My Lowe's

Content Strategy

Vision & Goals

Vision

Transform non-product content from a family of libraries (Lowes.com, LCI, etc.) to unified body of knowledge that is contextually woven into the customer experience via customization and personalization. Use an understanding of the customer's' behavior and goals to surface content that can help her take the next step within her project or to inspire a new project or purchase.

Content Goals

•Deliver the appropriate content at the appropriate time throughout the online experience and across channels.
•Anticipate and respond to user needs. Help customers make decisions and solve problems.
•Reflect the new brand attributes.
•Make meaningful connections between Lowe's content and user-generated content.

My Lowe's Business Goals	My Lowe's User Goals
•Increases sales volume by driving multi-channel commerce. •Increase quality of interaction. Engage customer throughout project lifecycle. •Capture loyalty of target customer segments. •Build long-term relationship with customers.	•Simplify home improvement •Live within my means •Improve the value of my home •Make my home more enjoyable

Gaps

Gaps were identified that point to missing topics as well as authoring and quality. Current content structure has limitations with respect to targeted, dynamic delivery.

- **Project Lifecycle -** When drilling down to smaller projects, such as a cabinet facelift, further gaps surface:
    - e.g A Buying Guide may not have a corresponding How-To
    - e.g. There may be no maintenance information
- **Quality**
    - Content such as measuring and maintenance contain very general guidelines vs. specific step-by-step instruction
- **Decision-Making**
    - Budget, skill level, effort level (time to complete)
    - Aesthetic, lifestyle, or functional
    - Maintenance considerations
    - Risks, potential snags
- **Problem-Solving**
    - Provide content to guide customer through key challenges
    - DIFM help
- **Structure -** Content is not structured or tagged for targeted or multi-channel delivery. For example:
    - Content is not tagged by room, project topic and many other attributes a customer may want to access content by
    - Content is not designed for multi-channel delivery

Authoring Guidelines

Gaps such as quality, decision-making, and problem solving can be addressed through more defined authoring guidelines

- **Decision Making.** Help customer make decisions
  - Include Budget, Skill Level, Effort Level information
  - Include guidance for Aesthetic, Lifestyle, Functional considerations
  - Include maintenance considerations in planning phase
  - Inform customer of potential challenges (e.g. Let customer know potential risks of project – construction issues, costs)
- **Problem Solving.** Help customer solve problems
  - Content to help customer through challenges
  - Community connections for help
  - Access to professional help
- **Step-by-Step Instructions & Tips**
  - Delineate between content that will help customer complete tasks vs. general tips
    - Note: At times, How-To articles give a very general overview of topics such as measuring, but don't guide the user at the task level

Decisions
- Who will craft authoring guidelines?
- Will existing content be re-authored?

Content Structure

More targeted content can be delivered by structuring and tagging content based on customer needs and project lifecycle

Chunking
•Re-author content to help facilitate progress through the project lifecycle
> •*E.g. Current How-To's often incorporate planning and maintenance information. Chunking that information out will make it easier to find*

• Re-structure content for friendly delivery across channels and devices (web, mobile, kiosks)
•Re-structure content for more targeted tagging

Information Design
•Design a metadata scheme that connects chunked content with with user needs throughout project lifecycle
•Develop keyword strategy that contributes to search findability and metadata for deeper connection to user needs
•Develop a reuse strategy so relevant content can be used across projects
> •*E.g. Finishes for faucets, relevant to kitchen and bath*

Dependencies
•Repository
• CMS tools add-ons and upgrades

Decisions
•Will existing content be re-structured?
•Will new content be created for My Lowe's in all instances?
•Who will design content structure and metadata, etc.?

Projects & Content Priorities

Priorities

• Identify timelines for technical implementation (repository, CMS tools and add-ons)

    • Timelines will determine approach

        • Quick wins approach

        • Larger restructuring effort

• Design structure and authoring guidelines

• Connect with UX features

Content Priorities

• Project lifecycle packages for top projects (fill gaps)

• Project checklists by project

• Tips & Considerations by Project

Issues

• Will existing content will be restructured?

