

UPS Logistics Microsite **UX Study Results & Recommendations**

Jan 9th, 2013

Project Overview

Usability Test Framework

Executive Summary

Findings & Recommendations

Next Steps

Project Overview

The New Logistics microsite (<http://thenewlogistics.ups.com>) launched in September 2011. Ogilvy and the UPS team have recently made enhancements to **(1) Serve Customers Better (CX)** and **(2) Save Time & Money (TM)** sections of the site on 9/24. A new feature has also been added called, “**Click-to-Talk**” (CTT) on 10/29.

Currently, each of these sections are experiencing high bounce rates and low engagement rates: (1) Serve Customers Better (2) Save Time & Money. For Click-to-Talk, there have been low call volume in both Serve Customers Better and Time & Money.

The teams are interested in post-launch testing to inform ongoing performance refinements, as well as help guide the next phase of site optimization, content, and feature development.

The goal of the research will be to identify pain points and usability opportunities.

- Overall Design: Find out *first impression* to the overall design of CX, TM & CTT and level-of-understanding in the purpose and value of each experience.
- Navigation: Assess the level-of-understanding and tolerance in moving through each experience. Ensuring the messaging is clear in guiding the user and they know where they are in the site.
- Call-to-Action: Determine if the messaging and design of CTAs are clear as well as matching the expectation to the pay-off. This includes the videos and articles throughout the CX experience as well as the resulting page of the TM. For the CTT, it's ensuring the user understands the purpose of the feature and how it works.

By optimizing the site from the feedback of this study will hopefully help the overall metrics in each of the areas.

Project Overview

Usability Test Framework

Executive Summary

Findings & Recommendations

Next Steps

Field & Recruiting

We will only be recruiting for the segment of **Senior Decision Makers**.

Each of the **10 respondents** will be recruited against these primary marketing profiles:

- Age Range of 35-65 yrs old
- Role of Senior Decision Maker
- Decision making responsibilities will be a mix of various levels
- Size of Company will be 50% Small Business (11-99 emp.) and 50% Mid-Market (100-499 emp.)
- Daily Domestic Shipments will range from 2-750

Their use of social media varies anywhere from “not active at all” to being on about 3 different ones (e.g., Twitter, FB, Pinterest). Also the mobile devices they use to view a site ranges from “none” to “iPad + mobile” or “tablet and laptop.”

Project Overview
Usability Test Framework
Executive Summary
Findings & Recommendations
Next Steps

Task 1: Viewing CX OLA



Findings:

A: Overall, the feedback was that the animation ran too fast and there was a lot of messages packed into a short amount of frames.

"It went by so fast I didn't get to finish reading it. [Replay] 'Successful businesses'...I still didn't get to read it!!!" – Respondent #9

B: Mixed messages on the animation. Some thought it was "too cartoony" so didn't think the ad was relevant to them. Others didn't mind the animated quality of it. The movement in the ad does help to get some of the user's attention to the final frame.

C: Most respondents liked the messaging here and this helped set the expectation of what's to come if they were to click on it. The idea of "See the 4 Ways" to building customer loyalty really resonated.

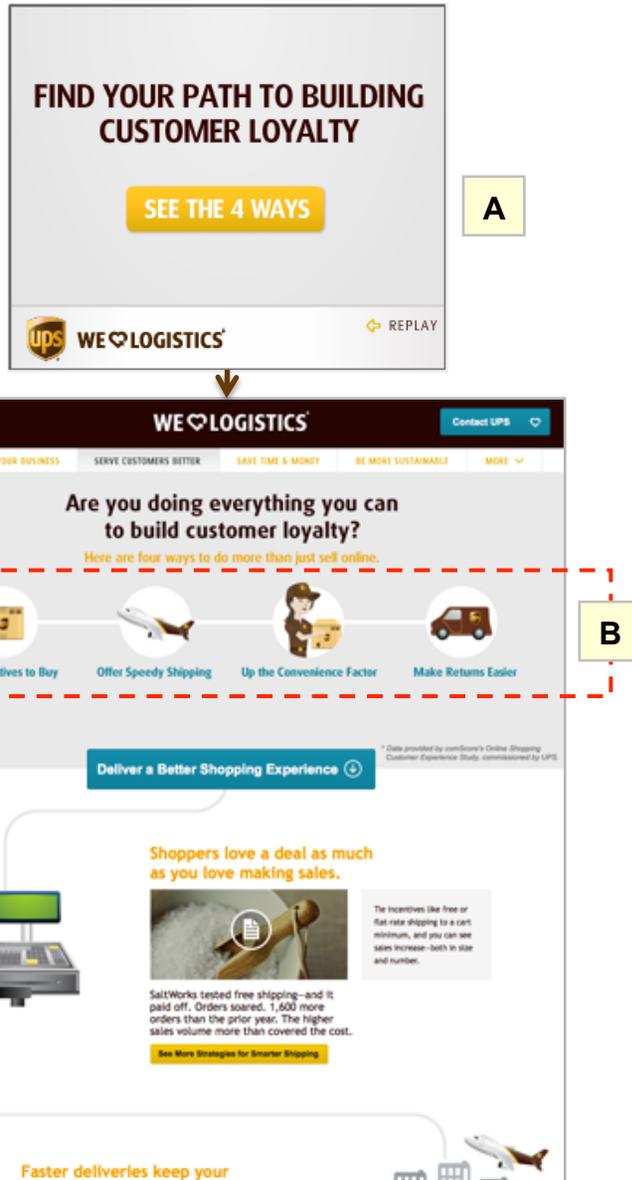
Recommendations:

A: Consider shortening the message down to only a few simple (and to the point) frames since the user is on a site to read other content and will probably get a glimpse of the ad.

B: Tone down the "cuteness" aspect while still maintaining the movement in the ad.

C: Keep the same.

Task 2: Connecting OLA to CX Landing Page



Findings:

A: Because the CTA says, “See the 4 Ways” the expectation was to see 4 of something next.

B: The summary at the top again stressed the 4 ways and made sense b/c it delivered on what the respondent was expecting initially. Most figured out right away that there were rollover states and liked the additional information.

Some were even pleasantly surprised of how concise the icons were in the messaging and were expecting a lot more text.

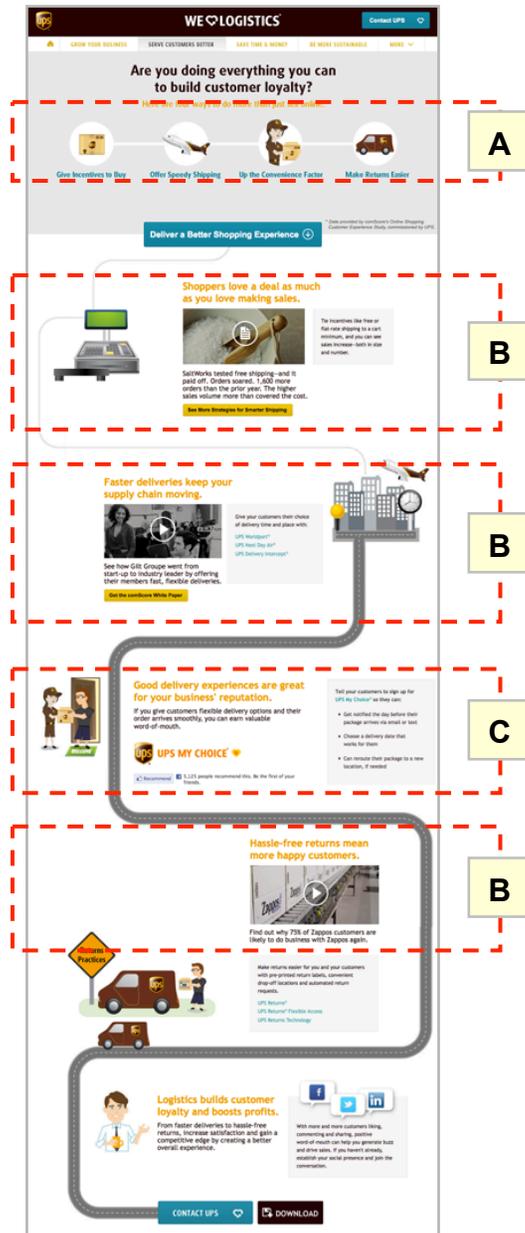
“I’m pleased to see that it’s not a ton of words and not a lot to read. I thought there would be a lot more description of each based on the banner ad.”

