Shap Savinga headultoos bees Whistory poulsoing for later? Prenince Rege 7 Carrier Page	a c c k	Control of Control Tage	
H1 Page Title Anchor Links	H1P	age Title Anchor Links	
Subcategories (show more)	Builder, All State of Description Lineary, 3 - State of Definition         Builder, All State of Description         Descripion         Description         Desc	Subcategories (show more)	<ul> <li>&gt; Opentality PM</li> <li>Installational Mesos</li> <li>Proge</li> </ul>
Relevant Promotional Content	H1 Page Title Anchor Links	Primary Educational Content	
Filter-based Content	Subcategories (show more)	Link to NPC (if any)	
	and a second general (and a more)	Relevant Promotional Content (if any)	;
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
ESC Heading Cose Here	Cross-Selling Content	Value Propositions	omenheir adquering ett, sed do an <u>here total</u> in reportendent in tr
Levels is a Prince Sprease of the Indiverse gases instructions NAME NAME OWNER OUR Best Prio Offers and Innovations Dry use using bester Big of the restruction multiple and best for all Levels PRIO Besterilis Levels PRIO Besterilis Markets Crieft Control Solutions	Value Propositions	General Promotional Content	r ia bas
Lowers PRO Beautine         Gal Bastense Credit         © Government Solutions         III           Addors Lowers         Stocks & Astronoccis         Cuerco III         III           Modors Lowers         Stocks & Astronoccis         Cuerco III         III           Tors No No         Toric Store         Cuerco III         III           Commit         Store Storey         Notation         Toric Storey         Notation           Torream         Store Storey         Notation         Notation         Notation           Notemant         Store Storey         Notation         Notation         Notation         Notation           Lower Staglem         Lower Stocks         Notation         Notation         Notation         Notation	General Promotional Content	SECO Heading Coes Here and, measure of processing of the formation of the processing of the region of the formation of the second of the seco	
Attas Angel Bin Dentery	SEO Heading Goes Here over the state	Lange to a first of the second s	
	Sector Concerner         Where the the the sector concerner was the	Our Best Pro Offers and Innovations Device data that for it is not an analysis of the second method that for metho     Device data     Device data       metho     In Second Carlow     In Second Carlow     In Second Carlow     In Second Carlow       metho     In Second Carlow     In Second Carlow     In Second Carlow     In Second Carlow       metho     In Second Carlow     In Second Carlow     In Second Carlow     In Second Carlow       metho     In Second Carlow     In Second Carlow     In Second Carlow     In Second Carlow       Mark Second Carlow     In Second Carlow     In Second Carlow     In Second Carlow       Mark Second Carlow     In Second Carlow     In Second Carlow     In Second Carlow       Mark Second Carlow     In Second Carlow     In Second Carlow     In Second Carlow       Mark Second Carlow     In Second Carlow     In Second Carlow     In Second Carlow       Mark Second Carlow     In Second Carlow     In Second Carlow     In Second Carlow       Mark Second Carlow     In Second Carlow     In Second Carlow     In Second Carlow       Mark Second Carlow     In Second Carlow     In Second Carlow     In Second Carlow       Mark Second Carlow     In Second Carlow     In Second Carlow     In Second Carlow       Mark Second Carlow     In Second Carlow     In Second Carlow     In Second Carlow </td <td></td>	
	Mitch Lovers     States a service     Contrasts service     Contrast service       Wireline     Ministration     Ministration     Ministration       General     Ministration     Ministration     Ministration       General     Ministration     Ministration     Ministration       Ministration     Ministration     Ministration     Ministration		

Lowes	Lines Della Carlo	Other Dates	Verseni, Ad	Lines	mo
tor today?		Q	2	8 10 1	£
bcategories					
ational Content					

Product List

In-Line Content

Heading Goes Here whith a start happen allow Or white it reven when the the host of executive in together wheth persists. Dorsewar was accessed operating the posteria, such as the persist of the start of the second operating the posteria, such as a characterized and accessed together for persist of the characterized and second operating the second operating the characterized and second operating the second operating the characterized and second operating the second o

NAA OMNA

rs and Innovations Sea Us an of the statement and and state Countration Sociations R too Example Coloradates Countration Society and Coloradates

