Discovery Handout

Objective:

To build a website aligned with the strategy of the Pacific Pipe's businesses, by understanding the company, the competition and the users.

Friday, March 14th, 2014

PACIFIC PIPE CO.
Discovery Handout
3/14/2014

1. The Company

2. The Competition

Hydro-Scape
Central Supply Inc.
Ferguson
Ferguson Online
Diamond Head Sprinkler and Supply

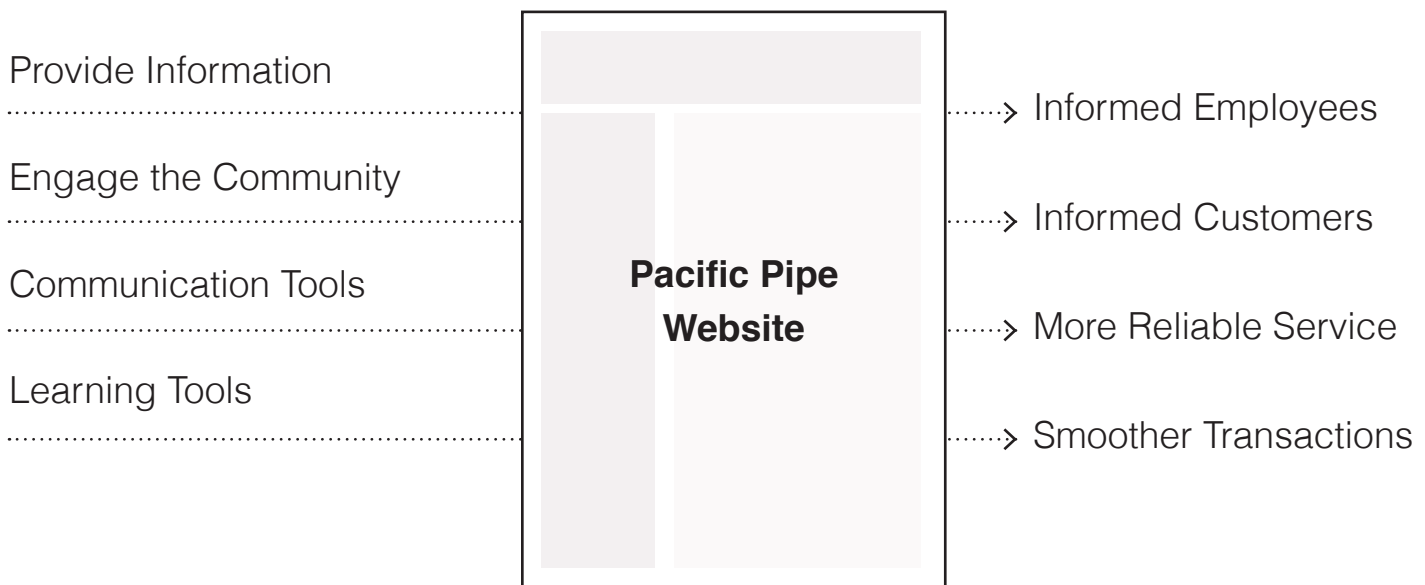# 3. The Users

Definitions
Patterns

3. Next Steps

The Company

Value Alignment
By aligning the driving force behind the design and development of the website with Pacific Pipe's own values, we will help achieve the company's goals and realize it's vision.

Provide Information

Engage the Community

Pacific Pipe Website

Communication Tools

Learning Tools

Informed Employees

Informed Customers

More Reliable Service

Smoother Transactions

Achieving Goals
With more efficient employees and more satisfied customers, along with content that communicates Pacific Pipe's values in the right way to a targeted audience, it's market share is bound to grow while errors are reduced.

The Competition

We can learn a lot by looking at both the positive and negative things apparent in the competitions' online presence:

Refine Existing Ideas

By looking at how the competition presents features or services with a critical eye, we can avoid making obvious mistakes or learn an intuitive way to implement something.

