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2016-11-18 Geek Squad Elite TV Package

Status: **COMPLETE**

Requested date for test: November 22, 2016

UserTesting page: <https://www.usertesting.com/dashboard/folders/default/studies/T5w3Qv6ErFM>

Overview

Many of the top TVs on the Best Buy site come with a Geek Squad Elite package that includes a wall mount, installation/mounting, and Geek Squad support. This test aims to measure user awareness of this offer, as well as how well users understand the process and how easily they can find other products that include this offer. In the next two weeks, updates will be made to how this package is messaged on the site, and we will conduct further testing to see whether the changes are effective compared to the current experience.

Hypothesis

The current presentation of information for the Geek Squad Elite TV packages is confusing, and it's difficult to find products that also have the same offer.

Executive Summary

Users generally found the new Smart Home experience more educational and engaging.

Objective	Findings
Measure awareness of the Geek Squad Elite TV packages	<ul style="list-style-type: none">• 3 of 7 users noticed the included Geek Squad package on PDP
Determine how well users understand the process: <ul style="list-style-type: none">• What items/services are included in the package?• How does the user go about getting each of these items?	<ul style="list-style-type: none">• 5 of 7 users knew that the package included a free mount and installation• 2 of 7 users knew that the scheduled delivery of the TV wasn't included for free• 4 of 7 users knew that they would receive an email after purchase• 4 of 7 users knew that TV delivery, mount delivery, and installation doesn't happen on the same day

Measure ease of finding products with the same offer attached	<ul style="list-style-type: none"> • All users were successfully able to find another TV with the same offer attached • When asked on a scale of 1 (very difficult) to 5 (very easy) how easy it was to find: <ul style="list-style-type: none"> • Average rating was 3.6 out of 5 • Users generally picked another TV at random to see if they could find one with the same offer: <ul style="list-style-type: none"> • A couple of users found the Geek Elite facet on the left side
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Objectives

- Measure awareness of the Geek Squad Elite TV packages
- Determine how well users understand the process:
 - What items/services are included in the package?
 - How does the user go about getting each of these items?
- Measure ease of finding products with the same offer attached

Participants

7 participants: Age 25-65+, Income 40k-150k, Canada

Methodology

7 users were selected on UserTesting.com using a screening process that chose only users who were interested in purchasing a mid- to high-end TV in the next 3 months. The users were presented with a PDP on BestBuy.ca for a Samsung 4K TV that includes the Geek Squad Elite service package, and given a set of tasks to complete on this page.

Test Plan

Screeener

1. Have you done testing on the Best Buy website within the last month?
 - a. Yes : [Reject]
 - b. No : [Accept]
2. In the next 3 months I'm looking to purchase the following:
 - a. Washer/Dryer : [May Select]
 - b. TV : [Must Select]
 - c. Laptop : [May Select]
 - d. Smartwatch : [May Select]
 - e. I'm not interested in purchasing anything : [Reject]
3. What best describes the TV you are planning to buy?
 - a. Top-of-the-line, newly released : [Accept]
 - b. High end with lots of features : [Accept]
 - c. An older model TV that is a good deal : [Reject]
 - d. A small, economy model : [Reject]

Introduction

You are shopping around for a 4K TV as part of a new home theatre room you are setting up. You want the room to look great when you're done so that friends and family are impressed on movie night.

Tasks

1. You've decided to check out this Samsung 4K TV first. Take a few minutes to look over the page. What information would you look for to help in your purchase decision?
2. Please answer honestly: Did you notice that there's a Geek Squad package included with the purchase of this TV? [Multiple Choice: Yes,

No]

3. Look through the page for more information about the Geek Squad package that's included with the TV, and click on the Learn More link to view more information about the offer.
4. Look over the information on this screen. Does this information make sense? Is there anything you find confusing? [Verbal Response]
5. Close the overlay to go back to the product page for the Samsung TV.
6. We're going to ask you a few questions about the Geek Squad package that's included with the TV. Talk through your reasons for your choice, and if you don't know the answer, choose 'I don't know'.
7. True or False: Elite TVs come with a free mount and free installation. [Multiple Choice: True, False, I don't know]
8. True or False: I can get free delivery of qualifying TV if I order online. [Multiple Choice: True, False, I don't know]
9. Please complete the sentence: To schedule a service when I purchase online... [Multiple Choice: ... I will be able to pick a date on the moment of purchase., ... I will receive an email up to two weeks after end of purchase, ... I will receive a phone call up to 24hrs after I make a purchase, I don't know]
10. True or False: The TV delivery, TV mount delivery and installation will happen all on one day. [Multiple Choice: True, False, I don't know]
11. Find another TV that includes the Geek Squad Elite TV package.
12. Did you complete the task successfully? [Success: Yes, No]
13. Overall, this task was: [Rating Scale: Very Difficult to Very Easy]
14. What would have made it easier to find other TVs that offer the same Geek Squad package? [Verbal Response]
15. How likely would a free Geek Squad package like this be to influence your purchase decision? Would it make you any more likely to choose this TV over another? [Rating Scale: Not at all likely to Very likely]

