

SITEWORX

USG.com
Sample UX Insights & Recommendations

OCTOBER 27, 2017



Situation Analysis

B2B customers now expect an online experience as good as the one they have on Amazon.com or Homedepot.com. They want to be able to find and compare products easily, read product information that answers their questions, and then easily specify or find a distributor – or even better, transact – once they've decided what they want to buy.

Unfortunately, USG.com does not currently meet these expectations. The site is not easy to browse or search for products, and it provides very little guidance to help customers understand the difference between products. Much of USG's best product information is still buried in its print catalogs.

Recommendations

The ideal web strategy for USG.com focuses on helping customers find products and on providing content that answers their questions. This will require significant improvements to the site's global navigation, search, faceting browsing, product category and detail pages, and product information.

But we realize this takes time and often business process change. In the slides that follow, we offer both short-term tactical and long-term strategic solutions to the user experience issues we've observed on USG.com.

Siteworx welcomes the opportunity to discuss these and other recommendations in more detail. We're passionate about helping your business thrive and making sure you get the most value out of your investments in digital.

Observed Issues & Recommendations

Don't hide all your best content in print catalogs

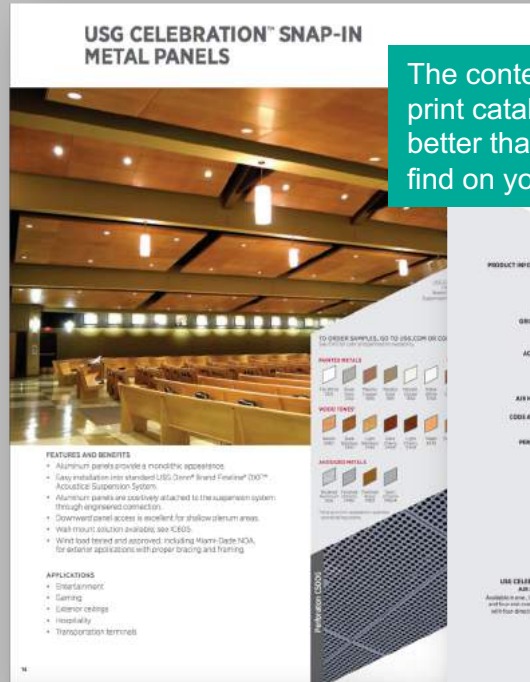
Print catalogs are expensive to produce, out of date the moment you publish them, and are not searchable, interactive, or mobile friendly.

While print catalogs still have their place, online catalogs are simply much easier and faster for customers to use (and for you to update)!

Your website is the first place most customers go for product information. And they expect that information to be as good – if not better – than what they can find in print.

So don't bury all your best stuff in your print catalogs. Put it on your website!

The content and imagery in your print catalog is much better than what customers can find on your website.





USG CELEBRATION™ SNAP-IN METAL PANELS

PRODUCT INFORMATION

Material	Finish	Typical Finish Size	Panel Depth	Weight
Aluminum panels	Painted powder finish available in a variety of architectural finishes and metallic finishes	14.4" x 12.0" 24.0" x 24.0" 24.0" x 48.0" 24.0" x 36.0" 30" x 60"	3/8" deep panels are installed from below. The aluminum insulation and removal of panels is optional. Additional aluminum channels are an optional feature for all steel and stainless steel installations. Depending on the panel selection.	Approximately 1.13 lb./sq. ft. for 3/8" deep panels with an 88% open.

DESIGN & INSTALLATION

The modular nature of USG Celebration™ Snap-In panels must be considered when accessibility is required. The main beam and cross beam must be installed in accordance with the manufacturer's instructions. USG Celebration™ Snap-In panels cannot be installed on steel joists and are not to be used in the same way as joists. The main beam and cross beam must be installed in accordance with the manufacturer's instructions. USG Celebration™ Snap-In panels cannot be installed on steel joists and are not to be used in the same way as joists. The main beam and cross beam must be installed in accordance with the manufacturer's instructions.

ACOUSTIC

Description	Optional Acoustical Material	Sound Rating - MRC	Sound Absorption
Perforated Panel	Acoustical™ Insulator	0.80	0.10
Perforated Panel	2" GFI 10 Fiberglass Insulation (10.00)	0.85	0.30

AIR HANDLING

The USG Celebration™ perforated metal ceiling panels are available with mounting brackets and center crossbar for use in clean, dry, and low humidity conditions. See the technical data sheet for more information.

CODE APPROVAL

USG Celebration™ Snap-In panels provide a continuous panel with the suspension system through positive attachment. Supporting grid is capable of supporting load and shear forces in accordance with the USG Celebration system when installed in accordance with manufacturer's instructions. The system meets requirements of ASTM C635 and is listed on ICC-ES ESR-1027 and ESR-1028.

