

For UX Strategy Audible/Audiobook - Images to accompany your listening!



This document includes the diagrams or imagery that are mentioned as references in the Audible/audiobook recording of [UX Strategy \(2ed\)](#) as well as numerous bonus ones.

Please buy the hardcopy or Kindle version of the book if you would like see all of the images and photography.

Please leave a review on Audible, especially if you enjoyed the book! It was recorded in a professional studio in Los Angeles, CA USA during May 2021 and completely self-funded.

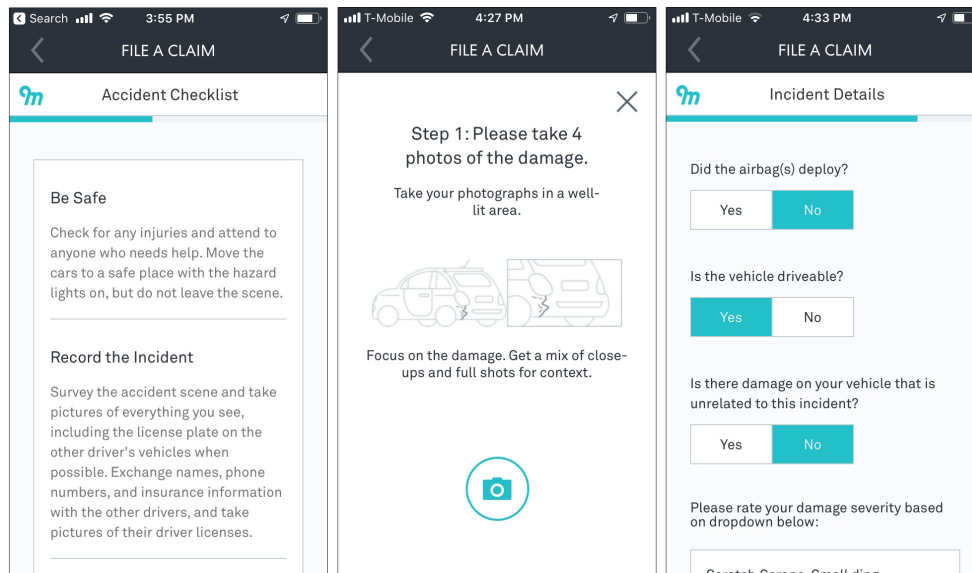


FIGURE 1-1

Various screens within Metromile's claims flow

Experience Strategy

The strategy that you develop for your product ought not evolve in isolation. Even though the value of user experience is clear, your over-arching reasons for providing something should be considered with equal weight.

Jesse James Garrett describes the phrase Experience Strategy thusly:

$$\text{Experience Strategy} = \text{Business Strategy} + \text{UX Strategy}$$

A mental model helps you visualize how your business strategy looks compared to the existing user experience. Thus, it is a diagram that can support your experience strategy.

FIGURE 1-2

Sidebar from the book *Mental Models* © 2008 Rosenfeld Media, LLC

For UX Strategy Audible/Audiobook - Images to accompany your listening!

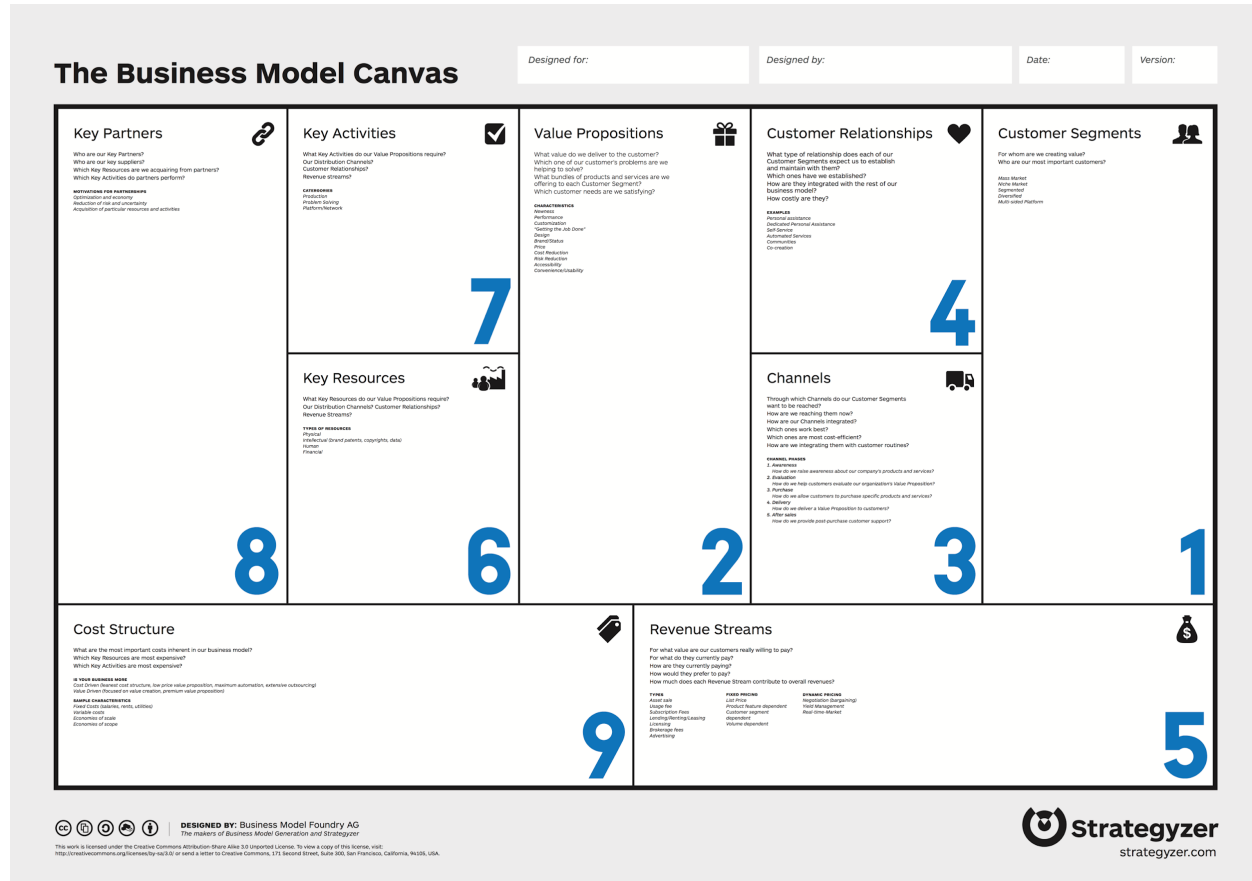


FIGURE 2-2

Business Model Canvas: Nine business model building blocks, Osterwalder, Pigneur, et al. 2008

For UX Strategy Audible/Audiobook - Images to accompany your listening!



FIGURE 2-3

Lean Canvas: Adapted from The Business Model Canvas, Ash Maurya, 2010



FIGURE 2-4

The traditional value chain

For UX Strategy Audible/Audiobook - Images to accompany your listening!

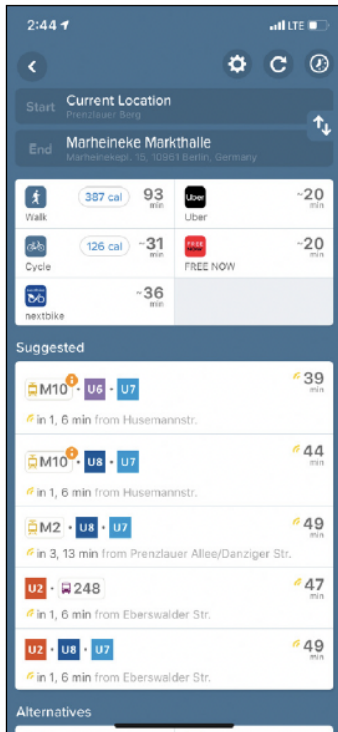


FIGURE 2-7

I view my route options

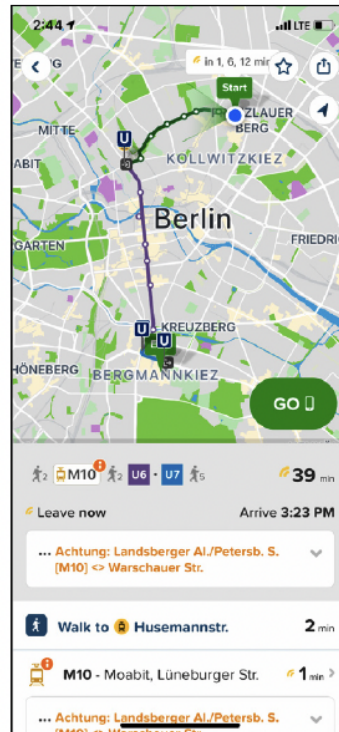


FIGURE 2-8

I view the overall journey and walk to the tram platform



FIGURE 2-9

At the platform, I see from the sign that the tram is on schedule

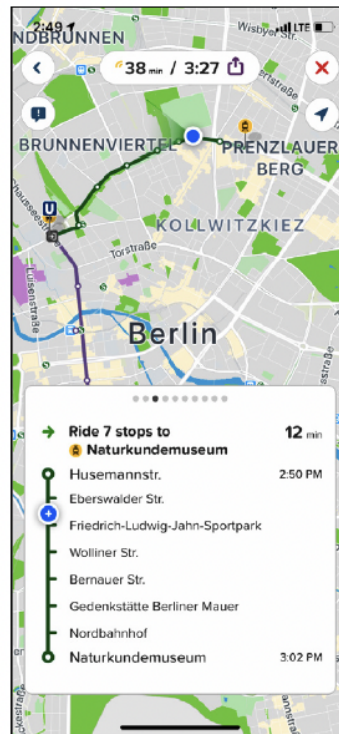


FIGURE 2-10

I see that I'm approaching the second of seven stops

For UX Strategy Audible/Audiobook - Images to accompany your listening!

