



# eComm Strategy Workshop

November 9, 2017



## AGENDA

- ① Introductions + Level Set
- ② Review eComm Themes + Brainstorm Solutions
- ③ Define Concepts
- ④ Develop Concepts
- ⑤ Conclusion

# Introductions + Level Set

REVIEW eCOMM THEMES

# Personalized, Customized Shopping Experience

## TACTIC 1

# Use favorites and browsing data to show recommended products

Drive purchases through recommended products, frequently bought together, and recently viewed items

### Frequently bought together



Three book covers: Design Leadership, Articulating Design Decisions, and Discussing Design. Total price: \$73.79. Buttons: Add all three to Cart, Add all three to List.

One of these items ships sooner than the other. Show details

- This item: Design Leadership: How Top Design Leaders Build and Grow Successful Organizations by Richard Banfield Paperback \$26.04
- Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best... by Tom Greever Paperback \$26.50
- Discussing Design: Improving Communication and Collaboration through Critique by Adam Connor Paperback \$21.25

### Customers who bought this item also bought

Page 1 of 17

Horizontal carousel of book recommendations with titles, authors, ratings, and prices. Items include: Articulating Design Decisions, Org Design for Design Orgs, Discussing Design, UX Strategy, Mapping Experiences, and User Story Mapping.

### Your recently viewed items and featured recommendations

May include Sponsored Products

Inspired by your browsing history

Page 2 of 9 Start over

Horizontal carousel of book recommendations with titles, authors, ratings, and prices. Items include: Don't Make Me Think, Qualitative Inquiry and Research Design, The Elements of User Experience, Business Model Generation, Liminal Thinking, and Service Design.

You viewed



View or edit your browsing history

See personalized recommendations

Sign in

New customer? Start here.

## Example 1/2

## TACTIC 1

Use favorites and browsing data to show recommended products

Show consumers what other people typically compare to help them find similar products

**GADGETS NOW** NEWS SHOP GADGETS REVIEWS COMPARE SLIDESHOWS VIDEOS TOP GADGETS MORE NEW Search Shop, Gadgets, News...

Comparison Criteria  Show differences only

	Dell Inspiron 15 3567 (W5651133)	HP 15-ac620TX (T9G20PA) Laptop	HP Pavilion 14-r226TX	
Warranty	1 Year	1 Year	1 Year	
<b>PRICE &amp; RATING</b>				
Price	₹ 56,000	₹ 58,416	₹ 51,881	
Rating	N/A	N/A	N/A	

**POPULAR COMPARISONS**

- Compare Dell Inspiron 15 5567 vs null
- Compare Dell Inspiron 15 Laptop vs HP Pavilion 15-p207TX
- Compare Dell Inspiron 15 5567 vs Dell Inspiron 15 Laptop
- Compare Dell Inspiron 15 3558 vs Dell Inspiron 15 5559
- Compare Dell Inspiron 15 5559 vs Dell Inspiron 15 5567
- Compare Dell Latitude E6330 Laptop vs Dell Latitude E6430 Laptop (Co...
- Compare Dell Inspiron 15 3567 (3567341... vs Dell Vostro 15 3568 (Z553505UI...
- Compare Dell XPS 13 vs Lenovo Thinkpad X1 Carbon

Example 2/3



## TACTIC 1

Use favorites and browsing data to show recommended products

Help consumers keep track of wishlist items and shopping lists through favorites

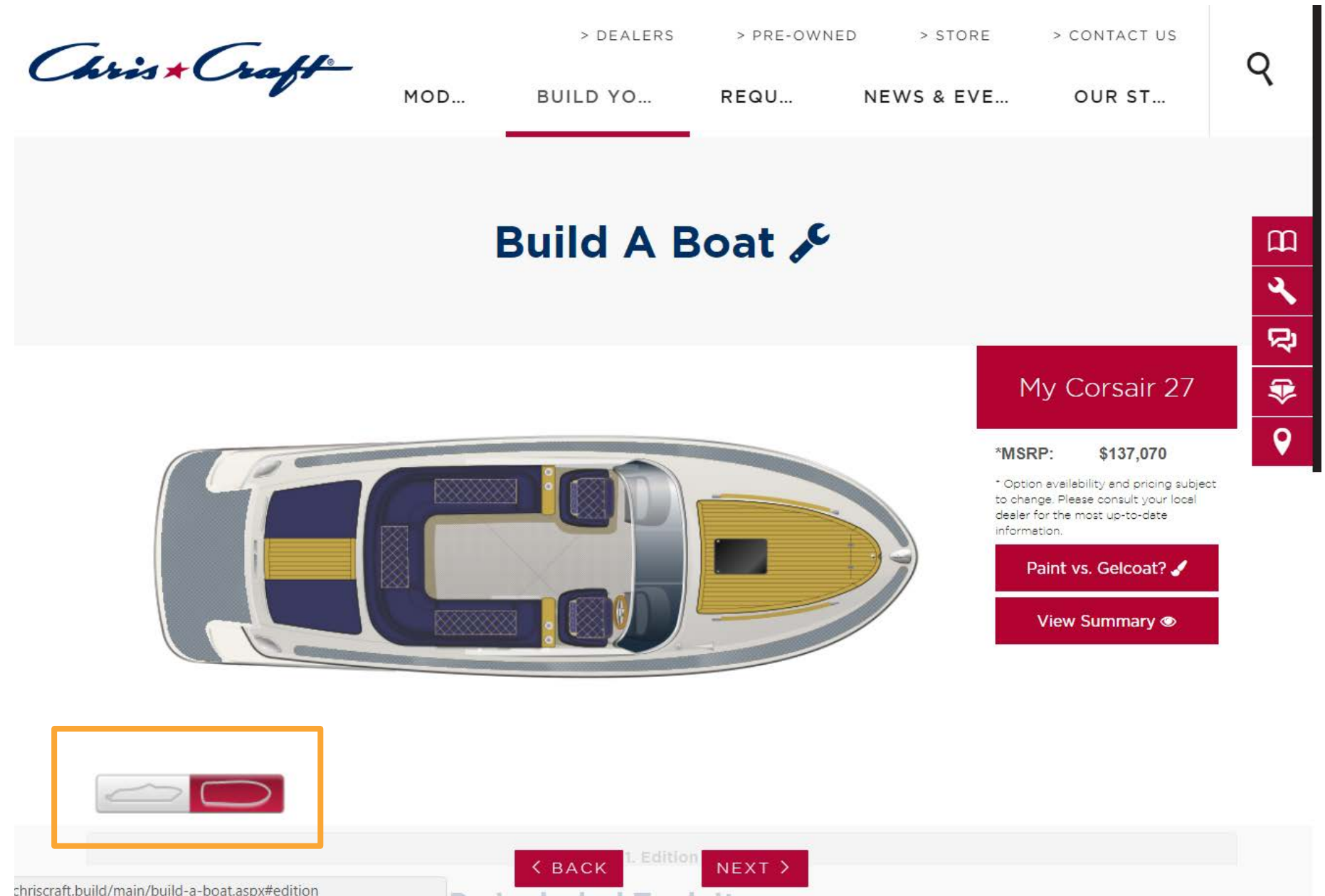
The screenshot shows the West Elm website interface. At the top, there are navigation links for 'TRACK YOUR ORDER', 'STORES', 'MY ACCOUNT | SIGN IN', 'FAVORITES', 'REGISTRY', and 'CART'. The main header features the 'west elm' logo and a search bar. Below the header, there are category links: 'FURNITURE', 'RUGS + WINDOWS', 'BEDDING', 'LIGHTING', 'PILLOWS + DECOR', 'WALL ART + MIRRORS', 'TABLETOP', 'OUTDOOR', 'HOLIDAYS', 'GIFTS', and 'SALE'. A promotional banner displays '20-40% Off Sofas, Sectionals + Chairs', '25% Off Rugs', '25% Off Bedding', and 'Up To 60% Off Markdowns'. The breadcrumb trail reads 'Home > Furniture > Sofas + Loveseats'. The left sidebar lists 'Sofas + Loveseats' sub-categories: 'Standard Sofas (70-90 In.)', 'Loveseats (55-70 In.)', 'Oversized Sofas (90 In.+)', 'Sleeper Sofas', 'Quick Ship Sofas', 'Upholstery Fabric Pillow Covers', and 'Fabric By The Yard'. A 'FILTER BY:' section is visible under 'Material' with options: 'Leather (24)', 'Linen (69)', 'Performance (64)', 'Twill (67)', and 'Velvet (65)'. The main content area is titled 'STANDARD SOFAS (70-90 IN.)' and shows a grid of sofa products. A callout box highlights the 'Harmony Sofa (82")' with the text 'Saved to favorites!'. Below the main content, there is a 'My Favorites (2)' section displaying two items: 'Monroe Mid-Century Sofa (80")' and 'Harmony Sofa (82")'. The 'Harmony Sofa (82")' is also highlighted with a 'New Colors' tag.

Example 3/3

## TACTIC 2

Provide consumers a way to define what they want through robust configuration tools

Show consumers how their selections look on the product from every angle



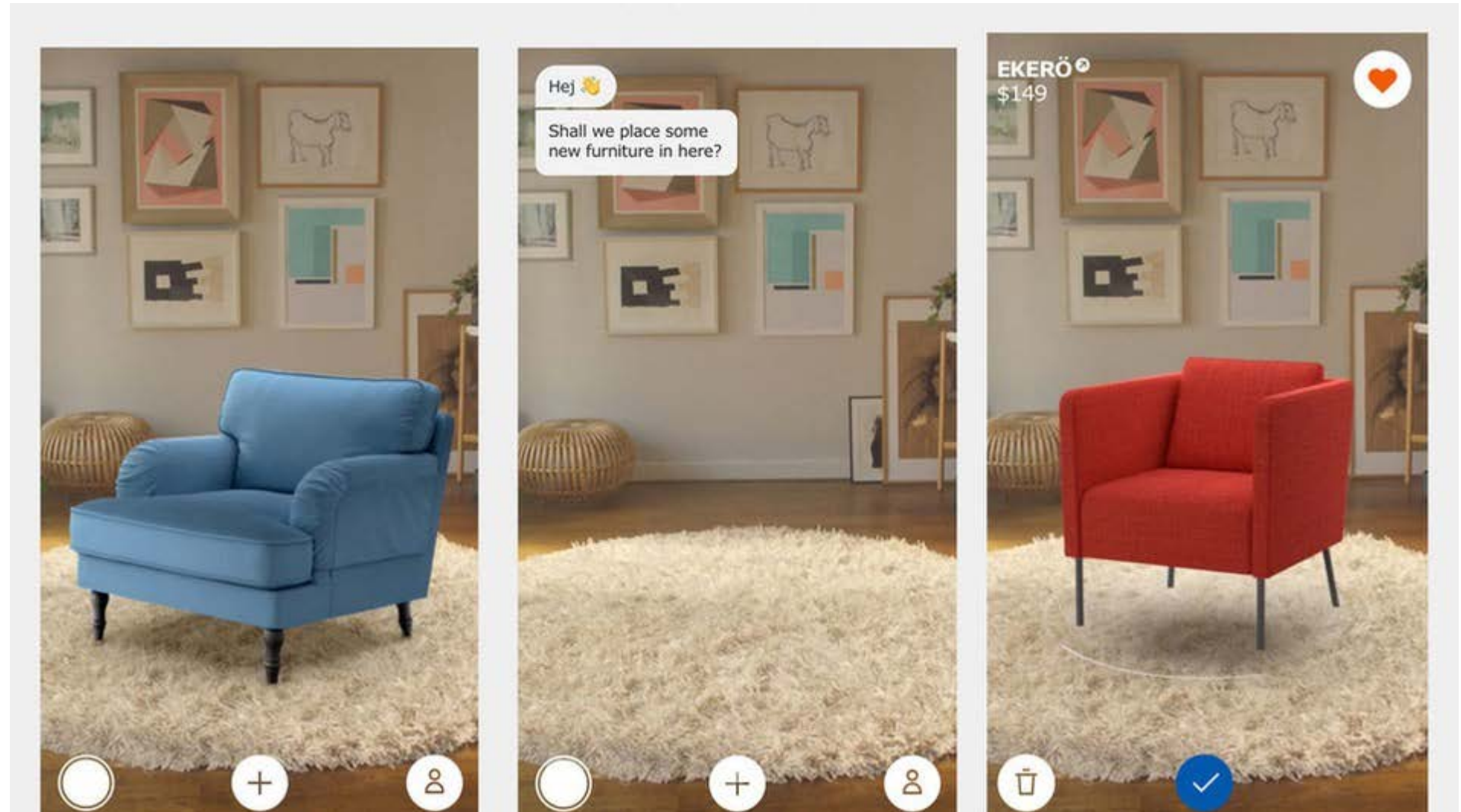
Example 1/2



## TACTIC 2

Provide consumers a way to define what they want through robust configuration tools

AR technology helps consumers figure out how a product will fit in their homes and lives