INSTALLATION

USG CELEBRATION™ AIR PERMEABLE

Available in 1/4" and 3/8" deep panels with top decorative finish. See USG.

FOR MORE INFORMATION

For more information, visit usg.com or call 1-800-451-7333. For more information, visit usg.com or call 1-800-451-7333. For more information, visit usg.com or call 1-800-451-7333.

USG CGC

VS.

United States, English

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USG PRODUCTS & SOLUTIONS | WHERE TO BUY | INSPIRATION CENTER | RESOURCE CENTER | SUSTAINABILITY

What are you looking for?

USG > Products & Solutions > Products > Ceiling Panels > Metal Panels > USG Celebration™ Snap-In Metal Panels

USG CELEBRATION™ SNAP-IN METAL PANELS

order samples & literature

download spec

need help?

Provides a clean, bright appearance while combining a clean, unique look with the hidden strength and corrosion resistance of aluminum.

USG Celebration™ Snap-In Metal Panels offer a contemporary look, with a 1/4" grid that hides the suspension system, creating an illusion of the panels floating within their reveal. This ceiling system is a perfect choice for entertainment facilities, gaming facilities, hospitality environments and transportation terminals.

Data Submittal Sheet

- USG Celebration™ Renovation Clip Data Sheet (English) - IC479
- USG Celebration™ Metal Ceiling Panels Data Sheet (English) - IC308
- USG Microperforations Data Sheet (English) - IC688
- USG Dornit® Brand Finish™ DAFEY Data Sheet (English) - AC3304

jump to resource center | features and benefits | videos

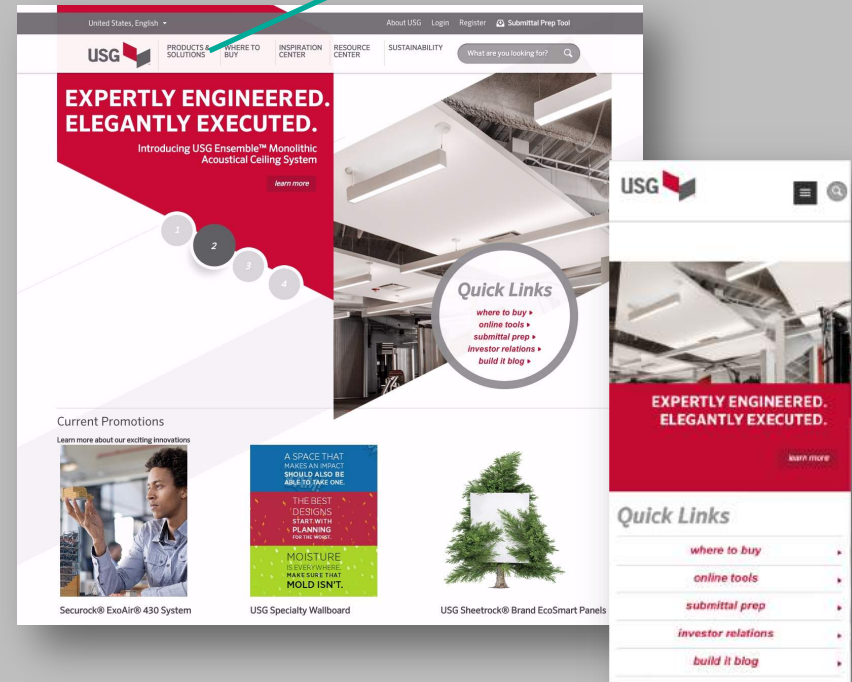
resource center (18)

Type	Title	Size
Data Submittal Sheet	USG Microperforations Data Sheet (English) - IC688	233 kb view
Data Submittal Sheet	USG Celebration™ Renovation Clip Data Sheet (English) - IC479	1254 kb view
Data Submittal Sheet	USG Dornit® Brand Finish™ DAFEY Data Sheet (English) - AC3304	737 kb view
Data Submittal Sheet	USG Celebration™ Metal Ceiling Panels Data Sheet (English) - IC308	5162 kb view
Installation Guide	Metal Ceiling Panels - USG Celebration™, USG Geometric®, USG Panel®, USG Parallel® - Handling Guide (English) - IC518	97 kb view
Installation Guide	USG Celebration™ Ceiling System Installation Guide (English) - IC462	582 kb view
SDS MSDS	USG Metal System Ceiling Panels and Trim (Aluminum) SDS (English) - 43601001001	127 kb view
SDS MSDS	USG Metal System Ceiling Panels and Trim (Aluminum) SDS (Spanish) - 43601003001	210 kb view
System Catalog	USG Exterior Ceiling Applications System Guide (English) - SC2561	5896 kb view
System Catalog	USG-CGC Ceiling Systems Catalog (English) - SC2000	62870 kb view
System Catalog	USG Perforations Metal Ceiling Systems Selection Guide (English) - IC425	1833 kb view
Technical Guide	Seismic Technical Guide - Specialty and Decorative Ceilings (English) - SC2494	679 kb view
Warranty	USG Ceilings Commercial Application Warranty (English) - SC2102	48 kb view

Make it easier to find and research products

As a manufacturer, the vast majority of your site's visitors are looking for product information; thus, your site's global navigation should be optimized for finding products over other content.

