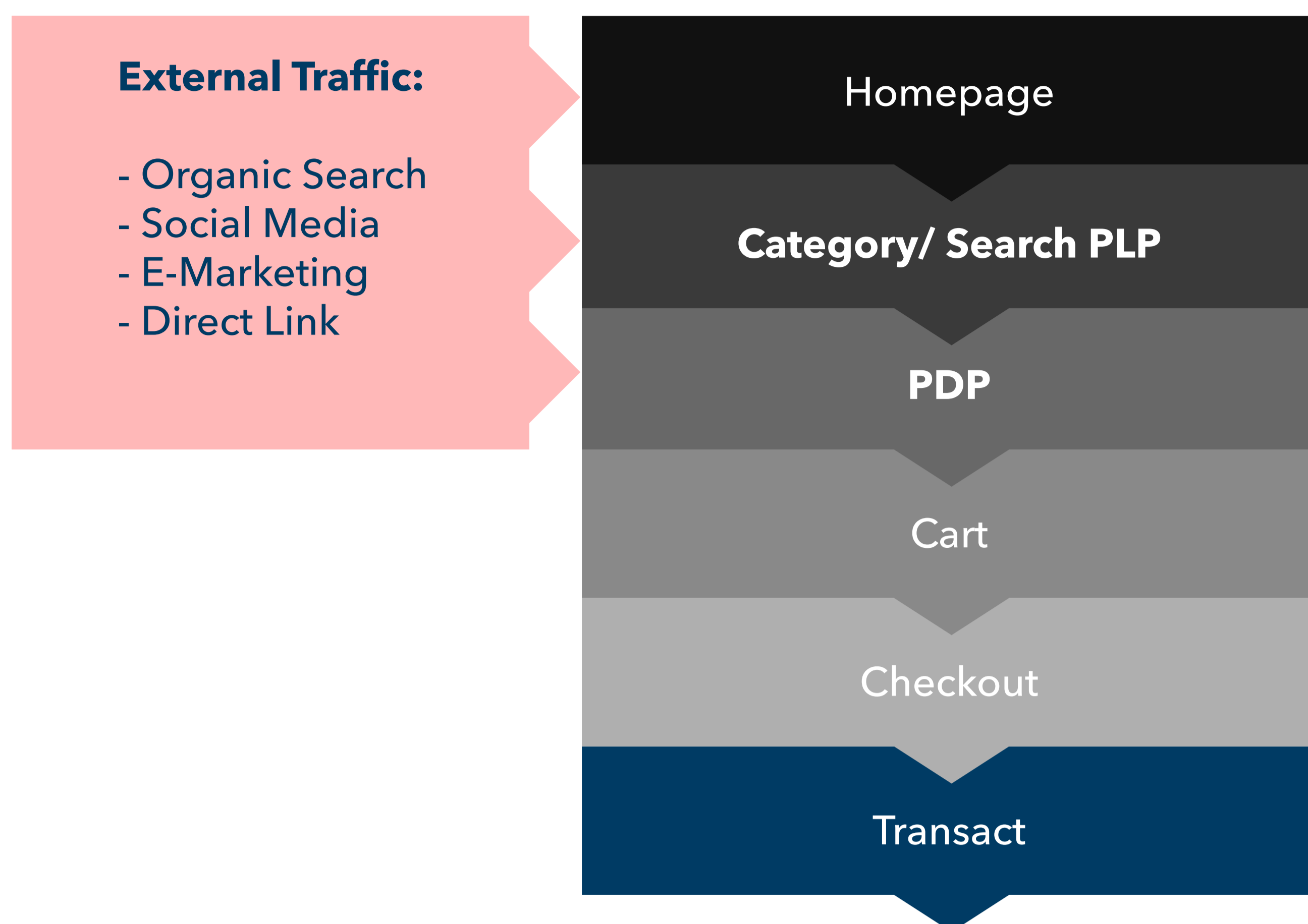


# BestBuy.com Purchase Funnel

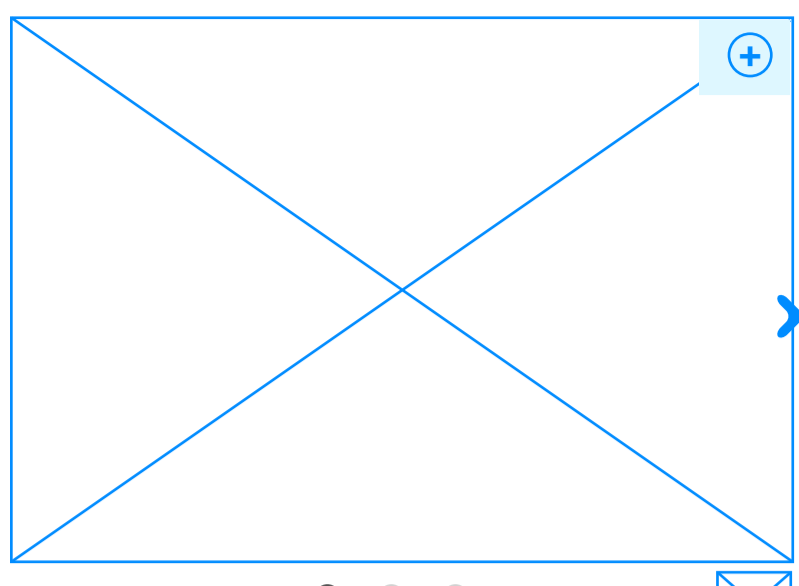


Users come into BestBuy.com at various points in their journey. **Sometimes they come in at the beginning of their shopping cycle**, in the Discovery phase, and want to see a breadth of products. **Sometimes they come in ready to transact**, either zeroing in on one product or having narrowed it down to a couple and needing help to close the sale.

**Our PDP prioritizes people who came directly for that product - the easiest conversion.** Users who scroll clearly want to know more, and we progressively reveal additional information to either close the sale, or keep them on BestBuy.com via product recommendation engines.

We have a LOT of information. We serve them cohesive chunks of info, and rely on a Hub & Spoke model, giving users who need additional product info separate, focused pages on the pieces that interest them. For example, users interested in reviews can learn from the PDP how many total reviews we have, what the averages are, and can preview 2 sample reviews. If they need more info, we send them to a separate page focused wholly on listing and sorting all relevant reviews. This way users understand the breadth of our knowledge, without getting distracted and missing out on important chunks like Tech Specs or Related Accessories.

**Our Product Listing Pages are minimal - to encourage quick scanning behavior.** We don't have the real estate for them to learn everything at this point. By showing less, we let them take in more information quickly and effortlessly. This allows users who know exactly what they want to purchase at this level, and helps users Browsing and Comparing to filter down to products right for them more efficiently.



Product Title XXXXXX  