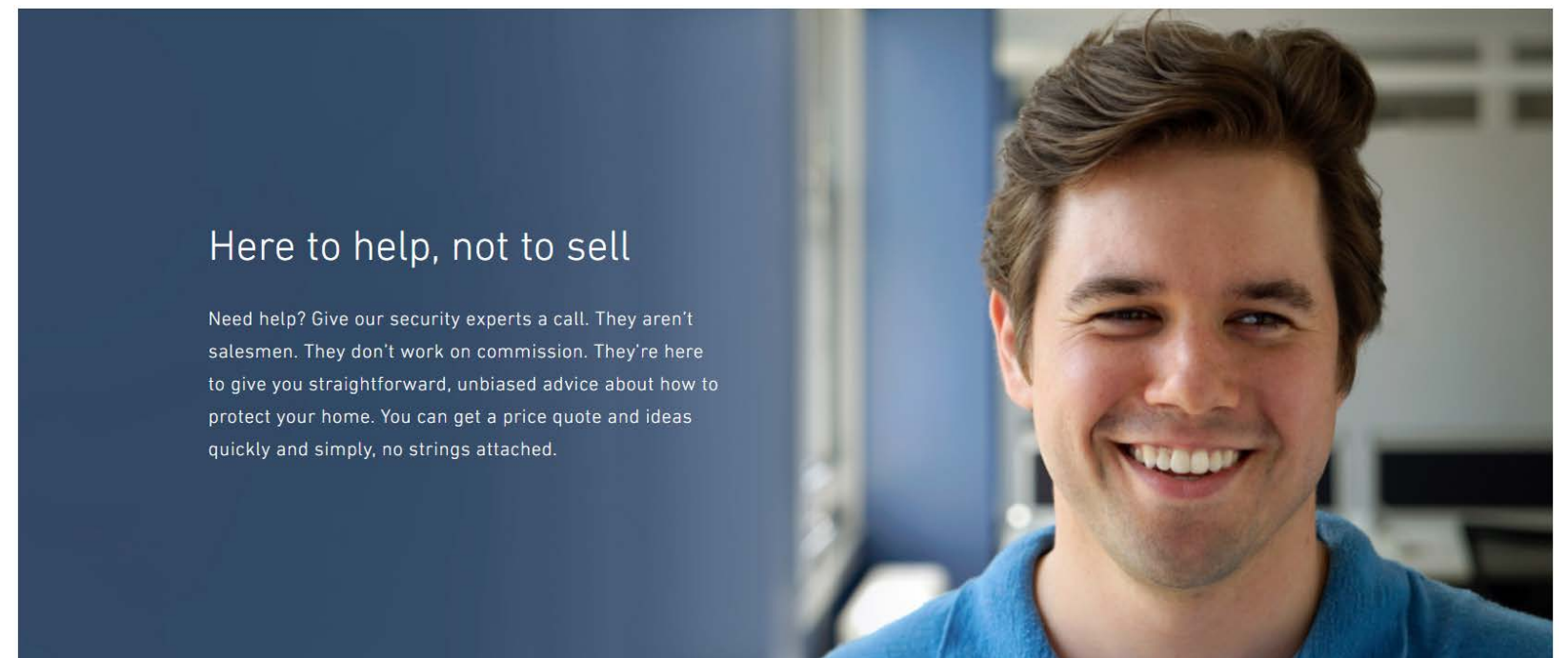
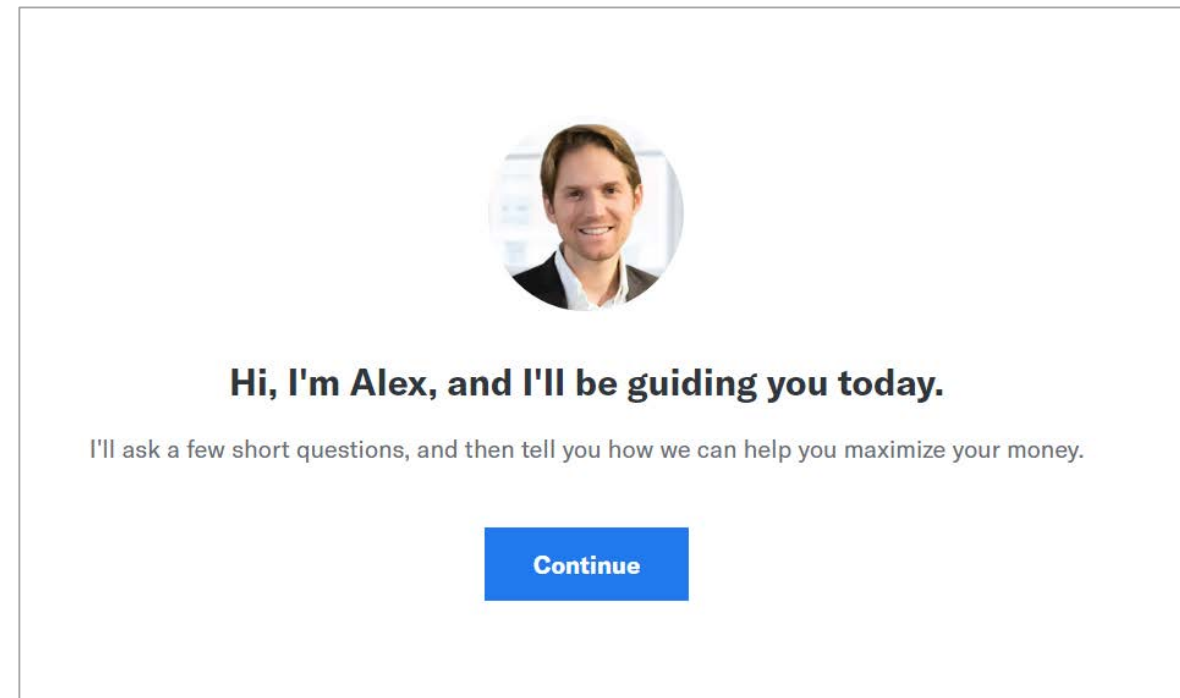
Example 2/2

### TACTIC 3

Staff experts and specialists, not salespeople, to guide users to the right option

Use real photos and locations with chat avatars to demonstrate that these are real people with expert, relevant information on the product and inventory nearby

#### Betterment



#### Example 1/3

### TACTIC 3

Staff experts and specialists, not salespeople, to guide users to the right option

Use chat prompts where consumers are likely to have questions, such as product comparison pages

The screenshot shows the Casper website's product comparison page. The navigation bar includes the Casper logo, menu items for MATTRESSES, PILLOW, SHEETS, and MORE, along with links for REVIEWS, a phone number (+1 888-498-0003), and a LOGIN button. A promotional banner at the top offers a \$75 discount on purchases over \$1000 with code STAYINBED. The main heading reads "The best mattress for you is here," followed by a sub-headline: "We are passionate about sleep and obsessed with comfort. Our award-winning team makes buying a mattress online simple and easy. Let's find the best mattress for you." Three mattress models are displayed: "The Essential" (Our most streamlined mattress), "The Casper" (Our most popular mattress, marked as "MOST POPULAR"), and "The Wave" (Our most innovative mattress). Each model has a "SHOP" button and a price for the QUEEN size. A chat prompt overlay is positioned over the "The Casper" product, featuring a speech bubble that says "Got questions? Our snooze specialists are ready to chat." and a circular icon with three profile pictures. A "Watch the film" link is also visible below the "SHOP" button for "The Casper".

Example 2/3



### TACTIC 3

Staff experts and specialists, not salespeople, to guide users to the right option

Extend “experts not salespeople” to the in-person experience



Mercedes Benz Product Concierge

Product Concierge Mercedes-Benz of Naples

[Subscribe](#) 148

[+](#) Add to [➔](#) Share [⋮](#) More



Example 3/3

## REVIEW eCOMM THEMES

Clear steps through the entire shopping funnel

## TACTIC 1

Help consumers plan for purchase with finance tools and simple, honest pricing language

Consumers want access to pricing without having to provide information



### What would my estimated monthly payment be?

Estimate your monthly payment <sup>1</sup> so you can pick the perfect Volkswagen for your lifestyle.

**Vehicle Model:** Atlas

**Vehicle trim:** V6 S

**Finance** | Lease | Compare

**Down Payment:**  \$1,000 <sup>1</sup>

**Trade-In Value:**  \$0 <sup>1</sup>

**Terms:**  60 mo. <sup>1</sup>

**APR <sup>5</sup>:**  0.9% <sup>1</sup>

**Financial Summary:**

MSRP <sup>3</sup>	\$31,900
Destination Charge	\$925
Down Payment	\$1,000
Trade-In Value	\$0
Amount Financed <sup>4</sup>	\$31,825
Term Duration	60 mo.
APR% <sup>5</sup>	0.9%

**Estimated Monthly Payment <sup>1</sup>** **\$542**

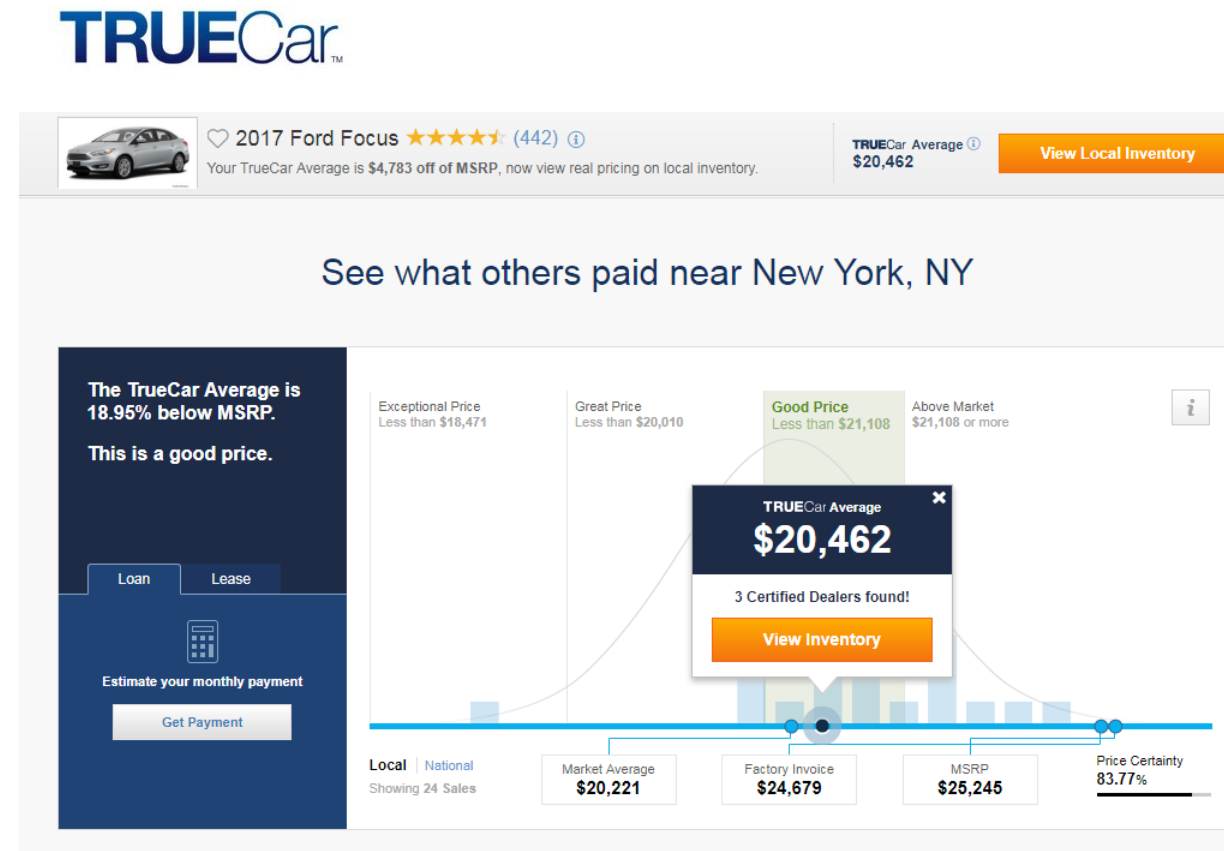
Example 1/3



## TACTIC 1

Help consumers plan for purchase with finance tools and simple, honest pricing language

- Consumers want the best price and are afraid of being taken advantage of at a dealership
- Use pricing, incentives and comparison tools to point consumers to the best price
- Highlight special discounts and included benefits in pricing



canvas

So, what goes into our prices?

A single monthly payment includes:

- ✓ Comprehensive insurance
- ✓ All routine maintenance
- ✓ Bumper to bumper warranty
- ✓ Tire wear & tear replacement
- ✓ Roadside assistance

Got It

Example 2/3



Total price

# £1500.45

Per person £750

Secure now for £1500

Continue to flights

Price includes: £15.85 online discount, flight, 1 room, car hire

Your hotel

CHECK IN Mon 13 Nov 2017

CHECK OUT Mon 20 Nov 2017

HOTEL NIGHTS 7 Nights

TYPE 1 X Standard Room 2 Queen

BOARD BASIS Room Only - 7 Nights Or More Length Of Stay Promo Change

Flight Details Edit

Car hire & Transfers Edit


Attractions & Extras Edit

## TACTIC 1

Help consumers plan for purchase with finance tools and simple, honest pricing language

- Withholding information is a turn off (e.g., "Get an Internet Price")
- Consumers do not want to have to come into the dealership to find out pricing

### Get an Internet Price All Fields Required



2018 Fusion S

[Our Privacy Pledge](#)


