

Narrow Results

Camera Model

- Canon 1D C (1)
- Canon 1D X (2)
- Canon 5D III (12)
- Canon 5Ds (1)
- Canon 5Ds R (1)

Bodies/Kits

- Body Only (48)
- Body Only Kits (19)
- Prime Lens Kits (6)
- 16-50mm Kits (3)
- 18-50mm Kits (13)

Resolution

- 50 Megapixels (2)
- 36 Megapixels (6)
- 24 Megapixels (75)
- 22 Megapixels (12)
- 20 Megapixels (74)

Filter By

- Free Shipping (221)
- Rebates (164)
- In stock (224)
- USA (235)
- Imported (2)



Michael Touna | UX | Oct 2015

Refinements

Better A Better Filtering System

Improving the refinement system

InVision Prototype:

<https://invis.io/BC3ZEPWA>

Objective

To promote a simple, easy, positive user experience via increased engagement with Search refinements.

Currently only 30%* of users take advantage of refinements.

Challenges Present in Existing Search Hierarchy

1. Lengthy scrolling
2. Refinements are hidden below the scroll
3. Out-of-date UI
4. Specific refinements difficult to locate

*According to Clicktale's June 2015 report

Current Filtering System

Filtering Comments

From our B&H Survey Site about the current site.

<https://survey.bhphotovideo.com/surveys/>

I like to quickly search through a set of products and apply the filters to narrow it down.

I really appreciate the rating system for products. I know exactly what I'm buying.

The ability to use filters when searching for a camera bag dramatically narrowed down the number of options. Extremely helpful and much appreciated.

When filtering items, it is annoying that the page reloads each time a check box is selected.

It's nice to quickly zero down to something that will work with my Pentax, but no results for other brands.

I like the ease with which you can browse categories of filters.

I would really like to be able to search the reviews. For example, when reading reviews about a lens, I might like to filter the reviews.

Takes a while to scroll through things, the filter for searches a little difficult to do physically on an iPad.

I found search filters inconsistent and frustrating to use. And some filter buttons were difficult to locate.

Some filter items are hard to find if you don't know their exact name.

The filtering on searches feels like it needs an update or a better user friendly layout.

Sometimes filtering can be clanky and removing a filter is not always simple.

Summary of Comments



1. Ability to view all options at a glance.
2. Wide range of options.
3. Speedy narrowing of results.



1. Having to scroll back and forth to locate filters.
2. Overwhelming number of options
3. Inconsistent/incorrect filter results
4. Automatic refresh on filter settings slows down UX

Trending Styles

While doing research on how refinements are handled on different e-commerce sites, the following trends were noted.

Mix of side and top refinements

Refine

Larger, cleaner titles

brand

- Canon (11)
- Nikon (31)
- Pentax (2)
- Sony (1)
- Toshiba (1)

Qualifiers

Must have Nice to have

price

CURRENTLY VIEWING

ALL GAMES

PLATFORM | **GENRE**

Audio **View All option**

24 items View All

Sort By aligned to the right

Sort By: Featured Sort

Shop in-store

nd more are available in store.
en, new items are added weekly.

Research



kmart

Crate&Barrel



sears

Walmart

BIGLOTS!

Overstock



Picturing A New, Improved B&H Refinement System

1. Mixes left-hand and top refinement menus
2. Features an updated UI
3. Groups most popular filters
4. Reduced scrolling length
5. Expanded filter range on Category/Listing pages
6. Mobile-optimized UI listing page
6. Made UI more mobile friendly

Photography Computers Pro Video Lighting & Studio Pro Audio Mobile TVs & Entertainment Camcorders Security & Surveillance Binoculars & Scopes A/V Presentation Used Dept

Home / Photography / Digital Cameras

Digital Cameras

Point and Shoot
Portable and easy to use for anyone

Mirrorless System
Smaller and lighter than DSLR cameras

DSLR
Wide selection and many pro features

Medium Format
High-quality professional cameras

What item is right for you?
Ask our Experts!
[800.606.6969](#)
View Items Per Page **25** 50 75 ALL
1 - 24 of 647

Find By Brands Price Ratings Savings
Sort By Best Sellers Compare

Featured Links

- New Releases (142)
- Free Shipping (257)
- In Stock (343)
- MFR. Warranty (714)
- B&H Warranty Only (2)

Product Features

- GPS (21)
- Hot Shoe (46)
- Image Stabilization (145)
- RAW Capture (67)
- Touch Screen (31)
- Vari-Angle LCD (37)
- Viewfinder Built-in (38)
- Wi-Fi (126)

