



Digital Information Architecture

OneWeb Project

OneWeb

8th December 2016



Mercedes-Benz

OneWeb

Overview

The purpose of this document is to investigate and propose areas for improvement within the current information architecture of Mercedes-Benz.co.uk as it needs to be brought in line with what Mercedes-Benz UK's users and potential customers expect.

In the process of reviewing the current structure, it has become apparent that not only an entirely new sitemap should be created but the content within the site streamlined and rationalised to enhance the user experience for all visitors.

In addition to the architectural considerations, we have identified some significant areas where user interaction with the website could be enhanced by standardising the methods used to show content, launch tools and provide information.

The document will also outline six typical customer journeys for five previously identified user personas; these have been used to help define the best information architecture as well as demonstrate some possible functional enhancements.

All recommendations have been made with a view to them being easily responsive for mobile-first design.

The findings of the review support many of the recommendations previously made to Mercedes-Benz UK by Your Favourite Story, and this document provides additional insight to support the proposed strategy.

Sitemap

A sitemap is a visual representation of a website that enables one to see the logical structure, or information architecture, of the content. The sitemap represents the content and subsequently forms the basis for the navigation of the website which allows the user to complete tasks and find information whilst constantly being able to orientate themselves, to see where they are, with the help of a clear and unambiguous visual hierarchy.

The current website structure and navigation is confusing and difficult to navigate, with content found at deep levels of the site, it can be difficult for users to find relevant information. This means drop off rates are high – at the moment 99% of visitors see 20% of the site.

Identified areas for consideration/improvement

One: Where some links and functional components on the site are triggered new browser tabs are opened that contain no standard standard masthead/navigation. This leaves the customer/visitor with an 'orphan' page - one that provides no visual orientation (or navigation) as to where they are on the site and no means of returning to the previous page without locating the original tab. The typical user journey, therefore, ends with many tabs open.

Recommended solution: Ensure the masthead is persistent throughout the entire journey as the user navigates between content and use lightboxes and, where appropriate, fully integrated pages.

OneWeb

Sitemap

Two: Authenticated users, who currently view the Mercedes Me content do not have access to the standard content.

Recommended solution: All content should be visible to all users. In the following sitemaps we have revised the navigation to merge the content from both user groups.

Three: Homepage. As mentioned in **Two**, the authenticated user is taken to the Mercedes Me homepage at login and they can no longer see the standard, unauthenticated navigation or content. The homepage architecture is completely different. The expectation might be that a user can still see the content but be presented with more ‘personalised’ content.

Recommended solution: With a merged navigation and content, there is an opportunity for the homepage to become ‘My Mercedes’ to the authenticated user. A personalised homepage can provide a customer with intelligent copy and links to relevant content and tools.

Four: There are no quick links to the most useful tools on the current site.

Recommended solution: Create a persistent navigation tool, such as a sticky navigation to link the customer to the, analytically-proven, most useful tools. Authenticated users could have personalised links to the tools they use the most.

Sitemap

Five: Registered users, who have not Logged In, are not shown a link to 'Login'.

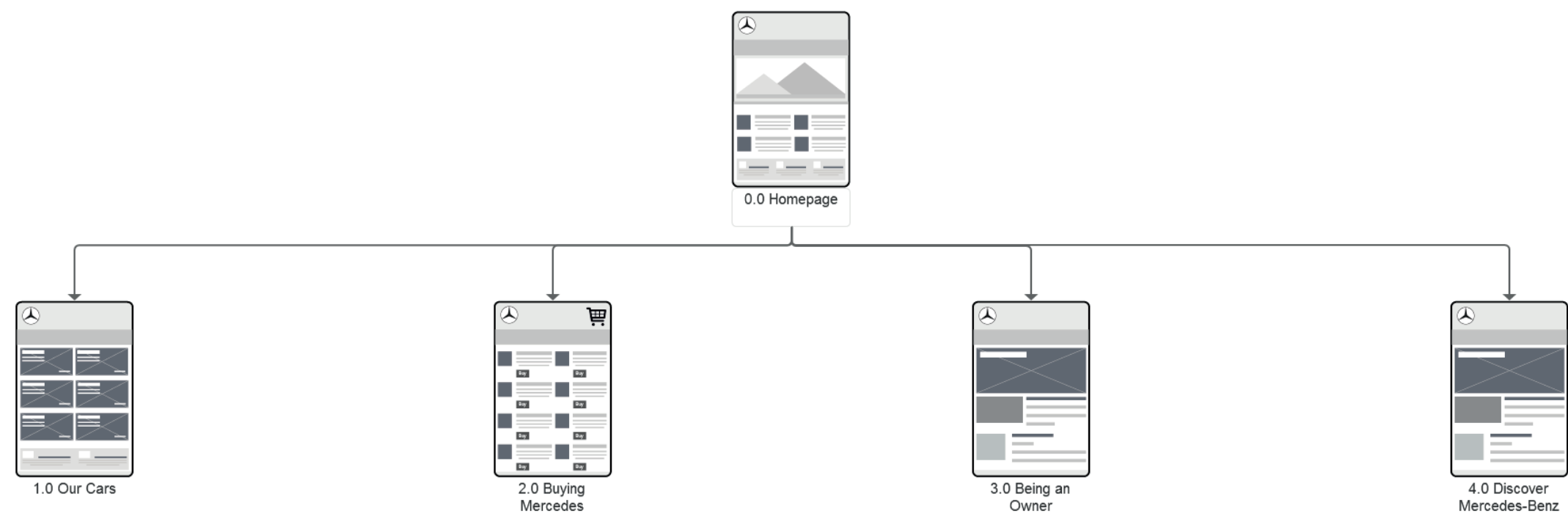
Recommended solution: Best practice suggests a login facility should be no more than one click for users. In the new Masthead, we recommend a persistent link to 'My Mercedes Login' appears in the top right. The authenticated user would see a link to a new component, 'My Account' as well as Logout'.

