

NESPRESSO

EXPRESS GROUP



(01)



Initial Challenge



Consumer confusion on Nespresso's website.

There is a mismatch between the user experience Nespresso seeks to provide and the one it is currently offering.

The current interface displays a large but disorganized and unattractive catalog, creating a confusing and unpleasant experience for our consumers.



Video - Jaime Afterdark

[Mi problema con Nespresso](#)





KEY OBSERVATION

By showing very similar products without clear differences, *two resulting problems* are being generated in the *user's decision making process*.



Read More [➤](#)

Resulting Complications



Price-based selection: Lack of clarity about the differences between options leads consumers to opt for the cheapest product, missing the opportunity to highlight the distinctive and higher-value features of our offerings.

Increased bounce rate: Generalized confusion generates an unattractive experience and increases the bounce rate, as visitors abandon the site because they cannot easily find what they are looking for.

Our Solution

Designing a simplified and strategic approach.



To address this challenge, we are proposing a **restructuring** of the home page and product sheets, focusing on **simplicity** and **clarity**.

Our goal is to be able to create a more **intuitive, simple** and **engaging** navigation **experience** for our consumers.

How?

- Integral overview:
 - We highlight the two main lines – Originals and Vertuo.
 - We highlight the main differences for quick understanding.
- Specific details:
 - Detailed individual product sheets.
 - Valuable and synthetic content for our target audience.
- Clear and attractive approach:
 - Key information presented effectively.
 - We captivate the audience with relevant and meaningful details.
- Quality information experience:
 - Commitment to providing clear and valuable information.





Main Benefits

Product line differentiation

Our approach makes it easy for the consumer to effectively and quickly differentiate the Original machines from the Vertuo machines.

We will help our customers determine which of our machines is the one that truly meets their specific needs, while elevating their user experience and strengthening the brand-consumer relationship.



What are we looking for with differentiation?

We seek to generate a personalized **user experience**, pleasant and **focused exclusively on the needs of our consumer**.

For that reason, we will focus on providing the **key data necessary** for our target audience to make an **informed and accurate decision** at the time of purchase.





Main Benefits

Product sheet

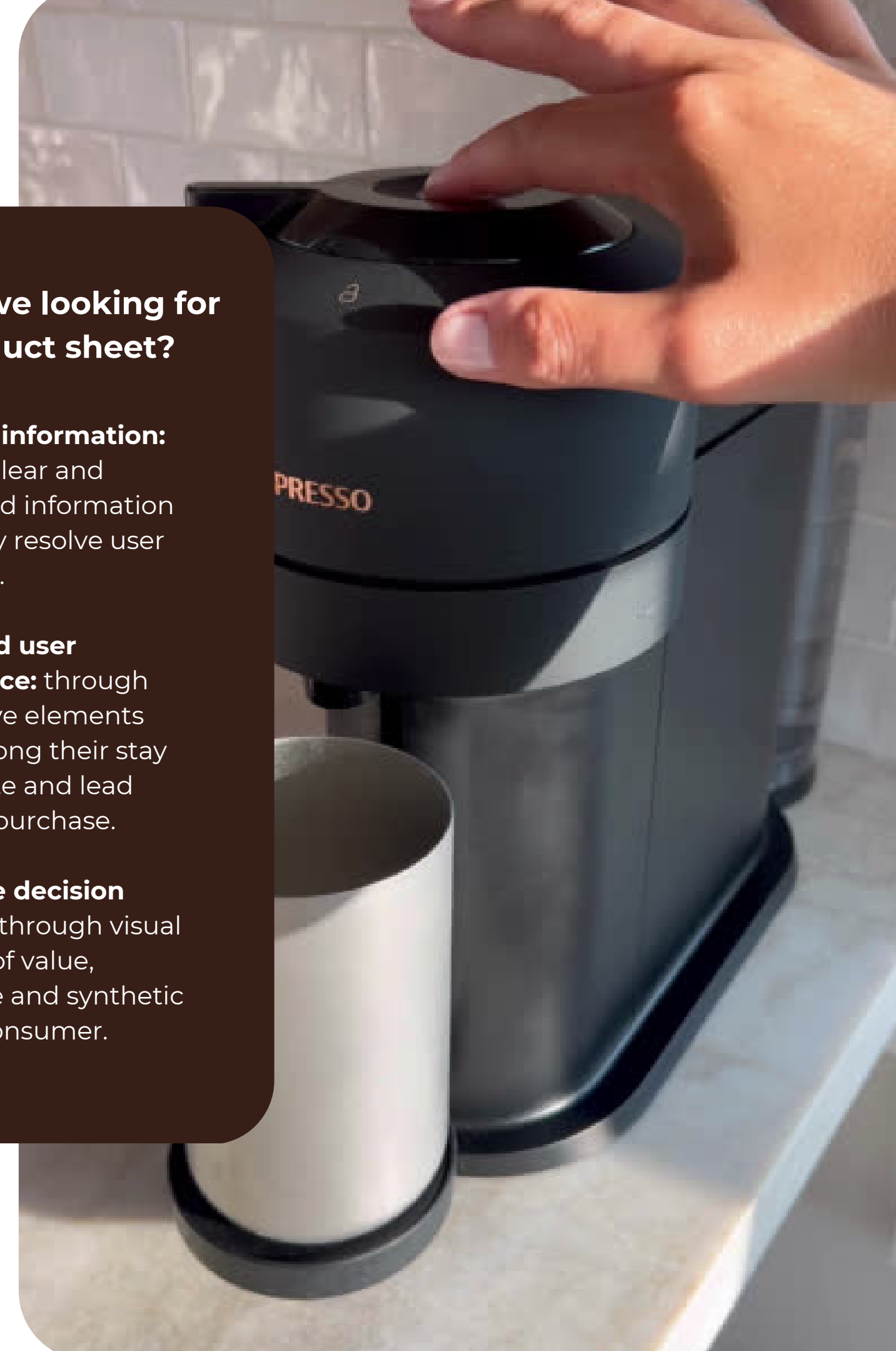
Specific and strategically organized content of value: We organize information in a clear and structured manner, ensuring that users can quickly find what they are looking for and resolve their concerns.

