

Initial Navigation Concepts Recap

Outcomes from the 7/2 Workshop



The Concepts

Initial ideas critiqued and refined.

Context Aware



Context Aware

Core of the concept:

- Top nav based on how and where customers arrive at the site: content, community, and free tools
- Consistent links to manage campaigns, explore data, and learn
- Curated content within work context
- Unique navigation for logged in and logged out users



Context Aware

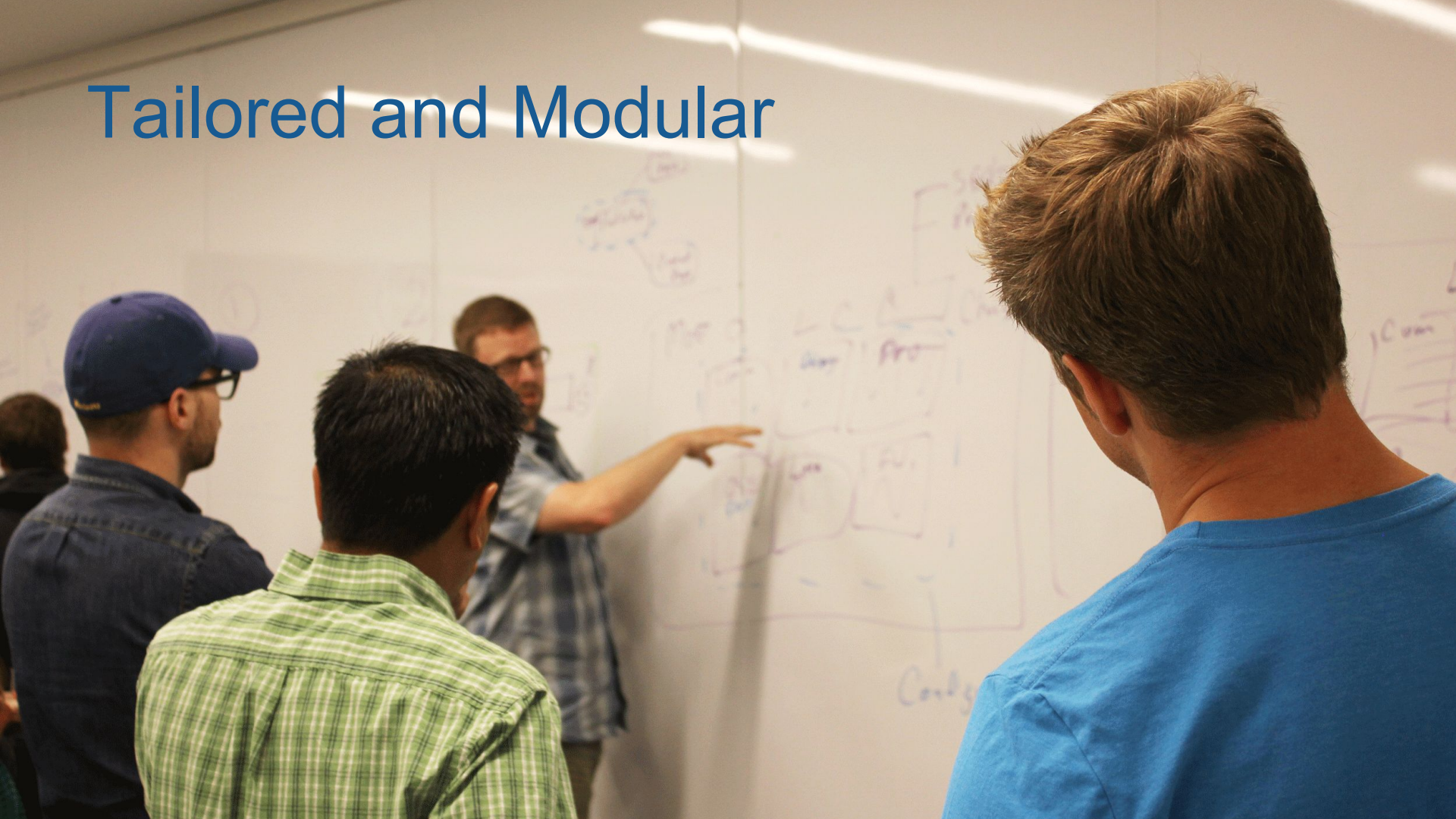
Critical Questions:

- How does the core navigation function?
- How does it work? How does the navigation flow from the top to the bottom?
- Is contextual content really the right way to go?

Strengths:

- Good at surfacing relevant content when needed
- Reasonably consistent
- Least divergent from current path

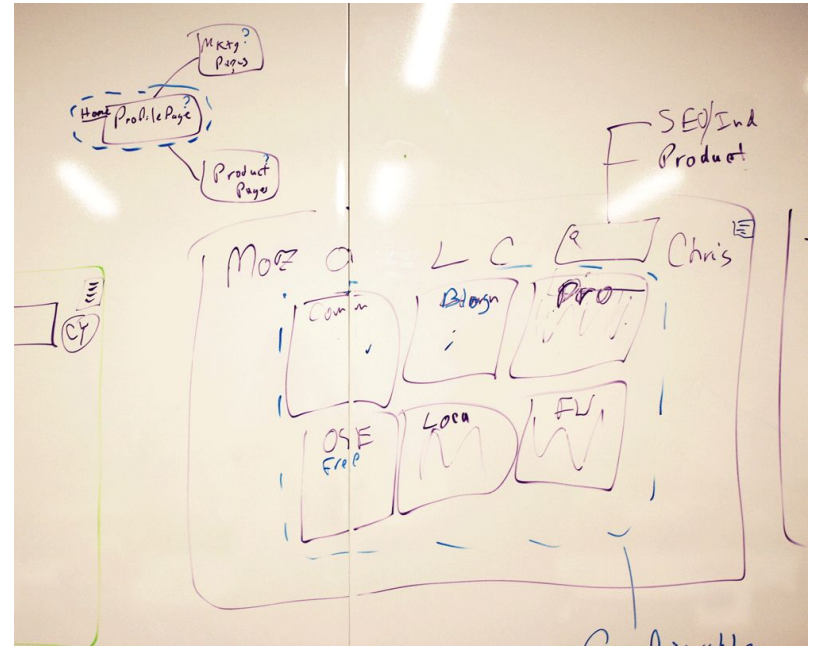
Tailored and Modular



Tailored and Modular

Core of the concept:

- Initial self-segment by need (as opposed to our products) from .com
- Tailored, modular and customizable home page for logged-in users
- Visual secondary navigation that communicates current and potential value prop
- Consistent top nav with global search



Tailored and Modular

Critical Questions:

- How could we test for each state when there are so many variables?
- We remember you and show content and products that meet your needs
- Top level search needs to be good
- Will the customization features make it too busy
- Does the focus on user needs scale for more products

Strengths:

- Supports unique and evolving needs for a wide audience
- Focused on customer
- Communicates Value Prop for user state (graying out of secondary nav)
- Customizable secondary nav
- Top level search implemented well

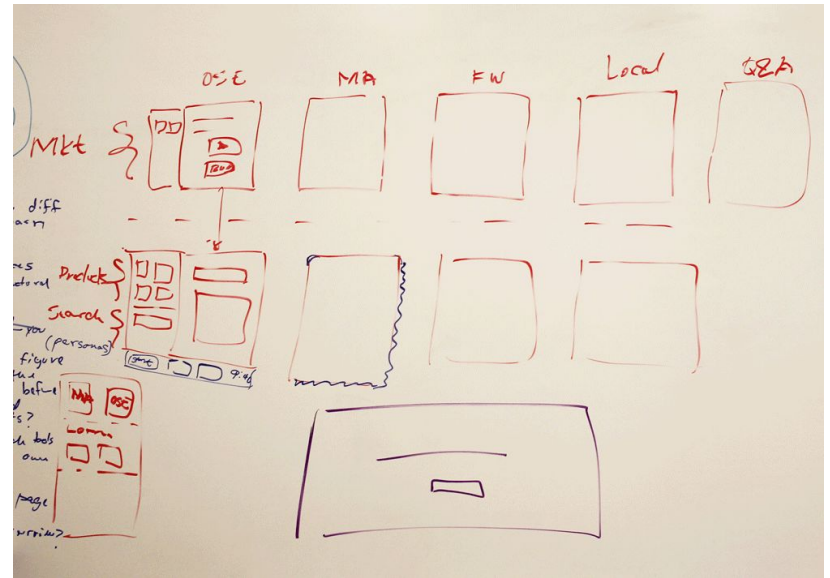
Loose Coupling



Loose Coupling

Core of the concept:

- Supports an very large set of products / bundles
- Easy to reason about logged in / logged out / paid experience
- Supports customization based on persona / user experience
- Products are traditional Moz products but also the blogs, Q&A, etc.



Loose Coupling

Critical Questions:

- How do we show breadth and depth across products and resources?
- How do I learn about new tools and features if I'm logged in to a specific product/tool?
- How do I get help with a specific product or tool?

