



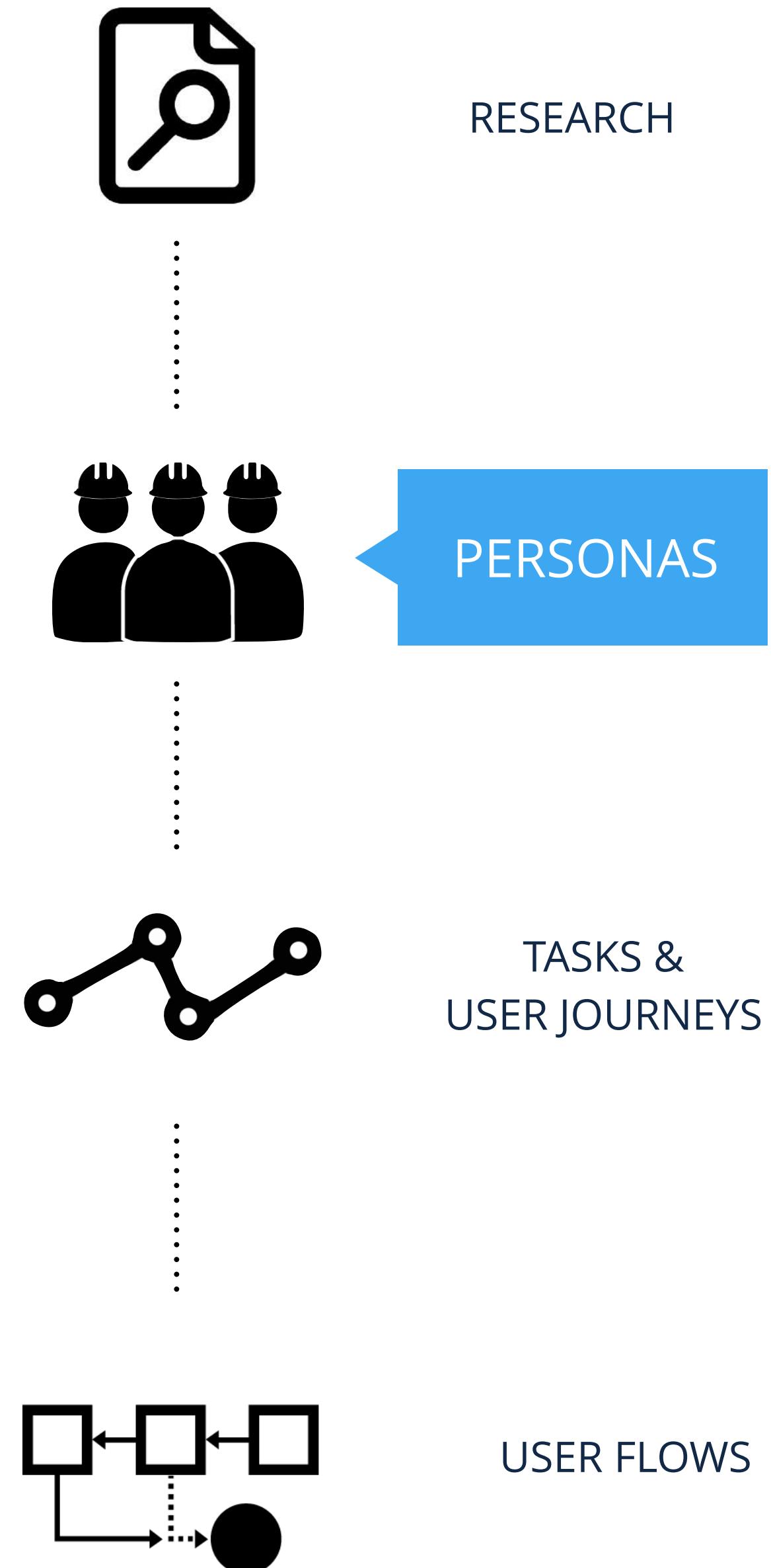
Mabey User Journeys & User Flows

15th October 2015



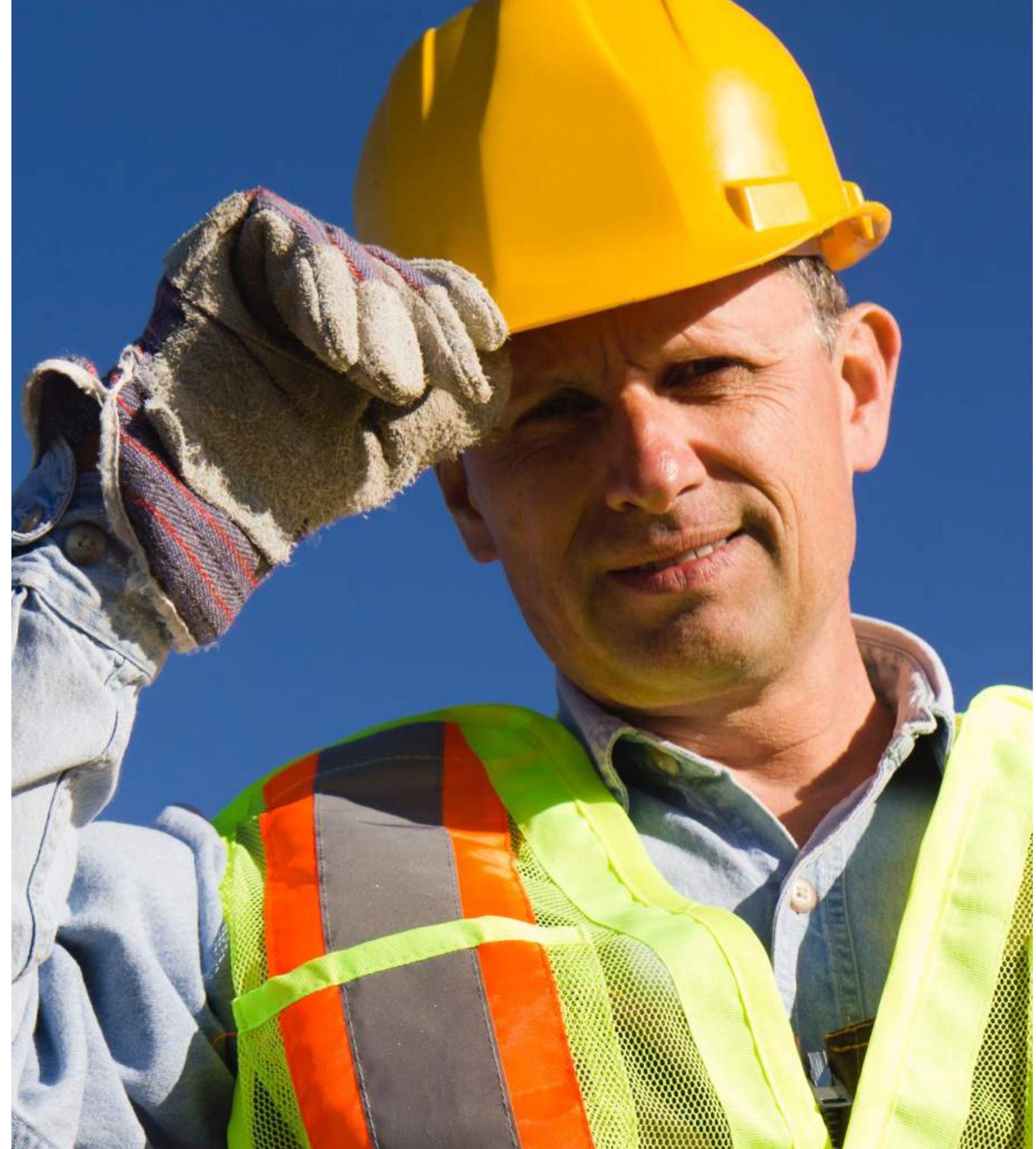
PERSONAS RECAP





PERSONAS

- Our research phase helped us **identify key target audiences** most likely to want to **engage with Mabey**
- We personified these findings by creating **five personas**
- We will use these personas on an **ongoing basis** to help **identify and justify a series of high level user journeys**, pairing them with **specific tasks** that are likely to be undertaken by certain users **via the website**
- We will also create **user flows** – a more **detailed** account of how a user might **flow through your new website**
- This will help us **create order** and ensure that all **creative concepts** are ratified **and aligned with persona needs**, and the possible tasks they might undertake



MIKE - DETAIL FOCUSED ENGINEER

About Mike

AGE: 47 YEARS OLD

PROFESSION: CIVIL ENGINEER

I have been in the construction industry for 20 years and I specialise in bridge design. Apart from drawing and detailing highway structures I also put together contracts and specifications. I supervise and advise a team of technicians on site. With my expertise I am often involved in tender processes and contract work.

I use a number of engineering software such as Autocad or Scale and analysis computer programmes - all used for bridge design and inspection.

I like working with local companies as their people can come to our office and discuss any complex problems or issues plus it's easier for them to visit a site we are working on or just meet in person. Talking to someone face to face can save me a lot of time. When I need to contact people in the industry I would call directly my contact or send an email.

When I am at work I use my desktop computer to access any information I need.

“EVERY BRIDGE IS DIFFERENT AND INDIVIDUAL SO I THINK IT'S QUITE DIFFICULT TO COVER EVERYTHING ON THE WEBSITE SO IT'S USEFUL TO HAVE A DIRECT CONTACT AT THE COMPANY AND QUITE DIFFICULT TO REPLACE THAT ON THE WEBSITE.”

Goals:

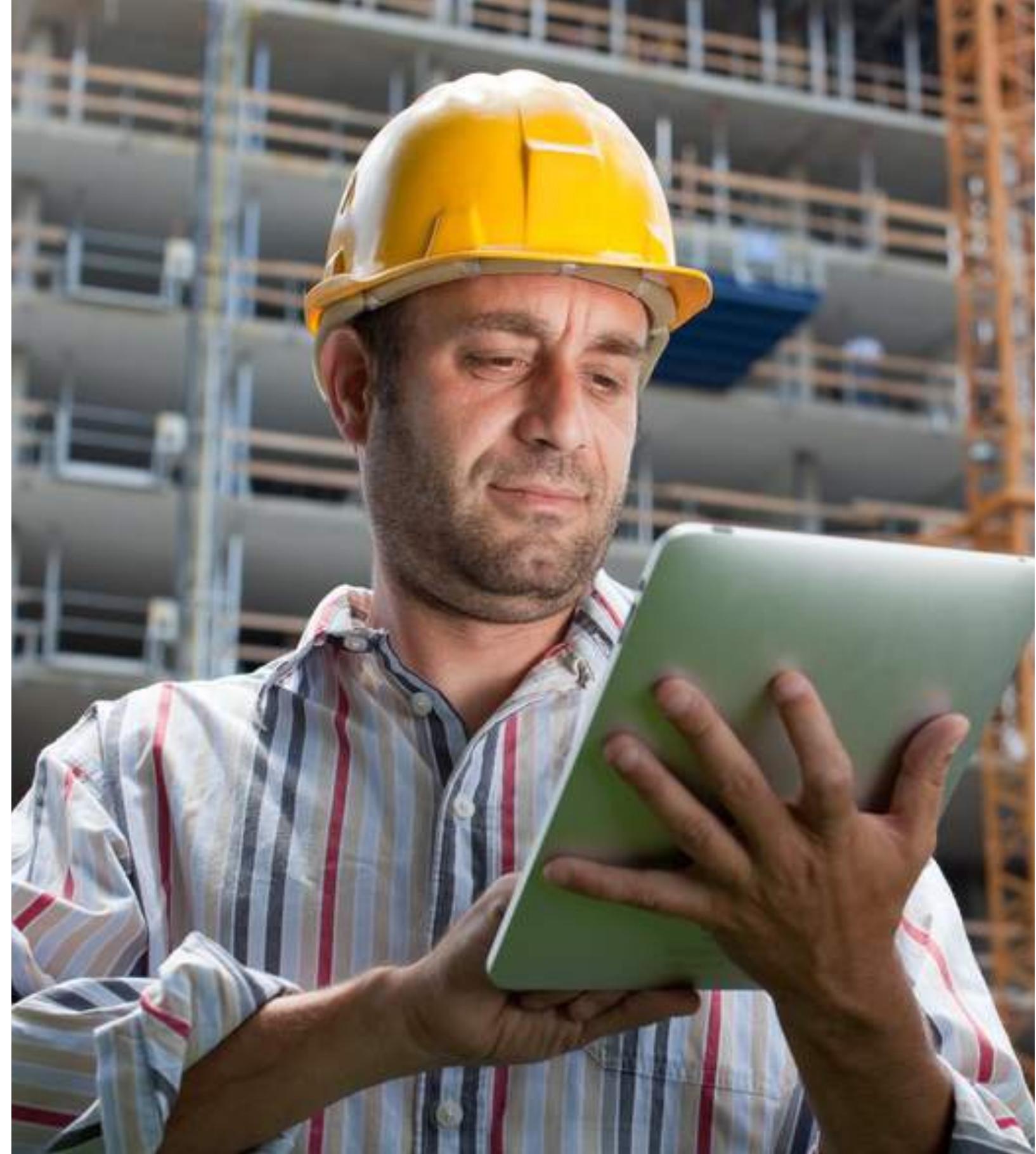
To put together comprehensive contract documentation.

Needs:

- Access technical information, e.g. maximum load, type of welding, span of a structure, steel strength, capacity, maintenance, user guide)
- Information on timeline and pricing
- Talk to an expert in case there are any problems or issues on site
- See previous examples of similar projects and applications of structures
- See example videos of how to erect a modular structure
- Information on accreditations and certifications (e.g. Eurocode or ISO)

Pain Points:

- Lack of detailed technical drawings
- No possibility to download detailed technical drawings



JAKE - TECH SAVVY INNOVATOR

About Jake

AGE: 45 YEARS OLD

PROFESSION: SENIOR ESTIMATOR & PROJECT
ENGINEER

I have over 25 years of experience in the construction industry and have worked on a number of projects incl. demolitions, underground infrastructure, heavy equipment applications and general site work.

Majority of my current projects involve emergency work (e.g. broken water pipe) hence proximity and availability of equipment is key.

I always look for innovative products and applications. I use a high number of devices. At work I have 6 monitors, a PC, a Mac, an iPhone 6. I really like my tablet and most of my team are now starting to carry iPads to access information.

I am always keen to receive training on any new products and applications.

**“BECAUSE OF THE NATURE OF OUR BUSINESS ,
VERY SERVICE ORIENTED EMERGENCY WORK, THE
TIME FACTOR IS CRITICAL TO FIND OUT
AVAILABILITY AND ARRANGE PRODUCT DELIVERY.”**

Goals:

To quickly deliver the right product to a site.

Needs:

- Get a good overview of product inventory
- Quickly check and confirm product location & availability
- Arrange equipment delivery to a site quickly and easily
- See product description with photos in an installed position and/or videos and demonstrate it to the client
- See product technical specification (dimensions, spec, load rating etc.)
- Access information when offline or poor connection

Pain Points:

- Lack of information readily available online and offline
- Lack of visibility of product availability and delivery times
- Long distance to the nearest depot affecting delivery times



RUPERT - INFORMED UNDERWRITER

About Rupert

AGE: 52 YEARS OLD

PROFESSION: INSURANCE UNDERWRITER

I have worked in finance and insurance most of my life. My current role involves **supplying loans to help overseas governments to pay for UK products** and to provide banks with repayment guarantees.

It's usually a **complex process** and it takes a very **long time** to **negotiate and then award a contract** hence you need to be patient and make sure that you include all the relevant information as soon as possible.

I am **responsible for making sure that a contract is awarded fairly** and approved by an overseas government. Hence it's extremely important that the product we are trying to provide a loan for doesn't cause environmental damage and **health and safety regulations are being adhered to** when a product is installed or used.

Having **personal contacts at companies we work with** is extremely important to build relationships and speed up the process.

I use my desktop computer for work.

Goals:

To secure project funding based on well informed decisions.

Needs:

- Information on company structure, its board, governance, its vision and mission statement
- See recent developments within a company, how it is changing and what industries they are working in
- Information on the range of products and regions a company is trading in
- See case studies demonstrating the challenge, solution and result including photographs or videos
- See and receive updates on latest news and events within a company
- Information on what contracts a company is entering into
- Information on company's Corporate Social Responsibility
- Information on company accounts
- Information on contact details for finance or insurance professionals
- Have someone designated when we work on a project or if we need to discuss ant PR that could affect our attempts to provide a loan

Pain Points:

- Lengthy process of securing finance in general

“**IF YOU ARE DOING BUSINESS WITH A COMPANY YOU TEND TO WANT TO KNOW THE STRENGTH OF THAT COMPANY, HOW BIG IT IS, WHETHER IT'S ROBUST, HOW IT'S ORGANISED, WHAT THE MANAGEMENT STRUCTURE IS ETC**”



“ IT DOESN’T MATTER WHO YOU USE, IT ALL COMES DOWN TO THE SERVICE YOU RECEIVE. ”

BOB - SERVICE ORIENTED MANAGER

About Bob

AGE: 38 YEARS OLD

PROFESSION: PLANT MANAGER

I manage a large and busy construction site and have a number of people report to me. On a daily basis I may be talking to suppliers, liaising with their sales reps, reviewing pricing or arranging deliveries for the products we need on site.

In order to complete the work on time, budget and according to the requirements we **need a number of different types of equipment**. When working with equipment hire companies the **main things we look at** are health & safety, proximity and availability of equipment, and then pricing. But after all it's all **about safety**. It's not just the equipment that we need. We also **rely on the technical expertise** of the companies we hire from.

As time is of essence we try to do things electronically these days and devices like iPads are increasingly used on site. I mainly **use a desktop computer** for work. I also have a personal smartphone.

I normally have got **personal contacts** at hire companies we work with and tend to **get in touch with them via phone or email**.

Goals:

To quickly find the right equipment for the job at hand.

