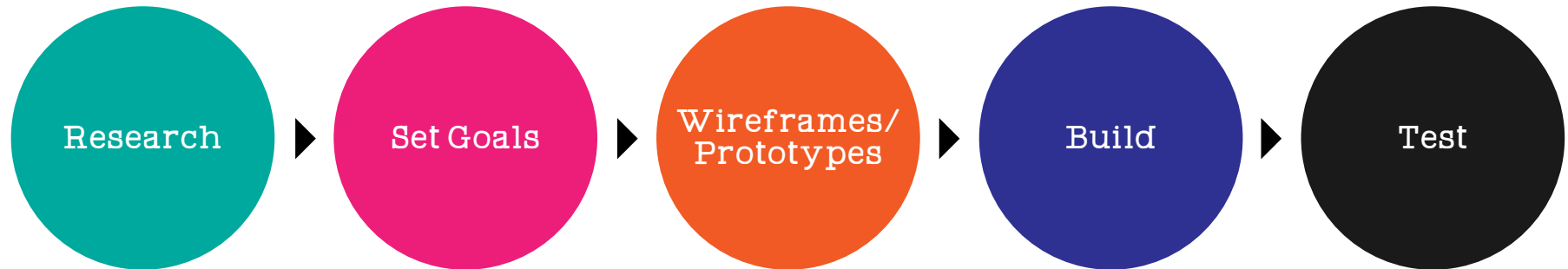


PEAR TREE NAVIGATION

Project Overview

My Process



- interview users
- [usertesting.com](#)
- review past research, such as Baymard Institute
- competitor research
- user story

- review business requirements
- define rules
- make sure goals are objective
- keep goals minimal to avoid scope creep

- sketch basic flow
- rough out UI
- design wireframes
- test wireframes
- build out prototype as wireframes become solidified
- refine as much as possible as early as possible to avoid having to rework more “completed” pieces

- build according to prototypes and style guide restrictions
- develop or add to style guide
- package assets for documentation

- team review
- [usertesting.com](#)
- Google Analytics

Research - Baymard Institute

Homepage & Category Usability

Main Navigation

Page 123 of 348

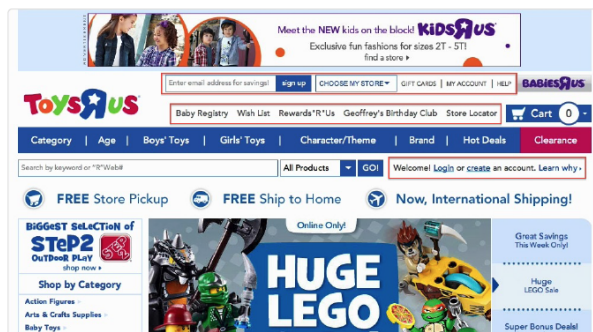
Site-wide courtesy navigation should be visually separated from the main product navigation

SEVERITY: HARMFUL FREQUENCY: A FEW REFERENCE: #31

ISSUE: Courtesy navigation clutters the page when users don't need it, yet it is often absent when they do.

While browsing for products is the main task for users at an e-commerce site, being able to easily navigate to secondary non-product content is still important. Most sites therefore have dedicated "courtesy navigation" to meet this user need, but many of them suffer from poor implementation.

Courtesy navigation items are typically anything from customer support sections, membership programs, store finders (for multi-channel retailers), shipping and returns information, account creation and sign-in, company about, blog or content sections, etc. However, it is a balancing act that's tricky to get right. On one hand, these options must be readily accessible to the subset of users who need them for their purchasing decision; on the other hand, they can clutter up the navigation and site-wide layout for the users who don't need them (which typically is the far majority). During testing, courtesy navigation options often caused distraction and contributed negatively to the perception of when a site began to be labeled as "cluttered" by the test subjects – yet on the sites that didn't have the options, it was a direct cause of abandonment in some cases. So having courtesy navigation can be problematic, yet not having it can be disastrous.



© "There just had to be room for that too," a subject said, pointing at the courtesy navigation (here marked with red boxes). This subject's impression was that Toys'R'Us had a very cluttered appearance and navigation.

