

# Lowe's Quick View

Feature Validation To Identify Business Objectives Aligned With Users' Needs.



### **TIMELINE**

1 month  
(Oct 2021)



### **TEAM**

Designer x Researcher



### **CONTRIBUTION**

- Secondary Research
- Interaction Design

**PROJECT OVERVIEW: PROBLEM, SOLUTION, & IMPACT** ↓



## THE PROBLEM

Stakeholders wanted to add a new feature - 'Quick View' hoping it will help users' decision-making process.

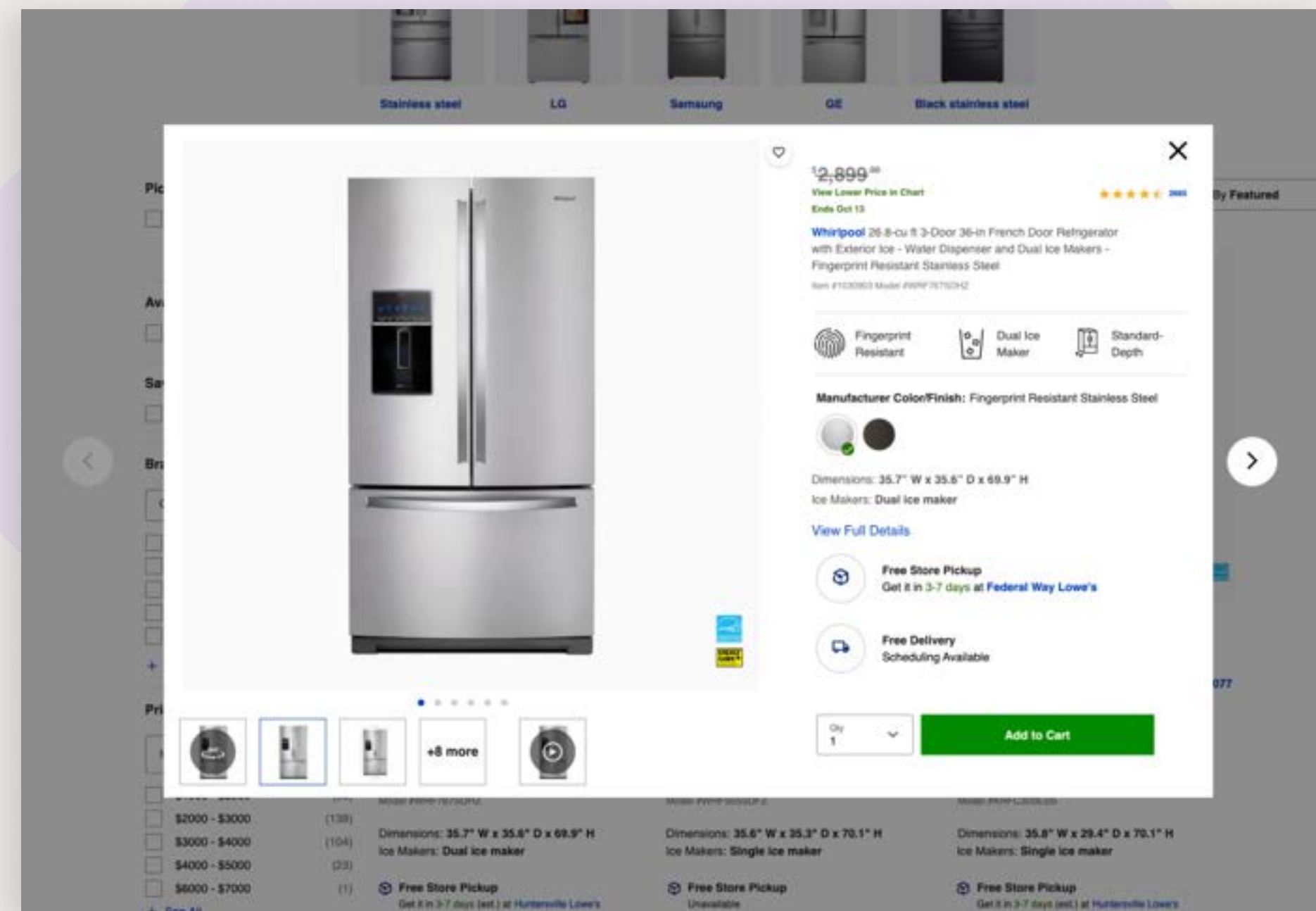
**BUT IT TURNS OUT,**

There was more fundamental problem that we needed to prioritize - the **product image!**



## THE SOLUTIONS

So we suggested to re-prioritize the task while providing the optimal 'Quick View' design that meets users' needs.





## THE IMPACT

The stakeholder couldn't re-prioritize the work stream due to the limited resources.

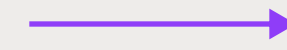
But our suggestions brought their attention to the area that we 'uncovered' and create another task for the upcoming quarter.

It also reminded our team about the importance of validation, and we re-structured the team's collaboration process.



## THE PROCESS

### PHASE 1



### PHASE 2

- Primary Research
  - Secondary Research
  - Concept Design
- Validation
  - Design Iteration

