



shop.org 2012

online merchandising workshop

Crate&Barrel

User-Centered Product and Home Page Website Redesigns



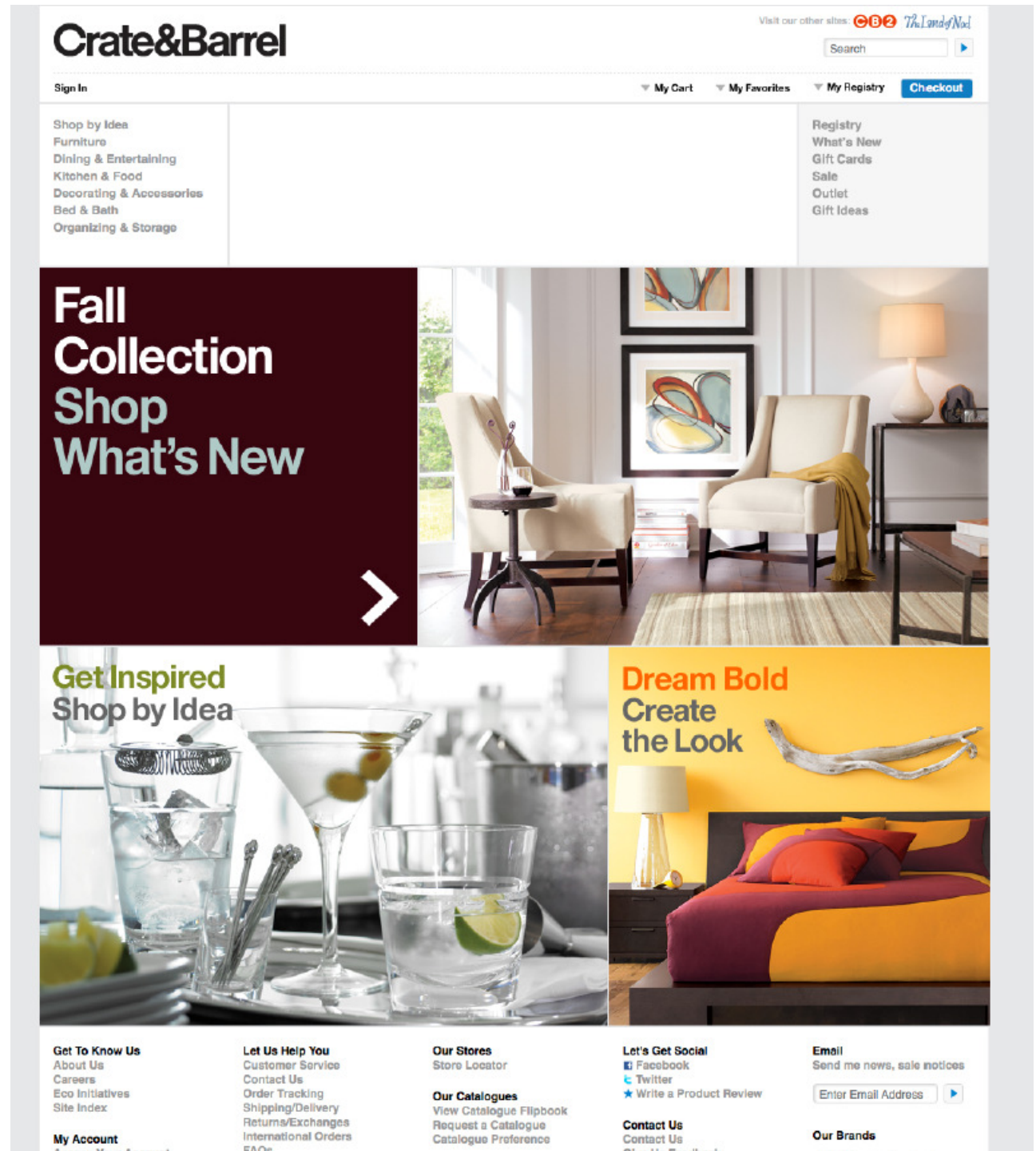
2010 Home Page Redesign

- Modular, flexible
- Encourages exploration
- Shows breadth of offering

The screenshot displays the 2010 Crate&Barrel home page with a modular grid layout. At the top, the brand name 'Crate&Barrel' is prominent, along with a search bar and user account information ('Hi, Geoffrey Sign Out'). Navigation links for 'My Cart' (2 items), 'My Favorites' (0), and 'My Registry' (0) are visible, alongside a 'Checkout' button. The main content area is divided into several tiles: a top-left navigation menu, a 'Your life together starts now. Create a Registry' tile, an 'Experts Recommend Bedroom Essentials' tile featuring a woman's portrait, a 'New Fall Collection Catalogue Flipbook' tile with a wooden table image, an 'Outdoor Activity Create the Look' tile with a woman in a living room, an 'Our Favorites A-Z' tile with a teapot image, a 'Sale' tile with a red background, a 'Modern Comfort Create the Look' tile with a sofa image, and a 'Like our new site? Give us Feedback' tile. The footer contains five columns of links: 'Get To Know Us', 'Let Us Help You', 'Our Stores', 'Let's Get Social', and 'Email', each with a list of relevant links.