Six: Mercedes Me. For the UK audience, the term could be confusing in a market where 'My Mercedes' might be better understood. In addition, subsequent terms such as 'Mercedes me assist' are similarly open to being misunderstood.

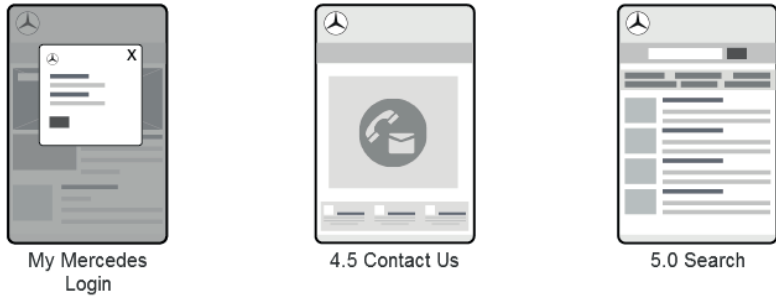
Recommended solution: Consider using 'My Mercedes' for UK market and perform some user testing on the terms to verify which is better understood.

Seven: Mercedes Me. For the UK audience, the term could be confusing in a market where 'My Mercedes' might be better understood. In addition, subsequent terms such as 'Mercedes me assist' are similarly open to being misunderstood.

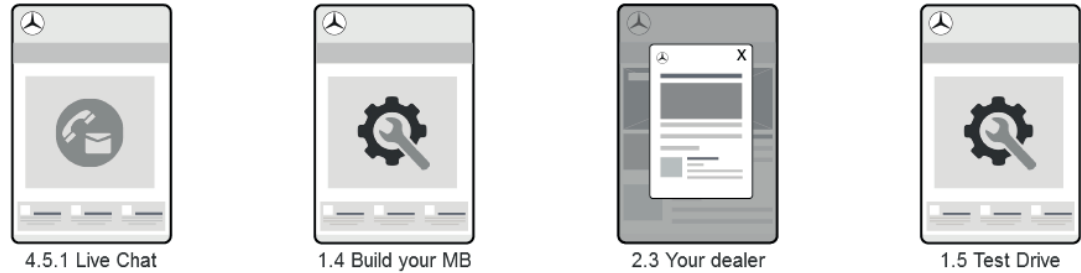
Recommended solution: Consider using 'My Mercedes' for UK market and perform some user testing on the terms to verify which is better understood.



