

BAT: MARKETING CAPABILITIES COMPASS

UX AUDIT

chad

June 2024

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ANALYSIS

COMPASS HERO CAROUSEL

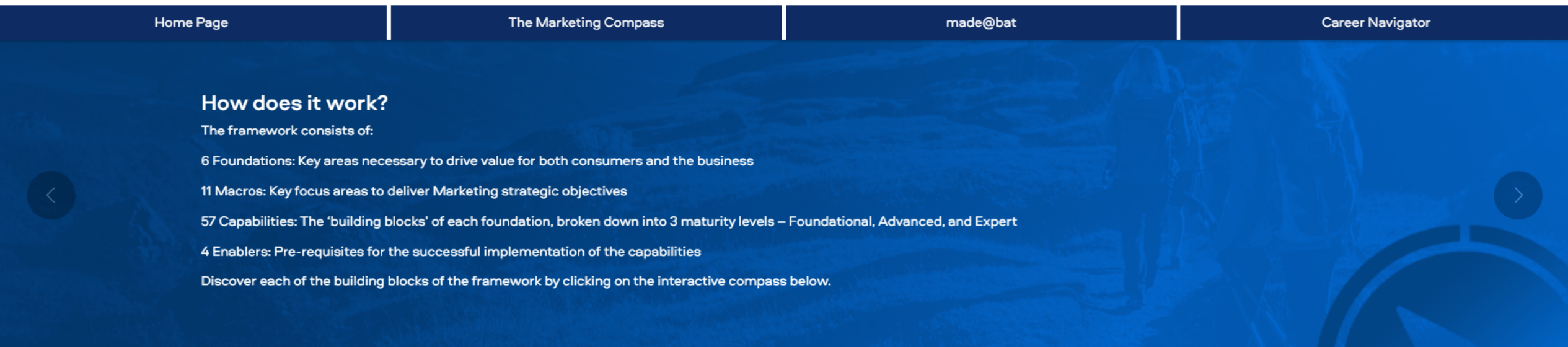
