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# Discovery Research Methodology

- Relevant Examples for Key Principles
- Competitive Review
- Google Analytics Analysis
- Stakeholder Interviews
- Usability Testing on the Current Site



# Overarching Principles

## Descriptions

### Personalize the experience ▶▶

- Site meets user's needs and commitment levels
- Provides self segmentation

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### Understand market conditions ▶▶

- Demonstrates local threats and solutions
- Increases trust by providing credible information

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### Be brand relevant ▶▶

- Aligns with brand strategy
- Advances the brand proposition

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### Engage the consumer ▶▶

- Provides a dynamic, stimulating, immersive experience
- Solutions developed based on user's input

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### Make it shareable ▶▶

- Content provider, including channels to share info
- Extends into channels beyond the .com

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### Be device agnostic ▶▶

- Content adapts to any screen size





Terminix.com Redesign Strategy Brief

WHAT’S THE BRAND POV? You have the power to control pests. Use it.  
WHAT’S THE BRAND PERSONA? Expert, Relentless, Hard-working, Innovative, Empathetic

Why are we building a website?

The goal of redesigning Terminix.com is to make Terminix easier to shop online and do business with overall, thereby deepening our relationship with potential and current customers. Guiding users through the site via intuitive paths, providing comprehensive information on both pest threats and solutions and reinforcing our brand positioning will begin to build a relationship with our users. In turn, this will build trust and confidence in our brand, our product offerings and our customer service experience. Terminix provides a sense of control for an otherwise unsettling problem.

Who are we talking to?

Educated homeowners with a female skew. Compared to our offline consumer, she is slightly younger and slightly more affluent with a higher education level, greater household income, larger home and higher home value. She is active online – at work, at home and on-the-go. She understands that taking care of her family is part of her job and will look for ways to streamline these activities in her everyday life. She uses her time on the web to visit social media sites, pay bills, watch videos, browse blogs, research real estate information and seek out parenting information. She knows what she's looking for online and expects to find it quickly as she leads a busy life, playing the role of both COO & CWO of her house. She knows that termites cause damage and that pests are a threat, but she may not realize the severity of that threat in order to be as proactive as she should be.

What are the key user paths to consider?

There are 2 user paths that the website should actively engage. Users may switch between paths as they progress through the purchase cycle.

Product Researchers/Explorers	Shoppers/Comparers
At the top of the purchase funnel. A recent experience (saw a pest, neighbors had an infestation, new home, etc.) has caused them to consider the category. They are researching what they have, why they have it and how to get rid of it. They have a specific goal in mind, but not a specific product. They are browsing with a purpose and want to understand the threat they are faced with in order to find a solution. They look for information that will make them confident in their choice.	Further down the purchase funnel and require less education about the threat. They are looking to understand what aspects and offerings set Terminix apart from the competition and expect to find this information as quickly and easily as possible. They know the criteria on which they will base their decision, seek information to match against those criteria and will purchase when they are confident they have found the right service, from the right company, at the right value. They rely on other consumers' reviews as a compass to gain insight into a brand. They also seek out, and are willing to pay a premium for, great customer service and a better experience.

What do they currently think?

“I’m not sure that I need to be proactive against pests – or against termites, which are just a type of pest, right? I simply want to understand my problem and get it solved. And without hassle. I turn to established, trusted companies to see what’s available and look for information that helps me feel confident that I understand the problem and therefore, the solution.”

“There are a lot of off-the-shelf products and local pest control companies out there. It’s hard to tell if an off-the-shelf product will provide actual results with minimal effort. If I choose a service, I think the local companies might know my local pest threats better and have lower prices, but I’m not sure how trustworthy or knowledgeable they are. I’ll be ready to purchase when I find the right services I need, at the right value, from a company I can trust.”

What do we want them to think?

“Wow, I never realized just how devastating pest & termites could be to my home. The comprehensive knowledge at Terminix.com really helped me understand my home’s threat, but they presented information in a helpful manner and provided clear solutions for me to consider, which made me a smarter shopper. I now understand that I need to be proactive against the pest & termite threat and that ongoing service from Terminix is the best option for me.”

What are they currently experiencing?

Users are currently experiencing a site that feels jumbled and a bit disorienting. Users are met with sales and discount information before they enter an intuitive path to review helpful problem/solution information within the site. Users seem to discount the more generic landing pages as they do not provide a good grasp of the depth of information held within that section of Terminix.com. Unclear navigation makes discovering the useful information they are craving difficult. These various aspects drive users to bounce in and out of different sections, which cause them to get lost down rabbit holes without clear paths back.

What do we want them to experience?

A personalized and engaging website that allows them to self-segment through clear and purposeful paths. The website should be intuitively organized and immediately present our depth of information in a comprehensive and helpful manner. Details about Terminix product offerings and the benefits of ongoing service should be front and center to communicate the brand difference. Ultimately, the site should compel users to contact Terminix through clear and transparent calls to action but not force them into a path they are not ready for.

How can we make the experience possible?

- Present comprehensive landing pages for product segments with clearly defined categories and navigation
- Provide detailed descriptions and key information that clearly explain how solutions directly answer their problems
- Become a resource and build ongoing engagement by highlighting educational and interesting content
- Provide transparency around pricing, offerings and proactive protection
- Bring forward the value proposition of ongoing Terminix service
- Clearly present the added value of the Terminix customer experience both online and offline
- Present third-party reviews to increase credibility/trust

What is the single most persuasive idea?

Terminix delivers an experience that makes it easy for you to proactively protect your home against the threat of pests and termites.

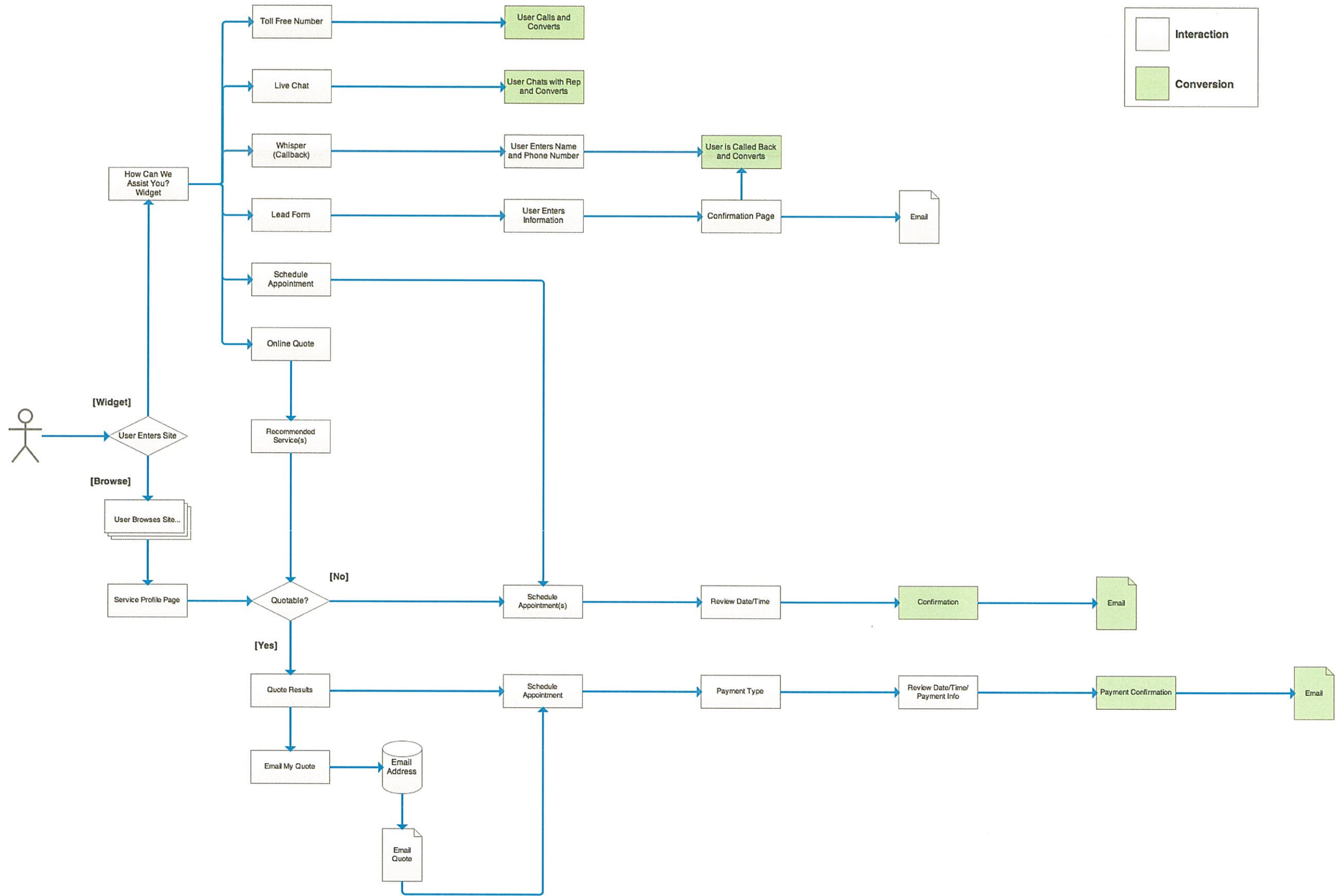
What is the vision for the site?