First Name

Last Name

Phone Number

Email

Zip Code



Include Ford Credit Offers

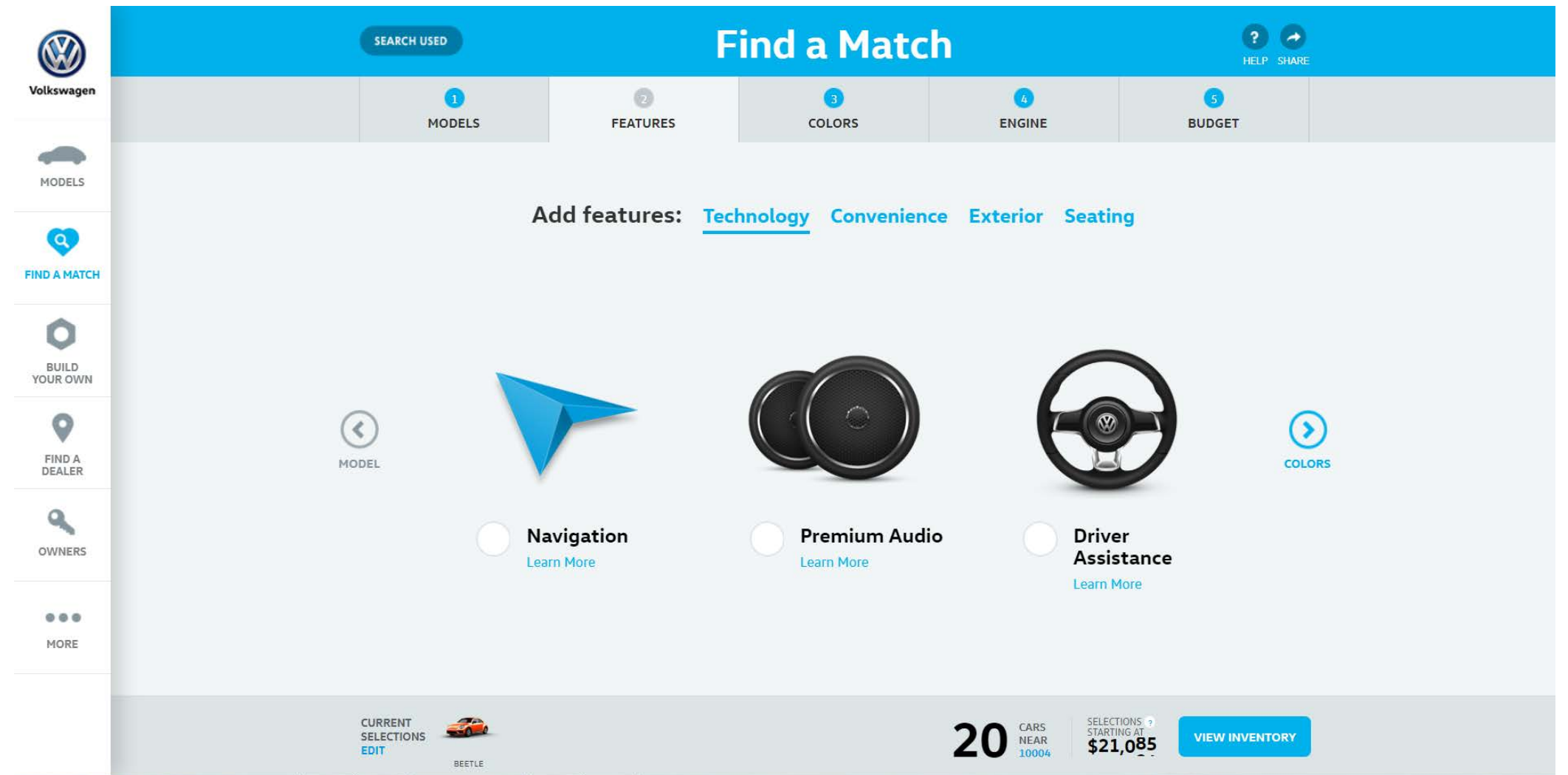
Yes, email me information on Ford Vehicles and specials

Example 3/3

## TACTIC 2

Provide consumers with directed, decision-based wayfinding to move them through the shopping process

Clear step-by-step guided process to bring people to purchase

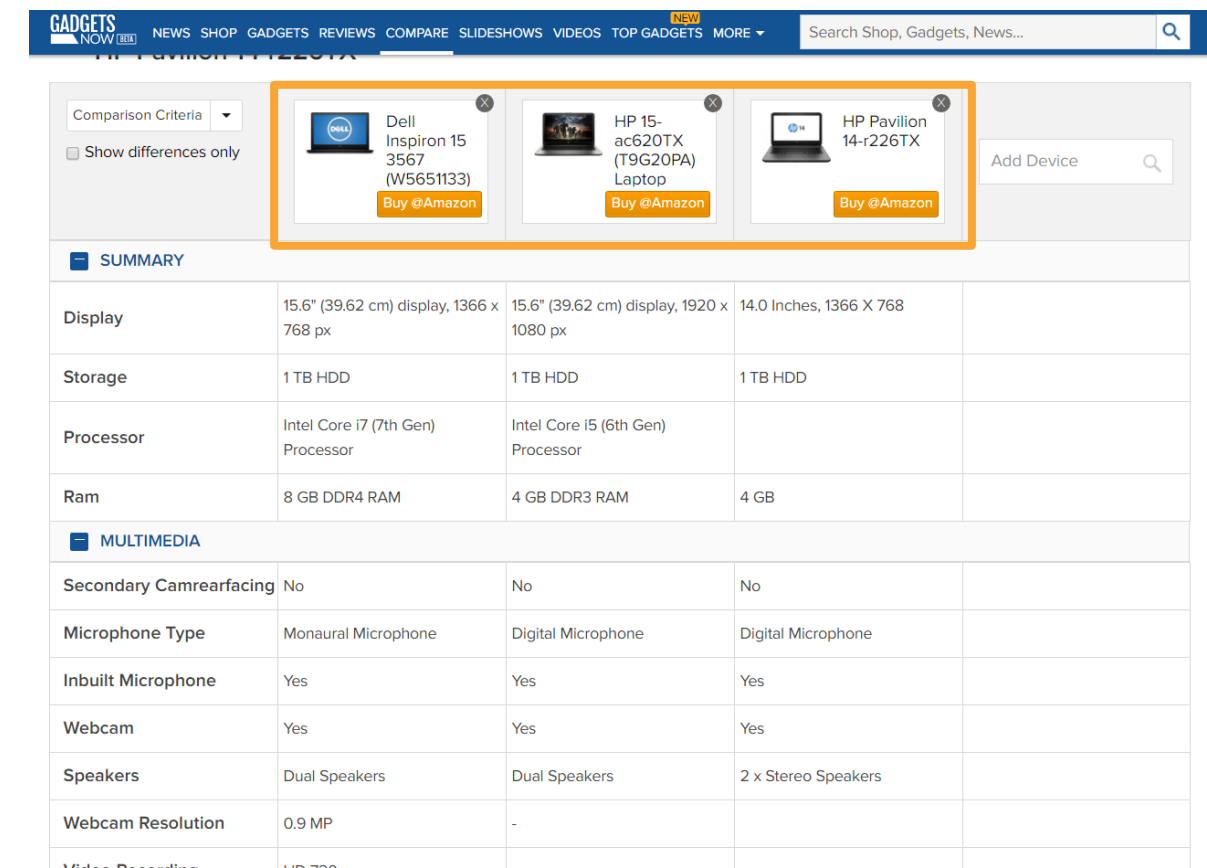
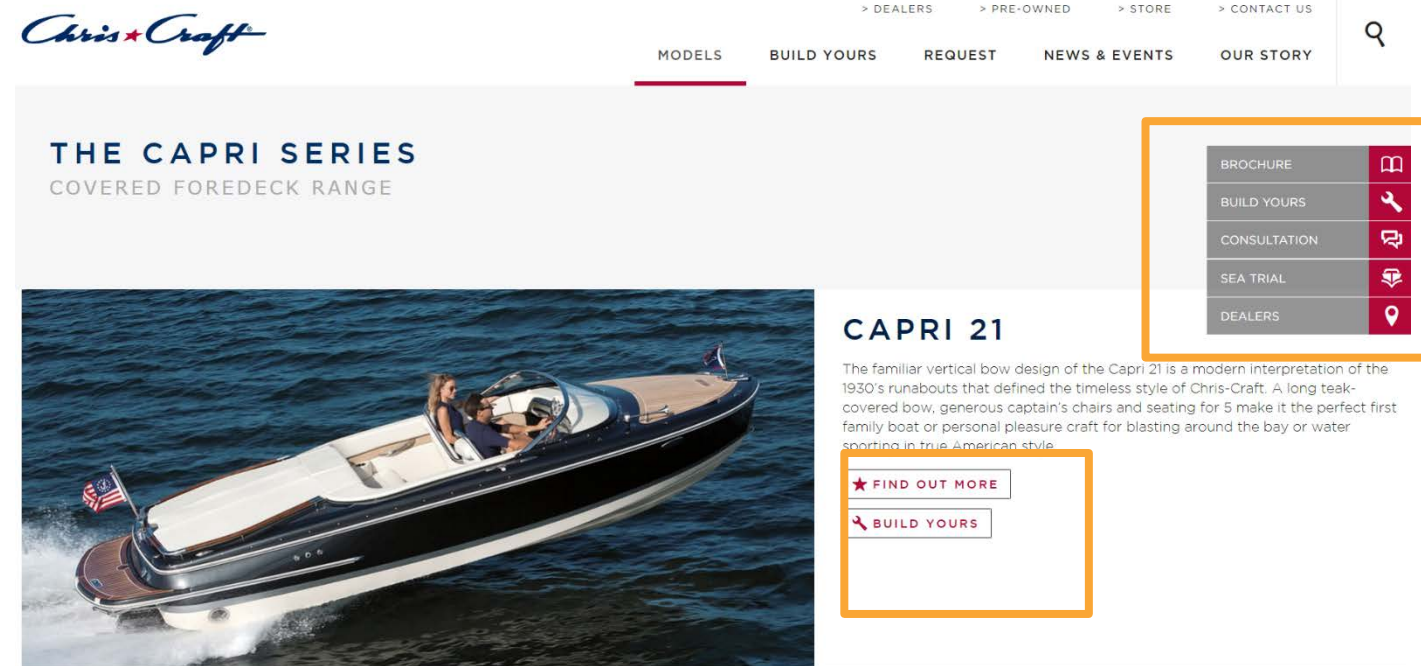


Example 1/3

## TACTIC 2

Provide consumers with directed, decision-based wayfinding to move them through the shopping process

- Sticky menus to keep important items above the fold
- CTAs on comparison pages to direct consumers to the next stage in the process



Example 2/3

## TACTIC 2

Provide consumers with directed, decision-based wayfinding to move them through the shopping process

CTAs disconnected from the product

### Compare Vehicles - Quick Comparison

Start Over

Quick Compare | Photo Comparison | C-MAX Advantages | Detailed Comparison

**Ford Advantage**  
Based on independent third party data provided by **Chrome Data**

2018 C-MAX C-Max Hybrid SE FWD

Change

2018 Mazda CX-3 Sport FWD

Change

Remove

2018 Toyota Corolla IM CVT (GS)

Change

Remove

Next Steps

- Search Dealer Inventory
- Request a Local Quote
- Get Updates
- Build & Price

More Shopping Tools



\$ Price <a href="#">See all PRICE Information</a>			
Starting MSRP <sup>1</sup>	\$24,120	\$20,110	\$19,590
<a href="#">Comparably Equipped Price</a>	\$24,995	\$21,050	\$20,545
⚙️ Powertrain <a href="#">See all POWERTRAIN Information</a>			
Engine Type	Gas/Electric I-4	Regular Unleaded I-4	Regular Unleaded I-4
Transmission Type	1	6	1
Horsepower	188 @ 6000	146 @ 6000	137 @ 6100
Torque	129 @ 4000	146 @ 2800	126 @ 4000
🛢️ Fuel Economy <a href="#">See all FUEL ECONOMY Information</a>			
City MPG <sup>2</sup> EPA estimated (MPG)	42	29	28

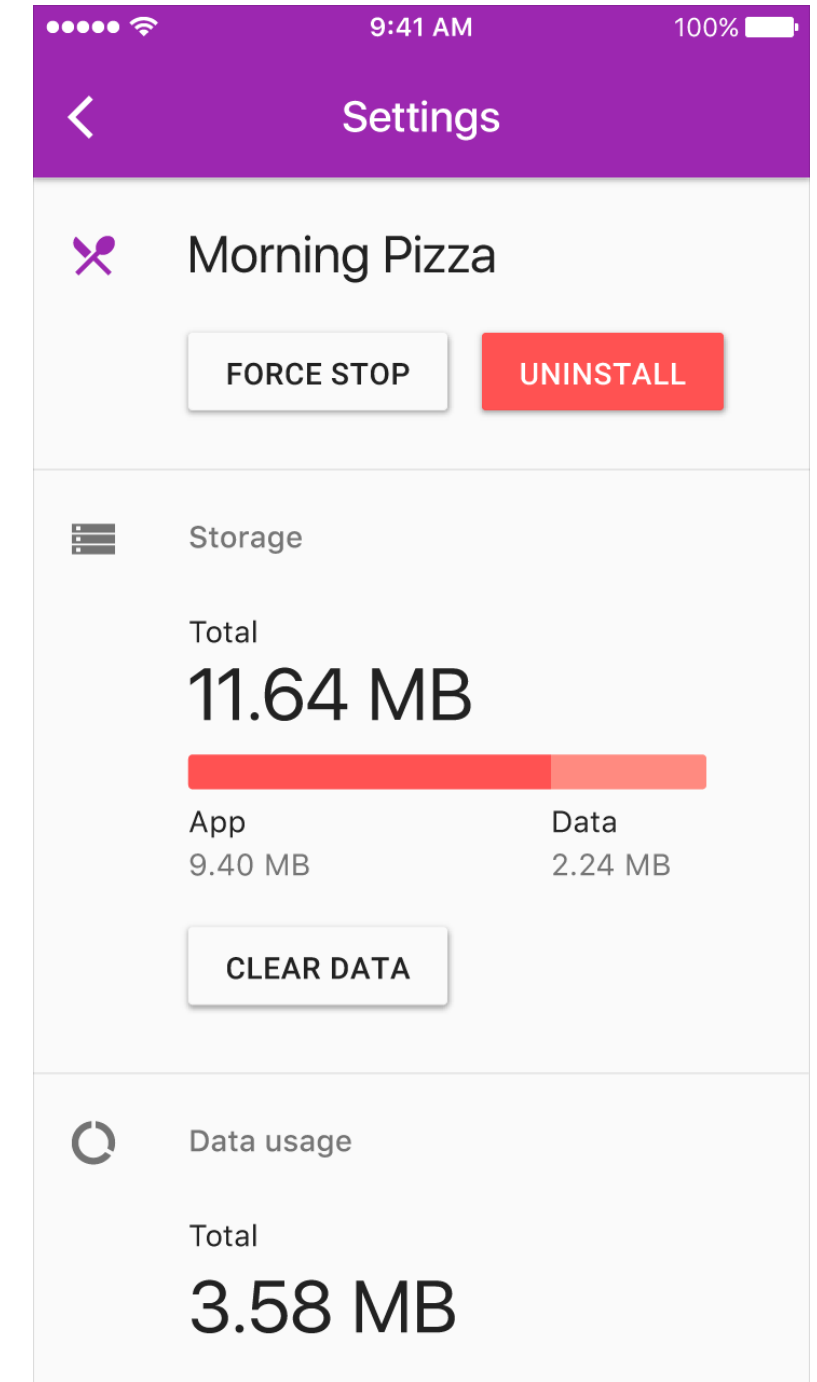
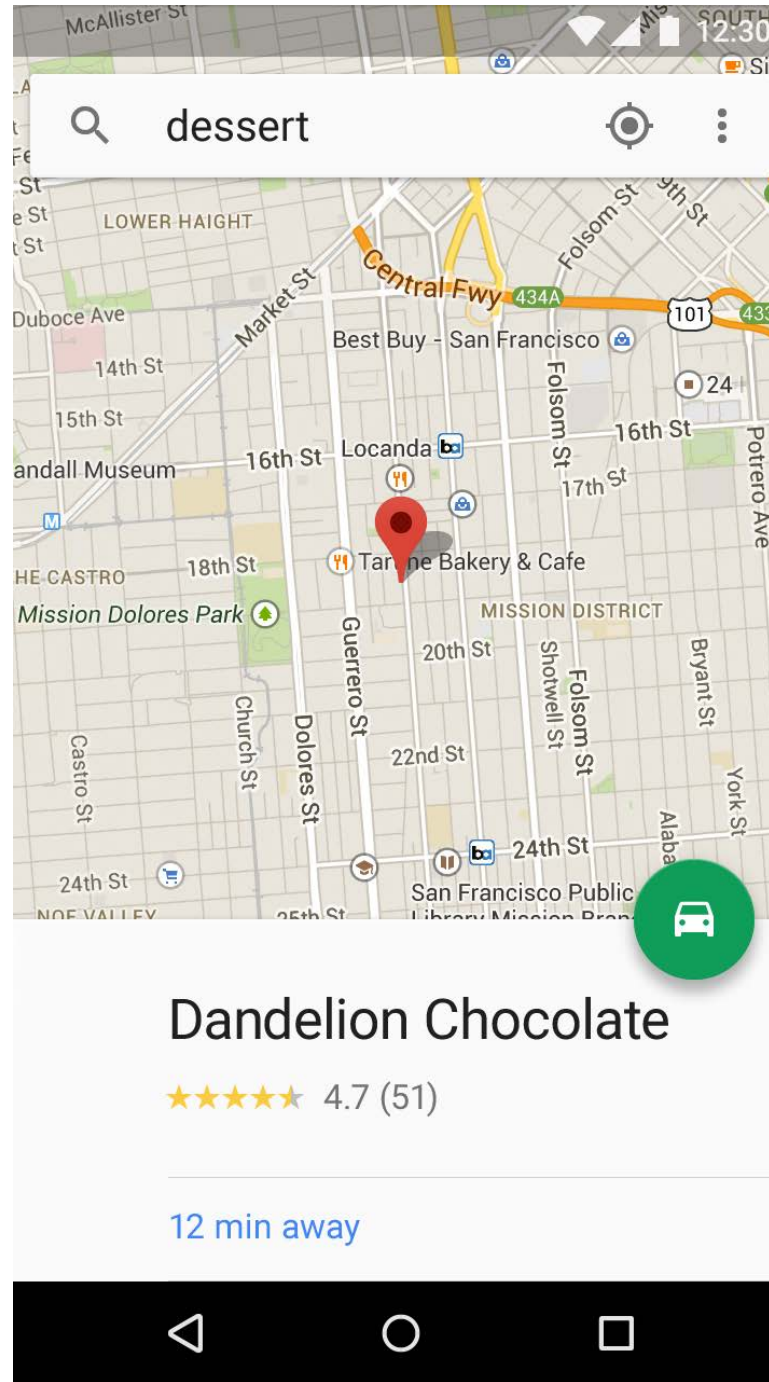
Example 3/3