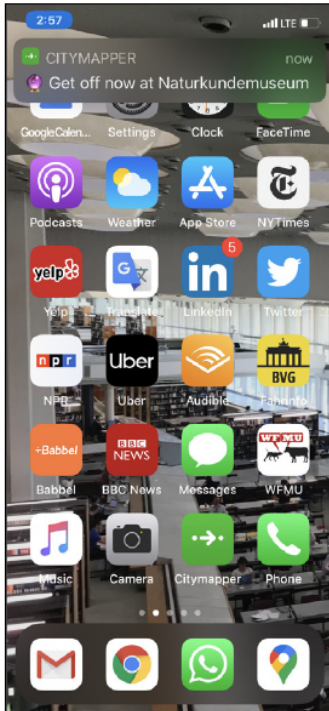


FIGURE 2-11
My phone alerts me to get off at the next stop

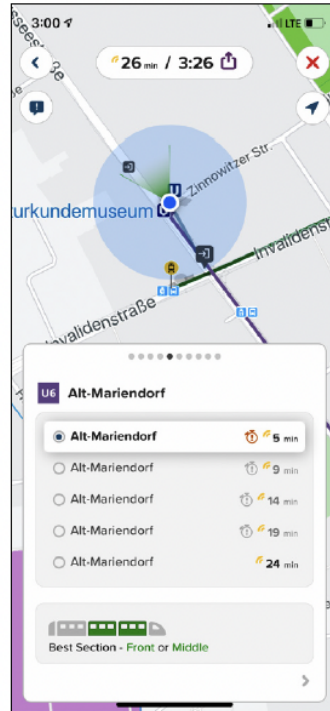


FIGURE 2-12
At the U-bahn platform, I see the best section to sit on the train



FIGURE 2-13
The train enters the station at the expected time

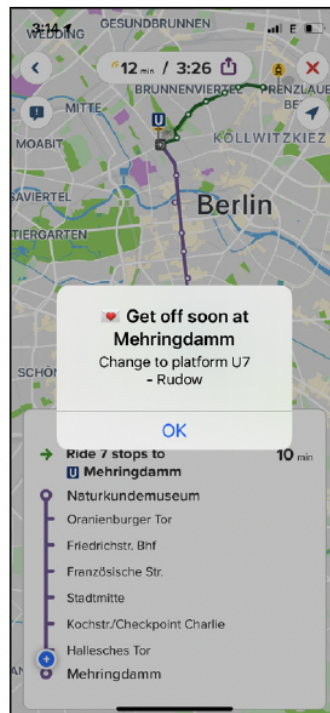


FIGURE 2-14
My phone alerts me to prepare to change platforms at the next stop

For UX Strategy Audible/Audiobook - Images to accompany your listening!

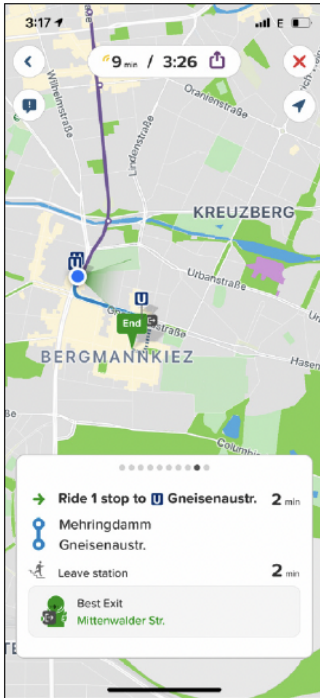


FIGURE 2-15

I see what is the best exit to leave the station once I get off

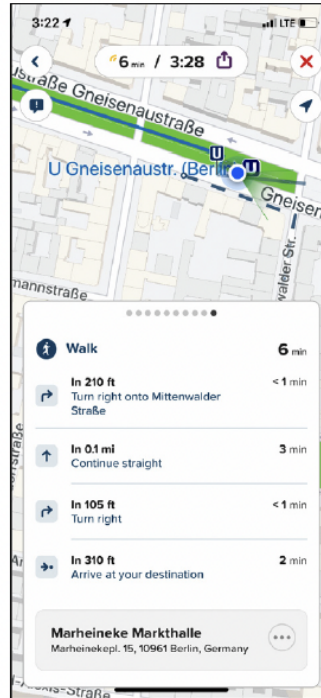


FIGURE 2-16

I check to see my walk route and how long it should take

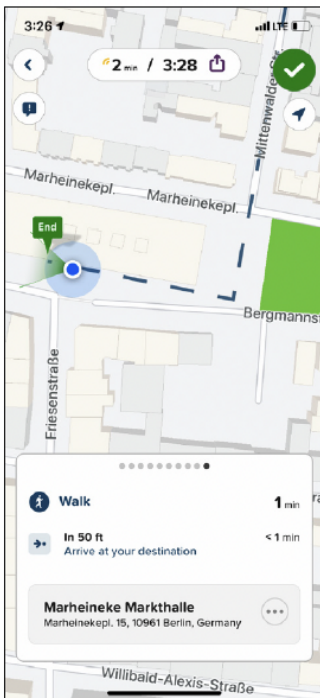


FIGURE 2-17

I see I'm at the end of my walk route and put my phone away



FIGURE 2-18

I meet my friend and his daughter at the flea market on time



FIGURE 3-2

A machine-generated value proposition that says "Airbnb for Wedding Venues"

Value-conscious spouses-to-be in Los Angeles



Description

Engaged person in their 30s
Lives in Los Angeles
Employed full-time

Behaviors

Looks at parks and gardens as possible venues
Does wedding planning on her lunch hour and on weekends
Open to compromise to save money
Has used Airbnb to find unique places to stay

Needs & Goals

Dreams of a formal mid-sized wedding
Wants the ceremony to be outdoors
Needs the total cost to stay within budget
Needs an easy way to learn more about venues without having to call each one

FIGURE 3-4

Bitá's provisional persona for a value-conscious bride-to-be in Los Angeles

For UX Strategy Audible/Audiobook - Images to accompany your listening!

COMPETITIVE ANALYSIS MATRIX						
Airbnb for Weddings is an online marketplace for listing and renting private properties as wedding venues.	URL of Website or App Store Location	Login Credentials	Value Proposition	Year Founded	Funding Rounds	Revenue Streams
DIRECT COMPETITORS						
Wedding Spot	https://www.wedding-spot.com	wonderfulwedding2020@gmail.com password: Wedding2020!	Wedding Spot is an online marketplace that allows wedding planners to search, price, and book wedding venues.	2013	Raised \$3.2M in 2 rounds from 3 lead investors	Venue listing fee/advertising
Here Comes the Guide	https://www.herecomestheguide.com	wonderfulwedding2020@gmail.com password: Wedding2020!	Here Comes the Guide provides nation-wide wedding vendor listings to spouses-to-be.	1989	Fully funded by the founder	Advertising
Wedgewood Weddings	https://www.wedgewoodweddings.com	wonderfulwedding2020@gmail.com password: Wedding2020!	Wedgewood Weddings provides wedding service packages with 40+ partnering venues across the U.S. to spouses-to-be.	1986	Unknown	All-inclusive wedding venue package for customers
INDIRECT COMPETITORS						
The Knot	https://www.theknot.com	wonderfulwedding2020@gmail.com password: Wedding2020!	The Knot is an all-inclusive wedding website providing planning tools and a business platform that connects spouses-to-be with wedding vendors, including wedding venues.	1996	IPO'd in 2005; privatized in 2018 to be owned by Permira Funds and Spectrum Equity; current investors in Wedding Wire. Raised \$19.6M in 3 rounds before 4/15/1999 from 3 lead investors	Local advertising (listing subscriptions; being paid by local vendor is their primary revenue stream. National advertising.
Wedding Wire	https://www.weddingwire.com	wonderfulwedding2020@gmail.com password: Wedding2020!	WeddingWire is a global marketplace connecting engaged couples with local wedding professionals.	2007	Raised \$381.1M in 5 rounds	Vendor advertising
HitchBird	https://www.hitchbird.com	wonderfulwedding2020@gmail.com password: Wedding2020!	HitchBird is a wedding website providing destination wedding vendor listings in the Asian Pacific region to spouses-to-be around the world.	2015	Raised unknown amount of money in seed round in 2018	Advertising

FIGURE 4-3

Competitive research spreadsheet example

Discover new keywords

START WITH KEYWORDS

START WITH A WEBSITE

Enter products or services closely related to your business

Add another keyword

English (default)
United States

Enter a domain to use as a filter

GET RESULTS

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business.

[Learn more](#)

Using your site will filter out services, products, or brands that you don't offer

FIGURE 4-8

The Google Ads Keyword Planner tool for accessing Google data about the popularity of search terms

For UX Strategy Audible/Audiobook - Images to accompany your listening!

