

Modular PIPs

Shaziya Tambawala
UX Design
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Project Description

This screenshot shows a product page for a Hampton Bay Woven 5-Piece Patio Dining Set. The top navigation bar includes links for Tools & Truck Rental, Installation Services and Repair, Gift Cards, Help, and Cart. The main content area features a large image of the patio set, a price of \$499.00, and a "Buy It Now" button. Below the main image are sections for "RELATED ITEMS", "SPECIFICATIONS", "RECOMMENDED ITEMS", "CUSTOMER REVIEWS", and "SHIPPING & DELIVERY". A "PRODUCT OVERVIEW" section provides detailed information about the set's dimensions and materials. A "DETAILS" section lists care instructions and assembly requirements. A "WARRANTY / CERTIFICATIONS" section includes a link to a consumer credit card offer. At the bottom, there are sections for "CUSTOMERS WHO VIEWED THIS ITEM BOUGHT ..." and a "PRODUCT ACCESSORIES" section.

This screenshot shows a product page for a BLACK+DECKER 20-Volt Cordless Drill with Matrix Cordless Drill Attachment. The top navigation bar is identical to the first screenshot. The main content area features a large image of the drill, a price of \$69.97, and a "Buy It Now" button. Below the main image are sections for "RELATED ITEMS", "SPECIFICATIONS", "RECOMMENDED ITEMS", "CUSTOMER REVIEWS", and "SHIPPING & DELIVERY". A "PRODUCT OVERVIEW" section provides detailed information about the drill's features and performance. A "DETAILS" section lists care instructions and assembly requirements. A "WARRANTY / CERTIFICATIONS" section includes a link to a consumer credit card offer. At the bottom, there are sections for "CUSTOMERS WHO VIEWED THIS ITEM BOUGHT ..." and a "PRODUCT ACCESSORIES" section.

- PIPs have the same layout across the board
- A concept exploration to make PIPs more dynamic with widgets
- How can we display PIPs based on:
 - Product department/category
 - Information relevant to customer's journey



Project Goals

Goals:

- Allow for a more streamlined customer experience
- Make relevant content more transparent

Potential Success Metrics:

- Incremental expected cart adds for PIP are estimated at 1M
- Customer engagement through increased number of Reviews and Q&A
- Time on page for task

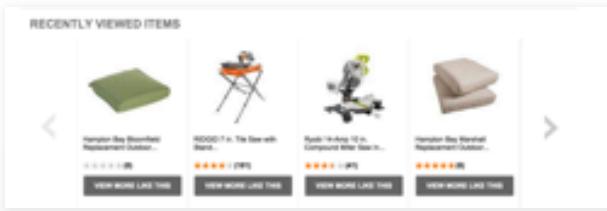
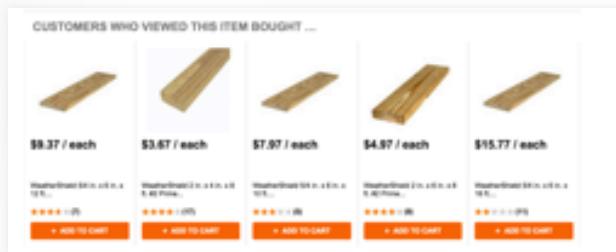
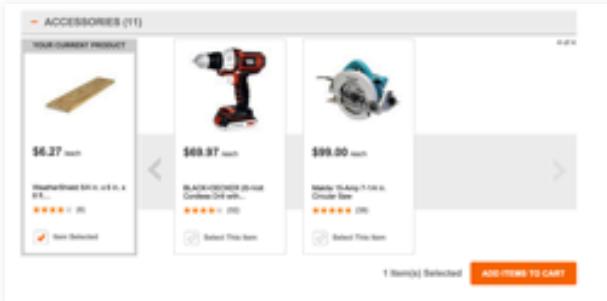
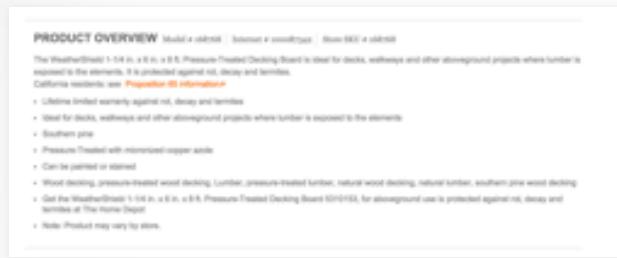


Project Status

- Assessed 18 retail sites for best practices
- Aligned with different teams in and outside the PIP work stream
- Defined 3 PIP buckets and regrouped content
- Designed low fidelity simulation based on commonly shopped cross categories
- Study to determine impact on usability
- Design iteration based on feedback



