

# Proposed: Global Navigation Model

Conceptual Model for high-level IA

# Contents

This deck was used in a meeting on 7/11 with the goal of coming to a fist of 5 agreement on the direction for global navigation.

1. Quick review
2. Research & Ideation
3. Key take-aways
4. The Vision
5. Fist of 5
6. Next Steps



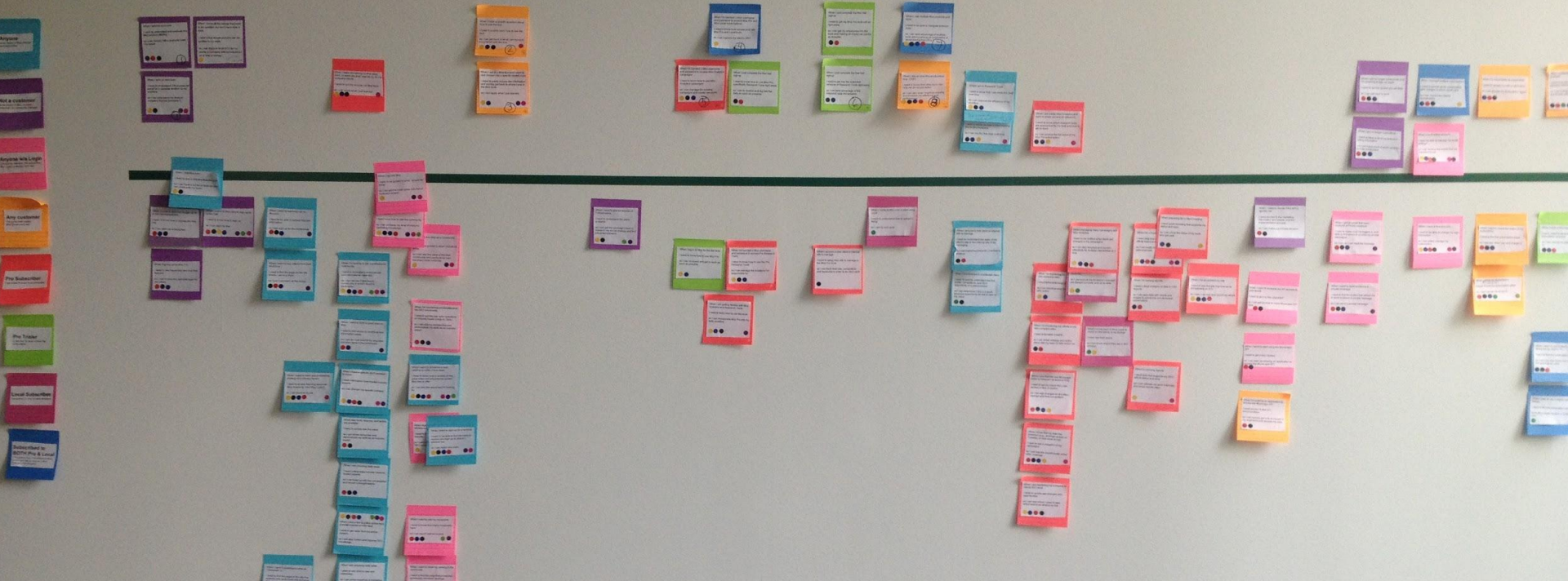
# Quick Review

*Objectives & user stories:  
the problems to solve.*

# Project Objectives

- 1. Create a cohesive navigation experience for all products, tools and content**
- 2. Solve today's problems with the flexibility to accommodate the next 3 - 5 years**
- 3. Build a technically and functionally scalable solution**

# Customer Problems to Solve



# Our World Today

I want to **USE** Moz Products and Tools...

**Moz Pro Subscribers Only**

- Moz Analytics
- Research Tools
- Billing Settings
- Pro Profile
- Link Tools
- User Access (IAM)

**Moz Pro Subscribers and Community Members Only**

- Private Messages
- Monitor
- Messages API
- Login Settings
- Local Distribution (Customers must have a Moz community login to register with a Moz login via the Local Dashboard and Category Research tool)
- Local Dashboard
- Category Research

**Moz Login Not Required**

- Open Site Explorer
- Social Authority API
- Followed Work
- MozCast
- Check Local Listing
- Help Documentation for All Products

I want to **LEARN** about inbound marketing...

**Moz Pro Subscribers Only**

- Moz Academy

**Available to everyone, but additional features for Moz Pro Subscribers and Community Members**

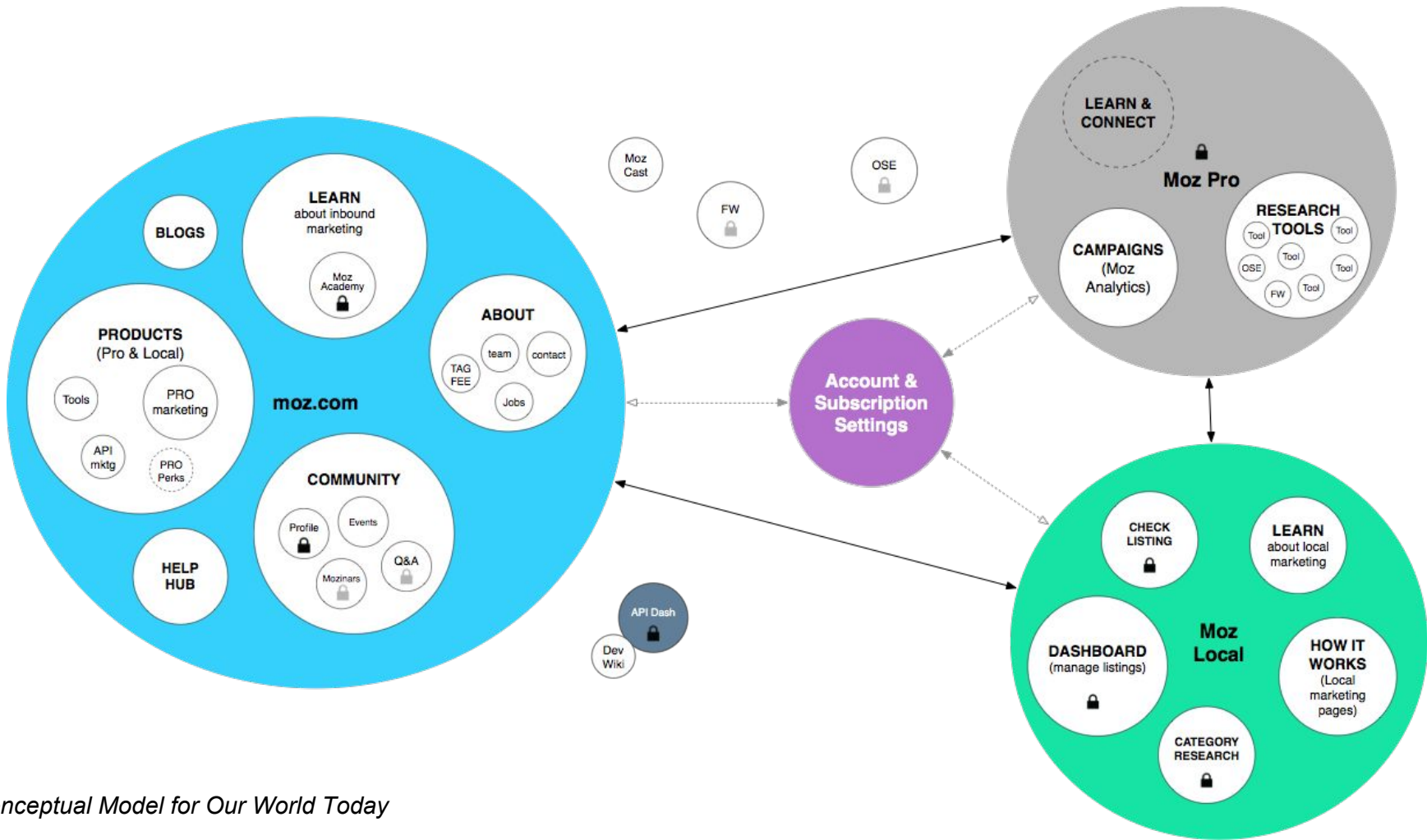
- Q&A Forum
- YouTube Community Key
- Community Profile
- Private Messages
- Site Blog
- Members

