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HCI 454 - Information Architecture Redesign: Walgreens

Product Overview

Walgreens is the largest drugstore chain within the United States. As a result, the chain interacts with over 8 million customers daily through its website, mobile app and 8,000 plus stores. Walgreens.com, focuses primarily on prescription refills, health information and services, and product shopping. The site is also used to promote the company's balance rewards program and the Red Nose Day initiative. Walgreens.com enables users to check weekly ads and coupons, find stores through its Store Locator feature, and check their Balance Rewards status and points.
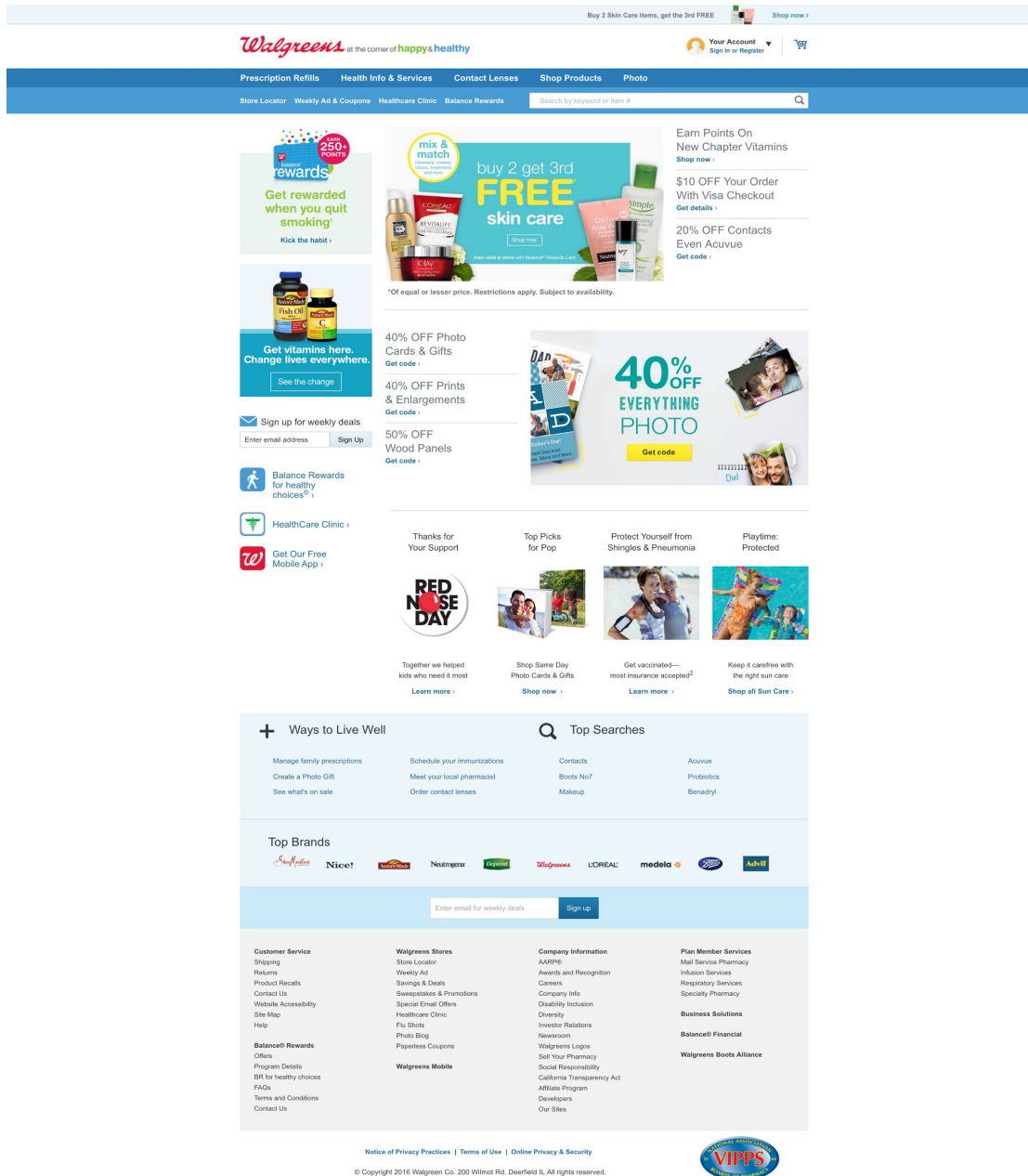
Problem Statement

Walgreen's primary focus is on ensuring that it delivers a consistent experience on it's multiple platforms while also paying heed to the unique capabilities of mobile phones and other devices. This is accomplished by understanding how a consumer interacts with its brand—in stores, on e-commerce sites, or via mobile apps. In 2015, Walgreens rolled out a responsive website to ensure mobile shoppers had access to the same information as desktop users.

However, as one of the leading e-commerce sites, the site's information architecture has not changed for more than 5 years. Walgreens focused on its strength—convenience—and then used technology to make sure it could serve consumers conveniently whether they shopped on or offline, however, they continue to practice the same layout for navigating throughout their website.

Because Walgreens sells thousands of products in multiple categories, including pharmaceuticals, it can be difficult to put together a homepage that effectively showcases the products without becoming too overwhelming. Often the temptation is to just throw everything on the homepage, leading to a complex mess that scares customers away (see Figure 1.0). Walgreens exemplifies this practice due to its promotions all over the homepage. Online retailers have traditionally used the homepage as a place to communicate everything about the company and its products. However, studies have shown that the more competing messages on the page, the more the end user must process, and the more cognitive load experienced. The end result is that all messages are diluted and the customer does not have a strong direction of what to do next. Our team set out to examine and refine the Walgreens.com website

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architecture and layout with the following goal in mind: improve and redesign the

Walgreens.com homepage to appeal to users without overwhelming the experience with too

much information.

