McCormick.com Discovery Presentation

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- Discovery Objectives

- Requirements Gathering

  - Stakeholder Interviews

  - Existing Consumer Interviews

  - Usability Testing

- Persona Development

- Competitive Analysis

- Strategic Recommendations

- UX Recommendations

- Next Steps

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What did we accomplish?

- Interviewed stakeholders and consolidated feedback

- Interviewed consumers to collect objectives for using McCormick.com

- Created personas reflective of target audiences

- Reviewed competitive sites for best-in-class functionality and features

- Conducted usability testing to understand how consumers use McCormick.com (defined challenges /gained consumer recommendations for new site)

- Established success metrics for the new McCormick.com

- Created User Experience strategy for McCormick.com
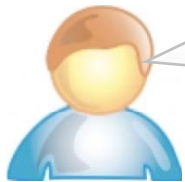
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3 types of data were collected:

stakeholder interviews

existing consumer interviews

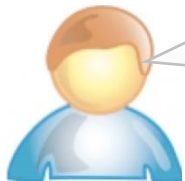usability testing
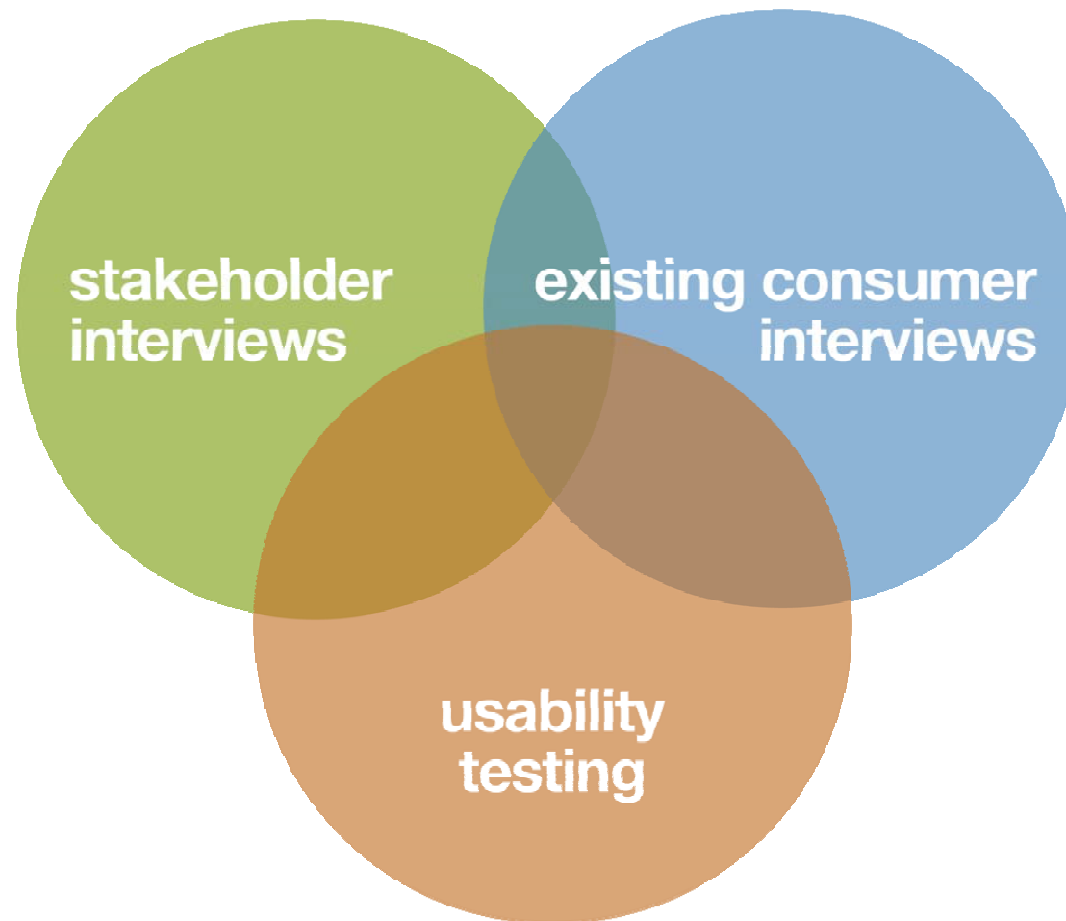
STAKEHOLDER INTERVIEWS

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What we learned/major themes:

We must position ourselves online as the flavor experts – flavor is how McCormick will differentiate itself from other brands and recipe web sites.

