
Zone A Redesign

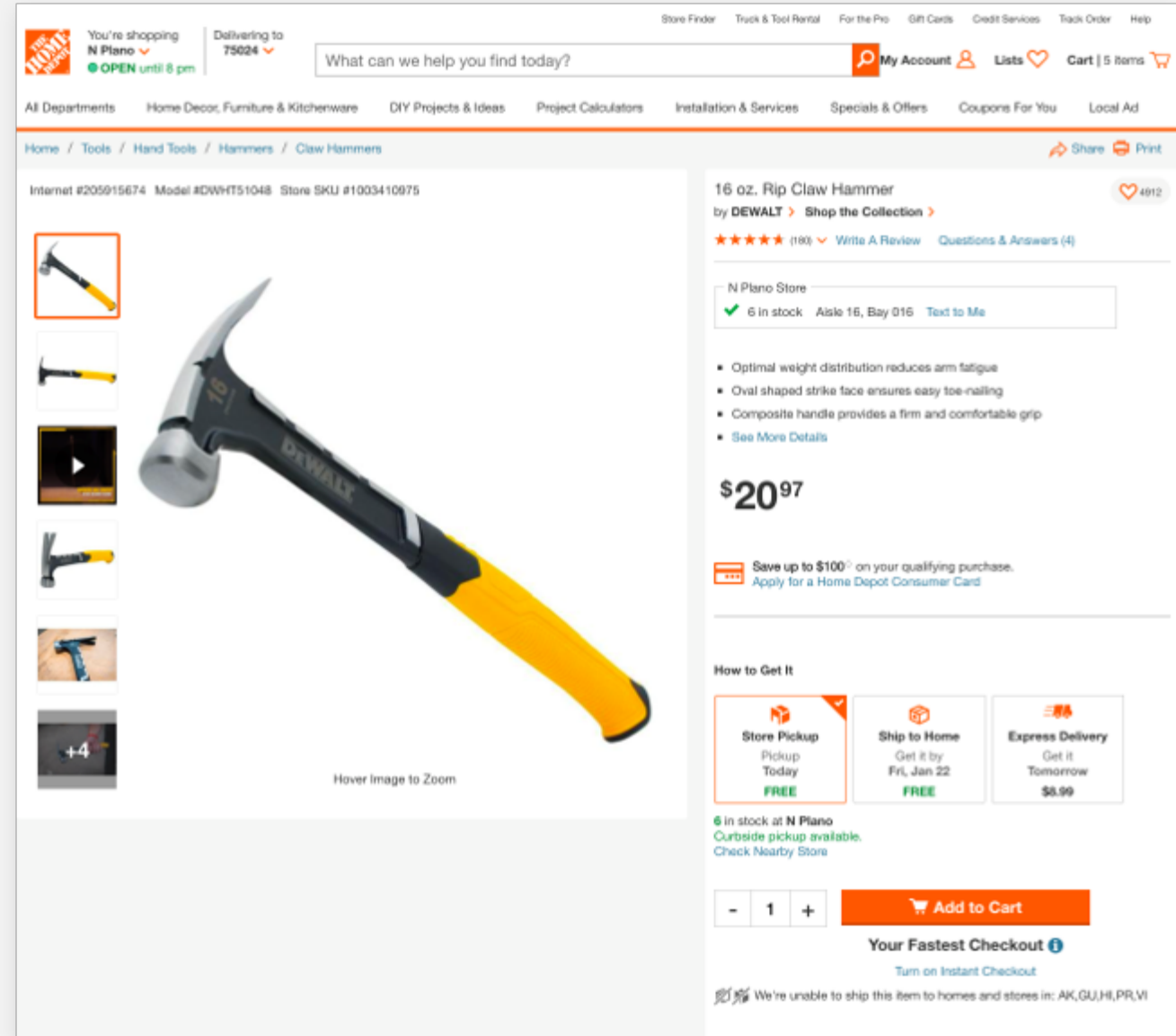
UX Research Case Study #2



Background

Home Depot online has what is called *Product Information Pages (PIPs)* which are pages that customers use to help them to learn more about a product and its features.

