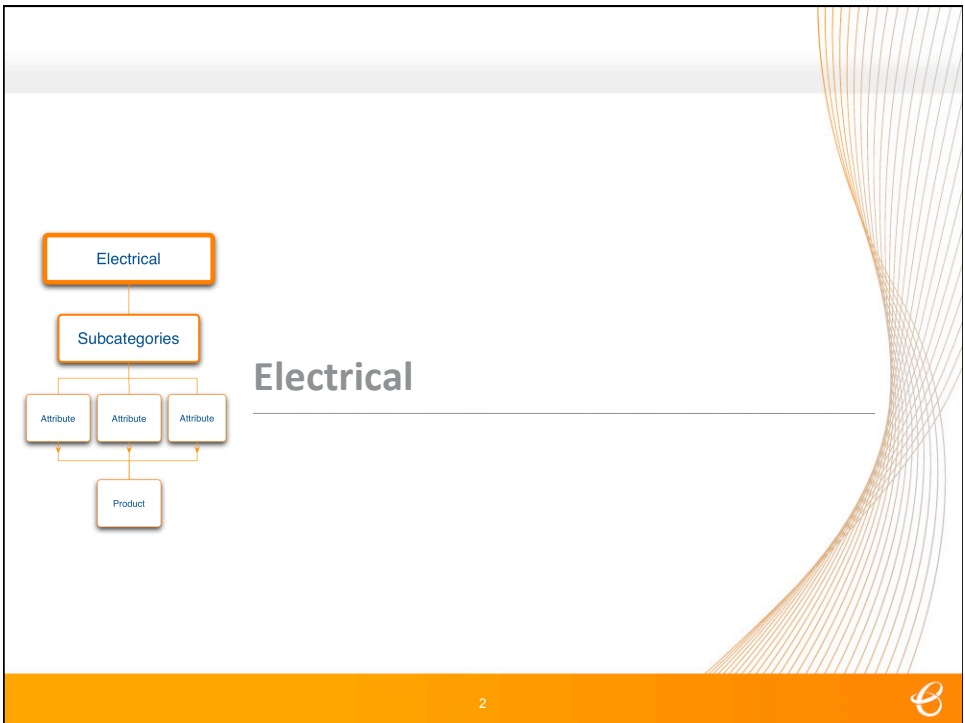




Engauge | THE HOME DEPOT


Electrical Taxonomy Recommendations Meeting
March 23, 2009

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Presentation Overview


- **Project Goal**
- **Tools/Processes Assembled**
- **What We Discovered**
- **Recommendations**
- **Next Steps**

3 

Project Goals

The purpose of taxonomy is to arrange items into unique, logical subcategories.

Critical Issues	Solutions	ROI
Speak in the visitor's language	Choose verbiage that the visitor would choose	Increases the visitors confidence and eliminates miscommunications
Strengthen path "scents"	Unique paths using visitor's vocabulary	Quicker, more successful access to desired products
Reduce visual and contextual clutter	Eliminate items that throw the visitor off path	Fewer unsatisfactory route experiences – greater visitor confidence
Highlight categories	Combine and reduce (rather than add) selections	This creates an emphasis to important subcategories
Create cross-sell opportunities	Use cross-referencing wisely	Up-sell and cross-sell lift

4 

Tools & Processes Assembled

- Background Materials
- DFM Interviews
- Heuristic Review – Site Baseline
- Competitor Analysis
- Behavioral Research
- Site Analytics



