



USER EXPERIENCE & PRODUCT DESIGN GROUP

# Walmart Business Site Audit

June 2024

## What is a site audit?

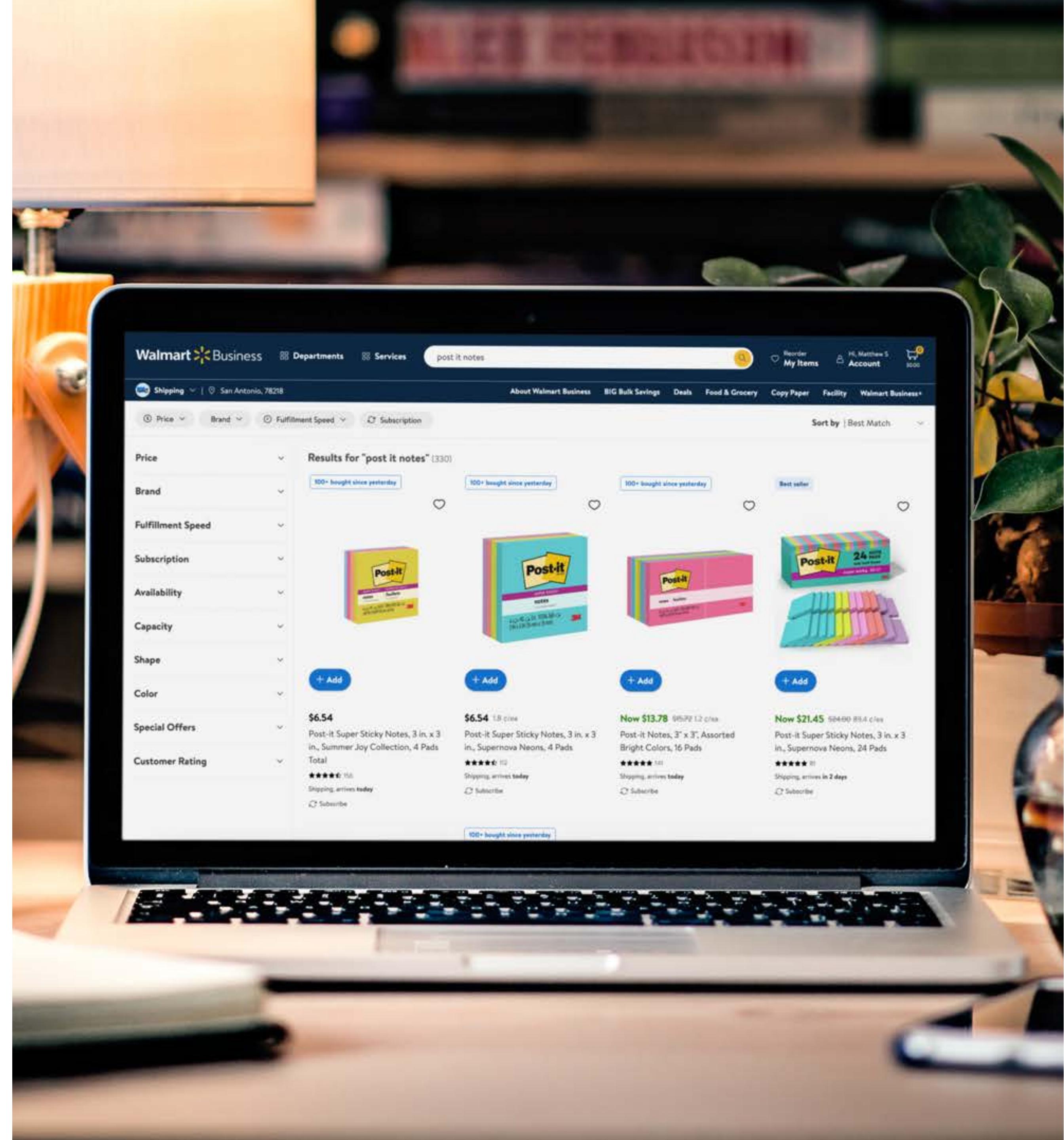
A site audit is an inspection of an interactive system, performed by an expert using a set of global standards and principles to assess and critique the usability and overall experience.

The goal of the Walmart Business site evaluation is to provide the team with:

- Immediate action items to better meet user needs
- Opportunities to optimize and modernize the experience
- Longer-term strategic recommendations to scale the system and improve features

The evaluation includes heuristics and principles across these eight essential UX categories:

1. Navigation & Context
2. Screen Layout & Flow
3. Interactive Elements
4. Simplicity & Complexity
5. Efficiency & Task Flows
6. Content & Features
7. Flexibility & Personalization
8. Modern UI & Visual Design



## Scope of site audit

Our site audit and evaluation focused on the Walmart Business website and iOS mobile app. We adopted multiple roles and personas, and paid particular attention to the following areas and scenarios:

- Homepage
- Navigation
- Search experience
- Marketing content and referrals
- Account setup and login
- Payment methods setup
- Exploratory shopping
- End-to-end checkout experience
- Fulfillment
- User management
- Spend limits and approvals
- Email communications
- Purchase history
- Subscription management
- OMNIA partners processing
- Group management

## How do we score the evaluation?

Each of the eight UX categories we surveyed has four supporting heuristics. Each heuristics receive an **individual score of 1 to 5**, with each category having a **total possible score of 20**.

1

### POOR

Does not meet standard usability goals, core user needs and tasks, or any global UX standards, best practices, and principles

2

### SUBSTANDARD

Meets some standard usability goals, addresses some core user needs and tasks, and meets some global UX standards, best practices, and principles

3

### PASSABLE

Sufficiently meets most standard usability goals, addresses most core user needs and tasks, and adequately meets global UX standards, best practices and principles

4

### GOOD

Meets all standard usability goals, including AA accessibility compliance, addresses all core user needs and tasks, and meets global UX standards, best practices, and principles

5

### EXCELLENT

Exceeds standard usability goals, including AA to AAA accessibility compliance, exceeds core user needs and tasks, and exceeds global UX standards, best practices, and principles

## Understanding the score

Spider charts (at right) provide a visual representation of multiple variables, allowing for quick comparisons between data sets, helping to identify patterns and drive decision-making.

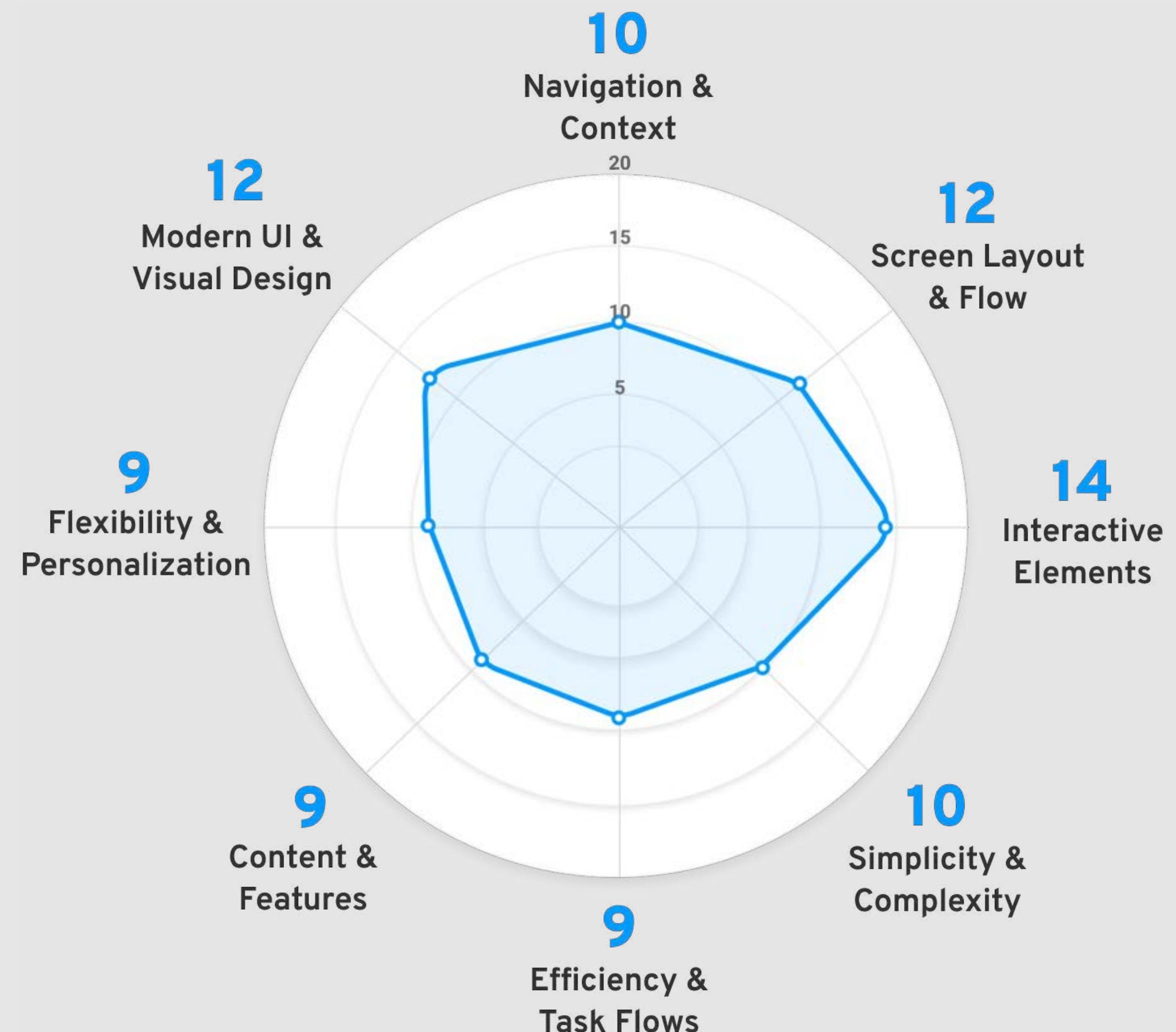
- There are eight UX categories represented in the chart
- Each UX category has four heuristics, individually scored 1 to 5
- Category scores are the sum of all four heuristic scores
- Minimum possible category score is 4; maximum is 20

## Main takeaway

Walmart Business does well at building upon established brand equity, and utilizing systematic design components for a familiar consumer experience, but falls shortest in three key areas of opportunity:

1. Flexibility & Personalization
2. Content & Features
3. Efficiency & Task Flows

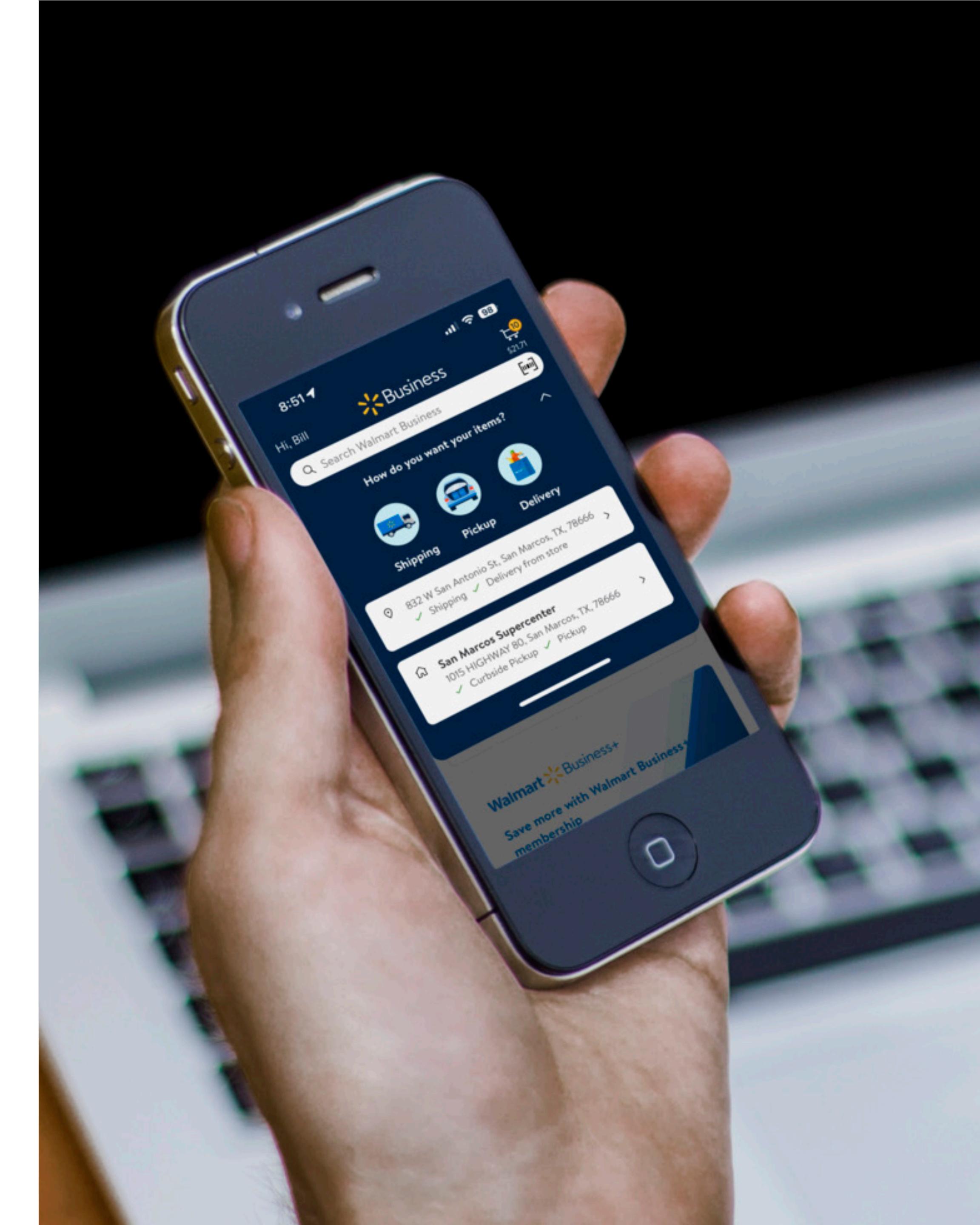
## Walmart Business scores



## Summary of findings

### What's working

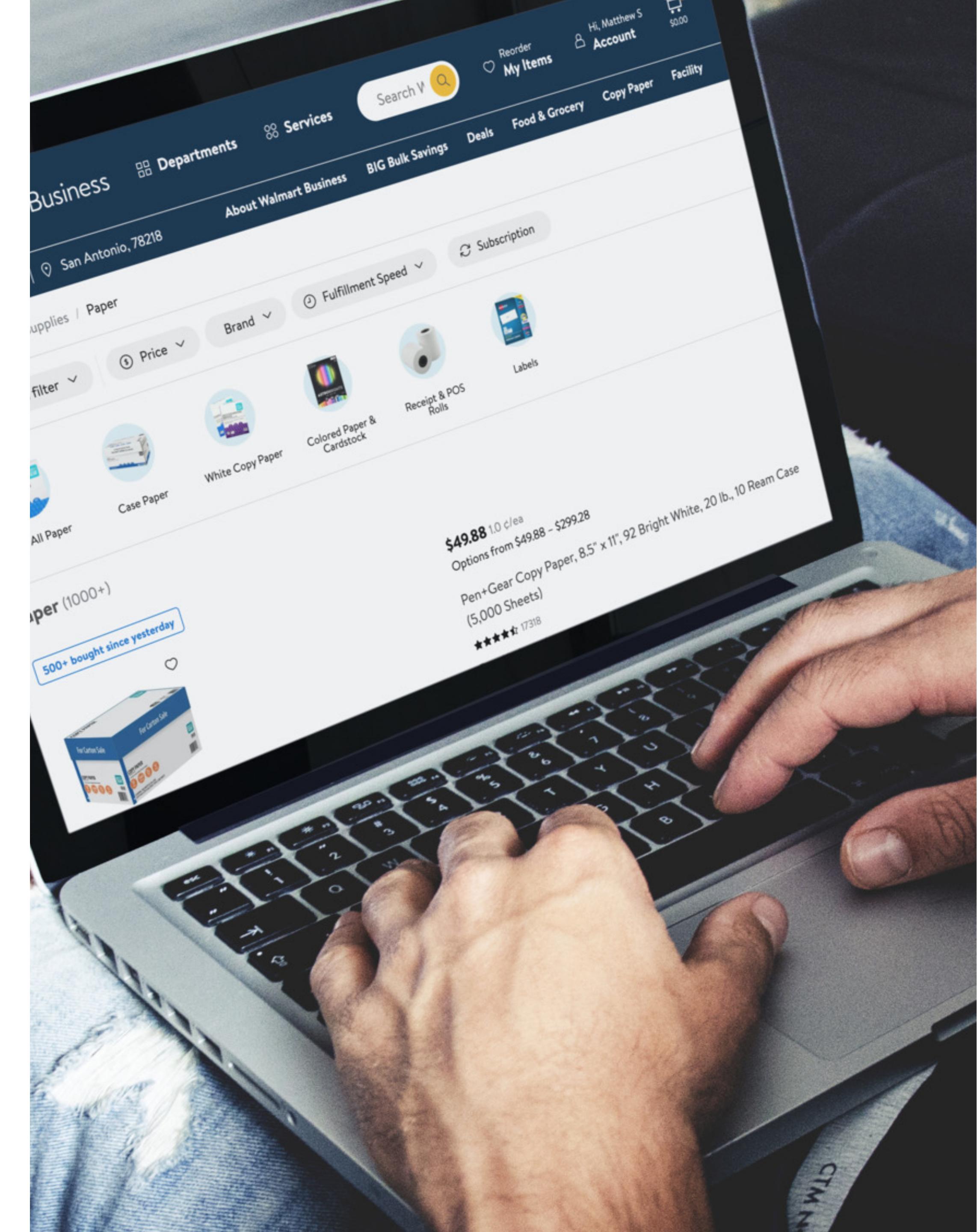
- Well-established brand equity, trust, and familiarity
- Confidence-inspiring shopping experience with key checkout procedures streamlined, particularly on mobile
- Massive product selection across categories
- Intuitive information architecture in primary navigation menus
- Precise and well-positioned feedback messages appear at appropriate times and using plain language
- Robust and timely email communication, typically linking users to optimal location in-app (both web and mobile)
- Tax exemption signup experience is logical, discoverable, and easy to navigate despite inherent complexity
- Rapid ability to filter down to highly beneficial categories, like "subscription only"
- Streamlined, fully-featured mobile app that improves upon some inconsistent flows and visual design issues present in the web version



## Summary of findings

### What's not working

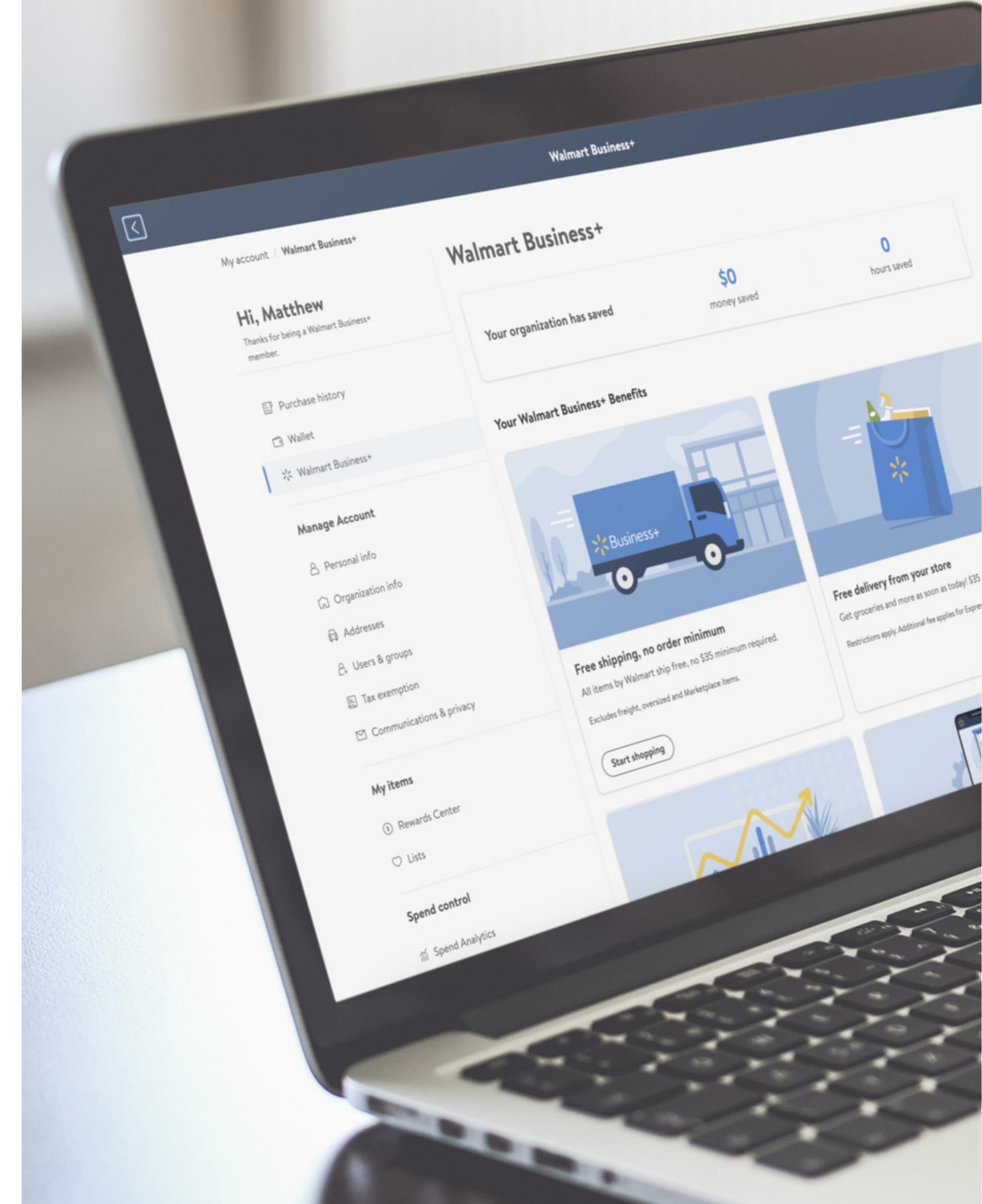
- Experience does not accommodate, target, or cater to first-time visitors or users, creating unnecessary complexity for a key category
- Inconsistent shopping experience with a multitude of landing pages, banners, and filtration patterns
- Embedded marketing content is overwhelming, inconsistent, and a general obstruction for some users
- Walmart, Walmart Business, and Walmart Business+ distinctions are vague
- Missed opportunities to capture targeted information during signup process and personalize the early experience
- Suboptimal treatment of primary, secondary, tertiary interactive elements, including definitive button hierarchy and tags
- Spend limit and approval system is unintuitive and incomplete across roles
- Ship/delivery/pickup scheme is forced, unclear, and doesn't make sense for business customers
- Subscription creation process can be confusing and difficult to complete
- Inconsistent pricing and shipping options across similar products leads to a lack of confidence that best deals have been achieved
- Bulk purchasing seems limited and undervalued
- Over-reliance on email for system communication



## Summary of findings

### Top opportunities

1. Simplify and clarify the value proposition for organic visitors and “tire kickers,” more easily converting them into new customers
2. Leverage Walmart’s established brand equity in competitive pricing, logistics, depth of offerings, and community engagement to add value at every step of the user journey
3. Give busy small- and medium-sized business owners peace of mind, truly becoming their “one less thing to worry about” solution for keeping their teams up and running
4. Make fulfillment the star of the show, by making it a flexible, on-demand, and near-effortless feature across the entire experience



## Navigation & Context

Total Score: 10/20

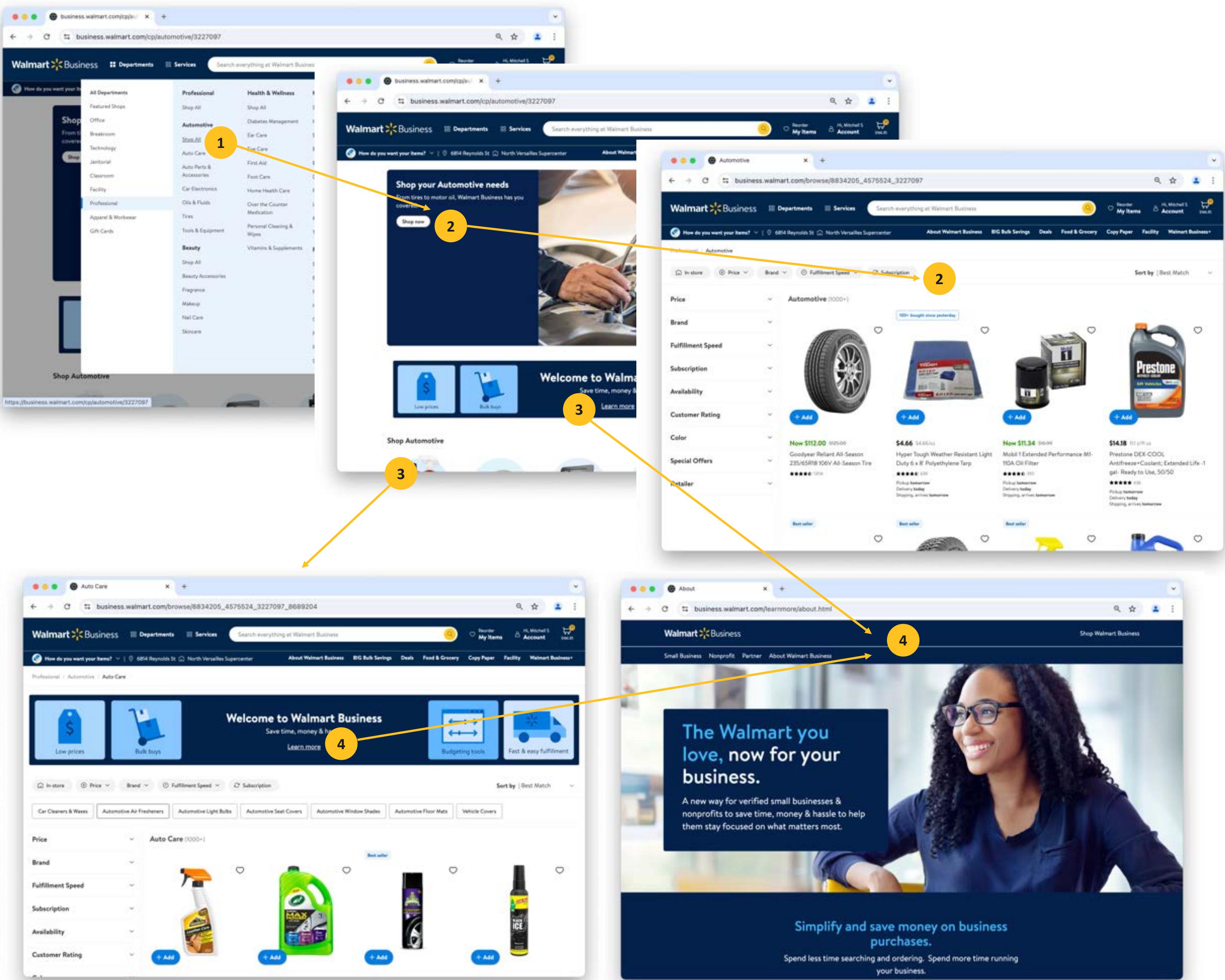
Providing users with the ability to recognize where they are, what they can do, and how they can access information and features is paramount to a successful user experience. The easier it is for users to understand and navigate the application, the more time they can spend on things that matter.

