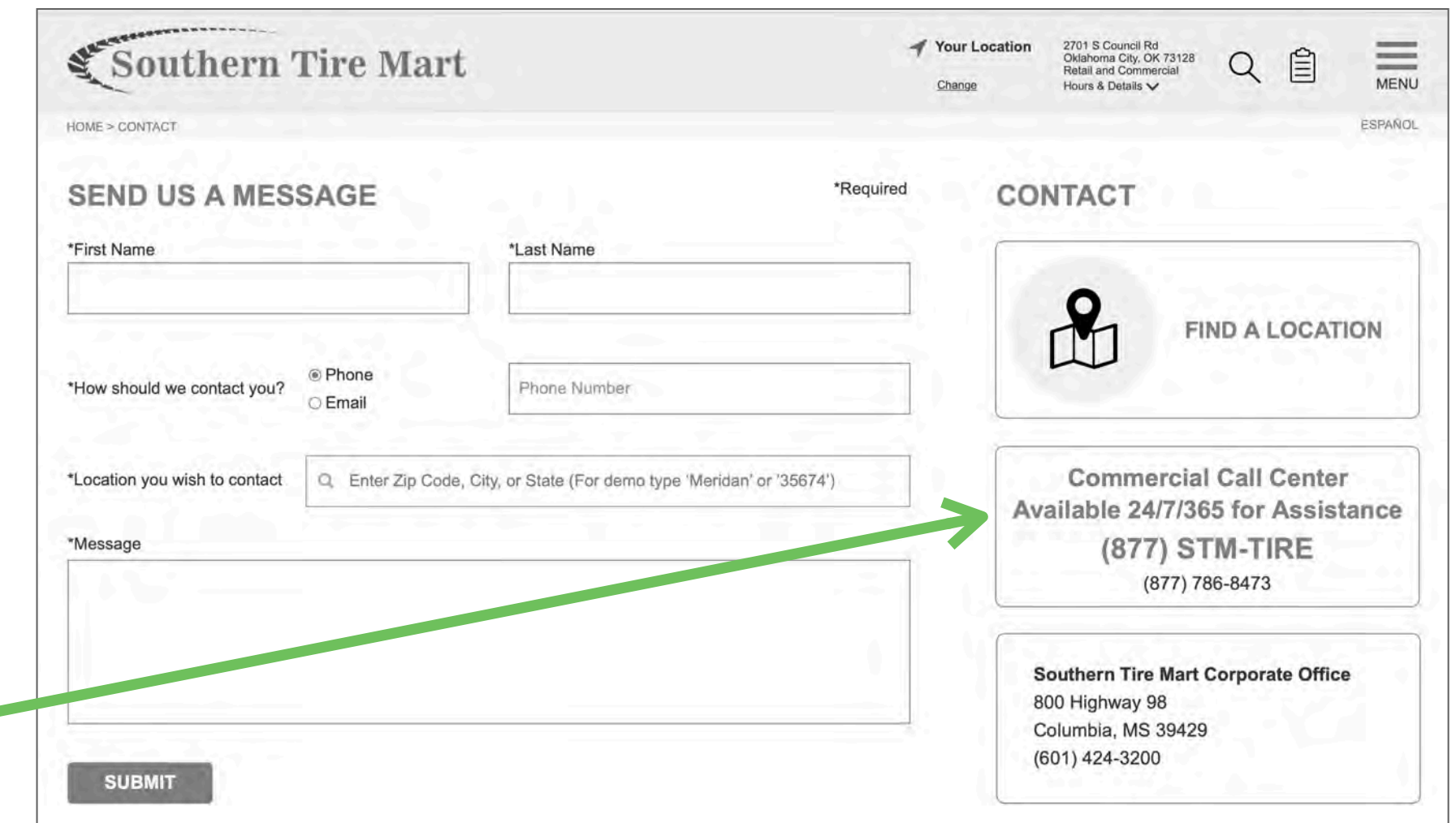


General comments

How would you find the price of the tires?

Call to Contact

- Even given the qualitative nature of this testing process, it seems that many commercial customers may rely more on calling and personal relationships versus the “self-service” approach to the website taken by retail users.
- That elevates the importance of presenting a phone number that best serves commercial customers’ needs.
- This may require some discussion of what the best number is:
 - ▶ The Commercial Call Center
 - ▶ Or, the closest local store
- Be sure to include the Commercial Call Center phone number (or the local location number if that’s preferred) on the Commercial Services overview page.