Figure 1.0 – Current Walgreens Homepage

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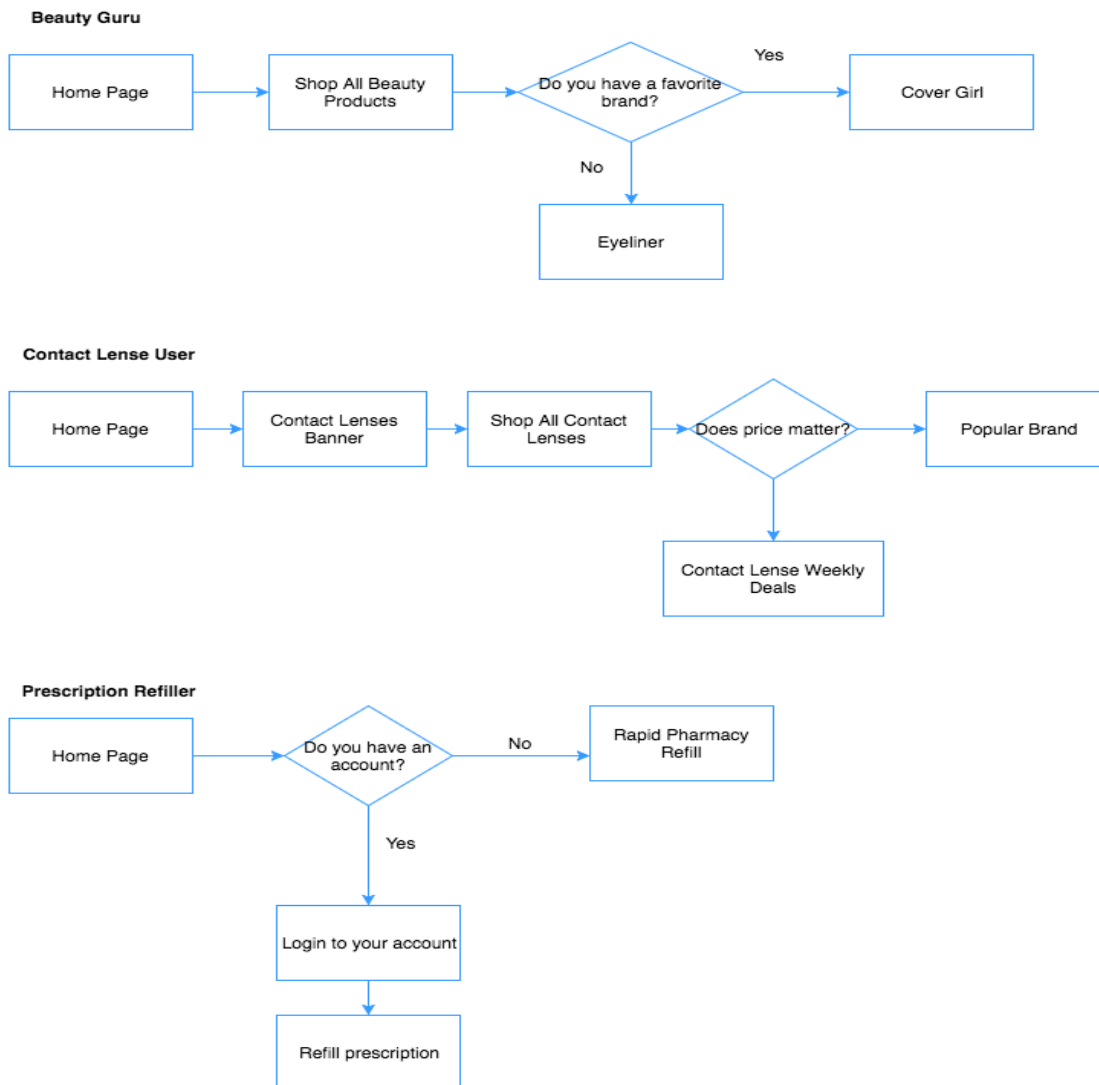
Objectives

Based upon this, our goals were tri-fold, we wanted to simplify and personalize content for all user types by:

1. Improving the visual hierarchy.
2. Restructure site navigation for easier use.
3. Prioritize the most important content and call-to-action items.

Persona User Flows

Our personas are based upon three very different user types, the Beauty Guru, the Contact Lense Buyer, and the Prescription Refiller. For details of user flows, see Figure 1.1.

Figure 1.1 Persona User Flows

Beauty Guru

Home Page → Shop All Beauty Products → Do you have a favorite brand? → Yes → Cover Girl

Do you have a favorite brand? → No → Eyeliner

Contact Lense User

Home Page → Contact Lenses Banner → Shop All Contact Lenses → Does price matter? → Popular Brand

Does price matter? → Contact Lense Weekly Deals

Prescription Refiller

Home Page → Do you have an account? → No → Rapid Pharmacy Refill

Do you have an account? → Yes → Login to your account → Refill prescription

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Our Approach

Content Audit
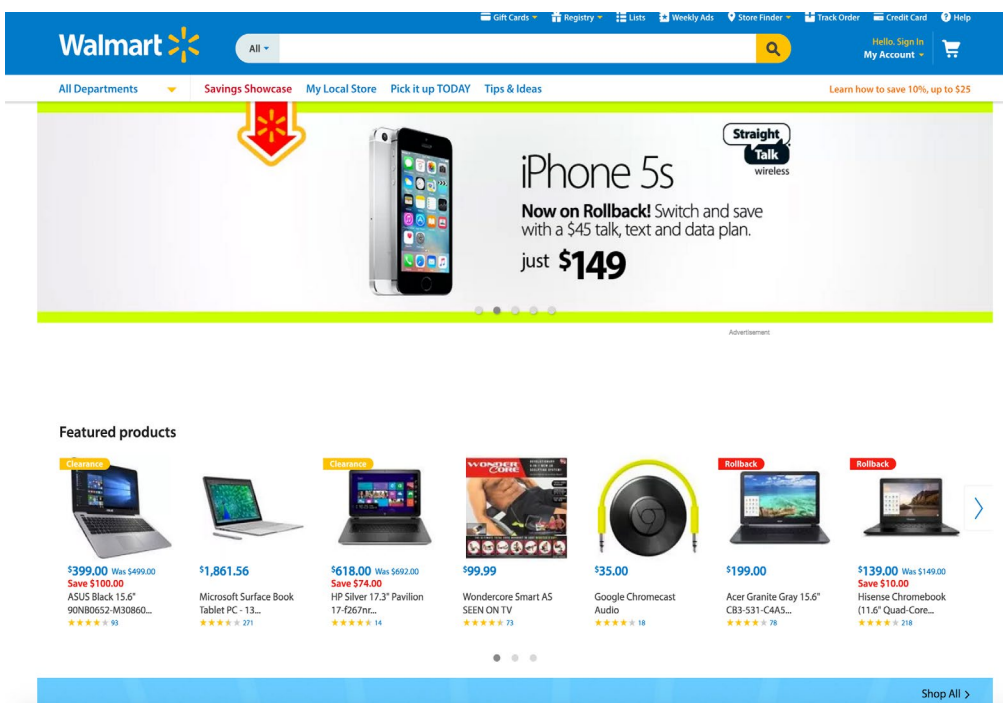
During our initial analysis, we discovered that the homepage covered two very broad and diverse categories, Happy and Healthy. The Healthy side included prescriptions, Health Information and Services, and Contact Lenses information. The Happy side included the "Shop Products" section. We believed that the user would benefit from having a unique experience if these two categories were divided into subdomains.

To analyze and organize this information, we conducted a content audit. We created an Excel spreadsheet to assist us with this task (Figure 2.0). We began by organizing the each navigation page. After realizing that we had over 255 navigation pages, we reduced the content audit to product pages only. Then each member of the team commented on each page and made recommendations as to whether or not that page should be retained or deleted. We also examined the existing page hierarchy, imagery, flow and purpose in an effort to record a content audit, which functioned as a foundation for additional review and analysis. Our Initial findings included redundant page content; distracting display of promotional ads, account specific information requiring a sign-in and an inefficient layout.

