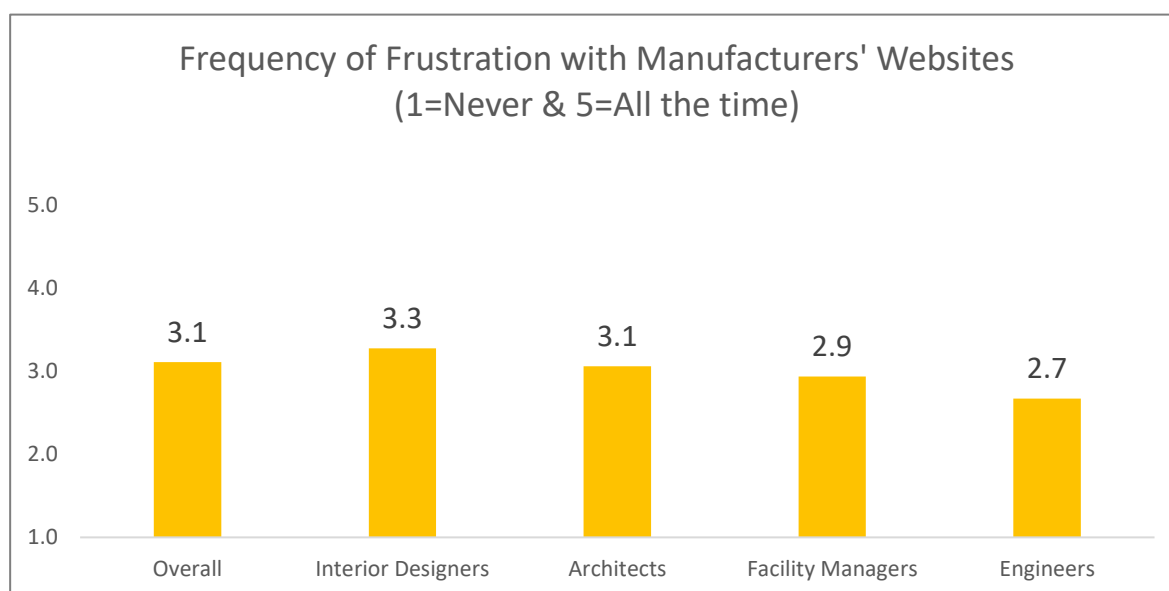


**Architects and interiors designers are often frustrated with manufacturers' websites. They don't find the detailed information they need or they can't find information quickly enough.**

How often have you been frustrated with a product manufacturer's website that it caused you to leave their site without the information you need/want?



Top Frustrations	% of Respondents
No/limited detailed product spec/tech information	30%
Can't find information quickly	26%
Navigation-not easy/slow	15%
Search function needs improvement	11%
Contact information hard/not found	8%
No price info	7%

**TAKE AWAY:** Building construction professionals need more detailed product information including specifications and more technical details. Product information should be quick to find on a website that is easy to navigate with better search capabilities.

# aim SNAPSHOTS

No. 2020.20  
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## Purpose:

To measure and learn more about building professionals' frustration with product manufacturers' websites.

## Methodology:

AIM surveyed architects, interior designers and facility managers. The survey was conducted on-line in January, 2020. Overall response was 176 completed surveys.

## Conclusion:

Design professionals indicate they are often frustrated with product manufacturers' websites with an overall level of 3.2 where 1=never frustrated and 5=frustrated all the time. Many times designers cannot find the detailed product information they need quickly. In today's fast-paced environment, designers, like all professionals, want information immediately. If they can't find what they need, they will move to a different site—maybe to a competitor. In addition, the product information that is on the website often doesn't provide them with the level of detail they need. Searching for specific information can also be frustrating when it turns up an abundance of links that are not applicable and many times don't work. To decrease the level of designers' frustration, manufacturers need to invest the time to keep their website current and functioning properly. This should also include spending time "testing" the site with their key audience to ensure it contains the information they need and is easy to navigate. When asked to indicate the best manufacturers' websites, many designers indicated large manufacturers like Kohler, Armstrong and Shaw; but many also listed Google and Amazon. In order to help get designers what they need quickly, manufacturers should always make their contact information easy to find and up to date. With many building professionals working remotely, a manufacturer's website is the most important channel for staying connected with their customers and potential customers.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=176. AIM is a business-to-business marketing communications company, ©June, 2020. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email [inquiries@a-i-m.com](mailto:inquiries@a-i-m.com). Website: [www.a-i-m.com](http://www.a-i-m.com). Thank you.