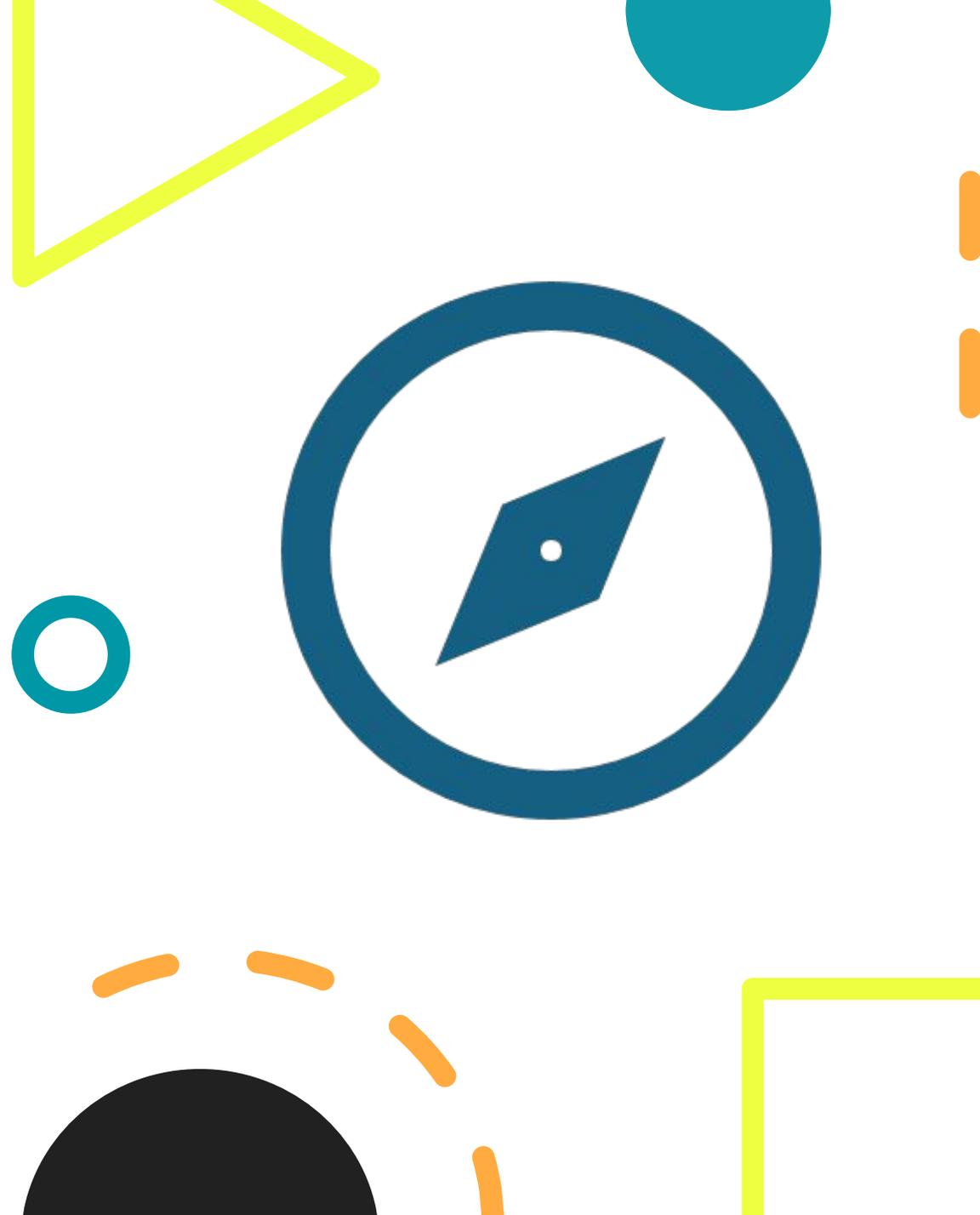


Navigation Refashion

Insights, improvements
& what's ahead

Angelee Field
XD Content Design Lead





Where we started

- Observations & insights
- Goals & objectives
- Project plan & timing



What we've done

- Edits & improvements
- 'Best Practices' hub
- Ongoing work



What's ahead

- Change management
- Continued research
 - A/B testing
 - UXR study (TBD)

Current customer challenges

*“The main navigation menu has too many links and it **overwhelms me**, making it **difficult to use.**”*

*“It’s **hard to find products** I’m looking for.”*

*“Some of our **categories are ambiguous or overlap** with each other.”*

Customers find navigation **overwhelming**; it’s clunky, cluttered and confusing

Falling short of main job: for customers to quickly orient themselves and browse our product offerings

Current internal challenges

We're at a **critical crossroads** with site navigation—business priorities like Marketplace and the Leapfrog initiative bring more pain.

*“Customer journeys are becoming more omni but we are **not consistently living to our legacy of service.**”*



**Workarounds
Hacks
One-offs**

Need an **internal ‘culture shift’** to be more customer-centric, improve decision making, and rely on sustainable strategies.

