UX Peer & Owned Review

Agenda

Key Learnings

Overview

Lighthouse Reports

Features Summary

Peer Review

- Gorilla Glue
- Loctite
- DAP
- Gap Inc.

Great Stuff Review

Next Steps

Key Learnings

Brand Hierarchy

Currently Great Stuff has several sub designations: Pro, Pro Only, Pro Suggested, Heavy Duty (Tools), and Premium (Caulk). We recommend having a clear delineation across the entire brand— resulting in a stronger, more unified brand voice.

Site Architecture

The site architecture needs to be restructured to include category pages so users can drill down to a final selection.

Information Architecture

The on-page content should be reorganized to highlight the information that's most relevant to the user in a clear and concise way.

Omni-Channel

Currently there is no omni-channel experience within the Great Stuff brand. Based on our in-store market research of Great Stuff and competing brands, no one is utilizing web URLs nor QR codes to engage customers. This presents an opportunity to become a frontrunner within the market by offering this experience.

Overview

GOOD/EXCELLENT
Meets or exceeds audience needs

MODERATE
Partially meets audience needs

POOR
Misses many or doesn't address needs

		GREAT STUFF				Gap Inc.
USER EXPERIENCE	**Ease of use** Is it easy to find information and complete tasks?	1	2	3	2	3
	Navigation How easily can users get to pages they want? Do they know where they are on the site?	1	2	3	2	2
	Performance Does the site load quickly?	2	1	3	2	3
VISUAL DESIGN	**Up-to-date** Does the site look and feel modern?	2	2	2	3	3
	Design system Is there a consistent application of style throughout the site?	2	2	3	2	3
	Assets & photography Do all graphic assets have a consistent style? Do they enhance or aid usability?	2	2	2	2	3
CONTENT DESIGN	**User-first language** Does the site communicate clearly and provide helpful information?	2	2	3	2	2
	Easy to read Is the text scannable and easy to quickly consume/comprehend?	2	2	3	2	3
	Tone & brand story Does the site feel like it's written from one voice? Does it reflect brand principles?	2	2	2	2	3
	TOTAL	**16**	**17**	**24**	**19**	**25**

Lighthouse Reports

Run on Mobile

GREAT STUFF

14 Performance | 76 Accessibility | 67 Best Practices | 69 SEO | PWA

14

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

0–49 50–89 90–100

METRICS Expand view

- First Contentful Paint 5.9 s
- Time to Interactive 20.7 s
- Speed Index 11.6 s
- Total Blocking Time 1,080 ms
- Largest Contentful Paint 9.6 s
- Cumulative Layout Shift 0.312

View Treemap

Show audits relevant to: All FCP TBT LCP CLS

OPPORTUNITIES

Opportunity	Estimated Savings
Serve images in next-gen formats	11.1 s
Reduce unused JavaScript	4.98 s
Defer offscreen images	4.18 s
Eliminate render-blocking resources	3.63 s
Efficiently encode images	2.85 s
Reduce unused CSS	1.8 s
Properly size images	1.65 s
Minify JavaScript	1.05 s
Enable text compression	0.15 s

These suggestions can help your page load faster. They don't directly affect the Performance score.

DIAGNOSTICS

- Serve static assets with an efficient cache policy — 129 resources found
- Ensure text remains visible during webfont load
- Does not use passive listeners to improve scrolling performance
- Image elements do not have explicit `width` and `height`
- Avoid enormous network payloads — Total size was 6,038 KiB
- Minimize main-thread work — 6.7 s
- Avoid an excessive DOM size — 1,362 elements
- Reduce JavaScript execution time — 2.6 s
- Avoid chaining critical requests — 28 chains found
- Keep request counts low and transfer sizes small — 196 requests • 6,038 KiB
- Largest Contentful Paint element — 1 element found
- Avoid large layout shifts — 1 element found
- Avoid long main-thread tasks — 19 long tasks found
- Avoid non-composited animations — 9 animated elements found

More information about the performance of your application. These numbers don't directly affect the Performance score.

DAP

29 Performance | 85 Accessibility | 83 Best Practices | 89 SEO | PWA

29

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

0–49 50–89 90–100

METRICS Expand view

- First Contentful Paint 3.8 s
- Time to Interactive 29.1 s
- Speed Index 19.0 s
- Total Blocking Time 730 ms
- Largest Contentful Paint 36.2 s
- Cumulative Layout Shift 0.079

View Treemap

Show audits relevant to: All FCP TBT LCP CLS

Opportunity	Estimated Savings
Serve images in next-gen formats	25.35 s
Efficiently encode images	15.15 s
Defer offscreen images	15 s
Reduce unused JavaScript	4.05 s
Use video formats for animated content	1.65 s
Eliminate render-blocking resources	1.05 s
Reduce initial server response time	0.54 s
Enable text compression	0.45 s
Minify JavaScript	0.15 s

These suggestions can help your page load faster. They don't directly affect the Performance score.

DIAGNOSTICS

- Serve static assets with an efficient cache policy — 45 resources found
- Ensure text remains visible during webfont load
- Reduce the impact of third-party code — Third-party code blocked the main thread for 760 ms
- Does not use passive listeners to improve scrolling performance
- Avoid `document.write()`
- Image elements do not have explicit `width` and `height`
- Avoid enormous network payloads — Total size was 7,744 KiB
- First Contentful Paint (3G) — 8040 ms
- Minimize main-thread work — 5.4 s
- Reduce JavaScript execution time — 3.0 s

LOCTITE

55 Performance | 100 Accessibility | 100 Best Practices | 79 SEO | PWA

55

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

0–49 50–89 90–100

METRICS Expand view

- First Contentful Paint 1.5 s
- Time to Interactive 10.1 s
- Speed Index 5.2 s
- Total Blocking Time 500 ms
- Largest Contentful Paint 5.7 s
- Cumulative Layout Shift 0.046

View Treemap

Show audits relevant to: All FCP TBT LCP CLS

Opportunity	Estimated Savings
Reduce unused JavaScript	2.24 s
Defer offscreen images	0.9 s
Reduce unused CSS	0.77 s
Eliminate render-blocking resources	0.43 s
Avoid serving legacy JavaScript to modern browsers	0.15 s

These suggestions can help your page load faster. They don't directly affect the Performance score.

DIAGNOSTICS

- Ensure text remains visible during webfont load
- Reduce the impact of third-party code — Third-party code blocked the main thread for 440 ms
- Image elements do not have explicit `width` and `height`
- Serve static assets with an efficient cache policy — 20 resources found
- Avoid an excessive DOM size — 1,731 elements
- Minimize main-thread work — 4.0 s
- Reduce JavaScript execution time — 2.0 s
- First Contentful Paint (3G) — 2730 ms
- Avoid chaining critical requests — 8 chains found
- Keep request counts low and transfer sizes small — 41 requests • 1,453 KiB
- Largest Contentful Paint element — 1 element found
- Avoid large layout shifts — 2 elements found
- Avoid long main-thread tasks — 15 long tasks found
- Avoid non-composited animations — 1 animated element found

More information about the performance of your application. These numbers don't directly affect the Performance score.

GORILLA

35 Performance | 87 Accessibility | 75 Best Practices | 83 SEO

35

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

0–49 50–89 90–100

METRICS Expand view

- First Contentful Paint 3.7 s
- Time to Interactive 10.0 s
- Speed Index 6.0 s
- Total Blocking Time 850 ms
- Largest Contentful Paint 5.4 s
- Cumulative Layout Shift 0.183

View Treemap

Show audits relevant to: All FCP TBT LCP CLS

Opportunity	Estimated Savings
Reduce unused CSS	1.05 s
Reduce unused JavaScript	0.75 s
Eliminate render-blocking resources	0.54 s

These suggestions can help your page load faster. They don't directly affect the Performance score.

DIAGNOSTICS

- Reduce the impact of third-party code — Third-party code blocked the main thread for 370 ms
- Does not use passive listeners to improve scrolling performance
- Avoid `document.write()`
- Image elements do not have explicit `width` and `height`
- First Contentful Paint (3G) — 7554.5 ms
- Serve static assets with an efficient cache policy — 39 resources found
- Minimize main-thread work — 6.1 s
- Reduce JavaScript execution time — 2.1 s
- Avoid an excessive DOM size — 1,035 elements
- Avoid chaining critical requests — 18 chains found
- Keep request counts low and transfer sizes small — 96 requests • 1,081 KiB
- Largest Contentful Paint element — 1 element found
- Avoid large layout shifts — 2 elements found
- Avoid long main-thread tasks — 15 long tasks found
- Avoid non-composited animations — 137 animated elements found

Gap Inc.

35 Performance | 98 Accessibility | 83 Best Practices | 90 SEO | PWA

35

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

0–49 50–89 90–100

METRICS Expand view

- First Contentful Paint 4.4 s
- Time to Interactive 12.3 s
- Speed Index 7.1 s
- Total Blocking Time 640 ms
- Largest Contentful Paint 24.0 s
- Cumulative Layout Shift 0

View Treemap

Show audits relevant to: All FCP TBT LCP CLS

Opportunity	Estimated Savings
Serve images in next-gen formats	33.15 s
Efficiently encode images	9.3 s
Reduce unused JavaScript	3.51 s
Eliminate render-blocking resources	2.45 s
Reduce initial server response time	0.5 s
Reduce unused CSS	0.3 s
Avoid serving legacy JavaScript to modern browsers	0.15 s

These suggestions can help your page load faster. They don't directly affect the Performance score.

DIAGNOSTICS

- Avoid enormous network payloads — Total size was 8,712 KiB
- Serve static assets with an efficient cache policy — 35 resources found
- Ensure text remains visible during webfont load
- Does not use passive listeners to improve scrolling performance
- Registers an `unload` listener
- First Contentful Paint (3G) — 8524 ms
- Minimize main-thread work — 3.5 s
- Reduce JavaScript execution time — 1.7 s
- Avoid chaining critical requests — 19 chains found
- Keep request counts low and transfer sizes small — 86 requests • 8,712 KiB
- Largest Contentful Paint element — 1 element found
- Avoid long main-thread tasks — 14 long tasks found

Features Summary

Necessary Features

- Concise and descriptive product name
- Product images
- Enlarged view of image(s)
- Clear product options
- Clear way to find an item
- Concise and informative product description
- How to use information
- Clear and concise navigation

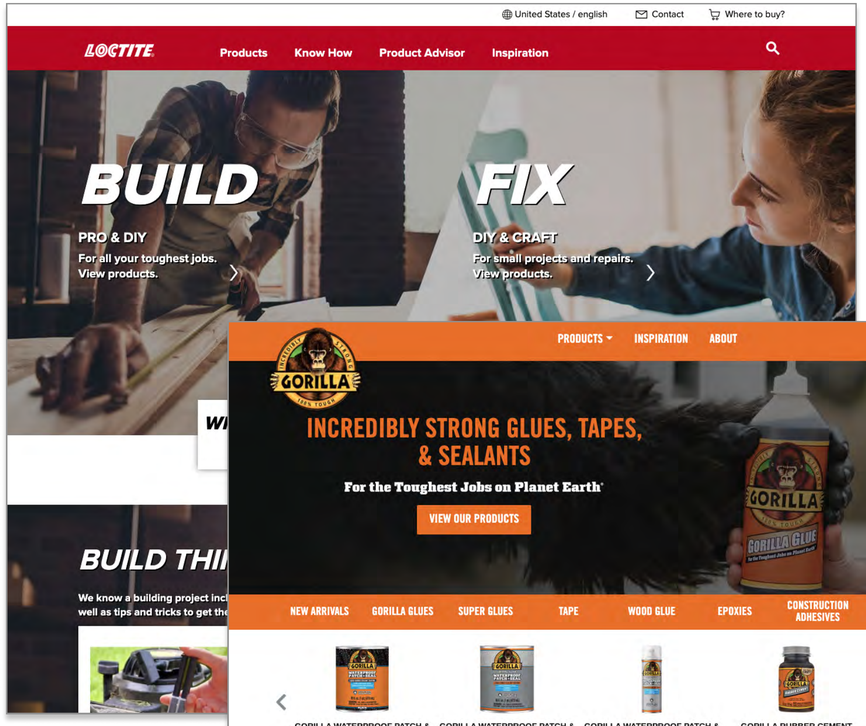
Suggested Features

- Product comparison
- Customer or expert ratings
- Additional product images
- How-to product videos
- Immersive real world photography
- Related product recommendations
- Technical specs