Q "wedding venues"

Broaden your search:

+ outdoor event venues

+ event venues

+ private function venues

+ formal event venues

+ party venues

+ wedd

Exclude adult ideas

ADD FILTER

595 keyword ideas available

☐

Keyword (by relevance) ↓

Avg. monthly searches

Competition

Ad impression share

Top of page bid (low range)

Top of page bid (high range)

Keywords you provided

☐

wedding venues

100K – 1M

Low

–

\$0.90

\$3.50

Keyword ideas

☐

wedding venues near me

100K – 1M

Low

–

\$1.03

\$3.68

☐

venues near me

10K – 100K

Low

–

\$0.91

\$4.50

☐

cheap wedding venues

10K – 100K

Medium

–

\$0.85

\$2.99

☐

outdoor wedding venues

10K – 100K

Low

–

\$0.95

\$3.00

☐

wedding reception venues

1K – 10K

Low

–

\$1.01

\$3.91

☐

small wedding venues

1K – 10K

Low

–

\$0.97

\$4.50

FIGURE 4-9
A partial keyword result set screen that was generated by the Google Ads “Discover new keywords” function

crunchbase pro

Q Search Crunchbase

Advanced ▾

UPGRADE NOW

Feed

Lists ▾

Resources ▾

Account ▾

Search Companies

SAVE SEARCH

Companies

People

Investors

Funding Rounds

Acquisitions

Schools

Events

Hubs

Saved

Filters

CLEAR (2)

APPLY PREFERENCES

Overview • (2)

Description Keywords

E.g. 'RegTech', 'Account-based'

venue X

Headquarters Location

E.g. Japan, Boston, Europe

Industry

E.g. SaaS, Android, Cloud

Wedding X

Number of Employees

110001+

Founded

44 results

EDIT VIEW

EXPORT TO CSV

CONNECT TO CRM

☐	Organization Name ▾	Description ▾	Headquarters Location ▾	CB Rank (Com... ▾	Industries ▾
☐	1. Hunliji	Hunliji is a wedding planner application that helps couples in China with the planning and sharing of ...	Hangzhou, Zhejiang, China	18,195	Apps, Event Management, Wedding
☐	2. Wedding Spot	Wedding Spot is an online marketplace that allows users to search, price, and book wedding venues.	San Francisco, California, United S...	36,623	Events, Internet, Location Based S...
☐	3. EVENTup	EVENTup is the #1 destination to find and book venues.	Chicago, Illinois, United States	45,954	Event Management, Events, Marke...
☐	4. Arrow Park	Arrow Park is a provider of wedding and event venue intended to provide a scenic, noncommercial, and ...	Monroe Township, New Jersey, Uni...	76,712	Event Management, Events, Weddi...
☐	5. Broom	Fintech startup focused on making dream weddings affordable for more US couples	Boston, Massachusetts, United Sta...	128,039	Consumer Lending, Credit, E-Com...
☐	6. The Hitch	The Hitch is a marketplace for discovering and booking wedding venues.	Brooklyn, New York, United States	129,296	Business Intelligence, Content Dis...
☐	7. Mayflower Venues	Mayflower Venues finds and customizes unique spaces like farms, fields, orchards and beaches to ...	Boston, Massachusetts, United Sta...	145,959	Event Management, Online Portals,...
☐	8. Canvas	Canvas is a simple and easy to use platform which takes away the hassle of finding the perfect venue for ...	London, England, United Kingdom	184,734	Event Management, Events, Music ...
☐	9. Funkey Token Inc.	Saas, Big Data, Blockchain, Hospitality, Consumer, Bar & Tavern,Events, App, green technology, clean ...	Calgary, Alberta, Canada	394,207	Analytics, Apps, Blockchain, Brewi...
☐	10. OldMill	OldMill provides picturesque settings for events, meetings, dining, wedding venue and for outdoor ...	Toronto, Ontario, Canada	432,107	Events, Hospitality, Outdoors, Wed...

FIGURE 4-11
Crunchbase Pro's result set screen after searching organizations in the wedding industry

For UX Strategy Audible/Audiobook - Images to accompany your listening!

COMPETITIVE ANALYSIS MATRIX			
Your Value Prop Goes Here	URL of Website or App Store Location	Login Credentials	Value Proposition
DIRECT COMPETITORS			
Competitor Name 1			
Competitor Name 2			
Competitor Name 3			
Competitor Name 4			
Competitor Name 5			
add more rows if needed			
INDIRECT COMPETITORS			
Competitor Name 1			
Competitor Name 2			
Competitor Name 3			
Competitor Name 4			
Competitor Name 5			
add more rows if needed			

FIGURE 4-12

Competitive Analysis Matrix tool (partial view)

Monthly Traffic: 53.52K views	41 wedding venue listings in 5 states, 14 venues in Southern California. They seem focused on California.	Wedding venues	Instagram: 12.7K followers, last activity in August 2019
Monthly Traffic: 11.5 Million views Category: Lifestyle > Weddings it is #1	Wedding venue listings in 50 states; 700+ venues in Los Angeles	Wedding planning tools Local vendors Wedding content	Twitter: 233k followers, numerous daily posts Facebook: 796k followers, active daily posts Instagram: 1.4m followers, actively daily posts YouTube: 18.9K followers, weekly videos Pinterest: 397k followers, active pin boards

FIGURE 5-3

Highlighted cells showing color-coding of meaningful attributes

SWOT Analysis from the Competitor's Perspective
WEDDING SPOT
Strength: <u>Product features:</u> The Spot Estimate feature increases price transparency. The side-by-side venue comparison feature simplifies the user experience in the initial venue research phase. By providing this price estimation tool to wedding planners, Wedding Spot builds trust between the platform and the users, and reduces the time spent on responding to undesired leads for venues. Weakness: <u>User experience:</u> Since Wedding Spot is a two-sided marketplace and does not have control over pricing, users will still need to reach out to venues to ask for final quotes based on their actual needs. This makes the pricing estimate not as useful. <u>Branding:</u> There is a lack of human touch in Wedding Spot's brand. The choice of website photos and the copies feel venue-centric but not user-centric. Opportunity: <u>New user segment:</u> The Knot could leverage its wedding vendor resources to provide premium wedding venue packages to the customer segment who want professional wedding venue services without worrying about price surcharges. Threat: <u>Regulation:</u> Online advertising faces threats from intensifying regulations, and consumers are increasingly aware of the distinction between advertisement and organic search results, which challenges the company to prove the viability of their current business model.

FIGURE 5-7

Direct competitor analysis example (Wedding Spot)

Airbnb for Weddings – Key Features
1. A result set of options showing affordable yet amazing wedding venues 2. An AI-powered engine that guides the customer seamlessly through wedding preference decision points and then outputs customized wedding packages along with low-cost alternatives 3. A coordination system that helps the customers execute the wedding plan with timely reminders for tracking vendors and activities

FIGURE 6-6

The key features for Airbnb for Weddings

For UX Strategy Audible/Audiobook - Images to accompany your listening!

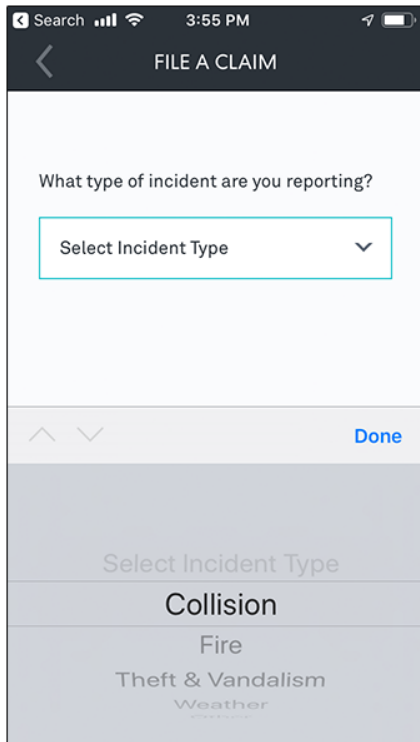


FIGURE 6-6
Customer selects the type of incident

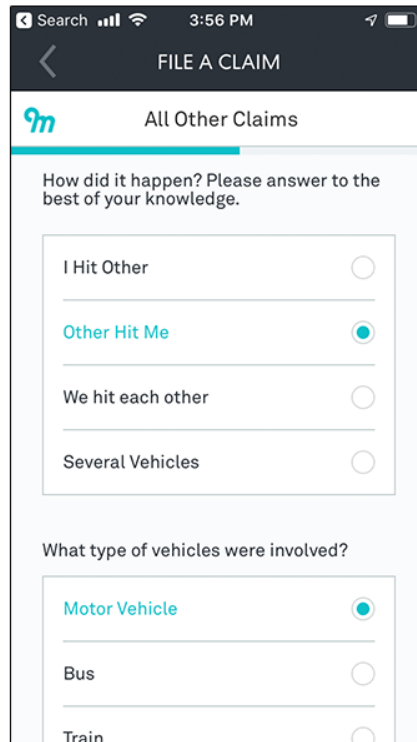


FIGURE 6-7
Customer chooses important details

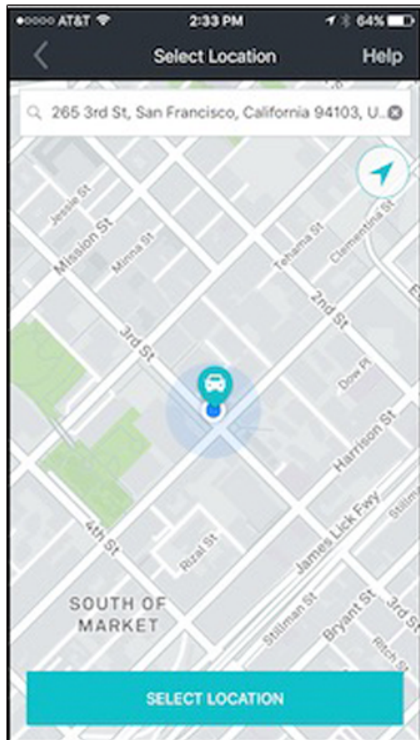


FIGURE 6-8
Customer pinpoints incident location on a map

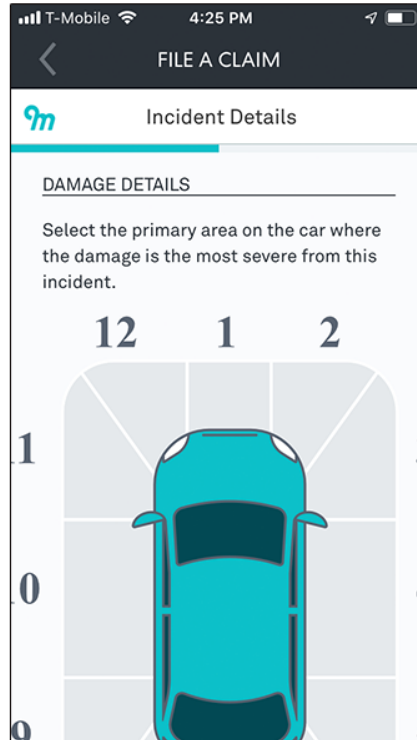


FIGURE 6-9
Customer indicates the areas of damage

For UX Strategy Audible/Audiobook - Images to accompany your listening!