Needs:

- Information on depot locations
- See the list of products, incl. their availability, location and pricing
- Access and download product specification (e.g. dimensions, load, weight etc.) and user manual, ideally with the images of how different parts fit together
- Information on health & safety of products
- Quickly find relevant contact details, know who to speak to based on your location and type of query
- Talk to an expert if I need advice on what product to hire for a job
- Call back option where I can say what I need and someone can call me back with information at a time specified by me
- Online quote rather than received via an email

Pain Points:

- Lack of information on product availability
- Inefficient and messy equipment collection process
- Delays caused by paper work
- Price can be an issue for long-term projects



PAUL - BUSY MANAGER

About Paul

AGE: 35 YEARS OLD

PROFESSION: CONSTRUCTION & PROJECT MANAGER

I specialise in large infrastructure projects and have significant experience in driving design and construction work with high performing teams on board.

We work with a number of hire companies that supply to us mainly ground support equipment. I tend to use choose companies that have technical information about the products. Technical data sheets are the most important things for me when it comes to choosing a product.

I am usually very busy so if I cannot find the information on the site and am in a hurry I will just phone someone up and ask. I've never made an enquiry via a website.

When meeting sales reps from different hire companies I want to see their products.

I use a laptop, an iPad and a desktop computer for work- related matters. I hardly ever use my phone to browse the web.

Goals:

To quickly find the right equipment for the job at hand.

Needs:

- Information on product availability
- Technical specification on products (capacity, size, dimensions etc.)
- Images and videos demonstrating use and applications of products
- Access and download technical data sheets
- Quickly find relevant contact details
- Talk to an expert

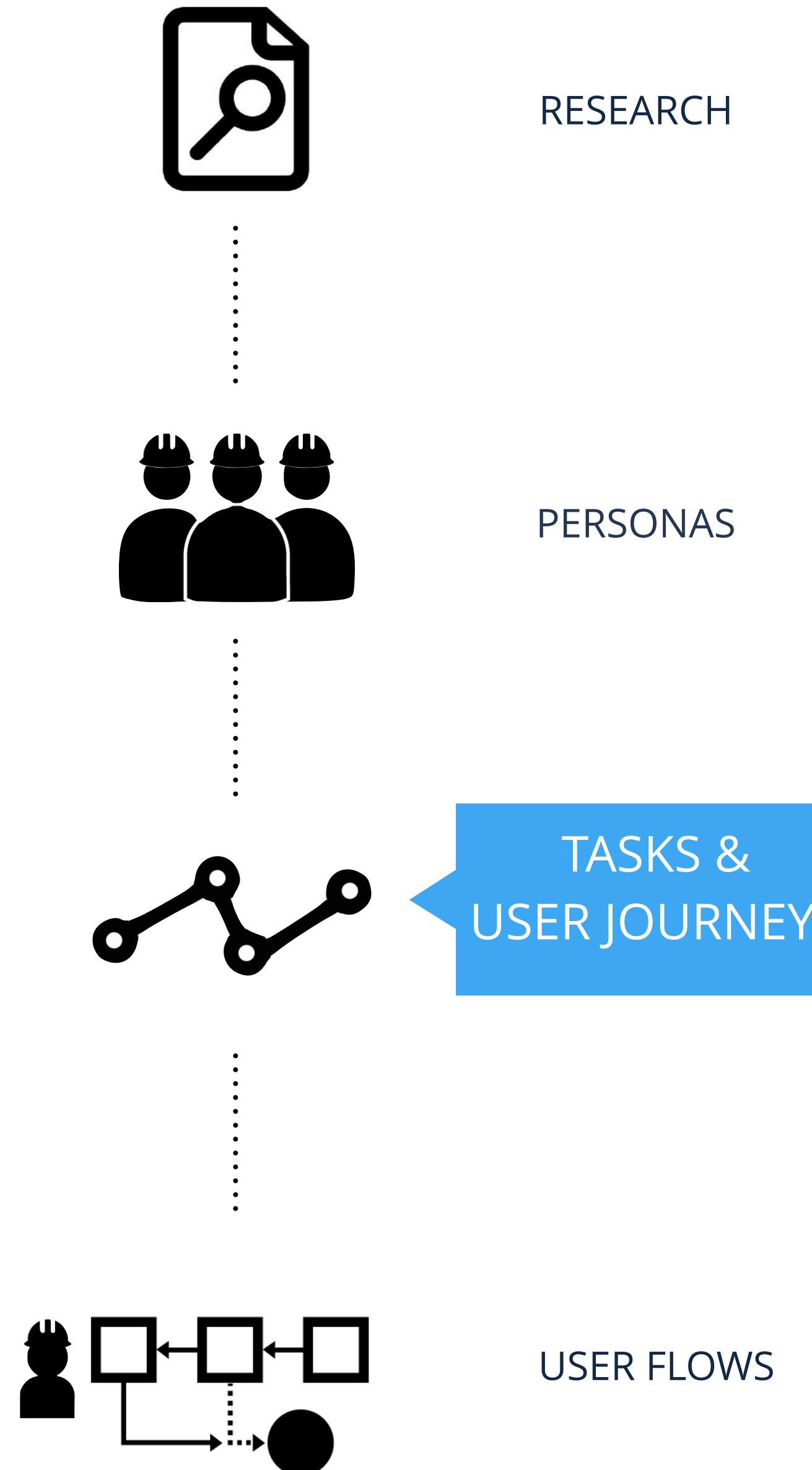
Pain Points:

- Lack of information on product availability

“I WOULD ALWAYS TELEPHONE RATHER THAN USE THE WEB FOR AN ENQUIRY AND THE REASON FOR THAT IS BECAUSE I WANT A RESPONSE STRAIGHT AWAY.”

TASKS & USER JOURNEYS





TASKS & USER JOURNEYS

- The following user journeys are based on a **selection of high level primary tasks** that a particular user might wish to **undertake via the website**
- The tasks are **not an exhaustive list**, rather a **sample for illustrative purposes**
- Further tasks will be identified and tested at a later stage
- All tasks are **applicable to at least one identified persona**

Tech-savvy Innovator's User Journey

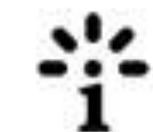
"I have just received a call that one of the pipes at a plant I manage has burst and we need to fix it asap in order to carry on with the work.

It's 3am in the middle of the night and I am trying to find equipment hire company that could supply us with some mats asap. Speedy delivery to site is of essence and hire per hour is also a factor."

Stages of the journey



Problem raised



Looking for information



Contact

Needs and activities

- Call a known supplier
- Google search for emergency equipment hire
- Notify any other relevant members of the team
- Find out how serious the situation is and what exactly is needed to fix it

- Find any emergency contact number you can call to talk about your problem
- Search for the product that is required
- Find information about the product to make sure that is what you need
- Find out availability of the product
- Find out location of the product

- Send an email with enquiry providing information about the problem and requesting a call back asap
- Make a phone call if emergency contact details are provided

Perception of experience
(Positive/ Neutral/ Negative)



Opportunities for improvement/ recommendations

- Targeted marketing via online & offline channels
- Social media activity to help educate potential customers about what Mabey do and how
- Good SEO to allow customers find Mabey faster

