BIGCOMMERCE

PROJECT 2

ENT Nav Discovery

Overview Pages Competitor Research

R1

CD-5114

Nov 2, 2022

UX Designer
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COMPETITORS

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commercetools Next generation commerce 16 Overview +Takeaways

SAAS COMPANIES

INTUIT 18 Navigation +Takeaways

servicenow 19 Navigation +Takeaways

High-Res Images

Research Background: Why we need this

This overview of research is a part of Enterprise Navigation. We want to have segmentation research only focus on the overview pages. We need to understand and find best practices to add this from our competitors' and SaaS companies. Also, by comparing and learning from them, we will get better solutions and inspiration in our system.

UX Research Goal: What we can get

- Review our position by comparing and analyzing other competitors' overview pages
- Find the best labels and contents if we have them
- Help users find what they are looking for quickly and easily
- Expect a significant increase in traffic to our Enterprise site

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Research Principles on UX View Point: Find what "they" have and what we don't

Overview	Comparison Charts
	Structure
	Visual Style
	Label

Overview Happy Path:

Planning for the happy path is one of the best ways to start designing overview pages because those are one-stop shops and briefly provide general information about the features, products and more for users.

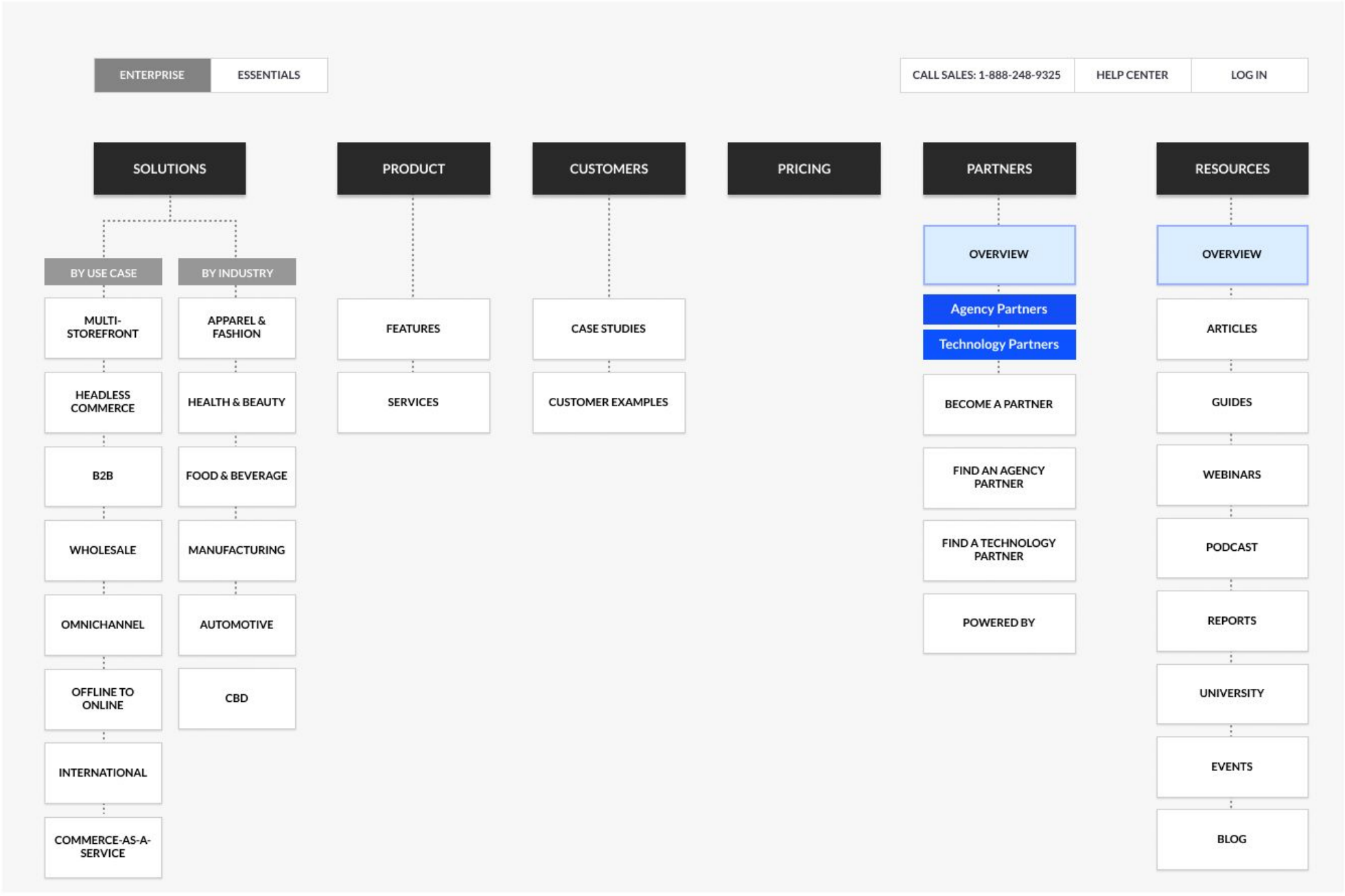
Overview Benefits

The overview pages have numerous benefits, including improved customer loyalty, usability, and engagement. Also these overview pages help our users find the best solutions or products.

Overview Attention Point:

It should be on the right track to providing just enough information but consider the minimum amount of information our users need to accomplish their task to be on the right track.

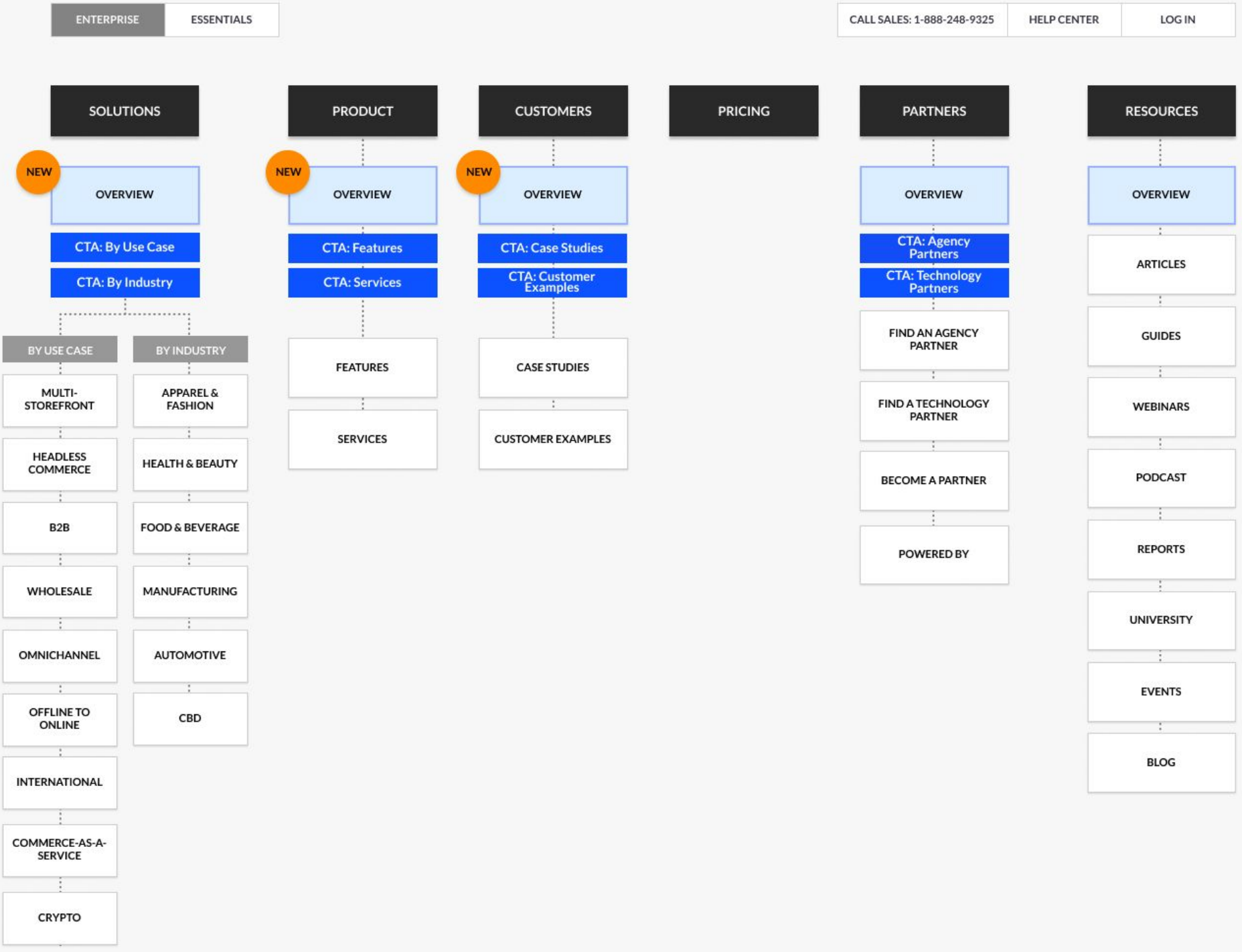
Navigation Structure



Competitor Comparison Charts

	BIGCOMMERCE Site	shopifyplus Site	Adobe Commerce Magento Site	salesforce commerce cloud Site	commercetools Site	INTUIT Site	servicenow Site
	COMPETITORS					SAAS COMPANIES	
Overview Page	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Including All Overview pages	No	No	No	N/A	No	No	No
Overview Labels	Partners: **Overview** Resources: **Overview**	Sell: **Sell everywhere** Manage: **Manage complexity** Integrate: **Integrate systems** Platform: **Shopify Plus platform**	Features & Benefits: **See all features** **See all benefits** Pricing: **Pricing & Packing** Resources: **All resources** **Partners**	Commerce Cloud: **Overview**	PRODUCTS Commercetools Portfolio: **Overview** Technology: **Overview** March Architecture: **Overview** PARTNER Find Partner: **Overview**	PRODUCTS For Accountants: **Overview** Solutions For Educations: **Overview** SUPPORT AND BLOGS Product Supports: **Overview** Partners: **Overview**	Features & Benefits: **See all features** **See all benefits** Pricing: **Pricing & Packing** Resources: **All resources** **Partners**
Other Singularities	N/A	Visually clarify to distinguish between overview and other menus	Use the button instead of the menu list for overview pages Overview breadcrumb navigation	Only one overview on side nav	N/A	Mega navigation Good showcase of how they handle several products	Use the button instead of the menu list for overview pages