Brands

Camera Grouping

Megapixels

Video Resolution

Memory Card Type

Sensor Size

Color

Canon EOS 5D Mark III DSLR Camera (Body Only)

B&H # CAE5D3 • MFR # 5260B002

INCLUDES FREE • SanDisk 32GB Ultra UHS-I SDHC Memory Card (Class 10) • Watson LP-E6N Lithium-Ion Battery Pack (7.4V, 2000mAh) • Ruggard Commando 36 DSLR Shoulder Bag • Oben ACM-2400 4-Section Aluminum Monopod

Total Value \$149.34

- Get 1-Year Memberships To Adobe Creative Cloud And Kelby Online Training - See Details Here valid until 10/3/15
- 22.3 MP Full-Frame CMOS Sensor
- DIGIC 5+ Image Processor
- 3.2" 1.04M-Dot ClearView II LCD Monitor
- Full HD 1080p Video Recording at 30 fps
- 61-Point High Density Reticular AF
- Native ISO 25600, Extended to ISO 102400
- 6 fps Shooting in RAW+JPEG
- 63-Zone Dual Layer Metering Sensor
- 14-Bit RAW Files and S-Raw Format
- Magnesium Alloy Body, SD/CF Card Slots

Availability: **IN STOCK** Ship Time: Order by 4:00 PM EDT to ship the **Same Day**

Free Expedited Shipping

Sony Cyber-shot DSC-RX100 IV Digital Camera

B&H # SODSCRX1004 • MFR # DSC-RX100M4

- 20.1 MP 1" Exmor RS BSI CMOS Sensor
- BIONZ X Image Processor
- Internal UHD 4K Video & S-Log2 Gamma
- Zeiss Vario-Sonnar T* f/1.8-2.8 Lens
- 24-70mm (35mm Equivalent)
- 2359k-Dot OLED Tru-Finder Pop-Up EVF
- 3.0" 1229k-Dot Multi-Angle Xtra Fine LCD
- Slow Motion Video at 960 fps
- Built-In Wi-Fi Connectivity with NFC

You Pay: **\$948.00** Add to Cart + Add to Wish List

Essential Kits

*Current Style***What's Moving**

1. **Categories** removed (it's redundant)
2. Listing title moved to top as Page Title
3. **Sort By** shifts to right-hand side
4. Number of items bumps up next to page navigation
5. Compare tool

Home / Photography / Digital Cameras

PANASONIC
When The Exact Moment Counts... Panasonic 4K Photo [SHOP >](#)

Digital Camera Types

Point & Shoot Cameras Mirrorless System Cameras DSLR Cameras Medium Format Cameras

Sort By: Best Sellers **Display:** 24 per page **Compare:** Add Items To Compare

Proposed Style

Digital Cameras

Point and Shoot
Portable and easy to use for anyone

Mirrorless System
Smaller and lighter than DSLR cameras

DSLR
Wide selection and many pro features

Medium Format
High-quality professional cameras

View **Items Per Page** 25 50 75 ALL

Find By **Brands** **Price** **Ratings** **Savings** **Sort By** **Best Sellers** **Compare**

Featured Links ▾

- New Releases (142)
- Free Shipping (257)
- In Stock (343)
- MFR. Warranty (714)
- BOOM! (1)

Canon EOS 5D Mark III DSLR Camera (Body Only)

