

Zebra Reseller Locator Usability Report

February 10, 2003

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Executive Summary

During the First Quarter of 2003, brilliant-id completed a usability evaluation of a Zebra reseller locator prototype in order to evaluate proposed functionality improvements. The prototype, comprised of about 3 – 5 HTML pages, reflected new possible naming schemes, new navigation processes, enhanced functionality and a slightly different layout from Zebra's current "How To Buy" application. By performing this usability test, the team was able to gain insight into how Zebra's business goals and its users' goals need to be synchronized within the same application.

Testing Objectives

By using pre- and post- test questionnaires, as well as the recorded user sessions Zebra evaluated the new reseller locator prototype on these main objectives:

- **Learnability**
- **Speed Throughput**
- **Memorability**
- **Errors**
- **Engagement**
- **User Satisfaction**

During the pre-test phase of the project, the team agreed that Zebra's main testing priorities were learnability, errors, and user satisfaction. Zebra ranked these particular usability objectives as high priority because they believe excellence in these areas will ensure a useful, satisfying experience for their audience base, facilitating frequent use and allowing Zebra to track site-based leads. The team also agreed that, if learnability and user satisfaction could be ascertained, then development of this new tool would be based on actual user feedback, ensuring that Zebra was utilizing its resources in the most efficient manner possible.

Methodology

The project followed a standard three-phased approach that culminated in this final usability report and presentation. Here are the phases, activities and deliverables:

Pre-Test	Testing	Post-Test
<u>Activities</u> Define Usability Objectives Determine Testing Platform Write Pre-Test Questionnaire Write Test Scenarios Write Post-Test Questionnaire	<u>Activities</u> Complete Usability Tests Debrief Usability Tests <u>Deliverables</u> Video Taped User Sessions Digital Screen Recordings	<u>Activities</u> Review Video Sessions Review Screen Recordings Compile Video Log Define Major Challenges Define Recommendations Create Final Report Create Final Presentation
<u>Deliverables</u> Usability Objectives Pre-Test Questionnaire Test Scenarios Post-Test Questionnaire		<u>Deliverables</u> Usability Report Usability Presentation

Results

During the course of the evaluation, several issues and challenges became apparent to the entire team and a few challenges gained early consensus. These challenges, as well as some others have been outlined in high fidelity in this report. As part of this report, we have recommended both long and short-term solutions. In order to leverage the facts that have been learned during this evaluation, we recommend Zebra address the documented challenges as they begin their development process. The recommendations outlined in this document must be considered in relation to Zebra's current technical and data constraints. brilliant-id will be available to discuss the best possible solution given those constraints.

- **Current "How To Buy" link is misnamed and misplaced on the current Zebra site**
- **Instructional content is unclear and confusing**
- **Immediate search results do not provide enough data**
- **Timing of contact process may not reflect current business reality**
- **Combining customer intelligence gathering and search blurs focus and extends process**
- **Advanced search functionality offered at wrong juncture**

Project Information

Background Information

Product name and version	Zebra Reseller Locator Online Prototype 1.0
Usability administrator	James N. Wynne
Activity dates	January 28, 2003 – January 30, 2003
Report preparation date	May 17, 2002
Report authors	James Wynne, Mike Williams
Product development contact	Amy Marrinan
Team members	James Wynne Mike Williams

Project Summary

High-level overview of the activity

The main purpose of this evaluation was to determine the navigability for a Zebra Reseller Locator prototype. The evaluation focused on 2 user scenarios in addition to a user post-test evaluation focusing on the site section name and overall impressions of the prototype. Using two questionnaires and videotaped user test sessions, the project team was able to rank the prototype according to industry-standard usability objectives.

Summary of Methods

Five subjects were recruited to participate in one-on-one testing sessions with the usability facilitator. Each tester completed a pre- and post-test questionnaire and completed two (2) relevant tasks using the prototype and ancillary materials. Later, the video taped sessions were reviewed and issues and observations were grouped into challenges with subsequent recommendations.

Participants

Number of Participants Used

Five

Key Characteristics of Participants

Four of the testers have visited the Web site (three visit the site monthly). One tester had never been to the site.

Four testers were end-users of Zebra products and one was a system integrator.

Facilities Used

Usability Lab Setting

The tests were conducted in two separate conference rooms in the Zebra headquarters building in Vernon Hills, Illinois.

