

versett

Versett + BCL Retail

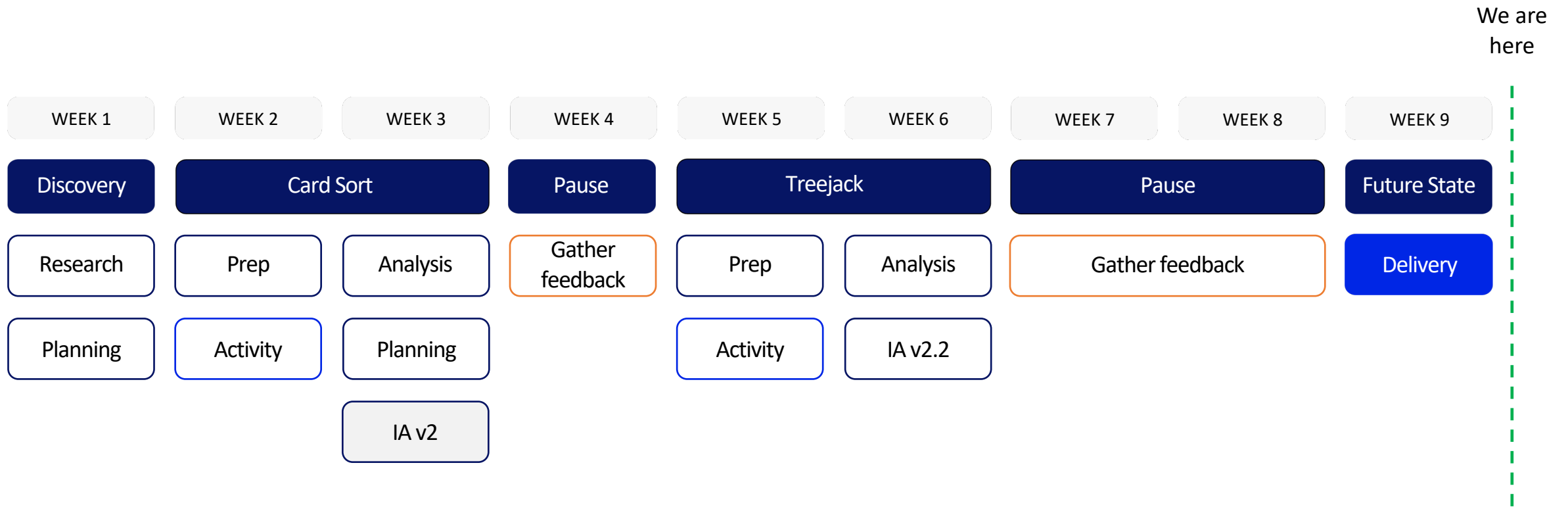
Information Architecture

August 01, 2023

Agenda

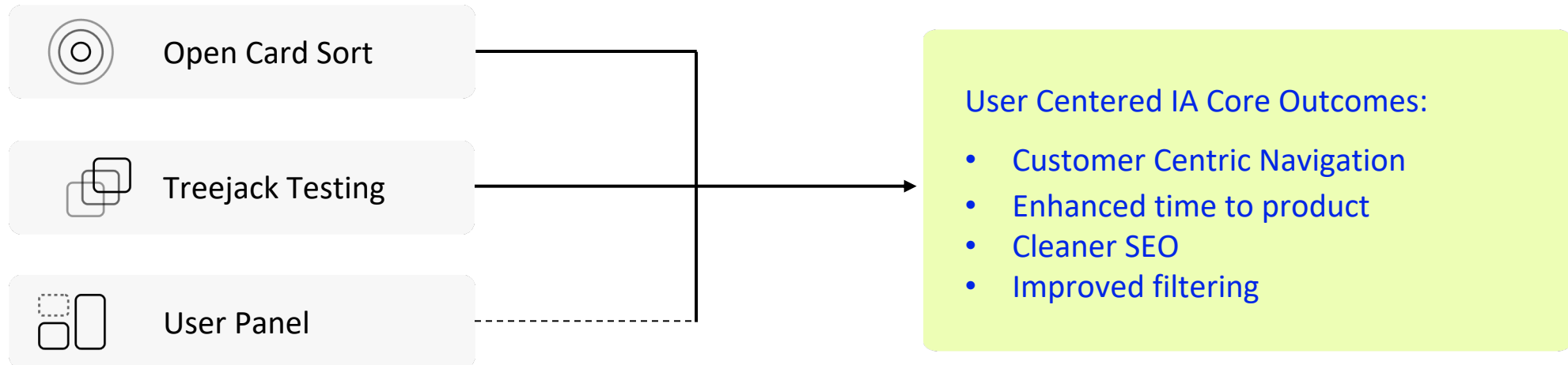
- 01 Introduction
- 02 Market Research
- 03 Card Sort
- 04 Treejack
- 05 Main Navigation Progression
- 06 Next Steps
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Timeline



Our Key Outcome: Customer Centricity

Taking a customer centric approach to the new Information Architecture.



Open Card Sort

We asked participants to categorize product cards and give the categories a name. We also asked them three questions.

Who We Recruited

- 20 participants
- Recruited through Optimal Workshop
- Age 19+, mixed gender, British Columbia



Why this method?

1

To understand how users group product types

2

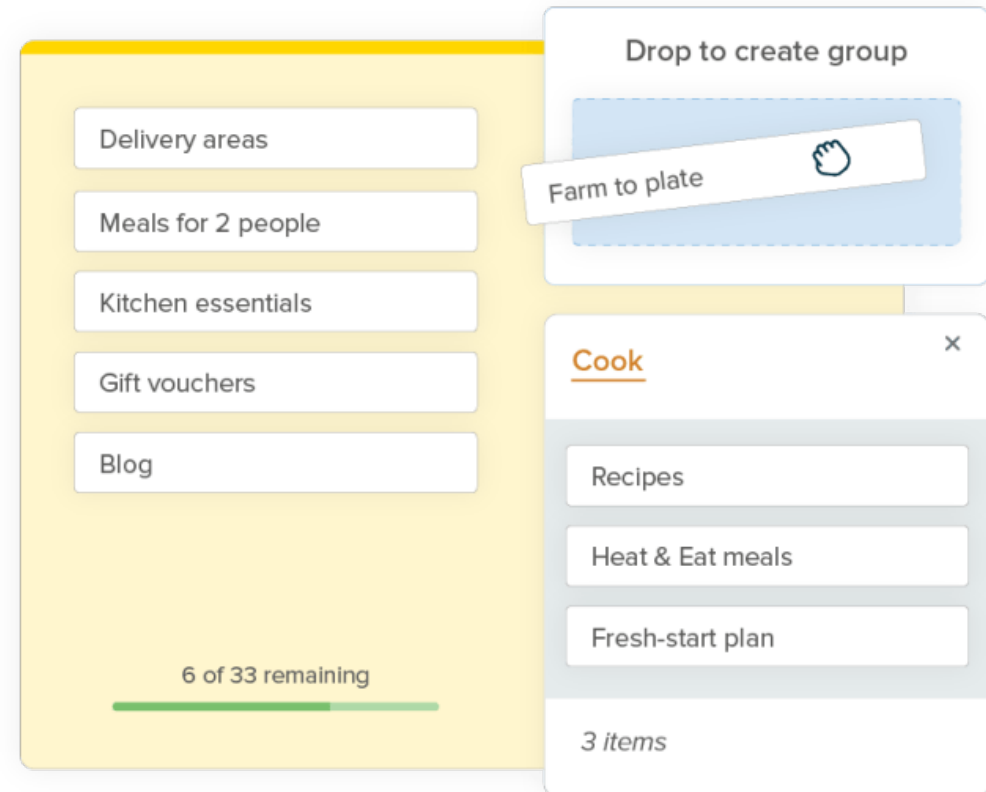
To understand how users name types of products

3

To eliminate bias from the initial categorization process

4

To create an IA based on objective, quality data



Treejack Testing

We asked participants to complete a task by navigating through a tree structure to find the relevant product.

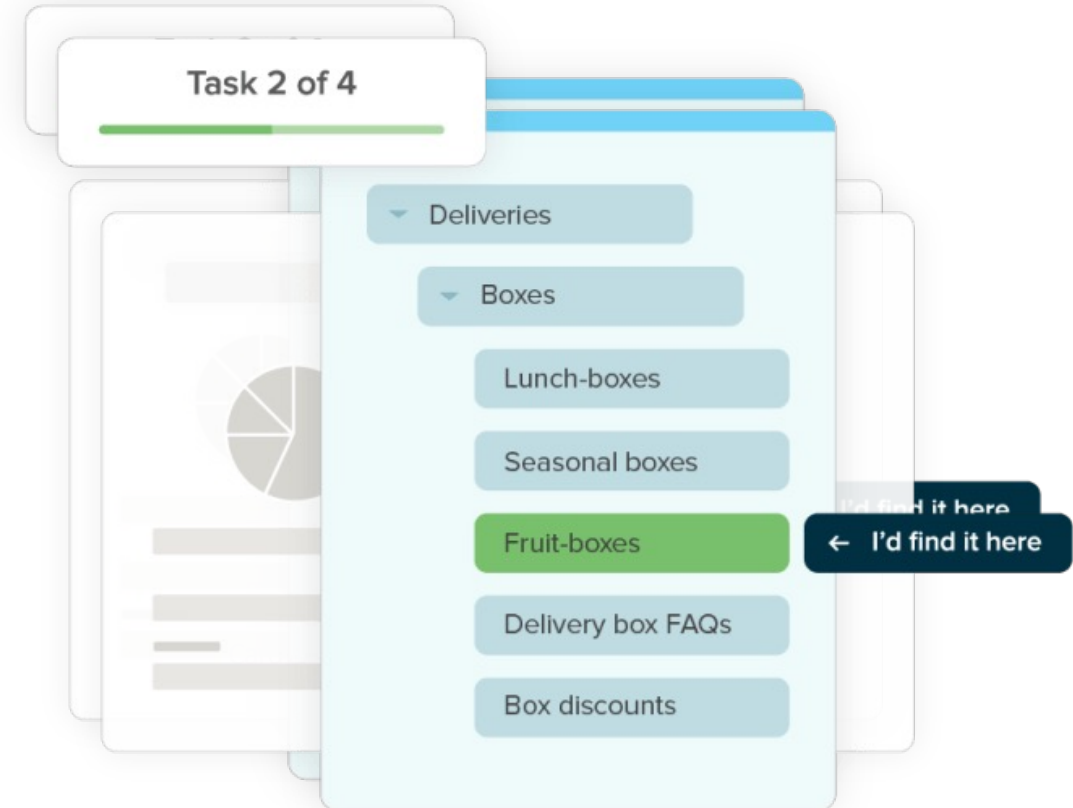
Who We Recruited

- 48 participants
- Recruited through Optimal Workshop
- Age 19+, mixed gender, British Columbia



Why this method?

- 1 To ensure labelling/nomenclature is relevant
- 2 To validate the structure and journeys
- 3 To create an IA based on unbiased, objective, quality data
- 4 To identify further optimization opportunities



Information Architecture vs Navigation

A note on the difference between Information Architecture and navigation.

These terms are often used interchangeably but need clarification. Also, the work being completed in this project is slightly different from the work on the Modernization project, so we've included a note on that.

Information Architecture

This is the underlying organization of information, and the nomenclature within the structure that will define the relationship between the site's content and functionality.

Navigation

This refers to the components that allow users to get around the site, like the main menu, and the footer. It's bad practice to change the navigation without identifying needs of the IA.

This project

We have focused a lot on getting the main menu navigation in the right place for users looking for products; our primary user need. This has included IA thinking, addressing the underlying organization of products and systems, and the nomenclature of the main menu.

Modernization

We'll be digging deeper into the Information Architecture side, as we start to identify how products and product information is pulling through from the various systems into the CMS, and where less product focused pages sit in the navigation.

Market Research

Market research overview

This helps us to understand what's happening generally in the liquor market, and what emerging trends we need to keep in mind.

1

No/low alcohol options are gaining popularity

- Market growth of 7% in 2022
- No/Low wines forecasted to be worth \$10 Billion USD by 2027
- Driven by health-conscious consumers
- Uber Eats orders for non-alcoholic beers, wines and spirits spiked 300% over 2022.

2

Coolers market is rising

- Expected Compound Annual Growth Rate (CAGR) of 4.4% by 2029
- Estimated to be worth \$8.55 Billion USD by 2029
- Uber Eats users are pairing their meals with cocktails and coolers over any other food/beverage combo.

3

Craft beer is surging (unsurprisingly)

- 1100+ craft breweries in Canada alone, and that number is growing!
- More variety of craft beer available than ever before

4

Wine drinkers have growing interested in ethical wines

- Organic wine market predicted to be worth \$21.1 Billion USD by 2030
- Driven by increased consumer awareness

The most frequently paired food + alcohol

1. Steak + Margaritas
2. Pizza + White Claw
3. Burritos + Margaritas
4. Chicken + Sangria
5. Wings + Beer

Competitor research overview

We looked at 22 liquor organizations, based in Canada and North America. Including specialty and independent stores.

Main navigation

- Of the general Liquor stores, products were mostly offered in groups of 3 (Wine, Beer & [X], and Spirits) or 5 (Wine, Beer, Spirits, Cider & Coolers, [X])
- 6/8 selling cider grouped it under Beer in the menu
- 3 stores offered types of beer as level 2, and 3 offered domestic/import options as level 2.
- Coolers is more commonly used term
- 5/8 selling coolers offer further options in level 2 nav – “seltzers” “cocktails”
- Only 1 offered Non-alcoholic as a level 1 nav item. Some had it under Coolers, others under Beer & Ciders
- For wines, level 2 options were Red, White, Rosé and Sparkling as a minimum across the board. With additions such as Ice wine or dessert/fortified wine being included in most level 2.

Filtering

- Most stores offered anywhere between 3 and 9 filter options depending on beverage type. Fine line between too much choice and too little.
- Specialist beer, cider and spirit stores tended to offer basic filtering systems, mostly including price and availability.
- Specialist wine stores offered far more filters than wineries. Assume this is due to stocking more brands.
- Price sliders were not as common as check box groupings. But this offers little in the way personalization.
- Many offered “Brand” as a filter option.
- US-based Drizly also offered “Brand owned” which is good for consumers or businesses looking to support a specific area of the industry e.g., “Woman owned” or “Black owned”.

Card Sort

Card Sort Tasks

Users were asked to sort 49 product cards, so we could identify groups and natural language. We also asked about filter preferences.

1. Do users group cards by:

- Locations
- No/low alcohol options
- Asian spirits
- Beers and ciders
- Coolers and ciders
- Types of beers
- Types of wines
- Spirit type (incl. spirit coolers)
- Craft beers

2. What language are they using to describe these groups?

3. What filters are important to users?

Wines

White wine - South African
 White wine - Spanish
 Alcohol free white wine - BC
 Red wine – South African
 Red wine - Canadian
 Red wine - BC
 Red wine - Spanish
 Rosé wine - South African
 Natural rosé wine - Spanish
 Rosé wine - BC
 Sparkling wine - Canadian
 Sparkling rosé wine - South African
 Non-alcoholic sparkling wine - BC
 Sparkling wine - Spanish
 Port - Spanish
 Sake - Japanese

Spirits

Whiskey - Japanese
 Whiskey - Scottish
 Gin - UK
 Liqueur - Japanese
 Liqueur - Irish
 Dark Rum - USA
 Vodka - Polish
 Tequila - Mexican
 Non-alcoholic Gin - USA

Beers

Pale Ale - Canadian
 Pale Ale - Independent Canadian
 Indian Pale Ale - German
 Indian Pale Ale - BC
 Pilsner - Canadian
 Non-alcoholic Pilsner - Canadian
 Low-alcohol lager - European
 Lager - Independent BC
 Wild ale/Sour beer – Canadian
 Amber ale - Independent BC
 Stout - European
 Wheat - BC

Coolers

White wine cooler - Canadian
 Gin and tonic - Canadian
 Whisky and coke - Canadian
 Margarita - Canadian
 Vodka soda - Canadian
 Tequila soda - Canadian
 Hard seltzer - Canadian
 Caesar - Canadian

Ciders

Cider - European
 Fruit cider - Independent Canadian
 Cider - Canadian
 Non-alcoholic cider - BC

Headlines

From the discussions between BCL and Versett, we wanted to pull out some interesting details from the Card Sort that may resolve some of the questions you had.

Participants

We collected data from 22 participants (PPs).

14 PPs gave us viable card sort results.

All 22 answered filtering questions.

8 of 22 PPs used country of origin as grouping mechanism. Their card groups were taken into consideration but not included in analysis.

Beers

Strong evidence to suggest that PPs prefer to group by types of beers.

3/14 PPs separated ales from beers.

"Ale/s" was suggested terminology five times.

No evidence to suggest PPs are interested in "Craft" as a filtering or grouping mechanism. But recommend we investigate this further.

Spirits

50% of PPs use "Hard/Liquor" variations instead of "Spirits".

85% grouped Japanese Whiskey and Sake together in Spirits.

Only one PP used "Asian spirits" as a group name.

However, 11 grouped all 3 Japanese options together under the wider grouping. Recommend we investigate this further.

Coolers/Ciders

Cider was most often grouped independently.

But there was an almost even split of Cider being grouped with Beer and Coolers.

No & low ABV

10 PPs created a non-alcoholic and low alcohol group.

Only 4 grouped with the respective alcohol type.

Wines

5 PPs grouped wines by color/sparkling. All other grouped as one big category.

Port showed no strong relationships, but 57% match with red wines.