Price: \$2,799.00
Instant Savings: \$300.00
Receive 2% Reward

You Pay: **\$2,499.00**

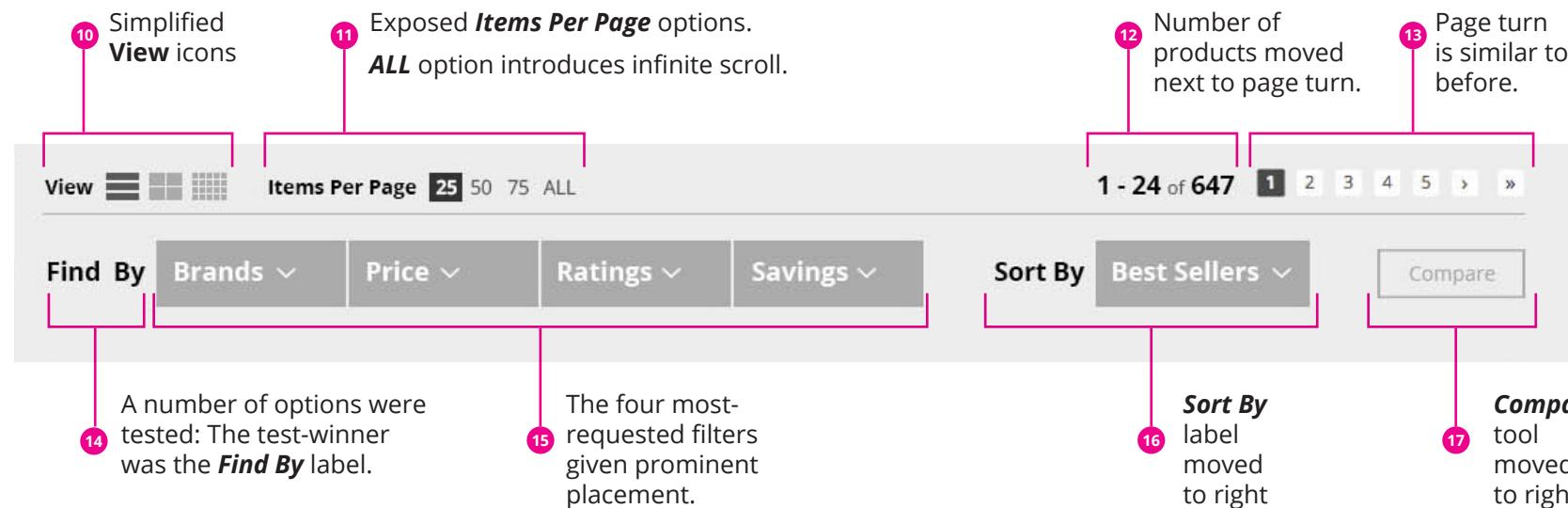
Add to Cart

*Current Style***What's Moving****6. Select a Category**

now features a description

7. Items Per Page**8. View options****9. Page advance**
Proposed Style

Proposed Style



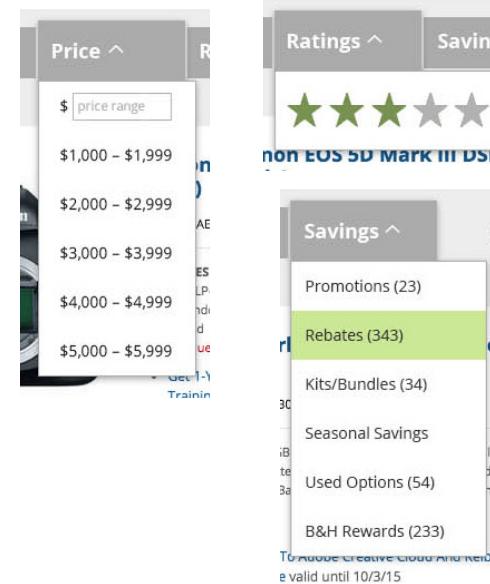
| Brands ^ | Price ^ | Ratings ^ | Savin |
|-----------------|-----------------|---------------|-------|
| Arca-Swiss (3) | Lytro (4) | Polaroid (10) | |
| Cambo (13) | Mamiya (18) | Ricoh (15) | |
| Canon (132) | Mamiya Leaf (2) | Sakar (5) | |
| Fujifilm (41) | Minox (2) | Samsung (43) | |
| Hasselblad (27) | Narrative (2) | SeaLife (3) | |
| Horseman (17) | Nikon (110) | Sigma (8) | |
| Kodak (2) | Olympus (31) | Silvestri (2) | |
| Leica (29) | Panasonic (32) | Sony (77) | |
| Linhof (1) | Pentax (111) | Vivitar (29) | |

Hover state

18 • 6 fps Shooting in RAW+JPEG
• 63-Zone Dual Layer Metering Sensor

| Brands ^ | Price ^ | Ratings ^ | Savin |
|-----------------|-----------------|---------------|-------|
| Arca-Swiss (3) | Lytro (4) | Polaroid (10) | |
| Cambo (13) | Mamiya (18) | Ricoh (15) | |
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| Leica (29) | Panasonic (32) | Sony (77) | |
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Selected state. 19 • 6 fps Shooting in RAW+JPEG
63-Zone Dual Layer Metering Sensor
You can pick multiple Brands.