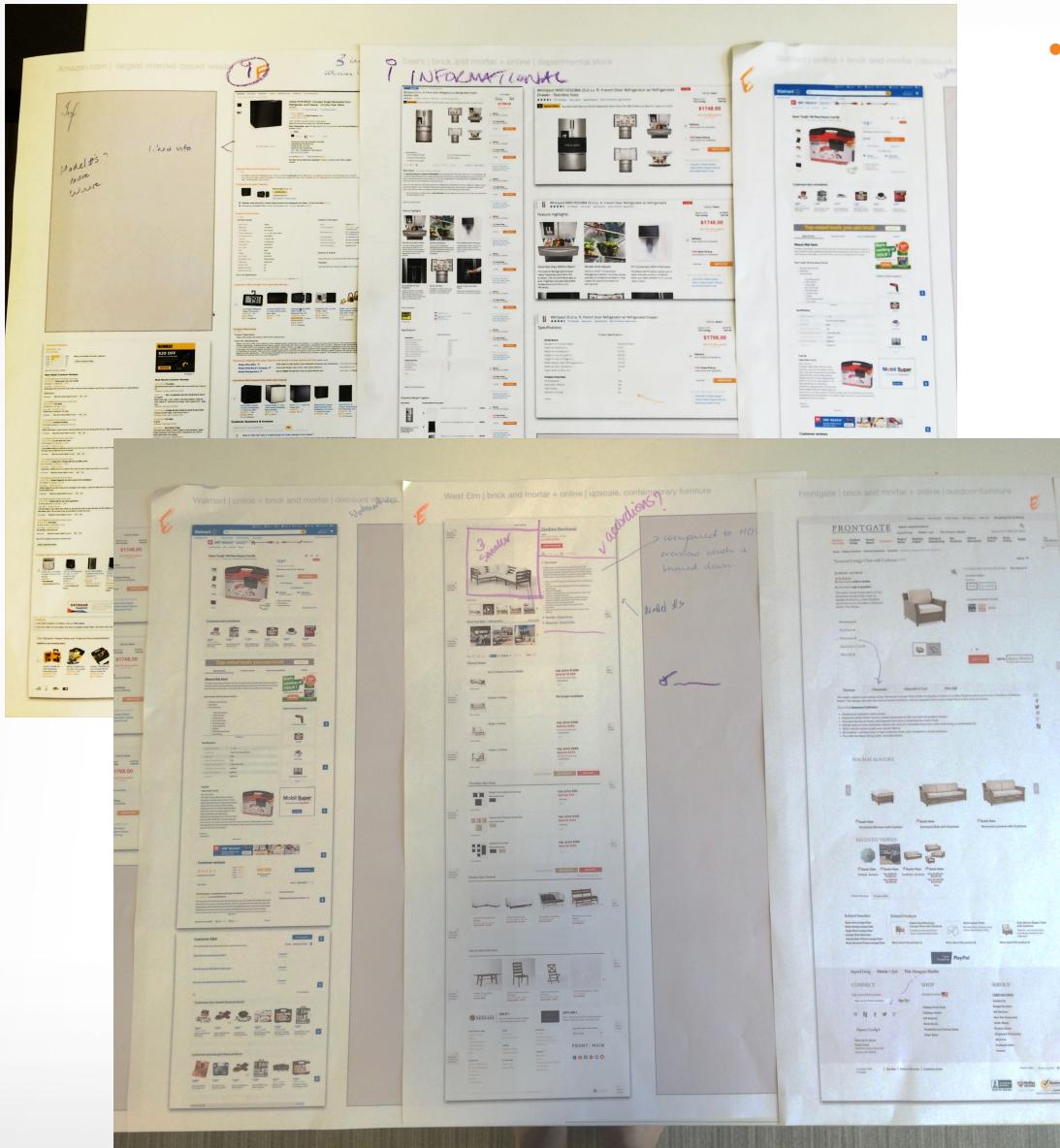
What are PIP modules?



1. Image Gallery
2. Pricing and Fulfillment
3. Product Overview
4. Specifications
5. Frequently Bought Together
6. Compare Similar Items
7. IRG
 1. More In This Collection
 2. Accessories
 3. Coordinating Items
8. Certona
9. Questions & Answers
10. Ratings & Reviews
11. Recently Viewed



