Lowe's
Appliances

Empowering Customers To Make More Informed Decisions When Choosing The Right Project

TIMELINE

3 months
(Apr 2022 - Jul 2022)

TEAM

Designer x Researcher

CONTRIBUTION

- Heuristic Evaluation

- Competitive Analysis

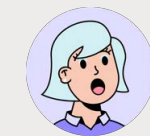- Information Architecture

- UX Design

?

THE PROBLEM

"How might we help customers to get to the product faster even from the Super Category Page?"

 REACTIVE CUSTOMERS

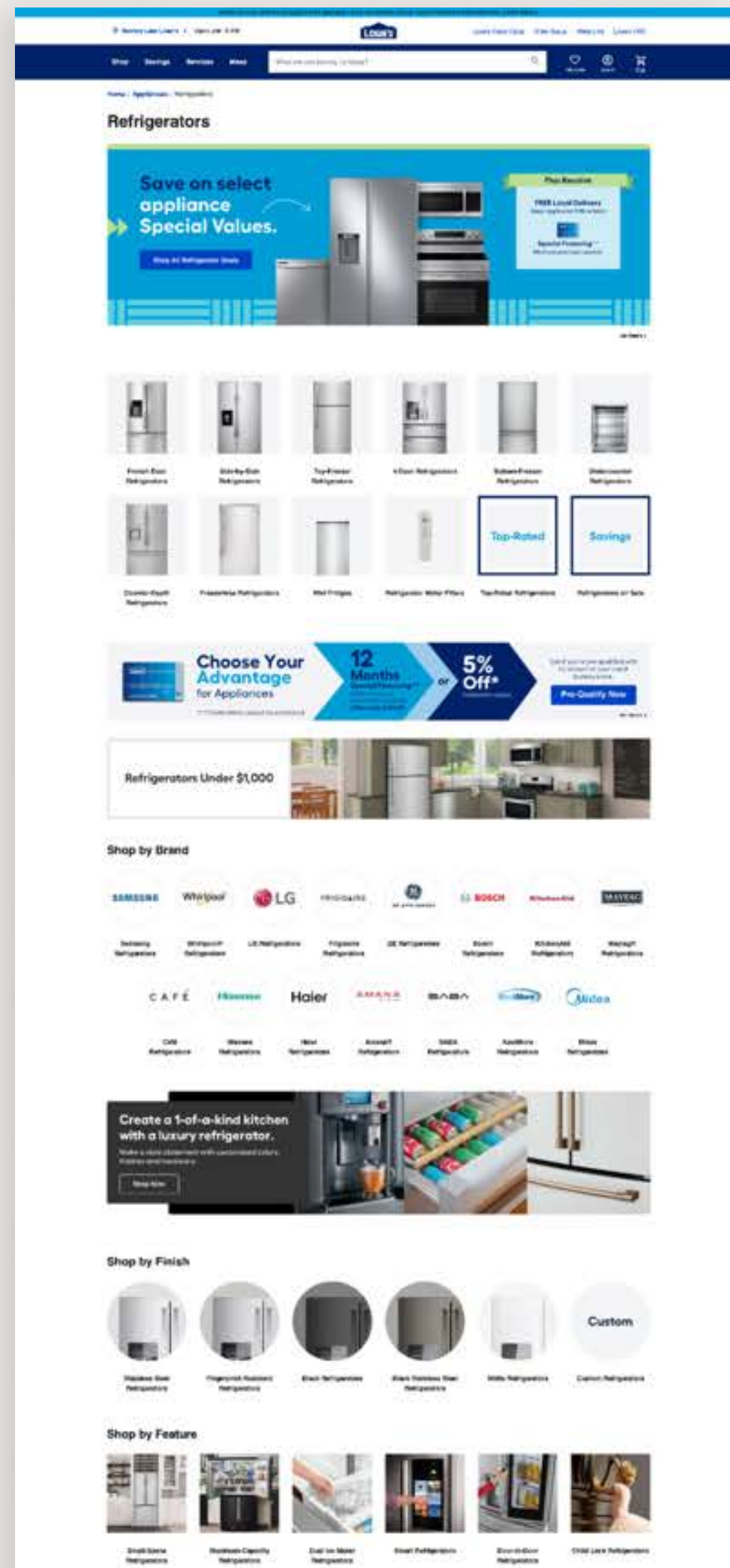"How might we help customers make a more informed decision?"
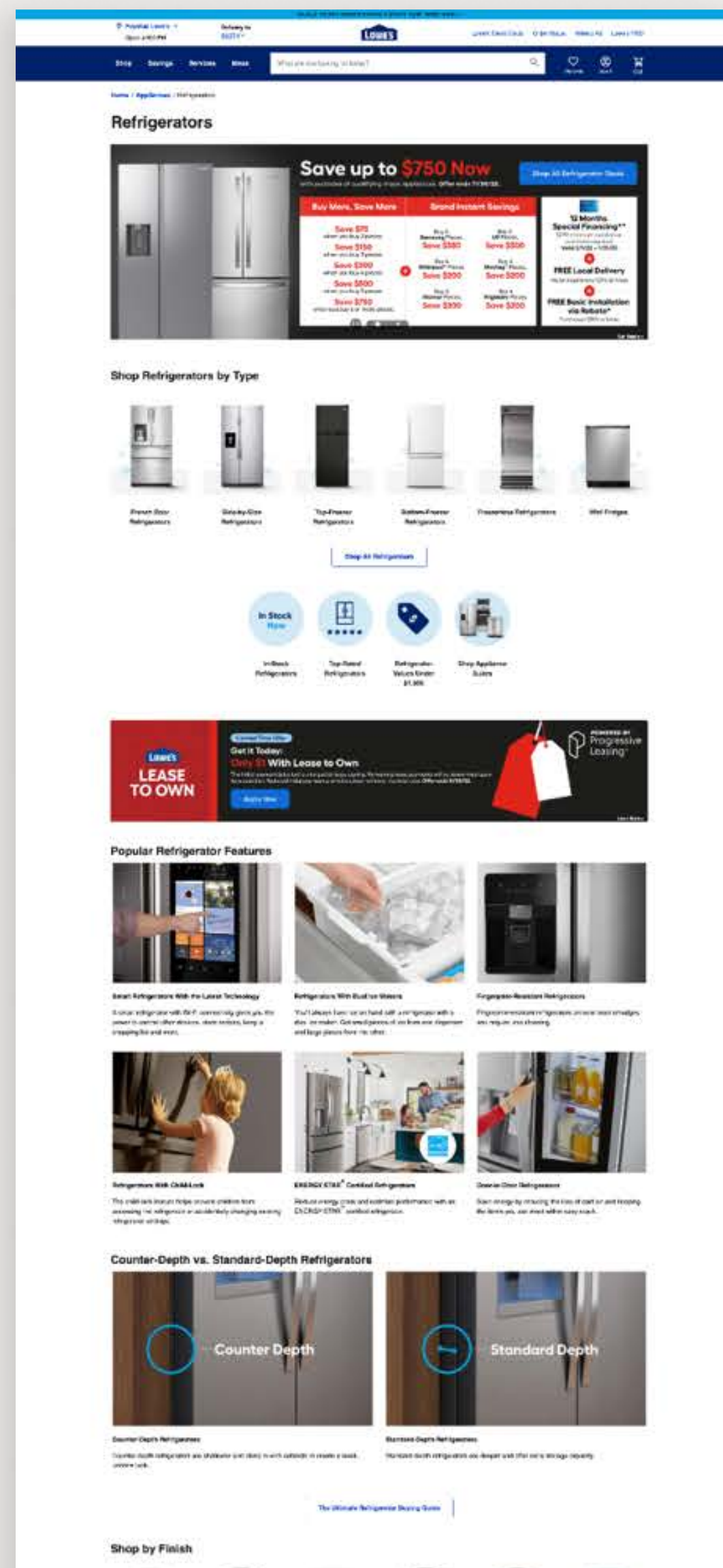
 PROACTIVE CUSTOMERS

DESIGN SOLUTIONS

Before

After

FOR REACTIVE CUSTOMERS

- Reasonable Category Groupings
- Easier Scope Adjustment
- Filter by Desired Shopping Criteria

FOR PROACTIVE CUSTOMERS

- Content Prioritization
- Categories with Subtext
- Guided Selling (Concept)

THE IMPACT

**IN JUST 2 WEEKS
AFTER IMPLEMENTATION,**

- **6%p** Increase in Funnel Progression

- Estimated to drive an incremental **$21M** in annualized revenue

AND MORE!

Roznowski, Steve   1:31 PM
Hey!!

1:31 PM   Edited   ♥ 1
Appliances is going strong and yes I have had that on my list to share back with you all on how the pages are doing!

1:32 PM   🥰 1
I pulled some data a while back -- its only 2 weeks worth but gives us a good indication.

- **Appliances Reinvent:** Four Appliance Category Page redesigns drove +6pp increase in % to PLP in the last 2 weeks versus LY (77% vs. 71%). This funnel progression is estimated to drive an incremental $21M in annualized Revenue. Redesigns included Appliances, Refrigerators, Washers & Dryers and Microwaves.

1:34 PM   👍 1
Dishwashers and cooktops is complete now as well

Gather
Primary & Secondary Research

I WAS IN CHARGE OF THIS!

