Capitalone.com Navigation Redesign
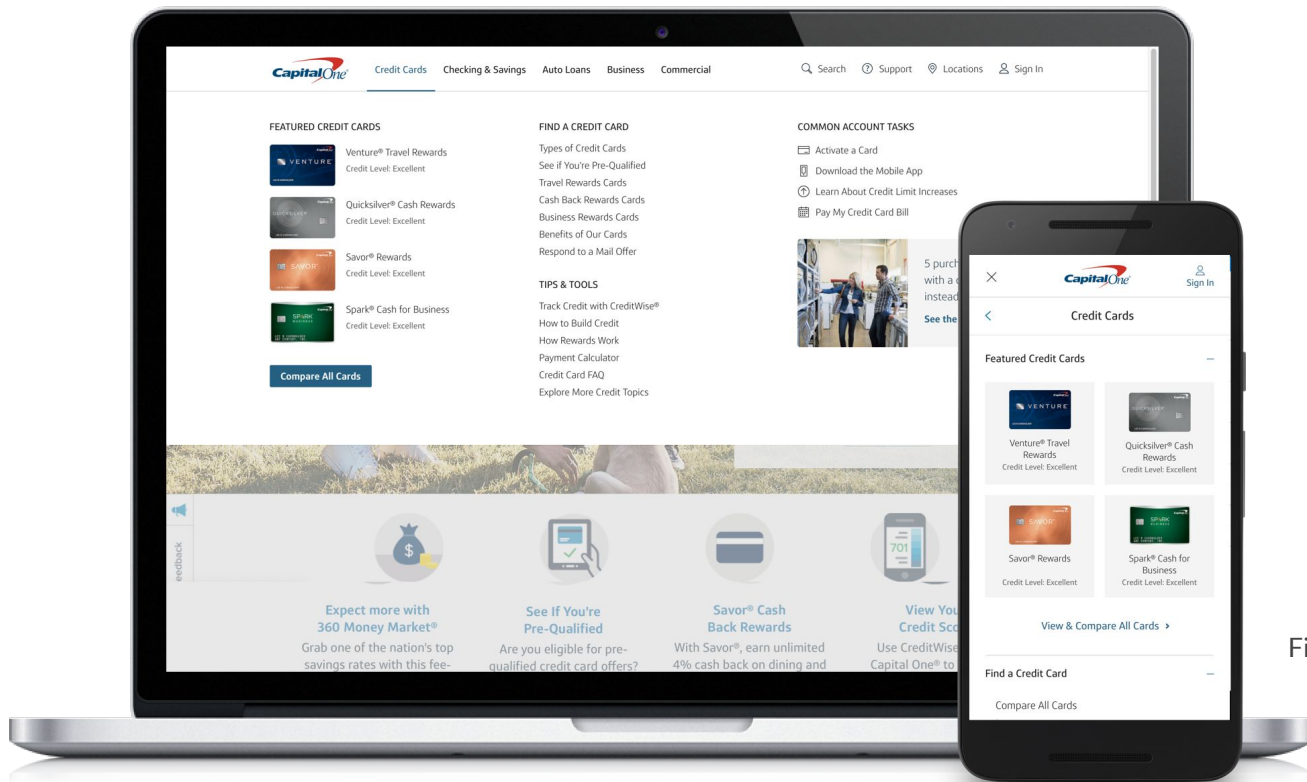
Stacey Gennoy . Lead Product Designer . staceygennoy.com