We need more efficient processes (...and tech).

Our hypothesis and goals

Improve internal teams decision making

- When teams understand 'why' they make better choices
- Streamlined, repeatable processes reduce swirl, boost confidence and efficiency
- Avoiding workarounds and one-offs brings consistency



Improve navigation customer experience

- Aligning to customer mental model and expectations will reduce cognitive load
- Reorganization will reduce customer overwhelm, easily understand our full offering

Navigation best practices hub

GOAL: Create a single 'source of truth' with updated, usable guidelines to help improve our internal decision making

WHY? Creating sustainable strategies and processes will lead to better, consistent customer experiences

IN PROGRESS:

Draft v1, gathering feedback from teams

Confluence hub up by August 15



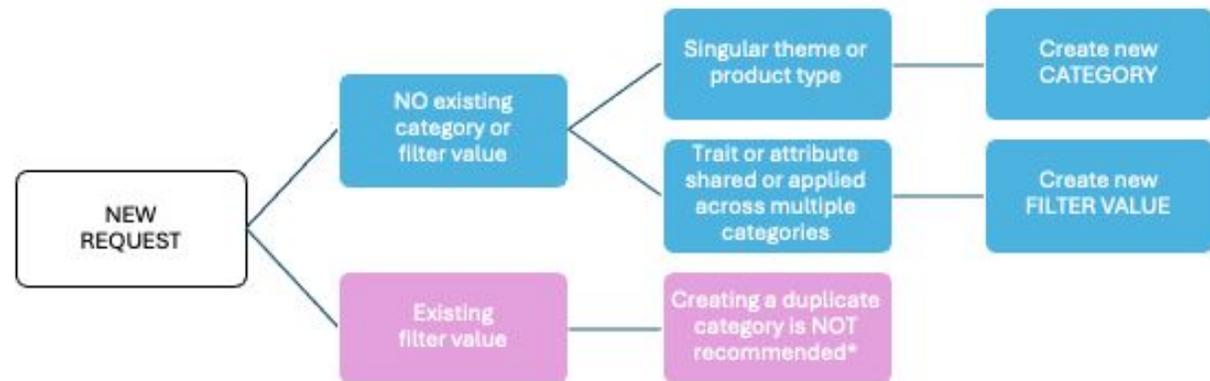
Updated guidance: Category v. Filter

- Process to help teams make a consistent decision, improve CX
- Focuses on how our customers browse and use filters vs. business needs or tech limitations

Category vs. Filter

- **Category:** an easily understood product grouping organized by a single type or theme (ex. type: dresses; theme: On Trend)
 - Categories build and organize navigation
 - Help customers discover breadth/depth of product offering
 - Highlight promotion themes and sales, reinforcing our fashion authority
- **Filter:** a shared and common attribute about products that describes or differentiates it to customers; can be shared among many products (ex. material: feather or sheer; color: Navy; size, price)
 - Filters help customers browse, refine, and narrow search results
 - Can be applied across multiple categories and subcategories

Do I need a new category or filter?