**Moz Login Not Required; no special functionality for logged in Moz users.**

- Beginner Guides
- Moz Events
- Other Blogs
- Local Learning Center (learning user)

**Learn about Moz Products and Tools**

- Moz.com Home Page
- Subscribe to Moz Pro
- Use Moz Local
- Use Moz Data
- Moz.com Product Page
- Tools



*Conceptual Model for Our World Today*

# Major Pain Points

1. **It's hard to find resources and information**
2. **Discovering new tools and content is challenging**
3. **Navigation is inconsistent**
4. **Too many places to go for answers: Q&A, Community, Help Hub, Learn, etc.**

Dig into the first round of customer research [here](#).



A large, stylized blue number '2' is positioned on the left side of the slide, partially cut off by the edge.

# Research & Ideation

# Other Site Examples

We explored many site structures with the same set of criteria.

- Successful, growing SAAS
- Multi-product suites
- Robust community involvement
- Complex products

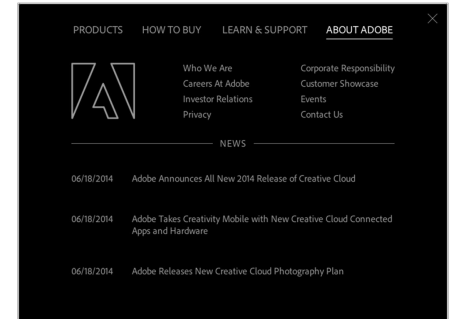
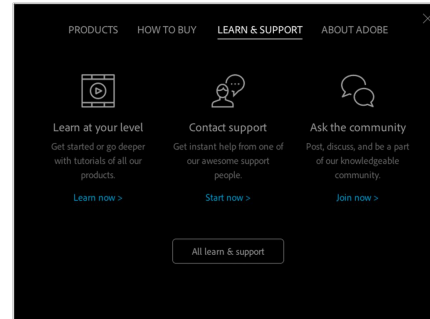
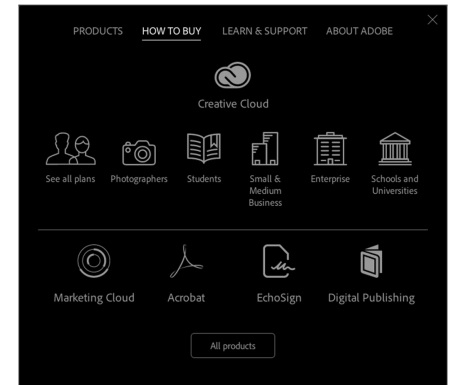
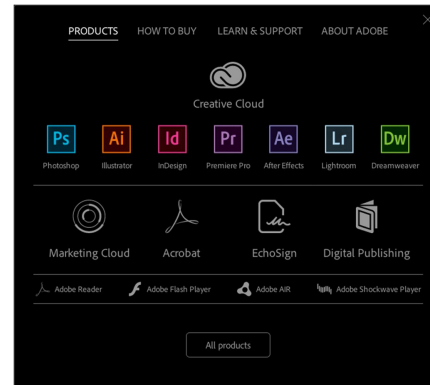
Deep dives on more companies [here](#).



# Other Site Examples

## Some great examples include:

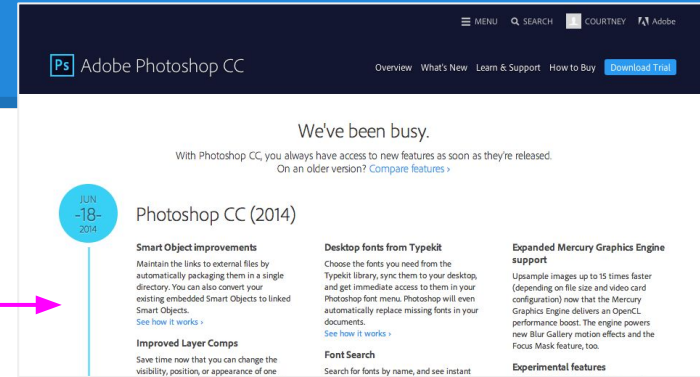
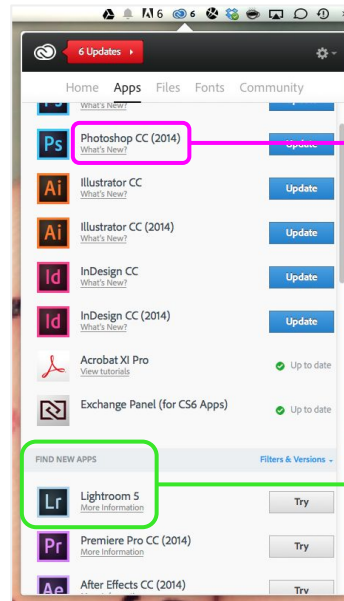
- Global menu across all site experiences on Adobe.com



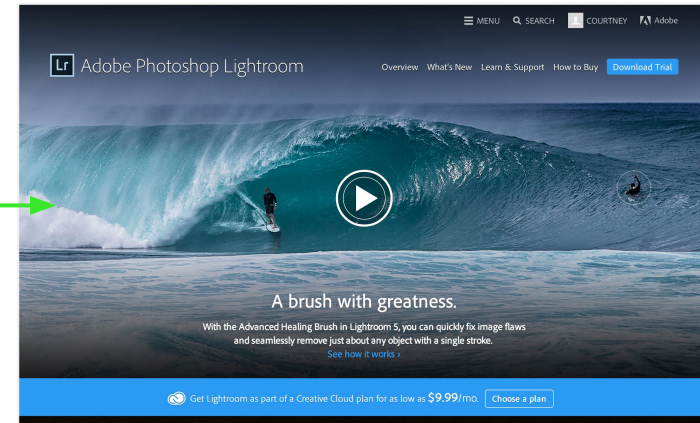
# Other Site Examples

## Some great examples include:

- Global menu across all site experiences on Adobe.com
- Content and functionality at an individual app level seemed to work well.