A new site will help McCormick feel more contemporary, passionate about flavor (the current site is too old fashioned).

We must add a recipe rating system and allow for consumer reviews on the site.

We need big, bold photography – beauty shots - up close, in-your-face spices users can see.
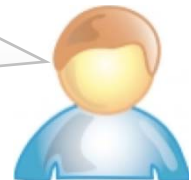
The search functionality within the site must be updated. We have fantastic content but it is difficult to access, even for employees.

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What do we do?

💡 Make the site more interactive with "next gen" technology to make the brand feel more contemporary

💡 Make site design translate to passion for flavor (and reflect new masterbrand positioning) using bold photography and copy

💡 Leverage McCormick culture and knowledge/passion for spices to speak to consumers

CONSUMER INTERVIEWS

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What we learned/major themes:

Most consumers visit McCormick.com several times/week, triggered by emails - or to find new recipes

Web surfing habits are mostly to "get tasks done" - so ease of use and navigation key driving factor towards customer satisfaction

Goal for visiting the site is to find new recipes at various junctures of the day, leading to dinner

Reviews, rankings and other "social" components to recipes found to be compelling

Navigation is currently acceptable, although some tweaks suggested (e.g. left-hand nav. is a little crowded)

Many discussed appreciating/using the "You Might Also Like" section

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What do we do?

- Expand the toolset -- "You might also like…"

- Day-parting opportunities (goal for visiting = find new recipes leading to dinner)

- Social context in recipe searching and sharing – functional requirement of cooking a meal for family, but also aspirational component of wanting to share recipes and express one's self via reviews, tips, photos, etc.

  – Reviews, rankings and other "social" components to recipes

- Make recipes easier to find and share (print/email/SMS)

USABILITY TESTING

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Objectives

- Gain a better understanding of the current user experience

- Provide us insight into many areas of the site, including:
  - Overall ease of use
  - Functionality/content

- Create a baseline to help us quantify our project success

Methodology

- Tasks

- Participants
  - 4 Married women with children; age 25-54 and like to cook
  - 1 Married woman (empty nester); age 25+ and likes to cook
  - 2 Men; age 25+ and like to cook
  - 2 Women without children; age 25+ and like to cook

- Interview process

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Key Challenges

- Search functionality in general is a key frustration point

- Finding Products without using Search

- Registering on McCormick.com

- Finding "My Favorite Recipes"

- Finding the McCormick.com Home Page

- Overall site usability

Likes

- Content in general

- Images

- Search filters (but NOT the execution of them)

- Recipe Collections section

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High Level Recommendations

💡 Completely update "search"

💡 Modify the existing information architecture to ensure that users can easily find the content they are looking for

💡 Ensure that links to all key pages, including the Home page, Products page, My Favorite Recipes, etc., are prominently placed and highly visible to users

💡 Eliminate the "E-mail" membership, and modify the registration process to make it much more intuitive

💡 Add 3x5 and 4x6 print options

💡 Completely redesign the overall user experience to significantly increase usability and user satisfaction

PERSONA DEVELOPMENT

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Persona Development

Obsess about *customer needs*

Experience-Based Differentiation

Treat customer experience as a *competence*

Reinforce brands with every *interaction*
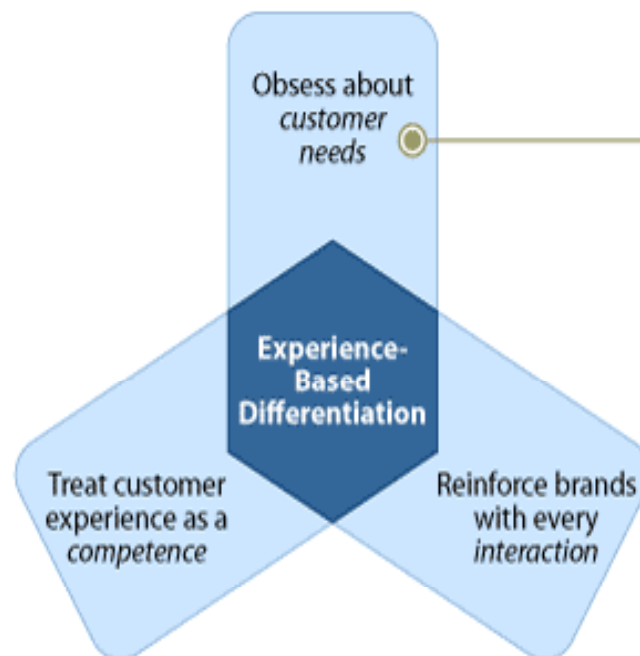
Personas help companies focus on what's important to customers in designing interactions. They are:

- Models that represent key user attributes, goals, and behaviors.

- Presented as a vivid narrative description of a single "person" who represents a behavioral segment.

- Based on primary research (typically either interviews, observations, or both) to understand users' goals, attitudes, and behaviors.

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Source: Forrester Research, Inc.

Persona 1

Name: Debbie

Age: 41

Family Status: Married, 3 Kids (ages 6, 11 & 14)

HHI: 85M

"As a parent, wife and career woman, I'm always rushing from my job to school, trying to tackle all of the necessary errands and shopping trips in between. My kids are my number one concern and are always a part of the decisions I make. With the limited amount of time I can spend with my family, I want to make sure that we make the most of it. I use the Internet to balance my busy lifestyle – I can do my banking, find interesting things for my family to do (online and offline), send e-cards to friends, and occasionally shop. I cook most every night so need a great recipe web site that I can trust."

Persona 2

Name: Joan and Bob Smith

Age: 56 and 57

Family Status: Empty Nesters

HHI: 90M

"With the kids grown and out of the house, we finally have time to spend engaging in our interests: traveling, museums, exercising, community service and meeting new people. We cook at least four times a week and we like to go "all out" and try new dishes. We use the internet to connect with our family, share pictures of our grandkids and keep tabs on new health trends."

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Persona 3

Name: Blake

Age: 29

Family Status: single

HHI: 55M

"I have always been a foodie but I recently started cooking a lot at home. I invite friends over almost every weekend to try new recipes – and to help me cook. I love being creative with food – and everything in life, really. I use the internet to do it all: socialize, find out what is going on in the world, watch my favorite shows, download music, pay bills – everything."

COMPETITIVE ANALYSIS & STRATEGIC RECOMMENDATIONS

	Advanced Recipe Search	Recipes to Mobile Phone	RSS Feeds	Newsletters	Shopping Lists	Video	Meal Planning	Blogs (Professirally Posted)	Message Boards/Chat Room	Weight Loss programs/Diet	User-Generated	Reviews/Ratings	Kids Section	Celebrity Chef Interaction	Herbs & Spice Guide	Tools & Technique	Holiday Section	e-Commerce	Global Cusine	Gaming	Precision Marketing	Rewards via Purchase (loyalty program)	Recipe Box (NL)	Nutritional Information	Poll Section	What's New section	Online Advertising	Create own recipe book	Wine & Food Dictionary Resources:	Recipe Print Options: 3x5, 4x6, FULL
McCormick	✓		✓		✓	✓		✓	✓	✓			✓	✓	✓		✓	✓			✓	✓							✓	
epicurious	✓	✓	✓	✓		✓		✓	✓		✓		✓		✓	✓		✓			✓	✓			✓	✓	✓	✓	✓	✓
allrecipes	✓		✓	✓	✓	✓	✓		✓		✓		✓	✓	✓	✓					✓	✓				✓	✓	✓	✓	
kraftfoods.com	✓		✓	✓	✓	✓		✓	✓		✓		✓	✓	✓	✓					✓	✓	✓	✓	✓					
HERSHEY'S Kitchens	✓		✓	✓	✓			✓		✓			✓	✓	✓	✓					✓	✓	✓	✓						✓

Enhance the overall McCormick.com experience:

1. **At a Minimum**: Reviews, rankings, comments are entry-level components

2. **To Compete**: Expand the social recipe toolset to compete with top recipe sites

   – Save/organize shopping lists based on recipes via My Shopping List app

   – Offer weekly meal plans for quick at-a-glance shopping

   – Email recipe option (send to friend), RSS, mobile application ("Epi To Go")

   – Inflate Friends and Flavor program (My McCormick)

3. **To "Out-do":** Expand Web 2.0 tool kit, achieve personalization and one-on-one communication

   • Day-part messaging on the site – breakfast, lunch, dinner recipes

   • Foodie "we love to cook" blog sponsored by McCormick – hire guest editor

   • Leverage SEER to rationalize list for "customer advisory panel", ultimate VIP club

   • Experiment with new action tags– kids, low-fat, cold and flu season, regional/international

   • Aggregate best 3rd party nutritional content on McCormick.com

   • Online cooking school – leverage YouTube brand channel?