Attractive and dynamic structure: We incorporate interactive elements to enhance the user experience and prolong their stay on our website. To do so, we will use image galleries, explanatory videos, or zoom functionalities.

Color button available: The color button centralizes the options, offering users an organized and efficient visual experience. It simplifies browsing, adds visual appeal and reinforces the brand-consumer connection through an intuitive design.

What are we looking for in the product sheet?

- **Efficient information:** Provide clear and structured information to quickly resolve user concerns.
- **Improved user experience:** through interactive elements that prolong their stay on the site and lead them to purchase.
- **Facilitate decision making:** through visual content of value, attractive and synthetic for the consumer.





Website architecture

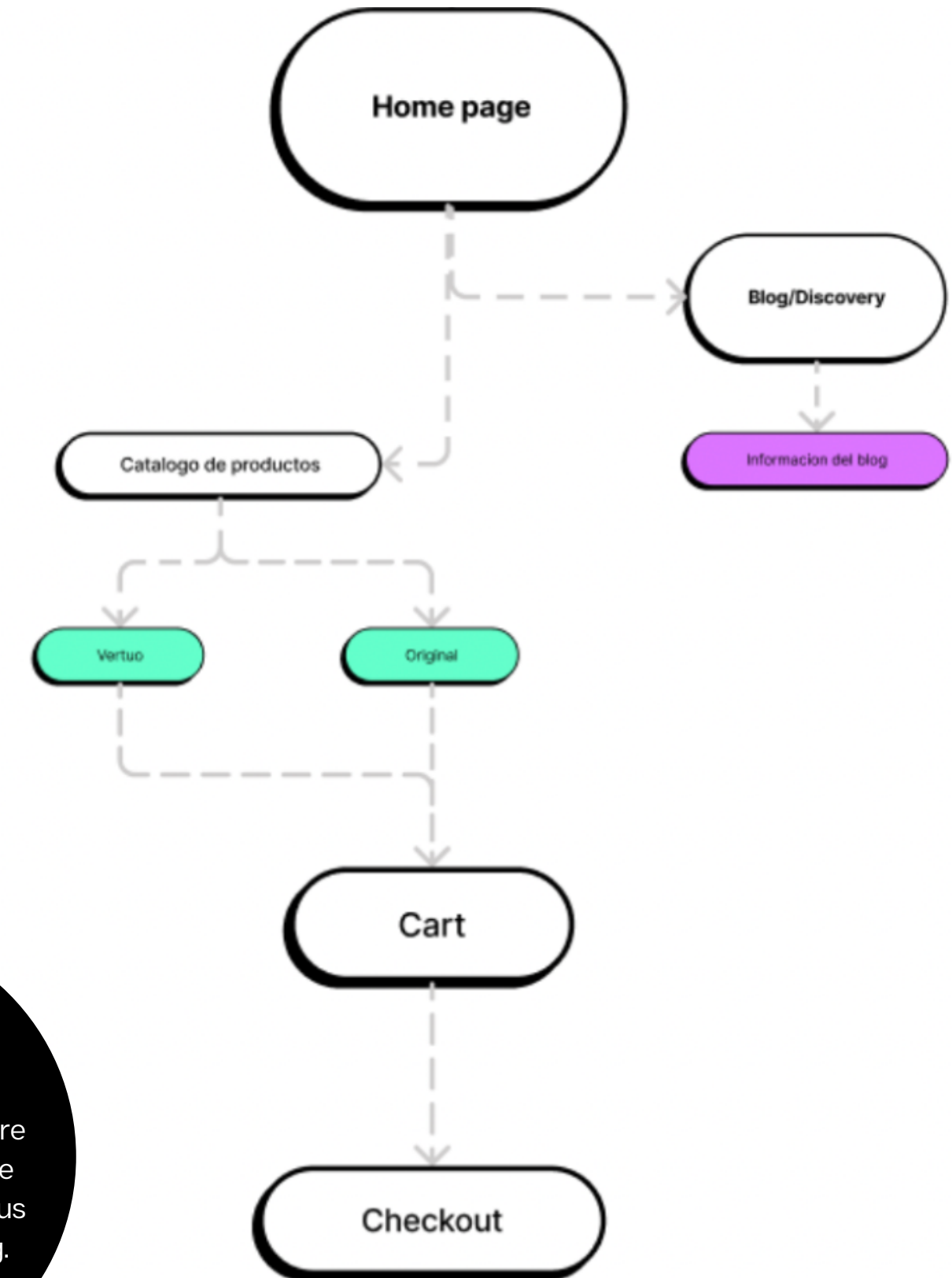
In keeping with the fundamental principles of our approach, focusing on simplicity and clarity, we are committed to design a website structure that facilitates access to information related to our two product lines: Original Machines and Vertuo Machines.

For this reason, we have decided to rebuild the organization as follows:

- Home page
- Categories
 - Product lines
 - Blog
- Sub categories
 - Máquinas Originales ●
 - Máquinas Vertuo ●
 - Blog information ●

Important

Even though we know there are more categories in the actual website, we will focus on product lines and blog.





