

Asda Recipes

Proposal for Upgrading Taxonomy/Navigation

ASDA



January 2015

presented by  **Triad** Retail Media
turn shoppers into buyers™

Agenda: Defining Recipe site taxonomy

- Defining the challenge
- Suggested taxonomy structures
- Discovery process
- Search analysis
- Traffic patterns
- Business needs
- Competitor review
- Recommended navigational structure
- Associated tasks: inventory analysis & tagging
- Usability testing
- Next steps

Asda Recipes | Current Challenge

- Current inventory totals 999 recipes (January 2015). Adding approx 200/month from Publicis archives and current Asda Magazine. New inventory is anticipated to fulfil approximately 70% of top search terms (per iProspect report Feb 2014).

Develop a meaningful taxonomy to support both high-performing tag filters, and the range of current and future recipes on the Recipes site.

Ensure that the menu structure, (and later, the search experience) on the Recipes site represent an excellent, human-led experience.

Use the taxonomy as a starting point for an engaging and inspirational user journey.

Asda Recipes | 2014 taxonomy

Cuisine	Occasion	Event	Main Ingredient	Course	Category	Season
African	Afternoon Tea	Bonfire Night	Beans	Appetizer	Budget Recipes	Autumn
American	BBQ	Burns Night	Beef	Breakfast	Cakes & Baking	Spring
Belgian	Birthday Party	Chinese New Year	Bread	Brunch	Comfort Food	Summer
British	Buffet	Christmas	Cheese	Buffet	Curry Recipes	Winter
Caribbean	Dinner Party	Diwali	Chicken	Canapes	Dairy Free	
Chinese	Lunch	Easter	Chocolate	Dessert	Family Meals	
Eastern European	Party	Eid	Duck	Light Meals	Freezable	
French	Picnic	Fathers Day	Eggs	Lunch	Gluten Free	
Greek	Roast Dinner	Halloween	Fish	Main	Healthy Recipes	
Indian		Mothers Day	Fruit	Salad	Kid Friendly	
Irish		New Year	Game	Sandwich	Leftover Recipes	
Italian		Pancake Day	Ice Cream	Sauces	Meals for One	
Japanese		St David's Day	Lamb	Side	Pie Recipes	
Mediterranean		St Partick's Day	Mince	Snack	Quick & Easy	
Mexican		Thanksgiving	Mushroom	Soup	Romantic	
North African		Valentines Day	Pasta	Starter	Slow Cook	
Portuguese			Pastry		Vegan	
South American			Potato		Vegetarian Recipes	
Spanish			Pork		Weekday Winners	
Thai & South East Asian			Pulses			
Turkish & Middle Eastern			Rice			
			Sausage			
			Steak			
			Turkey			
			Vegetable			

Asda Recipes | Proposed taxonomy

Recipes

Cuisine	Occasion	Dishes	Course	Ingredient	Baking
American	Afternoon Tea	Pasta	Appetizer	Pulses & Grains	Cakes
British	BBQ	Risotto	Breakfast	Beef	Cupcakes
Caribbean	Kids Birthday Party	Casserole	Brunch	Chicken	Cheesecake
Chinese	Buffet	Stew	Dessert	Pork	Brownies
French	Dinner Party	Curry	Light Meals	Duck	Muffins
Greek	Picnic	Soup	Lunch	Fish	Chocolate
Indian	Romantic Meal	Sandwich	Main	Seafood	Gluten Free
Italian	Party	Salad	Side	Game	Bread
Mediterranean		Pies	Snack	Lamb	Scones
Mexican		Burgers	Starter	Turkey	
Spanish		Stir Fry		Vegetable	
Thai & South East Asian		Roast Dinner			Seasonal
Turkish & Middle Eastern		Rice Dishes			Pancakes
		One pot cooking			Hot Cross Buns
		Fish Dishes			

Events

Valentines Day
 Pancake Day
 Mothers Day
 Easter
 Fathers Day
 Halloween
 Bonfire Night
 Christmas
 New Year

