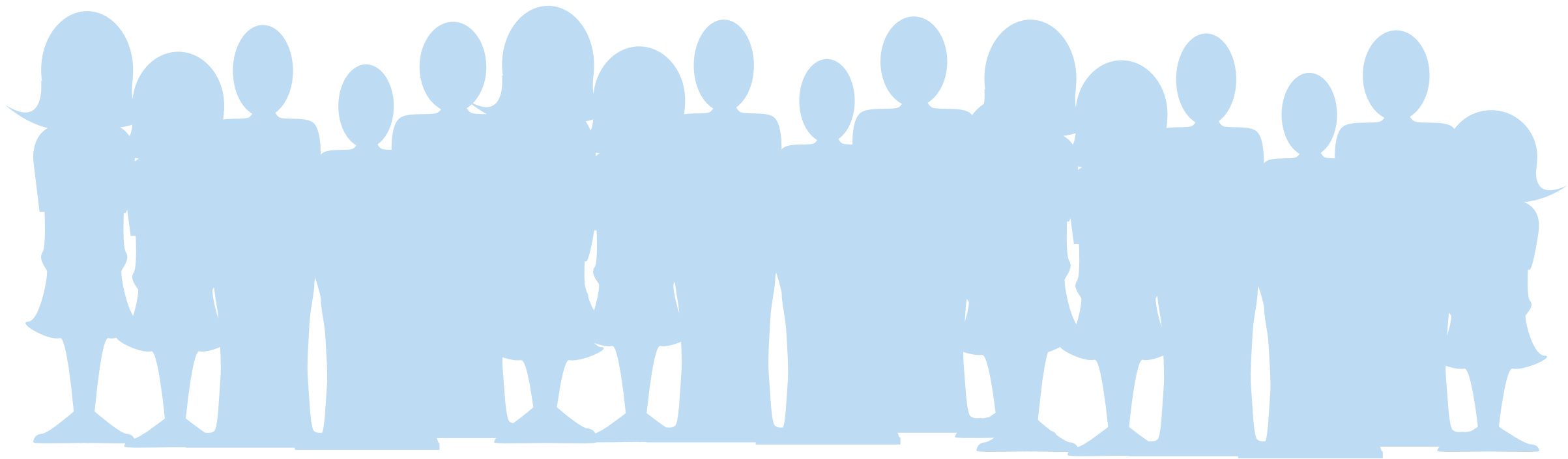


Research/ Merchandise Grouping & Social Integration



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

[illegible]

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
<ul style="list-style-type: none">- Top matching sites with the most common grouping Macy’s and Nordstrom- common grouping Womens, Mens and Gift/giftcards	<ul style="list-style-type: none">- Top sites with the most common grouping Best Buy- common grouping Audio, Cameras & Camcorders, Movies, Music & Instruments and Accessories	<ul style="list-style-type: none">- Top sites with the most common grouping Walmart- common grouping Gift/gift cards	<ul style="list-style-type: none">- 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
<ul style="list-style-type: none">- Focused on apparel and luxury accessories, separates by gender and age	<ul style="list-style-type: none">- Focused on apparel, gifts, home, electronics and toys	<ul style="list-style-type: none">- Focused on home entertainment (TV’s, home theater, movies, music, games), computers, devices and accessories	<ul style="list-style-type: none">- 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

Common	Luxury Approach	Hip and Cool Approach	Budget Conscious Approach
on sale popularity customer reviews refurbished new arrivals price best sellers clearance brand wish list editor top rated	by designer lifestyle color seasonal or great gifts by gender portable (could be associated with lifestyle?)	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