



Enhancing Spectrum Brands' Online User Experience

Project Sponsor

Spectrum Brands

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December 2013

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Executive Summary

Spectrum Brands Holdings is a consumer products company based in Madison, Wisconsin. It has several well-known brands in its portfolio such as Rayovac, Remington, George Foreman, and Black & Decker. These products are sold through a variety of mass retailers and their websites. In addition, Spectrum Brands has their own websites corresponding to their various brands and each of these websites offers varied online user experiences. Spectrum Brands was interested in conducting an assessment of the user experiences on the George Foreman Cooking and Black & Decker Appliances websites.

The objective of this assessment was to analyze the two selected websites, George Foreman (<http://georgeforemancooking.com>) and Black & Decker (<http://blackanddeckerappliances.com>) and attempt to gain insights about user behavior and perception of the shopping experience on these websites. Additionally, the assessment would compare the design and layout of the site to best practices and competitors' websites to identify opportunities for improvement.

The student team from UW-Madison adopted a three-pronged approach to tackle this project. Google analytics provided the raw data that gave us clues about what people were actually doing on the website. This helped us design usability tests around personas of the target market and scenarios that would take them through the most used features of the websites. A usability analysis of the sites both from a design best practices point of view and through a ranking system in comparison with the competition helped identify specific opportunities for improving the websites.

Our team's final recommendations include short term fixes for graphical glitches, missing information, lack of critical functionality and other issues that severely impact the existing user experience on the two websites. Our long term recommendations provide suggestions for layout and process flow inspired by best practices from our research and from studying competitors' websites. We hope that the contents of our report provide Spectrum Brands with the information they need to improve the user experience on the two websites and eventually apply the learnings to websites of other brands in their portfolio.