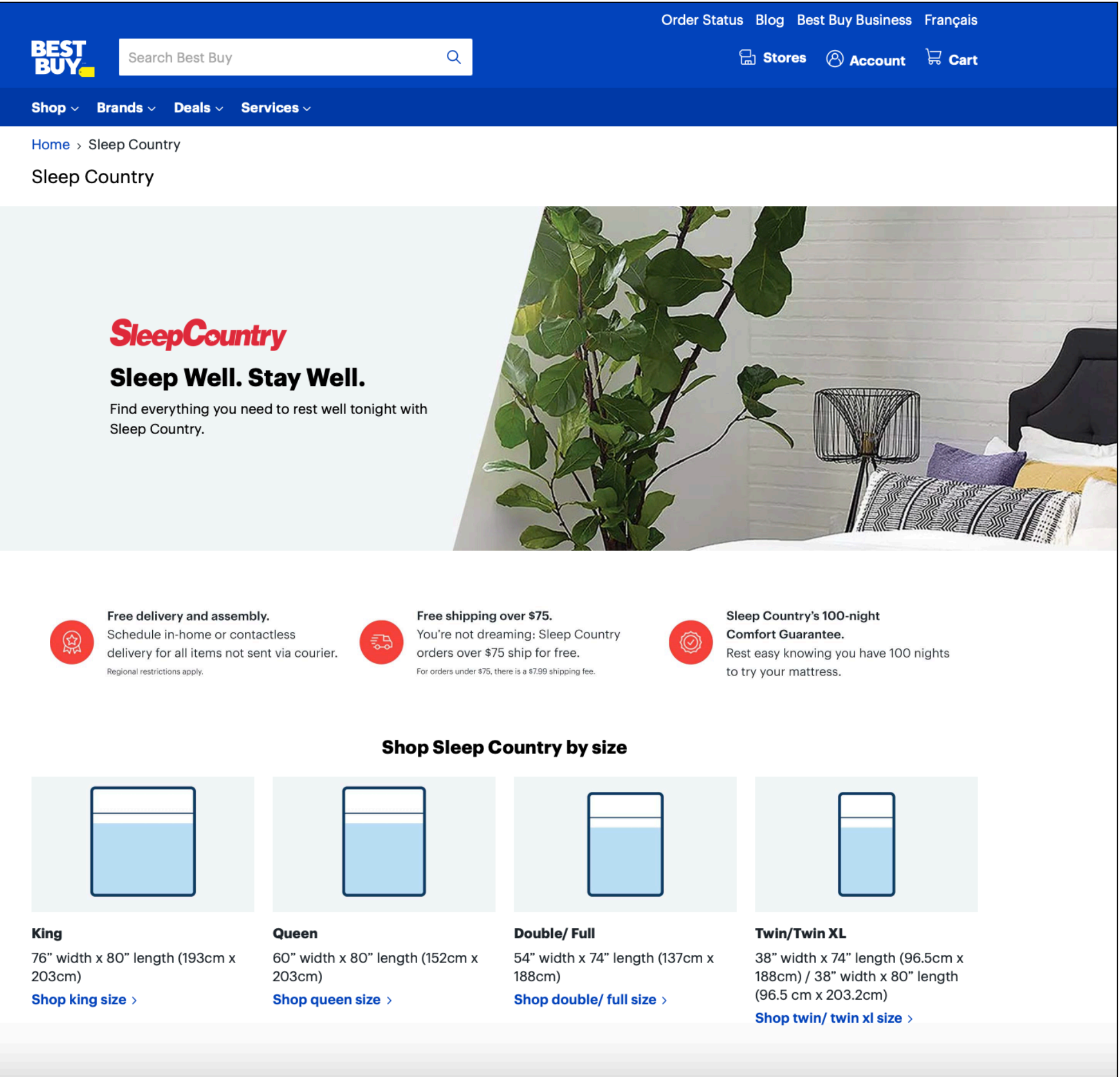


Best Buy Brand Experience

One of Best Buy's biggest initiatives to rebuild the Brand Experience program and help customers easily shop for brands they love.



SleepCountry Brand Experience

The Project

Best Buy Brand Experience: During the pandemic, customers relied heavily on online shopping experiences more than ever. As a result, Best Buy rebuilt its Brand Experience program to make it easier for customers to find and purchase products from the brands they love.

My Role: User Experience Design Lead

Cohort: Content Strategist, UX Writer, Digital Designer, Data Analyst, and SEO Specialist

End Users: Best Buy customers and brand lovers, vendors

Development Model: Agile

Business Problem

Best Buy needed to evolve the existing Brand Experience to address **vendor funding retention, scalability and customer pain points.**

Stakeholders

- Media Network team who builds Best Buy's onsite advertising solutions
- Director of eCommerce
- Director of Experience Design
- Director of Marketing
- Director of eCommerce Operations
- SEO community
- Marketing Analysts
- Experience Design community
- Digital Retail Merchandisers



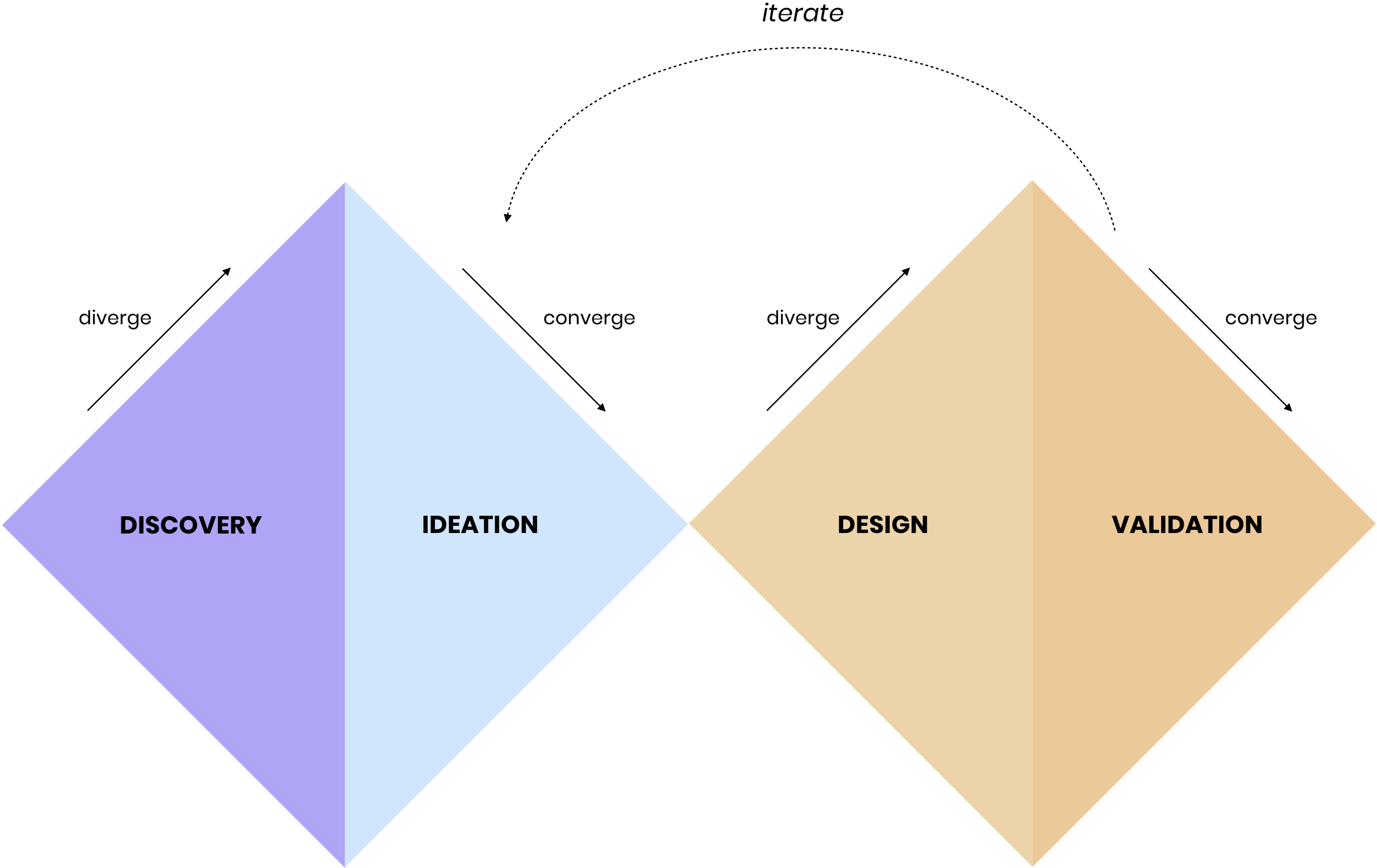
Problems to Solve

Customers who are curious about a brand need to see related brand content when looking for it on [BestBuy.ca](https://www.bestbuy.ca) or searching for it externally.

Vendors want to inform and inspire customers about my product assortment, launches, and promotions to amplify awareness and sales.

Best Buy wants to expand the Onsite marketing program to support vendor funding retention and transition from print advertising to digital.

Design Process



Discovery



Understand the business problem

Understand user's needs, pain points and workflows

Define the benchmark and measurement of success

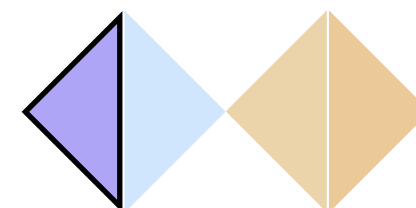
Data-driven Analysis

Qualitative data

- Studied customers' mental models and behaviours using Best Buy's brand experience through interviews, surveys, and observation.

Quantitative data

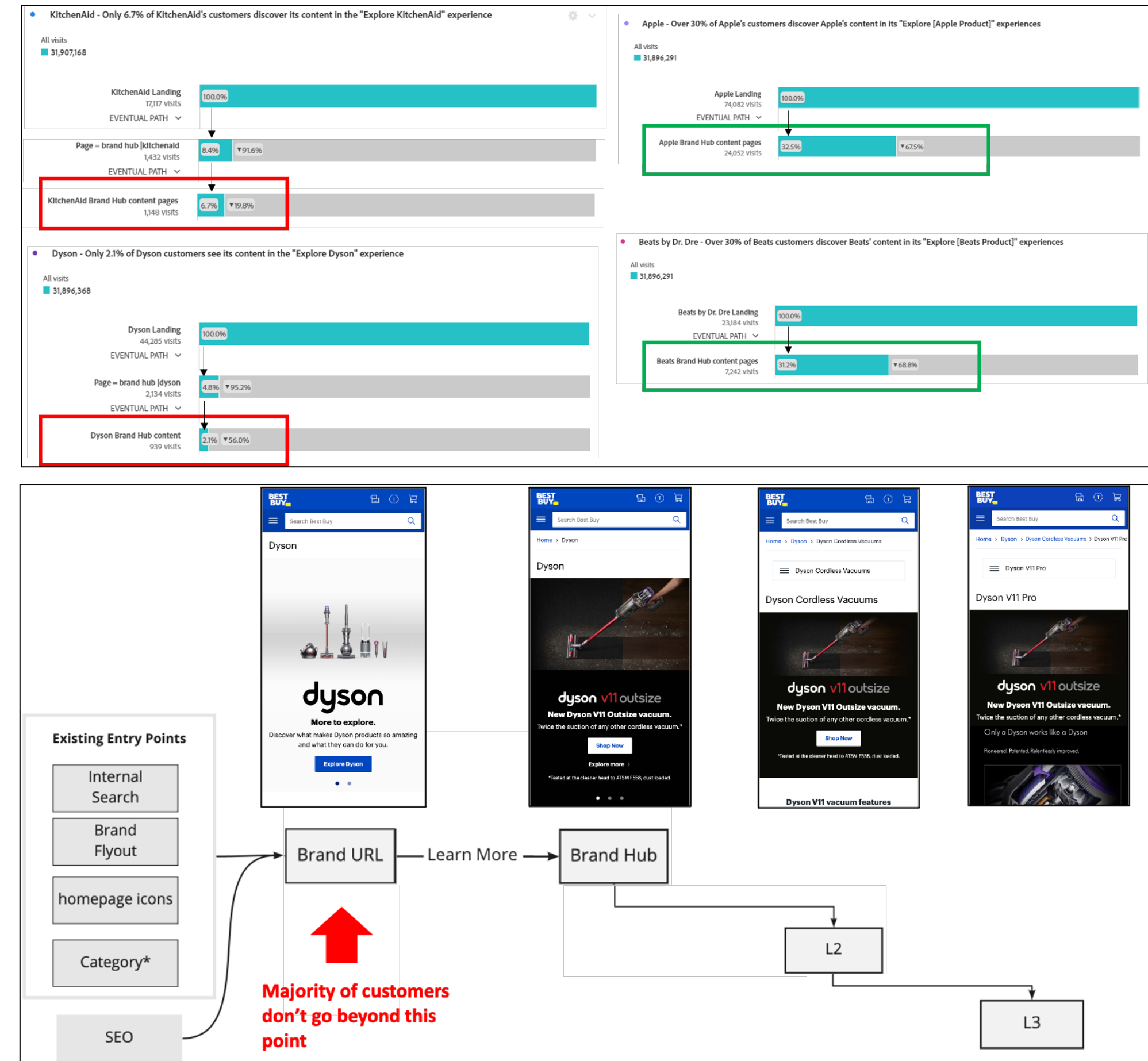
- Analyzed quantitative data on customer usage of Best Buy's current Brand Experience with Data Analysts and SEO Specialists, using Adobe Analytics and A/B testing to gain insights into users' behaviour.



