

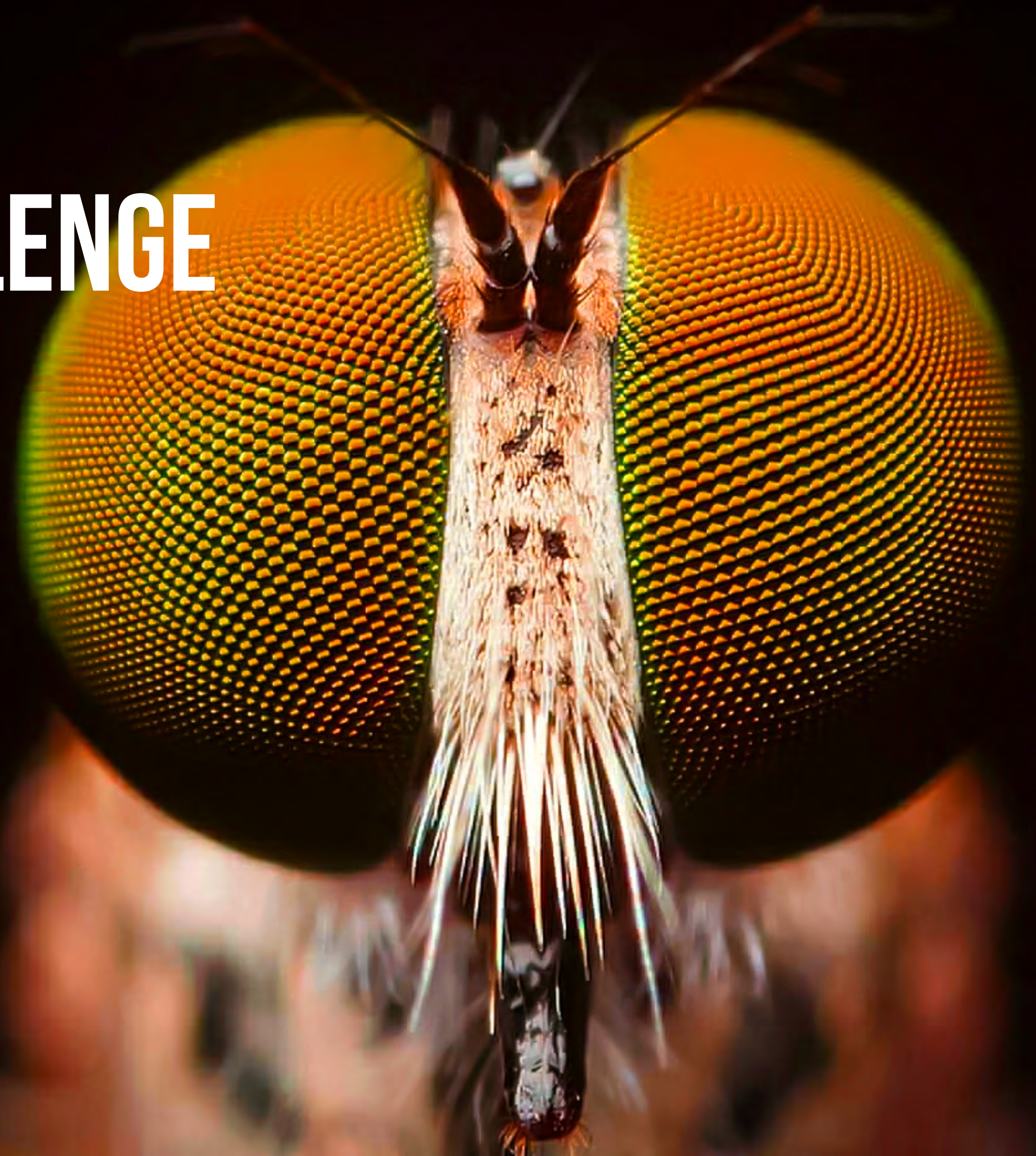


UX DESIGN CHALLENGE

Insect & Pest Control

Global Commerce Systems
a Home Depot Company

by Robert Santore



UX DESIGN CHALLENGE

Insect & Pest Control

Assignment:

Review the current online shopping experience for pest control on Homedepot.com and present a first round stake holder review of a better User experience with either hand drawn sketches or wire frames.

You can use and present any UX technique you would like (or would of conducted in a real scenario). You have no tech or design restrictions, but might be challenged with a scope cut or requirements changes in your presentation.

Problem statement:

A customer has a pest, rodent or weed problem and they are unsure what product to buy to resolve it.

Bonus:

Give a high-level overview of what you think is wrong with the current experience and why.



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Insect & Pest Control

Comments & Assumptions

Thank you for your consideration. I'm excited about this opportunity to join and contribute to Global Commerce Systems UX practice. I have over 20 years of experience in the online & digital space with a broad, hands-on history designing and developing complex e-commerce systems. I'm confident I have the skill-sets needed to add value where it's important. I'm looking forward to next steps and continuing the conversation with hopes of joining the team.