Project Status

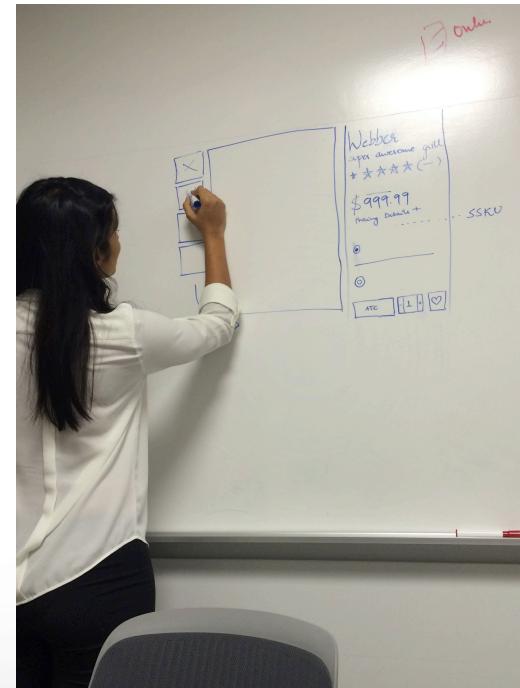


- Assessed 18 retail sites for best practices
- Modules/Content topics
 - Average ~ 6
 - Standard deviation ~ 3
- Content exposure on PIP
 - Open = 56%
 - Closed = 44%



Project Status

- Aligned with Category Experience, Digital Asset Execution and Product Management teams to define 3 PIP buckets
 - Educational | Informational | Inspirational
- Deeper dive with UX team to explore re-grouping of content



Project Status

Deckboard

WeatherShield
5/4 in. x 6 in. x 8 ft. Premium Pressure-Treated Lumber

★★★★★ (95)

The WeatherShield 1-1/4 in. x 6 in. x 8 ft. Pressure-Treated Decking Board is ideal for decks, walkways and other aboveground projects where lumber is exposed to the elements. It is protected against rot, decay and termites.

- Lifetime limited warranty
- Southern pine
- Pressure-Treated with micronized copper azole
- Can be painted or stained
- Note: Product may vary by store.

\$6.27 each | Pricing Details

PICK UP IN STORE FREE Available for Pick Up: Today

CHECK NEARBY STORE OPTIONS : Enter ZIP Code | CHECK AVAILABILITY

Contact your local store for pricing and to place orders in the following areas: AK, DE, HI, PR, VI

1 ADD TO CART ADD TO WISHLIST

Click to Zoom

1 Like 0 Share 0 Tweet 0 Add to Cart 8+1

SPECIFICATIONS PRODUCT OVERVIEW RELATED ITEMS RECOMMENDED ITEMS QUESTIONS & ANSWERS CUSTOMER REVIEWS

DIMENSIONS

Actual product thickness (in.)	1	Nominal product width (in.)	6
Actual product width (in.)	5.5	Product Depth (in.)	96
Nominal Product Length (in.)	5448	Product Height (in.)	1
Nominal Product Length (ft.)	8	Product Length (ft.)	8 ft.
Nominal Product Length (in.)	96	Product Length (in.)	96
Nominal Width	6 in	Product Width (in.)	6.5

DETAILS

Chemical retention (lb./in. ft.)	.06	Shenable/Paintable	Shenable & Paintable
Contact Type Allowed	Above Ground	Total area covered (sq. ft.)	3.6
Pressure Treated	Yes	Type of Pressure Treatment	MCA - Micronized Copper Azole
Printed	No	UPC	08814305267

WARRANTY / CERTIFICATIONS

Manufacturer Warranty See store for details

How can we improve our product information? [Provide feedback](#)

PRODUCT OVERVIEW Model # LFXC2q47268 Internet # 200343795 Store #0 SKU # 100000034772

The WeatherShield 1-1/4 in. x 6 in. x 8 ft. Pressure-Treated Decking Board is ideal for decks, walkways and other aboveground projects where lumber is exposed to the elements. It is protected against rot, decay and termites. California residents see [Proposition 65 information](#)

Drill

BLACK+DECKER
20-Volt Cordless Drill with Matrix Cordless Drill Attachment

★★★★★ (52)

The 20 volt power unit is the driving force of the Matrix Quick Connect System from BLACK+DECKER, provided in a bundle with a Cordless Drill Attachment. Powered by a rechargeable lithium ion battery, the drill has a maximum torque of 300 in-lbs at 0 RPM and 1,800 in-lbs at 800 RPM. A rotating dial lets you lock in one of 10 clutch settings while accompanying 3/8 in. keyless chuck secures bits in the drill housing. Change Quick Connect attachments in a flash without any extra tools.

