

Harrods

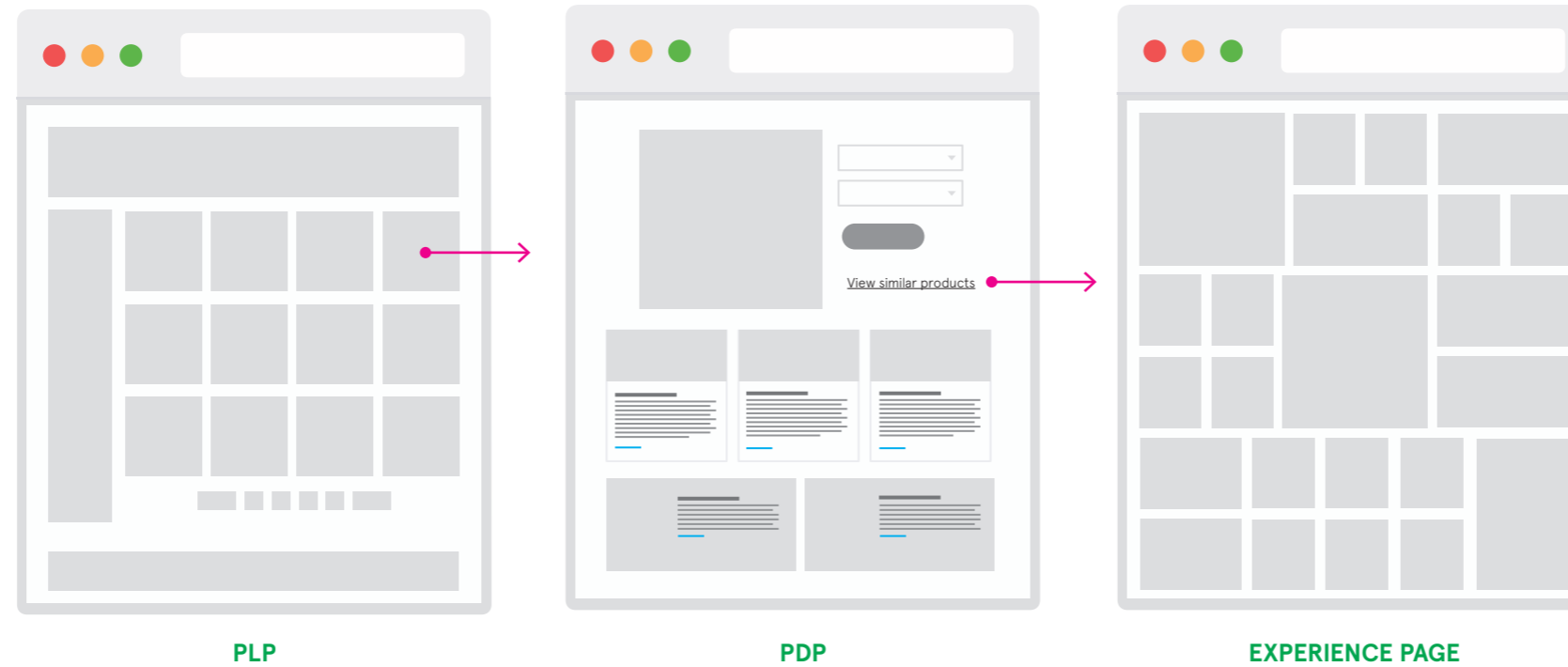
VISUAL RECOMMENDATIONS PROJECT

USER JOURNEYS

V 3.0 | 13.05.2016

VISUAL RECOMMENDATIONS

User Journey - **Route 1**



PLP

PDP

EXPERIENCE PAGE

User Journey - Route 1

On PDP, there will be a link called “View Similar Products” clicking it we take users to the Experience page listing related products.