Considerations

Please note. This is a "very quick survey" with outlining a brief summary of observations and recommendations. In normal real-world situations, I would like to employ working sessions with UX research, conduct stake-holder interviews, review and if necessary develop user personas, and high-level journey maps along with a detail review of current site traffic, heat map audits, deployment of working prototypes and then an A/B testing process to review, revise and optimize after release of an MVP.

This assignment, from 1st pass to most, might seem as a simple exercise. I see it as a much more complex set of issues to resolve in order to optimize this experience with the goal in mind to present a more intuitive experience which in the end results in greater click-throughs and higher sales.

Mobile

Some might argue that we live in a "mobile first" world. In some respects this is becoming true. Thus, its imperative that these "views" and this solution/work-flow be approached in not just optimizing the desk top experience, but a mobile one as well. That being said. it's a much more complex and requires more time and effort that I believe is required to illustrate my thought process and design approach. I did however make comments and brief recommendations regarding smart phone users.





Home Depot: Insect & Pest Control: Landing & Results Page

HOME PEST CONTROL

Identify & Eliminate Your Pest Problem

Bugs & Insects, Rodents & Animals

Smart Insect Control in 3 Easy Steps

1. Identify 2. Treat 3. Prevent

Free Pickup in 2 Hours

Pest Management & Control Products

Top Pest Control Brands

Pest Control How-To

SOLVE YOUR WEED & PEST PROBLEMS

Home Pest Control Solutions

RELATED SEARCHES

RELATED PRODUCTS

More looking. More doing.

Customer Service

Home Depot: Insect & Pest Control: Landing & Results Page

Shop 247 results for Insect & Pest Control

Get It Fast

Top Filters

Brand

Indoor/Outdoor

Application Type

Form

Control Type

Control Method

Control Area

Control Type

Control Method

Control Area

Control Type

Control Method

Control Area

Customers Also Purchased

RELATED SEARCHES

RELATED PRODUCTS

More looking. More doing.

Customer Service

Lowe's: Insect & Pest Control: Landing & Results Page

Insect & Pest Control

ALL INSECT & PEST CONTROL

Shop by Pest

Have questions? We've got answers.

POPULAR CATEGORIES

WHAT PEOPLE ARE SAYING

10% OFF LOWE'S CARDMEMBERS

PEPPER AIR REPLICANTS

PEST CONTROL RESOURCES

RELATED CATEGORIES

Customers Also Purchased

RELATED SEARCHES

RELATED PRODUCTS

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Lowe's: Insect & Pest Control: Landing & Results Page

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PEPPER AIR REPLICANTS

PEST CONTROL RESOURCES

RELATED CATEGORIES

Customers Also Purchased

RELATED SEARCHES

RELATED PRODUCTS

More looking. More doing.

Customer Service

Ace Hardware: Insect & Pest Control: Landing & Results Page

Save on Lawn & Garden Essentials

ACE MARKERS

Customers Also Purchased

RELATED SEARCHES

RELATED PRODUCTS

More looking. More doing.

