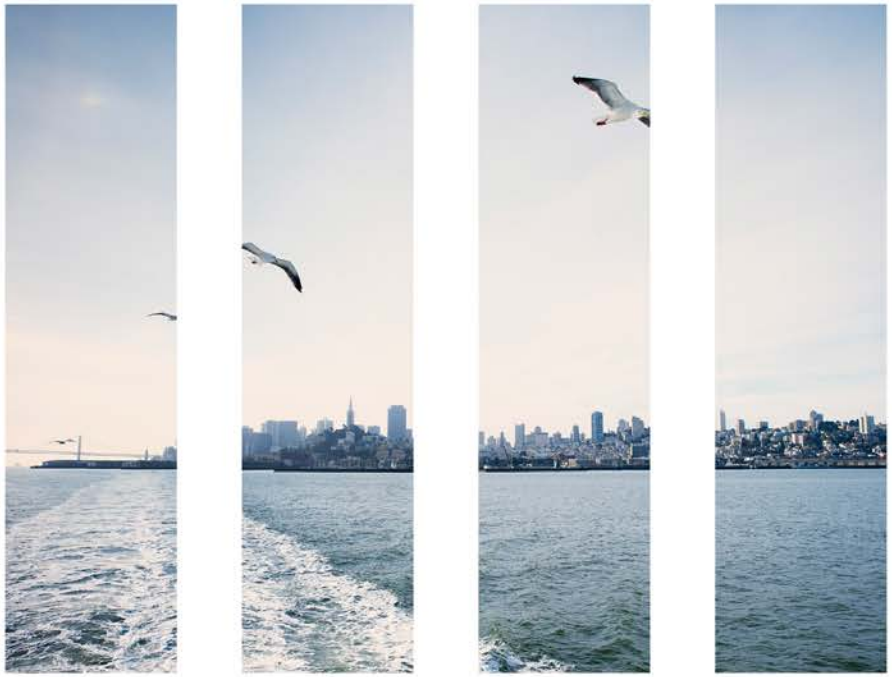


IIII Clock Four

Atmel
UX:”Product Experience”
November 10, 2014

Why We're Here

To present Clock Four's UX and design recommendations for creating a more user-centered experience for the Atmel.com "Product Experience" utilizing the process of data-driven design :

Data + Analysis:

- User Surveys/Interviews
- Atmel.com analytics
- Competitive analysis/market research
- Heuristics analysis

Designs:

- Atmel.com home page/Header
- Atmel.com Product Experience
  - Category
  - Family
  - Sub-Family
  - Device

Evolution not Revolution: Project Parameters

We took a broad look at the segment of the site that we defined as the “Product Experience” and defined opportunities for improvements (seeds of future exploration) that spanned the easily implementable to the more complex. Some areas of the “Product Experience” were considered out of scope.

CURRENT PROJECT

- UI- global (header)/page
- Page flow
- Navigation
- Content (broad)
- Navigation
- Structure

FUTURE PROJECTS

Taxonomy
Naming–meta data

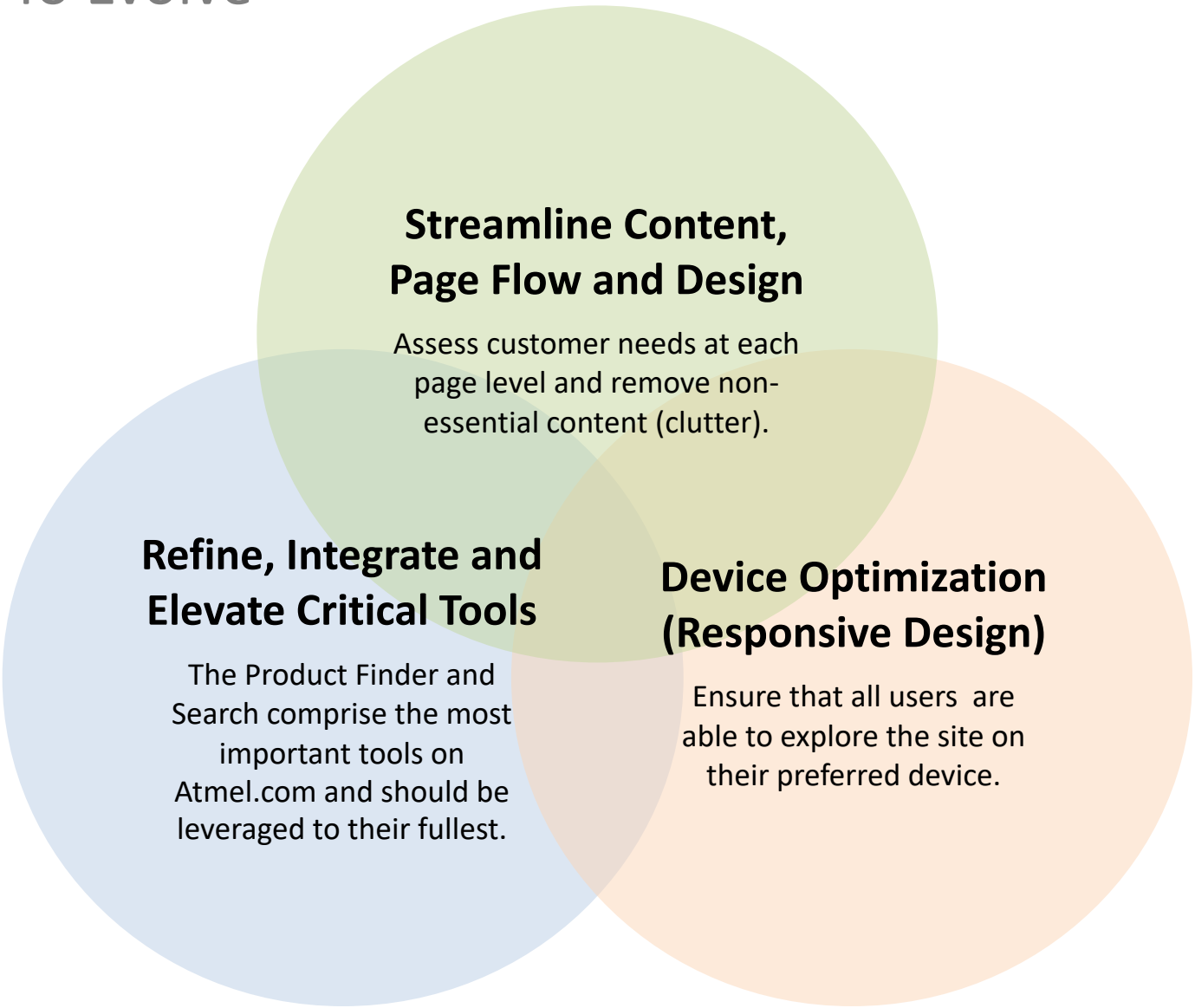
Detailed Design

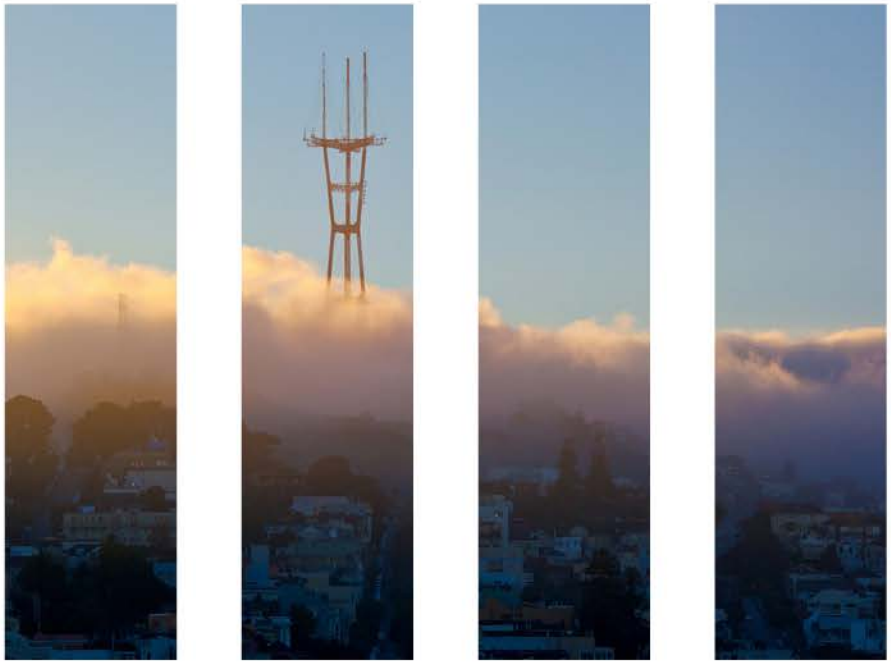
Search/Product Selector
function

Home Page Design

Detailed Content

Room To Evolve





Device Optimization

Liquid Layout

As of today, 99% of your visitors have a screen resolution of 1024 x 768 pixels or higher

Current Width: 985

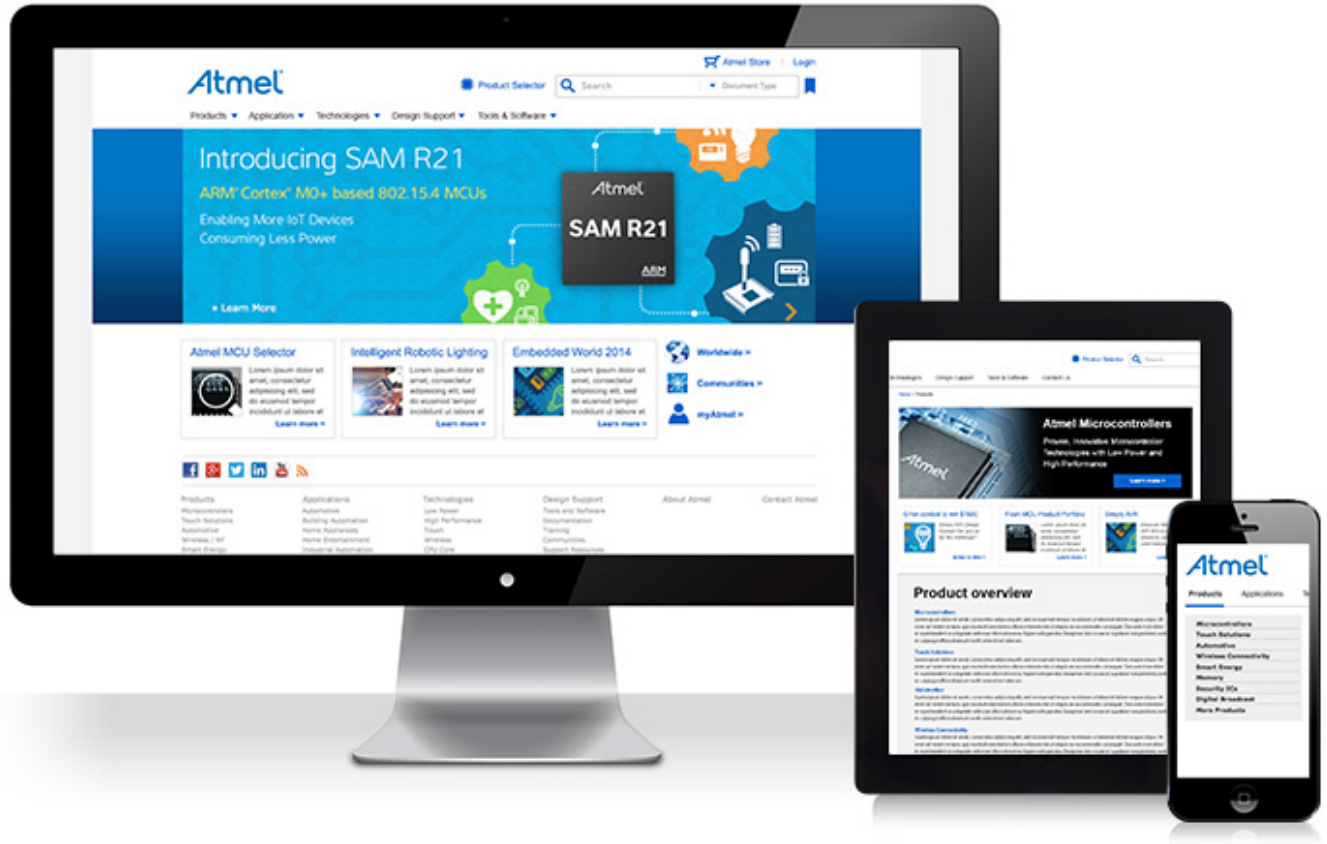
New Width: 1280

130% wider

Think Small

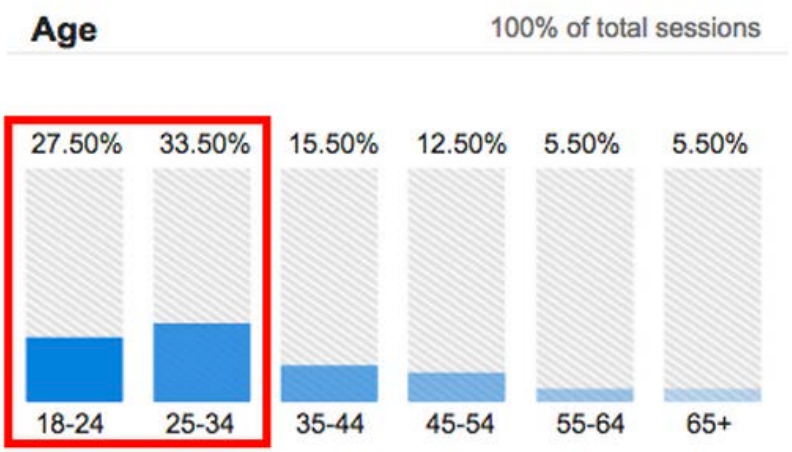
Mobile now accounts for 50.3% of all ecommerce traffic.[3]

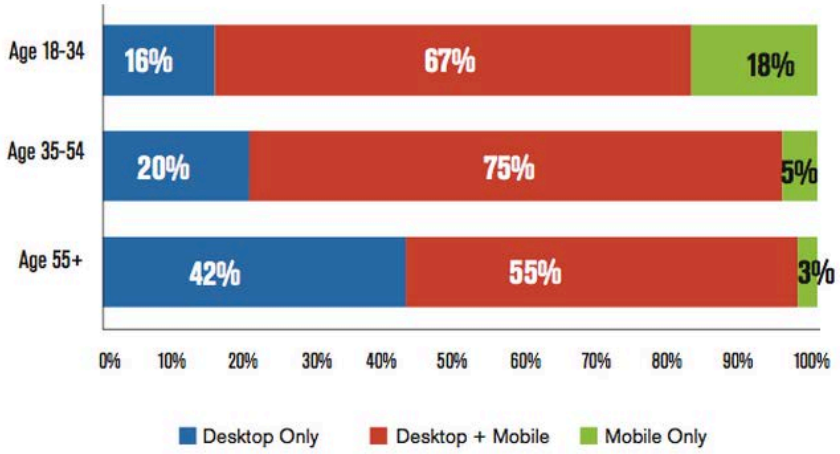
This percentage grows every day as mobile computing becomes more ubiquitous. We will look at how competitors are solving for mobile, provide analytics to assess how mobile users are faring on Atmel currently, and use findings from user research to further promote the case for mobile optimization.