The area above the fold on this page is internally called **Zone A**.



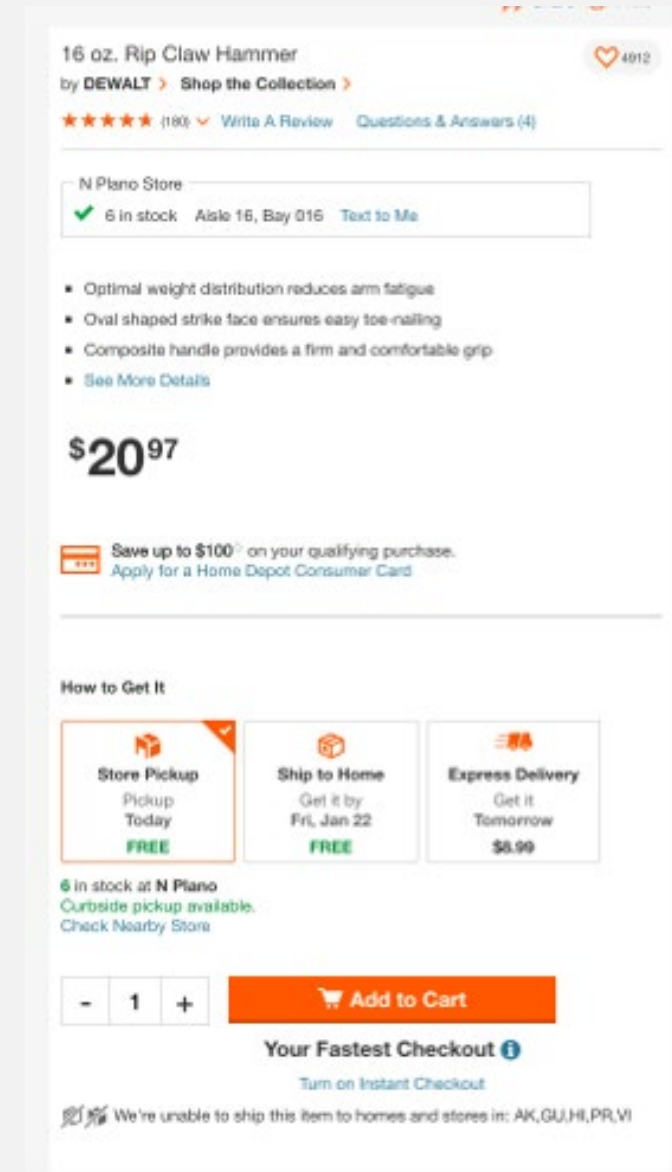
2020-era PIP before the redesign efforts.

Business Context

More and more teams were starting to put their content in Zone A to the point of it being cluttered and not customer-informed. It needed governance and re-evaluation.