An adaptive and personally relevant experience that reinforces Terminix as the trusted expert delivering proactive protection and exceptional customer experience. The online experience should empower users to be smart shoppers and ultimately result in higher conversion and strong brand advocacy.

Considerations:

- Current Customers: The website should be engaging to current customers, who will be a key target for cross-sell & up-sell opportunities, future category innovations and retention goals.
- Website must be scalable for product innovation pipeline.









# Discovery Phase Key Takeaways & Suggested Changes

## Key Themes for Increasing Ease of Use

- Give users information as it pertains to their local area and their personal needs
- Explain the problem thoroughly
- Provide a solution and a projected result to their problem
- Be transparent throughout the process to build understanding, confidence and trust
- Prepare users for making confident conversion decisions by clearly defining the process

### 1 Tone of Voice

- Users felt that website was too sales-y with an overwhelming push to convert before they were ready

### 2 Terminix.com Site Architecture

- Users were disoriented and dissatisfied by the site's architecture, flow between sections, and repetitive content amongst sections
- Users had trouble finding information
- Users were confused when they discovered information that was repetitive

### 3 Terminix.com Content

- Upon initial exploration, users were unaware that the website contained as much useful research information as it does. Only upon prompting users to do specific tasks did they discover the extent of information and how helpful that information was
- Users felt pushed to convert before they were presented with problem or solution information
- Users want more information about services, and they want it presented in a more engaging manner
- Usability testing revealed that Learning Center content, while informative, is not as engaging, personalized or localized as it could be

### 4 Conversion Paths

- Users misunderstood calls to action (CTA) that led to the conversion paths
- Users did not understand why they were not able to get a quote online




# Site Strategy

## User-Defined Experience

- Reveals a wealth of information immediately
- Progresses users through the stages of the purchase funnel and allows conversion at any stage
- User manages the experience based upon product need and level of engagement







Gracie Brown,  
Shopper with Problem

**Her Story:**

Gracie Brown is an accountant at a medium-sized company. She is 54, married, and has a 16-year-old daughter. Her day is usually filled with work, dinner and home duties that vary slightly from day to day. She has recently noticed a trail of ants in her kitchen and is not sure where they are coming from. Though she uses different off-the-shelf, DIY products, she is thinking of using a pest control service instead. Gracie wants to compare companies and consider the benefits over her present control methods.

Her Concerns:

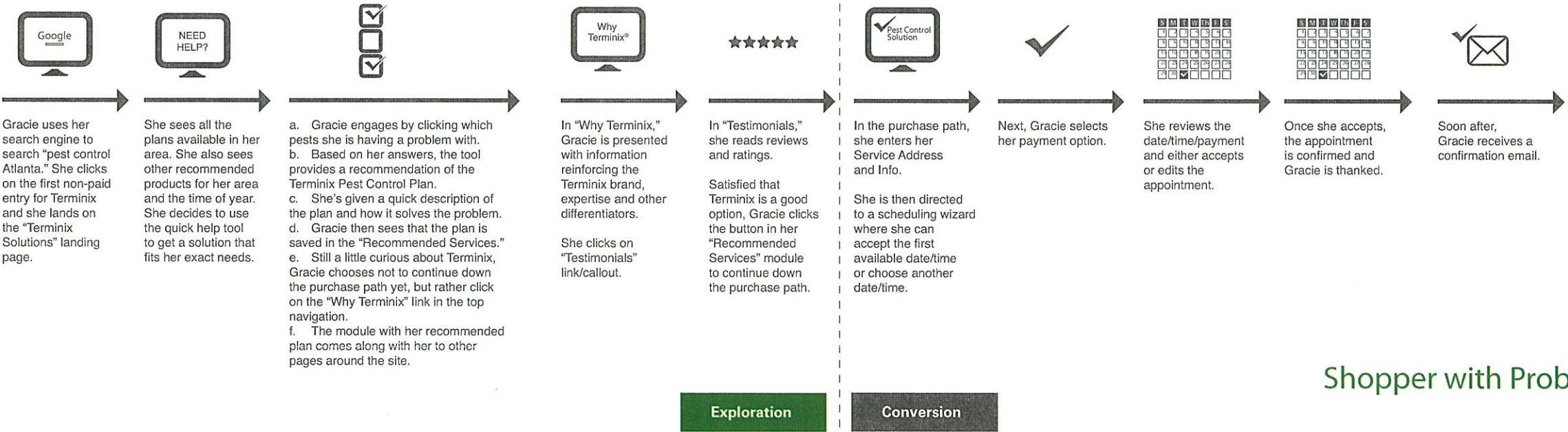
1. What product is best for me? What are the benefits and product choices?
2. How does it work? What if it does not work?
3. How easy is the service?
4. Why should I choose Terminix? Can I trust the people coming to my home?
5. When can they come? How can I schedule an appointment?
6. Can I cancel the service at any time?