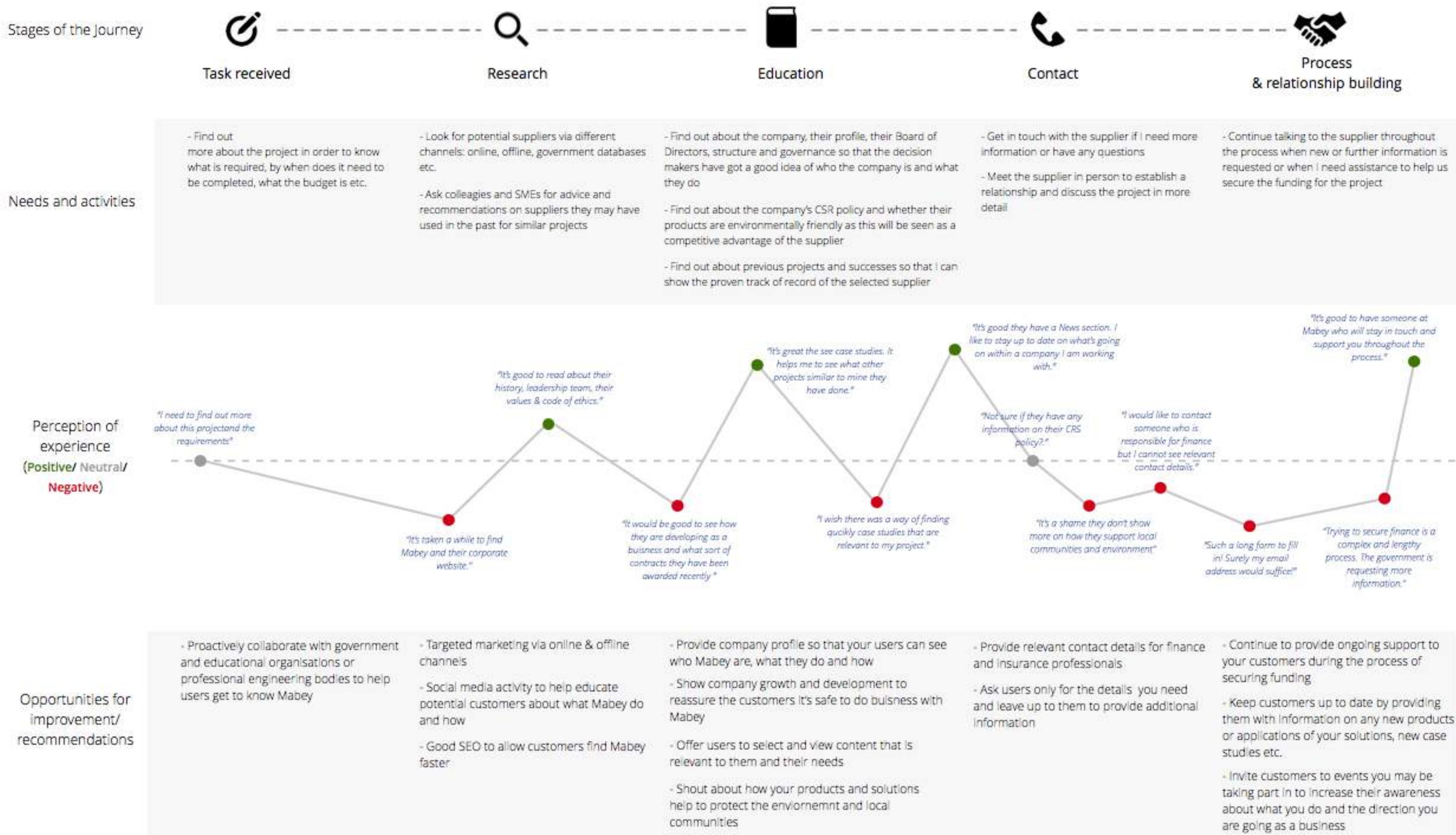
- Provide out-of-hours contact details for emergencies
- Provide customers with optimised experience regardless of the device they are using, i.e. responsive site or a mobile app

- When giving users option to use search, ensure that search is working
- When no search results are found, provide users with suggestions of related terms
- On product page provide clear information relevant to users; i.e. availability, nearest depot, cost per hour, contact details etc.

- Provide information on opening hours and what to do in case of emergencies during out of office hours

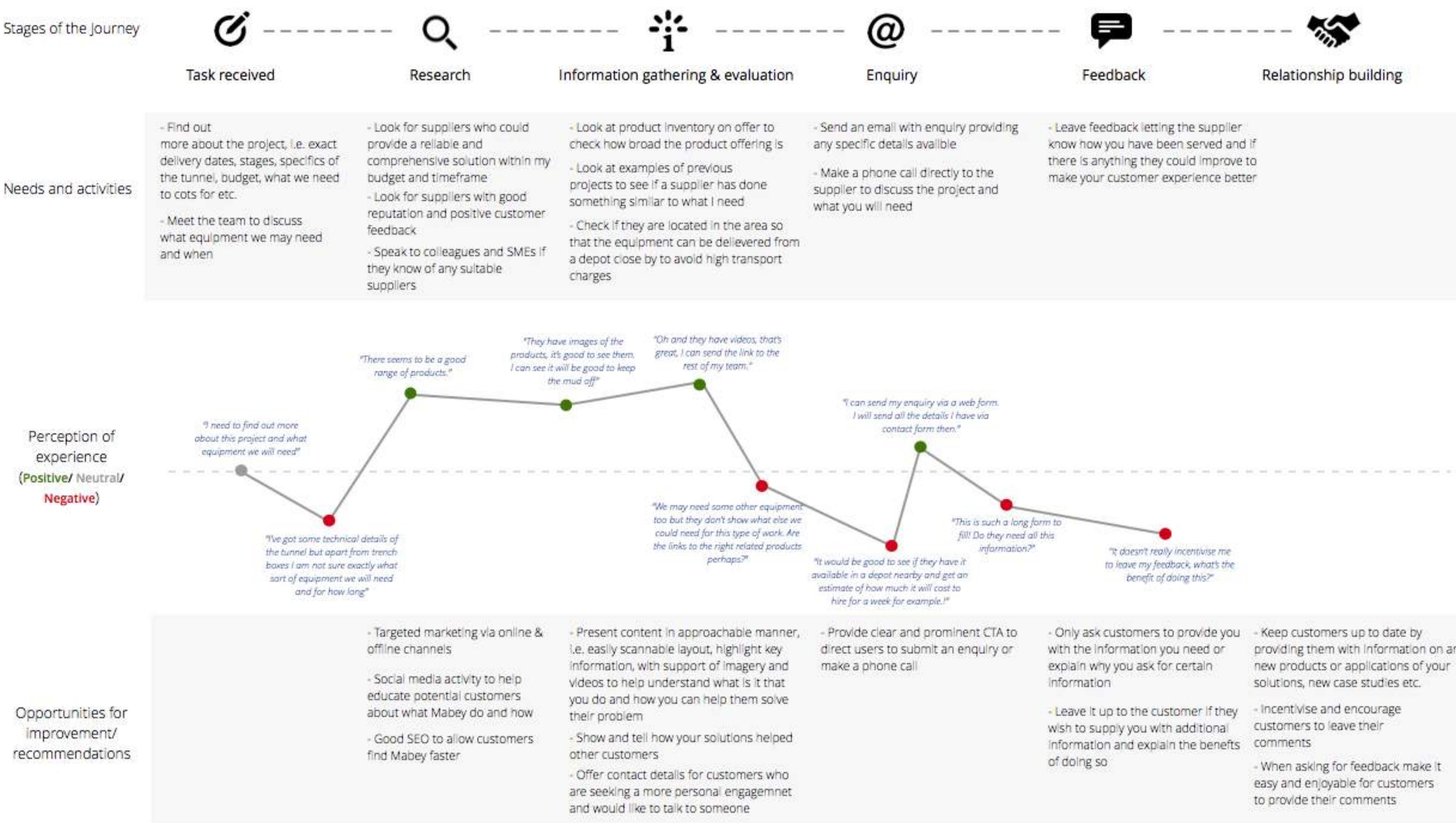
Underwriter's User Journey

"I have been tasked by a UK government to secure funding for a bridge needed to be installed in a remote village in India, following recent flooding. I need to find a suitable supplier I can work with to secure funding for their bridging solution."