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Each guideline includes:

- how severely the issue affects customers and the frequency at which it affects them.
- an explanation of the issue and its ramifications on customers.
- examples of websites that do and don't follow the guideline.

A variety of websites were tested to gather these results:

Best Buy, L.L. Bean, Crate & Barrel, J.C. Penny, Toys 'R' Us, Costco, Target, Staples, Walgreens, Nordstrom, Barnes & Noble, and more...

Research - Baymard Institute

1	A	B	C	D	E	F	G	H
	Guideline	Severity	Frequency	Area	Referer	Page	PTG Pass/Fail	Comments
30	Don't promote selection of too-specific categories in drop-down menus	Harmful	Most	Main Navigation	29	115	Neutral	
31	Consider having a "drop-down" menu	Disruptive	Most	Main Navigation	30	118	Adhered Low	Improvements to the drop-down should be made to make it less "flickery" by introducing a slight activation delay. (Also, a "mega menu" may be a better way to display what I've suggested in row #24. -M)
32	Site-wide courtesy navigation should be visually separated from the main product navigation	Harmful	Most	Main Navigation	31	123	Adhered Low	
33	Consider including thematic categories and resources in drop-down menus	Disruptive	Most	Main Navigation	32	127	Violated High	Only one resource exists in the main navigation under Graduation
34	Don't interpret hover as selection	Disruptive	Most	Main Navigation	33	131	Adhered High	
35	Main category options should be selectable and point to a page featuring sub-categories	Disruptive	Most	Main Navigation	34	134	Adhered High	Clicking on the top nav takes a user to the SSP when the drop down nav is duplicated.
								Sibling categories are not prominently displayed and

NEW MAIN NAVIGATION

HARMFUL - Navigation hierarchy should be reflected visually.

HARMFUL - Avoid redundant and overlapping categories.

DISRUPTIVE - Consider including thematic categories and resources in drop-down menus.

DISRUPTIVE - Provide information scent for navigation options in jargon-driven domains. Possibly inline text descriptions in gray under menu item.

DISRUPTIVE - Visual anchors should be representative and rarely change.

DISRUPTIVE - Divide categories and sub-categories into manageable chunks.

DISRUPTIVE - Consider showing sibling categories for easy scope adjustment.

INTERRUPTION - Have at least one "inspirational" navigation path.

INTERRUPTION - Highlight current scope in the main navigation.

We will want to consider using "mega-menus" (drop-downs with multiple columns) to address these seven issues. Many of these involve including more items in the drop-downs, and organizing them differently. We want to sort by product type, then "promote" popular themes to categories, such as Holiday or Baby & Kids. My proposed main nav would be as follows: Holiday | Occasions | Baby & Kids | Invitations | Announcements | Stationery | Gifts. Invitations, Stationery, and Gifts are the products. Holiday, Occasions, Baby & Kids are promoted popular themes. Each of these could include a simple visual anchor.

I pulled the guidelines into a spreadsheet, sorted by severity and frequency, then gave Pear Tree a rating for each from Violated High to Adhered High.

