

The Home Depot:

Product List Page Search and Filter Functions

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Situation

Search Result PLP Pages Not Performing

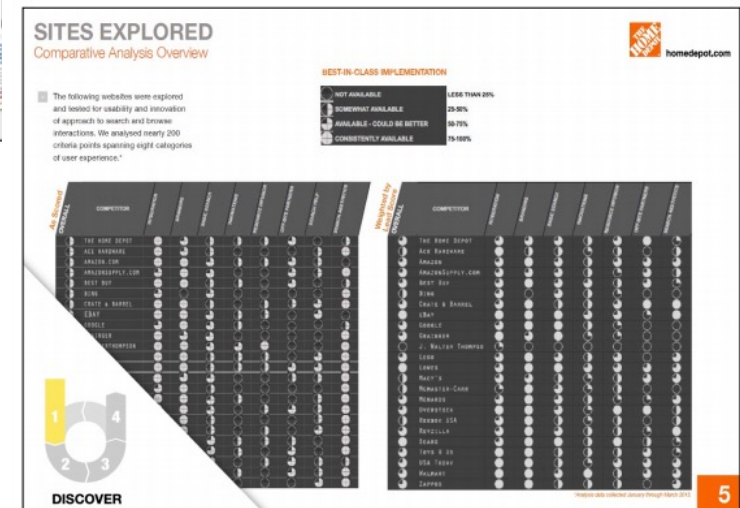
Despite site search and on-page filters, customers weren't finding their desired product.

CSAT, analytics, heatmaps and eye-tracking data indicated >50% of Visitors:

1. Weren't using ANY filter functions past the first two or three category groups
2. Restarted (or abandoned) their current PLP experience if desired product didn't appear within first 2 pages



Statistical data led us to realize
PLPs were underperforming

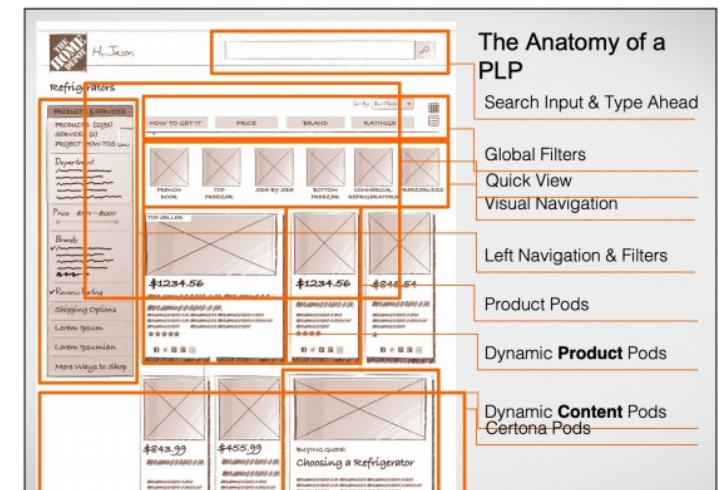
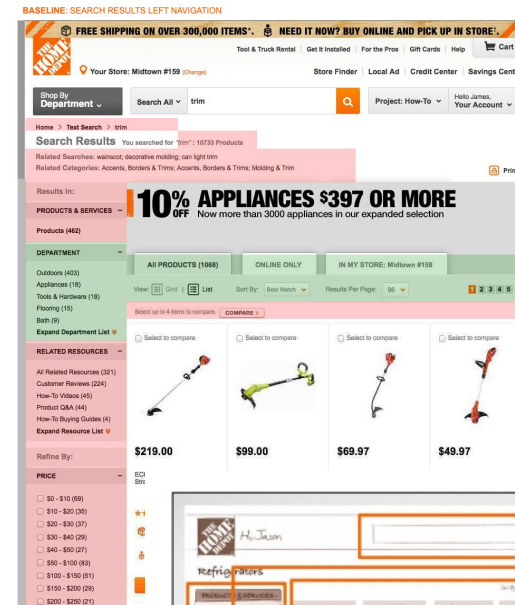


Task

Findability Solution

Heatmaps and eye-tracking exercises confirmed:

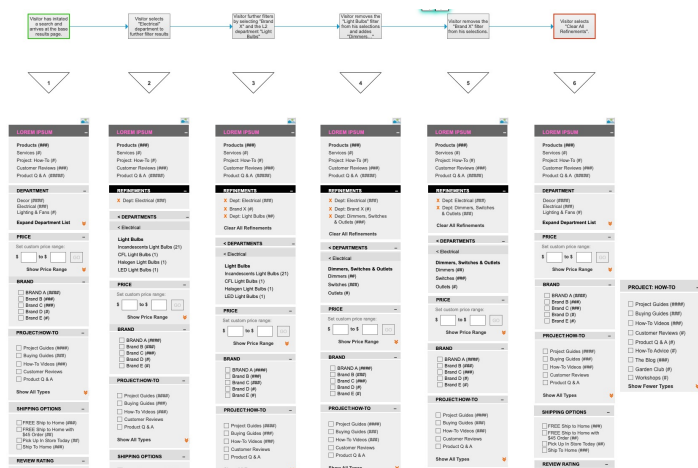
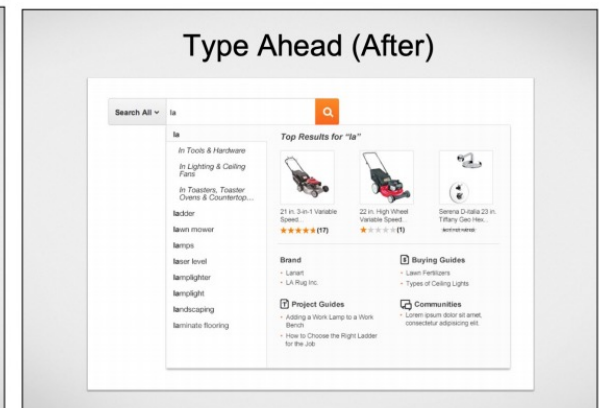
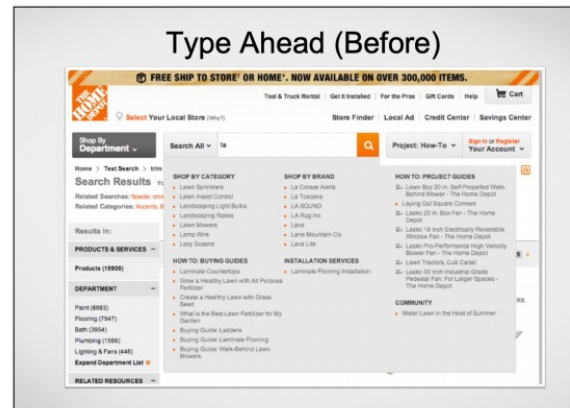
1. People expected their search/navigation experience to get them much closer to desired product(s)
 2. Few re-visited the filters area once they'd focused on the product selections area of the page
 3. Once visitors began to “scroll the aisles” downward, filter use dropped off drastically
- Visitors were overwhelmed by filters – the paradox of choice provoked them to prefer scanning the product images over manipulating data options
 - The density of the filter visual designs was causing a type of “banner blindness”



Actions

I used competitive data, journey mapping, user feedback and heuristics to test the following hypotheses:

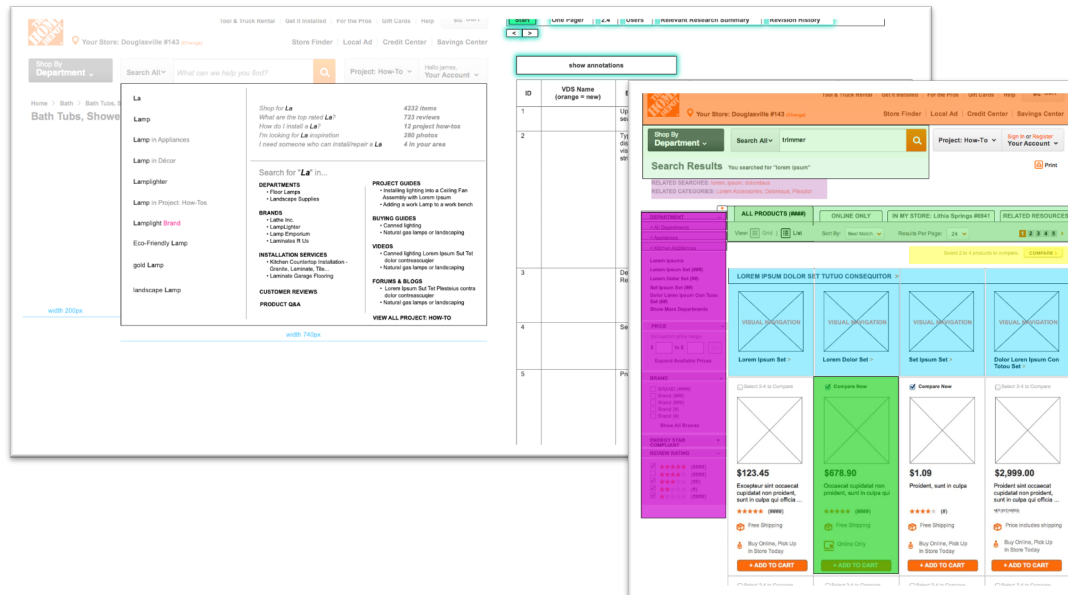
- Search needed to perform as an “apron in the aisles” using “type ahead” to prompt visitors for more details prior to the results PLP
- Filters needed to be less dense and take less vertical scrolling to operate



Actions *(continued)*

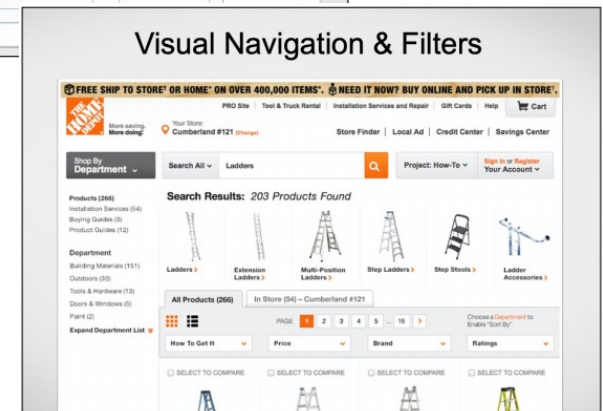
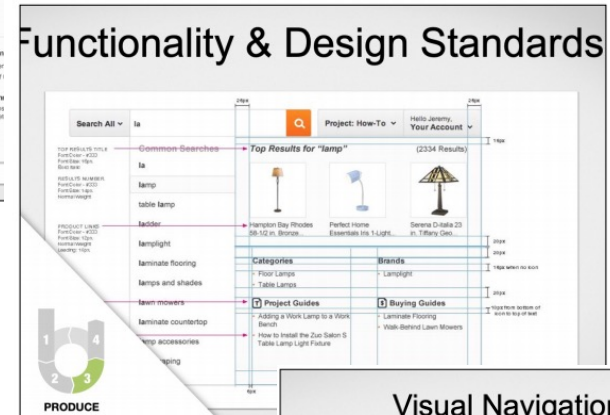
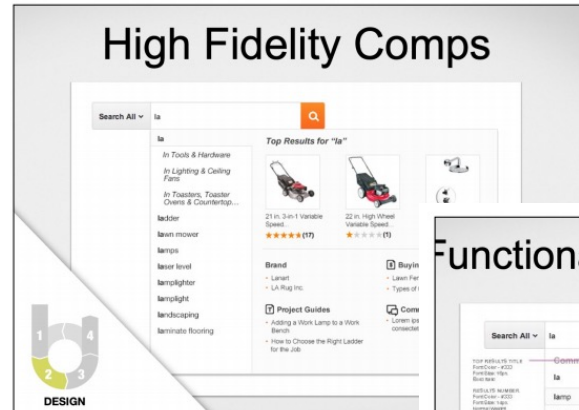
I created wireframes, flows and prototypes using Axure to illustrate variances.

These were produced into A/B tests and positioned in affected departments/categories throughout the site.



Results

- ✓ Successful A/B test throttles show decided improvement – leading to site wide adoption
- ✓ A 20% improvement in PLP conversion to product pages within first 2 screens
- ✓ THD was recognized by NNG for its innovative product findability solutions
- ✓ Our team was awarded a “Best of the Web” for our search feature



[SEARCH RESULTS \(axshare.com\)](https://www.axshare.com)