## Ideal Standard

Ideal Standard are a multinational bathroom, and plumbing fixture company.

The company is headquartered in Belgium, and has over 10,000 employees. Its products are sold under brands including Armitage Shanks, Ceramica Dolomite, Porcher and Vidima

# SIMPLIFY WEB PROPERTIES INTO ONE HUB

Ideal Standard's website ecosystem across markets is disjointed, leading to frustration amongst professionals in regard to inconsistent information across websites and fragmented user journeys.
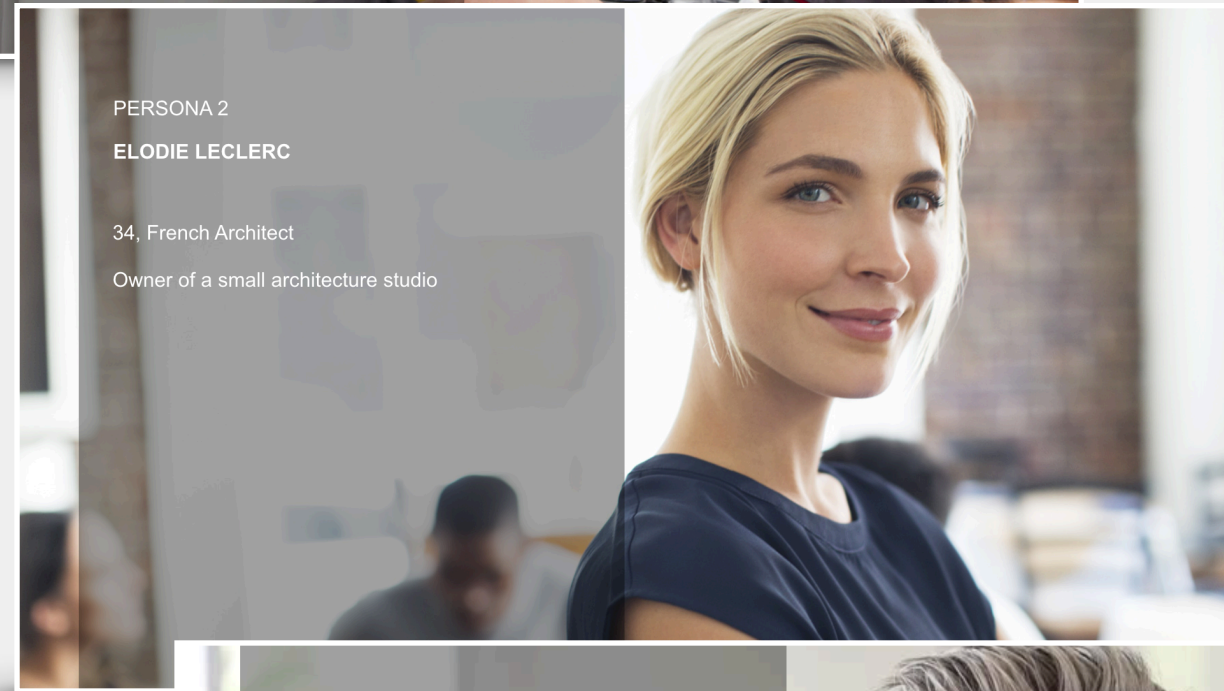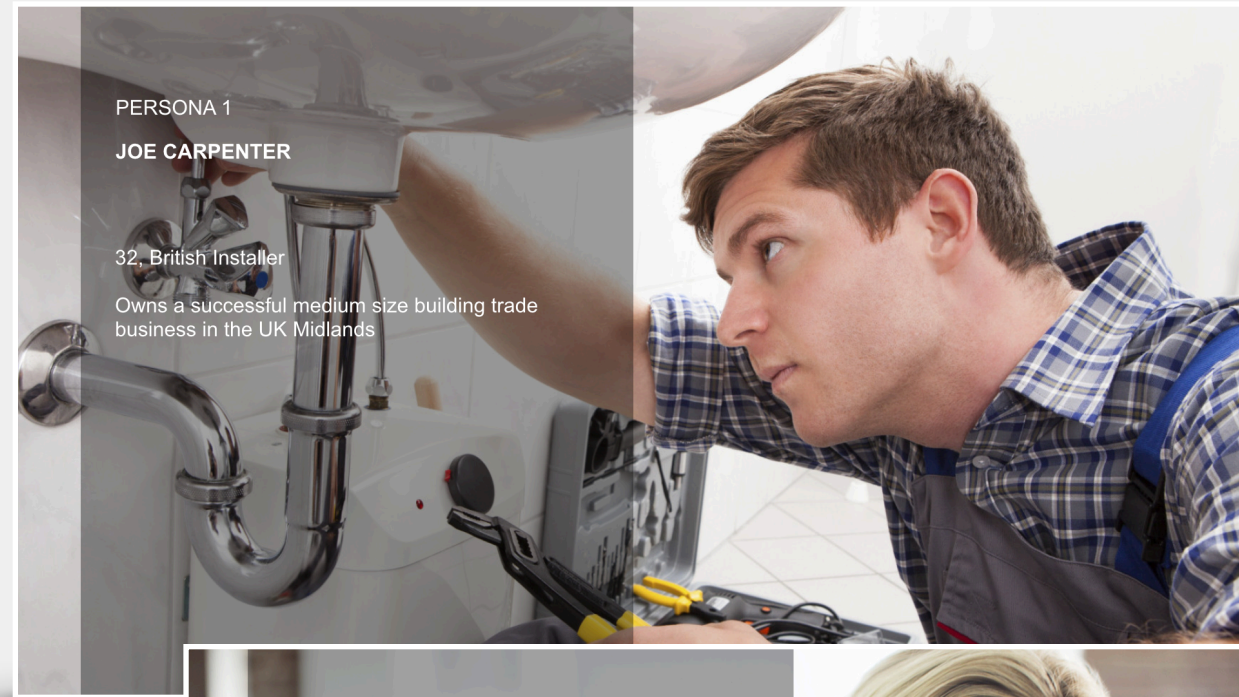
The brief for OneHub was to radically simplify the number of websites to just one. This would help position Ideal Standard as a solutions and services provider for Specifiers and Installers throughout Europe.

The proposed MVP was to start with their four largest markets: UK, Germany, France and Italy and integrate other markets in later phases.

# INITIAL RESEARCH

1) Collaborated on Stakeholder interviews and workshops to identify key features and product roadmap

2) Conducted an audit of their current web properties

3) Carried out competitive research to see what competitors are doing and understand Industry Norms

4) Conducted user interviews with Industry professionals who use Ideal Standard (Architects/Specifiers & Installers) to find out their pain points and needs.