# 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



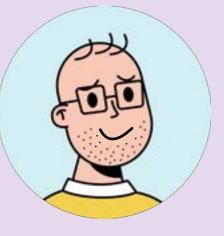
**OCM Analyst** (The Content Provider)

"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

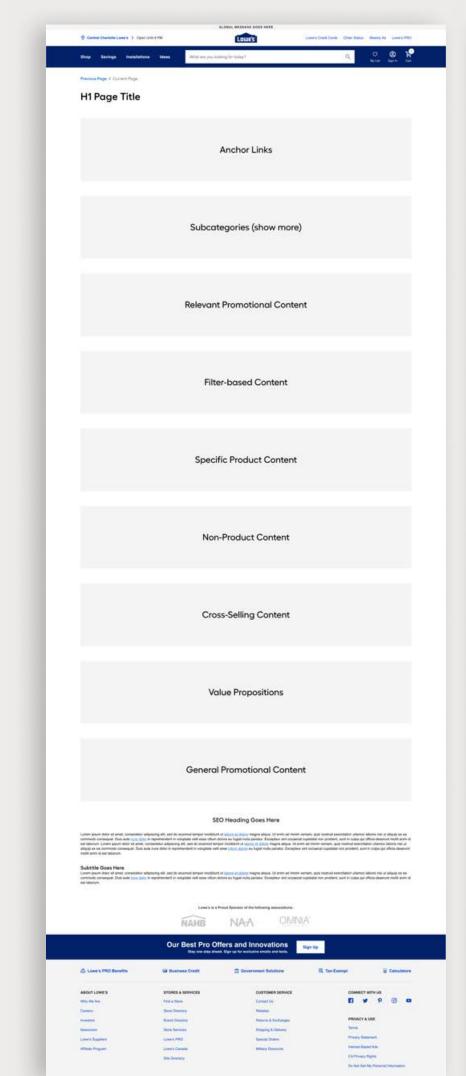
