

DuPont.com Phoenix UX Study Results & Recommendations

May 8th, 2014

Project Overview

First Phase - User Survey

Second Phase - Usability Test

Next Steps

Project Overview

The Phoenix templates (DuPont Global platform) was launched in the Summer 2012. Since then, Business Units (BU) has started to transform to this new platform. Some of the key units are the Agriculture BU around the [US Crop Protection](#) experiences, as well as businesses like DPT and BI. Internally within DuPont, certain BU have voiced issues of not being able to find certain things on the site (e.g., find crop protection from a brand page).

DuPont and Ogilvy are now interested in finding out what other issues users are experiencing. While the search on the site wasn't fully developed as originally intended, there's an interest in finding out if there are other issues. The results from this will be used to help inform the next development/optimization of the site.

Methodology

A **Phased Study** was conducted to accomplish this as part of a post-launch measurement research to guide the next phase of site optimization.

First Phase

Ogilvy's Usability Analyst worked with the team and DuPont to design a survey that was sent to a sampling of DuPonters to find out **WHAT users had trouble doing on the site today** with the current experience on DuPont.com.

Second Phase

The results of the survey were utilized to produce a prototype to use as a stimulus that focused on changes to certain features that were potential issues. ([Prototype Link](#))

A remote 1:1 moderated usability sessions was conducted over a period of a week. This was an effort to find out exactly **HOW users performed tasks (that were identified in the first phase)** on the prototype. There were a total of **14 one-hour sessions** conducted using WebEx. This part of the study spanned across regions and businesses with a mix of DuPonters and Customers.

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First Phase - Overview

Framework

A 16-question survey was sent out to a sampling list of 250 DuPonters* provided by DuPont. The questions were targeted at the current experience on Dupont.com in an effort to identify issues users were having with the site today.

Results Summary

Results showed that overwhelmingly, it was hard for users to understand where they are in the site and the majority of them needed to find something specific. This included not being able to back-track to where they were or once they found a piece of document/content not being able to find it a second time.

Out of all the industries, the following were well represented with more than 7 submitted surveys:

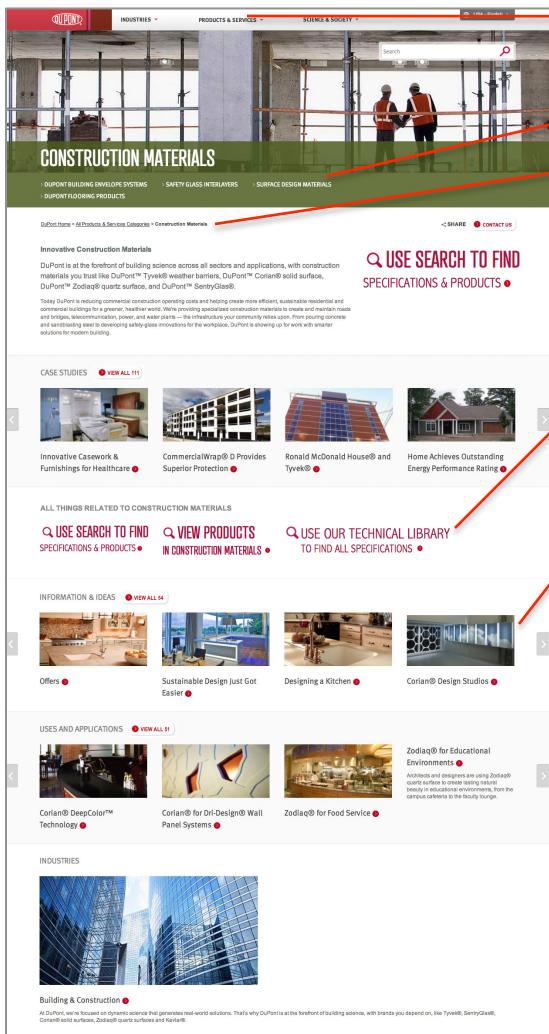
- Agriculture
- Building & Construction
- Corporate Investor
- Plastics
- Safety & Protection

* Note: Surveys were sent out to 250 DuPonters. Only 40 of the 80 submitted were completed.

