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# Encore Dental

Rory Hart | March 6, 2015



Thank you for your time

## Encore Dental | Vision Statement



*The Enterprise Digital Team will work in tandem to create a world class responsive web design experience for new and existing customers of Encore Dental. Content, usability and performance will be at the core for key deliverables, and we will approach this project with mobile-first thinking. We will align the needs of the user with business goals and provide UX artifacts that will streamline development and deployment.*



# What is Responsive Web Design (RWD)?



Responsive Websites are designed to provide optimal viewing experiences across all platforms.

# How does it work?

# RWD | How does it work?



One URL



Single Content



One Code



Media Queries



One Development  
*Multiple Devices*

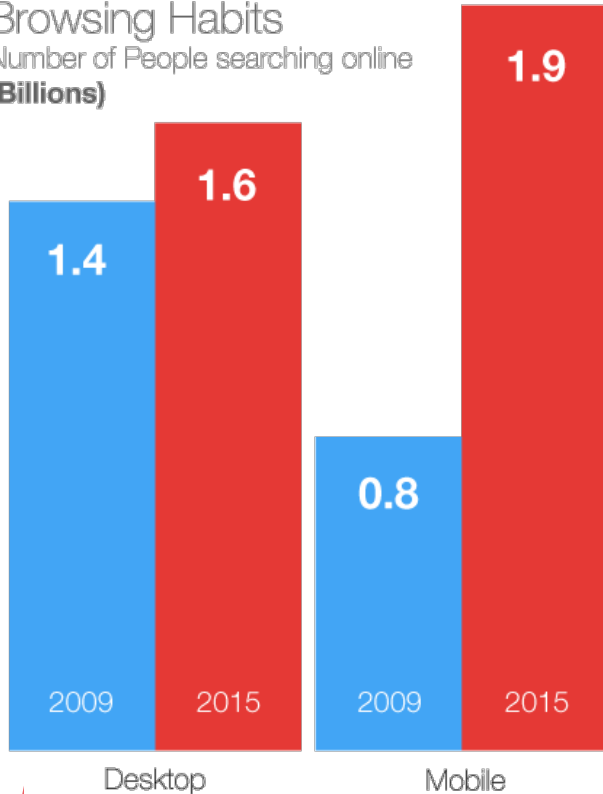


- Responsive design targets the width of each users browser to determine how much space is available and how it should display on the website.
- Breakpoints (Media Queries) are set up to allow us to target ranges that define specific displays.
- Generally you set breakpoints for phones, tablet and desktop.



# RWD | Facts and figures

## Browsing Habits Number of People searching online (Billions)



## How Mobile Technology Changes Human Behavior

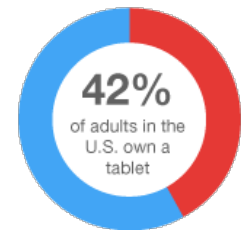
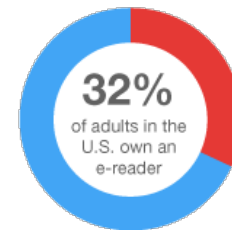
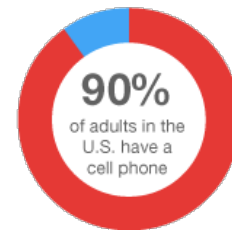
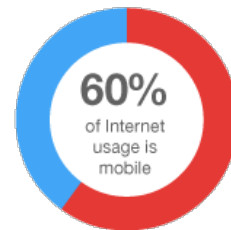
**67%** of cell phone owners check their phone - even when their phone is not sending an alert.

**44%** of cell phone owners sleep with their phone close by because they didn't want to miss any calls or texts.

**29%** of cell phone owners have taken to describing their phone as "something they can't imagine living without."



## Mobile Adoption and Usage



# RWD | What Google and Amazon Said..

- The company announced that it has now made it easier to find mobile-friendly websites by making them appear higher on search results.
- Google search will also now start displaying and ranking content from mobile apps to better serve users.
- As more and more users view websites on mobile devices, Google wants to make it easier to find relevant, mobile-optimized websites.
- To this end, Google will now "use mobile-friendliness as a ranking signal," the company posted in its official webmasters blog.
- This change will take effect on April 21, and it "significantly impacts" search results in all languages worldwide.
- Latency matters. Amazon found every 100ms of latency cost them 1% in sales. "What this is saying is that users really respond to speed"

## RWD | Mission Statement



*We will strive to create an experience on any device that will load in less than 2 seconds.*



- Nearly half of web users expect a site to load in **2 seconds** or less, and they tend to abandon a site that isn't loaded within **3 seconds**.
- **79%** of web shoppers who have trouble with web site performance say they won't return to the site to buy again and around **44%** of them would tell a friend if they had a poor experience shopping online.

