

Entry Points Explorations

mavesonzini@google.com

Problem Context

Google Business Profile is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including **Google Search** and **Google Maps**. This new product is replacing the old **Google My Business** app so that users don't need to visit a separate app or website to manage their business profile.

There's not 'one entry point fit's them all'.
All merchants have different needs and preferences.

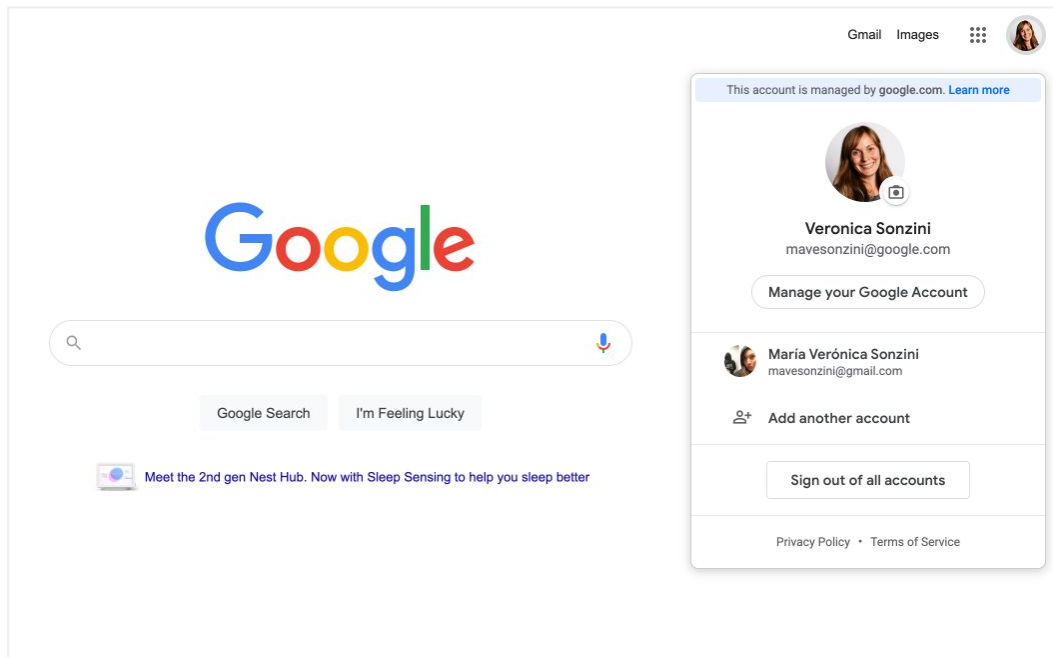
- [Desktop search account particle](#)
- [Onebox alternatives](#)
- [Desktop search menu](#)
- [Mobile search + GSA account particle](#)
- [GSA push up promo](#)
- [Maps tactile: your places](#)
- [GMM: Chips](#)

Desktop search
account particle

Overview

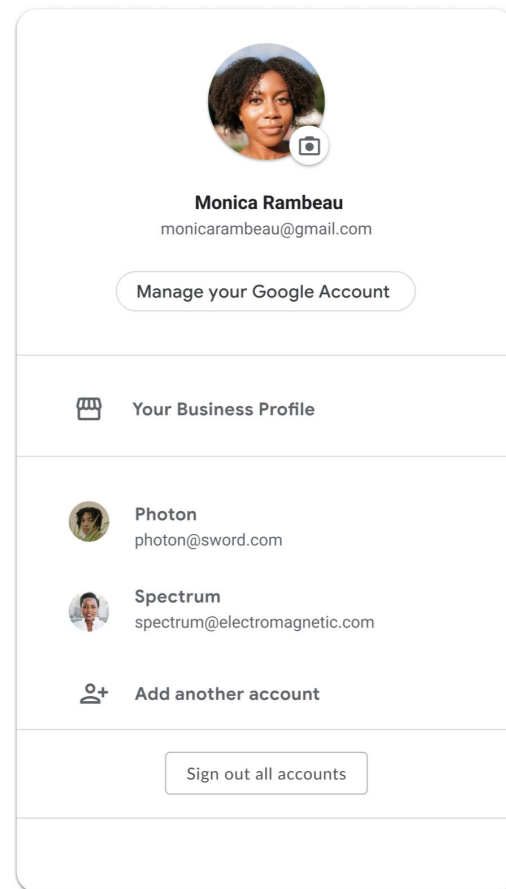
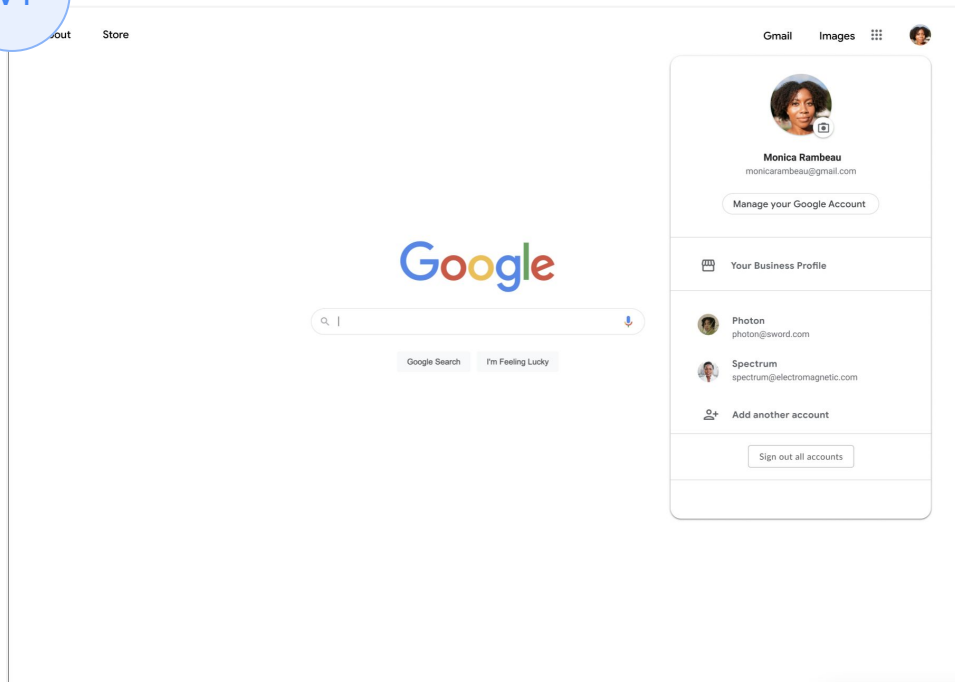
The account particle is a persistent menu located on the top right corner of all pages / screens of Google products.

This menu displays the user's accounts. It would make sense to add their Business account too. It will maintain the consistency of the menu's content.