Tools & Processes Assembled

- Background Materials
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Taxonomy Review			
Electronics: Summary			
Current	Proposed-UE	DFM Comments	Insights & Notes
Electronics: Cameras & Camcorders			
Cameras & Camcorders	Cameras & Camcorders		
Camcorder (2,3)	Camcorder		
Camera Accessories (7)	Camcorder Accessories		Subdivide Accessories into the two main categories. Done by other competitors.
Digital Cameras (163)	Digital Camera Accessories		
	Digital Cameras & Bundles		
	Web Cams		Currently under home surveillance in Home Automation category. Most consumers probably would not go there to look for a web cam. Make a subcategory here and in the Computer category.
Photo Printers & Docking Stations (1)	Photo Printers & Docking Stations		
	Digital Frames		Moved from Small Electronics.
Electronics: Car Systems			
Current	Proposed-UE		Insights & Notes
Car Systems	Car Audio		
CB Radios (1)	CB Radios & Scanners		Not sure if this should be included at all. GPS & Navigation has its own category.
GPS & SatNav (12)	GPS & Navigation		In-Car Entertainment could be confusing: audio, video? (in DVD players). Competitors break this down at this level.
In-Car Entertainment (34)	CD Players		
	Multi-Media Players		
	Portable Radio		
	Car Audio Accessories		
Radar Detectors (1)	Radar Detectors		
Electronics: Computers & Software			
Current	Proposed-UE		Insights & Notes
Computers & Software	Computers & Office		
Computer Software (38)	Computer Software		
Computers (72)	Desktop Computers		High number of items to leave in one category.
	Notebook Computers		
	Drives & Storage		
	Monitors		
	Printers & Scanners		
	Networking		
	Computer Accessories		
	Laminators		
	Shredders		
Electronics: GPS & Navigation			
Current	Proposed-UE		Insights & Notes
GPS & Navigation	GPS & Navigation		
GPS & Navigation Accessories (20)	GPS & Navigation Accessories		Divide this category into 2. One for portable systems and one for regular.
Portable GPS & Navigation (7)	GPS & Navigation Systems		
	Portable GPS & Navigation		Consider removing GPS & Sat/Nav from Car Systems with the rename to Car Audio.
Electronics: Home Automation			
Current	Proposed-UE		Insights & Notes
Home Automation			This category is a category of miscellaneous items. Each of these items can be placed in another category. Consider whether this category is going to be developed further or is a business priority. If not, then consider removing the category.
Auto & Garage	Auto & Garage		Should be kept just under the Auto section.



Tools & Processes Assembled

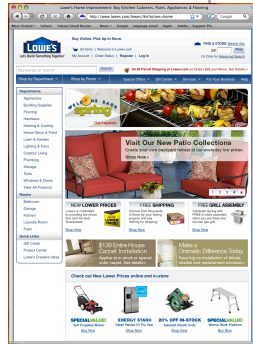
- Background Materials
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Tools & Processes Assembled

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Tools & Processes Assembled

- Background Materials
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The Home Depot – Electronics Outline of lowes.com
Last Modified: 3/22/2009 4:08 PM

[Lowes.Com Electrical Navigation]

Legend
Italic Items Indicate Attribute Filters Or Duplicate Links Within the Navigation
Highlighted Items Indicate Anomalies Within The Taxonomy Structure
 [OOS] = Out Of Scope Siblings

1. Audio, Video & Data

1.1. By Category

- 1.1.1. Antenna
- 1.1.2. Stock
- 1.1.3. Audio Accessories
- 1.1.3.1. Stock
- 1.1.3.2. Coax Cable / Speaker Wire
- 1.1.3.3. Stock
- 1.1.4. Data Accessories
- 1.1.4.1. Stock
- 1.1.5. F Connectors, Caps, Adapters, Plugs Etc
- 1.1.6. Phone / Cords / Speaker Wall Jacks
- 1.1.7. Speaker Wire
- 1.1.8. Speakers
- 1.1.9. Splitters
- 1.1.10. Transformers / Switches / Diplexers
- 1.1.11. Video Digital Products

2.2. Price

2.3. Brand

2.4. By Theme (See 2.6. By Theme)

2.5. Breakers

2.6. By Category

- 2.6.1. Double Pole Circuit Breakers
- 2.6.2. GFCI/AFI Breaker
- 2.6.3. Quadpole Pole Circuit Breakers
- 2.6.4. Single Pole Circuit Breakers
- 2.6.5. Tandem & Dual Breaker

2.7. Price

2.8. Brand

2.9. By Theme

Conduit & Fittings

3.1. By Category

- 3.1.1. Cable & Conduit Accessories
- 3.1.2. Conduit System Kits
- 3.1.3. Emt Conduit

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Page 1 of 1



Tools & Processes Assembled

- Background Materials
- Heuristic Review – Site Baseline
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The Home Depot – Electronics Outline of grainger.com
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[Grainger.Com Electrical Navigation]

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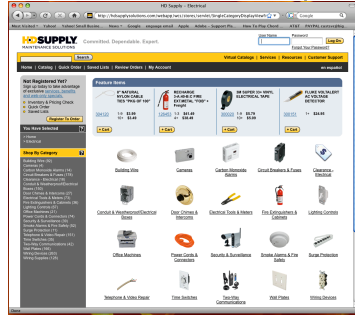
1. A

