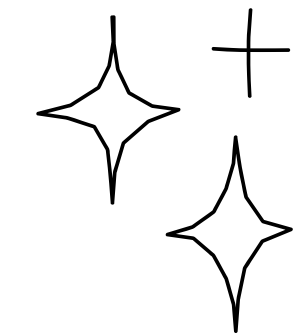
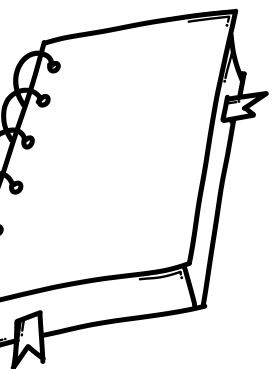
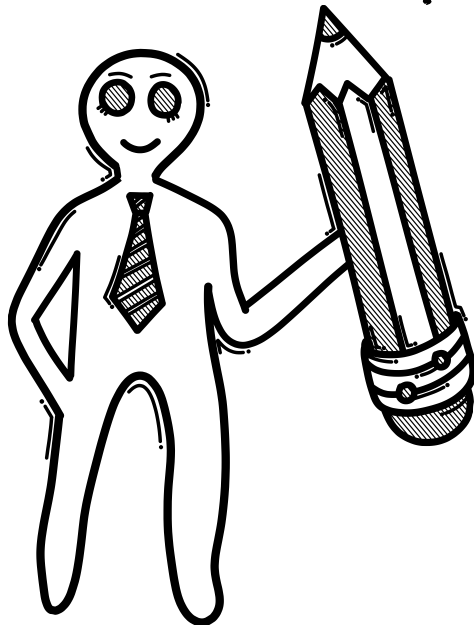
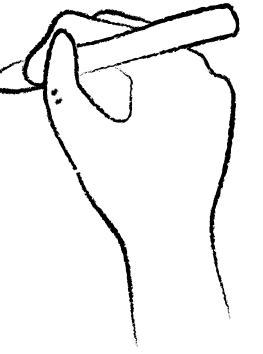


Case Study Objective

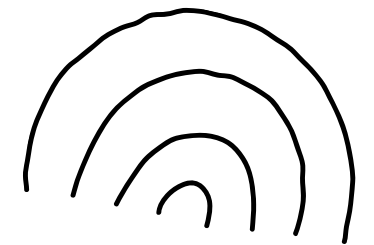
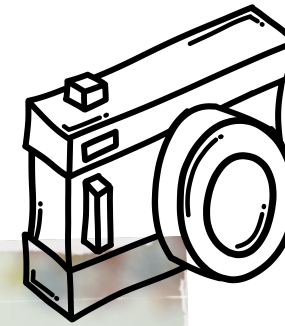
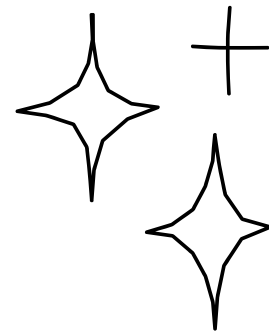
Continuing from my previous UX content case study of Lipton's website, I aim to highlight areas for improvement in website content through personalization while using straightforward language. This case study focuses on specific text excerpts and headers to enhance the user's experience. However, there is always potential for further enhancements.



Introduction

I am presenting a UX content case study for Lipton, a leading brand in the tea industry.

This case study aims to emphasize the importance of content in providing a smooth user experience. It illustrates how even minor adjustments can have a significant impact on the user's overall interaction experience with a website.

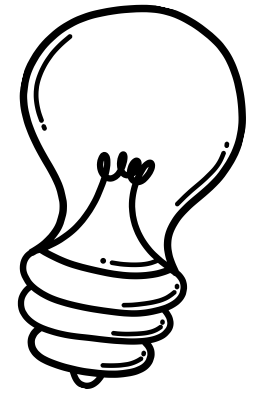


Nabomita



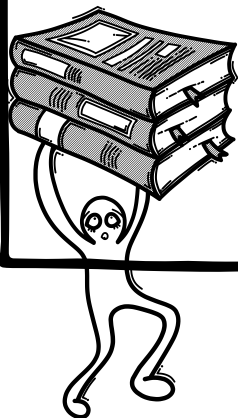
Problem Statement

This section focuses on specific concerns that I'm addressing.