    • Sunsetting strategy

Top Projects

Across Rooms (w/ specific content related to rooms as relevant)
• Paint
• Flooring
• Maintenance
• Decor

Kitchen
• Cabinets
• Countertop
• Appliance Upgrade
• Sink & Faucet
• Backsplash

Bath
• Vanity
• Sink & Faucet
• Toilet

Outdoor Living
• Plant garden/landscape

Immediate Decisions

- Do we develop a short-term strategy to accommodate NPC needs absent of technical constraints?
- OR Do we work toward long-term strategy and start prepping content structured content to align with technical implementation timelines?
- OR Do we do a combination of both?
- How will My Lowe's NPC content strategy connect with overall Lowes.com NPC content strategy?
- What is the process for My Lowe's NPC vs. Content Strategy POD NPC initiatives?
  - Who will determine gaps with respect to content aligned with project lifecycle for smaller projects, such as paint cabinets? How detailed will we get with content offerings as we drill down into smaller projects? Who will weigh in on project lifecycle gaps?
  - Who will write authoring guidelines?
  - Who will design metadata, taxonomy, and keyword strategy?
  - How will content requests be prioritized?
  - How will conflicting priorities be addressed?
  - Who will create NPC content for My Lowe's?
  - What is the process for Creative Ideas content – can we manipulate the content? For example, can we translate a text article into an interactive project?

Actions

If a **short-term strategy** is needed, immediate tasks include:
- Metadata, Taxonomy, and authoring quick wins w current content
- Gaps w/ respect to Home Goals and Projects

If a **long-term strategy** will be the focus, immediate tasks include:
- Brainstorm home goals
- Identify projects and brainstorm project scenarios
- Identify gaps at project lifecycle level for specific projects selected
- Define needs for content integration into UX feature sets
- Create authoring guidelines
- Re-structure/re-write existing content
- Define how media types such as galleries and video will be integrated and tagged
- Design metadata scheme
- Develop keyword strategy
- Define Taxonomy
    - How will structured content be connected?
- Timelines for LCI & Video integration strategy
    - How will they be incorporated into the strategy for My Lowe's? And connect within new content structure and delivery?
- Rollout of new content – timelines, strategy (*recommend project-based approach)
- Sunsetting strategy (If existing content will be re-structured and rolled out, how/when will it be taken down. How will we identify current hard-coded links to each piece of content, etc.)
- Produce new content and fill gaps

Governance
- Define roles and responsibilities
- Define workflows
- Define prioritization guidelines

Technical & Content Dependencies

With long-term strategy approach, timelines will need to consider:

Technical Dependencies:
- Repository
- CMS tools – upgrades and add-ons
- Video integration
- Gallery integration

