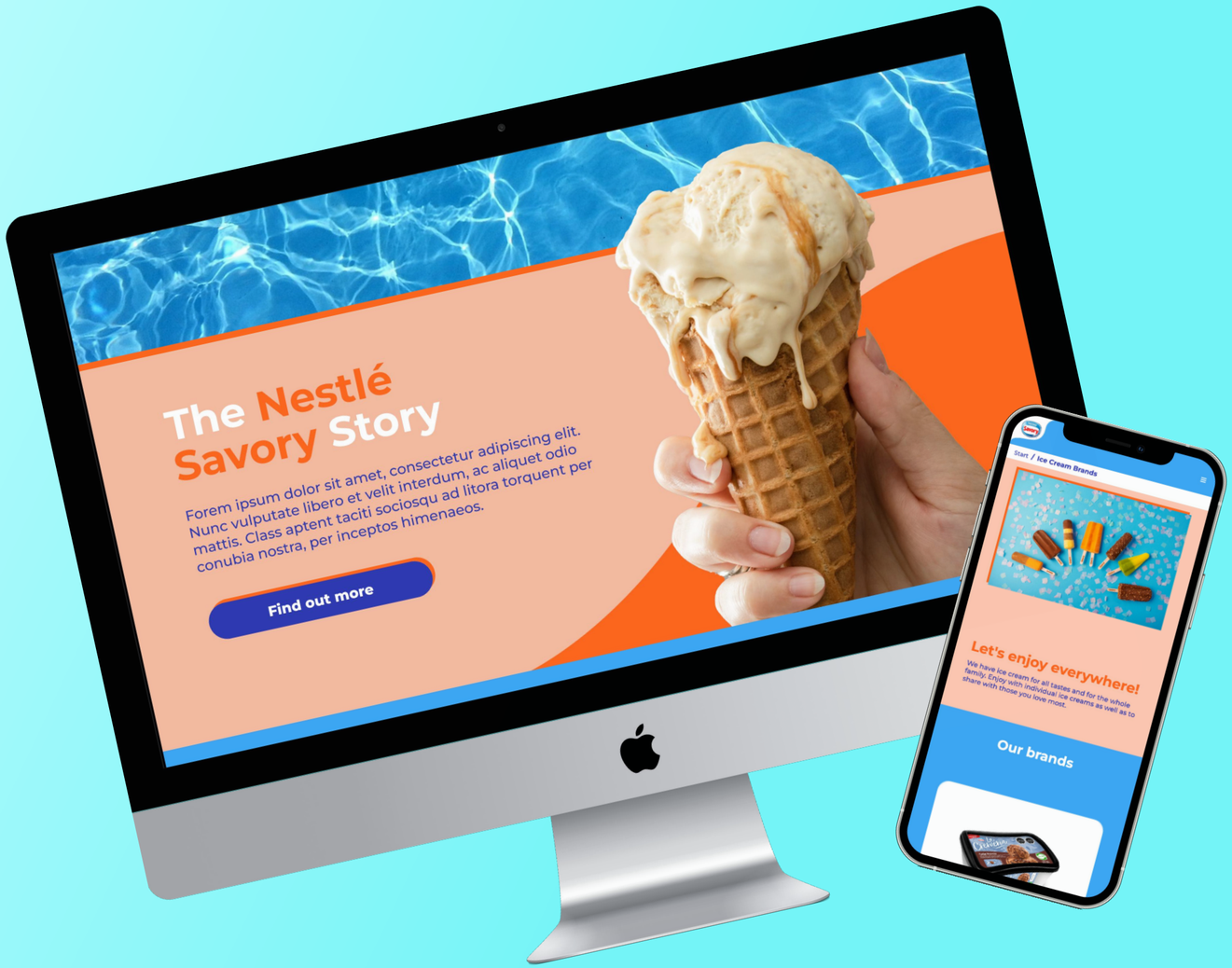
Nestle Savory Ice Cream

UX Case Study

Nestle Savory, the iconic Chilean ice cream brand, sought to redesign their website to create a more engaging and relevant online experience.



PROJECT OVERVIEW

Where this journey began..

Nestle Savory is an ice cream based website that believes as a brand, the world is better when we take advantage of the good that life gives to us.

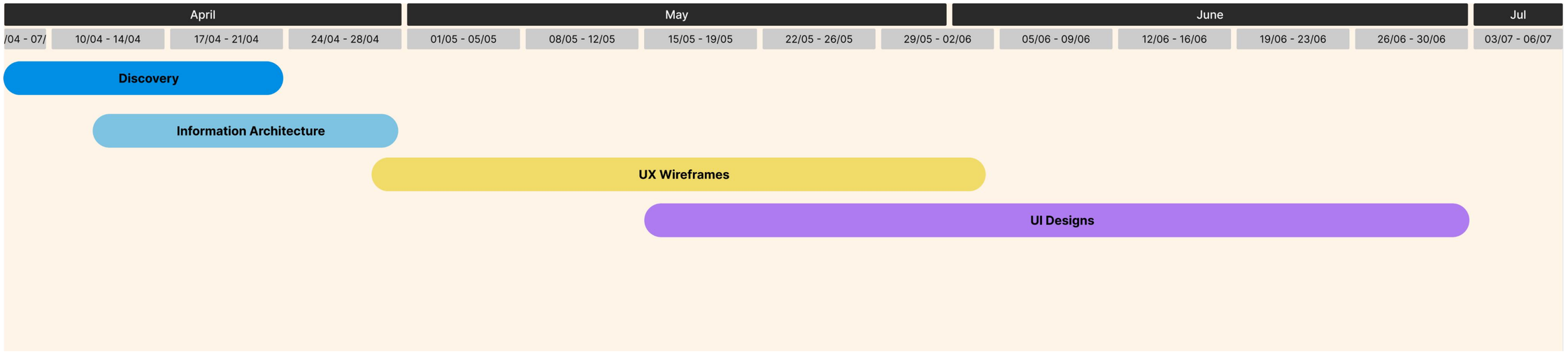
Ice cream takes us back to those childhood memories, fun times and brings happiness to everyone who experiences it.

We want to ensure that we continue evoking these emotions and psychological drivers every time you visit the Nestle Savory website.

Purpose of website redesign

- **Increase engagement:** There was a disconnect between the current site and it’s users. Through the redesign we aimed to make the site more engaging to all it’s users
- **Drive relevance:** Identify relevant market trends and suggest ways to ensure the site aligns with current market and industry standards. This included looking at all relevant pages and features on sites and benchmark them to industry standards
- **Improve usability:** Re-assess the current UX and UI of the site and identify ways to improve the overall usability and experience

Timelines



Our process

01
Conduct a heuristic evaluation of current Savory site

02
Conduct a competitor analysis on global and local competitors

03
Define Information Architecture

04
Build Hi-Fi UX wireframes

05
UI designs

Techniques

Competitor Analysis
Heuristic Analysis
Information Architecture
High Fidelity UX Wireframes
UX Prototype
UI Wireframes
UI Prototype
Development

The Team

User Experience Director
Lead UX Designer
Lead UI Designer
UX Analysts
Developers
Project Manager

My Role

UX Researcher
Lead UX Designer

Tools Used

Figma
Figjam
Miro
Powerpoint
Jira

Heuristic analysis

We used the 10 guiding usability heuristics defined by Nielsen Norman Group to evaluate the current site:

1 Visibility of system status

2 Match between system and the real world

3 User Control and freedom

4 Consistency and standards

5 Error prevention

6 Recognition rather than recall

7 Flexibility and efficiency of use

8 Aesthetic and minimalist design

9 Help users recognize, diagnose and recover from errors

10 Help and documentation

Severity Rating

We applied a rating system during the evaluation process to identifying the critical usability problem areas within the site that needed to be prioritised .

1

“I don’t agree that this is a usability problem at all”

2

“Cosmetic problem, fix only if available ”

3

“Minor usability problem; fixing this should be given low priority”

4

“Major usability problem, important to fix, given high priority”

