

Lowe's Category Page Template

Improving Content Organization In A Way
That Meets Users' & Stakeholders' Needs



TIMELINE

4 months
(Phase 1: Aug-Dec 2022
Phase 2: TBD)



TEAM

Designer x Researcher x
Visual Designers



CONTRIBUTION

- Heuristic Evaluation
- Competitive Analysis
- Information Architecture
- UX Strategy

PROJECT OVERVIEW: PROBLEM, SOLUTION, & IMPACT ↓



THE PROBLEM



HOW DO WE
BALANCE THESE
OUT?

Different Needs/Goals for Lowes.com [Category Pages](#)



**OCM Analyst
(The Content Provider)**

"I want a better way to organize content for better metrics and SEO value."



**DP Designer
(The Page Producer)**

"I want a more streamlined way to implement 220 category pages."



**Lowe's Customer
(The Page Consumer)**

"I want to find the right product quickly."

! THE SOLUTIONS

For Business

Consistent 'Look & Feel'

+

Streamlined Category Page Implementation Process

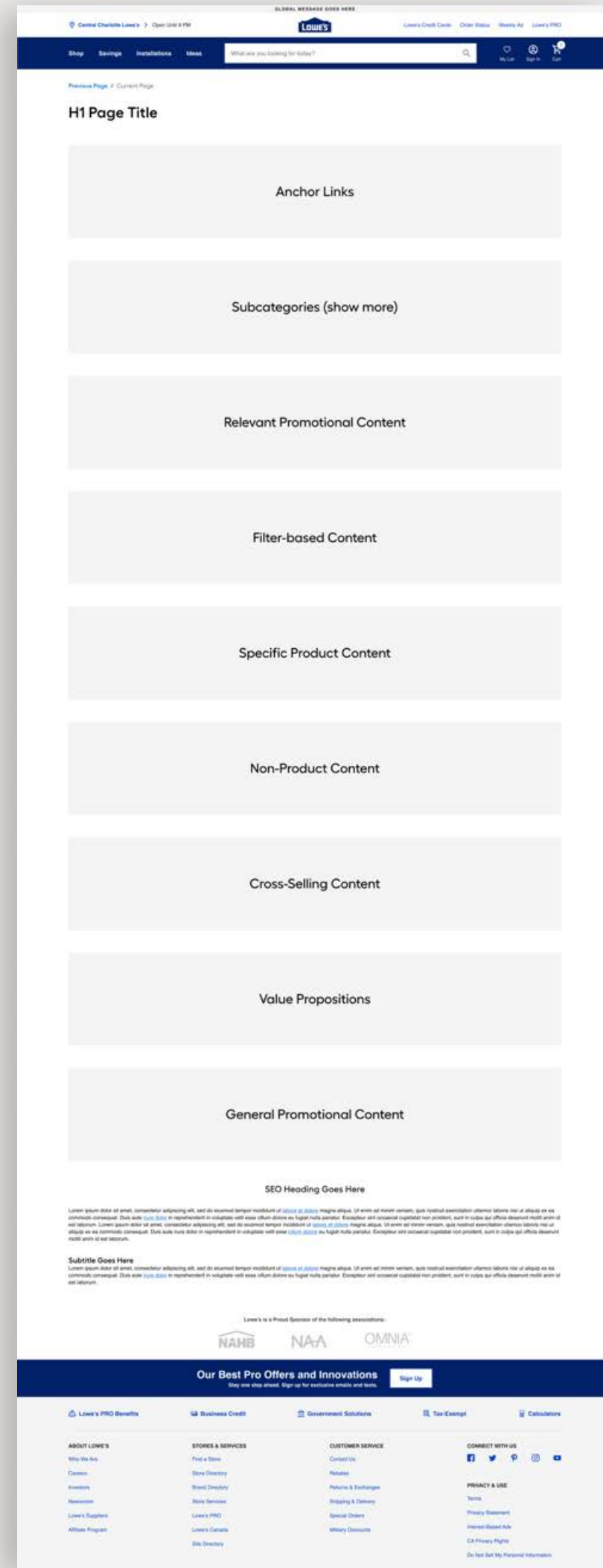
For Users

Efficient Product Discovery

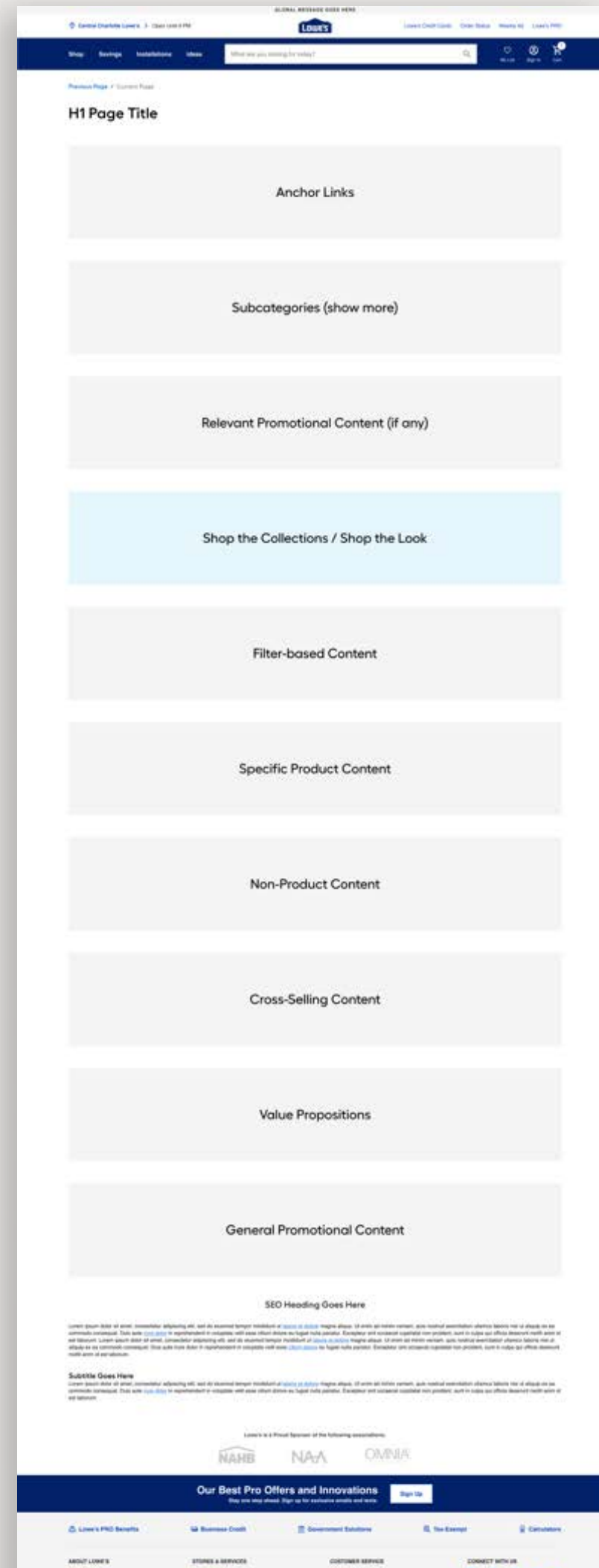
#Consistency #Flexibility

#Efficiency

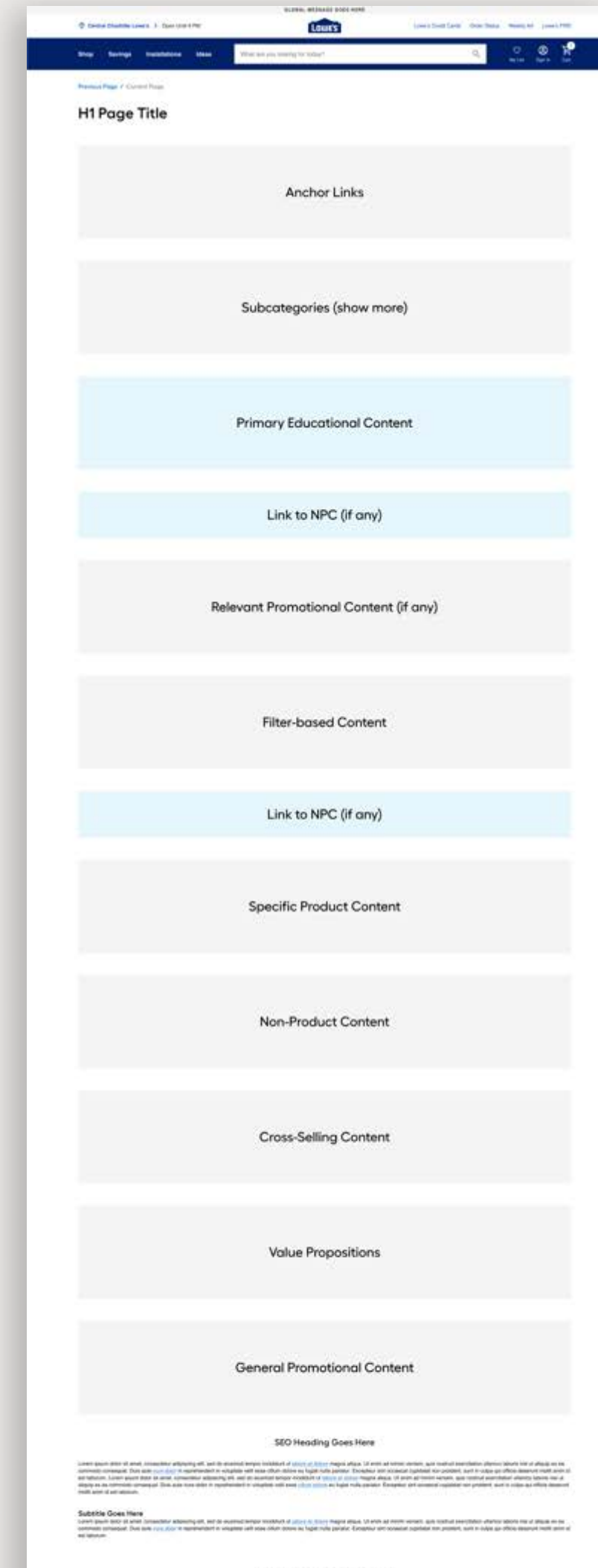
'Transactional'



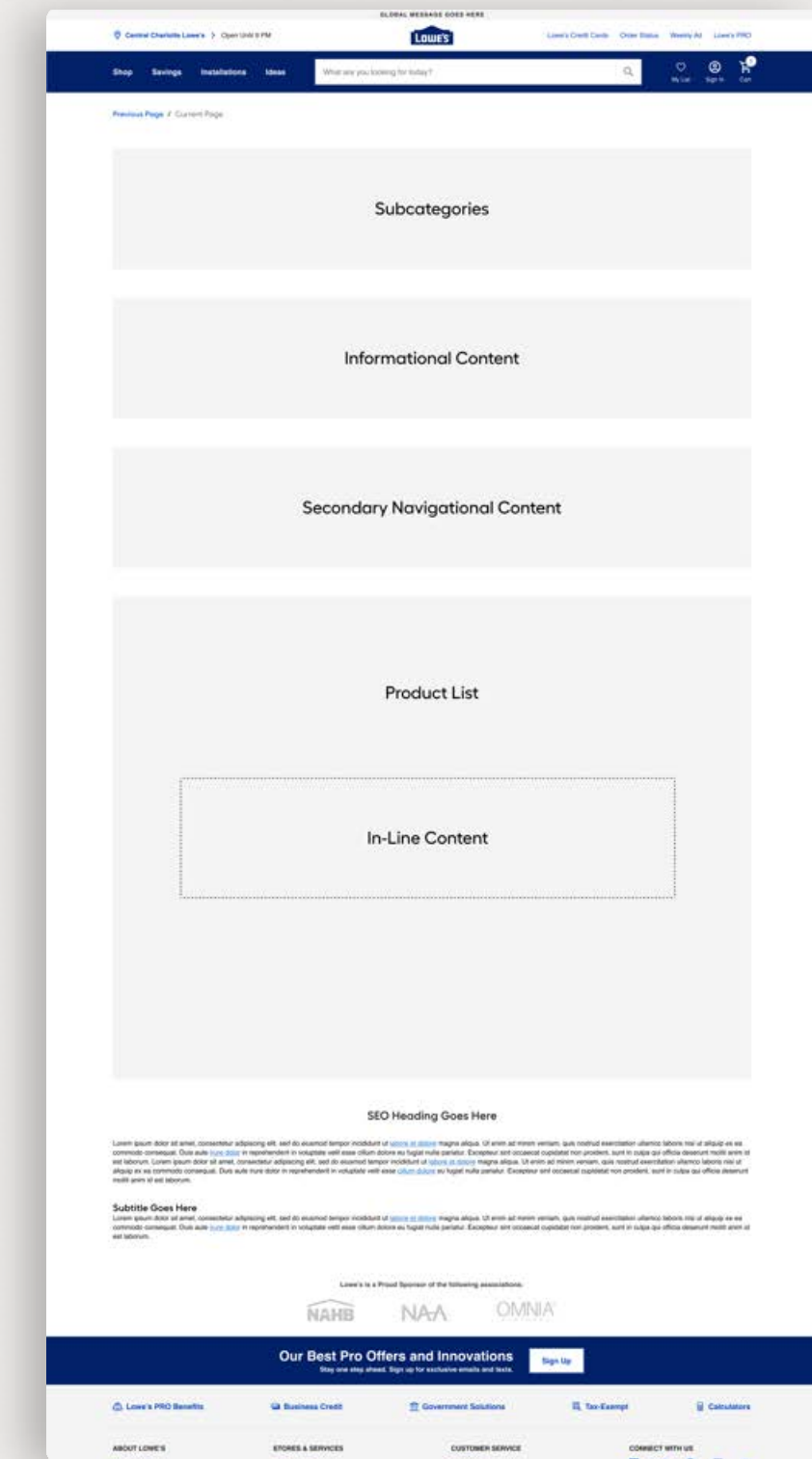
'Inspirational'



'Inspirational'



'Hybrid Page'





EXPECTED IMPACT

20 Hard-lines category pages are alive on the website.

(AS OF MAR 2023)

Plan in effect to implement the rest of the 220 category pages.