PERSONA 1
**JOE CARPENTER**

32, British Installer

Owns a successful medium size building trade
business in the UK Midlands

PERSONA 2
**ELODIE LECLERC**

34, French Architect

Owner of a small architecture studio

PERSONA 3
**KARL BAUER**

59, German Architect

Works for a large international firm

PERSONA 4
**HELEN NORDSTROM**

42, British homeowner refurbishing her family
bathroom.

# RESEARCH SYNTHESIS

Four personas were created from the research to cover the needs of
professionals across different markets.

A theme that emerged from all interviews was the need for
collaboration between Installers, Architects and Homeowners at
different stages of a project.

We proposed an MVP solution that would go on to evolve into a
collaboration platform. This would enable users to work together to
organise projects and specify solutions.
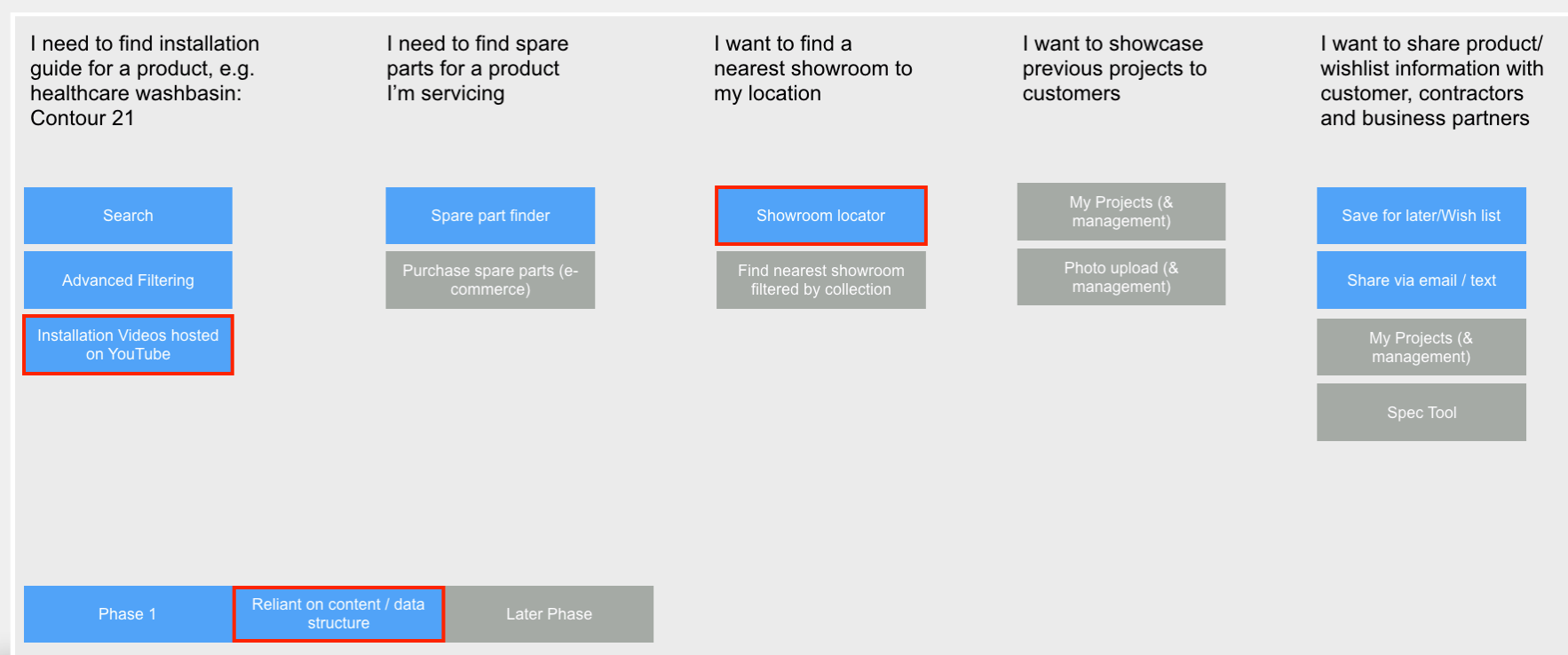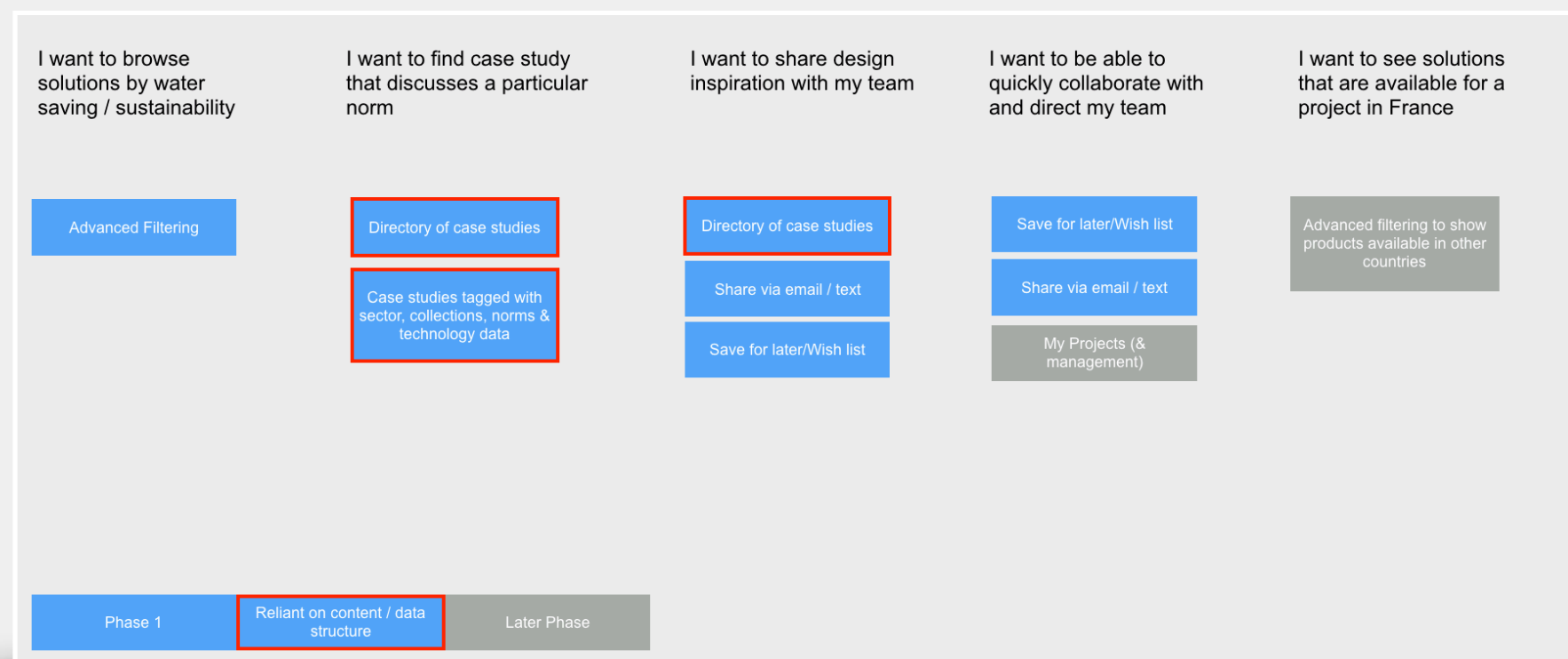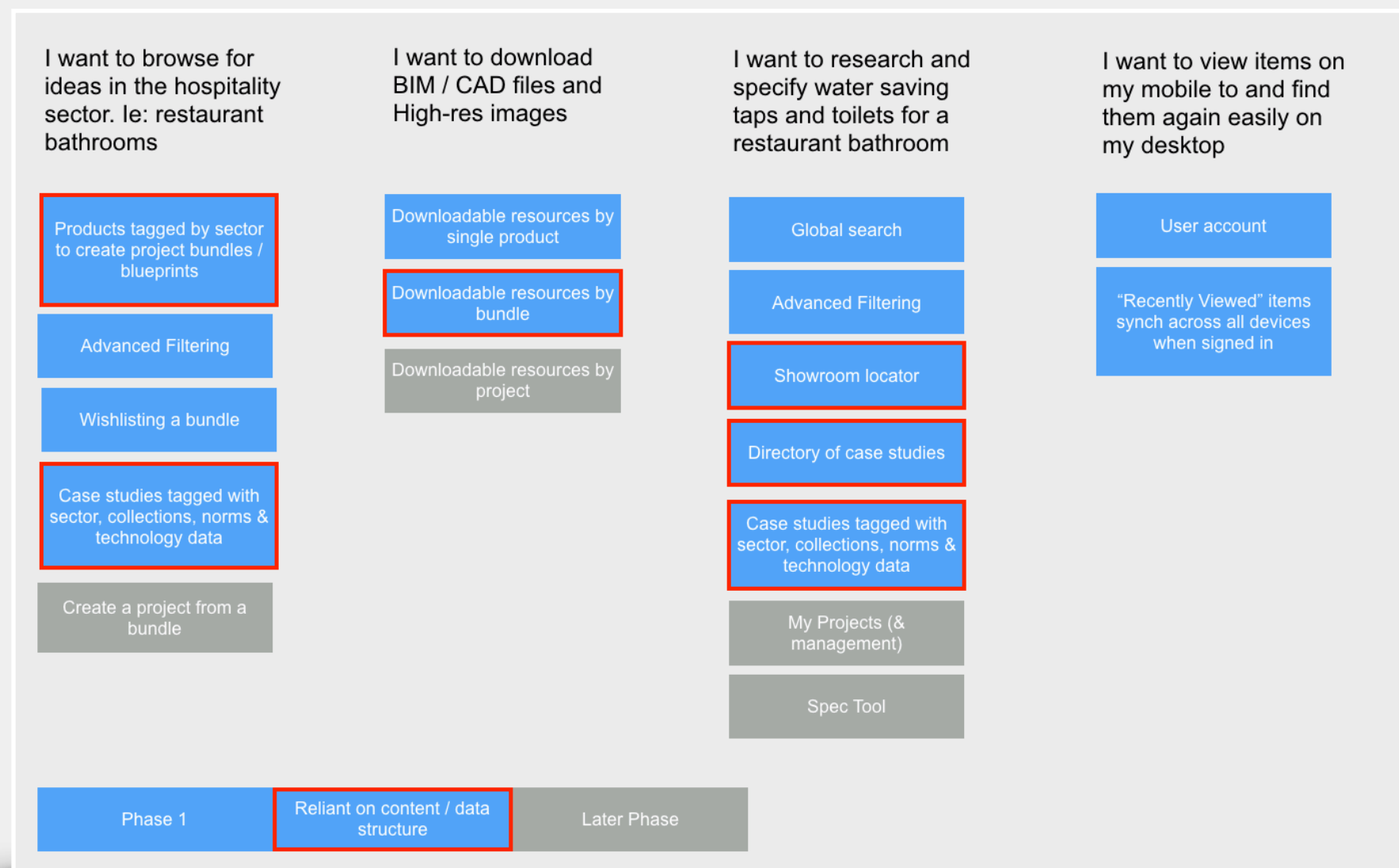
**DEFINING THE MVP**