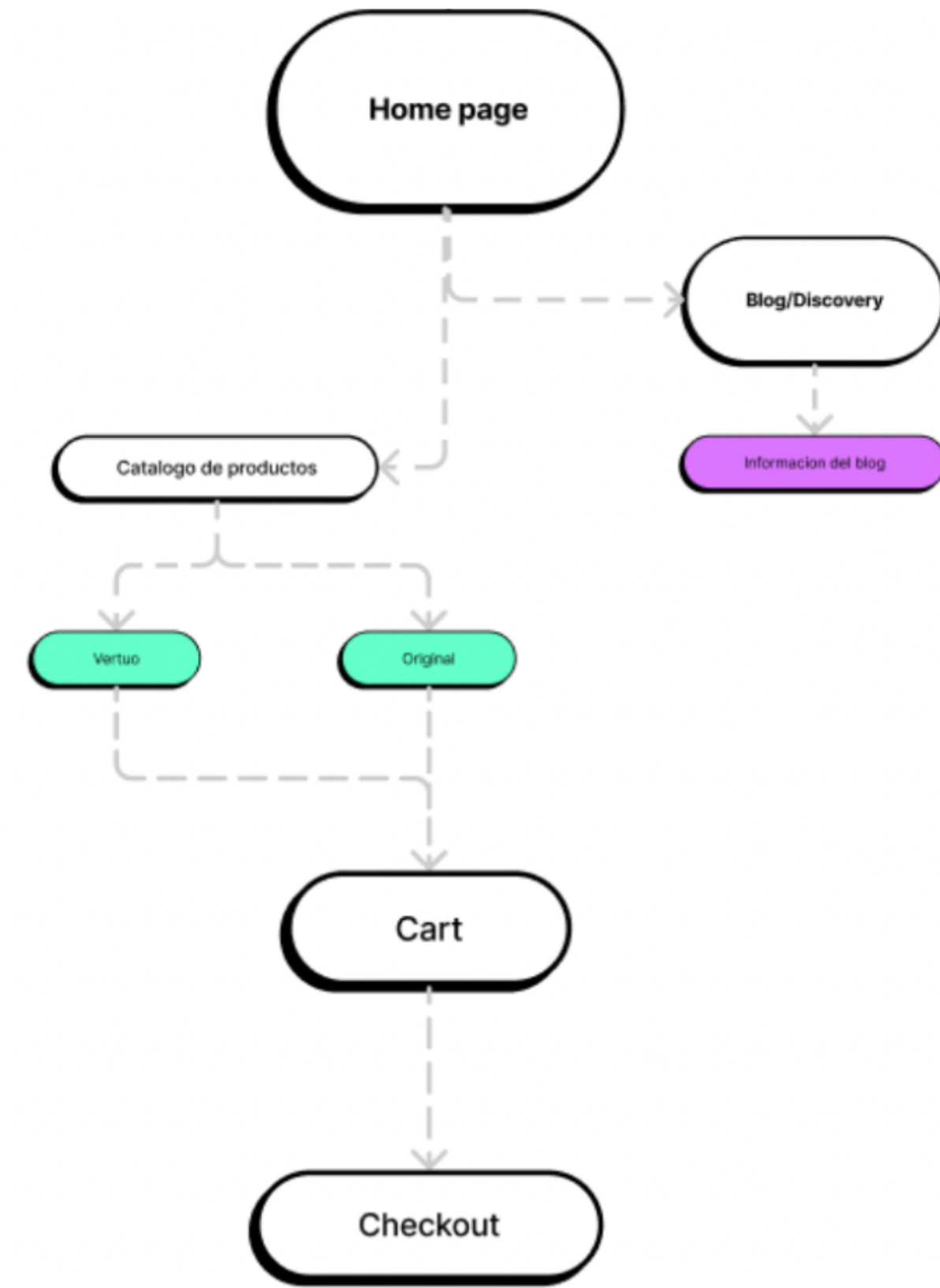
What led to this choice?

Clarity and coherence: A logical and coherent structure has been maintained, facilitating user navigation through the information hierarchy.

Logical organization: The arrangement of elements follows a logical order, starting from the home page to the specific subcategories of each product line.

Emphasis on product lines: By placing "Original Machines" and "Vertuo Machines" as main categories and subcategories, the importance of these product lines is highlighted, which can help attract the user's attention.

Blog Inclusion: The inclusion of the blog allows relevant content to be shared and keeps users engaged, contributing to the overall value of the website and SEO (by working with specific keywords).