INITIAL DISCOVERY -
STAKEHOLDER OBJECTIVES

"This page is just fine, but we'd want to know what can we do more with this page"
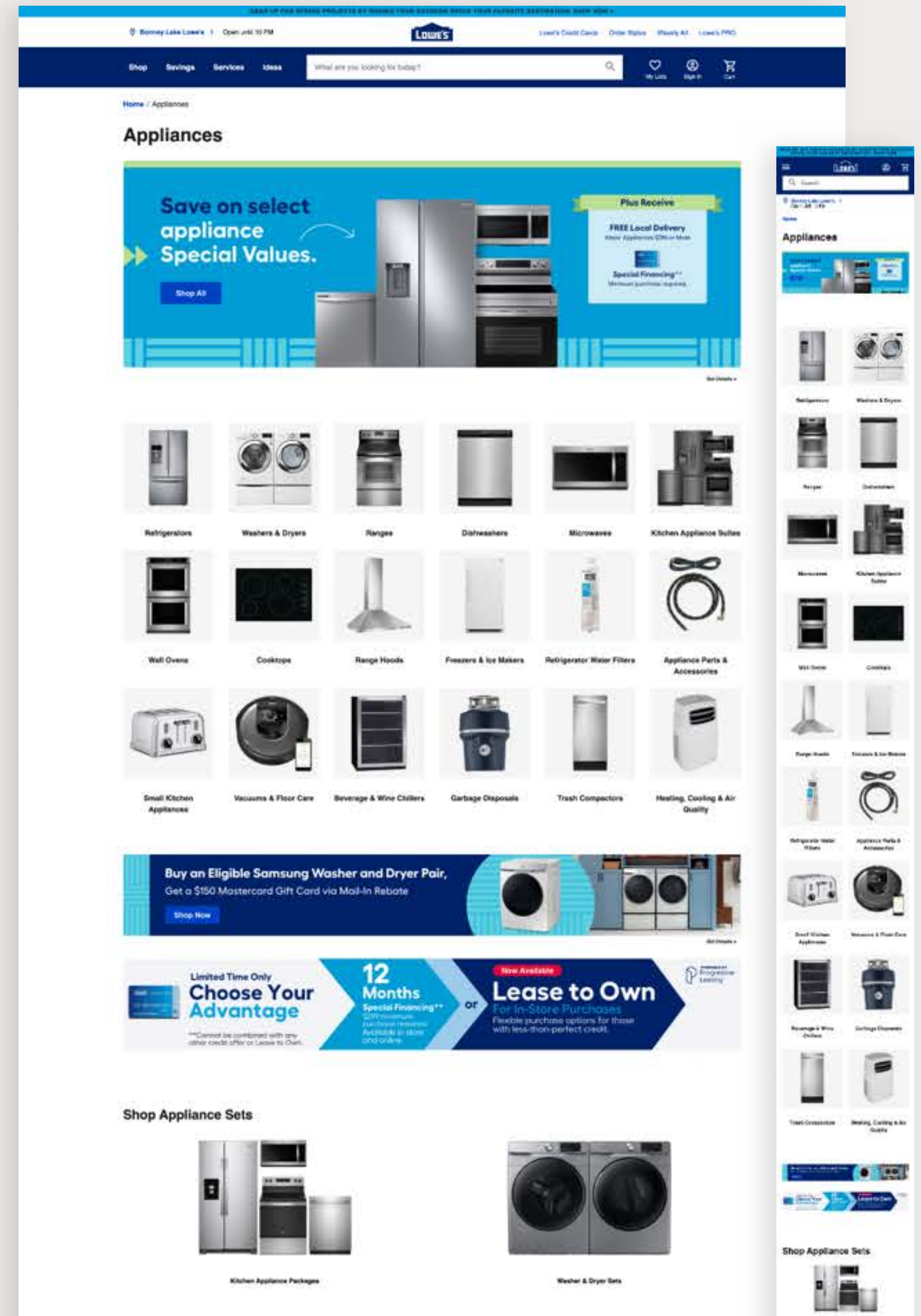
BY THE WAY

- Reduce % of customers who search from Category Pages

- Reduce Exit Rate for Category Pages

- Increase RPV (Revenue Per Visitor) who visits a Category Page

BUT KEEP IN MIND

- Remove unnecessary clicks to product

- Do more with the same space

? 👤

INITIAL DISCOVERY -
USER'S GOALS AND NEEDS

REACTIVE CUSTOMERS

"I need a new refrigerator ASAP"

PROACTIVE CUSTOMERS

"I need to know what's the best refrigerator for me"

PRIMARY RESEARCH

'Refrigerators' Category Page

'Appliance' Category Page

36 Sessions of User Testing

- 18 Mobile
- 18 Desktop
- 18 Reactive
- 18 Proactive

CONDUCTED BY UX RESEARCHER

REACTIVE

Takes Customers to another Category Page, not the product

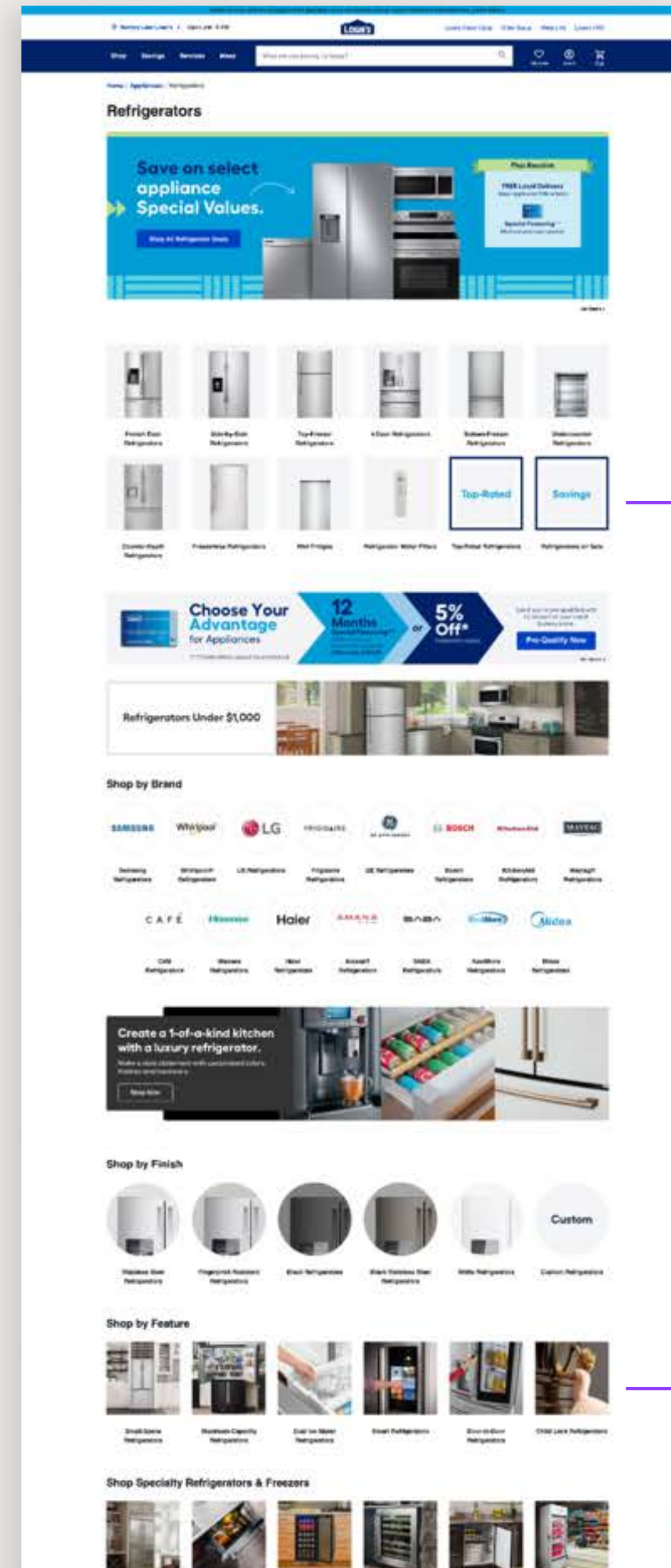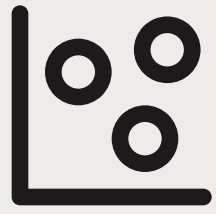Overwhelmed by Popular Categories

- 36 sessions of Card Sorting

Banner doesn't add any values

REACTIVE

Wants to see In-Stock only items

Guided Experience

PROACTIVE

Feature Education is not enough

SECONDARY RESEARCH 1

AREAS WHERE LOWE'S IS NOT MEETING INDUSTRY STANDARDS!

COMMON THEMES

- Subcategories are organized into groups (Kitchen Appliances, Laundry, etc.)

- There is a way to 'Shop All'.

- Additional context is given to help customers understand better the category/features.