Feature prioritisation for the MVP was carried out by focusing on User Stories. This identified the must-have features and the nice-to-have features that would be rolled out at a later date.

The exercise also identified areas which were reliant on content and the structure of the existing data.
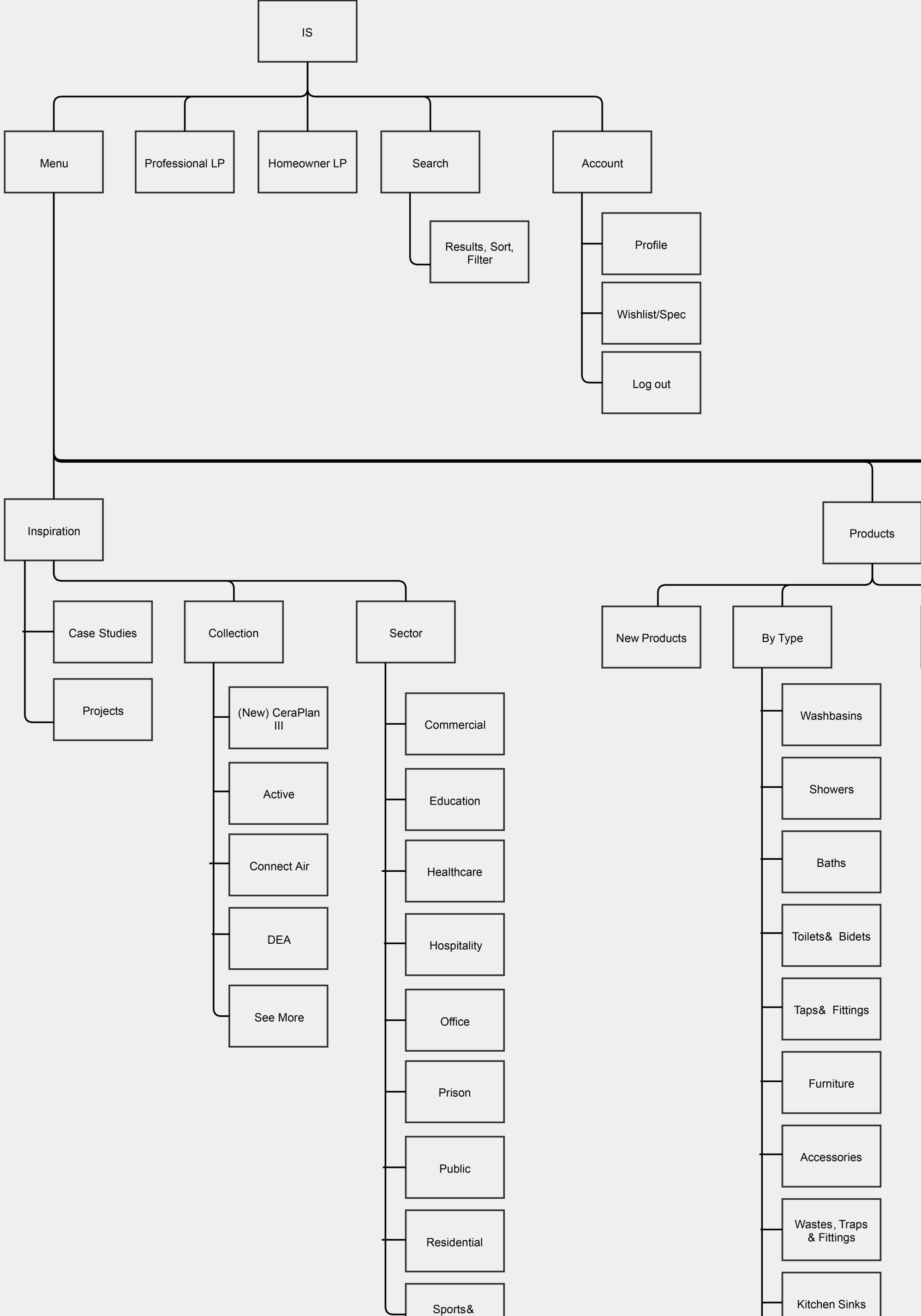
# INFORMATION ARCHITECTURE

Advised on Information Architecture of the site. Card sorting informed the final site structure.

The final content was organised to be no deeper than 3 Levels for ease of access.

The flow chart on the left contains the following structure:

**IS**
- Menu
- Professional LP
- Homeowner LP
- Search
  - Results, Sort, Filter
- Account
  - Profile
  - Wishlist/Spec
  - Log out

**Inspiration**
- Case Studies
- Projects
- Collection
  - (New) CeraPlan III
  - Active
  - Connect Air
  - DEA
  - See More
- Sector
  - Commercial
  - Education
  - Healthcare
  - Hospitality
  - Office
  - Prison
  - Public
  - Residential
  - Sports&

**Products**
- New Products
- By Type
  - Washbasins
  - Showers
  - Baths
  - Toilets& Bidets
  - Taps& Fittings
  - Furniture
  - Accessories
  - Wastes, Traps & Fittings
  - Kitchen Sinks

*Ideation and sketches translated into wireframes.*

*Sector Landing Page: Hospitality*

Hospitality ⌄

Products Designed For Hospitality

Dropdown to navigate between sectors

Hero image and headline. Hero to be inspirational image of product shown in hotel sector.

Why Ideal Standard in the Hotel Sector? 1-2 paragraphs optimised for SEO

Swipable container showing image of collection with link to collection detail page and further images of featured products each linking to product detail page.
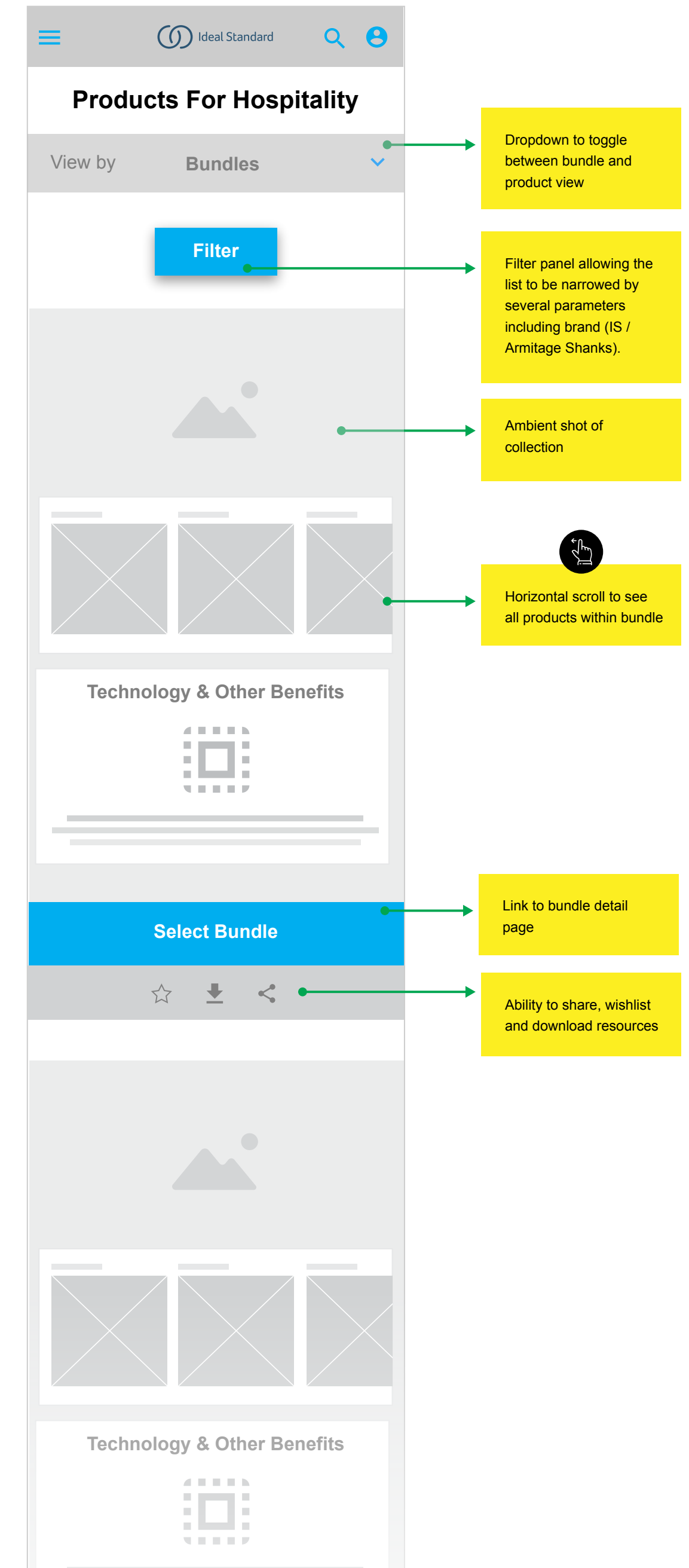
Thumbnail of case study collection is featured in. Link to case study detail page

*Sector Detail Page: Hospitality*

Ideal Standard

**Products For Hospitality**

View by          Bundles          ⌄

Filter

Technology & Other Benefits

Select Bundle

☆  ⬇  ⬀

Technology & Other Benefits

Dropdown to toggle between bundle and product view

Filter panel allowing the list to be narrowed by several parameters including brand (IS / Armitage Shanks).

