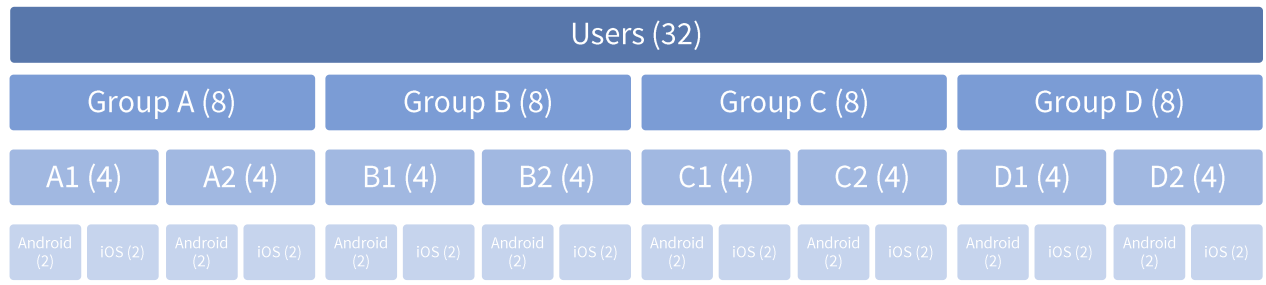


# ADDRESS FIELDS COMPARISON

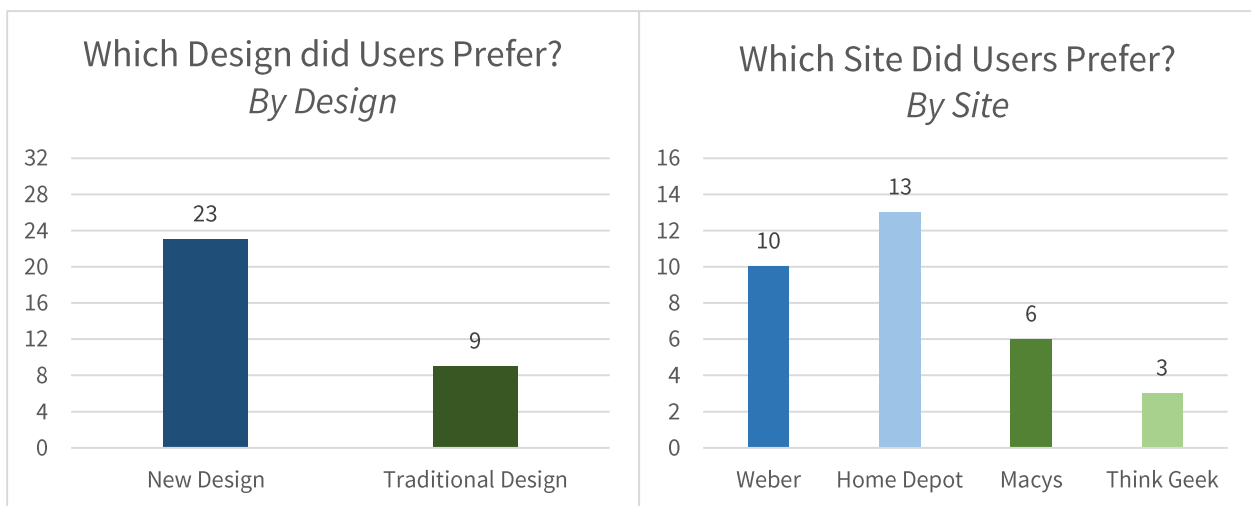
**Participants preferred the new zip code first address fields.**

Each participant looked at two sites, one depicting traditional address fields and one depicting new address fields (zip code first). Which sites they viewed was dependent on which participant group they were in. The order in which participants viewed each site switched to account for order bias. Half of participants were on iOS and half were on Android.

*New Address Field Design Sites: Weber and Home Depot*  
*Traditional Address Field Design Sites: Macys and Think Geek*



## What Did Users Prefer Overall?



Note: Sites depicted by blue bars represent sites with the new design, while sites depicted by green bars represent the traditional design.