Overview Structure Recommendation



Considerations

CONSISTENCY CONTENTS

Similar experence to
explore all contents

USER'S HAPPY PATH

Provide the short cut to find what
user needs quickly

NOT OVERWHELMING

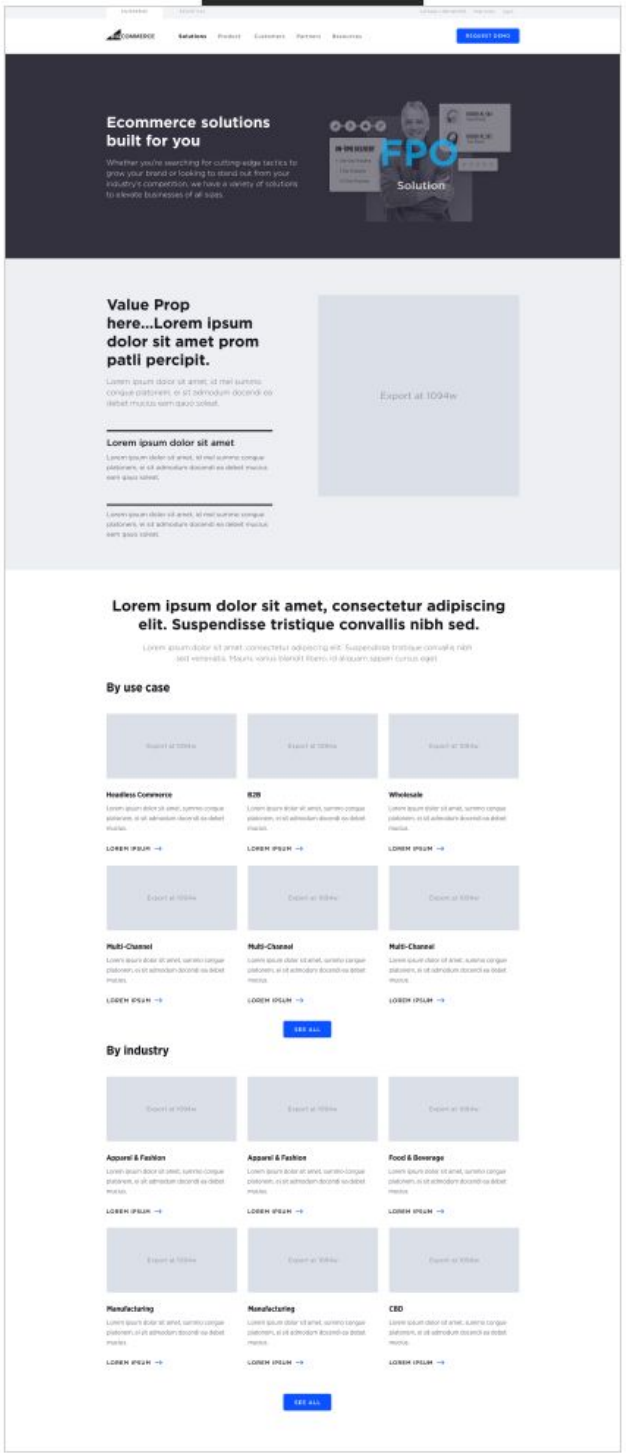
Keep users from getting overloaded with
too much information

ONE-STOP SHOPS

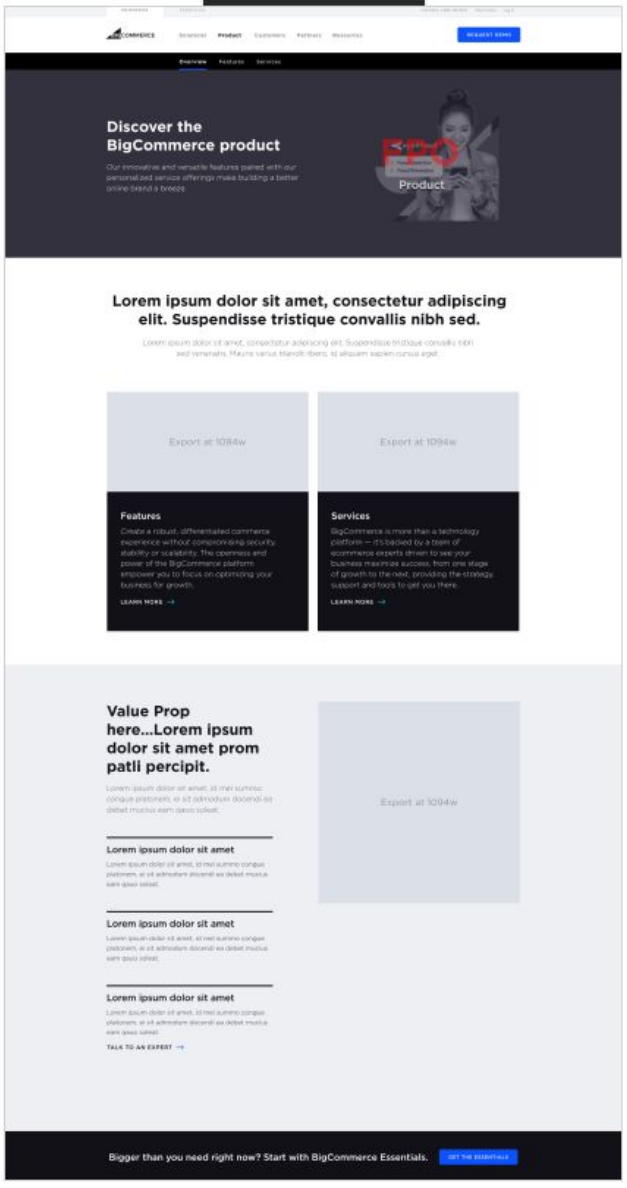
Keep in mind we want to save
user's time