The sessions were video taped using a tripod-based digital video camera.

The testers' cursor movements were recorded using Techsmith Camtasia.

Usability Objectives

To provide a standard series of benchmarks by which the Zebra's "How To Buy" prototype could be judged, the project team employed these industry-accepted usability goals for all Web sites. Each goal was assessed for its importance to Zebra's particular audience. The goals were then used to create scenarios that would test how the prototype met its objectives. In addition, brilliant-id has added its final score (using a scholastic system) as well as comments.

Objective	Importance	Measurement	Score
Learnability	High	User should be able to complete the "How To Buy" process and be able to predict the events that will result.	C-
Speed Throughput	Medium	User should be able to complete the "How To Buy" process in 4 screens or less	B
Memorability	Low	User should be able to remember: <ul style="list-style-type: none"> • How to find the "How To Buy" section • What submitting the form will get you • What the check boxes are for 	C-
Errors	High	Users should be able to get the results determined by the scenario.	C-
Engagement	Medium	The "How to Buy" section should be easily identifiable.	A
User Satisfaction	High	Users should be able to identify the experience as consistent with the level of service and interaction with Zebra.	C-

Subject Profile

The following subject profile reflects the overall audience of the Zebra Reseller Locator section of Zebra.com. The profile was used to recruit five users for a 1- 2-hour individual usability testing session over a three-day period.

Attribute	Criteria
Availability	Lives and works Chicagoland
Gender	Male
Age Range	20 - 50
Job Title or Description of Responsibilities	Engineer / Manager
Years performing job function	1.5 -9
Years of Internet usage	3 - 7 years
Exposure to Zebra site	Monthly

Testing Scenarios

These testing scenarios were developed by brilliant-id. The testers objective was to complete each of the listed tasks. Testers were given an opportunity to complete the goals at first by themselves and then if needed, with assistance from the facilitator. Normally, the successful completion of these tasks would be necessary for a successful user test. These scenarios, however, were also used by the facilitator to frame discussions and provided the testers with some context in which to base their resulting comments.

Information you may need to complete these scenarios

- Company: **New Co**
- First Name: **Alex**
- Last Name: **Doe**
- Address: **100 N State St.**
- City: **Chicago**
- State: **IL**
- Country: **United States**
- Your ZIP Code: **60611**
- Email Address: **alex@newco.com**
- Phone Number: **555-555-5555**

The Scenarios

1. You are an automotive manufacturer in Central Illinois in need of Zebra bar code printers for an inventory management project. Because you are in a remote area, you would really like to order products online, if possible. Please use the Web site to find out how to buy the Zebra products you need to fit your particular \$10,000 project. If possible, send a request that 2 partners / resellers contact you.
2. You manage a shipping and receiving company for the security industry on the North Side of Chicago and need a systems integrator to help you optimize your hardware and software processes. You have estimated that project will probably cost about \$25,000 and you'd like to find a local company to help keep expenses down. Using Zebra.com, search for the VAR nearest you. Once you have finished, please return to the home page.
3. You are a purchasing manager for a government agency looking to buy Zebra bar code printers. You have been told that you can only use a government-certified partner / reseller but it is also important that the partner / reseller has handled large projects. Using Zebra.com, find the contact information for a partner / reseller that is right for you.

Test Questionnaires

Pre-Test Questionnaire

What is your age range?

- a. 20 – 30
- b. 31 – 40
- c. 41 – 50
- d. 51 – 60
- e. 61 – 70
- f. 71 – over

Tester 1: C (41-50)

Tester 2: B (31-40)

Tester 3: A (20-30)

Tester 4: C (41-50)

Tester 5: A (20-30)

What is your job title?

Tester 1: Warehouse / Traffic Manager

Tester 2: Software Engineer

Tester 3: Manufacturing Engineer

Tester 4: IT Manager

Tester 5: Warehouse Manager

How many years have you performed this function?

Tester 1: 9

Tester 2: 6

Tester 3: 2.5

Tester 4: 3

Tester 5: 1.5

How long have you used the Internet?

Tester 1: "Off and on 3 years"

Tester 2: 8 years

Tester 3: 5-6 years

Tester 4: 6 years

Tester 5: 10 years+

How often have you visited Zebra.com?