5

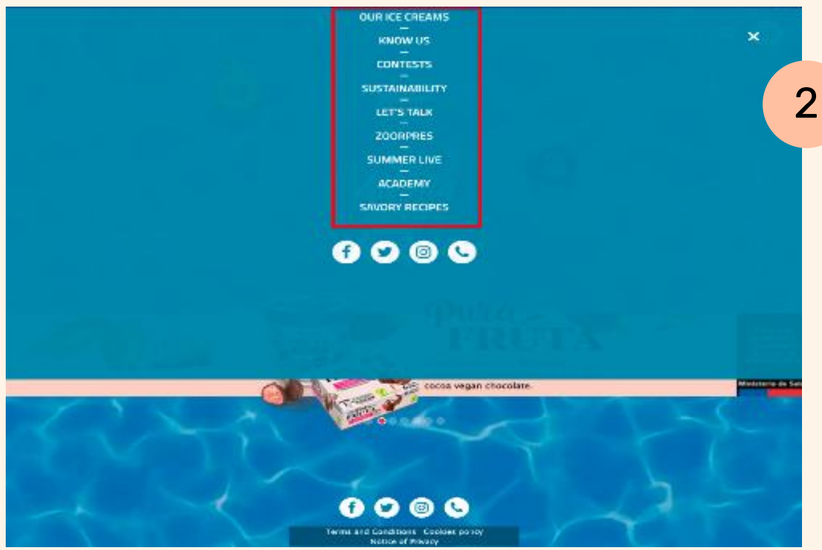
“Usability catastrophe, fix before product can be released”

Evaluation insights

1. Visibility of system status

There is no visibility of system status throughout the website therefore users can not be informed of what is going on as they navigate through different features

Incorporate a step or progress indicator on the site. This may be on the history page where it follows a logical order when navigating.



2. Match between system and the real world

There should be consistency when it comes to tone/language/wording throughout the website. Validate user's understanding of the terminology

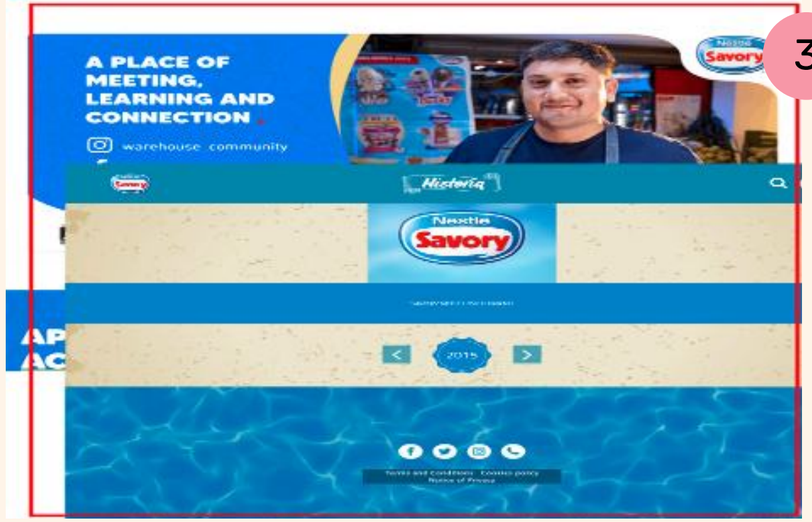
Ensure that the tone/language/wording used throughout the website is easy for your target audience to understand

3. User Control and freedom

Users should be able to move backwards through webpages. This is only visible on certain pages.

Improve the ability for user's to exit the journey as user's tend to make mistakes attempting to exit which leads to frustration

2



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4. Consistency and standards

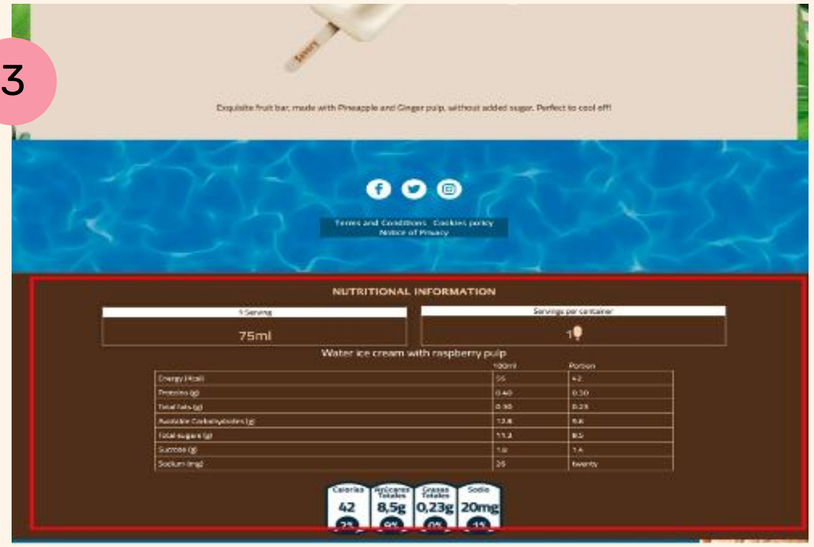
While the main menu remains consistent, the background of the website changes according to the page you are on. There is also a lot of external links which further causes confusion with consistency