Premium Features

- Metadata and advanced filtering in reviews
- Step-by-step how-to videos or animations
- DIY vs. Pro path
- Visual tagging system
- Find your product feature

Peer Sites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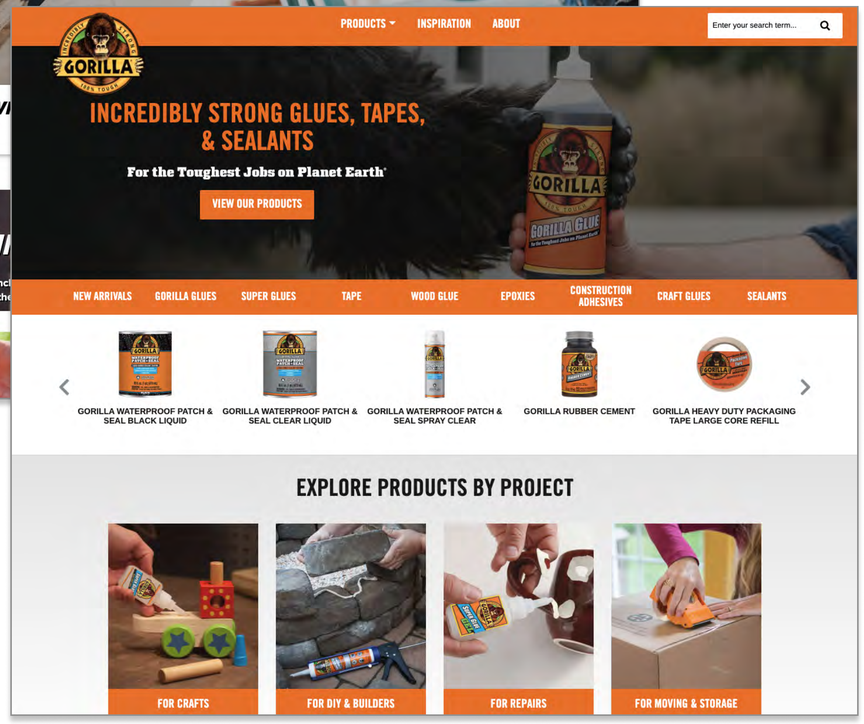
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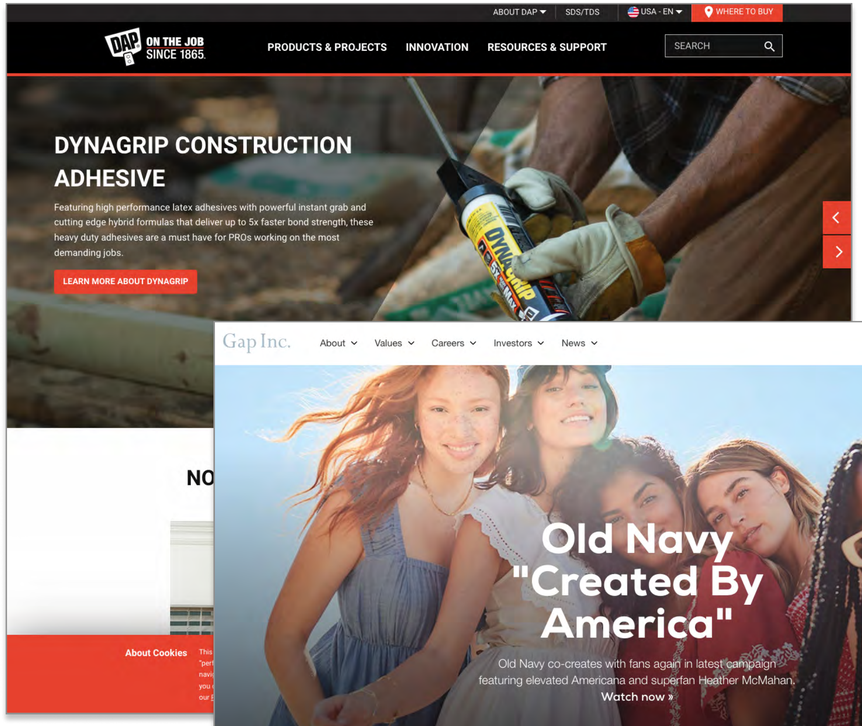
GORILLA WATERPROOF PATCH & SEAL CLEAR LIQUID
GORILLA WATERPROOF PATCH & SEAL SPRAY CLEAR
GORILLA RUBBER CEMENT
GORILLA HEAVY DUTY PACKAGING TAPE LARGE CORE REFILL
EXPLORE PRODUCTS BY PROJECT
FOR CRAFTS
FOR DIY & BUILDERS
FOR REPAIRS
FOR MOVING & STORAGE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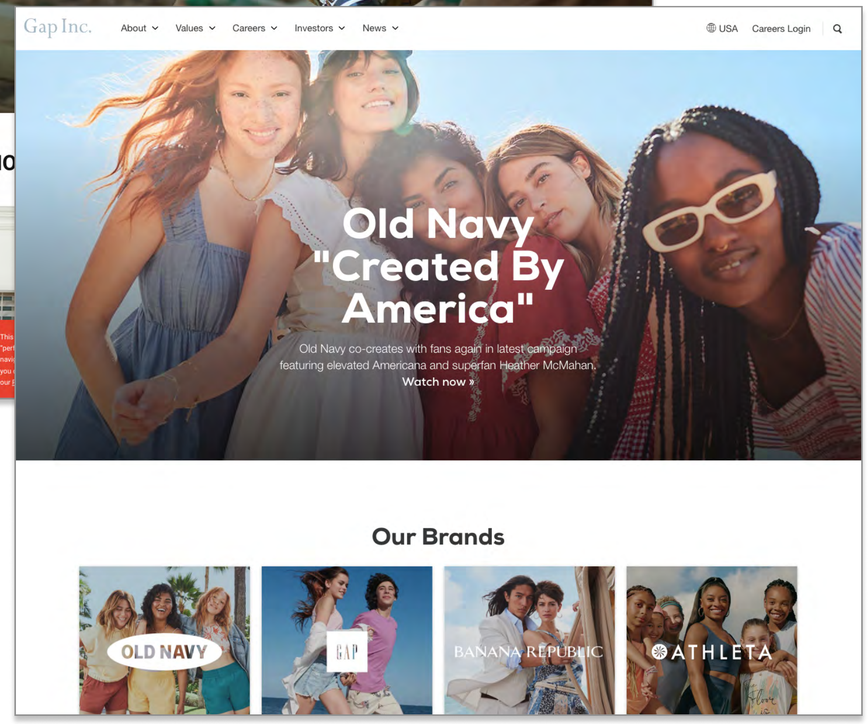
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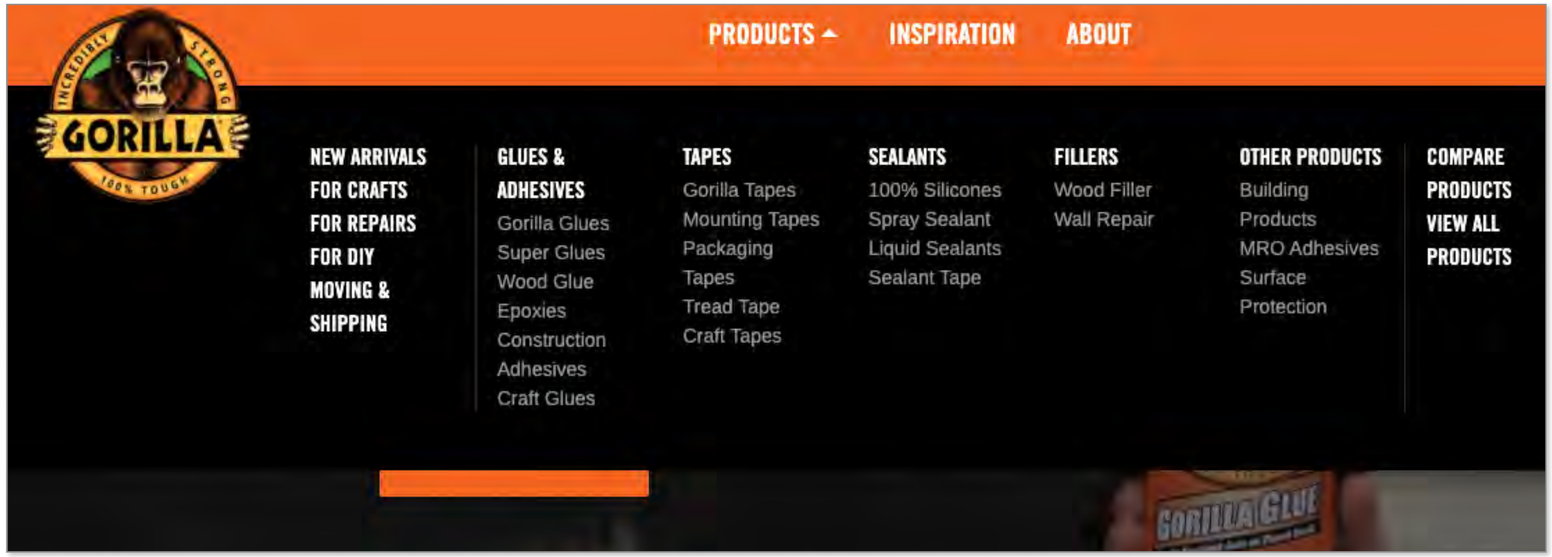
Gorilla Glue Mega Menu

- Page names are clear & concise
- Option to use navigation ribbon on Homepage
- Categorization helps users quickly narrow down to the type of product they need
- Navigation provides too many ways for user to get to product pages
- Readability is not great, some spacing issues

