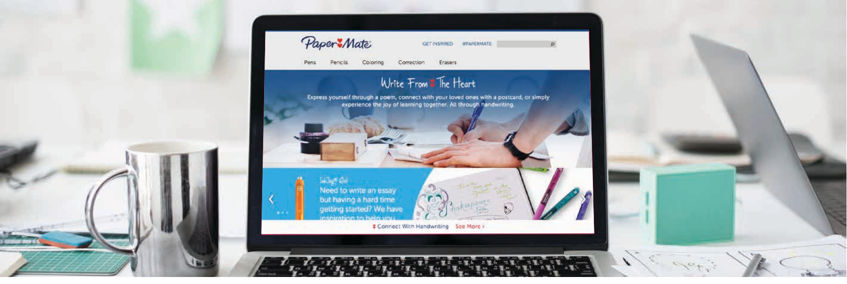
Paper Mate

Paper Mate is a leading global provider of writing instruments and correction products with a simple motto - Write from the Heart.


Paper Mate
Write From the Heart
Need to write an essay but having a hard time getting started? We have
Connect With Handwriting

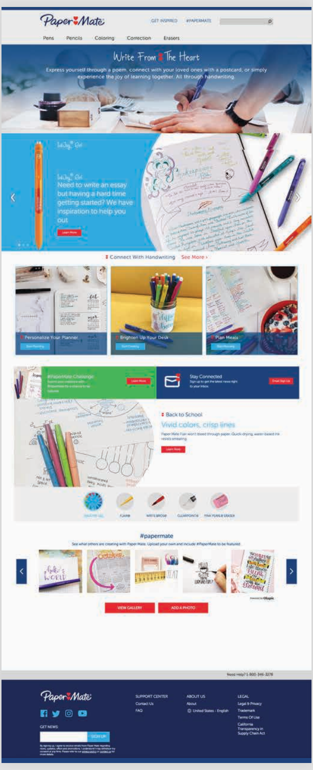
My Role

In an ever-changing digital landscape, it is important to stay technologically pertinent and maintain ease of access as a company. With an online presence consisting of multiple web properties, some unresponsive, inconsistent branding and poor UX, the focus was to develop a website that serves as a highly functional creative channel reaching a defined audience all while increasing brand presence.

The Challenge

Back in 2016, in a movement towards re-branding efforts, Paper Mate took on a flat design concept to bring the latest technology and information to the table to improve site performance and usability. The goal was to efficiently provide users with an experience that would be both beneficial and engaging. Focus shifted toward self expression and less on product emphasis. But for how long? Over the course of several months Paper Mate's online presence site has become stationary and inactive plagued with branding discrepancies. Dormant project postings and dwindling participation, paired with inconsistent branding, continues to hinder Paper Mate's attempt to provide value among audience segments through an online presence.

Paper Mate
Choose Your Country
NORTH AMERICA
LATIN AMERICA
EUROPE
ASIA PACIFIC


Paper Mate
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Need to write an essay but having a hard time getting started? We have inspiration to help you out.
Connect With Handwriting
Back to School
Papermate

Consequently, Paper Mate's site has become outdated and no longer resonates with targeted users, resulting in a higher than desired bounce rate and lack of promotional/social interaction. In addition, unpredictable content placement with the extension of faulty functionality make navigating the site difficult.

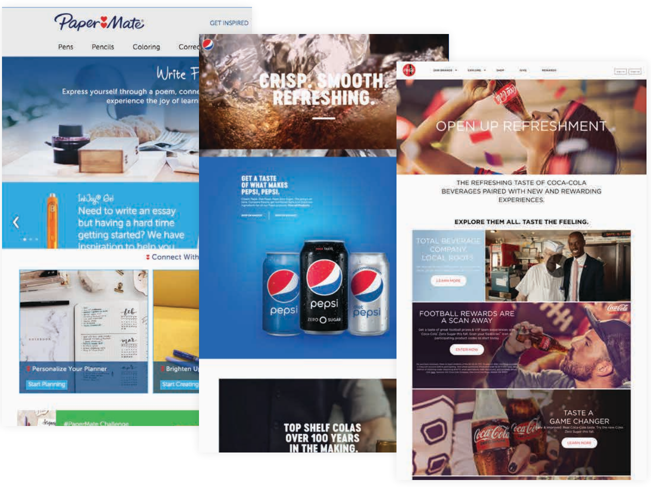
It is clear a new online presence would need to:

- Effectively serve multiple audiences - writers, drawers, doodlers and studiers - with the right information
- Deliver a digital experience that encourages user interaction and self expression
- Clearly present and communicate brand values and messaging
- Create an inviting online digital presence that enhances functionality and usability
- Provide a means for effortless content update via backend system, social integration, or blog feed

The Approach

The approach was simple - compare and analyze Paper Mate with leading brand sites in the market to provide detailed working solutions in order to acquire and reach target brand recognition among users. Comparing against established brands with similar markets, brand values and approaches provides valuable competitive information of what is currently working to influence consumers today. Though the products offered are different the main purpose of the following sites are similar - present the brand message while providing value to the consumer.

It was equally important to identify users allowing the fine-tuning of content that speaks directly to audience segments with unique priorities, mindsets, and needs. In addition, current site evaluation needed to take place to identify functionality and content relevance. By examining organic search traffic and taking a deep dive into existing analytics, opportunities were sought out to better promote existing content and functionality.


Paper Mate
Write From the Heart
Need to write an essay but having a hard time getting started? We have
CRISP, SMOOTH, REFRESHING.
GET A TASTE OF WHAT MAKES PEPSI, PEPSI
pepsi
TOP SHELF COLAS OVER 100 YEARS IN THE MAKING
OPEN UP REFRESHMENT
THE REFRESHING TASTE OF COCA-COLA BEVERAGES PAIRED WITH NEW AND REWARDING EXPERIENCES.
EXPLORE THEM ALL. TASTE THE FEELING.
FOOTBALL REWARDS ARE A SCAN AWAY
TASTE A GAME CHANGER

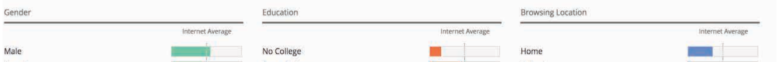
In order to establish brand presence, both Pepsi.com and Cocacola.com have designed sites specifically showcasing their product.

Pepsi.com

Pepsi is a carbonated soft drink produced and manufactured by PepsiCo. Originally created and developed in 1893 and introduced as Brad's Drink, it was renamed as Pepsi-Cola on August 28, 1898, and then as Pepsi in 1961.

Target Audience

How similar is the site's audience to the general internet population



Visitor Engagement

Bounce Rate

Daily Pageviews per Visitor

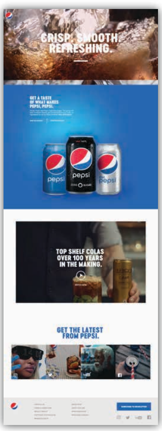
Daily Time on Site

75.20% ▼ 6.00%

1.50 ▲ 10.00%

1:21 ▲ 18.00%

Overview


CRISP. SMOOTH. REFRESHING.
GET A TASTE OF WHAT MAKES PEPSI, PEPSI.
TOP SHELF COLAS OVER 100 YEARS IN THE MAKING.
GET THE LATEST FROM PEPSI

Pepsi successfully combines full screen imagery and metaphorical advertising with up to date technology to engage the consumer with proper branding messages and value. Broken down into 5 main sections,the simplicity of the site allows users to easily navigate and locate information with ease. These sections easily depict the importance Pepsi placed on branding and user experience.

