

**BRIDGELINE<sup>®</sup>**  
digital

## Understanding User Intent

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**INTERACTIVE  
TECHNOLOGY  
SOLUTIONS**



Content Management    Web Analytics    eCommerce    Web Development    SEO/SEM    eMarketing

▶ Understanding User Intent

## Using Segmentation to Serve Up the Optimal Website Experience



» **Presented by:**

**Becki Dilworth**  
Vice President of Digital Strategy  
Bridgeline Digital

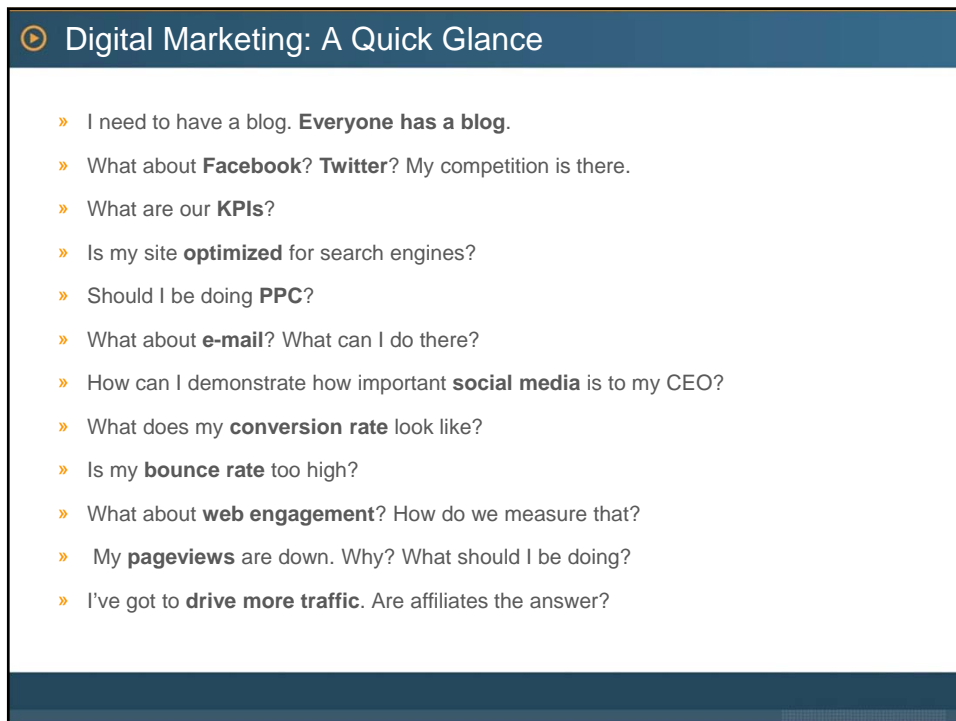
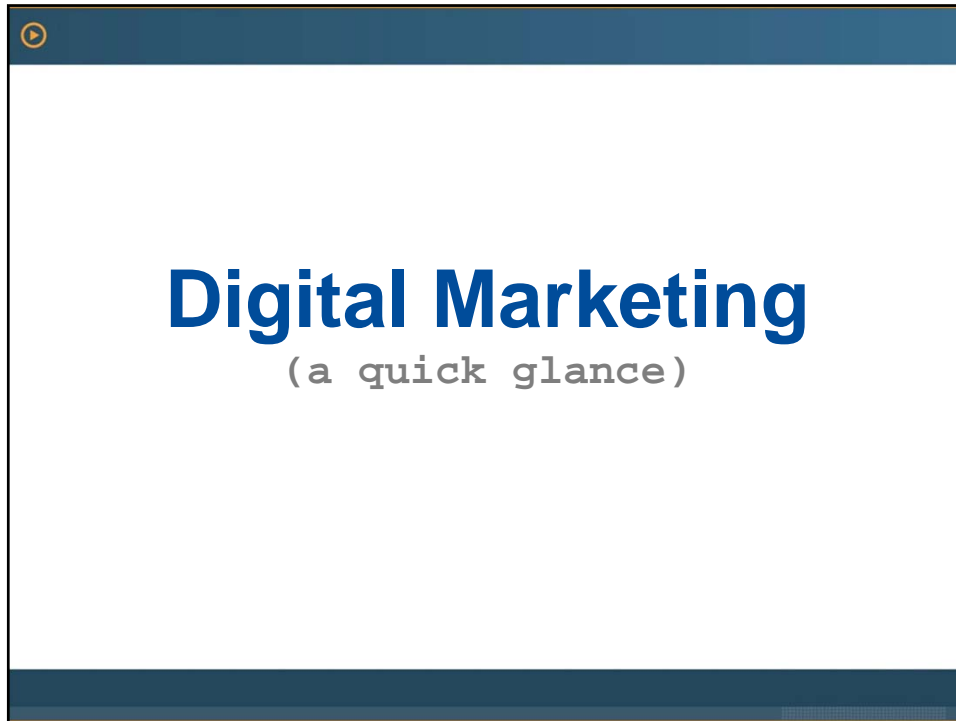
**Chris Hachey**  
E-Commerce Manager  
PODS Enterprises