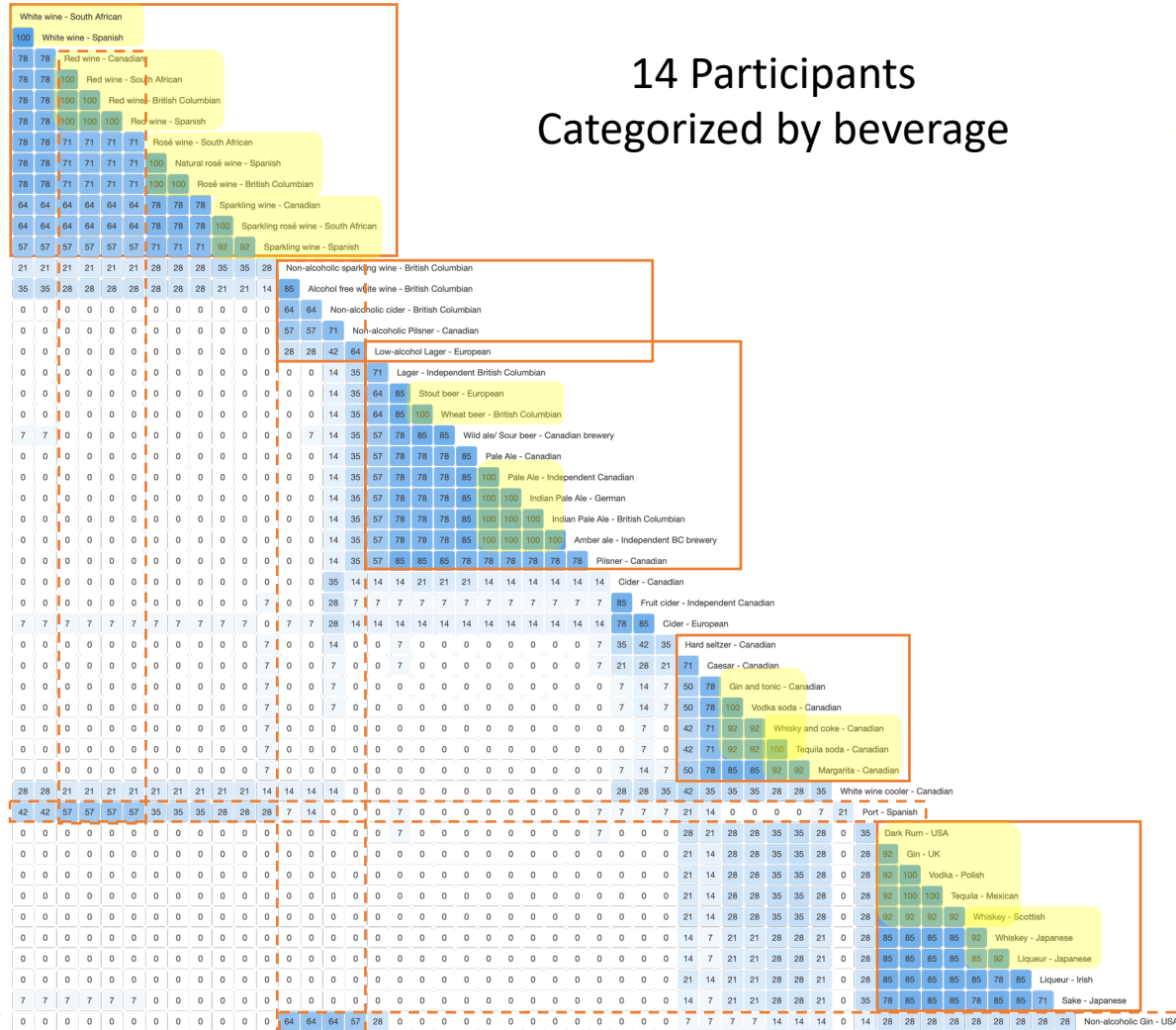
1 PP grouped Sake with wines.

We still have some questions around how Grape varietals should be presented.

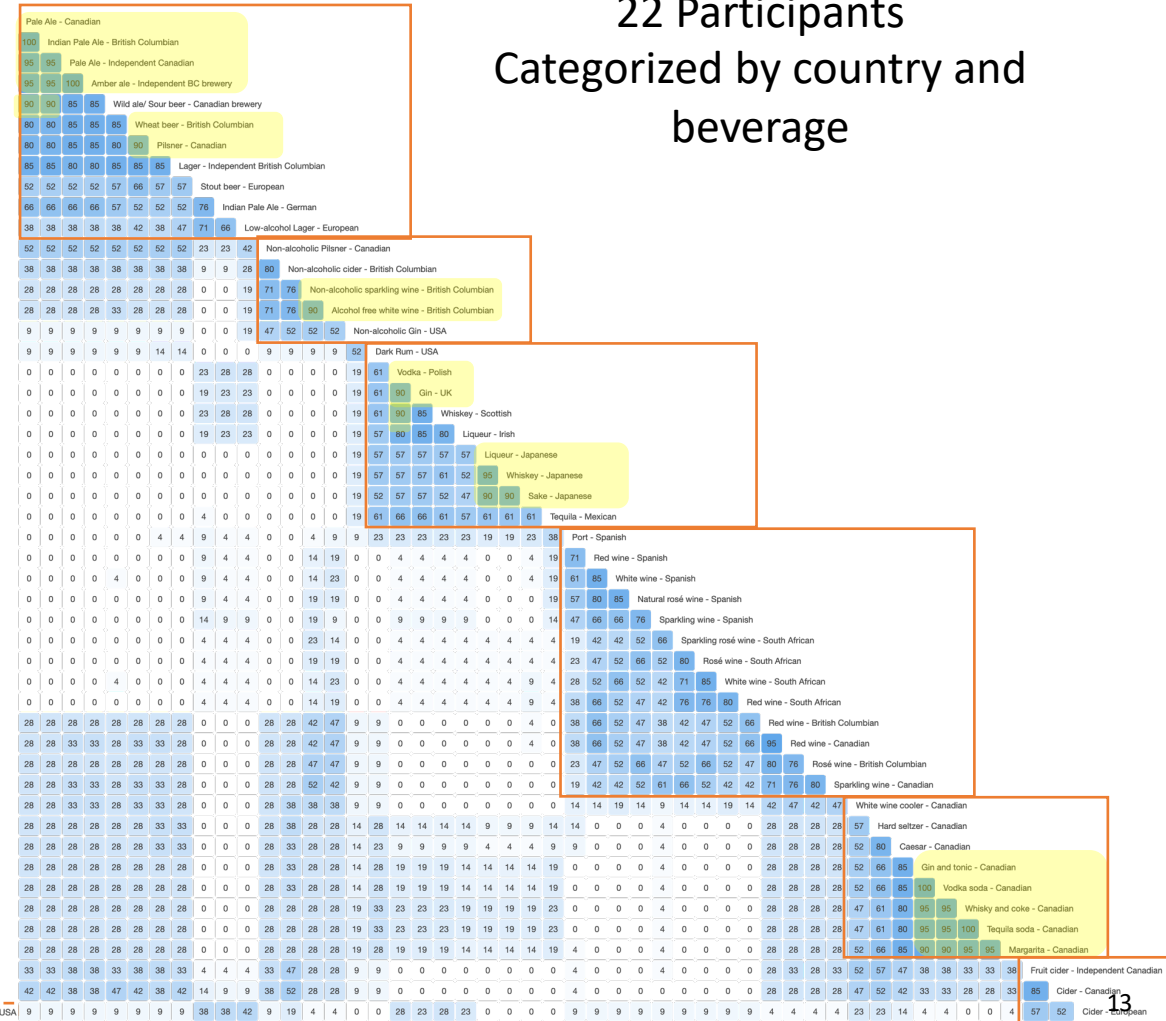
Similarity Matrix

Based on the Card Sort, these are the similarity scores for each of the cards.

14 Participants
Categorized by beverage



22 Participants
Categorized by country and beverage



Best Merge Dendrogram

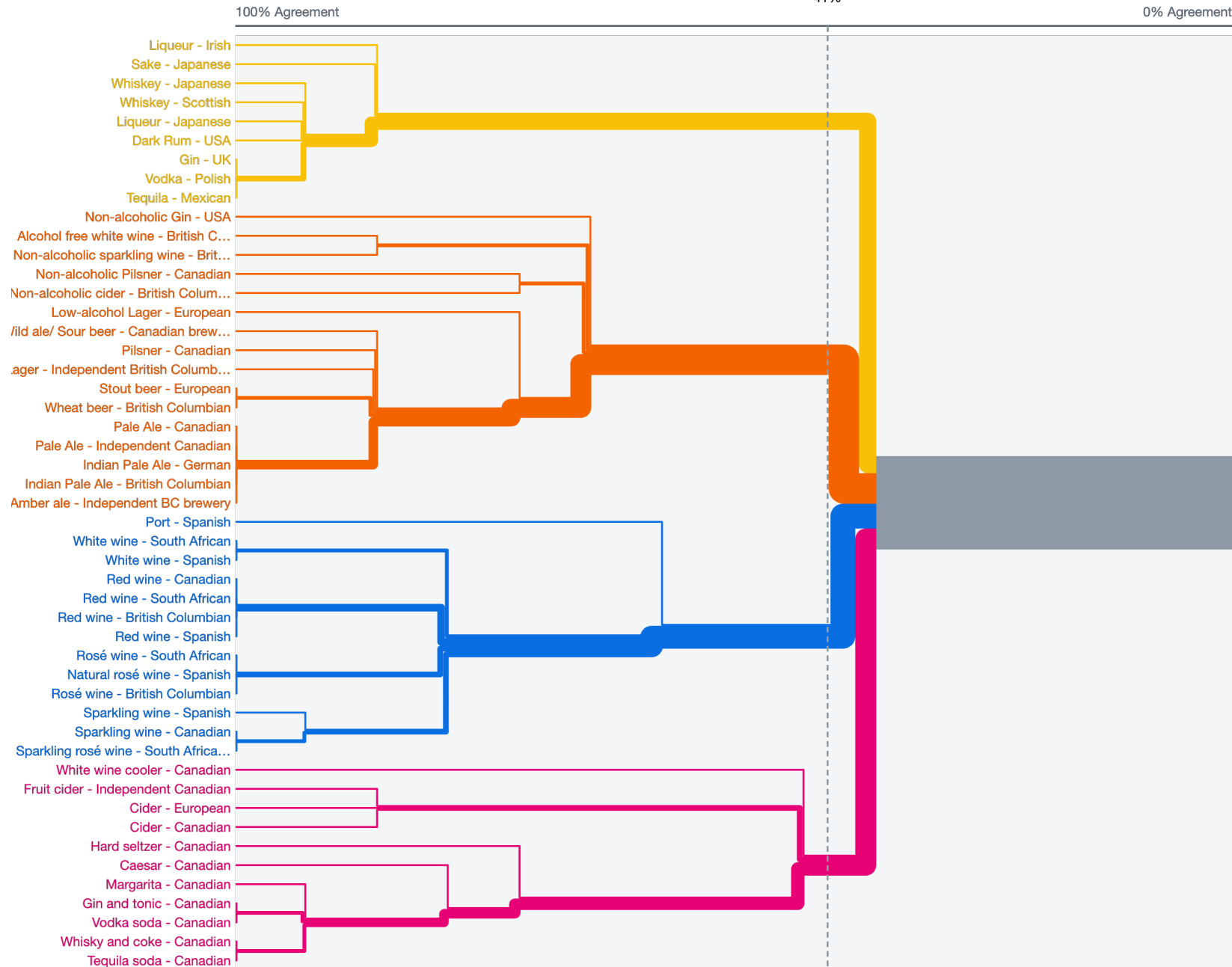
Based on the Card Sort, this is the best merge method OW has suggested.

Optimal Workshop gives us a good indication as to how we might structure the IA.

The closer the shared branch to the left, the more the participants are in agreement.

This merge method will help to guide our decision making for the IA.

We use this alongside our own product and user knowledge to make an educated decision for the IA V2.



Language and terminology

Trends we saw from asking users to name categories they had created.

There wasn't great variations in terminology from what you have now which is a helpful validation, but a couple of things were interesting.

7 PPs called groups containing Spirits some variety of "Liquor". 7 PPs included the word "Hard" and only 3 used "Spirits".

There was an almost even split on "Mixed" Vs "Coolers".

Wines

- "Wine"
- "Red wines"
- "Rosé and sparkling wines"
- "Sparkling wines"
- "White wines"

Beers

- "Beer"
- "Beers, ales"
- "Beer & Ale"
- "Ale"
- "Ales"
- "Lager"

Spirits

- "Alcohol"
- "Hard alcohol"
- "Hard Liquor"
- "Liquor"
- "Liquor/cocktails"
- "Spirits"
- "Hard drinks"

Coolers & Cider

- "Cider and Seltzer"
- "Cocktails"
- "Cooler/cider"
- "Coolers/soda/mixed"
- "Mixed drinks"
- "Mixed drinks and coolers"
- "Mixed/coolers"
- "Pre-mixed"
- "Liquor/cocktails"
- "Cider & Cooler"
- "Cider"
- "Cooler"

No & low ABV

- "Low alcohol"
- "Low and no alcohol"
- "Non alcoholic"
- "Non-alcoholic"
- "Zero and low alcohol options"
- "0%"

Filter preferences - Wine

We asked users to sort 13 wine filter options in order of preference. Filter options were based on those available currently plus trends from competitor analysis.

Interestingly, **“Price”** was the most preferred filter. With **“Size”** and **“Sweetness”** placed second.

“Grape varietal” and **“Reviews”** were third. Showing that users are more interested in types and knowing other wine drinker’s opinions, over where the wine came from.

Example: Users want to see a \$15, 750ml bottle, of sweet, Cab Sav, with a 4-star rating.

“Country” was ranked slightly above **“Region”**, which was ranked equally with **“Alcohol percentage”** and **“Flavor profile”**.

Finally, filters related to dietary needs and farming requirements were ranked least preferred.

Option	Average position (mean)	Average position (median)	Standard deviation
Price	3.55	1	3.22
Size (ml)	5.15	2	3.36
Sweetness (e.g. sweet, dry, medium)	4.25	2	2.4
Grape varietal (e.g. Pinot Grigio, Pinot noir, Sauvignon blanc)	6.05	3	3.76
Reviews (1-5 stars)	6.3	3	3.71
Country (e.g. Italy, New Zealand)	7.15	3.5	4.17
Region (e.g. Bordeaux, North Italy)	7.25	4	3.45
Alcohol percentage	6.3	4	3.53
Flavour profile (e.g. floral, fruity, oak)	5.8	4	2.14
Food pairing (e.g. best with chicken)	8.95	5.5	2.54
Sugar content	8.65	5.5	3.01
Farming method (e.g. Organic, Natural, Biodynamic)	10.35	9	2.41
Dietary (e.g. Vegan, Vegetarian, Kosher)	11.25	10	1.77

Filter preferences - Beer

We asked users to sort 12 beer filter options in order of preference. Filter options were based on those available currently plus trends from competitor analysis.

“**Type of beer**” is the most important filter to users which correlates with results from the card sort. Solidifying its spot as part of the IA/navigation.

“**Flavor profile**”, “**Alcohol percentage**” and “**Reviews**” all came in joint third. Indicating that the taste of the beer, alongside what other people think is more important than where it comes from.

“**Country**” and “**Region**” came in joint fifth indicating some indifference to the origin where filters apply.

“**Size of brewery**” came in sixth, which contradicts how we previously thought users would prioritize this filters.

Like Wines, filters related to dietary needs and farming requirements were ranked least preferred.

Option	Average position (mean)	Average position (median)	Standard deviation
Type of beer (e.g. pale ale, lager, sour)	3.5	1	2.63
Price	2.7	1	2.25
Size (ml)	4.8	2.5	2.33
Alcohol percentage	5.35	3	3.12
Flavour profile (e.g. hoppy, caramel, citrus)	4.9	3	1.77
Reviews (1-5 stars)	5.95	3	3.15
Country (e.g. Canada, USA)	7.25	5	3.18
Region (e.g. BC)	7.25	5	3.01
Size of Brewery (Craft, large scale)	7.85	6	2.43
Farming method (e.g. Organic)	9.3	7	2.11
Low-carb/low calorie	8.65	7	3.17
Dietary (e.g. Vegan, Vegetarian, Kosher, gluten-free)	10.5	10	2.37

Based on 22 participants

Cooler categories

We asked users to select the category they felt the following drinks belonged to. This indicates which categories users relate these types of drinks to.

Users had strong opinions on the categories that **“Hard Seltzer”** and **“Vodka and coke”** options belonged to.

In this question, results show **“Pre-mixed”** to be the least polarizing term for all these drinks.

In the card sort, users labeled categories with these drinks almost equally as **“Pre-mixed”** and **“Coolers”**.

