

untitled
vertical innovation

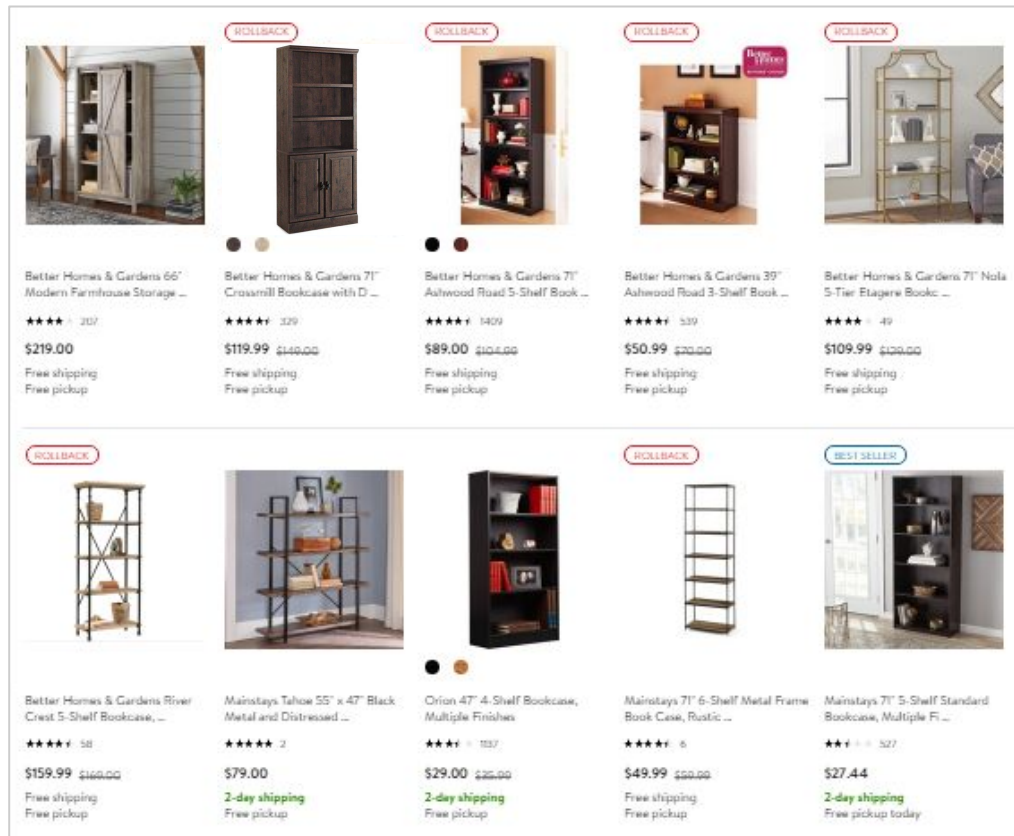
Without Structure, Inconsistent Experiences Emerge

1) Product Imagery

- Type** - lifestyle vs. silo
- Styling** - propped vs. bare
- Orientation** - left vs. right

2) Product Names

- Content** - what info is included?
- Structure** - how is info ordered?
- Truncation** - (...)