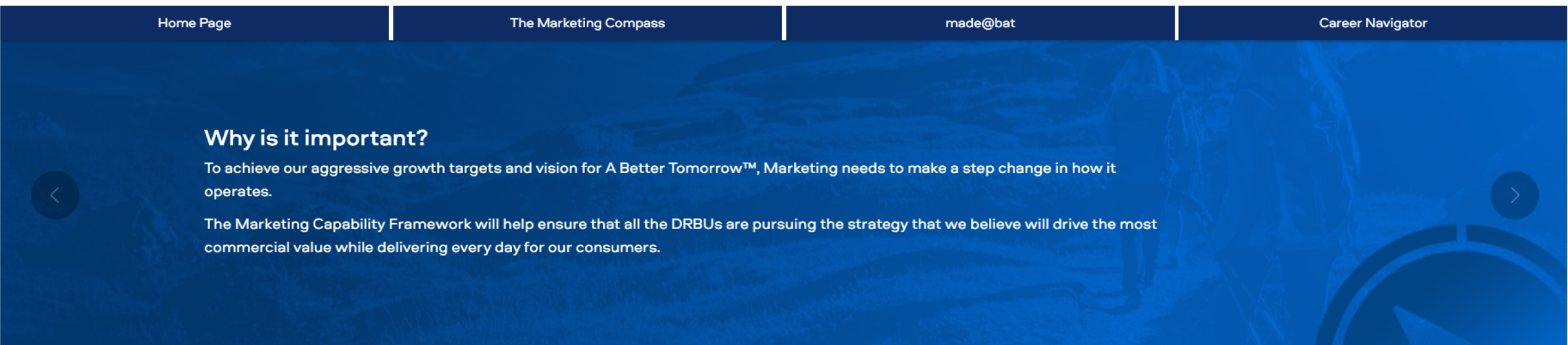
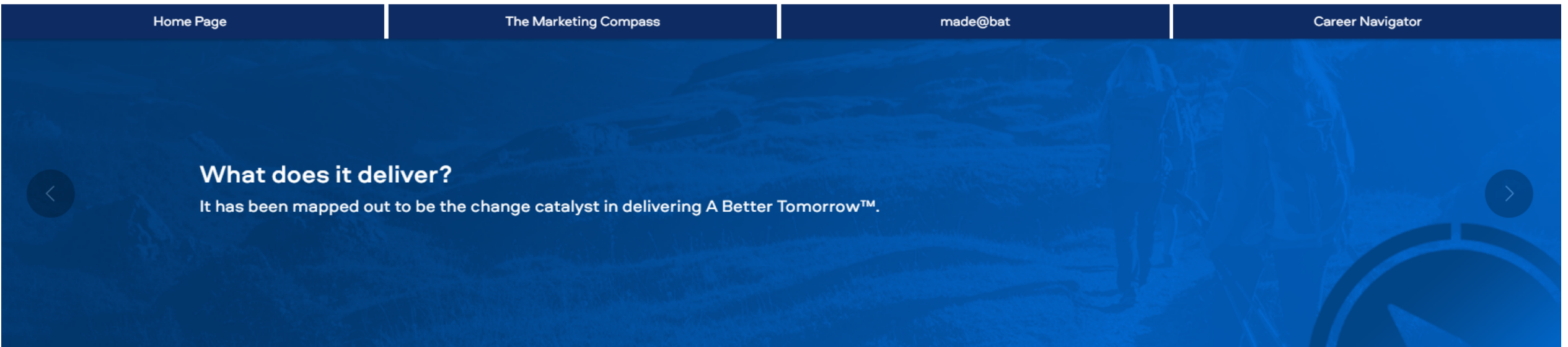
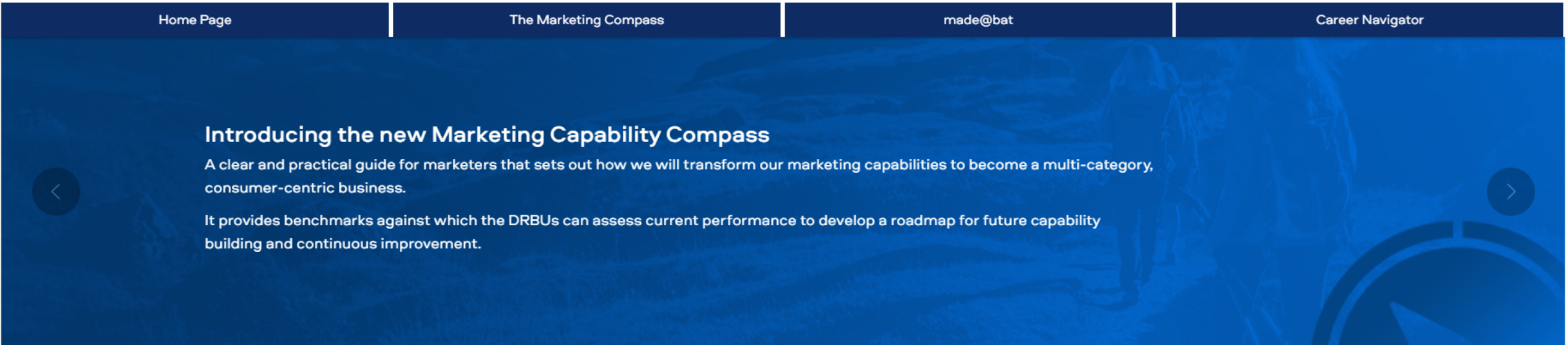
Its a popular opinion that slider are considered a poor user experience.