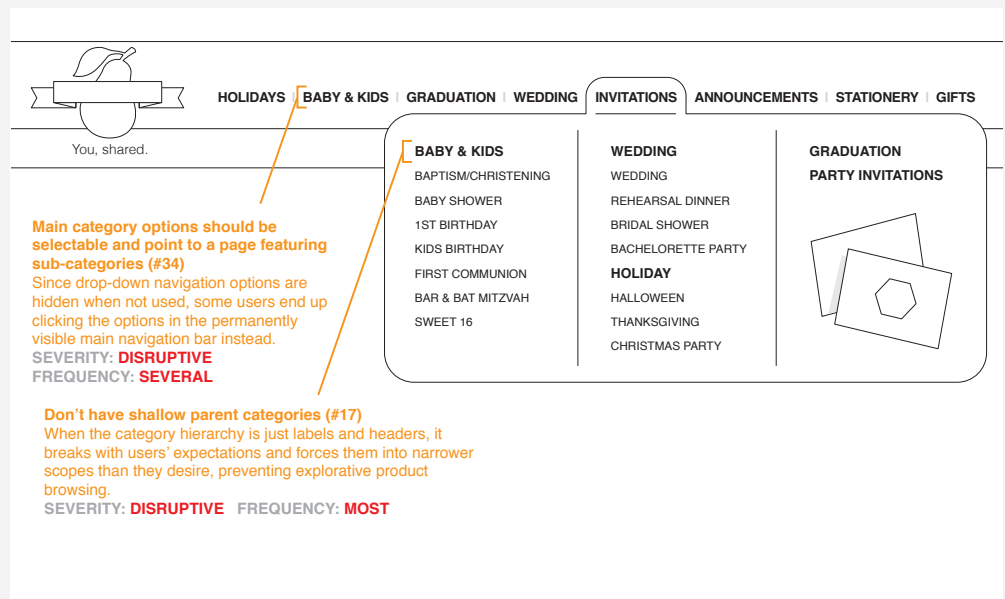
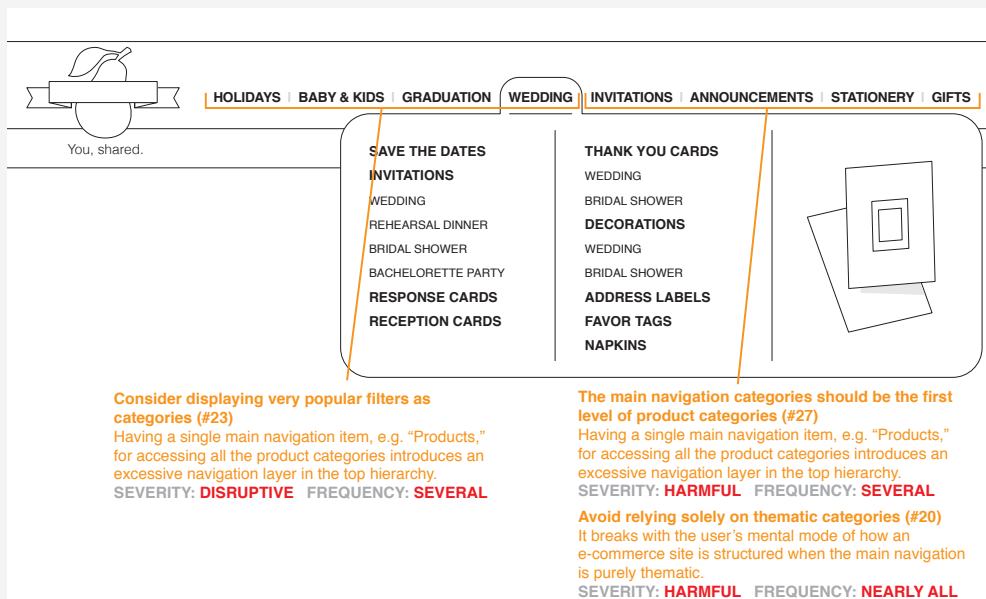
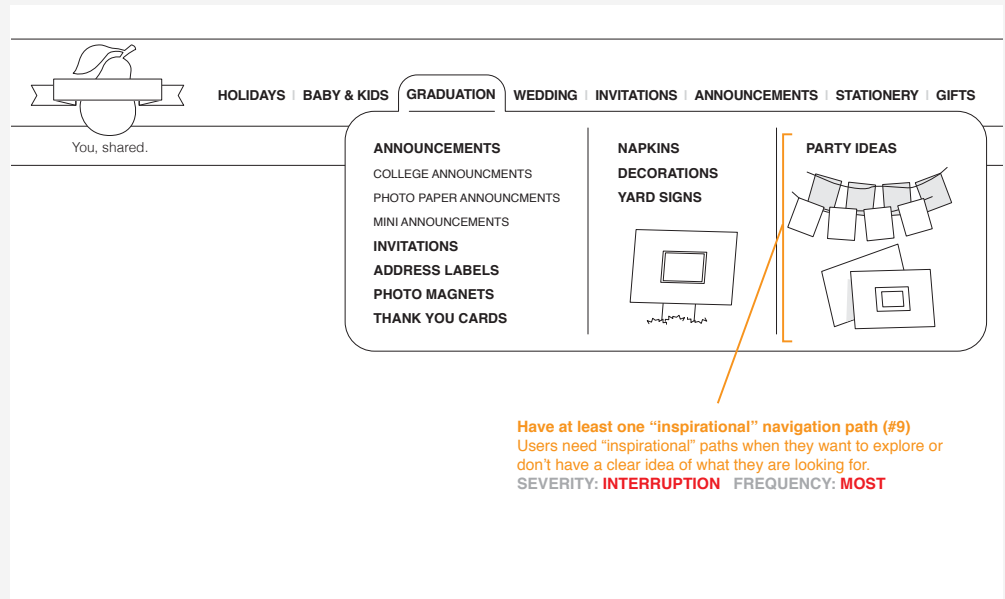
