ORACLE
Retail

Oracle Commerce Consulting Taxonomy Navigation Assessment

How easily can your customer find what they are looking for on your commerce site? Which are the best words to use in your category headings? How many options should you have in your global navigation bar? How well do your current categories meet your customers' expectations? Are you looking for ways to boost conversion? A Taxonomy and Navigation Assessment allows to you **understand how your customers seek products and refine your category headings to make finding and buying easy**. This service helps to validate your taxonomy decisions, identify problem areas and generate new ideas for presenting your products by testing with your current or target customers.

WHAT IS A TAXONOMY NAVIGATION ASSESSMENT?

Oracle's User Experience consultants will evaluate your current or proposed navigation hierarchy through content analysis and testing possible category names or groupings with target customers. Conducting category sorting exercises using virtual "cards" is an in-depth way to engage target customers and understand their tacit assumptions in navigating through your commerce site. This approach helps to identify issues that may be blocking users from finding and buying the products or content they desire by aligning the navigational structure of the website with the terms and categorizations that your site visitors find most relevant.

Each card-sorting exercise has specific goals and is overseen by usability consultants who design the test and assess the respondents' responses. Upon analyzing all test participants and their feedback, the problems are diagnosed and formal recommendations are made.

WHAT IS THE VALUE OF A TAXONOMY AND NAVIGATION ASSESSMENT?

As your product mix changes, managing a navigational structure can become perplexing. Also, as your competitors and other market forces change, the preferred terms of your audience base may change as well. A taxonomy assessment allows you to engage customers directly and to assess real customers' ability to find items in an existing or proposed navigational tree. Using the right terms to describe your product categories helps your users find what they need and is an important element in an overall Search Engine Optimization (SEO) strategy.

ENGAGE THE EXPERTS

Our Commerce User Experience team is seasoned and specialized in the online commerce sector. We keep our finger on the pulse of how consumer expectations are changing to make sure we can make the best recommendations of how to get your customers to do what you need them to do to meet your business goals.

- Graduate-level training in human-computer interaction, cognitive science and design

- Commerce specialists that understand the challenges of the online retailer and what consumers are expecting from online experiences

- Omnichannel experts who understand retailing end-to-end and can help you achieve your omnichannel goals

- Experienced across Business to Business (B2B) and Business to Consumer (B2C) verticals

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Our experienced researchers and moderators conduct taxonomy studies and design navigational structures that can:

- Discover terms that do not resonate with customers' expectations
- Uncover assumptions and mental models of users that they aren't able to articulate clearly
- Improve customers' ability to understand your product offering and find what they need

WHAT DOES A TAXONOMY NAVIGATION ASSESSMENT LOOK LIKE?

Our process is comprised of the following steps, designed to get meaningful, actionable results. Over the course of 5 weeks, we will complete the following activities:

PREPARATION

- Identify the right people to sign up as participants to get the answers to your questions. This foundational step is critical to getting quality insights from your assessment.
- Review your current or proposed website to establish target areas for the taxonomy study.
- Coordinate with you and any relevant third parties (such as your SEO service provider) to select target areas for the assessment.
- Create a set of up to 100 categories for testing, review them with you, then prepare a third-party card sorting tool with the mutually agreed upon categories.

COLLECT & ANALYZE DATA

- Up to 55 participants are invited to participate in the assessment, with the goal of having 50 participants complete the card sorting activity.
- Testing can take place wherever test participant is comfortable at any time during the assessment data collection period.
- The taxonomy assessment participants will use the card-sorting tool on a mobile device or laptop screen. The tool allows them to sort, group and comment on the category labels, providing data to inform recommendations on taxonomy changes.
- The sorting activity usually takes less than 1 hour for each participant to complete and data is collected over 1-2 days.

ANALYSIS & REPORTING

- Review card-sorting data and analyze findings.
- Prepare a presentation report that contains a summary of study results and findings with navigation taxonomy recommendations.

GETTING STARTED

Leverage Oracle's methods, tools, and extensive experience across diverse commerce sectors and geographies. Working with Oracle's Retail Professional Services allows us to provide you with a unified conduit to commerce experts in Development, Support, and Global Delivery, having the entire Oracle team behind your success. To learn more, contact your local Oracle Sales or Consulting representative.

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Oracle is committed to developing practices and products that help protect the environment