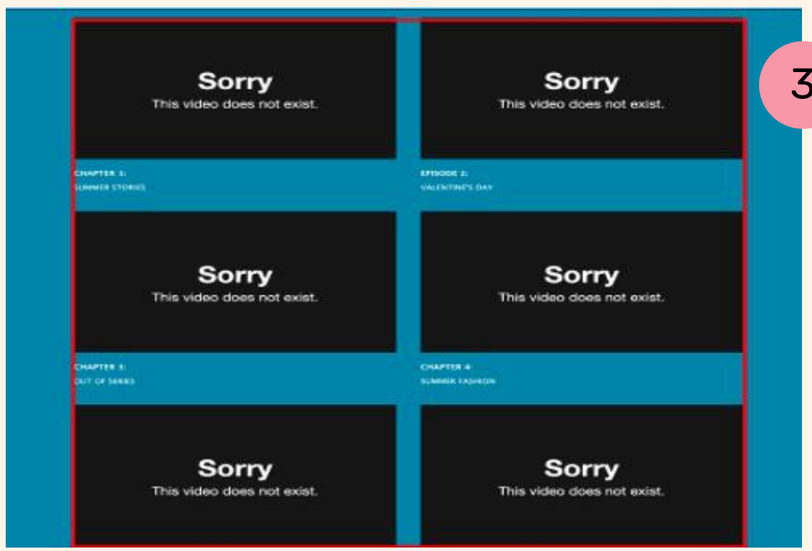
Ensure there is consistency in the design throughout the website. Try minimize external linking.

6. Recognition rather than recall

Nutritional information is only displayed at the bottom of the ice cream category detail page causing the user to rely on memory for nutritional information if they scroll up to another flavour or ice cream

Relook the current product listing and detail pages. Ensure each product has all the relevant information listed such as nutritional information





8. Aesthetic and minimalist design

Irrelevant information should not be included in the design. The site should be limited to must have elements only

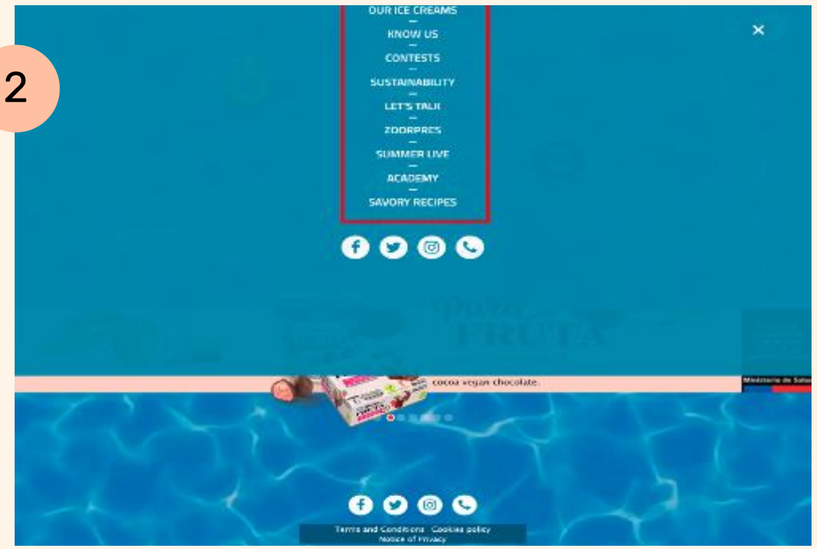
Only include information is a “must have” and is relevant to the information being shared. Remove all outdated content to avoid confusion

10. Help and documentation

There is a lack of documentation or help to provide the user with additional information so they can quickly find answers on the fly

Add a FAQ or Help section that may help users find what they are looking for much easier