Scope and Roles:
- Content Structure & Design
  - Metadata design
  - Keyword strategy
  - Taxonomy
- Content Production
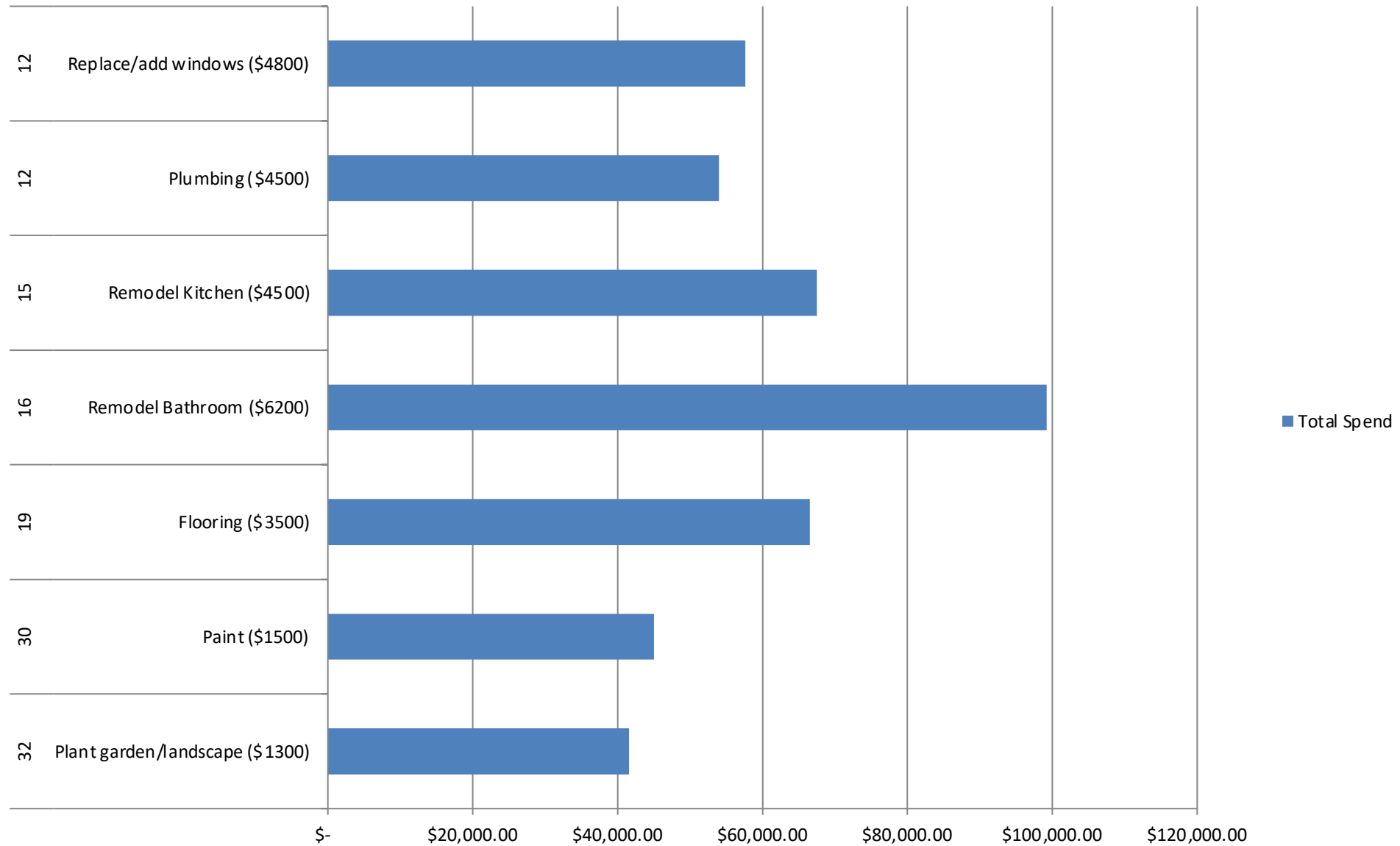 - Fill gaps
  - Re-author
  - Re-structure

Appendix

Options for Rollout

Option 1 (Existing content with quick wins)	Option 2 (Restructured & reauthored content)

Project Package (Current Structure)
 	
•Deliver **full** articles, videos etc. associated with project lifecycle phase (mental model), home goals, and project
•Enter LCI content into Lowes.com template
•Integrate video content from YouTube w/ API and tagging
• Implement metadata quick wins
•Production
    •Retag and redeploy content
•Transfer LCI content to Lowes.com templates
•Integrate video content from YouTube
	Project Package (New Structure)
	
	• Design Information model (metadata, keywords, reuse)
	•Restructure content
	•Define content objects and storage
	•Develop templates
	•Production
	    •Re-author content
	    •Enter content into CMS

Dependencies •YouTube Video - API & Tagging	**Dependencies** •Repository •CMS tools and add-ons upgrades •Taxonomy •Video integration •Gallery integration •LCI integration

Projects Planned % for 2010
Total Spend

	Project	Total Spend
12	Replace/add windows ($4800)	
12	Plumbing ($4500)	
15	Remodel Kitchen ($4500)	
16	Remodel Bathroom ($6200)	
19	Flooring ($3500)	
30	Paint ($1500)	
32	Plant garden/landscape ($1300)	

Reasons for Project

Beautify my house

Clean up or freshen up the space

Upgrade old looking design/decor

Bored with decor/needed a change

Needed to replace old, worn out materials

Wanted the satisfaction of a job well done

Wanted to be creative

Wanted to please my spouse/partner

I enjoy this type of work

To increase the value of my house

Quick Wins Metadata Sample

Add tags to help more targeted delivery of current content

Room/Space	Kitchen
Project	Cabinets
Lifecycle	Get Supplies/Start

Metadata Sample - Restructured Content

Room/Space	Kitchen
Project	Cabinets
Lifecycle	Get Supplies/Start
Content Type	How-To Article
Topic	Choosing Cabinet Hardware
Product Category	Cabinet Hardware
Keywords	Knobs and pulls, backplates, hinges