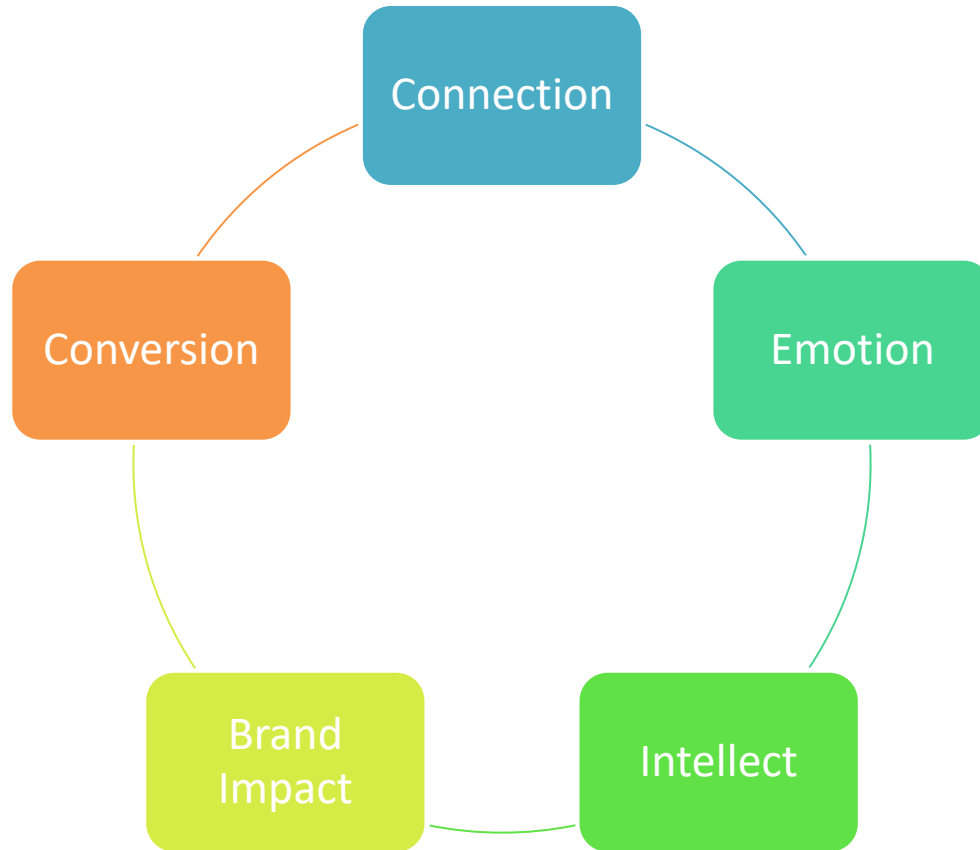




MyLowe's

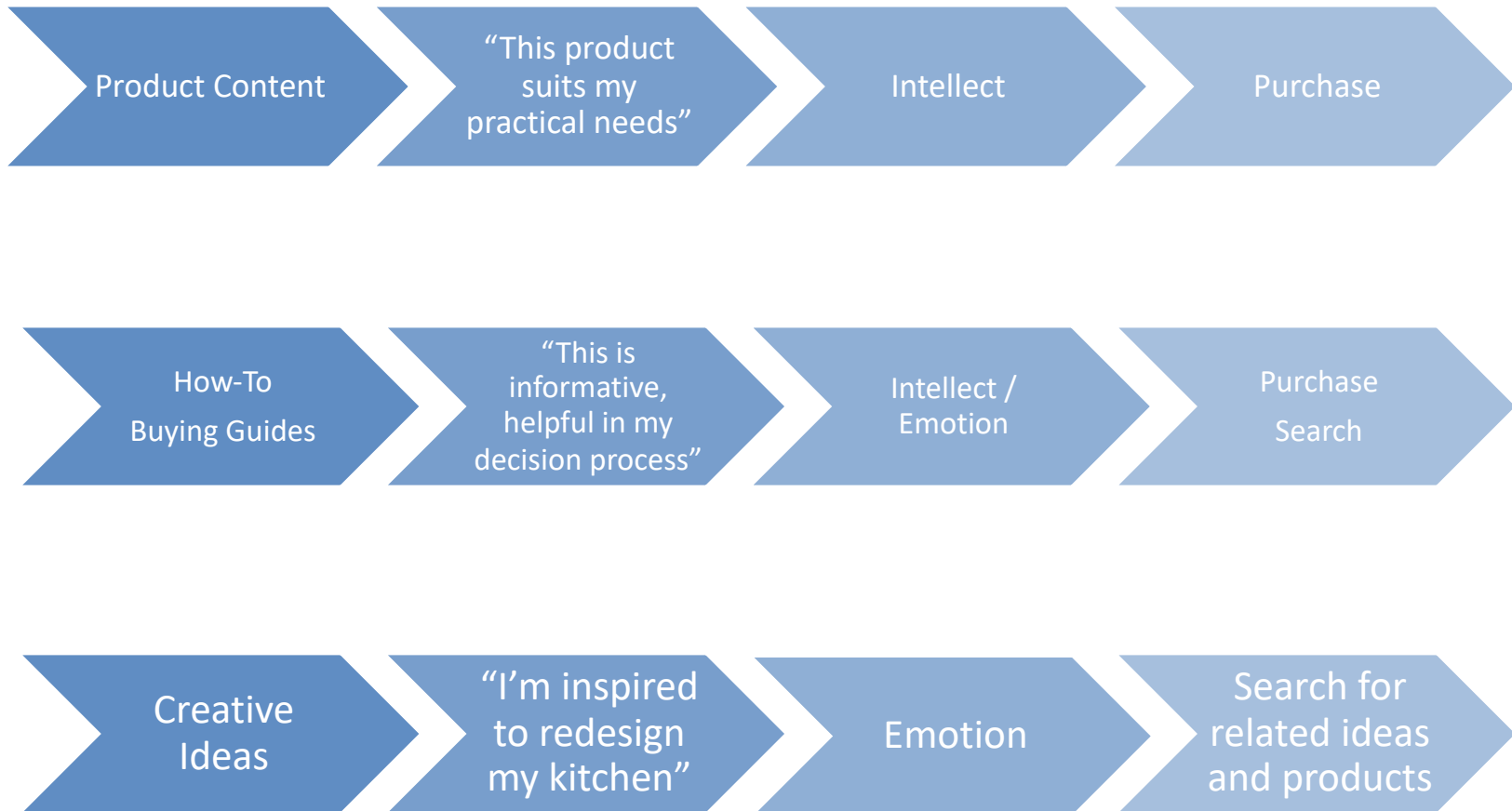
Creating value and meaning with
meta data

Content Makes Meaningful Connections



Brand Attributes: Unique, helpful, innovative, simple, stylish, visionary.