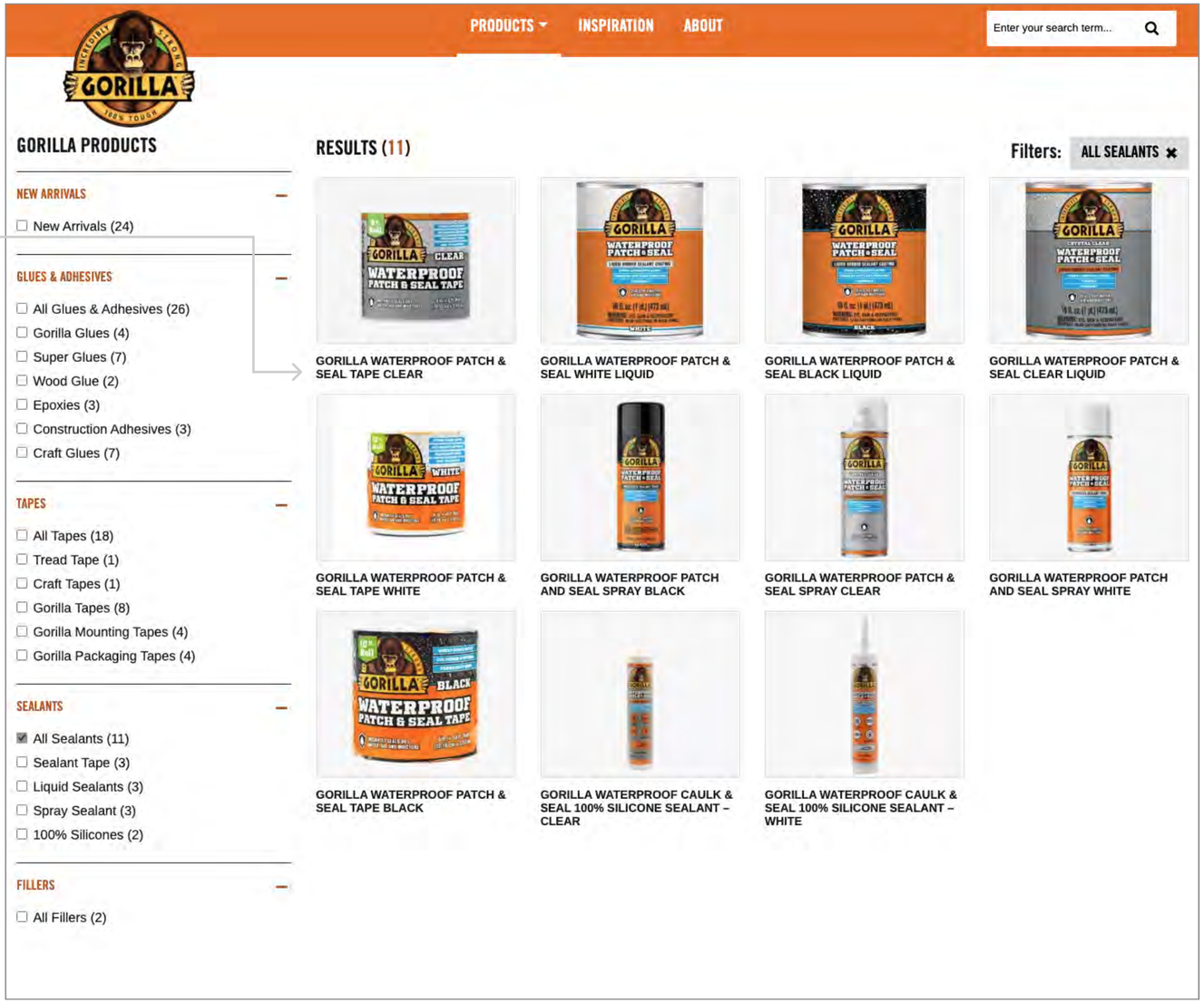


Visual navigation allows users to create a connection from seeing a product online to seeing it in-store

Gorilla Glue Category Page

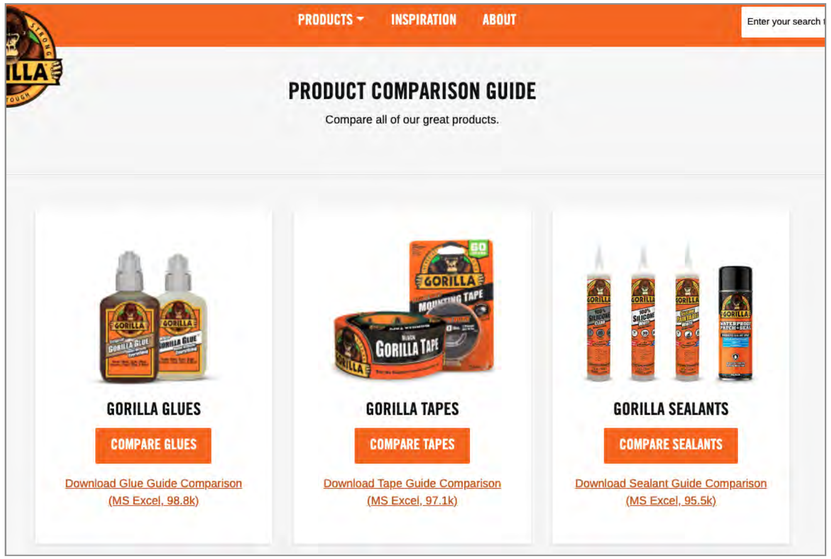
- The category page allows the user to quicky drill down to a specific product
- Product descriptions are clear and concise
- Filters give the user the option to refine their search
- Page layout is a bit clunky and could use more white space to define different sections of the layout

Overall function of the page works well



Gorilla Glue Product Comparison Guide

- Allows consumers to have confidence the product is the right fit for their project
- Provides important details about use
- Visually dense interface
- Lengthy descriptions

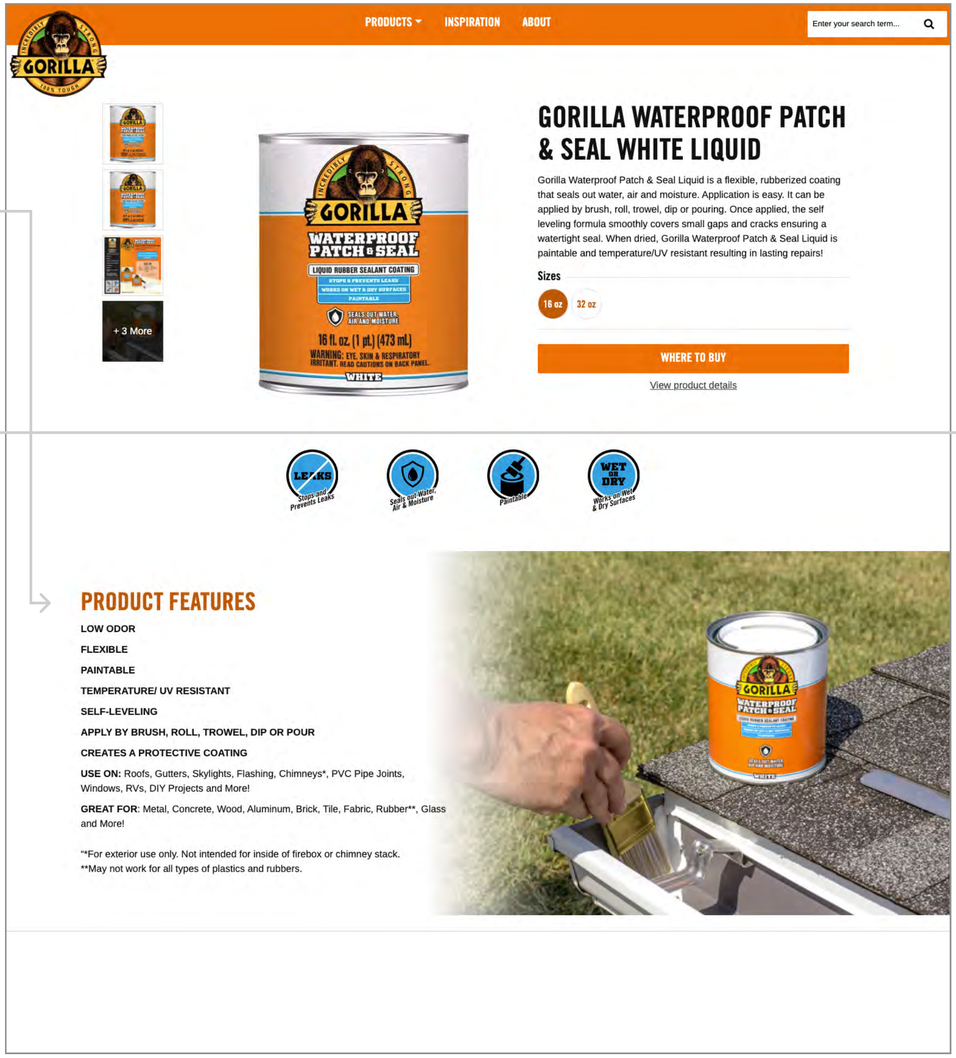


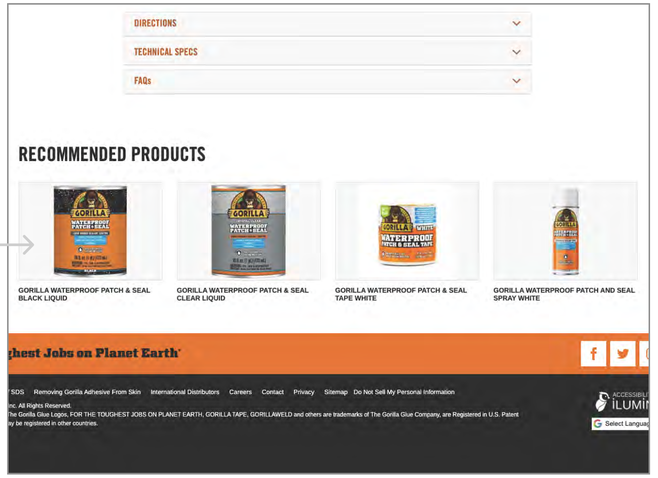
Feature idea: Allow users to select products as they browse, then bring them to an interactive comparison chart

Gorilla Glue Product Detail Page

- Great use of page space
- Product features efficiently describe the product
- Good use of photography
- Recommended products help guide users to related or supporting products
- Description copy could be more concise

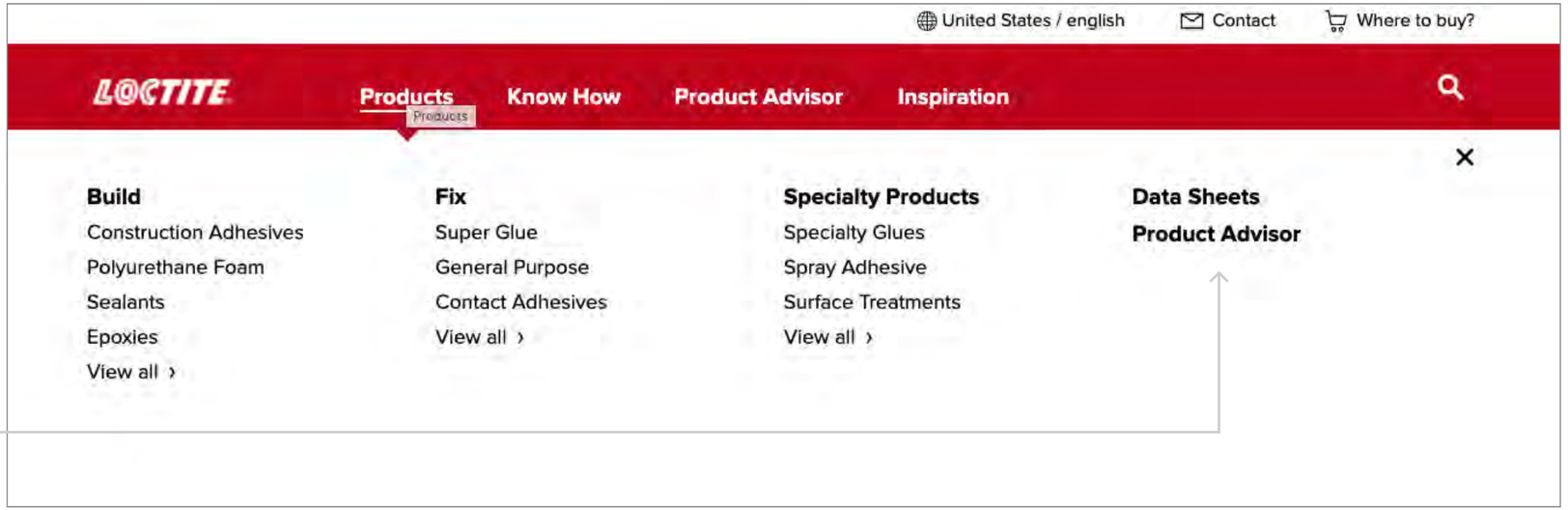
Overall layout, photography, help guide, and product recommendations would be great additions to the Great Stuff site

