

Ace Hardware YardRX Review

Summer 2025



Study overview

Goal

The Scotts Miracle-Gro UX team conducted a study in June 2025 to capture participant's experience and thoughts on the competitor site experience, Ace YardRX.

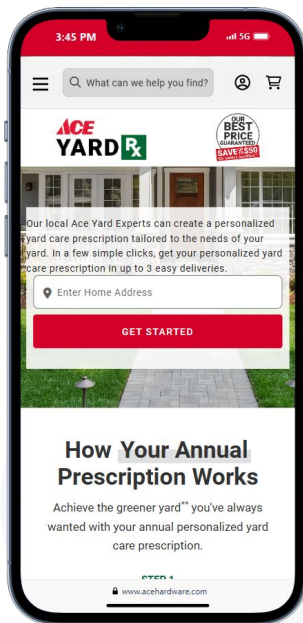
Using remote interviews, we had 8 contributors go through the landing page and results page, sharing their thoughts on their experience to provide insight into the following research objectives:

Research Objectives

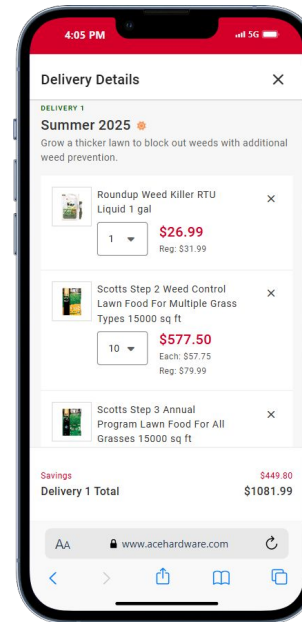
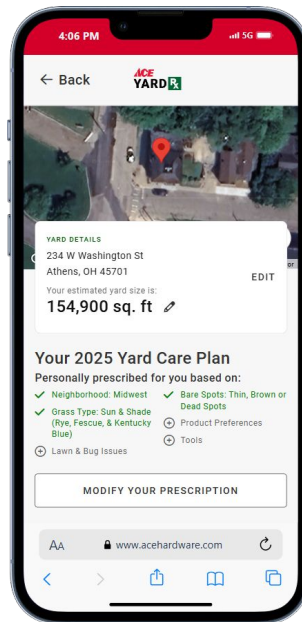
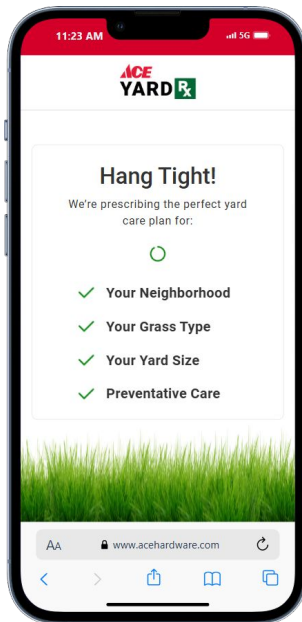
- 1 What are the participants' expectations and impressions of the YardRX site experience?
- 2 Did participants understand their results? When they're going to receive their products, and when they're going to be charged?
- 3 Did participants feel confident in the personalization of their yard care plan?
- 4 What pain points or point of friction did participants face throughout the entire experience?

Pages Tested

Landing Page



Results Page



Ace YardRX Flow

The Ace YardRX is an **automated tool that provides users with a personalized yard care plan.**

- The process includes entering a home address and confirming grass type (depending on region) before receiving auto-generated insights about their lawn.
- At the end of the flow, the user is provided with product recommendations tailored to their lawn needs with the option to modify their plan for greater personalization.

The screenshot displays the Ace YardRX website interface. At the top, the location is set to 'Athens - Richland Ave' with a status of 'Open until 7 PM'. User options include 'Hi there! Sign In or Join' and a shopping cart icon. The navigation bar features 'ACE The helpful place.' logo, and links for 'Shop', 'Services', 'Projects & Tips', and 'Savings'. A search bar prompts 'What can we help you find?'. The main visual is a large image of a house with a lawn, overlaid with a white box containing the 'ACE YARD RX' logo and a circular badge stating 'OUR BEST PRICE GUARANTEED' and 'SAVE UP TO \$50 On select bundles'. Below this, the text reads 'Your Annual Prescription for a Beautiful Yard'. On the right, a text box explains: 'Our local Ace Yard Experts can create a personalized yard care prescription tailored to the needs of your yard. In a few simple clicks, get your personalized yard care prescription in up to 3 easy deliveries.' Below this is a form to 'Enter Home Address' with a dropdown showing '234 W Washington St, Athens, OH' and a red 'GET STARTED' button.