### For Business Consistent 'Look & Feel' +

Streamlined Category Page Implementation Process

### For Users Efficient Product Discovery

#Consistency #Flexibility #Efficiency

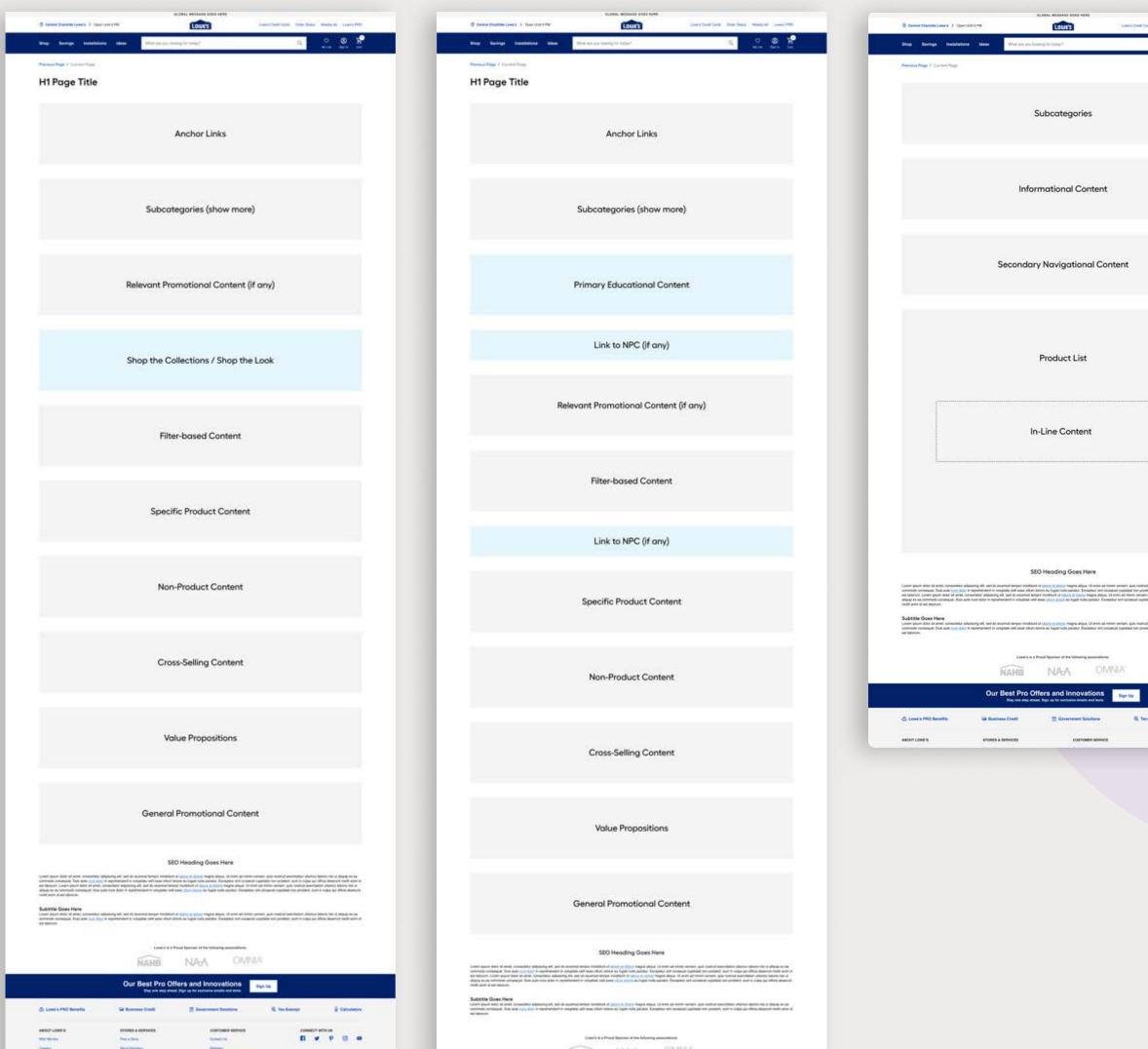
### 'Transactional'