» **What is user intent?**

» **Why is it important?**

» **Case Study: PODS.com**

» **Q&A**



▶ Digital Marketing: A Quick Glance



**It's really not magic.**  
(a trip back to the basics)

▶ The Basics

**Audience Segments**

*Who are you trying to attract or retain?*

**User Intent**

*What do they want to do?*

**User Behavior**

*What are they actually doing?*

▶ A (slightly) deeper dive

**Audience Segments**

*Who are you trying to attract or retain?*




- » What are your primary business goals?
- » What types of users are you trying to serve that will ultimately complete that goal?
- » Where can you find those users?
- » How can you speak to those users?

▶ A (slightly) deeper dive

## Audience Segments

Who are you trying to attract or retain?

BRIDGELINE<sup>®</sup> digital Bridgeline Persona Matrix

Persona				
<b>Name</b>	Office Designer Oh	Corporate Carly	Drive Designer Olivia	Non-designer Neil
<b>Description</b>	Designer. Office. Cuts. Professional. Not a power user. "I'll be patient and spend time on it so I can make a real hit for you, Apple.com, LinkedIn, Yahoo or iPhone. Sucks."	Non-Designer. Office. Suspicious. Reserved. Like mainstream, well-known print. Frequent shopper. Amazon, eBay. Takes other people's opinions to heart. Will pour over comments, reviews, and ratings. E.	Designer. Office. Hip. Young. Mobile. Practically lives online. MySpace, Craigslist, iVox, Design, Design Garage, Amazon, LinkedIn, Facebook, LinkedIn Design Forum, Amazon.com, Research, Post and Print.	Non-designer. Office. Not. Busy. Checked out by email. Not web savvy but gets on the job. Like mainstream, well-known sites. Comcast.net, FSN, Amazon.com. Doesn't have time or inclination to see social aspects of web.
<b>SEO</b>	Always always enters location, otherwise vague, general search terms. Devotes time to search, comparing results and evaluating sites, comparing and	Suspicious of sponsored links. Will diverge from search to read reviews about various printers	Enteres types of product she needs. Starts both paid and organic results.	Very general terms: online printing, online printers. Practically relies on auto-complete.
<b>Knowledge</b>	Very knowledgeable about design and office printing process.	Requires lots of handholding. Little or no handholding will irritate as she expects more support. Prints but a print house for personal attention and ability to share and receive help through phone and email.	Hesitant. But still wants an expert discussion forum for getting and going through her process.	Little knowledge about design and office printing. She can use templates offered by printers. "I wish you had more color that you get your materials. And I wish it was no waiting for a printed design."
<b>Content</b>	Features. Avoids traditional design which is assumed to be additional print methods but willing to try new things.	Looking for help with the design or design process. How to improve it. Knows how to use her program, but looking for more ideas. Values help at time of preparing file, proofing, what to send, etc. in a PDF proofreading.	Features. Looking for a specific product printed. Knows EXACTLY what she wants. Busy. Searching for her business wants to print at the best quality. 3-4 action: upload files, check costs, check order status.	Much to an educational setting. She often thinks to focus on that design and printing. Is coming to you site to compare products, someone to help over a different department.
<b>Value to</b>	Highly likely to check out a printer site for a paper on LinkedIn. These methods, but needs to be online printing, and willing to do online proofing.	Will comment if she has the option to get hand help proof, check accuracy of quality and strong customer service. Clear lines of a comment.	Wants online, glossy, etc. Has no patience for online or offline printers. If you can call her about on price, quality, and "shouldn't be available," she's in.	Sometimes recommends printers to folks who come to her with print jobs.
<b>Quotes</b>	The problem I have with printing online is understanding what I need. Like to get all the information as possible before I buy.	If I find an online printer they don't have a phone #. If that's the case, I don't want to call them. I would really like to know how to get around that. If they had a manual proofing option, I'd definitely take it.	How do I find out I don't expect a blog on a computer site. It's just the same as the other templates. Anything that takes time and is such a hassle, help me make my print more, I can't call.	It usually all with online printing, but I'd have to proof a booklet.
<b>Concerns</b>	Quality. Turnaround time. Which have they printed for? Expect an online printer to show me its work. Concerned about being scammed, not scammed.	Hard to reach customer service. Defining the print specs. Understanding what the printer needs like format and color preparation specs. Will accept	Costs. Guarantee Quality. Turnaround time. Client Marketing ads/promotions.	Quality. Turnaround time. Extensive information, not an overwhelming experience. Trouble solving and printing.

