

# NISSAN | UX Site Optimization

# Site Optimization | Methodology

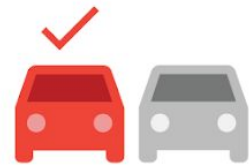
# Background

---

Recently, Google partnered with Luth Research and analyzed the digital activity of its path to purchase journey of the car buyer.



**Which-car-is-best**  
moments



**Is-it-right-for-me**  
moments



**Can-I-afford-it**  
moments



**Where-should-I-buy-it**  
moments



**Am-I-getting-a-deal**  
moments

*“The average car shopper today makes just two dealership visits in the search for the perfect vehicle. That’s because today car shoppers turn to mobile to research models, find deals, and get real-time advice.”*

*David Mogensen, Google’s head of YouTube ads marketing and former automotive marketer*

The Car-Buying Process: One Consumer's 900+ Digital Interactions

The articles below details the cross-device clickstream data of one individual named Stacy over a period of three months.

<https://www.thinkwithgoogle.com/consumer-insights/consumer-car-buying-process-reveals-auto-marketing-opportunities/>

The 5 Auto Shopping Moments Every Brand Must Own

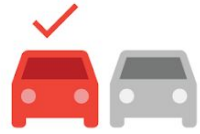
<https://www.thinkwithgoogle.com/marketing-resources/micro-moments/five-auto-shopping-moments-every-brand-must-own/>

# Goals

---



Which-car-is-best  
moments



Is-it-right-for-me  
moments



Can-I-afford-it  
moments



Where-should-I-buy-it  
moments



Am-I-getting-a-deal  
moments

- Satisfy the 5 Major Micro Moments of the Car Buying process on the homepage. ( UX- Usability)
- Elevate the feel of the experience to be more premium and personalized. (Design)
- Provide Consistency
- Addressing Best Practices and Industry Standards for today's market.

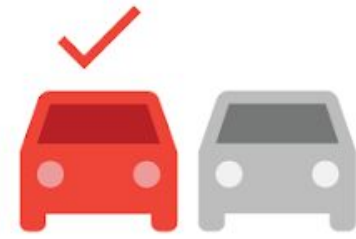
# Identifying Execution

---



## Which-car-is-best moments

1. Does the site display their best offerings - “Best in Class” “Most Popular”
2. Does the site show best offerings for every category



## Is-it-right-for-me moments

1. Does the site clearly highlight key features shoppers are looking for?
2. Vehicle Configurator “Build their own”



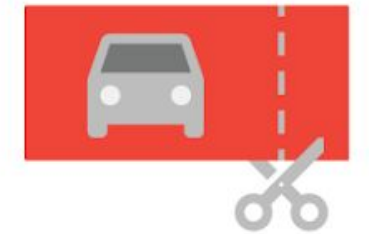
## Can-I-afford-it moments

1. Are Prices easily shown?
2. Financing options?
3. Leasing options?
4. Breakdown cost to own and lease?
5. Trade in Value for new car.



## Where-should-I-buy-it moments

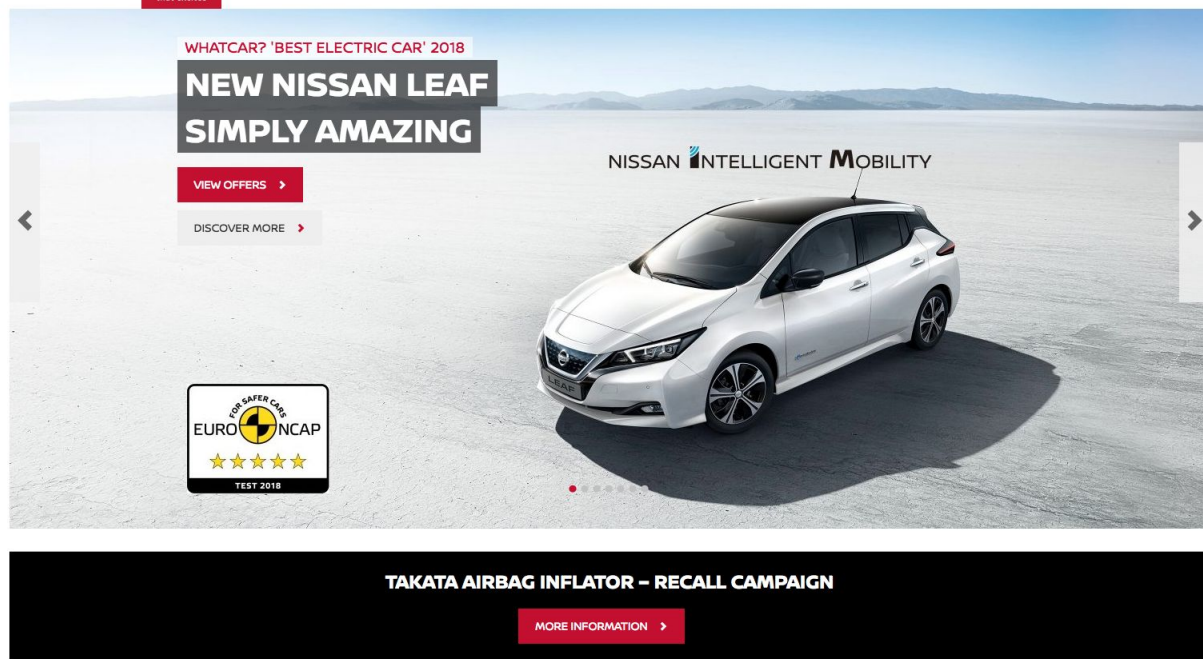
1. Locate Dealer easily available?
2. My Location Locator - Why: to easily connect with shopping tools and offers
3. Nearest Dealer - phone number?
4. Search Inventory






## Am-I-getting-a-deal moments




1. Are Deals and Offers clearly shown?
2. Is messaging clear about benefits on deals?
3. Section showing current offers and deals without having to drill down pages.
4. Local Offers and deals?

# Identifying Execution



## OUR MOST POPULAR CARS

|   |   |   |
|---|---|---|
| <b>NEW NISSAN LEAF</b><br>SIMPLY AMAZING<br>PRICES RANGE FROM *<br><b>£26,190</b><br><a href="#">View Offers</a><br><a href="#">Finance Calculator</a><br><br><a href="#">FIND OUT MORE</a><br><a href="#">CONFIGURE YOUR NISSAN</a> | <b>NISSAN MICRA</b><br>THE TECH ADVANCED SMALL CAR<br>PRICES RANGE FROM *<br><b>£12,875</b><br><a href="#">View Offers</a><br><a href="#">Finance Calculator</a><br><br><a href="#">FIND OUT MORE</a><br><a href="#">CONFIGURE YOUR NISSAN</a> | <b>NISSAN JUKE</b><br>THE COMPACT CROSSOVER WITH STYLE<br>PRICES RANGE FROM *<br><b>£15,505</b><br><a href="#">View Offers</a><br><a href="#">Finance Calculator</a><br><br><a href="#">FIND OUT MORE</a><br><a href="#">CONFIGURE YOUR NISSAN</a> |
|---|---|---|

|  |   |  |
|--|---|--|
| <b>NISSAN QASHQAI</b><br>THE ULTIMATE URBAN CROSSOVER<br>PRICES RANGE FROM *<br><b>£19,995</b><br><a href="#">View Offers</a><br><a href="#">Finance Calculator</a><br><br><a href="#">FIND OUT MORE</a><br><a href="#">CONFIGURE YOUR NISSAN</a> | <b>NISSAN X-TRAIL</b><br>THE ADVENTURE SEEKING CROSSOVER<br>PRICES RANGE FROM *<br><b>£29,930</b><br><a href="#">View Offers</a><br><a href="#">Finance Calculator</a><br><br><a href="#">FIND OUT MORE</a><br><a href="#">CONFIGURE YOUR NISSAN</a> | <b>NISSAN NAVARA</b><br>THE PICK-UP FOR WORK AND PLAY<br>PRICES RANGE FROM *<br><b>£20,300</b><br>EXC. VAT<br><a href="#">View Offers</a><br><a href="#">Finance Calculator</a><br><br><a href="#">FIND OUT MORE</a><br><a href="#">CONFIGURE YOUR NISSAN</a> |
|--|---|--|

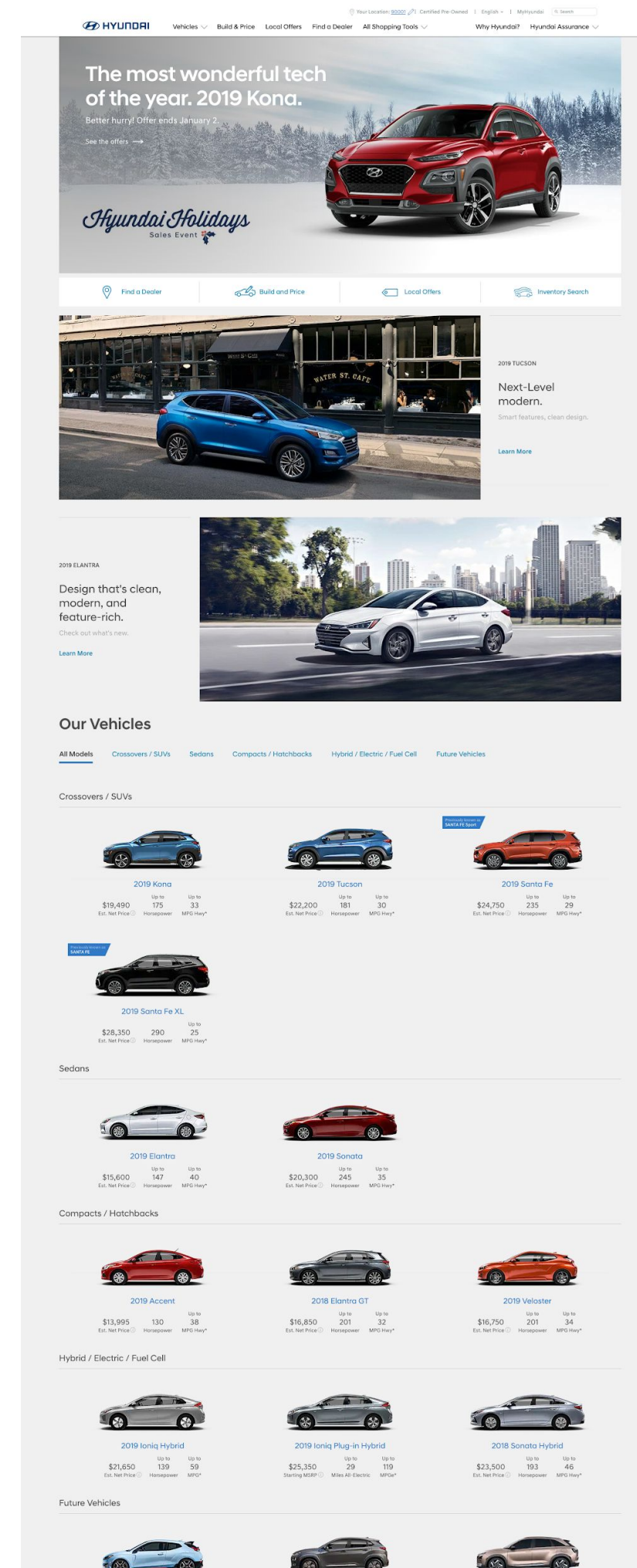
<https://www.nissan.co.uk/>



## Which-car-is-best moments

### Nissan UK

Hero Carousel displays best offerings and the grid provides Most popular. Allowing the user a quick snapshot as to what Nissan's best offerings are at the moment.