Global Navigation

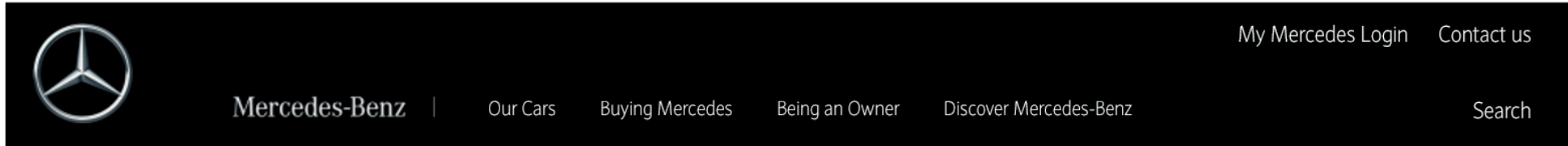


Sticky Service Bar



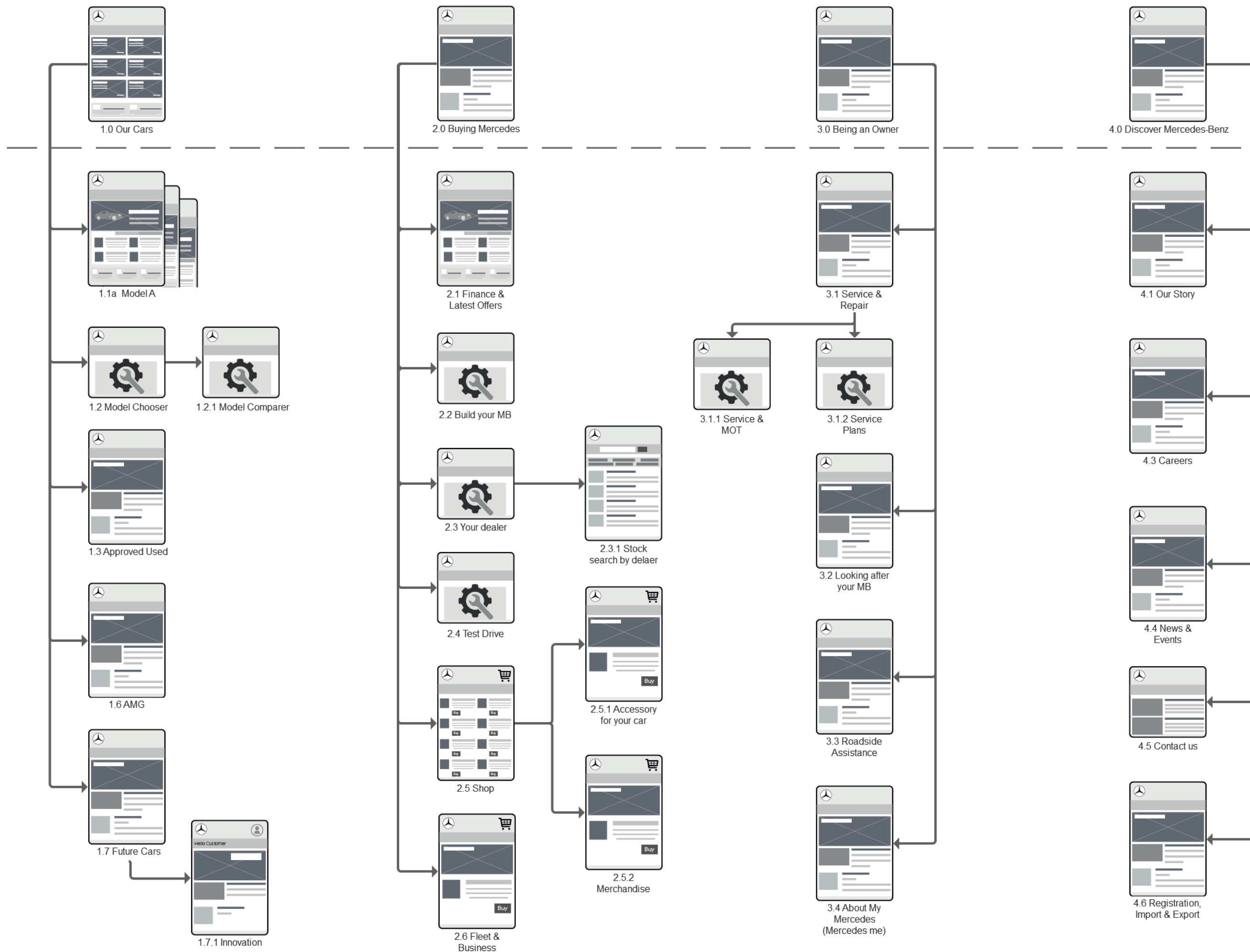
Navigation models

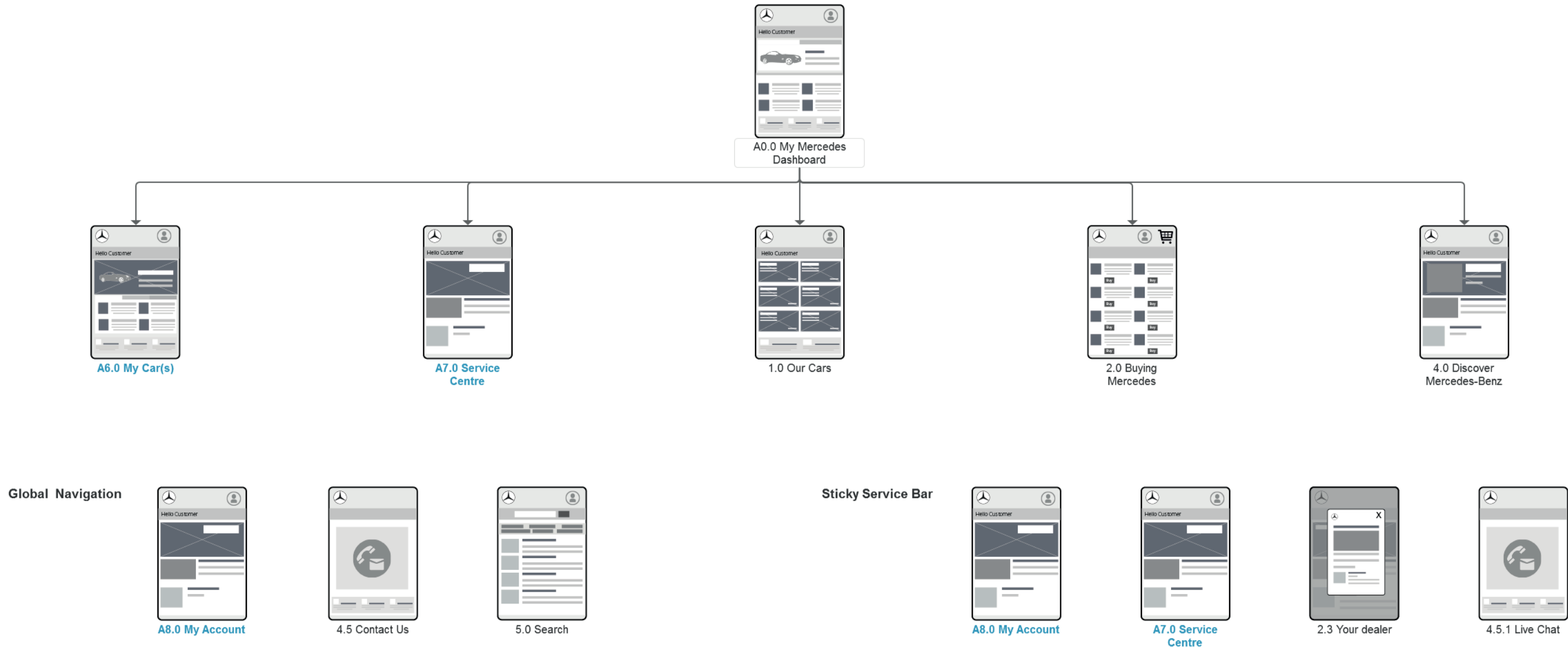
Unauthenticated User



Footer Links

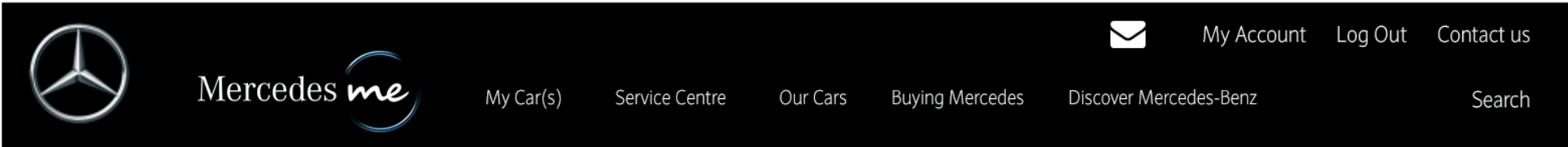




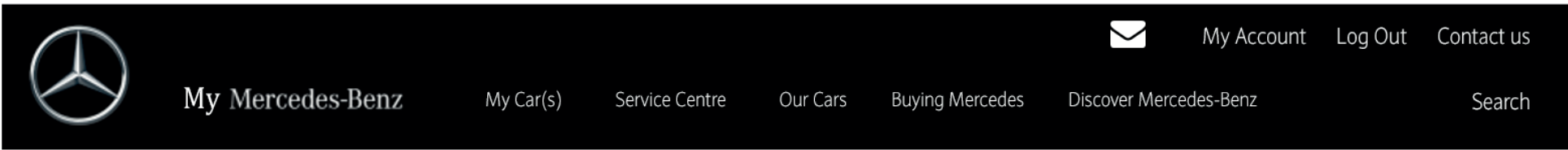


Navigation models

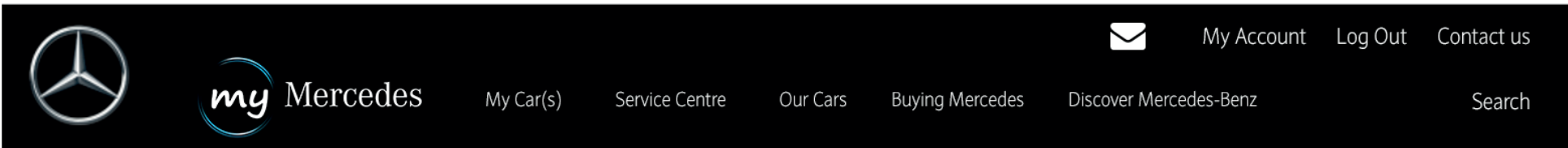
Authenticated User
Option 1

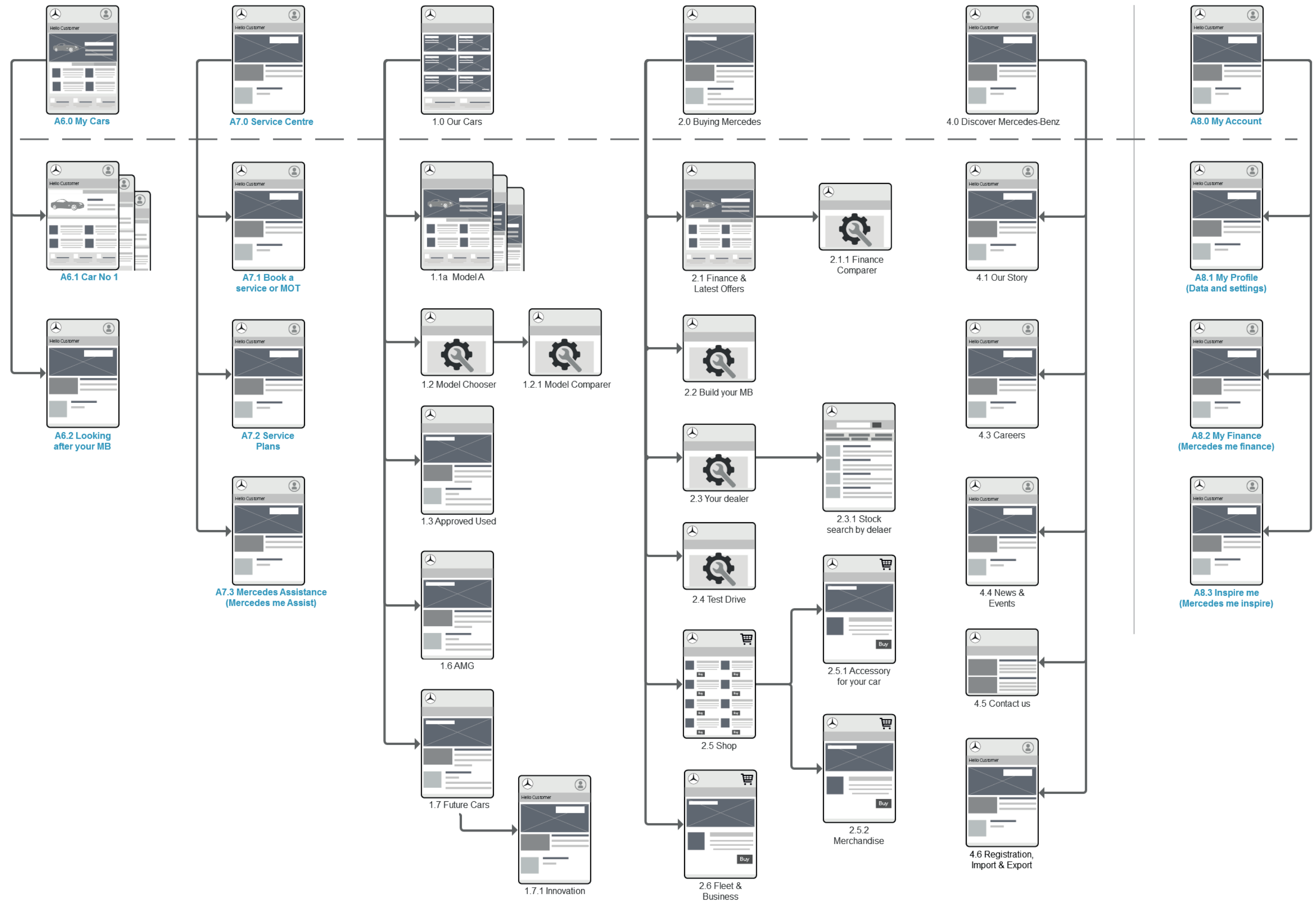


Authenticated User
Option 2



Authenticated User
Option 3





Model Chooser A B C CLA CLS E G GLA GLC GLE GLS S SL SLC V AMG GT AMG



1.1a Model A



1.1b Model B



1.1c Model C



1.1d Model CLA



1.1e Model CLS



1.1f Model E



1.1g Model G



1.1h Model GLA



1.1i Model GLC



1.1j Model GLE



1.1k Model GLS



1.1l Model S



1.1m Model SL



1.1n Model SLC