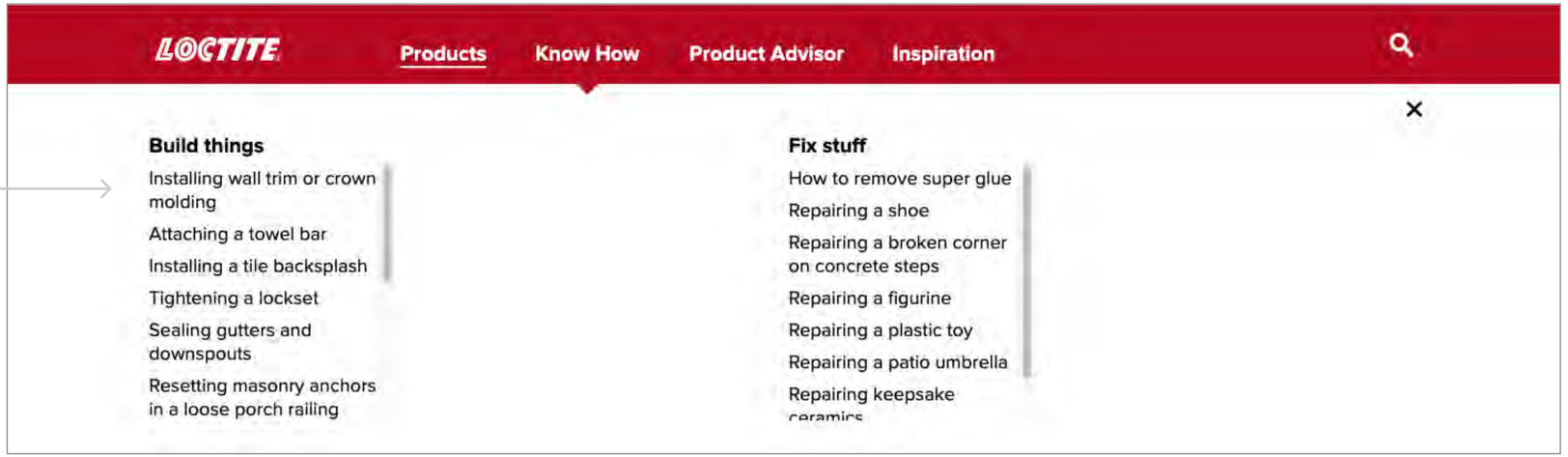




LOCTITE Mega Menu

- Page names are clear & concise
- Ability to navigate by product or by project
- Prominent links to Product Advisor
- Not ideal UX to have scroll within navigation

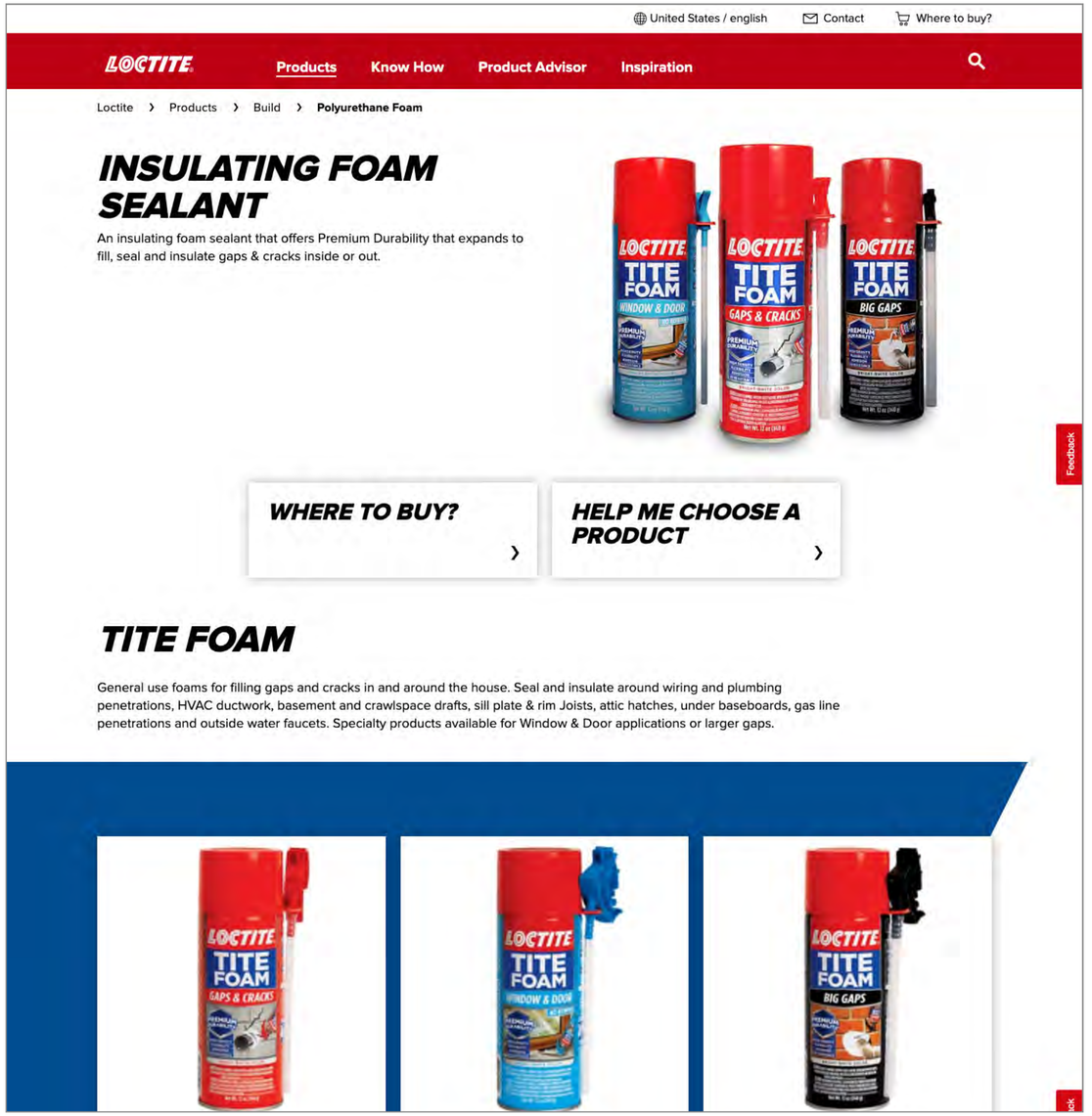




Mega menus show all the information at once and are easier to navigate (ie, through grouping) than regular dropdown menus

LOCTITE Category Page

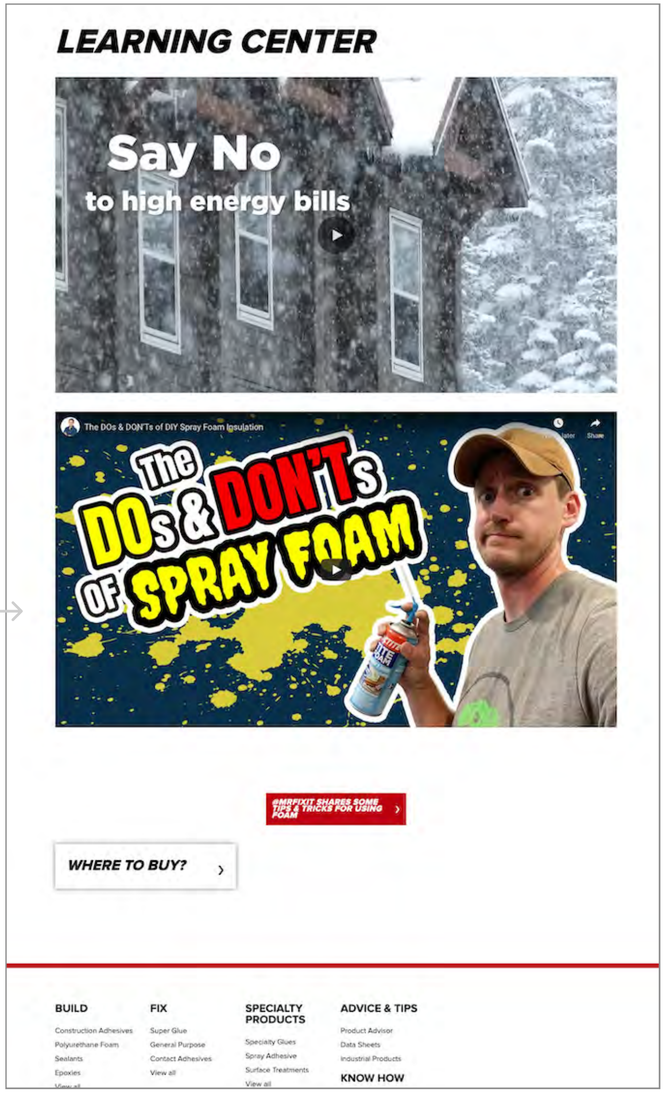
- Concise product descriptions
- While this page is clear and straightforward, more emphasis should be put on the category of products
- Space could be used more efficiently
- General layout is a bit heavy handed
- Easy links to find and/or purchase a product, but elevated too high on page



LOCTITE Product Detail Page

- Clean and straightforward layout
- Good use of bulleted list of features and benefits
- Nice incorporation of how-to videos
- Space could be used more efficiently
- Bulleted list could be more concise

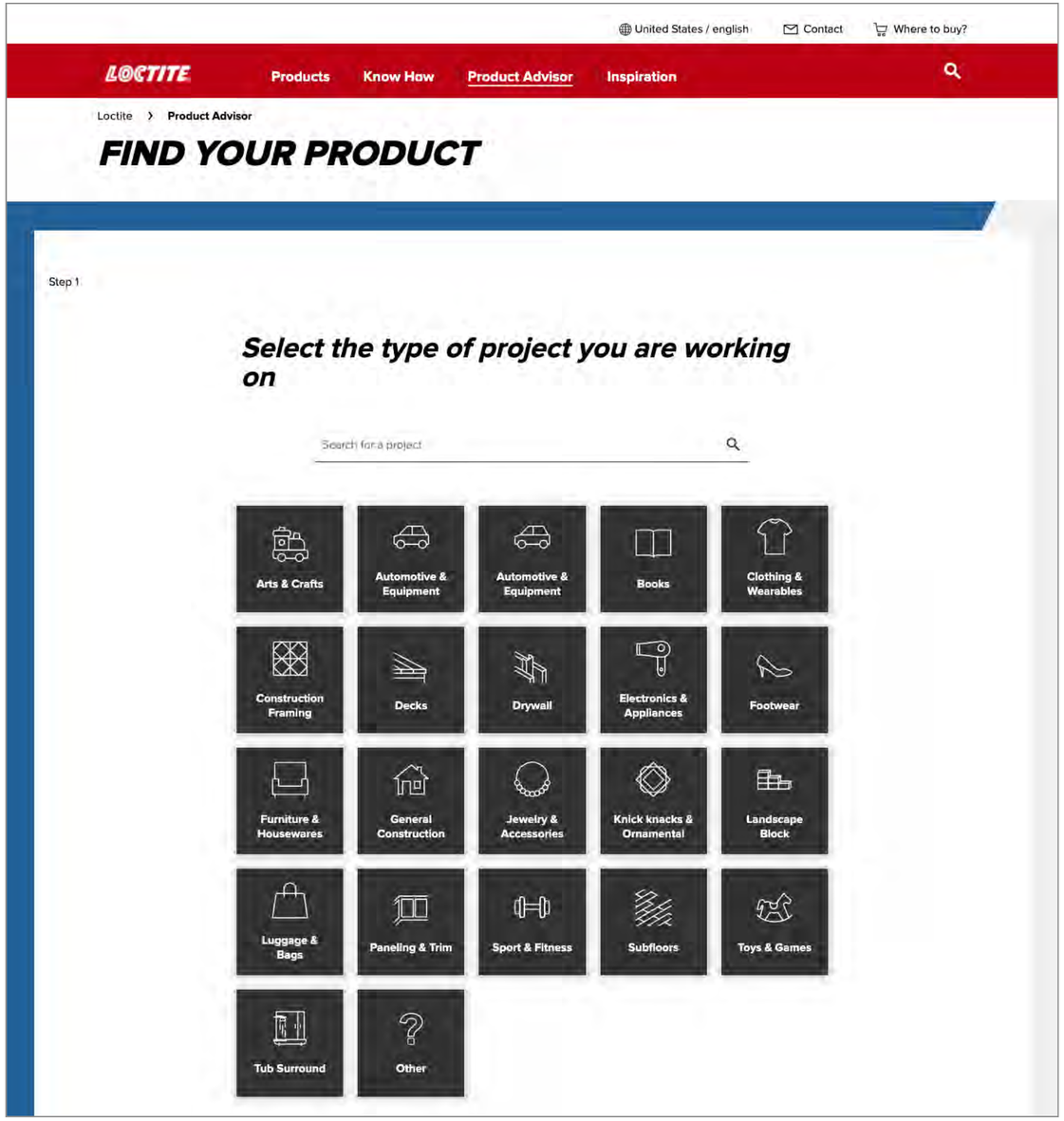
Using a quick bulleted list at the top of the page rather than a long product description would be a concise way to communicate



