



Product page re-design 2014

Background

Currys PC world product page was due a redesign after releasing the first phase of responsive frame work.

Customers were finding the page frustrating, can't find the CTA and confused about the conflicting sales messages.

Objective

- Increase CTA hierarchy
- Provide clarity on product information
- Clear promotional messages.
- Improve usability of bundling and attachment (Business objectives)

Currys PC world old product page analysis

The image tool frustrated user by opening a new window each time a image is selected

Inconsistent UI - links are different colour to other links on the page

Lack of rich content, customers are finding content dull and boring.

SAMSUNG UE40F5000 40" LED TV

Sale

£348.98
was £549.00 (£549.00 From 05/11/13 to 24/12/13)
Save £200.02

- Tuner: Freeview HD
- 100 Hz processing rate

PRODUCT INFORMATION

- [View product details](#)
- [View available packs](#)
- [View top deals on this product](#)
- [View delivery and services](#)

Our experts recommend this pack

UE40F5000 40" LED TV + Silver Series HDMI Cable with Ethernet - 1.5m

Product details

To enjoy amazing clarity and vivid colours in high definition, try the Samsung UE40F5000 40" LED TV, featuring built-in Freeview HD.

Freeview HD

Enjoy a whole host of completely free TV - Freeview HD provides over 50 TV channels and 20 radio stations including BBC HD, ITV HD and 4 HD so there will always be something for you to enjoy.

For more choice than ever before, you can carefully plan your viewing with the easy-to-navigate EPG (Electronic Programme Guide) - a clear, concise way to keep up with everything on the box.

Wide Colour Enhancer Plus

Samsung's Wide Colour Enhancer Plus produces rich colours to make a big difference to everything from everyday TV to movies and games. Uncover more detail and see things in a more realistic way - however you like to be entertained.

Versatile compatibility

Watch files directly from USB devices with Samsung ConnectShare Movie on the 42" F5000. This feature lets you watch videos, play music or view photos straight from a USB device without a PC. Simply plug it in and get instant access to content.

Don't forget your HDMI cables

ENERGY CONSUMPTION

Energy efficiency class	A
On-mode power consumption	58 W
Annual power consumption	85 kWh

SCREEN

Screen technology	LED backlit
Screen size	40"
Resolution	1920 x 1080

PICTURE QUALITY

Motion rate	100 Hz
Picture enhancement	HyperReal Engine

AUDIO

Speakers	2
Audio power	20 W
Mono / Stereo sound	Stereo

Customer are finding it hard to find the main call to action as we try to shout out too many information around the same area.

Misleading message.

Banner blindness causing conflict to CTA and services.

Customers miss out services available for this product due to overload of information in the same area.

Low engament for social

Confusing sales message



Approach

1. Refine requirements: Extract and prioritise requirements according to highest value to customer and business.
2. Current design issues and design guidelines: Investigate the existing design problems and usability issues in the current product page across desktops, mobile and tablet; summaries them and use them as design guidelines.
3. Research: Research on design solutions that meet the needs for this project.
4. Wire framing: Come up with design solutions and evaluate them according to the project requirements.
5. Test design: Build Low fidelity prototype for user testing and refine wireframes from customer feedback.
6. Design phase: Design high fidelity designs and prototype for A/B test.
7. Development: Provide development blue print for DEV team.
8. Deploy and refine: Deployed live and refine from more customer data.

Priorities

1 High
3 low

- 1 - Fixing CTA
- 1 - Image control
- 1 - Sales messages
- 2 - Services messages

- 2 - Product information
- 2/3 - product bundling and attachment
- 2 - UI tidy up
- 3 - social icons

This document focuses on only the four main prioritise on this list:

Mobile Product page redesign wire frames

The wireframe illustrates a mobile product page layout with various interactive elements and annotations:

- Navigation header:** The top section contains the product title.
- Image Area:** A large image placeholder with a grey overlay containing gesture instructions: "Double tap to zoom" and "Swipe to change image". A small "1 of 10" indicator is shown in the bottom right corner of the image area.
- Image Controls:** Chevron arrows pointing left and right are positioned below the image area to navigate between images.
- Product Features:** A section listing product features such as "Hobbyist", "24.2 megapixels", "Sensor type: APS-C / 23.5 x 15.6 mm CMOS sensor", and "Standard ISO range: 100 - 25600". A link "View full product features" is also present.
- Rating and Reviews:** A 5-star rating icon followed by "Read 415 reviews".
- Pricing:** The price is displayed as £429.00, with a red "Save £150.00" badge indicating a discount from the original price of £529.00.
- User Interaction:** A large "Add to basket" button is located at the bottom of the main content area.
- Persistent CTA:** A secondary "Add to basket" button is placed in a white box on the right side of the page.
- Annotations:** Several annotations with orange lines point to specific elements:
 - A callout "Clearer pricing for sale message" points to the price and discount information.
 - An annotation "Image control replace with larger image for clearer visibility." points to the image area.
 - An annotation "Introductory message to help customer understand gesture controls." points to the gesture instructions overlay.
 - An annotation "Indicator to let users know how many images are available." points to the "1 of 10" indicator.
 - An annotation "Chevron to navigate between images." points to the chevron arrows.
 - An annotation "Navigate to full product details" points to the "View full product features" link.
 - An annotation "Persistent CTA to help customer complete the order" points to the right-side "Add to basket" button.
 - An annotation "Price will appear once the user scroll further down the page, when price isn't available on view." points to the persistent CTA area.

Mobile Product page wire frames

The wireframe shows a mobile product page layout. At the top is a navigation header. Below it is a price section showing £429.00 and a save amount of £150.00, with a note that it was £529.00. Below the price are social sharing icons for Facebook, Twitter, Google+, Pinterest, and Email. A 'Services' section follows, which includes a heading 'Protect your item with our care plans' and three checkbox options for monthly, yearly, and two-year protection plans, each with a 'More info' link. Below this is a 'Product information >' section, followed by 'Product specification >', 'Customer review >', 'Deals and bundles >', and 'Delivery and returns >'. At the bottom is a summary price of £429.00 and an 'Add to basket' button.

Navigation header

£429.00 ~~£529.00~~ £Save £150.00
Was £529.00

f g+

Services

Protect your item with our care plans

Monthly protection for £2.49 [More info](#)

1 year protection for £15.99 [More info](#)

2 year protection for £25.99 [More info](#)