If auto scrolling the user only has a limited amount of time to digest the content.

They can be mistaken for a simple hero image ignoring all the relevant content yet to come on scroll.

Here we have 4 slides all the same background image with up dated copy informing the user about the Marketing Capability Compass, this could result in banner blindness.

There are also accessibility issues, people with low-literacy & motor skills issues will struggle to digest all the content.



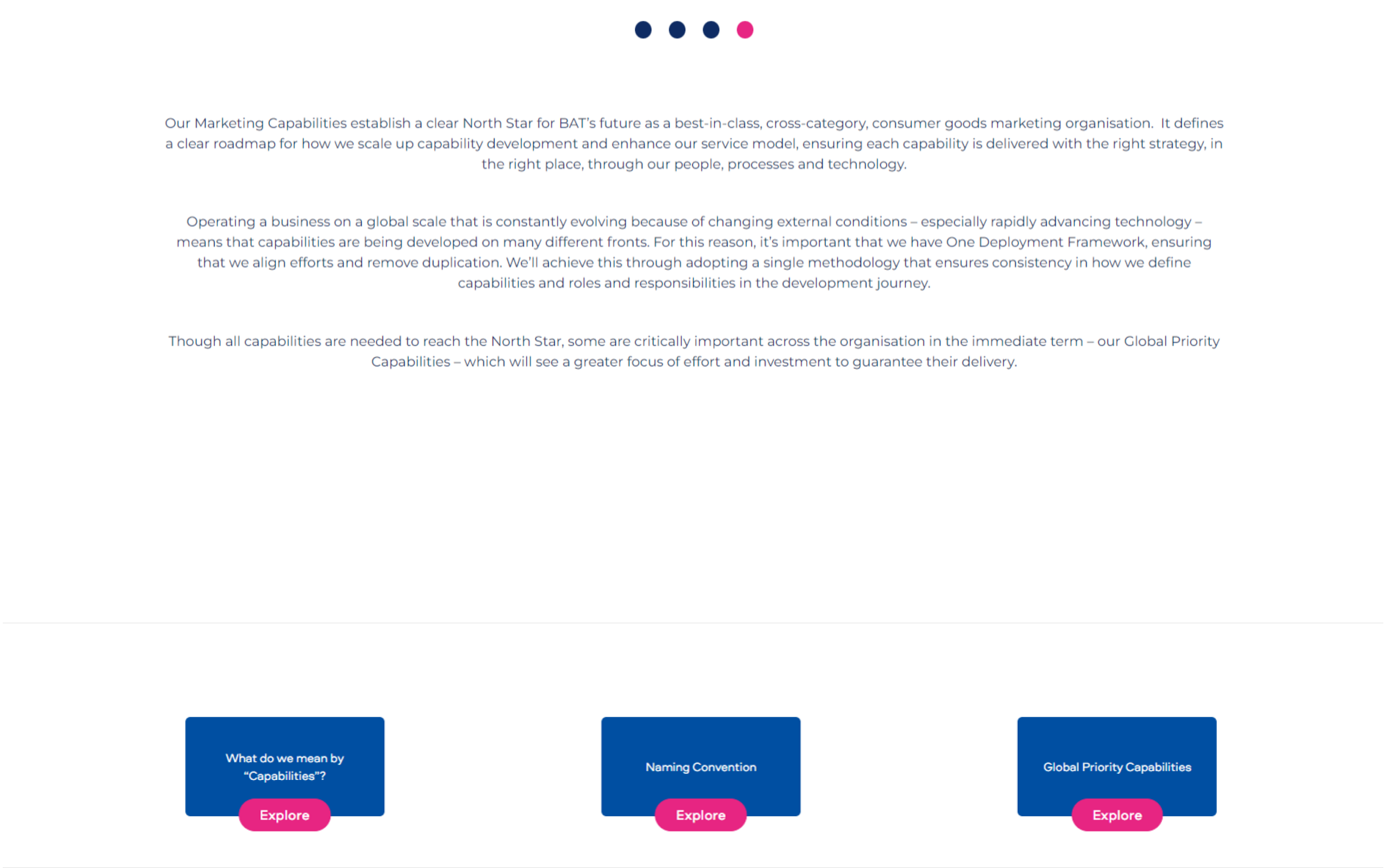
INTRO COPY & CARDS/CTA’S

The intro copy spans the width of the page making it less digestible for the user. There are also three paragraphs of it detailing marketing capabilities.

Takes up a lot of space on the page and could be better broken up with some images...

Could add a text link to read more revealing more text on click or just remove the copy and revise copy in the hero.

The Cards/CTA's seem to just float in space further down the page... They would be more effective if either padded out into proper cards with some intro copy below the title or simplified into text links freeing up some vertical space.



MARKETING COMPASS & KEY ENABLERS

Given that this component is the pages USP or focal point you would expect to find it further up the page and not near to or below the fold.