<https://www.hyundaiusa.com/>

## UX Best Practices Execution

Carousels perform poorly - to ensure users see content, its best to show each offerings as a static component rather than clumping all in one.

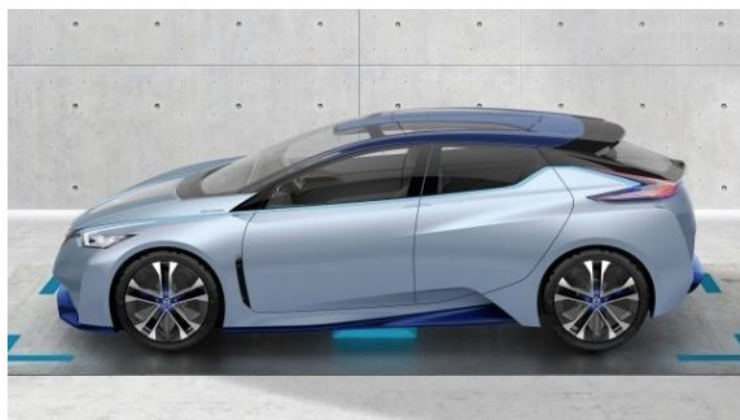
Hyundai understands this.

This UX convention of not hiding content is carried through to their "Our Vehicles" section. They start their tab gallery with all vehicles shown to display the full offerings rather than their most popular category like Toyota does with showing SUVs first.

# Identifying Execution



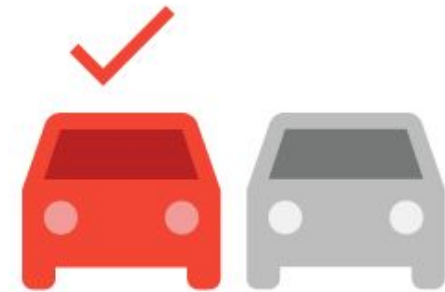
Carousel image



Component Down the page

Component Down the page

<https://www.nissan.co.uk/>



## Is-it-right-for-me moments

Nissan UK

Carousel has messaging about technology but does not clearly explain how that technology satisfies the shoppers needs.

There are not a lot of common search terms that users often google to make an inform decision for their checklist of needs.

Nissan Mobility needs better user centric messaging vs business centric messaging.

## Discover Honda

Explore the world of Honda through our latest news, events and videos.

The screenshot shows a grid of promotional cards for Honda. The top row includes: 1) A card for the 2018 Kelley Blue Book Brand Image Awards featuring a dark SUV and a red car. 2) A card titled 'Which Honda is a Car and Driver 10Best?' showing four different car models. 3) A card titled 'Ready for Adventure: the New Passport' showing a silver SUV in a mountainous landscape. The bottom row includes: 4) A card titled 'Honda Sensing' showing a blue car with sensor lines. 5) A card titled '2018 Green Car of the Year' showing three cars. 6) A social media tweet from Honda (@Honda) about a user's passion for music.

## UX Best Practices Execution

Honda showcases numerous industry articles - demonstrating their strengths to the user and why they should be chosen. Industry Credibility re-enforces purchasing decision.

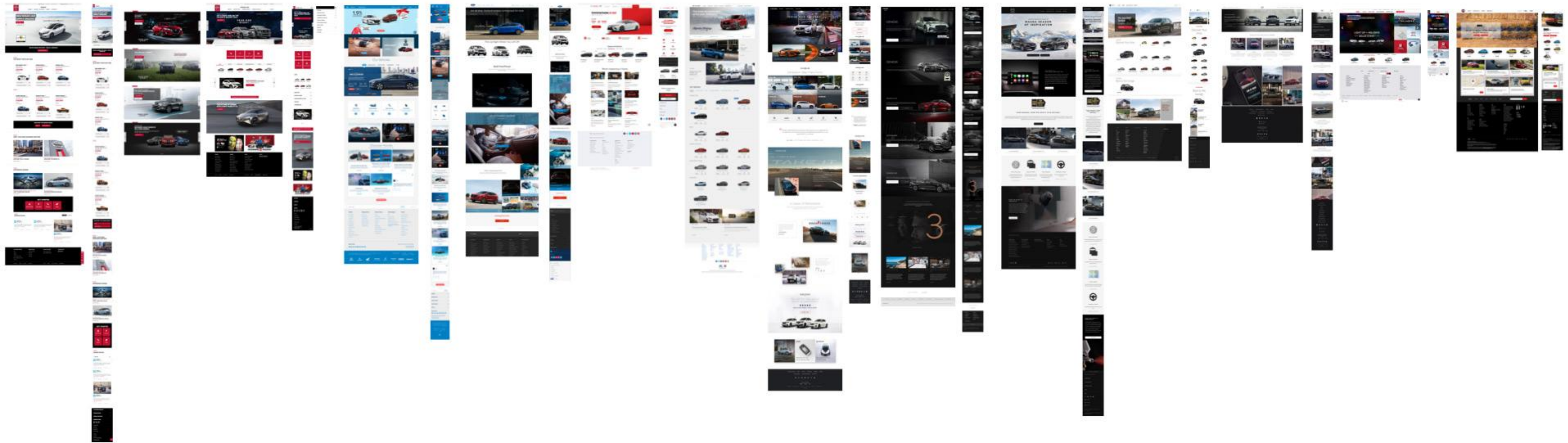
<https://automobiles.honda.com/>







# Landscape of the Industry



Manufacturers Shown.

Nissan UK | Nissan US | Honda | Ford | Toyota | Hyundai | Acura | Genesis | Mazda | Seat | Volvo | Kia | Fiat

Sample chosen for Comparison Analysis





# Critical Homepage Elements

1.) **Locate Dealer CTA**

3 Seconds to tell visitors what the site is about

2.) **Search**

Brief description of what is offered to the target audience

3.) **Supporting CTAs**

2-3 CTAs above the fold to different stages of the buying cycle

4.) **Showcasing "Best in Class"**

Use images or short videos to indicate what is offered

5.) **Benefits**

Clearly list the benefit to your product/ brand

6.) **Abovethefold optimization**

Clear paths into subsections of the site decrease bounce rate

7.) **Below the fold indicators**

Alternatives to primary CTAs that can reside below the fold

8.) **Features**

USPs, KVPs, or key features to give more context beyond benefits

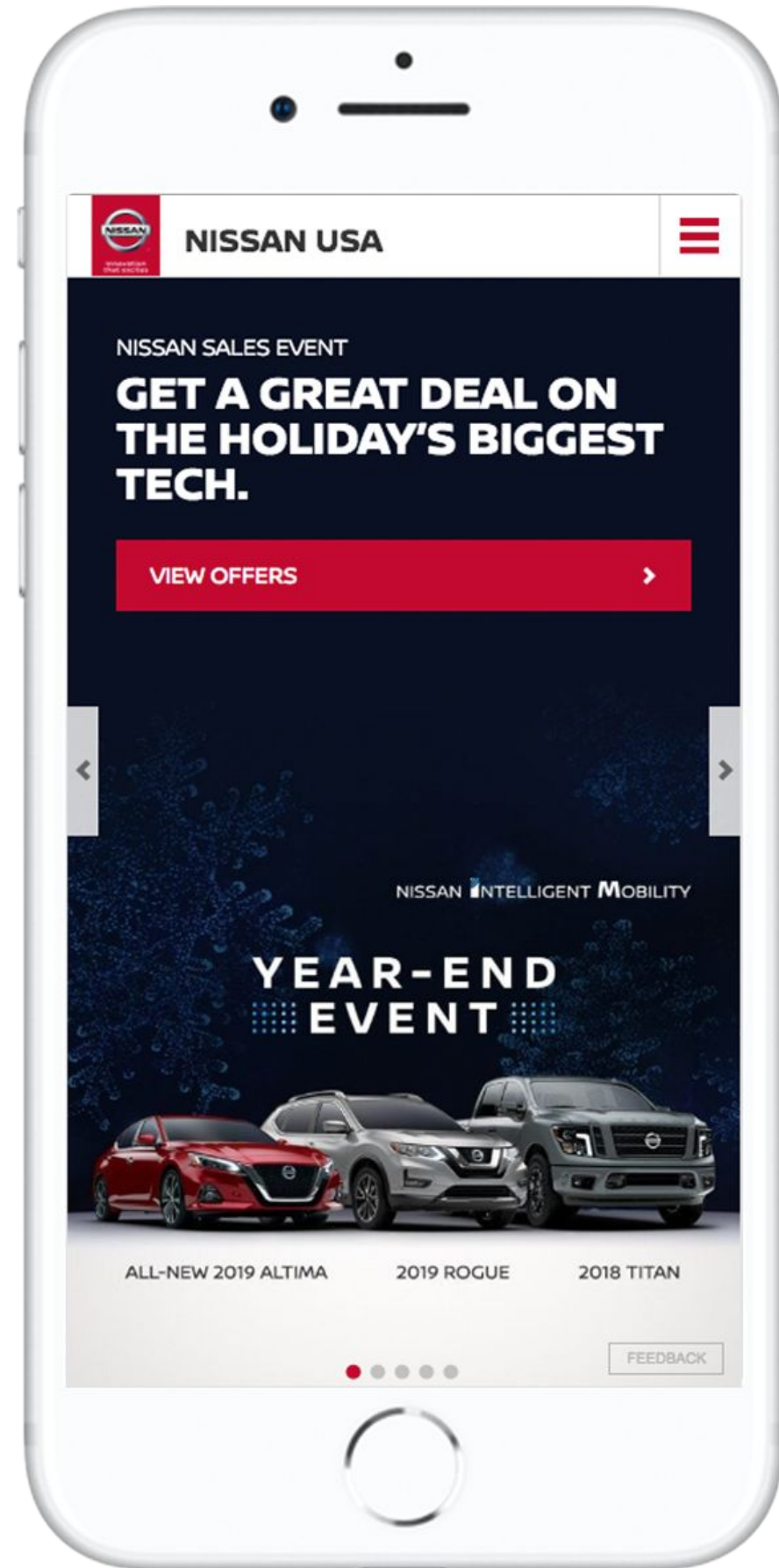
9.) **Below the fold Indicator**

Visual indicator, or teased content, to indicate there is additional content below the fold

10.) **Click Through Strategy**

Page contains minimal content on it and is programmed to get clicks to subsequent pages on the site

