



STRATEGY & UX AUDIT FINDINGS

Transforming Abbott.com

November 23, 2020

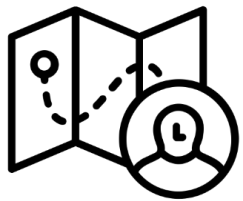
What We Did

Statement of Purpose

The Abbott brand needs a digital platform to match their ambition and vision.

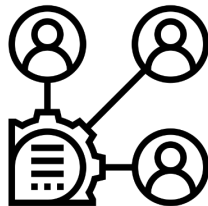
This requires creating a more meaningful connection with a growing digital global audience, better integrating with divisional and product sites, and overcoming current inefficiencies and technology gaps in the current ecosystem.

To better understand the role, challenges, and opportunities for a future [Abbott.com](#), we looked at:



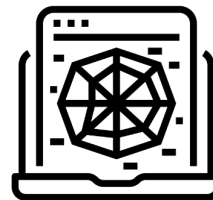
4

Personas with
Content Needs



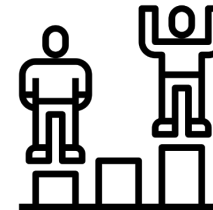
40

Stakeholders
Interviewed



1

Abbott.com
Heuristic Analysis



6

Competitive Brand
Sites Audited



6

World Class Brand
Sites Audited

Executive Summary

Across all our stakeholder interviews, we heard several resounding, reoccurring themes...

- Abbott must go to market as “One Abbott” – which means breaking down the siloes between the corporate message and divisional content. This also means a stronger brand consistency in everything Abbott does.
- Today’s corporate site does not do enough to link to and support product content, both in the US and beyond.
- There aren’t nearly enough resources to keep up with the current digital footprint. Content is hard to manage and measure.
- While not exclusively an Abbott challenge, the competition exhibits stronger digital best practices that are worth noting.

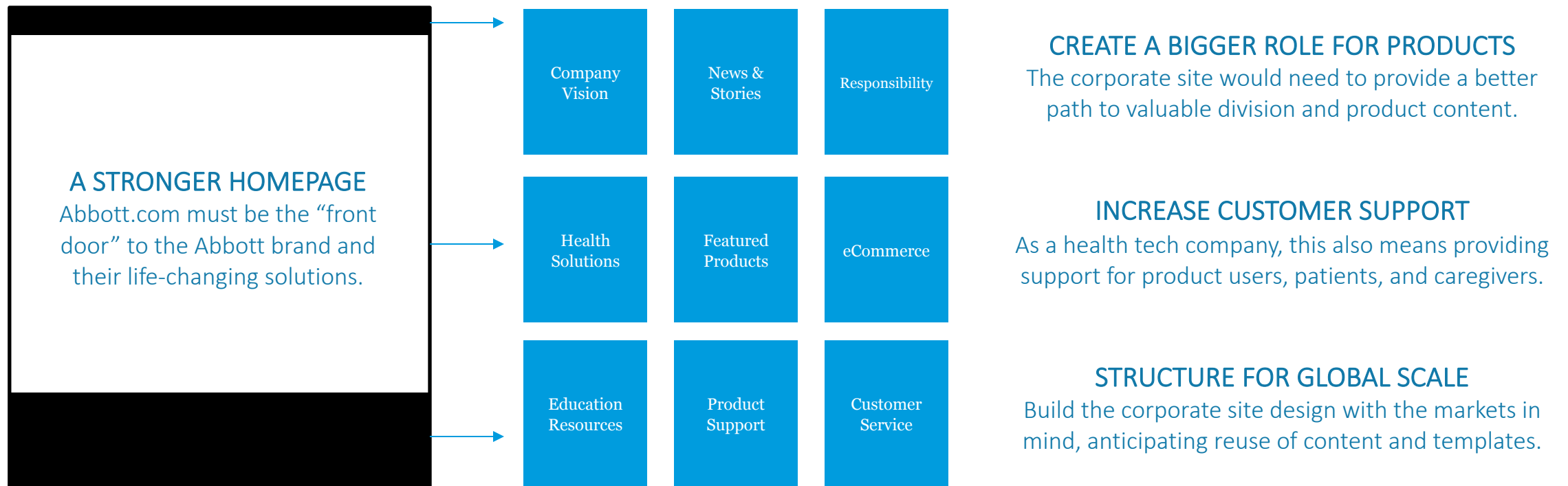
KEY CHALLENGE: Overcome these current resources constraints to create a seamless ecosystem worthy of a household brand.

Because of these stakes, we are recognizing the need for significant action to transform Abbott’s online experience – including corporate, country sites, and divisional sites over the course of the next several years:

- ✓ Shift to a content model that allows for increased content sharing across Abbott sites
- ✓ Move to a consistent global design system and platform for corporate sites – that improves search engine optimization across markets
- ✓ Integrate more divisional and high-level product content into Abbott.com
- ✓ Allow more trained resources to publish directly into the new Abbott.com to create needed division and regional content

Abbott.com As The Ecosystem Hub

The corporate site must serve to unite Abbott’s digital ecosystem – acting as a centralized guide to meaningful content.



Not A Site Redesign, An Experience Transformation

In the following pages, we will work to illustrate what our audit has uncovered...

Deep Dive into 8 Transformation Themes

6 – 45

- A Stronger Homepage
- An Ecosystem Hub
- Bigger Role For Products
- Customer Support
- Structured for Global Scale
- Personalization
- Customer Insights
- Usability And Accessibility

Customer & Business Insights

46 – 68

- Audience Personas, Needs and High-Level Journey
- Stakeholder Interviews

47 – 56

57 – 68

Competitive & Landscape Analysis

69 – 116

- Competitive Analysis
- Landscape Analysis
- Abbott.com Heuristic Analysis

70 – 88

89 – 103

104 – 116

HOW SHOULD WE TRANSFORM ABBOTT.COM?

Transformation Themes

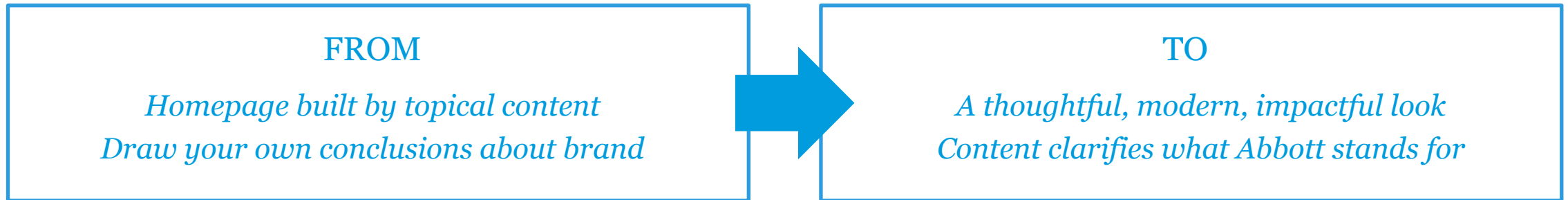
TRANSFORMATION THEME #1

A Stronger Homepage

Abbott.com must be the “front door” to the Abbot brand, business, and life-changing solutions.

WHY IT MATTERS

- Abbott is trying to change its brand reputation around the globe – and Abbott.com is the first place to tell that story
- Currently, majority of Abbott.com visitors are first time, and these first time visitors are the least satisfied
- Competitive sites do a better job not only with homepage storytelling but with connecting users to their solutions



CRITICAL DECISION TO BE MADE

What priority does brand storytelling take over wayfinding for key site audiences on Abbott.com?

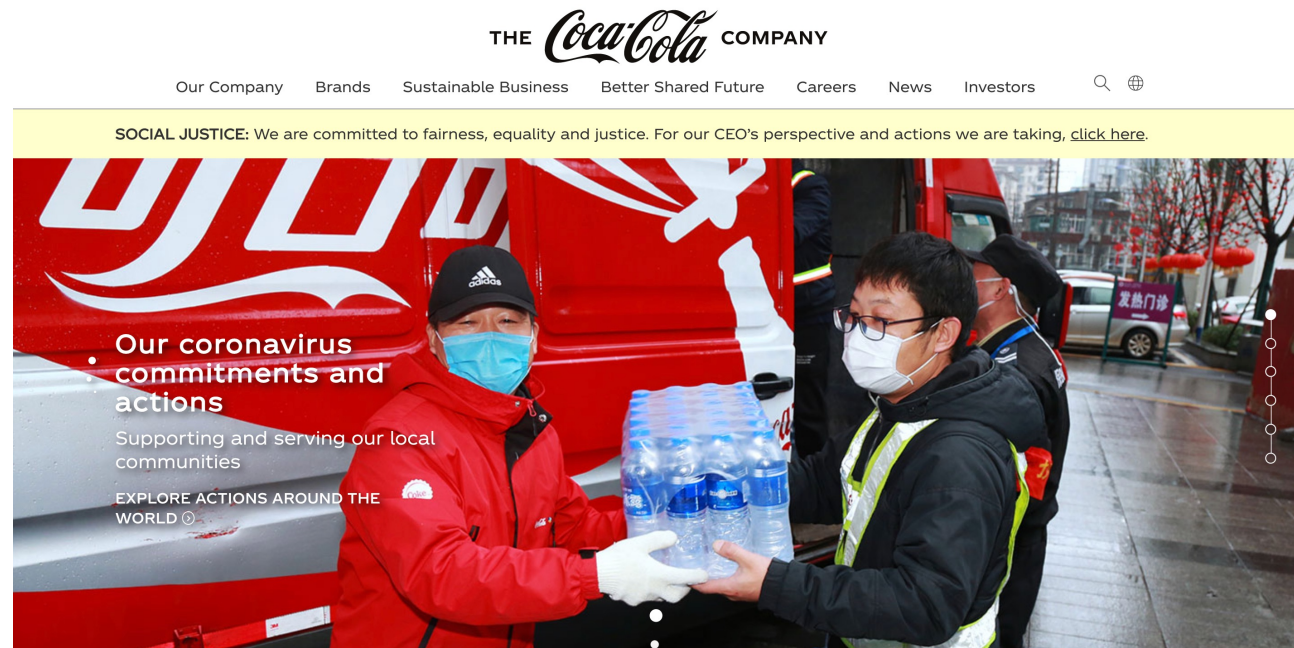
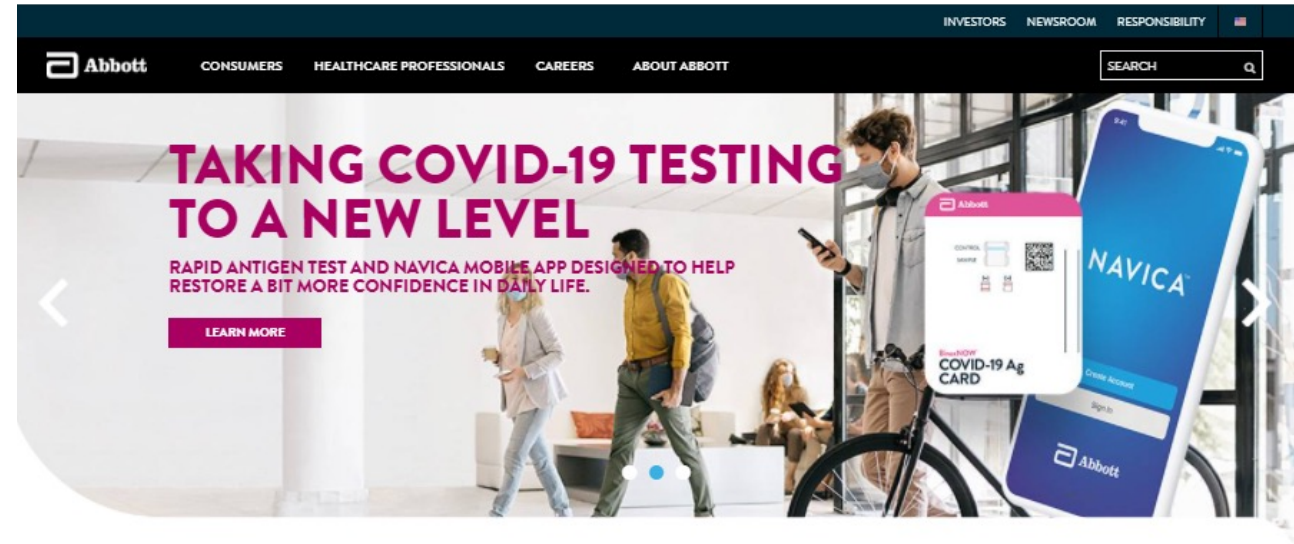
TRANSFORMATION THEME #1

A Stronger Homepage

The stakeholders we interviewed, around the globe, consistently mentioned that the homepage plays a critical role in helping explain to users what the Abbott brand stands for, and that it could be doing a better job.

“If we want to be known for life changing technology, shouldn’t we balance our front page site content with an innovation story and a human life changing story?”

CORPORATE BRAND IDENTITY

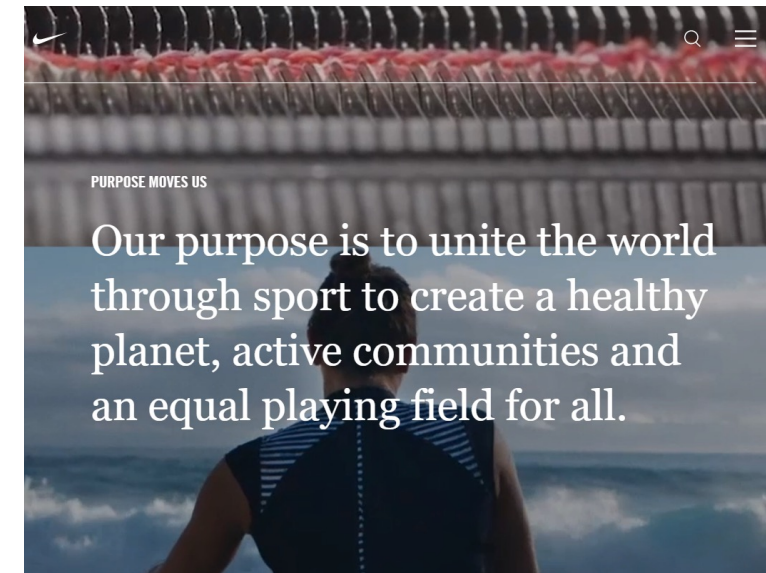
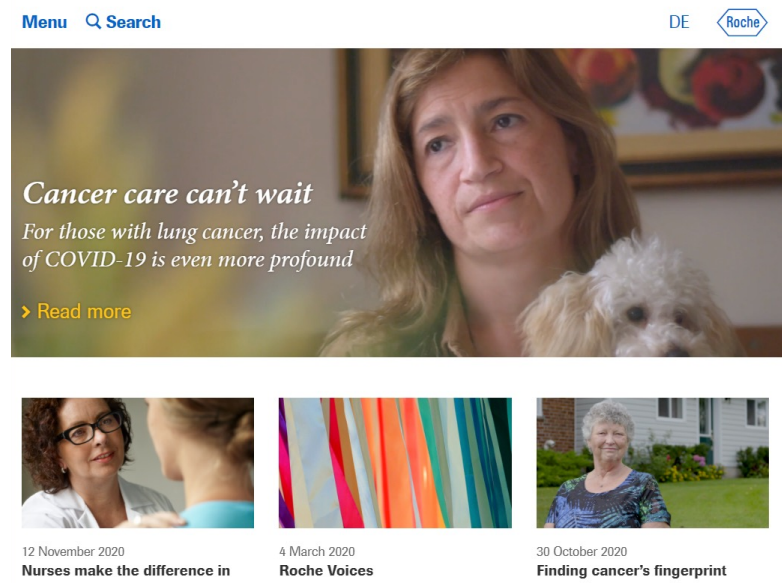


TRANSFORMATION THEME #1

A Stronger Homepage

What would it look like if the homepage focused on telling the brand story front and center?

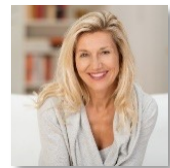
- P&G hosts an incredibly interactive visual story, while simplifying their navigation to Our Brands, Our Impact, Our Story.
- ROCHE limits their navigation even further, offering a homepage full of dynamic visuals and intriguing stories.
- NIKE hosts their story on an entirely separate domain (purpose.nike.com) with moving images and messaging.



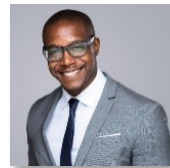
TRANSFORMATION THEME #1

A Stronger Homepage

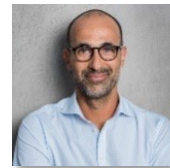
What would it look like if the homepage focused on the needs of current site users?



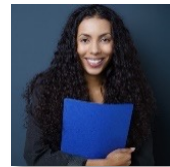
Consumers



Healthcare Professionals



Investors



Job Seekers

Proprietary and confidential — do not distribute

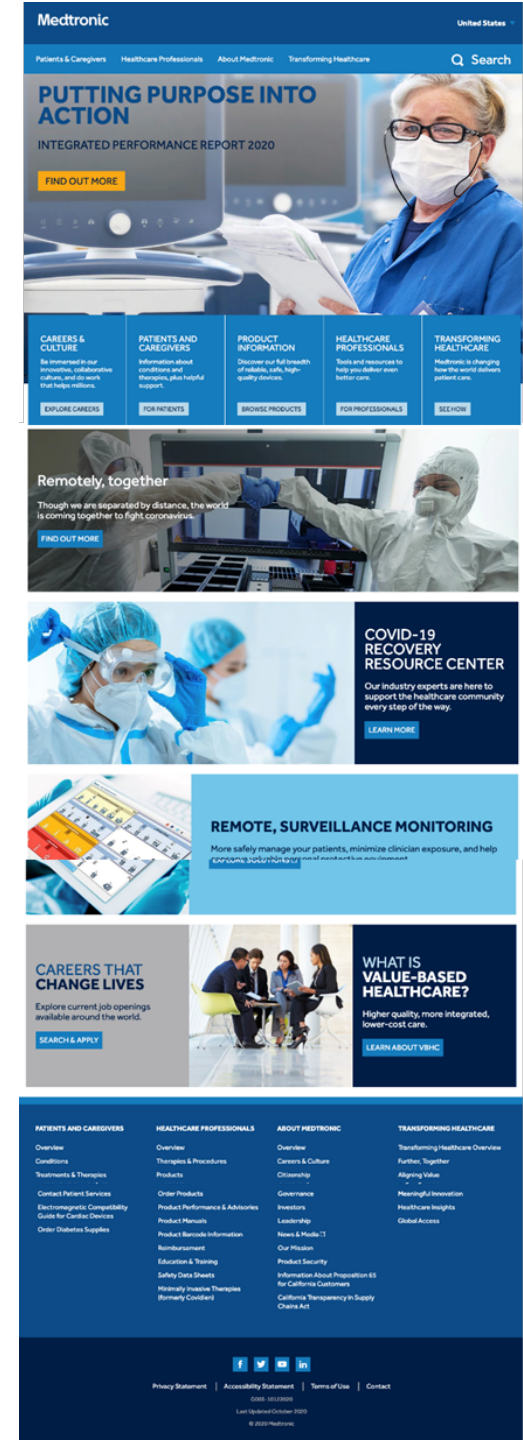
MEDTRONIC surfaces top CTAs above the fold for each of their site audience

<p>CAREERS & CULTURE</p> <p>Be immersed in our innovative, collaborative culture, and do work that helps millions.</p> <p>EXPLORE CAREERS</p>	<p>PATIENTS AND CAREGIVERS</p> <p>Information about conditions and therapies, plus helpful support.</p> <p>FOR PATIENTS</p>	<p>PRODUCT INFORMATION</p> <p>Discover our full breadth of reliable, safe, high-quality devices.</p> <p>BROWSE PRODUCTS</p>	<p>HEALTHCARE PROFESSIONALS</p> <p>Tools and resources to help you deliver even better care.</p> <p>FOR PROFESSIONALS</p>	<p>TRANSFORMING HEALTHCARE</p> <p>Medtronic is changing how the world delivers patient care.</p> <p>SEE HOW</p>
--	--	--	--	--

“So much of what we do is far away from the customer. We haven’t asked a customer what they want. It’s all internally driven”

CORPORATE CONTENT & DIGITAL TEAM

64% of Abbott.com visitors are first time visitors. That’s 69% for consumers.



TRANSFORMATION THEME #1

A Stronger Homepage

CRITICAL DECISION TO BE MADE

What priority does brand storytelling take over wayfinding for key site audiences on Abbott.com?

	Storytelling First	Audience First	Product First
Description	Brand building and reputation management site built to help new customers discover what the company stands for and where they are excelling.	Built to meet the needs of diverse audiences and connect them to the content they are looking for online, frequently services and support.	Online catalog of available products that helps users discover, research, compare, and purchase either directly or indirectly from the manufacturer.
Example	ROCHE	MEDTRONIC	GARMIN or NIKE
Priority Content	<ul style="list-style-type: none"> • Featured Stories • Current News and PR • Photography and Imagery • CRM Sign-Up 	<ul style="list-style-type: none"> • Popular Content (i.e. Annual Report) • Categorized Links • Site Search • Customer Service 	<ul style="list-style-type: none"> • Featured Products • Product Categories • Path to Purchase • Current Sales
KPIs	<ul style="list-style-type: none"> ✓ Site Engagement ✓ Brand Reputation ✓ CRM Subscriptions 	<ul style="list-style-type: none"> ✓ Customer Effort Score ✓ Site Satisfaction ✓ Task Completion 	<ul style="list-style-type: none"> ✓ Online Revenue ✓ Subscriptions ✓ Product Views

TRANSFORMATION THEME #1

A Stronger Homepage

CRITICAL DECISION TO BE MADE

What priority does brand storytelling take over wayfinding for key site audiences on Abbott.com?

NEXT STEPS

- ✓ Decide what “homepage worthy” messages and links should have a permanent spot on the homepage.
- ✓ Simplify with clear concise messaging allowing the content to be more browsable and digestible.
- ✓ Reconsider visual height and use of the carousel element.
- ✓ Bring up the content priority of high-value links by audience – potentially above “What’s Trending”.
- ✓ Consider more dynamic components that will be able to target content based on audience, topical trends (i.e. COVID, social justice) and current business priorities
- ✓ Reconsider current responsive design strategy – and prioritize the mobile-first experience.

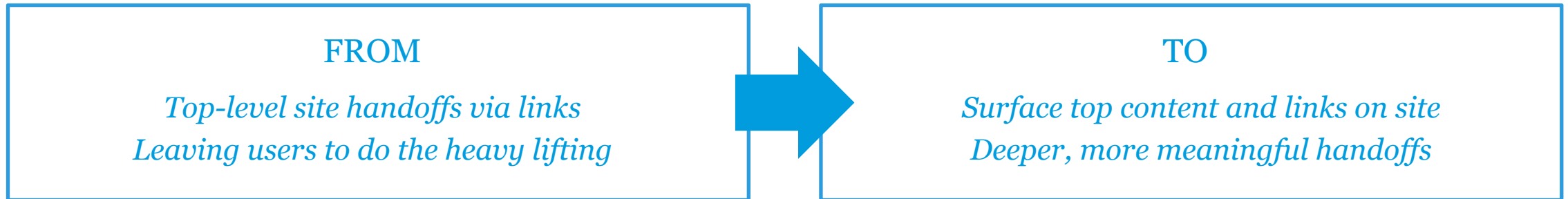
TRANSFORMATION THEME #2

An Ecosystem Hub

Abbott.com must unite the Abbot digital ecosystem – acting as a centralized guide to meaningful content.

WHY IT MATTERS

- A good amount of current site visitors are looking for content that is likely only available outside of Abbott.com
- Abbott has a significant amount of URLs – not only by division and product, but also between consumers and HCPs.
- Unlike Abbott’s direct competitors, the current site does not do a good job simplifying Abbott’s complex ecosystem.
- Creating more cohesion between Abbott divisions and products sites will help realize the “One Abbott” vision.



CRITICAL DECISION TO BE MADE

Where is the appropriate “handoff” between the corporate site and other sites (division/product)?

TRANSFORMATION THEME #2

An Ecosystem Hub

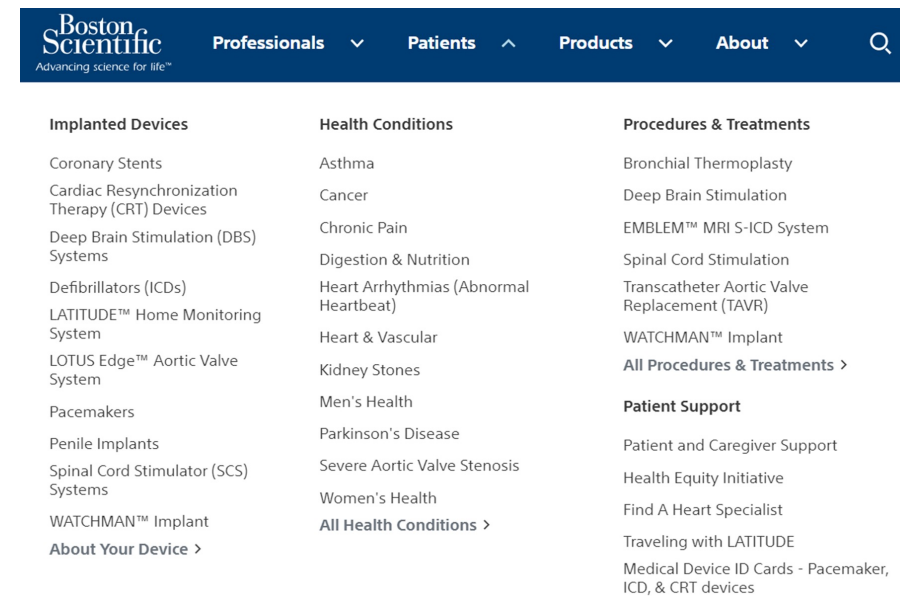
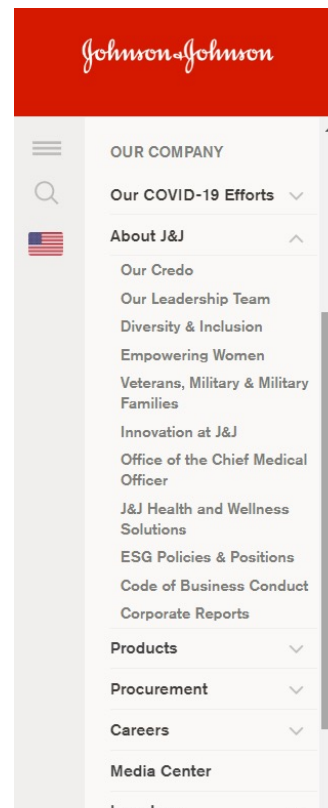
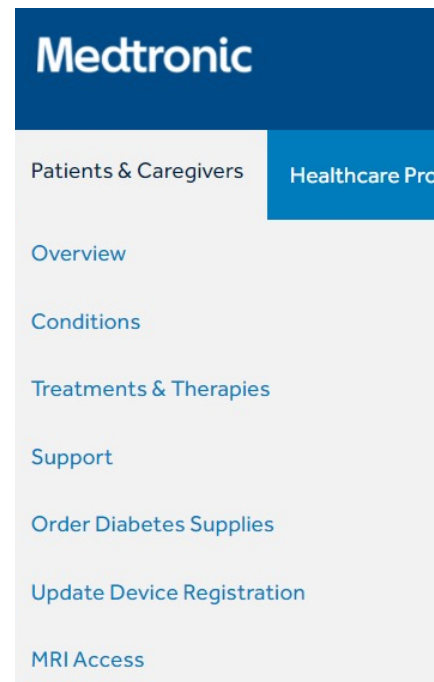
Being the “hub” of the Abbott digital ecosystem would mean connecting more users to more content. This will put pressure on having site navigation having to work harder, especially for first time visitors to Abbott.com – which are increasingly consumers.

Abbott’s competitors are utilizing **navigation flyouts** to increase information discoverability.

“If we want to be a ‘master brand’ that everyone knows is Abbott – we should be looking at a digital funnel like Medtronic or J&J.”

CORPORATE BRAND IDENTITY

***28%** of consumers had an issue with the navigation, and reported a satisfaction score of 29 out of 100.*



TRANSFORMATION THEME #2

An Ecosystem Hub

Many competitive and world class corporate sites have put a lot of thought into the very bottom of their pages.

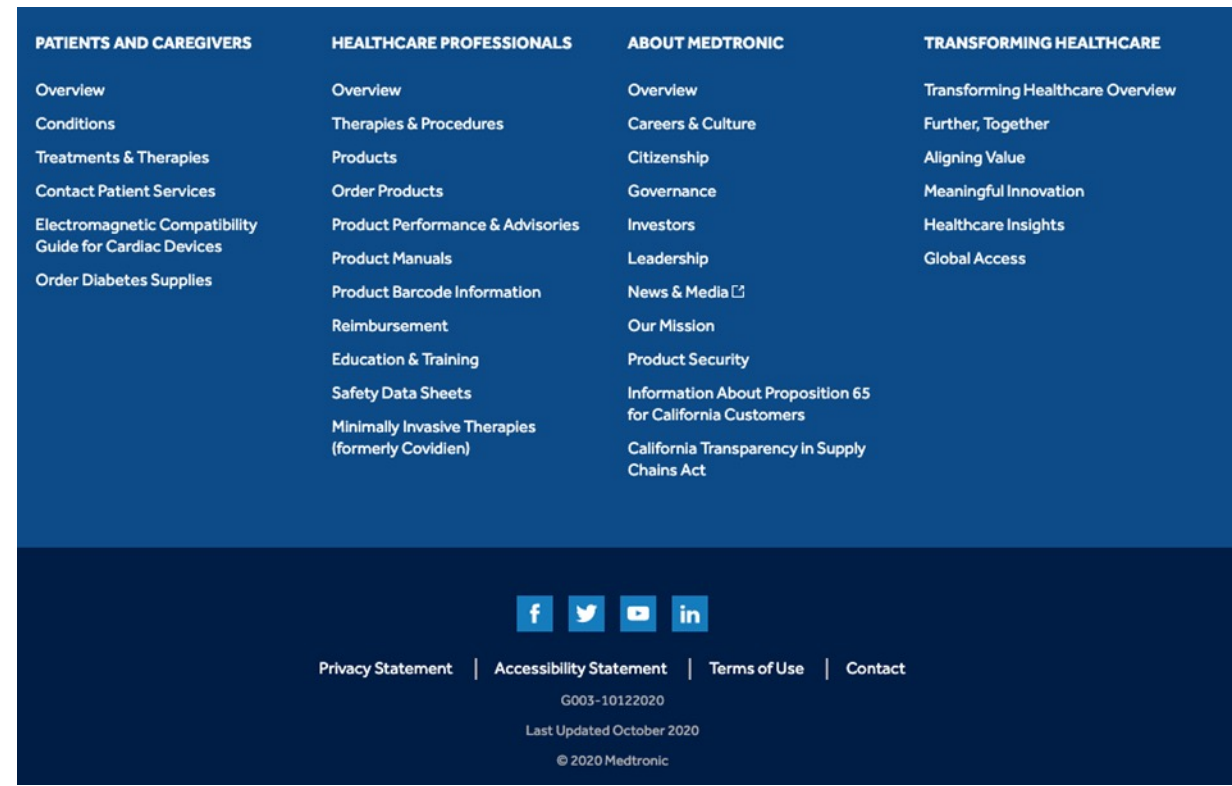
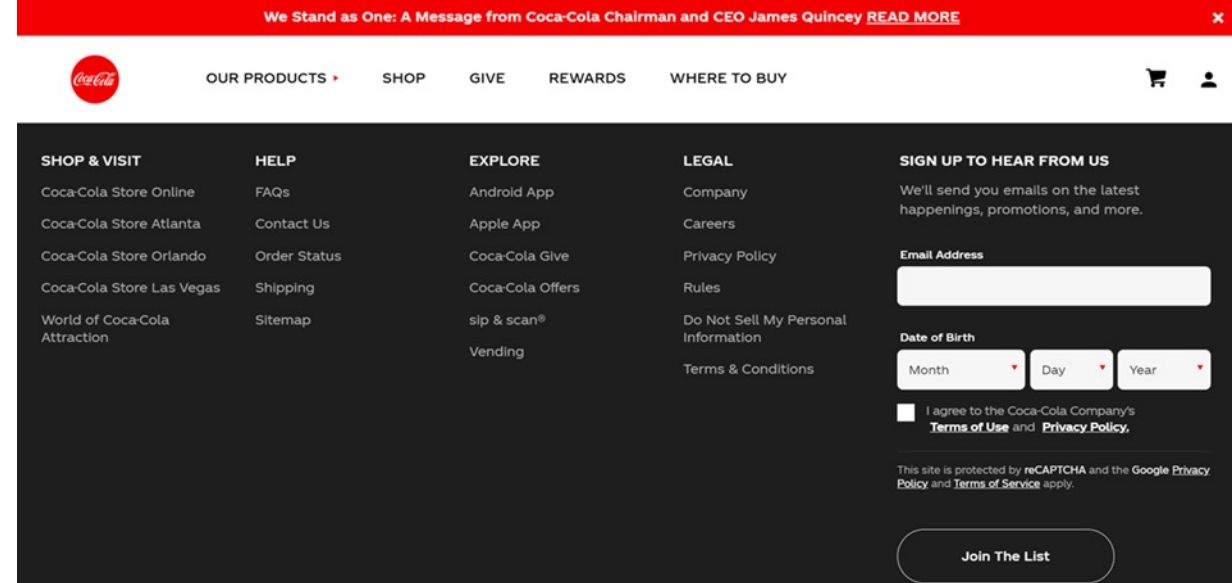
THE SUPER FOOTER

- Best practices is to create a meaningful categorization of useful content both on and off site
- Some companies are including CTAs and sign-up forms.
- More customers think to check the footer for support – ensure that links to Help and Contact Us are present
- Social links can be included below main footer content

TODAY'S ABBOTT.COM FOOTER



Proprietary and confidential — do not distribute



TRANSFORMATION THEME #2

An Ecosystem Hub

With more content and increasingly mobile site visitors – companies have to think about how to fit more and more into less.

