

recent Case study on my IA effort for Hewlett-Packard, **Post-Purchase Support IA & Customer Experience problem solving re: Product Support Solution findability issues**

re-designing a customer-facing support exp for a top-tier provider of printers, tablets, & PCs

Business Challenge

- As a well known manufacturer of Printers, Personal Computers, etc. HP wants to differentiate itself as a top-tier personal tech products provider competing with consumer favorites Apple & Samsung.
- HP upper mgmt. recognized the need to offer best-in-class customer service where usability is critical to their success in a very competitive consumer electronics market place (and they cannot be competitive as-is because their post-purchase product support is notoriously difficult to access).
- The as-is HP support experience fell short of these goals primarily because Users cannot find the support solutions that they are looking for.
- HP's support sites are challenged by their inconsistent user experience, non-unified information architecture, & ineffective User Inquiry traffic handling.

Approach

- Clean up the Information Architecture, establish clear paths for the end user, surface the right support solution at the right time.
- Improve local 'search assisted' navigation within the Customer Care domain so that once inside HP support sites, the Search Experience drives the user directly towards answers to their support questions.
- Develop a metadata framework and taxonomy around products, product attributes, and natural language search topics to allow for an effectively guided 'search conversation' between the User and the HP Support Sites' search engine UI.

Outcomes

- Delivered wireframes for responsive design within an Unified IA framework, Improved Search exp. Interactions by design, defined controlled vocabularies and created the vision for a new, object-oriented metadata framework enabling cutting edge search dev. enhancements.
- SEO impacts include faceted support topic navigation, suggested links based on product, terms that point to related products, pointers toward related technology issues, and tech-ecosystem problem-solving.
- Assisted the customer's internal technology resources in planning subsequent search development efforts. Also contributed by assisting Integration with Critical-Mass' IA and Re-Branding work, and defining support search experience improvements and process improvement road map.

Analyzed Information Architecture in the context of HP support User Experience scenarios.

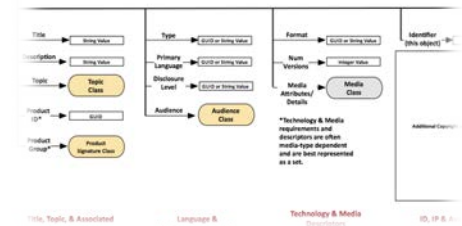
Profile One – "Mom & Family" I want to figure out why my wireless network keeps dropping the connection to my PC.

I am skeptical but an encouraging testimonial appears next to it with a photo of a real user saying that this works and can be useful again in the future if my computer fails to see the printer again at any time.

Cool! – It says they have a troubleshooting utility that I can download that often fixes the problem automatically and verifies by printing a test page.



Recommend standards based metadata frameworks for improving accessibility of support solution content



Delivered support taxonomy and search UI that leverage product attributes, & support topic concepts in context with product information browsing

