

A Little Free Milk can Sell the Cow

Dante Murphy





Engagement Analysis

Customer engagement as a
technique for selling customer
engagement.

That's so meta!

Engagement Analysis

- Behavioral personas
- Heuristic analysis
- Competitive comparison
- Strawman concept





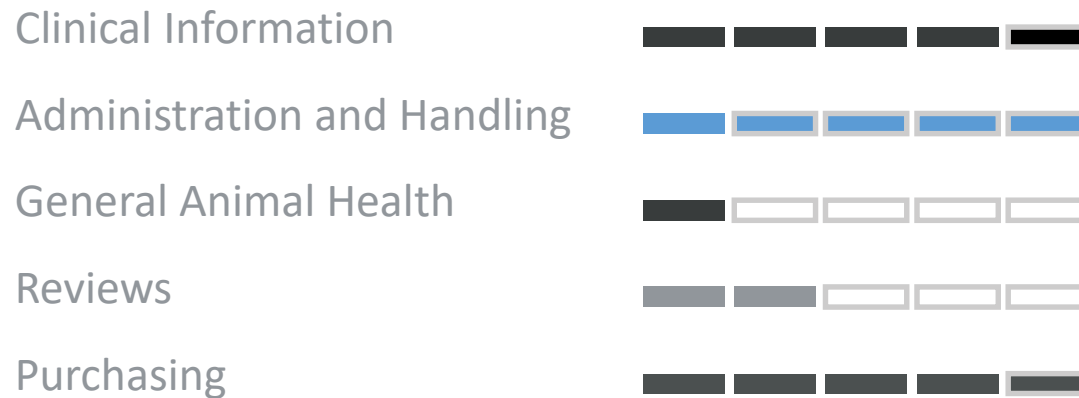
BEHAVIORAL PERSONAS

Focus on what's relevant and differentiated about the people living in your "problem space".

*If it's really a problem space,
shouldn't they live somewhere else?*

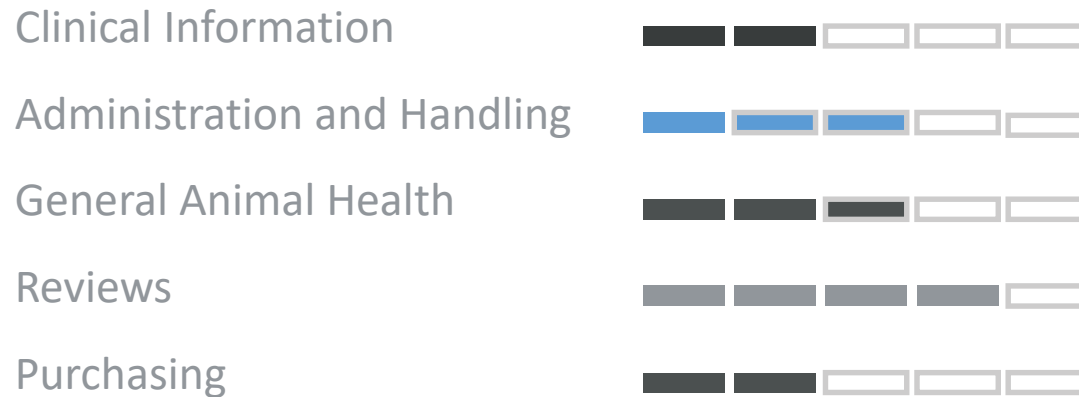
Ted: the Veterinarian

Ted is veterinarian whose practice sees pets as well as livestock. He needs access to important clinical information like dosing and drug interactions, and will also want to learn about new products.