- Includes: (1) 20 volt MAX power unit, (1) drill/drill attachment, (1) 20 volt MAX charger, (1) 20 volt MAX lithium-ion battery and (1) double-ended bit tip
- Base unit integrates with other Quick Connect components sold separately: Router, Detal Sander, Jig Saw, Oscillating Multi-Tool, Fin Saw and Impact Driver
- Lithium-ion battery resists drainage when not in use; holds charge for up to 18 months
- Tool works with BLACK+DECKER LBX20 batteries and LCS20 chargers
- Reversible rotation
- 2-year limited warranty
- Home Depot Protection Plan:

\$69.97 each | Pricing Details

SHIP TO HOME FREE with \$45 order Estimated Arrival: JUL 17 - JUL 21 Shipping Options

PICK UP IN STORE FREE Available for Pick Up: JUL 20 - JUL 23

Contact your local store for pricing and to place orders in the following areas: AK, DE, HI, PR, VI

1 ADD TO CART ADD TO WISHLIST

Click to Zoom

1 Like 0 Share 0 Tweet 0 Add to Cart 3+1

PRODUCT OVERVIEW SPECIFICATIONS QUESTIONS & ANSWERS RELATED ITEMS RECOMMENDED ITEMS CUSTOMER REVIEWS

PRODUCT OVERVIEW Model # LFXC2q47268 Internet # 200343795 Store #0 SKU # 100000034772

The 20 volt base power unit is the driving force of the Matrix Quick Connect System from BLACK+DECKER, provided in a bundle with a Cordless Drill Attachment. Powered by a rechargeable lithium ion battery, the drill has a maximum torque of 300 in-lbs at 0 RPM and 1,800 in-lbs at 800 RPM. A rotating dial lets you lock in one of 10 clutch settings while accompanying 3/8 in. keyless chuck secures bits in the drill housing. Change Quick Connect attachments in a flash without any extra tools.

SPECIFICATIONS

DIMENSIONS

Product Depth (in.)	12.8	Product Width (in.)	3.625
Product Height (in.)	9.5		

DETAILS

Batteries Included	Yes	Maximum Speed (rpm)	8000
Battery Power Type	Lithium Ion	Power Tool Product Type	Cordless
Battery Size	Lithium Ion	Product Weight (lb.)	5.994 lb
Case Included	No	Reconditioned	No

LET'S PROTECT THIS.

Plan pricing and term options will be shown during the checkout process

Patio

Hampton Bay
Bloomfield Woven 5-Piece Patio Dining Set with Moss Cushions

★★★★★ (52)

Dine and entertain with this Bloomfield 5-piece Woven Patio Dining Set. The Bloomfield is an attractive patio furniture set that comes with a beautiful, mocha brown powder-coated finish on the visually appealing woven pattern style. The set is also sturdy and highly durable, with rust-resistant steel frames and weather-resistant woven fabric. The dining set includes a square table with a glass top, four chairs with dark brown backs, woven back dining chairs with seat pads and one glass top dining table with woven design pattern. The same offers an umbrella hole to coordinate with the Bloomfield 9 ft. market umbrella (sold separately).

- Powder coated mocha colored brown steel frame
- Modern design with woven back
- Coordinates with other items in the Bloomfield collection (sold separately)
- Does not include pillows
- Cleans with mild soap and water
- Comes packed in 2 boxes

\$499.00 /set | Pricing Details

SHIP TO HOME FREE with \$45 order Estimated Arrival: JUL 21 - JUL 28 Shipping Options

PICK UP IN STORE FREE Available for Pick Up: JUL 20 - JUL 23

Contact your local store for pricing and to place orders in the following areas: AK, DE, HI, PR, VI

1 ADD TO CART ADD TO WISHLIST

Click to Zoom

1 Like 0 Share 0 Tweet 0 Add to Cart 3+1

PRODUCT OVERVIEW SPECIFICATIONS RELATED ITEMS RECOMMENDED ITEMS QUESTIONS & ANSWERS CUSTOMER REVIEWS

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SPECIFICATIONS

DIMENSIONS

Assembled Depth (in.)	68.50 in	Chair Width (in.)	24.20
Assembled Height (in.)	33.80 in	Seat Height (in.)	18.50



Project Status

- Completed study with 10 participants to understand impact on usability when browsing across 2 categories
 - Findability

“I didn’t notice it was anywhere different...I don’t think [the quick links] being in a different order makes much difference”

“I think if, for each product the “most important” item was displayed first, that would be best. I can see how maybe someone might be confused by the shuffling around (i.e. my dad would gripe about it) But I’m pretty tech savvy, so it didn’t bother me”

- General Impression

“This does not have affect on shopping experience, I actually quite like it. Simply because a drill is a complicated device that needs an overview before specifications”

“If I’m buying two things I don’t think it wouldn’t matter. I didn’t even notice. If I was buying a lot of things, I would like layout to be consistent; that would definitively have an affect on my shopping experience if it was constantly changing or if it varied by product or department”



Project Challenges

- Frequency of enhancements to PIP
- Cross-platform design
- End-to-end view: fitting into the larger story of PLP and category pages
- Conflicting data
- Earlier collaboration with usability to better scope project



Project Findings / Recommendations

- Split test to determine any affect on conversion across all categories as results could vary by category and cross-category
- Content and cross-sell recommendations should be relevant to the product
- Widgetize each PIP module
- Scaling by including more product categories based on customer journeys



Thank You!

Questions?

