

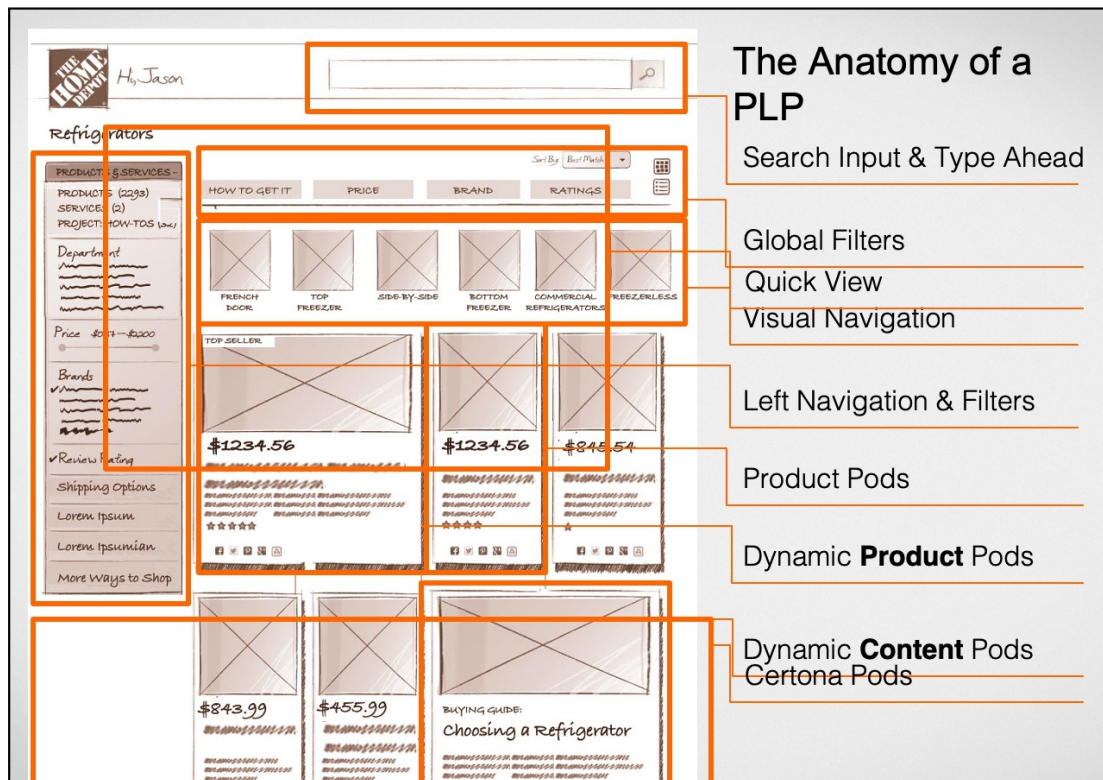


PLP/Search

BEST-IN-CLASS: THE PLP VISION

Intro Slide

I would like to give you all a little insight into our process, some big wins and a sneak peek into some future concepts.



But first I would like to familiarize you with the patterns that make up the PLP. Starting from the top we have:

Search Input & Type Ahead

Global Filters

Visual Navigation

Left Navigation / Filters

Product Pods

Dynamic Product Pods

Dynamic Content Pods

Quick View

Certona

Our vision is to have all these patterns work together holistically to create a Best-In-Class experience for our users.

Where Do We Get Our “Spark”



The collage features several overlapping screenshots: a financial dashboard with green and red numbers, a product page for 'Earth Day' coffee makers, a mobile app interface, and a circular diagram with the word 'DISCOVER' at the bottom. To the right of the collage, there are three categories of data sources, each with a list of items. At the bottom right, there is a 3D bar chart with three bars of increasing height in orange, yellow, and green.

Statistical Data

- Fore See
- Heat Maps
- KPI's

Competitive Analysis

- Industry
- Non-Industry

Technological Advances

- HTML5
- CSS3
- Responsive Layout

Now that we have all our patterns,
How do we create a best-in-class experience?

We typically start by collect the data from sources like ForeSee, Heat Maps, KPI's, and Usability.

And we are constantly checking out the competition and new advancements in technology. This is also where some high level concepting begins to help bring it all together.

This is pretty much ongoing because technology is constantly changing and our users are always learning, becoming more and more web savvy.

Comparative Analysis Overview



BEST-IN-CLASS IMPLEMENTATION

	NOT AVAILABLE	LESS THAN 25%
	SOMEWHAT AVAILABLE	25-50%
	AVAILABLE - COULD BE BETTER	50-75%
	CONSISTENTLY AVAILABLE	75-100%