# The Strategy

# EDT Strategy | Cross Divisional Teams, High Level

**Stake Holders**  
Andrea P,  
Chris W

← UX Lead – Rory Hart →

**UX/Project  
Manager**

**SEO/IA/  
Content**

**Visual  
Design**

**Development**

**Analytics**

**Martita M  
Osbourne C  
Ben S**

**Kevin O’C  
Mark Richardson**

**Lowell Ong  
Ben S**

**Art C  
Ganesh R  
Scott C**

**Chris C**

- Research
- Wireframes
- Interaction Design

- Content Strategy
- Site Architecture
- SEO
- Voice and tone

- Brand Strategy
- Style Guides
- Visual/UI Design

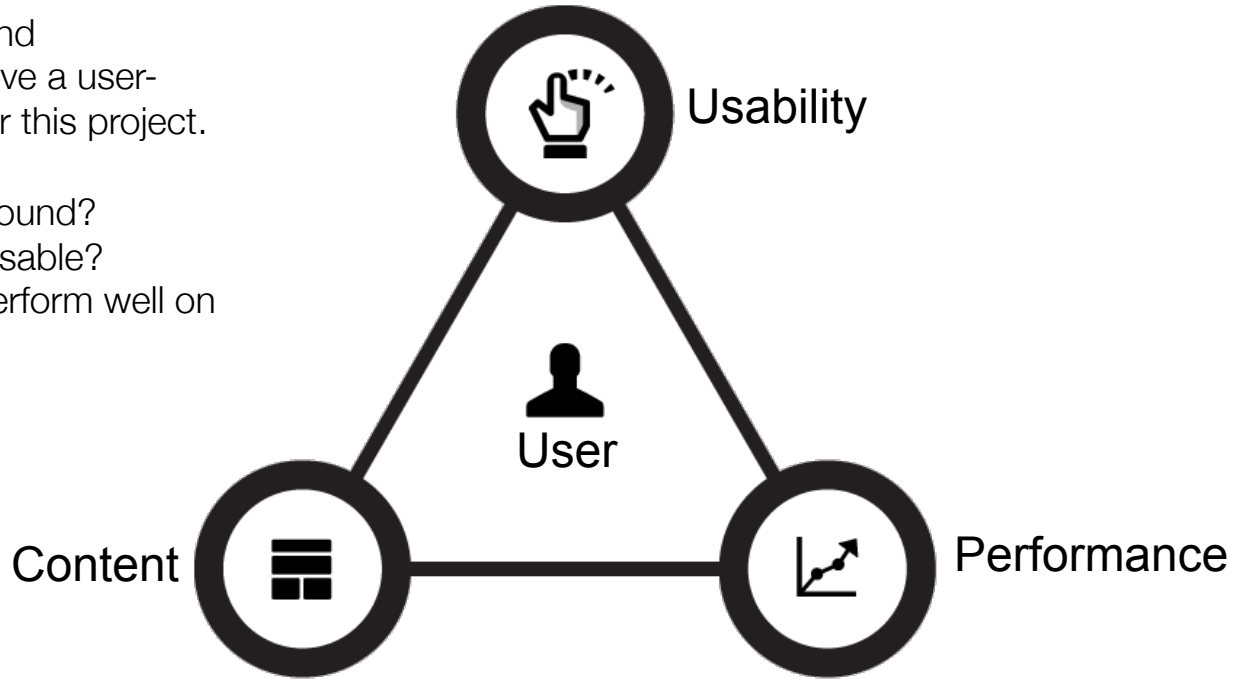
- Architecture
- Front end
- Middle layer
- Data layer