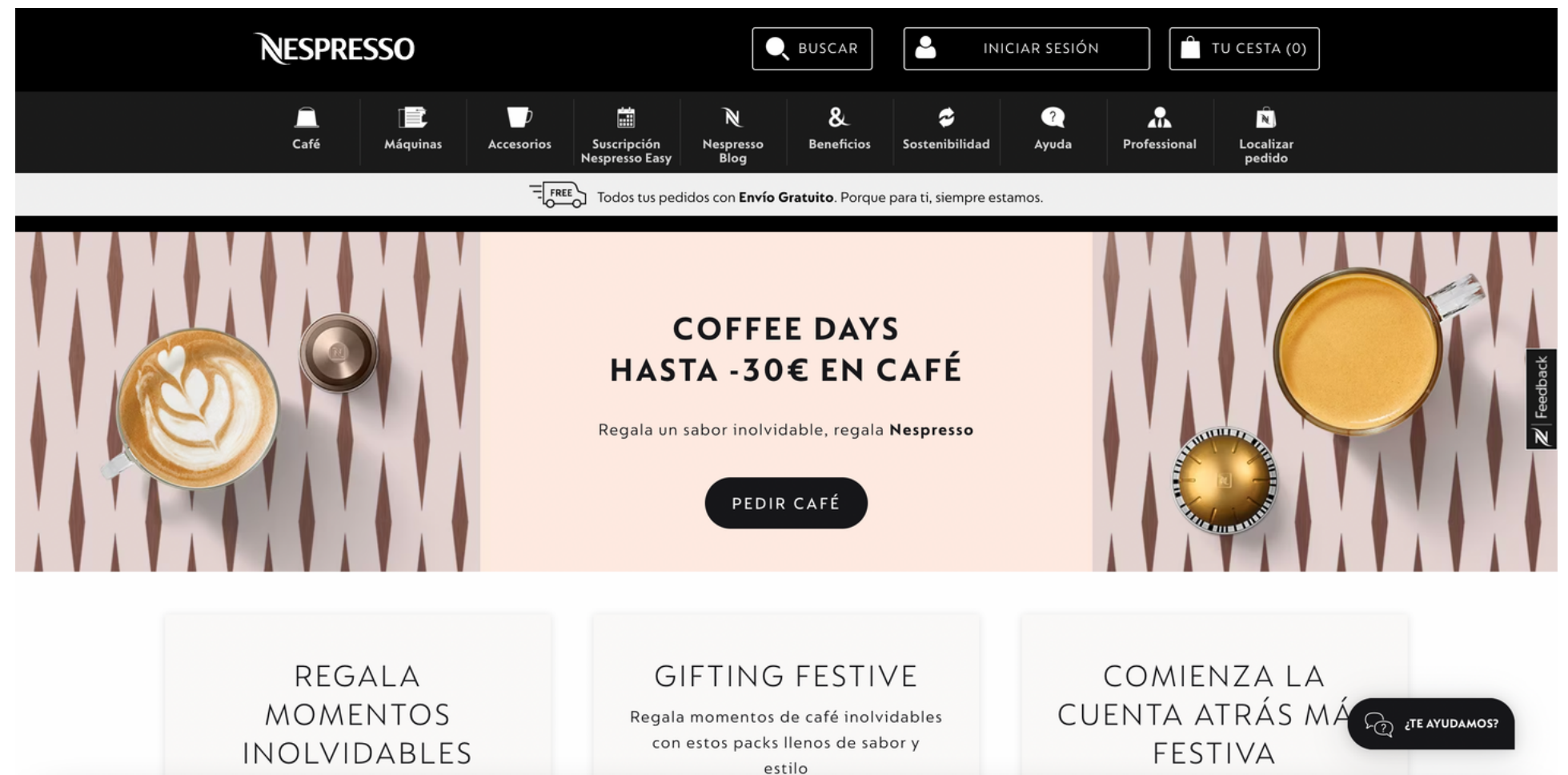
Current website: Home

We observed some drawbacks on the home page that could be improved to optimize the user experience:

Excessive buttons on the top bar: It would be beneficial to simplify the top bar, focusing on buttons that lead to key information. This would facilitate more efficient navigation and highlight relevant information pillars to address consumer concerns.

Good structure but too much information: Although the overall structure is sound, message overload on the home screen can overwhelm or confuse the user. This not only slows down their web experience, but can also detract from their buying journey. We suggest revising and simplifying content for a clearer and more effective presentation.

Lack of direct information on recommended coffee machines: Currently, the page does not provide immediate guidance on which coffee machine is most suitable for the consumer. To improve the shopping experience, the process could be simplified, reducing the number of steps necessary for the user to find their ideal machine, thus making the experience more pleasant and efficient.