NOT SO COMMON THEME

- Have 'In-stock' filter-based category on the Category Page

☆ **THIS COULD BE OUR OPPORTUNITY TO LEAD THE MARKET!**

	on Cat Page	LOWE'S	BEST BUY	THE HOME DEPOT	wayfair	sears
Hierarchy	Grouped Category	✕	✓	✓ Yes, Separated Accessories	✓	⊖ Not enough category
Navigation	Quick Link to the Product	✕	✕	✓	✓	⊖ No Subcategory Page
	Can Filter by 'In-Stock'	✕	✓ Yes, but not always	✕	✕	✓
	Can Filter by 'Savings'	✓ Yes, but not all categories	✓ Yes, from the Banner	✓ Yes, from the Banner	✓	✓
	Can 'View All' or 'Shop All'	✕	✓	✓	✓	✓
Content	Consistently Mention Services and Install	✕	✓	✓	✓ Yes, but inconsistent	✕
	Subtext on Feature or Popular Categories	✕	✓	✓	✓	⊖ No Subcategory Page
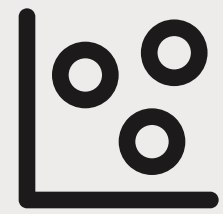
SECONDARY RESEARCH 2
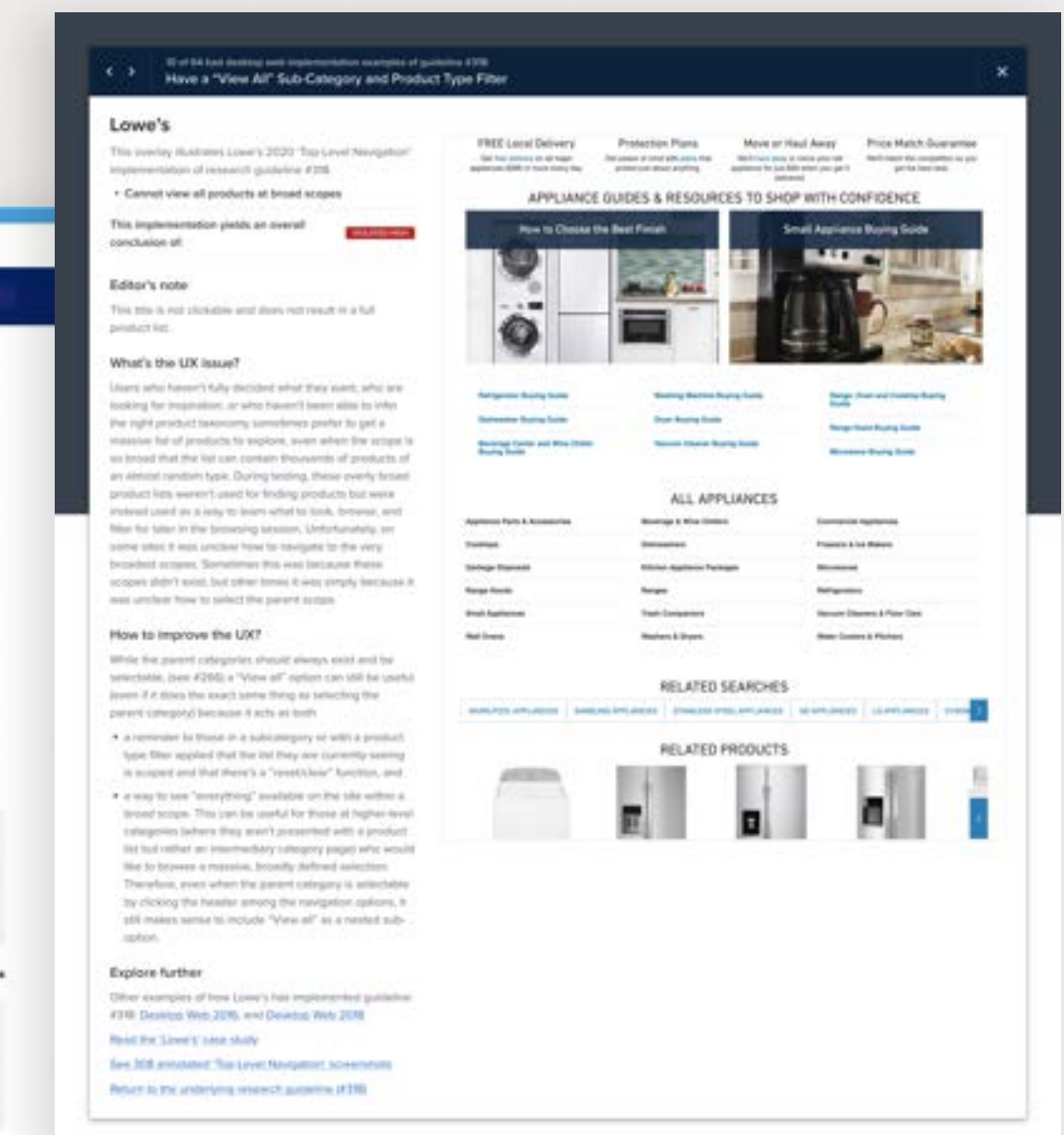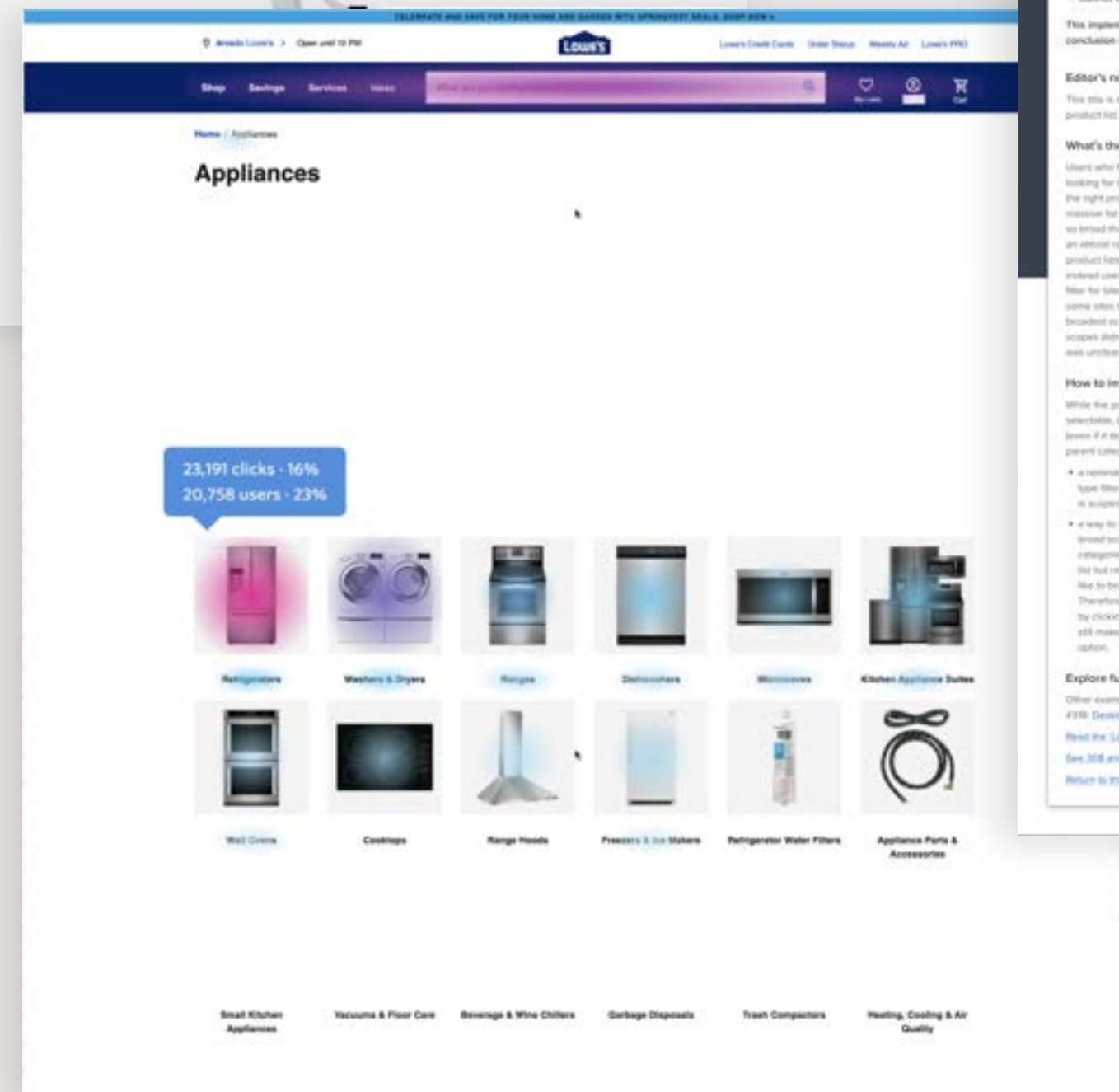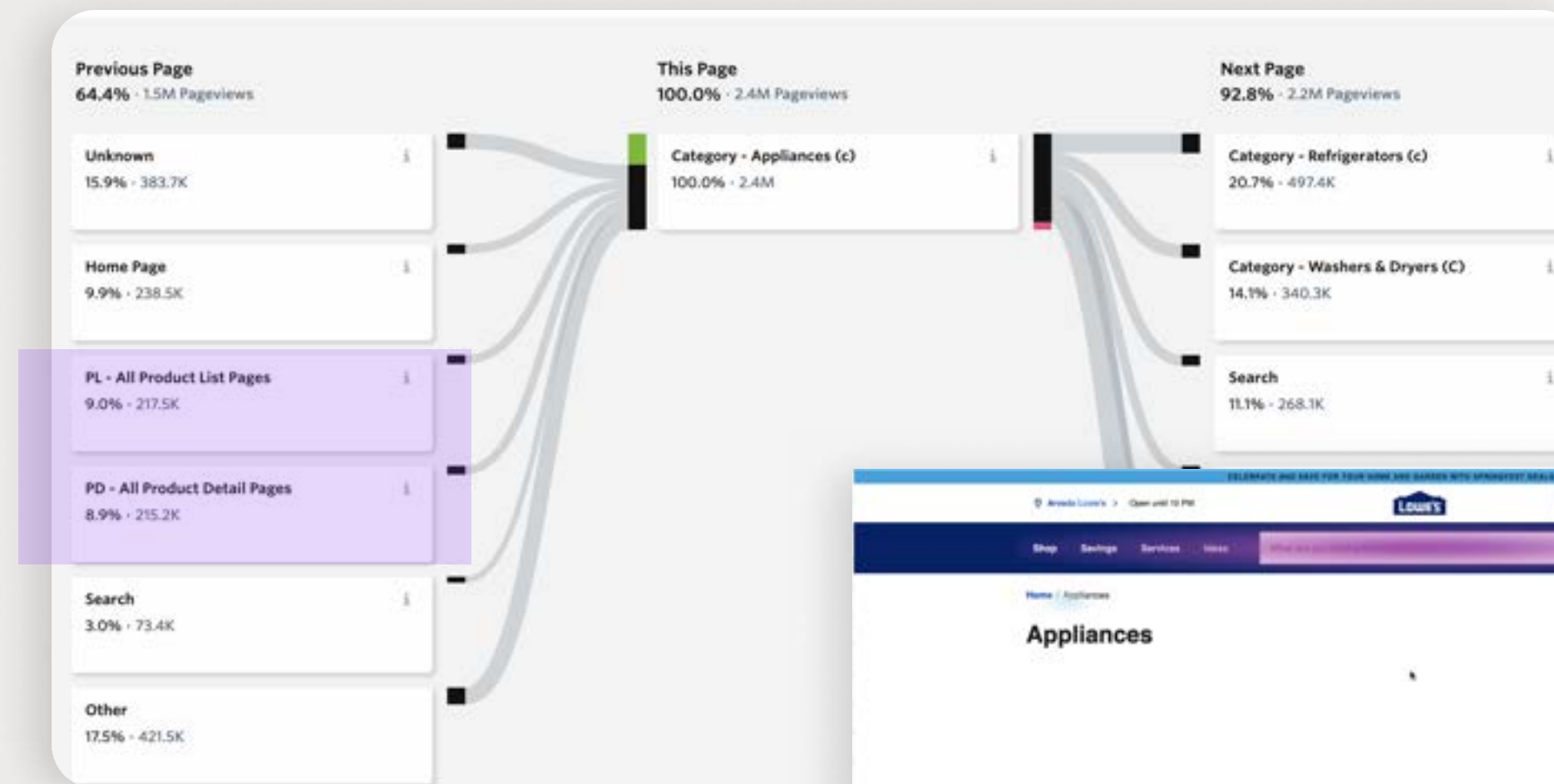
CONTENT & NAVIGATION IS THE KEY

- 18% of people start their journey via search but visited the category page afterward.

- Customers engage with the first and the second things they see on the Category Page.

- It is not easy to change the scope within sister categories or to see broader selections.

PEOPLE ONLY CARE ABOUT WHAT'S 'ABOVE THE FOLD'

*Resources: Fullstory, Adobe Analytics, Baymards Institute

CONSOLIDATION

WHEN THE 'PRIMARY RESEARCH' MEETS 'THE SECONDARY RESEARCH'!

