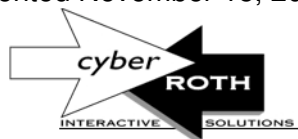


REMINGTON®

# Website Assessment & Recommendations

Presented November 15, 2002 by



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## Executive Summary

This document assesses the effectiveness of Remington's Web presence in meeting the expectations of the Company and its consumers. Page 14 of the document lists our recommendations to help the site keep up with our competitors, with consumers' evolving demands, and with the company's new goals for its site.

### **Bottom-line Assessment:**

The website satisfies the original goals set for it 6 years ago: providing consumers with access to information about the company and its products. With no change to the site since its launch, however, it now falls below the minimum standards for a professional website, presenting a stodgy, out-of-touch image of the company. It does not meet the branding goals the company is newly asking it to meet, and it cannot compete with its competitors' sites.

### **Bottom-line Recommendations:**

To keep our website relevant to consumers and even with our competitors, we are recommending modest improvements:

- Reorganize the site to emphasize product information, which is what consumers are looking for.
- Lighten the look and feel of the site, and add lifestyle shots that present a brand more consistent with what we're presenting in other media.
- Make the site easier to use by adding search functionality and standard navigational aids.
- Make the site more visible to search engines, to increase its traffic without having to spend any money to advertise it.
- Upgrade our content-management system to improve the site's present and future cost-effectiveness (and make its upkeep and update less costly).
- Add more feature articles, like the popular styling tips in the RemingTEEN site, to drive home Remington's relevance to visitors' lives and increase the likelihood of visitors recommending the site to others.

### **Bottom-line Cost:**

We believe an outside design firm could potentially charge Remington up to \$100,000 to implement these changes, but that the increased marketing effectiveness and maintenance efficiencies will offset those charges somewhat. (Naturally, this fee is dependent upon the final strategy, objectives, and technical complexity Marketing decides to pursue in this redesign.)

We hope you find this document informative. We await your instructions on how to proceed.

## Inquiry Overview

1. What are our goals for the Remington site?
2. How well are we meeting those goals?
  - a. Assess site qualitatively (Julie)
  - b. Assess site quantitatively (Bonnie)
  - c. Identify shortcomings
3. How well are our competitors (Norelco, Conair, Braun) meeting them?
  - a. Assess site qualitatively and (as much as is possible) quantitatively
  - b. Identify shortcomings
4. What needs to be done here?
  - a. Fixes recommended
  - b. Costs estimated
  - c. Fixes executed

## Introduction

With 45% of ALL Americans using the Internet to research products before buying them in real brick-and-mortar stores, it's clear the Remington site can be an important player in the company's business. It's increasingly important, then, to make sure Remington's website meets the needs of both its visitors and the company.

### The consumer's goals:

Whether a visitor to the Remington site owns a Remington product yet or not, there are three things the site must do for him:

1. It must have the information he's looking for.
2. It must be easy to use, so he can quickly find what he wants.
3. It must make him feel good about Remington.

If the site doesn't meet these needs, two-thirds of site visitors won't return—ever. And, most often, they make up their minds without ever going past the homepage.

While the site does, by and large, have the information the visitor is looking for, that information is not quick or easy to find, and it's presented with a prioritization that doesn't match the visitor's. Product information is 3 levels deep, and you have to leave the site to learn even the most basic pricing parameters, such as "starting at..." or "priced between \$x and \$y." In practice, what this means is that it takes so many clicks to find something, most visitors will give up and conclude the information isn't there.

### The company's goals:

The company's new goals for the site, as defined on August 2, 2002 are as follows:

1. Brand image consistent with what we're presenting through other media
2. Information / education
3. "The Remington Experience"
4. Customer service (supplementing call center)
5. Sell product
6. Support sales
7. Public relations
8. Data collection

If our visitors aren't getting to the information they came for, then the site is missing its second goal. But it's doing even worse on its first goal.

Unchanged since it was build 6 years ago, the site is now seriously out-of-date. What may have looked state-of-the-art when the Web was new now looks somber, stodgy and unprofessional—three words you don't want associated with the Remington brand. Like product packaging, websites must be redesigned every so often to keep them competitive and address changing consumer needs.

### Adjustments to reach those goals:

Our recommendations to make the side more effective boil down to this:

- Reorganize the site so it better matches users' priorities, emphasizing product information
- Lighten the look and feel of the site, and add lifestyle shots that present a brand more consistent with what we're presenting in other media
- Improve ease of use by adding search functionality and "breadcrumb" navigational aids
- Make the site more visible to search engines, to increase its traffic without having to spend any money to advertise it.
- Upgrade our content-management system to improve the site's present and future cost-effectiveness (and make these periodic facelifts less costly).
- Add more feature articles, like the popular styling tips in the RemingTEEN site, to drive home Remington's relevance to visitors' lives and increase the likelihood of visitors recommending the site to others.