Navigation Redesign

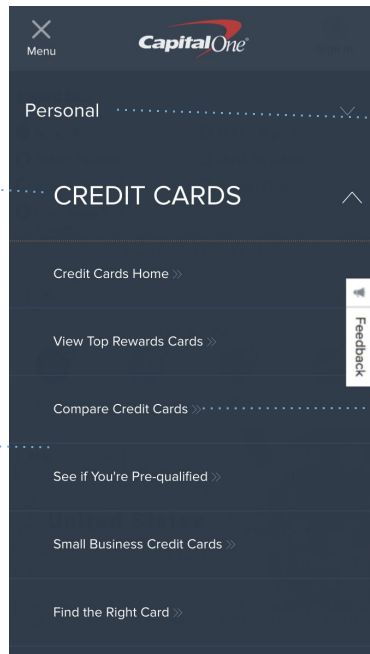Final Visual Design

Problem Assessment: Mobile

Outlining the main areas of improvement

The highest task "signing in" is not accessible here

Category name "Personal" has no meaning to customers

The Credit Cards title should take a customer to the Credit Card homepage

The spacing between links causes excessive scrolling and may cause the customer to lose interest
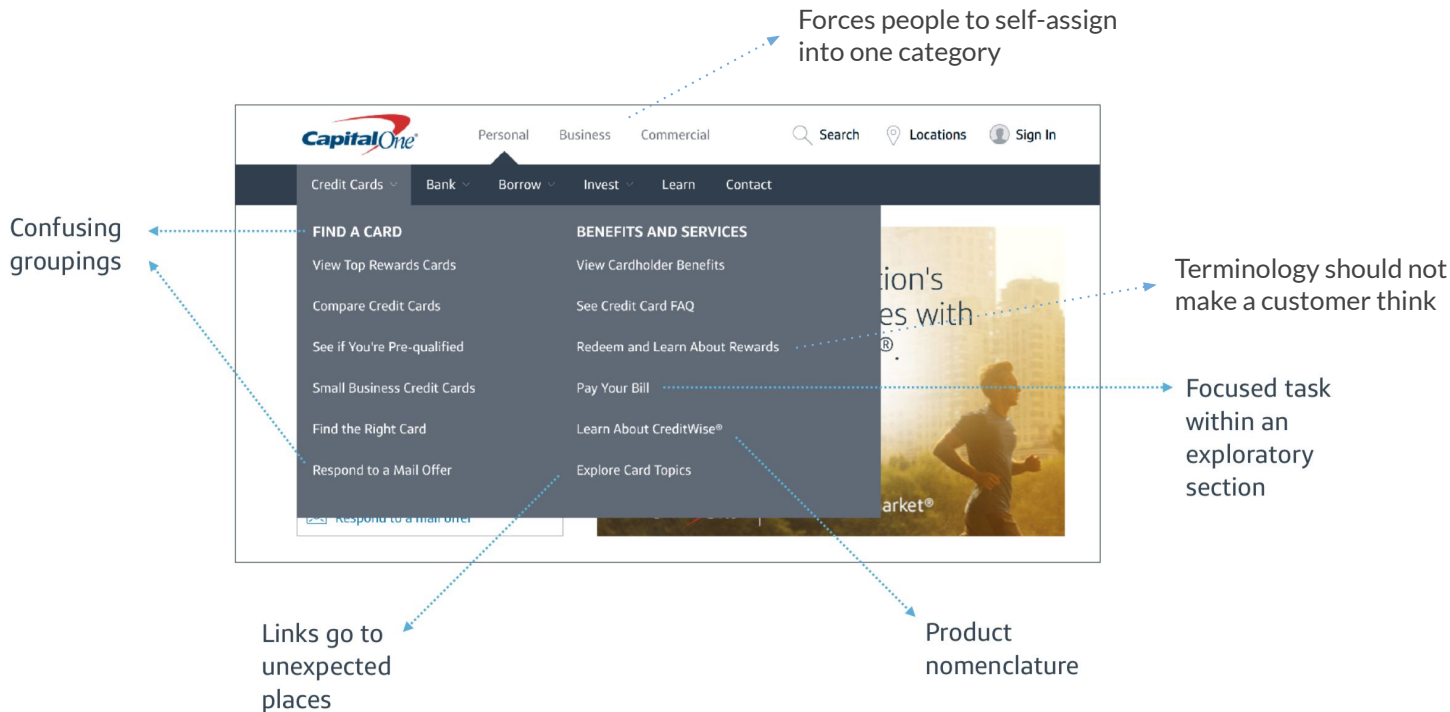
The high contrast could cause eye strain

X
Menu

CapitalOne®

Personal

CREDIT CARDS

Credit Cards Home »

View Top Rewards Cards »

Feedback

Compare Credit Cards »

See if You're Pre-qualified »

Small Business Credit Cards »

Find the Right Card »

Problem Assessment: Desktop

Outlining the main areas of improvement

Forces people to self-assign into one category

Confusing groupings

Terminology should not make a customer think

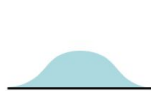Focused task within an exploratory section

Links go to unexpected places

Product nomenclature

Stacey Genno

Customer Modes

- Through research, two modes of interaction were discovered: focused and exploratory
- Focused Mode: People that visit the site with an intentional goal
- Exploratory Mode: People that are looking and browsing without a goal
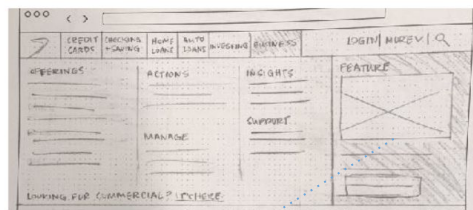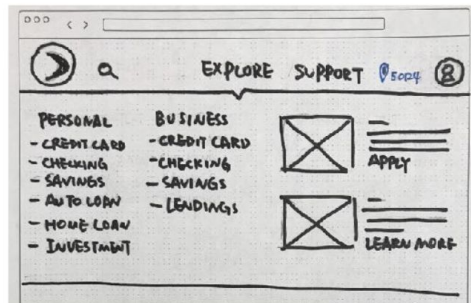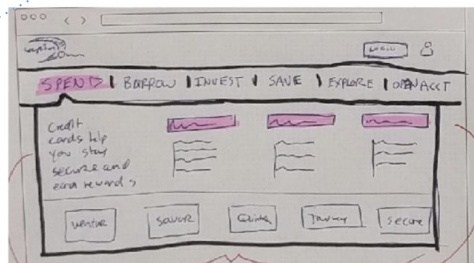
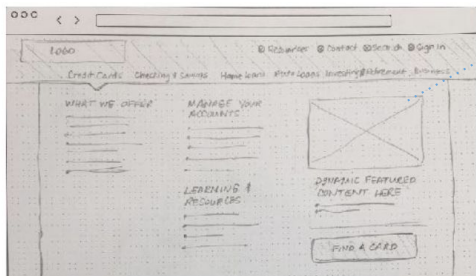*2 patterns of interaction*

FOCUSED

EXPLORATORY

CAPITALONE.COM
Sketches

Megamenu concept allows for content targeting many customer modes

Mobile concept could allow for icon tabs for a visual connection

Feature section could be for marketing campaigns
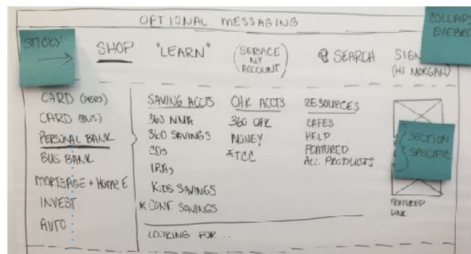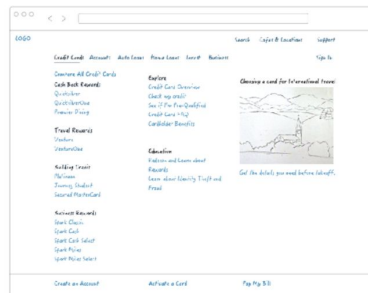
Potential vertical menu within a larger menu with tabs

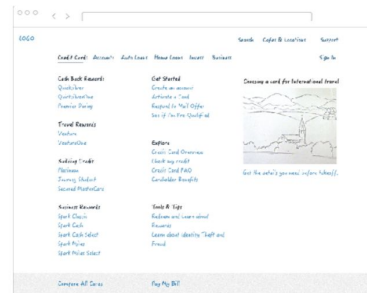**Stacey** Gennoy . **stacey**gennoy.com

Initial Wireframes

- These wireframes were created for the first round of validation testing
- Concept 6 was the most successful

1

2

3

4
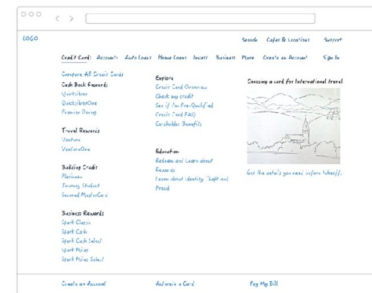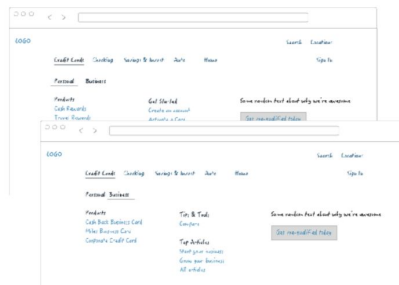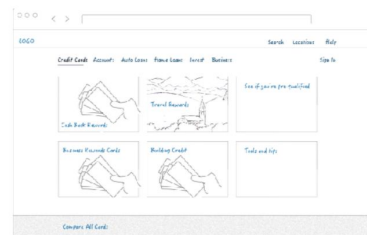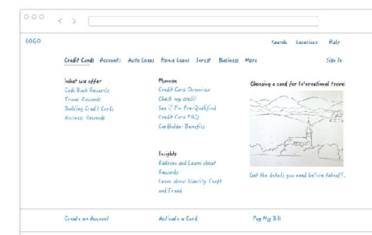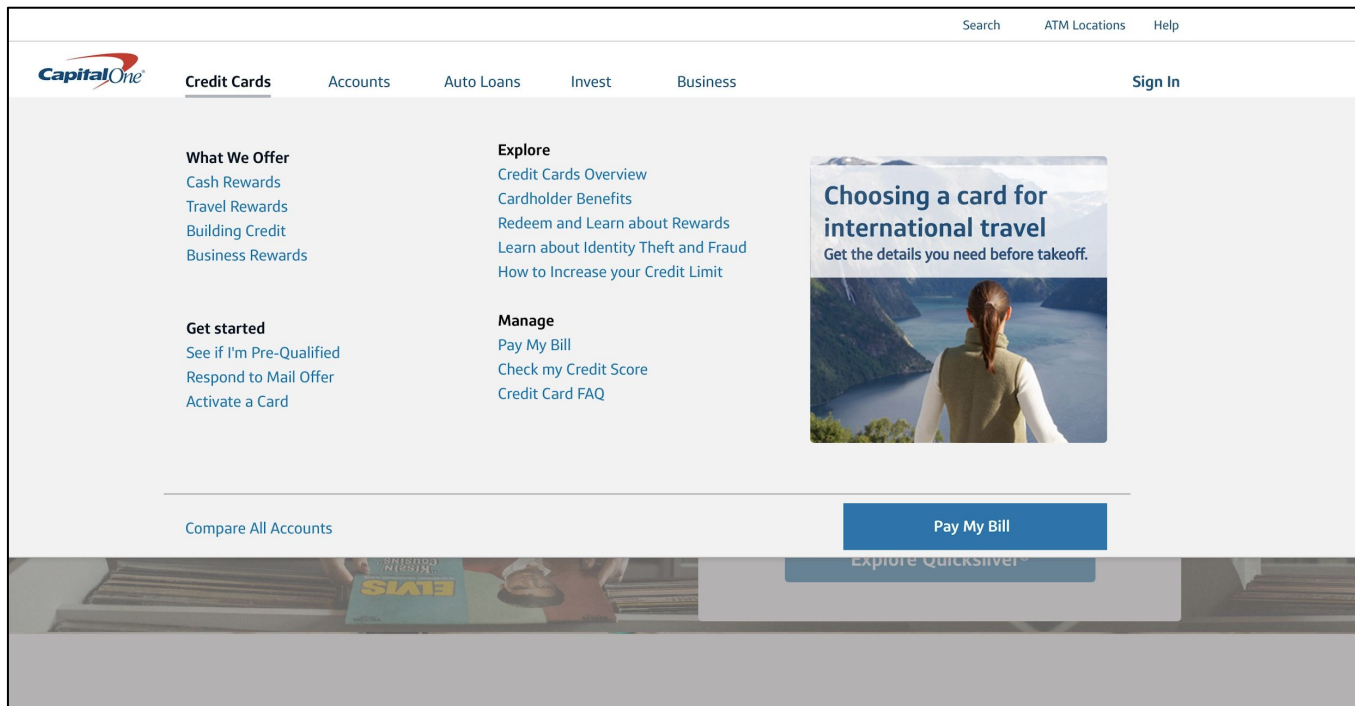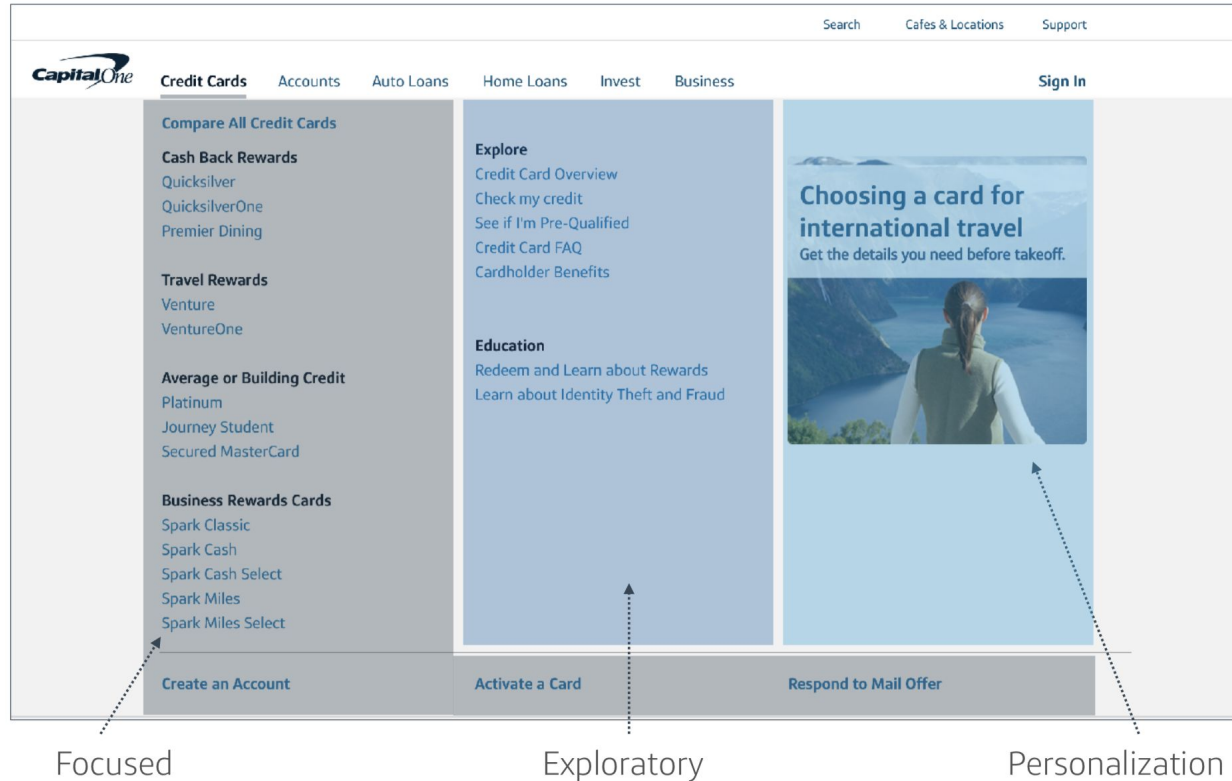
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6

Revised Wireframes

Revised Wireframes

- The navigation has been designed to support focused and exploratory modes, along with provide personalization
- These wireframes were put through another round of validation testing before moving to high fidelity visual design

Focused Exploratory Personalization

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Final Navigation Redesign

Success Metrics

- Contributed to a gain in "visitor to lead" conversion through a product architecture web redesign
- 30% escalation in customer engagement through frequency of visits, content engagement and brand perception
- Achieved annual revenue goal ($10 million) 6 months after deployment