Discovery

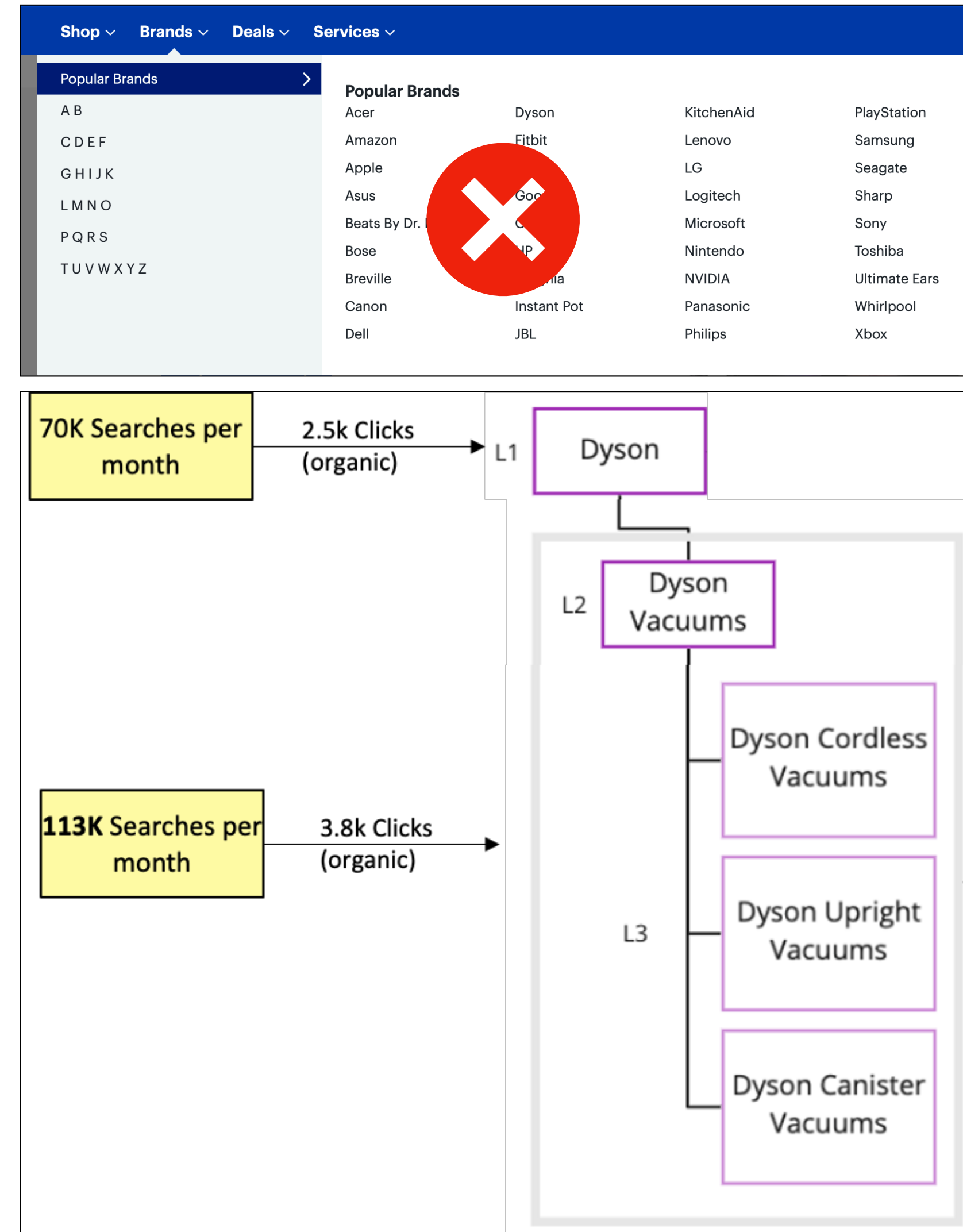
Understanding the Challenge

Customers who are curious about a brand don't see related brand content.



Understanding the Challenge

The majority of customers tend to search for specific brands rather than utilizing the brand menu to access brand-related content.



Visioning Workshop

1 - Introduction - 5min

The Product Vision Board

VISION

Take the stress out of finding a meeting time for a large group.

Target Group

Our Company

Employees who plan meetings

Employees who attend meetings

Needs

Easy to use

Simple

Enable employees to quickly find a meeting time that will work for all participants

Product

Web and mobile app that automatically generates time that everyone invited to a meeting is free.

Sync with major calendar applications

Clear and simple design, no fluff

Easy to use, does work for you

Business Goals

Decrease time spent planning meetings and emailing back and forth about schedules

Increase Productivity

Boost employee morale

Maximize the number of people in important meetings

SOPHILABS

PAY IT FORWARD PROGRAM VISION

OUR VISION IS TO SPREAD AWARENESS OF PAY IT FORWARD AT AN AFFORDABLE PRICE SO THAT ANYONE CAN BENEFIT FROM THIS NEW WAY OF WORKING AND EMPLOYER OFFERS TO WORK IN A TRANSPARENT, HONEST, SIMPLE, AND EFFECTIVE WAY.

TARGET GROUP:

- ORGANIZATIONAL CHANGEMAKERS
- SCRUM
- SCRUM NONCE
- SCRUM PRACTITIONER

NEEDS:

- PROVIDES AFFORDABLE ACCESS TO SCRUM TRAINING & EDUCATION
- ENABLES TEAMS TO WORK MORE SMARTLY & EFFECTIVELY
- GIVES PEOPLE AN UNDERSTANDING OF SCRUM THEORY & CONCEPTS

PRODUCTS:

- INTERACT & BUILD COMMUNITY THROUGH FORUMS
- EXPAND KNOWLEDGE & USE OF SCRUM BEYOND IT COMMUNITY
- CREATES A SPACE FOR INNOVATION & CREATIVITY

VALUE:

- GIVE BACK TO THE COMMUNITY
- LEADERSHIP
- BUILD PARTNERSHIPS
- WEEKLYS
- PAY PER SEAT

Media Network's Vision, Purpose & Guiding Principles

Value	Describe the transition of media funded initiatives from print to digital
Mission	Build & share storytelling solutions to help brands find, attract, and engage with their key customers at every stage of their customer journey
Purpose	Develop a suite of Ad Products and Experiences that will attract and retain VC while driving engagement and conversion
Guiding Principles	Deliver relevant Ad Solutions to qualified customers by leveraging 1st party data targeting & audience capabilities Optimize earnings based on performance and audience intent to drive ROI Strive to provide best-in-class customer service to internal & external clients