### 'Inspirational'

### 'Inspirational'

### 'Hybrid Page'



nin Otor Tata Weeny A) Lawry A	
exemptation ulterno tabors trai ul aliquip es e est. Junt in paga qui officia deseturi molte sei quis restrud exemptation viterno labors nel s dat non prodent, sunt in pagas qui officia deser	
exercitation ulterno: fabors, ros ul aliquig en e ent, suri o suga qui officia desanuel matti are	
Compt Calcula consict with us	



### 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...



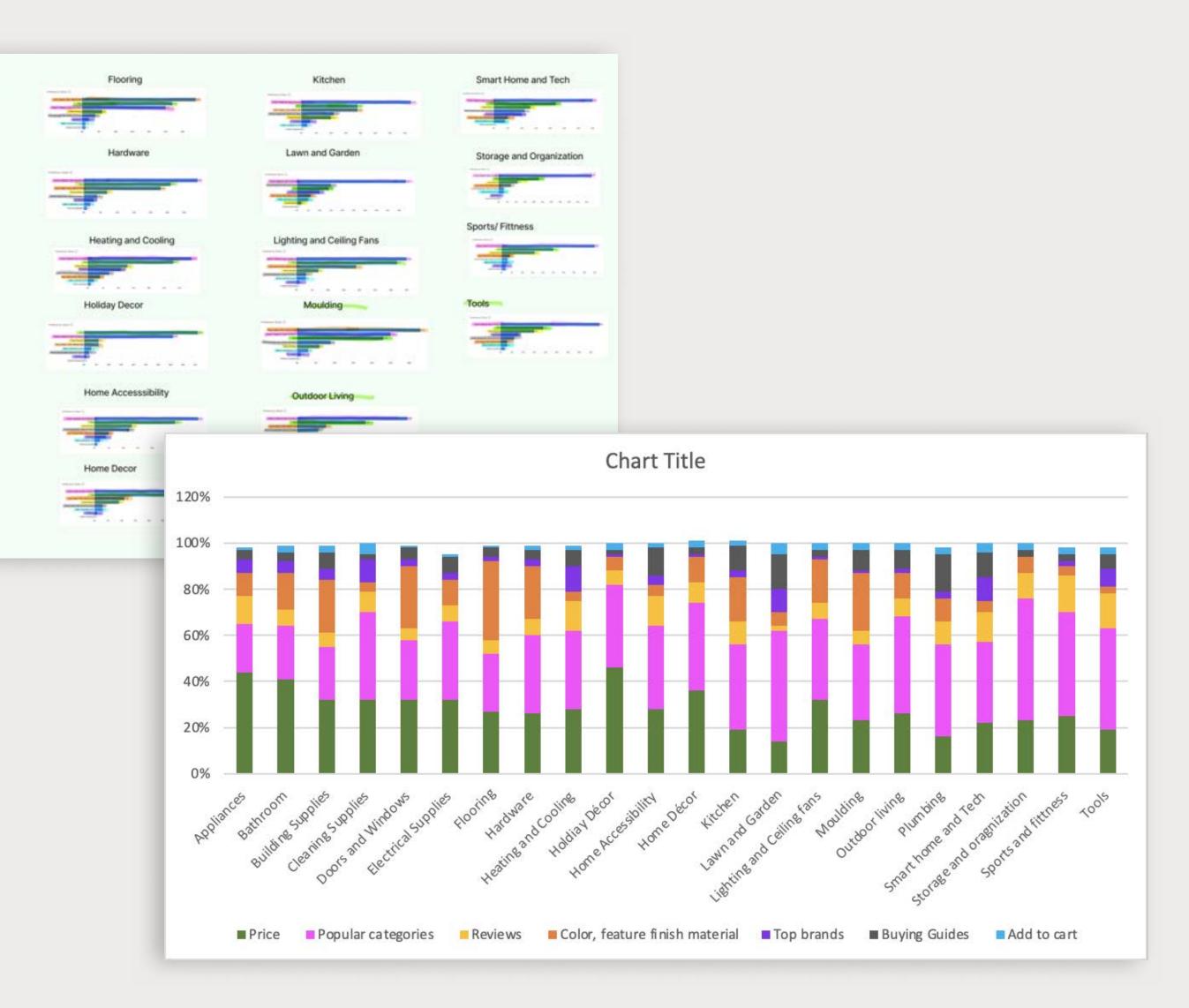
## TA **INITIAL DISCOVERY -**WHY?

### **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	<b>INSPIRATIONAL</b> e.g. Kitchen, Home Decor
ific product in mind and e a problem	<ul> <li>Get inspired by big &amp; lifestyle imagery</li> </ul>
nd less time researching e buying	<ul> <li>Priority was still about getting to the subcategory quickly</li> </ul>
onsidered as #1 shopping	<ul> <li>Visual filter attributes such as style, color, and feature are valued</li> </ul>
d to Cart' was valued	<ul> <li>Educational content did not resonate with users</li> </ul>
•	HYBRID
uilding Supplies	<b>HYBRID</b> e.g. Various Categories
<i>Building Supplies</i> d knowledge surrounding s	
d knowledge surrounding	e.g. Various Categories <ul> <li>Not engaged with the popular filter</li> </ul>
d knowledge surrounding s the terminology &	<ul> <li>e.g. Various Categories</li> <li>Not engaged with the popular filter because visual cues are not clear</li> <li>Confused as they can't notice the</li> </ul>
d knowledge surrounding s the terminology & f categories ey actually engage or not,	<ul> <li>e.g. Various Categories</li> <li>Not engaged with the popular filter because visual cues are not clear</li> <li>Confused as they can't notice the result of setting filters immediately</li> <li>Want to be alerted of sales and</li> </ul>

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



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.