### TACTIC 3

Modify flat design with key affordances to indicate what is clickable

Bright colors and raised buttons signal that an action is possible



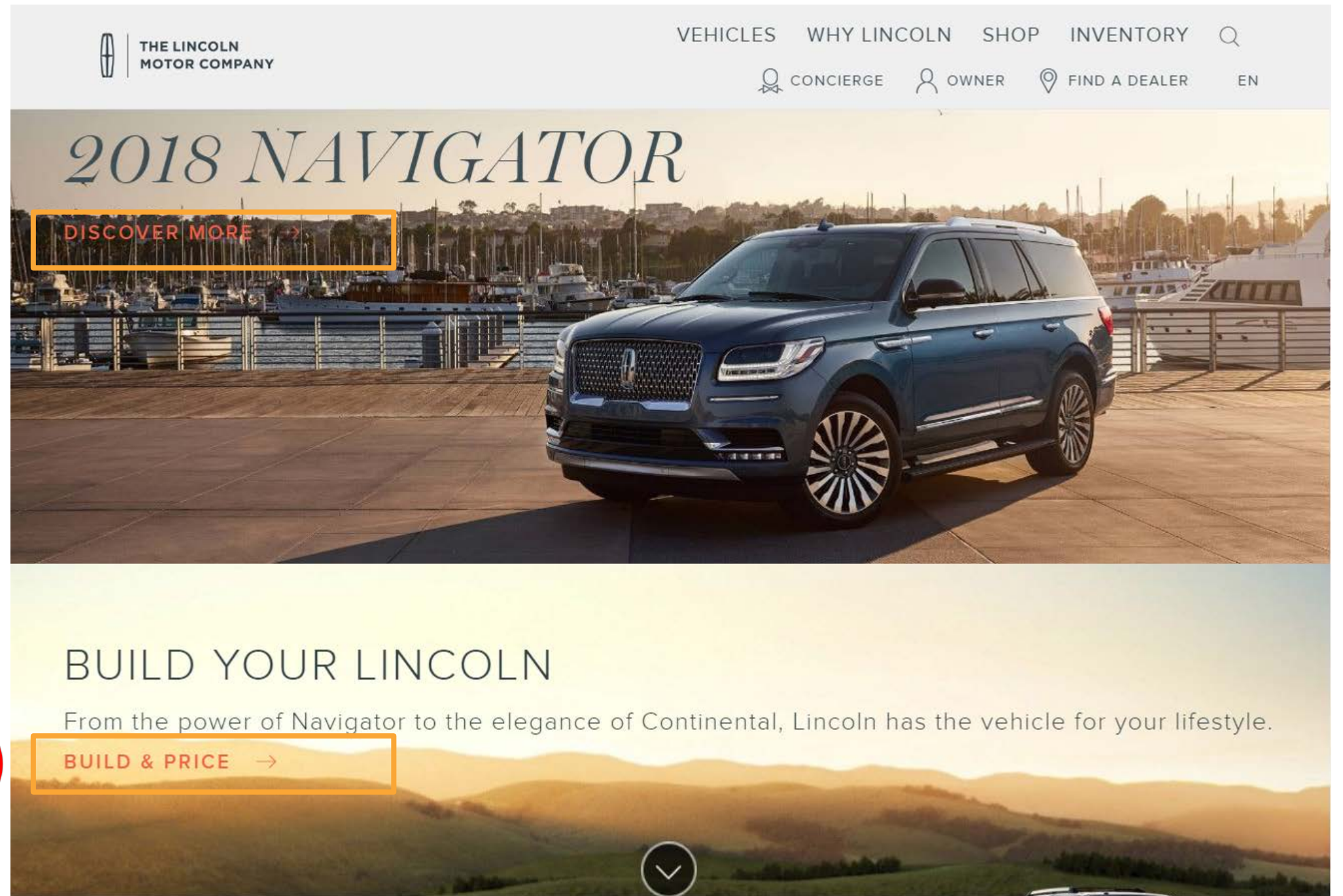
Example 1/2



### TACTIC 3

Modify flat design with key affordances to indicate what is clickable

Flat design can confuse consumers when CTAs are difficult to see against photographs



Example 2/2

## TACTIC 4

# Complement the shopping experience before asking for personal information

- Avoid the bait and switch: consumers want their specific, configured car and are frustrated if the dealer contacts them about a very different car
- Ask for contact information when consumers are prepared to give it and actively move the process along

LEXUS

SEDANS SUVs COUPES HYBRIDS PERFORMANCE FUTURE Owners L/Certified Find A Dealer

E-MAIL SHARE PRINT

### YOU'LL TURN HEADS

2018 IS 300  
ALL-WHEEL DRIVE  
\$41,720\*

**SEND TO DEALER**

If this exact configuration is not in inventory our dealers will help you find a close match.

Options shown

#### YOUR SELECTIONS EXPAND ALL

**EDIT BUILD**

EXTERIOR: CAVIAR	BLIND SPOT MONITOR* WITH REAR CROSS-TRAFFIC ALERT*	\$0*
INTERIOR: NUANCE BLACK NULUXE WITH ILLUSTRIOUS PIANO BLACK TRIM	DELIVERY, PROCESSING & HANDLING FEE	\$995

## Example 1/1

REVIEW eCOMM THEMES

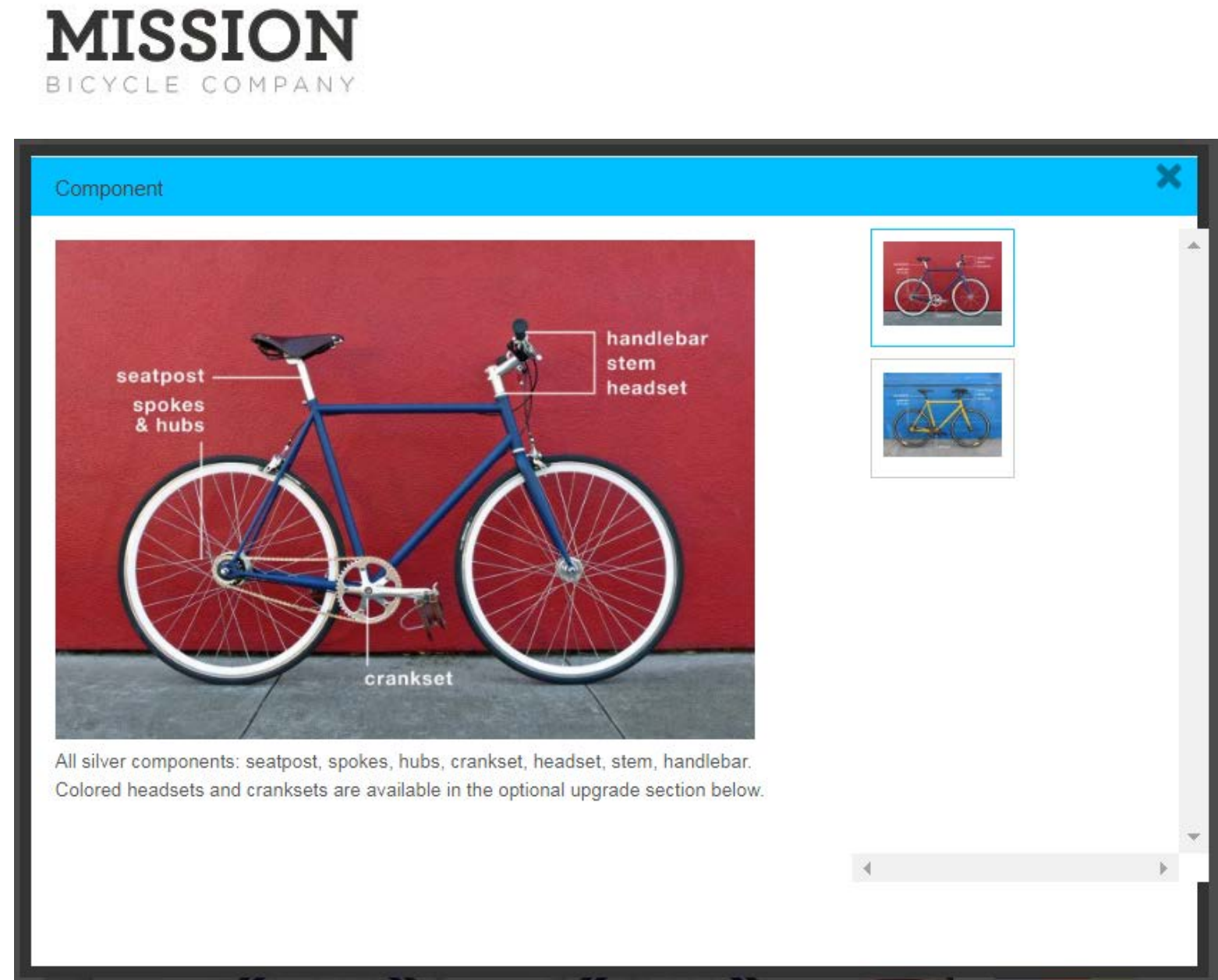
# Focus on Lifestyle



## TACTIC 1

Explain specialized product information to shoppers in context of their life

Illustrate terms and concepts for consumers new to the product



Example 1/4

## TACTIC 1

Explain specialized product information to shoppers in context of their life

Illustrate terms and concepts for consumers new to the product

Why Camping World? | Guided RV Search | Advanced RV Search

CAMPING WORLD

1. Choose Your RV Type

Learn About RV Types & Classes

Motorhome Or Towable RV

1 Vehicle 2 Budget 3 Location 4 Floor Plans

New & Used Towable & Motorized

Camping World's Intro To RVs: RV Types and Classes

TWO CATEGORIES

MOTORIZED TOWABLE

Camping World's Intro To RVs: Towables

CAMPING WORLD

INTRO TO RVs

TOWABLES

Example 2/4

## TACTIC 1

Explain specialized product information to shoppers in context of their life

Technology presented using an everyday scenario



**Don't pass up a chance for peace of mind.**

Driver Assistance features can help give you more confidence on your drive.