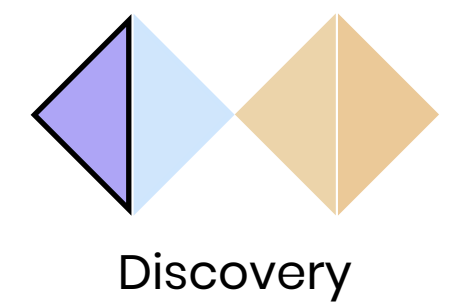
2 - Ideation 15 min

Think out side of the box and forget feasibility concerns



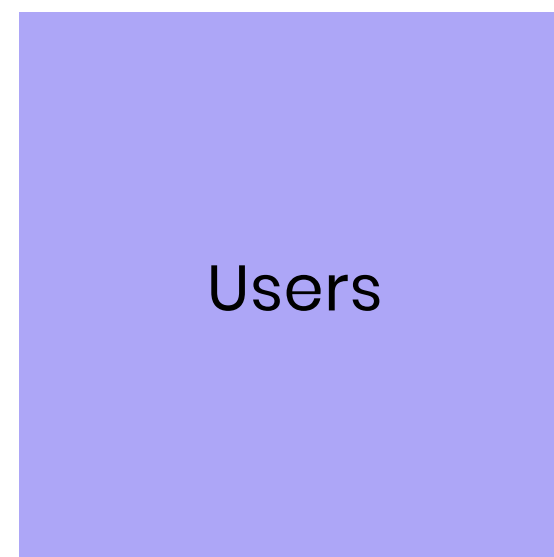
Product Vision Workshop

- Created a shared understanding of the experience vision and outcomes
- Fostered collaboration between stakeholders
- Prioritized user needs and helped identify features and functions that would address those needs



Workshop Results

The vision: **To inspire customers to discover more products from a place they trust, amplifying commitment to Brands.**