New Ideas

A service or feature on a competitor's website may inspire us to think of an addition to ours that we hadn't considered.
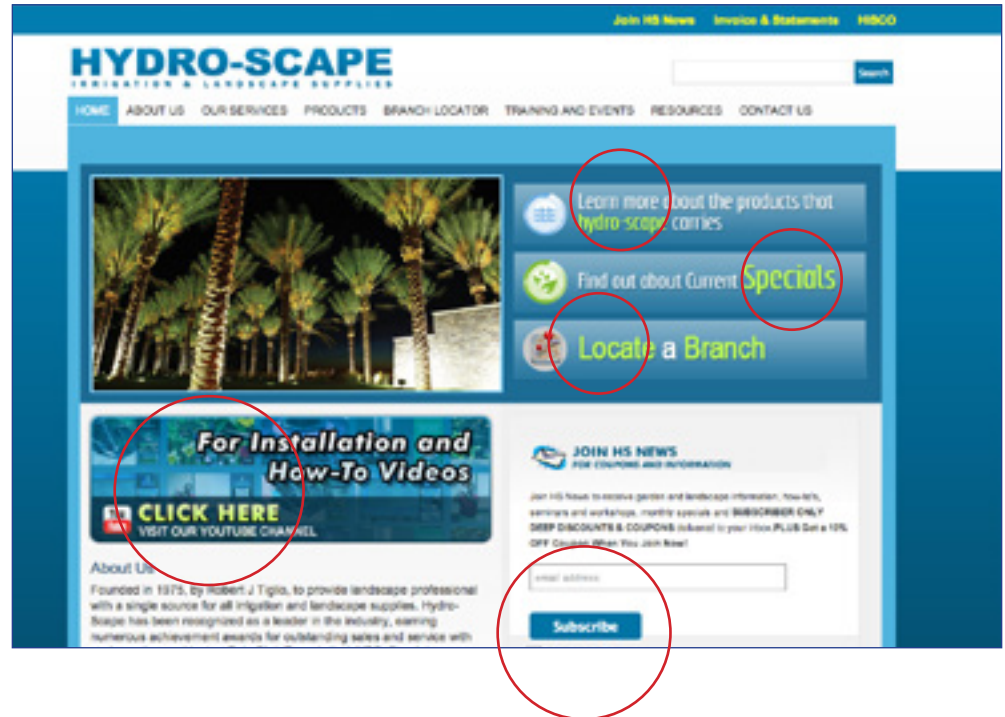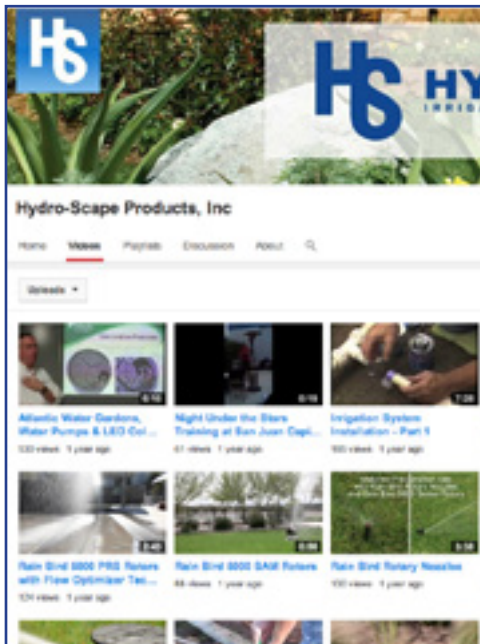
Gaps in the Market

There may be the lack of an obvious feature that by adding to Pacific Pipe's website, would make it stand out in the crowd.

👍 The Good

- 5 very clear calls to action on "top fold" of front page
- Large library of how-to Videos to help customers install their products
- Newsletter lets people know they will be kept up-to-date
- Hold "Customer Appreciation Events"
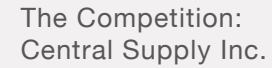

👎 The Bad

- Front page could be confusing to those easily overwhelmed
- Products pages are all dead ends
- Newsletter sign up is exhaustive

The Take Away

We can learn a lot from this website. Hydro-Scape is doing a lot of things right. They have enticing clear calls to action on their front page, offer educational resources, and a way to stay informed. Where their errors lie is in the implementation of these features. They're front page is littered with an overwhelming amount of information and competing navigation elements. Their seemingly helpful how-to videos are too uncategorized to appreciate. The sign-up form for the newsletter asks for more information than is necessary.