– Respondent #1

Recommendations:

A & B: Keep the same.

Task 3: Site Exploration – Finding a Story



Findings:

A: When respondents start clicking on an icon and are led down to the related article they don't immediately understand the relationship between the icon and the corresponding video/article they are taken to on the page.

B: Respondents easily located each story and once they were presented with it almost all liked the content. The videos (e.g. Gilt Groupe, Zappos) resonated better than the article because they were quick and to-the-point videos. The "Salt Works" article didn't perform as well because it was very text heavy and harder to digest in comparison.

C: Some respondents found the UPS MY CHOICE an interesting concept but when they were directed to find more information on it most wanted to click on the blue link (to the right) and didn't know the logo itself was clickable.

Recommendations:

A: Consider making a stronger connection by possibly re-using the same phrase from the icons (e.g. Give Incentives to Buy) in the messaging on the related article/video.

B: Consider leading with a shorter summary for the article and make it look more compelling or switch it with one of the videos.

C: There are too many pieces to this. Consolidate and prioritize so it's more clear how to get more information.

Task 3: Site Exploration – Yellow CTAs

The screenshot shows the WE LOGISTICS website with a navigation bar at the top. The main content area is titled "Are you doing everything you can to build customer loyalty?" and lists four ways to do more than just sell online: "Give Incentives to Buy", "Offer Speedy Shipping", "Up the Convenience Factor", and "Make Returns Easier". Below this is a section titled "Deliver a Better Shopping Experience" with a sub-header "Shoppers love a deal as much as you love making sales." This section contains a video player and a yellow CTA "Get the comscore White Paper". Below this is another section titled "Faster deliveries keep your supply chain moving" with a video player and a yellow CTA "Get the comscore White Paper". The next section is "Good delivery experiences are great for your business' reputation" with a video player and a yellow CTA "Get the comscore White Paper". The final section is "Hassle-free returns mean more happy customers" with a video player and a yellow CTA "Get the comscore White Paper". At the bottom, there is a section titled "Logistics builds customer loyalty and boosts profits" with a video player and a yellow CTA "Get the comscore White Paper". The website also features a "UPS MY CHOICE" logo and a "CONTACT UPS" button at the bottom.

Findings:

A: The placement of the yellow CTAs on the page makes it seem like there's a relationship between each one and the corresponding case study. Upon further examination of the content, most respondents were confused about the relationship between the two and weren't sure why the yellow CTA was there.

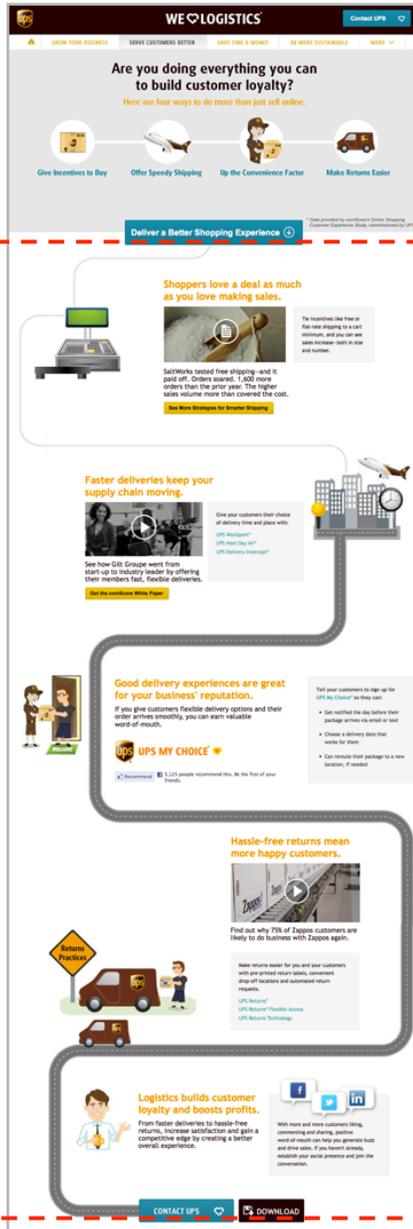
After clicking on each of the yellow CTA, which led to a PDF or a new tab, most were confused on how to get back to the original experience and needed help getting back.

Recommendations:

A: Consider incorporating the content in these a little more seamlessly so it's more apparent how it relates to the case study and how the respondent can stay in the same experience or eliminate all together.

If "Get the comscore White Paper" CTA stays, consider re-naming the CTA to something like "Learn more about retail shopping." Also, remove the lead form when viewing the white paper and only require it if the respondent wants to download it for a better user experience.

Task 3: Site Exploration – Animated Objects



16

Findings:

A: The animated objects to take the respondent down a “guided” path had mixed reviews. Some thought the actual animation itself was “a little too much” while others liked it.

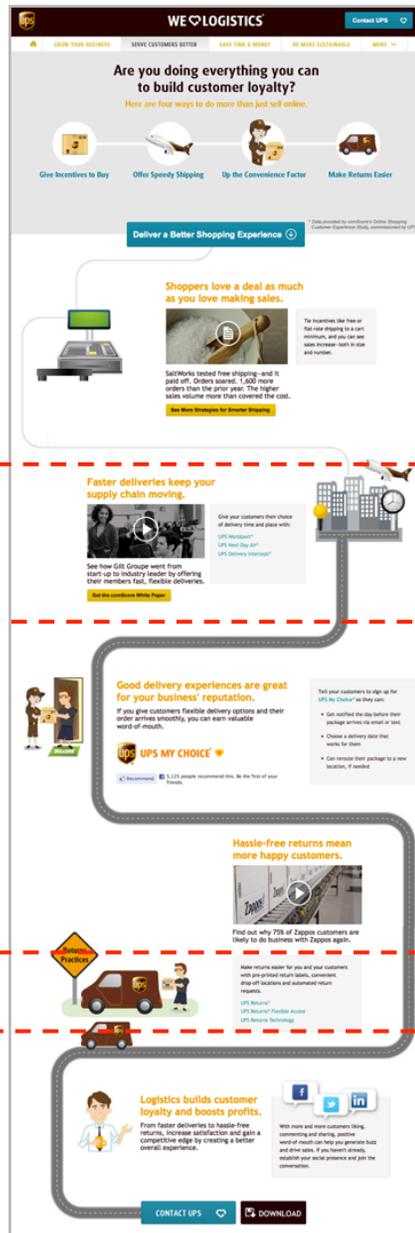
“It almost looks too juvenile with the truck animation. Where’s the beef? I don’t want all this entertainment.” – Respondent #10

The entire page seemed too drawn out which caused a lot of scrolling, so the act of guiding the respondent through the page was seen as un-necessarily time-consuming.

Recommendations:

A: Consider cutting down the content to the bare essentials so the page isn’t so long. Also, introduce a new way to help encourage browsing from one article to the next.

Task 4: Site Exploration – Related Products



Findings:

A: The related products made a better connection to the stories inside the overlay than it did on the CX page. It was clear that these products are services from UPS that relate to each case study. After clicking on one, the respondent is taken to a new tab and again is puzzled on how to get back to the previous experience.

Recommendations:

A: Consider opening a new window rather than a tab so it's more overt that the respondent is no longer in the same experience and it's easy to go back to where they were earlier.

Project Overview
Usability Test Framework
Executive Summary
Findings & Recommendations
Next Steps

Usability Prioritized Matrix

Please refer to Usability Prioritized Matrix in separate attachment