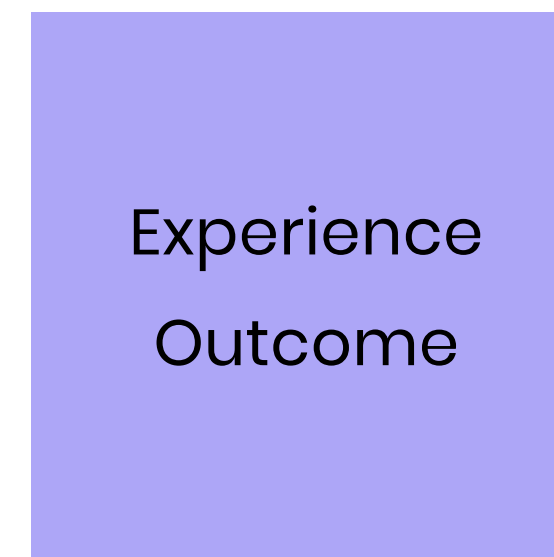
Users

Brand oriented
customers



User Needs

Easily find products that
solve their technology needs



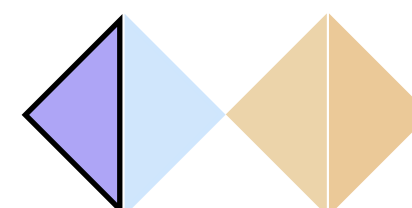
Experience
Outcome

Amplify brand love and
improve navigation



Business Goals

Increase vendor funding and
visits to the Brand Experience



Discovery

Ideation



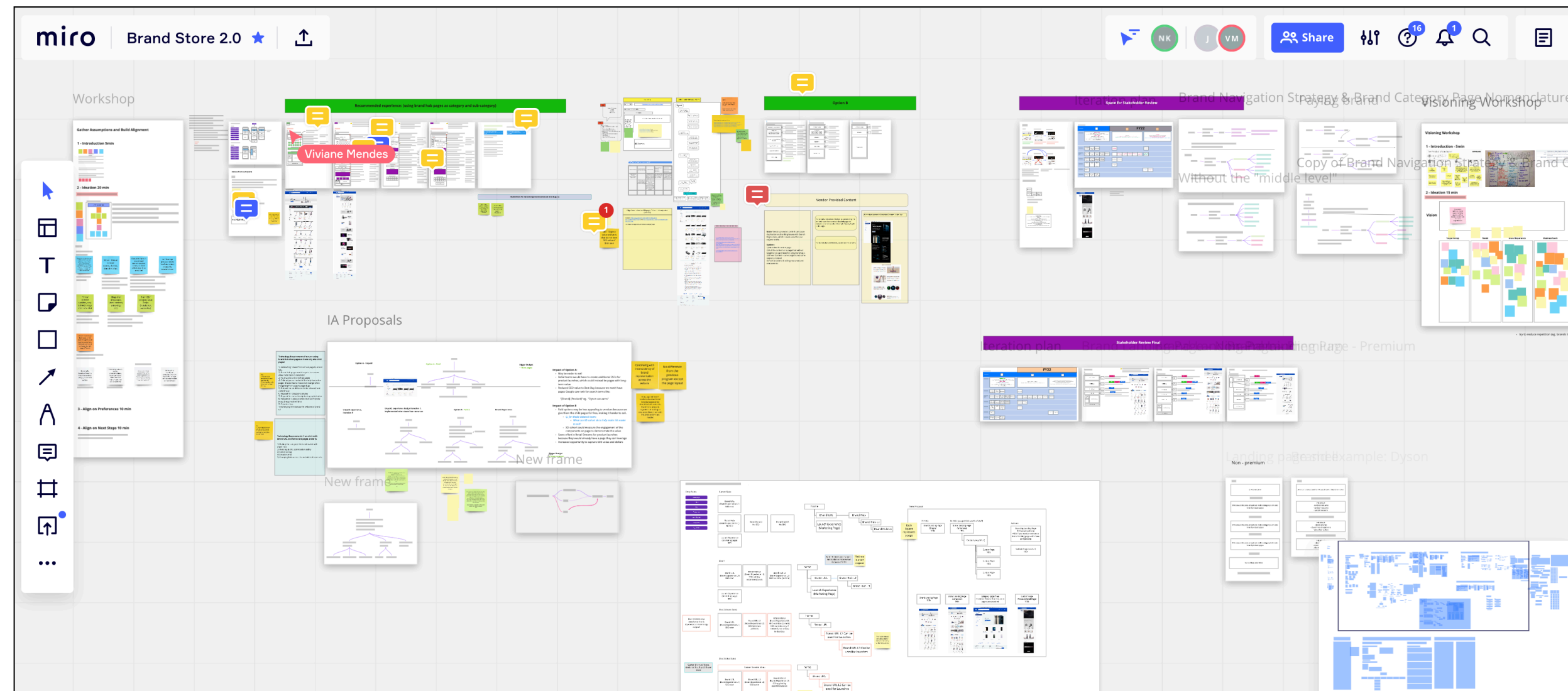
Define the vision and strategy

Align with the cohort

Create initial designs

Validate concepts with customers

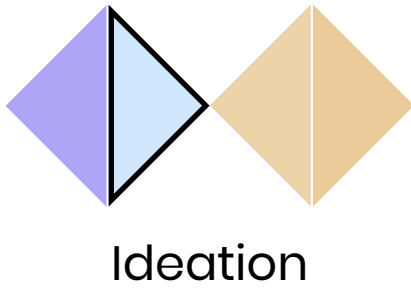
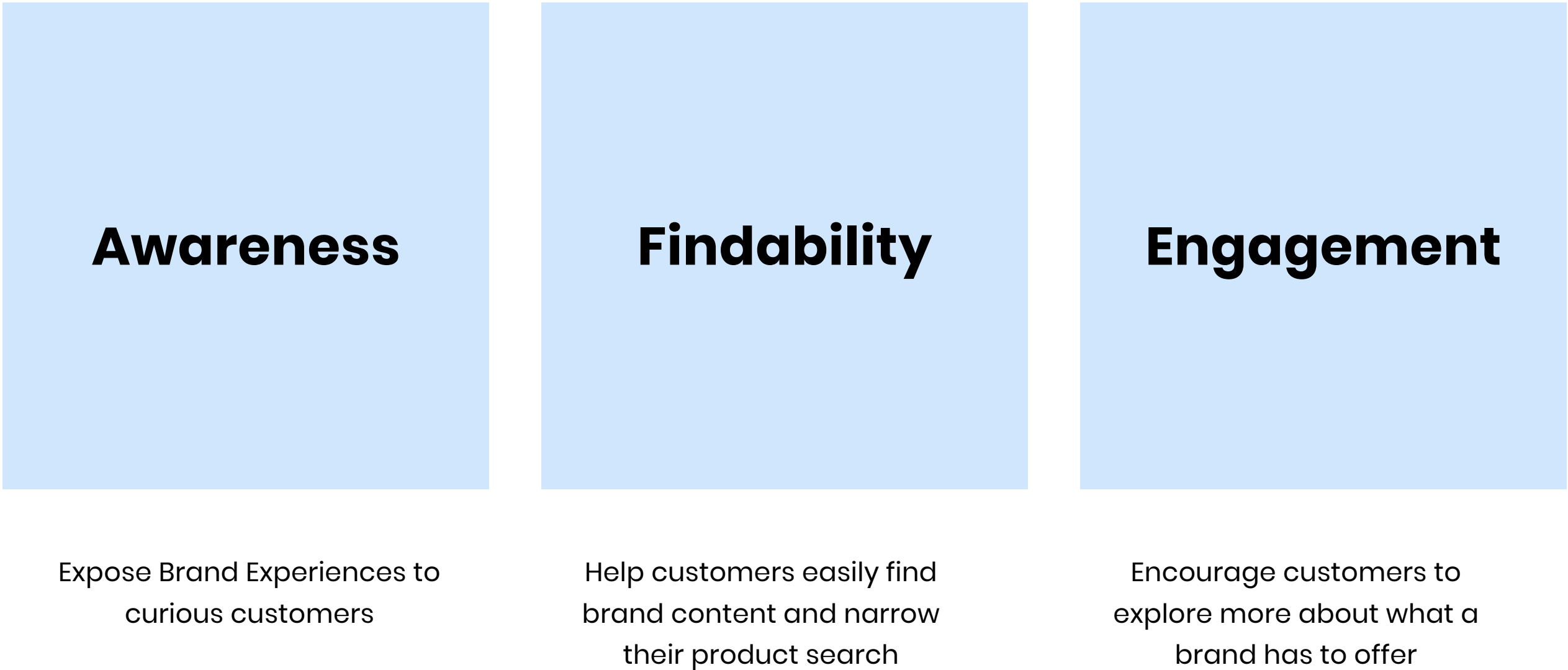
Define the first iteration and the iteration plan



Design Workshops

- Conducted remote design workshops
- Collaborated on possible solutions and workflows
- Defined experience goals
- Generated ideas considering customer needs, development requirements, and business goals

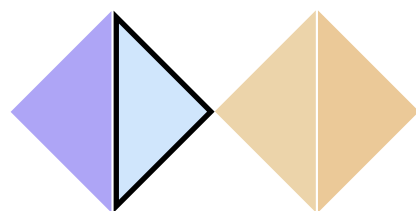
Experience Goals



Iteration Plan

I defined the Iteration Plan to help the team bring the experience vision to life through multiple iterations and learnings.

<div>Problem to solve: Customers who are curious about a brand need to see related brand content when they are looking for it</div> <div>Customer goal: Find brands and products that will help me solve my tech needs</div>		
Iterations	Iteration 1 – Brand Experience pages	Iteration 2 – Brand Experience across Best Buy
Expected outcomes	<ul style="list-style-type: none">Customers can explore a brand’s whole assortment ecosystemCustomers can learn about the technology and designs that make the brand’s products specialCustomers who search for a brand can find related brand content on Best Buy.ca	<ul style="list-style-type: none">Customers can find related brand content throughout their shopping journey and when it's most relevant to themCustomers have more visibility into brand content to help them make their purchase decision
Experience Deficiencies	<ul style="list-style-type: none">Product listing is only available on brand landing page and may show irrelevant SKUs	<div>Getting closer to our vision:</div> <div>To inspire customers to discover more products from a place they trust, amplifying commitment to Brands</div>
Primary KPIs	<ul style="list-style-type: none">Increased visits and conversion	
Insights Gained	<ul style="list-style-type: none">Has the traffic to the Brand Experience increased?Does the new experience make it easier for customers to navigate the pages within the Brand Experience?	



Ideation

Fun Fact

I partnered with another designer and developed training content on designing and planning iteratively and creating Iteration Plan artifacts. This initiative augmented the knowledge base of the Experience Design community, resulting in a framework that all Experience Designers can leverage.

Iteration plan <experience name>

Authored by **Ramesh**
 Collaborative Name
 Date created on YYYY/MM/DD
 Last updated on YYYY/MM/DD

	Problem to solve	Customer goal
	Customers that want to get their product quickly need a way to easily purchase and collect their products from a store that is convenient to them.	To easily make and collect their purchase from a chosen Best Buy store.

Legend

- Depth of feature completion
 - Deep
 - Medium
 - Low
- Priority (High to Low)
 - ↓