What is the problem?

1. Text on header images
2. Header texts used
3. Unclear navigation - will a navigation menu called "Blog" be better than "World of Tea"?
4. Not sure why the social media icons are on the header image.



How do we know this is a problem?

1. The headers are usually not very clear on an image.
2. There is too much text used on some of the header images.
3. The introduction to some of the blogs lacks flow, and clarity and has a spelling error.
4. As a user, found some of the navigation to be confusing and irrelevant.

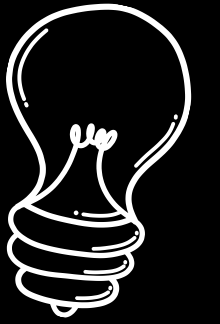


How will we know when we've solved this problem?

1. The header section is designed with minimal visual clutter, providing an easy-to-navigate layout.
2. The blog's introductions are clear, personalized, and contextual, ensuring a seamless user experience.
3. Navigating through the website is straightforward and user-friendly, eliminating any confusion.
4. The social media icons are conveniently located at the end of each article, making sharing effortless.



Is this navigation menu helpful?



Here, I want to focus on the nav menu "World of Tea". I feel the menu is not quite explanatory.

When you click here, it leads you to a list of articles separated by what seems like sections such as "About tea", "Party Ideas", "Recipes" and "guides".

LIPTON TEAS

WELLBEING

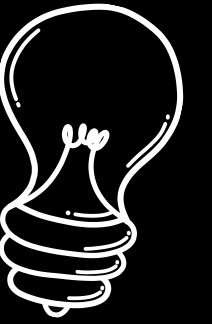
RECIPES



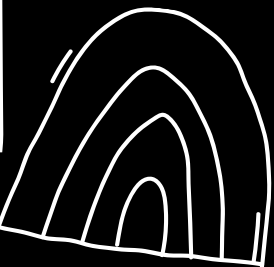
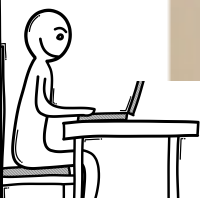
WORLD OF TEA

OUR PURPOSE

THE WORLD OF TEA

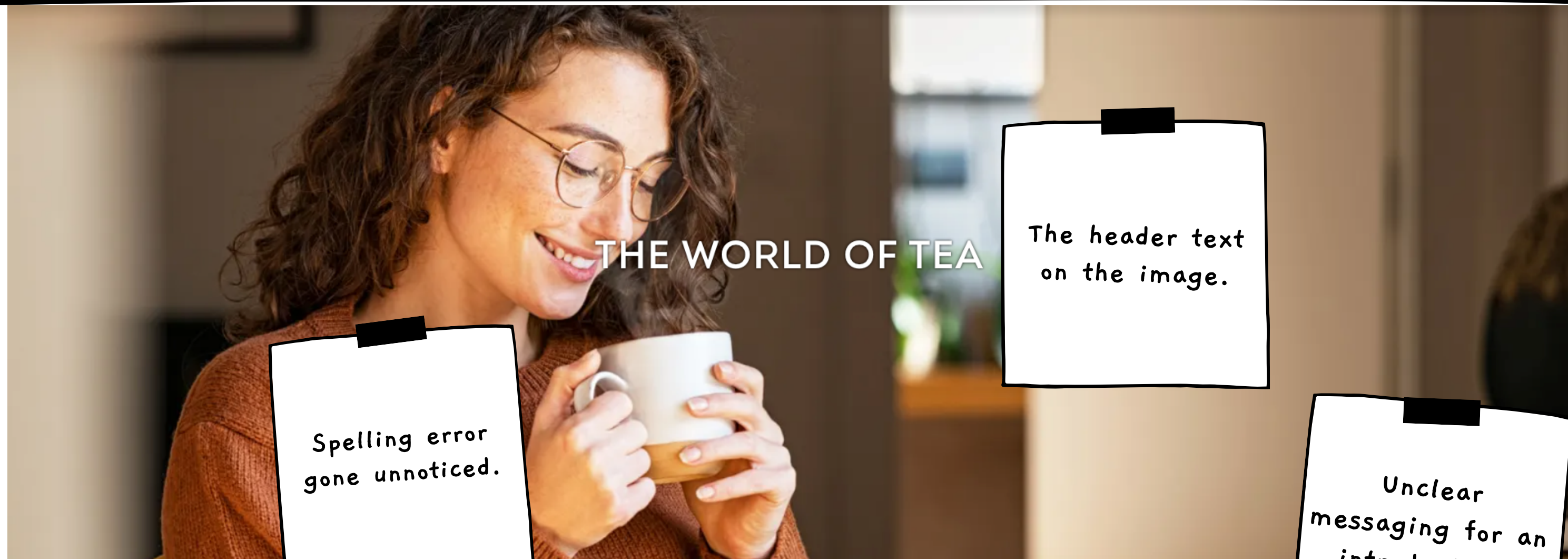
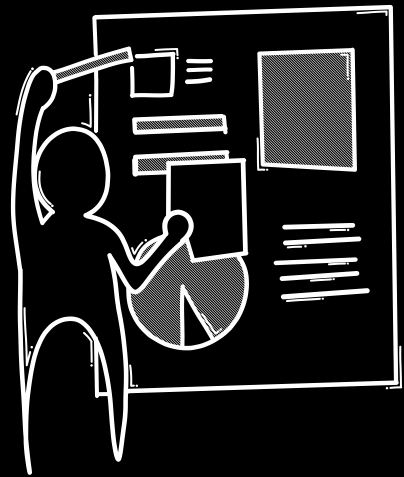