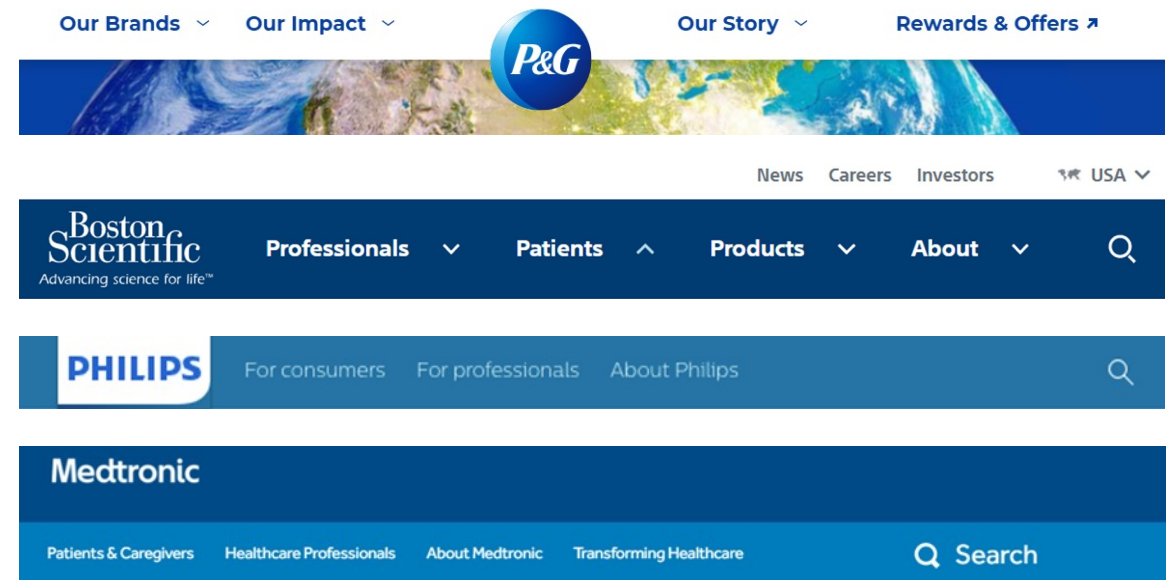
STREAMLINE INFORMATION ARCHITECTURE

- Who are the priority audiences?
- What is the priority content?
- What is the smallest amount of categories that is needed to accommodate site visitors?
- What is valuable secondary information?
- What words would evoke the right brand tone?

“We have many divisions and we think as divisions when we need to think about leadership across categories.”

CORPORATE GLOBAL MARKETING

SITES WITH ONLY 3-4 MAIN CATEGORIES



TRANSFORMATION THEME #2

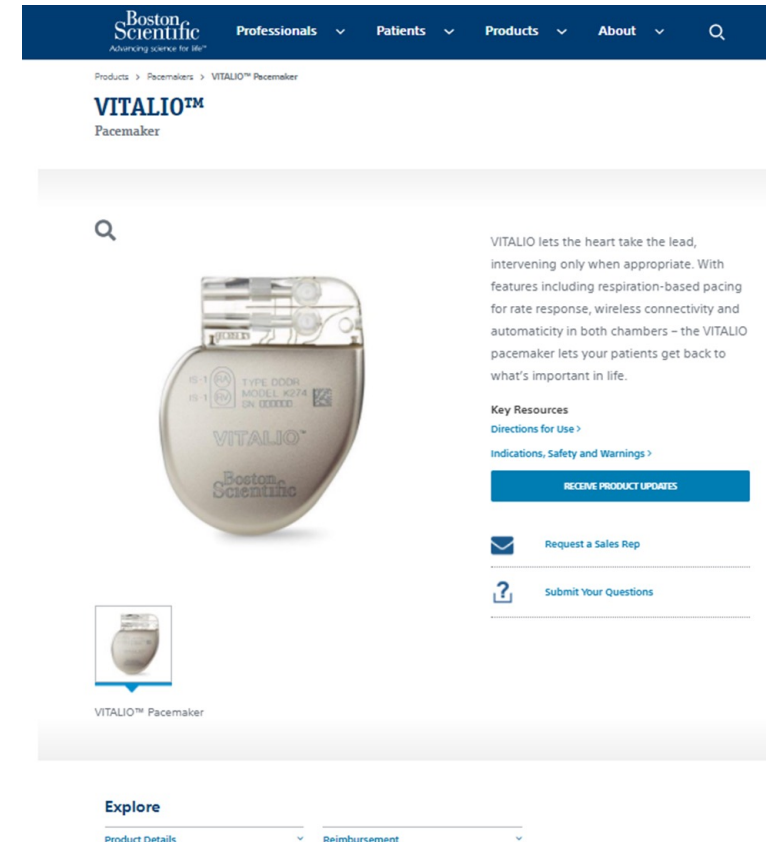
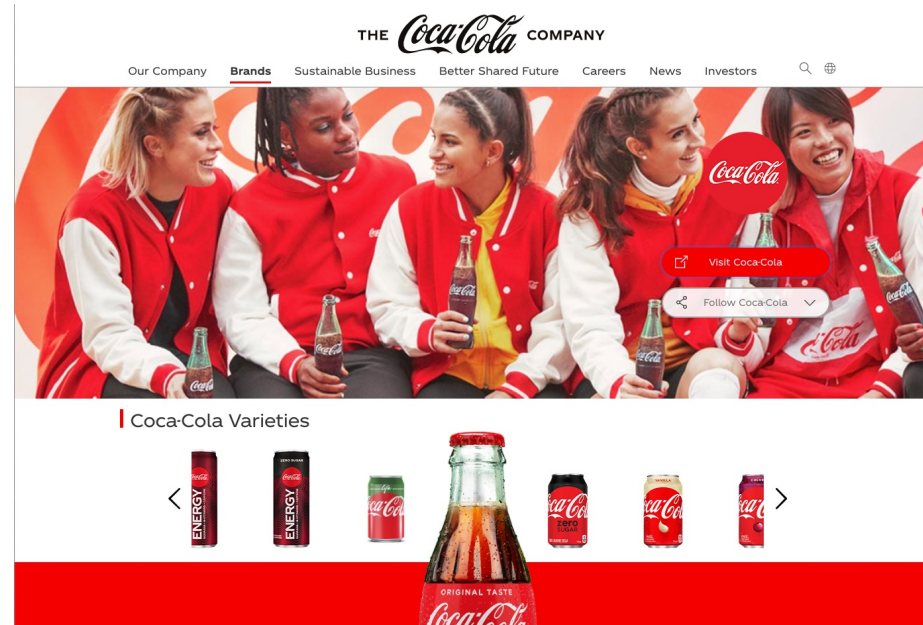
An Ecosystem Hub

Finally, Abbott.com needs to decide whether or not they host **product landing pages** within their corporate site. Not every brand has chosen to do so. However, Abbott tends to attract a lot of product-oriented traffic today including existing landing pages. This could be a valuable way to pull products into the overall Abbott brand story.

“We are always looking for ways to tie the nutrition business to the way we talk about Abbott.”

PUBLIC AFFAIRS, NUTRITION

37% of all site visitors are coming looking for a specific product, and over 1/3 are unsatisfied. That grows to nearly half if they are consumers looking for diabetes care.



TRANSFORMATION THEME #2

An Ecosystem Hub

CRITICAL DECISION TO BE MADE

Where is the appropriate “handoff” between the corporate site and other sites (division/product)?

NEXT STEPS

- ✓ Launch and monitor an improved footer for Abbott.com
- ✓ Recommend and test information architecture concepts for Consumers and HCPs
- ✓ Recommend a product landing page template that can work across divisions
- ✓ Document learnings from current landing pages that are getting traffic today
- ✓ Audit ecosystem for frequently updated and high value content (i.e. Nutrition News, FAQs, events) that may be worth pulling into Abbott.com, if the APIs are available
- ✓ Understand current SEO and tagging strategies across divisional sites
- ✓ Understand barriers to cross-site search functionality (i.e. jobs, products, news)

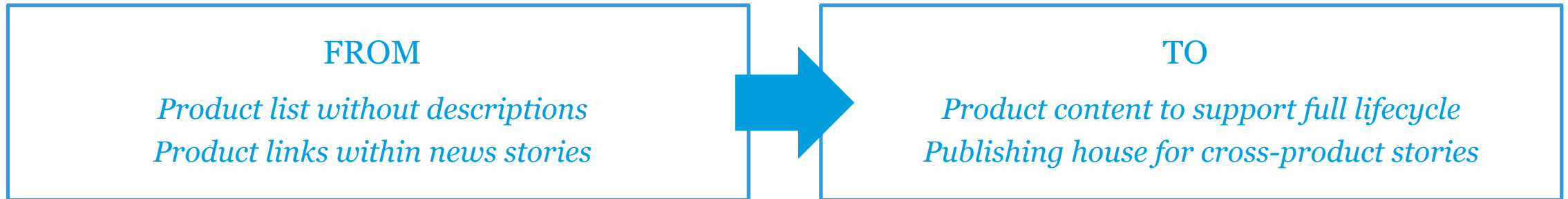
TRANSFORMATION THEME #3

Bigger Role for Products

The corporate site would need to provide a better path to valuable division and product content.

WHY IT MATTERS

- The largest majority, over a third of today's site visitors, are looking for specific product information.
- "Products" are a key area of content across most leading corporate sites – some have gone so far as selling them.
- As the Abbott brand becomes more of a household name, this will attract even more product interested traffic.
- Abbott competitors, such as Medtronic, do a far better job today of incorporating product content into their sites.



CRITICAL DECISION TO BE MADE

How much of the customer journey does Abbott.com want to host – discovery, research, purchase, support?

TRANSFORMATION THEME #3

Bigger Role for Products

The navigation label “**Products**” has show up a majority of competitive and world class sites we have analyzed. However, each brand has a different approach to the level of integration – including full blown eCommerce sites.

“We need to get our own people to care about the broader Abbott. If the Abbott brand does well, a rising tide lifts all boats.”

CORPORATE BRAND IDENTITY

*From 2019 to 2020, Abbott.com traffic has increased over 127% in the past year, traffic to the divisional sites has **only increased 32%.***

P&G

Coca-Cola

NIKE



LIMITED CONTENT, PRODUCT SEARCH

- Functionality only
- Limited product information available
- Gets customers to the right product website

SMART CONTENT, LANDING PAGES

- Consistent structure
- Part of site navigation
- Product information and imagery
- Links to product sites

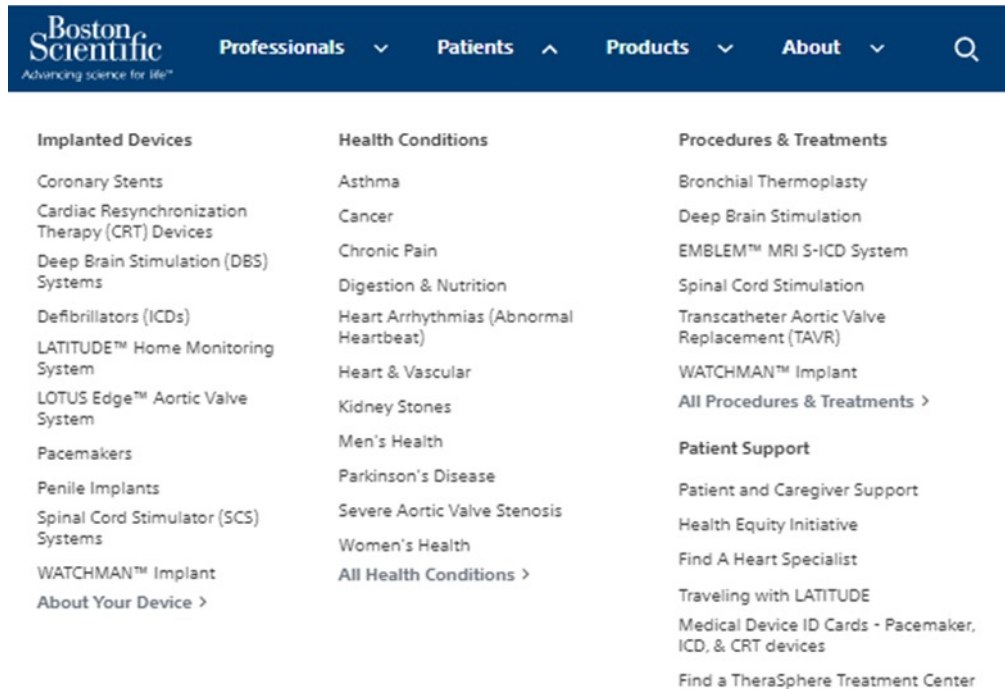
FULL CONTENT, ECOMMERCE

- Detailed product information
- No product sites
- Ability to research, purchase, and support product

TRANSFORMATION THEME #3

Bigger Role for Products

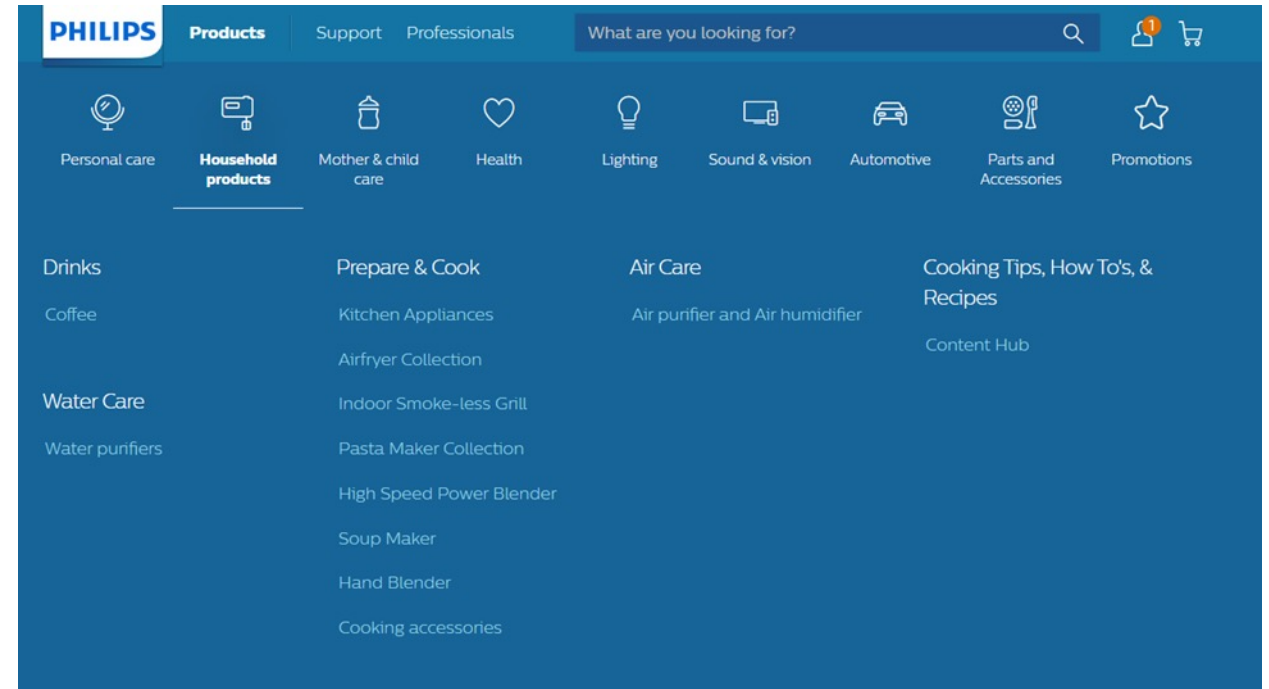
By bringing in more product content, Abbott could do more to improve the **Product Categorization** to be friendlier to both consumers and health care professionals. This means not just thinking by division, but by popularity and area of care.



The screenshot shows the Boston Scientific website navigation menu. The header includes the logo and navigation links for Professionals, Patients, Products, and About. The Products dropdown menu is open, displaying three columns of categories:

- Implanted Devices**
 - Coronary Stents
 - Cardiac Resynchronization Therapy (CRT) Devices
 - Deep Brain Stimulation (DBS) Systems
 - Defibrillators (ICDs)
 - LATITUDE™ Home Monitoring System
 - LOTUS Edge™ Aortic Valve System
 - Pacemakers
 - Penile Implants
 - Spinal Cord Stimulator (SCS) Systems
 - WATCHMAN™ Implant
 - About Your Device >
- Health Conditions**
 - Asthma
 - Cancer
 - Chronic Pain
 - Digestion & Nutrition
 - Heart Arrhythmias (Abnormal Heartbeat)
 - Heart & Vascular
 - Kidney Stones
 - Men's Health
 - Parkinson's Disease
 - Severe Aortic Valve Stenosis
 - Women's Health
 - All Health Conditions >
- Procedures & Treatments**
 - Bronchial Thermoplasty
 - Deep Brain Stimulation
 - EMBLEM™ MRI S-ICD System
 - Spinal Cord Stimulation
 - Transcatheter Aortic Valve Replacement (TAVR)
 - WATCHMAN™ Implant
 - All Procedures & Treatments >

Below these categories, there is a **Patient Support** section with links for Patient and Caregiver Support, Health Equity Initiative, Find A Heart Specialist, Traveling with LATITUDE, Medical Device ID Cards - Pacemaker, ICD, & CRT devices, and Find a TheraSphere Treatment Center.



The screenshot shows the Philips website navigation menu. The header includes the Philips logo and navigation links for Products, Support, and Professionals. A search bar is present with the text "What are you looking for?". The Products dropdown menu is open, displaying a grid of categories:

- Personal care**
- Household products** (highlighted)
- Mother & child care**
- Health**
- Lighting**
- Sound & vision**
- Automotive**
- Parts and Accessories**
- Promotions**

Below these categories, there are four main product areas:

- Drinks**
 - Coffee
- Water Care**
 - Water purifiers
- Prepare & Cook**
 - Kitchen Appliances
 - Airfryer Collection
 - Indoor Smoke-less Grill
 - Pasta Maker Collection
 - High Speed Power Blender
 - Soup Maker
 - Hand Blender
 - Cooking accessories
- Air Care**
 - Air purifier and Air humidifier
- Cooking Tips, How To's, & Recipes**
 - Content Hub

TRANSFORMATION THEME #3

Bigger Role for Products

Many sites offer **Shopping Tools** that help site users find the exact product they are looking for more easily.

CATEGORY OVERVIEW

PAGES



Pacemakers



Introducing ACCOLADE™ MRI and ESSENTIO™ MRI

Boston Scientific's most advanced pacemakers are now MR-conditional.

[Learn more >](#)

Filter By

All Specialties

View By

List Gallery

All Specialties (4)

- ACCOLADE™ and ESSENTIO™ Pacemakers** ELECTROPHYSIOLOGY
ACCOLADE and ESSENTIO offer RightRate™ Respiration-Based Pacing and Automatic Daily Monitoring to improve patient compliance.
- ACCOLADE™ MRI and ESSENTIO™ MRI Pacemakers** ELECTROPHYSIOLOGY
Boston Scientific's most advanced pacemakers are now MR-conditional. ACCOLADE MRI and ESSENTIO MRI models can be used as part of the ImageReady™ MR-Conditional Pacing System for safe and effective scanning in 1.5T and 3T MRI environments when MRI conditions of Use are met.
- INGENIO™ and ADVANTIO™ Pacemakers** ELECTROPHYSIOLOGY
The INGENIO and ADVANTIO pacemakers from Boston Scientific define a new era in pacing. Both leverage key aspects of our innovative high-voltage platform and incorporate new features, therapies and diagnostic options.
- VITALIO™ Pacemaker** ELECTROPHYSIOLOGY
VITALIO lets the heart take the lead, intervening only when appropriate. With features including respiration-based pacing for rate response, wireless connectivity and automaticity in both chambers – the VITALIO pacemaker lets your patients get back to what's important in life.

REGIONAL AVAILABILITY

FILTER

- Brands in Brazil
- Beware of the baby
- Care of fabrics
- Take care of the family
- Female care
- Hygiene
- Hair care

FACETED SEARCH AND COMPARISON

Shop by Category

Previous Models

Shop by Series

- tactix (3)
- Women's Wearables (17)
- Instinct (7)
- fēnix (7)
- Forerunner (7)
- vivo series (3)

Shop by Feature

- Garmin Coech (25)
- Training status (17)
- GroupTrack (22)
- Running dynamics (17)
- Varia compatibility (17)
- Vector compatibility (15)
- UltraTrac mode (24)
- Color screen (25)
- Touchscreen (6)

COMPARE

Sort by: Featured Products

fēnix® 6 - Pro Solar Edition \$699 ~~\$849 USD~~

fēnix® 6 - Pro and Sapphire Editions \$549 ~~\$699 USD~~ and up

fēnix® 6S - Pro Solar Edition \$699 ~~\$849 USD~~

fēnix® 6 - Pro Solar Edition

fēnix® 6S - Pro Solar Edition

COMPARE

CLOSE

<https://buy.garmin.com/en-US/US/p/702786>


TRANSFORMATION THEME #3

Bigger Role for Products

There are a few competitors that have gone even further to offer eCommerce within their corporate site experience.

DEXCOM prioritizes “Order” even in mobile view.

COCA-COLA connects customers to retail partners near them.


MENU  **Dexcom**
CONTINUOUS GLUCOSE MONITORING **ORDER** ▾


Zero Fingersticks.

Always know your glucose number and where it's headed with zero fingersticks and no calibration* — with the new Dexcom G6.

*If your glucose alerts and readings from the G6 do not match symptoms or expectations, use a blood glucose meter to make diabetes treatment decisions.

G6 CGM FEATURES & BENEFITS



WHERE TO BUY 

Coca-Cola

BRAND: Coca-Cola FLAVOR: Coca-Cola SIZE: 12 fl oz (12 pack)

Can't find your favorite beverage? We are working on it! Please check back later as we are working hard to ensure that our products are always available, both online and in your local store. Thank you for your understanding during this unprecedented time.

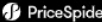
FIND ONLINE

- instacart** \$6.78 See Website **VIEW**
- TARGET** \$4.99 In-Store Only **VIEW**
- goPuff** Updating **VIEW**
- Walmart** \$4.98 In-Store Only **VIEW**

FIND NEARBY

Kroger 2200 E. 12 Mile Road, Royal Oak, MI 48067, 248-397-1520, 1.5 mi, Call for stock, Open Today 7:00am - 9:00pm

Kroger 23101 John R Rd, 2.7 mi

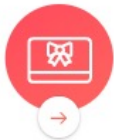
 © PriceSpider 2005-2020 PriceSpider Terms of Service

TRANSFORMATION THEME #3

Bigger Role for Products

An interesting emerging trend is the integration of a retail **Rewards Program** to corporate charity and community efforts.

Redeem your points



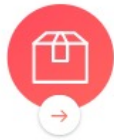
Gift Cards + Experiences

Apply points toward gifts cards or local experiences you'll love.



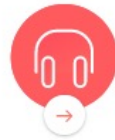
Cause Donations

Use your points to make a donation to your favorite cause.



Sweepstakes Entries

Exchange your points for a chance to win prize packs.



Digital Subscriptions

Cash in your points for online opportunities to enjoy.

Make an impact.

Choose a cause you care about. We'll make automatic donations — like providing a day of clean water or donating a meal to someone in need — so we can continue to be a force for good, together.



EXPLORE ALL OUR CAUSES

*Donation numbers are used

DONATE TO LOCAL SCHOOLS AND CAUSES IN YOUR COMMUNITY

Join the thousands of people partnering with Coca-Cola who are making a difference in lives around the world. Watch the video to learn how you can donate codes from your favorite Coca-Cola beverages.



DONATE TO YOUR LOCAL SCHOOL

DONATE NOW

DONATE TO OUR CAUSE PARTNERS

DONATE NOW



HAVE A QUESTION?

If you need more information check out our [FAQs](#).



CODE VALUE

Find out how much your code is worth [here](#).



DONATION HISTORY

Check out your [donations](#).



SCHOOL RESOURCES

Affiliated with a local school? Jumpstart your school's success [here](#).

TRANSFORMATION THEME #3

Bigger Role for Products

CRITICAL DECISION TO BE MADE

How much of the customer journey does Abbott.com want to host – discovery, research, purchase, support?

NEXT STEPS

- ✓ Ensure “Products” play a more prominent role in a new site information architecture
- ✓ Consider a more prominent link to the Abbott Store – especially within Nutrition
- ✓ Revamp the current Customer and Health Care Professional pages to improve usability and organization of product information – including product descriptions and removal of accordion component
- ✓ Explore organizational concepts for products that are more customer friendly – such as treatment, customer need (i.e. diabetes, pediatrics), or popularity
- ✓ Pilot more significant product inclusion with high-traffic divisions such as Diabetes and Diagnostics

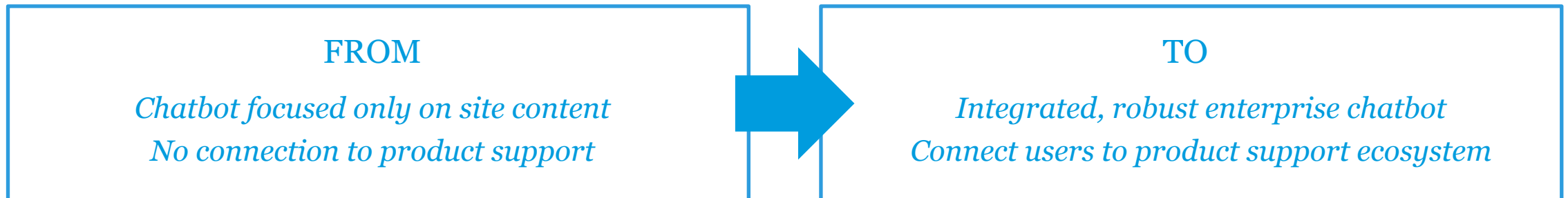
TRANSFORMATION THEME #4

Customer Support

As a health technology company, this also means providing support for product users, patients, and caregivers

WHY IT MATTERS

- Customer and healthcare provider questions are already pouring into the website, chat, and social channels.
- The more consumer-focused devices and apps that Abbott sells, the more support they will have to provide users.
- Investing in self-serve support solutions now will save Abbott in reputation and operational costs in the long run.
- Currently, over one-half of site users try the search function – and a large portion are disappointed with the results.



CRITICAL DECISION TO BE MADE

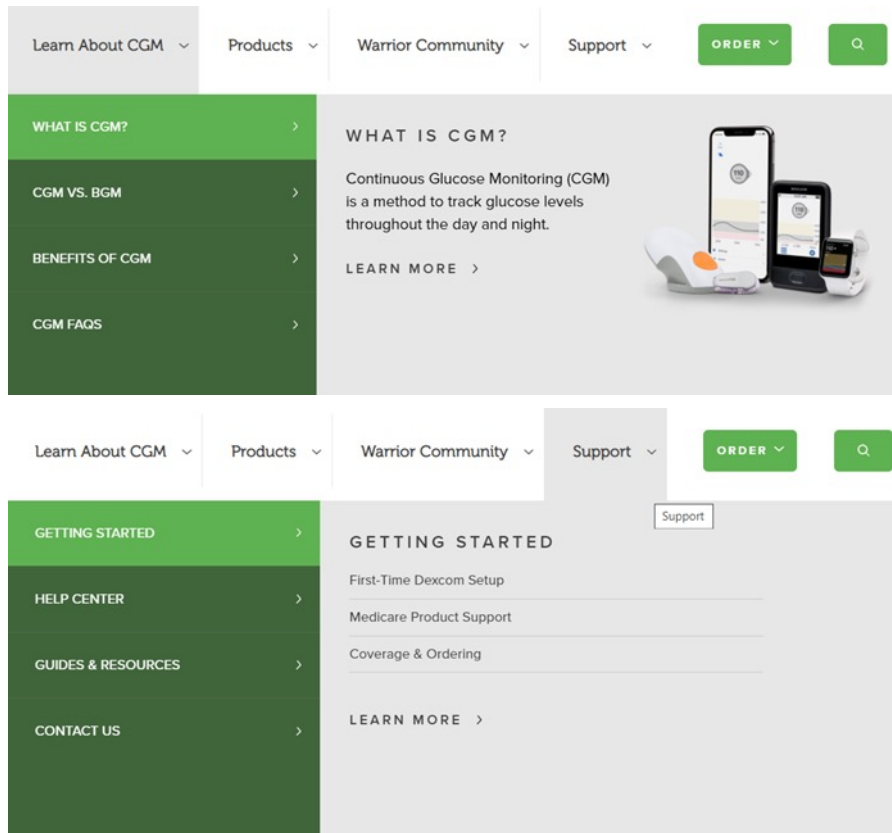
Who owns the customer support vision and ongoing maintenance for the Abbott enterprise?

TRANSFORMATION THEME #4

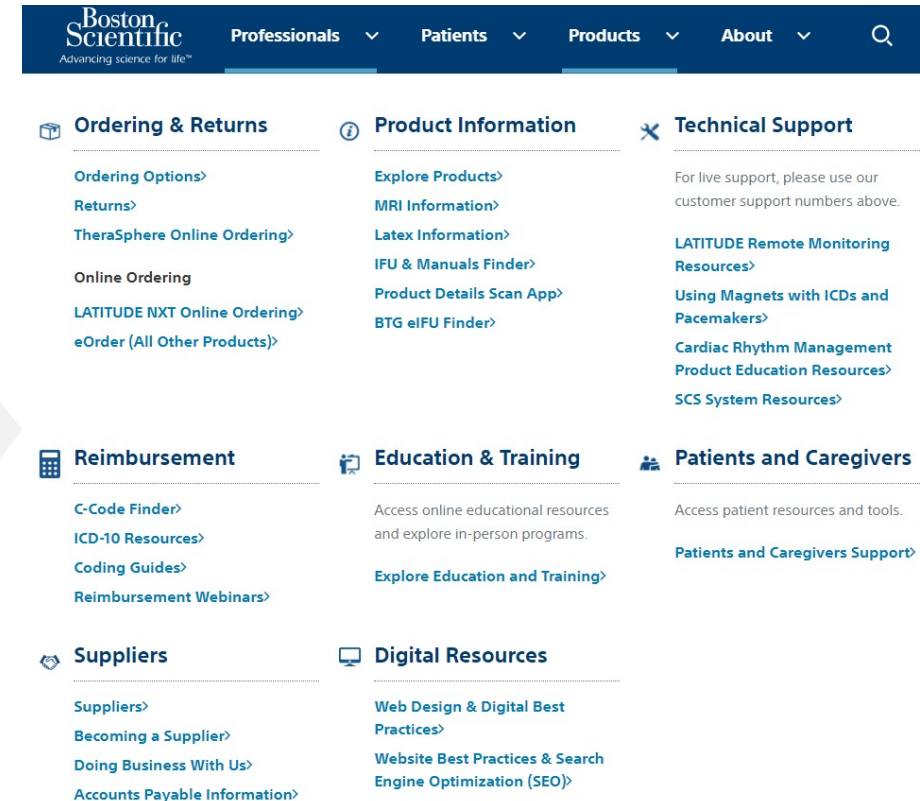
Customer Support

Any meaningful inclusion of **support content and links** would be an improvement over the experience on Abbott.com today, which hosts a “Contacts” link buried in the footer and only offers phone numbers and a contact form.

DEXCOM is a device support site from the top down, featuring Learn, Community, and Support.



BOSTON SCIENTIFIC hosts a simple page that prioritizes phone numbers and quick links.



BOSTON SCIENTIFIC includes a sticky “Need Help?” link across the site



TRANSFORMATION THEME #4

Customer Support

Site search is another place where Abbott.com can play a critical “ecosystem aggregator” role, and improve customer support for the entire organization. Users have come to expect auto-complete, suggested results, and filters for content.

54% of site visitors used search, and 42% said that it did not help them find what they were looking for – most commonly because the results weren't relevant.

The screenshot shows the Medtronic website search interface. At the top, the Medtronic logo is on the left, and navigation links for 'Patients & Caregivers', 'Healthcare Professionals', 'About Medtronic', and 'Transforming Healthcare' are in the center. A search bar on the right contains the text 'lung cancer' and a magnifying glass icon. Below the search bar, the page is titled 'Home > Search Results'. On the left side, there is a 'FILTER RESULTS' section with three categories: 'Audience', 'Condition', and 'Product Category'. Each category has a list of options with checkboxes and counts. The 'Audience' section includes 'Patients & Caregivers' (123), 'Healthcare Professionals' (67), 'Healthcare Administrators' (10), 'Partners' (9), and 'All' (7). The 'Condition' section includes 'Heart & Vascular' (26), 'Digestive & Gastrointestinal' (14), 'Pain' (13), 'Coronary Artery Disease' (12), and 'Spine & Orthopaedic' (12). The 'Product Category' section includes 'Neurological' (22), 'Spinal' (21), 'Cardiovascular' (19), 'Cardiac Rhythm' (5), and 'All' (2). Below the filter section, there is a 'Refine results' section with a list of categories and their counts: 'Support (19898)', 'Product (5855)', 'News (444)', 'Article (258)', 'Recipe (40)', and 'Event (14)'. At the bottom of this section is a 'Show less' link with an upward-pointing arrow. On the right side, the search results are displayed. A search bar at the top right contains 'lung cancer' and a magnifying glass icon. Below it, the text 'Results 1-10 of 863 for lung cancer' is shown. The first result is a link to 'Kootenai Health - Detection & Treatment of Lung Cancer | Medtronic' with a sub-headline 'Read how Medtronic expertise and technology helped Kootenai Health in Idaho improve detection and treatment of lung cancer over a two-year period.' The second result is a link to 'LungGPS™ Patient Management Platform | Medtronic' with a sub-headline 'The LungGPS™ patient management platform is a comprehensive solution that helps identify and manage lung nodule and screening-eligible patients.' The third result is a link to 'Resources | Lung Health | Medtronic' with a sub-headline 'View resources and information to help your patients better understand lung cancer and what their diagnosis, staging and surgical treatment options are.' The fourth result is a link to 'Lung Health and Thoracic Surgery | Medtronic' with a sub-headline 'Our innovative technology and service solutions optimize outcomes for patients with lung cancer, esophageal cancer, and other diseases of the chest.' The fifth result is a link to 'Press Releases | Medtronic' with a sub-headline '... ages 18 and older that measures women's awareness, knowledge and perceptions about lung cancer — only one percent of women cited lung cancer as a form of cancer that is top-of-mind for them.'

TRANSFORMATION THEME #4

Customer Support

Chat should not just be limited to what content is on the current site – but help users get closer to their answer, wherever the destination may be in the current Abbott ecosystem.

“They want you to answer their question right away. What we really need is to design a way to get people with a question to an instant answer.”

CORPORATE CONTENT & DIGITAL TEAM

6600 CHATBOT SESSIONS

What are customers turning to chat for?