REQUEST QUOTE

supply house for piping, tools, drip & turf irrigation projects, plumbing, and safety experience in Hawaii gives us the knowledge to help you decide exactly what e your project or construction.

please fill our our quote request form with the details of what you need. You can

email: vinnie@csinchawaii.com
email: stacyd@csinchawaii.com

Submit Form

Central Supply Inc.
37 A Mahaola Street • Hilo, HI

Plumbing • Irrigation • Safety
call 808-961-5855

Home
Plumbing
Irrigation
Safety Equipment
Suppliers
About Us
Submittals
Contact

Request A Quote

808-961-5855
fax: 961-5271

IRRIGATION, PLUMBING & SAFETY EQUIPMENT

Irrigation, Plumbing & Safety Equipment Supplies for Hawaii Island

Central Supply Inc. is your supply house for piping, tools, drip & turf irrigation projects, plumbing, and safety apparel. We have been supplying Hawaii contractors, hardware stores and DIYers since 1979. Our years of experience gives us the knowledge to help you decide exactly what products are needed to complete your project or construction.

PLUMBING SUPPLIES

IRRIGATION SUPPLIES

SAFETY EQUIPMENT

👍 The Good
- Big and bold definition of companies' offering
- "Request a Quote" from every page
- Categorized and visual Supplies page
- Contact page offers the name and email of the heads of 4 different departments

👎 The Bad
All Product pages are dead ends

PLUMBING SUPPLIES

BALL VALVES

Plumbing Supplies
Ball Valves

y Ball Valves from suppliers including:

The Take Away
Here's another website doing a lot of things the right way. Like Hydro-Scape, they have clear calls to action on their front page, but unlike Hydro-Scape, they don't overwhelm the user with a mess of competing buttons. Where their site fails is in the follow through: their product pages, which are all nicely and visually categorized, all end in blank pages with no more information than the previous page offered.
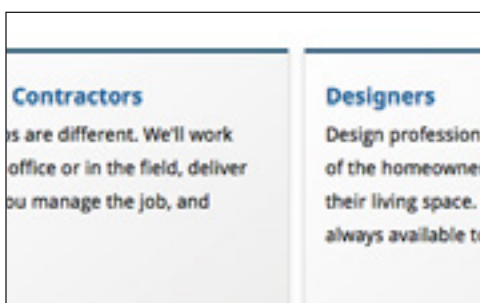
👍 The Good

- Complete and well organized catalogue or products
- Values are communicated clearly
- Good use of social media

👎 The Bad

- Still looking for something...

The Take Away

Ferguson's website is a well designed and functional product catalogue that get the values of the company across while it communicates the experience of being their customer. Their sister-site is Ferguson Online, which is a communication and transaction tool.
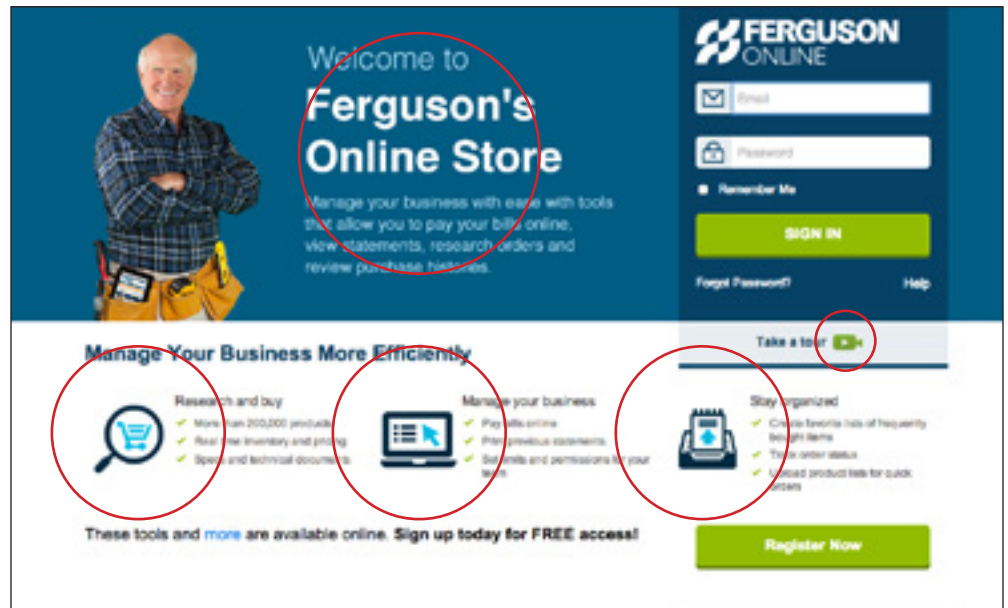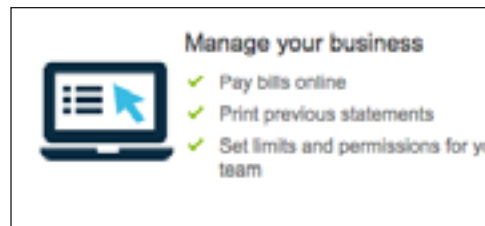
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👍 The Good

