

NESTLÉ STARBUCKS

Recommendations & Best Practices



MARCH 2019

Best Practices & Recommendations

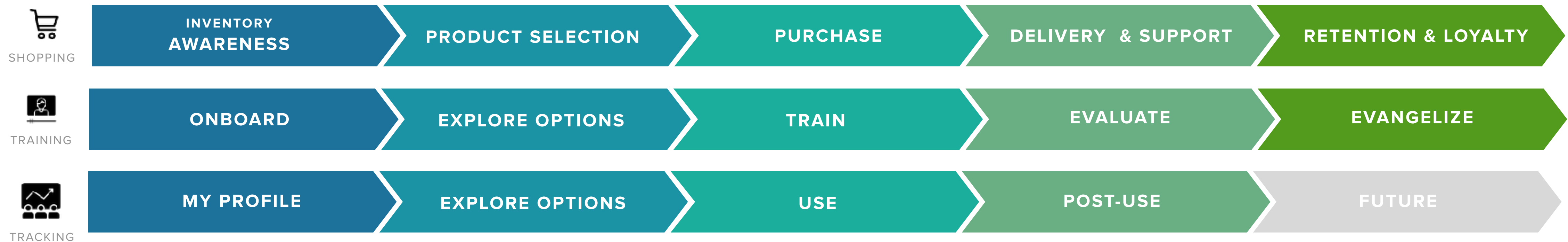
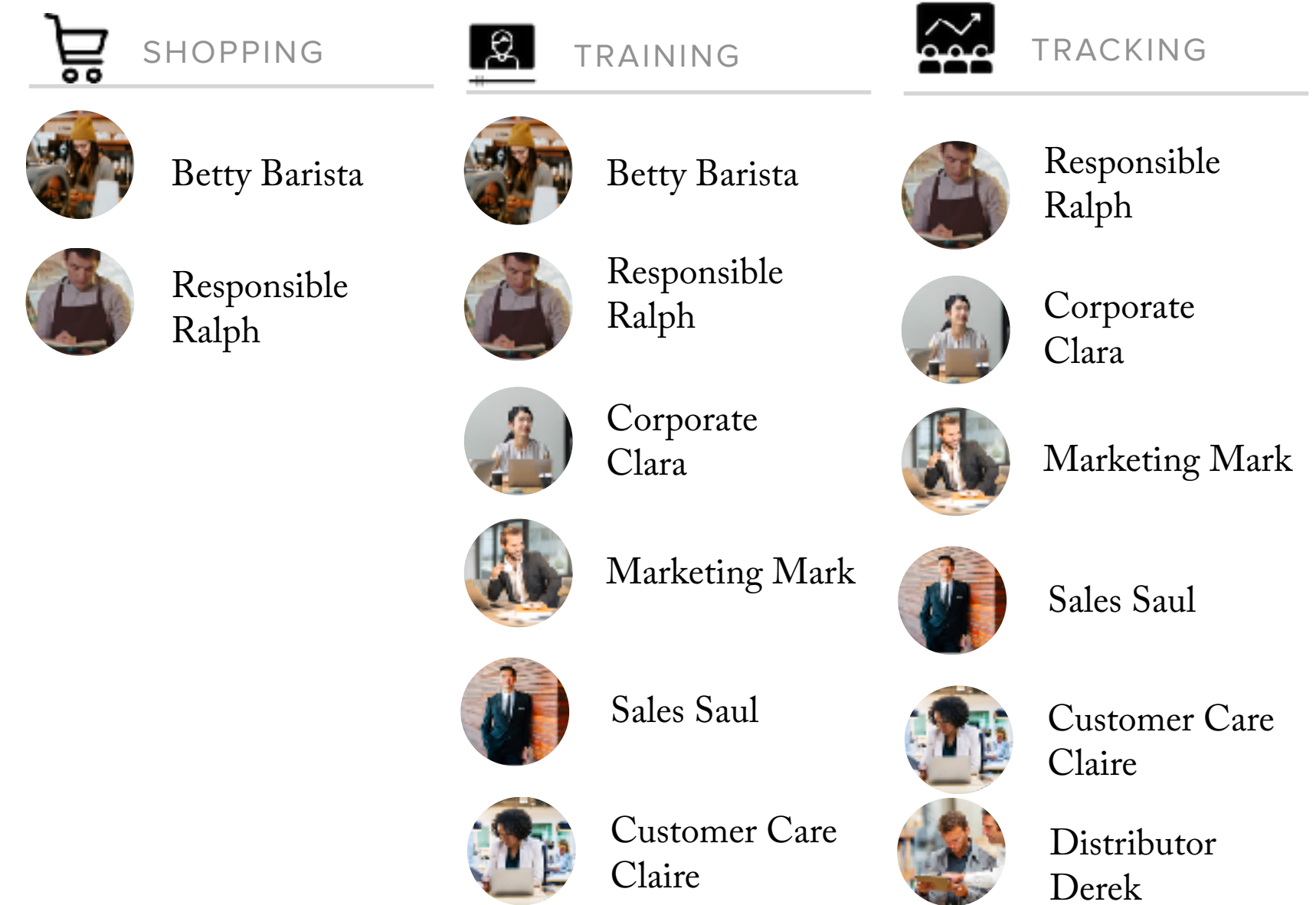
This review is a scan of the industry to illustrate best practices (and some pitfalls) on commerce B2B & B2C websites that serve as a guide for future design and development.

We analyzed online commercial experiences in terms of the site features, navigation, page layout, and content for usability and visual style.



Our Approach

This analysis was conducted through the lens of our personas and journeys so that we considered the most relevant people, their most important needs, and their most important activities.





Shopping Journey



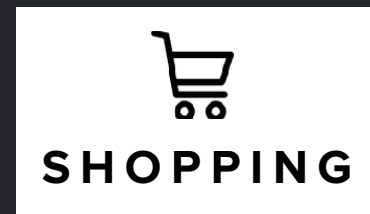
INVENTORY
AWARENESS

PRODUCT SELECTION

PURCHASE

DELIVERY & SUPPORT

RETENTION & LOYALTY



SHOPPING

JOURNEY TOUCHPOINT

Product Selection

PRODUCT SELECTION

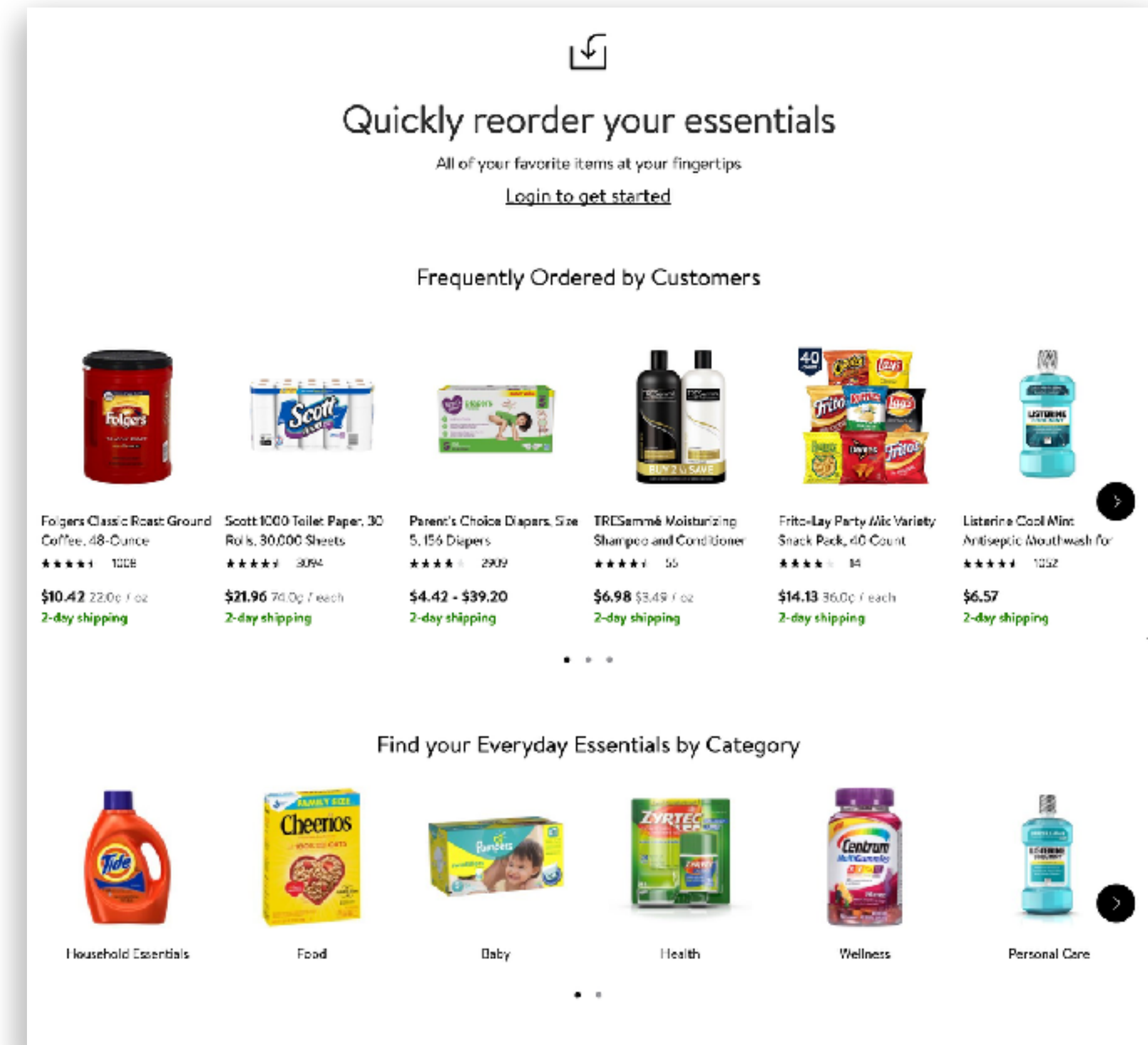
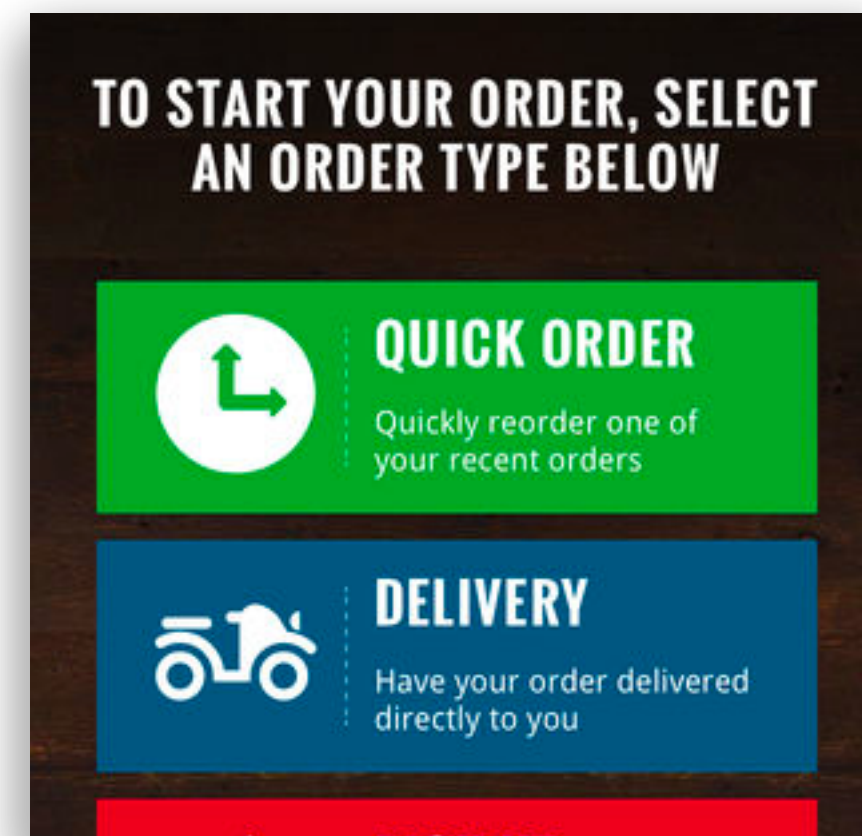
Customer goal / issue / need:

“I would like to be able to re-order from past orders
to speed up my shopping”

Best Practice

OFFER AN ABILITY TO QUICKLY RE-ORDER ITEMS USERS BUY THE MOST

Today's shoppers, in both B2B and B2C worlds, expect fast shipping, seamless cross-channel experiences and real-time tracking information. And need for speed does not only involve fast shipping, but options for quick purchasing as well.



✓ A quick and seamless experience resonates well with customers who are looking to maximize their productivity online. Delivering on these expectations can build trust and loyalty.

Recommendation

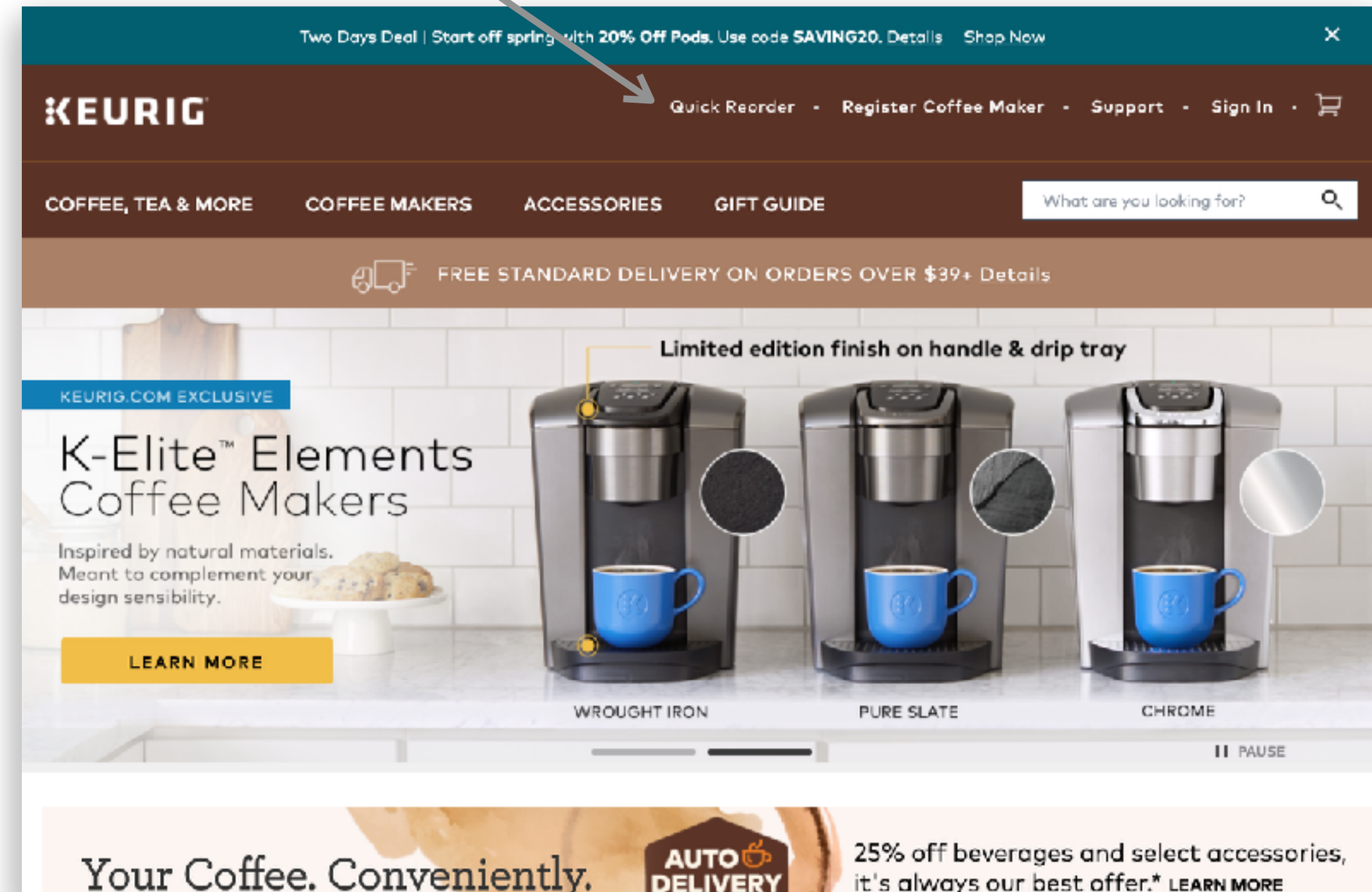
OFFER AN ABILITY TO QUICKLY RE-ORDER PRODUCTS USERS BUYS THE MOST



Betty Barista

Responsible Ralph

Both Betty Barista & Responsible Ralph would benefit from having a quick re-order button solution, promising to streamline their routine, frequent or repetitive purchases.



Keurig offers shoppers an option to make an instant re-purchase of previously bought products literally almost as simple as the click of a button.

PRODUCT SELECTION

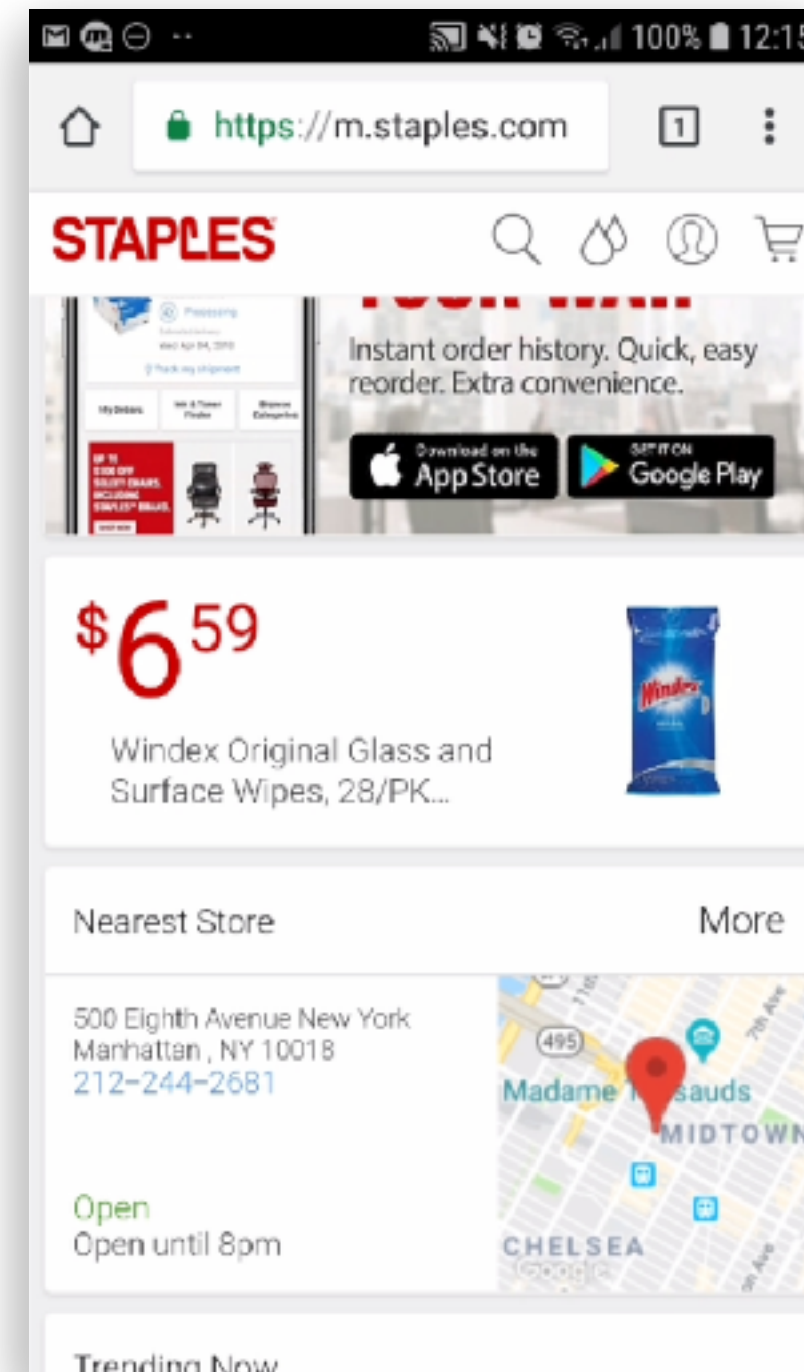
Customer goal / issue / need:

“I don’t have time to browse product categories,
I need a fast search to help me find what I want”

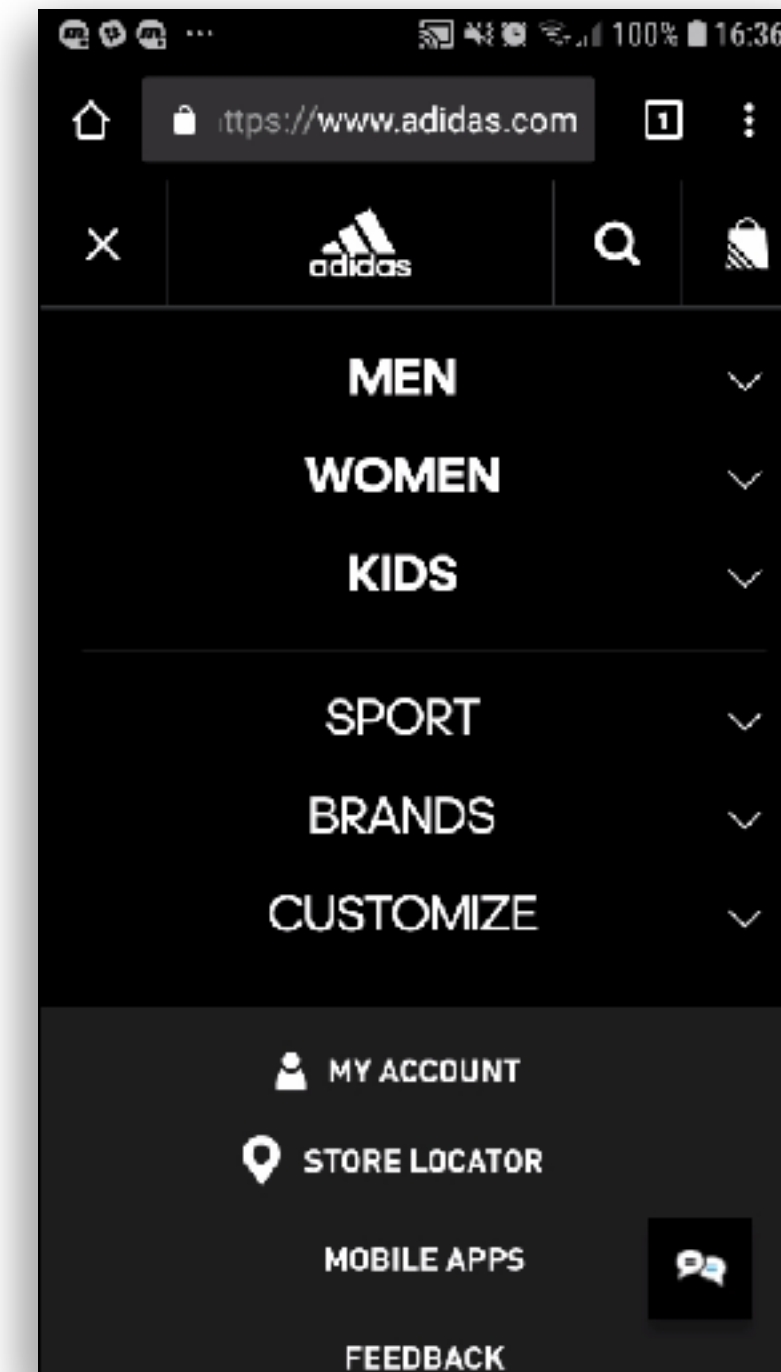
Best Practice

ENSURE THAT ON-SITE SEARCH IS PROMINENTLY DISPLAYED AND HIGHLY VISIBLE ON DESKTOP AND MOBILE

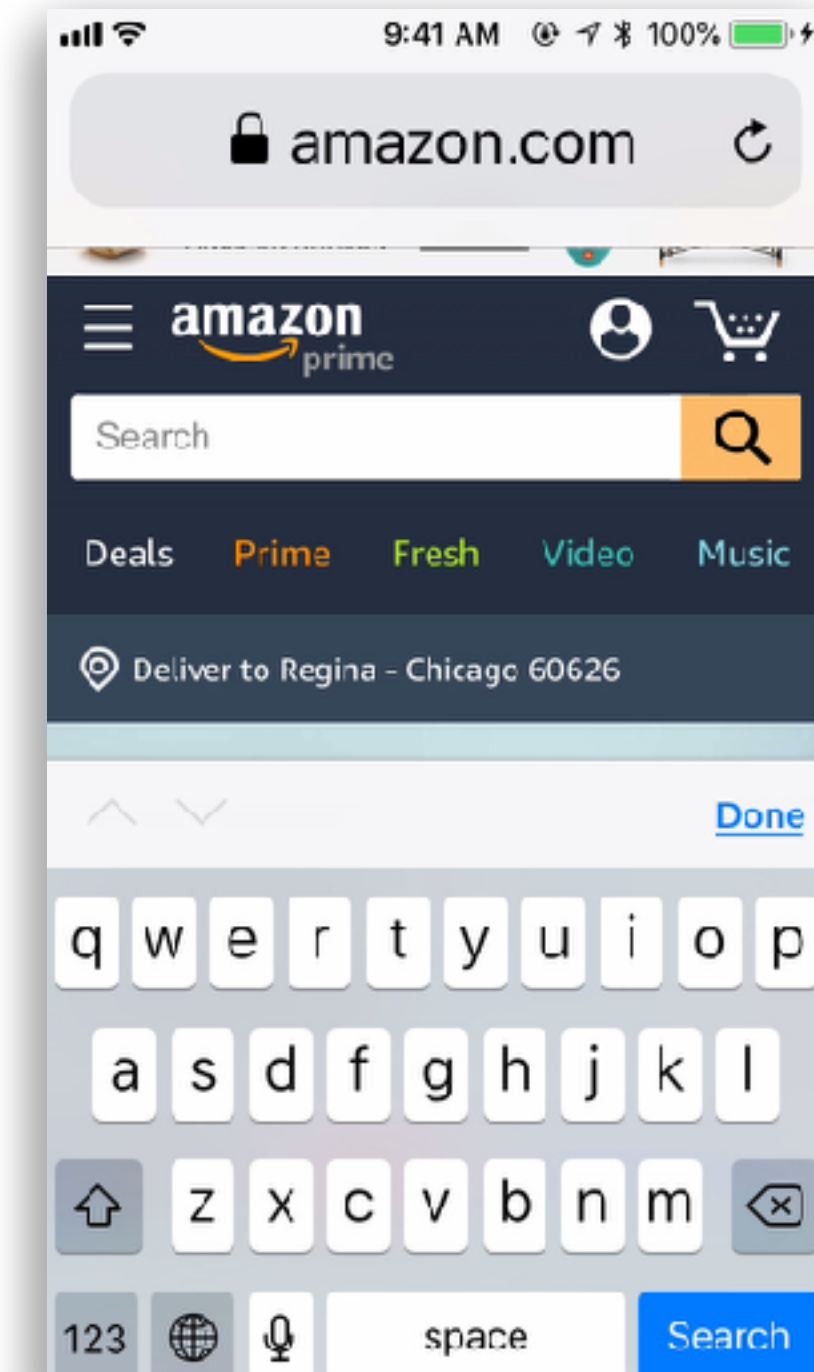
Despite users' desire to search, on-site search isn't always easy to find. Being unable to easily locate the search field causes hesitation at the earliest stage of product browsing.



✘ Failing to offer a prominent search treatment causes users to hesitate before product exploration can begin.



✘ When all elements are of equal contrast and prominence, users can have difficulty finding search.



✔ Strong visual treatments of the search field speed up both user recognition and engagement with search.

Poor UX

Good UX

Recommendation

ENSURE THAT ON-SITE SEARCH IS PROMINENTLY DISPLAYED AND HIGHLY VISIBLE ON DESKTOP AND MOBILE



Betty
Barista

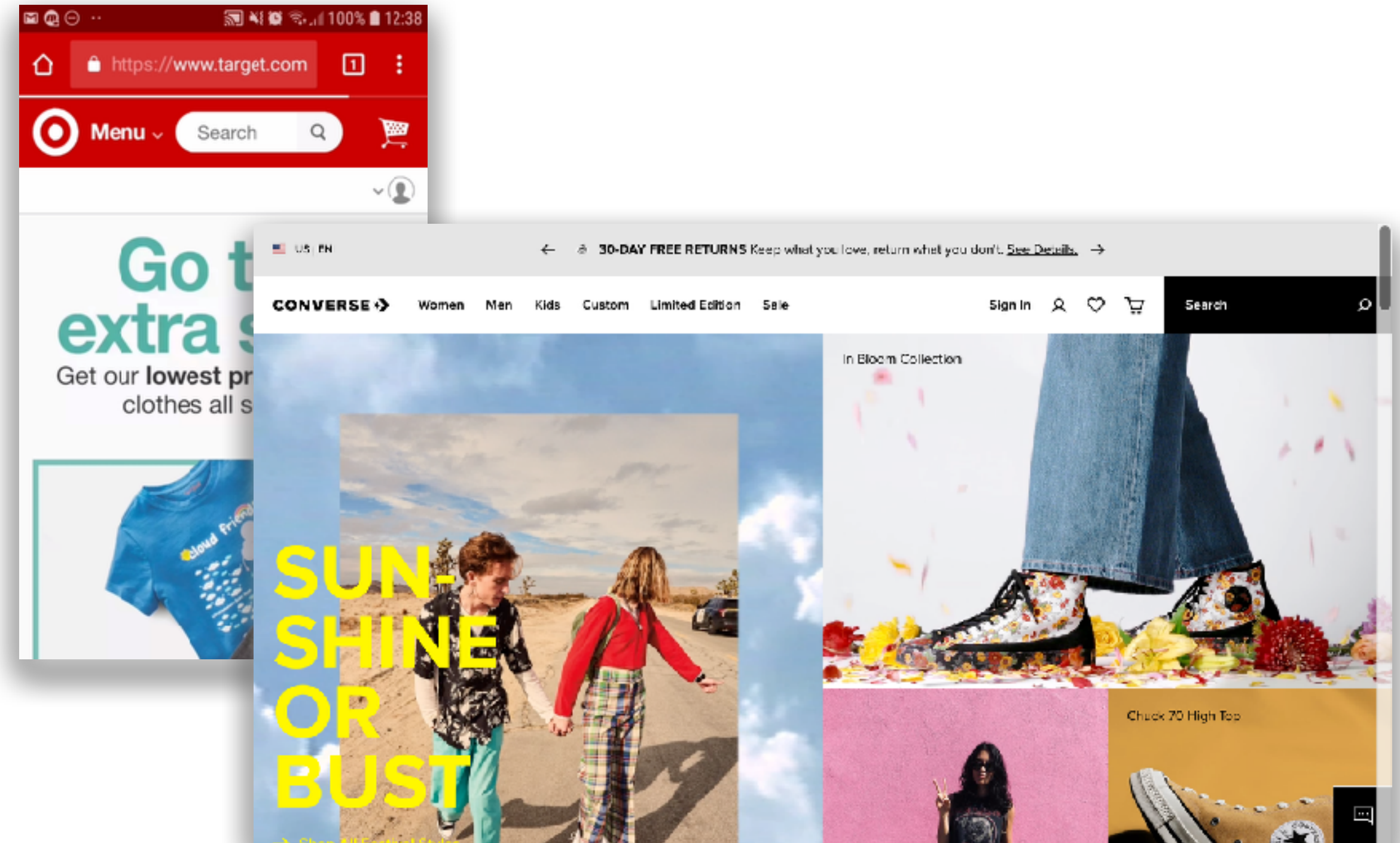
Responsible
Ralph

Corporate
Carla

Marketing
Mark

Sales
Saul

The strong user preference for search, highlights its importance in product exploration, making it critical that Betty Barista, Responsible Ralph and all other personas are easily able to locate it.



Placeholder text provides a supplementary visual cue to users inviting them to search. When placeholder text uses sufficient contrast, it helps draw attention to search.