## Time Spent on Address Fields

### ***New Address Field Design:***

Average Time on Address Fields: **12.38** seconds  
30 participants

#### *Weber:*

Average Time on Address Fields: 17 seconds per participant  
Shortest Time: 0:10  
Longest Time: 0:24  
16 participants

#### *Home Depot:*

Average Time on Address Fields: 7.75 seconds per participant  
Shortest Time: 0:05  
Longest Time: 0:21  
16 participants

### ***Traditional Address Field Design:***

Average Time on Address Fields: **17.85** seconds  
30 participants

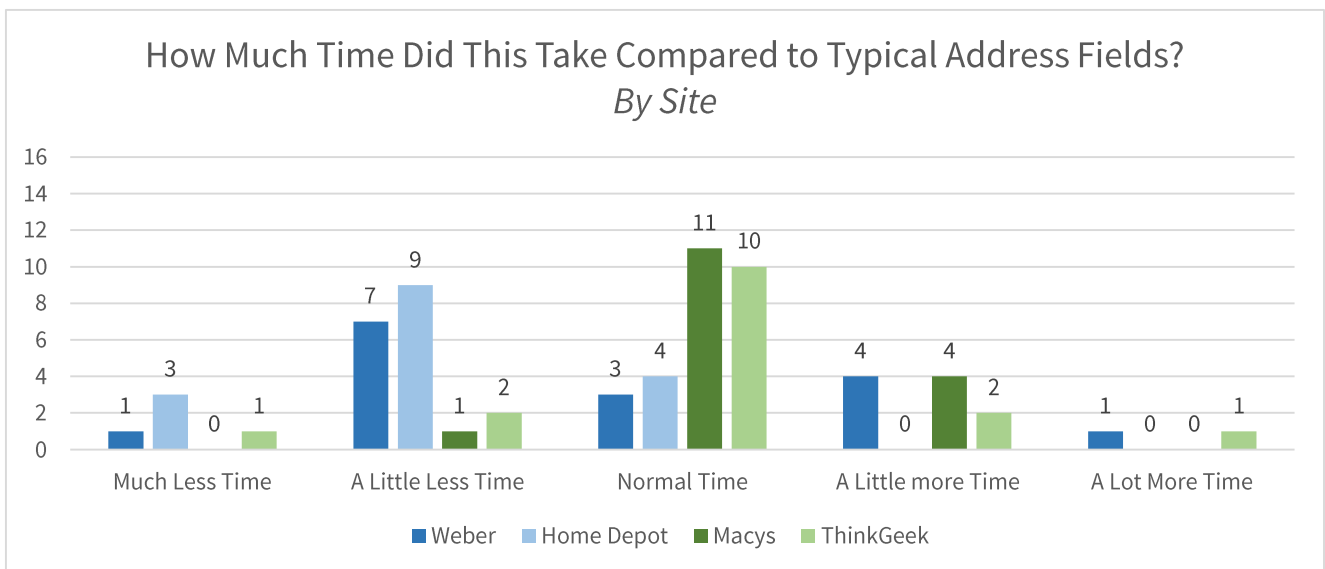
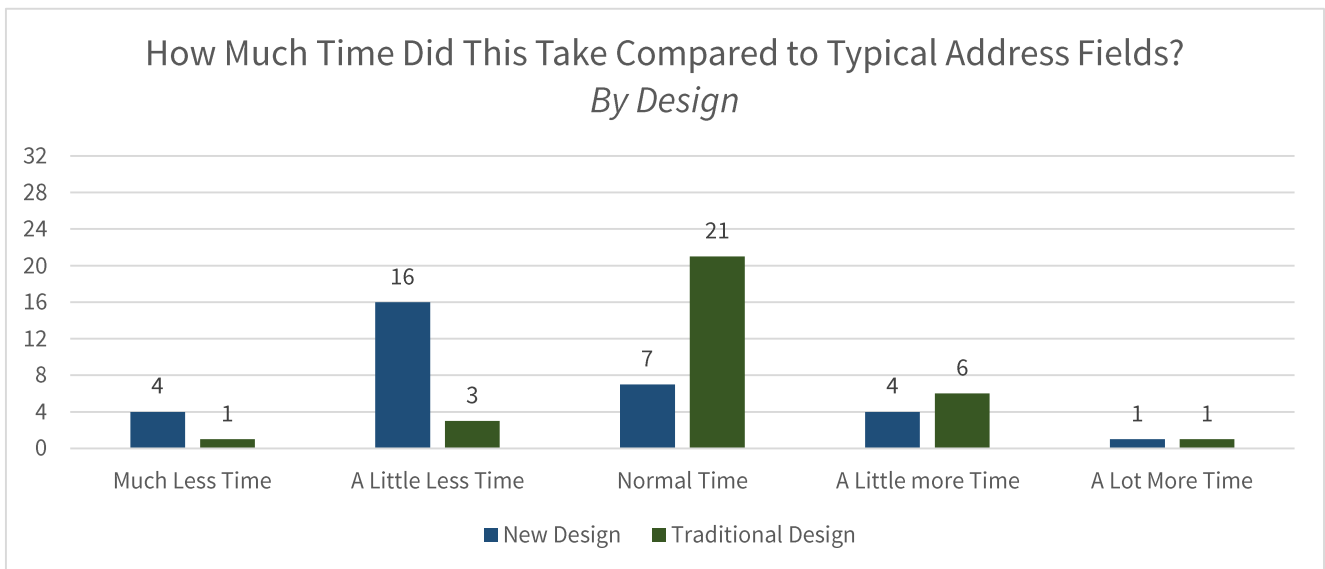
#### *Macys:*