USER EXPERIENCE STRATEGY

EXPERIENTIAL

INFORMATIONAL

INSPIRATIONAL

I WANT COOK

I WANT TO LEARN

I WANT TO BE INSPIRED

PASSION FOR FLAVOR

SMELL. SIGHT. SOUND. FEEL. TASTE.

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Primary goal

Create a highly compelling experience that educates, connects and delights users. Emphasize McCormick as an enabler of multisensorial experiences related to cooking, eating and sharing with friends.

Secondary goals

Immersive:

- **Emphasis on visuals** (photos, videos, graphics)

- **Immersive brand experience**

- **Mimic real-world cooking, sharing and eating experiences wherever possible**

Easy to Use:

- **Intention-based Architecture** (dictated by user profiles/goals)

- **Customization** (My McCormick, My Favorite Recipes, My Recipe Book, Rate/Review, Shopping List, etc.)

- **Focused content** (simplicity - minimum focused content per page)

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Intention-based structure for McCormick.com

◆ PHASE II ● CONSIDERED BUT NOT RECOMMENDED

I want to Cook
(EXPERIENTIAL)

- Photo Recipes
- ◆ Video Recipes (How-to's)
- Recipe Tools (Print, Save to My Cookbook, Save to My Favorite Recipes, Add to Shopping List, Email to friend, Learn more about Spices, Recipes to Mobile)
- You Might Also Like
- ◆ Meal Planning Tool (based on occasion, social context, lifestyle or taste preferences)
- Reviews and Ratings
- ◆ Most Shared Recipes/Top
- Highest Rated Recipes
- ◆ SMS Family Dinner Rating

I want to Learn
(INFORMATIONAL)

- Herb and Spice Guide
- ● Wine and Food Directory
- Spices for Health
- ◆ Chef Blogs
- Reviews and Ratings
- ◆ Most Shared Recipes
- Most Commented Blog postings
- Nutritional Information
- Global Cuisine Info
- What's New
- ◆ Online Cooking School (videos)
- ◆ Calendar of Events
- My McCormick
- Spice Buyer's Journal

I want to be Inspired
(INSPIRATIONAL)

- What's New
- ◆ Meal Planning Tool (based on occasion, social context, lifestyle or taste preferences)
- ◆ Most Shared Recipes
- Highest Rated Recipes (helpful/not helpful)
- ◆ Flavor Storybooks (experiential stories around memorable meals w/photos)
- ◆ McCormick Virtual Kitchen (explore spices, bulletin board, McCormick Cookbook, tips for plating and setting the table, etc.)
- ◆ Educational games
- Fresh Tester
- Spice Buyer's Journal
- Spices for Health
- My McCormick

I want to Share

- Send Recipes to Friends (email; SMS)
- Save Items to My Favorite Recipes
- ◆ Submit Recipes
- Submit Your Spice Story
- Message Boards / Chat Rooms (w/in My McCormick)
- Polls
- ◆ RSS Feeds / Widgets
- Recipes to Mobile
- My McCormick
- ◆ SMS Family Dinner Rating

I want to Buy

- Purchase Hard to Find Spices
- Purchase Spice Rack(s)
- Promotions
- ◆ Where to Buy
- My McCormick (Print/SMS Shopping List)
- Buying/Shipping FAQs

I want to Find

- Find Recipes (advanced)
- Find Spices
- ◆ Meal Planning Tool (based on occasion, social context, lifestyle or taste preferences)
- Where to Buy
- ◆ Top Searched Recipes

Behavior

Perform qualitative research

Analyze user needs

Create User Profiles

Develop initial concept and organizational models

Structure

Create Scope Matrix (defines features and funtionality)

Audit peer sites

Create Content Matrix

Define Visual Design direction (Moodboards)