1.1o Model V



1.1p Model AMG
GT



1.1q Model AMG

Personas and User Journeys



Emily, 33 year old
New to the brand
owner

Journey 1

"As a Mercedes owner, I want to buy accessories for my car online"

Journey 2

"As a Mercedes owner, I want to arrange service care plan online"



Jenny, 29 year old
NGCC New car
buyer

Journey 3

"As a prospective Mercedes owner, I want to compare New cars online"



Adam, 35 yr old
Business driver -
returning
customer

Journey 4

"As a Mercedes owner, I want to check My Mercedes for any promotions and options to upgrade my C-Class"



Tim, 48 yr old
High performance,
thrill seeker

Journey 5

"I've been thinking about a new car, F1 inspires me to look at an AMG... can the website do the same?"

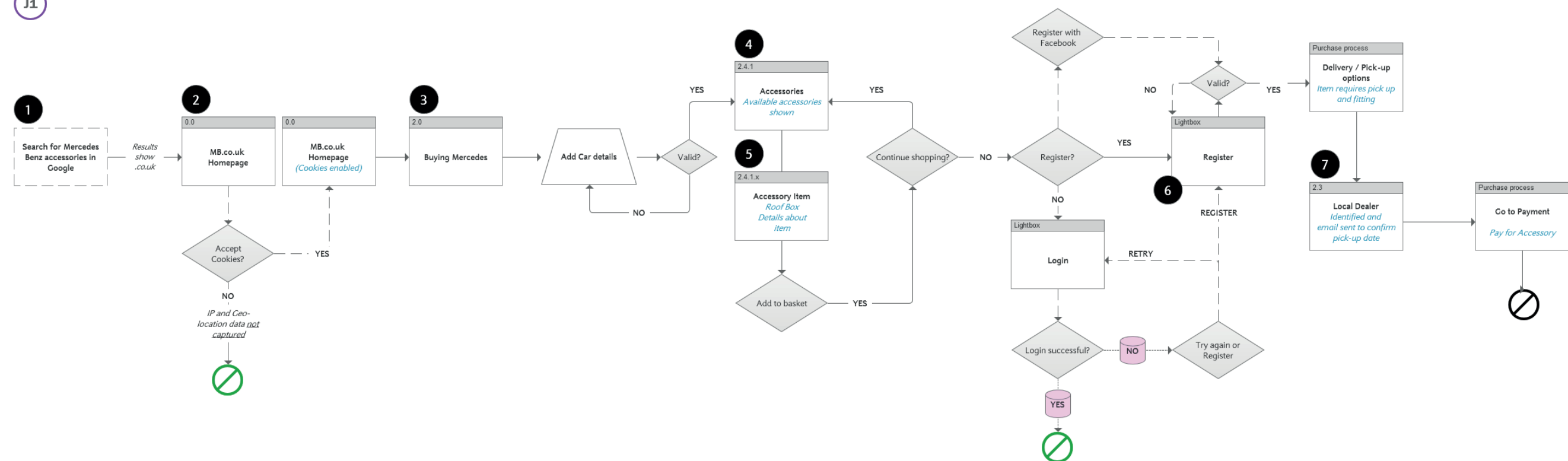


Phil, 58 yr old
Luxury new car
buyer

Journey 6

"I want to test drive and then configure my own factory built Mercedes"

J1



Page types



Stories

J1 "As a Mercedes owner, I want to buy accessories for my car online"

Priority: High

Assumptions:

- Emily owns a secondhand MB
- Emily has not previously registered on 'Mercedes Me'
- She has not entered vehicle details before

Registration incentives J1

Incentives

Registering your vehicle and joining My Mercedes should be incentivised with gift or discount

Register by Facebook J1

Registration

Customer registers by Facebook or by using a lightbox form.

Registration Number Plate is captured from previous entry within the session

Delivery / Pickup J1

Delivery / Pickup

It is important for Emily and customers like her that she knows the dealership can and will fit the roofbox to her car.