Customer Service

Ace Hardware: Insect & Pest Control: Landing & Results Page

Save on Lawn & Garden Essentials

ACE MARKERS

Customers Also Purchased

RELATED SEARCHES

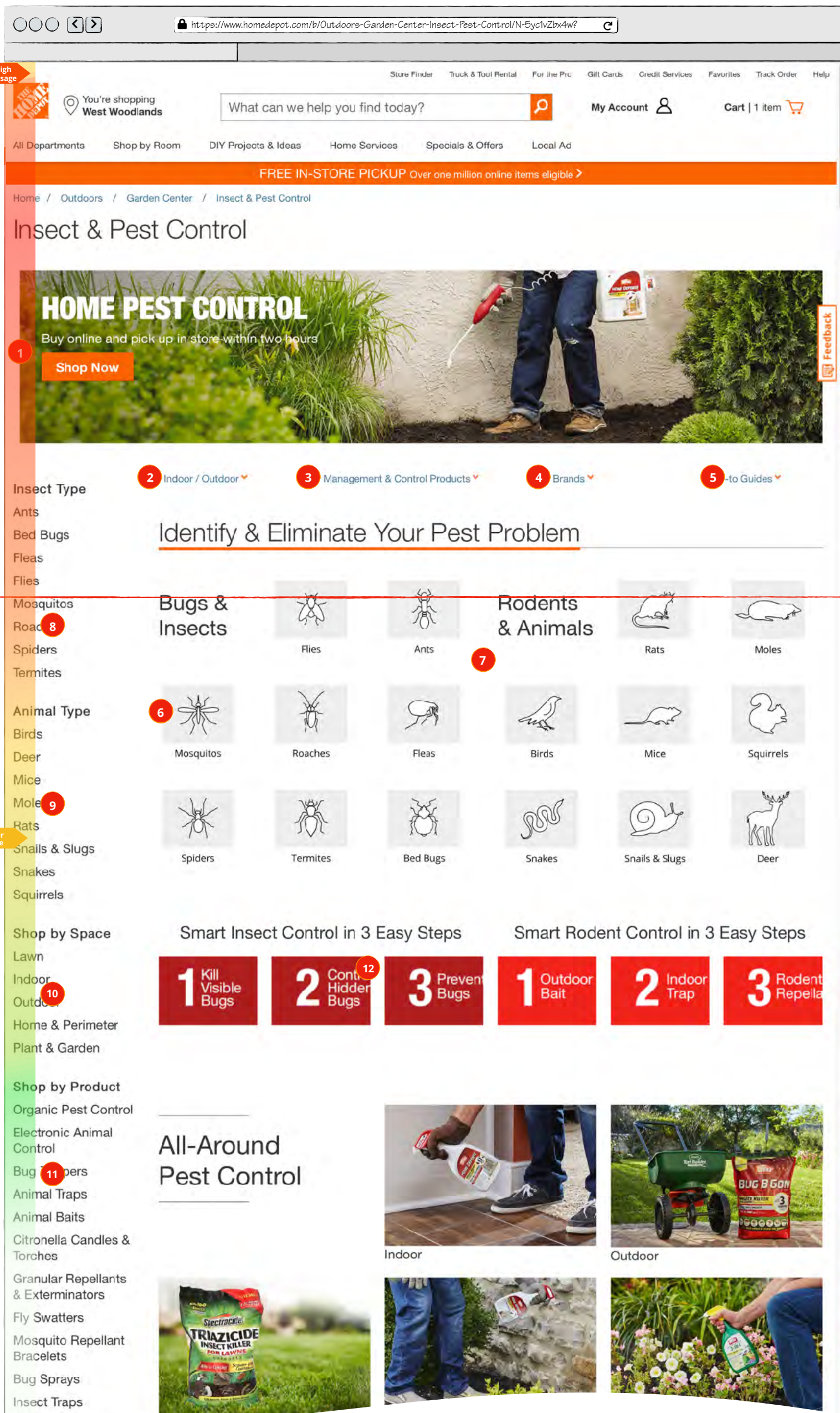
RELATED PRODUCTS

More looking. More doing.

Customer Service



Current "Insect & Pest Control" Landing Page



- Hero image:** The hero image with the "Shop Now" CTA is taking up valuable screen real estate. It's recommended this area be used to promote the filtering and selection controls to enable the user to more easily and clearly find the product/solution based on the selections made by the user.
- Anchor Link "Indoor/Outdoor":** This needs to be moved up or based on A/B testing removed. I suggest an A/B test be implemented to determine if users are clicking on this component. In addition, this can be redesigned and placed in the left hand navigation area. See recommended revisions.
- Anchor Link "Management & Control Products":** This needs to be moved up or based on A/B testing removed. I suggest an A/B test be implemented to determine if users are clicking on this component. In addition, this can be redesigned and placed in the left hand navigation area. See recommended revisions.
- Anchor Link "Brands":** This needs to be moved up or based on A/B testing removed. I suggest an A/B test be implemented to determine if users are clicking on this component. In addition, this can be redesigned and placed in the left hand navigation area. See recommended revisions.
- Anchor Link "How-to Guides":** This needs to be moved up or based on A/B testing removed. I suggest an A/B test be implemented to determine if users are clicking on this component. In addition, this can be redesigned and placed in the left hand navigation area. See recommended revisions.
- SVG Link Tile:** The insect/pest link tiles should be redesigned the "pest" icon/illustration to a black on white / dark on light to improve readability. The current design are difficult to identify in this design.

In addition, the library of pests needs to include a larger "pest set" to improve filtered results based on a users selection.