Consumers	Job Seekers
<ul style="list-style-type: none">• <i>What tests do you have for detecting COVID-19?</i>• <i>How/where can I get an IDNOW test?</i>• <i>What is Freestyle Libre? Accuracy? Warranty?</i>	<ul style="list-style-type: none">• <i>How do I apply for a job?</i>• <i>Can I speak to someone in HR?</i>• <i>What is the status of my application?</i>
HCP's	Investors
<ul style="list-style-type: none">• <i>What is IDNOW?</i>• <i>What information do you have on MRI/CT scans with your devices?</i>• <i>What are some Abbott products (esp. devices)?</i>	<ul style="list-style-type: none">• <i>What is IDNOW?</i>• <i>What are some Abbott products (esp. BinaxNOW)?</i>



- Abbott.com articles
- Deep links to other sites (i.e. jobs)
- Simple product descriptions
- Deep links to product sites
- Connect to other support sites

TRANSFORMATION THEME #4

Customer Support

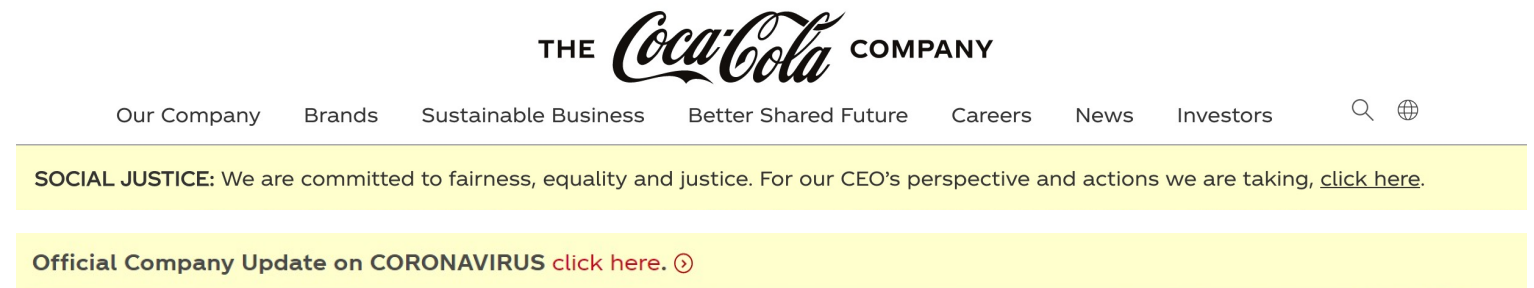
The corporate site plays a key role in reacting to **emerging support issues** for the entire organization. There should always be components and “real estate” planned for within the corporate site to be that megaphone when needed.

“During the summer, our team had to quickly pull together a lot of proof points around our diversity and social impact work.”

GLOBAL CITIZENSHIP & SUSTAINABILITY

“COVID was the best example of us getting some content wins on the site. The businesses were as focused on it as we were. We were all of one mind. It showed us the possibility of what we can achieve.”

CORPORATE CONTENT & DIGITAL TEAM



TRANSFORMATION THEME #4

Customer Support

CRITICAL DECISION TO BE MADE

Who owns the customer support vision and ongoing maintenance for the Abbott enterprise?

NEXT STEPS

- ✓ Consider use of nomenclature around “Patient” and “Caregiver” – those who use Abbott products
- ✓ Create an ongoing report to extract common questions from site survey and chat
- ✓ Monitor site top search terms and emerging traffic patterns
- ✓ Improve site search to ensure common issues are easily resolved
- ✓ Expand role of current chatbot to include a broader set of frequently asked questions and critical ecosystem links that go beyond Abbott.com site content
- ✓ Ensure site redesign takes into account site areas or components (i.e. advisory bar) that can support need for topical issues and crisis management

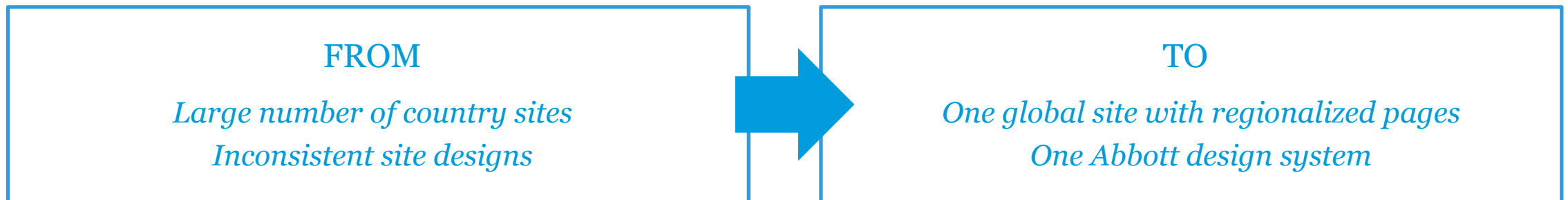
TRANSFORMATION THEME #5

Structured For Global Scale

Abbott needs to invest in a sustainable global footprint and built for brand consistency and regional flexibility.

WHY IT MATTERS

- Abbott has a significant global footprint that is becoming increasingly difficult to manage.
- Any significant change or improvement to the US site has to come at a consideration to the globe.
- Currently, Abbott competitors have stronger digital and social presence – and it's becoming harder to catch up.



CRITICAL DECISION TO BE MADE

What resources would it take to move to a single, global Abbott.com moving forward?

TRANSFORMATION THEME #5

Structured For Global Scale

Looking at the landscape of global competitors and world class brands – there are varying levels of depth and approaches. Abbott will need to decide which model works best for their organization, budget, and governance structure.

“The infrastructure isn’t there to do what we need to do in every country. Other competitors have more sophisticated websites.”

GLOBAL PUBLIC AFFAIRS

“If we had digitally focused resources in region, they could look at data, analytics and insights. What are they saying about us, our content and our site.”

GLOBAL PUBLIC AFFAIRS

Honeywell

P&G

Coca-Cola



LIMITED,
AUTOMATIC

- Highly structured
- Single page (subfolder)
- Translated
- Regionally relevant news content

STANDARDIZED,
TEMPLATED

- Highly structured
- Full site (subdomain)
- Fixed and flexible navigation elements
- Regional image assets and prioritized news

FLEXIBLE,
TOOLKIT

- Regional sites
- Flexible navigation
- Full control over image assets
- Requires more resources

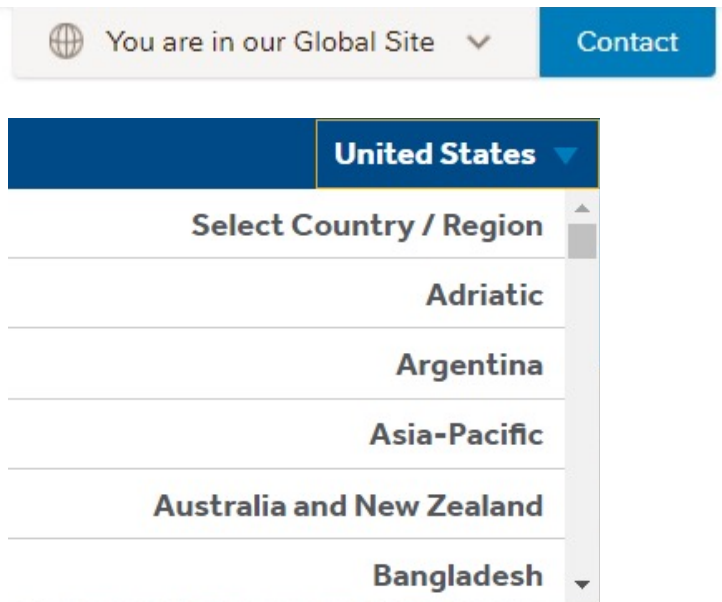
TRANSFORMATION THEME #5

Structured For Global Scale

However Abbott choses to shift to a more sustainable global model – be it a regional toolkit or fixed, automated site sections, there are some best practices that should be considered as part of the overall plan.

INTUITIVE NAVIGATION

Go for a clear but simple drop down, rather than flags.



REGIONAL IMAGERY

NIKE customizes image assets in every region.



BRAND CONSISTENCY ON EVERY GLOBAL WEBSITE



TRANSFORMATION THEME #5

Structured For Global Scale

CRITICAL DECISION TO BE MADE

What resources would it take to move to a single, global Abbott.com moving forward?

NEXT STEPS

- ✓ Create new recommendation for global site structure
- ✓ Design templates for key site pages
- ✓ Document unique regional requirements (i.e. countries that can't link directly to product sites)
- ✓ Understand the resource implications and propose a new staffing model
- ✓ Recommend content process that allows for flexibility but ensures error reduction (i.e. no missing metadata) and brand consistency across sites

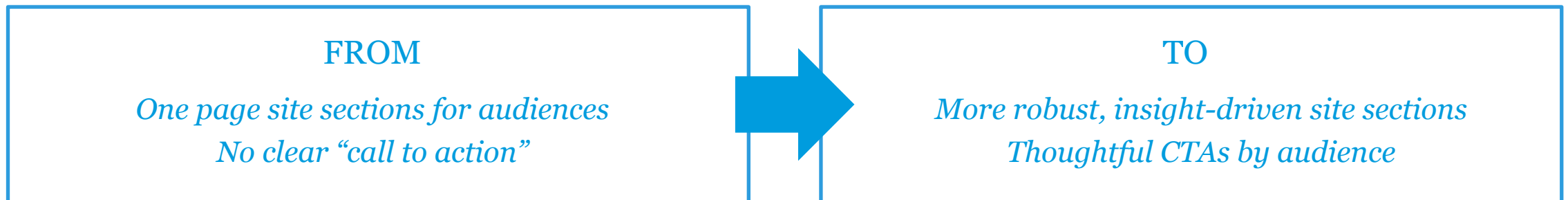
TRANSFORMATION THEME #6

A Pathway To Personalization

As part of the redesign, Abbott should bring together relevant content for their key site audiences.

WHY IT MATTERS

- Research shows that personalized content drives site satisfaction and site satisfaction drives brand perception.
- Currently, health care providers and consumers consistently rank lowest in Abbott.com site satisfaction.
- Audiences are looking for very different content in the digital ecosystem – most of it outside of Abbott.com.



CRITICAL DECISION TO BE MADE

What key actions does Abbott want audiences to take on Abbott.com – or beyond?

TRANSFORMATION THEME #6

A Pathway To Personalization

Abbott's current **"audience-based"** navigation structure is not uncommon across corporate sites. It is the smartly curated and tailored user experience underneath that navigation that must be paid off – from embedded content to quick links.

“As a hospital CEO, I want to know how I can run my hospital as a profitable business. As a consumer, I want better outcomes. At a diagnostics lab, I want products to help it run more effectively and efficiently. We need to put this content in their language.”

CORPORATE BRAND IDENTITY



TRANSFORMATION THEME #6

A Pathway To Personalization



For Health Care Professionals

There is so much that can be done to streamline the experience...

From simple actions like:

- Don't use accordion navigation to display current products
- Categorize products by need (i.e. diabetes)
- Ensure product links go to HCP sites

To elevating high value content from across the Abbott ecosystem.

Healthcare Professionals	About Medtronic	Transforming Healthcare
Overview		Therapy Overview
Therapies & Procedures	>	Cardiac Rhythm
Products	>	Cardiovascular
Education & Training		Diabetes Management
Reimbursement		Digestive & Gastrointestinal
Product Ordering & Inquiries	>	Ear, Nose & Throat
Clinical Research & Trials	>	Gynecological
Services & Solutions	>	Neurological
MRI Resources		Oral & Maxillofacial
		Spinal & Orthopaedic
		Stroke Care
		Urological

Proprietary and confidential — do not distribute

CARDIOVASCULAR PRODUCTS INFORMATION FOR HEALTHCARE PROFESSIONALS

CARDIAC PRODUCTS

- Ablation Products – Surgical
- Aortic Stent Grafts
- Blood Management and Diagnostics
- Cannulae
- Cardiopulmonary Products
- Electrosurgical Products
- Extracorporeal Life Support (ECLS)
- Heart Valve Replacement
 - Surgical
 - Transcatheter Aortic
 - Transcatheter Pulmonary
- Pediatric Perfusion Products
- Revascularization Products (Surgical)
- Transradial Experience

VASCULAR PRODUCTS

- Chronic Total Occlusion Devices
- Coronary:
 - Balloons
 - Catheters
 - Guidewires & Accessories

LEARN ABOUT
RELATED
**THERAPIES &
PROCEDURES**

ACCESS CLINICIAN INFORMATION

REIMBURSEMENT HOTLINE

Vascular Therapies
877-347-9662

Structural Heart Therapies
866-616-8400

rs.cardiovascularhealthconomics@medtronic.com
Visit Our Website

⚠ Indications, Safety, and Warnings

HEART VALVE THERAPIES

- Surgical Valve Replacement
- Transcatheter Valve Replacement

RELATED ITEMS

- Surgical Heart Valve Portfolio

MEDTRONIC MITRAL ACADEMY

Training, education
and collaboration on the treatment
of mitral and tricuspid valve
disease.

REGISTER HERE

MEDTRONIC puts access to meaningful content into their navigation flyout, as well as the “right rail” of their site sections. This includes:

- Reimbursement
- Warnings
- Education Opportunities
- Sales Contacts
- Research

TRANSFORMATION THEME #6

A Pathway To Personalization



For Investors

Abbott.com has a strong investor section already, but may benefit from some additional best practices to make content more accessible or the “Why Abbott” story more impactful to this time-starved, rationale audience.

ROCHE offers quick links and prioritizes R&D, diagnostic news, and sustainability content.

COCA-COLA elevates bullet points from their quarterly report and provides a strong understanding of their corporate strategy to potential investors.

Highlights

- Annual Report 2019 highlights
Download (PDF)
- Our Pipeline
- Finance information tool

Pipeline
Roche R&D
Genentech Bioncology

Diagnostics news

Sustainability download center

Dividend calendar

Total return center

Frequently asked questions
Historical Overview
Controlling shareholders

Overview About Strategy News & Events Financial Info Stock Info Filings & Reports Corporate Governance Shareowners ESG

Strategy
A Platform To Accelerate
View Strategy

- VISION**
Beverages for Life
- STRATEGY**
Disciplined Portfolio Growth
- SUSTAINABILITY**
Doing Business the Right Way
- FINANCIALS**
Delivering Shareowner Value

TRANSFORMATION THEME #6

A Pathway To Personalization



For Job Seekers

While this is a fairly satisfied site audience today according to the site survey, less is known other content they seek outside of job postings – and whether they are finding it. The current approach of having two websites (abbott.com/careers, jobs.abbott) isn't likely the most efficient way to streamline the experience.

GARMIN has a holistic careers site that allows job seekers to understand the culture, as well as find available positions around the globe.

CAREERS **SEARCH JOBS** **LIFE AT GARMIN** ▾ **BENEFITS** **STUDENTS & NEW GRADUATES** **EVENTS** **JOIN THE TALENT COMMUNITY** **SAVED JOBS** ⁰

WORK AT A PLACE THAT FEELS LIKE FAMILY

We share a commitment to our customers – and each other – in and out of the office. Technology and innovation are essential components of our success, but so are collaboration and teamwork. A global viewpoint doesn't mean we can't still be on a first-name basis.

LIVE A FULL LIFE

Our associates are active and engaged. With more than 40 clubs, interest groups and associate networks active in corporate events, charitable

Refine your search

Search from below list

187 Results | Sort by Most relevant ▾

Category +

Sub Category +

Country + **Software Engineer (Android / SDK)**
Olathe, Kansas, United States | Engineering

State + We are looking for a full-time Software Engineer-Android to join our Garmin Health team to work at our headquarters in Olathe, KS. In this role, you will be responsible for developing the Garmin Health...

City +

Job Type + **Sr. Embedded Software Engineer - Wireless Cameras**
Olathe, Kansas, United States | Engineering

The Camera Platforms software team enjoys creating Action Cameras, 360 Cameras, Dash Cams, Backup Cams, and Wireless Monitoring Cameras that thrive in the adventurous lives of Garmin consumers. 0

Create Job Alert

NOTE: Use refine search filters above to get better job alerts

WHAT'S YOUR PASSION?

 Engineering 118 Opportunities	 Finance 1 Opportunity
 Human Resources 2 Opportunities	 Information Technology 31 Opportunities

Senior Software Engineer - Sensor Algorithms

10

TRANSFORMATION THEME #6

A Pathway To Personalization

CRITICAL DECISION TO BE MADE

What key actions does Abbott want audiences to take on Abbott.com – or beyond?

NEXT STEPS

- ✓ Develop robust audience segments and customer journeys using available Abbott data and research
- ✓ Include currently “understudied” site audiences such as patients, caregivers, and journalists
- ✓ Catalog behavior attributes – and develop a learning agenda for 2021
- ✓ Create a messaging matrix for audience-based content, links, and CTAs
- ✓ Redesign navigation and landing pages for Consumers and Healthcare Professionals to highlight unique valuable content (i.e. reimbursement, training) – use Investors site section as a best practice
- ✓ Analyze content interactions with Careers site section – make a recommendation around how to consolidate existing pages for Job Seekers between Abbott.com and jobs site

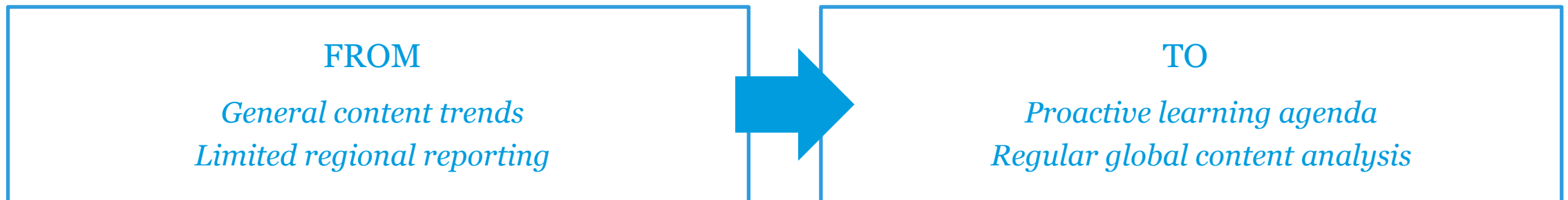
TRANSFORMATION THEME #7

Customer Insights

In order to ensure content is relevant, more regular insights need to be collected and analyzed.

WHY IT MATTERS

- There are a number of site audiences and regions that do not have understanding around whether content is working.
- Abbott has the right tools (User Testing, Decibel, Foresee, Target) to test and learn on a regular basis.
- These are roles that need to become part of the overall global site resourcing plan.



CRITICAL DECISION TO BE MADE

Can the right resources be provided to ensure insights are captured, tracked, and utilized globally?

TRANSFORMATION THEME #7

Customer Insights

There is clearly a need for more regular content reporting – as requested by stakeholders across Abbott. Simple updates can be made to increase the granularity and usefulness of incoming data, so long as there are resources to analyze it.

The screenshot shows a content management system interface. At the top, there are four navigation tabs: "Featured stories" (black), "Individuals & families" (blue), "Communities" (red), and "Planet" (green). Below these is a "Browse by tag" section with a magnifying glass icon. A large grid of tags is displayed, including "Access to water", "Agriculture", "Climate change", "Deforestation", "Diversity", "Entrepreneurship", "Environmental sustainability", "Healthier lives", "Human rights", "Innovation", "Natural resources", "Nutrition", "Plastics", "Research", "Responsible sourcing", "Rural livelihoods", "Saving energy", "SDG 10: Reduced inequalities", "SDG 11: Sustainable cities and communities", "SDG 12: Responsible consumption and production", "SDG 13: Climate action", "SDG 14: Life below water", "SDG 15: Life on land", "SDG 16: Peace, justice and strong institutions", "SDG 17: Partnerships for the goals", "SDG 1: No poverty", "SDG 2: Zero hunger", "SDG 3: Good health and well-being", "SDG 4: Quality education", "SDG 5: Gender equality", "SDG 6: Clean water and sanitation", "SDG 7: Affordable and clean energy", "SDG 8: Decent work and economic growth", "SDG 9: Industry, innovation and infrastructure", "Waste reduction", "Water", "Water reduction", "Water stewardship", "Well-being", "Women's empowerment", and "Youth employability". A "Close" button is visible at the bottom right of the tag cloud.

Three content cards are shown at the bottom of the screenshot. The first card, titled "HEALTHIER LIVES", features a woman holding a large green salad and is titled "Embracing plant-based". The second card, titled "INNOVATION", shows a man in a white lab coat holding a red cup and is titled "Raising the bar". The third card, titled "RESPONSIBLE SOURCING", shows hands holding several dark, round objects and is titled "Oil palm in".

“Wish we had a better sense, faster than we do today, about what content is performing well and why it is performing... not months down the road.”

CORPORATE MEDIA & PR

“We have content that is general and some that is very specific. Unfortunately, we don't know what people want today. We need better insight into our site audience.”

CORPORATE CONTENT & DIGITAL TEAM

“We forget what we've tested and learned. We get busy and move on to the next thing.”

CORPORATE CONTENT & DIGITAL TEAM

The screenshot shows the header of the Abbott Nutrition News page. It features the Abbott logo on the left and a hamburger menu icon on the right. Below the logo, the text "NUTRITION NEWS" is displayed in a dark grey bar.

If your baby is born prematurely, understanding that mother's own breastmilk is best for your baby is key to delivering not only nutrients, but also HMOs and other immune-protective factors. And since breastmilk protects against NEC, work closely with your baby's physician and dietitian to understand how to support a good breastmilk supply, so that your preterm baby gets as much breastmilk as possible.

Did you find this content helpful?



TRANSFORMATION THEME #7

Customer Insights

CRITICAL DECISION TO BE MADE

Can the right resources be provided to ensure insights are captured, tracked, and utilized globally?

NEXT STEPS

- ✓ Create a learning agenda for 2021 – including use of new tools, high traffic site areas, pages with high bounce rate.
- ✓ Use current landing pages to experiment with A/B testing and personalized CTAs.
- ✓ Consider modifications to the Foresee survey:
 - Review current codified responses to ensure they are meaningful, mutually exclusive, and truly match site audiences, reasons for visit, acquisition source. Reduce amount of “other” selected regularly.
 - Decide on which questions will remain long term, and which should be on a quarterly rotation. For instance, next quarter rotate in questions that could feed redesign (i.e. missing content) – rotate out brand metrics.
- ✓ Implement a content feedback mechanism.
- ✓ Implement more specific tags on content, based on goal, lifecycle, and trends.

TRANSFORMATION THEME #8

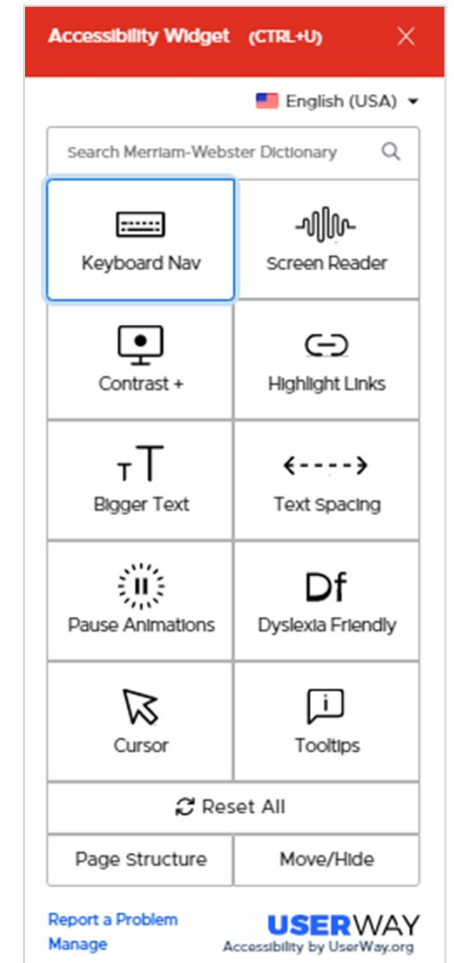
Usability & Accessibility

While larger redesign initiatives get underway – there are a lot of small but changes to improve the experience.

NEXT STEPS

- ✓ Conduct a more robust accessibility audit
- ✓ Ensure contrast and readability are part of the new design
- ✓ Create logical breaks in the responsive design – keep mobile-first in mind
- ✓ Work with brand standards and design system teams to reconsider certain stylistic treatments (prevalence of ALL CAPS, use of Serif fonts, colored CTAs)
- ✓ Reconsider current link styles and move towards more prominent CTAs
- ✓ Remove inline HTML styles
- ✓ Document editorial standards and guidelines – including best practices for scanability, such as increased use of bullets and list

See [Heuristic Analysis](#) in APPENDIX for more



STRATEGY & UX AUDIT FINDINGS

Customer & Business Insights

Audience Overview

WHAT WE LOOKED AT

- Abbott.com Foresee Site Survey Data
- Abbott.com Chatbot Common Questions
- Kantar study on Business Influencers
- 2016 Abbott Personas and User Journeys
- Abbott HR Customer Journey for Job Seekers

WHAT WE FOUND

Key takeaways across audiences:

- We are missing a strong “why” for first time visitors – why invest, why work here, why use our products
- Abbott.com can do a better job being the ecosystem aggregator for key site audiences
- Currently, many paths end up in a “labyrinth of links” for seemingly simple tasks (i.e. product availability, samples)
- By simplifying access to high value links and programs, Abbott can offer immediate value site audiences
- This can occur prior to site migration, enterprise content management, or data-driven personalization

AUDIENCE OVERVIEW

Current Site Visitors



AUDIENCE OVERVIEW

Consumers

Source: ForeSee (01/01/20-09/30/20; n=446)



Visitors seeking health-related information for themselves or for a loved one

Audience Priority: Primary
Site Satisfaction: 58/100
Net Promoter Score: 5/100
Priority Elements:
 Navigation, Site Information

GOALS

- To find general information about Abbott products/services
- To quickly, easily resolve product issues (i.e. defective sensors, replacement parts)
- To access deep product information (how to get, availability, usage, troubleshoot, etc.)

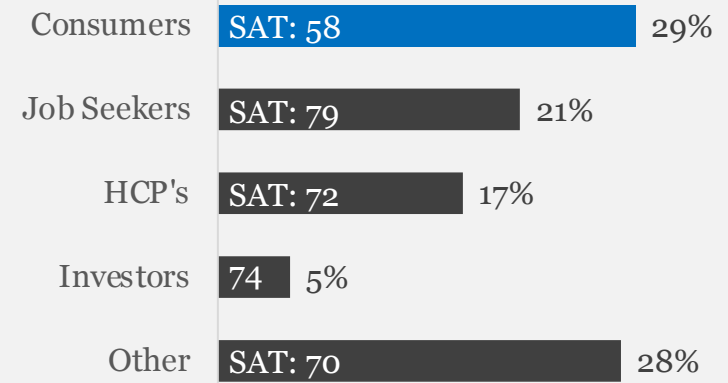
FRUSTRATIONS

46% were unable to accomplish what they wanted. Key themes include:

- Unable to find contact information
- Inability to find specific information related to COVID-19 and testing
- Unable to locate product coupon/discount
- Difficulty finding technical information related to software and data downloads

OPPORTUNITIES

- Enhance support content and channels
- Improve software and data downloads related to glucose devices
- More robust consumer information related to COVID-19 testing (general information, test locations, test sensitivity, etc.)



BRAND METRICS

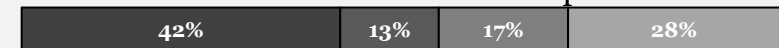
Is at the forefront of better health



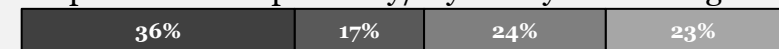
Provides innovative products to meet society's needs



Is at the forefront of societal health improvement



Inspires me to improve my/my family's wellbeing



■ T2B ■ Good ■ B2B ■ DK

AUDIENCE OVERVIEW

Consumers



	DISCOVER	RESEARCH	BUY	SUPPORT
Business Goals	<ul style="list-style-type: none"> ✓ Drive site traffic ✓ Increase awareness 	<ul style="list-style-type: none"> ✓ Build confidence ✓ Drive consideration 	<ul style="list-style-type: none"> ✓ Reinforce expertise ✓ Drive purchase 	<ul style="list-style-type: none"> ✓ Build preference ✓ Drive advocacy & loyalty
Consumer Goals	Learn about Abbott – what they do, what they offer and what makes them unique	Explore Abbott’s products, evaluate their credibility and learn what others think	Evaluating products and deciding whether or not to purchase	Accessing support resources to resolve questions/issues
Questions	<ul style="list-style-type: none"> • <i>Who is Abbott?</i> • <i>What are they known for?</i> • <i>What solutions do they offer?</i> 	<ul style="list-style-type: none"> • <i>Can I trust this brand?</i> • <i>What do others say/think?</i> • <i>What products will meet my needs?</i> 	<ul style="list-style-type: none"> • <i>Where can I buy?</i> • <i>Is there availability?</i> • <i>Are there complimentary products?</i> 	<ul style="list-style-type: none"> • <i>How does this work?</i> • <i>How do I get support?</i> • <i>Has anyone else had a similar issue?</i>
Content Needs	<ul style="list-style-type: none"> • Company Overview • Company Mission & Values • Featured Divisions / Products – where are you leaders in your space (e.g. MitraClip, cardiovascular) 	<ul style="list-style-type: none"> • Product Recommendations • Nutrition Facts & Ingredients • Product Information (General & Deep) • Customer Stories – why should I care? 	<ul style="list-style-type: none"> • Retailers • Coupons/Discounts 	<ul style="list-style-type: none"> • FAQ’s • Ongoing Learning • Location & Contacts • Health Tips & Advice • Instructions & How-To Content
Desired Features	<ul style="list-style-type: none"> • Meaningful Personalization 	<ul style="list-style-type: none"> • Related Products • Customer Reviews • Product Comparisons 	<ul style="list-style-type: none"> • Store Locator • Subscribe & Save • eCommerce Tools • Savings & Rewards • Product Availability 	<ul style="list-style-type: none"> • Chat • Search • Newsletters • Self-Serve Support • Account Management Tools
IA / Navigation	<ul style="list-style-type: none"> • Homepage as a general aggregator • Evaluate organizing by care vs. role 	<ul style="list-style-type: none"> • Evaluate “newsroom” label • From care area to available products • No browsing product – click through to learn (accordion, hiding) 	<ul style="list-style-type: none"> • 5-6 clicks to get from Abbott.com to product purchase page • Organized by need (AbbottStore.com) 	<ul style="list-style-type: none"> • Absent – no support, contact, FAQ’s • Pathway to product support (e.g. Freestyle Libre)
Other Considerations	<ul style="list-style-type: none"> • Demonstrate the value of the corporate site to divisional site leads 	<ul style="list-style-type: none"> • Develop a content maintenance process – currently driven by the divisions 	<ul style="list-style-type: none"> • Showcase AbbottStore.com • Expand Subscribe & Save/Rewards 	<ul style="list-style-type: none"> • Self-serve vs. assisted support strategy • Prescription support/integration • Medical advice

AUDIENCE OVERVIEW

Job Seekers

Source: ForeSee (01/01/20-09/30/20; n=321)



Visitors who want to learn about Abbott, search available career opportunities and apply for open positions

Audience Priority: Secondary

Site Satisfaction: 79/100

Net Promoter Score: 64/100

Priority Element: Navigation

GOALS

- Search for jobs/opportunities at Abbott
- Find general information about Abbott
- Apply for positions their interested in

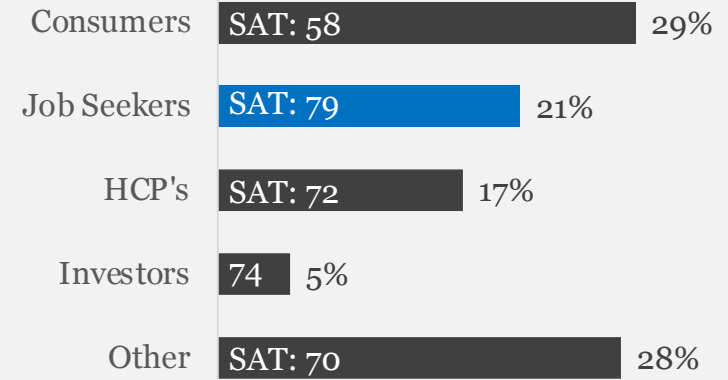
FRUSTRATIONS

12% were unable to accomplish what they wanted. Key themes include:

- Unable to find relevant job openings
- Difficulty logging into and/or modifying their account
- Experience tech issues during the application process
- Inability to track application status

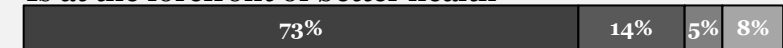
OPPORTUNITIES

- Improve the online application process as visitors encounter multiple technical issues (loading errors, slow load times, etc.)
- Evaluate required input fields – particularly those related to social media accounts
- Continue to enhance candidate account functionality (i.e. favorites feature, one-step application process, etc.)