Text on the compass is very small.

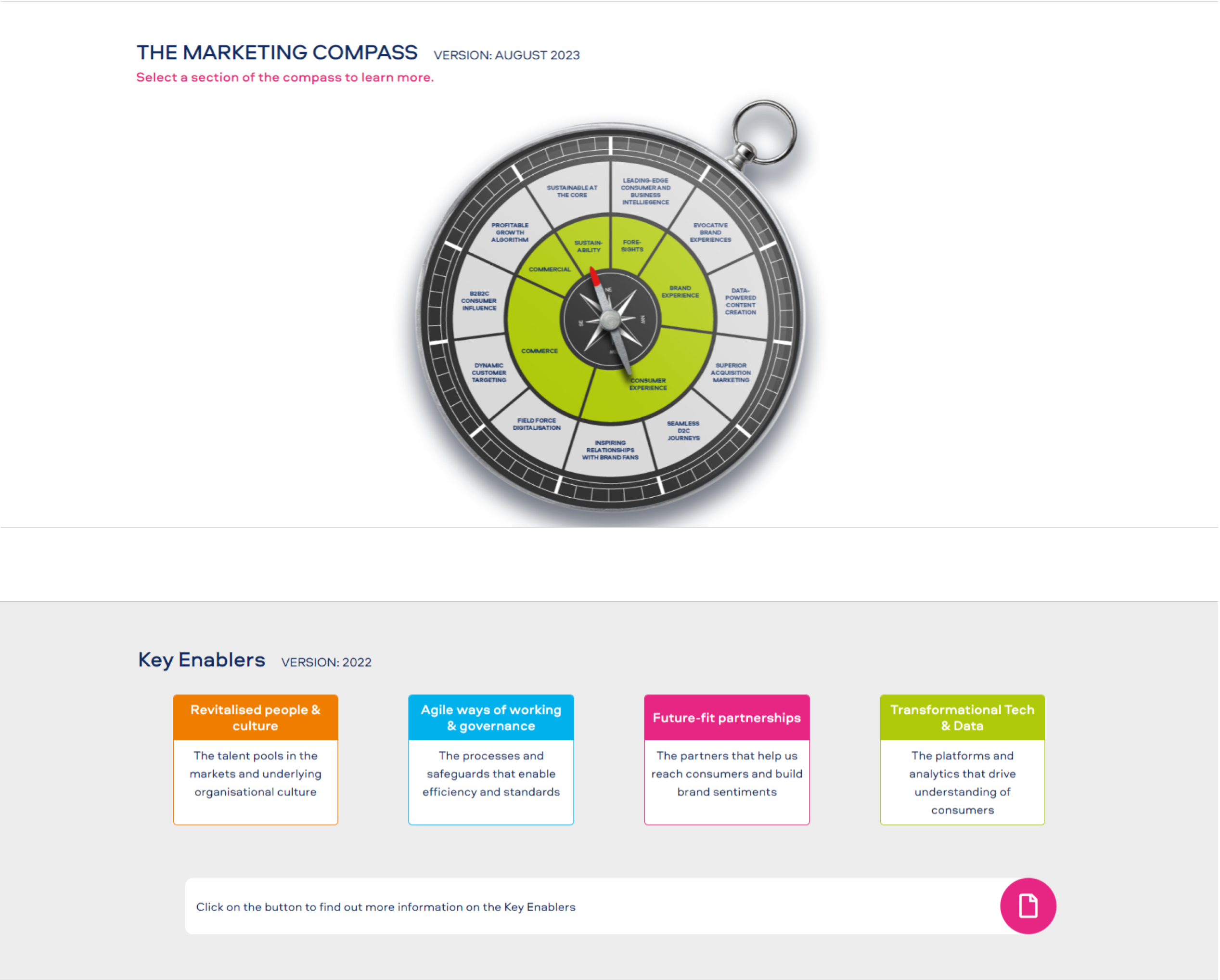
The white text on pink when hovering may not be accessible.

Upon clicking a section within the compass the user is scrolled past the key enablers missing the section completely.

The hierarchy of content needs addressing.

Looking at the key enablers, they could be better suited as bigger cards with images.