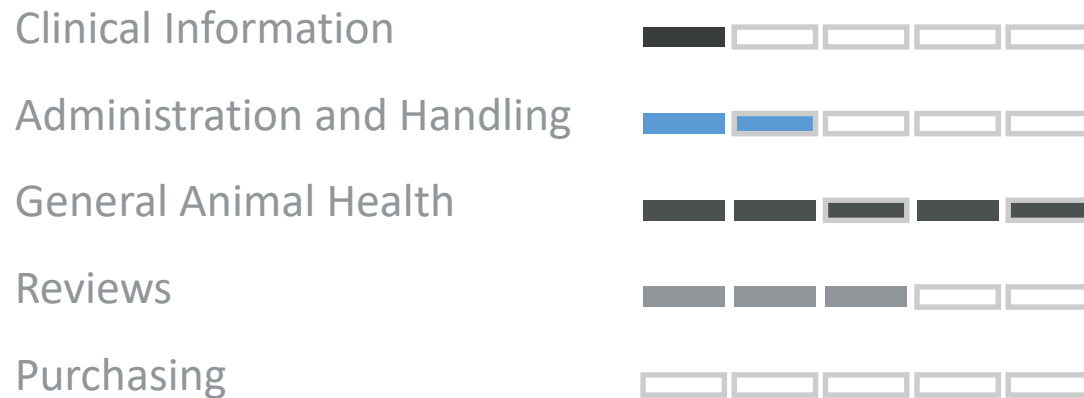
Gary: the Experienced Pet Owner

Gary has had pets his whole life and cannot imagine living without one. He has always been the main caregiver of his pets, a dog and a cat. As his pets age, he will need to know how to store and administer medications to keep them healthy.



Sarah: the New Pet Owner

Sarah just adopted Buddy from a local shelter. She's never had a dog before, so she wants to know how to keep him happy and healthy not just with medication but also with a good diet, a safe environment, and lots of exercise.





HEURISTIC EVALUATION

Use a standard rubric and
put your findings in context.

*Everybody sounds smart
when they say “rubric”.*

Findability

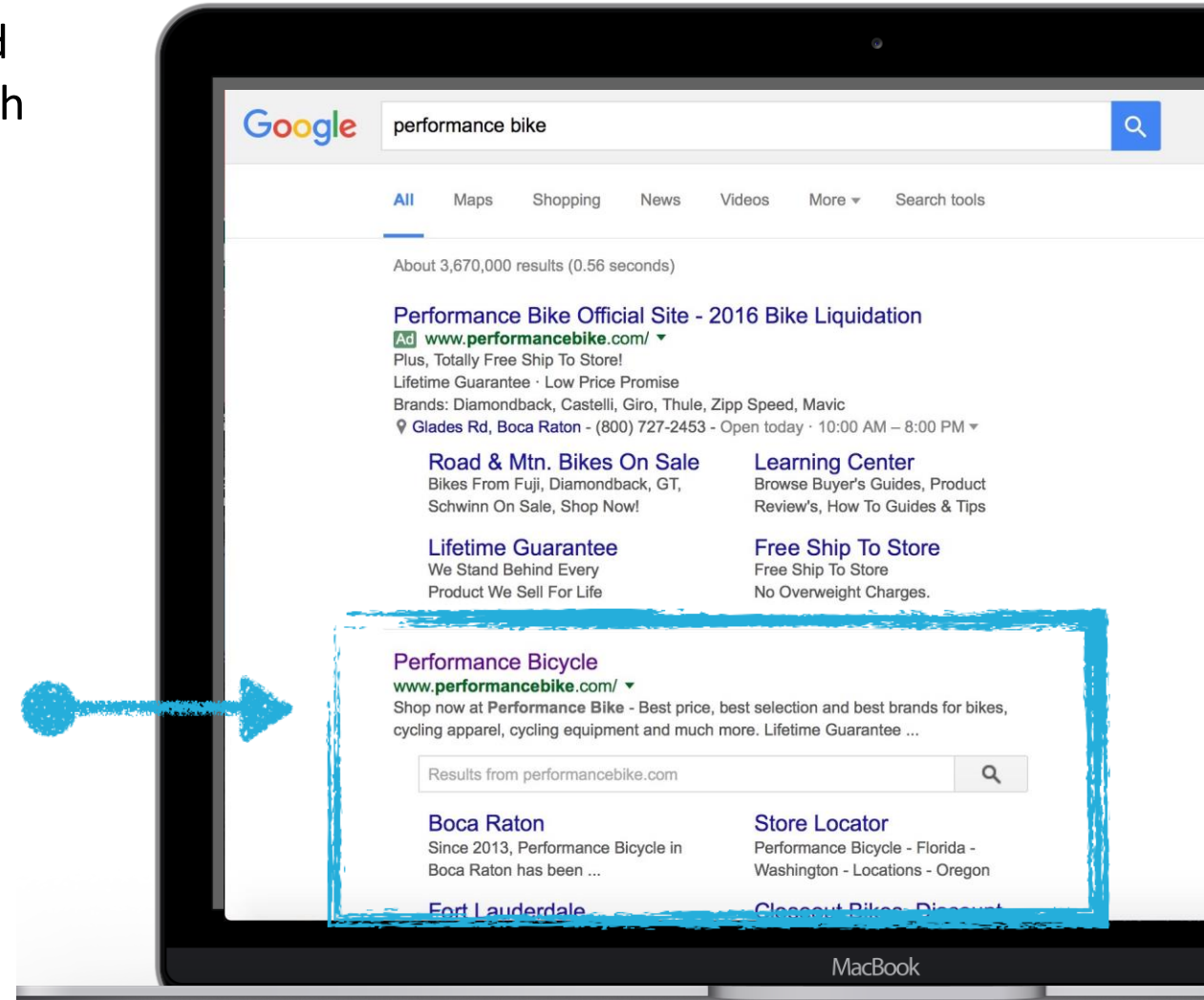
- Search
- Navigation
- Labeling
- Pathways
- Access



