eCommerce Strategy: Website Audit and Competitive Research

💡Key findings and recommendations from website audits 💡

Telesis Bio website audit

HOMEPAGE

- There isn't much "fresh" content on the homepage for first-time or returning visitors. The TED talk video is 5 years old and the testimonial is static.
- There is little to no visibility to BioXp kits and the only way to get to a product section to learn about the portfolio of kits, is via the main navigation or footer.
- All content on the homepage has an even weight to it. There really isn't a main focus of the page and the content doesn't really tie in together cohesively.
- Having a contact us form at the bottom of the page seems like a stretch, as most visitors do not have enough information at this stage of their journey to have questions to ask for help to seek.

NAVIGATION

- Static navigation doesn't provide much insight to what is behind each link. Multiple page visits are needed in order to find the desired destination/information.
- Use of a mega menu would definitely help with the user journey and allow a visitor deeper visibility into the site structure. Subnav for the product section is incomplete and is part of the page content rather than the actual navigation. Subnav for other sections of the site is ok, but still requires additional clicks.
- The site search works but is lacking fine-tuned and structured page results.

PRODUCT DETAIL

- Product detail pages for kits are very light on informative content but do include product specs with inputs and outputs. As a new customer or prospect, I would not feel comfortable moving forward with purchasing a system or kit with the information provided on the product pages.
- The addition of how-to videos or more in-depth views of how the products function, could add additional credibility that the customers may be looking for.
- There is no mention of what to expect when ordering any given kit. Only way to move further along in the user journey towards purchasing a kit, is by clicking the "ORDER" CTA.
- Like our competitors, it would be ideal to include some content around the ordering

workflow and the ease of doing so.

SOLUTION / PRODUCT OVERVIEW

- Many of the overview pages are mainly constructed of links to detail pages. The focus on the overview aspect is lacking from these pages.
- With the use of a mega menu, we could potentially remove the overview pages as a necessary step in the user journey. The page structure of the various overview pages are inconsistent and some do not have the content that properly supports the topic.
- Again, if a user is interested in purchasing a kit or system, there isn't a defined path for them to do so from any overview page. Providing the user a path to MBX and to the product category within the portal would be ideal.
- Contact us form at the bottom of each page is not specific to the given page or topic, so we do not know which page they filled the form out on. Creating a single contact us form page and introducing more topic specific form fields would help target the user better in our responses.

ORDERING PROCESS

- More information on each product page or product overview page regarding purchasing any given product, including pricing (even if MSRP), could exponentially increase engagement.
- Any CTA on the site should include AND persist a unique URL destination for MBX so that after the user logs in, they will continue on to the product specific page to order.
- For customers that visit www before logging into MBX, we should add a similar product selection experience for them on the main website, similar to how Twist and IDT do. It is a standard experience to do shopping outside of the shopping cart, so creating a more seamless ordering process from www to MBX only makes sense.

Twist & IDT website audit

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 mega menu (navigation with drop down options, graphical content and CTAs) offers a more valuable solution for direct 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 help 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.

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 help 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 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 moves 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.

Illumina website audit

HOMEPAGE

- Prominent and eye-catching hero section with nice lifestyle imagery and main CTA provides a focus and theme to the homepage. Return visitors are shown a different page layout and elements including the hero section.
- Areas of interest section creates a secondary navigational element to get users to a quicker destination. The elevated use of customer stories give the company more credibility for users browsing the site for the first time. For any organic visitors, including the tools section is a good strategy to gain confidence in the company. Other trust builders such as news and press releases have a good impression on first-time visitors.

PRODUCTS OVERVIEW

- The use of a product catalog to list all products can be very helpful when a company offers an extensive list of products. Product filters add an additional way to find the products that are specific for a specific system, use or vertical space. Product catalogs are typically easy to maintain with proper product tags and attributes.
- Allowing a user to find a product via a more organized product page that groups products based on interests or types, may provide a more direct path to a product or group of products without all of the filter selections.
- When a user cannot make a decision with the criteria provided, a search bar or guided journey is another method to find the right product.

SYSTEMS OVERVIEW

- The visual product lineup in the hero section allows the user to see that there is a wide offering and entices the user to explore further the differences of the systems.
- A thorough comparison table showing the differences in features from one system/platform to another as well as paths to dig deeper into each system/platform can help a user find the system/platform that is right for their organization.
- If the user isn't quite sure which product to go with, there is a supplemental buyers guide as well as a way to reach out to the sales team for a demo.