# Gather

Primary & Secondary Research

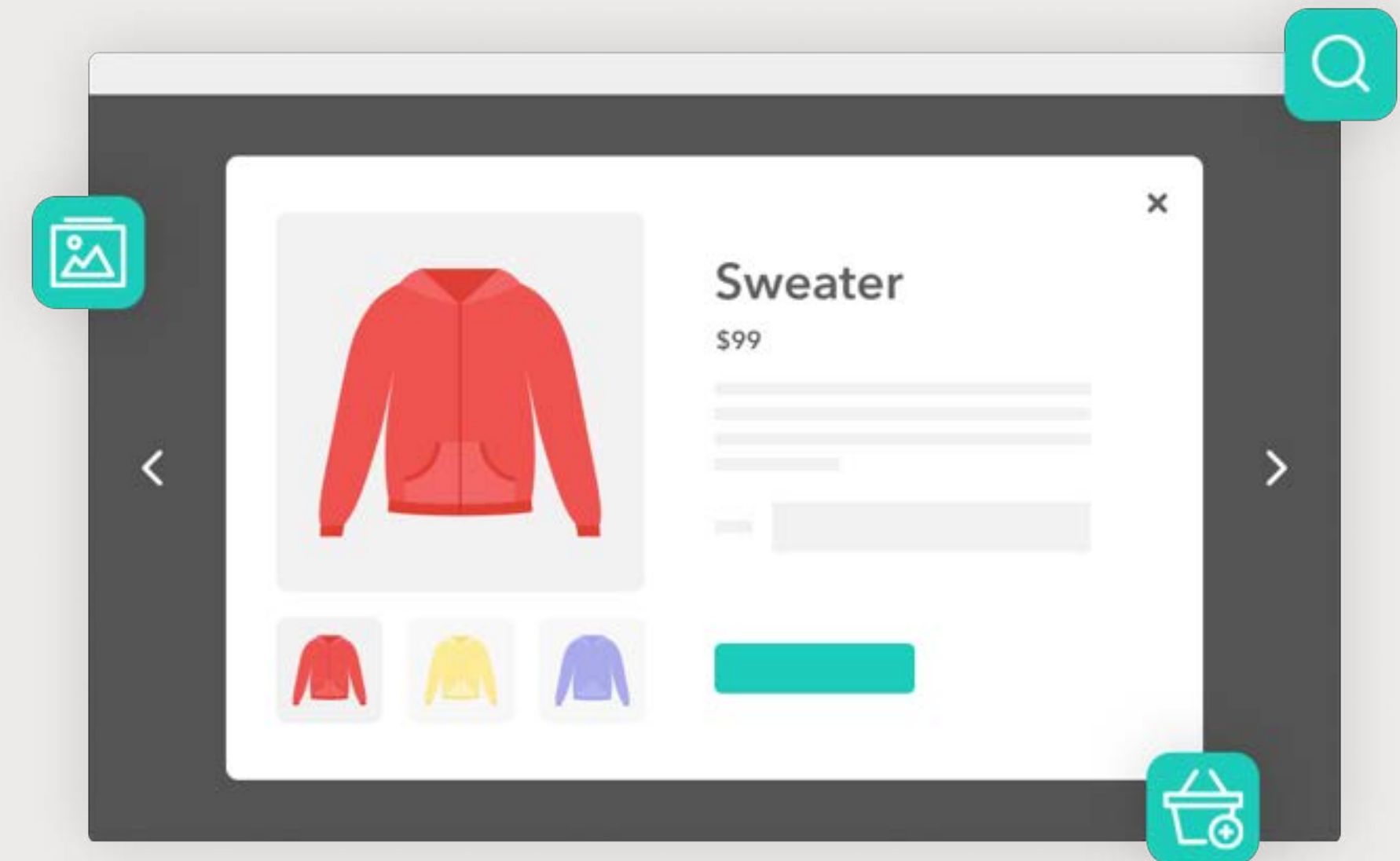


**I WAS IN CHARGE OF THIS!**



## INITIAL DISCOVERY - STAKEHOLDER OBJECTIVES

*“We want to see if incorporating ‘Quick View’ is a sensible move”*



### SCOPE

- Research and gain insight on major pain points within the current product listing pages.
- Provide recommendations for alternative designs and successful implementation.

### QUESTIONS

- Are customers familiar with Quick View?
- Where does Quick View fit in the funnel?
- Should Quick View be category-specific?
- What content should be included in a Quick View?





## CUSTOMER DEMOGRAPHIC



- Millennial (or Boomers)
- Female (or Male)
- Light DIY (or Heavy DIY)



**USER RESEARCH**  
**INITIAL FEEDBACK**

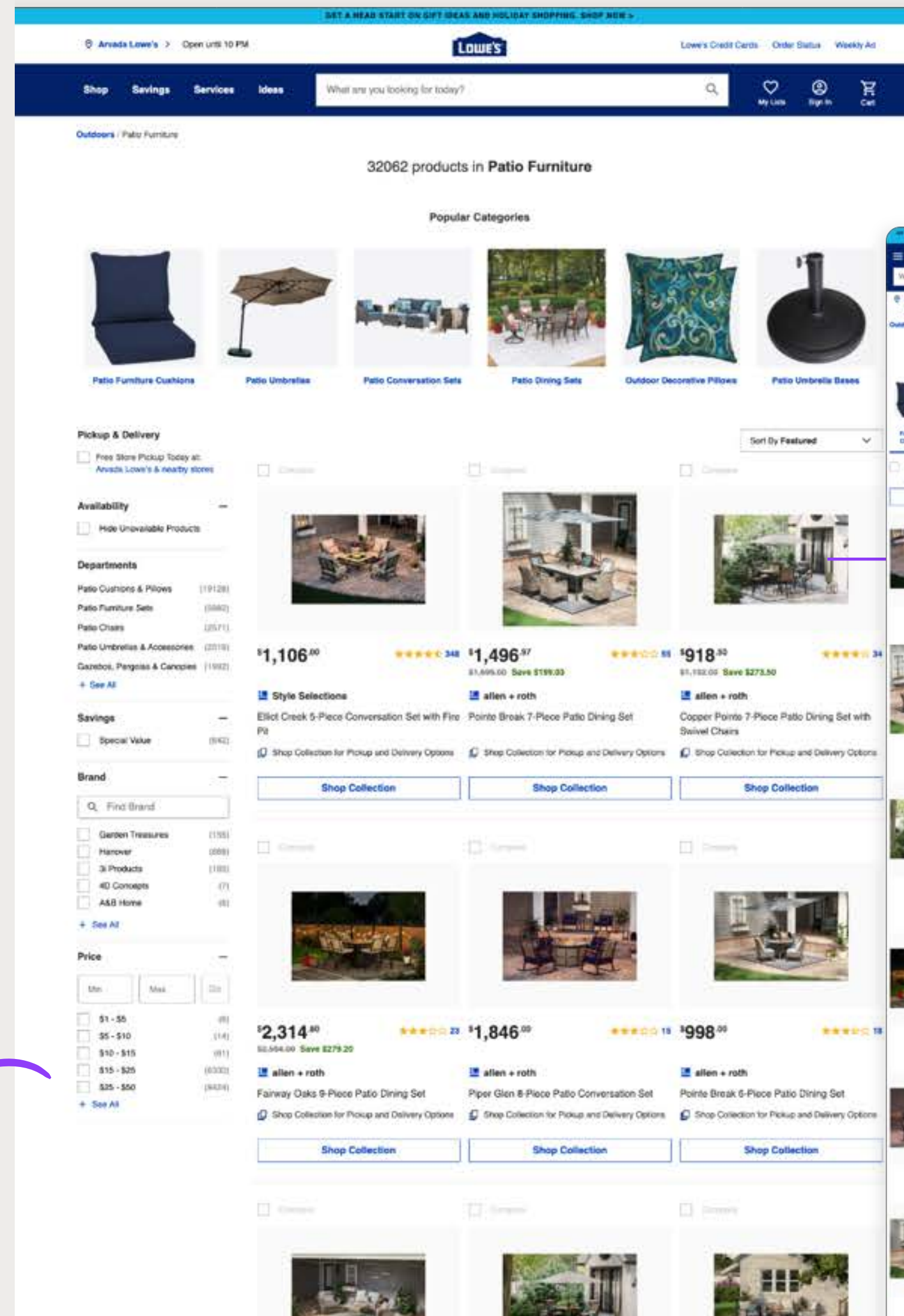


*"What is a Quick View?"*

*"I was expecting to see a hover-over image."*

**IMAGERY WAS A BIG PROBLEM!**

Product List Page



**36 Sessions of User Testing**

- 10 Light DIY
- 10 Heavy DIY
- 10 Millennial
- 6 Pros

**CONDUCTED BY UX RESEARCHER**

Imagery is too small causing immediate frustrations

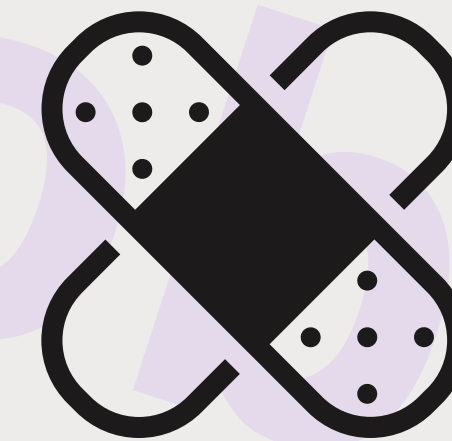
Users expected to see rollover hover images



## SECONDARY RESEARCH

*“Quick View is not really needed on desktop unless...”*

- if product listing page design can't be changed
- if product thumbnails are too small
- if a secondary hover image can't be displayed