Structure Fosters Fluid and Intuitive Experiences

Rollback

Better Homes & Gardens 66\"/>

★★★★ - 207

\$219.00

Free shipping
Free pickup

Rollback

Better Homes & Gardens 71\"/>

★★★★★ 329

\$119.99 \$149.00

Free shipping
Free pickup

Rollback

Better Homes & Gardens 71\"/>

★★★★★ 1409

\$89.00 \$104.00

Free shipping
Free pickup

Rollback

Better Homes & Gardens 39\"/>

★★★★★ 339

\$50.99 \$104.00

Free shipping
Free pickup

Rollback

Better Homes & Gardens 71\"/>

★★★★ - 49

\$109.99 \$139.00

Free shipping
Free pickup

Rollback

Mainstays Tahoe 55\"/>

★★★★★ 58

\$159.99 \$169.00

Free shipping
Free pickup

Rollback

Mainstays Tahoe 55\"/>

★★★★★ 2

\$79.00

2-day shipping
Free pickup

Rollback

Orion 47\"/>

★★★★★ 1337

\$29.00 \$35.00

2-day shipping
Free pickup

Rollback

Mainstays 71\"/>

★★★★★ 6

\$49.99 \$59.00

Free shipping
Free pickup

Best Seller

Mainstays 71\"/>

★★★ - 327

\$27.44

2-day shipping
Free pickup today

Rollback

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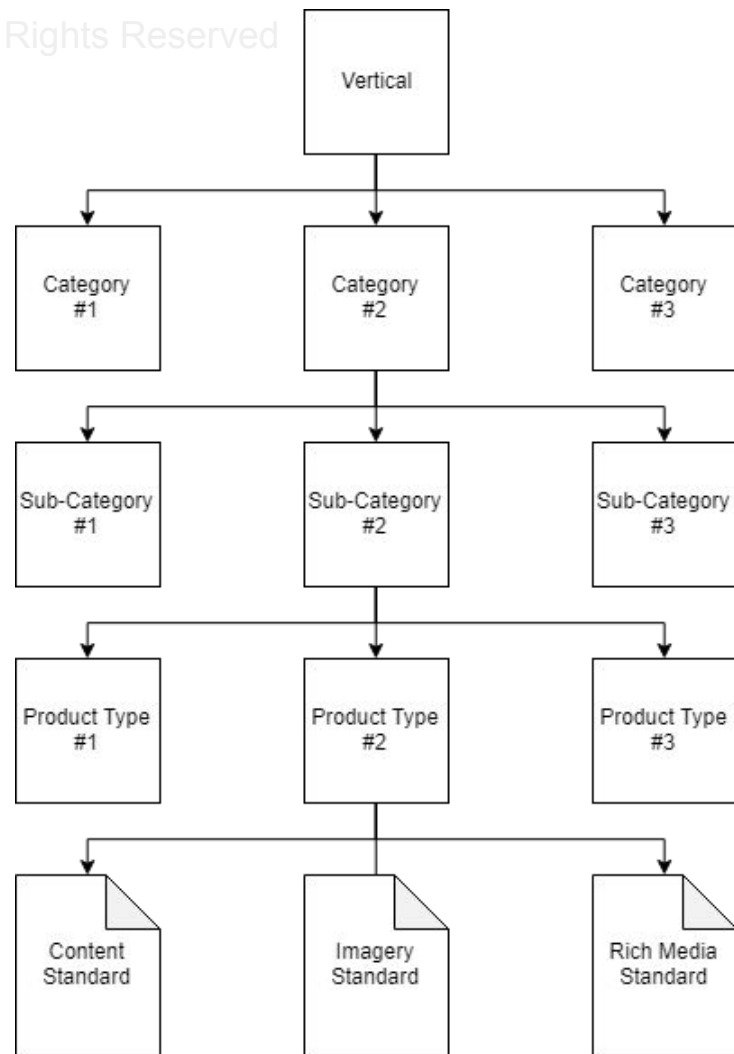
★★★ - 327

\$27.44

2-day shipping
Free pickup today

Vertical Experience Engine

Codename “V”