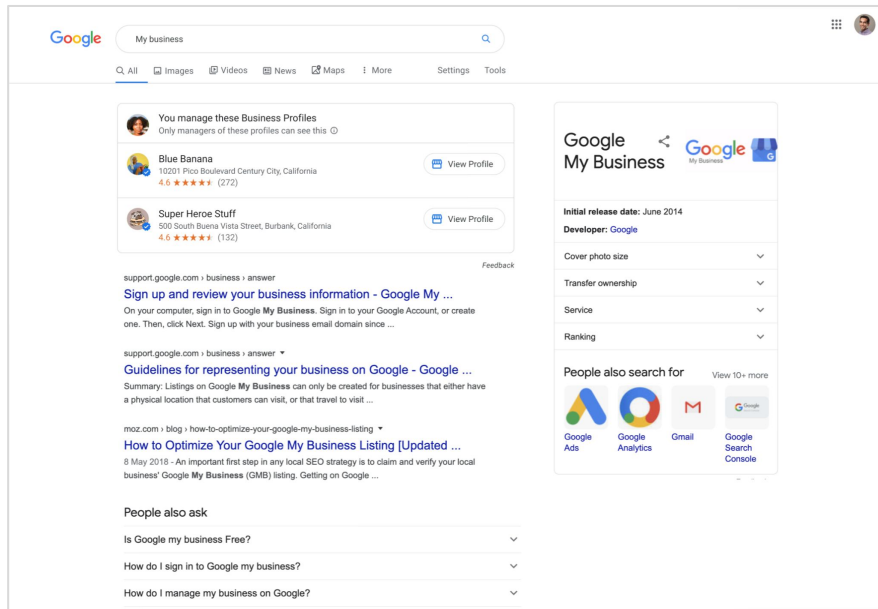


V1: Desktop search account particle

V1

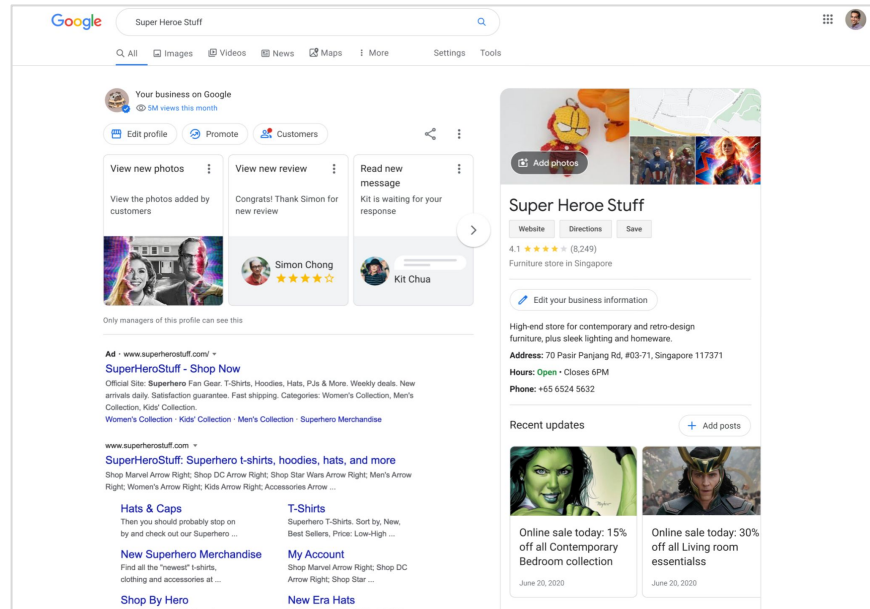


V1: Desktop search account particle



Pros

- Only need to add “Business Profile” access to the account particle menu

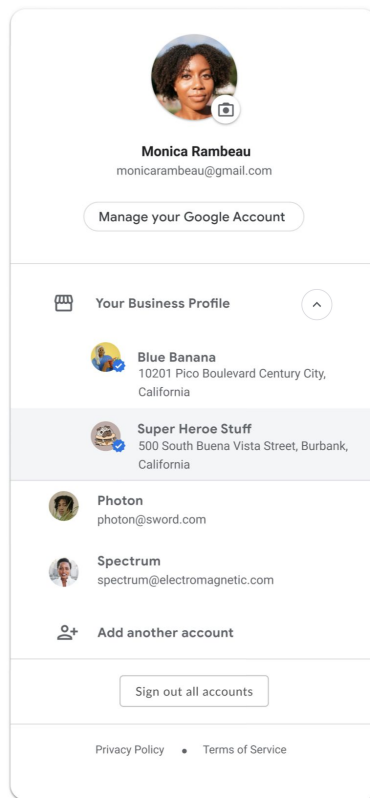
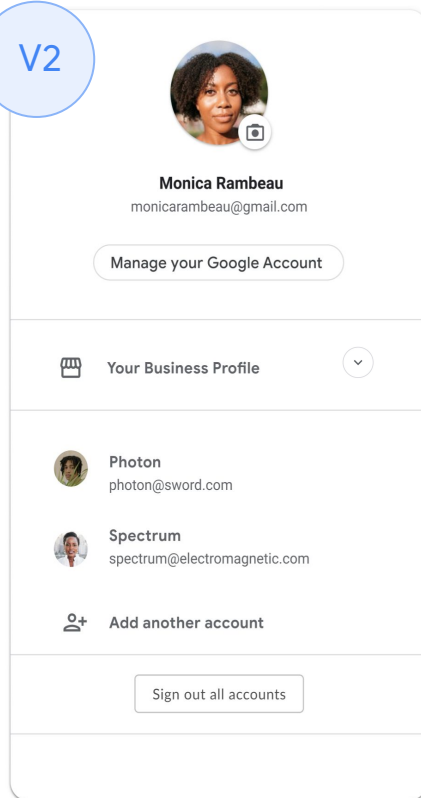


Cons

- If multiple businesses: get to the desired business account in multiple clicks

V2: Desktop search account particle

V2

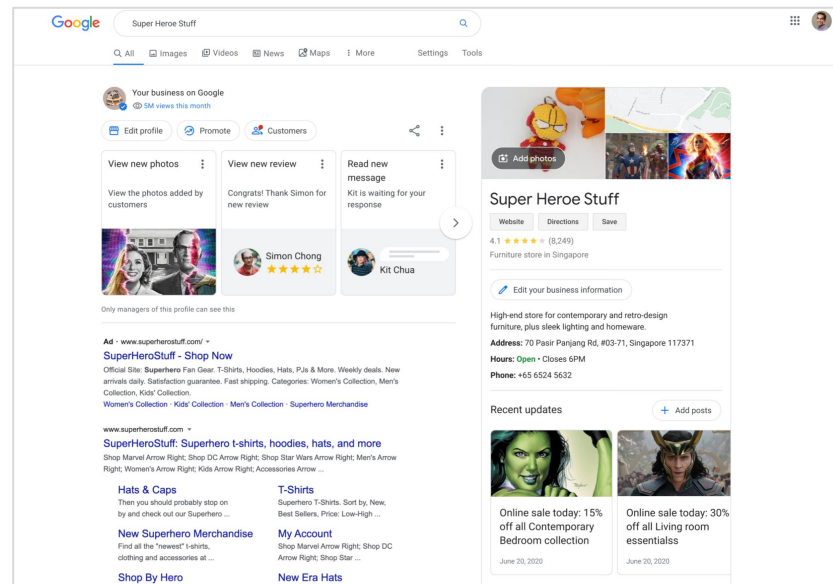


Pros

- The user can get to the desired account in fewer clicks
- Drawer concept already used in mobile

Cons


- Introduce the drawer concept into the menu
- Drawer seems to be less consistent with the design of the menu



Note: If only 1 business, the drawer won't display (no expansion button)

V3: Desktop search account particle


V3




Monica Rambeau
monicarambeau@gmail.com

Manage your Google Account

Your Business Profile




Blue Banana
10201 Pico Boulevard Century City, California




Super Heroe Stuff
500 South Buena Vista Street, Burbank, California

More accounts...



Photon
photon@sword.com



Spectrum
spectrum@electromagnetic.com

Add another account

Sign out all accounts

[Privacy Policy](#) • [Terms of Service](#)


Onebox maximum number of accounts: 4

Google

My business


Q All Images Videos News Maps More Settings Tools

You manage these Business Profiles
Only managers of these profiles can see this




Blue Banana
10201 Pico Boulevard Century City, California
4.6 ★★★★★ (272)

View Profile




Super Heroe Stuff
500 South Buena Vista Street, Burbank, California
4.6 ★★★★★ (132)

View Profile



Cool Clothes
500 South Buena Vista Street, Burbank, California
4.6 ★★★★★ (132)

View Profile



All About The Kids!
500 South Buena Vista Street, Burbank, California
4.6 ★★★★★ (132)

View Profile

support.google.com > business > answer

Sign up and review your business information - Google My ...

On your computer, sign in to Google **My Business**. Sign in to your Google Account, or create one. Then, click Next. Sign up with your business email domain since ...


More than 4 accounts

Google

My business


Q All Images Videos News Maps More Settings Tools

You manage these Business Profiles
Only managers of these profiles can see this




Blue Banana
10201 Pico Boulevard Century City, California
4.6 ★★★★★ (272)

View Profile




Super Heroe Stuff
500 South Buena Vista Street, Burbank, California
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View Profile



Cool Clothes
500 South Buena Vista Street, Burbank, California
4.6 ★★★★★ (132)

View Profile



More accounts

View more

support.google.com > business > answer


Sign up and review your business information - Google My ...


On your computer, sign in to Google **My Business**. Sign in to your Google Account, or create


The merchant has more than 2 businesses: how do I display it?


Onebox Alternatives

'View all' in Search loads a new page to display all results


**You manage these Business Profiles** ⓘ
Only managers of these profiles can see this


**Blue Banana**
10201 Pico Boulevard Century City, California
4.6 ★★★★★ (272)


**Super Hero Stuff**
500 South Buena Vista Street, Burbank, California
4.6 ★★★★★ (132)


 [View all](#)


Expansion chip gives the idea of expanding the actual cell

**You manage these Business Profiles** ⓘ
Only managers of these profiles can see this


**Blue Banana**
10201 Pico Boulevard Century City, California
4.6 ★★★★★ (272)


**Super Hero Stuff**
500 South Buena Vista Street, Burbank, California
4.6 ★★★★★ (132)








[All](#) [Images](#) [Videos](#) [News](#) [Maps](#) [More](#) [Settings](#) [Tools](#)

**You manage these Business Profiles** ⓘ
Only managers of these profiles can see this

**Blue Banana**
10201 Pico Boulevard Century City, California
4.6 ★★★★★ (272)

**Super Hero Stuff**
500 South Buena Vista Street, Burbank, California
4.6 ★★★★★ (132)

**Cool Clothes**
500 South Buena Vista Street, Burbank, California
4.6 ★★★★★ (132)

**All About The Kids!**
500 South Buena Vista Street, Burbank, California
4.6 ★★★★★ (132)

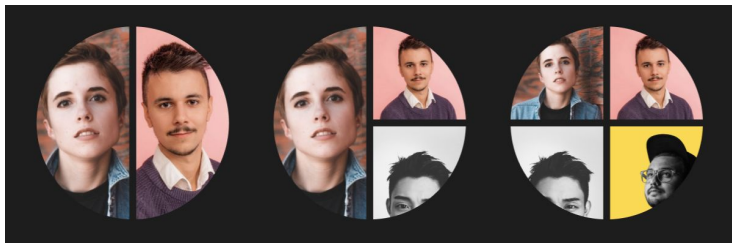
[support.google.com > business > answer](#)
Sign up and review your business information - Google My ...
On your computer, sign in to your **Google My Business**. Sign in to your Google Account, or create one. Then, click Next. Sign up with your business email domain since ...