XXXXXXXXXXXXXXXXXX  
XXXXXXXX15pt  
Model:XXXXXX SKU: XXXX (11pt)

721,976 Reviews ★★★★★

Product Family Content (TBA)

my best buy your price: \$XX.XX

Add To Cart

Buy Now

Price Watch

Availability



Store Pickup  
Roseville, MN - Available  
08/26/2013  
Check More Stores



Shipping  
Usually leaves our warehouse  
in 1-2 business days

Features

• 38-1/2" screen measured diagonally from corner to corner  
For optimal viewing in medium-size rooms.

• Roku Ready  
Pair with Roku Streaming Stick for access to more than 700 channels, includ...

View Full Features & Tech Specs

Offers

Best Buy Cardholder Offers:

• Offer 1

• Offer 2

Ratings & Reviews

721,976 Reviews ★★★★★

Best. TV. EVER!

by Jon Raminski from Minneapolis, MN  
7/23/13 ★★★★★  
This review is for: Product Title XXXXXX  
XXXXXXXX...

I got this set for \$299 on sale for the living room, replacing a 27" tube set that died. For the ...  
Read Full Review

It's OK

by Debbie Downer from St. Paul, MN  
4/11/13 ★★★★★  
This review is for: Product Title XXXXXX  
XXXXXXXX...

I couldn't help but think about all the humanitarian and natural resource costs associated with owning this 27"...  
Read Full Review

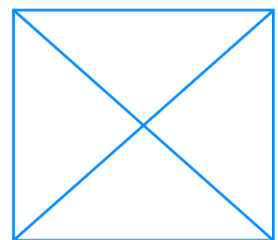


LOW PRICE GUARANTEE



FREE SHIPPING

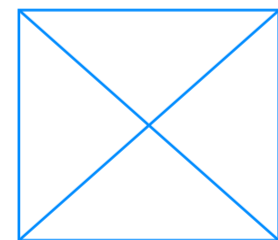
Accessories



Insignia™ - 39" Class (38 -1/2" Diag.) - LED - 1080p - 60Hz - HDTV XXXXX...

\$1027.99

reg-\$1500.00  
★★★★★ 111,927 ratings



Insignia™ - 39" Cla -1/2" Diag.) - LED - 60Hz - HDTV XXXX...