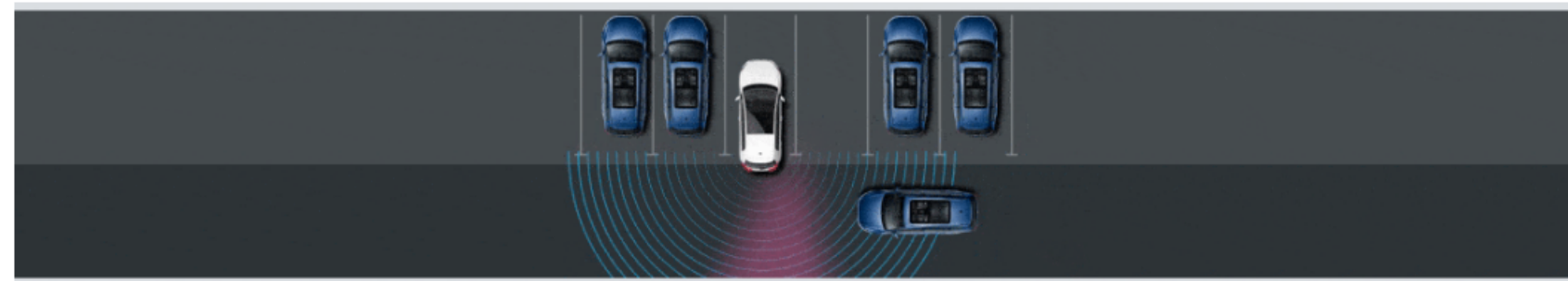
Blind Spot Monitor



Park Pilot



Rear Traffic Alert



Dramatization.  
Features available on select trims.

### **Rear Traffic Alert**

The available Rear Traffic Alert comes in handy when you're backing up. It has sensors that can alert you to vehicles crossing in your path when in reverse, and can even help brake the vehicle if needed. <sup>23</sup>

Example 3/4



## TACTIC 1

Explain specialized product information to shoppers in context of their life

Pictures that illustrate lifestyle

The screenshot shows the Chevrolet website interface. At the top, there is a navigation bar with the Chevrolet logo, 'Vehicles', 'Shopping', 'Owners', and 'Find A Dealer' menus. On the right, there are links for 'Español' and 'Search'. Below this is a secondary navigation bar with 'Design', 'Overview', 'Specs', 'Accessories', 'Get Updates', 'Inventory', and 'Build & Price' (which is highlighted with a yellow border). The main content area is titled 'Do it all' and features five lifestyle icons: 'Personal Time' (clock), 'Home Improvement' (house), 'Beach Trip' (sun), 'Grocery Shopping' (apple), and 'Game Day' (baseball). Below these icons is a large overhead view of a black SUV interior, showing the front and rear seats, a driver, and the cargo area filled with various groceries like vegetables, water bottles, and a cooler. A 'Chat Now' button is visible in the bottom right corner of the image area.

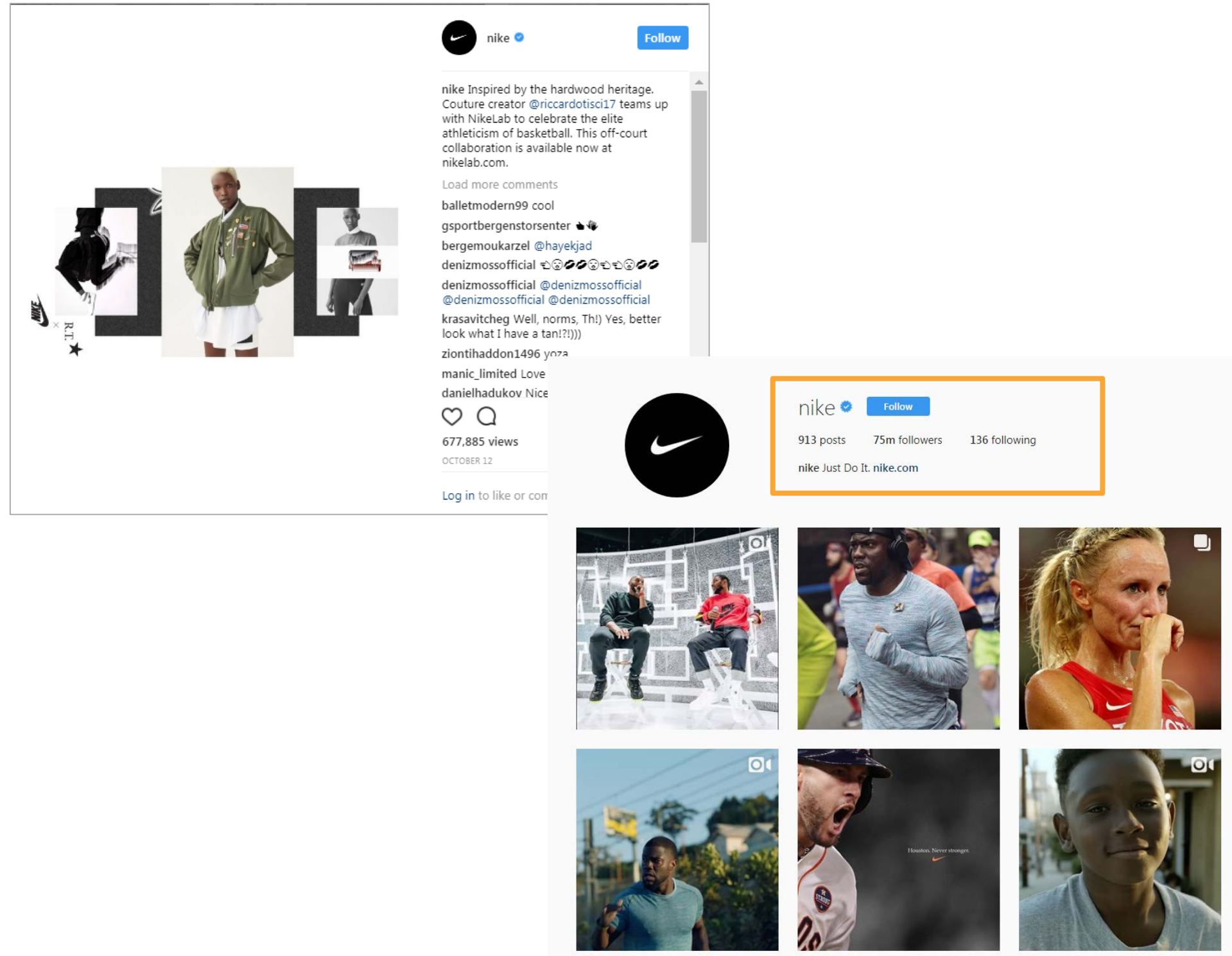
Comfort for everyone with space to spare – that could be the Traverse mantra. This roomy midsize SUV offers best-in-

Example 4/4

## TACTIC 2

Use social media such as Instagram to promote brand innovation and showcase product ownership

- Collaborate with Instagram influencers to drive shares and likes
- Link to product pages and sites in bios and posts



Example 1/4







## TACTIC 2

Use social media such as Instagram to promote brand innovation and showcase product ownership

Pull user-generated content directly onto product pages to show consumers how the product is used and fits into their lives

SEARCH Q

oiselle | BY AND FOR WOMEN ATHLETES

SIGN IN

SHOP / BEST SELLERS / FLYTE LONG SLEEVE

SHOP

- new arrivals
- ▶ best sellers
- bras + underwear
- tops
- bottoms
- outerwear
- accessories
- wee birds
- reflective
- oiselle gift cards
- sale

TEAM

BLOG

SUBSCRIBE

FLAGSHIP STORE

GET \$20

FLYTE LONG SLEEVE

\$66

★★★★★  
READ REVIEWS | WRITE A REVIEW

COLOR: EMBER

ADD TO BAG

ADD TO WISHLIST

PRODUCT DETAILS

The Flyte seamless long sleeve is light as flight, soft and never clingy. Your essential cold weather layer with thumbholes, of course!

- Arque™ Plya (69% nylon, 31% polyester)
- seamless construction
- wicking + anti-odor treatment
- scoop neck + thumb holes
- 24.75" body length (size small)

SUBSCRIBE AND HEAR OISELLE NEWS FIRST!

EMAIL ADDRESS

SHARE THIS ITEM

SHARE YOUR #FLYSTYLE

UPLOAD PHOTOS

VIEW ALL PHOTOS

Powered by Olapic

Example 3/4

## TACTIC 2

Use social media such as Instagram to promote brand innovation and showcase product ownership

Creative and artistic imagery drive likes and sharing



Example 4/4



### TACTIC 3

Quizzes that help consumers find the right product, services and accessories to fit their lifestyle

- Make it quick and easy to specify their needs with simple choices
- Limit the number of clicks required to get a useful result

The screenshot shows the Toyota logo at the top center. Below it is the heading "Find Your Match" with the subtext "Let us help you find the perfect Toyota for you." The background is a landscape with a road leading to mountains. Below the heading is a dark navigation bar with three icons: a briefcase for "Off to Work", a coffee cup for "Commuting to Work", and a laptop for "Going to the Office". To the right of these icons is a red button that says "VIEW 10 MATCHES". Below the navigation bar is a light blue section with the question "What's most important to you?". Underneath the question are three white boxes, each with a red icon and a label: a car seat icon labeled "Being Comfortable", a battery icon labeled "Being Efficient", and a calculator icon labeled "Being Economical".

Example 1/3



## TACTIC 3

Quizzes that help consumers find the right product, services and accessories to fit their lifestyle

- Explain why consumers received the results they did
- Explain how the product will solve their problem

FREE U.S. SHIPPING & ZERO HASSLE RETURNS.

Talk (888) 330-0781 Type help@helixsleep.com Tag @helixsleep

**H**  
**Hamilton**

**FEEL**  
Medium to Medium Firm

**SUPPORT**  
Strong support

**TEMP. REGULATION**  
Moderately cooling

**POINT ELASTICITY**  
High elasticity

[EDIT RESULTS](#)

**HELIX**  
**Hamilton's Helix Mattress**

[ADD TO CART »](#)

[SAVE MY DESIGN](#)

SIZE: Queen  
Financing with Klarna for

**Let's Take it Layer by Layer.**

Each Helix Mattress is individually optimized to provide comfort on your own terms using four key metrics: Feel, Support, Temperature Regulation, and Point Elasticity.

**YOUR FEEL** ▼


**YOUR SUPPORT** ▼

**YOUR TEMPERATURE REGULATION** ▼

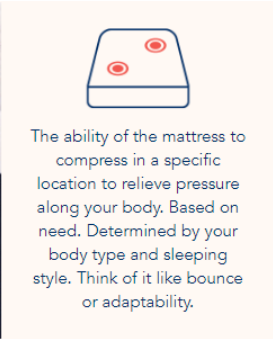
**YOUR POINT ELASTICITY** ▲

**H**  
**Hamilton**  
High elasticity

Because you're a side sleeper, your shoulders and hips are under tremendous pressure as you sleep. Your mattress will have high point elasticity to form a pressure relieving cradle around both.



**HELIX**



The ability of the mattress to compress in a specific location to relieve pressure along your body. Based on need. Determined by your body type and sleeping style. Think of it like bounce or adaptability.

Example 2/3

### TACTIC 3

Quizzes that help consumers find the right product, services and accessories to fit their lifestyle

Explain industry-specific terminology in a way that relates to their life

Assess Your Risk Tolerance > View Your Plan > Open Account

Based on your answers, here is your diversified investment plan ⓘ  
Our goal is to design a personalized asset allocation that will maximize the after-fee, after-tax returns for your particular risk tolerance.

Taxable Investment Mix  
Taxable individual, joint, and trust accounts

Retirement Investment Mix  
IRAs & Rollover 401(k)s

Your Risk Tolerance: - 8.0 +

wealthfront

Asset Class	Allocation
U.S. Stocks	35%
Foreign Stocks	22%
Emerging Markets	17%
Dividend Stocks	8%
Natural Resources	5%

< Change my answers

Looks great! Open my account >

### U.S. Stocks

U.S. Stocks are an ownership share in U.S.-based corporations. U.S. Stocks act as the core asset class because history demonstrates that they offer significant returns over the long run. While more volatile than bonds, U.S. Stocks offer a great risk-adjusted return.

Target allocation: 22.0%

Symbol	Security	Yearly Expenses
VTI	Vanguard Total Stock Market ETF	0.04%
ITOT	iShares Core S&P Total U.S. Stock Mkt ETF	0.03%
SCHB	Schwab U.S. Broad Market ETF	0.03%

#### LEADING ETFs FOR THIS CATEGORY

<b>VTI</b> Vanguard Total Stock Market ETF	<b>VTI vs. ITOT</b> VTI has a similar expense ratio and higher liquidity than ITOT.
<b>ITOT</b> iShares Core S&P Total U.S. Stock Mkt ETF	<b>VTI vs. SCHB</b> VTI's track record is much longer than SCHB's and has higher liquidity. We expect Vanguard to more aggressively lower the expense ratio of its ETFs over time.
<b>SCHB</b> Schwab U.S. Broad Market ETF	

Example 3/3

REVIEW eCOMM THEMES

# Meet the Consumer When and Where They Are

## TACTIC 1

Make it easy for consumers to pick up where they left off as they move between channels

- Collect client browsing history and preferences to recommend relevant options
- Keep recommendations in the client's online account, so all the information is in one convenient place

The screenshot shows the Amazon homepage's recommendation section. At the top is the Amazon logo. Below it is a header for 'Your recently viewed items and featured recommendations' with a sub-header 'Inspired by your browsing history'. A navigation bar indicates 'Page 2 of 9' and 'Start over'. The main content area displays six book covers with their titles, authors, ratings, and prices. Below this is a 'You viewed' section with a row of small book thumbnails. On the right, there is a 'Sign in' button and a link to 'View or edit your browsing history'.

amazon

Your recently viewed items and featured recommendations

Inspired by your browsing history

May include Sponsored Products

Page 2 of 9 | Start over

Don't Make Me Think, Revisited: A Common...  
Steve Krug  
★★★★★ 1,117  
Paperback  
\$32.13 ✓prime

Qualitative Inquiry and Research Design: ...  
John W. Creswell  
★★★★★ 204  
Paperback  
20 offers from \$79.92

The Elements of User Experience: ...  
Jesse James Garrett  
★★★★★ 105  
Paperback  
\$34.72 ✓prime

Business Model Generation: A Handbook ...  
Alexander Osterwalder  
★★★★★ 607  
Paperback  
\$26.48 ✓prime

Liminal Thinking: Create the Change You Want by ...  
Dave Gray  
★★★★★ 121  
Paperback  
\$24.03 ✓prime

Service Design: From Insight to ...  
Andy Polaine  
★★★★★ 29  
Paperback  
\$33.95 ✓prime

You viewed

View or edit your browsing history

See personalized recommendations

Sign in

New customer? Start here.

