

# 5X5Z0010\_2223\_1P Digital Human and Audiences

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I undertook the role of UX researcher for this project to provide Hilti with a link between the website and the customers who use the site to deliver insights to the Hilti UX team on the motivations, behaviours and needs of their website users.

The first step of the process was to define who the customer is, building a picture of what they want from the product Hilti is offering them. Secondary research was then conducted to gain insights into where and what the user does online and offline. Additionally, primary research techniques were used to observe how users currently use the website and what pain points they encounter whilst trying to fulfil their on-page needs. This research was then analysed and used to compile a set of recommendations for how the Hilti UX team can closer align the product pages on the website to the needs of the chosen end user.

#### Top three recommendations for Hilti product pages:

- 1. Simplify UX across both desktop and mobile
- 2. Re-organise eCommerce elements / process
- 3. Introduce trust markers

The above recommendations will lead to a more enjoyable, less confusing online experience for Hilti customers. It will persuade users to spend longer on the product pages, giving the customer answers to their questions with the ultimate goal of increasing online revenue. Without the implementation of the recommendations, Hilti runs the risk of complicating the online experience, adding further layers of functionality / complexity on top of the current offering, leading to a decrease in online revenue.

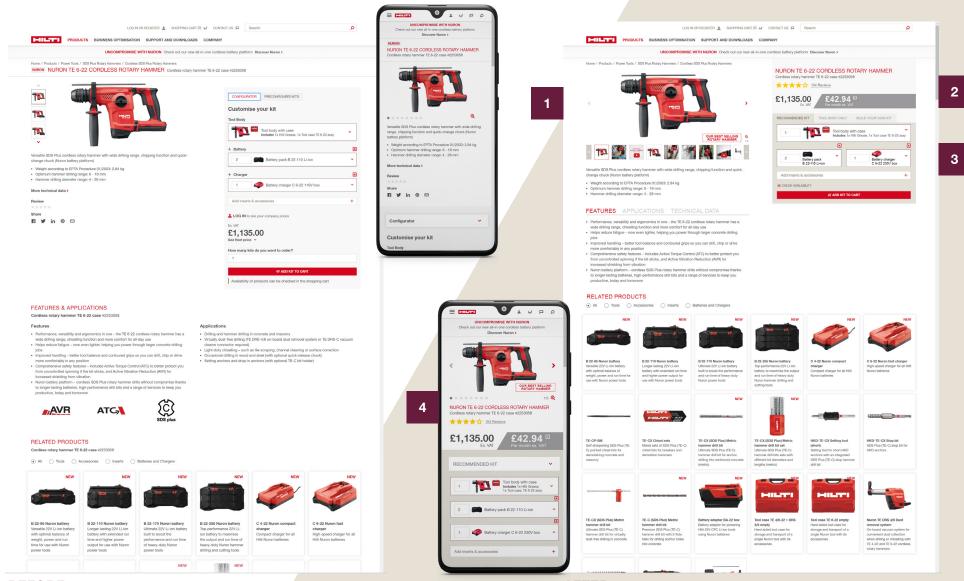
# 2.0 UX RESEARCH APPROACH

An empathetic persona, and the subsequent creation of an empathy map, should be the 'first step in design thinking' (Gibbons, 2018). It is a method for visually representing what Hilti knows about a particular user, placing them at the centre of the design process to understand their needs, with the ultimate goal of exceeding them. The empathy map created (**Page 4**) focuses on Steve, an operations manager, collating what he says, thinks, does, and feels. Coupled with the work Hilti undertook in 2021, creating six personas (**Appendix 2a/b**), this empathy map can give the business a single source of truth to aid better decision-making and as a reference for the suggested changes.

PET™ (Human Factors International, n.d.) is a UX theory rooted in social psychology that compliments traditional usability best practices for influencing users using markers of persuasion, emotion and trust. The techniques are used in this proposal to go beyond simply offering visitors to the Hilti website options, motivating them to perform desired actions, and taking them 'from can do to will do and still do' (Weinschenk, 2011).