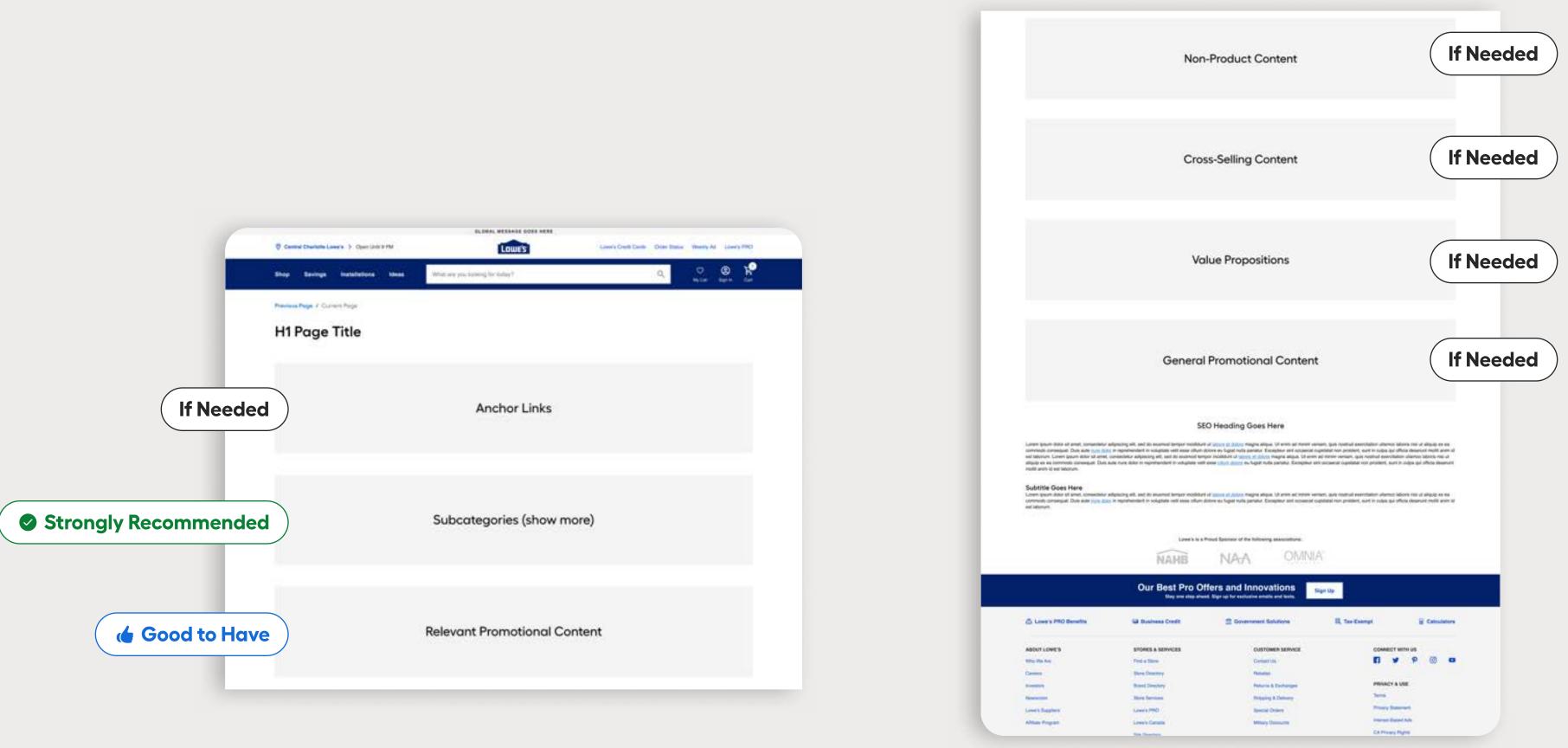
### **Good to Have**

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.