Never

Once a year

Once a month

Once a week

More than once a week

Tester 1: Never

Tester 2: Once a month

Tester 3: Once a month

Tester 4: Once a month

Tester 5: Once a year

Post-Test Questionnaire

Instructions:

- A. Read the description of the site area.
 - B. Circle the one (1) site area name option that would best serve as a navigation menu option and as a section name.
 - C. Turn this sheet in to the administrator.
-

Description of the site area:

This site area provides users a customized list of VARs (value-added resellers) or distributors based on information the user submits. The intention is for the user to review the results list, find a reseller or distributor that fits their needs and contact them. In general, the common user has familiarity with Zebra products and Zebra's Web site prior to engaging in the process. They are either looking for a suite of Zebra products for their business or are interested in reselling/leasing Zebra products themselves (and would have to acquire products from a distributor to do so).

Site area name options:

1. Reseller Locator
2. Reseller & Distributor Locator
3. Find a Reseller or Distributor
4. Buy Zebra Products
5. Locate Resellers & Distributors
6. Buy, Lease & Resell
7. Contact Resellers
8. Contact Resellers & Distributors
9. VAR Finder
10. Find a VAR
11. Find a Zebra Partner

Tester 1: Buy Zebra Products

Tester 2: Locate Resellers & Distributors

Tester 3: Reseller & Distributor Locator, (+ "Let Us Contact You")

Tester 4: (1) Contact Resellers & Distributors, (2) Find a Zebra Partner

Tester 5: Reseller Locator

Overall I found the search tool easy to use.

Tester 1: Disagree / Strongly Disagree

Tester 2: Agree

Tester 3: Agree

Tester 4: Agree

Tester 5: Strongly Agree

Did you find any particular aspect of the search tool especially difficult or confusing? If yes, please explain.

Tester 1: My intention was to Buy Now!

Tester 2: The "I am interested in" section could have another option of "other" or "purchasing."

Tester 3: I would like to know upfront that the Reseller - Distributor is going to contact me.

Tester 4: No

Tester 5: No

Is there any way that the search tool could have been improved to make it easier to use?

Tester 1: Not sure. Have more inexperienced users experiment.

Tester 2: Buttons on bottom of page could be larger. Also, second confirmation may not be necessary.

Tester 3: Yes. Option of "entry with fewer questions" vs. "an advanced feature."

Tester 4: The tool is fine. Some users might be reluctant to provide a lot of information before knowing who might contact them.

Tester 5: No

Would you find this tool helpful?

Tester 1: Blank

Tester 2: Yes, with little improvements. It would also be helpful if distributor calls back within 2 hours instead of 3 days. It would also be nice to have a local rep be able to come in to demo printers!

Tester 3: Yes, if I am in one of the last scenarios.

Tester 4*: The tool is fine. Some users might be reluctant to provide a lot of information before knowing who might contact them.

Tester 5: Yes

* Additional feedback from Tester 4:

1. Give an online option to buy. Zebra is providing access to custom labels but ordering has to be made through the VAR. If Zebra has them, they should be available on the Web site.

2. If labels have specific type of glue, I would like to place order online through zebra.com. ZipZebra does not have them...would like to know why?...FDA requires a specific type of glue.

Note: Tester 4 works in the healthcare industry (for Baxter).

Challenges & Recommendations

Challenge	Current "How To Buy" link is misnamed and misplaced on the current Zebra site
Description	As part of the testing process, Zebra asked that we identify alternative names for the current "How To Buy" application. We provided this by giving the testers a list of alternative names in the post-test questionnaire and asking them to choose the most appropriate one. In addition, we also created several alternative links to the application on the home page to see which one the testers chose to click on. Our findings were that users reacted to a particular name, but they also reacted to the placement of the link in the main navigation bar on the home page.
Video Clip	<i>See Post-Test Questionnaire for Naming Results</i>
Recommendations	<p>If this "How To Buy" application is of major importance to the Zebra Web site, Zebra should consider placing a link to "Resellers and Distributors" in the main navigation bar with sub-DHTML links to "Find a Reseller" and "Find a Distributor"</p> <p>In addition, some testers came at the problem from the product perspective, saying that they would find the particular product that they wanted first and then find out how to buy it from there. This indicates an opportunity to cross-link between product pages and the locator application with a lot of relevant search information already completed.</p>