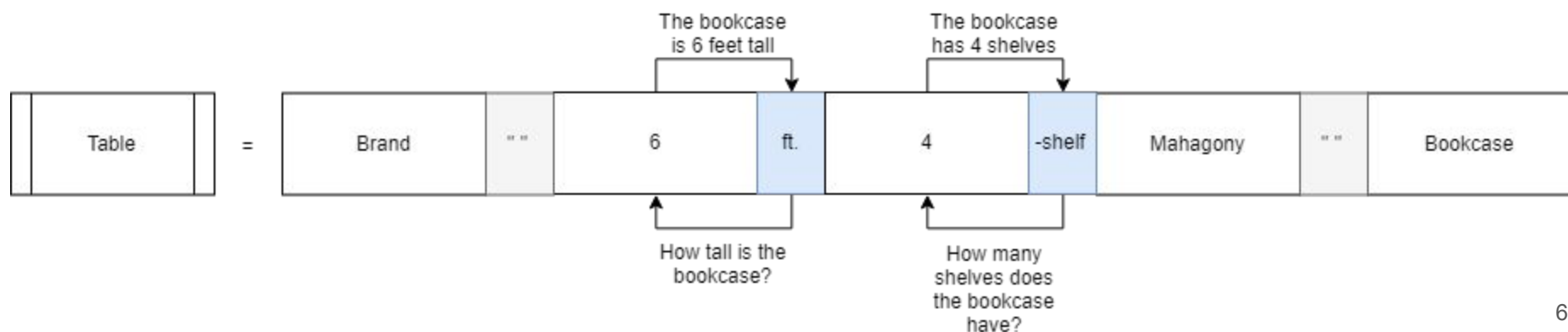
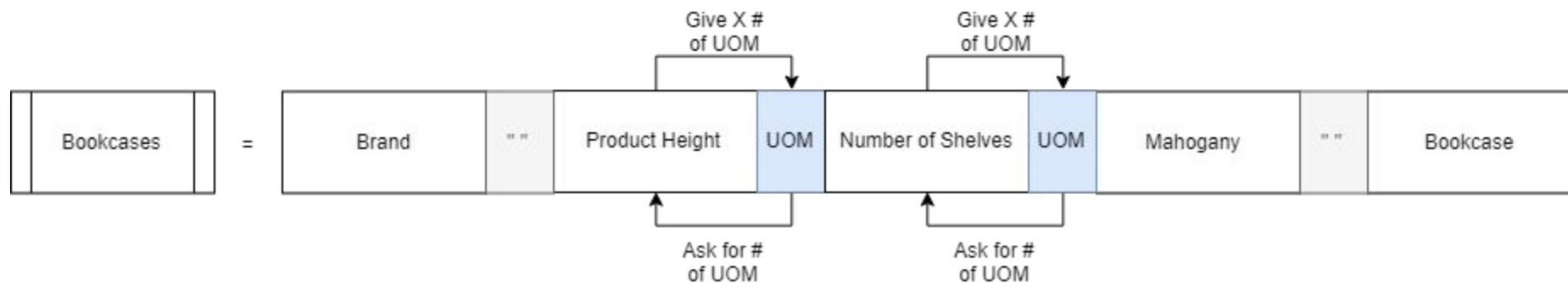
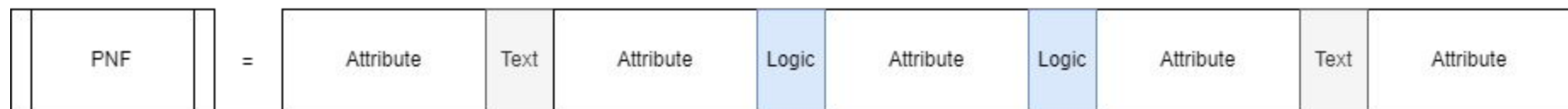
Content (Text) Standards

