

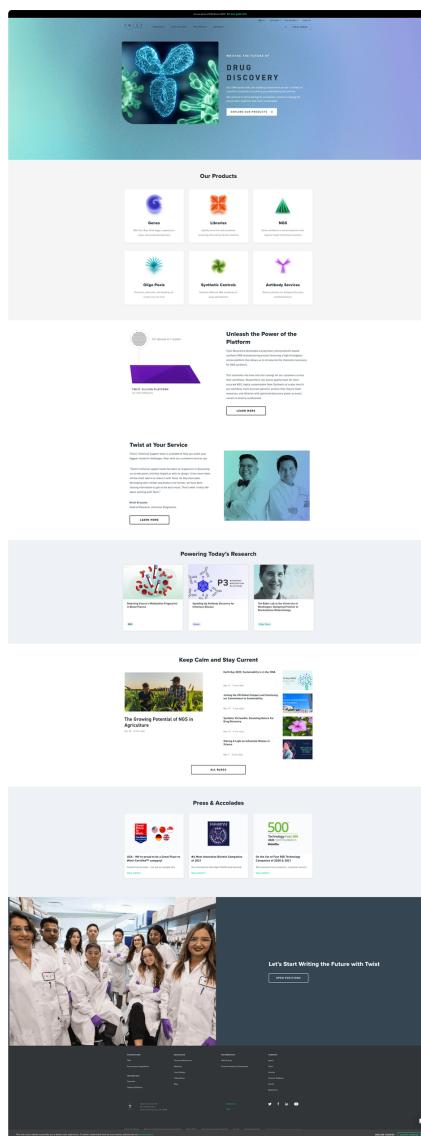
Competitive Website Audit (IDT & Twist)

Homepage

IDT



TWIST



IDT Page content structure:

- Promo bar
- Super navigation
- Main navigation bar
- Hero banner containing cycling content
- Products, tools and services section; links to overview and product pages
- Blog article with link to blog
- Educational article with link to full educational site
- Footer with site links
- Live chat

TWIST Page content structure:

- Promo bar
- Super navigation
- Main navigation bar
- Hero banner containing cycling content
- Products and services section; links to overview and product pages
- Technology section with link to tech overview
- Support section with link to contact
- Research section with case studies
- Blog articles with link to blog
- Press and awards
- Careers section
- Footer with site links
- Live chat

Navigation

IDT

TWIST

IDT Navigational features & elements:

- Super navigation with search bar, login, cart and support links
- Top navigation bar with drop down subnav for each category
 - Products & Services
 - Applications & Solutions

Integrated DNA Technologies acquires Archer™ next generation sequencing research assays to advance actionable scientific discoveries.

PRODUCTS & SERVICES ▾ **APPLICATIONS & SOLUTIONS** ▾ **SUPPORT & EDUCATION** ▾ **TOOLS** ▾ **COMPANY** ▾

- COVID-19 SOLUTIONS**
- NGS Solutions**
- Gene Expression**
- CRISPR**
- GENE & RNA**
- GENES & GENE FRAGMENTS**
- NEXT GENERATION SEQUENCING**
- FUNCTIONAL GENOMICS**
- REAGENT KITS**
- OPTIONAL SERVICES**
- DATA MANAGEMENT**
- GUARANTEED PAYMENT CARD**
- PROMOTIONS & DISCOUNTS**

Order the latest next generation sequencing research assays to advance actionable scientific discoveries.

Search Order the latest next generation sequencing research assays to advance actionable scientific discoveries SIGN IN

Integrated DNA Technologies acquires Archer™ next generation sequencing research assays to advance actionable scientific discoveries.

PRODUCTS & SERVICES ▾ **APPLICATIONS & SOLUTIONS** ▾ **SUPPORT & EDUCATION** ▾ **TOOLS** ▾ **COMPANY** ▾

- CANCER RESEARCH**
- DRUG DISCOVERY**
- GENE OR PATHWAY STUDIES**
- DIAGNOSTIC RESEARCH**
- NGS SOLUTIONS**
- WET LAB**
- NGS SEQUENCING METHOD**
- GENOTYPING**
- INDIVIDUALIZED THERAPY**
- WHOLE GENOME SEQUENCING**
- TARGETED DNA SEQUENCING**
- TRANSCRIPTOME SEQUENCING**
- WHOLE TRANSCRIPTOME SEQUENCING**
- EXOME SEQUENCING**
- SARS-CoV-2 Sequencing**
- NGS Solution Builder Tool**
- Personalized Research**

right solutions at the best price.