01 Information is hard to find or overlooked.

02 Customers can't find enough educational resources when they need them.

03 Customers need better filtering experience and guided experience.

04 The mobile web experience is extra clunky when it comes to navigation.
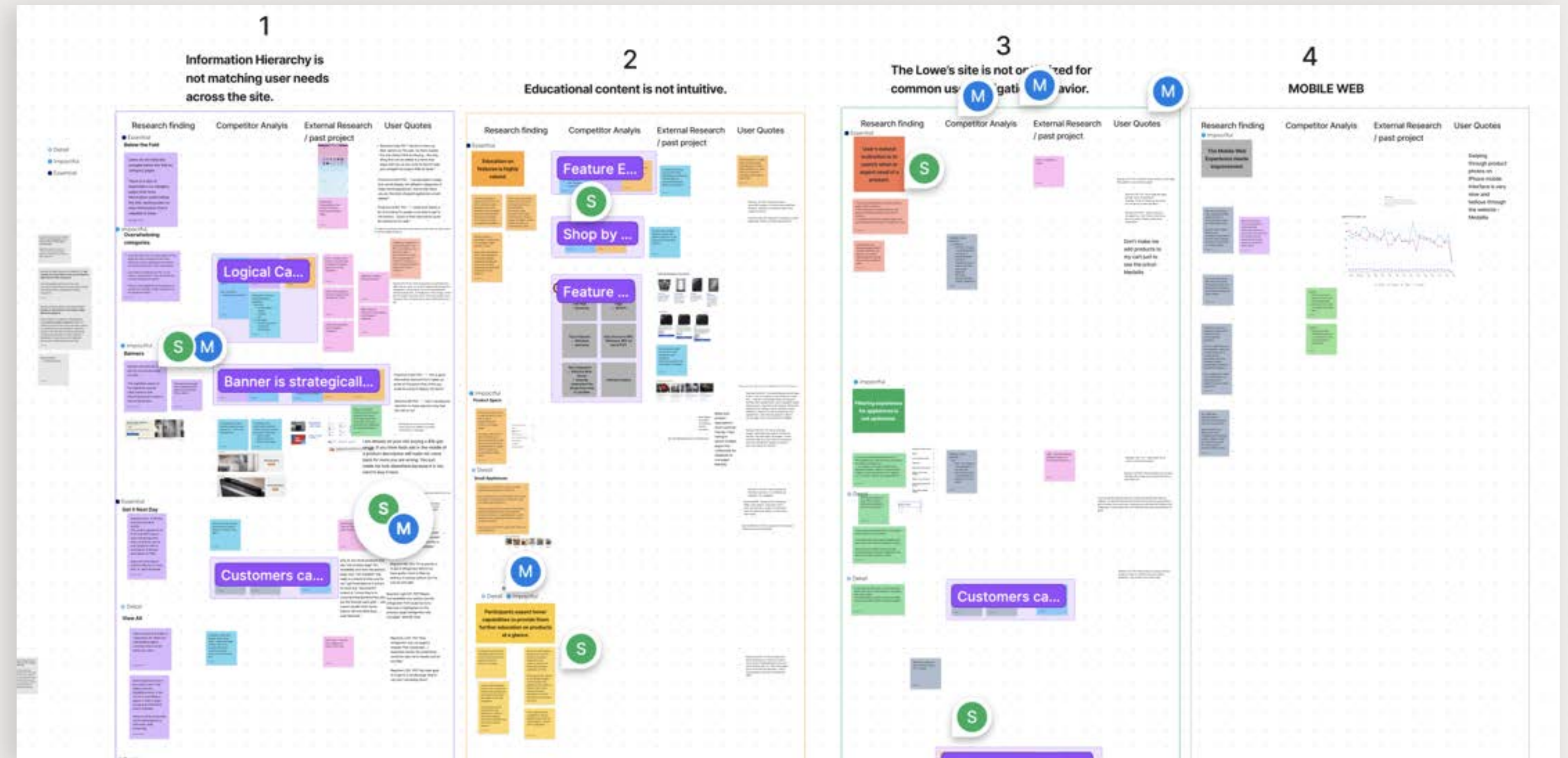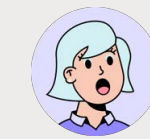
Recap

So, HMW help customers...?

?

RE-IDENTIFYING THE PROBLEM

"How might we help customers to get to the product faster even from the Super Category Page?"

 FOR REACTIVE CUSTOMERS
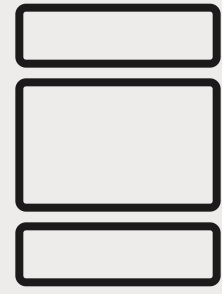
"How might we help customers make a more informed decision?"

 FOR PROACTIVE CUSTOMERS

Design

Wireframe Explorations
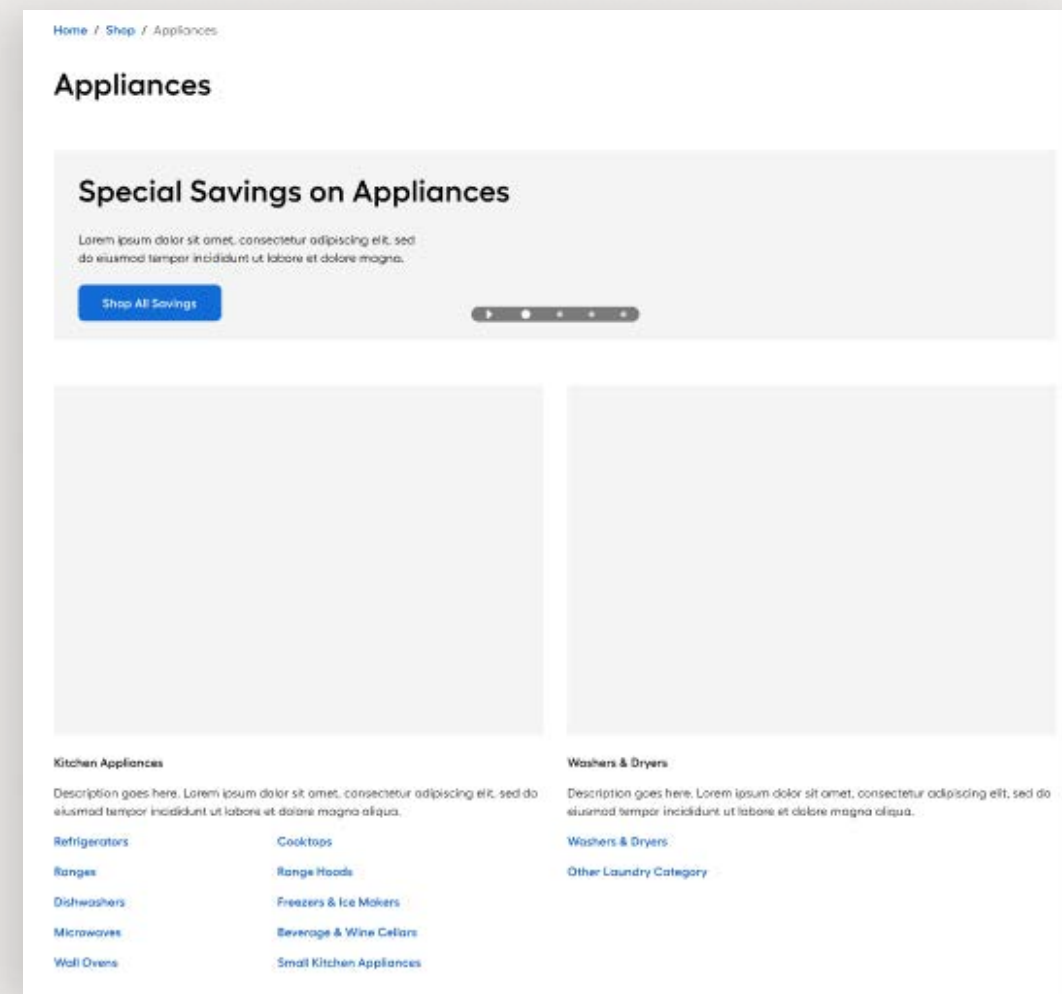
**DESIGN EXPLORATION
(AND THE CHALLENGE)**

"What can we do with
current capability?"

- Visually same weight for different categories
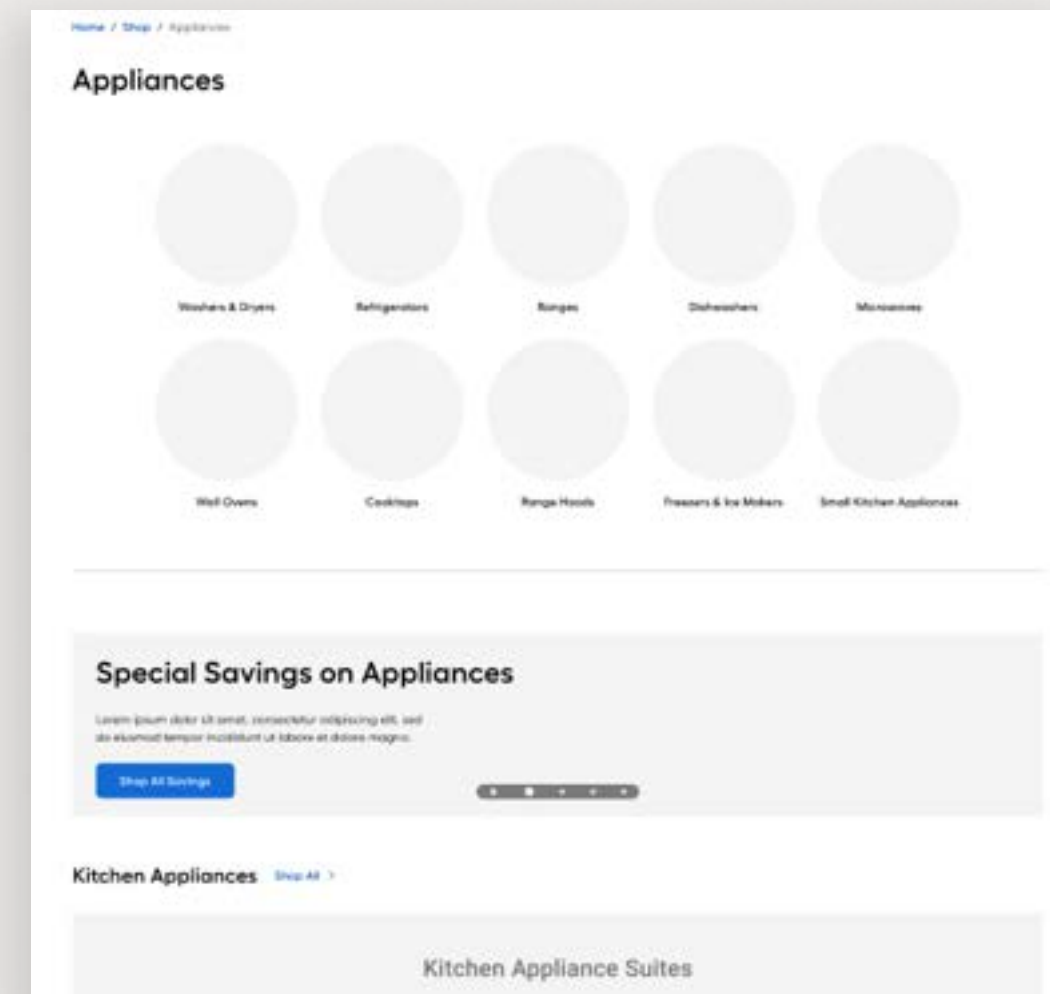
- Show more above the fold