Challenge	Instructional content is unclear and confusing
Description	<p>Testers were often confused and misguided by language that was too indirect and marketing oriented. For example:</p> <p><i>"I am interested in learning more about"</i></p> <p><i>"I am interested in"</i></p> <p><i>"Zebra gives you the option of ranking the factors most important to your company..."</i></p> <p>These three instructional lines in particular gave testers pause and confused them as to whether they were giving marketing study answers or performing a search.</p>
Video Clip	<i>Jay1.mov, Derek1.mov</i>

Recommendations	<p>Recognizing that many of the testers did not read past the first sentence of much of the text (a common user habit,) instructional text should be clear and task oriented using more active verbs and keywords that the user may be looking for. For example:</p> <p><i>"I am interested in" becomes "I want to"</i> <i>"Zebra gives you the option of ranking the factors most important to your company..." becomes "Rank the factors most important for this search"</i></p>
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Challenge	Immediate search results do not provide enough data
Description	In order to gain transparency into the final results of a user's search (i.e. did the user contact the reseller, was the lead followed up on,) Zebra is asking that the user be forced to indicate which resellers they wish to be contacted by before they can view a resellers contact information. As a result, the initial search results page does not seem to offer much more than a description of the resellers and their partner status. This leads to confusion and frustration.
Video Clip	<i>Manu3.mov</i>
Recommendations	Zebra must find a way to offer more information about the resellers without losing their business objectives. One way to do this would be to create a more tabular search results page that shows the (sortable) data points that the user searched on with a possible link for each company's contact information. Once the user clicked on the link for the contact information, Zebra could capture that they were interested in that particular company and send the lead on to the reseller. (see Appendix B)

Challenge	Timing of Contact process may not reflect current business reality
Description	Several testers indicated that getting a response within 3 business days would be a decrease in the efficiency of their current business processes.
Video Clip	<i>Jay2.mov</i>

Recommendations	<p>Although this challenge is more of a business problem than a usability issue, Zebra should recognize that many of its users may be more used to doing business by phone and the Web site may not be able to overcome that habit without very clear benefits.</p> <p>Perhaps a better way to achieve the application's goal would be to de-emphasize the "contact me" functionality in favor of offering users the freedom to be more proactive by phone while still trying to build a relationship over email.</p>
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Challenge	Combining customer intelligence gathering and search blurs focus and extends process
Description	Besides the language and process, one cause for user confusion was the dual-purpose aspect of the search tool. Items that were "registration" oriented were mixed with items that were "search" oriented. Ultimately users confused search functionality with marketing related questions leading to errors in the search.
Video Clip	<i>Manu1.mov</i>
Recommendations	Zebra may want to offer the users a more traditional search / advanced search solution leveraging the fields necessary for the search for customer intelligence (zip code, country, etc.) and adding maybe one additional field (email.) Further customer intelligence should be culled from a registration database if possible.

Challenge	Advanced search functionality offered at wrong juncture
Description	<p>Zebra's proposed search solution does offer the user more control in getting detailed search results, however these extra tools often confused the user and actually were misused to the point of causing non-desired results.</p> <p>A better option may be to offer the user more freedom in searching quickly and then letting them drill to their specific needs using an advanced search or sortable results.</p>
Video Clip	<i>Manu2.mov</i>
Recommendations	Using a system that is common throughout the Internet, Zebra users might prefer a simpler search solution (probably location based) coupled with advanced search functionality for users who want more detailed results. Also, creating a search results page that is sortable by relevant data points may allow users to meet their needs in a more understandable context.

Appendix A: Video Logs

Name: Jay

Date: 1/28/03

#	Time	Scenario #	Observation	Objective	Challenge
1	4:05	1	Comes at the problem from a product standpoint rather than a buying one	Learnability	Current "How To Buy" link is misnamed and misplaced on the current Zebra site
2	4:45	1	Willing to fill out info, but only once	Engagement	Combining customer intelligence gathering and search blurs focus and extends process
3	5:09	N/A	Uses tab index	Speed Throughput	
4	6:13	1	The word "learning" confuses because he is looking to search and buy	Learnability	Instructional content is unclear and confusing
5	7:00	1	Confused because the 3 check boxes do not include "buying" option	Errors	Instructional content is unclear and confusing
6	9:18	1	Not sure he got the weight search idea. Possibly coached him	Learnability	Instructional content is unclear and confusing
7	9:43	1	Does not get the search option. Instructions do not help him either	Learnability	Instructional content is unclear and confusing
8	10:36	1	Needs a much quicker search tool. Guided by key words placed within the content.	Speed Throughput	Instructional content is unclear and confusing
9	11:54	1	Gets the partner status. Reads and understands connotation of partner.	Learnability	
10	12:29	1	Likes the ability to get more than 1 search result and content	User Satisfaction	Immediate search results do not provide enough data
11	12:53	1	Does get confused because the partner copy header looks too much like a search result	Learnability	Instructional content is unclear and confusing
12	13:44	1	Getting confused with the language conflict between "reseller" and "partner"	Learnability	Instructional content is unclear and confusing
13	14:22	1	Doesn't necessarily want to be contacted. Wants e-commerce and online catalog	User Satisfaction	Timing of Contact process may not reflect current business reality

