

# Drees vs MI Homes

UX Bootcamp Presentation

# DATA ANALYSIS

## Hypothesis:

Drees Homes has a low contact form conversion rate. Since the new redesign data shows call rates have doubled and form submission rates have been reduced roughly by half.

I suspect the task of finding the contact form will take users longer vs MI homes (a direct competitor to Drees) as their form is ever present.



# DATA ANALYSIS

What to Expect Find Your Dream Home Why Drees? **Contact Us** Build on Your Lot

**Drees HOMES** Indianapolis Home Indianapolis Find Your Dream Home Creekside at Jackson's Grant on Williams Creek

## Creekside at Jackson's Grant on Williams Creek

Homes from \$521,400-\$698,000  
**8 Floor Plans, 1 Decorated Model, 2 Quick Move-Ins,**  
Carmel, IN

Gallery Visit About ★ Specials  
Homes

**Schedule an Appointment?** > 

Images

# DATA ANALYSIS

Creek Banks and Forests

New Model Now Open!

**Community Location**  
Creekside at Jackson's Grant on Williams Creek  
12231 Frenzel Parkway  
Carmel, IN 46032  
[Driving Directions](#)

**Your Drees Team**  
[Amy Wood](#)  
New Home Specialist  
[Sue Salge](#)  
Market Manager  
1(866) 257-9321

**Get the latest updates!**  
**Jackson's Grant on Williams Creek**  
Sign up for our VIP Club

**About**

[Overview](#) [Amenities](#) [Schools and Area Information](#)

Experience the best Carmel has to offer at Jackson's Grant on Williams Creek. This exclusive community sits on 280 acres of land that was originally a personal land grant from Andrew Jackson in 1834. To preserve its past and natural beauty, each neighborhood will be developed to seamlessly blend with nature.

Jackson's Grant offers you a once in a lifetime opportunity to build a unique home in a scenic setting. Pedestrian friendly tree-lined streets, untouched forests and natural streams, nature trails, and long stretches of creek bank allow you to relax with nature. First-rate amenities include a newly designed community pool and redeveloped Hobby Horse



# DATA ANALYSIS

**M/I HOMES**  
Move Up

For fast answers contact **Wendi**

**317-207-6777**

**Inventory Homes**

**VIP Communities**

**Ready Now Homes**

**Upcoming Events**

**Closeout Communities**

About Locations Finance Design Center Events Contact Us Blog

Website Feedback Customer Care / Warranty Hello, Guest Login Register

### The Sanctuary

Indianapolis Area » Zionsville, IN » The Sanctuary

**LAST CHANCE**  
To call The Sanctuary Home

Don't miss out • Call Call 317 207 6777

Have additional questions?

- General inquiry about The Sanctuary
- Location, amenities, and attractions
- Available floorplans in The Sanctuary
- Homes starting from the \$220s in The Sanctuary
- Schedule an appointment or tour

First Name\*  Last Name\*

Email Address\*  Phone Number\*

I am a Licensed Real Estate Agent

Receive the M/I Homes eNewsletter featuring special promotions and events.

**submit**

**CLOSEOUT Community**

Info Location Contact Offsite Sales

City: Zionsville, IN  
County: Boone  
School District: Zionsville  
Price Range: \$220,990 - \$323,990  
Square Feet: 1,433 - 2,924  
Home Types: Single Family

**M/I HOMES**

# DATA ANALYSIS

Is there a statistical difference between task completion times?

	Task 1: Find a home in Indy	<del>Task 2: Find a community on Map</del>	Task 3: Find contact form
Average Task Time:	77 seconds	<del>45 seconds</del>	23 seconds

	Task 1: Find a home in Indy	Task 2: Find a community on Map	Task 3: Find contact form
Average Task Time:	80 seconds	48 seconds	32 seconds

# DATA ANALYSIS

No!

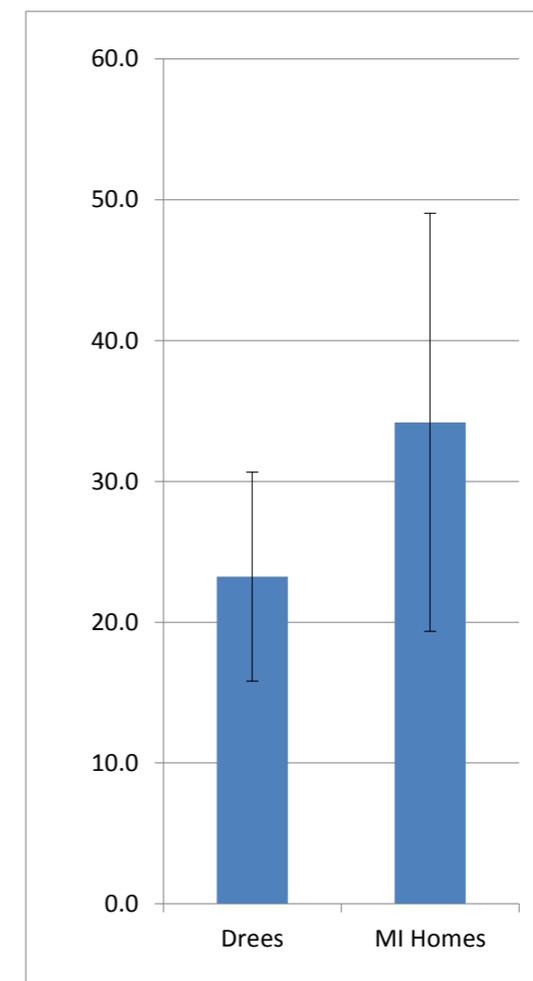
“There’s a 73% chance the means are different”

I’m 90% sure of this.

I would need around **382** participants to find a significant difference of 11 seconds (power of 80% with CL of 90%)

p-values

0.2708013



# DATA ANALYSIS

## Future Steps

1. Review videos, find out how many people actually found the map on Drees
2. Calculate SUPR-Q scores
3. Look at click paths and see if there is a clear way for this “correct” path

