

# White Goods Benchmark & Competitive Audit

February 10, 2017



# Objectives

- Determine participants' performance on Overstock's website as well as 7 competitors when completing key tasks centered around shopping for White Goods.
- What information can we gather from the following tasks on each website?
  - Navigating to White Goods products on the site
  - Finding specific pricing and warranty information
  - Information on delivery installation
  - What is the return policy?
  - Finding product technical information, user guides, and energy star ratings
- How can users determine whether or not the appliance fits their space?
- How does Overstock's White Goods experience compare to competitors'? Why?
- What aspects of competitor sites are ranked higher than Overstock or each other? Why?
- Where does Overstock stand overall?
- Identify design/flow ideas for redesign of the White Goods portion of the Overstock site.
- Users were asked to rate the difficulty of each task, as well as asked 8 follow up questions to determine usability, trust, appearance, and loyalty.



# Methodology

We ran a remote, unmoderated benchmarking study with 80 participants on desktop (10 users per site) in order to determine how users shop online for White Goods (large appliances) and to discover what information and features are most important to users.

We also conducted a competitive audit of each site to learn more about the White Goods shopping experience on each site.

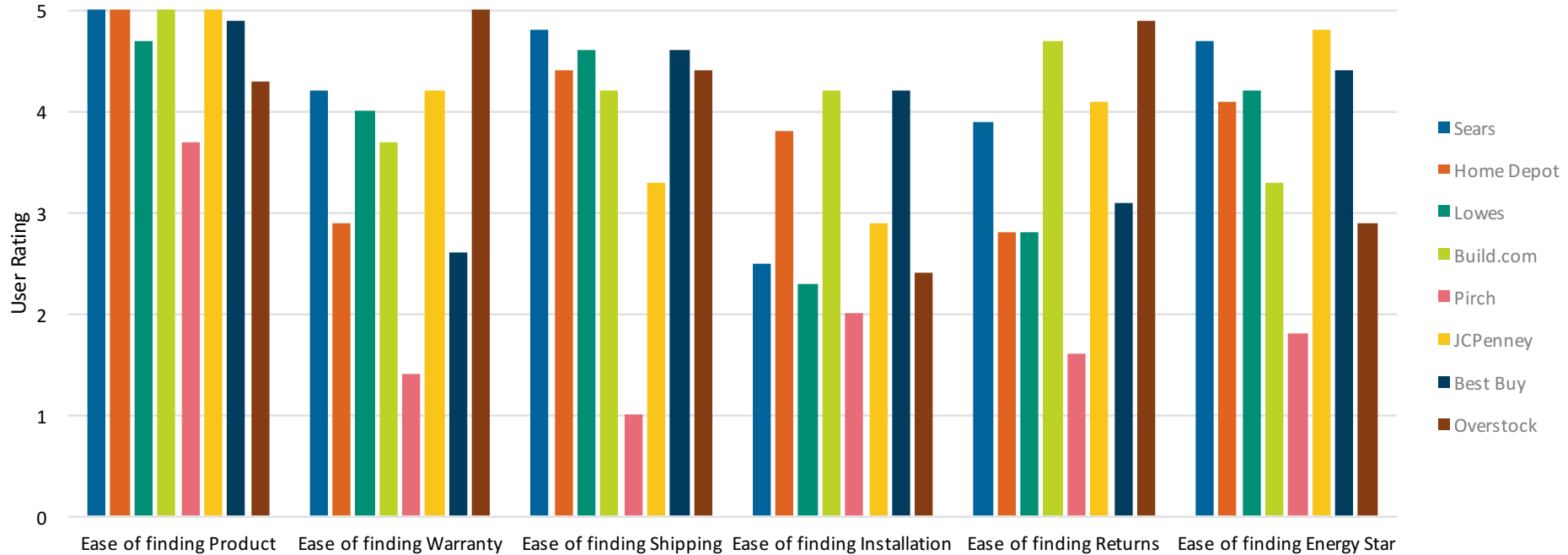
## **Sites Tested:**

- 1- Sears
- 2- Home Depot
- 3- Lowes
- 4- Build.com
- 5- Pirch
- 6- JCPenney
- 7- Best Buy
- 8- Overstock

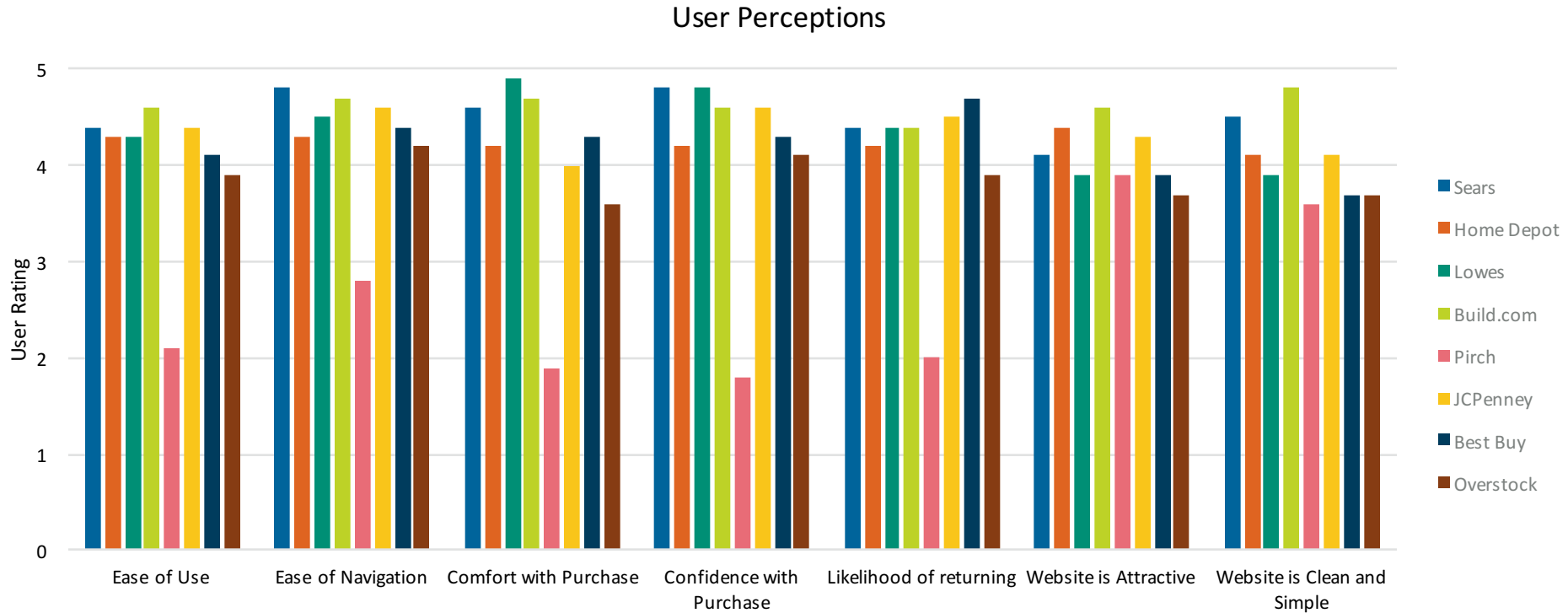


# Total website comparison of specific tasks

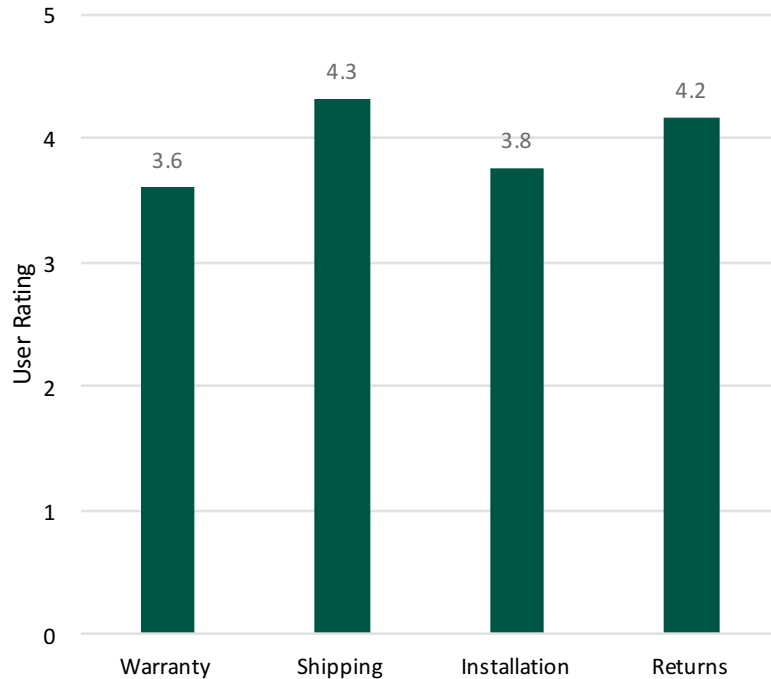
## White Goods



# Total website comparison of overall experience



# Overall purchase decision influencers



Users rated how important warranty, shipping information, installation options, and return policy were in making their final purchase decision.

Return policy and shipping were the most important aspects, as users noted that they would not purchase something that takes too long to arrive or something as expensive as an appliance without the ability to return it.

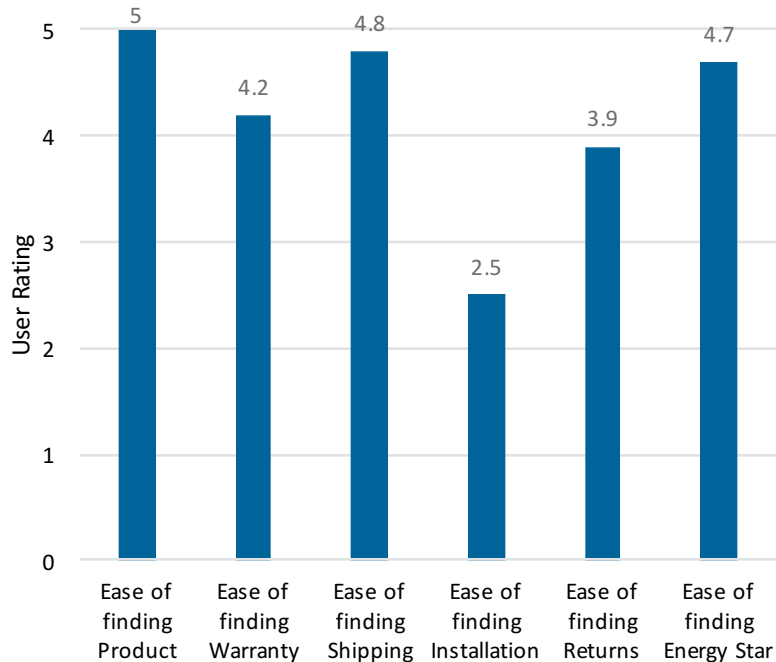


# Competitors' White Goods Shopping Features

	Sears	Home Depot	Lowes	Build.com	Pirch	JCPenney	Best Buy
Warranty	✓	✓	✓	✓		✓	✓
Delivery	✓	✓	✓	✓		✓	✓
Installation		✓					✓
User Guides	✓	✓	✓	✓	✓	✓	✓
Line drawings		✓					
Product Videos	✓	✓	✓				
Energy Star	✓	✓	✓	✓		✓	✓