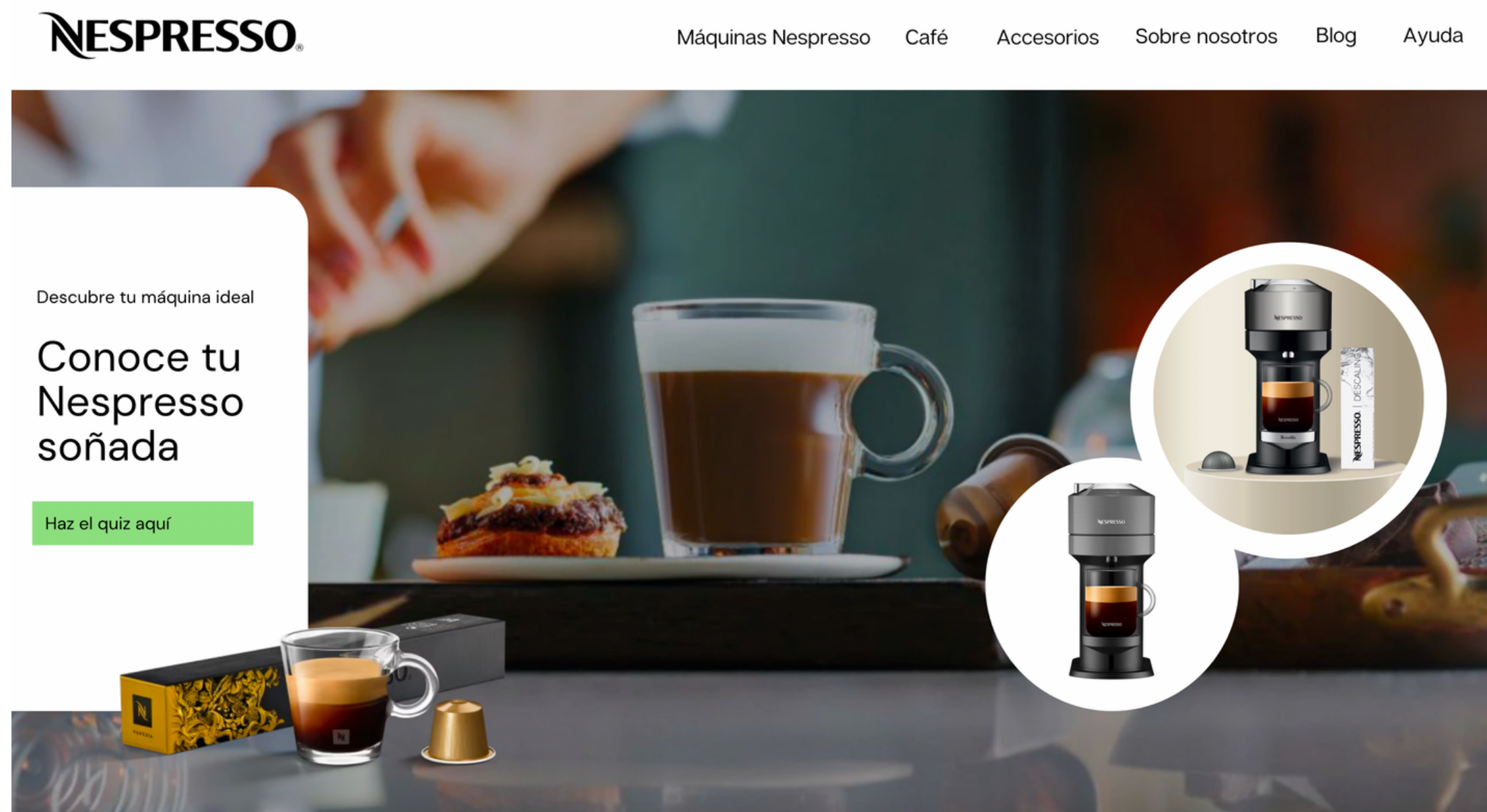


Website Proposal: Home

More minimalist and straightforward design: We simplified the design to achieve a more minimalist and straightforward look and feel. This included a cleaner navigation bar and fewer visual elements, facilitating a more intuitive user experience.

Focused on a single objective: We focused on one main objective for the home page, eliminating distracting elements that could dilute the key message. This allowed the user to focus more effectively on the core action or information we wanted to highlight.

Highlighted section to help the user find their ideal machine: We implemented a clearly visible and accessible section that was designed to guide the user in the search for their ideal coffee machine. This section was focused on the customer's needs, providing useful information and guidance to improve the buying experience.





Current website: Category

- **Poor differentiation:** It is difficult to get to know the main differences between the Original and the Vertuo machines.
- **Mandatory selection:** it make the user choose between the Original and the Vertuo even before knowing what they are about.
- **No general description:** When the consumer finally decides which one to click on, there is no brief description of the type of coffee machine.
- **Too much information tells nothing:** The user is faced with multiple machine alternatives and just gets dizzy, does not know where to start and is less convinced in the buying process.





Website Proposal: Category

- **Clear differentiation:** The first thing the user will see when clicking on the Nespresso Machines button (located on the top bar), will be the basic and essential information to differentiate between Original machines and Vertuo machines. Knowing this information, you will be able to decide which of the two machines best meets your needs.
- **Not mandatory selection:** gives the opportunity to the user to know first the information and then decide where keep browsing next.
- **Minimalist, clear and straightforward design:** we deliver the information the consumer is here for. We do not seek to complicate the buying process, but to elevate it and make it user-friendly for the consumer.
- **Interactive:** Audiovisual content will provide a dynamic appeal that will present information of value to consumers. They should be short videos that tell the essential features of each line.



Máquinas NespressoCaféAccesoriosSobre nosotrosBlogAyuda

MÁQUINAS NESPRESSO



Nuestras Máquinas Originales

- La experiencia clásica del Espresso tradicional
- Preparación con solo pulsar un botón.
- Sistema de extracción a presión de 19 bar
- 3 Tamaños de taza
- Una amplia gama de Espressos (30 variedades)

Conoce el catálogo



Nuestras Máquinas Vertuo

- La experiencia más innovadora para todos los estilos de café
- Innovador sistema de extracción Centrifusión
- Sistema de extracción a presión de 19 bar
- 5 Tamaños de taza
- Una gama para cada estilo de café

Conoce el catálogo



Current website: Product Sheet

- **Block description:** product descriptions in long paragraphs. Consumers are looking for efficiency; they want the information quickly and make the final purchase decision if it meets their expectations. This format is not going to help.
- **Unattractive information layout:** Despite attractive product photography, the presentation of key product features and information lacks appeal. This presentation can automatically lead to discarding, as the information is difficult to read and process.
- **Lack of dynamism:** Although Nespresso has excellent audiovisual content, it does not take full advantage of it. It would be beneficial to include specific tutorials for each coffee machine or master classes to maximize the potential of each model.



Vertuo Plus Deluxe C

Vertuo Plus Deluxe Black C

★★★★☆ 4.6
21 reseñas >

COLORES

☒ ☐ ☐

199.90 € **159.90 €**

 AÑADIR A LA CESTA +

Añade 200 cápsulas Vertuo y llévatela por solo **149.90 €**

DESCRIPCIÓN

RESEÑAS(21)

Disfruta de la sencillez de Vertuo Plus con su sistema de apertura y cierre automático en hasta 4 tamaños de taza

Para los estilos de vida que exigen calidad sea cual sea la cantidad, siempre tendrás la máquina Vertuo Plus Deluxe. Te permite explorar al completo la gama de estilos de café Nespresso. Y por "al completo" queremos decir que ahora puedes tomar café en tazas aún más grandes, con hasta cuatro tamaños, Espresso (40ml), Double Espresso (80ml), Gran Lungo (150ml) y Coffee (230 ml). De forma sencilla y automatizada, con solo pulsar un botón. Te ofrece la auténtica experiencia del café Nespresso que deseas, pero yendo un paso más allá gracias a su nuevo sistema de preparación: la tecnología Centrifusion. Esta tecnología, desarrollada por Nespresso, permite a la máquina leer el código de barras integrado en cada cápsula. Luego, la cápsula gira y ajusta hasta el mínimo parámetro para extraer los tesoros que en ella se ocultan. Para que la preparación de cada mezcla sea única. Y, por supuesto, incorpora nuestra característica crema sobre cada café recién hecho y en tamaños cada vez más grandes. Cuanto mejor sea la crema, mejor será el café. Se combina perfectamente con la forma y el estilo de tu cocina gracias a su depósito de agua movable y sus detalles cromados. Ya solo te queda elegir la cápsula que se ajuste al tamaño de café que prefieras (pequeña, mediana o grande, así de simple) y presionar dos botones. Uno para cerrar el cabezal automático y otro para iniciar la preparación. Es la innovación llevada al extremo.