PRODUCT SELECTION

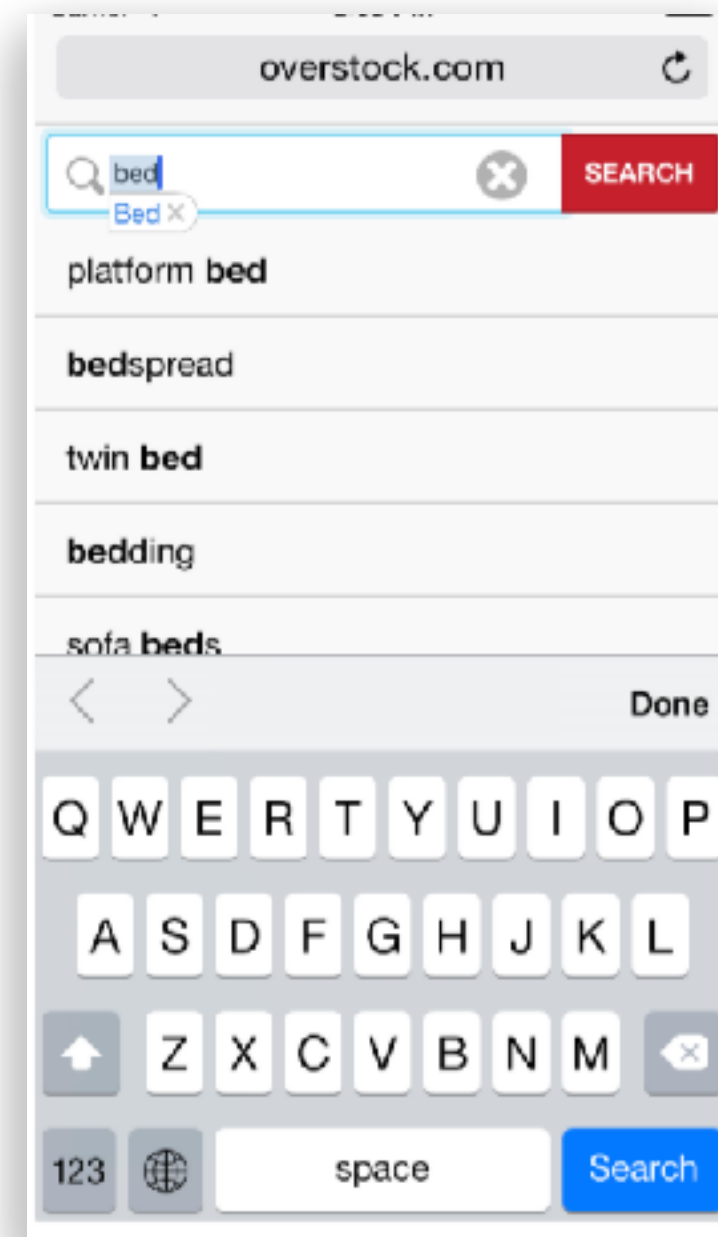
Customer goal / issue / need:

“I prefer to find products to order via a guided search with minimal typing”

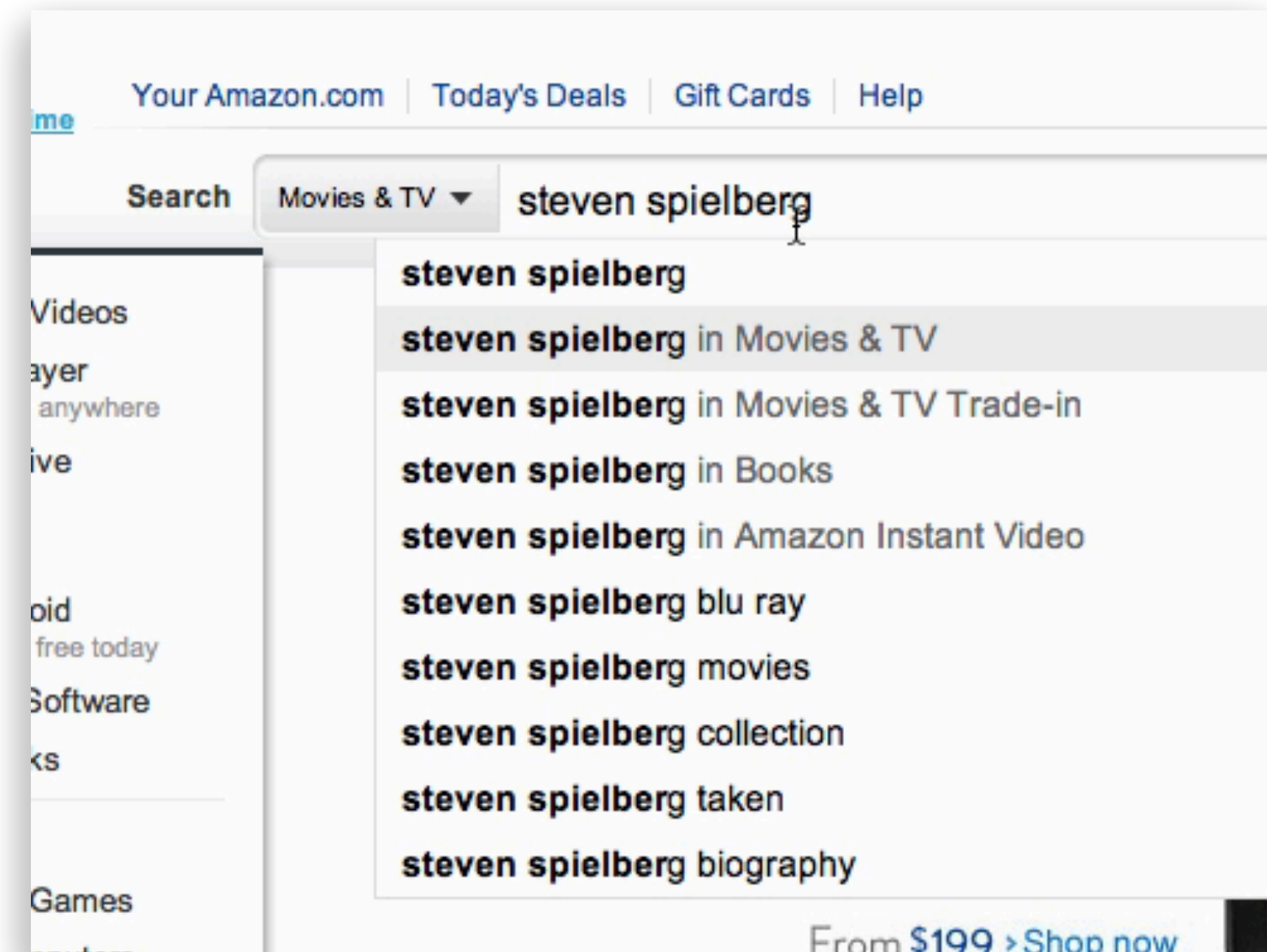
Best Practice

SUGGEST SEARCHING WITHIN RELEVANT CATEGORIES / INCLUDE SEARCH SCOPE IN SEARCH AUTOCOMplete SUGGESTIONS

Without scope suggestions in the autocomplete results, the user is forced to pre- or post-select their search scope.



✘ Overstock does not suggest to “Search Within” a category scope



✔ By including scope suggestions in the autocomplete results, Amazon prompts users at just the right time.

Poor UX

Good UX

Recommendation

INCLUDE SEARCH SCOPE IN SEARCH AUTOCOMPLETE SUGGESTIONS

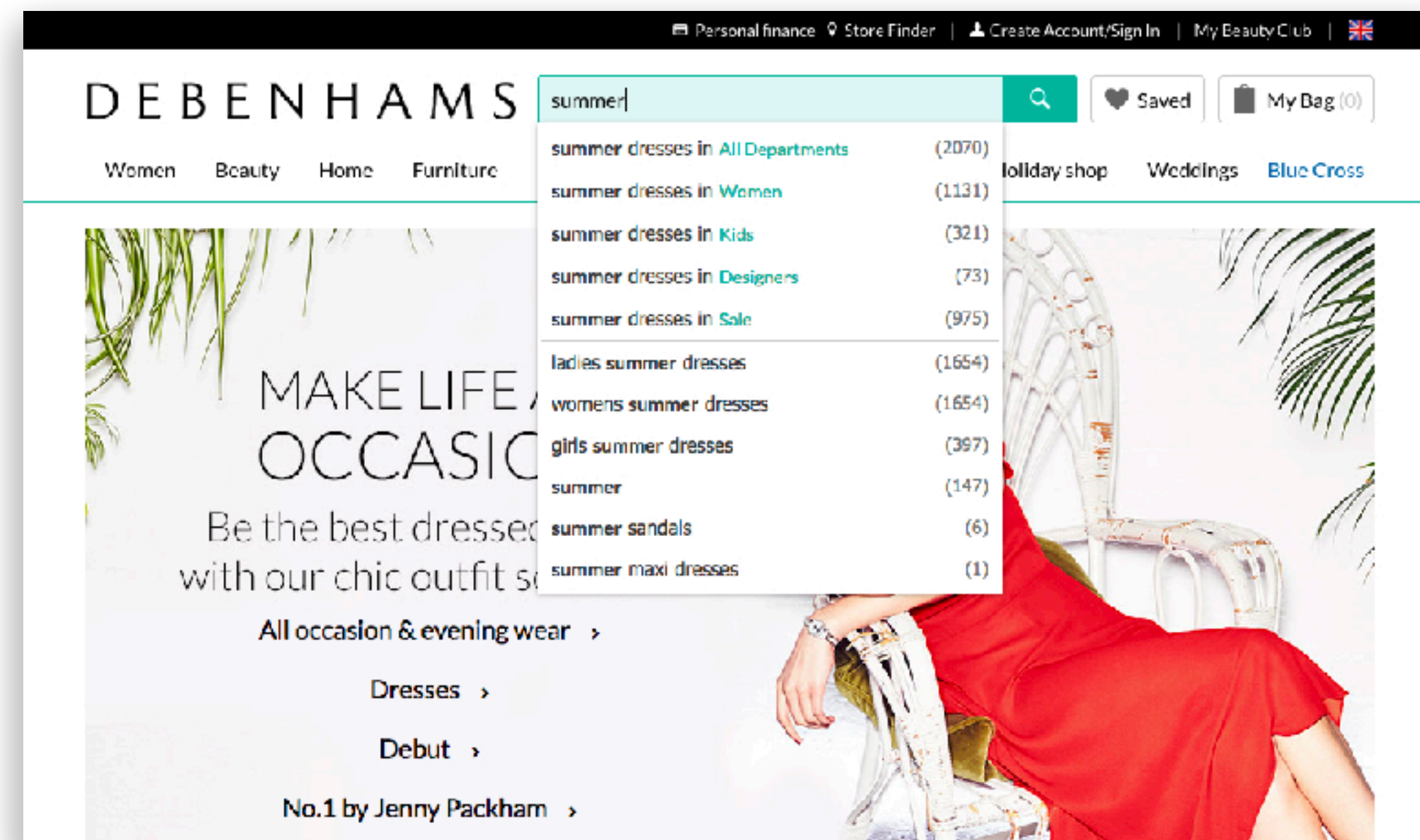
Users often overlook manual search scope selectors and don't always understand how they work or exactly what their relation is to the search field.



Betty Barista

Responsible Ralph

Betty Barista & Responsible Ralph (along with all other personas) would benefit from having search scopes included in their autocomplete suggestions to simplify and speed up their finding of the relevant products to order.



An important aspect of the search scope selector design is keeping it visually secondary to the search field. It's a good idea to *style* scope suggestions in a distinct way to differentiate them from any other autocomplete suggestions.

PRODUCT SELECTION

Customer goal / issue / need:

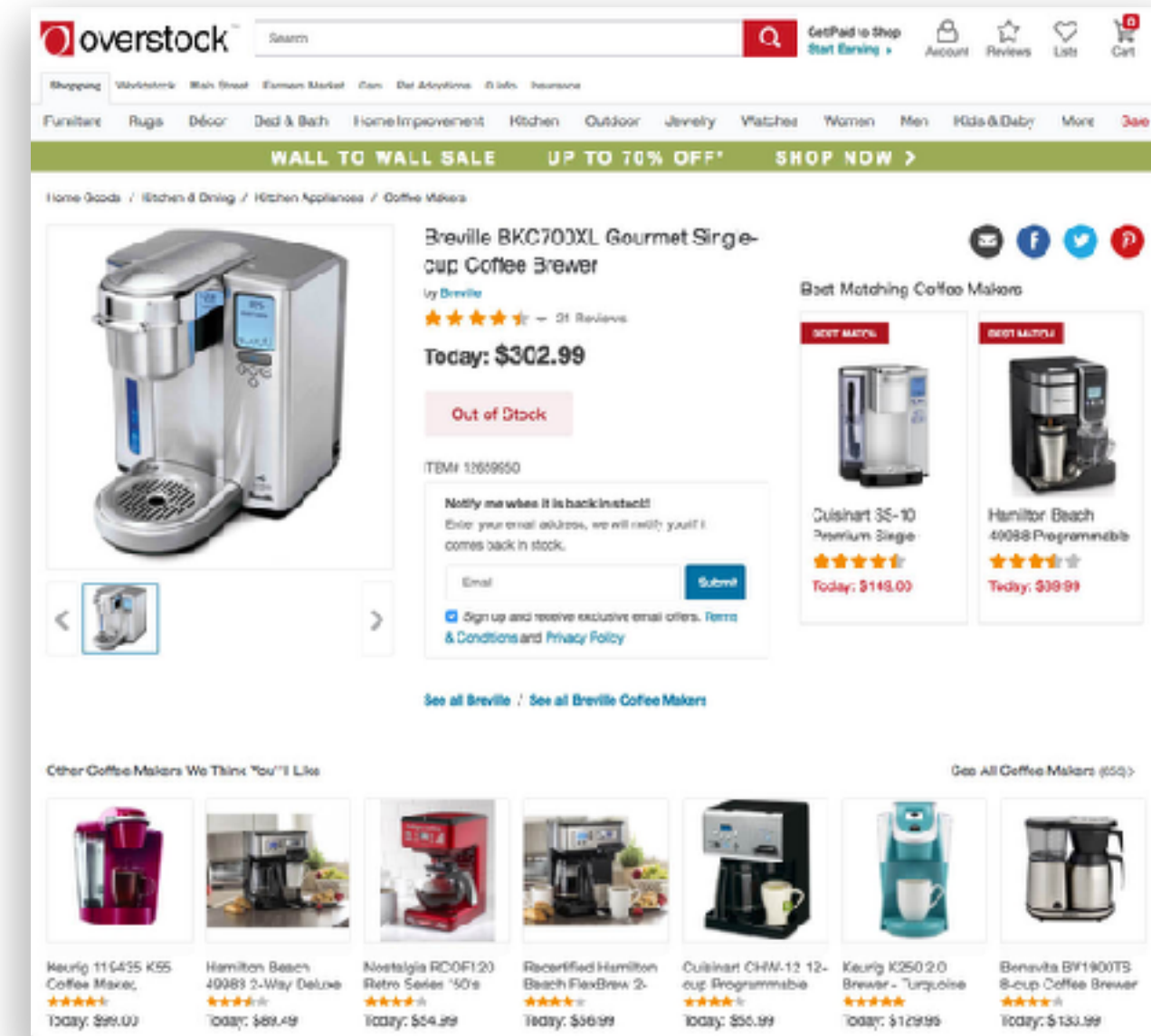
“I would like to know when products are available or
if they are out of stock”

Best Practice

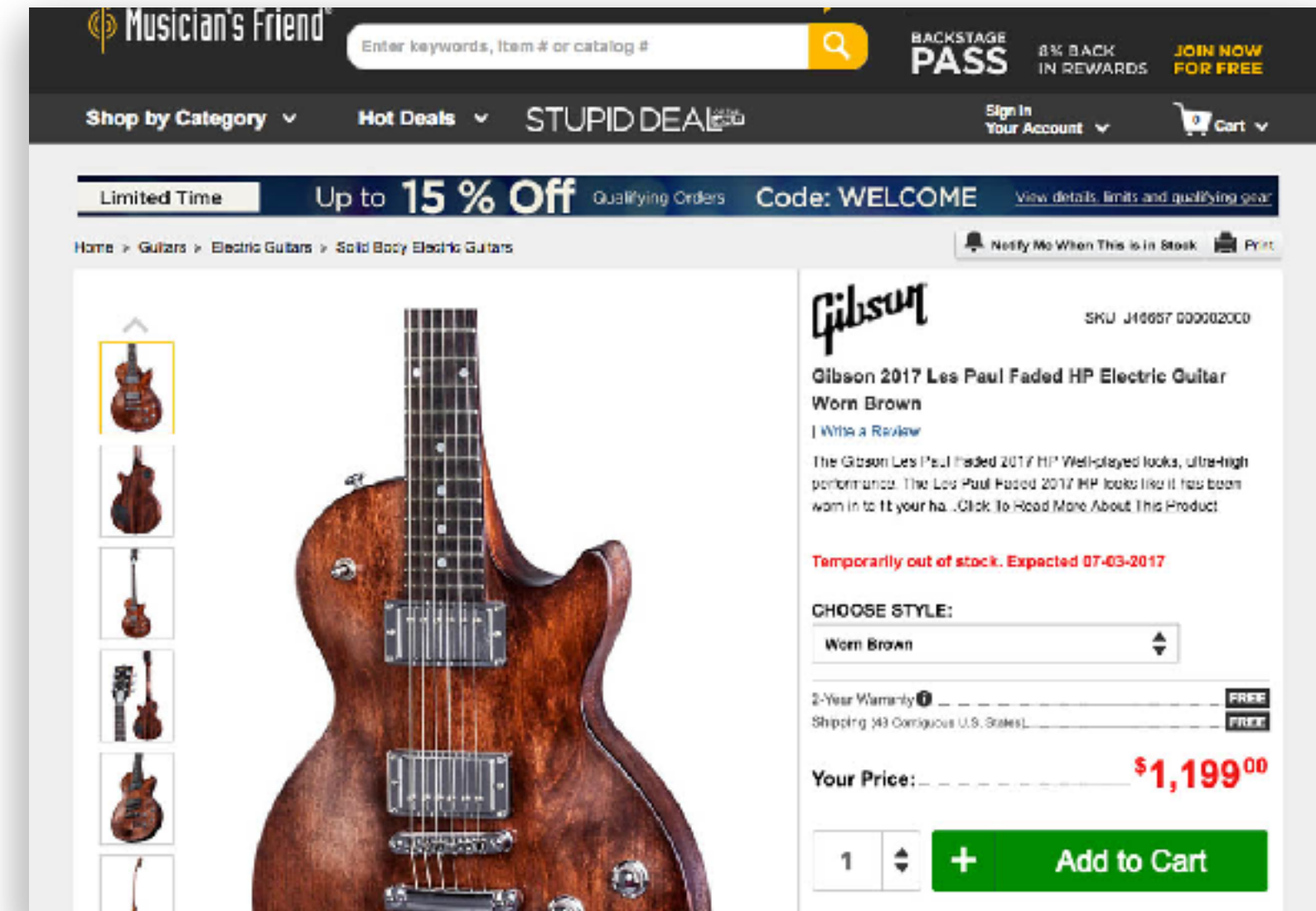
ALLOW USERS TO PURCHASE TEMPORARILY 'OUT OF STOCK' PRODUCTS BY INCREASING THE DELIVERY TIME

If the product is replenished regularly, it is advisable to allow users to place an order for the out of stock product and simply increase its delivery time.

It is advisable to also provide an explanation near the Add to Cart" button that clarifies why there's an extended wait time for the product.



Telling users a product is out of stock and removing the "Add to Cart" button, brings them to a complete halt and prevents them from purchasing the item.



The guitar at Musician's Friend is listed as "Temporarily out of stock" yet users are still allowed to add the product to the cart and proceed to the checkout. And there is a clear expectation date.

Poor UX

Good UX

Recommendation

ALLOW USERS TO PURCHASE TEMPORARILY 'OUT OF STOCK' PRODUCTS BY INCREASING THE DELIVERY TIME

Recommendations for the *temporarily out of stock* products:

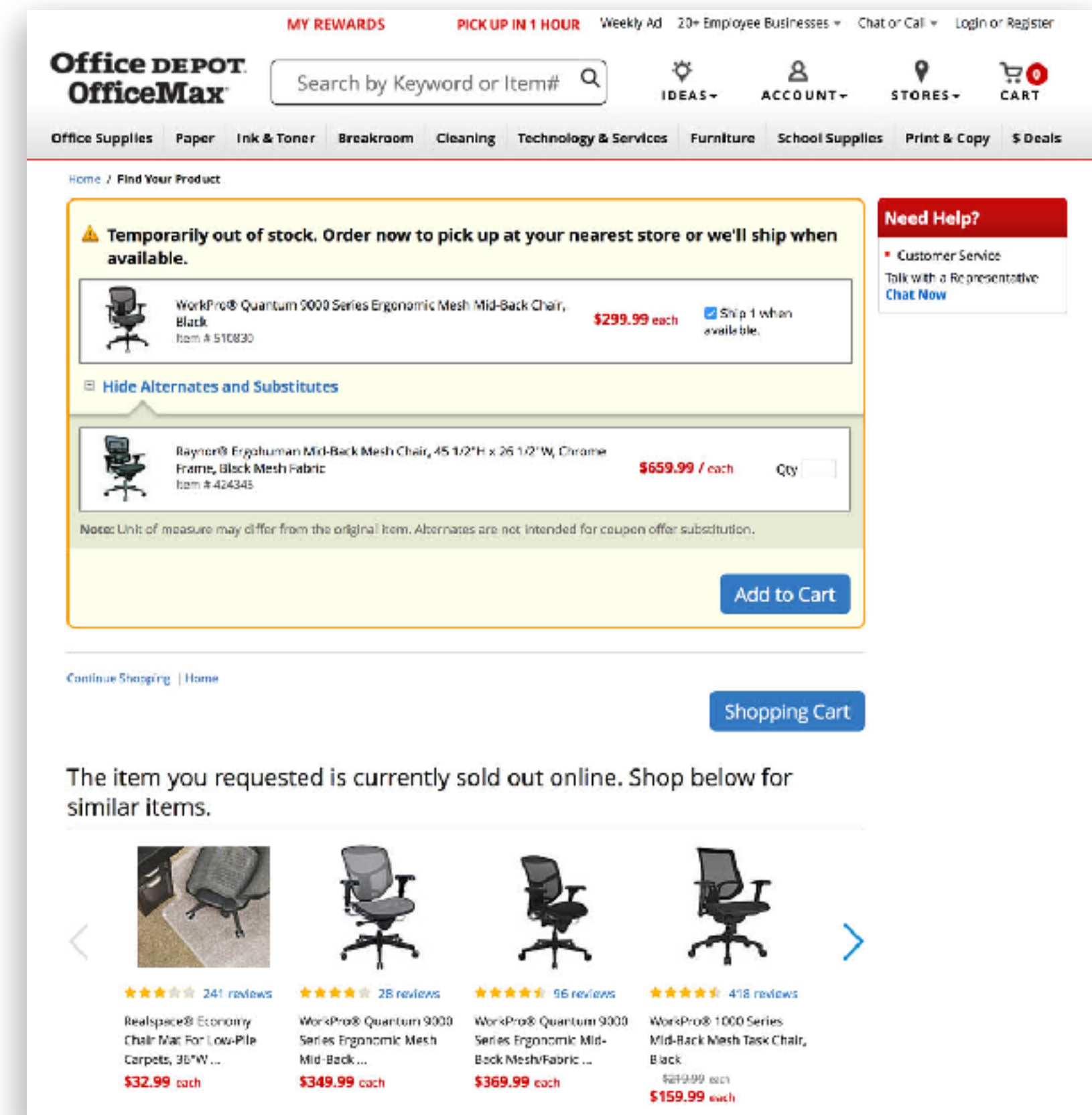
- Allow users to purchase the products and simply increase the delivery time, and
- Prominently display product alternatives for users that aren't dead-set on this particular item but are time-sensitive.



Betty Barista

Responsible Ralph

Betty Barista & Responsible Ralph would benefit from knowing the exact dates when their products will be available.



Office Depot allows users to purchase the out of stock chair but also promotes alternatives for users to consider. Users are given multiple options for adding a suitable product to the cart and finding a chair they like on the site.

PRODUCT SELECTION

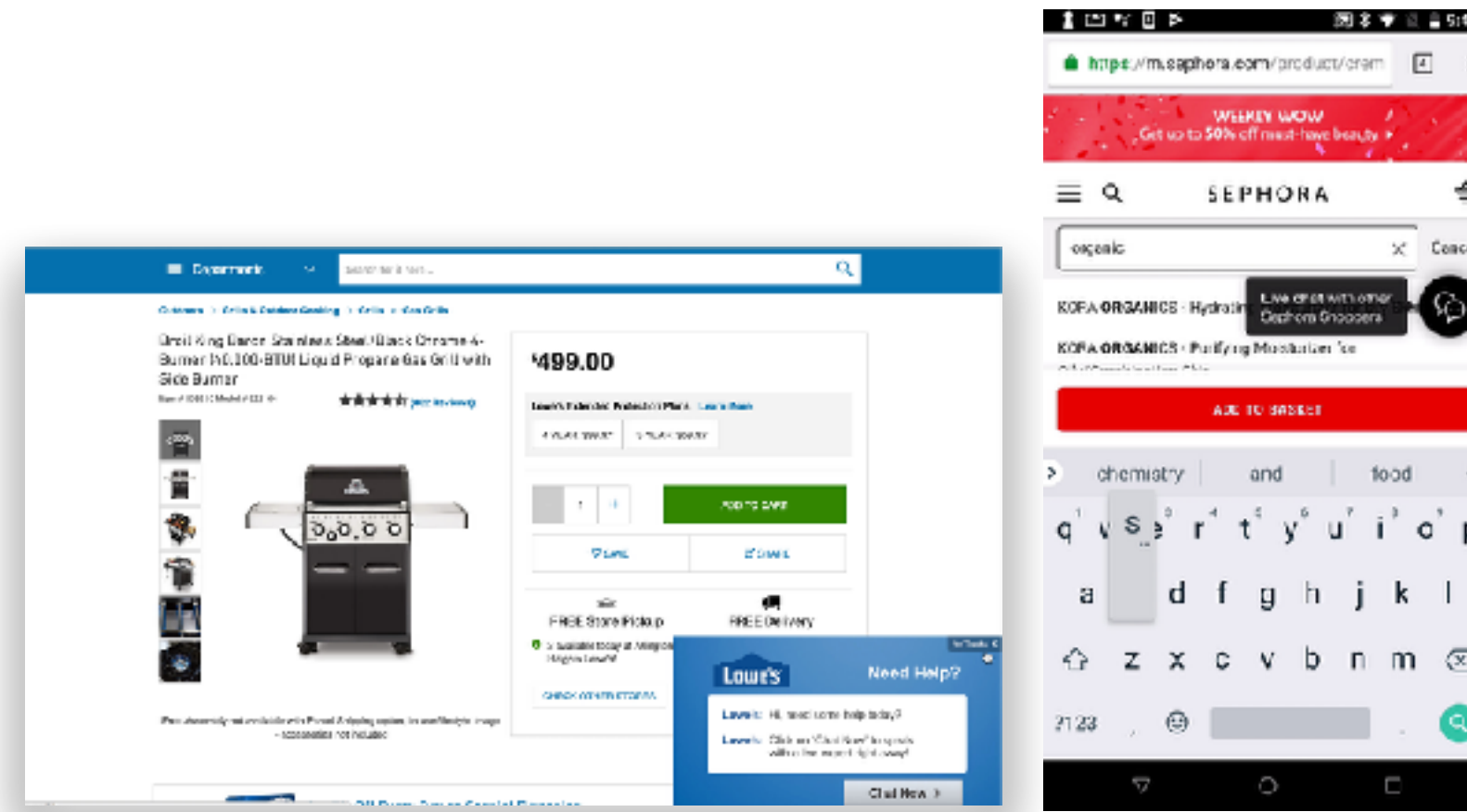
Customer goal / issue / need:

“I would like to be able to chat with an expert online
if I have any issues or questions”

Best Practice

AVOID NON-USER-INITIATED LIVE CHAT DIALOGS

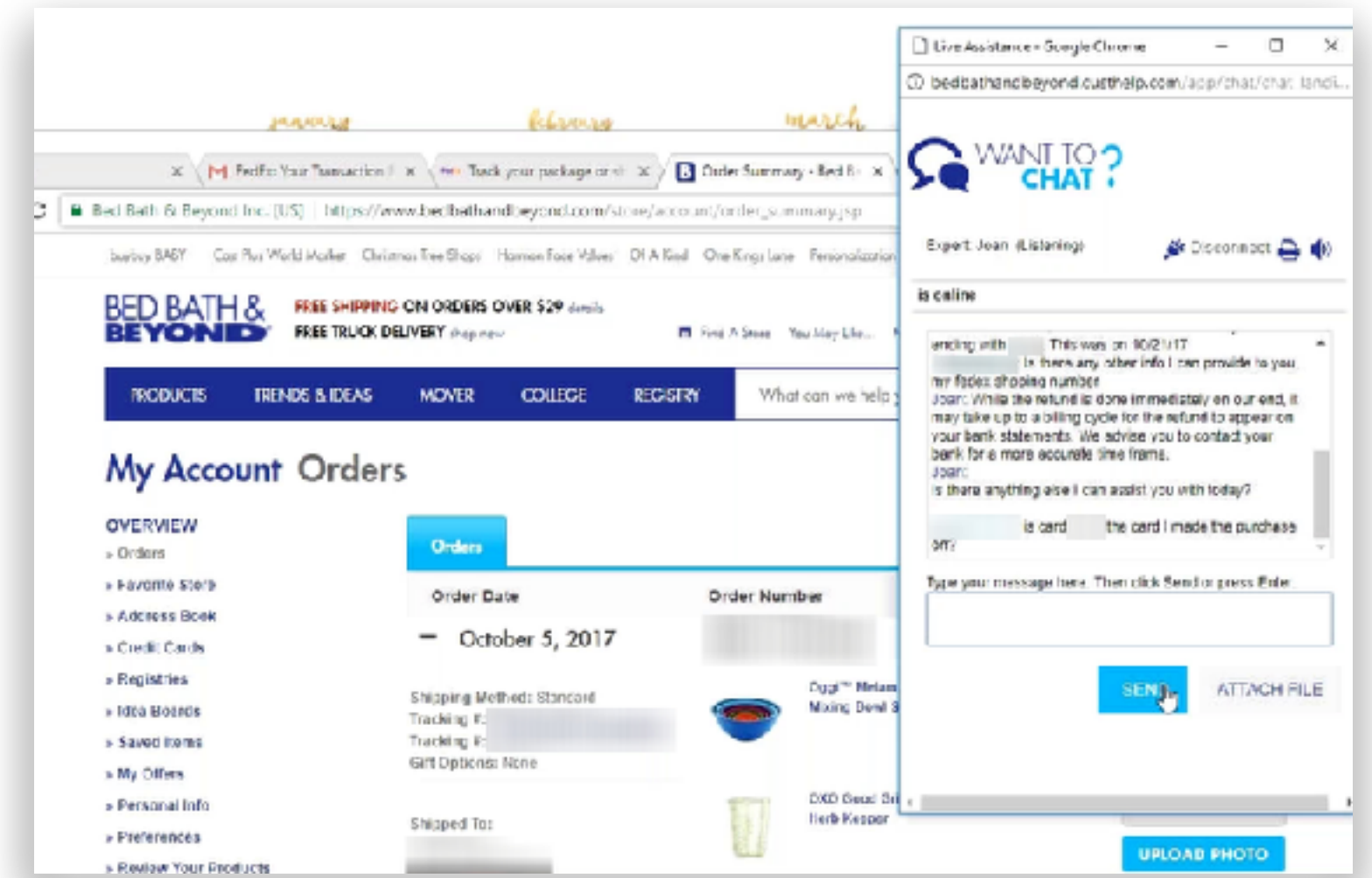
Site-initiated live chat dialogs are disruptive as they require active dismissal before users can continue, and 'sticky' chat elements often block key page content on mobile devices.



Site-initiated live chat is experienced by most users as an annoying interruption.



Sticky elements for live chat often block key page content on mobile sites. Given the already-small interface on mobile, sticky live chat elements are often much more disruptive on mobile than on desktop.



On desktop, it's less likely that sticky chat elements will overlay key content, given the additional space available. Including live chat in the footer helps users quickly access it, as many users expect to find it there.

Poor UX

Good UX

Recommendation

STANDARDIZE THE STRUCTURE AND DELIVERY OF CUSTOMER-SERVICE CONTENT

The hub-and-spoke model for the organization and delivery of customer-service information shows what important customer service pages should exist and the most effective hierarchical relationships between them.



Betty Barista

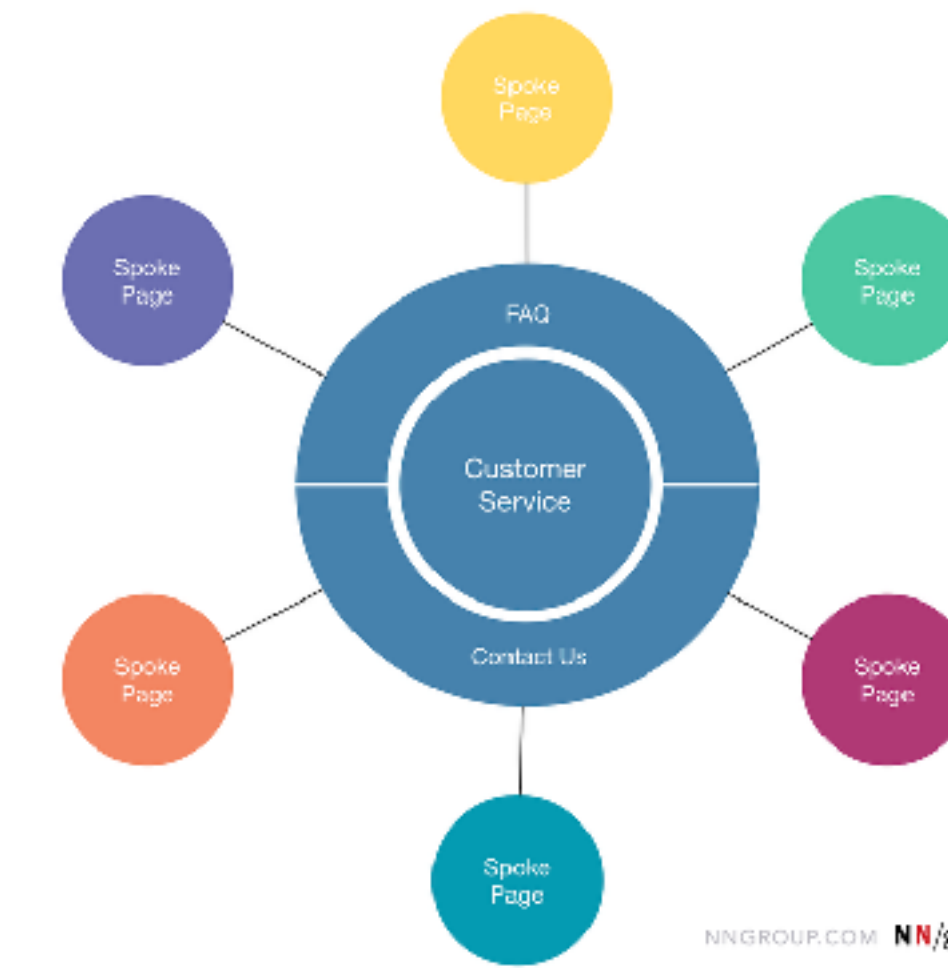
Responsible Ralph

Corporate Carla

Marketing Mark

Sales Saul

In addition to the live chat, having a clear structure to the customer service-centric information would ensure that every persona is successful in getting the support they need.



A customer-service-delivery model includes main hub pages that serve as catch all links for all service-related information along with lower-level granular links with direct paths back to hub pages.