Minimum Viable Product

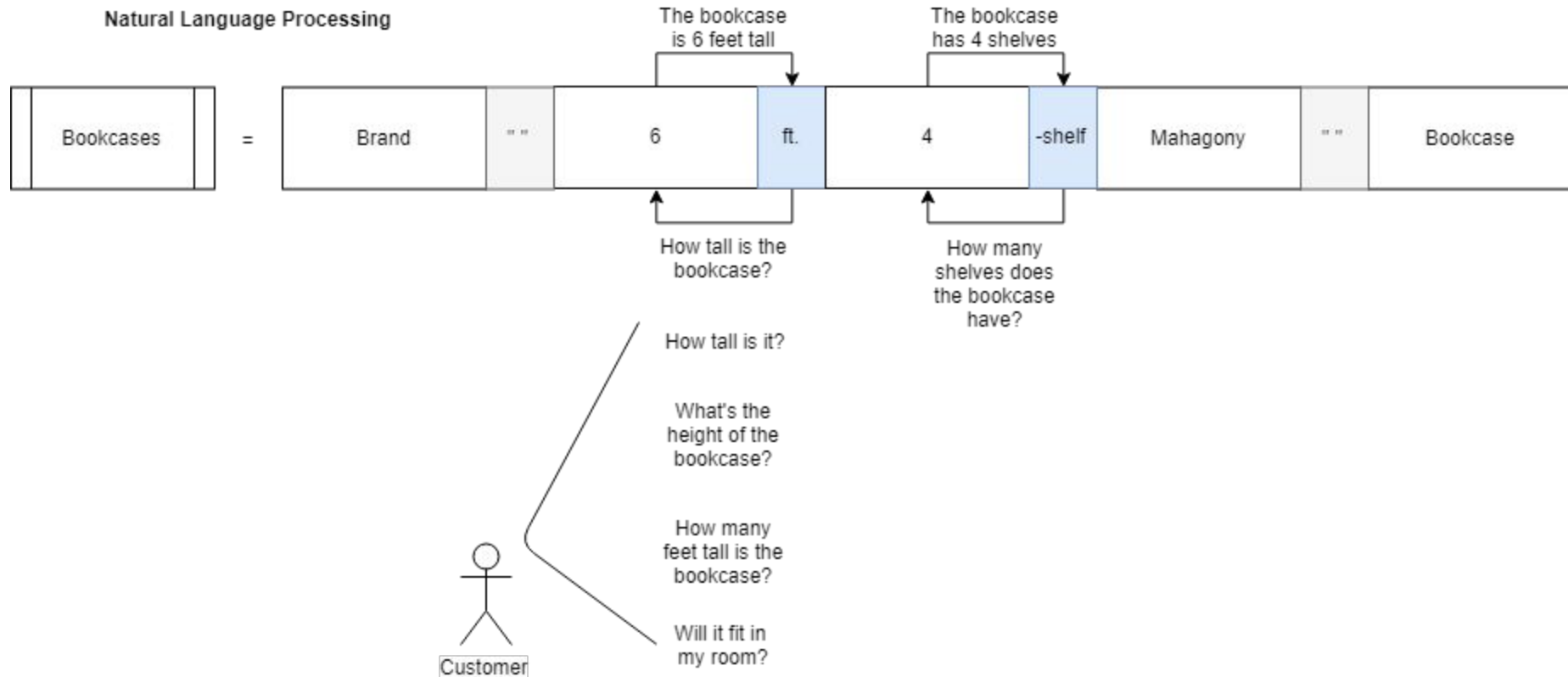
Product Name Formula (PNF)	=	Attribute	Text	Attribute	Text	Attribute	Text	Attribute	Text	Attribute
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Bookcases	=	Brand	" "	Product Height	ft. tall	Number of Shelves	-shelf	Material	" "	Product Type
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Main Stays 6 ft. tall 4-shelf mahogany bookcase	=	Main Stays	" "	6	ft. tall	4	-shelf	Mahogany	" "	Bookcase
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Natural Language Processing






“Humanize” Product Data (ex. Spacial Capacity)







Search 

 JS  

Home / Furniture / TV Stands & Entertainment Centers / Audio & Media Towers   

REDUCED PRICE








Summit 54" Wood Media Storage Shelf (261 CDs/ 114 DVDs/ 132 BluRays/Games), Espresso or Maple

★★★★ 146 reviews Atlantic Walmart # 550315512



\$39.99 - \$51.91 ~~List \$109.00~~

Finish: Choose an option



Qty: 1 

Add to Cart

 [Add to List](#)  [Add to Registry](#)

Product highlights >

- Elegant design Shelf Storage
- 8 adjustable shelves plus 2 fixed shelves
- Holds 261 CDs or 114 DVDs Or 132 Blu-ray discs.

mr coffee cg13



Elevate to Organic

Walmart

Mr. Coffee 12-Cup Switch Coffee Maker, Black (CG13) - Walmart.com
Walmart › Mr-Coffee-12-Cup-Switch-Co...