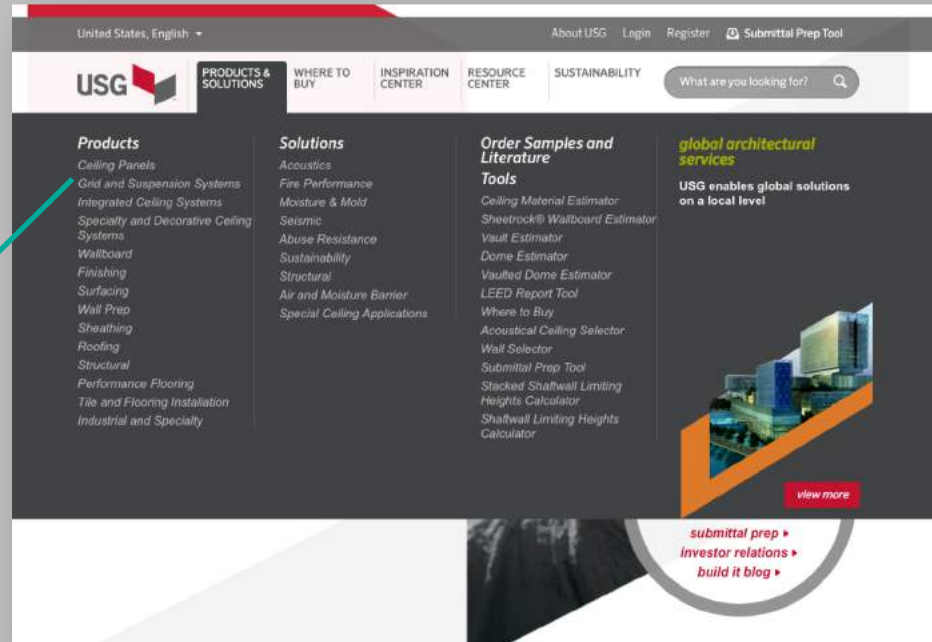
Products & Solutions as a label says nothing unique about USG, has no SEO value (nobody searches for "Products" in Google), does not contain any keywords customers are looking for, and forces customers navigate one level deeper in the site tree than is necessary.



List Product Categories at the Top of Your Global Navigation

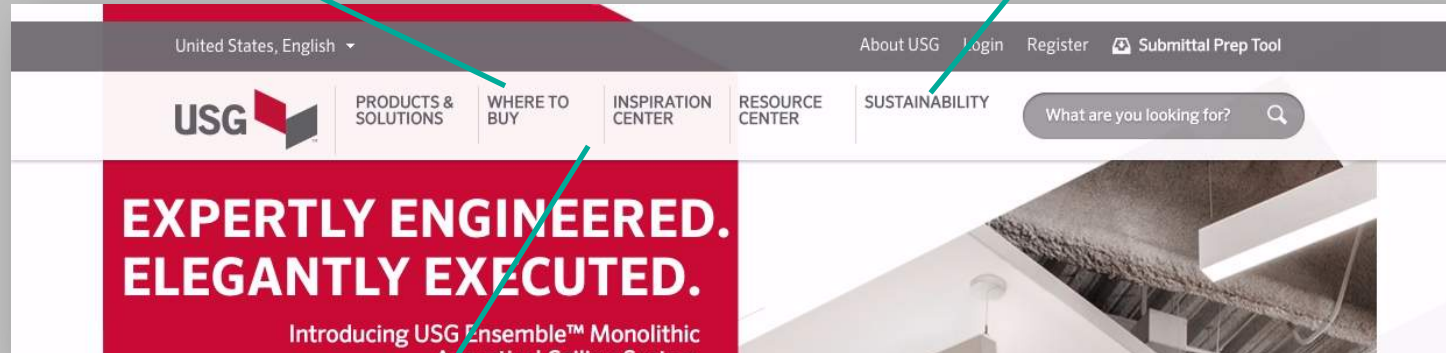
These are the categories that customers are looking for! This strategy far is better for SEO, for company identity, and for findability, because it encourages browsing, which is far more accurate than searching.

This will likely require you to combine some categories (e.g., you could create a new category called Ceilings for Ceiling Panels, Suspension Systems & Ceiling Systems).



Where to buy is great! But making it a button would even be better, especially since it's not really a "section" of your site. (it's a single-page tool -- though a very important one.)