**JUST IMPLEMENTING QUICK VIEW = PUTTING A BANDAGE TO THE REAL PROBLEM**



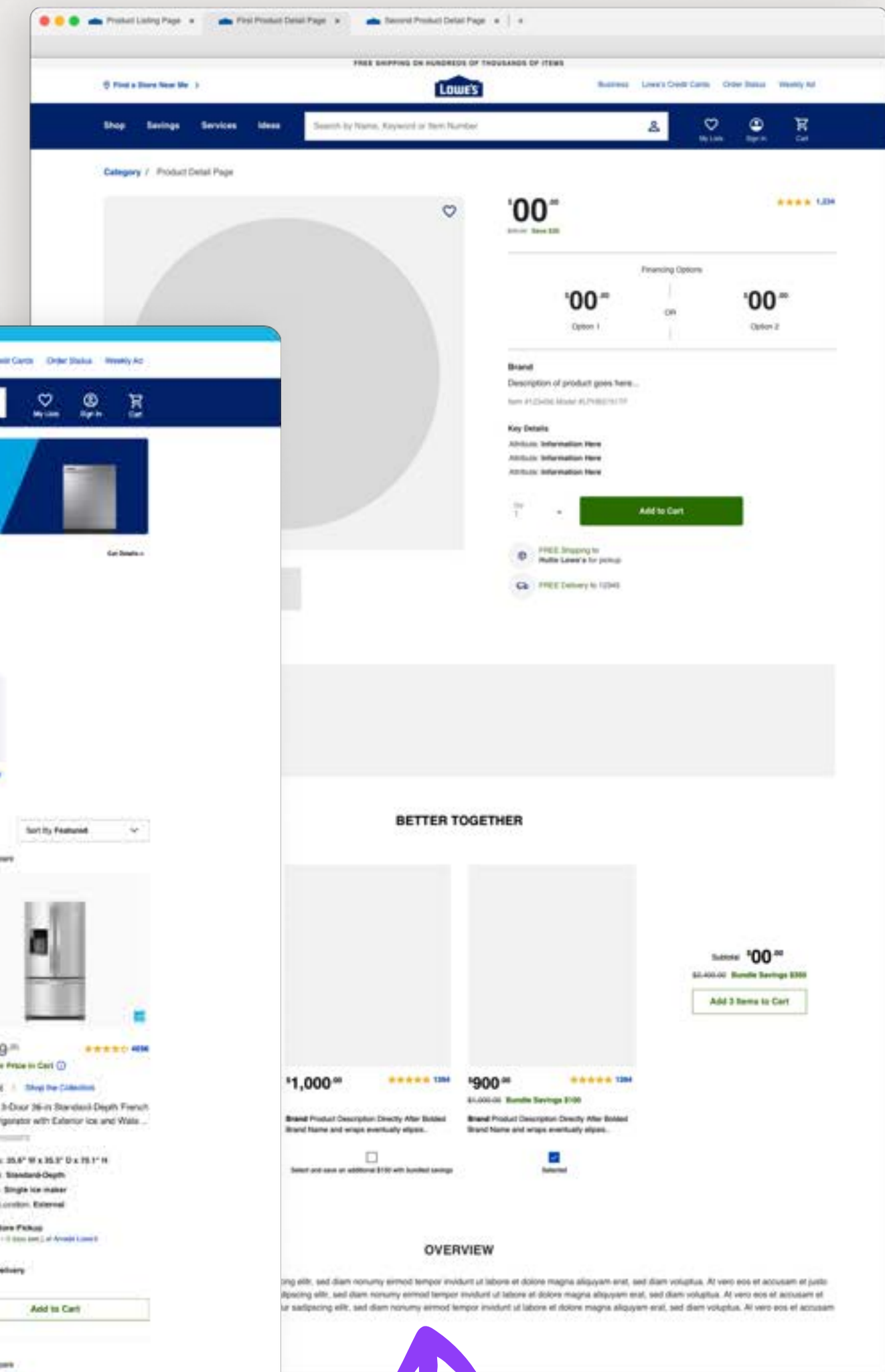


## SECONDARY RESEARCH

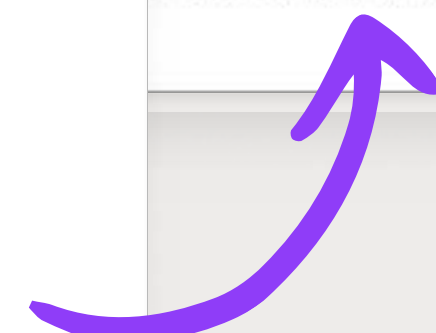
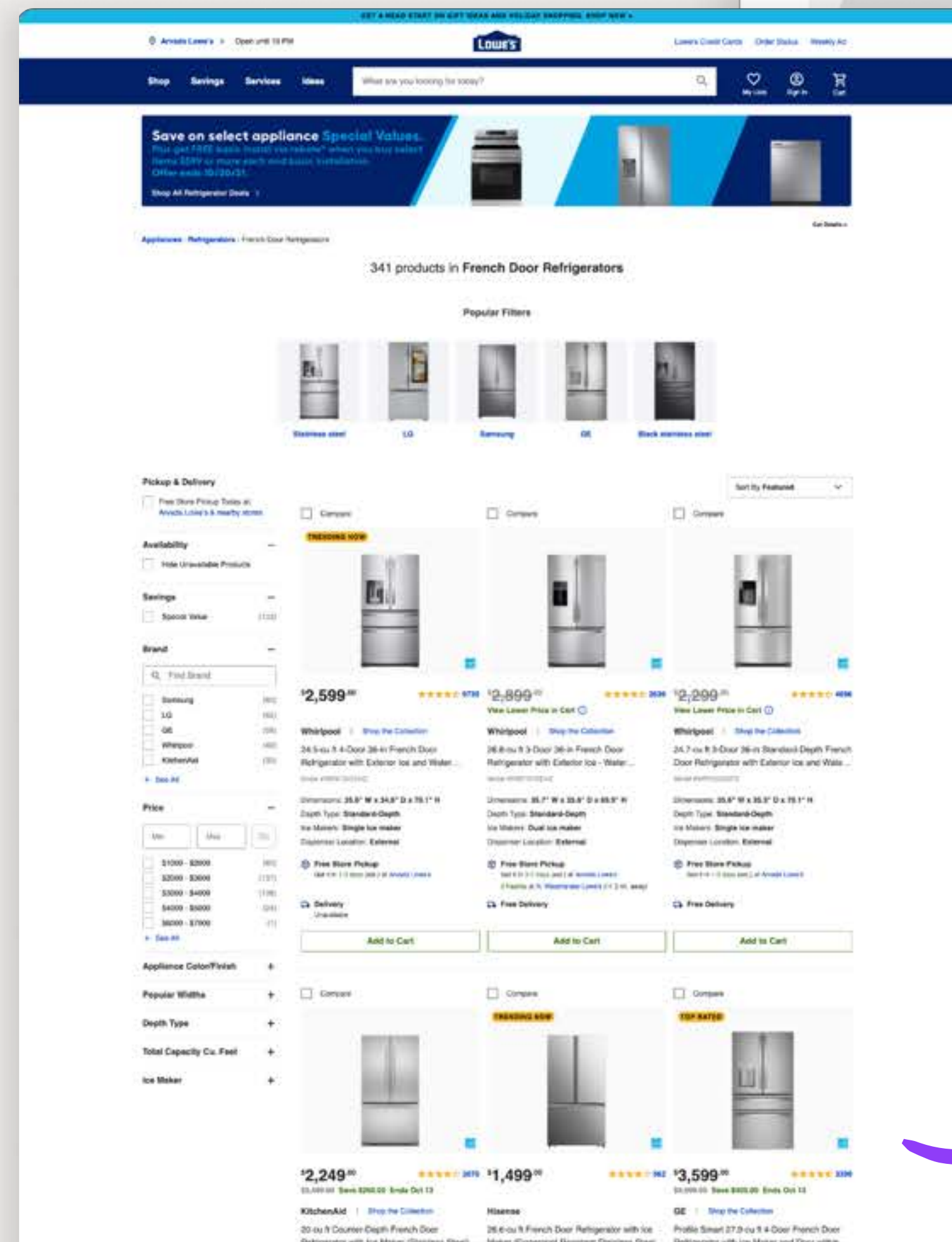
“But *Quick View* might be useful...”

- in terms of reducing the need for users to go back and forth between pages.
- On Mobile, it might be even more useful than the desktop experience.