Other psychological theories have been incorporated into this proposal, such as Lang's Limited Capacity Model (Lang, 2000) and Don Norman's ideas on the role of emotion in design, to give a broader range of techniques for Hilti to utilise in persuading and influencing their website users. These theories were interlaced with multiple UX best practice methodologies to provide a definitive set of recommendations that Hilti should consider to improve the conversion rate on their product pages, ultimately increasing online sales.

# 3.0 UX RECOMMENDATIONS



BEFORE ^

AFTER ^

# 3.0 UX RECOMMENDATIONS

#### 1. Redesign the product carousel

Primarily appealing on a behavioural level, this recommendation adheres to the thinking that 'appearance should match its usage' (Norman, 2004:44). Re-organising the carousel to match behaviour (Colbourne, 2017:ch 5) will help to elicit an emotional response to the content, in-line with PET™ Theory (HFI, n.d.). Once implemented, this recommendation will help transition users to the visceral level of design (Norman, 2004:39), leading them to spend longer on the page and increasing the chance of a conversion.

#### 2. Restructure the eCommerce UX

Whereas 'no single design will satisfy everyone, (Norman, 2004:39), there are changes that Hilti can implement, bringing the UX closer to what is familiar to users of eCommerce. Jakob's Law (Nielsen, n.d.) reinforces this when stating, 'by leveraging existing mental models, we can create superior user experiences in which the users can focus on their tasks rather than on learning new models'. These changes will support the persuasion of customers, leading to more people adding Hilti products to their baskets.

# 3. Simplify the product selection panel

Based on the rationale that 'our ability to process information is limited' (Lang, 2000) and reinforced by the recommendations of Hick's Law (Hick & Hyman, 1952) to 'avoid overwhelming users by highlighting recommended options'. The simplified organisation of this section, enabling users to 'focus on what they're doing' (Colbourne, 2017:ch 5), will lead to higher on-page conversion rates. Hick's Law (Hick & Hyman, 1952) also suggests that by decreasing the cognitive load placed on users and breaking down the process into smaller steps, Hilti will sell more products.

#### 4. Introduce trust markers

With the persuasion and emotional aspects of PET™ covered, introducing peer advice via product reviews, Hilti can help to remove risk, boxing off the trust aspect of the theory (HFI, n.d.). By visually referencing trust markers, Hilti can expect an increase in conversions by using social proof; 'when they are uncertain, people will look to the actions and behaviours of others to determine their own' (Cialdini, 1984).

# 4.0 CONCLUSION

Understanding what drives human behaviour is vital for Hilti to increase online revenue, complementing its established offline sales channels and direct sales model. In the digital world, Hilti's competitors are not other power tool manufacturers but eCommerce brands who design their processes and UX to positively influence online revenue.

According to consultancy firm Prophet, 'brands removing friction and delivering clear, useful and simple experiences are benefitting' (Prophet, 2017). Many recommendations outlined will require significant development time, but the effort involved in unpicking the page architecture and re-organising the on-page UX will result in higher online revenue.

The benefits of simplifying Hilti's online processes in line with the expectations of digital humans are already being proven valuable in the form of a guest checkout trial (Appendix 2), which is generating revenue from mobile devices, a previously low-performing platform.

A brand evaluation carried out by Interbrand (2021) stated that, 31% of their customers' purchase decisions are driven by their perception of Hilti as a brand. Now is the time for Hilti to closer align the online brand experience with it's perception in the non-digital world.

# **EMOTION**

- **Trust** over time with a chosen supplier.
- Heard / Understood via empathy for the challenges that they are facing.
- Confident that it's a trusted brand / product (something that they can put their name to in front of decision makers – 'I believe that this will help our business'.
- **Serenity** to be experienced with a high level of service from a reliable supplier.