Ambient shot of collection

Horizontal scroll to see all products within bundle

Link to bundle detail page

Ability to share, wishlist and download resources

**Karl Bauer User and Wire Flow:** *I need to find case study that discusses a particular norm or water saving solution.*



## Left diagram (User and Wire Flow)

- Search Engine e.g "WRAS taps" → IS: Case Study Detail
- **A** (dashed box):
  - Share
  - Product Detail
  - Collection Detail
  - Technology Detail
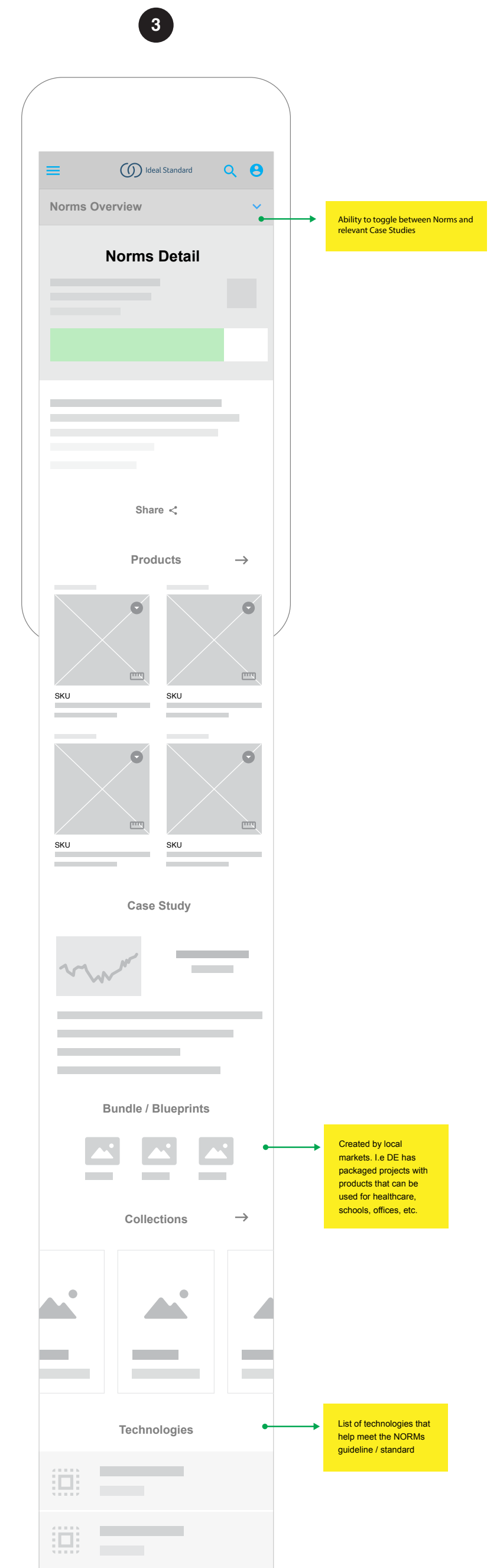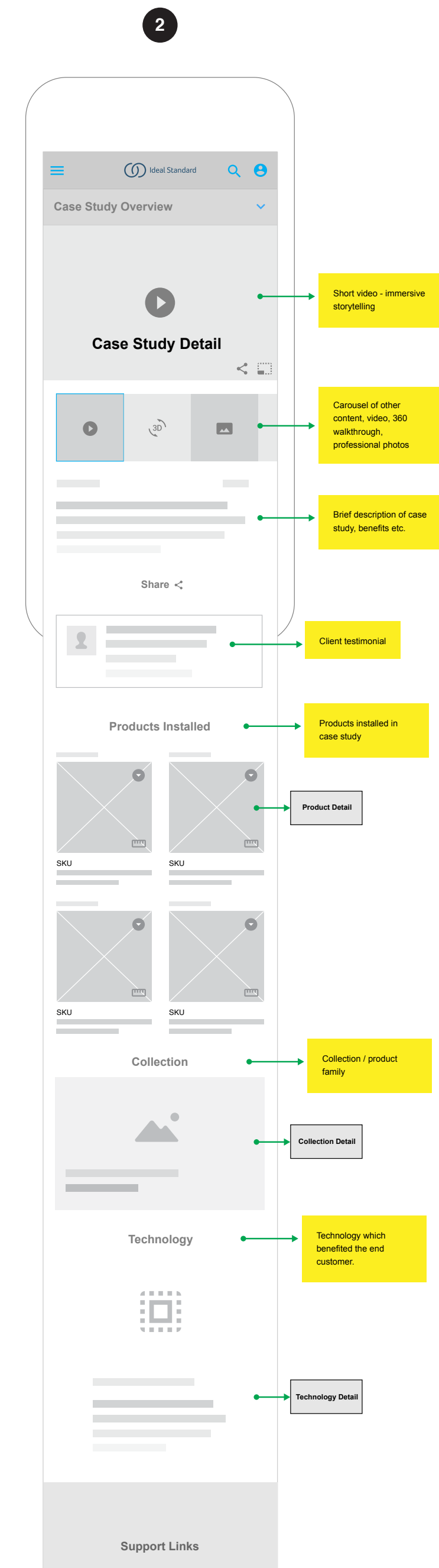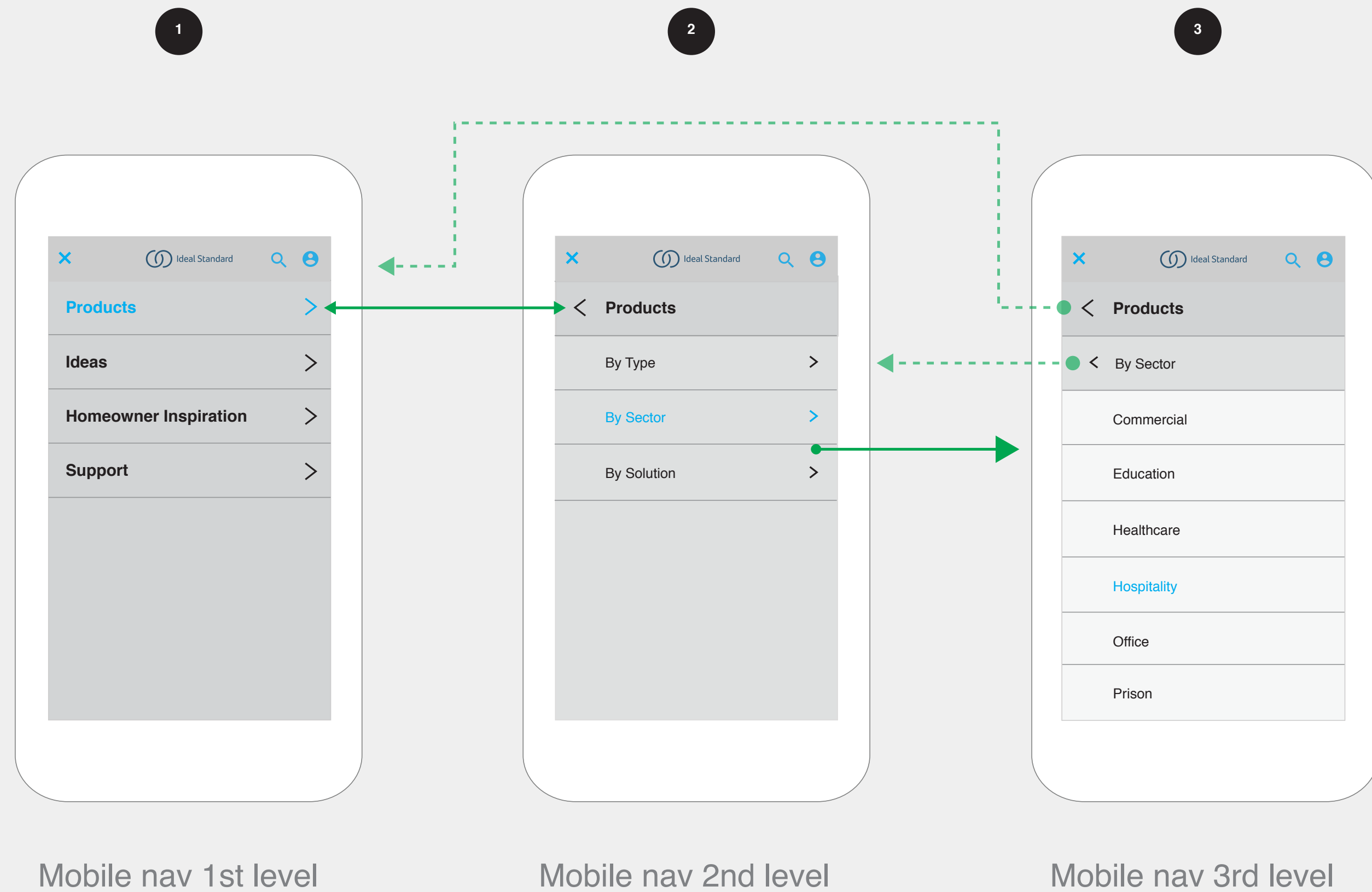- IS: Norms → Norms Detail:
  - Products
  - Collections
  - Technologies
  - Case studies
  - Bundles
- Homepage → "Water saving editorial"
- IS Website:
  - Search "Water Saving, WRAS" → Search Results → Case studies → Case Study Detail → A
  - Search Results → Solutions: Water Saving
  - Nav → Solutions: Water Saving → Products → Product Detail:
    - Share
    - Look up other products with similiar attribute e.g water effiency → Search Results with attribute
    - Collection Detail
    - Technology Detail
    - Case studies
    - Bundles

