

My Lowe's From Idea to Enjoyment

Engaging Consumers Throughout
the
Customer Decision Journey

First, What's a Home Improvement Project?

The definition of project varies ...



At Lowes.com a project is generally a How-To.

- **Projects** range in complexity and are most often straight-forward and instructional in nature, such as: Insulating Interior Walls, Pruning Trees and Shrubs, Replacing an Oven Element, and Simple Electrical Projects.

What's a Home Improvement Project?

At LowesCreativeIdeas.com projects generally fall under four types.

- **Small Projects.** Projects, such as How to Paint Cabinets, can generally be completed in a day or weekend. These projects are generally more cosmetic in nature.
- **Arts & Crafts Projects.** Projects such as How to Make a Cupcake Stand and Easy Halloween Creepy Curtains are fun, creative., and easy and provide inspiration for customers to enjoy their homes.
- **Projects from Community.** Projects may also be images and instructions uploaded by users.



Inspiration as a Project. An article that gives an overall general view of a kitchen remodel, for example, is also labeled a project.

What's a Home Improvement Project?

With My Lowe's a project will encompass the entire project lifecycle, from inspiration to enjoyment.



Customers will be able to gather inspiration, purchase supplies, share ideas with friends and family, and use tools to help them with design choices, estimating materials, budgeting and project management.

And What's Content Have to Do with It?

Content will help guide customers.

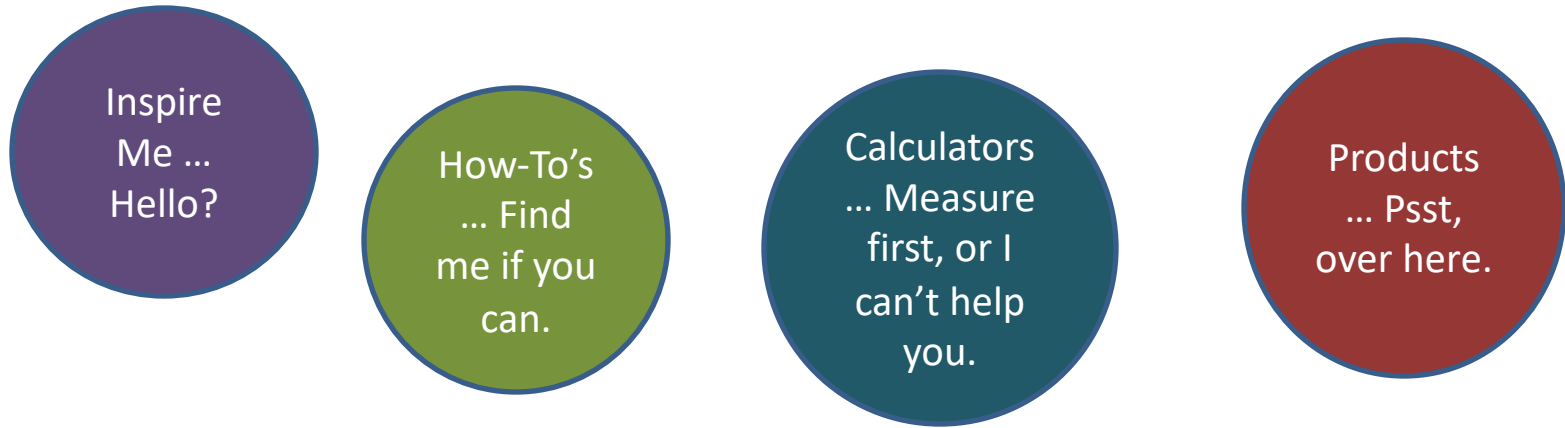


Install a Tile Backsplash

1. Tools & Materials
2. Checking the Walls
3. Planning the Backsplash
4. Estimate Tile Needed
5. Installing Tile, Step by Step