! CHALLENGE

- I asked for feedback, but then I had to ask for the same thing again a few days later.
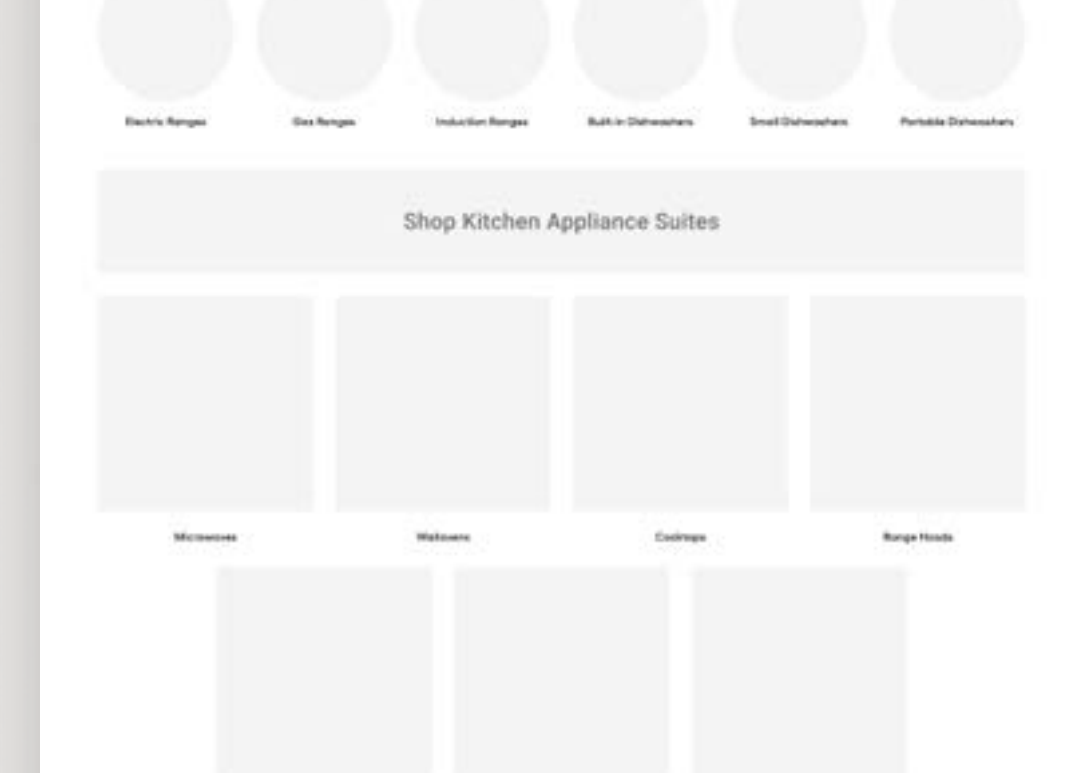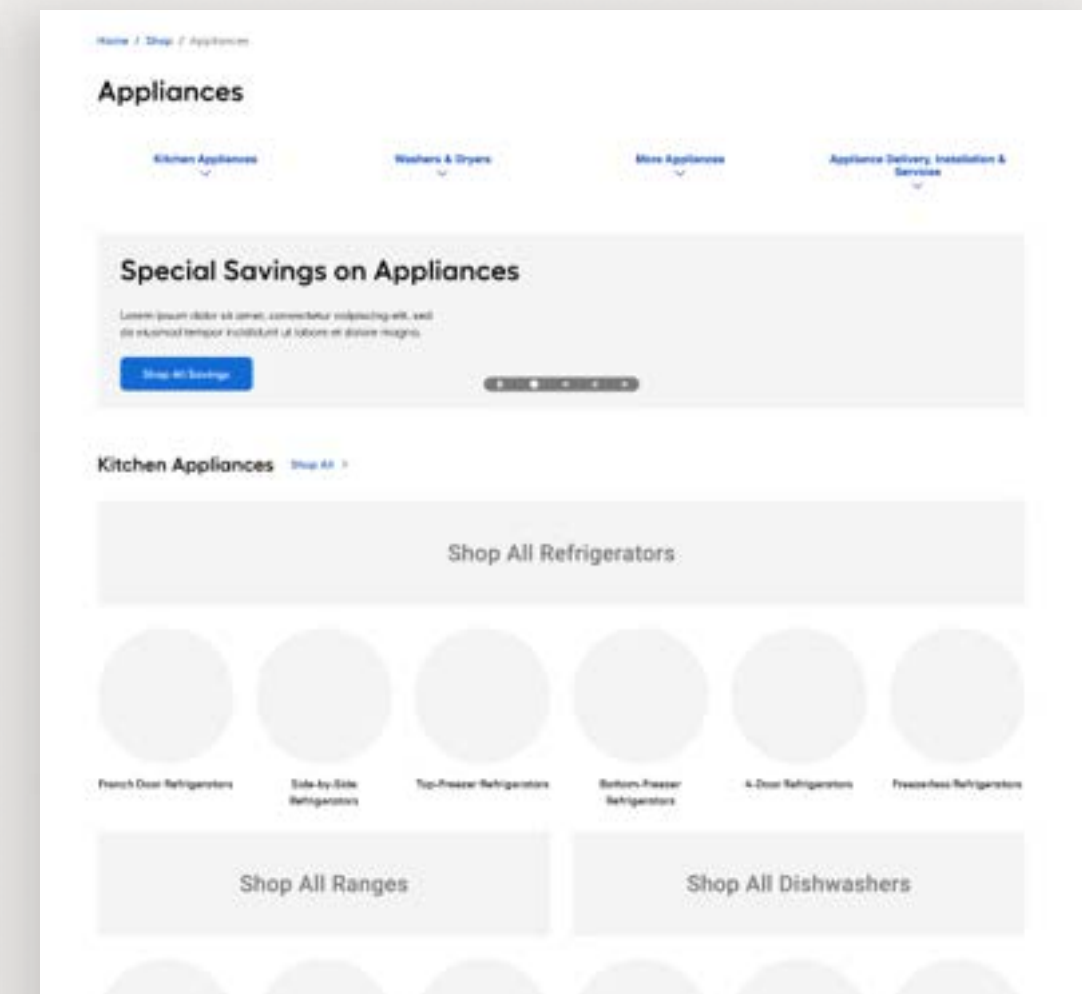
- Spent too much time on one component.
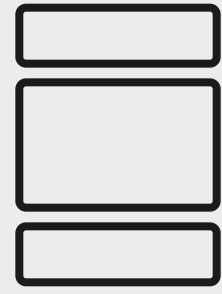
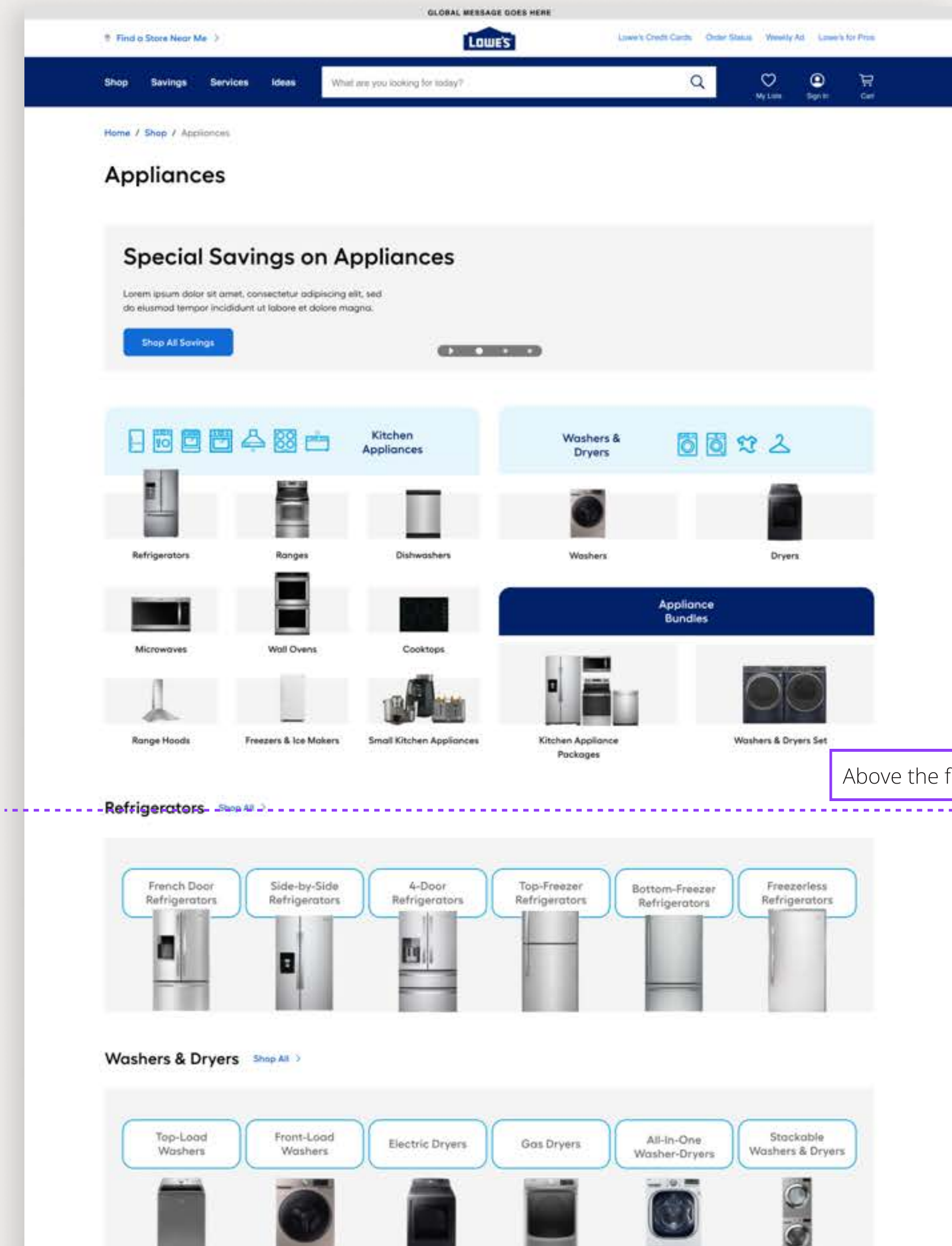Exploration 1
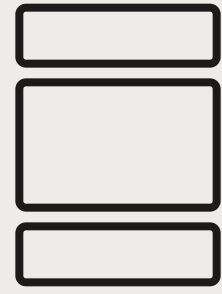

Exploration 2

Exploration 3

DESIGN EXPLORATION

NAVIGAITION

01 Overwhelming popular category

↳ Now organized in a way that makes sense to the customers

02 Not easy to change or broaden the scope

↳ Included 'View All' for mutually exclusive categories

Above the fold (approx)