## How well are we meeting Consumers' goals for the site?

Everything starts with the consumer. To achieve success online, our goals for the Remington site should be derived from the consumer's goals for the site. As with every other facet of the business, none of the company's other goals matter if the consumer's needs aren't being met. A flawed website is like a beautiful shaver that shreds the user's face, or a cost-effectively produced curling iron that falls apart.

Every visitor who takes the trouble to come to our homepage is asking to be wooed. Meet his needs and he will perceive Remington positively, setting the stage for doing business with us.

The process of assessing a site can be boiled down to 3 questions:

1. Who's our target audience?
2. What are their needs?
3. How well do we meet those needs?

### Who's our audience?

[Harris Interactive reports](#) that, as of March of this year, two-thirds of American adults are online, spending an average of 8 hours a week there. They're divided pretty evenly between ages 18-64, and between male and female. Forty-six percent of them earn more than \$50,000. Remington's traditional market segment, the 50+ age group, makes up fully 29% of the online population.

Internet Use by U.S. Seniors	
Age Group	Percent Online
50-54	52%
55-59	43%
60-64	34%
65-69	23%

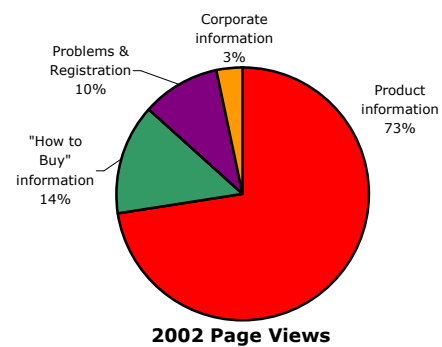
Source: [Pew Internet & American Life Project, Sept. 2001](#)

### What do they need?

Whether a visitor to the Remington site owns a Remington product yet or not, there are three things the site must do for him:

#### 1. It must have the information they're looking for

Visitors come to find out about products. According to [a Jupiter Consumer Survey](#), "45 percent of consumers have used a retailer's Web sites to research a product before buying it in that same company's store." From our logs, we know that 63% of the pages visited on our site are product information pages (not including replacement parts). Fourteen percent of our pageviews are for information on how and where to buy our products. (Pageviews summarized in pie chart at right. See [Appendix A](#) for a more detailed table.)



And that information had better be good. A June 2000 Forrester Report says that 84% of people who visit a manufacturer's site for information go there expecting that site to provide *the best* product information available. [A survey from 2002](#) found that 96% of Web users expect a site to be continually updated, and 93% expect it to have in-depth information on its subject.

Thorough, applicable, and easy-to-understand information is what gets a site revisited and recommended to others; it's what makes a site worth going to at all. So Razorfish was spot-on when it recommended adding education areas, explaining why Remington

should be their choice, how to identify the best Remington shaver for their specific shaving needs, and how to find the identified shaver at retail. To those three I would also add tips for a better grooming experience, like those in the RemingTEEN site. They are marketing pitches in the guise of service articles – and our own focus groups have found that this kind of content is highly valued by visitors.

## 2. It must be easy to use so they can quickly find what they want.

[A nrecent survey](#) found that 96 percent of Web users said a site isn't credible unless it's easy to navigate. Like most Web users, our visitors aren't here to explore; they're looking for something and want to find it fast.

Easy Navigation makes the visitor feel comfortable, which engenders trust and positive feelings – toward the site and toward the brand. Easy Navigation is conveyed through design and site architecture. Is the site logically organized? Can you grasp its organization immediately through visual cues? Do you know what to do on every page? Can you reach the things you're looking for quickly – that is to say, in the fewest clicks possible? If we get this right, we're telling the user that we respect his time, understand his needs, and practice effective design.

Five of Razorfish's nine recommendations for our site addressed this single need.

## 3. It must make them feel good about Remington

This is the branding element—the "Remington Experience" element. How visitors feel about the brand will be affected by how they feel about the site. There's no way around the fact that our visitors will make a connection between how well the site is made and how well the products are made; what the site's character is and what the brand's character is.

- Is it useful?
- Is it well made?
- Does it reflect an understanding of my needs?

These issues are addressed by information architecture and design.