Desktop search account particle

Questions & considerations

- Would merchants with 4+ accounts find it too repetitive? More accounts → more accounts
- What percentage of merchants actually have more than 4 accounts?
- Is it worth creating a whole new UI flow if the percentage of users is below a certain number?
- Do merchants need to see the icon of the business?
- How does the merchant best recognise each business? (image, name, address)
- How are the businesses ordered in the menu? Alphabetic, most used, last used, etc

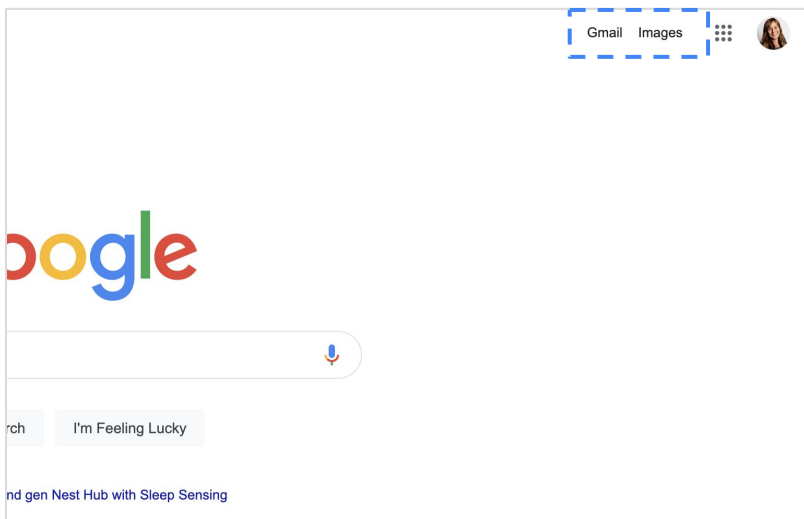
Multiple accounts icon alternative



Desktop search menu

Overview

- 'Images' doesn't seem to fit within the whole top menu: Gmail and speed dial takes the user to GSuite apps, account particle displays all users accounts. Images is a way of searching.
- We could take the chance to try to customise this 'Images' spot with 'Business Profile' access. Having NMX access here would make more sense, as it would feel more consistent.



Questions:

- Do users use this menu to search for images?
- Why is Images on here and not other type of search?
- Can this be customised per user?

V1: Desktop search menu

V1

Store

Gmail

My Business Profile

Google

Search

Google Search

I'm Feeling Lucky

Google My Business

You manage these Business Profiles
Only managers of these profiles can see this.

- Blue Banana**
10201 First Businessway Century City, California
4.5 ★★★★★ (275) [View Profile](#)
- Super Hero Stuff**
800 South Burnside Vista Street, Burbank, California
4.6 ★★★★★ (132) [View Profile](#)

[support.google.com/business/answer](#)
Sign up and review your business information - Google My ...
On your computer, sign in to Google My Business. Sign in to your Google Account, or create one. Then, click Next. Sign up with your business email domain since ...

[support.google.com/business/answer](#)
Guidelines for representing your business on Google - Google ...
Summary: Listings on Google My Business can only be created for businesses that either have a physical location that customers can visit, or that intend to visit.

[news.abc.com/blog](#) How to optimize your Google My Business listing
How to Optimize Your Google My Business Listing Updated
8 May 2018 - An important first step in any local SEO strategy is to claim and verify your local business' Google My Business (GMB) listing. Getting on Google ...

People also ask

- Is Google my business free?
- How do I sign in to Google my business?
- How do I manage my business on Google?

Initial release date: June 2014
Developer: Google

Cover photo size
Transfer ownership
Service
Ranking

People also search for

- Google Ads
- Google Analytics
- Gmail
- Google Search Console

Google Super Hero Stuff

Your business on Google
@SM news this month

[Edit profile](#) [Promote](#) [Customers](#)

[View new photos](#)
View the photos added by customers

[View new review](#)
Congratulate Thank Simon for new review

[Read new message](#)
Kit is waiting for your response

[Simon Chong](#) 4.5 ★★★★★
[Kit Chua](#)

Only managers of this profile can see this.

Ad - www.superherostuff.com
SuperHeroStuff - Shop Now
Official Site: Superheroes Fan Gear: T-Shirts, Hoodies, Hats, Pins & More. Weekly deals. New arrivals daily. Satisfaction guarantee. Fast shipping. Categories: Women's Collection, Men's Collection, Kids' Collection.
[Women's Collection](#) [Kids' Collection](#) [Men's Collection](#) [Superhero Merchandise](#)

www.superherostuff.com
SuperHeroStuff: Superhero t-shirts, hoodies, hats, and more
Shop Men's Arrow Right, Shop DC Arrow Right, Shop Star Wars Arrow Right, Shop Marvel Arrow Right, Women's Arrow Right, Kids Arrow Right, Accessories Arrow ...

Hats & Caps
There you should probably stop on by and check out our Superheroes ...

New Superhero Merchandise
First at the newest t-shirts, hoodies, hats, pins and accessories at ...

Shop By Hero

T-Shirts
Superhero T-Shirts, Sort by: New, Best Sellers, Price: Low-High ...

My Account
Shop all the latest Arrow Right, Star Wars Arrow Right, Shop Star ...

New Era Hats

Super Hero Stuff
4.1 ★★★★★ (3,245)
Furniture store in Singapore

[Website](#) [Directions](#) [Menu](#)

[Edit your business information](#)

High-end store for contemporary and retro-design furniture, plus sleek lighting and homeware.
Address: 70 Pagar Road, #02-71, Singapore 117371
Hours: Open - Close 6PM
Phone: +65 4334 9635

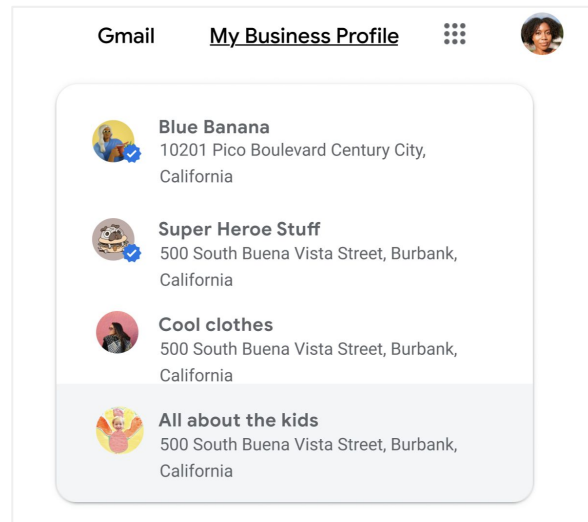
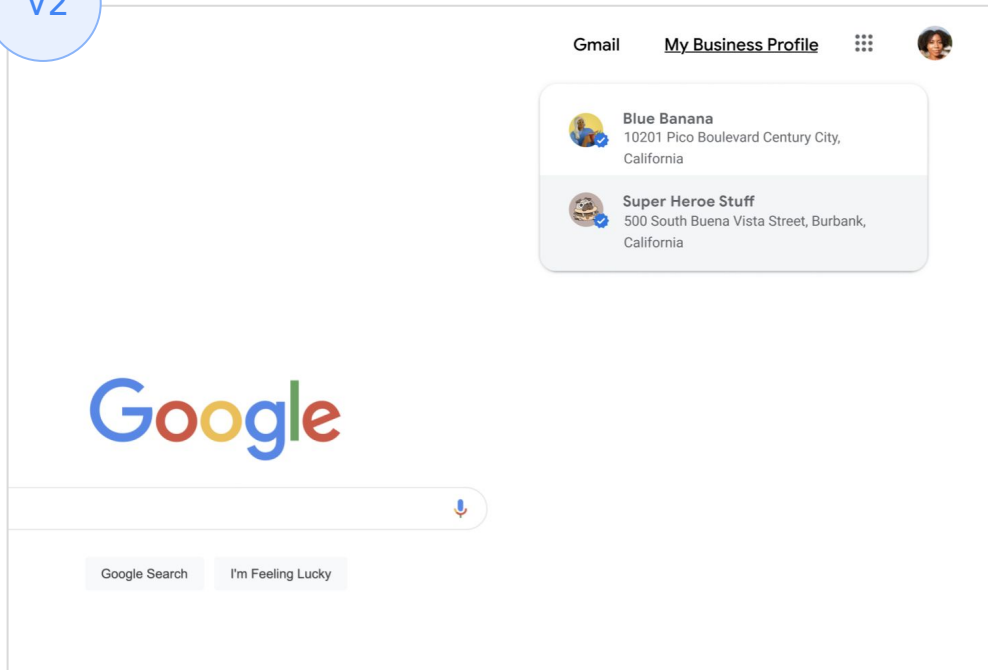
Recent updates [Add posts](#)