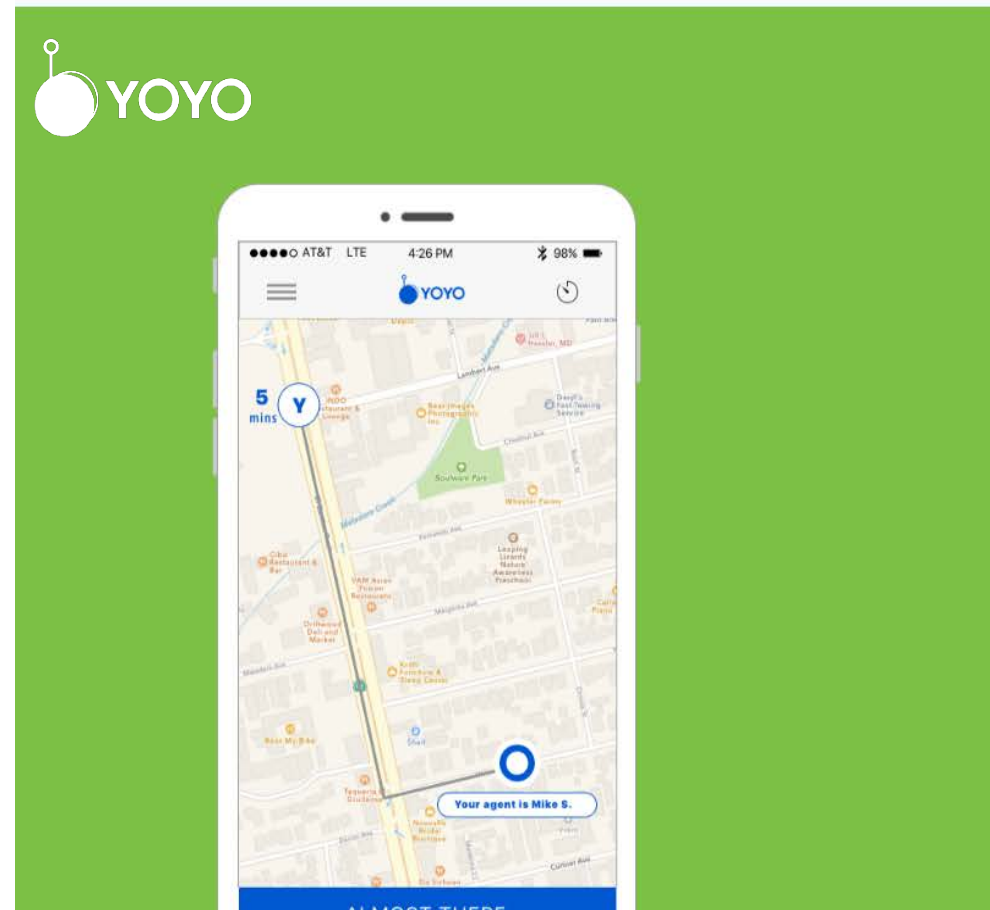
Example 1/2



## TACTIC 1

Make it easy for consumers to pick up where they left off as they move between channels

- Deliver a test drive car to the consumer's location
- Offer extended test drives



TURN IT ON OR OFF WHEN YOU WANT

## Cars on tap - we've turned the family car into a true utility

We'll send out a YOYO agent to deliver your selected set of wheels right to you -- whenever you want, wherever you are.

When you're finished with it, you press a button in the app and one of our agents comes to pick it up -- with an option to swap out for a different car, if it strikes your fancy.

JOIN NOW FOR ONLY \$99

Example 2/2

## TACTIC 2

Chat (and Chat Bots) to answer questions about inventory and help consumers pick a specific product

Consumers don't trust fake-seeming chat avatars; they want clues that this is a real person who knows about the car/inventory

The screenshot shows a website section titled "STRESS-FREE CAR BUYING" with the subtext "Our Express service makes buying a new car as easy as buying an iPhone". Below this are three service cards: "Express Checkout" (with a document icon), "Personal Concierge" (with a person icon), and "In-Store Pickup or Home Delivery!" (with a car and calendar icon). A red button at the bottom says "LEARN MORE ABOUT EXPRESS". A chat window is overlaid on the bottom right, featuring the Toyota logo and the text "A member of the Toyota Sunnyvale team is available to answer your questions." with a text input field labeled "Send a message...".

Example 1/1

## TACTIC 3

# Online purchasing to meet consumer's expectations

Tesla's direct-to-consumer model

The screenshot shows the Tesla website's 'New Inventory' page. At the top, the Tesla logo is on the left, and navigation links for 'MODEL S', 'MODEL X', 'MODEL 3', 'ENERGY', and 'SIGN IN' are on the right. Below the navigation, the page title 'New Inventory' is followed by sub-navigation links: 'New Inventory', 'Used Inventory', 'Custom Order', 'Features', and 'Test Drive'. The main content area features a large image of a dark grey Tesla Model S 100D. To the right of the image, the text reads: '100D Model S', '100 kWh Battery', 'Dual Motor all wheel drive', '335 miles range (EPA)', and '4.2 seconds 0-60 mph'. Below this, it says '2017 | 1,339 miles | 202590', '\$95,600', and '\$103,100 cash price before EV incentives'. A red 'BUY' button is prominent, with a note 'Requires a \$2,500 deposit' below it. At the bottom of the main image area, there are two smaller images showing the car from different angles.

The screenshot shows the Tesla website's 'Order' page. At the top, the word 'Order' is displayed. Below it, a small image of the car is shown. To the right of the image, the text reads: 'Model S 100 kWh All-Wheel Drive', 'Exterior: Midnight Silver Metallic Paint, Glass Roof, 19" Silver Slipstream Wheels', 'Interior: Dark Ash Wood Décor, Integrated Center Console', and 'Options: Enhanced Autopilot, Premium Upgrades Package, Subzero Weather Package'. Below the car image and specifications, there is a section titled 'Do you prefer to own or finance?' with the text 'You can change your mind at any time. This helps us plan your delivery.' Below this, there are three buttons: 'Tesla Leasing', 'Loan', and 'Cash' (which is highlighted with a blue border). Below the buttons, there is a checkbox labeled 'I'd like to trade in my current car'. To the right of the financing options, there is a dark grey box with the text 'Order Payment Due \$2,500' and a note: 'We will finalize all financing, trade-ins, and delivery details in the next step.' Below this, there is a 'Questions?' section with the text 'We're here to help. You can call us anytime at (888) 518-3752.' and a red link 'Request a callback'. At the bottom, there are four input fields: 'FIRST NAME', 'LAST NAME', 'EMAIL', and 'CONFIRM EMAIL'.

Example 1/3

### TACTIC 3

# Online purchasing to meet consumer's expectations

Roadster Express Storefronts allow dealerships to sell cars online

**STRESS-FREE CAR BUYING**

Our Express service makes buying a new car as easy as buying an iPhone

- Express Checkout**  
Review all the numbers and finalize everything without needing to visit our dealership.
- Personal Concierge**  
Need help? Our experts are here to make sure your car buying experience is a breeze.
- In-Store Pickup or Home Delivery!**  
Pick up your vehicle at our dealership or have it delivered to your home or office.

Great upfront pricing and a 100% online experience

**LEARN MORE ABOUT EXPRESS**

**TOYOTA**  
Let's Go Places

A member of the Toyota Sunnyvale team is available to answer your questions.

Send a message...

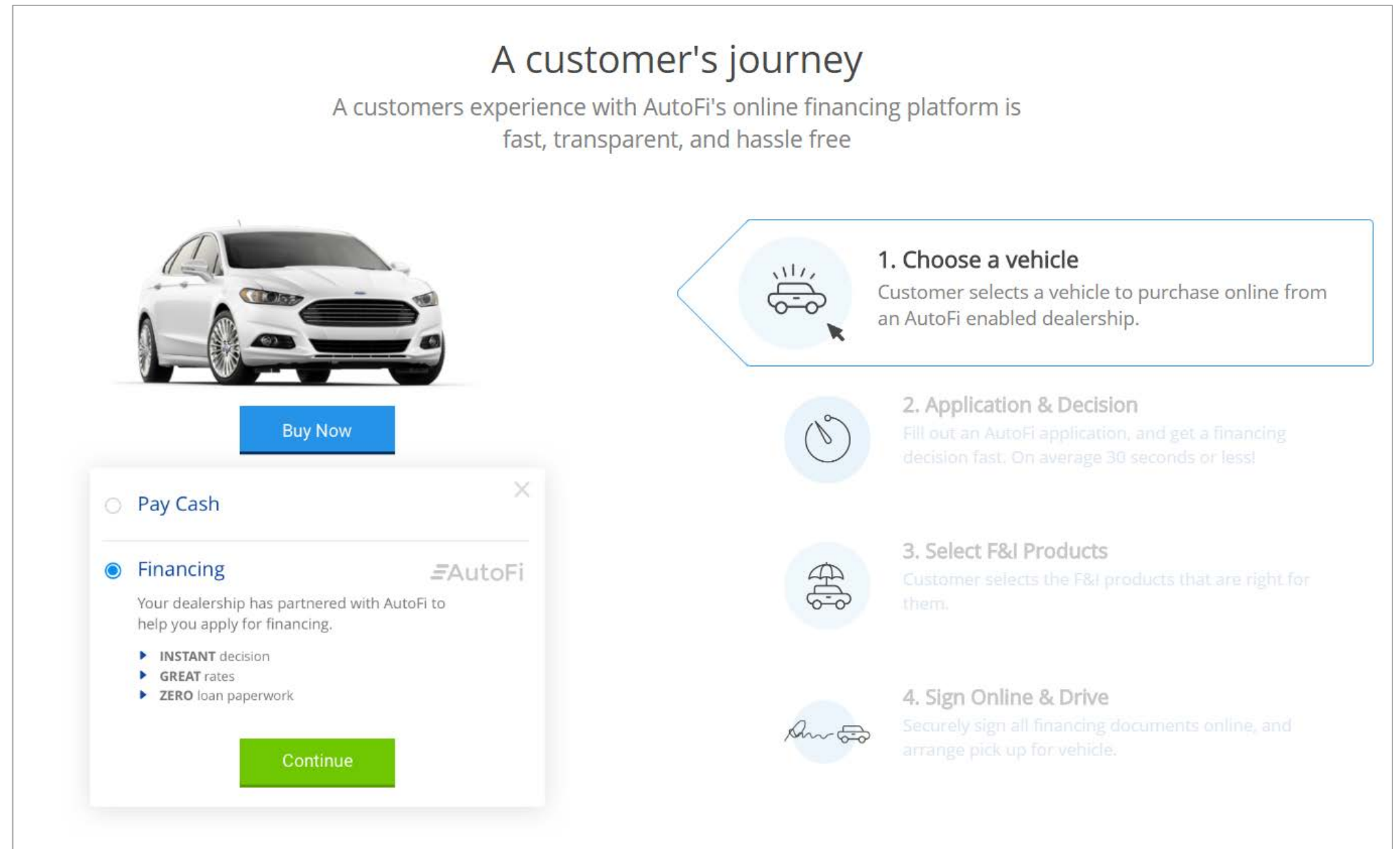
Example 2/3



## TACTIC 3

# Online purchasing to meet consumer's expectations

Ford's partnership with AutoFi allows consumers at select dealerships to complete all financing paperwork online



## Example 3/3

## TACTIC 4

# Localized information for users with targeted CTAs

Leverage mobile technology and location data to provide customized offers

The screenshot shows the Toyota website for the 2017 Camry. The navigation bar includes '2018 CAMRY', 'OVERVIEW', 'GALLERY', 'FEATURES', 'FULL SPECS', 'COMPARE', and 'BUILD'. The main content area features two columns: 'CAMRY vs. the COMPETITION' with a 'SEE DETAILED COMPARISONS' button, and '2017 Toyota Camry Received the NHTSA 5-Star Overall Safety Rating' with a 'SEE ALL REVIEWS & DETAILS' button. Below this, a row of three localized offers is highlighted with an orange box: 'Offers Near You' (VIEW SPECIALS), '615 Camrys in Your Area' (VIEW INVENTORY), and 'See Your Nearby Dealer' (FIND A DEALER). The Toyota logo is in the top right corner.



The screenshot shows a promotional message for Virgin Holidays. It features the text 'Seize the Holiday' and 'There have been 339 people looking into this trip in the last 24 hours.' Below this is a red 'Continue booking' button. To the right, there is a form with 'Your email' and a 'Send' button, along with a 'No thank you' link and a 'See our privacy policy' link. The entire content area is highlighted with an orange box.

Example 1/1

The screenshot shows the Chrysler website for the 2017 Pacifica. The navigation bar includes '2017 Pacifica', 'Overview', 'Gallery', 'Features', 'Competitive Compare', 'Awards', 'DEALERS & VEHICLES', and 'BUILD & PRICE'. The main content area features a 'GIVE A DOG A JOB' campaign with a photo of a dog and a person in a wheelchair. Below this is a 'VIEW FULL GALLERY' button. At the bottom, a row of three localized offers is highlighted with an orange box: '96 CHRYSLER PACIFICA VEHICLES IN YOUR AREA' (SEARCH NEW INVENTORY), 'SEE LOCAL OFFERS' (VIEW INCENTIVES & OFFERS), and '2017 CHRYSLER PACIFICA BROCHURE' (GET A BROCHURE). The Chrysler logo is in the top right corner.



## TACTIC 5

Move from industry-specific language to familiar, consumer-friendly terminology

Use categories that are familiar, easy to understand, and relevant to what consumers are looking for from the product

The image displays two screenshots of the Trulia website interface, illustrating a user experience change. The top screenshot shows the 'For Rent' section with filters for 'Any Price', 'All Beds', 'Pets', and 'Apartment/Condo/Loft'. A dropdown menu for 'Philadelphia' lists categories like 'Homes for Sale', 'Open Houses', 'New Homes', and 'Recently Sold'. The bottom screenshot shows the 'Philadelphia Apartments For Rent' section with a 'Shop and Eat' filter overlay. This overlay lists consumer-friendly categories: Restaurants, Groceries, Nightlife, Cafes, Shopping, Arts and Entertainment, Beauty and Spas, and Active Life. The map in the background shows price ranges and amenity locations across Philadelphia.