LOCTITE Find Your Product

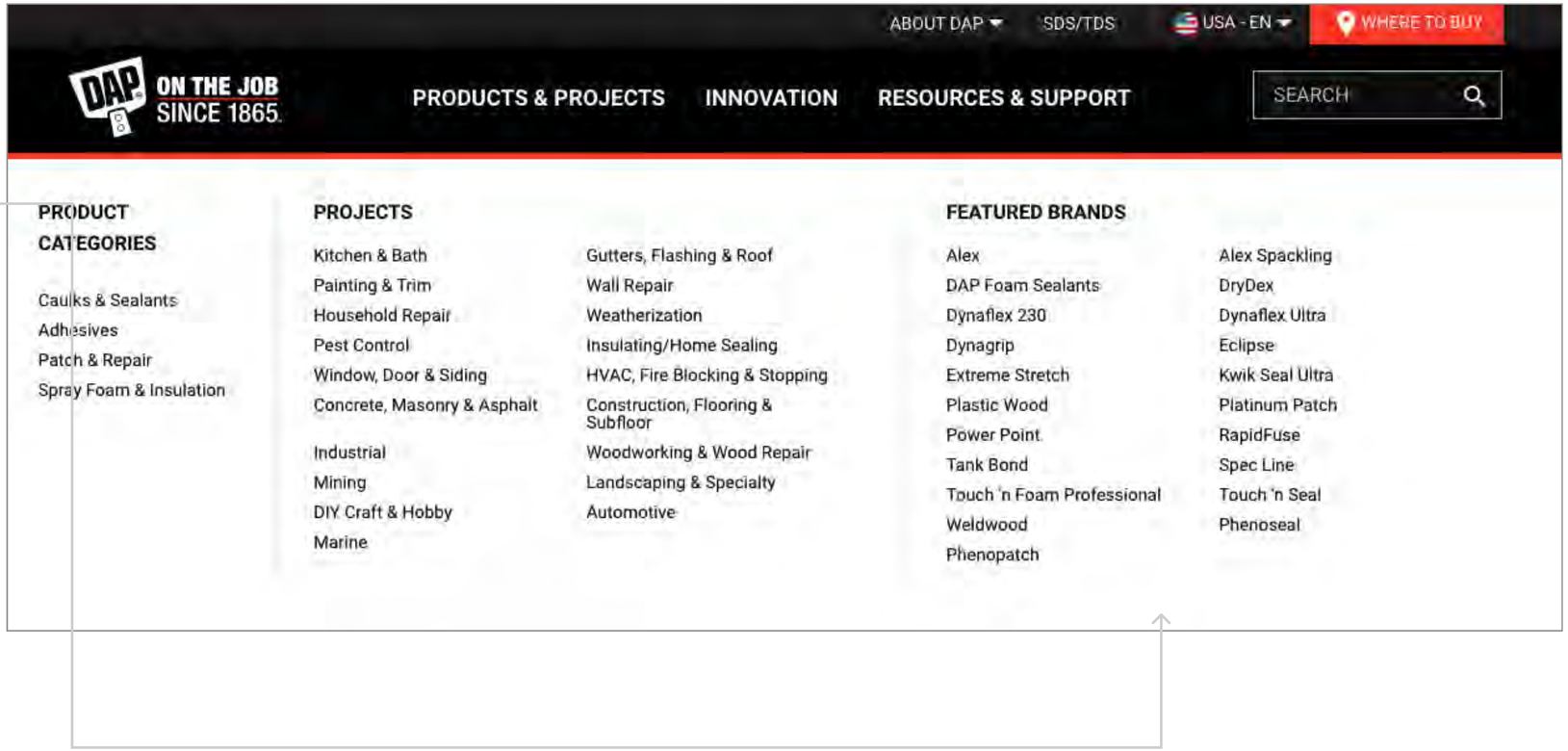
- Comprehensive project → product mapping tool
- Allows user to track & revise selections
- End page shares suggested product detail page & has CTA to buy
- Would be nice to incorporate real imagery vs. just iconography
- End page could include “not what you’re looking for?” with some related products

"Know me to serve me" feature can also have cookies to track users which can help better serve returning customers in the future



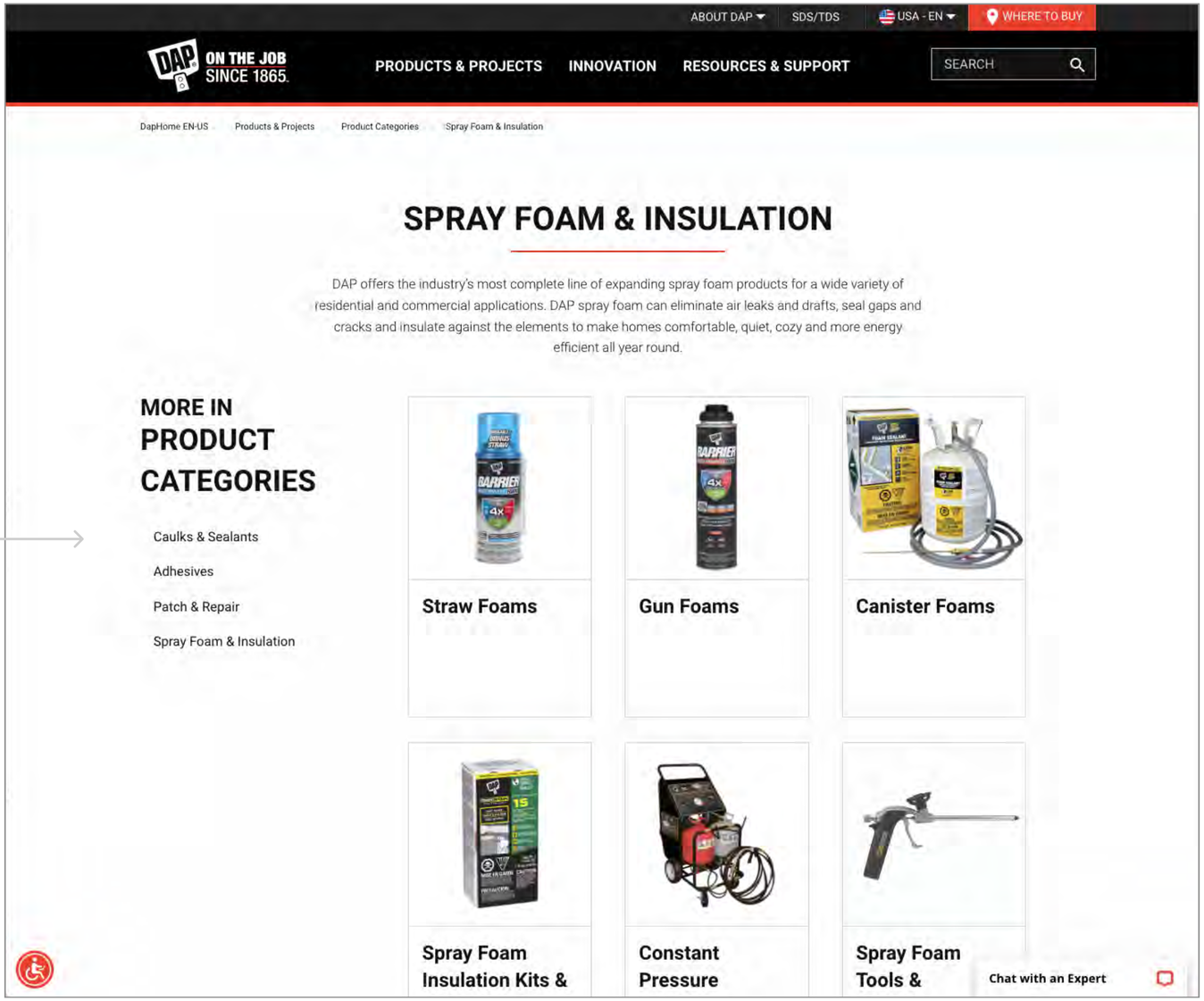
DAP Mega Menu

- Navigation is easily scannable
- Way too many brands, without context for the new consumer
- Some project categories are too vague & could have overlap with others (ie, Household Repair)



DAP Category Page

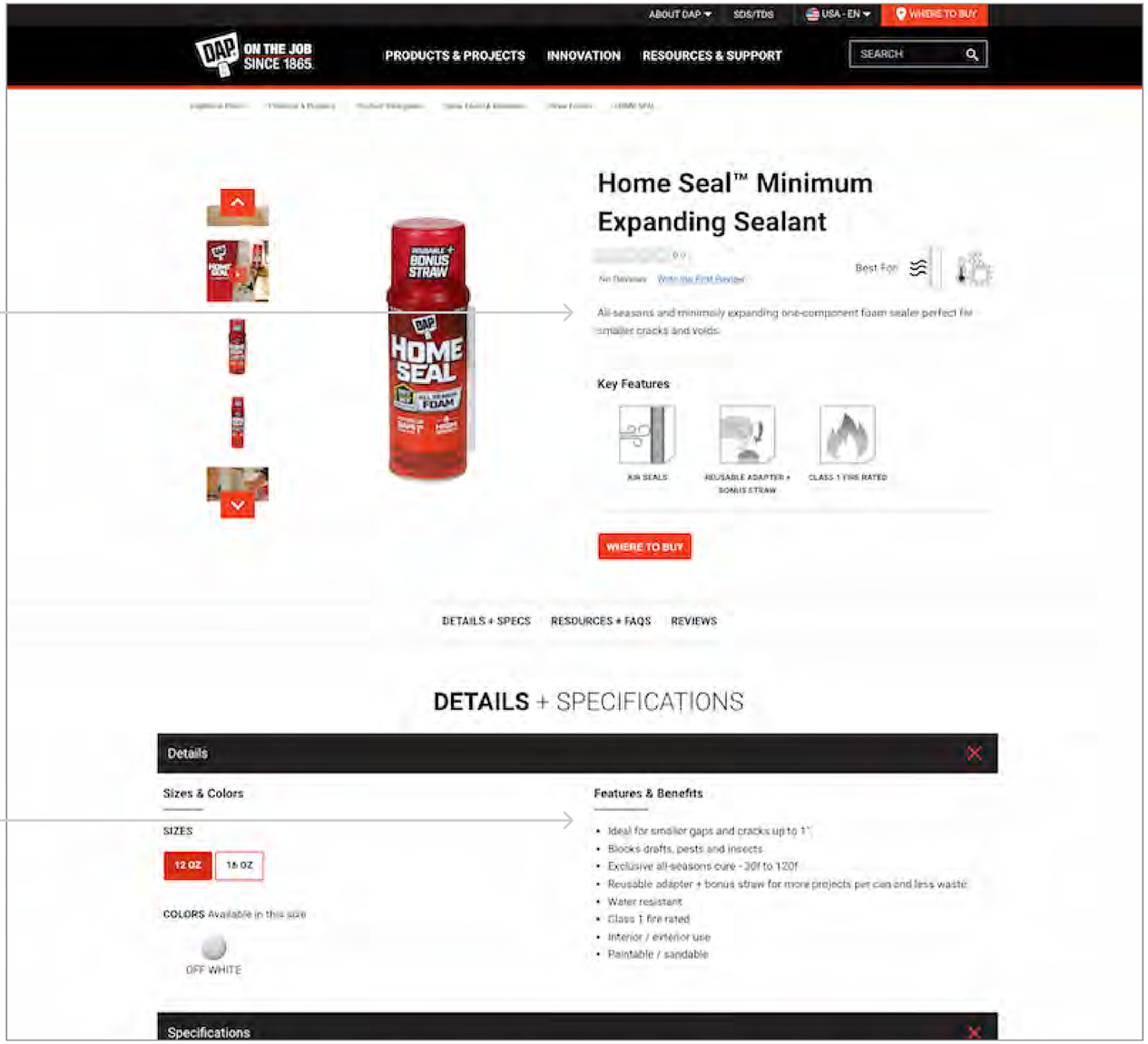
- Good use of sidebar to display other categories
- Clunky layout
- Lack of engaging photography