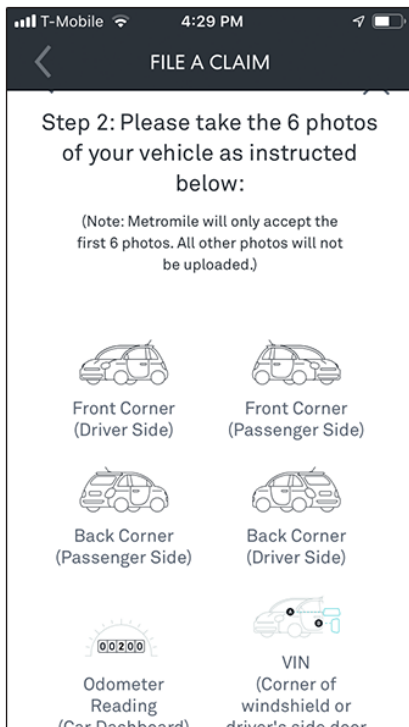


FIGURE 6-10

Customer is prompted to take photos

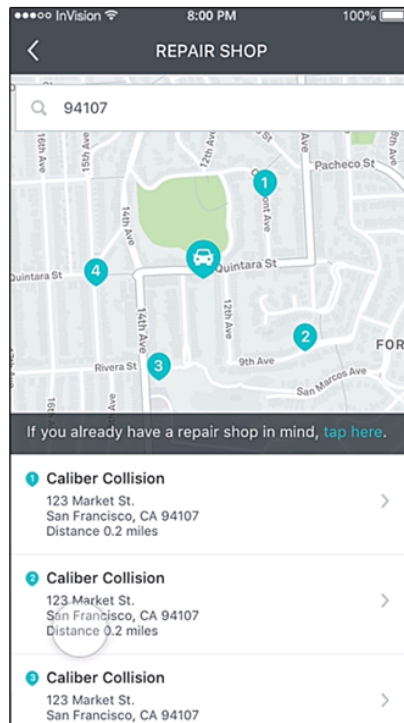


FIGURE 6-11

Customer views a result set of repair shops

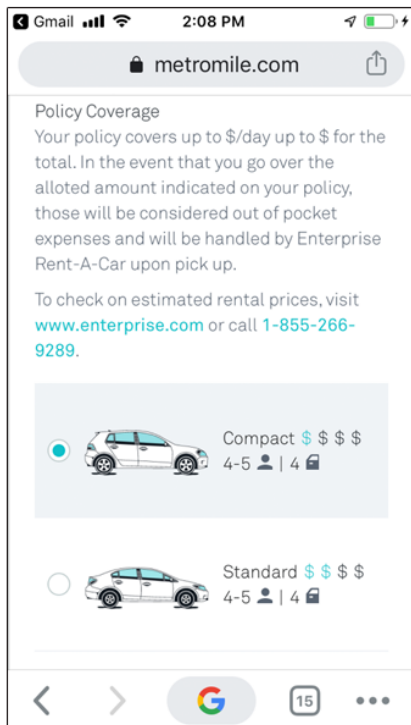


FIGURE 6-12

Customer selects between car rental options

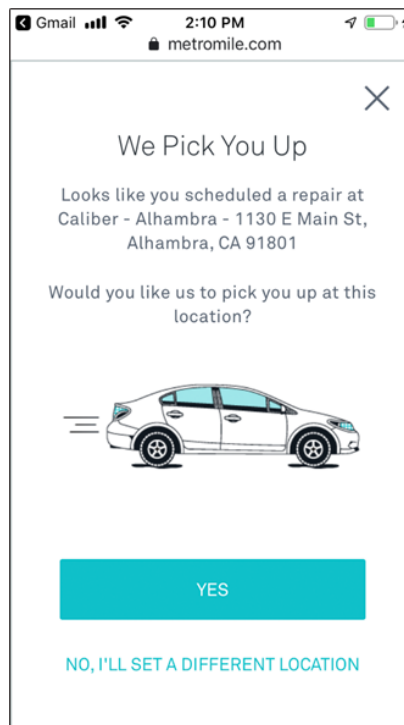


FIGURE 6-13

Customer is prompted with next step options

For UX Strategy Audible/Audiobook - Images to accompany your listening!

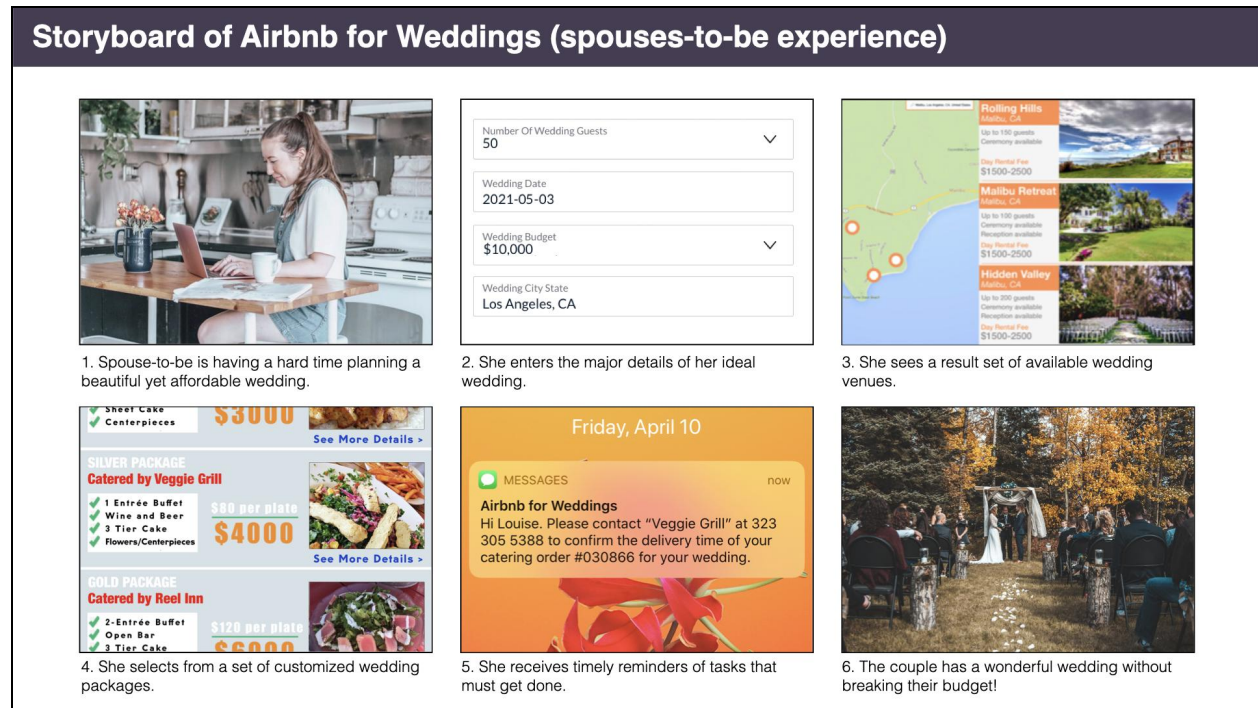


FIGURE 6-17

Storyboard showing value innovation for the spouses-to-be

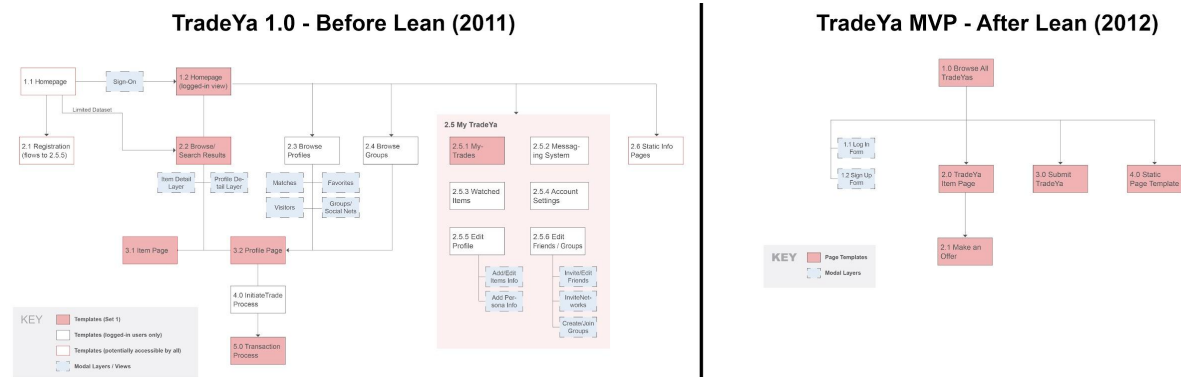


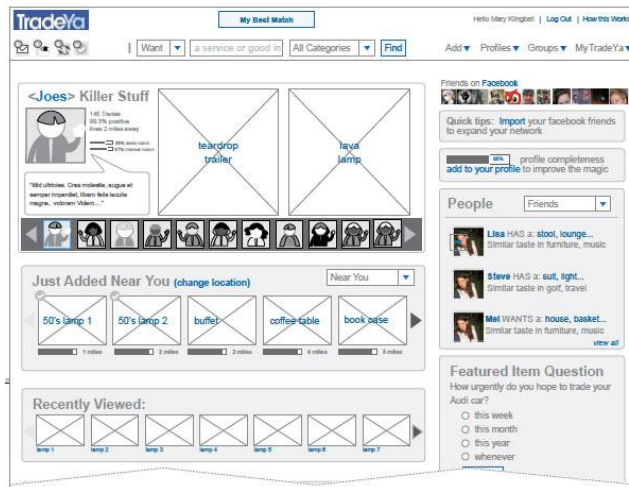
FIGURE 7-5

TradeYa's site map before and after we went Lean

Figure 7-6 shows the before and after of the homepage wireframes.