How can we make it better?





What are we addressing here?



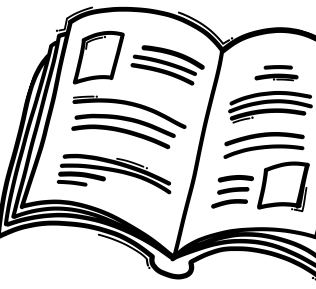
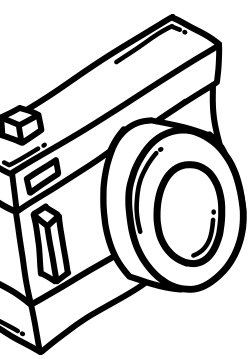
Spelling error
gone unnoticed.

The header text
on the image.

Unclear
messaging for an
introduction.

For thousands of years, all over the word, tea drinking has been about friendship, hospitality, and sharing moments together. It can also provide an opportunity to take five, enjoy a few minutes to yourself and recharge your batteries. So whatever, whoever, and whenever, here at Lipton, we believe the answer is pretty much always: a great cup of tea.





How do we know this is a problem?

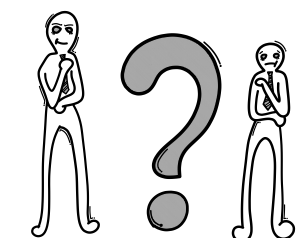
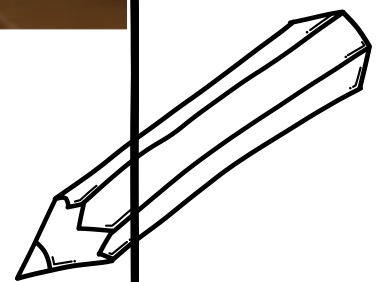


Spelling error
gone unnoticed.

The header text
on the image can
hinder
accessibility,
defying its
purpose for the
user.

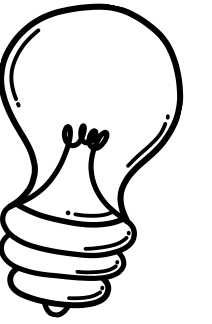
Unclear
messaging, lacks
personalization,
has a friendly
tone but loses
the impact it
intends to make.

For thousands of years, all over the world, tea drinking has been about friendship, hospitality, and sharing moments together. It can also provide an opportunity to take five, enjoy a few minutes to yourself and recharge your batteries. So whatever, whoever, and whenever, here at Lipton, we believe the answer is pretty much always: a great cup of tea.





How can we improve the user experience?