Win by: Telling a strong brand narrative with authentic product photography to demonstrate real world usage

DAP Product Detail Page

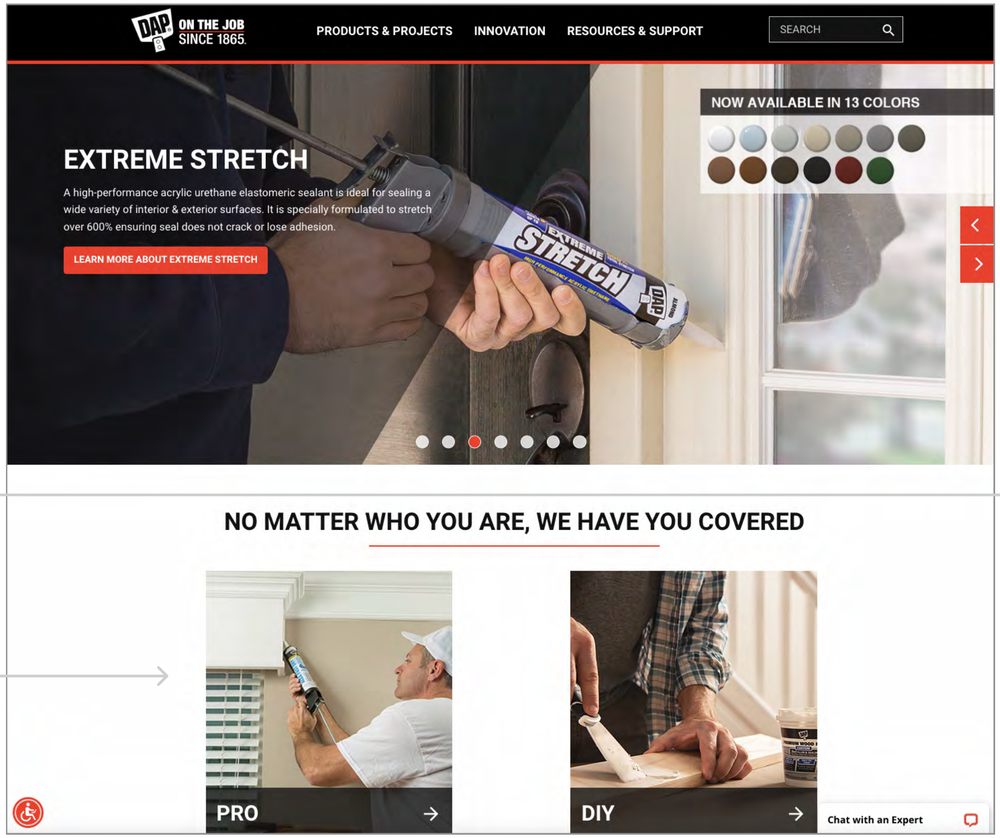
- Good use of features and benefits bullets
- Brief and concise description
- Choppy and bland layout
- Unappealing photography
- No comparison tools

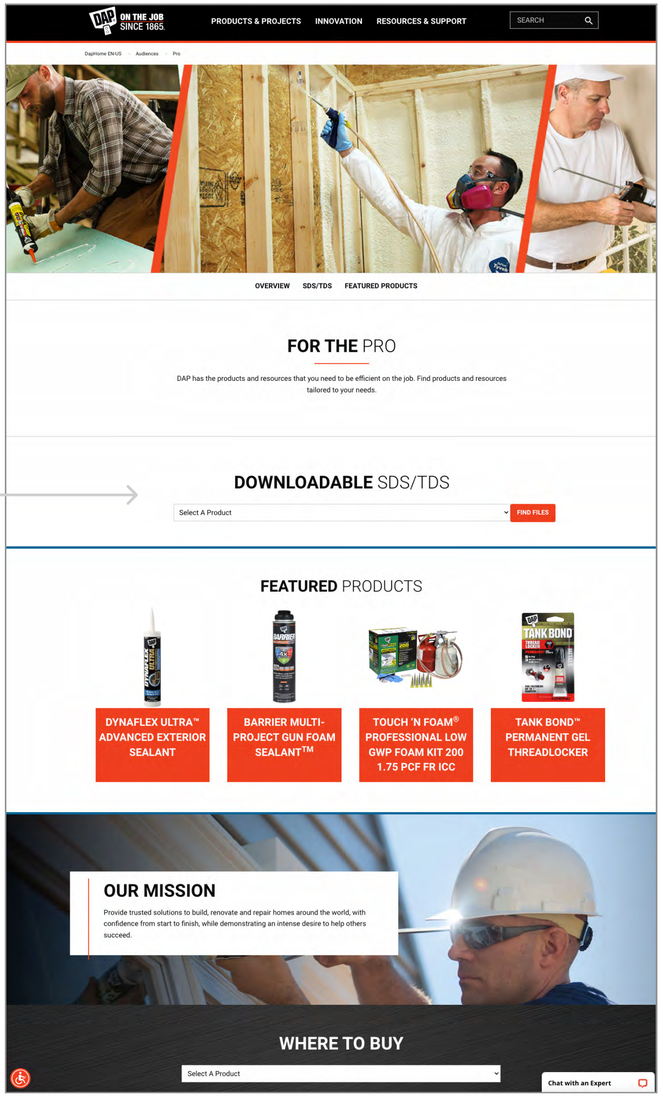


Feature Idea: Integrate a visual tagging system of where/how products can be used

DAP Pro vs. DIY

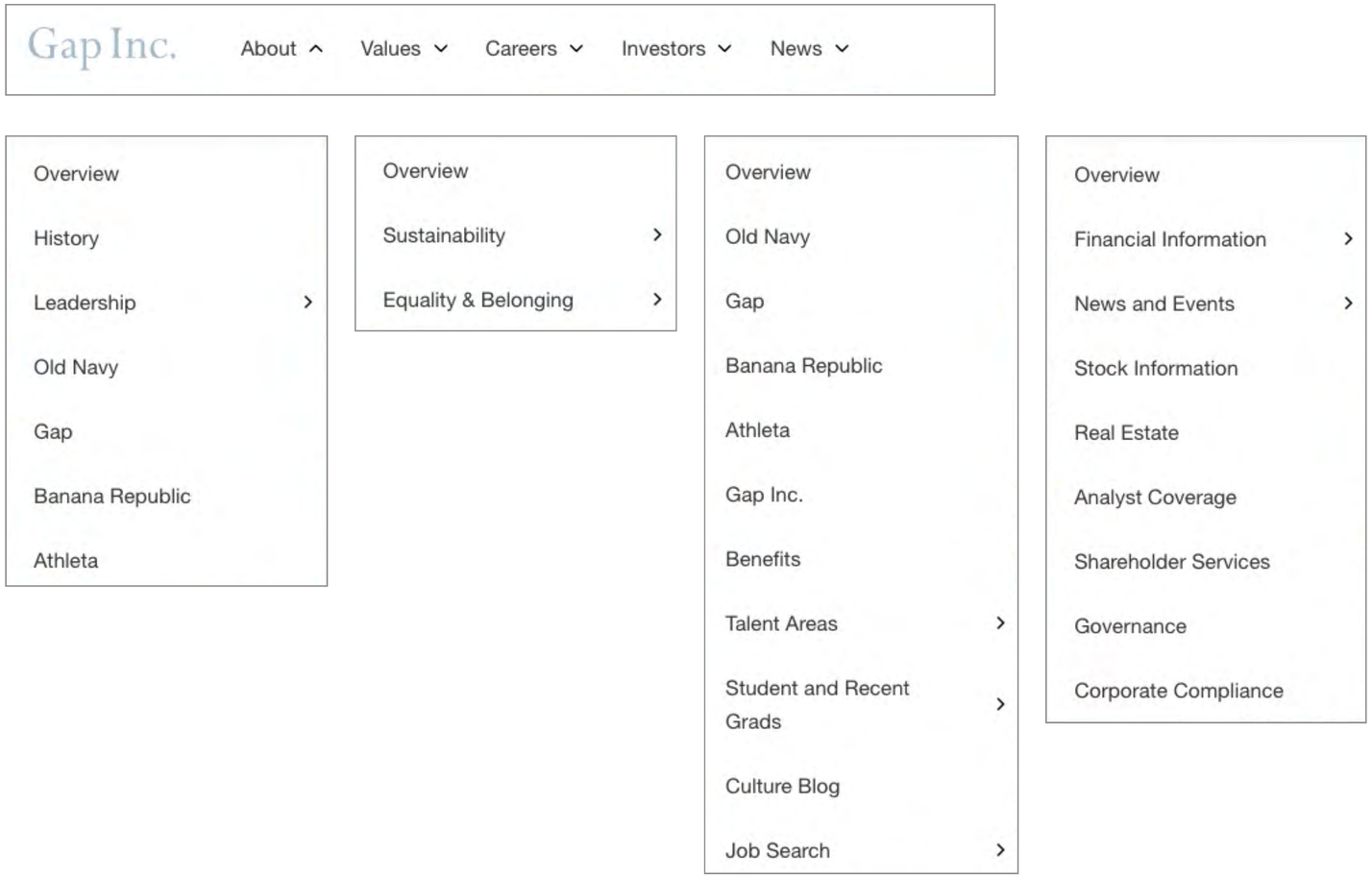
- Home page gives 2 user paths, DIY and PRO
- Pro page features spec sheets and product paths
- Space could be used more efficiently
- Overall poorly executed but interesting idea
- Photography is tired

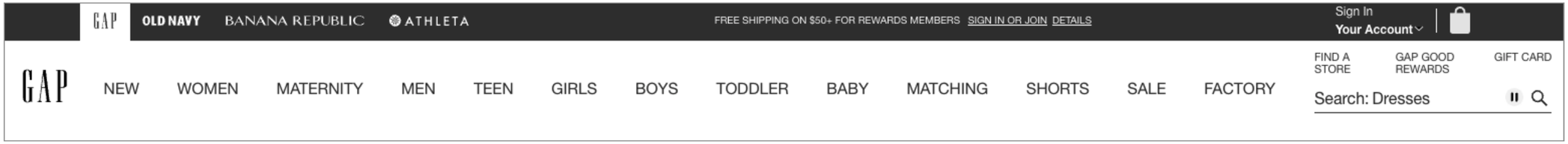




Gap Inc.