HEURISTIC	FINDINGS	SCORE
How well is the system organized?	The primary and secondary shopping navigation structure (e.g., Departments and Services, and their subcategories) creates a familiar mental model and a logical path for navigating the main portions of the website. The system organization starts to break down and become confusing at many of the secondary category landing pages ("Shop all" and "Shop now" links scattered throughout) where users encounter intermediary pages with little intuitive indication of where they are within the overall site. These intermediary pages serve as an extra door the user must walk through to get to a specific sub-category page and use inconsistent banners, navigation schemes, filters, and product grids (mobile app is much stronger in this area). The system organization highly favors existing users and is extremely suboptimal for unauthenticated users and first-time visitors. There are significant missed opportunities to convert organic visitors to account holders with a clear call-to-action within the primary navigation (e.g., "Reorder my items" could become "Contact sales" and "Sign in account" could become "Create an account"). The complete shopping navigation is overwhelming for this category of users and the appropriate value proposition ends up being weakened and scattered as a result. The tertiary navigation bar underneath the search control is intuitive and well-placed but it is inconsistently shown and unclear what determines the priority, relevancy, and desired outcomes.	3
Are there clear indications of where the user is in the system and what the user can do?	The overall site experience does provide breadcrumbs, left-hand navigation, filters, and other navigational models to indicate where the user is located within the site. However, this does not always occur consistently to fully support clarity for the user when navigating the system. Some intermediary pages do not provide any useful breadcrumbs or holistic indication of where the user is within the overall site experience. In some circumstances the entire navigation disappears without much intuitive indication as to why, for example in the Wallet section of account management.	3
Are there clear navigation paths to the various information, content, and features throughout the system?	The navigation paths to sub-category pages are not consistent or clear and can result in the user navigating to pages that are completely outside the system (e.g., the Walmart Business blog microsite, which utilizes a different navigational model). In addition, there are banners throughout the sub-category pages that do a great job showcasing the value proposition of Walmart Business, but when clicked, may take the user to landing pages that are not intuitive or are perhaps outside of the navigational system entirely. There are many scenarios where circular navigation occurs when undesirable.	2
Does the system provide directions and prompts to help the user move through features and sections of the application?	There are few to zero apparent prompts or intuitive directions that help first-time users and non-members navigate the system, as well as engage with – even if only at a preview level – the key features and sections that best represent the value proposition of Walmart Business membership. OMNIA partners do get a "Finish setting up your account" helper card on the homepage, and perhaps this could be extended for admins of all account types. The banners, intermediary pages, and other marketing-focused links provide key interactions that often result in users getting lost or off course from their original goals.	2

TOTAL SCORE 10/20

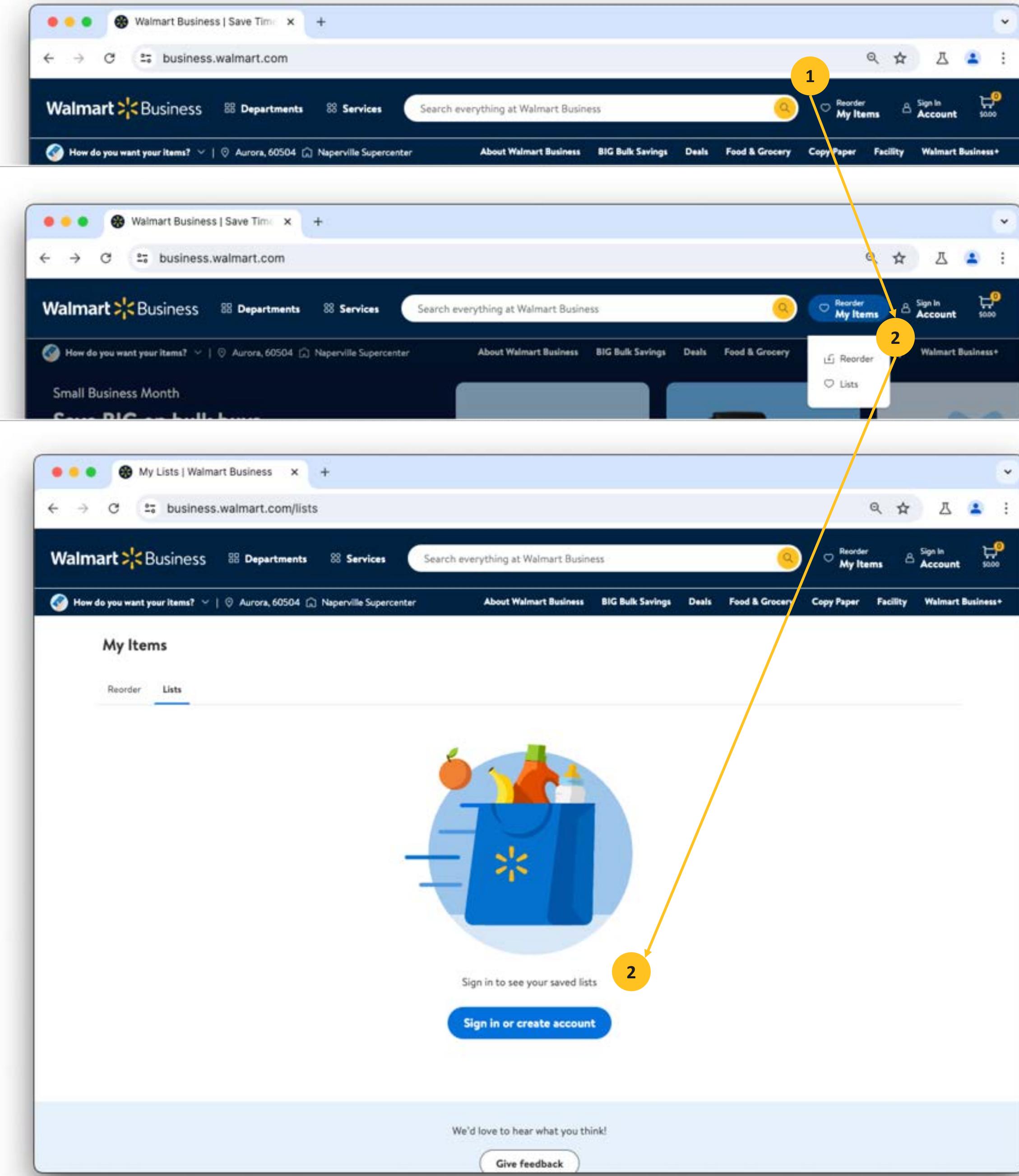
# Navigation & Context – Findings

- 1 A typical “Shop all” link in a primary dropdown (Automotive in this example) leads to an intermediary landing page instead of taking the user directly to a sub-category shopping experience. This is a superfluous and unexpected step.
- 2 User must then filter down again, with the primary call-to-action being “Shop now,” taking the user to a product list page with no top-level category filters.
- 3 Top-level product filters are treated with low priority. Clicking them takes you to a product list page dominated by a value proposition banner that encourages leaving the site entirely. These banners occasionally even suggest the user is not logged in.
- 4 Value proposition banners often link users to a blog microsite which uses an entirely different navigation scheme. This is a sub-optimal experience and results in a dead end which could facilitate abandonment. This flow makes little sense for authenticated users.



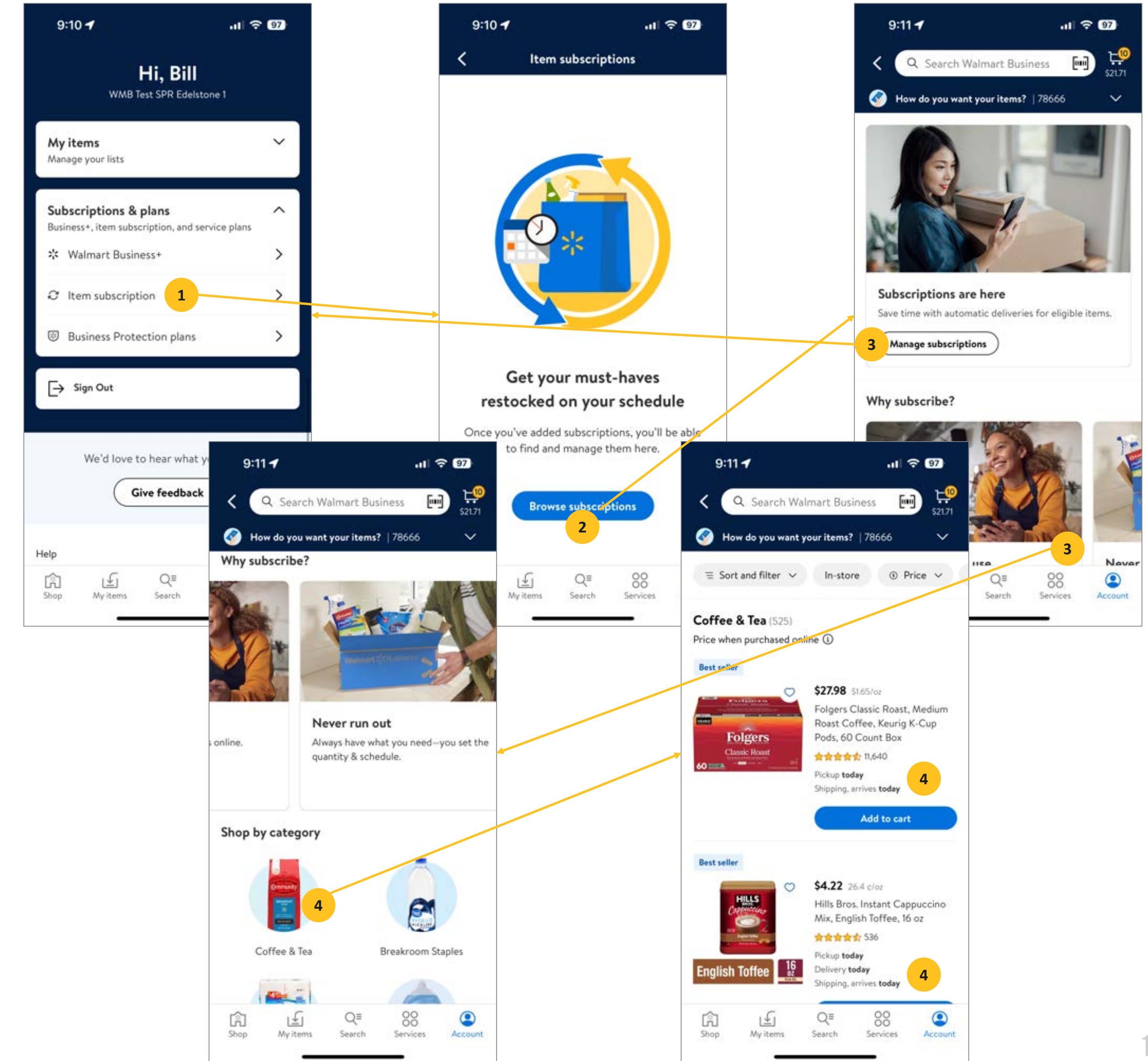
## Navigation & Context – Findings

- 1 The lack of a prominent call-to-action targeting first-time visitors (e.g., "Create new account") in the main navigation creates multiple potential navigation paths that do not align with new user expectations. This can result in a lack of confidence in the overall site experience and an overwhelming introduction to the system.
- 2 The "My items" dropdown provides the first-time visitor with options they don't yet have access to, sending them to empty subpages with a "Sign in or create account" primary action. Although these dead ends are useful and necessary, it would better serve users to target the language based on visitor type, and to separate the experience in a clever way so that both authenticated customers and organic visitors can have an optimal journey.



# Navigation & Context – Findings

- 1 Navigating “Item subscription” list demonstrates a common problem with Walmart Business navigation pathways.
- 2 When no subscriptions are present, you are encouraged with a primary button to “Browse subscriptions.” No subscriptions exist so the labeling is unclear, but one might assume that this would help them set one up.
- 3 Clicking the button takes the user to a landing page with a card at the top that encourages users to “manage subscriptions,” which effectively takes the user back to the empty subscriptions list, creating a frustrating circular navigation. Other content on the page appears clickable but is not.
- 4 “Shop by category” links take the user to a product list page that is not pre-filtered to “subscription only,” lacking utility and resulting in a laborious flow that could encourage abandonment.



## Screen Layout & Flow

Total Score: 12/20

Well-structured screens and flows are imperative to guiding users through an interactive system – helping them understand the components of the different pages, identifying and focusing on the information most relevant to their needs, and setting up clear paths to task completion.

HEURISTIC	FINDINGS	SCORE
How well do the screen layouts and flows support an understanding of the information presented?	The first-time user/non-member experience of the home screen is overwhelming and presents multiple categories, options, items, deals, industries, essentials, and business solutions. The multitude of options in the layout does not follow any immediate logical hierarchy or mental model to answer and cater to the immediate needs and goals of first-time users and can seem quite crowded. System did not immediately adapt the experience based on past searches or orders (although our limited tests may not have triggered available customizations). Search results follow global standards and conventions for consumer product searches but could offer some pre-filtration options directly attached to the search bar. On product grid pages, the left-hand filtering and top horizontal filters have overlapping options with no clear indication of the difference between the filter areas. It's also difficult for the user to clearly identify which items are candidates for shipping, delivery, or pickup, and why this distinction has its own top-level filter.	3
Are screens organized to allow efficient understanding of content and features?	The tab pattern typically breaks up information into more consumable sections, but – as used throughout account management – frequently adds complexity and compartmentalization that may not be necessary. For example, in Wallet, "My payments" and "Shared payments" exist in separate tabs, and cards must be added separately to each area. Perhaps there's an opportunity to combine these tabbed sections into a unified experience where the user adds cards and then simply makes them shared in the same area. Another example would be in Purchase History, in which there are two tabs: "My purchases" and "Detailed view". An admin would probably consider "My purchases" to show the entire organizations purchases and not just the purchases they've personally made in the system. "Detailed view" is more of an export feature and doesn't seem to provide useful additional detail. Consider also the user management area which has tabs distinguishing "Users" and "Pending invites". Is not a single area that leverages the "Status" column superior?	3
Does the layout and flow make it easy to interact with the system?	Many flows and layouts are logical and even "consumer grade" – the tax exemption stepper is a good example of a well laid out form that groups complex information in a consumable way. It is very easy to get stuck in the subscription process: for example, when a user has already added a product to the cart, they can't convert it to a subscription from the product page at all, though it does seem to give the option to do so.	3
How internally consistent is the system in terms of layout, language, style, iconography, interface elements, etc.?	There is significant inconsistency in landing page interfaces, with numerous headers containing inconsistent styles, colors, and interactivity. Secondary and tertiary navigation disappear at seemingly arbitrary times. Multiple filter styles appear inconsistently – some have images plus text while others are shaped like buttons. Some landing pages have cards while others don't. Left-side navigation inconsistently changes styles. In user management there was significant confusion with the labels indicating a user's status; users are considered "invited" or "active" but then the process to eliminate a user uses the language of "removal." It was unclear if this would simply deactivate a user and continue to list them as a "deactivated" or would remove them and their data/history from the system, and to what extent. Perhaps there's an opportunity to not only improve the language, but the system itself by treating users with a "deactivated" status. This could be more useful for admins and make it easier to reinvite as well.	3

# Screen Layout & Flow – Findings

- 1 Tabbed layouts are useful for breaking up large pieces of related content on a single page, resulting in a more-consumable experience. In several cases throughout account management, however, tabs mask a suboptimal user experience.
- 2 In Wallet, cards must be added independently to both the "My payment methods" tabbed section and the "Shared payment methods" tabbed section. Users would more likely expect to be able to add cards in a single place and make them shared or not shared in a unified experience. This could make the wallet easier to manage.
- 3 Manage users utilizes a "status" column, which essentially duplicates the functionality of the tabs. This is another area where tabs may be excessive, and a unified experience superior. Consider a single table that leverages the status badges, with sortable columns or top-level filters.