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Second Phase - Overview

The results of the survey were utilized to produce a prototype to use as a stimulus that focused on changes to certain features that were potential issues. ([Prototype Link](#)) The main areas of focus were around the following feature modifications:



- Main Navigation – Listing out all “Products & Services”
- Sub Navigation – Persistent across pages
- Breadcrumbs – Modified with not showing the whole path and inserting “...” in the middle
- Addition of Persistent Search Tools – (1) General Site Search (2) Product Search (3) Technical Library
- Modified HLMs – Re-naming to be more content specific

Ogilvy's Usability Analyst moderated each session using this framework:
(Total 1- hour)

1. Warm-Up (20 mins.) - Get to know the respondent's role, how they use DuPont.com and gather feedback on the site
2. Finding a Technical Spec (30 mins.) - Respondent is tasked with finding a Tech Spec and give feedback on prototype (based on Phoenix) experience
3. Wrap-Up (10 mins.) – Moderator will probe for any additional feedback on the overall experience



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1. Warm-Up

- **Are these different Sites?**
Majority of the respondents enter the site from either vanity URLs (i.e. corian.com) or a deeper level page that's been bookmarked. Because of how expansive the site is and the fact that not every industry/product has migrated over to Phoenix, the general perception is that the section of the site they are accustomed to is a different site than www.dupont.com.
- **Difficult to find something specific (e.g., case study, technical spec, etc.)**
Expectation is to find what they need in a few clicks without a lot of scrolling. Many times they will refer a customer/colleague to the site and have to give them the direct link or the other person won't be able to find it at all.
- **There doesn't seem to be any logic why some pages have "PRODUCT INFORMATION" and which pages don't**
- **There's a lot of heavy text that's hard to scan to find things**

2. Finding a Technical Spec

- **Most respondents utilized the site search (aka “Use Search to Find Specifications & Products”)**

Overall, the experience was ok except for finding the drawing on the DrainWrap page. Again, respondents wished it was more accessible (e.g., less scrolling, make page easier to scan)

Search results page needs to be easier to scan and have the ability to filter down the list to see what's relevant more quickly rather than having to reach each title

The main areas of focus were around the following feature modifications...

- **Addition of Persistent Search Tools**

Many respondents appreciated the addition of these tools but verbiage and graphics could be improved so it's more obvious what these are

- **Main Navigation (Listing out all “Products & Services”)**

Most thought this was overwhelming. There needs to be a better way to scan this much content and if it has to be alphabetical it needs to be vertically and not horizontally. Also, about half expected the main navigation to contextually show the list of products related to the industry they are currently viewing.

- **Sub Navigation (Persistent across pages)**

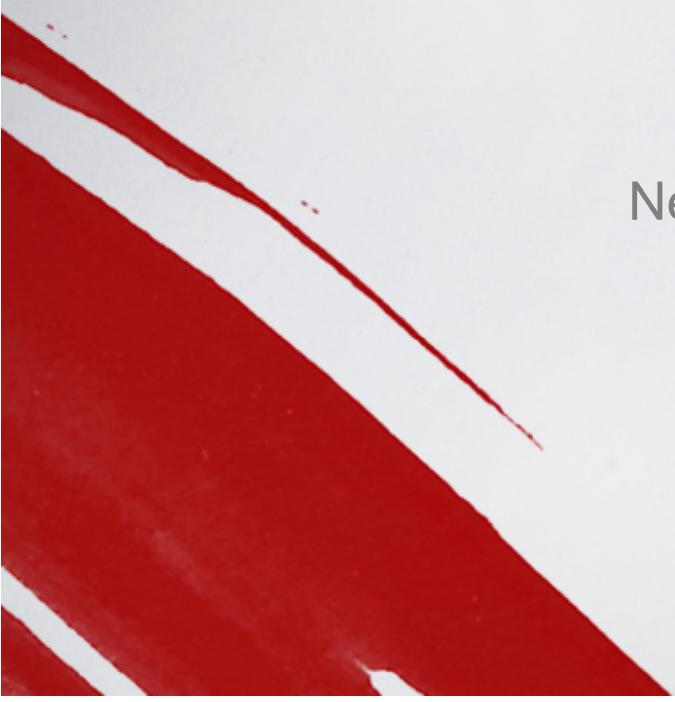
Everyone understood the purpose and appreciated the consistency of it from page to page. The verbiage could be improved to be more clear.