For UX Strategy Audible/Audiobook - Images to accompany your listening!

TradeYa - Before Lean (2011)



TradeYa - After Lean (2012)



FIGURE 7-6

TradeYa's homepage before and after we went Lean

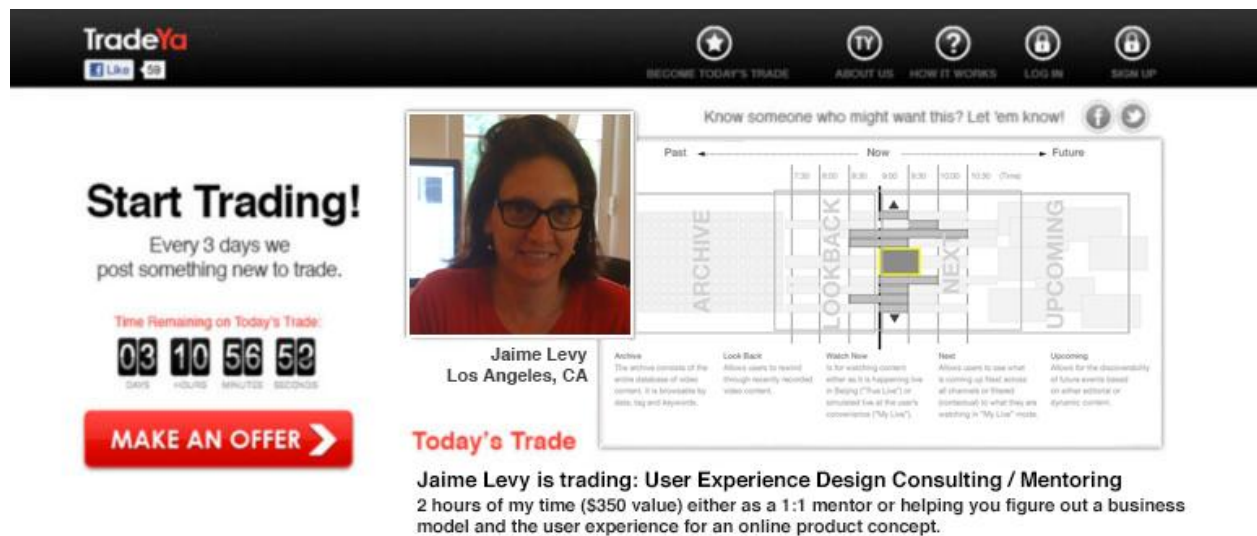


FIGURE 7-7

My own trade of the day on TradeYa

For UX Strategy Audible/Audiobook - Images to accompany your listening!

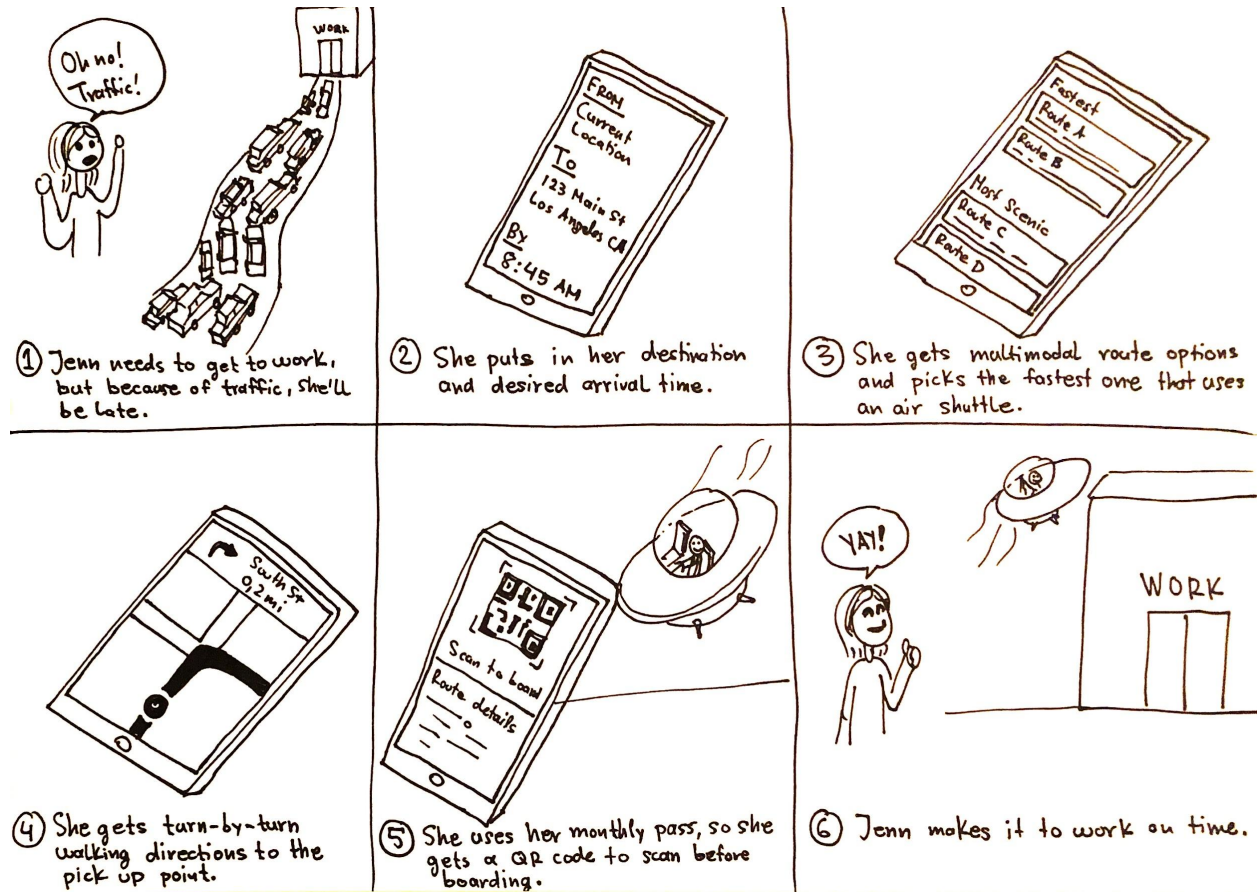


FIGURE 7-8

Jessica's hand-drawn storyboard

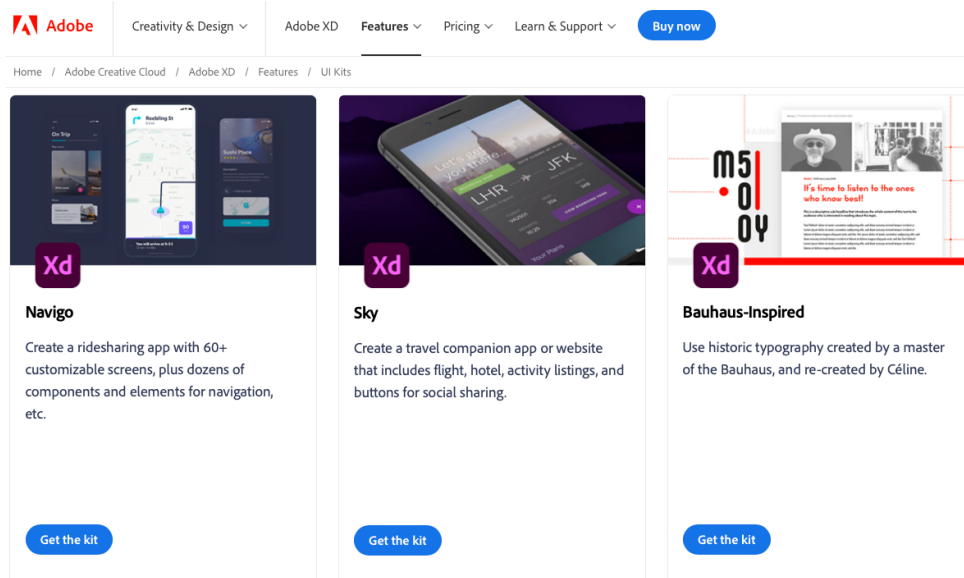


FIGURE 7-9

For UX Strategy Audible/Audiobook - Images to accompany your listening!

