

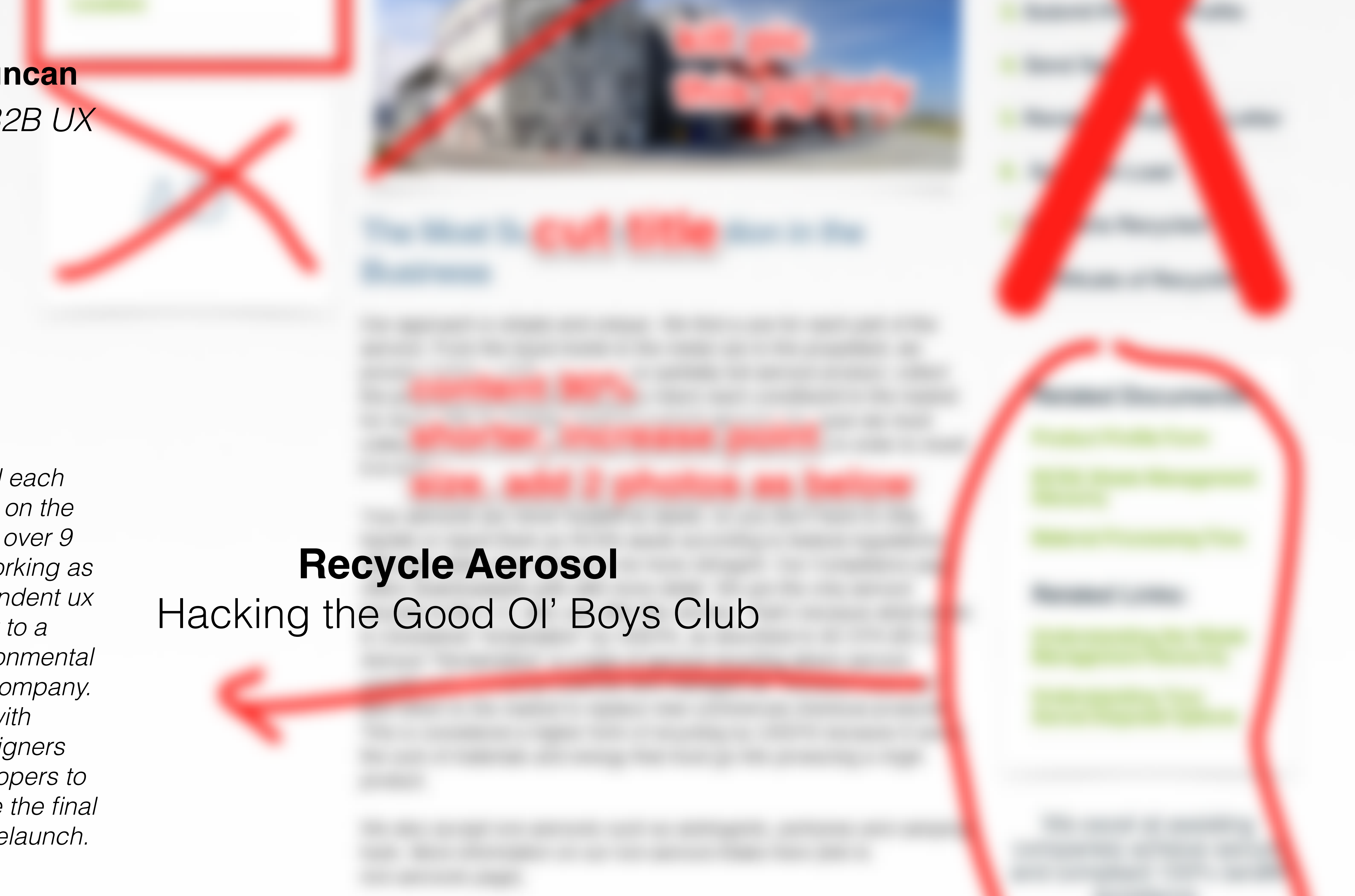
Ariel Duncan

Detail: B2B UX

I executed each item listed on the next page over 9 months working as an independent ux consultant to a B2B environmental services company. I worked with visual designers and developers to coordinate the final look and relaunch.