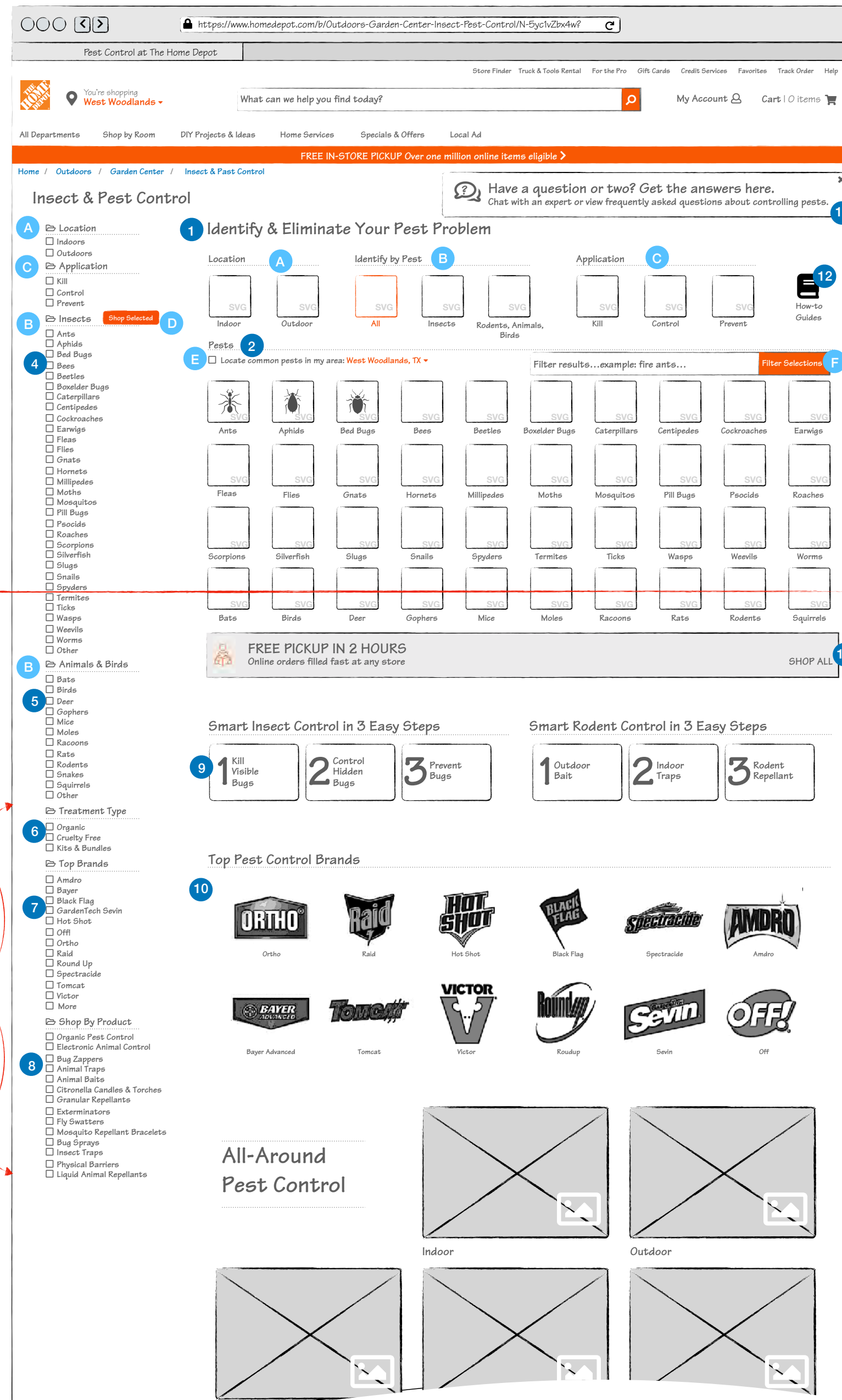
- Category Separation:** The gutter/padding between bugs & insects and rodents/animals is not clear enough and mingles the categories.

Approximate Fold (1,400 x 900)

- Left Hand Menu "Insect Types":** This category should be increased with a greater selection of insect/pest types to improve & filter product results.
- Left Hand Menu "Animal Types":** This category should be increased with a greater selection of insect/pest types to improve & filter product results.
