



Usability Analysis Report on **kosmodisk.co.uk**



Over 2,000,000 users worldwide

CUSTOMER SUPPORT BRAND PROTECTION CONTACT US

VIEW SHOPPING CART 1

Subscribe to our newsletter

Email: SUBSCRIBE

AS SEEN ON TV

WATCH THE VIDEO

Select Your Currency

Euro - EUR

KOSMODISK® Your Back Will Be Grateful!

HOME ABOUT KOSMODISK PRODUCT LINES THE SCIENCE USER REVIEWS FAQS NEWS

Top Section of the Homepage

- The elements in the top header were not properly aligned looks like too many things going on the top.
- Subscribe Now box – in wrong place, it can be somewhere in the bottom part of the page
- Currency Selector – Scope to redesign this Box
- Customer Support, Brand Protection, Contact Us doesn't look like links because they are in the upper case and looks more like headings.
- As seen on TV and Watch Video links can be arranged in a neatly as a single group.

Problem:

As the top section is not neatly arranged it is not creating any appeal for the users they might come out of the site quickly. Because of the misalignment the Navigation bar is being pushed further down of the page.

Solution:

Should remove the low priority elements in the header and arrange the rest of the elements properly aligned.

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KOSMODISK® LIFE

Life Enhancements

KOSMODISK® LIFE products have been created to use with the rest of our range to provide a complete KOSMODISK® package.

From £9.95
MORE INFO

Massage Gel
Foot Cream
Contour Pillow

KOSMODISK® Classic **KOSMODISK® Active** **KOSMODISK® Prestige** **KOSMODISK® Support** **KOSMODISK® Life**

KOSMODISK CLASSIC Spine Manager
An effective solution for everyone who suffers from back pain in the spine area. Consisting of a soft gel and a foam support, it relieves the lower back and lower back muscle tension. It is a universal fit, fully adjustable and comfortable to wear.
Your price: £69.95

KOSMODISK ACTIVE Sports Belt
A perfect solution for everybody who suffers from back pain in the lumbar area. Consisting of a soft gel and a foam support, it relieves the lower back and lower back muscle tension. It is a universal fit, fully adjustable and comfortable to wear.
Your price: From £74.95

KOSMODISK PRESTIGE Car Aspiration
Provides additional support to the back when you are sitting in the car, reduces fatigue and makes you more comfortable. It is a universal fit, fully adjustable and comfortable to wear. It is designed for long journeys in the car.
Your price: £79.95

KOSMODISK SUPPORT Wrist Support
A simple device that provides effective support for your wrists. It can be used for both wrists and can be worn on the left or right wrist.
Your price: £11.95

KOSMODISK SUPPORT Knee Support
A simple device that provides effective support for your knee. It can be used for both knees and can be worn on the left or right knee.
Your price: £21.95

KOSMODISK SUPPORT Ankle Support
A simple device that provides effective support for your ankles. It can be used for both ankles and can be worn on the left or right ankle.
Your price: £13.95

KOSMODISK LIFE Massage Gel
Helps improve joint mobility, relaxes tired muscles and reduces soreness after physical exertion.
Your price: £12.50

KOSMODISK LIFE Herbal Foot Cream
Nourishes dry feet and helps to reduce the tension between your back and legs. It also helps to keep your feet soft and supple and makes your heel feel more comfortable when you are on the move.
Your price: £9.95

KOSMODISK LIFE Contour Pillow
The perfect cushion for your feet. It provides support between your back and legs when you are sitting, helping to reduce pressure on the back and making your feet feel more comfortable when you are on the move.
Your price: £39.50

secured sage pay MasterCard Verified by VISA VISA VISA American Express Maestro PayPal Google Checkout

Home | About Kosmodisk | Product Lines | The Science | User Reviews | FAQs | News | Customer Support | Contact Us

ATTENTION!!!
Purchase the original KOSMODISK® product with 100% guarantee on quality and safety only from this site and authorised places.

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Back Pain Pages: Chronic Back Pain | Lower Back Pain | Back Pain Relief
Contact us: 0845 200 1321 | info@kosmodisk.co.uk
VAT reg GB 116 2355 41 | Web development by Totally Communications

Homepage

- Banner is not strong enough and it is not appealing
- Lot of dead space in the banner
- Product buttons were not above the fold in the carousel so the user can't relate to which slide they are on.
- The strip with the icons 30 Days Money Guarantee, Safe Effective etc., can be well presented
- Grouping different products as the category is not strong enough. We are using the same color border and heading to represent them as a group, but it is not giving enough impact
- In Product Boxes, the images were not clear
- Footer: The links, information, credit card icons can be rearranged to remove the dead space and thus reduce the height of that area

Problem:

The most important space of the page is not being utilized properly.

Solution:

Redesign the header and the layout can be improved visually to group the related information together.

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About KOSMODISK®

Why should you use KOSMODISK®?