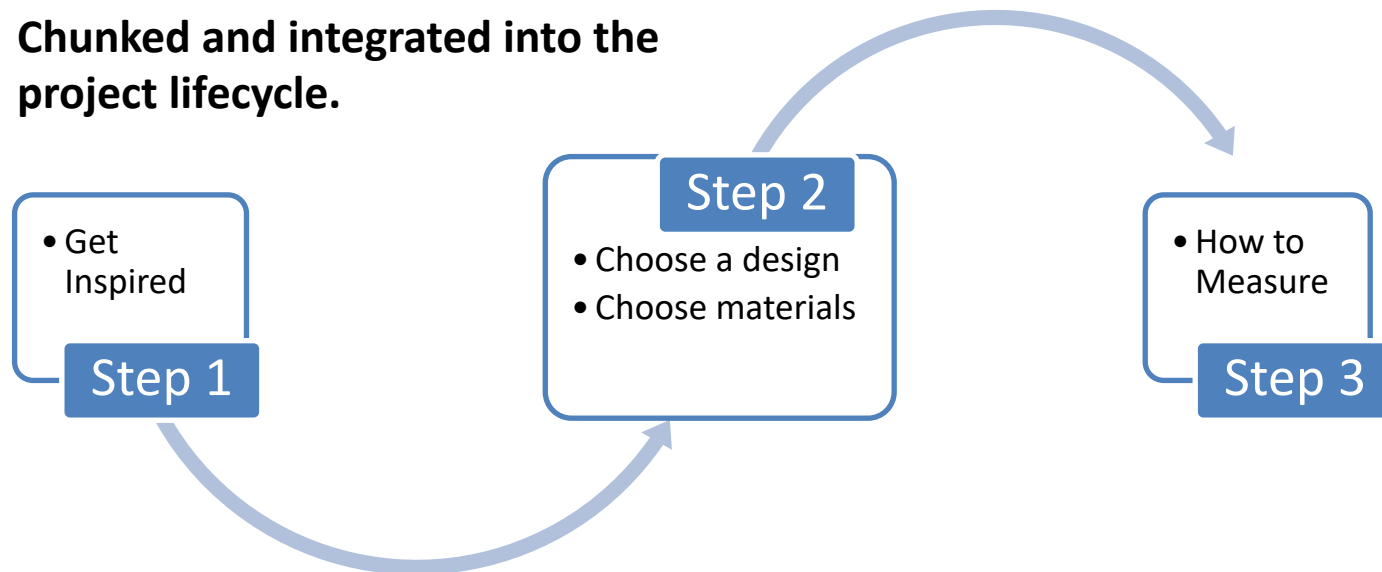
**But doesn't our content already do that?
Somewhat, but not exactly ...**

Where's the Content Now?



Where Do We Want It to Be?

Chunked and integrated into the project lifecycle.



How Do We Integrate Content?

Customers want the content they need when they need it.

1. Content needs to be consistent.

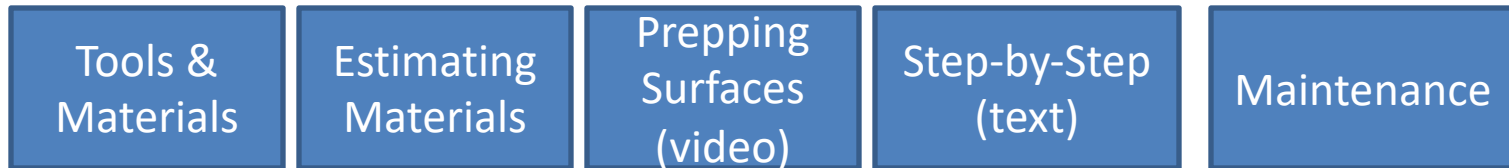
Currently, How-To steps are inconsistent. While not all steps are required for all projects, common steps should be consistent across all articles.

