

Product detail page infographic updates drive positive UX

Challenge:

- 300+ product detail pages needed content updates to enhance customer experience but internal resources lacked time and expertise to do so effectively

Approach:

- Applied UX expertise to identify customer painpoints and define real recommendations
- Applied communications expertise to create branded copy and design

Results:



300+ graphics answered customer questions to inform purchase decisions



"I cannot thank you enough for your incredible support and expertise.

I'm continuously impressed by how much we accomplished in just 2 months."

CONTENT MARKETING SPECIALIST

In early 2022, a multinational technology company launched an initiative to enhance 300+ detail pages for products ranging from pens and cleaners to furniture and electronic devices. It wanted to improve customer experience along the shopping journey and decided that new or improved infographics would help achieve that. Internal resources, however, were limited and lacked expertise so the company reached out to D2 for support.

Our approach

The first step was to review existing Q&A and customer comments, and do competitive research in order to identify customer painpoints. Overall findings indicated that, while most product pages offered basic information, details asked for by customers were often missing, vague, or incorrect, as was critical compatibility and/or use case. Information in images, feature copy, and/or instruction manuals sometimes conflicted with each other. Many did not follow approved brand guidelines. Some contained duplicate or draft graphics.

D2 UX experts reviewed and identified opportunities for improvement then collaborated with D2 communications experts to prioritize need and define best methods to communicate needed information. Copywriters and graphic designers worked together to craft compelling copy and design properly branded infographics to tell the full product story. We leveraged content across products and categories to ensure consistency and maximize efficiencies. Along the way, we created 90+ new icons for use in future detail pages.

The results

300+ unique infographics successfully addressed questions from customers on size, compatibility, package contents, setup, usage, and more. Because of our work with icon creation, we were asked to contribute to updated brand and infographic guidelines. Product managers ended up requesting infographics support for other categories and, ultimately, we were asked to assume product documentation for eight brands as well.