*What's new with the product I pay for?*

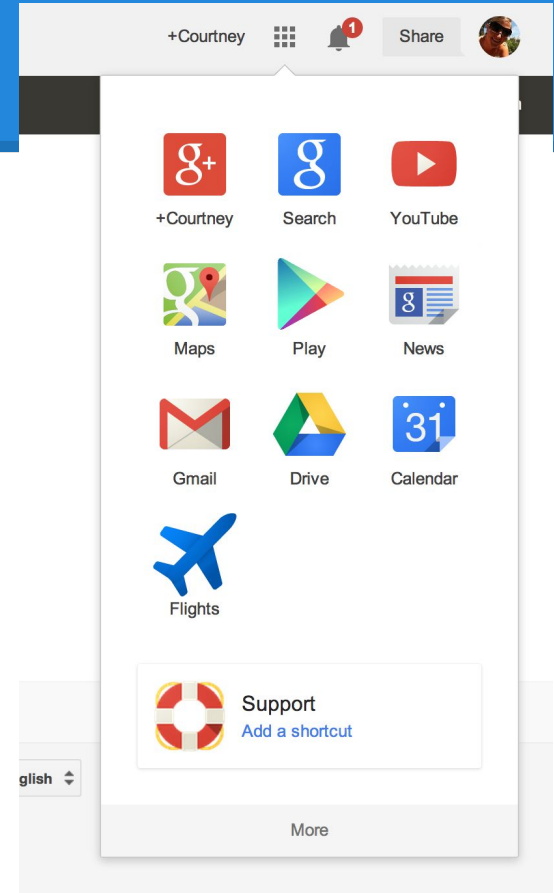


*Should I buy or try this product?*

# Other Site Examples

## Some great examples include:

- Global menu across all site experiences on Adobe.com
- Content and functionality at an individual app level vs subscription bundles seemed to work well.
- Personalization and customization aided primary navigation paths



# Other Site Examples

## Some great examples include:

- Global menu across all site experiences on Adobe.com
- Content and functionality at an individual app level vs subscription bundles seemed to work well.
- Personalization and customization aided primary navigation paths
- Centralized education and support content made learning easy.



### Support

People First! That's our motto at Customer Care. Our team is dedicated to providing you with an excellent experience. We're here to answer your questions and resolve any problems you may have. We promise to persevere in finding a successful resolution. You are our focus. Resolving whatever issues that brought you to our Customer Care Center is our mission.

Tutorials in the Community:

### Contact us by phone

Need help deciding which product is right for you? Or how to get started with your Wacom? Contact our support team for help.

800-922-6613

-9833

Thursday

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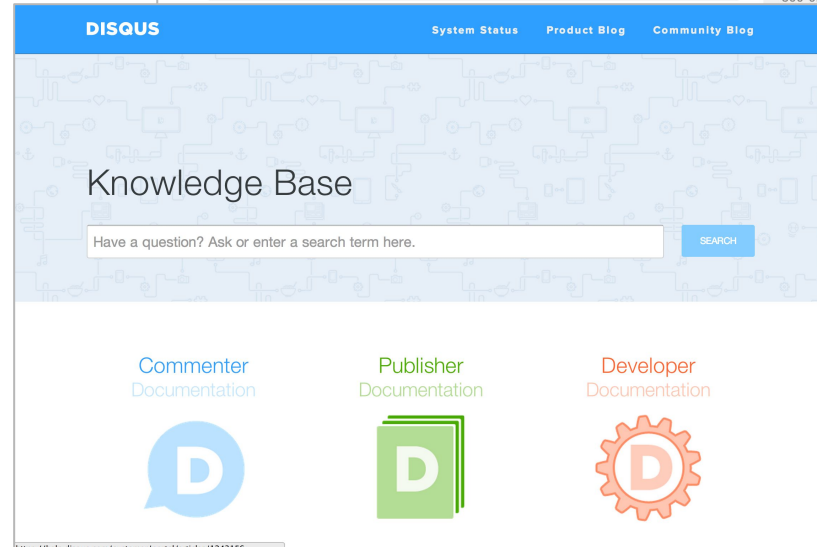
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# Other Site Examples

And, many more.

Inspiration is continuously being added to the wall downstairs behind The Falcon.

Deep dives on more companies [here](#).





# Initial ideas & refinements

We iterated on initial concepts with a group of cross-discipline Mozzers.

- Considered alternative approaches
- Identified things that work
- Clarified unknowns
- Identified competing ideas within the concepts

See the full recap from this design workshop [here](#).



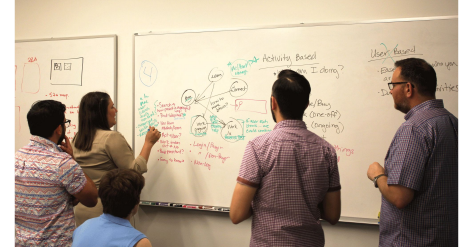


# Initial ideas & refinements

## Things that felt right about the ideas discussed...

- 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

See the full recap from this design workshop [here](#).

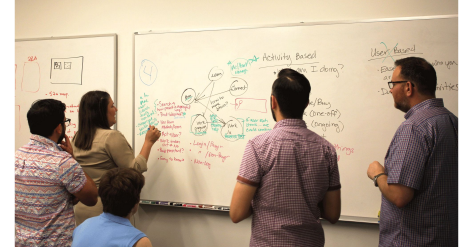
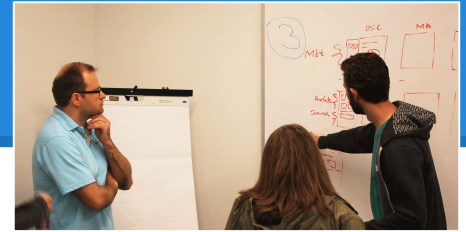


# Initial ideas & refinements

## Identified unknowns...

- 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
- How does it work on mobile?
- 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)*

See the full recap from this design workshop [here](#).

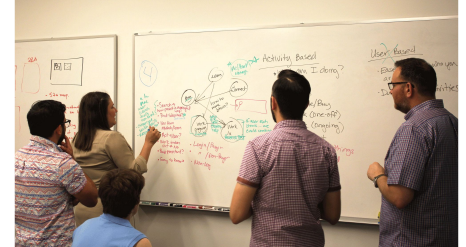


# Initial ideas & refinements

And, noted what felt like competing ideas...

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

See the full recap from this design workshop [here](#).



# Initial ideas & refinements

In the end, there were good ideas that came out of all of the initial concepts.

More importantly, this exercise gave a representative group of people across product and functional teams the opportunity to share and be involved.

See the full recap from this design workshop [here](#).



# Customer Research

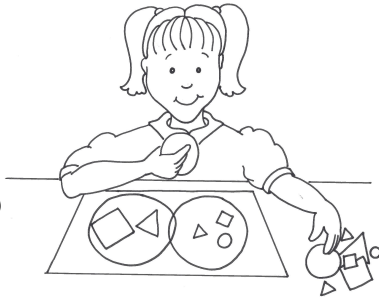
We asked customers where they expect to find information and tools with a remote card-sorting exercise.