TL;DR



Automation of yard care plan exceeded expectations

Participants appreciated the site's ability to automatically generate yard information from just their address, making the experience feel quick and effortless — especially for those unsure of their yard details.

Unclear path to PDP reduced product clarity and confidence

Almost all participants missed the opportunity to view PDP's due to unclear CTA on the results page after mentioning wanting more product information like when and how to use. This limited their understanding of the recommended products and weakened the confidence in the yard care plan.

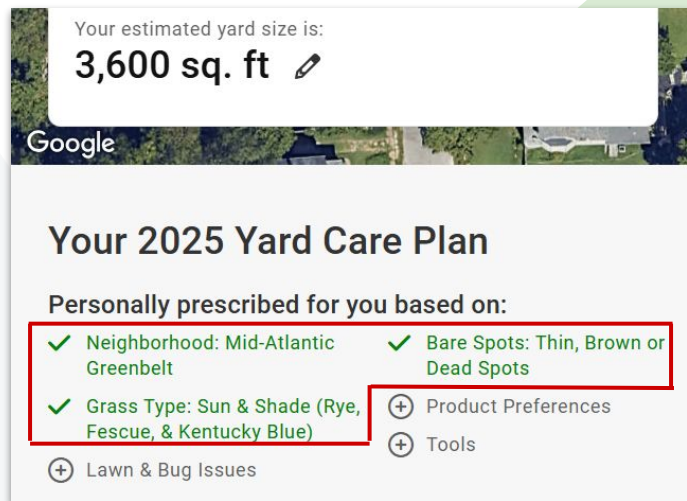
Limited lawn care knowledge influenced trust in recommendations

While a few participants modified their yard care plan by adding or removing products, most expressed hesitation or avoided making changes altogether due to a lack of confidence in their lawn care knowledge and experience.



Study Findings

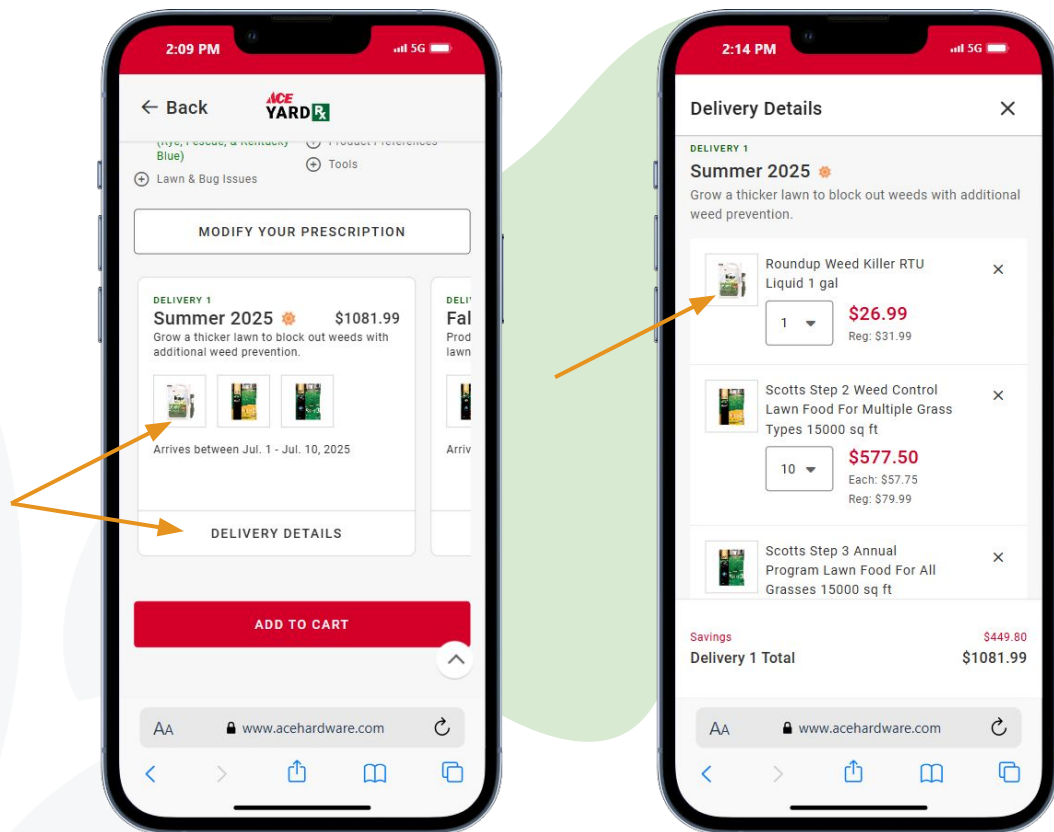
Automation of yard care plan exceeded expectations