- Conversion tracking
- Reporting
- Engagement Analytics
- Survey response (Forsee)

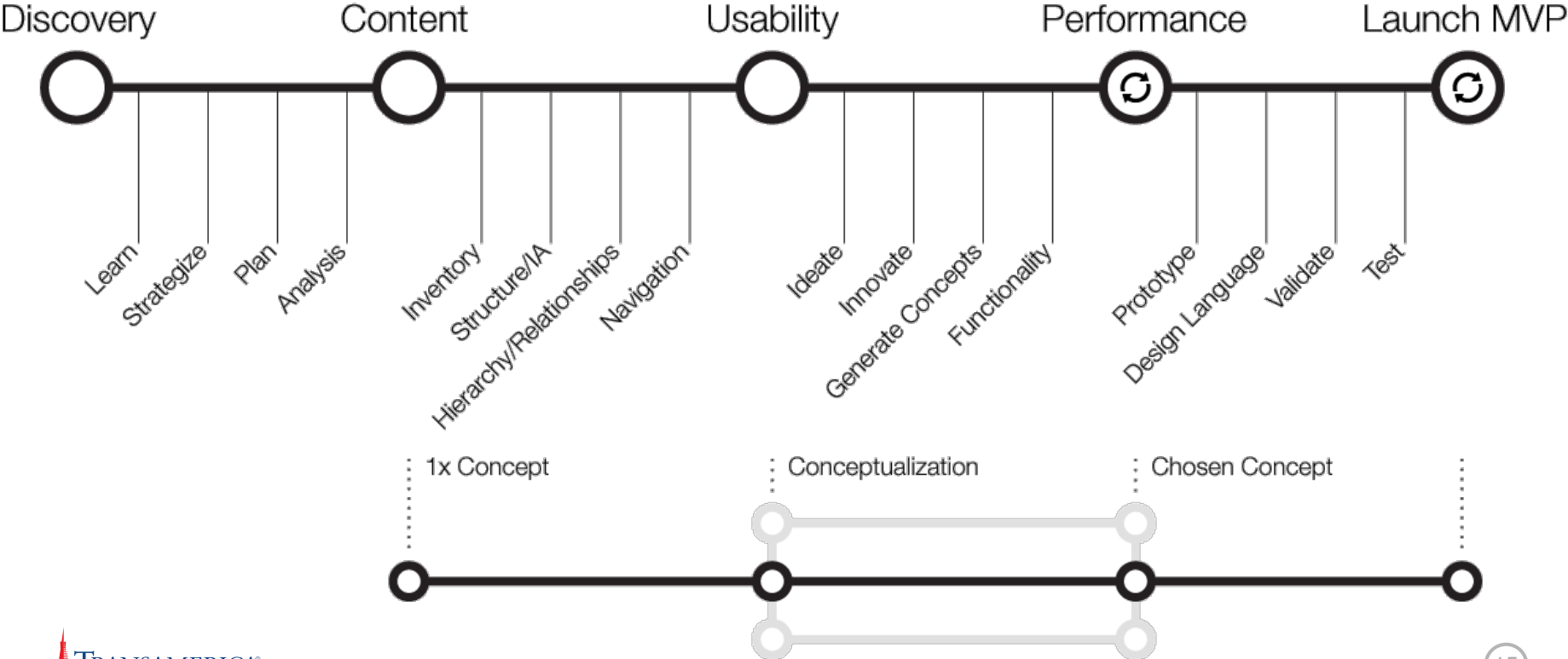
# Strategy | User Centric Approach

Content, usability and performance will drive a user-centric approach for this project.

- Is the content sound?
- Is the website usable?
- Does the site perform well on all devices?



# Strategy | Process



# Strategy | Expectations

- All content needs to be ready and approved by the content phase.
- This will be a browser-based project that will streamline the business, design and development.
- We will take an incremental collaborative approach to design. Instead of few long meetings, we will have several shorter meetings.
- Development team or a point-of-call ASAP to be part of the process or at least be available by the content phase.



## Closing Out | Quote

“How can your visitors respond to you if your website does not respond to them?”



Thank you.  
Enjoy the rest of your day