Average Time on Address Fields: 21.5 seconds per participant  
Shortest Time: 0:12  
Longest Time: 0:47  
16 participants

#### *Think Geek:*

Average Time on Address Fields: 14.19 seconds per participants  
Shortest Time: 0:10  
Longest Time: 0:41  
16 participants

## Perceived Time

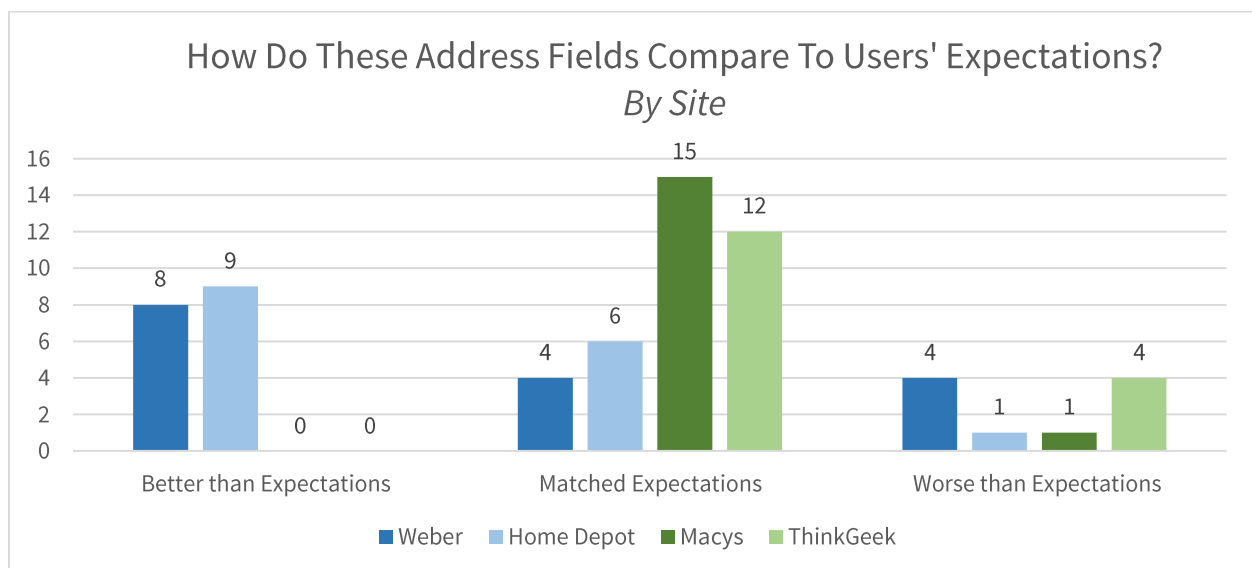
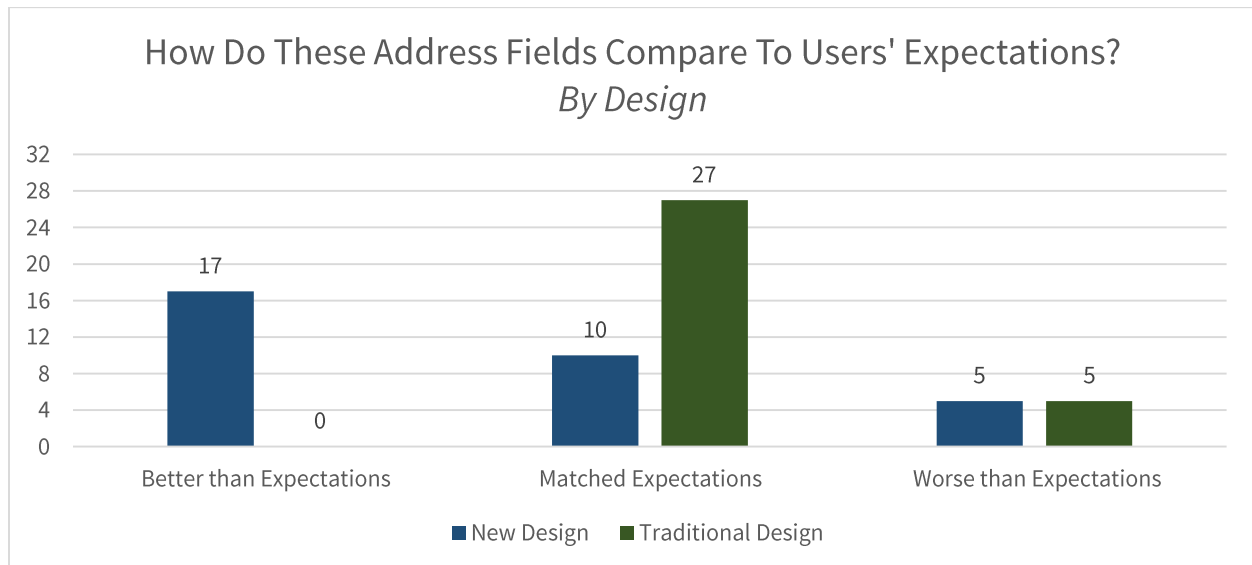


Note: Sites depicted by blue bars represent sites with the new design, while sites depicted by green bars represent the traditional design.

## User Expectations

Participants were most likely to report traditional address fields as matching their expectations, while they were likely to report the new zip code first design as being better than their expectations.