# Mobile Homepage



## ABOVE THE FOLD - Audit

### Must Show Prominently -

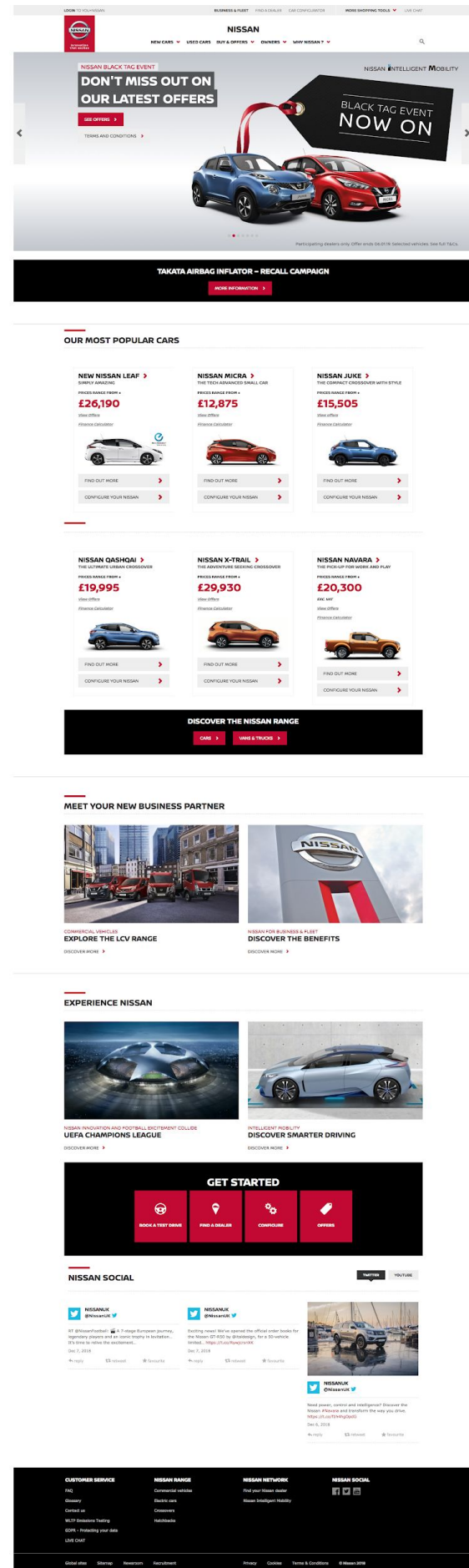
- Locate Dealer Button
- Search Function
- Set your location - to connect with deals and shopping tools easily.

### Improving Visual Balance

- Shrink Hero Carousel to have more CTAs above the fold for easy navigating for the user as they go through different parts of their buying journey. Users have different objectives everytime they revisit the site. Being able to assist the journey at every instance will bring a seamless buying experience.

SOURCE: HP Optimization Assessment; Home Page Panel Analysis (FY1706 HP Insights)  
New HP \_ Optimization Assessment V2 (Analysis Insights FY17)

# HOMEPAGE RESEARCH: NISSAN UK



## Evaluation References

- 1) Which car is best moments
- 2) Is it right for me moments
- 3) Can I afford it moments
- 4) Where should I buy it moments
- 5) Am I getting a deal moments

## Usability Observations

- 1)
  - + Showcase “Most Popular Cars”
  - + Showing Price of vehicle should be consistent for all regions.
- 2)
  - Does not highlight common search words that shoppers are looking for. ie Fuel Efficiency / towing capacity / trunk space / etc
- 3)
  - Does not show price in carousel slides.
  - + Does show price on grid with “most popular cars”
- 4)
  - + Locate Dealer in top navigation
  - Not as prominent as it should be.
- 5)
  - Offers aren't explicit in the messaging and don't give any benefits to the user at first glance.

# Slider (Carousel) Strategy

---

- Sliders drive product information
  - Sliders drive 86% of traffic to product info vs 14% to the New Vehicles section
- Focused featured strategy
  - Clicks on 1st & 2nd features decrease when the number of total features increases
  - When users' attention needs to focus on product content, display 4 or less pieces of content
  - When there is no key product content to promote, use all 5 as they are all receiving clicks

SOURCE: Home Page slide analysis; 21122016\_Micra Scorecard (FY1706 HP Insights)



Market Data | Average Time Spent

# 8 Seconds to convert

If you review your website statistics (called "log files") you'll notice the following **4 things are happening** on your landing pages...



**Optimize Your Landing Page Conversion "Funnel"**

1. The **largest percentage** of your visitors are **bailing (leaving) within 0-8 seconds** after briefly viewing your landing page.
2. The second largest percentage of visitors bail when they **decide your landing page does not prove compelling or relevant to what they're looking for.**
3. A small percentage of visitors **attempt to convert** (buy or use a contact form to become a lead) **but fail.** Some of these people will call you if you provide your phone number.
4. **A small percentage of visitors convert.**

# Competitive Research | Homepage Audit

# Critical Homepage Elements

## 1.) **Headline**

3 Seconds to tell visitors what the site is about

## 2.) **Sub-headline**

Brief description of what is offered to the target audience

## 3.) **Primary CTA**

2-3 CTAs above the fold to different stages of the buying cycle

## 4.) **Supporting Imagery**

Use images or short videos to indicate what is offered

## 5.) **Benefits**

Clearly list the benefit to your product/ brand

## 6.) **Navigation**

Clear paths into subsections of the site decrease bounce rate

## 7.) **Secondary CTAs**

Alternatives to primary CTAs that can reside below the fold

## 8.) **Features**

USPs, KVPs, or key features to give more context beyond benefits

## 9.) **Below the fold Indicator**

Visual indicator, or teased content, to indicate there is additional content below the fold

## 10.) **Click Through Strategy**

Page contains minimal content on it and is programmed to get clicks to subsequent pages on the site

# Competitive Audit: Homepage Evaluation (desktop)

| Element                  | Criteria  | AUTOMOTIVE SITE HOMEPAGES |                         |                          |                       |                          | NON-AUTOMOTIVE SITE HOMEPAGES  |                       |                          |                          |
|--------------------------|---|---------------------------|-------------------------|--------------------------|-----------------------|--------------------------|--------------------------------|-----------------------|--------------------------|--------------------------|
|                          |   | <a href="#">Kia UK</a>    | <a href="#">Seat UK</a> | <a href="#">Volvo UK</a> | <a href="#">VW US</a> | <a href="#">MBenz UK</a> | <a href="#">Adidas Outdoor</a> | <a href="#">Toggl</a> | <a href="#">Dyson UK</a> | <a href="#">Denon UK</a> |
| Headline                 | 3 seconds to tell visitors what the site is all about   | 3                         | 3                       | 2                        | 3                     | 3                        | 4                              | 3                     | 3                        | 3                        |
| Sub-headline             | Brief description of what is offered to the target audience   | 3                         | 3                       | 3                        | 3                     | 2                        | 4                              | 5                     | 4                        | 3                        |
| Primary CTA              | 2-3 CTAs, above the fold, to different stages of the buying cycle   | 5                         | 4                       | 4                        | 2                     | 3                        | 5                              | 4                     | 1                        | 1                        |
| Supporting Imagery       | Use of images or short videos to indicate what is offered   | 4                         | 3                       | 4                        | 4                     | 4                        | 5                              | 5                     | 2                        | 4                        |
| Benefits                 | Clearly list the benefit of the product/brand   | 3                         | 3                       | 2                        | 3                     | 1                        | 1                              | 4                     | 1                        | 1                        |
| Navigation               | Clear paths, into sub-sections of the site, decrease bounce rate  | 4                         | 4                       | 4                        | 3                     | 3                        | 5                              | 3                     | 4                        | 4                        |
| Secondary CTAs           | Alternatives to primary CTAs that can reside below the fold   | 3                         | 4                       | 4                        | 4                     | 3                        | 5                              | 3                     | 2                        | 2                        |
| Features                 | Unique Selling Points (USPs), Key Value Propositions (KVPs), or key features to give more context beyond benefits   | 3                         | 2                       | 3                        | 3                     | 1                        | 2                              | 5                     | 3                        | 2                        |
| Below-the-fold indicator | Visual indicator, or content teased, to indicate there is additional content below the fold for 1366x768 display (84.9% of displays are 1366x768 or higher) | 3                         | 4                       | 1                        | 2                     | 2                        | 4                              | 1                     | 2                        | 2                        |
| Click Through Strategy   | Page contains minimal content on it and is programmed for users to click through to subsequent pages on the site  | 4                         | 4                       | 4                        | 2                     | 3                        | 5                              | 3                     | 4                        | 4                        |
| <b>TOTAL SCORES</b>      |   | <b>36</b>                 | <b>33</b>               | <b>31</b>                | <b>29</b>             | <b>27</b>                | <b>39</b>                      | <b>36</b>             | <b>26</b>                | <b>26</b>                |

