

A low-angle, close-up shot of a child and an adult's legs on a green lawn. The child, on the left, wears a white t-shirt with a rainbow graphic and orange patterned shorts. The adult, on the right, wears dark shorts and light blue sneakers. A green and white soccer ball is on the grass between them. The background shows a well-manicured hedge, trees, and a brick building under bright, sunny conditions with lens flare.

Scotts Miracle-Gro

Optimizing Lawn and Garden Ecommerce Experiences

The UX team works across all of our brands to create, optimize, and rebuild our brands' digital experiences across web and app platforms.



Greendigs




HAWTHORNE GARDENING
CO

Our sites and apps help our brands create lifelong lawn and garden enthusiasts.

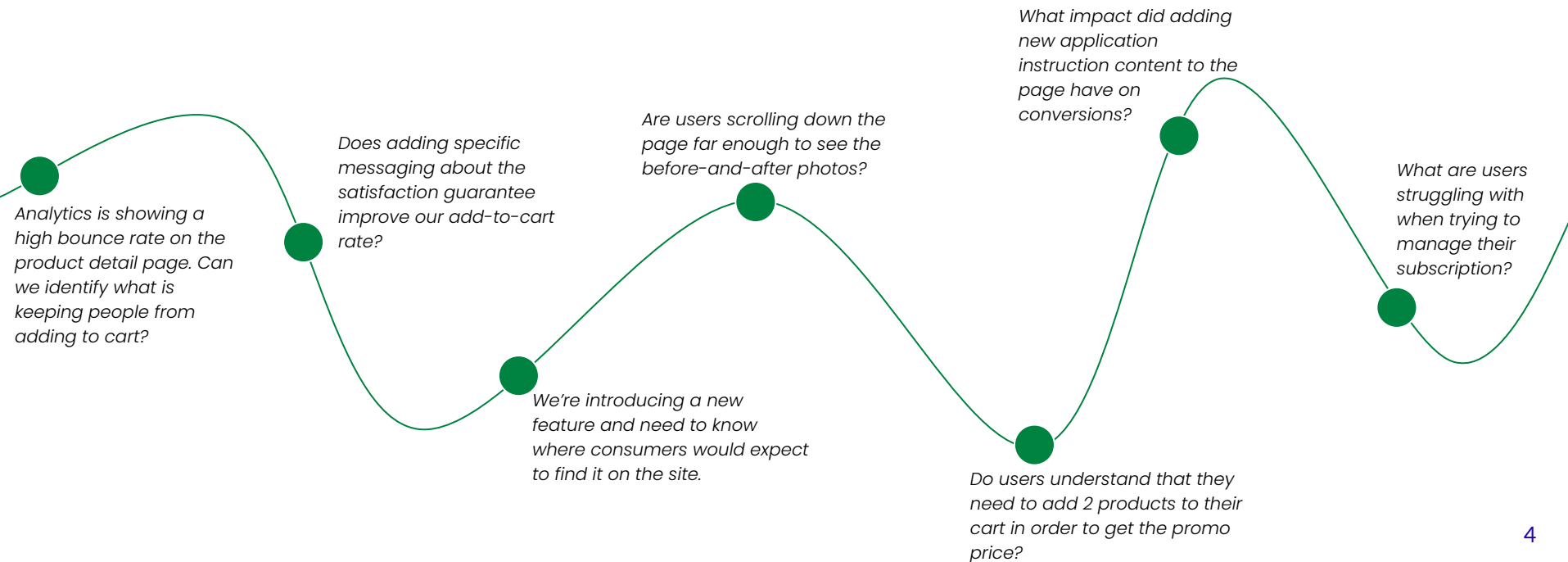
We're helping remove barriers to participating in the category and **making it easy to say yes to the next project—with us as their partner.**

Our digital experiences allow our brands to exist and be a part of consumers' experience with the lawn and garden category when and where our physical products aren't.



The best time to do UX research is... right now!

The best time to do user experience research is now! **A digital experience is never “done” and can always be optimized** based on what we’ve learned and where we are right now.





**Welcome to the
world of *instead.***TM



Objective: Create a natural lawn care brand that offers a simple solution for those who want a great backyard without having to abandon their principles.

How it Works.