Quick order All-RT[®] products, Custom Oligos, Custom Oligo Pools, Large-scale synthesis, DNA oligo pools

Integrated DNA Technologies acquires Archer™ next generation sequencing research assays to advance actionable scientific discoveries.

PRODUCTS & SERVICES ▾ **APPLICATIONS & SOLUTIONS** ▾ **SUPPORT & EDUCATION** ▾ **TOOLS** ▾ **COMPANY** ▾

- OLIGO DESIGN & HANDLING**
- CRISPR**
- GENE & RNA**
- GENES & GENE FRAGMENTS**
- PCR ANALYSIS**
- DNA & RNA**
- CRISPR genome editing**

Discount offers and promotions Minimize your research budget by increasing our current offers and promotional codes to find the right solutions at the best price.

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The future of personalized genomics is here

Watch our webinar: Advancing hematology research with gRNA NGS

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Are you going to PDX Biocon 2020? Get your guide here!

PRODUCTS ▾ **APPLICATIONS** ▾ **RESOURCES** ▾ **COMPANY** ▾ **START ORDER** ▾

Variant Libraries ORDER NOW!

- Oligo Pools
- Combinatorial Variant Library
- TCR and CAR Libraries
- Spotted Cell Line Libraries
- Site-Specific Libraries
- Synthetic Oligos
- Antibody Discovery

Watch how TWIST helps variant libraries for your perfect application.

We continue to drive biological innovations aimed at making the world safer, healthier and more sustainable.

EXPLORE OUR PRODUCTS ▶

Are you going to PDX Biocon 2020? Get your guide here!

PRODUCTS ▾ **APPLICATIONS** ▾ **RESOURCES** ▾ **COMPANY** ▾ **START ORDER** ▾

WRITING THE FUTURE OF DRUG DISCOVERY

Our RNA-based tools are enabling researchers across a variety of disciplines to achieve groundbreaking discoveries. We continue to drive biological innovations aimed at making the world safer, healthier and more sustainable.

EXPLORE OUR PRODUCTS ▶

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EXPLORE OUR PRODUCTS ▶

◦ Support & Education

◦ Tools

◦ Company

- Products & Services navigation includes long list of text links to overview and detail pages for ALL offerings
- Wide variety of tools can be found via the Tools navigation
- "Get help" navigation dropdown with various methods to contact or find information

TWIST Navigational features & elements:

- Super navigation with support, sign in and orders links
- Top navigation bar with drop down megamenu for each category, site search and order CTA
- Products
- Applications
- Resources
- Company
- Graphical megamenu includes a drill-down of links for each subnav item
- Products megamenu includes CTAs to order
- "Start order" CTA triggers a navigation element to choose a product type to order or get a quote

PRODUCT OVERVIEW PAGE

IDT

Integrated DNA Technologies

PRODUCTS & SERVICES ▾ **APPLICATIONS & SOLUTIONS** ▾ **SUPPORT & EDUCATION** ▾ **TOOLS** ▾

The future of personalized genomics is here

Watch our webinar: Advancing hematology research with gRNA NGS

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TWIST

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EXPLORE OUR PRODUCTS ▶

IDT Page content structure:

- Overview hero section
- In-page navigation with related product links and anchor linking
- Sub-product section linking to individual products
- Product overview with comparison chart of related products
- Order-supporting section with tools and order status
- Footer with site links

The screenshot displays the Gensuite website's homepage and several key functional areas:

- Header:** Features a search bar with placeholder "Search for a gene" and a "Find it here" button.
- Section 1: The Power of Silicon-based DNA Synthesis**
 - Text:** "Silicon-based DNA synthesis is the future of DNA synthesis. It's faster, more accurate, and more reliable than traditional DNA synthesis methods."
 - Image:** A circular diagram illustrating the DNA synthesis process.
 - Text:** "Silicon-based DNA synthesis is the future of DNA synthesis. It's faster, more accurate, and more reliable than traditional DNA synthesis methods."
- Section 2: How It Works**
 - Text:** "Gensuite genes are delivered as plasmid DNA or mRNA. We can do it all in-house or work with our partners to get your genes where you need them."
 - Image:** A flowchart titled "How It Works" showing the process from gene request to delivery.
 - Text:** "As we have the largest inventory of genes in the high-quality gene database."
- Section 3: What do we offer?**
 - Text:** "From standard sequencing to gene synthesis, we offer the most complete gene synthesis service."
 - Image:** A grid of icons representing different services: Gene Expression, Custom Design, Gene Synthesis, and Gene Delivery.
 - Text:** "Our mission is to make gene synthesis easier and more accessible."
- Section 4: Testimonials**
 - Image:** Three testimonial cards featuring quotes from satisfied customers.
- Section 5: Featured Resources**
 - Image:** Three resource cards: "Silicon-based DNA synthesis is the future of DNA synthesis," "How to Order a Gene," and "How to Order a Plasmid."
- Section 6: Open Orders**
 - Image:** A summary of open orders: 220 in Production, 840 Shipped, 340 Delivered.
 - Text:** "Discover instant and fast delivery. Watch our 'How It Works' video to see how to order genes and plasmids from our e-commerce platform."
- Section 7: e-Commerce Platform**
 - Text:** "Finally, an easy way to order DNA."
 - Image:** A screenshot of the e-commerce interface showing a search bar, a play button, and a "Search" button.
 - Text:** "Search for a gene or plasmid to find the right one for your project." (with a magnifying glass icon)
 - Text:** "Get your gene or plasmid delivered faster with our express shipping options." (with a delivery truck icon)
 - Text:** "We offer a wide range of gene and plasmid products to meet your needs." (with a DNA helix icon)
 - Text:** "Place your order online and track its progress in real-time." (with a progress bar icon)
 - Text:** "Our user-friendly interface makes it easy to navigate and find the information you need." (with a lightbulb icon)

SOLUTION / METHOD OVERVIEW PAGE

- Live chat

TWIST Page content structure:

- Hero with order and contact CTAs
- Tabbed main content including overview, product specific, tech resources, references and FAQs
- Each tab includes a product configuration module to calculate estimated pricing
- Within the product configuration module, there is a generic price breakdown spreadsheet for the various fees for all possible formats
- A section dedicated to the “ease of ordering online” with an embedded video walking through the process, plus a few highlighted benefits below the video
- Footer with site links
- Live chat

IDT Page content structure:

- Hero section with overview description plus in-page navigation anchoring to content sections below
 - Workflow section with topics and links to various workflow steps
 - Method section with topics and links to various methods
 - NGS tool section with a CTA to launch the NGS tool
 - Section that includes a few of IDTs partners with links to news/press release announcing the partnership
 - A section specific to requesting an NGS consultation, linking to a contact form page
 - Footer with site links
 - Live chat

NOTE: Our sequencing tools, test, or test kit do not diagnose, prevent, or treat any disease. They are not intended to provide medical advice or treatment for any disease. Please consult your healthcare provider for any medical advice or treatment.

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[Learn more about NGS](#)

PRODUCT DETAIL PAGE

IDT

TWIST

TWIST Page content structure:

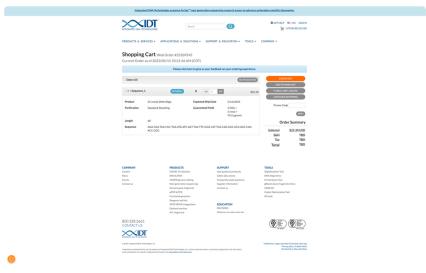
- Hero section with overview description
- Product submenu section with links to all associated products
- NGS benefits bar
- NGS benefits section with graphics and supporting copy
- Embedded "learn about NGS" video
- Testimonials section
- NGS resources section with links displayed technical notes and a form to request the full paper
- Footer with site links
- Live chat

IDT Page content structure:

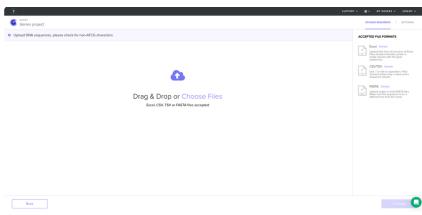
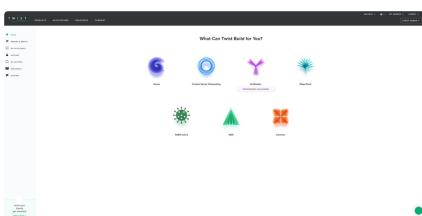
- Overview hero section
- In-page navigation with related product links and anchor linking
- Section with pricing and CTAs sending user through ordering process
- Product detail section with a yield chart
- Product data section including data graphs and pricing charts for purification, formulation and custom qc
- Resources section with user guides, brochures and relevant web tools
- FAQs section

ORDERING PROCESS W/ LOGIN

IDT



TWIST



IDT User journey:

1. From a product page, the user will click on the “ORDER NOW” CTA, which will take them to the oligo entry / sequence input page
2. The user will enter in all of their sequences and configure them appropriately and then add them to their order and taking them to their shopping cart
3. Once in cart, if the user wants to continue shopping, they have that option taking them back to the “all products” page, otherwise they can select the option to checkout
4. At this point, the user directed to the sign in page and prompted to either sign in or register, in order to continue with ordering their product(s)

TWIST User journey:

1. When a user wants to order a product from either a product page or the “Start order” navigation, they will be taken to the login page (if they aren’t already logged in)
2. The user will have the option to log in or sign up a new account
3. Once logged in, the user will be taken to the product selection screen to continue their journey; if they came from a product page, they will skip the main selection screen
4. A user is logged in with a session cookie that is valid for 7 days
5. Lastly, the user will upload and review their sequences before proceeding to cart

KEY TAKEAWAYS

Homepage

- Displaying product category tiles directly on the homepage will be key to showing prospects and customers what we have to offer.
- Higher visibility and availability of technology and research materials plus customer testimonials can help improve company trust and credibility up front.
- Existing customers should be presented with a hassle-free path to (re)order more kits or see their account information.

Navigation

- The usage of a megamenu (navigation with drop down options, graphical content and CTAs) offers a more valuable solution for direct

Solution / Product Overview

- If a category, solution or product has sub products or services related to it, we would want to include a section organizing describing the groups of products and linking them up to the product details pages or directly to order.
- If a category, solution or product has sub products or services related to it, a comparison chart can help differentiate between products and ultimately helping the user choose the most suitable product for them.
- Including videos outlining a particular service or product type can add a more engaging experience to the user journey.
- Treat a category page like a landing page where we can send organic and paid traffic. Higher-level information with a good balance of

user journeys; allowing a user to drill down to what they are looking for without the threat of getting lost on the site.

- If a user is having a hard time navigating the site, an intuitive site search is a great alternative.
- Live chat and/or a quick way to find support, contact us or ask questions should exist on the site.

PRODUCT DETAIL

- Hero section that includes CTAs for ordering, requesting a quote or contacting sales, lets the user know that the product or solution is purchasable and provides an easy path to order.
- Including some sort of pricing model, base/MSRP price or calculator will allow a user to do a quick competitive comparison if they are price shopping. We would also mention that pricing may vary or special pricing is available for customers.
- For products that don't need any further configuration or are off-the-shelf, it makes a lot of sense to allow a user to add them right to cart from any given product page.
- Tabbed content is useful when the information on the page gets extremely long and will create endless scrolling on the page.
- FAQs, support and product resources helps build confidence that a user is making the right decision by ordering through us.
- Graphics and charts can be useful when data needs to be presented in a more visual way.

marketing and science/technology.

- Including a section regarding the benefits of any given solution (competitively or not) with customer testimonials provides the company with an advantage to our customers.
- In-page navigation or tabbed content can help with better flow of content as a user moved down a page or wants to skip to a relevant portion of information.

ORDERING PROCESS

- Better integration between the main site and eCommerce, allows the user to be more direct with the product they are researching or have chosen, and being able to go directly into the kit building/purchasing user flow via some CTA.
- If a customer is already logged in, either from a current or prior session, choosing to order a product from a product overview or detail page would take the user straight to the sequence upload/design page for THAT specific product, and bypass any need to re-choose a product.
- If a user navigates directly to the eCommerce site and logs in, it would be beneficial to display the product types once signed in.