Product Detail Page



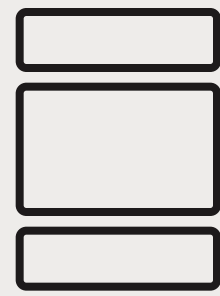
Product List Page



\*Resources: Baymards Institute

# Design

3 Options



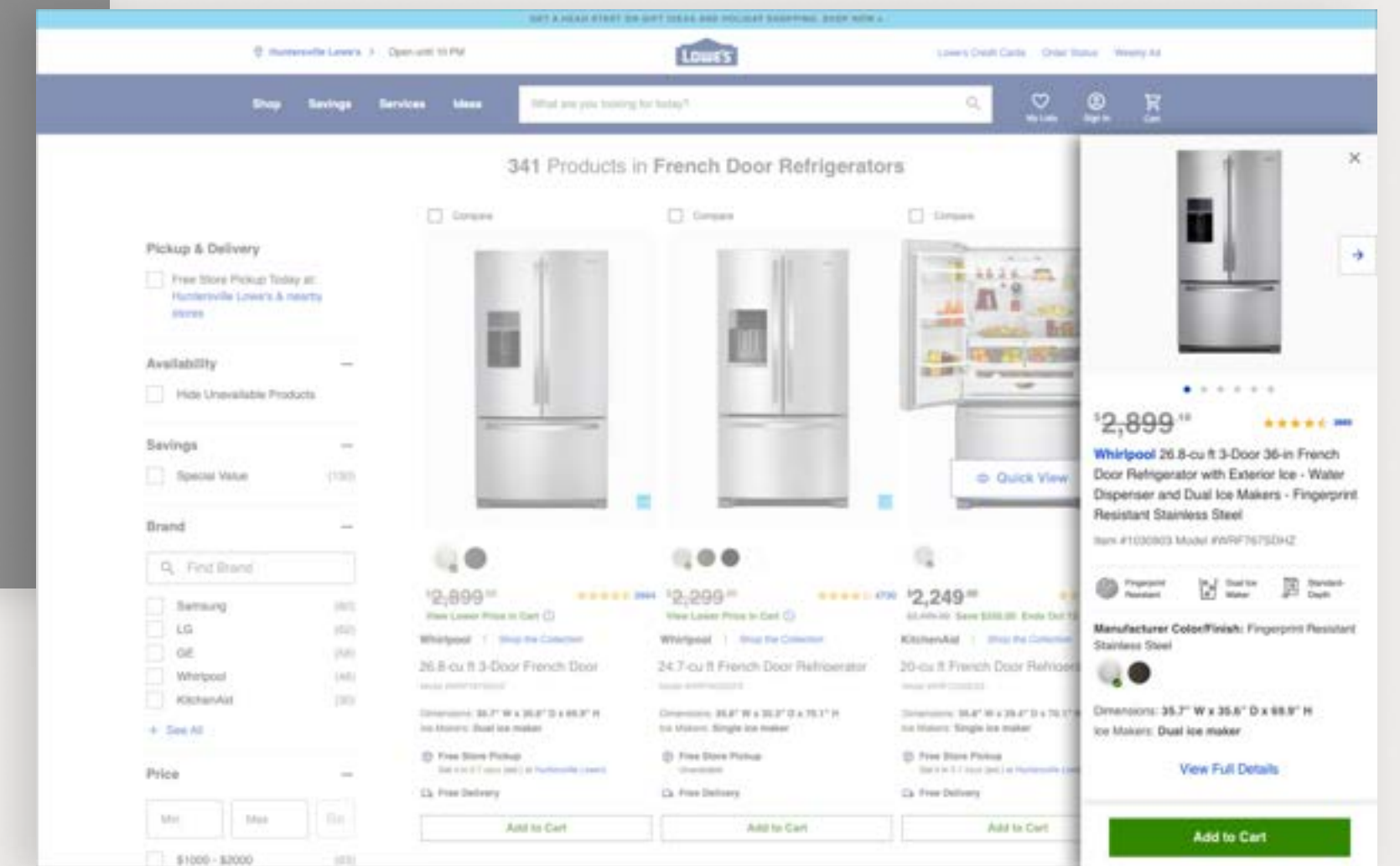
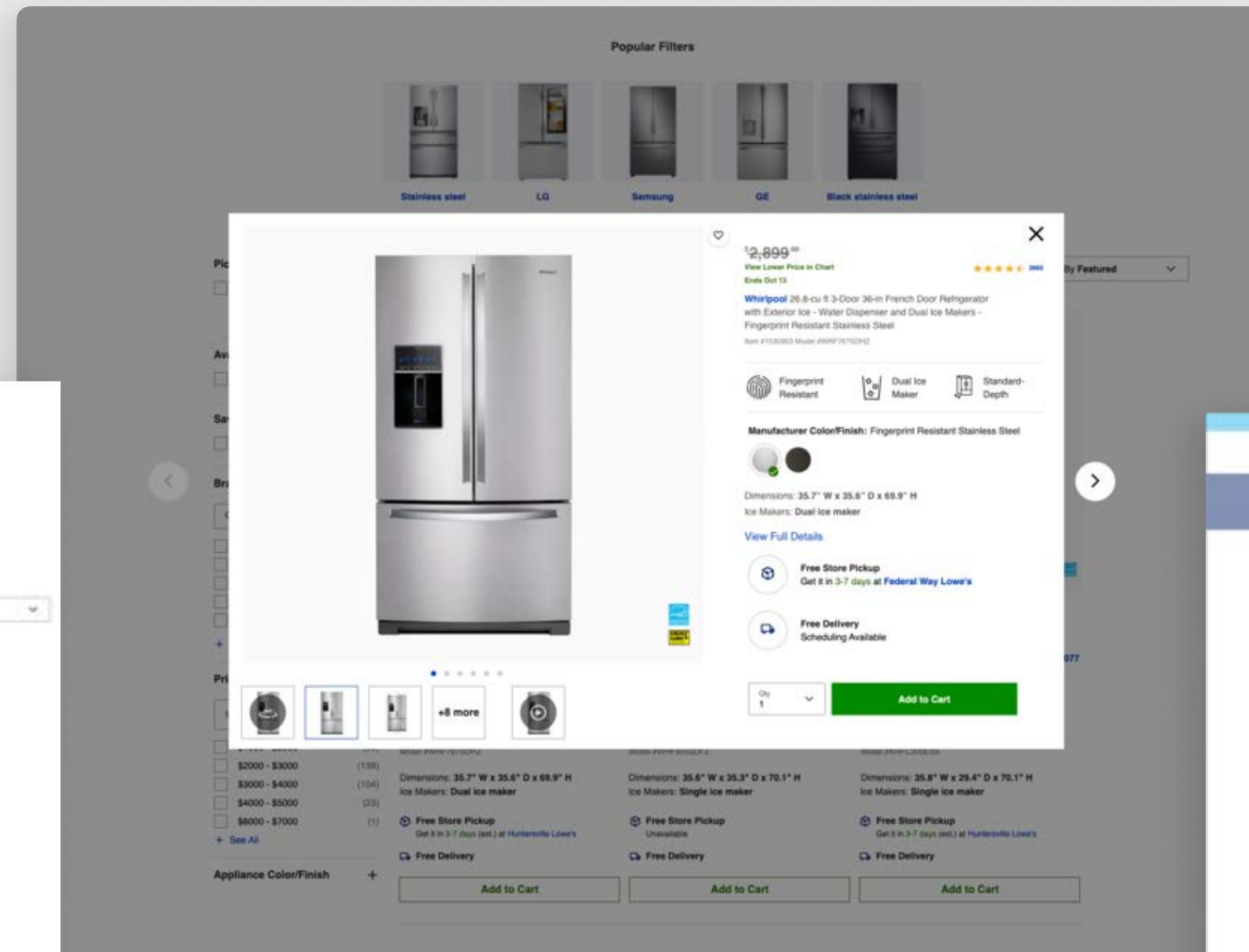
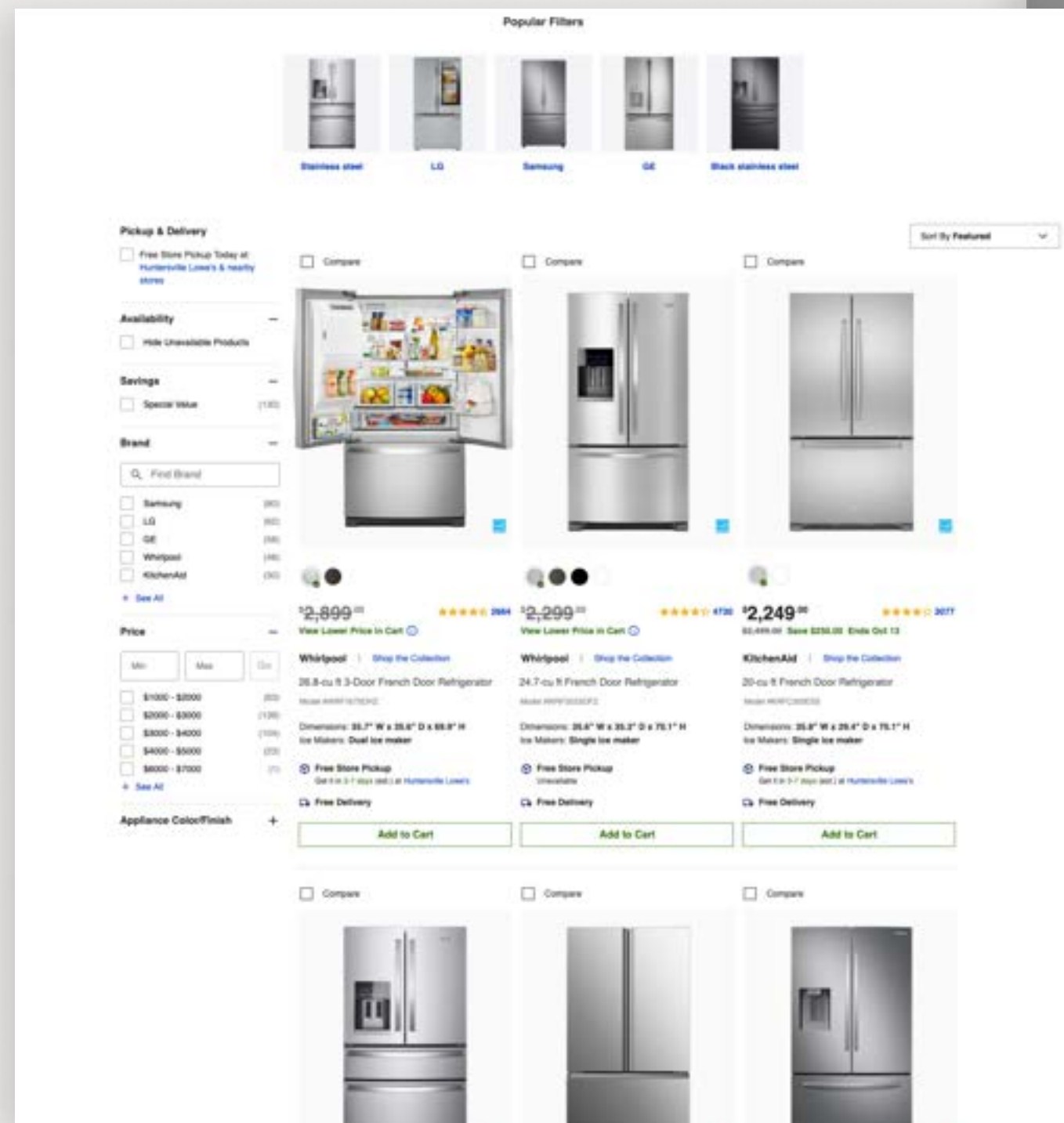
### MOCKUP DESIGN