Create site map

A B C D

Develop navigation system

Build task models

Expand task models into process flows

Develop style guide

Presentation

Design wireframes

Create User Interface Specifications document

Create content

Create Visual Design composition

APPENDIX

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**Total of 9 Participants
(Mixed group of races and ages)**

a.) 2 Men: age 25+ and like to cook

b.) 4-5 Women w/kids & married:
     age 25-54 and like to cook

c.) 1-2 women w/kids out of house
     (empty nesters) and like to cook

d.) 2 women: age 25+ no kids and like
     to cook

Code	Contact Name	M/F	Married	Children	Age Range (1: 25-54; 2: 55+)	Occupation	Likes to Cook
Last Updated: 02/12/2008							
Contacts							
a	Luis Adan	M	Y	Empty Nester	2	Retired	Yes
a	Brian Lane	M	Y	Empty Nester	1	IT	Yes
b	Nicole Spiro	F	Y	7, 5	1	Stay at home mom	Yes
b	Jenny DuBose	F	Y	3.5, 6.5	1	Teacher	Yes
b	Jodi Mayfield	F	Y	5 Children ranging 2-9	1	Stay at home mom	Yes
b	Julie Fetrow	F	Y	3 Young Teens	1	Admin	Yes
b	Judy Madson	F	(Husband recently passed)	3 Young Children	1	Manager	Yes
c	Terri Lane	F	Y	Empty Nester	1	IT	Yes
d	Robin Spera	F	N	N/A	1	IT	Yes
d	Ashley Pattoni	F	Y	N/A	1		Yes

1) Sign up to receive McCormick e-mails

- Two-thirds of the participants (6 of 9) took over a minute to figure out where to sign up to receive McCormick e-mails,

- 7 of the 9 participants did not feel that this was an intuitive task to complete.

- Most users were confused about – and ultimately frustrated with the two different levels of membership as reflected in the Rank This Recipe task.

- **Recommendation: Users want only one level of membership. This will significantly minimize confusion and frustration.** (See Task #4 on the next slide for details)

2) You want to host a dinner party with a Latin theme. From the home page, find a collection of appropriate recipes without using Search. From this section, find the recipe for Coconut Shrimp Criollo.

- Two-thirds of the participants (6 of 9) completed this task in less than a minute.

- Nearly everyone felt this was intuitive and having this type of categorization was helpful. (Most stated that they will use this page in the future.)

- One participant recommended that we include additional collections, such as by main food ingredient.

3) Print this recipe using the Web site's "Print" functionality (not the browser's functionality)

- Everyone found the small [print](#) or [back](#) links on this page relatively quickly; however, most felt the font was too small. A couple of participants also felt these links should be icons.

- **Recommendation: Make the Print and Back Links more prominent**

4) Rate this recipe

- Most participants found this link relatively quickly, and once they actually got to the rating page the task of rating the recipe was relatively intuitive.

- The key frustration was that e-mail members are not allowed to rate recipes; however, users are not aware of this. When users click on the Rate This Recipe link, they are redirected to a login page which asks them to enter their password. Since e-mail memberships are created without passwords and there is not messaging to let users know what to do, they cannot get past this page. The only options users have are to:
  - Abandon this task – which most participants said they would do
  - Click on the "Forgot My Password link, and see what would happen.

- **Recommendation: Make some minor adjustments to the rating process, but most importantly, provide only one level of membership – or add appropriate messaging.**

5) Add this to your favorite recipes list

- Everyone found the link to add this to their favorite recipes relatively quickly and felt it was intuitive.

6) Find your favorite recipes list

- Finding their favorite recipes was not an intuitive task to complete.

- Only 2 of the 9 participants completed this task within 1 ½ minutes – and nearly half of the participants (4 of 9) failed this task.

- **Recommendation: This link must be placed in a more prominent location**

7) You heard that McCormick promotes healthy living. Starting from the home page, find the section about healthy living without using Search

- Everyone found this section relatively quickly.

- Several participants recommended the name be changed to be more meaningful to the normal person.
  - One participant stated: This title needs to be "dumbed down" to make it more intuitive for most users. "Make it easy… not fancy."
  - Another participant stated that "Healthy Living or Healthy Lifestyle would be much more intuitive; not to mention that A Taste for Health is not an exciting description."