BRAND METRICS

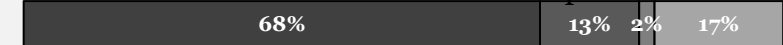
Is at the forefront of better health



Provides innovative products to meet society's needs



Is at the forefront of societal health improvement



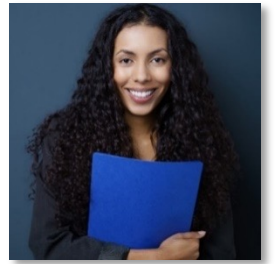
Inspires me to improve my/my family's wellbeing



■ T2B ■ Good ■ B2B ■ DK

AUDIENCE OVERVIEW

Job Seekers



	DISCOVER	RESEARCH	APPLY	SUPPORT
Business Goals	<ul style="list-style-type: none"> ✓ Attract talent ✓ Drive awareness 	<ul style="list-style-type: none"> ✓ Build excitement ✓ Drive consideration 	<ul style="list-style-type: none"> ✓ Support referrals ✓ Drive applications 	<ul style="list-style-type: none"> ✓ Provide support ✓ Drive advocacy
Consumer Goals	Learn about Abbott – what they do, what they stand for, what the work culture is like	Explore job opportunities (location, department, role, etc.)	Evaluate opportunities and deciding whether or not to apply	Access support resources to resolve questions/issues
Questions	<ul style="list-style-type: none"> • Who is Abbott? • What do they stand for? • Are they a good fit for me? 	<ul style="list-style-type: none"> • What jobs are available? • Do they offer internships? • Are there part-time positions? 	<ul style="list-style-type: none"> • Why do I need a social media URL? • What information do I need to apply? • What are the next steps in the process? 	<ul style="list-style-type: none"> • Who should I follow-up with? • My resume won't load – what now? • What's the status of my application?
Content Needs	<ul style="list-style-type: none"> • What We Do • Day In The Life • Why Work Here <p><i>(see Spotify for a good example)</i></p>	<ul style="list-style-type: none"> • Work With Us – Job Postings • Hiring Experience – What to Expect • Areas of Excellence (Sales & Marketing) 	<ul style="list-style-type: none"> • Application Checklist – What You Need • Application Process – How We Hire • Confirm Receipt of Application • Timing Expectations for Review/Response 	<ul style="list-style-type: none"> • Career FAQ's • Careers Contact Information • Status of Application
Desired Features	<ul style="list-style-type: none"> • Job Postings • Chatbot Integration 	<ul style="list-style-type: none"> • Search • Job Postings • Geo-Location • Mobile Optimized (Responsive) 	<ul style="list-style-type: none"> • Referral • Mobile Optimized (Responsive) • Application Tool – Track Progress of Application Submission 	<ul style="list-style-type: none"> • Chatbot • Application Tool – Track Application Status
IA / Navigation	<ul style="list-style-type: none"> • Trying to mirror nav (eyebrow, main, footer) of Abbott.com on jobs site • Organize by field/department 	<ul style="list-style-type: none"> • Country selector is just a translation – doesn't get me to jobs in that country • Improved wayfinding to and within job postings 	<ul style="list-style-type: none"> • NA - Authenticated Experience 	
Other Considerations	<ul style="list-style-type: none"> • Evaluate necessity of maintaining both sites: What are the unique goals of each? What current insights can be gleaned? • Analyze metrics for content listed below the "Search Jobs" button 	<ul style="list-style-type: none"> • Careers as a site section is not consistent or available across the globe 		

AUDIENCE OVERVIEW

Healthcare Professionals

Source: ForeSee (01/01/20-09/30/20; n=301)



Visitors researching products to form opinions and make purchase decisions on behalf of their organization

Audience Priority: Secondary

Site Satisfaction: 72 /100

Net Promoter Score: 41/100

Priority Elements:

Navigation, Site Information

GOALS

- Find information about Abbott products/services
- Seeking information related to COVID-19 testing (locations, accuracy, etc.)
- Obtain educational materials for themselves and patients

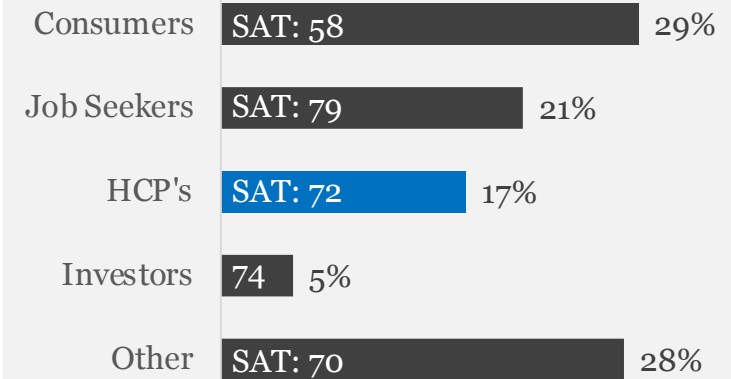
FRUSTRATIONS

27% were unable to accomplish what they wanted to. Key themes include:

- Inability to find specific information related to COVID-19 testing
- Lack of information on product efficacy, research and outcome statistics
- Unable to find contact us/sales rep info

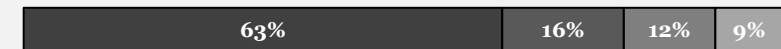
OPPORTUNITIES

- More detailed site information related to COVID-19 testing (usage, test sensitivity, production of test units, test sites, etc.)
- More robust medical information and educational resources for professionals
- Enhance procurement process – pricing, ordering, and account management



BRAND METRICS

Is at the forefront of better health



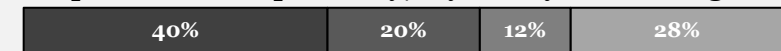
Provides innovative products to meet society's needs



Is at the forefront of societal health improvement



Inspires me to improve my/my family's wellbeing



■ T2B ■ Good ■ B2B ■ DK

AUDIENCE OVERVIEW

Healthcare Professionals



	DISCOVER	RESEARCH	BUY	SUPPORT
Business Goals	<ul style="list-style-type: none"> ✓ Drive site traffic ✓ Increase awareness 	<ul style="list-style-type: none"> ✓ Build confidence ✓ Drive consideration 	<ul style="list-style-type: none"> ✓ Reinforce expertise ✓ Drive purchase 	<ul style="list-style-type: none"> ✓ Build preference ✓ Drive advocacy & loyalty
Consumer Goals	Learn about Abbott – what they do, what they offer and what makes them unique	Explore Abbott’s products, read news related to their specific care area, and access training/educational content	Evaluating products and deciding whether or not to purchase them for their organization	Accessing support resources to resolve questions/issues
Questions	<ul style="list-style-type: none"> • <i>What products do they offer?</i> • <i>What care areas do they support?</i> 	<ul style="list-style-type: none"> • <i>How effective is this product?</i> • <i>What are the latest trends in my care area?</i> • <i>What is the latest on COVID testing (sensitivity, specificity, test locations)?</i> 	<ul style="list-style-type: none"> • <i>Can I get samples?</i> • <i>Can I order BinaxNOW kits?</i> • <i>What is the cost and how do I order?</i> 	<ul style="list-style-type: none"> • <i>How do I process a reimbursement?</i> • <i>Who can help me with a product issue?</i> • <i>Who is my sales representative and how do I get in touch with them?</i>
Content Needs	<ul style="list-style-type: none"> • Not grouping products together • Not able to easily get to content for HCPs 	<ul style="list-style-type: none"> • Deep product information • More robust, comprehensive product catalog • Educational events are not advertised • Nothing is tailored to say that you recognize who I am • Key numbers 	<ul style="list-style-type: none"> • Information specific to their clinic, hospital, care facility • Clear CTA and path to purchase for professional purchase • Product ordering instructions • You don’t seem to understand that I’m a product user 	<ul style="list-style-type: none"> • Common FAQ’s – how to get process a reimbursement, order samples, secure order discounts, etc. • Reimbursement hotline • Product Toolkits
Desired Features	<ul style="list-style-type: none"> • Landing Page • Be a better aggregator of the best content that exists in your ecosystem • These might also be investors, remember to grow them 	<ul style="list-style-type: none"> • Product Catalog • Sales Rep Request • “Right Rail” Content • Can someone call me back? 	<ul style="list-style-type: none"> • Online Ordering • Streamlined Buy Flow • “Right Rail” Content • Chatbot Pilot – these are lower funnel and ready to spend shoppers 	<ul style="list-style-type: none"> • Chatbot • Facts Sheets • Quick Guides
IA / Navigation	<ul style="list-style-type: none"> • Links don’t pass through the fact that I’m a professional (e.g. FreeStyle Libre for HCPs) 	<ul style="list-style-type: none"> • More prominent ‘Contact Sales Rep’ if that is the only path to purchase 	<ul style="list-style-type: none"> • How do we get CTA’s with revenue implications on to the Abbott.com site 	<ul style="list-style-type: none"> • Chatbot should be able to answer their basic questions or direct them to the right site
Other Considerations		<ul style="list-style-type: none"> • Intake forms for new HCP’s – what is the path they want these people to take 	<ul style="list-style-type: none"> • There is no path to purchase or figure out how to contact a sales rep from most “user flows” 	<ul style="list-style-type: none"> • More readily available access to expert resources vs. today’s contact form request

AUDIENCE OVERVIEW

Investors

Source: ForeSee (01/01/20-09/30/20; n=82)



Visitors who help set and improve valuations and drive confidence for investment

Audience Priority: Secondary

Site Satisfaction: 74/100

Net Promoter Score: 56/100

Priority Elements:

Navigation, Site Information

GOALS

- Find information about Abbott products/services
- Access deep financial information to understand current company performance
- Find general information about who Abbott is as a company

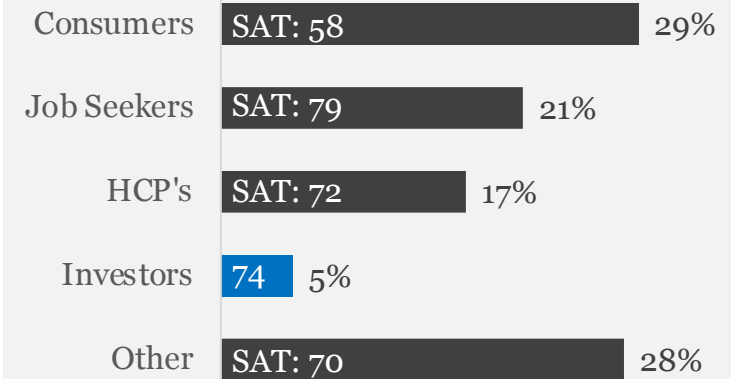
FRUSTRATIONS

17% were unable to accomplish what they wanted to. Key themes include:

- Difficulty finding detailed investment documents
- Inability to find information on new R&D (specifically related to COVID-19)
- Unable to find detailed product information (i.e. nutrition facts, usage instructions, etc.)

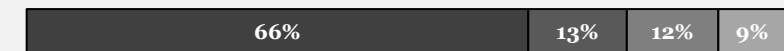
OPPORTUNITIES

- Streamline access to key financial documents (quarterly earnings, cash flow)
- Provide information on new R&D and product launches
- Latest advancements tied to COVID-19



BRAND METRICS

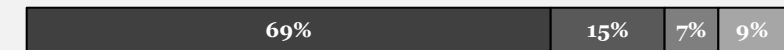
Is at the forefront of better health



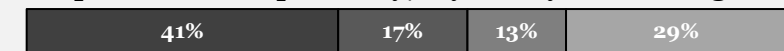
Provides innovative products to meet society's needs



Is at the forefront of societal health improvement



Inspires me to improve my/my family's wellbeing



■ T2B ■ Good ■ B2B ■ DK

AUDIENCE OVERVIEW

Investors



	DISCOVER	RESEARCH	INVEST	SUPPORT
Business Goals	<ul style="list-style-type: none"> ✓ Create awareness ✓ Drive interest 	<ul style="list-style-type: none"> ✓ Reinforce uniqueness, expertise ✓ Drive consideration 	<ul style="list-style-type: none"> ✓ Instill confidence ✓ Drive investment 	<ul style="list-style-type: none"> ✓ Build advocacy & loyalty ✓ Drive continued investment
Consumer Goals	Learn about Abbott – what they do, what makes them unique, understand their broader role in their industry, etc.	Explore Abbott’s current and future product line-up, understand financial performance, read latest news, etc.	Evaluating Abbott's investment potential and deciding whether or not to invest in the company	Accessing support resources to resolve questions/issues
Questions	<ul style="list-style-type: none"> • Who is Abbott? • What makes them unique/different? • How do they fair relative to competitors (leader, laggard)? 	<ul style="list-style-type: none"> • What does this new test do? • What is the latest news related to Abbott? • What is on their current roadmap/pipeline? 	<ul style="list-style-type: none"> • What do prior dividend payouts look like? • What happened in the stakeholder meeting? • What is their current financial performance? 	<ul style="list-style-type: none"> • Where can I get deeper product info? • What are others saying about Abbott? • Can you mail a copy of the annual report?
Content Needs	<ul style="list-style-type: none"> • Overview of the company • Current Initiatives • What’s Going On In Abbott 	<ul style="list-style-type: none"> • Deep product information • Bullets well organized • What the companies main initiatives are and how they tie to the overall health • View of company pipeline 	<ul style="list-style-type: none"> • Hard data, financial facts • Investment plan • Less frills, rich product information – many are HCPs 	<ul style="list-style-type: none"> • Easily access and search functionality to content that answers their specific questions
Desired Features	<ul style="list-style-type: none"> • Company Overview • Corporate Mission & Values • Corporate Sustainability / Responsibility 	<ul style="list-style-type: none"> • R&D • Honors • Governance • Press Releases • News & Events • Real Time Stock Price • Snapshot of Abbott’s Overall Health 	<ul style="list-style-type: none"> • SEC Filings • Annual Reports • Stock Information • Dividend Calendar • Quarterly Earnings • Investor Fact Sheet • Shareholder Meetings • Investor Communications 	<ul style="list-style-type: none"> • Chat • FAQ’s • Search • Investor Support • Social Media Links & Sharing
IA / Navigation	<ul style="list-style-type: none"> • Aggregate homepage content – provide a quick, snapshot view of the company 	<ul style="list-style-type: none"> • Easy access to pipeline information – consider direct link in the Investor section 	<ul style="list-style-type: none"> • Better wayfinding to global products for global investors 	
Other Considerations	<ul style="list-style-type: none"> • Better connect investor content with sustainability, responsibility and citizenship 	<ul style="list-style-type: none"> • Consider current taxonomy – investors don't know what Responsibility means? 	<ul style="list-style-type: none"> • Connection between to CRM efforts (EDGE newsletter, Investor newsletter) 	<ul style="list-style-type: none"> • Institutional vs. Individual support

Stakeholder Interviews

WHAT WE DID

Conducted 24 interviews and talked to 40 stakeholders from across the Abbott business

WHAT WE FOUND

- Stakeholders all recognize the “One Abbott” vision and efforts to become a household name.
- They see the critical role of the corporate site in achieving this vision – but acknowledge that not all current online traffic is being satisfied today, especially those looking for product information and support.
- There is mounting pressure across global regions for improved site design and a nimble, faster content creation process that delivers discoverable, relevant content to key audiences.
- There are known hurdles in today’s content process and platform – which is slow, manual, often limiting, and severely under-resourced – that stand in the way of creating a new and improved Abbott.com.
- However, there is internal consensus on where to start. This includes a going forward plan focused on improved content sharing, workflow efficiency, search optimization, and customer service.

STAKEHOLDER INTERVIEWS

Who We Talked To

21 Interviews / 40 Stakeholders



21 Interviews / 40 Stakeholders

Global

- China: Jinmei Lu, Yaqin Fu, Rachel Zhao
- India: Samprita Sinha, Kunal Kanera
- Brazil: Priscila Martins, Mariana Aidar
- Japan: Keisuke Goto, Karen Wong Chayavirabood
- Middle East, South Africa: Alberto Chahoud

Content / Digital

- Editorial Strategy: Guillermo Morrone
- Digital Strategy: Dirk Hoerter
- Digital Content: Mike Kellams, Simon Goldberg
- Publishing: Susan Thomas, Shane Murray

Public Affairs / Public Relations / Media

- Public Affairs: Pamela Harrison, Vicky Assardo, Molly Cornbleet
- External Comms: Scott Stoffel, Angela Duff, Darcy Ross

Technology

- IT: Heather Alosaimi, Sanjay Nair, Rahul Avasthy, Dimple Patel, Shan Gaddam

Corporate Marketing

- Chief Marketing Officer: Melissa Brotz
- Brand Identity: Kelly Baranko
- Global Marketing: Vivek Mohan
- Strategic Operations: Sean McKenzie

Audience Strategy

- Investor Relations: Laura Dauer
- Responsibility/Sustainability: Jenna Daugherty
- Talent Acquisition: Rhianna Mengel, Anne Johnson

Divisions

- Nutrition: Daniel Marple, Shawn Millerick, Danielle Virant, Molly Queen
- Diabetes Care: Tamara Bayne, Sang Kim

What We Learned

Abbott has a big vision, to build a strong global brand and a household name. This strategy relies on a redesigned Abbott.com to be the “front door” to the brand story. In order to succeed in this “One Abbott” mission, the site must do a better job and be seen as valuable to all businesses that are driving traffic online today.

“We are trying to create a culture of brand consistency – you know it’s Abbott before you see the logo.” (Corporate Brand Identity)

Consumers expect a seamless site experience that connects the corporate brand mission to and across Abbott’s areas of innovation, care, and supporting product lines.

“Consumers are getting smarter and they expect a lot more – especially with their health.” (Strategic Operations)

There is mounting pressure across global regions for improved site design and a nimble, faster content creation process that delivers easily discoverable, relevant content to key audiences and regions.

“We need to be faster and get the content to the people.” (Global - Brazil)

There are some hurdles in today’s content process and platform – which is slow, manual, often limiting, and severely under-resourced – that stand in the way of creating a new and improved Abbott.com. However, there is consensus on where to start, such as improved content sharing, workflow efficiency, and search optimization.

“We need to give teams the power to really ‘create the page’ – right now certain templates and components don’t work together.” (IT)

STAKEHOLDER INTERVIEWS

The Front Door to the “One Abbott” Brand

Abbott has a big vision, to build a strong global brand and become a household name. In order to succeed, the corporate site must do a better job and be seen as valuable to all businesses that are driving traffic online today.

“One Abbott” is a powerful competitive strategy.

- Everyone we spoke with acknowledged that this was the path that gets Abbott to become a household name. Teams are universally onboard, but shifts in awareness, reputation, and key audiences vary by region.

“If we want to be a ‘master brand’ that everyone knows is Abbott – we should be looking at a funnel like Medtronic or J&J.” (Corporate Brand Identity)

“We are trying to create a culture of brand consistency – you know it’s Abbott before you even see the logo.” (Corporate Brand Identity)

The current corporate site homepage and general design does not live up to that strategy.

- Several stakeholders expressed dissatisfaction in the current “look” of Abbott.com not being modern or impactful enough.
- There was general enthusiasm in the progress that has been made on newly designed websites and Abbott design systems.
- However, the recommendation for Abbott.com more than just an improved “look and feel.” Stakeholders were quick to point out that the current homepage doesn’t impress upon site visitors what Abbott stands for and what they excel in.

“We should have a design that really impresses the feeling that this is a modern, innovation-led company.” (Global – India)

“It’s hard to see what Abbott is. You don’t know that all those things make up the brand. I don’t think it tells our story very well.” (Divisions – Nutrition)

“We want somebody to know everything Abbott offers. We need to do a better job connecting our therapies from prevention to diagnosis to management. Customers should know ‘I can go to Abbott for all of these things.’” (Public Affairs – Diabetes Care)

Advertising is Driving More Traffic to Abbott.com

Increased advertising is driving a greater influx of traffic to Abbott.com, creating a need for the site to more effectively onboard visitors to Abbott's brand mission, suite of products and areas of expertise.

Abbott.com must expand and connect storytelling between divisions and product lines

- Stakeholders agree Abbott.com is where cross-divisional stories should live and that connected storytelling is increasingly important as site traffic continues to increase
- There is growing demand for Abbott.com to more effectively provide a panoramic view of the brand's product lines, quickly and easily convey leadership in key care areas, and communicate how they come together to meet customer's health concerns today.

"Abbott is becoming a fast household name in Japan. When it comes to marketing the name, the site becomes critically important." (Global – Japan)
"With more Abbott branding on commercials, they are coming to Abbott.com more and more. And we need to be able to answer their questions about sensors and replacements. It is critical to build that strong bridge between those websites." (Divisions – Diabetes)

Growing urgency for improved wayfinding from Abbott.com to division, product and global sites

- Provide better traffic control for the overall ecosystem – effectively routing visitors to the content they desire

"We know that many people know Abbott before they know FreeStyle. If they start at Abbott, we want them to get to Freestyle as quickly as possible. It's not intuitive, you'd have to know how to get there." (Divisions – Diabetes)

Drive Cohesive Brand and Product Connections

Consumers expect a seamless site experience that connects the corporate brand mission to and across Abbott's areas of innovation, care, and supporting product lines.

There is a growing need to tell a product story across divisional siloes.

- Many stakeholders acknowledged that not only is it Abbott's competitive advantage to go to market as a holistic brand, but product lines increasingly need to be marketed that way. A pediatrics story is greater than a devices or nutrition story alone.
- Today's site structure does not do enough to break down divisional siloes or create a bridge between stories and products.

"We need to get our own people to care about the broader Abbott. If the Abbott brand does well, a rising tide lifts all boats." (Corporate Brand Identity)

"We are always looking for ways to tie the nutrition business to the way we talk about Abbott." (Public Affairs – Nutrition)

"As a customer, I want to know about testing, about nutrition, about solutions – I don't care about your organizational structure, I care about what value you can offer me." (Strategic Operations)

Without significant investment in content and usability, there will be unclear support from the divisions.

- Those we interviewed who are familiar with the corporate site acknowledge that a good amount of current traffic is looking for specific product information, and the site is falling short in delivering them a reliable path.
- Divisions are understandably results driven, and inclined to drive digital traffic to their individual sites versus Abbott.com, despite an understanding that the corporate site plays a unique role in a complete picture of care.

"If I was a consumer looking for the free sampling program in the US, if there was a way to get them to the product site seamlessly." (Divisions – Diabetes)

"We have a hard time keeping content on the divisional sites up to date. We change our product labels and packaging frequently." (Divisions – Nutrition)

Expand to Address New Customer Audiences

As brand awareness grows and site traffic increases, Abbott.com must expand to better recognize, welcome and meet the needs of new site audiences.

A new Abbott.com must represent and address the needs of new customer segments

- As the brand continues to expand product offerings to capture new and different audiences (i.e. athletes, health-minded individuals, etc.) the site must do a better job of recognizing these visitors and providing them a seamless digital experience
- There is an opportunity for a new Abbott.com to do a better job representing and meeting the needs of caregivers.
- Stakeholders indicate there are new customer sub-segments (journalists, Type I & Type II diabetics, etc.) the site could do a better job of identifying and starting a dialogue with moving forward.

“We aren’t doing this website for today’s world. We need to build a website for tomorrow.” (Corporate Marketing)

“People with diabetes aren’t just the people that have the disease, but the people around you. It can be your doctor, your family, parents, teachers, but it can even be their friends, you never know who is going to help you.” (Divisions – Diabetes)

“We need new people to come into the franchise, and we need existing people to use it at a more consistent rate. Right now the bucket is a bit leaky. We need to have the value proposition for the sensor be really strong than a much broader group of people with diabetes than we have today.” (Divisions – Diabetes)

“Abbott.com has to play a lot of different roles to different people. You may be an investor, a consumer, or interested in sustainability – and we must make the experience as seamless as possible.” (Strategic Operations)

STAKEHOLDER INTERVIEWS

Abbott Needs To Invest In Their Global Resources

On a global scale, there a growing need for increased speed and quality of content that can be easily updated and adapted to meet regional market needs. A shift to a single digital site must balance consistency with flexibility.

A solution is needed that balances the content efficiencies of “one global site” with regional resourcing.

- Across the globe in most regions, consumers are engaging with Abbott content at an increasing rate.
- Today, there are limited resources to support the global enterprise. Some regions have larger teams (India, China) while others have limited staff. Most global stakeholders we talked to admitted to not being able to accomplish nearly the amount they feel is required – especially to stay competitive in customer insights, storytelling, SEO, and social.
- While stakeholders admitted they could see the value of increased content from the US corporate site, they also easily named regional differences in regulations, products, brand perception, or audiences that would necessitate regional flexibility.
- This included oversight over content translations and image assets to ensure regional relevance.

“We need to be faster and get the content to the people.” (Global - Brazil)

“We want to be seen as a company on the forefront of healthcare and tech, but we need to shift perceptions that were not just a big pharma company.” (Global – India)

“The infrastructure isn’t there to do what we need to do in every country. Other competitors have more sophisticated websites. They have the social channels. I feel like if we don’t do it soon, we will be left in the Dark Ages.” (Global Public Affairs)

“If we had digitally focused resources in region, they could look at data, analytics and insights. What are they saying about us, our content and our site.” (Global Public Affairs)

Abbott Needs To Modernize Their Publishing

There are some hurdles in today's content process and platform – which is slow, manual, often limiting, and severely under-resourced – that stand in the way of creating a new and improved Abbott.com.

In order to do more, Abbott must make better use of their tech stack and streamline their processes

- Stakeholders could site many inefficiencies in today's content process, and admitted they spend more time tracking content than publishing and figuring out what works.
- Simple errors such as key metadata and SEO best practices are not consistently implemented.
- The site ChatBot currently supports corporate content – but lacks broader integration with divisions and call center content.

“We've standardized to the lowest common denominator. We have people who want content printed in hardcopy to manually redline. It comes down to change management and a total cultural shift.” (Corporate Content & Digital Team)

“I'm not sure we're using the DMP as well as we could. How can we better take advantage of that technology?” (Corporate Media & PR)

With more time, Abbott should make the shift to an insights-led, data-empowered editorial process

- Limited audience insights are available today, particularly for the individual regions. Even if it existed, there is not frequently time to analyze what is working and not working.
- The enterprise-wide shift to Experience Cloud will help eliminate today's reliance on IT and empower site owners to do more. In order to make use of these new tools, teams around the globe need to free up their time for strategy and planning.

“We continue to write paragraph after paragraph and are disappointed when visitors aren't engaging with that content/format.”

*“So much of what we do is far away from the customer. We haven't asked a customer what they want. It's all internally driven.”
(Corporate Content & Digital Team)*

Expand the Use of Design Systems

Expanding the use of design systems across the digital ecosystem will help facilitate website consistency, expedite the content publishing process, and reduce reliance on already strained IT resources.

Opportunity to expand the use of design systems to achieve greater consistency, efficiency and flexibility across Abbott's entire digital ecosystem.

- Content, design and technology are interlocked today. Moving to a Design System will decouple that, providing digital teams greater content flexibility while removing today's reliance on IT.
- There is significant investment spent on design, development and QA as a result of today's ecosystem constraints.
- There's consensus among those leveraging the new Freestyle Design System (FDS) that it's providing significantly greater efficiency, flexibility and consistency for their teams.
- There's an opportunity to leverage learnings from FDS and apply it to Abbott.com, as well as, the other digital properties

"Our design system makes it so easy to change, and allows the access to the country's themselves. They get the approval, and they put the content up. It should be that easy." (Divisions – Diabetes)

"When there is heavy design waste and heavy development waste it leads to heavy QA waste. The design system can help solve that." (IT)

"This is not only about content management at scale, but user testing at scale, personalization at scale." (IT)

"After we started this journey, we had a big catalyst moment when we started this Freestyle design system. We were migrating into a good system, but the whole user experience was not standardized. And we didn't have a system to build sites in an efficient manner." (Divisions – Diabetes)

STAKEHOLDER INTERVIEWS

Where To Get Started

FEATURE REQUEST	DESCRIPTION	INTERVIEW(S)	QUICK WIN?
Improve Search	<ul style="list-style-type: none"> Suggested terms, results page, saved searches, filter/prioritize results, cross-site search, backlinks, etc. 	Investor, Talent Acquisition, Media/PR, IT	
Improved Navigation	<ul style="list-style-type: none"> Improved taxonomy (e.g. Responsibility, Newsroom), "double click" to content, linking to global/division/product sites, sticky nav, etc. Organize site by condition/area of care 	India, Investor, Talent Acquisition, Sustainability, China, Public Affairs, Division-Diabetes	
Footer Links	<ul style="list-style-type: none"> Top important pages, better navigation 	Talent Acquisition	
Dynamic Content	<ul style="list-style-type: none"> Automate pulling investor content into featured areas Dynamic infographics 	Investor, Media/PR	
Product Landing Pages	<ul style="list-style-type: none"> Increased content around product on brand.com 	Japan	
Authoring Flexibility	<ul style="list-style-type: none"> Authoring ability for key teams, more flexible templates, automated review/publishing process 	India, Talent Acquisition, Corporate Brand Identity	
Improve for Journalists	<ul style="list-style-type: none"> Make the newsroom easier to use (simple navigation, fact sheets, etc.) 	Media/PR	
Site Performance	<ul style="list-style-type: none"> Reduce page load times, especially ahead of Google algorithm changes More frequent "crawling" of site to proactively detect site/authoring issues 	IT, SEO, India	
Search Engine Optimization	<ul style="list-style-type: none"> Metadata gaps, image/video descriptions, H1 tags, proactive keywords, etc. 	IT, SEO	
Rich Media	<ul style="list-style-type: none"> Infographics, videos (immersive, snippets), podcasts, etc. 	India, Customer Service/Chat	
Mobile Optimization	<ul style="list-style-type: none"> Mobile first design, improved country navigation on mobile, etc. 	Talent Acquisition, China	

STAKEHOLDER INTERVIEWS

Where To Get Started

FEATURE REQUEST	DESCRIPTION	INTERVIEW(S)	QUICK WIN?
Personalization	<ul style="list-style-type: none"> • Customized homepage experience by audience type • Curated content by audience (HCP's don't want consumer-written content) • Ability to retarget audiences and find "look-alikes" on other sites • Geotargeting, personalized product recommendations, etc. 	India, Corporate Brand Identity, Media/PR, Middle East, Public Affairs, IT	
Translation	<ul style="list-style-type: none"> • Page translation via drop down menu functionality • API with translation agency to drive global publishing efficiencies • Ability to modify content for local markets prior to translation 	Corporate Content, Japan	
Metrics	<ul style="list-style-type: none"> • Site metrics to better understand site audiences – US and Global • Improved tagging/tracking of site content, A/B testing, etc. • Ability to measure 'packaged' content across channels 	India, Corporate Brand Identity, Investor, Talent Acquisition, Customer Service/Chat, Brazil, IT	
Integrated Chat	<ul style="list-style-type: none"> • Integrated with divisional sites 	Customer Service/Chat	
Enhanced Design	<ul style="list-style-type: none"> • Follows on-brand guidelines, elastic design, accessible design, site aesthetic accounts for regional nuances, regional media assets, flexibility with images 	Corporate Brand Identity, Corporate Content, Customer Service/Chat, Brazil, China, Middle East, IT	
Channel Integration	<ul style="list-style-type: none"> • Greater integration with social media channels and mobile apps • Live streaming from social feeds 	Brazil, China, Division-Diabetes, Division-Nutrition, IT	

STRATEGY & UX AUDIT FINDINGS

Competitive & Landscape Analysis

Competitive Analysis

WHAT WE DID

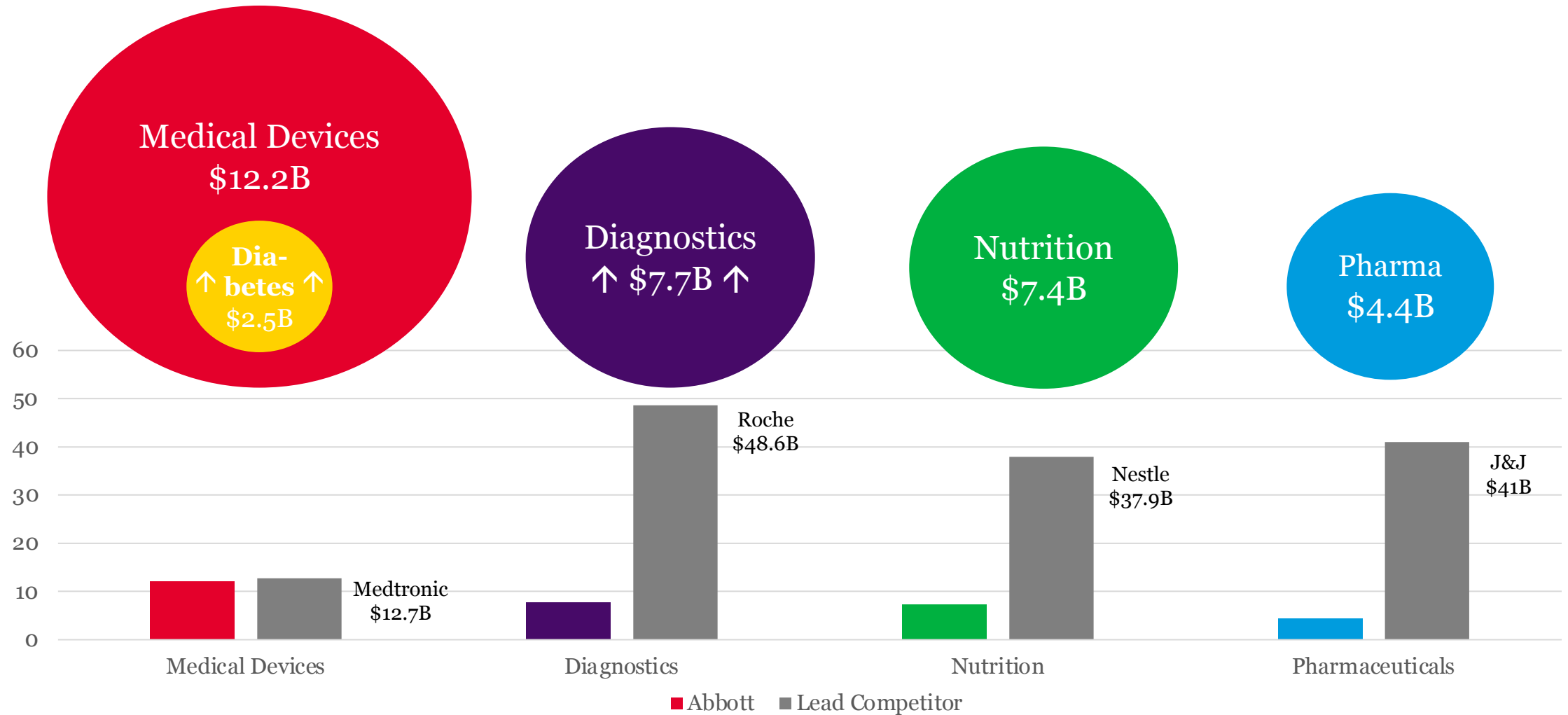
Analyzed the corporate sites of Abbott's top 6 competitors across divisions, with a focus on the overall impact of their homepage, ecosystem structure, navigation strategies and standout features.

WHAT WE FOUND

- Most competitors offer a far larger volume of content on their corporate sites and have adopted some notable navigation and information architecture strategies to not overwhelm their site users.
- There a lot to be gleaned from current competitors sites across the board:
 - Medtronic offers highly valuable audience-specific content that should be the baseline of any personalization strategy.
 - Dexcom leads the pack in providing access to customer service.
 - Roche's story telling strategy is heads above the competition.
 - Boston Scientific goes the extra mile in providing HCPs with ordering products online.
 - Nestlé site architecture strategy for accessing nearly 200 brands is spot on, and they make selecting a Country (or region) exceptionally easy with the sticky country widget positioned in the global header.