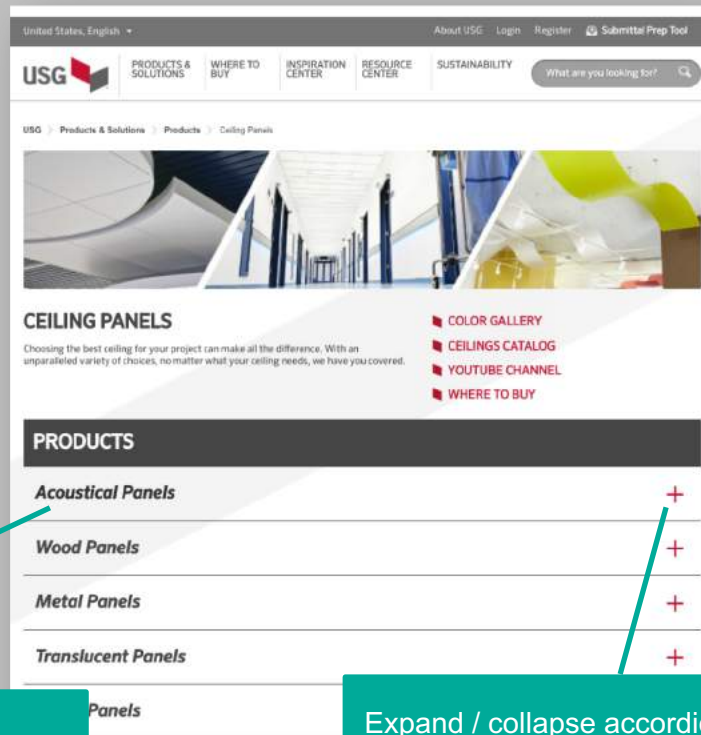
Unfortunately, few customers will go to the Sustainability part of your site; thus, make sure you do a good job of integrating this content into your product catalog's browse flow and product pages – so customers are exposed to it as they research products.



Consider adding Industry and Performance (e.g., Acoustics) sections, since many of your products are tagged by these specifications already.

Don't hide sub-categories and products

The main purpose of your product category pages is to help customers find the right sub-category or products – so don't hide them inside accordions!



RECOMMENDATION

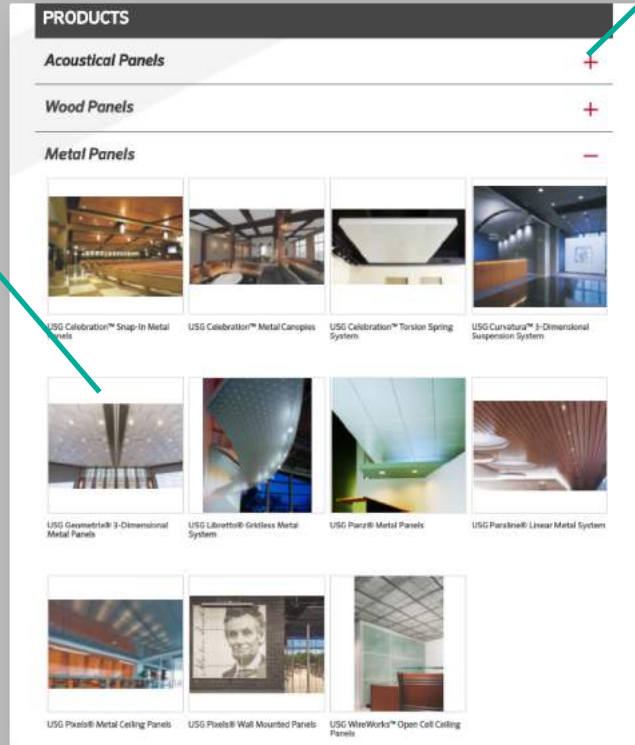
Instead of accordions, build landing pages for each category (e.g., Acoustical Panels, Wood Panels) and link to them via thumbnails. Having landing pages for your main product sub-categories is much better for SEO and findability.

Expand / collapse accordions are not recommended as a way to display important product category navigation. Accordions are just too good at hiding content.

Give Customers Enough Information to Select the Right Product

There's not enough information here for customers to differentiate one product from another. A single picture and product title are simply not good enough.

What key pieces of additional information do customers need to decide between these products? Available colors and shapes? Price? Acoustic properties? Ease of installation? Price? This is the kind of information customers need to see here.



