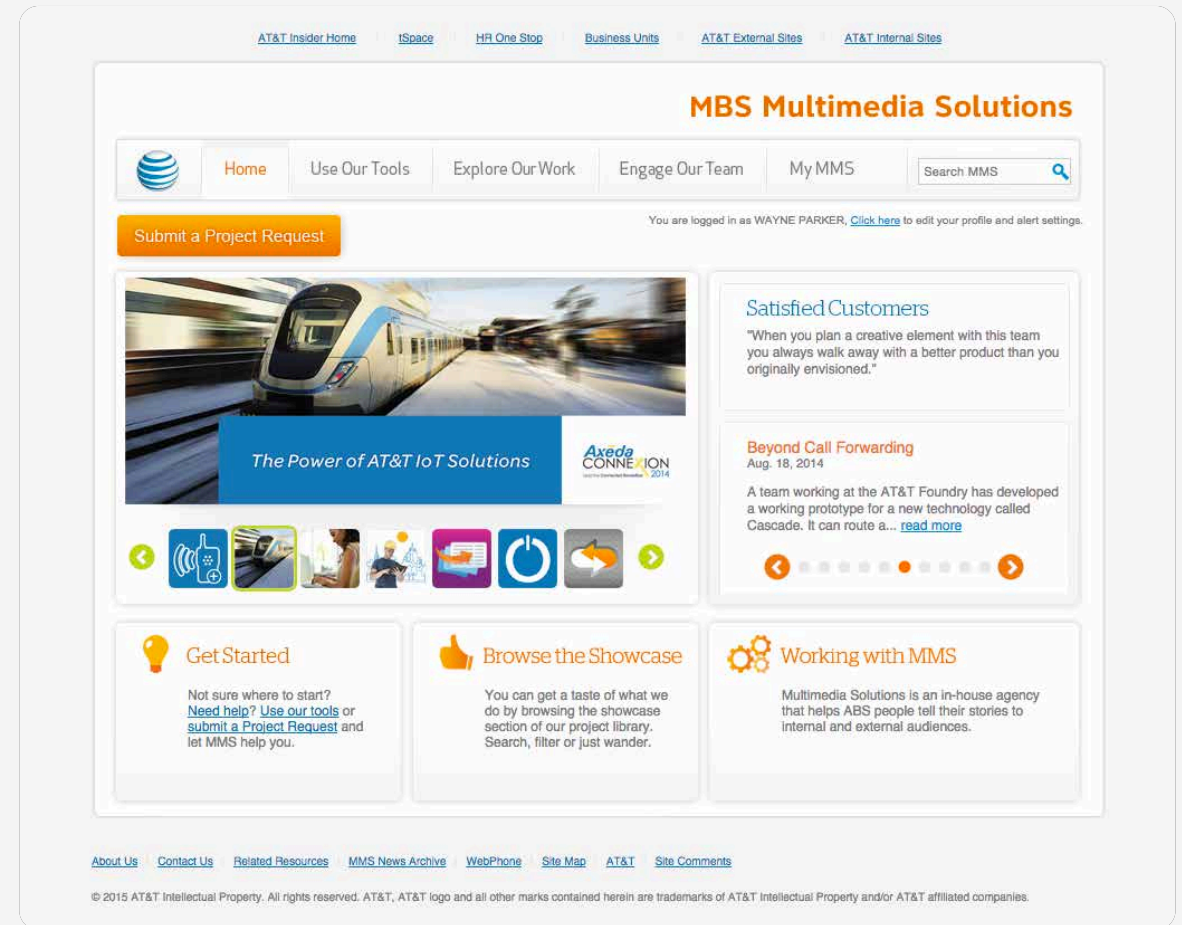


MMS Site Redesign: Background

Introduction

In 2014, the MMS team was asked to revisit the MMS site interface based upon the success of the AS14 application UI and the significant evolution of the MBS Brand standards. Findings are...