Iteration	Iteration 1 - Reserve and Pick Up	Iteration 2 - Quick and Easy Pick Up	Iteration 3 - Multi-SKU QPU	Iteration 4 -	Iteration N
The name of the iteration, based on the customer goal of the iteration					
Expected outcomes What we expect the customer to be able to achieve in this iteration	<ul style="list-style-type: none"> ● Customers can see what nearby stores have a product in stock. ● Customers can reserve a product at a store. ● Customers can pay using in-store payment methods. ● Customers receive an email when their order is ready. ● Blue Shirts can mark an order as ready for pick-up or cancelled. ○ Blue Shirts can mark an order as collected. ● Abandoned orders are returned to the store's stock. 	<ul style="list-style-type: none"> ● Customers can pay for a product before reserving it at a store, using all online methods of payment. ● Customers can collect a product from their car if a store supports it. ● Customers can QPU from a PDP or Cart. ● Customers are informed when the right time is to collect their purchase. ● Customers receive a digital receipt after collecting their purchase. 	<ul style="list-style-type: none"> • Customers can view nearby stores that have all the items in their cart. • Customers can pay for and reserve multiple items in a single transaction. 		
Experience deficiencies What we fall short of delivering to the customer in this experience	<ul style="list-style-type: none"> • Customers cannot see their RPU purchases in their account. • Customers cannot reserve and pick up more than one product. 	<ul style="list-style-type: none"> • Customers cannot see their purchase in their account. 			
Impacted experiences Moments in the journey that the iteration affects and influences	<ul style="list-style-type: none"> • PDP • Cart 	<ul style="list-style-type: none"> • PDP • Cart • Checkout 			
Primary KPIs How we measure success, which involves a measurable change in customer behaviour	<ul style="list-style-type: none"> • Increase confidence in RPU experience. • Increase ease and accuracy for Blue Shirts to collect orders from store shelves. 	<ul style="list-style-type: none"> • Increase confidence in QPU experience. • Decrease Blue Shirt effort returning abandoned orders. 			
Insights gained What we are learning about the customer's behaviour that will inform the next iteration	<ul style="list-style-type: none"> • Why are customers abandoning their reservation? 	<ul style="list-style-type: none"> • How often do customers make an additional purchase while collecting their QPU order from a store? • How many QPU orders are from the same customer, on the same day? 			

Design



Define the user flows and information architecture
Create design specifications and guidelines

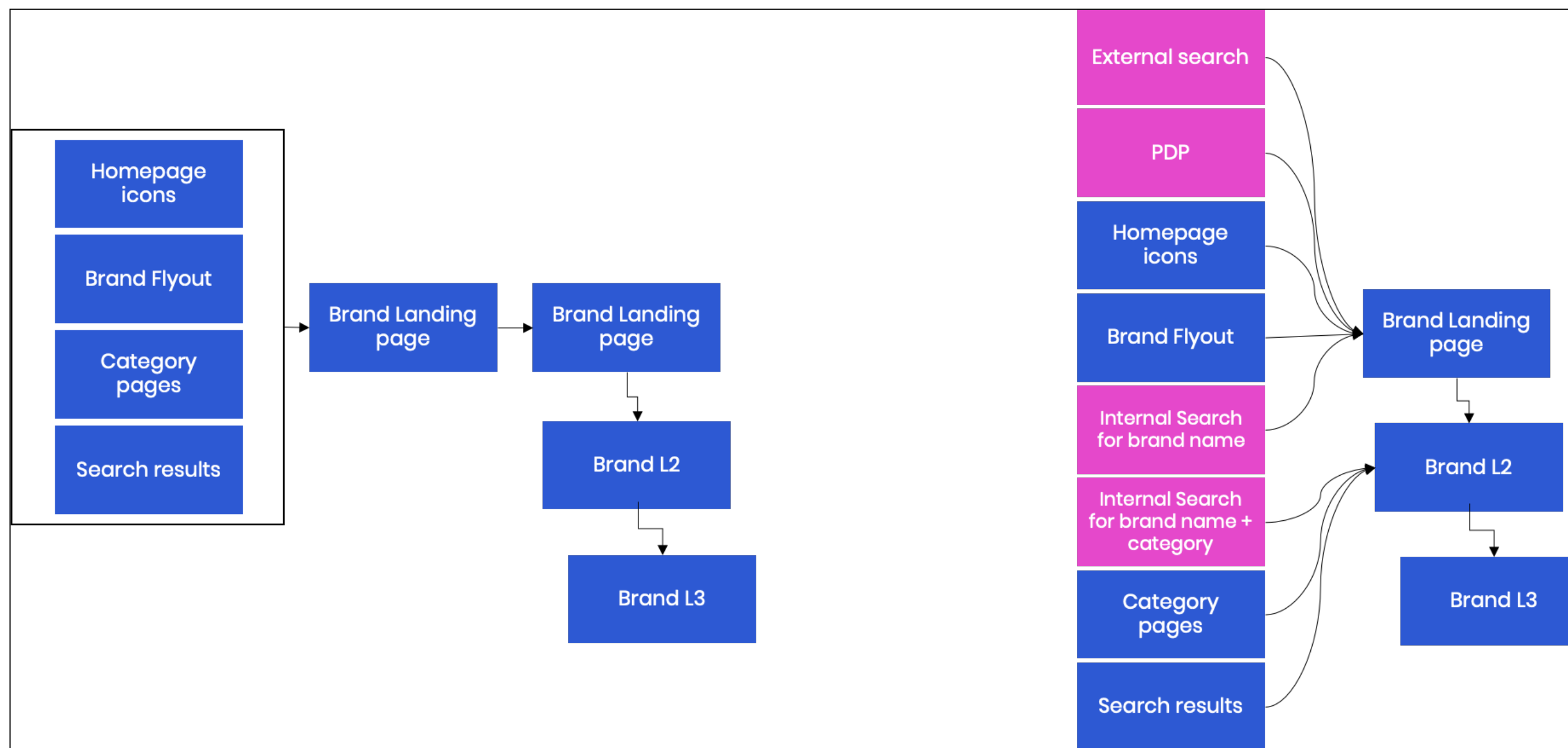
User Flows

Existing flows

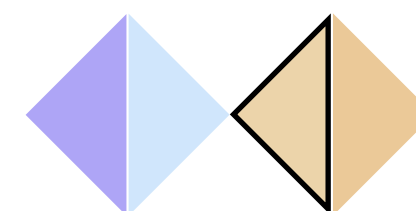
- Too many steps to arrive at the Brand Experience
- Brand touch points did not lead customers to experiences with relevant content

Redesigned flows

- User flows aligned with customer behaviour
- Relevant brand content was presented to customers when it made sense to them in their shopping journey