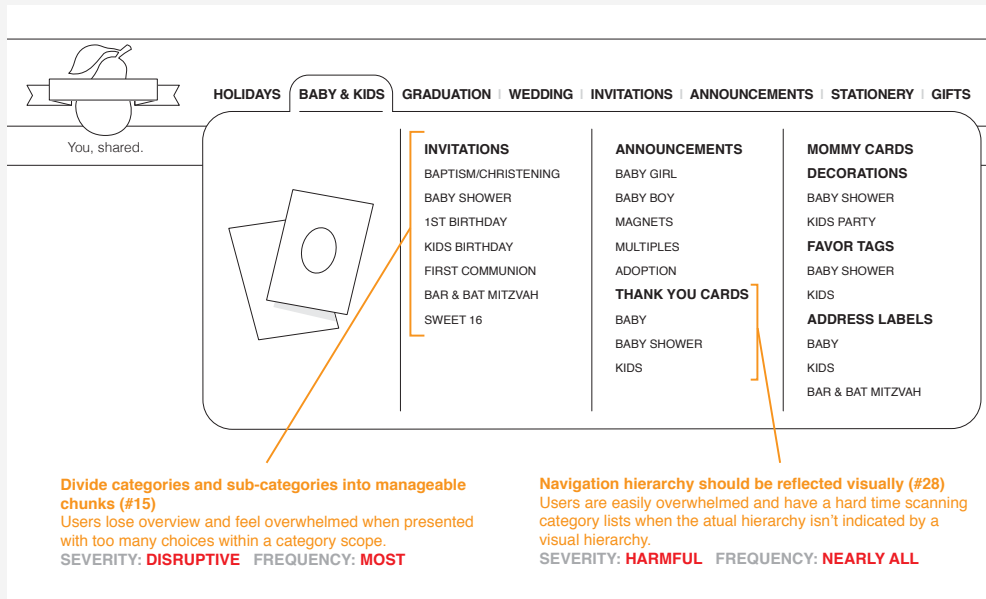
I then pulled the out our violations and wrote a quick summary about how they might be addressed based on the guidelines.