# SEES / HEARS

- Sees comments / sentiments from their peer group (Connections) on LinkedIn
- Influenced by positive / negative experiences with a brand from both key decision makers and end users in the business
- Sees other tool / construction related manufacturers / software service providers
- Reads industry news: Building News (www.building.co.uk) and Construction News (constructionnews.co.uk)
- Follows #contractors #contractorsofinstagram #civilconstruction #constructionwork #builders #contruction #constructionsite #constructionlife #safety #bim #engineering #infrastructure

# **STEVE**

Aged 46, he manages equipment for a large construction firm. He is in charge of making sure that the firms' multiple teams have the equipment they need, when they need it.

He juggles lots of different tasks at once, and time poor as a result.

Desires reliable service from his suppliers.

Wants to avoid unnecessary purchases.

Avg. salary for a Construction Operations Manager is £43,989/yr (Glassdoor, 2023).

# **EXPECTATION**

- Clear layout of information: Allows for quick decisions to be made once all information has been taken in.
- Relevance of information: Content covers industry topics such as Health & Safety.
- Transparent pricing: Wants to see the price as one of the final steps in decision-making.
- Ease of purchase: Once a decision has been made based on information, an easy want to be able to place an order easily - 'is the product in stock?' / 'when will I receive the product?'

### POSITIVE TRIGGERS

- Social proof: Product reviews are important to gauge how good a product is, 'what have others said about this product?', 'why is this a good choice for me?'.
- Behavioural: Pleasure and effectiveness of a well-thought-out, easy-to-use website.
- **Design quality:** Trust in a website built upon the foundations of a well-designed online UX.
- High price equals good: Price is seen as a good indicator of product quality.

# UNANSWERED QUESTIONS / POSSIBLE FRUSTRATIONS

- Time is the biggest barrier no time to research potential suppliers / shift thinking large businesses take time to arrive at decisions.
- Lots of noise in the industry time / ability to cut through the noise.
- Internal loyalty or bias to alternate brands 'the boss has a great experience with Xxxxxxxxx'.
- Bad experience with products in the past lack of support from previous suppliers? What will the future look like if we as a business engage with this 'new' solution?



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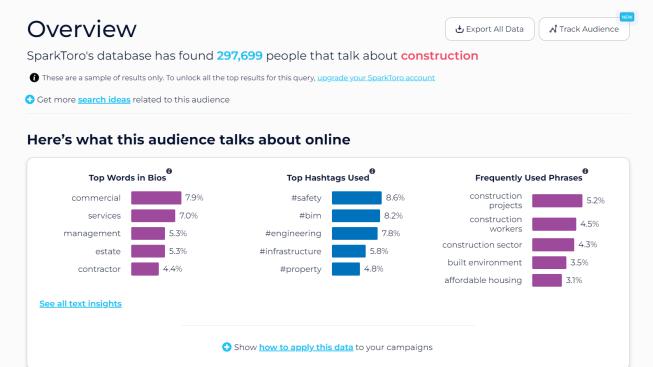
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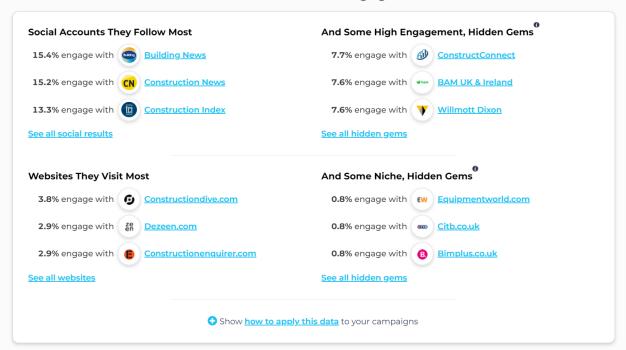
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# **APPENDICES**

1. Sparktoro research data: Construction



## Here's what this audience follows, visits, and engages-with



### Here's what this audience watches, listens-to, and reads