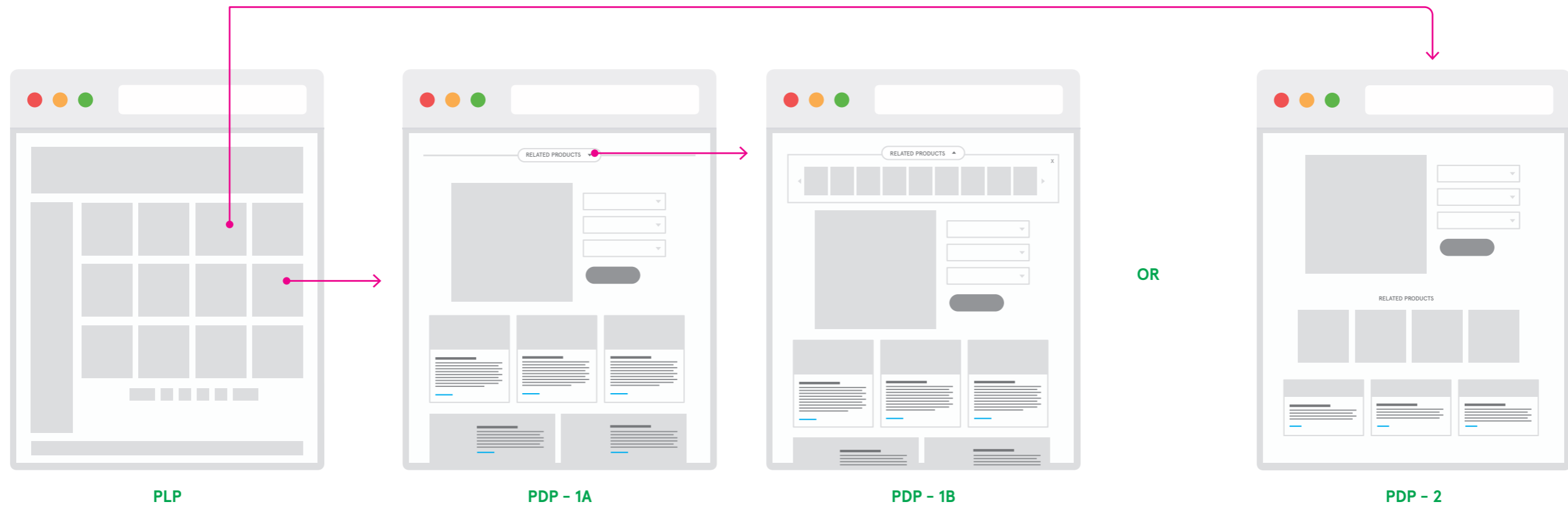
PROs

- Doesn't interfere with the user intentions to buy a specific product when they are on PDP.

CONs

- It is less likely this link can be noticed by the users.
- From a tech perspective this Experience page would have no parent.
- Takes the user away from PDP which may result the lower conversion rate

VISUAL RECOMMENDATIONS

User Journey - **Route 2****User Journey - Route 2**

Somewhere on the PDP, we show the list of related products.

(PDP-1A: above main product)

(PDP-2: below the main product)

PROs

- We are not taking away from their usual browsing & purchase journey
- It is recommended to show the Related products after the main product which doesn't interfere the user's intention of buying that product.
- Placing this section close to the main product in the PDP drives relevance and engagement

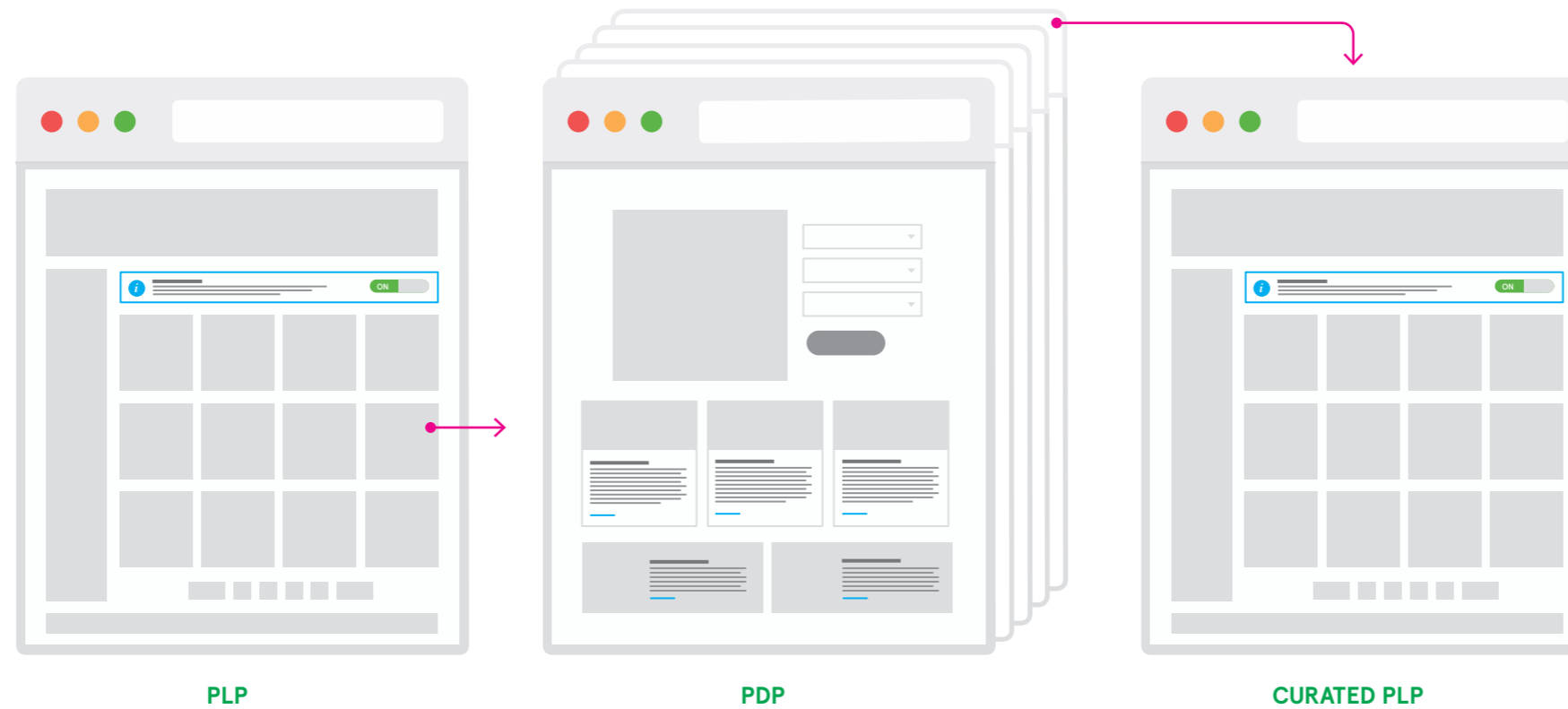
CONs

- Showing the related products on top of the main image might interfere the user's flow.
- Not sure if we can persuade them to buy the related products after they have brought the main product, perhaps showing the complimentary products which are cheaper than the main product or products from the brand might help.
- If they directly land on PDP-1B from external source, users might get confused seeing different products.

VISUAL RECOMMENDATIONS

User Journey - **Route 3**

Currently, Sentient doesn't have this solution, so it can be ruled out.



User Journey - Route 3

We explain users about Visual Recommendation and give them the option to Switch it On/Off.

User switched ON and starts their journey from PLP, after their whole journey if they come back to the PLP we show the products related to their browsing.

It can be a PLP of mixed categories if user had their journey through Shoes, Fashion, Beauty, Food etc.,

PROs

- Gives user control
- Can be used as an opportunity to increase engagement.