<ol style="list-style-type: none">1. Tools & Materials2. Checking the Walls3. Planning the Backsplash4. Estimate Materials5. Installing, Step by Step	<ol style="list-style-type: none">1. Tools & Materials2. Prepping Surfaces3. Step-by-step instructions4. Tips5. Clean Up	<ol style="list-style-type: none">1. Tools & Materials2. Estimating Materials3. Prepping Room4. Prepping Floors5. Cutting Floor6. Sketching Floor Plan7. Trimming Materials8. Step-by-Step Instructions
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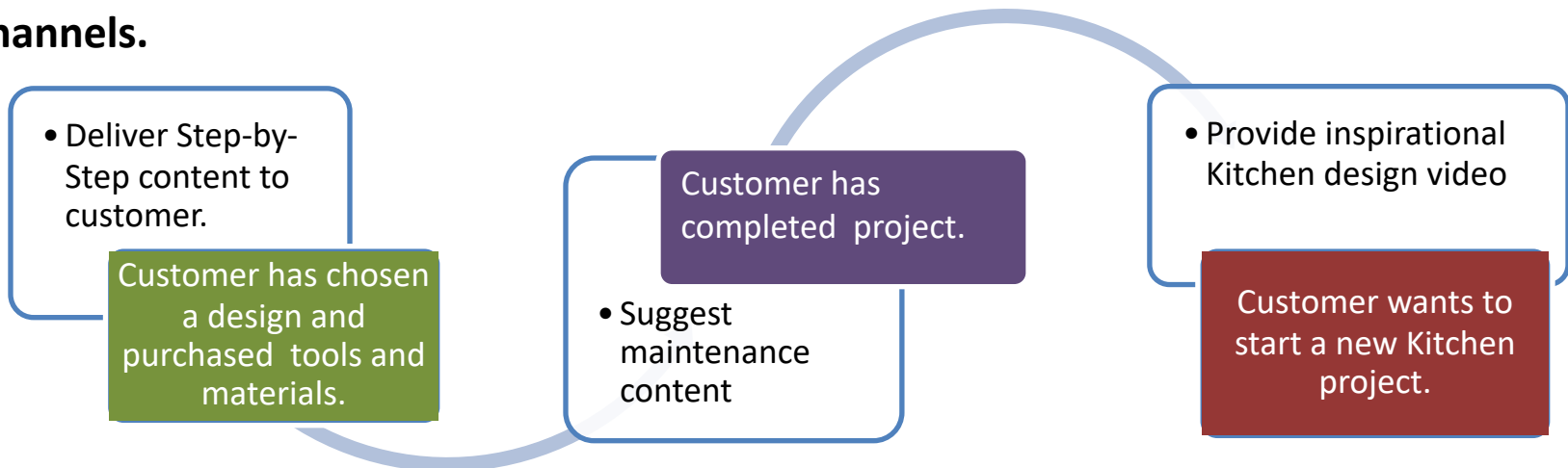
How Do We Make it Consistent?

Conduct an audit for content structure. Define authoring guides for each section. Author each section to be self-contained. Tag appropriately.

Then, sections can be arranged and presented in order (including mixed media video, text, galleries).



Sections can be delivered independently to provide content that is relevant to where the customer is in the process. Well-structured content can also be delivered across channels.



What About Inspiration?

We can provide ideas and inspiration when the customer wants them, too. With a well-planned metadata design, we can present inspiration in creative ways, according to customer interests and tastes.

What's Your Style?

Whimsical

Cottage

Vintage

Calm

Lively



Sleek

Spa

Friendly

Natural Wood

Traditional

Sophisticated



Nickel & Brass

Copper

Classic

Warm

Country

Spring

Small Spaces

Clean

What About Products?

With the right tools and technology, products can be integrated into the project, too, increasing overall spend.



Buying Guides for refrigerator, ovens, dishwashers.
List of products.



Backsplash design ideas.
List of tile options.

Bringing it All Together



Enjoying

Relax and enjoy your new spa bath. We have all of your product information stored and can help you with repairs and replacements for years to come. We also have cleaning tips and inspiration to help you get creative with your décor.

Inspiration

Turn Your Bath Into a Relaxing Spa Retreat

Inspiration

Warm, Inviting Bath Decor

Planning

What's Your Budget? Did you think about ...? Etc.