14	17:00	1	Would usually rather use the phone. This is reflected in the pre-questionnaire	Engagement	Timing of Contact process may not reflect current business reality
15	18:19	1	Did not read instructions.	Errors	Instructional content is unclear and confusing

Name: Carey

Date: 1/28/03

#	Time	Scenario #	Observation	Objective	Challenge
1	23:38	1	Goes at the problem from the perspective of the product	Learnability	
2	25:31	1	Length of form implies that getting information or contact will take a while (like a contact us form)	User Satisfaction	Timing of Contact process may not reflect current business reality
3	28:15	N/A	Expresses need for distributor locator	User Satisfaction	
4	30:34	1	Checks "reselling" option incorrectly because there is no buy option	Errors	Instructional content is unclear and confusing
5	32:42	1	Does not understand the "weight in the search idea" thinking that it is asking about his company	Errors	Instructional content is unclear and confusing
6	37:12	1	Thinks that shading reflects accuracy of search results. Expecting results to be listed in order of relevancy	Learnability	Instructional content is unclear and confusing
7	38:53	1	Expects instant email feedback from Zebra. 3-day response time seems long as opposed to hours they are getting from current resellers	User Satisfaction	Timing of Contact process may not reflect current business reality
8	41:00	1	Did not confirm contact send. Thought that he had completed the scenario when he actually had abandoned	Errors	Instructional content is unclear and confusing
9	43:55	2	When dealing with integrator, looking for the words "solutions, integrator, etc."	Learnability	Instructional content is unclear and confusing
10	47:25	2	Believes everything on the form is required even though it may not apply.	Errors	Instructional content is unclear and confusing
11	47:58	2	Never heard of VAR. May be because he is a system integrator.	Learnability	
12	49:37	2	Still not getting the weight feature but this might be due to the scenario	Learnability	Instructional content is unclear and confusing

13	51:32	2	Does not get the feedback he would expect from results. Suggests categorizing and labeling the most pertinent factor.	User Satisfaction	Instructional content is unclear and confusing
14	55:37	3	Has begun to learn the system	Memorability	

Name: Manu

Date: 1/29/03

#	Time	Scenario #	Observation	Objective	Challenge
1	2:37	1	Goes to contact Us thinking that the site would point him toward the regional place	Learnability	
2	3:23	1	Goes at the problem from the product perspective	Learnability	
3	3:56	N/A	Uses the Web site in conjunction with the phone	Speed Throughput	Timing of Contact process may not reflect current business reality
4	5:04	1	Would only expect to enter the ZIP code.	Errors	Combining customer intelligence gathering and search blurs focus and extends process
5	6:20	1	Finds the process slow and cumbersome	User Satisfaction	Combining customer intelligence gathering and search blurs focus and extends process
6	8:12	1	Chooses incorrectly because option to buy is absent	Errors	Instructional content is unclear and confusing
7	8:50	1	Language is confusing and functionality. Does not get the weighting of the search results	Errors	Advanced search functionality offered at wrong juncture
8	10:05	1	Would prefer simple search / advanced search option	User Satisfaction	Advanced search functionality offered at wrong juncture
9	11:38	1	Form seems more like a registration form than a search	Engagement	Combining customer intelligence gathering and search blurs focus and extends process
10	13:00	1	Contact me functionality may not be desired. Would rather be in control	User Satisfaction	Timing of Contact process may not reflect current business reality
11	13:50	1	Would at least like the phone #s up front	User Satisfaction	Immediate search results do not provide enough data
12	14:15	1	May have not had a problem with giving info if he knew why we needed it	Engagement	Instructional content is unclear and confusing
13	16:29	3	Refers to advanced search feature idea. Would expect that to allow him to specify those details	User Satisfaction	Advanced search functionality offered at wrong juncture