Best to worst coverage as category names:

1. Pre-mixed
2. Cocktails
3. Coolers
4. Refreshment

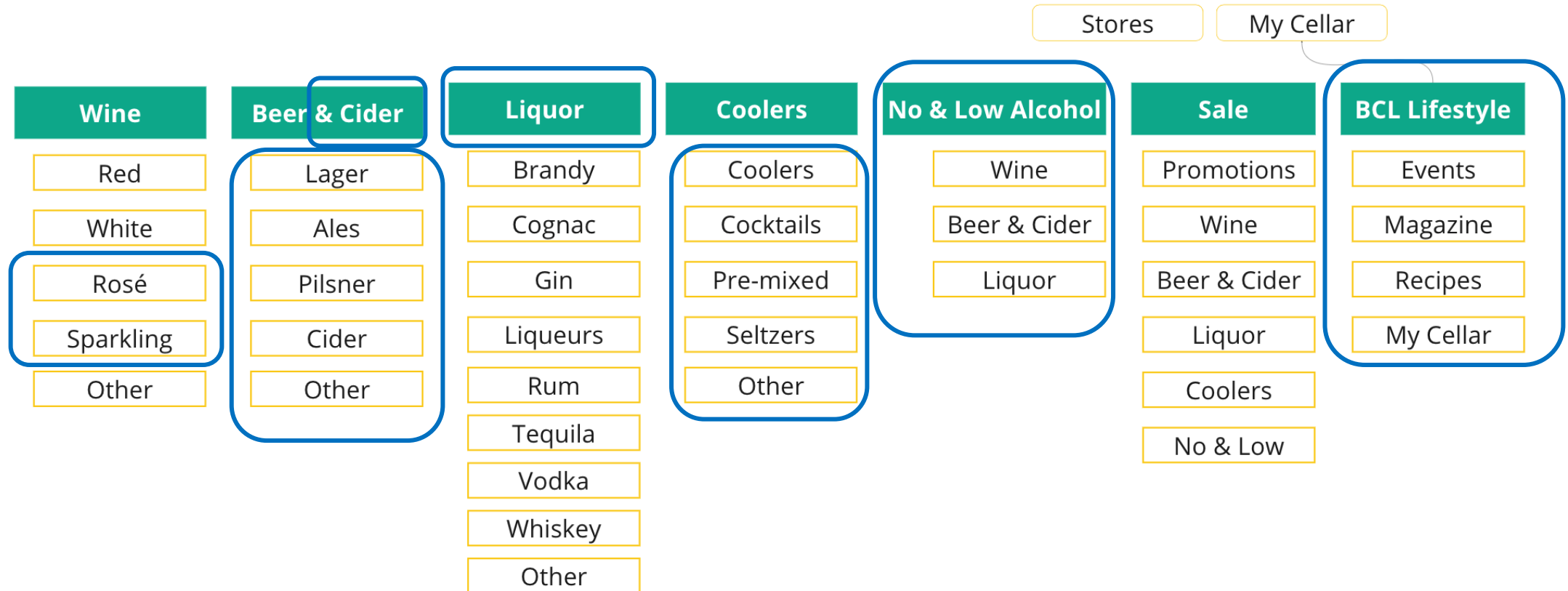
	Coolers	Pre-mixed	Refreshment	Cocktails
Rosé spritzer	35.0%	30.0%	25.0%	10.0%
Vodka and coke	10.0%	65.0%	0.0%	25.0%
Margarita	0.0%	35.0%	5.0%	60.0%
Hard Seltzer	75.0%	20.0%	0.0%	5.0%
Caesar	5.0%	55.0%	0.0%	40.0%
Gin and tonic	10.0%	55.0%	0.0%	35.0%

IA V2

Based on findings from users in the Card Sort, and competitor and market analysis, this is the IA we are suggesting to test with Treejack.

Larger changes have been circled for ease.

6/2 call note: Additional wine L2 options are needed. Order of L2s needs clarifying dependent on business needs. How does 1 to many work (e.g. Asian spirits). Can Food pairings sit within BCL Lifestyle? Is this viable? Should events be L1? BCL to gather feedback internally.



Filtering

Based on the results from the questions, this is the direction we currently envision for the filters.

Standard filters

All level 1 and level 2 pages should exhibit these filters as a standard. This is for consistency and ease. It should be the top filter on the page, in the order detailed.

Origin filters

For Wine, Beer, Cider, and No/Low they should appear on level 1 and level 2 pages. These filters may not be suitable for Coolers.

Tasting filters

These filters are more specific to Wine, Beer and Cider. They should appear on level 1 and level 2 pages.

Dietary filters

These filters are applicable to all beverage types and should appear on level 1 and level 2 pages.

Recommend further investigation, including consultation with BCL and Tech for feasibility. Discussion for possibility of further filters (Brand and Ownership).

All levels
for all

Standard
filters

Price - slider

Size - Check box (3
options)

Reviews - Stars

ABV - Check box

Levels 1
and 2 for
some

Origin
filters

+ Grape Varietal - Check box

+ Brewery - Check box

Country - Check box

Region - Check box

Levels 1
and 2 for
some

Tasting
filters

+ Sweetness - Check box

Flavour profile - Check box

+ Food pairing - Check box

All levels
for all

Dietary
filters

+ Sugar content - Check box

+ Low Cal/Carb - Check box

Dietary - Check box

Farming - Check box

+ = Beverage specific

6/2 call note:
Must include
BC VQA, BC
Craft, BCL
Select. Reviews
are not
currently
verified.

Treejack

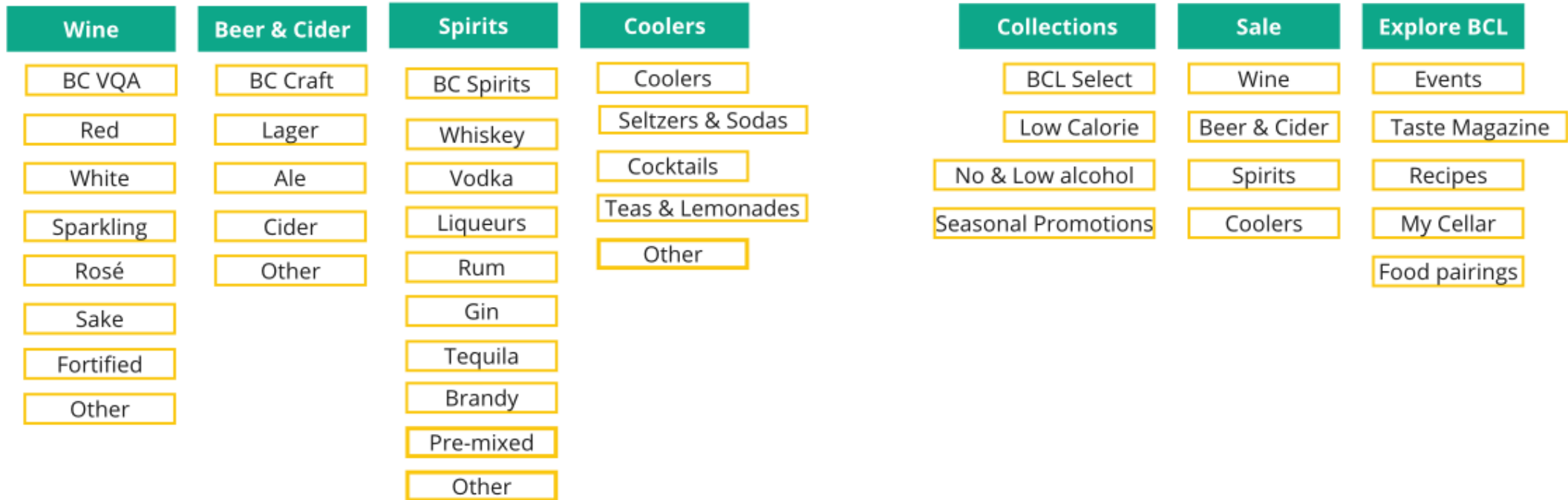
Treejack: IA V2.1

Following the card sort and a round of internal feedback, this is the navigation we are testing using Treejack.

L0

Events Stores My Cellar

L1



Pre-task

Participant Questions

We asked these questions to:

Understand the audience and their preferences better, and to validate user behavior.

Out of the following options, what is your preferred beverage type?

Answer	Percentage	Frequency
Wine		25%
Beer or Cider		27.1%
Spirits		12.5%
Coolers or cocktails		16.7%
Non-alcoholic		18.8%

The sample of users roughly supports our theory on consumer preferences.

Based on this information, we should get a good understanding of user behavior across all categories.

It's interesting to see non-alcoholic sitting similarly to Spirits and Coolers or cocktails.

What factor is most important to you when choosing a new beer or wine?

NB: This question was only answered by PPs who answered Beer or Cider OR Wine to the previous question. They answered in their own words, and findings have been categorized for ease.

This information tells us that users find taste/flavour a very important factor; which is different to how they prioritized filters in the card sort.

We should highlight this more through product pages, categories of product and filters.

Users also found Price important which directly correlates to our previous findings.

They also said that Brand and Quality are important.

18	Taste/Flavor
8	Price
4	Brand
4	Quality
2	ABV%
2	Local/location
2	Low sugar/farming
2	Variety/Dryness
1	Recommendation
1	Label art/design
1	Food pairing

You're looking for a can of whiskey and coke.

Assumption

Users will look for this product in Spirits, so that's where Pre-mixed should be, instead of under Coolers.

Example PDP



Context

There's a subtle difference when it comes to variants of coolers, which comes down to sugar and ABV percentages. We wanted to see where users think spirit based pre-mixed drinks would sit in the IA without using terms synonymous with our other cooler categories.

Findings

With an 81% fail rate, it's not obvious to users that this product would sit under the Pre-mixed section of spirits.

There was only a 6% difference in users going to Spirits vs Coolers first. Although 52% did click on Spirits during the task.

19% selected Whiskey, 13% selected Pre-mixed.

13% went to Coolers > Cocktails, and 10% went to Coolers > Seltzers and Sodas.

Recommendation

This item lives under Coolers and is also displayed in Whiskey. Pre-mixed becomes a filter under Spirits.

Call note 28/06: It would be beneficial to have Spirit filters for coolers (e.g. Vodka based soda)

Data overview

Weak signal

19% Success rate

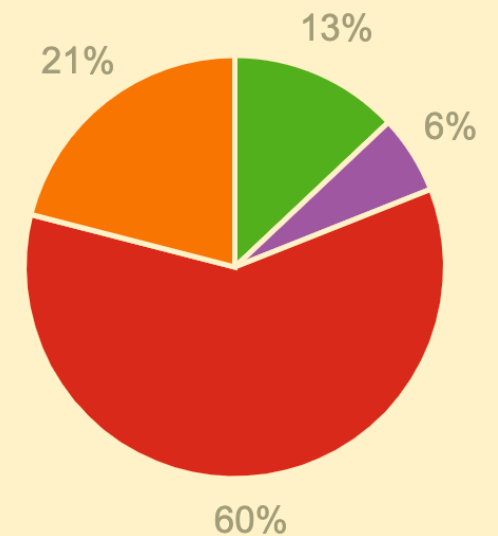
73% Directness

13% Direct success

6% Indirect success

60% Direct fail

21% Indirect fail



You're looking for a Pilsner.

Assumption

Users understand that Pilsner is an Ale, and that's where they would go to find it.

Context

We previously had Pilsner as a level 2 menu item under Beer & Cider. Internal feedback suggested it shouldn't be pulled out as you may need to do that for other beers types too. It was also said that Pilsner was a type of ale due to the nature of the brewing method, and so should sit within Ale, not separate to it.

Findings

With an 83% fail rate, users don't recognize Pilsner as an ale. However, 96% of users first clicked on Beer & Cider, so they were certain it was part of this category.

Users tended to select Other over Ale:

- 35% selected Other
- 29% selected Lager
- 17% selected Ale

Recommendation

Pilsner should not sit under Ale, regardless of brewing method, but instead under the Other category or in a Pilsner category.

Note 30/06:

There are 68 Pilsners online, which would warrant adding Pilsner to the navigation.

Data overview

17% Success rate

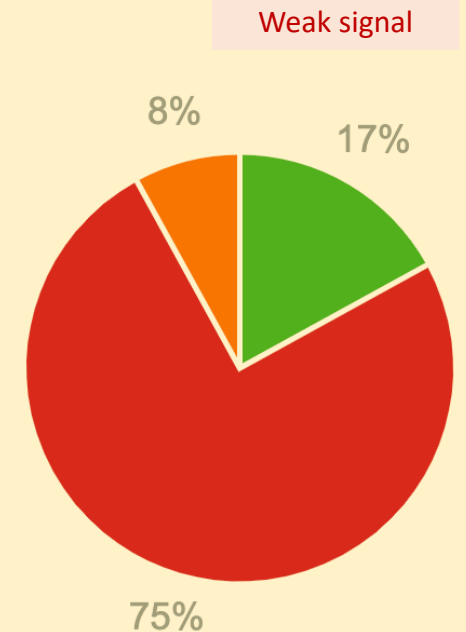
92% Directness

17% Direct success

0% Indirect success

75% Direct fail

8% Indirect fail



You're looking for food pairing suggestions.

Assumption

Users looking for food pairings would go to Explore more section of the site.

Context

We wanted to validate our decision to put Food Pairing under Explore BCL.

To avoid brand recognition, Explore BCL was labelled Explore more for the Treejack testing.

Findings

With a 73% success and 85% directness score, users were confident about where they would go to find food pairing suggestions.

16% of users first selected a product type (wine or beer variations) showing that users do have some need to see food pairing options for product types (red wine).

Recommendation

Keep in place. Offer food pairing content for products more.

Data overview

Strong signal

73% Success rate

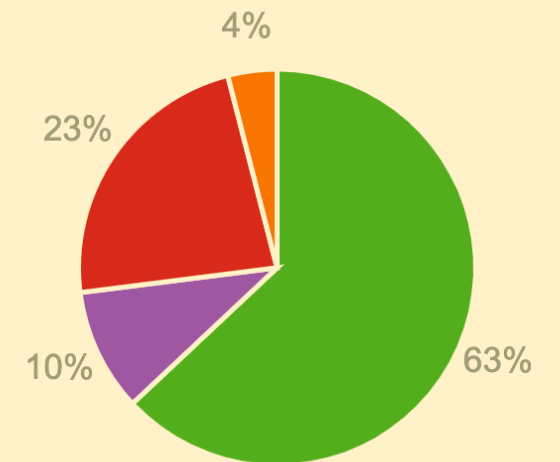
85% Directness

63% Direct success

10% Indirect success

23% Direct fail

4% Indirect fail



You're looking for Sake.

Assumption

Users understand that Sake is a type of wine and would look for this product in the Wine menu.

Context

We wanted to validate that users could find Sake under Wine. If not, we could get some clarity on where users were looking for it.

Findings

Users are uncertain about where Sake lives, which is a familiar theme throughout both rounds of testing.

21% found Sake immediately; which may be proportionate to the number of users familiar and looking to purchase Sake in a regular online setting.

23% struggled to find the option and explored a few different areas before settling on Wine > Sake.

- 17% selected Spirits > Other
- 26% went to Explore more first
- 20% went to Collections first

Recommendation

Keep in place but also show under Spirits > Other. You may also want to add a collection under Destination products as we spoke about before.

Data overview

Mixed signal

44% Success rate

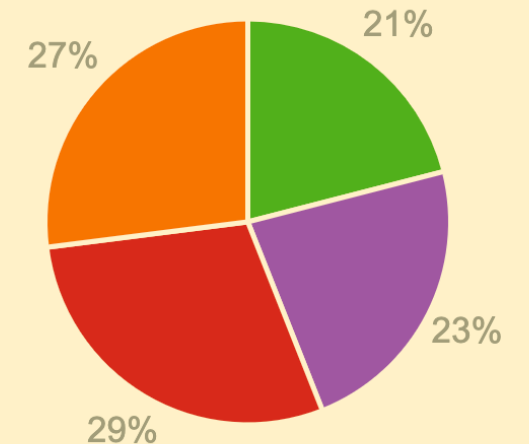
50% Directness

21% Direct success

23% Indirect success

29% Direct fail

27% Indirect fail



You're looking for a 12 pack of beer containing lager and ales.

Assumption

Users need a "Mixer pack" option under Beer to account for mixed product packs.

Context

There had been a conversation previously around whether "Mixer packs" should have a level 2 menu option. This task was to validate whether that was necessary or not.

Findings

With a 73% success rate, users are certain they can find a mixer pack under a product option; although this may be because we gave them the product type the pack contained.

An assumption here is that the user would have some idea of what type of products they want in the pack and so would have an idea of where to go.

Only 15% selected Beer & Cider > Other which we assumed was the other likely option.

Recommendation

Users don't need a mixer pack in the level 2 navigation, they will successfully find mixer packs in relevant product categories.

Add mixer packs to the filters where available all product types where they're available.

Data overview

Strong signal

73% Success rate

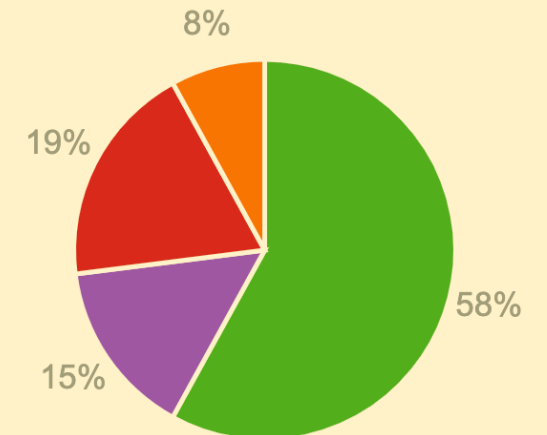
77% Directness

58% Direct success

15% Indirect success

19% Direct fail

8% Indirect fail



Task 5

How would you describe a pack of alcohol that contained different types of products?

We asked this question to:

Understand the language used -external to BCL- around 'mixer packs'.

What this tells us

We know that internally "mixer packs" is the term used to describe a product containing multiple product types; but would users also use this term?

We asked users to describe this in their own words, and "variety" was the clear winner.

Almost all users used the term "pack" with their chosen descriptive word.

Recommendation

Variety pack becomes the customer facing terminology for this type of product.

Suggestion: Adopt this term internally for consistency and clarity in communication.

20	Variety
7	Mixed/mixer
3	Assorted/Assortment
2	Collection
2	Sampler

Task 6

Home > Collections > No & Low Alcohol

You're looking for a non-alcoholic wine.

Assumption

Users will look for non-alcoholic drinks under Collections.

Context

Following the card sort, we had suggested having a non-alcohol level 1 nav item. Internal feedback suggested there wasn't a wide enough product offering to support it having its own L1 in the nav, and that a Collection page would be more appropriate. This task was to validate that the user would look under Collections for this product type, and if they didn't, identify where they looked instead.

Findings

With a 77% fail rate, users do not think Collections is where they would find a non-alcoholic wine.

Instead, 53% of users went to Wine > Other. This indicates that users looking for a specific type of non-alcoholic product will go to the product type.