# Competitive Audit: Homepage Evaluation (mobile)

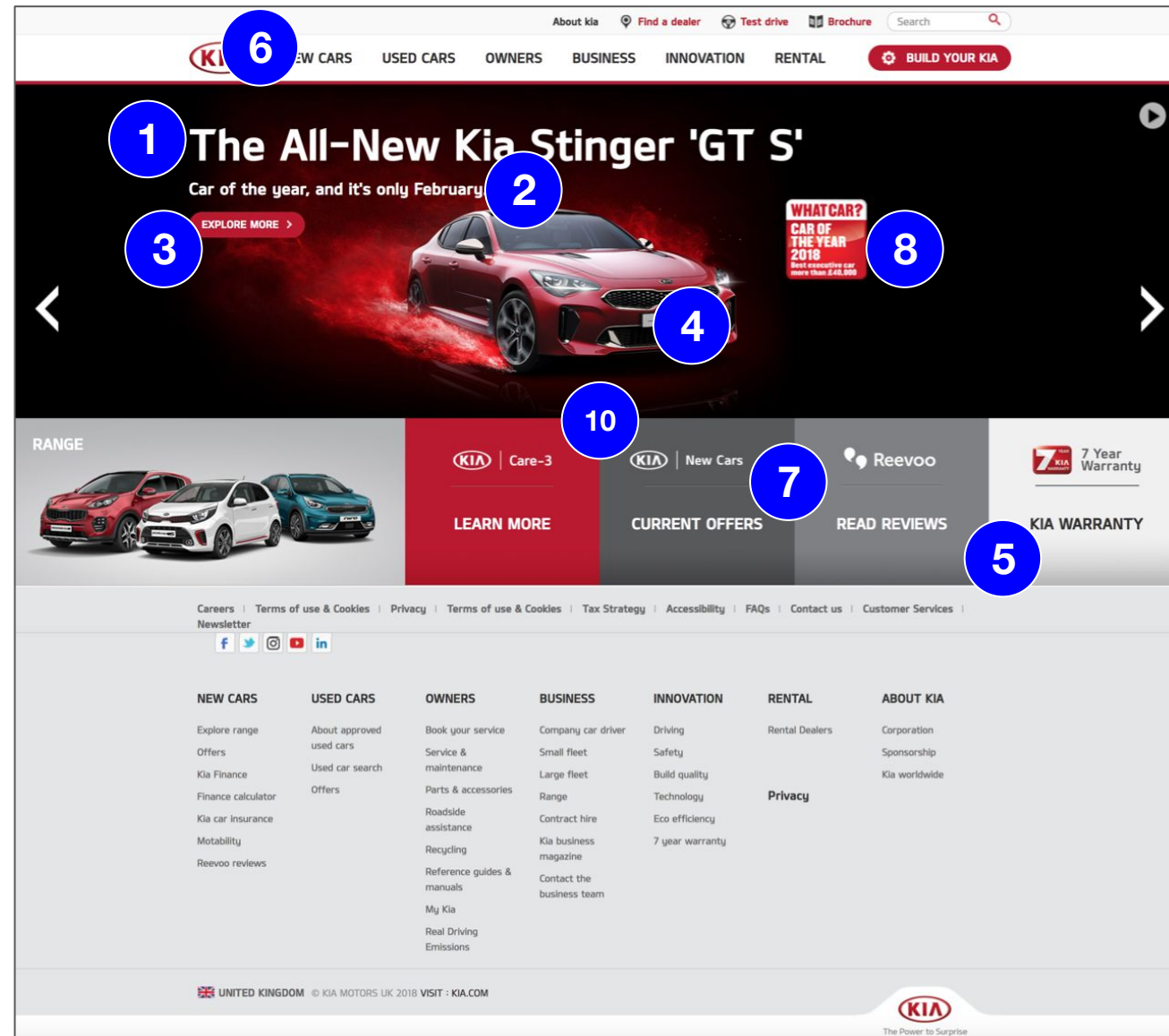
| Element                         | Criteria   | AUTOMOTIVE SITE HOMEPAGES |                          |                       |                         |                          | NON-AUTOMOTIVE SITE HOMEPAGES  |                       |                          |                          |
|---------------------------------|--|---------------------------|--------------------------|-----------------------|-------------------------|--------------------------|--------------------------------|-----------------------|--------------------------|--------------------------|
|                                 |  | <a href="#">Kia UK</a>    | <a href="#">Volvo UK</a> | <a href="#">VW US</a> | <a href="#">Seat UK</a> | <a href="#">MBenz UK</a> | <a href="#">Adidas Outdoor</a> | <a href="#">Toggl</a> | <a href="#">Dyson UK</a> | <a href="#">Denon UK</a> |
| <b>Headline</b>                 | 3 seconds to tell visitors what the site is all about  | 4                         | 2                        | 3                     | 2                       | 4                        | 4                              | 4                     | 4                        | 3                        |
| <b>Sub-headline</b>             | Brief description of what is offered to the target audience  | 3                         | 3                        | 2                     | 0                       | 2                        | 4                              | 3                     | 4                        | 3                        |
| <b>Primary CTA</b>              | 2-3 CTAs, above the fold, to different stages of the buying cycle  | 5                         | 4                        | 1                     | 3                       | 3                        | 5                              | 5                     | 3                        | 1                        |
| <b>Supporting Imagery</b>       | Use of images or short videos to indicate what is offered  | 4                         | 4                        | 4                     | 4                       | 4                        | 5                              | 5                     | 3                        | 4                        |
| <b>Benefits</b>                 | Clearly list the benefit of the product/brand  | 4                         | 2                        | 4                     | 2                       | 1                        | 1                              | 4                     | 3                        | 4                        |
| <b>Navigation</b>               | Clear paths, into sub-sections of the site, decrease bounce rate   | 4                         | 5                        | 5                     | 4                       | 3                        | 5                              | 4                     | 4                        | 4                        |
| <b>Secondary CTAs</b>           | Alternatives to primary CTAs that can reside below the fold  | 3                         | 4                        | 4                     | 4                       | 3                        | 5                              | 3                     | 3                        | 2                        |
| <b>Features</b>                 | Unique Selling Points (USPs), Key Value Propositions (KVPs), or key features to give more context beyond benefits            | 3                         | 3                        | 4                     | 3                       | 1                        | 2                              | 5                     | 3                        | 3                        |
| <b>Below-the-fold indicator</b> | Visual indicator, or content teased, to indicate there is additional content below the fold for 375x667px display (iPhone 7) | 3                         | 1                        | 3                     | 5                       | 1                        | 4                              | 0                     | 2                        | 2                        |
| <b>Click Through Strategy</b>   | Page contains minimal content on it and is programmed for users to click through to subsequent pages on the site             | 4                         | 4                        | 1                     | 3                       | 4                        | 5                              | 4                     | 4                        | 4                        |
| <b>TOTAL SCORES</b>             |  | <b>37</b>                 | <b>32</b>                | <b>31</b>             | <b>30</b>               | <b>26</b>                | <b>39</b>                      | <b>37</b>             | <b>33</b>                | <b>29</b>                |

# Automotive Sites (Desktop)

# HOMEPAGE RESEARCH: KIA UK

Eval Score

36/50



<http://www.kia.com/uk/>

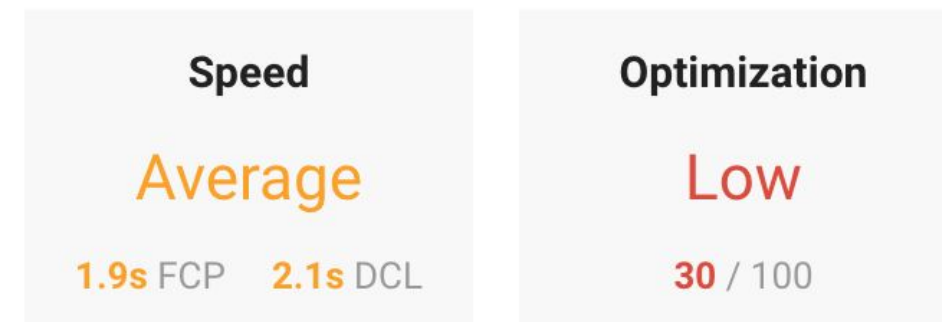
## Evaluation References

- 1) Headline
- 2) Sub-headline
- 3) Primary CTA
- 4) Supporting Imagery
- 5) Benefits
- 6) Navigation
- 7) Secondary CTAs
- 8) Features
- 9) ~~Below the fold indicator~~
- 10) Click Through Strategy

## Site Info

**CMS:** Adobe Marketing Cloud

**Google Speed Test:**



## Usability Observations

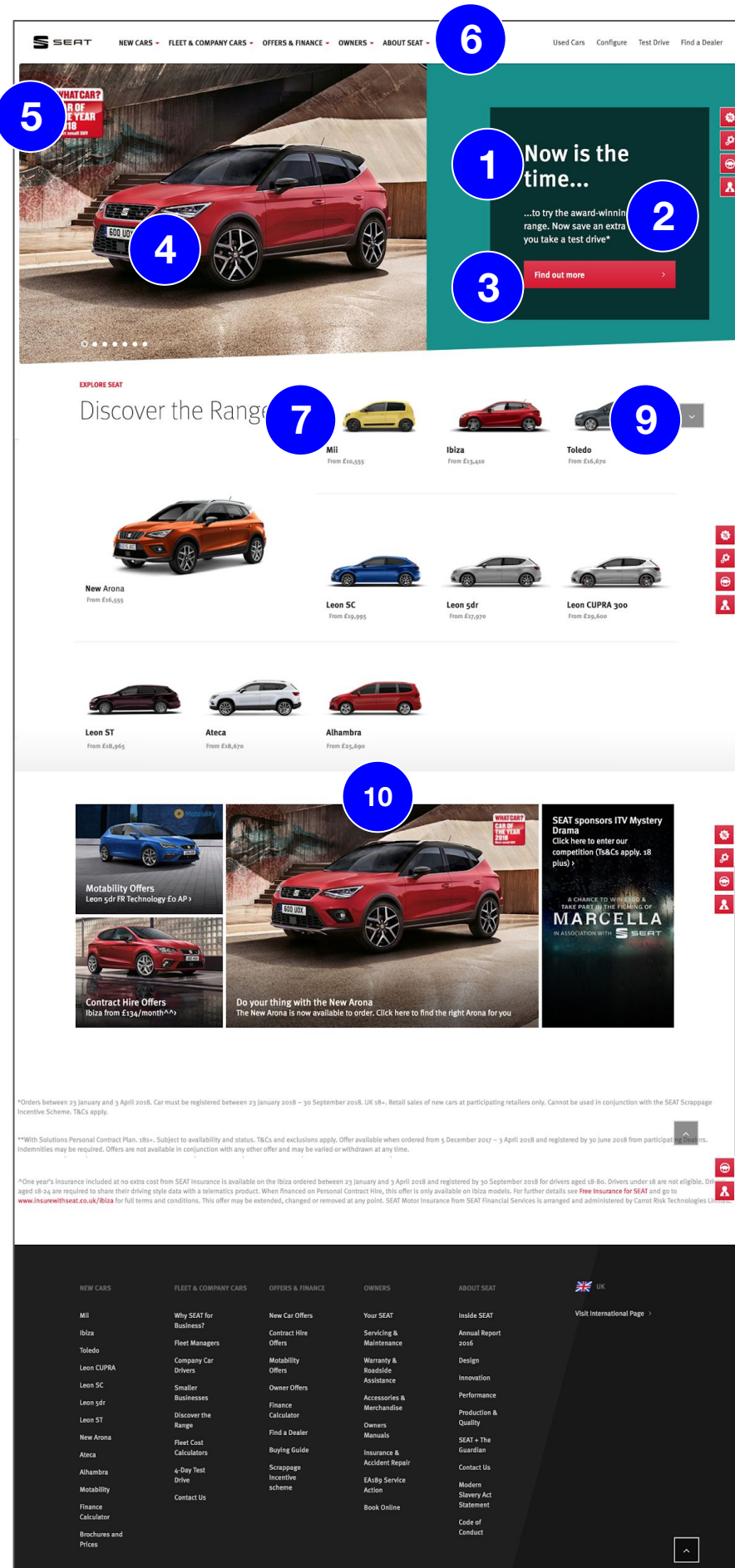
- + Entire page was built to fit within a 1366x768 display, minus the footer
- + Good mix of featured vehicles, brand promises, and reviews
- + Vehicle range is immediately below the hero content
- Range is not displayed on the page, which requires users to click through to a secondary page to view
- Content could use more USPs
- Contains excessive layers of footer links



