

Evaluation of PATHWAYS

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Outline



- Analysis
- Findings
- Recommendations

Analysis



Two methods:

- ▣ Contextual Inquiry
- ▣ Heuristic Evaluation

Findings



- The terms and vocabulary employed on the site are intuitive to experienced users, but pose a difficulty for new and intermediate users.
- Due in part to the vocabulary problem noted above, the search feature is deemed unhelpful by some users for finding information.
- Although the visual design of the portal is minimalistic, the layout of the information makes it difficult to find relevant information and results in information overload for users



PATHWAYS

- My Pathways**
- Sales
- Service
- Parts
- Dealer Dev
- Finance
- Advertising
- Support
- Safety
- Systems
- Training
- Signature Pro

- AG/Combo Service
- Assist Tools for Service ADVISOR™
- Bulletins
- CCE Service
- Customer Support
- Forms
- Hot Service Issues
- JDAim
- John Deere Awards Management
- Marketing Service Times
- Marketing Tools
- New Model Qualification Process
- OEM Engine Applications
- Product Information
- Reports
- Rewards
- Service Assistance
- Tell The Customer
- Warranty

All Service Favorites Expand All | C

- Assist Tools for Service ADVISOR™ - Machine Warranty ✕
- Product Information - AG Product Improvement Programs (PIP) Bulletins ✕
- OEM Engine Applications - Engine Product Support Bulletins ✕
- TJ Bulletins ✕
- Customer Support - Ready To Mow ✕
- OEM Engine Applications - OEM Engine Registration ✕
- PIP Reports ✕
- Management - Technical Manual Translation Status ✕
- Assist Tools for Service ADVISOR™ - SIS Main Page ✕
- Customer Support - All-Makes Business Operations ✕
- Assist Tools for Service ADVISOR™ - StellarSupport (AMS) ✕
- OEM Engine Applications - Diesel Engine Guide ✕
- Condition Based Maintenance - HiCheck Oil ✕
- Product Information - Unloading Information ✕

Service Announcements

Tuesday, November 13, 2007
CCE Service : What's New.

All Service Links

- AG/Combo Service +
- "What's New?" +
- Assist Tools for Service ADVISOR™ +
- AG Field Installation Instructions +
- CCE Field Installation Instructions +
- DTAC for Parts & Service +
- John Deere Custom Performance™ (Software Delivery System) +
- Machine Configuration +
- Machine PIP Information +
- Machine Warranty ✓
- On-Line Training +
- SIS Main page ✓
- Service ADVISOR™ Information +
- StellarSupport - Ag Management Solutions (AMS) ✓
- Utilization Self-Evaluation Tool +
- WIN Main page +
- Web Parts Catalog +
- New Model Qualification Process +
- CF NMQ Information +
- CWP Bulletins +
- CWP NMQ Information +
- Hitachi NMQ Information +
- TJ NMQ Information +
- OEM Engine Applications +
- Diesel Engine Guide ✓
- Distribution Map Directory +
- Engine Product Support Bulletins ✓
- OEM Customer Applications +
- OEM Engine Locator +
- OEM Engine Registration ✓
- Option Codes for OEM Engines +
- Universal PST Installation Instructions +
- Universal Parameter Setup Tool Software +
- Product Information +

Recommendations



- Improve on what information is shown on the site.
- Improve on how the information is displayed

Recommender Generated Information

Place search at top of each page to provide a quick way to find information

The stars represent ratings of the relevance of these results by users with similar profiles to the current user – the comparison is based on the information gathered by the recommender system.

Place favorites in a slide-in/slide-out box to reduce screen clutter

The screenshot displays the John Deere Pathways website interface. At the top, there is a navigation bar with links for Dealer Menu, Sign On/Off, Setup, All Ag, CCE, CF, CWP, HIT, and TJ. A search bar is located on the right side of this bar. Below the navigation bar, the John Deere logo and the word "PATHWAYS" are visible. A left sidebar contains a list of navigation options: My Pathways, Sales, Service, Parts, Dealer Dev, Finance, and Advertising. Under "Service", there are sub-links for AG/Combo Service, Assist Tools for Service ADVISOR™, Bulletins, CCE Service, Customer Support, Forms, Hot Service Issues, JDAim, John Deere Awards Management, Marketing Service Times, Marketing Tools, New Model Qualification Process, OEM Engine Applications, Product Information, Reports, Rewards, Service Assistance, Tell The Customer, and Warranty. The main content area features a search box with the text "Enter Keyword(s): parker holes dimensions". Below the search box, there are three search results: "Parker Assemblies" with a 4-star rating, "Hole fabrication guide" with a 3-star rating, and "2007 Texas Crop Hail Rates" with a 1-star rating. Below the search results, there is a "Service Announcements" section with a date of Friday, September 28, 2007, and a link for "CCE Service : What's New.". Below that is a "Growing a Profitable Service/Parts Department" announcement with a "Details" link. At the bottom, there is an "All Service Links" section with expand/collapse controls. The links are organized into two columns: AG/Combo Service, "What's New?", Assist Tools for Service ADVISOR™, AG Field Installation Instructions, CCE Field Installation Instructions, DTAC for Parts & Service, John Deere Custom Performance™ (Software Delivery System), Machine Configuration, Machine PIP Information, Machine Warranty, New Model Qualification Process, CF NMQ Information, CWP Bulletins, CWP NMQ Information, Hitachi NMQ Information, TJ NMQ Information, OEM Engine Applications, Diesel Engine Guide, and Distribution Map Directory. On the right side, a "Favorites" sidebar is visible, containing links for AG Field Ins, CCE Field Int, Diesel Engine, Distribution, and CF NMQ Infor.

Presenting the Information

Feedback Site Map WebHelpR Help Dealer Menu Sign On/Off Setup All Ag

PATHWAYS

My Pathways Sales **Service** Parts Dealer Dev Finance Advertising Support Safety Systems Trainin

AG/Combo Service
Assist Tools for Service
ADV
Bulle
CCE
Cust
Form
Hot Service Issues
JDAim
John Deere Awards
Management
Marketing Service Times
Marketing Tools
New Model Qualification Process
OEM Engine Applications
Product Information
Reports
Rewards
Service Assistance
Tell The Customer
Warranty

All Service Favorites

- Tools for Service ADVISOR™ - Machine Warranty ×
- Product Information - AG Product Improvement Programs (PIP) ×
- Engine Applications - Engine Product Support Bulletins ×
- Customer Support - Ready To Mow ×
- Engine Applications - OEM Engine Registration ×
- PIP Reports ×
- Management - Technical Manual Translation Status ×

Service Announcements

Friday, September 28, 2007

CCE Service : What's New.

Growing a Profitable Service/Parts Department : Product Support training for 2008 features a hand Training". **Details**

All Service Links

- AG/Combo Service +
- "What's New?" +
- Assist Tools for Service ADVISOR™ +
- AG Field Installation Instructions +
- CCE Field Installation Instructions +
- DTAC for Parts & Service +
- John Deere Custom Performance™ (Software Delivery System) +
- Machine Configuration +
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- Hitachi NMQ Inform
- TJ NMQ Informatio
- OEM Engine Applic
- Diesel Engine Guid
- Distribution Map Di
- Engine Product Su

Using <abbr> & <acronym> tags will help better define acronyms and abbreviations

Summary



- **Goal**

- Improve information access for users of Pathways

- **Solution:**

- Recommender system that provides relevant information based on users' access patterns
- Visual changes to improve readability and findability