Choice	Percentage	Count
I am a paid Moz Pro subscriber	42.1%	24
I am a community member	38.6%	22
I am a paid Moz Local subscriber	10.5%	6
I am a paid Moz API subscriber	0%	0
None of the above.	24.6%	14

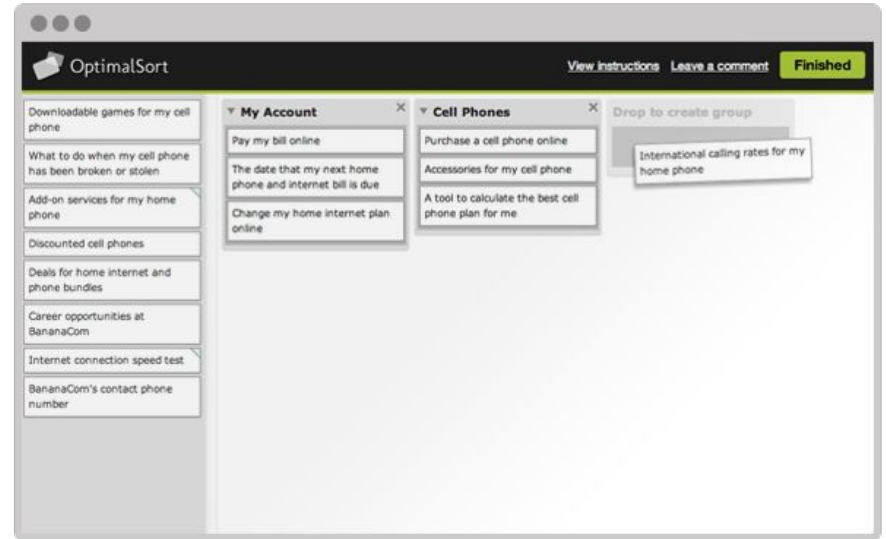
Check out some of the fun meaty data from this research [here](#).

# Customer Research

We asked customers where they expect to find information and tools with a remote card-sorting exercise.



/ data from this research [here](#).



# Customer Research

57 people responded in <48 hours after sharing on Facebook and Twitter. We heard from a nice mix of customers, community members, and other.

Choice	Percentage	Count
I am a paid Moz Pro subscriber	42.1%	24
I am a community member	38.6%	22
I am a paid Moz Local subscriber	10.5%	6
I am a paid Moz API subscriber	0%	0
None of the above.	24.6%	14

# Customer Research

In the coming weeks, we will dig into the nitty gritty details to inform secondary navigation important places to cross-link.



# Customer Research

Today, we use this information to inform high-level bucketing and overall conceptual IA (the proposal we are here to share).

This dendrogram illustrates clusters in the data



# Customer Research

## We found that...

- Because users related community functions and learning resources, we need to be intentional on how we support these complimentary use cases

25/57 participant sorts were similar to this IA

3 groups

Submitted by participant:

sethstauber@gmail.com

### Resources

Moz Knowledge  
Marketing Tools  
Marketing info

MozCon video bundle
Webinars about marketing
Latest news on SEO and marketing
SEO events
Ask a question about marketing
Recommended SEO companies
Network with other marketers
Guest post information on Moz
Download resources on SEO for people at your company
Information on entrepreneurship
View weekly videos about marketing
Learn about local marketing

### About Moz

Our Moz  
About Moz and Services  
Moz Specific

Information on how to use Moz tools
Moz events
Information on the Moz company culture (TAGFEE)
Ask a question about our tools
History of Moz
Information about the Moz Pro Subscription

16/57 participant sorts were similar to this IA

5 groups

Submitted by participant:

corey@voltagecreative.com

### Learning

Industry News & Info  
learn  
Moz Assets

Webinars about marketing
Latest news on SEO and marketing
Guest post information on Moz
Download resources on SEO for people at your company
Information on entrepreneurship
View weekly videos about marketing
Learn about local marketing

### Moz Community

community  
interact online

Ask a question about marketing
Update your Community Profile on Moz
Create a Community Profile on Moz

21/57 participant sorts were similar to this IA

4 groups

Submitted by participant:

npulathota@gmail.com

### Learning

Help  
Marketing Tools  
New To SEO?

Webinars about marketing
Latest news on SEO and marketing
SEO events
Ask a question about marketing
Recommended SEO companies
Network with other marketers
Download resources on SEO for people at your company
Information on entrepreneurship
View weekly videos about marketing
Learn about local marketing

# Customer Research

We found that...

- Because users related community functions and learning resources, we need to be intentional on how we support these complementary use cases
- We should consider pulling local marketing content and resources into the same experience on moz.com

Information on the Moz company culture (TAGFEE)																													
38	History of Moz																												
38	36	Guest post information on Moz																											
28	29	35	Moz events																										
3	7	19	68	SEO events																									
8	8	22	24	47	Latest news on SEO and marketing																								
10	8	29	14	28	63	Download resources on SEO for people at your company																							
5	3	19	17	35	54	57	Webinars about marketing																						
5	3	19	17	29	61	57	82	View weekly videos about marketing																					
3	7	12	12	28	47	50	66	64	Learn about local marketing																				
7	3	21	14	24	40	35	59	57	57	Ask a question about marketing																			
12	14	31	15	26	49	49	52	49	56	49	Information on entrepreneurship																		
17	21	19	10	33	42	43	29	26	31	28	40	Recommended SEO companies																	
3	7	28	29	36	21	15	33	26	31	42	31	33	Network with other marketers																
14	14	24	19	12	5	8	0	3	3	15	5	12	31	Create a Community Profile on Moz															
10	12	17	14	8	5	7	0	3	1	15	10	12	28	84	Update your Community Profile on Moz														
8	10	7	5	1	3	5	0	1	1	7	3	7	10	57	66	Email settings for your account													
5	7	1	1	1	3	8	3	5	3	3	10	14	10	50	61	85	Invoices for a paid account												
8	8	15	8	1	5	14	7	10	5	7	12	21	10	31	29	35	45	Find discounts you get with a subscription											
19	22	12	12	1	0	5	0	1	3	5	7	12	3	21	22	35	36	66	Pricing information for on Moz subscriptions										
24	26	15	14	0	1	5	1	1	5	8	7	8	1	21	17	28	28	63	87	Information about the Moz Pro Subscription									
26	29	22	24	10	10	15	8	12	29	14	15	7	8	14	12	15	10	35	50	52	Learn about Moz Local product features								
29	28	31	15	3	8	12	8	5	12	10	15	14	3	7	5	19	14	31	43	49	54	Information on how to use Moz tools							
24	26	31	22	8	14	10	5	7	10	28	17	17	12	17	15	28	21	28	33	36	47	71	Ask a question about our tools						
31	28	26	14	5	8	12	5	3	8	10	14	8	0	14	10	21	17	26	42	43	47	66	54	Moz API information					
40	35	29	14	3	7	12	5	0	7	7	12	8	1	14	10	15	10	21	33	38	40	61	50	77	Information about our backend systems				
22	26	24	42	29	36	45	42	45	33	24	36	22	17	5	8	5	7	17	15	15	22	22	17	19	17	MozCon video bundle			
14	14	24	19	12	5	8	0	3	3	15	5	12	31	10	12	17	14	8	5	7	0	3	1	15	10	12	28	84	Update your Community Profile on Moz
8	10	7	5	1	3	5	0	1	1	7	3	7	10	57	66	Email settings for your account													
5	7	1	1	1	3	8	3	5	3	3	10	14	10	50	61	85	Invoices for a paid account												
8	8	15	8	1	5	14	7	10	5	7	12	21	10	31	29	35	45	Find discounts you get with a subscription											
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40	35	29	14	3	7	12	5	0	7	7	12	8	1	14	10	15	10	21	33	38	40	61	50	77	Information about our backend systems				
22	26	24	42	29	36	45	42	45	33	24	36	22	17	5	8	5	7	17	15	15	22	22	17	19	17	MozCon video bundle			

Participants grouped Moz Local marketing content with Moz Pro marketing

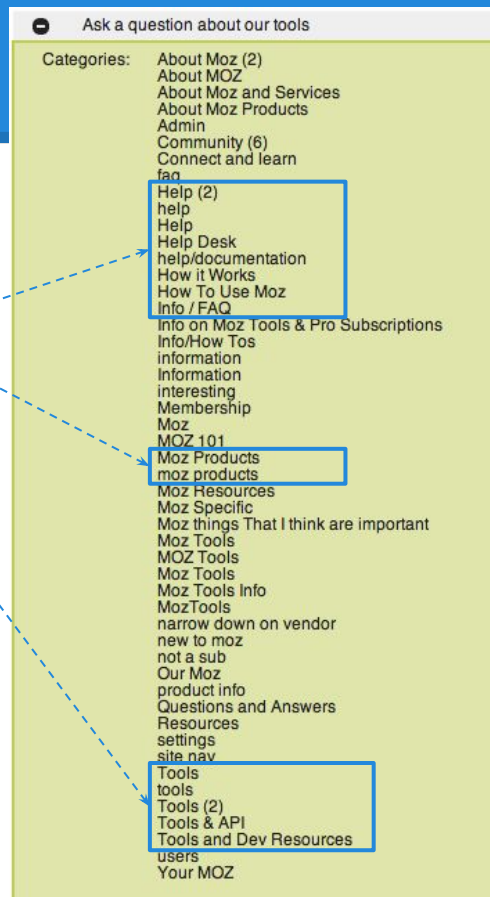
# Customer Research

## We found that...

- Because users related community functions and learning resources, we need to be intentional on how we support these complementary use cases
- We should consider pulling local marketing content and resources into the same experience on moz.com
- Powerful search and meaningful cross-links are necessary complements to any navigation solution

While many categories are quite similar, there are several places users expect to find information.

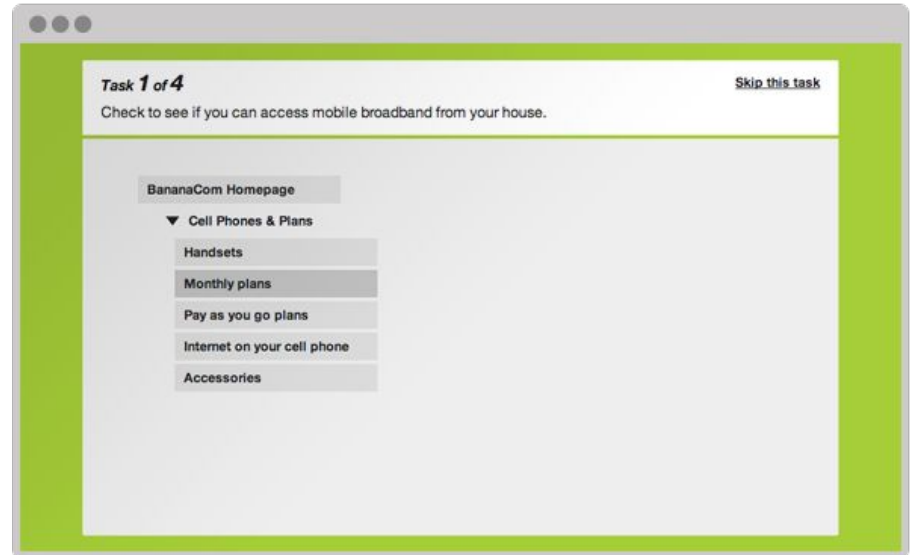
*There were 306 total categories.*



# Customer Research

We look forward to validating our conclusions with a complementary style testing at MozCon.

Tree testing will give us a nice benchmark for how our current IA performs compared to what we propose.





## **Key Takeaways**

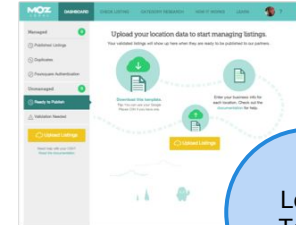
*What can we learn from this research so far?*

# Organize Around Customer Value

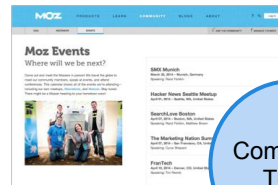
We need to organize around customer value, not internal teams.



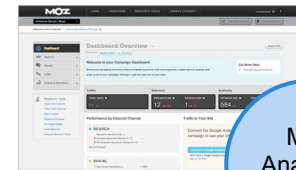
Help Team



Local Team



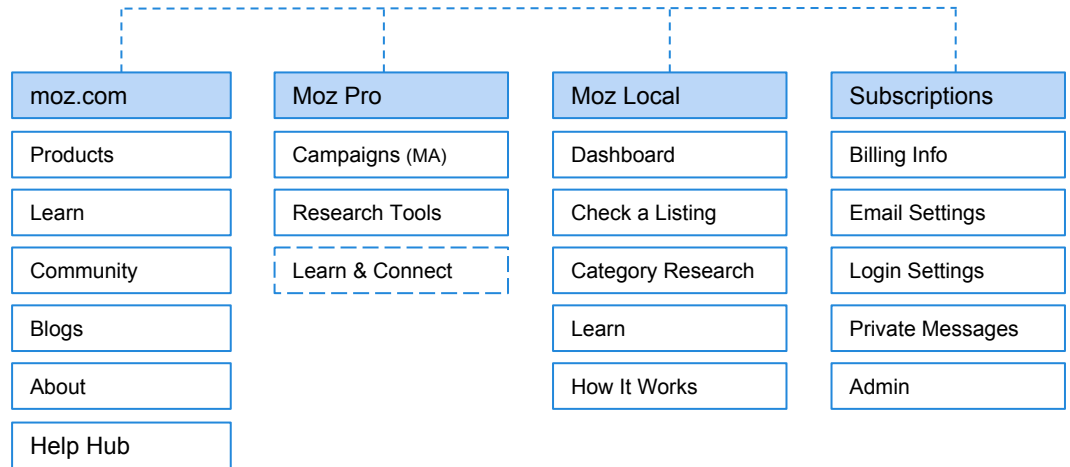
Community Team



Moz Analytics Team

# Consistent Top-level Navigation

Without cohesive navigation across ALL experiences, users don't know what they're not seeing. This is a discoverability issue as well as a navigation issue.