NAVIGATION

- The usage of a mega menu (navigation with drop down options, graphical content and CTAs) offers a more valuable solution for direct 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.
- Super navigational elements with cart, setting and favorites are a nice way to engage a user and have them customize their experience and increase their stickiness on the site.

GUIDED SELECTION

- Often, product names carry little meaning to users if not properly thought through. In these cases, offering a guided product selector makes the process more intuitive for the user.
- Asking the user a series of guided questions, and often including some visual

treatment such as icons or graphics, take a lot of the guesswork out of the product selection by filtering out options that make most sense for the user based on the provided answers.

PRODUCT DETAIL

- For an eCommerce site, it is essential to allow a customer to add a product to cart from the product page or AT LEAST see pricing options.
- Highlighting product features as well as providing specifications can give the customer more reason to purchase the selected product or find one that is more suited for their needs.
- Displaying related products, solutions or bundles can increase product awareness and even RPV.

ORDERING PROCESS

- The eCommerce integration on a product page creates less friction and allows a customer to configure and add a product to cart, even without logging into their account yet.
- Hiding prices to avoid sticker shock up front is a normal practice for this market and allowing a customer to sign in to see pricing is perfectly fine.
- Requiring an account login during checkout is a more natural user flow for eCommerce sites and in most times, is expected. Using on-page upsells/add-ons or via modal window after adding an item to cart, not only help boost revenue, but save the customer an additional purchase later for forgotten items necessary to a workflow.

CURRENT WEBSITE USER PATHING FROM WWW TO MBX

Besides the CTA in the main navigation pointing to MBX, the only other customer path from www to MBX is via a product detail page (BioXp kits and Benchtop reagents). All **ORDER NOW** buttons currently link to http://customer.telesisbio.com and not to their respective product specific pages in MBX. Because of this, anytime a user clicks on an ORDER NOW button, and they are not already logged into their MBX account, they will land on the MBX login page. After logging in, they are sent to the main MBX homepage where they need to navigate and reselect their desired product.
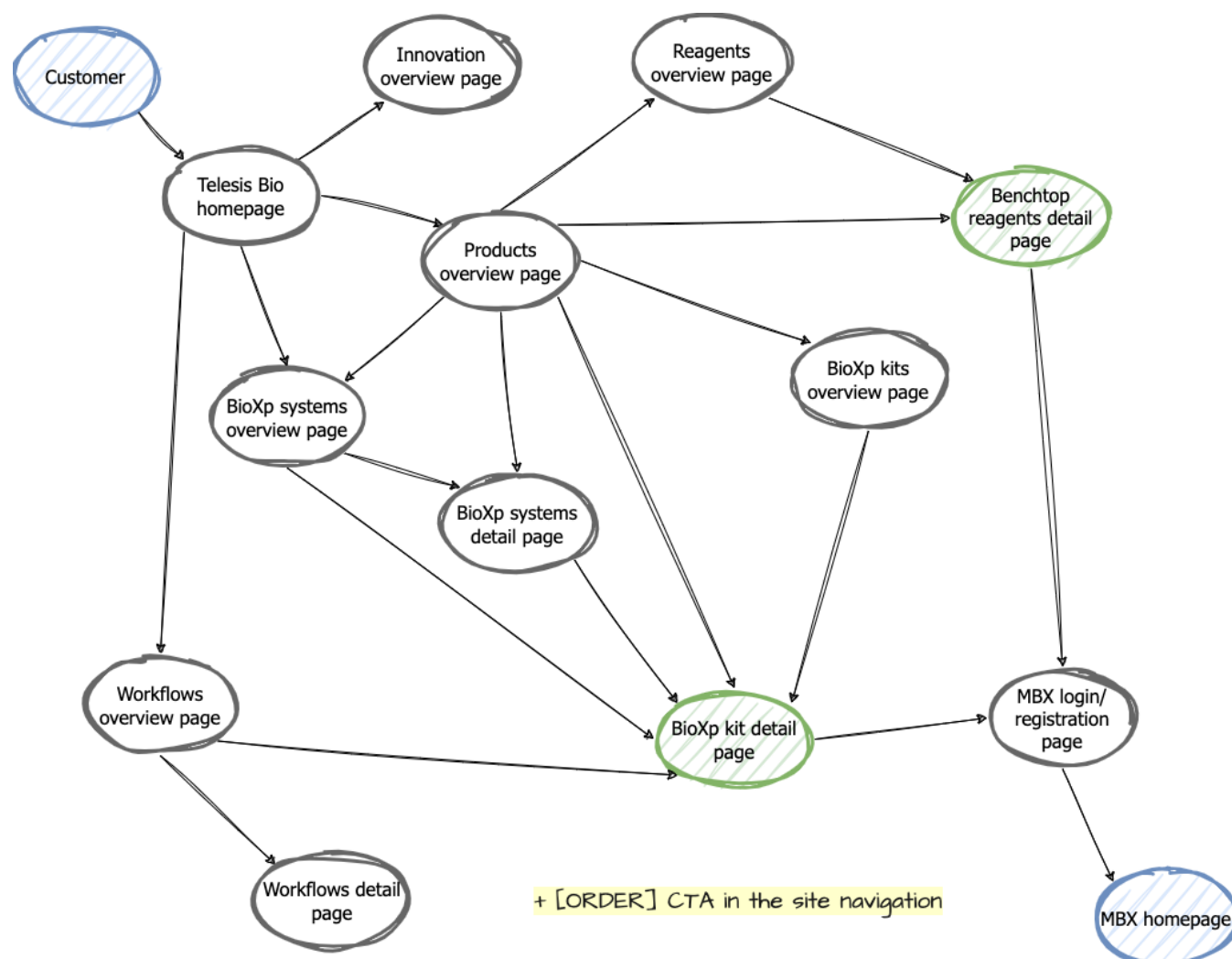
PROPOSED WEBSITE USER PATHING FROM WWW TO MBX