		OLDWAL WEILAGE GODS HERE		
	Control Charlotte Lawers > Open Later # M	Lowes	Low's Coll Colls Orien Dates (Newsy AV) Low's PRO	
	Shop Savinga Institutions Mean Previous Page 7 Current Page	Whit are pour isoming for failing?		
	H1 Page Title			
		Anchor Links		
		Subcategories (show more	e)	
		Relevant Promotional Conte	ent	
Strongly Recommen	ded	Filter-based Content		
Strongly Recommen	ded	Specific Product Content		
		Non-Product Content		
		Cross-Selling Content		
		Value Propositions		
		General Promotional Conte	ent	
	commone consequent Date and <u>recent since</u> in regeneration and laboration. Lorent ligation defore all annee, isometeoristic adapt alliquip es es a transmissió consequent. Dates autor none doitor no mostil annin ici est taboratio.	SEO Heading Goes Here to example tempor verdebuilt of annual to the set of the set of the to value with reaso of the a doors on signal mails particle. Therefore set of con- transport with a set of the set of t	ecet nugetielat non printent, suirt in subje qui officia desenunt molit anne al t anne ad etamin versam, quie neatrait evercitation uternos labirite real ut	
	Subtitle Goes Hare Lowen (psum dokr of ameri, consected a adipticity elit, an commode consequal. Due autr (jun doc) in reportemient est laterum.	t de eksamed temper medidarit at <u>some at intern</u> magne atepak. Ut even at tem in solghtete self asse sillarit doors as liquit nulls partiels. Ecosylariz self occo	on venters, que rochus exercitation ulterno labora nou al alique es es sel cualitat non product, sent o subse qui afinis desenuit melle ación al	
		Lows his & Proof Sponsor of the following assessments	NUA-	
		WARE NAA OM	NIA Sign Up	
		Stay one she sheet. Sign up for exclusive analys and tests. Insiness Credit 🔿 Government Schulions	R, Tar-Dampt	
	ABOUT LOWES \$70	NES & SERVICES CUSTOMER SERVICE	COMMENT WITH US	





## "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.)

	Constant Desired Desires 3 - Theorem 2 PM	inter Coll Lines Order Balan Money M. Lawly PMD	
	Stop Surray Autobioing along Unit or an immediate of a	a 🖉 🦉 🕺	
	Pressue Prage + Samer Frage		
	H1 Page Title		
	Anchor Link	s	
	Subcategories (sho	w more)	
	Relevant Promotional Co	ontent (if any)	
Strongly Recommend	ed Shop the Collections / S	hop the Look	
Strongly Recommend	ed Filter-based Cor	ntent	
Good to H	Ve Specific Product C	Content	MIC
	Non-Product Co	ntent	
	Cross-Selling Co	ntent	
	Value Proposit	ions	
	General Promotiona	il Content	
	SEO Heading Goes I control pour table of sent consolider adjusting oil and its scenario burger stabilities of sent a solar trajectoria control pour table of sent consolider is adjusted at a scenario division of sent state for tables to head of a sent to adjust to adjust table of sent data of sent consolider is adjusted at a scenario division of tables of sent adjust to adjust table of sent consolider is adjusted at a spectra scenario of sent sent tables of sent adjusts to adjust table of sent consolider is adjusted at a spectra scenario of sentences and sent state or adjust table of sent consolider is adjusted at a spectra scenario of sentences and sentences with sent of sentences.	c) U antis particular restant, post-tractad paramitativi statistic basics nel a decade no se respect per excasarat significati con posterio to rular par officia baserari regili anti tel respect adque. U meni par encie encasa, que restate anesticatar ofenes basera enci.	
	Substitute Goles Hears Correspond to the analysis memorate adjuncting sit, and sit stratement interpret hombitant ad society of adjunct the operation instrainguit. This wave right billing to experimentation or obligation with each other attempts to be adjuncted.	d) di norma di indone persanti, auto inadicali esementativo obsecui taliante rese el edização no se exegunor port sustancia sussibilita non pontitivo; auto in super que officia ilean-test mestre ativo er el construir de la construir de el construir de la construir de el construir de la construir de el construir de la construir de el construir de la construir de el construir de la construir de la construir de la construir de la construir de el construir de la construir de la construir de la construir de la construir de el construir de la construir de la construir de la construir de la construir de el construir de la construir de la construir de la construir de la construir de el construir de la construir de la construir de la construir de la construir de el construir de la construir de la construir de la construir de la construir de el construir de la construir de la construir de la construir de la construir de el construir de la construir de la construir de la construir de la construir de el construir de la construir de la construir de la construir de la construir de el construir de la construir de el construir de la construir de el construir de la construir de el construir de la construir de el construir de la construir de el construir de	
	Lance's is a Proval Spannan of the following	CARAGE	