# Sears – specific tasks



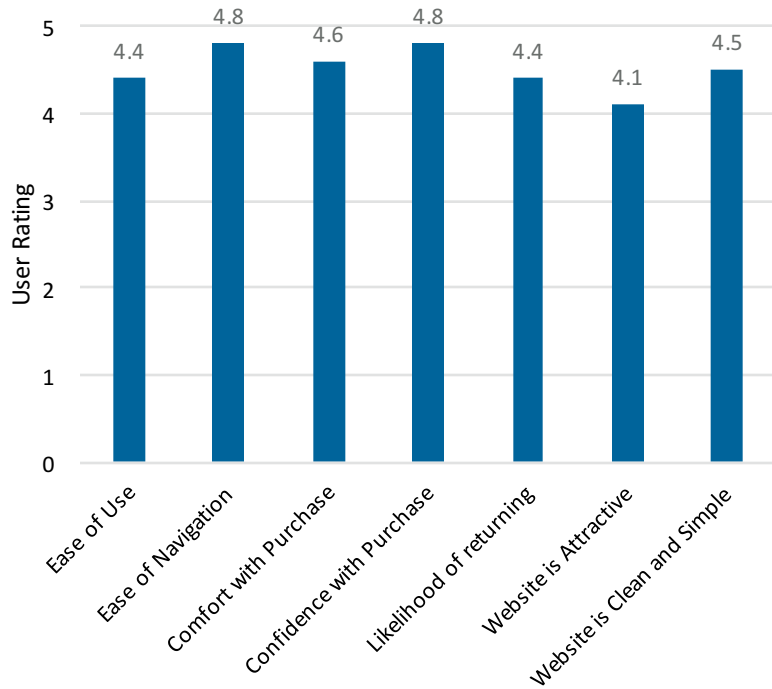
- Products are extremely easy to find
- Warranty not found in full description, but available in PDF
- Shipping information displayed at the top of product page
- Installation information is hidden inside product PDF- and doesn't cover professional installation
- Return policy visible in the middle of the page
- Energy Star certification under description

## Video Clips





# Sears – overall experience



“What I liked most about shopping for a fridge on this site was the clean layout and attractive products.”



“There were so many options with excellent photos. Any fridge I could possibly be interested in appeared to be available through this site.”



“Pages look a bit busy with information, sometimes hard to separate information needed from the "mess" of information on screen. Could use better space optimization and truncate large text areas like FAQs and Customer Reviews which stretch the page.”



# Sears Service Offers

## Delivery and Installation:

Free delivery on orders over \$399  
Basic hookup service

## Warranties:

3-year and 5-year extended protection



# Sears – store page

The screenshot shows the Sears website's Appliances store page. At the top, there's a navigation bar with the Sears logo, search bar, and links for Deals, Coupons, Local Ad, Gift Ideas, Credit Card, Store Locator, and Smart.com. A sign-in prompt and a cart icon are also visible. Below the navigation, a banner advertises a sale on refrigerators: "Still shopping refrigerators? Get up to 40% off refrigerators see details".

The main content area is titled "Appliances" and features a prominent "APPLIANCE DEAL FLASH" banner with a "shop now" link. Below this is a large "COLUMBUS DAY SALE & VALUES" banner offering "UP TO 40% OFF APPLIANCES" with a "Shop Now" button. Additional text on the banner mentions "Plus, extra 12 months special financing with a Sears card" and "FREE delivery on orders \$399+".

On the left side, there is a "Shop By Category" menu listing various appliance types: Accessories, Air Conditioners, Air Purifiers, Cooktops, Cooking Appliances, Dehumidifiers, Dishwashers, Dryers, Freezers, Humidifiers, Ice Makers, Microwaves, Range Hoods, Ranges, Refrigerators, Vacuums & Floor Care, Wall Ovens, Washers, Water Heaters, Wine Cellars & Beverage Centers, and View All Appliances.

The main product grid is organized into four columns:

- Refrigerators:** French Door, Side by Side, Top Freezer, Bottom Freezer, Compact.
- Washers & Dryers:** Washers, Dryers, Washer/Dryer Bundles, Specialty Laundry, Sewing Machines.
- Cooking:** Ranges, Wall Ovens, Cooktops, Microwaves, Range Hoods.
- Dishwashers:** Top Control, Front Control, Portable Dishwasher, Garbage Disposers, Trash Compactors.

Below the grid, there are four featured product categories:

- Freezers & Ice Makers:** Represented by an image of a freezer.
- Vacuums & Floor Care:** Represented by an image of a vacuum cleaner.
- Heating, Cooling & Air Quality:** Represented by an image of a space heater.
- Appliance Bundles:** Represented by an image of a kitchen appliance bundle.

At the bottom left, there is a "Featured Brands" section highlighting Kenmore with a "learn more" link.

## Store Page Features:

- Huge Sale Banners
- Shop by Category (photo links)
- Shop by Brand
- Related Product Category links



# Sears – search/nav page

The screenshot shows the Sears website's search results for 'Refrigerators'. At the top, there is a navigation bar with the Sears logo, a search bar, and links for 'Sign In Your Account' and 'Cart'. Below the navigation bar is a promotional banner for 'COLUMBUS DAY SALE & VALUES' featuring 'UP TO 40% OFF APPLIANCES' and a 'Shop Now' button. The main content area is titled 'Refrigerators 500+ Items' and includes filters for 'sears & marketplace (500+)', 'sears Only (500+)', and 'In-store: Set Your Location'. A 'Refine Your Search' sidebar on the left offers filters for 'Category', 'Width', and 'Color Family'. The main product grid displays three Kenmore refrigerators with their original and sale prices, star ratings, and 'add to compare' buttons. The first row shows a white top freezer refrigerator (60412) for \$429.99, another white top freezer refrigerator (60302) for \$449.99, and a black top freezer refrigerator (60305) for \$449.99. The second row shows three stainless steel side-by-side refrigerators for \$799.99, \$1099.99, and \$899.99 respectively.

Search Refinements:

- Category
- Width
- Finish
- Brand
- Height
- Depth
- Ice Maker
- Price
- Capacity
- Depth
- Dispenser
- Energy Star Compliant
- Discount
- Consumer Reports Rated
- User Ratings
- Store Pickup & Delivery
- Current Offers
- Built In
- Gallon Door Storage
- Sears & Other Sellers
- Humidity-Controlled Crisper
- New Arrivals

# Sears – product page

The screenshot shows the Sears website product page for a Kenmore 70333 23.9 cu. ft. French Door Bottom-Freezer Refrigerator. The page features a navigation bar with categories like Appliances, Auto, Baby, Clothing, Electronics, Fitness, Home, Jewelry, Outdoor, Parts & Services, Shoes, Tools, Toys, Halloween, and More. A search bar and account links are also present. The main content area includes a breadcrumb trail, product title, star rating (4.5 stars), and a special offer banner. A large image of the refrigerator is shown with a play button overlay. To the right, a 'Sold by: Sears' box displays the regular price (\$1999.99), year savings (\$1000.00), and the current price (\$1599.99). Below this, there are options for free delivery and store pickup, an 'Add to Cart' button, and a quantity selector. A 'Consumer Reports' rating bar shows a score of 77. The page also includes a 'view key features' section and a 'Description' section at the bottom.

Home / Appliances / Refrigerators / French Door Refrigerators / Product Details

Kenmore 70333 23.9 cu. ft. French Door Bottom-Freezer Refrigerator w/Grab-N-Go™ Door

★★★★☆ 17 Reviews Description Specifications Sears Protection Agreements

**6 Special Offers** 5% off or 12 months special financing with Sears card [see details](#)

Color: Select

view key features

- 23.9 cu. ft. Capacity
- Slim In-Door Icemaker
- 2-Tier Freezer Drawer
- Grab-N-Go Door
- Gourmet Pantry Drawer

Like it Want it Have it [add to list](#) [add to registry](#)

**ConsumerReports** Rated "Very Good" **77**

Ratings on refrigerators range from 43 to 87 out of 100.

[see review](#)

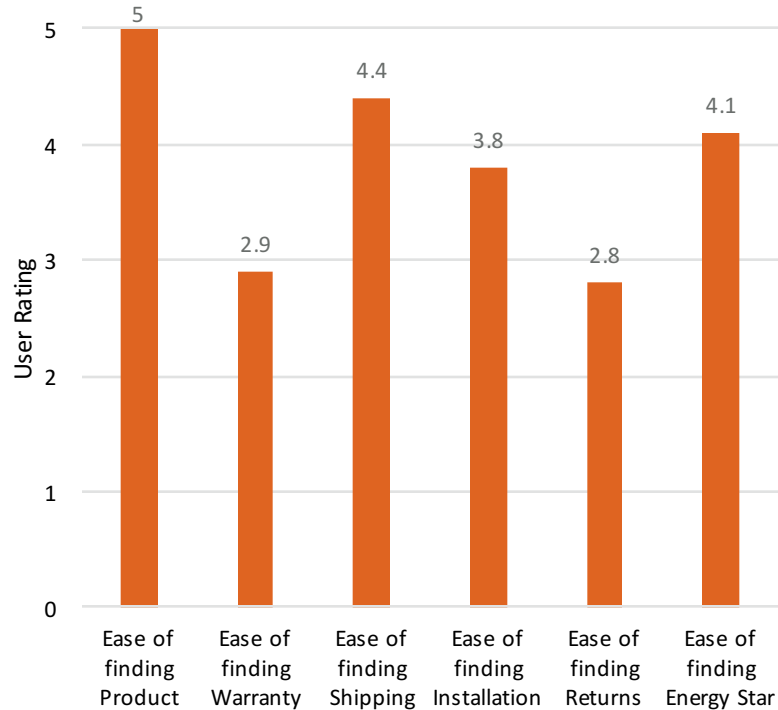
Description Item # 04670333000P Model # 70333

## Product Page Features:

- Photo grid
- Energy Star Certified Info
- Energy Guide Info
- Owners Manual (English, Spanish)
- Customers Who Viewed This Also Liked
- Top Picks For You
- Specifications, Warranty info
- Ratings & Reviews
- Similar Products
- Q&A



# Home Depot – specific tasks

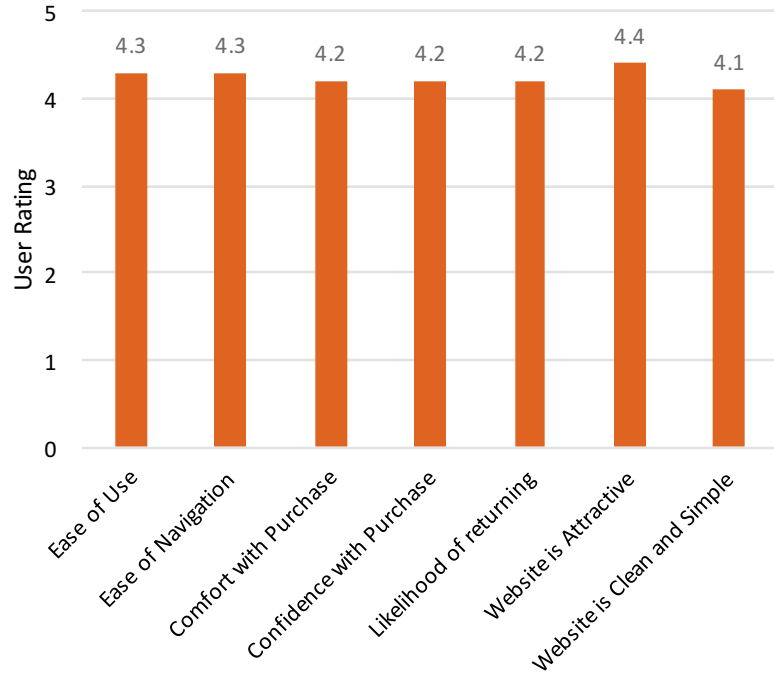


- Products are easy to find due to triple layer navigation
- Warranty information in product description is a dead link
- Delivery information directly underneath product information
- Installation option under product picture
- Returns not on the main page for the appliance
- Energy Star certification in product details

## Video Clips



# Home Depot – overall experience



“Very well categorized, even for specific items, sub categories of main categories. Content is large, easy to read, laid out in a way that I can look at a lot of information at once.”