The idea is to have a path to MBX from any page that mentions a product that is purchasable via eCommerce. If a user is not yet logged into MBX, they will be prompted to before being directed to the product category or product specific eCommerce page in MBX. We would want to persist their URL through the login process.
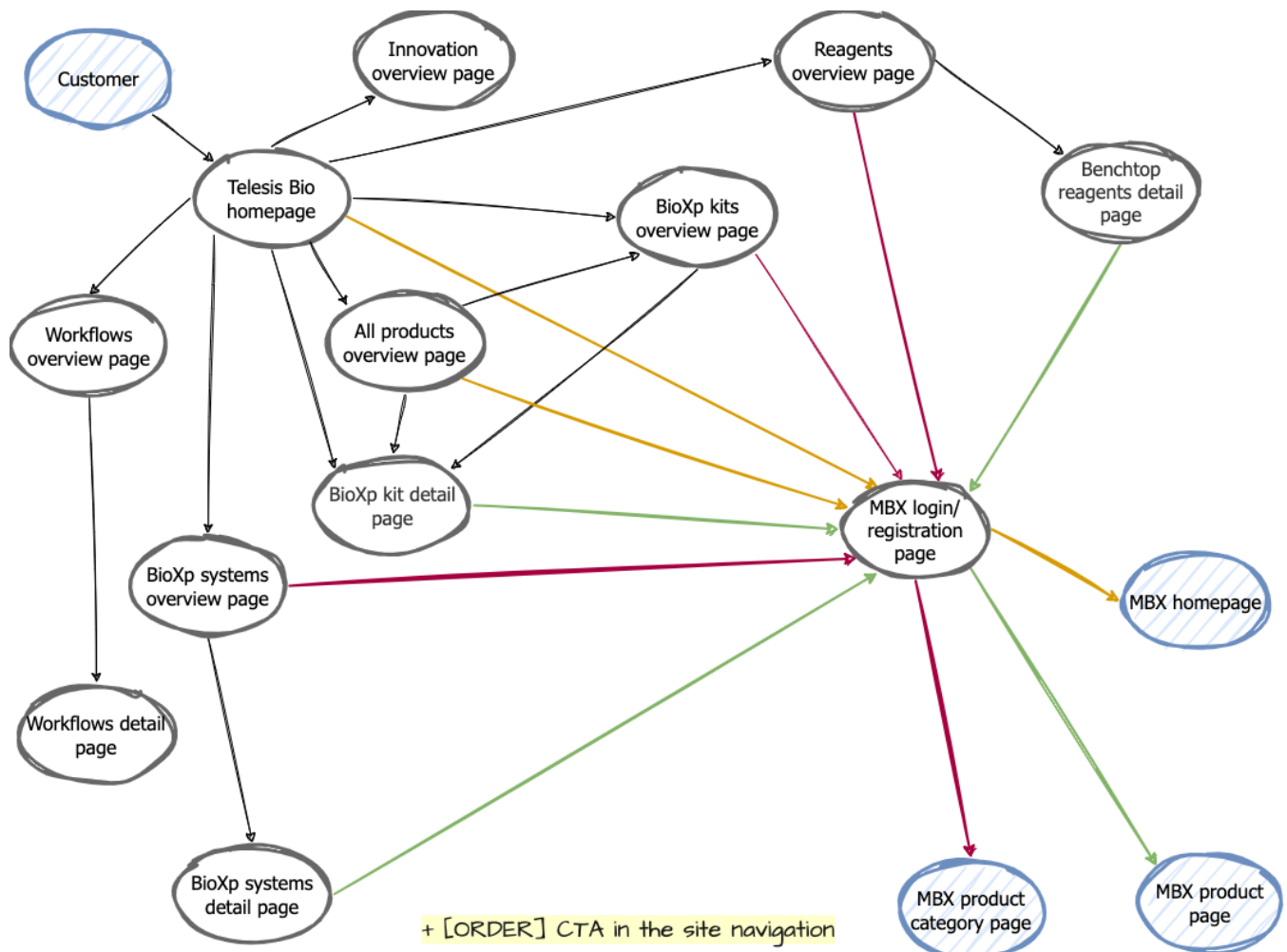
When a user is already logged in to MBX, the product URL will persist into MBX and they will get directed straight to the appropriate product category or product specific eCommerce page.
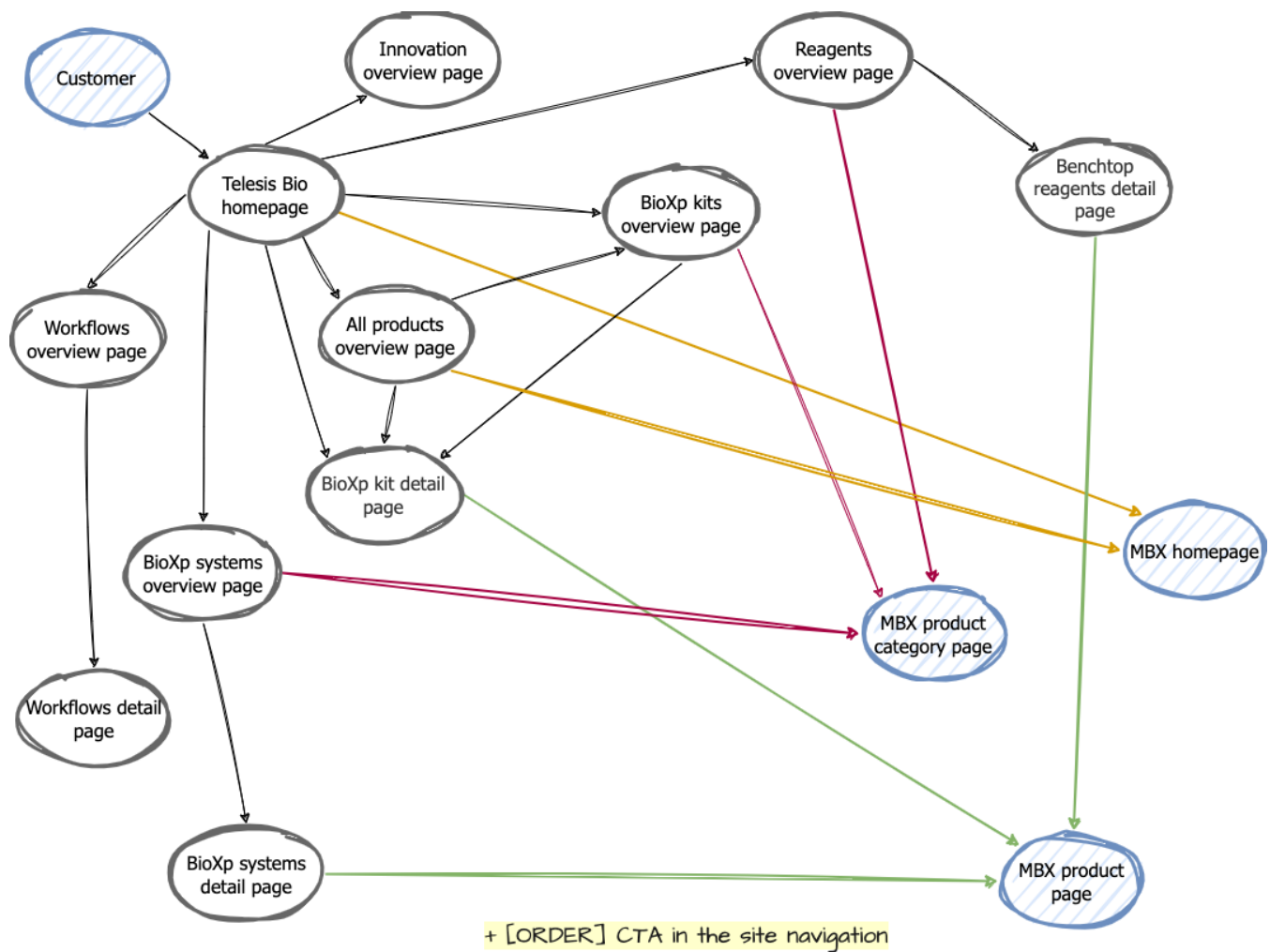
🐳Creating a more cohesive website experience and boost eCommerce presence🐳