With 23% users finding No & Low Alcohol, we can safely assume that those looking to explore no & low ABV products to see what's available, may opt for Collections instead.

Recommendation

Non-alcoholic should be a filter option on product pages. Keep the No & Low alcohol page under collections and monitor traction.

Data overview

23% Success rate

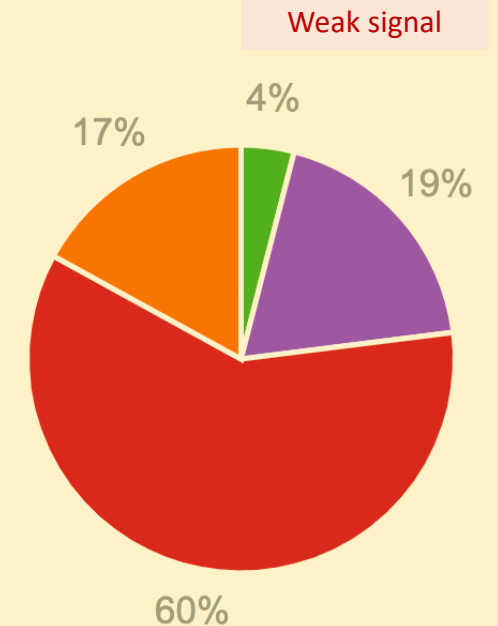
65% Directness

4% Direct success

19% Indirect success

60% Direct fail

17% Indirect fail



Task 6

Are non-alcoholic or low ABV beverages of interest to you?

We asked this question to:

Contribute towards the no and low alcohol findings so far.

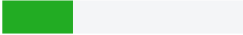

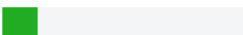
What this tells us

An overview of the interest in this product type for this sample of participants.

Recommendation

Use these percentages as a baseline for interest in this product type.

As and when you continue to monitor interest in this product type, you can compare how these percentages increase/decrease over time.

Answer	Percentage	Frequency
Yes	 29.2%	14
No	 56.3%	27
I'm not sure	 14.6%	7

You're looking for summer drink suggestions for an upcoming barbecue.

Assumption

Users will look for seasonal products under the Collections menu.

Context

Users looking for inspiration would be looking for the promotional and seasonal content. However, we know that users will be filtering to these pages through various channels, including homepage promotional sections, e-news etc.

Findings

With an 84% fail rate, users found this task difficult. It's not easy to validate lifestyle pages like this, and the fail rate may be higher due to the task provided covering a variety of options (event/food).

We also had to use Explore More instead of Explore BCL to avoid brand recognition, which may have pushed more users down this path.

Notable findings: 13% went to Food pairing. 10% went to Events. 10% went to Coolers. 8% went to Seasonal Promotions.

Recommendation

Leave in place. Linking to this page from pages like the Homepage, Food Pairing, Events and via newsletters and other communications is going to validate the need for this page.

Data overview

17% Success rate

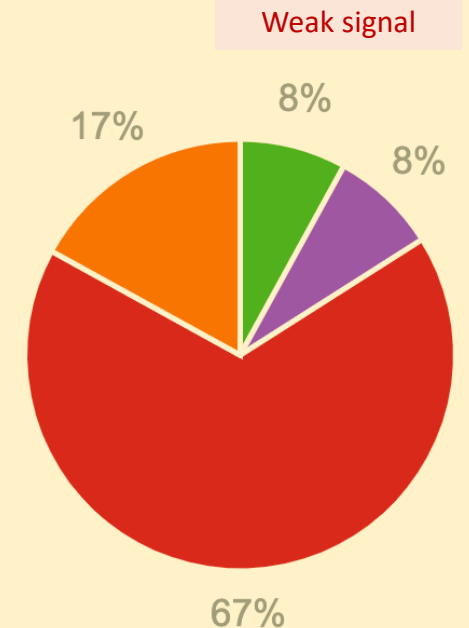
75% Directness

8% Direct success

8% Indirect success

67% Direct fail

17% Indirect fail



You're looking for a Lager from a local BC Craft brewery.

Assumption

Users will look for this product in either Lager OR BC Craft sections under Beer & Cider.

Context

We wanted to validate our decision to have BC Craft as a L2 navigation item. And, to show BC Craft beers under both the BC Craft section and under the type of beer.

Findings

Users were certain that this product would sit in either BC Craft or Lager.

With 73% selecting BC Craft first time, and just 8% selected Lager on first click.

Recommendation

Although tempting to have BC Craft as the key category for this product type, I'd suggest keeping it under the product type for the IA but also showing in the BC Craft category accessed via the navigation.

We don't want to split beer types into several categories, but we do want to show one product in lots of relevant places.

Users won't be affected by this decision, and it'll be easier for managing product data in the back-end.

Data overview

Strong signal

94% Success rate

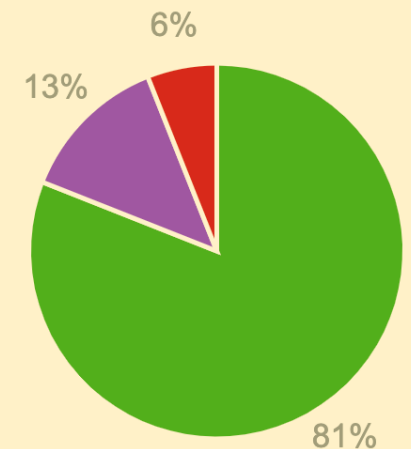
88% Directness

81% Direct success

13% Indirect success

6% Direct fail

0% Indirect fail



You're looking for a bottle of Merlot from British Columbia.

Assumption

Users will look for this product in either Red wine or BC VQA sections under Wine.

Context

We wanted to validate the user need to have BC VQA as a L2 navigation item. And, to show BC wines under both the BC VQA and type of wine.

Findings

With a 92% success rate, users were certain they'd find this product in either BC VQA or Red wine categories.

- 52% selected BC VQA, with 46% first click rate
- 39% selected Red, with 35% first click rate

This indicates that users felt the location was more important than the type of wine. However, users may have been unsure what type of wine Merlot was.

Recommendation

For consistency, this type of wine should sit under the relevant wine type for the IA but would also show in the BC VQA category accessed via the navigation.

Again, users won't be affected by this decision, and it'll be easier for managing product data in the back-end.

Data overview

Strong signal

92% Success rate

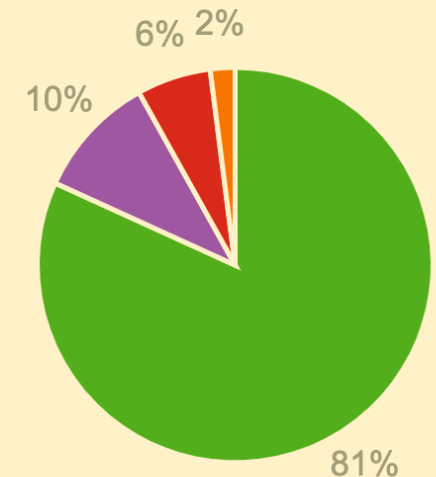
88% Directness

81% Direct success

10% Indirect success

6% Direct fail

2% Indirect fail



IA Navigation V2.2

Based on findings from the Treejack study, this is the recommended level 1 and 2 navigation for the site.

Larger changes have been circled for ease.

Primary – PDPs belong to this category (IA) and are shown here

Secondary – No PDPs belong to this category, but they are shown here (one:many)

L0

L1

L2

	Wine	Beer & Cider	Spirits	Coolers
	BC VQA	BC Craft	BC Spirits	Coolers
	Red	Lager	Whiskey	Seltzers & Sodas
	White	Ale	Vodka	Pre-mixed
	Sparkling	Pilsner	Liqueurs	Cocktails
	Rosé	Cider	Rum	Teas & Lemonades
	Sake	Other	Gin	Other
	Fortified		Tequila	
	Other		Brandy	
			Other	

Events Stores My Cellar

Collections	Sale	Explore BCL
BCL Select	Wine	Events
Low Calorie	Beer & Cider	Taste Magazine
No & Low alcohol	Spirits	Recipes
Seasonal Promotions	Coolers	My Cellar
		Food pairings

Recommendations round up

It's clear that we made some solid decisions from the card sort, and the Treejack validated a lot of our decision making. We also learnt a lot about user behavior. Now we need to think about the work needed.

IA updates

1. Pre-mixed drinks live under Coolers but show under Spirit type as a filter.
2. Pilsner lives under the Beer & Cider > Other category OR return to L2.
3. Food Pairings will stay in place.
4. Show Sake under Spirits > Other as well as it's primary location under Wine > Other.
5. Mixer packs should be called Variety packs and should be a filter on PDP category pages.
6. No & Low alcohol should be a filter option on most category pages.
7. Seasonal Promotions will stay in place.
8. BC Craft products' primary location should be under the beer type.
9. BC VQA products' primary location should be under the type of wine.

Next steps

1. Map your taxonomy, as we're seeing products sitting under a primary category but showing in others. You'll need to keep track of what these relationships are. A good taxonomy will help you do this.
2. Identify filters and product description needs for PIM. This information is going to influence what data can be manipulated for pages for the one:many mapping (and your taxonomy).
3. Pull together IA and navigation migration plan. Start moving non-product pages first into new structure with the new terminology. Then build out product by product.

Considerations: Some of the filters, mapping, and showing under different categories is not immediately possible, but the new IA should bridge a gap until the new website and PIM is in place.

Main Navigation progression

Version 1 – Current version

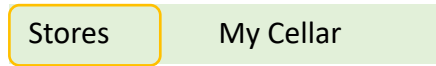
As is state.

L0							My Cellar	
L1	Wine	Beer	Spirits	Coolers & Ciders	Sale	Taste	Events	Stores
L2	Country	Domestic	Brandy	Domestic Cider	Wine	Magazine		
	Red	Import	Cognac	Import Cider	Beer	Recipes		
	White	De-alcoholized	Gin	Coolers	Spirits			
	BC VQA		Liqueurs		Ciders & Coolers			
	Other wine		Rum					
			Tequila					
			Vodka					
			Whiskey					
			Other Spirits					

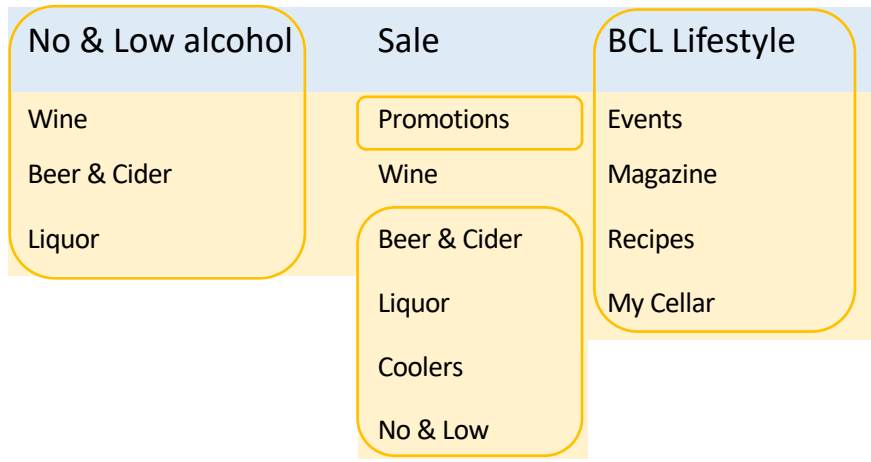
Version 2 – Post Card Sort

- Moved Stores from L1 into toolbar.
- Added more wines to Wine menu.
- Merged Cider into Beer.
- Changed Beer menu to be product focused.
- Renamed "Spirits" to "Liquor"
- Increased product options under Coolers.
- Added a No & Low alcohol section
- Added Promotions to Sale
- Created a BCL Lifestyle area.

L0



L1



L2



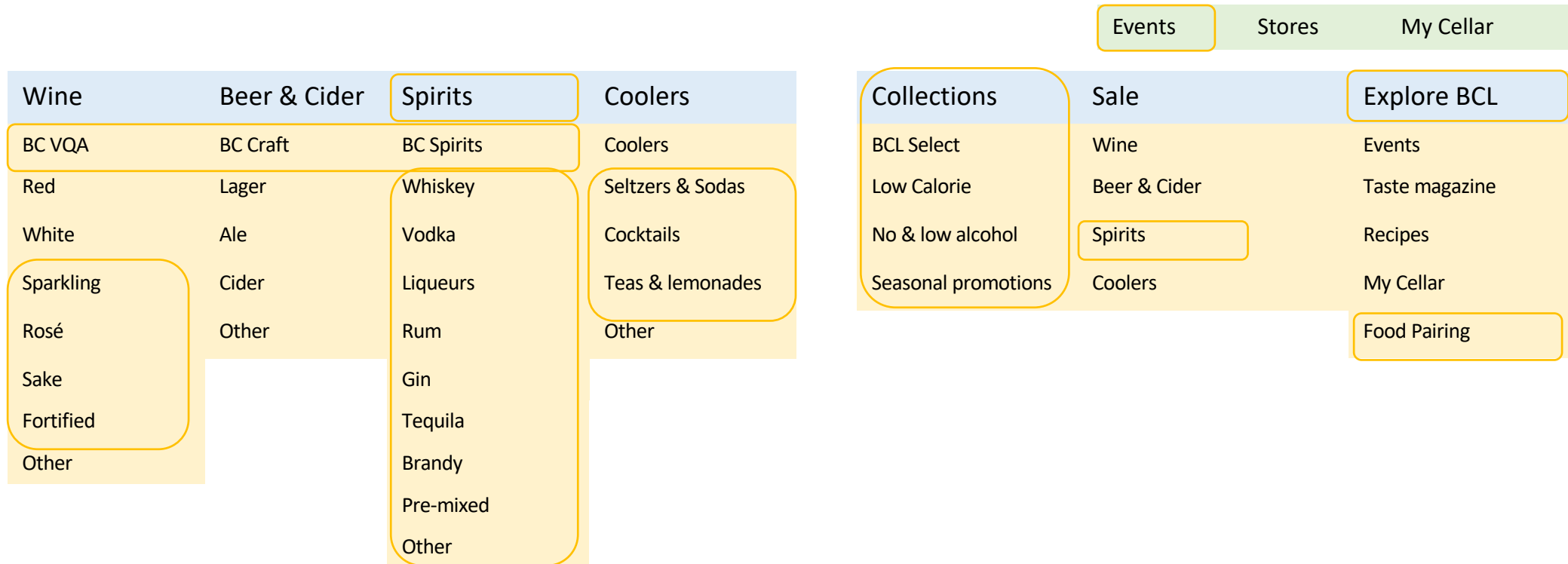
Version 2.1 – Post Card Sort with BCL feedback

- Moved Events from L1 (featured in L2) into toolbar.
- Reordered wines based on popularity.
- Added more wines.
- Added BC VQA, BC Craft and BC Spirits.
- Went back to “Spirits” as more in line with industry.
- Ordered spirits based on popularity.
- Increased product options under Coolers.
- Removed No & low area due to limited product availability.
- Created a Collections area to highlight promotions.
- Renamed “BCL Lifestyle” to “Explore BCL”
- Added Food Pairing to Explore BCL.

L0

L1

L2



Version 2.2 – Post Treejack

- Added Pilsner to Beer menu
- Moved Pre-mixed from Spirits into Coolers

L0

Events	Stores	My Cellar
--------	--------	-----------

L1

Wine	Beer & Cider	Spirits	Coolers
------	--------------	---------	---------

Collections	Sale	Explore BCL
-------------	------	-------------

L2

BC VQA	BC Craft	BC Spirits	Coolers
Red	Lager	Whiskey	Seltzers & Sodas
White	Ale	Vodka	Pre-mixed
Sparkling	Pilsner	Liqueurs	Cocktails
Rosé	Cider	Rum	Teas & lemonades
Sake	Other	Gin	Other
Fortified		Tequila	
Other		Brandy	
		Other	

BCL Select	Wine	Events
Low Calorie	Beer & Cider	Taste magazine
No & low alcohol	Spirits	Recipes
Seasonal promotions	Coolers	My Cellar
		Food Pairing

Version 2.3 – Post Treejack with BCL feedback

- Added IPA, Sour and Stout to Beer menu
- Added Asian Spirits to Spirits menu
- Removed “Pre-mixed”, replaced with Cocktails and added to Spirits menu
- Moved Sale left of gap to keep products together.
- Menu formatting update - capitalization

						Events	Stores	My Cellar	
L0									
L1	Wine	Beer & Cider	Spirits	Coolers	Sale		Collections	Explore BCL	
L2	BC VQA	BC Craft	BC Spirits	Coolers	Wine		BCL Select	Events	
	Red	Lager	Whiskey	Seltzers & Sodas	Beer & Cider		Low Calorie	Taste Magazine	
	White	Pilsner	Vodka	Cocktails	Spirits		No & Low Alcohol	Recipes	
	Sparkling	IPA	Liqueurs	Teas & Lemonades	Coolers		Seasonal Promotions	Food Pairing	
	Rosé	Ale	Rum	Other					
	Sake	Sour	Gin						
	Fortified	Stout	Tequila						
	Other	Cider	Brandy						
		Other	Asian Spirits						
			Cocktails						
			Other						

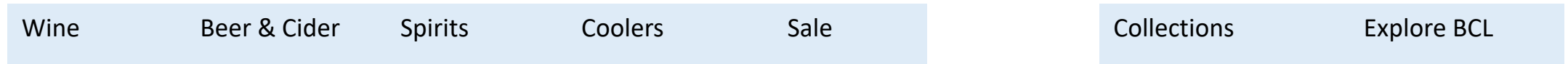
Version 3 – Modernization

- Changed My Cellar to My Account
- New CMS page designs separate L2 from L1, there will be no drop-down options.

L0



L1



No L2 on main navigation. In page only.

L2



Next Steps

Retail IA project

Step 1 – Change current navigation to match version 2.3 shown below.

