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.





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.

What impact did adding new application instruction content to the page have on conversions? Are users scrolling down the Does adding specific page far enough to see the messaging about the before-and-after photos? What are users satisfaction guarantee struggling with Analytics is showing a improve our add-to-cart when trying to high bounce rate on the rate? manage their product detail page. Can subscription? we identify what is keeping people from adding to cart? We're introducing a new feature and need to know where consumers would expect to find it on the site. Do users understand that they need to add 2 products to their cart in order to get the promo price?





# Welcome to the world of instead.





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

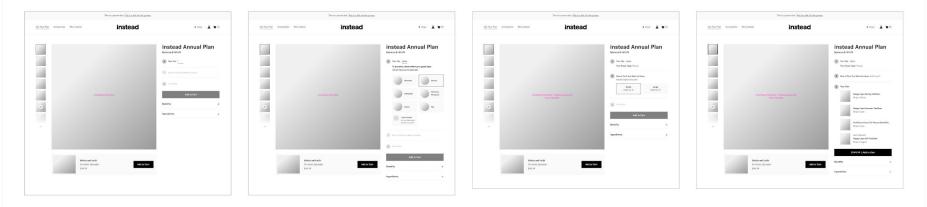


## → Site design

- 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.

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### instead<sup>™</sup> Seasonal Plan \$131.99

instead<sup>™</sup> 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 Q Get Current Location

2 How big is your lawn? How do I find my yard size?

Small · Covers 4,000 sq. ft.

O Large · Covers 8,000 sq. ft.

Find my plan	
When to expect your shipment	+
Ingredients	+

Happy Law

Spring lawn overjoyed v special reci rich in nutri from ingred feather mea and more. S it up to mak strong, so it in the face Come here.

Happy Lawn" Lawns get stressed in

summer - they can't head for the A/C. Keep them perky with this never-burn blend of wheat flour, feather meal, molasses (like your BBQ sauce) - it has just the right amount of nitrogen, to bounce back come fall. Summer here. instead."

Covers 4,000 sq ft Net weight 25.46lb (11.54 kg

Covers 4,000 sq ft Net weight 25.46lb (11.54 kg) I'm Ø green I'm Ø green



## $\rightarrow$ Site design

### → Launch & Measure

Usability Evaluation

Recommendations

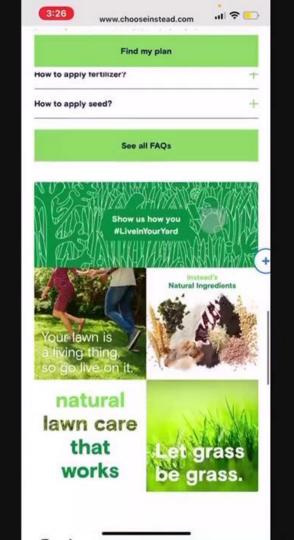
Optimization

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





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### instead<sup>™</sup> Seasonal Plan

\*\*\*\*\* 4.7 (118) Write a review

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How to apply

1

### instead<sup>™</sup> Seasonal Plan

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instead<sup>™</sup> 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 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. O Large - Covers 8,000 sq. ft. How do I find my yard size?

How to Apply

Ingredients

Continue

states if the form field was left empty

Added error

Added an outline around the form field to increase the prominence of the 7IP code entry

recipe ingredients , and lps lawns ather, so e ground istead. mmer here instead. 4,000 sq ft ght 25.46lb (11.54 kg) I'm Ø green



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learn more

1

2

#### Enter your zip code

**ZIP** code

**9** Get Current Location

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Co	ntin	ue

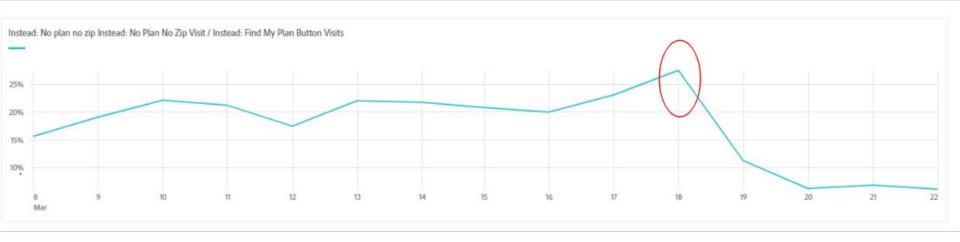
How to Apply Ingredients

-20 



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## Around 25% of our visitors getting an error $\rightarrow$ **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!

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