Search Tool

Observe:

Design in it's simplest form:

Problem statement: We do not have a place online where all of our end users can search our larger list of funeral arraignment service providers.

Hypotheses: We think Find a Provider will allow users to rely on eFuneral as a search engine resource for finding funeral service providers. We believe it will allow us to be the "gateway" that guides and assists users in finding the resources they need to begin their arrangement planning journey.

Reflect

Identification: We would like to identify:

1. Weather users actually need online assistance when planning and preplanning funeral arrangements.
2. The best way to introduce the resource formation to users.

Assumptions:

1. Users go online to try and find service providers to plan and preplan funeral arrangements.
2. Users do not have access to a one stop shop that allows them to yield search results of arrangement service providers
3. Users do not know how to properly search for service providers online.
4. They do not have the guidance needed to find the service providers that will best suit their needs and will typically conduct a short search over an in depth research

5. Users do not know how to conduct a search that yields service provider options that yield provider options.

6. They do not have access to multiple options, allowing them to select the best option for them

7. Partner users do not have a singular place online that will allow them to position themselves as experts.

8. Partner users do not have a singular search engine to align themselves with.

User Persona:

Testing Method:

Will use Guerrilla testing to determine the effectiveness of the product.

Make

Design Scope:

- Email design templates
- Where does the find a provider live? In the nav w (landing page content resource)
- What does the map page look like?
- Live on a homes website?
- Lead capture tool
- Modal pop-up
- eFuneral Partner Design
- What do we actually want this tool to look like? I'm thinking a banner that can lead to the full experience?

Use Case:

<u>Actor</u>   **Find a Provider**

|	
Basic Flow	**End User**
	User will happen upon a find a provider access point. There are at least 5 separate access point options:
	1. First page of eFuneral.com
	2. Hero section option.
	3. Banner on front page of website (efuneral or partner site)) (possibly a pill option?)
	4. Hero inside site as apart of product suite page (efuneral or partner site)
	5. Search from outside of efuneral or partner site.
Trigger	Once the tool has been accessed, the user will be prompted by the content to begin the search for a provider. A provider can be searched by:
	1. Address/ location (zip alone, a radius search?: Answer: This is the default search state)
	2. Disposition
	3. Timing
	4. Price
Basic Flow	Once the search is completed a list of providers will populate as well of their location on a map. (Do we even need a map)
	The users will then begin going down the path searching for a provider.
	1. One use case will populate a list of multiple providers.
	a. All provider search results will display
	b. A single provider will be selected
	c. All home options within the search params will display

d. If there is only a single home option, go directly to the home option page. (Do we want this to go directly to   the partner site or will there be a single page on the partner)

e. A single home could be selected

f. user exits the app

2. One use case will populate a list of a single provider.

a. All home options within the search params will display

b. A single home could be selected.

3. One use case will populate a list of no providers.

a. Sorry no providers in that area page - additional education and resources

FIND A PROVIDER
JOURNEY MAP
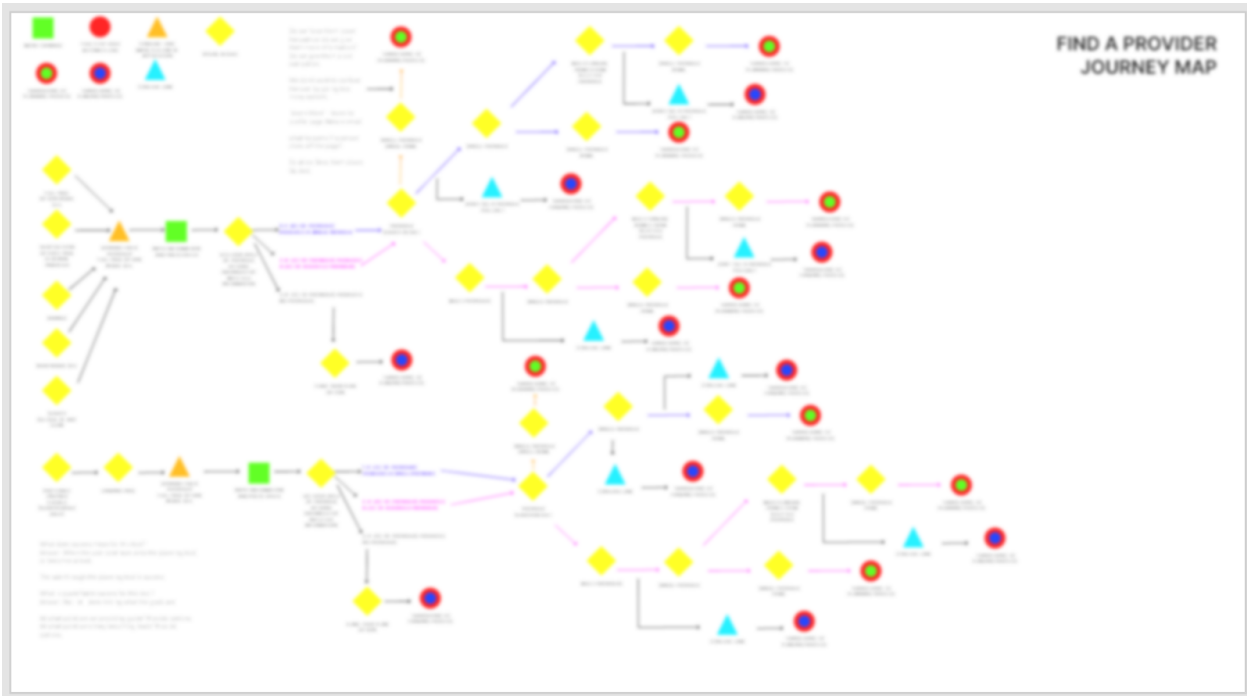
MVP

1. Ability to search for provider on eFuneral.com

    1. Embeddable experience so that it can be reused by other companies

2. Search for a provider captures email address and zip code of user

    1. Becomes a lead

3. Function: Results return all active eFuneral Partners sorted by

    1. Proximity to the searched location

    2. My Primer Provider vs Regular Provider

4. Once Provider is selected, user is taken to providers eFuneral branded storefront (Stretch)

Product Checklist

☑ ~~Project Onboarding Meeting to learn about new product~~

☑ ~~Review Leadership documentation & Level set~~

☑ ~~Create journey map options for product~~

☑ ~~Discovery~~

☑ ~~Wireframe options~~

☑ ~~Leadership presentation direction selection~~

☑ ~~HiFi Designs (Design Feedback and Iteration loop)~~

☐ Prototype

Challenges

1. We want to be able to differentiate our premium partners from our free partners.

2. We want there to be a partner grading system and we don't have one right now

3. We want there to be multiple types of search options. And a visual indication of the type of search option

4. There may not be a Partner home within the search radius

5. We need to decide how this tool is going to live on our online spaces (on front page of our website, on our partner homes, as an attribute inside of our site ie, a link a banner)

6. We want to use this opportunity to iterate on our overall brand and how it shows up in a tool