Version 1

						My Cellar	
Wine	Beer	Spirits	Coolers & Ciders	Sale	Taste	Events	Stores
Country	Domestic	Brandy	Domestic Cider	Wine	Magazine		
Red	Import	Cognac	Import Cider	Beer	Recipes		
White	De-alcoholized	Gin	Coolers	Spirits			
BC VQA		Liqueurs		Ciders & Coolers			
Other wine		Rum					
		Tequila					
		Vodka					
		Whiskey					
		Other Spirits					



Version 2.3

					Events	Stores	My Cellar
Wine	Beer & Cider	Spirits	Coolers	Sale		Collections	Explore BCL
BC VQA	BC Craft	BC Spirits	Coolers	Wine		BCL Select	Events
Red	Lager	Whiskey	Seltzers & Sodas	Beer & Cider		Low Calorie	Taste Magazine
White	Pilsner	Vodka	Cocktails	Spirits		No & Low Alcohol	Recipes
Sparkling	IPA	Liqueurs	Teas & Lemonades	Coolers		Seasonal Promotions	Food Pairing
Rosé	Ale	Rum	Other				
Sake	Sour	Gin					
Fortified	Stout	Tequila					
Other	Cider	Brandy					
	Other	Asian Spirits					
		Cocktails					
		Other					

Retail IA project + Modernization

Step 2 – Updating Version 2.3 to Version 3. This requires more technical work.

Version 2.3

					Events	Stores	My Cellar
Wine	Beer & Cider	Spirits	Coolers	Sale	Collections	Explore BCL	
BC VQA	BC Craft	BC Spirits	Coolers	Wine	BCL Select	Events	
Red	Lager	Whiskey	Seltzers & Sodas	Beer & Cider	Low Calorie	Taste Magazine	
White	Pilsner	Vodka	Cocktails	Spirits	No & Low Alcohol	Recipes	
Sparkling	IPA	Liqueurs	Teas & Lemonades	Coolers	Seasonal Promotions	Food Pairing	
Rosé	Ale	Rum	Other				
Sake	Sour	Gin					
Fortified	Stout	Tequila					
Other	Cider	Brandy					
	Other	Asian Spirits					
		Cocktails					
		Other					

Version 3

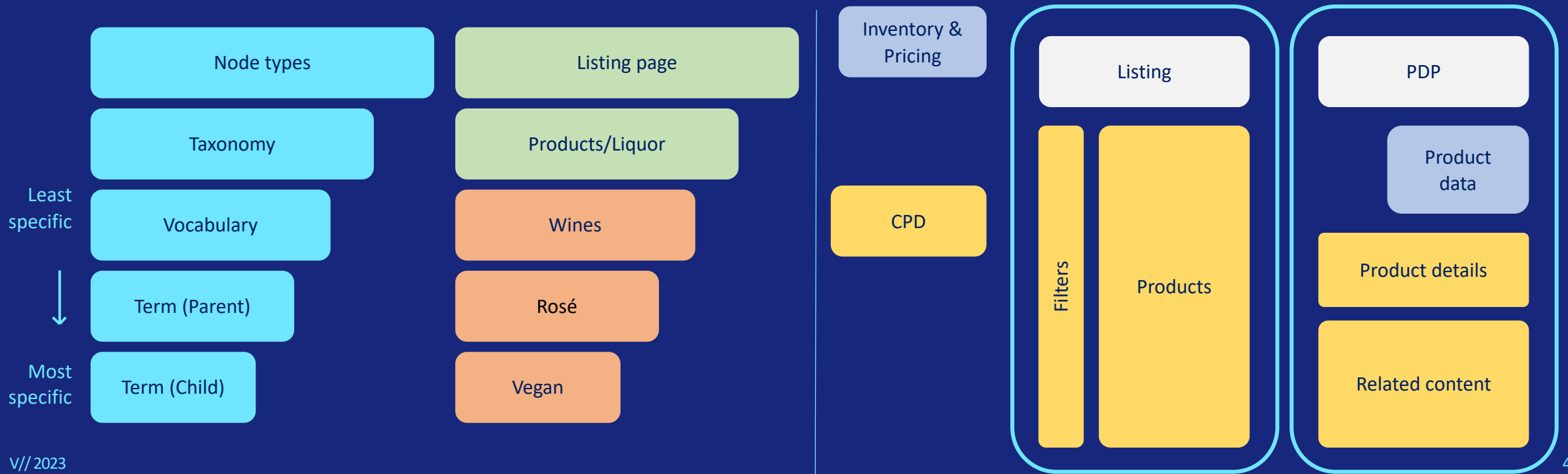


					Events	Stores	My Account
Wine	Beer & Cider	Spirits	Coolers	Sale	Collections	Explore BCL	My Cellar
No L2 on main navigation. In page only.							HOP
BC VQA	BC Craft	BC Spirits	Coolers	Wine	BCL Select	Events	
Red	Lager	Whiskey	Seltzers & Sodas	Beer & Cider	Low Calorie	Taste Magazine	
White	Pilsner	Vodka	Cocktails	Spirits	No & Low Alcohol	Recipes	
Sparkling	IPA	Liqueurs	Teas & Lemonades	Coolers	Seasonal Promotions	Food Pairing	
Rosé	Ale	Rum	Other				
Sake	Sour	Gin					
Fortified	Stout	Tequila					
Other	Cider	Brandy					
	Other	Asian spirits					
		Cocktails					
		Other					

Taxonomy

It's a complex framework that hooks into the backend systems to show the right content to the user at the right time.

The next phase of work needs to include taxonomy analysis and definition, to identify the vocabulary used to pull content to the right places, so users can access content quicker.



Thank you.

Email us at hi@versett.com or call +1-844-VERSETT (1-844-837-7388). We also post interesting things on Twitter and Instagram at [@versettinc](https://twitter.com/versettinc) and update versett.com with new projects.

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Appendix

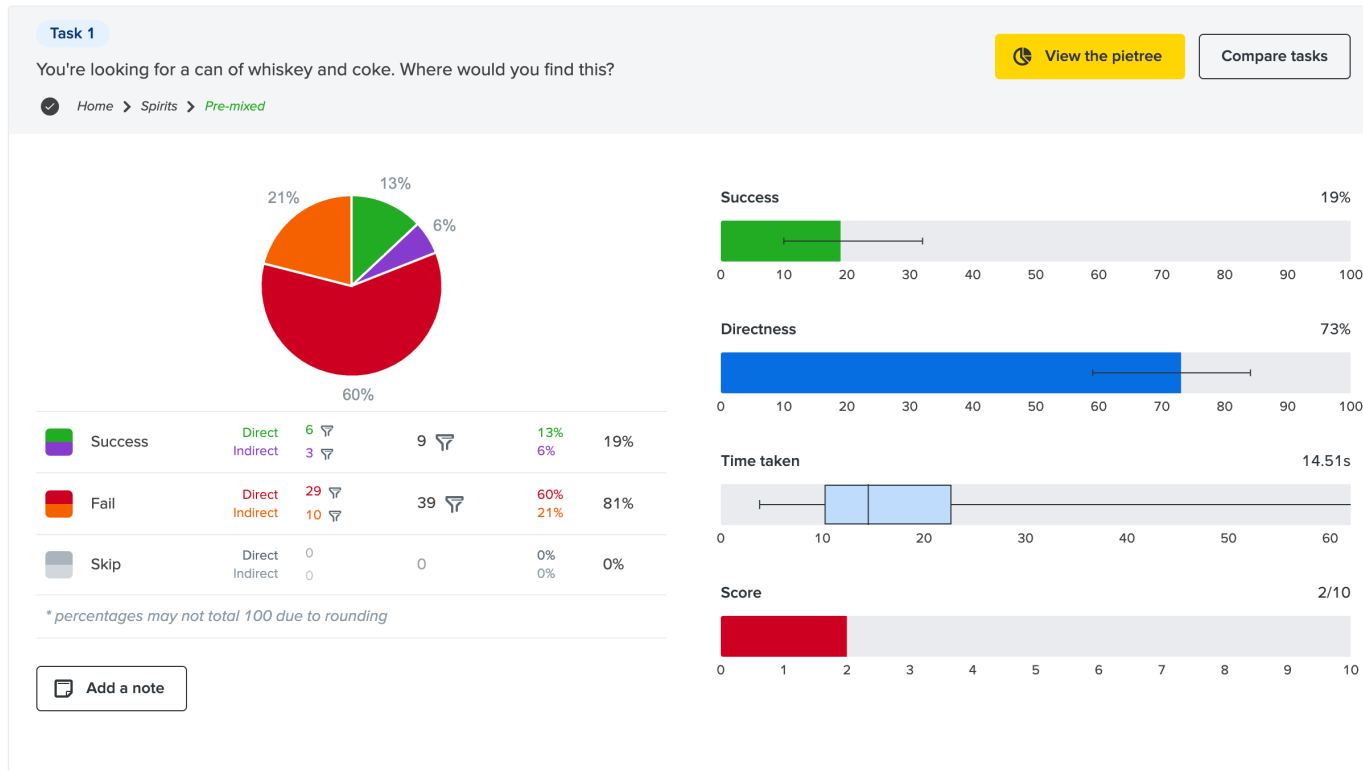
[Participant responses](#) - sample used highlighted in green

Password: BCLTreejack

Task 1

Home > Spirits > Pre-mixed

You're looking for a can of whiskey and coke.



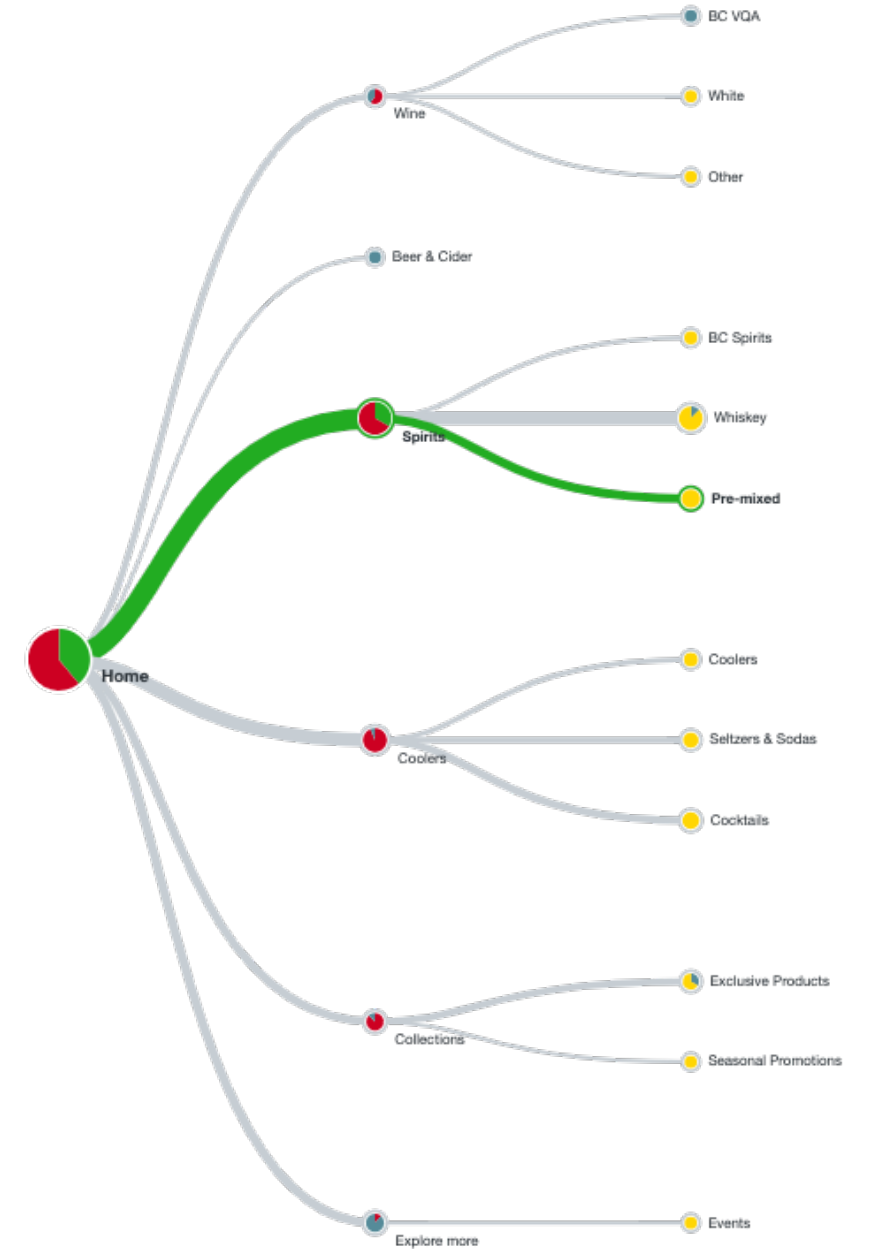
Result	# of Participants	Path
Direct failure	9 (19%)	Home > Spirits > Whiskey
Direct failure	6 (13%)	Home > Coolers > Cocktails
Direct success	6 (13%)	Home > Spirits > Pre-mixed
Direct failure	5 (10%)	Home > Coolers > Seltzers & Sodas
Direct failure	3 (6%)	Home > Coolers > Coolers
Indirect failure	2 (4%)	Home > Explore more < Home > Spirits > Whiskey
Direct failure	2 (4%)	Home > Collections > Exclusive Products

Task 1

Home > Spirits > Pre-mixed

You're looking for a can of whiskey and coke.

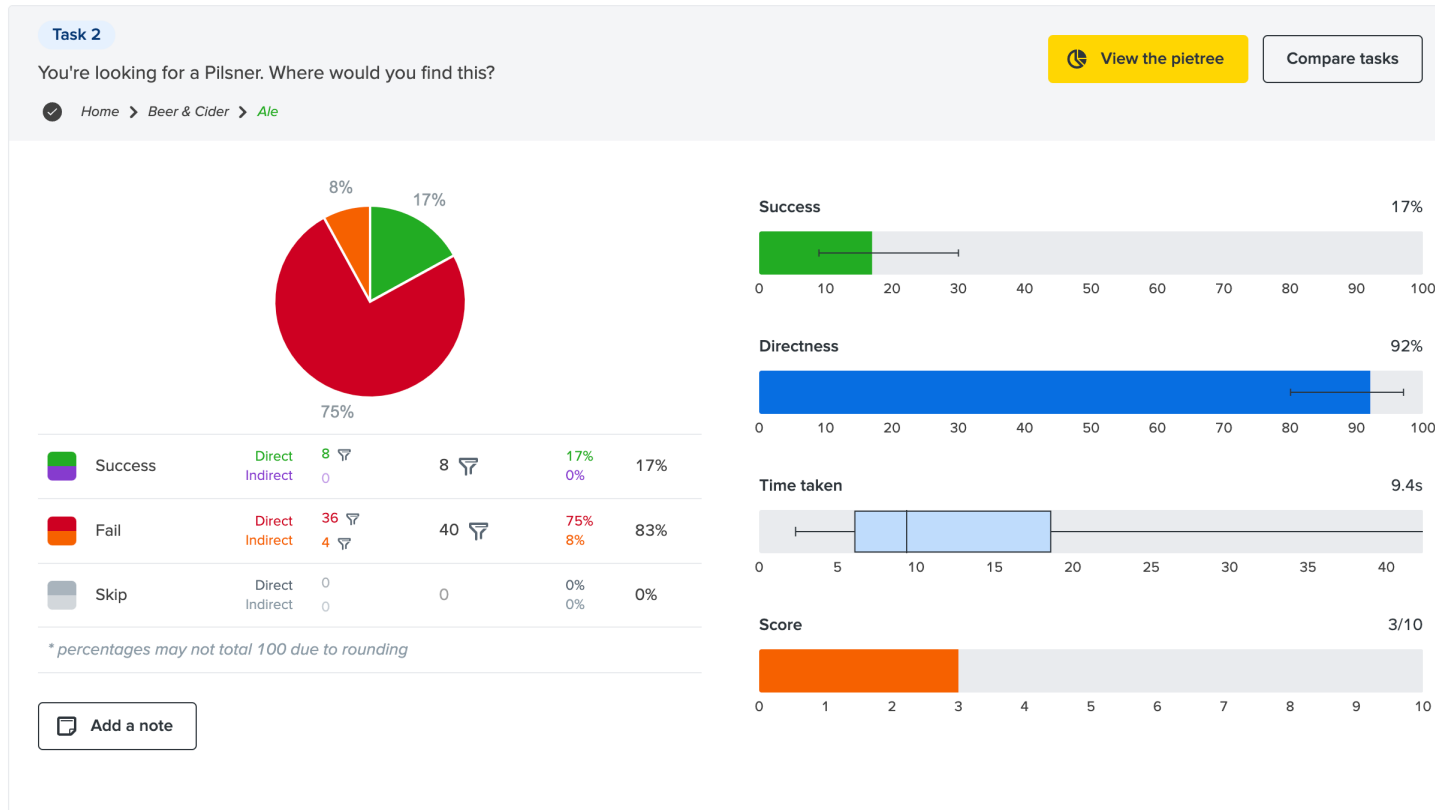
Path	Correct first click	Clicked first	Clicked during task
Home > Spirits	Yes	35%	52%
Home > Coolers	No	29%	33%
Home > Explore more	No	17%	19%
Home > Collections	No	8%	13%
Home > Wine	No	8%	10%
Home > Beer & Cider	No	2%	2%
Home > Sale	No	0%	0%



Task 2

Home > Beer & Cider > Ale

You're looking for a Pilsner.