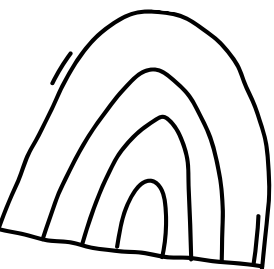
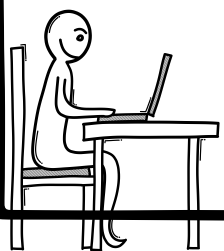


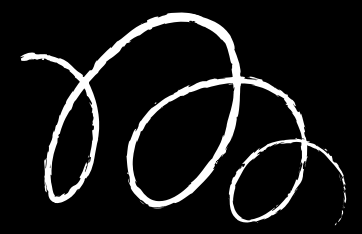
Suggesting to make use of the negative space for the header. This also makes the text more legible.

Revising the content to make it more personal and human while trying to also give emphasis on Lipton's mission statement



Drinking tea has been a cherished tradition for centuries, often used to celebrate friendship and hospitality, to find solace, and to relish in special moments. Tea is a refreshing and inspiring beverage that invigorates both the mind and spirit. That's why at Lipton, we're committed to bringing you the most delicious tea experiences possible.





What seems to be unappealing here?

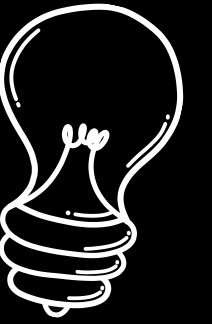


Too much visual clutter with all the text on the image, making it hard to read.

Is the text "About Tea" necessary? There is no visible navigation for "About Tea" on the webpage.

Is it relevant to have the links to the social media handles in the header section or would it be better to have them at the end of the article?

How can we improve the user experience?



MORE ON THE OTHER SIDE

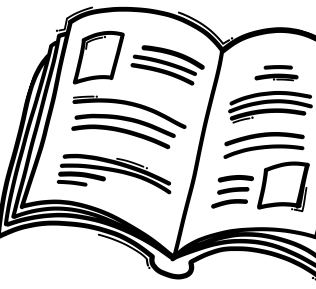
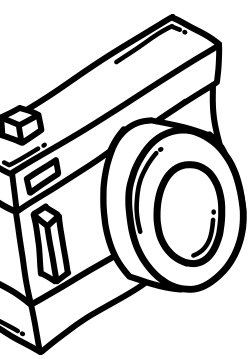
How can we improve the user experience?



Removed unnecessary text and revised the header text to make it more inviting and relevant to the blog.

Suggesting to make use of the negative space for the header. This also makes the text more legible.

The header is also inviting and has a subtle Call-to-Action.

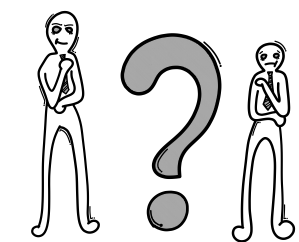


What about the introduction to the blog?



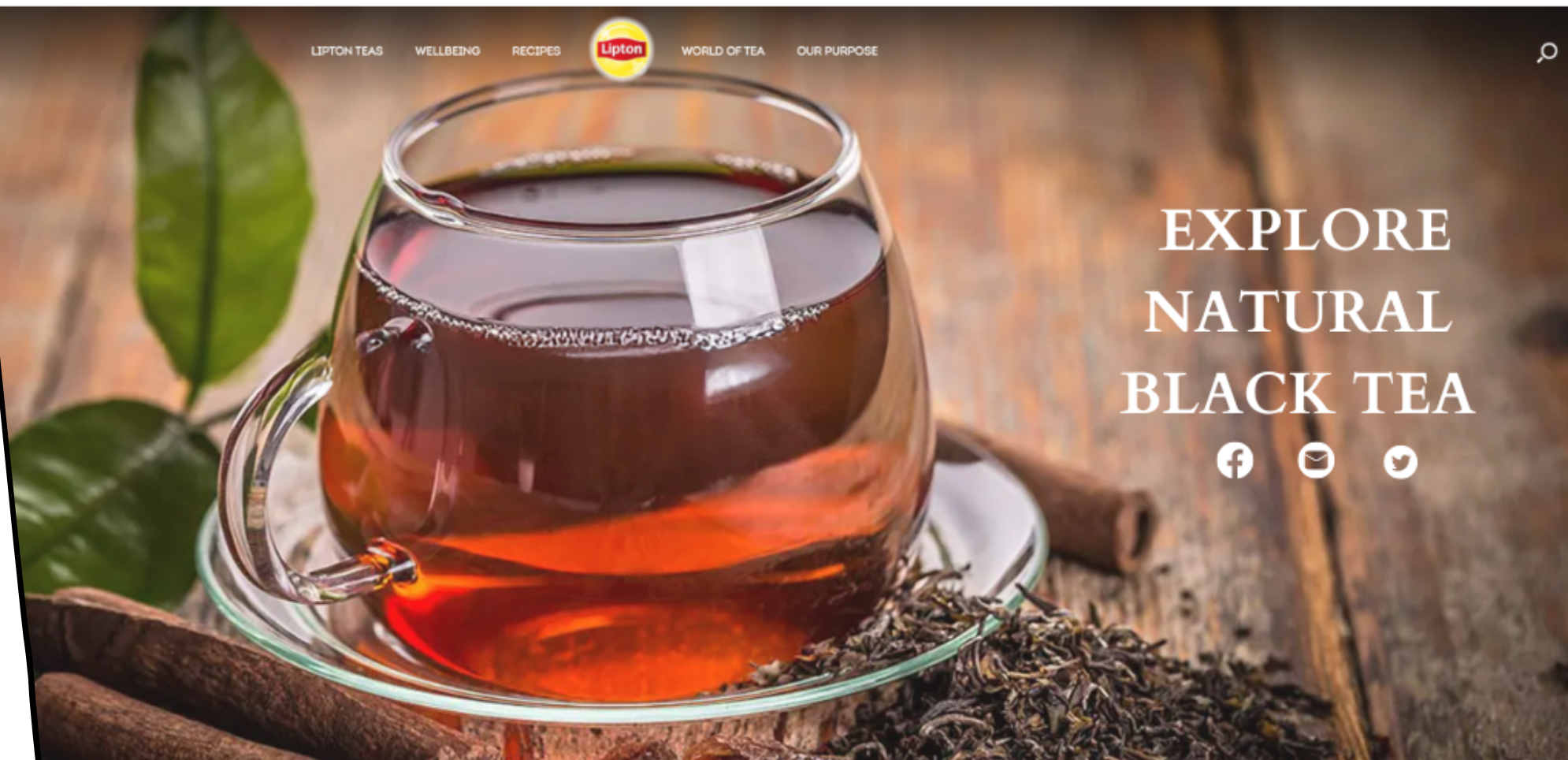
Let's face it, there are lots of reasons to drink natural black tea. The first, and probably most obvious, is that it's so ridiculously tasty. Then there are all the different ways you can drink it. You can sip it black, put it on ice, or even take a cue from the Brits and add a drop of milk.

The introduction of a blog sets the tone for what readers can expect from the article. While the casual tone is appreciated, there is room for improvement in terms of flow and clarity. Personalization and rephrasing can enhance the user's experience and make the text more promising.

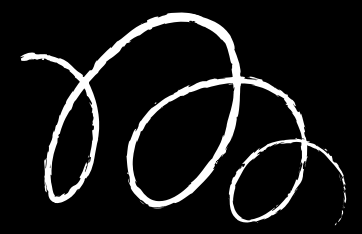


How can we improve the user experience?