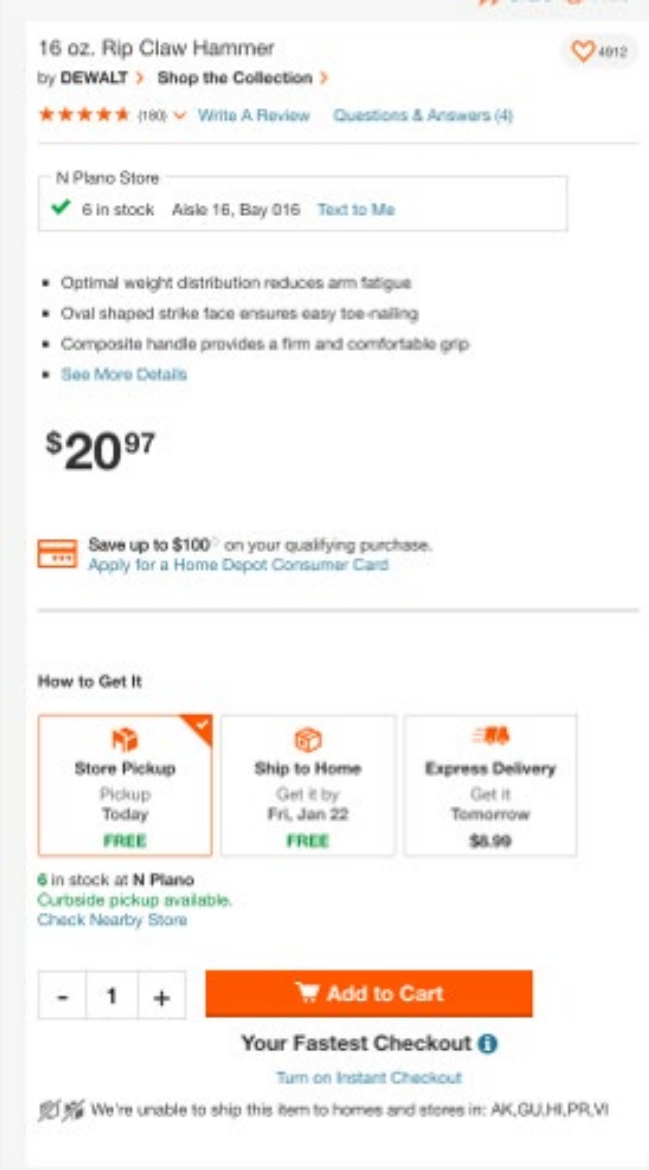
The **Zone A Redesign Project** was started to

- simplify the experience based on customer feedback
- optimize the page's performance
- create consistent look and feel with other experiences in the site



Research Objective

Before redesign efforts could begin, the research study that was proposed sought to **assess the importance and order of distinct content found in Zone A to align with customer needs.**