\$1027.99

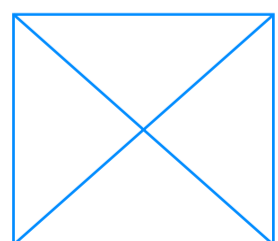
reg-\$1500.00  
★★★★★ 111,927 ra

View All Accessories



PROTECTION See All Details

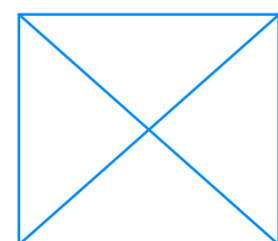
Customers Ultimately Bought



Insignia™ - 39" Class (38 -1/2" Diag.) - LED - 1080p - 60Hz - HDTV XXXXX...

\$1027.99

reg-\$1500.00  
★★★★★ 111,927 ratings



Insignia™ - 39" Cla -1/2" Diag.) - LED - 60Hz - HDTV XXXX...

\$1027.99

reg-\$1500.00  
★★★★★ 111,927 ra

Product Summary

Product Engagement Options

Fulfillment Options

Features  
Tech Specs  
Energy Star Rating?  
Credit Card Offers  
Bundles  
Other Deals

Product Rating  
Product Reviews

Low Price Guarantee & Free Shipping  
Spoke Pages

Upsell:  
Accessories

Geek Squad Services

EP:  
Customers Ultimately Bought  
(more specific to product, show first)  
(might only need one)

"I want to purchase"

your price: Expand/ collapse section that lists their total price and subtracts their My Best Buy certs. this should only appear for logged in users.

buy now: I would like to include Buy Now for all users. For those who aren't signed in/ or even registered, this will bring them to a Sign In Portal with information on what Buy Now is and how to use it. If they Sign In, perhaps it jettisons them right into Checkout, and prompts them to save their CC and Shipping information as Primaries so they can use Buy Now properly next time. This should increase awareness and engagement of a product we know performed well for holiday.

price watch: We know our users want this, and I'd love to give it to them if possible. If we can't win today, perhaps we can build loyalty with the user and convert another day. Cyclicalstrategies, versus funnel.

share: give users a way to post via social media, or send a tiny url via SMS/ Email

"How do I purchase?  
I need more information"

"What Do I get?  
I need more information"

"I need a bit of convincing,  
what do people like me think?"

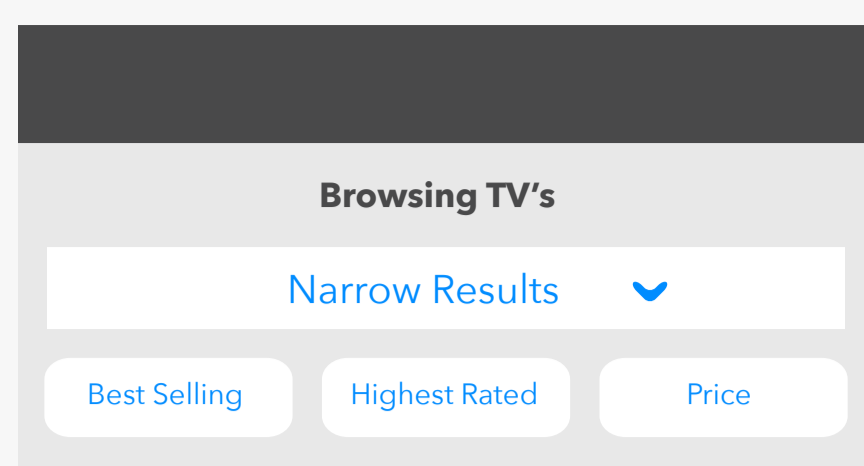
"I could be sold on this."

"What can I buy to make this better,  
or what can you do to help  
my purchase?"

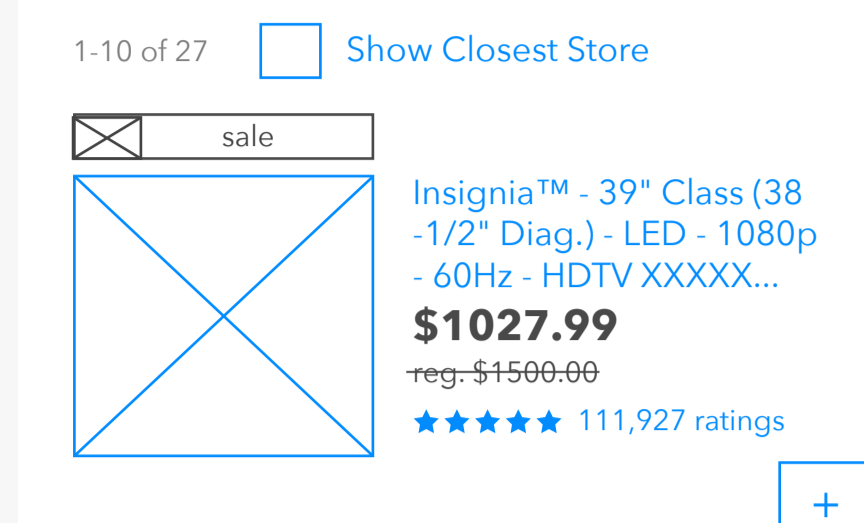
(I may have only came to this PDP to try to find accessories for it. I didn't know where else to look.)

