

Description

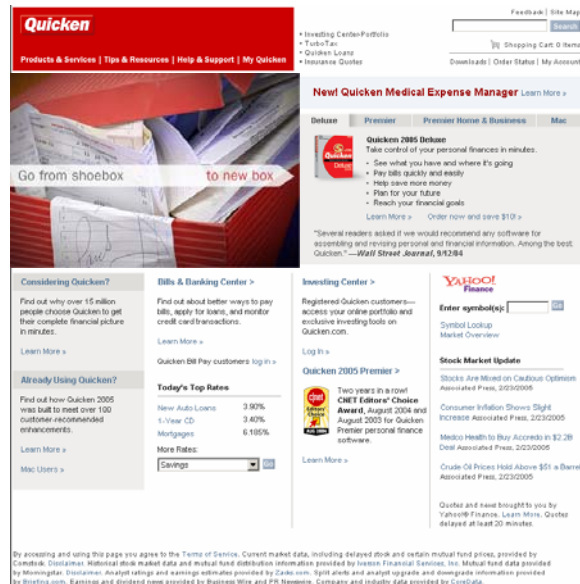
Avenue A | Razorfish was engaged by Intuit of Mountain View, CA to develop a new content strategy, redesigned navigation, new visual systems design and a branding refresh for www.Quicken.com. While the majority of the engagement focused on the site's user experience including digital brand translation and creative design services, Avenue A | Razorfish was also engaged prior to launch to perform system load testing and quality assurance.

The project was performed over a period of five months. The purpose of the redesign project was to design a website for both existing customers and new prospects that consistently reflected the Quicken brand attributes and product capabilities.

Site Audience

The web channel drives significant purchase volume for Quicken software across several customer segments. Quicken tends to group customers into several categories:

1. **Loyal Upgraders** - people who always upgrade to the latest version
2. **Prospects** - small businesses and individuals with simple or complex financial planning needs
3. **Sunsetters** - those who have an old version of Quicken and will soon seek upgrades as support for the version will be discontinued



Interactive Challenge

There were several interactive challenges with the redesign of Quicken.com, the chief among them relating to the main sections of the navigation system and the home page. These had been "licensed" to marketing partners, such as Yahoo! Finance and Insurance and Banking partners, meaning certain top level navigation couldn't be moved without the affected marketing partner's consent.

Additionally, Yahoo! Finance had negotiated a login to their site from the Quicken.com home page which had to be presented “above the fold.” To complicate the design options further, there were demands for significant amounts of content to be present on the home page. Our creative approach to the new user experience and visual design needed to respond to a number of competing parameters.

Essential Goals

Conversion Rates – Intended to help customers answer the question “Which Quicken Product is Right for Me?”, interactive tools and content were organized to help users navigate to various sections of the website so that product evaluation could be more easily performed and conversion rates would rise.

Extensibility – In 2005, Quicken will introduce two new products that will complement the Quicken product line. These products are targeted toward two very specific audiences: rental property managers and medical expense managers. The goal of the new site information architecture was to make it extensible enough to support these product introductions and new vertical markets without a complete overhaul.

Addressing the Complete Customer Lifecycle — Support of the customer throughout the entire customer lifecycle was another essential goal for the site redesign. The site needed to **attract** visitors, **engage** them through product evaluation, entice them to take **action** (purchase), and provide them with **support** (post purchase education and customer support). This was especially challenging as there were independent infrastructures for the Intuit Store where purchases would take place, and for the Help/Support function where customers were serviced.

Creating Cohesion for Multiple Brand Identities – Each of Intuit's products (Quicken, TurboTax, QuickBooks) are branded independently and the Store and Help sections are branded by Intuit. In order to smooth out the interruption in the customer experience that occurs at each of these transition points, the redesign created a common wrapper around all Quicken customer phases of the lifecycle so that users will experience and identify with Quicken core brand attributes.



- Strategic Execution

A branding workshop was conducted early in the project to surface the brand attributes that would later be reinforced in the redesign. Avenue A | Razorfish also developed an image library for the Quicken site that articulated product benefits such as: saving time, getting organized, achieving personal financial goals. Avenue A | Razorfish also worked with Intuit to integrate the redesigned Quicken.com site with the Intuit online store and crafted the messaging and Flash-based visual design for a branding campaign to be run on the home page. Our home page redesign was successful in conserving valuable home page marketing real estate with the inclusion of an HTML-based product selector. This customer feature allows

customers to view the product of their interest without displaying the entire catalog of products – a feature of the old design that consumed the entire page.

About Avenue A | Razorfish

Avenue A | Razorfish is the largest independent interactive agency and an operating unit of aQuantive, Inc. (NASDAQ: AQNT), a digital marketing services and technology company. Avenue A | Razorfish solutions are entrenched in deep technology, rigorous analytics and a rich understanding of customer needs, including award-winning media planning and buying, search engine marketing, customer targeting and profiling, world-class creative, design and implementation of web-based systems and integrated marketing programs. Avenue A | Razorfish has offices located in major U.S. markets, including New York, Chicago, San Francisco and Seattle. Clients include AstraZeneca, Best Buy, Kraft, Microsoft/MSN, WeightWatchers.com and Wells Fargo. For more information, visit us at www.aa-rf.com.

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