Research/

Merchandise Grouping & Social Integration





Goal:

Locate and Identify common product grouping among online merchants via navigation, we targeted the following merchants

Luxury Brick and Mortar Stores

Traditional Brick and Mortar

Consumer Electronic Retailers

Online Travel Sites



	Online Product Merchandise C	Grouping 11	1-03-10																										
count of common grouping		home bed & bath women	men	Juniors kids	beauty & fragrance shoes	& .	jewelry & watches sale	gifts/gift cards	new designers	color	seasonal	deals & promos department	brand	special occasion															
14 11 14 11 11 7	Top 10 Brick and Mortar (Luxury Macy's Barneys Nordstrom Saks Fifth Ave Neiman Marcus Lands End Williams Sonoma	ν)				1000	000			8		10																	Comments Macy's and Nordstrom share a good portion of merchandise organization and organize accordingly to their in store department.
6 13	Blomingdales Dillards							1//																					
13	Lord & Taylor common attributes	10 1 9	9 9	4 8	8 9	7	7 8	9	2 5	1	6	4 1	. 2	2															
	Top 5 Brick and Mortar	departments deals	gifts/gift cards appliances	automotive baby & nursery	beauty & health	books & magazines	clothing seasonal	electronics & office	fitness & sports	for the home	home improvement	jewelry & watches	music, movies & games	office products	outdoor living & patio	pets	shoes toys & games	clearance	crafts & party supplies	_0	juniors intimates	handbags & accessories	team shop	kids	kitchen & dining furniture & décor	luggage & backpacks	home electrics	see more	Comments
26 26	Kmart Sears	- 2	9																										The older brick and mortar stores mimic their merchandise online according to their in store department organization. The top product lineup is gift/gift cards. Kmart, Sears and Walmart tend to use almost exact merchandise organization.
30 16	Walmart Kohl's	11/11/8		an.	an	3117	an		11/11			000	11111	11/1	0.00	1111		20	0.00		77		8						Walmart tends to create a less dense and flatter grouping of merchandise.
9	JC Penney										П																		
18	Target common attributes	3 5 6	6 3	3 5	4 4	3	3 5	4	3 3	5	3	3 3	4	3 3	3 4	3	5 5	4 2	2 1	4	3 1	1 4	. 1	2	2 2	1	1	1	
		products deals/promos	gifts/gift cards tv video	audio mobile phones	cameras & camcorders	nac computers	oc computers other devices	novies, music & instrument	video games & gadgets	easonal	epartments	electronics tovs	ipad, kindle & ebooks	iutomotive	nome accessories	notebooks & netbooks	brands outlet												
11 17 22 23 22 20 17 11 18 20	Top 10 Consumer Electronics Apple Radioshack Walmart Best Buy Amazon Fry's New Egg Crutchfield J & R Sears common attributes	1 9 7	7 9 1	10 9			8 10	10																					Comments Most sellers consumer merchandise are loosely organized and no exact trend. The top categories are audio, cameras/camcorders, other devices, movies, music & instruments and accessories. Apple is the only manufacturer and seller of merchandise and organize their inventory based on their product line. Other Apple items tend to be organized according to the relationship to Apple's product line. Best Buy tends to be the better at organizing for the consumer.
17 22 23 22 20 17 11 18 20	Apple Radioshack Walmart Best Buy Amazon Fry's New Egg Crutchfield J & R Sears	home vacation packages 6	flights 2 hotels 6 2	cruises o	10 o (jestvle?)	experience finder 6	8 10	10																					Most sellers consumer merchandise are loosely organized and no exact trend. The top categories are audio, cameras/camcorders, other devices, movies, music & instruments and accessories. Apple is the only manufacturer and seller of merchandise and organize their inventory based on their product line. Other Apple items tend to be organized according to the relationship to Apple's product line. Best Buy tends to be the better at organizing for the consumer.
17 22 23 22 20 17 11 18 20	Apple Radioshack Walmart Best Buy Amazon Fry's New Egg Crutchfield J & R Sears common attributes Top 9 Online Travel Travelocity Expedia Kayak	home vacation packages 6	flights 2 hotels 6 2	cars/rail on cars/rail cruises	deals of ilfestyle?) of activities (ilfestyle?) of	experience finder 6	rewards 8 business 01	10																					Most sellers consumer merchandise are loosely organized and no exact trend. The top categories are audio, cameras/camcorders, other devices, movies, music & instruments and accessories. Apple is the only manufacturer and seller of merchandise and organize their inventory based on their product line. Other Apple items tend to be organized according to the relationship to Apple's product line. Best Buy tends to be the better at organizing for the consumer. Comments Organization tends to be based on consumer need. Flights, cars and deals are the most common.
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Key
common grouping
grouping in most popular site(s)
shared grouping among site(s)
shared among most popular
popular and/or needs more attention
common grouping

Results:

Common attributes from the navigation and product grouping

Luxury Brick and Mortar Stores	Consumer Electronic Retailers	Traditional Brick and Mortar	Online Travel Sites
 Top matching sites with the most common grouping Macy's and Nordstrom common grouping Womens, Mens and Gift/giftcards 	 Top sites with the most common grouping Best Buy common grouping Audio, Cameras & Camcorders, Movies, Music & Instruments and Accessories 	 Top sites with the most common grouping Walmart common grouping Gift/gift cards 	 Top sites with the most common grouping Expedia common grouping Vacation Packages, Car/Rail & Deals

Findings:

Each online merchant organizes according to their industry and inventory

Luxury Brick and Mortar Stores	Traditional Brick and Mortar	Consumer Electronic Retailers	Online Travel Sites
 Focused on apparel and luxury accessories, separates by gender and age 	- Focused on apparel, gifts, home, electronics and toys	 Focused on home entertainment (TV's, home theater, movies, music, games), computers, devices and accessories 	- Focused on air travel, vacation packages and hotel accomodations



Recommendations:

Based on overlapping gaps across all online merchants there seems to be room to explore

Patterns of product grouping differ between merchant but ideally are organized from a department or inventory perspective

Displaying merchandise with this approach is the most common but no one is exploring and exploiting other approaches

All merchandise are stored on the back end and can be dynamically called up to display, like the suggested approaches below

Commo	n I	Luxury Approach	Hip and Cool Approach	Budget Conscious Approach
on sale populari custome refurbish new arri price best sell clearand brand wish list editor to	ty I er reviews oned so ned so vals I lers	ifestyle color	social green entertaining by material	daily deal packaged deals (with tv, stereo and ps3?)



Goal:

Locate and Identify merchants that integrate social triggers into their checkout process

Luxury Brick and Mortar Stores

Traditional Brick and Mortar

Consumer Electronic Retailers

Online Travel Sites



Results:

Social integration during the shopping experience

Luxury Brick and Mortar Stores	Consumer Electronic Retailers	Traditional Brick and Mortar	Online Travel Sites
no integration in shopping or reviews	- Shares products in reviews only Walmart & Crutchfield	- Shares products in reviews only Walmart	no integration in shopping or reviews

Recommendations:

Social integration in shopping and review are lacking in most online merchants

Online merchants need to display the like and follow badges in a more prominent position near the checkout or product details

Being a fan of a particular electronic consumer site helps share new deals or promos ahead of advertisements or exclusively for it's fans

It's more valuable to show a review and/or a recently purchased product (with brief bragging features). Someone shopping will refer to a friend's review when deciding on an online purchase