- Easily navigable & legible
- Overview pages to provide relevant high-level information
- Secondary/tertiary pages for most of navigation
- Repetition in same name for multiple pages can cause confusion

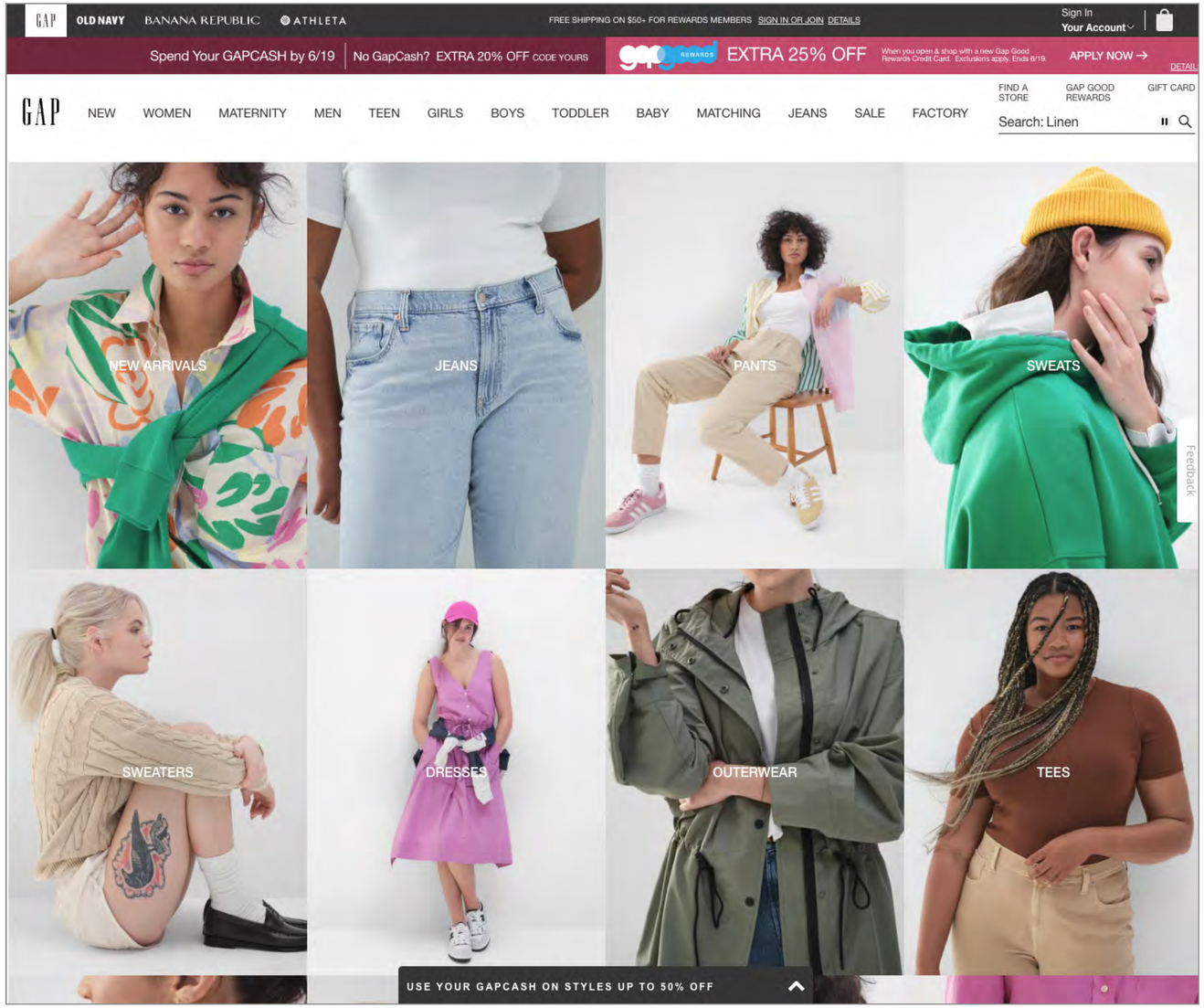




Gap Inc. Category Page

- Effective use of photography making for an immersive experience
- Allows users to easily drill down to a final product
- Section titles are not accessible

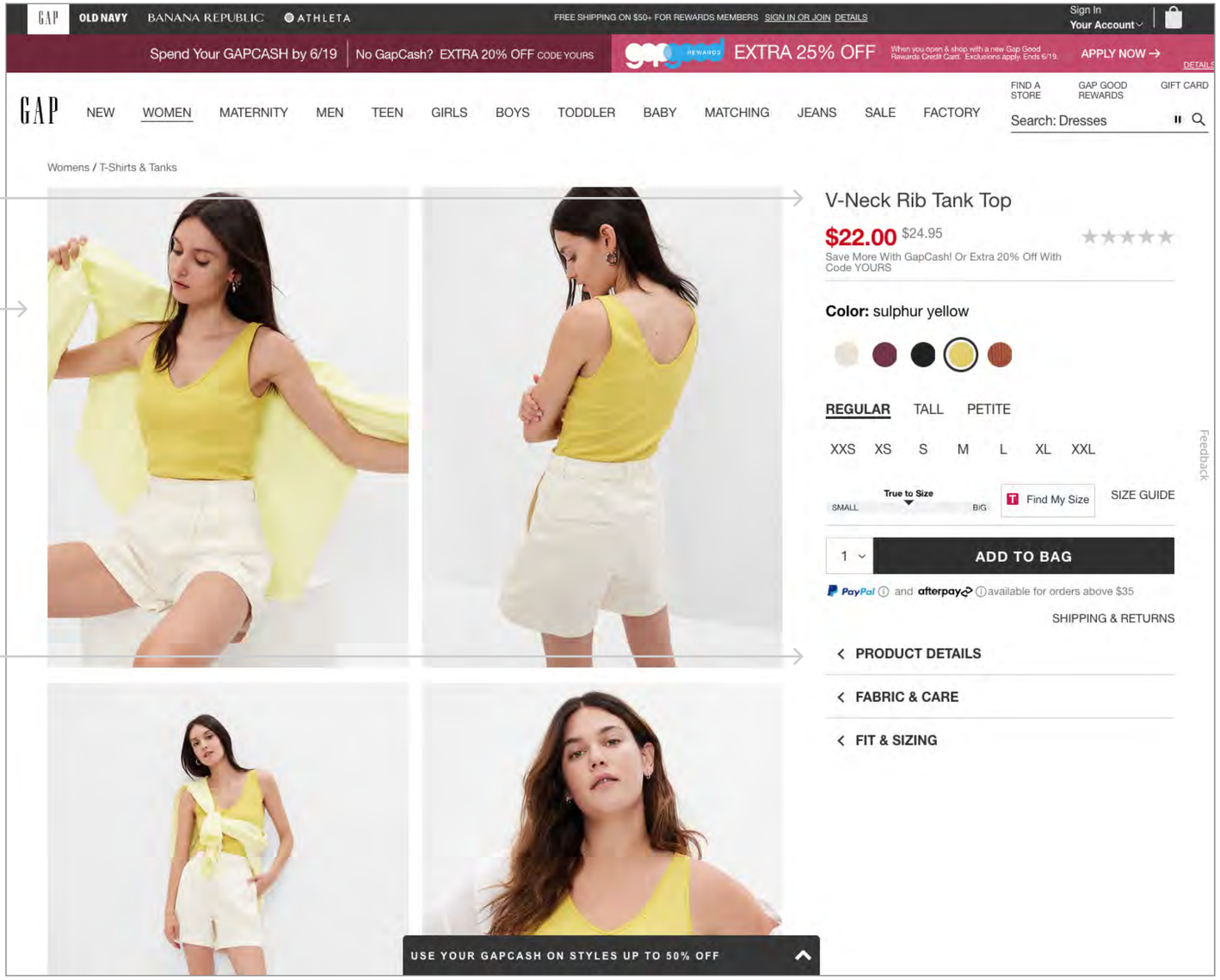
Utility navigation is a great way to show the connection with other brands



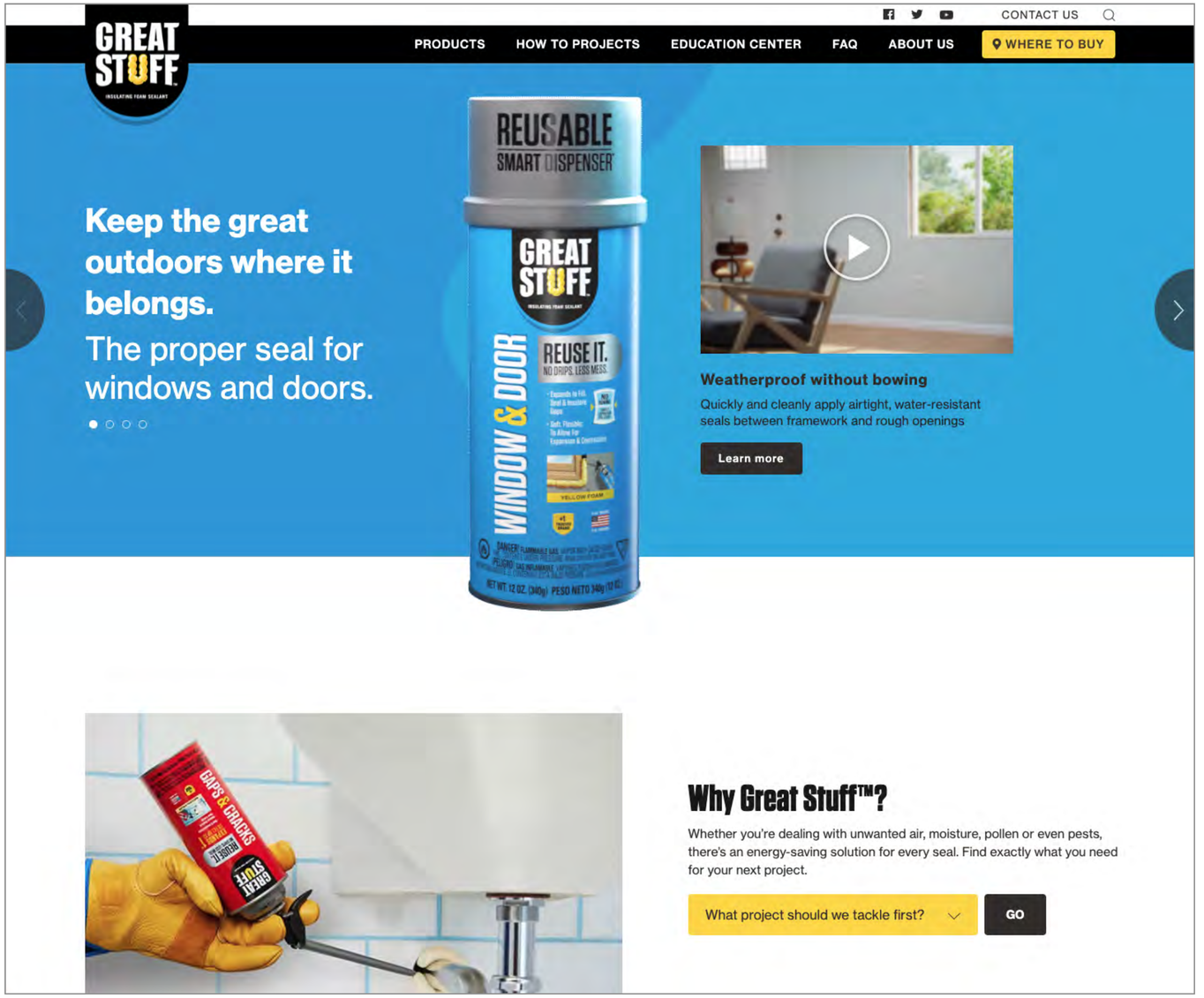
Gap Inc. Product Detail Page

- Refreshing take on a product detail page
- Concise and effective title
- Great use of photography
- Product details hidden but accessible
- Sidebar is a bit busy