Online sale today: 15% off all Contemporary Bedroom collection
June 20, 2020

Online sale today: 30% off all Living room essentials
June 20, 2020

V2: Desktop search menu

V2



Pros

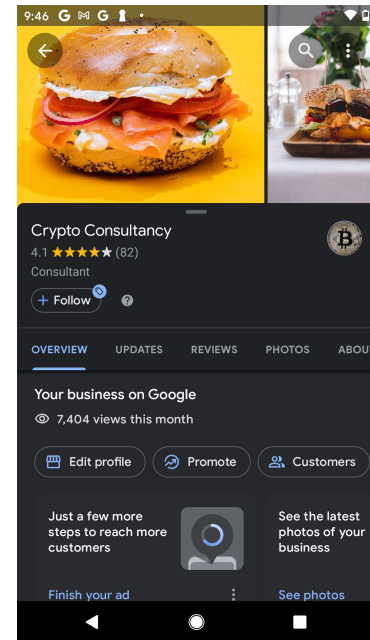
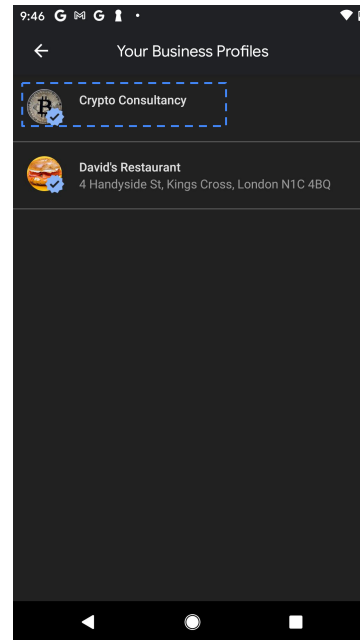
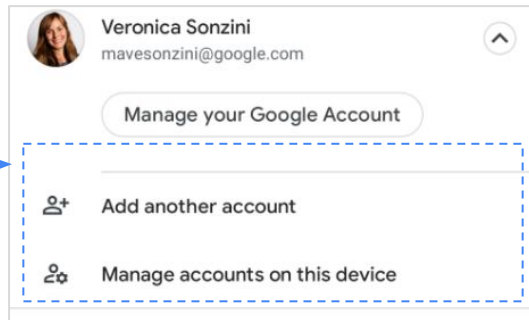
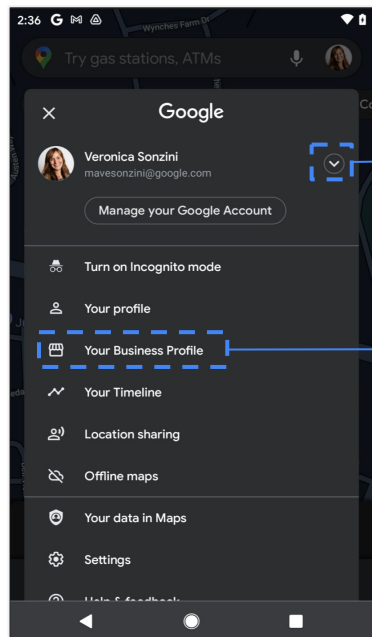
- Potential to expand to fit as many businesses as possible
- Consistent with design of particle menu, perhaps easier on the implementation?
- Having images here seems to break the consistency of these top options

Mobile search + GSA
account particle

Mobile Search + GSA Account Particle

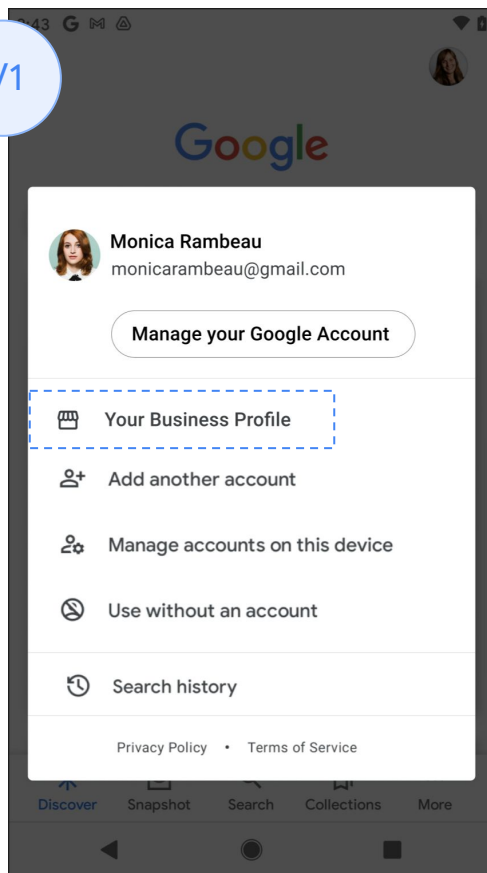
Overview

- We already see this done in Maps app.
- Merchants that are already educated about this access point in Maps app (from promo video for example) might also assume this access point is also available in Search mobile/GSA.
- We could also make use of the 'expansion chip'.
- On maps, 'Your business profile' doesn't have an option to add more businesses, it gets your accounts and adds them automatically. So no need for us to give this option.



V1: Mobile Search + GSA Account Particle

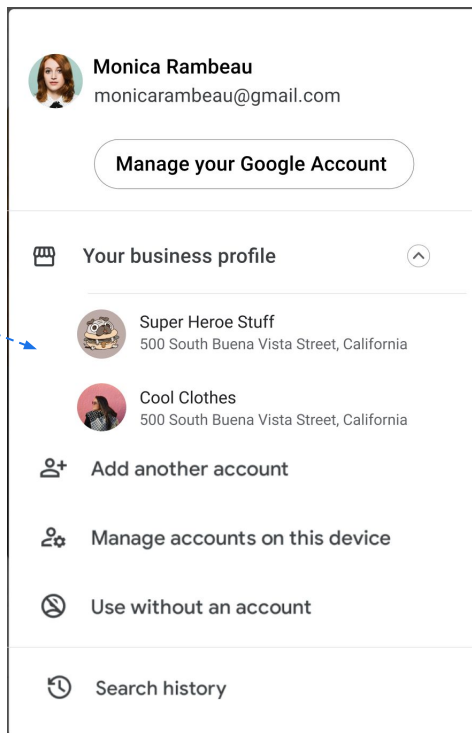
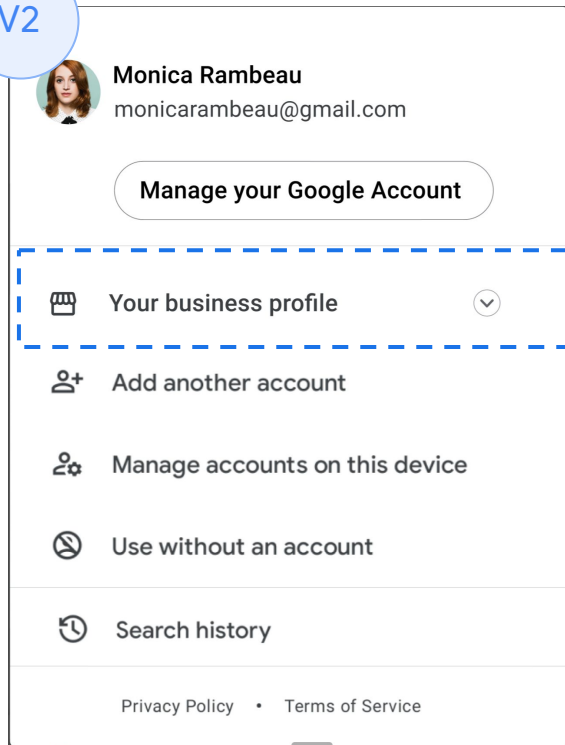
V1



Without expansion

V2: Mobile Search + GSA Account Particle

V2



With expansion

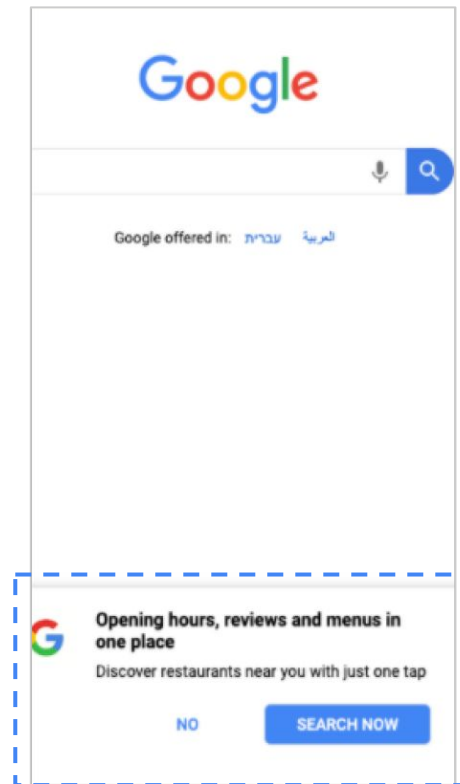
Pros

- Fewer clicks to get to the chosen business

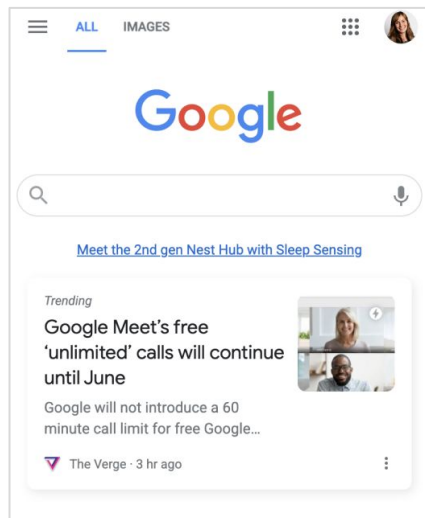
GSA push up promo

Overview

Push up promos are temporary entry points or notifications used as a way to educate the customer about certain product or feature.