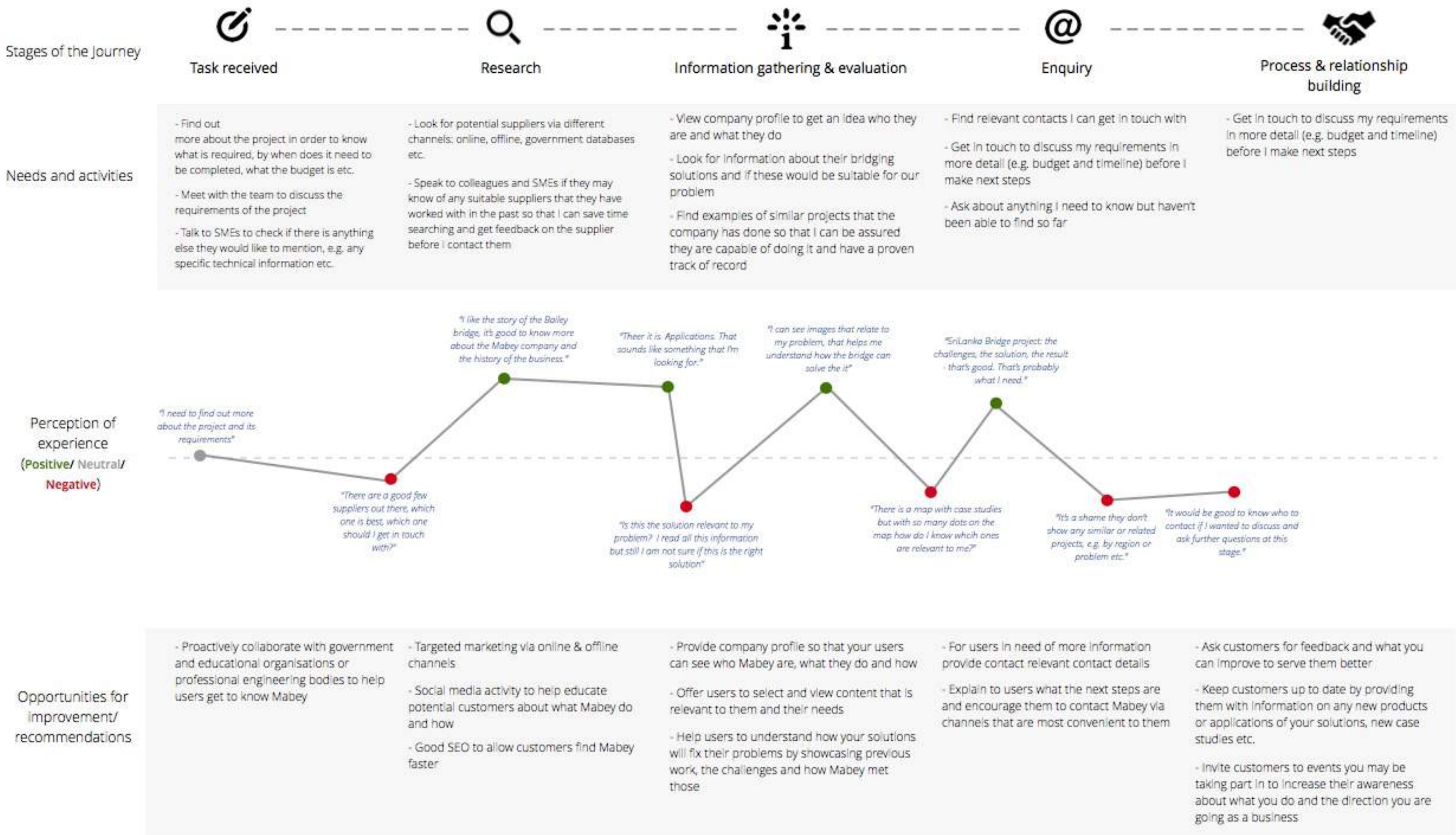
Service-oriented Manager's User Journey

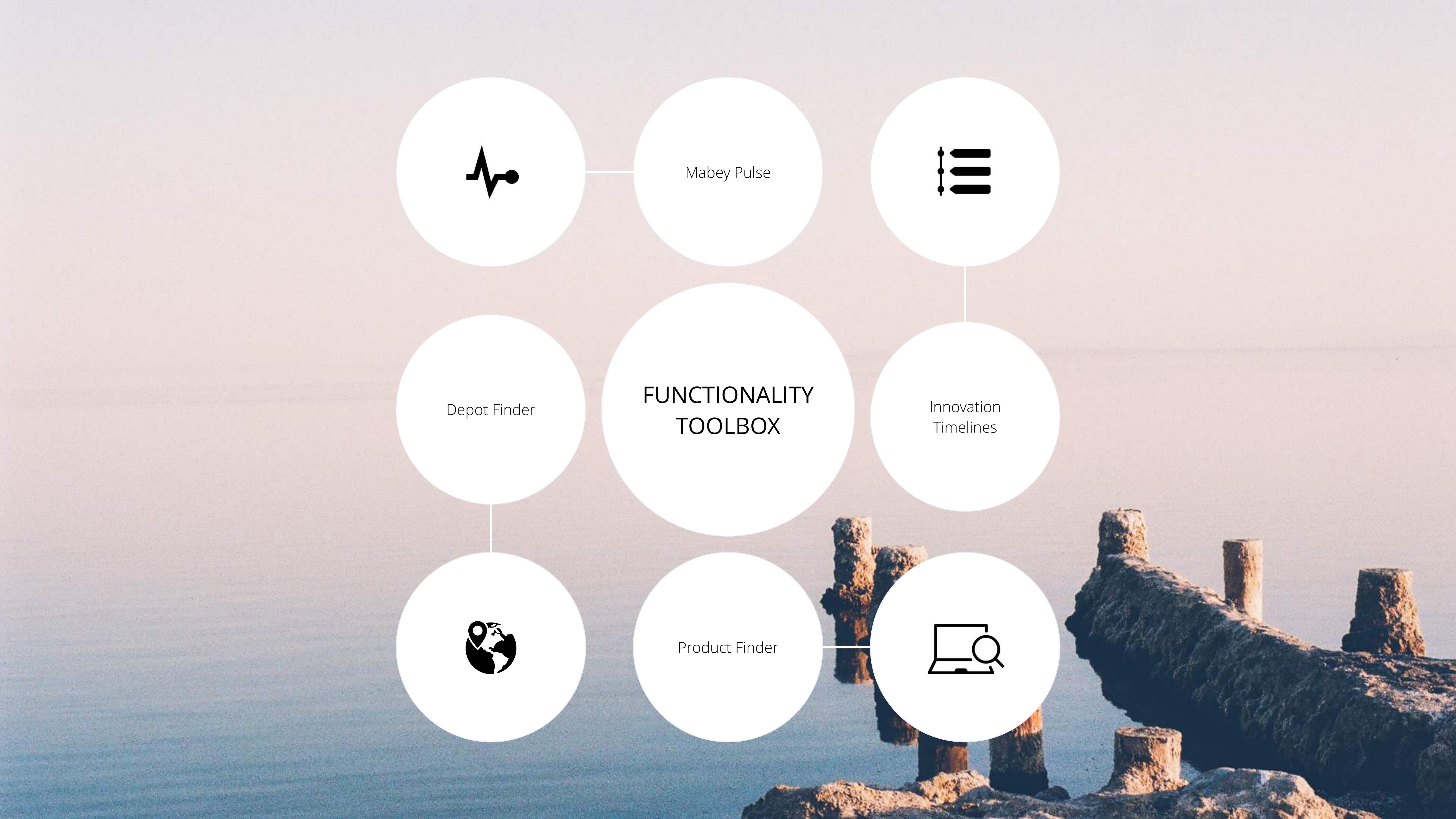
"We have received invitation to tender for installation of a tunnel that will run in two stages. I've got some specific information about the tunnel itself but only some idea what type of equipment we will need to hire. I would like to find a company that could take care of everything and offers excellent customer service."



Local government public service worker's User Journey

"My local government in Bogota is looking for a temporary bridge that can be installed quickly outside of the city to help speed up completion of a major infrastructure project. I need to find a supplier of the solution and invite them to a tender."

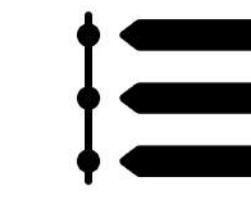




FUNCTIONALITY TOOLBOX



Mabey Pulse



Innovation
Timelines

Depot Finder



Product Finder





FUNCTIONALITY TOOLBOX

- We have outlined a number of ideas (sourced from the creative workshops) and grouped them under themes
- For this presentation we have chosen one idea under each theme and built it out in more detail



MAPPING

We tell the Mabey story through maps to provide customers with context and to endorse the 'we are where you are' mantra.

General information finder

Users select a country or region that's relevant to them.

We immediately present tailored information based on their choice.

Depot finder

Users can easily see at-a-glance their nearest depots and find appropriate and relevant information on the depot (i.e. products, contact details etc) when they explore it further.

Case studies

Interactive case studies are plotted onto a map. Users can explore them in more detail. These could be filtered by type of project to make them more relevant to the user.

Key/notable projects

Users can identify notable Mabey projects pinned on a map to give context and find slideshows with visuals and other contextual information.

DEPOT FINDER

**AN INTUITIVE MAP-BASED DEPOT FINDER ALLOWING USERS TO
QUICKLY FIND INFORMATION RELEVANT TO THEM ; IT SHOULD LOOK
GREAT, WORK WELL AND ADD VALUE TO THE CUSTOMER JOURNEY.**

- 1) Having identified themselves as a Mabey Hire/Rental customer from the homepage users will be presented with a map
- 2) The map will be filled with pins of available depots
- 3) The map will be GPS-enabled so users are automatically told where they can find their nearest depot
- 4) Users can click into their chosen depot to explore it in more detail
- 5) There will be contextual information within each depot e.g. contact details, product availability, product tutorial videos, project case studies, technical specs, directions to the depot etc.)



EDUCATION

We teach and train users of the website: everything from products and solutions to industry innovations and the Mabey history.

Infographics & data visualisations

We provide a series of infographics for multiple purposes, e.g. one could be very specific to a Mabey solution that shows how products are used together. Alternatively it could be a 'softer' piece that highlights the stature of Mabey through impressive data related to builds.

Webinars

Mabey can set up a series of webinars for learning/training purposes to teach users more about Mabey products and solutions.

Quiz

Users are able to navigate the Mabey world in a number of ways through a quiz-based platform. This could be map-based.

Mabey Pulse

A bank of Buzzfeed-esque blog posts and articles e.g. '12 mistakes 90% of engineers make' with contextually relevant product/solution info.

Mabey student centre

Mabey set monthly construction/engineering challenges that are open to students to answer. Could offer prizes/placements for successful responses.

A construction worker wearing a white hard hat and a blue high-visibility vest over a light blue shirt is looking down at a tablet device he is holding in his hands. He is standing outdoors at a construction site, with a yellow excavator visible in the background under a clear sky.

MABEY PULSE

A SERIES OF REGULARLY UPDATED ENTICING POSTS
AIMED DIRECTLY AT ENGINEERS AND
CONSTRUCTION WORKERS.

- 1) Users have been previously identified from the homepage
- 2) Depending on customer type, users are served posts most relevant to them
- 3) Post titles could include '10 mistakes all engineers make' and 'This one simple product could save you 5 hours per week'
- 4) Posts would be linked to contextually relevant information depending on their content, for example if the post talks about a specific product, users can find out more about that product by clicking through to it, or perhaps they can find training collateral.