Lowes.com Content Today

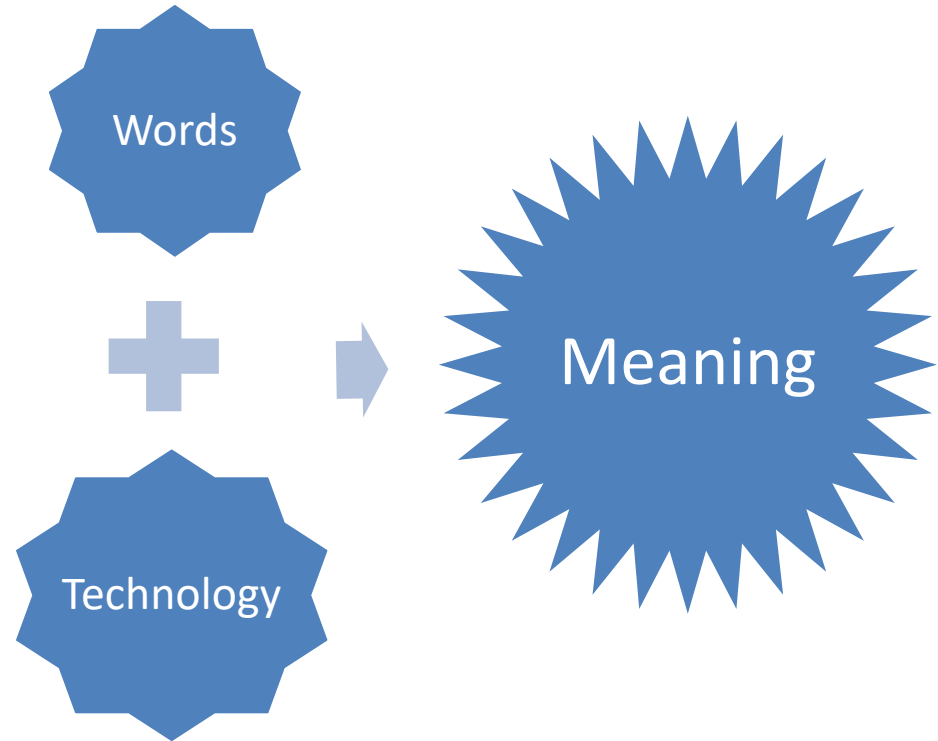
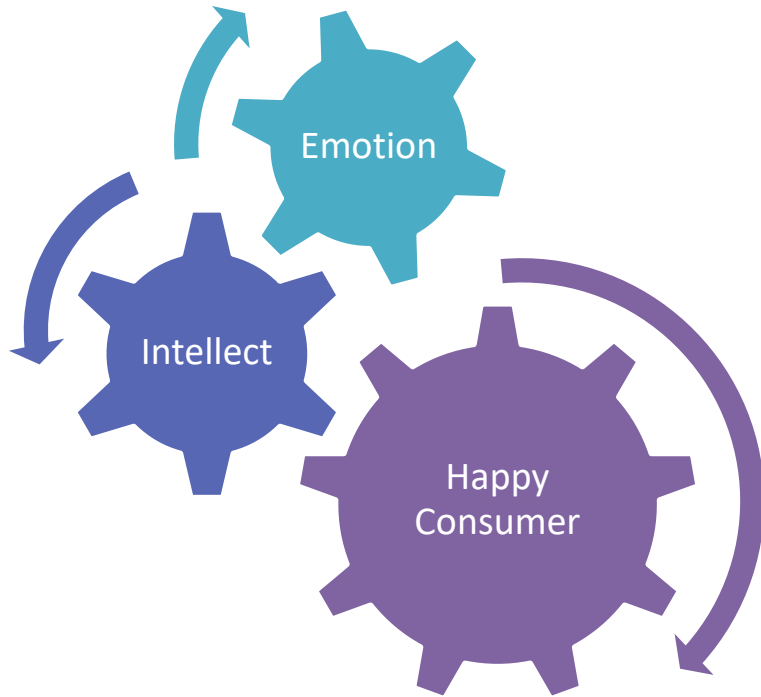


What's Missing?

The intellect and emotion are disconnected.

- ❖ “This buying guide gives me some good things to think about when buying a stove, but I’m not ready to make the purchase yet. I’m looking for ideas to help me remodel my entire kitchen.” (Need stronger integrated mapping to inspirational content)
- ❖ “A paint sale. That gives me an idea, where can I find some inspiration for a cosmetic room redesign that won’t cost me a bunch of money?” (Stronger integrated mapping from product page to inspirational content, esp inspirational + product + budget, such as One and Done)
- ❖ “This mud room is a great idea, but it’s going to require some space remodeling for me. Who can help me plan it? How can I find that person?” (Connect users to professionals who can help them accomplish goals.)
- ❖ “I’d really like to organize my garage, but when I search for the GearWall® panels mentioned in the article, it doesn’t help me find the products so I can purchase them. I could also use a little help calculating what size panels I need and how many I can put up in my space. And now that I’m thinking about everything I have in my garage, I just remembered that I need a new snow shovel to get ready for the winter.” (Connect inspirational content to products)

How can we bridge the connection?



