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

Group 5: Barrios, Carolina | Eckels, Daniel | Gruberman, Racine | Cho, Ga Yeon | Harding, Zachary | Hernandez, Tasha 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.

Buy 2 Skin Care items, get the 3rd FREE Shop now > Sign In or Register Toalgreens at the corner of happy& healthy Prescription Refills Health Info & Services Contact Lenses Shop Products Phot Q Earn Points On New Chapter Vitamins \$10 OFF Your Order With Visa Checkout FREE n you quit Get det 20% OFF Contacts Even Acuvue 6 40% OFF Photo Cards & Gifts **40%** 40% OFF Prints & Enlargements EVERYTHING Sign up for weekly deals PHOTO 50% OFF Wood Panels Sign Up email address Balance Rewards for healthy HealthCare Clinic > Thanks for Your Support Protect Yourself from Shingles & Pneumonia Top Picks for Pop Playtime CO Get Our Free Mobile App > RED DAY Keep it carefn the right sun Shop all Sun Care Q Top Searches Create a Photo Gift Boots No Sanut Top Brands Shafforder Nice! Depend LOREAL medela 🤝 🛞 Advif Notice of Privacy Practices | Terms of Use | Online Privacy & Security VIPP © Copyright 2016 Walgreen Co. 200 Wilmot Rd. Deerfield IL All rights reserved w all products by: Seen on TV | Baby, Kids & Toys | Beauty| Contact Lenses | Diet & Fitness | Gro me Medical Supplies & Equipment | Household | Medicines & Treatments | Natur are | Seas oto products: Cards | Photo Collage Calendars | Shop All I ges | Photo Books | Photo Prints | Photo Gilts | Photo Mugs | Il Photo Products

Figure 1.0 – Current Walgreens Homepage

wagreens.commeanlychoices.

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.





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.

)S:	//www.drop	box.com/s/qc	evbo	JKJ2	OCU	944r	n/C	ont	ent	Auc]][wal	gre	ens	s.xls	SX'?
				0			6									
А	B	C		U .			6			1	ĸ		m	N	0	٢
	Inavigation title	Comments	Deleter													
	0.0 Balance Rewards	the home many. limit to one place	'													
	0.0 belence newerds	I think name page - mint to the place														
		think the Arls section should have it's own tai														
		instead of a small link at the top of the page	-													
		(which is easily overlooked). Once the user														
		access the Ad tab, it should have a similar														
	0.1 Weekly Ad & Coupons	look and feel like the actual paper ad.														
		Many Walgreen customers will be familia	r													
		with the Red Nose Day, so I think it should	8													
		remain, however it should be presented														
	0.2 Red Nose Day	in a better way.	×													
		This is important, so it should remain. I														
	0.3 Store Locator	see no need to make any changes to it.														
		Shows up in header, body, footer -														
	0.4 Healthcare Clinic	unnecessary repetition. Limit to 1 place	- couldn't this	s just be put with	1 appointmer	nt scheduler b	ecause all this	does is take	you to a page	to make an ap	pointment.					
		Most of these require login - Amy, do you														
		know if they take the user to the same or														
	Prescription Refills	different pages once the user logs in?														
	1.1 Refill from Account															
	1.2 Refil with Rx Number															
	1.3 View Rx Status															
	1.4 Manage Auto Retills															
	1.5 Request New Rx															
	1.6 Transer Rx															
	1.7 RX Settings		×													
		I think this option should remain. Having														
		the ability to print out your prescriptions														
		comes in nandy when visiting new														
	1.8 Print KK Records	doctors or when switching to pharmacy's	. ×													
	1.9 More Pharmacy Services	anno describies have shot worder in														
	0.1 Observes Obset	page describing now chat works is														
1	9.2 Family Pracerintions	diffecessary	*													
1	9.3 Mail Sendre Pharmany															
	5.5 Head Service Fila Havey	I think this should remain as well. I know														
		a lot of people who want to have the														
		option of baying their medication shipper														
		to their home. Beminder-there are														
		probably a lot of older people who														
		depend upon their medication and they														
		may not be as mobile. In fact, this														
		website should make it easy for older														
		people to find what they peed quickly an	4													
		easily since they are probably the main														
		people using this site (at least for														
1	9.4 Prescriptions Ship Free	medication).	×													
		Perhaps makes more sense when people														
1	9.5 Medication flavoring	are requesting a new rx?	×													
1	9.6 Nebulizer Services															
		Seems repetitive with Manage Auto														
1	9.7 Rx Refill Reminders	Refills / RX settings	×													
1	9.8 Prescription Savings Club															
1	9.9 Specialty Pharmacy															
	40 44 8 44 4															