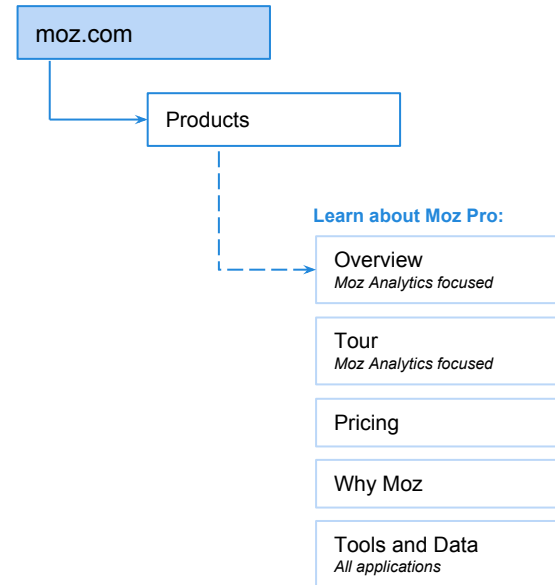


*And several stand-alone experiences, e.g., [moz.com/labs](https://moz.com/labs), [followerwonk](https://followerwonk.com), etc.*



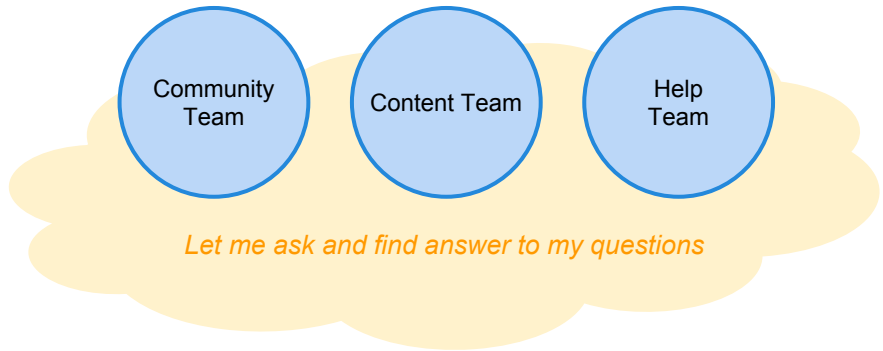
# Learn about All Products and Tools

If we expect users to understand the value Moz adds, we need to make it easier to see all we offer.



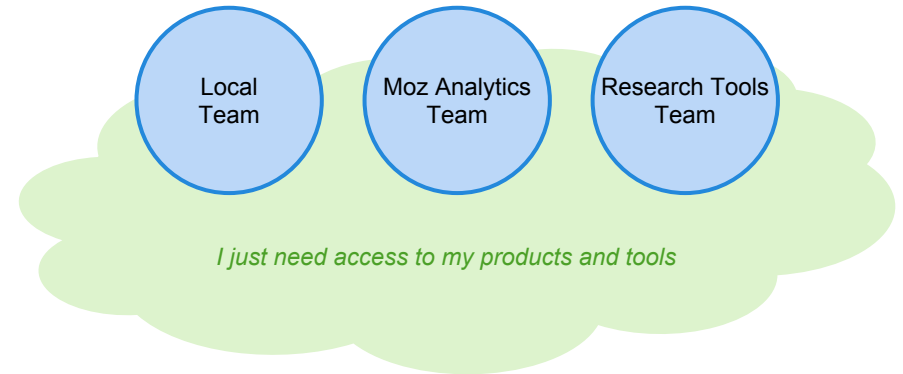
# Centralize Learning Resources

Customers expect to find answers to both product and marketing questions in community and help content in addition to our learning resources.



# Flatten the hierarchy of products & tools

We must consider a system that positions products individually, making it possible to evolve products and subscriptions in the next 3-5 years.



# Truly Global Search


Customers rely on search to answer questions, regardless of where they're coming from or going. We need to provide global search everywhere, and ensure results are truly global.


## Site Search Results


About 19,300 results (0.53 seconds)

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**Open Site Explorer**  
Open Site Explorer is Moz's Search Engine for Links. Perform competitive link research, explore backlinks, anchor text, and more for free.  
[www.opensiteexplorer.org/](http://www.opensiteexplorer.org/)


 [Learn about Open Site Explorer - Moz](#)  
Time to do some backlink research with Open Site Explorer! Use OSE to research both your and competitors link profile to help with intelligent and targeted link ...  
[moz.com/help/guides/research-tools/open-site-explorer](http://moz.com/help/guides/research-tools/open-site-explorer)


 [Support - Open Site Explorer - Moz Q&A Forum](#)  
Product Support Fresh [Open Site Explorer](#) date: Jun 24, 2014 - Posted by ... Product Support [Open site explorer](#) and Just discover links. Jun 20, 2014 - Posted by ...  
[moz.com/community/help/support-open-site-explorer](http://moz.com/community/help/support-open-site-explorer)


 [Brand New Open Site Explorer is Here \(and Linkshare's Updated, too\)](#)  
Jul 27, 2011 ... This morning at Mozcon, I announced the launch of [Open Site Explorer v3](#), a long-awaited upgrade to one of the most popular marketing tools ...  
[moz.com/blog/brand-new-open-site-explorer-is-here](http://moz.com/blog/brand-new-open-site-explorer-is-here)


[Learn about Just-Discovered Links in Open Site Explorer - Moz](#)  
That's why we put Just-Discovered Links in [Open Site Explorer](#).JDL finds link opportunities within a few minutes of being shared. We want this report to help you ...  
[moz.com/help/guides/research\\_/open-site-explorer/justdiscovered](http://moz.com/help/guides/research_/open-site-explorer/justdiscovered)

 [The Best Free SEO Tools in the Search Industry - Moz - Moz](#)  
Access more data in our free tools like [Open Site Explorer](#) and [Followwork](#)— plus gain access to all kinds of keyword data, discover mentions of your brand ...  
[moz.com/tools](http://moz.com/tools)

 [Open Site Explorer & Page/Domain Authority Metrics - Moz](#)  
Jan 20, 2010 ... The new tool, [Open Site Explorer](#), makes gathering, sorting and exporting link data easier than ever. It's built with speed and accessibility at the ...  
[moz.com/.../jone-giant-leap-for-link-data-announcing-open-site-explorer](http://moz.com/.../jone-giant-leap-for-link-data-announcing-open-site-explorer)

 [6 Cool Ways to Supplement Your Open Site Explorer Data - Moz](#)  
Nov 22, 2011 ... And so it ends. By the time this post goes live, [Yahoo Site Explorer](#) will be gone. Let's take a moment to silently reflect on the passing of a once ...  
[moz.com/.../6-cool-ways-to-supplement-your-open-site-explorer-data](http://moz.com/.../6-cool-ways-to-supplement-your-open-site-explorer-data)

 [Get Email Alerts for New Backlinks with Open Site Explorer - YouMoz](#)  
May 13, 2013 ... Recently SEOmoz added a new function to their [Open Site Explorer](#) called Just-Discovered Links. Instead of having to wait for new index ...  
[moz.com/.../get-email-alerts-for-new-backlinks-with-open-site-explorer](http://moz.com/.../get-email-alerts-for-new-backlinks-with-open-site-explorer)

 [Introducing New Features for Open Site Explorer - Moz](#)  
Mar 4, 2010 ... Today I am proud to announce the launch of the second version of [Open Site Explorer](#). Since SEOmoz has officially moved out of consulting, ...  
[moz.com/blog/introducing-new-features-for-open-site-explorer](http://moz.com/blog/introducing-new-features-for-open-site-explorer)