- **Breadcrumbs (Modified with not showing the whole path and inserting “...” in the middle)**

About half expected these to show the click path and other half to show the site structure. Most understood what the “...” meant and expected to be able to click on it to reveal all the page links. These may not be as clear to the Asian countries because of either cultural or linguistic reasons.

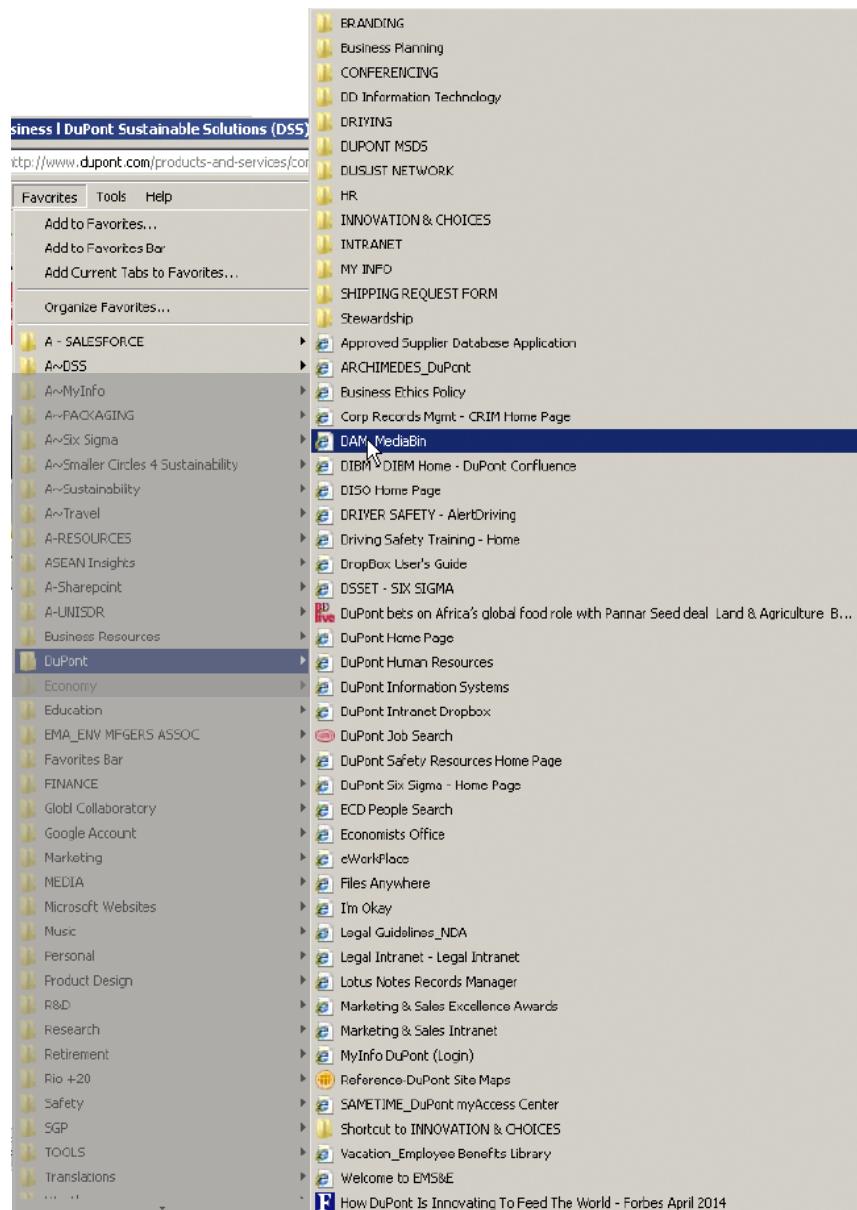
- **Modified HLMs**

Re-naming to be more content specific helped but the problem was then the title was too long and it makes it harder to scan quickly to see how one was different than the other



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What do you think about DuPont.com?



The screenshot shows the DuPont intranet homepage with a complex navigation menu. The menu includes sections for Business Planning, Conferencing, Information Technology, Dupont MSDS, Dupont Network, HR, Innovation & Choices, Intranet, My Info, Shipping Request Form, Stewardship, and various links under A-Salesforce, A-DSS, and DuPont. The 'DuPont' section is currently selected. A specific link, 'DAM_MediaBin', is highlighted with a dark blue bar.

“It’s not always that intuitive when you go into the DuPont system whether it’s internal or external and you’re looking for something it’s not always easy to find it...it can take you 15-20mins just to find things. So you have a tendency then to put them in your terms...”