# HOMEPAGE RESEARCH: Seat UK

Eval Score

33/50



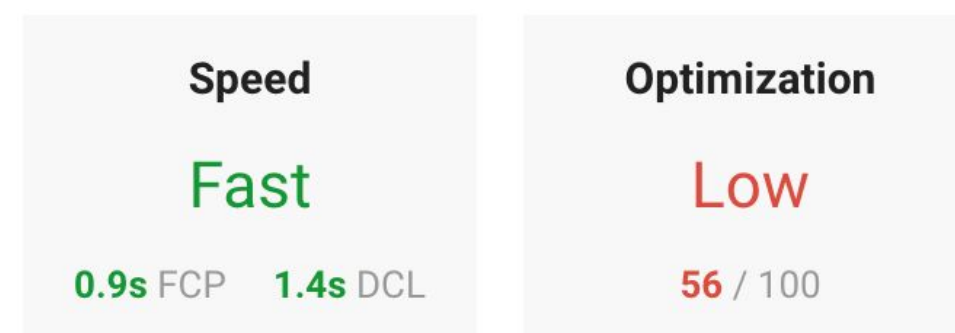
## Evaluation References

- 1) Headline
- 2) Sub-headline
- 3) Primary CTA
- 4) Supporting Imagery
- 5) Benefits
- 6) Navigation
- 7) Secondary CTAs
- 8) ~~Features~~
- 9) Below-the-fold indicator
- 10) Click Through Strategy

## Site Info

**CMS:** Adobe Marketing Cloud

**Google Speed Test:**



## Usability Observations

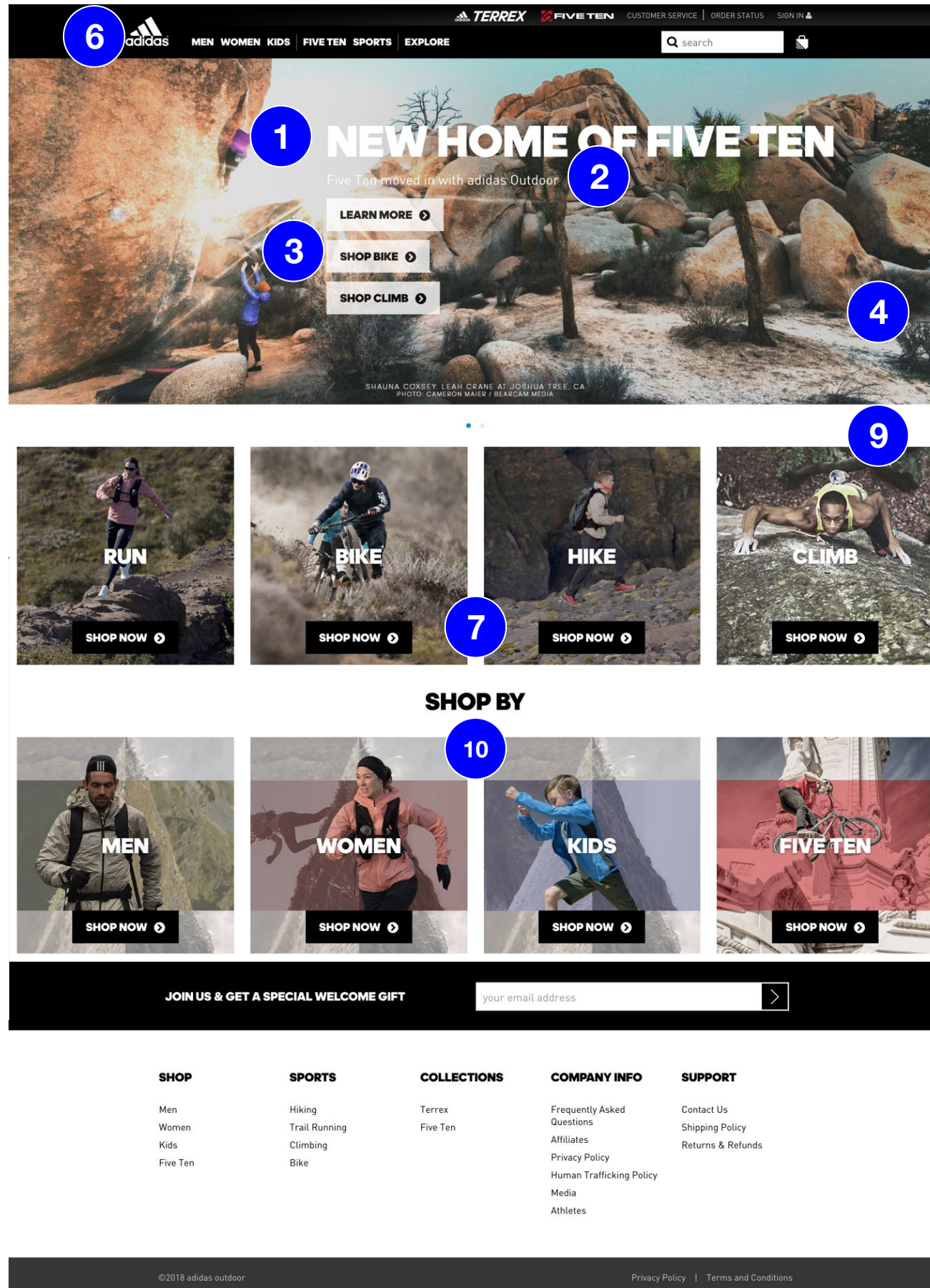
- + Simplified approach to homepage content
- + Messaging, benefits, and clear CTAs are present above the fold
- + Vehicle range is immediately below the hero content
- Above the fold content is limited to a single piece of content per slide in the carousel
- No USPs or Features listed
- Footer is a bit overwhelming for a homepage

# Non-Automotive Sites

# HOMEPAGE RESEARCH: Adidas Outdoor

Eval Score

39/50



## Evaluation References

- 1) Headline
- 2) Sub-headline
- 3) Primary CTA
- 4) Supporting Imagery
- 5) ~~Benefits~~
- 6) Navigation
- 7) Secondary CTAs
- 8) ~~Features~~
- 9) Below-the-fold indicator
- 10) Click Through Strategy

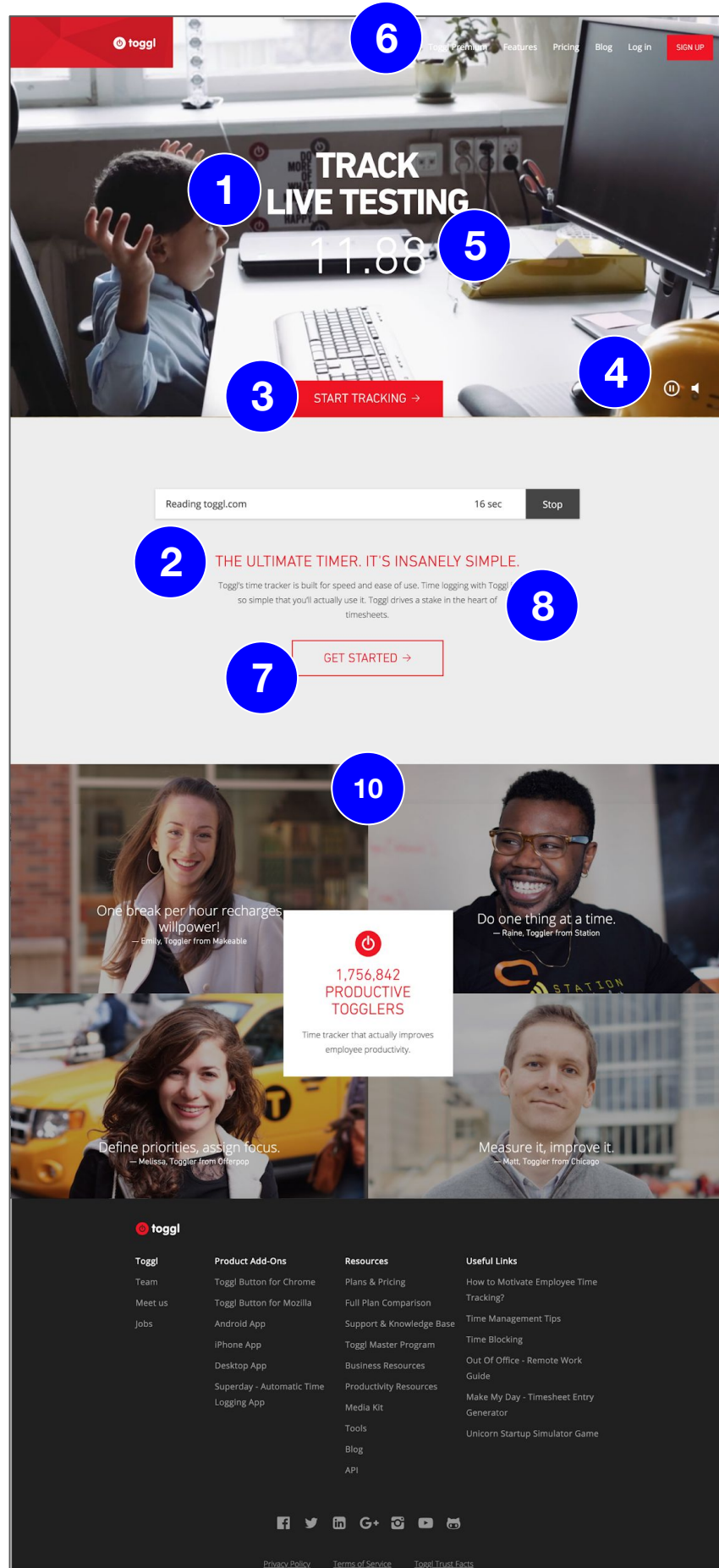
## Usability Observations

- + Entire page was built to fit within a 1366x768 display, minus the footer
- + It is very clear to the user that the homepage is intended as a portal into products and content within the website
- Above the fold content is limited to a single piece of content per slide in the carousel
- No benefits to support the brand
- No features or USPs to support the models

# HOMEPAGE RESEARCH: Toggl

Eval Score

36/50



## Evaluation References

- 1) Headline
- 2) Sub-headline
- 3) Primary CTA
- 4) Supporting Imagery
- 5) Benefits
- 6) Navigation
- 7) Secondary CTAs
- 8) Features
- 9) ~~Below the fold indicator~~
- 10) Click Through Strategy

## Usability Observations

- + Above the fold is a quick loading bgvideo that is engaging and supports the messaging on the page
- + There are features of the product integrated onto the page, such as the counter in the box just under the primary CTA
- + Very clear USPs listed
- + Critical path and user's focus is very clear
- Global nav is not very visible
- There is no below-the-fold indicator to entice users to scroll

# NE Homepage | Phase 1: Initial Wireframes

# NE Homepage: Initial Wireframes

---

PDF to be distributed separately

# NE Homepage | Next Steps & Phase 2

# NE Homepage: Next Steps

---

## Wireframe Next Steps

- Obtain and incorporate feedback
- Map layouts to existing components
- Recreate initial layouts to include a layer of detail that aligns concepts to issues addressed
- Identify potential blockers or customizations required to accomplish must-haves
- Update wireframes and re-distribute
- Design comps and build pages