## Screen 1

wras taps

ALL   SHOPPING   IMAGES   VIK&OS   NEWS

Shop for wras taps

- WRAS Approved Kitchen Tap ... £36.98 Appliances Direct — By Google
- Devia Lever action bridge sink mixer ... £190.96 traceTaps.chm — By Google
- Contractors StandIpe w/... £134.40 Twikc Direct — By Google

About WRAS The purpose of WRAS is to contribute to the protection of public health by preventing contamination of public water supplies and ...

What is a WRAS Approval?   WRAS Board   WRA

→ Product Detail

→ Case Study Detail
   Norm Detail
   Collection Detail
   Technology Detail

External Search:

Highly ranked pages driving users to OneHub
Dependant on good SEO practices and producing quality content.

## Screen 2 — Case Study Overview

Ideal Standard

Case Study Detail

Share

Products Installed
- SKU × several

Collection

Technology

Support Links

Annotations:
- Short video - immersive storytelling
- Carousel of other content, video, 360 walkthrough, professional photos
- Brief description of case study, benefits etc.
- Client testimonial
- Products installed in case study
- Product Detail
- Collection / product family
- Collection Detail
- Technology which benefited the end customer.
- Technology Detail

## Screen 3 — Norms Overview

Ideal Standard

**Norms Detail**

Share

Products →
- SKU × several

Case Study

Bundle / Blueprints

Collections →

Technologies

Annotations:
- Ability to toggle between Norms and relevant Case Studies
- Created by local markets. I.e DE has packaged projects with products that can be used for healthcare, schools, offices, etc.
- List of technologies that help meet the NORMs guideline / standard

**1**

**2**

**3**

Mobile nav 1st level

Mobile nav 2nd level

Mobile nav 3rd level

# NAVIGATION

Created a universal and easy to navigate menu system which would be primarily relevant to Professionals but with a clearly defined area for Homeowners.

