



# **CUNA Mutual Group B2B (Business to Business) Website Assessment**

## **Project Sponsor**

***CUNA Mutual Group***

## **Authors**

**Sangsun Kim  
Sawyer Mueller  
Russell Peterson  
Gabe Segal  
Andi Sotirin**

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## **Executive Summary**

The goal of this project was to assist CUNA Mutual Group in improving its business-to-business website and the organizational model for Web channel governance. This project had two objectives. The first was to conduct a usability evaluation of the Resource Centers on cunamutual.com and provide recommendations to enhance the online experience for primary user/visitor personas. The second objective was to research practices for managing Website standards and governance, and define a framework for Web channel governance.

The methodology to complete these objectives involved conducting usability testing and researching leading practices for Web governance. Usability testing was conducted using a set of voluntary participants who were asked to complete common tasks in the cunamutual.com Resource Centers. Web governance models and practices were researched using online resources. Additionally, a questionnaire was developed and distributed to a select group of member companies of the University of Wisconsin E-Business Consortium (UWEBC). After receiving the responses of the UWEBC member companies, interviews were conducted with the various participants to gain additional insight on Web governance.

This report provides a number of suggestions based on the team's findings. The recommendations resulting from the usability testing include general guidelines for design factors such as font color and contrast, hyperlink location, and standardizing images. There were also organizational recommendations such as keeping Sales Representatives updated on website material, shifting the behavior of Sales Representatives to use the Internet rather than the Intranet, and encouraging Sales Representatives to "teach" customers where and how to find relevant material. Recommendations for improving the approach to Web governance were based on the following key tenets: receive executive sponsorship, designate a Web governance champion, provide good transparency, develop a 2 – 5 year roadmap, develop and document all processes.

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Karen Heitke, Senior eChannel Specialist

### **Other CUNA Mutual Representatives**

Anna Wittman-Meise, User Experience Designer

### **Anonymous University of Wisconsin E-Business Consortium Member Company Representatives**

### **Project Advisor**

Raj Veeramani, Professor

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