COMPETITIVE ANALYSIS

Abbott Faces “Powerhouse Competitors” In Most Divisions





































COMPETITIVE ANALYSIS

Yet, No Single Competitor Spans All Abbott Divisions

	MEDICAL DEVICES					
	Cardiovascular	Diabetes	Neuromodulation	Diagnostics	Nutrition	Pharma
						
Medtronic	✓	✓	✓			
DEXCOM		✓				
	✓		✓			✓
Boston Scientific				✓		✓
Nestlé					✓	
						✓

COMPETITIVE ANALYSIS

Site & Ecosystem Integration

	Medtronic	Dexcom	Roche	Boston Scientific	Nestle	J&J	Abbott
<i>Scope of HOME PAGE</i>	 Top level linking, partially aggregated	 Deep linking, aggregated content	 Deep linking, aggregated content	 Deep linking, aggregated content	 Top level linking, partially aggregated	 Deep linking, aggregated content	 Top level linking, partially aggregated
<i>Evaluation of RESPONSIVE DESIGN</i>	 Partial implementation	 Defined, fully integrated	 Defined, fully integrated	 Defined, fully integrated	 Defined, fully integrated	 Defined, fully integrated	 Partial implementation
<i>Integration of COUNTRY SITES</i>	 Separate sites, consistent navigation	 Integrated sites, consistent navigation	N/A	 Integrated sites, consistent navigation	 Separate sites, consistent navigation	 Separate sites, consistent navigation	 Separate sites, inconsistent navigation
<i>Integration of PRODUCT SITES</i>	 Fully integrated product content	 Fully integrated product content	 Fully integrated product content	 Fully integrated product content	 Fully separated product content	 Fully separated product content	 Fully separated product content
<i>Cross-Site UX CONSISTENCY</i>	 Developed & well implemented	 Developed & well implemented	 Developed & well implemented	 Developed & well implemented	 Separate sites, partial implementation	 Under-developed & Inconsistent	 Under-developed & Inconsistent

COMPETITIVE ANALYSIS

Features & Functionality

	Medtronic	Dexcom	Roche	Boston Scientific	Nestle	J&J	Abbott
Newsroom	●		●	●	●	●	●
Current Events	●	●	●	●	●	●	
Rich Content		●	●			●	
Financials			●	●	●	●	
Product Catalog	●	●	●	●	●	●	●
eCommerce		●			●	●	
Site Search	●	●	●	●	●	●	●
Authentication		●			●	●	
Product Support	●	●	●	●	●	●	●
Social Integration	●	●	●	●	●	●	
Community		●		●	●	●	
Chat		●	●	●		●	●

COMPETITIVE ANALYSIS

Abbott

A fresh look at the corporate site role and content priority can feed a meaningful redesign

Site Map

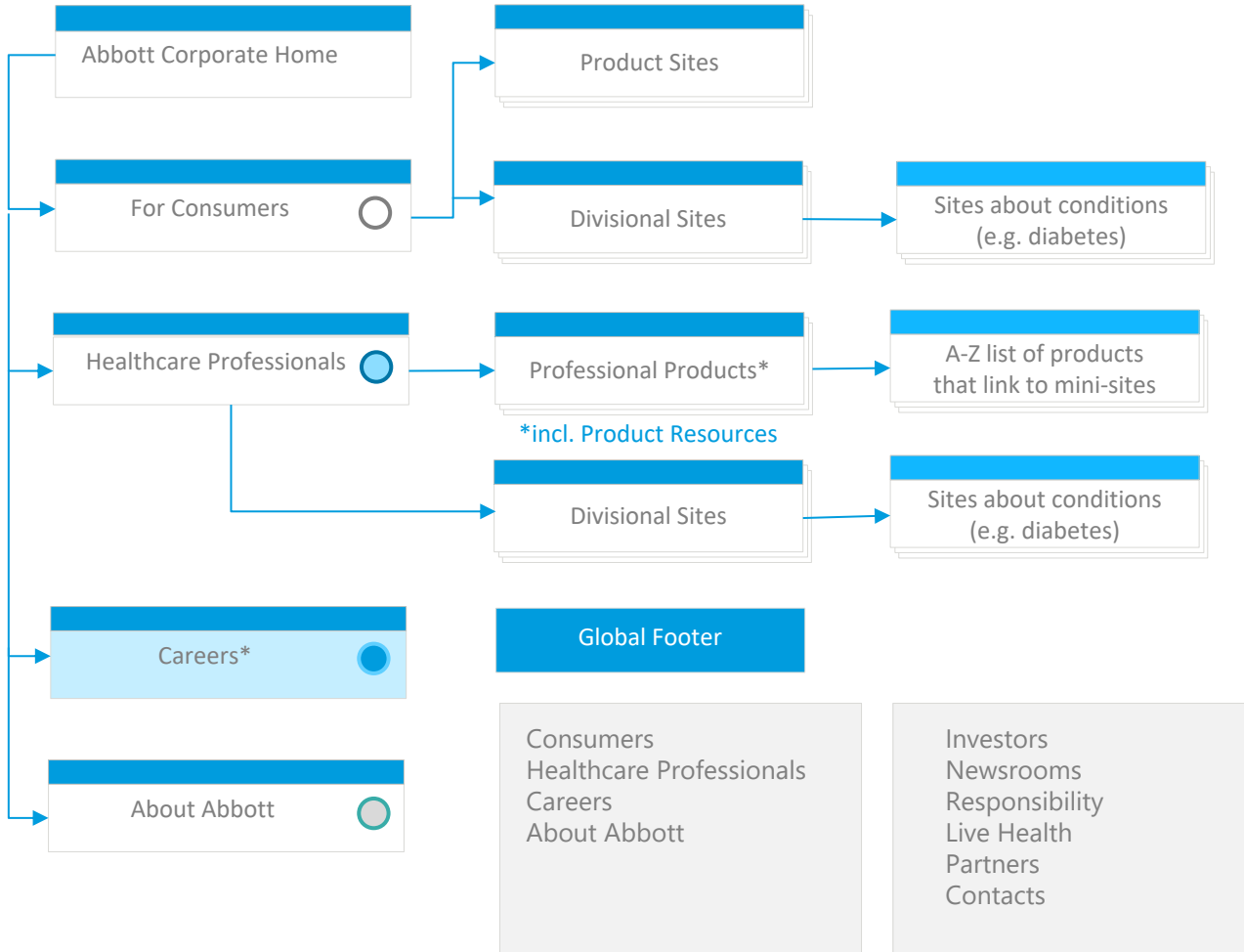
- Currently, the corporate site is managed by four separate platforms which results in disparate UX/UI, different design systems, and content disconnects that don't do a great job of speaking to key user groups or meeting their needs.
- The global footer arranged by overarching categories and subsequent links does provide immediate access to parts of the site(s).

Homepage Analysis

- The existing homepage hierarchy pushes meaningful content below the fold, hiding it from users.
- The current design system leaves too much unused space between components, unnecessarily increasing the page length.
- Nomenclature tweaks for header labels, content features, and global menu options could help connect to user groups.

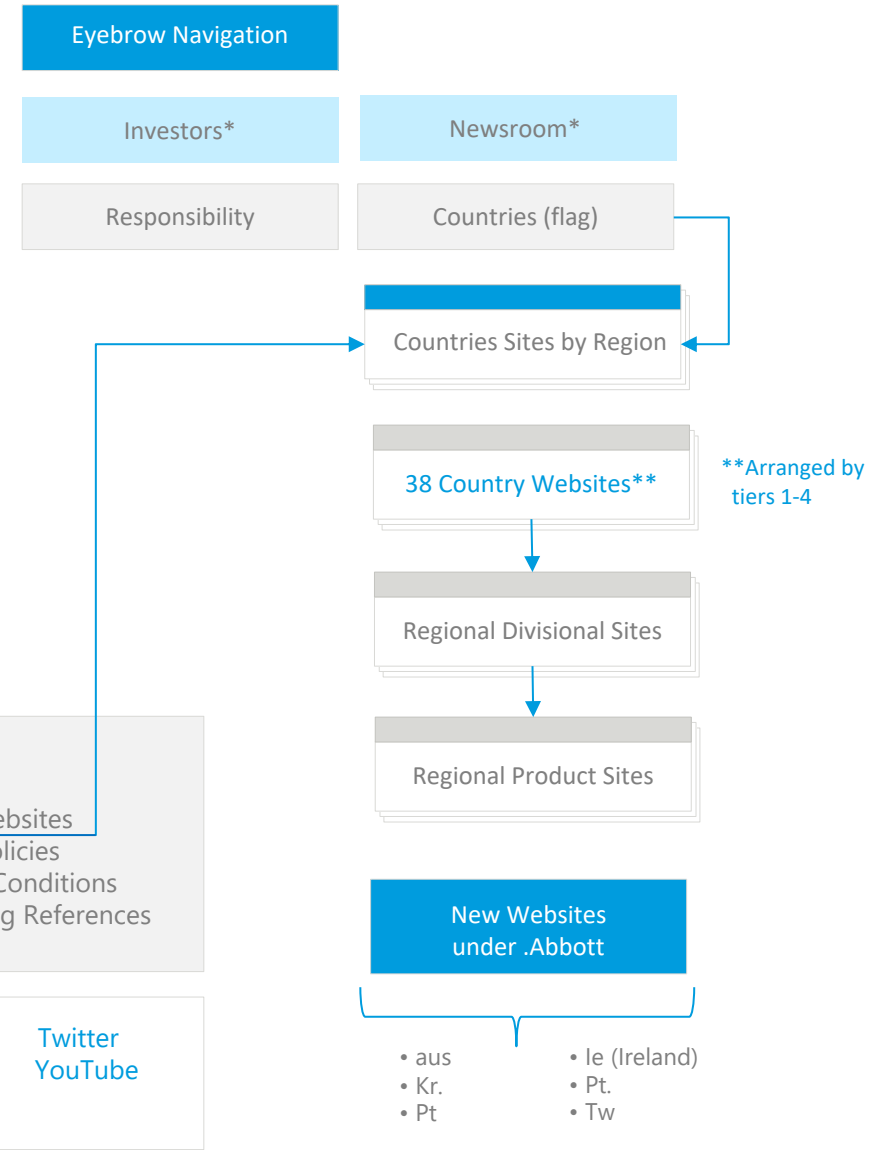
Navigation & Wayfinding Strategies

- The global navigational is confusing: Consumers and Healthcare Professionals have landing pages, respectively, while everything else has a drop-down navigation with an overview landing page listed within the navigation.
- Architecture and branding disconnect between divisional and professional products pages exist.
- The global footer is an alternate approach to drilling into content and does an adequate job acting as a site map.
- Nomenclature and architecture for Healthcare Professionals, Job Seekers, and Investor user groups seem to meet industry standards.



- Consumers
- Healthcare Professionals
- Job Seekers
- Investor

* Investor financials, job board, & press release are all hosted on different platforms or agencies.



COMPETITIVE ANALYSIS

Medtronic

Elevating high value content for patients and health care professionals

Site Map

- The inclusion of Caregivers as an additional targeted user category is unique among all competitors.
- The site provides multiple CTAs segmented carefully by user groups which points them to relevant content.
- The COVID-19 Recovery Resource Center landing page highlights the latest activities and current events.

Homepage Analysis

- The homepage content is mostly based around remote and Covid related content which is highly relevant.
- The global footer is vast and acts as a full site directory, providing access to all items and features within the site hierarchy.

Navigation & Wayfinding Strategies

- The use of new page iconography along with other features enables wayfinding.
- The ability to find international sites by both region and country, not flags is more intuitive.

Things They Do Well

- Accessibility is a priority which is evidenced by contrasting typographical elements and use of other accessibility features.
- The segmentation of key CTAs (above the fold) along with a carousel, is very effective which as it provides imagery and captions.

Medtronic



Global Footer

PATIENTS AND CAREGIVERS ○

- Overview
- Conditions
- Treatments & Therapies
- Contact Patient Services
- Electromagnetic Compatibility Guide for Cardiac Devices
- Order Diabetes Supplies

HEALTHCARE PROFESSIONALS ●

- Overview
- Products
- Product Performance & Advisories
- Product Barcode Information
- Education & Training
- Minimally Invasive Therapies (formerly Covidien)
- Therapies & Procedures
- Order Products
- Product Manuals
- Reimbursement
- Safety Data Sheets

Privacy Statement Accessibility Statement
Terms of Use Contact

ABOUT MEDTRONIC

- Overview
- Citizenship
- Investors ○
- News & Media (opens new window)
- Our Mission
- Information About Proposition 65 for California Customers
- California Transparency in Supply Chains Act
- Careers & Culture ●
- Governance
- Leadership
- Product Security

TRANSFORMING HEALTHCARE

- Transforming Healthcare Overview
- Further, Together
- Aligning Value
- Meaningful Innovation
- Healthcare Insights
- Global Access

Facebook Twitter
YouTube LinkedIn

COMPETITIVE ANALYSIS

Dexcom

Approachable content for the full customer lifecycle - from discovery to support

Site Map

- The site map is relatively shallow compared to Abbott and the other the competitors because of limited product offerings.
- The site map and nomenclature speak directly to patients, offering multiple entry points that address products and community.
- Providing ever more granular descriptions of the Dexcom systems as the user scrolls down avoids information fatigue.

Homepage Analysis

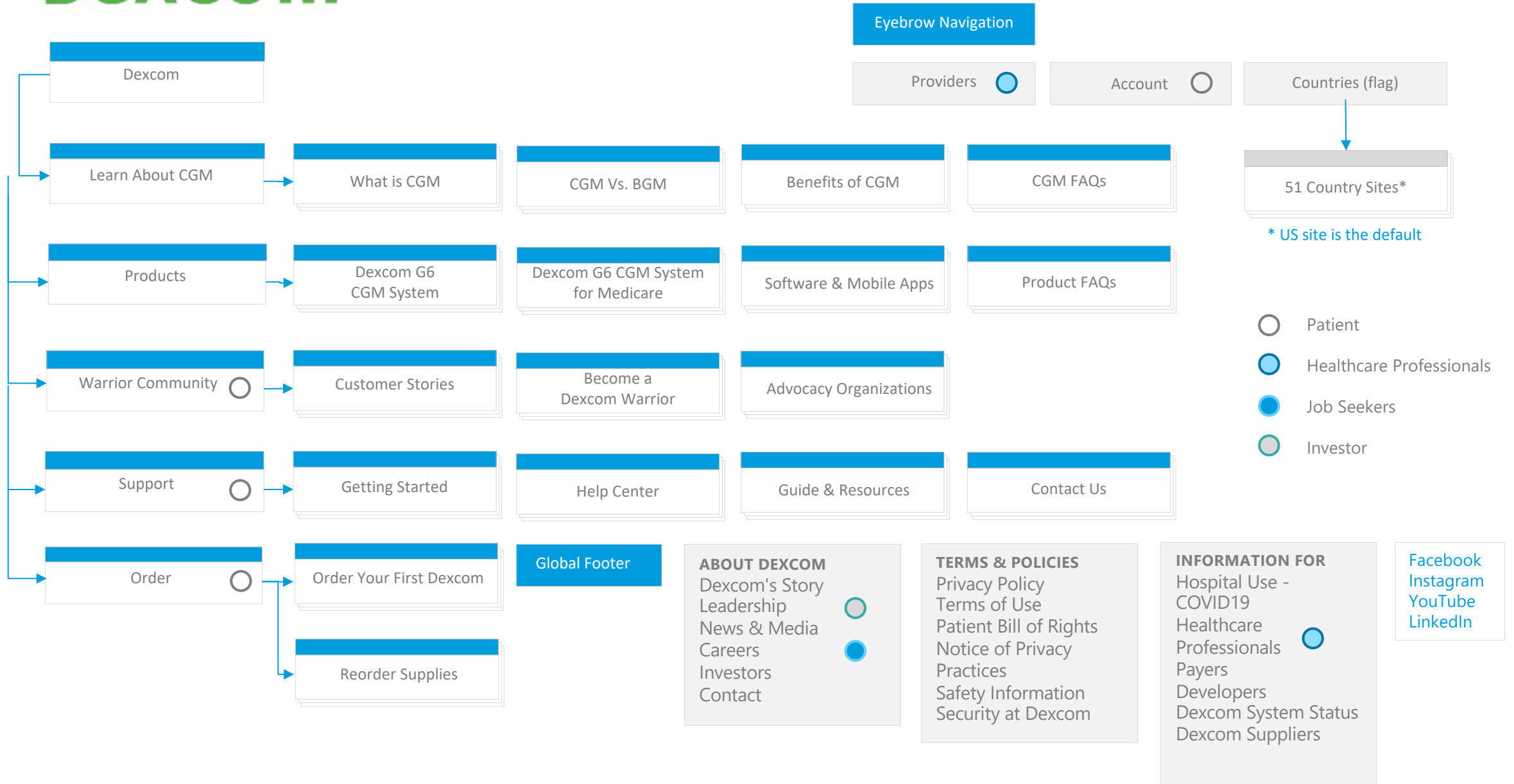
- The subdued color palette, well defined design system, and good use of fonts give the site a modern appearance.
- The featured imagery and limited text are a good strategy for highlight product features, without inundating users with information.

Navigation & Wayfinding Strategies

- The sticky header on this site is over 160 pixels tall taking up a lot of the viewable area.
- The limited global navigation along with the fly-out menu options make navigating the website intuitive and easy.
- The site's ecosystem hosted under a singular umbrella URL enhance findability and wayfinding capabilities.

Things They Do Well

- The overall use of the well-defined design system does a great job of presenting and supporting the brand's value proposition.
- Providing additional imagery above the fold (in addition to the carousel) supports navigation.



COMPETITIVE ANALYSIS

Roche

Engaging storytelling through evocative design and content

Site Map

- The site map is shallow and features nine main categories and a small global footer.
- A hamburger menu is a mobile first component. Yet, it is being used for the desktop site as well.
- Unlike other competitors, Roche has no country sites listed but does feature a prominent language link (De) in the global navigation.

Homepage Analysis

- While content area features a limited amount of collateral, the CTAs are well defined, and accessible.
- The homepage features news content articles that are time stamped (for freshness) with corresponding photographs and captions.

Navigation & Wayfinding Strategies

- While initially surprising, the hamburger menu and corresponding fly-outs (desktop view) is effective as a means to drill into deeper content.
- The use of contrasting colors (yellow on black) on the fly-outs, which include landing page content, highlights additional links.

Things They Do Well

- Roche's story strategy is the most impactful out of all the sites reviewed. Roche's deeply genuine approach of linking their advancements in medical breakthroughs to real-life stories of patients overcoming life threatening obstacles is great.
- Use of top-shelf features, including dynamic content, faceted search, and a comprehensive navigation strategy, adds to the brand's credibility as a leader in medical diagnostics and research.



Healthcare Professionals

Job Seekers

Investor

Eyebrow Navigation

Menu

Search

DE (language abbrev.)

Roche in German

Roche Home

About Roche

Overlay menu panel

Sustainability

Overlay menu panel

Research & Development

Overlay menu panel

Partnering

Overlay menu panel

Media

Overlay menu panel

Investors

Overlay menu panel

Careers

Overlay menu panel

Products

Overlay menu panel

- Our purpose
- Our history
- Our strategy
- Our business priorities.
- Our people
- Meet our Chairman
- Meet our CEO
- Our Governance
- Business

- Our approach
- Explore our stories
- Our impact on society
- Access to healthcare
- Related links

- Drawn to science.
- Science and the city.
- Call for Grant Notification for IME
- What we are working on
- Who we are and how we work approach

- How we collaborate
- Get in touch with us
- Pharma areas of interest
- Diagnostic areas of interest

- Media releases
- Media statements
- Media library
- Events
- Company information
- Media contacts
- Subscribe to Roche Media
- Unsubscribe from Roche Media Releases

- Investor updates
- IR events
- Share Information
- Pipeline
- Diagnostics.
- Sustainability
- Annual Report 2019
- Historical Quarterly Reporting.
- Finance information tool
- Dividend calendar
- Total return center
- FAQs
- US Investors.
- Contacts

- Our Locations
- Awards & Rankings
- Your Job
- Areas of Expertise
- Owe are Roche
- Code4Life
- My Career

- Pharmaceuticals
- Products for Research.
- Solutions for Diagnostics

Global Footer

Legal Statement

Privacy Policy

- LinkedIn
- Facebook
- Instagram
- Twitter
- YouTube

COMPETITIVE ANALYSIS

Boston Scientific

Care-focused site manages to streamline a large volume of content and links

Site Map

- Inclusion of “Patients” in lieu of the consumer label is not just more inclusive but speaks directly to users familiar or in need of products.
- The labels within the Patients Landing page provide an excellent guide to product segmentation for non-medical professionals.

Homepage Analysis

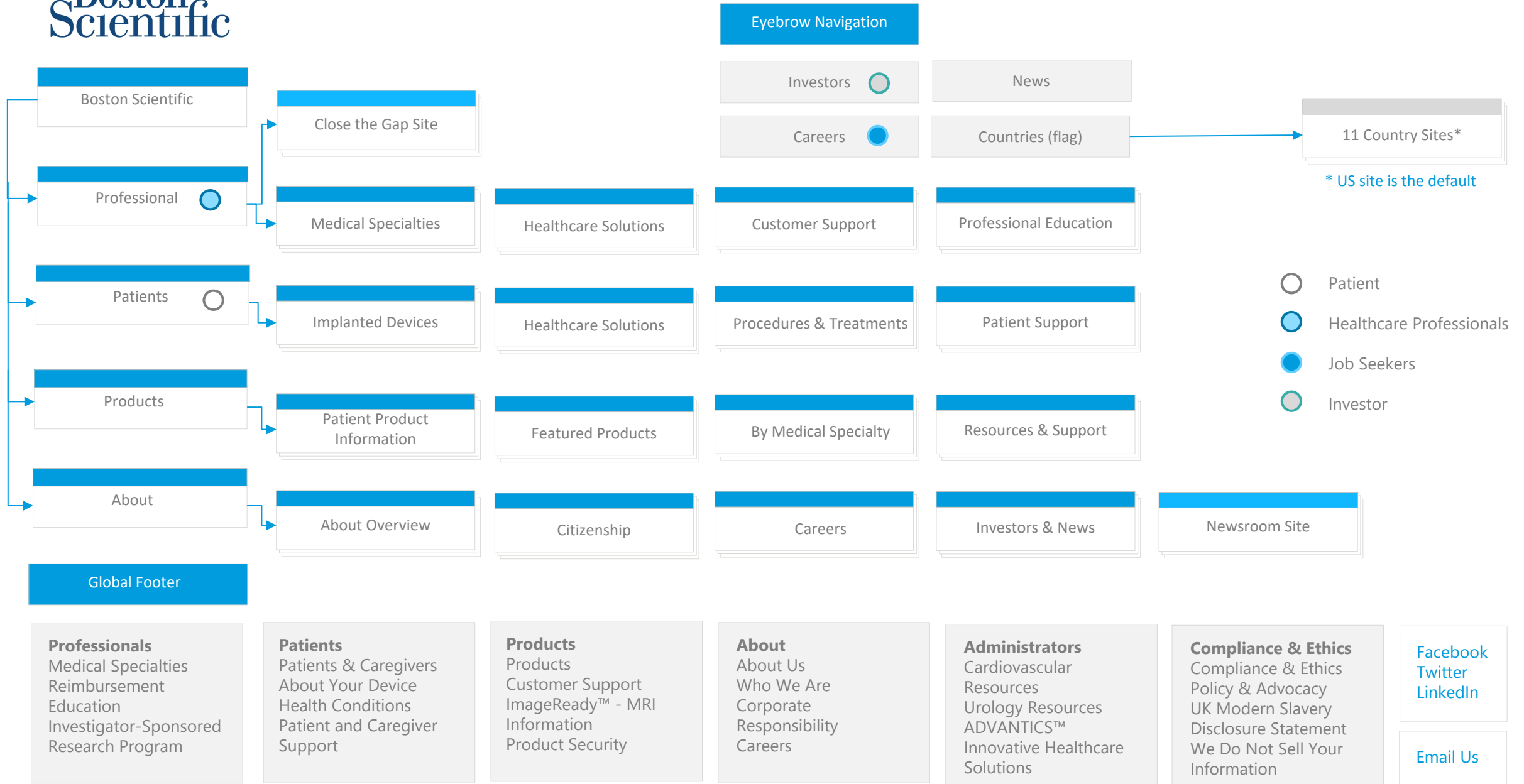
- The carousel’s dramatic imagery and clear CTAs provide an easy way for users to get a sense of the brand identity.
- The site architecture is somewhat reminiscent of Amazon based on its clean hierarchical presentation and iconography.
- The use of bold images and a more subdued color palette makes the images and typographical element stand out aiding navigation.

Navigation & Wayfinding Strategies

- The global navigation along with the massive fly-out menu options (above the fold) make findability exceptionally intuitive.
- Providing additional imagery above the fold (in addition to the carousel) help with wayfinding and setting up the brand value.

Things They Do Well

- The site’s nomenclature implemented for both, global and footer navigation, aligns well with user expectations.
- The ecosystem is unified under one umbrella URL and users can easily navigate between the various sections uninterrupted.
- The sticky ‘need customer help box’ is an excellent lifeline.



COMPETITIVE ANALYSIS

Nestlé

Nicely balanced, bringing together a large global ecosystem with communicating brand value

Site Map

- The site map is shallow and broad employing large navigational fly-outs that reduces time to reach content.
- The global footer is expansive, and like other examples, acts as the site's index while also reinforcing brand value.

Homepage Analysis

- The homepage is relatively short (compared to other competitors) which reduces scrolling time to get to the global footer index.
- The homepage content strategy provides a multitude of access points based on defined user groups.

Navigation & Wayfinding Strategies

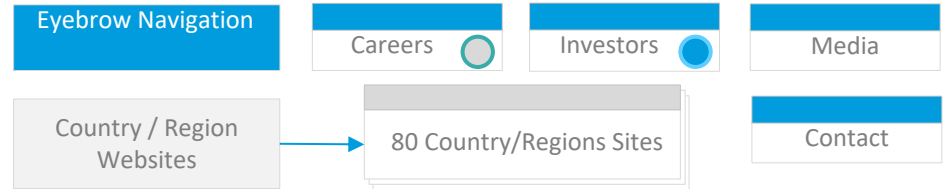
- A good example of using color as part of the navigation are the color-coded tags found on the 'Our Stories' landing page.
- Users can review content and sort accordingly by clicking on the various tags.
- The brand menu fly-out provides access to the brand landing page and allows users to select a brand by category.
- The location widget allows users to select a new location (upper right in the global header) is intuitive .

Things They Do Well

- Using color, design elements, typography, and photographic stills to highlight various categories throughout the site.
- Distinguishing multiple social media accounts by using fly-out menus to highlight different accounts (i.e. Careers, Corporate).



- Consumers
- Job Seekers
- Investor



- Nestlé
- About Us
- Our Stories
- Our Impact
- Brands
- Innovation
- Ask Nestlé

Overlay Menu Options (Quick links)

- History
- At a glance
- Nestlé worldwide
- Management Strategy
- Business Principles
- Nutrition in the first 1000 days
- Suppliers
- Quality and safety
- Our response to COVID-19
- Images & videos
- Documents & reports

Browse by Tags on Our Stories Landing Page

- Featured Stories
- Individuals & Families
- Communities
- Planet

Overlay Menu Options (Quick links)

- Our ambitions
- Our commitments
- Responsible sourcing
- Performance & reporting
- Our approach

Overlay Menu Options (Quick links)

- Baby foods
- Bottled water
- Cereals
- Chocolate & confectionery
- Coffee
- Culinary, chilled & frozen food
- Dairy
- Drinks Food service
- Healthcare nutrition
- Ice cream
- Petcare
- Recipes

Overlay Menu Options (Quick links)

- Nutrition and health
- Trend-based innovation
- Speed to mark.
- Sustainability
- Food safety and analytics
- Innovation news
- Our R&D organization
- Partnerships
- Open innovation

Overlay Menu Options (Quick links)

- Environment
- Health and nutrition
- Human rights
- Water
- Our company
- Products and brands

Global Footer

- USEFUL LINKS**
- Ask Nestlé
 - Contact us
 - Search for jobs
 - Sign up for news
 - Tell us

- COMPANY**
- Global addresses
 - Strategy
 - Management
 - Brands A - Z
 - History
 - Our impact

- DOWNLOADS**
- Annual Review (pdf, 15Mb)
 - Creating Shared Value Progress Report (pdf, 5Mb)
 - Responsible Sourcing Standard (pdf, 2Mb)

- OTHER NESTLÉ BUSINESSES**
- Nestlé Health Science
 - Nestlé Nespresso
 - Nestlé Purina
 - Petcare
 - Nestlé Waters

- MEDIA**
- News
 - Media contacts
 - Images
- Site map
Terms of use
Unsubscribe

- INVESTORS**
- Corporate governance
 - Shares, ADRs, & Bonds
 - Publications
- Help
Accessibility
Contact Us

- SHARE PRICE**
- CHF 106.50 (-0.66%)
- Cookies
Sign me up

- Twitter
- Facebook
- YouTube
- LinkedIn
- Flickr
- Instagram

COMPETITIVE ANALYSIS

Johnson & Johnson

Interesting navigational approach and use of templates ties together a large digital ecosystem

Site Map

- Despite being a multinational conglomerate, the site is basically divided into two categories: Our Stories and Our Company.
- This simplified approach aids users in quickly scanning global categories, architecture, and easily drilling down into content areas.
- The positioning of other Johnson and Johnson sites in the mega-footer is a good approach in building a hierarchical ecosystem.

Homepage Analysis

- Similarly to Dexcom, J&J employs a banner to provide the latest Covid-19 related information.
- The use of dynamic live content: The Road to a Vaccine, hosted Lisa Ling, does a great job on perpetuation brand awareness.

Navigation & Wayfinding Strategies

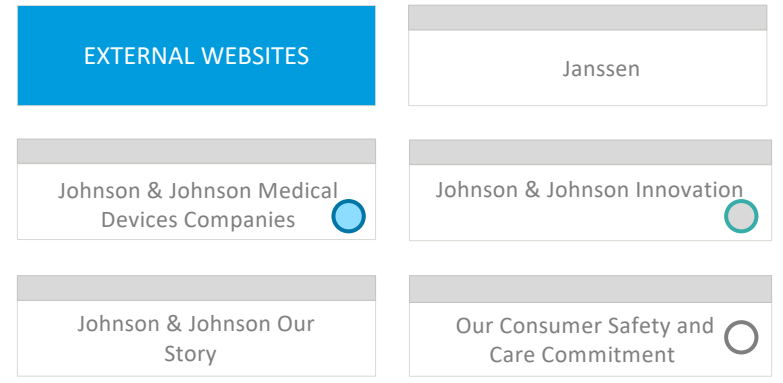
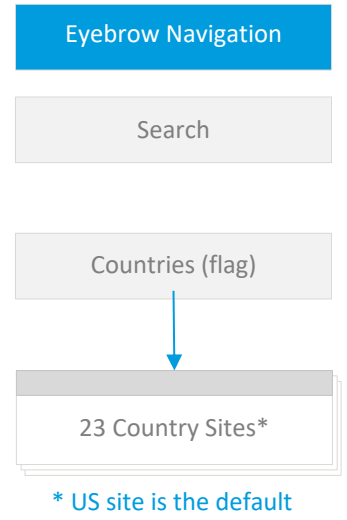
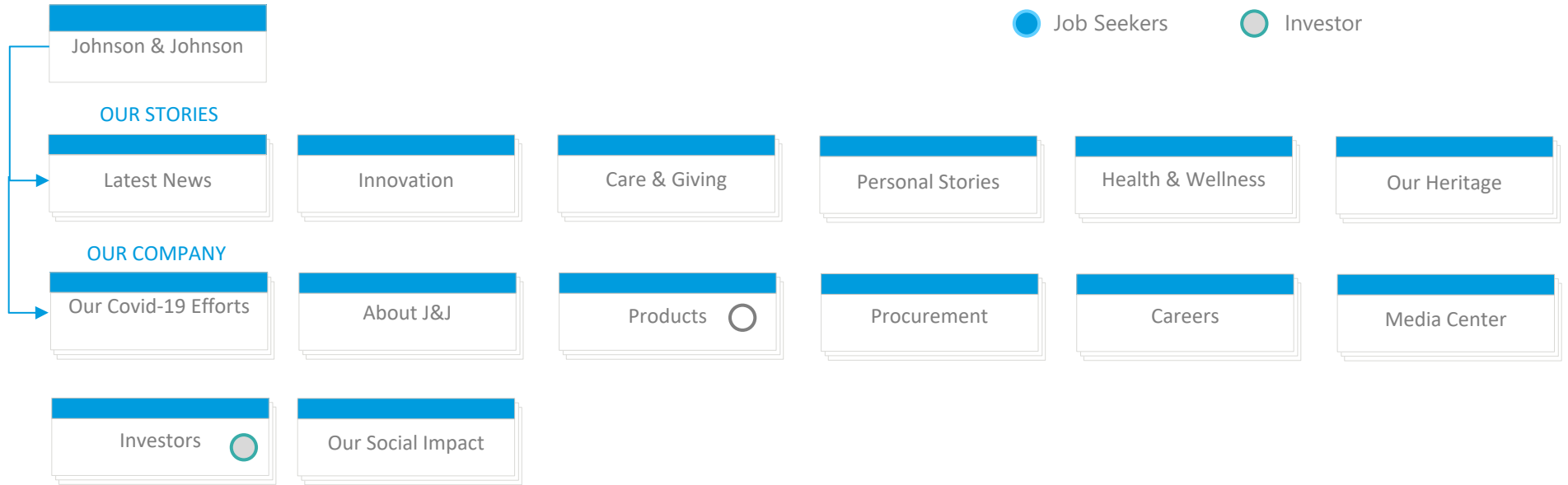
- The use of the unique side global navigation follows a list metaphor, which allows for a greater number of categories to be displayed without overwhelming users. Users are generally more comfortable reading from top to bottom.
- Similarly to a few other examples, the J&J has a minimal look and architecture that reminds us of Amazon and/or Apple.

Things They Do Well

- Good use of page templates and keeping the overall user experience consistent throughout the corporate and ancillary sites.
- Search widget and corresponding results are organized by relevancy and present additional relevant results.



- Consumers
- Healthcare Professionals
- Job Seekers
- Investor



Landscape Analysis

WHAT WE DID

Identified strong global brands who must balance elegant storytelling with the need to serve a diverse set of online audiences – from consumers to professionals. We looked at 6 brands outside of the healthcare space to better understand what role their corporate site played in their overall digital ecosystem.