The screenshots illustrate a user interface for managing payment methods. The left window shows the 'Payment methods (3)' section, while the right window shows the 'Shared payment methods (1)' section. Both sections include buttons for 'Add new payment method' and 'Edit' options for existing cards.

The screenshots illustrate a user interface for managing account users. Both windows show a table with columns: Name, Email address, Role, and Status. The left window has the 'Users' tab selected, while the right window has the 'Pending invites' tab selected. Both windows include an 'Invite user' button at the top.

# Screen Layout & Flow – Findings

- 1 When filtering down to “subscription-only” items after generating a list of products, multiple items show up in the list that aren’t available for subscription.
  
- 2 Subscription flow is inconsistent and occasionally confusing. Some items can be subscribed to from the product item page. Other items don’t show a subscribe option on the product item page but do have the option to subscribe in the cart. It also does not appear possible to update an item to subscription from the product item page if that item is already in the cart as a one-time purchase. This cumulatively presents a great opportunity for improving the subscription flow.

The four screenshots illustrate the following findings:

- Screenshot 1 (Top Left):** Shows a search results page for "black pens" filtered by "Subscription item". Several products are listed, including BIC Cristal Xtra Smooth Ballpoint Pens, Zebra Z-Grip Retractable Ballpoint Pens, Paper Mate Profile Retractable Ballpoint Pens, and Sharpie S-Gel Gel Pen. Each product card includes a "Subscribe" button, indicated by a yellow circle labeled "1".
- Screenshot 2 (Top Right):** Shows a product page for "Pilot G2 Retractable Gel Pen". The product image shows a 5-pack of pens. To the right, there is a sidebar with options for subscription and one-time purchase, indicated by a yellow circle labeled "2".
- Screenshot 3 (Bottom Left):** Shows a product page for "BIC Round Stic Xtra Life Black Ballpoint Pens". The product image shows a large box containing 240 pens. The sidebar on the right includes a "Subscribe" button, indicated by a yellow circle labeled "2".
- Screenshot 4 (Bottom Right):** Shows a "Cart (2 items)" page. It lists the "BIC Round Stic Xtra Life Black Ballpoint Pens" and shows a "Subscribe to auto-delivery" button next to the item, indicated by a yellow circle labeled "2".

## Interactive Elements

Total Score: 14/20

Well-designed systems are made up of predictable and universal interactive elements that help users guide their own experience, discover key content or features, and – above all – successfully complete important tasks.

HEURISTIC	FINDINGS	SCORE
Are links, buttons and other interactive components, patterns and metaphors used appropriately?	Links have multiple patterns in static and hover states and could benefit from greater standards. There are links that are underlined and not underlined, links that change color on hover and others that don't, links that lose the underline on hover and others that don't, and a mix of all the above. Buttons are utilized appropriately for the most part, but there may be an opportunity to diversify the options with minimalistic buttons or a primary button option other than the blue for high-priority situations. Some filters appear as buttons, but don't really behave like a button or even give an indication that they are active filters. Banners are inconsistently interactive, with some being entirely clickable and others not clickable at all, some have buttons and others have links in them. *Heart* icon may be suboptimal for business users, who will benefit from more-robust list building at the product search level, rather than defaulting to a single "favorites" list.	3
Do they have appropriate affordance for their functionality? (e.g., does the appearance indicate how to interact with it - push, click, slide, etc.)	Walmart Business seems to have a robust design system that supports consistency and appropriate usage of the various components. As mentioned elsewhere, headers and banners cause confusion with a multitude of interactive elements and styles. Products within a grid have very little interactivity making it unclear what the user would be clicking into.	4
Are interactive elements labeled appropriately?	In order approvals, items are underlined and appear to be links but aren't actual links. It would likely be useful if they were links, but if they aren't links then they shouldn't appear as though they are. This highlights a general problem that's been mentioned before, whereby it can be difficult to tell what text is clickable in the interface and what isn't, due to the abundance of link styles and corresponding interaction effects.	4
Does the appearance of key interactive elements suggest relative priority (e.g., size, color, contrast, placement, etc.) and are they visually distinct?	On product grid pages it can be difficult to tell what the most important things are in a single product or what exactly the user is clicking into given the entire area appears clickable but gives no feedback except the standard browser pointer. The layout is crowded, with a single product link typically containing most or all of these: a tag (e.g., "500+ bought since yesterday"), a *heart* favorite icon, an image, an "Add" button for quick add to cart, price, discount price, price per unit, reviews, and shipping/delivery/pickup times. There is a clear opportunity to adjust size, placement, and interactivity of these various elements for clarity. It's possible some of the functionality distributed across every listing in a product grid may not even be necessary or valuable for business users.	3

TOTAL SCORE 14/20

# Interactive Elements – Findings

1 Primary and secondary buttons are used inconsistently throughout the shopping experience. Occasionally the highest-priority actions utilize the secondary pattern. In many cases this is a product of the dominant blue/white color scheme, where the primary blue is often used as a background color negating the ability to use a blue button for emphasis. Yellow buttons come to mind, but perhaps that conflicts with competitors.

2 There are numerous link patterns, presenting an opportunity for standardization and clarity. In some cases, text is underlined when it is not actually hyperlinked.

Walmart Business | Save Time x

business.walmart.com

Walmart Business Departments Services Search everything at Walmart Business Reorder My Items Hi, Mitchell S Account \$226.91

How do you want your items? 6814 Reynolds St North Versailles Supercenter About Walmart Business Back to school Deals Food & Grocery Facility Copy Paper Walmart Business+

Welcome to Walmart Business

Shop an ever-expanding assortment, now for your business.

Sign up today 1

Flash Deals

Shop deals & more Up to 65% off new items Shop now

Restock your breakroom Office essentials Trending deals on food View all

Manage Account - Approvals x

business.walmart.com/account/approvals/200011821288056

Walmart Business Departments Services Search everything at Walmart Business

How do you want your items? 6814 Reynolds St North Versailles Supercenter About Walmart Business Back to school Deals Food & Grocery Facility Copy Paper Walmart Business+

My account / Approvals / Order details

Hi, Mitchell

Thanks for being a Walmart Business customer.

Purchase history Wallet Walmart Business+  
Manage Account Personal info Organization info Addresses Manage users Tax exemption Communications & privacy  
My items Rewards Center Lists Spend control

May 14, 2024 order | Order# 200011821288056

Print Have questions about approvals? Get help

This order was approved on May 14, 2024 by Mitchell Seligson.

Delivery

4 items 2

Sharpie Permanent Markers, Multi-Tip Pack, Fine/Ultra Fine/Chisel Tip, Black, 6 Count Qty 1

Bubly Citrus Sparkling Water, Variety Pack, 12 fl oz, 18 Pack Cans Qty 1

Paper Mate Profile Mechanical Pencil Set, 0.7mm #2 Pencil Lead, Assorted Barrel Colors, 8 Count Qty 1

Post-it Notes, 3" x 3", Assorted Bright Colors, 16 Pads Qty 1

Payment method Mastercard

Total \$43.98

Order# 200011821288056

Order approval history

## Interactive Elements – Findings

- 1 Products in the shopping grid pages have have a large click area with multiple smaller areas to perform subtasks. There is limited interactivity on hover, making it difficult to tell what clicking various elements would do.
- 2 There are multiple filter styles. One set of filters have a button-style pattern but don't behave like buttons, and don't leave an indication that they've been activated. In the product shot to the right, "Squeegees" has been selected, but there is no indication that the product list has been filtered.

1

2

## Simplicity & Complexity

Total Score: 10/20

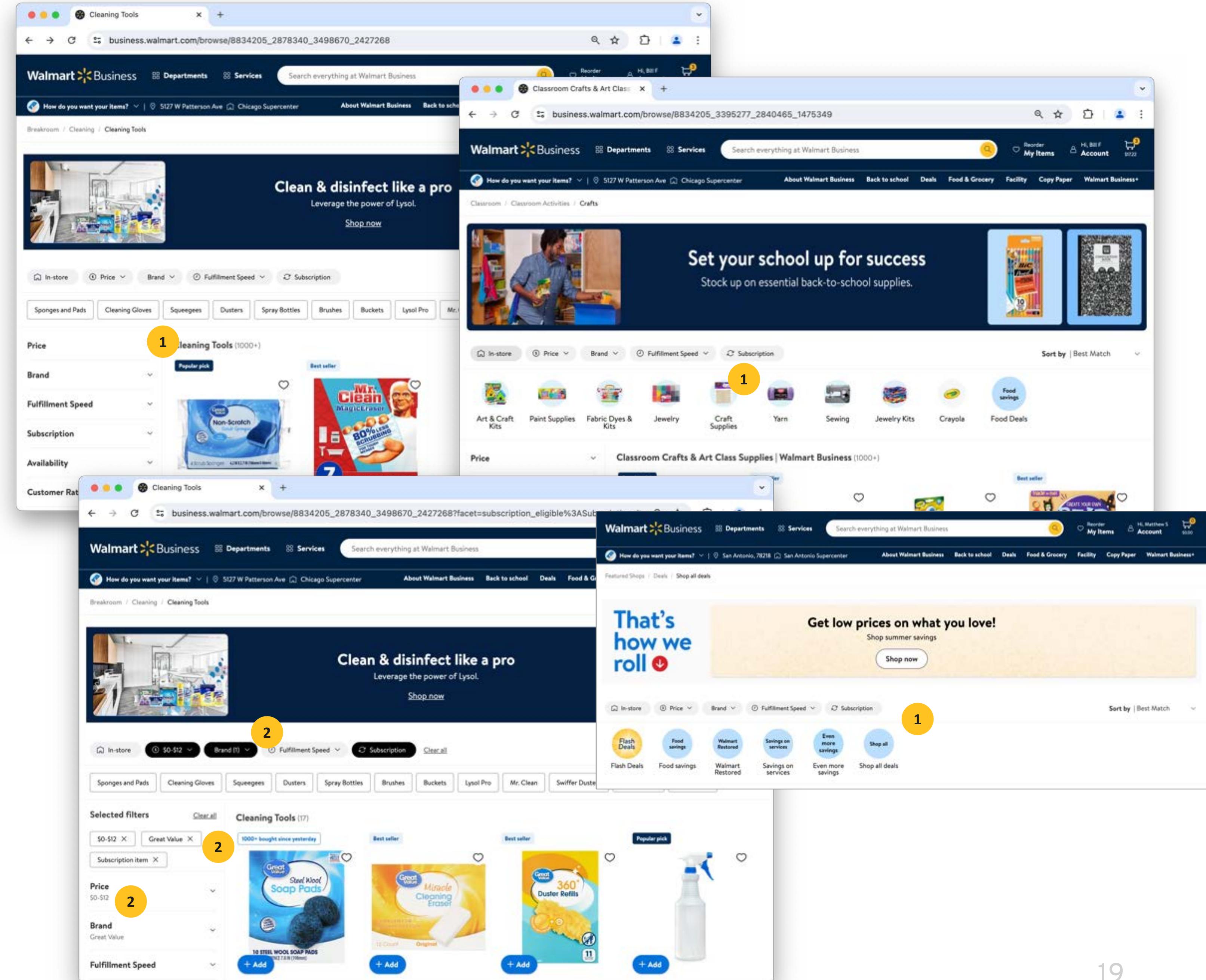
The challenge of any well-designed system is to ensure both new and frequent users, as well as savvy and non-savvy users, have a successful experience. The system must be simple enough to be learnable and discoverable, but powerful enough to accommodate users that want to perform complex tasks.

HEURISTIC	FINDINGS	SCORE
Is the system able to provide an experience appropriate to both new and frequent users?	For the most part the system is a singular experience with minor differentiations across roles and user types within an organization. This is an area with the greatest opportunity to improve and has comments related to this topic throughout this report in several heuristics. Additionally, there is not a clear distinction between Walmart, Walmart Business, and Walmart Business+ product lines in terms of value, features, and brand identification.	2
Are the number of choices presented manageable?	The shopping experience at times presents an overwhelming number of choices. On major landing pages there are upwards of four ways to filter down content, with a significant amount of duplicative functionality: 1) a filtering sidebar, 2) a filtering header, 3) a secondary filtering header (which comes in two different varieties – a button bar, and an image bar), 4) a sorting menu. These have the effect of surrounding and diminishing the product grid. There is probably an opportunity to simplify this experience greatly, giving more prominence to the products, which is ultimately the pathway to an individual product listing and the best experience for adding to cart.	2
Are instructions easily viewable when in the middle of a process?	There is a good amount of informational help accessible when completing tasks, including complex tasks like adding spend limits or setting up roles. Typically, this requires clicking information bubbles with expanded information appearing inside modal dialogs to minimize the disruption of processes. This is mostly good, but always keep in mind that informational dialogs can mask lack of intuitiveness in the flow or overall experience. When creating an order as a user with spend limits imposed, there is messaging at the top of the screen indicating that the user has a transaction limit but doesn't just say what the transaction limit is (possibly fixed during our testing). In cases where information is presented inline but also requires clicking in for more information, there is an opportunity to be more specific in the messaging. As mentioned elsewhere, there is a lot of confusion around "removing" users. It is unclear what a removal does and if the data is removed. Perhaps "deactivation" language would be clearer, but either way there is a lack of information when within a user removal.	3
Does the system communicate a relative priority of information, content, features and functions that support a reduction in cognitive load?	There are issues with prioritization of content in some key areas of the shopping experience that have been mentioned elsewhere, particularly on the main product grid screens and individual product listings. On the account management side, an example of suboptimal information organization would be on the approval detail screen. At the top is a very large comments box. Nearby, the order number listed twice along with some limited details on the transaction. Below that is the order approval history, a large expandable/collapsible area which seems to offer little value. Below these things is the actual order. As mentioned elsewhere this order information does not contain subscriptions and other important details, but ignoring that for the time-being, isn't the actual order deserving of higher priority? It seems like there's a lot of content on this page but not a ton of value. There may be an opportunity to dramatically simplify this process and focus on the highest-quality information.	3

TOTAL SCORE 10/20

# Simplicity & Complexity – Findings

- 1 Filters are inconsistent in their appearance and style, presenting an opportunity for standardization or clarification. Horizontal filters at the top of the page sometimes appear as buttons and other times as images with text. Overall, they push the product content down considerably, especially on pages with marketing banners, which take up a significant amount of space and encourage abandonment of tasks.
- 2 There are often four ways to filter and sort products on a product grid page with many filters duplicating each other. This creates a scenario which crowds out the product listings and increases the user's cognitive load with limited benefits.



