

CASE STUDY

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# Cottman.com Website Updates

September 26, 2011

## THE CLIENT

## Cottman Transmission and Total Auto Care

Cottman is a national organization with franchises up and down the east coast, and throughout the Midwest and Mountain states.

They provide complete auto care services including transmission, brakes, exhaust, cooling and heating, belts and hoses, tune-ups and batteries.



## OUR CHALLENGE

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# Maintain branding, but improve site usability

WireMedia's challenge was to rebuild the site from scratch, to provide a better technology platform that was easier to use for site administrators; to update the design to improve site usability – but without making any drastic design changes; and to add some key features, also to improve usability, but all within a strict budget.

**REBUILD**

**UPDATE DESIGN**

**IMPROVE USABILITY**

**MAINTAIN BRANDING**

**STRICT BUDGET**



## THE SOLUTION

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# New platform, streamlined design, careful planning

WireMedia worked closely with Cottman to determine key priorities for use of the site. Armed with this information, we made recommendations for subtle changes to design and features, and for addition of some new features.

The changes resulted in a more streamlined and useful design, a more user friendly interface with key areas of the site, and an interface making it easy for Cottman to maintain site content going forward (something they were previously unable to do).



## HOME PAGE

## PROBLEM:

1. The key call to action design blends in to the background, does not look “clickable,” but then requires you to click to complete the action.
2. The main visual of the home page, the billboard, contains a slow moving slideshow that has the effect of hiding the content it’s trying to place focus on because you don’t want to wait around for the next slide to finally come in.
3. The extra click required to access the redundant links at the bottom makes it harder to access those pieces of information.

## SOLUTION:

1. The slideshow was eliminated and replaced with an impossible-to-miss call to action to Find a Cottman Center that allows you to complete the action right there.
2. The other slides were repurposed into key navigation and content on the homepage.
3. We got rid of these pop-ups and simply placed all content right on the home page to be accessible without clicking an extra time. And, we replaced the Find a Cottman Center pop-up with a bright, sticky button that lets you find a Cottman Center from any page of the site. And, the road background image points the eye directly to this button so you can’t miss it.



## AFTER





## HOME PAGE

## PROBLEM:

1. While the sticky coupon in the top right corner was a good idea, the updated design required an emphasis on social media links.

## SOLUTION:

1. We replaced the sticky coupon with the social media icon set.
2. We gave the coupons its own main navigation item, available from every page.
3. We gave the coupon a dedicated content block on the home page.



## AFTER



## HOME PAGE

### PROBLEM:

1. The WATCH VIDEO link is virtually invisible.
2. The page wastes a lot of valuable real estate.



### SOLUTION:

1. We gave the video a dedicated content block so you can watch it right on the home page, or choose to view it full screen.
2. The space is used well by content blocks with key content, and additional navigation that shows what Cottman offers car owners.





## FIND A COTTMAN CENTER FORM

### PROBLEM:

1. The form oddly requires both city and zip to be entered within the same field, or it won't work. But often a zip code contains several cities, and a city may transverse more than one zip code.
2. There is no way to view a list of all Centers.



## AFTER

### SOLUTION:

1. We separated the city and zip code fields to allow more flexibility in searching.
2. We added a link that leads to a list of all Cottman Service Centers in the database. The red Find a Cottman Center button that's always present at the bottom of each page (without scrolling) also leads to the list of all centers.

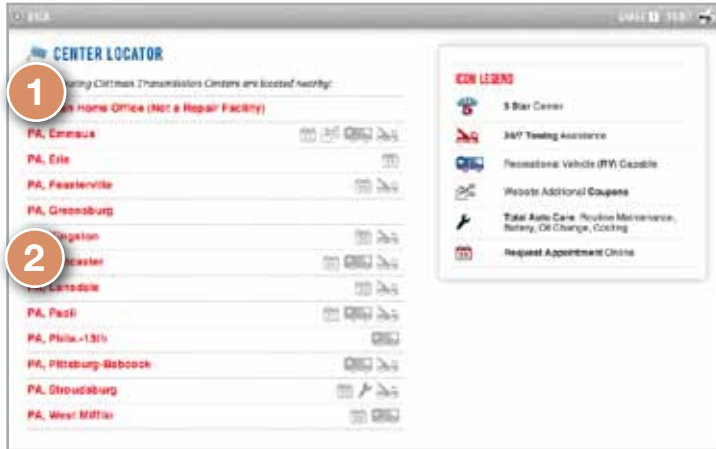




## FIND A CENTER PAGE

### PROBLEM:

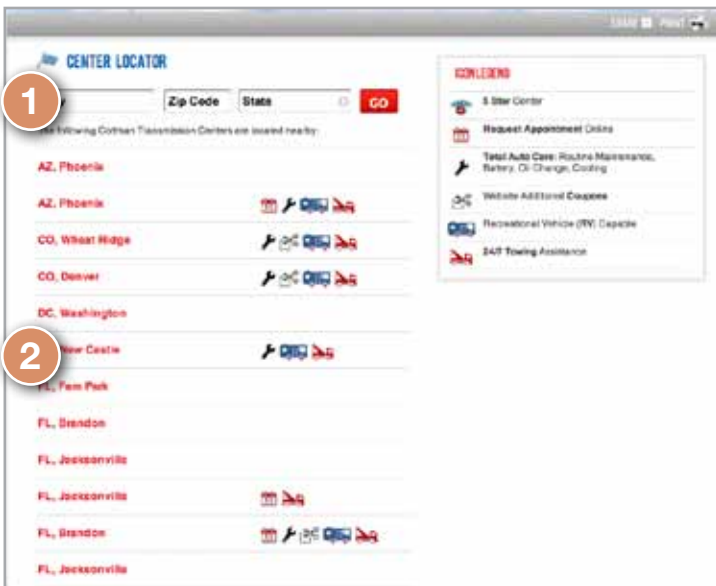
1. There is no way to make a new search from the list of centers.
2. You can only see centers in a specific city/zip combo, or by state.



## AFTER

### SOLUTION:

1. We added a search form to the list page so you can easily do another search if needed.
2. All centers may be viewed by clicking the red Find a Cottman Center button or by clicking the link in the billboard on the home page.





## SERVICE CENTER PAGES

### PROBLEM:

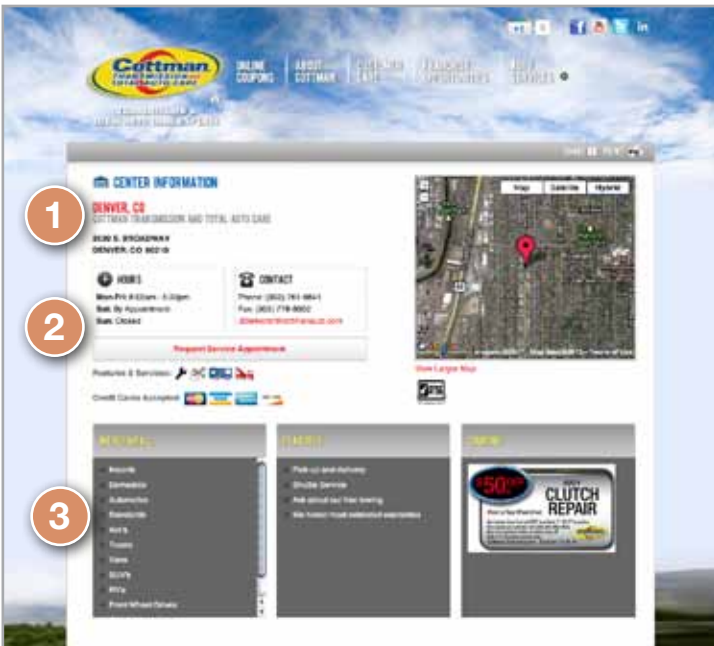
1. The title on each page was the same, making the viewer have to work at it to make sure they were on the right page.
2. The pages had a large empty space in the middle
3. Information was hidden in dropdown boxes that required a click to open



## AFTER

### SOLUTION:

1. We used the city and state of each center as the new title, making it easier to be sure you landed on the correct page.
2. We made better use of the space to present the information in a way that is easier to understand at a glance, makes it easier to request a service appointment, and easier to see what services are offered at each center with colored icons instead of grey.
3. We let these areas remain expanded by default so the information is more easily available.

