

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

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**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

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## The research

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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

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## The solution

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

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## 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

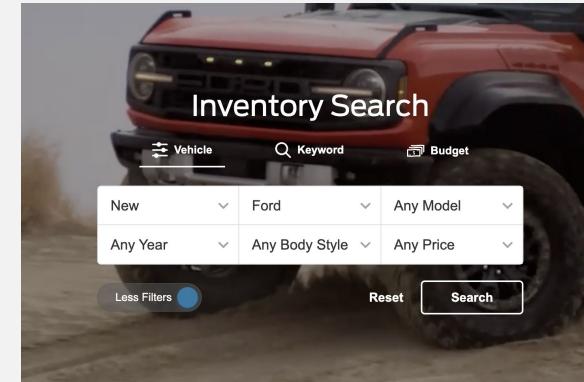
At the time the project kicked off, the Design team had to custom code any configuration change to the Homepage Search Widget, no matter how small. **Allowing Customer Support reps to make some config changes themselves would lessen the time it took for the edits to be made**, as well as take pressure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



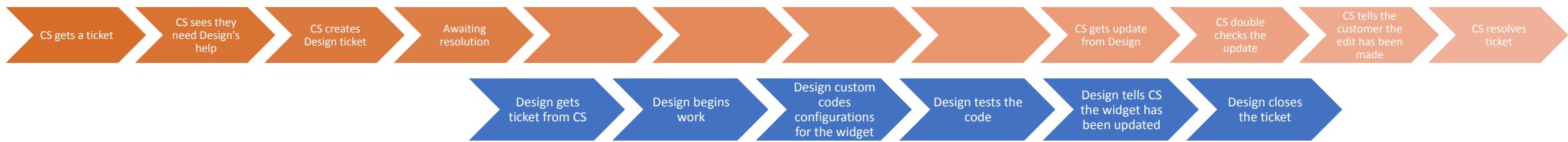
# The Research

## 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

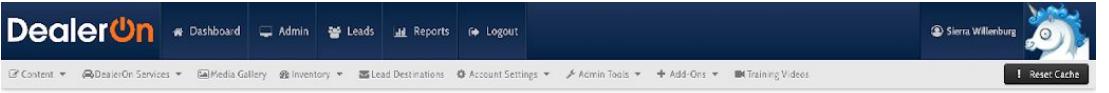
# The revised workflow



CS = Customer Support

# The new UI launched on Oct 2, 2023

12/21/2023



Ford Cosmos Demo (21468) [View Current Client Without Cache](#)

Site Type: Franchise

21468 - Ford Cosmos Demo

## Content Editor - (21468)

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

Home Export SEO

Edit Block 1 - Cosmos - Homepage Inventory Search Block

Change Block Type: Cosmos - Homepage Inventory Set

### Search Widget Headline Options

Configure the widget's headline and subtitle in this section

#### Headline

This headline uses the H2 tag.

Max Character Count = 60 characters.

#### Show Headline

Device Visibility

Both  Desktop  Mobile

#### Headline Text

Headline Text

#### Subtitle

This headline uses the p tag.

Max Character Count = 60 characters.

Use {{COUNT#}} or {{ANIMATEDCOUNT#}} in addition to standard dealer replacement codes.

Example:  
{{ANIMATEDCOUNT#}} Vehicles Available

#### Show Subtitle

Device Visibility

Both  Desktop  Mobile

#### Subtitle Text

{{COUNT#}} Vehicles

### 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

93 characters left

#### Primary Filter Options

By default, you are provided with the maximum number of fields which is 4. 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 dropdown 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

#### Field

Make

Required

#### Field

Model

Required

#### 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

### Inventory Options

#### Preset

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

Custom

#### Toggle

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

#### New Vehicles:

Include New Vehicles

Used Vehicles:

Include Used Vehicles

Include Dealer Makers Only

# 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