Free Shipping on orders over \$35. Buy Mr. Coffee 12-Cup Switch Coffee Maker, Black (CG13) at Walmart.com.

Manufacturer Part Number: CG13-NP

Features: Auto Shut-Off, Removable Filter Basket; Cord Storage, Switch, Control Panel

Rating

4.1 ★★★★★ (1,07...

Price

\$19.88

Availability

In stock

Amazon

Amazon.com: Mr. Coffee CG13-RB 12-Cup Switch Coffeemaker, Black: Drip Coffeemakers: Kitchen & Dining
Amazon.com › Mr-Coffee-CG13-RB-12-...

Manufacturer, Mr. Coffee. ASIN, B002MVJQPA. Shipping Advisory, This item must be shipped separately from other items in your order. Additional shipping charges will not apply. Item model number, CG13-RB. Customer ...

Rating

4.0 ★★★★★ (1,597)

Best Buy

Mr. Coffee CG13 12-Cup Switch Coffeemaker, Black - Best Buy
Best Buy › site › searchpage › st=Mr.+Co...

Items 1 - 24 of 36 · Shop for Mr. Coffee CG13 12-Cup Switch Coffeemaker, Black at Best Buy. Find low everyday prices and buy online for delivery or in-store pick-up.

MFG Part #, Features, Price and Availability structured data elevates core product information into organic

Title Tags beginning with **Site Name** and using “.” **Separator**, create friction vs *[Product Name]* & “-” & *[Site Name]*

Links to **Internal Search Result Pages** add extra steps to the customer journey. **Redirect** to the PDP or **No Index** link..

Imagery (Visual) Standards

Template											
<table><tr><th>Type</th></tr><tr><td>Image #1</td></tr><tr><td>Regulation</td></tr></table>	Type	Image #1	Regulation	<table><tr><th>Type</th></tr><tr><td>Image #2</td></tr><tr><td>Regulation</td></tr></table>	Type	Image #2	Regulation	<table><tr><th>Type</th></tr><tr><td>Image #3</td></tr><tr><td>Regulation</td></tr></table>	Type	Image #3	Regulation
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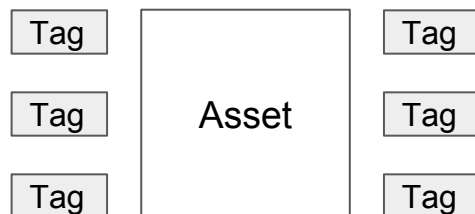
Governance

SSKU Master	Swatch	Primary
Image #1	Image #2	Image #3
Inherited	Automated	Required
Alt. 1	Alt. 2	Alt. 3
Image #4	Image #5	Image #6
Required	Required	Required
Alt. 4	Alt. 5	Alt. 6
Image #7	Image #8	Image #9
Optional	Optional	Optional

Key

Type
SSKU Master
Swatch
Primary
Alt. 1
Alt. 2
Alt. 3
Alt. ...

Governance
Inherited
Automated
Required
Optional



Rich Media (Interactive) Standards

...placeholder

Strategic Capabilities...

- **Global Customer Inventory** (codename “GCI”)
 - 1:1 customer product catalog of all current and historical purchases
 - For keeping track of the things in your life
- **Multi-Platform Product Liquidation** (codename “maple”)
 - Cross-markeplace product listing, offer management and transaction optimization engine
 - For getting rid of the stuff you don’t want as quickly and conveniently as possible
- **Re:refresh**
 - Diminished-to-Augmented Reality functionality with direct integration into GCI and maple
 - For exploring new styles and designs and frictionlessly “swapping” out the old with the new
- **The Magic Box**
 - The future to unlocking next-generation customer experiences will come down to our ability to automate the production and publication of hyper-personalized digital assets and interactions
 - In goes a 3D asset and a bit about the audience... out goes every possible way in which a person could derive sensory information and develop emotional connections with the product