Clock Four

A Mobile Preference





Over **60%** of users who visited Atmel.com in the last year fall into the 18-34 age range.

About **1 in 5** users who fall in the 18-34 age range uses mobile devices only.[4]

- comScore

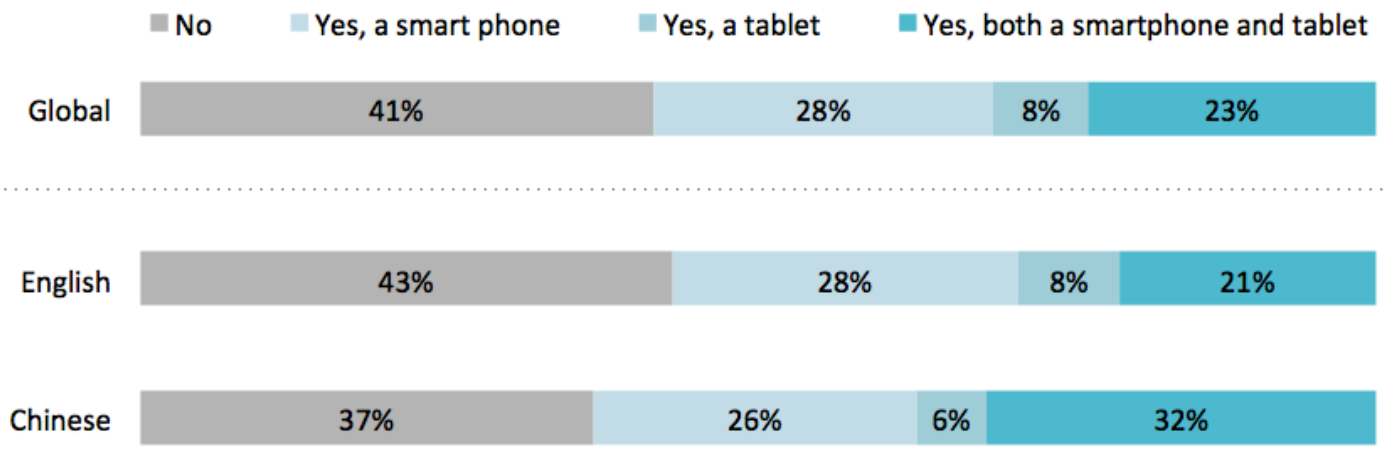
According to site analytics, the majority of Atmel users (60%+) fall into the 18-34 age range. This group is the most likely to use mobile devices **ONLY**. The Atmel site must be easy to explore on any device in order to meet the needs of these customers.

Mobile visitors bounce

	Device Category	Acquisition			Behavior
		Sessions ↓	% New Sessions	New Users	Bounce Rate
		8,582,999 % of Total: 100.00% (8,582,999)	55.58% Site Avg: 55.44% (0.25%)	4,770,029 % of Total: 100.25% (4,758,154)	39.87% Site Avg: 39.87% (0.00%)
☐	1. desktop	**7,662,644** (89.28%)	55.10%	4,221,808 (88.51%)	35.79%
☐	2. tablet	**494,034** (5.76%)	54.14%	267,462 (5.61%)	79.34%
☐	3. mobile	**426,321** (4.97%)	65.86%	280,759 (5.89%)	67.65%

About **75%** of users who visit the site on tablet or mobile exit the site immediately. This very high bounce rate shows that the site is not meeting the needs of mobile users, and they are abandoning the site instead of exploring it.

Use of mobile devices for work related tasks:



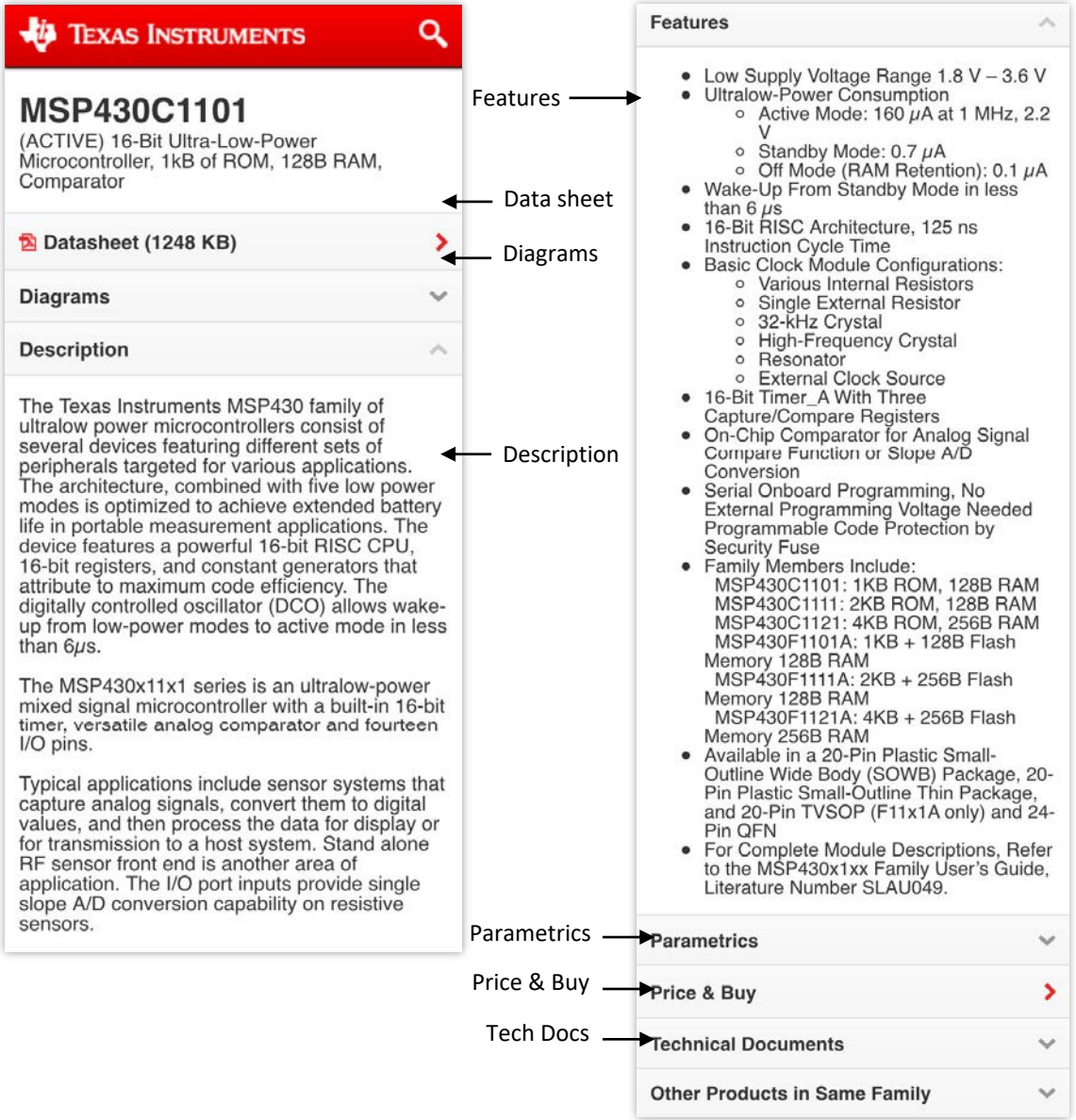
59% of global users use mobile devices for work related tasks.

Findings from user research also show that there is a strong need for a site that is optimized for all devices. Atmel customers use mobile devices for work related tasks at a very high rate, and expect to find a site that is easy to use when using mobile devices on the job.

Mobile Site

Device Page Key Features:

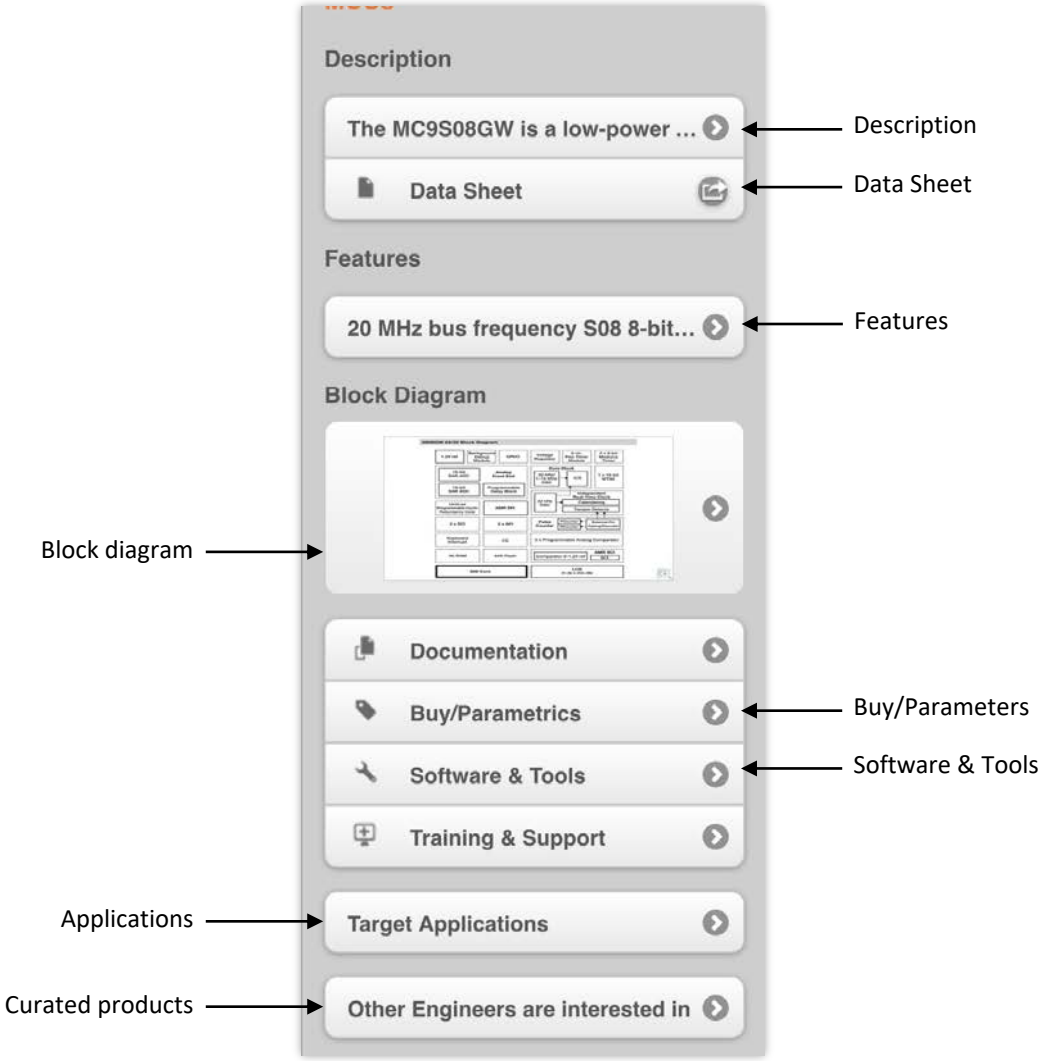
- Description and Features expanded on landing, all else collapsed
- Quick download for most popular technical document – Datasheet
- No global navigation
- Persistent search



Mobile Site

Device Page Key Features:

- All information and resources collapsed on landing
- Quick download for most popular technical document – Datasheet
- Breadcrumb navigation
- Persistent search
- Product curation – “Other Engineers are interested in”