“It was very intuitive - I didn't spend much time looking for something. When I did search, the information was usually right where I would expect it to be.”



“The fact that I can't see in person the fridge is a drawback but I can find all the information and narrow down my choices and go to my local store to look at it in person.”



# Home Depot Service Offers

## Delivery and Installation:

On all orders over \$396  
Basic hookup service

## Warranties:

[Home Depot Protection Plan](#)





# Home Depot – store page

The screenshot shows the Home Depot website interface for the Refrigerators store page. At the top, there is a navigation bar with the Home Depot logo, location information (21st South), a search bar, and account/cart icons. Below the navigation bar, there are links for various departments and a promotional banner that reads "Nobody Beats Our Prices. Guaranteed." The main content area is titled "Refrigerators" and includes a "SHOP BY TYPE" sidebar with categories like French Door, Side by Side, Bottom Freezer, etc. The central part of the page features a large promotional banner for "COLUMBUS DAY SAVINGS" with a price of \$3799 for a Samsung refrigerator. Below this, there are sections for "RELATED ITEMS" (Free Delivery, Special Financing) and "Shop by Style" which displays three refrigerator models with their respective descriptions.

## Store Page Features:

- Shop by Type
- Related Items
- Shop Top Brands
- Store Sales Ad
- Sponsored Ad
- Free Delivery \$396 or more
- Shop by Feature
- Shop by Finish
- Shop by Brand
- Products on Sale
- Customers Also Viewed
- Recently Viewed Items
- Similar Items
- Live Chat feature



# Home Depot – search/nav page

The screenshot shows the Home Depot website interface for searching and refining products. At the top, there's a search bar with the text "What can we help you find today?". Below the search bar, there are navigation links for "All Departments", "DIY Projects & Ideas", "Home Services", "Local Ad", and "Specials & Offers". A prominent orange banner reads "Nobody Beats Our Prices. Guaranteed." Below this, the breadcrumb trail shows "Home / Appliances / Refrigerators / Side by Side Refrigerators".

The main content area is titled "Side by Side Refrigerators" and features four filter categories with icons: "Door-in-Door" (Offers efficient design with easy access to food and beverages), "Counter Depth" (Has a spacious interior and sleek look, flush with cabinets and countertops), "Smudge Proof" (Resists fingerprints and smudges so it's easy to clean), and "Ice & Water in Door" (Enjoy the easy access of filtered water and ice).

Below the filters, it indicates "83 Items Found" and provides sorting options: "Brand", "Color/Finish...", "Refrigerator...", and "Sort by: Top Sellers".

The left sidebar contains a "Department" section with "Appliances" and "Refrigerators" selected. Under "Refrigerators", "Side by Side Refrigerators" is selected. The "Brand" section includes a search box and a list of brands: Whirlpool (39), GE (36), GE Profile (22), Samsung (21), Frigidaire (15), KitchenAid (15), and LG Electronics (11). The "Color/Finish Family" section includes: Beige/Bisque (6), Black (44), Black Stainless (7), and Custom (2).

The main product grid displays four refrigerators, each with a "Compare" button, a "Special Buy" badge, and an "Add To Cart" button. The products shown are:

- Frigidaire 25.54 cu. ft. Side by Side Refrigerator in Stainless Steel** (Model# FFSS2614Q5): 4.5 stars (87), Was \$4,999.99, Special Buy \$3,999.99, **\$897.30** (Save \$2,071.70 (18%)), Free Delivery.
- Whirlpool 20.6 cu. ft. Side by Side Refrigerator in Monochromatic Stainless Steel, Counter Depth** (Model# WRSS71C0DM): 4.5 stars (118), Was \$4,999.99, Special Buy \$4,399.99, **\$1,197.90** (Save \$401.10 (25%)), Free Delivery.
- Amana 24.5 cu. ft. Side by Side Refrigerator in Stainless Steel** (Model# AD2578B85): 4.5 stars (316), Was \$4,999.99, Special Buy \$4,699.99, **\$797.40** (Save \$301.60 (27%)), Free Delivery.
- Frigidaire Gallery 22.16 cu. ft. Side by Side Refrigerator in Stainless Steel, Counter Depth** (Model# FGHC231PF): 4.5 stars (1794), Was \$4,999.99, Special Buy \$4,299.99, **\$1,096.20** (Save \$402.80 (27%)), Free Delivery.

At the bottom right, there are "Live Chat" and "Feedback" icons.

## Search Refinements:

Department,  
Brand, Price,  
Counter Depth,  
Refrigerator Width,  
or Height,  
or Depth,  
Color/Finish,  
Capacity (cu. ft.),  
Review Rating,  
General Features,  
Refrigeration Dispenser Features,  
Ice/Water,  
Energy Star Certified,  
Eco Options



# Home Depot – product page

The screenshot shows the Home Depot product page for a Samsung refrigerator. The page layout includes a top navigation bar with the Home Depot logo, location information (21st South), a search bar, and links for My Account and Cart. Below the navigation bar are category links: All Departments, DIY Projects & Ideas, Home Services, Local Ad, and Specials & Offers. The main content area features a breadcrumb trail: Home / Appliances / Refrigerators / Side by Side Refrigerators. The product details section includes the model number (RH22H90105R), internet number (4205071064), and store number (SD SKJ #1000047922). The product title is "Samsung 21.5 cu. ft. Side by Side Refrigerator in Stainless Steel, Counter Depth Food Showcase Design". The product image shows the refrigerator with its doors open, revealing the interior shelves and drawers. There are several smaller images to the left of the main image, including a video player and a "+8" icon. The price is listed as \$2,298.60 /each, with a "Special Buy" badge indicating a savings of \$365.40 (14%) through 10/19/2016. The original price was \$2,664.00 and the special buy price was \$2,554.00. The color is listed as "Stainless Steel". There are social media sharing icons (Facebook, Pinterest, Email, Print) and a "Save to List" button. A "What to expect" section provides information about installation options and delivery dates. A "Free Delivery" section includes a "Check earliest delivery date" button and an "Add To Cart" button. A "Contact your local store" section provides a link to contact the local store for pricing and to place orders. The bottom of the page features a "Related Items" section with links to Product Overview, Specifications, Recommended Items, Questions & Answers, and Customer Reviews. There is also a "Collections (3)" section and a "YOUR CURRENT PRODUCT" section. A "Live Chat" and "Feedback" button are located in the bottom right corner.

## Product Page Features:

Product image carousel

360 degree photos

Installation instruction video

Sale price

Free Delivery

Energy Guide

Installation Guide

Specification

Use & Care Manual

Warranty

Customer Reviews

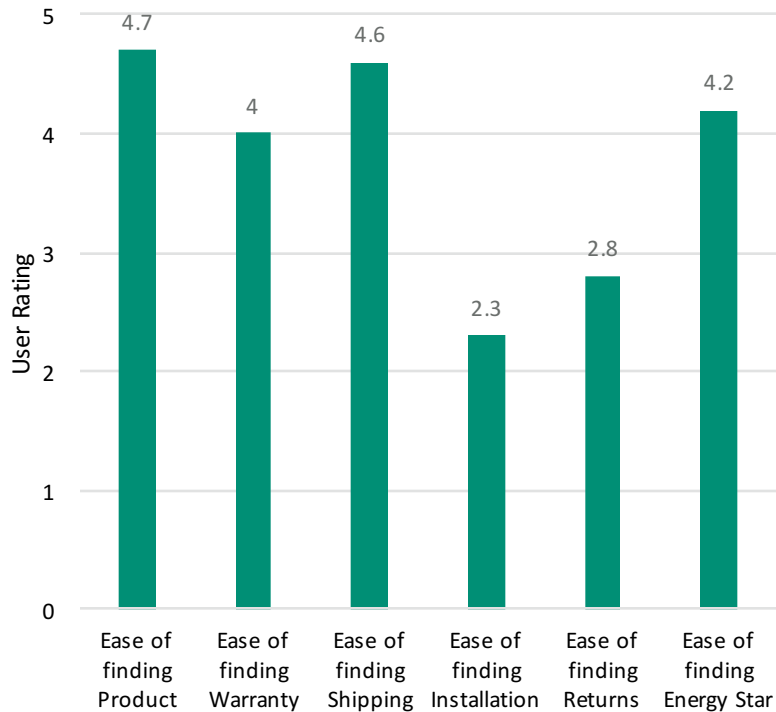
Customers Who Viewed This Item Bought (recs)

More Products With These Features (search function with similar refinements pre-selected)

Customer Q&A



# Lowes – specific tasks

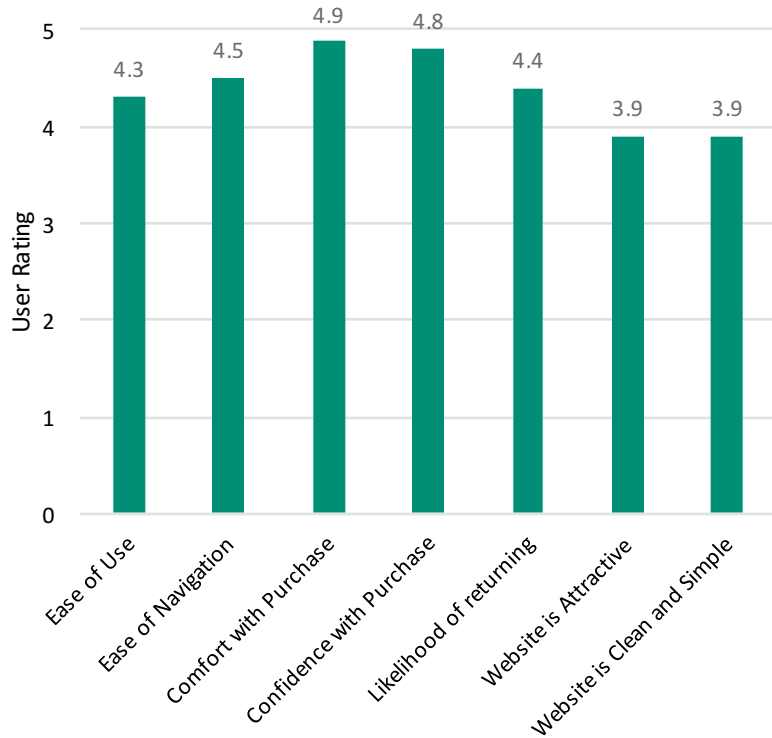


## Video Clips

- Category page useful for navigation
- Uses confusing wording of “protection plan” for warranty, but easy to find
- Shipping information up top next to price
- Installation information difficult to find on product page
- Return policy on a different page from product
- Energy star picture next to product image



# Lowes – overall experience



“Too much clutter on the site made it difficult to find the most important information. Having to scroll down the entire website to find the return policy seems a bit counterproductive.”



“It was very easy to find and compare different fridges, and the prices and ratings were clearly available.”



“A little cluttered, and I didn't like the pop-up chat window. I also didn't like that they called a warranty a protection plan. I feel like most people when looking for a warranty will be keyed in to find that word, specifically.”



# Lowes Service Offers

## Delivery and Installation:

Free local appliance delivery  
Paid installation service

## Warranties:

3-year and 5-year plans



# Lowes – store page

**LOWE'S** Open until 10PM! Murray Lowe's

mylowes Sign in

Departments Search for it here...