KOSMODISK® is a revolutionary, award winning, Registered Medical Device, designed by experts to relieve or cure pain in the spine and back area. Combined test results show up to 80% improvement in back pain. It works at the very point of pain, massaging your back, providing gentle, soothing relief as you work, relax, exercise, all the things you do in your daily life. KOSMODISK® can also be used successfully with any therapeutic methods, both traditional and alternative.

How KOSMODISK® can help you

Brand Protection

KOSMODISK® History

PRODUCT LINES

KOSMODISK® Classic

KOSMODISK® Active

KOSMODISK® Prestige

KOSMODISK® Support

KOSMODISK® Life

About KOSMODISK®

How does it work?

KOSMODISK® works due to the unique shape of the hypoallergenic nodes. It has been designed to support the length of your spine with gentle pressure, similar to receiving a massage from an osteopath or a physiotherapist.

Safe, effective, simple

KOSMODISK® has a massaging effect on the muscles close to the spine area. This generates warmth which eases blood-circulation, soothes your muscles and reduces tension.

KOSMODISK® does not use any additional energy sources such as magnets or batteries. It works as long as its shape remains undamaged.

Patented and Trademark Protected in over 25 countries




Inner page – About Us

- It is a good idea to have the links to different products in each product page, but they are in the wrong place. These are now distracting the main user's purpose on the page - knowing more information about this product. It is good to tell user about the product range, but we shouldn't chase them
- Breadcrumbs were missing
- Showing wrong active states in the Navigation bar. As per the screenshot, the user is on 'About Us' page, but in the Navigation bar the active state is being shown for Homepage.
- The left-hand navigation should subtle, now it is distracting the user's attention from the main content on the page.

Problem:

Chasing the users with the unwanted information might frustrate them and make them leave the site.

Solution:

The layout has to be redesigned so that main information of the page will be always in focus and rest of the elements should help user to navigate to the other areas of the site.

Product Listing Pages

The screenshot shows a product listing page with the following details:

- Header:** Kosmodisk logo, navigation menu (HOME, ABOUT KOSMODISK, PRODUCT LINES, THE SCIENCE, USER REVIEWS, FAQS, NEWS), a '30 DAY GUARANTEE' badge.
- User Reviews:** A section titled 'USER REVIEWS' featuring a review from Lindsay Winfield, PA. It includes a small profile picture and the text: 'I cannot recommend the Spine Manager highly enough, anyone with back pain should try it, and there is nothing to lose anyway.' A 'VIEW ALL' link is present.
- Product Listings:** A grid of nine products:
 - BACK PAIN RELIEF KOSMODISK CLASSIC Spine Massager:** Effective solution for all with the pain in the spine and lower back area. [Learn More](#). Price: €80.46. Add to Cart button.
 - BACK PAIN RELIEF KOSMODISK ACTIVE Sports Belt:** A perfect solution for lower back pain. Offers maximum comfort, additional support and warmth. Recommended by professional athletes. [Learn More](#). Price: €86.21. Add to Cart button.
 - BACK PAIN RELIEF KOSMODISK PRESTIGE Car Application:** Beneficially influences pain in the back and spine area. Offers additional support to the back, reduces fatigue and makes driving more comfortable. [Learn More](#). Price: €91.96. Add to Cart button.
 - KOSMODISK SUPPORT Wrist Support:** KOSMODISK SUPPORT Wrist Support is a simple device that provides effective and adjustable support for your wrist. One size fits all and can be worn on the left or right wrist. [Learn More](#). Price: €13.74. Add to Cart button.
 - KOSMODISK SUPPORT Knee Support:** KOSMODISK SUPPORT Knee Support is a simple device that provides effective and adjustable support for your knee. One size fits all and can be worn on the left or right knee. [Learn More](#). Price: €25.25. Add to Cart button.
 - KOSMODISK SUPPORT Ankle Support:** KOSMODISK SUPPORT Ankle Support is a simple device that provides effective and adjustable support for your ankle. One size fits all and can be worn on the left or right ankle. [Learn More](#). Price: €16.05. Add to Cart button.
 - KOSMODISK LIFE Massage Gel - 250ml:** Effective solution for all with the pain in the spine and lower back area. [Learn More](#). Price: €14.38. Add to Cart button.
 - KOSMODISK LIFE Contour Pillow:** Effective solution for all with the pain in the spine and lower back area. [Learn More](#). Price: €45.43. Add to Cart button.
 - KOSMODISK CLASSIC Spine Massager and Massage Gel (250ml):** Effective solution for all with the pain in the spine and lower back area. [Learn More](#). Price: €80.46. Add to Cart button.
- Footer:** Navigation links (Sort By / Position, Show 10 / per page).

- Product listing section can be visually improved to give more emphasis on the product information
- *Currency Convertor* section in two different places? This box placement should be consistent all over the website
- Chasing the users with the 'User Reviews' section. We can show the reviews when user is on particular product detail page rather than in product listings page

Problem:

We are making the user focus more on unwanted sections, than the information they asked for.