# NE Homepage: Phase 2

---

## Proposed Solutions for Phase 2

- Qualitative Data
  - Produce/ Infuse Qualitative data into the solution
    - User test current homepage to produce customer-centric painpoints to address
    - Infuse available survey or A/B test findings, specific to the homepage
- Iterative approach to CRO
  - Launch Phase 2 with A/B test to identify higher performing options
  - Create landing pages to address specific users at specific parts of their journey
    - Product-focused version of homepage
    - Feature/ Offer-focused version of homepage
    - ETC
  - Monitor test results
  - Continue to optimize to increase conversion

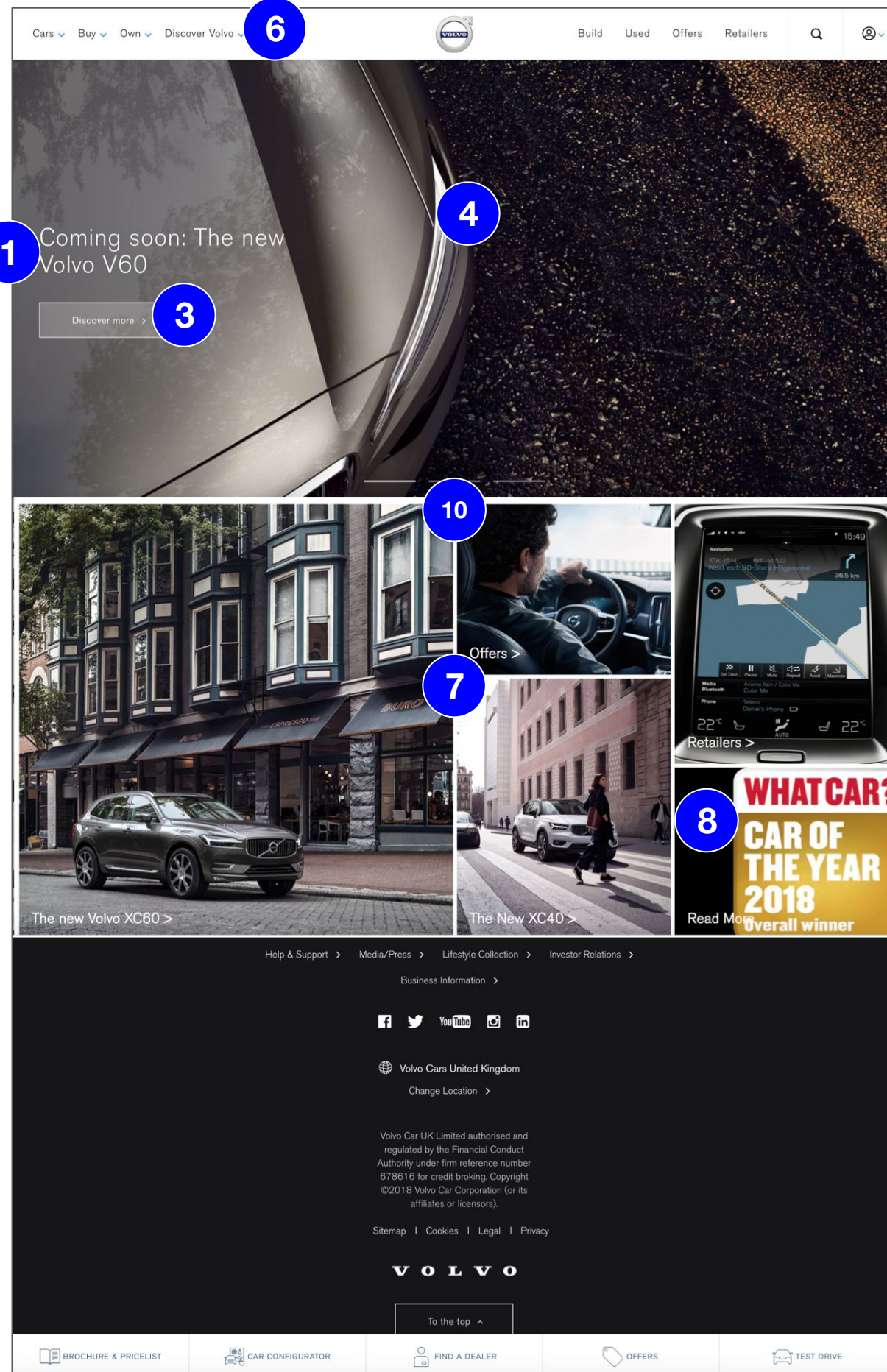
Archive | References

# Automotive Sites (Desktop)

# HOMEPAGE RESEARCH: Volvo UK

Eval Score

31/50



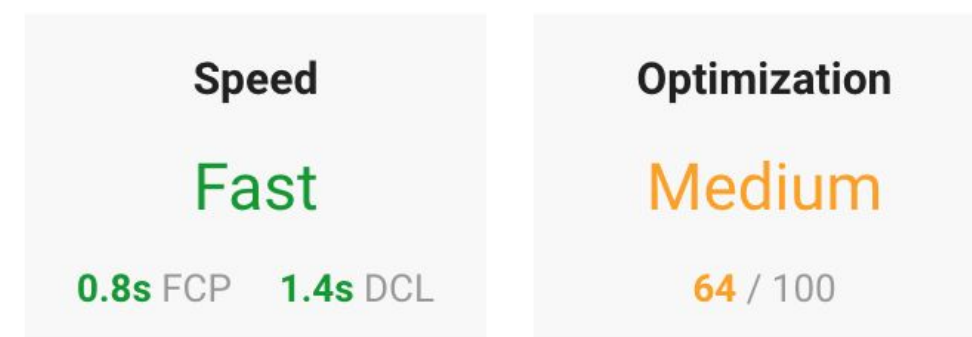
## Evaluation References

- 1) ~~Headline~~
- 2) ~~Sub-headline~~
- 3) ~~Primary CTA~~
- 4) ~~Supporting Imagery~~
- 5) ~~Benefits~~
- 6) ~~Navigation~~
- 7) ~~Secondary CTAs~~
- 8) ~~Features~~
- 9) ~~Below the fold indicator~~
- 10) ~~Click Through Strategy~~

## Site Info

**CMS:** Sitecore

**Google Speed Test:**



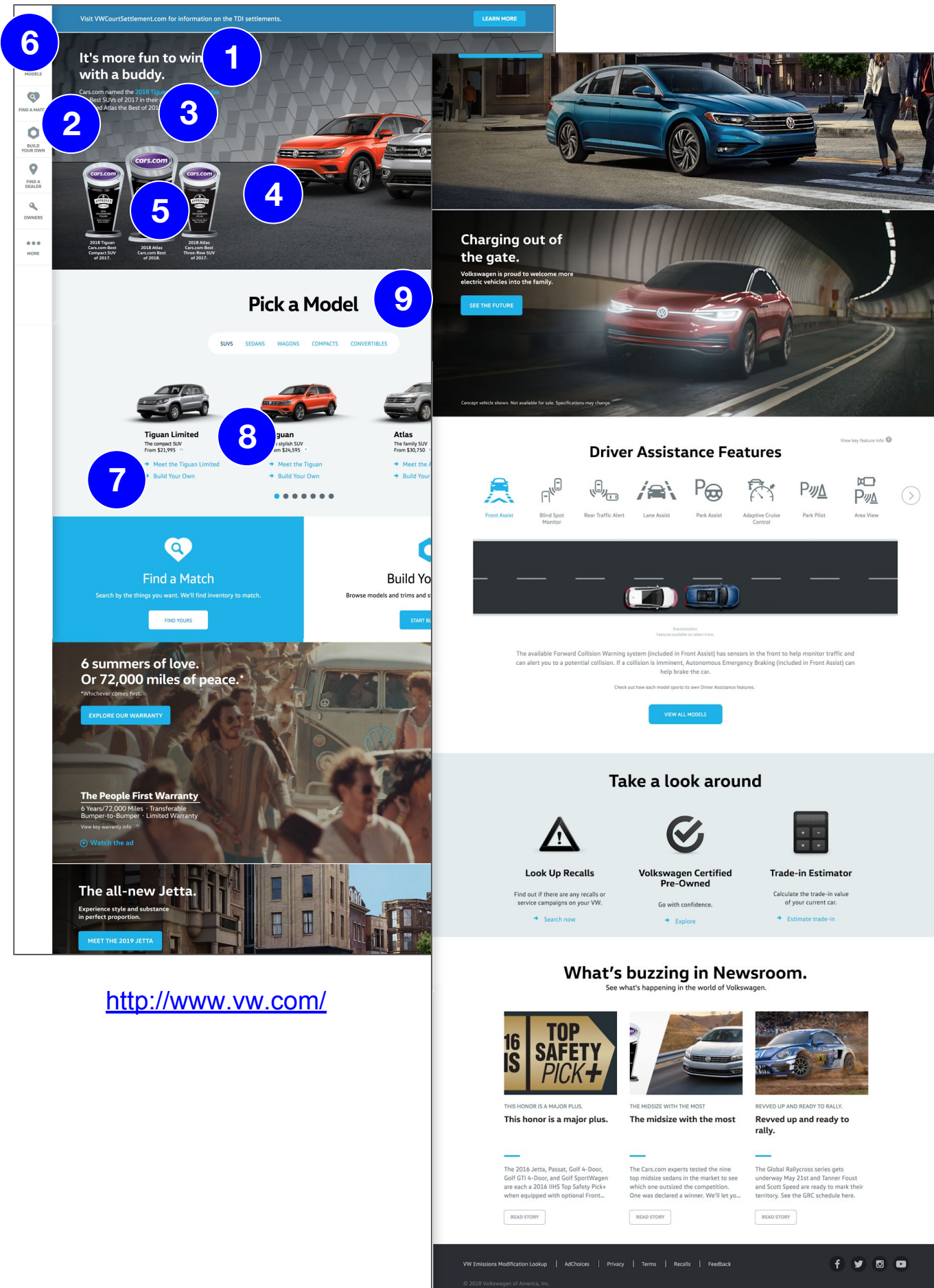
## Usability Observations

- + Very simplified approach to homepage content
- + CTA bar snaps to the bottom as the user scrolls with options to view brochure/price list, configure, find a dealer, view offers, and book test drive
- No vehicle line-up listed
- Above the fold content is limited to a single piece of content per slide in the carousel
- No benefits to support the brand
- No features to support the models

# HOMEPAGE RESEARCH: VW US

Eval Score

29/50



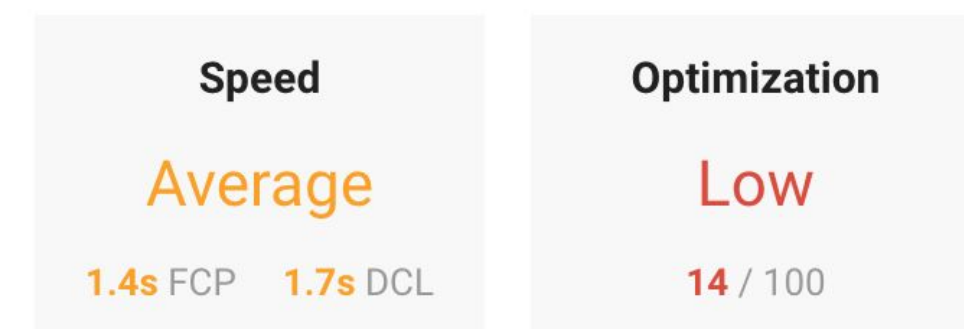
## Evaluation References

- 1) Headline
- 2) Sub-headline
- 3) Primary CTA
- 4) Supporting Imagery
- 5) Benefits
- 6) Navigation
- 7) Secondary CTAs
- 8) Features
- 9) Below-the-fold indicator
- ~~10) Click-Through Strategy~~