Questions

1. What did you find most confusing or frustrating about your experience?
2. If you had a magic wand, what would you want to improve on this site?

Recommendations

- Fix the overlay so it fits properly and doesn't get covered by the fixed header
- Reduce the amount of copy on the overlay to focus on what's included in the deal
- Make it easier for users to find other TVs that include the same package:
 - Options:
 - Creating a curated SSC/facet that is linked to from the TVs section and the Geek Squad Elite overlay in PDP
 - Marking the product images for products that include the offer with a badge that denotes that the Geek Squad package is included
- Avoid calling the TVs 'Premium 4K TVs' unless the Premium vs. Non-Premium grouping is easy for the users to distinguish between

2017-01-06 Geek Squad Elite TV Package Enhancement

Status: DONE

Requested date for test: January 06, 2017

UserTesting page: <https://www.usertesting.com/dashboard/folders/19185-ux-team-tests/studies>

New PDP with Offer	New Geek Squad Elite Overlay
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Overview

Many of the top TVs on the Best Buy site come with a Geek Squad Elite package that includes a wall mount, installation/mounting, and Geek Squad support. This test aims to measure user awareness of this offer, as well as how well users understand the process and how easily they can find other products that include this offer. In the next two weeks, updates will be made to how this package is messaged on the site, and we will conduct further testing to see whether the changes are effective compared to the current experience.

Hypothesis

The current presentation of information for the Geek Squad Elite TV packages is confusing, and it's difficult to find products that also have the same offer.

Executive Summary

- Hidden Online-delivery accordion is highly problematic, **1 of 7 participant** knew that TV, mount delivery, and installation did not happen in one day **compared to 4 of 7 participants** in the past test
- 7 of 7 participant** are aware that the Geek Squad Elite package includes a free mount and installation
- On a scale of 1 (very unlikely) to 5 (very likely) the **average rating of 3.9 of 5** a free Geek Squad package would influence a participant's purchase decision

Immediate Actions:

Change the In-store and Online content presentation so that content is not hidden.

Past vs New Findings, Observations, Recommendations

Please note that only 2 of the 7 users appeared to be fully engaged and committed to the test. In the last test, the delivery scheduling question has a incorrect answer therefore the answers should be disregarded.

Objective	Past Findings	New Findings, Observations	Recommendations and Observations
Measure awareness of the Geek Squad Elite TV packages	<ul style="list-style-type: none"> 3 of 7 users noticed the included Geek Squad package on PDP 	<ul style="list-style-type: none"> 3 of 7 users noticed the included Geek Squad package on PDP 4 of 7 users asked for visual indicators (possibly where the image was) to show that it was part of the Geek Squad package 	

	<p>Determine how well users understand the process:</p> <ul style="list-style-type: none"> • What items/services are included in the package? • How does the user go about getting each of these items? 	<ul style="list-style-type: none"> • 5 of 7 users knew that the package included a free mount and installation • 2 of 7 users knew that the scheduled delivery of the TV wasn't included for free • 4 of 7 users knew that they would receive an email after purchase • 4 of 7 users knew that TV delivery, mount delivery, and installation doesn't happen on the same day 	<p>Keep Online Delivery information always open:</p> <ul style="list-style-type: none"> • Instead of having accordions, possibly split the content into two headers so that information is always present <p>Rewrite Exclusion Copy:</p> <ul style="list-style-type: none"> • Users were confused with the exclusion statement and assumed that Geek Squad package was not included with the TV as its on sale. Exclusion copy needs to be rewritten so that users are aware of the specific blackout periods.
Measure ease of finding products with the same offer attached	<ul style="list-style-type: none"> • All users were successfully able to find another TV with the same offer attached • When asked on a scale of 1 (very difficult) to 5 (very easy) how easy it was to find: <ul style="list-style-type: none"> • Average rating was 3.6 out of 5 • Users generally picked another TV at random to see if they could find one with the same offer: <ul style="list-style-type: none"> • A couple of users found the Geek Elite facet on the left side 	<ul style="list-style-type: none"> • All users were successfully able to find another TV with the same offer attached • When asked on a scale of 1 (very difficult) to 5 (very easy) how easy it was to find: <ul style="list-style-type: none"> • Average rating was 4.4 out of 5 • 5 of 7 users used the breadcrumbs to go back to find a TV <ul style="list-style-type: none"> • 4 of 7 users guess and test to find another eligible TV • 1 of 7 users explicitly used the facet to find the eligible TV • 2 of 7 users used the new Geek Squad Elite page to find eligible TVs • 2 of 7 users clicked on the Geek Squad Protection icon located next to the overview section • 2 of 7 users suggested to add a recommendation section to show additional TVs that are part of the Geek Squad Elite package 	<p>Possible Methods to Enhance the ease of finding products with similar offers:</p> <ul style="list-style-type: none"> • Visual Markers: In the PDP and PLP, include visual markers so that users can quickly glance and figure out which products are part of the Elite package (Needs more user testing) • Recommendation Panel: Add the recommendation or similar product panel <p>How likely would the package influence your purchase:</p> <ul style="list-style-type: none"> • This will most definitely affect my purchasing decision

Objectives

- Measure awareness of the Geek Squad Elite TV packages
- Determine how well users understand the process:
 - What items/services are included in the package?
 - How does the user go about getting each of these items?
- Measure ease of finding products with the same offer attached
- Compare the performance with the old design and the results from the previous test

Participants

7 participants: Age 25-65+, Income 40k-150k, Canada

Methodology

7 users were selected on UserTesting.com using a screening process that chose only users who were interested in purchasing a mid- to high-end TV in the next 3 months. The users were presented with a PDP on BestBuy.ca for a Samsung 4K TV that includes the Geek Squad Elite service package, and given a set of tasks to complete on this page.

Test Plan

Screener

1. Have you done testing on the Best Buy website within the last month?
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 - c. Laptop : [May Select]
 - d. Smartwatch : [May Select]
 - e. I'm not interested in purchasing anything : [Reject]
3. What best describes the TV you are planning to buy?
 - a. Top-of-the-line, newly released : [Accept]
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3. Look through the page for more information about the Geek Squad package that's included with the TV, and click on the Learn More link to view more information about the offer.
4. Look over the information on this screen. Does this information make sense? Is there anything you find confusing? [Verbal Response]
5. Close the overlay to go back to the product page for the Samsung TV.
6. We're going to ask you a few questions about the Geek Squad package that's included with the TV. Talk through your reasons for your choice, and if you don't know the answer, choose 'I don't know'.
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9. Please complete the sentence: To schedule a service when I purchase online... [Multiple Choice: ... I will be able to pick a date on the moment of purchase., ... I will receive an email up to two weeks after end of purchase, ... I will receive a phone call up to 24hrs after I make a purchase, I don't know]
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14. What would have made it easier to find other TVs that offer the same Geek Squad package? [Verbal Response]
15. How likely would a free Geek Squad package like this be to influence your purchase decision? Would it make you any more likely to choose this TV over another? [Rating Scale: Not at all likely to Very likely]
16. Go to this link: <http://www.bestbuy.ca/en-CA/geek-squad-tv-services.aspx> Did you come across this page when you were trying to find a TV with the Geek Squad package included? [Multiple Choice: Yes, No]

Questions

1. What did you find most confusing or frustrating about your experience?
2. If you had a magic wand, what would you want to improve on this site?