Methodology

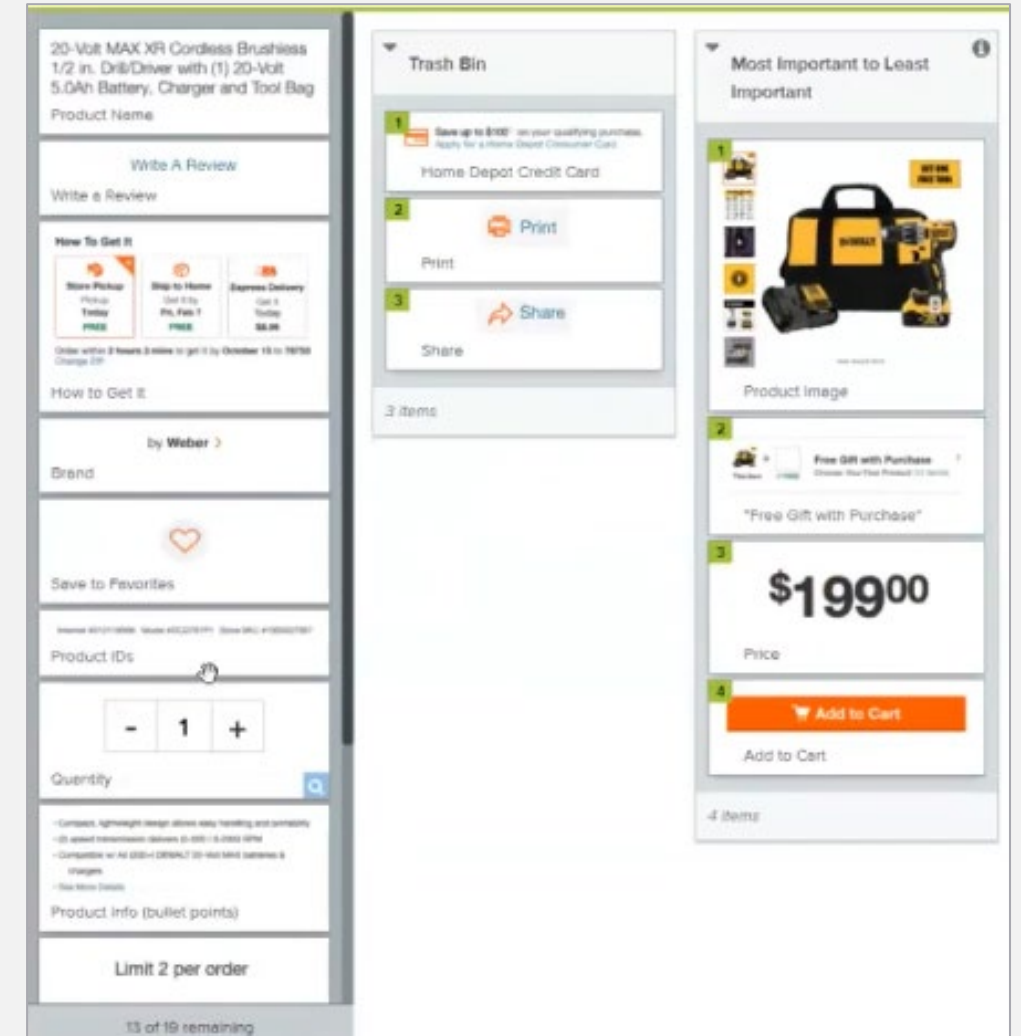
Unmoderated Closed Card Sort

- Step 1: Customers sorted Zone A items into 2 groups: “Important” vs “Trash Bin”
- Step 2: Items in the “Important” group were *ranked* from most important to least important

Reasoning

Closed card sorting can be used to assess existing information architectures, so this method was the right approach in that research we were doing was to *assess the information architecture* of Zone A items on PIPs.

By doing it remotely and unmoderated, we were also able to *quickly* evaluate Zone A’s from different category types of PIP.



Customer perspective of the card sorting exercise

Choosing Assets (PIPs)

PIPs According to Category

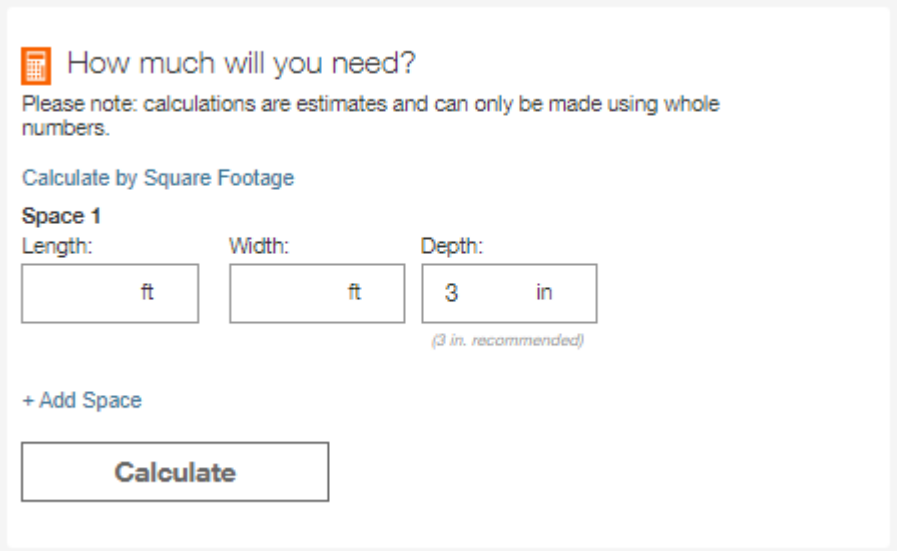
Different PIPs were chosen to be tested due to the nature of different categories displaying different Zone A content:


- Mulch, Power Drill, Dresser, Fan, Planter, Lawn Mower, Hammer, Outdoor Grill

PIPs According to Price

PIPs that would encompass as much breadth of Zone A items as possible and based on different levels of consideration were chosen as well.