## Efficiency & Task Flows

Total Score: 9/20

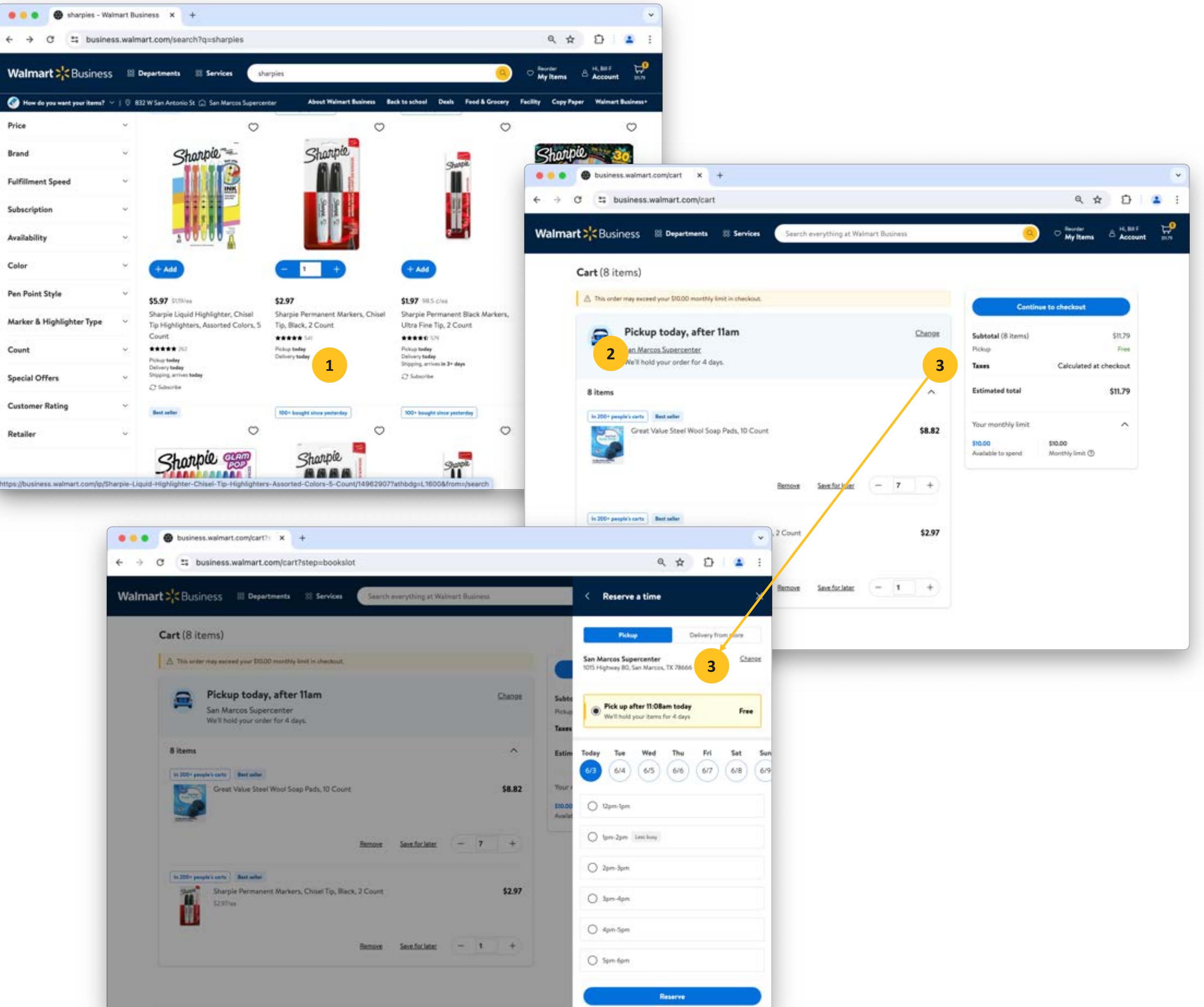
The challenge of any well-designed system is to ensure both new and frequent users, as well as savvy and non-savvy users, have a successful experience. The system must be simple enough to be learnable and discoverable, but powerful enough to accommodate users that want to perform complex tasks.

HEURISTIC	FINDINGS	SCORE
Does the experience provide opportunities for progressive workflows?	As we've said elsewhere, Walmart Business essentially displays the entire experience to each user regardless of how they found the site or what role they are, missing opportunities to gradually incorporate users to the system. There are many opportunities to introduce first-time visitors to the product in a softer way (separating marketing initiatives from shopping), and to customize the experience of various authenticated user types (buyers vs. admins) potentially resulting in better conversions and continued use of the product.	2
Is it easy to complete tasks that align with all key user goals?	Building a cart confidently with products of the best value, and taking it all the way to checkout, is oddly difficult at times. During testing, we found ourselves in carts with products that insisted we pick them up, with a process to "change" the option to delivery but no way to convert it to a shipment. This is part of the broader issue of better distinguishing the shipping/delivery/pickup flows very early on in the process. Our experience is that most business owners want their products shipped directly to them generally in the same shipment – anything that makes this harder to do is an impediment.	2
Does the experience provide default and predictive selections where appropriate and eliminate unnecessary steps for task completion?	Empty states are handled well throughout the application, with upgrade/sign in/sign up options available at end points. After placing orders, we couldn't determine a very definitive scheme of recommendations or predictions. The "Reorder" area is useful but isn't shared across users. Search experience provides limited predictive assistance; expected to see a menu dropdown from the search bar when initiating a search that showcased some trending searches or past searches. Delivery address setup is an example of an opportunity to improve defaults. The new/edit address form in user management contains a section for delivery notes, which is presented as a text area but is ultimately a hidden form with a slide out menu for adding additional key details. Inside this slide out menu there are additional hidden elements depending on property type selected. Could this information be presented within the primary form? Could there be better defaults chosen so all the pertinent information is visible (e.g., property type defaults to "business")?	2
Does the experience sufficiently convey required actions, status, intuitive progress and smart feedback for actions taken?	Typically, we saw excellent feedback in the system when conducting actions, with prominent banner placing and human readable messaging. Multi-step forms were also intuitive, with error messaging placed inline or at the top (or both) in effective and predictable patterns. There is a significant opportunity to walk users through the initial setup process once inside the account. For admin users who have time-based tasks like approvals, there is an opportunity to give the user an alert at the highest level (e.g., within the primary navigation).	3

TOTAL SCORE 9/20

# Efficiency & Task Flows – Findings

- 1 Products that are only available for pickup or delivery from store are intermingled with products available to ship, without a clear indication of that or the implications of adding mixed-method items to a single cart.
- 2 It is easy to end up with a cart full of items that are only available for pickup. Sometimes items that are available to ship are grouped together in the cart with pickup-only items, and default to pickup rather than segmenting the order fulfillment.
- 3 There is a link to “change” the fulfillment option, but it is limited to swapping over to delivery from pickup, not shipping. Most customers will likely want shipping as a default and would find this experience frustrating, as the order needs to be recreated. Clearer distinctions would be useful; perhaps admins would want some control over these settings for their users.



# Efficiency & Task Flows – Findings

- When setting up a shipping address, there is some confusion with handling delivery notes. In the primary form there is an inline editable text area with an “Add” link that changes to “Edit” after typing some text. This link is hiding important information a user might need when creating an address.
- If the user does explore this link and find the hidden form, they are presented with more options and a duplication of the notes text area that exists in the main form.
- There is no default property type chosen, which further hides even more information, in this case the “Dropoff location” selections. Progressive disclosure in forms is a useful tactic for breaking up information into consumable sections, but it’s important not to hide vital contextual information.

The screenshots illustrate the following findings:

- The 'Delivery notes' section on the main form has an 'Add' button that becomes an 'Edit' button when text is entered, obscuring the 'Save' button.
- The 'Delivery notes' modal contains a 'More delivery instructions' section and a 'Set as my preferred delivery address' checkbox, which are also present in the main form.
- The 'Delivery instructions' modal shows the 'Property type' dropdown, which is currently set to 'Business'.
- The 'Delivery instructions' modal shows the 'Dropoff location' section, which includes options for 'Front door', 'Building reception', 'Mailroom or property staff', and 'No preference'.

## Content & Features

Total Score: 9/20

Providing content and features that are immediately accessible, relevant, and meaningful is key to fully meeting the needs and expectations of users and ensuring a compelling experience.

HEURISTIC	FINDINGS	SCORE
Is the information of the site presented intuitively?	<p>There is a dialog/modal pattern when first visiting the website that introduces the Walmart Business value proposition with the utmost brevity and clarity. This is some of the best marketing content on the website, but the implementation is extremely suboptimal for the following reasons: 1) Modal dialogs are easy to dismiss, 2) they block the main content on the page, and so are often ignored or perceived as an annoyance, 3) Once dismissed they can't be recalled without resetting browser preferences. It's the incorrect pattern and approach for such core messaging. Subpages contain an odd mix of marketing content and shopping links, further reinforcing one of our primary themes that multiple pathways are necessary to optimize information delivery.</p>	2
Is the navigation intuitive and does it lend to easy to navigate workflows for the average user?	<p>Parts of the navigation are excellent, and others are suboptimal, but the main problem is lack of support for unauthenticated or inexperienced visitors. There may be an over-reliance on navigation generally, with multiple detailed menus/submenus and extra rows of navigation, when perhaps search and a few key links (backed by analytics) should be prioritized instead, thus taking up less space and focusing on primary workflows for average users. A quick win would potentially be adding a subcategorization scheme to the search bar itself, giving users a quick way to narrow down a search term to a specific department or service.</p>	3
Is the content prioritized in a way that a user can find the information that is important to them?	<p>Content is not prioritized well for the most part, with marketing initiatives and "trending" items of little value overwhelming the experience and taking up prime real estate. There is a tremendous opportunity to reform the content strategy throughout the application. Primary admins will struggle to find information relevant to the administration of their team, like complete order information, open subscriptions, or a list of removed users.</p>	2
Are the workflows easy to find for the target audience?	<p>The homepage for primary admins with enterprise accounts does surface some useful workflows (finish account setup, explore analytics, etc.), but otherwise specific audiences are generally not targeted and major workflows are not highlighted well. There are clear opportunities to surface specific audience needs and present a value proposition and set of tasks, such as "ad-hoc" buyers, organic visitors, buyers with hybrid workplaces, bulk buyers, and many other possible user types.</p>	2

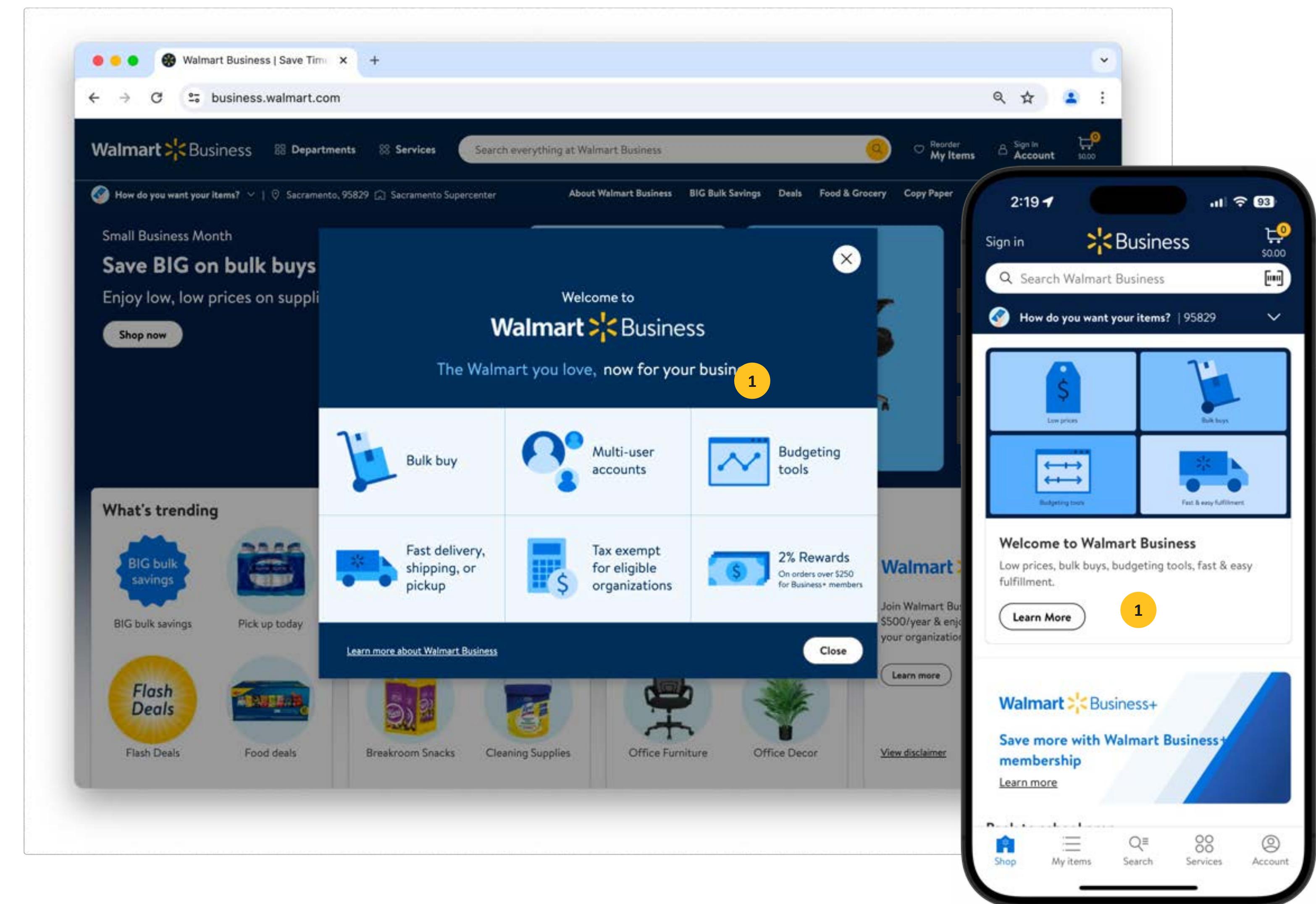
TOTAL SCORE 9/20

## Content & Features – Findings

- When visiting the site for the first time, there is a dialog with the main value proposition for Walmart Business. This is arguably the highest-quality and most important marketing content on the website but is presented in a pattern that can be an annoyance, is easy to dismiss, and hard to resurface once hidden. On mobile, the content is static, but also less compelling and links users to an external site as the primary call to action.