▶ A (slightly) deeper dive

## User Intent

What do they want to do?

» Differentiate between primary intent and underlying intent

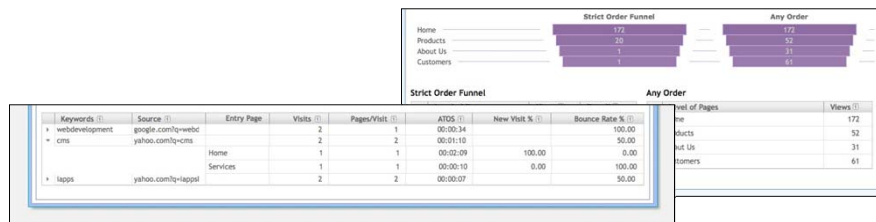
I want or need...	Because...
A new supplies vendor	My existing vendor increased rates
Monitor software for our network	If the network goes down, I'm going to lose my job
A new pair of shoes	I really want to run a half marathon
Help with my marketing strategy	I don't think I'm getting the number of leads I should
Information on investment programs	I need to demonstrate a solid return for my clients
A printer	I'm sending out invitations to an upcoming event

▶ A (slightly) deeper dive

### User Behavior

*What are they actually doing?*

- » Current site entry methods and keywords
- » Primary user paths from key landing pages
- » Key site metrics tied to entry keywords





# PODS.com

(a real-life example)

## ▶ PODS.com: An Example

### A little about PODS

- » 2009 – 17% of local orders came from online
- » 2010 – Increased to 25%
- » Sweet spot: Customers who are moving and will need storage
- » Value proposition:
  - » Flexibility
  - » Less-Stress
  - » Customer-centric
  - » Clean & Secure



## ▶ PODS.com: An Example

### A little about PODS

- » Competition
  - » Container 'copy cats'
  - » Moving vans
  - » Truck rental
  - » Public Storage
- » Online landscape
  - » Majority of traffic is branded
  - » Primary action is getting a quote



▶ PODS.com: An Example

2009: “We need a redesign, and we want to...”

- » Increase traffic
- » Improve visit to quote ratio
- » Improve overall conversion rate
- » Incorporate new branding approach



**The research.**  
(where we started)



▶ PODS.com: Our Approach

**The Research**

Step 1: Identify primary user segments.

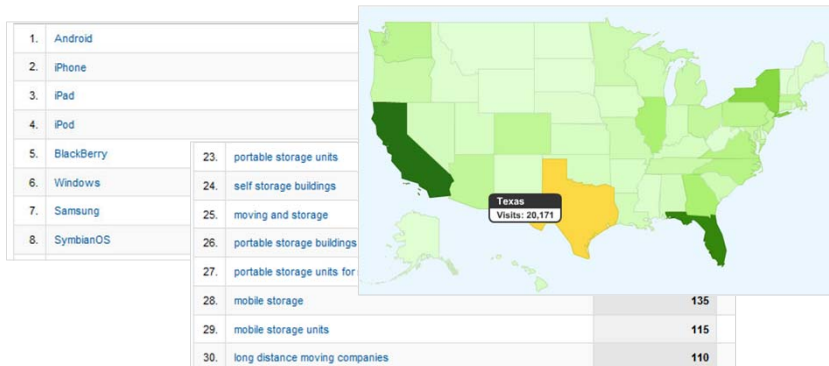
Review existing customer-base and complete stakeholder interviews.