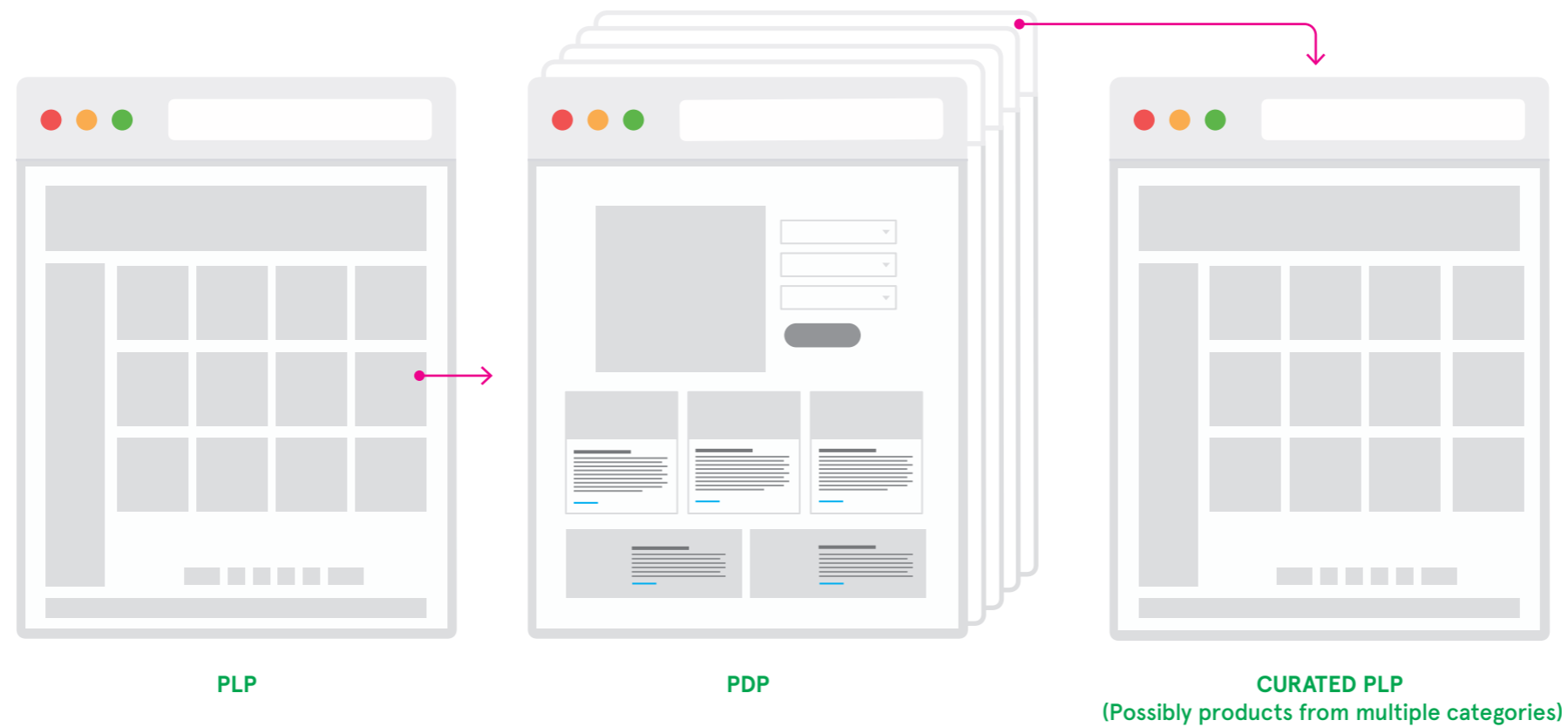
CONs

- Users don't tend to return to the PLP for this functionality to be useful.
- Not intuitive, we need to explain it to the customers which might lead to huge bounce rates if they don't understand it.
- The order on the PLP changes they might not see the same product again.

VISUAL RECOMMENDATIONS

User Journey - **Route 4**

Currently, Sentient doesn't have this solution, so it can be ruled out.



User Journey - Route 4

We DON'T tell users about Visual Recommendation but we offer the same experience as we do in Route: 3

On the curated PLP, there should be an option for the users to get back to the actual product mode in a category PLP (discarding the curated products)