Recycle Aerosol

Hacking the Good Ol' Boys Club



Client: Recycle Aerosol

My work

Research

Customer Interviews + Competitive Analysis

- 3 interviews with logistics professionals
- Cognitive walkthroughs of competitors' sites
- Expert interviews with EPA regulators, environmental lawyers

Information Architecture

3 nav menus reflected complexity + technicality of B2B

- side menu with neutral docs & regulatory info built trust
- wide footer with FAQ, location & contact info
- commercial menu converted to B2B needs

Branding + Content Strategy

Aligned brand with values of B2B community

- composed Company Mission Statement
- composed Company History document
- created 18 pages SEO, technical content

Design

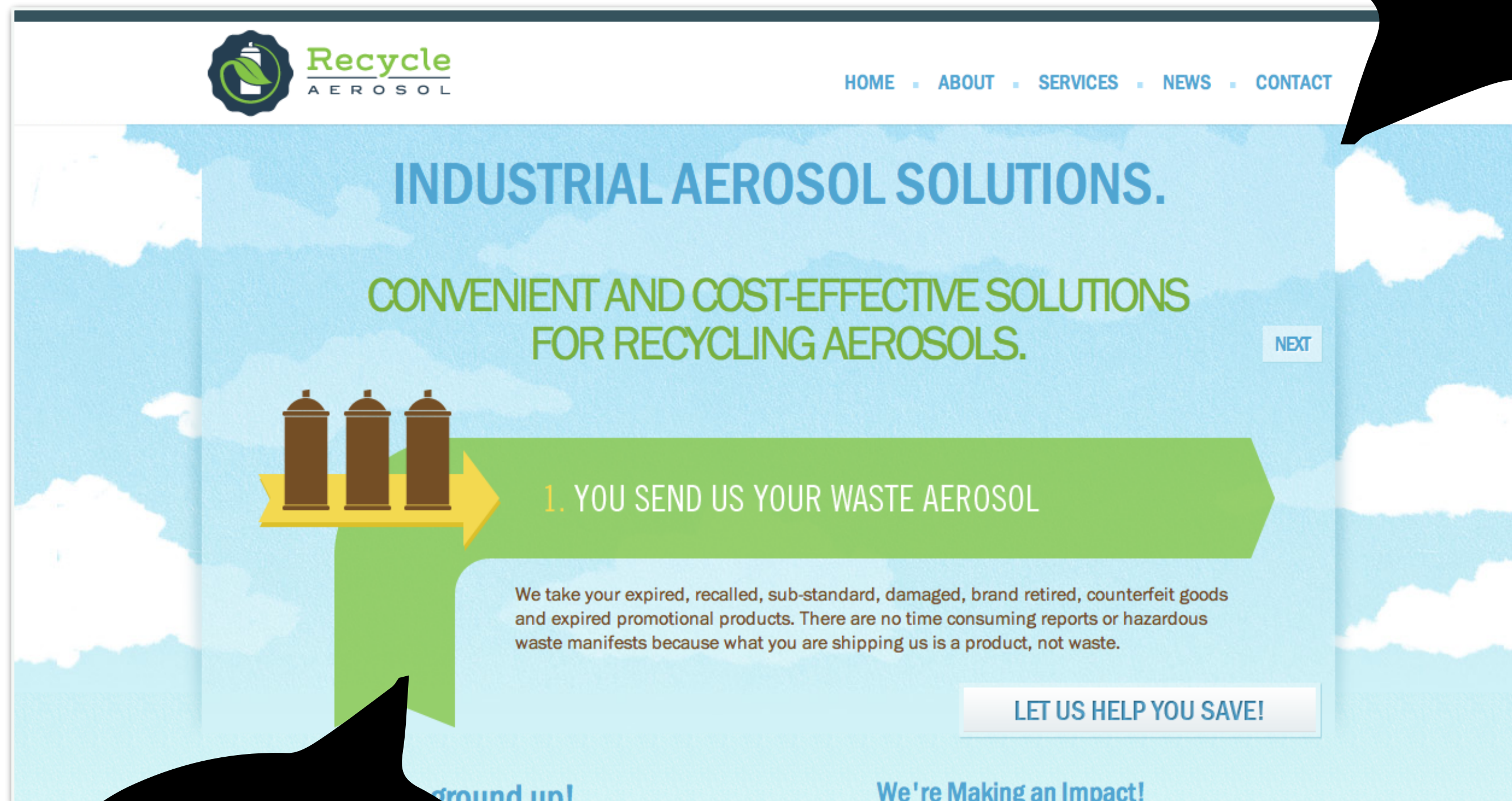
Simplified colors, fonts and created user flows

- lo-fi wireframes for landing page + 2 sub pages
- flows for 4 key user profiles
- created product process flow chart (industry standard document)

Recycle Aerosol: Site Redesign

User Research: Original site

“If I found this through search, I would just hit back”



“this looks like a daycare”

3 interviews with reverse logistics professionals

- can they find the site through search?
- what information do they want to find first?
- what are competitors doing right?
- what features of current page are confusing or off-putting?

Recycle Aerosol: Site Redesign Findings

Commercial-style navigation menu confuses B2B customers.



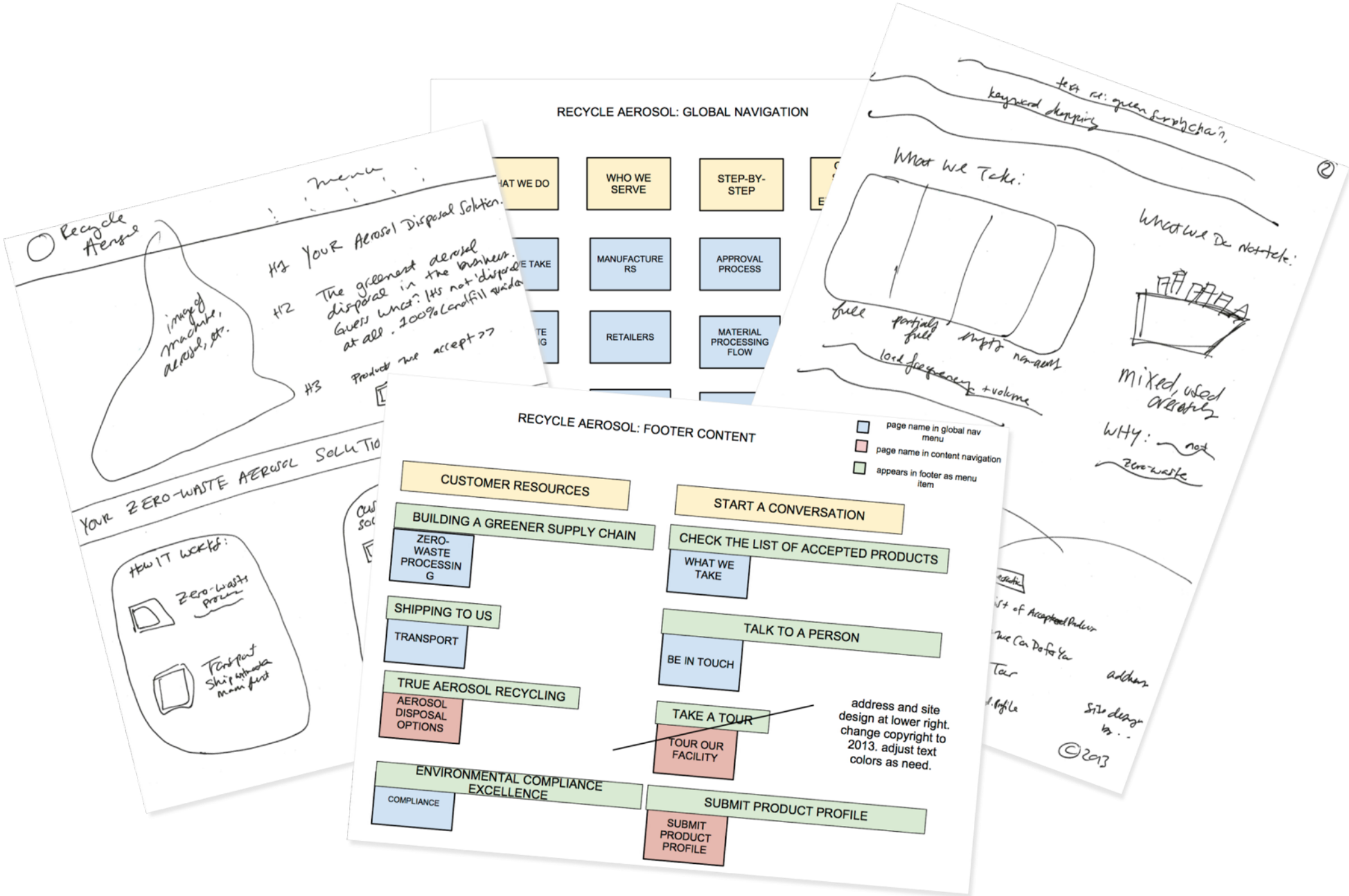
“Saving money” has bad connotations in environmental services. Poorly disposed of waste is a huge source of liability.