- 1.1. A/C
- 1.2. Abrasive
- 1.3. Abrasive Belts
- 1.4. Abrasive Blasters
- 1.5. Abrasive Blasting
- 1.6. Abrasive Disc
- 1.7. Abrasive Holders
- 1.8. Abrasive Mandrels
- 1.9. Abrasive Pads
- 1.10. Abrasive Bolts
- 1.11. Abrasive Sheet
- 1.12. Abrasive Wheels
- 1.13. ABS Plastic
- 1.14. Absorbent
- 1.15. AC to DC Converters
- 1.16. Accelerators
- 1.17. Access
- 1.18. Access Doors
- 1.19. Accordion
- 1.20. Accumulator
- 1.21. Acetal Plastic
- 1.22. Acetaminophen
- 1.23. Acetic Acid
- 1.24. Acetylene
- 1.25. Acid
- 1.26. Acid-Resistant
- 1.27. Acoustical
- 1.28. Acrylic
- 1.29. Actuators
- 1.30. Actuators
- 1.31. ADA-Compliant
- 1.32. ADA-Regulatory
- 1.33. Adapter
- 1.34. Adapter Plates
- 1.35. Addresses
- 1.36. Address Books
- 1.37. Adhesion



Tools & Processes Assembled

- Background Materials
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The Home Depot – Electronics Outline of Hdsupplysolutions.com

Last Modified: 3/22/2009 4:08 PM

[HdSupply.Com Electrical Navigation]

Legend
 *Italic Items Indicate Attribute Filters Or Duplicate Links Within the Navigation
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 [OOO] = Out Of Scope Siblings

1. Building Wire

1.1. Shop By Features

- 1.1.1. * GSA Approved
- 1.1.2. * Lower Price
- 1.1.3. * New Part
- 1.1.4. * UL Listed

1.2. Shop By Price

Cameras

2.1. Shop By Features

- 2.1.1. Lower Price

2.2. Shop By Price

Carbon Monoxide Alarms

3.1. Shop By Features

- 3.1.1. GSA Approved
- 3.1.2. Lower Price
- 3.1.3. New Part
- 3.1.4. UL Listed

3.2. Shop By Price

Circuit Breakers & Fuses

4.1. Shop By Features

- 4.1.1. GSA Approved
- 4.1.2. In-Stock Guarantee
- 4.1.3. New Part
- 4.1.4. UL Listed 5
- 4.1.5. UL Recognized

4.2. Shop By Price

Clearance - Electrical

5.1. Shop By Features

- 5.1.1. GSA Approved
- 5.1.2. Lower Price
- 5.1.3. UL Listed

5.2. Shop By Price

Conduit & Weatherproof/Electrical Boxes

6.1. Shop By Features

- 6.1.1. GSA Approved
- 6.1.2. In-Stock Guarantee
- 6.1.3. Lower Price

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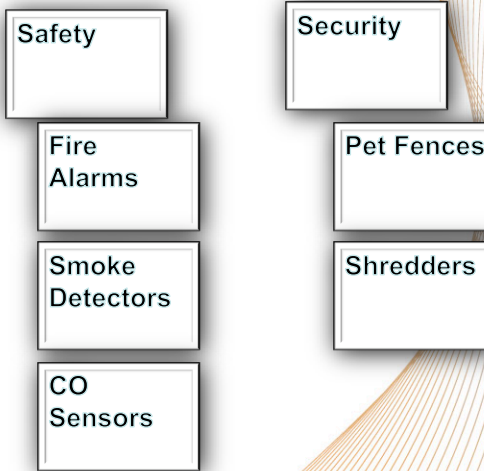
Page 1 of 1

HD Supply



Tools & Processes Assembled

- Background Materials
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Recommendations

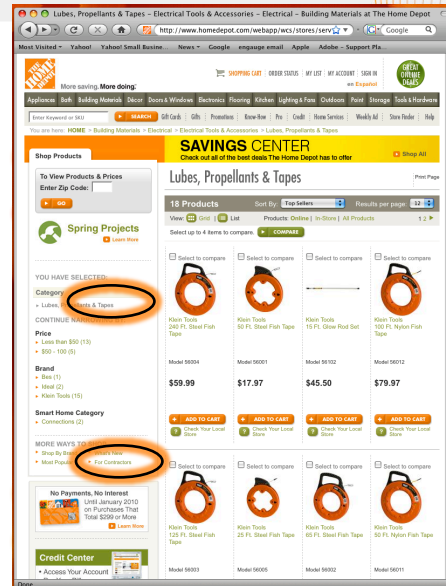
- Verbiage/Jargon
- Hierarchies
- Placement/Organization
- Visual Emphasis
- Cross-Referencing