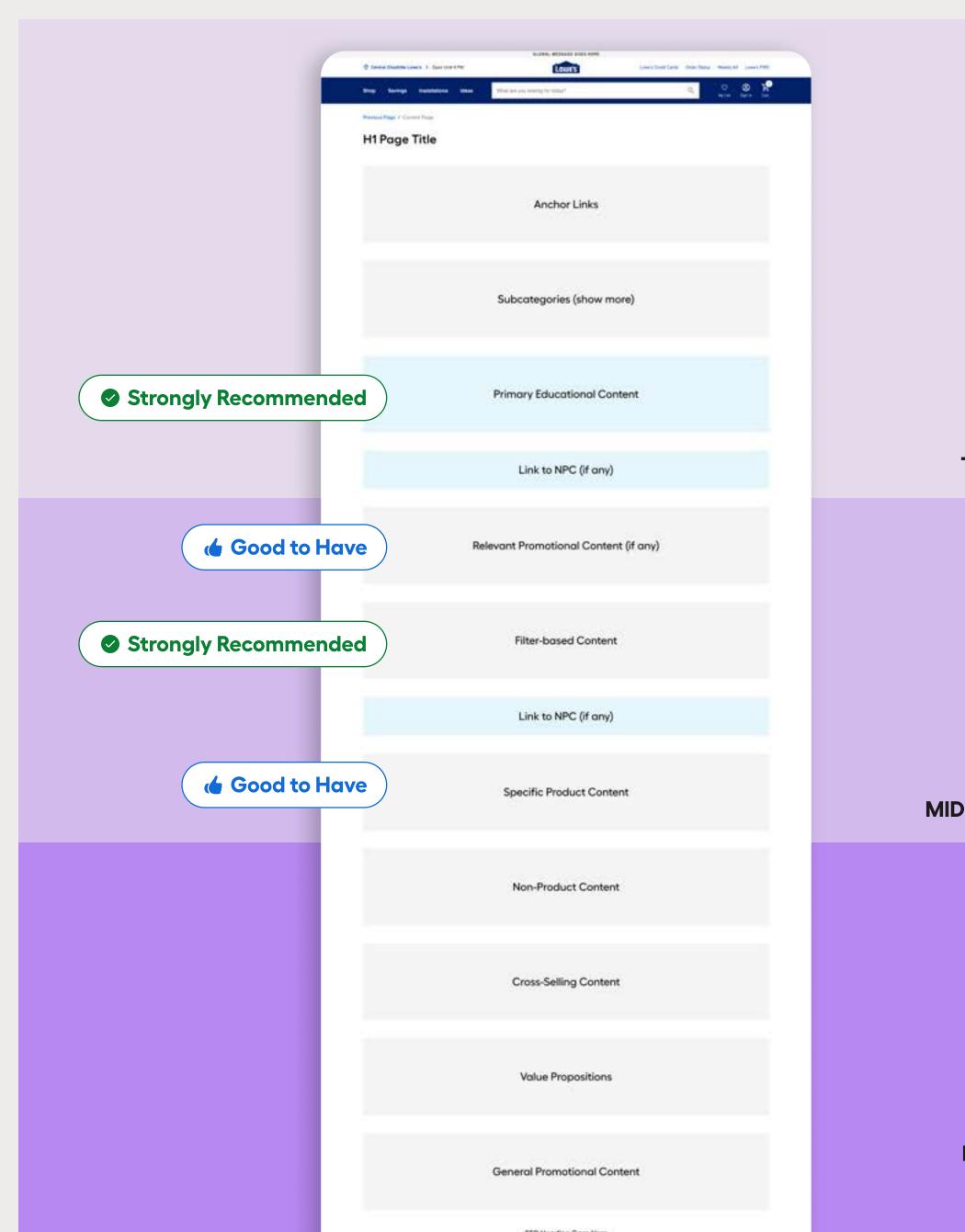
## "Give Support & Guidance."