Graphics when onsite location photos are industry standard suggest there is something to hide about their facility.

Recycle Aerosol: Site Redesign Information Architecture

Interviews showed that clients needed to be able to drill down into technical content immediately or they would leave the site.

Making multiple technical paths clear to 4 different user profiles was the goal of the IA. I added a side navigation with neutral regulatory information and an invitation to ask for advice. This was echoed in the site's footer.



Related Links:

[EPA Waste Hierarchy](#)

[Focus on Compliance: RCRA & Reclamation](#)

[Aerosol Disposal Options](#)

[Zero-Waste Processing](#)

[Compliance](#)

[Approval Process](#)

We excel at assisting companies achieve secure and compliant 100% landfill avoidance.

[View Acceptance Guidelines](#)

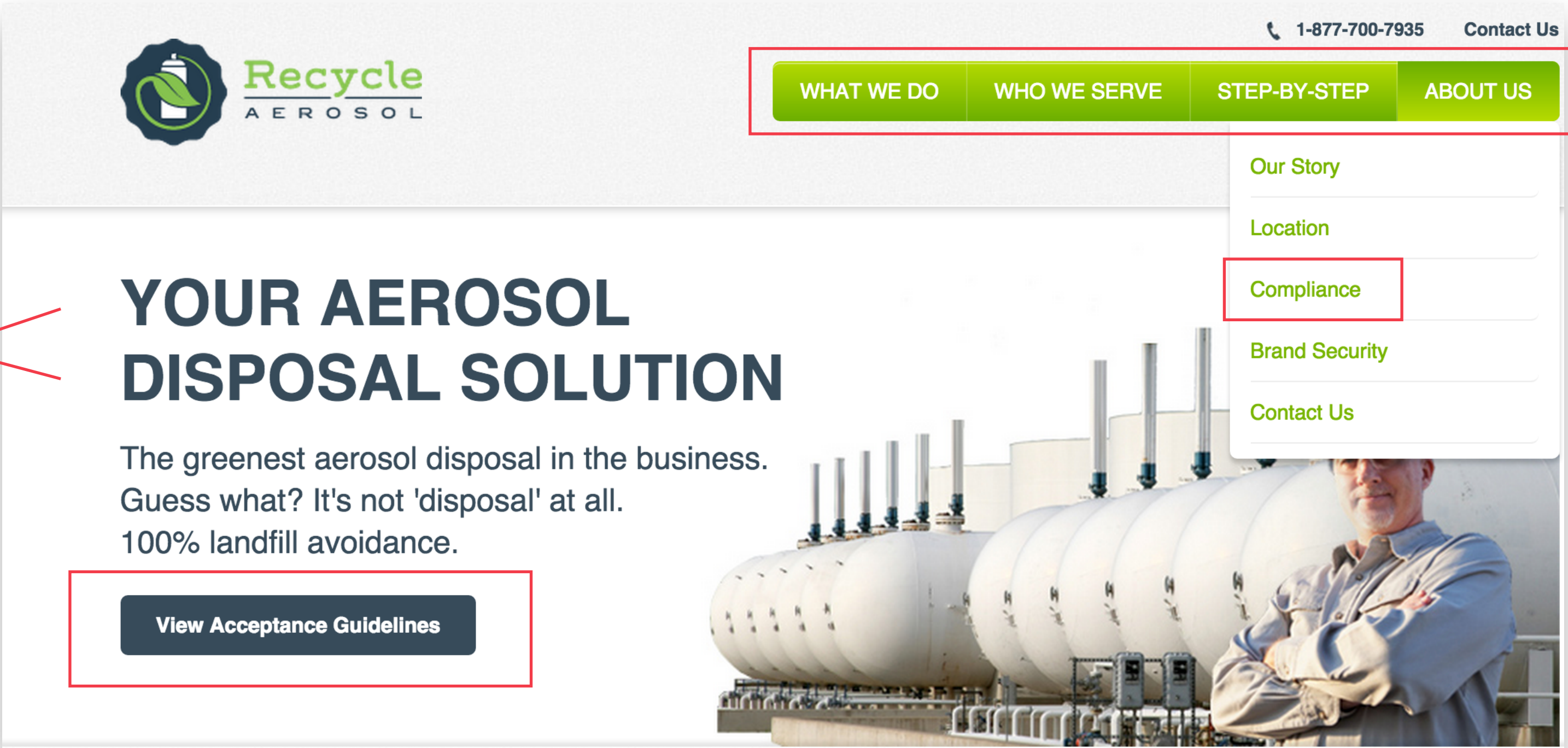
Talk to an Expert:
1-877-700-7935

This field is extremely liability conscious and there are no 'quick decisions.' The quickest path to trust was to offer the documentation in downloadable, clearly marked ways.

Recycle Aerosol: Site Redesign

New site

Nav Menu reflects the realities of a complex B2B process.



SEO-savvy title

No one knew to search for my client’s disruptive technology, so I reframed text around the most popular search term for B2B: “aerosol disposal.”