### Translating needs into features

Consumers have very specific ideas about the features they expect to find at a site. [A recent Stanford University survey](#) found that users judge a site's credibility by whether it meets these criteria:

1. Quick response to customer service queries – *a feel-good feature*
2. Comprehensive and attributable information – *an information feature*
3. Search capabilities – *an ease-of-use feature*
4. Past usefulness
5. Complete contact information – *an information feature*
6. Clearly posted privacy policy – *a feel-good feature*
7. The site has been prominently advertised – *a feel-good feature*
8. Professional design – *a feel-good feature*
9. Confirmation e-mails – *a feel-good feature*
10. Printer-friendly pages – *an ease-of-use feature*
11. Search result ranking – *a feel-good feature*

## **How well are we addressing their needs?**

Do visitors feel the site is designed with their needs in mind? Do they feel the site is well made and reliable? Is it easy to use? Does it get the job done? These are questions visitors have about *the site*, but the answers will be applied to *our products* as well.

What happens when we don't meet their needs? According to the survey, "If a Web site doesn't meet their expectations, two-thirds say they don't return — now or ever. They'll visit you and leave and you'll never know."

### **1. Does the site have the information they're looking for?**

The site is a wealth of information about products and the company. The problem is that getting to it is anything but assured. For example, the content on the Products main page has too much copy—and it's not the kind of copy our users will find *useful*. People are not coming to the site to read 3 paragraphs of puffery.

### **2. Is it easy to use?**

The site is logically organized, and that is reflected in its navigational elements. The home page has clear links to these major areas of the site:

- Product Demos,
- Corporate Info, Products
- How to Buy
- Customer Care
- Recall Information
- Product Registration

Unfortunately, it does not offer the ability to search for products, which many visitors consider to be the bare minimum of website functionality. It takes 4 clicks to get to detailed information about a specific product, and you have to leave the site (one more click) to get pricing information on that product.

Another way to make a site easy to use is to structure it so its hierarchy matches our visitors' priorities—in other words, emphasize the stuff that's more important to them. More prominence should be given to navigational elements visitors most ask for, or to elements we most want visitors to find: product information. But the Products link is listed below the Corporate Info link on the home page and comprises less than 5% of the home page's real estate. On the inner pages, the product family links are listed in fine print. What we are emphasizing instead is something our visitors have very little interest in: the Product Demos. Despite being the most prominent element on the homepage, the product demos are visited by only 2% of our visitors.

### **3. Does it make them feel good about Remington?**

Visitors will form an impression of the company from the site's homepage—sometimes even before that page has even finished loading. Because it's so out-dated, the Remington homepage comes across as stodgy, somber, and unsophisticated with its dark, old-fashioned design. There's nothing that suggests our products are up to date—or to convey their full assortment or quality. Indeed, the bright red link to Recall Information is one of the most prominent images on the home page, literally twice as large as the Products link! It's hard to come away feeling that high-quality, up-to-date products are much of a priority to this company.

## How well are we meeting Our goals for the site?

The original goals for the site were to convey basic information about the company and its products. Many of the goals established for the site in August are new, so some changes may be necessary to meet them. Below is an assessment of how well the site meets each of the new goals already. This will help us determine what changes may need to occur.

### **Goal 1: Present our brand on the Internet**

This is a new goal for the site. Currently, ours is a straight-out information site that was not created with an eye to branding issues. The image it presents is therefore an accidental one:

- Somber, stodgy, old-fashioned (in its design and color scheme)
- Inexperienced with marketing. (It's obvious the marketing department didn't participate in the site's first iteration, when the recall information button to be the 2<sup>nd</sup>-most dominant item on the page.)
- Without clear priorities (in its equal treatment of product and corporate info on the homepage, for example)
- More interested in bells and whistles than in substance. (Its emphasis of product demos over useful product information is an example of flash over substance—over-engineering, if you will.)
- Unsophisticated and out-of-touch with what consumers want nowadays, as demonstrated by the site's ignorance of what consumers want to use a website for.

Compare the representation above to how we WANT our brand character to be perceived: "A vibrant, approachable, authentic, confident and modern brand. (**Not** unsophisticated, stodgy, old-fashioned, arrogant or over-engineered.) The Remington user is supposed to represent "today's all-American man. He's vibrant and passionate. He's authentic, masculine, confident -- and is a winner!"

### **Goal 2: Information / education**

In reality, information/education IS sales support (see Goal #6 below), so our success in meeting this goal is critical for the success of the site as a whole. And if, as [studies show](#), 45% of ALL consumers use retailers' sites to research products before buying them in stores, then our success at meeting this goal has far-reaching implications.