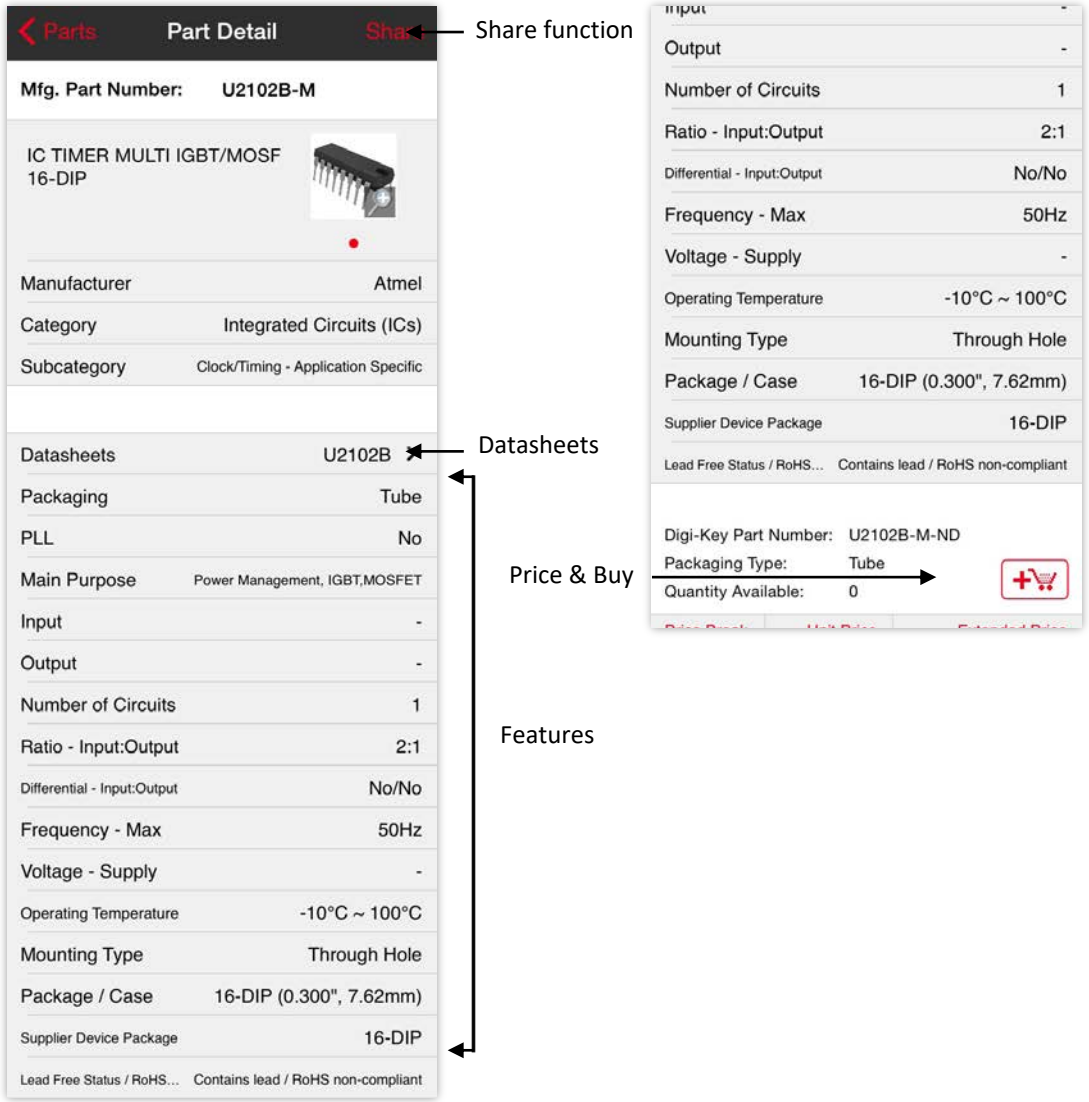


Clock Four

iOS app

Device Page Key Features:

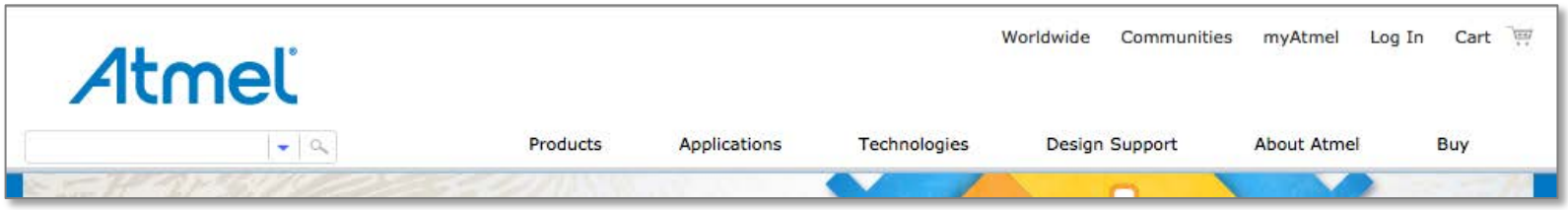
- Datasheets easily accessible below description
- All features displayed
- Login/registration required to verify pricing
- Users must visit desktop site to register



Refine, Integrate and Elevate Critical Tools

Global Header: Key Features

CURRENT

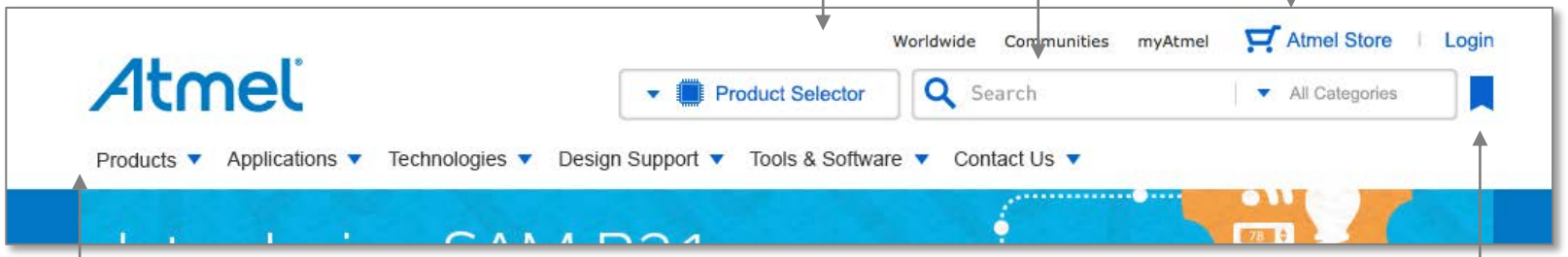


PROPOSED

Cluster like functions (find):

- "Product Selector" (one name)- link to index page.
- Larger "Search" + Title for pre-filter

Store Link (omnipresent)



Main nav:

- Move to left
- Down carrots
- Add "Tools and Software"

My Favorites

Clock Four

Search And You Will Find

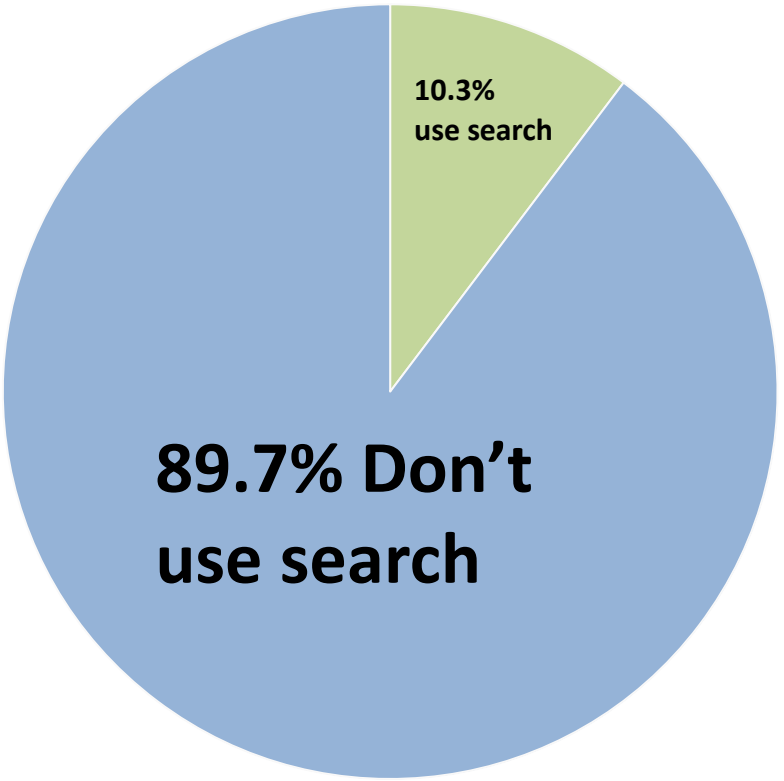
More than half of all users are search dominant.[5]

Only about 10% of users who visit Atmel conduct a search on the site. While it may be tempting to assume that users are finding what they need and do not have to resort to search, this assumption does not hold up when considering that the majority of all users on the web prefer to use search instead of navigating through links.

The search feature should be:

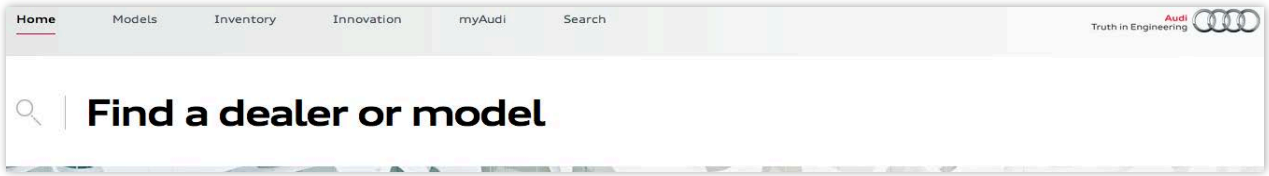
- Global and prominent
- Simple to use
- Deliver comprehensive and accurate results

User search behavior on Atmel:

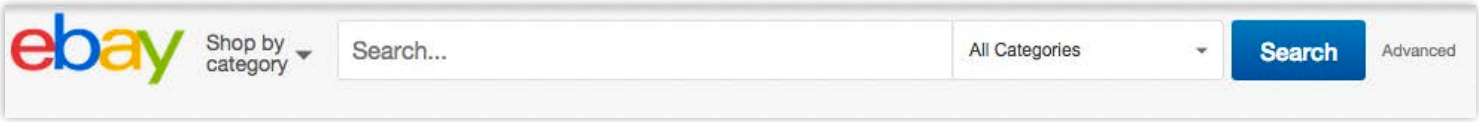


How Atmel.com Compares

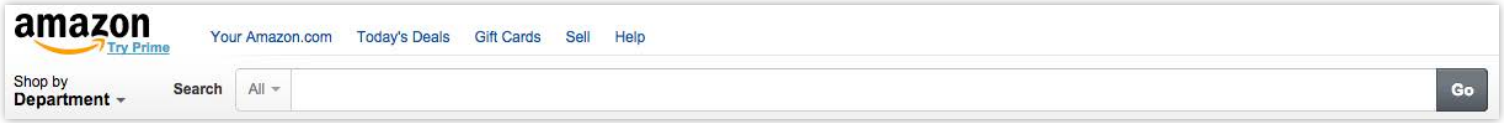
Search is the user's lifeline for mastering complex websites.[6]



+ 600%



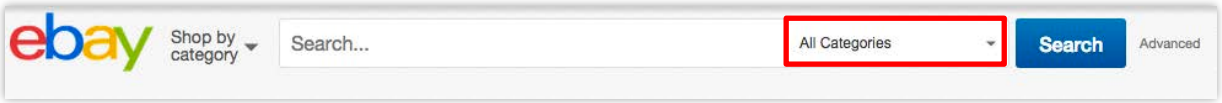
+ 400%

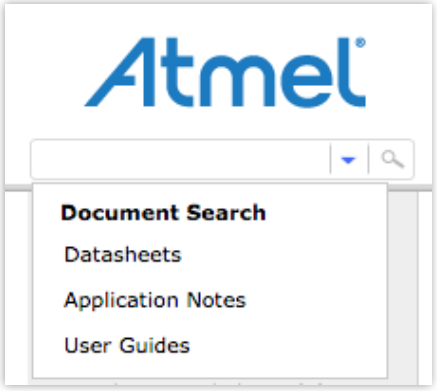


+ 500%

The visual presentation of the search box on Atmel is much smaller and much less conspicuous compared to other large sites across the web. Search is often the most prominent feature on large sites because it provides a very important lifeline in the case that the user becomes lost or confused.

Increase Understanding of Function





Providing clear instructions for how a feature works helps the user understand how to use it quickly and easily. This example shows that it is unclear what kind of search is executed when the user does not choose any filters from the dropdown – is it a site wide search or a document search? If it is a document search, how can the user choose to conduct a site wide search? It is common practice to indicate a site-wide search on default.