Hub
Spoke

| | | | | |
|--|---|--|--|------------------------------|
| Account Order History Returns Wish List Email Preferences Business Accounts | Services Lessons Repairs Rentals Workshops | Features Rebates Layaway Pro Coverage Affiliate Program Press Room | Support Service & Support About Careers Site Map Locations Accessibility Statement Mobile Site | Guitar Center Mobile App |
| Copyright © Guitar Center, Inc. - All Rights Reserved. Terms of Use Your Privacy Rights Purchase Terms & Conditions California Transparency In Supply Chains Act | | | | |


SHOPPING JOURNEY TOUCHPOINT

Purchase

PURCHASE

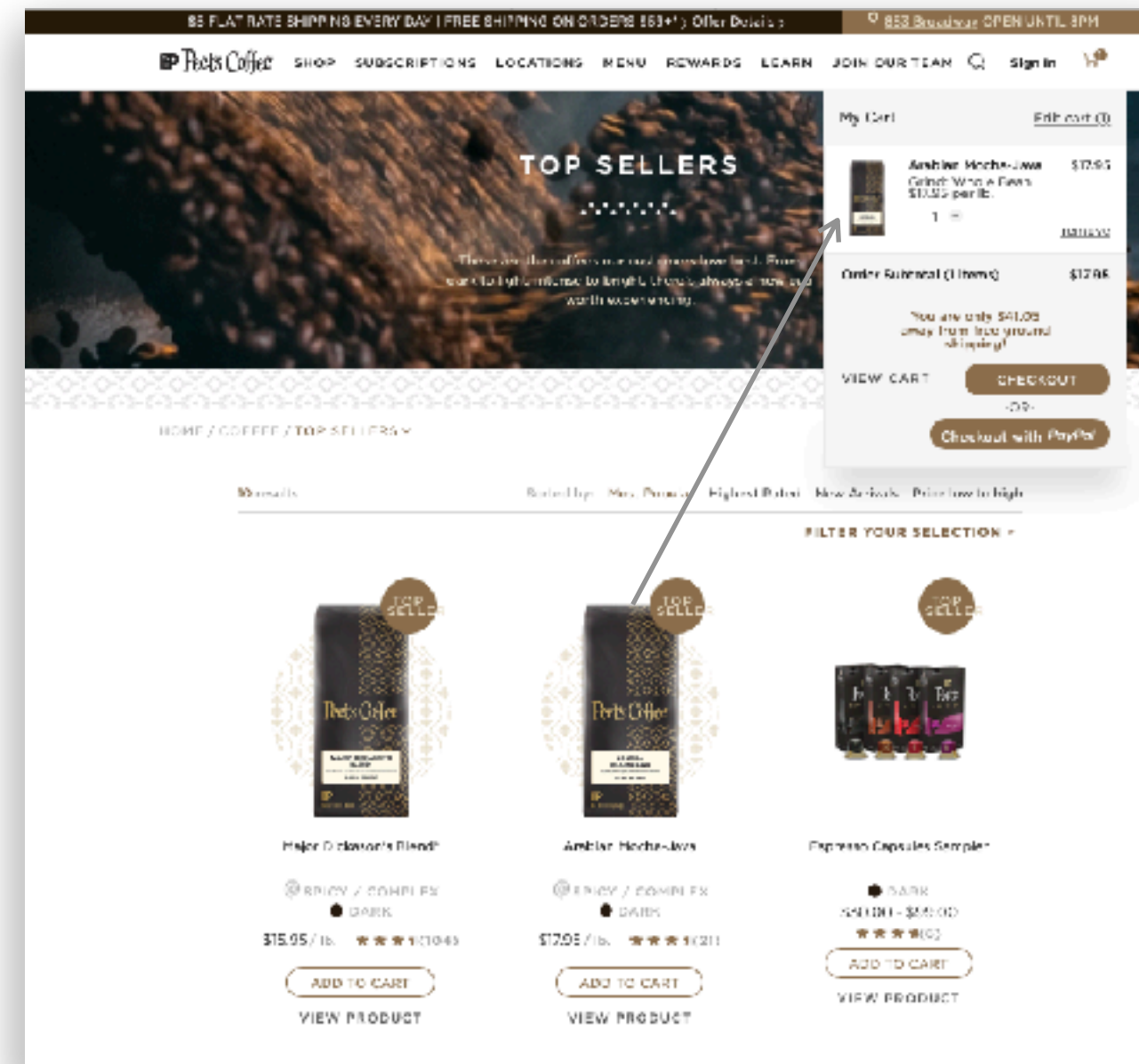
Customer goal / issue / need:

“While I am browsing product lists, I would like to understand what items are already in my cart without checking the cart every time”

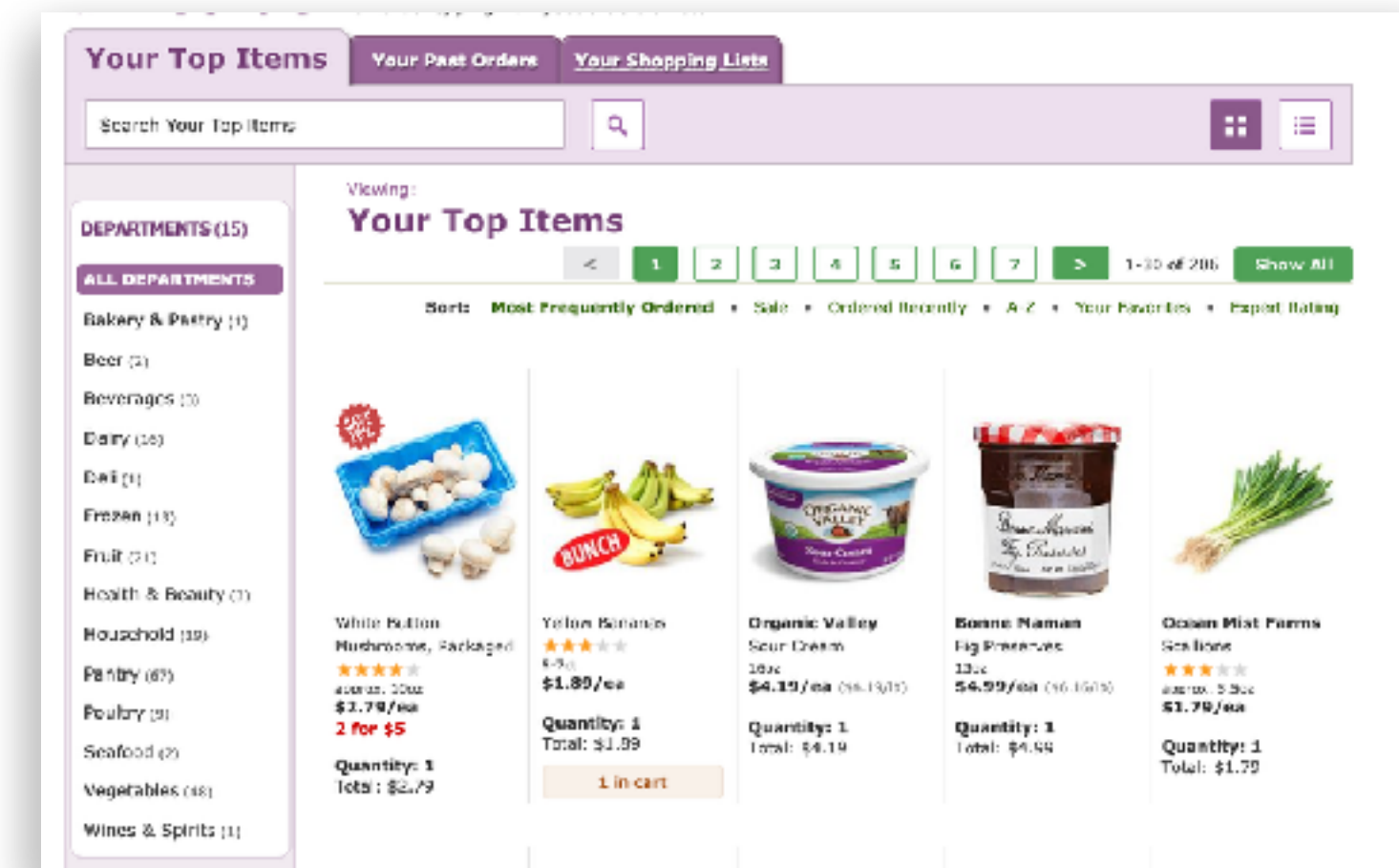
Best Practice

HIGHLIGHT ANY LIST ITEMS CURRENTLY IN THE USER'S CART

Product recognition and re-findability are needlessly difficult when items already in the user's cart are not highlighted.



- ✘ While Peet's Coffee, provides an excellent "Add to Cart" experience directly in the list view, it lacks any indication of the items already in the user's cart.



- ✔ FreshDirect clearly indicates items that have been added to the user's cart, as well as their quantity there.

Poor UX

Good UX

PURCHASE

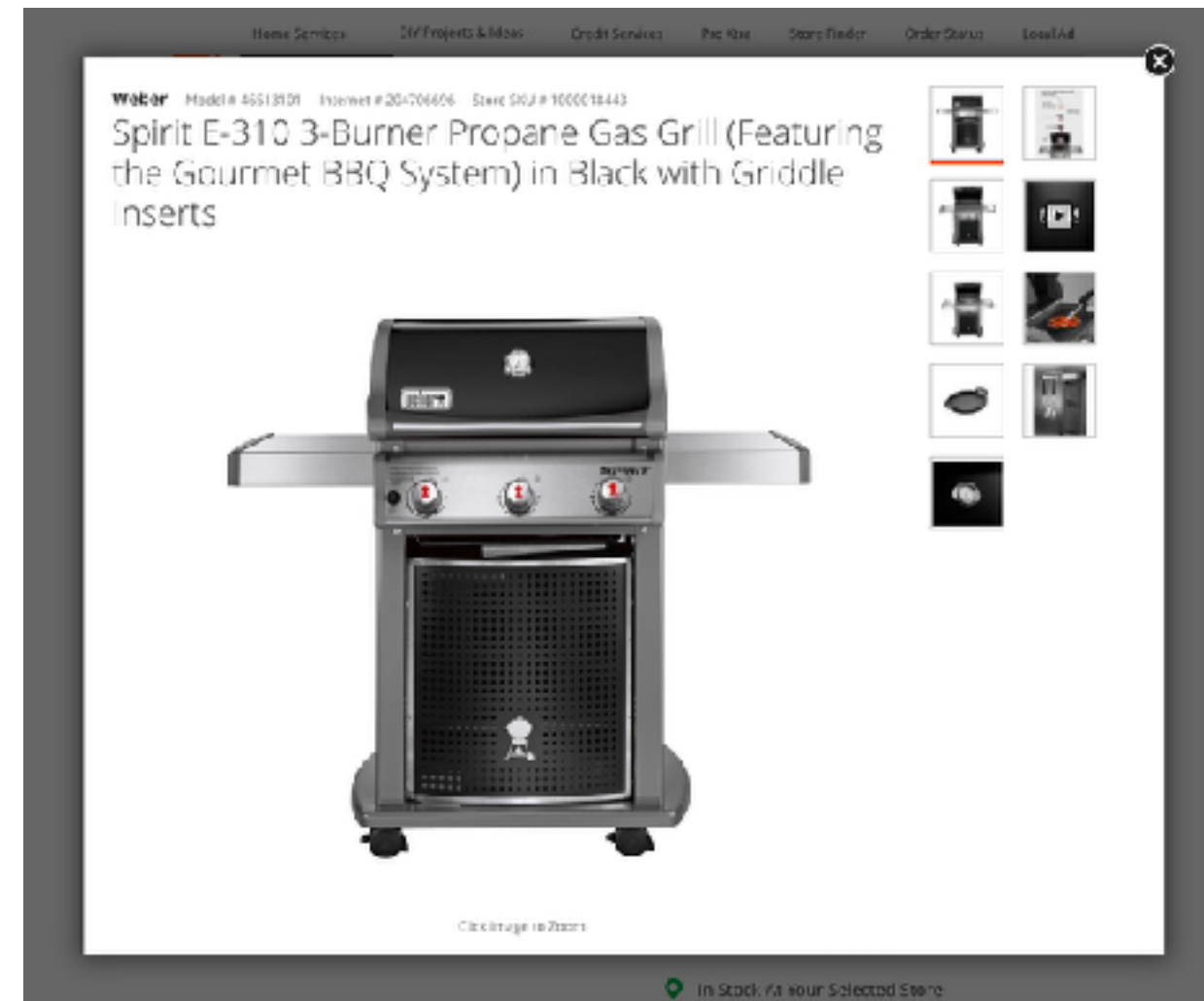
Customer goal / issue / need:

“I would like to see detailed product images before
making a choice”

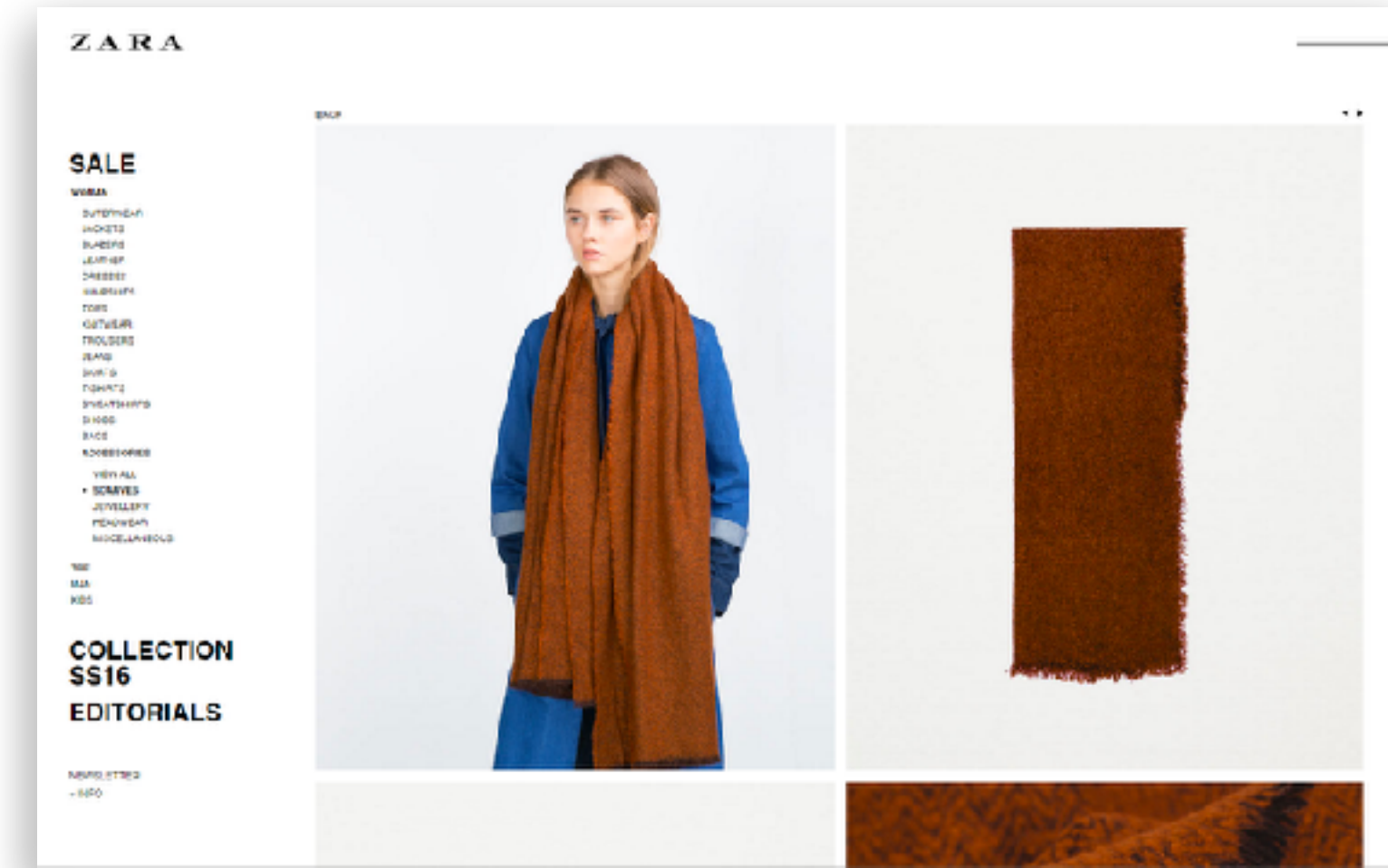
Best Practice

HAVE MULTIPLE PRODUCT IMAGES FOR ALL PRODUCTS TO FACILITATE USER'S VISUAL EVALUATION

Users heavily rely on product images to inspect, evaluate, and decide if the product match what they are seeking.



✘ Having a selection of high resolution images, does not compensate for not having at least one of them “in context”, to make it simple for users easily get a precise impression of the product’s size.



✔ The scarf’s dimensions would be hard to visualize without seeing it on a person.

Poor UX

Good UX

Recommendation

HAVE MULTIPLE PRODUCT IMAGES FOR ALL PRODUCTS TO FACILITATE USER'S VISUAL EVALUATION

There are three types of product images that should always be included for most products:

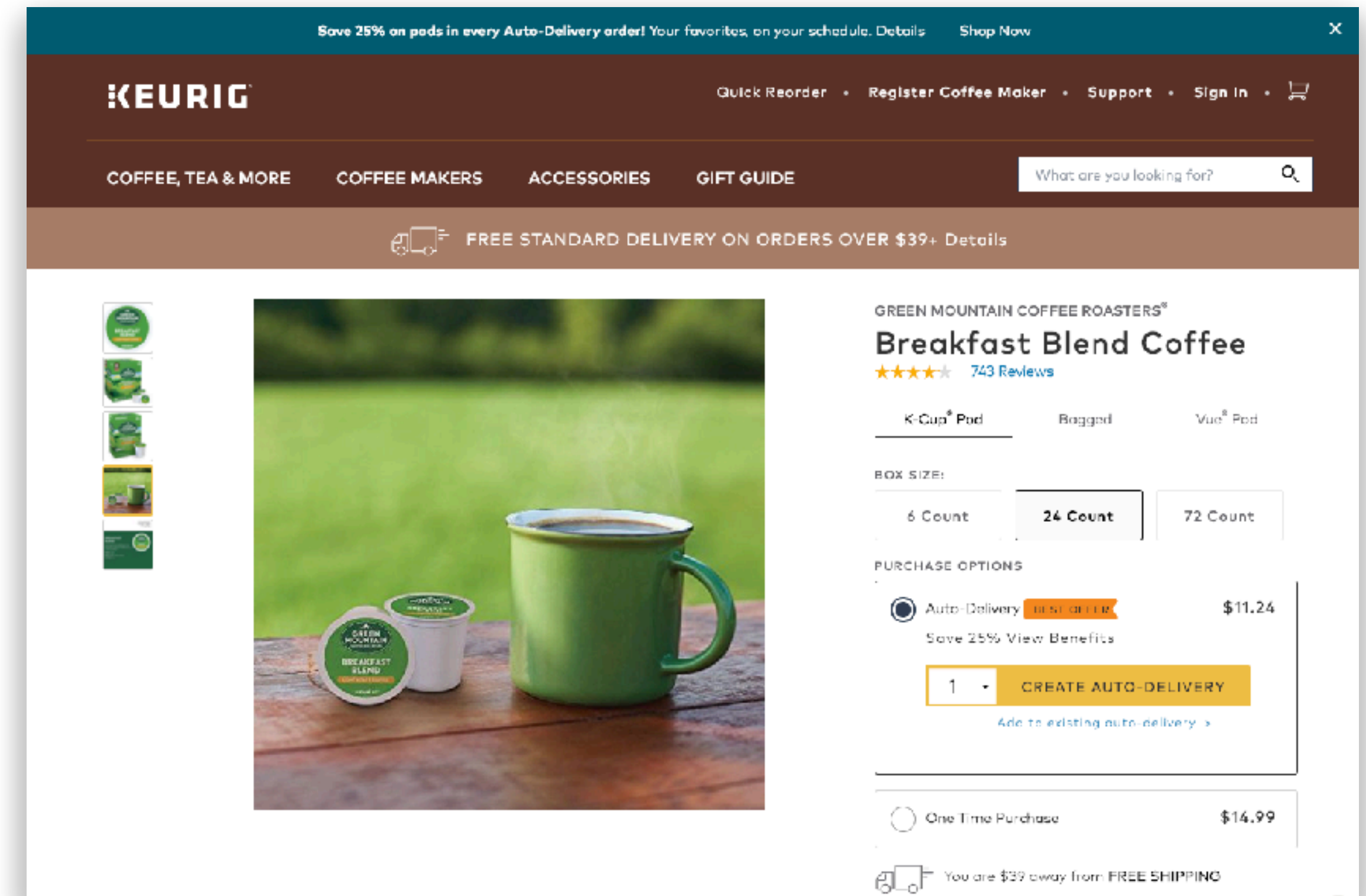
1. Images that show products “In Scale”,
2. Images that highlight a product’s features, and
3. Images that show products from at least a few different angles.



Betty Barista

Responsible Ralph

Both Betty Barista & Responsible Ralph would have easier time ordering new products if they have multiple product images and in-context images to rely on when making a purchasing decision.



Multiple product images including one “in scale” one and a few highlighting the product features and showing the product from multiple angles, make this product page a good fit for positive visual evaluation by users.

PURCHASE

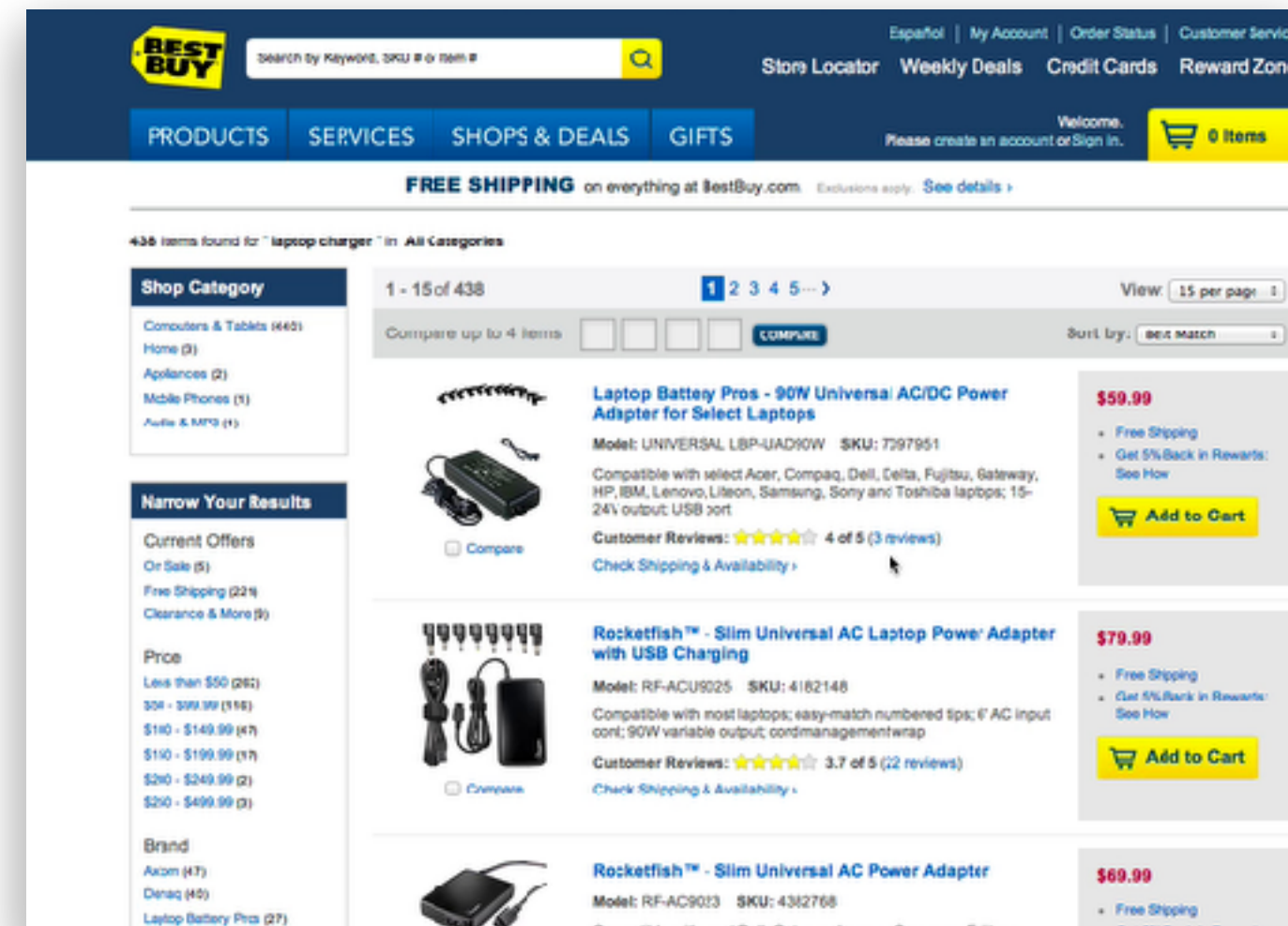
Customer goal / issue / need:

“I frequently need to narrow down my initial search results to make a choice”

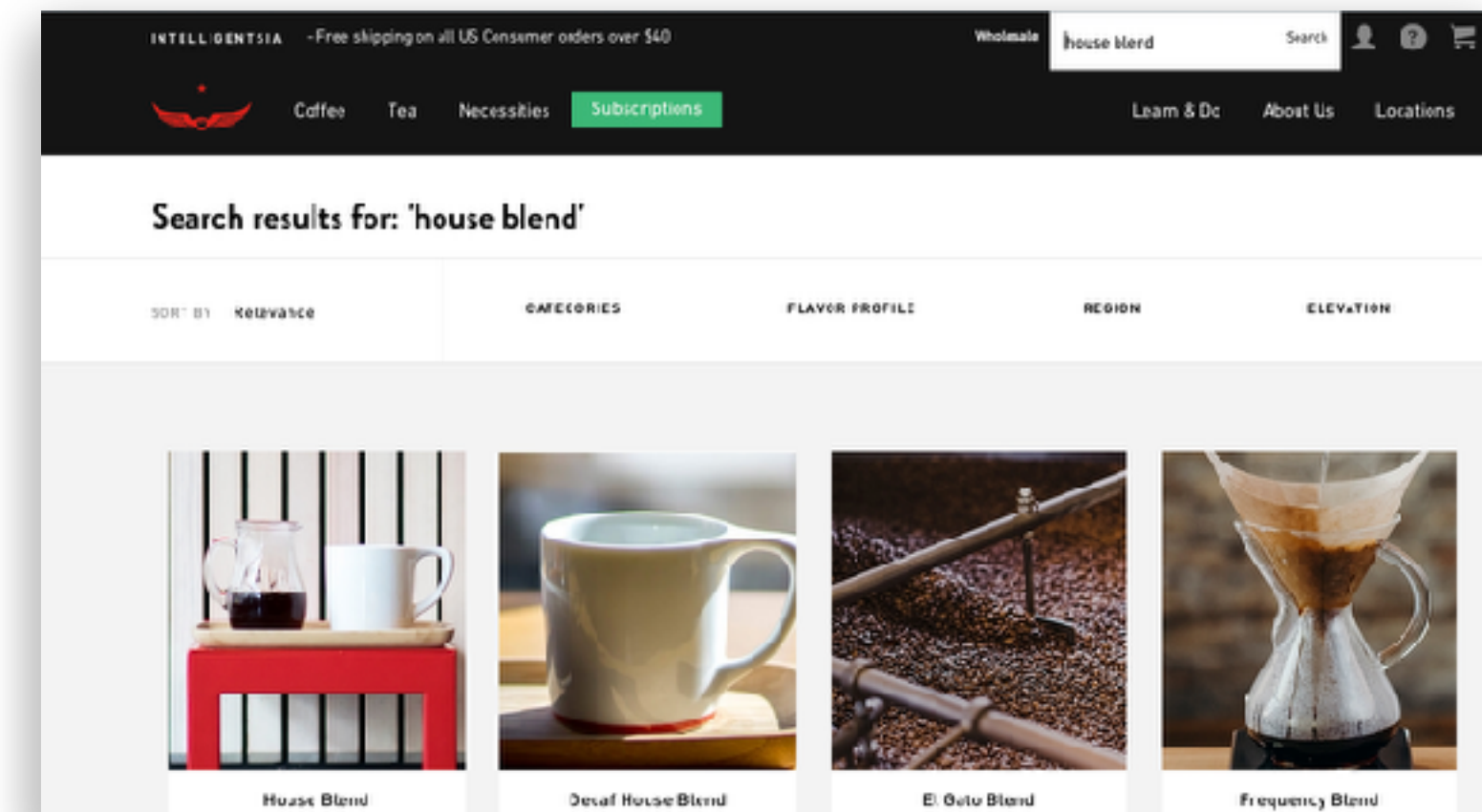
Best Practice

ALWAYS DISPLAY THE USER'S SEARCH QUERY ON THE RESULTS PAGE

Users are put through the needless task of retyping when their queries are cleared from the search field.



✘ Revising a query is impossible and wasteful of user's time when it is not present on the search results page.



✔ Intelligentsia both states the used search terms and persists the user's query so it can easily be iterated upon.

Poor UX

Good UX

Recommendation

ALWAYS DISPLAY THE USER'S SEARCH QUERY ON THE RESULTS PAGE

Highly iterative search behavior is typical for both desktop and mobile users. The most common scenarios in which users are likely to perform multiple search query iterations include the following:

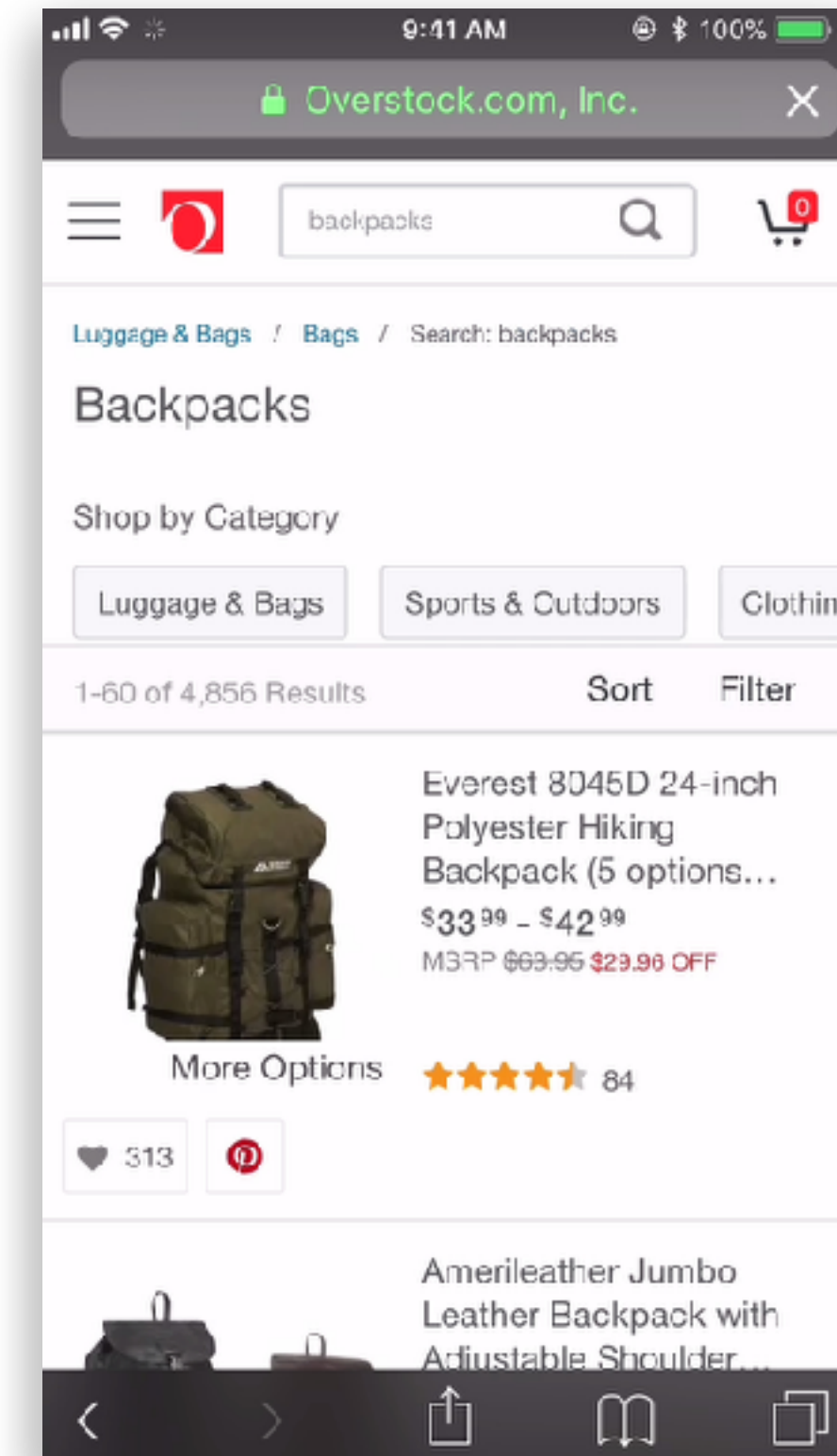
1. Too few search results.
2. Too many/too broad results.
3. Unexpected results.

As a result, it takes longer for users to find products or other content, and may nudge some users to abandon using search as a product-finding strategy.



Betty Barista Responsible Corporate Marketing Sales Distributor
Ralph Carla Mark Saul Derek

All personas would benefit from the ability to refine or re-iterate the search string without wasting precious time retyping.



On mobile devices, search query persistence is equally, if not more, critical in helping the search-iteration process flow smoothly. Overstock displays the search query text as a header on results pages and provides breadcrumbs - both of which help orient users as they search and iterate on their searches.