The menu acts as a breadcrumb trail to reflect the user's current position in the website. The design allows the user to navigate back in one click to the main menu choices.
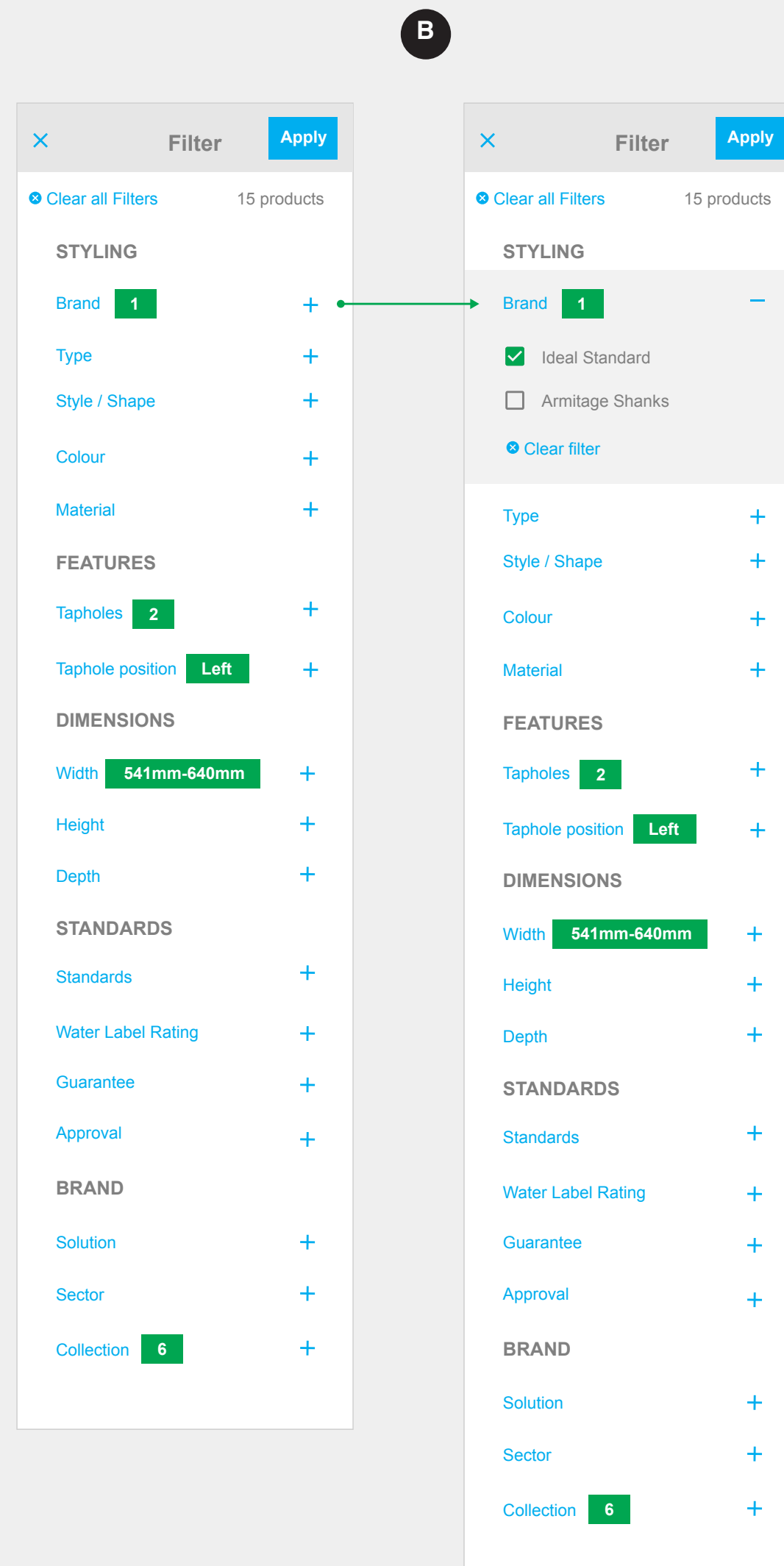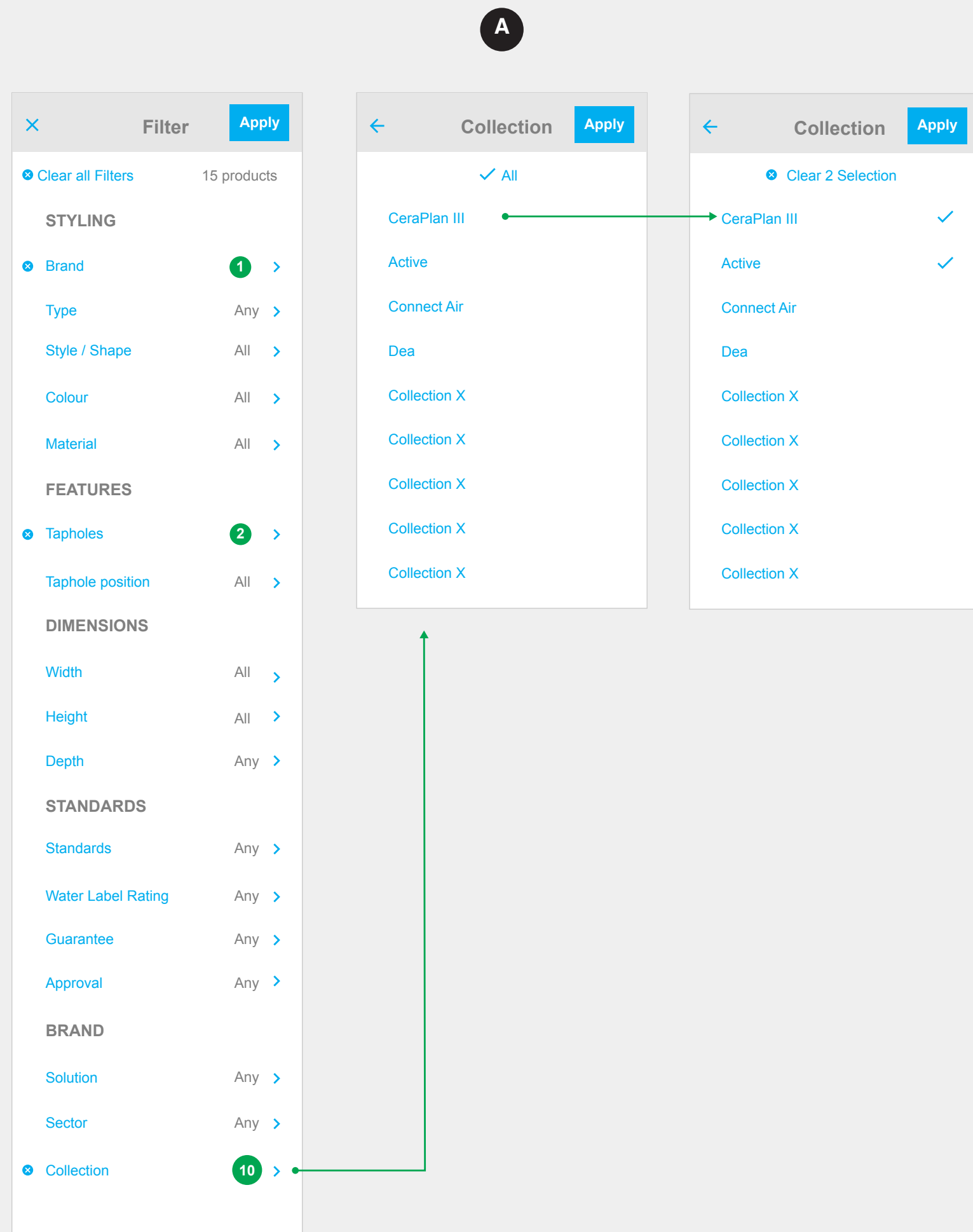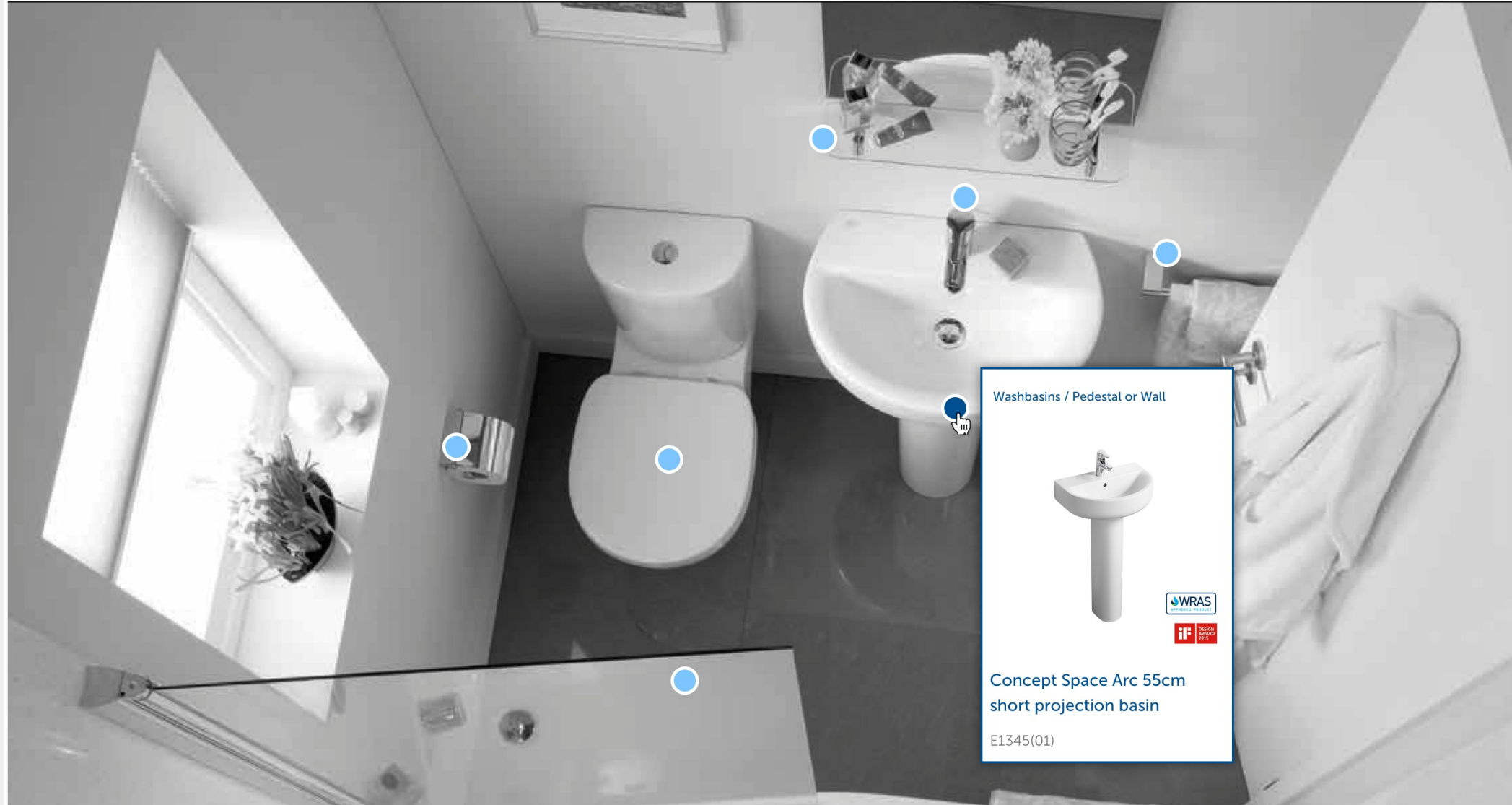
# A/B TESTING