**! CHALLENGE**  
Full-screen overlay was not available on XD

Quick View - Center Modal

Hover Over Image

Quick View - Fly Out



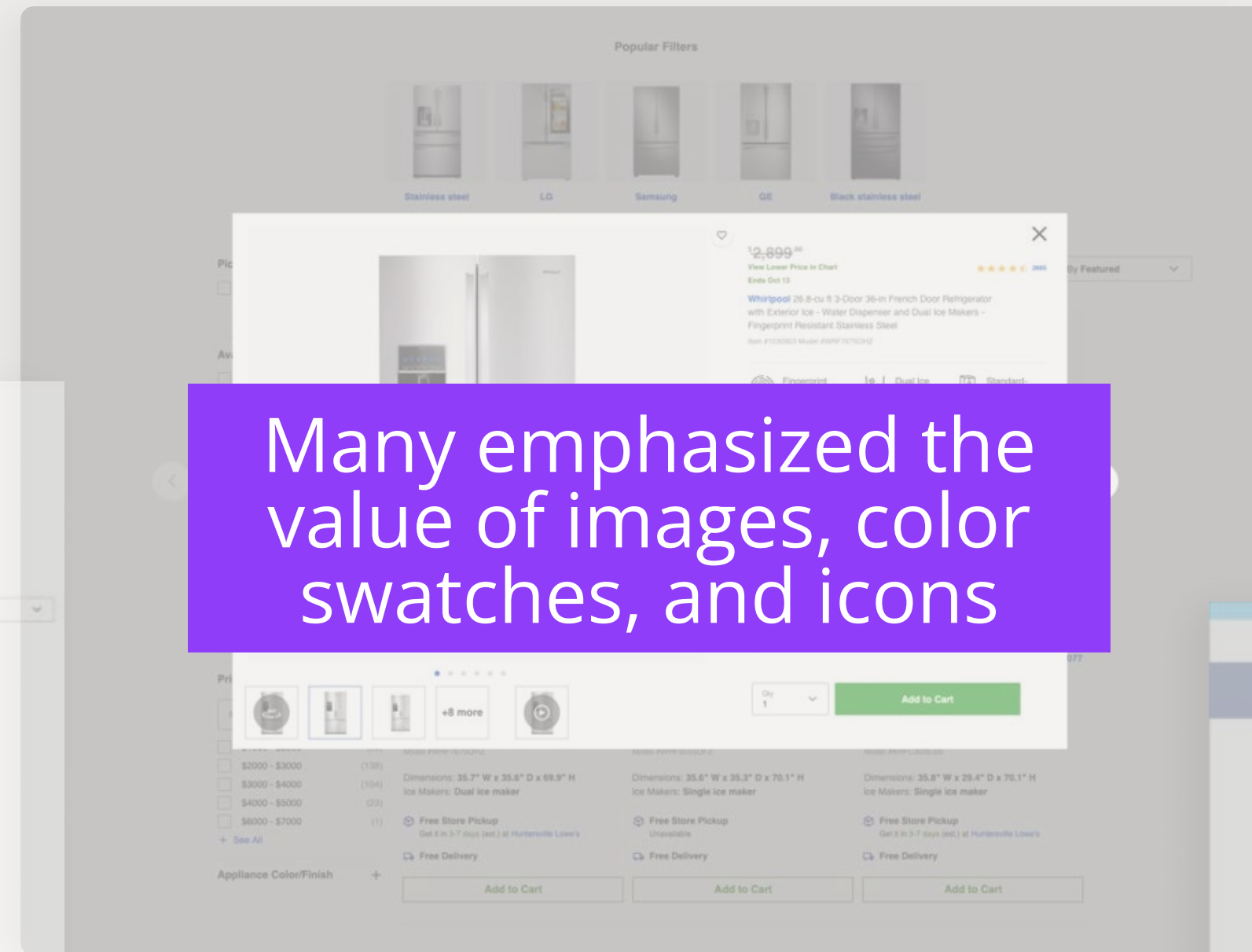
**CURRENT INTERACTION PATTERN ON LOWES.COM!**