### **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.)

<form><form><form><form></form></form></form></form>	Control Charlotte Lawyra > Open Unit 1974		Lawn Cwill Carls Other Base Weens Ad Lawn
<text></text>	Shop Seringa Installations Ideas	What any you looking for fisslay?	Q. O O With Sprin
<section-header><form><form></form></form></section-header>	Previous Pege # Current Page		
<section-header><form></form></section-header>		Subcategories	
<form><form><form><form><form><form></form></form></form></form></form></form>		•	
<section-header><form></form></section-header>			
<form><form><form><form><form></form></form></form></form></form>		Informational Content	t
<form><form><form><form><form></form></form></form></form></form>			
<form><form><form><form><form></form></form></form></form></form>			
<form><form></form></form>		Secondary Navigational Co	ontent
<form><form></form></form>			
<form><form></form></form>			
<form></form>		Product List	
<form><form></form></form>	-		
<section-header><section-header><section-header><section-header><section-header><text><text><text><text></text></text></text></text></section-header></section-header></section-header></section-header></section-header>			
Lose to post door at anyot, consentence addressing wit, and to example themps inciduate if along a linear maps addres. Of even at mean wars, part notice assentiate is along a joi does along anyot. Even post in the post address at a linear is along a linear addressing and along along along along along along and along and along and along and along and along	1		
Lower poor door at anex, consected adjacency eff, teed do example tempo incidular di spoor at intere mages adjac. O even ad reven venam, pain notival execution in algo adjacence exercises adjacence exercise			
Level given door all aread, consection adoption given, and to examine tempor incident of upon a little in age and all to be an incident and upon a little in			
Losen pour door it and, consected adpaceng eff, and do example tempo recididant of soors at many tegran adpace. Of even at terms result, pain todood execution in a pain door adpacent, four is advected as a pain door adpacent. To pain advected as a pain door adpacent term is advected as a pain advected as a pain door adpacent. To pain advected as a pain door adpacent term is advected as a pain advected as a pa			
In the second of the same layer that we have the the regression of the second tempor indicated and tempor indicate		SEO Heading Goes Here	
Larger pour doe of and construct adjusting of, but do many of myor incident of simply may adjust 10 with adjusts and restrict associated associated associated associated associated in relation as a space does not be adjusted of the social state o	commode-consequer. Dute aute inure doar in reportendent wet laborum. Lorem ipsum dolor sit arreet, consectatur adipse aliquip ex we commode consequer. Dute wute mure dolor to r	in soluptate well asso cilian dolore nu fugial nulle parieta. Excepteur ant o cing elit, eet do exampt tempor inciditunt al lobors at taxors magne aligue	ecolecat cupidatel non provident, sunt in puga qui officia desecunt molti anin a. Ut entro ad minim veniam, quie restruit exercitationi ulterno laboris niai u
NAA OMNIA	Loren groun door of anel, consistently adjusting eff, sed commode comeguat. Our auto here tony to representent		
			VINIA Ban Ua



## 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

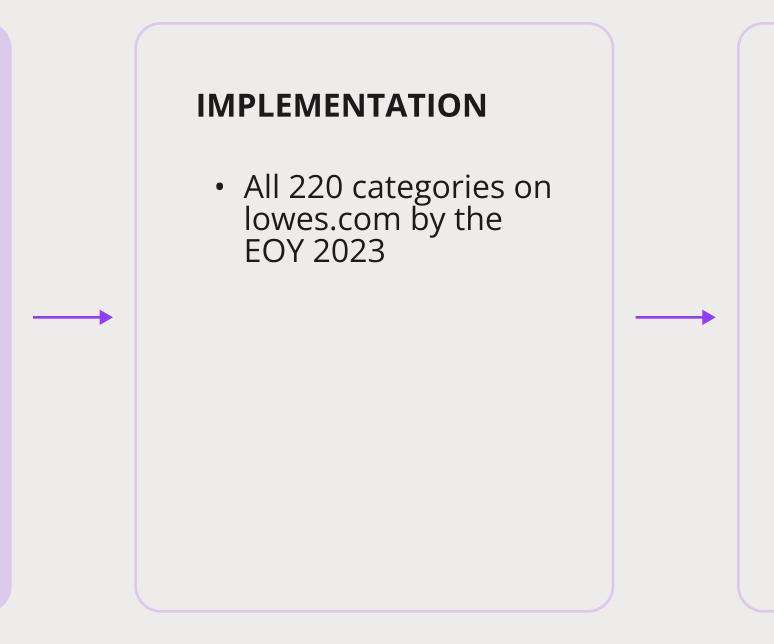
- Hand off the structure of the page
- Follow-through with the UX strategy & visual design

### 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.