Product information >

Product specification >

Customer review >

Deals and bundles >

Delivery and returns >

£429.00

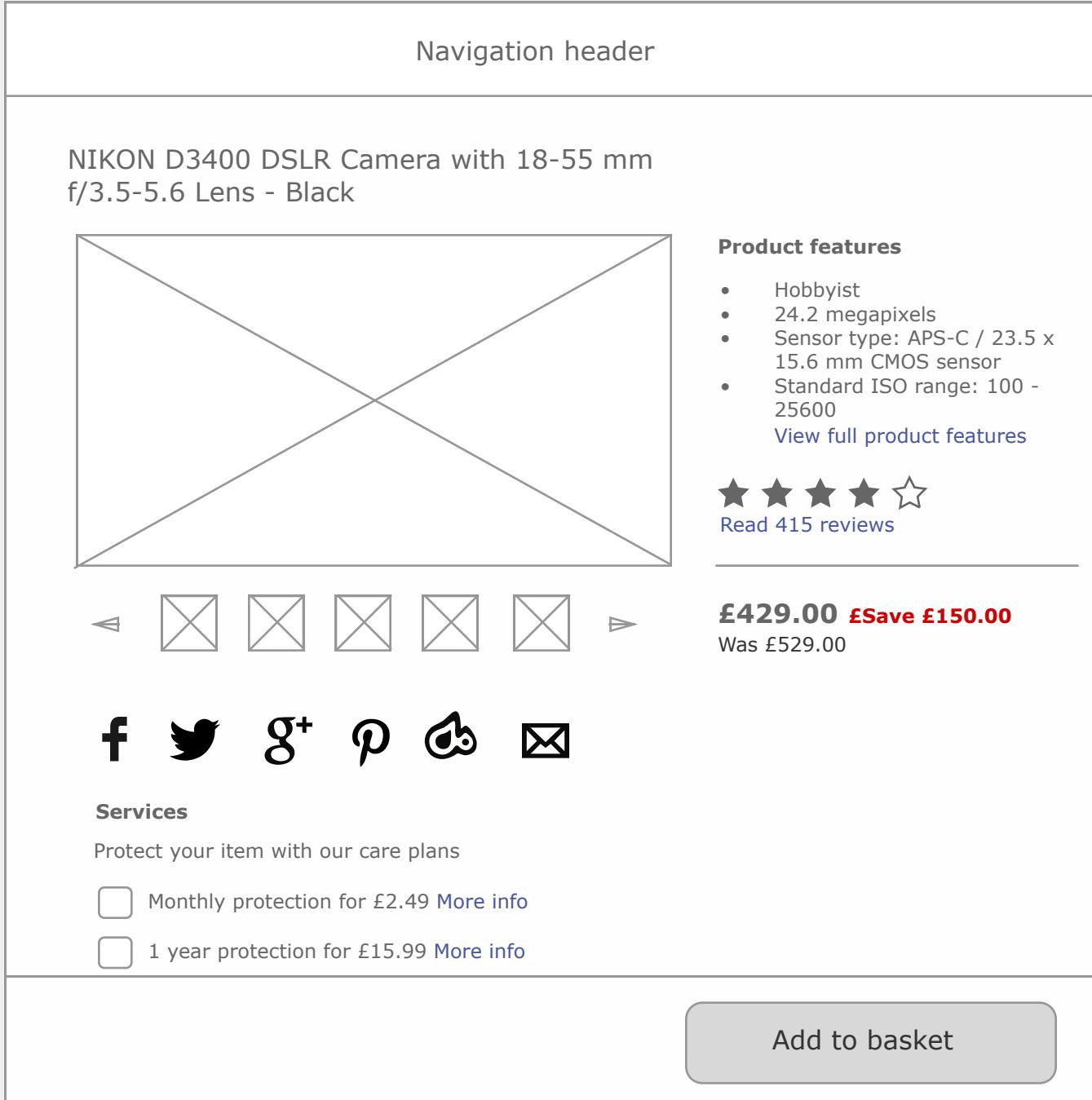
Add to basket

Care plans can be added on the product page.
(business objectives)

Full product feature will anchor down to product information. The accordion will open rich content

To review all customer review of this product.

Tablet Product page wire frames



Currys PCWorld

Desktop Product page wire frames

Navigation header

NIKON D3400 DSLR Camera with 18-55 mm f/3.5-5.6 Lens - Black

Product features

- Hobbyist
- 24.2 megapixels
- Sensor type: APS-C / 23.5 x 15.6 mm CMOS sensor
- Standard ISO range: 100 - 25600

[View full product features](#)

★★★★★

[Read 415 reviews](#)

Services

Protect your item with our care plans

Monthly protection for £2.49
[More info](#)

1 year protection for £15.99
[More info](#)