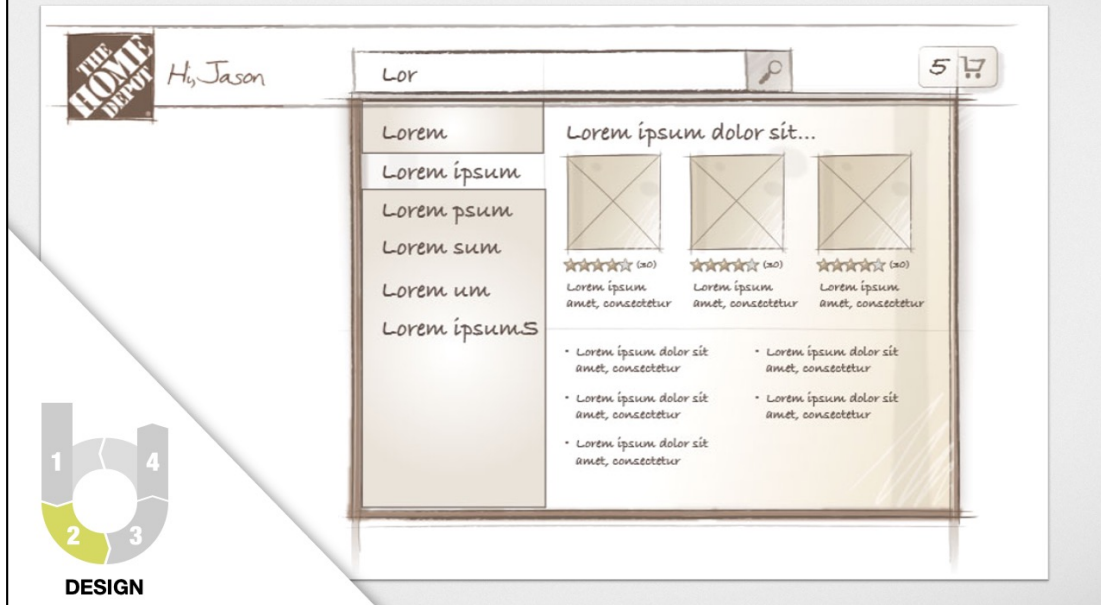


*Analysis data collected January through March 2013

5

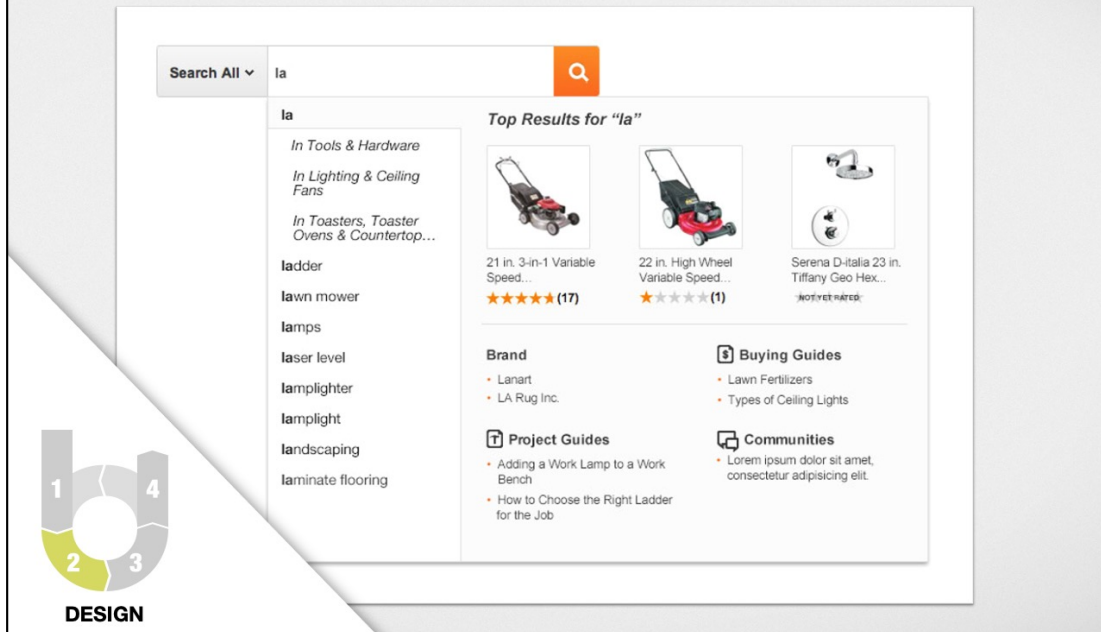
We have the Data, We did the analysis, we started some high level concepts, and we have it all prioritized.

Low Fidelity Concepts



Now we get into design, starting with Low Fidelity Concept and wire frames. We start building out the functionality.

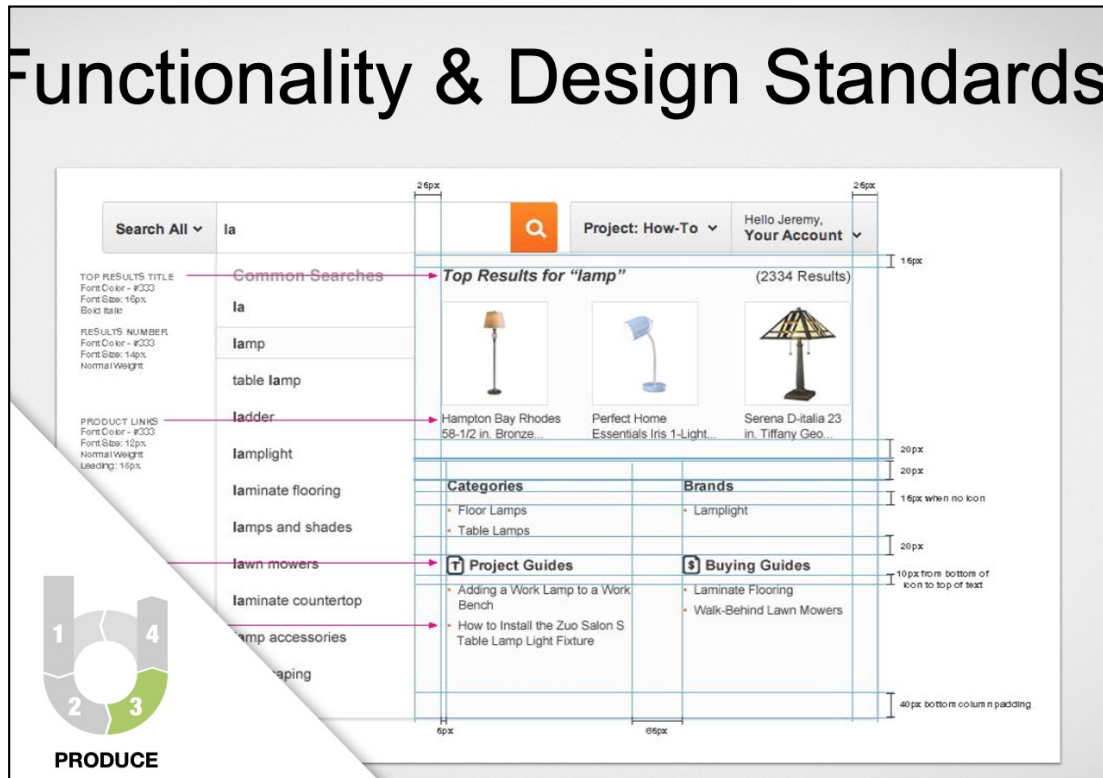
High Fidelity Comps



And once we feel like we have all the requirements and usecases met we will get into the High Fidelity comps.

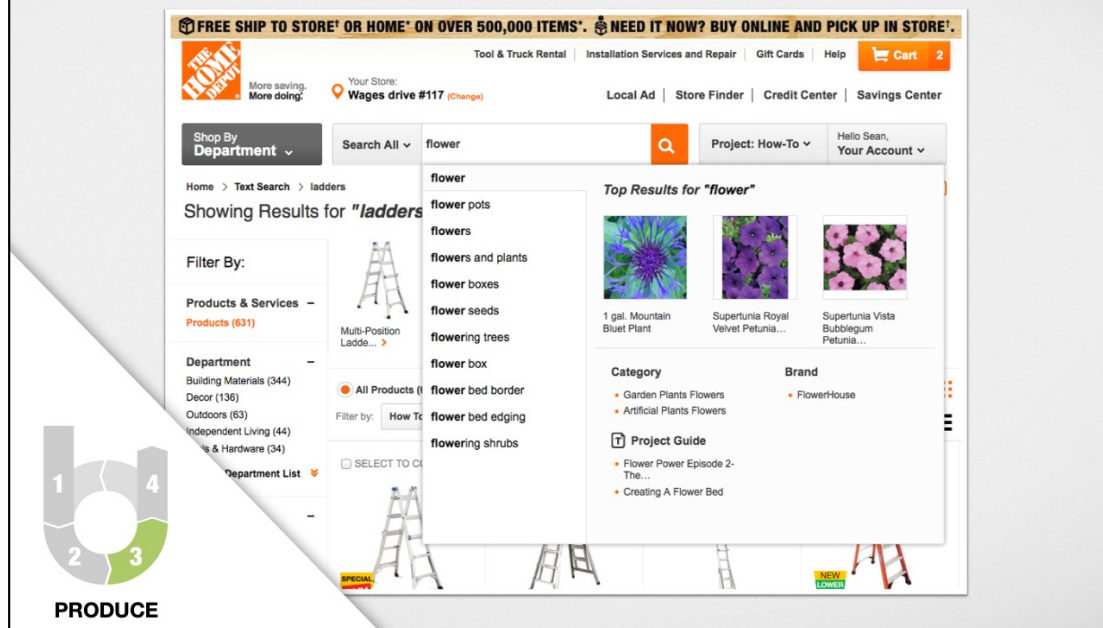
At this point we will also start doing some usability studies to help narrow down the concepts into one or two final designs.