PURCHASE

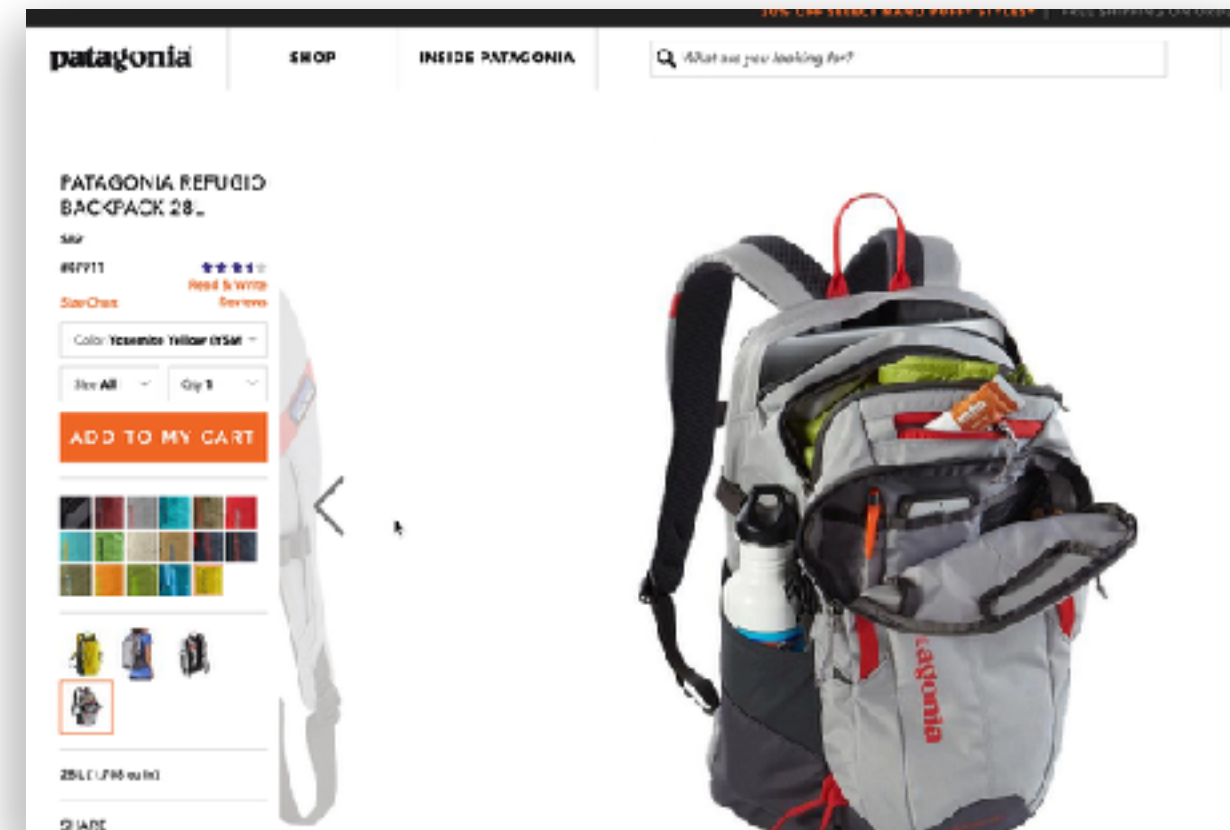
Customer goal / issue / need:

“I would like to see prices of the products”

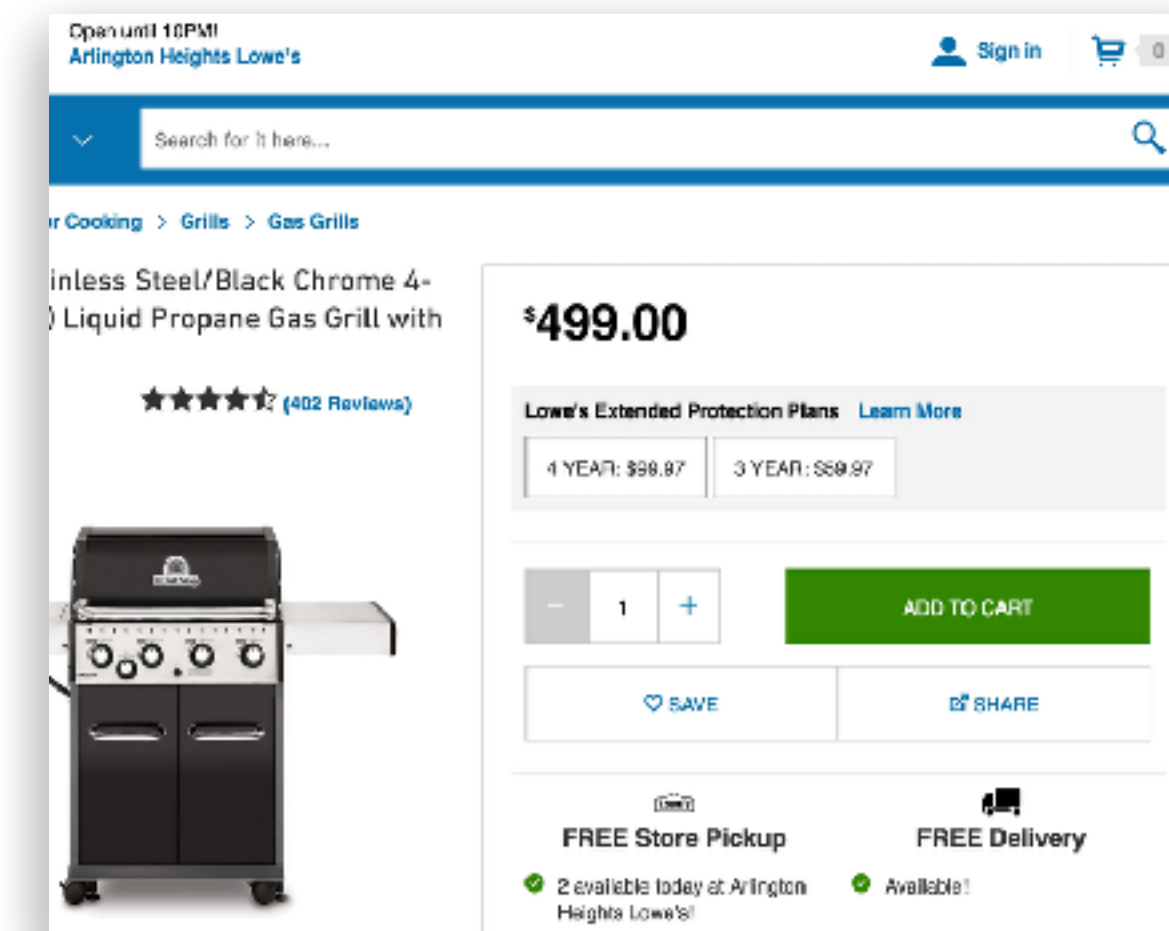
Best Practice

ENSURE THE PRODUCT PRICE IS HIGHLY VISIBLE AND IMMEDIATELY OBVIOUS

The product price is often one of the most important criteria for users when they're evaluating a product.



✘ Price is an essential component of the “Buy” section of the product detail page, and if it’s difficult to find, users will grow increasingly frustrated.



✔ Lowe's uses enlarged bold font and surrounds the price with plenty of white space, helping it stand out.

Poor UX

Good UX

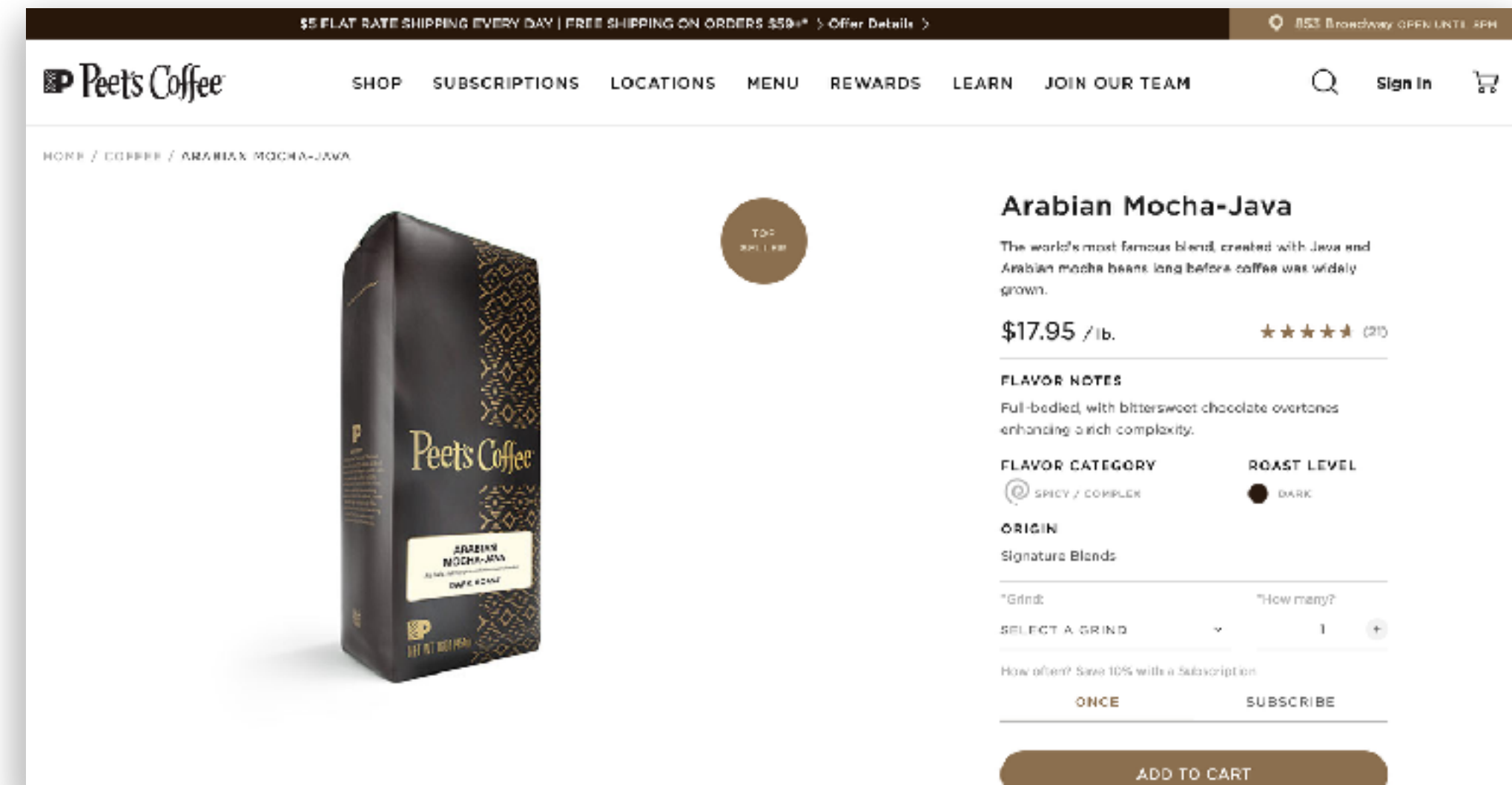
Recommendation

ENSURE THE PRODUCT PRICE IS HIGHLY VISIBLE AND IMMEDIATELY OBVIOUS



Betty Barista Responsible Barista Ralph Corporate Marketing Carla Marketing Mark Sales Saul Distributor Derek

Ability to easily locate and evaluate the product price is a critical factor in making purchasing decisions. All personas would benefit from clear pricing guidelines readily available to them online.



As essential information, it's important that the price is highly visible and that users don't have to search for it.

PURCHASE

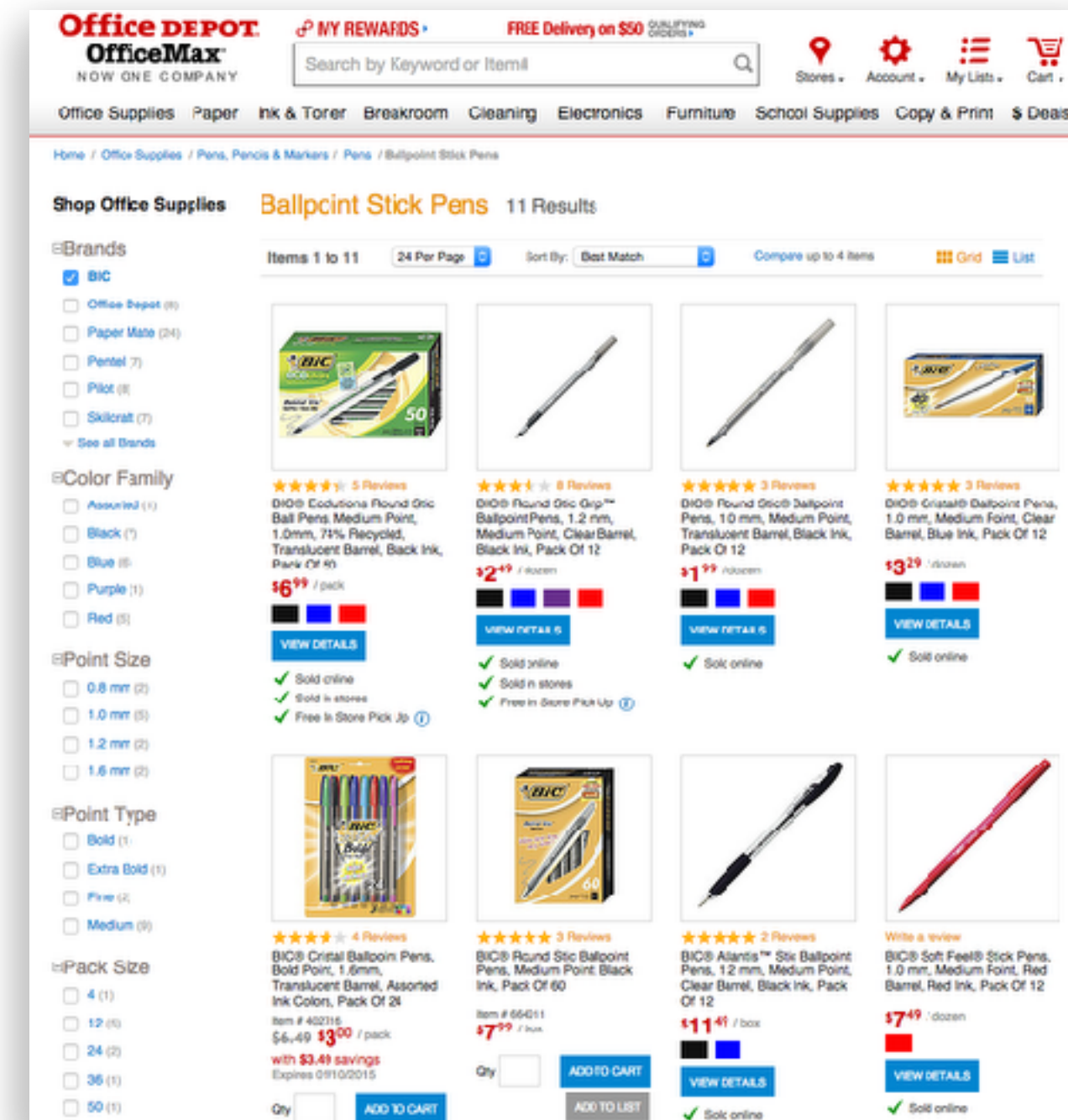
Customer goal / issue / need:

“I would like to compare prices for the products
sold in bulk”

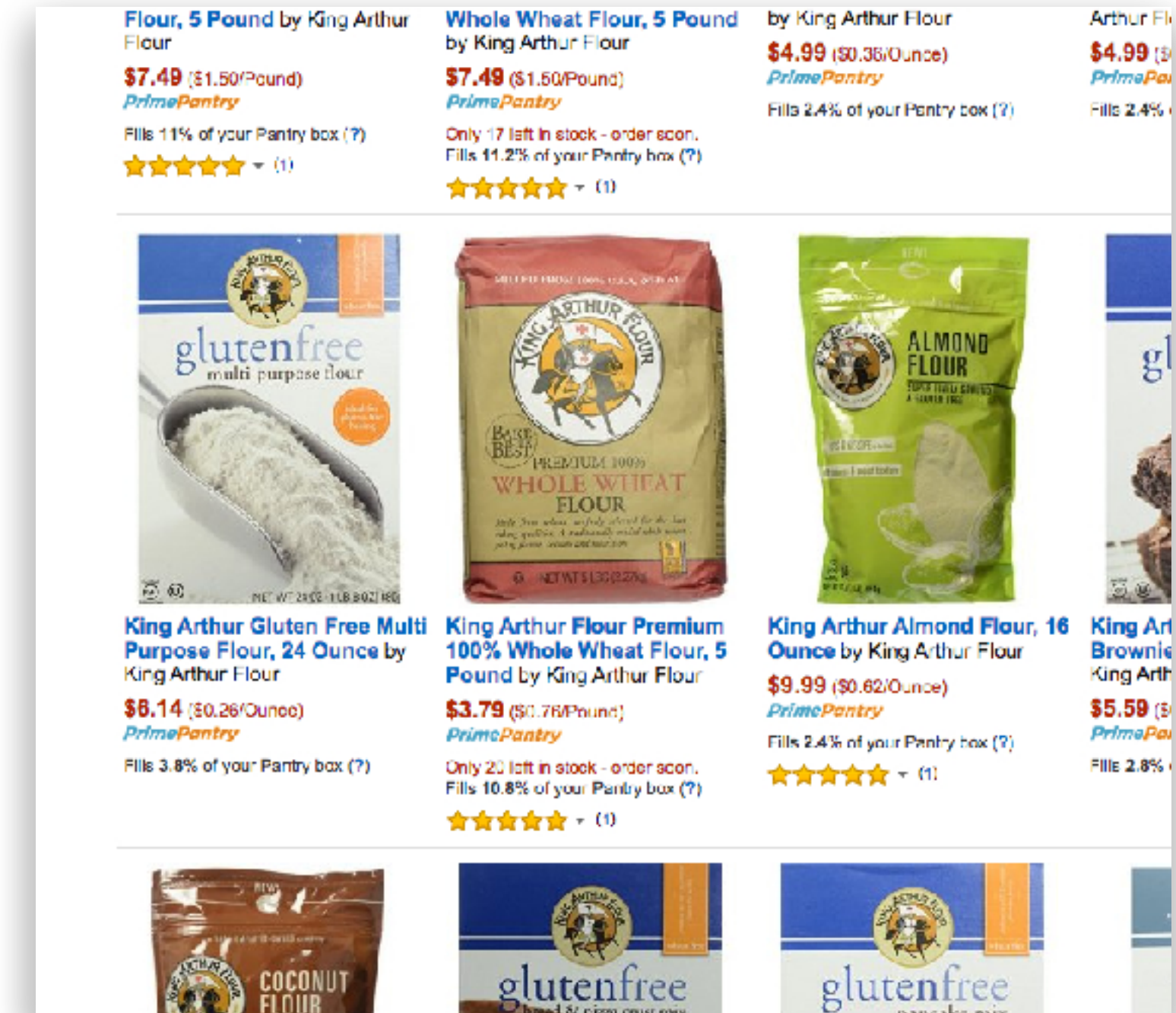
Best Practice

DISPLAY 'PRICE PER UNIT' FOR MULTI-QUANTITY ITEMS

Multi-quantity items actually have two important price points: the total package price and price per unit.



✘ When packaging varies in quantity, the price per unit will be essential as the product cost is no longer revealed simply by reading the product list.



✔ Amazon displays a unit cost making it easy to compare prices when buying in bulk.

Poor UX

Good UX

Recommendation

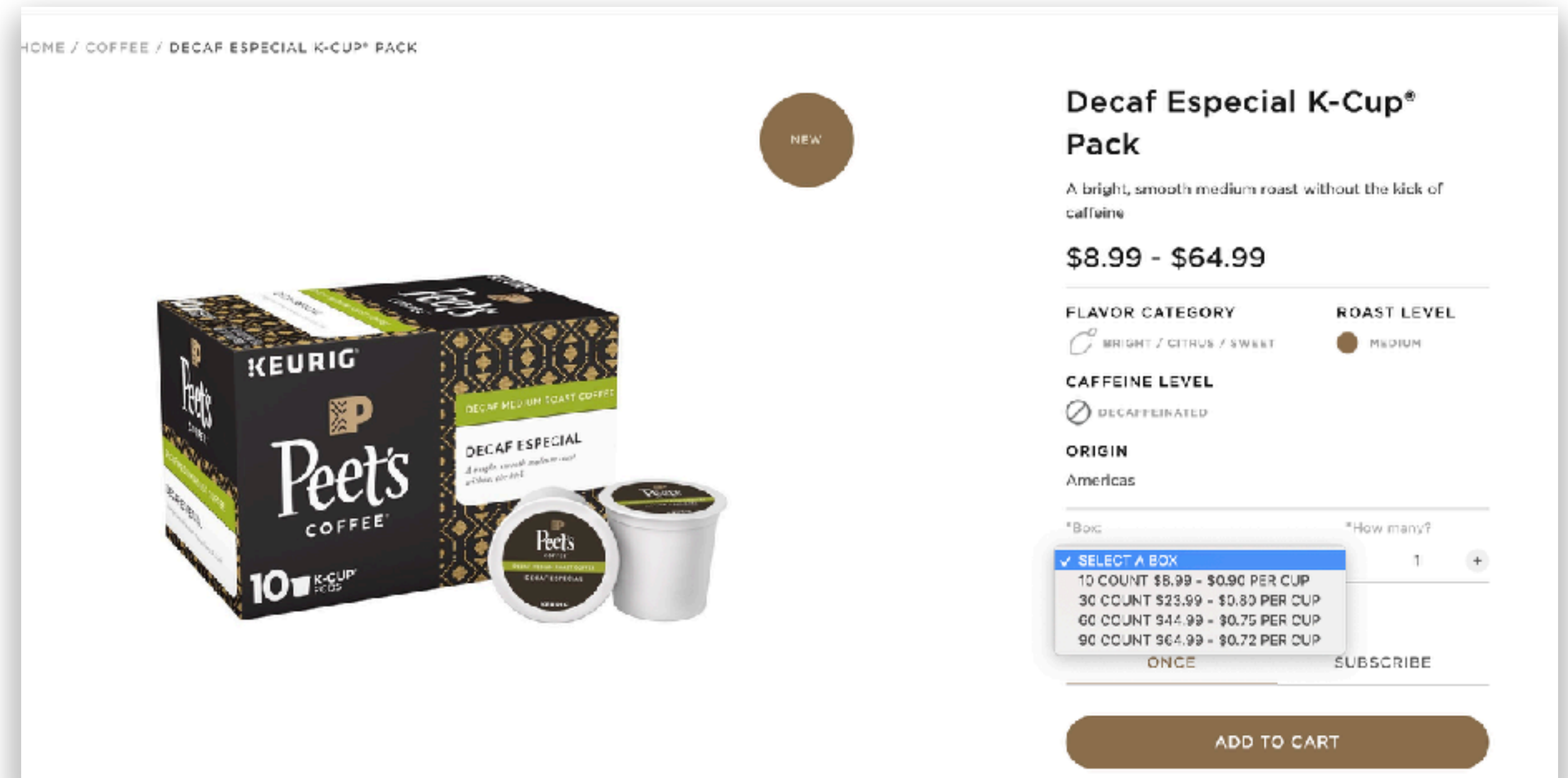
DISPLAY 'PRICE PER UNIT' FOR MULTI-QUANTITY ITEMS

When list item quantities vary, it is recommended to calculate and display price per unit for each product.



Betty Barista Responsible Corporate Marketing Sales Distributor
Ralph Carla Mark Saul Derek

At any point, when quantities vary across items in the product list, price per unit becomes relevant as users will otherwise have to do a lot of calculations to evaluate the products and determine which one represents the best value for money. All personas would benefit from clear pricing guidelines readily available to them online.



Display 'Price Per Unit' for any product where the quantities vary across the list items and - ideally - allow users to sort by it as well.

PURCHASE

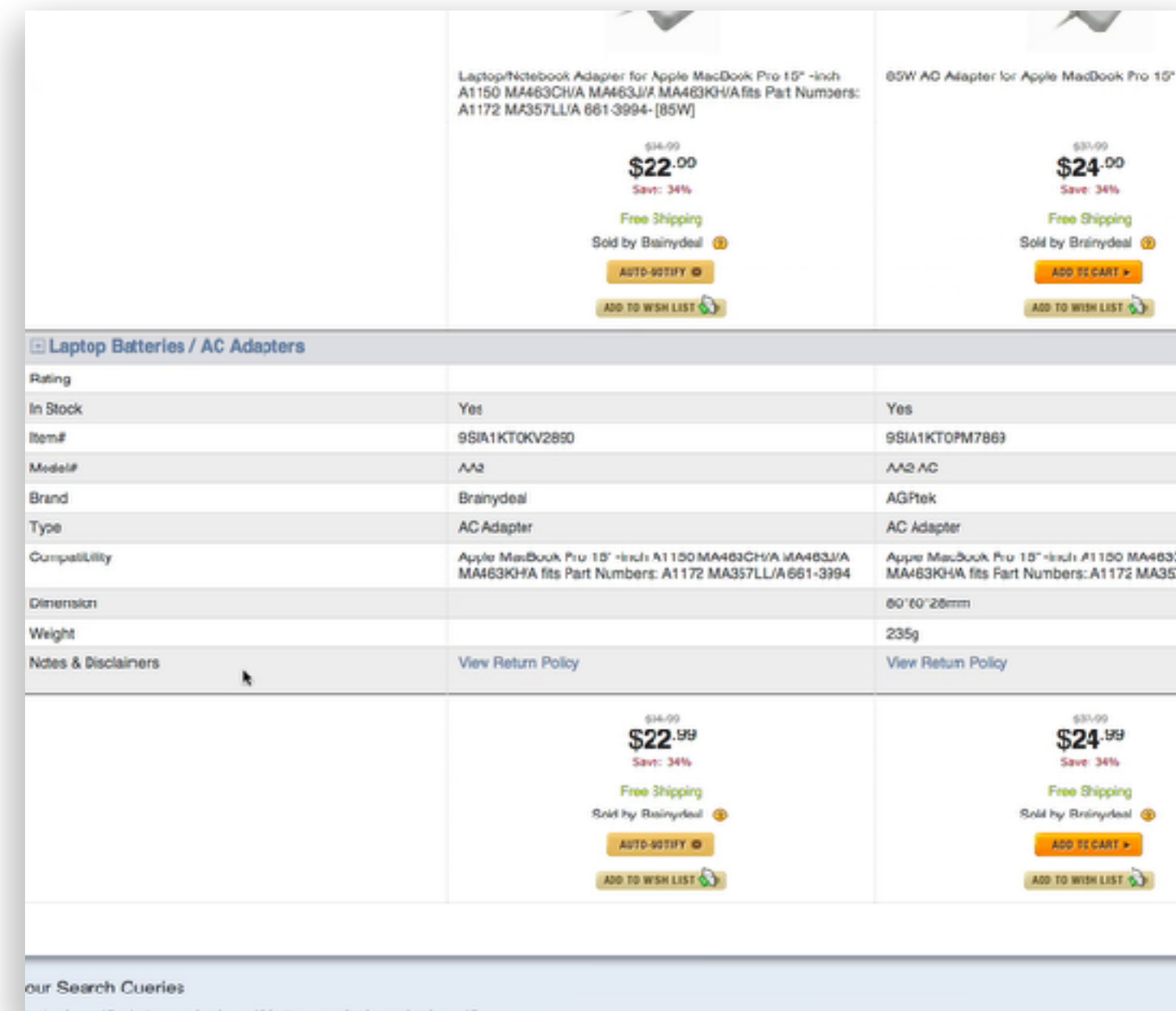
Customer goal / issue / need:

“I would like to know and compare the dimensions of the products & their packaging, as I have limited storage space in my store”

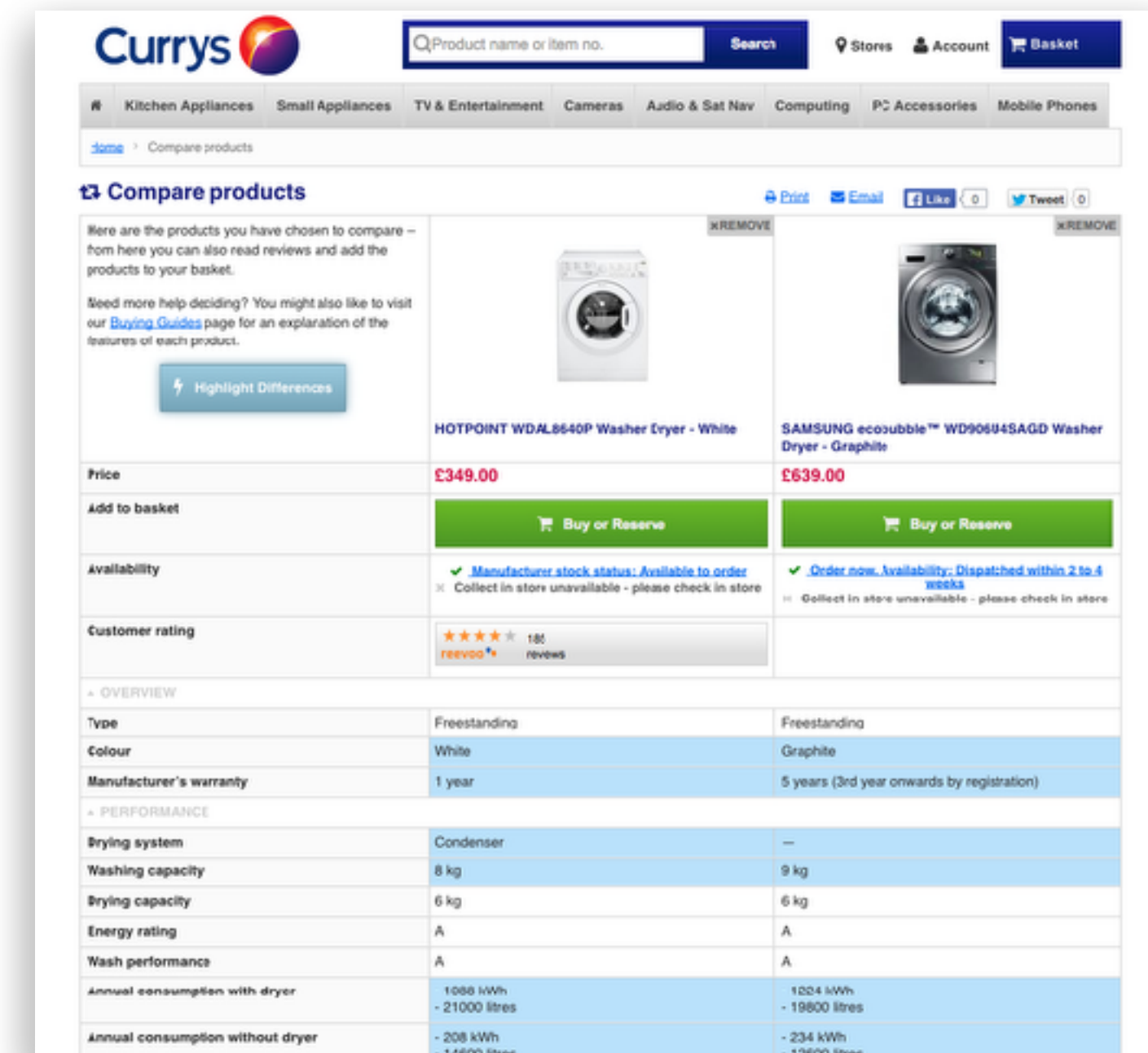
Best Practice

PRESENT SPECIFICATIONS CONSISTENTLY ACROSS THE PRODUCTS ON THE COMPARISON PAGE

Users are very easily misled by product specs when they are presented inconsistently across the items being compared.



✘ Lack of “dimensions” of the first products, makes the rest impossible to compare and diminishes the value of the comparison table.



✔ Currys allow users to *Highlight Differences* in the comparison table, making it easier to spot differences in the long spec lists.

Poor UX

Good UX

Recommendation

PRESENT SPECIFICATIONS CONSISTENTLY ACROSS THE PRODUCTS ON THE COMPARISON PAGE

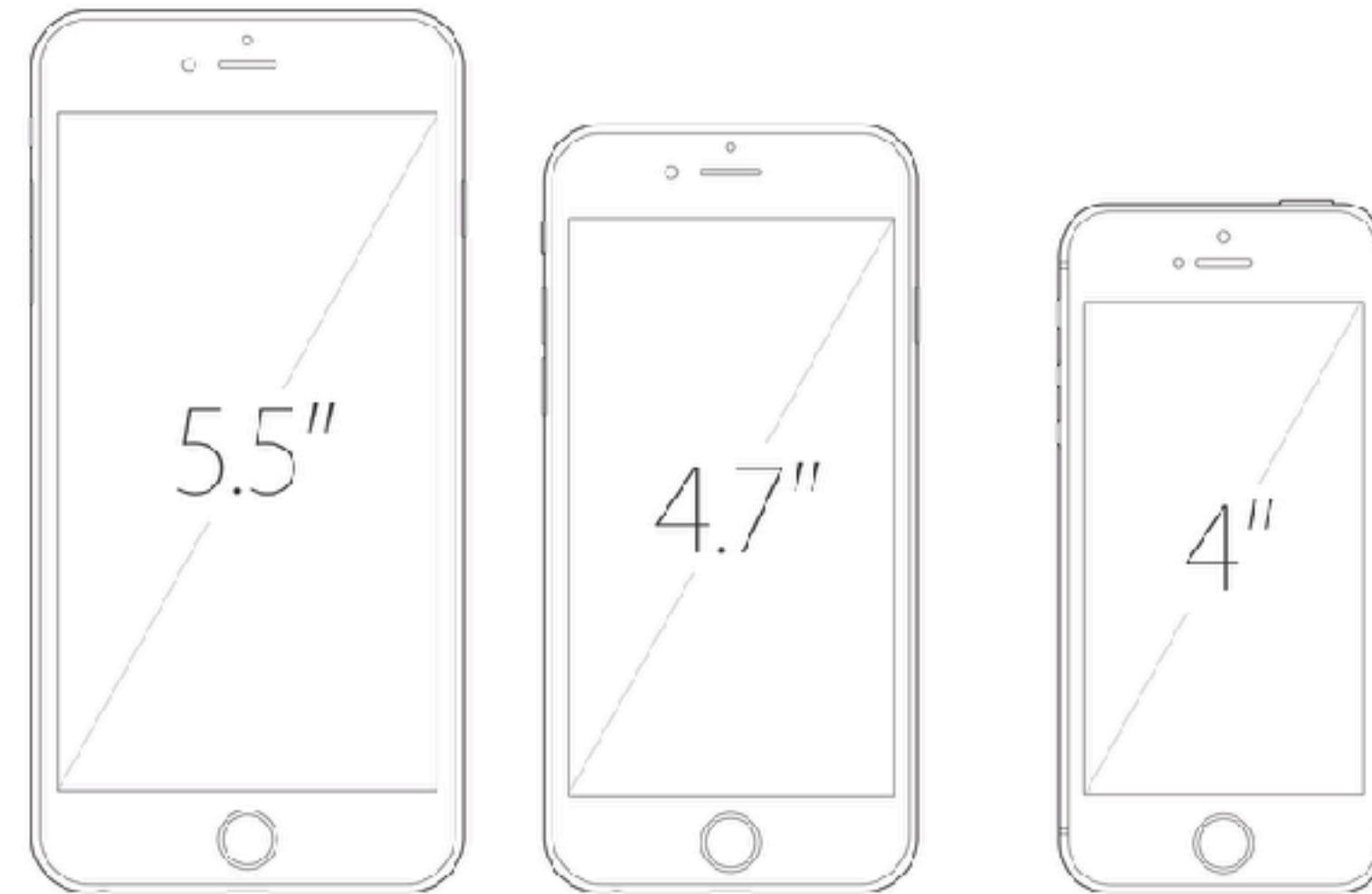
When dimensions are important, product images may need also be shown in scale - to allow users to see how big they are in relation to one another. Showing the differences will make size differences easier to understand and relate to.



Betty
Barista

Responsible
Ralph

Betty Barista & Responsible Ralph would greatly benefit from being able to quickly understand and evaluate the dimensions of the items they are ordering, especially when limited storage is an issue.



Apple shows the size differences between the iPhones numerically *and* visually, allowing the user to literally see the differences.