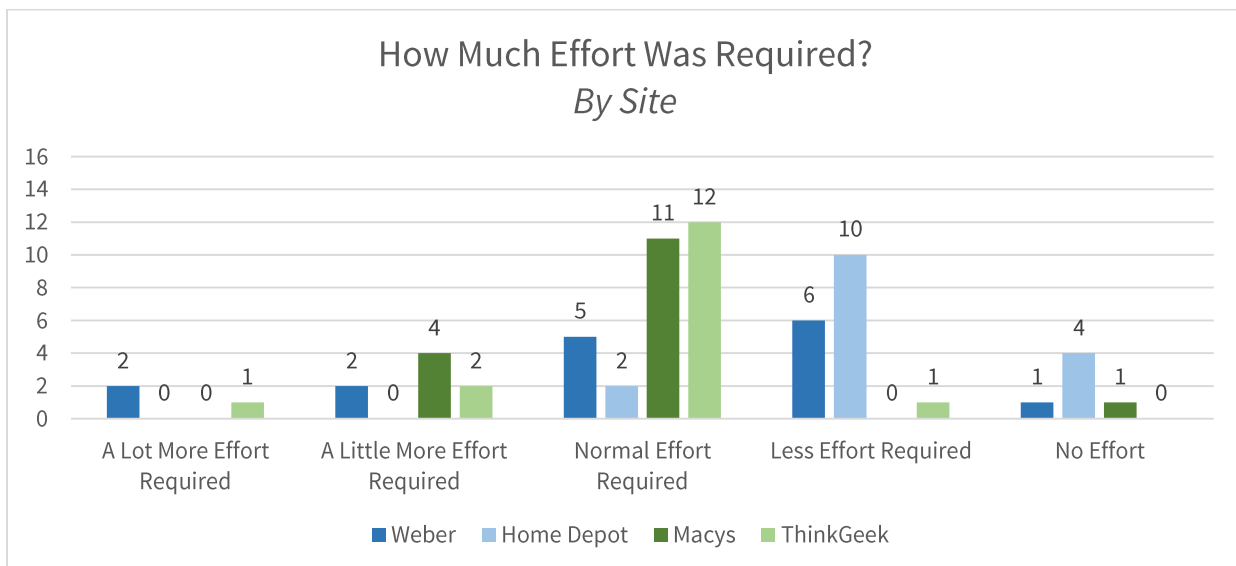
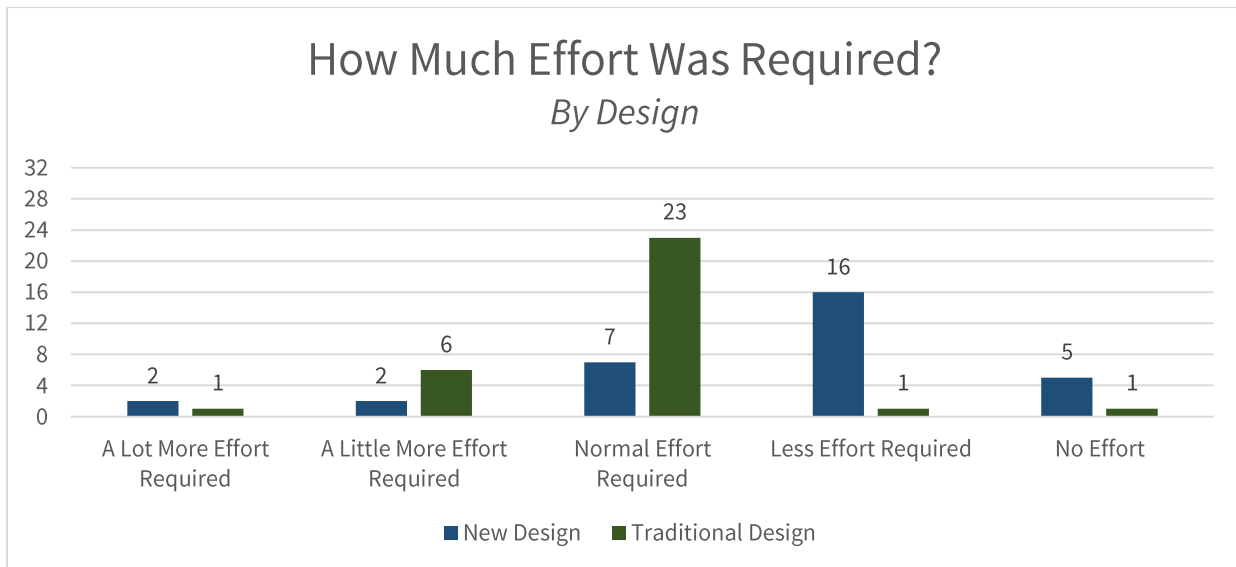
None of the sites with traditional address fields were perceived as being better than user expectations.



Note: Sites depicted by blue bars represent sites with the new design, while sites depicted by green bars represent the traditional design.

## Perceived Effort

Users were most likely to report traditional address field designs as requiring a normal amount of effort. Meanwhile, users were more likely to report the new zip code first address field design as requiring less effort than normal or no effort at all.

