

Content Gap Analysis for My Lowe's

Overview: An audit was conducted to assess content along the project lifecycle. For My Lowe's, a project will encompass the entire lifecycle: inspiration, planning, getting supplies, starting, making progress, finishing, and enjoyment. Currently at Lowes.com, projects range in complexity and are generally presented as How-To Articles and Videos. LowesCreativeIdeas.com projects generally fall under four types: (1) Small projects that can be completed in a weekend (2) inspiration as a project (e.g. an article with highlights of kitchen renovation, but no step-by-step how-to information) (3) arts and crafts projects and (4) projects uploaded by the community of users.

Content that's accessible at varied consumer touch points, such as mobile and kiosk, is also an important goal for My Lowe's.

An audit of current Lowes.com content was conducted to:

- (1) Assess the depth and quality of content along the project lifecycle
- (2) Identify missing information key to the program success
- (3) Evaluate the structure of current content
- (4) Identify content for reuse

Depth and Quality of Content

- Is there sufficient content to guide the customer through the entire project lifecycle?
- Following the Lowe's guidelines of considering lifestyle, aesthetics, and functionality, does the content contain details essential to helping customers make decisions on what's best for them?

Missing Information

- Is key information, such as skill level, budget range, and general timeline, available to the customer?

Content Structure & Content Types

- Is content structured so customers can access content specific to where they are in the project lifecycle (e.g. step-by-step how to, list of tools, etc.)
- Is content structured so customers can quickly access content specific to their project without scanning through a larger article? (e.g. access chart comparing countertop materials)
- Is content structured appropriately for dynamic delivery?
- Is content structured appropriately for multi-channel access?
- Are content types relevant and useful?

Reuse

- Are there elements of the content that can be used in multiple locations (e.g. information on cabinet hardware finishes can be used in kitchen and bath remodel projects)

Tagging

- Is content tagged in a manner that sets the framework for dynamic delivery?

Key Findings

Depth and Quality of Content

- Although there is a significant amount of useful how-to articles and videos, buying guides, tips, etc., content falls short along the project lifecycle. In some instances, for example, a project may include a buying guide, but lack relevant how-to steps.

Missing Information

- Projects do not contain budget ranges or timelines. This information, along with skill level, will be critical in guiding users to appropriate project solutions.
- There are no user guidelines with respect to skill level. Information to help users gauge the complexity of a project with respect to their own knowledge and skills would make the skill rating more useful.

Content Structure & Content Types

- Lowes.com content structure has limitations with respect to dynamic delivery. In many cases, scrolling through long articles makes it difficult for the customer to find the piece of content most relevant to their immediate need (e.g. to get information on cabinet knob styles, the customer scrolls through information on cabinet style, hardware, construction). In other cases, the information is not complete with respect to the project lifecycle (e.g. the cabinet buying guide includes information on cabinets, hardware, hinges, etc. but there are no clear step-by-step how-to's, including a list of tools, for making hardware upgrades. Additional information to help customers decide if additional work would be beneficial to spruce up their cabinetry could also prove valuable.
- With the project lifecycle approach, separating content by “content types” as they are defined today has limitations. While content types are still relevant, often times crafting content to align with the customer’s mental state and key decisions/tasks may be more effective. This can be reflected by authoring content according to the project lifecycle irrespective of content type (e.g. A current How-To article may be useful in both the planning and getting started phases. With careful authoring, the How-To article can be angled to be more useful for planning or getting started phase then presented to the customer when it’s most relevant to them.)
 - Inspiration
 - Decision Making: Emotional (aesthetics)
 - Decision Making: Practical (functional, lifestyle)
 - Decision Making: Logical (budget)
 - Solutions
 - Step-by-Step instruction
 - Click and purchase supplies
 - Everyday tasks - maintenance, repairs
 - Problem Resolution
 - Enjoyment
 - Tips

Reuse

- Similar content appears in multiple articles, providing opportunities to structure content for reuse. For example, information on hardware finishes appears in both “Cabinet Hardware Buying Guide” and the “Give

Your Kitchen Cabinet's a Facelift" How-To article. This same information is equally useful for hardware used in any room.

Tagging

- Many of the current tags are no longer in use.
- Many current tags are not logically organized or labeled in a manner that makes sense to the user.
- Some informational tags are presented on the website as a way to navigate to content, which isn't always relevant to users (e.g. media type)
- Tags to track metrics may need redefining.
- Currently, How-To Articles and Buying Guides are tagged as one collective piece. That is, the content is not tagged to call out specific points along the project lifecycle.
- Content is not tagged based on project, products, or other information that could help present and deliver the most relevant and useful piece of content to the user when they need it.
- Video tagging – Tags can be added to the Lowe's YouTube video section to pull in relevant video content. (*Needs tech review to confirm implementation and presentation).