

# Agenda

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Heuristic and Content Audit

# INTRODUCTION AND BACKGROUND



# WHAT IS AN AUDIT AND WHY DO WE DO IT?

## What is it:

- Heuristic and Content Audits use best practice criteria, defined by 15 years of web industry academic research, to evaluate how well a website conveys its total experience (navigation, brand, content) to the user

## Why do we do it:

- Audits identify obstacles that not only keep your users from getting what they need, but also keep your business from realizing its goals



# METHODOLOGY

- We evaluated ZyrtecProfessional.com and its mobile site against the objective of driving sustainable competitive advantage through unique claims and trial, across all target segments (PCP, Allergists, Peds and Pharmacists)
- We evaluated the current site and identified specific issues using historically validated criteria (heuristics) for best practice experience:
  - We assigned ratings for each issue based on its impact on user task completion
  - We analyzed similarly rated issues to create overarching site themes that can be improved upon



# WHAT MAKES FOR A GOOD USER EXPERIENCE

- Supports both user and business objectives
- Content, functionality and look and feel are integrated and expressed at key decision points
- Increases and influences brand impression, facilitating ongoing dialogue between users and the brand
- Gives users a reason to interact with the site (stickiness) and generates actionable responses
- Easy to navigate, predictable and intuitive
- Creates synergies with all branded communications across all channels



# A SUCCESSFUL ZYRTEC PROFESSIONAL.COM SHOULD

- Address the appropriate levers and barriers as they relate to the target HCP segments
- Foster engagement by driving to branded acknowledgements and takeaway content that ensure user relationship
- Transition into a true CRM tool
- Provide navigation and visual design structures that allow easy access to information while continuing to motivate product usage
- Incite registration, increase overall traffic and drive repeat visits



Heuristic and Content Audit

# AUDIT RESULTS



# THINGS ZYRTEC PROFESSIONAL.COM DOES WELL

ZyrtecProfessional.com does the following well:

- Labeling and Messaging
  - Page titling appears consistent throughout the application
  - Feedback labeling is concise and appropriate
  - Proper but minimally invasive use of required legal language
- Data Format
  - Entry-field formats and product labeling are consistent
  - Required information is clearly indicated
  - Data is requested from user at appropriate points in task flow





Audit Results

# THINGS ZYRTEC PROFESSIONAL.COM CAN IMPROVE

The site can improve the following issues:

- Navigation display, visual design and content flow don't promote task completion or communicated to segments
- Users need more reason to return to site
- Content and tone not targeted to HCP segments
- Could more strongly communicate superiority versus competitors



# RECOMMENDATIONS

- Create simplified, cohesive navigation architecture for labeling, display and content flow
- Increase site's dialogue with target segments and drive them to engage brand through all channels
  - Increase interactivity of existing content (iMAG, pollen tracker) and develop new modules (surveys, diagnosis tools, patient lifestyle plans)
  - Drive to, and connect, phone/iPad apps with website task flows
  - Leverage mobile/online connection to promote sharing and track patient progress
- Re-architect and intensify current content
  - Specifically address target segments, leveraging sign-in identification, and customize tools to targets' barriers/needs and tasks
  - Highlight claims to establish superiority
  - Increase sophistication of visual design and photo treatment



# Detailed Illustrations



# CREATE SIMPLIFIED, COHESIVE NAVIGATION ARCHITECTURE

**Patient Education Resources**

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**Efficacy**

Onset of Action

**Long-term Consistent Relief**

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**Tolerability/Satisfaction**

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**Products & Dosing**

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Confusing navigation visual display; also buckets content poorly

**ZYRTEC®: Try it. Love it. Or your patients' money back** (excludes shipping and handling charges)\*

- If your patients try ZYRTEC® and don't love it, the makers of ZYRTEC® will refund their purchase (excludes shipping and handling charges)\*

**Money-Saving Coupons for your practice**  
Click here to order **FREE \$3 ZYRTEC® coupon tearpads**



Use only as directed.

**Order ZYRTEC® samples and coupon tearpads** for your seasonal and perennial allergy patients.



SAVE on allergy relief  
**ZYRTEC**  
SAVE \$3.00  
Use only as directed.

Multiple, redundant links on same page weaken focus and cause poor, inconsistent layout

ZYRTEC® for Consumers | News & Events | Welcome

For Healthcare Professionals

**Allergy News and Events for Healthcare Professionals**

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**News and Events**

To retrieve complete text of any of the news documents and announcements below, use the links provided.

**Important Recall News**

- [Information About Product Recalls](#)

Target-critical content is relegated to the Header



Detailed Illustrations

# DRIVE USERS TO ENGAGE BRAND THROUGH ALL CHANNELS

## Ways to use MY ALLERGY GUIDE:

Send your patients to MY ALLERGY GUIDE on Zyrtec.com

Order valuable patient resources for your waiting room

Print out helpful, one-page handouts to give to patients



## MY ALLERGY GUIDE Allergen Management Tearpad

Unbranded patient handout is designed to help patients understand practical tips to minimize exposure.