Expected Behavior:


Gracie would search for local pest control companies on Google. On each company's site, she focuses on high-level information for the service plans. If she feels comfortable and trusts the brand, she is more likely to purchase. Reliability and ease of use is a big concern for her. The "HomeXposed" multimedia tool is helpful in providing information about other pests she may not have been aware of.

Our Business Need:

- Our online strategy for the "Shopper" profile has four key components:
1. Make it easy for her to find and compare services on a single page.
  2. Allow shoppers to navigate between product-oriented content and company-oriented content.
  3. Converting the user is a balancing act of how much information is enough to make an informed decision in a single shopping session.
  4. Capture enough information to follow up with her to continue to market our services.



Shopper with Problem



Andrew Green,  
Researcher

**His Story:**

Andrew is 43 years old, married, and a father of three. He has used local companies in the past to manage pest control needs but has lately resorted to using off-the-shelf, DIY solutions. Recently, he has been concerned that his home might be at risk for termites, as his neighbor has had outbreaks. He's seen the hassle his neighbor has gone through—working with a professional company to get rid of the termites and also a contractor to assess the damage to his home.

Not knowing much about termites, he turns to Terminix because he has seen their trucks in the neighborhood. He suspects they would be a reputable and knowledgeable source of information to find out if his home is at risk for termites.

His Concerns:

- What are termites and their habits?
- What kind of damage can they cause?
- How concerned should I be?
- Can I treat them on my own or do I need professional help?
- How much will it cost me? Are there payment plans? Can I pay online?
- Is there something I can do to prevent having to worry about them in the future?

Expected Behavior:

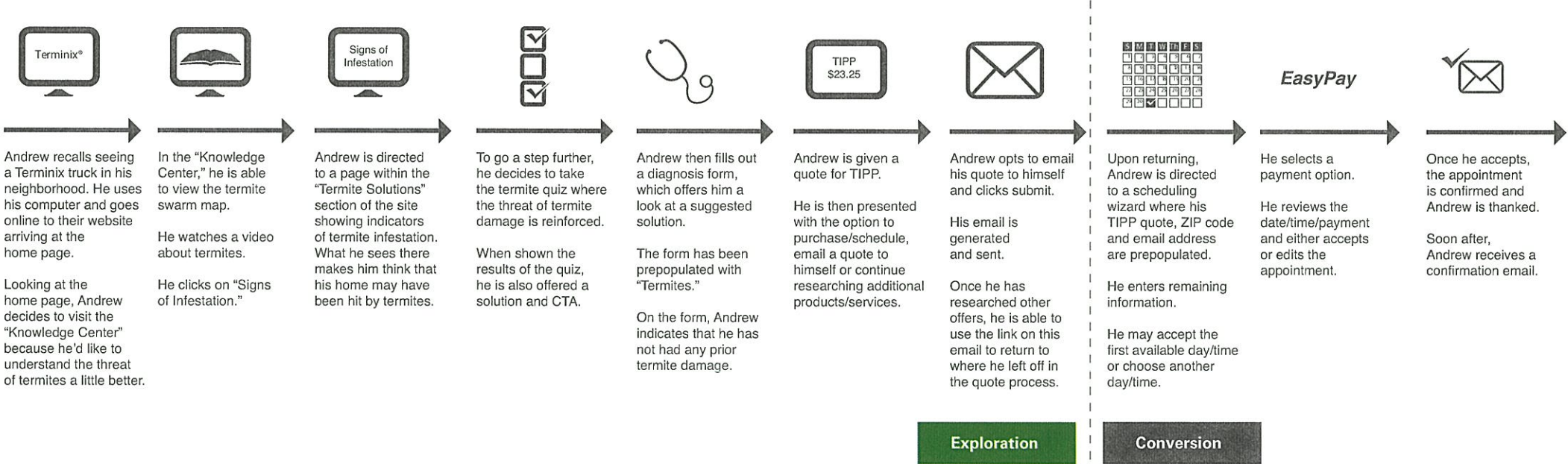
Andrew would start on the home page, but would quickly drill down to the "Termite" Landing Page. His primary interest is to find much needed information quickly and assess the situation. He is primarily researching termites and where they may be found in his home.

As a researcher he is expected to go deeper into the site to read termite-related articles and watch the termite-related videos. Though because he has an immediate concern, we anticipate finding the right information will transition him into a shopper with an opportunity to convert and make a purchase.

Our Business Need:

Our online strategy for the "Researcher" profile has three key components:

- Make it easy for users to find and navigate termite-related content, while presenting an easy path to get a quote or schedule and evaluation.
- Attempt to convert the user to purchase now.
- Capture enough information to follow up with him to continue to market our services.