Atmel.com Search Results

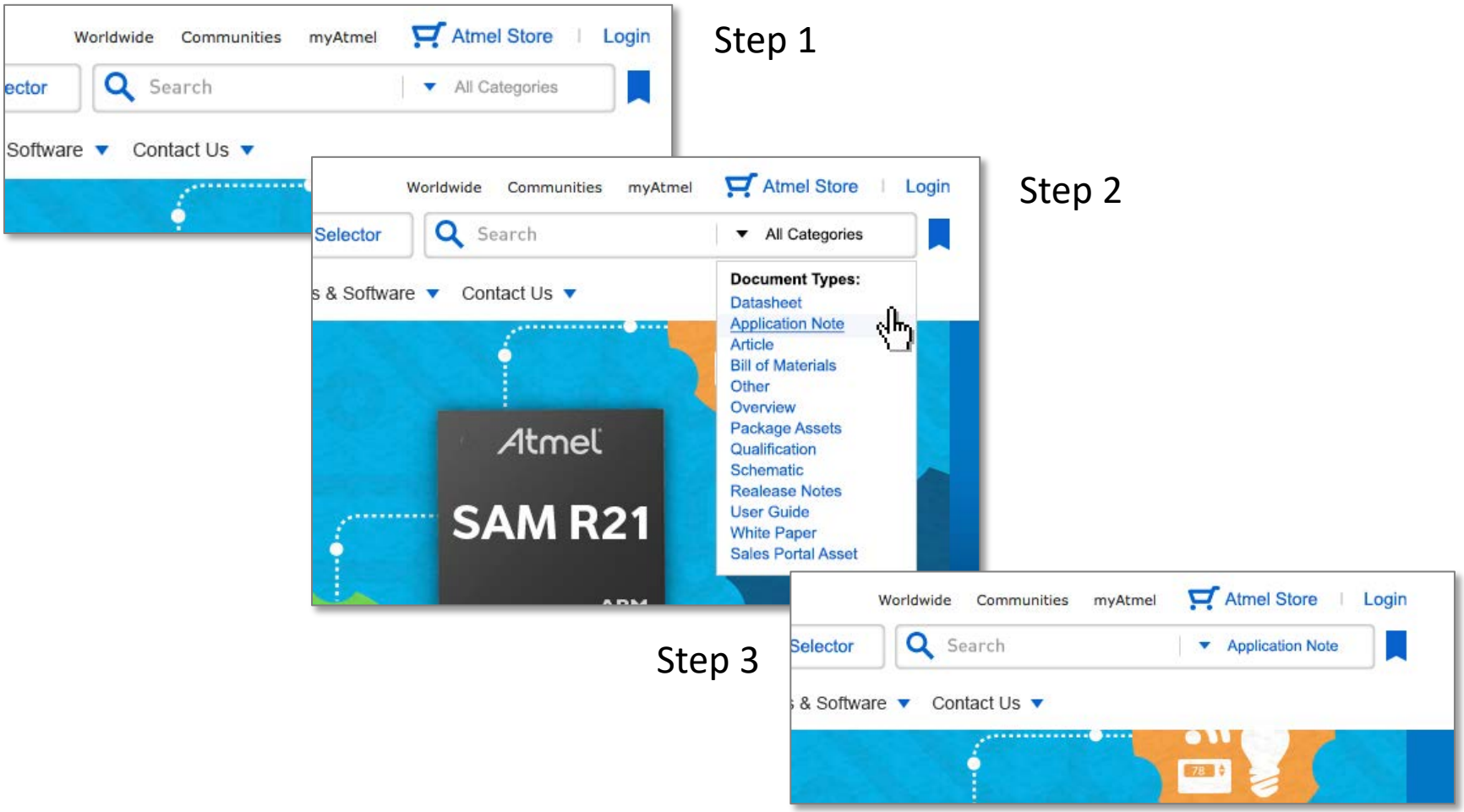
% Search Exits	% Search Refinements
19.00% Site Avg: 19.00% (0.00%)	40.16% Site Avg: 40.16% (0.00%)
12.74%	39.35%
10.80%	40.55%
13.39%	48.25%
21.69%	61.08%
9.60%	52.81%
11.41%	61.29%
18.62%	62.34%
10.53%	48.68%
9.22%	31.64%
8.49%	30.89%

Almost **1 in 5** users who conduct a search exit the site immediately after receiving results.

Almost **1 in 2** users who conduct a search immediately retry with different terms.

These findings from site analytics show that users are not faring well with the current search feature on Atmel. A high percentage leave the site immediately after conducting a search or immediately retry with different terms. This shows that users are not getting what they expect when they conduct searches on Atmel.

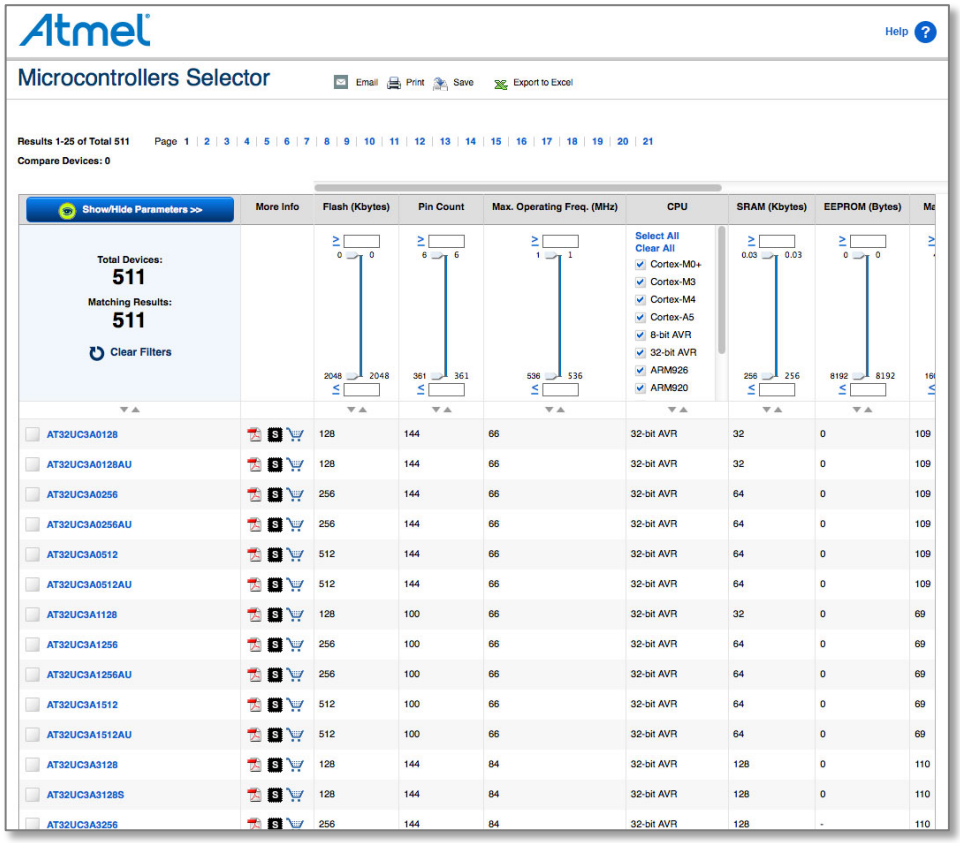
Search Improvements



The search feature's prominence is increased and it provides a clear indication that searches are site-wide on default.

Product Selector Upgrades

1. One name
2. Prominent, consistent button placement
3. Advanced drop-down functionality
4. Embedded/overlay “help” items
5. Contextual page embeds (with full-screen capability)



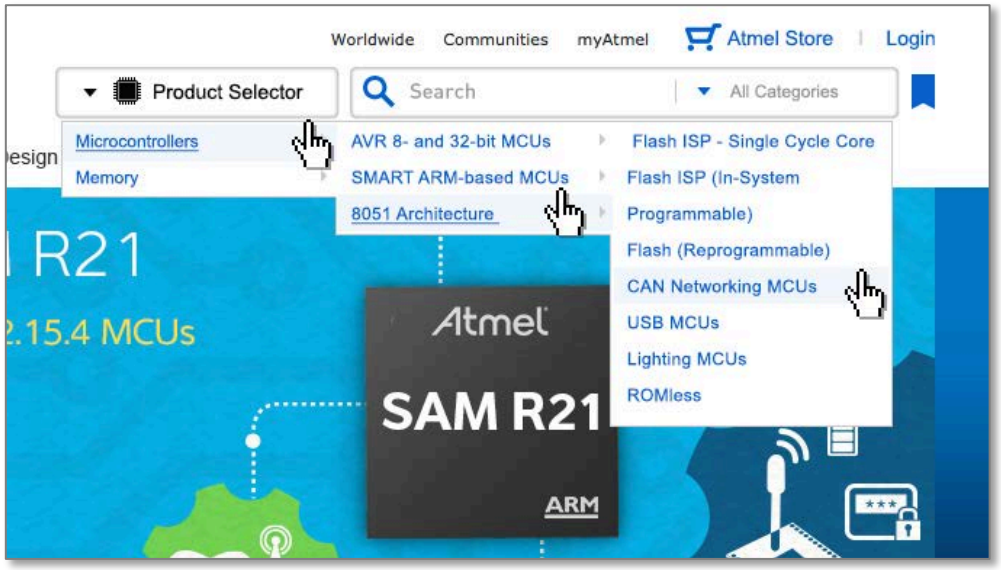
Product Selector Upgrades

1. One name
2. Prominent, consistent button placement
3. Advanced drop-down functionality
4. Embedded/overlay “help” items
5. Contextual page embeds (with full-screen capability)

Clock Four

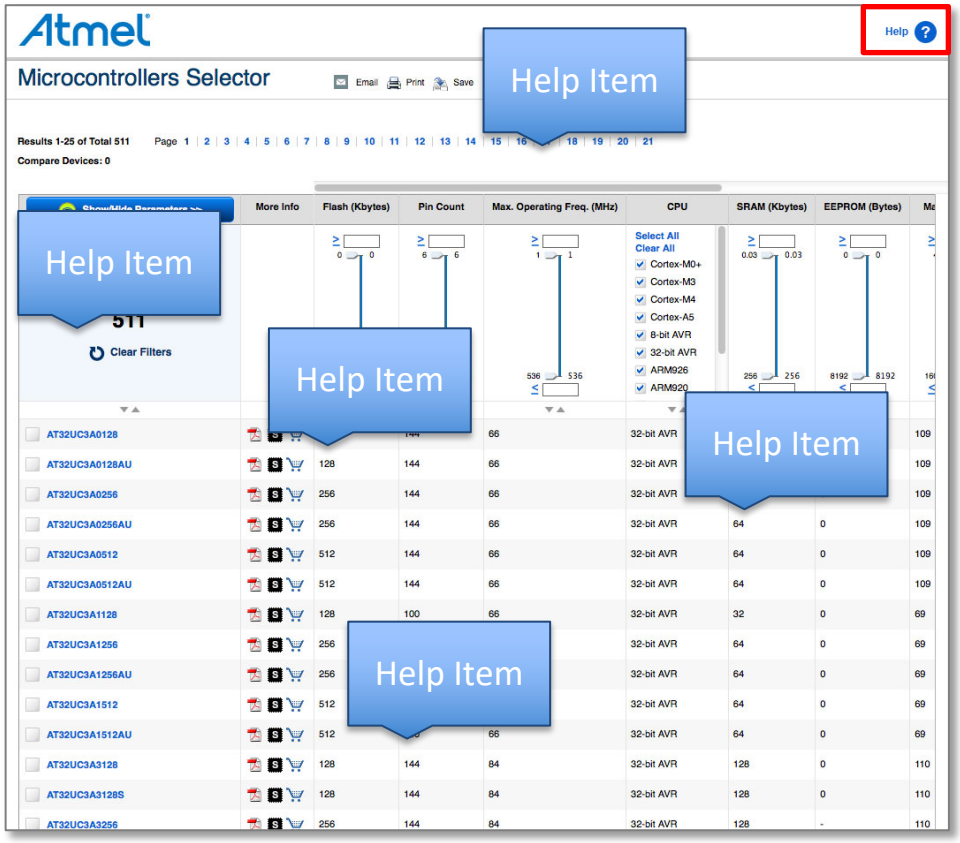
Product Selector Upgrades

1. One name
2. Prominent, consistent button placement
3. Advanced drop-down functionality
4. Embedded/overlay “help” items
5. Contextual page embeds (with full-screen capability)



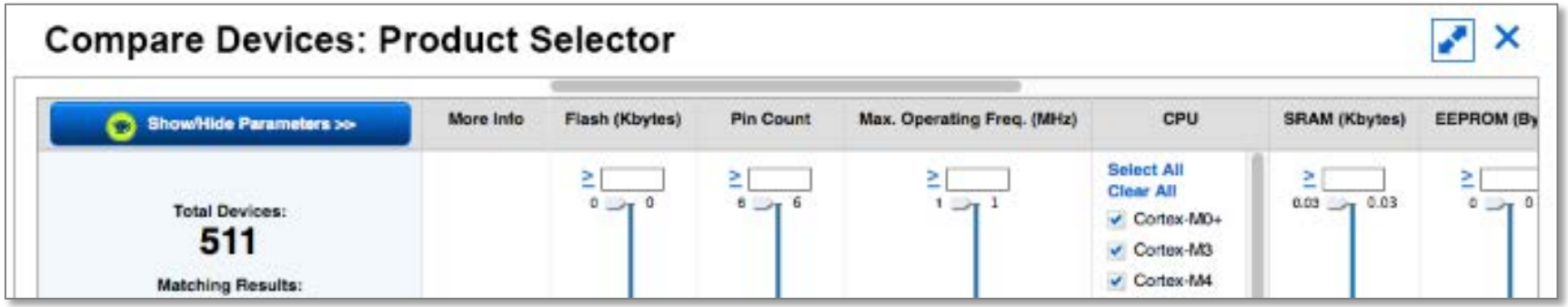
Product Selector Upgrades

1. One name
2. Prominent, consistent button placement
3. Advanced drop-down functionality
4. Embedded/overlay “help” items
5. Contextual page embeds (with full-screen capability)



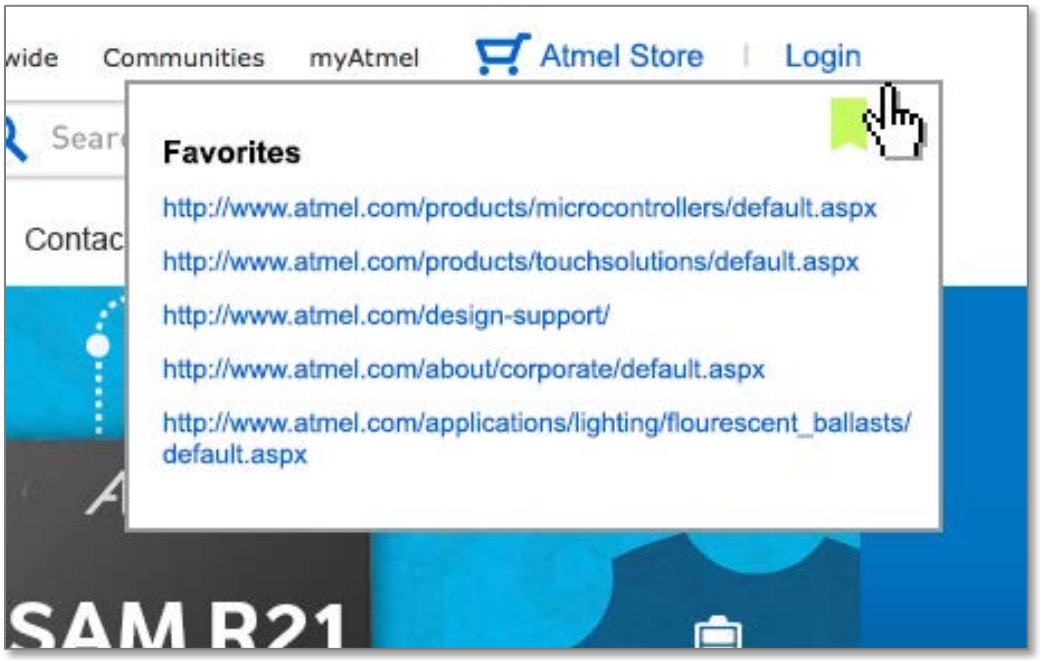
Product Selector

1. One name
2. Prominent, consistent button placement
3. Advanced drop-down functionality
4. Embedded/overlay “help” items
5. Contextual page embeds (with full-screen capability)



Clock Four

Header– My Favorites

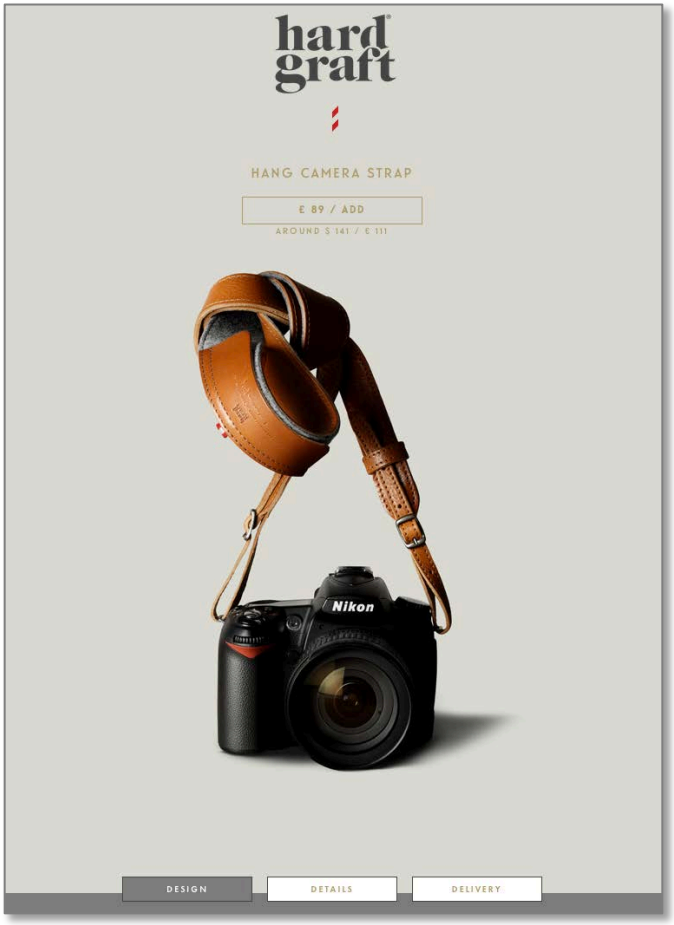


This My Favorites icon and drop down integrates a helpful myAtmel feature into the global navigation, making it easily accessible to users across the site.

Streamline Content and Improve Design

Minimalism

Minimalism brings the most important content to the forefront and minimizes distractions for the user.[2]



Clock Four

Goal Driven Content

Home

1. Re-org: header to cluster like functionality and feature tools
2. Super Nav– Present ordered list of Family and Sub-Family pages

Product (delete)

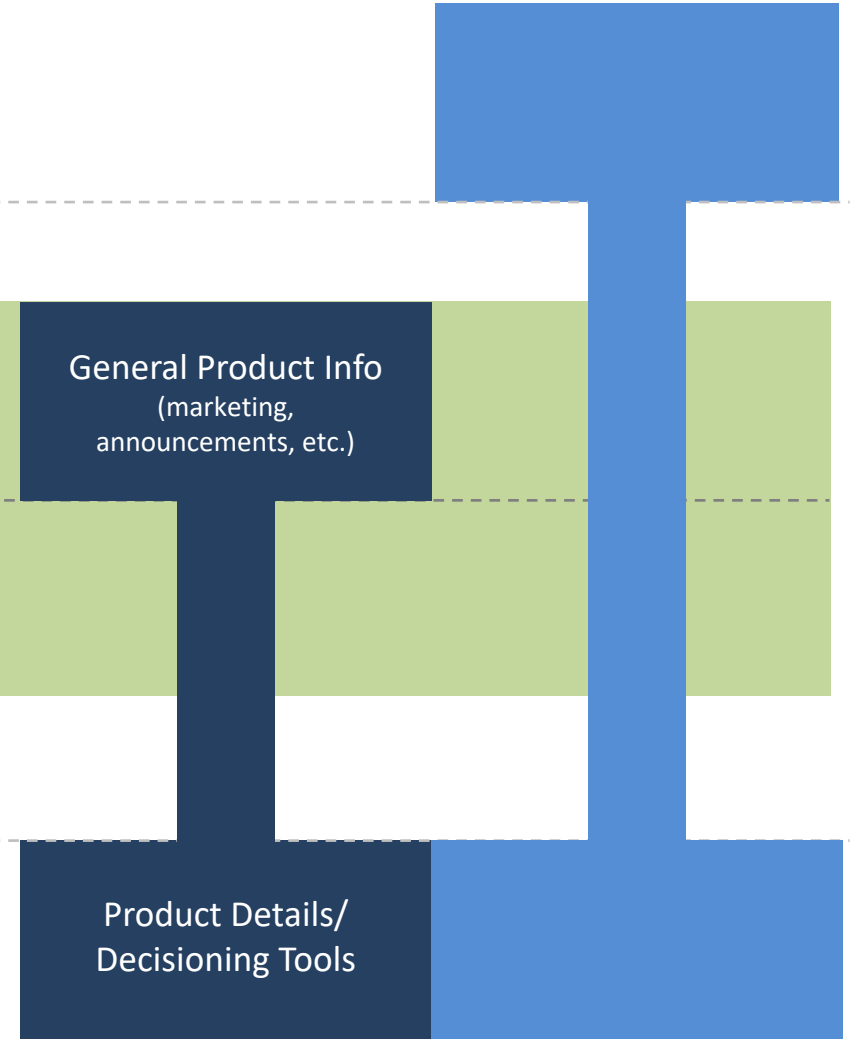
SUPER NAV

Category (Microcontrollers)
Drive Users to Device Pages
Present marketing centered information (new products, updates, etc.) and overview of category information

Family (AVR 8- and 32-bit MCUs)
Drive Users to Device Pages
Present marketing centered information (new products, updates, etc.) and overview of category information

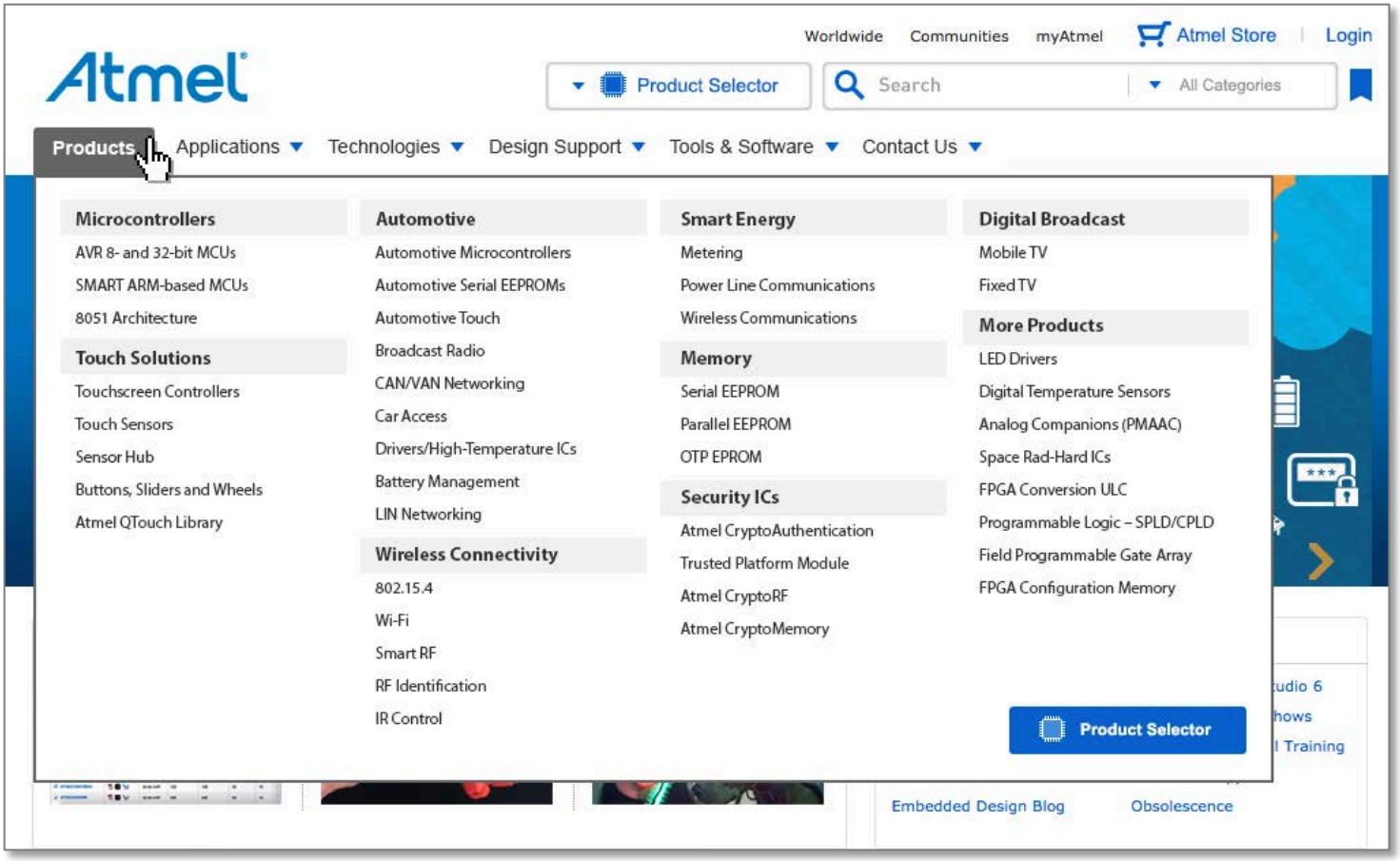
Sub-Family (32-bit AVR UC3 Microcontrollers)
Drive Users to Device Pages
Deliver sub-family centered information

Device (AT32UC3L016)
Deliver device centered information
Decisioning tools



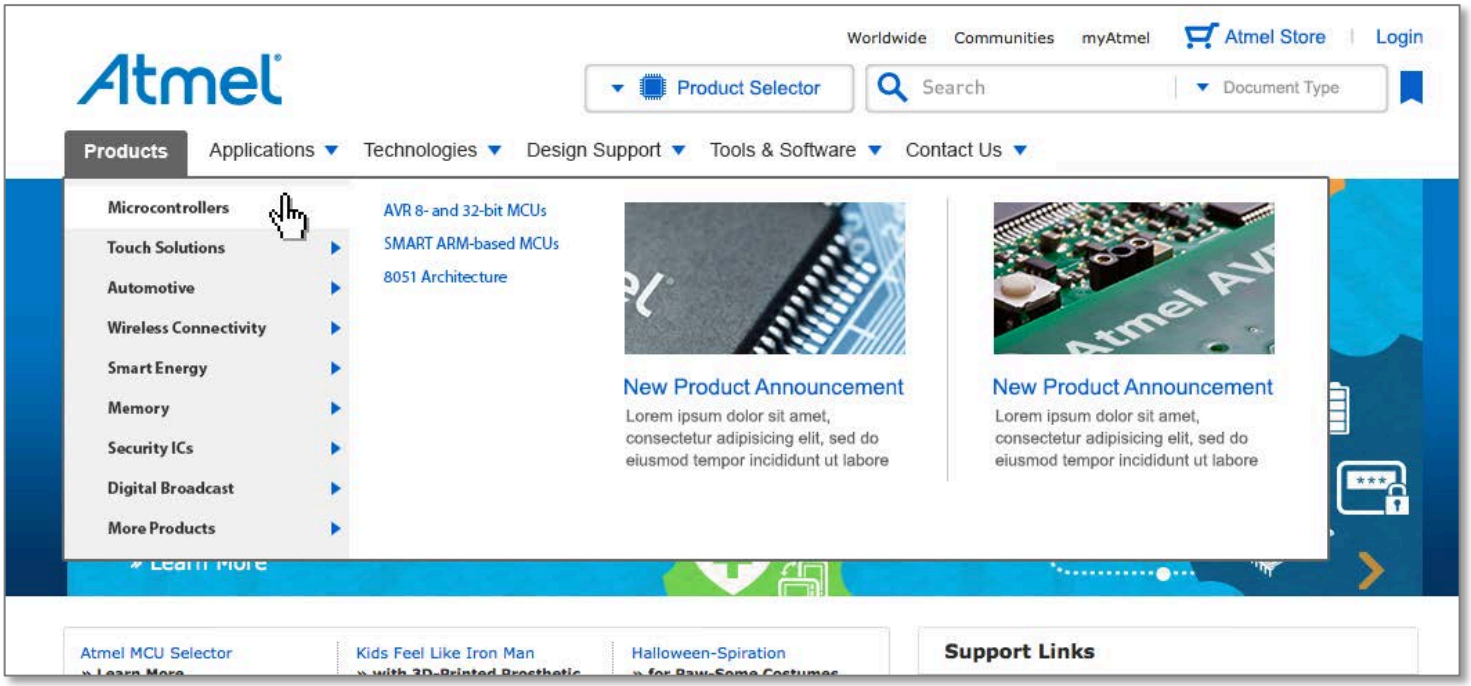
Clock Four

Super Nav Option #1



This super navigation menu removes the translucent background and increases the contrast between the background and the text colors, making the links much easier to read. It also increases the prominence of the Product Selector button.