A sample of Adobe XD UI kits that Jessica used

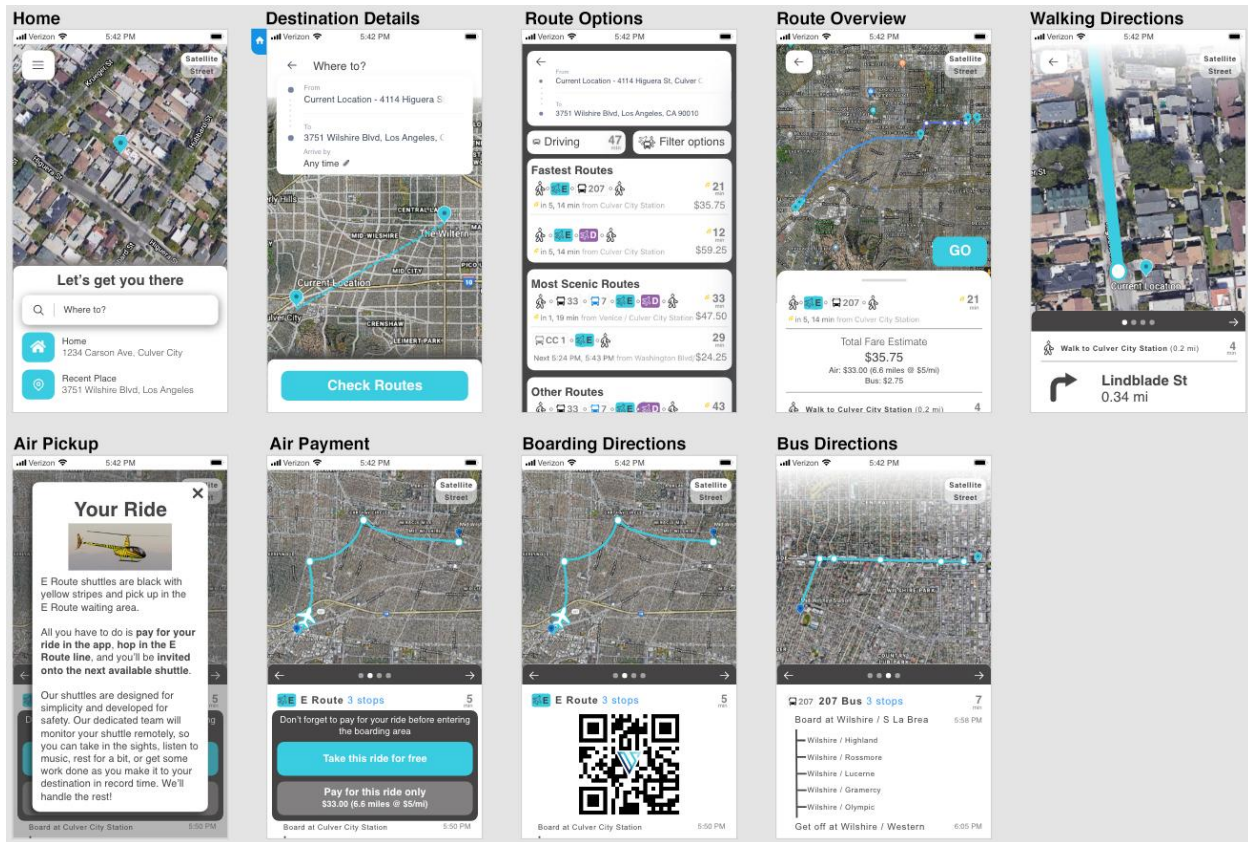


FIGURE 7-10

Jessica's artboards for her prototype screens

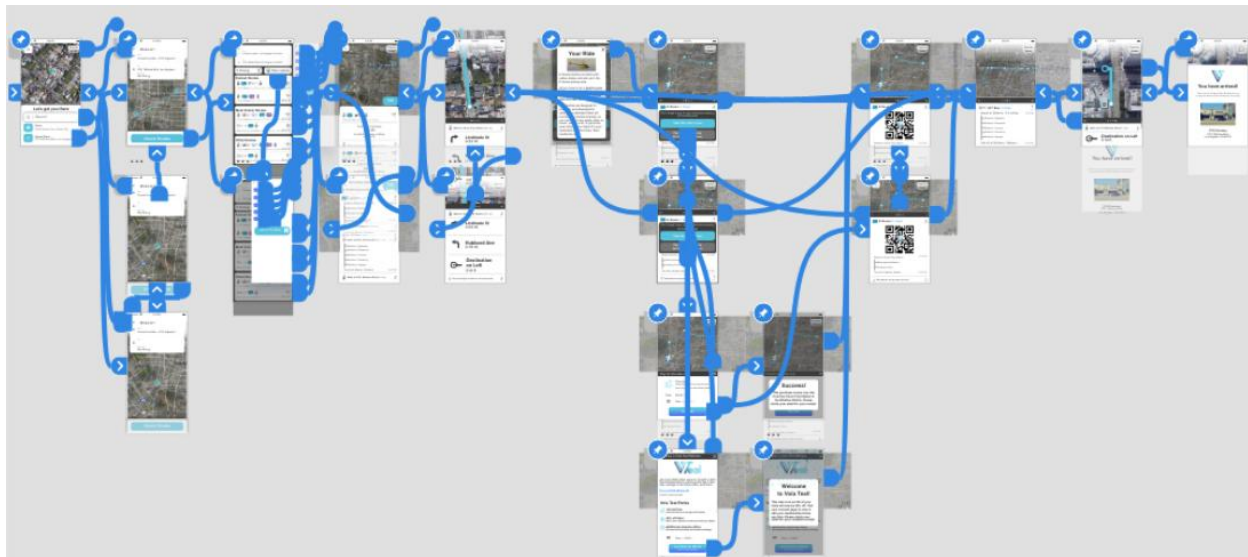


FIGURE 7-11

Jessica's linked prototype reference (see the full prototype at <https://adobe.ly/2XcL3OR>)

For UX Strategy Audible/Audiobook - Images to accompany your listening!

1. Value Proposition: A platform to rent electric vehicles on an hourly basis	4. Experiment Details: Interviewing five people online that were recruited with a Craig's List ad and shown the prototype for feedback	
2. Experiment Type: User Research Study with Prototype		
3. Start/End date: March 2020		
5. Hypotheses Below	6. Validation Questions Below	7. Minimum Success Criteria
Hypothesis # 1 (Value Proposition): Customer segment would like to rent a car on an hourly basis at least once a month because they need to run errands.	Can you envision a need for renting a car on an hourly basis? For what purpose? How frequently might you use the service?	80% positive feedback
Hypothesis # 2 (Business Model): Customer segment will pay at least \$15 an hour to rent a car.	What do you think the right price would be to rent a car by the hour?	80% positive feedback
Hypothesis # 3 (Key Feature #1): Customer segment is more likely to use this service for one-way trips than for round trips.	Do you think you would use this service more for one-way trips or round-trips?	60% positive feedback
Hypothesis # 4 (Key Feature #2): Customer segment cares about the proximity of the car more than the car price/type/quality/year.	What is important to you for renting a car for a 1-3 hour trip? Prompts: 1) price 2) proximity 3) type of car 4) ease-of-use in terms of transaction	60% positive feedback

FIGURE 8-5

Nico's filled-out version of the User Research Experiment Design tool

SET-UP (3-5 MINS)
Can you tell me how you get access to a car for a short period of time (couple of hours to a day)?
What are the issues you have encountered when you need to get a car for a short period of time?
Have you tried any car-sharing services (i.e. Turo) and can you tell me about the experience?

FIGURE 8-8

Nico's setup questions from his user research interviews

For UX Strategy Audible/Audiobook - Images to accompany your listening!

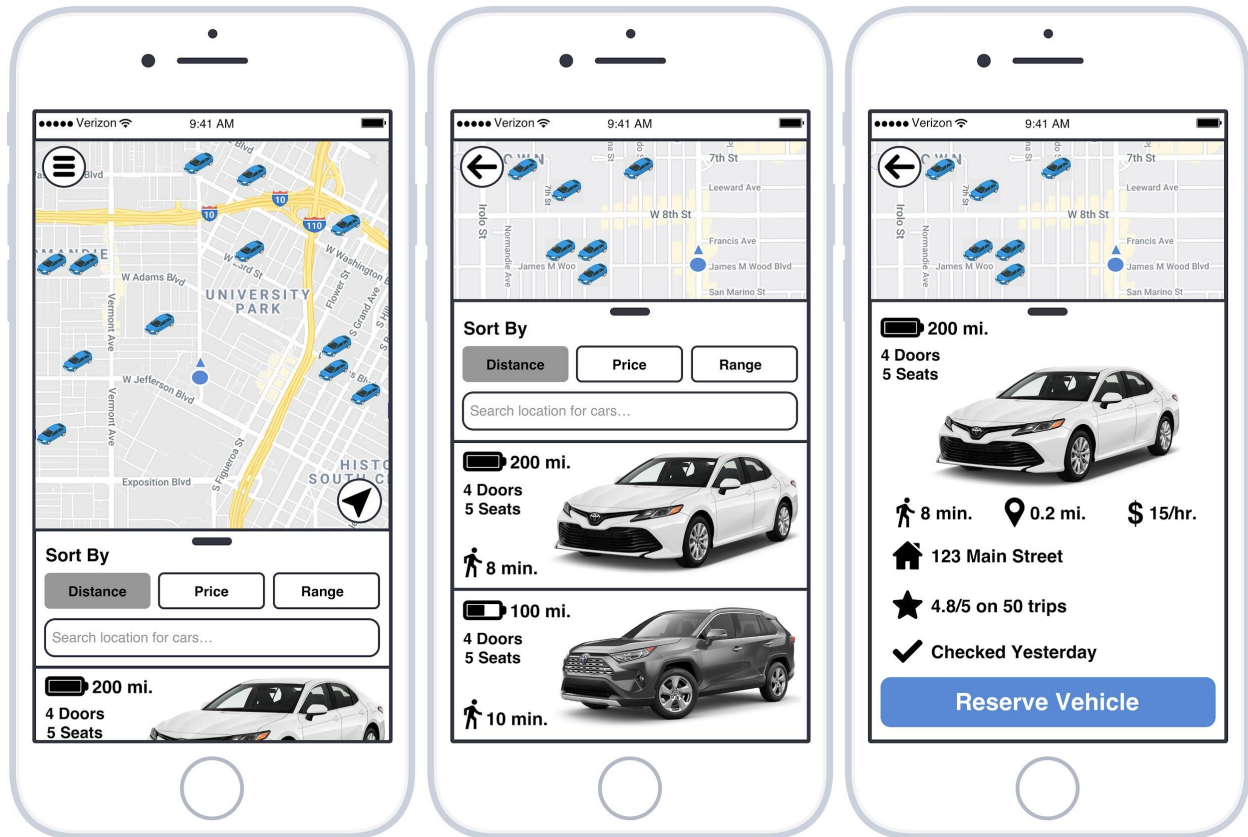


FIGURE 8-9

The first few screens from Nico's car-sharing prototype "Ourly" (patent pending)