# Dynamic Navigation is Complementary

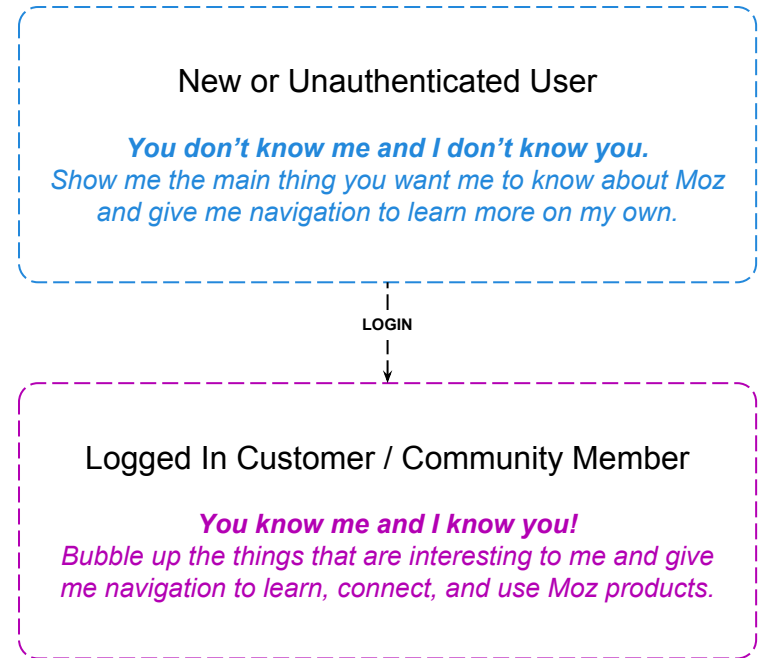
We should consider dynamic or predictive navigation is supplemental to our navigation solution; it does not define the IA.



# User-centric Home Page

A landing page experience for logged in community members and customers provides several opportunities:

- Communicate the value prop
- Bubble up relevant content
- Simplify the specific user's primary task flows
- Be super TAGFEE



# Accessible State-aware Marketing Pages

Retain marketing content for logged in customers, but ensure call-to-actions are state-aware.

*non-customer*

*I want to know all about what Moz Analytics is, who it's for, what makes it great, and how I can start using it.*

Try 30 Days Free!

*customer*

*I want to learn about new features or maybe share product information with my boss, but don't sell me something I already use.*

Go to Moz Analytics

4


# The Vision

*Proposed Navigation Model*



## We propose:

- Moz.com showcases all products, tools, and data.



### Marketing Content

Answers the question: who is Moz and what to they do?

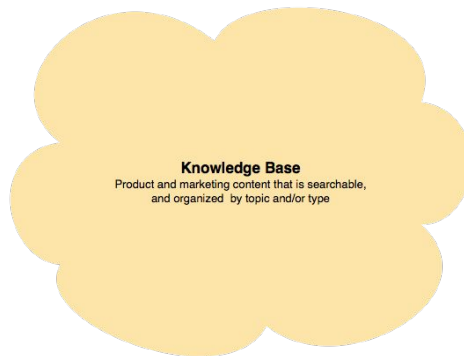
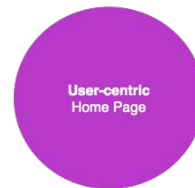
## We propose:

- Moz.com showcases all products, tools, and data.
- Logged-in users see a homepage tailored for them.



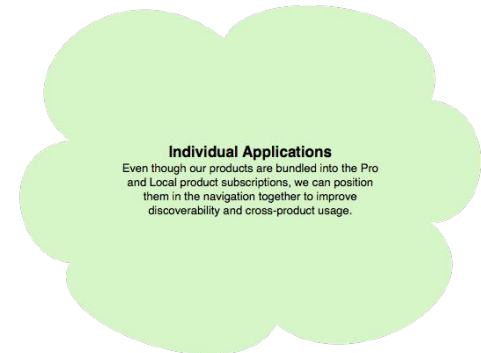
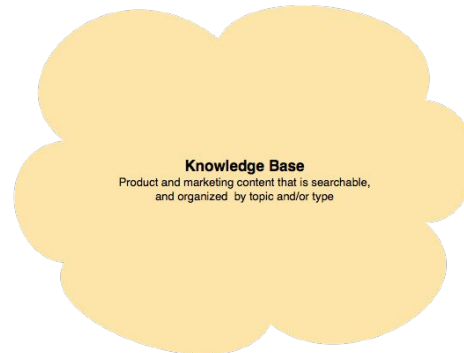
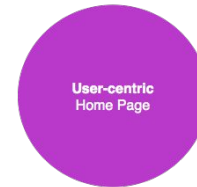
## We propose:

- Moz.com showcases all products, tools, and data.
- Logged-in users see a homepage tailored for them.
- Product support, marketing resources, and community live in the same place.

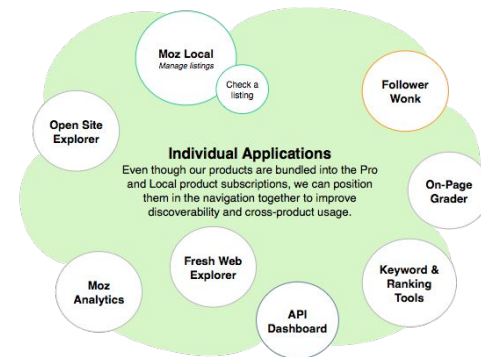
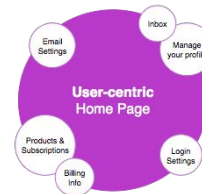
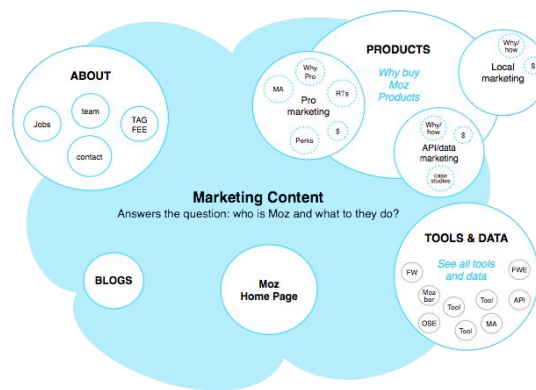