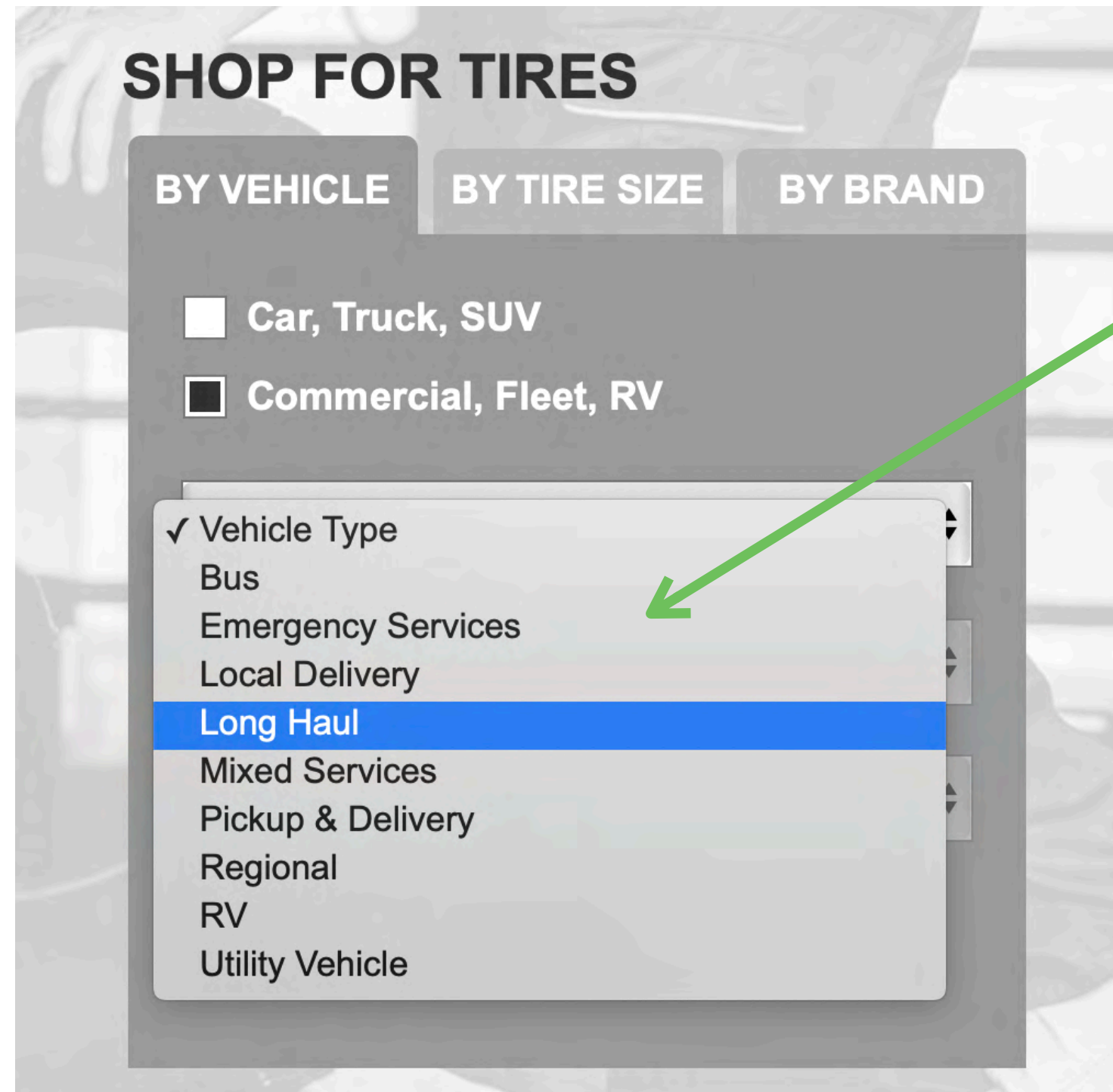




Commercial vehicle selection

Commercial Vehicle List

The small sample size didn't provide an adequate answer as to whether this vehicle list is clear and comprehensive. It should be reviewed carefully and expanded and/or clarified as needed.