INNOVATION

A section of the site dedicated to past, present and future innovations in the construction and engineering industry.

Interactive innovation timelines

Users can see an at-a-glance history of Mabey innovations, clicking in to certain elements (products or solutions) to expand them.

'The Innovators' video series

Round table events and/or talking heads videos of key industry influencers talking about key issues affecting the future of the industry.

Awards

A visual representation of awards and accreditations that Mabey have won for innovation.

Mabey innovation report

A quarterly blog post/report that sees Mabey turning the lens on the construction/engineering industry and making predictions on future innovations.

INTERACTIVE INNOVATION TIMELINES

A SERIES OF INTERACTIVE TIMELINES THAT SHOW MABEY INNOVATIONS THROUGHOUT THE AGES, EVERYTHING FROM HISTORY TO PRODUCTS TO SOLUTIONS.

- 1) Users have been previously identified from the homepage
- 2) Users can explore a series of interactive timelines relevant to them
- 3) Linked to these timelines is contextually relevant information e.g. product specs, contact details, full width images etc.
- 4) These timelines have application to a number of things including Mabey products, solutions, history, product life cycles, Mabey people etc.





GAMIFICATION

Users are greeted with immersive, gamified experiences which aren't gimmicks but are genuinely useful value-adds to keep them coming back.

Augmented reality

- 1) Users are able to use their phones to see stark 'before and after' photos of job sites and bridge installations.
- 2) Users can use augmented reality to see solutions pulled apart into their component parts and then see more information about each product.

Bridge builder tool

We use real Mabey examples of projects and give users multiple choice options for the construction/engineering projects. The results are visualised based on the options the user chooses. Users are also able to learn more about each product if they wish.

Product finder tool

A simple but powerful tool that lets users search for a specific product or determine which product they need through a series of scenario-based filters. Products are served alongside other relevant products to aid cross/up-selling, examples of how they can be applied, training videos, technical specs etc.

Requirements calculator

Users can input some specifications e.g. width of gap, load to bear, vehicle type into a calculator and are returned results as to which products/solutions would be best suited to their needs. Contact details and CTAs would be prominent.

PRODUCT FINDER TOOL

A SIMPLE, INTUITIVE AND FUN TOOL THAT LETS USERS
IDENTIFY AND FIND THE PRODUCTS THEY NEED TO GET
THE JOB DONE.

- 1) Users have been previously identified from the homepage
- 2) The tool allows users to either search for a specific product they need or to identify the product they need
- 3) Users are provided categories alongside scenario-based questions and other options to determine the type of product they need e.g. a user may select the 'Propping & Jacking' category. Then they are served options to determine whether they need 'Light propping', 'medium propping' or 'heavy duty propping' for example
- 4) Depending on user choices, relevant information to the products will be displayed, things like training videos, examples of the products application, technical specs, 3D models etc.
- 5) Users can save products, compare products, request estimates or share info with team members

AUGMENTED REALITY – BEFORE AND AFTER

**USING AUGMENTED REALITY TECHNOLOGY TO
HELP USERS VISUALISE PROJECTS, DECONSTRUCT
SOLUTIONS AND SEE PRODUCT APPLICATIONS.**

- 1) Users have been previously identified from the homepage
- 2) Users can use a mobile device to scan over visual of completed Mabey projects
- 3) When scanned, the images transform to a 'before' version of the project before Mabey's involvement
- 4) This has much wider application to things like solutions (being pulled apart into their component parts via augmented reality) and visualising a user's site and allowing them to virtually add components to it



PERSONALISATION

We provide users with tailored experiences where possible to get them to the most relevant information to them, as quickly as possible.

Contact matching

Users are served some simple but interactive personalisation options with the intention of matching them with the most appropriate Mabey contact as quickly as possible. They will then be served contact details.

My account (authentication)

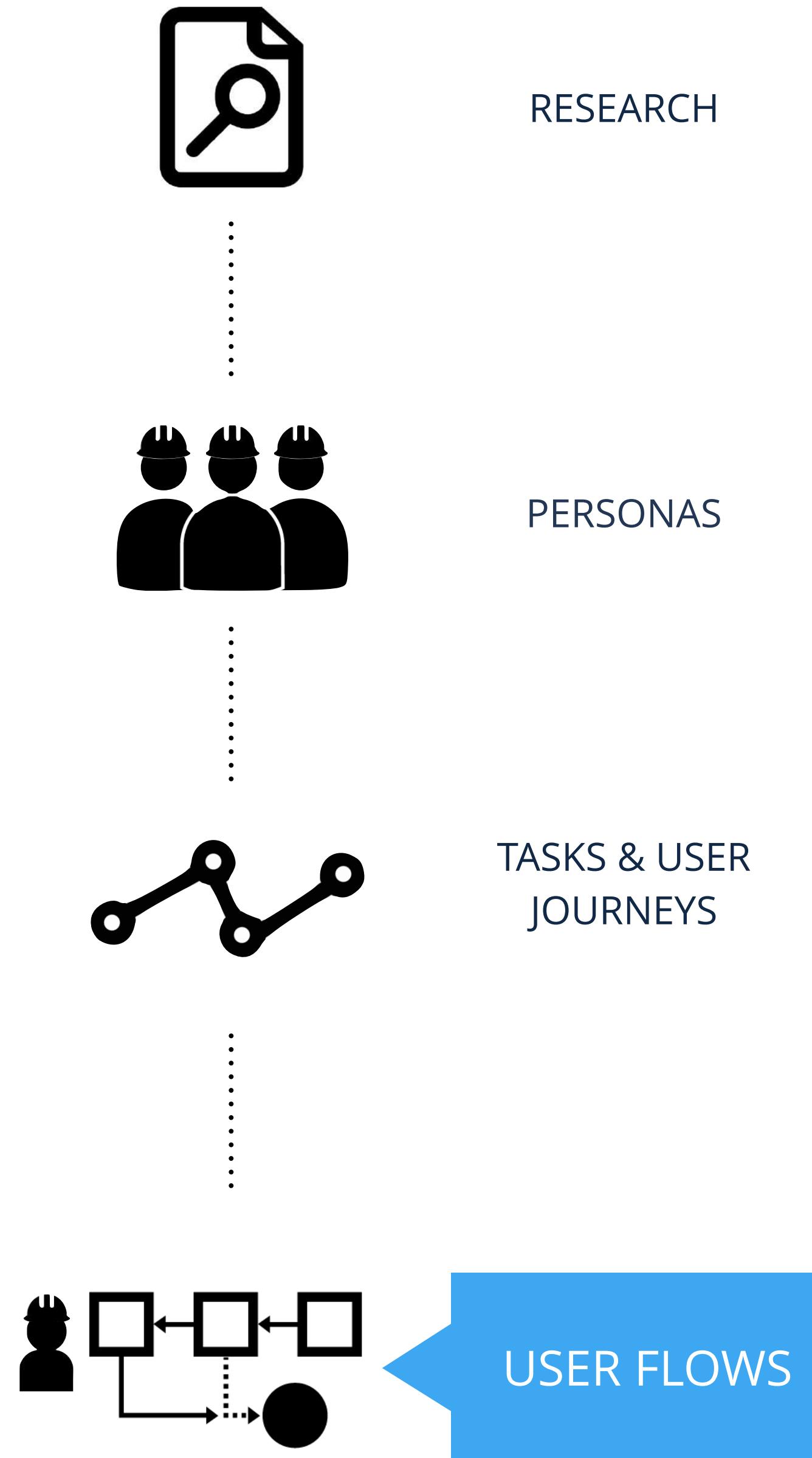
Mabey users could have an authenticated area of site that allows them to save and revisit things like product information, contact details, invoice history etc.

MY ACCOUNT – USER AUTHENTICATION

A PERSONAL AREA OF THE MABEY SITE ACCESSED THROUGH A LOGIN THAT ALLOWS USERS TO SAVE, STORE AND REVIST INFORMATION AND HELP TAILOR THEIR FUTURE EXPERIENCES.