- Left Hand Menu "Shop by Space":** This category should be moved up. A/B testing will determine if this category list is utilized in its current form or if reducing the listings to "Indoor" / "Outdoor" improves clicks/selections.
- Left Hand Menu "Insect Types":** A/B testing will determine if users interact with this category. Smart filtering based on a user's selection "Insect" related categories vs "rodent & animals" based selections will enable the user to choose more efficiently.
- "Smart Control Steps":** Seems to be an issue with the margins and paddings.

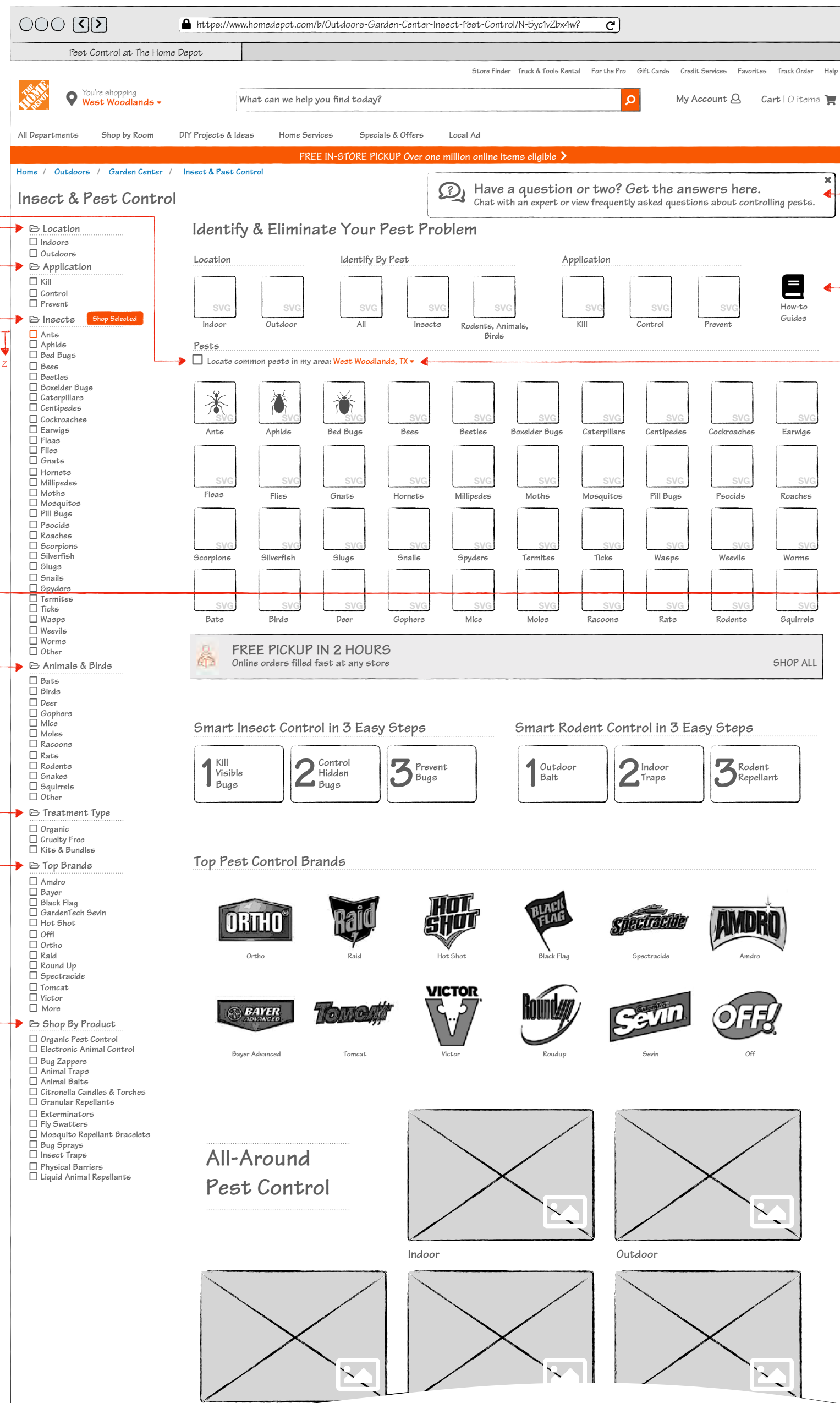
A/B & heat map testing is recommended to confirm/set location and content