Having product purchasing of secondary importance, Pepsi has implemented an over simplistic experience enabling users to swiftly purchase products. They have also shifted the functionality of searching for specific items from their main site to the third parties purchasing site. By limiting access to resellers Pepsi manages the user's attention. The user spends less time searching or scrolling for product information and is promptly directed to making a purchase. Granted, the searching and scrolling has now been directed to the resellers site, and the opportunity for abandoning is still high; yet, by directing users to a search page of only Pepsi products, Pepsi has lowered this risk. Consequently, this also reduces the overhead of product page management for Pepsi and places it onto the shoulders of the reseller - where a customer is more likely to need product information and where purchasing takes place.

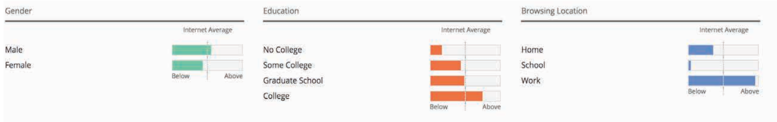
Additionally, Pepsi has emphasized the importance of relevant information by using tracking technologies to better understand the interests of their customers and website visitors, while also serving additional product advertisements after leaving their site, encouraging users to return.

Us.cocacola.com

Coca-Cola, or Coke, is a carbonated soft drink produced by The Coca-Cola Company. Originally intended as a patent medicine, it was invented in the late 19th century by John Pemberton and was bought out by businessman Asa Griggs Candler, whose marketing tactics led Coca-Cola to its dominance of the world soft-drink market throughout the 20th century.

Target Audience

How similar is the site's audience to the general internet population



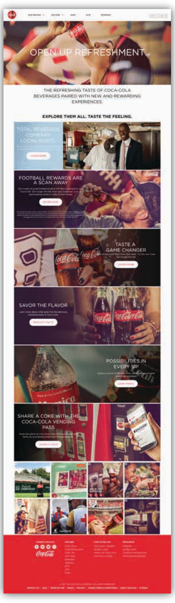
Visitor Engagement

Bounce Rate
50.70% ▼ 5.00%

Daily Pageviews per Visitor
2.06 ▲ 4.00%

Daily Time on Site
3:02 ▲ 2.00%

Overview


OPEN UP REFRESHMENT
THE REFRESHING TASTE OF COCA-COLA BEVERAGES PAIRED WITH NEW AND REWARDING EXPERIENCES.
EXPLORE THEM ALL. TASTE THE FEELING.

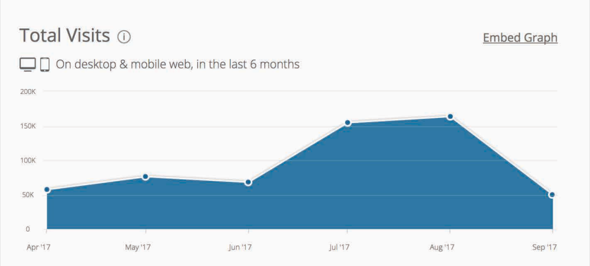
While Pepsi focuses on imagery to reinforce the quality of their product, Coca-cola manages to communicate their brand value, presence and messaging in a uniquely different way. Focusing on emotion Coca-Cola displays images and words used to provoke and generate feelings of good times, happiness, and friendship. With a bit of a more traditional site layout, Coca-Cola displays importance on community and user engagement while bringing value to consumers. Prominence of community companies, rewards, product enhancements, and social interaction take center stage providing users with an atmosphere of rewarding experiences. Taking a deeper dive into Cocacola.com, the layout promotes ease of use with familiar design and navigation functionality. Tabs of items that are of secondary importance to Coca-Cola are conveniently displayed using a sticky header making accessibility a priority at all times.

Products are represented with equal balance throughout the site; yet, the action of purchasing has taken a step back and is of less importance. Using the same technique of purchasing as Pepsi, Coca-Cola has ensured that their message is the primary focus of their website. With that being said, Coca-Cola has also implemented common tracking technologies to better understand user behavior, site functionality and to provide relevant information to visitors.

The Discovery

The discovery phase involved a review of the competitive landscape, an attempt to understand Paper Mate's vision, as well as research into user needs, behaviors and pain-points. This included a discovery phase to understand site usefulness and responsiveness.