Information/education was the original goal for the site, and it therefore does a good job of achieving it. We do provide lots of information on the site, but there's a lot we can do to get people to it more effectively:

- The prioritization and presentation of that information could be more effective in getting visitors to the information they want faster and in conveying the desired level of importance of product information, for example.
- We do not offer the ability to search for products, which many visitors consider to be the bare minimum of website functionality.
- Prices, an extremely important piece of information to consumers, are not mentioned until the visitor gets to SureSource, at least 5 clicks from the homepage. If Remington is squeamish about publishing prices on the Web, price ranges or MSRP's should be considered in order to keep consumers from getting frustrated.
- We do not offer the ability to browse for retailer locations by state or link to the "Store Locations" pages of retailer websites.

- We do not offer the kind of supplemental information (such as usage tips or instructions on how to select the right model) that would make this a “friendlier” site, one that gets recommended to others.

Bottom line: We provide information /education, but not as effectively as we should.

### **Goal 3: “The Remington Experience”**

Like branding, this too is a new goal for the site, so we are not meeting it at all, as evidenced by the complete lack of lifestyle shots on the site. Ours is a straight-out information site that doesn’t address the experience of using Remington products or being a Remington user.

### **Goal 4: Customer service**

Qualified success. The site has no area dedicated to product problems—such as troubleshooting advice for common problems, or a dedicated problem-reporting mechanism. Useful services, such as owner’s manuals and dealer locations, are on the site but could be better presented to be of greater use to visitors. Better presentation and organization of the information already on the site can go a lot way toward providing better customer service.

### **Goal 5: Sell product**

Success. In the past nine months, Remington has sold \$608,875 worth of merchandise through the site, retail—far more the wages and computer server fees it takes to maintain it. The Remington website has more than recouped the company’s original and ongoing investment. (See [Appendix B](#) below for more details.)

### **Goal 6: Support sales**

See Goal 2 above.

### **Goal 7: Public relations**

Success. The site does a thorough job of presenting public relations content: company profile, press releases, company history, annual reports, etc. The only place it falls down is in the image it conveys of the company through its design.

### **Goal 8: Data collection**

Success. Data collection is, justifiably, a low-priority goal. The site’s product registration section provides all the data collection sought after in this goal.

Other data collection opportunities are available, should we want to make use of them in the future:

- Consumer surveys—e.g., “What do you look for in an electric shaver?”
- Focus-group sign-ups—“Would you like to be part of our next focus group in your area?”
- Product notification mailing lists—“Would you like to be notified whenever Remington comes out with new products?”
- Remington Store mailing lists—“Would you like to be notified of sales in your local Remington Store?”

What follows are the detailed site assessments that brought us to these conclusions.

## Assessment of Remington Site

Internet statistics demonstrate that most visitors make their assessment without ever clicking past a site's homepage – sometimes before the homepage even finishes loading. So we must think of our homepage as our only shot at the viewer and address all 3 of our viewer's needs there.

Here's the form those needs take in the homepage:

- Information – Is this the site I was expecting? (Is this that shaver company I was looking for? Is this a commerce site or a content site or a brochure site?)
- Easy Navigation – How am I supposed to use this site? Does it look orderly? Can I see what I want right away?
- Feeling Good – Does the site look like it's the kind of company I want to do business with?

Getting all this across in an instant takes decisiveness and economy on our part: Be sure about what it is we want to get across, and do it efficiently. Allocate the real estate wisely.

According to Marie Tahir, Director of User Experience at Intuit, "Between one and four of your highest prioritized tasks should be emphasized." [She explains](#): "It's so critical to get it right on the home page because it is serving as the portal to the rest of your site. One of the best things you can do is to help users know where to go - but more importantly where not to go. ... Get people to the right place as fast as possible."

### Homepage

Overview—The homepage is where we first noticed many of the negative impressions discussed above: its dark, plain, unsophisticated, appearance, and its ill-fitting hierarchy. Here's an itemized assessment of the page.

Real Estate could be better used. With product pictures occupying less than 10% of the real estate, we seem to be saying they're less important—making the site read more like an annual report than a product catalog. Not very enticing for consumers deciding whether to buy our products.

Real estate should be allocated in a hierarchy of importance. More space should be given to navigational elements visitors most ask for, or to elements we most want visitors to find: products. Devoting more real estate to products would not only speed the user's journey to what he wants (offering convenience and showing our respect for his time), but also give people a better idea of what Remington makes and communicate the level of importance we place on products. Practically speaking, this would mean displaying a navigational tree for products, breaking them out by product families right on the homepage.