(BY Q4 2023)

SUCCESS METRICS

- Reduced % of exit from category pages
- Increased % of CVR (Conversion Rate)
- Increased % of ATC (Add to Cart)
- Increased Revenue



A/B TESTING IS ONGOING!

Gather

Primary & Secondary Research



**INITIAL DISCOVERY -
STAKEHOLDER OBJECTIVES**

“Here are 4 category buckets.
Can you come up with the
templates for each?”

#Transactional #Inspirational

#Educational #Hybrid Page

(and #something-in-between)



**OCM Analyst
(The Content Provider)**

- Keep SEO Value
- Enhance metric values (CVR, Exit %, Engagement%)
- Meet the paid provider requirement



**DP Designer
(The Page Producer)**

- Need guidelines for a consistent content hierarchy
- Need to know the main focus of each category buckets

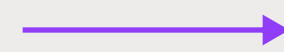


INITIAL DISCOVERY -
WHY?

“Wait a minute, how do we know that one category falls into a certain category?”

#Transactional #Inspirational
#Educational #Hybrid Page
(and #something-in-between)

SO WE ASKED PEOPLE!



**Quantitative
Research: Survey**

- 200 General DIY Users

(CONDUCTED BY UX RESEARCHER)

Q. What is the **purpose** of this category page to you?

Q. What are the **most** important and **least** important **criteria** in your shopping journey for this category?

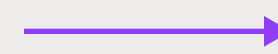


INITIAL DISCOVERY -
WHY?

Dive deep into “How do people make decisions?”

TO FIND OUT

“How can the category page serve its purpose?”



COMPENSATORY
DECISION-MAKING

Eliminates alternatives that do not meet a particular criterion.



Customers need/look for specific product for their specific situation.

Storage & Organization, Pest Control, Building Supplies etc.

NON-COMPENSATORY
DECISION-MAKING

Weights the positive and negative attributes of the considered alternatives.



Categories that have room for considering other options within category.

Clear product categorization, review or buying guides may help with the decision.

Bathroom, Holiday Decor, HVAC...

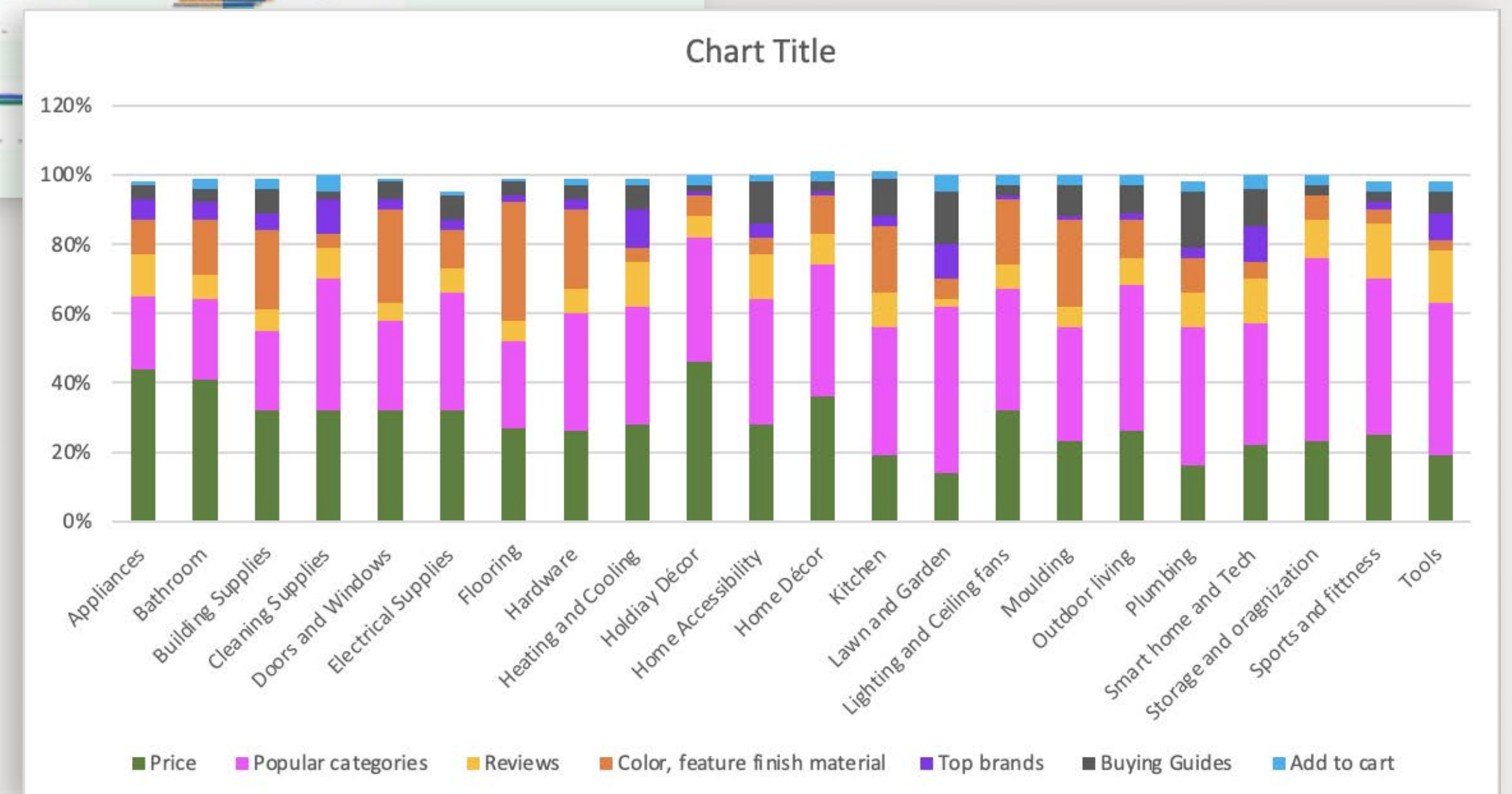
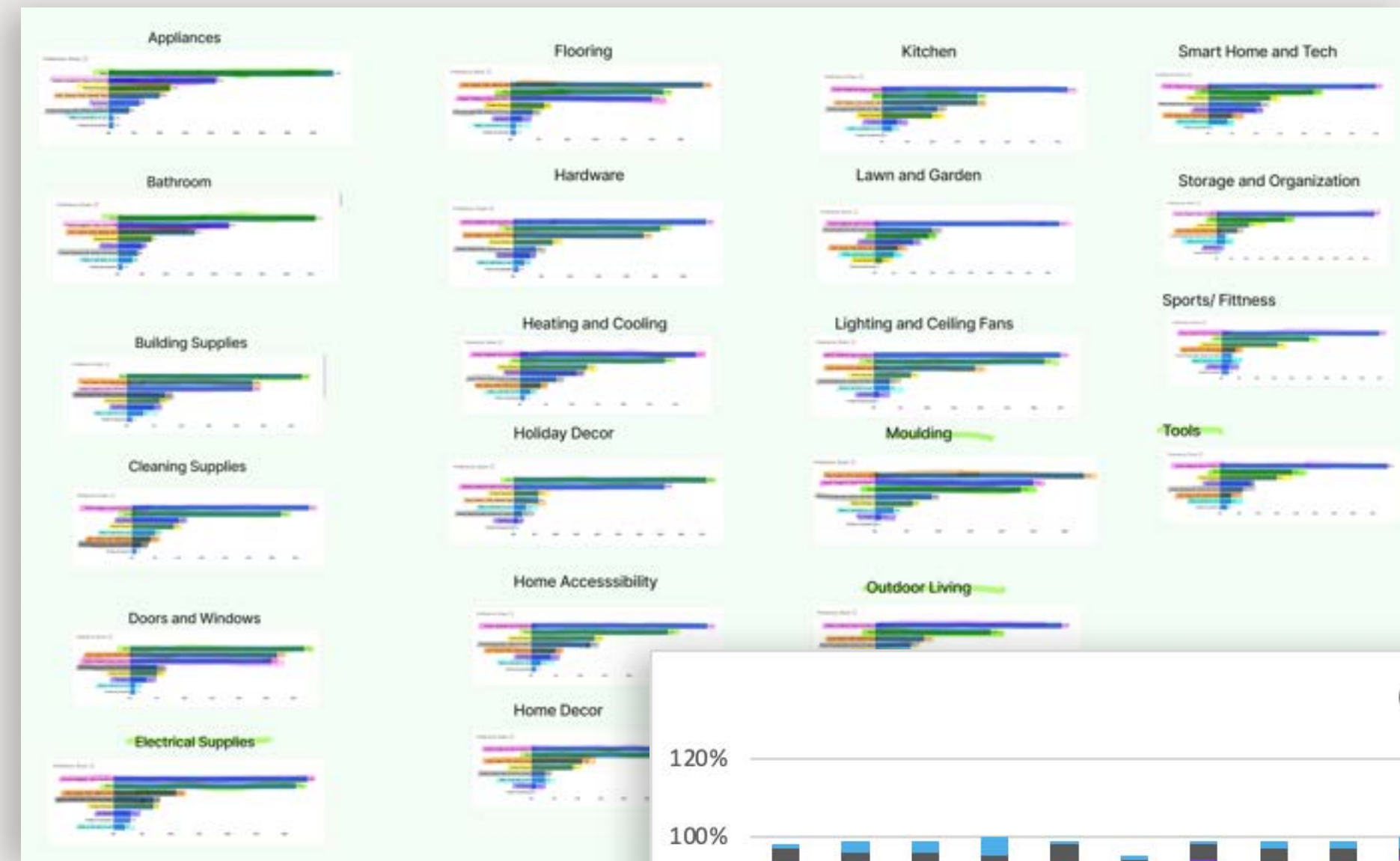