Strengths:

- Encourages cross-product usage with suggested products and related content
- Flat product hierarchy makes it easier to bundle products and experiences
- Individual app-based model allows us to easily scale the system

Activity-based

GEA



- Site map.

Model
new
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4

Activity Based

What am I doing?

Learn

Connect

Buy

Work ongoing

Work lx Research

How to move on?

Who are you trying to help?

If user esch shows... we could combine

Search → how present in meaningful ways?
Prod. Subscribed? *
Nav thom Madash/learn
Act+User?
Work broken out ≠ No
Buy persistent?
Easy to know →

- Login/Payer
- " / Non-Payer
- Non-Log

Me/Your/Manage

Things

User Based

who you

activities

- Ease
- ar
- Du

Buy

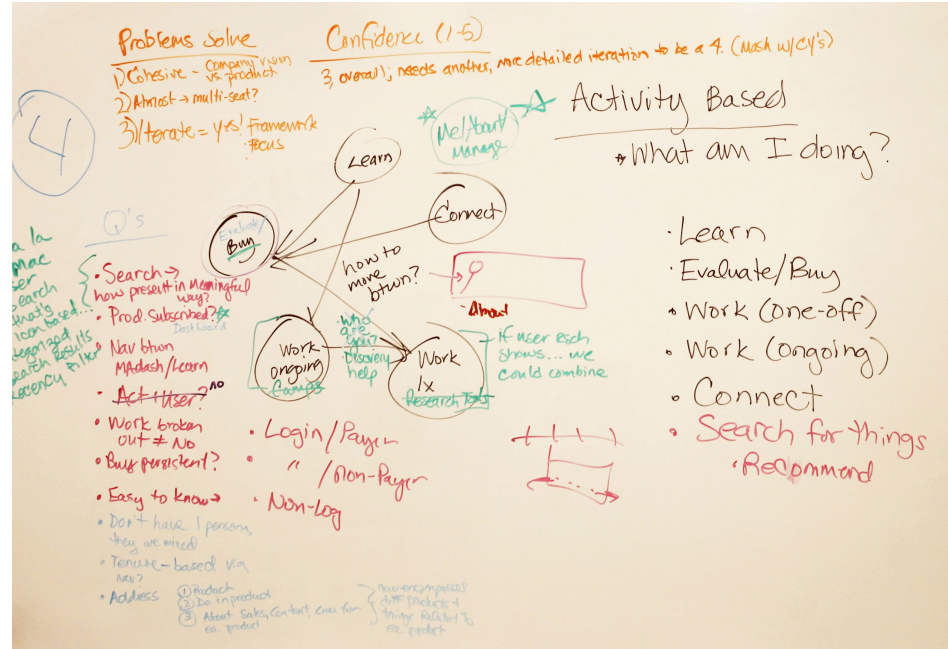
(one-off)

(ongoing)

Activity-based

Core of the concept:

- Organizing navigation based on categories of activity as oppose to types of products or customer type.
- All buckets are always accessible; even paying customers will want to learn about and buy other products



Activity-based

Critical Questions:

- How do we segment by persona when our customer types overlap?
- If search is one of your key navigational features for moving between topics, how do you present search results in an organized and meaningful way?
- How can you tell what products you subscribe to?

Strengths:

- Feels good for top of funnel discovery
- Focuses on the task users have come to perform



Feedback

What feels right?

What are our unknowns?

What feels right?

- Raise visibility and value of content → treat them like products
- Contextual help idea in product
- Show what you don't have access to
- Better organization of products
- De-couple from subscription base
- Challenge how we group and sell products today
- Better bucketing → not internal groupings but actual value to customer

Unknowns

- How does it work on mobile?
- How does multi-seat work if personalized
- Search is not well-defined
- Which products do we want to promote in 3-5 years?
- How do users think about themselves? Persona vs. their perspective
- How to not overwhelm but allow for discovery
- Address learning for new or beginner users
- Are we technically setup for the ideal solution?
- How do subscribers know what is happening across products/accounts?
- Receiving change (follow up w/nick)
- *Process was too abstract to fully understand concepts (too high-level)*

Competing Ideas

- Audience based (user-centric) vs user need based (what to do centric)
- Predictive marketing vs suggestive
- Deep hierarchy vs. flat hierarchy
- Less overwhelming presentation of product buckets vs. individually
- Separate product in context vs. total separation

Next Steps

- **Conceptual IA for e-team review 7/11**
- **Top 2 levels of IA for x-team review 7/30**
- **Interface design solutions begin early August**

Throughout, the team will continue technical discussions, measurement plans, user research, and more detailed on the [intranet page](#).