## Appliances

**NOBODY BEATS OUR PRICES. NOBODY.\***

**10% - 30% OFF**  
Appliances \$396 or More  
Exclusions apply. Plus FREE local delivery.  
Offer ends 10/12/16.

30-DAY SATISFACTION GUARANTEE

SHOP NOW

Get Details >

**SAVE \$801**  
GE 27.8-cu ft French Door Refrigerator  
\$1,999 Was \$2,799  
★★★★★

**SAVE \$200 ON PAIR**  
Roper Laundry Pair  
\$299 each. Was \$399 each.  
★★★★★  
Gas dryer available at additional cost.

BRING YOUR NEXT PROJECT TO LIFE NOW

**UP TO 18 MONTHS SPECIAL FINANCING\*\*** OR **5% EVERY OFF DAY** **APPLY NOW**

\*\*Offers subject to credit approval and cannot be combined. Exclusions apply to 5% off offer.

Get Details

SHOP ALL APPLIANCES

**UP TO 30% OFF** Refrigerators

**UP TO 30% OFF** Washers & Dryers

**UP TO 30% OFF** Ranges

**UP TO 25% OFF** Dishwashers

## Store Page Features:

- Huge Sale Banner
- Store Credit Card Banner
- Shop by Fridge type (large photo links)
- Installation guide video
- Shop by finish
- Shop by Brand,
- Banner Next Day Delivery for In-stock items
- Buying Guides
- Energy Savings Guide
- Tech Innovation Videos
- Related Product Category links
- Chat module



# Lowes – search/nav page

The screenshot shows the Lowe's website interface. At the top, there's a navigation bar with the Lowe's logo, a search bar, and user account options. Below the navigation bar, there's a promotional banner for a 30% OFF on refrigerators. The main content area is titled "French Door Refrigerators" and includes a "Related Categories" section on the left. The product listings are displayed in a grid, showing four different refrigerator models with their specifications, prices, and ratings. A "Refine" section on the left allows users to filter products by color/finish and rating. A "Need Help?" chat window is visible in the bottom right corner.

**UP TO 30% OFF Refrigerators**  
\$396 or more. Exclusions apply. Plus FREE local delivery. Offer ends 10/12/16. [Get Details >](#)

Departments

mylowes Sign in

Appliances > Refrigerators

## French Door Refrigerators

Related Categories

- Available for Pickup Today at: Murray Lowe's
- Sort by: FEATURED

Ranges

Range Hoods

Washers & Dryers

Refine

Appliances Color/Finish

- Bisque/Black (1)
- Black (45)
- Black stainless steel (34)
- Custom panel (5)
- Red (1)

More

Rating

- ★★★★★ (72)
- ★★★★☆ (127)
- ★★★☆☆ (17)
- ★★☆☆☆ (9)
- ★☆☆☆☆ (3)

Number of Doors

Product	Price	Rating	Delivery
Samsung 28.15-cu ft 4-Door French Door Refrigerator with Single Ice Maker	\$2,198.00	★★★★☆ (615)	FREE Delivery
Samsung 24.6-cu ft French Door Refrigerator with Dual Ice Maker	\$1,798.00	★★★★☆ (267)	FREE Delivery
Samsung 28.07-cu ft French Door Refrigerator with Dual Ice Maker	\$1,998.00	★★★★☆ (232)	FREE Delivery
LG 24.1-cu ft French Door Refrigerator with Dual Ice Maker (Black)	\$1,748.00	★★★★☆ (168)	FREE Delivery

COMPARE

Whirlpool Gold 25.2-cu ft French Door Refrigerator with Single Ice Maker...  
Whirlpool 24.7-cu ft French Door Refrigerator with Single Ice Maker...

**Need Help?**  
Lowe's: Hi, need some help today?  
Lowe's: Click on "Chat Now" to speak with a live expert right away!

## Search Refinements:

- Categories
- Counter depth
- Overall Capacity (cu. ft.)
- Built-In
- Height
- Rating
- Depth
- Finish
- Width
- Brand
- Ice Maker
- Price
- Energy Star Qualified
- Sub-Brand
- Lowe's Exclusive
- CEE Tier Qualified
- ADA Compliant
- Reversible Door





# Lowes – product page

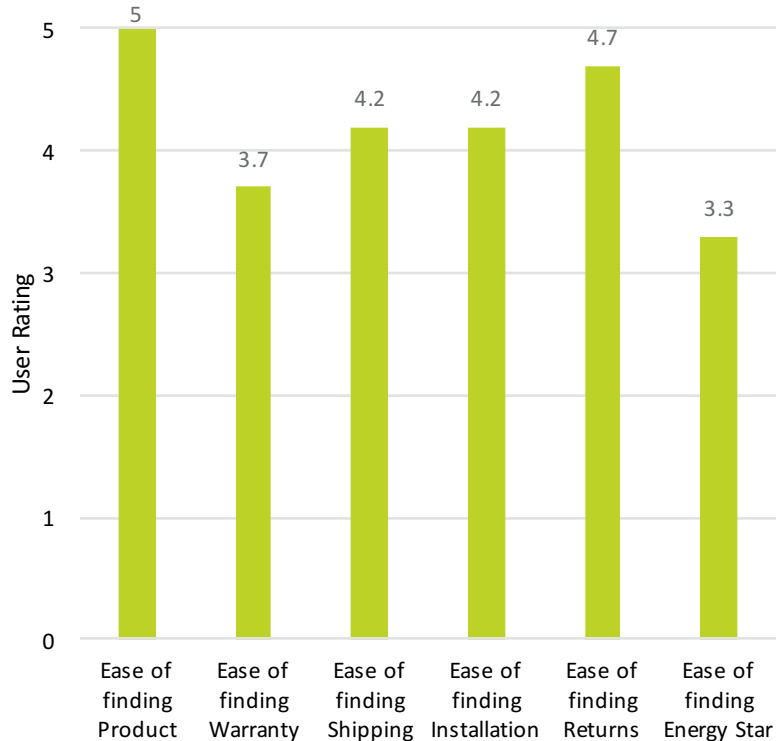
The screenshot shows the product page for a Samsung 28.15-cu ft 4-Door French Door Refrigerator with Single Ice Maker (Stainless Steel) ENERGY STAR. The page features a navigation bar with the Lowes logo, a search bar, and a user account link. The product title and price are prominently displayed, along with a 'SAVE 33%' badge. A large product image is shown with a video player overlay. To the right of the image are options for manufacturer color/finish (Stainless Steel) and Lowe's Extended Protection Plans (3 YEAR: \$89.97, 5 YEAR: \$149.97). Below these are 'ADD TO CART', 'SAVE', and 'SHARE' buttons. Further down, there are sections for 'FREE Store Pickup' and 'FREE Delivery'. At the bottom, there is a financing offer: 'Get 5% Off\* Every Day or Up to 18 Months Special Financing\*\*'. The 'Product Information' section is partially visible at the bottom of the page.

## Product Page Features:

- Product image carousel
- 360 degree photos
- Product video
- 3 & 5 year warranties
- Check Other (Lowes) Stores link
- Credit Card banner
- Product Details
- Specs
- Ratings & Reviews
- Customer Q&A
- Protection Plans
- Energy Guide
- Installation Guide
- Dimensions Guide
- Use & Care Guide
- Energy Guide
- Customers Also Viewed links recs
- Related Items recs



# Build.com – specific tasks

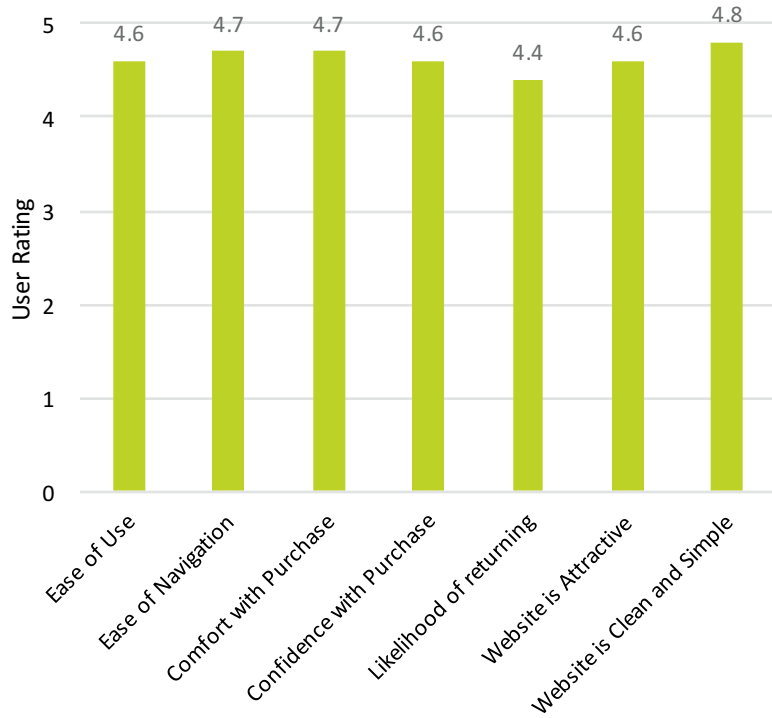


## Video Clips

- Category page has useful subcategory links for navigation
- Warranty underneath product description, but easy to miss
- Shipping information next to price
- Installation found in resource center to the right of the product overview
- Returns link is very small underneath price, and easy to miss
- There's an energy guide next to product description, but no easily seen energy star



# Build.com – overall experience



"[I liked] the ample amount of information provided as well as the easy of searching and filtering by different categories."



"The overview of the product was bunched all together so it made me not want to read through it all."



"The clean, minimalistic interface. Allows me to shop without being distracted."



# Build.com Service Offers

Delivery and Installation:

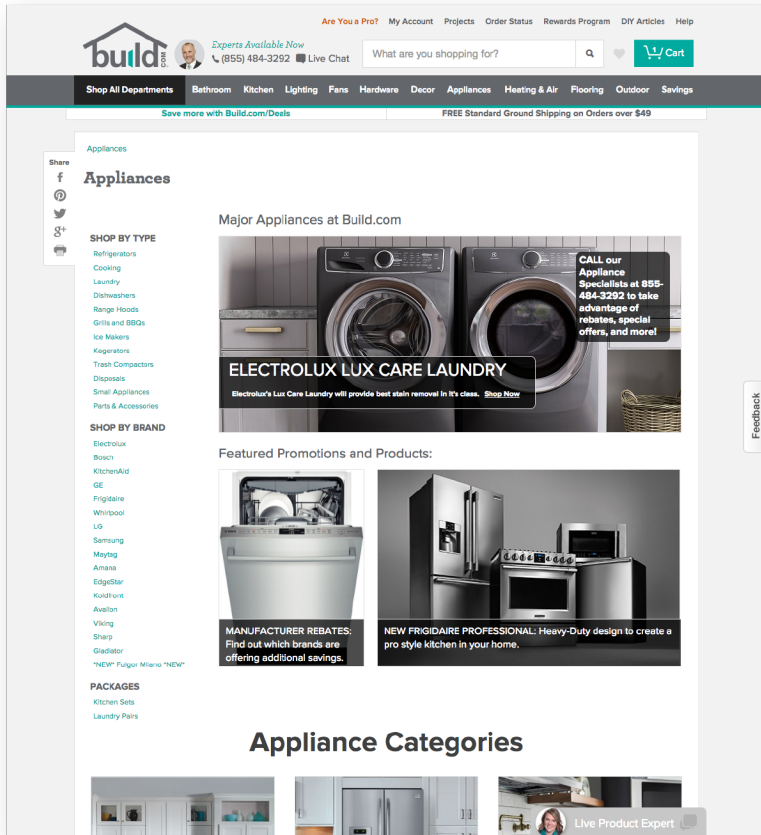
[Installation Resource Center](#)