INITIAL DISCOVERY - WHY?

IT TUREND OUT

OCM's grouping was more or less in line with users' expectations.

So we decided to hear more specific user stories of each category bucket.





PRIMARY RESEARCH

“What’s the ideal category page look like to you?”

GOAL

- Identify different expected user experiences within different categories.
- Uncover commonalities within L2 Categories.

COMMON THEME

- Users want all top categories above the fold.
- Relevant promotional content is essential.

! CHALLENGE

What users said they would do **vs** What users actually did

52 Sessions of User Testing

Light DIY Millennials

- 16 Transactional
- 12 Educational
- 12 Inspirational
- 12 Hybrid

CONDUCTED BY UX RESEARCHER

Co-creation Activity

Start Here →

Use these components to build your own page!

- Navigation**: A grid of category icons.
- Navigation with Educational Content Banners**: A navigation bar with a banner image and text.
- Product Recommendation**: A section with a header, a grid of product cards, and a 'See more' link.
- Product Listings**: A list of product cards with images, titles, and prices.
- Don't see something you want?**: A section with a header, a grid of category icons, and a 'See more' link.



PRIMARY RESEARCH

TRANSACTIONAL

e.g. Cleaning Products, Pest Control

- Have a specific product in mind and want to solve a problem
- Tend to spend less time researching items before buying
- 'Price' was considered as #1 shopping criteria
- Ability to 'Add to Cart' was valued

INSPIRATIONAL

e.g. Kitchen, Home Decor

- Get inspired by big & lifestyle imagery
- Priority was still about getting to the subcategory quickly
- Visual filter attributes such as style, color, and feature are valued
- Educational content did not resonate with users

EDUCATIONAL

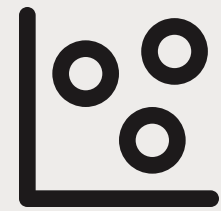
e.g. Plumbing, Building Supplies

- Have limited knowledge surrounding the products
- Learn from the terminology & groupings of categories
- Whether they actually engage or not, buying guides were considered useful
- Want to have project based knowledge

HYBRID

e.g. Various Categories

- Not engaged with the popular filter because visual cues are not clear
- Confused as they can't notice the result of setting filters immediately
- Want to be alerted of sales and educated when relevant
- Want to have meaningful 'starting points' to navigate



SECONDARY RESEARCH

STRUCTURE

- Following a particular set of guidelines within the category level.

NAVIGATION

- Subcategories are prioritized by either being the first content on the page.
- Can easily switch from 'shopping mode' to 'learning/inspiration mode'

CONTENT

- Relevant promotions and global messaging were positioned differently.
- Provided meaningful starting points with various contextual filters.

Heuristic Evaluation
(40+ Guidelines: Baymard/NNG)

Competitive Analysis
(18+ Competitors/ 170+ Screens)



Walmart

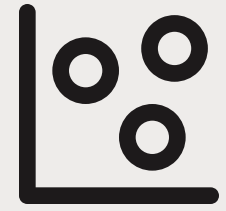


wayfair















Crate&Barrel

west elm



SECONDARY RESEARCH

						
Quick Overview	'Several page types, hierarchy vary by category'	'Inspirational already but also transactional'	'Product-forward structure'	'Consistent content hierarchy & layout'	'Always tries to provides education'	'Modular page structure'
Page Structure by Level	<ul style="list-style-type: none"> • Category Page (L1,L2,L3) • Hybrid Page 	<ul style="list-style-type: none"> • Category Page (L1) • Hybrid Page (L2,L3) 	<ul style="list-style-type: none"> • Category Page (L1,L2) 	<ul style="list-style-type: none"> • Category Page (L1,L2) 	<ul style="list-style-type: none"> • Category Page (L1,L2,L3) • Hybrid Page (L2,L3) 	<ul style="list-style-type: none"> • Category Page (L1,L2)
Navigation (within Page)	<ul style="list-style-type: none"> • Anchor Menu (Sometimes) 	<ul style="list-style-type: none"> • Subcategories on top • Filter-based Paths 	<ul style="list-style-type: none"> • Side Left Nav • Horizontal Nav 	<ul style="list-style-type: none"> • Side Left Nav 	<ul style="list-style-type: none"> • Anchor Menu • Side Left Nav 	<ul style="list-style-type: none"> • Subcategories on top
Content Hierarchy Consistent?						
Top of Page Content	<ul style="list-style-type: none"> • Banners to 'Shop All' 	<ul style="list-style-type: none"> • Subcategories • Related Promotions 	<ul style="list-style-type: none"> • Banner Carousel • Product Carousel 	<ul style="list-style-type: none"> • Related Promotions • Subcategories 	<ul style="list-style-type: none"> • General Promotions & Services 	<ul style="list-style-type: none"> • Subcategories (showing full breadth)
Distinction		<ul style="list-style-type: none"> • Utilize Curalate • Price Info always visible 	<ul style="list-style-type: none"> • Relatively short and compact page (hidden SEO) 	<ul style="list-style-type: none"> • Use the space wisely with grid component 	<ul style="list-style-type: none"> • Good use of visuals to explain subcategory 	<ul style="list-style-type: none"> • Product carousel always included

Design

(Content Hierarchy of
Top-Middle-End of Page)



RECOMMENDATION LEGEND

3 levels of recommendation based on user feedback, industry standards, and business restrictions.

Strongly Recommended

Meet user's expectation & industry standard.

Good to Have

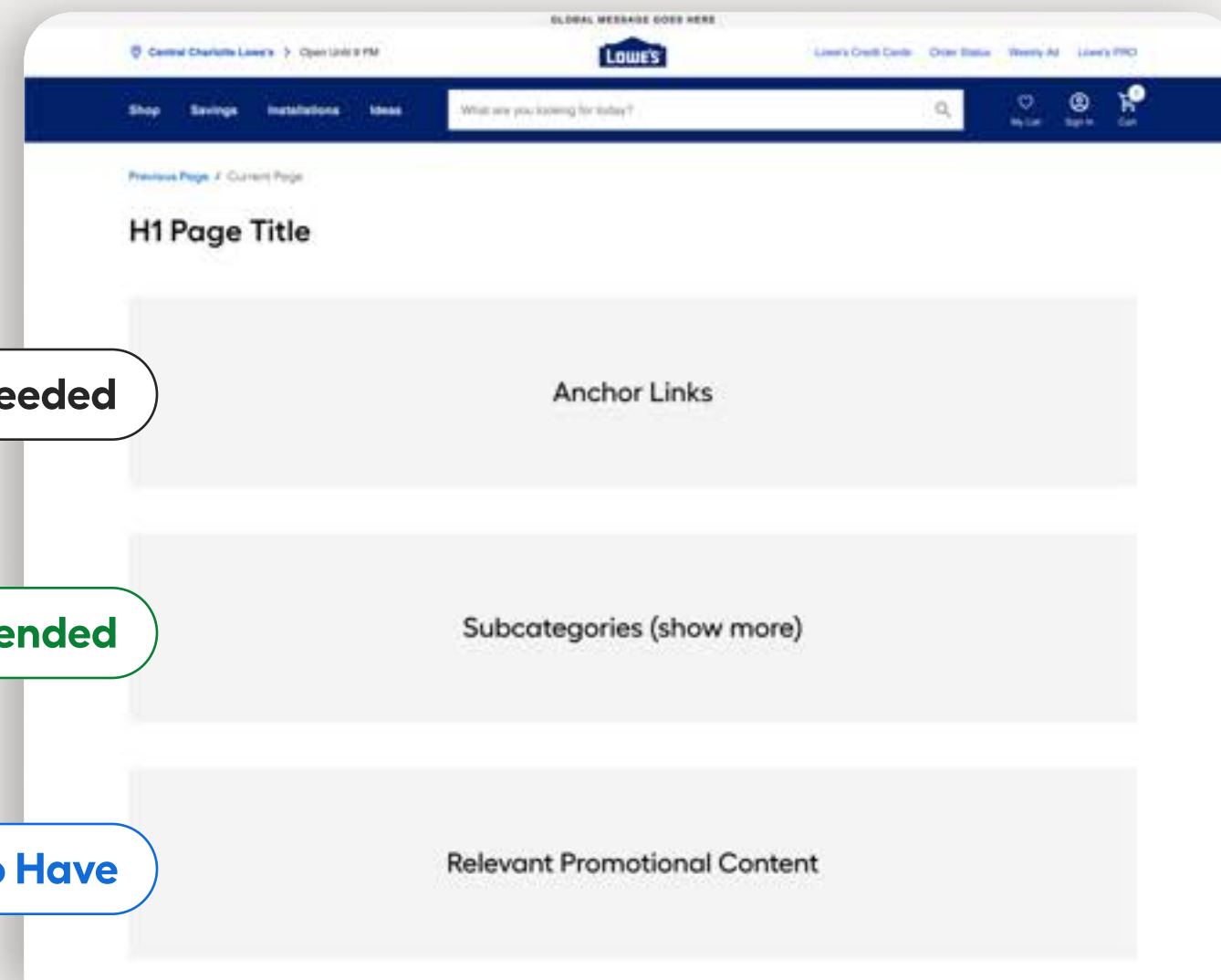
Mixed user feedback. Good to have on the page, but not vital.

If Needed

If needed, on page for business reasons.



RECOMMENDATION -
CONSISTENCY



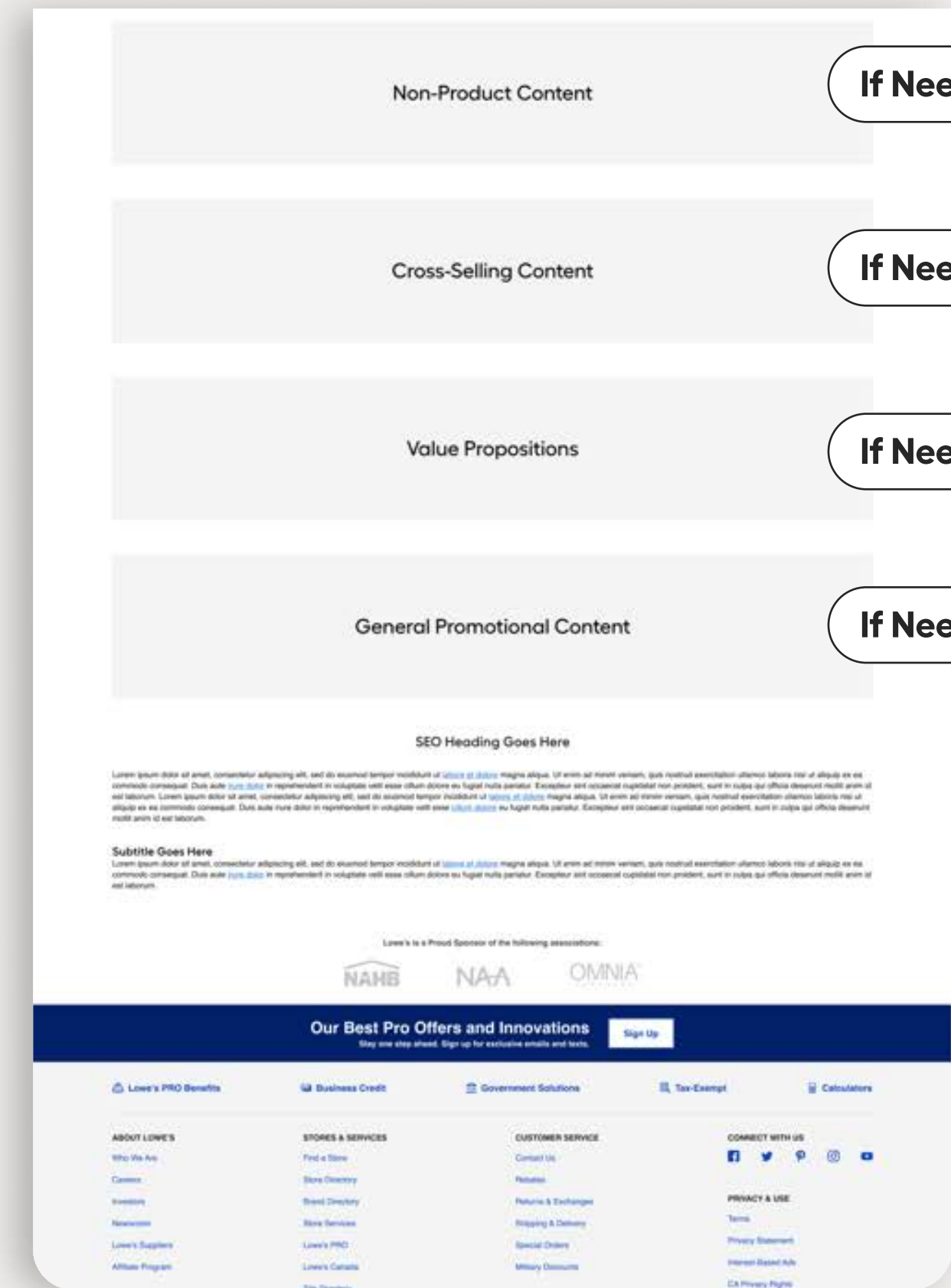
If Needed

Strongly Recommended

Good to Have

TOP OF PAGE

- Prioritize navigation by having subcategories as primary content of the page.
- Add additional navigation (e.g. Anchor Menu) if it serves the purpose.
- Provide only the relevant promotions above the fold.



If Needed

If Needed

If Needed

If Needed

END OF PAGE

- User engagement is very low, but utilize this section to promote SEO values.
- Provide auxiliary content & additional way-finding to further support.



RECOMMENDATION - TRANSACTIONAL PAGE

“Navigation is the key.”

MAKE IT EASY TO FIND

- Prioritize subcategories above the fold.

MAKE IT RELEVANT

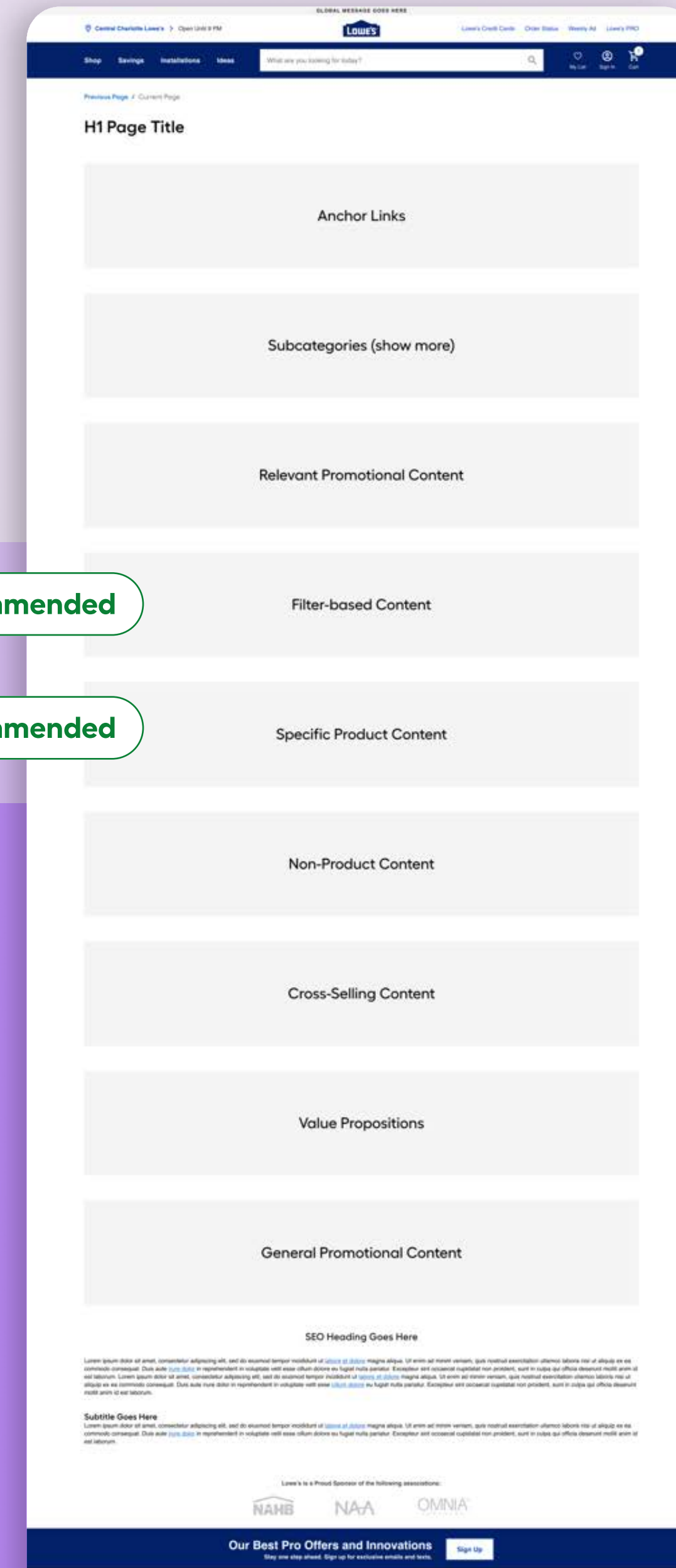
- Provide carefully curated (seasonal, contextual) category grouping.

MAKE IT INTUITIVE

- Find ways to provide price info as early as possible.

✔ Strongly Recommended

✔ Strongly Recommended



TOP OF PAGE

MIDDLE OF PAGE

END OF PAGE



RECOMMENDATION - INSPIRATIONAL PAGE

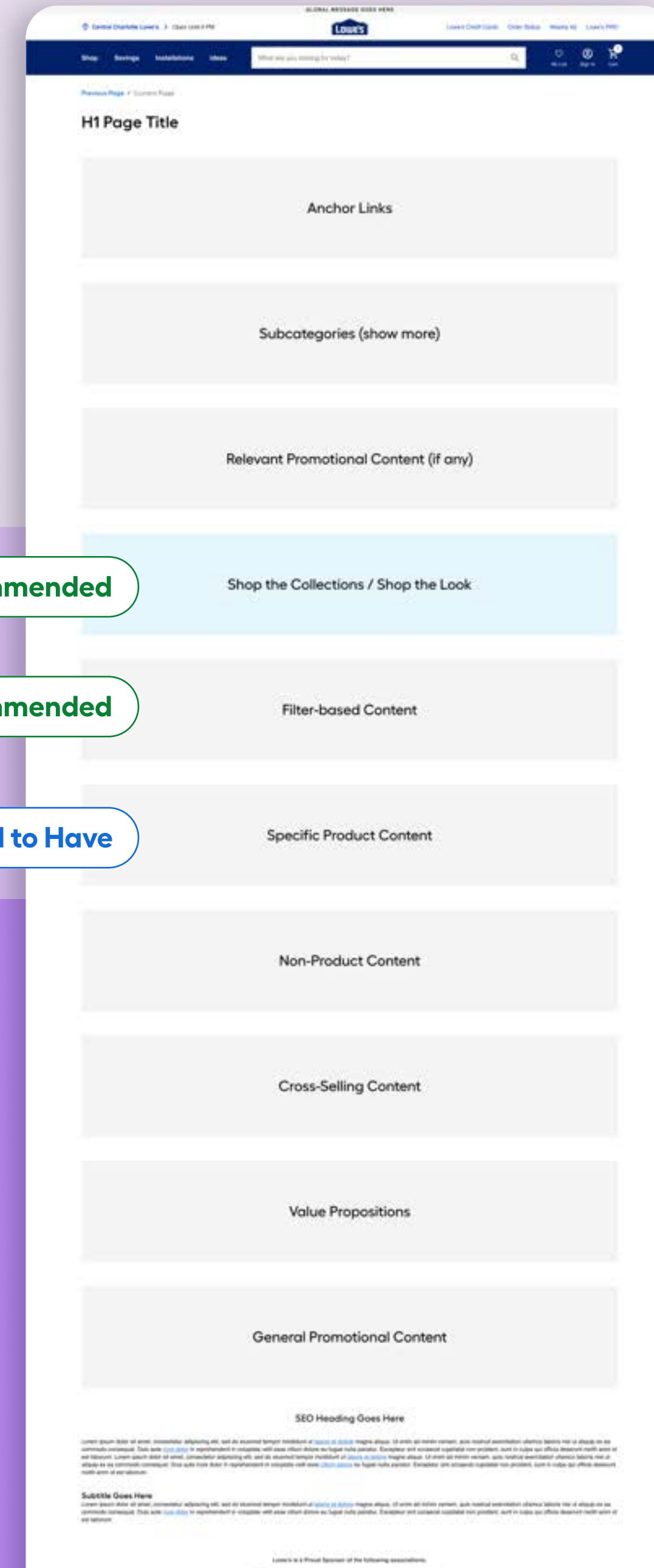
“Grab the **attention.**”

MAKE IT EASY TO NARROW DOWN

- Provide visual filter attributes to filter.

MAKE IT INSPIRING

- Show big, lifestyle imagery that grabs user attention.
- Show a variety of styles to help users explore.
- Consider ways to keep inspiring users (via multiple navigational points, User-Generated-Contents, ‘Shop the Look’ Component, etc.)



TOP OF PAGE

MIDDLE OF PAGE

END OF PAGE



RECOMMENDATION - EDUCATIONAL PAGE

“Give **Support & Guidance.**”

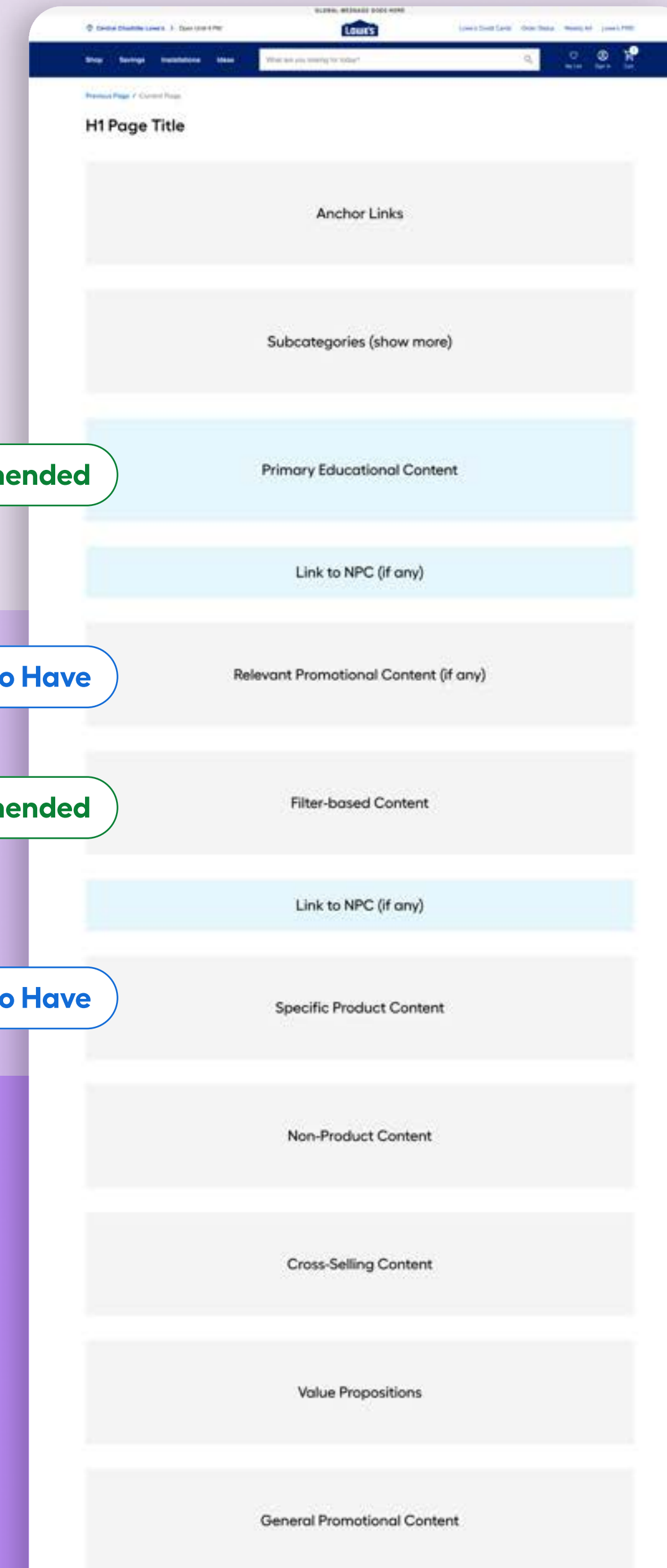
MAKE IT EASY TO UNDERSTAND & COMPARE

- Use different types of visuals that convey each feature of the category effectively.

MAKE IT RELEVANT & SUPPORTIVE

- Surface any specific Non-Product-Content closer to the relevant subcategory or higher up on the page.
- Maintain a tone of voice to empathize Lowe's can give guidance and support.

✔ **Strongly Recommended**



👍 **Good to Have**

✔ **Strongly Recommended**

👍 **Good to Have**

TOP OF PAGE

MIDDLE OF PAGE

END OF PAGE



RECOMMENDATION - HYBRID PAGE

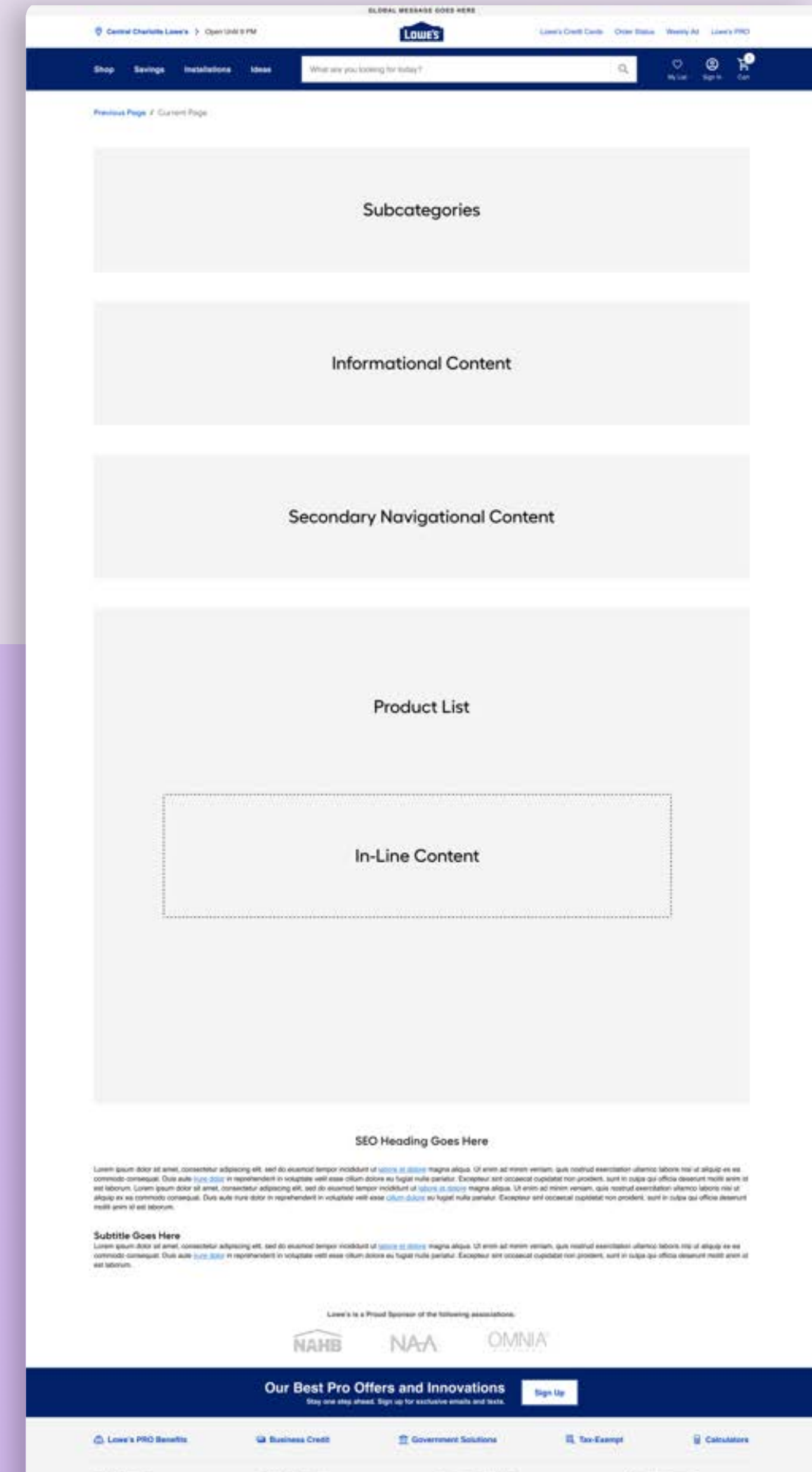
“Provide **Information & Navigation.**”

KEEP IT CONCISE & EFFICIENT

- Strategically provide a quick way to navigate and/or a piece of useful information varied by category.

KEEP EXPLORING FOR OPTIMIZATION

- Collaborate with other teams to further make improvements on the component capabilities (popular filters, product tile, product categories with subtext, etc.)



ABOVE THE FOLD

What's Next?

Next Step & Retrospective



EXPECTED IMPACT



**OCM Analyst
(The Content Provider)**

“This supports our goals. We will be able to implement changes on multiple pages much faster.”



**DP Designer
(The Page Producer)**

“With this streamlined hierarchy, I can quickly build the page and spend more time on visualizations.”



**Lowe's Customer
(The Page Consumer)**

“This page suits my needs. I can easily find what I'm looking for while being inspired/educated.”



NEXT STEP

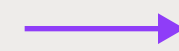
ONGOING RIGHT NOW

! CHALLENGE

- The primary suggestion actually showed negative results during A/B testing.
- Paid promotions will take up the prime of the page real estate.

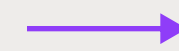
HAND OFF

- Hand off the structure of the page
- Follow-through with the UX strategy & visual design



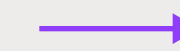
VALIDATION

- A/B test to gather the metrics (CVR, Exit Rate, ATC, Revenue, etc.)



IMPLEMENTATION

- All 220 categories on lowes.com by the EOY 2023



PHASE 2 (TBD)

- Explore opportunities for Components.

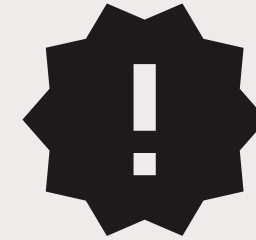


RETROSPECTIVE



**TESTING FOR
VALIDATION**

- When in doubt, do testing.
- And own the result.



HEADS-UP

- Always expect any limitations & restrictions.