Critical Issues	Solutions	ROI
Speak in the visitor's language	Choose verbiage that the visitor would choose	Increases the visitors confidence and eliminates miscommunications
Strengthen path "scents"	Unique paths using visitor's vocabulary	Quicker, more successful access to desired products
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Create cross-sell opportunities	Use cross-referencing wisely	Up-sell and cross-sell lift



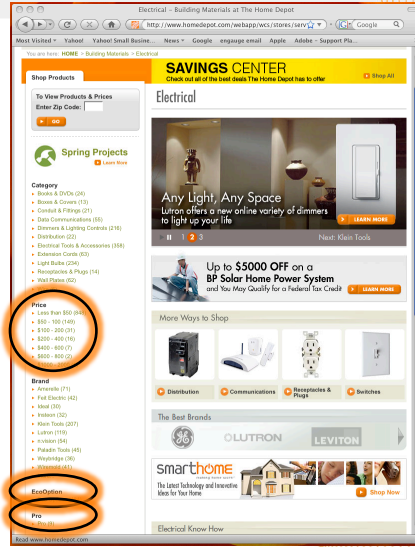
What We Discovered

- Minor Verbiage/Jargon Issues
- Moderate Hierarchy Issues
- Major Placement/Organization (site wide)
- Visual Emphasis
- Cross-Referencing



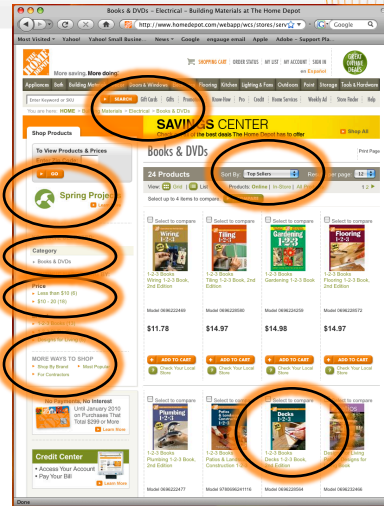
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What We Discovered

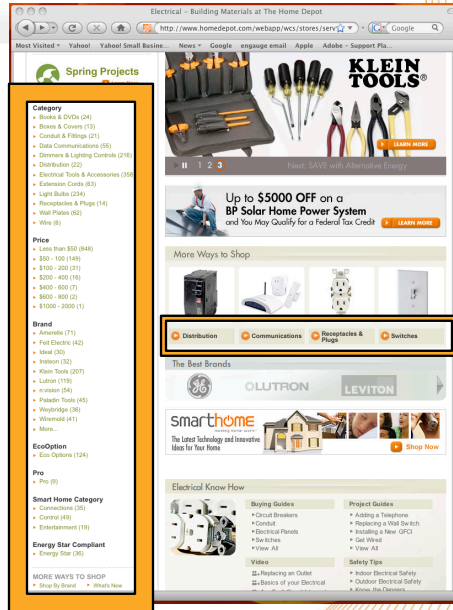
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What We Discovered

- Verbiage/Jargon
- Hierarchies
- Placement/Organization
- **Visual Emphasis**
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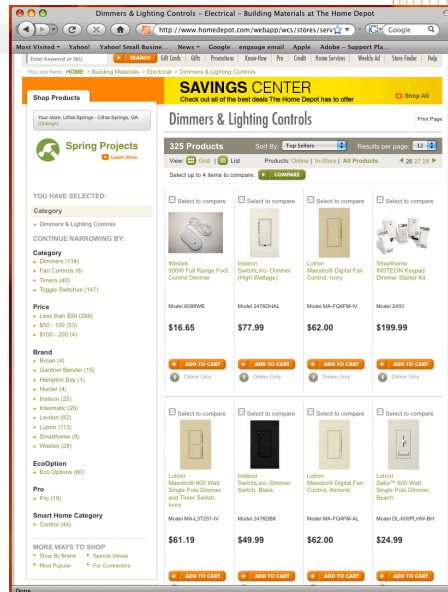
Too many selections of too similar size and emphasis.