It's unexpected to click "Acoustic Panels" and be directed to a new page. The "+" and accordion style UI suggests an expand / collapse interaction, not a link

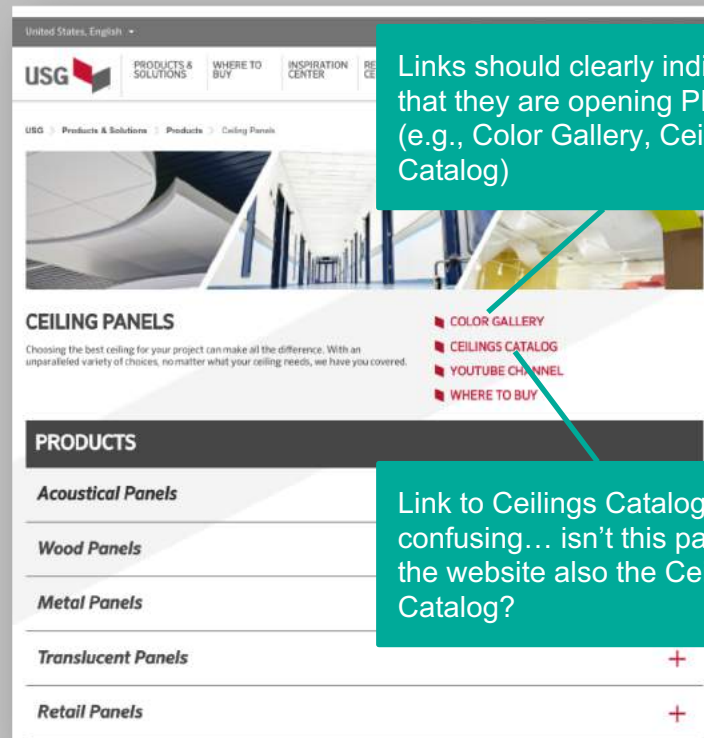
Consider including other ways to navigate beside material, such as by color, shape, acoustic properties, or collection name.

There's a mix of categorization here that can be confusing to customers. Wood and Metal are materials... but what are Acoustic Panels made of? Retail is a market area.

Make unexpected link destinations clear

Customers expect links within a website to take them to other web pages within the same site.

If you're linking to something that's NOT a page within the same site – like a PDF or microsite – you need to clearly indicate this.



Links should clearly indicate that they are opening PDFs (e.g., Color Gallery, Ceilings Catalog)

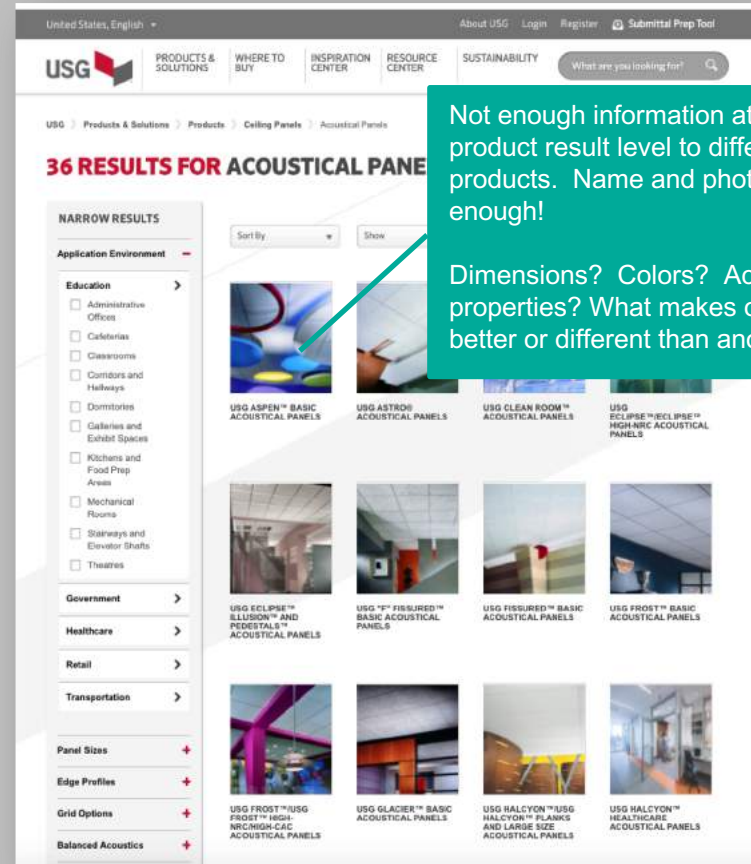
Link to Ceilings Catalog is a bit confusing... isn't this part of the website also the Ceilings Catalog?

Improve information and filters on browse pages

The goal of the faceted browse page is to make it easy for customers to find the product that meets their needs.

In order to do this your:

- Product results must contain the key pieces of information customers need to decide between products.
- Facet labels must be customer-friendly and organized based on customer (not company) preferences.



List the most important facet groups to customers first (are applications really the most important facet to customers?)

Multi-level facets are not usually recommended

Facet groups should not be collapsed by default

Are these results product families? Individual SKUs? There's no good way to know.

Clean up and Standardize Facets.