– Respondent #6

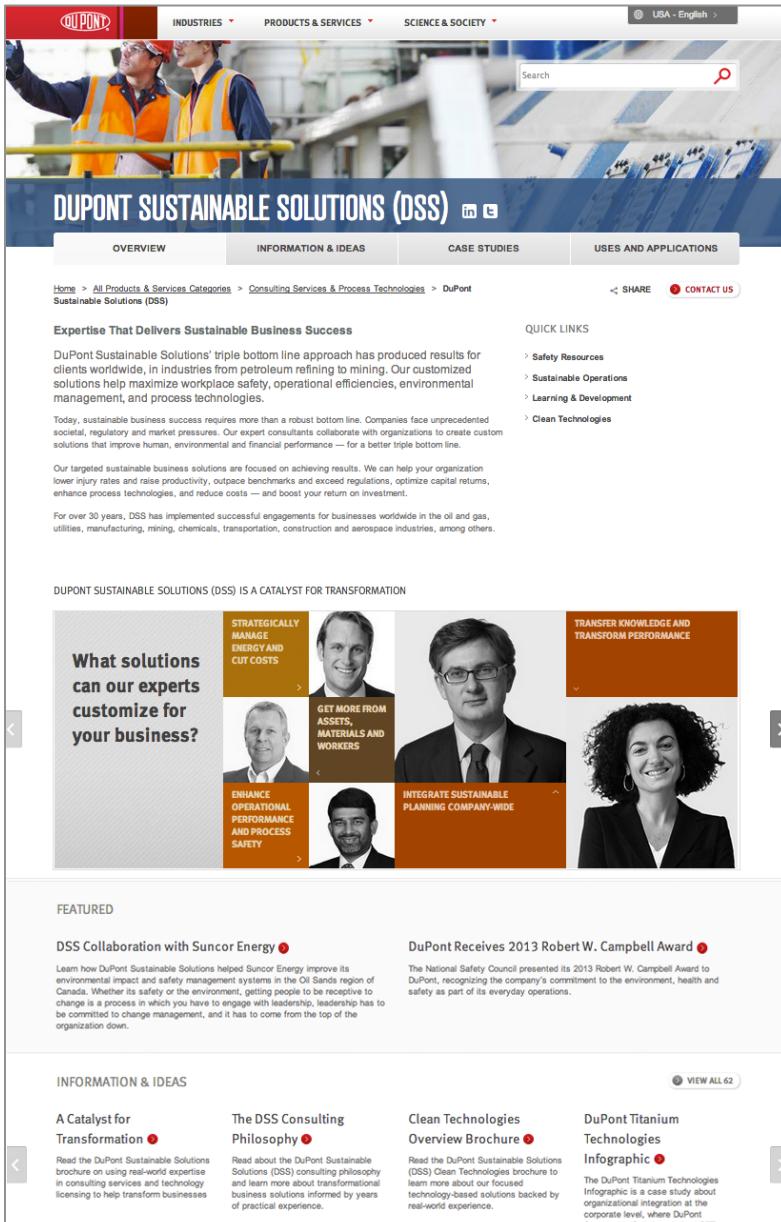
A. WARM-UP

What do you think about DuPont.com?

“...So much of text and font size is too small and as a user ... I don't have the patience to read all of that stuff because that's not what I'm looking for....It's not very clear what you [DuPont] have to offer” – Respondent #7

A. WARM-UP

What do you think about DuPont.com?

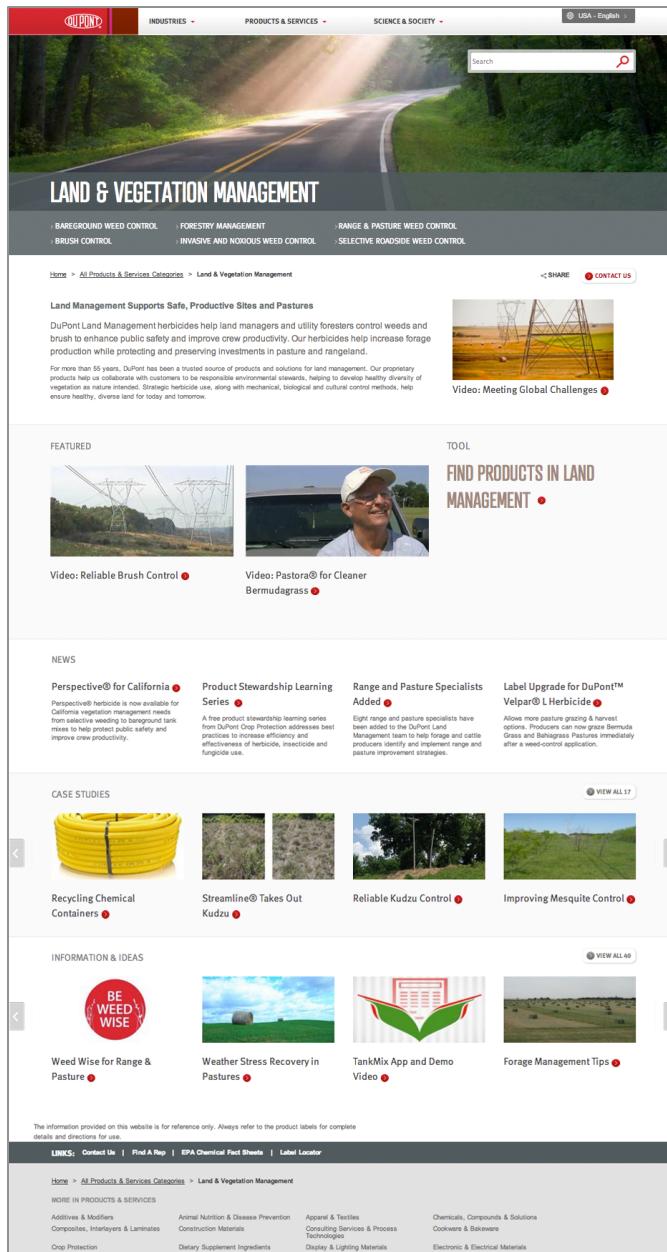
The screenshot shows the DuPont Sustainable Solutions (DSS) website. At the top, there's a navigation bar with links for INDUSTRIES, PRODUCTS & SERVICES, and SCIENCE & SOCIETY, along with a USA - English dropdown and a search bar. Below the navigation is a banner image of two workers in a factory. The main content area has a dark blue header with the text 'DUPONT SUSTAINABLE SOLUTIONS (DSS)' and social media links for LinkedIn and Twitter. Below this, there are four tabs: OVERVIEW, INFORMATION & IDEAS, CASE STUDIES, and USES AND APPLICATIONS. The 'OVERVIEW' tab is selected. The main content on the page discusses 'Expertise That Delivers Sustainable Business Success' and highlights a 'triple bottom line approach' for clients worldwide. It also mentions the company's 30-year history and its role as a catalyst for transformation. A 'QUICK LINKS' sidebar on the right includes links to Safety Resources, Sustainable Operations, Learning & Development, and Clean Technologies. The 'INFORMATION & IDEAS' section features a large image of four professionals and several cards with text and images, such as 'STRATEGICALLY MANAGE ENERGY AND CUT COSTS' and 'INTEGRATE SUSTAINABLE PLANNING COMPANY-WIDE'. The 'FEATURED' section includes news items like 'DSS Collaboration with Suncor Energy' and 'DuPont Receives 2013 Robert W. Campbell Award'. The 'INFORMATION & IDEAS' section also includes cards for 'A Catalyst for Transformation', 'The DSS Consulting Philosophy', 'Clean Technologies Overview Brochure', and 'DuPont Titanium Technologies Infographic'. The footer contains a 'VIEW ALL 62' link and a page number '23'.