- 1) Users are required to login to the site to access an 'account'
- 2) Users are able to save, store and revisit information through their account
- 3) For example, if there are products a customer regularly uses, they may wish to save the technical specifications of these product to their account, rather than manually searching for them each time
- 4) Users can also keep contact details and correspondence in this area of the site
- 5) There could be messaging-based functionality within this area of the site, where users are notified when an online Mabey agent has responded to a message

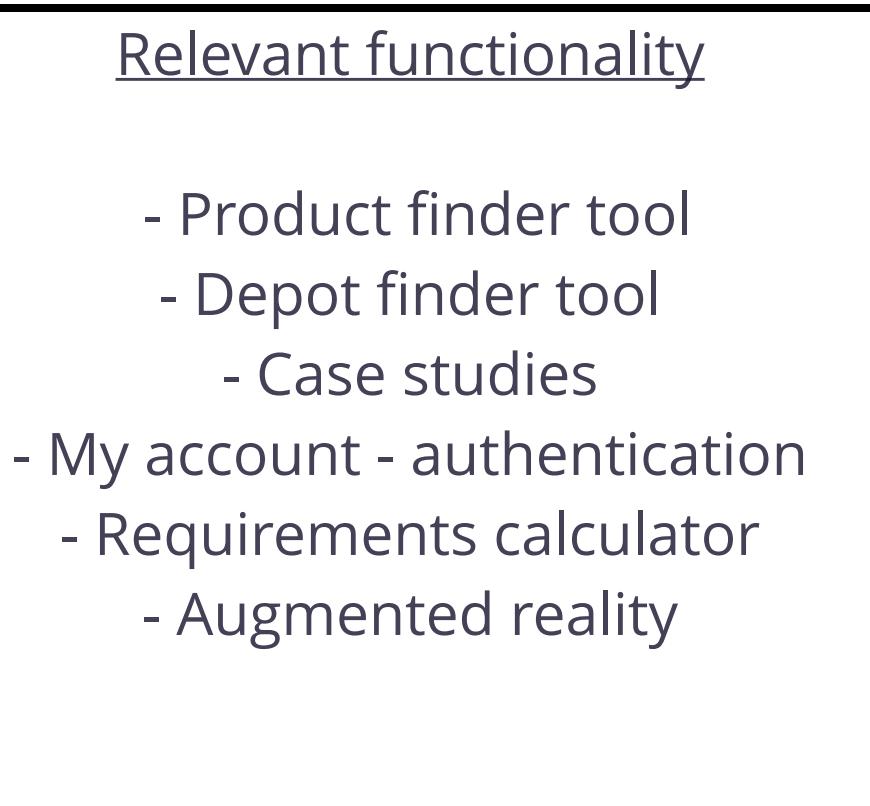
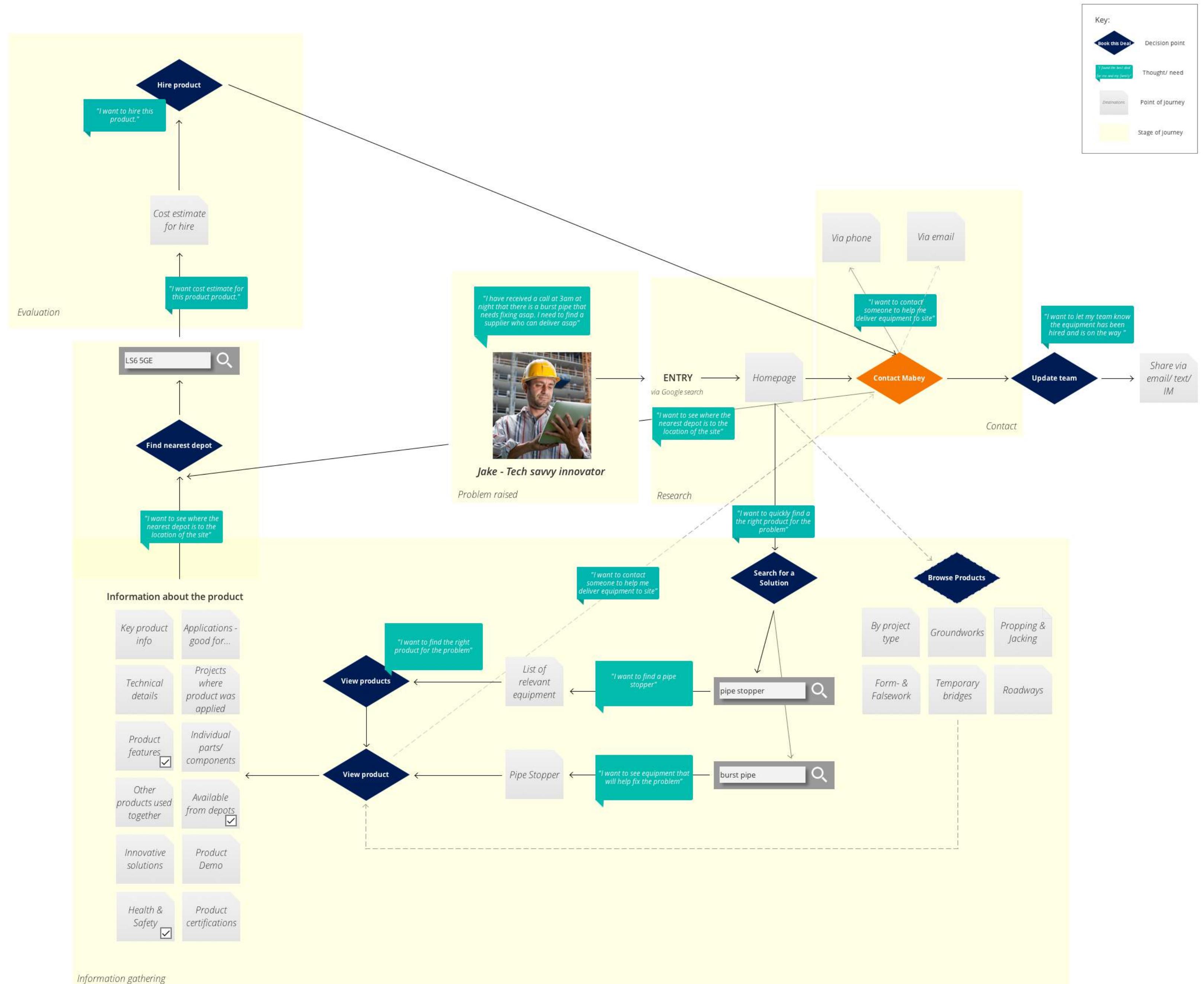
USER FLOWS



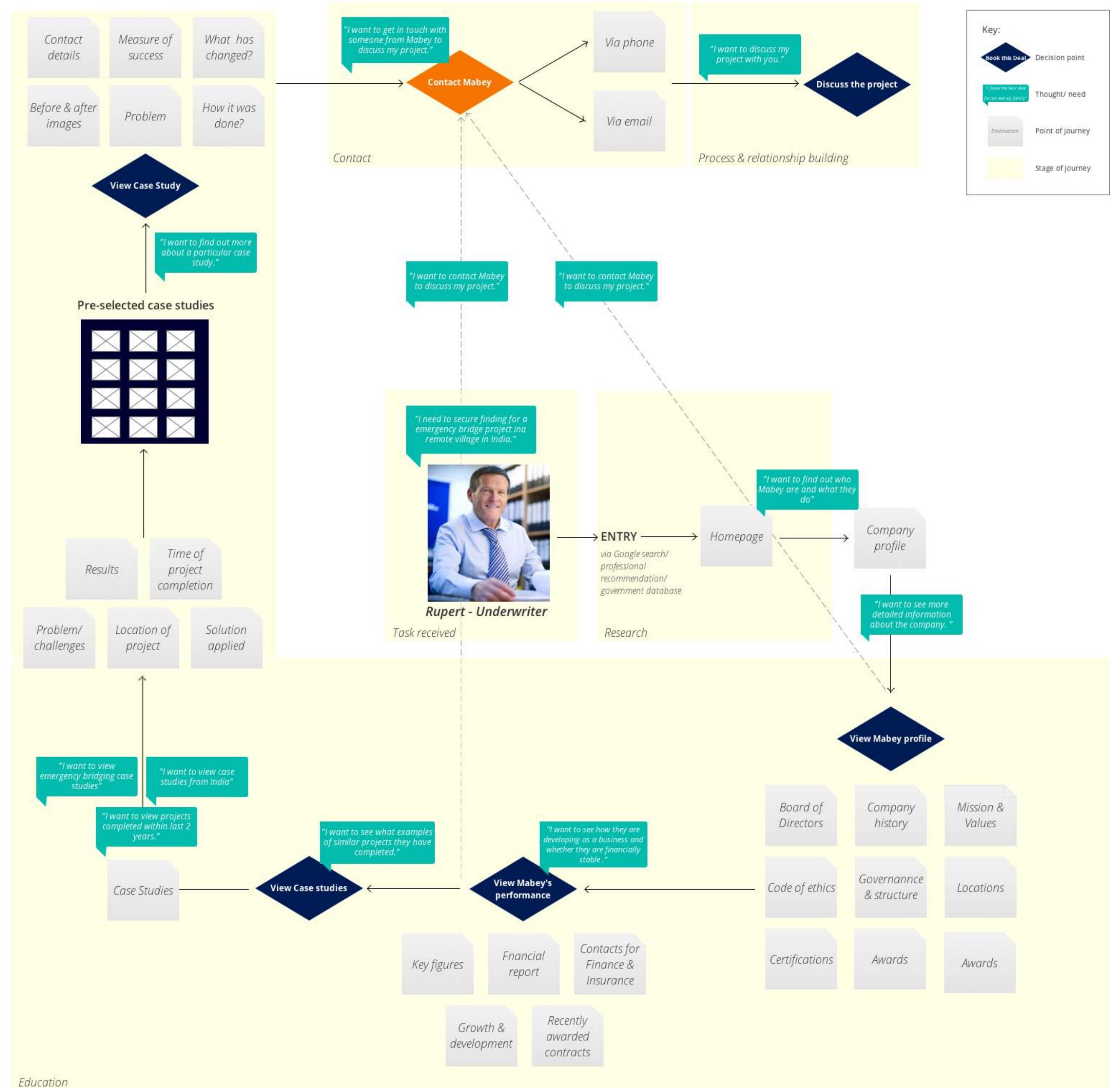
USER FLOWS

- The following user flows provide a **higher level of detail** with regards to how a user might **behave on the site**
- We have also **matched each user flow with relevant functionality** (sourced from the creative workshops)

