

# DELL.COM

## Challenge

Being the largest online PC retailer and the leading PC manufacturer in the US, Dell was looking to improve its website that was already drawing in \$15 million a day on average.

## Analysis Becomes Insight

Dell's greatest business opportunity lay in improving the online shopping experience. Much like a real store, if customers could more easily find what they were looking for and make it to checkout faster, they were more likely to make the purchase and ultimately spend more.

## Insights Become Ideas

A primary purchase path defined by bright, bold colorful buttons assists users down the path. Less prominent, monotone image links address other types of shoppers. A system of way-finding link icons lead users through shopping paths, with primary icons leading to the next step in the path and secondary icons leading to tangent content.

## Ideas Become Reality

Beyond creating a more intuitive and usable site, the modular GUI design allows for each Dell business segment in any country to display specific and appropriate content while adhering to the same navigational and graphic systems.



ABOVE

A more user-friendly and aesthetically pleasing website succeeded in transforming customers' online shopping experience.

## Result

Increase in sales (reached \$50 million per day) and user satisfaction, combined with reduction in cost and effort to maintain the site have led to a long, positive and fruitful relationship between Dell and frog. The frog-designed e-commerce site, www.dell.com, was launched in November 1999. By the end of January 2000, sales through dell.com reached nearly 50 percent of revenue and averaged \$40 million per day, up from \$14 million a year prior. The site received about 35 million visits in the fourth quarter of 1999 alone. According to Nielsen/Net Ratings, during the December 2000 holiday season, www.dell.com was the third most visited web site in the United States.

As frog continues to evolve the site to Dell's ever-changing business needs, the success of the GUI design remains the cornerstone and the glue that binds the site together. In a survey of leading consumer retail sites, The Wall Street Journal recognized Dell.com with its highest marks for its user-friendly search function and content.