**Let's hear about
your lawn.**



**See Your
Personalized Plan**



**Get What You Need
When You Need It**



Determine the right products for your **location & lawn size**

Recommend a **customized** set of products

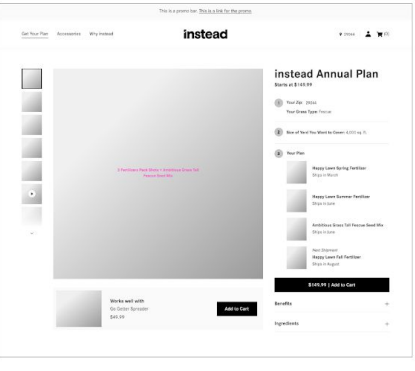
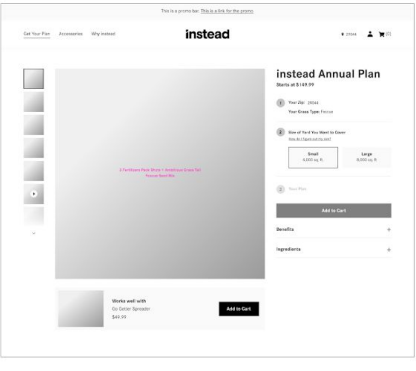
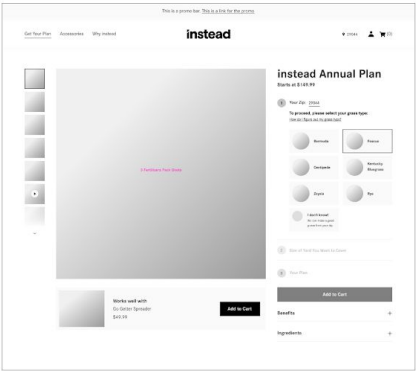
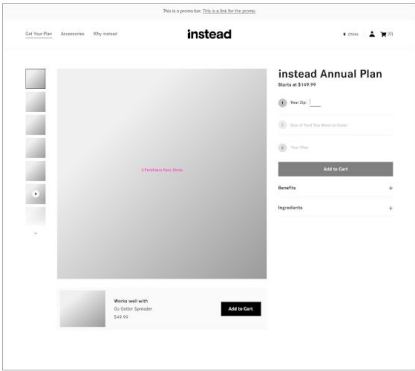
Take the guesswork out of lawn care



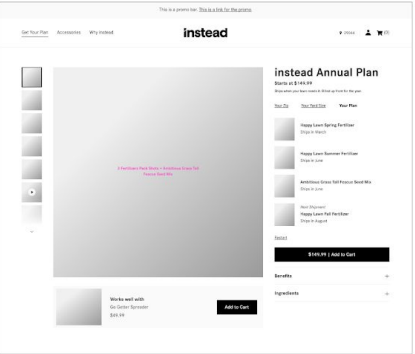
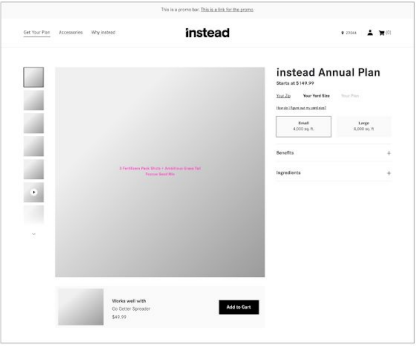
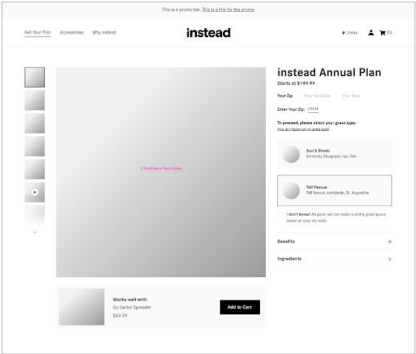
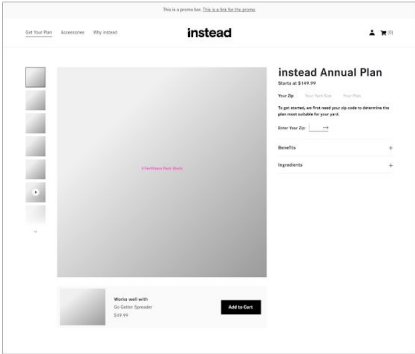
→ **Site design**

- Launch & Measure
- Usability Evaluation
- Recommendations
- Optimization

Concept A: 3 step process. If user is in a zone associated with a zone with both options for seed mix, they will be prompted to select their grass type. The vertical format allows users to see all factors that go into determining their plan at the end.