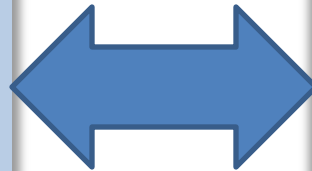
How Can We Shape Meaning?

Words (Lowe's)

- Meta data
- Tags
- Taxonomy
- Product Names
- File Names
- Product literature
(warranties, manuals)

Words (User-Generated)

- Notes
- Forums
- Tags
- File Names



Technology

- CMS
- Search
- Database
- Algorithms
- Semantic Web
Technology

MyLowe's Interaction

Sharon Brown, Home Dreamer: Kitchen Renovation

Sharon has created a scrapbook that she can share with friends and her online Lowe's community. It is rich with **keywords**.

MyLowe's FEATURE:
Scrapbook

TITLE:
Kitchen Designs I Like

NOTE:
I want to remodel my kitchen. This is a collection of pictures and stuff I find in magazines and websites of kitchens I like.

Tags: Kitchen Redesign

IMAGE NAME:
AllWhiteKitchen.jpg

Tags: Kitchen Redesign,
Cabinets

IMAGE NAME:
StainlessSteel.jpg
Tags: Refrigerators

IMAGE NOTE:
I like the clean, bright look of the all white kitchen, but I might want stainless steel appliances. I really like the satin nickel door knobs.

IMAGE NOTE:
I really like the look of stainless steel appliances. Will they go with the all white cabinets and walls? I kind of like the cherry wood cabinets in this photo.

MyLowe's Interaction

Sharon Brown, Home Dreamer: Kitchen Renovation

Sharon has been chatting with her community on social media, mobile, and forums. More of the same keywords – looks like “**kitchen, white, and stainless steel**” are important to Sharon’s story.

MyLowe’s FEATURE:
Forums

FORUM TOPIC
Kitchen Designs I Like

Note: Sharon has started a new thread in the online forum.

IMAGE NAME:
StainlessSteel.jpg

SMS Message:
The fridge I’m looking at ...

IMAGENAME:
AllWhiteDesign.jpg

FACEBOOK POST 2:
Here is the all white design. What do you think? I can’t decide!!!!

FACEBOOK POST 1:
Hey Guys... Check out this kitchen. What do you think? Do you like this one or the all white design ... check out my next post.

SHARE:
Sharon has shared an image with her Facebook and Twitter friends.

MyLowe's Interaction

Sharon Brown, Home Dreamer: Kitchen Renovation

Sharon's Product List and Library start to tell more of a story. We learn she appears to be interested in energy-efficient appliances, seems to favor French-Door refrigerators, and satin nickel knobs. It also appears she is not 100% certain about the all white cabinets since cherry cabinets are on her list. Stainless steel has shown up again, show her a variety of stainless steel appliance options. There is an article on color in her library. It seems Sharon may need more inspiration to help her compare different kitchen design color schemes.

Product List

Kitchen Remodel

- French Door Refrigerator, Stainless Steel
- French Door Refrigerator, All White
- Double Oven, Stainless steel
- Cabinets, White
- Cabinets, Cherry
- Knobs, Satin Nickel

Library

- Buying Guide: Energy-Efficient Refrigerators (**attribute: Router (move to specific)**)
- Designing with Color (**explainers: Understand**)
- Caring for Stainless Steel Appliances
- Buying Guide: Energy-Efficient Ranges (**attribute: Explainers (understand)**)

MyLowe's

Sharon Brown, Home Dreamer: Kitchen Renovation

Assumptions

- The Home Dreamer persona will wait patiently for inspiration and will spend hours browsing. At the same time, if she sees something she likes, she will purchase it and take it home with her.
- She likes high style, but cost is a consideration.
- At this point in time, based on original publish dates, recent sharing activity, etc. it looks like she is closer to the inspiration phase of the Lowe's mental model.