Product circle is the star of the page, nicely drawing the eye to it. There's no doubt what this company sells. But the product circle only mentions Product Demos—not product information, product catalog, or buying products. Are product demos the single most important thing to the visitor, or just a cool feature?

Navigational links are in an odd order. Whatever is most important to consumers (and/or to the company) should be listed first. What do our visitors care about most? When 73% of our pageviews are for product information, it's clear: Whether our visitor owns a



Remington product or not, he is probably here to find out about our products, not to read our latest financial statement. If our site says we know what our visitors want, the implication is that our products also know what people want.

Recall information is too prominent—bigger than the link to the products. Remington products may have to be recalled, but its prominence risks making it an indelible part of the brand, calling our products' quality into question. This stuff should reside along the bottom of the screen. It may have to be a "prominent" part of the homepage, but it surely doesn't have to be the 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> most dominant part of the homepage.

Search capability is pretty basic functionality for websites, and something users expect to find.

There should be a search box on every page, offering site search and product search.

Company tagline is nice and prominent.

Date is a nice touch in the top right corner. Believe it or not, visitors value having the date on a page. To them, it implies that the site is well-maintained—up-to-date and professional, with an eye for detail. This says the information they get here is reliable.

International links across the top are a nice way to tell visitors that we're a global company, while providing the navigational service of directing international visitors to our sister sites that might meet their needs better. Nicely done.

Fine print is fine print for a reason. Copyright info and duplicative navigational links (which are a good idea) should be placed in a footer that resides below the scroll line. Fine print should also link to the company's privacy policy, of significant value to viewers.

Near-black background: Black often connotes quality and sophistication, like a limo, a tuxedo, or sexy lingerie. It can also have more ominous associations, though, so it should be used with caution. Online, black backgrounds have most often been used for edgy or "artistic" sites. It has been shown to be less legible than white backgrounds.

The Remington Logo is violated by a background image; deserves more respect. Background image of products behind Remington logo is hard to decipher, so it doesn't serve its intended purpose. I recommend a clearer, more prominent display of our product families, and use them as doorways to those sections of the site.

What all our home page communicates to the user: This is not a site for consumers.

## Inner Pages

White background: Good, straightforward readability. But quite a bit of empty white space in prime real estate.

The Remington Logo has good size and placement, but it fades into the dark background.

Content of the Products main page has too much copy—and it's not the kind of copy our users will find *useful*. People are not coming to the site to read 3 paragraphs of puffery. They're here to get something done. Relegate this copy to a supporting role.

Product catalog area is the single most important element on this page to the visitor. It should be the visual star of the page, not a small patch of fine-print text.

Product demos are a cool thing, but not the reason people are here. Product demos are like the LED display on an MS3-3000 and should receive just that amount of emphasis.

"Breadcrumbs," those text navigational elements that many visitors rely on to retrace their steps (for example: Home > Products > Shavers > Foils > MS2-1000 ), are absent.

Lifestyle images are absent, making it difficult for the visitor to identify with the Remington user. "Are these products for someone like me?" Who can tell?



Real estate could be better used. More than half the screen is going unused, and the rest of it is allocated in a way that reflects an undesirable hierarchy of importance:

1. Online demos are the most important thing to us. (flash over substance)
2. Marketing fluff is second.
3. Actual products are pretty far down on our list of importance.

What this page communicates about the company:

1. That we don't know what's important to consumers. (See "Product catalog," above.)
2. That we're more concerned about bells and whistles than about important functionality (See "Product demos," above.)--a pretty disastrous personality for a company to risk associating with its products.
3. That we like to hear ourselves talk. (See "Content," above.)

## Assessment of Competitor Sites

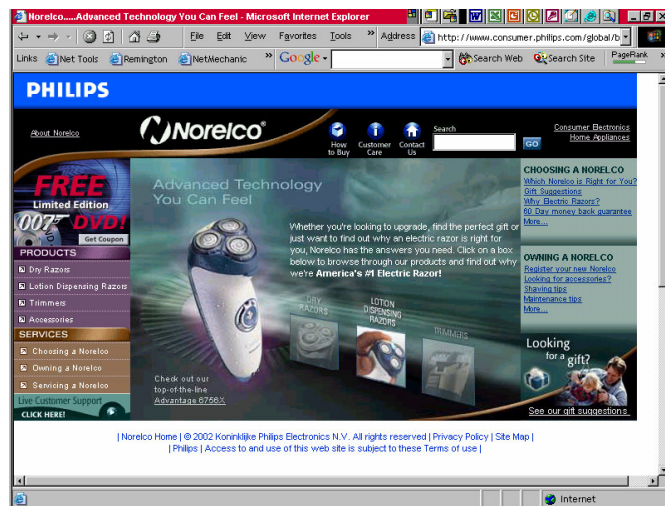
### Norelco

#### Information:

In addition to its product information, the Norelco site offers articles on blades vs. shavers, "Which Norelco is Right for You," and gift suggestions, leaving the impression of a company that anticipates its users' needs.