Warranties:

Extended warranty plan available



# Build.com – store page

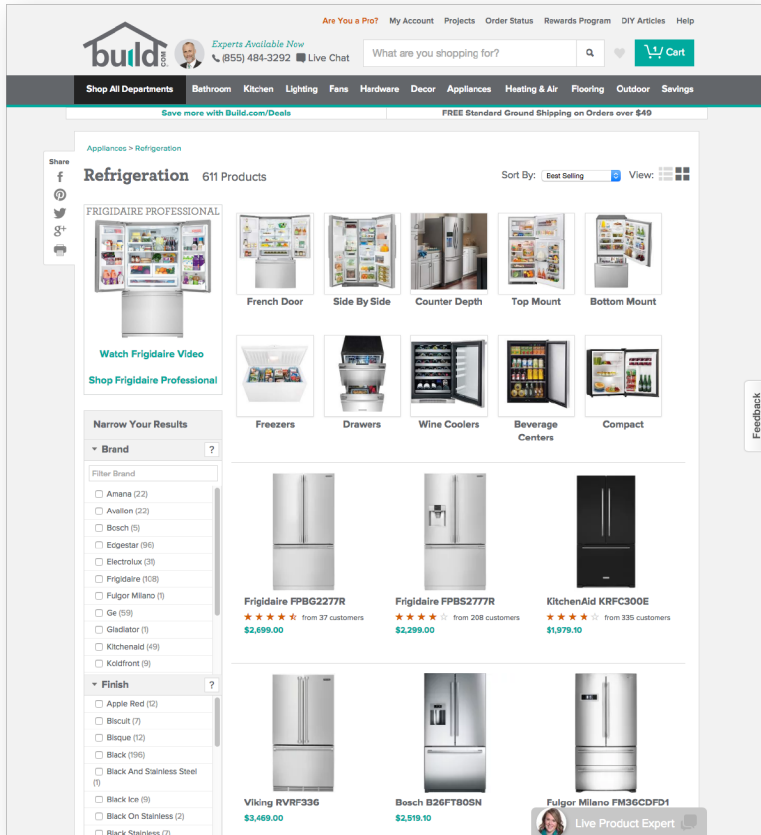


## Store Page Features:

- Shop by Type
- Shop by Brand
- ElectroLux Banner
- Featured Promotions Banners
- Sponsored Ad Video link
- Product Category photo links



# Build.com – search/nav page



## Search Refinements:

- Brand
- Finish
- Price
- Fridge Type
- Width
- Height
- Depth
- Counter-Depth
- Freezer Capacity
- Water Dispenser Type
- Ice Dispenser Type
- Fridge Shelves
- Freezer Shelves
- Features
- Bulb Type
- Sabbath Mode
- Panel Ready
- Buying Guide link to page
- Recently Viewed Items



# Build.com – product page

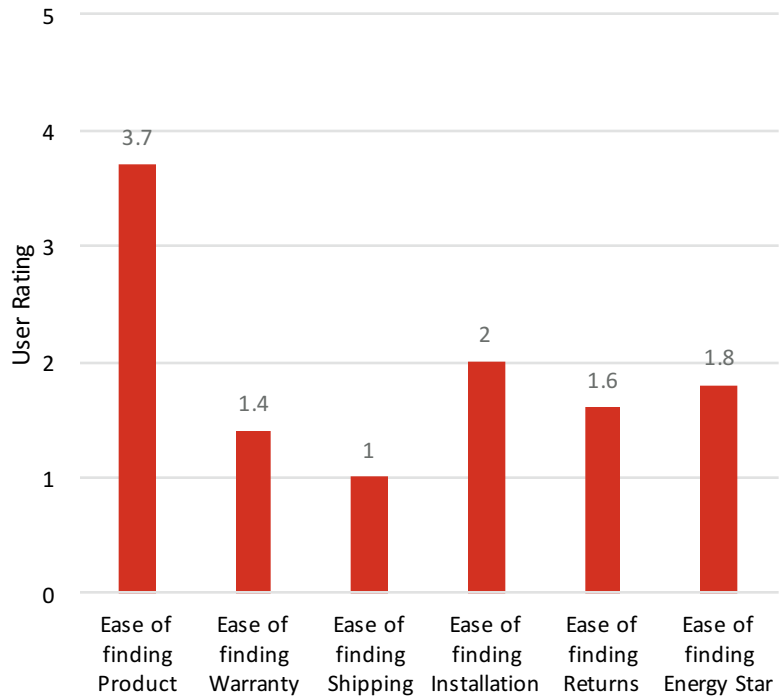
The screenshot shows the Build.com product page for a Frigidaire FPBG2277RF refrigerator. The page features a navigation bar at the top with links for 'Are You a Pro?', 'My Account', 'Projects', 'Order Status', 'Rewards Program', 'DIY Articles', and 'Help'. Below the navigation bar is a search bar and a 'Cart' icon. The main content area includes a breadcrumb trail 'Appliances > Refrigeration Frigidaire FPBG2277RF', the product name 'Frigidaire FPBG2277RF', and a description: 'Stainless Steel 36 Inch Wide 22.6 Cu. Ft. French Door Counter Depth Refrigerator with PureAir Filtration from the Professional Collection'. The price is listed as '\$2,699.00' with a note that it is 'Originally \$2,999.00, Your Savings: 10%'. There is an 'Add To Cart' button and a 'Compare' button. Below the main product image are several smaller images of the refrigerator from different angles. A 'Questions about Frigidaire FPBG2277RF?' section is visible, along with a 'We Also Recommend These Similar Products' section showing five other refrigerator models. At the bottom, there are tabs for 'Overview', 'Specifications', 'Reviews', 'Product Q&A', and 'Matching Products'. A 'Manufacturer Resources' section is also present.

## Product Page Features

- Product image carousel
- 360 degree photos
- Product video
- 3 & 5 year warranties
- Check Other (Lowes) Stores link
- Credit Card banner
- Product Details
- Specs
- Ratings & Reviews
- Customer Q&A
- Protection Plans
- Energy Guide
- Installation Guide
- Dimensions Guide
- Use & Care Guide
- Energy Guide
- Customers Also Viewed links recs
- Related Items recs



# Pirch – specific tasks



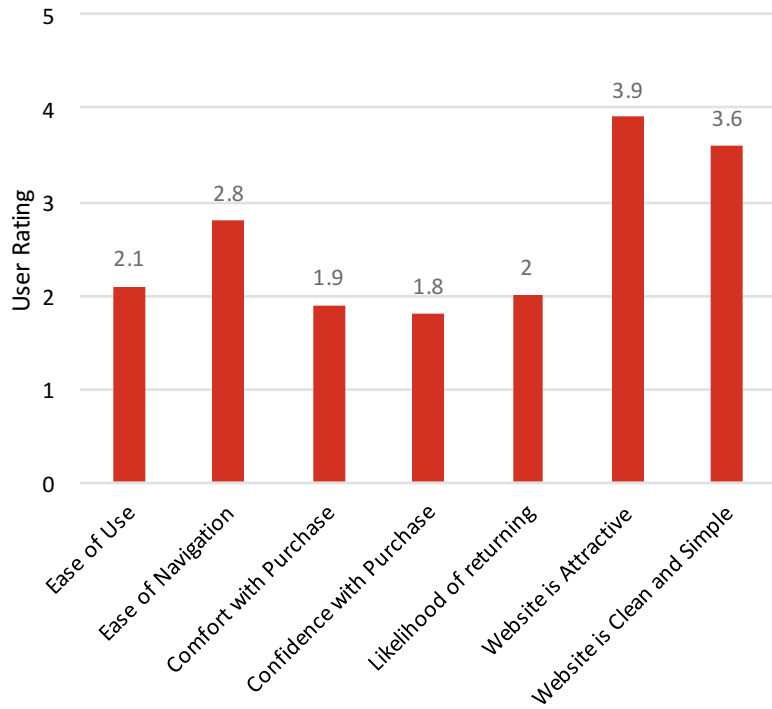
## Video Clips

- Navigation broken into brands, making finding specific features difficult
- Warranty not found on product page
- Shipping information not on product page, and difficult to find in checkout
- No installation available, just a phone number
- Return Policy not available, just a phone number
- Energy Star certification in mods with product features





# Pirch – overall experience



“I really enjoyed the imagery used throughout the website. I loved how the price was right at the top when searching and I knew exactly what the brand was and the look and feel of the fridge.”



“Hard to zoom in on specific models and figure out price, shipping, features. Need to be able to search by feature, not just brand.”



“Difficulty in finding detailed information about the products, and the sites policies (delivery fees, installation fees, etc). Needs more photos and search options.”



# Pirch Service Offers

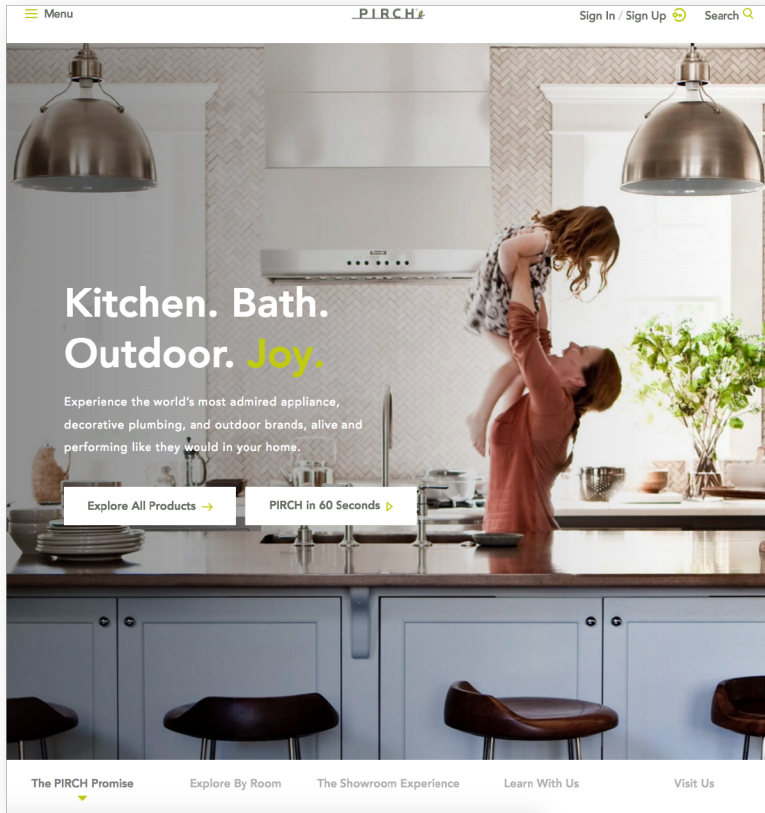
No delivery information available

No installation information available

Note: Pirch's goal is to get users into their physical showrooms to make a purchase