Super Nav Option #2



This super navigation menu builds on #1 separating the main sections into a secondary series of options that contain the third layer of choices and marketing opportunities.

Microcontroller Selector “Depth Meter”

3.5%

Microcontrollers

9.5%

AVR 8- and 32- bit MCUS page

12%

bit AVR UC3 MCUs page

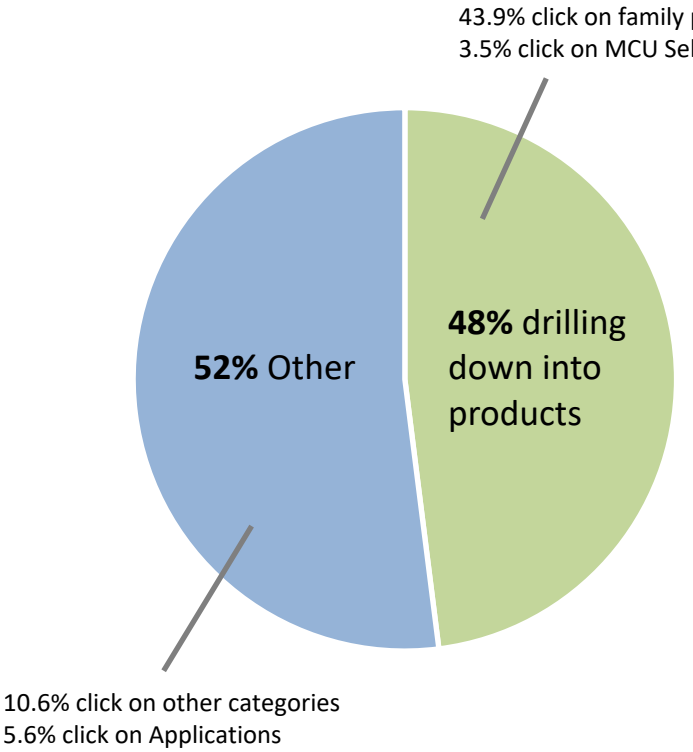
Users are clicking the Microcontroller Selector at increasingly higher rates as they drill deeper into product pages– cause:

- **Overwhelming amount of text at each level**
- **Long lists of devices and device families with inability to filter inside the page**
- **Distracting and irrelevant information and modules**

This finding from site analytics shows that users may be getting frustrated part way through the flow to specific devices. By clicking the MCU Selector, they are effectively taking a step back outside the flow to use the Selector instead. Additionally, they are clicking the Microcontroller Selector instead of the Product Search tab, which implies that they are not aware that the Product Search tab will redirect to the Product Selector filtered for products that correspond to the current page.

Current Category Page (Microcontrollers)

What do user want to do?



Nearly half of users who visit the Microcontrollers page click family pages or the MCU selector, implying that they are simply drilling deeper down into product pages rather than seeking other information on this page. The proposed layout of category pages reflects this finding.

New Category Page (Microcontrollers)

Key Features

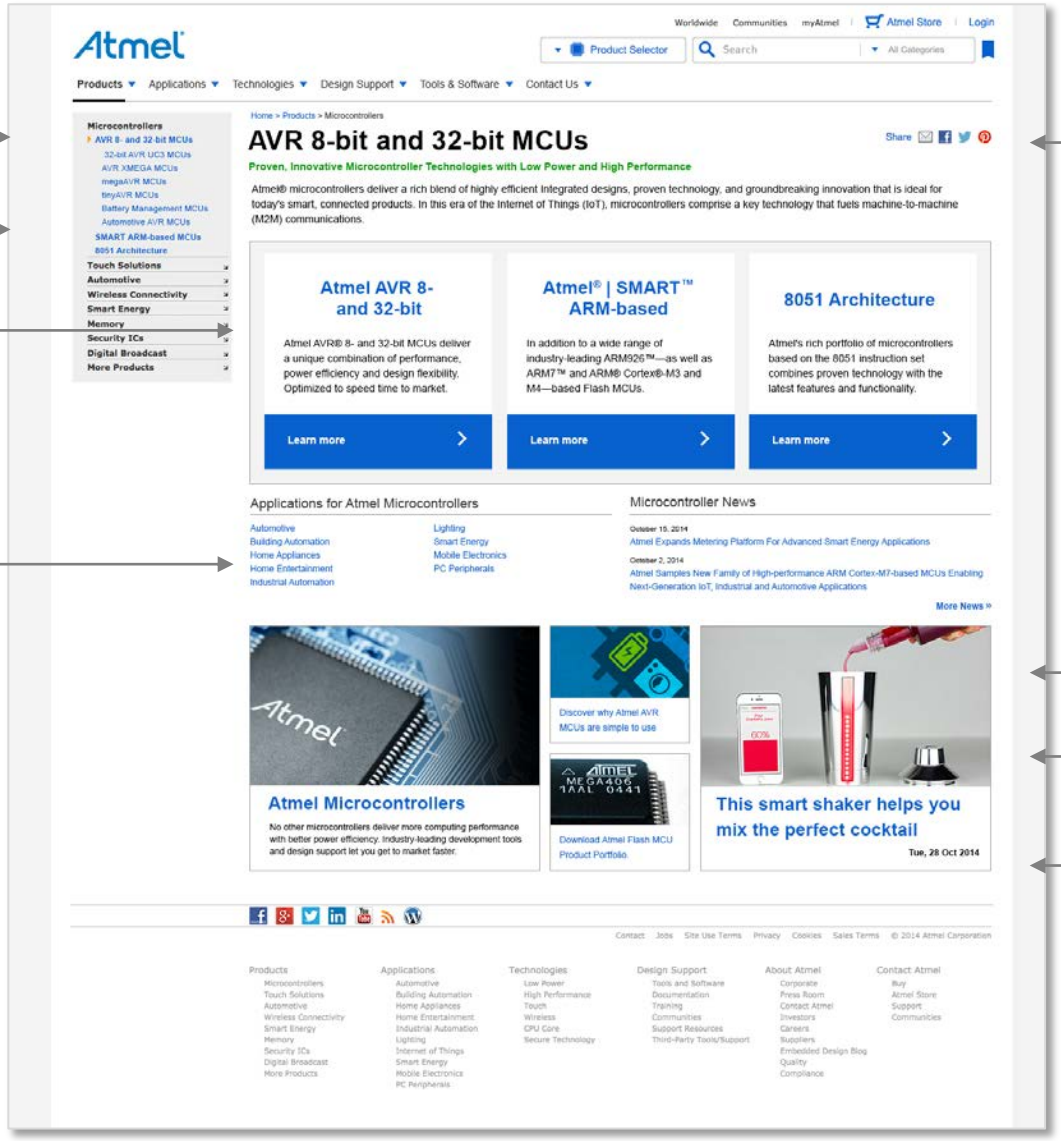
Dedicated navigation column

Use of secondary colors

Overall edited content

Main content column
High-profile “Family” links

Modular graphics
Flexible Templates



Sharing links

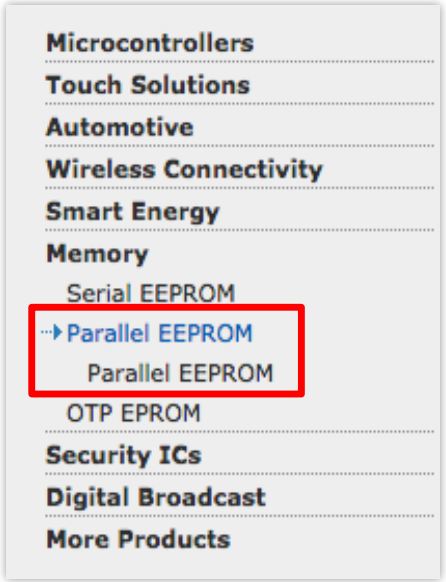
Minimize list of links

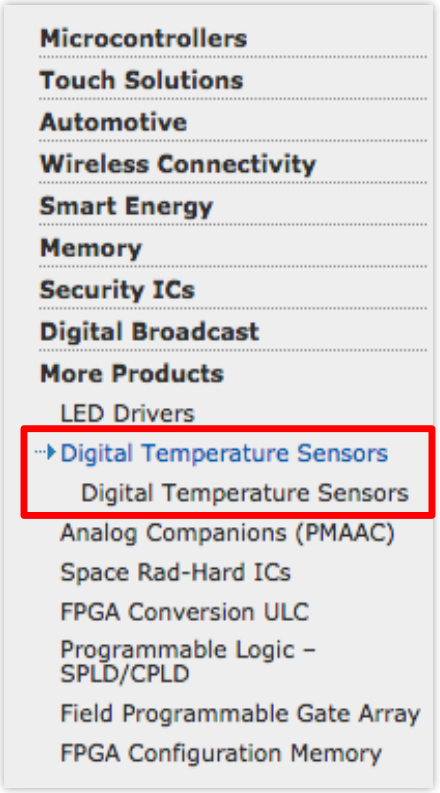
Secondary content: Marketing, info, etc.

Marketing replaces static images

Clock Four

Redundant taxonomy



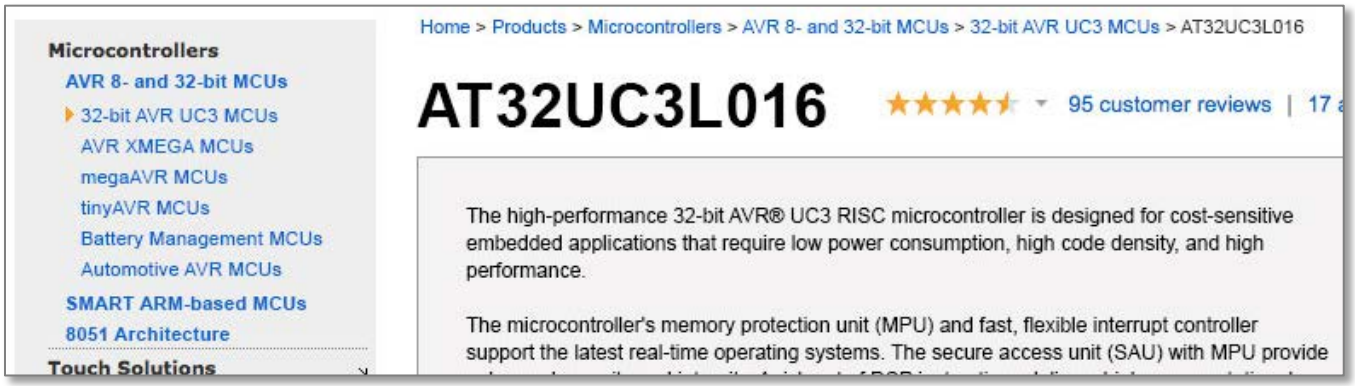


In addition to navigational redundancy, this example from the left hand navigation shows duplicate link names that make it impossible for the user to understand how these pages differ.

Links and navigation (breadcrumbs)

CURRENT

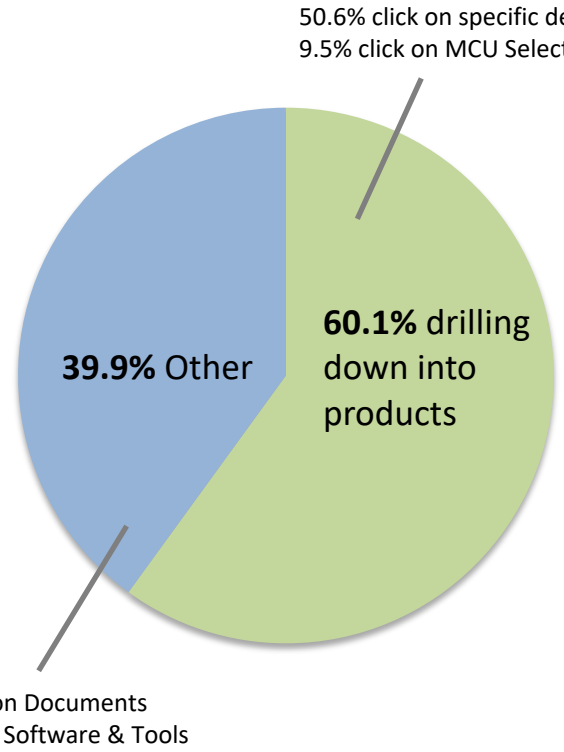
PROPOSED

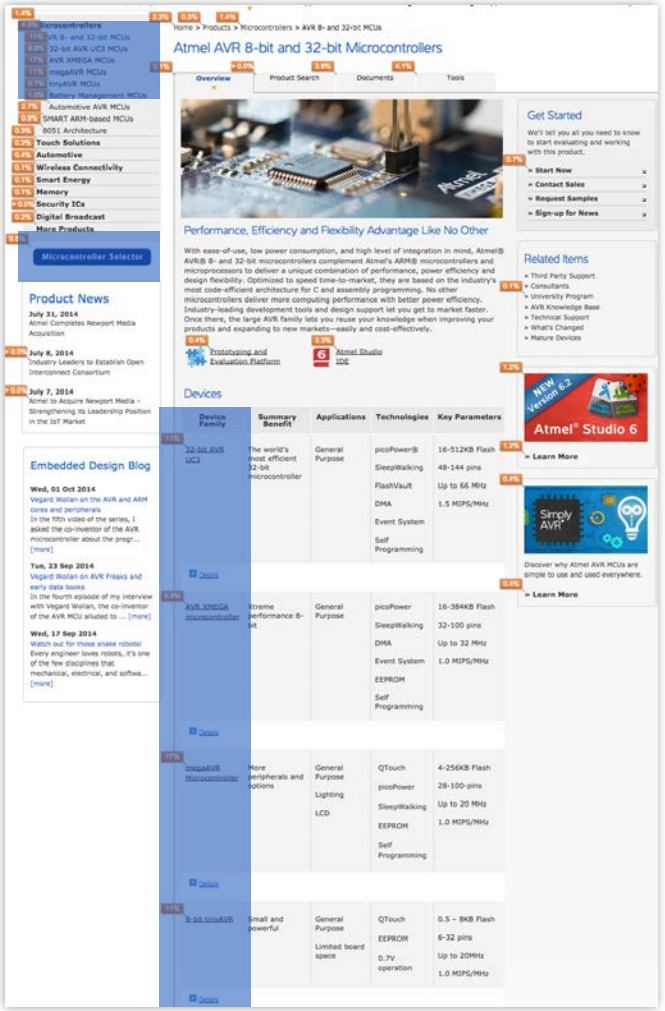


Site navigation thrives on consistent conventions, rules and simplicity

Current Family Page (Microcontrollers)

What do user want to do?