GSA Push up promo

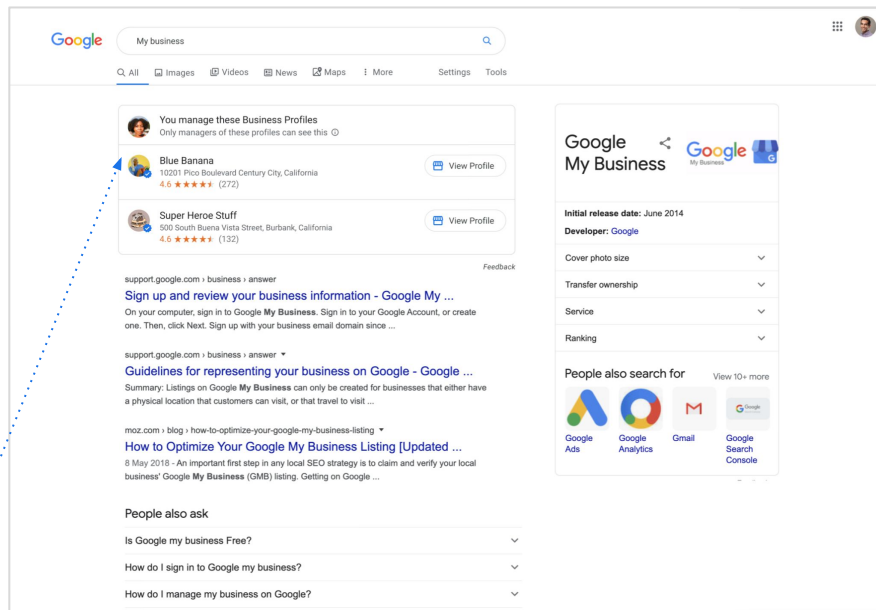


Try managing your Business Profile directly on Google Search

Simply search 'my business' to quickly update info, post updates, and respond to customers

No, thanks

Try it now



Pros:

- Educate the merchant about NMX on Mobile.
- This is already used with other products, shouldn't require a great eng effort.
- It's a temporary entry point, which according to latest research is the preferred type for mobile

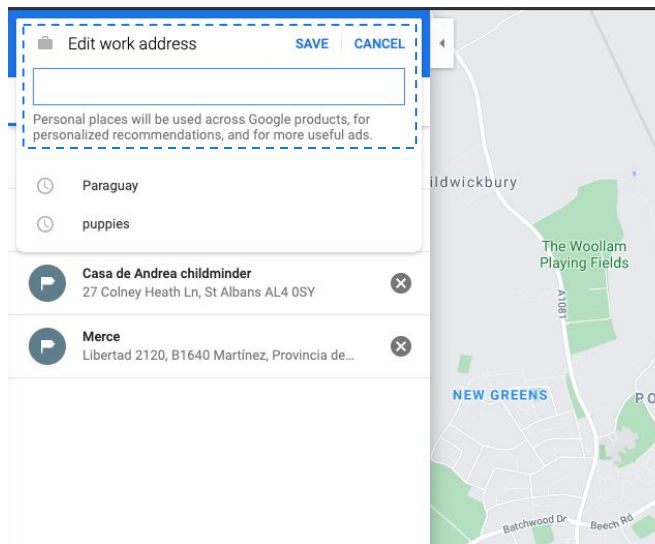
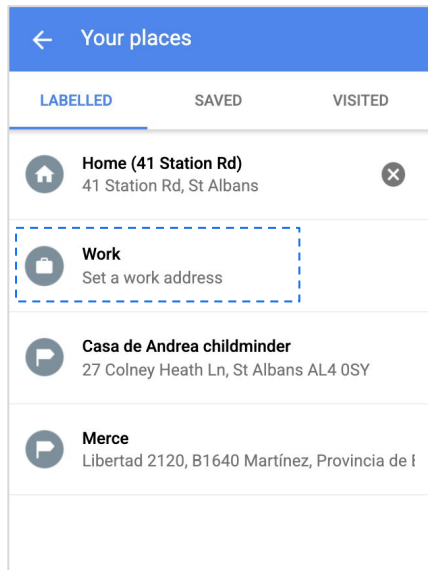
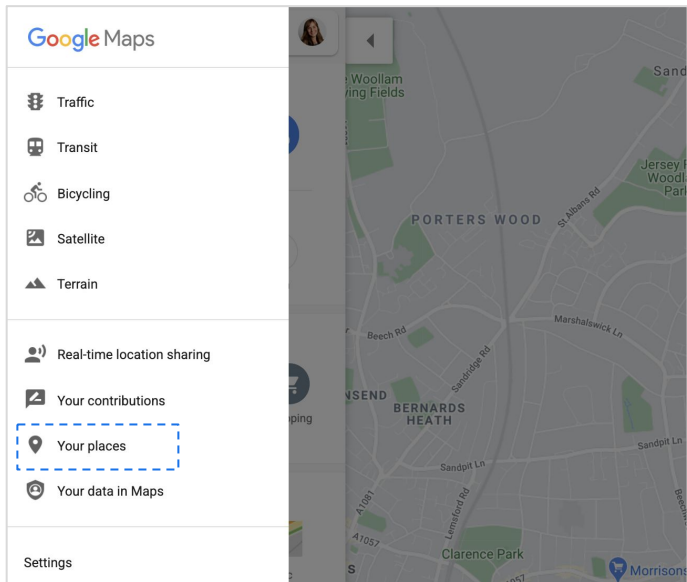
Cons:

- Merchants sometimes feel invaded with promos or notifications on their **personal** mobile phones

Maps tactile:
your places

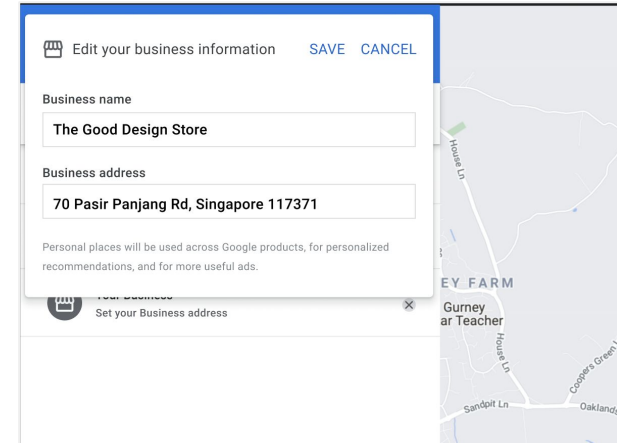
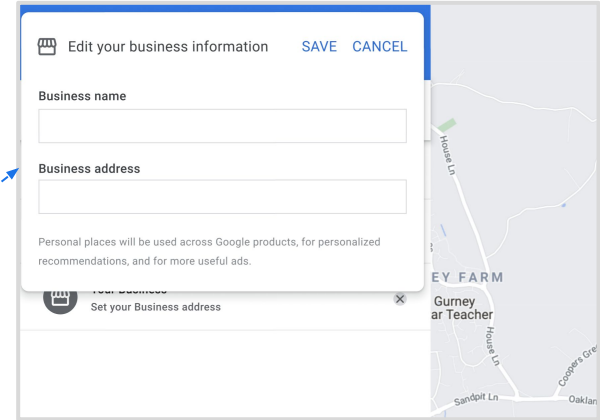
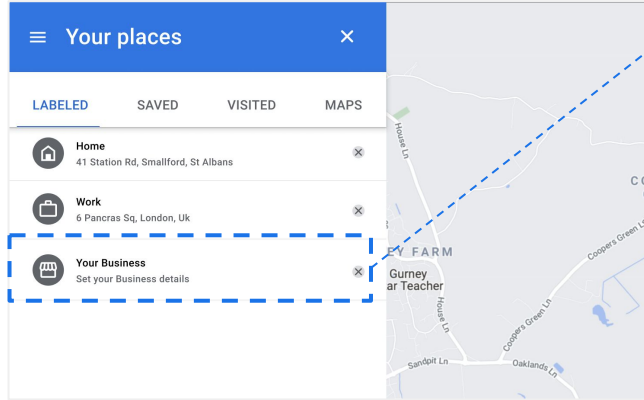
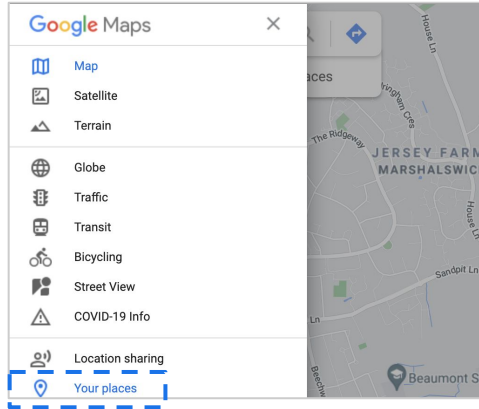
Overview

- ‘Your places’ is inside the hamburger menu on the top left of Maps (web & mobile). It shows a list of quick access to the route to your Home or Work. You can also add more places, but these 2 are set and always visible.
- Even though it’s not an entry point to NMX, if the user can have quick access to their **Home** and **Work** addresses, sounds only logical that if they own a business that they have the option to add a quick access to the address.