PROs

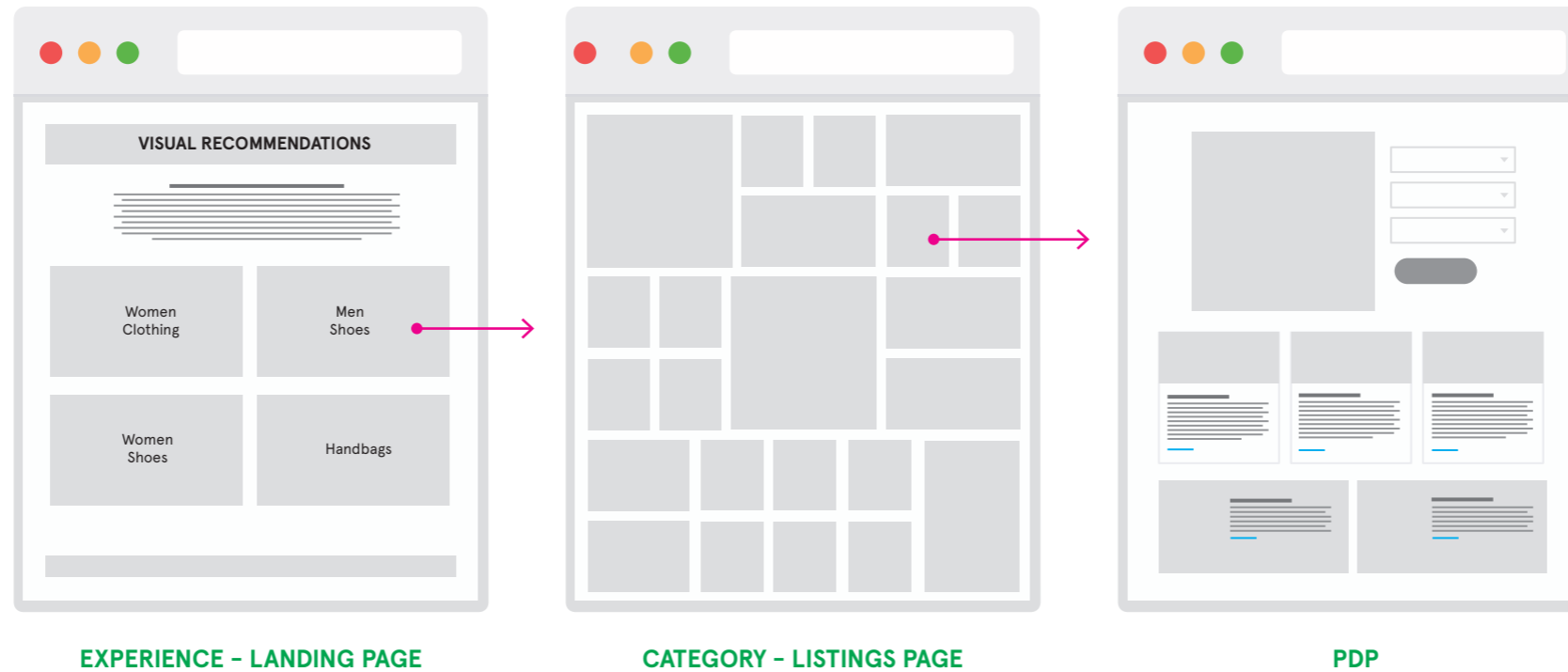
- Recommended to introduce this earlier in the PLP rather expecting them to come back on to the same PLP in their journey.

CONs

- Users don't tend to return to the PLP for this functionality to be useful.
- Not intuitive, which might lead to huge bounce rates if they don't understand it.
- The order on the PLP changes they might not see the same product again.

VISUAL RECOMMENDATIONS

User Journey - Route 5



User Journey - Route 5

We have a specific landing page for the Experiences so it doesn't interfere the user's shopping flow.

User can get on to this landing page via different entry points (eSpots, Social Campaigns, Affiliate banners, Brand pages)