Win by: Dually heroing the product & use of the product

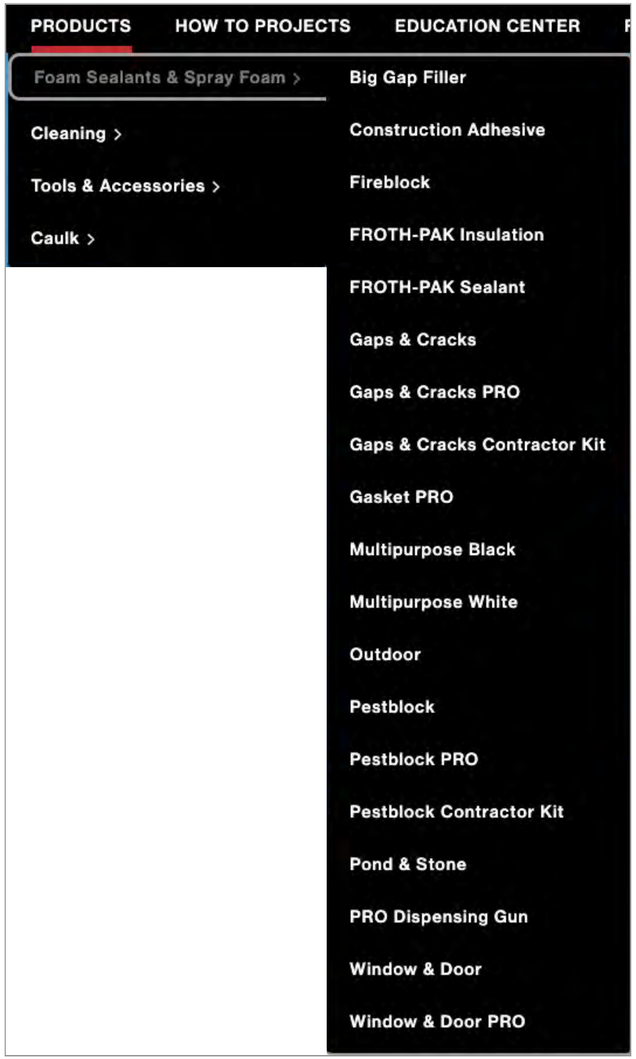


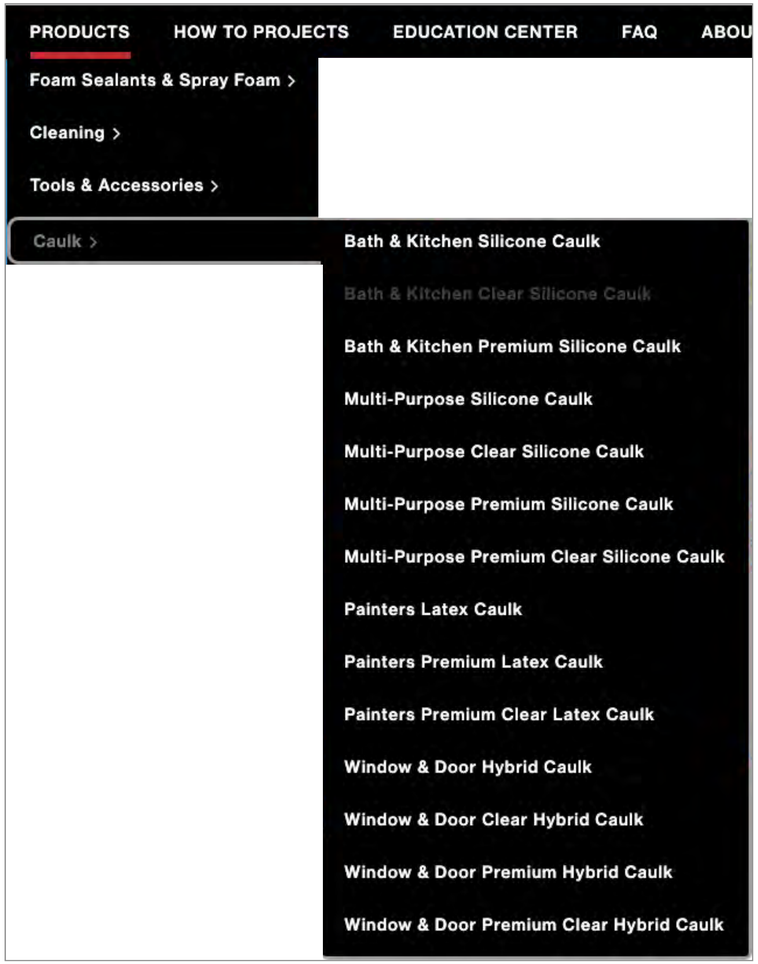
Great Stuff Site



Navigation

- Opportunity to reduce menu options
- Great opportunity to improve contrast on menu item hoover
- Opportunity to incorporate product categories



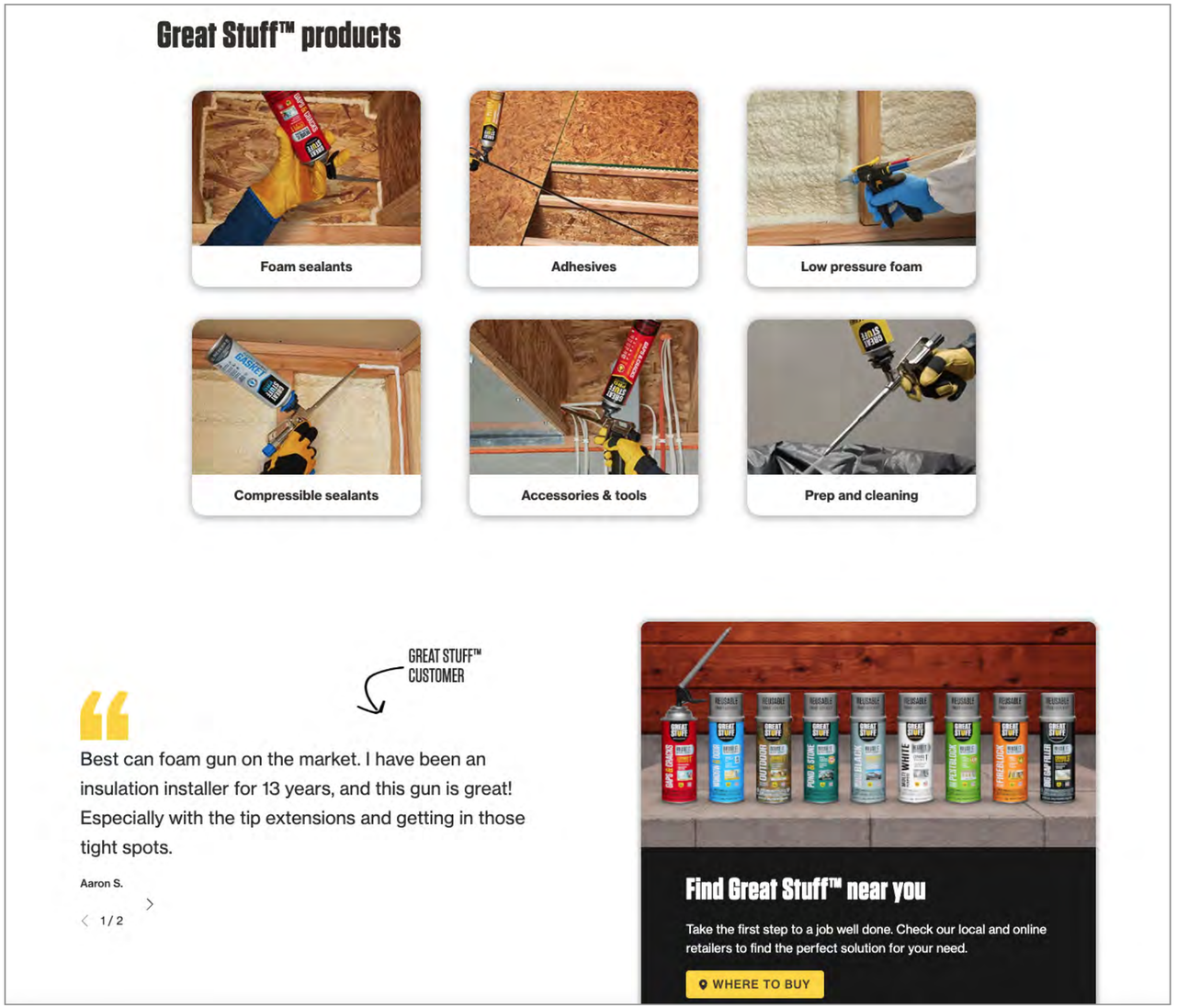


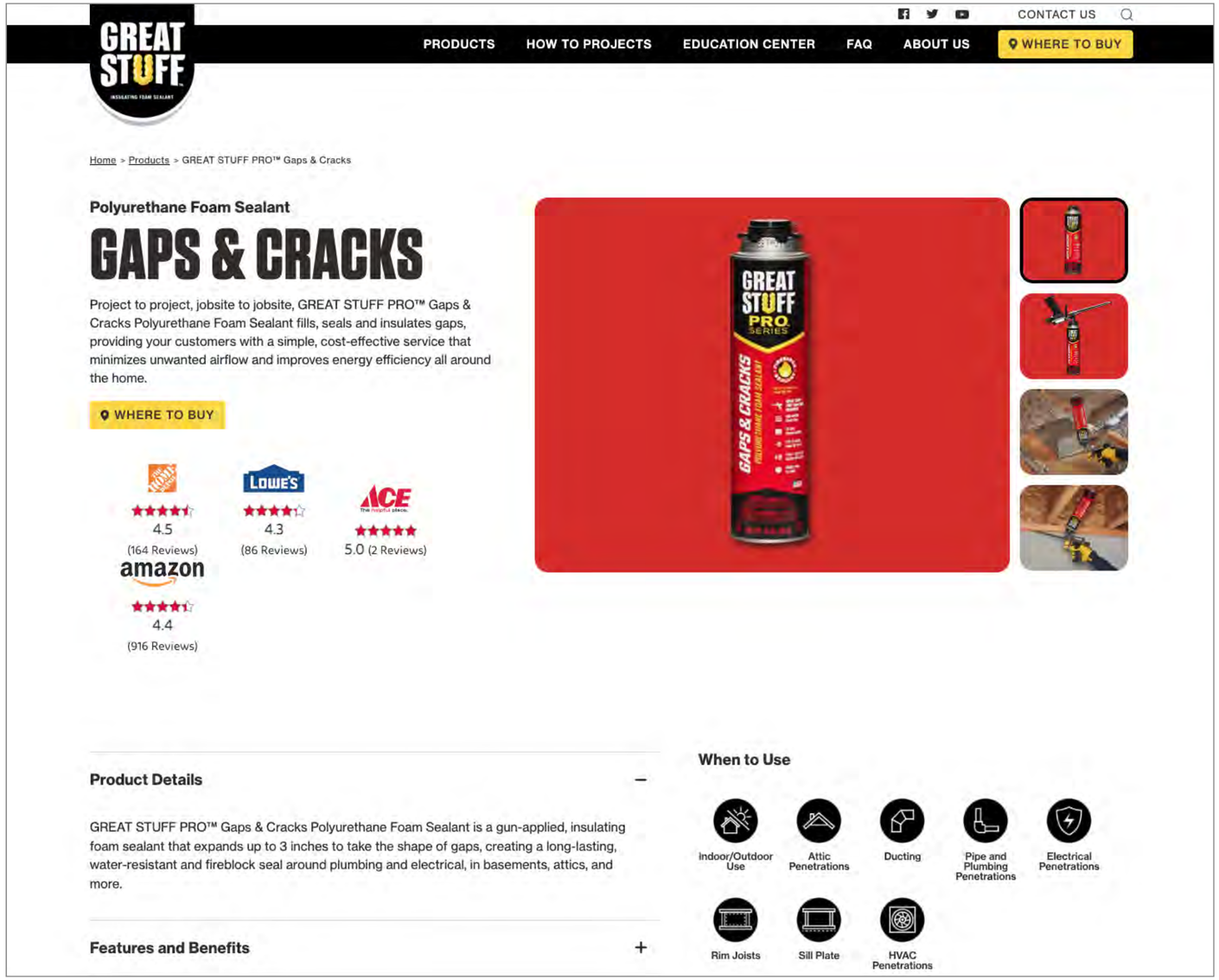
Bringing categories to the forefront could aid users in quickly selecting a product

Product Category Page

- Opportunity to update photography displaying use of product
- Great opportunity to rethink information hierarchy to elevate what is most important to consumer

- Opportunity to bring more details about products into the upfront so users can get information without having to visit a detail page



Product Detail Page

- Making it easy for user to start the purchase process
- Providing related products in case user needs to continue searching
- Opportunity to create visual cohestion across pages as user funnels down to learn more