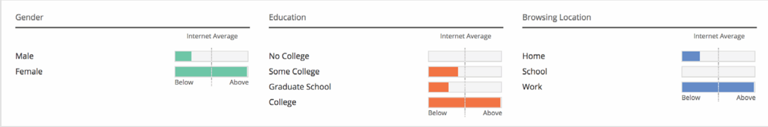
Research revealed that users' motivations for visiting Papermate.com were different, hinting at different requirements.



Peak seasons were identified occurring around back to school months. With these seasons in mind it is important for Paper Mate to update any sort of deals to be visible at these times. With These observations made it was clear that persona's needed to be created in order to designate prioritization of focus and support. These persona's were then used constantly throughout the project to guide decisions, priorities, and create empathy.

Persona hypothesis consisted of three different archetypes which facilitated discussions about users needs, desires and varying contexts of use. Through careful analysis, sufficient behavioral variables to segment the user audience were identified. These variables could be categorized into activities such as frequency of use of the product, how the products were used and motivations - such as why they are visiting the site.

The Audience



Amanda
Writer

Rebecca
Drawer

Will & Carla
Doodlers

Megan
Studier

Adam
Working Professional

Primary Persona

Secondary Persona

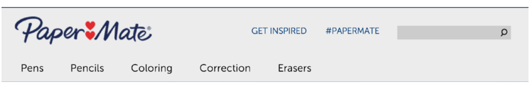
User Empathy

Tight timing meant that efficiency was needed in conducting user research and collecting analytics. Conducting a range of analysis among other sites gauged how similar companies were communicating their brand and values. Gathering how users utilized these sites added incite into the motivations for participating in the sites and activities. These varied research techniques helped to quickly gain insights into the needs of users and contributed to understanding of the environment and workflows.

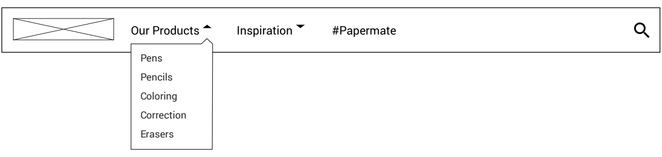
The Vision

Incorporating goals from research served as a lense to consider not only what the site should do, but also how it should feel. This would be the difference between delivering a good experience and a great one. Comprehending the usage contexts of the site helped develop a clear vision of the tonal expectations of the users. Understanding that a complete overhaul of the site might be too much of an undertaking, attention was turned to a few key elements as a short term solution. The goal of these key elements is to increase use by the visitor, utilize tracking to gauge reception, and actively aid in providing a new look and feel increasing Paper Mate's brand presence.

Primary Navigation


Paper Mate
GET INSPIRED
#PAPERMATE
Pens
Pencils
Coloring
Correction
Erasers

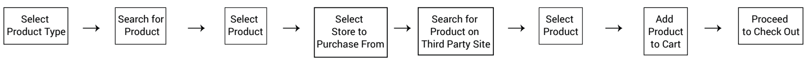
In efforts to give every link and every product equal value and weight on the site, Papermate.com lost their goal in providing quick and efficient access to primary navigation points for users. Lack of affordances provide no guidance to current Paper Mate product tabs, making users work harder to recognize where Paper Mate has chosen to place their product information. Inconsistent link terminology increases the likelihood of leading visitor's down an undesired path resulting in a frustrating experience. In addition, current functionality with an expanding carousel creates a jolting user experience upon first scroll taking users away from these primary navigation links resulting in confusion and disorientation.


Our Products
Inspiration
#Papermate
Pens
Pencils
Coloring
Correction
Erasers

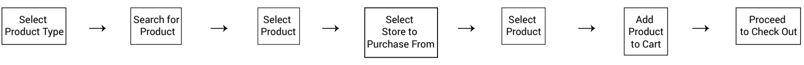
The Resolve

Paper Mate's site would benefit greatly from a consistent centralized header that does not expand or collapse on scrolling. Removing the functionality of the expanding carousel and rearranging the main header will to be "sticky" would create added value to site users. Primary navigation would be present at all times and allow users to easily identify navigation without searching and getting lost. Keeping navigation terms consistent throughout the site will increase brand presence making the experience uncomplicated and reduce confusion.