#### Ease of use:

Visitors can link from the homepage directly to the product family they're interested in: dry shavers, lotion razors, trimmers, and accessories. A search box resides at the top of every page to help the visitor find what he wants. "Breadcrumbs" just under the header image show the visitor's navigational path, enabling him to retrace his steps. As in the Remington site, pricing information is provided only by Suresource.



#### Brand feelings:

The colorful, dynamic design communicates a vibrancy Remington's site lacks. Rollovers give the page movement and provide additional information. Lifestyle shots give the visitor someone to identify with. The nifty bells and whistles on the site support the activities the visitor is there for: obtaining product information.

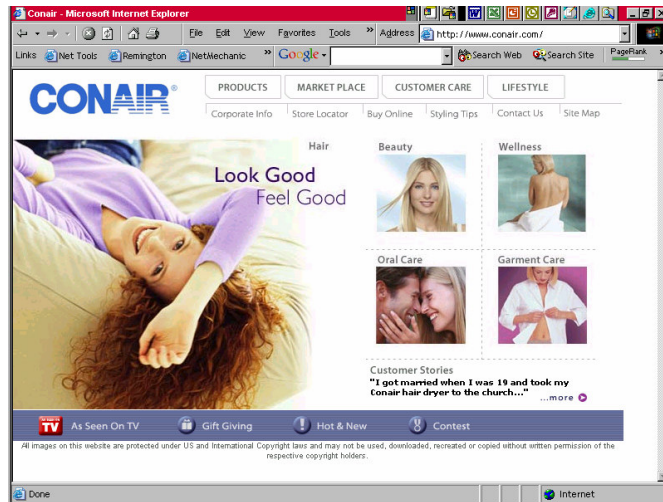
## Conair

### Information:

Styling tips one click away from the homepage. Unsophisticated store locator: just a list of stores that carry Conair products. Not as much product information as Norelco, and no comparison of its own similar products, like Norelco and Remington.

### Ease of use:

Visitors can link from the homepage directly to the product family they're interested in: beauty, wellness, oral care, garment care. No search boxes. No "Breadcrumbs." As in the Remington site, pricing information is provided only by Suresource.



### Brand feelings:

The light, airy design communicates an ease and comfort Remington's site lacks. Lifestyle shots give the visitor someone to identify with on the very first page. Customer stories section provides a sense of community and interpersonal connection.

## Braun

### Information:

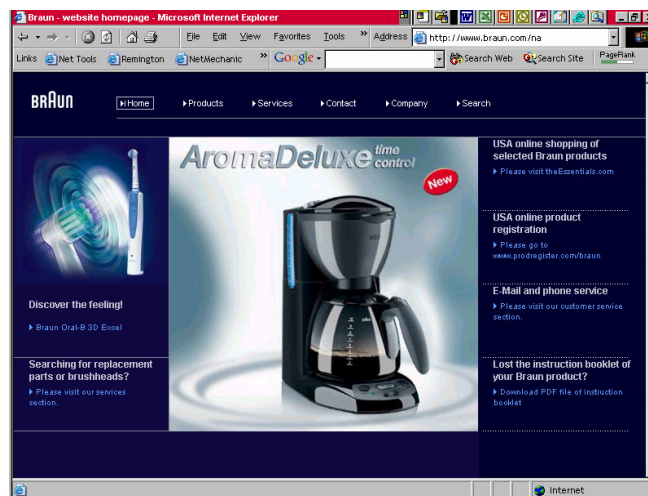
Too much fine print. Not optimized for the Web, it reads like repurposed copy from instruction manuals.

### Ease of use:

Visitors can link from the homepage directly to the product family they're interested in. "Breadcrumbs" just under the header image show the visitor's navigational path, enabling him to retrace his steps.





### Brand feelings:

Dark, rather ominous homepage design, with two images and a LOT of text. Nifty interactive map for store locations lets you click on Asia and Africa, just to be told they don't sell products in those countries. No lifestyle shots to convey emotion; writing style is cold and impersonal.



See the next page for a comparative grid of how Remington and three of its major competitors do in the areas mentioned in this report.