Figure 2.0 – Content Analysis
https://www.dropbox.com/s/qcevbdkj2oc044m/ContentAudit_Walgreens.xlsx?dl=0

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<u>**Competitor Analysis**</u>

An analysis of competitor websites was performed simultaneously with the content audit. Our goal was to check for similarities in content organization and layout. For this project, we chose Walmart, Target and CVS. All three sites:

1) sell a similar volume and variety of items e.g. pharmaceuticals, household and beauty products.
2) have robust homepage.
3) focus on convenience.
4) are concerned with the overall user experience.

Wal-Mart

Wal-Mart continues to be a giant when it comes to sales. As one of the most powerful retailer in the world, Wal-Mart's site focuses on a personalized experience, which feature products based upon the user's browsing history. We also found the site's navigation to be simple, well organized, and easy to use. Further, the site was not cluttered with ads or redundant, irrelevant information. The site itself is clean, easy to read and featured hot items Wal-Mart wants to sell; yet the site is not overbearing or tacky. The search bar at the top of the screen makes finding any item extremely easy. If searching by department or category is of interest, Wal-Mart makes expert use of pictures and screen layout to make the customer feel comfortable and at ease. See Figure 2.1.

Figure 2.1 - Walmart.com Homepage

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Target

Target is another major Walgreen competitor. Over 1.2 million people visit its site everyday. Target recently redesigned and chose to focus on static features by removing the carousel. The site also makes great use of the white space, excellent visuals, and responsive design that makes the site both enjoyable and easy for users. Target's designers focused in on ensuring that the site remained clean and uncluttered by multiple ads and other messages (see figure 2.2).

Figure 2.2 Target.com Homepage
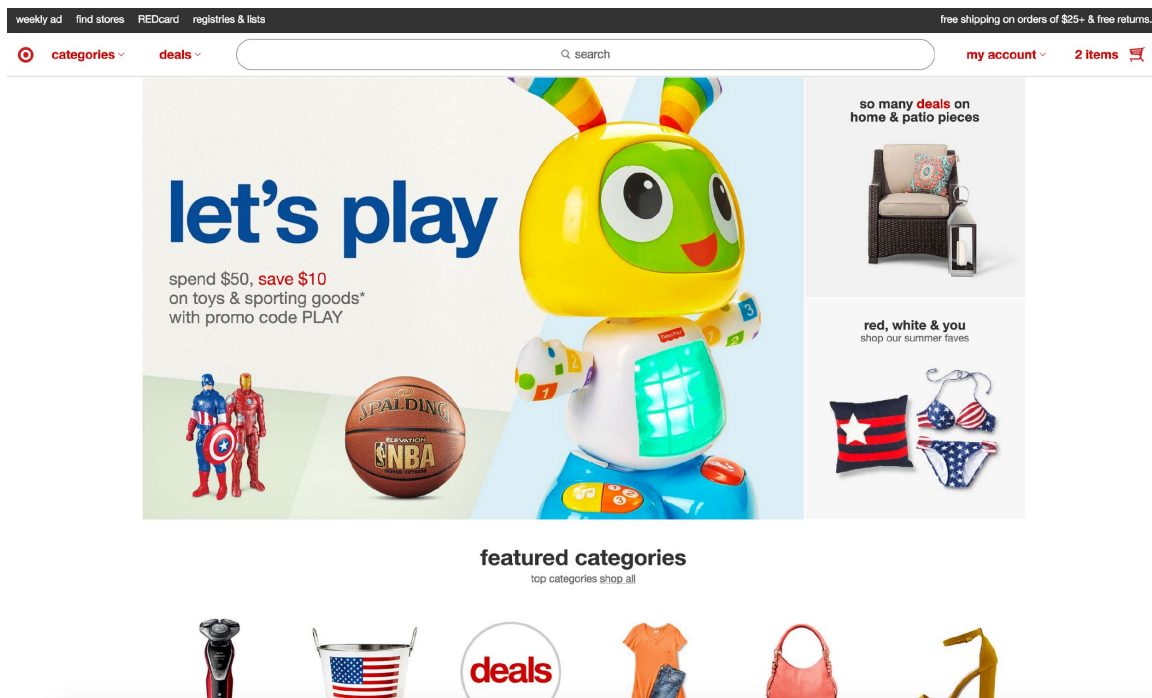
CVS

As one of Walgreens direct competitors, we discovered that CVS used shortcut links on its webpage making it much easier for users to access items and information (Figure 2.3). CVS also incorporated a Rapid Refill Prescription option saving the customer time by enabling the user to refill prescriptions in a few clicks as opposed to Walgreen's site, which requires multiple clicks to accomplish the same task.

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Figure 2.3 – CVS Homepage
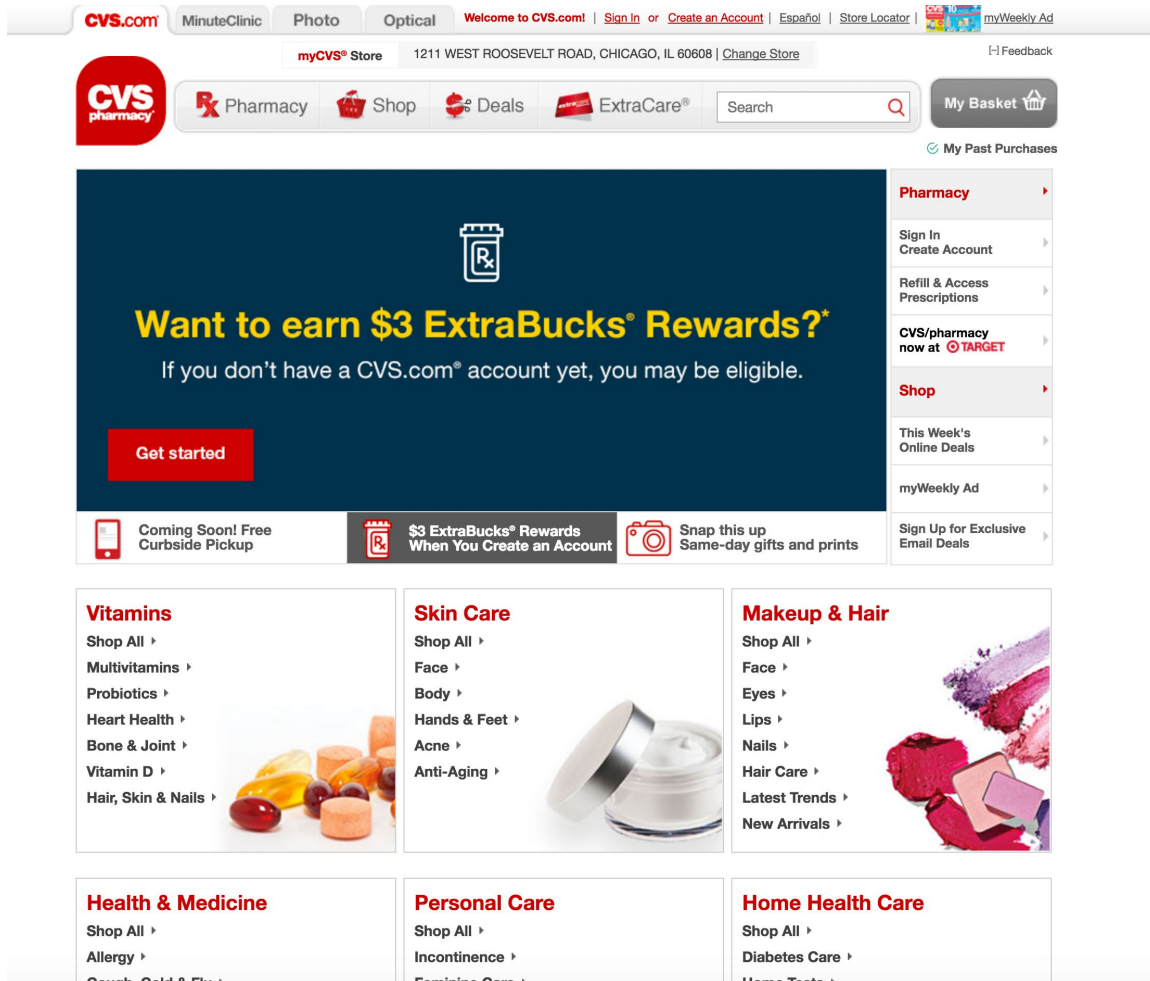
LATCH Analysis