Set Goals

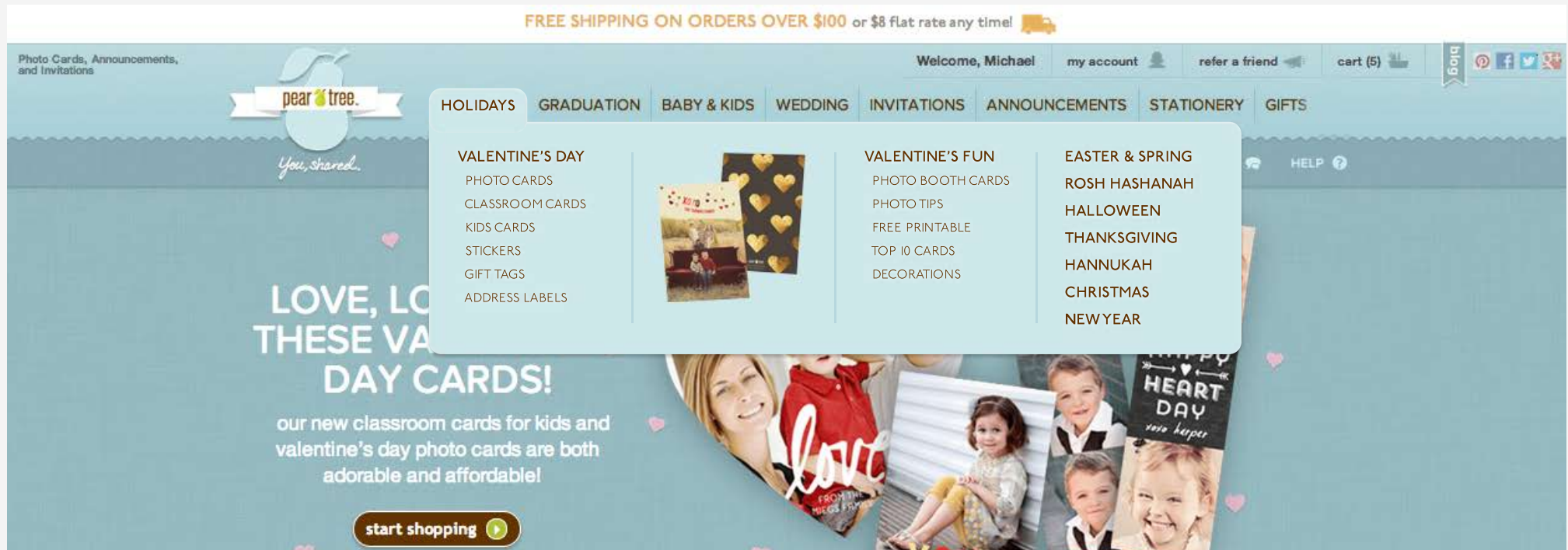
Improve the usability of Pear Tree by modifying our global navigation per Baymard's guidelines.

- Navigation hierarchy should be reflected visually.
- Avoid redundant and overlapping categories.
- Consider including thematic categories and resources in drop-down menus.
- Provide information scent for navigation options in jargon-driven domains. Possibly inline text descriptions in gray under menu item.
- Visual anchors should be representative and rarely change.
- Divide categories and sub-categories into manageable chunks.
- Consider showing sibling categories for easy scope adjustment.
- Have at least one "inspirational" navigation path.
- Highlight current scope in the main navigation.

Wireframes/Prototypes

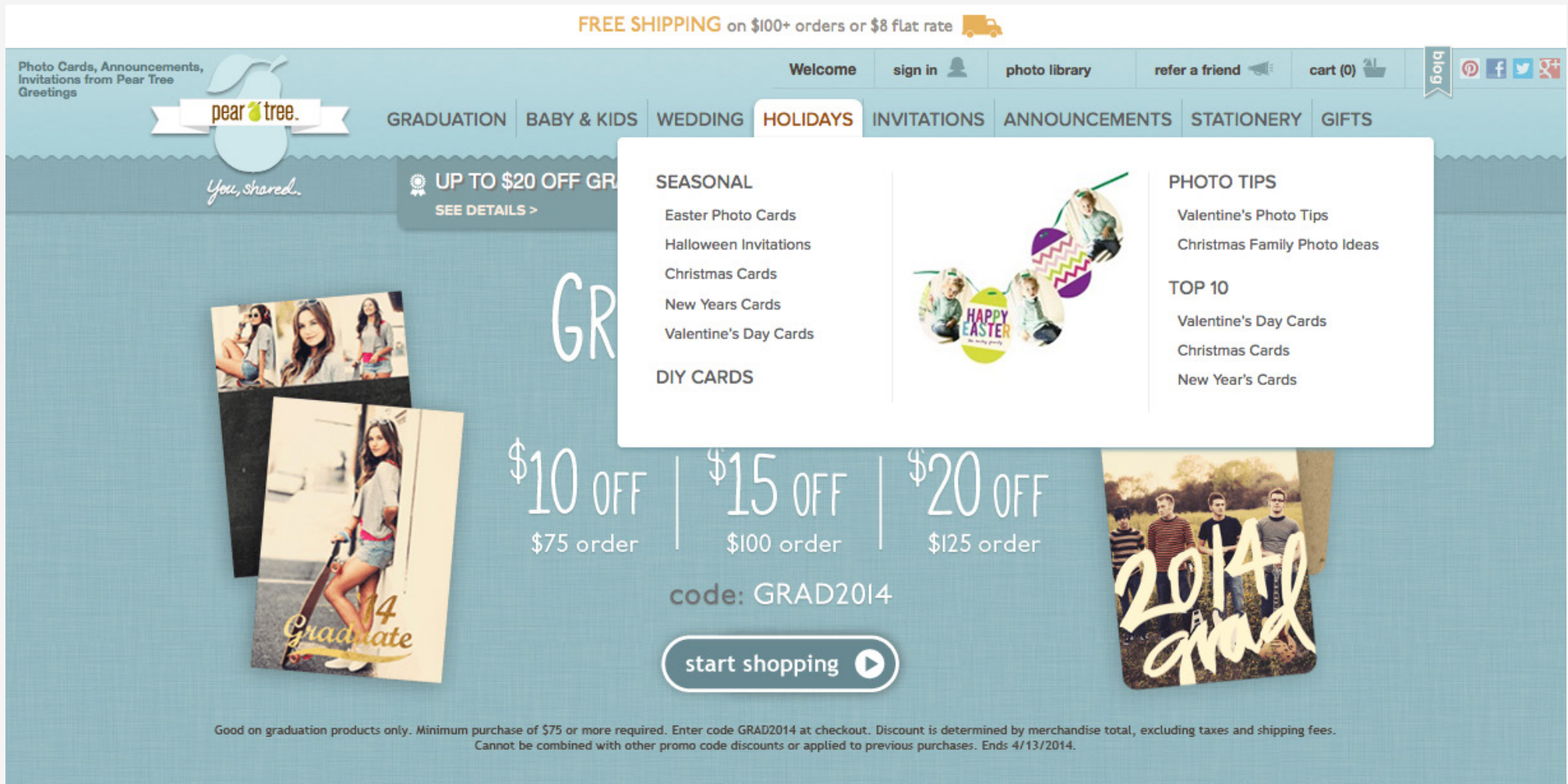


Wireframes/Prototypes



I created wireframes, roughly mapping out the categories. Baymard guidelines were included to point out what they were impacting. A prototype was created as the wireframes neared finalization.

Build



I finalized all menu items along with their links in a spreadsheet, then built out the menu using HTML & CSS. It was reviewed by the team in our staging environment, then launched.

Test

Photo Cards, Announcements, Invitations from Pear Tree Greetings

FREE SHIPPING on \$100+ orders or \$8 flat rate

Welcome sign in photo library refer a friend cart (0)

blog

pear tree.

GRADUATION BABY & KIDS WEDDING **HOLIDAYS** INVITATIONS ANNOUNCEMENTS STATIONERY GIFTS

You, shared.

UP TO \$20 OFF GR SEE DETAILS >

SEASONAL

- Easter Photo Cards
- Halloween Invitations
- Christmas Cards
- New Years Cards
- Valentine's Day Cards

DIY CARDS

PHOTO TIPS

- Valentine's Photo Tips
- Christmas Family Photo Ideas

TOP 10

- Valentine's Day Cards
- Christmas Cards
- New Year's Cards

GRAD

\$10 OFF | \$15 OFF | \$20 OFF

\$75 order | \$100 order | \$125 order

code: GRAD2014

start shopping

2014 Graduate

2014 grad

Good on graduation products only. Minimum purchase of \$75 or more required. Enter code GRAD2014 at checkout. Discount is determined by merchandise total, excluding taxes and shipping fees. Cannot be combined with other promo code discounts or applied to previous purchases. Ends 4/13/2014.

We use our customer service center to track whether customers are having difficulty finding certain sections and add/move categories based on that feedback. We monitor whether we see more traffic through those links in Google Analytics. We also run usteresting.com tests to test how difficult it is to navigate.