Researcher





Jean Simmons,  
Proactive Hot Lead

**Her Story:**

Jean Simmons is a 37-year-old, stay-at-home mom. She has two kids – Jake, 6 and Jane, 6. While the kids are in school, Jean stays busy with household chores, which includes walking their family dog, Wylie, around the block once a day.

On her way out to a walk with Wylie the other day, Jean saw a few bugs in the backyard. Though they were not necessarily close to the house, nor has she seen any inside her home, she does have a concern. She wants to get ahead of any issues before they become problems.

In the past, Jean used a local company to take care of her pest control needs. But after a year of service, she and her husband decided to let the contract expire. She now is looking to start another contract and has compared prices of different services. Jean's neighbor uses Terminix and has been happy with them, so she has decided to look further into the company as she makes her final decision on who she will sign a contract with.

She uses Google to find the Terminix website. She sees the listing on the results page and clicks through to the Terminix site.

Her Concerns:

- 1. How quickly can someone get out to my house?
- 2. How much does service cost?
- 3. How does it work?

Expected Behavior:

As a Hot Lead the purchasing process should be straightforward with only a few clicks to access basic, high-level information about the service and what to expect.

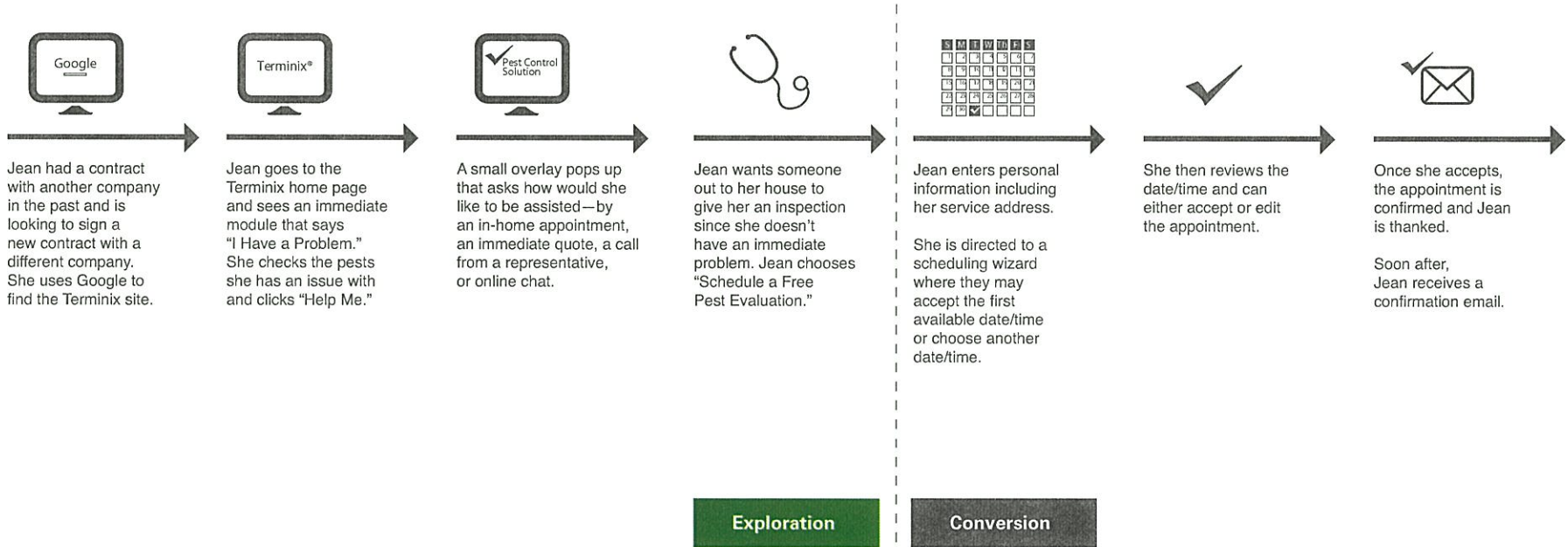
In the purchase path the purchasing option should be very clear, as the path is not designed for this profile type to do much drill-down on researching problems or solutions.

Our Business Need:

Our basic responsibility is to provide just enough information to:

- 1. Inspire trust and confidence
- 2. Position us as the expert
- 3. Be easy to use

Information should be immediately accessible at a high-level of the site, with clear calls to action and opportunities to purchase.