14	17:30	3	Assuming that all fields are required. Makes a best guess that may generate errors	Errors	Instructional content is unclear and confusing
15	19:30	3	Even after being explained, the weighted search still not clear.	Learnability	Instructional content is unclear and confusing

Name: Carlos

Date: 1/29/03

#	Time	Scenario #	Observation	Objective	Challenge
1	3:17	1	Title seems to work for him	Learnability	
2	3:33	1	Don't see the fields as necessary	User Satisfaction	Combining customer intelligence gathering and search blurs focus and extends process
3	4:42	N/A	Uses the tab key to tab between fields	Speed Throughput	
4	6:35	1	Chose wrong option because option of buying wasn't there	Errors	Instructional content is unclear and confusing
5	8:00	1	Believes that Weighting feature is a marketing tool. Possibly due to language "what are you interested in?"	Learnability	Instructional content is unclear and confusing
6	10:18	1	Describes a need for the weighting feature even though he didn't recognize that we offered that ability	Learnability	Advanced search functionality offered at wrong juncture
7	13:11	1	Initiating the call might get a faster response	User Satisfaction	Timing of Contact process may not reflect current business reality
8	15:08	3	Field values may not be accurate (size of project)	Errors	

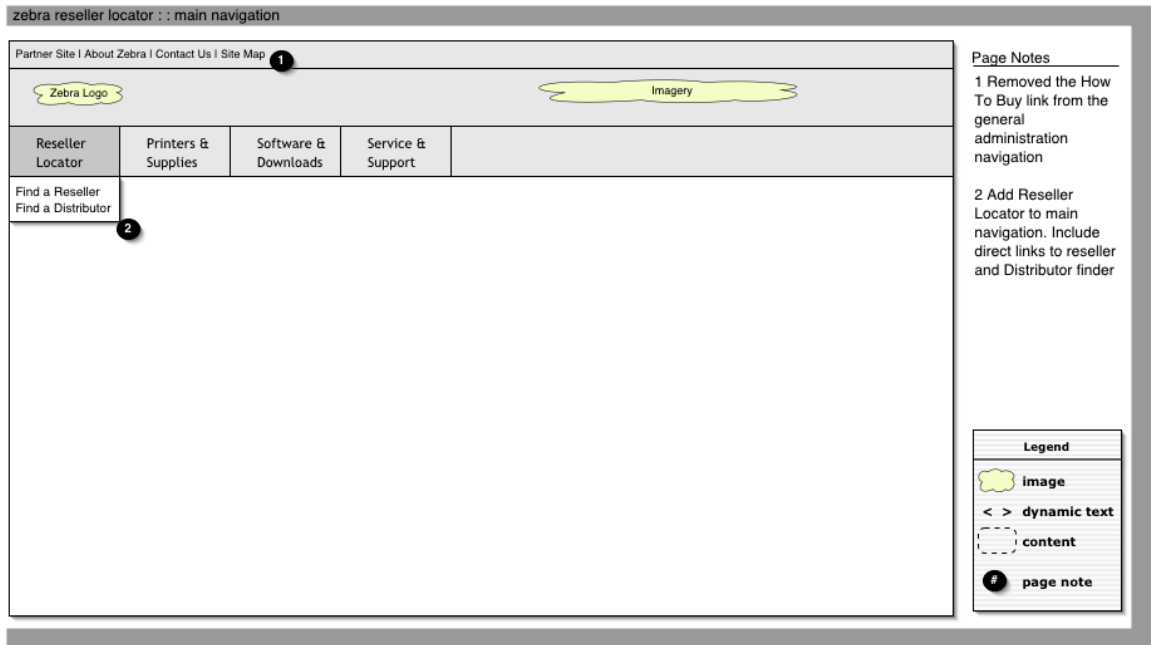
Name: Derek

Date: 1/30/03

#	Time	Scenario #	Observation	Objective	Challenge
1	19:15	1	Chooses all checkboxes incorrectly even though he gets the rest of the fields correct	Errors	Instructional content is unclear and confusing
2	20:09	1	Buy option is absent	Errors	Instructional content is unclear and confusing
3	21:50	1	Understands the sorting of the search results	Learnability	
4	23:53	1	Understands Zebras premier designation and what it means	Learnability	
5	28:54	3	Gets the GSA checkbox	Learnability	
6	5:42	3	Fills in fields even though he doesn't need to.	Errors	Instructional content is unclear and confusing