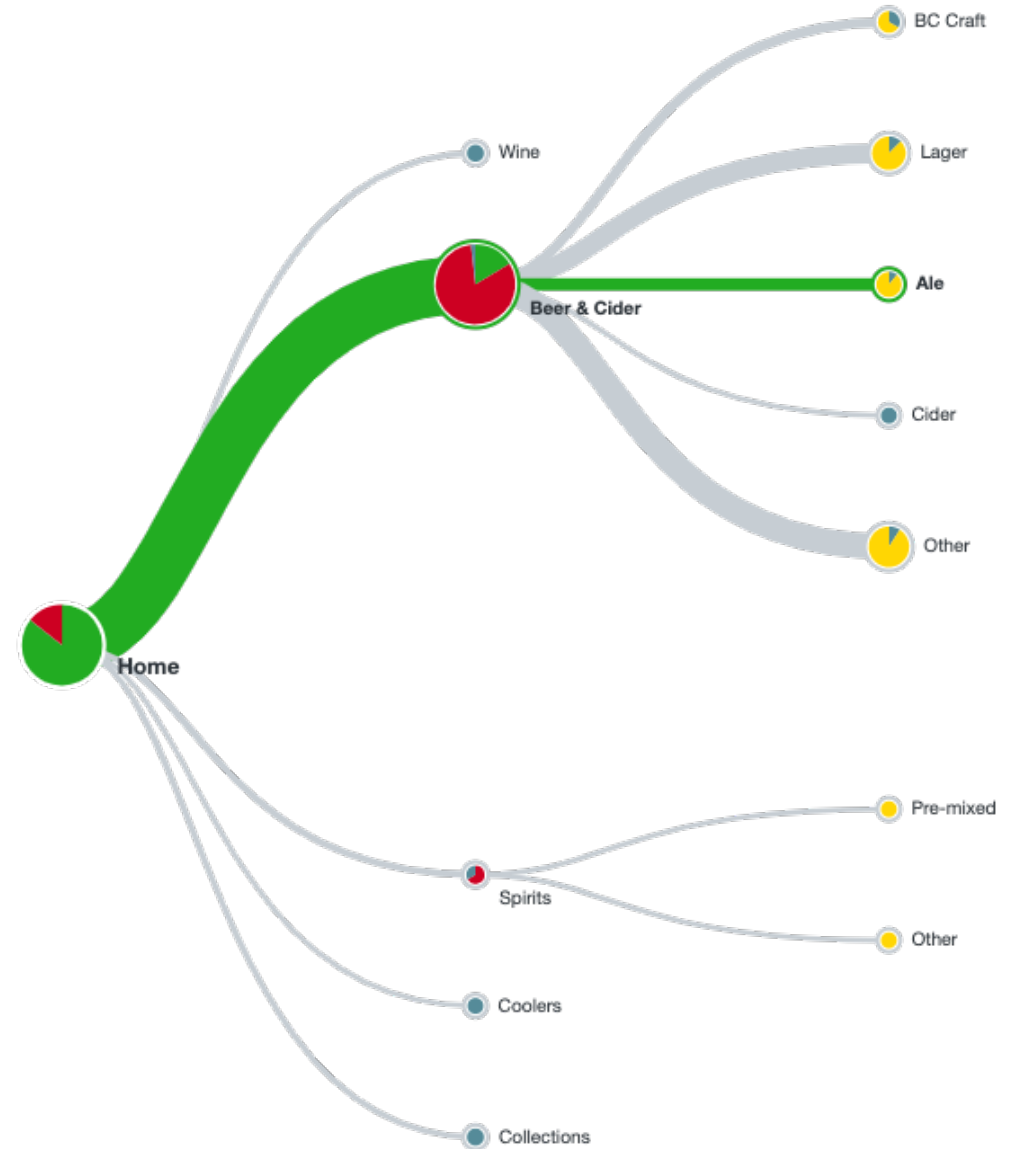
Result	# of Participants	Path
Direct failure	17 (35%)	Home > Beer & Cider > Other
Direct failure	14 (29%)	Home > Beer & Cider > Lager
Direct success	8 (17%)	Home > Beer & Cider > Ale
Direct failure	3 (6%)	Home > Beer & Cider > BC Craft

Task 2

Home > Beer & Cider > Ale

You're looking for a Pilsner.

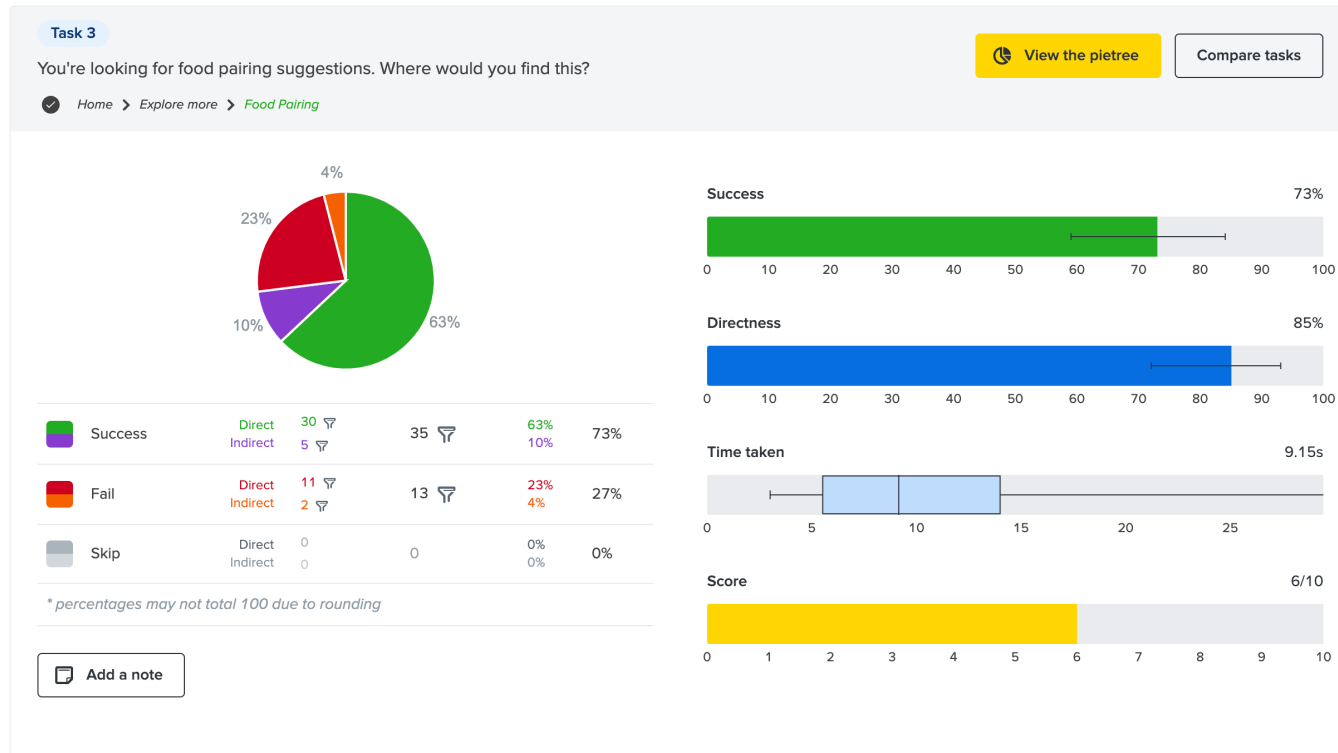
Path	Correct first click	Clicked first	Clicked during task
Home > Beer & Cider	Yes	96%	96%
Home > Spirits	No	4%	6%
Home > Explore more	No	0%	0%
Home > Sale	No	0%	0%
Home > Collections	No	0%	4%
Home > Coolers	No	0%	2%
Home > Wine	No	0%	4%



Task 3

Home > Explore more > Food Pairing

You're looking for food pairing suggestions.



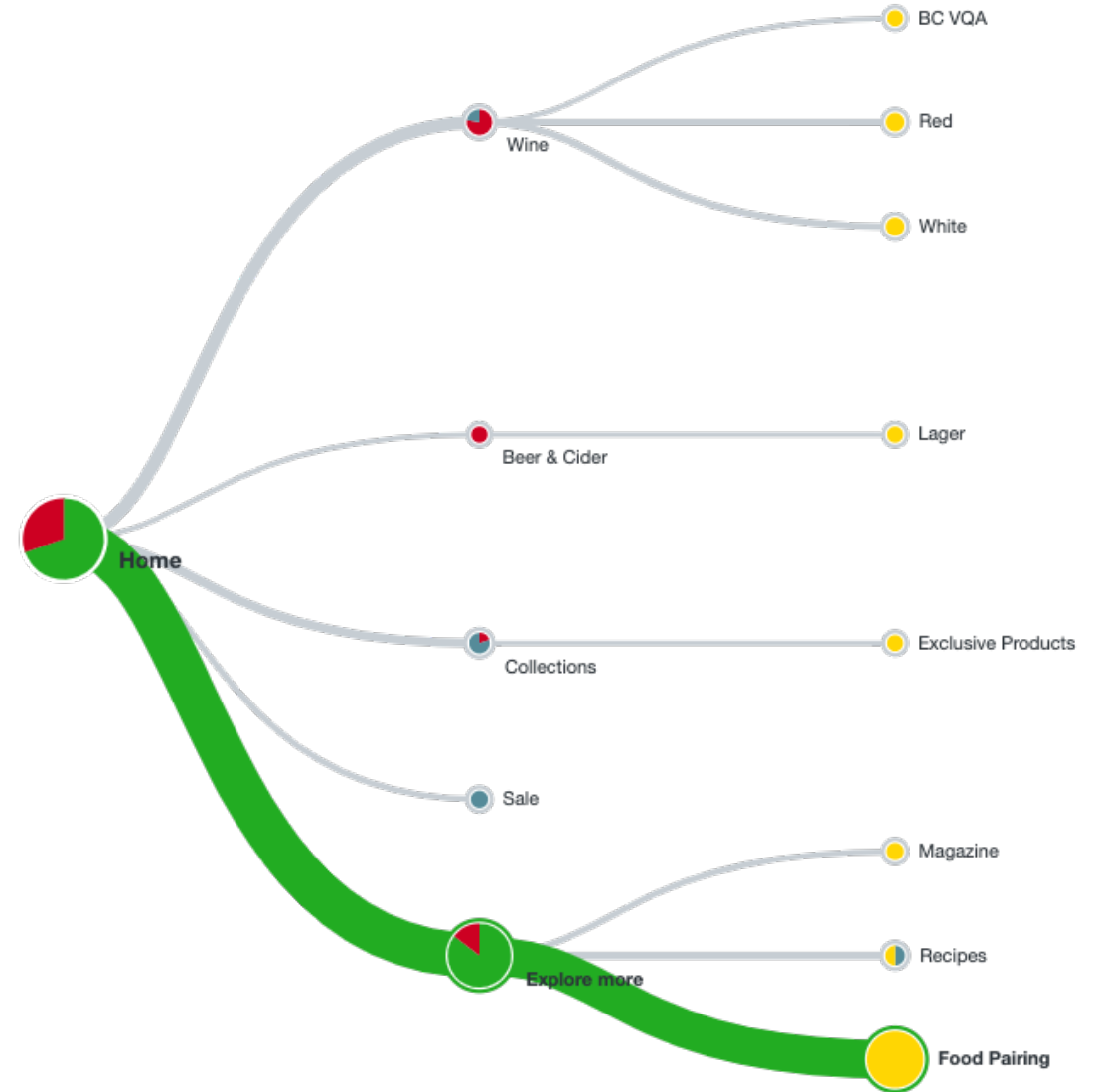
Result	# of Participants	Path
Direct success	30 (63%)	Home > Explore more > Food Pairing
Direct failure	3 (6%)	Home > Wine > White
Direct failure	3 (6%)	Home > Wine > Red
Direct failure	2 (4%)	Home > Explore more > Recipes
Indirect success	2 (4%)	Home > Collections < Home > Wine < Home > Explore more > Food Pairing

Task 3

Home > Explore more > Food Pairing

You're looking for food pairing suggestions.

Path	Correct first click	Clicked first	Clicked during task
Home > Explore more	Yes	71%	81%
Home > Wine	No	15%	19%
Home > Collections	No	10%	10%
Home > Sale	No	2%	4%
Home > Beer & Cider	No	2%	2%
Home > Coolers	No	0%	0%
Home > Spirits	No	0%	0%



Task 4

Home > Wine > Sake

You're looking for Sake.

Task 4

You're looking for Sake. Where would you find this?

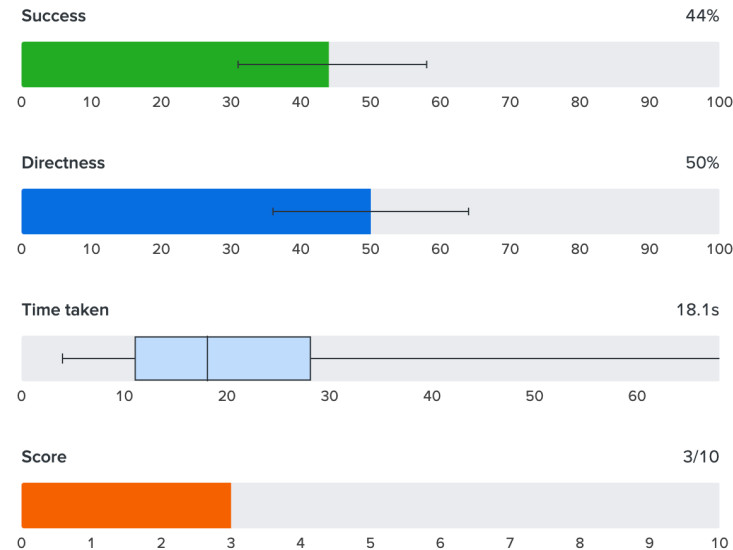
Home > Wine > Sake

[View the pietree](#) [Compare tasks](#)

Result	Direct	Indirect	Total	Percentage	Count
Success	10	11	21	21% / 23%	44%
Fail	14	13	27	29% / 27%	56%
Skip	0	0	0	0%	0%

**percentages may not total 100 due to rounding*

[Add a note](#)






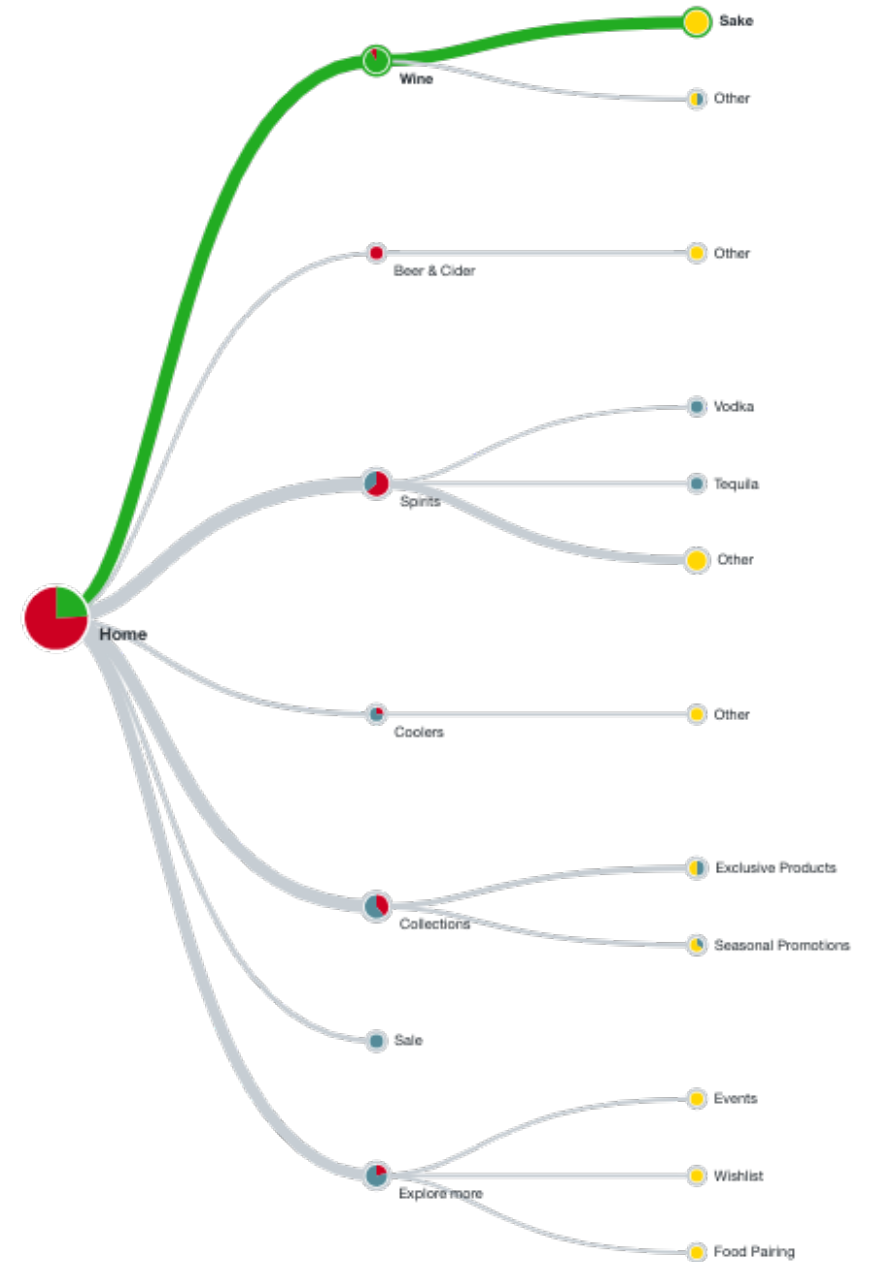
Result	# of Participants	Path
Direct success	10 (21%)	Home > Wine > Sake
Direct failure	8 (17%)	Home > Spirits > Other
Indirect success	3 (6%)	Home > Explore more < Home > Wine > Sake
Direct failure	2 (4%)	Home > Explore more > Events

Task 4

Home > Wine > Sake

You're looking for Sake.

Path 	Correct first click 	Clicked first 	Clicked during task
Home > Explore more	No	25%	38%
Home > Spirits	No	23%	46%
Home > Wine	Yes	23%	46%
Home > Collections	No	21%	31%
Home > Sale	No	4%	8%
Home > Coolers	No	2%	8%
Home > Beer & Cider	No	2%	4%

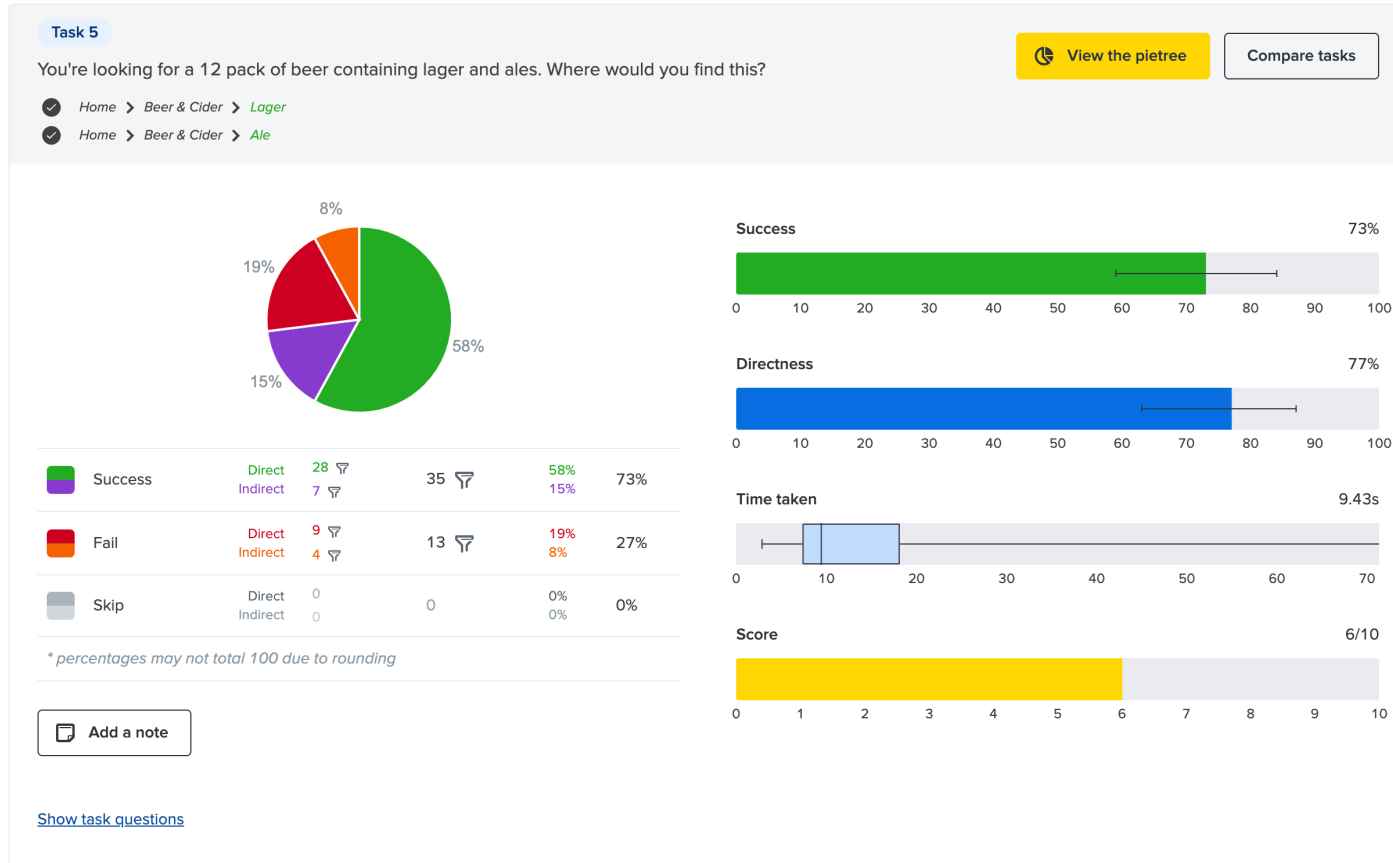


Task 5

Home > Beer & Cider > Lager

Home > Beer & Cider > Ale

You're looking for a 12 pack of beer containing lager and ales.



Result	# of Participants	Path
Direct success	22 (46%)	Home > Beer & Cider > Lager
Direct failure	7 (15%)	Home > Beer & Cider > Other
Direct success	6 (13%)	Home > Beer & Cider > Ale
Direct failure	2 (4%)	Home > Beer & Cider > BC Craft
Indirect success	2 (4%)	Home > Beer & Cider > Lager < Beer & Cider > Ale < Beer & Cider > Lager

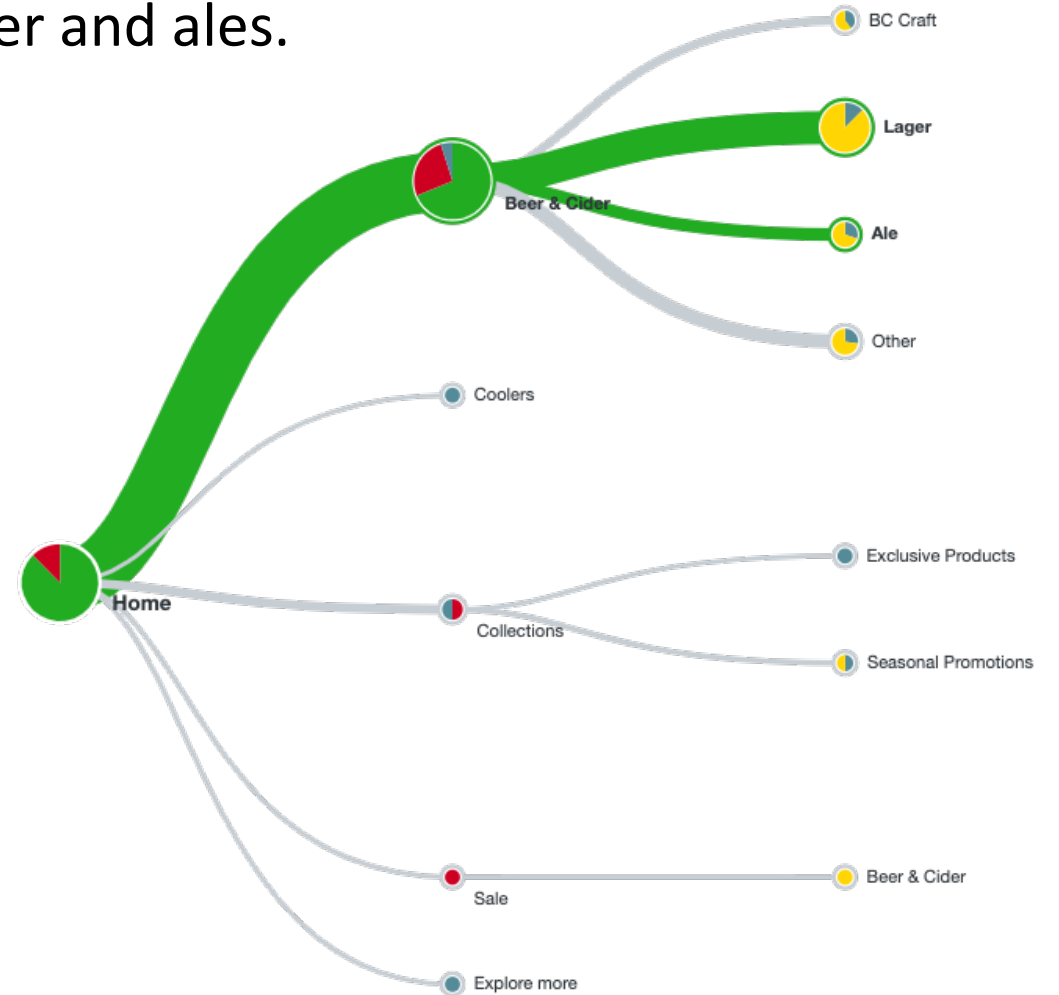
Task 5

Home > Beer & Cider > Lager

Home > Beer & Cider > Ale

You're looking for a 12 pack of beer containing lager and ales.

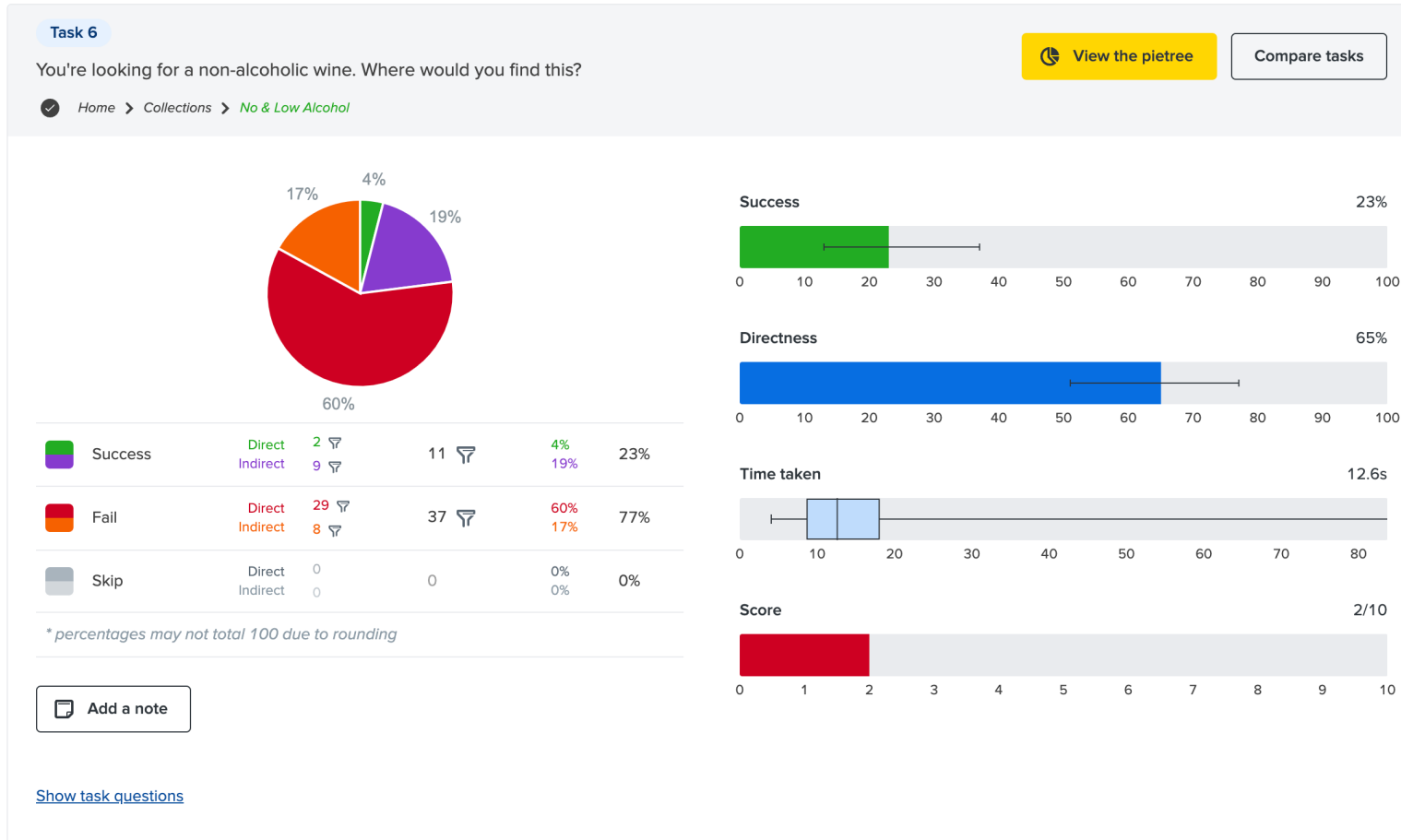
Path	Correct first click	Clicked first	Clicked during task
Home > Beer & Cider	Yes	96%	100%
Home > Collections	No	2%	8%
Home > Coolers	No	2%	2%
Home > Explore more	No	0%	2%
Home > Sale	No	0%	2%
Home > Spirits	No	0%	0%
Home > Wine	No	0%	0%



Task 6

Home > Collections > No & Low Alcohol

You're looking for a non-alcoholic wine.



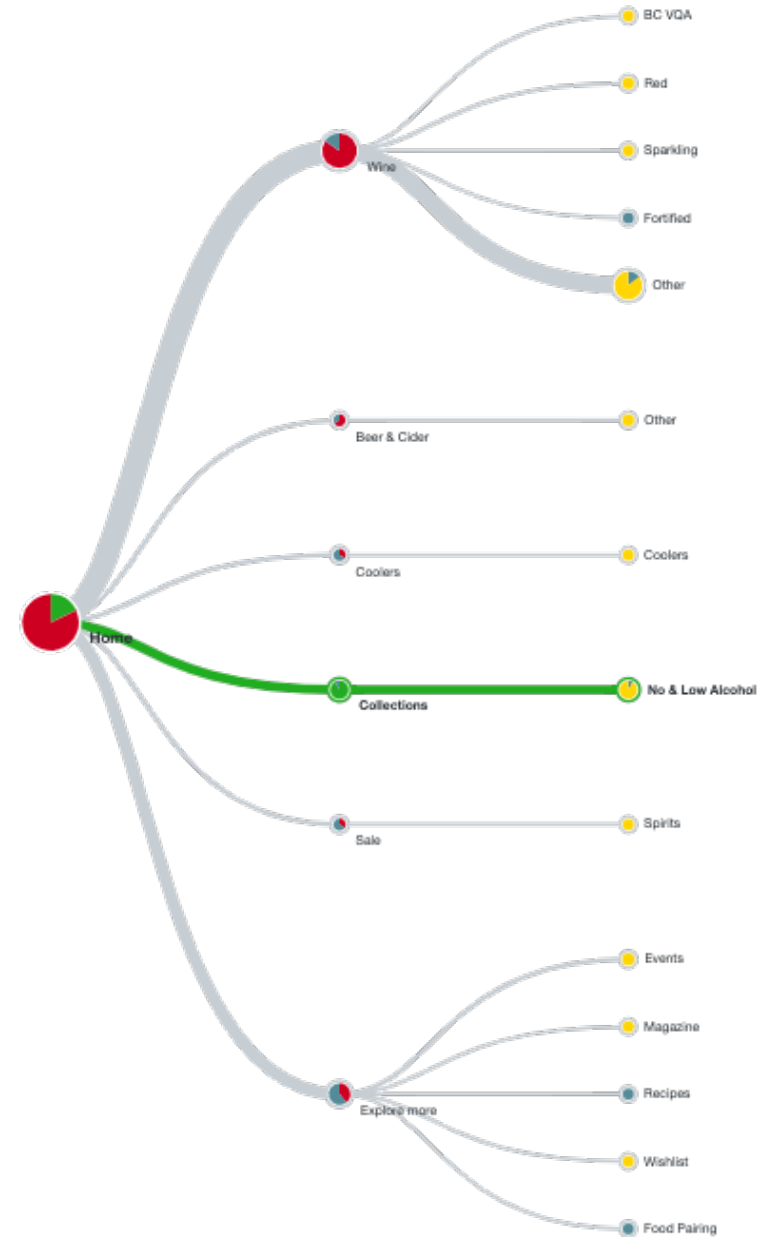
Result	# of Participants	Path
Direct failure	17 (35%)	Home > Wine > Other
Indirect failure	3 (6%)	Home > Explore more < Home > Wine > Other
Direct failure	2 (4%)	Home > Explore more > Events
Direct failure	2 (4%)	Home > Beer & Cider > Other
Direct failure	2 (4%)	Home > Wine > Red
Indirect success	2 (4%)	Home > Explore more < Home > Collections > No & Low Alcohol
Indirect success	2 (4%)	Home > Wine < Home > Collections > No & Low Alcohol

Task 6

Home > Collections > No & Low Alcohol

You're looking for a non-alcoholic wine.

