

Case Study: Marketing.yell.com

Yell started as a yellow pages directory publisher but has now expanded to deliver one stop shop marketing solutions to its SME customers.

Services range from classified paper directories to online advertising services such as website creation, online banner display and pay per click products.

Yell has mobile applications in the UK, US and Spain and recently introduced 3D mapping, links into social networks and an increasing focus on user generated reviews.

Overview

Exploring the usability of newly rebranded marketing.yell.com (Jan 2011), the Yell marketing solutions website.

Yell recognised it could be a challenge for users to discover and navigate the new marketing area; they invited Foviance to represent an independent voice of the customer, to evaluate what was needed in order to create a great customer experience that would help users fulfil their business objectives.

Marketing.yell.com: not just a directory but a one-stop-shop for SME's digital marketing needs.

"Foviance ran a usability study of our customer marketing site with 12 users from our target audience. The preparation for the study was very thorough and at every step our rather complicated internal organisation of stakeholders felt in control and involved.

The actual usability testing was fantastic, with the consultant fully in control of the sessions. Her questioning technique was brilliant.

The final report was delivered to stakeholders in a great presentation which summarised an enormous amount of data very well, presenting the key themes for us to take away and work on, backed by a very comprehensive report of evidence. We now have a fantastic body of evidence (...) Thank you!

I'd highly recommend her and Foviance for any future projects of this nature, and hope to be able to work with them again."

Kathy Cook

Head of Customer Portal and Sales Communications

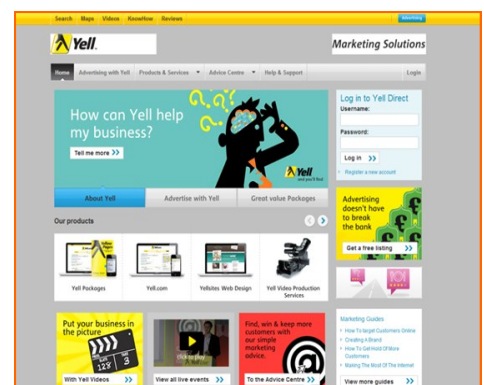
The business challenge

Yell is a repeat client from whom Foviance has in the past carried out an experience management/site optimisation programme and usability work.

The company recently launched a new Marketing solutions and advice website area targeting Small and Medium Enterprises (SMEs). The Yell team wanted to ascertain whether their new design for the area answered a number of business objectives.

In particular they wanted to be sure this new area supported user goals, enabling their users to benefit from their SME marketing services to develop their own customer base.

The Yell team was also interested in assessing their positioning amongst competitors and comparative organisations: a central concern was whether users were aware of the existence of these services, namely that Yell was more than a directory destination but a hub for a variety of SME marketing solutions such as web site building and advertising. They also wanted to evaluate the ease of navigating from one area to the other and within the new area.



Objectives

- Support SME owners' marketing needs
- Provide easy to use one- stop shop to SME marketing service buyers
- Facilitate navigation across areas

Challenges

- Wide variety of users, with a wide variety of needs
- Ensuring awareness of new area for a large user base
- Differentiating the two areas
- Heightened visibility and ease of access to Marketing solutions area

Results

- Users' needs clearly identified for priority improvements
- Quantitative data validated user experience testing
- Best navigation practices identified from the competition

Contact:

Foviance
14 Bonhill Street
London
EC2A 4BX

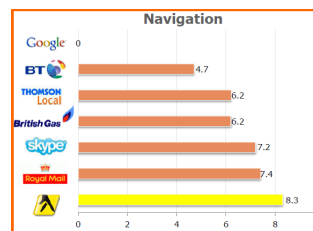
E: info@foviance.com

Tel: 0845 054 6500

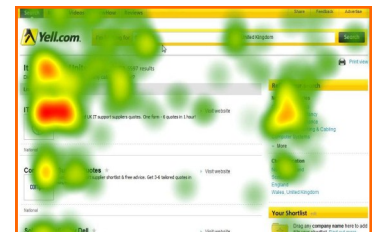
The project

Foviance evaluated these objectives and challenges and recommended an integrated solution, using both in-depth, qualitative user experience evaluation and a large scale, quantitative usability study to account for the varied and geographically dispersed user base. The project therefore included:

- > In-depth qualitative user experience findings gathered through extensive one on one usability testing sessions, with the added benefit of eye-tracking.
- > Large scale usability data including competitive benchmarking collected through a remote usability study. This would provide validation of the user experience findings and additionally highlight some best practices for identifying, differentiating and navigating areas within a site.



Benchmarking chart



Eyetracking heat map

The results

The analysis of the combined datasets enabled Foviance consultants to provide the Yell team insights such as these:

- > Different areas within a site need to be differentiated strongly through branding and visual design so that users can easily navigate between sections.
- > Current users may not be aware that there is a professional services area to the site. To create awareness and drive traffic to a new area is a priority with an existing user base.

The Yell team was thus provided with strong, evidence-backed insights into what was needed to answer their business challenge as well as other elements that would contribute to making the user experience on their marketing solutions site a great one.

Summary

In-depth usability testing with a small number of participants can yield fundamental insights into a user experience. Remote testing provides validating quantitative data in support of these: in the case of a very large and diverse user base, an integrated solution such as this helps develop a business case for supporting change. Because it allows competitive benchmarking data to be collected, remote testing also brings insight into best practices.

This particular study also highlights the sort of multichannel needs that are becoming increasingly widespread, with the unexpected finding that a third of participants had accessed Yell on the go through a smartphone.