

## THE RESULTS

- A scalable approach that would allow for new categories to be added in the future
- Routes into areas of the entire proposition
- Language that is meaningful to consumers
- Space for deals and promotions
- Wider groupings reflecting consumer tendency to consider the complementary nature of products
- Increased conversion



## TAXONOMY RESEARCH SIMPLIFIES MEGAMENU TO DRIVE CONVERSION

Our client is one of Europe's leading specialist electrical and telecommunications retailer and services companies, employing over 40,000 people in eight countries across Europe.

In the United Kingdom, the organisation operates a range of household retail and online brands.

The client's main brand website is a key channel but its role had changed rapidly in the past few years. At the same time consumer behaviour has also changed and the online team wanted to ensure the eCommerce platform didn't lag behind.

## THE BRIEF

With increased focus on the online and challenging targets the commercial teams have focussed on online as a key channel – with more SKUs, extended range, categories, promotions etc. This change and focus have happened sporadically and with time pressures.

One of the key areas impacted is the mega menu, which has 1000s of products and has been regularly built up and added to, rather than optimised. This makes the navigation and online journey much cluttered and not easy for customers.

The primary objective from the brief was to optimise and reorganise the mega menu for [currys.co.uk](http://currys.co.uk). The refreshed navigation should be customer centric, reflect new business requirements and enhance conversion.

## RUNNING THE RESEARCH

The taxonomy research needed to take into account the views of both customers and stakeholders. An approach was therefore developed that involved quantitative and qualitative card sort methodologies, together with a review of site analytics. Stakeholder interviews were also planned and to ensure their success the client engaged Board level sponsorship including a stakeholder wide kick off meeting.

As the mega menu contained hundreds of items the first task was to select the level 2 and 3 menu items that would be used in the card sort to define the level 1 categories.

The key workstreams were as follows:

- **Project KO & Quick wins:** review of site analytics and competitor navigation containers and taxonomy's



## The outcomes:

The revised navigation was evaluated using reverse tree-testing to ensure it was effective. It performed well against the existing navigation and went live, initially using a/b testing.

The results were excellent. The new navigation container achieved the primary objectives of delivering a customer centric taxonomy that was also scalable for the future needs of the business.

The improved navigation also increased site conversion as customers find it easier to locate the products and services they are interested in. As a result, the new navigation container went live and further work has been carried out on the L2 and L3 levels to ensure a consistent approach and good governance.

*"The mentality is not to remove, just to add, and add things to multiple menus"*



## WORKING WITH US

UX24/7 is Global Design Research Agency operating in more than 25 countries and headquartered in London. We help businesses deliver transformational change in the areas of user experience strategy, digital processes and online performance through UX consulting, insight generation and design research.

Projects are run by senior UX consultants who have all been accredited for their capabilities, education and experience through our [Accredited Practitioner Programme](#). Our UX consultants are located around the world and we can provide services in almost any country, language and culture.

If you have a project in mind or want to learn more about how we can help:

[Get in Touch](#)



Global Design Research

Head Office: London

+44(0)8000 246247

[www.ux247.com](http://www.ux247.com)

[hello@ux247.com](mailto:hello@ux247.com)

Follow Us:

