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Specific Product Content	Relevant Promotional Content (if any)	Filter-based Content	
Non-Product Content	Shop the Collections / Shop the Look	Link to NPC (if any)	
Cross-Selling Content	Filter-based Content	Specific Product Content	
Value Propositions	Specific Product Content	Non-Product Content	
General Promotional Content	Non-Product Content	Cross-Selling Content	omethic adjuicing eff. and do in fact date in reportended in a for all area, downershift adjuicing right. Duts with rure stater in repr
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In-Line Content

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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

Visual Designers

CONTRIBUTION

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

Designer x Researcher x



THE PROBLEM

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."

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

Overview Gather Design Next Step





DP Designer (The Page Producer)



Lowe's Customer (The Page Consumer)

"I want to find the right product quickly."

• THE SOLUTIONS

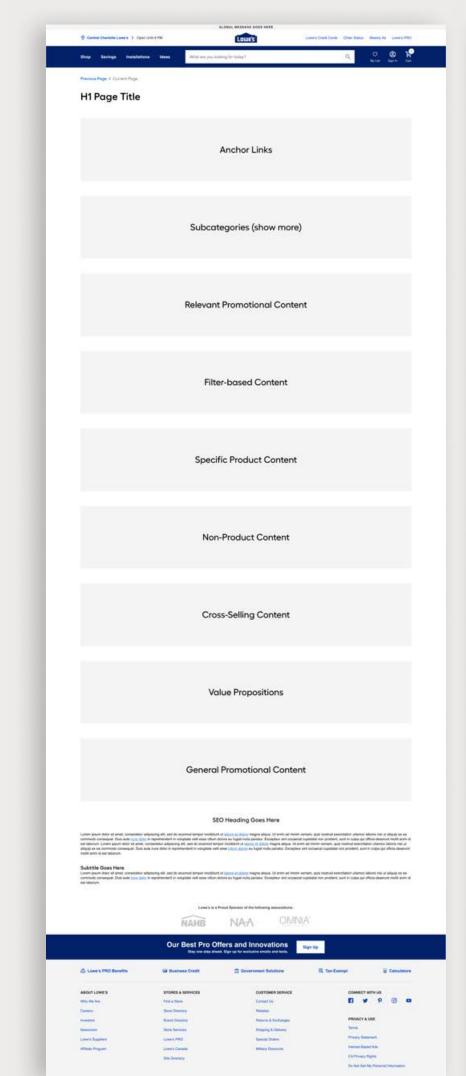
For Business Consistent 'Look & Feel' +

Streamlined Category Page Implementation Process

For Users Efficient Product Discovery

#Consistency #Flexibility #Efficiency

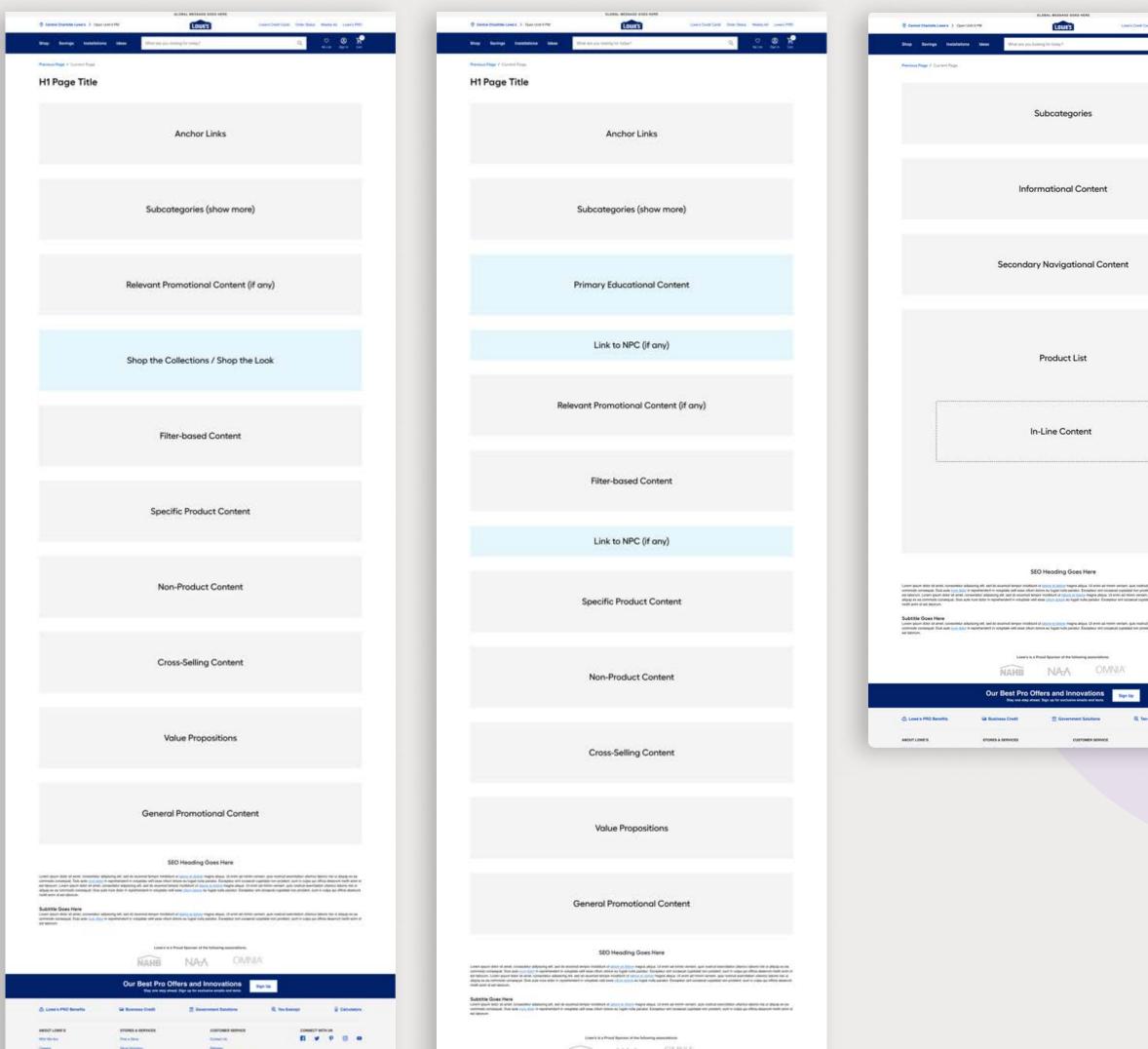
'Transactional'



'Inspirational'

'Inspirational'

'Hybrid Page'



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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)

Overview Gather Design Next Step



- 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

Overview **Gather** Design Next Step

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)

Overview Gather Design Next Step

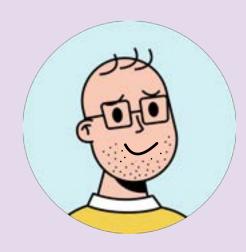


OCM Analyst (The Content Provider)

• 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 #Hybrid Page #Educational (and #something-in-between)

SO WE ASKED PEOPLE!

Overview **Gather** Design Next Step

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.

Categories that have room for considering other options within category.

NON-COMPENSATORY

Weights the positive and negative attributes of the considered alternatives.

DECISION-MAKING

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

Bathroom, Holiday Decor, HVAC...



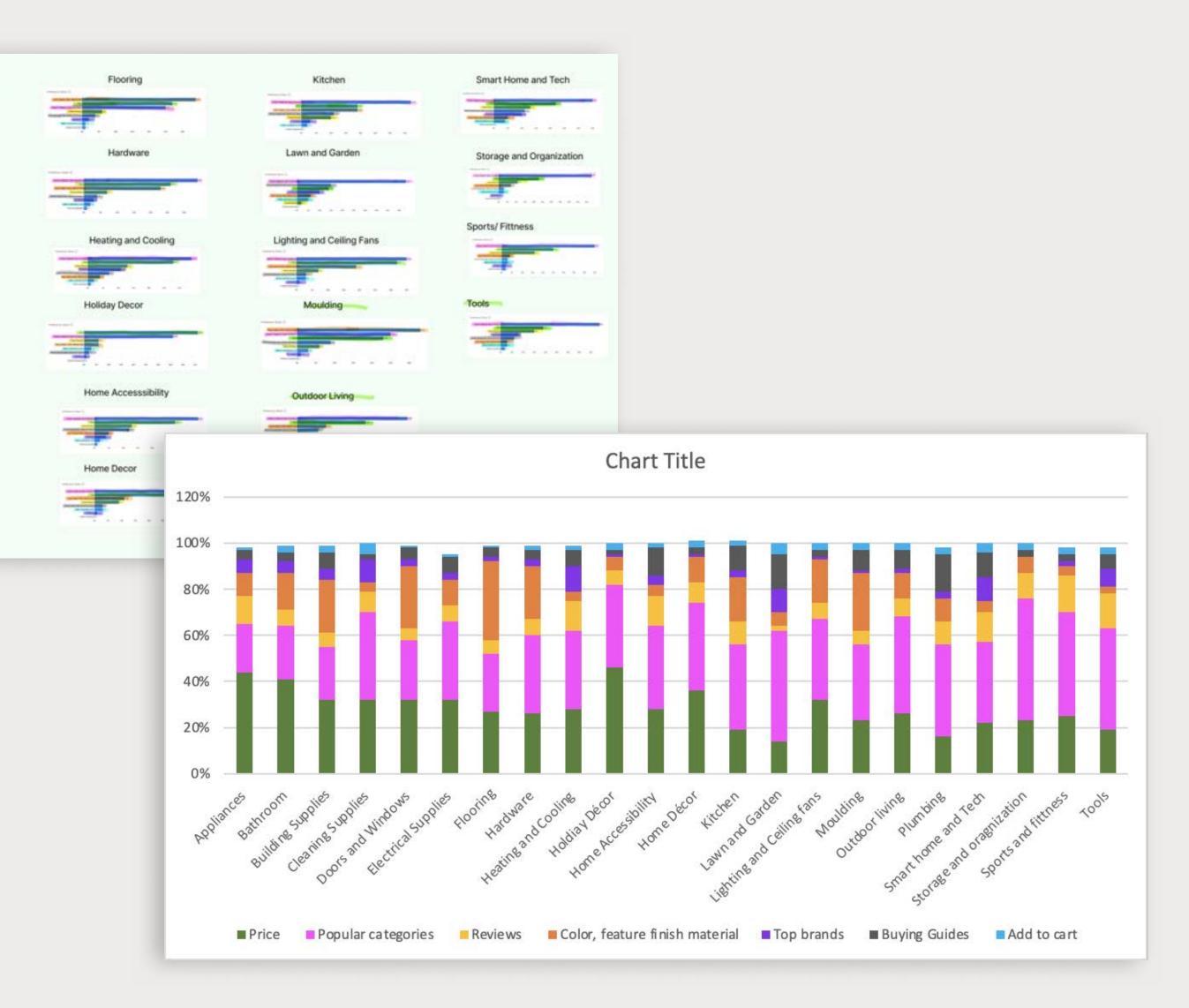
TA **INITIAL DISCOVERY -**WHY?

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 Hybrid • 12 Inspirational

CONDUCTED BY UX RESEARCHER





PRIMARY RESEARCH

TRANSACTIONA

e.g. Cleaning Prod

- Have a specif want to solve
- Tend to spen items before
- 'Price' was con criteria
- Ability to 'Add

EDUCATIONAL

e.g. Plumbing, Bu

- Have limited the products
- Learn from the groupings of
- Whether they buying guides
- Want to have

AL oducts, Pest Control	INSPIRATIONAL e.g. Kitchen, Home Decor
ific product in mind and e a problem	 Get inspired by big & lifestyle imagery
nd less time researching e buying	 Priority was still about getting to the subcategory quickly
onsidered as #1 shopping	 Visual filter attributes such as style, color, and feature are valued
d to Cart' was valued	 Educational content did not resonate with users
•	HYBRID
uilding Supplies	HYBRID e.g. Various Categories
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00 Ο **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.

Overview Gather Design Next Step

Heuristic Evaluation

(**40+** Guidelines: Baymard/NNG)

Competitive Analysis

(18+ Competitors/ 170+ Screens)



00 SECONDARY RESEARCH

Quick Overview	
Page Structure by Level	
Navigation (within Page)	
Content Hierarchy Consisten	ť
Top of Page Content	
Distinction	

	LOWE'S	0	Walmart >		III III	wayfair
	'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'
	 Category Page (L1,L2,L3) Hybrid Page 	 Category Page (L1) Hybrid Page (L2,L3) 	 Category Page (L1,L2) 	Category Page (L1,L2)	 Category Page (L1,L2,L3) Hybrid Page (L2,L3) 	 Category Page (L1,L2)
	Anchor Menu (Sometimes)	 Subcategories on top Filter-based Paths 	 Side Left Nav Horizontal Nav 	• Side Left Nav	 Anchor Menu Side Left Nav 	 Subcategories on top
t?					8	0
	 Banners to 'Shop All' 	 Subcategories Related Promotions 	 Banner Carousel Product Carousel 	 Related Promotions Subcategories 	 General Promotions & Services 	 Subcategories (showing full breadth)
		 Utilize Curalate Price Info always visible 	 Relatively short and compact page (hidden SEO) 	 Use the space wisely with grid component 	 Good use of visuals to explain subcategory 	 Product carousel always included



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



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

Strongly Recommended

Meet user's expectation & industry standard.

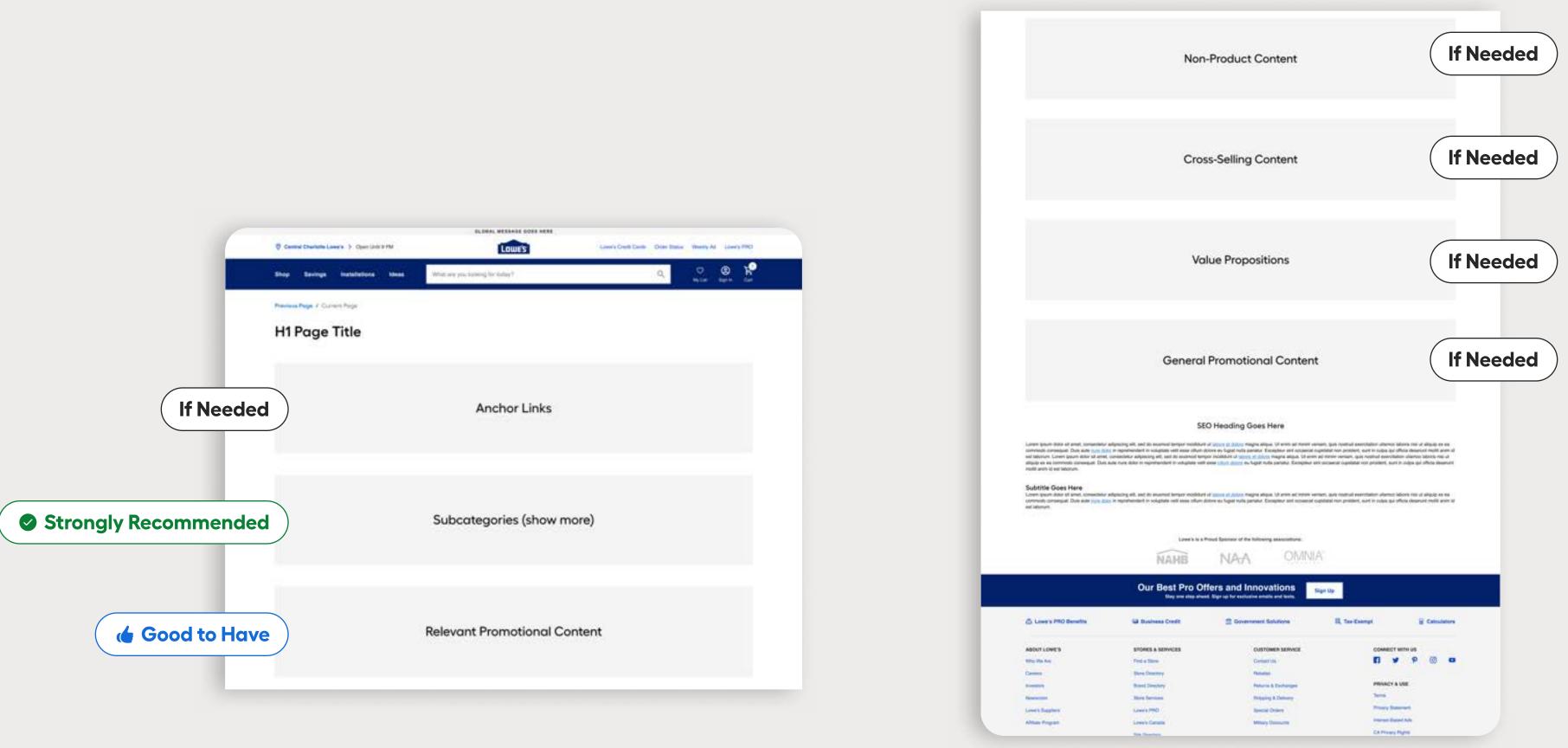
Good to Have

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



If needed, on page for business reasons.





TOP OF PAGE

- Add additional navigation (e.g. Anchor Menu) if it serves the purpose.
- Provide only the relevant promotions above the fold.

Prioritize navigation by having subcategories as primary content of the page.

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.



"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.

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		Non-Product Content		
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"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.)

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	Subcategories (sho	w more)	
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	Cross-Selling Co	ntent	
	Value Proposit	ions	
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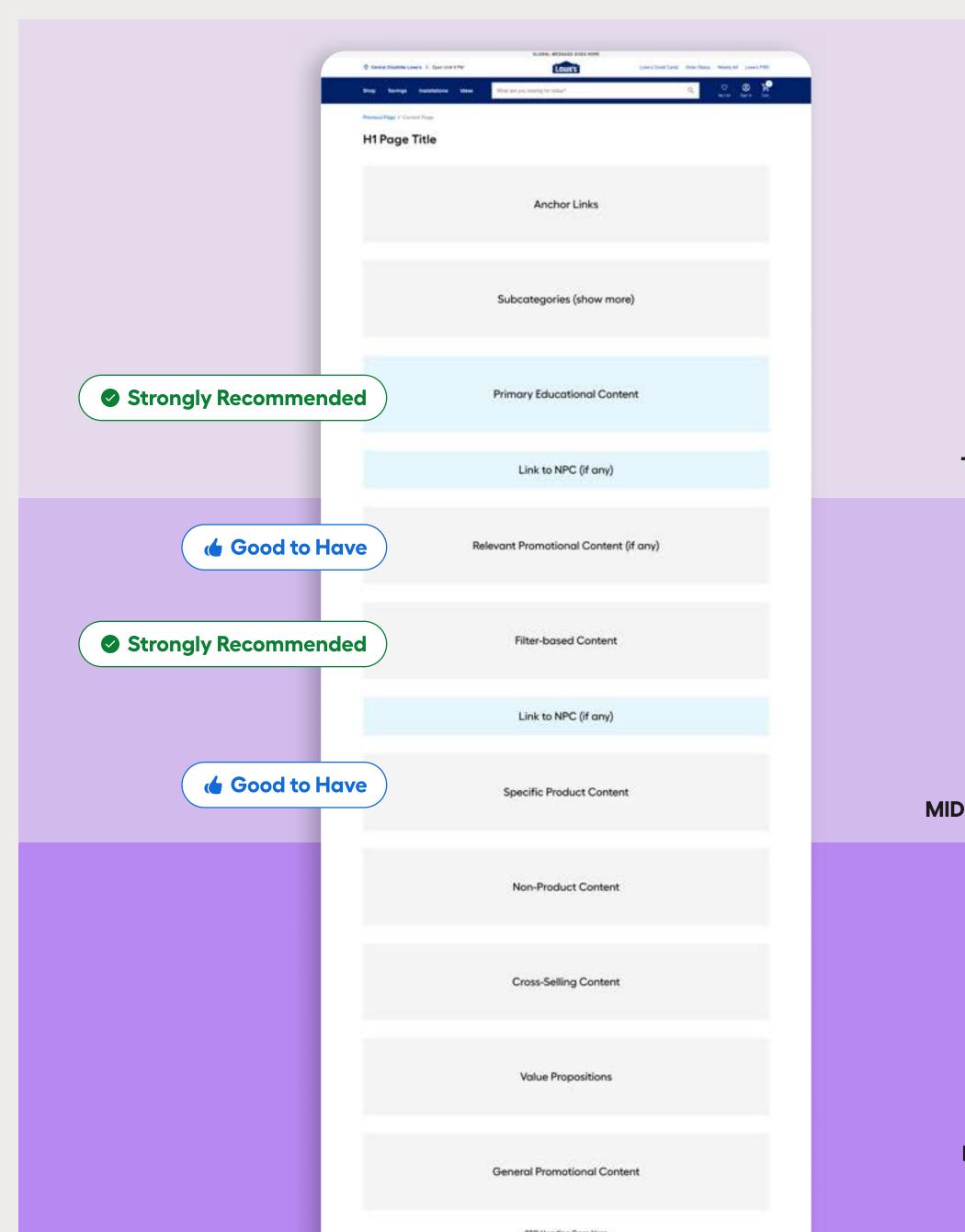
"Give Support & Guidance."