QUICKLY DELIVER THE RIGHT PRODUCT TO THE SITE



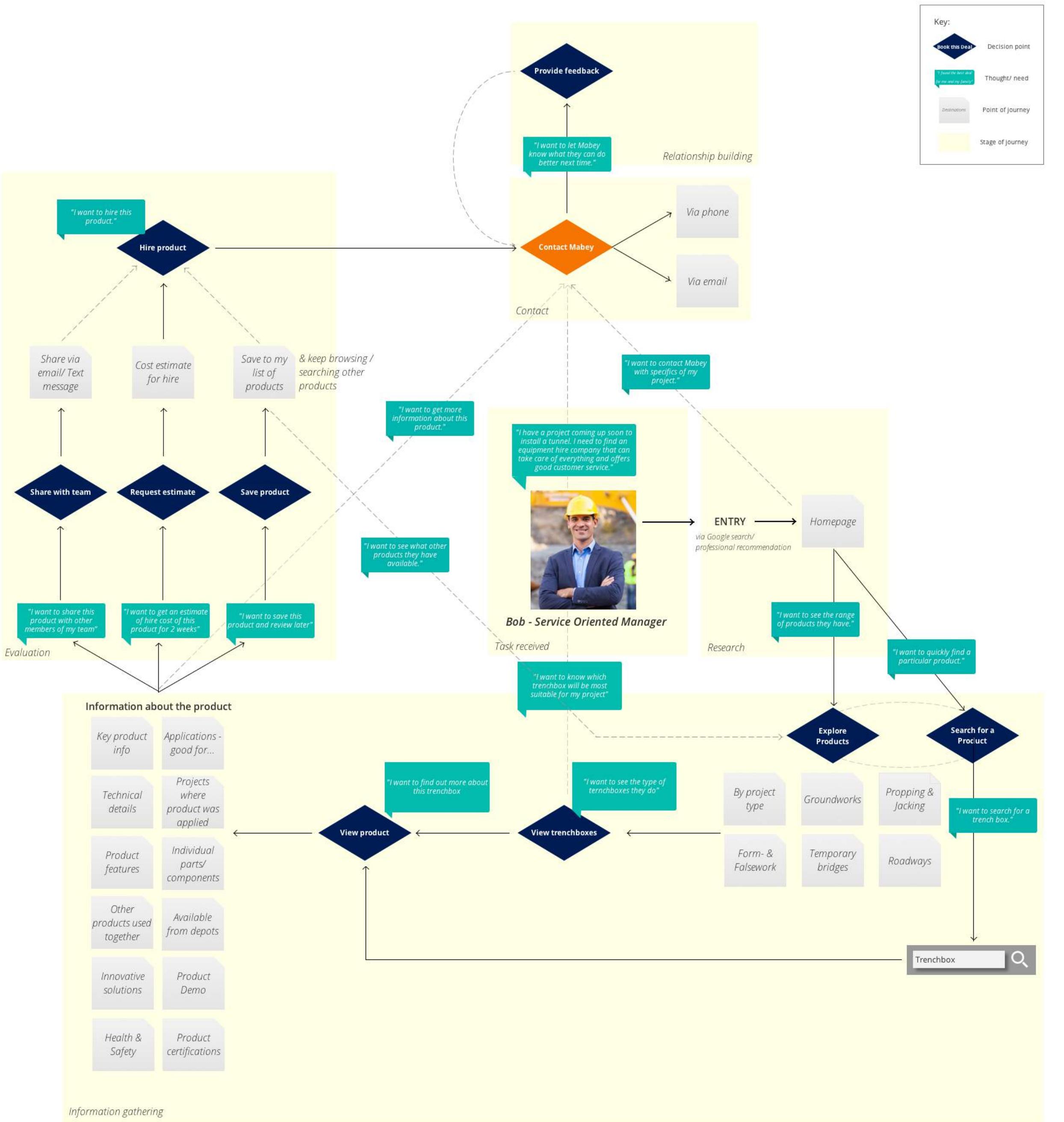
SECURE PROJECT FUNDING BASED ON WELL-INFORMED DECISIONS



Relevant functionality

- Interactive innovation timelines
 - Infographics & data visualisations
- Case studies
- Awards
- Innovators video series
- Webinars

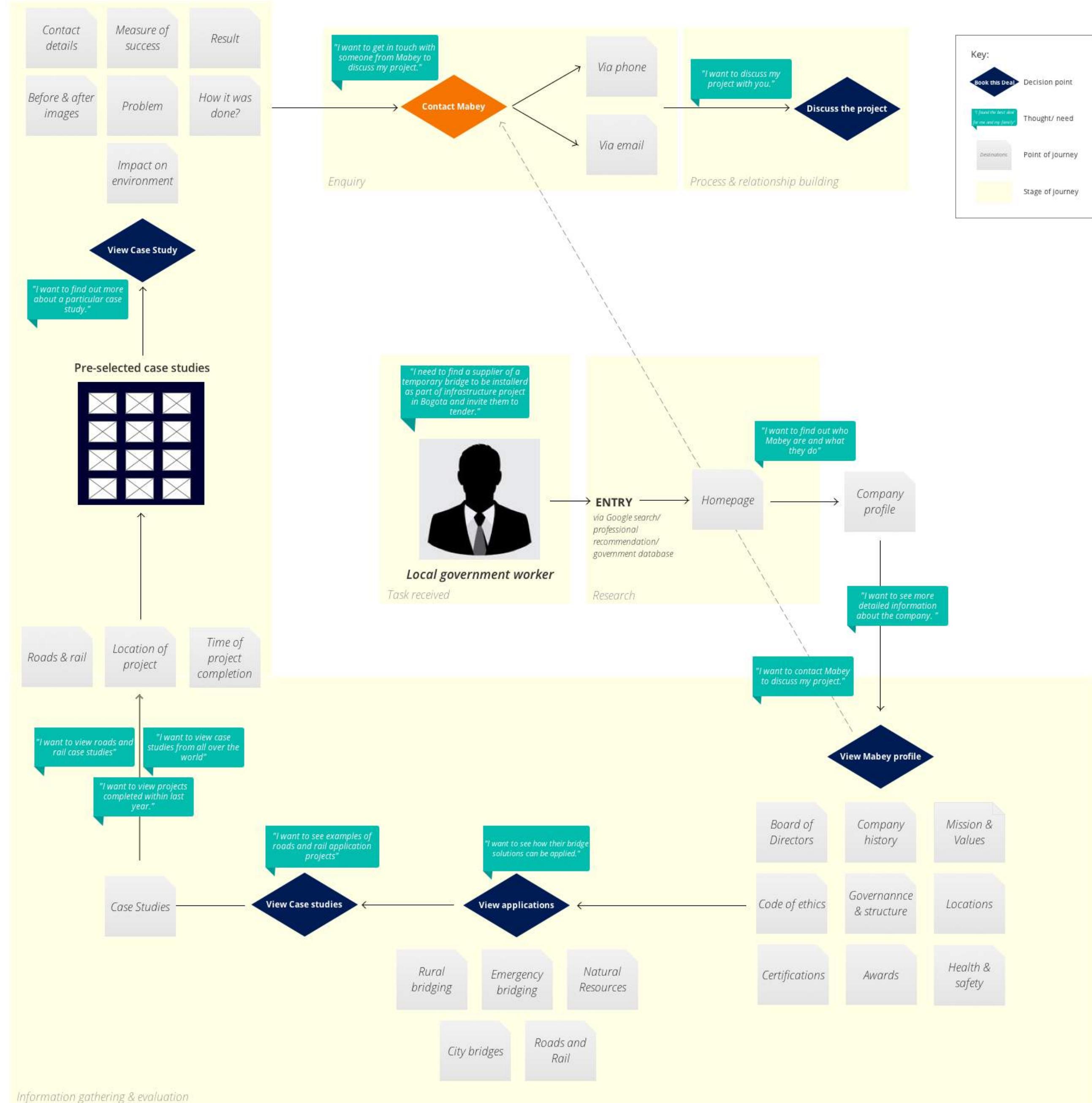
FIND THE RIGHT SET OF EQUIPMENT FOR THE JOB AT HAND



Relevant functionality

- Product finder tool
- Depot finder tool
 - Mabey Pulse
- My account - authentication
- Contact matching
- Requirements calculator
- Augmented reality

FIND A SUPPLIER OF TEMPORARY BRIDGE AND INVITE THEM TO TENDER



Relevant functionality

- Interactive innovation timelines
 - Infographics & data visualisations
 - Case studies
 - Awards
- Innovators video series
- Webinars

**THANK
YOU**