Proactive Hot Lead

## User-Defined Experience

- Reveals a wealth of information immediately
- Progresses users through the stages of the purchase funnel and allows conversion at any stage
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Call to speak with a professional: 1-866-319-6147

Residential | Commercial



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Change Service Address  
Refer a Friend  
My Local Branch

Customer Support

Call 1-866-319-6147 to speak with a Terminix Sales Representative. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sit amet dui elit, eu mattis sapien. Duis ligula odio, tempor at vehicula at, posuere vitae elit.

Contact Terminix Customer Support

First Name

Last Name

Email Address

Phone Number XXX-XXX-XXXX

Select Subject

ZIP Code: 75093

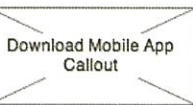
Submit

Lorem Ipsum

Change Service Address  
Refer a Friend  
Terminix Solutions

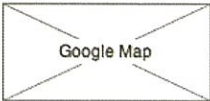
Lorem Ipsum

Lorem ipsum dolor sit amet...



Download Mobile App

My Local Branch - 75093



Terminix Branch #123  
123 E. West St.  
Anytown, TX 75093

Phone: 214-555-1234  
Fax: 214-555-4321

View Branch Profile

Corporate Headquarters

860 Ridge Lake Boulevard  
Memphis, TN 38120

Customer Service

Phone: 1-800-TERMINIX  
Email: terminixcares@terminix.com

Investor Relations

The ServiceMaster Co.  
Investor Relations Dept.  
860 Ridge Lake Blvd  
Memphis, TN 38120

Email: investorrelations@ServiceMaster.com

Media-related inquiries

Heather Wilson:  
Email: Heather.Wilson@ServiceMaster.com

Allison Boyle:  
Email: Allison.Boyle@ServiceMaster.com

Online Press Room

Current ZIP Code: 75093

My Local Branch: Anytown, TX

Manage My Account

Username

Password

Forgot Password?

Log In

Live Chat is Available

Request A Quote

Our Most Popular Services

Lorem ipsum dolor sit amet, consectetur piscing elit.

Quarterly Pest Control

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis placerat erat vel orci. [Read More...](#)

From \$29.99 per Month [Buy Now](#)

Request A Quote

Free Termite Inspection

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis placerat erat vel orci. [Read More...](#)

Requires Free Inspection

Schedule An Inspection

[View All Products](#)

Quick Help Tool - 75093

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis placerat erat vel orci.

- ☐ Roaches
- ☐ Ants
- ☐ Pantry Pests
- ☐ Termites
- ☐ Mosquitoes
- ☐ Rodents
- ☐ Bed Bugs
- ☐ Stinging Pests
- ☐ Other

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[FAQ](#)  
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[Pest Map](#)  
[Home Page](#)

Did You Know?

Lorem ipsum dolor sit amet: Consectetur adipiscing elit. Morbi vitae accumsan mi. Phasellus at enim justo.

[Read More...](#)

(Lead Form Pt 1)

Lorum Ipsum Dolor Amet...

First Name

Last Name

75093

☐ Termites

☐ Pest

☐ Bed Bugs

☐ Other

Submit

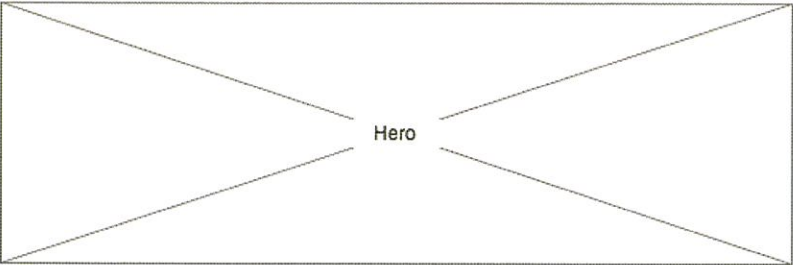
Global Footer



My Local Branch: [Anytown, TX](#)  
Current ZIP Code: 75093 [edit](#)

[Chat with a Representative](#)

## Home Page - Lorem Ipsum Dolor Amet



### Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at nisi augue. Ut sit amet felis nibh, ac aliquam est. Sed pharetra, lacus eu sodales tincidunt, enim leo iaculis sapien, in auctor mauris nisi.

### Lorem ipsum dolor sit amet

Duis iaculis blandit magna, porttitor placerat arcu blandit eu. Sed et metus erat, ultricies dignissim arcu. Maecenas vel neque ut justo imperdiet imperdiet.

### The Terminix Difference

Why choose Terminix?

[Learn More](#)

### Terminix Solutions

What we offer...

[Learn More](#)

### I Have a Problem

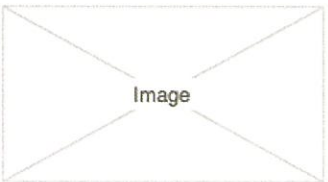
We have a solution.