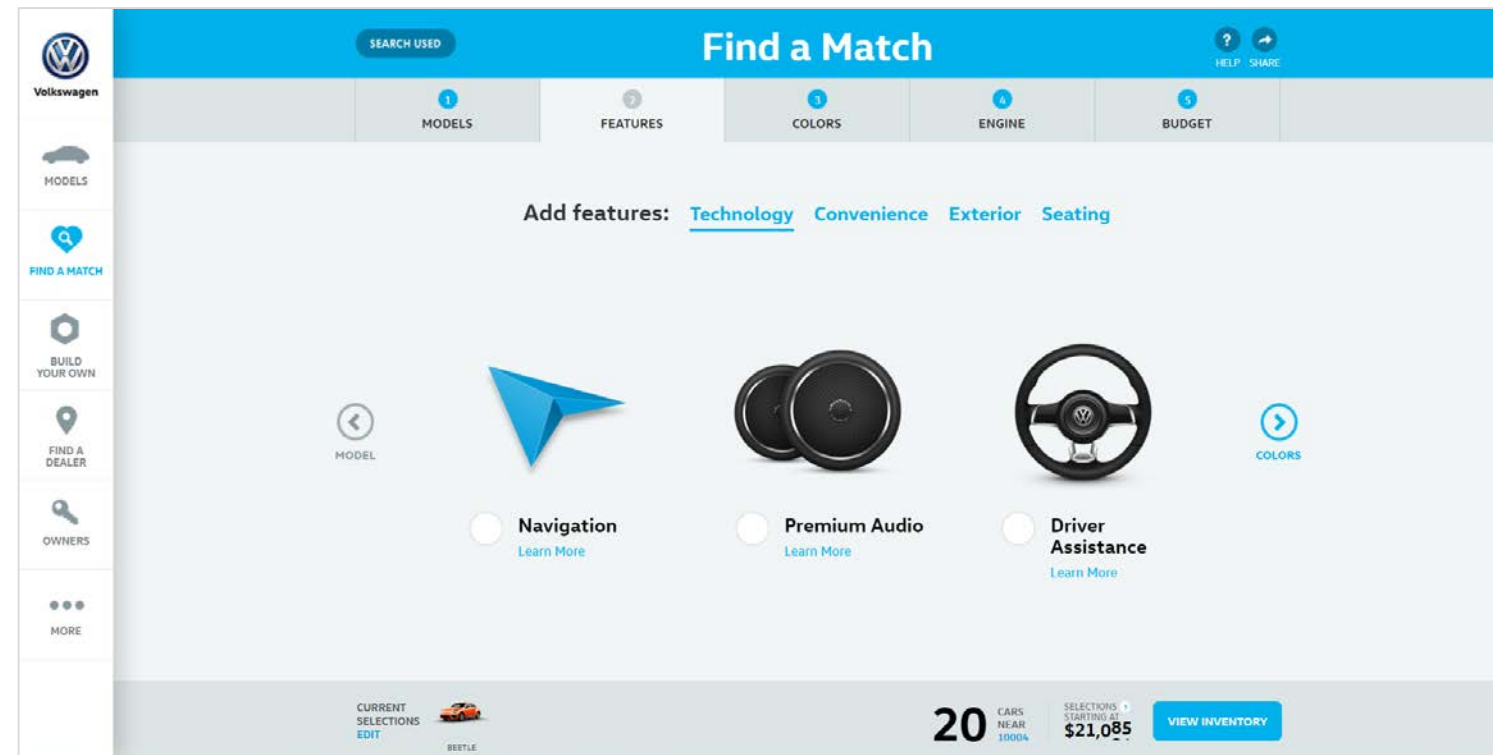
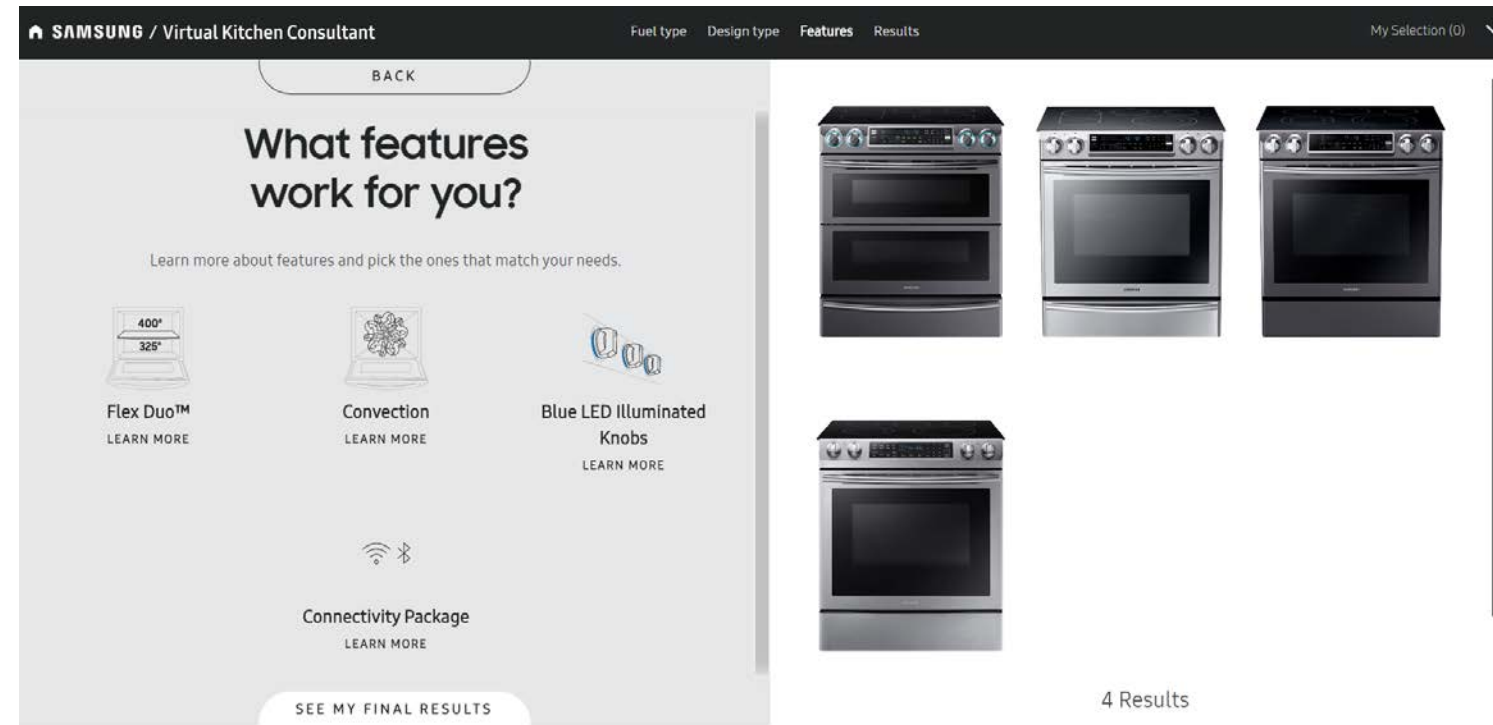
Example 1/3



## TACTIC 5

Move from industry-specific language to familiar, consumer-friendly terminology

Use categories that are familiar, easy to understand, and relevant to what consumers are looking for from the product



Example 2/3



## TACTIC 5

Move from industry-specific language to familiar, consumer-friendly terminology

- Previous research shows that industry-specific terminology confuses shoppers (for example, the categories in Build & Price, or names of incentives and offers)
- No filters for technology, incentives or offers, or other features that consumers are interested in (e.g., "sun roof")

View Inventory For Your **FUSION**  
Pacífico Ford Inc. is the most convenient source for new vehicle inventory.  
Have vehicle questions? Call (888) 416-6059

Let Us Find Your Vehicle

Inventory within 20 miles X Reset All

Sort by Grid List

100+ Matches

2018 F 2018 FUSION \$21,495 Net Price \$240 Per Month for 39 Month Lease

3. Choose Options Below 4. Summary 5. Next Steps

Net Price VIN 3FA Pacífico

Equipment Groups 54

100A Included

101A \$895

Exterior Packages

DISCLOSURES

Example 3/3

## TACTIC 6

Let the consumer choose their contact preferences: consumers want to control how and when they are contacted

The screenshot shows a form for Mission Bicycle Company. At the top center is a large letter 'M' in a square box. Below it, the text reads: "We're here to help. Choose the meeting type that's best for you. If you don't see what you need give us a call at (415) 683-6166." A blue circle with the number '1' is positioned to the left of a section titled "Choose a Time Slot". This section contains three columns of options:

15 mins	30 mins	1 hr
<input type="radio"/> Just curious	<input type="radio"/> I want to learn more	<input type="radio"/> Complete bicycle design

**MISSION**  
BICYCLE COMPANY

The screenshot shows a contact form for Tesla. It includes the following fields and text:

- FIRST NAME**: Input field
- LAST NAME**: Input field
- EMAIL**: Input field
- CONFIRM EMAIL**: Input field
- PHONE NUMBER**: Input field
- I prefer email over phone calls

On the right side of the form, there is a section titled "Questions?" with the text: "We're here to help. You can call us anytime at (888) 518-3752. [Request a callback](#)"

  
**TESLA**

Example 1/1

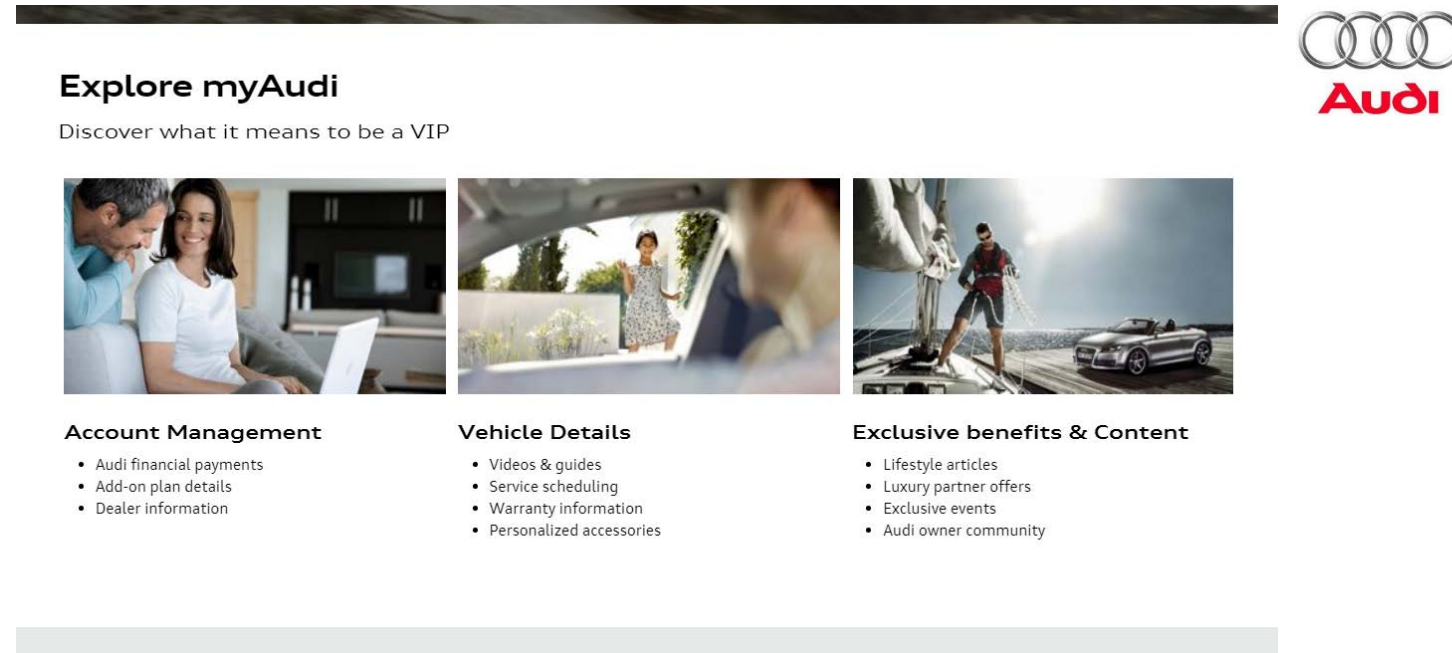
REVIEW eCOMM THEMES

# Reward Loyalty

## TACTIC 1

Reward loyalty through special offers on service, new vehicles, or recommended products

Loyalty programs for shoppers or owners



**Explore myAudi**  
Discover what it means to be a VIP

**Account Management**

- Audi financial payments
- Add-on plan details
- Dealer information

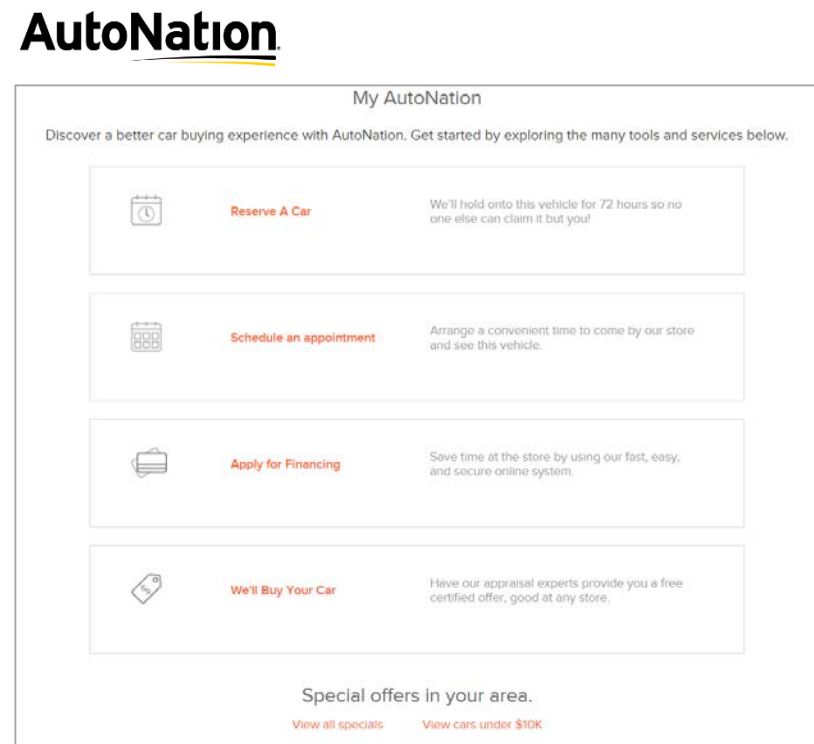
**Vehicle Details**

- Videos & guides
- Service scheduling
- Warranty information
- Personalized accessories