The item description in the shop should make this clear

Persona



Emily
New to the brand
owner

P1

Key



Page



External Site



Function



Question



Calls to Database



Non MB



Alternative Journey



End of MB Journey

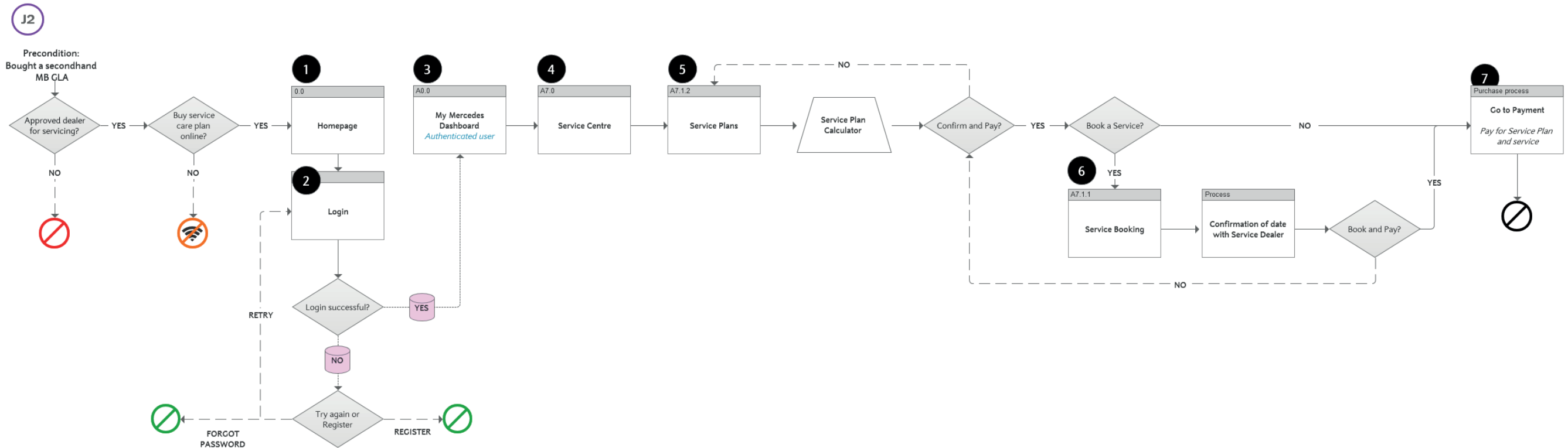


Offline Journey

- Primary Journey
- Secondary Journey
- Data sent

Customer Journey Flows

P1 Find a suitable Service Cover Agreement and pay for it



Page types



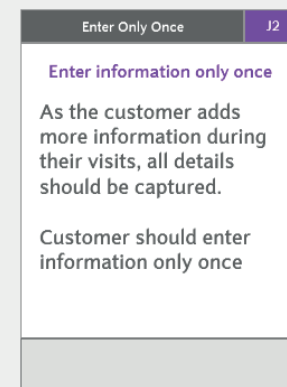
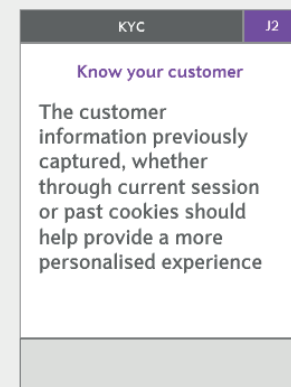
Stories

J2 "As a Mercedes owner, I want to arrange service care plan online"

Priority: High

Assumptions:

- Emily has bought a second-hand Mercedes independently of MB
- Emily's GLA has been associated with her account
- She is time poor and unable to visit a dealer
- Emily has registered previously



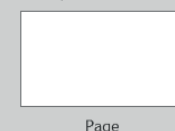
Persona



Emily
New to the brand owner

P1

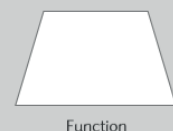
Key



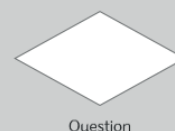
Page



External Site



Function



Question



Calls to Database



Non MB



Alternative Journey



End of MB Journey



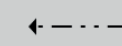
Offline Journey



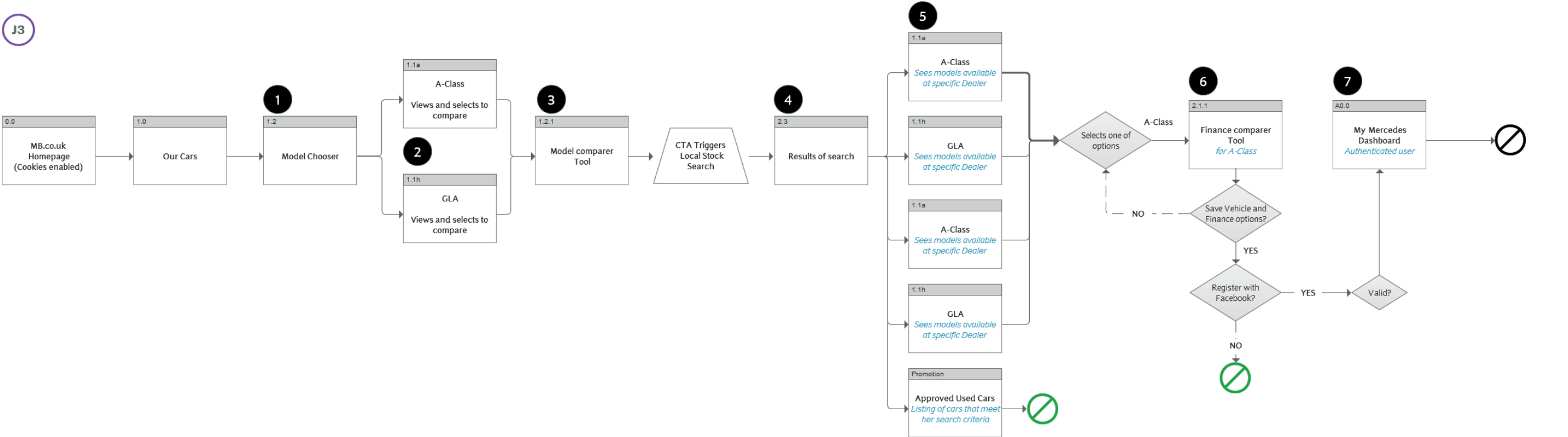
Primary Journey



Secondary Journey



Data sent



Page types



Stories

J3 "As a prospective Mercedes owner, I want to compare New cars online"

Priority: High

Assumptions:

- Jenny has navigated to the .co.uk homepage
- Jenny does not own a Mercedes
- Her budget is fixed
- She will do all research online
- She does not intend to book a test drive yet

Car details J3

Car details

A facility should be developed where a prospective customer can add models to a comparison tool.