- » How many of our current customers just use us for storage?
- » Of that, how many are storing at their home?
- » How many store at one of our storage centers?
- » How many use us for moving?
- » How many keep the container for longer than one month?
- » How many move within their ZIP Code or surrounding ZIP Codes?
- » How many move across country?

▶ PODS.com: Our Approach

**The Research**

Step 1: Identify primary user segments.



PODS.com: Our Approach

### The Research

Step 2: Brainstorm on potential intent and underlying intent.

The diagram is a mind map with three main central nodes: 'moving', 'moving & storage', and 'storage'. 
 

- 'moving' is connected to 'No close date on destination', 'Long distance move', and 'Local move'.
- 'moving & storage' is connected to 'home staging', 'No moving destination', 'divorce', and 'Temporary move'.
- 'storage' is connected to 'Flood / fire', 'Seasonal - for businesses', 'seasonal', 'decluttering', 'Remodel', 'Excess inventory', and 'Remodel - business'.

 There are also cross-connections between 'moving' and 'storage' (e.g., 'Long distance move' to 'Remodel - business') and between 'moving & storage' and 'storage' (e.g., 'divorce' to 'Remodel').

PODS.com: Our Approach

### The Research

Step 3: Use the search landscape to identify opportunity.

Keyword Term	Volume	Keyword Term	Volume
Kitchen remodeling	90,500	Long distance moving companies	18,100
Bathroom remodeling	40,500	Moving long distance	27,100
Remodeling costs	6,600	Long distance movers	33,100
House remodeling	13,000	Cross country movers	8,800
Home improvement remodeling	2,400	Long distance moving tips	1,700
Keyword Term	Volume	Keyword Term	Volume
Decluttering	12,100	Business storage	2,000
Declutter your home	4,400	Business storage solutions	4,400
How to declutter	8,400	Business records storage	1,600
Decluttering tips	1,300	Business storage solution	590
Declutter house	2,200	Office records storage	2,100

- » Data represents trends – but can help prioritize segments
- » Look for similarities across all universes.
- » Identify similarities within each 'universe' of terms

Arrows in the image point from the 'Decluttering' and 'Business storage' sections of the table to the right-hand text.

▶

# The solution.

(what the research showed us)

▶ PODS.com: Our Approach

## Key concept 1: The Traffic Cop



The image shows a traffic cop in a black uniform with a white star on the cap, standing with arms raised in front of a silver SUV and a dark Volkswagen SUV. A yellow taxi is visible in the background. The scene is outdoors on a paved area with trees and a stone wall in the distance.

PODS.com: Our Approach

### The Solution

Traffic Cop: Not too common in the industry.



PODS.com: Our Approach

### The Solution

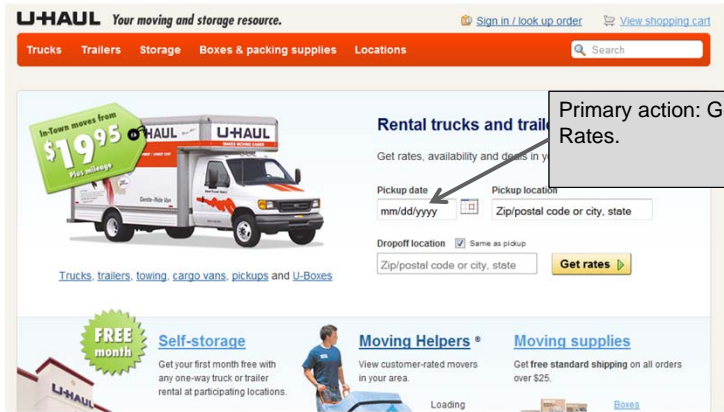
Traffic Cop: Not too common in the industry.