Functionality & Design Standards



Now that we have our winner that works with all the known use cases, we begin specking everything out into our Annotated Comps and Visual Design Standards.

IT Development



And now our IT partners are ready for development.

Depending on usability and concepting sometimes we will have more than one winner, in this case we will do a Test & Target to get it down to one final design.

Evaluate & Repeat

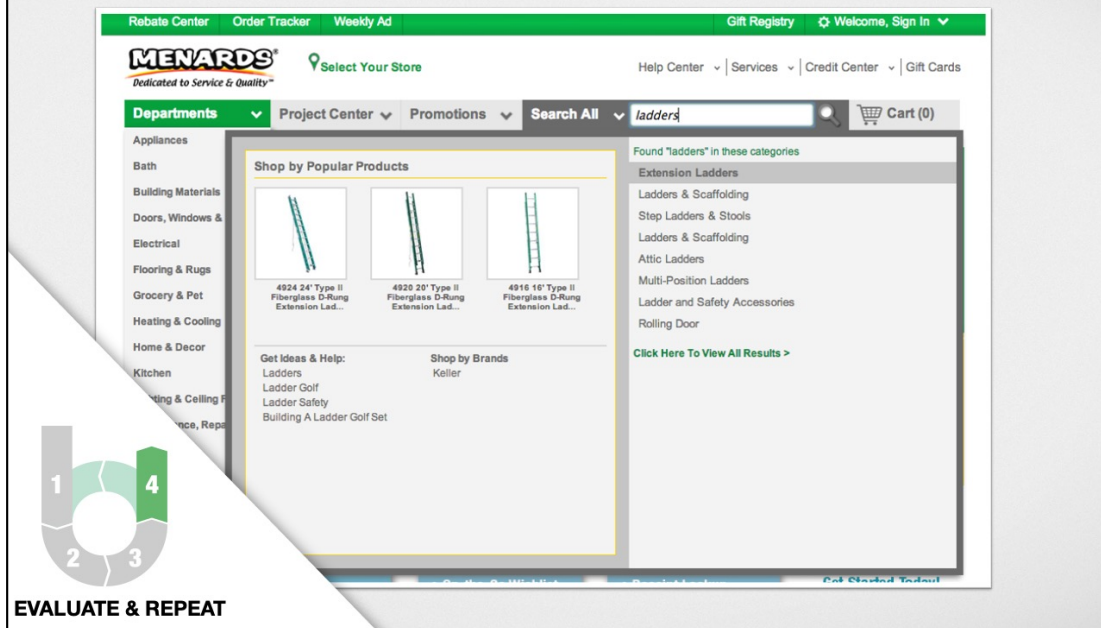


So how did we do?

To find this out we go back and evaluate the data and compare it to before the redesign.

In this example, Type Ahead has a 300% increase in usage compared to our previous design.

Nice Try, But No Cigar



And the ultimate flattery is when our competitors start taking our lead.

This is a good example of why our team is great.

You can try to copy our look feel but if you don't have brains to come up with the functionality and algorithms, you will never have a Best-In-Class experience.

Menards' redesigned their Type Ahead soon after we launched.

But the usability and functionality falls short in comparison.

PLP/Search

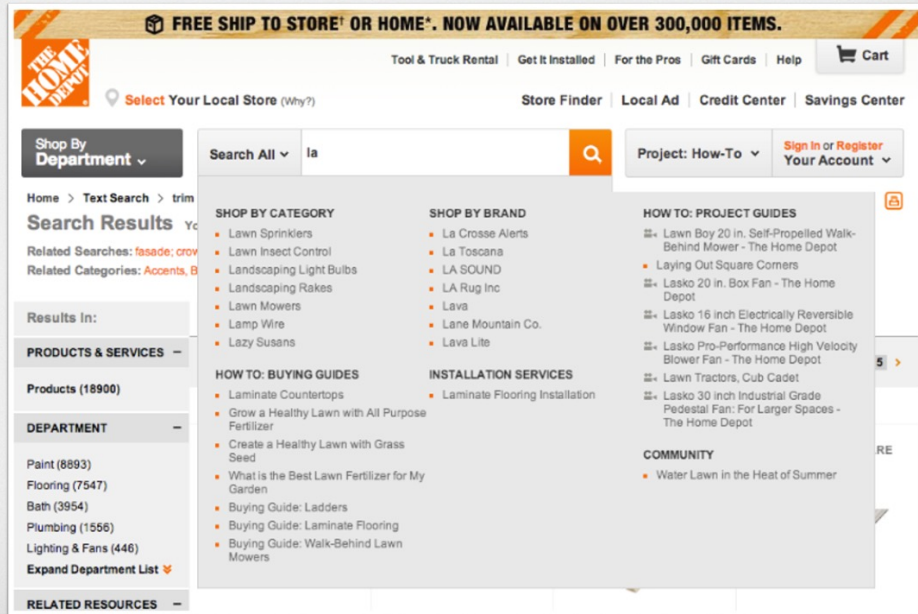
BIG WINS: TO DATE & TO COME

(Big wins: To Date & To Come)

Now I would like to briefly go over some of the teams big wins.