- Panel Size facet group contains a mix of dimensions and units (mm, inches, feet). Best practice is to pick one type of unit.
- List facet values in the most customer-friendly way. Panel Sizes should be listed from smallest to largest size (or the reverse).
- Add number of matching items in parenthesis after the facet value label.

Illustrations for Edge profiles are great!!

Consider "Acoustic Performance" rather than a vague label like "Balanced Acoustics."

United States, English ▾ About USG Login Register Submittal Prep Tool

USG PRODUCTS & SOLUTIONS WHERE TO BUY INSPIRATION CENTER RESOURCE CENTER SUSTAINABILITY What are you looking for?

USG > Products & Solutions > Products > Ceiling Panels > Acoustical Panels

36 RESULTS FOR ACOUSTICAL PANELS

NARROW RESULTS

Application Environment +

Panel Sizes -

- 2' x 2'
- 2' x 4'
- 2' x 5'
- 2' x 6'
- 2' x 8'
- 4' x 4'
- 4' x 8'
- 12" x 12"
- 20" x 90"
- 24" x 24"
- 24" x 48"
- 24" x 72"
- 30" x 30"
- 30" x 60"
- 600mm x 600mm
- 600mm x 1200mm

Edge Profiles +

Grid Options +

Balanced Acoustics +

Performance +

Colors +

Sort By Show View: [Grid Icon] [List Icon]

USG ASPEN™ BASIC ACOUSTICAL PANELS

USG ASTRO® ACOUSTICAL PANELS

USG CLEAN ROOM™ ACOUSTICAL PANELS

USG ECLIPSE™/ECLIPSE™ HIGH-NRC ACOUSTICAL PANELS

USG ECLIPSE™ ILLUSION™ AND PEDESTALS™ ACOUSTICAL PANELS

USG F™ FISSURED™ BASIC ACOUSTICAL PANELS

USG FISSURED™ BASIC ACOUSTICAL PANELS

USG FROST™ BASIC ACOUSTICAL PANELS

Simplify SKU selection and provide richer information on product family page

The main goals of the product family page are to:

- Help customers understand your product, with real information that answers customers questions.
- Help customers select among a product's variations and options (if there are multiple SKUs in a family).
- Add to cart or call a sales rep!

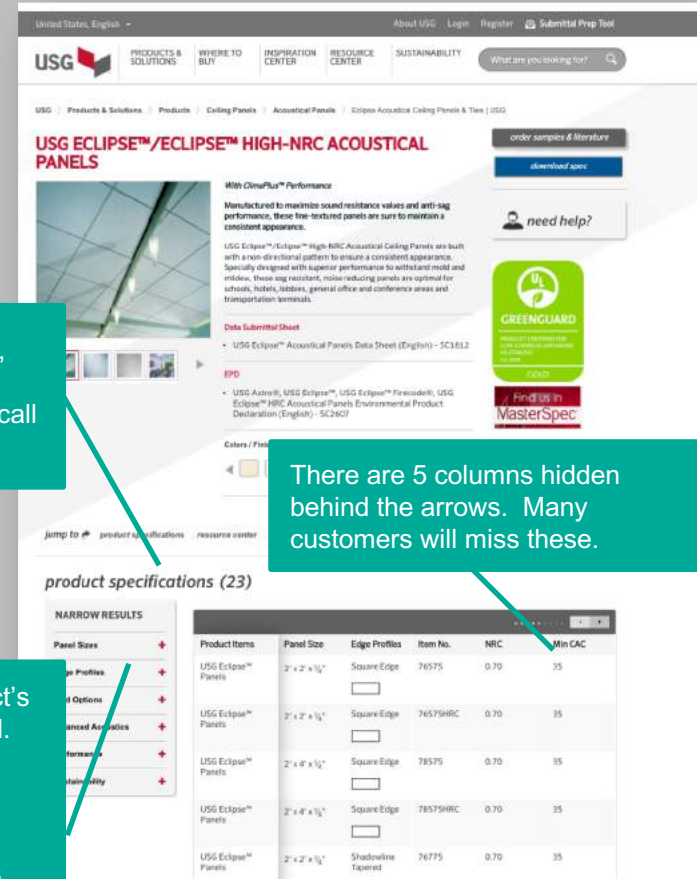
If you need faceted filtering just to navigate a product's variations, your family pages are far too complicated.

RECOMMENDATIONS

- Instead of a SKU table, use an interactive UI that enable customers to select the product variations (size, color, etc.) they are interested in.
- Create smaller product families with fewer SKUs that differ by fewer variations.

This is great information, but the table is hard to navigate and there's no call to action.

There are 5 columns hidden behind the arrows. Many customers will miss these.



The links should be styled as links and indicate when they're opening a file (such as a PDF).

These buttons make it seem as if customers can "select" a color, but nothing happens when you click the swatches. At the very least, customers expect the main image to show a product matching the selected color.