Participants felt that the experience of getting a yard care plan was very quick and easy, by only having to enter their address.

- Many appreciated the ability to identify info about their yard for them
 - This was especially helpful for those who were uncertain about their yard size or grass type
- Participants expected to answer questions or provide specific details about their yard
- Most participants trusted the predictions, though a few called out inaccuracies that impacted confidence

Unclear path to PDP reduced product clarity and confidence



When reviewing the results page, almost all participants **missed the opportunity to navigate to the PDP** of the products in their plan.

- Due to the lack of CTA on the results and delivery details page
- As a result, some participants failed to understand the benefits of the products or how to use them

Willingness to trust driven by limited lawn care knowledge

The screenshot shows a mobile app interface with a survey form. At the top, the status bar shows the time as 09:03 and battery at 83%. The browser address bar shows the URL <https://www.acehardware.com/ace>. The form is titled "Step 13 of 22" and has a timer showing 00:09:47. The question asks: "Did you provide any additional yard details to improve/modify the product recommendation? If yes, what additional details did you add. If no, why not? Explain your answer." There are three radio button options: "Yes" (selected), "No", and "Unsure". A blue "Next" button is at the bottom. A blue circle with a minus sign is overlaid on the left side of the form.

When reviewing their yard care plan, only a few participants removed or added products from their plan.

- Those who did appreciate the ability to remove products they already owned or didn't feel was necessary
- However, many participants did not feel confident in removing products due to lack of lawn care knowledge

"This would be nice because I'm always forever looking up when I'm supposed to fertilize, when I'm supposed to this or that, so it'd be nice to have it automated."

Some additional themes we are seeing from testing...

1

Payment and delivery details align with expectations

When reviewing the billing and shipping details, participants clearly understood that the dates roughly align with the start of each season. This seasonal timing helped reinforce that the plan is tailored to their lawn care needs throughout the year and that products would arrive just when needed.

2

Confidence in personalization tied to modification clarity

When reviewing the yard care plan, participants who quickly understood the ability to modify or add details about their yard had a greater confidence in the personalization. This understanding helped build trust that the product recommendations reflected their specific lawn needs or preferences.

3

Overlooked tooltips limit education and plan modifications

Various tooltips across the site were overlooked, resulting in missed opportunities to educate users or drive plan modifications. For example, some participants did not realize that the “Lawn & Bug Issues” was an interactive element that allowed them to provide additional details about their yard. This was especially confusing for desktop users where the modify CTA was featured below the fold, further limiting discoverability.

Grass type: ?



Sun & Shade (Rye,
Fescue, & Kentucky
Blue)



Tall Fescue

Your 2025 Yard Care Plan

Personally prescribed for you based on:

- ✓ Neighborhood: Mid-Atlantic Greenbelt
- ✓ Bare Spots: Thin, Brown or Dead Spots
- ✓ Grass Type: Sun & Shade (Rye, Fescue, & Kentucky Blue)
- + Product Preferences
- + Tools
- + Lawn & Bug Issues



Takeaways & Recommendations

Takeaways

What did we learn?

- 1 Automation made getting a yard care plan quick and seamless, removing the need for manual input
- 2 Overlooked tooltips throughout the site limited the ability to learn and adjust their plans effectively
- 3 Participants with limited lawn care knowledge relied on the default recommendations and rarely removed products from the plan

How can we stretch our superpowers?

- 1 Getting a yard care plan felt effortless, how can we balance automation with optional user control for those seeking greater input?
- 2 How might we incorporate education into the user journey to enhance decision-making and trust in recommendations?
- 3 Participants wanted more product clarity, how might we surface PDP details and usage tips directly within the results page?