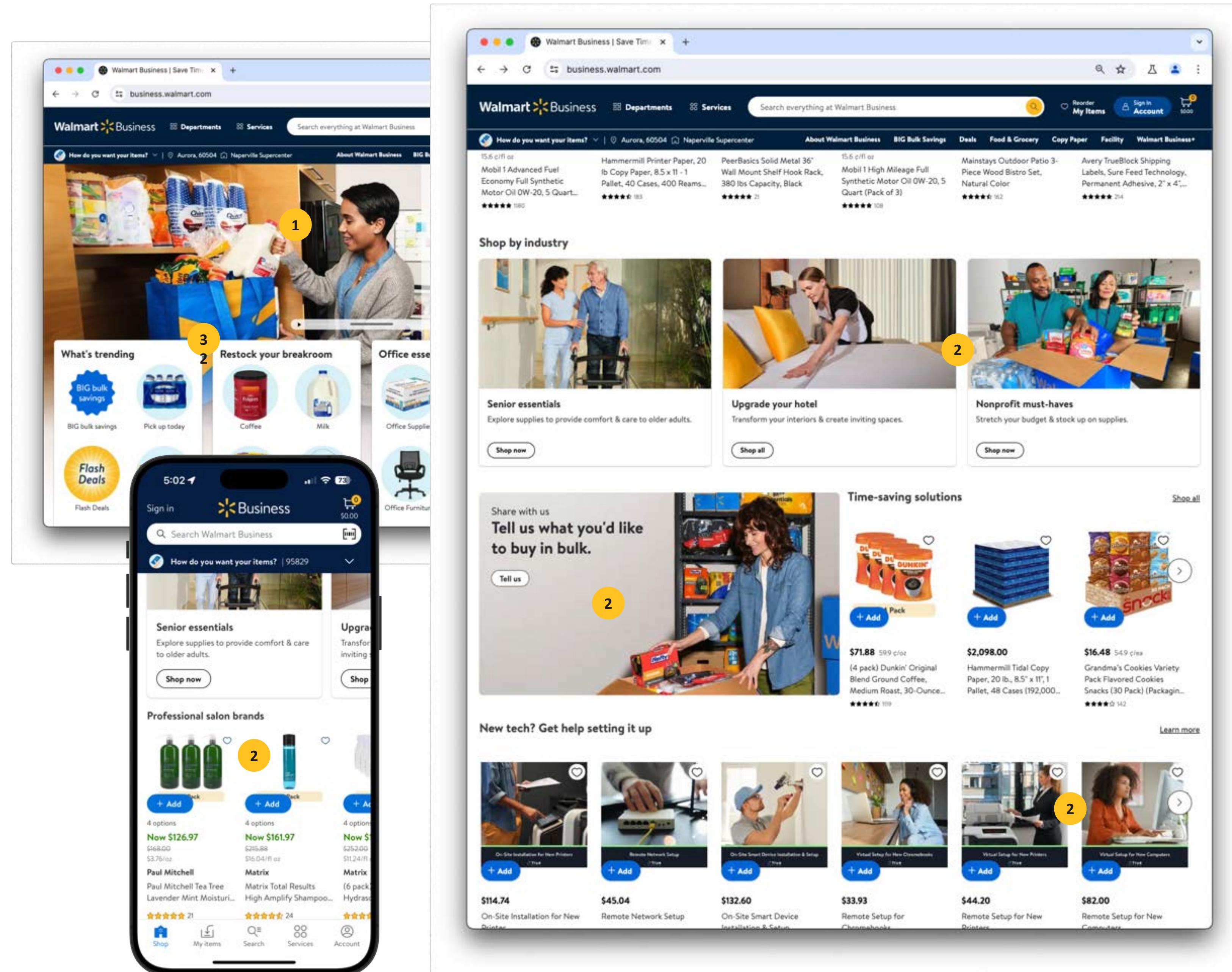
This highlights a general problem with the Walmart Business experience. Marketing content for potential customers is embedded in the primary shopping experience, which impedes task completion for authenticated users and obscures the value proposition for first-time visitors and potential customers.

This presents a tremendous opportunity to bisect and target the experiences based on visitor type.



# Content & Features – Findings

- 1 The homepage “hero” section presents a significant opportunity to target first-time visitors by focusing on the key value propositions currently only defined in the website modal dialogs (or banners on mobile) when first coming to the site organically.
- 2 Homepage content is overwhelming and focused on pushing pure e-commerce vs. providing targeted content that communicates the relationship of the value proposition to the immediate user needs, goals, and challenges. There is a clear opportunity to rethink the first-time visitor experience, which could lead to a significant number of increased conversions.
- 3 Trending items and random categories are prioritized at the top of the page for first-time visitors, presenting an opportunity for specialized content based on traffic source.



## Flexibility & Personalization

Total Score: 9/20

A customized application based on authentication, role, and visitor type is a proven way to increase conversions, ensure task completion, and strengthen satisfaction and adoption of new features across the application.

HEURISTIC	FINDINGS	SCORE
Does the system allow users to step out of a flow and return to it later, with the ability to perform multiple tasks at once?	Walmart Business does a good job of allowing users to abandon high-level tasks mid-completion and resume without much friction (e.g., signing up for an account halfway or completing part of the tax exemption process). The shipping/delivery/pickup filtering method is inflexible; it's not possible to choose two out of three options versus just one or all three.	3
Is it possible for experienced users to quickly access and use key features?	The order approval process is cumbersome and does not provide enough transparency into the order. Primary admins cannot see basic information like shipping times, delivery location, individual item prices, and whether a subscription has been created. This essentially means the admin doesn't know precisely what they're approving. Once an approval has occurred, admins can't see the subscriptions that were created in the "Item subscriptions" area of account management and the orders do not appear in the "My purchases" area of "Purchase history." Admins would absolutely want and need to see this information prominently and in full-detail. There may be a need for summary views, but admins should be able to drill down to every detail. It is also not clear what would happen when a subscription order triggers (e.g., would another approval process occur the next time an item is scheduled to ship?).	2
Does the system adapt the content, features, functions, or context according to user type, preferences, interests, location or needs?	There is very little distinction between the experience of a first-time visitor and an authenticated user, presenting a valuable opportunity to bisect the experience into two main pathways: 1) Organic and ad-driven marketing pathway in which Walmart Business differentiators are the primary content, with an account creation being the primary conversion, and 2) The shopping experience for authenticated users, which is primarily focused on order fulfillment. There is an incredibly strong opportunity to capture more information about the user/business as they proceed through the sign-up process (e.g., preferred product categories) so the experience can be tailored immediately after signing up. The system had a hard time pinpointing my location despite giving full permission in the browser, and it persisted after providing the location of my business during the signup process. Account menu could probably be made more adaptable to role (e.g., expand number of options for primary admin to simplify jumps into portions of the account management system).	2
Is it clear to the user how they can use/modify any personalization?	The system is set up to trigger an approval process within a certain timeframe after order placement. In our testing, 30 minutes was afforded to the approver before cancellation, which is a very tight timeframe. This misunderstands the basic supervisor/subordinate structure of a small business – the approval should trigger the order placement, not the submission of the request to the approver. To the extent an approver would want to be wrapped into a timeframe to approve orders, they would want control over the approval timeframe, perhaps per user or group. Additionally, the approval concept is entangled in the spend limits procedure, which adds a lot of uncertainty as they are mutually exclusive concepts. Admins may want to set up approvals for a user regardless of spend limit and may want to set spend limits that don't require approvals, but rather just limit the user's ability to place the order in the first place. Combining these experiences added concern about how it would behave in practice and required testing to be certain.	2

TOTAL SCORE 9/20

# Flexibility & Personalization – Findings

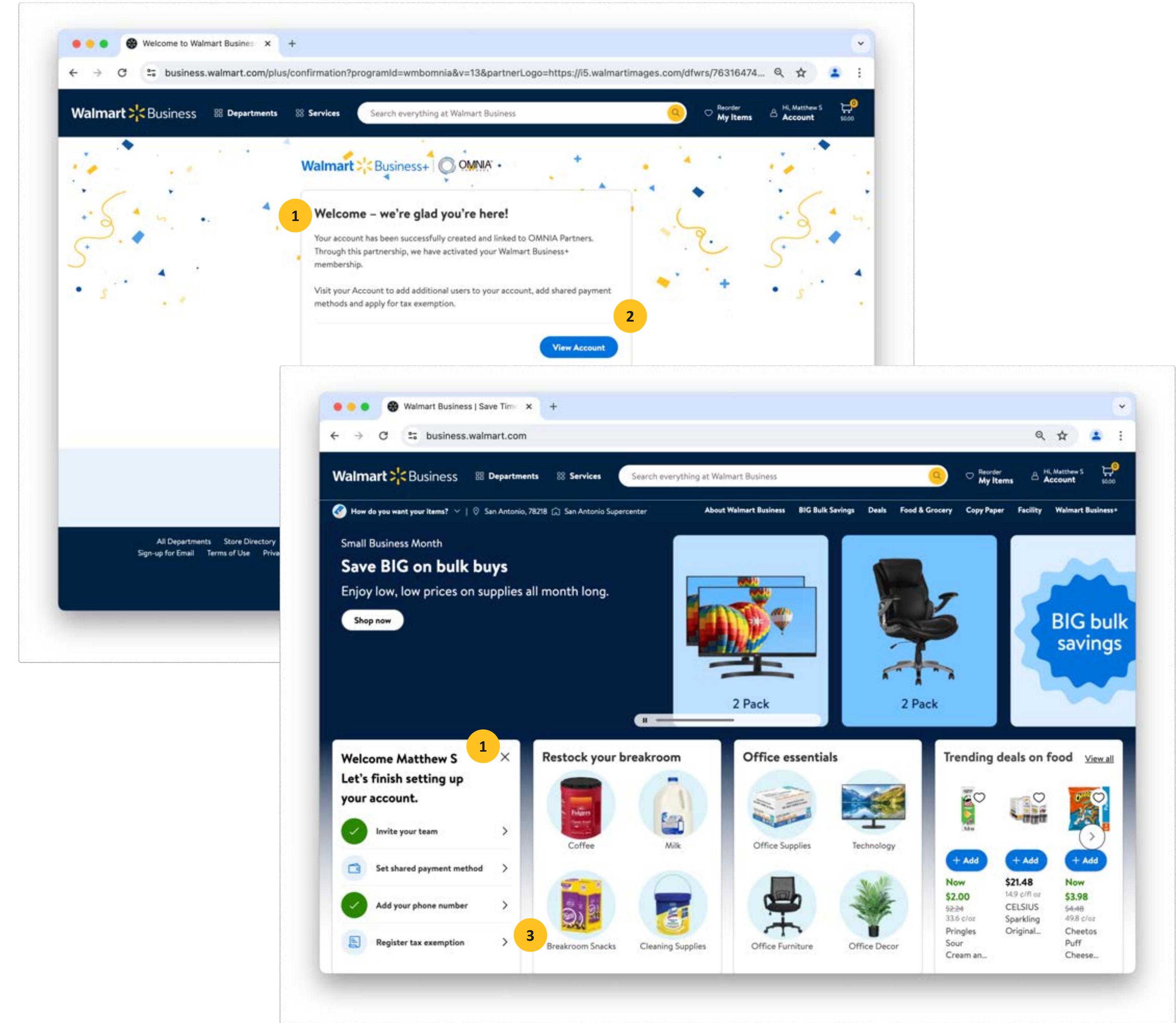
- 1 When approving orders, there is a notable lack of visibility into the details of the order, including whether subscriptions have been set up (or not), item pricing, credit card used, and delivery location.
- 2 Approval window was very tight, and admins have no control over timeframe which made the system seem burdensome and hard to understand.
- 3 When setting up spend limits, its not entirely clear that the admin is creating an approval scheme; they may assume the system simply prevents order placement over certain levels on a user-by-user basis. This essentially intermingles two mutually-independent processes, 1) limiting a user to certain spending parameters and 2) approving orders, when the admin may want to do one or the other or both.

The image displays three screenshots of the Walmart Business website interface:

- Screenshot 1 (Top Left): Approve order?** Shows an order approval dialog for Bill Frederickson on May 14, 2024, with a total of \$45.26. A yellow circle labeled "1" highlights the "Order approval history" section below the main dialog, which lists the same order with items like "Sharpie Permanent Markers" and "Bubly Citrus Sparkling Water".
- Screenshot 2 (Top Right): Approvals** Shows the "Approvals" page with a pending approval for Bill Frederickson. A yellow circle labeled "2" highlights the "Order approval history" section, which shows the same order and includes a note: "Pending approval, expires in 18 minutes. Delivery or pickup dates depend on approval."
- Screenshot 3 (Bottom Center): Manage Account - User overview** Shows the "Manage users" section for a user named Michael Delstone. A yellow circle labeled "3" highlights the "Permissions" section, where a monthly limit of "50.00 per month" is set. A note at the bottom states: "Currently, item subscriptions, in-store purchases and substitutions can exceed a user's spending limit and do not require approval." There is also a checkbox for "I acknowledge the disclaimer above."

## Flexibility & Personalization – Findings

- 1 Customers who sign up through the OMNIA partners process are treated to an extra bit of messaging, personalization, and suggested flows. There may be an opportunity to extend this sort of assistance to admins of *all* account types (e.g., digital first buyers).
- 2 The interstitial messaging for Configured Buying customers is a nice soft landing after first login, but could there be more useful information in this area? Perhaps consider calling out the key things they will need to complete their account at this step.
- 3 Suggested account flows appear on the homepage for Configured Buying customers. However, it contains some non-universal flows that a user may not need for their industry. In our test case, one suggested flow was to “Register tax exemption.” There is an opportunity to integrate better step-based messaging like this throughout the system (for example, on the account page), particularly for new users.



## Modern UI & Visual Design

Total Score: 12/20

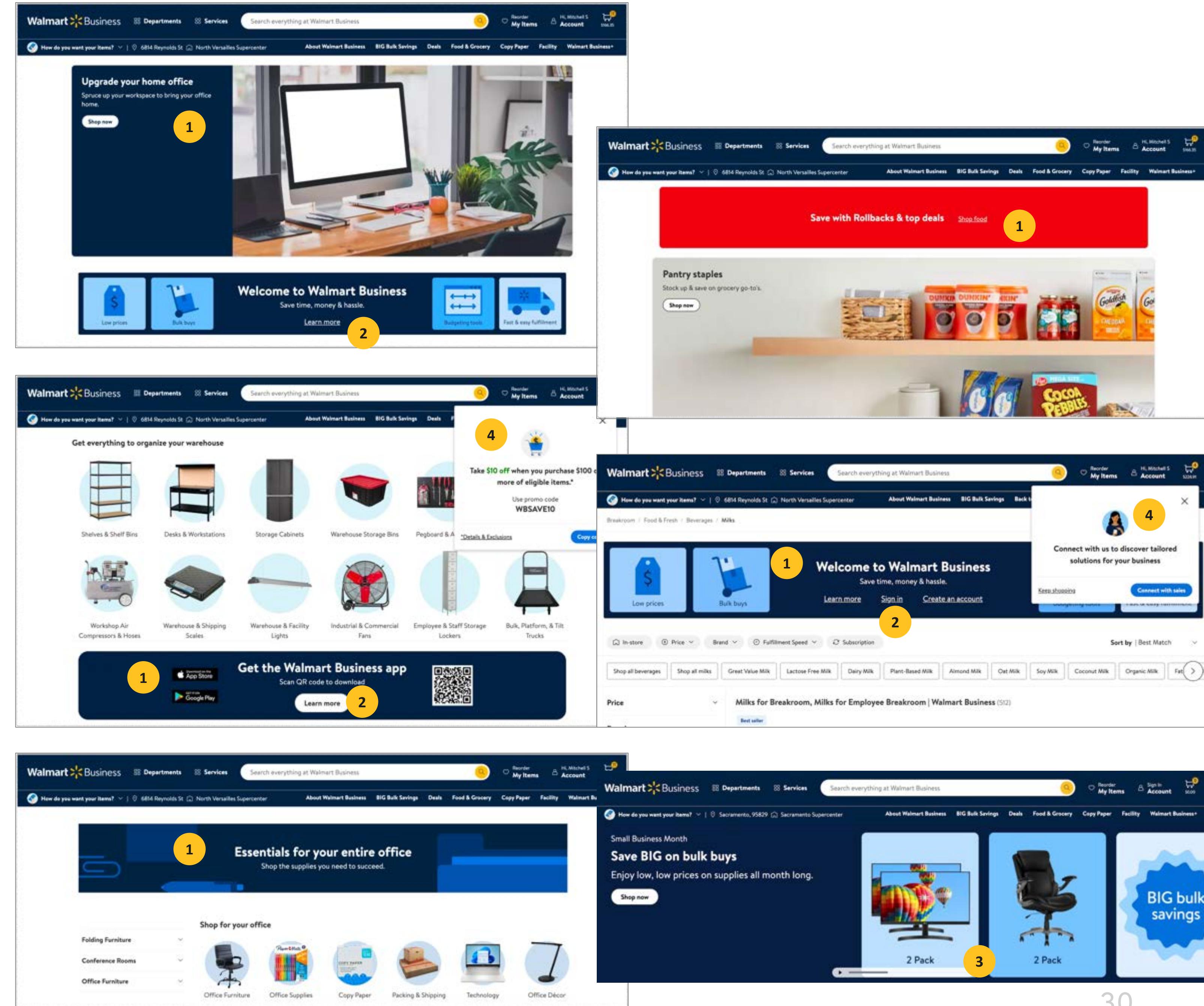
An application that is perceived and experienced as modern is essential to the success of an interactive system and product. A consumer-grade experience sustains the product as competitive in the enterprise marketplace, and as digitally mature and relevant to customers.

HEURISTIC	FINDINGS	SCORE
Does the application look modern, attractive, clean, credible and understandable at a glance?	The Walmart Business website is generally clean and modern, utilizing responsive grid-based layouts and paying attention to accessibility (4.5:1 or greater color contrast, "Skip to main content" option, logical tab orders, etc.). The mobile app is slick and fully-featured. The homepage and other shopping pages have the tendency to be cluttered with repetitive "Add", *Heart*, and tags such as "Rollback" or "Best seller" throughout the product grids. There may be an opportunity to streamline this, create better hierarchies, and clear it up visually. Homepage carousels take up a lot of space and are often reported by users to be outdated, complex, and distracting. It is especially intrusive and distracting on the mobile app and/or small screens. Landing pages are overly marketing focused and have inconsistent banner styles and interactivity, navigation schemes, and filtration options. Alternating/multiple patterns can be justified or necessary when goals vary but that doesn't seem like the case with the various landing pages. Dialog messages with improper content for business users appear in the top right with some frequency.	3
Is there a healthy balance or an over/under use of images, icons, styles, fonts and color palette?	On product grid pages there is a lot of repetition with the images and styles. Some of this may be unavoidable but it's worth a look to see if some patterns can be utilized to break up the repetition of the grid. Bogle font is modern and legible on all devices but is occasionally used poorly in image-based graphics. There may be an opportunity to revisit the design system to incorporate more Walmart yellow into the interface; the experience is heavily blue and white and can seem monotonous when compared to competitors.	3
Are visual design, graphical, informational, and data elements well designed and clearly understood?	Graphics (banners, hero campaigns) are often low-information and non-standardized. There is a strong opportunity to adopt better graphic standards in terms of size, content, and interactivity. Some banners are clickable in their entirety while others aren't clickable at all or have a single button or link to click. When clicked they often take the user back a step in the task completion. In many cases there may be an opportunity to eliminate JPG/PNG style banners and use markup instead, or to move away from landing page banners entirely. Like many things we cover in this report, attention needs to be paid to the type of user you're accommodating (first-time vs experienced). Tags/badges are sometimes difficult to distinguish from buttons.	3
Does the application follow and/or leverage modern frameworks, global standards, and patterns that would be classified as 'consumer grade'?	The website and mobile app meet and exceed the average expectations for speed on the modern web and is notably fast even on slower internet connections. It feels like a modern JavaScript app, and we get the sense that developers are concerned with web standards and well-supported frameworks/open-source products. The application is clearly "consumer grade" due to its inheritance from the primary B2C property, but in many cases, this hurts the Walmart Business experience. There is a significant opportunity to dive deeper into the specific needs of the business consumer, thereby streamlining the experience for all users, from SEM/SEO first timers to pro users with complex processes and user management needs. Within user management there is an opportunity to highlight the areas that require an upgrade to access, which is a common pattern in consumer apps.	3

TOTAL SCORE 12/20

# Modern UI & Visual Design – Findings

- 1 Landing pages have multiple styles, placements, max-widths, and interaction types, resulting in an inconsistent and confusing shopping experience. Marketing banners appear at different sizes and colors, with some being static and others clickable. Clickable banners may have buttons or links or neither, resulting in frustration and extra effort.
- 2 In some cases, authenticated users are presented marketing banners asking the user to “sign in” or “create an account” and are occasionally encouraged to leave the site entirely.
- 3 Carousels are leveraged in prime real estate, creating a dated feel and adding unnecessary movement and context switching while browsing.
- 4 Dialogs frequently cover top-level areas with substandard or improper messaging for businesses or already-authenticated users.

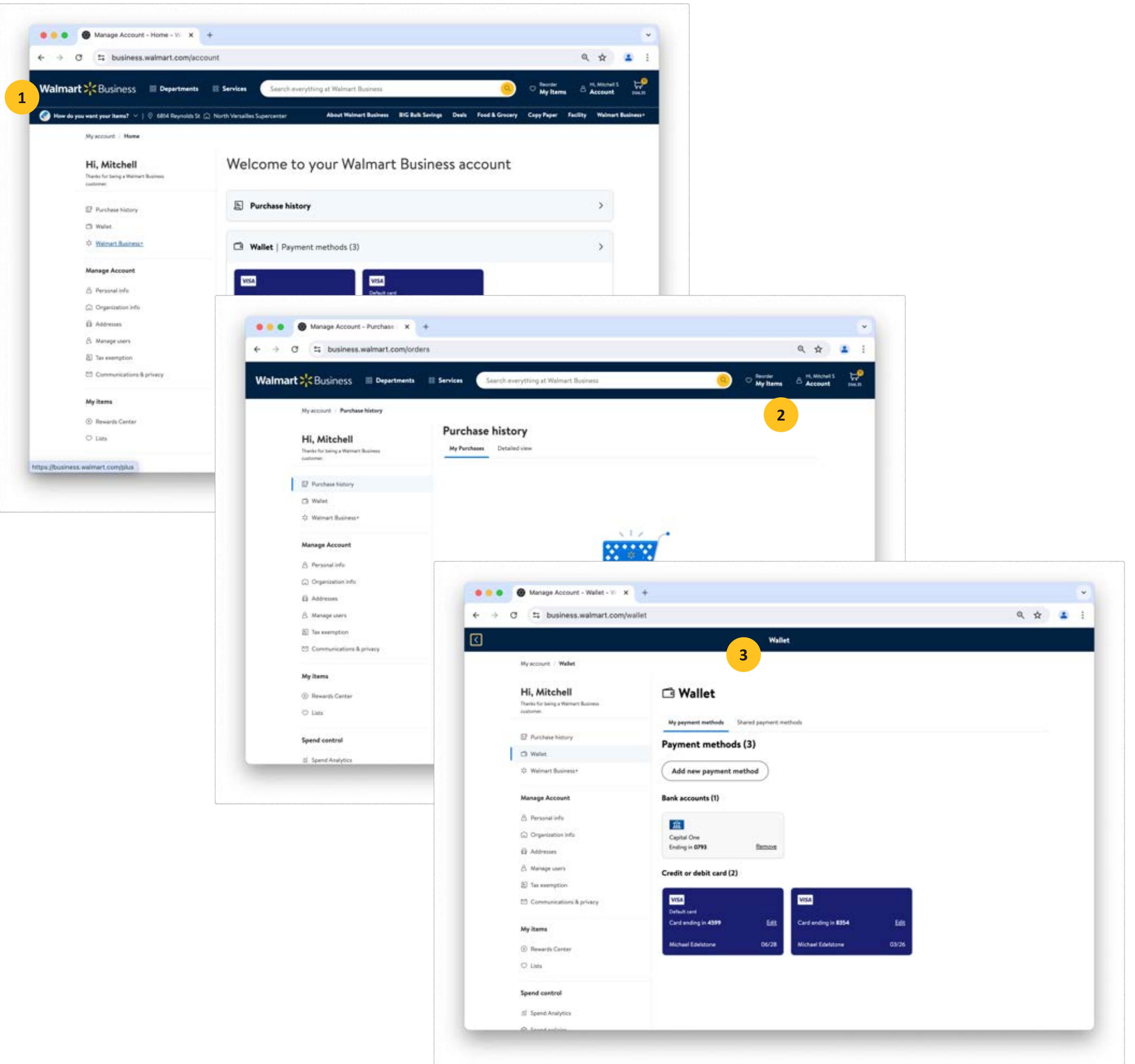


# Modern UI & Visual Design – Findings

- 1 Different top-level navigation schemes appear at various places in the application without much indication as to why. This is most prominent in the account management portion of the website.

Modern applications do typically simplify the navigation scheme when completing a task or finalizing a transaction (for example, in the final step of a purchase to ensure the customer has minimal distractions) but that doesn't seem to be the case in the examples outlined here.

- 2 Tertiary navigation is missing without obvious reasoning.
- 3 Secondary and tertiary navigation are replaced with distraction-free navigation when no task is being completed.

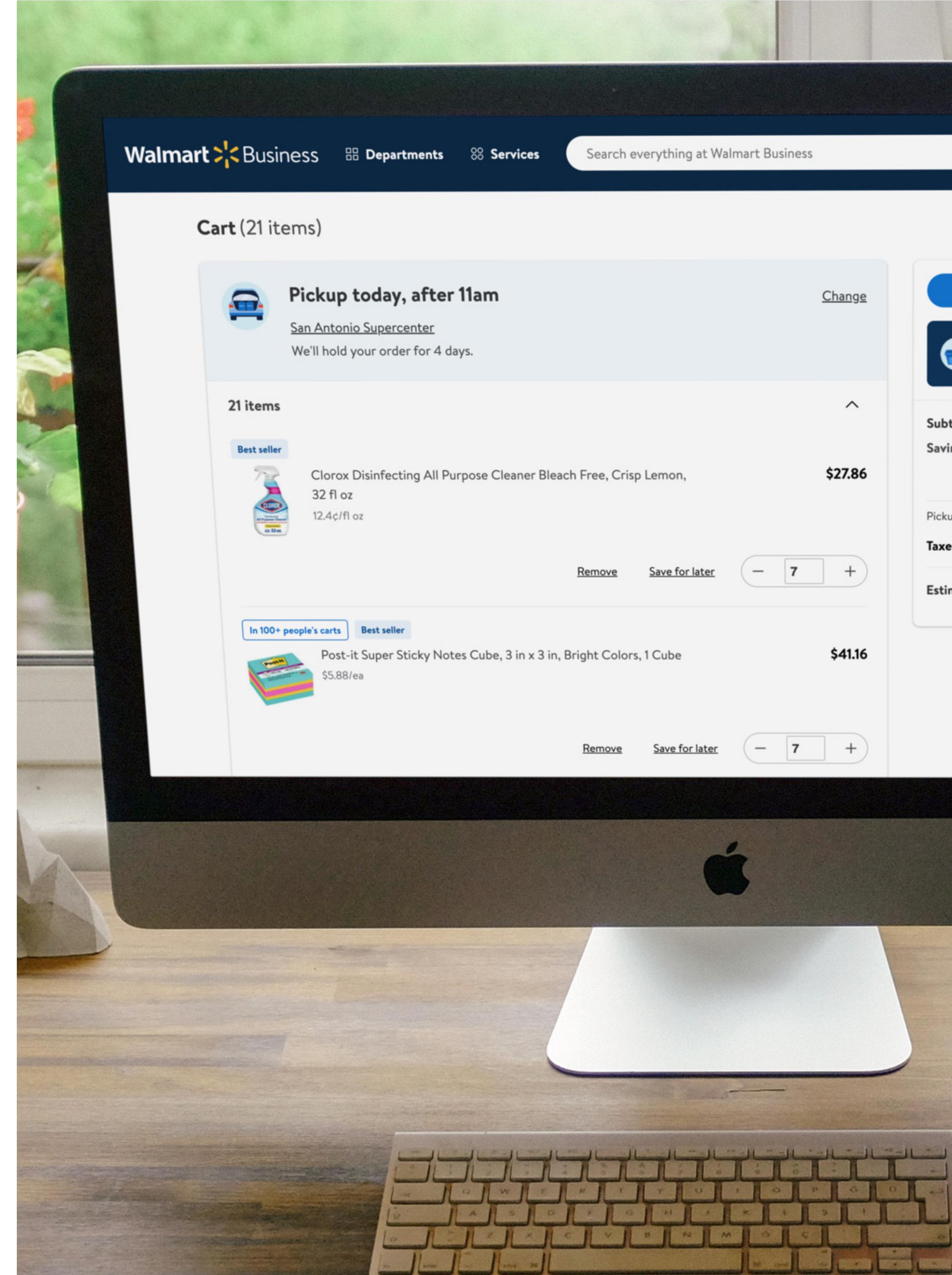


## Top focus area:

Cater to first-time visitors, empower authenticated users.

