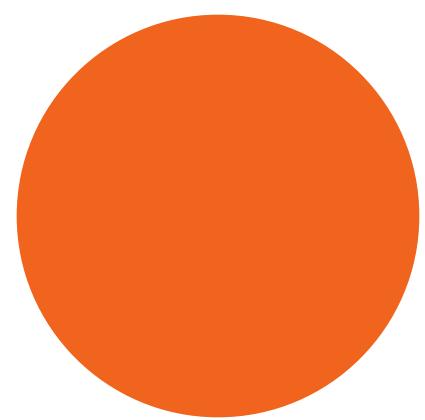
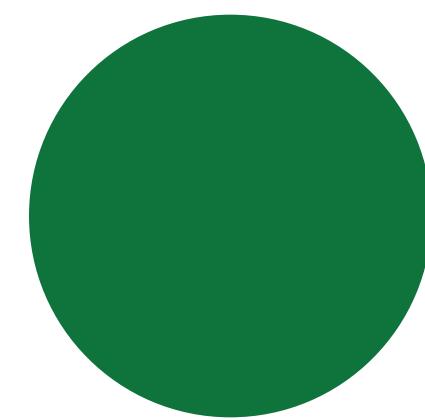


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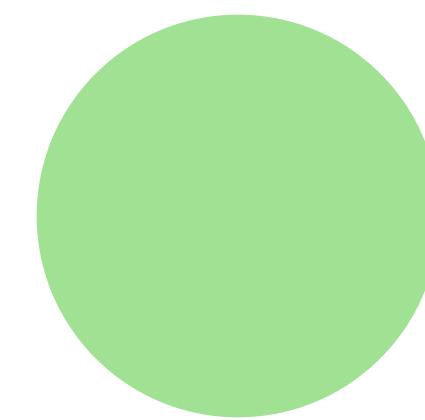


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Logo, background

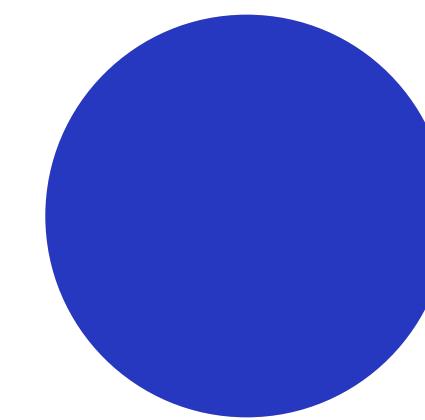
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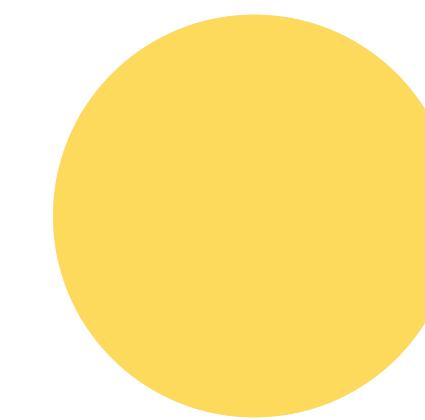
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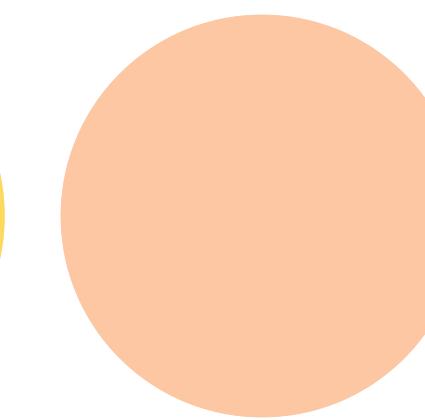
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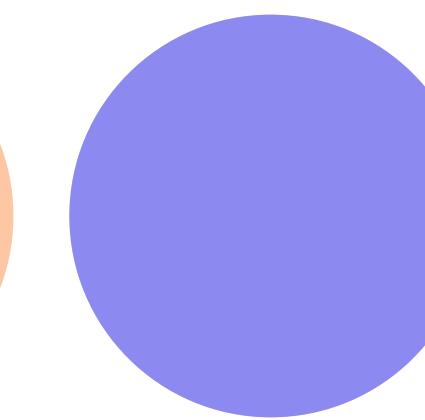
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Card bg