2



Competitor analysis

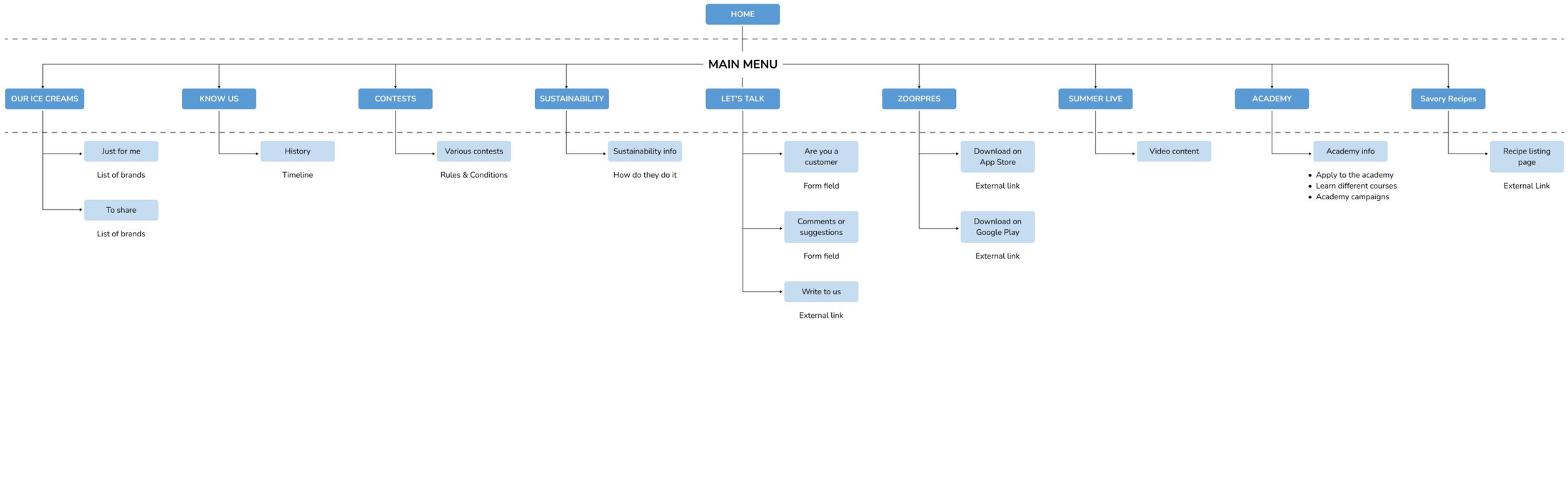
	Trendy	San Francisco de Loncomilla	Ben & Jerry's	Bresler
Company Vision & Mission Detail what Nestle Savory offers customers and why they should choose you. An area to highlight what is the objectives of the organisations and the history behind it	✓	✓	✗	✗
Product Positioning Latest/Unique products should be positioned upfront to give a competitive advantage and be the first thing that grabs user attention	✓	✓	✓	✓
Brand campaigning Have a designated area on the site specifically for Nestle Savory to position trending campaigns, creating awareness for brands and overall increasing brand visibility and engagement	✗	✗	✓	✓

Competitor analysis

	Trendy	San Francisco de Loncomilla	Ben & Jerry's	Bresler
Keep the user updated Highlight the latest moves the organisation is making, any relevant trending stories or popular videos	✓	✓	✓	✓
Social Media Presence An area of opportunity is to have an integrated social media section that would be different to other competitors analysed. This will improve traffic to and from the site	✓	✓	✓	✓
Sustainability Sustainability page highlighting their impact on the environment and reinforcing value proposition	✓	✓	✓	✓