Overview Contents Recommendation

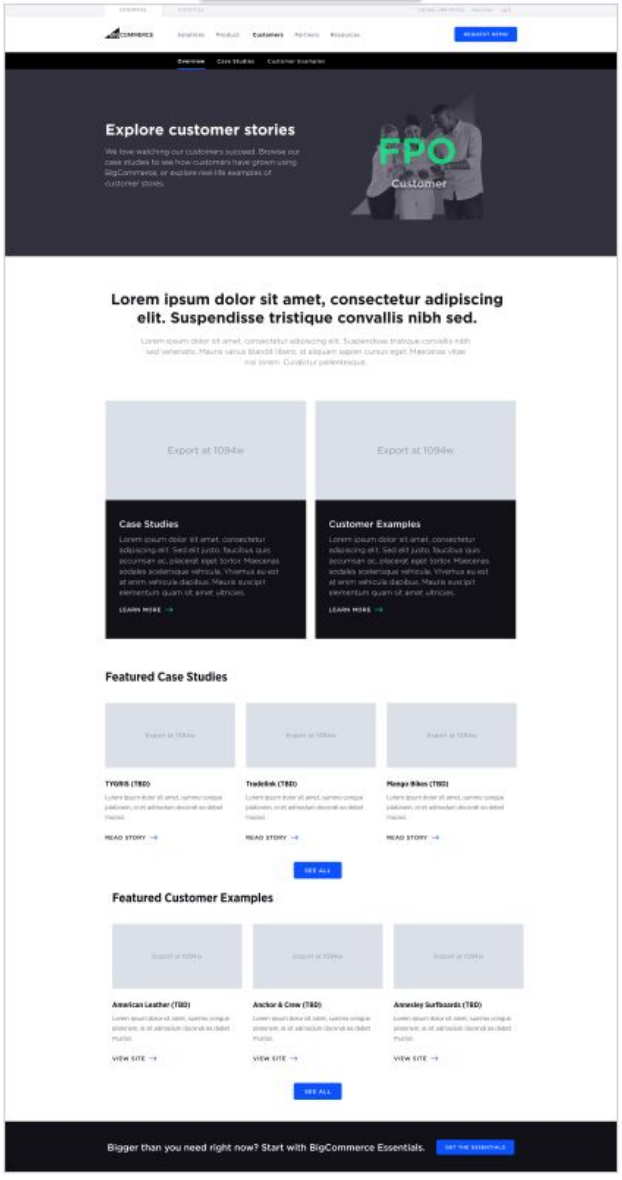
Solutions Overview



Product Overview



Customers Overview



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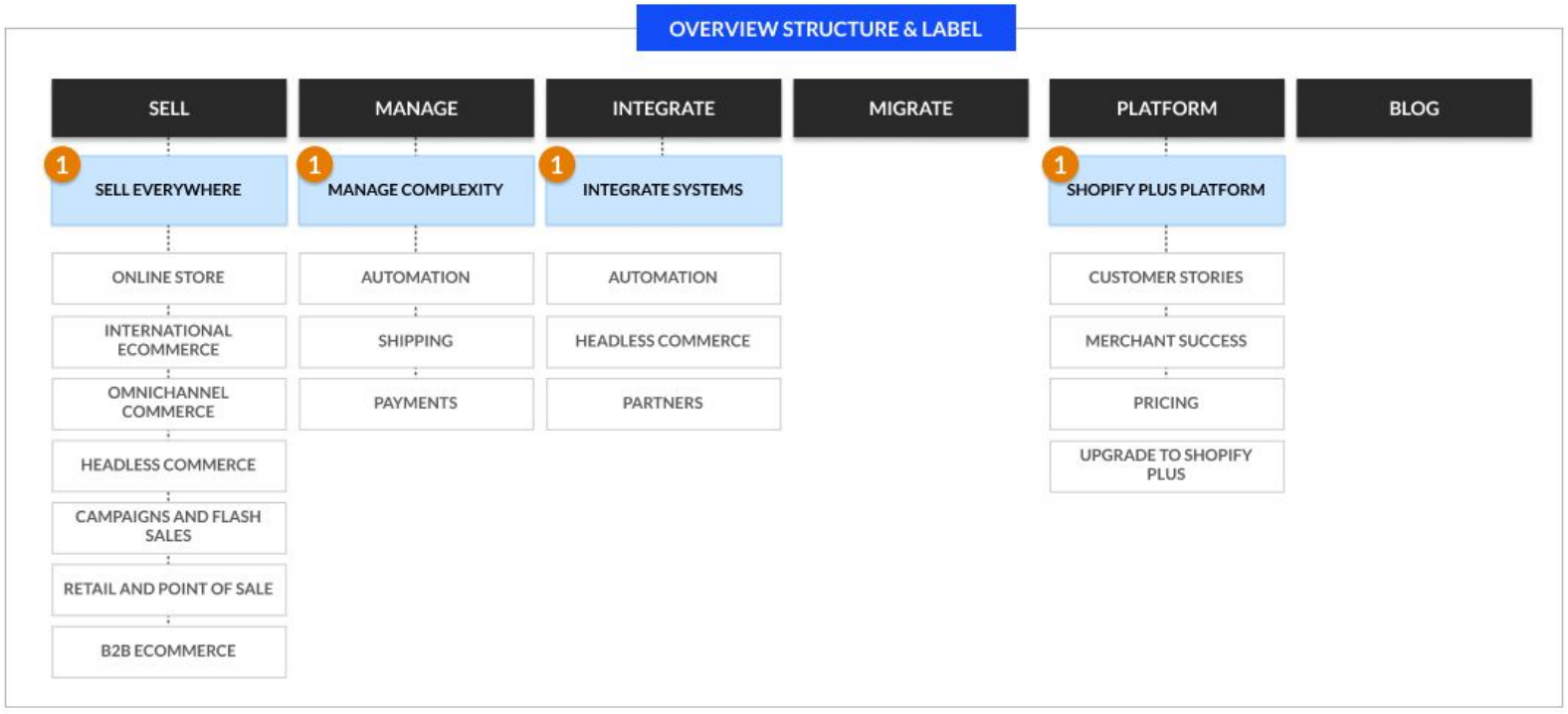
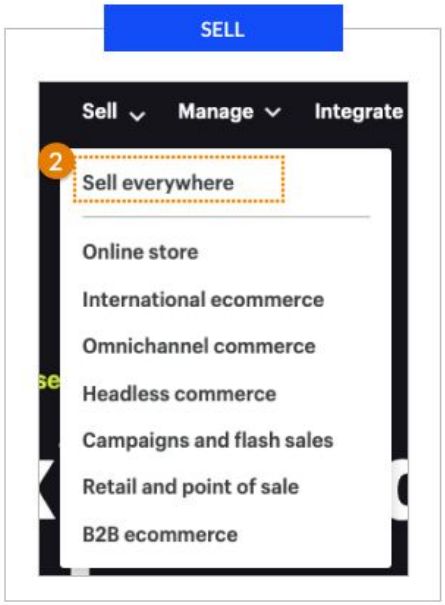
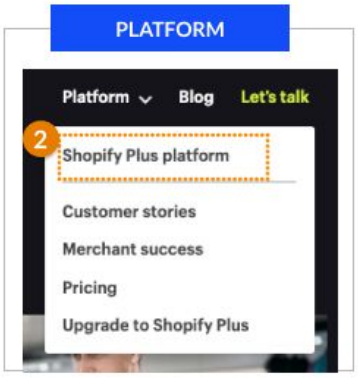
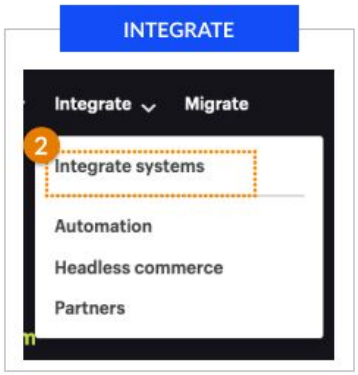








Takeaways:

1. Overview pages.

2. Using different labels for overview.
   - Sell everywhere
   - Manage complexity
   - Integrate systems
   - Shopify Plus platform

SELL < SELL EVERYWHERE

Sell faster. Sell better. Sell more.

Sell out in seconds. In person, online, or any screen. Just sell.

Let's talk

FASHION NOVA staples KYLIE JB HI-FI HEINZ STEVE MADDEN

Higher conversion

Make the sale. Keep the customer.

Turn your online store into a powerful sales engine with advanced features proven to increase conversion and customer retention.

- Boost average order values with automated, personalized promotions and custom checkout
- Make it easy to pay with local pay, one-tap checkout, and digital wallets
- Reward customers with personalized shipping rates, recommendations, and more through automation tools
- Give customers flexible purchase options like subscriptions. Try before you buy

30%

Higher conversion with AR, 3D, and product videos

20%

Higher average order value with Shopify Functions

JUNGALOW

Jungalow improved conversion by 12%, sales by 61%, and customer retention by 26.5%.

Read the story

Smart ad spend

Reach high intent customers—at a lower cost.

Finding new customers with digital ads is getting more expensive and less effective every day. Shopify Audiences helps you find buyers actively looking for products like yours.

- Decrease conversion costs with funnel targeting
- Drive more acquisition with
- Export audiences to major ad platforms like Facebook and Instagram
- Get accurate ad attribution and reporting right within Shopify

BUBS NATURALS

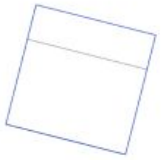
"Shopify Audiences has helped us r confidence with top-of-funnel adv and to reach qualified buyers with ad spend as high as 3x.

TJ Ferrara
Co-Founder, BUBS Naturals

Flexible customization

Curate every step of the experience.

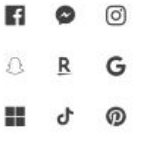
- Wow customers with enhanced merchandising through AR and 3D product videos
- Create custom storefronts with headless commerce, Shopify APIs, and Shopify Plus Partners
- Ship products from Canada and the U.S. around the world with Shopify Fulfillment Network
- Understand your customer segments and buyer behavior with built-in data and analytics



Omnichannel and global commerce

Ease into new markets and regions.

- Unify your online and retail sales on one platform
- Find new customers across 20+ channels and marketplaces
- Modernize your B2B and wholesale business with online orders
- Expand into new regions with localized global commerce tools



"It was the perfect combination of bringing all our channels together, as well as the cost being exactly what we needed.

Emily Isaak
Head of Global Marketing, LolOperMan

Speed and performance

Give shoppers the best checkout on the internet.

- 10,870 peak checkouts per minute across Shopify
- 60% faster checkout with Shop Pay
- Level 1 PCI DSS and SOC2 certified
- Built-in fraud analysis and bot mitigation

Reckitt Benckiser

"Speed and agility aren't words that typically describe enterprise companies. Shopify Plus enables us to move fast, add enhancements, and operate more like a startup.

Michael Rosania
Head of SAP, Ecommerce, Reckitt Benckiser

Create the culture of commerce. Industry by industry.

Find out how Shopify Plus can help you change your industry, no matter what you sell.

→ Sell beauty and cosmetics → Sell consumer electronics → Sell fashion and apparel
→ Sell food and beverage → Sell home furnishing

MANAGE < MANAGE COMPLEXITY

Manage the business. Not just the store.

Running a successful brand is enough work. Your commerce software should be the easy part.

Let's talk

Ecommerce automation

Spend less time. Get more done.

Let your team focus on the work that counts. Automate the rest.

- Build custom capabilities to grow
- Turn manual tasks into across all your stores
- Take the stress out of s
- Add custom discounts, rates to your checkout

22M

Hours saved by Shopify Plus brands using Shopify Flow

20%

Higher average order value with automated promotions from Shopify Functions

SCANDINAVIAN DESIGNS FURNITURE

"The more you automate with t the more money a business ca allowed us to run three Shopif without hiring an employee fo

Julie Giannotti
Web Manager, ScandiNavian Designs

Reporting and analytics

Get the full picture of your business.

See your performance across channels, regions, and segments so you can predict demand and set goals.

- Analyze key metrics with built-in insights and reports across your business
- View data from your entire tech stack right in Shopify through Shopify APIs and SDKs
- Understand customer segments and buyer behavior for targeted marketing and cross-selling

"Shopify Plus puts me in a pos a position of knowledge over what's going to be next. And halfway across the world, fro my pocket.

Hussein Suleiman
Co-founder, Daily Paper

Global operations

Run online, retail, and B2B in one place.

Centralize every part of your business on one platform.

- Create new stores in minutes, and manage your global business in one place
- Ship products from Canada and the U.S. around the world with Shopify Fulfillment Network
- Manage inventory across all your locations so you never run out of stock
- Sync your online B2B and DTC products, customers, and payments on one platform

Good Growth

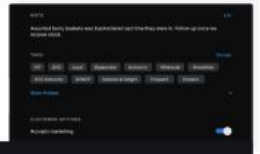
"Shopify Plus offers an out-of-the-box solution that could be tailored to our needs, as well as proven reliability, which is critical for establishing customer confidence.

Sarah Znideric
Client Success Director, Good Growth

Customer data

Own your data. Own your brand.

Take control over your customer relationship from end to end. Then win your customers' loyalty with targeted marketing, merchandising, and discounts made just for them through Shopify Functions.



Shopify Plus Partners

Work only with the best.

Whatever your business needs, there's a partner for that. Shopify Plus Certified Apps and Partners build custom solutions that scale with the biggest brands in the world.

Find a Shopify Plus Partner

hismile

"It's critical for us to get the information we need, when we need it, to make specific, actionable data decisions. The data's right at your fingertips with Shopify Plus.