Once we completed the content audit and competitive research, we used the LATCH method to analyze the content and assess which elements would remain. Since Walgreens site is so vast, we decided to organize the items and information on the site by categories and subcategories. We started by reviewing each category under "Shop Products" page. After the items were organized into categories, we further organized the items by hierarchy of most clicks in an attempt to make it easier for the user to locate items.

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Card Sort

Due to the vast amount of information and products on the Walgreens site, we decided to conduct a card sort to gain insight on how users might categorize items. Because the site is so massive, we completed two card sorts. We included most of the topics and items found on the site.

We used Optimal Workshop.com to conduct an open card sort using 92 cards. Twelve participants completed Card Sort #1. Card sort#1 consisted of 57 cards and participants generally organized them into 9 categories with medical supplies/equipment, beauty, female health and male health being the most consistent categories. On average, it took our participants 14 minutes to complete this card sort. Our participants completed the second card sort in less time, 5 minutes average. The second card sort also consisted of 35 cards and our participants organized the information into seven groups with baby, home, electronics, and holiday being the most popular see Appendix A for more details. Based upon the LATCH analysis and card sort, we determined the following:

> Keep Walgreens brands
>
> Keep health services, pharmacy
>
> Add a "Rapid Refill" service
>
> Removed natural and organic - made it its own card
>
> Keep photo and all elements
>
> Keep diet and fitness remains the same
>
> Sexual wellness remains the same
>
> Keep grocery
>
> Efficient use of header and promotional layout

Sitemap

Using the results from both card sorts, we created our sitemap with four main categories; Shop all Products, Pharmacy, Health Clinic, and Photo. These categories were broken down further into Beauty, Health and Medicine, Refills, Rapid Prescription Refill, and other categories. See figure 2.4 for more details.

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Figure 2.4 – Walgreens Site Map

WALGREENS
VERSION 1.0 - 05/26/16 - PAGE COUNT: 194

Walgreens			
Shop All Products	**Pharmacy**	**Health Clinic**	**Photo**
Beauty	Refills	Your Health Dashboard	Your Photos
Shop All Beauty	Refill from Account	Appointment Scheduler	Upload Photos
Bath & Body	Refill with Rx Number	Flu Shots & Immunizations	Prints
Makeup	Manage Auto Refills	Medicare Information	Photo Books
Fragrances	View Rx Status	Balance Rewards for Healthy Choices	Cards
Skin Care	Request New Rx	Health Apps & Devices	Calendars
Hair Care	Transfer Rx	Health Answers	Posters
Lip Care	Rx Settings	More Health Services	Wall Decor
Foot Care	More Pharmacy Services		Gifts & More
Deodorant & Antiperspirant	Family Prescription		All Photo Products
Shaving & Grooming	Specialty Pharmacy		
Gift Sets	Mail Service Pharmacy		
For Men	Nebulizer Services		
Boots Beauty	Medication Compounding		
Health & Medicine	Prescriptions Savings Club		
Shop All Health & Medicine	Rapid Prescription Refill		
Heath Treatment & Medicine			
Cough, Cold & Flu			
Vitamins			
Fish Oil, Omegas &EFAs			
Calcium & Minerals			
Allergy & Sinus			
Pain, Relief & Management			
Ear, Nose & Throat Care			
Digestive & Nausea			

View Full Version

Mood Board

In order to avoid a "blank-canvas syndrome" we chose to create a mood board to help guide the visual aspect of our wireframes. The mood board (Figure 2.5) acted to set the tone of the high fidelity aspects of the wireframes by determining primary and secondary color elements, as well

Group 5: Barrios, Carolina | Eckels, Daniel | Gruberman, Racine | Cho, Ga Yeon | Harding, Zachary | Hernandez, Tasha as, presenting several lifestyle images and key elements of the Walgreens brand (products, photos and rewards).

Figure 2.5 Walgreens Mood Board

Sketches

Prior to wire framing our site, our team drew multiple sketches. The Sketches contained initial images of what we believed each key page would look like. Team members created sketches of the landing page, product details page, and the prescription dashboard for accounts page amongst others. See Appendix B.

Wireframes

Walgreen stores are known for their bright, cheery, clean and easy to navigate store layout. Our goal was to bring that experience in our website. Team members created wireframes for their assigned page with this concept in mind. To assist us with our wireframing task, we used Axure RP Pro 7.0 to create each page. Since the current site was created with marketing focus rather than ease of use, we wanted to make sure the Walgreens site was warm, clean and visually pleasing with simplicity being the main focal point. We also wanted the site to be somewhat similar to other e-commerce sites. Since we did not want to do away with using a carousel, we decided to add it to our landing page and use it as a way for users to locate big items that are purchased most often.

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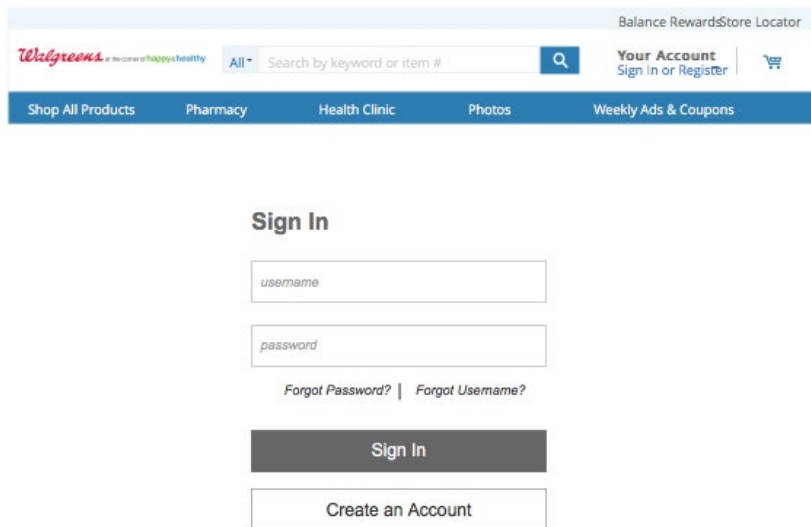
Utilizing our research, we continued the categorization of our products to the landing page by grouping related items under similar headings. We also left space for future ads. For more wireframing details, see Appendix C.