WHAT WE FOUND

- **Work To Be Done**
Corporate sites come in all different shapes and sizes – some focused on selling products and others on storytelling. Overall, many top brands (Coca-Cola, Nike) found an interesting way of balancing both.
- Efforts to be efficient with significant global footprints – wherein consistent templates are used, and customization by region included investment in relevant image assets or featuring different news items.
- Coca-Cola being the exception to the rule and offering their regions flexibility and toolkits to create their own sites.
- Sizeable companies (Philips, P&G) who managed to create simple information architecture for a large amount of content.
- Some brands (Philips, Garmin, Nike) had a very recognizable brand style that was represented in their design from corporate content to products. Others (P&G, Coca-Cola) matched vibrant color and imagery on their corporate site, but allowed their CPG brands to define their own styles on their product sites.

LANDSCAPE ANALYSIS

Who We Looked At

CRITERIA FOR INCLUSION:

- ✓ Companies with a large global footprint
- ✓ Iconic household brands with a powerful story to tell
- ✓ A similar brand DNA to Abbott - innovation, humanity, corporate responsibility
- ✓ Clear, recognizable design style that is carried throughout their ecosystem
- ✓ Products across multiple industries
- ✓ Products for multiple audiences (B2C, B2B)
- ✓ Go to market both as their parent brand and have recognizable brands within
- ✓ **BONUS:** Implementing an Adobe Technology Stack to support a global footprint (i.e. Coca-Cola)



Honeywell



PHILIPS



not included



not included

Storytelling
First

Product
First

LANDSCAPE ANALYSIS

Site & Ecosystem Evaluation

	Coca-Cola	Honeywell	P&G	Philips	Garmin	Nike
OVERALL ROLE <i>of Corporate Site</i>	Storytelling is first and foremost from homepage to the navigation.	Centralized storytelling for the globe outweighs product information	Centralized storytelling for the globe outweighs product information	Global site is storytelling plus a jumping off point to regional product sites.	Primarily a product site with all other content regulated to the footer.	Primarily a product site with all other content regulated to the footer.
ECOSYSTEM SCOPE <i>of Corporate Site</i>	MEDIUM Home to product landing pages, eCommerce resides on individual product sites	MEDIUM Home to all regional site content, corporate news, and division landing pages	MEDIUM Hosts most global corporate content, but not all, and no product information	MEDIUM Home to product landing pages, eCommerce resides on the regional sites	LARGE Home to most products, eCommerce, several global sites, blog, history	LARGE Home to most products, eCommerce, and all global sites exist within
AUDIENCE EVALUATION <i>Navigation & Content</i>	<ul style="list-style-type: none"> • Our Company • Brands • Sustainable Business • Better Shared Future • Careers / News / Investors 	<ul style="list-style-type: none"> • Honeywell Forge • Industries • Company • News • Careers 	<ul style="list-style-type: none"> • Our Brands • Our Impact • Our Story • Rewards & Offers 	<ul style="list-style-type: none"> • For Consumers • For Professionals • About Philips (careers, media, investors, etc.) 	<ul style="list-style-type: none"> • Product Lines (Header) • Customer Service • Company • Careers • Garmin Sites 	<ul style="list-style-type: none"> • Product Lines (Header) • Various Footer Links • Get Help • About Nike (Careers, News, Investors, Purpose)
<i>Integration of</i> COUNTRY SITES	○ Separate sites, inconsistent navigation	● Integrated sites, limited country content	● Integrated sites, limited country content	◐ Separate sites, consistent navigation	◐ Some separate sites, consistent navigation	● Integrated sites, regional imagery and content
<i>Integration of</i> PRODUCT SITES	◐ Consistent product landing pages only	○ Some division subdomains, limited product content	○ Completely separate product content	● Fully integrated product content	● Fully integrated product content	● Fully integrated product content
<i>Cross-Site</i> UX CONSISTENCY	○ Under-developed & Inconsistent	◐ Developed, but not implemented everywhere	○ Under-developed & Inconsistent	● Developed & well implemented	● Developed, well implemented globally	◐ Developed, but not implemented everywhere

LANDSCAPE ANALYSIS

Coca-Cola

Strong example of a storytelling first global site that gives a lot of flexibility to their regional sites

Homepage Analysis

- Strong brand “look and feel” brings stories about The Coca-Cola Company to the forefront with use of vibrant imagery and color.
- Featured content balances both topical and evergreen themes that reinforce the company’s social responsibility commitments.

Ecosystem Evaluation

- Consistent landing pages for product content that serves as a jumping off point to websites for brands (i.e. Sprite, Smartwater). Each brand site hosts unique colors, styles, nomenclature, iconography. Although they share access to the Coca-Cola account.
- Separate regional sites that have a lot of freedom to adjust their content and even their navigation.

Navigation & Content for Key Audiences

- Many navigation elements dedicated to storytelling – Our Company, Sustainable Business, Better Shared Future, News – without a concrete audience in mind (i.e. could be investors, media, potential employees, or just conscious consumers)
- Only a few clear audience related links – Careers, News, Investors

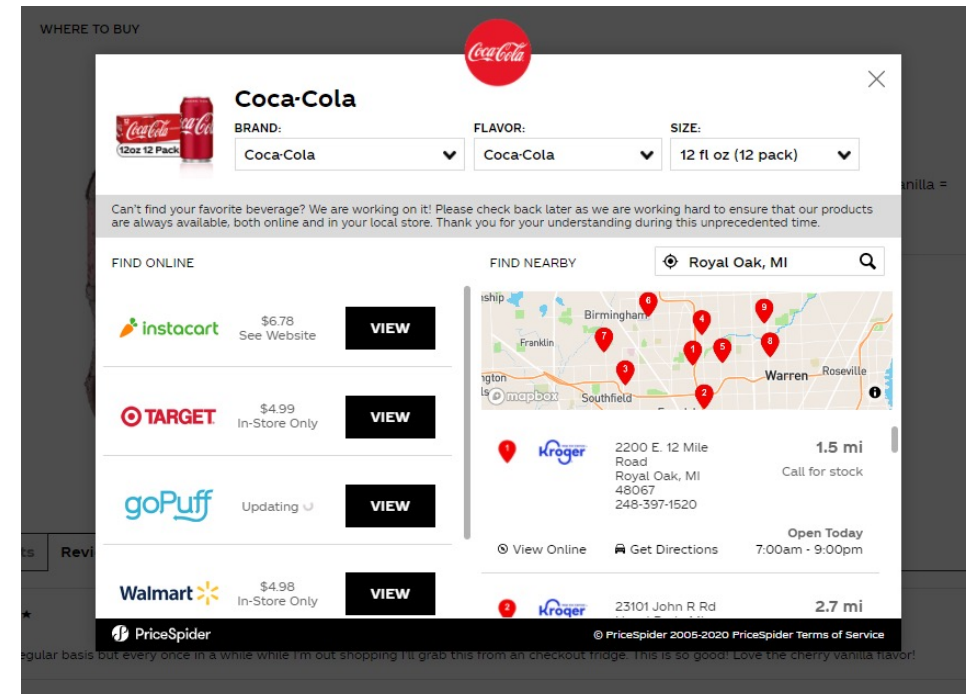
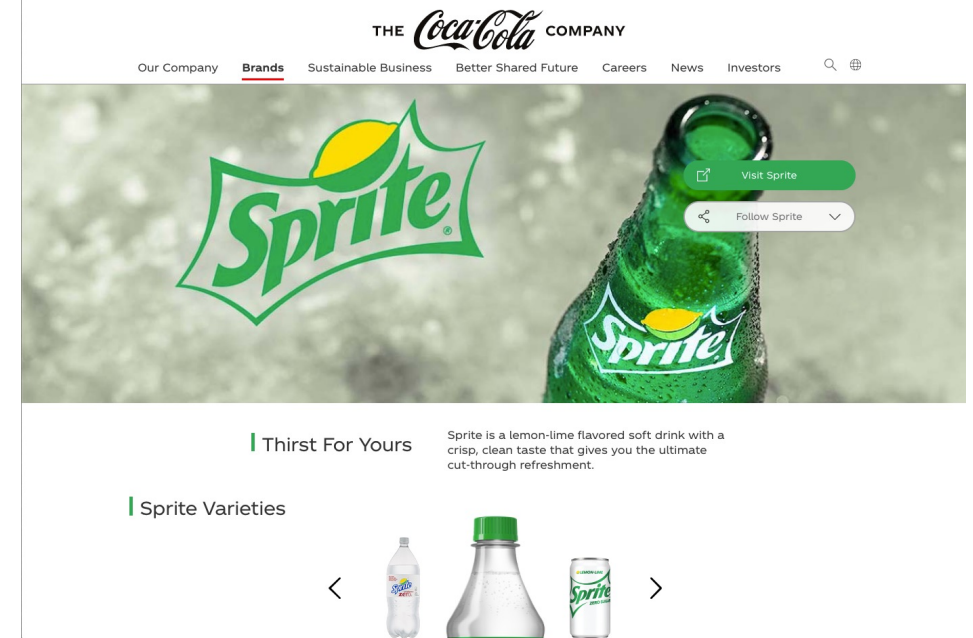
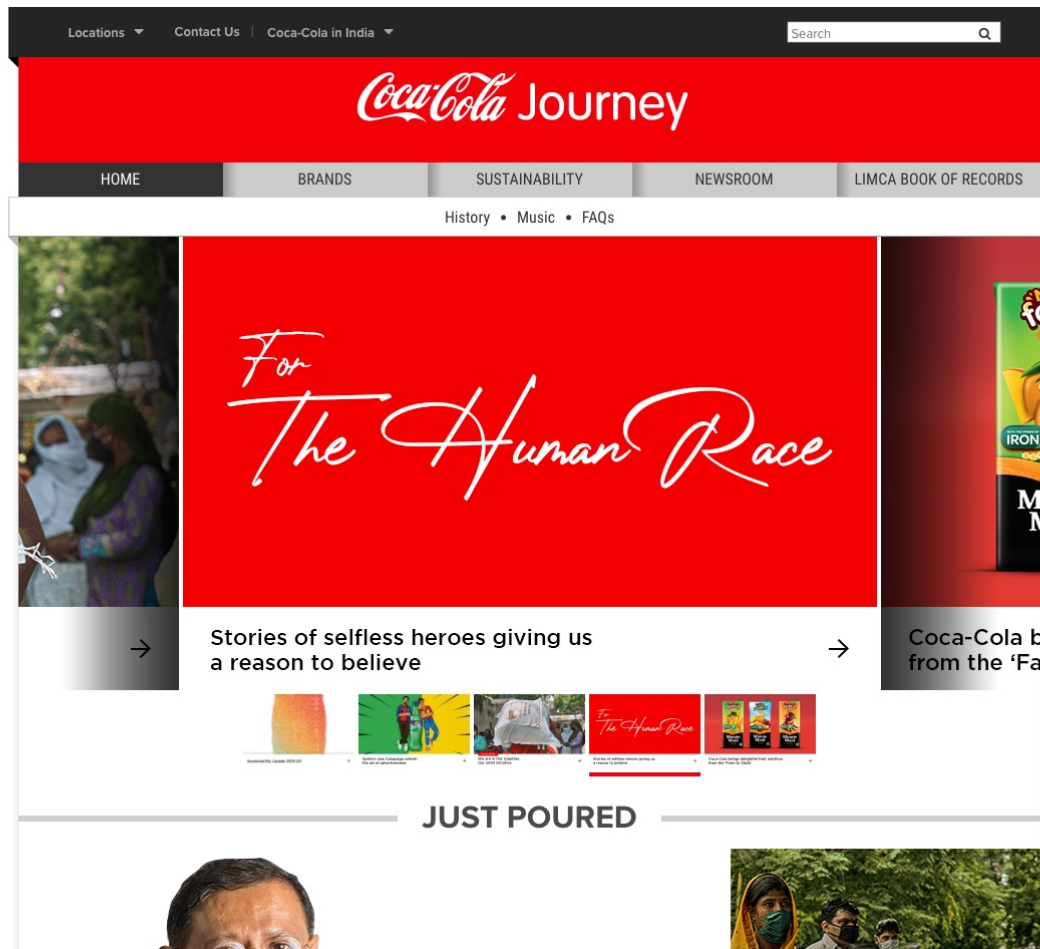
Things They Do Well

- Strong use of high-quality vibrant imagery, animated gifs, and videos to bring story content to life.
- Depth of investor information including their corporate strategy (full microsite).



COCA-COLA features consistent product landing pages, a shared rewards account and ability to search for products across retailers.

COCA-COLA regional sites give autonomy and tools to allow resources to adjust content and navigation to suit their needs.



LANDSCAPE ANALYSIS

Honeywell

Clean design and minimal global footprint – falls short of helping new customers understand the brand

Homepage Analysis

- Clean design with interesting industry visuals, but does not make it incredibly clear what products they offer to the unfamiliar user.
- Focus on imagery and headlines rather than text descriptions makes it hard to decode what role Honeywell products play.

Ecosystem Evaluation

- Global sites are limited pages that bring in key industries, news, and contact information. Layout is consistent across.
- Some “Industries” are landing pages with related story content, whereas others (i.e. Safety, Aerospace) are their own subdomain with an expansive product catalog, customer support, or links to separate product sites.

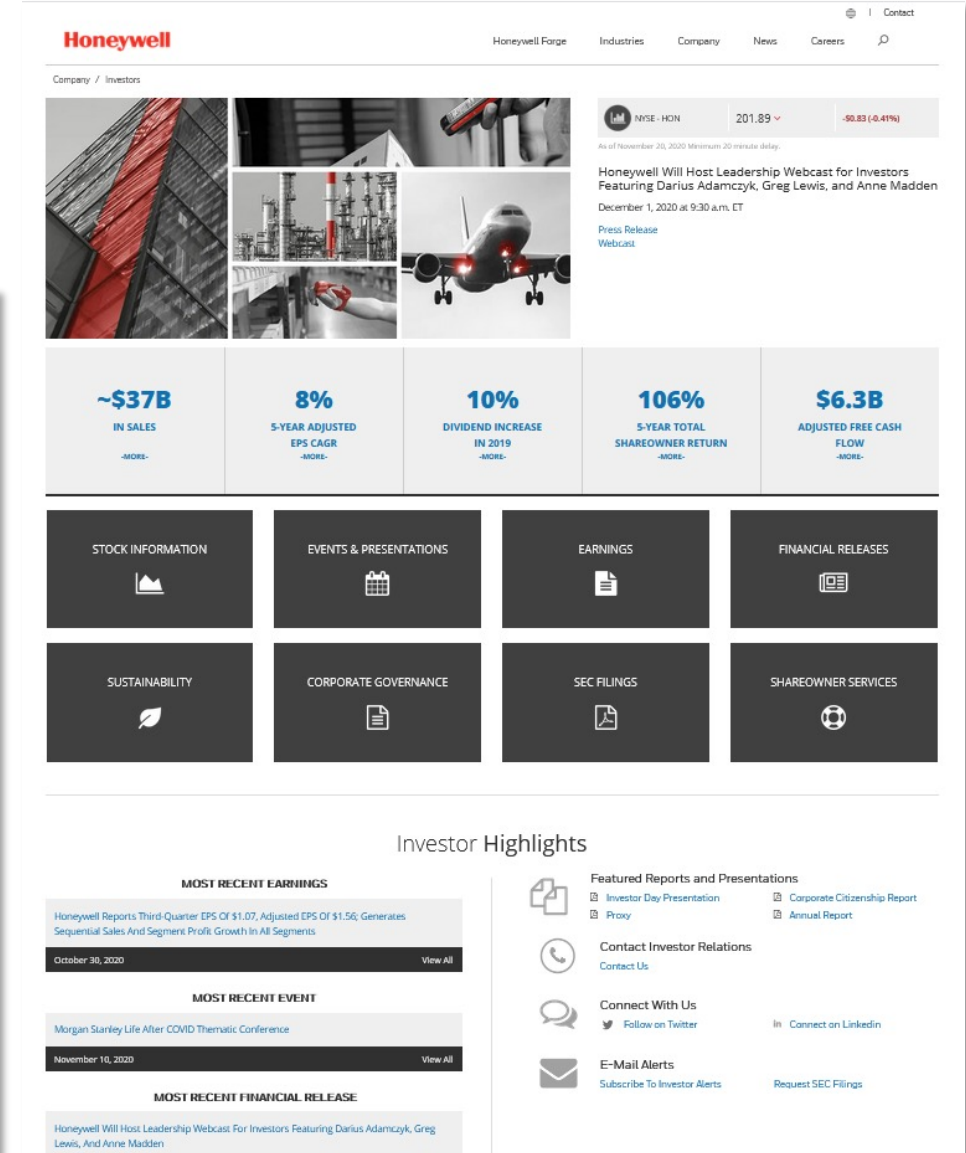
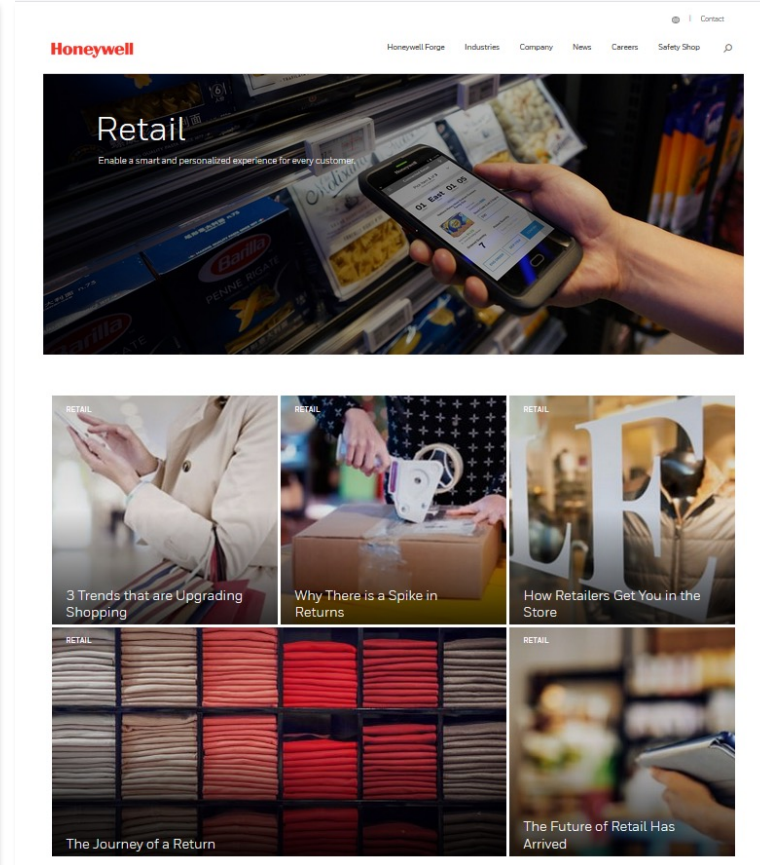
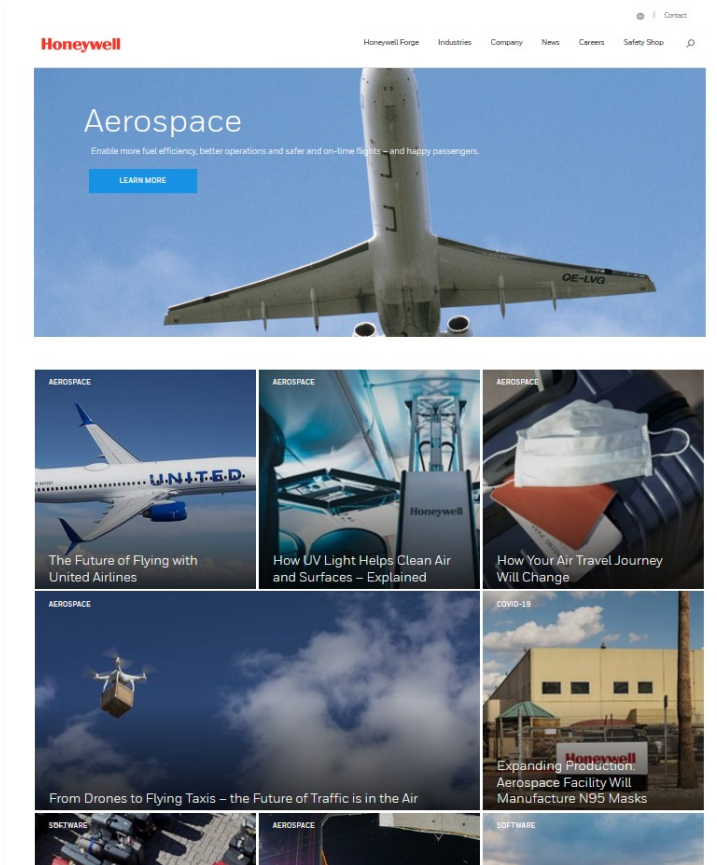
Navigation & Content for Key Audiences

- Unclear what the main site audience is – especially as an everyday consumer or a business customer in a particular industry. There is not a good amount of CTAs and useful links until you get to the division subdomains.
- Clear site links for Careers, News, and Investors.

Things They Do Well

- Create a fairly clean design system leveraged through out the site with a focus on content priority. Able to balance photography with data, text, and iconography.

HONEYWELL brings together their division, country, and investor sites into a single domain and consistent design system – relying on global vs regional content.



LANDSCAPE ANALYSIS

P&G

Large CPG brand manages to create an approachable and immersive corporate site

Homepage Analysis

- The homepage is highly interactive, featuring story bubbles in various backgrounds. This highly dynamic page also works in mobile view.
- Features search and annual report right on the homepage for those wanting to bypass the animation.

Ecosystem Evaluation

- P&G has 45 different country called out that can be linked out to from the US.pg.com site but it appears that it only changes the language of the site – rather than significant product or story content.
- All product content exists on separate brand website. There is a product search and filtering on the corporate site, but not much information beyond category and logo.

Navigation & Content for Key Audiences

- Simplified navigation into a few select categories that would work for most audiences
- Key audience based links (investors, media, suppliers) exists in footer. Oddly no link to a careers section.

Things They Do Well

- Simplified, approachable navigation for a variety of content.
- Connects product rewards program back to corporate social and environmental causes.



P&G has prioritized storytelling and social responsibility over in depth product information – but has managed to a product finder and visual consistency through out their design.

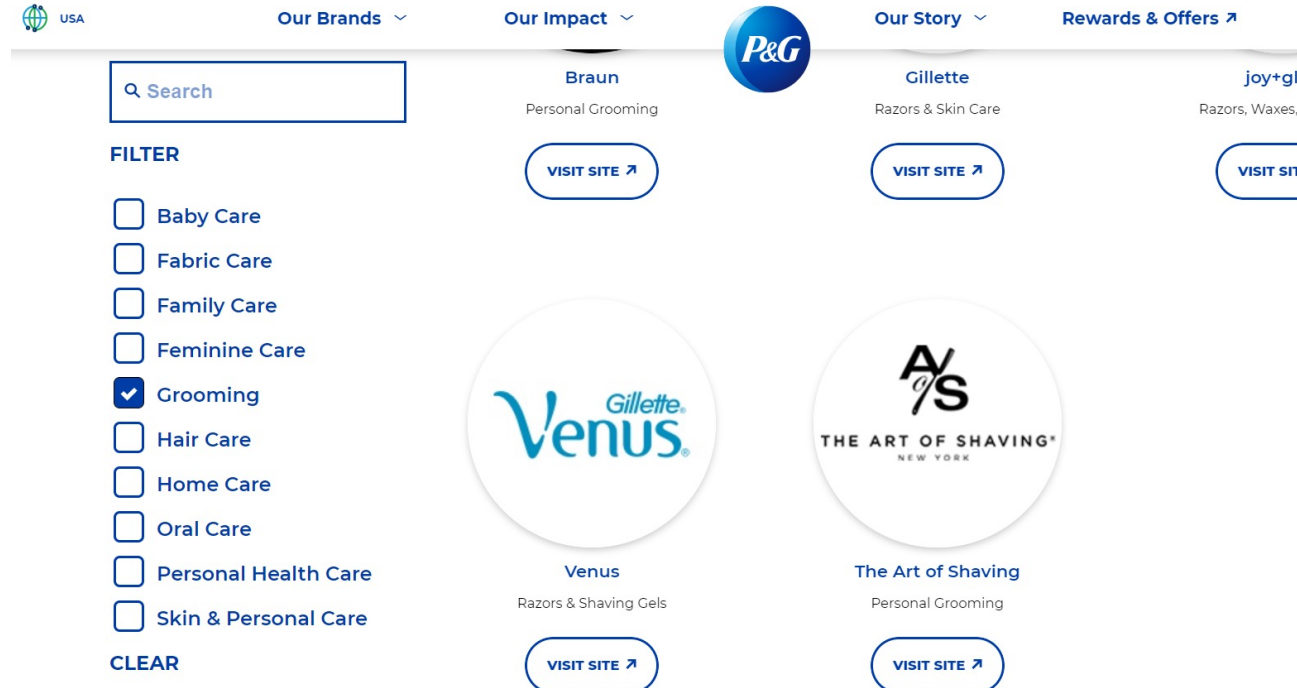


Proprietary and confidential — do not distribute

P&G HISTORY.

A legacy of forward-thinking

For over 180 years, we've challenged the norm and inspired the future—from the products we put on the shelf to the people we bring on our team. Click a category to explore the events that made us who we are today.



LANDSCAPE ANALYSIS

Philips

Highly consistent ecosystem that bridges corporate storytelling and product shopping

Homepage Analysis

- The main “global” site is focused on storytelling around their corporate mission, investor documents, and featured products.
- Site is relatively light compared to other large brands, and the design is focused on clarity and usability.
- Then, there are their country sites (i.e. Philips USA) which focus on key products, discounts and customer service.

Ecosystem Evaluation

- Country sites are accessed by a link below the footer – and every country site behaves like a retail product focused site.
- Strong ecosystem consistency. Country sites use the same templates with regionalized product content.

Navigation & Content for Key Audiences

- Navigation is split between “For Consumers”, “For Professionals”, and “About Philips” which houses company profile, news center, investor relations, careers, innovations, sustainability, and the Philips Foundation.
- Search, account, and cart are all located in the utility navigation – and carry over between global and country sites.

Things They Do Well

- Consistent design system that features cross-site functionality such as account and search
- Simplified navigation categories that help bridge storytelling and product sites

PHILIPS

PHILIPS has created a fairly consistent and impressively simplified navigation that includes product iconography.

PHILIPS hosts global product landing pages that connect the corporate site to regional retail eCommerce sites.

Get 15% off now when you sign up for email and texts on Philips.com

Sign up now

PHILIPS Products Support Professionals What are you looking for?

Personal care Household products Mother & child care Health Lighting Sound & vision Automotive Parts and Accessories Promotions

About Philips	For consumers	For professionals
Company profile	Products	Healthcare
News center	Shop	Lighting
Investor relations	Product support	Professional Dictation Solutions
Careers	Promotions	Professional display solutions
Innovation	Register your product	Philips Innovation Services
Sustainability		Philips AVENT professional
Philips Foundation		B2B rewards programs solution
		Hearing solutions

PHILIPS Home Latest innovations Press Shop

Philips Sonicare Toothbrush DiamondClean 9000 series

Smile better

Philips Sonicare Toothbrush DiamondClean 9000 series

Feel confident, with 100% coverage.

The most stylish electric toothbrush yet, from the brand recommended by dental professionals worldwide.

This Philips Sonicare Toothbrush DiamondClean 9000 series toothbrush delivers unbeatable performance and great looks, giving you a month's worth of manual brushing in just two minutes*. Its Deep Clean mode ensures a thorough yet gentle clean and clinically proven results.

Shop now

*An electromagnetic drivetrain inside the Sonicare handle delivers more brush strokes in two minutes than an entire month of manual brushing.

Get a first look at our Smart Electric Toothbrush with App

Play video

LANDSCAPE ANALYSIS

Garmin

Retail focused site that has created global consistency and home for storytelling content within

Homepage Analysis

- eCommerce focused, feature some products with sections to explore full product lines
- “About Us” and “Investors” section are only found in the footer. Within the “About Us” section is their mission, vision, and values.

Ecosystem Evaluation

- All products are available through the main site, with the exception of a few subdomains for select products.
- Many country sites are contained within, but even those that are their own domain have a consistent look, feel, and navigation.

Navigation & Content for Key Audiences

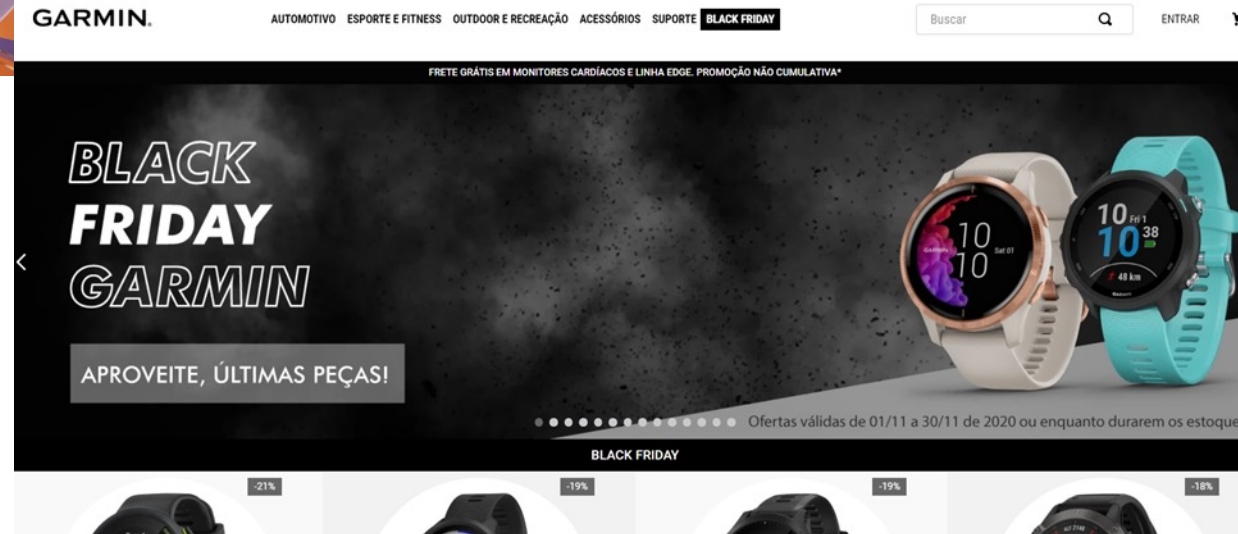
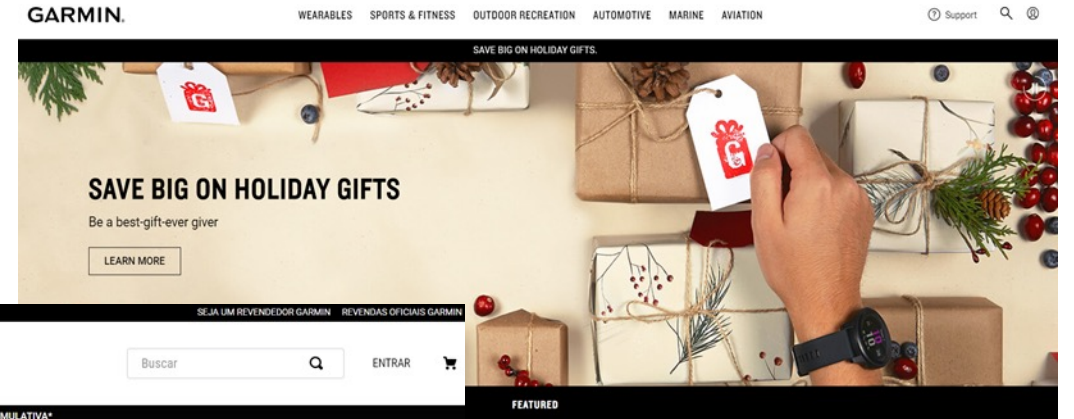
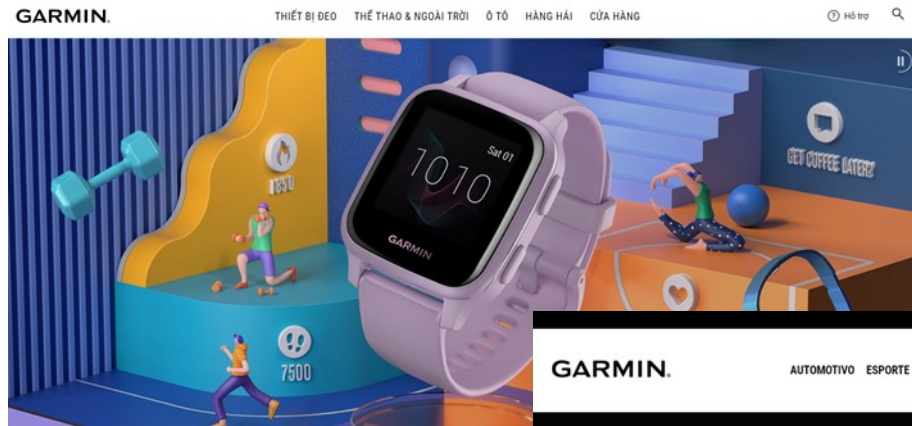
- While the site is geared towards shoppers, for other site audiences (job seekers, investors) they need to navigate down to the footer in order to find content appropriate for them.
- Business customers do not seem to be a priority audience for product or general company information
- Content for Job Seekers and Investors is robust and meaningful

Things They Do Well

- Having a variety of different product lines – including new innovations – under a corporate brand name with historical equity, Garmin
- Unified careers section that brings together functional tools (i.e. job search) with content around corporate culture and helpful tips



GARMIN has implemented a fairly consistent design across country sites – some of which are actually contained within the US site.



LANDSCAPE ANALYSIS

Nike

Storytelling through impactful imagery manages to find its way into this global retail site

Homepage Analysis

- eCommerce focused but brand tone and story comes through in their design and use of imagery.
- Main “storytelling” content lives in a separate domain (<https://purpose.nike.com>), which explains why the brand exists, social responsibility, purpose, etc. This is also where content for Investors lives.

Ecosystem Evaluation

- Global site where you can change the country, all of which are contained in the main nike.com with regional content and imagery.
- A few subdomains, including the storytelling site focused on sustainability and corporate responsibility content.
- Specific subbrands (Air Jordan, Converse) exist within subfolders and maintain design consistency.