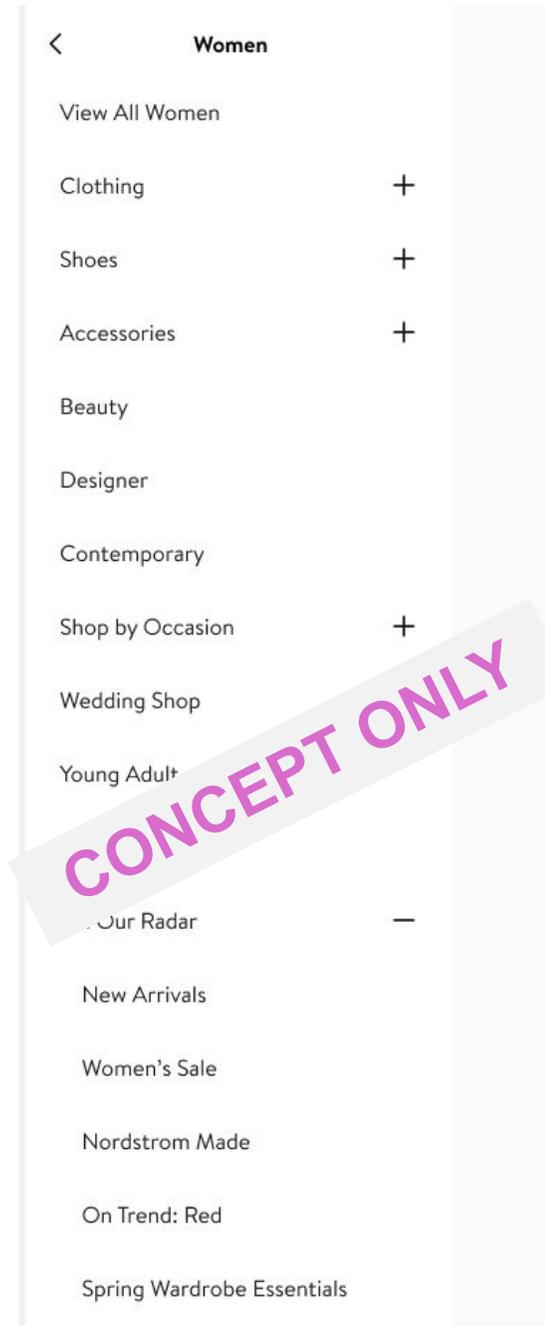
**Exception*

SEO recommendation to support long tail keywords

Next: Add best practices

Featured Navigation

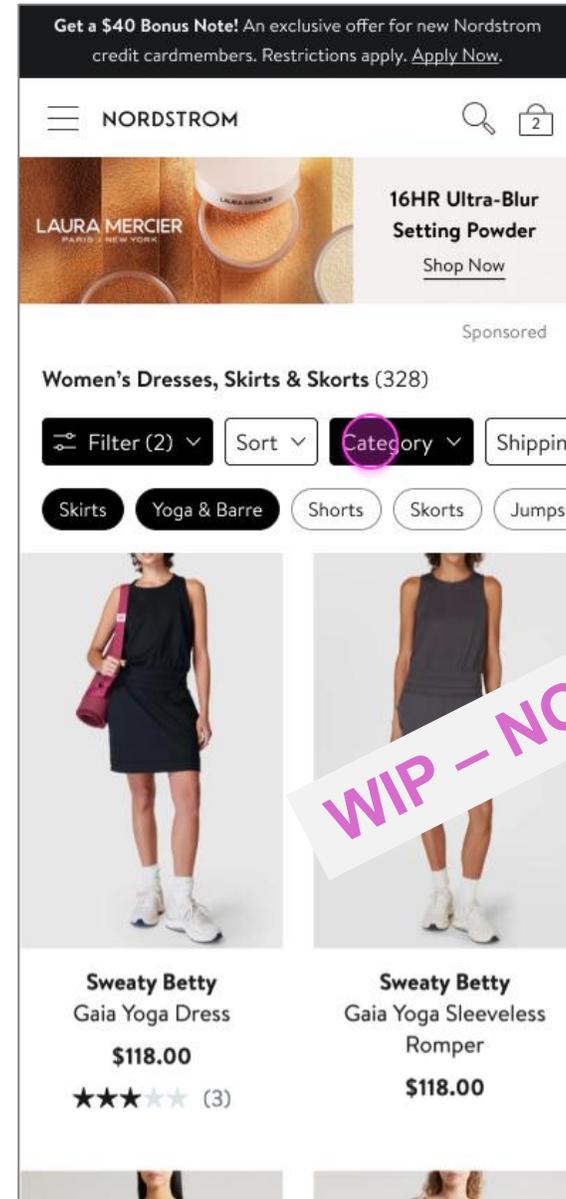
- Exposing 'Featured' menu to boost engagement, clicks
- Change CTAs, other language to align with customers' understanding
- Shift standard product categories placement (top of menu for MOW, left for desktop); group Featured menu content more logically



Next: Add best practices

Secondary Navigation

- Understand best usage of element, especially when paired with other navigation or filtering elements
- GRS Facets browse page MVP: Hiding horizontal nav will promote usage of GRS facets; will inform future usage guidelines



Cancel	Category
All Activewear	>
Dresses, Skirts & Skorts	>
Jackets	>
Leggings	>
Shirts & Tanks	>
Shorts	>
Sweatshirts & Hoodies	>
Sweatpants & Joggers	>
Zella	>



What else
is on our
radar?

Investigate platform and channel specific strategies

- Do we need different standards for Web – Desktop v. MOW?
 - Do we need different standards and experiences for App?
 - Do we need different standard and strategies for N.com and Rack?
- 

Milestones and progress



Discovery and Curiosity

Completed

- ✓ **Met with stakeholders and working teams**
Discussed scope of work with XD, Digital Merch, SEO, CBOT, and other business units
- ✓ **Reviewed current artifacts and past work**
Best practices documentation, SEO guidelines, customer pain points, UXR research and testing
- ✓ **Learned more about industry standards**
from Baymard Institute and SMEs
- ✓ **Learned more about current projects**
from the working teams for Google Retail Search, Leapfrog and Marketplace
- ✓ **Synthesized learnings** for future shareouts

Current / Ongoing Projects

Planning / In Progress

- ⚙️ **Refresh understanding of customer expectations and mental models**
to realign and refocus our strategies
- ⚙️ **Simplify and Standardize**
Ongoing work led by Digital Merch and SEO to declutter and gather directional data
- ⚙️ **Document and Socialize**
Start recording our learnings and working guidelines, best practices and successes
- ⚙️ **Change management**
Set our internal teams up for success and adoption of guidelines

Next / Upcoming Areas of Focus

- ⚙️ **Define secondary navigation purpose and best practices**
e.g. Featured navigation, horizontal navigation, content headers
- ⚙️ **Define platform or channel specific strategies** for web and app differentiation, Rack
- ⚙️ **Continued testing and research**
Add learnings to hub and iterate through A/B testing