2016

Burns Night
 Chinese New Year

Inspiration

Budget Recipes
 Cakes & Baking
 Cooking with Kids
 Batch Cooking
 Healthy Recipes
 Leftover Recipes
 Quick Meals
 Slow Cooking
 Weekday Meals
 Gluten Free
 Vegetarian
 Dairy Free
 Vegan
 Low Fat
 Lunchbox
 Cocktails

Seasonal

Summer
 Autumn

Key Event

Asda Recipes | Process & considerations

- 1. Search volume for keywords.** Have we accounted for the most popular keywords within the suggested taxonomy?
 - Reviewed in-bound and on-site search data over the course of the past year. Compared this to suggested taxonomies and added terms where needed.
 - Ranked menu tags based on search popularity
- 2. Traffic patterns.** What decisions can we make based on traffic patterns to date?
- 3. Business priorities.** What internal factors do we need to take into account?
 - Created menu for Events where key events that are also featured throughout the business can be listed. These will be ranked according to relevance.
- 4. Competitor activity.** Are we missing any key terms, tags or filters?
 - Compared suggested navigation structure with 4 main competitor sites.
 - Reviewed competitor sites for treatment/location of certain high performing keywords eg Healthy Eating, Risotto, Gluten-free
- 5. Usability best practice.** Do the recommendations that emerge from this process still offer the best user experience?



Asda Recipes

1. Search analysis around keywords.

- Reviewed in-bound and on-site search data over the course of the past year. Compared this to suggested taxonomies and added terms where needed.
- Ranked menu tags based on search popularity

Asda Recipes | Top searches

Recipes word cloud – reflects density of **inbound searches** Sept 1 2013– Jan 13 2015.



Agenda: Business priorities

- Create a series of event pages that visually reference asda.com landing pages and POS materials.
- Direct Asda users to explore the site around key events and occasions that map to Asda trading priorities.
- Highlight kids cooking via Community Life landing page and recipes.
- Speak to Asda mum (or dad) whose priorities are simple, quick, family meals that are healthy and easy to make.



Asda Recipes

4. Competitor activity

- Compare recommended filter category names with key competitors

Dishes, World Cuisine, Occasions, Events, Inspiration, Cakes & baking, Course


- Compare how key competitors are handling key search terms

Healthy, Easy, Simple, Cheap, Family, for kids, Vegetarian, Low fat, Dinner, Easy for two, Slow cooker, Gluten-free, Diet

Asda Recipes | Global nav: Competitors


ASDA Groceries | Store Locator | Your Trolley

ASDA recipes




- Recipes ▾
- Events ▾
- Kids in the Kitchen
- Tips & Ideas
- Easter



goodfood




Recipes | How to | Lifestyle & events | More Good Food | Health & nutrition | Our Healthy Diet Plan



Sainsbury's *live well for less*



- Recipes & Inspiration
- Occasions
- Brand Match
- Products & Values
- My Coupons
- Pricing
- Freezer



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TESCO realfood

All courses ▾ Search

- Home
- Recipes
- Meal planner
- Our food
- Videos
- Healthy recipes
- In Season
- Win
- Grocery

Home > Recipes > Customer recipes

Asda Recipes | Global navigation: BBC

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ingredient, dish, keyword... Search

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Food for £5

Not sure what to cook?

We've pulled together our most popular recipes, our latest additions and our editor's picks, so there's sure to be something tempting for you to try.