(Precio con IVA incluido)

ESPECIFICACIONES

- Peso: 4.58 kg
- Depósito de agua extraíble: 1.8 l
- Dimensiones (AxAxL): 14,22 x 42,34 x 32,51 cm
- Capacidad del depósito de cápsulas usadas: 10 capsulas Mugs (Large)
- Calentamiento del agua a la temperatura óptima para preparar el café en tan solo: 20 segundos
- Fuente de alimentación: 230 V / 50 Hz / 3500 W
- Drip tray capacity: 80 l

 Feedback

 ¿TE AYUDAMOS?



- **Cross-selling option:** the sale of the Vertuo machine is directly connected to the sale of Vertuo capsules. This synergy not only facilitates the adoption of the product, but also encourages customer continuity by offering an integral solution to enjoy the complete coffee experience.





Current website: Check-out

- **Inconsistent aesthetics:** The checkout page lacks the same visual appeal as the rest of the website. Its design is simpler and more austere, potentially causing confusion and a disconnect with the brand.
- **Length and complexity:** The checkout process is excessively long and complex, involving numerous steps and demanding substantial user information. This can lead to user frustration and discouragement, increasing the risk of abandonment.

NESPRESSO 109.90 € 1

1 Dirección 2 Pago 3 Resumen

Email

Correo electrónico

☐ Quiero recibir las últimas novedades y promociones. Soy consciente de que puedo modificar mis preferencias en cualquier momento en todas las boutiques Nespresso o llamando por teléfono

CONTINUAR >

DATOS DEL PEDIDO

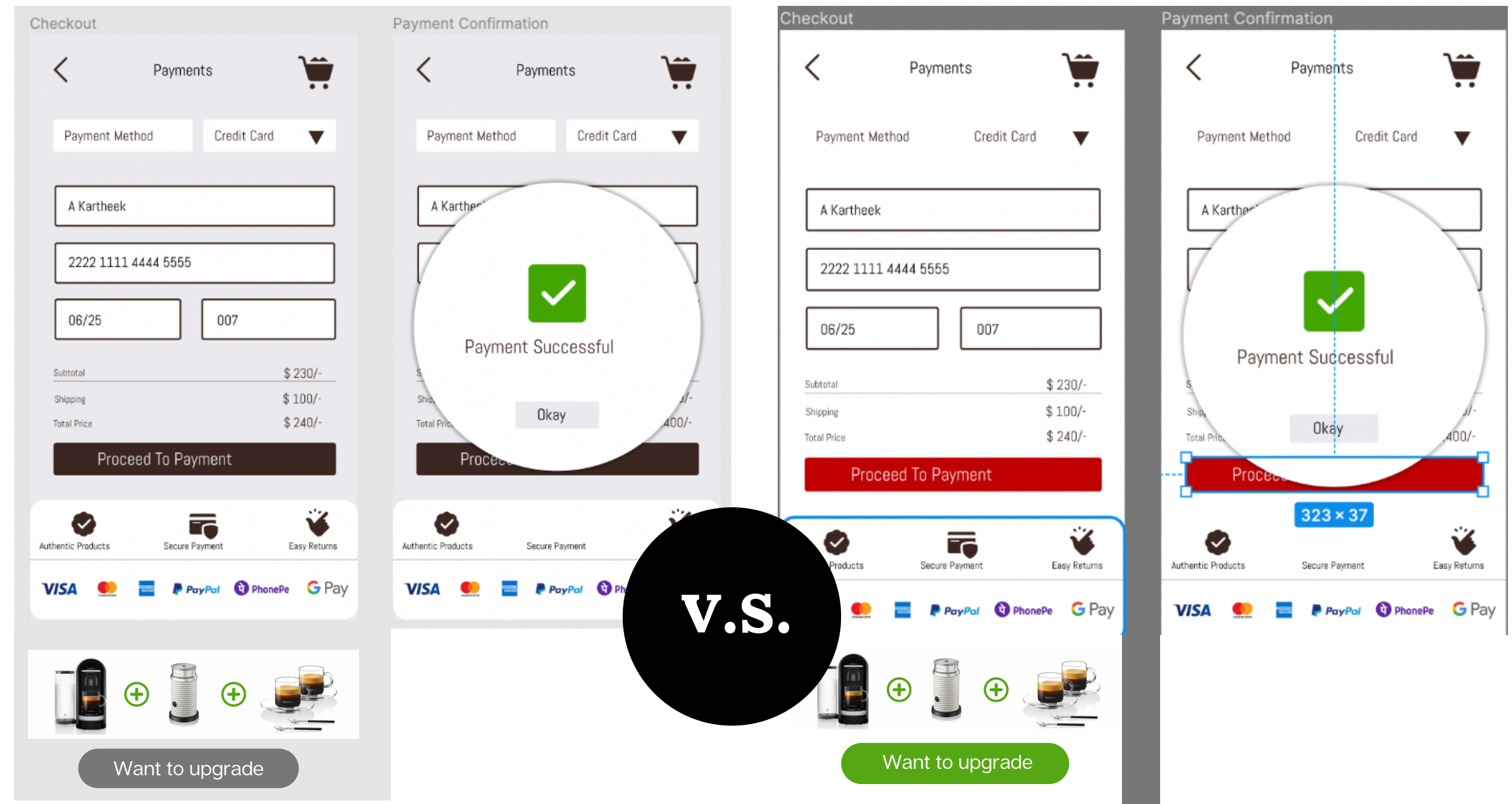
MÁQUINAS ORIGINAL (1)