& some future concepts

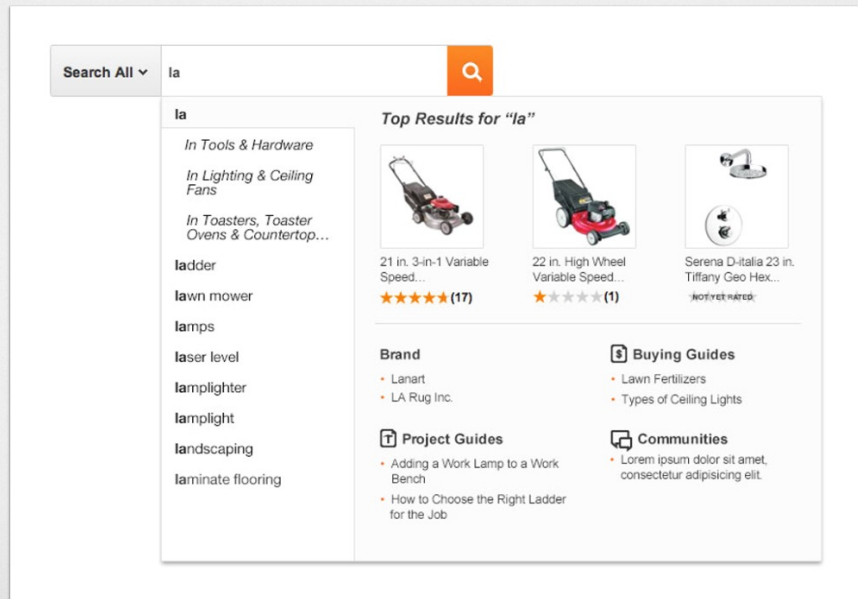
Type Ahead (Before)



Of cores Type Ahead

Here is a before the redesign

Type Ahead (After)



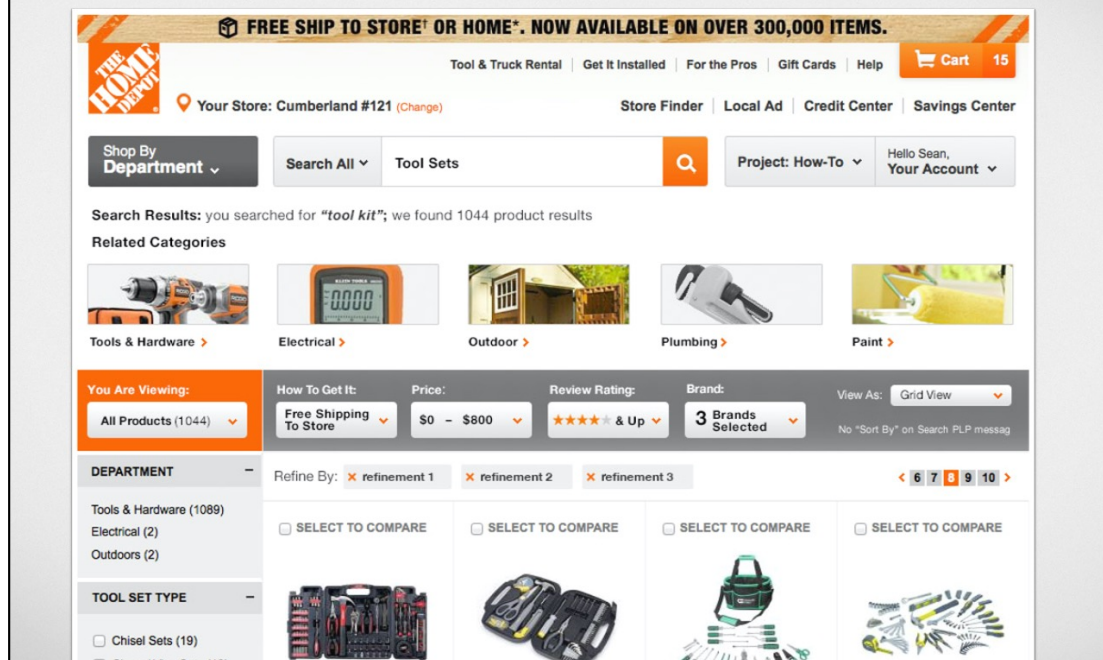
And after the redesign.

Notice there is actually a lot less content in comparison to the previous.

Hear we are just giving our customer what they need.

And with a 300% increase in usage, who can argue.

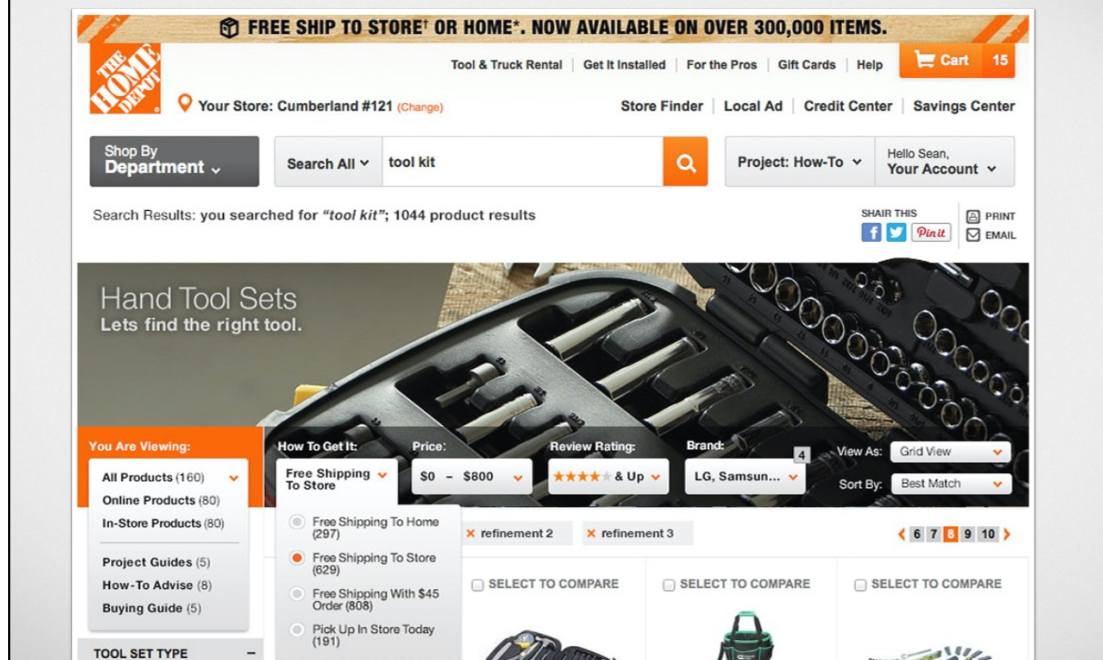
Visual Navigation & Filters



Visual Navigation, Global Filters & Left Navigation

- High Level Concept
- Custom Visual Navigation
- “You Are Viewing” Drop Down
- Selected Refinements