A few vehicle types suggested by testing participants:

- Box Truck
- Cargo Van
- Panel Van
- Tractor Trailer

They can be grouped if they are different names for the same things. For example:

- Long Haul / Tractor Trailer
- Cargo or Panel Van / Local Pickup & Delivery

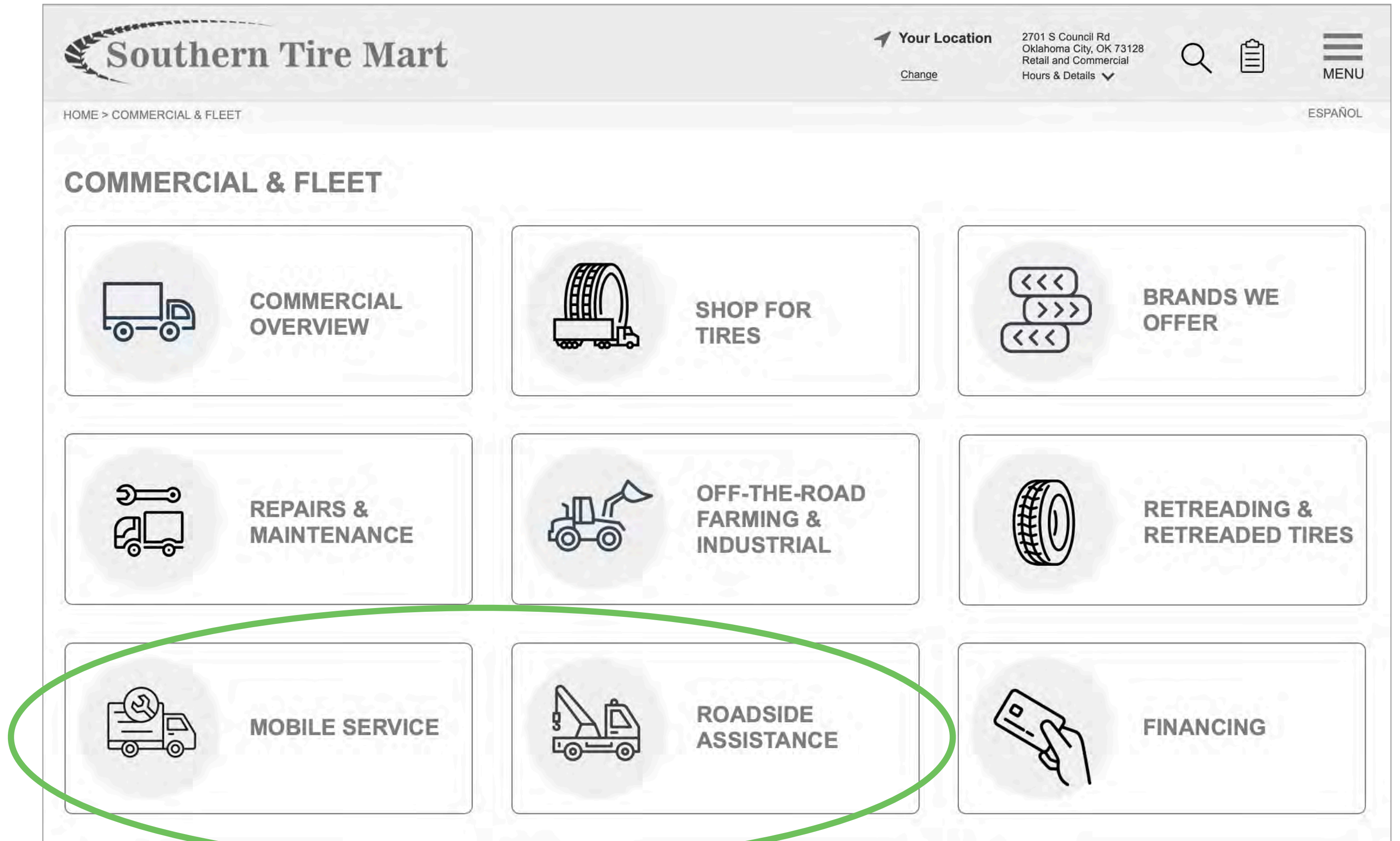
What about these?