What We Discovered

- Verbiage/Jargon
- Hierarchies
- Placement/Organization
- **Visual Emphasis**
- Cross-Referencing

No convenient way to select a cross- or up-sell opportunity.

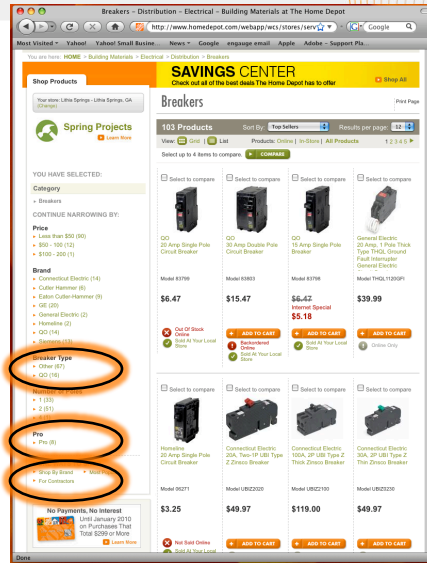


Recommendations

- Verbiage/Jargon
- Hierarchies
- Placement/Organization
- Visual Emphasis
- Cross-Referencing

Allow the page content to present the product quality as "Pro worthy".

Focus the taxonomy to cater to the lowest common denominator: The consumer.



Recommendations

- Verbiage/Jargon
- Hierarchies
- Placement/Organization
- Visual Emphasis
- Cross-Referencing

Keep the hierarchies clearly defined and minimally tiered.

Don't present product-specific filters too early in the path "scent" process.

1. **Category**
 - 1.1. Audio, Visual & Data Communications
 - 1.2. Breakers & Distribution Load Centers
 - 1.3. Dimmers & Lighting Controls
 - 1.4. Electrical Boxes, Conduit & Fittings
 - 1.5. Electrical Tools
 - 1.6. Extension Cords & Cord Management
 - 1.7. Light Bulbs
 - 1.8. Safety & Security Devices
 - 1.9. Receptacles & Plugs
 - 1.10. Wall Plates
 - 1.11. Wire
2. **Category Page Fragments**
 - 2.1. Hero
 - 2.2. Explore The Brands You Trust
 - 2.3. Shop Our Extensive Product Selection
 - 2.4. Make An Informed Purchase
 - 2.4.1. Buying Guides
 - 2.5. Do It Yourself
 - 2.5.1. Books & DVDs
 - 2.5.2. Project Guides
 - 2.5.3. Videos
 - 2.6. Banner Advertisements and Call Outs

Recommendations

- Verbiage/Jargon
- **Hierarchies**
- Placement/Organization
- Visual Emphasis
- Cross-Referencing

Keep the hierarchies clearly defined and minimally tiered.

Don't present product-specific filters too early in the path "scent" process.

```

1. Category
1.1. Audio, Visual & Data Communications
1.1.1. Cables
1.1.1.1. Brand
1.1.1.2. Networking
      1.1.1.2.1. Brand
      1.1.1.2.2. Price
      1.1.1.2.3. Wire Type
      1.1.1.2.4. Wire Gauge
1.1.1.3. Pre-Made Cables
      1.1.1.3.1. Brand
      1.1.1.3.2. Price
      1.1.1.3.3. Wire Type
      1.1.1.3.4. Wire Gauge
1.1.2. Door Chimes & Intercoms
1.1.2.1. Buttons, Wall Plates & Accessories
1.1.2.2. Chime Boxes
      1.1.2.2.1. Bell Chime
      1.1.2.2.2. Electronic & Recordable
      1.1.2.2.3. Wireless
      1.1.2.2.4. Specialty
1.1.2.3. Intercoms
      1.1.2.3.1. Indoor
      1.1.2.3.2. Indoor/Outdoor
      1.1.2.3.3. Security & Remote Access
1.1.3. Installations & Accessories
1.1.3.1. Brand
      1.1.3.1.1. Price
1.1.3.2. Connectors
1.1.3.3. Tools & Testers
      1.1.3.3.1. Brand
      1.1.3.3.2. Price
1.1.3.4. Surge Protectors
1.2. Breakers & Distribution Load Centers
1.2.1. Breakers
1.2.1.1. Brand
      1.2.1.1.1. Price
1.2.1.2. Breaker Type
      1.2.1.2.1. Brand
      1.2.1.2.2. Price
1.2.1.3. Number Of Poles
      1.2.1.3.1. Brand
      1.2.1.3.2. Price
1.2.2. Disconnects & Safety Switches
1.2.3. Fuses
1.2.3.1. Brand
1.2.3.2. Price
    
```

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Recommendations

- Verbiage/Jargon
- **Hierarchies**
- Placement/Organization
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- Cross-Referencing

Keep the hierarchies clearly defined and minimally tiered.