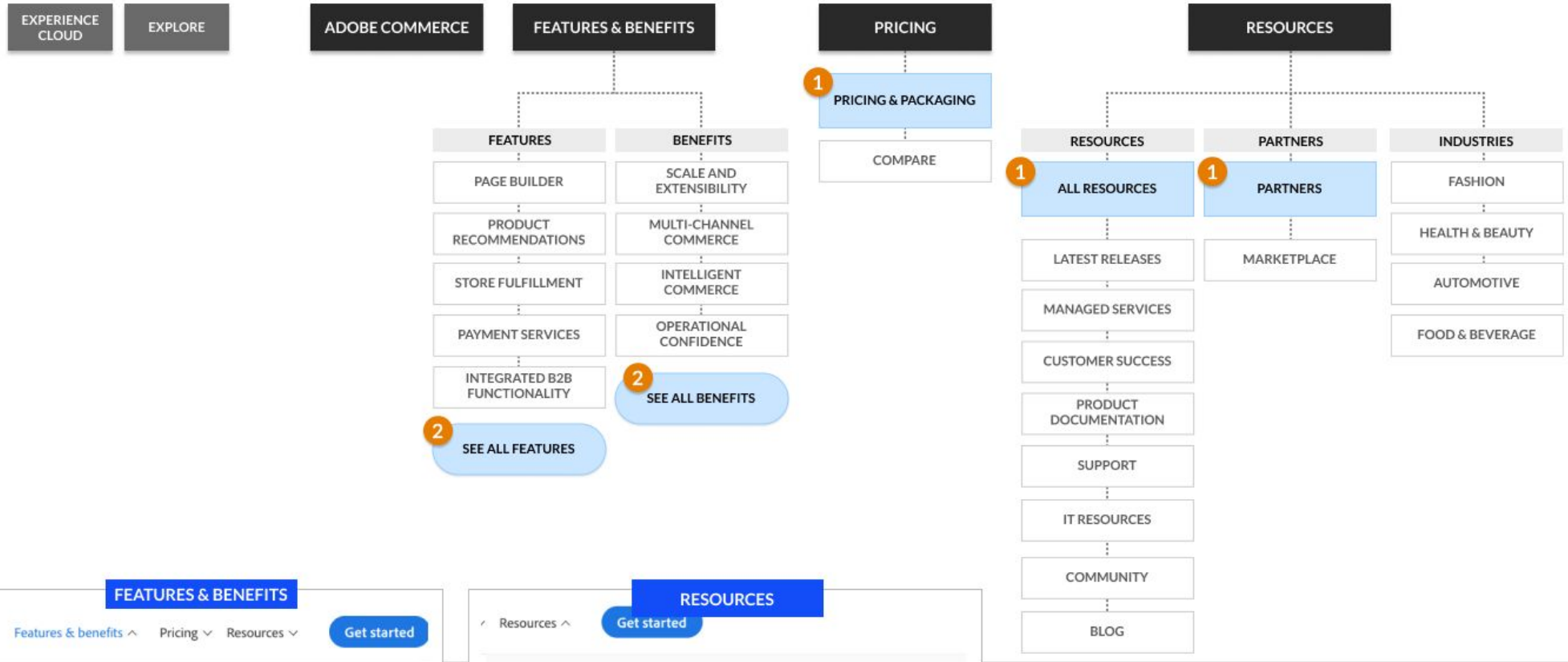
Justin Gaggino
Chief Operating Officer, Hismile

Create the culture of commerce. Industry by industry.

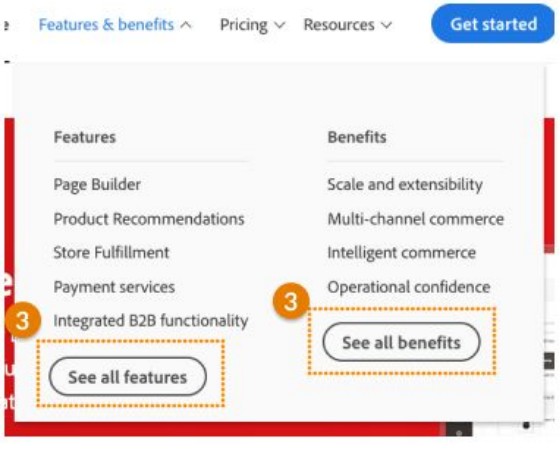
Find out how Shopify Plus can help you change your industry, no matter what you sell.

→ Sell beauty and cosmetics → Sell consumer electronics → Sell fashion and apparel
→ Sell food and beverage → Sell home furnishing

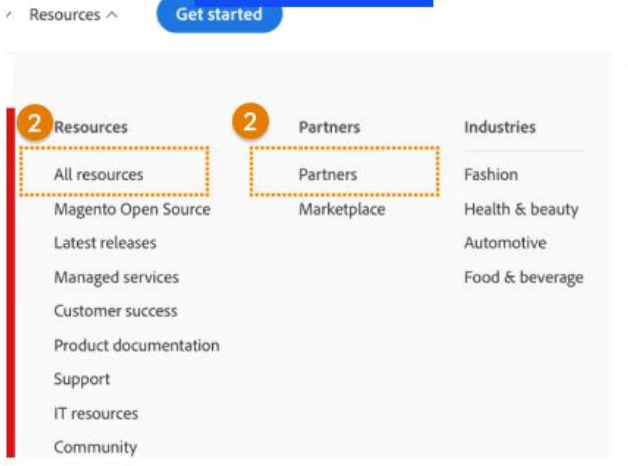
OVERVIEW STRUCTURE & LABEL



FEATURES & BENEFITS



RESOURCES



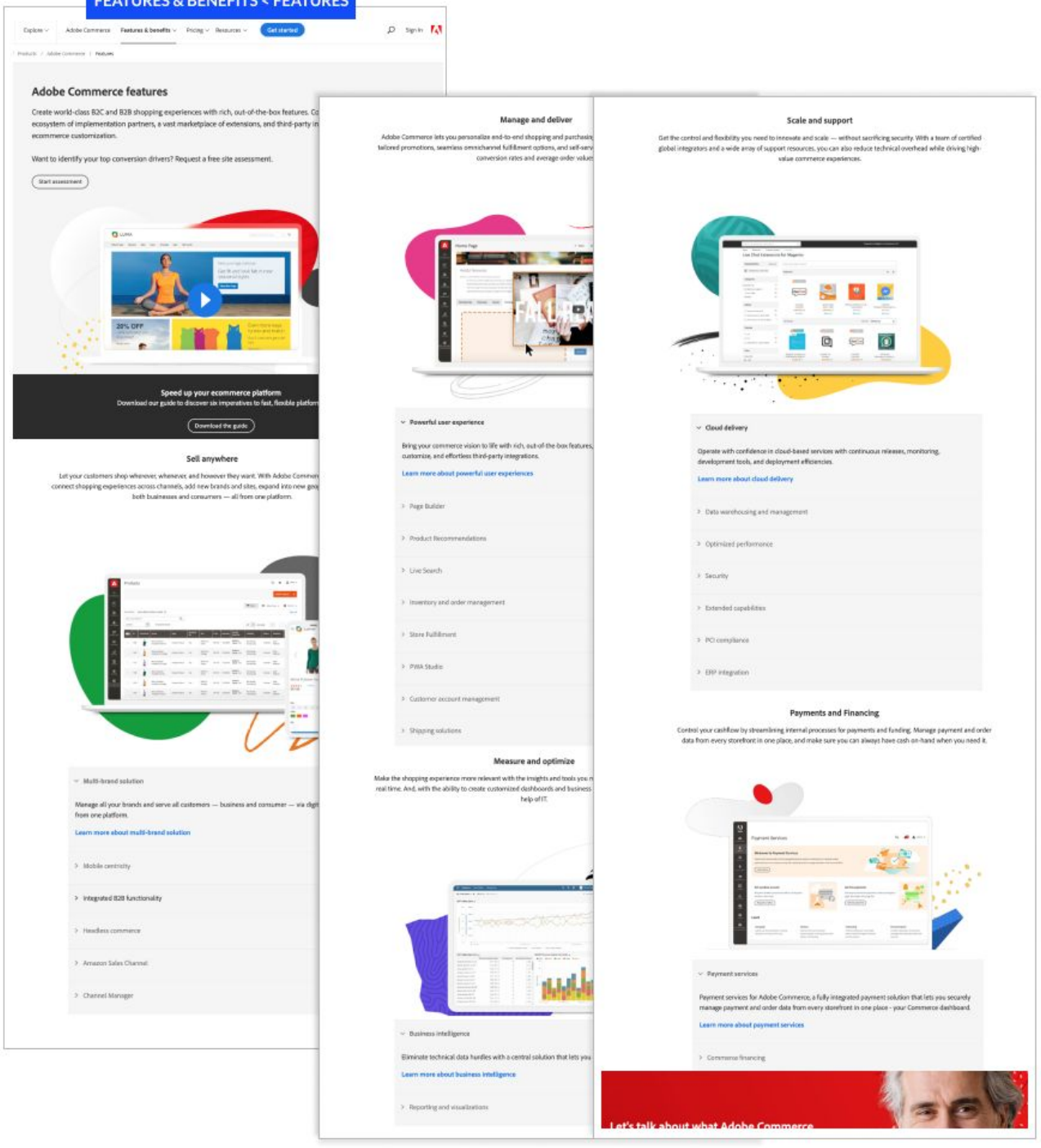
Takeaways:

1. Overview pages.

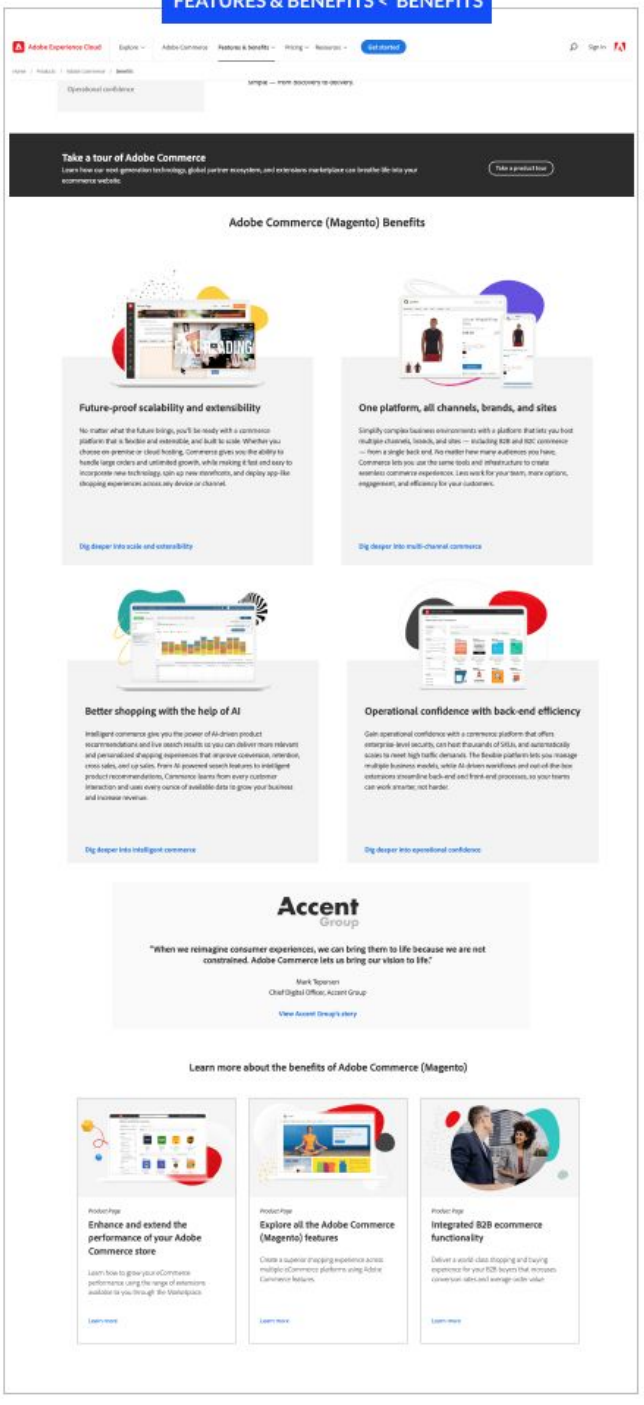
2. Using different labels for overview.
   - Pricing & Package
   - All resources
   - Partners
3. Using buttons as menu.
   - See all features
   - See all benefits
4. Overview breadcrumb navigation.

Adobe Commerce SITE

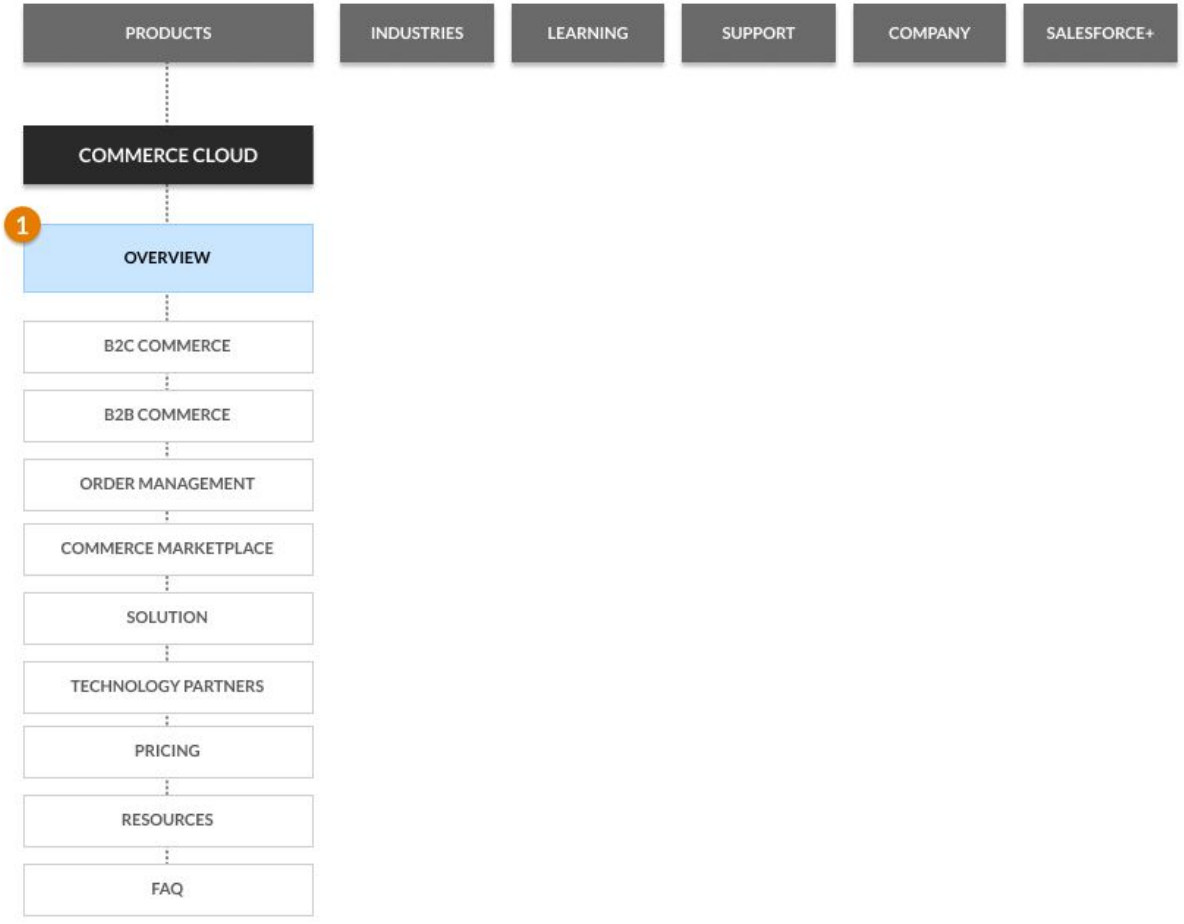
FEATURES & BENEFITS < FEATURES



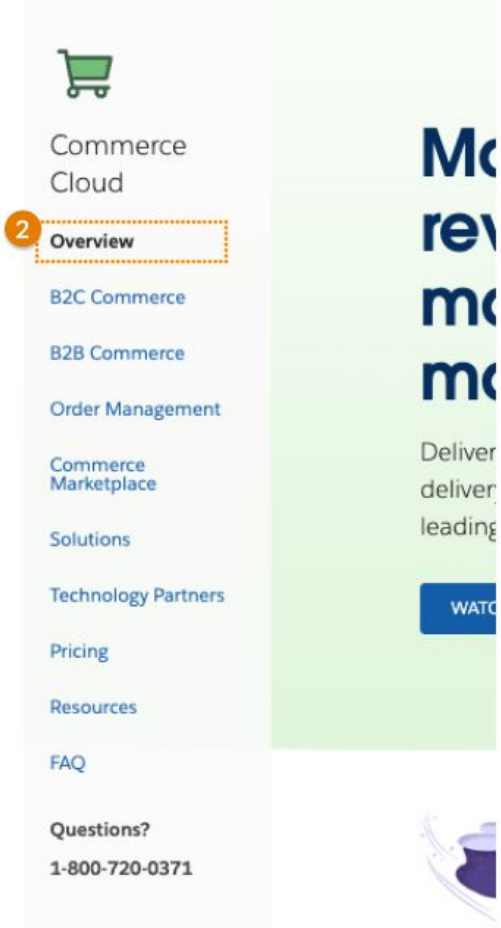
FEATURES & BENEFITS < BENEFITS



OVERVIEW STRUCTURE & LABEL



COMMERCE CLOUD < OVERVIEW

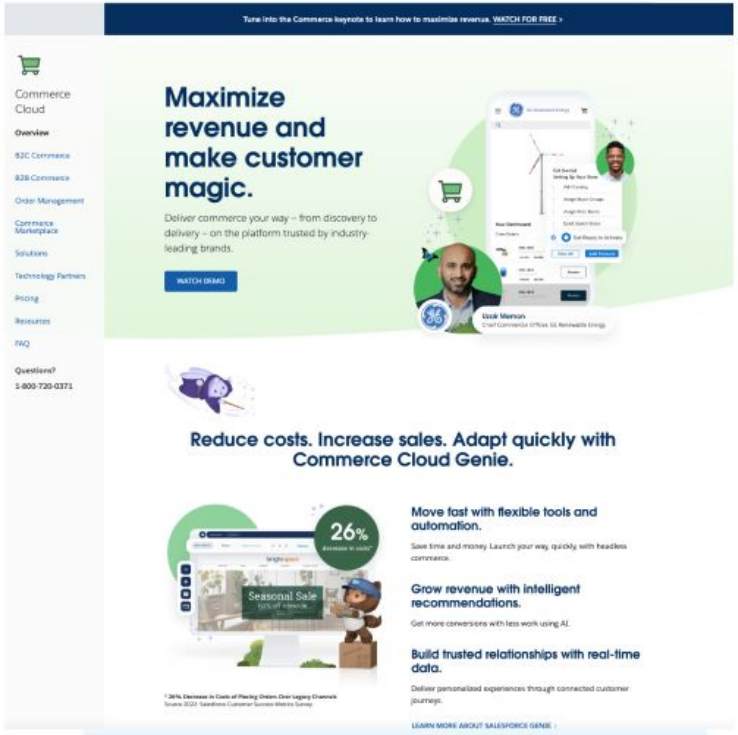


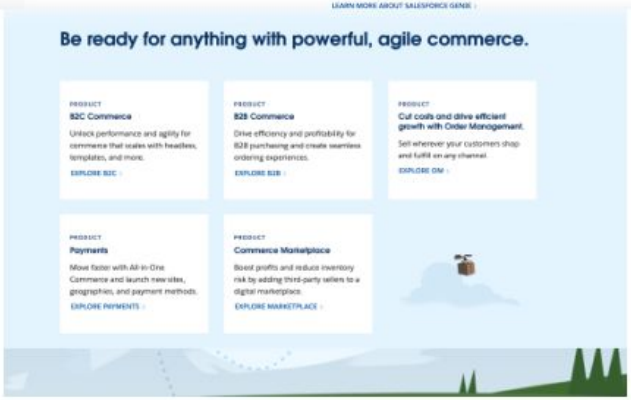
Takeaways:

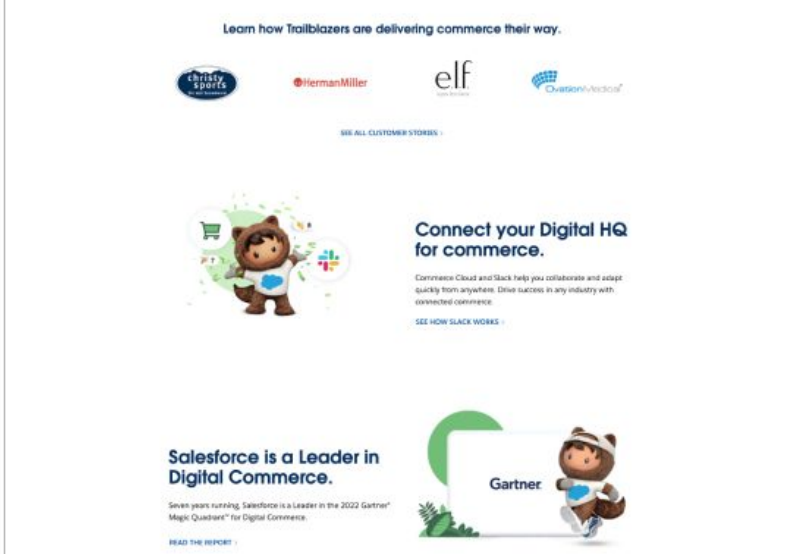
1. SFCC is under Product. Only one overview page.