PURCHASE

Customer goal / issue / need:

“I would like to narrow down the product list to the exact products I may be interested in ‘in one go’”

Best Practice

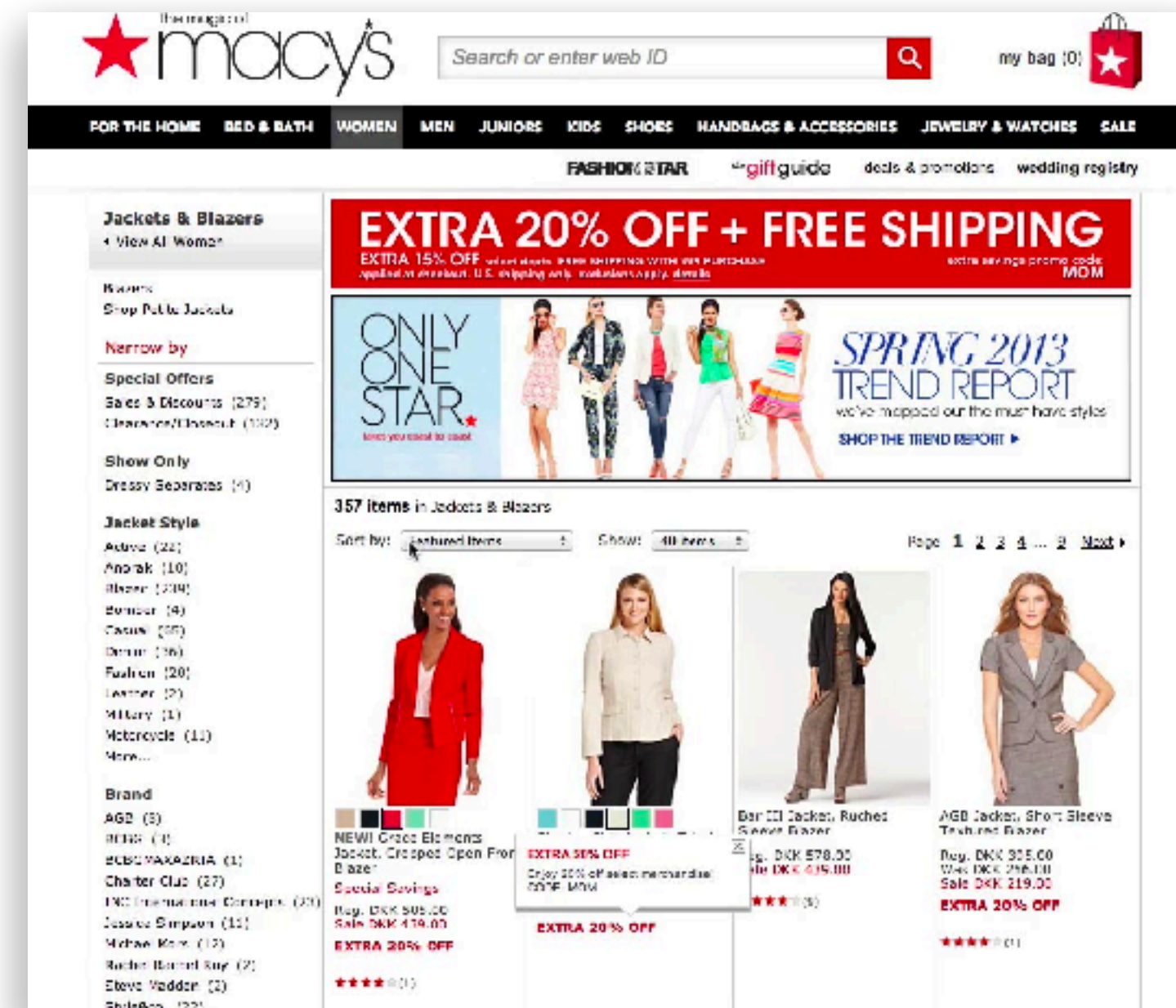
HELP USERS TO SCAN, EVALUATE, FILTER AND SORT PRODUCTS WITHIN A PRODUCT LISTING PAGE

At e-commerce sites, the filtering interface has historically consisted of a left-hand vertical sidebar.

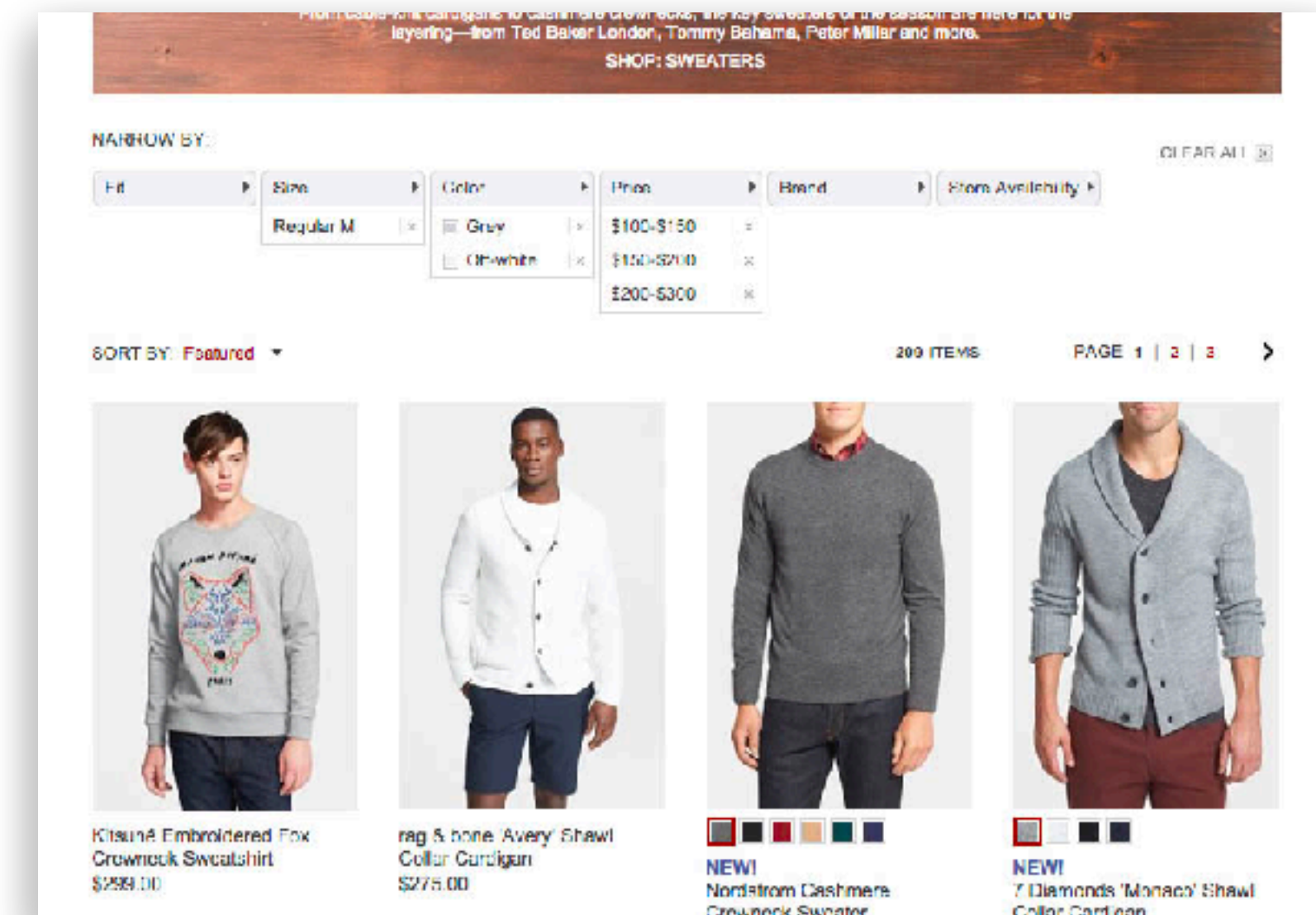
However, over the last couple of years a new filtering and sorting interface has become increasingly popular: a horizontal toolbar which combine both filters and the sort tool.

Reasons:

1. Users overlook or ignore the filtering sidebar entirely.
2. Users mistake the site's sorting tool for the site's filtering tools, thinking they are the only ones available.



- ✗ Macy's sorting tool's central position grabs users' attention, especially those who had engaged with the product list (also centrally positioned on the page).



- ✓ Nordstrom's drop-down design repeats any applied values outside of the drop-down, not just making them immediately and permanently visible to the user, but also providing an easy option for disabling each applied value.

Poor UX

Good UX

Recommendation

TAKE FULL ADVANTAGE OFFERED BY THE HORIZONTAL FILTERING & SORTING TOOLBAR

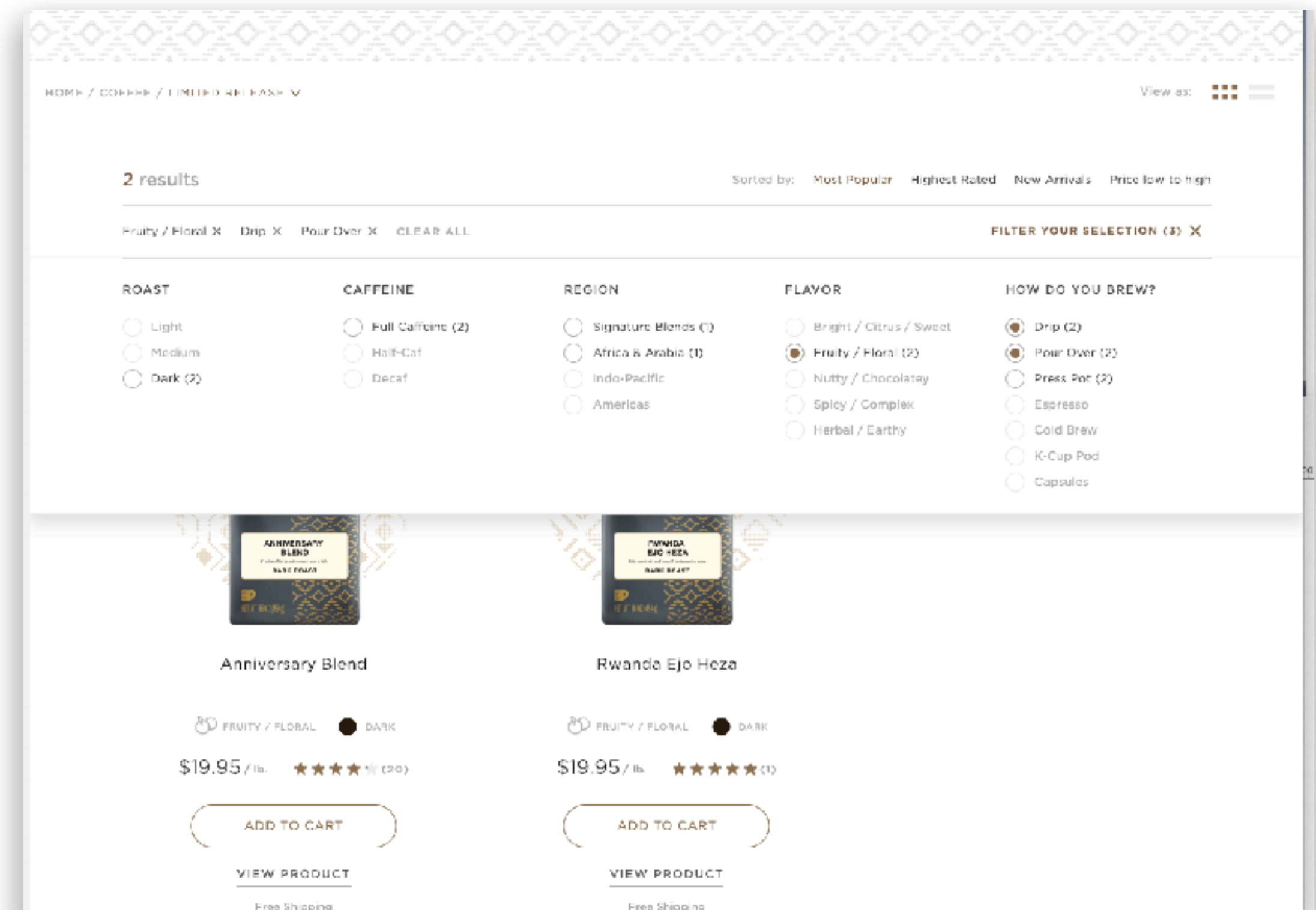
Horizontal filtering & sorting can increase both the discovery and the utilization of the site's filters and avoid misinterpretations of the sorting tool. It also opens up the possibility of removing the traditional sidebar altogether, which frees up horizontal screen real estate to be used for displaying either an additional product per row or larger product thumbnails, as long as it is implemented along the following guidelines—

- *Filtering values are implemented as a custom drop-down interface, that*
- *Allow multiple filtering values of the same type to be selected,*
- *Auto-apply and live-update the product list as each value is clicked, and*
- *Display any applied filtering values outside the drop-down.*

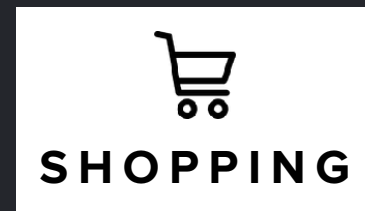


Betty Barista Responsible Ralph Corporate Marketing Carla Sales Mark Sales Saul Distributor Derek

All personas would appreciate the time-saving value and intuitive way to filter and sort products.



Peet's Coffee combines filtering and sorting into a functional horizontal toolbar with a very intuitive interface.



JOURNEY TOUCHPOINT

Delivery & Support

DELIVERY & SUPPORT

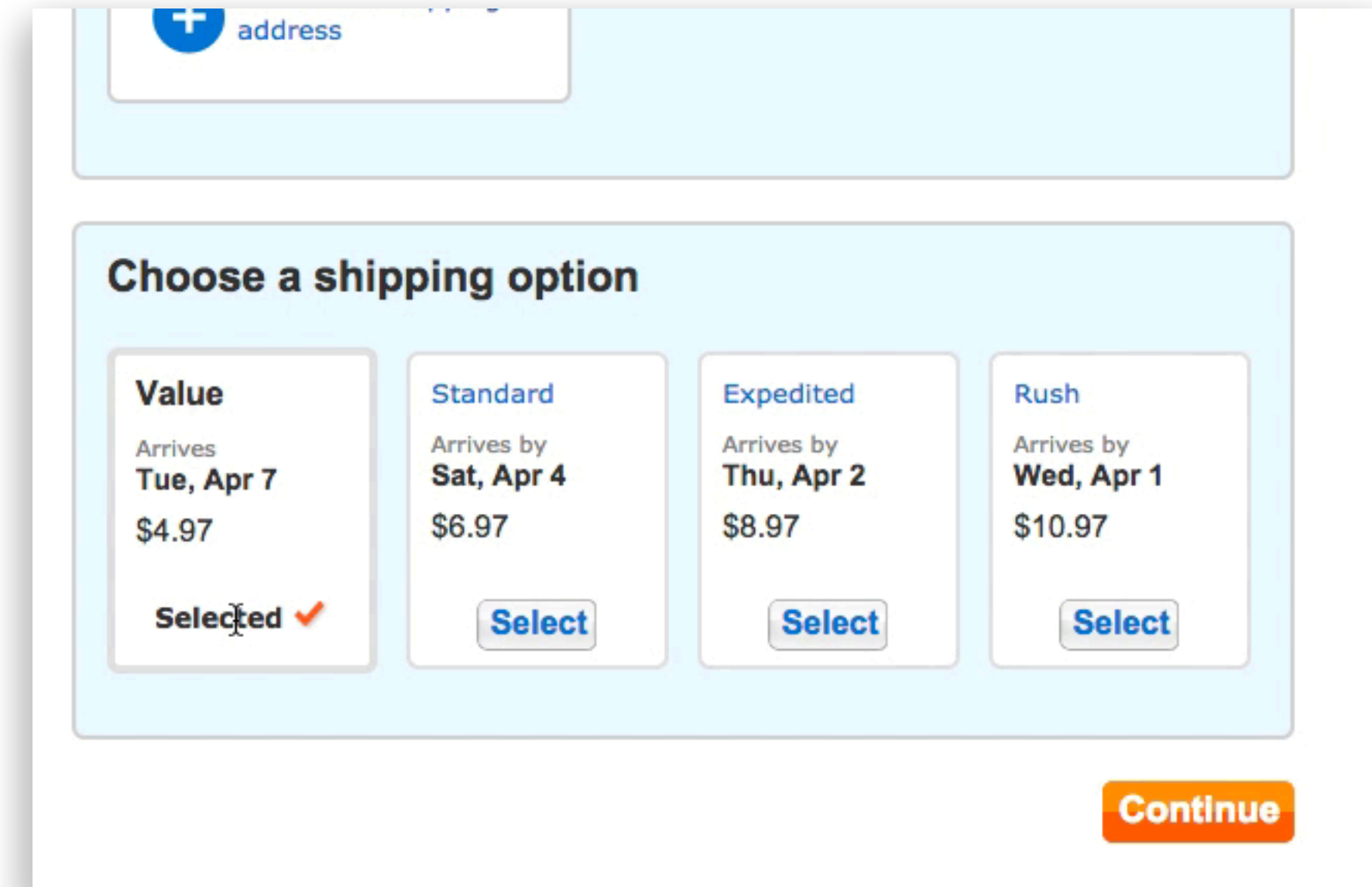
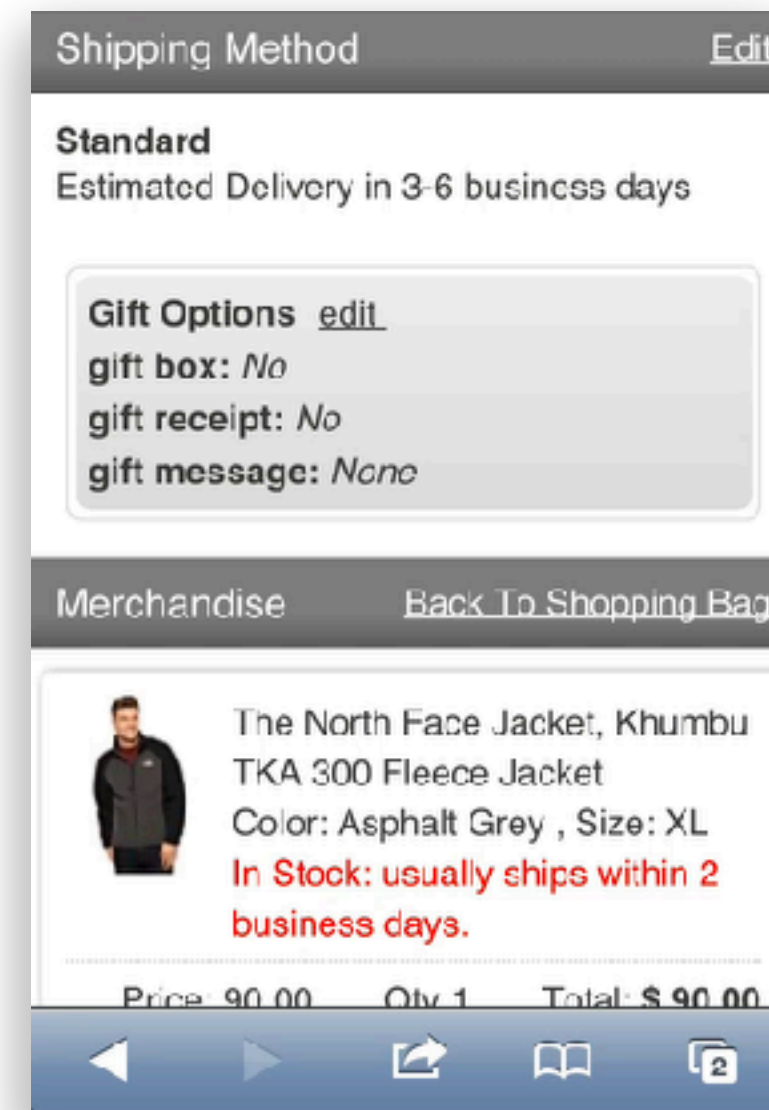
Customer goal / issue / need:

“I would like to know when my order is going to be delivered”

Best Practice

IT IS RECOMMENDED TO USE 'DELIVERY DATE' INSTEAD OF "SHIPPING SPEED"

"Delivery Speed" requires users to investigate and estimate themselves when they can expect to receive their order.



✗ It is confusing whether the order arrives in 3-6 days or 3-8 days, because the page mentioned both "3-6 business days" under the shipping section, while further down the page read "In stock: usually ships within 2 business days".

✓ It eases the delivery option selection, when a user sees the exact impact of spending a few extra dollars on shipping.

Poor UX

Good UX

Recommendation

IT IS RECOMMENDED TO USE 'DELIVERY DATE' INSTEAD OF "SHIPPING SPEED"

Because users are more likely to see the delivery date as a promise by the site, it's important that the calculation is as accurate as possible.



Betty Barista

Responsible Ralph

Betty Barista & Responsible Ralph need to be know the exact date when their orders are going to be delivered due to the limited storage space available and other circumstances.

SHIPPING METHOD ?

Place this order by 1PM EST to get it by the **estimated dates** below:

| | |
|--|---------|
| <input checked="" type="checkbox"/> STANDARD 3-7 Business Days April 03 - April 09 | \$7.00 |
| TWO DAY 2 Business Days April 02 | \$15.00 |
| OVERNIGHT 1 Business Day April 01 | \$20.00 |

Pickup is available
Choose from 20 Amazon Pickup Locations near you.

Choose a delivery option

FREE ONE-DAY DELIVERY **FREE One-Day Delivery on This Order:** Get fast, free delivery on this order by selecting "FREE One-Day Delivery with Amazon Prime" below.

- FREE One Day Delivery with **amazonPrime** (1 business day) : get it tomorrow, April 1
- First Class : get it by Saturday, April 4
- One-Day Delivery : get it tomorrow, April 1
- Express Delivery : get it by 1pm tomorrow, April 1
- Evening Delivery : get it (delivery between 6pm-10pm on weekdays and 4pm-8pm on weekends) on April 1

Continue



Amazon offers a clear understanding of when users would receive their order without having to account for cut-off times, business dates, or current day of week.



It is important to notice, that the delivery date ranges may perform just as well as a single delivery date, as long as there are actual calendar dates present which are easier for users to interpret than a "3-7 Business Days" statement.

DELIVERY & SUPPORT

Customer goal / issue / need:

“I would like to be able to track progress of my order
online after I place it”

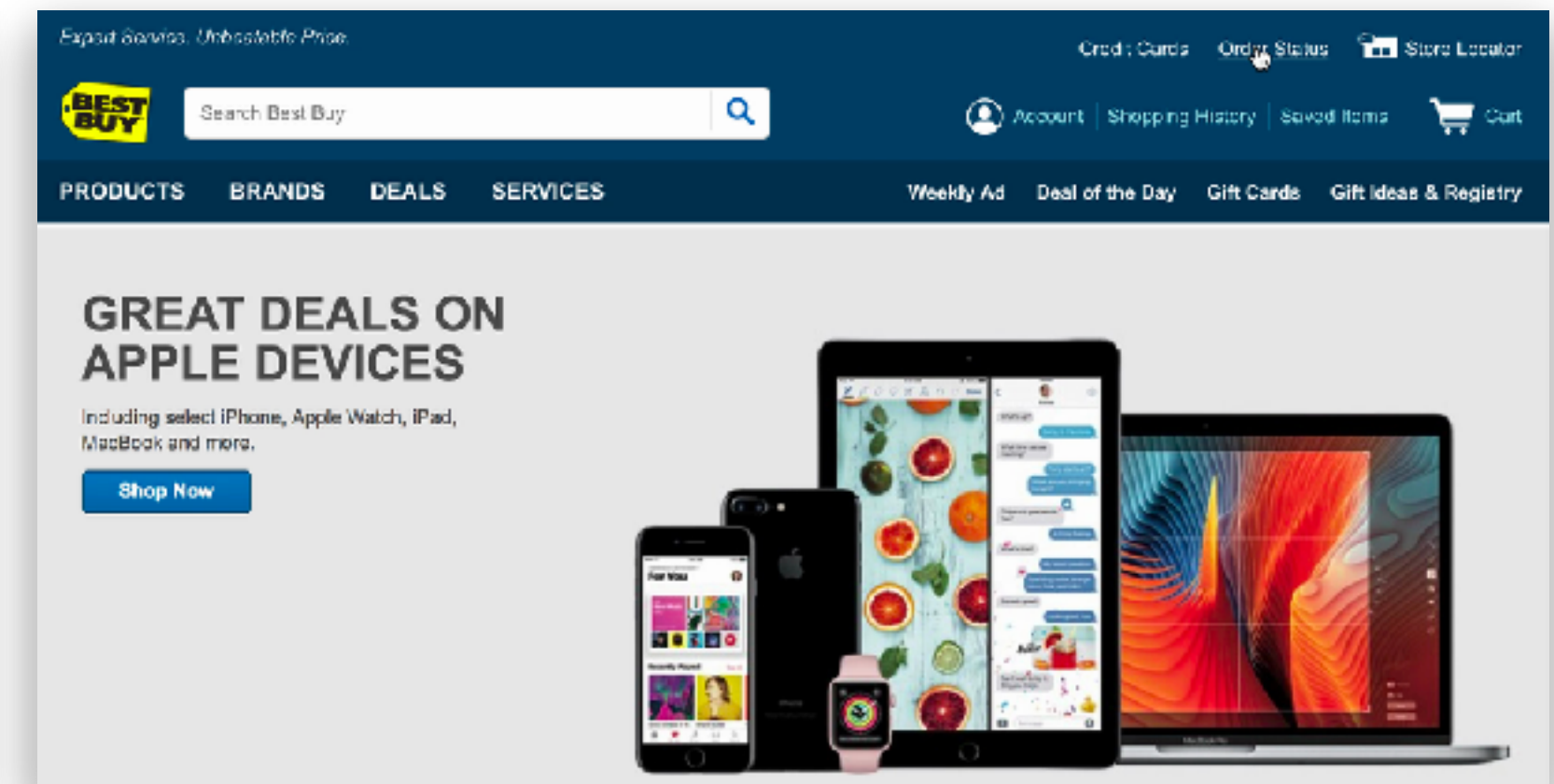
Best Practice

HAVE MULTIPLE PATHS TO ORDER TRACKING

Users who don't start the order tracking process by clicking an e-mail link will need to be able to find the tracking page on-site.



✘ Users should be able to immediately identify a route into account functionality such as order tracking from the main navigation area.



✔ Order tracking is easy to start on Best Buy.

Poor UX

Good UX

Recommendation

HAVE MULTIPLE PATHS TO ORDER TRACKING

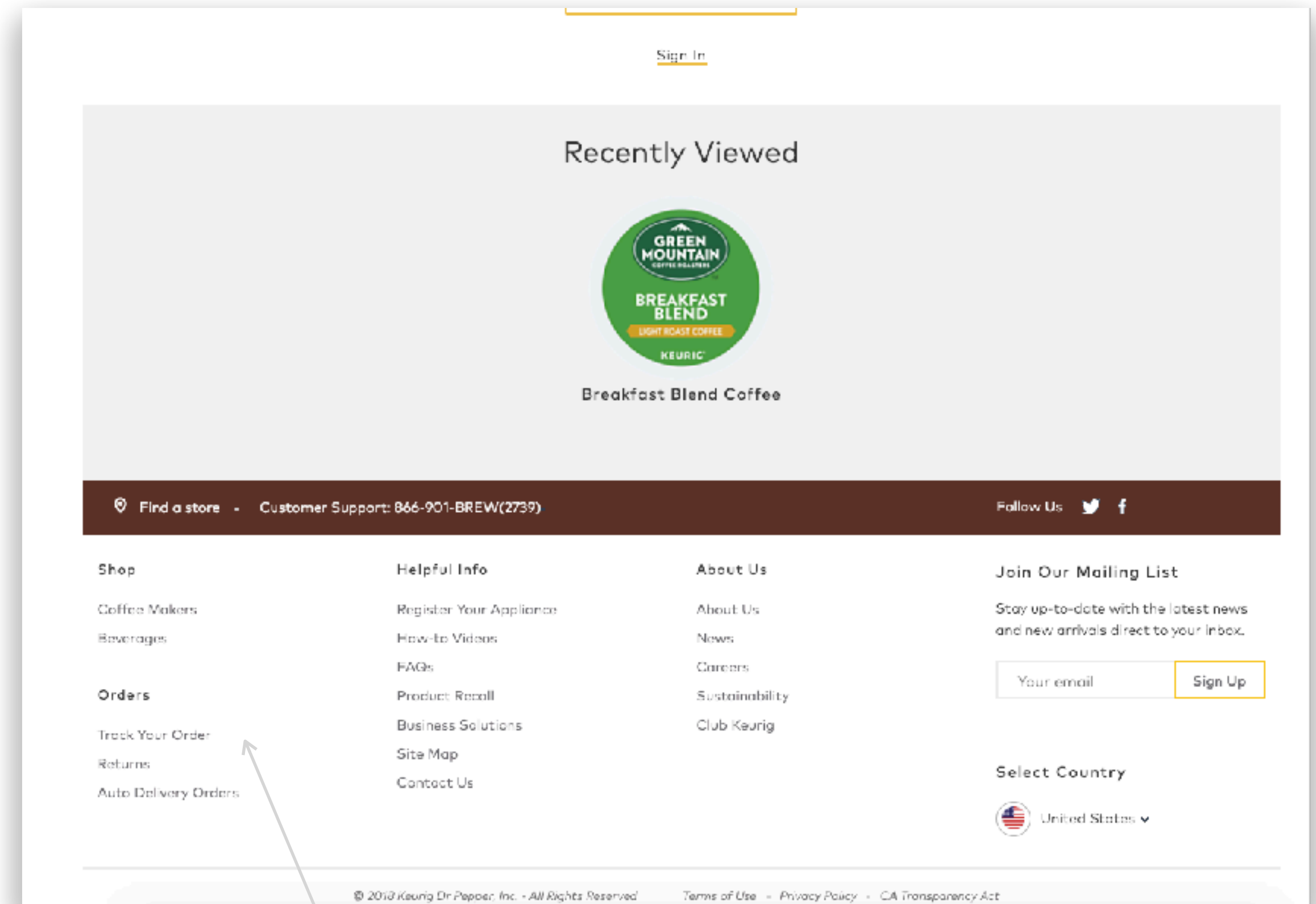
It is recommended to have a path to order tracking in the utility navigation or in the expandable "My Account" drop-down, and also consider fallbacks such a site-wide footers and search results.



Betty Barista

Responsible Ralph

Betty Barista & Responsible Ralph would benefit from a way to easily check order status and make accommodations in their store for its arrival.



If a user misses a link to the order tracking functionality at the top of the page, they may scroll to the footer and quickly find the “Track Your Order” link.

DELIVERY & SUPPORT

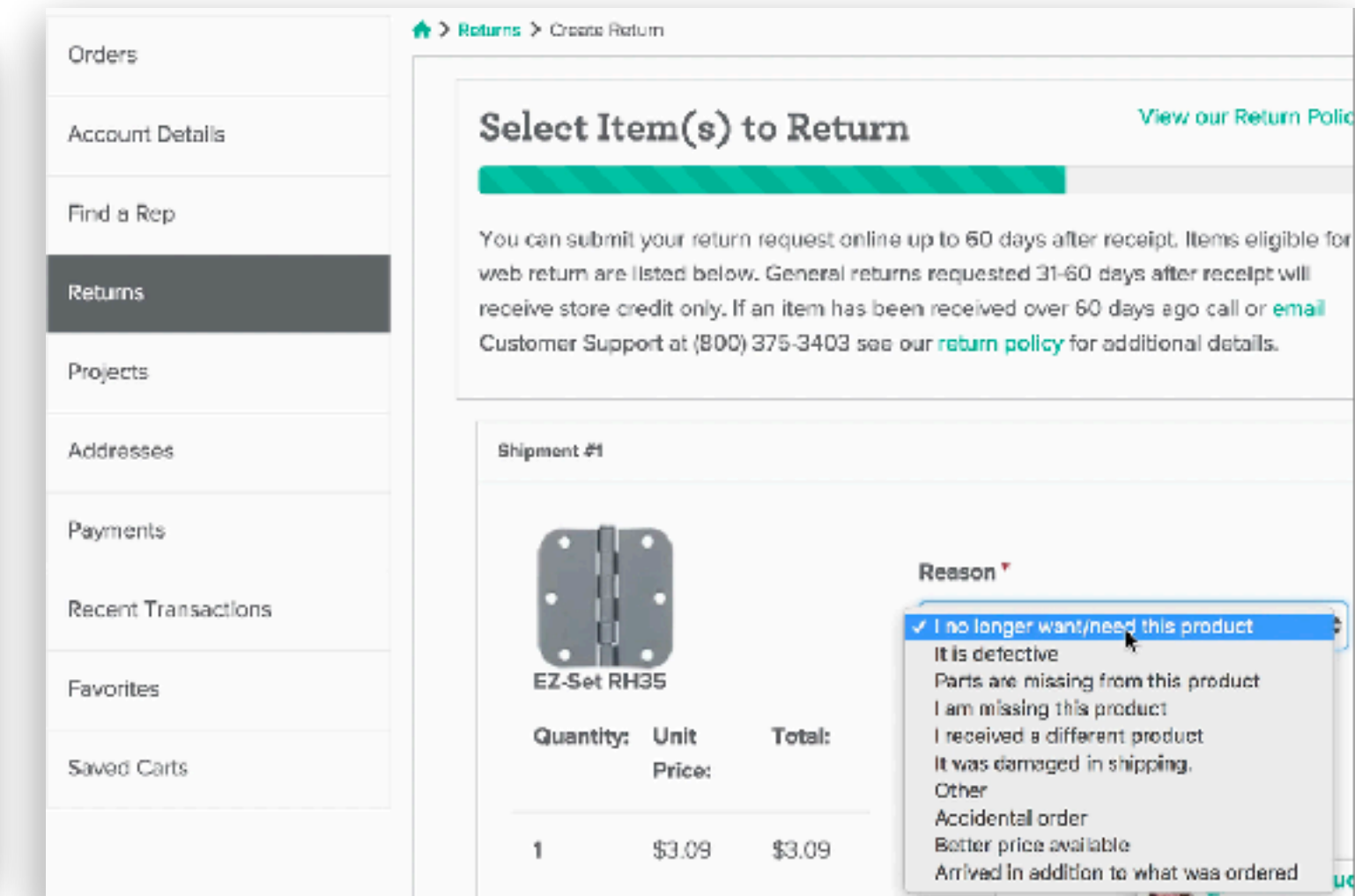
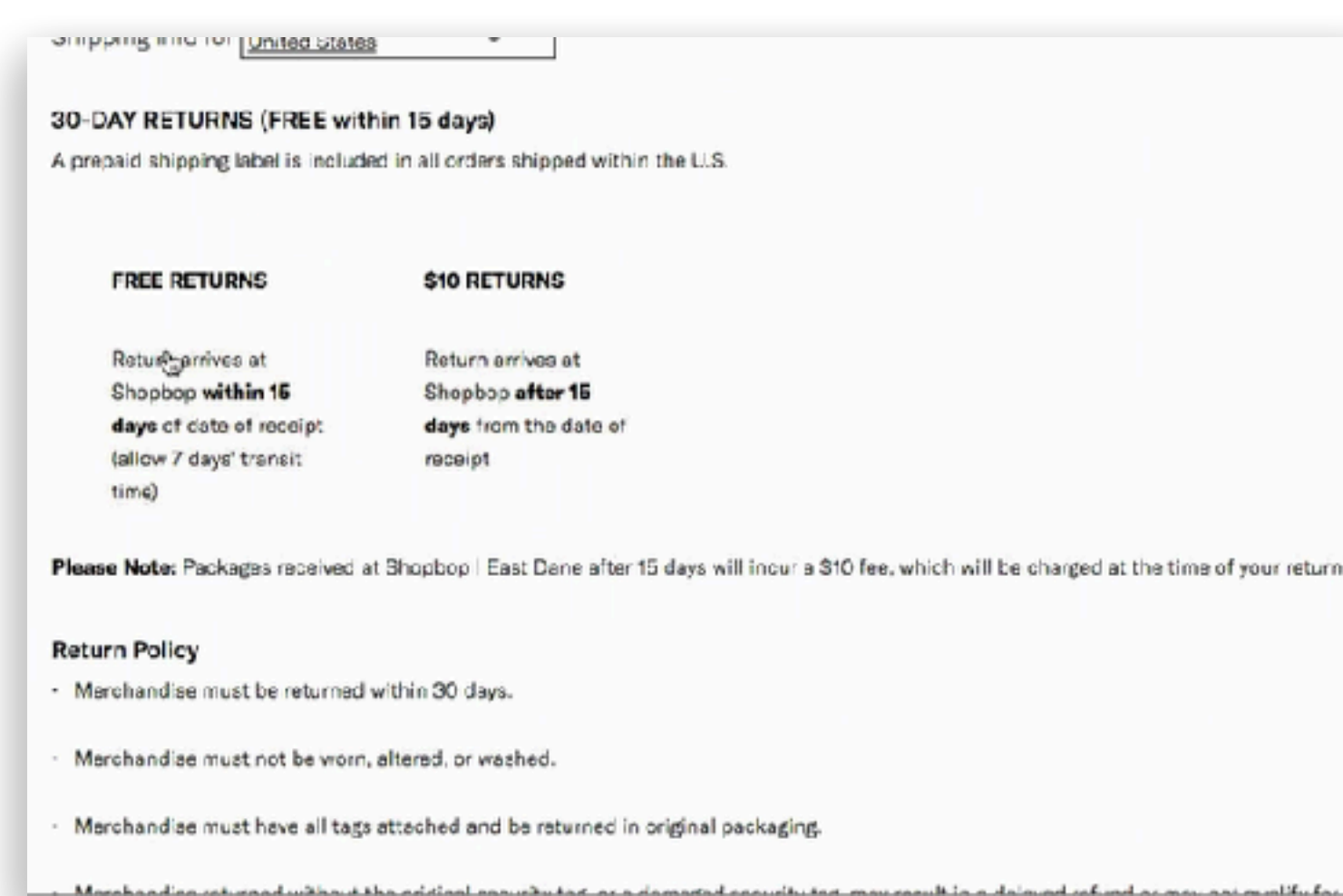
Customer goal / issue / need:

“I would like to be able to easily return the product
or get a refund if it’s not ideal”

Best Practice

PROVIDE AN ONLINE RETURN FLOW

In the absence of an online return flow users may struggle to understand how to initiate a return, and may be left feeling insecure about the status of their refund/credit.