PODS.com: Our Approach

### The Solution

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PODS.com: Our Approach

### The Solution

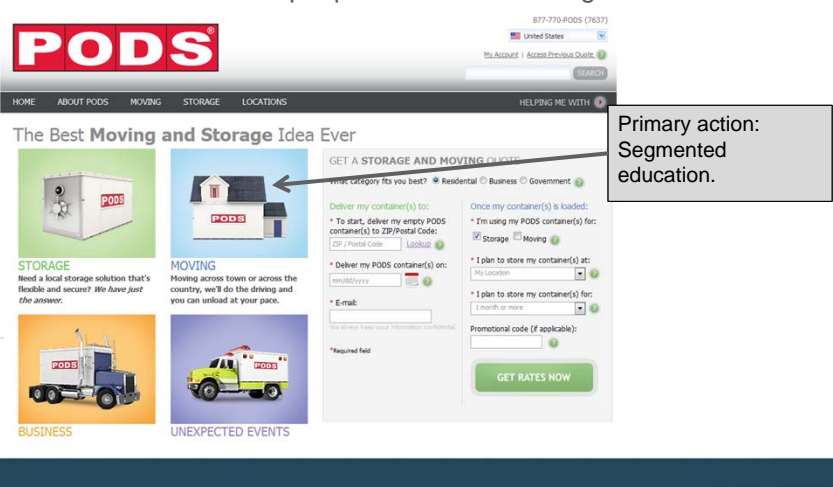
And remember OUR old strategy...



▶ PODS.com: Our Approach

### The Solution

Our new answer – direct people based off their segment.



Primary action: Segmented education.

▶ PODS.com: Our Approach

### Key concept 2: Segmentation doesn't stop at the homepage.

© 2009 cartertoons.com



**PODS.com: Our Approach**

### The Solution

Consistent, segmented messaging throughout customer cycle.

**YOUR STORAGE QUOTE**  
Store your PODS container at your location or our secure Storage Center and no one has access to your things but you.

**7-foot container**  
not available for this date.

[Click here to select another date](#)

**12-foot container**

**\$119.95**  
Monthly Rental  
+ \$21.20  
Initial Delivery


**CONTINUE**

**16-foot container**


**\$159.95**  
Monthly Rental  
+ \$21.20  
Initial Delivery

**CONTINUE**


**IMPORTANT:** The first month's rent and the initial delivery fee as displayed above are due upon delivery. The storage quotes above do not include tax and future container pickup or delivery charges. See the common questions below for more details. All quotes are expressed in USD.



**Secure Storage Centers**



**We do all the driving**



**Pack at your own pace**

**QUOTE DETAILS** modify

**STORAGE INFORMATION**

This container(s) is for: Residential  
Drop off empty container(s) to: 80031  
Deliver on: 1/25/2011  
My email: test@test.com

**AFTER MY CONTAINER(S) IS LOADED**

Store at: Storage Center  
I'll need for at least 1 month

Print Quote   Email Quote   Save Quote

**WHAT OUR CUSTOMERS ARE SAYING**

*"With PODS, I only had to pack once and didn't have to drive to and from a storage unit. I considered using traditional storage, but it was more expensive than PODS to store all of my things."*

-Chad Santee, CA

We're making moving and storage easier for people across the world. [Find out how.](#)

**PODS.com: Our Approach**

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**Secure and protected**



**We do all the driving**



**Pack at your own pace**

[COMMON QUESTIONS FROM OUR CUSTOMERS](#)

[PREPARING YOUR HOME](#)

**QUOTE DETAILS** modify

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**WHAT OUR CUSTOMERS ARE SAYING**

*"The best decision I ever made! I needed storage between selling my old home and construction of my new home. What a breeze! PODS saved me time, money and most importantly handling all my wooden furniture on and off a moving van more times than needed. Would recommend without any doubt!"*

-BD  
Chattanooga, TN

**PODS.com: Our Approach**

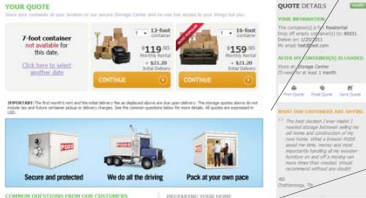
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**PODS.com: Our Approach**

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-Chad Santee, CA

...  
We're making moving and storage easier for people across the world. [Find out how.](#)





PODS.com: Our Approach

### The Solution

And we didn't stop there ...

The screenshot displays a web form for renting a storage container. Several sections are highlighted with red circles:

- STORAGE CONTAINER DELIVERY DATE:** A section for selecting a delivery date, with a note: "When you no longer need your storage container, feel free to schedule pick-up online or contact our call center." Below it, a red box says "Click a red box to select a date."
- STORAGE CONTAINER DELIVERY LOCATION:** A section for entering the delivery address, including fields for Street Address, City, State, and ZIP/Postal Code. It also includes checkboxes for "Is this address an apartment or condo?" and "Is this a gated community?".
- STORAGE INFORMATION:** A section for providing details about the container, including "The container(s) is for" (e.g., Storage), "Deliver on: 1/20/2011", and "My email: test@test.com". It also includes a "CONTACT YOU?" section.
- ADDED VALUE:** A section for selecting additional services, such as "INSURANCE" and "PACKING SUPPLIES".
- SECUREMENT AND SAFE STORAGE:** A section with a logo and text: "We want you to know that your stuff is safe with us. We'll treat your belongings with care and respect, so we want you to have a stress-free experience."