SEARCH

Each of the competitors earns top placement for their **brand**

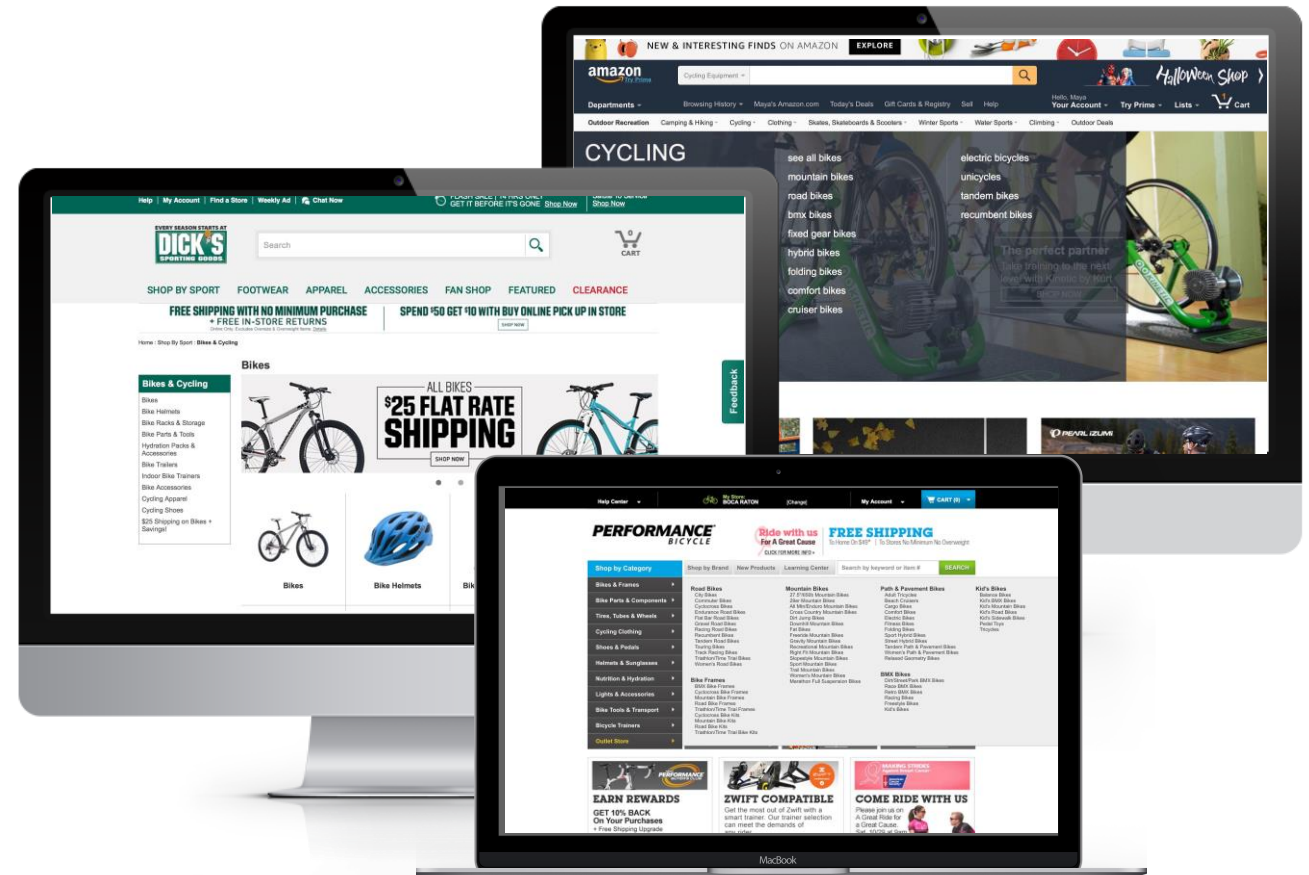
- Searching for organic keywords such as 'bike' did not return performancebicycles.com in the search results.
- All three competitors display both a paid search listing and an organic search listing.
- All listings offer 'sitelinks.'
- The organic search listing is more relevant, because the 'sitelinks' are personalized to the user's location, unlike the paid search listing.



