

## THE RESULTS

- A simpler shallower navigation.
- Customer centric labels and groupings.
- Stakeholder buy-in to the change.
- Increased conversion and engagement.



## THE BRIEF

O2 is a telecommunications service provider in the UK, owned by the Spanish multinational Telefonica. O2 is the second-largest mobile network operator in the UK with 25 million subscribers.

As well as the UK, O2 also operate in Europe and North, Central and South America. The company has around 6700 employees, over 450 retail stores and sponsors England Rugby, The O2 arena and 19 O2 Academy music venues across the UK.

The navigation for the O2 website had, like so many websites, grown organically over time. The O2 team felt it had become too business centric and analytics suggested visitors were not finding their way to key content. Crucially they felt the navigation was having a negative impact on conversion through the shop.

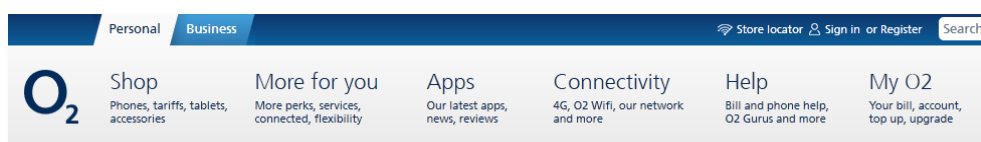
## RUNNING THE RESEARCH

Taxonomy redesign involves card sorting methodologies to deliver a customer centric navigation. Card sorts require users to group content items together as they see fit and to name that group. Alternatively they can sort content items under an already named group.

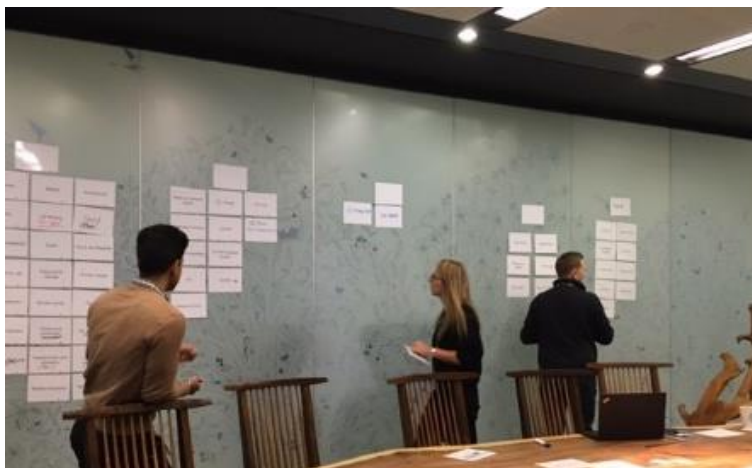
It is important to include stakeholders when redesigning taxonomy and navigation containers. When they have grown organically over time there will be business reasons behind the structure and these need to be 'unpicked' and placed into context. The context is provided by the customer view which means the project consists of the following elements:

- **Customer quantitative card sort:** a large sample of users using online software to group and name content items.
- **Stakeholder workshops:** One-to-one and group sessions to identify the business-centric taxonomy and political context.
- **Tree test of the proposed IA's:** Tree testing is a methodology that evaluates whether a proposed Information Architecture works as expected.

For the O2 requirement we ran an online card sort with 500 users split between non and existing O2 customers. They were asked to sort 50 navigation items into groups that made sense to them.



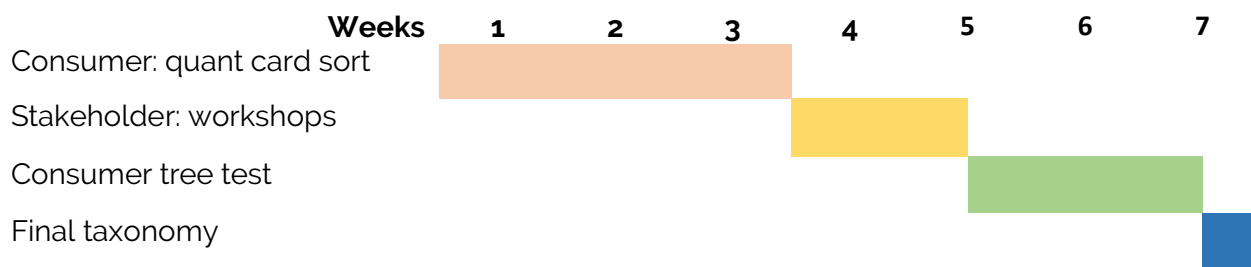
In parallel we ran a number of stakeholder workshops and interviews. Workshops involved various activities, including a card sort, to establish the needs of the business in terms of key items, scalability and future requirements.



- Taxonomy redesign
- Quant card sort with 500 users
- Stakeholder interviews
- Qual tree test with 10 users

## PROJECT TIMELINE

The entire project was completed in seven weeks following sign off. The challenging aspects are completion rate for the online card sort and scheduling the stakeholder session.



## INSIGHTS & RECOMMENDATIONS

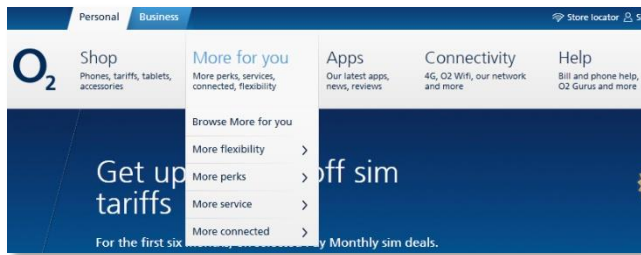
The resulting taxonomy was implemented on the O2 website and delivered the targeted improvement. The research showed that:

- The website was struggling to contain the increased range of services on offer
- Vague, inconsistent or poorly understood content labelling was a growing problem
- Simplification of the navigation was well received by stakeholders and customers
- Graphics in the mega-menu often caused confusion, particularly when technology related.

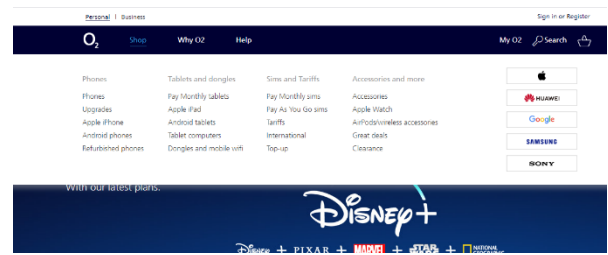
*UX24/7 are great. Their ability to work alongside us, often at short notice, and deliver such high-quality user insight has been a breath of fresh air. Paul and his team of senior experts strike a lovely balance between integrity, professionalism and fun!"*

**Stewart Griffiths**, Head of User Experience, Design & Copy, Telefonica UK Ltd

The following represent the before and after navigation container.



Before



After

## 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:

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