Small business owners are exceptionally busy people, juggling multiple roles and responsibilities to keep their enterprises running smoothly. Walmart Business is uniquely positioned to capture their attention, with its vast resources and well-known logistical expertise. To fully do so, they must ace the *entire* user journey, from introducing the core value proposition, to robust account management, to effortless fulfillment.

- Segment the experience into distinct flows to better target user types (e.g., organic first-time visitor vs. authenticated customer)
- Be intentional and strategic with marketing content, focusing on informing and guiding all user types
- Streamline overall information architecture optimize landing pages, standardize layouts, and combine/better-focus filtration options
- Build upon existing user management scheme allowing for more-robust administration options and custom processes
- Increase transparency for approvals, user order history, and subscription management for primary admins
- Utilize progressive onboarding strategies to hyper-personalize the experience
- Make fulfillment options intuitive, transparent, and on-demand at all points in the shopping and administrative experience
- Strengthen and better expose bulk and subscription options/processes
- Revisit design system to identify areas where button and link hierarchy can be clarified and improved



## Digital First Buyer Experience Map

The Experience Map focuses on a Digital First Buyer user with whom Walmart has established brand equity, trust, and familiarity as a consumer.

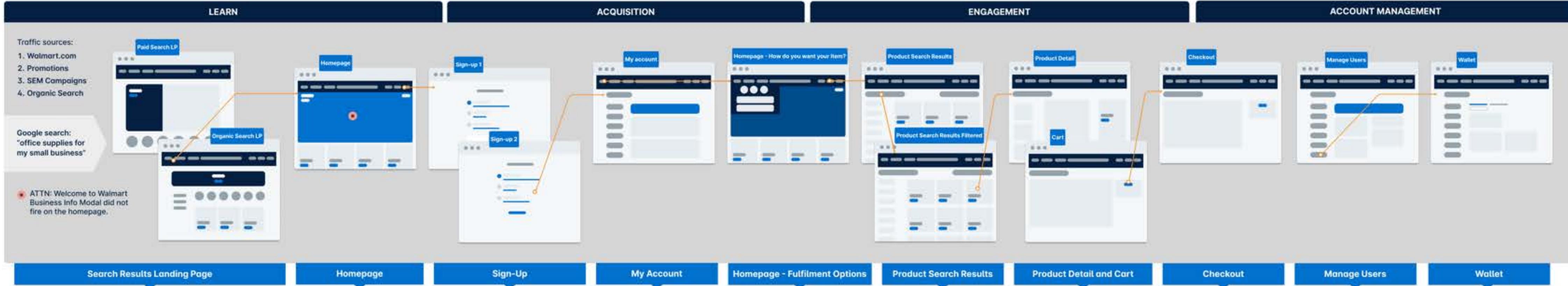
## Scenario and Primary Use Case

The Digital First Buyer scenario is based on a first-time user experience, and a path a first-time user could take across the key stages of the customer journey as defined by the Walmart Business team.

## Goals and Mindsets

The Digital First Buyer goals center on understanding how the value proposition manifests across the experience with corresponding mindsets representing open questions they have as they go through the experience.

## Stages



## Goals

Understand the value proposition and how Walmart Business can support me.

## Mindsets

How can Walmart Business help me with my office supply needs?

What's the difference between the .com and business?

How will I save money and what are the benefits of shopping?

Will the sign-up process provide more clarity on the value proposition?

Will being a member enable me to scale the experience with my business?

How can I use the fulfillment options to save time and money, make things easier?

How seamless is the shopping and ordering process?

How do subscriptions work and is it easy to set up?

Can I manage the fulfillment of my order and how soon will I have it?

Set up people from my organization for purchasing.

## Positives

- |  |  |  |   |  |   |   |   |  |   |   |
|--|--|--|---|--|---|---|---|--|---|---|
| • Large product selection for all of my small business needs.  | • Limited content or calls-to-action clearly explain what makes the business site unique.  | • Familiar and intuitive shopping categories to meet my needs.   | • Sign-up step 1 process is simple, intuitive, and quick, requesting information that is readily available or easy to immediately recall.                 | • My Account has a dashboard feel and contains all the relevant categories to support an initial understanding of what features, functions, and options come with a Walmart Business account.  | • Providing the ability to manage the shopping experience through different fulfillment options provides a level of personalization and flexibility.  | • Overall the search results offers a familiar consumer experience that supports the baseline needs of users. | • Product detail pages contain robust information and adhere to global consumer expectations.   | • Checkout minimizes navigation for a focused experience.  | • User management provides a familiar enterprise experience with logical options and filters.   | • Wallet provides a familiar enterprise experience. |
| • Seemingly streamlined check out with multiple options for shipping, delivery, pickup.  | • There are few to zero apparent prompts or intuitive directions that support first-time users and non-members in understanding the differences between the .com and .business experiences, as well as the benefits of engaging with – even if only at a preview level – the key features and sections that best represent the value proposition of Walmart Business membership. | • Homepage carousels take up a lot of space and are often reported by users to be outdated, complex, and distracting. It is especially intrusive and distracting on the mobile app and/or small screens. | • Sign-up step 2 process contains a request for an EIN which is information that is not easy to recall and is not at my finger tips.                      | • My Account 1st time user experience does not provide any intuitive guidance or progressive disclosure or a one-time set up view with self-guiding prompts for account set-up that helps users orient the shopping experience via desired needs like bulk with regular items, fulfillment options, and subscriptions. | • Not all of the filtering options are intuitive and clear. Left-hand and top horizontal filters have overlapping options with no clear indication of the difference. It's difficult to clearly identify which items are candidates for shipping, delivery, or pickup, and why this distinction has its own top-level filter. | • The subscribe option on product pages appears disabled, but the user is able to interact with it.           | • Managed users get appropriate system messages and feedback according to spend limits.   | • The My account view lacks intuitive guidance, prompts, or progressive disclosure to assist with setting up wallets and users for their business account.   | • It's unclear if and how phone numbers can be added for users when creating and editing a user.  |   |
| • Immediate experience is hyper-transactional and does not talk to me as a business owner and office manager.                      | • The first-time user/non-member experience of the home screen is overwhelming and presents multiple categories, options, deals, industries, essentials, and business solutions. The multitude of the layout does not follow any immediate logical hierarchy or mental model to answer and cater to the immediate needs and goals of first-time users/non-members.               | • Sign-up process can be abandoned after step 1, with a limited access view of the account, with abrupt dead ends landing the user on step 2 of the form.  | • Sign-up process can be abandoned after step 1, with a limited access view of the account, with abrupt dead ends landing the user on step 2 of the form. | • System location remains defaulted to an incorrect location even after the sign-up process with a confirmed address.  | • The subscribe radio button doesn't seem like a valid design pattern to convert something in the cart to subscription; it's difficult to understand how it impacts the cart and my account.  | • Adding pick-up only items to cart seems to lock users into a pick-up only flow.                             | • Subscription flow is inconsistent. Some items can be subscribed to from product details page; others don't appear as subscribable at all on product detail page, but have the option in the cart. | • It is not immediate apparent and clear to the user that they are purchasing an order that's locked into a certain fulfillment category, e.g. pick-up only with no way to change or manage options when and where applicable. | • The Retailer filter does not readily communicate the distinctions between fulfillment sellers and how it impacts the shopping experience. |   |
| • Having essentials for my office needs is good, but it's not clear how Walmart Business is going to really help me if I purchase. |  |  |   | • Sign-up process can be abandoned after step 1, with a limited access view of the account, with abrupt dead ends landing the user on step 2 of the form.  | • The shipping/delivery/pickup filtering is inflexible and does not accommodate users that may want a mix of options according to multiple dimensions, like cost and convenience.   | • The system does not seem to adapt based on previous searches or orders.                                     | • Products not available for subscription show up when trying to filter by sub only.  | • It's unclear how checkout is managed with spend limits.  | • It's unclear if and how phone numbers can be added for users when creating and editing a user.  |   |

## Negatives

- |  |  |  |   |  |   |   |   |  |  |   |
|--|--|--|---|--|---|---|---|--|--|---|
| • Large product selection for all of my small business needs.  | • Limited content or calls-to-action clearly explain what makes the business site unique.  | • Familiar and intuitive shopping categories to meet my needs.   | • Sign-up step 1 process is simple, intuitive, and quick, requesting information that is readily available or easy to immediately recall.                 | • My Account has a dashboard feel and contains all the relevant categories to support an initial understanding of what features, functions, and options come with a Walmart Business account.  | • Providing the ability to manage the shopping experience through different fulfillment options provides a level of personalization and flexibility.  | • Overall the search results offers a familiar consumer experience that supports the baseline needs of users. | • Product detail pages contain robust information and adhere to global consumer expectations. | • Checkout minimizes navigation for a focused experience.  | • User management provides a familiar enterprise experience with logical options and filters.    | • Wallet provides a familiar enterprise experience. |
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| • Immediate experience is hyper-transactional and does not talk to me as a business owner and office manager.                      | • The first-time user/non-member experience of the home screen is overwhelming and presents multiple categories, options, deals, industries, essentials, and business solutions. The multitude of the layout does not follow any immediate logical hierarchy or mental model to answer and cater to the immediate needs and goals of first-time users/non-members.               | • Sign-up process can be abandoned after step 1, with a limited access view of the account, with abrupt dead ends landing the user on step 2 of the form.  | • Sign-up process can be abandoned after step 1, with a limited access view of the account, with abrupt dead ends landing the user on step 2 of the form. | • System location remains defaulted to an incorrect location even after the sign-up process with a confirmed address.  | • The shipping/delivery/pickup filtering is inflexible and does not accommodate users that may want a mix of options according to multiple dimensions, like cost and convenience.   | • The system does not seem to adapt based on previous searches or orders.                                     | • Products not available for subscription show up when trying to filter by sub only.          | • It's unclear how checkout is managed with spend limits.  | • It's unclear if and how phone numbers can be added for users when creating and editing a user. |   |
| • Having essentials for my office needs is good, but it's not clear how Walmart Business is going to really help me if I purchase. |  |  |   | • Sign-up process can be abandoned after step 1, with a limited access view of the account, with abrupt dead ends landing the user on step 2 of the form.  | • The shipping/delivery/pickup filtering is inflexible and does not accommodate users that may want a mix of options according to multiple dimensions, like cost and convenience.   | • The system does not seem to adapt based on previous searches or orders.                                     | • Products not available for subscription show up when trying to filter by sub only.          | • It's unclear how checkout is managed with spend limits.  | • It's unclear if and how phone numbers can be added for users when creating and editing a user. |   |

## Opportunities

- 1 Ensure the Welcome to Walmart Business info modal is firing on all SEM related pages.
- 2 Segment the experience to hyper-target first-time customers with explicit value proposition content directly in the UI (consider replacing carousel), clear calls-to-action for getting started with member features, and utilizing other progressive disclosure design paradigms to guide and accommodate first-time users.
- 3 Tailor the homepage for non-authenticated users, by providing guidance on key conversion tasks like account creation, understanding the specific types and benefits of various offerings, price comparisons with competitors, tailored marketing content depending on their industry, etc.
- 4 Create a more explicit and intentional progressive sign-up process by making key features like My Wallet, Subscriptions, and Manage Users a showcased functionality with clear call to actions that sets an expectation with the user around a required EIN to complete membership sign-up.
- 5 Create and implement an intuitive, one-time, "set-up my business account" that guides the user through the personalization process and enables them to seamlessly take advantage of the My Account features.
- 6 Create and validate with customers a new design pattern for how fulfillment can work as a flexible, on-demand feature across multiple dimensions of the experience: shopping, cart and checkout, and account. Making fulfillment fluid across multiple dimensions is ideal for the customer to make informed shopping decisions for their business.
- 7 Opportunity to simplify the experience for filtering out pickup/delivery. There are already multiple UIs for filtering. Or perhaps this could be an account setting that an admin would control.
- 8 Resolve UI and tech hiccups in conjunction with the recommendations from #6 will create an optimal user experience.
- 9 Implement fulfillment options as a flexible, on-demand feature that enables users to interact and engage with it as needed during the check-out process.
- 10 Build on recommendation in #5 to implement a one-time, guided account set-up that provides meaningful steps and/or prompts for setting up key aspects of user account management.
- 11 Provide better clarity regarding user management with explicit prompts, interactions and system feedback, for user management, as well as wallet and payments.



USER EXPERIENCE & PRODUCT DESIGN GROUP

# Walmart Business Site Audit

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