Information architecture

AS IS information architecture



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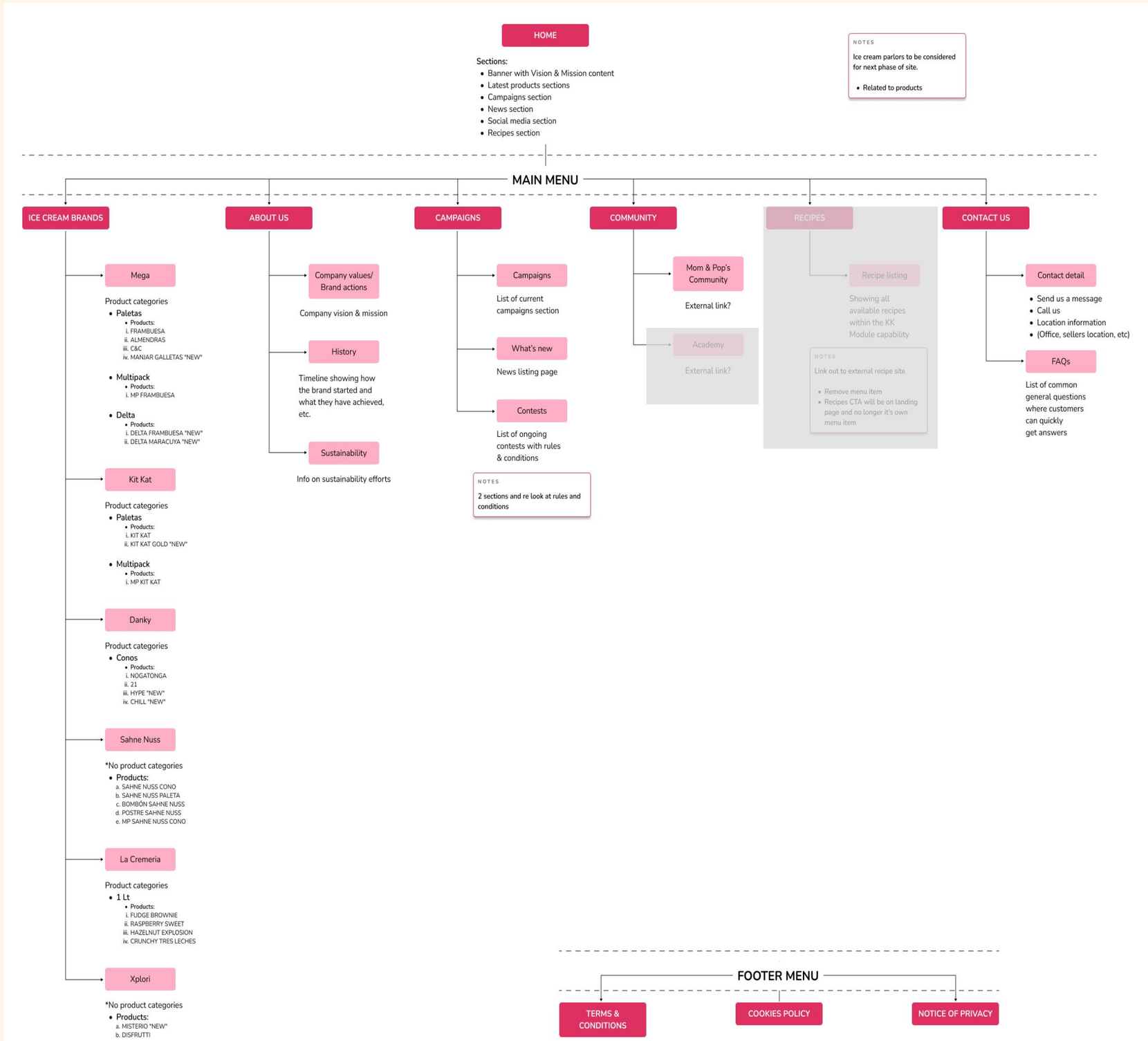
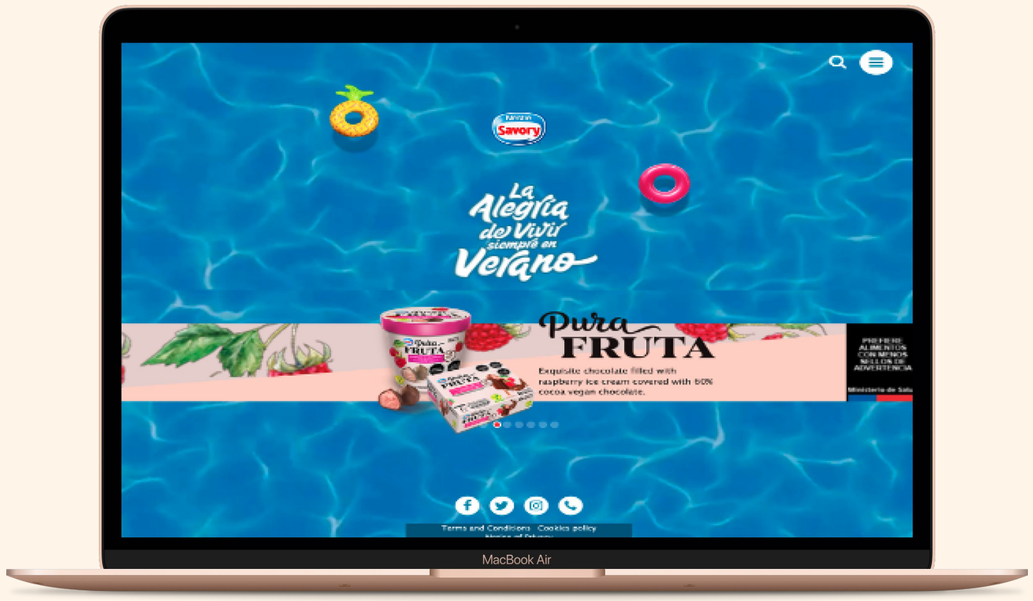