Call-to-Action focuses on legality rather than making a quick sale. Selectivity rather than the “we take anything” approach shows caution and respect for regulations.

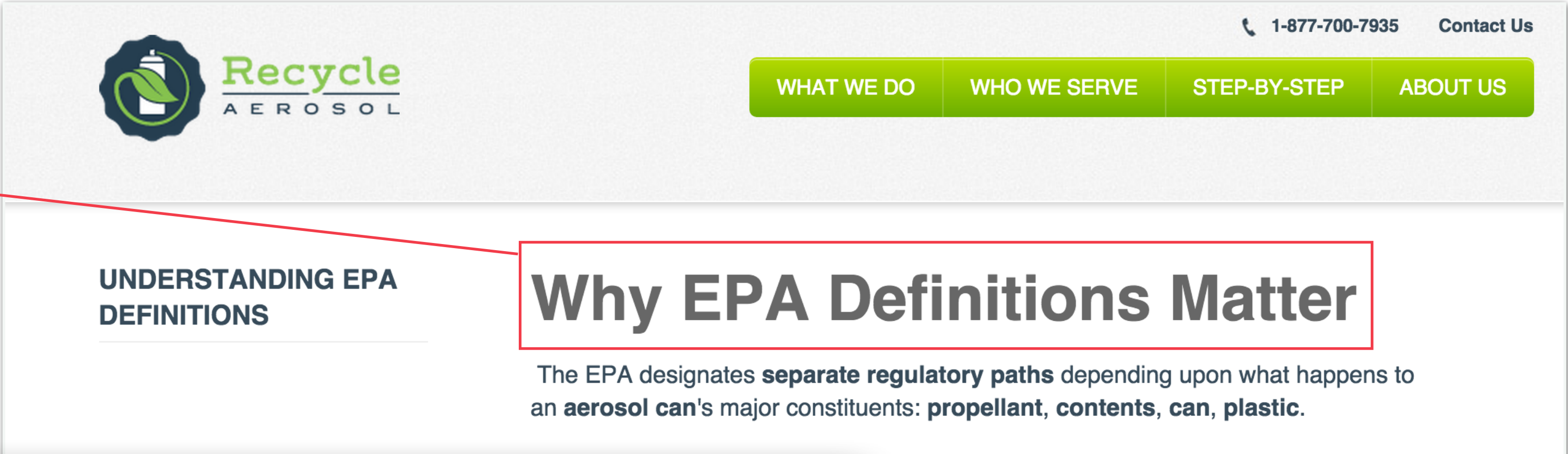
Requesting compliance data from state inspections is the 1st step in any deal.

Look and feel matches others in the waste industry. Real pictures, no design features that could read as “flashy.”

Recycle Aerosol: Site Redesign

Building Trust

Establish expertise in areas where liability fears are greatest.



Related Links:

[Approval Process](#)

"Recycling through Energy Recovery" and "Flammation"

term "**recovery**" is a general term rather than an EPA term. It refers to the recovery of a product or part of a product that would otherwise be disposed of, but that some value is extracted before disposal or recycling. It

substantial portion of the total product is reused *in a manner that is beneficial to the environment*. When aerosol constituents are part of **fuel-blending**, what would have been waste, but its constituent elements are not used for their original purposes. According to EPA

Key move: The site had to build trust in a disruptive technology by explaining how and why reclaimed aerosols are regulated with less stringency.