Inspire me

<p>Healthy</p> <p>7-8-day Cheap & healthy Healthy breakfast Healthy lunch see more ...</p> <p>Events</p> <p>Valentine's Day Pancake Day Mother's Day Easter see more ...</p> <p>Seasonal</p> <p>Spring Summer Autumn Winter see more ...</p>	<p>Family & kids</p> <p>Family meals Kids' party Lunchbox Snacks for kids see more ...</p> <p>Everyday</p> <p>Batch cooking Cheap eats Freezable Leftovers see more ...</p> <p>Special diets</p> <p>Dairy-free Gluten-free Low-fat Low-GI see more ...</p>	<p>Cakes & baking</p> <p>Brownie Cheesecake Chocolate cake Easy baking see more ...</p> <p>Ingredients</p> <p>Fish Fruit Meat Vegetables see more ...</p> <p>Vegetarian</p> <p>Iron-rich Vegan Vegetarian barbecue Vegetarian party see more ...</p>	<p>Cuisines</p> <p>American Chinese Greek Mexican see more ...</p> <p>Occasions</p> <p>Afternoon tea Dinner party Easy entertaining Sunday lunch see more ...</p> <p>More recipe ideas</p> <p>Cheap cut Cheap eats Courses Slow cooker see more ...</p>	<p>Dishes</p> <p>Pasta Soup Pie Casserole see more ...</p> <p>Quick & easy</p> <p>Easy but impressive Quick & healthy Quick cake Under 20 minutes see more ...</p>
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Ariel gets it right first time

goodfood

ingredient, dish, keyword... Search

Recipes How to Lifestyle & events More Good Food Health & nutrition Our Healthy Diet Plan

Guides & techniques

- Cookery
- Health & nutrition
- Occasions & events
- Family & kids
- Everyday

Tools

- Roast calculator
- Cake tin size guide
- Volume & weight converters
- Oven temperature guide
- Sugar temperature guide
- Equipment reviews
- Glossary

Jan	Feb	Mar	Apr
May	Jun	Jul	Aug
Sep	Oct	Nov	Dec

What's in season?

Find out what to eat when with our calendar of seasonal produce.

[View our seasonal calendar](#)

to kick-start healthy habits and rebalance your
we have tips and expert advice to help you stay

Recipes How to Lifestyle & events More Good Food Health & nutrition Our Healthy Diet Plan

Lifestyle

- Health & nutrition
- Family & kids
- Budget & everyday
- Entertaining
- Travel

Events

- Valentine's Day
- Pancake Day
- Halloween
- Bonfire Night
- Christmas

Family & kids

Get inspiration and advice for feeding a family.

[Visit our family and kids section](#)

your fun, or need to know more about carb-loading and hydration, our marathon guides have all the answers

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ingredient, dish, keyword... Search

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Asda Recipes | Global navigation: BBC

Extensive recipe dropdown with sub filters features key terms found in our search analysis. **'Healthy'** is featured both in the top nav and in the recipes dropdown and includes a **'cheap and healthy'** option.

Recipes dropdown features a **'special diets'** filter that is very intuitive to search.

'World cuisines' features as **'cuisines'** in the recipe dropdown (not top nav) and uses quite generic country terms such as 'American', 'Greek' etc.

'Occasions' has been given less of a priority and features on the recipe drop down although the key terms do look relatively intuitive.

'Events' appears in the top nav but is paired with **'lifestyle'** and features a split dropdown.

Rather than using 'inspiration' as a filter, navigation relies on more specific key terms such as **'everyday'** and **'quick and easy'**.

'Ingredient', **'Cakes & Baking'** and **'Course'** do not appear in the top nav but feature in the recipe dropdown.

Asda Recipes | Global navigation: Tesco

TESCO realfood

Search: All courses Search

Home **Recipes** Meal planner Our food Videos Healthy recipes In Season Win Grocery

Our recipes

Our recipes are created by award-winning chefs and nutritionists.

- > Latest Recipes
- > Customer recipes
- > Nifty fifty
- > Recipe binder

BE INSPIRED

Collections	Courses	Events
Healthy lunch	Main	Valentine's Day
Family favourites	Soup	Pancake day
Healthy snacks	Breakfast	Chinese New Year
Leftovers	Lunch	See more
See more	See more	
Popular	Special diets	World flavours
Casserole	Gluten-free	Japanese
Mushroom soup	Dairy-free	Indian
Fish pie	Vegetarian	Thai
Pizza	Vegan	See more
See more	See more	