[Learn More](#)

### Top 10 Current Pest Threats in ZIP Code: 75093 [edit](#)

- Fire Ants
- Bed Bugs
- Termites
- Scorpions
- Sand Worms
- Boll Weevils
- Mosquitoes
- Ticks
- Killer Bees
- Garden Gnomes

### Current Termite Swarm Map - October



[View Swarm Map...](#)

### Ancillary Callout

MMA Login, Other Products, Knowledge Center, Terminix Blog, etc.

#### (Lead Form Pt 1)

Lorem Ipsum Dolor Amet...

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>	<input type="text" value="75093"/>
<input type="checkbox"/> Termites	<input type="checkbox"/> Pest	<input type="checkbox"/> Bed Bugs
<input type="checkbox"/> Other	<input type="button" value="Submit"/>	





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## The Terminix Difference

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis placerat erat vel orci faucibus non pharetra massa elementum. Donec sit amet dui elit, eu mattis sapien. Duis ligula odio, tempor at vehicula at.

- Lorem ipsum dolor
- Aliquam vulputate feugia
- Duis placerat erat vel

Thumbnail  
(Plays in Overlay)

### Video Title 1:18

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque tellus justo.

[View All Videos...](#)

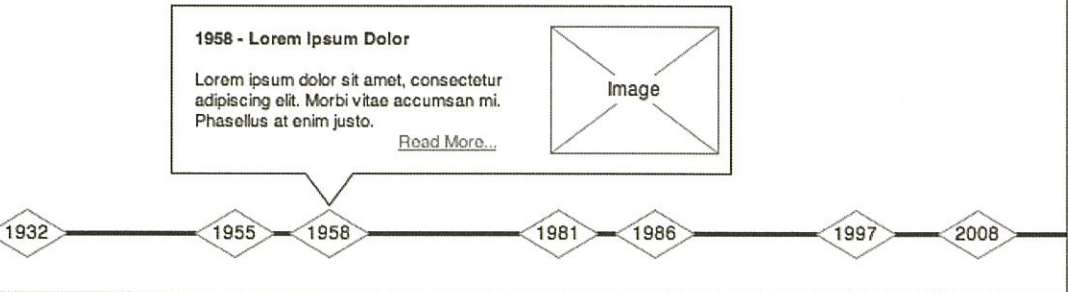
## How Can We Assist You?

If you have a problem, the experts at Terminix have a solution. All we need is your ZIP code to begin.

ZIP Code:

[Begin](#)

## Innovation Timeline



## Our Expertise and Innovation

Lorem ipsum dolor sit amet.

[Read More...](#)

## Frequently Asked Questions

**Q:** Lorem ipsum dolor sit amet, consectetur adipiscing elit?

**A:** Morbi vitae accumsan mi. Phasellus at enim justo.

[Read More...](#)

## Why Terminix?

- Expertise and Innovation
- Testimonials and Ratings
- Innovation Timeline
- Frequently Asked Questions

## Local Tools: 75093 [Edit](#)

- Termite Swarm Map
- Current Pest Threats
- Bed Bugs
- Home Pest Map

## Advice and Tips

- Ask the Expert
- Frequently Asked Questions
- Terminix Blog
- Pest Prevention Tips
- Media Center

## Videos

Thumbnail

### Video Title 1:22

Lorem ipsum dolor sit amet, dipiscing elit. Morbi vitae lacus id justo sagittis.

Thumbnail

### Video Title 1:03

Lorem ipsum dolor sit amet, dipiscing elit. Morbi vitae lacus id justo sagittis.

Thumbnail

### Video Title :57

Lorem ipsum dolor sit amet, dipiscing elit. Morbi vitae lacus id justo sagittis.

[View All Videos...](#)

## Did You Know?

**Lorem ipsum dolor sit amet:**  
Consectetur adipiscing elit. Morbi vitae accumsan mi. Phasellus at enim justo.

[Read More...](#)

## (Lead Form Pt 1)

Lorum Ipsum Dolor Amet...

First Name

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75093

☐ Termites

☐ Pest

☐ Bed Bugs

☐ Other

[Submit](#)



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## Terminix Solutions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sit amet dui elit, eu mattis sapien. Duis ligula odio, tempor at vehicula at, posuere vitae elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Termite Solutions

Pest Solutions

Bed Bug Solutions

Insulation Service

Another Service

Yet Another Service

### Termite Solutions

About Termite Solutions...how and why.

- Duis ligula odi
- Tempor at vehicula
- Posuere vitae elit
- Maecenas viverra est

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Thumbnail  
(Plays in Overlay)

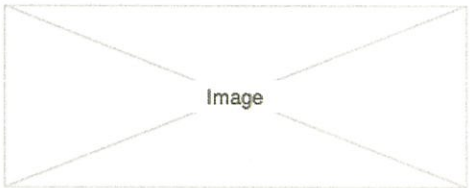
Video Title 1:22  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. [View All Videos...](#)

View All Termite Solutions

### Top 10 Current Pest Threats in ZIP Code: 75093 [edit](#)

- Fire Ants
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- Scorpions
- Sand Worms
- Boll Weevils
- Mosquitoes
- Ticks
- Killer Bees
- Garden Gnomes

### Current Termite Swarm Map - October



[View Swarm Map...](#)

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ZIP Code:

[Begin](#)

### Videos



#### Video Title 1:22

Lorem ipsum dolor sit amet, dipiscing elit. Morbi vitae lacus id justo sagittis.



#### Video Title 1:03

Lorem ipsum dolor sit amet, dipiscing elit. Morbi vitae lacus id justo sagittis.



#### Video Title :57

Lorem ipsum dolor sit amet, dipiscing elit. Morbi vitae lacus id justo sagittis.

[View All Videos...](#)

### Did You Know?

**Lorem ipsum dolor sit amet:**  
Consectetur adipiscing elit. Morbi vitae accumsan mi. Phasellus at enim justo.

[Read More...](#)

#### (Lead Form Pt 1)

Lorum Ipsum Dolor Amet...

First Name

Last Name

75093

☐ Termites

☐ Pest

☐ Bed Bugs

☐ Other

[Submit](#)





Guarantee

My Local Branch: Anytown, TX  
Current ZIP Code: 75093

Search

What pests are you having an issue with? (Assistance Path)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at nisi augue. Ut sit amet felis nibh, ac aliquam est. Sed pharetra, lacus eu sodales tincidunt, enim leo iaculis sapien, in auctor mauris nisi.

☐ I have: ...

☐ I am concerned about:

☐ Cockroaches

☐ Termites

☐ Pantry Pests

☐ Ants

☐ Rodents

☐ Bed Bugs

☐ Spiders

☐ Stinging Pests

☐ Other

☐ My home has termite damage

☐ My home has never had termite damage

☐ I do not know if my house has termite damage

Continue

Learn More

Learn More

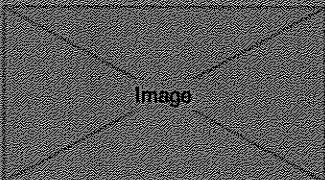
Learn More

Top 10 Current Pest Threats in ZIP Code: 75093

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Current Termite Swarm Map - October



View Swarm Map...

Ancillary Callout

MMA Login, Other Products, Knowledge Center, Terminix Blog, etc.

(Lead Form Pt 1)

Lorum Ipsum Dolor Amet...

First Name

Last Name

75093

☐ Termites

☐ Pest

☐ Bed Bugs

☐ Other

Submit





Guarantee

My Local Branch: Anytown, TX

Current ZIP Code: 75093 [edit](#)

Search

Home | The Terminix Difference

## Home Page - Lorem



### The Terminix Difference

Why choose Terminix?

### How would you like us to assist you? (Assistance Path)

You indicated you are concerned about **ants** and **termites**. [edit](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at nisi augue. Ut sit amet felis nibh, ac aliquam est.

- ☐ I would like to schedule an in-home appointment
- ☐ I would like to get an online quote immediately
- ☐ I wish to be contacted by phone immediately by a Terminix representative
- ☐ I wish to be contacted by phone

If you prefer, you may choose to:

Call now to speak with a Terminix Representative at 1-866-319-6147

Chat online with a Terminix Representative:

Chat Now

Continue

Learn More

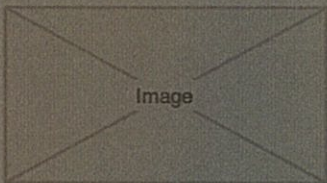
Learn More

Learn More

### Top 10 Current Pest Threats in ZIP Code: 75093 [edit](#)

- Fire Ants
- Bed Bugs
- Termites
- Scorpions
- Sand Worms
- Boll Weevils
- Mosquitoes
- Ticks
- Killer Bees
- Garden Gnomes

### Current Termite Swarm Map - October



[View Swarm Map...](#)

### Ancillary Callout

MMA Login, Other Products, Knowledge Center, Terminix Blog, etc.

(Lead Form Pt 1)

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# Discussion



# Next Steps



## Next Steps + Timing

- CMO Presentation 9/20
- Usability Testing Methodology, Approach & Estimate w/o 9/24
- Clickable Prototype Development Estimate w/o 9/24
- Sitemap + Wireframe Approval for Testing w/o 10/1
- Clickable Prototypes Development w/o 10/8
- Usability Testing w/o 10/15
- Present Usability Findings w/o 10/22
- Sitemap + Wireframe Final Approval w/o 10/29