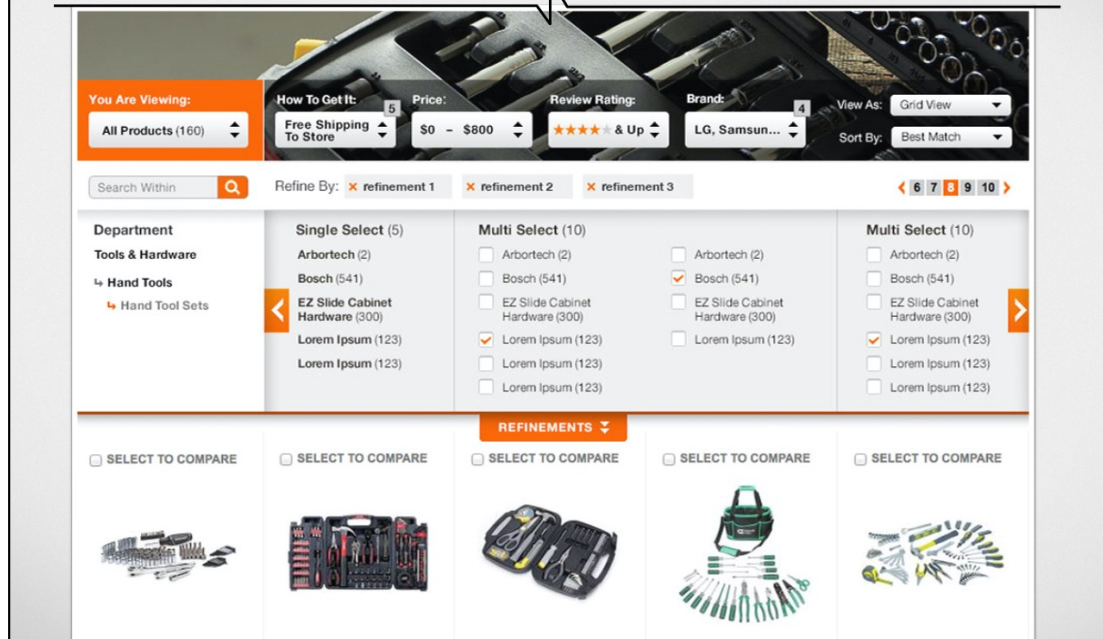
Visual Navigation & Filters



Visual Navigation, Global Filters & Left Navigation

- High Level Concept
- Large hero banners
- You Are Viewing Drop Down
- Global Filter Dropdown

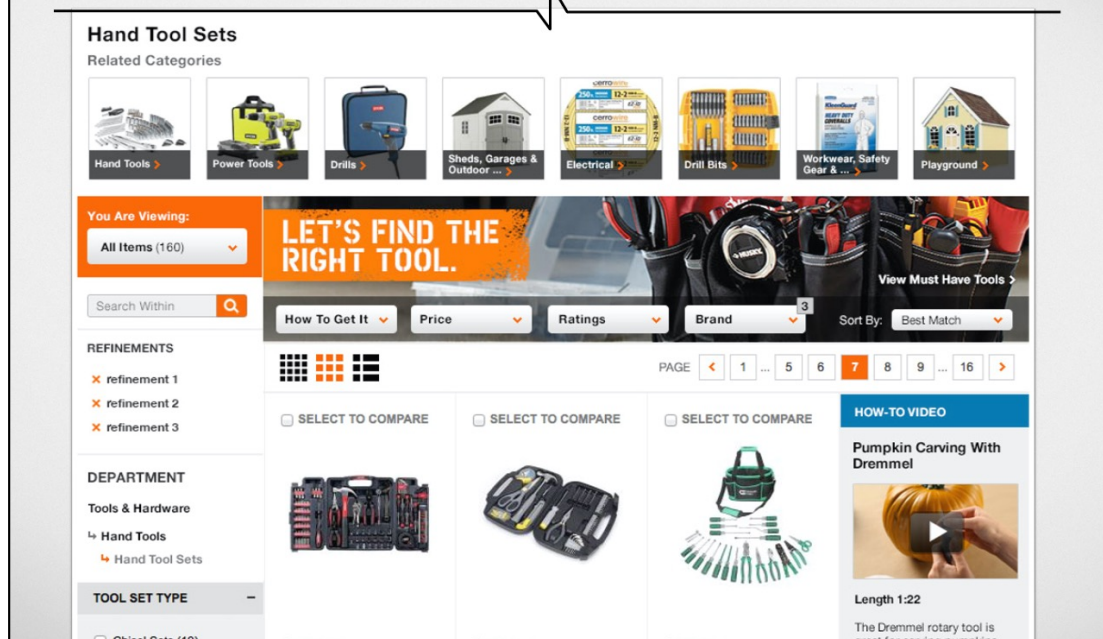
Visual Navigation & Filters



Visual Navigation, Global Filters & Left Navigation

- High Level Concept
- Removing the navigation and filters and putting them into a dropdown

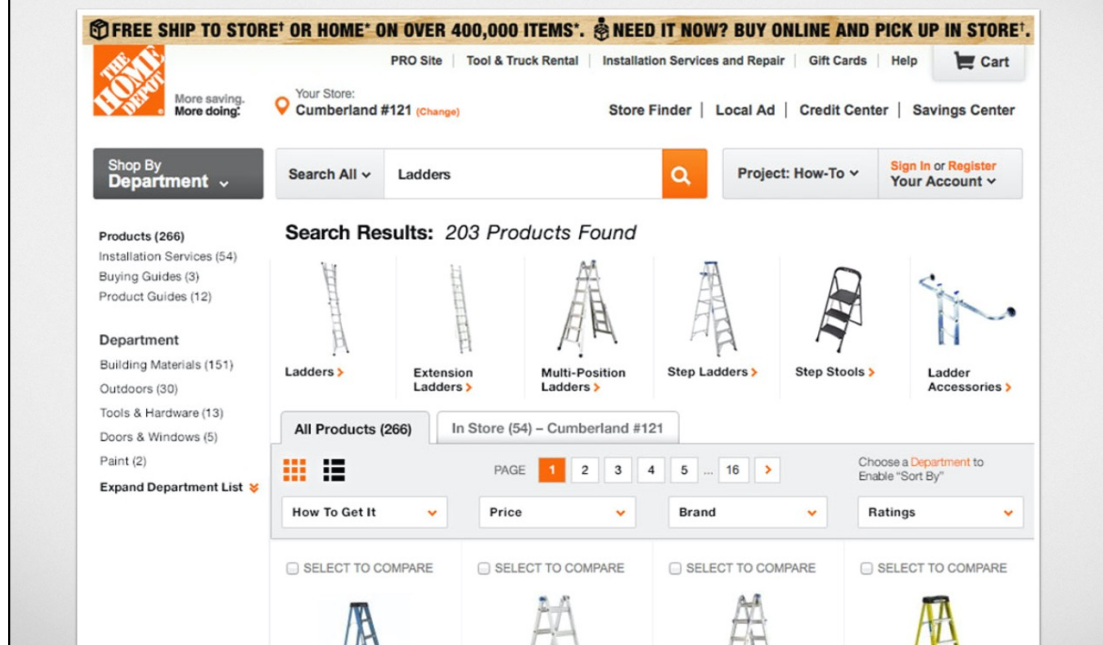
Visual Navigation & Filters



Visual Navigation, Global Filters & Left Navigation

- High Level Concept
- Custom Visual Navigation
- Banners
- Search Within
- Image View, Grid View, & List View
- Touch friendly Pagination