**Exclusive benefits & Content**

- Lifestyle articles
- Luxury partner offers
- Exclusive events
- Audi owner community

**Audi**



**AutoNation**

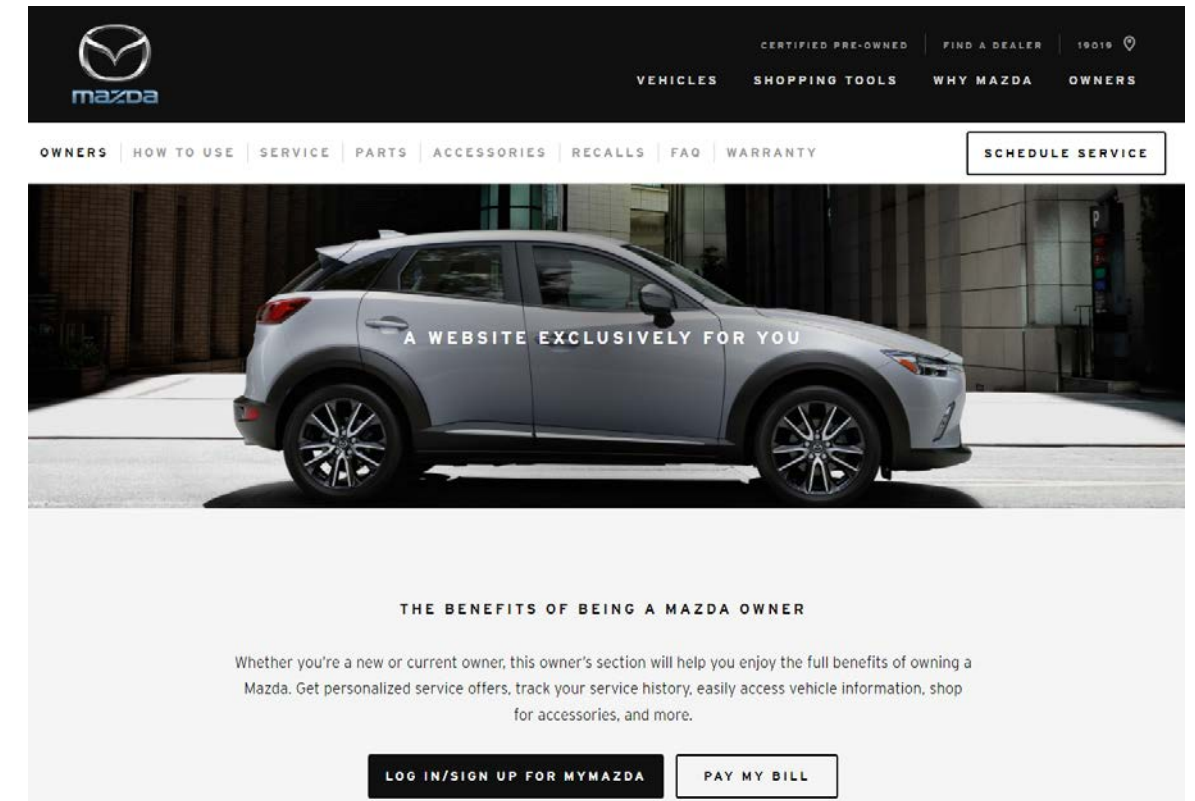
My AutoNation

Discover a better car buying experience with AutoNation. Get started by exploring the many tools and services below.

- Reserve A Car**  
We'll hold onto this vehicle for 72 hours so no one else can claim it but you!
- Schedule an appointment**  
Arrange a convenient time to come by our store and see this vehicle.
- Apply for Financing**  
Save time at the store by using our fast, easy, and secure online system.
- We'll Buy Your Car**  
Have our appraisal experts provide you a free certified offer, good at any store.

Special offers in your area.

[View all specials](#) [View cars under \\$10K](#)



**Mazda**

CERTIFIED PRE-OWNED | FIND A DEALER | 19019

VEHICLES | SHOPPING TOOLS | WHY MAZDA | OWNERS

OWNERS | HOW TO USE | SERVICE | PARTS | ACCESSORIES | RECALLS | FAQ | WARRANTY

**SCHEDULE SERVICE**

**A WEBSITE EXCLUSIVELY FOR YOU**

**THE BENEFITS OF BEING A MAZDA OWNER**

Whether you're a new or current owner, this owner's section will help you enjoy the full benefits of owning a Mazda. Get personalized service offers, track your service history, easily access vehicle information, shop for accessories, and more.

**LOG IN/SIGN UP FOR MYMAZDA** **PAY MY BILL**

Example 1/1



## TACTIC 2

Sell the benefits of account and product ownership for owners and shoppers


The screenshot displays the Cadillac OnStar website dashboard. At the top left is the Cadillac logo. In the top right corner, there are 'Search' and 'Log In' buttons. A vertical navigation menu on the left side contains four items: 'Vehicle' (with a car icon), 'Maintenance' (with a clipboard icon), 'OnStar' (with the OnStar logo), and 'Help' (with a question mark icon). The main content area is a grid of six service tiles:

- Access Your Vehicle's Service History:** Features a wrench icon. Text: "You'll be able to review dealer-entered service records, along with service records you add here or previously entered on onstar.com, if equipped." Link: [View Service History](#)
- View Your Warranty:** Features a shield icon. Text: "View your vehicle's bumper-to-bumper warranty coverage anytime by logging on. We think you'll like what you see." Link: [View Warranty](#)
- Track Vehicle Recalls:** Features a document icon. Text: "Check for recalls on your vehicle and receive automatic recall notices, maintenance reminders and offers exclusive to you!" Link: [Search Recalls](#)
- Get Personalized Diagnostics Reports:** Features the OnStar logo. Text: "View your latest Diagnostics Report — a summary of your vehicle's key operating systems. These reports will provide feedback on everything from your engine to oil life to tire pressure." Link: [Explore Advanced Diagnostics](#)
- View Your Owner's Manual and How-To Videos:** Features a play button icon. Text: "Scroll through your Owner's Manual or view helpful how-to videos to learn everything there is to know about your vehicle's features and operation." Link: [View Manuals and Videos](#)
- Manage All Your Vehicles in One Place:** Features a car icon. Text: "Add, remove and manage up to 15 different GM vehicles in your Owner Center Garage. Create an account to get started."

Example 1/3

## TACTIC 2

# Sell the benefits of account and product ownership for owners and shoppers



**BETTER SERVICE**  
Our proactive customer service Navigators are instantly available and eager to help you every step of the way.

"Upside was like having a real travel agency behind me instead of being out there on my own."  
— Doug D.

**BETTER DEALS**  
You'll get the lowest available prices online. Save even more when you buy your flights and hotel together as a package.

"I just booked my first trip on Upside and I can't imagine booking anywhere else from now on. Quick, easy and a gift card to boot."  
— Tim F.

**BETTER REWARDS**  
You have the potential to earn gift cards on every trip you book, especially when you purchase your flight & hotel together.

"I own my own business, so instead of the gift cards, when I travel I simply apply the gift card amount to lower the cost of my trip. It makes a difference."  
— Rebecca B.

Get the most out of  
**Expedia+** [Join Now and Get Rewards](#)

**Shop as an Expedia+ member**  
Unlock access to the "members only" experience every time you sign in before you shop. We'll recognize you as an Expedia+ member and show you exclusive member-only deals and bonus offers as you shop. Plus, you'll get **Unreal Deals** — the day's absolute best package deals leaving from your home airport — with savings as big as 100% off flights or hotels. Package savings are at least equal to the cost of the flight or hotel if booked separately.  
[Join Now and Get Member Prices](#) [Expedia+ Benefits at a glance](#)

**Hotel Price Guarantee**  
Book your hotel confidently today, knowing that as a signed-in Expedia+ member you get our member exclusive Hotel Price Guarantee up until the midnight before your stay. Put it together with the Expedia that gives you \$50 if you find a cheaper rate online within 24 hours of booking, and we've got you covered!  
[Join now and get Hotel Price Guarantee](#)

**Deals just for you**  
As a valued Expedia+ member, you have exclusive access to our special offers. Check the Expedia+ Marketplace page often for incredible promotions, deals and benefits to save you money or increase points earnings.  
[Join now and get deals](#)

**Three times the benefit**  
With Expedia+ you could TRIPLE DIPI! When you travel as an Expedia+ member, you may still be able to earn your airline frequent-flyer points and credit-card rewards points as well as Expedia+ points on applicable bookings.\*  
[Join now and get points](#)  
\*Expedia+ and third-party terms apply. Third-party rewards are earned at the discretion of the points provider and may not be available on all bookings.

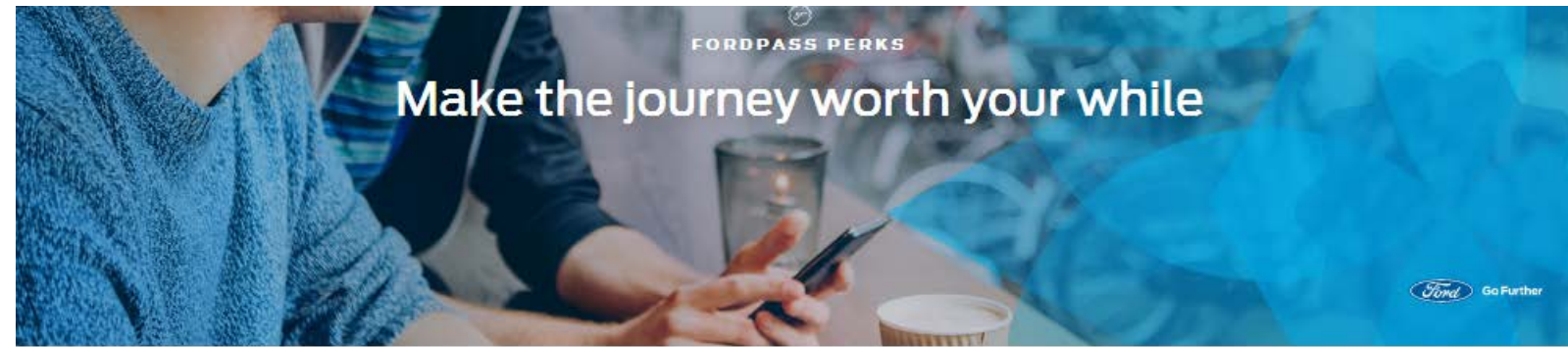
**Redeem points your way**  
You choose how to redeem points for travel — all with no blackout dates. Book travel for yourself or anyone else you want with your Expedia+ points. Or donate your points to St. Jude Children's Hospital and help fund cures for children with

## Example 2/3

## TACTIC 2

# Sell the benefits of account and product ownership for owners and shoppers

- FordPass Perks are not explained
- Consumer must make an account without knowing what they will gain



Perks are [here!](#)

FordPass™ Perks is the way we thank you for making us part of your journey. With FordPass Winning Moves — we're taking Perks to a whole new level. Now you have ongoing chances to win exclusive prizes for the many things you do with FordPass every day. Just think of it as our way of saying, "Thanks!"



[View My Perks](#)



How to get the most from your FordPass experience



Get entries

Watch a video or complete any number of Winning Moves — online and from the FordPass app — to get entries.



Enter sweepstakes

Submit your entries for your chance to win sweepstakes on FordPass.com.



Claim your prize

Cross your fingers! We'll contact all winners to claim their prizes.

Example 3/3

### TACTIC 3

Highlight the unique value of the brand during the shopping and configuration process

Interactive tools dynamically illustrate the product's benefits and help the consumer understand how it will fit in their life



Example 1/2



### TACTIC 3

Highlight the unique value of the brand during the shopping and configuration process

**Chris-Craft**

**My Corsair 27**

**\*MSRP: \$142,460**

\* Option availability and pricing subject to change. Please consult your local dealer for the most up-to-date information.

[Paint vs. Gelcoat?](#)

[View Summary](#)

**1. Edition**

**Superior standard features you will find only on a Chris-Craft**

<input checked="" type="checkbox"/>	5 Yr - transferable hull/structural warranty	N/C	<input checked="" type="checkbox"/>	3 Yr - Chris Craft protection plan	N/C
<input checked="" type="checkbox"/>	Certifications and Standards - NMMA, ABYC, USCG	N/C	<input checked="" type="checkbox"/>	Bow Scuff Plate - SS	N/C
<input checked="" type="checkbox"/>	Deck - diamond pattern non-skid, fiberglass	N/C	<input checked="" type="checkbox"/>	Deck Fill Plates - SS	N/C
<input checked="" type="checkbox"/>	Hardware - bow and stern eyes, SS	N/C	<input checked="" type="checkbox"/>	Gunnel Trim Rubrail - molded PVC w/SS insert	N/C
<input checked="" type="checkbox"/>	Hardware - chrome plated SS fasteners	N/C	<input checked="" type="checkbox"/>	Hardware - bow light cover, SS	N/C
			<input checked="" type="checkbox"/>	Hardware - cleats, SS mooring	N/C

[< BACK](#) [NEXT >](#)

Example 2/2

# Group and Organize Ideas

# Refine Concepts

# Next steps



Thank you