# Pirch – store page

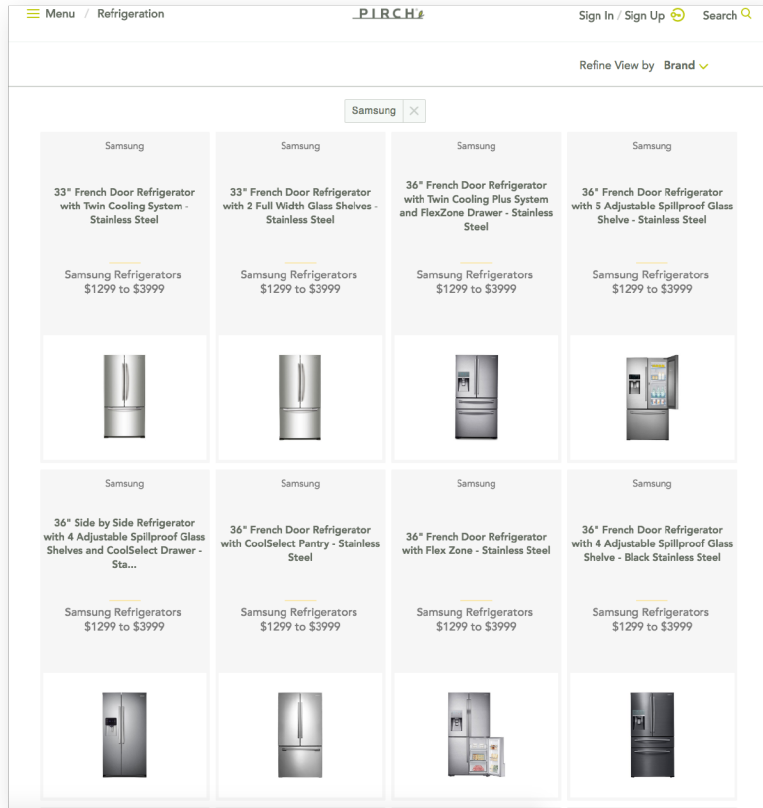


## Store Page Features:

- Shop by Type
- Related Items
- Shop Top Brands
- Store Sales Ad
- Sponsored Ad
- Free Delivery \$396 or more
- Shop by Feature
- Shop by Finish (material)
- Shop by Brand
- Products on Sale
- Customers Also Viewed
- Recently Viewed Items
- Similar Items
- Live Chat feature

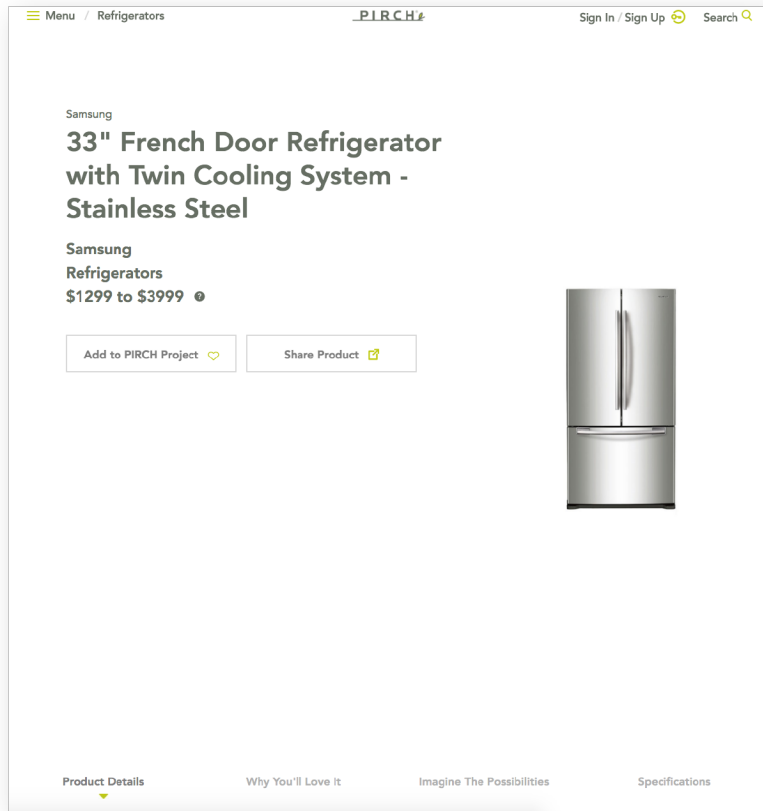


# Pirch – search/nav page



Their Search/Nav page consists of only product tiles, there are no search refinements.

# Pirch – product page

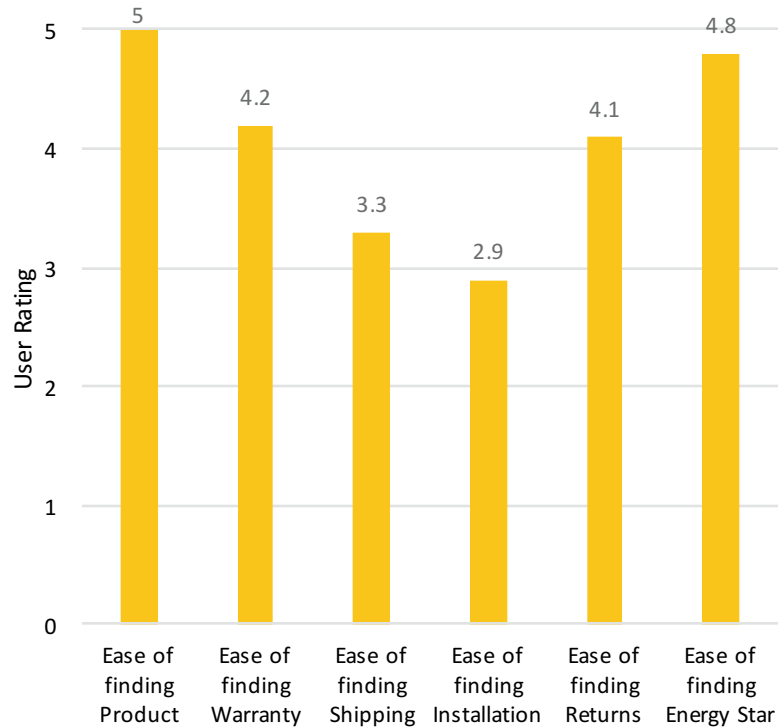


## Product Page Features:

- Only one product photo
- Product specs
- Installation guide to download
- More from this collection link
- Find a store



# JCPenney – specific tasks

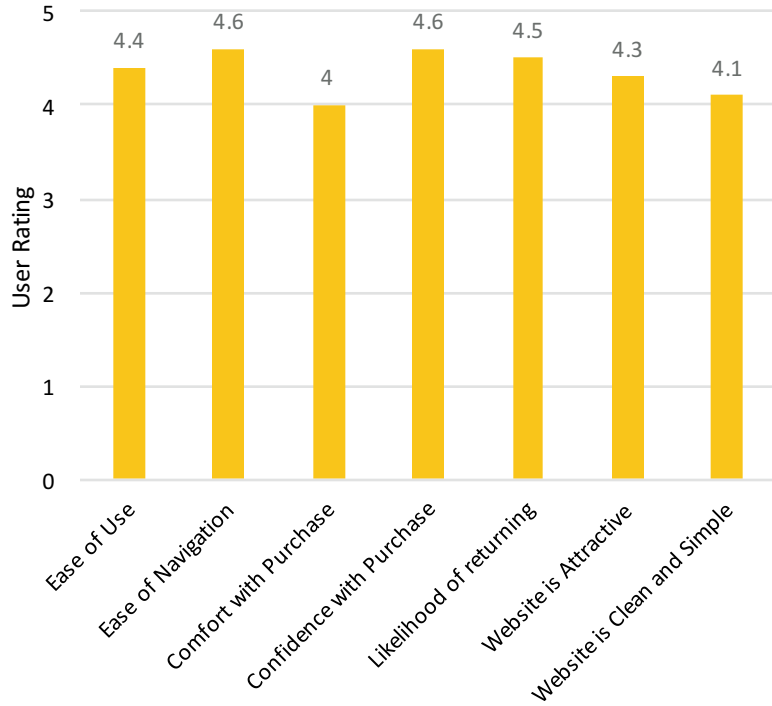


## Video Clips

- Search feature pulls up very accurate results
- Warranty has its own section under product details
- Shipping information available after entering in zip code
- No direct installation information available
- Returns policy in small link under important information
- Energy Star logo above important information



# JCPenney – overall experience



“The search engine was easy to use and the results list showed me a photo of each refrigerator that I could use to identify the ‘french door’ configuration.”



“The fact that installation options are not explicitly explained or linked to from the product page, I only found that info via a promotional banner.”



“There was a lot of variety, even though I didn't have time to look around at everything I would have if I was really shopping for a fridge on this website.”



# JCPenney Service Offers

## Delivery and Installation:

Free delivery for purchases over \$299  
Basic hookup service

## Warranties:

1-Year (limited) Free  
3-Year for \$139.99  
5-Year for \$239.99





# JCPenney – store page

The screenshot shows the JCPenney store page for appliances. At the top, there is a navigation bar with the JCPenney logo, a search bar, and links for 'Your Store: Valley Fair Mall change store' and 'my bag \$0.00'. Below the navigation bar, there are category links: 'for the home', 'bed & bath', 'window', 'appliances', 'women', 'lingerie', 'men', 'juniors', 'kids', 'baby', 'shoes', 'handbags', 'jewelry', 'gifts', 'sephora', and 'clearance'.

The main promotional banner features three offers: 'UP TO 30% OFF\* major appliances, select styles', '18 OR 30 MONTHS SPECIAL FINANCING\* available on qualifying major appliance purchases made through 10/25/16 on a JCPenney Credit Card. Not required at time of purchase. DON'T HAVE A JCPENNEY CREDIT CARD? APPLY NOW | GET DETAILS', and 'FREE DELIVERY on all appliance purchases over \$299. NEED HELP? CALL 1-866-JCP-APPL 1-866-827-3770. DELIVERY NOT AVAILABLE IN ALL MARKETS. GET DETAILS'. The banner also includes logos for LG, Samsung, and GE Appliances.

Below the banner, there is a grid of product categories: refrigerators, microwaves, dishwashers, ranges, appliance packages, washers & dryers, range hoods, freezers & ice makers, small appliances, wall ovens, cooktops, and disposals & compactors. Each category has a small image and a link to view products.

At the bottom of the banner, there are four promotional tiles: 'STARTING AT \$99 WASHER OR DRYER\*', 'STARTING AT \$99 REFRIGERATORS\*', 'FREE PEDESTAL WITH SIBOXCK BUNDLE\*', and 'INSTANTLY SAVE \$71 ON SAMSUNG 4PC SUITE\*'. Each tile has a small image and a link to view products.

Below the banner, there is another promotional banner with the same offers as the top banner: 'FREE DELIVERY & BASIC INSTALLATION on all appliance purchases over \$299', '18 OR 30 MONTHS SPECIAL FINANCING\*', and 'EARN JCPENNEY REWARDS\* for points earned on major appliances!'. It also includes the same logos and contact information.

On the left side of the page, there is a sidebar with the following sections: 'APPLIANCES', 'KITCHEN APPLIANCES' (refrigerators, ranges, microwaves, range hoods, cooktops, wall ovens, dishwashers, freezers & ice makers, disposals & compactors, wine & beverage coolers, small appliances, kitchen packages), 'WASHERS & DRYERS' (washers, dryers, washer & dryer sets, view all washers and dryers), 'MORE HOME APPLIANCES' (air conditioners, space heaters & humidifiers, vacuums & floorcare, fans & air care), 'BRANDS' (lg, samsung, view all brands), 'MORE WAYS TO SHOP' (appliance packages, ENERGY STAR certified, twin load washers), 'DEALS & PROMOTIONS' (sale, appliance rebate center, promotional financing), and 'HELPFUL INFORMATION' (find a store, delivery information).

At the bottom of the page, there is a footer with the text: 'Household Appliances Sophisticated Enough to Match Your Lifestyle. The makings of a great home go beyond just furniture and décor—having a proper array of functional and advanced home appliances is essential for any living space. That's why so many people make it a priority to get their hands on some of the best refrigerators, range washers, dryers, and washing machines out there. It's not always easy to find the perfect appliances for your specific...'. Below this text is a small URL: 'www.jcpenney.com/g/refrigerators?N=152ha21Dgr3fy'.