## Website Competitive Grid

				
<b>Information features</b>				
• Comprehensive info	x	x	x	x
• Up-to-date info				
• Complete contact info	x	x	x	x
• Product registration	x	x		x
• Recall information	x			
• Pricing info				
<b>Ease-of-use features</b>				
• Fast download				
• Easy to navigate	x	x	x	
• Search capability		x	x	x
• "Breadcrumbs"		x		x
• Clicks to specific product info	4	2	4	3
• Links to online stores	1	5	9	1
• Printer-friendly pages	x	x		
<b>Feel-good features</b>				
• Professional design		x	x	x
• No misspellings, bad links			x	x
• Clearly posted privacy policy		x		
• High search result ranking				
• Site prominently advertised (online)		x		
• Lifestyle images		x	x	
• Feature articles		x	x	
• Date	x			
• Quick response to customer service queries	x	n/a	n/a	n/a
• Confirmation e-mails	x	n/a	n/a	n/a

# Recommendations

## **Information (and information delivery) Improvements**

- Allocate real estate of each page according to content priority:
  - On homepage, add prominent product pictures linking directly to each of the main categories: Foil Shavers, Rotary Shavers, Women's Depilation, Grooming, Haircare, Wellness, Replacement parts.
  - On homepage, drastically de-emphasize links to corporate information, contact us, customer care, and recall safety information on the homepage.
  - On homepage, halve the space dedicated to promoting the demos.
- Minimize the copy and make it easier for visitors to scan – using lists and charts whenever possible.
- Add feature articles (such as usage tips or instructions on how to select the right model).

## **Ease-of-Use (navigation) Improvements**

- Use "breadcrumbs" to make navigation easier.
- Add search capability to site
- On inner pages, link to other product areas more prominently than in the current site.
- Link to Use and Care manuals from their respective products' sections (in addition to the customer care section, where they are now), so visitors can find them no matter which path they take through the site.
- Link to FAQs from their respective products' sections (in addition to the customer care section, where they are now), so visitors can find them no matter which path they take through the site. ("Shaver FAQs," "Hairsetter FAQs," etc.).
- Enable visitors to browse for retailer locations by state and/or link to the "Store Locations" pages of major retailer websites.
- (See appendix for detailed reorganization plan for the site's inner pages.)

## **Feel-Good (branding) Improvements**

- Display the products prominently
- Lighten up the page (and site) so it's less somber, more exciting.
- Use lifestyle shots to synchronize the site better with our offline branding
- Eliminate image behind the logo on the homepage.

## **Maintenance Improvements**

Site redesigns are similar to package redesigns in that they must happen every so often to keep the company looking current and competitive, and to address changing consumer needs. As Remington's site(s) become larger and more complex, it makes sense to plan ahead to make the redesign process more cost-efficient. Toward that end, we recommend changing how the site is maintained.

Our site is currently "flat coded," meaning that Bonnie must build and edit each page by hand. Any global changes (changes to the color scheme of the entire site, for example, or to copyright information that appears on every page) must be repeated for each and every page of the site. Bonnie estimates she 10% of her time maintaining the U.S. site currently, but separate sites for the UK, Australia, and Canada have recently launched, and they will have to be maintained as well.

We recommend changing to a "database-driven" site. In database-driven sites data and design elements are stored in separate files on the server. When changes need to be made to the site as a whole – say the color scheme – they can be made to the one file – the color file in our example – and take effect everywhere. Our international and U.S. sites could share some elements and have other elements distinct for their unique locales. Content-management software to manage database-driven sites are available with different levels of sophistication, at correspondingly different price levels.

**Costs:****Current costs**

- Bonnie's time to maintain site(s) Ongoing
- UUNet hosting fees Monthly
- Authorized dealer service fee Monthly
- This analysis One-time

**Estimated costs and savings for improvements**

- Redesign and implementation by design firm One-time
- Decreased maintenance time by Bonnie Ongoing
- Increased UUNet hosting fees to use a database Monthly
- Authorized dealer service fee Monthly

## Appendix A

### 2002 Remington Site Statistics, 8-month totals

Total Pages Viewed	###
Avg Pages/Day	###
<hr/>	
Home Page	###
Product	###
Men's Shaver	###
Replacement Parts	###
Buy Page	###
Contact Us	###
Grooming	###
Haircare	###
Wellness	###
Women's Shavers	###
Corporate information	###
Customer Care	###
Coupon	###
Retailers	###
TCT Demo	###
ASSD (Retailer locator by Zip)	###
Mirrors	###
Vortex Demo	###