- *For example, customers may value seeing a credit card offer more on a higher priced item (refrigerator) compared to a \$7 hammer.*



 How much will you need?

Please note: calculations are estimates and can only be made using whole numbers.

Calculate by Square Footage

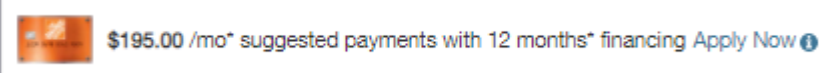
Space 1



Length: ft Width: ft Depth: 3 in

(3 in. recommended)

[+ Add Space](#)

Calculator tool on Zone A of a Mulch PIP.



 **\$195.00 /mo*** suggested payments with 12 months* financing [Apply Now](#) 

Credit Card offer on Zone A of a Fridge PIP.

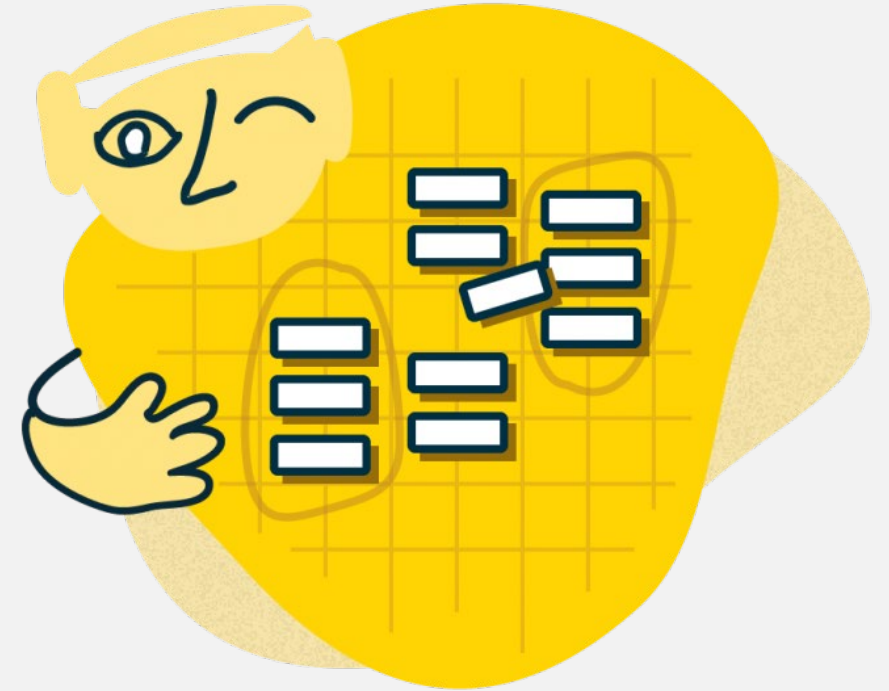
Targeting the Audience

360 Total Participants

- 45 participants per PIP
- Home Depot Customers
- Shopping for each product

Recruitment Process

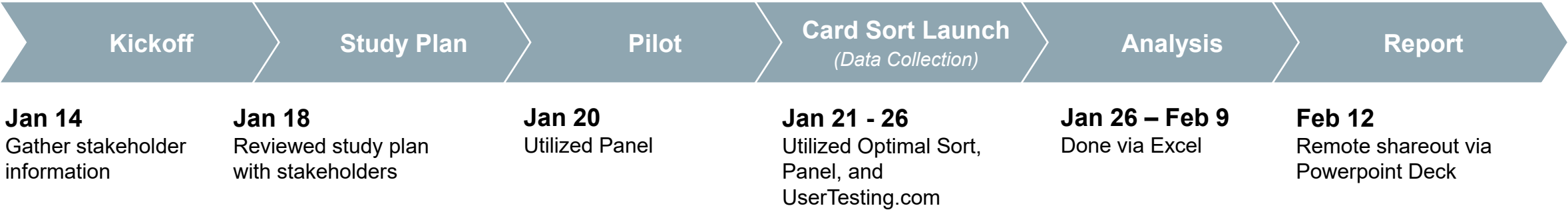
Using OptimalSort tool, we launched the card sort to the UXR team's internal panel and through UserTesting.com



My Role + Timeline

My Role: I led this research project from beginning to end from Jan – Feb 2021.