Group 5: Barrios, Carolina | Eckels, Daniel | Gruberman, Racine | Cho, Ga Yeon | Harding, Zachary | Hernandez, Tasha <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

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.



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.

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

<u>Sitemap</u>

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.





PAGE 1/6

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.

Group 5: Barrios, Carolina | Eckels, Daniel | Gruberman, Racine | Cho, Ga Yeon | Harding, Zachary | Hernandez, Tasha 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):



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:

Departments		12	Signin + Com
Ace Baby, Bids, Toys Beduty Diet & Fitness Gracen Home Health care solution	Fertured sale items here) NOTE; THAS QUEL SHOULD SKILL PER LURA
Vatures + Treatments Natures + Bizanic Paisance Care Seasonal Bexual Wellness Shap By Brand Weekiz online dear.	Helve Tree		

	Prescriptions			FAMILY
Ţ	SE	ARCH		ADD TO CATE
L	PRESCRIPTION	DATE FILLED	REFILLS	STATUS
	NAME: RX#: Doctur:	5/27/2016	1 remaining	Picked Up II
L			/	

Figure B.4 - Products Detail Page:





Figure B.5 - Landing Page:

Appendix C - Wireframes

http://eajp0j.axshare.com/

				Balance Rewards Store	Locator
Walgreens at the corner of happys !	All - Search by key	word or item #	Q	Your Account Sign In or Register 🔻	\
Shop All Products	Pharmacy He	alth Clinic Pho	otos We	eekly Ads & Coupons	
Chill Memorial Day Sales!	Valgreen on Memo last-minu View de	ns is open regular orial Day for all yo ite needs. als OFF Your Order h Visa Checkout	hours ur Prints Remories Lasts	Pharmacy Sign in or Create Account Refill & Access Prescription Refill with RX Number Contact Lenses Reorder Contact Lenses Shop All Contact Lenses Photo Your Photos Upload Photos	
Featured Products			.		
\$16.99	\$5.99	\$11.99	\$67.99	\$89.99	>
Neutrogena Sun.	Mederma Set of	Depends Ultra	Walkers in-set	Nova Transport Chair	
Summer Deals					
Commer Hof savings of the season	Bikes Patio Furniture	Pocis	Swim Shop	Ur Conditioners Dre	sses
Inspired by your browning	history				and the
Item you viewed Rollback Rollback				Rollback	
\$68.88 Wat \$78.88 \$89.00 Save \$10.00 \$89.00	\$59.97	\$98.99 \$99	.99 \$27.99 Save \$1	List price \$39.00 .01 5109.00 Was \$3 Save \$290.99	99.99
Epson WorkForce WF- Epson WO 2650 All-In-One 3620 A4 ***** 1260	1149 Canon PIXMA MX490 Wireless Office 1149 **** 122	HP Officejet 4632 Inkjet Epso e-All-in-One Printer 3640 ***** 362 **	IN WorkForce WF- Canon P D All-in-One Photo Al * * * 2004 * * * *	II-in-One MFP Wireless Las * 2166 ***** 242	Mono ier
Sign Up	for Weekly Deals Enter E	• •	Sign Up		
Download our M	Nobile App 🥂 Bala	nce Rewards for Healthy Choi	ces 👔 Make an	appointment for Health Clir	nic
Customer Service	Stores	Company	Info	Services	
Shipping Returns Product Recall Contact Us	Store Locator Health Clinic Deals & Promotio	About Us Careers Investor Re Newsroom AARP Walgreens	lations Boots Alliance	Mail Service Pharm Infusion Services Respiratory Service Specialty Pharmacy	acy s