Product information and etc in tab format

Product information

Product specification

Customer review

Deals and bundles

Delivery and returns

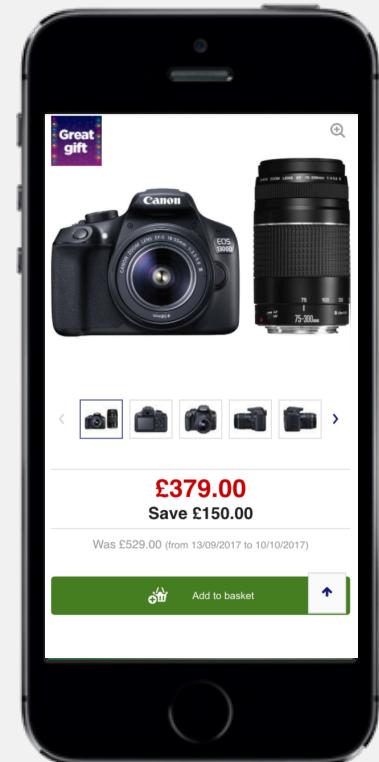
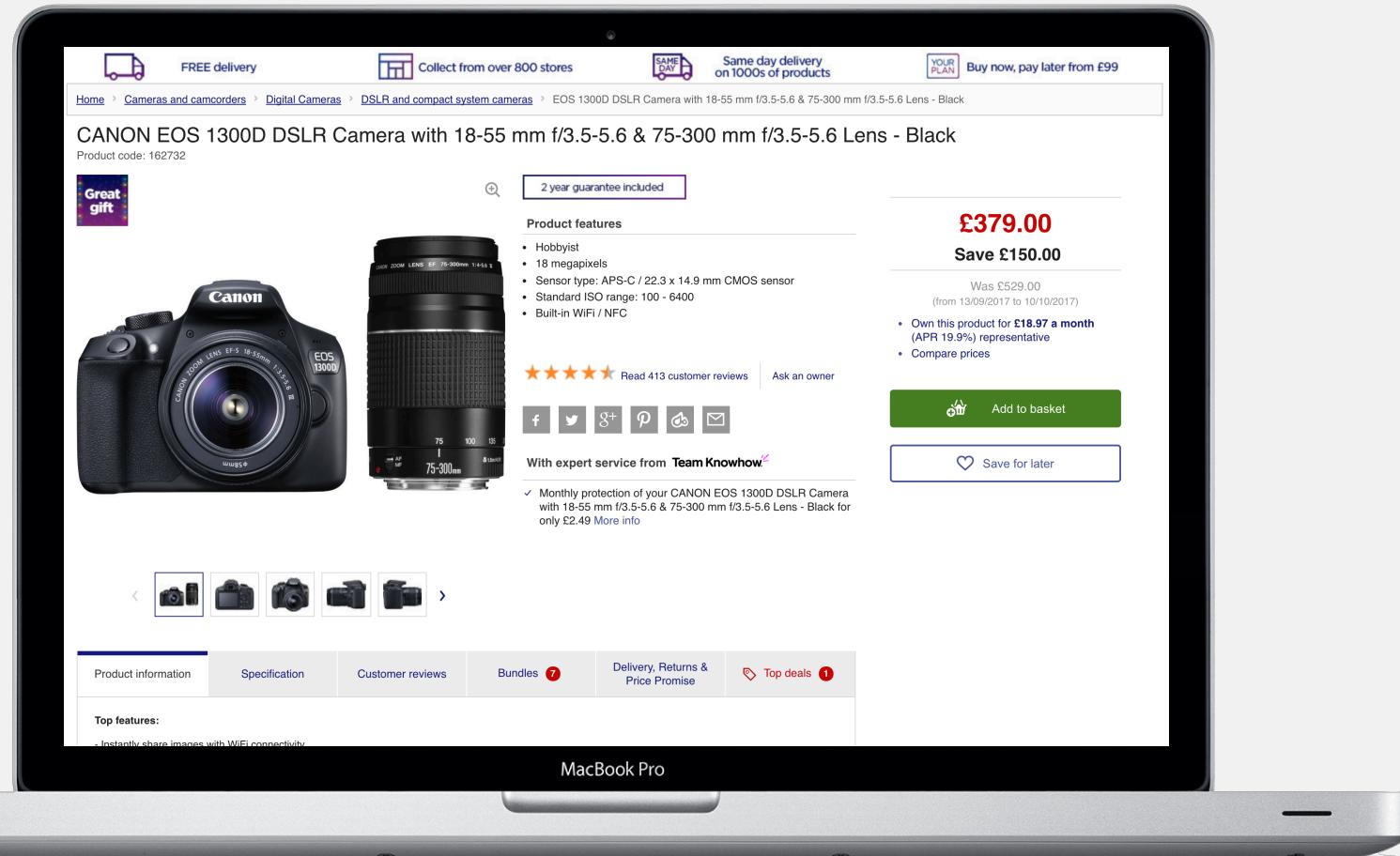
£429.00 ~~£529.00~~

Add to basket

CTA and price follow you down the page

orld

Product page redesign



Currys PCWorld

Conclusion

Overall the project was a success, we increased add to basket rate by 16.9% by making it clearer and consistently on the page. Product images were more engaging now that you have the ability zoom in and out of the image without opening a new window. Services available for the product were now much more clearer to the customer as they're not blinded by banners and pricing made easier to understand, with all this in mind we manage to achieve incremental value of 11.9% conversion and 24.9% increase add to basket rate.

The product page redesign was a big project and had many variables which were not included in this document, I wanted to focus on the biggest usability problem with the product page and the biggest gain to show a understanding how we deliver a MVP product. Through out the process we had constant feedback from customers and took the design to the lab and tested with pannel of customer to gain confident in our design, we also validated the design with a series of AB test before development.



Increase add to basket rate by 24.9%