Timeline (1 month):



Cross-Functional Partners

Interconnected Experience (.com) Team

Responsible for consumer facing experience on the Home Depot website.

1

Product Manager

1

Director of UX

1

UX Content Strategist

7

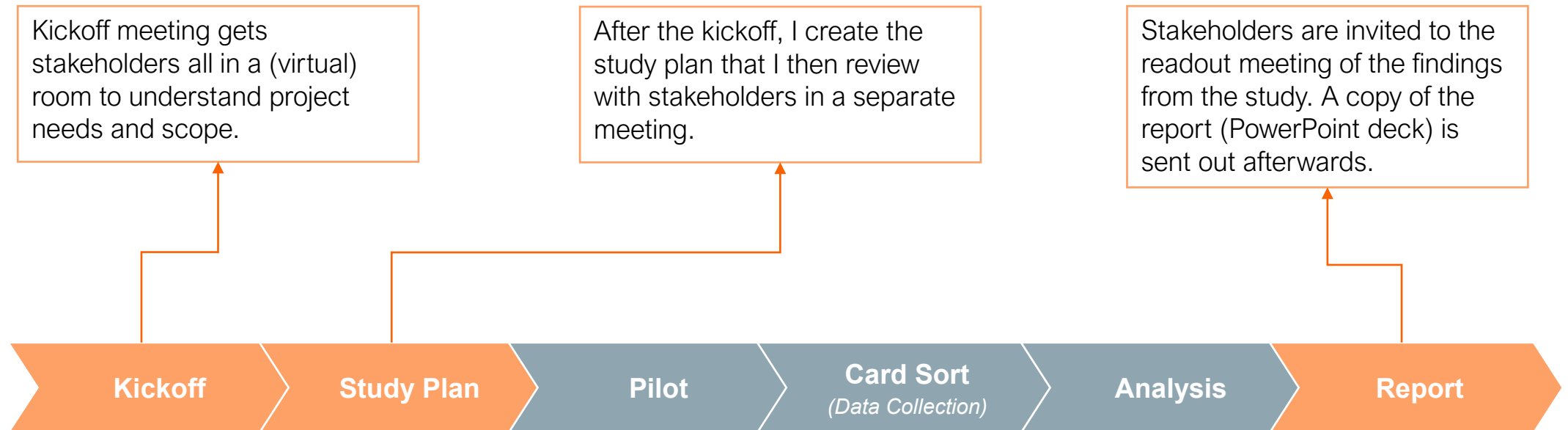
UX Designers

7

Sr Product Managers



Stakeholder Engagement Touchpoints



Wrap-Up



Analysis

My analysis process involved averaging results (derived from Optimal Sort) from each PIP test into one source (table) via excel.

Grouping Results

General Items	Important	Trash Bin
Price	100%	0%
Product Image	100%	0%
Star Rating	97%	4%
Add to Cart	95%	5%
Product Info	94%	6%
Product Name	94%	6%
How to Get It	93%	7%
Quantity	79%	21%
Questions & Answers	59%	41%
Save to Favorites	53%	47%
Product IDs	47%	53%
Instant Checkout	28%	72%
Share	22%	78%
Credit Card Offer	22%	78%
Write a Review	22%	78%
Print	14%	86%

Ranking Results

General Items	Avg Position
Product Image	2.3
Product Price	3.1
Product Name	4.0
Product Info	5.5
Star Rating	6.1
How to Get It	8.1
Quantity	8.6
Add to Cart	8.5
Q&A	9.6
Product IDs	9.7
Save to Favorites	10.4
Instant Checkout	11.4
Credit Card Offer	11.7
Share	12.2
Print	13.9
Write a Review	15.2

Recommendations: “Must Have” Zone A Items

Zone A Items

1. Product Image
2. Product Price
3. Product Name
4. Product Info
5. SSKU*
6. Star Rating
7. Brand
8. How to Get It
9. Quantity
10. Add to Cart

**if present on a PIP*

The screenshot shows a product page for a 16 oz. Rip Claw Hammer by DEWALT. The page is annotated with numbers 1 through 10, corresponding to the 'Zone A Items' list. The annotations are as follows:

- 1. Product Image: Points to the main product image of the hammer.
- 2. Product Price: Points to the price tag showing \$20.97.
- 3. Product Name: Points to the product title '16 oz. Rip Claw Hammer'.
- 4. Product Info: Points to the product description text, which includes 'Optimal weight distribution reduces arm fatigue', 'Oval shaped strike face ensures easy toe-nailing', and 'Composite handle provides a firm and comfortable grip'.
- 5. SSKU*: Points to the product specifications section, which includes 'Optimal weight distribution reduces arm fatigue', 'Oval shaped strike face ensures easy toe-nailing', and 'Composite handle provides a firm and comfortable grip'.
- 6. Star Rating: Points to the star rating (4.5 stars) and the number of reviews (182).
- 7. Brand: Points to the DEWALT brand name.
- 8. How to Get It: Points to the 'How to Get It' section, which includes options for Store Pickup, Ship to Home, and Scheduled Delivery.
- 9. Quantity: Points to the quantity selector (1).
- 10. Add to Cart: Points to the 'Add to Cart' button.

The page also includes a breadcrumb trail: Home / Tools / Hand Tools / Hammers / Claw Hammers. The product is available at the Cumberland Store, with 5 in stock. The page also features a 'Save up to \$100' on your qualifying purchase' offer and a 'Your Fastest Checkout' section.

Recommendations: “Not Critical” Zone A Items

Zone A Items

1. Print

2. Share


3. Write a Review


4. Instant Checkout


5. Shop the Collection


Home / Tools / Hand Tools / Hammers / Claw Hammers


Internet #205915674 Model #DWHHT51048 Store SKU #1003410975

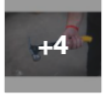















Hover Image to Zoom

16 oz. Rip Claw Hammer

by DEWALT > [Shop the Collection](#)


★★★★★ (182) [Write A Review](#) Questions & Answers (4)

Cumberland Store

✓ 5 in stock Aisle 102 Text to Me


- Optimal weight distribution reduces arm fatigue
- Oval shaped strike face ensures easy toe-nailing
- Composite handle provides a firm and comfortable grip
- [See More Details](#)


\$20⁹⁷


 Save up to \$100* on your qualifying purchase. Apply for a Home Depot Consumer Card

How to Get It

Delivering to: 30339 | [Change](#)


**Store Pickup**
Pickup Today
FREE


**Ship to Home**
Get it by Thu, Feb 4
FREE

**Scheduled Delivery**
As soon as Tomorrow
\$8.99

5 in stock at Cumberland
Curbside pickup available.
[Check Nearby Store](#)