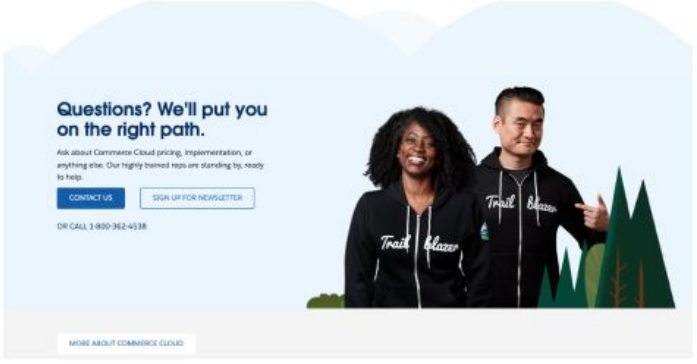
2. The overview page is on the side nav.

PRODUCT < COMMERCE CLOUD > OVERVIEW

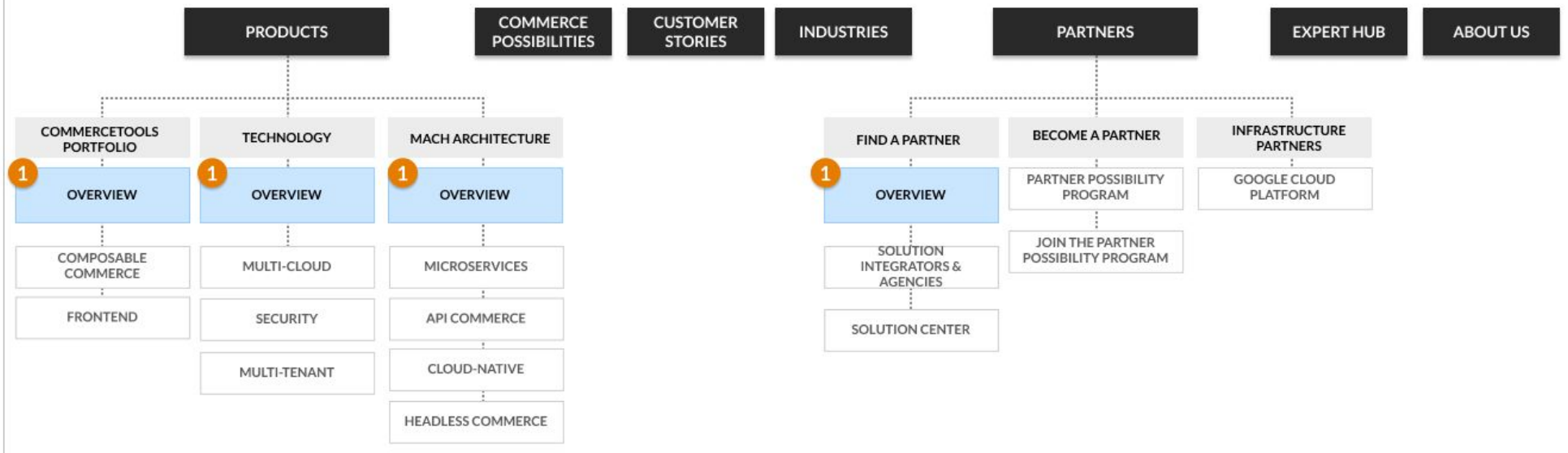


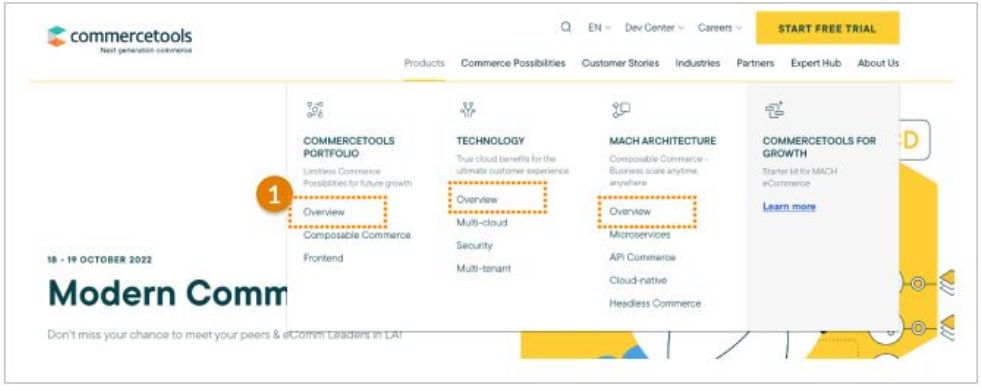


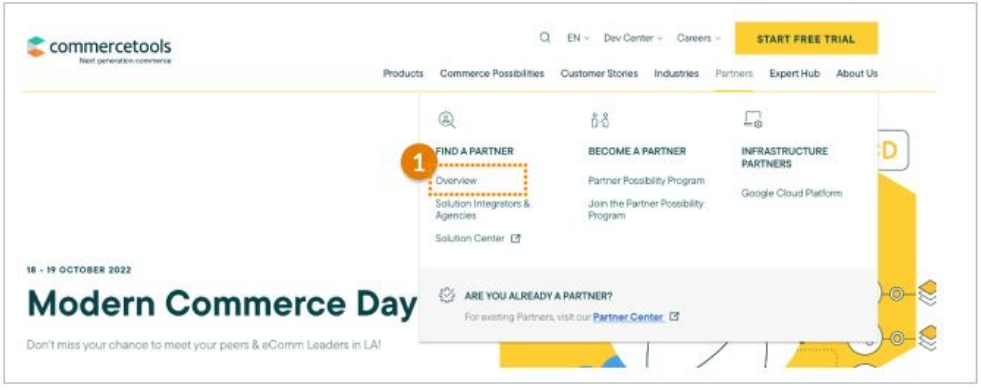