❌ Confusing return policy may scare away users.

✅ Offering an online return flow is largely an e-commerce web convention.

Poor UX

Good UX

Recommendation

PROVIDE AN ONLINE RETURN FLOW

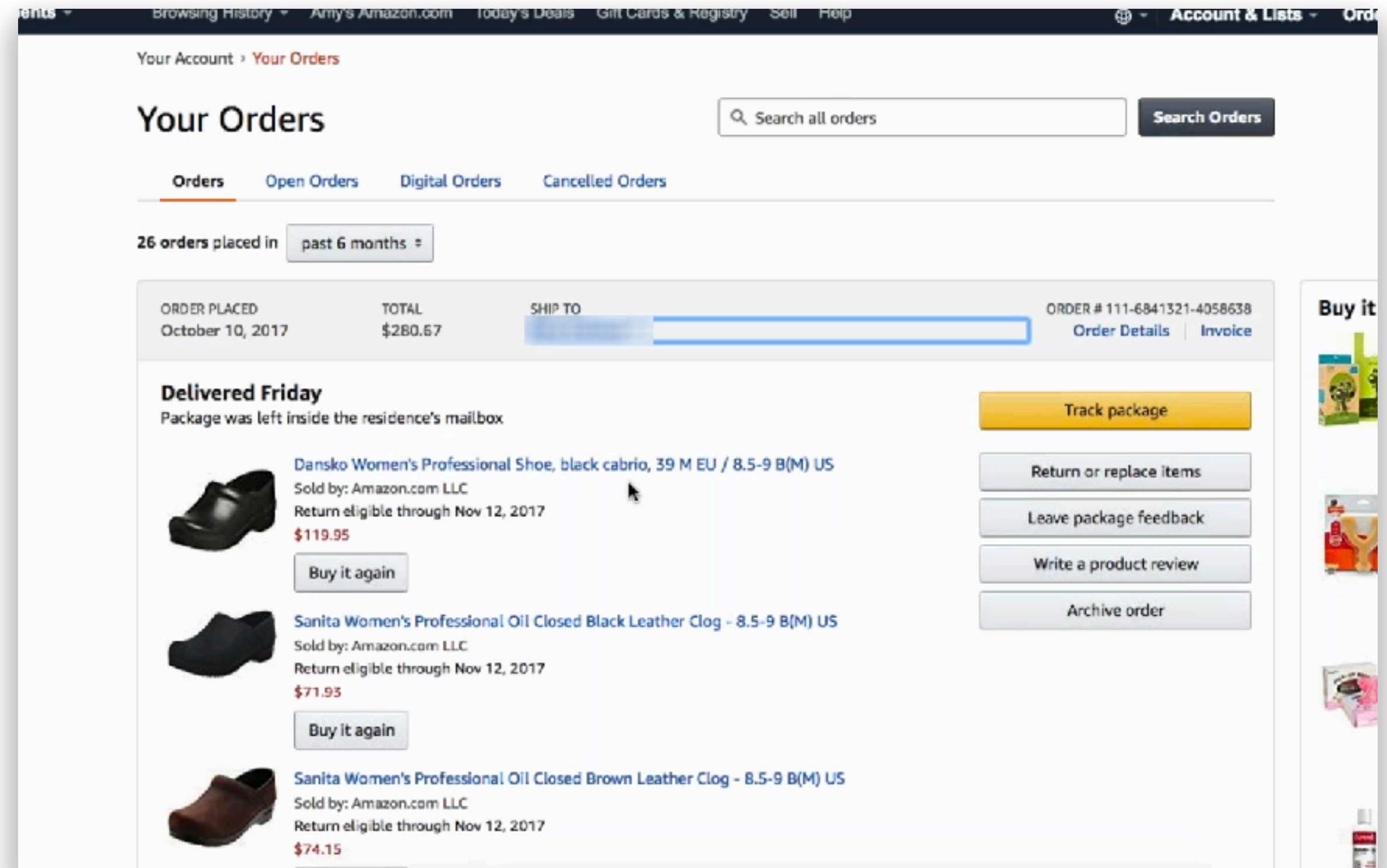
Users often overlook manual search scope selectors and don't always understand how they work or exactly what their relation is to the search field.



Betty Barista

Responsible Ralph

Betty Barista & Responsible Ralph are busy serving customers and running the store, they don't have time to figure out a complicated return policy rules. They need a simple and easy-to-follow process for the times when something goes wrong with the order they placed.



Previous positive experiences with returning online orders can reduce purchase anxiety.



JOURNEY TOUCHPOINT

Retention & Loyalty

RETENTION & LOYALTY

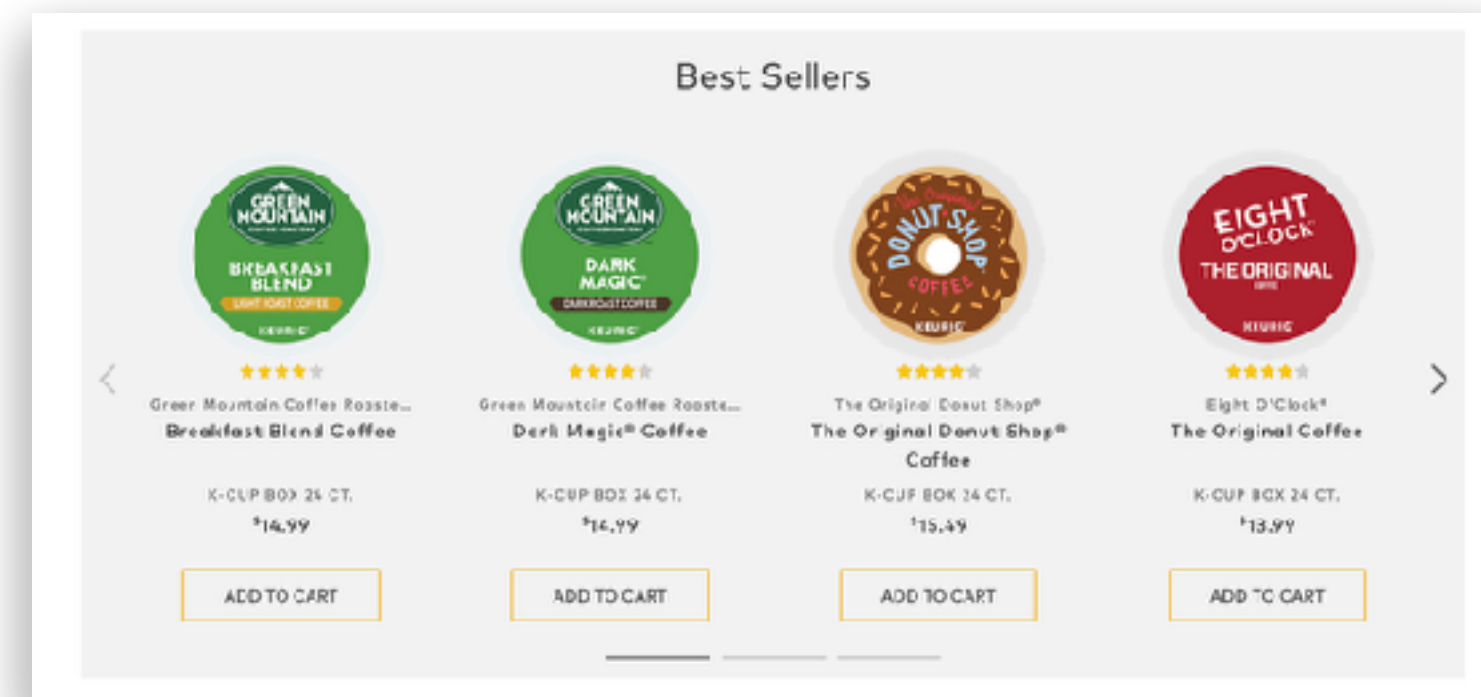
Customer goal / issue / need:

“I would like to be able to rate and review products”

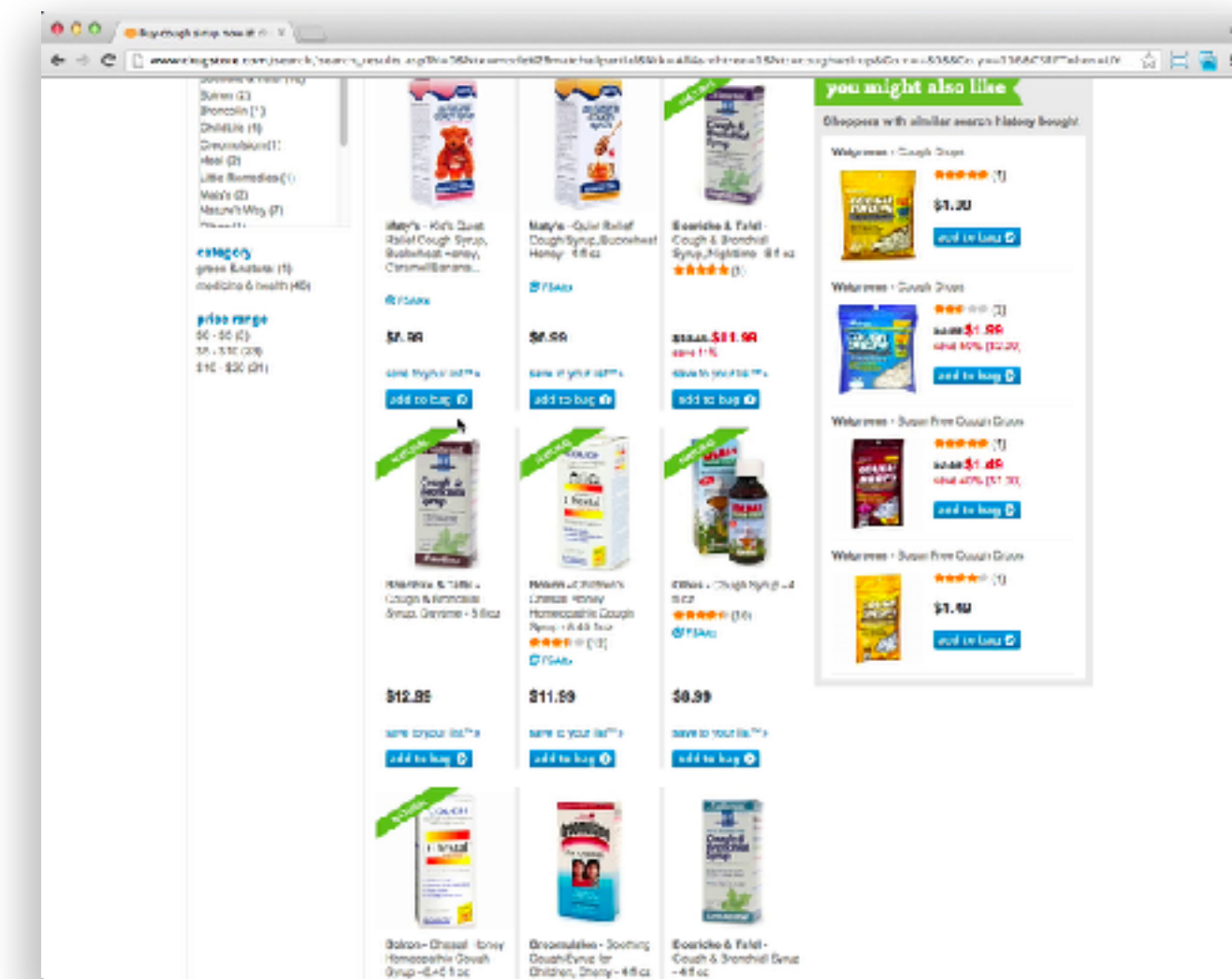
Best Practice

INCLUDE USER RATINGS IN LIST ITEMS, ALWAYS SHOWING BOTH THE RATINGS AVERAGE AND THE NUMBER OF RATINGS THE AVERAGE IS BASED ON.

Many users rely on ratings and reviews to select products, but find rating averages suspicious unless they can see the number of ratings they are based on.



✘ Users find rating averages much more trustworthy when they can also see the number of reviews they are based on.



✔ There is a clear user bias towards strongly reviewed products with numerous ratings over products with perfect reviews based on just a few votes.

Poor UX

Good UX

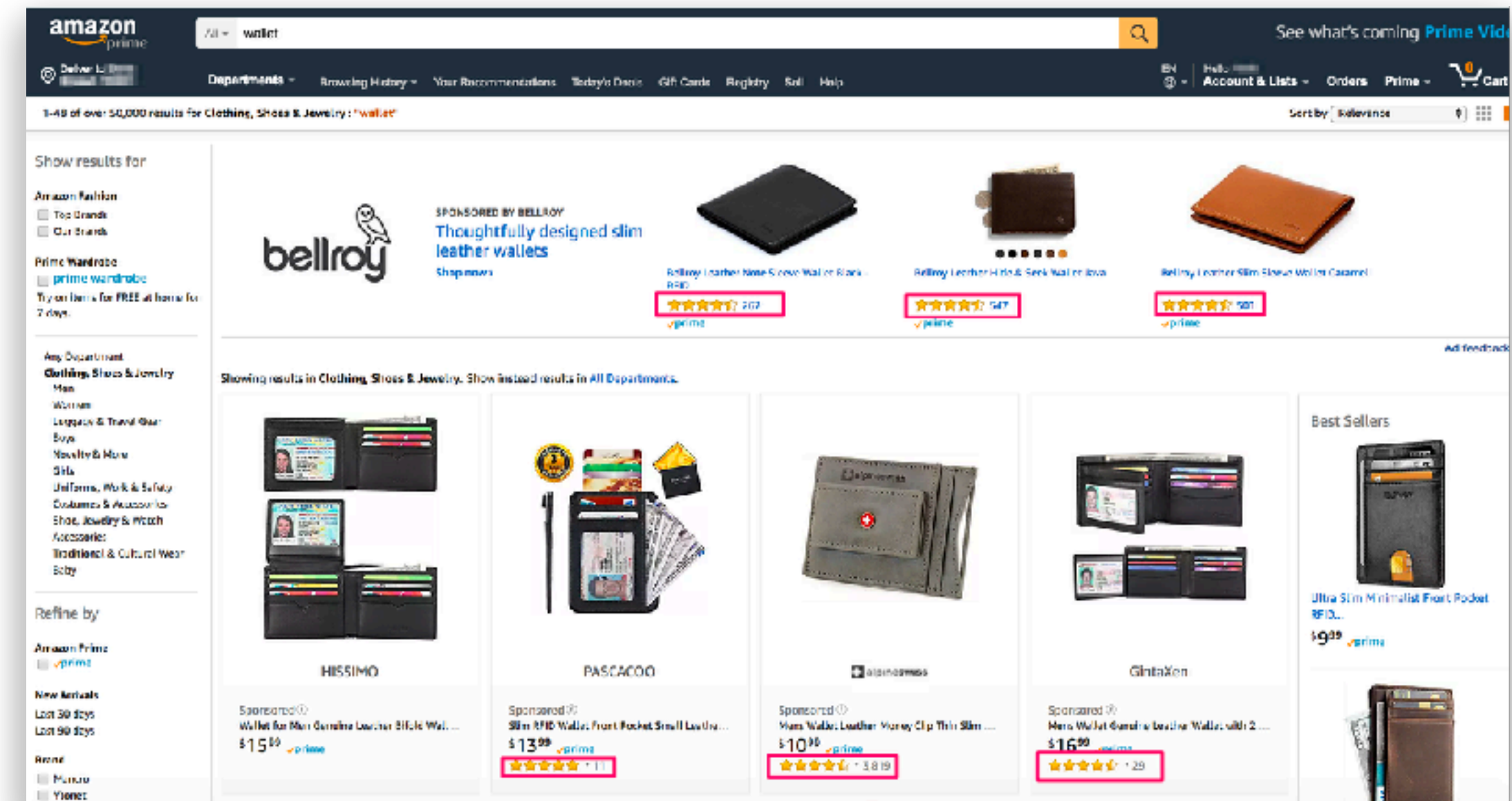
Recommendation

INCLUDE USER RATINGS IN LIST ITEMS, ALWAYS SHOWING BOTH THE RATINGS AVERAGE AND THE NUMBER OF RATINGS THE AVERAGE IS BASED ON.



Betty Barista Responsible Barista Ralph Corporate Marketing Carla Marketing Mark Sales Saul Distributor Derek

All personas would benefit from the ability to deep dive into other users' insights and ratings.



It's crucial to not only include the ratings average in list items but also to display the number of ratings that average is based on.

Also, there is usually a strong bias toward products that had reviews over those that don't.



Training Journey



TRAINING

ONBOARD

EXPLORE OPTIONS

TRAIN

EVALUATE

EVANGELIZE



TRAINING

JOURNEY TOUCHPOINT

Explore Training Options

EXPLORE TRAINING OPTIONS

Customer goal / issue / need:

“I would like to know the approximate time the assigned training module would take before I start it”

Recommendation

INCLUDE COURSE LENGTH, RATINGS, NUMBER OF COMPONENTS INCLUDED ALONG WITH THE SKILLS THE TRAINEE IS EXPECTED TO ACQUIRE UPON COURSE COMPLETION



Betty Barista



Responsible Ralph



Sales Saul

Operator Training courses for Betty Barista & Responsible Ralph and Sales Training for Sales Saul would benefit from having detailed information and course specifics included upfront so that the users could plan their study accordingly.



Both Udemy and Coursera provide well organized overview of each course components, their lengths, level and pre-requisites along with the user ratings.

Recommendation

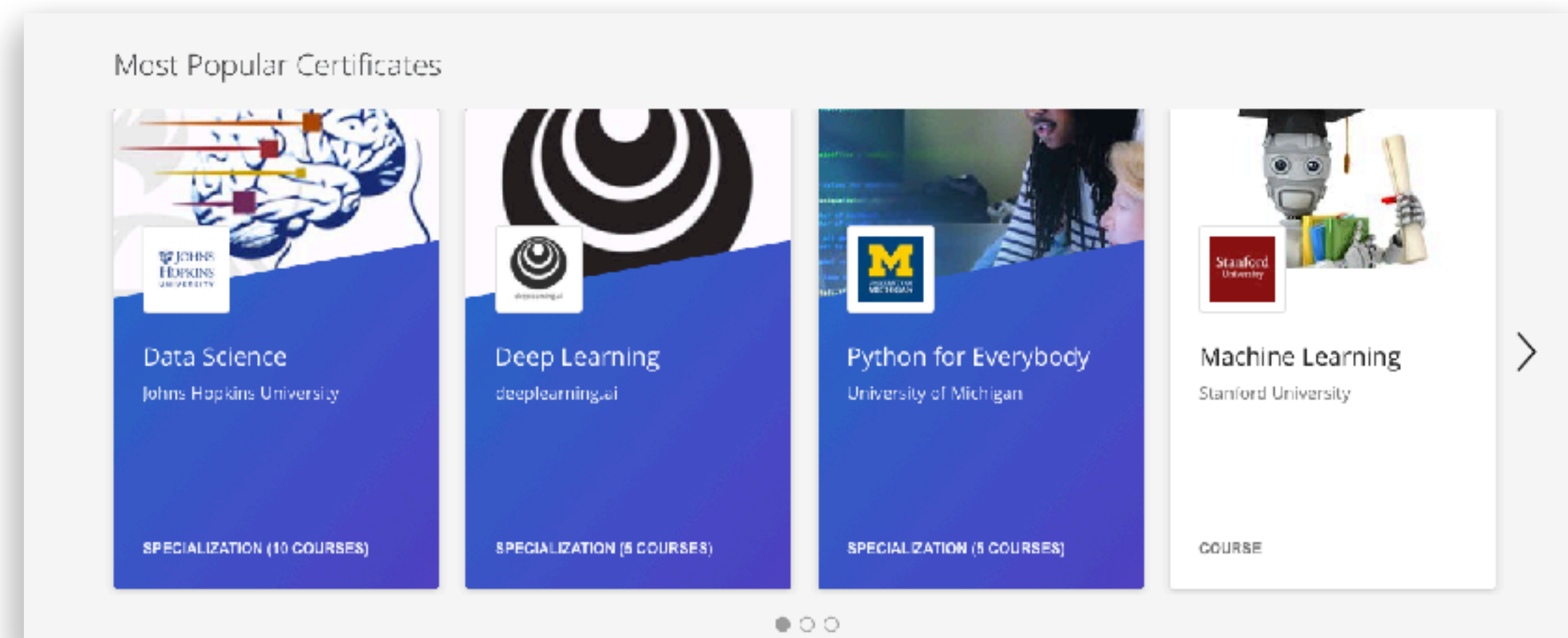
GAMIFY TRAINEES' EXPERIENCE WITH BADGES OR COMPLETION CERTIFICATES



Betty Barista

Responsible Ralph

Betty Barista & Responsible Ralph (along with all other personas) would benefit from adding a little fun competitive component to the required training.



Knowing that you are rising up in levels (i.e. Bronze > Silver > Gold, etc) or, will receive collectible badges upon completion of each course, may encourage users to persevere with their training.

EXPLORE TRAINING OPTIONS

Customer goal / issue / need:

“I would like to be able to search and sort/filter training modules to speed up a course building for my team”

Recommendation

INCLUDE VARIOUS FILTERING OPTION INCLUDING SORTING BY ROLE OR JOB TITLE

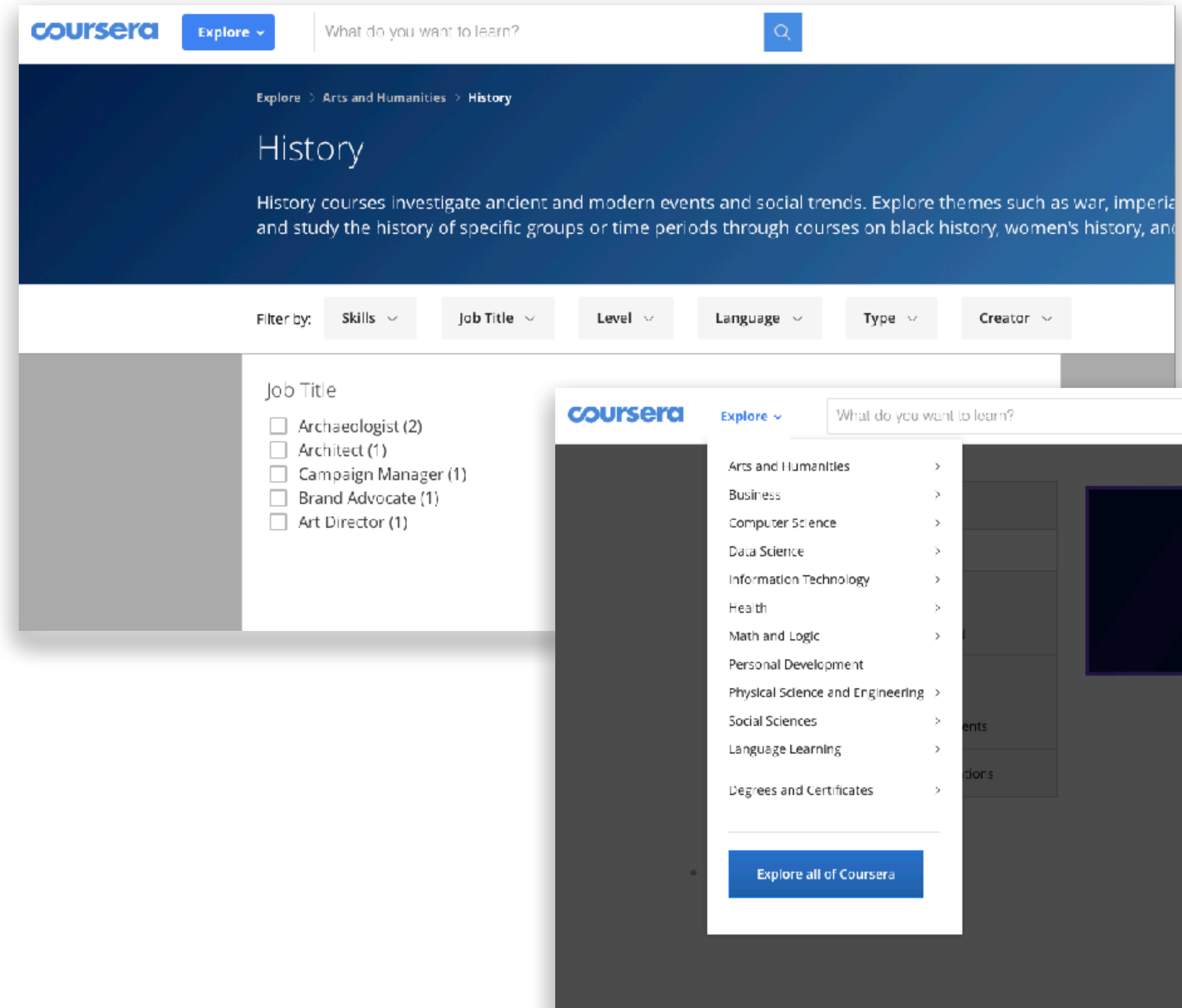


Betty Barista Responsible Barista Corporate Marketing Sales Distributor
Ralph Carla Mark Saul Derek

All personas would benefit from the training options customized for their specific roles.



Filtering the training course database not only by topic, but also by “role” or “job title” such as offered by Coursera would be a time saving feature for any B2B training program offering custom training options for their employees.



EXPLORE TRAINING OPTIONS

Customer goal / issue / need:

“I would like to see the recommended training modules for my account type/program”

Recommendation

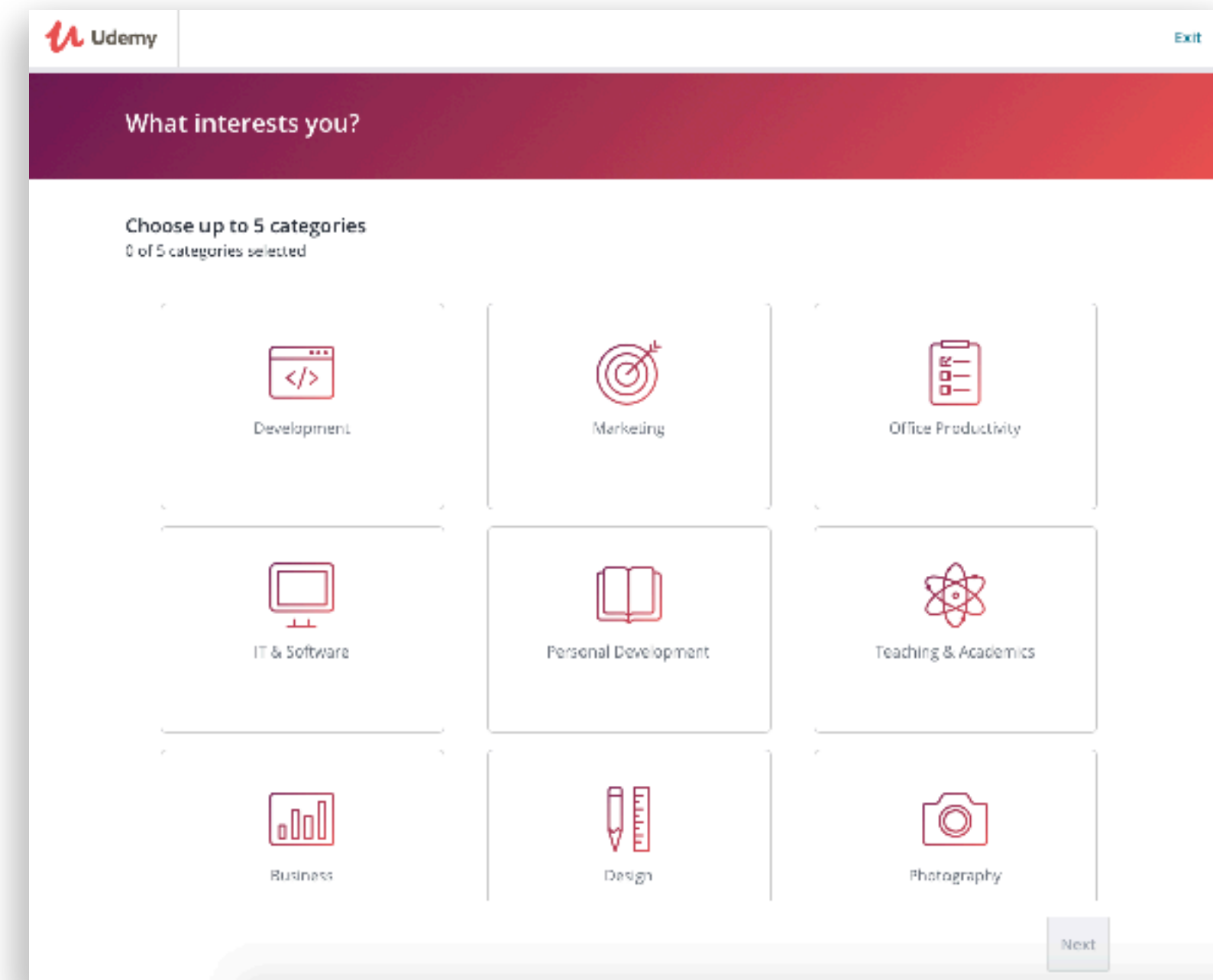
PROVIDE PERSONALIZED RECOMMENDATIONS



Betty Barista

Responsible Ralph

Betty Barista & Responsible Ralph (along with all other personas) would benefit from having personalized training approaches.



Udemy offers an option to personalize their selection of available training courses to fit the user's specific needs by asking them a few questions about their interests and current skills upfront.

Recommendation

PROVIDE ACCESS TO VARIOUS TRAINING PROGRAMS IN ADDITION TO THE ASSIGNED TRAINING, TO KEEP TRAINEES ENGAGED



Betty Barista Responsible Corporate Marketing Sales Distributor
Ralph Carla Mark Saul Derek

All personas would benefit from availability of training courses on a wide range of topics.



edX offers a wide selection of online courses grouped by the starting date, subject, level and language.

edX Courses ▾ Programs & Degrees ▾ Schools & Partners edX for Business Sign In Register

Viewing 2548 results matching Search:

Refine your search

Availability

| | |
|---------------|------|
| Current | 1131 |
| Starting Soon | 214 |
| Upcoming | 142 |
| Self Paced | 1460 |
| Archived | 1198 |

Subjects

| | |
|-------------------------|-----|
| Architecture | 28 |
| Art & Culture | 131 |
| Biology & Life Sciences | 175 |
| Business & Management | 481 |
| Chemistry | 53 |
| Communication | 107 |
| Computer Science | 625 |

[SHOW MORE...](#)

Courses & Programs

| | |
|--------------------------|------|
| All Courses | 2328 |
| All Programs | 187 |
| Credit-Eligible | 15 |
| Master's Degrees | 8 |
| MicroMasters® Programs | 52 |
| Professional Certificate | 98 |
| Professional Education | 67 |
| Verified | 2166 |
| XSeries | 29 |

Schools & Partners

Filter by School/Partner

Level

| | |
|--------------|------|
| Introductory | 1253 |
| Intermediate | 800 |
| Advanced | 303 |

Language

| | |
|---------|------|
| English | 2072 |
| Spanish | 221 |

Featured Courses

- IIJx Enterprise Data Management (Upcoming, Starts: April 29, 2019)
- MITx Introduction to Probability - The Science of... (Upcoming, Starts: May 20, 2019)
- SDGAcademyX Age of Sustainable Development (Starting Soon, Starts: February 14, 2019 - Self-Paced)
- SmithsonianX Star Trek: Inspiring Culture and Technology (Starting Soon, Starts: February 18, 2019 - Self Paced)
- Microsoft Data Science Research Methods: R Edition (Current, Self Paced)
- MichiganX Programming for Everybody (Getting... (Current, Self Paced)
- TUMx Lean Production (Current, Self Paced)
- SDGAcademyX Climate Change Science and Negotiations (Current, Self Paced)
- HarvardX Data Science: Visualization (Current, Self Paced)

EXPLORE TRAINING OPTIONS

Customer goal / issue / need:

“I would like to brush up on recipes”

Recommendation

PROVIDE A WELL ORGANIZED, VISUALLY EXCITING RECIPE REPOSITORY TO ASSIST IN MEMORIZING THEM



Betty Barista

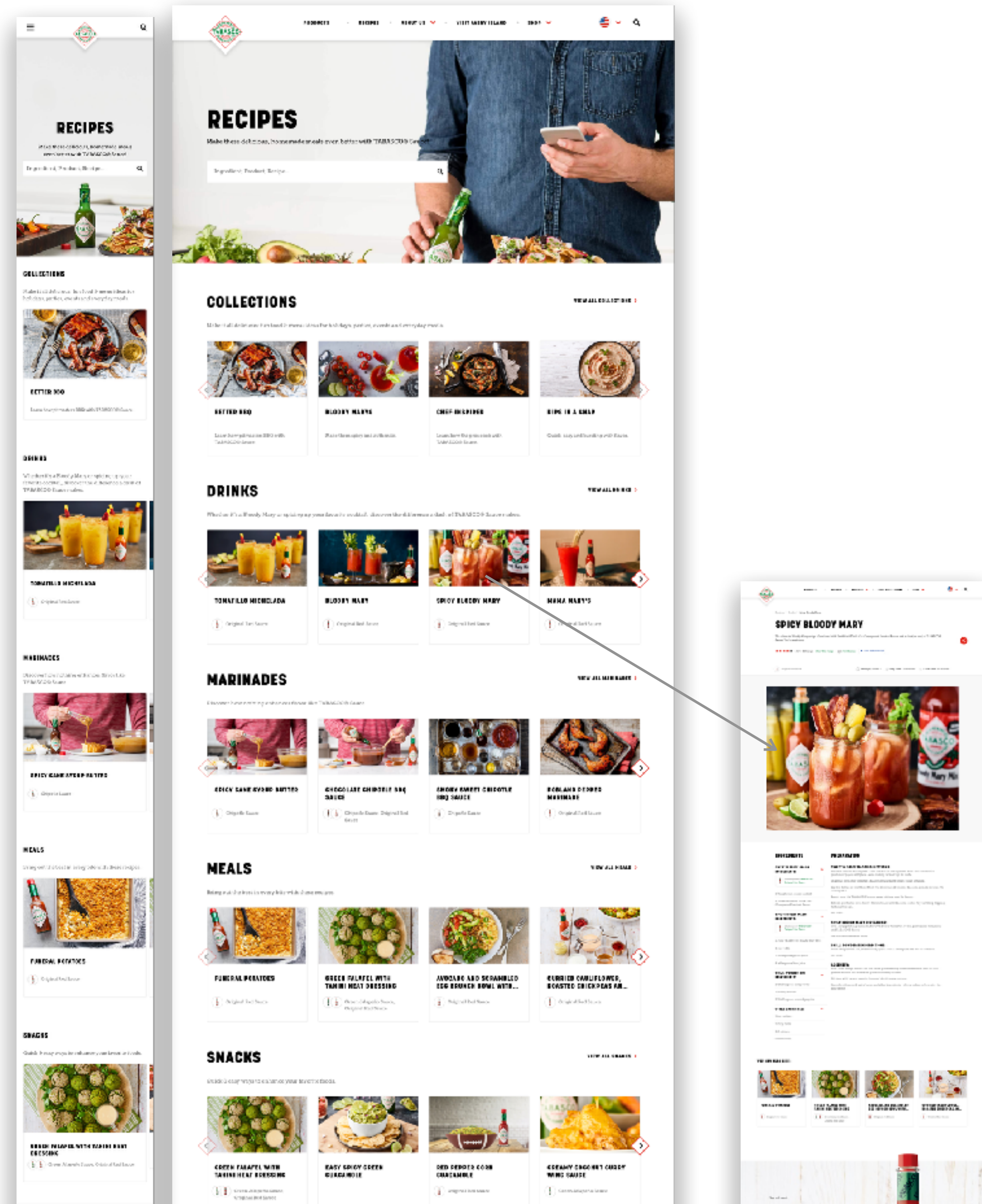
Responsible Ralph

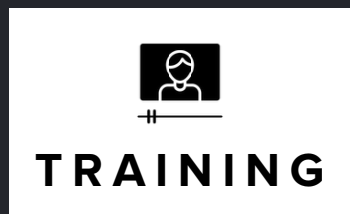
The more appealing and memorable recipe presentation is, the easier it would be for Betty Barista and Responsible Ralph to learn to prepare them.