## Store Page Features:

Huge Sale Banners

Shop by Category (photo links)

Shop by Brand

Related Product Category links



# JCPenney – search/nav page

JCPenney logo and search bar: enter search term or web id

Your Store: Waukegan, IL change store

my bag \$0.00

for the home bed & bath window appliances women lingerie men juniors kids baby shoes handbags jewelry gifts sephora clearance

UP TO 30% OFF major appliances, select styles. SHOP NOW

18 OR 30 MONTHS SPECIAL FINANCING\* on all appliance purchases made through 10/25/18 only. JCPenney Credit Card. DON'T HAVE A JCPENNEY CREDIT CARD? APPLY NOW GET DETAILS

FREE DELIVERY on all appliance purchases over \$299. GET DETAILS

10% Off. Prices & Q. Code limited to 10% off savings.

196 products for REFRIGERATORS

narrow by

ITEM TYPE

- french door(81)
- top freezers(43)
- side by side(43)
- mini refrigerators(16)
- bottom freezer(13)

COLOR/FINISH FAMILY

- stainless steel(120)
- black stainless(35)
- stainless look(3)
- white(76)
- black(76)

SEE MORE

BRAND

- gen(90)
- lg(55)
- samsung(34)
- hotpoint(5)
- magic chef(8)

SEE MORE

FEATURES

- counter depth(24)
- energy star cert(110)
- auto defrost(142)
- temperature control(132)
- gallon door storage(107)

SEE MORE

CAPACITY

- less than 6 cu ft(12)
- 6 cu ft - 14.9 cu ft(8)
- 15 cu ft - 19.9 cu ft(32)
- 20 cu ft - 22.9 cu ft(40)
- 23 cu ft - 25.9 cu ft(30)

SEE MORE

REFRIGERATORS

sort by: featured showing items: 1-24 of 196 items per page: 24 | 72 1 2 3 4 5 ... 9 >

Samsung 72" High 27.9 cu. ft. Family Hub 4-Door Flex French Door Refrigerator \$5,999 - \$5,799 original <b>\$3,799 - \$3,899 sale</b>	GE® Series ENERGY STAR® 24.9 Cu. Ft. French-Door Refrigerator \$1,499 - \$1,599 original <b>\$1,349 - \$1,439 sale</b>	GE® 17.5 Cu. Ft. Top Freezer Refrigerator \$599 original <b>\$519 sale</b>	LG ENERGY STAR® 27 cu. ft. Ultra Large Capacity 3-Door French Door Refrigerator with Smart Cooling \$2,599 original <b>\$1,899 sale</b>
★★★★★ (18 reviews)	★★★★★ (55 reviews)	★★★★★ (701 reviews)	★★★★★ (344 reviews)
LG 26 cu. ft. Side-by-Side Refrigerator with Door-in-Door™ Design \$1,799 - \$1,899 original <b>\$1,449 - \$1,549 sale</b>	LG 24.1 cu. ft. Ultra Large Capacity 3-Door French Door Refrigerator with Dual In-Measure \$2,249 - \$2,449 original <b>\$1,648 - \$1,749 sale</b>	LG ENERGY STAR® 28.5 CU. FT. ULTRA CAPACITY 3-DOOR FRENCH DOOR REFRIGERATOR WITH DOOR-IN-DOOR DESIGN \$3,399 original	LG ENERGY STAR® 28.7 CU. FT. SUPER CAPACITY 4-DOOR FRENCH DOOR REFRIGERATOR WITH CUSTOM-CHILL DRAWER-BLACK STAINLESS STEEL

## Search Refinements:

- Item Type
- Finish
- Brand
- Features
- Capacity
- Price Range
- Number of Doors + Drawers
- Dispenser Features
- Depth
- Height
- Rating



# JCPenney – product page

The screenshot shows the JCPenney product page for a Samsung refrigerator. The page features a navigation bar with categories like 'for the home', 'bed & bath', 'window', 'appliances', etc. A search bar and a 'Your Store' location selector are also present. A promotional banner at the top offers '30% OFF' on major appliances, '18 or 30 MONTHS SPECIAL FINANCING', and 'FREE DELIVERY'. The main product image is a Samsung 72" High 4-Door Flex French Door Refrigerator. The product details include the model number (RF29K950SGUAA), color (Black Stainless), and a price of \$3,899 (sale) from \$5,799 (original). The page also features a 'PRODUCT DESCRIPTION', 'ENERGY STAR' qualified badge, and a list of features such as Food Management, Family Connection, and Entertainment. A 'PRODUCT SPECIFICATIONS' table is located at the bottom left. On the right side, there are sections for 'Protection Plans', 'CHECK ITEM AVAILABILITY', and 'Questions?'. The Samsung logo and helpful information links are also visible.

for the home bed & bath window appliances women lingerie men juniors kids baby shoes handbags jewelry gifts sephora clearance

100,000+ **30% OFF** major appliances, select styles **SHOP NOW**

**18 or 30 MONTHS SPECIAL FINANCING** available on qualifying major appliance purchases made through our online and in-store credit cards. **APPLY NOW** **GET DETAILS**

**FREE DELIVERY** on all appliance purchases over \$299 **GET DETAILS**

NEED HELP? CALL 1-844-JCP-APPL (1-844-527-2775) OR VISIT OUR HELP PAGE, FAQs, PRODUCT Q&A

jcpenny > appliances > refrigerators > return to product results

♥ Samsung 72" High 27.9 cu. ft. Family Hub 4-Door Flex French Door Refrigerator

Model # RF29K950SGUAA

web ID: 9540480

COLOR Black Stainless

PRODUCT DESCRIPTION

Make the kitchen the center of your home. Family Hub™ helps you manage your home and your life with Food Management, Family Connection and Entertainment capabilities—all controlled from a 21.5" Wi-Fi enabled touchscreen on a beautiful 4-Door Flex Refrigerator.

- ENERGY STAR® qualified
- Food Management—built-in cameras for food management, plus direct grocery ordering
- Family Connection—share multiple calendars, photos and notes
- Entertainment—stream music and videos or mirror your TV
- spacious 27.9 cu. ft. of food storage

**SAMSUNG**

HELPFUL INFORMATION

Refrigerator Measuring Guide  
Click To Learn About FamilyHub Technology®  
Refrigerator Buying Guide  
Returns Policy

PRODUCT SPECIFICATIONS

DIMENSIONS			
Capacity	27.9 Cu Ft	Depth With Door Open	49 Inch
Capacity (cu. Ft.)- Freezer	11.5 Cu Ft	Depth With Handles	34 1/4 Inch
Capacity (cu. Ft.)-Fresh Food	16.4 Cu Ft	Depth less Door	29 3/8 Inch

**\$3,899 SALE**  
~~\$5,799 ORIGINAL~~  
32% off

★★★★☆  
21 Reviews Write A Review  
Q&A Ask A Question

QUANTITY  
1

Protection Plans

1 year limited FREE

No additional protection

3 year appliance protection plan, save 10% when you buy 2 or more! \$149.99

5 year appliance protection plan, save 10% when you buy 2 or more! \$249.99

CHECK ITEM AVAILABILITY

zip code  **CHECK**

**ADD TO BAG**

SAVE FOR LATER

Questions?  
1-844-JCP-APPL  
(1-844-527-2775)

Please note that some states may charge a disposal fee per item. [view more](#)

see stores with major appliance display

Appliance haul away and/or moving services are available for purchase. [see details](#)

## Product Page Features:

Product image carousel

Product video

3 & 5 year warranties

Measuring Guide

Buying Guide

ADA Compliant

Energy Star Certified

People Who Viewed This Ultimately Purchased

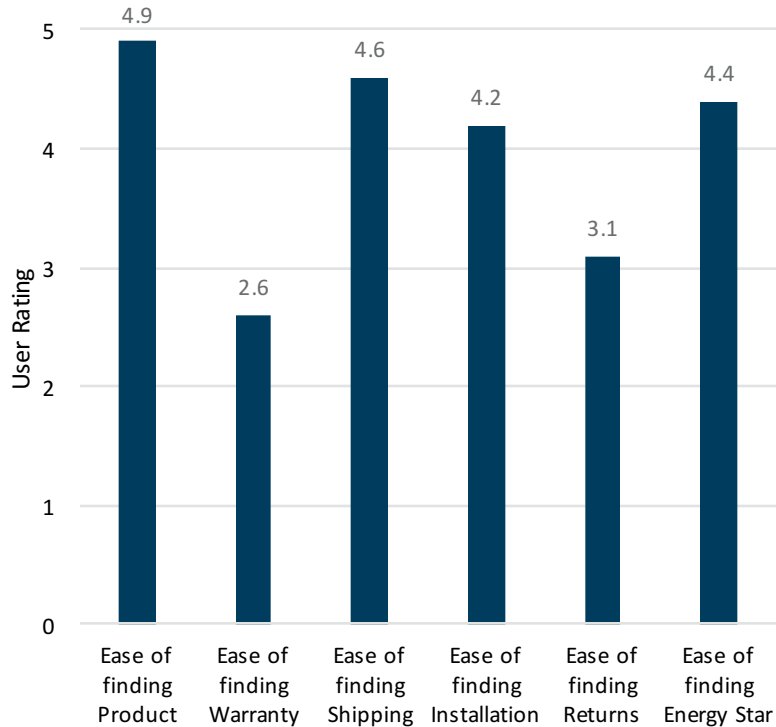
Reviews

Q&A

Customers Also Bought (recs)



# Best Buy – specific tasks

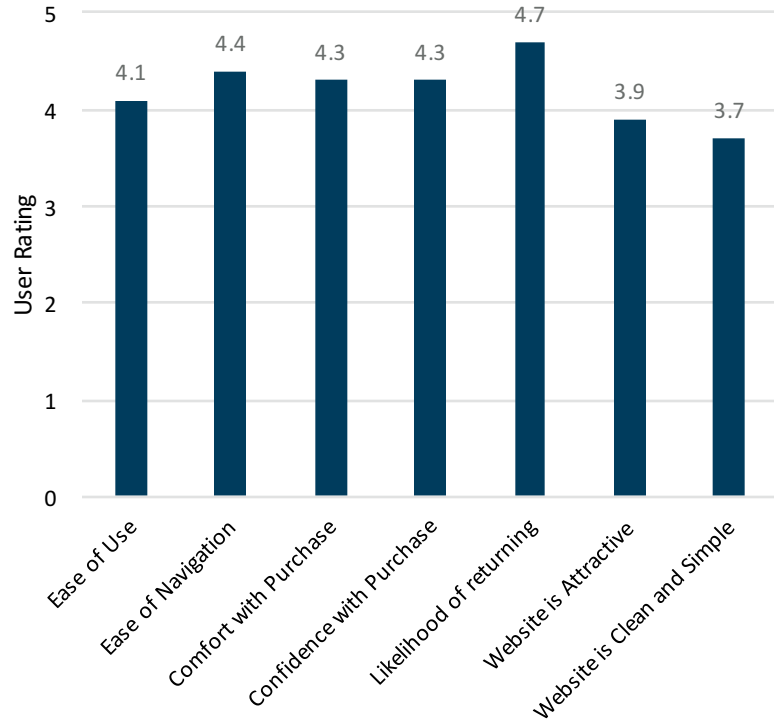


- Category page has easy to see subcategories with pictures
- Geek squad and protection plans available, but not the manufacturer's warranty
- Delivery information to the right of product image
- Installation under special offers, and links to a different page
- General return policy in footer, but doesn't apply to all products
- Energy star rating under product overview

## Video Clips



# Best Buy – overall experience



“[I liked] The ease of narrowing down the search to the criteria that I was looking for and the clean presentation.”