"I'm still not convinced. Do you  
have any other product  
recommendations?  
I need to see the other options."

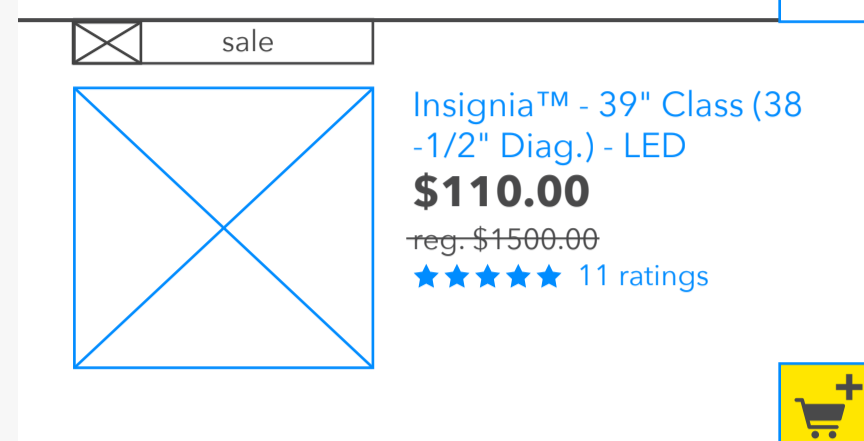
1



2



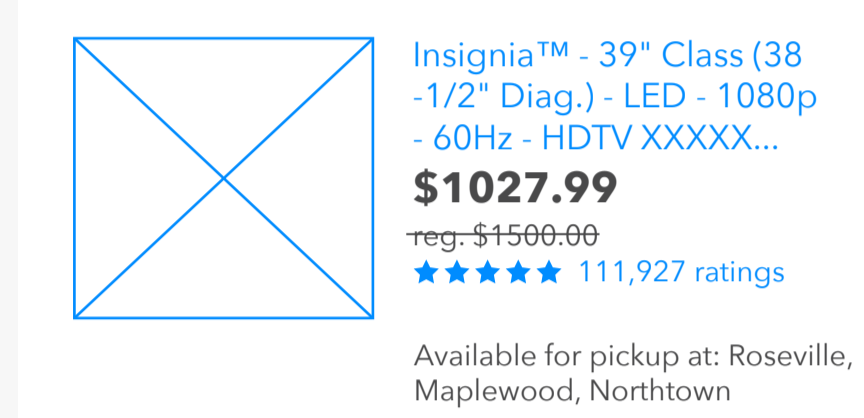
3



4



5



6



## Overall Objective for List Item Redesign:

Reduce the Amount of Information to only what's relevant for users, this will decrease cognitive load and help them scan list pages.

### What does success look like? When shoppers:

1. Know what the product is.
2. Know what the cost is.
3. Purchase items they knew they needed beforehand and our ready to convert.

#### 1 Product List Page Info & Tools

- Browse Product Category
- List Filters
- Sort Buttons
- Number of Results
- Closest Store Filter

#### 2 1st Price Block Option:

- "Sale" puck of some sort
- Large Image
- 13pt Reg. Title
- 11pt Reg. Strikeout Reg Price
- Star Ratings w/ 11pt font
- Lower Left "Expand" Button

#### 3 2nd Price Block Option:

- "Sale" puck of some sort
- Large Image
- 13pt Reg. Title
- Star Ratings w/ 11pt font
- 11pt Reg. Strik
- 13pt. Bold Priceeout Reg Price
- Lower Left "Add to Cart" Button

#### 4 3rd Price Block Option:

- Large Image
- 13pt Reg. Title
- 13pt. Bold Price
- 11pt Reg. Strikeout Reg Price
- Star Ratings w/ 11pt font
- "Add to Cart" Button

#### 5 4th Price Block Option:

- (Show Closest Store Visible):
- Large Image
- 13pt Reg. Title
- 13pt. Bold Price
- 11pt Reg. Strikeout Reg Price
- Star Ratings w/ 11pt font
- 13pt Reg. Store Availability messaging.

#### 6 5th Price Block Option

- (minimal):
- Large Image
- 13pt Reg. Title
- 13pt. Bold Price
- 11pt Reg. Strikeout Reg Price
- Star Ratings w/ 11pt font