The CTA below them for more information looks like a search field and could be simplified or made clearer with a textual CTA. Or remove and introduce duplicate CTA's within each card.



COMPASS SCROLL TO POSITION

Here we can see the scroll to section after clicking on a section within the compass.

This content should really appear directly below the compass and we could make better use of the space introducing tabs for the 'Data-Powered content creation' section and the accordions.

MARKETING COMPASS

Home Page

The Marketing Compass

Accreditation

made@bat

Career Navigator

Talent 101

DATA-POWERED CONTENT CREATION

Definition

Designing and producing engaging comms that amplify branding and navigate consumers throughout the journey

Objective

Build brands and fans

This Macro on Data-powered Content Creation sits under the Brand Foundation and has 3 capabilities inside.

Choose from a capability below to discover more

Content Strategy

Creative, Content & Concept Planning

Content Production, Translation & Adaptation

USEFUL LINKS

Explore resources available for these capabilities

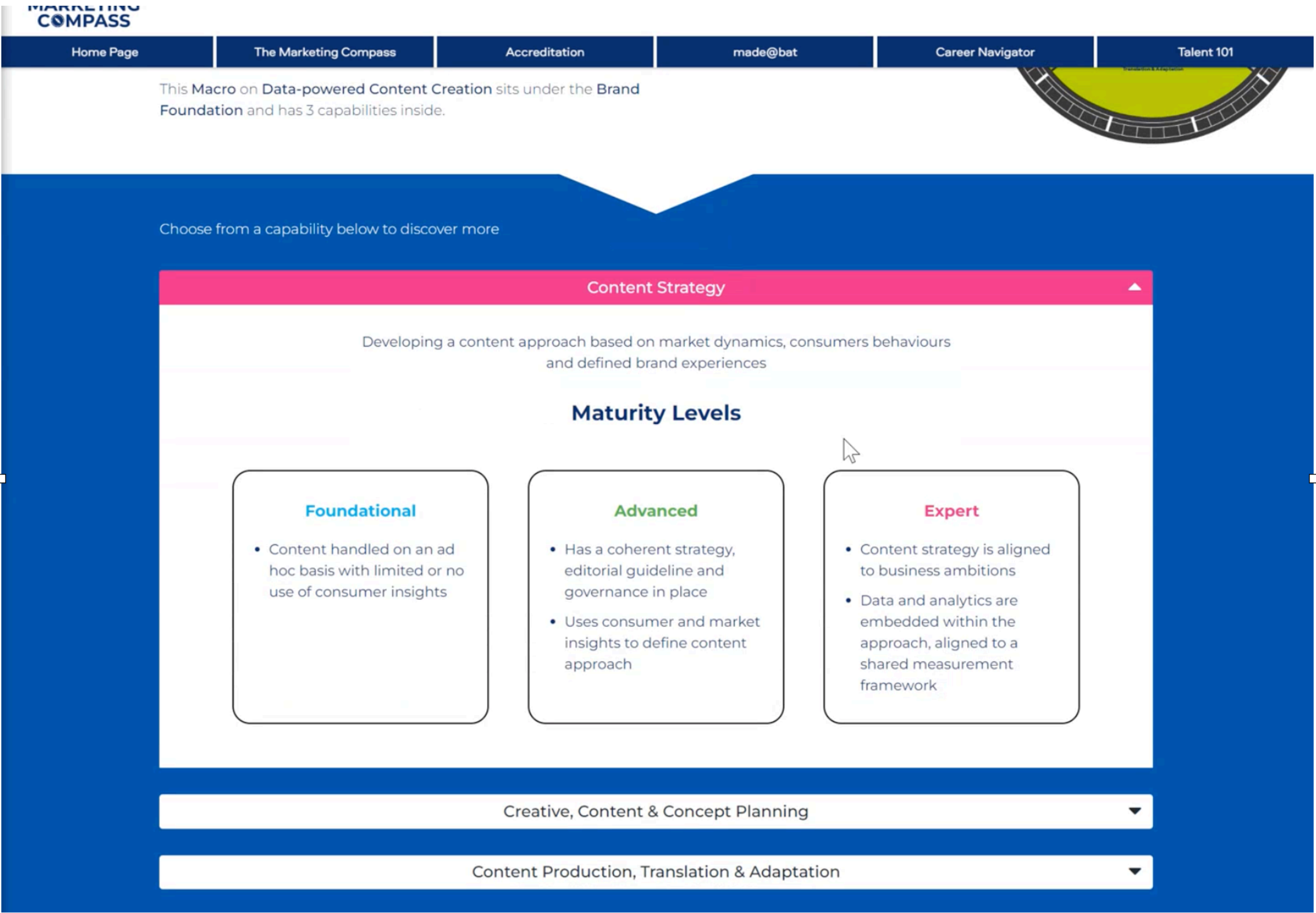
ACCORDIONS

Accordions have been deemed a poor component for the user experience.

In this instance all accordions are closed on page load when its favourable to have the first one open. We are showing as many as eight at any one time.

If the user has to close and open each accordion then there is excessive click counts revealing information and also if the accordions automatically close when opening new its difficult to compare content.