## Site Info

**CMS:** Adobe Marketing Cloud

**Google Speed Test:**



## Usability Observations

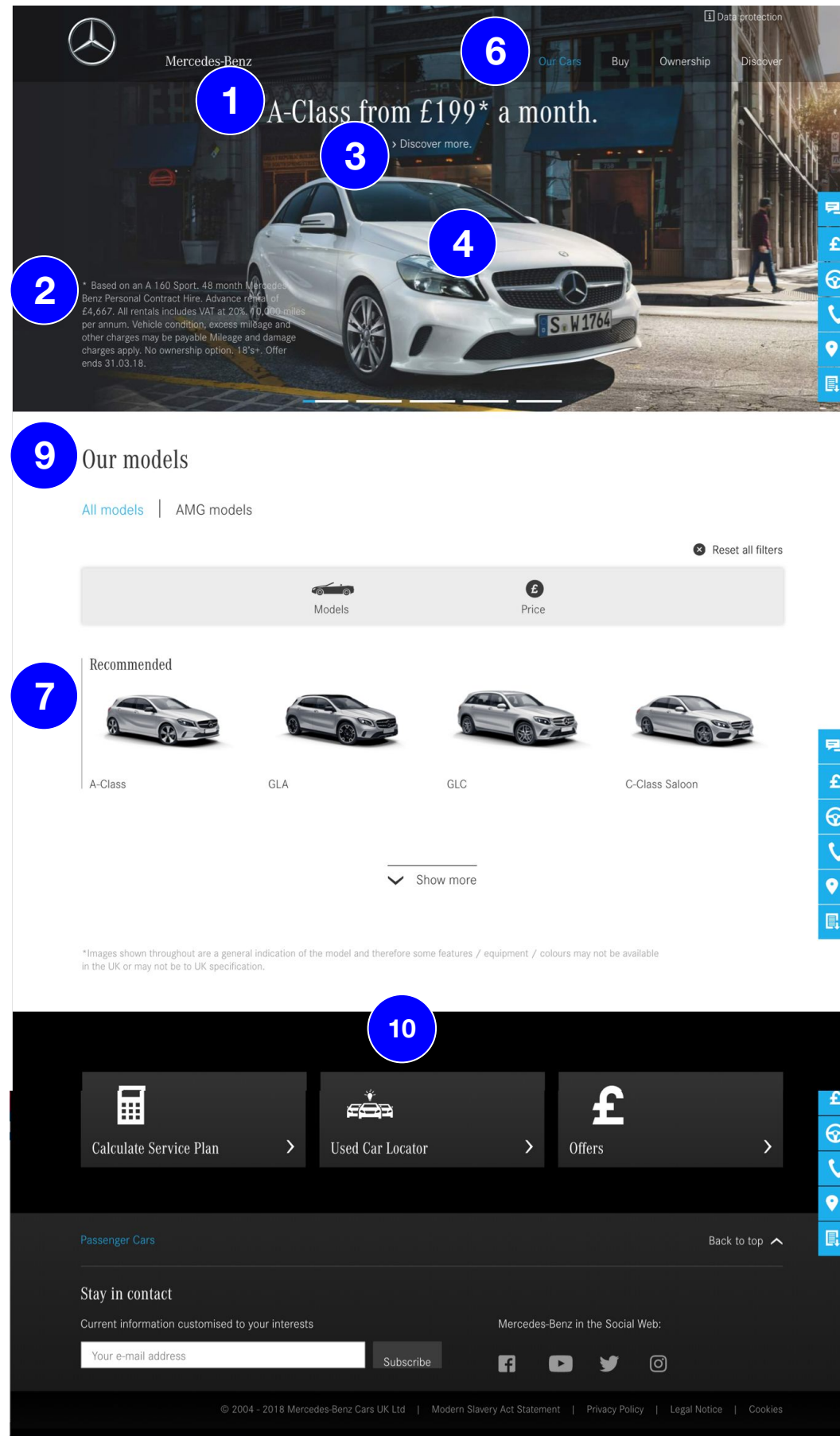
- + Leads with Benefits of ownership
- + Vehicle range is immediately below the hero content
- + Clearly stated USPs & KVPs
- + Find a Match tool allows users to identify the best match for them based off preferences
- Text links are not visually clear CTAs for next step actions above the fold
- Significant amount of content for a homepage which reduces the focus of conversion
- Attempts to answer questions that sub-pages can get more into detail about

<http://www.vw.com/>

# HOMEPAGE RESEARCH: Mercedes UK

Eval Score

27/50



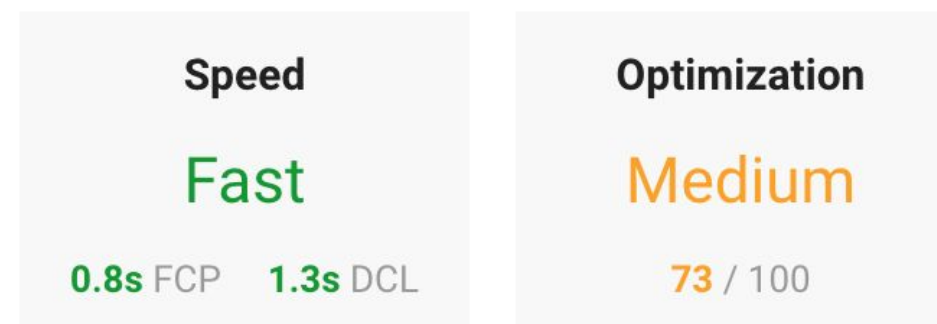
## Evaluation References

- 1) Headline
- 2) Sub-headline
- 3) Primary CTA
- 4) Supporting Imagery
- ~~5) Benefits~~
- 6) Navigation
- 7) Secondary CTAs
- ~~8) Features~~
- 9) Below-the-fold indicator
- 10) Click Through Strategy

## Site Info

**CMS:** Adobe Marketing Cloud

**Google Speed Test:**



## Usability Observations

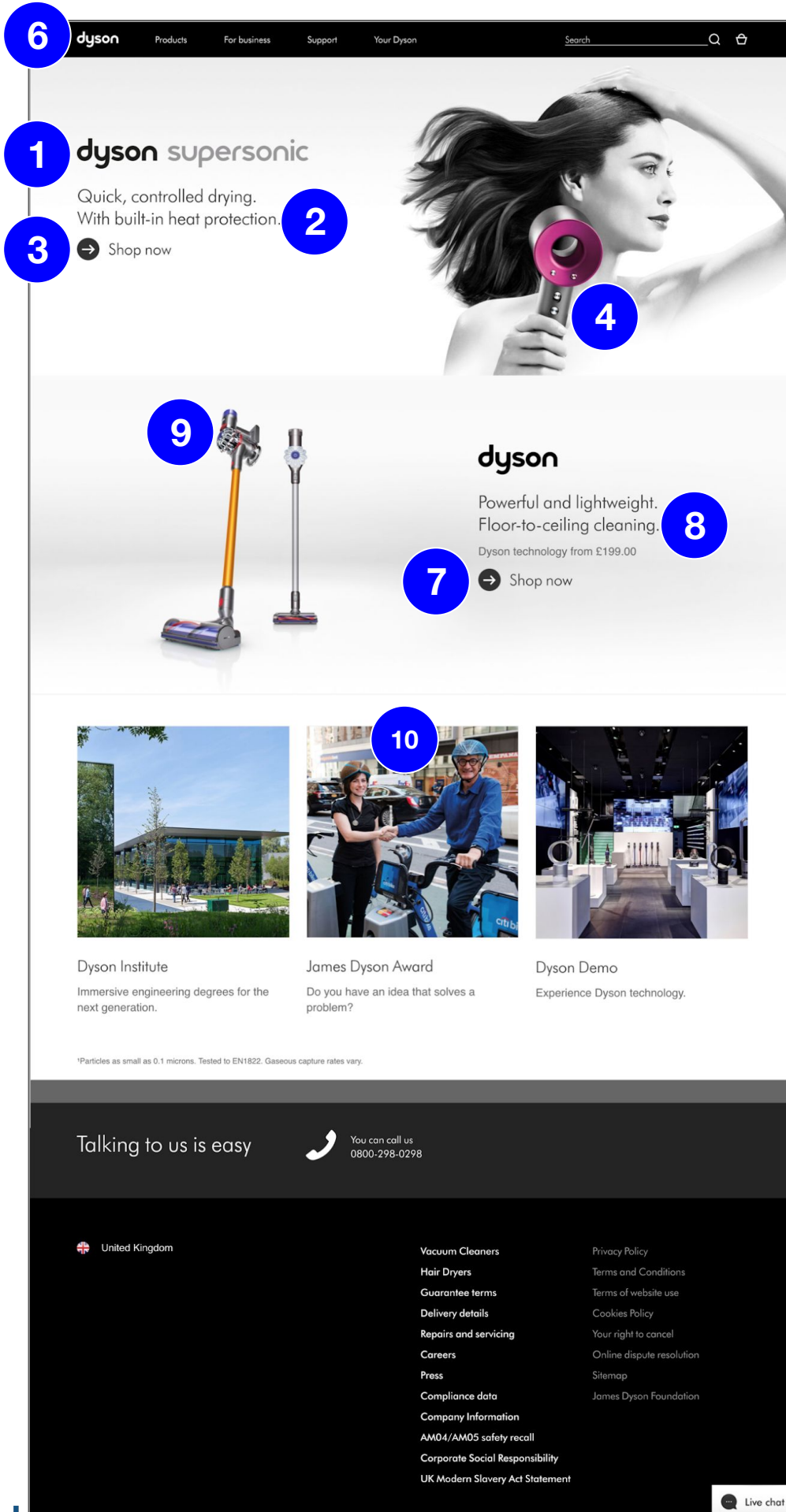
- + Shopping tool CTAs are very easy to find
- + Vehicle range is immediately below the hero content
- Key information is not displayed by default and requires
- Benefits and features are not visible on the homepage
- Content could use more USPs

# Non-Automotive Sites

# HOMEPAGE RESEARCH: Dyson UK

Eval Score

26/50



## Evaluation References

- 1) Headline
- 2) Sub-headline
- 3) Primary CTA
- 4) Supporting Imagery
- 5) ~~Benefits~~
- 6) Navigation
- 7) Secondary CTAs
- 8) Features
- 9) Below-the-fold indicator
- 10) Click Through Strategy