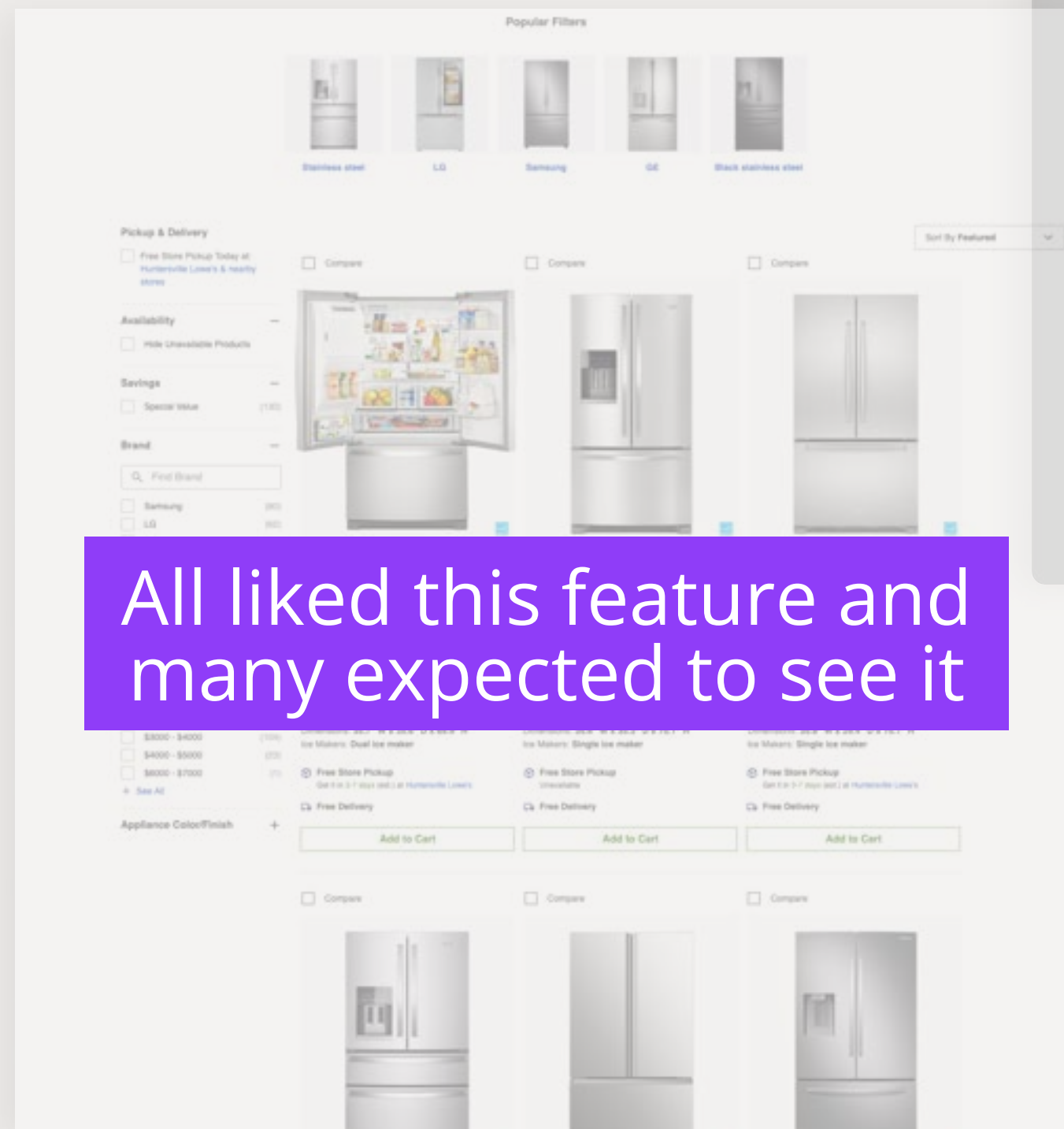


## VALIDATION

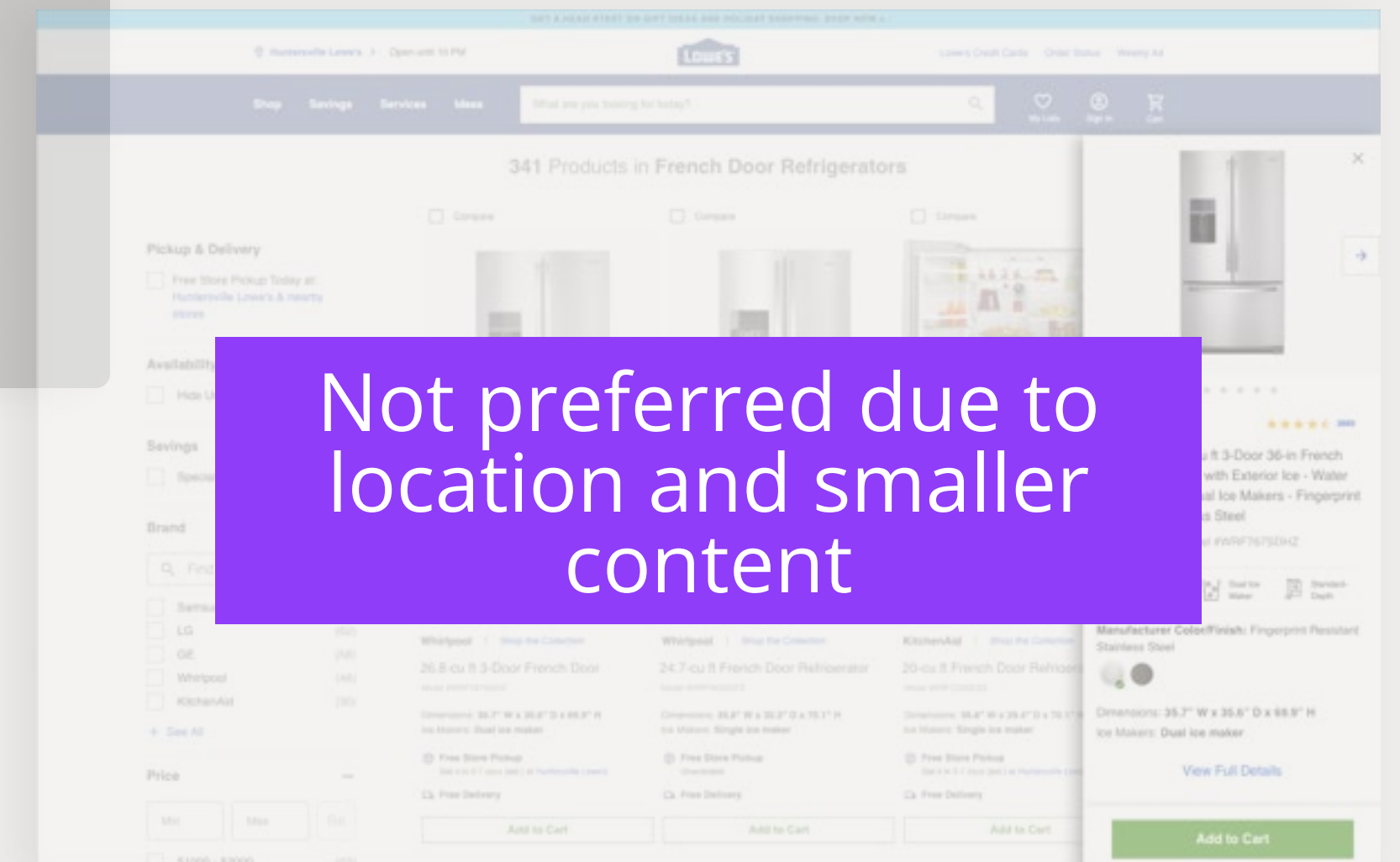
Quick View - Center Modal



Hover Over Image



Quick View - Fly Out



Iterate





## USER FEEDBACK

### USER EXPECTATION

- Big and contextual images
- Color swatches
- Icons

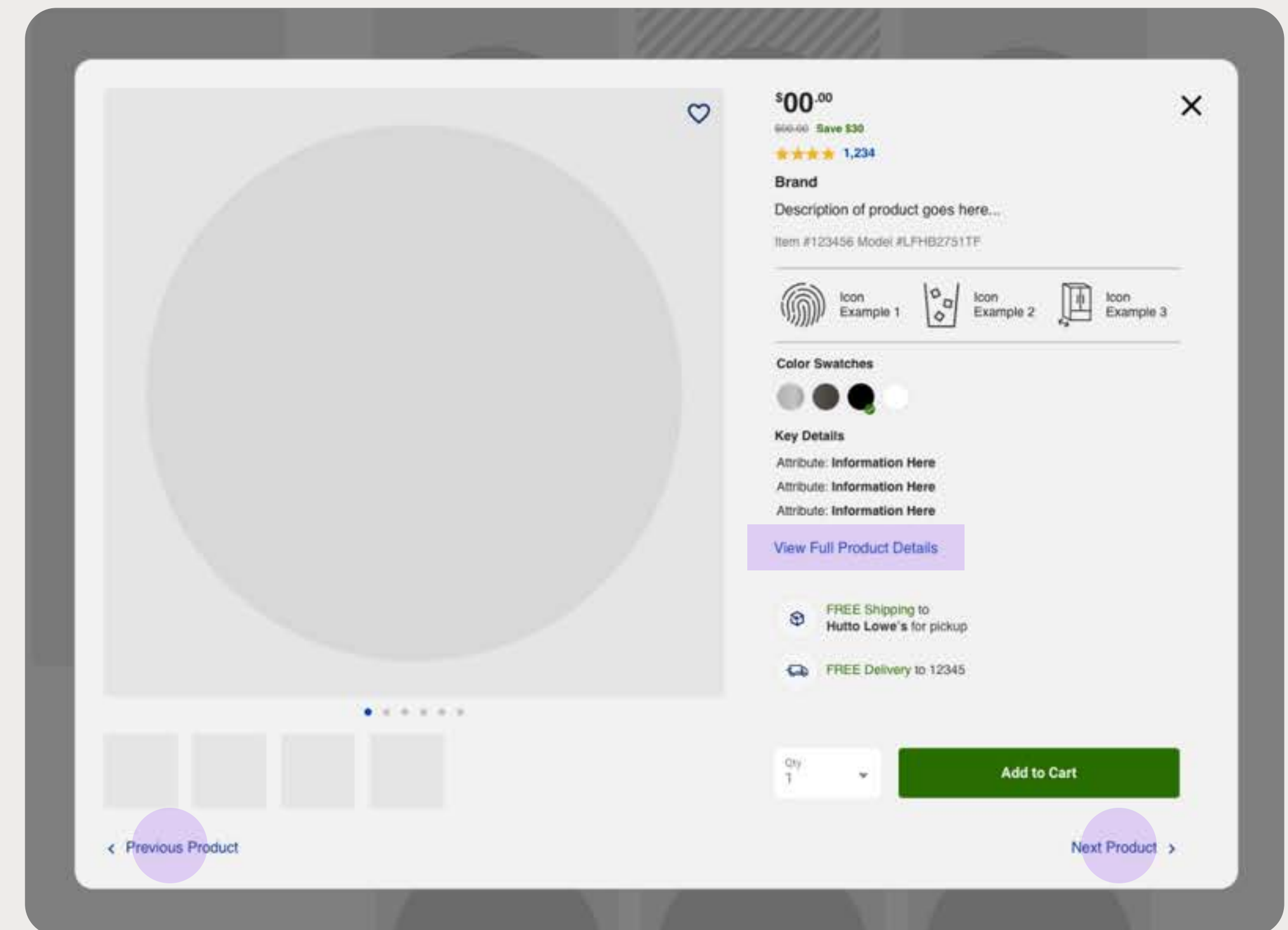
### USER LIKED ABOUT

- Not having to go back and forth
- Modal window right in front of the eyes

### USER DISLIKED ABOUT

- Verbiage of link to product details page

### Iterated Design





## SUGGESTIONS

### **SUGGESTION 1**

- 'Hover-Over' Image gets higher priority