- Off The Road
- Industrial
- Construction
- Farm

**What's the difference between
"Mobile Service" and
"Roadside Assistance"?**

Roadside Assistance vs. Mobile Service

- Some commercial test participants struggled to define the difference between “Roadside Assistance” and “Mobile Service.”
- Recommend putting these together on one page with clear explanation of the services for each and the difference between them.



Sign Up for a Commercial Account

- Participants located this feature easily. Some found the link to the signup page in the navigation, some noticed the banner in the tire search process.
- They said the signup form seemed simple and clear.
- Be sure to include a link to the Commercial Account Signup page on the Commercial Overview page.

The image displays two screenshots from the Southern Tire Mart website. The top screenshot shows a search results page for tires. A green circle highlights a banner that reads "Apply for a commercial account for applicable corporate or government discounts". A green arrow points from this banner to the bottom screenshot. The bottom screenshot shows the "COMMERCIAL ACCOUNTS" page. It features a call center contact number: "Call Center Available 24/7/365 for Assistance (877) STM-TIRE (877) 786-8473". There is also a "LOGIN NOW" button. Below this is an "ACCOUNT APPLICATION" form with the following fields: *Company Name, *Contact First Name, *Contact Last Name, *Contact Email, and *Contact Phone. The form is marked as "*Required".

Moderator script

Warm Up Questions

Before we look at the website, I'd like to ask a few quick questions.

First, what's your occupation—what do you spend your time doing most days?

Roughly how many hours a day altogether—just a rough estimate—would you say you spend using the Internet, including web browsing, social media, watching videos, email and so forth, at work and at home?

What makes and models of cars, trucks or SUVs do you own?

(Commercial: What commercial vehicle do you own or operate?)

In your household, who is the primary person who manages the vehicle service and maintenance? (Commercial: Describe your involvement in the service and maintenance of that vehicle/those vehicles.)

When was the last time you bought tires?

When was the last time you had a car in for service?

When you buy tires, what's the driving factor in your purchase decision? (Only if needed...for example, price, tire brand, consumer rating, tire store recommendation, etc.)

Tasks—Commercial

(Home page) First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, what you can do here, and what it's for. You can scroll, but don't click on anything yet. Just look around and do a little narrative.

In the top section, what do you think is meant by the buttons that say "Retail" and "Commercial"?

Assuming that the location shown at the top of the site is not near you, how would you find the location that is closest to you?

How would you learn what services are available at a particular location?

(If the detailed services page is not located...how would you get more information about those services?)

How would you find out how to contact the commercial call center?

If you want to find tires for a Long Haul truck - what would you do?

How would you see details of a particular tire you are interested in?

How would you find the cost of the tires you are interested in?

Return to the home page.

How would you find information about roadside assistance?

How would you sign up for a commercial account?

Navigate to the Commercial & Fleet sectional page, without clicking, what would you expect to see if you clicked "Mobile Service" versus clicking on "Roadside Assistance"?

How would you find information about the Southern Tire Mart company?

Great, that completes all the tasks I have for you. Before we wrap up, do you have any comments or suggestions about the website that you want to make? If you had a magic wand, what would you do to improve the website?

Tasks—Retail

(Home page) First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, what you can do here, and what it's for. You can scroll, but don't click on anything yet. Just look around and do a little narrative.

In the top section, what do you think is meant by the buttons that say "Retail" and "Commercial"?

Assuming that the location shown at the top of the site is not near you, how would you find the location that is closest to you?

How would you learn what services are available at a particular location?

(If the detailed services page is not located...how would you get more information about those services?)

Assume that you own a 2020 Honda Civic EX Sedan (you can jot that down if you want). You want to find tires for your car - what would you do?

How would you see details of a particular tire you are interested in?

How would you find the cost of the tires you are interested in?

Return to the home page.

If you already know that you want to purchase Michelin tires for your car, what would you do?

If you want information about various brands of tire, to help decide what brand of tires to buy, where would you go?

How would you find general tire information - not brand specific, for example, to help you know if you need new tires?

How would you find information about the Southern Tire Mart company?

Great, that completes all the tasks I have for you. Before we wrap up, do you have any comments or suggestions about the website that you want to make? If you had a magic wand, what would you do to improve the website?