## Usability Observations

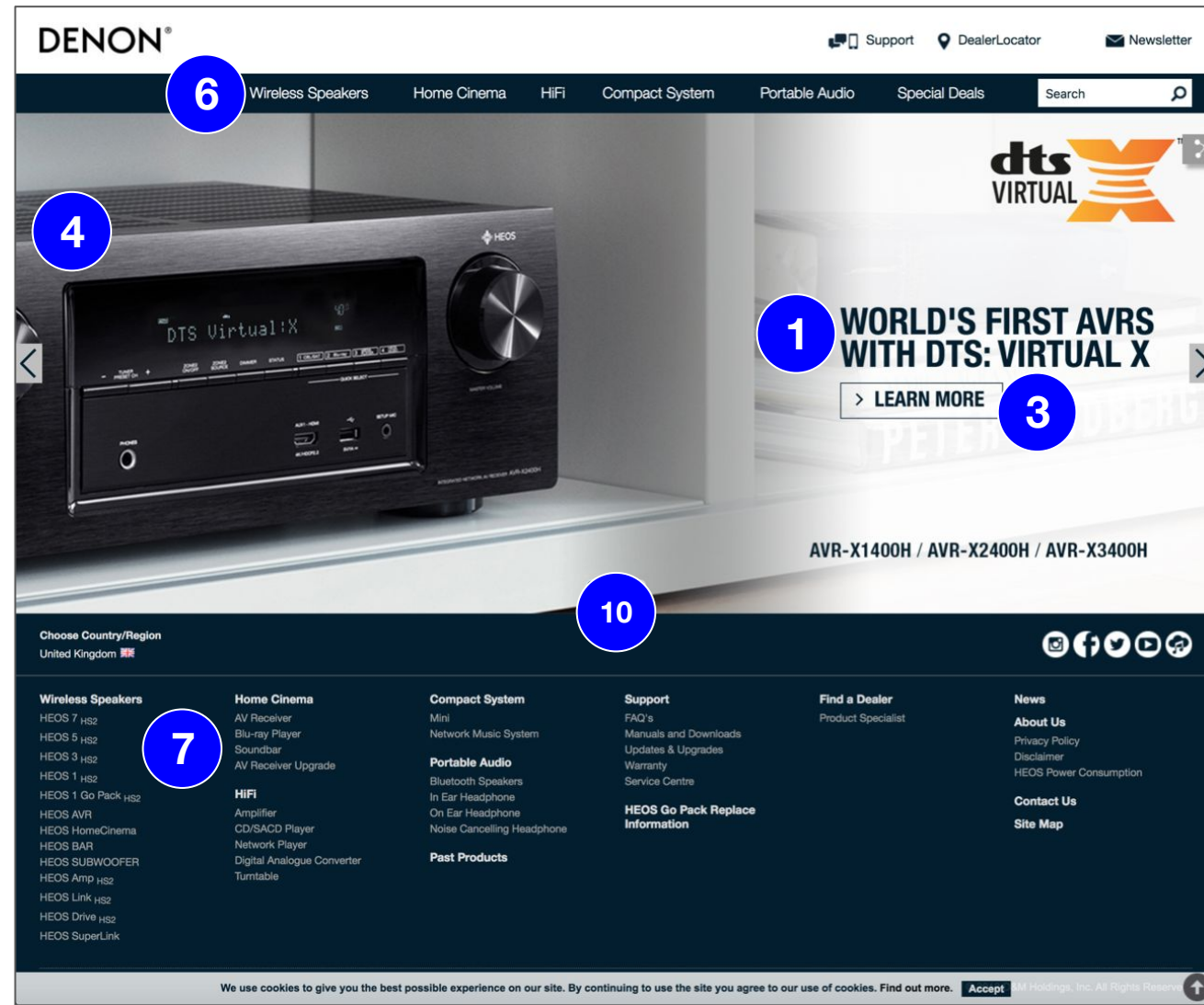
- + Very simplified approach to homepage content
- + Does not rely on a carousel to rotate multiple features
- + Teases additional content, below-the-fold, which encourages user to scroll
- + Easy to find chat and support numbers
- Does not list benefits to support the brand
- No list of products or product types
- No awards or warranty guarantees



# HOMEPAGE RESEARCH: Denon UK

Eval Score

26/50



<https://www.denon.co.uk/uk>

## Evaluation References

- 1) Headline
- ~~2) Sub-headline~~
- 3) Primary CTA
- 4) Supporting Imagery
- ~~5) Benefits~~
- 6) Navigation
- 7) Secondary CTAs
- ~~8) Features~~
- ~~9) Below the fold indicator~~
- 10) Click Through Strategy

## Usability Observations

- + Entire page was built to fit within a 1366x768 display, minus the footer
- + It is very clear to the user that the homepage is intended as a portal into products and content within the website
- Above the fold content is limited to a single piece of content per slide in the carousel
- No benefits to support the brand
- No features or USPs to support the models

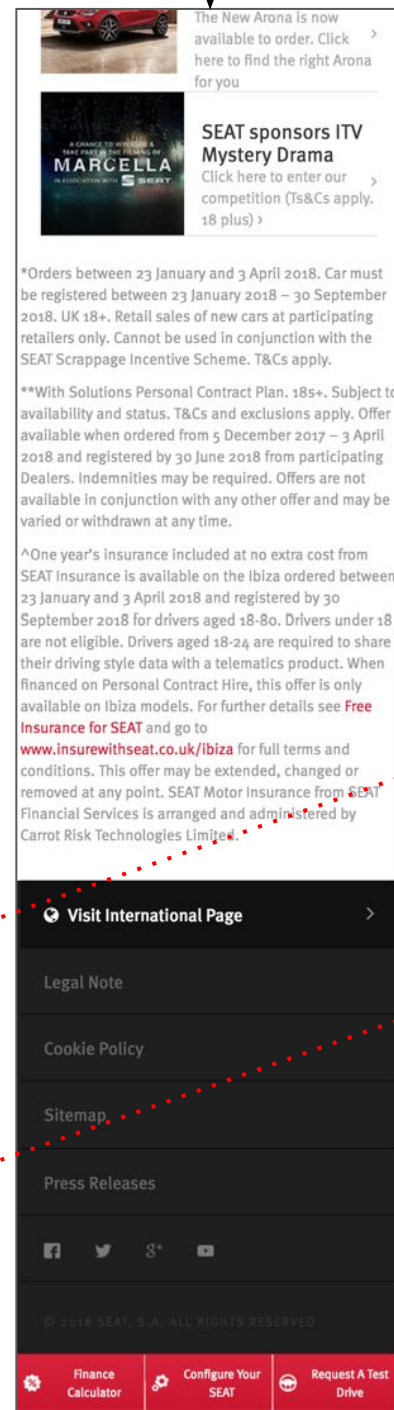
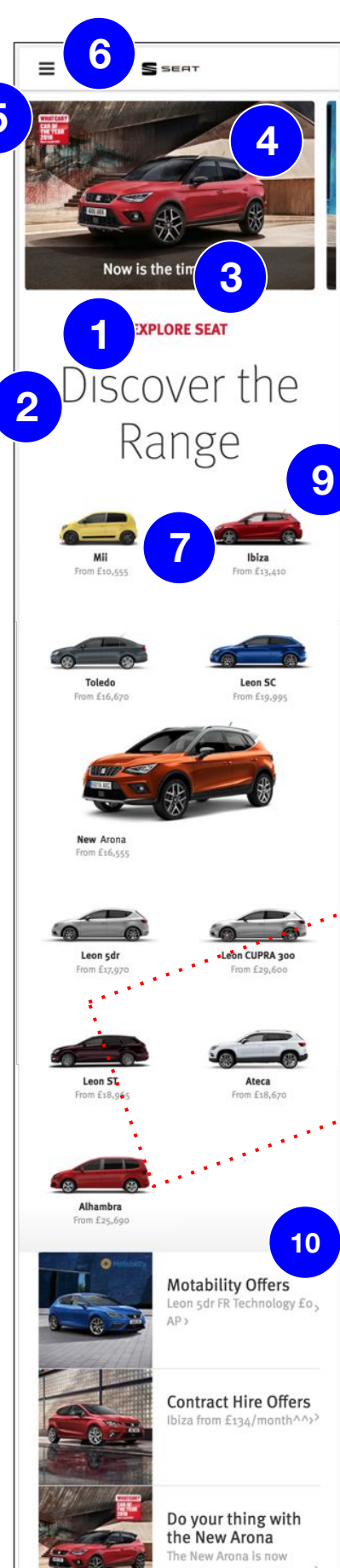
**MOBILE SAMPLE**

Automotive Sites (Mobile)

# HOMEPAGE RESEARCH: Seat UK

Eval Score

##



## Evaluation References

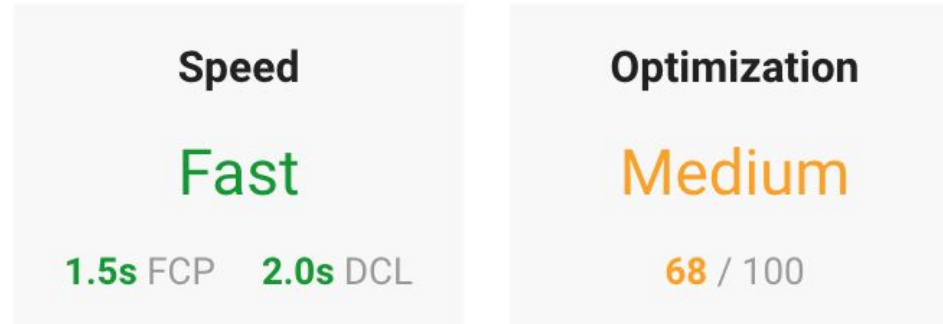
- 1) Headline
- 2) Sub-headline
- 3) Primary CTA
- 4) Supporting Imagery
- 5) Benefits
- 6) Navigation
- 7) Secondary CTAs
- 8) Features
- 9) Below-the-fold indicator
- 10) Click Through Strategy

**MOBILE SAMPLE**

## Site Info

**CMS:** Adobe Marketing Cloud

**Google Speed Test:**



## Usability Observations

- + Simplified approach to homepage content
- + Vehicle range is immediately below the hero content
- + Next step actions stick to the bottom of the screen as the user scrolls down the page for easy access
- + Mobile specific version of nav and footer
- Lacks mobile-friendly UI buttons
- No USPs or Features listed

# Cadence for slides

- Section/ setup slide
  - Information evaluated
  - OEMs
  - Goals - evaluate HOMEPAGE, VLP, MOBILE landscape to identify best practices
- Competitive Desktop bench
  - UX positives
- Competitive Mobile bench
  - UX positives
- Nissan Desktop bench
  - UX “areas of opportunity”
- Nissan Mobile bench
  - UX “areas of opportunity”
- UX Recommendations
  - Reference Marc’s design
  - Map back to what is good on competitive OR what is an improvement on what is bad on Nissan
- Links to prototypes
- Next Steps
- Thanks