Solution:

The layout has to be redesigned so that main information of the page will be always in focus. We might introduce filters based on the features of the product which helps user to go to the product straight away which they are after.

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BACK PAIN RELIEF KOSMODISK ACTIVE Sports Belt €86.21

A perfect solution for everybody with lower back pain. Offers maximum comfort, additional support and warmth. Recommended by professional athletes and performers, but suitable for anyone with pain in the lumbar region.

Please note, this product MUST be worn for at least 3 hours per day for 21 days in a row, on bare skin or over light clothing, to experience the best results. This product cannot be over used

Enlarge Image

Belt Size: Choose an Option... * Required Fields
1 BUY NOW

VIEW OUR OTHER PRODUCTS

KOSMODISK® Classic KOSMODISK® Active KOSMODISK® Prestige KOSMODISK® Support KOSMODISK® Lite

No Risk 30 day money back guarantee Safe, effective & simple device Winner of International awards Over 18 years experience Guaranteed next day delivery

User Reviews Product Details Benefits Instructions for Use

"KOSMODISK ACTIVE Sports Belt seemed to take my mind off my back pain and slowly sooth it when I had my rest."

ASHLEY GLAZEBROOK, Professional Dancer and Choreographer

"The Kosmodisk belt will be a valuable aid to my daily life and I recommend it to any back pain sufferer."

Sue Dann, BackCare Member

"KOSMODISK ACTIVE Sports Belt gave me the support I needed with a warming feeling. It makes it easier to do everyday things while wearing it."

JANET WILKINSON, Sales and Customer Service Advisor

"I have tried the KOSMODISK ACTIVE Sports Belt you recommended and have found it to be very beneficial. It has helped tremendously. I would recommend it to anyone."

TERRY PECK, Managing Director

Product Description Page

- The layout is not clear. The order of image, Features Strip (30 Days guarantee, Safe & Secure...), Product Description, can be arranged properly to reduce the user effort on scanning this page.
- The tabs can be arranged in the logical order

Problem:

We are not presenting the information in the sequence which users expects on this page.

Solution:

The information on this page should be arranged in the sequence order. Eg: We are showing the User Reviews first, rather showing the Product Details.

The strip (30 Days guarantee, Safe & Secure..) can go after the product information tabs



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Select Your Currency
Euro - EUR

HOME [ABOUT KOSMODISK](#) [PRODUCT LINES](#) [THE SCIENCE](#) [USER REVIEWS](#) [FAQS](#) [NEWS](#) [PROCEED TO CHECKOUT](#) **30 DAY GUARANTEE**

SHOPPING CART

Product Name	Unit Price	Qty	Subtotal
BACK PAIN RELIEF KOSMODISK CLASSIC Spine Massager	€80.46	1	€80.46

[CONTINUE SHOPPING](#) [UPDATE SHOPPING CART](#)

Promotional Code (if applicable)
[APPLY COUPON](#)

Subtotal €80.46
Grand Total €80.46

[PROCEED TO CHECKOUT](#)

Shopping Bag

- The layout is confusing, too many buttons floating around and all buttons have same level of priority.
- The information on this page is not properly organized.

Problem:

More chances for user drop off on this page, as it is confusing and not giving correct direction for the users

Solution:

We can introduce the Primary & Secondary buttons to direct the user correctly. The information on this page should be organized properly so we can reduce the abandonments.

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CHECKOUT

Checkout Method

Checkout as a Guest or Register

Register with us for future convenience:

Checkout as Guest
 Register

Register and save time!

Register with us for future convenience:

Fast and easy check out

Easy access to your order history and status

Login

Already registered?
Please log in below:

Email Address *

Password *

* Required Fields

CONTINUE [Forgot your password?](#) **LOGIN**

Billing Information

Shipping Information

Payment Information

Order Review

Check-out Section

- The login page is confusing, no proper categorization of the fields and information on this page.
- Whole Check-out section has to be redesigned. It is very hard for the user to scan the information on the page.
- Shipping Information – Form fields in this section can be logically rearranged
- The indicators on the right side are not effective. The relation between the form fields and indicators is not missing.

Problem:

On whole, because of its visual imbalance in the Check-out section users cannot trust this page

Solution:

This whole checkout should be redesigned considering the best user practices.

Summary

- Links & Buttons are not giving the visual response feedback
- Wrong active states in the Navigation bar
- Primary, Secondary & Tertiary CTAs has to be implemented
- Breadcrumbs are missing
- The left-hand navigation in the inner pages should be redesigned, now it is distracting the user's attention from the main content on the page.
- In most of the pages elements (information & images) were not logically arranged
- Given more importance to the unwanted areas than the main one on the page
- Shopping Bag page looks cluttered.
- Check out is of old-fashioned
- Check out Process Indicator (On right side) is not effective
- Button styling is dated and inconsistent
- Imagery should be used properly
- Layout space hasn't used wisely, dead space in main areas of the layout.

Thank you