“The people that are using our site are engineers, they don't care about anything except getting the data that they want.

My customers do not want this [pictures of people] and the don't care about that at all. The fact that you have the 'Quick Links' up here but they don't drill down to where you gotta go and you have to drill down to multiple pages to get to where you want to go, they find that very frustrating.” – *Respondent #5*

A. WARM-UP

What do you think about DuPont.com?



“When I talk to my people they think things should be more prominent and above the fold. For example, the MSDS and LABELS should be more prominent. These are important tools that we need. People have to hunt and peck too much. Some of my marketing colleagues never come to the site because they think it's just too hard to get around..” – Respondent #9

B. FINDING A TECHNICAL SPEC

Task 1: What do you think about this page?

A

B

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"Imagine you are a specifier in building innovations. You are an architect that works on residential housing, and you had bookmarked this page from 6 months ago. What do you think about this?"

Findings:

A: Overall, respondents liked the look of the page because of the number of images and use of white space which made it appear to be easy to use at glance. Size and color of the fonts could be improved to make blocks of text easier to read.

B: All respondents appreciated these tools and found them to be very helpful and easily accessible. A few noticed the "Use Search to Find..." was repetitive on the page. Some complained these weren't easily scan-able.

Recommendations:

A: Consider changing the color and size of the text.

B: Re-evaluate the hierarchy of these elements on the page with that of the Case Studies.