DESIGN EXPLORATION

Sub Category Page

Super Category Page

NAVIGAITION

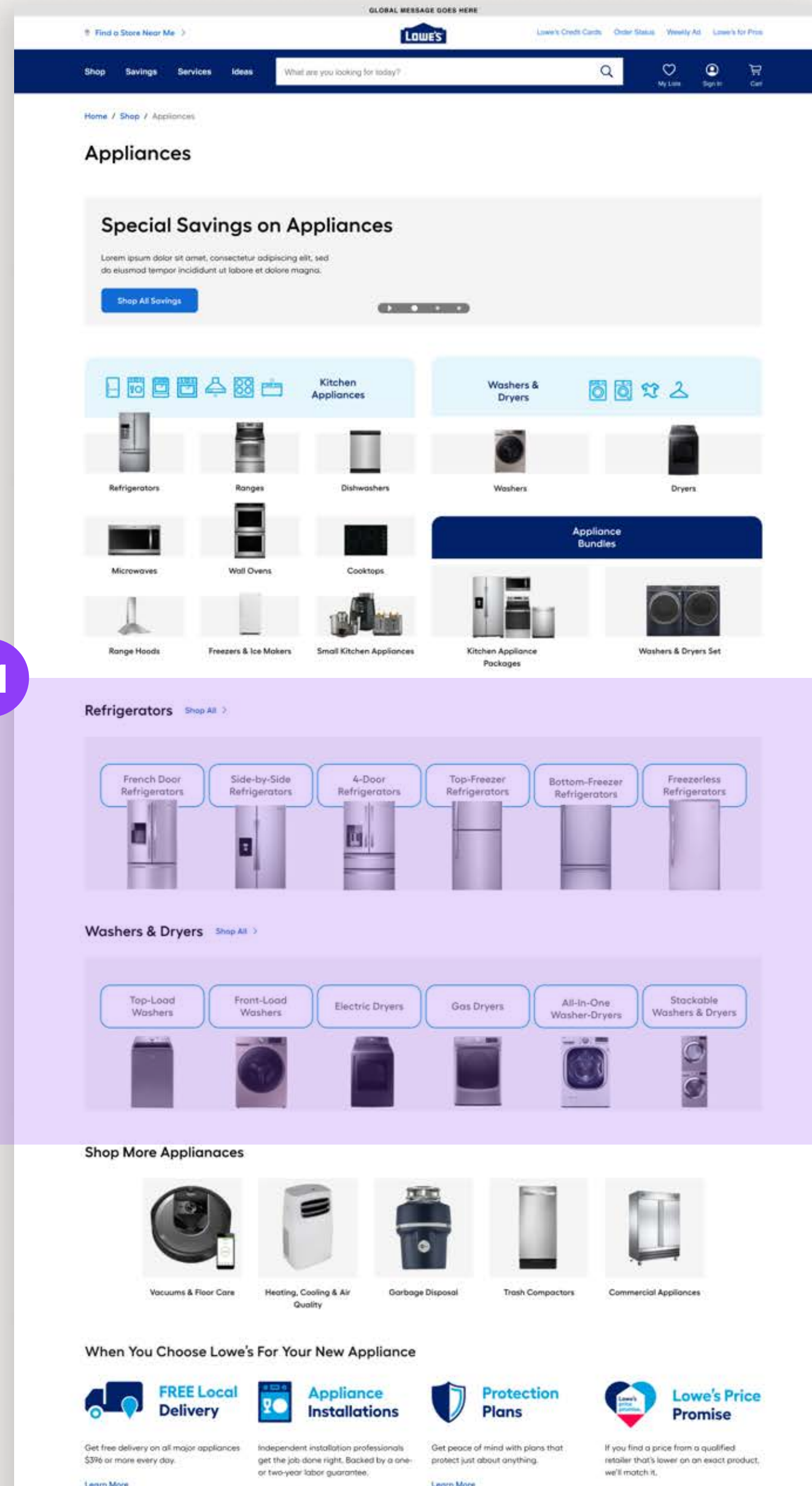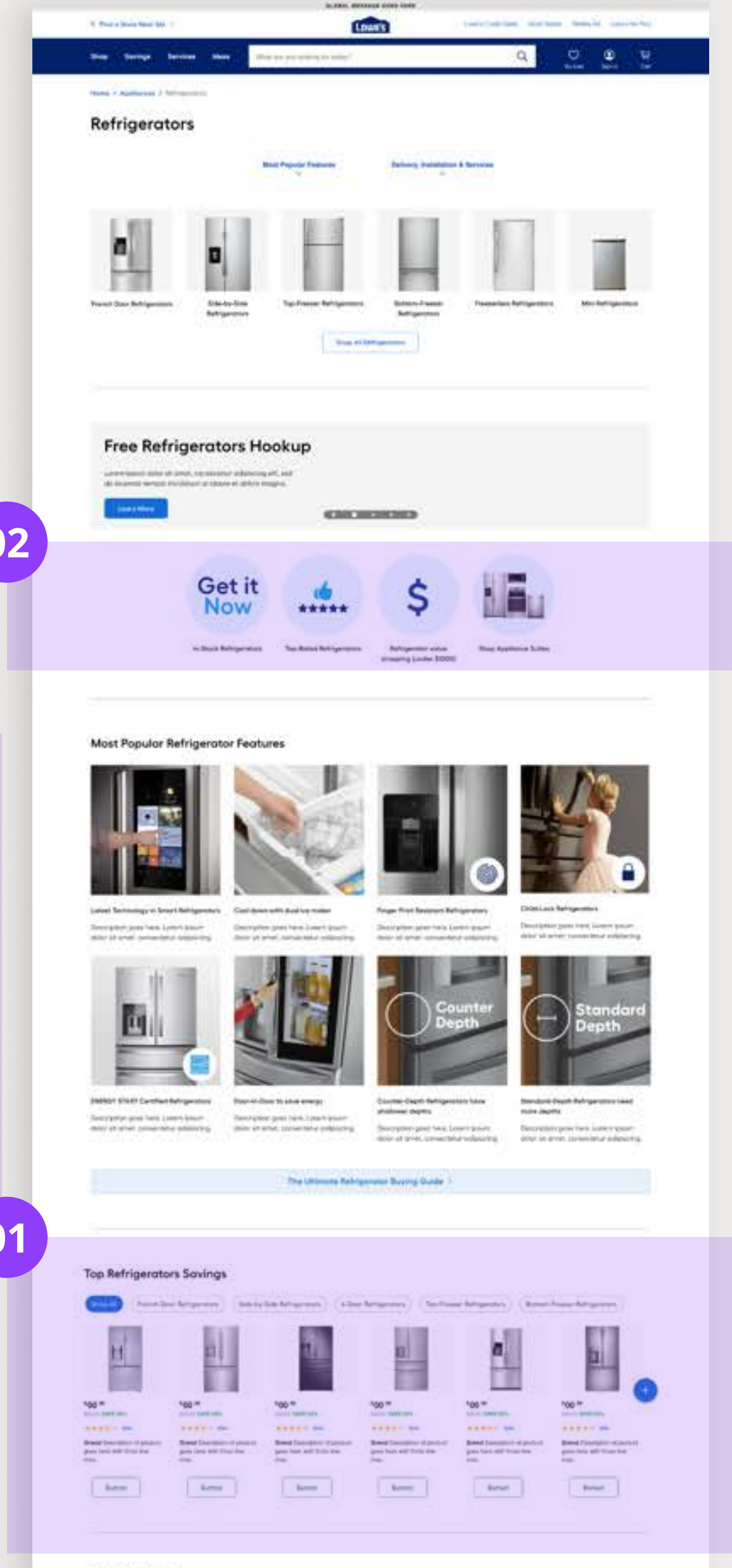**01** Several steps to get to the product

↳ Now can get to the product level while still can visit the category page

02 Filter-based paths

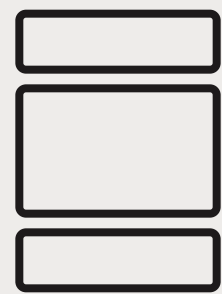↳ Get the product by 'In-Stock' availability, Top-rated, and Price
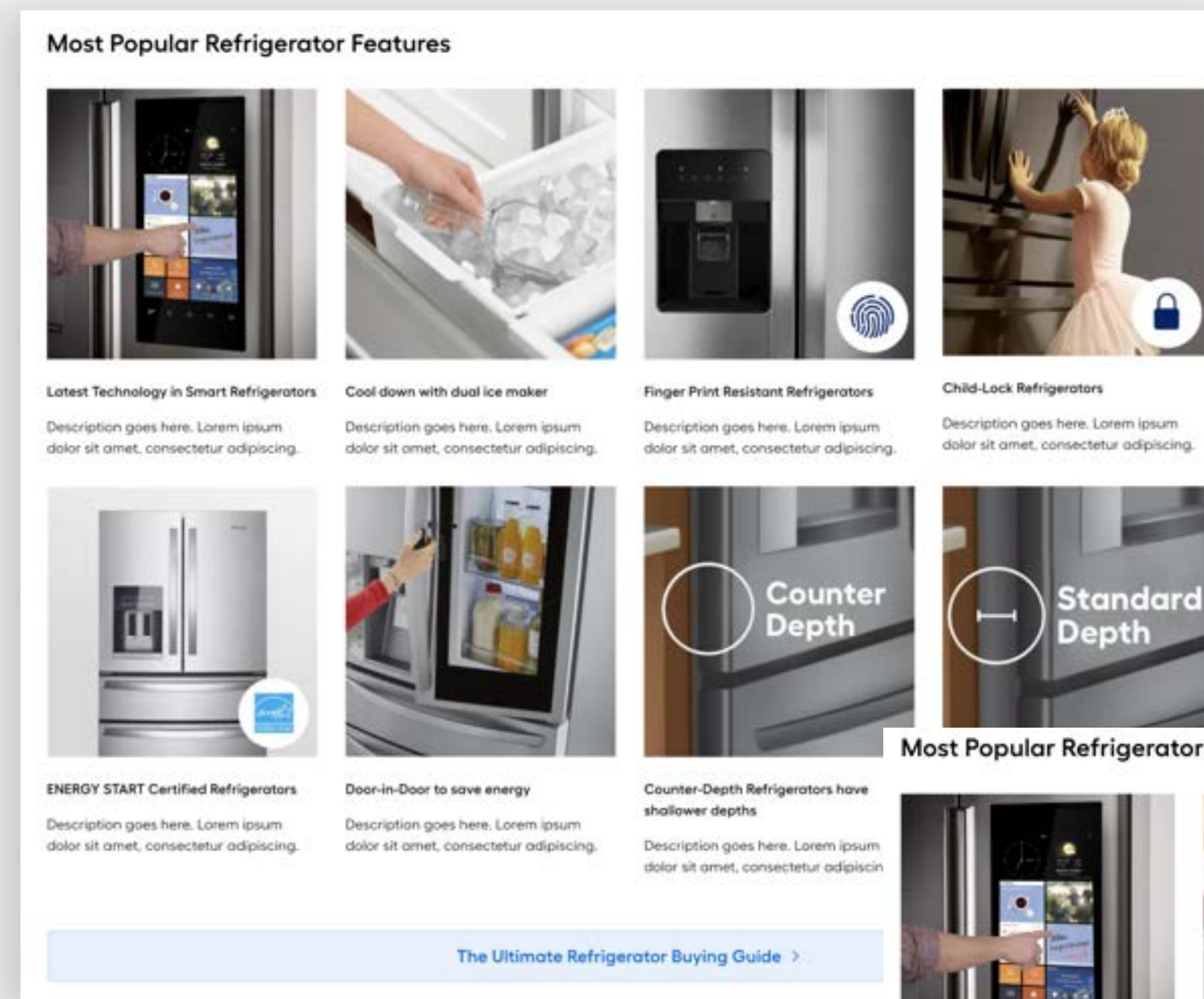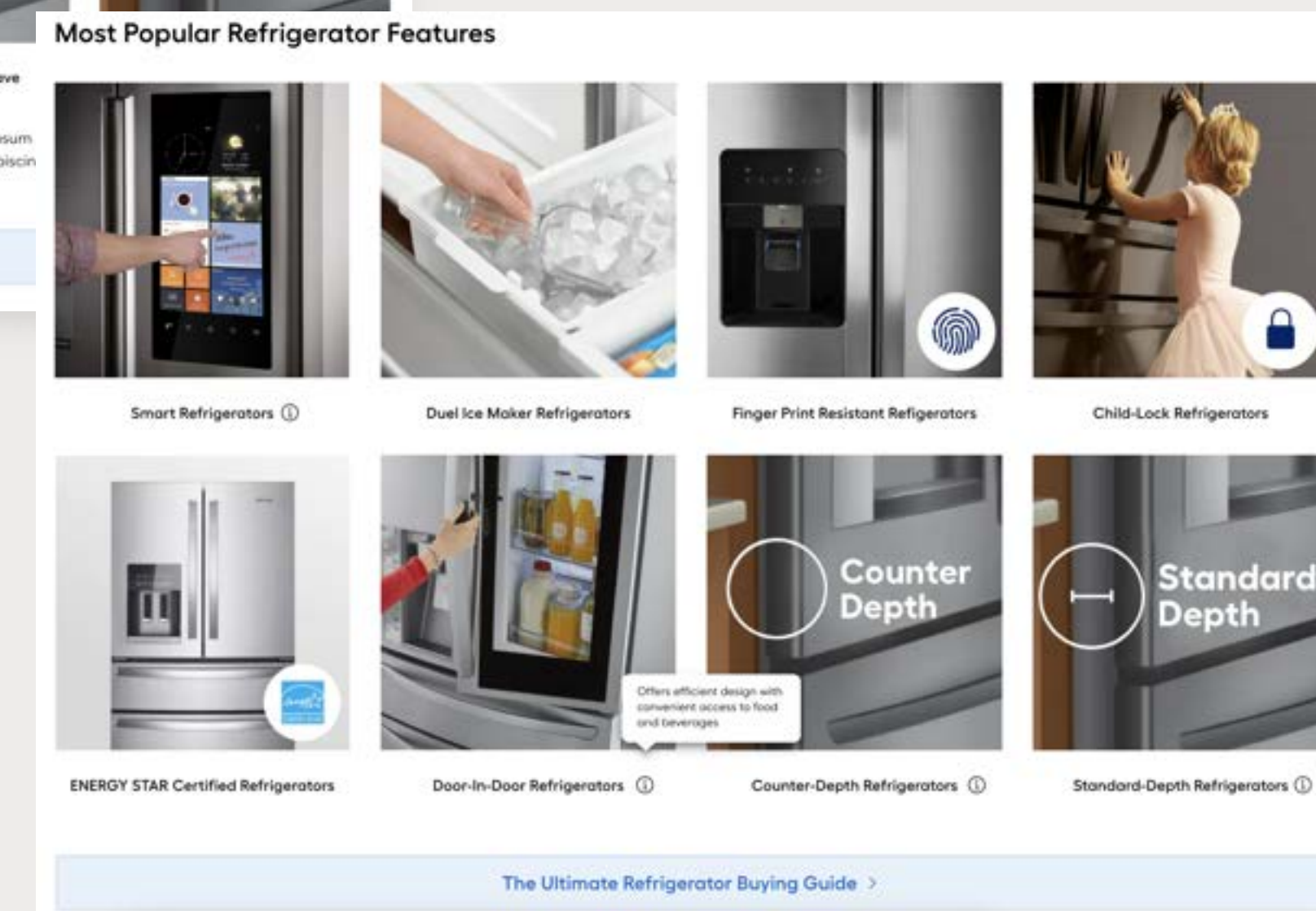
DESIGN EXPLORATION

CONTENT

01 No educational content when needed

↳
- Provide the subtext to increase customer's buying confidence.
- A/B test to find the best way to convey the information.

02 Need for more guided experience

↳ Consider developing the 'product finder' component (Future State)

'Feature' Section -
Option 1. Revealed Test

'Feature' Section -
Option 2. Hover Text

Iterate

what can we do now
vs what should we do in the future?

VALIDATION

SUS (System Usability Scale)

11.5 PTS INCREASE

73.5 pts
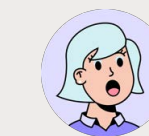
85 pts

'Before' State

'After' State

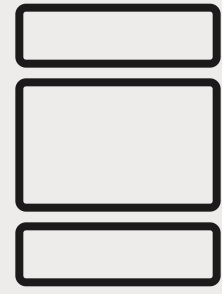"This feels better. I can see everything on a single screen which I like."

REACTIVE CUSTOMERS

"I preferred the prototype with the revealed text because I didn't have to think about it.."