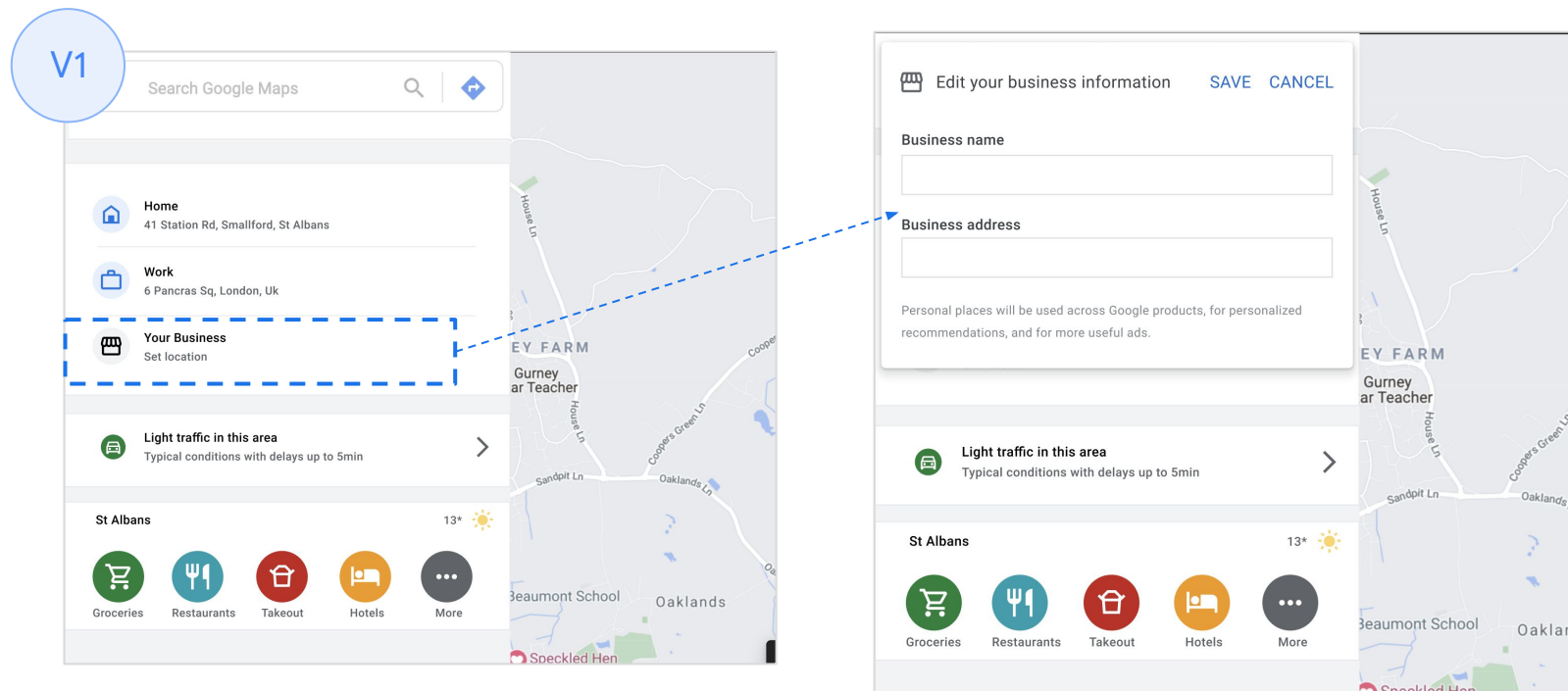


V1 - Maps tactile: your places from hamburger menu

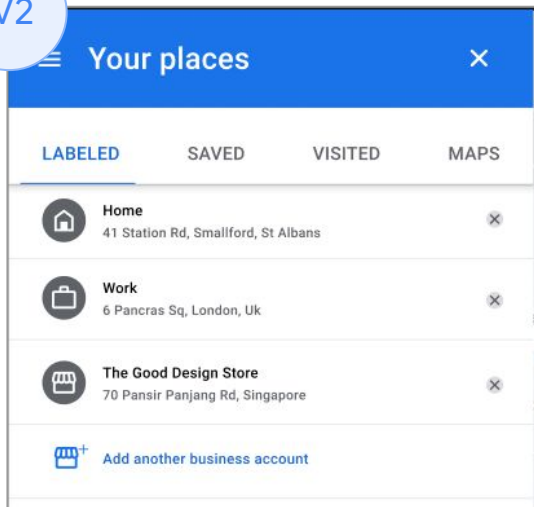
V1



V1 - Maps tactile: your places



V2



Add multiple businesses

Note: This is not like the account particle menu on maps, where it would automatically add your businesses. We need a manual way of adding them

Pros:

- Handy quick access to your businesses
- this is already done for Work and Home, so shouldn't mean a great effort for engineering.
- This won't impact how the user interacts with NMX, but will contribute to our goal "meet the user where they are"

Maps tactile: your places

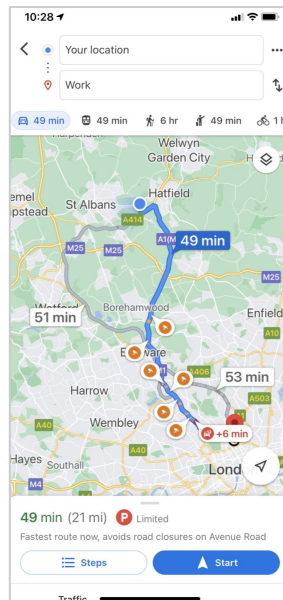
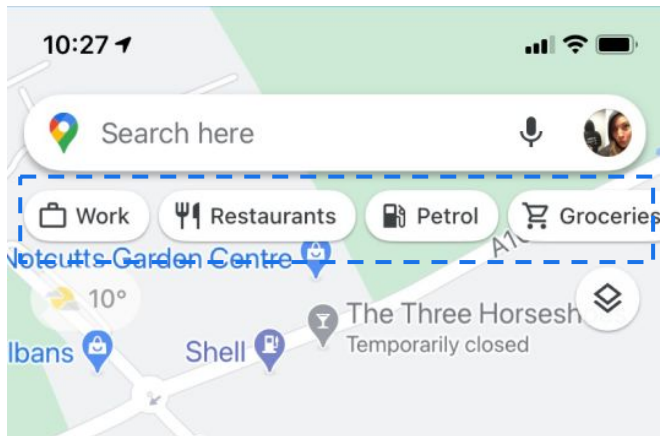
Questions & considerations

- If I'm a business owner, would having both 'work' and 'business' make sense? Could work be replaced by business, or removed?
- How many merchants have 'business' and also other workplaces?

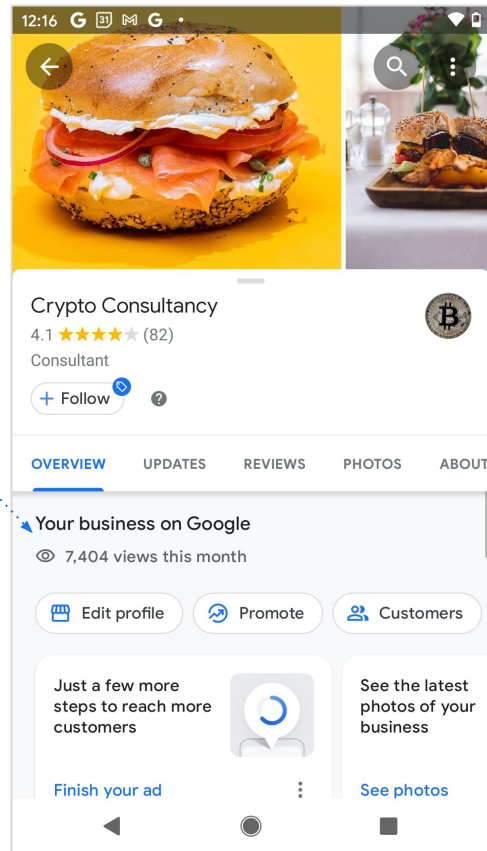
GMM: chips

Overview

- Maps app has a group of chips that when selected will show on the map all the places related to the search topic: restaurants, petrol stations, etc
- We could have on chip for 'My business' here, and have the location display on the map. Although these chips would show routes to the selected places (to all petrol stations, or to all restaurants in a selected area) we could turn this into an entry point for NMX.