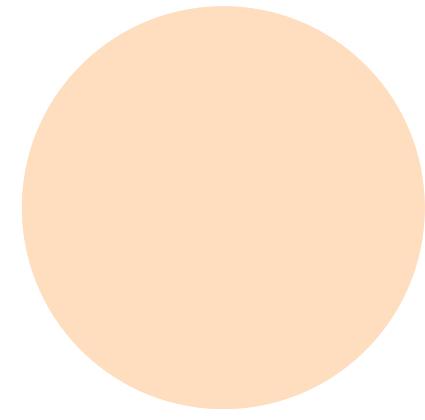


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Etsy's pick

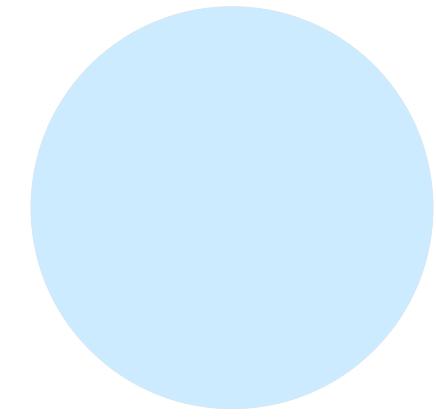


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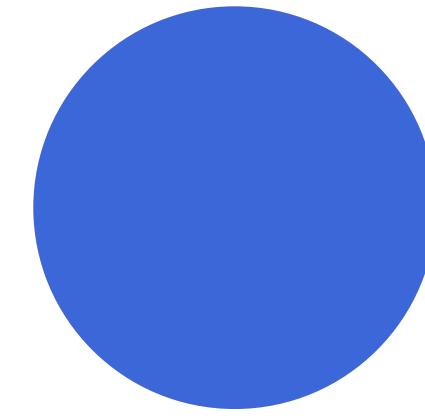
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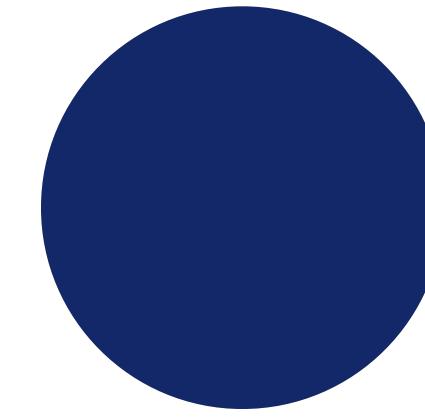
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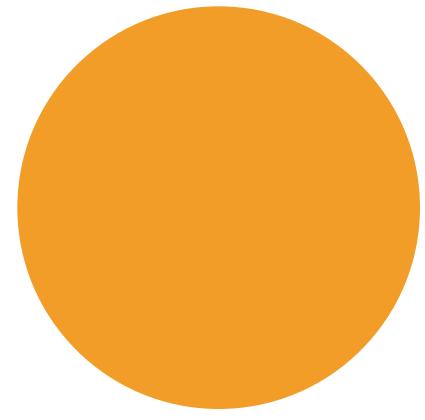


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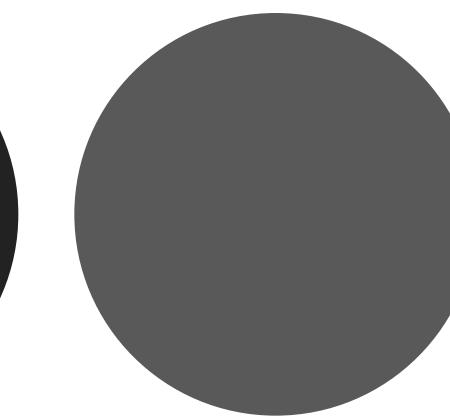
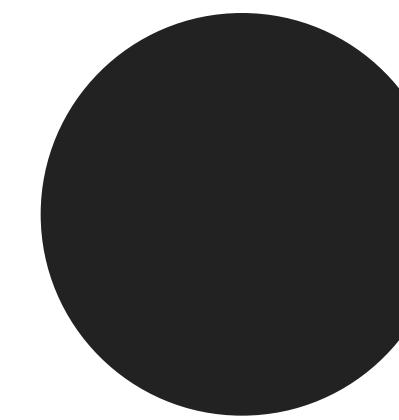
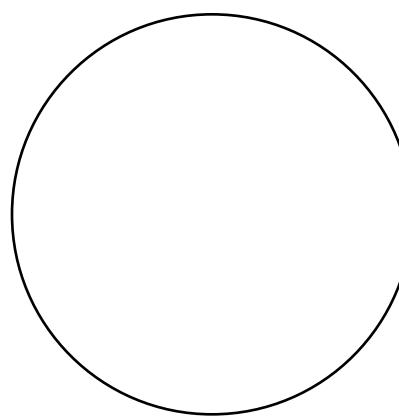
#122868
Section bg

Halloween



#F19D27
Section bg

Neutrals



Etsy

Keeping commerce human

Handcrafting
handcrafted gifts.

It's the thought that counts.

Team Yest

Etsy x Brainstation

Meet the team



Paula
Kim
UX Design



Ralfi
Ibaj
SWE



Genesis
Elias-Wilson
SWE



Laury
Gomez Pena
Data Science



Ying
Zhou
Data Science



Jordan
Ordonez
Data Science

Agenda

Problem Space

Research & Insights

Current State

Persona

Design Decisions

KPI Prototype

Key Learnings & Next Steps

Imagine the last time you gave a gift that truly made someone's face light up.

What went into your decision-making process?

Problem Space

Despite sophisticated search algorithms and recommendation engines, Etsy consumers don't always find products that truly match their specific needs, especially if they are shopping for someone else.

HMW

How might we...

Inspire and encourage a more exploratory searching behavior
among Etsy's new and existing users?

HMW

How might we...

Inspire and encourage a more **exploratory searching** behavior
among Etsy's new and existing users?

[Etsy](#) [Categories](#) [Sign in](#)

[Gift Mode](#) [Halloween Shop](#) [Home Favorites](#) [Fashion Finds](#) [Registry](#) [Gift Cards](#)

Etsy News

Get the latest news about Etsy

[Company News and Updates ▾](#) [What's Trending ▾](#) [Resources ▾](#)

Evolving search and discovery to bring buyers the best of Etsy



The image shows a digital tablet displaying the Etsy News homepage. The screen is framed by a black border, and the tablet has a silver and black physical frame. The Etsy logo is at the top left, followed by a 'Categories' menu, a search bar, and user account links. Below the header are several navigation links: 'Gift Mode', 'Halloween Shop', 'Home Favorites', 'Fashion Finds', 'Registry', and 'Gift Cards'. The main title 'Etsy News' is prominently displayed in large black font, with a subtitle 'Get the latest news about Etsy' underneath. A secondary search bar labeled 'Search on Etsy News' is located to the right of the main search bar. Below the title, there are three dropdown menus: 'Company News and Updates', 'What's Trending', and 'Resources'. The central content area features a large, bold statement: 'Evolving search and discovery to bring buyers the best of Etsy'. Below this text is a graphic of a blue speedometer with a needle pointing towards the right, set against a light blue background. The overall design is clean and modern, utilizing a white background for the content area.

Day 1

Day 2

Day 3

Day 4



Day 1

Day 2

Day 3

Day 4

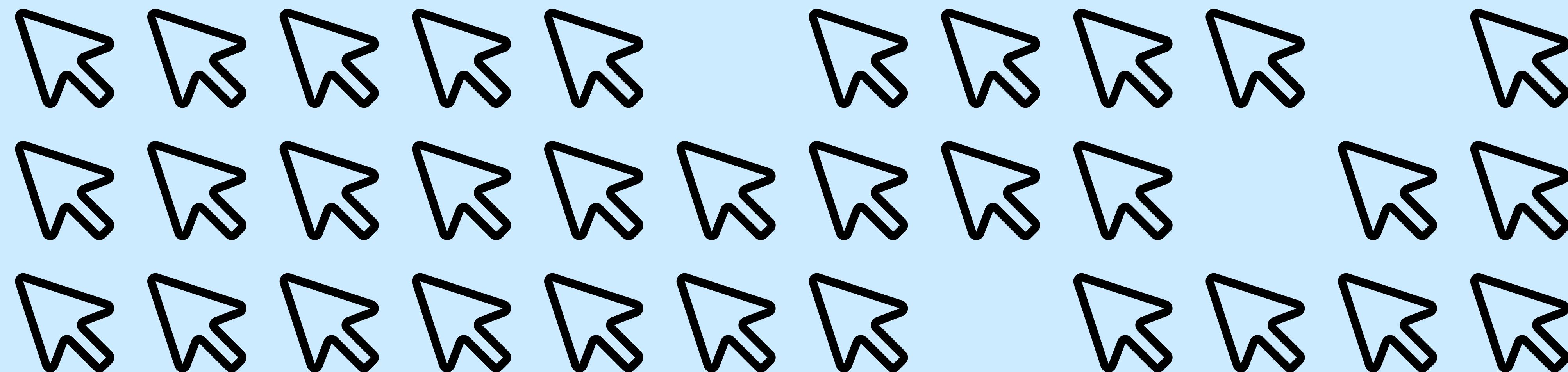


Day 1

Day 2

Day 3

Day 4

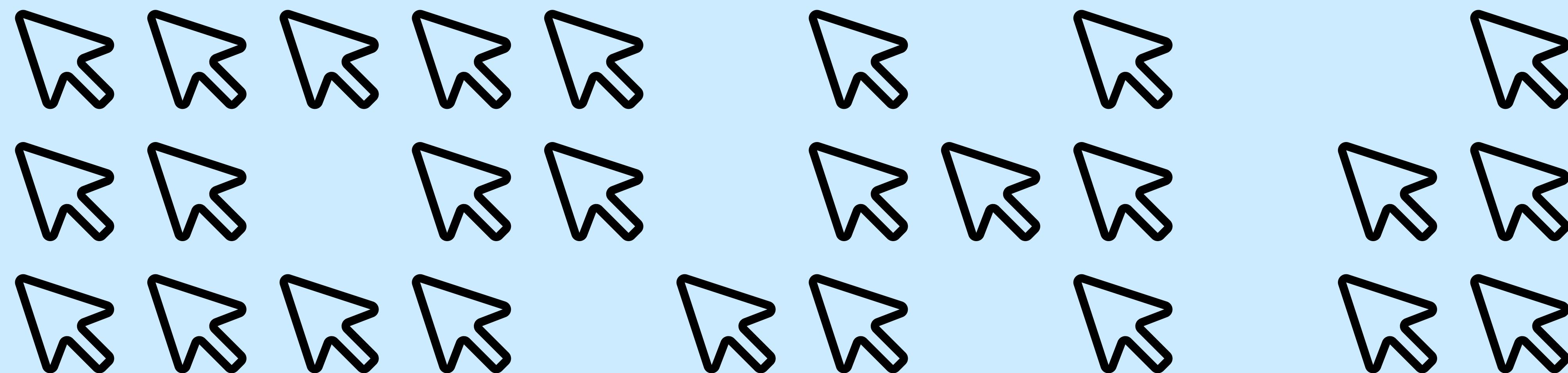


Day 1

Day 2

Day 3

Day 4

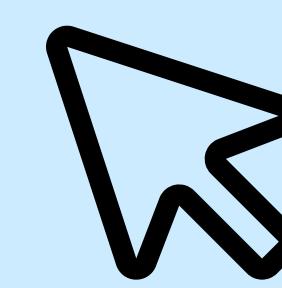
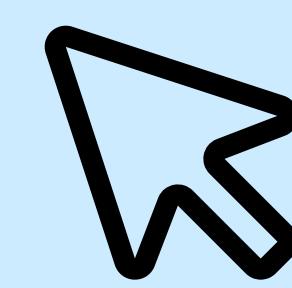
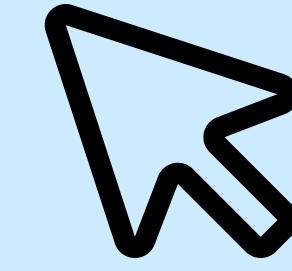
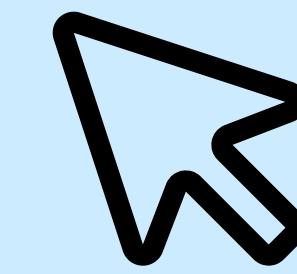
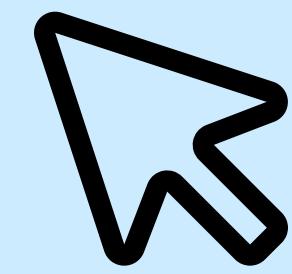
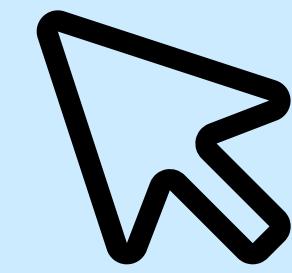
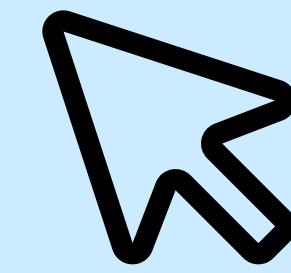
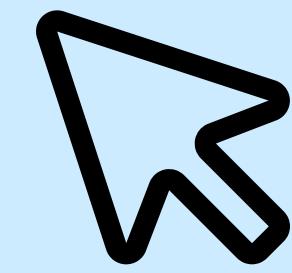
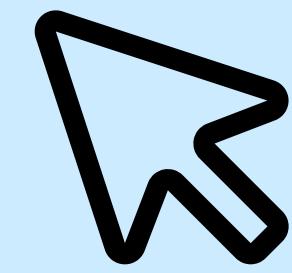
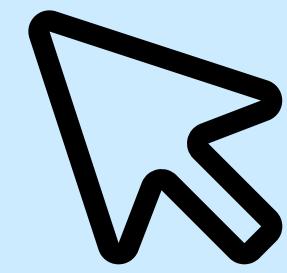


Day 1

Day 2

Day 3

Day 4



Research



Interview



Reddit



Secondary Research

Key Insights



Consumers look to refine and sort throughout their process



Strike a balance between guiding customers to their product vs. exhaustive search



Keyword-based search engines do not capture the intent of the user

This is Sara.



32, female

Based in Austin, TX

Motivations / Goals

- Find a personalized and unique gift
- Discover unique items
- Meaningful and affordable gifts

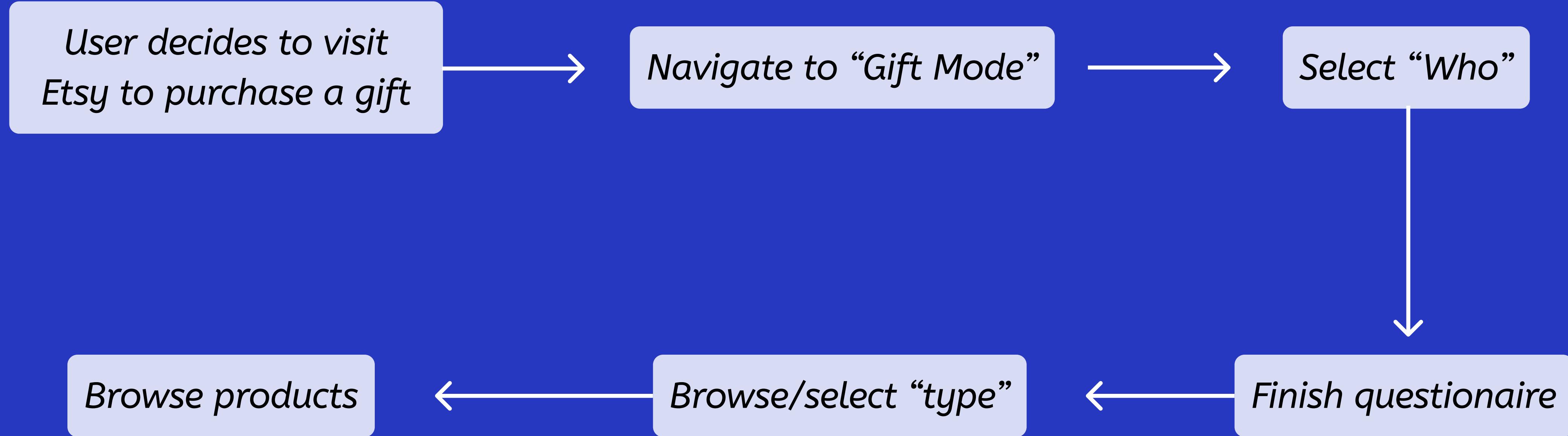
Pain Points

- Overwhelmed by variety of items
- Shipping times and reliability
- Not enough refine/sort functionalities

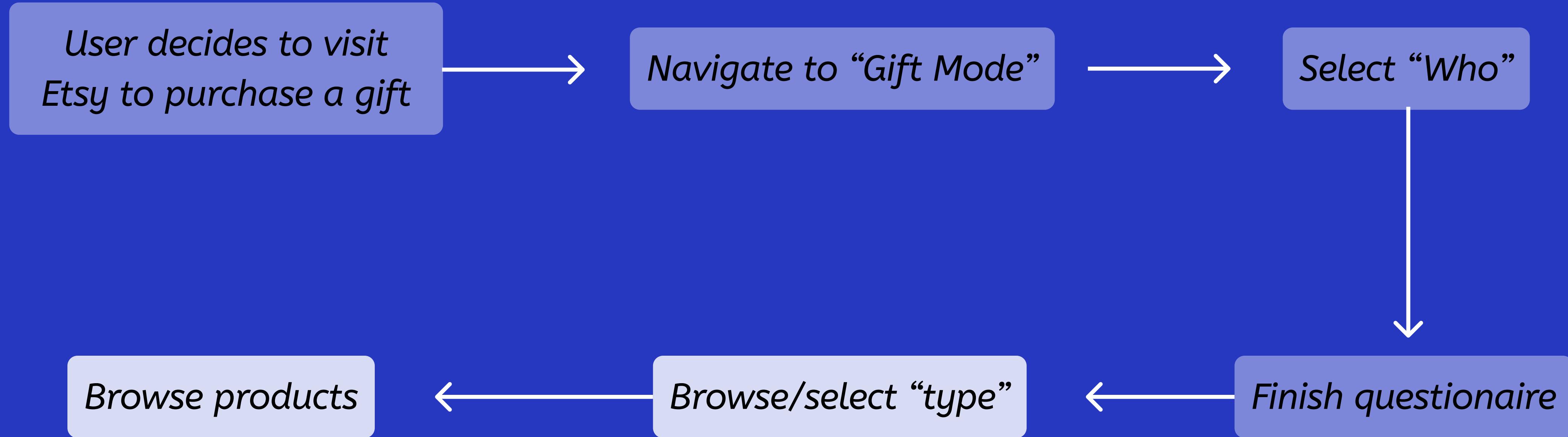
Behaviors

- Starts broad, then narrows her search using filters and categories.
- Browses based on specific interests, seasons, or occasion.
- Uses Etsy's recommended products to guide her browsing and spark ideas.

Current task flow



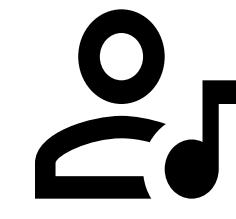
Current task flow



Intervention 1: Elevating Thematic Search Approach

Keyword search vs Thematic search?

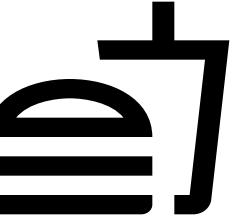
Features & Data Ingestion



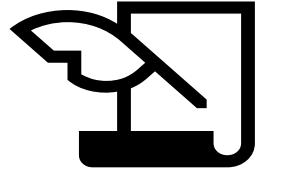
Favorite Artist



Age Bins



Interests



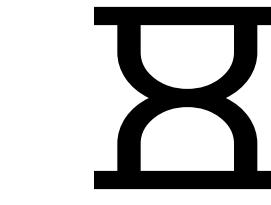
Bio



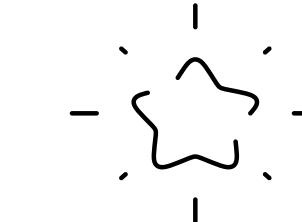
Shopping History



Location History

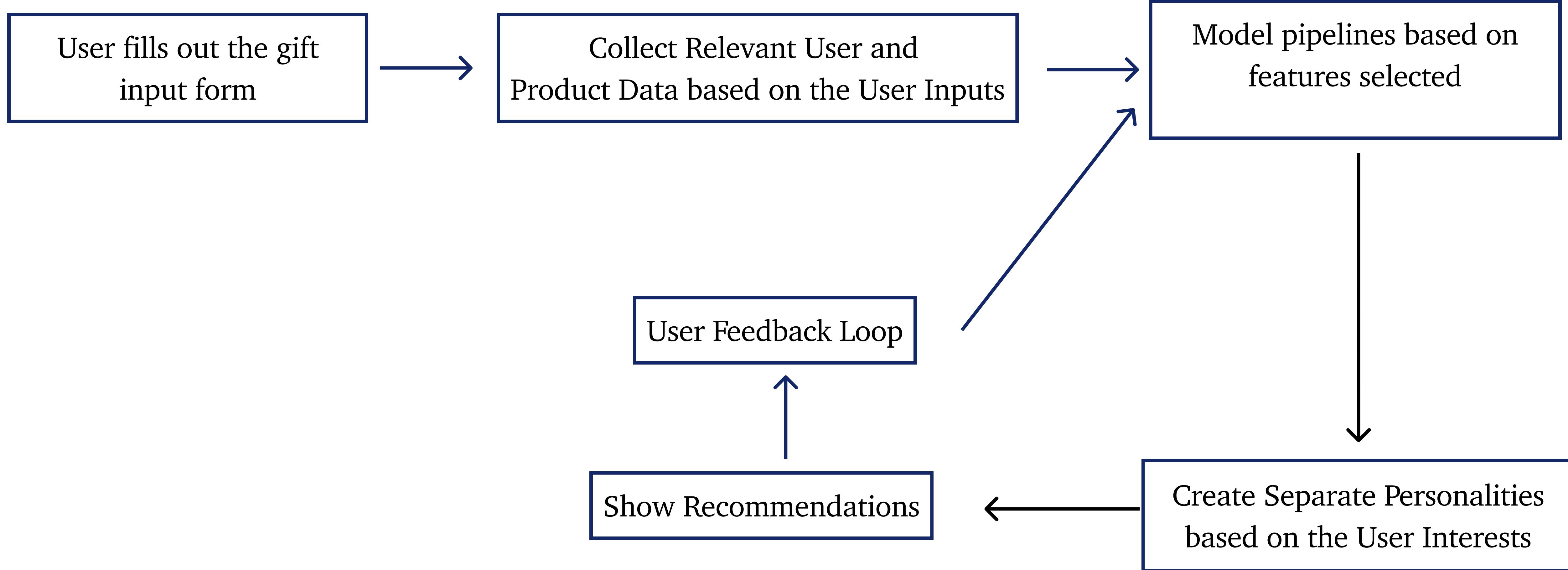


Time Stay On Page



Wish-list and Saved Items

Data Recommendation Workflow



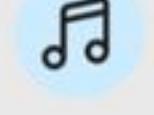
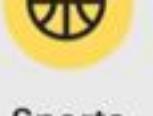
Find fantastic gifts in a flash!

Tell us more about who you're shopping for and we'll match you with thoughtful gifts—just for them.

Who are you shopping for?

Friend Husband Wife Partner N/A

What are they into?
Choose three or more for better suggestions

 Crafting & Creating	 The Outdoors	 Their Pets
 Music	 The Perfect Home	 Astrology & Space
 The Perfect Style	 Arts & Culture	 Great Food
 Drinks	 Plants & Animals	 Sports
 Gaming	 Food	 Travel

Show gift ideas

Cancel

Find fantastic gifts in a flash!

Tell us more about who you're shopping for and we'll match you with thoughtful gifts—just for them.

Who are you shopping for?

Friend Husband Wife Partner N/A

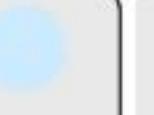
What's the occasion?

Birthday Anniversary Get Well Halloween Christmas

What's their age?

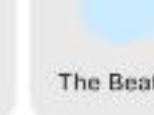
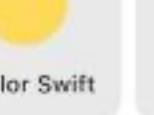
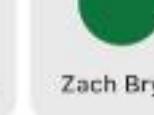
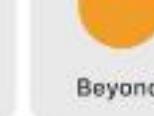
25-34 0-2 3-12 13-17 18-24

What are they into?
Choose three or more for better suggestions

 Crafting & Creating	 The Outdoors	 Their Pets
 Music	 The Perfect Home	 Astrology & Space
 Drinks	 Arts & Culture	 Great Food

Show more

Who are some of their favorite artists?
Choose three or more for better suggestions

 Ariana Grande	 Drake	 The Beatles
 Taylor Swift	 Bad Bunny	 Zach Bryan
 Kendrick Lamar	 The Weeknd	 Beyoncé

Show more

Show gift ideas

Cancel

Find fantastic gifts in a flash!

Tell us more about who you're shopping for and we'll match you with thoughtful gifts—just for them.

Who are you shopping for?

Friend Husband Wife Partner

What are they into?
Choose three or more for better suggestions

Crafting & Creating	The Outdoors	Their Pets
Music	The Perfect Home	Astrology & Space
The Perfect Style	Arts & Culture	Great Food
Drinks	Plants & Animals	Sports

Show gift ideas

Cancel

Find fantastic gifts in a flash!

Tell us more about who you're shopping for and we'll match you with thoughtful gifts--just for them.

Who are you shopping for?

Friend Husband Wife Partner

What's the occasion?

Birthday Anniversary Get Well Halloween

What's their age?

25-34 0-2 3-12 13-17 18-24

What are they into?
Choose three or more for better suggestions

Crafting & Creating	The Outdoors	Their Pets
Music	The Perfect Home	Astrology & Space
Drinks	Arts & Culture	Great Food

Show more

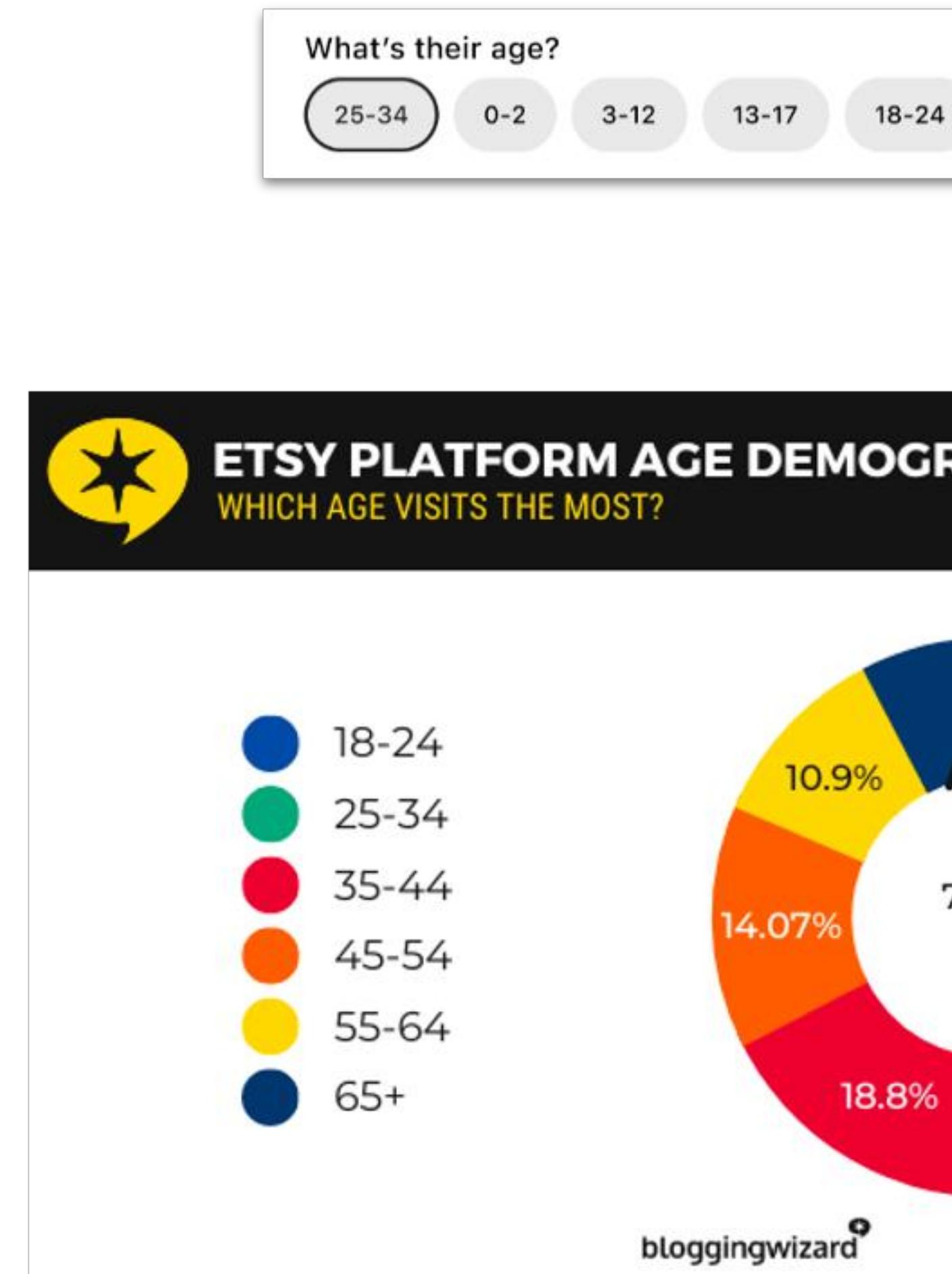
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Choose three or more for better suggestions

Ariana Grande	Drake	The Beatles
Taylor Swift	Bad Bunny	Zach Bryan
Kendrick Lamar	The Weeknd	Beyoncé

Show more

Show gift ideas

Cancel



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Show gift ideas

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Friend Husband Wife Partner

What's the occasion?

Birthday Anniversary Get Well Halloween

What's their age?

25-34 0-2 3-12 13-17 18-24

What are they into?

Choose three or more for better suggestions



Show more

Who are some of their favorite artists?

Choose three or more for better suggestions



Show more

Show gift ideas

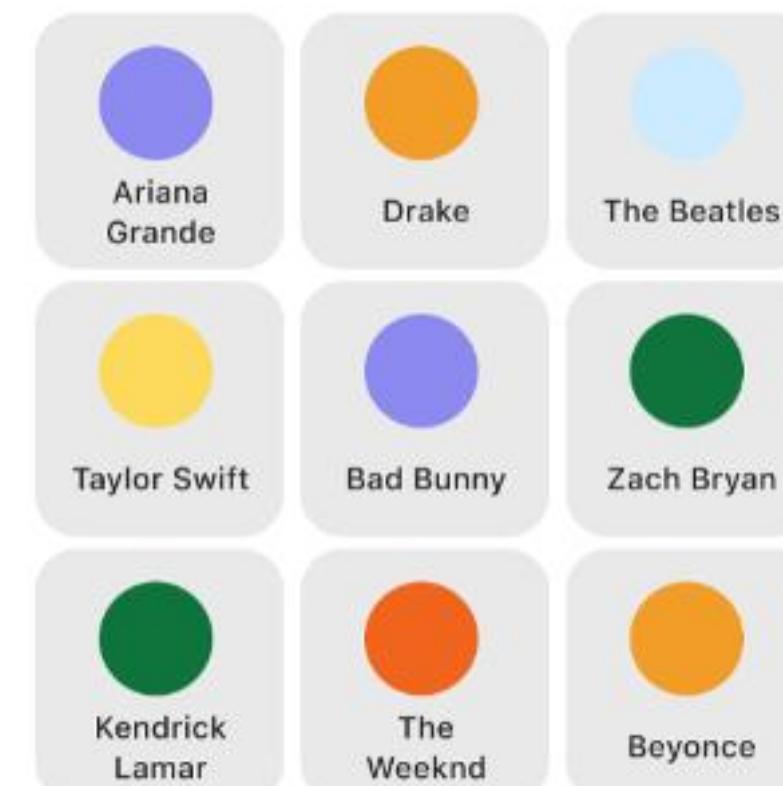
Cancel

What's their age?

25-34 0-2 3-12 13-17 18-24

Who are some of their favorite artists?

Choose three or more for better suggestions



Show more

Etsy Search

← All gift ideas

Gift ideas for: "Friend"

[Edit answers](#)

The Music Lover

For your favorite audiophile



\$8.31



\$36.00 \$48.00



\$22.19



\$23.56

[Show all ideas →](#)

Etsy Search

Back

Gift ideas for: "Friend"

[Edit answers](#)

The Bad Bunny Fan The Foodie The Dog Mom

The Bad Bunny Fan

Para Los Conejos



Ultra Music Festival Heart...
★★★★★ (1,359)
\$15.00
Ad by SkywalkerShades



Cheetos Sandals
★★★★★ (22)
\$25.77 \$36.82
Ad by HuiMinClo

[Show all ideas](#)

The

Etsy Search

← All gift ideas

Gift ideas for: "Friend"

Edit answers

The Music Lover

For your favorite audiophile



\$8.31



\$36.00 \$48.00



\$22.19



\$23.56

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Gift ideas for: "Friend"

Edit answers

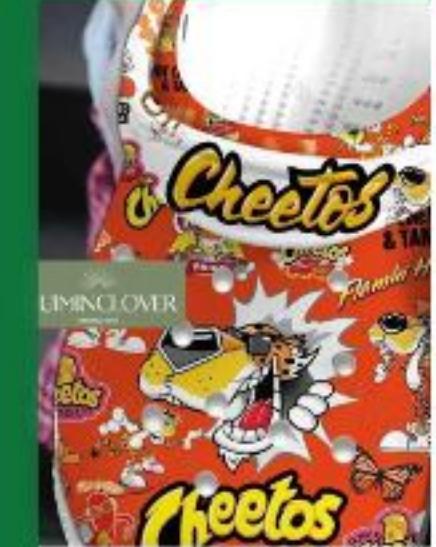
The Bad Bunny Fan The Foodie The Dog Mom

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Cheetos Sandals
★★★★★ (22)
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Show all ideas

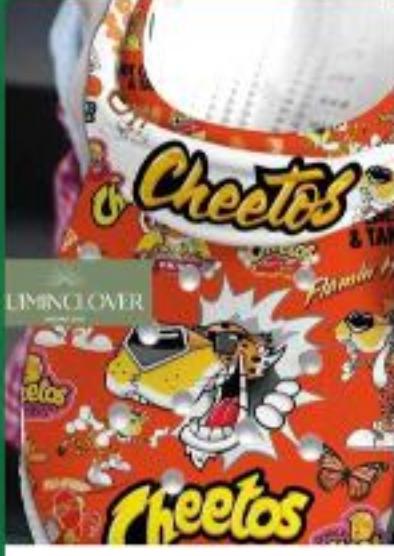
The

The Bad Bunny Fan

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★★★★★ (1,359)
\$15.00
Ad by SkywalkerShades



Cheetos Sandals
★★★★★ (22)
\$25.77 \$36.82
Ad by HuiMinClo

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Intervention 2: Revamping UI to enhance
refine/sort

≡ Etsy    

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Gift ideas for: "Friend"

[Edit answers](#)

The Music Lover

For your favorite audiophile



\$8.31



\$36.00 \$48.00



\$22.19



\$23.56

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Gift ideas for: "Friend"

[Edit answers](#)

[The Bad Bunny Fan](#) [The Foodie](#) [The Dog Mom](#)

The Bad Bunny Fan

Para Los Conejos



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★★★★★ (1,359)
\$15.00
Ad by SkywalkerShades



Cheetos Sandals
★★★★★ (22)
\$25.77 \$36.82
Ad by HuiMinClo

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The Foodie

≡ Etsy    

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Gift ideas for: "Friend"

[Edit answers](#)

The Music Lover

For your favorite audiophile



\$8.31



\$36.00 \$48.00



\$22.19



\$23.56

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Gift ideas for: "Friend"

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The Bad Bunny Fan

Para Los Conejos



Ultra Music Festival Heart...
★★★★★ (1,359)
\$15.00
Ad by SkywalkerShades



Cheetos Sandals
★★★★★ (22)
\$25.77 \$36.82
Ad by HuiMinClo

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The Foodie

Etsy Search

← Back

The Music Lover

For your favorite audiophile

\$131.73

\$104.81

\$30.51

\$19.03 \$29.28

Highest Rated Product (1,000+ results, with Ads)

55

Etsy Search

The Bad Bunny Fan

Para Los Conejos

Shop by Category

Bad Bunny Merch

Concert Accessories

Funky Streetwear

Toys & Collectibles

Music & Audio

Puerto Rico Represent

Shop by Category

Bad Bunny Merch

Concert Accessories

Funky Streetwear

Toys & Collectibles

Music & Audio

Puerto Rico Represent

≡ Etsy

← Back

The Music Lover

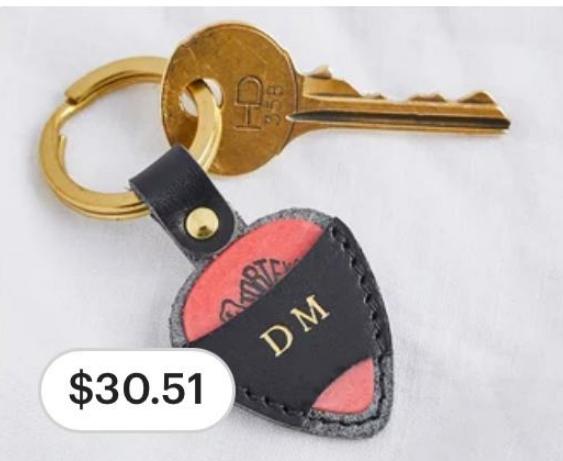
For your favorite audiophile



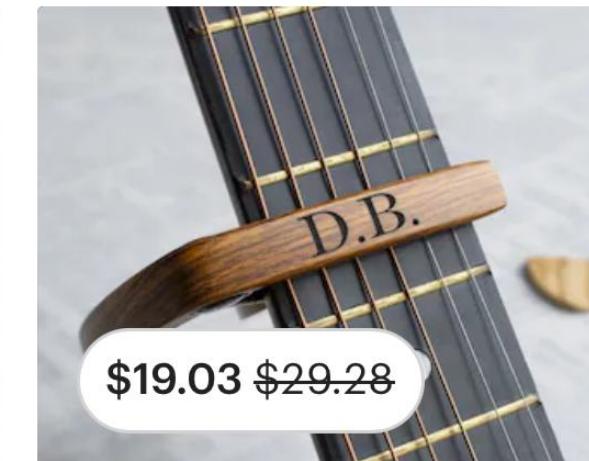
\$131.73



\$104.81



\$30.51



\$19.03 \$29.28

← → + 55 ...

≡ Etsy

The Bad Bunny Fan

Para Los Conejos

Shop by Category



Bad Bunny Merch



Concert Accessories



Funky Streetwear



Toys & Collectibles



Music & Audio



Puerto Rico Represent

Highest Rated Product (1,000+ results, with Ads)



Highest Rated Product (1,000+ results, with Ads)



KPIs

- Conversion Rate: Success metric
- Number of Searches: Interest indicator
- Engagement Rate: Interaction metric
- Average Order Value (AOV): Revenue metric
- Recommendation Relevance Score: Quality metric
- Bounce Rate: Exit metric
- User Satisfaction Rate: Feedback metric
- User Retention Rate Post-Interaction: Loyalty metric
- CTR (Click-Through Rate): Engagement metric

Final Prototype walkthrough

Key Learnings

Team work

Communication

Collaboration

Prioritization

Quick Iteration

Future Work

Image thematic search

User feedback on suggestions

Incorporating social media

More complex machine learning model,

like 3-level-model.

Understand economic impact