### **SUGGESTION 1.2**

- If incorporate, try center modal

### **SUGGESTION 2**

- WHERE: Product listing page, or...

### **SUGGESTION 3**

- WHAT: Visual Heavy Contents

# What's Next?

Next Step & Impact



## IMPLEMENTATION

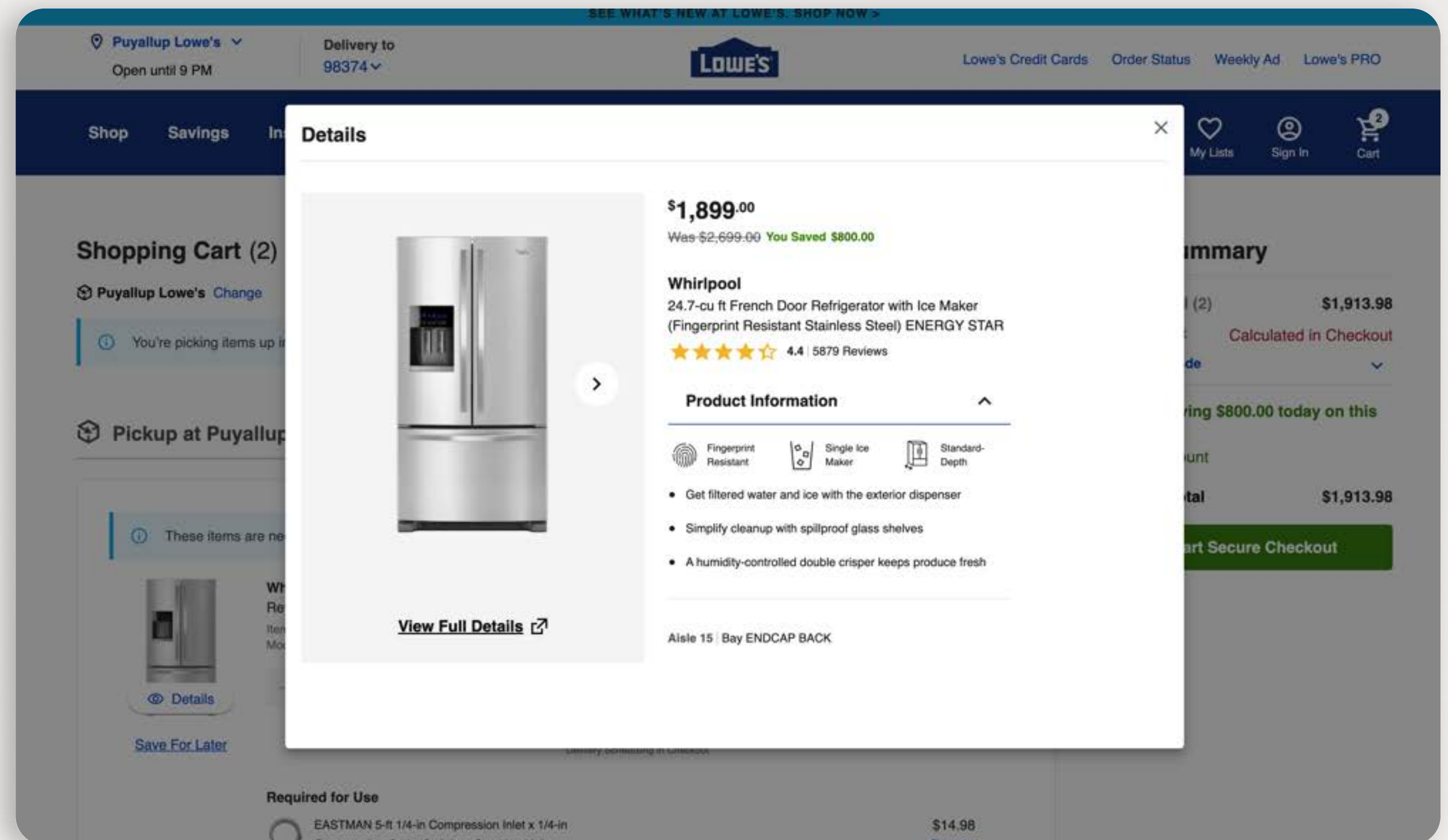
### CENTER MODAL QUICK VIEW

- Applied on cart & checkout page (Q3 2022)
- A/B testing on product listing page (Q4 2022)

### HOVER-OVER IMAGE ON PRODUCT LISTING PAGE

- Being prioritized (aiming to be done by Q1 2023)