Try our [interactive prototype](#)

Appendix A

Figure A.1 - Card Sort Results (Best Merge Method):

Best Merge Method

The Best Merge Method often performs better than the Actual Agreement Method when your survey has fewer participants. It makes assumptions about larger clusters based on individual pair relationships.
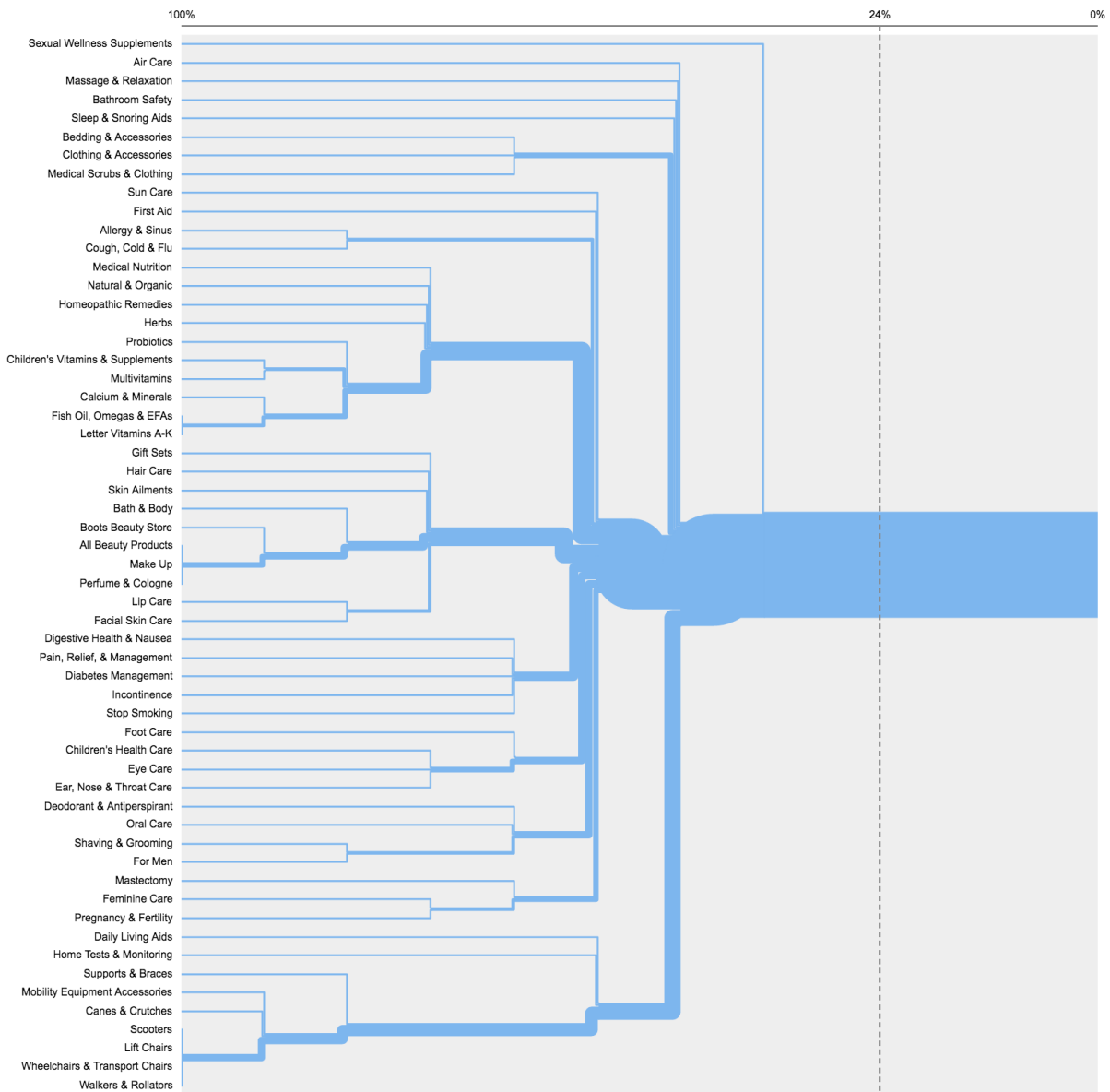
Figure A.2 Card Sort Results (Actual Agreement Method):