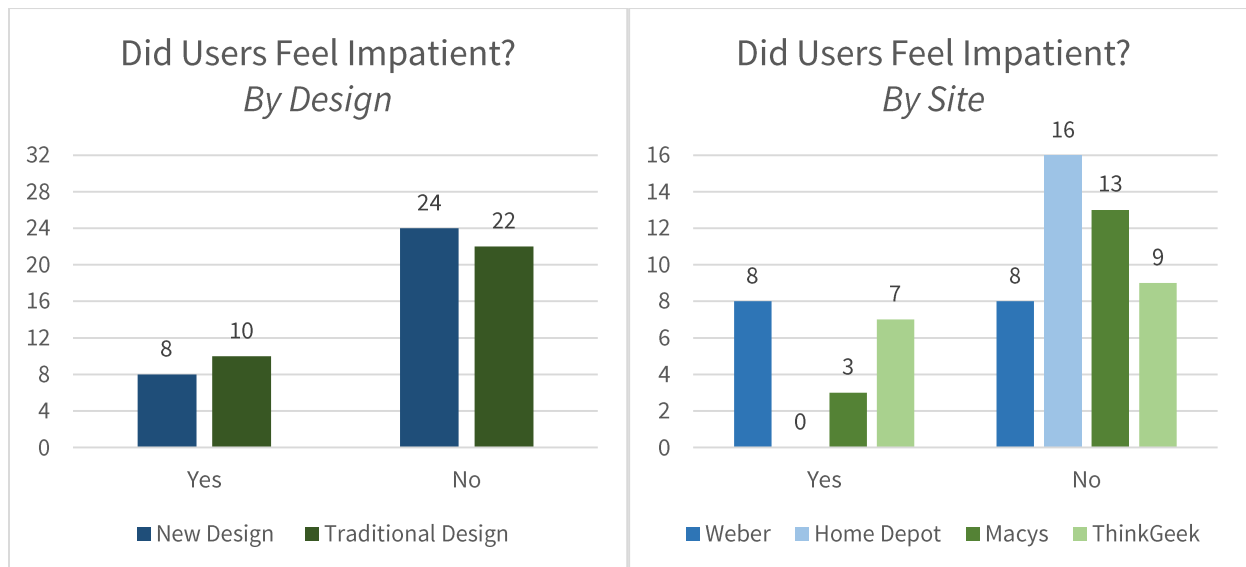


Note: Sites depicted by blue bars represent sites with the new design, while sites depicted by green bars represent the traditional design.

## User Impatience

No one reported feeling impatient while utilizing the Home Depot address fields.

Overall, participants who felt impatient reported that they typically feel impatient while entering information on mobile. For an example, [watch this video clip](#).



Note: Sites depicted by blue bars represent sites with the new design, while sites depicted by green bars represent the traditional design.

## Clips of Zip Code First Address Fields

Note: In order to get an accurate time on task, participants were asked to use their real information. Thus, to ensure participant privacy, the following clips are reenactments of usability problems seen by participants.

### Examples of Typical Use Cases

[On Weber, users must first tap out of the zip code field before tapping on the city/state field for the city to appear the first time they tap on the field.](#)

[On Home Depot, users don't necessarily tap on the city/state field, but rather they go directing to the next input field on the page.](#)

[An example of Home Depot's typical use case for a zip code with multiple cities.](#)

[An example of Weber's zip code first address field for a zip code with multiple cities.](#)

### ***Usability problems***

[On Weber, if the participant tabs directly on the City/State field from the Zip Code field then the city does not appear because it has not had enough time to load. This was experienced by 7 of the 16 participants that visited Weber.](#)

[On Weber, users are unable to get around the address field explanation to type in the next field.](#)

[On Home Depot, if participants autofill their information, they often don't realize that the process did not add their city, state, and zip code. This was experienced by 3 of the 16 participants who visited Home Depot.](#)

[On Home Depot, the autofill option often interferes with users' ability to easily access the next input field.](#)

### ***Differences between sites' city databases***

#### ***Case Study 95062***

[On Home Depot, the zip code 95062 \(Santa Cruz area\) pulls up multiple cities.](#)

[On Weber, the zip code 95062 only pulls up Santa Cruz, CA.](#)