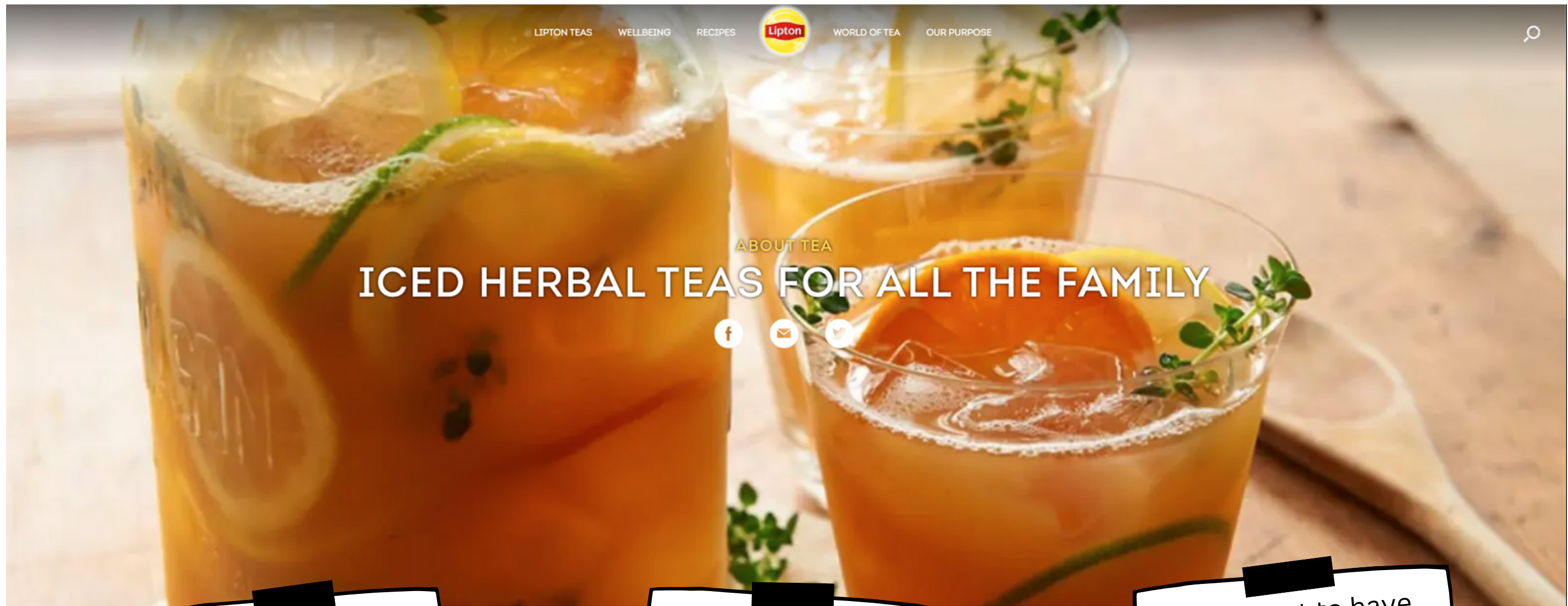
I made some slight changes to the introduction to improve its flow while maintaining a casual tone. The main idea remains the same.



Drinking natural black tea has numerous benefits. It boasts a pleasant aroma and can be enjoyed in various ways to make a refreshing beverage. You can brew it in hot water or serve it over ice. You can also add a dash of milk, taking a cue from the Brits.



What seems to be unappealing here?



Too much visual clutter with all the text on the image, making it hard to read.

Is the text "About Tea" necessary? There is no visible navigation for "About Tea" on the webpage.

Is it relevant to have the links to the social media handles in the header section or would it be better to have them at the end of the article?



How can we improve it?

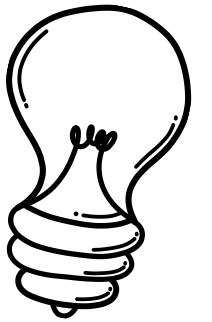
Removed unnecessary text and revised the header text to make it more inviting and relevant to the blog.

Suggesting to add a background to the text to make it more legible or use a different image.

ICED HERBAL TEAS YOUR FAMILY WILL LOVE



The header is also inviting, warm and more human.



What about the introduction to the blog?

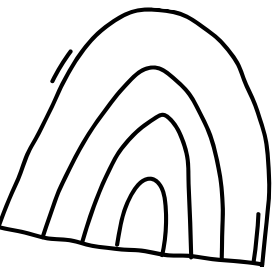
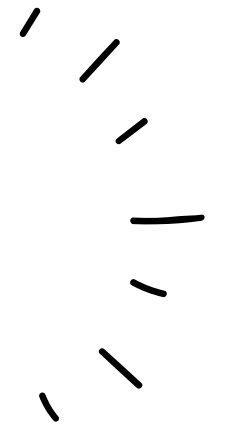
The introduction of a blog sets the tone for what readers can expect from the article. While the casual tone is appreciated, there is room for improvement in terms of flow and clarity. Personalization and rephrasing can enhance the user's experience and make the text more promising.