Figure C.1 Improved Walgreens Landing Page

Notice of Privacy Practices | Terms of Use | Online Privacy & Security © Copyright 2016 Walgreen Co. 200 Wilmot Rd. Deerfield IL All rights reserved. **Group 5:** Barrios, Carolina | Eckels, Daniel | Gruberman, Racine | Cho, Ga Yeon | Harding, Zachary | Hernandez, Tasha **Figure C.2 – Shop All Products**



Group 5: Barrios, Carolina | Eckels, Daniel | Gruberman, Racine | Cho, Ga Yeon | Harding, Zachary | Hernandez, Tasha **Figure C.3 - Product Details Page**



Inspired by Browsing History



Group 5: Barrios, Carolina | Eckels, Daniel | Gruberman, Racine | Cho, Ga Yeon | Harding, Zachary | Hernandez, Tasha **Figure C.4 - Add to Cart Model**



Figure C.5 – Cart Page



Figure C.6 – Login/Account Page

Valgreens a moormathing	pyshealthy All*	Search by keyword or item #		Balance RewardsStore Loca
Shop All Products	Pharmacy	Health Clinic	Photos	Weekly Ads & Coupons
	S	ign In		
	L	semame		
	p	essword Forgot Pessword? Forgot	Username?	
		Sign In		

Figure C.7 – Rapid Refill Prescription Page

				Balance RewardsStore Locator
Dalgreens	arathappyshealthy All* S	earch by keyword or item	#	Q Your Account Sign In or Register
Shop All Products	Pharmacy	Health Clinic	Photos	Weekly Ads & Coupons
Panid Pofi		ne		
Rapiu Ren	in Frescriptio	113		
1 Contac	ct Information	2 Prescrip	tion Informa	tion 3 Complete!
1 Your C Please pro	contact Information in c	ation ase the pharmacist needs	o contact you.	
first name	• las	t name	• email: ex(jor	nsmith@email.com)
2 Prescr	ription Informa	tion	ple Rx Label	
1				
	*			
2	٢			
3	٢			
4	٢			
			1	

Group 5: Barrios, Carolina | Eckels, Daniel | Gruberman, Racine | Cho, Ga Yeon | Harding, Zachary | Hernandez, Tasha **Figure C.8 – Prescription for Dashboard Account Page**

				Balance Rewa	ardsStore Locator
Walgreens a the corver of hits	All* Search by	keyword or item	# Q	Your Accou Sign In or Reg	gister 🖓
Shop All Products	Pharmacy H	lealth Clinic	Photos	Weekly Ads & Co	upons
Your Prescri	ptions scriber or search			Family Memb	Add to Cart
Pre	escription	Date Filled	Status and Price	Refills	
Pre SPIRIVA® HANDIHAI RX #: 156241028-21 Prescriber: SHAH QTY: 1 Drug Info History	Hide from List	Date Filled	Status and Price Status: Picked up Last Filled Price: \$2.25 Pharmacy: #5364 151 N. State Street Chicago, IL 60601	Refills 1 refill(s) remaining.	12

Customer Service

Shipping Returns Product Recall Contact Us

Stores Store Locator Health Clinic

Deals & Promotions

Company Info

About Us Careers Investor Relations Newsroom AARP Walgreens Boots Alliance

Services

Mail Service Pharmacy Infusion Services Respiratory Services Specialty Pharmacy

Notice of Privacy Practices | Terms of Use | Online Privacy & Security © Copyright 2016 Walgreen Co. 200 Wilmot Rd. Deerfield IL All rights reserved.