INGREDIENTS

Dairy	Fish & seafood	Fruit and nuts
Buttermilk	Cod	Orange
Cheese	Haddock	Cashew
Cream	Prawn	Apple
Egg	Salmon	Banana
See more	See more	See more
Grains, pulses and pasta	Meat	Vegetables
Pasta	Chicken	Sweet potato
Couscous	Gammon	Cauliflower
Lentils	Beef	Rhubarb
Rice	Chorizo	Onion
	See more	See more

Submitted by Fabiana Cantini

recipes online, from family meals, to

Asda Recipes | Global navigation: Tesco

- Most of the suggested filter categories feature under recipe drop down in top nav.
- The term '**Healthy**' is prominent on top nav.
- 'World cuisine' appears as '**world flavours**' in the recipe drop down and uses generic country terms such as Japanese, Indian, Thai etc.
- Recipe dropdown is separated by two separate filters '**be inspired**' and '**ingredients**' with sub-filters falling under these.
- '**Events**' features in the recipe dropdown under '**be inspired**' and lists upcoming dates but not year round.
- '**Course**' falls under the recipe drop down and lists 'main', 'soup', 'breakfast' and lunch
- There is no 'Dishes' filter and 'Inspiration' appears as '**be inspired**' on the recipe dropdown with 6 sub-filters underneath it.
- No mention of cakes/baking in the top nav or in the recipes drop down.

Asda Recipes | Global nav: Sainsbury

Sainsbury's *live well for less*

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- > Inspiration
- > Sainsbury's magazine
- > Kitchen Heroes
- > Allergies & Intolerances
- > Healthier Eating
 - > Health Advice
 - > Healthier Diets
 - > Healthier Recipes
- > Homemade

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We check prices and on brands as Asda every

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- > Bonfire Night
- > Halloween
- > Autumn
- > Back To School
- > Christmas inspiration
- > Father's Day
- > Summer
- > Sainsbury's Summer Series
- > Sport Relief 2014
- > Red Nose Day

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 - > Organic Food
 - > Woodland Trust
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 - > Give bees a home
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 - > Animal Welfare
 - > Fish With Thought
- > Our Experts
 - > Taste the Difference by Sainsbury's
 - > Be good to yourself
 - > Speciality Ingredients
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 - > Nectar
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 - > Instore Services
 - > Mobile Scan & Go
 - > Sainsbury's Café
 - > Food To Go Counter
 - > Glass Hire
 - > Fish Counter
 - > Deli Cheese
 - > Meat Counter

Tu clothing | Home ideas | Beauty 111

Asda Recipes | Global nav: Sainsbury

- The top nav is mostly for product driving and not necessarily recipe focused
- **'Recipes and inspiration'** is the main recipe related dropdown and is not as organised or expansive as other recipe websites.
- Taxonomy not intuitive to popular search key terms. And not up to date.
- "Healthy eating" is almost an afterthought in the 'recipes & inspiration' drop down menu
- **'Occasions'** is housed in the top nav but covers more date-specific 'events' including charity activities.
- World cuisine, cakes & baking and courses do not feature in any of the top level filters and it's only when you click on a generic filter such as 'all recipes' do you start to see any reference to these.
- Live well for less is one of several Sainsburys recipes site – lack of focus overall.

Asda Recipes | Global nav: Waitrose

The screenshot displays the Waitrose website interface. At the top left is the 'Waitrose' logo and a search bar. The main navigation bar includes categories like Groceries, Entertaining, Flowers & Hampers, Cellar, Garden, Pet, Inspiration, Recipes, and TV. A secondary navigation bar features 'Home > Recipes' and a 'Print' icon. A left-hand sidebar menu is titled 'Inspiration' and lists various content categories. The main content area features a 'Recipes' dropdown menu and a large featured recipe card for 'Roasted broccoli, almond & mint soup', which is also labeled as the 'Recipe of the week'. Below the featured recipe are two smaller recipe thumbnails.