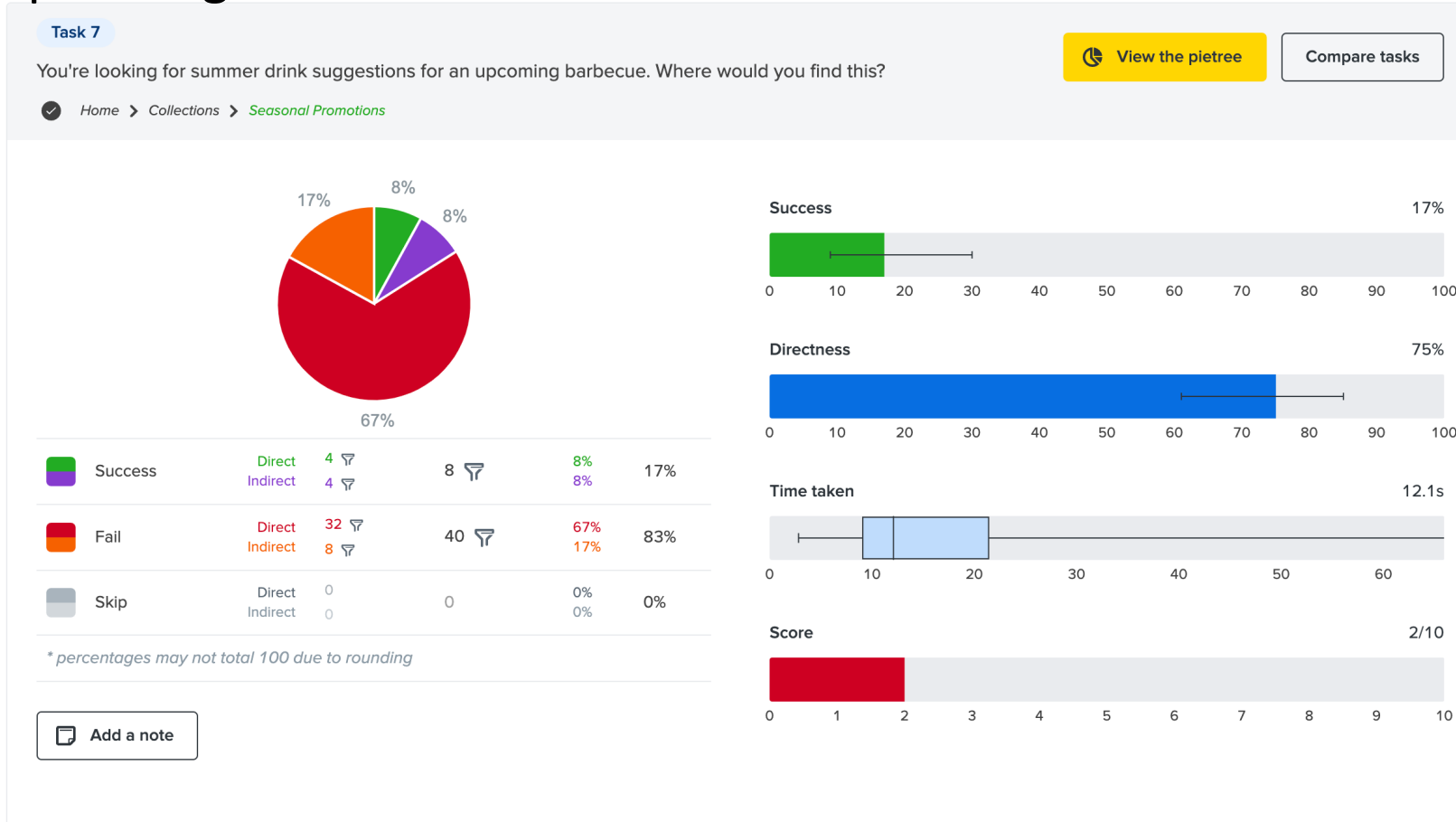
Path	Correct first click	Clicked first	Clicked during task
Home > Wine	No	52%	69%
Home > Explore more	No	29%	33%
Home > Sale	No	6%	6%
Home > Collections	Yes	6%	27%
Home > Beer & Cider	No	4%	6%
Home > Coolers	No	2%	6%
Home > Spirits	No	0%	0%



Task 7

Home > Collections > Seasonal Promotions

You're looking for summer drink suggestions for an upcoming barbecue.



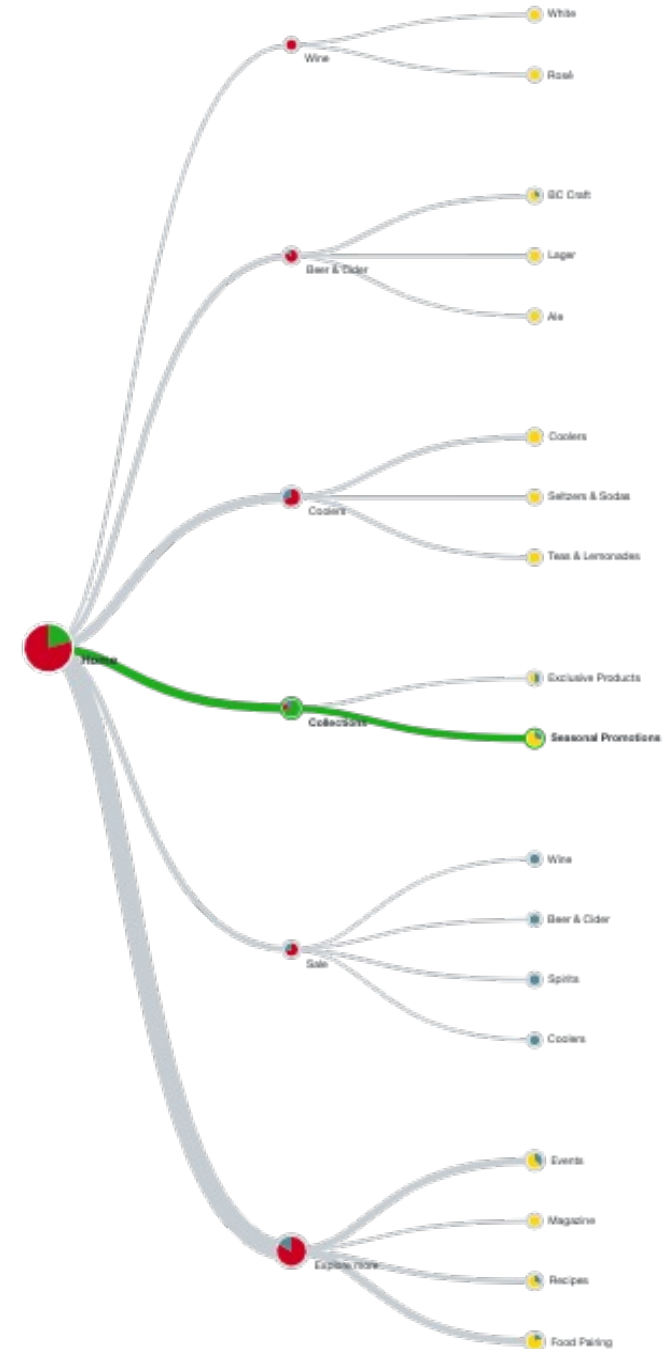
Result	# of Participants	Path
Direct failure	6 (13%)	Home > Explore more > Food Pairing
Direct failure	5 (10%)	Home > Explore more > Events
Direct failure	5 (10%)	Home > Coolers > Coolers
Direct success	4 (8%)	Home > Collections > Seasonal Promotions
Direct failure	3 (6%)	Home > Explore more > Recipes
Direct failure	2 (4%)	Home > Explore more > Magazine
Direct failure	2 (4%)	Home > Coolers > Teas & Lemonades
Direct failure	2 (4%)	Home > Coolers > Seltzers & Sodas
Direct failure	2 (4%)	Home > Beer & Cider > Lager
Direct failure	2 (4%)	Home > Beer & Cider > BC Craft

Task 7

Home > Collections > Seasonal Promotions

You're looking for summer drink suggestions for an upcoming barbecue.

Path	Correct first click	Clicked first	Clicked during task
Home > Explore more	No	48%	54%
Home > Coolers	No	23%	25%
Home > Beer & Cider	No	13%	15%
Home > Collections	Yes	10%	23%
Home > Wine	No	4%	4%
Home > Sale	No	2%	4%
Home > Spirits	No	0%	0%

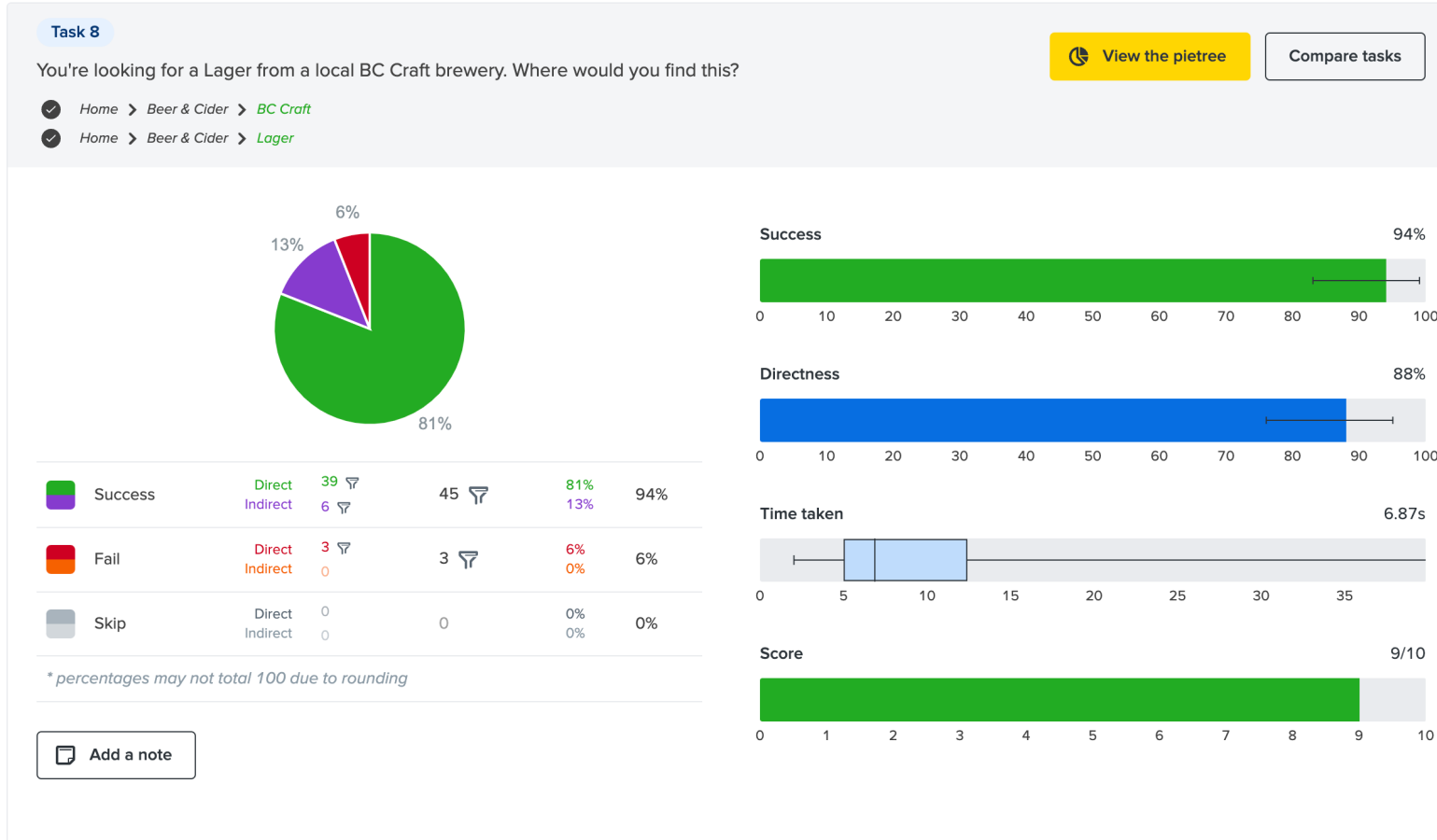


Task 8

Home > Beer & Cider > BC Craft

Home > Beer & Cider > Lager

You're looking for a Lager from a local BC Craft brewery.



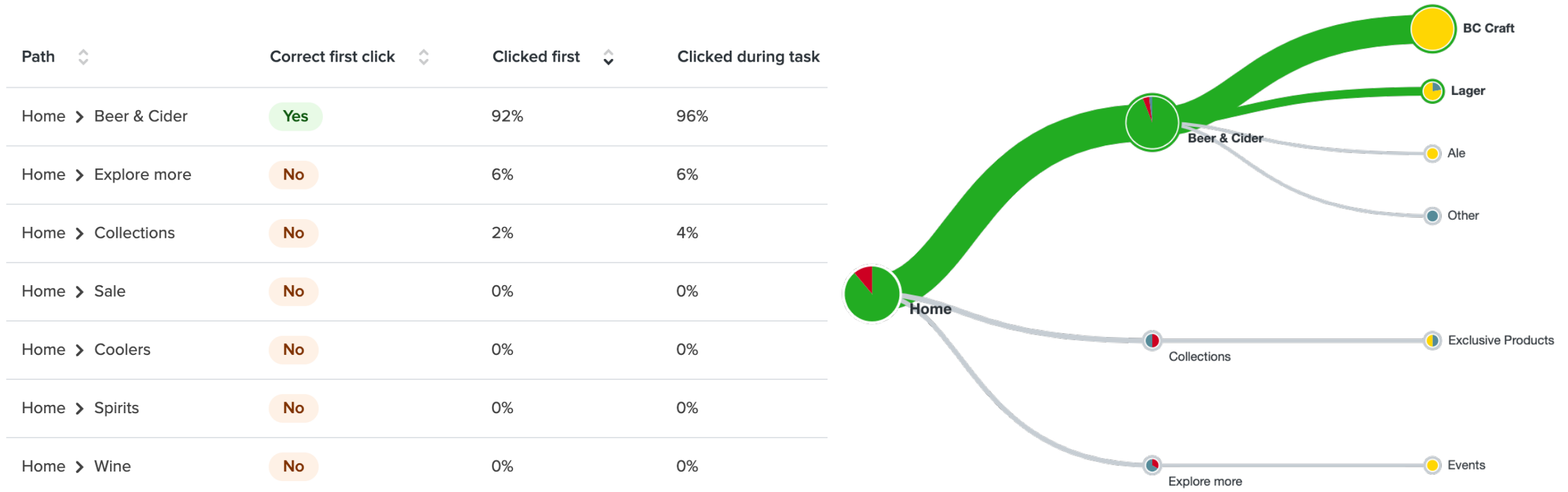
Result	# of Participants	Path
Direct success	35 (73%)	Home > Beer & Cider > BC Craft
Direct success	4 (8%)	Home > Beer & Cider > Lager

Task 8

Home > Beer & Cider > BC Craft

Home > Beer & Cider > Lager

You're looking for a Lager from a local BC Craft brewery.

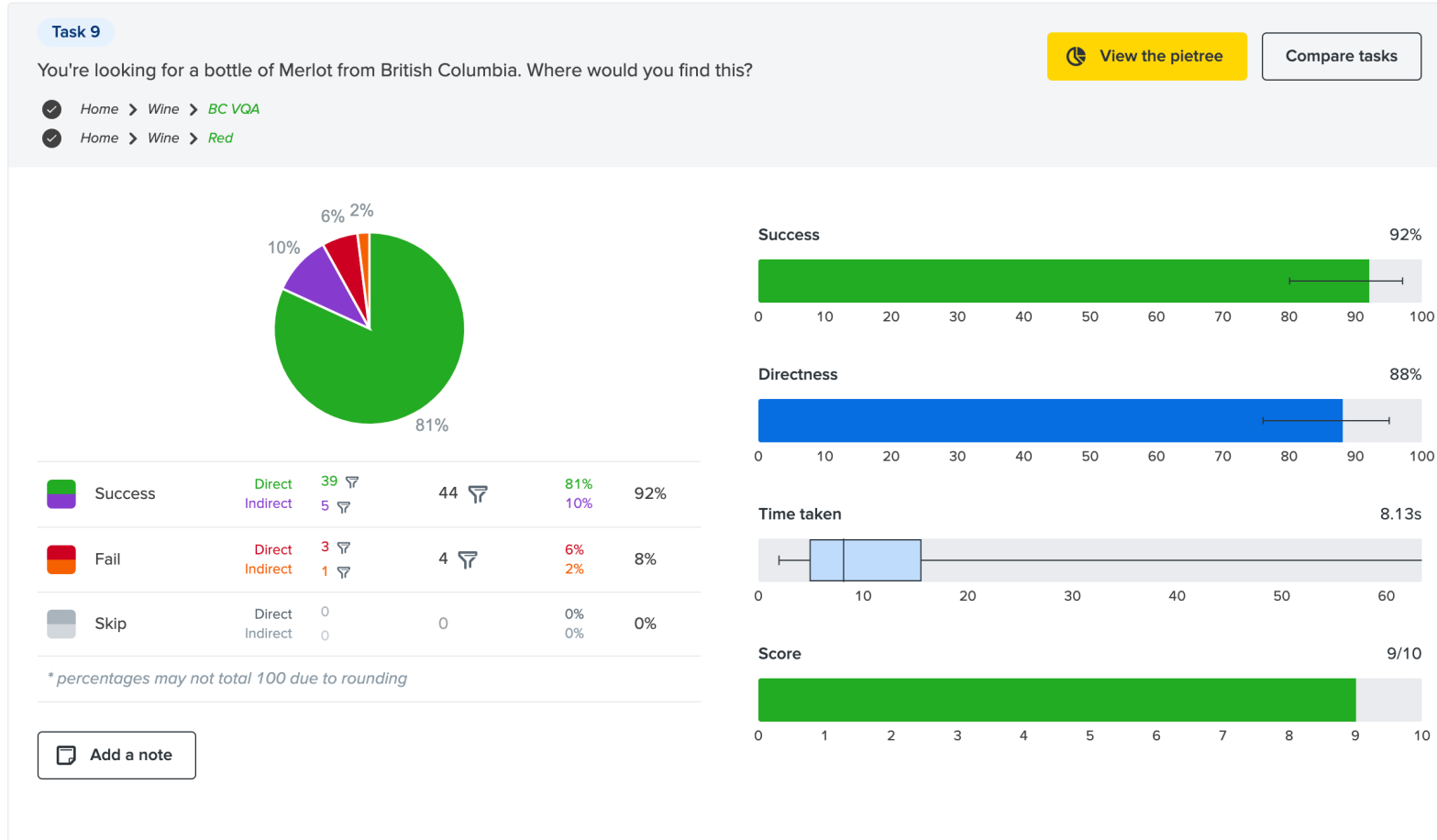


Task 9

Home > Wine > BC VQA

Home > Wine > Red

You're looking for a bottle of Merlot from British Columbia.



Result	# of Participants	Path
Direct success	22 (46%)	Home > Wine > BC VQA
Direct success	17 (35%)	Home > Wine > Red

Task 9

Home > Wine > BC VQA

Home > Wine > Red

You're looking for a bottle of Merlot from British Columbia.

Path ▾	Correct first click ▾	Clicked first ▾	Clicked during task
Home > Wine	Yes	94%	98%
Home > Beer & Cider	No	2%	2%
Home > Spirits	No	0%	2%
Home > Coolers	No	0%	2%
Home > Collections	No	2%	4%
Home > Sale	No	0%	2%
Home > Explore more	No	2%	4%