1 x Inissia Negra	109.90 €
SUBTOTAL	109.90 €
TOTAL	109.90 €

[Modificar la cesta de la compra >](#)



Website Proposal: Check-out



- **Easy to Use:** It is intuitive and easy to navigate, allowing users to complete the purchase process effortlessly without the need to search for information or go through unnecessary steps.
- **Secure:** They employ advanced security protocols to safeguard user data, including encryption, two-factor authentication, and other security measures.

- **Convenient:** Checkouts offer flexible payment and delivery options, allowing users to choose the payment method that suits them best and receive their orders at their preferred address.
- **Use of Pleasant Colors and Fonts:** The colors and fonts used in checkouts are visually pleasing and easy to read, contributing to a more relaxed and comfortable shopping experience for users.

- **Use of Attractive Images:** Attractive images are used to illustrate products and services, helping users visualize their purchases and make more informed buying decisions.
- **Use of Modern Design Elements:** Checkouts incorporate modern design elements such as minimalism and the use of negative space, creating a cleaner and more organized shopping experience.



A/B Testing

Note: A/B testing will be **exclusively implemented** on the website's **checkout page**. We firmly believe that this stage in the customer journey is pivotal in incentivize the final purchase decision.

Objective: Improving and streamlining the user experience during the critical phase of making the final purchasing decision.

Status: Nespresso's checkout page has a rigid structure and uses dark shades. According to color theory, it is essential to incorporate eye-catching tones, such as green or red, in calls to action (CTAs), especially those found during the checkout process, to stimulate the desired action.

To improve this experience, **we propose:**

- 3 step in 1 process: three-step, one-page structure for simplicity and efficiency.
- Dinamism: icons, images, confirmation messages for user friendly experience.
- Light colors: strategically choosing CTA colors.
- Confirmation data: clearly present confirmation data at strategic points in the checkout process to reassure users and reduce uncertainties.
- Updated checkout session: + options to pay at disposition + upselling alternative.