Geek Squad Services for TVs

IN PROGRESS

- Main objective/problem statement
- Measure for objective
 - Flyer Banners PDF:
 - GSN056 - TV exclusive_new_v3.pdf
- Prototype
- Customer Flow
- Prototype:
- Mock Up (Updated with latest Copy - Nov 1st):
- Recommendations
 - Pages
 - Emails
 - Banners
 - PDP
 - Badge/Program Logo (see key concept)
- Questions
 - Key concept of online communication

Main objective/problem statement

1. Create greater awarness of all TVs that qualify for bundled services.
 - What the service is
 - Which TVs are eligible
2. Make sure the customer feels comforbale about the next step

Measure for objective

1. Traffic to PDP from SKU collection
2. Higher NPS? Opinion Lab?
3. Increased conversion on PDP

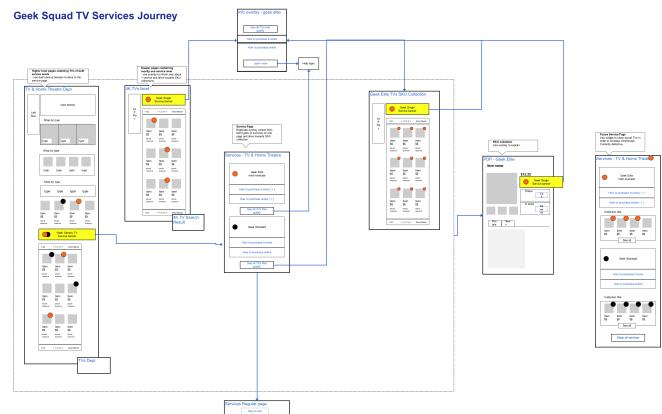
Flyer Banners PDF:



Prototype

http://dtl24vapsvn01/prototypes/BundledTVService/#g=1&p=geeksquad_bundled_tv_services

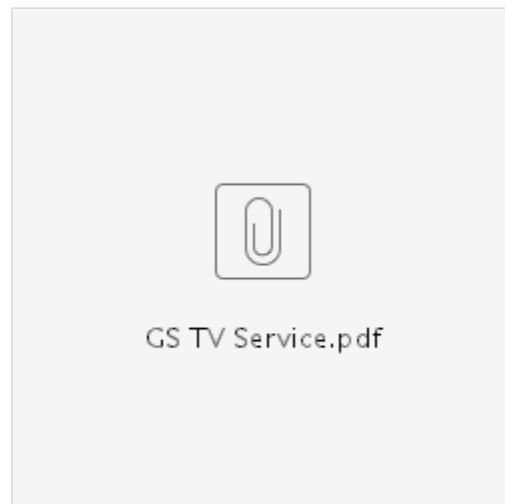
Customer Flow



Prototype:

http://dtl24vapsvn01/prototypes/BundledTVService/#g=1&p=geeksquad_bundled_tv_services

Mock Up (Updated with latest Copy - Nov 1st):



Long Term Variations on Product Listing Service Indication with **minify badge**:

Recommendations

Pages

- Create a central page and replace it as the homepage for Services > Setup & Install > TV & Home theatre
 - See TV journey for quick wireframe
 - Should contain prominent blackout dates as it's the only place where blackout is available
- Add a help topic that outlines all the steps in full detail (needs to be added to content team tasks)
 - This includes all emails sent, such as the thank you for your order email. This is important because when the instructions allude to an email with certain instructions and the thank you email arrives first, the customer will be confused.

Emails

Please note that both enhancements to emails require work from the User Generated Content stream:

- Mid-term: Update scheduled delivery email with relevant text.
- Long term: split TV scheduled delivery emails from Appliance emails for a more targeted message (would benefit appliances and tvs).

Banners

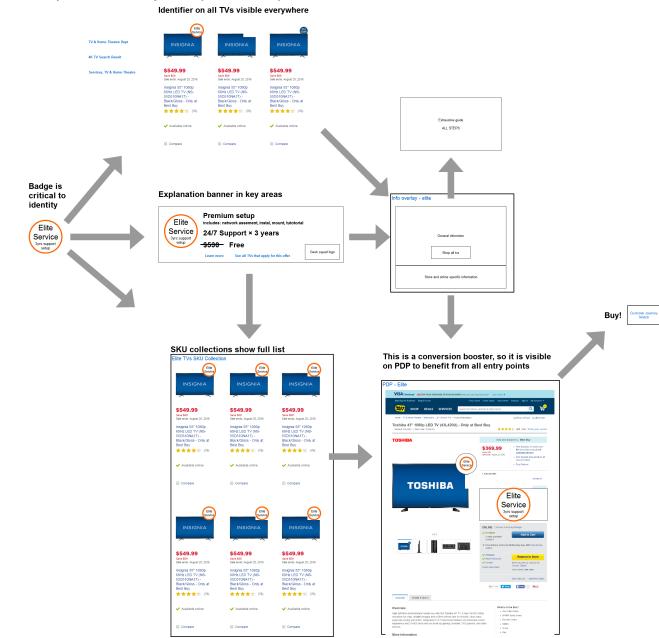
- Consider banner placement in tv search results as well as 4K TVs facet
- Display blackout periods on all banners (except badge)
 - Consider a deadline approach to blackout dates, and 'restarting' the program after blackout
 - Avoid on/off states (ie black fri off, cyber week on, boxing day off)
- Minor points on copy, in order to minimize clutter:
 - Instead of asterix/fine print treatment, use "free delivery for in store purchase"
 - Instead of claiming a value, just cross out the value and mention it's free

PDP

- Consider adding canned text to description re:please note that geek elite is not available on all TVs during <blackout dates>.

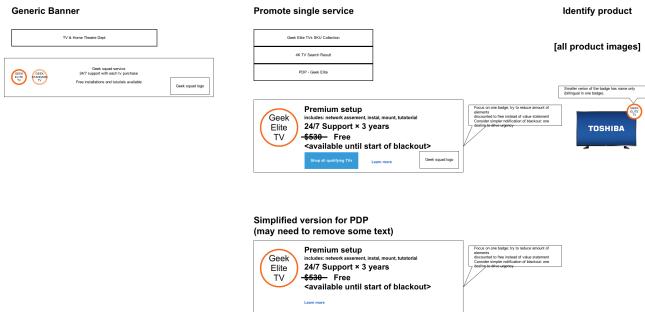
Key concept of online communication

Geeksquad services key concept for online promotion



Visual breakdown of components

This is a breakdown of banner types that we need and where we should use them.



Badge/Program Logo (see key concept)

- Consider a tiered approach: geeksquad standard and geeksquad elite to simplify online communication
 - If this cannot be done, then the UX recommendation is to focus on Geek elite only
- Recommend to remove the badges early before blackout begins and re-instate them afterwards
 - This means that there may be days where the promo is active, but the badges are not available, however all other banners will be live.

- Overlays
 - Reduce copy on informational overlays.
 - If absolutely necessary, create a help topic that is complete and tells ALL the steps
 - Focus on distinguishing steps and next steps
 - what's difference between this, and any other purchase
 - Consider focusing on next steps and do not explain every step because it reduces the chance of reading the important information
 - Consider moving some steps into offer propositions (ie wall mount included for free instead of wall mount will be added to cart)

Additional Longterm Recommendations

Utilize a pattern similar to req accessories to educate users on why they got a free mount with their purchase.

Utilize upsell and configure epic pattern

Questions

- How will MCf purchases work? Do the stores recommend Ship to store or Ship to home?
- Why is the 2 week email for support take so long? Where are users sent (after customers receive the email)?
- What will the process for service/installation sign up be (after customers receive the email)?
- Please provide an NPS baseline

2016-08-30 Meeting notes

Date

 29 Aug 2016

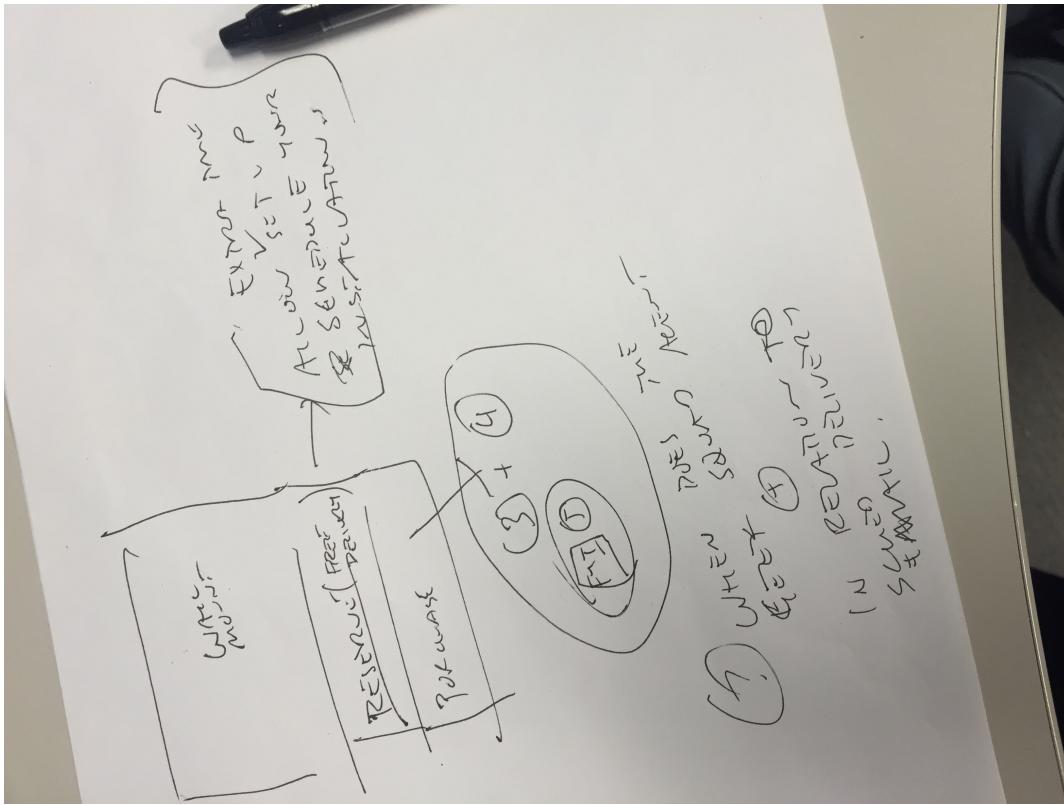
Attendees

- Wodzynski, Antek (Best Buy Canada)
- Louie, Nick (Best Buy Canada)

Goals

- Antek to show flow for banners
- Discuss overlay options

Discussion items



Action Items

- Louie, Nick (Best Buy Canada) create banners based on flow
- Wodzynski, Antek (Best Buy Canada) recommendations for overlay

2016-10-14 Meeting notes

Date

 14 Oct 2016

Attendees

- Wodzynski, Antek (Best Buy Canada)
- Rosenbloom, Kaya (Best Buy Canada)
- Bath, Sangita (Best Buy Canada)

Goals

- Next Steps for GS

Discussion items

- Central page that distinguishes the promotions right away
- Help topic and other copy dependancies
- No production submission required, Production Enhancement

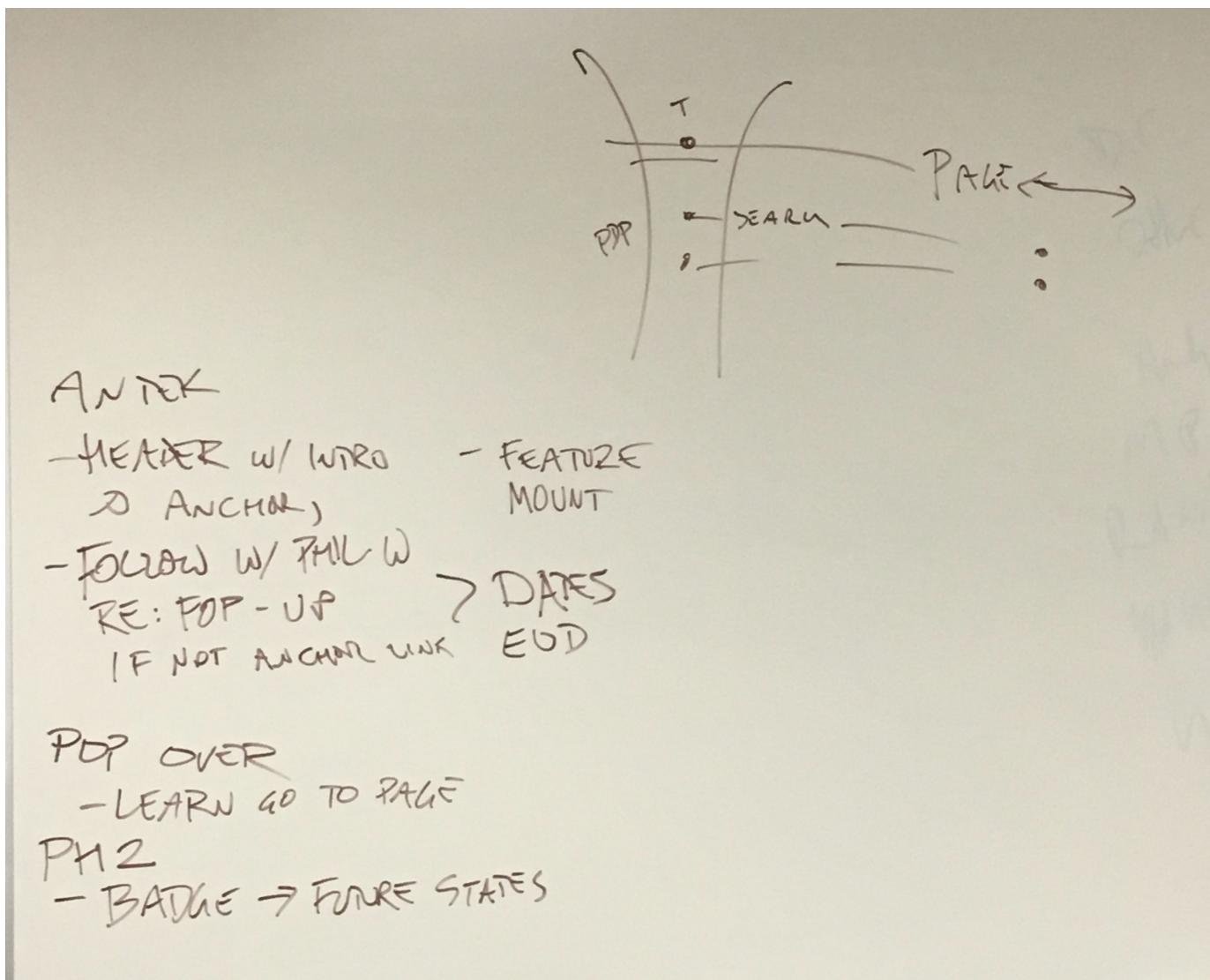
Action items

- Antek - look at flow, brand store
- Sangita - look at entry points
- Kaya - program messaging

2016-10-18 Meeting notes

Date

18 Oct 2016



Background for Geek Squad with comments

Screenshots of current experience

Name	Screenshot	Notes
Department banners		<ul style="list-style-type: none">• Stakeholder concerns over that geek elite is not called out.• We should look at hierarchy of education and branding

Search Result/PLP banner		<ul style="list-style-type: none"> • Stakeholder concerns over branding and missing programs • Usability concerns of over-badging
Informational popup		<ul style="list-style-type: none"> • Stakeholder concerns over finding product • UX concerns over too much obvious information obfuscating the differences this process and a regular purchase of any good

Competition/Inspiration

- Is there a similar BBY US experience Wodzynski, Antek (Best Buy Canada)
NO

Entry points

Any other marketing being done that will drive to TVs? Which pages?

Timeframe expectations

- Confirm with Kaya what brands to launch Wodzynski, Antek (Best Buy Canada)

Potential solutions

Page name	Screenshot	Notes
Flow	<pre> graph TD TVDept[TV DEPT] --> GeekElite[Geek Elite] GeekElite --> GeekSSC[Geek SSC] GeekSSC --> PDP[PDP] subgraph Banners [Banners] direction TB BBYExclusive[BBY Exclusive] --- BBYExclusiveSSC[BBY Exclusive SSC] GeekBanner[Geek Banner] --- GeekSSC end subgraph UIChanges [UI Changes] direction TB subgraph GeekEliteUI [Geek Elite] SORLHero[SORL Hero Banner: links to blog explaining detailed service] SORLMidbar[SORL Midbar Banner: "Shop All Elite TVs ON SALE"] end subgraph GeekSSCUI [Geek SSC] SORLHero[SORL Hero Banner: bullets explaining service] SORLMidbar[SORL Midbar Banner: "Shop BBY exclusive TVs ON SALE"] end subgraph PDPUI [PDP] UpdatedPDP[Updated PDP banner] UpdatedPopUp[Updated PDP pop up] end end </pre>	<ul style="list-style-type: none"> • UX concerns about the lack of the ability to compare
Department page		<ul style="list-style-type: none"> • UX concerns. Banner is very unclear.
Pop - Up		<p><input type="checkbox"/> Unknown User (phwong) to comment on creative</p> <ul style="list-style-type: none"> • Questions about branding
Solr SKU page		<ul style="list-style-type: none"> • UX concerns: While understandable, the use of badges really changes the information density • Why no geek elite logo

PDP		• UX Concerns over repeating information on such a small banner <input type="checkbox"/> Unknown User (phwong) comment on creative
PDP Overlay		

Customer Journey Sketch