Recommended Revisions To "Insect & Pest Control" Landing Page

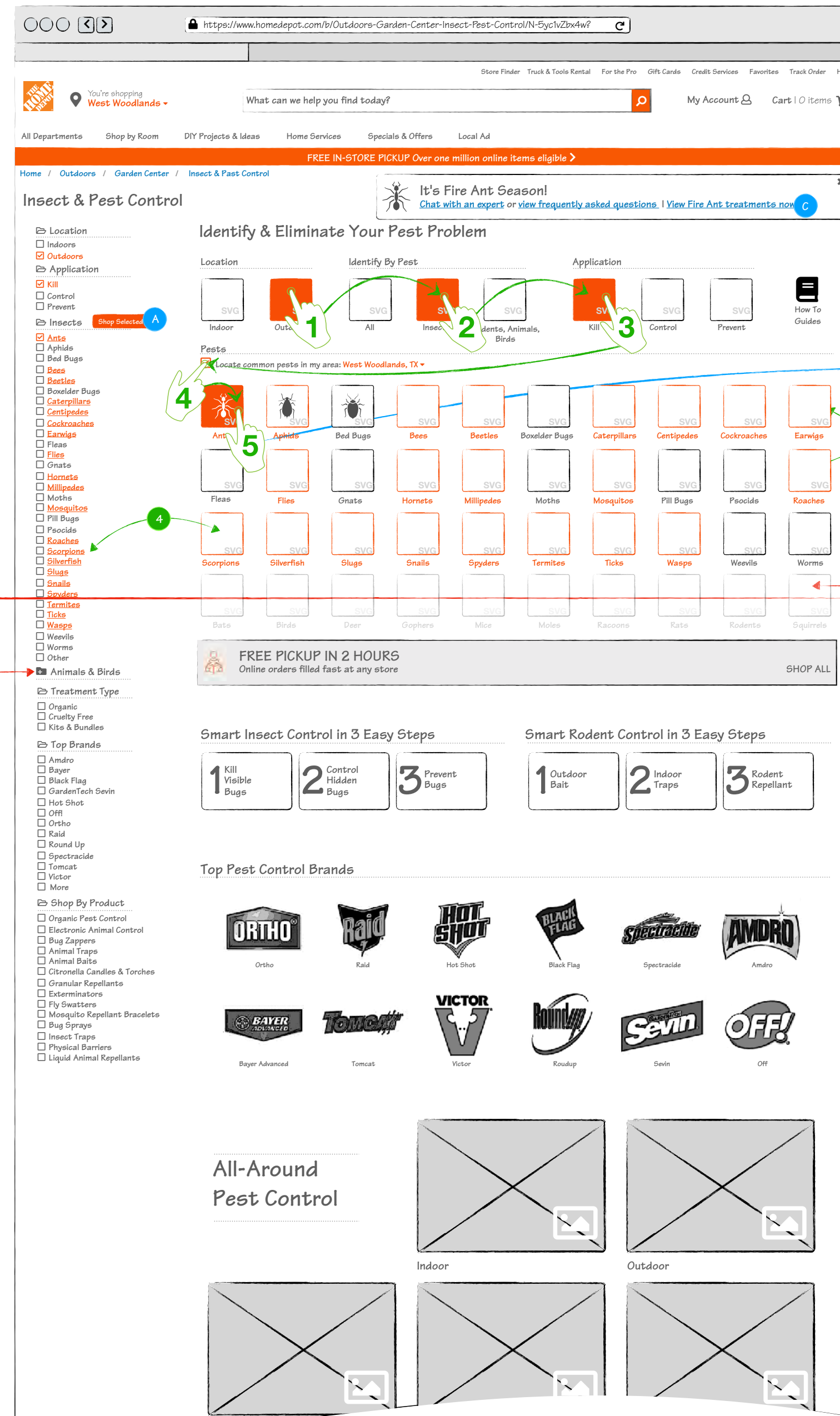


- Above The Fold:** Moving up the sections tiles will enable the user to locate product solutions more quickly.
 - Location "Check Box" & SVG Tile:** When a user selects a tile the choice is reflected in the checkbox. Checking a checkbox is reflected in a selection tile.
 - Identify By Pest: "Check Box" & SVG Tile:** Selecting a tile filters the pest selection tiles located below. Default is set to "All" on page load.
 - Application "Check Box" & SVG Tile:** When a user selects a tile the choice is reflected in the checkbox. Checking a checkbox is reflected in a selection tile.
 - Button CTA Shop Selections:** This button is visible when a user selects more than one item (check box) adjacent to a category listing.
- Pests:** This section has been moved up above the fold. Category has been increased with a greater variety of choices. This will enable the user to receive better results for products more specific to a particular pest.
 - A new control has been added. This control will recommend visually the most common pests in the default area of the users selected store. This can be populated by using sales data in the area for the most common products in the area or commercial data sources for common pest and their geographic location.
 - If a user selects ants for example, a search field will allow the user to filter more specifically - such as "Fire Ants" Mealy bugs" etc. Search field could suggest common insects for an area. "Fire Ants" would not be displayed in say the North East.
- SVG Selection Tile:** These tiles are interactive and contain visual states that alert the user to their selection and recommendations. See next page for on/off/over & recommended states.
 - Selection Tiles** should be modified so the the illustration of the pest is dark on light. The selection tiles based on selections and user interactions hold and displays various states. (See next page) Selection tiles are filtered based on the users "Identify by Pest" selection.
 - When "All" is selected from "Identify by Pest" all pests are displayed. If a user selects "insects" or "Rodents, Animals, Birds" reflect the users selection.
- Left Hand Menu "Insects":** This category has been increased with a greater selection of insect/pest types to improve & filter product results.
- Left Hand Menu "Animals & Birds":** This category has been increased with a greater selection of insect/pest types to improve & filter product results.
- Left Hand Menu "Treatment Type":** This category has been increased with a greater selection of insect/pest types to improve & filter product results.
- Left Hand Menu "Top Brands":** This category will reflect recommendations for based on previous selections.
- Left Hand Menu "Shop By Product":** This category will reflect recommendations based on previous selections.
- "Smart Controls" Row/Section:** Recommended to move this section up. recommend to left align the numeral and adjacent text.
- "Top Pest Control Brands" Row/Section:** Recommended to move this section up. **Question: Is there a specific reason the brands are not in alphabetical order?**
- Gritter Toast Notification:** Timed, and fades after 5 seconds (A/B testing will determine optimal display settings) displaying information, offers and recommendations based on the users selections and geographical location. Ex: "Its Fire Ant Season....etc."
- "How-to Guides":** Recommended to move this section and add icon. In this location balances the row.
- "Free Pickup In 2 Hours":** Recommended to move this section up. This location balances the row.