OVERVIEW STRUCTURE & LABEL



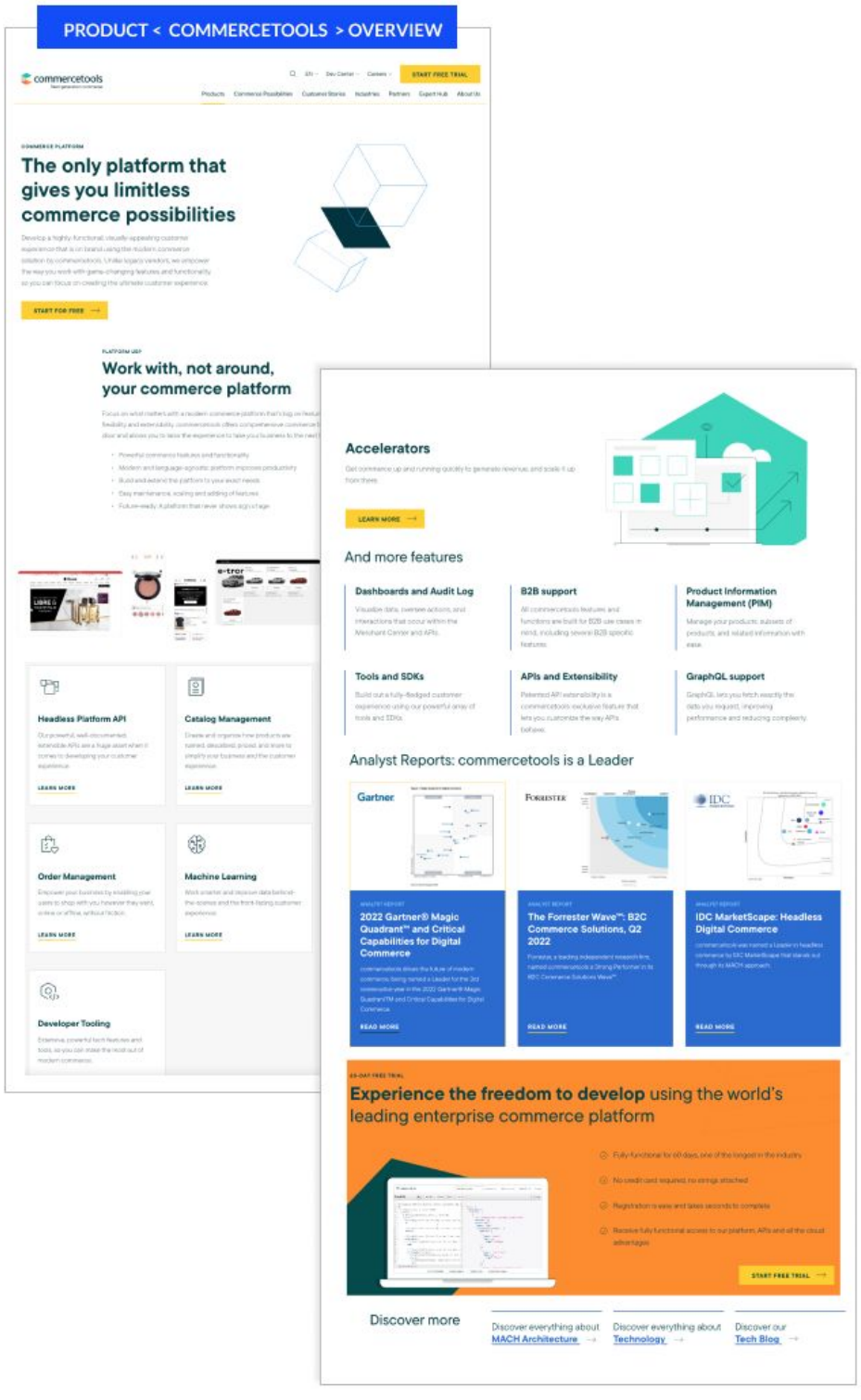




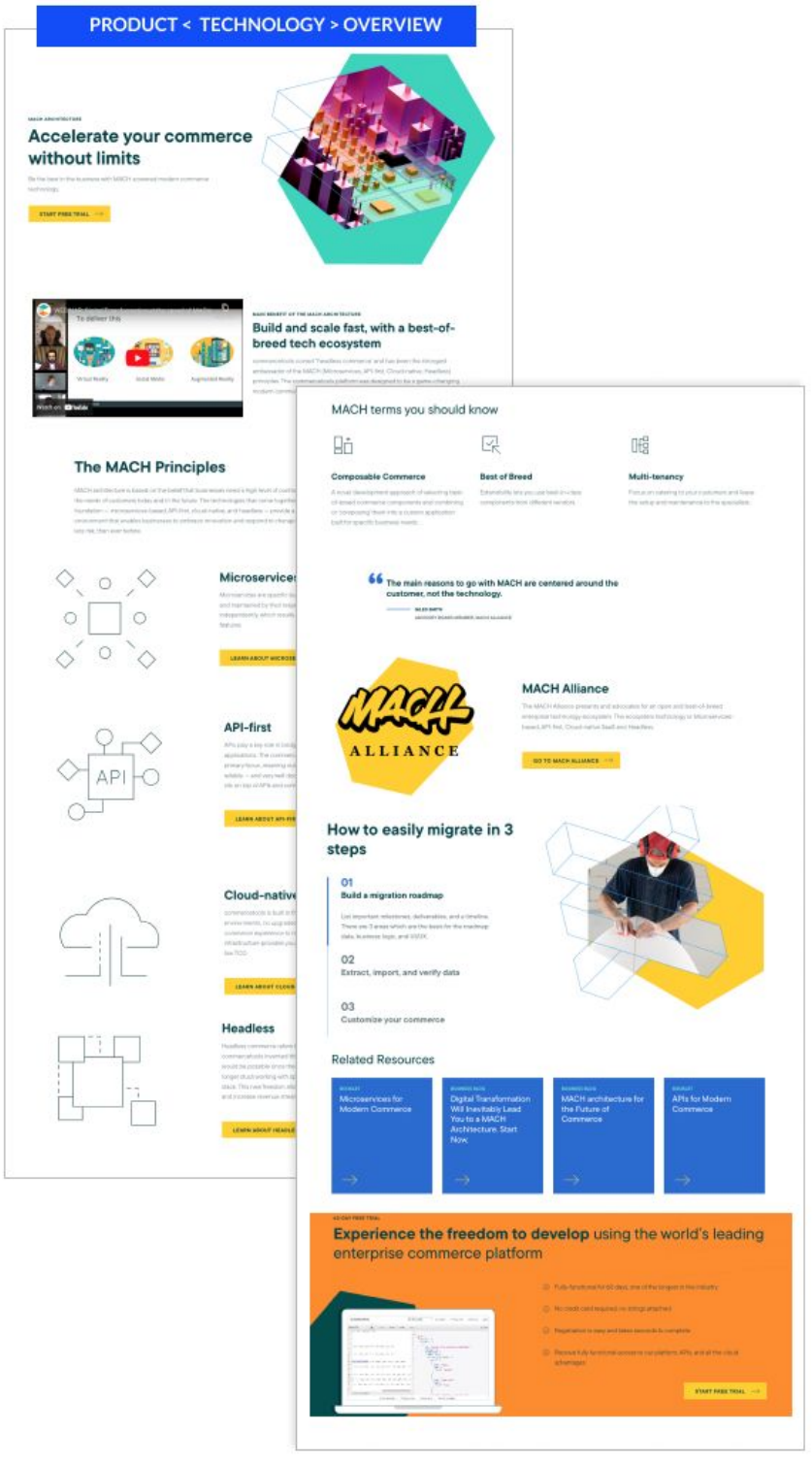
Takeaways:

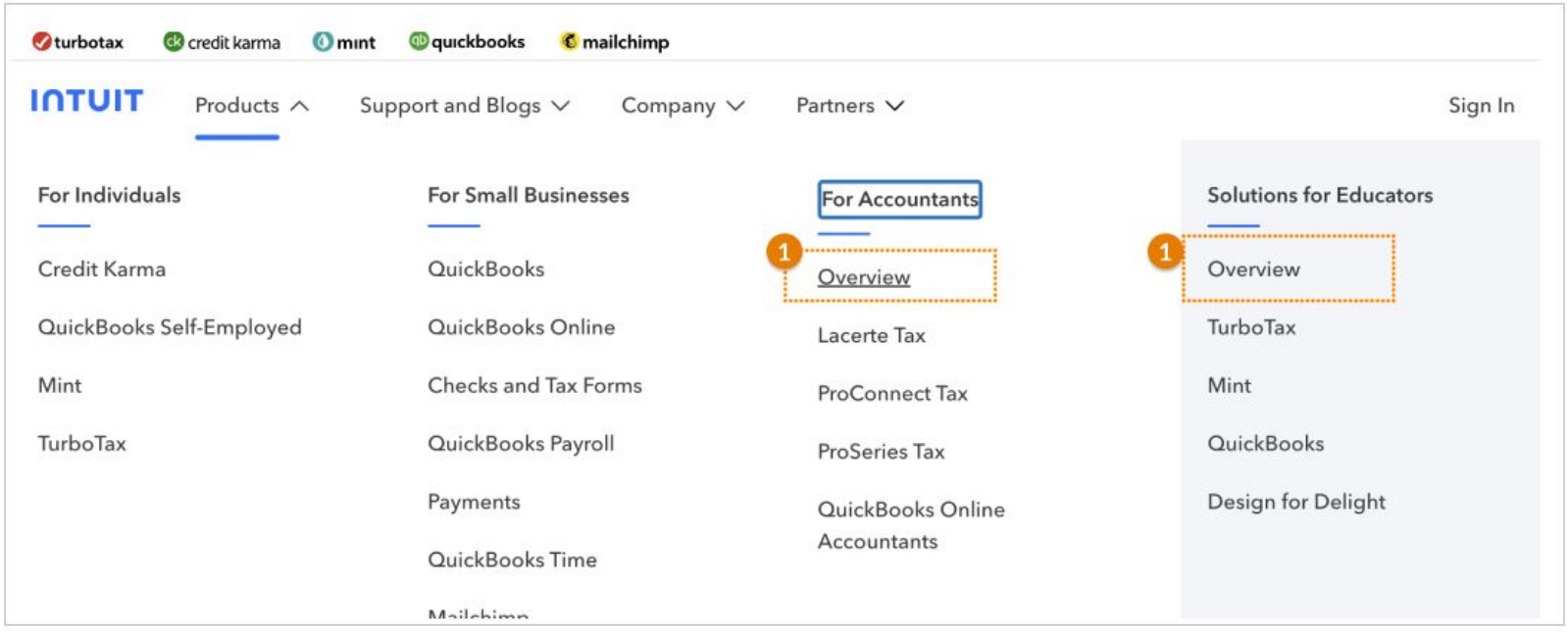
1. Using same labels for all overview pages.