Navigation & Content for Key Audiences

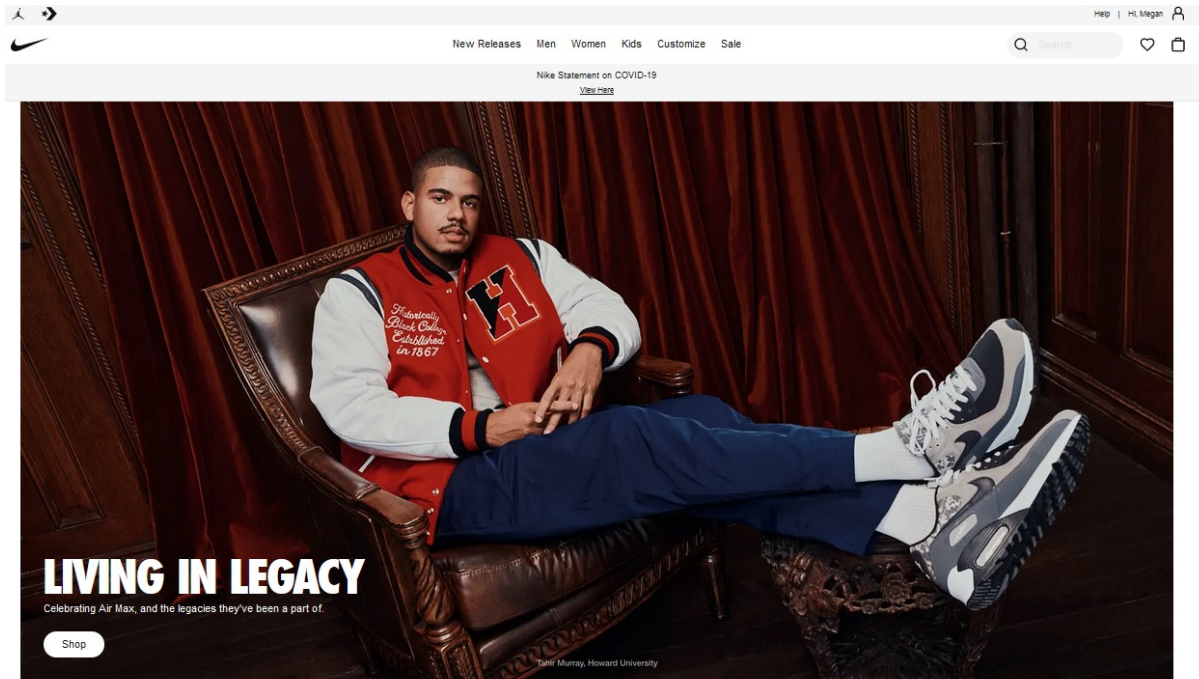
- A highly customer focused site first and foremost.
- As long as you scroll down to the footer, you can find content for other audiences (job seekers, investors, media, partners).

Things They Do Well

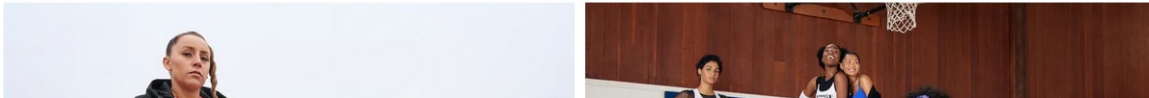
- Compelling visual imagery, including on the “Purpose” site, help create a rich feeling of what Nike stands for – and it is impressive to see how much they have invested in infusing imagery into their eCommerce experience with specific regional image assets.



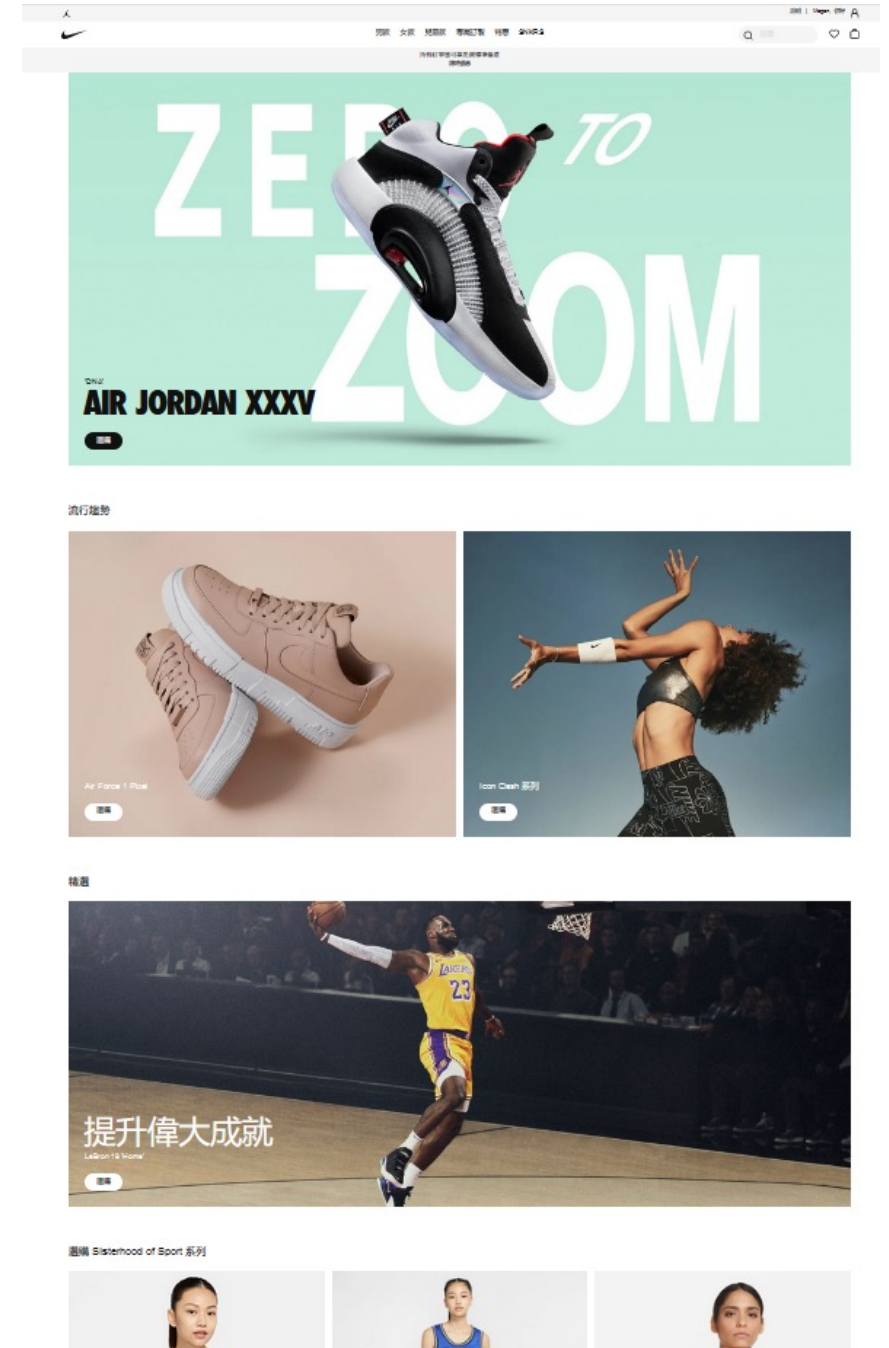
NIKE has made use of diverse and high quality imagery part of their digital footprint around the globe – even on their shopping site.



Trending Collections



Proprietary and confidential — do not distribute



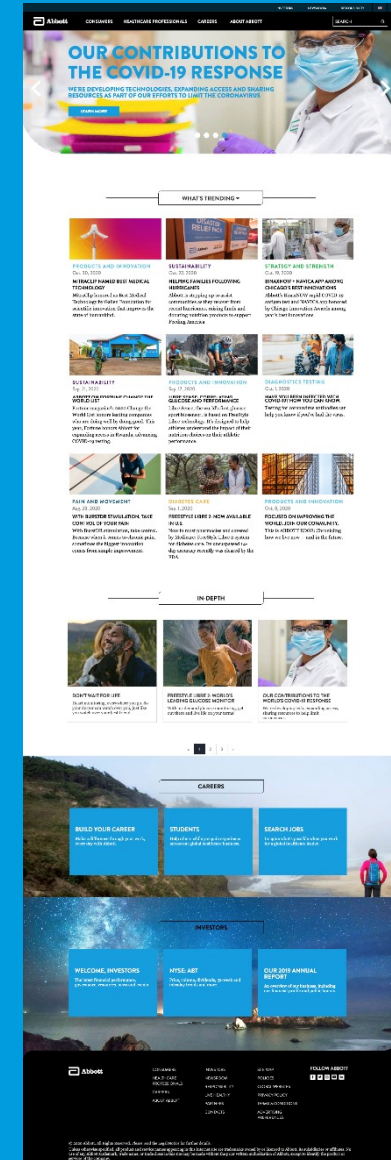
Heuristic Analysis

What is it?

An inspection method for evaluating the usability and user experience (UX & UI) of the Abbott.com ecosystem, using a set of predefined set of heuristics.

This analysis method is used to identify usability issues that cause pain points for the user experience.

The following 5 heuristics were used in analyzing the ecosystems tiered pages, including the user interface.



Tenets for Best-in-Class Experience Design

Build a Solid Foundation

Ecosystem hygiene and human factors - usability, accessibility, speed/performance, maintenance, etc.



Facilitate Connections That Matter

Expand and improve the ways in which to connect our different audiences together thereby allowing the Abbott business to extend its reach.



Create Meaningful Interactions

Expand and improve the ways to connect programs, tools and resources together for all users to increase customer/user satisfaction.



Enable Personalized Experiences

Targeted content and experiences to increase engagement and CRM opportunities.



Measure & Optimize

Gain a deeper knowledge of site behavior and usage.

Heuristic Analysis Categories

NAVIGATION & UX / UI COMPONENTS

Overall navigational structures are easy to map and the use of consistent navigational conventions are in play.

Enables understanding and expectation for consistent best-in-class site behaviors.

PAGE STRUCTURE & OPTIONS

Consistently page architecture and hierarchy that supports task completion.

Supports “content-in-depth” and progress details.

Pages are clear in intent and user action.

Enable users to parse & act on information.

ERROR PREVENTION & OPTIONS

Ability for users to avoid or recover from mistakes and errors.

Provide guidance or supporting information in complex transactions.

Appropriate linking of activities.

CONSISTENCY OF LANGUAGE & LABELS

Language & vocabulary match targeted user’s vocabulary and expectations.

Language & Labels are consistently used throughout the Abbott ecosystem.

VISUAL & DESIGN AESTHETICS

Uncluttered & attractive appearance.

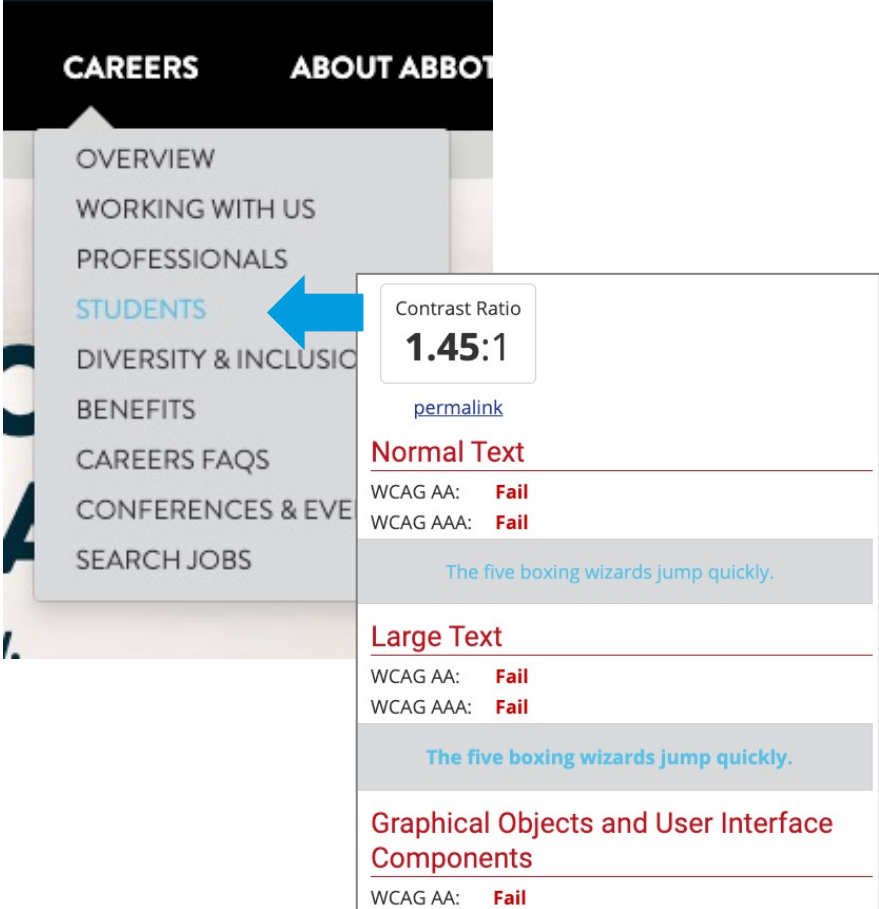
Visual cues inform users that they are still within the brand & product ecosystems.

Consistent brand messaging throughout all assets.

Site Hygiene

Audit current site for accessibility (WCAG 2.1 AA) and site speed/performance to identify specific improvements

- MRM is currently recommending this level of compliance to all clients, not only because it is good business as everyone benefits, but also to limit exposure to potential lawsuits.
- Many elements currently do not conform to contrast and readability guidelines.
- Site speed improvements are also appreciated by all customers, and may identify outdated code or coding practices.
- Outcomes of audit will identify very specific improvement actions. Add customer surveys and page-level tracking.
- Add ongoing customer surveys and perhaps a Decibel page for tracking and learning more about your customers



The image shows a screenshot of a website's navigation menu. The menu items are: OVERVIEW, WORKING WITH US, PROFESSIONALS, STUDENTS, DIVERSITY & INCLUSIO, BENEFITS, CAREERS FAQS, CONFERENCES & EVE, and SEARCH JOBS. A blue arrow points to the 'STUDENTS' link. An accessibility audit overlay is positioned over the 'STUDENTS' link, displaying the following information:

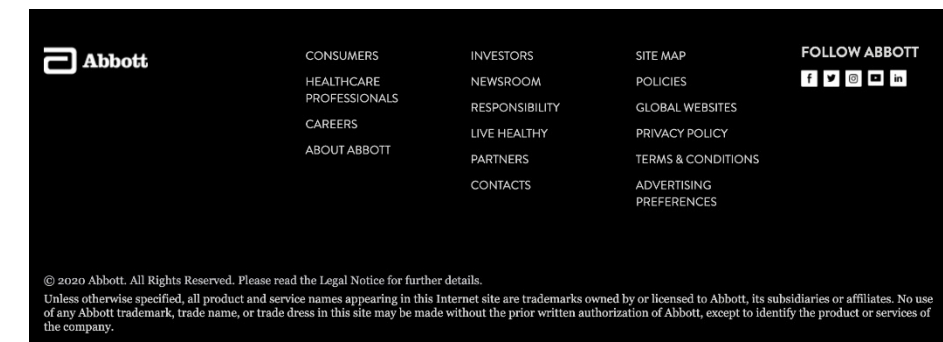
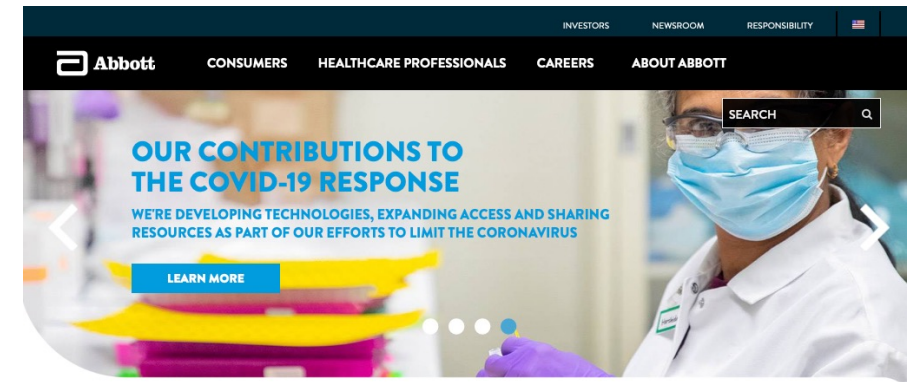
- Contrast Ratio: **1.45:1**
- [permalink](#)
- Normal Text**
- WCAG AA: **Fail**
- WCAG AAA: **Fail**
- The five boxing wizards jump quickly.
- Large Text**
- WCAG AA: **Fail**
- WCAG AAA: **Fail**
- The five boxing wizards jump quickly.
- Graphical Objects and User Interface Components**
- WCAG AA: **Fail**

Navigation & Architecture

Improved Navigation and Architecture

Improve the way the navigation is presented to make it easier for people to scan, read, and use.

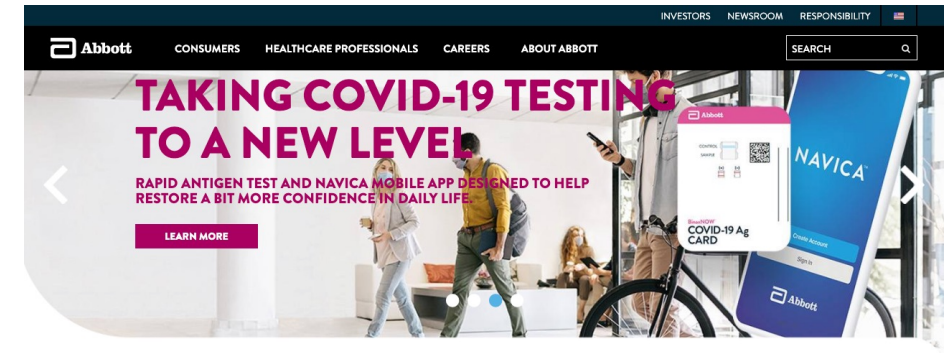
- Use icons consistently. For example, the use of the Caret icon as visual element in the 'What's Trending' is not recommended because it implies functionality that doesn't exist.
- The global footer could be more impactful and feature specific call-to-actions, like subscribing to features or even promotions. Suggest a Site Map call-out providing the scope and breath of the Abbott ecosystem.
- The use of all-caps text for longer passages of text (such as titles, subheadings, and full paragraphs) is not recommended, as there is a readability deficit.
- Include more iconography or elements to improve scanning and reduce intimidating wall of text.
- Lack of differentiation in font styles and all caps within the main navigation makes a vital element of the site extremely difficult to scan and browse.



Homepage IA

Reorganize the homepage to proactively promote key pathways to user types, instead of a collection of marketing messages

- The top of the Abbott corporate homepage has many different messages and calls to action that compete for the user's attention. Create an information hierarchy that focuses on guiding users to the key areas within the site.
- Install dynamic components that will be able to target content based on previous behavior and self-selection
- Better utilize homepage real estate currently taken by the carousel
- Simplify the homepage with clear concise messaging in a logical hierarchy, allowing the content to be more browsable and digestible.
- Abandon this responsive design strategy, where the design moves fluidly to try and fit devices for a mobile-first website that works tandem with the desktop site.



WHAT'S TRENDING ▾



SUSTAINABILITY Sep. 21, 2020

ABBOTT ON FORTUNE CHANGE THE WORLD LIST
Fortune magazine's 2020 Change the World List honors leading companies who are doing well by doing good. This year, Fortune honors Abbott for expanding access in Rwanda, advancing COVID-19 testing.



**PRODUCTS AND INNOVATION
Sep. 17, 2020**
LIBRE SENSE: CORRELATING GLUCOSE AND PERFORMANCE
Libre Sense, the world's first glucose sport biosensor, is based on FreeStyle Libre technology. It's designed to help athletes understand the impact of their nutrition choices on their athletic performance.



HAVE YOU BEEN INFECTED WITH COVID-19? HOW YOU CAN KNOW.
HAVE YOU BEEN INFECTED WITH COVID-19? HOW YOU CAN KNOW.
Testing for coronavirus antibodies can help you know if you've had the virus.



PAIN AND MOVEMENT Aug. 28, 2020

WITH BURSTDR STIMULATION, TAKE CONTROL OF YOUR PAIN
With BurstDR stimulation, take control. Because when it comes to chronic pain, sometimes the biggest innovation comes from simple improvement.



**DIABETES CARE
Sep. 1, 2020**
FREESTYLE LIBRE 2: NOW AVAILABLE IN U.S.
Now in most pharmacies and covered by Medicare: FreeStyle Libre 2 system for diabetes care. Its unsurpassed 14-day accuracy recently was cleared by the FDA.

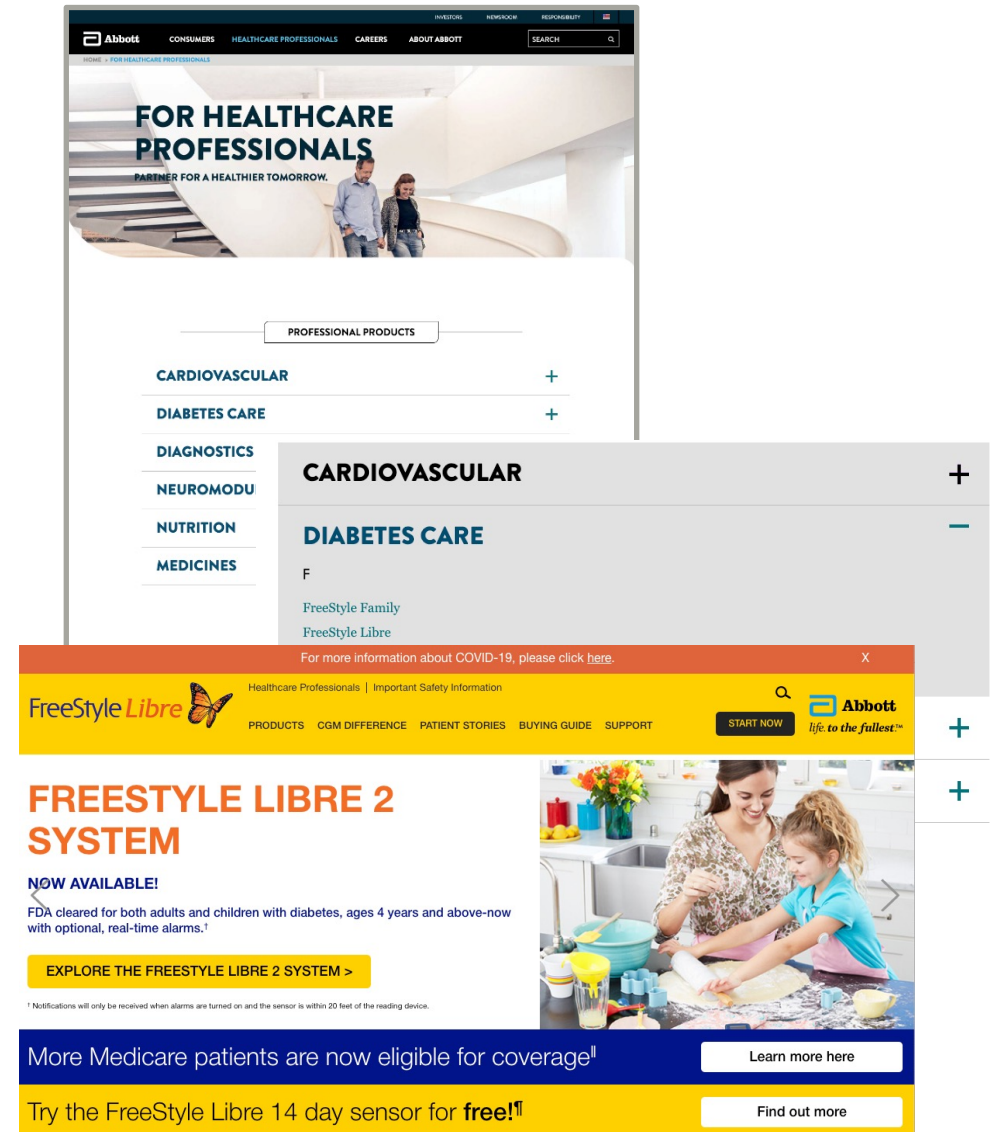


FOCUSED ON IMPROVING THE WORLD. JOIN OUR COMMUNITY.
FOCUSED ON IMPROVING THE WORLD. JOIN OUR COMMUNITY.
This is ABBOTT EDGE: Chronicling how we live now — and in the future.

Improve Product Catalog

Enhance the presentation of the catalogue and product pages

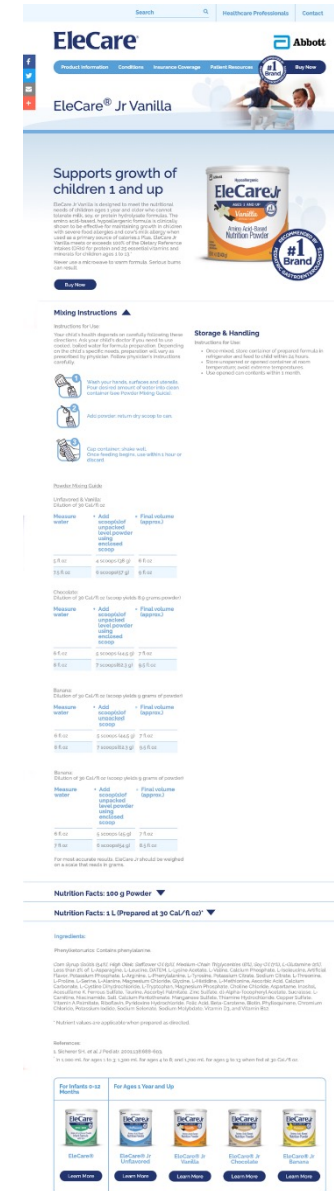
- Improve access to product catalog and selection.
- Making it easier to get to product information should increase buying decisions.
- Allow access to product catalog more directly; users are used to filtering and it gives a sense of control, knowing they are seeing the whole catalog.
- Introduce ability to compare products.
- For example, for Libre Sense add “Recommended for” or similar qualitative content (on product the page, and on product catalog.



Product Details Page

Revamp Product Details pages to make them more consistent

- Redesign the Product Details templates to make the information more scannable, complete, and hierarchical.
- Increase the amount of helpful information about products that would allow customers to differentiate (e.g., patterns from 'Libre Sense').
- Add graphical information formats to supplement the textual information (including video and other dynamic content when possible).
- Restructure the information architecture on the page to tell the feature story more effectively, including the support of content.
- Add related information contextual to current content AND user needs.
- Consider adding promotional offers and dynamic content to the product pages.



See what makes the FreeStyle Libre 14 day system the #1 continuous glucose monitor worldwide!*



No fingersticks!
Make fingersticks! a thing of the past.

Get started with your smartphone!
Check your glucose levels with a painless,¹ one-second scan using a smartphone

Up to 14 days of sensor wear
Now the longest-lasting¹ self-applied sensor on the market!

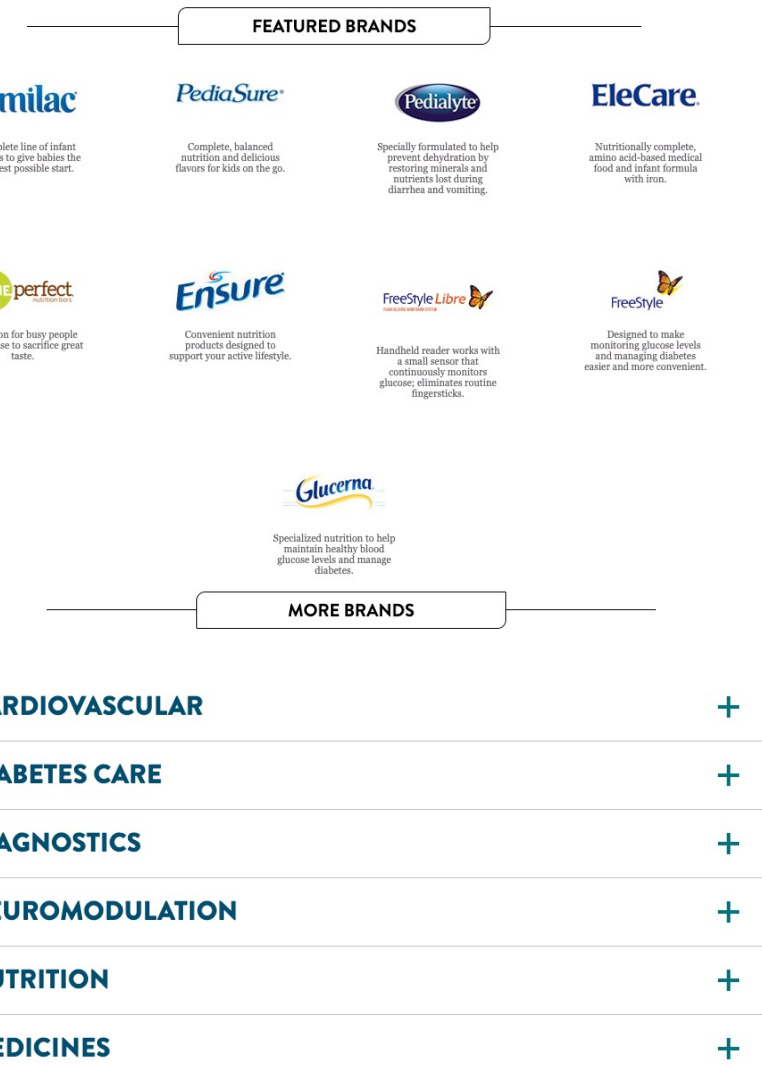
Significantly lower your A1C²
Spend less time in hypoglycemia with the FreeStyle Libre 14 day system!^{1,2}

*Fingersticks are required for treatment decisions of an you use Check Blood Glucose sensor, when symptoms do not match sensor reading, when you suspect insulin resistance, or when you receive support from the low to high or low to low glucose.
†The FreeStyle Libre 14 day system is only compatible with certain mobile devices and operating systems. Please check a compatibility guide for more information about device compatibility before using the app. Use of the FreeStyle Libre 14 day system requires registration with Abbott, a service provided by Abbott and Medtronic, Inc.

Unify Abbott's Brand Ecosystem

Reorganize offerings not by segmenting consumers or healthcare professionals but by brand and products.

- Install dynamic components that will be able to target content based on previous behavior and self-selection.
- Provide tools like faceted search on brand landing pages to allow users to search for specific products.
- Assist users in navigating the Abbott's vast brand and product ecosystem.
- Improve how related products and resources are displayed.
- Improve the information architecture of content to consistent presentation of key drivers on everything from products to resources.
- Help and direction with supplementary information for new users.



Style Guide Consistency

Reorganize the homepage to proactively promote key pathways to user types, instead of a collection of marketing messages

Many different styles create a lack of visual patterns for users to intuitively organize and learn how to be effective quickly.

- Multiple link styles can be confusing to customers trying to understand where to click or why things are different
- Layout spacing, alignments, font sizes inform brand perception. All styles should live in the stylesheets.
- Remove inline HTML styles which make updates difficult and promote inconsistencies that contribute to increased bounce rates.
- Create a design system with components that can be selected by content authors.
- Highly recommend not color-coding links; its confusing for users.
- The use of Serif Typefaces for web content is discouraged due do to potential legibility issues.

PRODUCTS AND INNOVATION

Oct. 21, 2020
NEW DIABETES TECHNOLOGY: IMPROVING CARE THROUGH INNOVATION
New diabetes tech allows for insulin treatment and delivery and easier glucose management. Here's how diabetes innovations & partnerships are changing the game.

Sep. 17, 2020
LIBRE SENSE: CORRELATING GLUCOSE AND PERFORMANCE

June 23, 2020
FACING PARKINSON'S WITH A SMARTPHONE APP

> SEE MORE

STRATEGY AND STRENGTH

Oct. 19, 2020
BINAXNOW + NAVICA APP AMONG CHICAGO'S BEST INNOVATIONS
Abbott's BinaxNOW rapid COVID-19 antigen test and NAVICA app honored by Chicago Innovation Awards among year's best innovations.

Oct. 12, 2020
HONORING ACHIEVEMENTS FROM WOMEN IN STEM

Sep. 28, 2020
FREESTYLE LIBRE 3: WORLD'S SMALLEST SENSOR IS HERE

> SEE MORE

TOP STORIES

PRODUCTS AND INNOVATION

STRATEGY AND STRENGTH

OUR HERITAGE

In 1888, physician and drug store proprietor Dr. Wallace C. Abbott began producing accurate, scientifically formulated medications with the goal of providing more effective therapies to patients and the physicians providing their care.

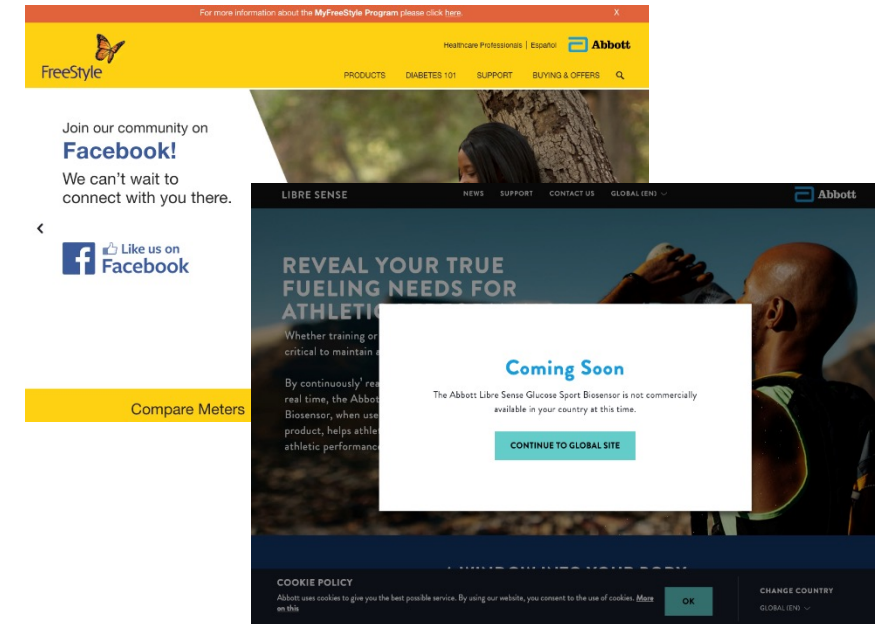
BACK TO PREVIOUS SECTION

DOWNLOAD OUR FREE E-BOOK TO LEARN MORE ABOUT OUR HISTORY

Connecting Resources

The way content is distributed throughout the sites becomes convoluted and not well inter-related or accessible

- To reduce confusion, a more specific vocabulary and architecture is recommended to more clearly describe the content, and group similar content in single locations.
- Additional filters need to be used to help visitor's narrow choices.
- Make it easier to find/see relevant content based on reading history, category, tags, etc., or newer content.
- Resources are split between the corporate site and newsroom (initiatives, news, and education) and six divisional sites (B2C).