“During the test I found that some information that would be helpful was not clear to me such as warranty info and return info specifically related to the product (not general policy).”



“It had SO MUCH information about the product. It gave me more than I would have gotten from a salesperson.”

# Best Buy Service Offers

## Delivery and Installation:

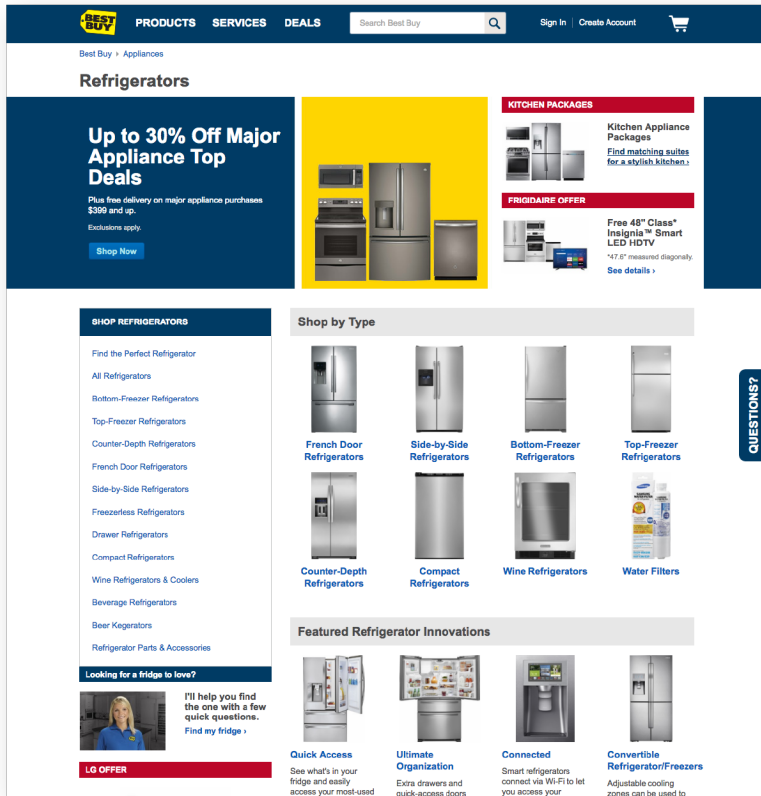
Free delivery for purchases over \$399  
Basic hookup service

## Warranties:

Greek Squad Protection Plans extend  
up to 4 years



# Best Buy – store page



## Store Page Features:

- Huge Banner for 30% off Major Appliances
- Shop by Category (list)
- Shop by Category (photo links)
- Shop by Featured Refrigerator Innovations
- Shop Top Brands
- Shop Accessories
- Related Categories
- Protection & Services
- Free Delivery \$399 or more
- Delivery and/or Installation guides
- Learn About Refrigerators (videos)
- Top Rated recs
- Live Chat feature



# Best Buy – search/nav page

Best Buy | Appliances | Refrigerators

## French Door Refrigerators

Brand | Primary Finish Color | Features | Width | Capacity Range (cu. ft.) | Depth | Price | Height w/ Hinge | Number of Doors | Refrigerator Type | Customer Rating | Condition | Discount | Current Deals | Collection

**BUYING GUIDE** | **PACKAGES** | **DEALS OF THE WEEK**

**Refrigerators**  
Discover which type is right for you.  
[See the buying guide >](#)

**Build Your Perfect Kitchen**  
Discover stylish, matching kitchen appliances with the features you need.  
[Shop kitchen packages >](#)

**MAJOR APPLIANCES**  
[See the deals >](#)

**How to Measure for a New Appliance**  
A little measuring now can help you avoid delivery headaches later. Learn how to accurately measure your available space for installing a new appliance.  
[Watch the video >](#)

QUESTIONS?

All Items (267) | **Pick up Today**

Sort by: **Best Selling** |  Store availability | View:  List  Grid

**Samsung - Showcase 27.8 Cu. Ft. 4-Door French Door Refrigerator - Black Stainless Steel**  
Model: RF29R8200S0 | SKU: 4278201  
Digital controls; metal cooling technology; FlexZone drawer with 4 temperature settings; Food ShowCase door; 2 humidity-controlled crispers; 5 spill-proof shelves; lower freezer drawer  
★★★★☆ 4.7 (501 Reviews)  
Store pickup & delivery

**\$ PRICE MATCH GUARANTEE**  
**\$2,299.99**  
ON SALE  
**SAVE \$1,033**  
(Reg. \$3,332.99)  
[Add to Cart](#)

- Free Delivery on Orders \$399 and Up
- Flexible Financing: See Details
- Installation and Haul Away: [Learn More](#)

**Samsung - Showcase 27.8 Cu. Ft. 4-Door French Door Refrigerator - Stainless Steel**  
Model: RF29R8200S1 | SKU: 4278000  
Digital controls; metal cooling technology; FlexZone drawer with 4 temperature settings; Food ShowCase door; 2 humidity-controlled crispers; 5 spill-proof shelves; lower

**\$ PRICE MATCH GUARANTEE**  
**\$2,199.99**  
ON SALE  
**SAVE \$1,022**  
(Reg. \$3,221.99)

Search Refinements:

- Brand
- Finish
- Features
- Width
- Capacity Range
- Depth
- Price
- Height
- Number of Doors
- Refrigerator Type
- Customer Rating
- Condition
- Discount





# Best Buy – product page

The screenshot shows the Best Buy product page for a Samsung Showcase 27.8 Cu. Ft. 4-Door French Door Refrigerator in Black Stainless Steel. The page features a large product image with a 'Click or tap to enlarge' prompt and a carousel of smaller images. A 'Refrigerator Buying Guide' link is visible below the main image. The product title and model information (Model: RF28JBE8BSG, SKU: 4278201) are at the top left. A yellow 'Add to Cart' button is prominent. The price is \$2,299.99, marked as 'ON SALE' with a savings of \$1,033. A 'PRICE MATCH GUARANTEE' badge is also present. Below the price, there are buttons for 'Add to List' and 'Add to Registry'. A 'Complete Your Kitchen' section includes links for 'Delivery: Available' and 'Store Pickup'. A 'Special Offers' section lists 'Free Delivery on Orders \$399 and Up' and 'Flexible Financing'. A 'Cardholder Offers' section lists financing options like '18-Month Financing' and '12-Month Financing'. A 'Local Rebates' section notes that no rebates are found in Salt Lake City, UT. A 'QUESTIONS?' sidebar is on the right. At the bottom, a 'Complete Your Purchase' section shows a Samsung WaterWall 24" Tall Tub Built-in Dishwasher for \$3099.98.

## Product Page Features:

Product image carousel

Refrigerator Buying Guide

Complete Your Purchase (recs)

Customers Who Viewed This Item Also Viewed

Energy Rating Guide

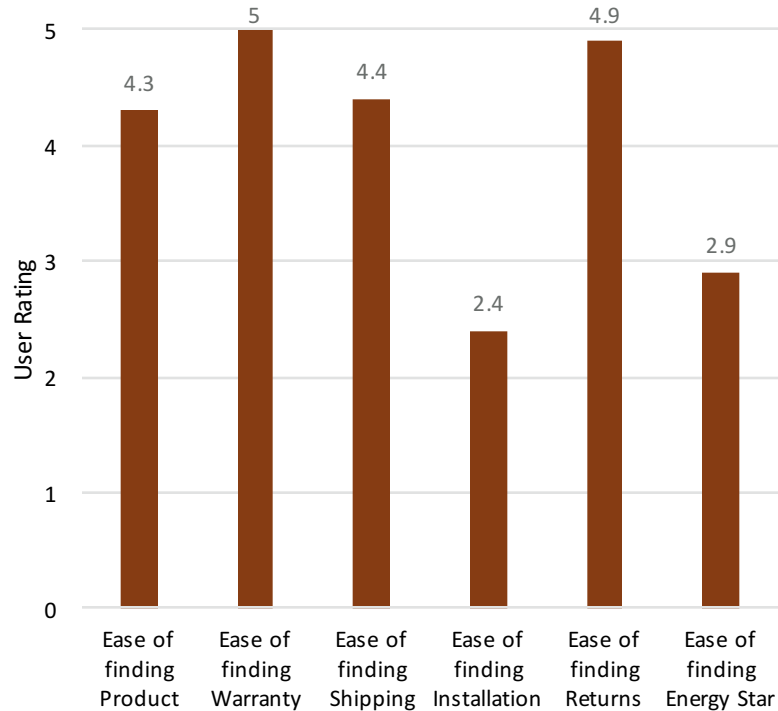
Customers Also Purchased

Customers Ultimately Purchased

Chat Module



# Overstock- specific tasks

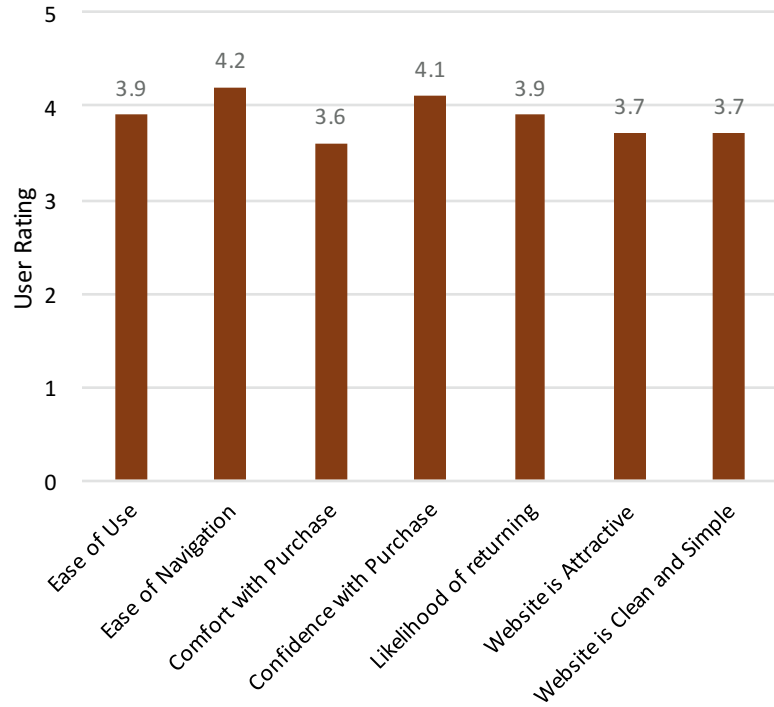


## Video Clips

- Large appliances in Home Improvement was very confusing to users
- Warranty tab at the top is very easy to find
- Shipping information easily found in two places
- Installation information not available on product page
- Returns easy to spot in shipping and returns tab
- Energy Star inside product details and specs



# Overstock- overall experience



“I liked how simple it was to type in the search bars to find exactly what I was looking for. A search navigation is a must for me when finding products. I use it over the menus.”



“Trying to find out whether or not they had installation. I think that if they don't offer it on this product then it should say so either way, so that customers don't have to continue to search for it.”



“I thought the website was a bit cluttered. When on the product detail page, have the content was about other items, and not the fridge specifically. This made finding item specific information harder.”



# Recommendations

Based on user feedback and the competitive audit, we recommend:

- Giving appliances a more prominent location on the menu bar, once all of the SKUs have been added.
- Adding the Energy Star rating as an image to the image carousel for every large appliance.
- Adding either returns or installation information as another drop down box for easier visibility.
- Using consistent wording when it comes to shipping or delivery. Some users would be looking for shipping information, and scroll past delivery.
  - The delivery time estimate is 1-4 weeks. If possible, that should be narrowed.
  - The box for delivery could default to open, so fewer users scroll past the information