Proposed Style

20. **Expand All** refinements.
21. **Collapse All** refinements.
22. **Clear All** refinements picked.
23. User can search for a specific product feature instead of searching each refinement.
24. Bigger and bolder refinement title.
25. Refinement options would list up to 8 options.
26. Refinements closed state.
27. If there are more than 8 options, then a **See More** option displays.
28. When a refine is selected, it grays out options that aren't available and moves them to the bottom of the list.
29. Selected state of refinement
30. When a refinement is picked, a number is placed.
31. **Collapse All** state.

The image displays three wireframe prototypes of a filtering sidebar for cameras, illustrating different design approaches for refinement lists. The prototypes are arranged horizontally and show various components such as navigation, search, and refinement categories.

Common Elements:

- Top Bar:** Includes "What item is right for you?", "Ask our Experts!", "800.606.6969", "Live Chat", "Expand All", "Collapse All", "Clear All", and a search bar.
- Search Bar:** A search input field with a magnifying glass icon.
- Brands:** A section listing brands with counts: Arca-Swiss (3), Cambo (13), Canon (132), Fujifilm (41), Hasselblad (27), Horseman (17), Kodak (2).
- Product Features:** A section listing features with counts: GPS (21), Hot Shoe (46), Image Stabilization (145), RAW Capture (67), Touch Screen (31), Vari-Angle LCD (37), Viewfinder Built-in (38), Wi-Fi (126).
- Camera Grouping:** A section listing camera types with counts: Standard Compacts (96), Advanced Compacts (145), Touch Screen (31), Vari-Angle LCD (37), Viewfinder Built-in (38), GPS (21), Hot Shoe (46), Wi-Fi (126).
- Brands (Selected):** A section showing the selected brand with its count: Hasselblad (27), followed by a list of brands: Arca-Swiss (3), Cambo (13), Canon (132), Fujifilm (41), Horseman (17), Kodak (2).
- Bottom Categories:** A list of categories with dropdown arrows: Camera Grouping, Megapixels, Video Resolution, Memory Card Type, Sensor Size, and Color.

Differences between Prototypes:

- Prototype 1 (Left):** Shows a collapsed state for most sections, with refinement titles like "Featured Links" and "Product Features". It includes a "See More" link under the brands section.
- Prototype 2 (Middle):** Shows an expanded state for most sections, with refinement titles like "Brands" and "Product Features" in bold. It includes a "See More" link under the brands section.
- Prototype 3 (Right):** Shows an expanded state for most sections, with refinement titles like "Brands" and "Product Features" in bold. It includes a "See More" link under the brands section.

This screenshot shows a search interface for cameras. On the left, there's a sidebar with filters like 'Image Stabilization (145)', 'RAW Capture (67)', etc. Below that is a 'Brands' section with a dropdown menu open, showing brands like Arca-Swiss, Linhof, Panasonic, etc. A 'Camera Grouping' section follows, and then a 'Megapixels' section. On the right, there's a main content area with a camera image and a sidebar with more filters.

Annotations:

- 32. The state when **See More** is clicked
- 33. Closes window
- 34. After making a select it grays outs the type and moves it to the bottom.
- 35. Selected state. When refinement is picked, the option is moved to the top.
- 36. After the 5th product in the listing, this option would be presented to the user.

This screenshot shows a similar search interface to the first one, but with different filter results. The 'Brands' section has 'Hasselblad (27)' and 'Mamiya (18)' selected. The main content area shows a camera image and a sidebar with filters.

Annotations:

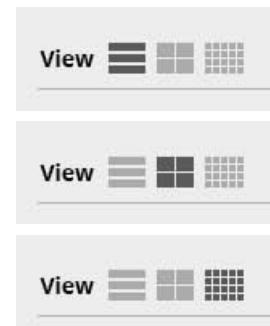
- 32. The state when **See More** is clicked
- 33. Closes window
- 34. After making a select it grays outs the type and moves it to the bottom.
- 35. Selected state. When refinement is picked, the option is moved to the top.
- 36. After the 5th product in the listing, this option would be presented to the user.

This screenshot shows a search interface with a help message: 'How might we assist you in finding Digital Cameras?'. It includes buttons for 'Live Chat', 'Refine Search', and 'Search Again'. Below the message, a product listing for a 'Nikon D750 DSLR Camera (Body Only)' is shown.

Annotation:

- 36. After the 5th product in the listing, this option would be presented to the user.

Different states
of viewing and
compare options



Items Per Page **25** 50 75 ALL

Compare

Items Per Page 25 **50** 75 ALL

Compare (1)

Items Per Page 25 50 **75** ALL

Compare (2)

Items Per Page 25 50 75 **ALL**

Compare (3)