Used Cars J3

Used Cars

As Jenny navigates through the Model chooser tool, it would be great if the search results could also highlight Approved Used Cars that she might be interested in.

Future comparison J3

Future comparison

When filtering and searching for the right model, if it possible to run a local search on approved Used cars as well... if a customer has selected new and used?

Persona

Jenny
NGCC New car
buyer

P2

Key

Page

External Site

Function

Question

Calls to Database

Non MB

Alternative Journey

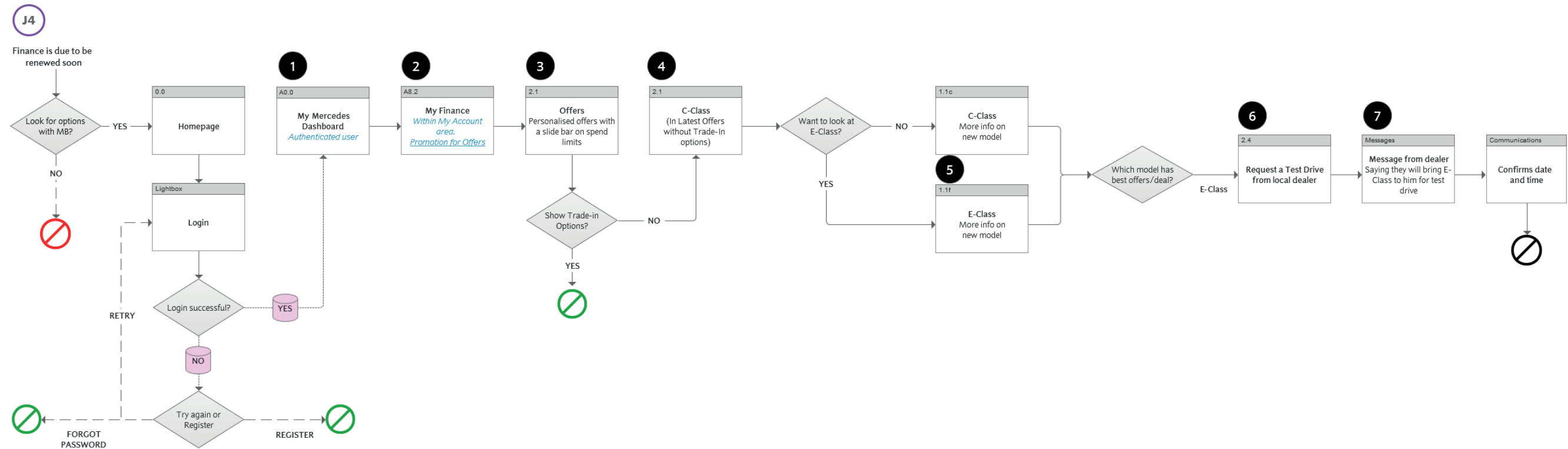
End of MB Journey

Offline Journey

Primary Journey

Secondary Journey

Data sent



Page types



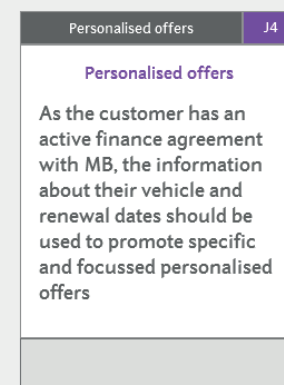
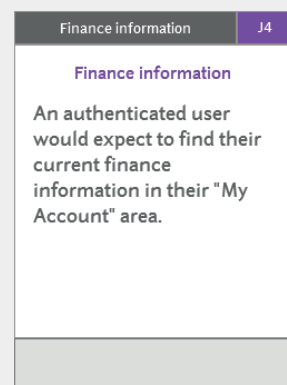
Stories

J4 "As a Mercedes owner, I want to check My Mercedes for any promotions and options to upgrade my C-Class"

Priority: High

Assumptions:

- Adam is already registered on My Mercedes
- His C-Class Saloon has been added to his profile
- MB know his history
- He is due to renew his finance package