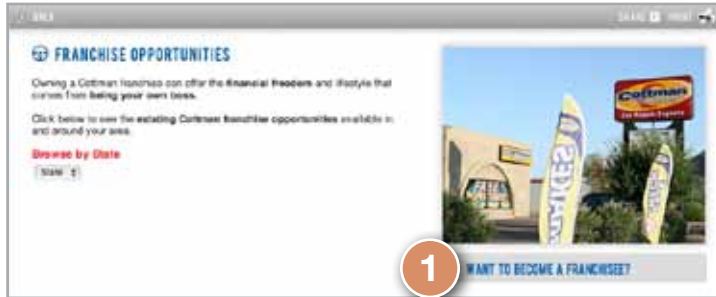




## FRANCHISE PAGE

### PROBLEM:

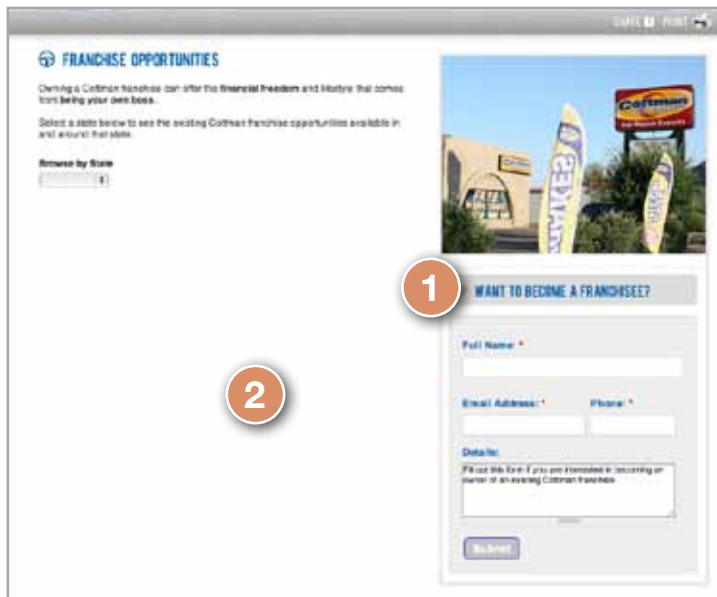
1. To indicate interest in purchasing a franchise, you had to click to find out you had to then fill out and submit a form.



## AFTER

### SOLUTION:

1. We left the form open by default so it's obvious what you need to do, and easier to do it.
2. We proposed automatically listing all available franchise opportunities to make it easier to see all the options. This proposal was not accepted.





## EDITING CONTENT

### SOLUTION:

1. All content is listed in one location, and can be filtered by content type. For example, you can choose only to view a list of service centers in the site database.
2. In the list, you may sort content by any column header: title, type, author, or status.
3. With a click, you may enter into editing mode.

SHOW ONLY ITEMS WHERE

status is published Filter

UPDATE OPTIONS

1

Auto Service  
Blog Post  
Credit Card  
Editable Block  
Franchise  
Non-Editable Block  
Page  
Service Center  
Service Center Awards  
Service Icon  
Sidebar Block  
Social Network Icon  
Video  
Webform

Weight: To change the weight of a node, go to the weight admin page.

2

TITLE

TYPE AUTHOR STATUS OPERATIONS

3

| TITLE  | TYPE           | AUTHOR    | STATUS             | OPERATIONS |
|--|----------------|-----------|--------------------|------------|
| SC - Mauldin - 201 N. ...                      | Service Center | wm_editor | published promoted | edit       |
| SC - Greenville - 401 North Pleasantburg Drive | Service Center | wm_editor | published promoted | 0 edit     |
| PA - West Mifflin - 3300 Lebanon Church Road   | Service Center | wm_editor | published promoted | 0 edit     |
| PA - Stroutsburg - 1 Kintner Alley             | Service Center | wm_editor | published promoted | 0 edit     |
| PA - Pittsburgh - 2248 Babcock Boulevard       | Service Center | wm_editor | published promoted | 0 edit     |
| PA - Philadelphia - 1340 South 13th Street     | Service Center | wm_editor | published promoted | 0 edit     |
| PA - Paoli - 235 West Lancaster Avenue         | Service Center | wm_editor | published promoted | 0 edit     |



## EDITING CONTENT

### SOLUTION:

1. Custom content such as a service center listing provides clear fields in which the site admin may enter text information, upload images, or select from a list of options.
2. Other pages offer a wysiwyg text editor, making it simple to create links, bold or italicize text.
3. The wysiwyg editor also makes it simple to insert images inline.

1

Location

Delete  
Check the box to delete the location.

Location name:

e.g. a place of business, versus meeting point

Street:

Address:

City:

State/Province:

Postal code:

Country:

Phone number:

Fax number:

Email Address:

Mon-Fri:

Sat:

Sun:

Provided Services:

24 Hour Service

Request Appointment Online

Total Auto Care

Additional Coupons

RV Capable

24/7 Towing Assistance

Accepted Credit Cards:

MasterCard

Visa

American Express

Discover

2

3

ABOUT COTTMAN

Title:

Meta-Editor:

Body:

Show summary in t

**The Company**

The first Cottman Transmission Center was established in 1962. With locations across the U.S., Cottman Transmission is your local Transmission Specialist.

All Cottman Transmission Centers adhere to a strict code of ethics, ensuring that our customer's vehicles are repaired quickly, accurately, and efficiently.

Cottman's Service Philosophy is the reason why millions of customers have trusted us to repair their vehicle's transmissions over the past 40+ decades. You see, at Cottman, we know YOU have more important things to worry about than your transmission.

**Service Philosophy**

All Cottman Transmission centers abide by Cottman's complete service philosophy, which calls for your vehicle's transmission to be repaired

**Image Properties**

Image Info Link Advanced

URL:

Alternative Text:

Width:

Height:

Border:

HSpace:

VSpace:

Align:

Preview: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas feugiat consequat diam. Maecenas molestus Vivamus diam purus, cursus et, commodo non, facilisis vitae, nulla. Aenean dictum lacinia tortor. Nunc laculla, nibh non laculla aliquam, orci felis euismod neque, sed ornare massa mauris sed velit. Nulla pretium mi et mauris. Fusce mi pede, tempor id, cursus nec. uttocomodococ.com. End totum



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