## Appendix B

### 2002 Remington Web Sales, 9-month totals

	Spare Parts - Units	###
	Misc - Units	###
Unit sales	Wellness -Units	###
	Grooming - Units	###
	Haircare - Units	###
	M Shavers - Units	###
	W Shavers -Units	###
	<b>Total Units</b>	###
Dollar Retail	Spare Parts - Retail \$	###
	M Shavers - Retail \$	###
	Wellness -Retail \$	###
	Haircare - Retail \$	###
	Grooming - Retail \$	###
	W Shavers - Retail \$	###
	Misc - Retail \$	###
	<b>Total Retail \$</b>	###
Dollar Remington	Spare Parts - Rem \$	###
	M Shavers - Rem \$	###
	Wellness -Rem \$	###
	Haircare - Rem \$	###
	Grooming - Rem \$	###
	W Shavers - Rem \$	###
	Misc - Rem \$	###
	<b>Total Rem \$</b>	###

## Appendix C

### **Architecture (Organization) Recommendations:**

- Divide the site into 10 sections:
  1. Foil Shavers
  2. Rotary Shavers
  3. Women's Shavers & Grooming
  4. Grooming
  5. Haircare
  6. Wellness
  7. Replacement Parts
  8. Store Locations
  9. Customer Care
    - Product Registration (linked to from homepage)
    - Recalls (linked to from homepage)
  10. Corporate info
- Add links for Use and Care manuals to their respective products' sections.
- Add links for the FAQs into their respective product categories, and also link to them from the Customer Care area ("Shaver FAQs," "Hairsetter FAQs," etc.). Here's what we have in mind:

#### **Foil Shavers**

- Page of thumbnail images + descriptions
- Demo
- Shaving tips
- FAQs
- User manuals
- How to choose a shaver
- Link to Men's shaver parts
- Link to product registration
- Link to How to Buy
- Link to SureSource Men's shaver section

#### **Rotary Shavers**

- Page of thumbnail images + descriptions
- Demo
- Shaving tips
- FAQs
- User manuals
- How to choose a shaver
- Link to Men's shaver parts
- Link to product registration
- Link to How to Buy
- Link to SureSource Men's shaver section

#### **Women's Shavers & Grooming**

- Shavers – page of thumbnail images + descriptions
- Epilator – page of thumbnail images + descriptions
- Bikini Trimmer – page of thumbnail images + descriptions
- Shaving tips
- FAQs
- User manuals
- How to choose a shaver
- Link to Women's shaver parts
- Link to product registration
- Link to How to Buy
- Link to SureSource WDF section

#### **Grooming**

- MBs – page of thumbnail images + descriptions
- Trimming tips
- FAQs

- User manuals
- How to choose a trimmer
- Link to SureSource MB section
- PGs – page of thumbnail images + descriptions
  - Trimming tips
  - FAQs
  - User manuals
  - How to choose a trimmer
  - Link to SureSource MB section
- NEs – page of thumbnail images + descriptions
  - Trimming tips
  - FAQs
  - User manuals
  - How to choose a trimmer
  - Link to SureSource NE section
- KCs– page of thumbnail images + descriptions
  - Trimming tips
  - FAQs
  - User manuals
  - How to choose a kit
  - Link to SureSource KC section
- Link to product registration
- Link to How to Buy

### **Haircare**

- Straighteners – page of thumbnail images + descriptions
  - Straightening tips
  - FAQs
  - User manuals
  - How to choose a styler
  - Link to SureSource styler section
- Curling Irons – page of thumbnail images + descriptions
  - Curling tips
  - FAQs
  - User manuals
  - How to choose a styler
  - Link to SureSource styler section
- Hairsetters – page of thumbnail images + descriptions
  - Hairsetting tips
  - FAQs
  - User manuals
  - How to choose a styler
  - Link to SureSource hairsetter section
- Dryers – page of thumbnail images + descriptions
  - Hair drying tips
  - Demo
  - FAQs
  - User manuals
  - How to choose a dryer
  - Link to SureSource styler section
- Link to product registration
- Link to How to Buy

### **Wellness**

- Misc. Products – page of thumbnail images + descriptions
  - FAQs
  - User manuals
  - Link to product registration
  - Link to How to Buy
  - Link to SureSource wellness section

### **Replacement parts**

- Men's shaver parts – page of thumbnail images + descriptions
- Women's shaver parts – page of thumbnail images + descriptions
- Link to product registration
- Link to How to Buy
- Link to SureSource replacement parts section

**Store Locator**

**Customer Care**

- Links to all FAQs
- Links to all Use and Care manuals
- Product registration
- Product recall
- Order tracking
- Contact us
- Authorized service dealers
- Link to How to Buy

**Corporate info**

- Press Releases
- Financial statements
- Corporate officers
- Locations
- Jobs
- Contact us