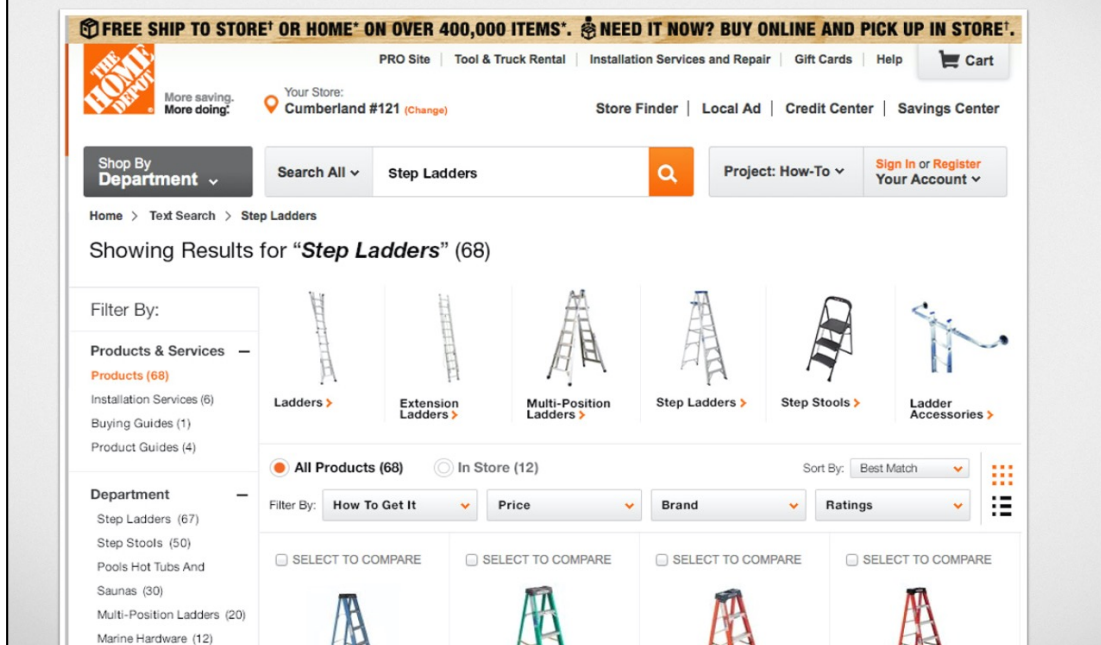
Visual Navigation & Filters



Visual Navigation, Global Filters & Left Navigation

- High Level Concept
- Starting usability testing
- Design starts to become cleaner
- Removed the in Store tab

Visual Navigation & Filters



Visual Navigation, Global Filters & Left Navigation

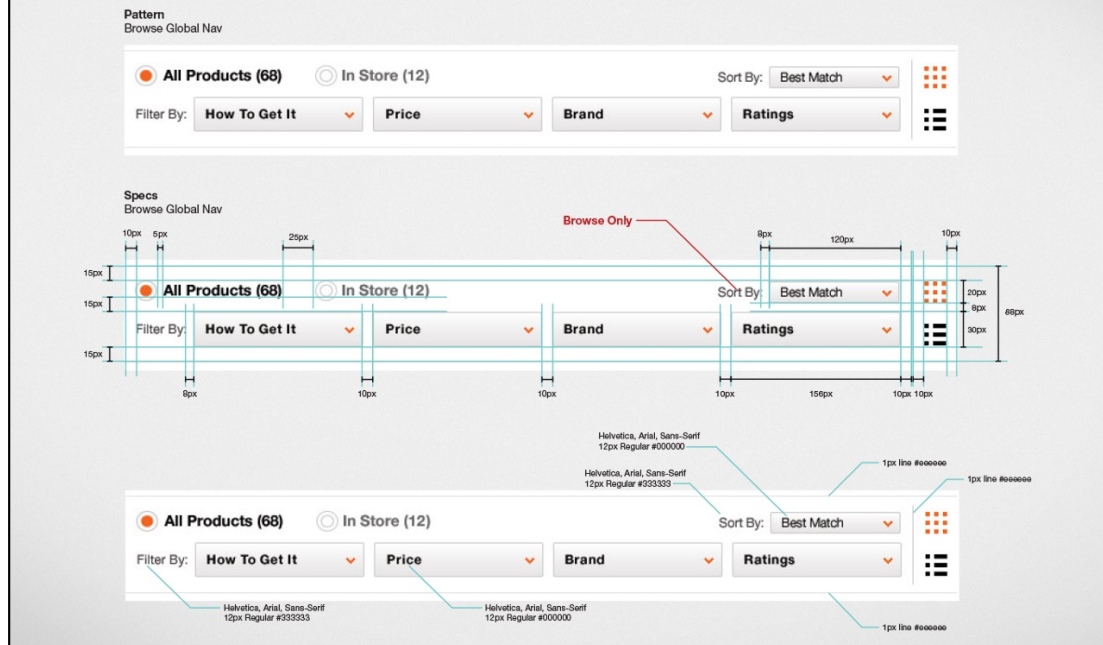
- The Winner
- Tabs have been removed
- Pagination has been removed from the top

Visual Navigation & Filters

- Visual Nav - VDS

- Visual Nav - VDS

Visual Navigation & Filters



Visual Navigation, Global Filters & Left Navigation

- Global Filters-VDS

Visual Navigation & Filters

Visual Navigation & Filters

Specs

Left Nav Browse & Search with Refinements

20px

10px 15px

15px

15px

15px

15px

15px

15px

18px

20px

Filter By:

Refinements

How To Get It: Free Shipping to Store

Brand: Lorem Ipsum

Brand: Lorem Ipsum

Clear All Refinementst

Products & Services —

Products (68)

Installation Services (6)

Department —

Building Materials

Ladders

Step Ladders

Ladder Height (FT.) —

1 - 2 (5)

5 - 6 (2)

6 - 10 (26)

Refinements

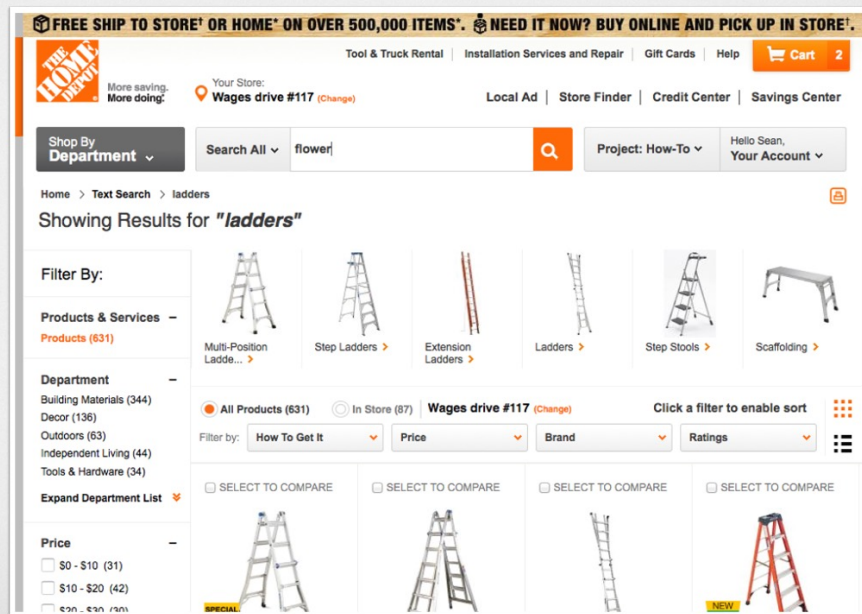
How To Get It: Free

Helvetica, Arial, Sans-Serif

Visual Navigation, Global Filters & Left Navigation

- Left Navigation & Filters - VDS

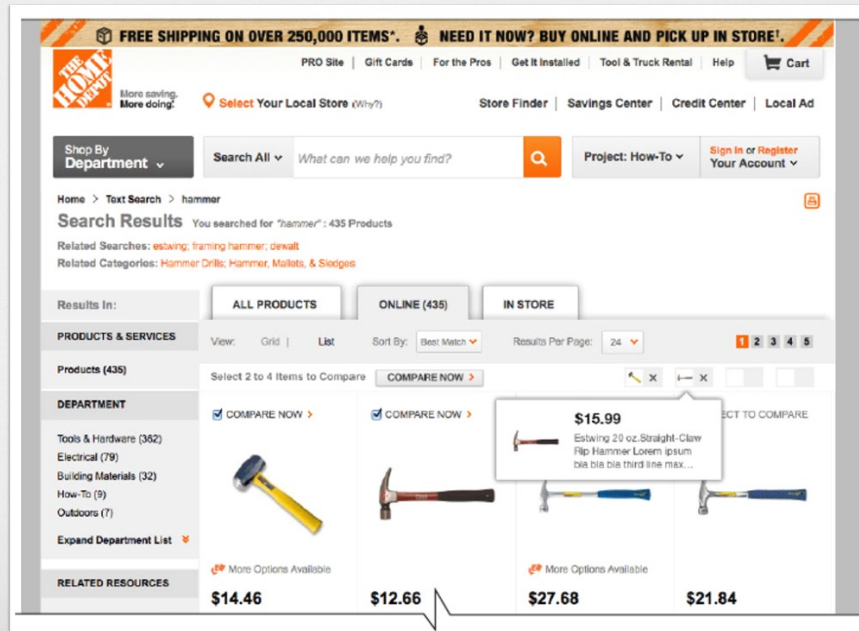
Visual Navigation & Filters



Visual Navigation, Global Filters & Left Navigation

- IT Development
- Live

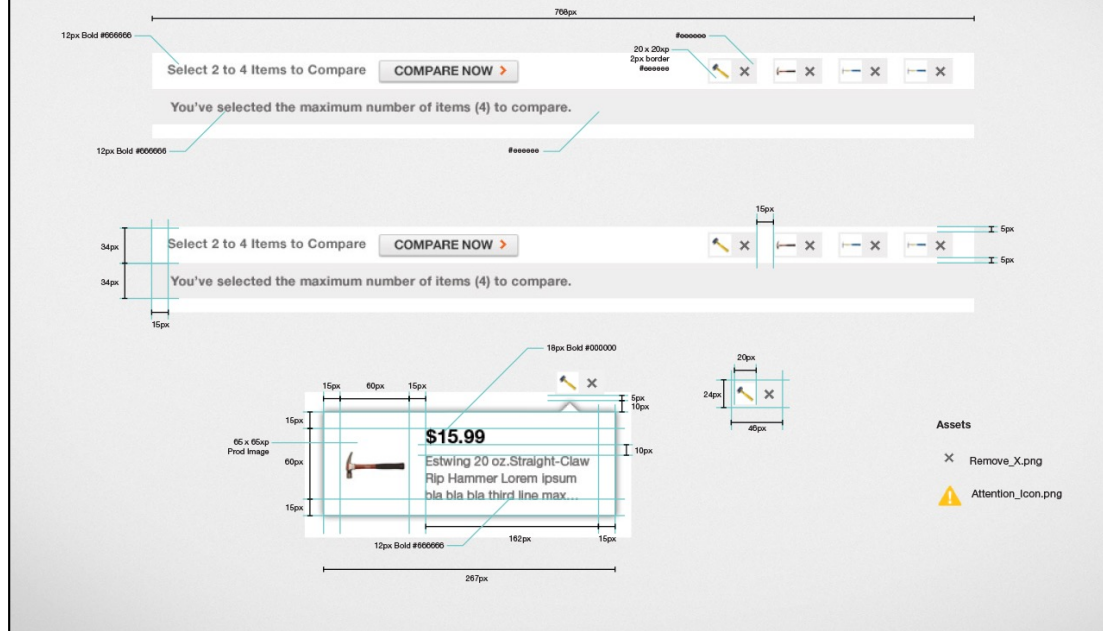
Product Compare



Product Compare

- Worked closely with IT
- IT Developed a POC

Product Compare



Product Compare

- Minimal UX effort from POC to Final Design

Product Compare

FREE SHIP TO STORE¹ OR HOME² ON OVER 500,000 ITEMS³. NEED IT NOW? BUY ONLINE AND PICK UP IN STORE¹.

THE HOME DEPOT
More saving. More doing.

Tool & Truck Rental | Installation Services and Repair | Gift Cards | Help **Cart 2**

Your Store: **Wages drive #117** (Change) Local Ad | Store Finder | Credit Center | Savings Center

Shop By Department **Search All** hammer **Project: How-To** Hello Sean, Your Account

Home > Text Search > hammer > Tools & Hardware > Hand Tools > Hammers > Claw Hammers

Showing Results for "hammer"

Related Searches: rubber mallet; sledge hammers; ball peen hammer
Related Categories: Ball-Peen Hammers; Claw Hammers; Corded Hammer Drills

Filter By: ☒ All Products (112) ☐ In Store (14) **Wages drive #117** (Change) Sort By: Best Match

Filter by: How To Get It Price Brand Ratings

Products & Services —
Products (112)

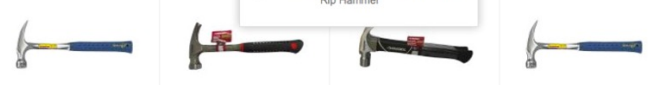
Select 2 to 4 items to Compare **COMPARE**

☒ **COMPARE NOW** ☐ SELECT TO COMPARE

Department —
◀ All Departments
◀ Tools & Hardware
◀ Hand Tools
◀ Hammers
Claw Hammers

Price —
☐ \$0 - \$10 (10)

\$27.47
Estwing 20 oz. Straight-Claw Rip Hammer



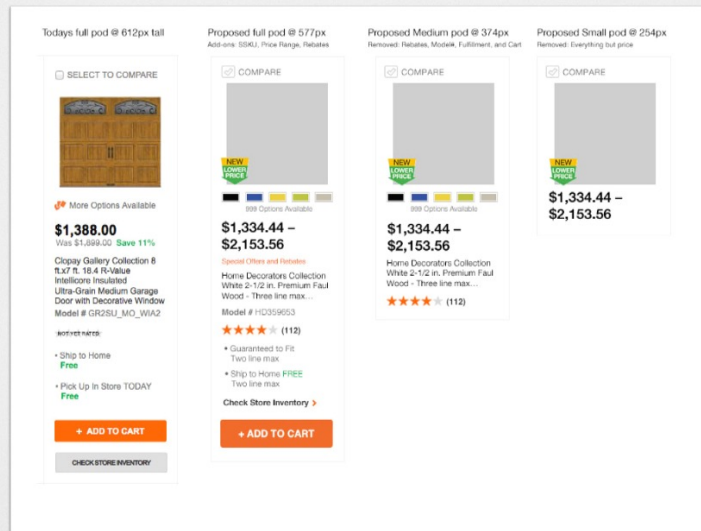
Product Compare

- IT Development
- Live

Whats Next?