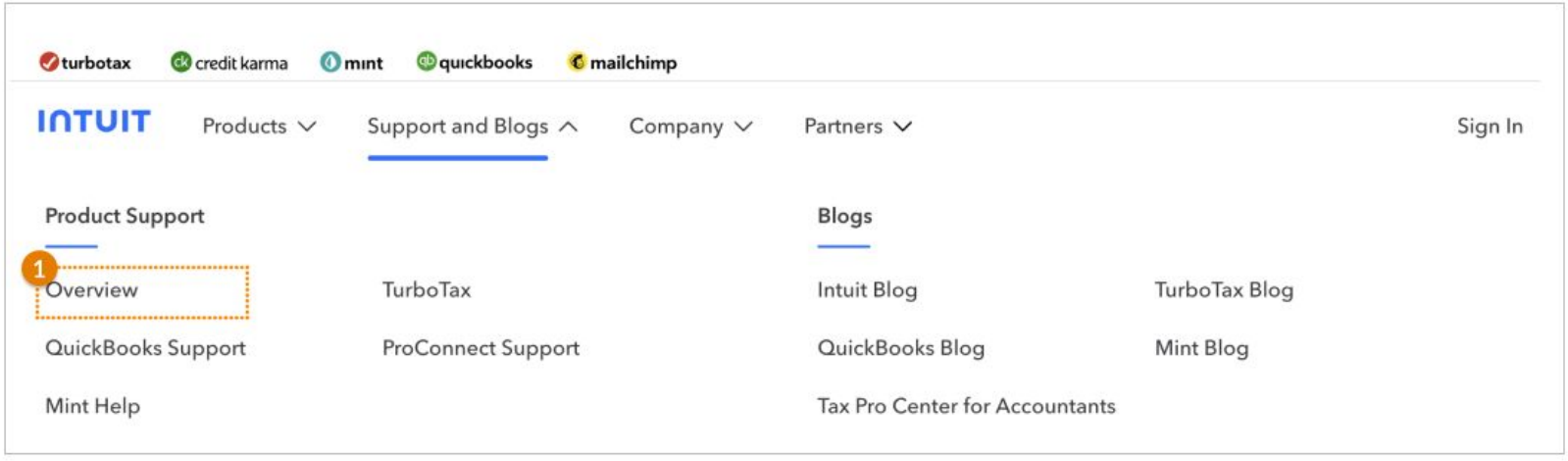
PRODUCT < COMMERCETOOLS > OVERVIEW

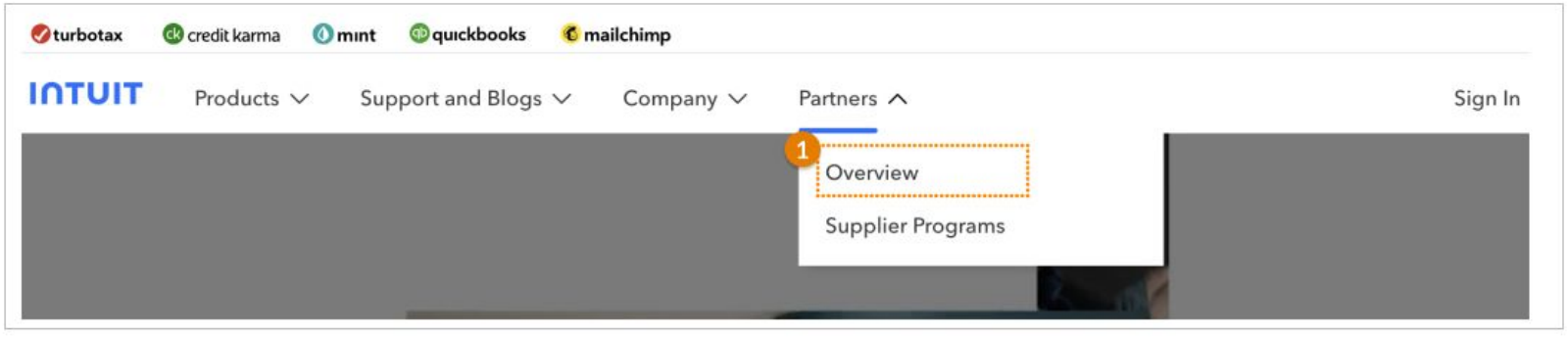


PRODUCT < TECHNOLOGY > OVERVIEW





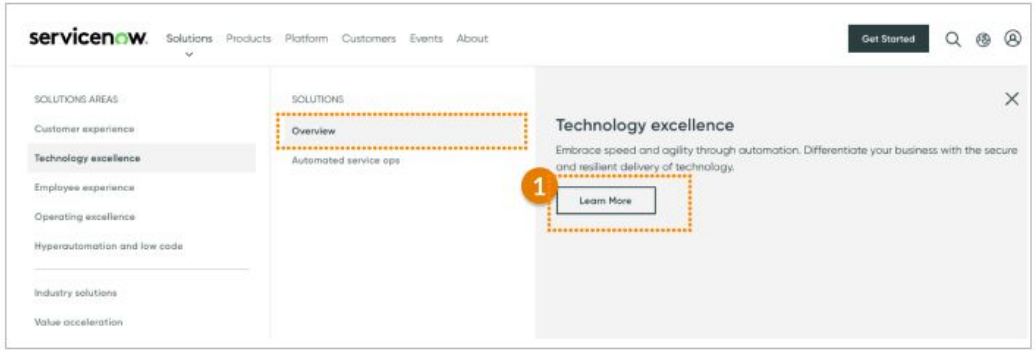


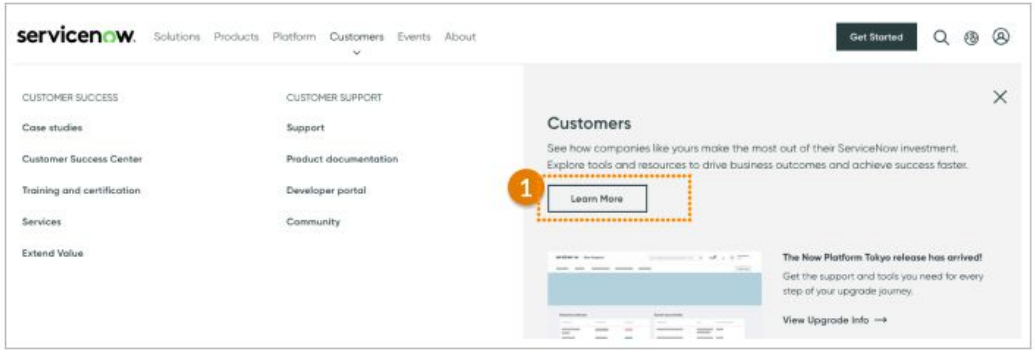


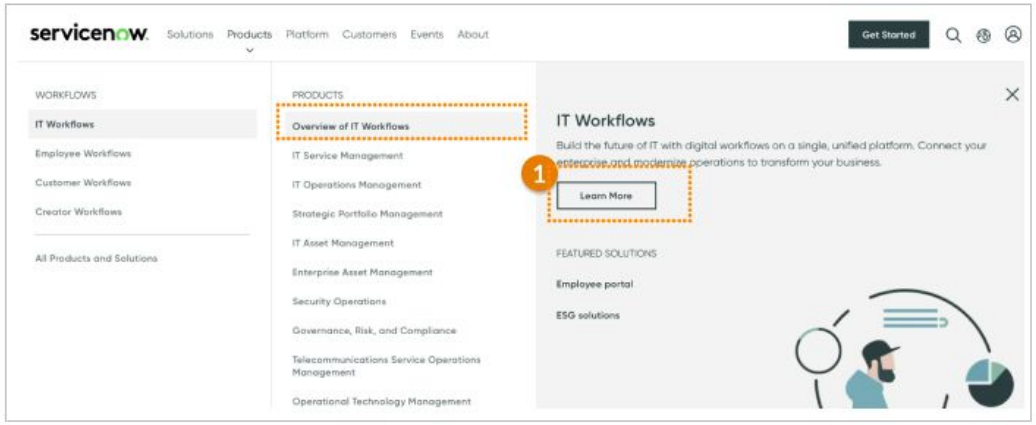
Takeaways:

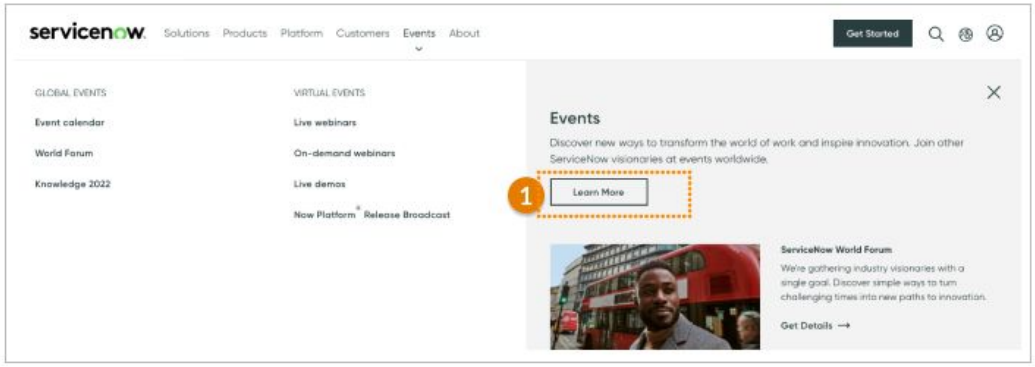
1. Don't include overview pages for all menus. Use same labels.

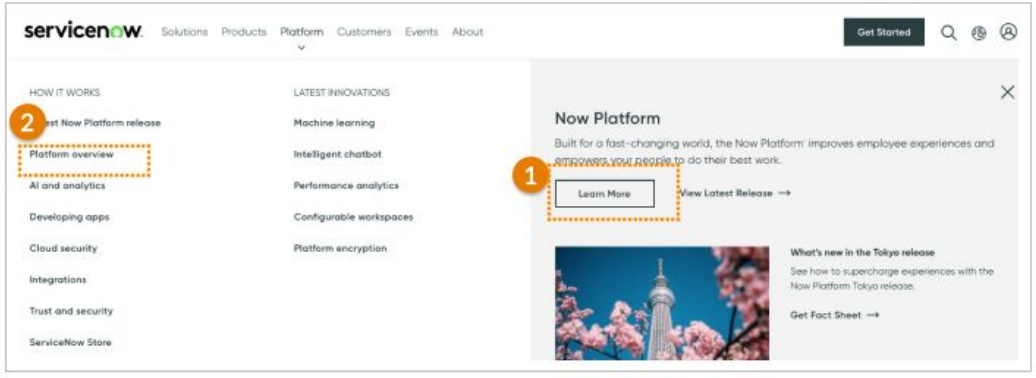
Servicenow SITE

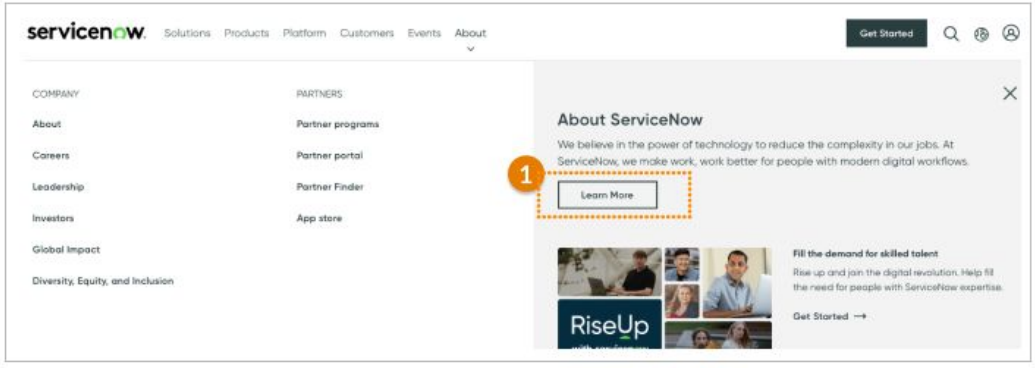












Takeaways:

1. Using “Learn More” CTA as overview page.

2. "Platform Overview" and "Learn More" go to the same page. Providing multiple options to go to the overview pages but it seems overwhelming.