Welcome Pack Navigation Testing

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Overview

- There is a gap in serving new hires, and by giving them access to the Welcome Pack, we hope to close this gap.

- The purpose of testing was to evaluate design options for the Welcome Pack's primary and secondary navigation.

Testing Plan

- Primary navigation designs were tested using A/B testing method on 6 participants. Participants were asked to choose which variations of the navigation design they liked better and explain why.

- To discover which menu items users would click and in what order we also asked our 6 participants to role-play as new hires to Coke and to point and say aloud which menu items they would click first, second, third, fourth, etc.

Design Variations
Primary Navigation

Participants were in favor of image 2. They liked the larger text in image 1 while those in favor of image 3 liked the "clean" design of the white background, with a few even mentioning that this better matched the Coca-Cola brand.
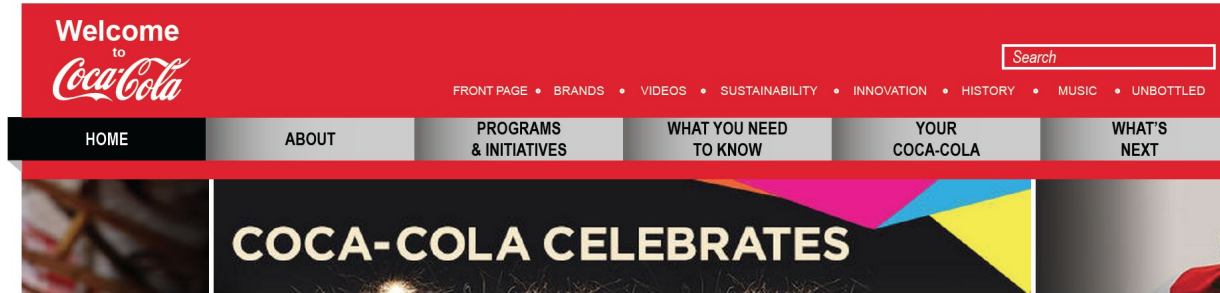
Design Variations
Secondary Navigation

Participants were nearly unanimous in this section - 5:1 in favor of keeping a search feature at the top right and the secondary navigation directly over the primary navigation.
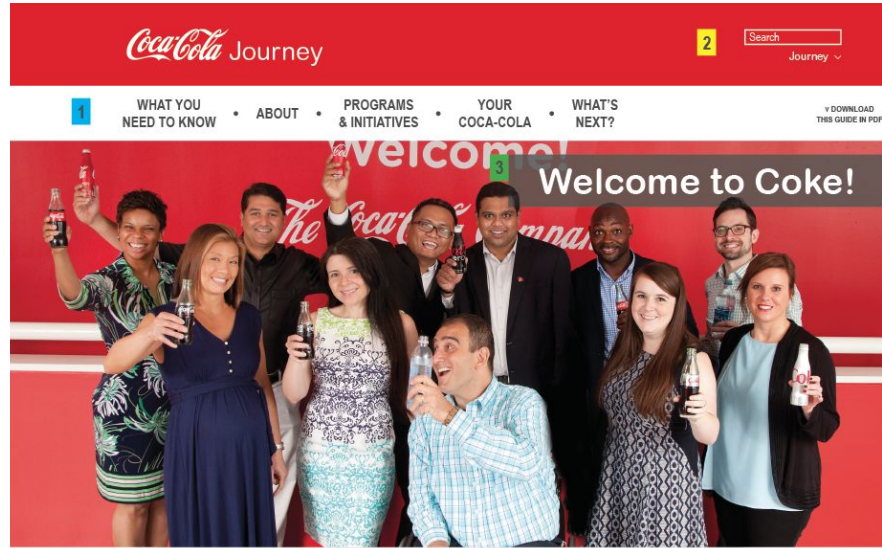
Menu Options Ranking by Users

Below (Table 1) is the raw data of how the users ranked the menu options.

Table 1: Raw User Rankings						
Menu option	U1	U2	U3	U4	U5	U6
Home			3			
About		2	4	1	2	3
Programs & initiatives	1	3			3	2
What you need to know	2	1	1		1	1
Your Coca-Cola	3	4			4	
What's Next					5	4
Videos			5			
History				2		
Unbottled			2			

Suggestions

1.*Primary Navigation* - Reordered based on user rankings, larger font closer to that of the original Journey navigation, white background remains to fit Coke brand.

2. *Secondary Navigation* - Place directly over primary navigation, hide in dropdown, search placed at top-right.

3. *Welcome Message* - Give users a sense of place and a differentiation from Journey