Concept B: 3 step process. If user is in a zone associated with a zone with both options for seed mix, they will be prompted to select their grass type from two groups associated with the grass seed mix. User does not see factors that go into determining their plan at the end.





instead™ Seasonal Plan

\$131.99

instead™ is a seasonally-based natural lawn care program. You get only the products you need, when you need them. And it's customized by where you live and how large your lawn is.

1 Enter your zip code

Zip code



Get Current Location

2 How big is your lawn? [How do I find my yard size?](#)

☒ Small • Covers 4,000 sq. ft.

☐ Large • Covers 8,000 sq. ft.

Find my plan

When to expect your shipment



Ingredients





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Around 20% of our visitors were clicking the Find My Plan button without entering a ZIP.

	Visits	Instead: Find My Plan Button Visits	Instead: No Plan No Zip Visit
Entry Site Section			
Page: 1 / 1 Rows: 50 1-6 of 6			
	<div>Mar 1Mar 31</div>	<div>Mar 1Mar 31</div>	<div>Mar 1Mar 31</div>
	2,390 out of 2,390	247 out of 247	52 out of 52
Product Page	725 30.3%	201 81.4%	47 90.4%



- Site design
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- **Usability Evaluation**
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3:26

www.chooseinstead.com



Find my plan

How to apply fertilizer?



How to apply seed?



See all FAQs

Show us how you
#LiveInYourYard



Your lawn is
a living thing,
so go live on it.

instead's
Natural Ingredients



natural
lawn care
that
works

Let grass
be grass.



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instead

[Get your plan](#) [Why instead](#) [Spreader](#) [How to apply](#)



instead™ Seasonal Plan

★★★★★ 4.7 (118) [Write a review](#)

instead™ is a seasonally-based natural fertilizer lawn care program. You get only the products you need when you need them. And it's customized by where you live and how large your lawn is.

Pay in full or in 4 interest-free installments when you purchase your seasonal plan with [shop Pay](#)

[learn more](#)

1 Enter your zip code

ZIP code

[Get Current Location](#)

2 How big is your lawn?

☒ Small - Covers 4,000 sq. ft.

☐ Large - Covers 8,000 sq. ft.

[How do I find my yard size?](#)

Continue

How to Apply

Ingredients

Added error states if the form field was left empty

Indenting the required fields to make the steps more prominent

Disabled the button until all required fields were filled out

instead



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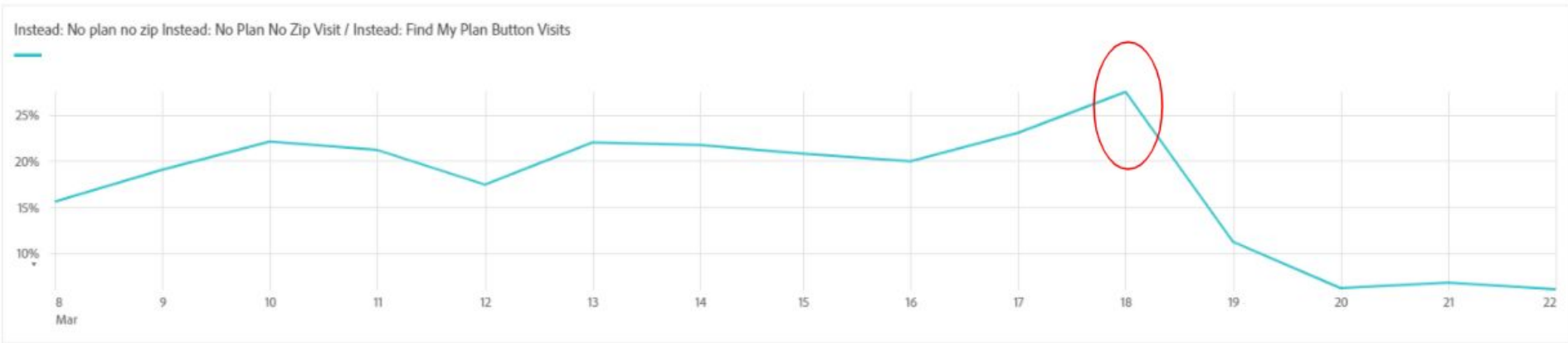
How to Apply

Ingredients



- Site design
- Launch & Measure
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- Recommendations
- **Optimization**

Around 25% of our visitors getting an error →
less than 6%, plus 100% increase in conversion



Instead reduction in user errors after implementing changes

Teams can become blind to usability issues, even when you're close to the work.

Seek out multiple data sources and methods to triangulate issues.

Measure your before and afters to show leadership and stakeholders the impact of UX work to the business.

Small improvements add up and can make a huge difference!





Thank you!