Recommended Revisions To "Insect & Pest Control" Landing Page

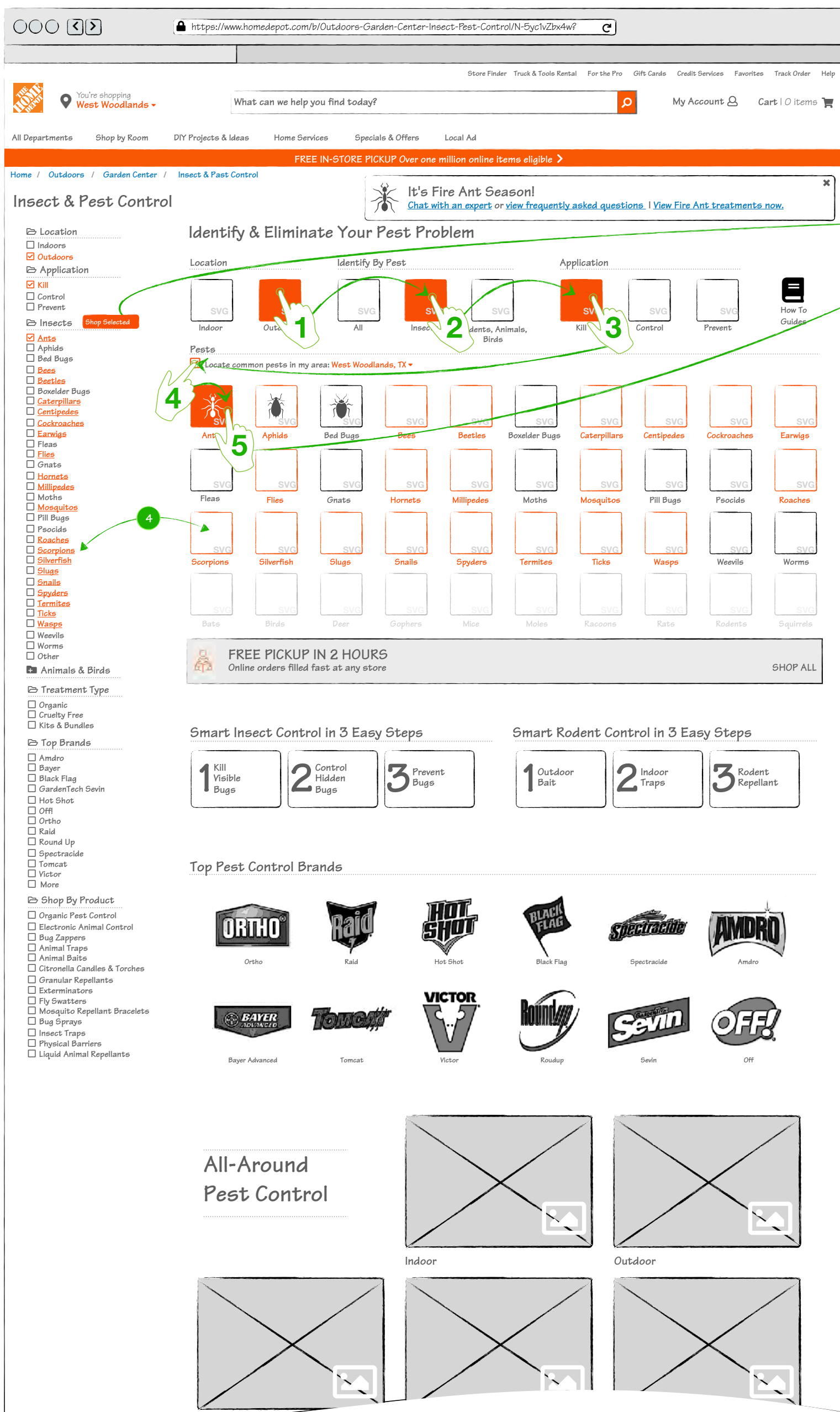


Recommended Revisions To "Insect & Pest Control" Landing Page: User Interactions

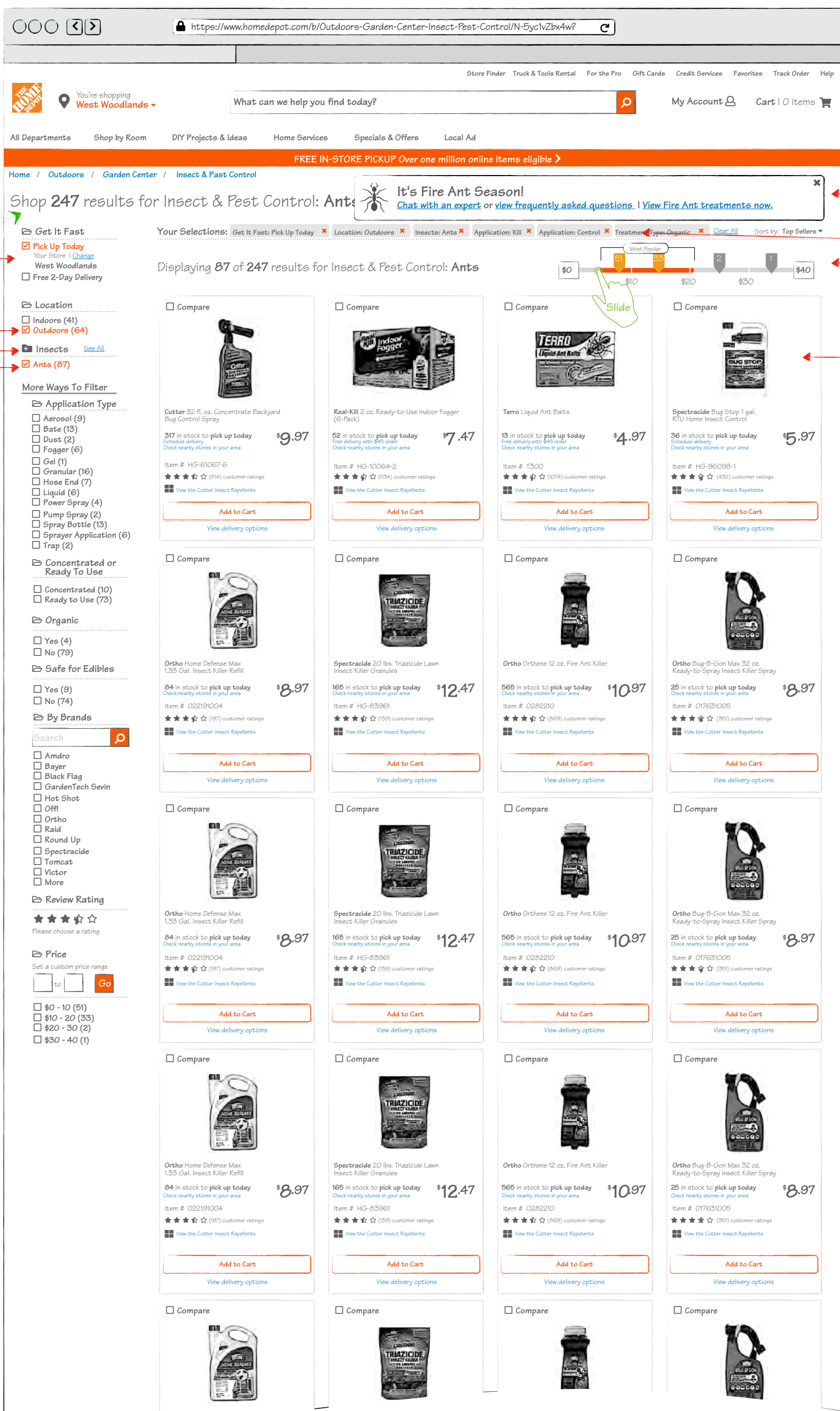


- A On-Click: loads filtered product results page based on sections**
 - B On-Click: loads product results based on users selections**
 - Outdoor
 - Insects
 - Kill
 - Locate common pests in my area
 - Ants
 - C On-Click: loads product results view based on users selection & recommendation engine**
- Geo-targeted toast notification based on users selected items:** Based on product inventory and historic sales data suggest treatment notification.
- These tiles are highlighted based on the user selecting "locate common pests in my area":** This control could be tied to historical sales data based on store/region or custom data source based on insect locations.
- Example:** Highlighted: Fire Ants in Houston, TX. Not highlighted: Fire Ants in New York City.
- These selection tiles are hidden based on users section under "Identify By Pest":**
- Ants: Default State: Default on load or unselected.
 - Ants: Suggested State: Suggested state when user clicks "Locate common pests in my area."
 - Ants: Selected State: Selected state when user clicks on tile.
 - Insects: Non Selected Filtered State: Tiles belonging to a parent group NOT selected are hidden. Tiles in this case belonging to "Animals & Birds" will shuffle to the top of the page along with the content rows located below the tiles.

Recommended Revisions To "Insect & Pest Control" Landing Page: User Interactions



Recommended Revisions To "Insect & Pest Control" Product Results Page



User's default store
Expanded if more than 1 selection
Session selections

Open's How-to guide based on users selections (ex. ants)
Tags displayed based on users selections in left-hand menu
Interactive pricing slider - filters results
Revised