PROs

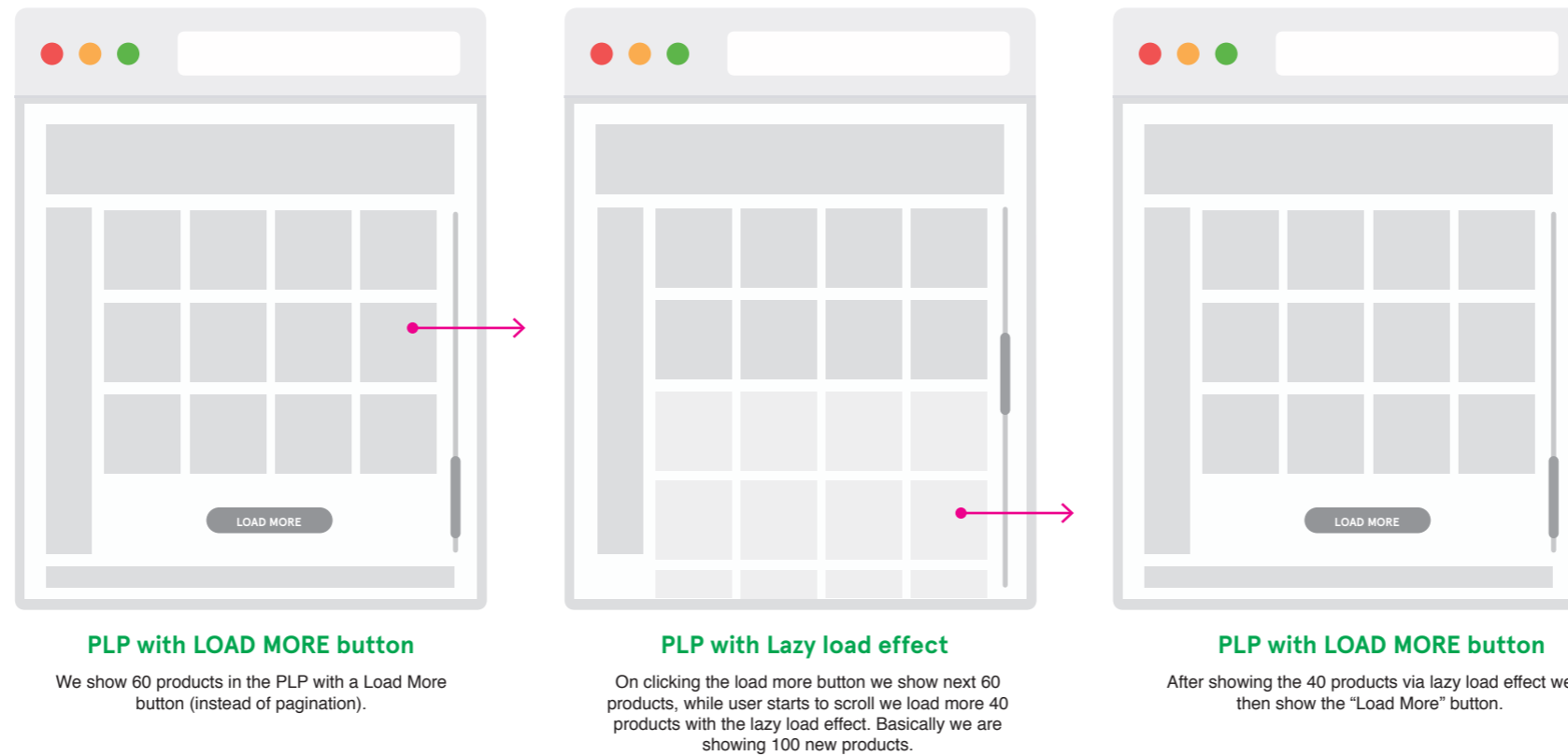
- Doesn't interfere the user's general browsing/shopping experience as this is sitting completely on its own.
- This gives a different shopping experience to the customers.
- Allows more flexibility for Trade
- Likely to reduce the customers confusion as it doesn't sit with the traditional purchasing journey.
- It taps into user's interest so more likely to engage with it because it aligns with their browsing focus.

CONs

- Unless we advertise this much, users may not interact with it, as it is in on its own location and they doesn't know something this kind exists on our site.
- Might lead to confusion as they expect the similar shopping experience as on PDP.

VISUAL RECOMMENDATIONS

User Journey - Route 6



User Journey - Route 6

It is a mix of Load More & Lazy load functionalities to show more products to the user (NOT more related products).

This may not address our project objective, but it is a quick fix to our problem and which can be build in-house.

PROs

- Can build in-house.
- Takes less time to build when compared with the solution from Sentient.
- Fluid flow, which likely reduces the bounce rate

CONs

- With this functionality, user can see more products from that category, but NOT more 'related' products based on their selection.
- No clicks to learn user's behavior, so still the sequencing of the products is still trade led.