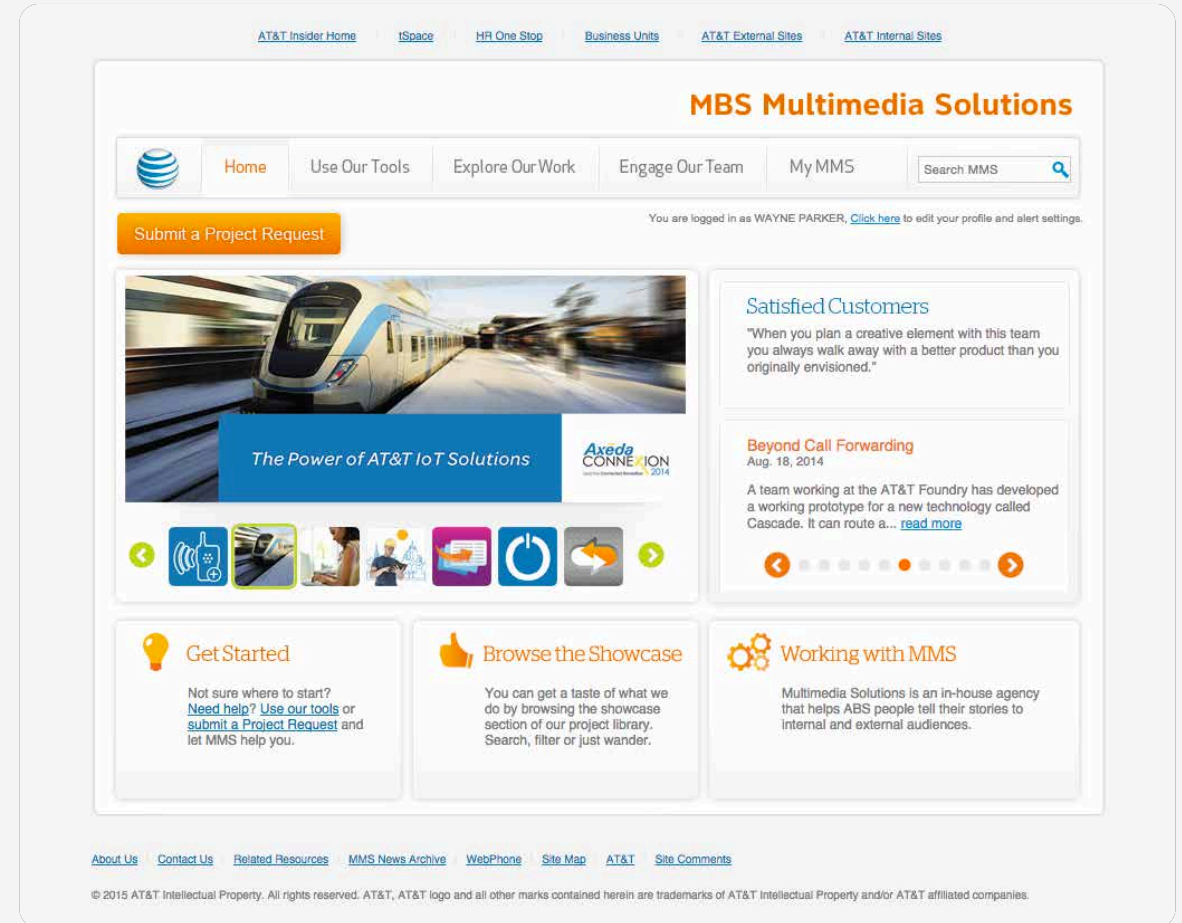
MMS Site Redesign: Background

The Current Site: Findings

- Visually busy, with multiple boxes of content, shaded backgrounds, rounded corners, gradients and drop shadows
- AT&T Orange used heavily, as is StagATT
- Bottom row of boxes is redundant, duplicating links found in main navigation
- It was unclear what site features were actually used by visitors

URL:

<http://mms.web.att.com/home/>



MMS Site Redesign: POV

Primary Goals

- Provide a visually cleaner UI and more intuitive UX
- Update copy throughout, using a pithier and more consistent tone of voice
- Update UI to comply with new MBS brand standards and current web standards
- Make mobile-responsive to the tablet level



MMS Site Redesign: Metrics

Traffic by Section:

(Based on page view data from WebTrends over the period of October 2013 – September 2014)

Home page:	13%	
Use Our Tools:	33%	Presentations accounted for 59%
Explore Our Work:	20%	Showcase and Browse accounted for 35%, Search for just 20%
Engage Our Team:	15%	Who We Are accounted for 21%; the rest distributed rather evenly
My MMS:	8%	Favorites had by far the least traffic
Other:	12%	Tutorials, Contact, Resources, Help, etc.; News viewed the least



MMS Site Redesign: POV

Site Content Approach

Based on analysis of traffic and usage patterns, some little-utilized features of the site were deemed unnecessary, while heavily used features were to be prioritized and streamlined.

Home page:

- News saw little use, was deemed a waste of valuable space
- The bottom row of three content boxes duplicated functionality already available elsewhere on the page, and were likewise to be deleted
- With the page now more focused on spotlighting our best projects, we could now add some promotional copy to help “sell” the client on our services
- Search box in navigation bar was little used, redundant with the Project Search forms



MMS Site Redesign: POV

Site Content Approach (cont'd)

Explore Our Work:

- Showcase pages were well used, but too cluttered with Related Projects links drawn from the library; delete and streamline
- Project Detail pages packed a lot of functionality, but were cluttered with Related Projects; delete
- “Favorites” function was little used, and hence deleted

Use Our Tools:

- Most heavily used part of the site; clean up content, but mostly leave as is
- At Brand’s request, link Presentation Templates and Blueprint Icons to Brand Center, rather than host them locally
- Migrate Invitation and Newsletters to self-service Outlook templates; delete Event Portals



MMS Site Redesign: POV

Site Content Approach (cont'd)

Engage Our Team:

- The two Who We Are and How We Work pages seems redundant; combine into a single, more focused page
- What We Do contained mostly outdated project samples that saw very little traffic; redundant with the Explore Our Work section of the site

My MMS:

- Existing My Projects page works well, but My Profile only contained alert notifications; change My Profile to actually display/edit client information, add new My Alerts page
- My Favorites saw very little use; delete



MMS Site Redesign: POV

Visual / Design Approach

- Existing site visually busy, with a gray page background, and lots of lines, boxes, drop-shadows, etc.; new MBS Brand guidance is for a simpler, cleaner look, based on the blue-and-gray-heavy MBS palette over white
- Existing site's typography based on default browser fonts, with some StagATT for impact; should be using the preferred OmnesATT II with Calibri for body copy
- Solid-color navigation bar to provide a visual “anchor” for the eye; Brand palette grays used primarily, to avoid visual conflict with graphics-heavy content, blues used for contrast and highlight, AT&T Orange reserved for site title and Project Request link for maximum emphasis



MMS Site Redesign

The New Look: An Overview

Cleaner, simpler layout based on MBS Brand guidelines for typography, color, and clean, open appearance.

Navigation features simplified titles (nouns instead of verbs), prominent link to Project Request form at top right, and far fewer elements on the page.