The impact of mouthwatering, detailed recipes cannot be underestimated for both B2B and B2C business worlds.

Tabasco takes full advantage of well organized recipe categories, rich visuals combined with detailed instructions and nutritional information to get their customers coming back for more.





TRAINING

JOURNEY TOUCHPOINT

Train

TRAIN

Customer goal / issue / need:

“I would like to save some training modules to my favorites and/or bookmark them to continue later”

Recommendation

OFFER “SAVE FOR LATER” OR BOOKMARK OPTIONS TO CONTINUE THE TRAINING COURSE AT A DIFFERENT, MORE CONVENIENT TIME



Betty Barista

Responsible Ralph

Betty Barista & Responsible Ralph busy schedules may prevent them from completing each training course in one sitting. Having an option to start again where they left off last time would be very beneficial.

The screenshot shows a Udemy course page for "The Complete Digital Marketing Guide - 17 Courses in 1". The course is priced at \$12.99, a 94% discount from the original price of \$199.99. It has a 4.5-star rating from 1,069 reviews and 5,562 students enrolled. The course is created by Robin & Jesper and was last updated in 3/2019. It is available in English and has auto-generated subtitles in Indonesian. The page includes a "What you'll learn" section with 8 bullet points, a "Requirements" section, and a "Share" button. There are also buttons for "Add to cart", "Buy now", and "Have a coupon?".

What you'll learn

- ✓ Do Market Research to See What Markets are Most Profitable
- ✓ Build Landing Page & Start Sending Out Email to Your Targeted Audience
- ✓ Drive Traffic to Your New Website
- ✓ Create Facebook Messenger Chatbots
- ✓ Set up Your Website & Post Content on Your Blog
- ✓ Optimize Your Website & YouTube Videos with SEO (Search Engine Optimization)
- ✓ Market On The Biggest 8 Social Media Platforms
- ✓ Create Converting Facebook Ads

Requirements

- No Knowledge Required
- A Computer with Internet Connection



Udemy offers various options to save the current state and continue with the training course at a later date.

TRAIN

Customer goal / issue / need:

“I would like to be able to track my own training progress as well as my team’s progress”

Recommendation

INCLUDE TOOLS TRACKING PROGRESS



Betty
Barista

Responsible
Ralph

Betty Barista & Responsible Ralph would benefit from easy to use progress tracking tools to evaluate their own/their team leaning experience.

| Word | Part of speech | Last practiced | Strength |
|--------|----------------|----------------|--------------------|
| niña | Noun | 7 months ago | Progress bar (1/5) |
| hombre | Noun | 7 months ago | Progress bar (1/5) |
| mujer | Noun | 7 months ago | Progress bar (1/5) |
| soy | Verb | 7 months ago | Progress bar (1/5) |
| la | Determiner | 7 months ago | Progress bar (1/5) |
| un | Determiner | 7 months ago | Progress bar (1/5) |
| el | Determiner | 7 months ago | Progress bar (1/5) |
| niño | Noun | 7 months ago | Progress bar (1/5) |
| una | Determiner | 7 months ago | Progress bar (1/5) |
| yo | Pronoun | 7 months ago | Progress bar (1/5) |



Duolingo provides for organized learning and progress tracking with game-like unlocking stages and skills development.



Tracking Journey



TRACKING





TRACKING

JOURNEY TOUCHPOINT

My Profile /Account

MY PROFILE /ACCOUNT

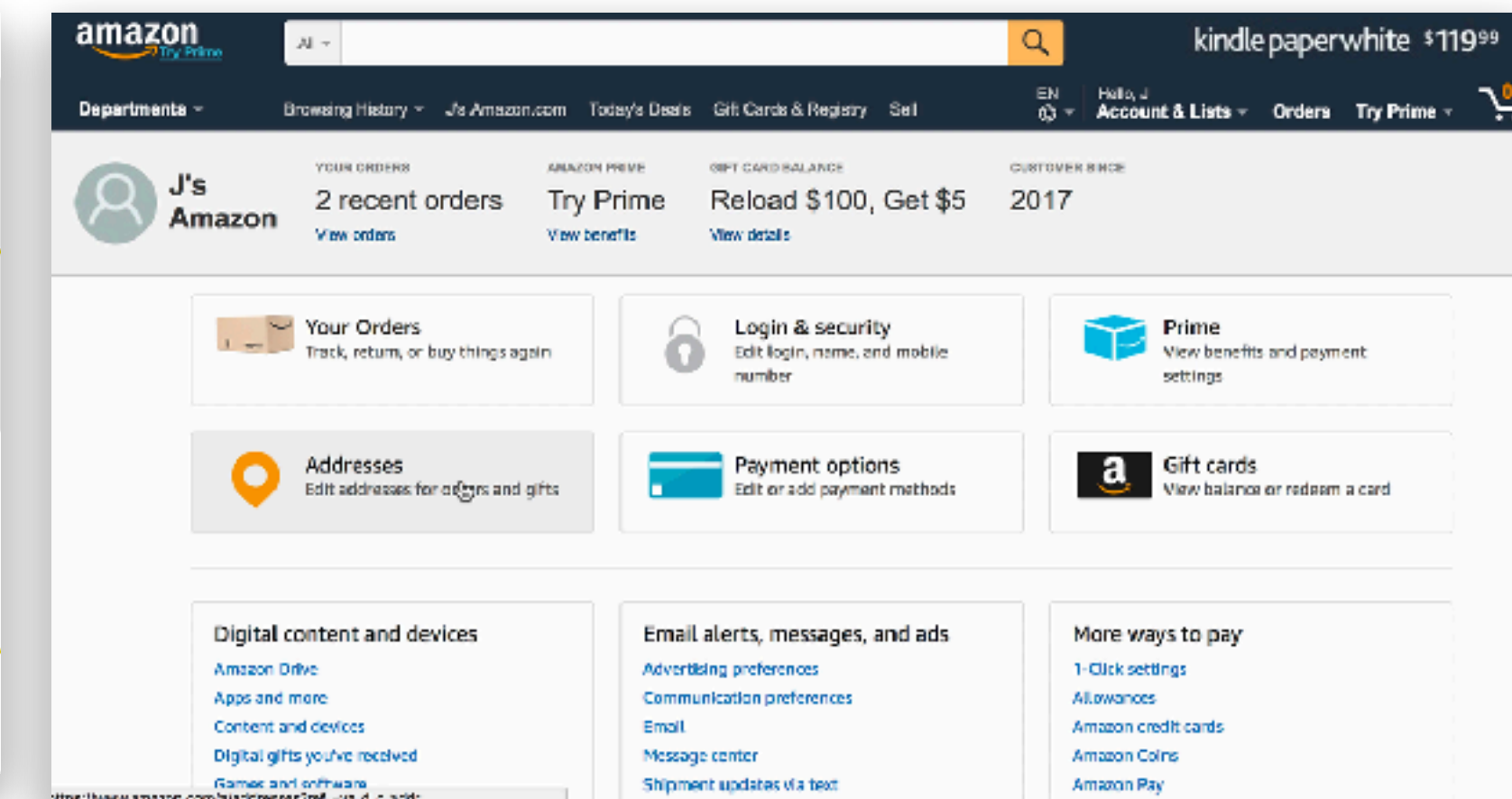
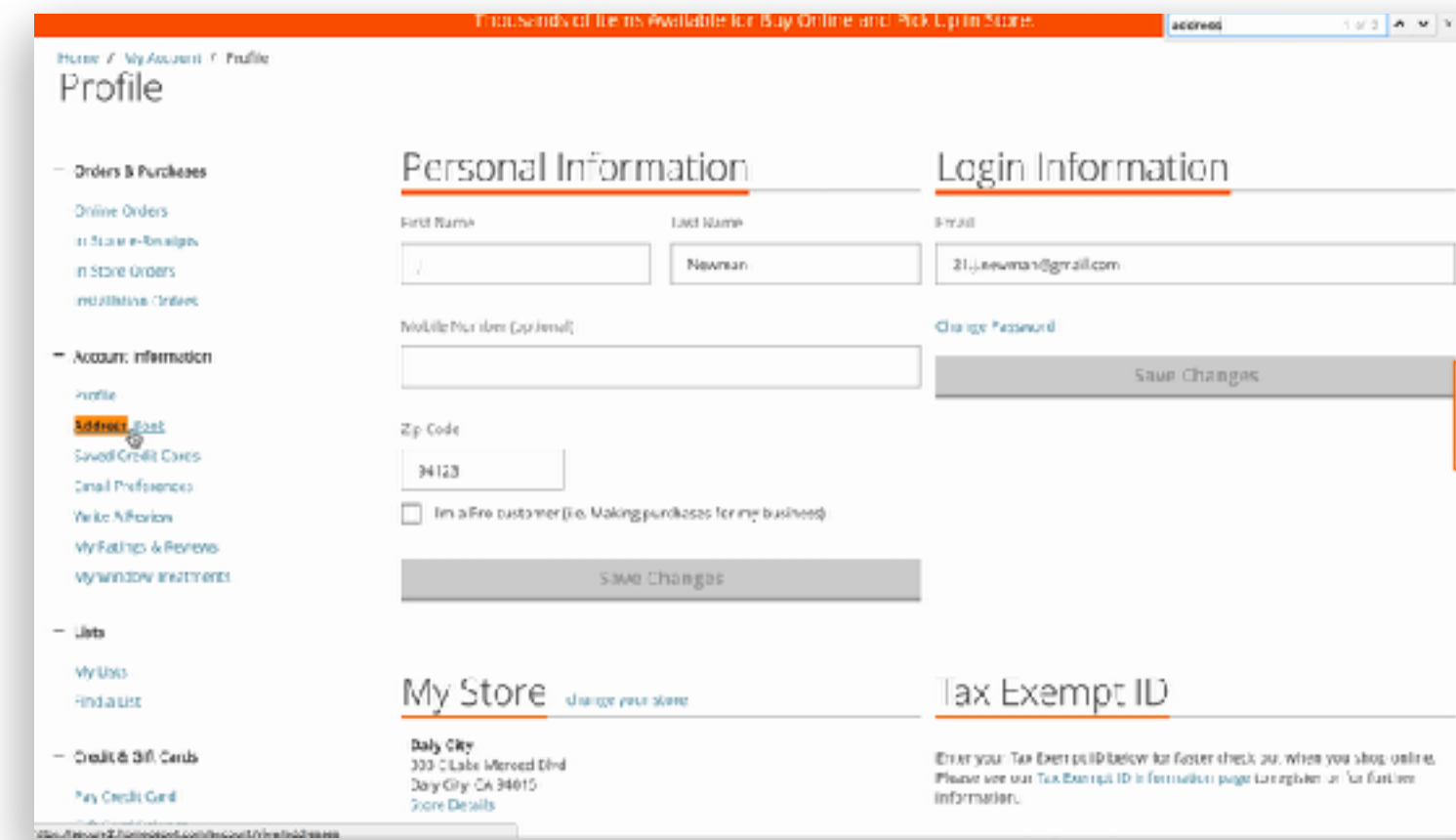
Customer goal / issue / need:

“I would like to access/manage all features of my
account in one place”

Best Practice

PROVIDE PATHS TO ALL ACCOUNT FEATURES IN THE DASHBOARD

If some account features aren't available in the account dashboard, they can be difficult to find, as users rely on the dashboard as a "home base" for managing their account.



✘ If using sidebar navigation within the account pages, ensure the sidebar is styled to be highly noticeable, and the sidebar links use an appropriately large font size.

✔ Amazon's dashboard provides an example of how some account features are nested within broader categories (i.e., "Prime") on the dashboard. This way, users aren't overloaded with too much information, while at the same time are provided access to specific account features.

Poor UX

Good UX

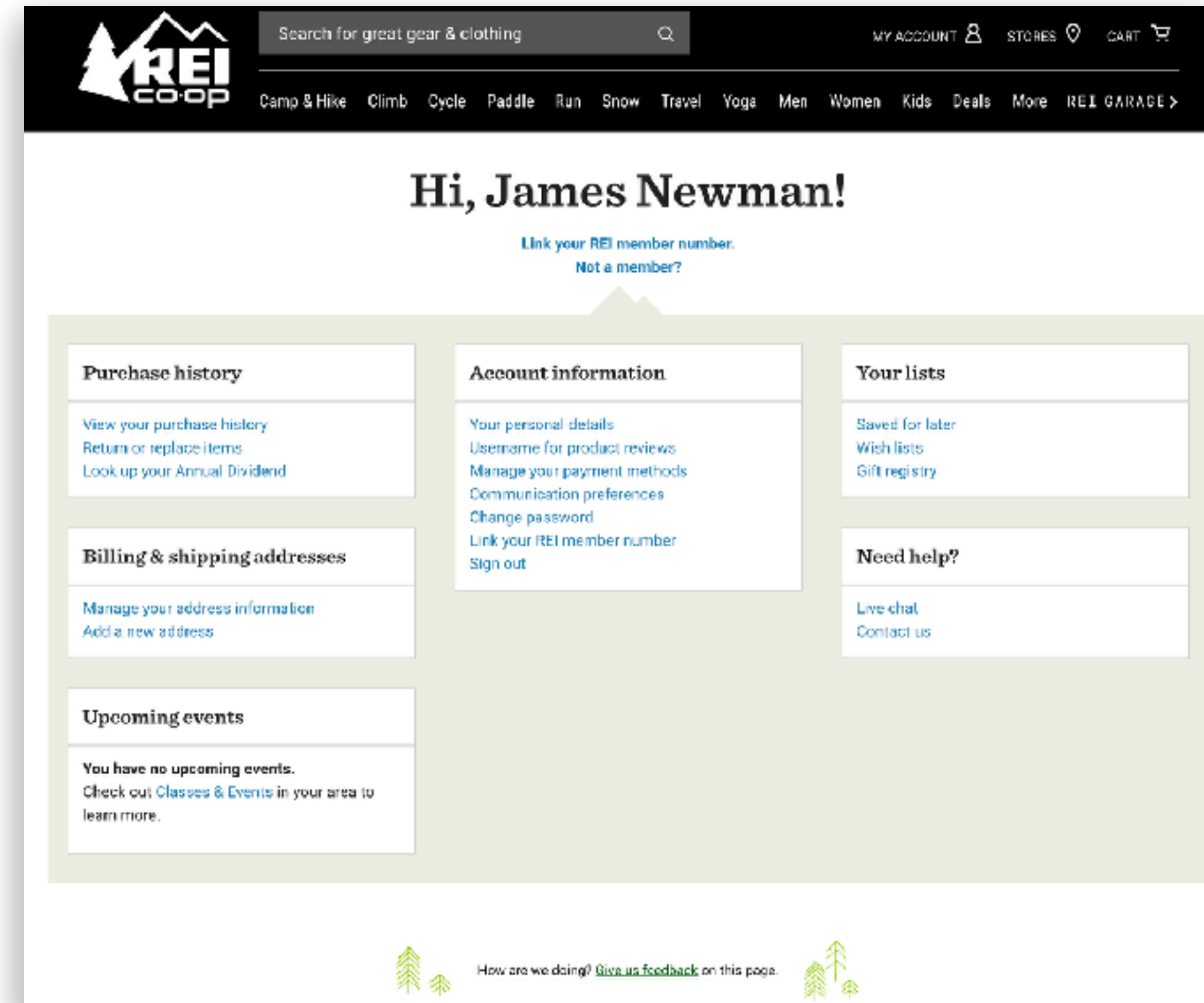
Recommendation

PROVIDE PATHS TO ALL ACCOUNT FEATURES IN THE DASHBOARD



Betty Barista Responsible Barista Ralph Corporate Marketing Carla Marketing Mark Sales Saul Distributor Derek

All personas would benefit from the ability of having quick access to all their role-based account features in one place.



REI's "Cards"-based dashboard helps users to quickly spot the account features they were looking for. The uniformity of the styling of the same elements across cards allowing users to be able to get a sufficient overview of the account options before scanning a particular group of account features.

MY PROFILE /ACCOUNT

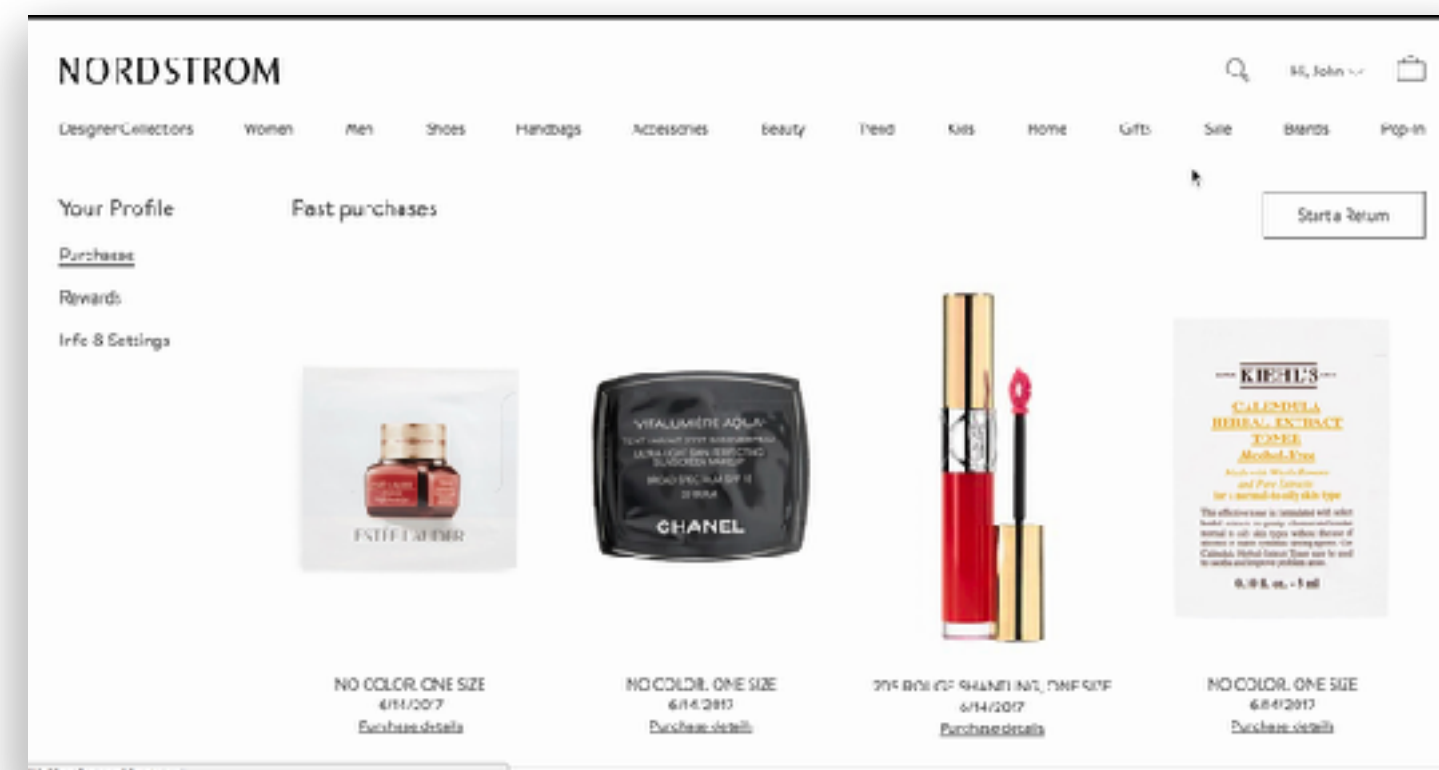
Customer goal / issue / need:

“I would like an easy way to track my order”

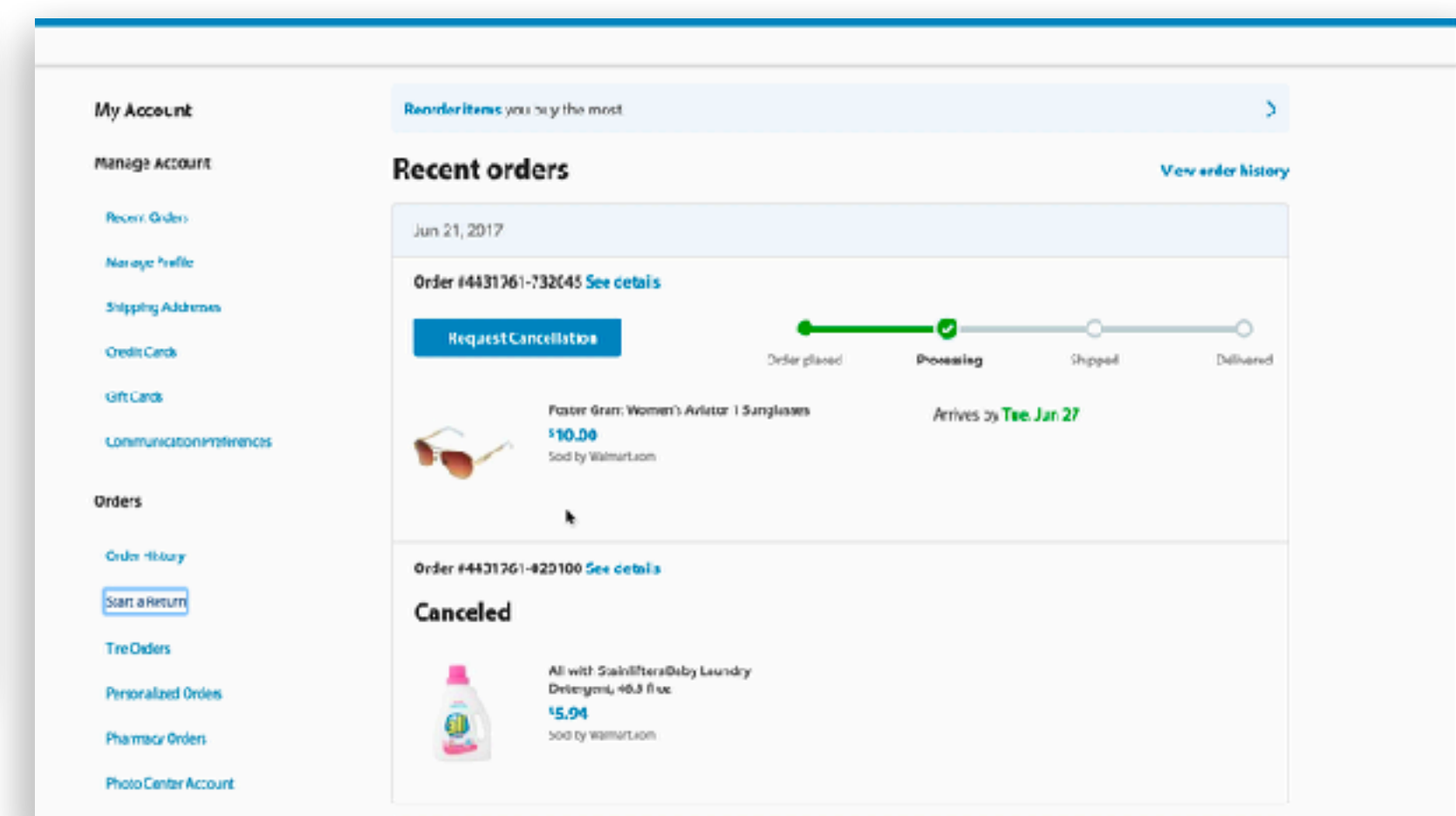
Best Practice

PROVIDE A FULL ORDER TRACKING INTERFACE WITHIN THE E-COMMERCE SITE

Order tracking and order information are the among most sought-after account features.



✘ Nordstrom displays “Past purchases” by default on the account dashboard. Individual products in orders are represented by very large thumbnails, which could be distracting to users and make them miss the left-hand sidebar navigation due to the prominence of the thumbnails.



✔ The “Order Tracking” graph makes it easy for users to understand at a glance the current progress of their order and its shipping status.

Poor UX

Good UX

Recommendation

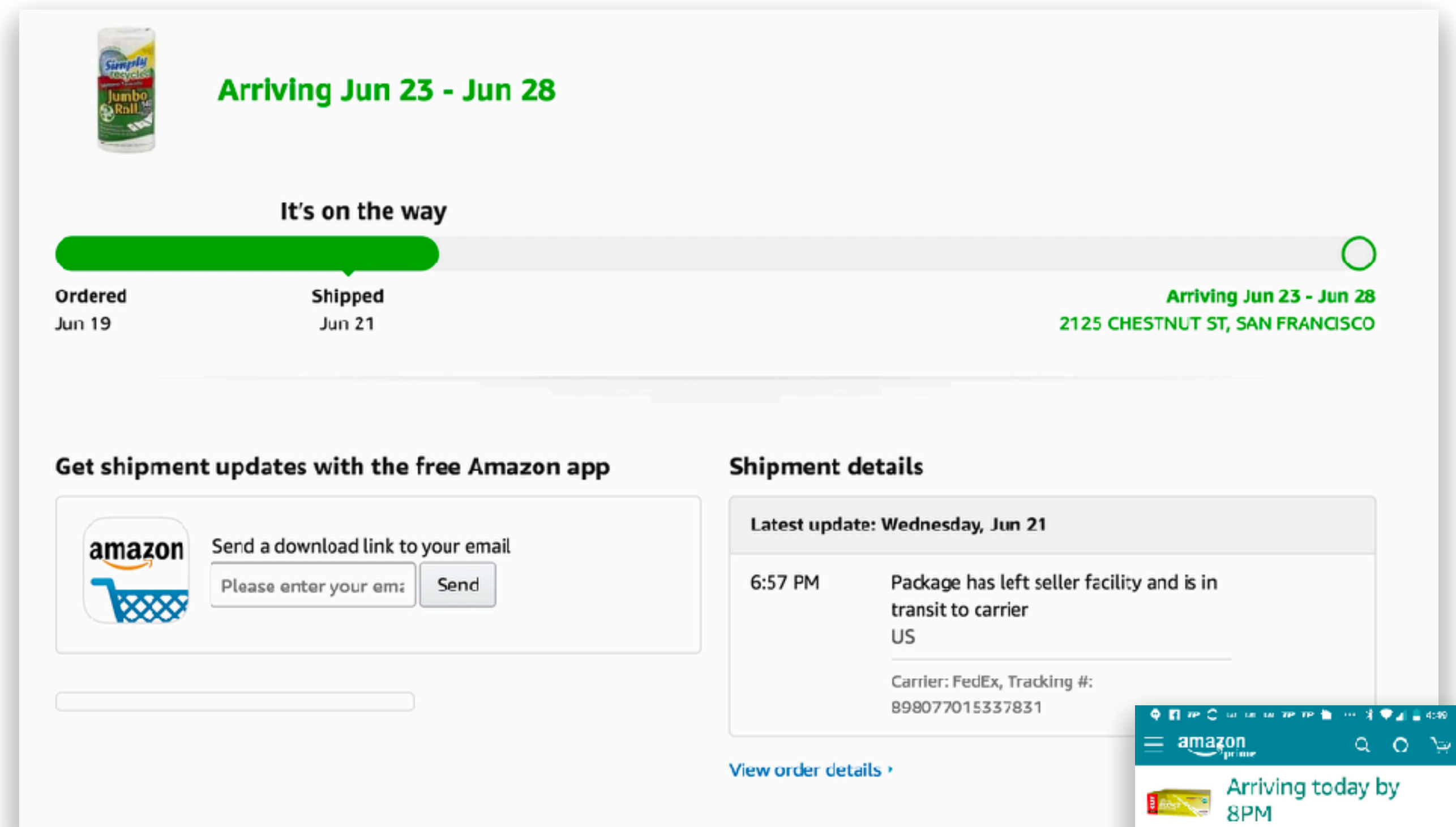
PROVIDE A FULL ORDER TRACKING INTERFACE WITHIN THE E-COMMERCE SITE



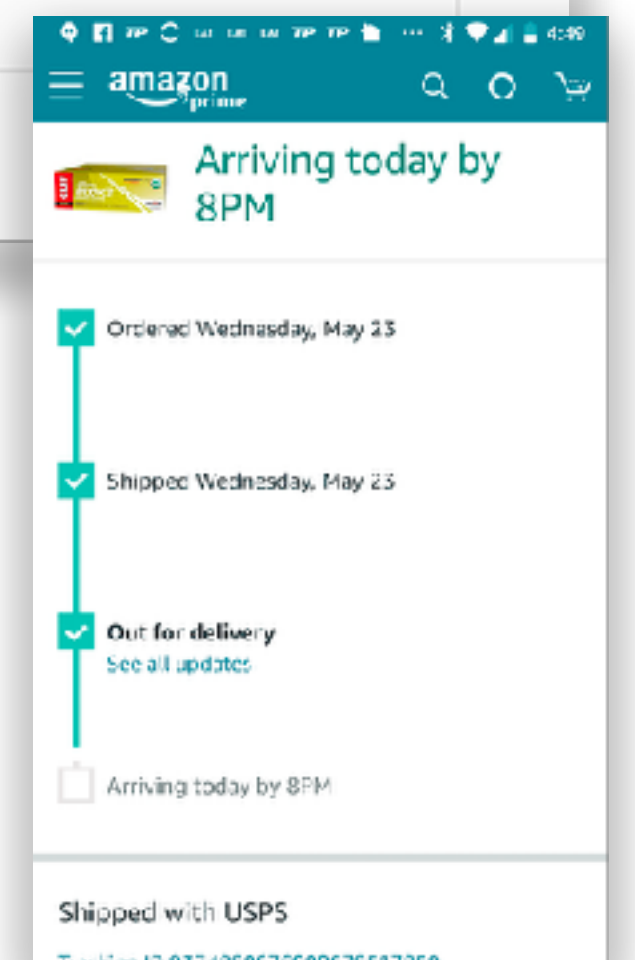
Betty Barista

Responsible Ralph

Betty Barista & Responsible Ralph would benefit from a way to easily check order status and make accommodations in their store for its arrival.



Best tracking screens include delivery date or date range, carrier name, the delivery address, and a link to the full order details. Especially useful, is the visual progress bar that helps establish the overall order flow and how far the order has progressed.