Redesigned user flow



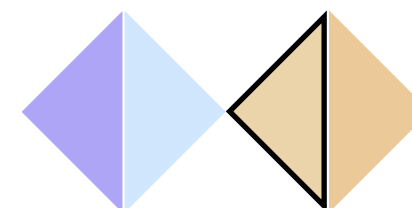
Design

Brand Experience Playbook

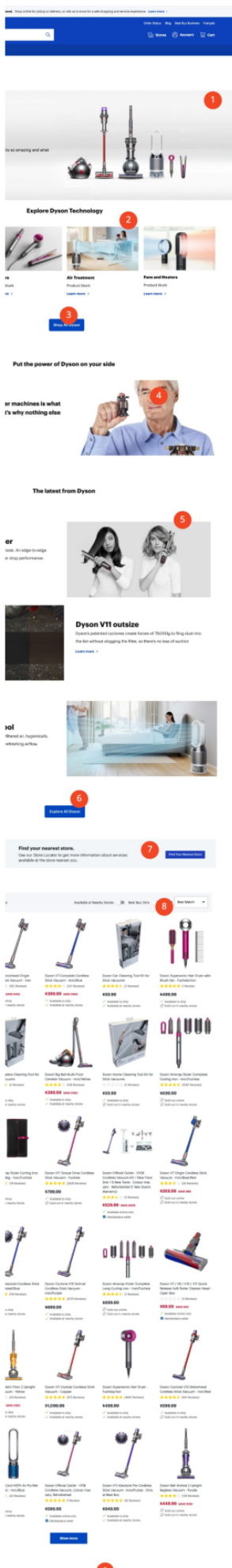
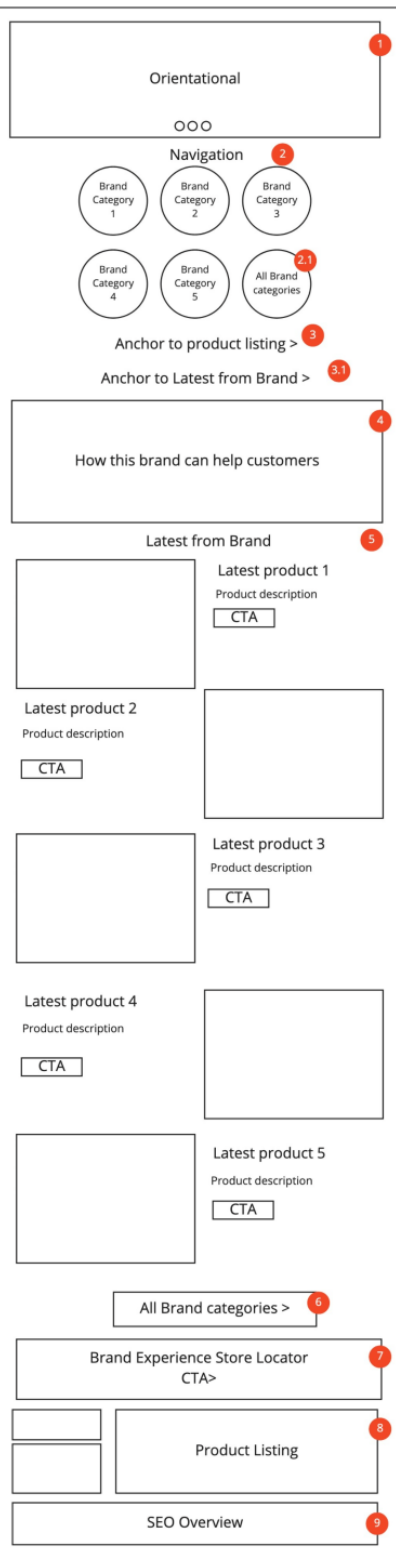
I designed Best Buy's Brand Experience Playbook which is a comprehensive guide that establishes guidelines and instructions to empower cross-functional teams to build user-centric and consistently exceptional Brand Experiences on BestBuy.ca.

The playbook includes:

- Customizable instructions to build various types of Brand Experiences depending on the specific brand needs
- Comprehensive user flows that map out the ideal user journey
- Annotated wireframes to guide development in production
- Vision and strategy for Brand Experiences, the iteration plan, and how to measure success