Different options were explored and then a few were chosen to be A/B tested to see which resonated with users.

In the example on the left different filtering options were tested. There was a clear preference for option A with users finding it easier and quicker to find what they wanted.

INSPIRATION    PRODUCTS    SUPPORT    SPARES

Ideal Standard

Search for product name, SKU, description,

Space Saving Bathrooms

Healthcare Bathrooms

Luxury Accessible Bathrooms

More Projects >

## Big thinking for small space

Concept Space is designed to help you get more out of your bathroom.

So whether you need more elbow room, clever storage or an ensuite to ease the morning rush, the Concept range introduces a range of compact solutions.

Ideal Standard

Key Benefits

Space Saving
Compact and corner sinks and wcs

Water-Saving
Concept Blue basin mixer

Storage
Space-maximising storage ideas

View

Washbasins / Pedestal or Wall

Concept Space Arc 55cm short projection basin

E1345(01)

## Find products for a project:

Sector:
Residential

Approximate area size:
1.8 m$^2$

Products types:
4 options selected

Special considerations:
Water-saving

Find products >

## Products

Baths & Accessories    Taps & Fittings    Toilets & Bidets    Basins & Sinks    Showers & Accessories

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INSPIRATION    PRODUCTS    SUPPORT    SPARES

Ideal Standard
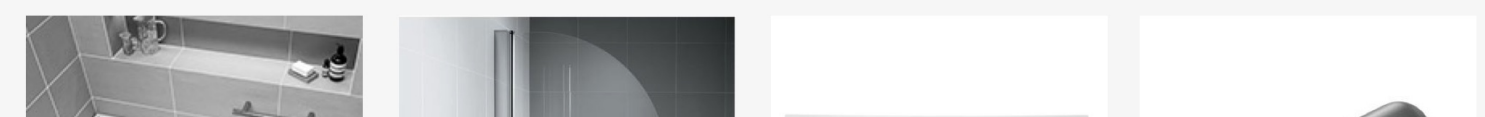
Search for product name, SKU, description,

Home / Inspiration / Projects

### Space Saving Bathrooms

Residential, Office, Public, Healthcare

Approx. W ( 90cm )    Approx. L ( 2m )

70cm                                    2m

SHAPES:                                                        6 / 17

1m
2m
Concept Space

1.6m / 1.6m
Space Name

1.7m / 1.72m
Space Name

70cm / 70cm
Space Name

1.2m
Space Name

90cm / 1.3cm
Space Name

### Concept Space
1m x 2m

Residential, Office

This en-suite is the width of a one metre shower enclosure.

Under normal circumstances the basin and wc would take up too much space to allow a person to use these facilities comfortably.

# THE RESULT

The Mobile screens were adapted to tablet and desktop. This gave the end client a robust set of wireframes to develop into UI designs once their new branding had been finalised.