Whats Next?

Product Pods

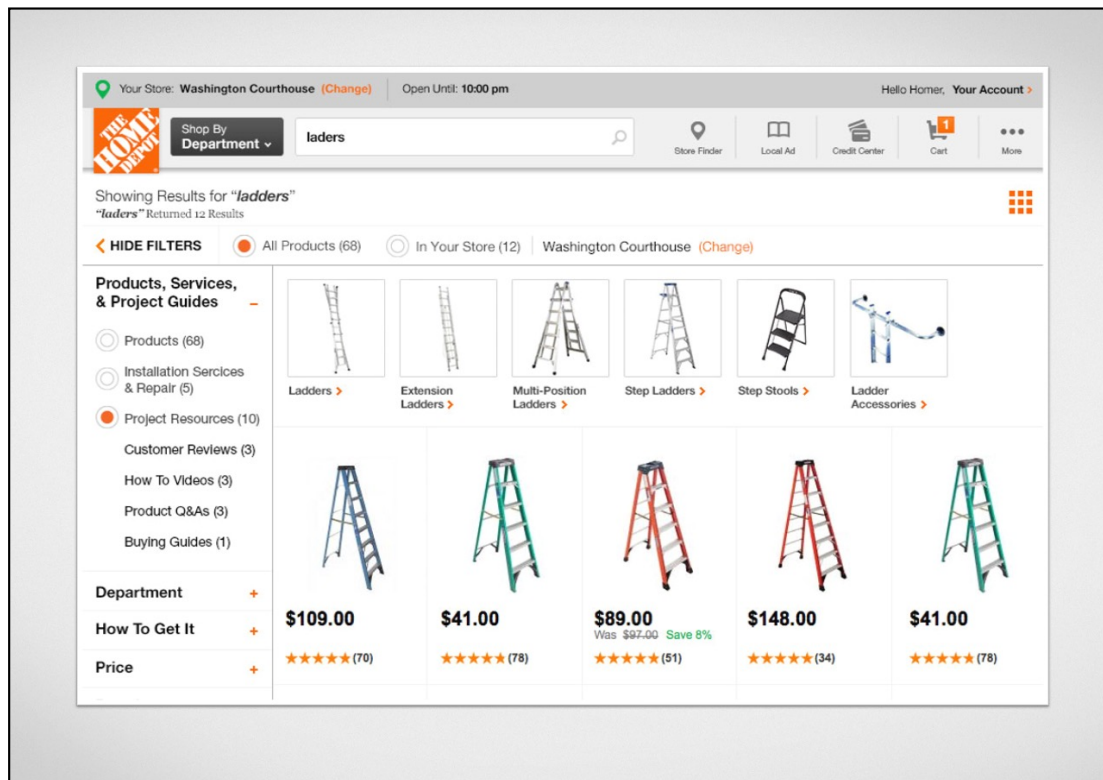


Product Pods

- **Grid View**

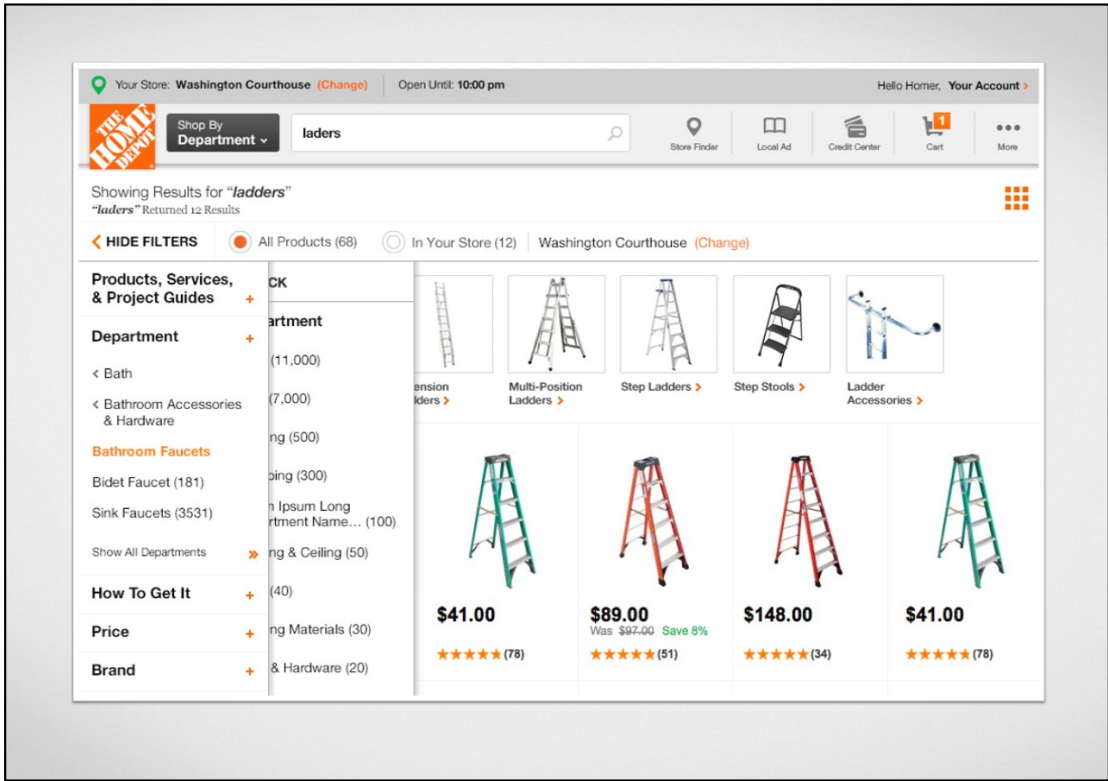
From the left

- Our current product pod
- Updated product pod with SSKU and Price Range
- Medium Pod
- Mini Pod



Tablet

- Incorporating the new visual navigation
- Global filters
- And Left Navigation



Tablet

- View More flyout



THANK YOU

Thank You