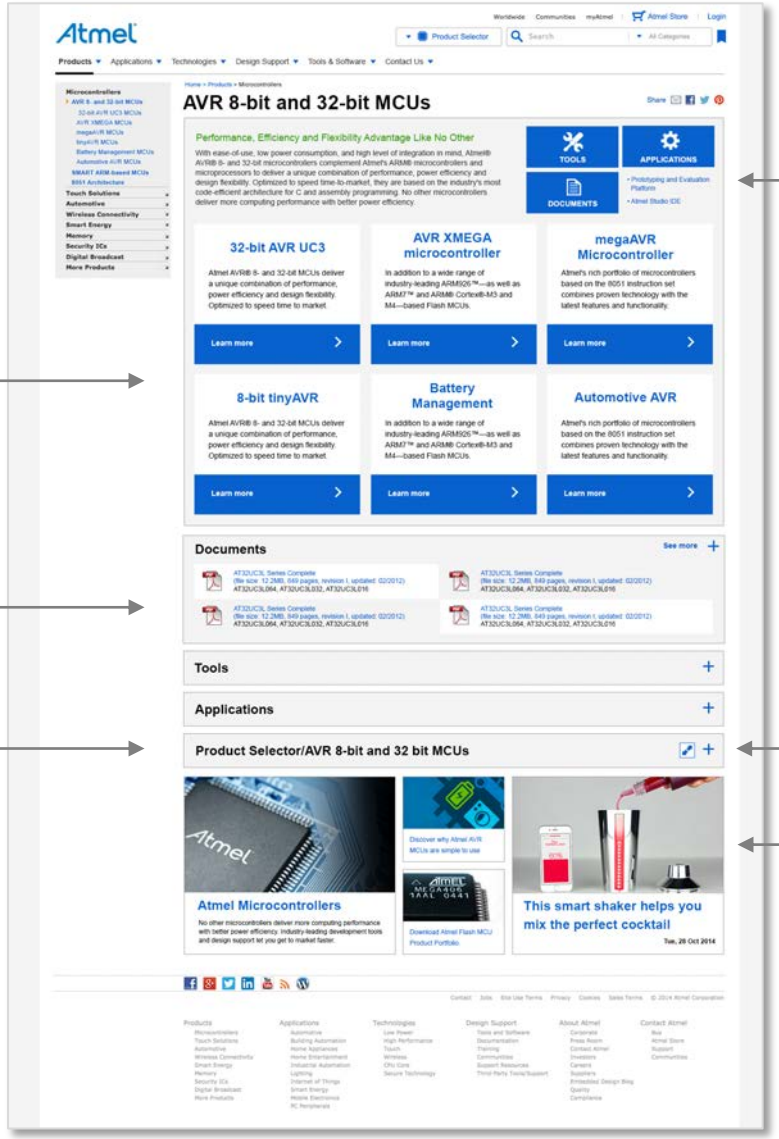


Over half of users who visit the 8- and 32-bit MCUs page click sub-family pages or the MCU selector, implying that they are aiming for more specific product pages. The proposed layout of family pages reflects this finding.

Clock Four

New Family Page (AVR 8- and 32-bit MCUs)

Key Features



Main content column
High-profile “Family” links

Window shade modules

Contextual Product Selector (title)

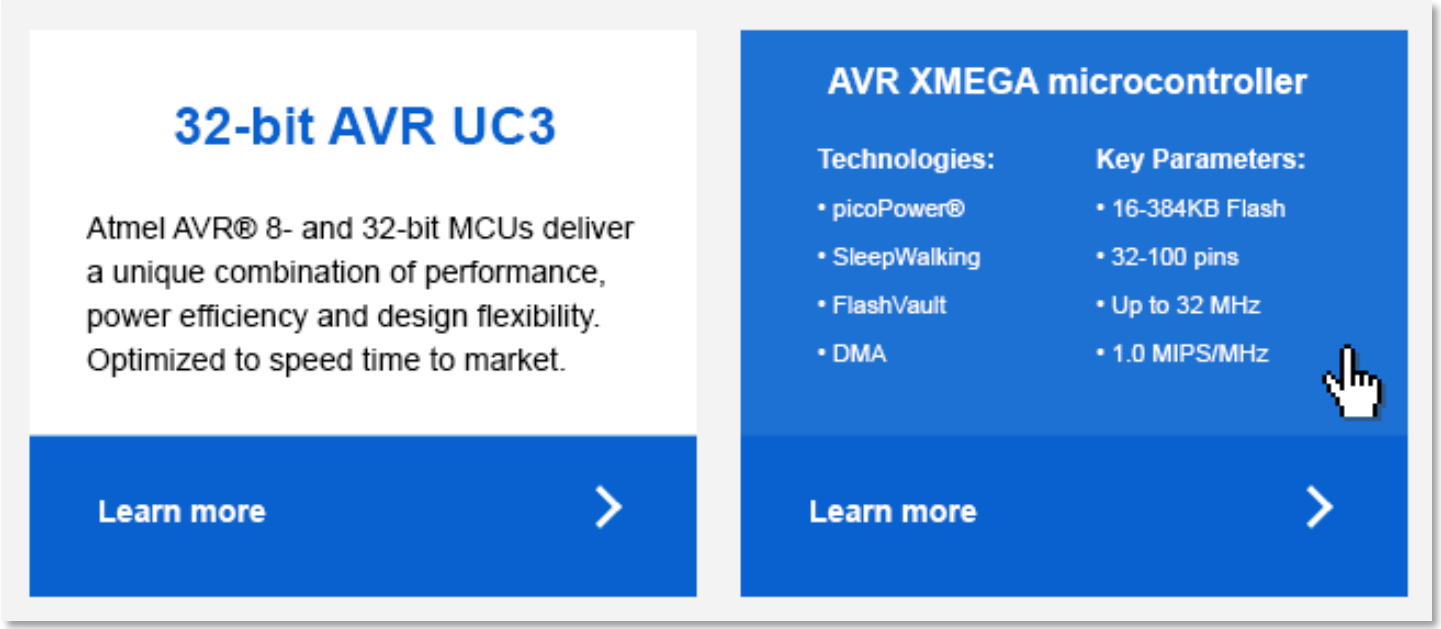
Tools, Applications, Documents could link to page modules or off to Search page (new tab)

Contextual Product Selector Expanded addition

Secondary content row

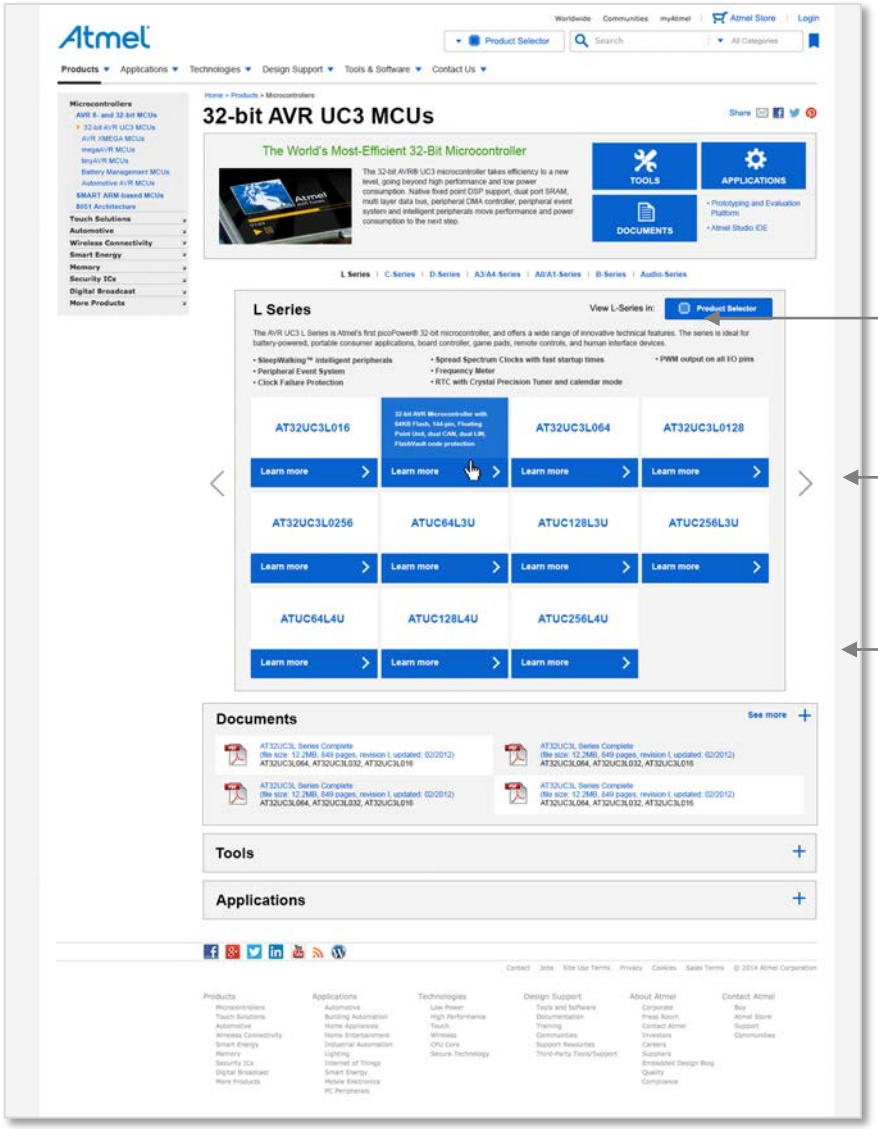
New Family Page (AVR 8- and 32-bit MCUs)

Module rollover



New Sub-Family Page (32-bit AVR UC3 MCUs)

Key Features



Nav for Series carousel

Carousel for Series groups

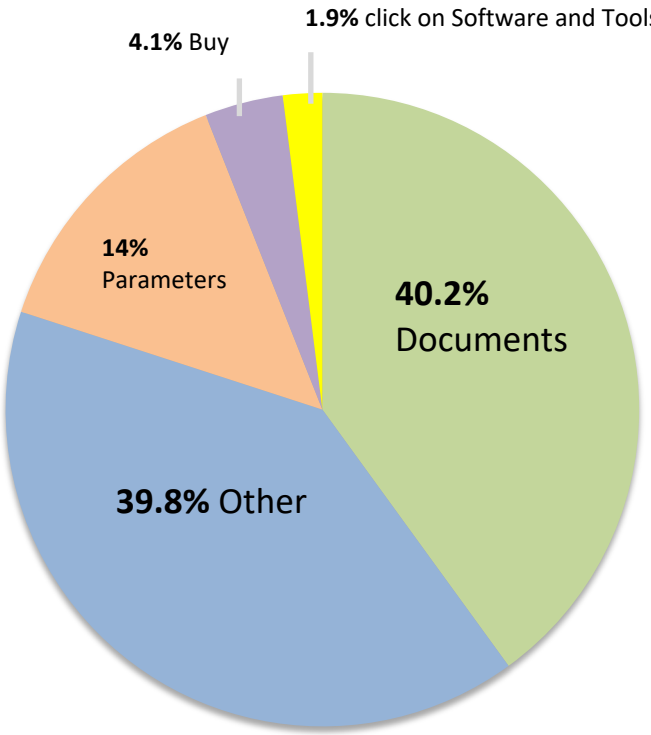
Contextual Product Selector

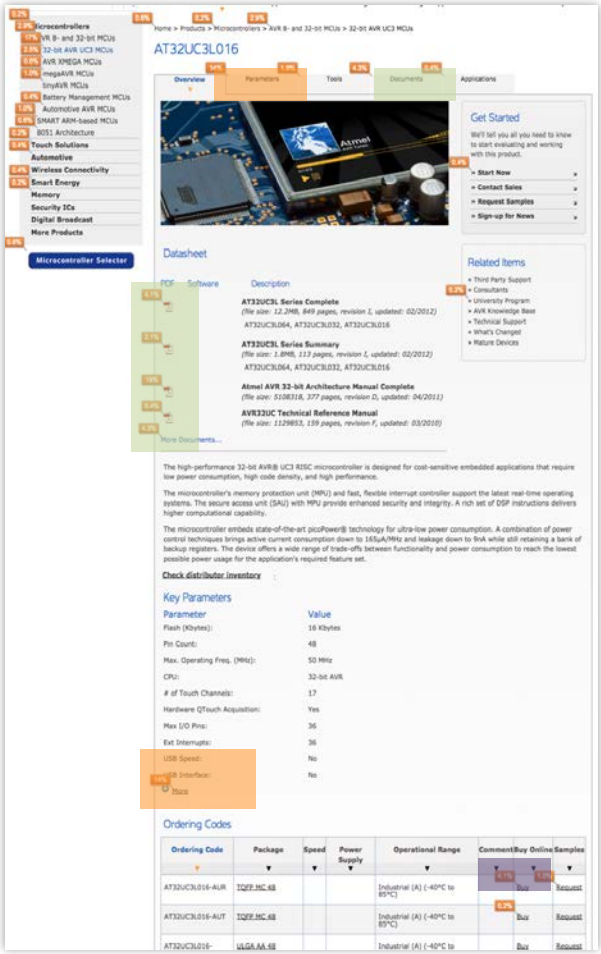
No secondary info

Clock Four

Current Device Page (AT32UC3L016)

What do user want to do?



