

Case Study: Ford Vehicles Website

TecEd's user research services deliver vital insights about the world of your customers. Together with your team, we observe and analyze people's actual experiences and behavior with your products. Based on user data, we create innovative designs at successful companies around the world.

Background and Challenges

J. Walter Thompson, the digital design agency of the Ford Division of the Ford Motor Company, needed to learn how vehicle buyers make purchase decisions in order to refine the Ford Vehicles website.

JWT had less than a month—and a limited research budget—to collect data and make design decisions. Yet they wanted more insight into potential buyers' behavior than surveys or Web metrics could reveal.

Objectives

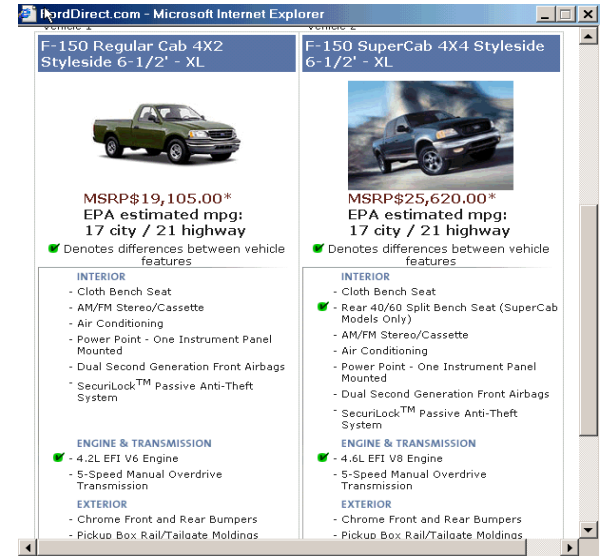
- Observe how vehicle buyers get the information they need
- Find out what appeals to buyers about the information
- Learn what hampers buyers in collecting information

Solutions

- Adapted field research methods for short-term user research
- Conducted ten 1-hour, ethnographic interviews
- Recruited in geographically diverse cities outside Detroit

Results

- Learned key buyer behaviors to guide design, including the importance of comparison tables
- Applied findings to all levels of website redesign, from the homepage to the showroom pages
- Decreased the time it took visitors to find vital information (documented in usability testing of redesigned pages)



Redesigned pages allow for side-by-side comparisons.

J. Walter Thompson

"Working with Tec-Ed, we got the answers we needed in time to inform our site redesign."

--Amy Barnes, Information Architect

J. Walter Thompson ranks as the fourth largest full-service network in the world. Its parent company is WPP (NASDAQ: WPPGY).

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