- Updated list of products, their inventory, and pricing
- Services to streamline business management
- Features for returning customers to make better their experience

👎 The Bad
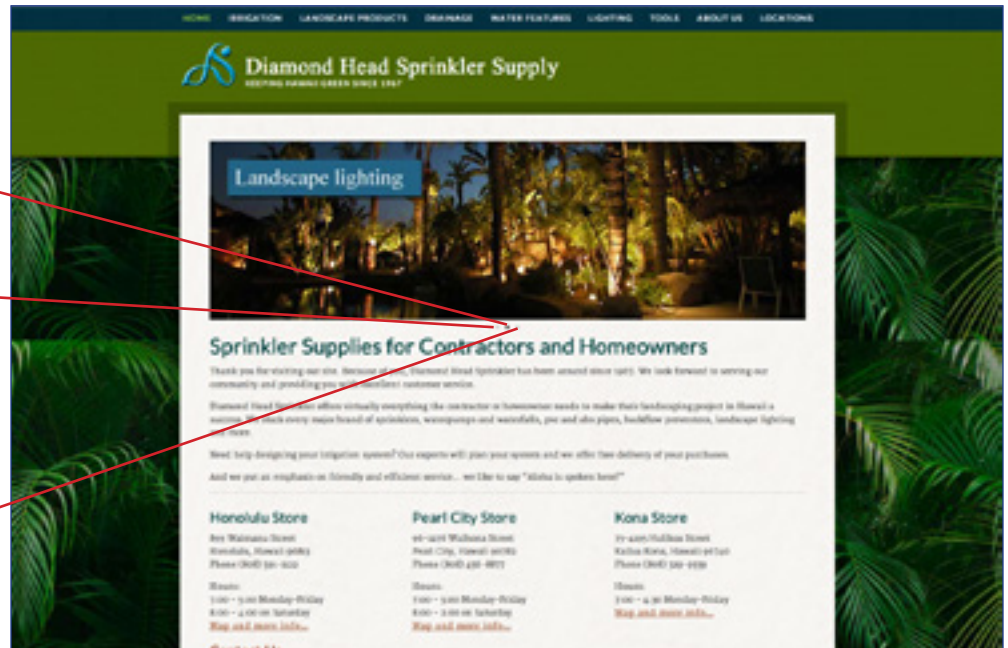
- Nothing I can see at this point.
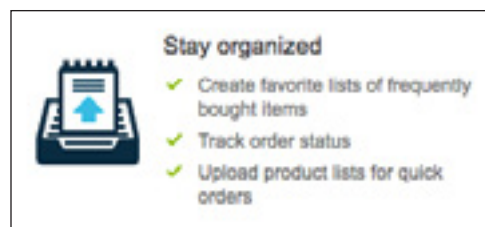
The Take Away

Ferguson Online is a part of Ferguson's wealth of online services. Although I can't login and use the service, by the looks it, it's very interactive and potentially very helpful. It would serve as a good model for some features, but almost everything it offers would be out of scope for this leg of Pacific Pipe's website development.

Everything you need to make your irrigation project a success!

Landscape lighting

Ponds, waterfalls and fountains

Diamond Head Sprinkler Supply

Landscape lighting

Sprinkler Supplies for Contractors and Homeowners

Classes and Events

👍 The Good

- Very clear, concise description of what the company offers
- Rotating banners look very "clickable", enticing
- Locations page features large, readable maps

👎 The Bad

- Said rotating banners rotate, and don't ensure their visibility
- Thin on content, with no calls to actions
- Classes and Events calendar is empty, with no information as to why

The Take Away

While at the other end of the spectrum from the Ferguson websites in both content and features, the Diamond Head Sprinkler Supply website does embody some traits that we can learn from. The front page is uncluttered, but does offer clear calls to action and a good description of what the company offers. If it were updated, the calendar of events is a good example of how to show that the company is alive and connected with the community and it's customers.

The Users

Our users are at the heart of it all.

Pacific Pipe's website will be designed to meet the users' needs and goals, whether they be potential or existing customers, employees or vendors.

To have any chance of operating this way, with the users at the center, we must deeply understand their needs and goals, their habits and their proficiency.

Definitions of our users, outside of the context of our website:
Who are they? What sort of problems do they deal with in their day to day, what are their goals?

Facts

Factual information about our target user.

Demographic information like age, gender, social class and geographic location.

Pain Points

The problems our target user has.

Can the user not find the information they need when they need it? Having technical problems? Maybe he or she doesn't know what they need, but has a very specific problem that we could solve.

Behaviors

How does our user normally go about solving this problem?

Goals

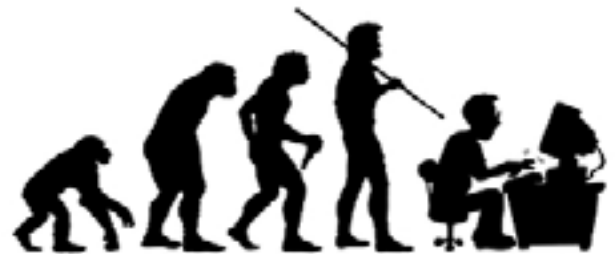What goal does our user want to accomplish?

What sort of habits and personality does our user have that we should take into account when thinking about features or the way they're designed?
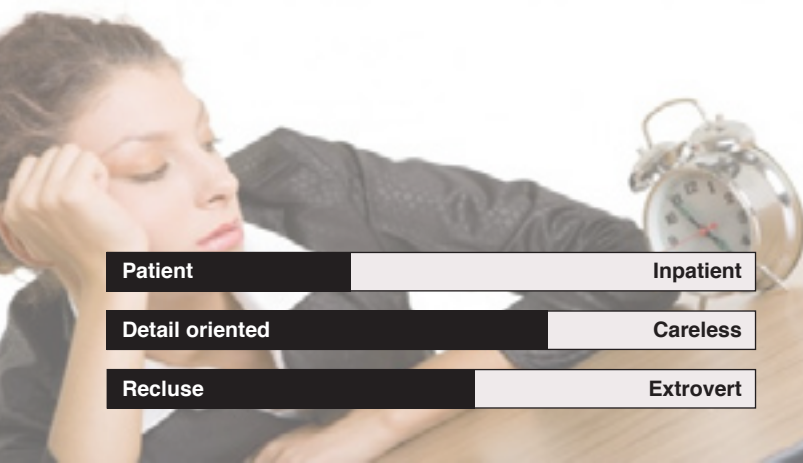
Habits

How does our user normally use a computer? Do they avoid it altogether, or are they hyper-connected?

Proficiency

How comfortable is our user with a computer? A mobile device?

Personality

Patient	Inpatient
Detail oriented	Careless
Recluse	Extrovert

Deal-breakers

What frustrates or annoys our user? What might drive them to leave?

Next Steps

So what are we going to do with all of this new information?

We'll use it to decide how all the content fits together, how it will all look, and with what programming languages we'll build it all with.

The user experience (UX) will, of course, remain at the center of all our decisions.