NAVIGATION

The navigation on performancebikes.com is similar to competitors

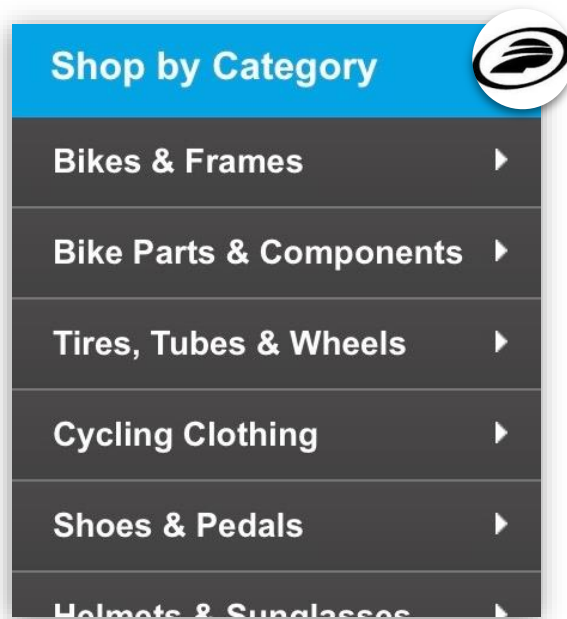
- Performance Bicycles uses a vertical flyout mega menu.
- Dick's Sporting Goods uses a mega dropdown menu.
- Amazon uses a combination menu that includes a static primary menu with flyout mega menus for subcategories.



LABELING

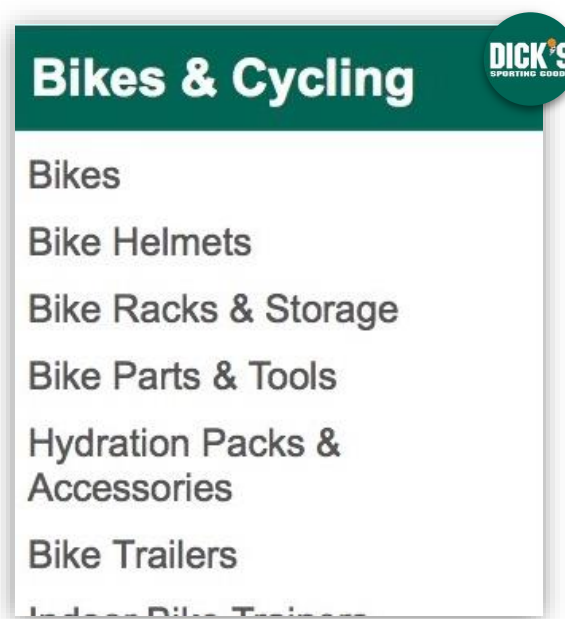
Each competitor labels products in a way that appeals to **different types of customers**

PERFORMANCE BICYCLES



Uses technical terms that appeal to serious cycling enthusiasts.

DICK'S SPORTING GOODS



Uses simple, straightforward labels grouped by user behavior and activity.

AMAZON



Uses relatively straightforward labels in groupings informed by analytics.