Purchasing Options


Select Product Type
Search for Product
Select Product
Select Store to Purchase From
Search for Product on Third Party Site
Select Product
Add Product to Cart
Proceed to Check Out

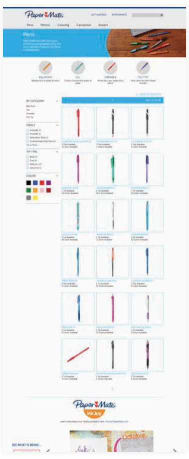
Though, Paper Mate actively supplies users with a link to the third party sites depicting where they could purchase their product, they do not offer any other information to provide value to the user. Upon clicking the provided sites you are taken to their main page, not to the product page on that site. This leads to a poor user experience, forcing the user to search and find the information they had just previously found. In addition, Paper Mate is taking the risk of losing a sale by providing additional distractions to the user by not taking them straight to the product purchasing page.


Select Product Type
Search for Product
Select Product
Select Store to Purchase From
Select Product
Add Product to Cart
Proceed to Check Out

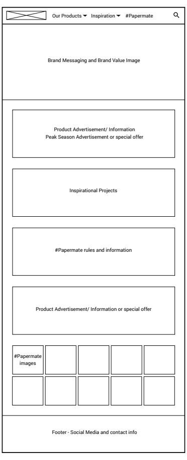
The Resolve

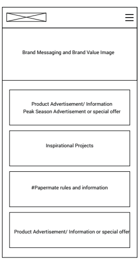
Making it as easy as possible for customers to pay is essential for increasing conversions and sales. Ideally purchase flow will consist of searching for a product on Paper Mate's site and then once a link is clicked the user would end up transferred to the selected store's site. Users should be met with the specific product page for the selected item thus reducing the probability of losing a sale by removing any unnecessary distractions.

Layout and Organization



By creating a user experience that is appropriate to their audience, business goals, and the competitive landscape, Paper Mate can positively reinforce their customers' brand experience. Viewing the site, it seems that the initial target user is one who is creative and likes to draw, partake in arts and crafts of sorts and even reaches out to larger audiences such as students and working professionals. Unfortunately, lack of organization is holding Paper Mate back. To post relevant content such as ways to help organize notes, make schedules and meal plans, only proves hurtful to Paper Mate to not have a fully functional site that presents itself as unorganized and unstructured. Errors such as this can be damaging to a company's brand perception in the minds of visitors. In addition the responsiveness of the site is weak and does not scale well. With a lack of guidance to relevant interactions, functionality, and content - users can find themselves lost and discouraged.


Our Products
Inspiration
#Papermate
Brand Messaging and Brand Value Image
Product Advertisement/ Information
Peak Season Advertisement or special offer
Inspirational Projects
#Papermate rules and information
Product Advertisement/ Information or special offer
#Papermate images
Footer - Social Media and contact info


Brand Messaging and Brand Value Image
Product Advertisement/ Information
Peak Season Advertisement or special offer
Inspirational Projects
#Papermate rules and information
Product Advertisement/ Information or special offer

The Resolve

Providing a layout with organization and categorized content would prove that Paper Mate is conscious of their target audience. A layout that is easy to follow will give users uncomplicated access to valuable and important information. Delivering a design to successfully make the users want to come back and revisit the site, encourage exploration, provide uncomplicated access to valuable and important information increases brand presence while maintaining value to the user. Meanwhile, segmenting content into organized blocks of information allows for a responsive design that can improve user experience and accommodate everyone, whether they are on a desktop or a smartphone or tablet. If a site does not scale for desktops and phones at the very least, visitors could be can driven away.