8) Using Search, find a chicken recipe that can be prepared and cooked in under 30 minutes.

- Only one third of the participants (3 of 9) completed this task in less than one minute; with many of the participants getting frustrated.

- Most participants said they liked the filters, but felt they were poorly designed. (Bad choice of colors, placement, font, etc.)

- **Recommendation: The filters are a great idea, however, the execution of these filters must be addressed**

9) Find the products that are needed to prepare this recipe

- Everyone found this very quickly, primarily because of the color and hyperlink.

- A couple of people mentioned that they felt red was a poor color choice for hyperlinks, as many people – especially those who are colorblind cannot see red.

10) Starting from the home page, find ground black pepper product information without using Search

- This was an excruciating exercise for nearly all of the participants.

- Only one participant found this under one minute; and two thirds of the participants (6 of 9) either took over 4 minutes to find or failed this task.

- Because ground black pepper is such a staple item for McCormick, everyone knew that it had to be on the Web site; but it was an extremely painful process for them to try to find it.

- Most participants felt the most logical place to find this was under Products & Promotions. However, since 7 of the 9 participants did not realize that there was an actual "Products" page, because it was not shown in the top nav pull-down options; the "perceived" options for these 7 participants were limited to: "Shop McCormick", "FAQs", Promotions, and McCormick Cookbook. Consequently, most participants spent a lot of their time within these 4 sections.

- **Recommendation: In addition to reorganizing the products section, make the "Products" page more visible to the average user, by adding it to the pull-down menu option.**

11) Starting from the home page, find the ground black pepper product using Search

- Most participants were very frustrated when trying to search within this site. Finding such a staple product, such as ground black pepper should have been an easy task for everyone to complete. However, the majority of the participants took over a minute to complete this task – and 29% of the participants actually failed.

Some of the key areas of frustration included:

- **Having two separate search boxes on the same page**
Although one search box is in the "Find Recipes" section in the left navigation, most users felt both search boxes provided the same search functionality. Consequently, most users became frustrated when they could not easily find a product using this search box in the left navigation, or recipes using the search box at the top of the page.

  Not noticing the search filters
Most users did not "see" the filters embedded in the current search results page because they are so blended into the rest of the page. Everyone really liked the filters once they actually found them; however, most did not feel their placement, color, and font choice were effective.

- **Non-robust search engine**
This search engine should provide a lot more functionality, including suggestions for incorrectly spelled words (i.e. "Did you mean xxx?") .

- **Recommendation TBD – as there are a lot of changes that must be made to the Search Functionality – as the existing search is causing user frustration.**

12) Find nutritional information about the cinnamon sugar product

- Once users actually got to a products page, they generally found the "nutritional information" within a matter of a few seconds.

- The key issue continues to underscore the challenge of finding a product page. By this time, most participants have somewhat learned the Web site and how to use the search engine; however, several participants still struggled to find this product.

- Although none of the participant actually "failed" this task, more than half of the participants (4 of 9) took longer than a minute to accomplish this task. And the two participants that took longer than 3 minutes to find this product (3:55 and 5:17) would be considered excessive and would have likely left McCormick.com to go to another Web site.

13) Starting from the home page, find how long Ground Spices generally last – without using Search

- Most participants (5 of 9) found this task within 1 minute. Although 1 participant could not complete this task, the remaining 8 participants completed this task within 1 ¼ minutes.

- *Note: This task was somewhat skewed as all of the participants had been to this section one or more times trying to complete prior tasks.*

14) You are going to be pulling out the BBQ grill this weekend and you want to check out some seasoning to use. Without using Search, find seasoning specifically designed for cooking on the BBQ grill.

- Like the other tasks that required finding a Product, most participants found this task challenging – despite the fact that they had become fairly familiar with McCormick.com by this point.

- Only two people were able to complete this task in less than a minute; while a third of the participants (3 of 9) either took close to 5 minutes to complete or failed this task.

OPTIONAL TASKS

1.) You're writing a report and want to learn more about the origin of nutmeg. Without using Search, find this type of information.

2.) Without using Search, order a McCormick Cook Book. (Or, if McCormick had a cook book, where would you find it on this site?)

- At total of 5 participants completed the two optional tasks

- All participants completed both tasks relatively quickly; although, they all stated that they remembered seeing this information while completing prior tasks.