A long SKU table is not the expected experience for a specifications table. What about the specifications that are common across all SKUs in the family?

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USG PRODUCTS & SOLUTIONS | WHERE TO BUY | INSPIRATION CENTER | RESOURCE CENTER | SUSTAINABILITY | What are you looking for?

USG | Products & Solutions | Products | Ceiling Panels | Acoustical Panels | Eclipse Acoustical Ceiling Panels & Tiles | USG

USG ECLIPSE™/ECLIPSE™ HIGH-NRC ACOUSTICAL PANELS

order samples & literature
download spec
need help?

With ClimaTune™ Performance
Manufactured to maximize sound-resistance values and anti-sag performance, these finer textured panels are sure to maintain a consistent appearance.

USG Eclipse™/Eclipse™ High-NRC Acoustical Ceiling Panels are built with an non-directional pattern to ensure a consistent appearance. Specially designed with superior performance to resist mold and mildew, these sag resistant, noise-reducing panels are optimal for schools, hotels, libraries, general office and conference areas and transportation terminals.

Data Submittal Sheet
USG Eclipse™ Acoustical Panels Data Sheet (English) - SC1813

EPD
USG Astroff, USG Eclipse™, USG Eclipse™ Firecode®, USG Eclipse™ HRC Acoustical Panels Environmental Product Declaration (English) - SC2607

Colors / Finishes Available

jump to product specifications | resource center | features and benefits

product specifications (23)

NARROW RESULTS

Panel Size	Edge Profiles	Grid Options	Balanced Acoustics	Performance	Sustainability
Product Items	Panel Size	Edge Profiles	Item No.	NRC	Min CAC
USG Eclipse™ Panels	2' x 2' x 1/2"	Square Edge	76575	0.70	35
USG Eclipse™ Panels	2' x 2' x 1/2"	Square Edge	76575HRC	0.70	35
USG Eclipse™ Panels	2' x 4' x 1/2"	Square Edge	76575	0.70	35
USG Eclipse™ Panels	2' x 4' x 1/2"	Square Edge	76575HRC	0.70	35
USG Eclipse™ Panels	2' x 2' x 1/2"	Shadowline Tapered	76775	0.70	35

Good calls to action, but it's better just to enable customers to download literature directly

Add This Missing Information!

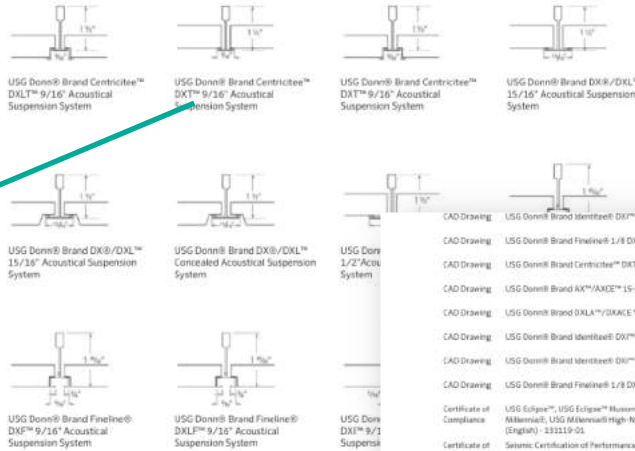
- Pricing (there are creative ways to handle customer-specific pricing – list price, relative pricing – that are far better than no pricing!)
- Customer reviews
- Questions & answers
- Cross selling of accessories, with links to product pages

Improve Cross Selling of Accessories and Related Products

These grid illustrations are great, but it's unclear how they connect with the ceiling tiles. Are all of these compatible with all the SKUs... or only some? To be useful, customers need to understand which accessories work with which SKUs.

These accessories should also be links that take you to product pages for more information.

grid profile options



resource center (41)

Type	Title
Data Submittal Sheet	USG Eclipse™ Acoustical Panels Data Sheet (English) - SC1812
HPD	USG Astral®, USG Eclipse™, USG Eclipse™ Firecode®, USG Eclipse™ HRC Ac Declaration (English) - SC2607
Installation	USG Acoustical Suspension System Installation Guide (English) - WL576

Not quite sure why features and benefits are so far down the page. This information should be improved and raised to the top of the page.

features and benefits

USG Eclipse™/Eclipse™ High-NRC Acoustical Ceiling Panels are built with superior performance, containing a patented broad-spectrum antimicrobial standard formulation that inhibits and retards the growth of mold and mildew. Add to that their excellent sag resistance and NRC values, and you have the high-performance acoustical panel you've been searching for.

- English, fire-structural visual
- Optional Firecode® product designed to meet life-safety codes
- Available in Optima® Recycled Content products to help maximize LEED/recycled content contribution
- ClimaPluz™ 30-year lifetime system warranty against visible sag, mold and mildew
- Low-emitting product meets CA Specification 01350, California Department of Health Services Standard Practice for the testing of VOC emissions

The resource center is good, but the view buttons are unnecessary (the title should be the link).