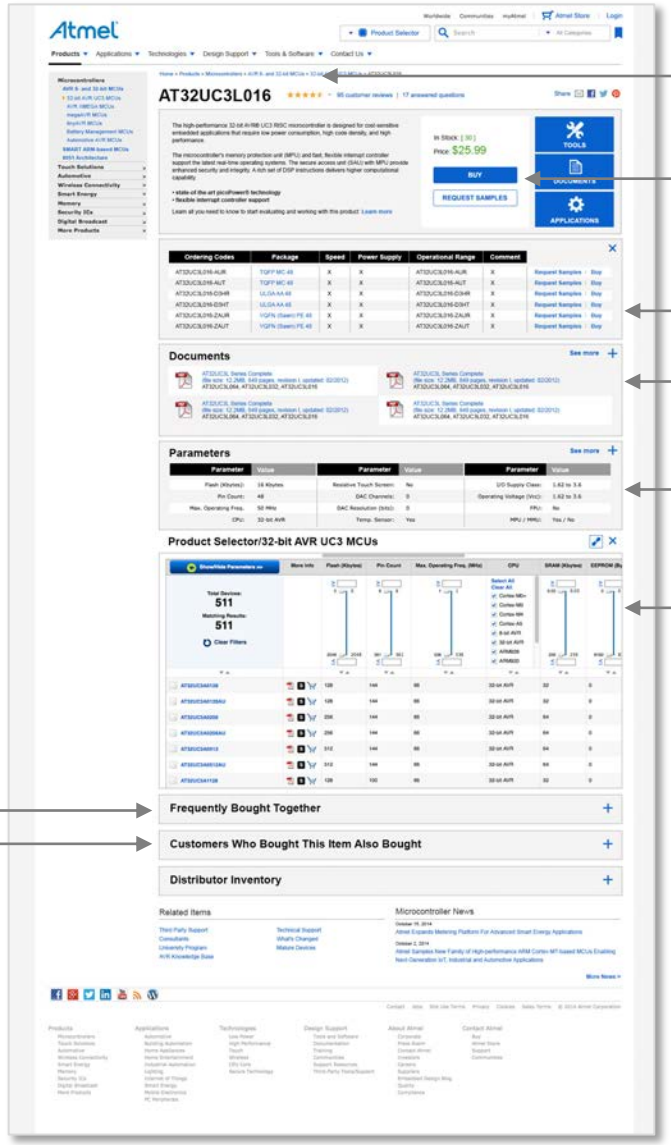


The most important needs for users on device pages according to site analytics and user research: features/parameters, prices and buying options, documents, software & tools.

Clock Four

New Device Page (AT32UC3L016)

Key Features



Customer Reviews

Price, quantity
"Buy + Samples" hyperlink
to module below

Semi opened modules

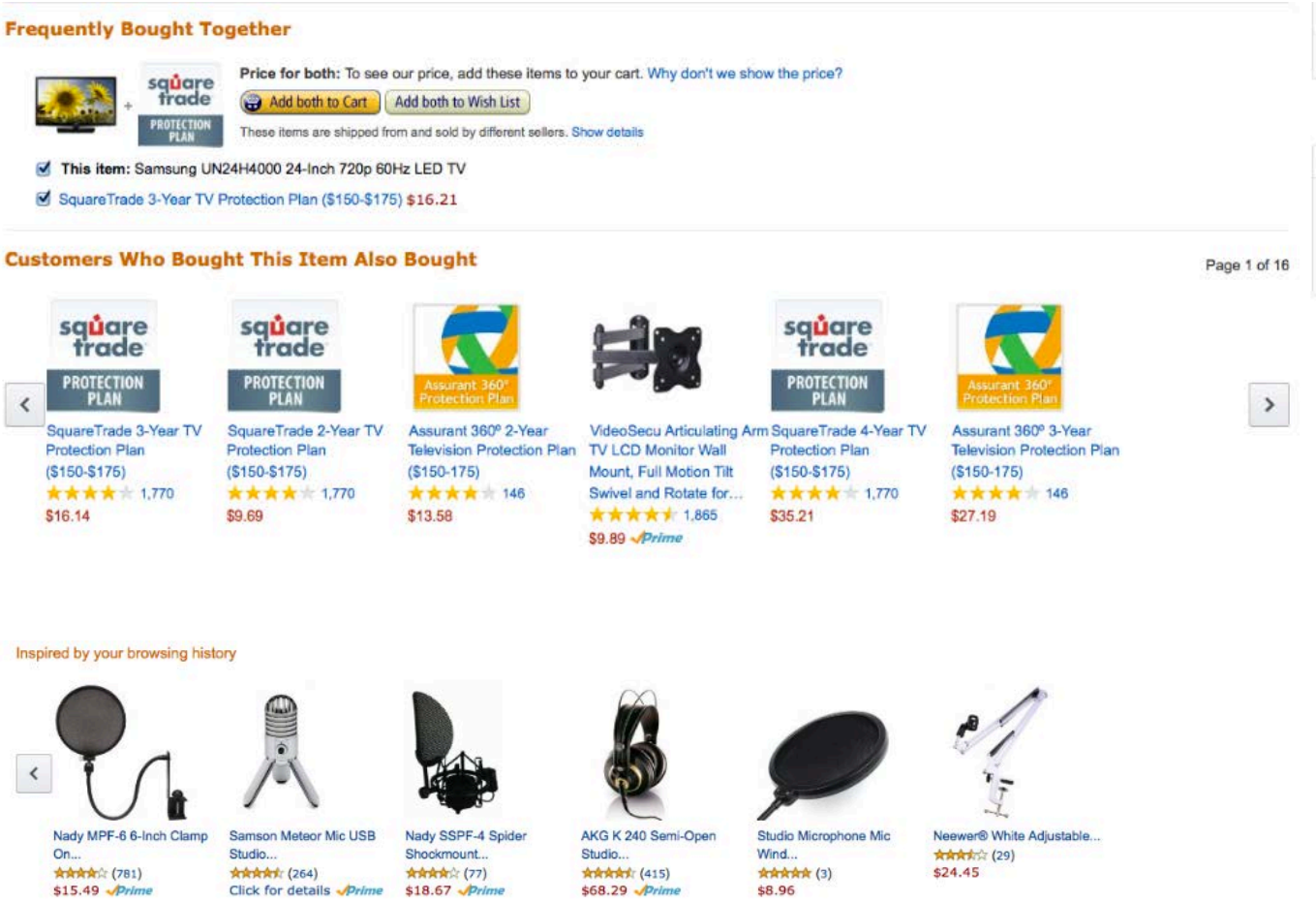
Embedded "Product Selector"
Can expand to full page

Frequently Bought Together
Customers Who Bought…

No secondary info

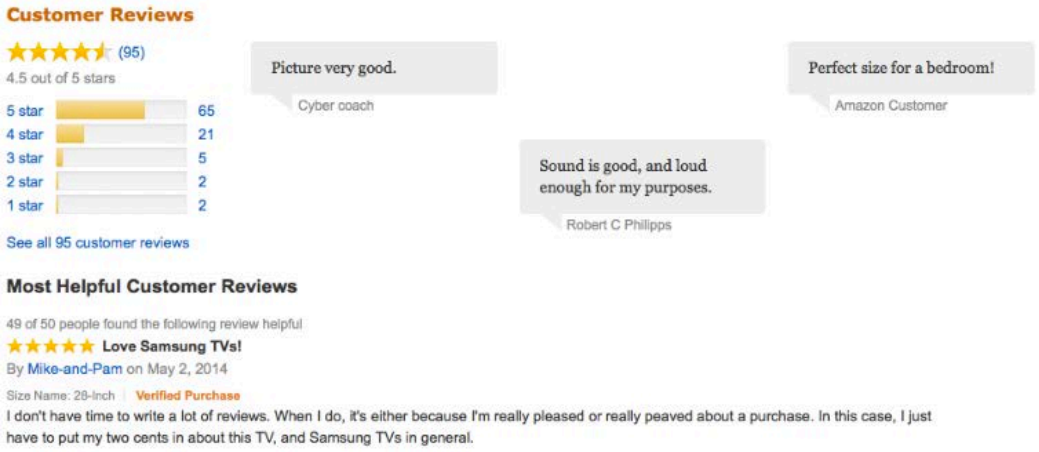
New Device Page (Amazon.com)

Currated Content



New Device Page (Amazon.com)

Currated Content



Appendix

Heuristics

Heuristics are broad rules of thumb for creating and maintaining a user-friendly website or system.[1]

We focus on a few specific heuristics that are particularly relevant for Atmel, and reference them throughout this document as they relate to specific issues or recommendations.

Content supports goals
Content should be kept as essential as possible.

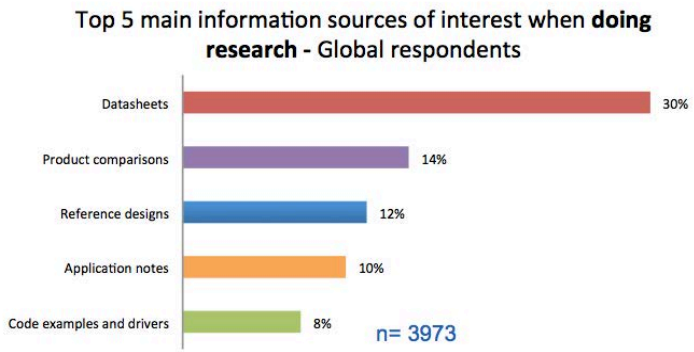
Minimalist Design
Minimize short-term memory load by reducing clutter.

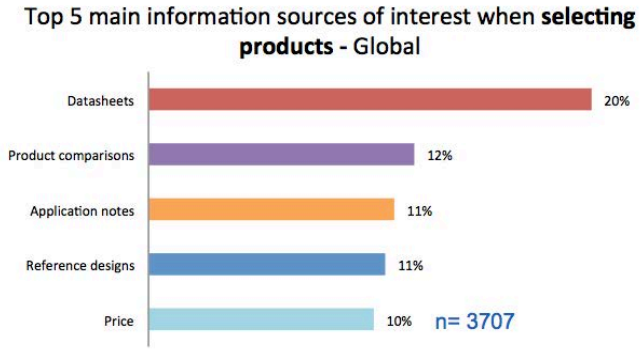
Efficiency of use, no redundancy
Eliminate information/navigation which is irrelevant or rarely needed.

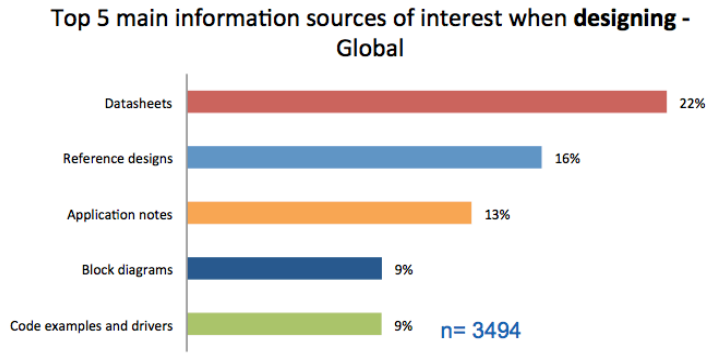
Consistency and standards
Users shouldn't have to wonder whether different words or actions mean the same thing.

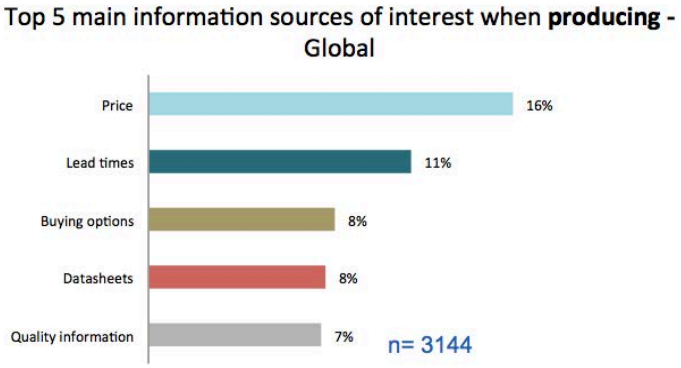
Recognition, not recall
Minimize the user's memory load by making objects, actions, and options visible.

User goals









These findings from user research show that users' needs differ as they progress through their workflow on the job. Page content should reflect these needs at each level.

How do customers prefer to shop and browse online?

According to market research:

Customers want to find what they need and move on – they do not spend hours browsing and comparing.[2]

References

1 - http://www.nngroup.com/articles/ten-usability-heuristics/

2- http://tech.co/5-trends-driving-e-commerce-2014-2014-02

3 - http://www.shopify.com/blog/15206517-mobile-now-accounts-for-50-3-of-all-ecommerce-traffic

4 - http://www.comscore.com/Insights/Blog/Why-Are-Millennials-So-Mobile

5 - http://www.nngroup.com/articles/search-and-you-may-find/

6 - http://www.nngroup.com/articles/search-visible-and-simple/

7 - http://www.webdesignerdepot.com/2009/12/minimalist-web-design-when-less-is-more/