Abbott's Libre Sense — based on FreeStyle Libre — is designed for use in athletes without diabetes.



Personalization

Use personalized data to dynamically serve recommended content

- Personalization presents the right content contextually to customers increasing chances that they'll start a valuable journey and have a satisfactory end-result
- Using personalization to customize how page content is displayed – may reprioritize hierarchy of information, change CTAs or even dynamically display alternate content based on segment or previous user activity.
- Present “Related Content/Products” CTAs (call to actions) that reflect not only the next best step in general, but also consider content already viewed and modify what is displayed.
- Recommend educational content based on history, IA, and algorithmic progressions; invitations to seminars, webinars and blended learning.
- Drive opt-ins to ABBOTT EDGE CRM program and maximize open and click rates to content.

Libre Sense: Correlating Glucose and Performance

World's first glucose sport biosensor — based on FreeStyle Libre tech — helps athletes maximize performance.

Share
 Twitter
 Facebook
 LinkedIn
 WhatsApp
 Print



Compact and portable. Perfect for on-the-go testing.

Large, easy to read display. Comfortable to hold.

The meter that logs insulin doses and glucose readings together.

The slim, ultra-lightweight meter with over the counter test strips.

	FreeStyle Libre Blood Glucose Monitoring System	FreeStyle Freedom Lite Blood Glucose Monitoring System	FreeStyle InsuLinX Blood Glucose Monitoring System	FreeStyle Precision Neo Blood Glucose Monitoring System
Sample Size (Small)	✓ 0.3 µL	✓ 0.3 µL	✓ 0.3 µL	✓ 0.6 µL
Fast Test time	✓ average 5 seconds	✓ average 5 seconds	✓ average 5 seconds	✓ 5 seconds
Display	✓	✓	✓ Touch Screen	✓ e-link Screen

Heuristic Executive Summary

Recommendation	Abbott
Build a Solid Foundation	<ul style="list-style-type: none">• Continue to ideate and implement the new design system.• Improve the nomenclature, navigation, and architecture.• Create a more unified ecosystem that specifically targets identified user groups with relevant information and tasks.
Build Connections that Matter	<ul style="list-style-type: none">• Provide users with the efficiency and learnability they need to complete tasks without errors e.g. navigation, product info.• Re-imagine Free Trial ECP Locator Updates.
Create Meaningful Interactions	<ul style="list-style-type: none">• A solid CX strategy will improve credibility, brand loyalty, and increase positive brand associations going forward.• Identify and eliminate reasons for users to bounce, keeping them on the site and taking them further down the funnel.• Tell stories that showcase Abbott's strengths & products.
Enable Personalized Experiences	<ul style="list-style-type: none">• Drive the opt-in for ABBOTT EDGE CRM program and maximize open and click rates to content.• Drive visits to other Abbott business websites, social channels, and provide current & Covid-19 related news and information.
Measure & Optimize	<ul style="list-style-type: none">• Conduct regular UX audits to align business expectations with user needs and set KPIs.• Customer Surveys, AB Testing Environment, and Adobe Target.• Analyze quantitative data. Specifically user journeys.

Appendix

Competitive Analysis

Key areas we focused on also include:

- We evaluated how competitors were structuring access of their country sites to see if any meaningful alternatives exist.
- We reviewed how your competitors provide customer service:
- Documented the path for healthcare professionals interested in medical equipment.

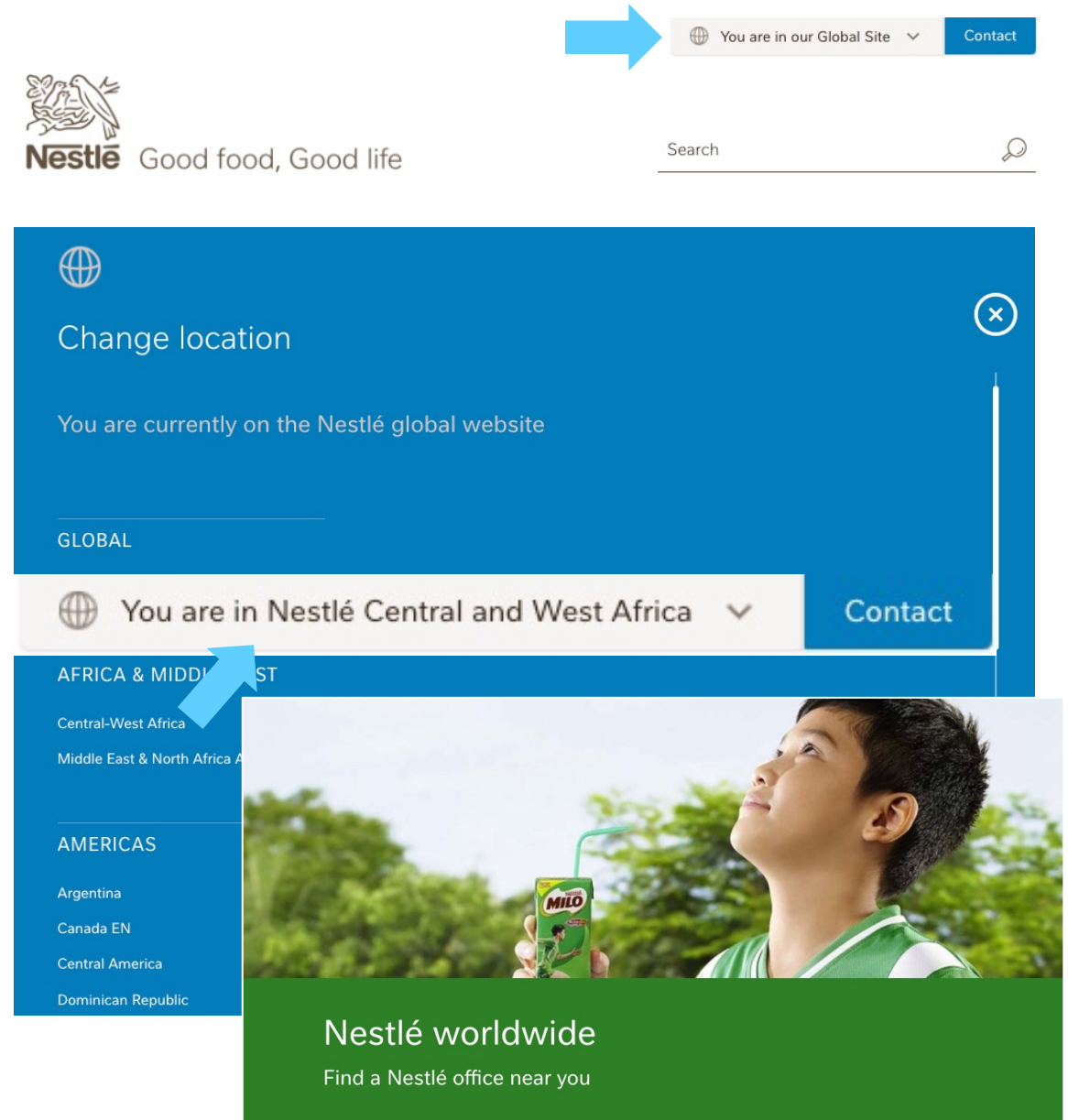
Work to be done

- Documented the path for consumer to engage sales support.
- We reviewed the site maps of your competitors to see how they employ different IA strategies to better segment user groups.
- We analyzed how your competitor's overall architecture guides users from corporate to divisional (brand) sites.
- How the corporate site content is used to engage users and tell stories.
- Search strategies depending on site scale and product catalog.
- Size and scope of the corporate sites, including reputations.

Global Navigation

Nestlé is a true multinational conglomerate with locations in every region of the world. Therefore, the global header on every country site includes a location widget which allows users to quickly view a blue overlay and select a new country categorized by region. When a new country site is selected, the user accesses said country site, and the widget updates to denote their new location.

Also, accessing a specific country sites can also be done by clicking on 'about us' in the global footer.

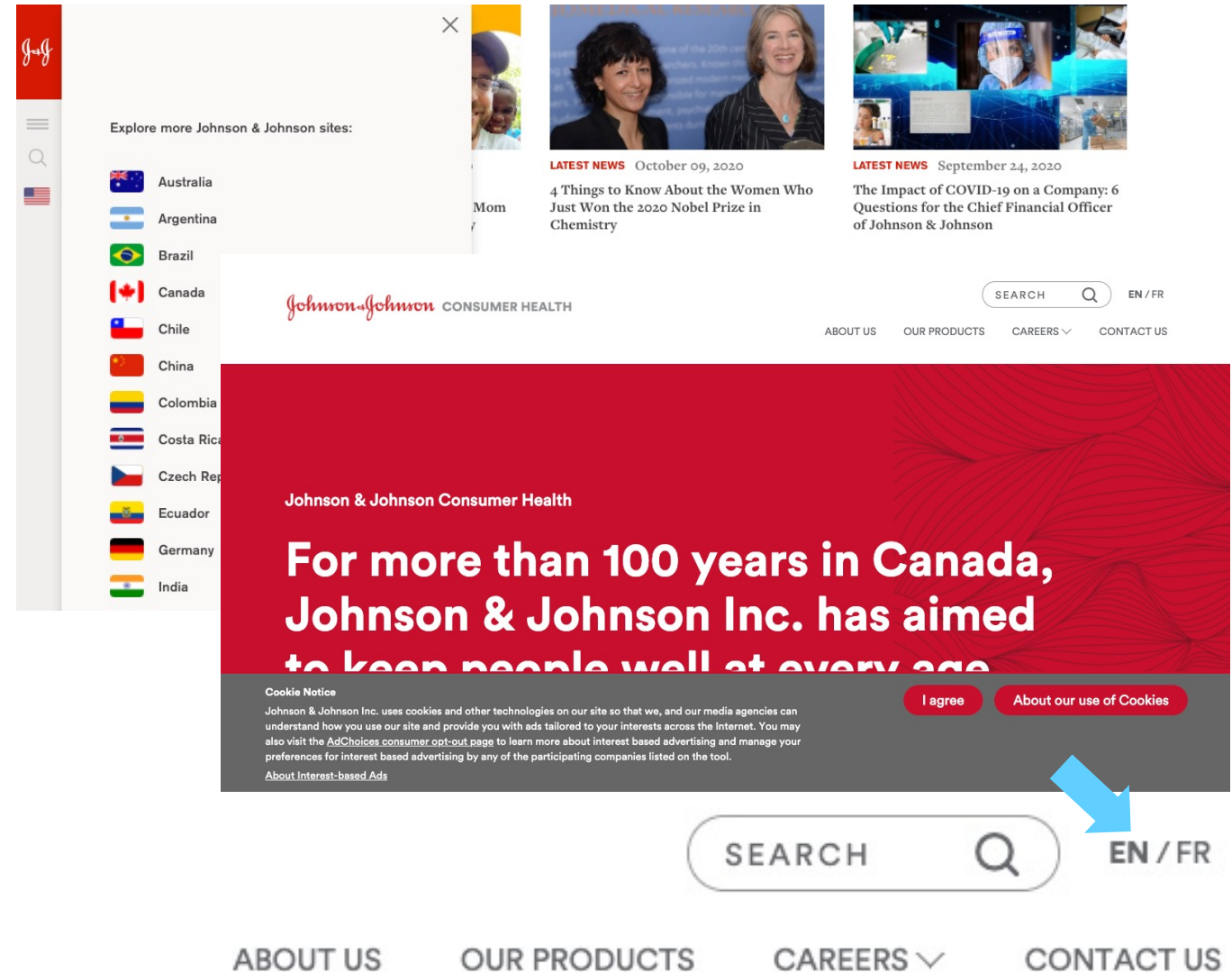


Global Navigation

Johnson & Johnson, by contrast, relies on the flag metaphor, whereby a user clicks on the flag and selects a country name from an overlay. Upon selecting a country, a new browser window populates the country.

In the case of J&J, the approach of handling regional languages is quite effective. See the Canadian example.

The country sites also adhere to a more conventional architecture, whereas the corporate site appears unique with its sidebar global navigation and myriad of drill-down options.



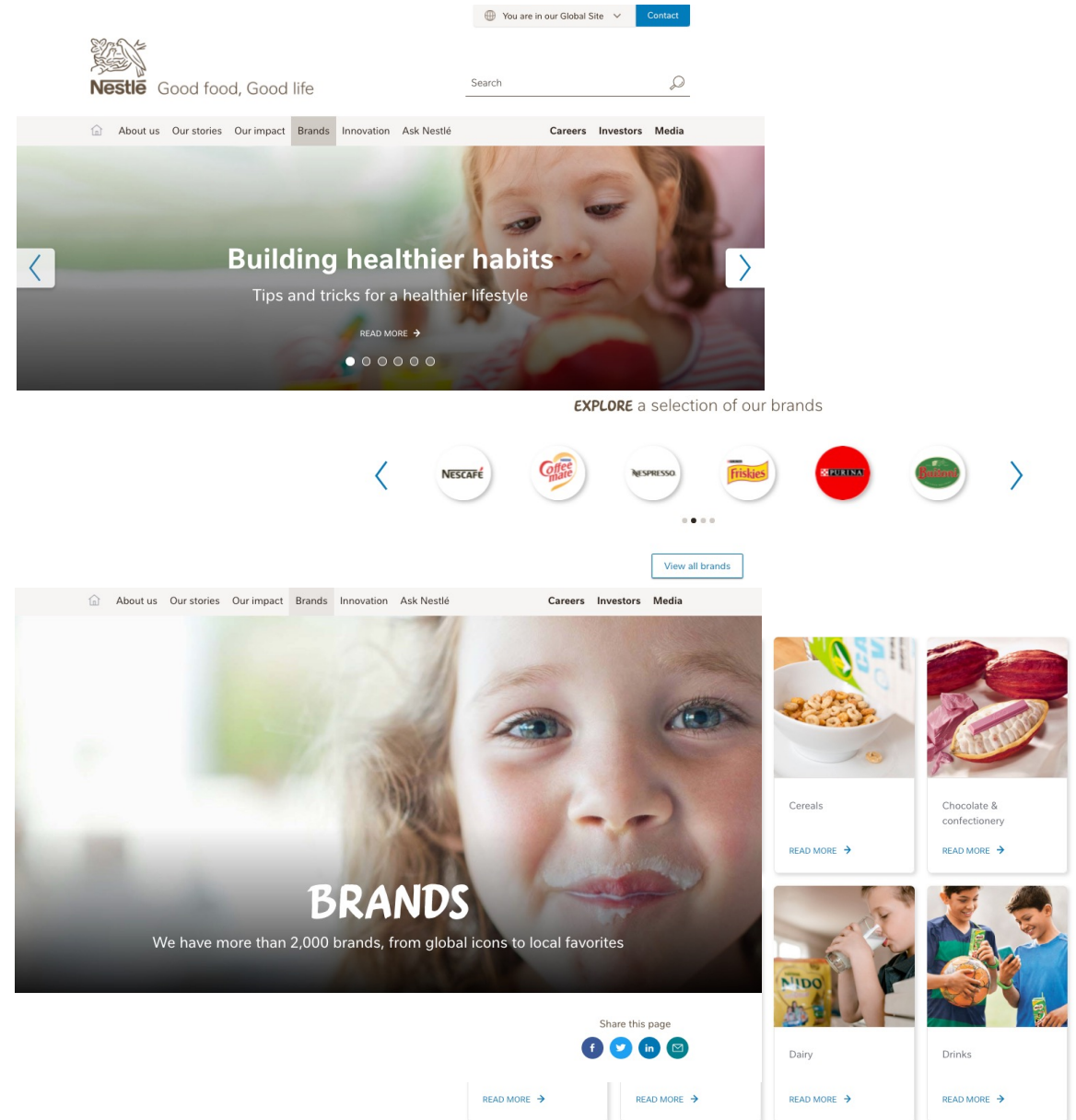
Global Navigation

Nestlé brand's portfolio includes over 2000 brands that are all easily accessed through their corporate site's architecture and navigation.

Brands can be accessed within the global navigation and a carousel; the two most prominent navigational features on the website.

Clicking on the view all button, on the homepage, opens the brands page listing all brands by categories and recognizable brand imagery.

Users may also access brands (a-z) by clicking on the link in the global footer.



Customer Service

Customer service is another key area we wanted to explore. Specifically, for Healthcare Professionals interested in buying medical equipment.

Medtronic handles such inquiries by implementing a self-service experience whereby HCP are encouraged to register for an account (EDI), request a catalog, and/or finally download numerous jargon heavy PDFs.

We did not find this UX particularly innovative or very proactive.

The image shows a screenshot of the Medtronic website. At the top, there is a navigation bar with the Medtronic logo, 'United States', and a search bar. Below this is a main navigation menu with categories like 'Patients & Caregivers', 'Healthcare Professionals', 'About Medtronic', and 'Transforming Healthcare'. A secondary menu is open under 'Healthcare Professionals', listing options such as 'Overview', 'Therapies & Procedures', 'Products', 'Education & Training', 'Reimbursement', 'Product Ordering & Inquiries', 'Clinical Research & Trials', and 'Services & Solutions'. The 'Product Ordering & Inquiries' option is highlighted.

In the center, there is a 'REQUEST ACCESS' form. The form is titled 'REQUEST ACCESS' and 'CONTACT INFORMATION'. It includes fields for 'Prefix', 'First Name', 'Last Name', 'Job Title', and 'Email'. There is also a 'GO TO THE FORM' button.

Below the form, there is a section titled 'HEALTHCARE PROFESSIONALS' with a sub-section 'Overview of eBusiness At Medtronic'. This section includes an 'OVERVIEW' section with text about increasing efficiencies and reducing costs through eBusiness channels. It lists several benefits of EDI (Electronic Data Interchange) and Medtronic Connect, such as 24x7 access to ordering and device registration, secure channels for order management, and the ability to interact directly through an existing ERP system. There is also a 'SEE DETAILS' button.

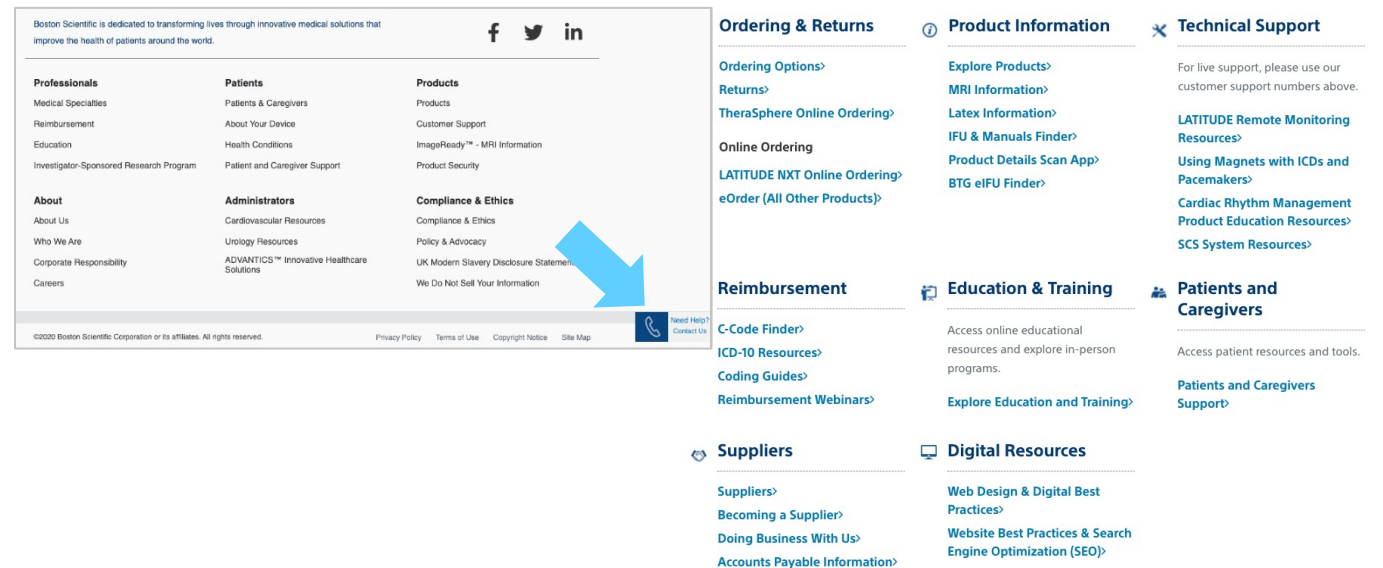
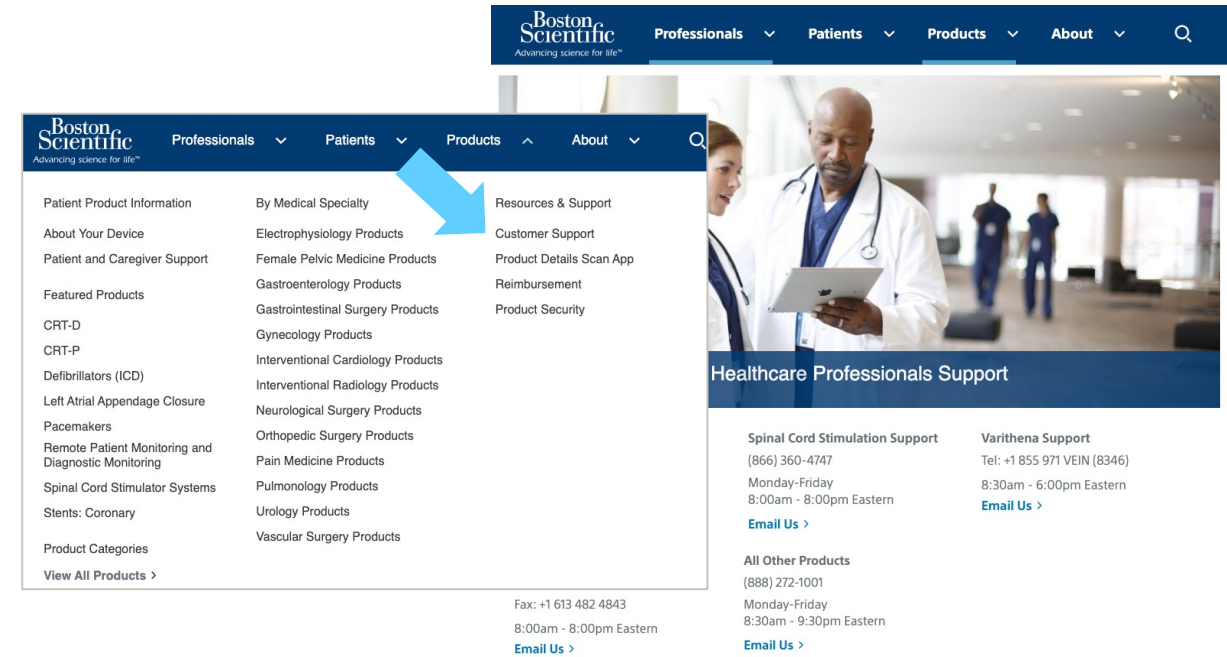
On the right side, there is a 'MEDTRONIC CONNECT' section with a 'REQUEST ACCESS' button. Below this, there is a 'CONTACT US' section with contact information for Medtronic EDI and Medtronic Connect.

At the bottom right, there is a PDF document titled 'ANSI X12 855 Purchase Order Acknowledgment Specifications'. The document is from Medtronic and provides information about the ANSI X12 855 transaction set, including its purpose and usage. It also includes a header section with details like 'ISA - Interchange Control Header', 'GS - Functional Group Header', 'ST - Transaction Set Header', 'BAK - Beginning Segment for POA', 'N1 - Organization Name', and 'N3 - Address Information'.

Customer Service

By contrast, Boston Scientific takes a more proactive role in providing HCPs with a dedicated customer service portal which is easily accessible by a sticky contact us link on the homepage and other links embedded in the global navigation categories, e.g. professionals, products etc.

The only slightly misleading aspect to this solution is that the portal links are labeled customer support, which upon selecting becomes clear is meant for HCPs only.



Customer Service

Customer service for consumers (or patients) is not applicable given most of your competitor like Roche or Medtronic are mostly focused on HCP or institutions.

However, Dexcom is the exception and provides a readily available e-commerce solution along with a consumer support system that is prominently available within the global navigation.

The screenshot displays the Dexcom website's navigation and support sections. At the top, a green banner contains a COVID-19 update. Below it, the main navigation bar includes links for 'PROVIDERS', 'MY ACCOUNT', and 'UNITED STATES'. The 'Support' dropdown menu is highlighted, showing options like 'GETTING STARTED', 'HELP CENTER', 'GUIDES & RESOURCES', and 'CONTACT US'. A blue arrow points to the 'Support' link. Below the navigation, the 'Contact Us' page is visible, featuring three support categories: Customer Sales Support, Global Technical Support, and Dexcom CARE. Each category includes contact information and service hours.

COVID-19 update: at this moment there are no interruptions to Dexcom's ability to produce and supply product as a result of the Coronavirus. Please [click here](#) for more information. For Technical Support, please [click here](#) to submit a request form. [Click here](#) for information regarding the use of Dexcom CGM in Hospitals during COVID-19.

PROVIDERS | MY ACCOUNT | UNITED STATES

Dexcom
CONTINUOUS GLUCOSE MONITORING

Learn About CGM | Products | Warrior Community | Support

ORDER | Q

GETTING STARTED >
HELP CENTER >
GUIDES & RESOURCES >
CONTACT US >

GETTING STARTED
First-Time Dexcom Setup
Medicare Product Support
Coverage & Ordering
LEARN MORE >

CONTACT US
We're here to provide ongoing support 24/7 for your Dexcom CGM System.
LEARN MORE >

Dexcom
CONTINUOUS GLUCOSE MONITORING

Learn About CGM | Products | Warrior Community | Support

ORDER | Q

Contact Us

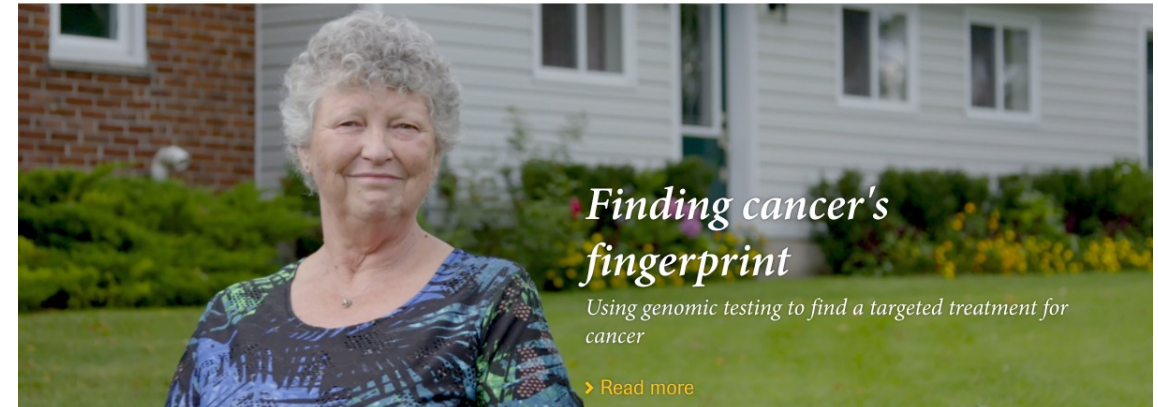
Dexcom is here to provide you with ongoing support and answer any questions you may have about your Dexcom CGM System. Locate the right support department below based on your immediate needs.

Customer Sales Support	Global Technical Support	Dexcom CARE
<p>Support with Dexcom orders and general customer questions 1-888-738-3646 Monday - Friday 6 AM - 5 PM PST Saturday 8 AM - 4 PM PST</p> <p>Place Your First Order Need Pharmacy Information</p>	<p>Product troubleshooting or replacement inquiries 1-844-607-8398 Available 24 hours a day; 7 days a week</p> <p>Submit a Patient Support Request Request Sensor Overpatches Chat Live with Dexcom Tech Support</p> <p>(At this time, live chat is only available to US customers, Monday-Sunday from 7AM-5PM PDT)</p>	<p>Dexcom CGM training, software downloads, and tutorials 1-877-339-2664 Monday - Friday 6 AM - 5 PM PST Saturday 7 AM - 1:30 PM PST (All hours subject to change)</p>

Storytelling

Our corporate content analysis focused primarily on evaluating how your competitors are telling stories effectively about their products and services.

One of the best examples is Roche and their deeply genuine approach to link their advance genomic testing to real-life stories of patient's overcoming life threatening obstacles with their help.



[About Roche](#) > [Our](#)

Jennifer's journey with CGP

In 2016, when Jennifer was visiting her grandchildren in cough. Upon her return home to Canada, she visited her come back if the cough didn't go away in three weeks. TI her doctor referred her to an oncologist. Though Jennifer turned out she had advanced lung cancer (stage IV).

"It was one of those situations, as a never-smoker, where said her physician, Dr. Jeffrey Rothenstein, Medical Oncc Regional Cancer Centre, Oshawa, Canada. Both Jennifer question that nearly every cancer patient asks: "How can why did this happen?" Rothenstein did some initial testin single cancer-causing genes, and Jennifer was negative.

At that point, Dr. Rothenstein brought up the option of genomic testing. He explained to Jennifer that CGP would be able to identify the specific, unique DNA mutation profile within her cancer cells, which would help him guide decisions in a treatment plan. Dr. Rothenstein had started Jennifer on chemotherapy, and she'd responded to the treatment, but both wanted to be sure they had left no stone unturned in fighting the disease. Jennifer felt relieved to have another option.



how genomic testing can reveal mutations in a cancer tumour that can guide personalised treatment decisions.
[> more](#)

genomic testing in treating cancer, and hear from patient; Debbie Rhea about the real-world impact it can have.
[> more](#)



Cancer genomic testing – Jamal Tamer's story
Learn about the importance of genomic testing in treating cancer, and hear from patient; Jamal Tamer about the real-world impact it can have.
[> more](#)



Roche-Foundation Medicine website
Learn about Roche and Foundation Medicine's broad portfolio of comprehensive genomic profiling tests.
[> more](#)

Search

Your competitors use a variety of search strategies some with mixed results. Perhaps one of the more effective is Nestlé's search allows users to filter by a variety of filters including, documents, images etc. Dexcom takes a similar approach utilizing tabs instead.

We also thought that Boston Scientific's use of autocomplete functionality was useful when searching for products related to a particular condition.

Finally, Roche provides filters, text excerpts, and images within the results column. Roche also employs infinite scroll within the search results.

The collage displays three distinct search user interfaces. The top right shows 'Search results' with social media sharing options (Facebook, Twitter, LinkedIn, Email) and a search bar containing 'Hot pockets'. Below it is a filter dropdown menu with options: All (checked), News, Documents, Images, and Videos. The middle left shows '154 Global Search Results for Glucose' with a search bar containing 'Glucose' and filter tabs for 'All', 'FAQs (91)', 'Guides (2)', and 'HCP'. Below these tabs is a snippet for 'CGM vs. BGM' with a brief description. The bottom left shows a search interface for 'lung cancer' with a 'Close' button, a 'Filter your search' section with 'All' and 'Documents' filters, and a 'Read more' link. The bottom right shows a search for 'Heart' with an autocomplete dropdown listing 'Congenital Heart Disease', 'Heart Attack', 'Heart Failure', 'HeartSpan Braided Transseptal Sheath', and 'Transcatheter Heart Valve'. A 'Go' button is next to the search bar. Below the dropdown is a 'Learn more' link and a card for 'Facts about lung cancer'.

Digital Scale and Scope

Another area of we wanted to to examine is the size and scope of your competitors' corporate online presence.

Nestle, a multinational food and drink processing conglomerate, leads the pack with 352K employees worldwide. Johnson & Johnson, a multi-industry conglomerate company, is second employing over 132K employees worldwide.

Roche, Boston Scientific, and Medtronic follow suit as medium sized companies averaging about 100K employees while Dexcom employs 4000 employees predominantly in California.



Google Search Results

Finally, we wanted to research your competitor's reputations. In order to do so we Googled each company and reviewed the results looking for the latest recent news items.

FOOD TRENDS · Published 2 hours ago

Nestlé rebrands 2 candies following concerns over 'insensitive cultural depictions'

Products bearing the new names will appear on store shelves in early 2021

Boston Scientific recalls, discontinues LOTUS Edge Aortic Valve

Nov. 17, 2020 7:46 AM ET | Boston Scientific Corporation (BSX) | By: Carl Surran, SA News Editor | 1 Comment

- Boston Scientific (NYSE:BSX) **-6.6%** pre-market after saying it initiated a [global recall of all unused inventory](#) of the LOTUS Edge Aortic Valve System due to "complexities" with the product delivery system, and will retire the entire LOTUS product platform immediately.
- "The voluntary recall is related solely to the delivery system, as the valve continues to achieve positive and clinically effective performance post-implant," the company says, adding there are no safety concerns for patients who currently have an implanted valve.



Roche ranked the most sustainable healthcare company in the Dow Jones Sustainability Indices for the eleventh time

Sen. Portman participating in Johnson & Johnson coronavirus vaccine trial

Ohio senator hoping to 'reassure people about the safety and effectiveness of vaccines'

By Evie Fordham | Fox News



Moderna trial volunteer on vaccine's almost 95% effectiveness against coronavirus
Moderna vaccine trial volunteer Jack Morningstar weighs in on latest results on 'Fox & Friends.'

Better Buy: Abbott Laboratories vs. DexCom

These two companies are battling for market share of continuous glucose monitoring devices for diabetes, with each coming out with new models soon.



Jim Halley (TMFjimhalley)
Nov 17, 2020 at 8:39AM

Follow @jimhalley 1,631 followers

Medical device makers **Abbott Laboratories** (NYSE:ABT) and **DexCom** (NASDAQ:DXCM) are hoping small products can have a big effect for patients and investors alike; both companies have new, sleeker continuous glucose monitoring devices (CGMs) in the works. Diabetes is one of the most prevalent diseases in the world, with 700 million people expected to be living with it by 2045, according to the International Diabetes Federation.



SQUAWK ALLEY

SHARE f t in

Medtronic CEO on new remote patient monitoring systems