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.







"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.)

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What's Next? Next Step & Retrospective





OCM Analyst (The Content Provider)

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



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



DP Designer (The Page Producer)



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

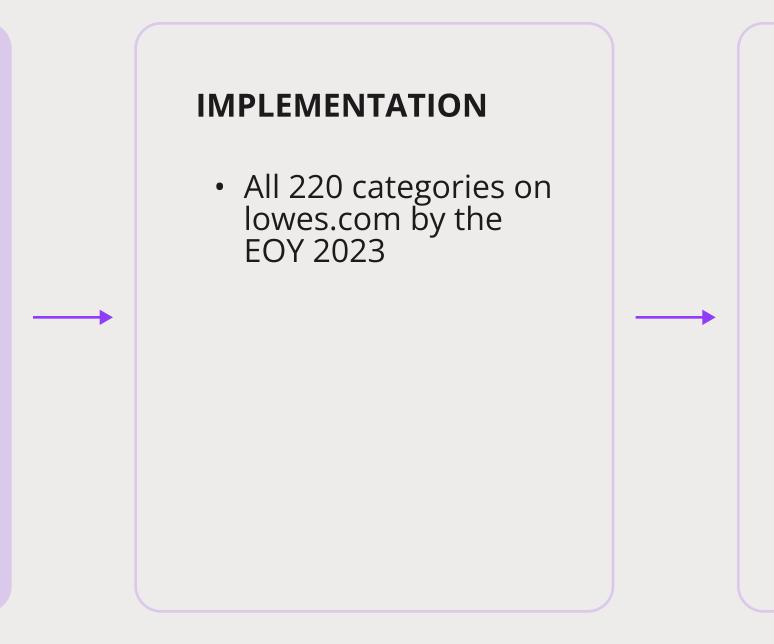
HAND OFF

- 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.)

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



PHASE 2 (TBD)

Explore opportunities for Components.

ONGOING RIGHT NOW







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

Overview Gather Design Next Step



HEADS-UP

 Always expect any limitations & restrictions.