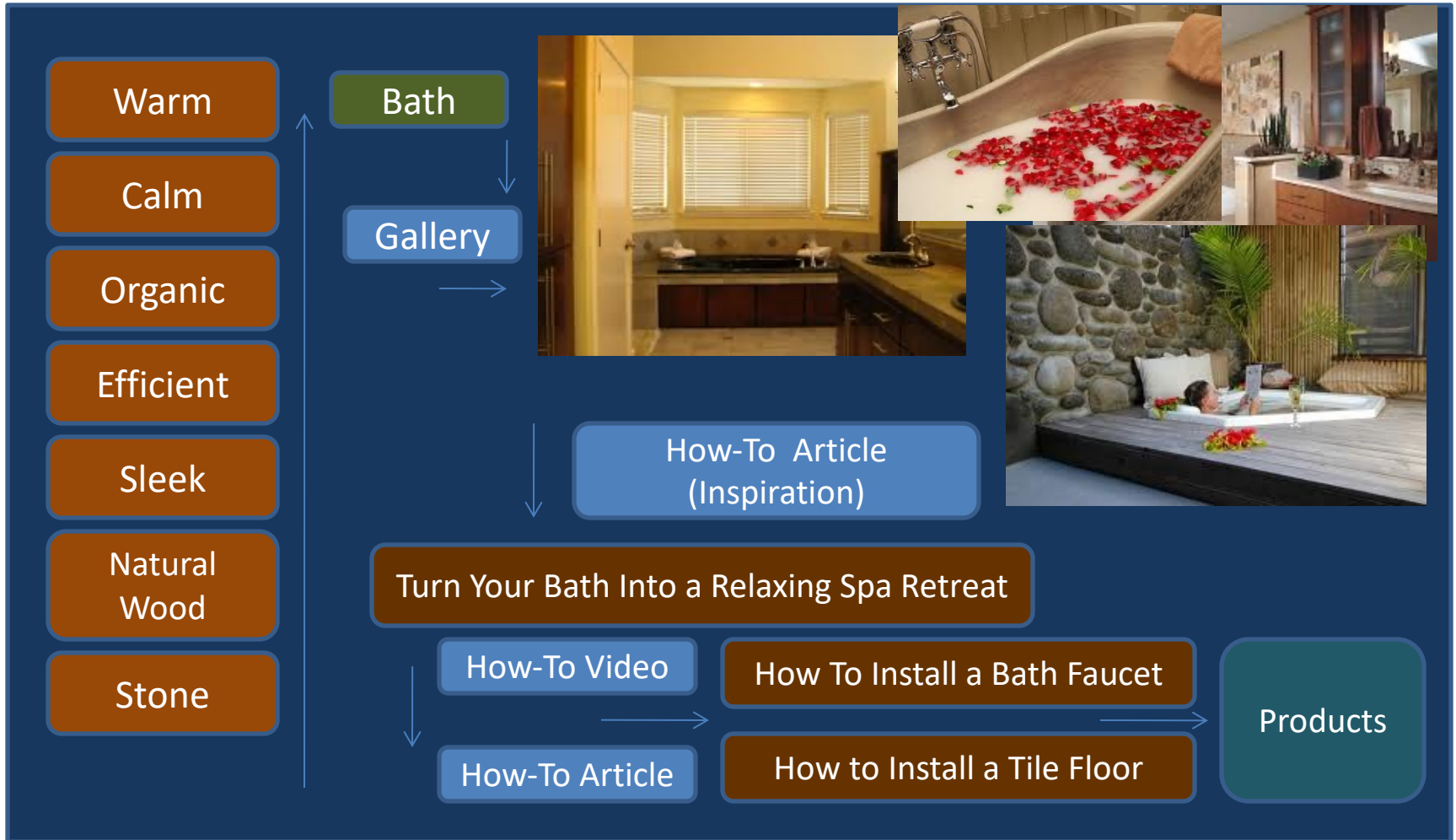
Getting Supplies

Here are some suggestions for lighting, paint, vanities, tile, etc. to help create a warm spa environment.

Getting Started

How-To's to help you do it yourself. Professional assistance for those who want it.

Bringing it all Together



Sounds Like A Lot Of Work, Why Would We Do It?

- To improve brand image
- To increase overall project spend
- To improve search
- To decrease use of flex forms
- To assure consistency
- To reduce production time
- To avoid duplicate content



NOTE: Content can also be structured and dynamically delivered to marketing site templates - Efficient Home, Accessible Home, Home 101, etc.

What's Next?

- Assemble a Team
- Develop a Roadmap
- Review Current State
- Define Future State
- Evaluate Tools & Talent
- Define Content Structure & Design
- Implement



Thank You!