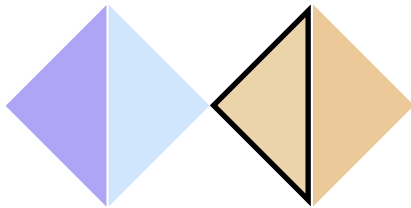


Design

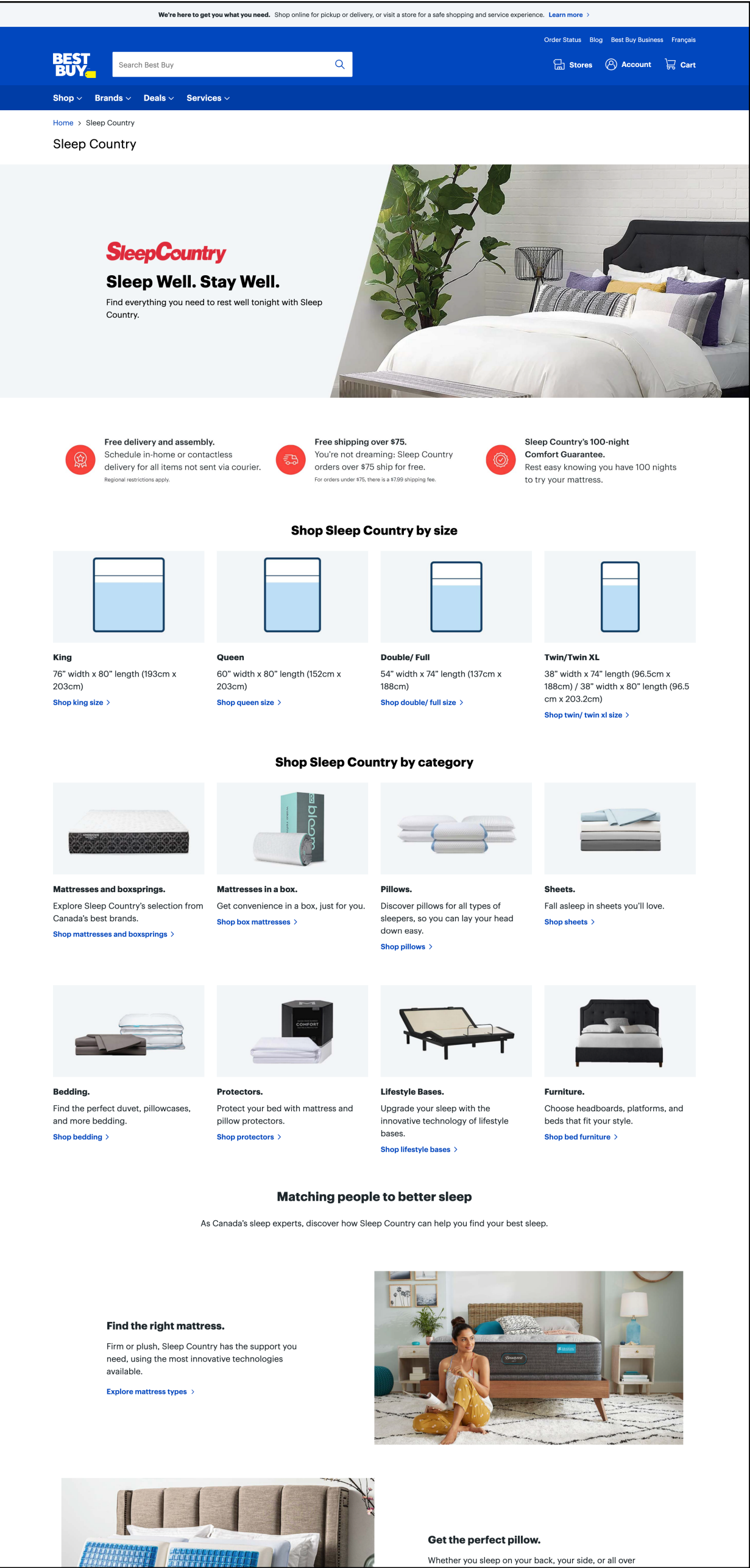
		<div>1</div> <div>Orientalional Inspires and orients brand lovers and curious customers about the brand Informs about promotions, product assortment, or launch</div> <div>None</div> <div>Min: 1, Max: 1 Banner (Max: 3 slides) Video link in the banner</div> <div>SEO Optimizatio Score: Medium HTML: • Heading <h3 • No p tags</div>
	<div>2</div> <div>Navigationl Helps customers find products that suits their needs Delights customers by showcasing new and inspiring products Link to Brand Category Page</div> <div>None</div> <div>Min: 1, Max: 2 Category icons (Max: 6 icons) Offer List (Max: 4 offer blocks)</div> <div>SEO Optimizatio Score: High (bat usage) HTML: • Anchor Links</div>	
	<div>2</div> <div>Navigationl If all categories a brand offers is not listed, then: link to an experience where all categories are listed (rare scenario)</div> <div>None</div> <div>Min: 0, Max 1 Follow the same component usage as 2.0. (ie: use an offer block if an offer list is used for navigation in 2.0 (tim to edit the nomenclature for this entry)</div> <div>SEO Optimizatio Score: High HTML: • Anchor Links</div>	
	<div>3</div> <div>Navigationl Provides a quick navigation to product assortment Anchor link to Product Listing</div> <div>Only use if product listing is not in view when customer lands on the page</div> <div>Min: 0, Max 1 @ Chow, Tim</div> <div></div>	
	<div>3</div> <div>Navigationl Provides a quick navigation to 'latest from Brand' Anchor Link to 'latest from brand'</div> <div>Only use if 'latest from brand' is not in view when customer lands on the page</div> <div>Min: 0, Max 2 Offer List</div> <div>SEO Optimizatio Score: High HTML: • Heading <h3 • <p></div>	
	<div>4</div> <div>Brand Differentiator Describes how this brand can add value to the customer's life and how it can help with their needs</div> <div>None</div> <div>Min: 0, Max 1 Image Block Offer List Hero Banner (thin)</div> <div>SEO Optimizatio Score: High (onl using Offer List) HTML: • Heading <h3 • <p></div>	
	<div>5</div> <div>Educational/ Navigationl Helps customers understand the latest product offerings from the brand CTA links to Brand Category Page</div> <div>None</div> <div>Min: 0, Max 1 Story Component (max 4 story blocks) Offer List (max 2 offer lists)</div> <div>SEO Optimizatio Score: High HTML: • Heading <h2 • <p></div>	
	<div>6</div> <div>Navigationl If all categories a brand offers is not listed then: link to an experience where all categories are listed (rare scenario)</div> <div>None</div> <div>Min: 0, Max 1 Button Hero Banner (thin)</div> <div>SEO Optimizatio Score: Low HTML: • Heading <h2 • No p tags</div>	
	<div>7</div> <div>Educational Inform customers where they can explore this brand in person Links to store locator with the experience store checked-off</div> <div>None</div> <div>Min: 0, Max 1 Hero Banner (thin) Image Block</div> <div>SEO Optimizatio Score: Low HTML: • Heading <h2 • No p tags</div>	
	<div>8</div> <div>Product Listing Shows the customer the brand's assortment of products. This element contributes to SEO value. Show SKUs with a SKU list if the product listing is hidden. And/OR</div> <div>Hide the product listing if assortment populated in the product listing is not relevant to the experience (ie: wireless carriers). Check with SEO. Show SKUs with a SKU list if the product listing is hidden. And/OR</div> <div>Min: 0, Max 1 Toggle on/off via CMS SKU list</div> <div>SEO Optimizatio Score: High</div>	

Annotated Wireframes

- Captures customer goals for each component
- Provides guidelines for development



Design



Designs in Production

Orientational

- Inspires and orients brand lovers and curious customers about the brand
- Informs about promotions, product assortment or launch

Brand Differentiator

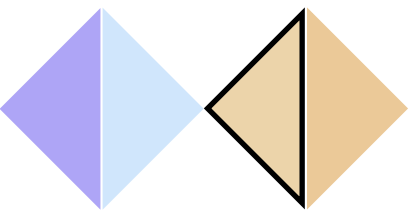
- Describes how this brand can add value to customer's life and how it can help with their needs

Navigational

- Helps customers find products that suit their needs
- Delights customers by showcasing new and inspiring products

Educational

- Helps customers understand the latest product offering from the brand



Design

Validation



Validate designs with users

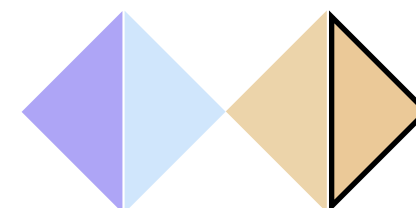
Track KPIs

Usability Testing

Conducted usability tests to identify and address issues prior to production.

Used feedback to refine and optimize the product's alignment with our vision.

Developed a deep understanding of user needs.



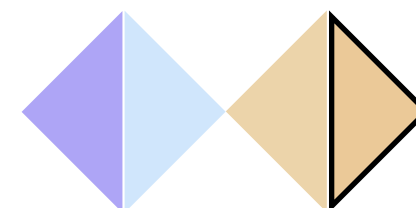
Validation

Tracking KPIs

Primary KPIs: Increased visits and conversion

With launching the first iteration of the experience, we measured **an 18% increase in conversion** for customers going through a brand funnel vs. customers shopping for the brand through category experiences.

The discoverability of brand content was increased **by 4x, or 2450bps** for some brands.



Validation

Challenge #1

Encountering scenarios where I was given solutions instead of problems to solve.

I overcame these situations by adopting a curious approach and actively seeking to understand the underlying problems that needed solving.

How I solved this

Reframing the Problem Statement

Original problem the product brief:

As a Media Network team, we want to revamp the existing brand Store program so it can deliver content that is easily digested; can meet different vendor's needs and can be easily maintained.



Reframed problem to solve:

Customers who are curious about a brand need a way to see related brand content when there are looking for it

Challenges #2

Working effectively with a diverse group of stakeholders.

How I solved this:

- Understood the needs and goals of the stakeholders early on
- Developed a compelling vision that all team members were excited about
- Involved the stakeholders in the iterative design process and communicated clearly about it
- Built trust by working collaboratively
- Created solutions that met the needs of all stakeholders and drove success

What I Learned

Being an advocate for users in a space where conversation and ads are often the focus, ensuring that user needs are taken into consideration in all product development decisions.

Working effectively with a diverse group of stakeholders.

Clarifying expectations with stakeholders early to help with a more efficient and effective collaboration.

Thank you



All illustrations are by Marion Barraud illustrator and author of comics from Nantes, France.