These refreshing blends, Summer Fruits and Peach Mango, are packed full of natural flavour and are a delicious alternative to plain water. Now everyone can feel good about serving these to their families.

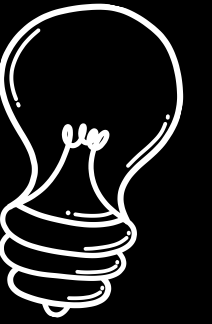
At first glance, it wasn't apparent that Summer Fruits and Peach Mango are flavors. (I know, my bad)

The other thing that didn't seem personal was how it made me, the audience, feel in the third person.



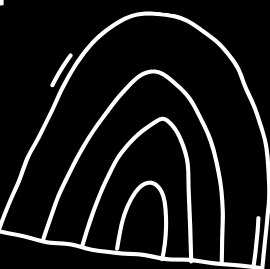
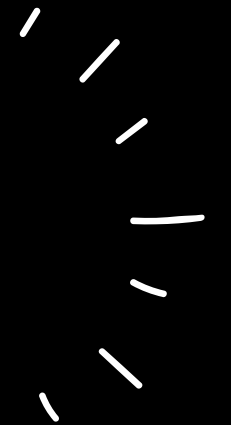
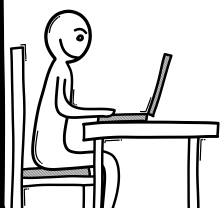


What can we do to improve it?

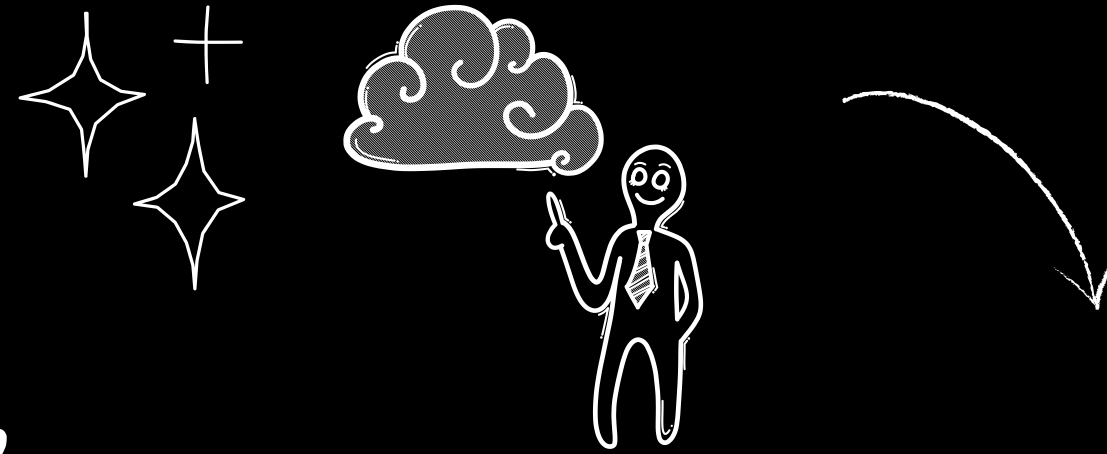


Enjoy the natural and refreshing taste of Summer Fruits and Peach Mango blends, a delicious and healthy alternative if you're bored of sipping plain water. With no artificial additives, these blends make an ideal choice for yourself and your family.

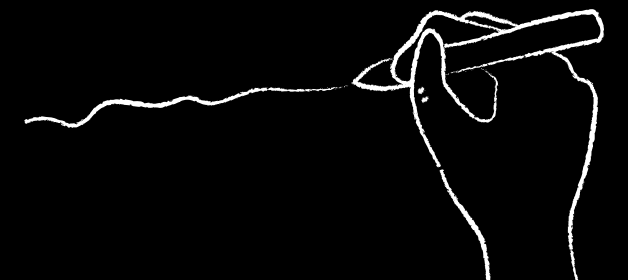
I revised the text a little bit to emphasize about the natural tea flavours and made it sound more personal.



Summary



So, in this case study I've assessed a few of the header images and texts, mentioned the importance of easy navigation as well as tried to highlight how tiny changes can go a long way to improve the overall user experience and make their interaction with a website more pleasant, easy and personal





Thank you for
your time!