If this information is the focal point then maybe it could be handled in a different way such as full screen take over making it easy to navigate form section to section.



RECOMMENDATIONS

COMPASS HERO

Here we have all the slides from the original carousel visible to the user making for a more scannable experience taking them on a better journey.

There is the option to leave blank and have all the information on click or hover. Show just the headings to start with or all text up front on muted backgrounds.

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INTRO COPY & CARDS/CTA'S

The examples on the right show the copy broken up into three columns making it easier to read and digest... there is the option of individual images to accompany the information or a singular image spanning the width.

We could also remove the images and just have a simple header.

Could possibly use icons as opposed to images?

Below we have the option of having simple text links as CTA's its possible given the original content and eliminates a repetitive CTA.

Or with the introduction of some more copy we could have a larger card making for a more informative component for the user.



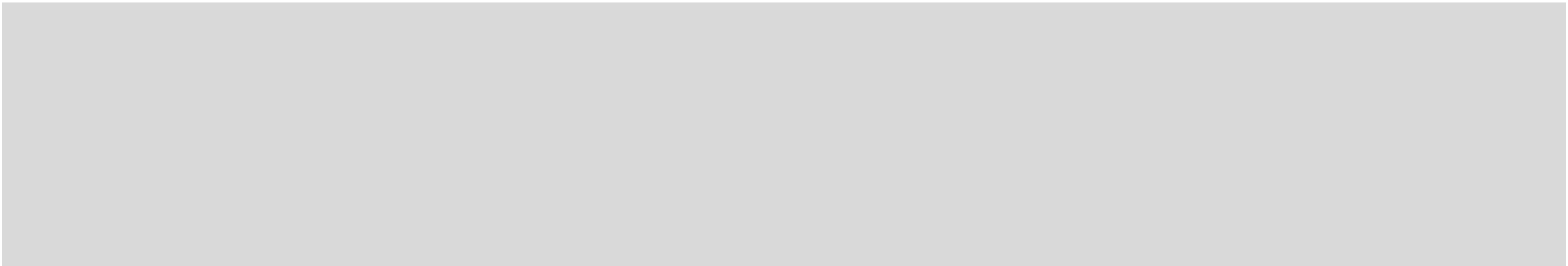
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Explore

THE MARKETING COMPASS

Here we are showing the compass in its selected state revealing the scroll to hidden content.

Using tabs we can eliminate vertical space and show upfront what is priority content.