Appendix B: Architecture recommendations

Zebra Main Navigation



Zebra Reseller Locator Main Page

zebra reseller locator :: main page

Partner Site | About Zebra | Contact Us | Site Map

Zebra Logo Imagery

Reseller Locator	Printers & Supplies	Software & Downloads	Service & Support
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Reseller Locator
 <please enter your location to find the reseller nearest you. For a more detailed search you can use [advanced search](#)>

* required

Email address* 2

Country*

Postal Code*

[advanced search](#) 1

Page Notes

1 Advanced search link allows users who want a more intensive search to bypass simple search

2 Email address will be stored and could be passed on to company's that user views

Legend

- image
- < > dynamic text
- content
- # page note

Zebra Reseller Locator Advanced Search

zebra reseller locator :: advanced search

Partner Site | About Zebra | Contact Us | Site Map

Zebra Logo Imagery

Reseller Locator	Printers & Supplies	Software & Downloads	Service & Support
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Reseller Locator :: Advanced Search
 <please fill out the fields below to find a reseller that more closely matches your needs>

* required

Email address*

Country*

Postal Code*

I am looking for 1

<input type="checkbox"/> Bar Code Printers	<input type="checkbox"/> Software
<input type="checkbox"/> RFID Printers	<input type="checkbox"/> Supplies, Parts, Accessories
<input type="checkbox"/> Card Printers	<input type="checkbox"/> Integration Services
	<input type="checkbox"/> Service and Support

Continued on advanced search 2

Page Notes

1 More direct use of language that is more appropriate to searching

Legend

- image
- < > dynamic text
- content
- # page note

Zebra Reseller Locator Advanced Search (cont.)

zebra reseller locator :: advanced search

I am looking for products that support the following

Application

Market / Industry

Project Size

I want to

Buy Zebra Products

Resell Zebra Products

Lease Zebra Products

I only want to see GSA (government-certified) partners / resellers

Legend

image

< > dynamic text

content

page note

Page Notes

Zebra Reseller Locator Search Results

zebra reseller locator :: main page

Partner Site | About Zebra | Contact Us | Site Map

Reseller Locator	Printers & Supplies	Software & Downloads	Service & Support
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Reseller Locator Search Results

Your search yielded <#> results for resellers meeting these criteria:

Location: <zip code or country> Products: <product list>

Application: <application> <GSA>

Market / Industry: <market / industry>

Project Size: <project size>

Search Again

Zebra Resellers <sorting instructions>							
Name	Partner Level	Zip Code	Applications	Markets/ Industries	Products	Project Sizes	Contact Info
Test Corp.	Premier	60640	WMS Integration Supply Chain	Law Enforcement Automotive	Product 1 Product 2	\$10,000 - \$150,000	Contact Info
Test Corp.	Premier	60640	WMS Integration Supply Chain	Law Enforcement Automotive	Product 1 Product 2	\$10,000 - \$150,000	Contact Info
Test Corp.	Premier	60640	WMS Integration Supply Chain	Law Enforcement Automotive	Product 1 Product 2	\$10,000 - \$150,000	Contact Info
Test Corp.	Premier	60640	WMS Integration Supply Chain	Law Enforcement Automotive	Product 1 Product 2	\$10,000 - \$150,000	Contact Info

Legend

image

< > dynamic text

content

page note

Page Notes

1 Text repeats what factors the user search on in a list format


2 Contact info is a link that will capture the users interest and email address for that particular company

3 User should be able to sort listings by clicking on column headers. Initial sort would be Partner status

Zebra Reseller Locator Contact Pop Up

zebra reseller locator : : contact pop up

<Company Name>

<Address> 

<City> 1

<State>, <ZIP>

<Country>

<Phone>

<FAX>

<Web Site>

<Description>

I would like this company to contact me 2

Someone will respond to you in 3 business days

First Name

Last Name

Job Title

Address

City

State (US) **Country**

Phone

[Close Window](#)


Page Notes

1 Pop up window contains detail about the chosen company


2 Contact form allows user to be contacted and fill in forms within context.


Also, form fields should be prepopulated on return to page

Legend

 image

< > dynamic text

 content

 page note