Don't present product-specific filters too early in the path "scent" process.

```

1.3. Dimmers & Lighting Controls
1.3.1. Dimmers
1.3.1.1. Brand
1.3.1.2. Price
1.3.2. Fan Controls
1.3.2.1. Brand
1.3.2.2. Price
1.3.3. Timers
1.3.3.1. Brand
1.3.3.2. Price
1.3.4. Toggle Switches
1.3.4.1. Brand
1.3.4.2. Price
1.3.5. Wall Plates & Accessories
1.3.5.1. Brand
      1.3.5.1.1. Price
1.3.5.2. Decorative
      1.3.5.2.1. Brand
      1.3.5.2.2. Price
      1.3.5.2.3. Type
1.3.5.3. Standard
      1.3.5.3.1. Brand
      1.3.5.3.2. Price
      1.3.5.3.3. Type
1.3.5.4. Type
      1.3.5.4.1. Combination Plates
      1.3.5.4.2. Dimmer Plates
      1.3.5.4.3. Switch Plates
      1.3.5.4.4. Wall Plate Accessories
            1.3.5.4.4.1. Screws
            1.3.5.4.4.2. Spacers
    
```

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Recommendations

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- Hierarchies
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Keep the hierarchies clearly defined and minimally tiered.

Don't present product-specific filters too early in the path "scent" process.

1.4.	Electrical Boxes, Conduit & Fittings		
1.4.1.	Conduit		
1.4.1.1.	Flex Conduit	1.4.1.1.1.	Brand
		1.4.1.1.2.	Price
1.4.1.2.	PVC Conduit	1.4.1.2.1.	Brand
		1.4.1.2.2.	Price
1.4.1.3.	Raceways	1.4.1.3.1.	Brand
		1.4.1.3.2.	Price
1.4.1.4.	Straight Metallic Conduit	1.4.1.4.1.	Brand
		1.4.1.4.2.	Price
1.4.1.5.	Brand	1.4.1.5.1.	Price
1.4.2.	Electrical Boxes	1.4.2.1.1.	Metal
		1.4.2.1.2.	PVC
		1.4.2.1.3.	Weatherproof
1.4.2.2.	Brand		
1.4.2.3.	Price		
1.4.3.	Fittings		
1.4.4.	Mounting Hardware		

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Recommendations

- Verbiage/Jargon
- Hierarchies
- Placement/Organization
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Keep the hierarchies clearly defined and minimally tiered.

Don't present product-specific filters too early in the path "scent" process.

1.5.	Electrical Tools & Accessories
1.5.1.	Brand
1.5.1.1.	Price
1.5.2.	Electric Testers
1.5.2.1.	Brand
1.5.2.2.	Price
1.5.3.	Electrical Fastening Devices
1.5.3.1.	Brand
1.5.3.2.	Price
1.5.4.	Electrical Tools
1.5.4.1.	Brand
1.5.4.2.	Price
1.5.5.	Lubes, Propellants & Fish Tape
1.5.5.1.	Brand
1.5.5.2.	Price
1.5.6.	Specialty Electrical Hardware
1.5.6.1.	Brand
1.5.6.2.	Price
1.5.7.	Wire Connectors
1.5.7.1.	Brand
1.5.7.2.	Price

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Recommendations

- Verbiage/Jargon
- **Hierarchies**
- Placement/Organization
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- Cross-Referencing

Keep the hierarchies clearly defined and minimally tiered.

Don't present product-specific filters too early in the path "scent" process.

1.6. Extension Cords & Cord Management

- 1.6.1. Cord Management**
 - 1.6.1.1. Brand
 - 1.6.1.2. Price
- 1.6.2. Indoor**
 - 1.6.2.1. Brand
 - 1.6.2.2. Price
- 1.6.3. Multi Outlet Converters**
 - 1.6.3.1. Brand
 - 1.6.3.2. Price
- 1.6.4. Outdoor**
 - 1.6.4.1. Brand
 - 1.6.4.2. Price
- 1.6.5. Specialty**
 - 1.6.5.1. Brand
 - 1.6.5.2. Price
- 1.6.6. Surge Protectors**
 - 1.6.6.1. Brand
 - 1.6.6.2. Price
 - 1.6.6.3. Number of Outlets
 - 1.6.6.3.1. Brand
 - 1.6.6.3.2. Price

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Recommendations


- Verbiage/Jargon
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Keep the hierarchies clearly defined and minimally tiered.

Don't present product-specific filters too early in the path "scent" process.

1.7. Light Bulbs

- 1.7.1. Brand**
- 1.7.2. Commercial**
 - 1.7.2.1. A/O Specialty
 - 1.7.2.2. PARS
 - 1.7.2.3. Reflectors
- 1.7.3. Decorative**
- 1.7.4. Floods**
- 1.7.5. Fluorescents**
- 1.7.6. Globe**
- 1.7.7. Halogen**
- 1.7.8. HID Lamps**
- 1.7.9. Incandescents**
- 1.7.10. Night Lights**
 - 1.7.10.1. Brand
 - 1.7.10.2. Style
 - 1.7.10.2.1. Automatic
 - 1.7.10.2.2. Manual
- 1.7.11. Specialty Bulbs & Lighting Changers**
 - 1.7.11.1. Bulb Types
 - 1.7.11.1.1. Brand
 - 1.7.11.1.2. A/O Specialty
 - 1.7.11.1.3. PARS
 - 1.7.11.1.4. Reflectors
 - 1.7.11.2. Changers

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Recommendations

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- Hierarchies
- Placement/Organization
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Keep the hierarchies clearly defined and minimally tiered.

Don't present product-specific filters too early in the path "scent" process.

- 1.8. Safety & Security Devices**
 - 1.8.1. Brand**
 - 1.8.2. Pet Security**
 - 1.8.2.1. Brand
 - 1.8.3. Fire Alarms, Smoke Detectors & Carbon Monoxide Sensors**
 - 1.8.3.1. Brand
 - 1.8.3.2. Combination
 - 1.8.3.3. Carbon Monoxide Sensors
 - 1.8.3.4. Smoke Detectors
 - 1.8.4. Home Security**
 - 1.8.4.1. Access Control (see Intercoms & Remote Access)
 - 1.8.4.2. Hardwired Systems
 - 1.8.4.3. Security Cables
 - 1.8.4.4. Sensors
 - 1.8.4.5. Wireless Systems
 - 1.8.4.5.1. Brand
 - 1.8.5. Office Shredders**

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Recommendations

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Keep the hierarchies clearly defined and minimally tiered.

Don't present product-specific filters too early in the path "scent" process.

- 1.9. Plugs & Receptacles**
 - 1.9.1. Brand**
 - 1.9.2. Plugs & Connectors**
 - 1.9.2.1. Brand
 - 1.9.2.2. Price
 - 1.9.3. Receptacles**
 - 1.9.3.1. Brand
 - 1.9.3.2. Price
 - 1.9.4. Specialty**
 - 1.9.4.1. Brand
 - 1.9.4.2. Price

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Recommendations

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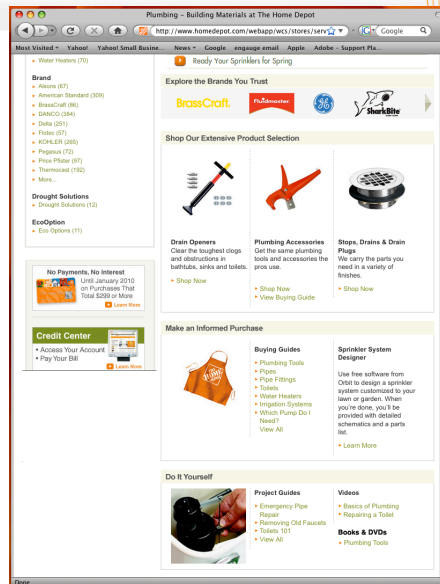
Don't present product-specific filters too early in the path "scent" process.

- 1.1.1. Wire
 - 1.1.1.1. Brand
 - 1.1.1.1.1. Price
 - 1.1.1.2. Bell & Thermostat
 - 1.1.1.2.1. Brand
 - 1.1.1.2.2. Price
 - 1.1.1.3. Specialty
 - 1.1.1.3.1. Brand
 - 1.1.1.3.2. Price

Recommendations

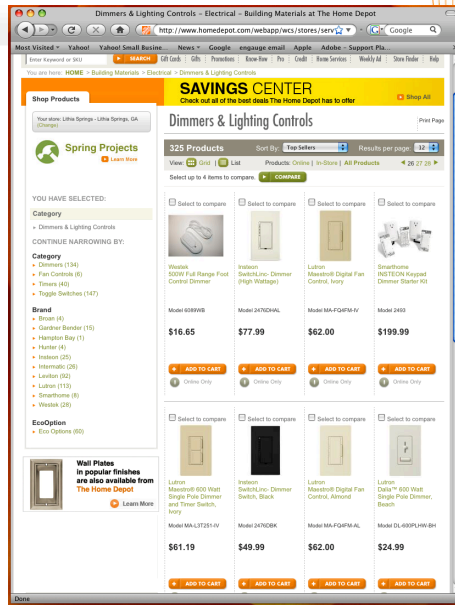
- Verbiage/Jargon
- Hierarchies
- Placement/Organization
- Visual Emphasis
- Cross-Referencing

Relocate or remove page contexts that compete with the navigation leading to category's products.



Recommendations

- Verbiage/Jargon
- Hierarchies
- Placement/Organization
- Visual Emphasis
- Cross-Referencing



Next Steps

- DFM Input
- Behavioral Research
- Implementation
 - Site Analytics
 - Refinements

Taxonomy Review			
Electrical: Summary			
Electrical Category Level	Proposed-UE	DFM Comments	Insights & Notes
Electrical	-		
Current			
Price	Remove		Price is presented too early in the navigational process. It should only appear once the customer has selected a product subcategory. This, in turn, will help improve/refresh navigation by removing one grouping of unnecessary selections.
Brand	Restructure of the Main Navigation		
EcoOption	Remove		
Pro	Remove		
Smart Home Category	Combine with Eco Options and Restructure of the Main Navigation		ProOption, Smart Home Category, and Energy Star Compliant should be combined. Also, since these selections aren't category-wide opportunities, they should be removed from the main navigation and highlighted elsewhere within the category page fragments. They should only be added as filters within the main navigation once the customer has navigated to relevant product subcategories.
Energy Star Compliant	Combine with Eco Options and Restructure of the Main Navigation		
More Ways to Shop	Restructure of the Main Navigation		"More Ways to Shop" should lead to category specific pages or else be removed from the main category navigation fragment to help clarify the destination includes THD site-wide content.
Electrical: Books & DVDs			
Current			
Proposed-UE	Review or move to a separate page fragment such as "Do It Yourself".		
Books & DVDs			
			Electrical Books and DVDs are "How To" items; they should be moved to a more logical location within the page. We recommend the page be reorganized to highlight - in a consistent location - all Project related information outside the sidebar taxonomy. See "Plumbing" category "Do It Yourself" fragment for illustration of the most logical location.
			If the intent is to keep this link within the main category navigation, it needs to lead solely to category specific entries to prevent confusing the customer.
Electrical: Boxes & Covers			
Current			
Proposed-UE	Electrical Boxes, Conduit & Fittings		
Boxes & Covers			
Price	Include at product-type level only		All "housing" related items can be grouped together in order to promote the sense of unity, cross-referencing among these items. This will also allow the navigation to contain one less entry: strengthening the consumer's sense of "next" confidence.
Brand	Do change		
Pro	Remove		Price should only be listed as a filter after the shopper has completely entered into a product subcategory.
Smart Home Category	Combine with Eco Options and Restructure of the Main Navigation		Need to investigate whether "Pro" truly adds value as a filter within the category.
Energy Star Compliant	Combine with Eco Options and Restructure of the Main Navigation		
More Ways to Shop	Restructure of the Main Navigation		
Electrical: Conduits & Fittings			

Questions/Discussion

- Discuss DFM Input and Turnaround
 - Concurrent with Behavioral Research?
- Behavioral Research
 - Closed Card Sorting Exercises
- Phase II Implementation Deliverables
 - Controlled Vocabulary (Standard Terms List)
 - Wireframes
 - Content And Assets Creation
 - Technological Issues