Other visible elements include a "TOTAL DUE TODAY: \$0.00" summary, a "CONTINUE" button, and a small profile picture of a woman.

PODS.com: Our Approach

### Key Concept 3:

Education is the only way to demonstrate our value proposition.

PODS.com: Our Approach

### The Solution

Enhanced, education-focused messaging.

The screenshot shows the PODS.com website interface. At the top, there are navigation links: HOME, ABOUT PODS, MOVING, STORAGE, LOCATIONS, and HELPING ME WITH. Below the navigation is a grid of service categories, each with a small image, a title, a brief description, and a 'More about' link. The categories include:
 

- DECLUTTER YOUR HOME:** Need it? Love it? Take your time to make the right decisions. [More about declutter your home](#)
- STORAGE CENTERS:** Clean, safe and dry facilities with state-of-the-art security. [More about storage centers](#)
- PACKING:** Supplies, pack and load services, handy ties and extra protection. [More about packing](#)
- STORAGE DURING A REMODEL:** On-site or off-site, all your stuff will be safe and secure. [More about storage during a remodel](#)
- LONG-DISTANCE MOVING:** Take all the time you need, we'll do the driving. [More about long-distance moving](#)
- EMERGENCIES:** When unexpected events happen, we're here to help. No deadlines. No pressure. [More about emergencies](#)
- BUSINESS STORAGE:** An ideal answer for extra inventory, files, seasonal items, or storage between moves. [More about business storage](#)
- HOME STAGING:** Preparing your home for sale? PODS is an easy solution for homes to show well. [More about home staging](#)
- LOCAL MOVING:** Move at your own pace. Load and unload when you're ready. [More about local moving](#)

 At the bottom of the screenshot, there is a search bar with a 'Container(s) size / PODS code' field containing '80031' and a 'Lookup' button. There are also checkboxes for 'Storage' and 'Moving', and a note: '\* I plan to store my container(s) at:'.

PODS.com: Our Approach

### The Solution

Enhanced, education-focused messaging.

#### STORAGE SERVICES

PODS is making storage more convenient and less stressful. Plus, we think you should be able to store your things without worrying about damage or security. Your stuff is safe with us.

Learn more about our innovative storage services:

- › Declutter Your Home
- › Home Remodeling
- › Business Storage Services
- › Home Staging
- › Home Damage & Emergencies

#### MOVING SERVICES

PODS allows you to pack your moving container at your leisure. Load your secure moving container as you complete packing your belongings. This keeps packed items out of your way and may reduce breakage. No deadlines. No time pressure. You move when you're ready.

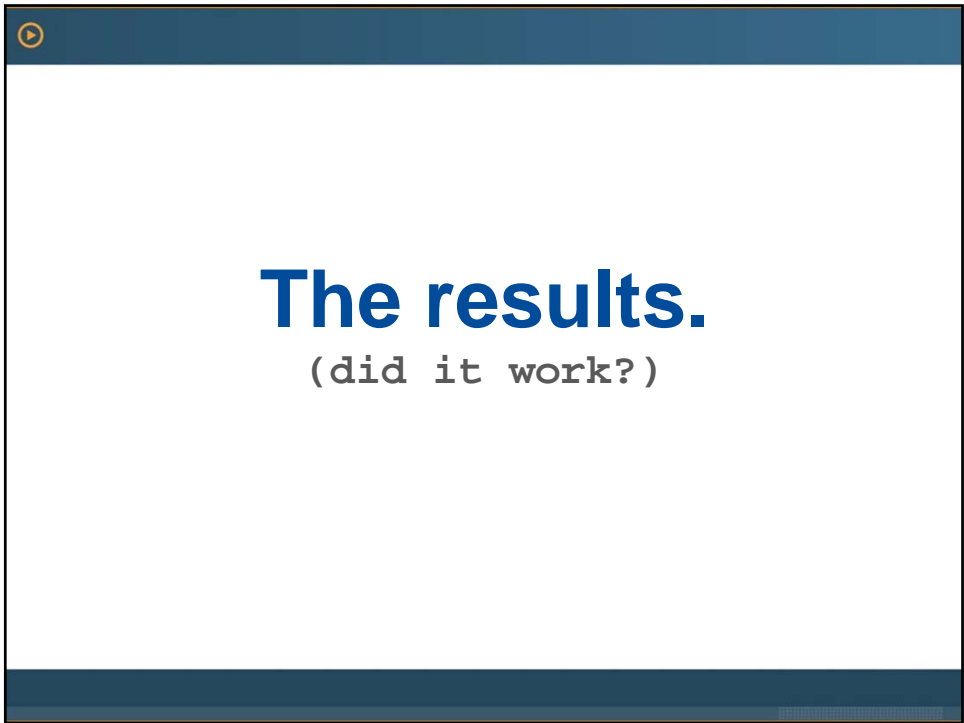
Whatever your moving needs, PODS can help you with our safe and secure moving containers:

- › Move across town or across the country
- › Moving into your new home is more enjoyable
- › Pre-move: prepare your home to sell
- › Give your moving plan a buffer

#### BUSINESS SERVICES

PODS is a valuable bonus to the customer experience for many businesses. From offloading excess goods, which gives you more space to serve your customers, to including PODS as part of your service offering, PODS has been proven to deliver extra profit to your business and extra value to your customers.

- › Protect capital assets
- › Serve ever-changing needs
- › Save time and money



PODS.com: Our Approach

**The Results**  
PODS customers like to be directed.

The Best Moving and Storage Idea Ever

GET A STORAGE AND MOVING QUOTE

What category fits you best?  Residential  Business  Government

Deliver my container(s) to:  ZIP / Postal Code  Location

Once my container(s) is loaded:  I'm using my PODS container(s) for:

\* To start, deliver my empty PODS container(s) to ZIP/Postal Code:

\* Deliver my PODS container(s) at:

\* E-mail:

Promotional code (if applicable):

\*Required field

GET RATES NOW

STORAGE  
Need a local storage space or across the country? We have the answer.

BUSINESS  
Need a local storage space or across the country? We have the answer.

UNEXPECTED EVENTS  
Need a local storage space or across the country? We have the answer.

52% click on a segment page

20% click to get a quote

PODS.com: Our Approach

**The Results**

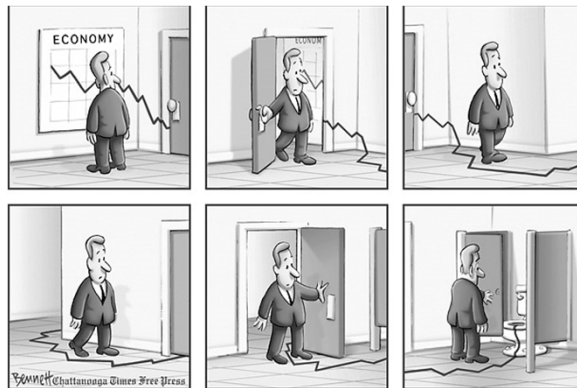
Dramatic impact to primary KPIs.

Metric	Q4 2010 vs. Q4 2009
Web Orders	+47.3%
Orders-to-visits conversion rate	+48.1%
Ratio of Web orders to phone orders	+40.4%

PODS.com: Our Approach

**The Results**

And don't forget...a declining housing market and economy directly impacts our business.



## ▶ PODS.com: Our Approach

### The Results

Oh...and we're not the only ones who like it.

"The brilliance of this site is in how easy it is for users to get information about PODS, generate quotes and compare options. The UI really facilitates the sales experience for me."



# So what's next?

(you might guess ... )

## ▶ PODS.com: What's Next?

### **More segmentation.**

Take it one step further – providing entry to smaller segments.

- » Local moving versus long-distance moving
- » Storing the container at your home: Remodeling
- » Storing the container at a facility: Decluttering, Seasonal Storage
- » Business Storage: Inventory Management, Seasonal Storage
- » Business Moving: New Locations

## ▶ PODS.com: What's Next?

### **More education.**

Step-by-step process 'herding' prospective customers through our value proposition.

- » The power of a simple continue button.
- » Simple, easy-to-read brand differentiators.
- » Sell the user during the quote process.

▶ Q&A

**BRIDGELINE**<sup>®</sup>  
**digital**

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