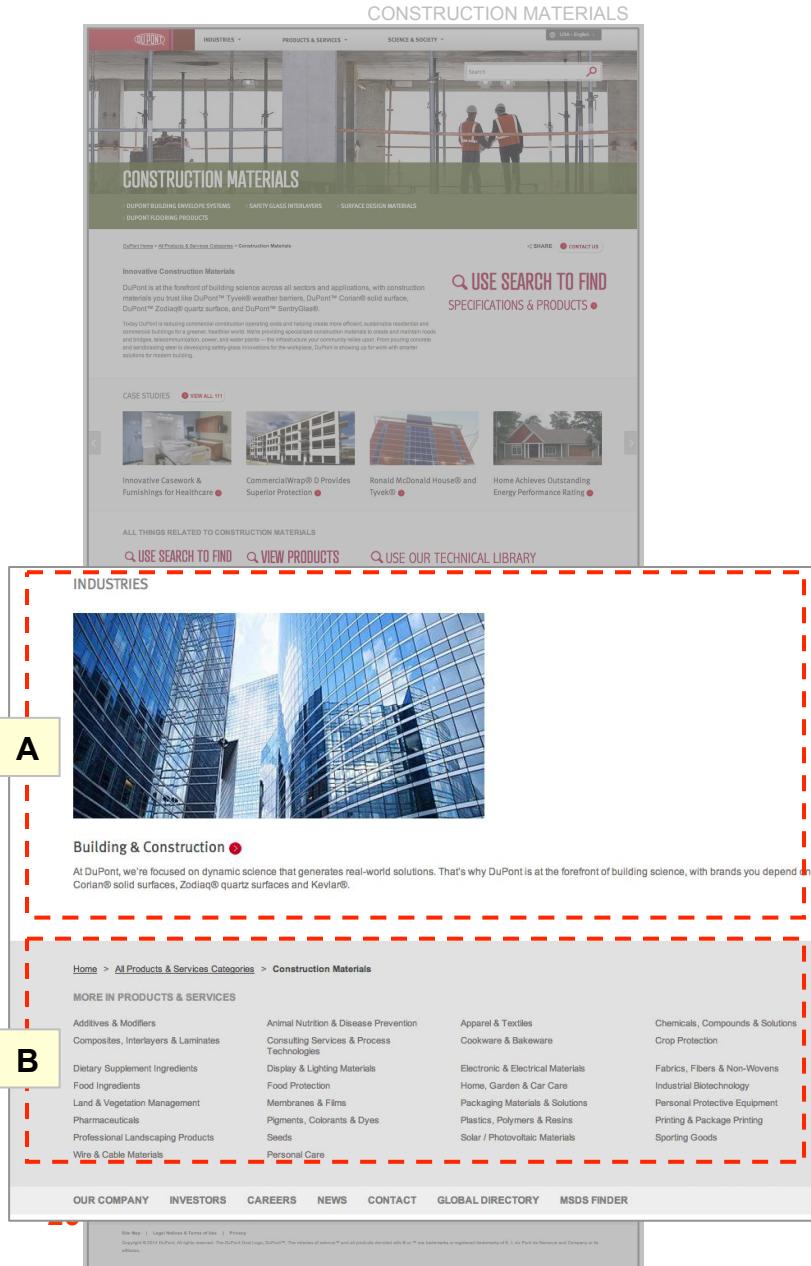
Also, consider only having one instance of "Use Search to Find..." and re-wording/re-designing these tools to be more easily identifiable.



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B. FINDING A TECHNICAL SPEC

Task 1: What do you think about this page? (Continued)



A: Building & Construction

At DuPont, we're focused on dynamic science that generates real-world solutions. That's why DuPont is at the forefront of building science, with brands you depend on, like Corian® solid surfaces, Zodiaq® quartz surfaces and Kevlar®.

B:

- Additives & Modifiers
- Composites, Interlayers & Laminates
- Dietary Supplement Ingredients
- Food Ingredients
- Land & Vegetation Management
- Pharmaceuticals
- Professional Landscaping Products
- Wire & Cable Materials
- Animal Nutrition & Disease Prevention
- Consulting Services & Process Technologies
- Display & Lighting Materials
- Food Protection
- Membranes & Films
- Pigments, Colorants & Dyes
- Seeds
- Personal Care
- Apparel & Textiles
- Cookware & Bakeware
- Electronic & Electrical Materials
- Home, Garden & Car Care
- Packaging Materials & Solutions
- Plastics, Polymers & Resins
- Solar / Photovoltaic Materials
- Chemicals, Compounds & Solutions
- Crop Protection
- Fabrics, Fibers & Non-Wovens
- Industrial Biotechnology
- Personal Protective Equipment
- Printing & Package Printing
- Sporting Goods

Findings:

A: A few respondents noticed the tout for industries and thought it was helpful on the page.

B: There were mixed feelings about the footer. Some immediately understood the links and wanted it higher on the page so they could easily go to other products. Others thought it was too many links together and didn't understand how the links were organized.

Recommendations:

A: Keep the same.