Actual Agreement Method

The Actual Agreement Method works best with 30 or more participants and will depict only absolutely factual relationships. We call this the Skeptical Dendrogram.
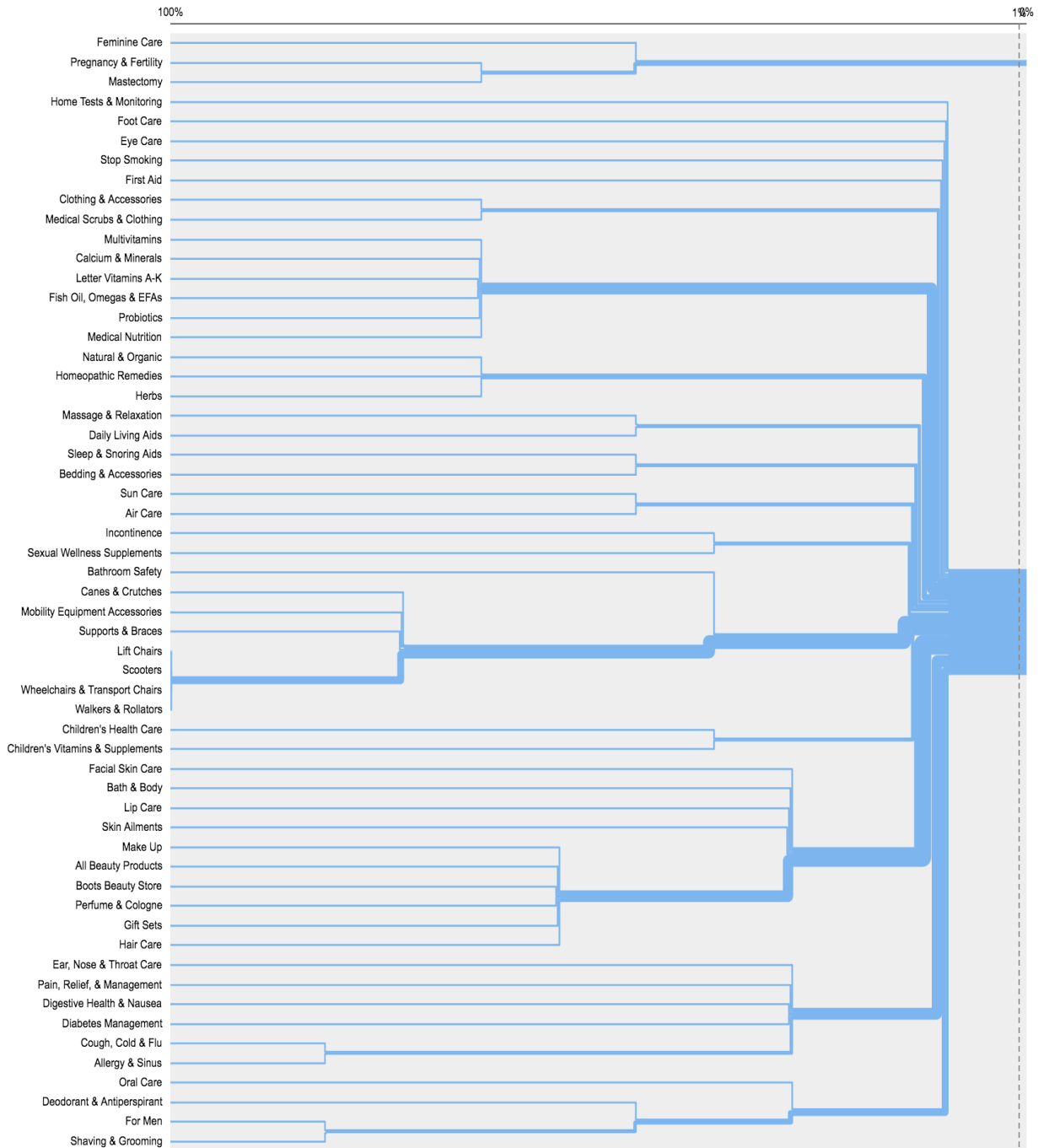
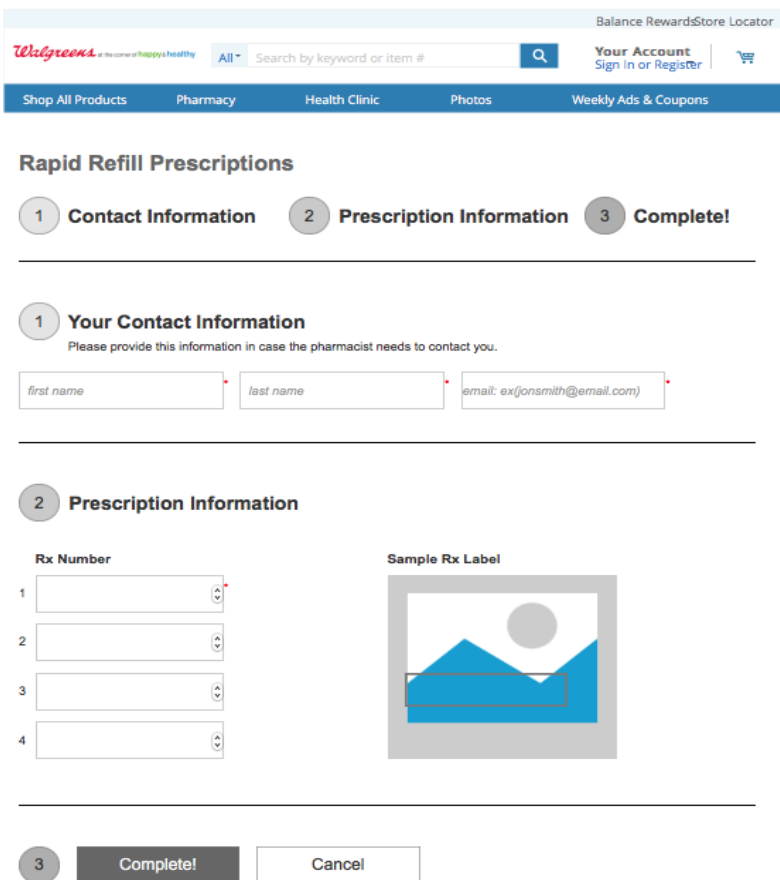# Appendix B

Figure B.1- Products Details Page:
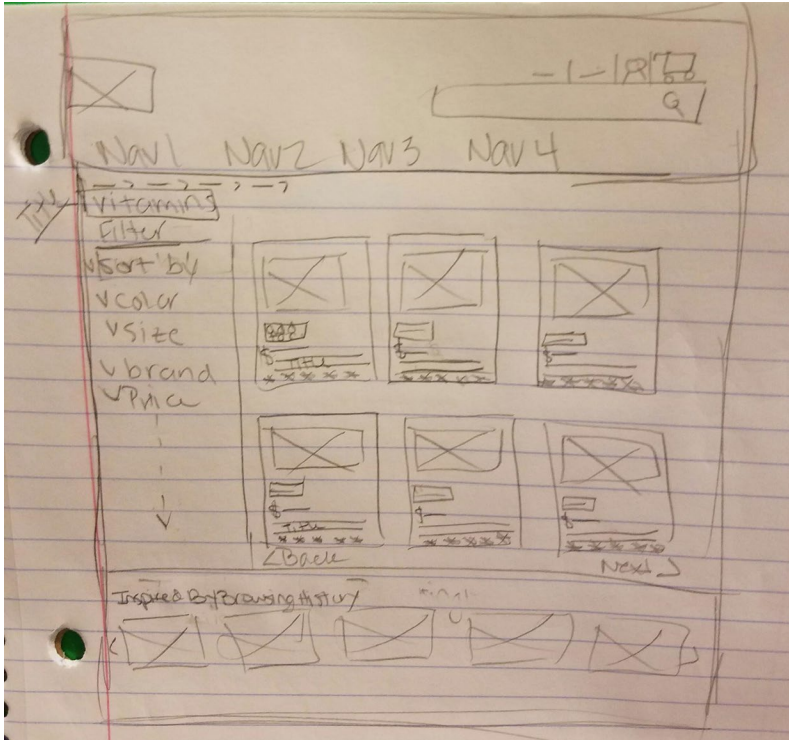
Figure B.2 - Shop All Products Page:

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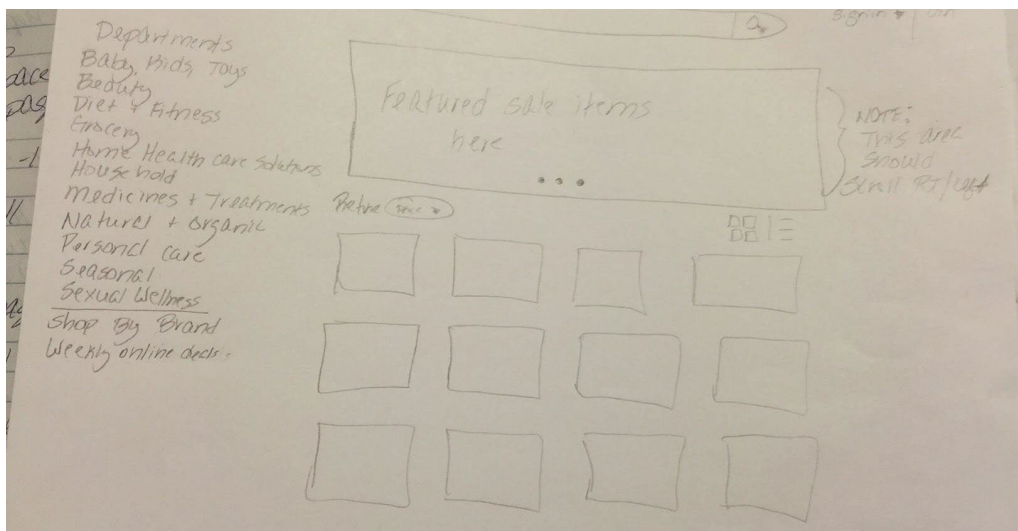
Figure B.3 - Prescription Dashboard for Account Page:
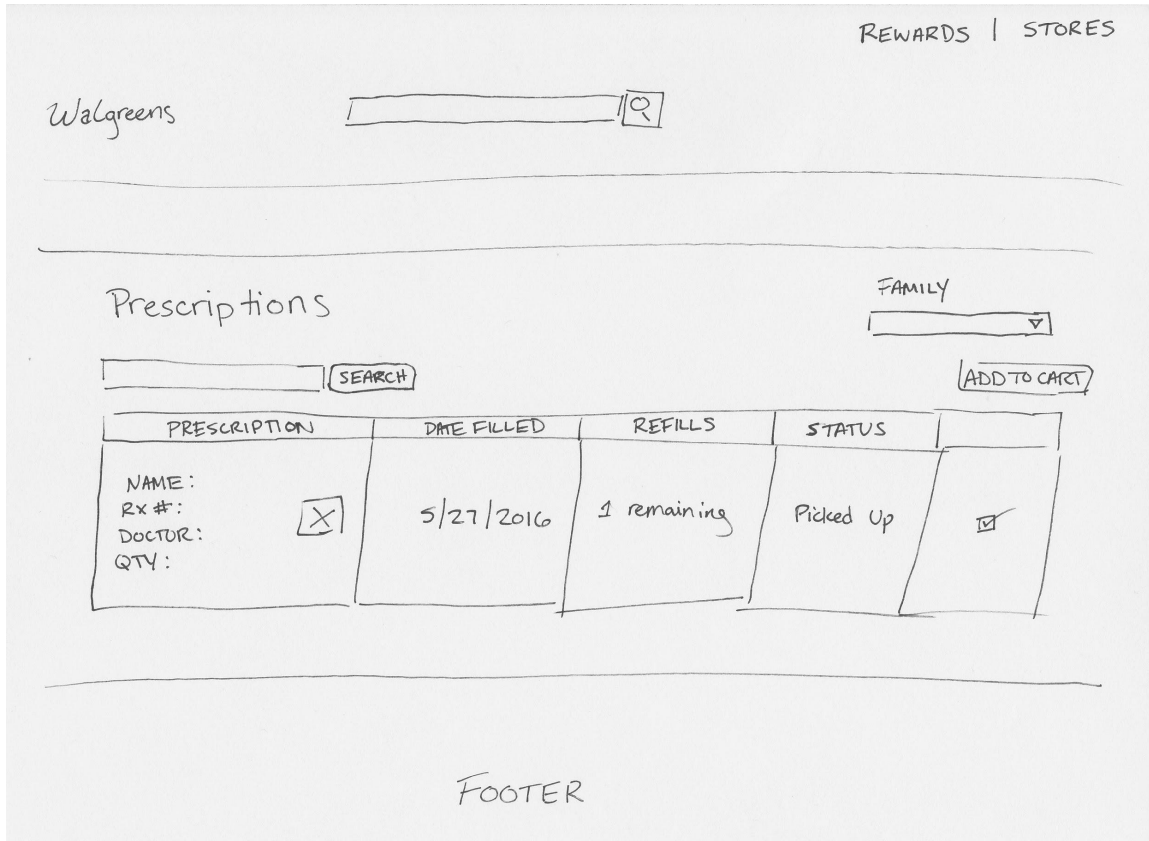
Figure B.4 - Products Detail Page:

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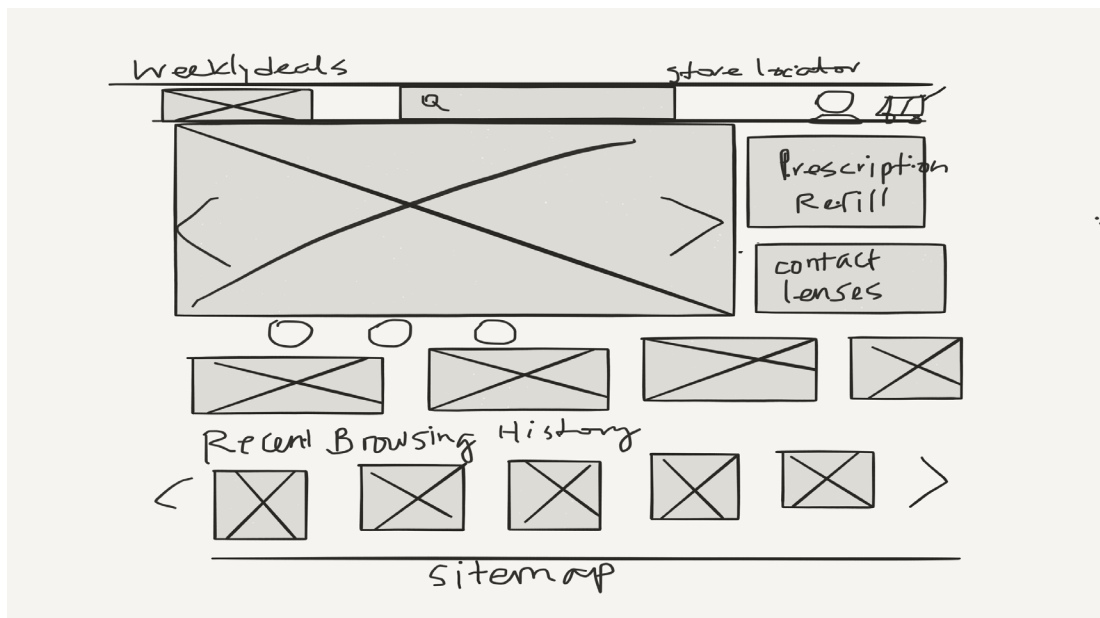
Figure B.5 - Landing Page:

Appendix C - Wireframes

http://eajp0j.axshare.com/

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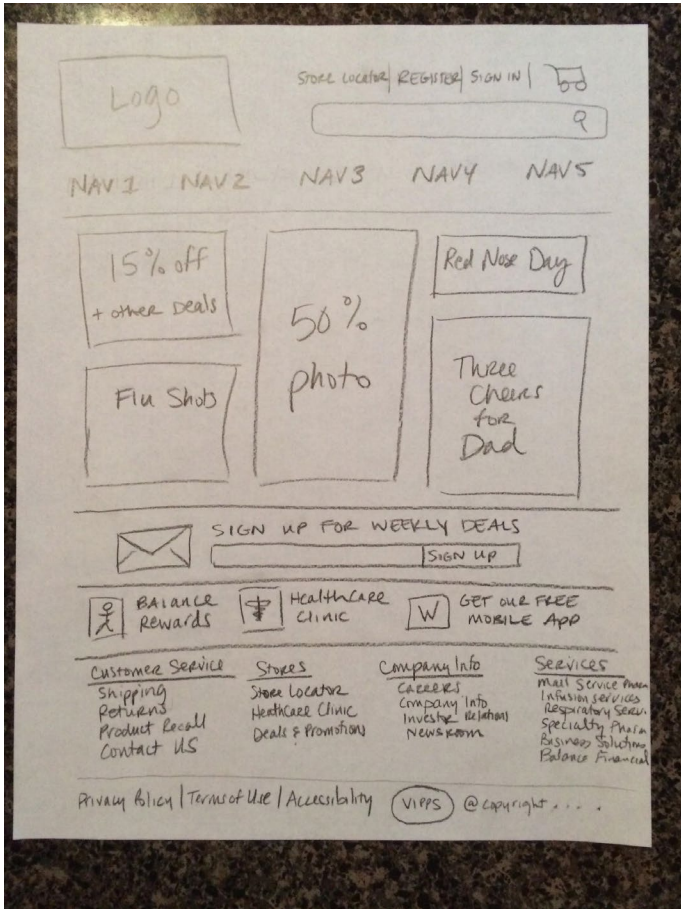
Figure C.1 Improved Walgreens Landing Page

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Figure C.2 – Shop All Products

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Figure C.3 - Product Details Page

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Figure C.4 - Add to Cart Model
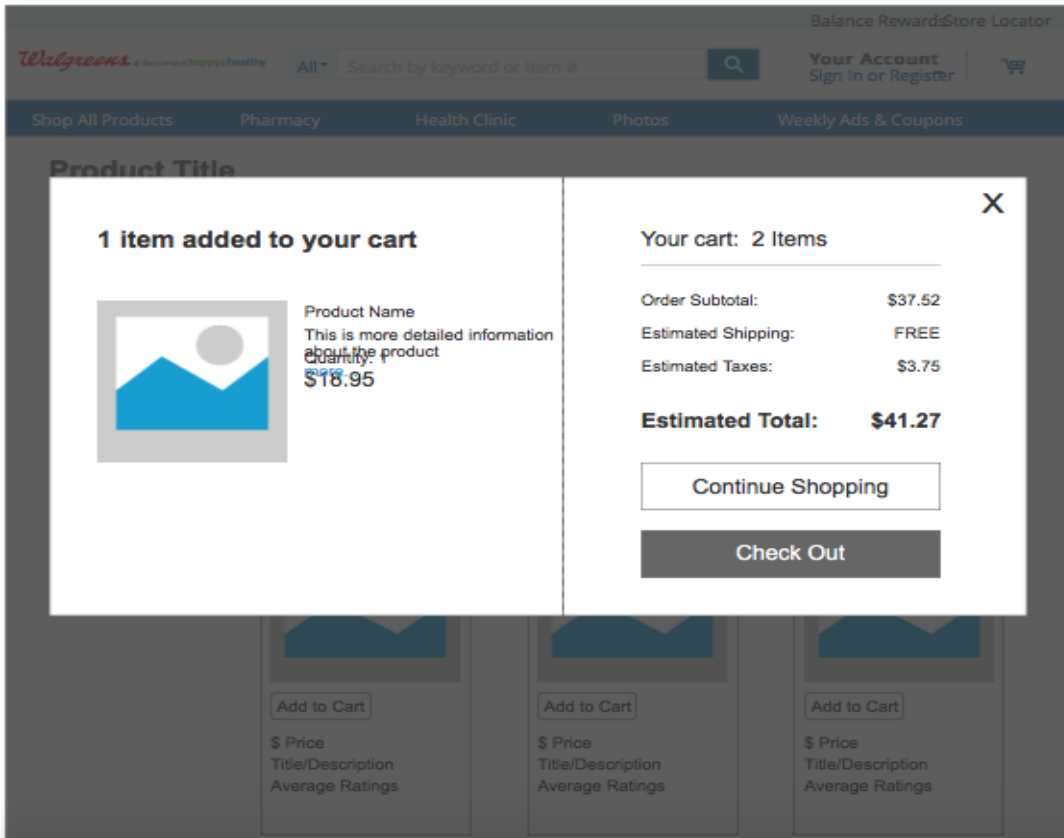
Figure C.5 – Cart Page
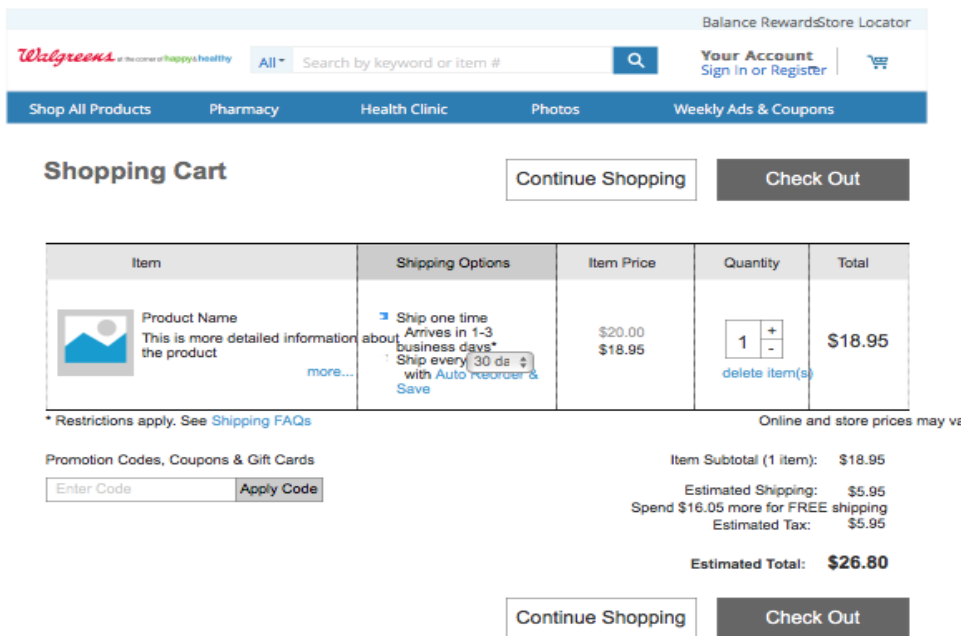
Figure C.6 – Login/Account Page

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Sign In

username

password

Forgot Password? | *Forgot Username?*

Sign In

Create an Account

Figure C.7 – Rapid Refill Prescription Page

Rapid Refill Prescriptions

1 **Contact Information**   2 **Prescription Information**   3 **Complete!**

1 **Your Contact Information**
Please provide this information in case the pharmacist needs to contact you.

first name | last name | email: ex(jonsmith@email.com)

2 **Prescription Information**

Rx Number

1
2
3
4

Sample Rx Label

3 Complete!   Cancel

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Figure C.8 – Prescription for Dashboard Account Page