Also what about videos, case studies, photo galleries and other multimedia content?

Search experience should be as good as browse

If a customer searches for “acoustic tiles” they should get the same experience as if they browse to a product category page.

Searches should prioritize product and catalog results over other site content. It’s also important to support type ahead, searching by SKU number, and other common search use cases.

Searching by SKU number produces no useful results.

Need type ahead and search suggestions.

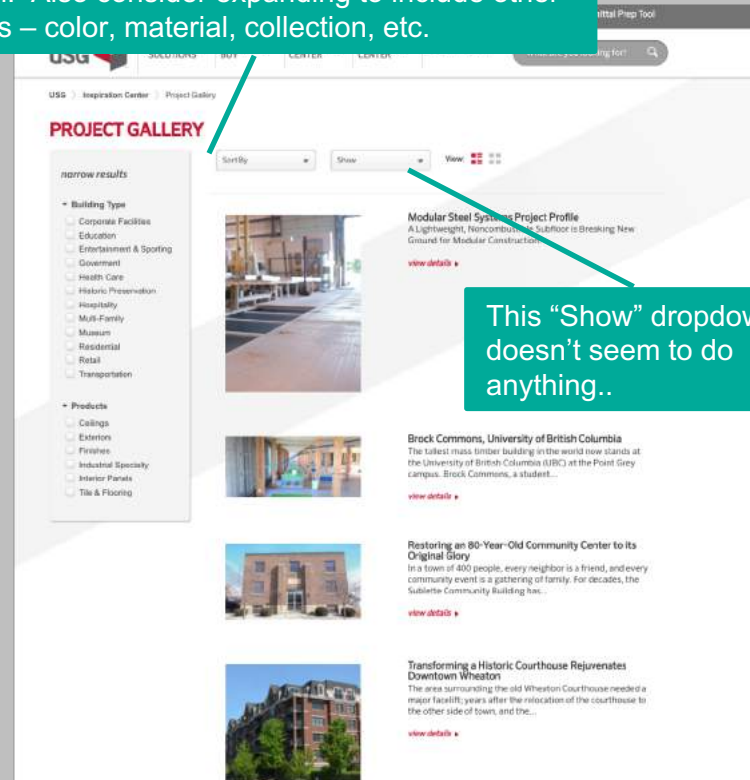
- Results should show matching product pages on the site, not PDFs
- Results are not categorized or filterable.
- Individual results contain very little useful information. Where will I go when I click this link? It’s hard to tell...

The inspiration gallery needs to be more inspiring

The project gallery is a great resource... but much of the good content is hidden within PDFs. It makes for an underwhelming experience.

A photo gallery experience (with multiple photos to view per project) would be much more inspirational and popular with customers.

These filters are nice, but they need counts next them. Also consider expanding to include other filters – color, material, collection, etc.




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USG PRODUCTS & SOLUTIONS WHERE TO BUY INSPIRATION CENTER RESOURCE CENTER SUSTAINABILITY What are you looking for? 🔍

[USG](#) > [Inspiration Center](#) > [Project Gallery](#) > [Community Center Sublette, Illinois](#)

RESTORING AN 80-YEAR-OLD COMMUNITY CENTER TO ITS ORIGINAL GLORY



In a town of 400 people, every neighbor is a friend, and every community event is a gathering of family. For decades, the Sublette Community Building has been the destination for events in the small town of Sublette, Illinois, the mixed-use building has seen countless weddings, parties, dances, plays and reunions. However, 80 years of celebrations have taken a toll on the space.

The community understood the dire need to repair the mixed-use building and rallied together to raise more than \$200,000 to pay for the work. These funds will go directly to the renovation: a new entryway, new bathrooms, a handicap-accessible ramp, and new floors and walls are among the planned repairs.

[Read the full project profile](#)

Please log in to comment

no comments yet

Main Products Used

- USG Sheetrock® Brand Glass-Mat Panels Mold Tough® (Regular and Firecode® X)*
- USG Durock™ Brand X2 Primer-Sealer*
- USG Durock™ Brand EcoCap™ Self-Leveling Underlayment*

People Involved

- Josh Hanson Contractor*
- Nick Dinges Project Manager*
- Kirk Kazienko Technical Sales Manager, USG Corp.*

Where are the other photos?

...Oh, I need to download a PDF ☹

A scenic landscape featuring a valley filled with thick fog. In the background, there are snow-capped mountains under a soft, golden sky. In the foreground, a dense forest of evergreen trees is visible. A small church with a steeple sits on a hill in the middle ground, partially obscured by the fog.

SITEWORX

Let's Talk!

We're here to help you achieve your B2B digital goals.

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