NEXT STEPS (NEAR-TERM)

PoC of CMS with current state of www => this will allow us to better maintain and make future improvements of the site (and rid of WordPress) - create tickets for: 1) Discover - Liferay (spin up container w/ access); 2) Demo access capabilities for admin vs content with minimal templating

telesisbio.com page audit to determine and propose simplified page templates (ie. unify all product pages with same layout) ECM-2908: [Discover] WWW - Page catalog of all web pages and determine simplified page templates **DONE** Website

audit of illumina.com, to add to findings of IDT & Twist websites

ECM-2906: [Discover] Website - Perform website user flow analysis of Illumina.com **DONE**

telesisbio.com optimizations

More prominent CTAs; higher visibility (ORDER NOW; See pricing - Must log into your myBioXperience account, etc.) ECM-2909: [Implement] WWW - Add higher visibility CTAs to website allowing users to order products or see pricing **TO DO** Update "ORDER NOW" CTAs to enable persistent URL functionality; allow a direct user path through MBX login, and to the desired product pages within MBX

ECM-2905: [Implement] WWW - Update "ORDER" button URLs to point to product specific pages in MBX **DONE** Update top CTA from ORDER NOW to MY ACCOUNT (or something similar)

Centralize product information and details on telesisbio.com and outside of MBX

Create product catalog page (all products)

Create kit type category pages (De novo, Select, NGS, etc.)

MBX optimizations

Update MBX login page; replace carousel with something of value and add navigation

ECM-2333: [Design UX/UI] MBX - Create mockups redesigning the login screen **DONE**

Update MBX homepage to include all kit types or buildable "things" (Genes, clones, libraries, etc.)

ECM-2280: [Design: UX/UI] MBX- Create mockups for the BioXp kit catalog page and MBX homepage for better usability **DONE**

NEXT STEPS (LONG-TERM)

Improve navigation and site architecture

Redesign homepage, product/solution overview pages and product detail pages

Figma Wireframe - Homepage **IN PROGRESS**

Figma Wireframe - Product Overview **IN PROGRESS**

Introduce tools to www, gated or ungated

Build out telesisbio.com fully in a new CMS

Gaining a better understanding of the current use and customer experience on www & MBX

NEXT STEPS (NEAR-TERM)

Set up analytics dashboards for out-of-the-box metrics

ECM-2907: [Implement] Analytics - Create GA dashboard & reporting for out-of-the-box metrics **DONE**

Gather heat- and click-maps

ECM-2724: [Implement] Analytics - Configure behavioral analytics for MBX in HotJar **DONE**

Website usability testing

NEXT STEPS (LONG-TERM)

Set up custom metrics for telesisbio.com and MBX

ECM-2727: [Implement] Analytics - Set up and configure custom metrics in GA and GTM **TO DO**

Website usability testing

A/B testing