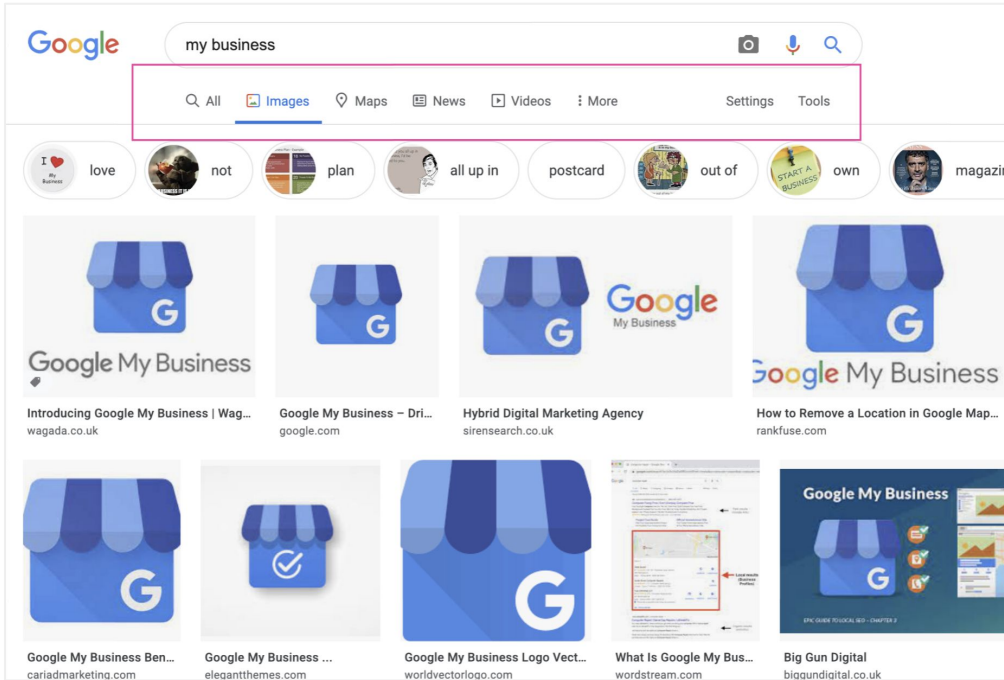


GMM chips



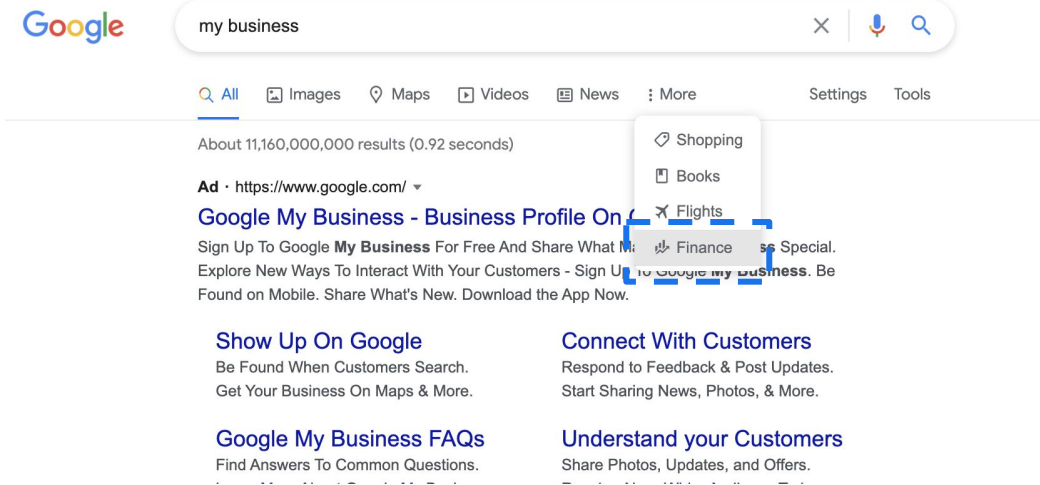
Appendix

Research



This menu shows all the ways of filtering results:
NMX is not technically a filter, BUT...

Research



... Neither is “Finance”.

- The order of filters is altered depending on the search. For example: if the search is about travelling, then Maps and Flights are positioned first.
- Finance is never re-positioned, no matter the search query.

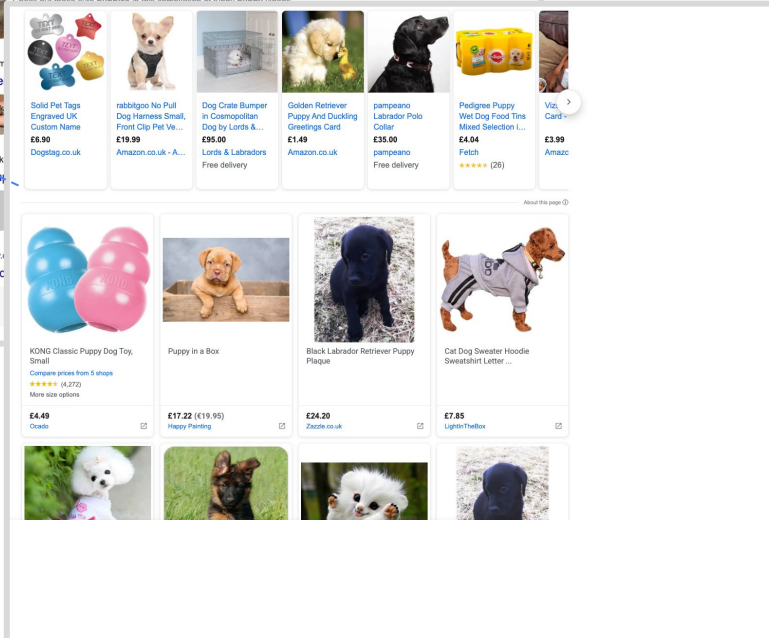
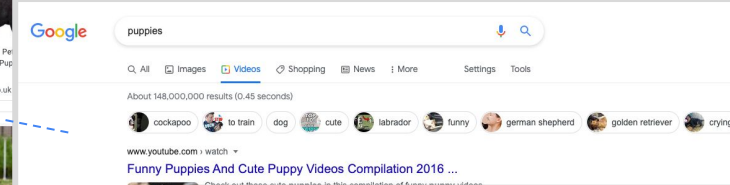
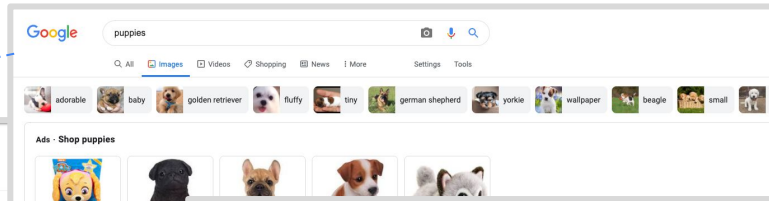
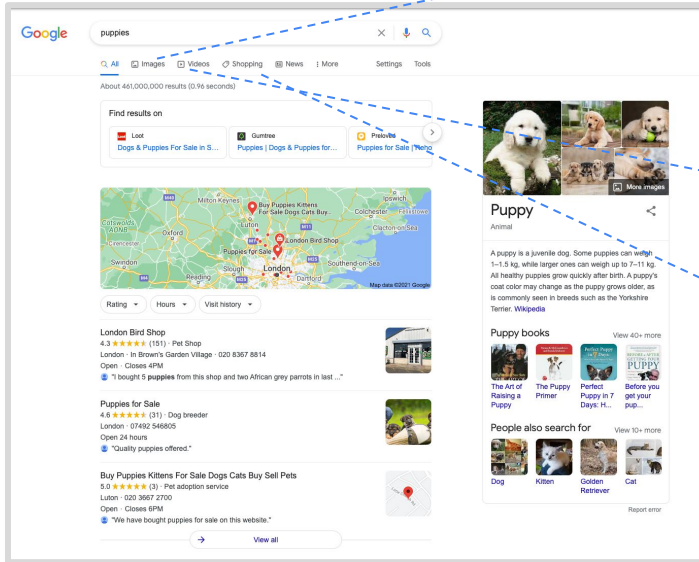
Pros

- If we can get NMX placed here (even on the overflow menu) it's a foot in. In a future we can move to the main menu
- Could be argued that this is a way of filtering / searching for your accounts? (but why then other gProducts are not here, like gmail or docs)

Cons

- Probably will be added to the overflow menu, and as Finance. The search query might not alter our positioning