B: Re-evaluate the need for this. If it's needed, perhaps it could be grouped/organized in another way so it's more apparent to the user.



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B. FINDING A TECHNICAL SPEC

Task 2: What do you think about the main navigation?

INDUSTRIES

- > Additives & Modifiers
- > Chemicals, Compounds & Solutions
- > Consulting Services & Process Technologies
- > Dietary Supplement Ingredients
- > Fabrics, Fibers & Non-Wovens
- > Home, Garden & Car Care
- > Membranes & Films
- > Pharmaceuticals
- > Printing & Package Printing
- > Solar / Photovoltaic Materials
- > Personal Care

PRODUCTS & SERVICES

- > Animal Nutrition & Disease Prevention
- > Composites, Interlayers & Laminates
- > Cookware & Bakeware
- > Display & Lighting Materials
- > Food Ingredients
- > Industrial Biotechnology
- > Packaging Materials & Solutions
- > Pigments, Colorants & Dyes
- > Professional Landscaping Products
- > Sporting Goods

SCIENCE & SOCIETY

- > Apparel & Textiles
- > Construction Materials
- > Crop Protection
- > Electronic & Electrical Materials
- > Food Protection
- > Land & Vegetation Management
- > Personal Protective Equipment
- > Plastics, Polymers & Resins
- > Seeds
- > Wire & Cable Materials

ELOPE SYSTEMS > **SAFETY GLASS INTERLAYERS** > **SURFACE DESIGN MATERIALS**

ALL THINGS RELATED TO CONSTRUCTION MATERIALS

USE SEARCH TO FIND SPECIFICATIONS & PRODUCTS • [VIEW ALL PRODUCTS IN CONSTRUCTION MATERIALS](#) • USE OUR TECHNICAL LIBRARY TO FIND ALL SPECIFICATIONS •

INFORMATION & IDEAS [VIEW ALL](#)

Offers • Sustainable Design Just Got Easier • Designing a Kitchen • Corian® Design Studios •

USES & APPLICATIONS [VIEW ALL](#)

Corian® DeepColor™ • Corian® for Dri-Design® Wall Panel Systems • Zodiaq® for Food Service •

INDUSTRIES

Building & Construction •

At DuPont, we focus on dynamic science that generates real-world solutions. That's why DuPont is at the forefront of building science, with brands you depend on, like Tyvek®, DampGuard®, Corian® solid surfaces, Zodiaq® quartz surfaces and Kevlar®.

Home > All Products & Services Categories > Construction Materials

MORE IN PRODUCTS & SERVICES

Additives & Modifiers • Animal Nutrition & Disease Prevention • Consulting Services & Process Technologies • Crop Protection • Industrial Biotechnology • Packaging Materials & Solutions • Pigments, Colorants & Dyes • Personal Care •

Chemicals, Compounds & Solutions • Crop Protection •

Consulting Services & Process Technologies • Crop Protection •

Delhi Supplement Ingredients • Detergent & Laundry Detergent • Display & Lighting Materials • Food Ingredients • Industrial Biotechnology • Land & Vegetation Management • Membranes & Films • Packaging Materials & Solutions • Pigments, Colorants & Dyes • Personal Care •

Pharmaceuticals • Printing & Package Printing • Personal Protective Equipment •

Printing & Package Printing •

Personal Care •

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Findings:

A: There were mixed feelings about what to expect from the label “Products & Services”. Half wanted to know what other products and services were available relative to the current page while the other half expected to see everything DuPont had to offer.

All agreed this was too much content and should provide an easier way of scanning. Currently, the list is very hard to read because it goes horizontally rather than vertically.

For certain products (e.g. Tyvek for medical use), it wasn't immediately clear where it could be found in this list.

Recommendations:

A: Consider giving the user both options of showing products that are relative to the page and everything that DuPont offers.

Instead of just listing all products, the content should be organized in such a way that makes it easier to scan (e.g., grouping)



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