PROTOTYPE DEMO (20 MINS)
Screen 1 - Home/Search
I would like you to reserve a car for a couple hours. Look at this first screen, tell me how you would go about selecting a car.
What types of things might you do with a short-term rental?
Screen 2 - Search Results
Looking at the filters, can you rank them in order of importance to you? (key feature #2 validation)
Screen 3 - Item Detail
Is there any information missing from this screen that you would want to know before renting this car?
Do you think that the price per hour is high or low for renting a car? (business model validation)

FIGURE 8-10

HYPOTHESES VALIDATION (3-5 MINS)
Can you envision a need for renting a car on an hourly basis? (value proposition validation)
How frequently might you use this service? (value proposition validation)
Do you think you would use this service more for one-way trips or round-trips? (key feature #1 validation)

FIGURE 8-11

Nico's hypotheses validation questions

Looking for people to give feedback on a new carsharing app (PAID)

Hi! I work for a startup that is developing a mobile app that allows individuals to rent cars on an hourly basis. I am looking to interview Los Angeles residents ONLINE about the product to get your honest feedback and test a prototype. You must have a valid driver's license.

The interview will take about 30 minutes and will be conducted over video conference (using Zoom which is free to download), so we can all stay safe at home. However, you will need to have a webcam on a computer and a decent Internet connection. The interview will take place on Saturday, March 28th during the day and we can book the exact time after we talk. Participants will receive \$15 via Venmo for compensation. If you are interested, please reply with your phone number and a good time to reach you to further discuss this opportunity.



FIGURE 8-12

Nico's Craigslist advertisement for recruiting participants

USER RESEARCH STUDY RECRUITMENT TOOL									
Name	Phone Number	Email Address	Availability	Status	Time Booked	Rating 1-3 based on if they are appropriate for the study (3= yes, 2= maybe, 1= no)	When was the last time you rented a car?	How long do you usually rent a car for?	Additional Notes
Ian Curtis	310-949-1686	icurtis@gmail.com	All day Saturday	Confirmed	9:50 AM	3	last month	2 days	
Peter Hook	213-366-7950	pete_h@yahoo.com	Any time after 11AM	Confirmed	12:00 PM	3	last week	day trip	
Deborah Woodruffe	424-361-3483	debw76@hotmail.com	All day Saturday	Confirmed	2:40 PM	3	last month	3-4 hours	
Stephen Morris	661-758-7844	morris1964@gmail.com	1PM Saturday	Confirmed	3:30 PM	3	last weekend	1 hour to a weekend	
Cate Le Bon	213-411-5331	catecat31@yahoo.com	All day Sunday	backup		2	4 months ago	10 days	
Kurt Cobain	818-746-2776	kurtco@yahoo.com	All day Sunday	backup		2	2 months ago	5 days	
Pete Shelley	626-306-8945	p.shelley@gmail.com	Not provided	backup		2	2 months ago	2-3 weeks	Sounded like he was lying
Mark E. Smith	805-506-3931	emsmith5656@gmail.com	All day Saturday	backup		2	last summer	2 weeks	Was rude
Kim Gorden	424-369-5253	kimmie9d@gmail.com	All day Saturday	awaiting response					
Bernard Sumner	310-679-1438	bernard2323@mac.com	10AM Saturday	awaiting response					
Patti Smith	323-824-2323	patti4386@gmail.com	All day Saturday	awaiting response					
Steve Albini	818-368-4577	steve.albini@gmail.com	Sunday 1:30PM-8PM	need to contact					
Deborah Harry	626-869-3883	debharry@hotmail.com	All day Sunday	rejected		1	never		

FIGURE 8-13

Participant screener and schedule

For UX Strategy Audible/Audiobook - Images to accompany your listening!

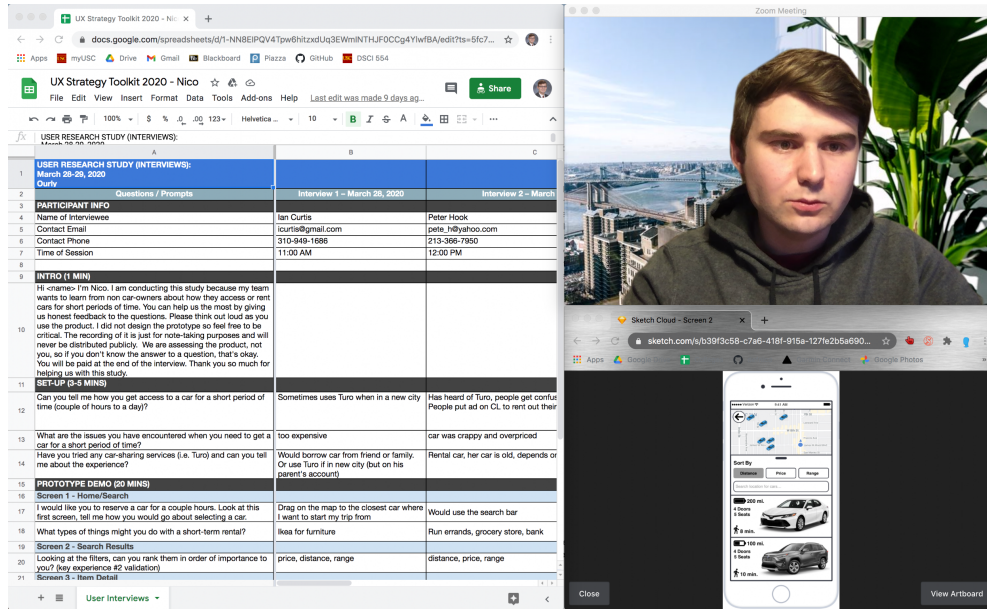


FIGURE 8-14

Nico's desktop configuration during his user interviews

Questions / Prompts	Interview 1 @ 9:50AM	Interview 2 @ 10:50AM	Interview 3 @ 12:00PM
Screen 13 - Trip Summary			
If you had a rental car for just a couple of hours, how many miles do you think you would drive?	40-60 miles	40 miles	10-20 miles for city driving, 75-150 miles for longer trip
Screen 14 - Host Portal			
Would you consider renting out your driveway to one of the fleet vehicles?	Yes would consider being a host	Yes but it depends on how much she got paid	Yes because when she gets to drive it, it would be convenient
Other than being compensated for renting out your spot and having personal access to a car, is there something else that would convince you to be a host?	Security clause so the host knows what to expect	The access is not a big deal since she could walk close by and get a car	Testimonial upstream to encourage people to be a host

FIGURE 8-15

Snippet of Nico's notes from his online interviews

ANALYSIS SECTION	Validation summary		
Did the participant validate key feature 1? (yes or no)	no	yes	yes
Did the participant validate key feature 2? (yes or no)	yes	no	yes
Did the participant validate the value proposition? (yes or no)	yes	yes	yes
Did the participant validate the business model? (yes or no)	yes	yes	yes