Implications

- Be sure to push a smart mix of inspirational content and product *choices*. Don't push specific products too quickly as she enjoys the decision-making process. Also, based on current data, she appears to be in the inspirational phase of her project so we want to give her a lot of good ideas.
- Push a mix of top-of-the-line and similar, lower-priced products.

Getting To Meaningful Content

Words

- Kitchen
- White
- Stainless Steel
- Satin Nickel Knobs
- Refrigerators
- French Door
- Energy-Efficient
- Ranges
- Color

Technology

- Search (Products, Non-Product Content)
- CMS (automate relevant product display within NPC)

Semantic SEO

Semantic Ad Targeting

Semantic Publishing Tool

Algorithms

Products

- Stainless steel, energy-efficient appliances showing French Door options first
- Kitchen Cabinet Knobs, Satin Nickel finish first

Tools

- Virtual Room Designer Tool

Promos

- 10% Off Refrigerators
- \$99 KitchenAid Mixers

Notifications

- Notify user of upcoming sale on refrigerators

Non-product Content

- Remodeling your kitchen*
- Choosing Paint Colors for Your Kitchen*
- Designing an Energy-Efficient Kitchen*
- Kitchen Remodel: High Style on a Budget* (b/c we know this persona likes high style at lower cost)

**Within non-product content, serve up products and promotions for stainless steel refrigerators, satin nickel knobs, paint*

Current Non-product Search

This is the order in which search finds non-product content based on customer searches at Lowes.com

1. Article Title (HTML Title)
2. Text of article
3. Keywords
4. Brand
5. Partner brand
6. Original publication date
7. Region
8. Project
9. Season
10. Topic
11. Media type
12. Abstract

Search: Working Toward Content in Context

With MyLowe's, we would like to push relevant product and non-product content within a meaningful context. There are a numbers of areas where content, ux, and technology can combine to push more meaningful product and non-product content. More careful analysis is needed.

Some immediate items for review:

1. Look at the current **search order** for non-product content – is it the most effective?
2. Are we using tags correctly?
3. Are there more effective ways **tags** content?
4. Can current **attribution tags** (convincers, explainers, etc.) be leveraged to provide relevant content?
5. How can **metadata** further develop the ability to provide meaningful content in context?
6. Look at **search algorithms** that consider product, non-product, and user generated content
7. What impactful changes can be made within the **current technology**?
8. What is needed for **further integration** and impact?

Measures

Quantitative

- Traffic
- Page Views
- Traffic Sources
- Conversions
- Organic Search Rankings
- Registrations
- Number of Subscribers
- Time on Site
- Shares (Social Media)
- Number of downloads/plays
- Circulation (print, flyers)

Qualitative

- Brand Impact
 - Are customers beginning to identify with Lowe's more strongly during the inspiration and enjoyment phases?
- Customer Comments
 - Online (forums, social media, customer service feedback)
 - In Store (verbal)
- Focus Groups
- User Paths (does content help guide consumer?)
- Sentiment Analysis

Measures in Context

Measuring content in context will provide more meaningful data.

Measure the intent of the content (attribute) against the intent of the user (mental model).

Example: If a customer is in the idea phase of their project (Mental Model: Inspiration) and they are delivered a piece of content designed to sell (Attribute: Convincer), it's not as likely to be as effective as content that engages or explains (Attribute: Engagers, Explainers).

How? Effective metadata, search, CMS integration.

What is the technical goal for connecting data across “tools” (CMS, Endecca, etc.)?

Measures & Testing

Testing contextual effectiveness

- What are current benchmark measures?
- How does conversion for a promo banner within a contextually relevant section of the site compare to a general ROS promotion?
Are any variances significant?
- Are general product sale conversions higher within contextually relevant sections?

General

- Test CTAs – Are certain CTAs more effective within a certain context?

How can Content Strategy help?

Connect and deliver meaningful, useful content within the UX feature set. Map content (including user-generated content) to business goals, user goals, and measures.

How?

- Establish metadata to help deliver appropriate content at the appropriate time.
- Establish metadata for internal measures.
- Establish metadata for deeper integration between product and non-product content.
- Refine intent of content types.