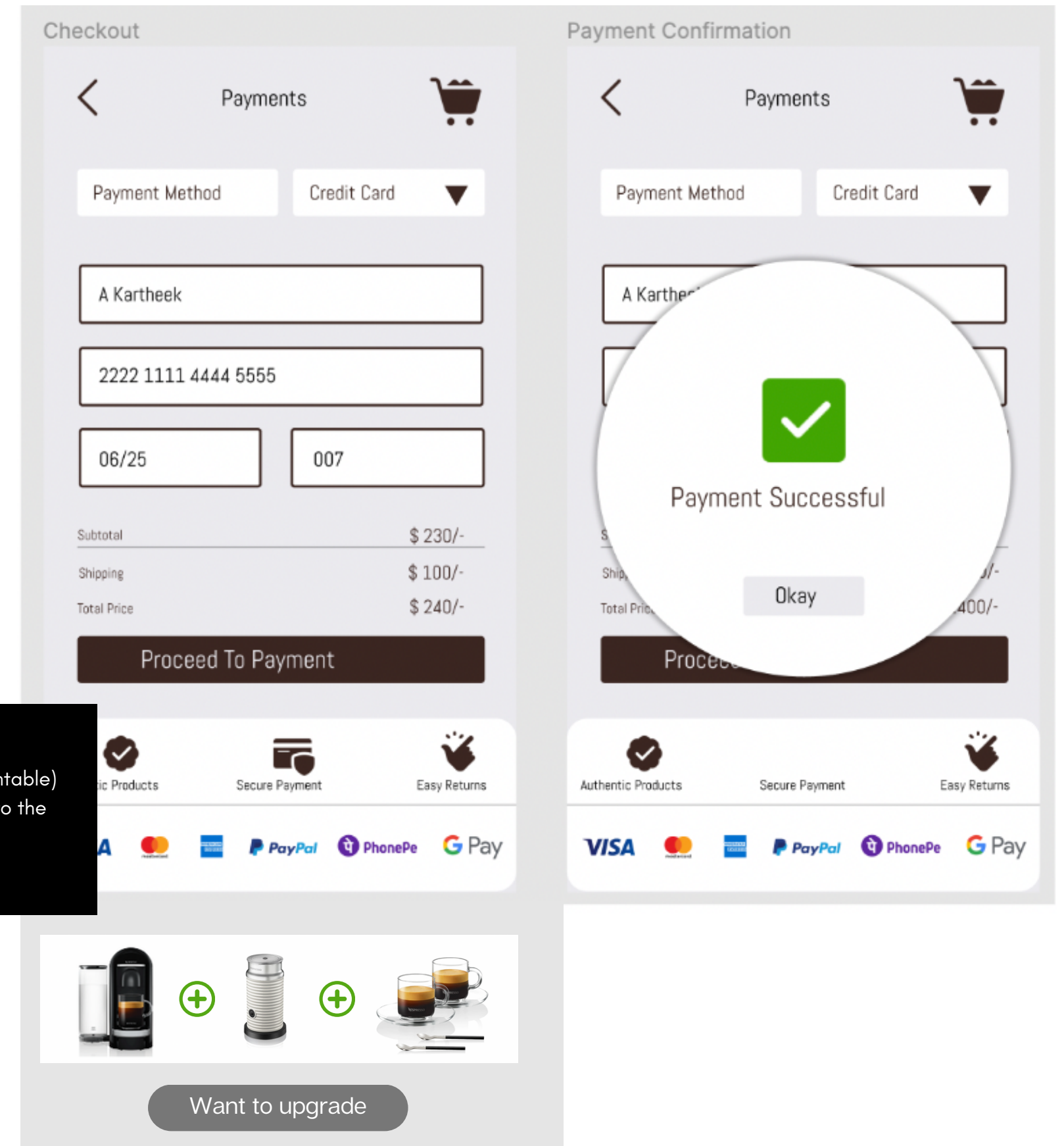


Check-out 1

- **Brand colors:** Maintains the colormetry of the Nespresso website.
- **Elements:** It is composed of the elementary parameters previously mentioned.
- **Up-selling:** create a pack that includes the coffee machines, an aeroccino and coffee mugs to convince consumers into acquiring an enhance experience.
- **The aim** is to determine if it has the same conversion rate on *Want to Upgrade* as Check-out 2.

What happens after "okay"?

- Purchase confirmation (printable)
- Branded Content: related to the specific purchase.
- Suscription Nespresso Easy





Check-out 2

CTA colors: red and green. Important to notice that green is strategically used to accept the upgrade.

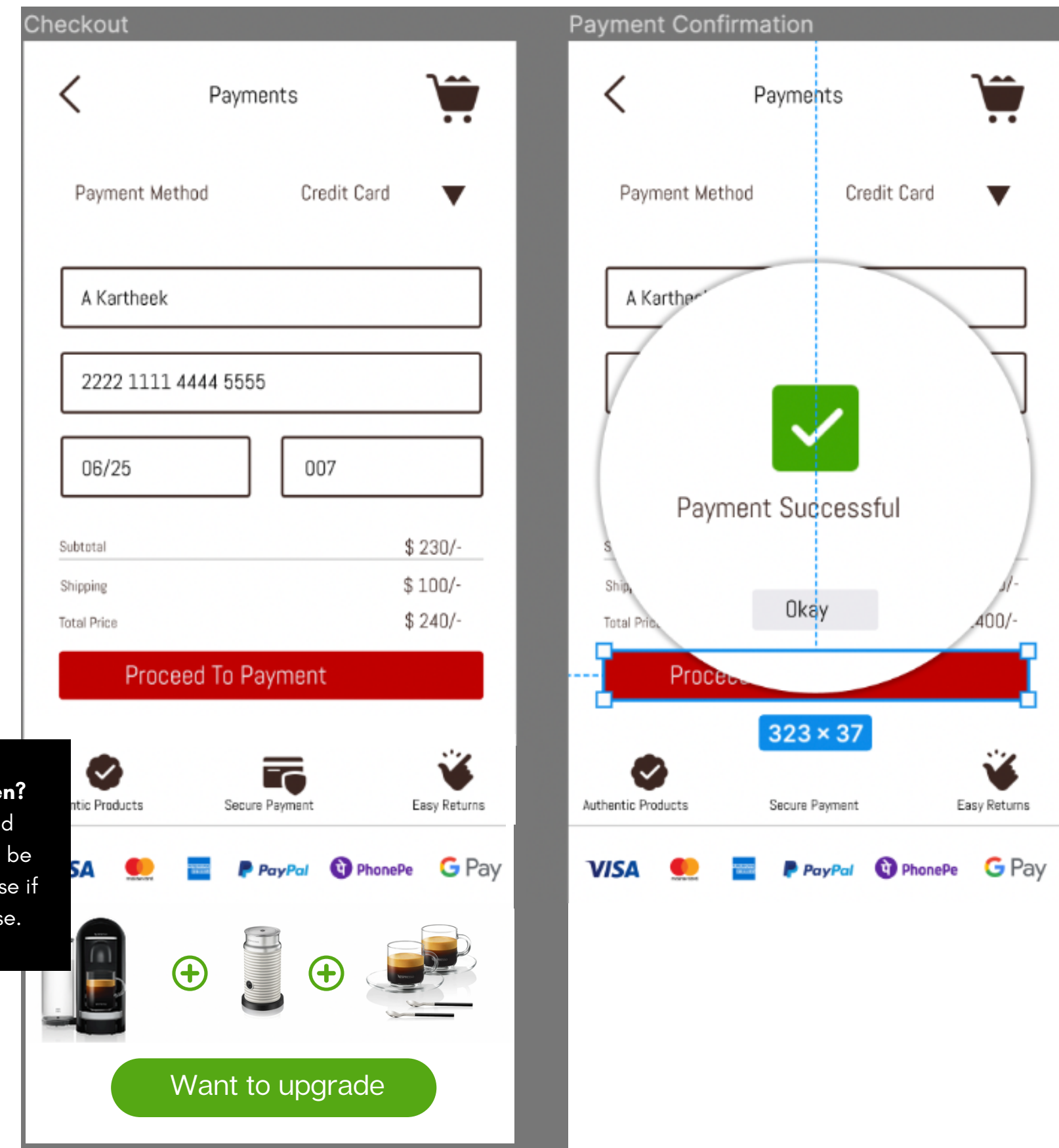
Up-selling: create a pack that includes the coffee machines, an aeroccino and coffee mugs to convince consumers into acquiring an enhance experience.

Simple and dynamic: follows the 3 steps in 1 process while presenting dynamic confirmation data (option to download the recipe)

The aim is to determine how significant the correlation between Proceed to Payment and Want To Upgrade is.

Why Want to Upgrade in green?

Color green is usually associated with correct answer. Users will be induce to upgrade their purchase if the offer is valuable to their case.





Traffic Generation

(Editorial Guide)





Business Plan

(Adwords campaign)