## We propose:

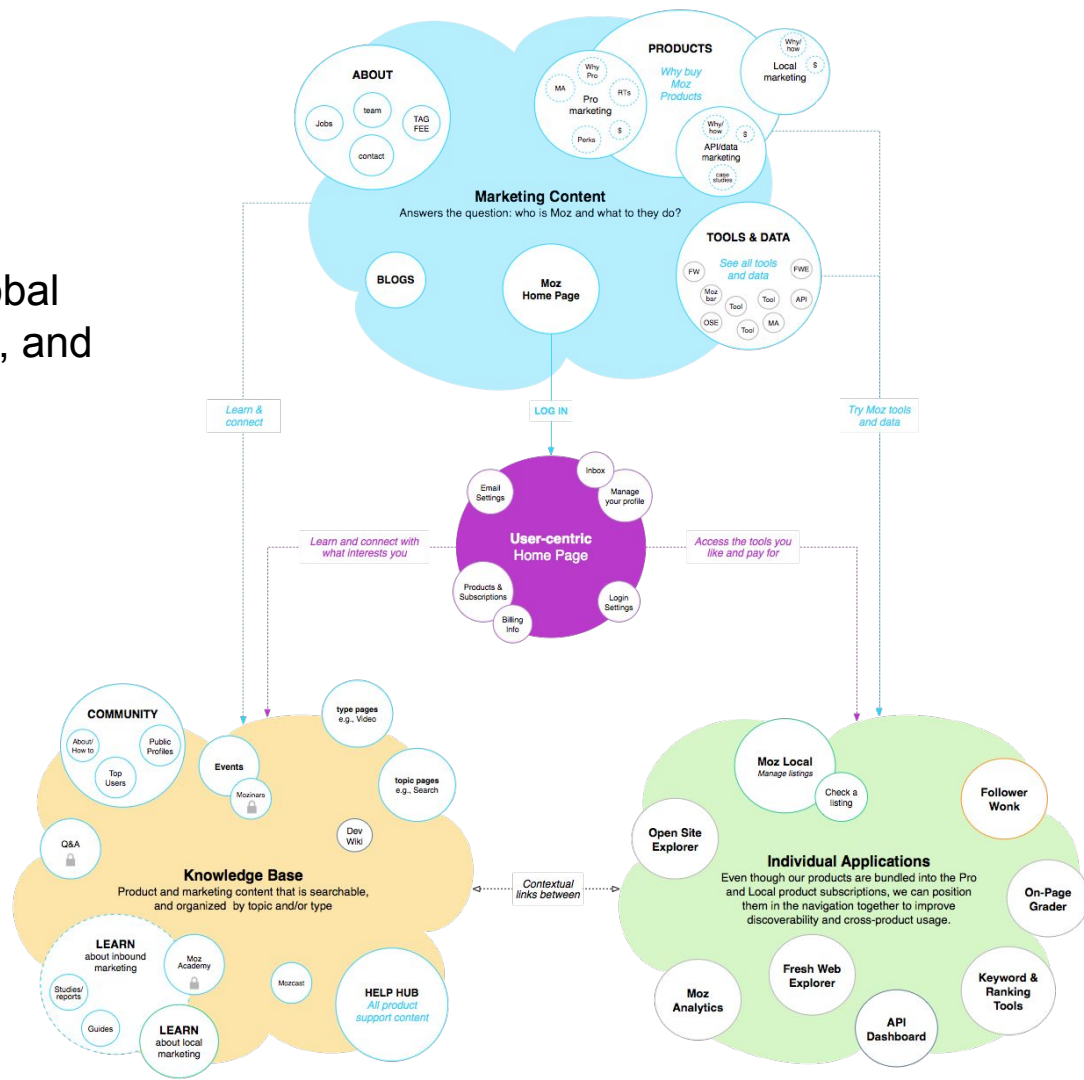
- Moz.com showcases all products, tools, and data.
- Logged-in users see a homepage tailored for them.
- Product support, marketing resources, and community live in the same place.
- Product applications and free tools can be accessed in one consistent place.



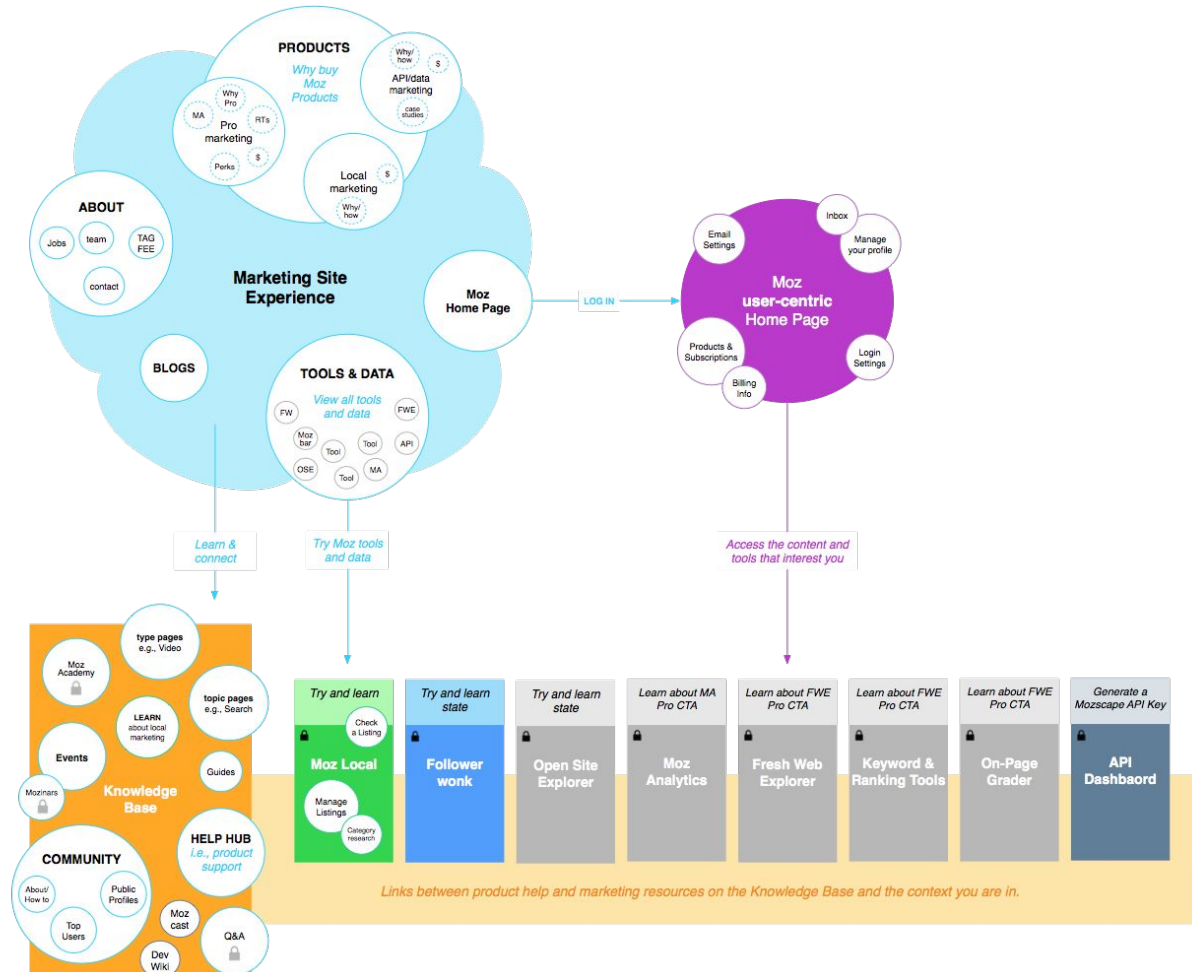
This means a change to how we organize our experiences today.



And requires we support navigation between these experiences with a global menu, a customer-centric home page, and contextual cross-links.



With a bit more detail, this conceptual model starts to look like this:



# Fist of 5

*Are we comfortable moving forward?*



# What feels right?

*What solves the problems we are trying to solve?*

- *Increase discoverability*
- *Improve cross-product navigation*
- *Reinforce the value prop with navigation*
- *Quickly answers product and marketing questions*

*What seems like an obvious good idea?*

*What challenges the way we're structured (in a good way)?*

# Anything show-stopping?

- “Product App” drop down - how do we actually implement without turning into one big list
- User-centric home page - how do we implement in a way that is not too difficult, but still provides value to subscribers
- How do we simplify for the available areas vs using navigation to solve internal organization
- Should you have a subscription home page instead of replacing the homepage

# Next Steps

- **Approval to proceed**
- **Tree-testing at MozCon**
- **Top 2 levels of IA for x-team review 7/30**
- **Interface design solutions begin early August**

*Technical discussions, measurement plans, user research, and more detailed as they happen on the [intranet page](#).*