Research



Changing to another way of searching such as

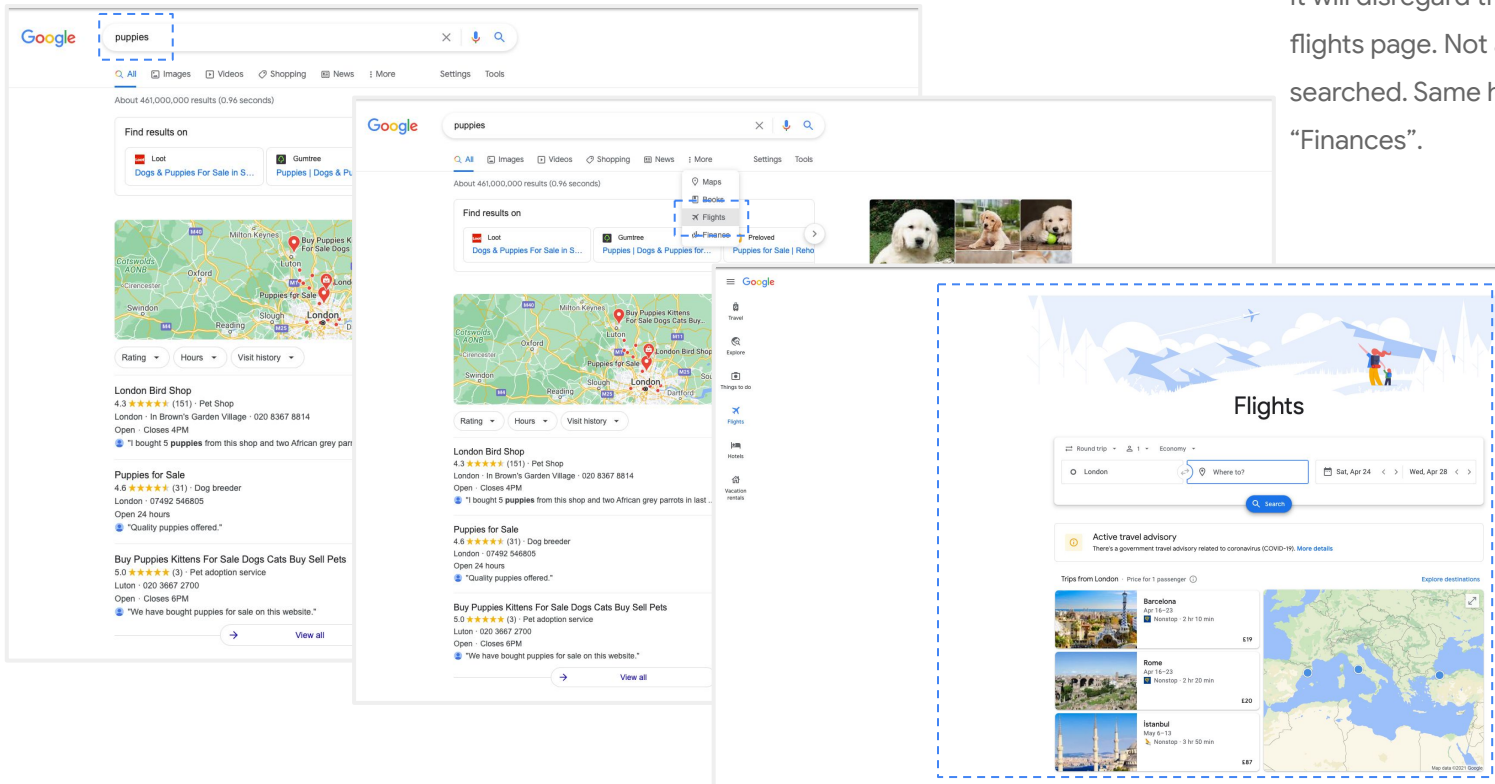
“images”, “videos” or “shopping”:

It will keep the query and will update the page with either images, videos or things to shop related to puppies.

Research

Changing to another way of searching such as “flights”:

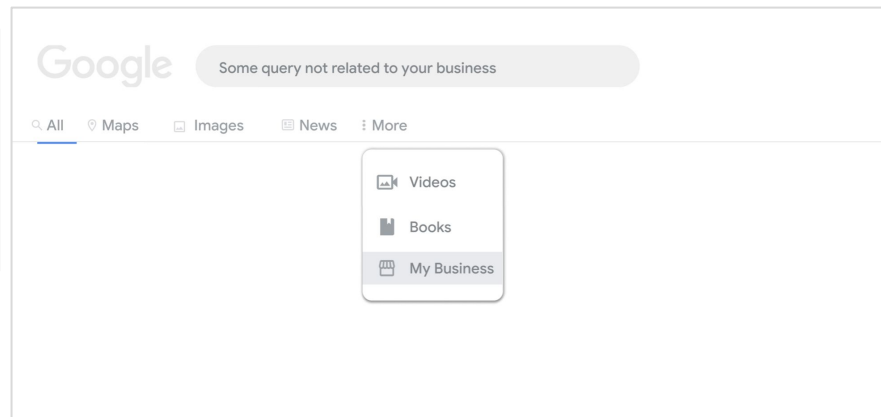
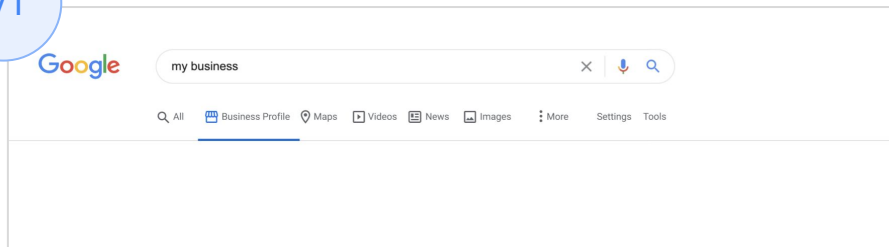
It will disregard the query and take you to the flights page. Not at all related to the string searched. Same happens when selecting “Finances”.



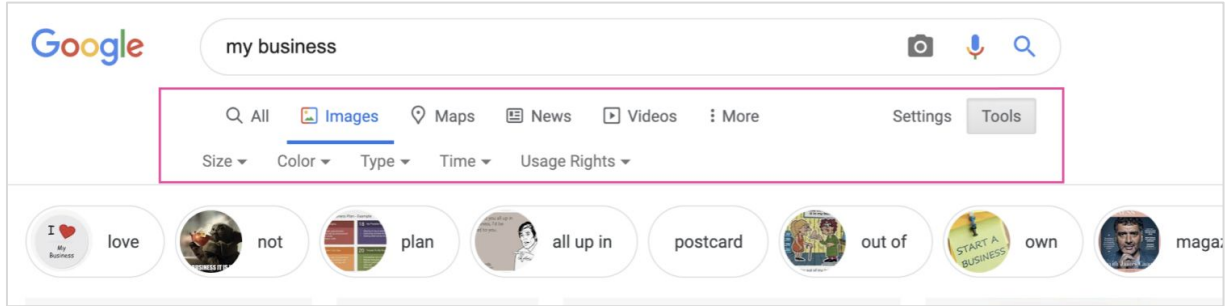
Exploration

Ideal scenario: When the search query is related to 'business' it would show on the main menu, when it's not, it would show on the overflow menu

V1



Exploration



When selecting 'tools' on an Image search a submenu or drawer displays with all the options

Exploration

V2

This screenshot shows the Google search results for the query 'my business'. At the top is the Google logo and the search bar containing 'my business'. Below the search bar are navigation links: All, Business Profile, Maps, Videos, News, Images, More, Settings, and Tools. The 'Business Profile' link is highlighted. Below the navigation links are two business listings: 'Blue Banana' at 10201 Pico Boulevard Century City, California, and 'Super Heroe Stuff' at 500 South Buena Vista Street, Burbank, California. Below the listings is a link to 'www.google.com > intl > en_uk > business' and a heading 'Google My Business – Drive Customer Engagement on Google'. Below the heading is a paragraph: 'With a Google My Business Account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google ...'. To the right of the text is a large Google logo.

V3

This screenshot shows the Google search results for the query 'my business'. At the top is the Google logo and the search bar containing 'my business'. Below the search bar are navigation links: All, Business Profile, Maps, Videos, News, Images, More, Settings, and Tools. The 'Business Profile' link is highlighted. Below the navigation links are three business listings: 'Blue Banana' at 10201 Pico Boulevard Century City, California, 'Super Heroe Stuff' at 500 South Buena Vista Street, Burbank, California, and 'Ms Marvel Clothing' at 200 South Buena Vista Street, Burbank, California. Below the listings is a link to 'www.google.com > intl > en_uk > business' and a heading 'Google My Business – Drive Customer Engagement on Google'. Below the heading is a paragraph: 'With a Google My Business Account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google ...'. Below the paragraph are links: 'Business Profile', 'Be Found On Google', 'Resources', and 'Website Builder'. Below the links is another link to 'www.google.com > business' and a heading 'Google My Business - Drive Customer Engagement on Google'. Below the heading is a paragraph: 'Engage with customers on Google for free. With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily ...'. Below the paragraph is a link to 'support.google.com > business > answer' and a heading 'Guidelines for representing your business on Google - Google ...'. Below the heading is a paragraph: 'Summary: Listings on Google My Business can only be created for businesses that either have a physical location that customers can visit, or that travel to visit ...'. To the right of the text is a large Google logo.