Design

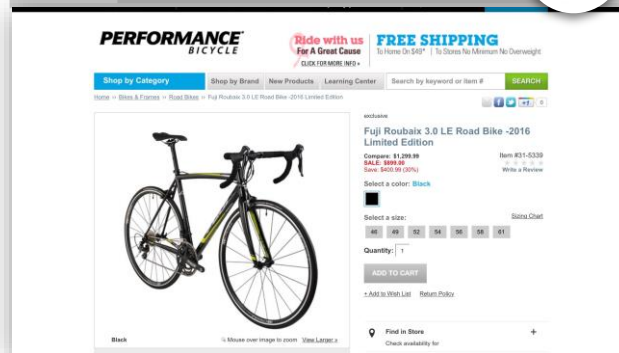
- Branding
- Page Layout
- Mobility
- Readability
- Usability



PAGE LAYOUT

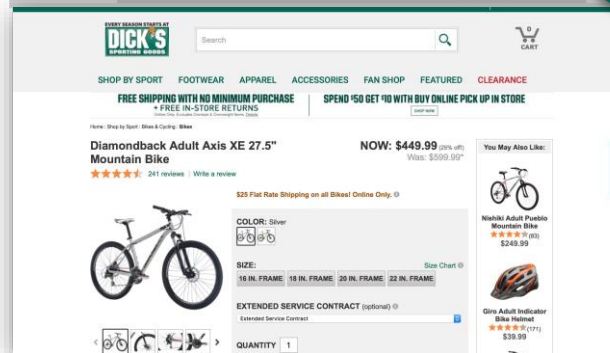
Product Detail layouts follow conventional eCommerce Patterns

PERFORMANCE BICYCLES



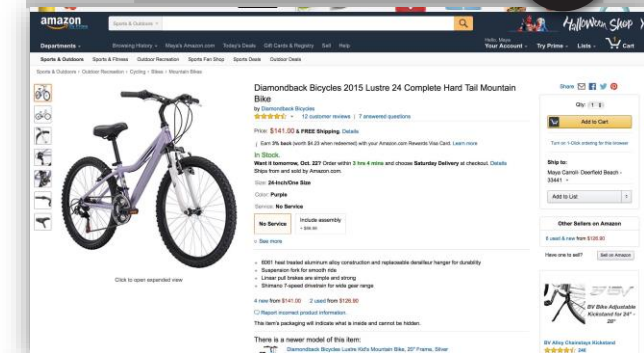
- Calls to action are below the fold.
- Additional product images fall below the fold.
- Lists 3 confusing prices.

DICK'S SPORTING GOODS



- Calls to action are below the fold.
- Additional product images are above the fold.
- Lists 2 prices.

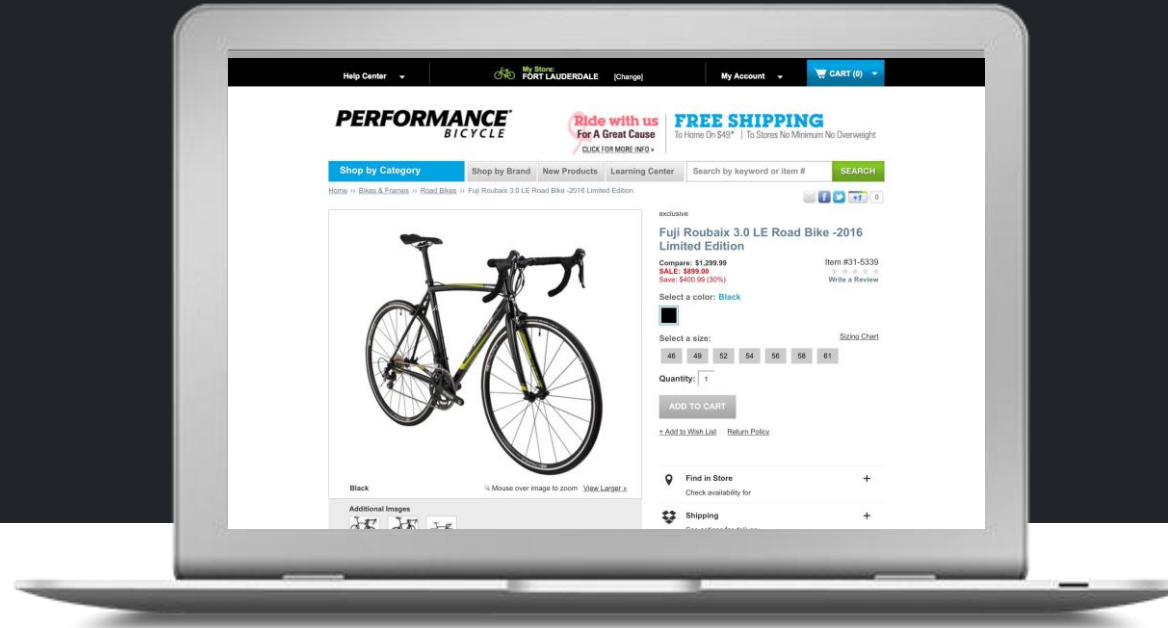
AMAZON



- Calls to action are never below the fold.
- Additional product images are never below the fold.
- Lists a single price.

READABILITY

Small font sizes lead to generally poor readability on all sites



SMALL FONTS

Base font size is too small and content needs to be simplified.



VISUAL HIERARCHY

Users understand the importance of information in one glance.



NEEDS WHITESPACE

Users feel overwhelmed by the crowded pages. Too many items compete for their attention.

Content

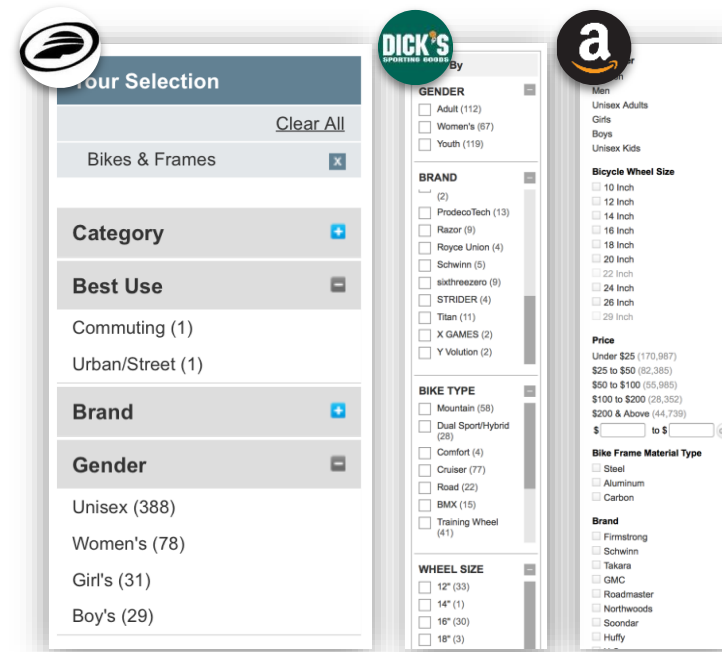
- Relevance
- Credibility
- Engagement
- Service
- Personalization



RELEVANCE

All competitors offer filtering to allow users to narrow their search for **relevant products**

- Performance Bicycles has filtering functionality, but the user interface design is clunky and not as intuitive as competitors.



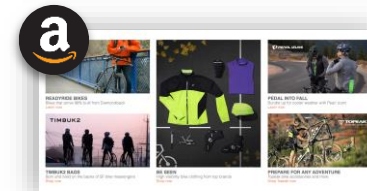
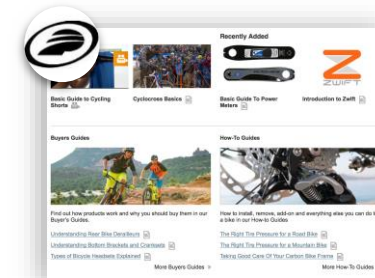
"It took me long time to find the right replacement part for my bike. It would have been faster if there were an easier way to narrow my search."

- Ted, the Aspiring Racer

ENGAGEMENT

Competitors use creative and articles to **increase engagement**

- Performance Bicycles educates users through The Learning Center, a section of the site that houses Buyer's Guides, Product Reviews, and How-To-Guides and Riding Tips.
- Dick's Sporting Goods uses banner ads with well-designed graphics to promote online savings and deals. All the creative integrates well with the site's style guide.
- Amazon provides visual relief to online shoppers with large photos of cyclists in nature.



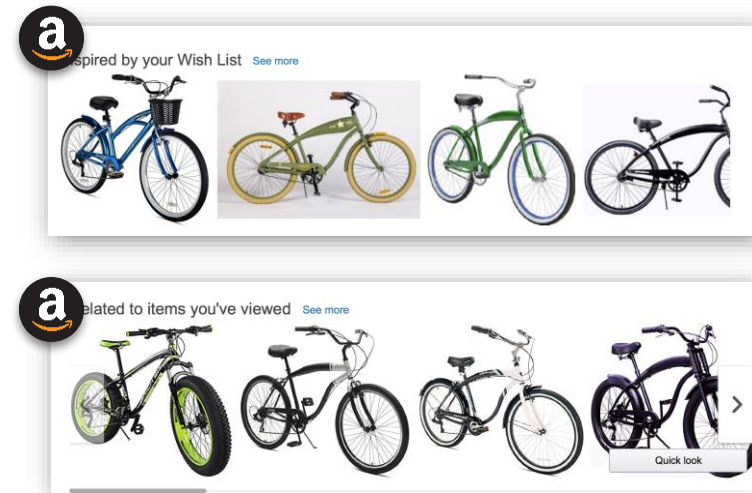
"I wasn't sure what size bike to buy my growing son. I found a buyers guide on the Performance Bicycles website that helped me make the right choice." - Karen, the Family Shopper



PERSONALIZATION

Personalized resources and services are the core elements of competitors' **online experience**

- Amazon offers personalized recommendations based on past browsing experience.
- There's usually not enough data to make Amazon's recommendations relevant for cycling.
- Performance Bicycles would benefit from a personalization engine.
- Cycling enthusiasts will place frequent orders, generating many opportunities to collect data on their preferences.



"I bought my bicycle from Performance Bicycles. It would be so useful if their website could recommend the complimentary accessories and parts to that I would hear about at a specialty shop."

- Sarah, the Serious Cyclist



MARKET ANALYSIS

Showcase areas of
opportunity and need.

*The three most important
things in business are
location, location, location.*

*In experience design, they
are context, context, context.*

Transactional vs. Value Added

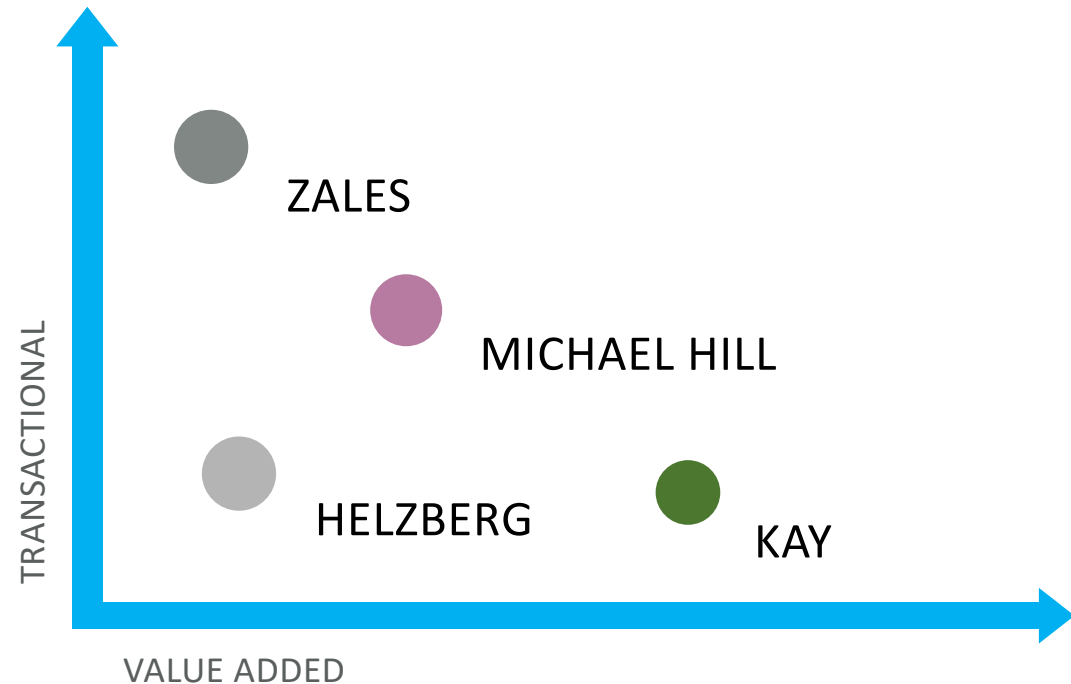
Each competitor had different **strengths**

Helzberg differentiates itself with enhanced customization.

Michael Hill offers good transactional experiences, but lags in value added content.

Kay offers excellent value added content, but lags in providing a smooth transactional experience.

Zales is purely transactional, and lags in user experience.



How People Shop

The best online gift retailers focus on [online experience](#)

HICKORY FARMS

- Shop by price
- Shop by popularity
- Shop by holiday
- Shop by occasion
- Military gifts



HARRY & DAVID

- Shop by holiday
- Shop by occasion
- Shop business gifts
- Shop last minute gifts



WINE COUNTRY GIFT BASKETS

- Shop by price
- Shop by popularity
- Shop by holiday
- Shop by occasion
- Shop by theme



THE SWISS COLONY

- Shop by price
- Shop by popularity
- Stocking Stuffers
- Military gifts



Loyalty in Branded Generic Pharmaceuticals

Challenges

- HIPAA Compliance
- Tabulating Accruals
- Driving Brand Preference
- Return on Investment

Imperatives

- Personalization
- Relevance
- Sensitivity
- Shared Value



STRAWMAN

CONCEPT

Deliver a vision of what the solution can achieve.

I love straw!

Why do we need a landing page?

What do we know when the user clicks through?

- She is interested in giving a birthday gift
- Gift giving is more personal than shopping for self
- She has some idea of what kind of person the recipient is
- She will appreciate help finding the right gift for the person and the occasion

Even the best campaign will falter if, once the user clicks through, her experience is inconsistent, disorienting, or lacks engagement.



Search



1.800.753.8558

Stores

Account



GIFTS

SAUSAGE & CHEESE

FRUIT & NUTS

GOURMET FOOD & WINE

SWEETS

SHOP BY PRICE

SALE

BIRTHDAY GIFTS

Home / Gifts / Holidays & Occasions / Birthday Gifts

MOST POPULAR



12 RESULTS

GIFTS

Gift Boxes

Gift Baskets and Towers

Personalized Gifts

Gifts with Wine

Military Gifts

Business Gifts

New!

Best Sellers

Gluten Free

Holidays & Occasions

Tailgating

Gifts for Her

Gifts for Him

Birthday Gifts

Thank You Gifts

Weddings & Showers



Signature Birthday Gift Basket

★★★★★

\$50.00



Hickory Farms Birthday Cravings Assortment

★★★★★

\$30.00

Guiding ideas

What can help her find the right gift to fit the recipient and the occasion?


- Imagery focused on the occasion
- An endorsement/testimonial from a celebrity or trusted spokesperson
- A promoted or featured product that is “on trend”
- A way to see products that fit the personality of the recipient
- An expanded product grid that makes it easier to scan and compare options
- Simplified price filters



Comp

Click or tap
to scroll


Search



1.800.753.8558

Stores

Account



GIFTS

SAUSAGE & CHEESE

FRUIT & NUTS

GOURMET FOOD & WINE


SWEETS

SHOP BY PRICE


SALE

\$5 STANDARD DELIVERY* - NO MINIMUM PURCHASE.

HOW DO YOU FIND THE RIGHT BIRTHDAY GIFT FOR
THE MAN WHO HAS EVERYTHING? YOU CAN'T GO
WRONG WITH MEAT AND CHEESE.
(Unless he is lactose intolerant)




Rachael Ray's
top picks





Featured Item.
Hickory Fireside


I'm shopping for...


(select as many as you want)














A black and white cow is shown in profile, looking back over its shoulder towards the camera. It is standing in a lush green field with some small brown flowers. The background is a clear blue sky with a few wispy clouds. The word 'SUMMARY' is written in large, light blue, outlined capital letters in the upper right corner.

SUMMARY

- Focus on your customer's customers
- Demonstrate where they need to do better, and why
- Articulate their position in the experience marketplace
- Help them see the future

COWABUN
GA!