Price needs to be to the right, visible and un-crowded for greater visibility & readability.
User Reviews
Add To Cart should be above delivery options. Lets get it in the cart list.

Moved SKU down and to the left
Moved links to related brand products down



Approximate Responsive Break Points

Responsive Break Points (RFS): R1, R2, R3, R4: 4 to 8, R5: 9 to 13, R6: 14 to 18, R7: 19 to 23, R8: 24, R9: 25, 26, R10: 27, R11: 28, 29, 30, R12: 31, 32, 33, R13: 34, 35, 36, R14: 36, 38, 39

Annotations:

- Left hand menu categories and items are presented in the mobile view as a wizard
- How-To Guides displayed in toast notification
- Approximate Fold iPhone

Identify & Eliminate Your Pest Problem

Launch Pest Control Product Wizard

Location: Indoor Pest Control, Outdoor Pest Control

Identify By Pest: All, Insects, Animals, Rodents & Birds

Grid of pest icons: Ants, Aphids, Bed Bugs, Beetles, Boxelder Bugs, Caterpillars, Centipedes, Cockroaches, Earwigs, Fleas, Flies, Gnats, Hornets, Millipedes, Moths, Mosquitoes, Pill Bugs, Psocids, Roaches, Scorpions, Silverfish, Slugs, Snails, Spiders, Termites, Ticks, Wasps, Weevils, Worms, Bats, Birds, Deer, Gophers, Mice, Moles, Raccoons, Rats, Rodents, Squirrels

Identify & Eliminate Your Pest Problem

Pest Type: Insects, Animal, Rodents, Birds

Animal, Rodents, Birds:

- Ants, Moths
- Aphids, Mosquitos
- Beetles, Pill Bugs
- Boxelder Bugs, Psocids
- Caterpillars, Roaches
- Centipedes, Scorpions
- Cockroaches, Silverfish
- Earwigs, Slugs
- Fleas, Snails
- Flies, Spiders
- Gnats, Termites
- Hornets, Ticks
- Millipedes, Wasps
- Other, Weevils
- Worms

Buttons: Back, Continue

Identify & Eliminate Your Pest Problem

Location: Indoors, Outdoors

Treatment Type:

- Kill
- Control
- Prevent

Top Brands:

- Amdro, Raid
- Bayer, Round Up
- Black Flag, Spectracide
- GardenTech Sevin, Tomcat
- Hot Shot, Victor
- Off!, More
- Ortho

Buttons: Back, Shop Results

UX DESIGN CHALLENGE

Insect & Pest Control

THANK YOU

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