

from the DealerOn Product Design Team

UX Case Study

Homepage Search Widget Configuration

Driving efficiencies for internal teams

Q4 2023 | Automotive

In this study

Learn how the Product Design team contributed to the Homepage Search Widget CMS Configuration project

The ask

Design a new screen with configuration options for the Homepage Search Widget to allow internal teams to make dealer-requested configuration adjustments to this widget more quickly

The research

Interviews with Design team members, analysis of Jira tickets, and discussions with the TNT product manager

The Product Manager presented the main inefficiency for our internal teams: Any edits to the Homepage Search Widget had to be custom coded by the Design team

The solution

Allowing Customer Support reps to make minor configuration adjustments dramatically cut down on the amount of time needed to make these updates

The outcome

72% reduction in Design team tickets related to Homepage Search Widget

Meet the Team



The Ask

Configuring the Homepage Search Widget

What

This project focused on **providing easy configuration options for the Homepage Search Widget**, making configuration updates faster and easier for our internal teams

Why

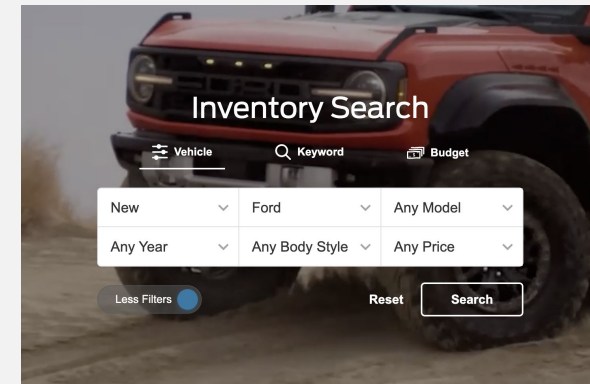
At the time the project kicked off, the Design team had to custom code any configuration change to the Homepage Search Widget, no matter how small. **Allowing Customer Support reps to make some config changes themselves would lessen the time it took for the edits to be made**, as well as take pressure off the Design team.

Solving this issue supported the organizational goal of **workflow efficiency for our support teams**

What is Homepage Search Widget?

Homepage search widget is the set of fields that appears on automotive site homepages, allowing visitors to quickly search for the vehicle of their choice.

The configuration options for this feature are housed in the CMS, in the Site Content area.



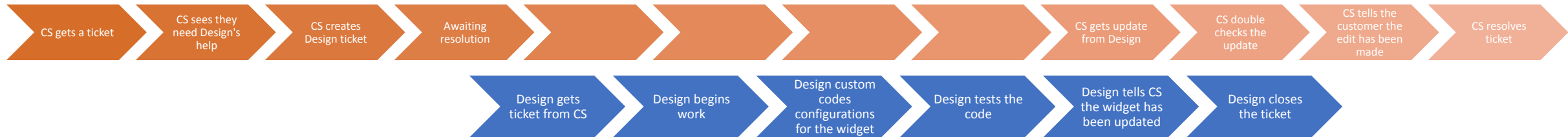
The Research

Uncovering process inefficiencies

Interviews, Jira tickets, and Product Manager Insights uncovered...

Interviews with Customer Support team members, analysis of Jira tickets, and discussions with the TNT product manager uncovered a source of inefficiencies for the Customer Support teams: **Customer Service reps needed to enter tickets with the Design team to get the data they needed to make any edit to a site's Homepage Search Widget.**

The workflow we wanted to refine



CS = Customer Support Team
Design = Design Team

Hypothesis

Allowing Customer Support reps to make configuration changes to the Homepage Search Widget would cut down on the number of tickets created for the Design team

The Solution

The right tools for the job

The revised workflow



CS = Customer Support

The new UI launched on Oct 2, 2023

12/21/2023

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Sierra Willenburg

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Ford Cosmos Demo (21468)

View Current Client Without Cache

Site Type: Franchise

21468 - Ford Cosmos Demo

View

Content Editor - (21468)

Page Name: Home Page URL: home.aspx Page Type: Platform Page

Home

Select Page

Export SEO

Edit Block 1 - Cosmos - Homepage Inventory Search Block

Change Block Type: Cosmos - Homepage Inventory Search Block

Save

LIVE PREVIEW: Active

Close

Search Widget Headline Options

Configure the widget's headline and subtitle in this section

Headline

Show Headline

Device Visibility

Both Desktop Mobile

Headline Text

Headline Text

Subtitle

Show Subtitle

Device Visibility

Both Desktop Mobile

Subtitle Text

Subtitle Text

Vehicle Tab

This is your first tab on the left

Active by default

Display Options

Hide Tab

Device Visibility

Both Desktop Mobile

Tab Display Text:

Vehicle

Primary Filter Options

By default, you are provided with the maximum number of fields which is six. Remove any unwanted fields by clicking on the "X" to the right of the Field Dropdown. You must have at least one field in the widget at all times, so "Vehicle Type" will be your fixed field. After adding a fourth field, please refer to the Additional Filter Options on the right.

Add Field

Reset Fields

Field

Vehicle Type

Required

Vehicle Type Value:

All

New

Used

Certified

Additional Filters Options

These options pertain to fields added after the third one, which will be displayed under the first row on your live site. They will allow for further customization to refine display and search options.

Show "More Filters" toggle

Expand Filters By Default

Device Visibility

Both Desktop Mobile

Field

Make

Required

Field

Model

Required

Inventory Options

Preset

Select an ODM preset to proactively set the inventory configuration based on ODM guidelines

Custom

Toggle

These toggles below will automatically generate custom DQL for you that will not be editable, but can be combined with additional custom DQL below.

New Vehicles:

Include New Vehicles

Include Dealer Makers Only

Used Vehicles:

Include Used Vehicles

Include Dealer Makers Only

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On-boarding

Making teams aware of the new screen and the new workflow was a key piece of the project's success.

To ensure feature adoption, folks from PM, PMM, and Training worked to get on-boarding tools in place before launch.

A Lessonly was provided in tandem with the configuration screen roll-out so the Customer Support team could train on the use of the new UI

The Outcome

Enabling efficiency

72% reduction in Design team tickets related to Homepage Search Widget

In the month of October , the configuration screen was visited 149 times

Over the course of October, only 15 Design tickets were created relating to the Homepage Search Widget – a 72% reduction over the prior month.

[View the Reports](#)

Thank you