PROACTIVE CUSTOMERS

THE ITERATED DESIGN
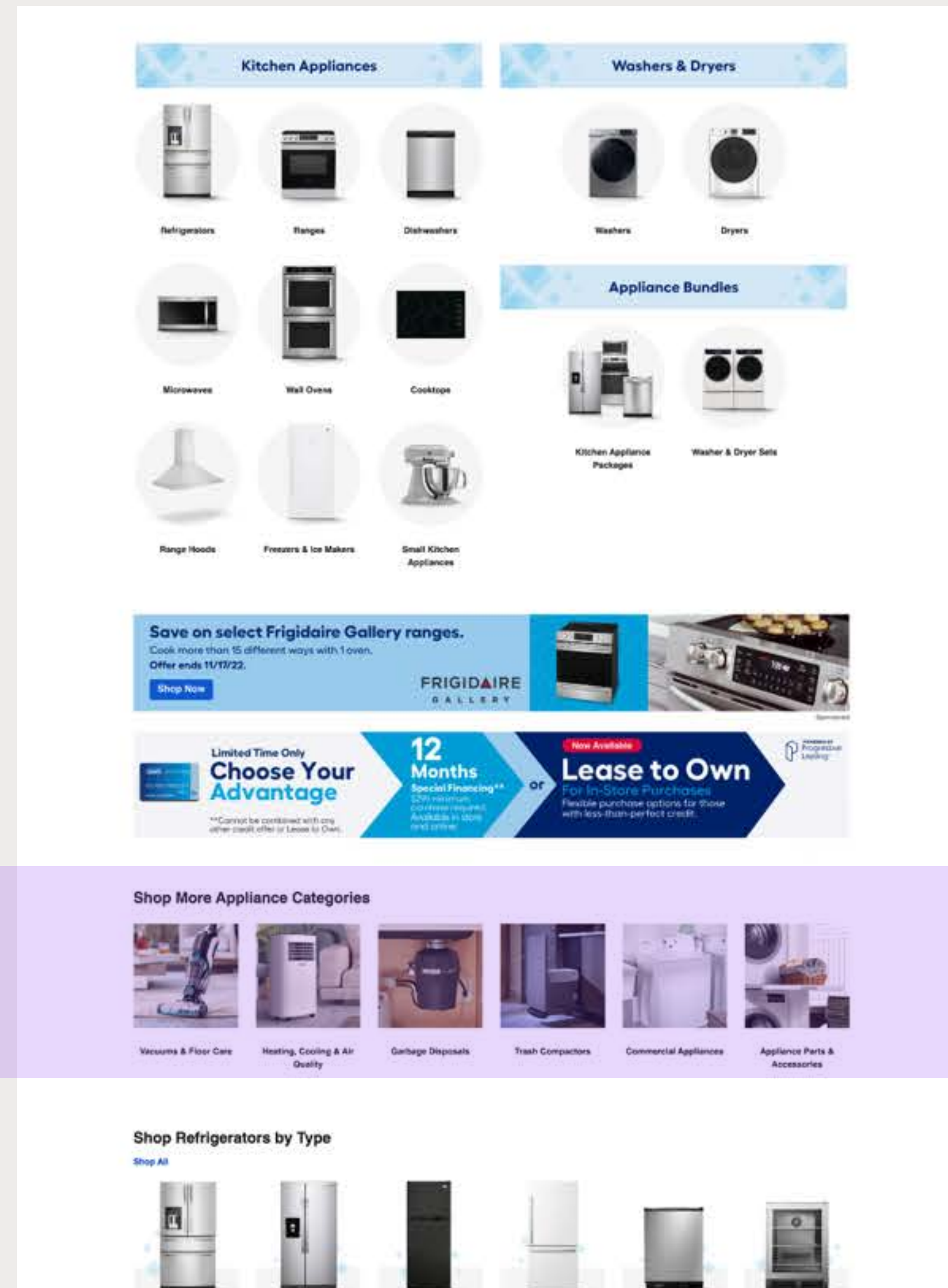
Super Category

Subcategory

SUPER CATEGORY PAGE

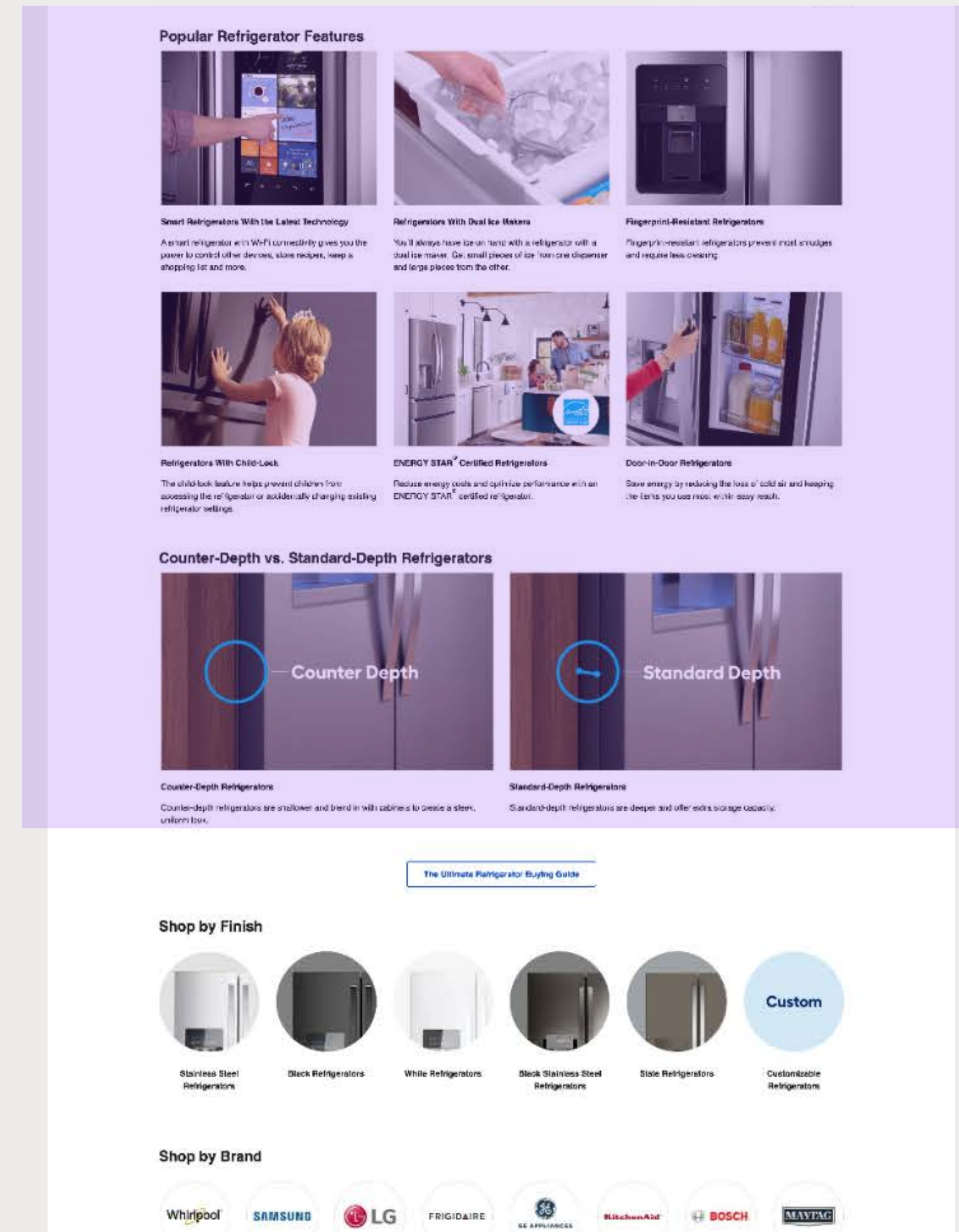- Placed additional categories more adjacent

SUBCATEGORY PAGE

- Include text under product features to make educational content readily available.

- 57% of users preferred the revealed text over hover text.

THE FUTURE STATE
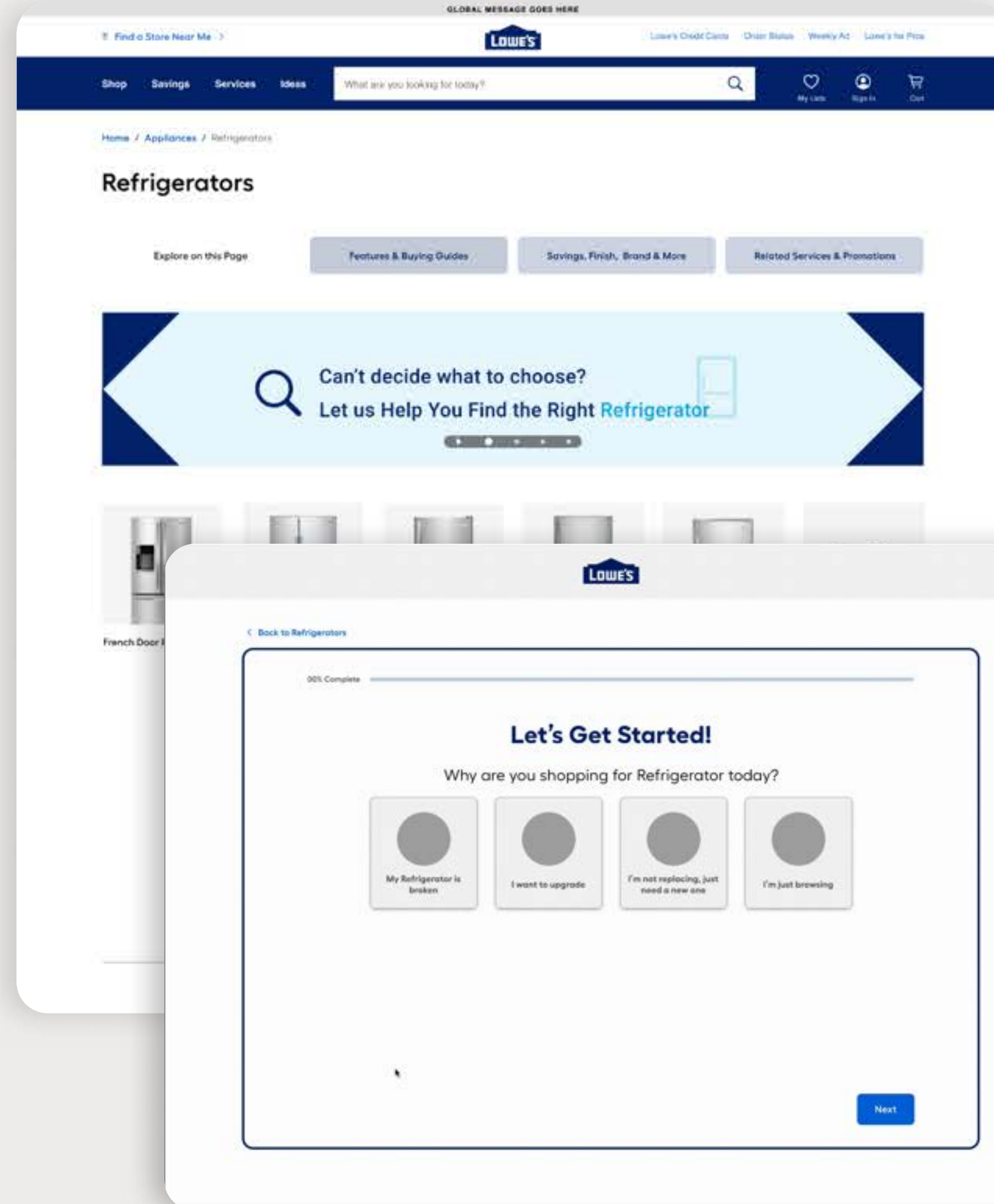
Guided Selling

Banner Carousel

GUIDED SELLING

• Ideal experience include a product finder tool above the fold.

• Step-by-Step quiz format will not overwhelm users but to personalize the shopping experience.
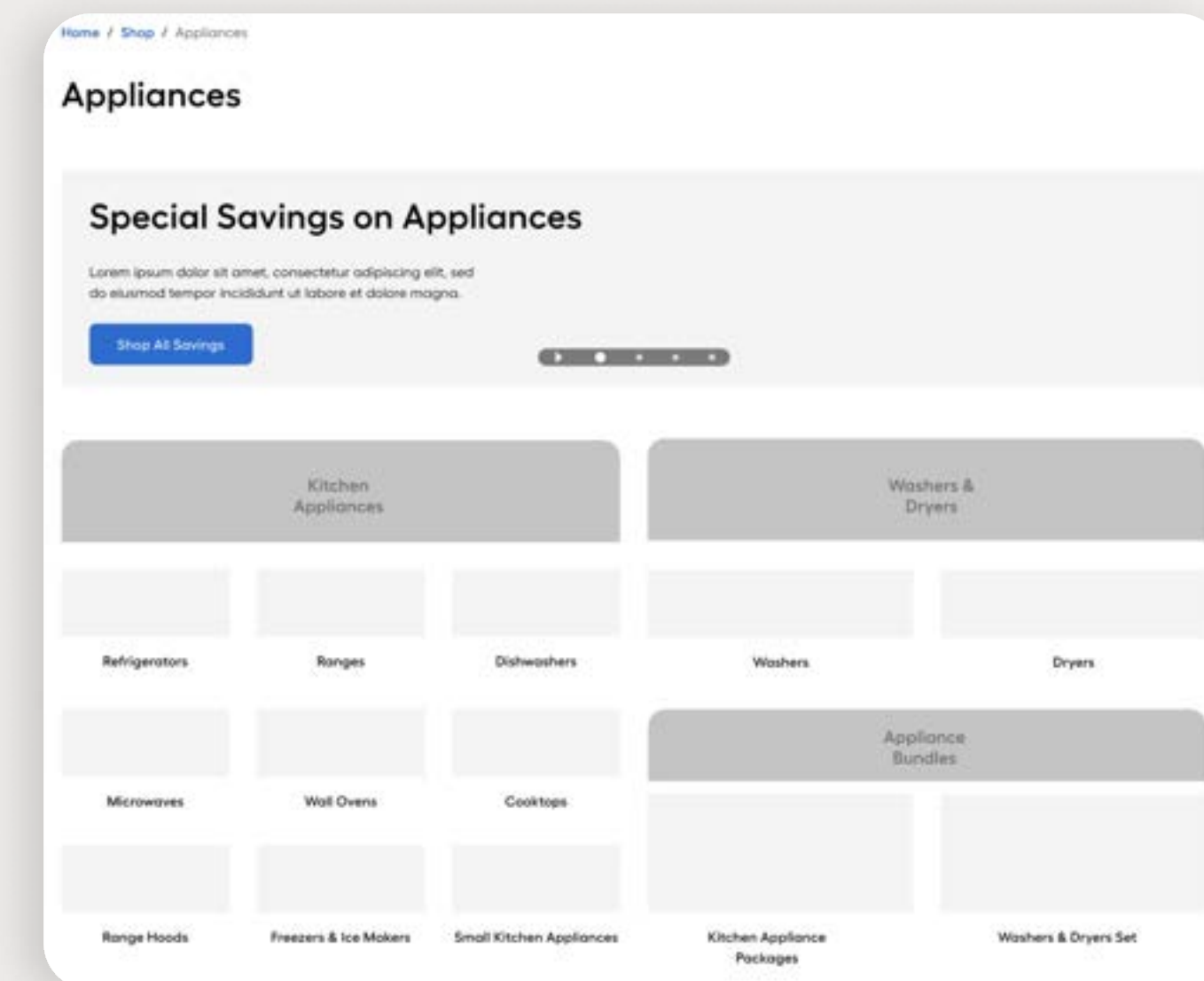
BANNER CAROUSEL

• Could shorten the page and make the promotional info more accessible/noticeable.

• Need more testing to validate.
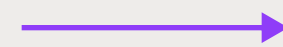
What's Next?

Next Step & Retrospective
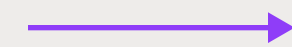
»

NEXT STEP

SUCCESS METRICS

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

ITERATION

- Update the page using the most recent '**category page template**'

SUCCESS METRICS

- Increased % of customers who go from Category Pages to Product Listing Page

- Reduced % of customers who search from category pages

- Reduced exit rates for category pages

- Increased RPV (Revenue Per Visitor) who visits a category page

RETROSPECTIVE

The Woods **&** The Tree

- Stick to the project scope and be strategic

Feedback

- Ask for feedback with clear intention

Initiative

- Take it even further (Guided Selling, Anchor Menu)