Persona



Adam
Business driver -
returning customer

P3

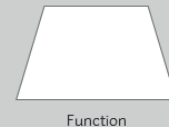
Key



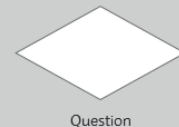
Page



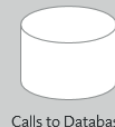
External Site



Function



Question



Calls to Database



Non MB



Alternative Journey



End of MB Journey



Offline Journey



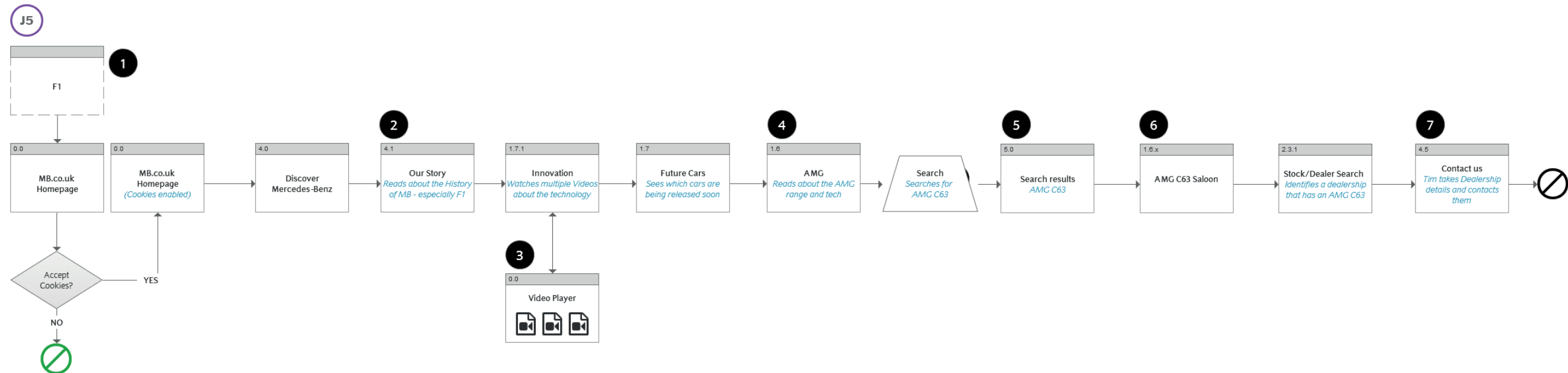
Primary Journey



Secondary Journey



Data sent



Page types



Stories

J5 "I've been thinking about a new car, F1 inspires me to look at an AMG... can the website do the same?"

Priority: High

Assumptions:

- Phil does not own a Mercedes
- Phil is directed to the MB website from a promotion on F1
- He is likely to go and see a model in showroom so he can discuss with dealer
- He is interested in the technology

Cross-MB promotions J5

Cross-MB promotions

Advertising promotions within the F1 website should direct users to the 'real thing', the obtainable cars for those fans that aspire to own F1 technology in a road car.

Visually rich content J5

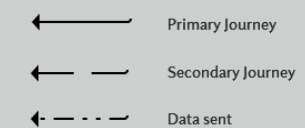
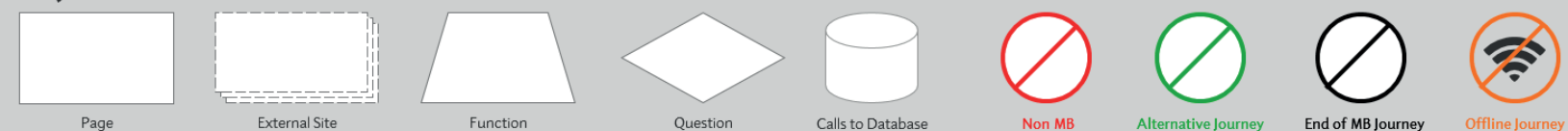
Visually rich content

A prospective customer should be provided with both informative and visually rich content. Videos could be presented in lightboxes thus allowing more real estate for other text or graphical content

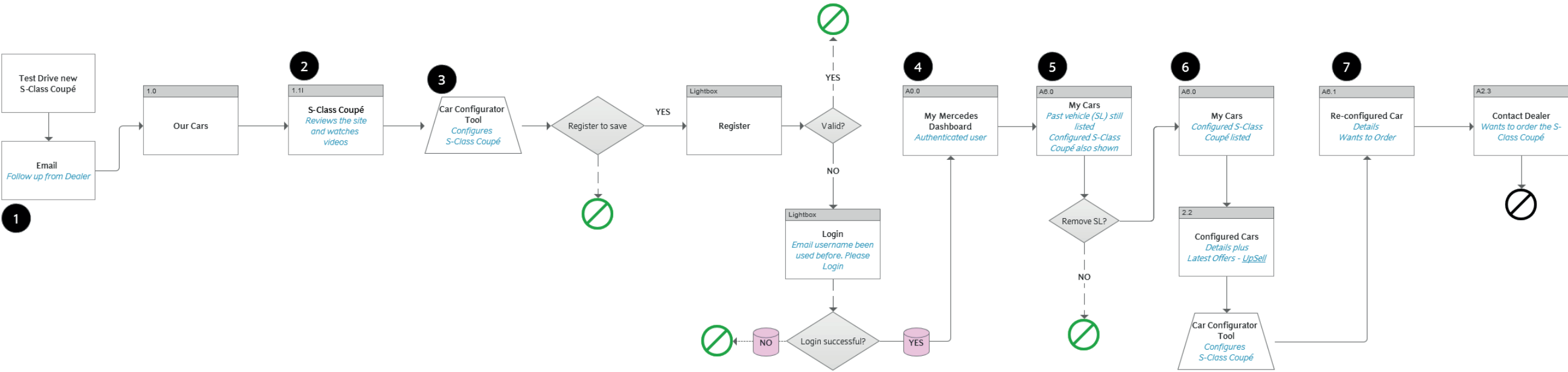
Persona

Tim
High performance /
thrill seeker
P4

Key



J6



Page types



Stories

J6 "I want to test drive and then configure my own factory built Mercedes"

Priority: High

Assumptions:

- Has owned a MB before (an SL)
- Had a My Mercedes account in the past but has forgotten
- Has had a test drive of a S-Class Coupé
- Is very tech savvy

Returning customers J6

Returning customers

If a returning customer tries to register, they should be shown a welcome back message and if they don't remember their password, hand-held through the 'forgot password' process.

My Cars J6

My Cars

Configured cars should be displayed in a registered customer's 'My cars' authenticated area. Appropriate calls to action should be present, such as 'order' or 'search for nearest in stock'

Persona

Phil
Luxury new car buyer (S-Class, SL)

P5

Key

Page

External Site

Function

Question

Calls to Database

Non MB

Alternative Journey

End of MB Journey

Offline Journey

Primary Journey

Secondary Journey

Data sent