Waitrose Search Jotter multi-search

New to Waitrose.com? Enter your postcode to check services in your area. Postcode

Have an account? Email Password

Groceries | Entertaining | Flowers & Hampers | Cellar | Garden | Pet | Inspiration | **Recipes** | TV

Home > Recipes [Print](#)

< Recipes

- New recipes
- Recipes of the week
- Baking recipes ▶
- Healthy eating ▶
- Search by chef ▶
- Cooking with... ▶
- Tips and techniques ▶
- Step by step ▶
- How to videos
- Food glossary
- Cooking glossary
- Delia Online Cookery School ▶
- Cooking know-how
- Get Baking with Paul Hollywood
- Early summer recipes
- Recipes on Waitrose TV
- Scrumptious recipes for savvy shoppers ▶

Recipe of the week

Roasted broccoli, almond & mint soup >

Share this page

Asda Recipes | Global nav: Waitrose

- Features within the main Waitrose website. Hence navigation is more limited than expected with all filter categories appearing under Recipes.
- ‘**In season recipes**’ filter covers upcoming events and occasions, and ‘**cooking with**’ breaks down the recipes so they can be selected ingredient.
- ‘**World cuisine**’ is not touched upon in the navigation and ‘**tips and techniques**’ appears to be used almost like an ‘inspiration’ filter. The ‘tips and techniques’ key terms look like they are based on intuitive search results which could possibly be responsive.
- Strangely the ‘**baking recipes**’ filter only features one key term which is ‘ultimate chocolate cake recipes’.
- The navigation features no Course filter. However “**Healthy eating**” is again a prominent filter and is broken down by course.

Asda Recipes | Navigation: Scope

- Reorder items on black nav bar. Make these editable within Sitecore as far as possible
- Hover behaviour for all nav items on desktop. (Maintain ontouch for tablet and mobile)
- Hero spot on navigation bar draws attention to upcoming event (Christmas, Halloween)
When there is no current event, we will use this area to highlight seasonal eating or other high-performing search term (Cakes and baking, BBQ)
- Move Recipes sub-categories to top navigation instead of secondary tier
- Insert Events into top level navigation with dropdown feature rollou.
- Integrate Article content into key landing pages instead of promoting this on top nav bar
- Remove Kids in the Kitchen from top nav. Guide users to this content under Inspiration
- Set up usability session to review effectiveness of final designs

User testing

Usability testing

As a matter of best practice, Triad conducts internal testing on website development based on user types and defined task flows. However, for this project, we strongly recommend that we conduct usability testing prior to launch in collaboration with a trusted partner like Simple Usability (who we have worked with previously on Asda content sites). This will allow us to verify UX assumptions and gather valuable information from actual users.

As a minimum we recommend that we test with 5-6 users on desktop and 5-6 users on mobile devices. We would aim to test the overall revised site experience, as well as 2-3 distinct user tasks (specific tasks to be defined in conjunction with Asda).

To conduct effective user testing (develop materials, recruit users, test, report and analyse) you should expect this stage to take at least 4 weeks.

Any required additional design or development that results from user testing would be reviewed and estimated as a separate Phase 2 assignment over and above the scope of this proposal.

Extra tasks needed before starting development

1. Add missing tags/filters to current recipes inventory:
 - (Triad) Create new filters per the agreed taxonomy. Approx 3-5 new filters needed.
 - (Asda) Review each recipe in the current database against the agreed taxonomy and add tags as needed.
Approx 40 new tags needed. 26 moved or renamed tags.
Assume 3-4 mins per recipes. Retagged recipes need to be repushed to live.
2. Analysis of current recipes inventory against agreed taxonomy:
 - Using onsite search, assess whether there are enough recipes for all the terms in the taxonomy to justify featuring these in the menus.
 - Make recommendations for inventory increases based on this analysis, including commissioning recipes from Asda Mag.
 - Update list of menus for go-live based on this analysis
 - Set up bi-monthly review to assess changes needed to menus to keep these relevant and up to date.

Next Steps

- Agree on overall taxonomy structure
- Define who will undertake tagging and analysis
- Prepare new comps of top navigation and roll-out menus
- Review new scope / previous scope of development
- Sign off taxonomy, design and functionality



Thank you!

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Authorized online media supplier for:

