<https://www.cindylouwho2.com/blog/2024/02/07/etsys-new-gift-mode-decent-idea-but-poor-execution?srsltid=AfmBOorBLzpxrwU0Ufy0hIT5x_ffGAO52n8pRNhE_ytptBOXnQ7nC1oP>

Why are we concentrating on this part of the problem statement and what things we are hearing from the users that we are implementing in our strategy.

* 1. Elevate their thematic search approach. Etsy already has been evolving their search and discovery process from the seller side (<https://www.etsy.com/news/evolving-search-and-discovery-to-bring-buyers-the-best-of-etsy?ref=news>), and we want to highlight it from the buyer side. We want to suggest more advanced thematic search results (if someone likes Beatles, it shows record players). We want to heavily emphasize that Etsy knows the INTENT of the search, rather than just the key word.
* 2. Revamp the UI to support the current user task flow in refining and sorting. we found data that in exploratory searching, users take nearly 36 searches to get to their desired product. additionally, users are shown to want to refine and sort further as they get more results. currently, Etsy does not introduce sort/filter early enough in the gift mode process. There is also a lack of important product information in the UI design that we will include (such as shipping, seller info, quality)

Features that we are considering using for the ml pipelines (that would help to address the problems above):

### **1. Elevating Thematic Search Approach**

**Goal:** Enhance the ability to suggest relevant products based on user interests and inferred intent, rather than just keywords.

* **Favorite artist/person**: By understanding a user's favorite artists or people (like the Beatles), Etsy can surface items that align with those interests, even if the search term is not explicitly related. For example, if a user likes the Beatles, Etsy might recommend record players, vintage posters, or music-related items—knowing that these are connected to the user’s tastes.
* **Occasion**: Knowing the occasion (birthday, anniversary, Christmas) allows Etsy to tailor thematic search results more accurately. For example, someone searching for a "gift" in December might be looking for Christmas-themed items, so Etsy can prioritize festive options.
* **Interests**: A deep understanding of a user's hobbies and passions allows Etsy to surface thematic products that cater to them, even if those products are tangential to the search term. For instance, a user interested in eco-friendly products might receive search results aligned with sustainability.
* **Shopping basket**: Etsy can analyze the items in a user's shopping cart to understand current needs or preferences. If a user has added vintage items, for example, Etsy could suggest other related products (e.g., retro record players for someone buying vinyl records).
* **Location**: Location-specific data helps personalize search results based on what's popular or available locally, factoring in regional tastes or shipping constraints.
* **Time stayed on page**: Time spent viewing a product signals interest. If a user consistently spends more time on a specific style of item (e.g., handmade pottery), Etsy can infer thematic preferences and suggest similar or complementary items, refining its search recommendations.
* **Wishlists and saved items**: Items saved by users give direct insight into their preferences, which can then influence future search results. A wishlist full of vintage items might trigger Etsy to suggest more retro-themed gifts, even if the user searches for something else.
* **User bios**: User profiles often contain keywords or phrases (e.g., "lover of nature," "music enthusiast") that can guide thematic search enhancements. Etsy can leverage these to show results that resonate with the user’s personal story and lifestyle.

### **2. Revamping UI to Support Refining and Sorting**

**Goal:** Help users navigate through search results faster by introducing early filtering/sorting options and displaying key product information upfront.

* **Favorite artist/person**: Including filters like "Related to favorite artist" could help users sort through results more efficiently, directly aligning products with personal tastes, reducing the 36-search issue.
* **Occasion**: By adding an occasion-based filter early on, Etsy can help users refine their search to match their intent (e.g., wedding gifts, birthday presents) faster, offering products suited to their needs upfront.
* **Interests**: Integrating interest-based filters (such as “Eco-friendly,” “Vintage,” or “Handmade”) allows users to quickly sort and refine their results according to personal preferences, reducing the number of searches needed.
* **Shopping basket**: Using the basket to generate suggestions or apply related filters can improve the refinement process by showing items that align with what the user has already considered.
* **Location**: Location-aware filtering can show locally sourced products first, reducing shipping times and costs, which are crucial factors for some users. Introducing this filter earlier helps users find more relevant items sooner.
* **Time stayed on page**: Etsy can introduce filters based on items a user has spent more time on, such as "similar to items you viewed," which would surface products in line with their browsing behavior.
* **Wishlists and saved items**: By leveraging saved items as an early filter option, Etsy can help users find similar products faster, improving sorting and refinement.
* **User bios**: Leveraging user bios to introduce personalized filters based on lifestyle or preferences ("for the music lover," "for the outdoorsy type") can lead to a more customized shopping experience, reducing search fatigue.