TRACKING

JOURNEY TOUCHPOINT

Use

USE

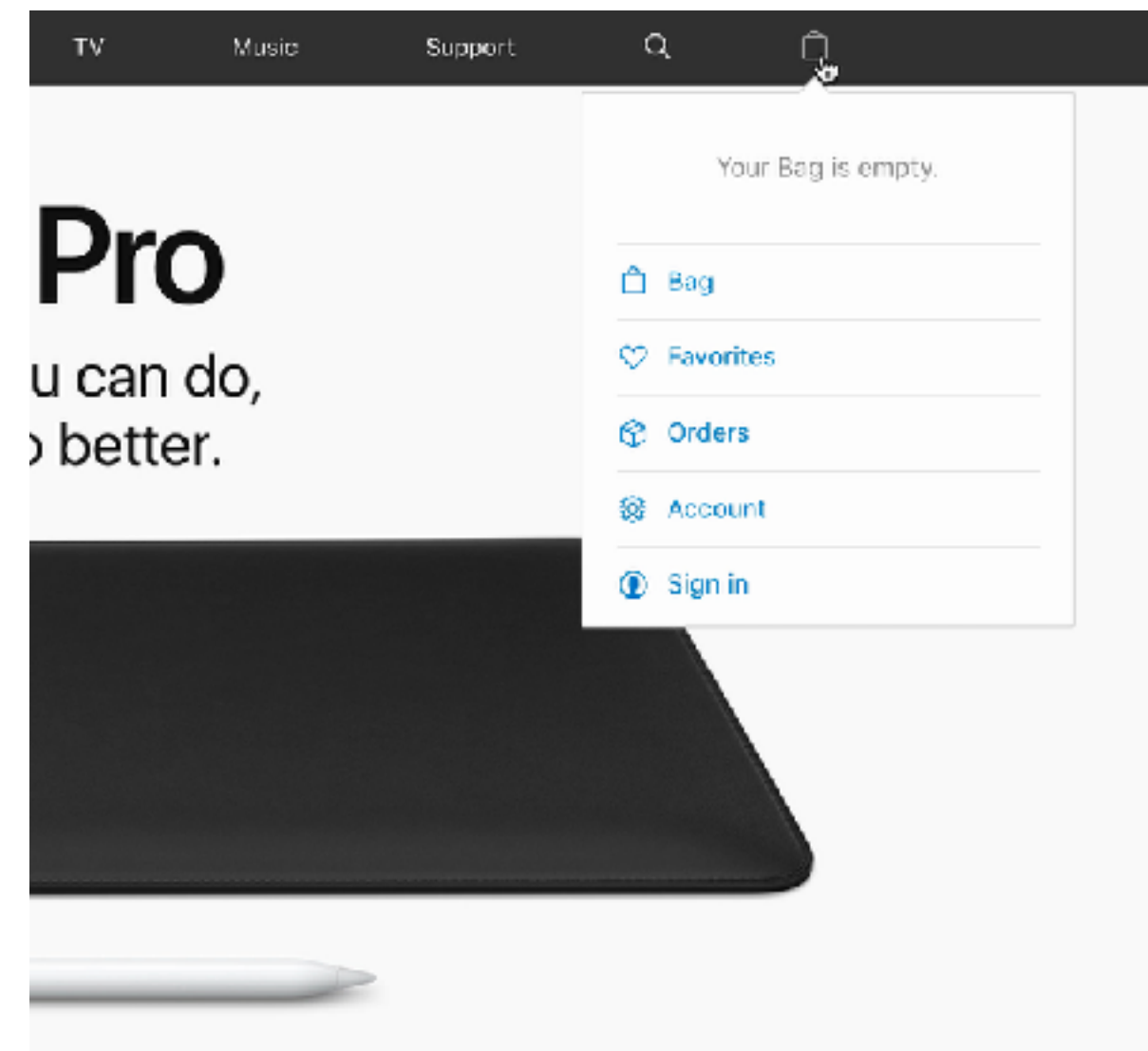
Customer goal / issue / need:

“How do I access personalized features of my account?”

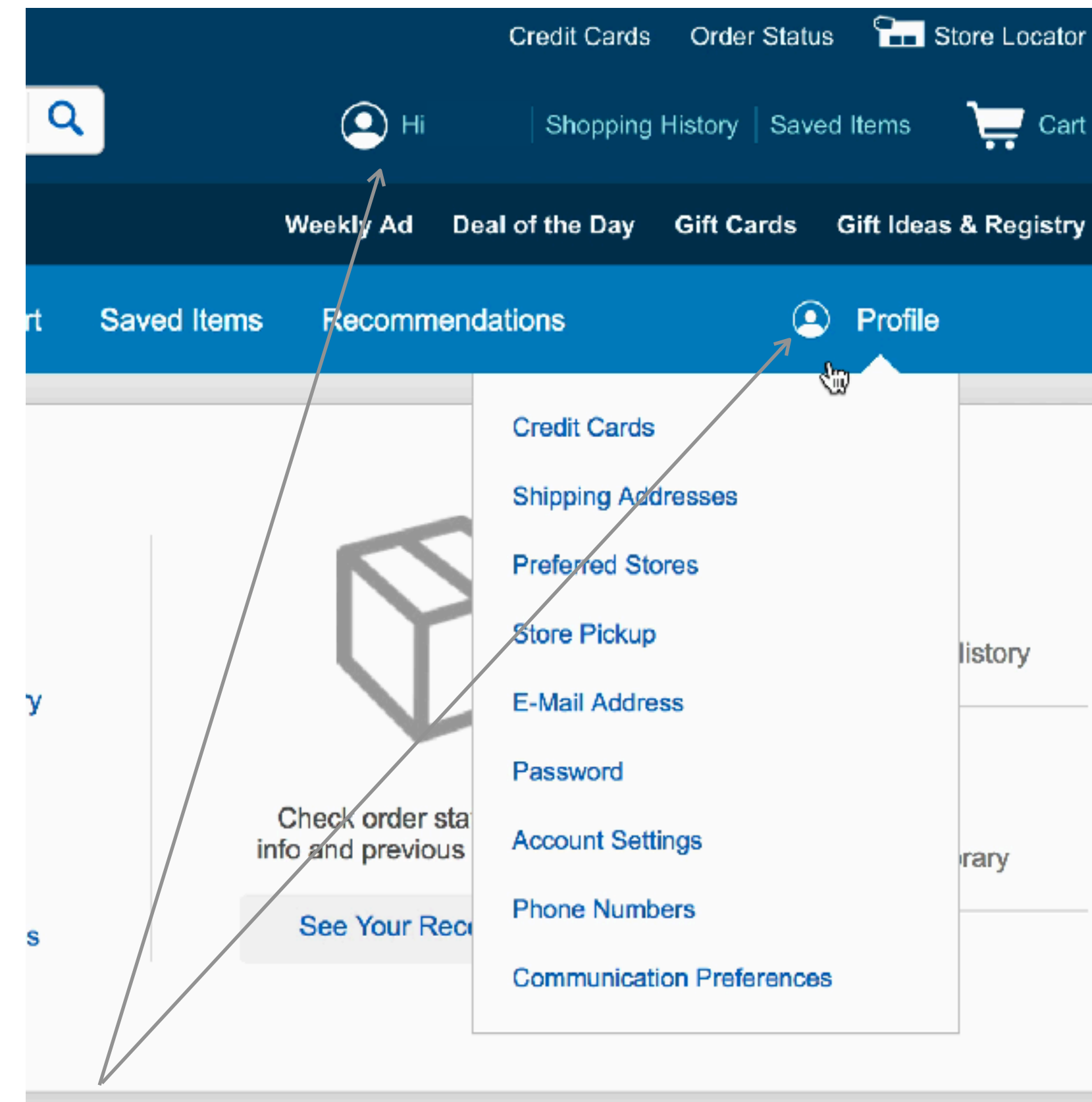
Best Practice

PROVIDE A SINGLE, CLEAR PATH FOR SELF-SERVICE FEATURES IN THE MAIN NAVIGATION

Users have difficulty finding the account feature they're looking for if there's more than a single "Account" drop-down, or if there's no "Account" drop-down.



- ✘ Though the combined shopping bag and account features may make for a sleek design, it doesn't provide users with any hint that that's where they'll find account features.



- ✘ Having two separate drop-downs for account-related paths increases the choice complexity for users, who don't know which drop-down will contain the path they're looking for.

Recommendation

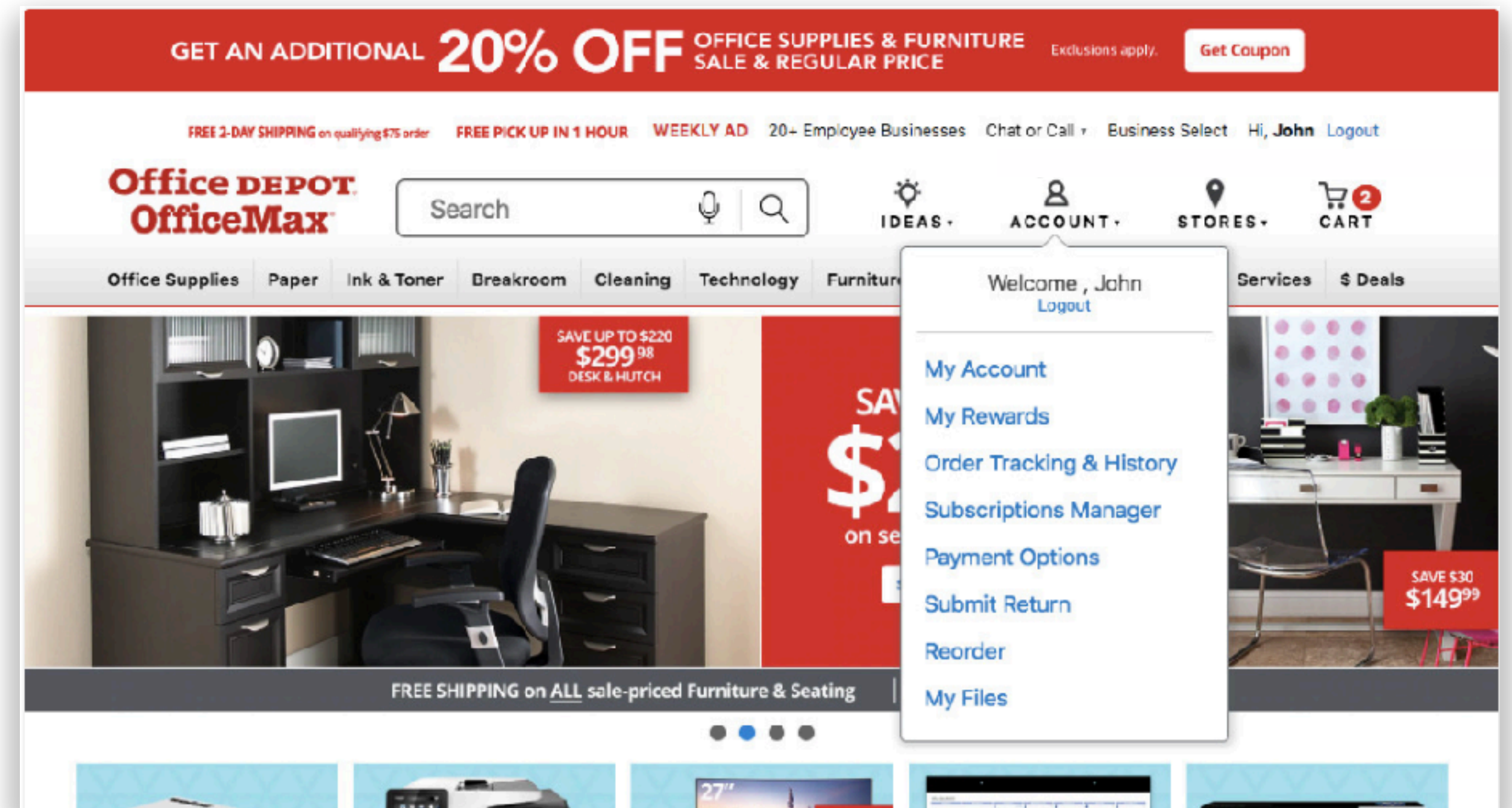
PROVIDE A SINGLE, CLEAR PATH FOR SELF-SERVICE FEATURES IN THE MAIN NAVIGATION

Have only a single, dedicated path or drop-down in the main site navigation for accessing all account features



Betty Barista Responsible Ralph Corporate Marketing Carla Marketing Mark Sales Saul Distributor Derek

All personas would benefit from role-dependent features tailored to their specific needs and goals assembled under the “My Profile/ Account” umbrella.



The “Account” drop-down is easy to spot in the expected upper right hand side corner of the screen, and contains all primary personalized options a user may need.

USE

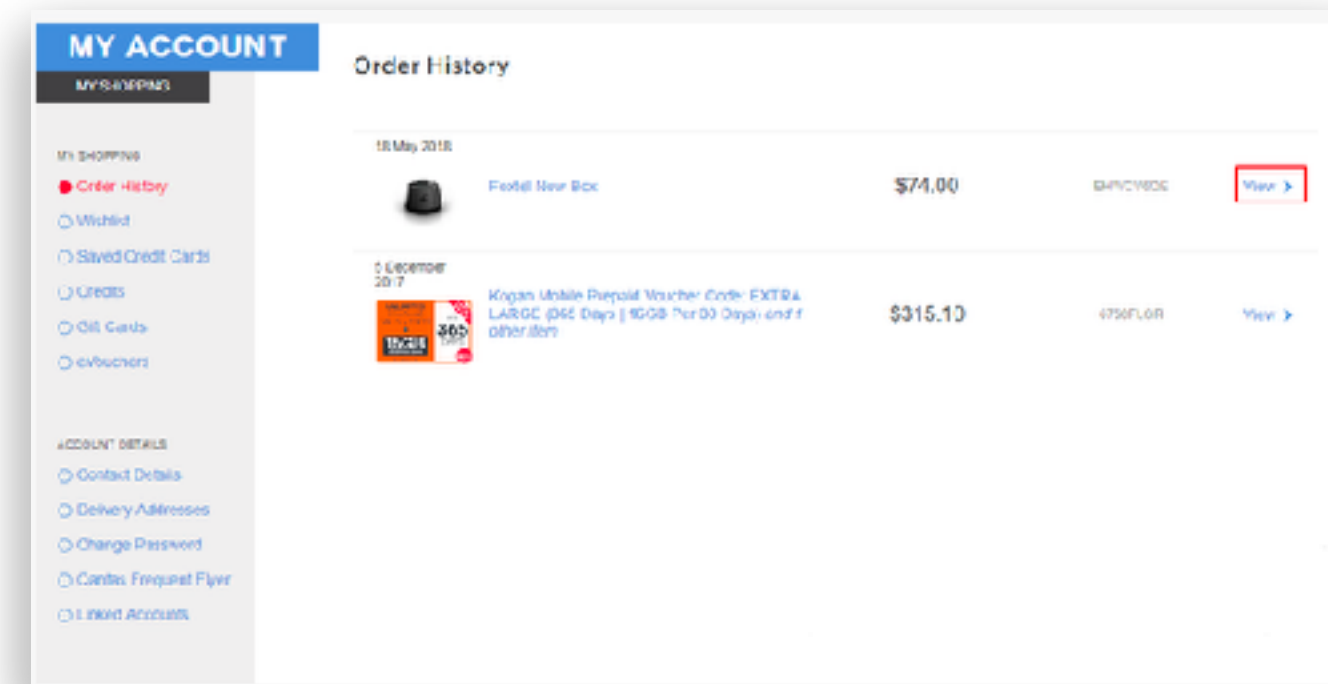
Customer goal / issue / need:

“I want to see my purchase history”

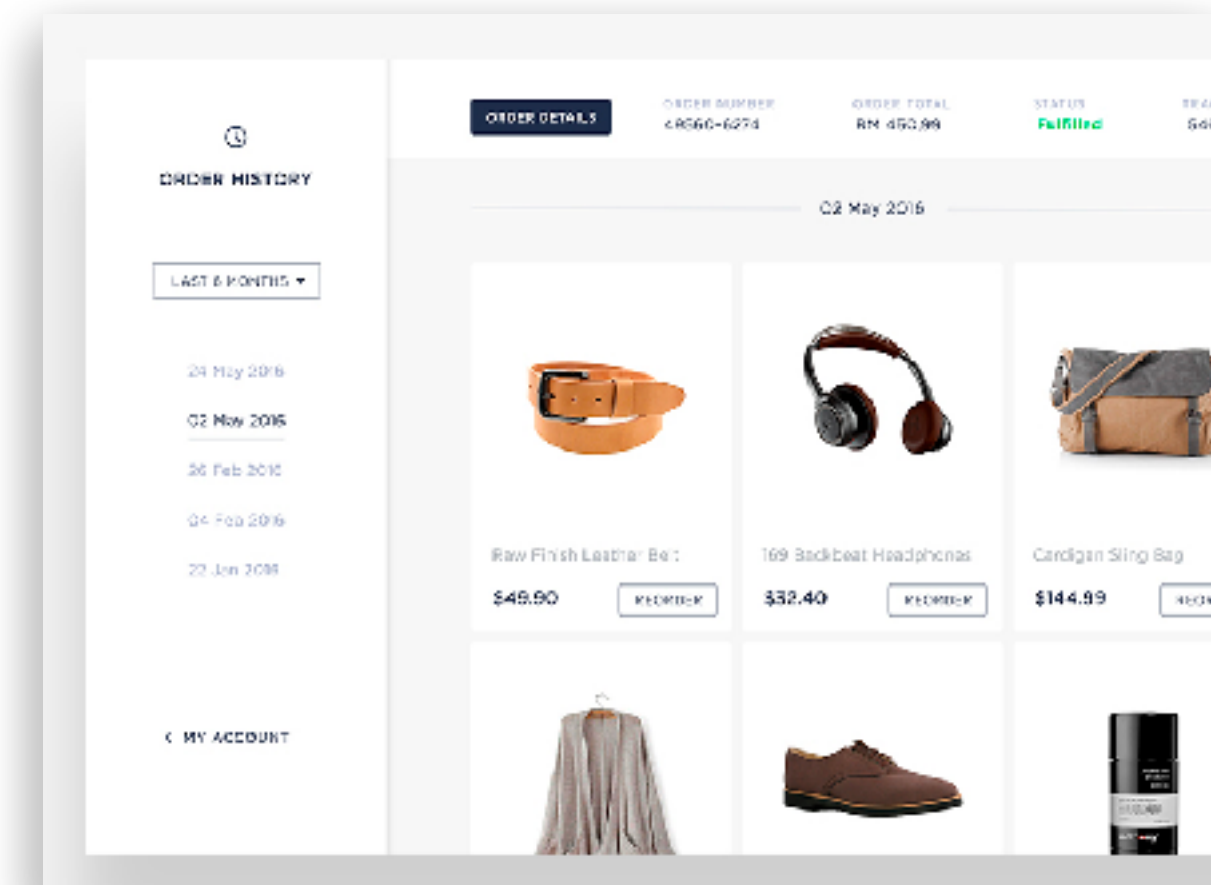
Best Practice

ADD A QUICK RE-ORDER OPTION FROM PAST ORDERS

When viewing past orders, users need access to certain basic information and actions so they're able to get an overview of their order history.



Very limited product information in the order history may prompt users to click around to get to the information they are looking for or leave in frustration.



Including product thumbnails along with product-by-product re-order buttons, speeds up finding items a user was looking for and increases a probability of on the spot re-purchase.

Poor UX

Good UX

Recommendation

ADD A QUICK RE-ORDER OPTION FROM PAST ORDERS



Betty Barista

Responsible Ralph

Betty Barista & Responsible Ralph would appreciate the ease of re-ordering directly from their previous orders.

My Account
Track orders, monitor Club Keurig points or update your profile.

Overview My Orders Auto Delivery Profile Address Book Payment Methods My Appliances Rewards Catalog Club Keurig

Order History Auto-Delivery

Quick Reorder

To quickly add a past order to your shopping cart, click the reorder button below.
To review a past order, click "View"

| DATE PLACED | SHIP TO | ORDER NUMBER | ORDER STATUS | SHIP DATE | ORDER TOTAL | CLUB POINTS | ITEM(S) | | |
|-----------------------|---------|--------------|--------------|---------------|-------------|-------------|---------|----------------------|-------------------------|
| July 14, 2015 8:25 AM | Jordan | 82631105 | Shipped | July 14, 2015 | \$19.98 | 0 | | VIEW | REORDER |

- ✓ Keurig's Order History offers not only a review of past orders, but also a quick reorder.

USE

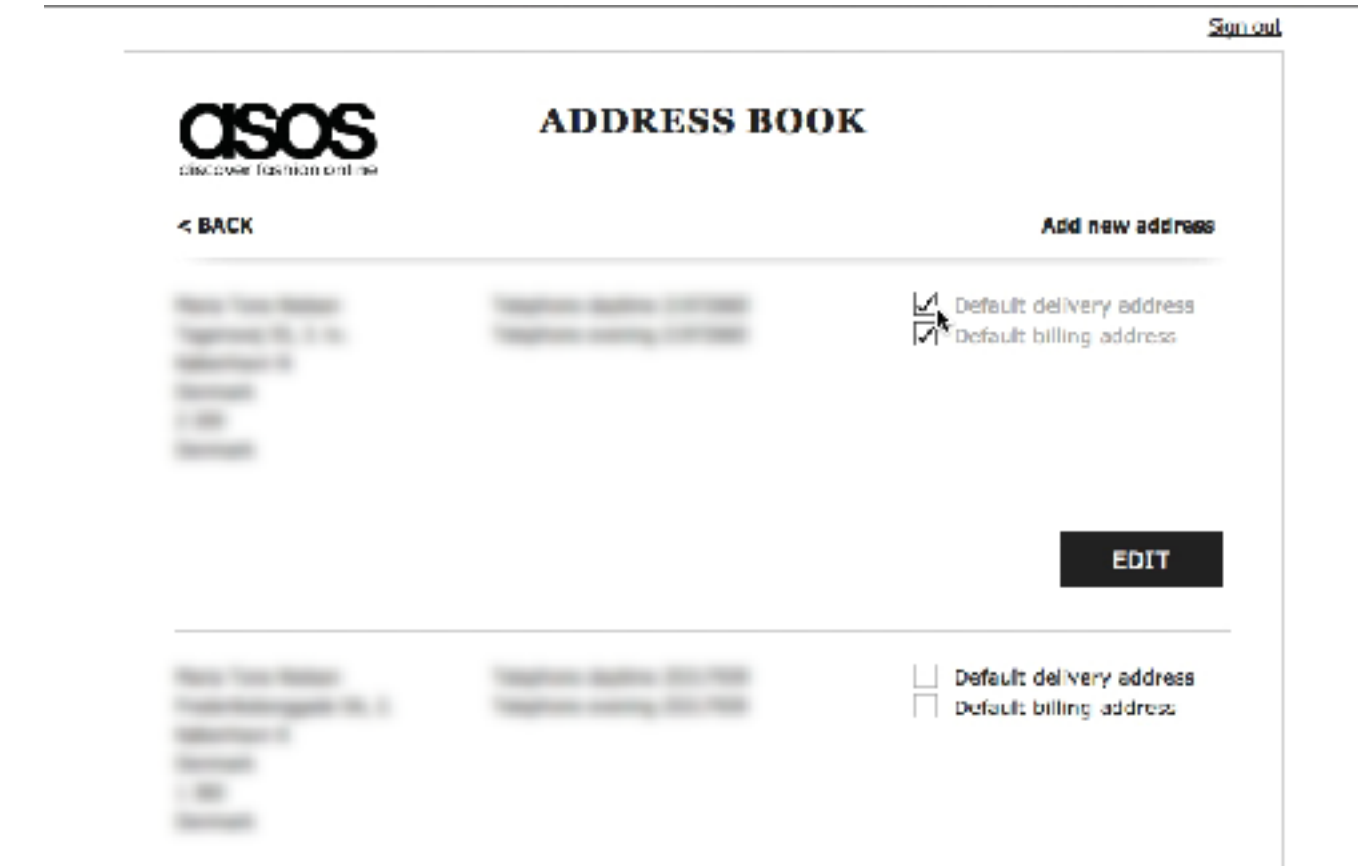
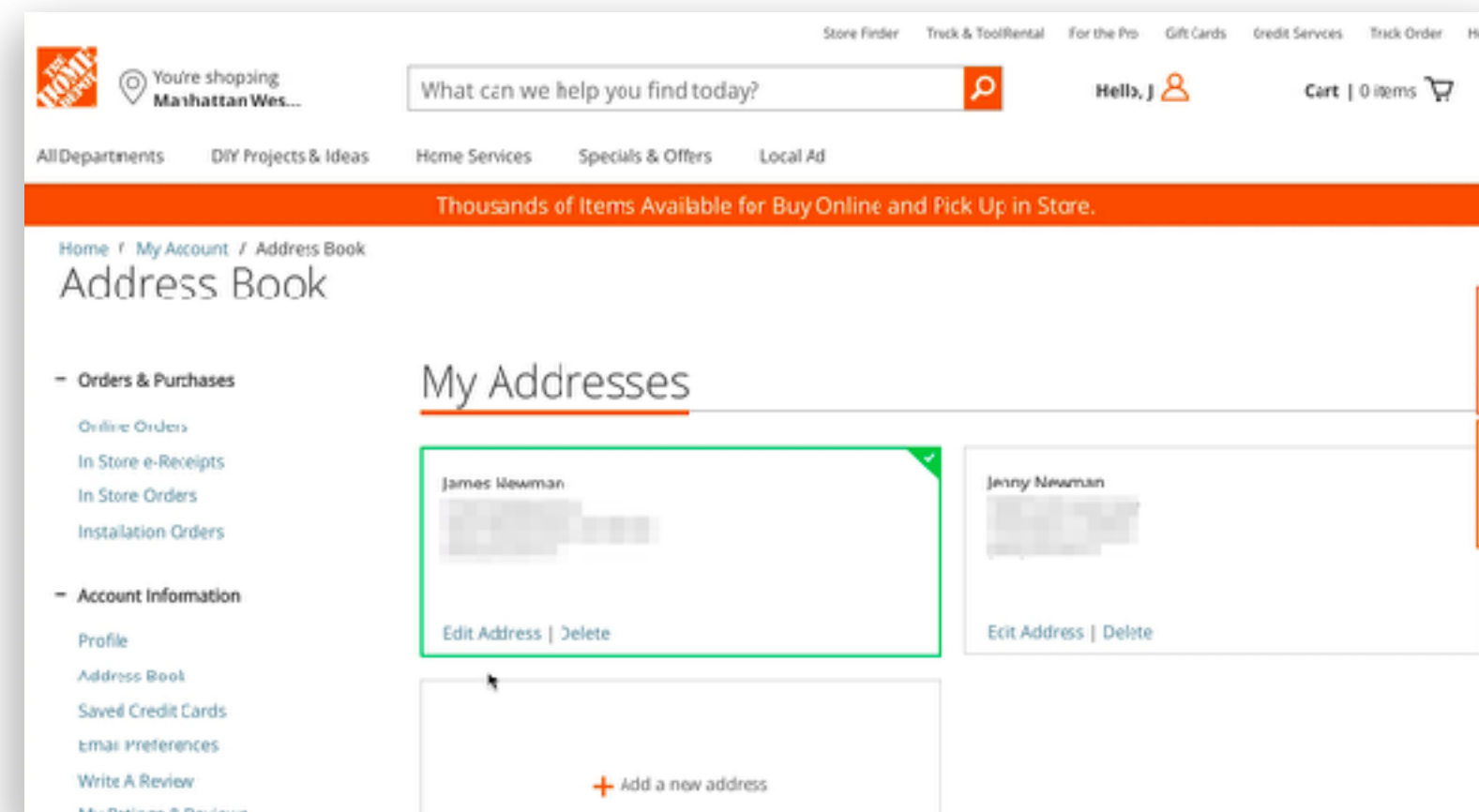
Customer goal / issue / need:

“I want to check if my delivery address is current”

Best Practice

PROVIDE CLEAR LABELS AND MUTUALLY EXCLUSIVE SELECTOR IN “MY ADDRESSES” TO USERS TO SWITCH BETWEEN ADDRESSES

Users rely on the ‘My Delivery Addresses’ overview page to help both distinguish and designate the ‘default’ addresses.



✘ Home Depot didn't clearly indicate which address was selected as default and offered no apparent way to change the default. This type of treatment is unclear and open to interpretation.

✘ Sometimes the “assigning” checkboxes could be greyed out and unresponsive, until a user applies the default status to another address, which is, once again, not immediately obvious and may cause confusion.



Recommendation

PROVIDE CLEAR LABELS AND MUTUALLY EXCLUSIVE SELECTOR IN “MY ADDRESSES” TO USERS TO SWITCH BETWEEN ADDRESSES

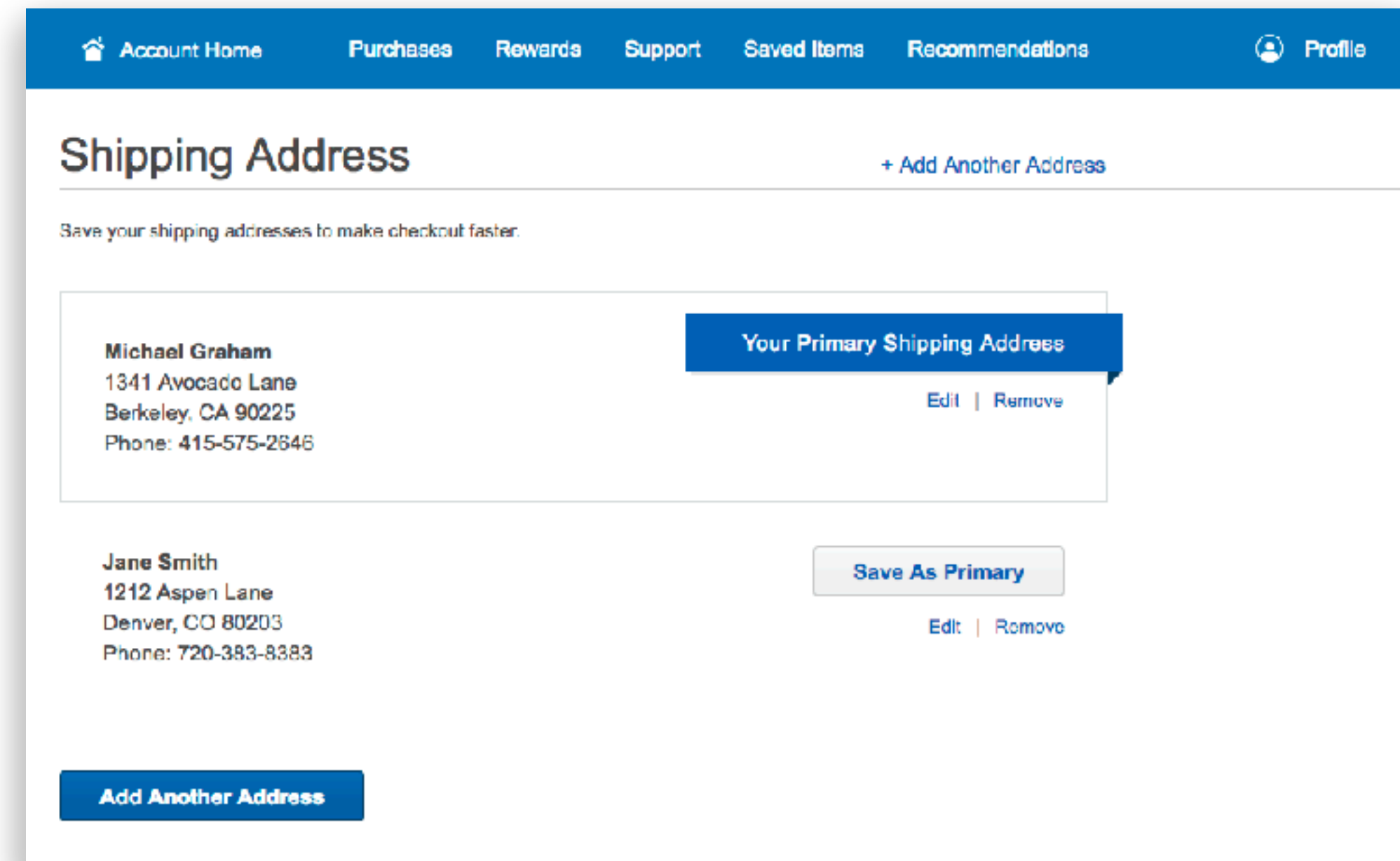
The 'My Delivery Addresses' overview page needs to explicitly label the current default address, and have a clear mutually exclusive selector for choosing a new default among the addresses.



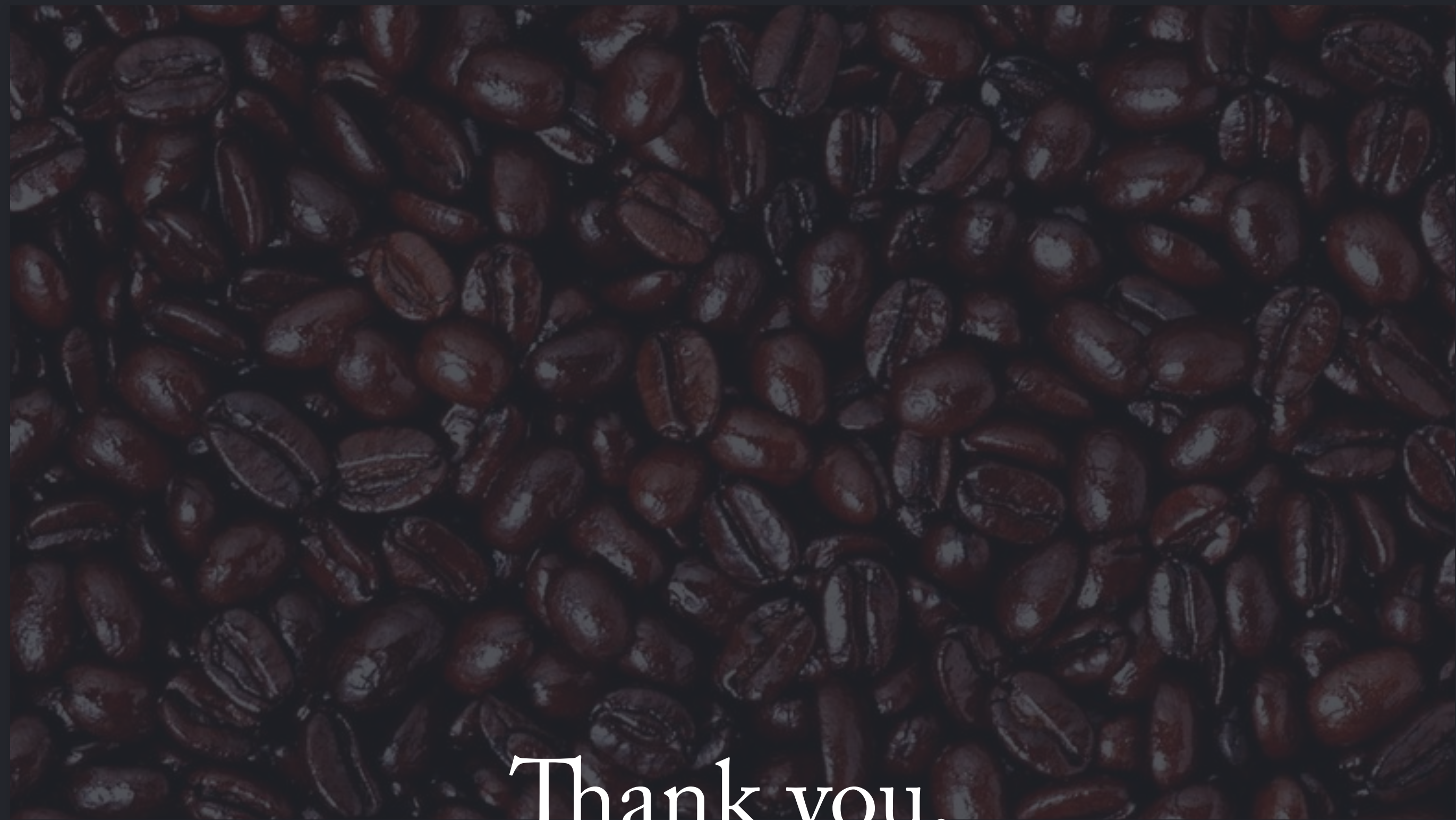
Betty Barista

Responsible Ralph

Betty Barista & Responsible Ralph need an easy intuitive way to assign and update default shipping address.



The “Shipping Address” page at Best Buy streamlines the default address selection task with a clearly-labeled blue ribbon designating the primary shipping address and a straightforward radio button logic with large buttons for changing the default address.



Thank you.