- *Quantity:* One Tearpad with 50 Patient Handouts



For Healthcare Professionals

## YOUR ZNA™ An interactive tool that gives patients customized tips to help manage their allergies

**YOUR ZNA™** ZNAREWARDS™ My Account

20% Complete

Welcome to YOUR ZNA™ Dashboard.

Personalize this page: Answer two simple questions on the right to add customized articles and tools to your dashboard.

Then save your profile to come back often and use these tools to help get the relief you need.

**SAVE YOUR ZNA™ PROFILE:**

What are your symptoms? (Check all that apply)

- Eyes
- Nose
- Throat
- Other Symptoms

## ZYRTEC® Samples

ZYRTEC® 10 mg tablets

- *Quantity:* Two dispensers



Use only as directed



Detailed Illustrations

# RE-ARCHITECT AND INTENSIFY CURRENT CONTENT

1. Name & Address 2. Medical License 3. Create Account 4. Place Order

**Medical License**

\* Required field

I certify that I am a healthcare professional licensed and practicing in the U.S. \*

Practitioner \*

Specialty \*

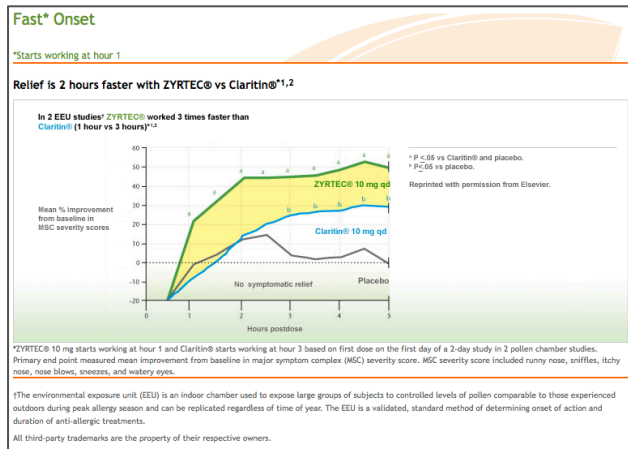
License Type \*

License Number \*

State \*

User segment identified upon login; site should then present appropriate, targeted content

Welcome John My Account Sign out



Visual design, layout, and flow should better highlight superiority claims vs. competitors

**MY ALLERGY GUIDE Allergen Management Tearpad**

Unbranded patient handout is designed to help patients understand common allergy triggers and provide practical tips to minimize exposure.

- Quantity: One Tearpad with 50 Patient Handouts

**ZYRTEC-D®**  
(cetirizine HCl 5 mg/pseudoephedrine HCl 120 mg)

**Ages 12 & older**  
Available behind the pharmacy or service counter  
Do not break or chew tablet; swallow tablet whole

**Adults and Children 12 years and over:** 1 tablet every 12 hours; do not take more than 2 tablets in 24 hours

**Adults 65 years and over:** Patients should ask a doctor

**Children under 12 years of age:** Patients should ask a doctor

**Consumers with liver or kidney disease:** Patients should ask a doctor

Use only as directed.

Photos often too small or of poor quality  
Poor layout relationship between text and images



# Mobile



# ZYRTEC PROFESSIONAL.COM MOBILE SITE

Mobile site is more effective than website because it is clearly task-based

- Users given clear pathways to access content
- Content is abridged to facilitate task completion
- However, certain tasks (refund, news) fail because content is directly lifted to mobile and does not display well
  - Some graphic images and text still display too small with awkward layout
  - Requires custom design
- Should leverage personalization by segment and provide more opportunities to drive back to web or (future) iPad





Audit Results

# ZYRTEC PROFESSIONAL.COM MOBILE SITE



Clearly defined navigation



Drives to appropriate, truncated content



However, some content ported incorrectly and is not targeted to segments



# iMAG



# ZYRTEC PROFESSIONAL.COM IMAG CONTENT

iMAG material needs fuller exploitation

- Content rich, but static and dense
- Currently suitable for early in patient journey; should be expanded

Should transition into an online, multi-channel interactive tool

- Segment content to target HCP tasks (Allergist, PCP, Nurse, etc)
- Create apps in all channels (phone, iPad, web) that align content with patient journey and accomplish HCP tasks
- End each channel experience with drive to the next channel to continue journey



Heuristic and Content Audit

# DISCUSSION & NEXT STEPS



Heuristic and Content Audit

# APPENDIX



# APPENDIX

- Please see accompanying Word file (zp.com\_contentaudit.doc) for the complete categorized list of content and issues