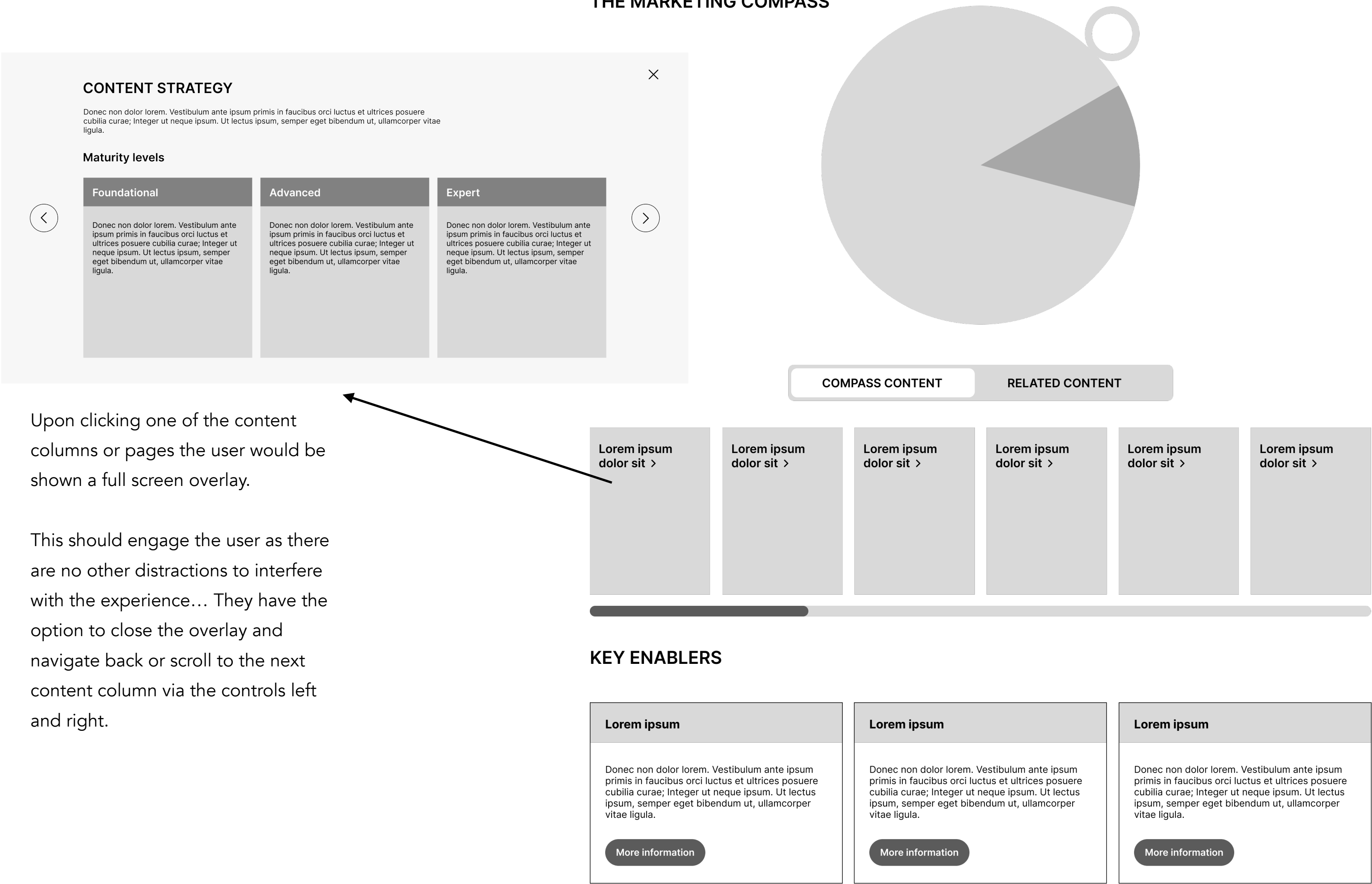
The accordions are now large columns or pages with a large click area the content if exceeding 6 content columns is scrollable we can add in some affordance by way of a scroll bar or showing an off the page item.

Clicking on the related content tab would show the ‘Data-Powered content creation’ as seen in an earlier screen example.

The key enablers have been converted to cards making for a familiar experience for the user and could work with or without images. They have been moved below the scroll to hidden content given its not dynamic and now not missed on scroll after selecting a section within the compass.

This proposed layout could possibly eliminate the scroll to action. Which can be a jarring experience.

THE MARKETING COMPASS



REVISED LAYOUT

Addressing the hierarchy of content here we have an example layout showing the marketing compass just below the hero content, this should be partially visible above the fold after the user has been informed by way of the hero content.

Bringing it above the fold makes for a more intuitive position on the page.

In the examples on the right we can see the compass in its original state and then after a selection has been made.

The marketing capabilities copy and three links have been moved below the key enablers. As it seems to be for informative purposes only.

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THANK YOU

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