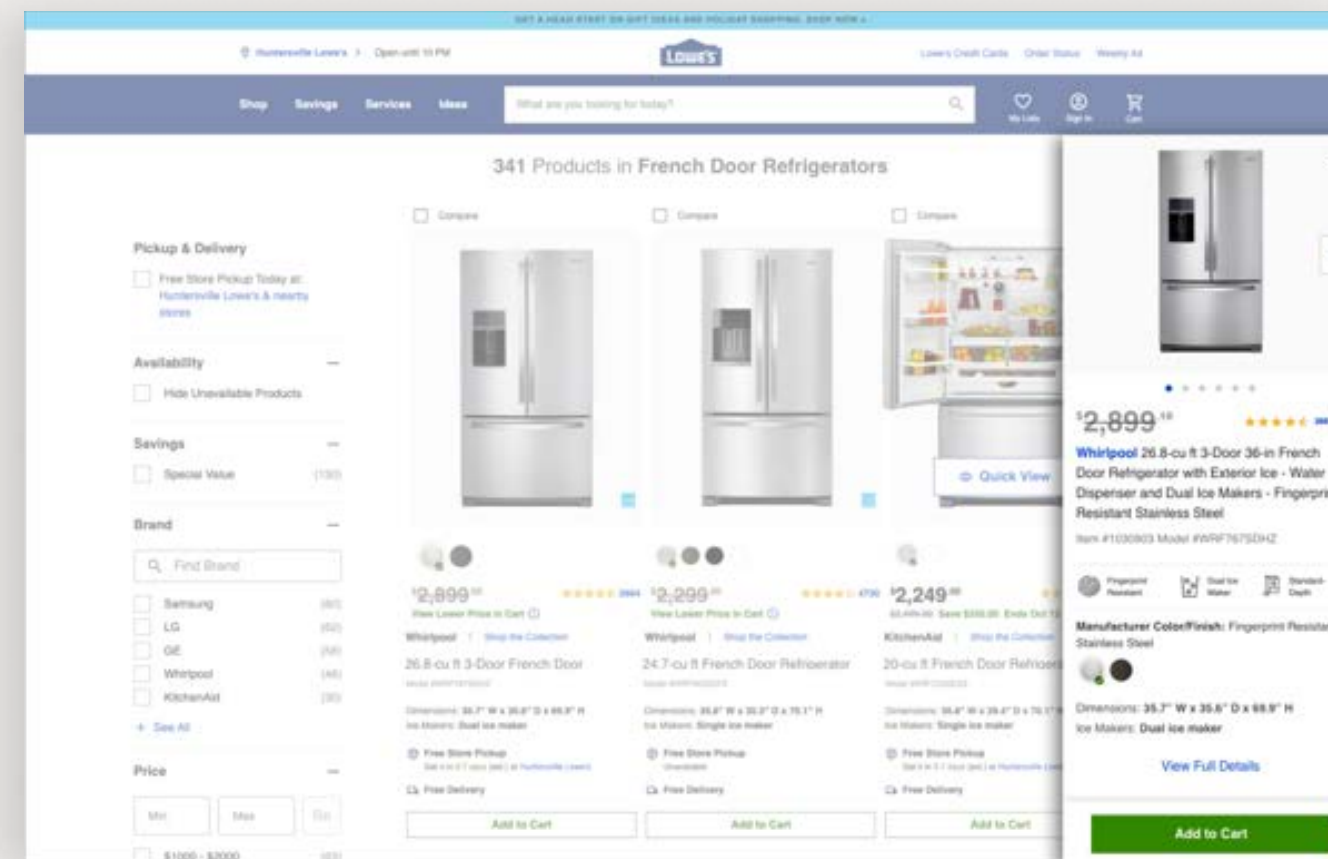
'Quick View' On Cart



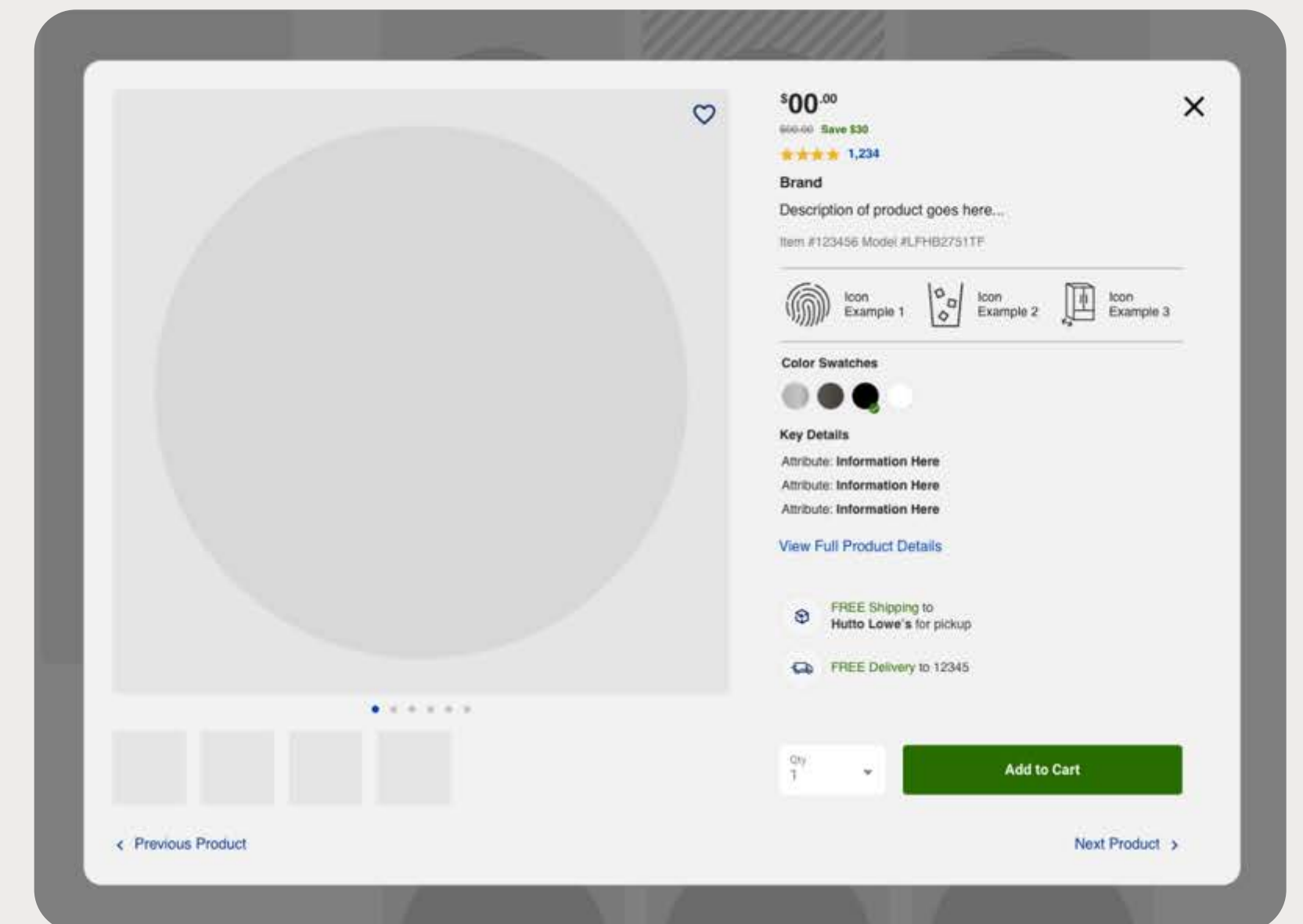


More Resonating Way

Old Way



Questioned the 'old way' by suggesting a 'more resonating way' backed by user-voice.





Set up the new **process**







APPENDIX

							
							
Quick view feature, or some variation present	✗	✗	✓	✓	✗	✓	✗
Rollover Hover feature Present	✗	✓	✗	✓	✓	✓	✓
Large, clear imagery	✗	✓	✓	✓	✓	✓	✓
Plain background imagery typically shown first	✗	✗	✗	✗	✓	✓	✓
Consistent imagery (i.e., plain background always shown first)	✗	✗	✗	✓	✓	✓	✓
Product title fully displayed on PLP	✗	✓	✓	✓	✓	✓	✓
Ability to add to cart from PLP	✓	✓	✗	✗	✗	✗	✓
"Heart" icon on PLP	✗	✓	✓	✓	✓	✓	✓
Consistent ability to toggle between colors under each product	✗	✓	✓	✓	✓	✓	✓