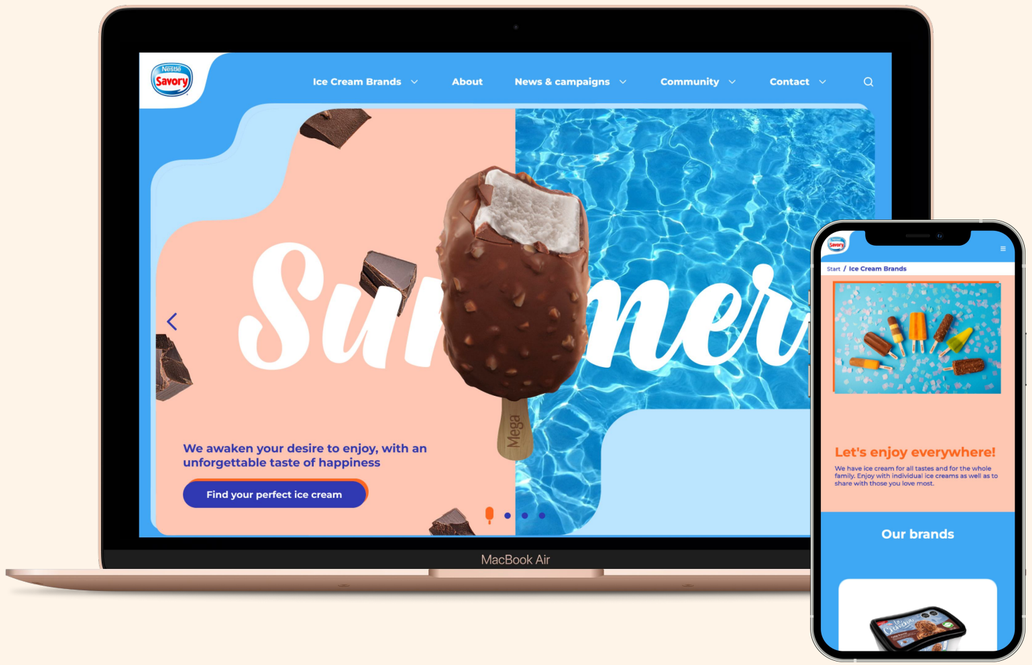
UI Designs

Results

FROM



TO



Link to live site: https://www.savory.cl/en

Challenges & conclusion

The Nestle case study in Chile demonstrated our ability to overcome significant logistical and cultural hurdles.

1. Language Barrier

Communicating with stakeholders based in Chile who were primarily Spanish-speaking proved challenging for our team, which was not fluent in Spanish. This led to some delays and potential misinterpretations in project requirements and feedback.

2. Time Difference

The significant time difference between our location and Chile made coordinating meetings and real-time collaboration difficult. This required flexibility on both sides in terms of working hours.

3. Document Translation

Key documents and materials provided by the client were often in Spanish. The need for frequent translation added an extra layer of complexity and occasional delays to the project workflow.

We successfully completed the project on time and within budget through effective communication strategies, technological solutions, and cultural awareness.

THANK YOU!