- 1 +



Your Fastest Checkout 

Turn on Instant Checkout


2

1

5

3

4

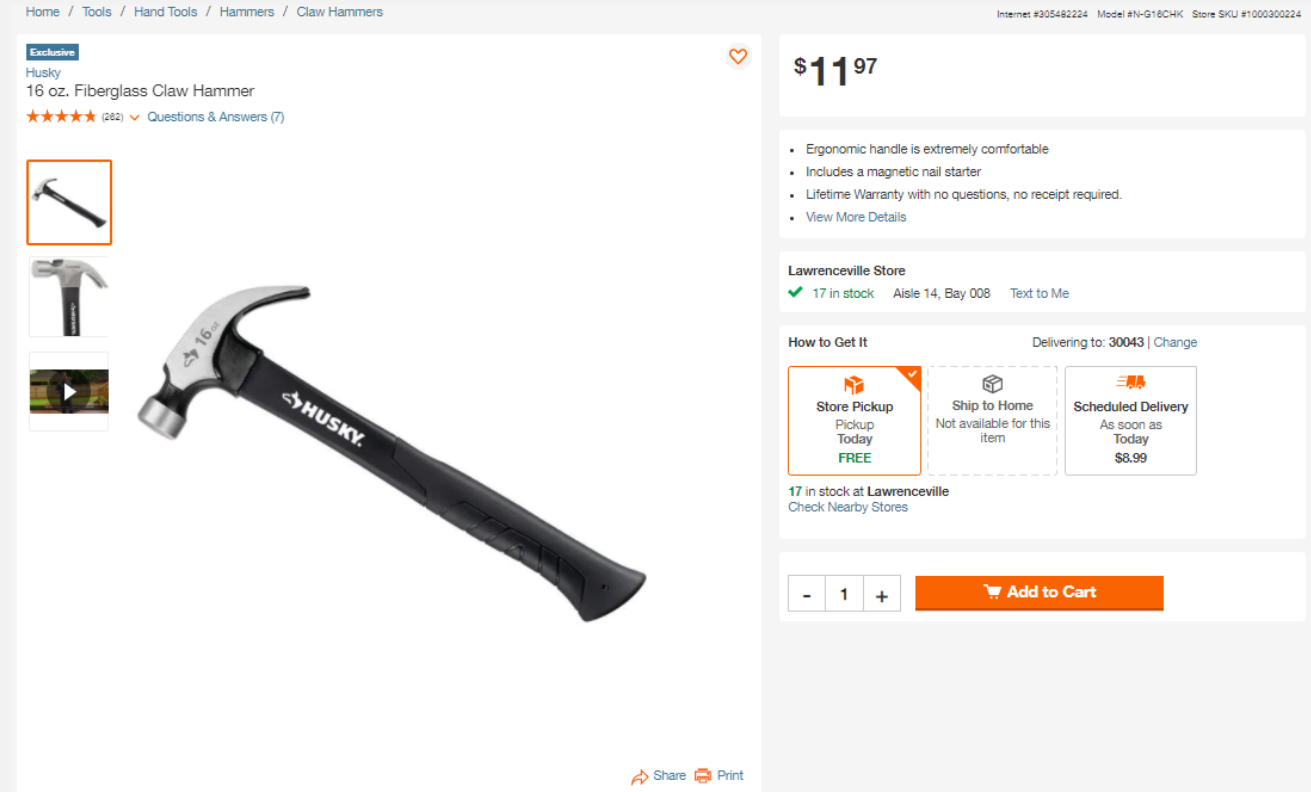


Resulting Impact

UX Design **iterated and created a new version of Zone A** (via design sprints) that received moderated usability testing.

Launch of the new design went live in August 2021

- ATC conversion for
 - Home décor PIPs went up **+40bps**
 - General Merch PIPs went up **+18bps**
- Bounce & Exit rate metrics also trended in a **downward** fashion



Reflection

What could have gone better?

- I could have dedicated time to watching (some) the videos to pair qualitative insights with the collected quantitative data.
- It was a tedious process to create 32 unmoderated studies on UserTesting to collect the data (limit 15 tests per study)
 - Next time: Find budget to collect data more efficiently through Optimal Sort's panel

Positives

- I was able to juggle this project alongside another super-large scale benchmarking project
- I worked closer than ever with a group of incredibly talented UX designers
- I able to work on such a widely visited part of the site experience