FIGURE 8-16

Analysis section for summarizing your hypothesis validation results

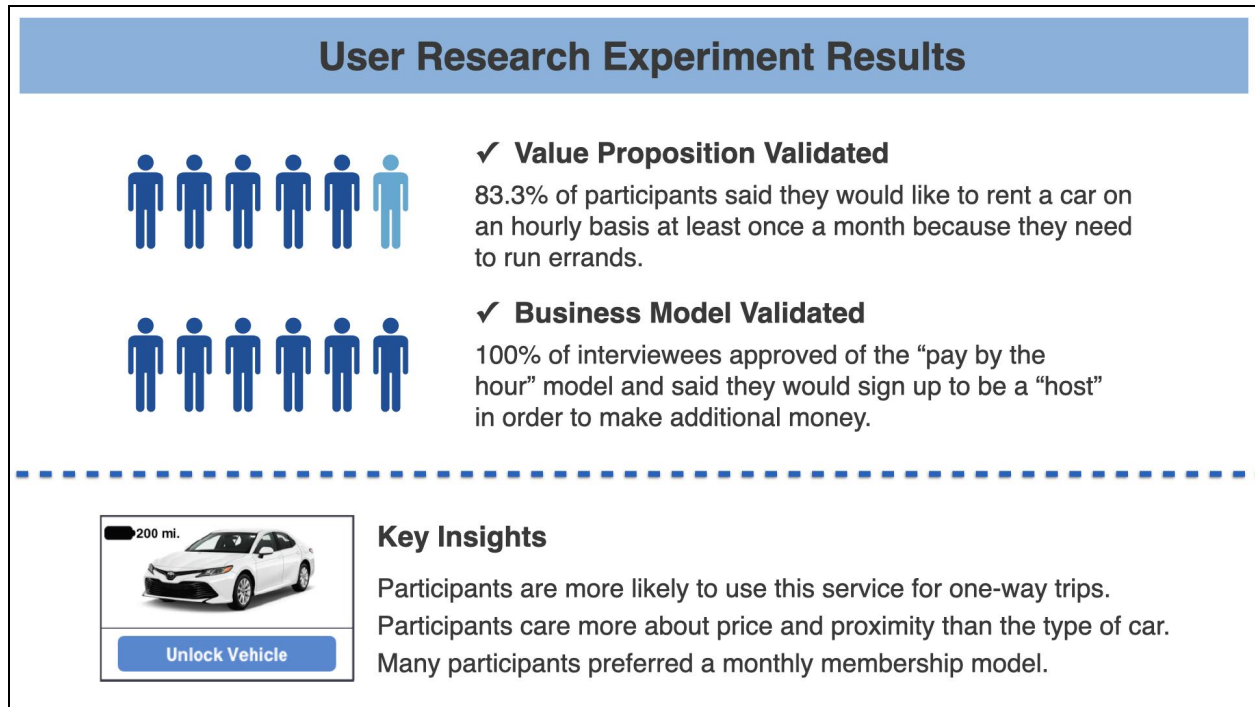


FIGURE 8-17

Slide summarizing the results of Nico's user research study

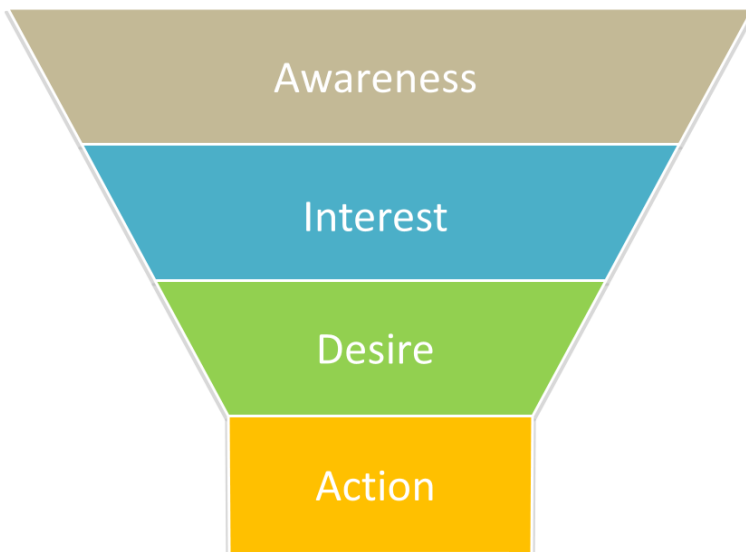


FIGURE 9-3

Stages of the AIDA marketing funnel

For UX Strategy Audible/Audiobook - Images to accompany your listening!

1. Value Proposition: An app for booking automated cashless custom car washes.	4. Experiment Details: Running one ad on Facebook at two different audiences. Each ad campaign will have a 350-400€ budget and will start on the same date. Compare the outcomes of the ad campaigns and the landing pages.	
2. Experiment Type: Landing Page Experiment		
3. Start/End date: Wednesday April 22, 2020 through Wednesday April 29, 2020		
5. Hypothesis Below	6. Validation Method Below	7. Minimum Success Criteria
Drivers in German urban cities are likely to want this service more than drivers in rural areas.	Run one Facebook ad at two different geographical customer segments in Germany. Send the click throughs for each audience to identical versions of the landing page and compare the conversion rates and the CAC.	1% CTR on the Facebook ads, 5% Conversion (people clicking on the download app button) on the landing page

FIGURE 9-8

Landing Page Experiment Design tool in the UX Strategy toolkit

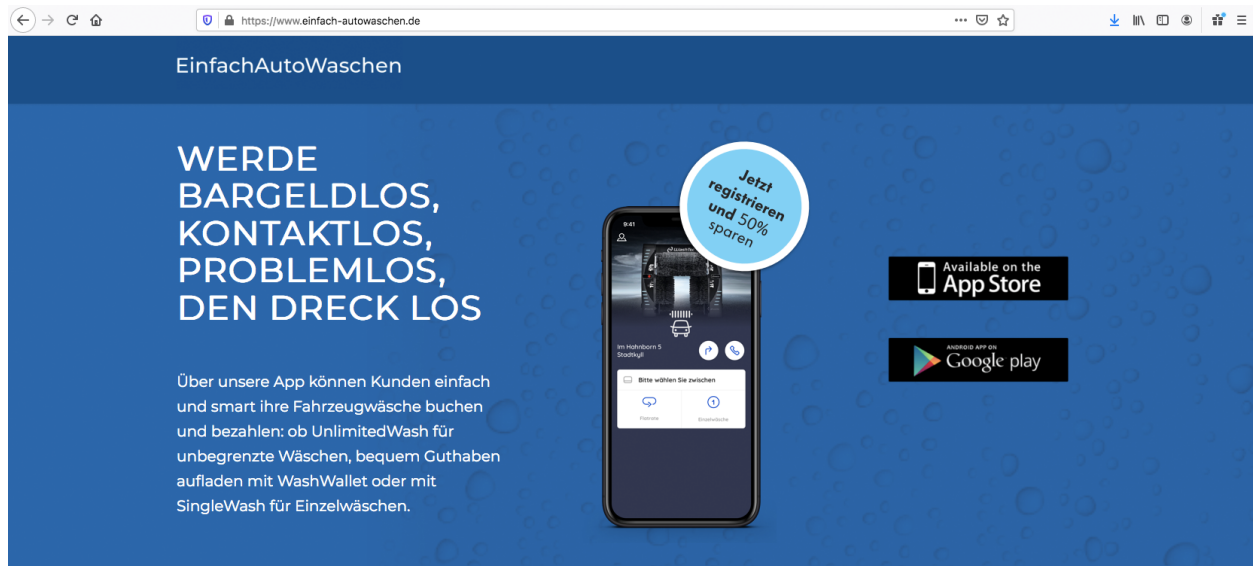


FIGURE 9-9

Top section of Volkswagen Group Services GmbH Einfach AutoWaschen landing page

For UX Strategy Audible/Audiobook - Images to accompany your listening!

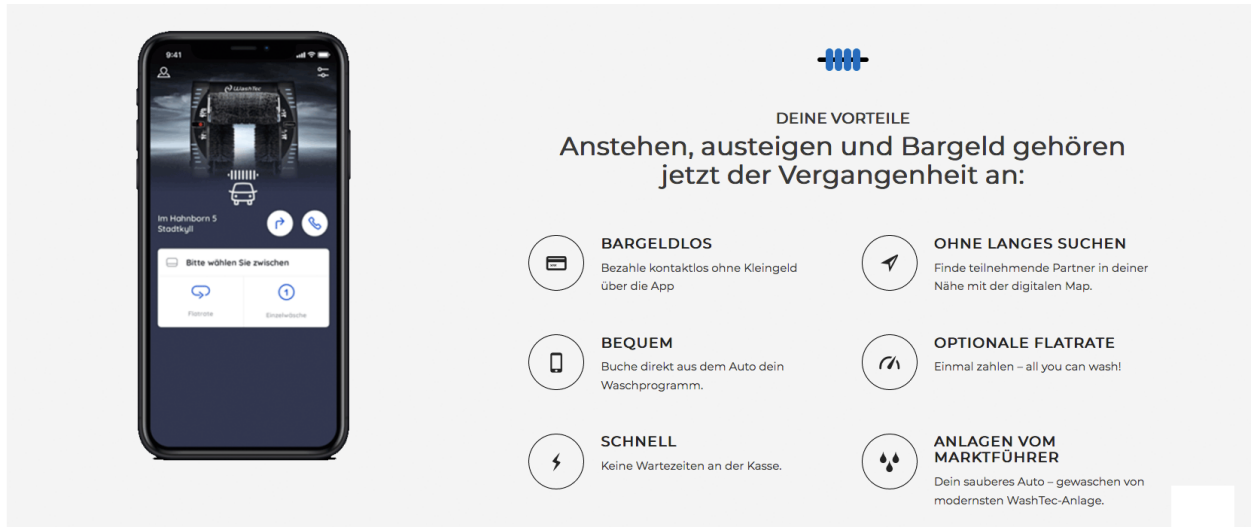


FIGURE 9-10

Key features section of Volkswagen Group Services GmbH Einfach AutoWaschen landing page



FIGURE 9-11

Testimonial section on Volkswagen Group Services GmbH Einfach AutoWaschen landing page



FIGURE 9-12

Volkswagen Group Service's Einfach AutoWaschen Facebook ad

For UX Strategy Audible/Audiobook - Images to accompany your listening!



FIGURE 9-13

Jessica's two different Facebook ads, one focusing on the problem and one on the solution

Ad Set Name	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result
Problem Ad	Lowest cost Link Clicks	\$5.00 Lifetime	43 Link Clicks	1,402	1,425	\$0.12 Per Link Click
Solution Ad	Lowest cost Link Clicks	\$5.00 Lifetime	11 Link Clicks	1,150	1,216	\$0.45 Per Link Click

FIGURE 9-14

Jessica's Facebook ad campaign results

For UX Strategy Audible/Audiobook - Images to accompany your listening!

☐	Problem vola.website/page2	Standard			43 visitors	5 conversions	11.62% conversion rate	⋮
☐	Solution vola.website/page1	Standard			11 visitors	1 conversions	9.09% conversion rate	⋮

FIGURE 9-15

Jessica's Unbounce landing page results



FIGURE 9-16

Volkswagen Group Services GmbH Einfach AutoWaschen landing page experiment results with urban city on left and rural city on right (numbers have been altered for confidentiality reasons)