Redesign Results

- 95% of clicks on the home page in the global navigation area
- On the best traffic days (Cyber Monday “takeover”) 75% of clicks in global nav
- “Cluttered” designs at times



We desired greater simplicity below the global navigation area...


- Cleaner, less cluttered design – spring 2012
- Engagement is in the global navigation

The screenshot displays the Crate&Barrel website homepage. At the top, the logo is on the left, and utility links for shipping, phone number, and site language are on the right. A search bar is positioned below the utility links. The main navigation bar includes 'Sign In', 'My Cart', 'My Favorites', 'My Registry', and 'Checkout'. Below this, a horizontal menu lists categories: Outdoor Living, Furniture, Dining & Entertaining, Kitchen & Food, Decorating & Accessories, Bed & Bath, and Organizing & Storage, with a 'Mother's Day' link. A central promotional banner features a stack of colorful bowls and the text 'Ship it for just \$4.95'. To the right of this banner is a 'Wedding & Gift Registry' section with links for 'What's New', 'Outlet', 'Gift Ideas', 'Gift Cards', 'Ideas & Inspiration', and 'The Marimekko Shop Sale'. The main content area is dominated by a large banner titled 'Set the Summer Table' showing a dining set with a colorful plate, a blue glass, and a bowl of fruit. Below this banner, there are three distinct promotional blocks: 'Up to 20% off Outdoor Furniture' with a white armchair image, 'Free Local In-Home Furniture Delivery Now through July 1' with a note about a \$1500 minimum spend, and a 'Find a Registry' section with input fields for 'First Name' and 'Last Name' and a 'Search' button.

Today

Ship it for just \$4.95. Select purchases ship to a single address for one low flat fee. Terms and conditions apply. See details ▶

Crate&Barrel

 Shipping to: United States
[Change destination or currency](#)

800.967.6696

Visit our other sites: [C&B](#) [The Island of Nod](#)

Search



Sign In

My Cart **3**

My Favorites **0**

My Registry **0**

Checkout

- Outdoor Living
- Furniture
- Dining & Entertaining
- Kitchen & Food
- Decorating & Accessories
- Bed & Bath
- Organizing & Storage

- Wedding & Gift Registry
- What's New
- Outlet
- Gift Ideas
- Gift Cards
- Ideas & Inspiration
- The Marimekko Shop
- Sale

Warming Trends



Find a Registrant. Give a Gift.

First Name

Last Name


Search

 Feedback

Today

Ship it for just \$4.95. Select purchases ship to a single address for one low flat fee. Terms and conditions apply. See details ▶

Crate&Barrel

 Shipping to: United States
[Change destination or currency](#)

800.967.6696

Visit our other sites:  

Search



[Sign In](#)

▼ My Cart **3**

▼ My Favorites **0**

▼ My Registry **0**

[Checkout](#)

- Outdoor Living
- Furniture
- Dining & Entertaining
- Kitchen & Food
- Decorating & Accessories
- Bed & Bath
- Organizing & Storage

- [Wedding & Gift Registry](#)
- [What's New](#)
- [Outlet](#)
- [Gift Ideas](#)
- [Gift Cards](#)
- [Ideas & Inspiration](#)
- [The Marimekko Shop](#)
- [Sale](#)

Save 20% off select Marimekko Bedding

Now through July 31.



Find a Registrant. Give a Gift.


[Search](#)

[\[-\] Feedback](#)

Today

Ship it for just \$4.95. Select purchases ship to a single address for one low flat fee. Terms and conditions apply. See details ▶

Crate&Barrel

 Shipping to: **United States**
[Change destination or currency](#)

800.967.6696

Visit our other sites: [CB2](#) [The Land of Nod](#)

Search



[Sign In](#)

▼ My Cart **3**

▼ My Favorites **0**

▼ My Registry **0**

[Checkout](#)

- Outdoor Living
- Furniture
- Dining & Entertaining
- Kitchen & Food
- Decorating & Accessories
- Bed & Bath
- Organizing & Storage

- [Wedding & Gift Registry](#)
- [What's New](#)
- [Outlet](#)
- [Gift Ideas](#)
- [Gift Cards](#)
- [Ideas & Inspiration](#)
- [The Marimekko Shop](#)
- [Sale](#)

Bake the Summer's Best Pies



Find a Registrant. Give a Gift.


[Search](#)

+
[Feedback](#)

Today

Ship it for just \$4.95. Select purchases ship to a single address for one low flat fee. Terms and conditions apply. See details ▶

Crate&Barrel

 Shipping to: **United States**
[Change destination or currency](#)

800.967.6696

Visit our other sites: [CB2](#) [The Land of Nod](#)

Search



Sign In

My Cart **3**

My Favorites **0**

My Registry **0**

Checkout

- Outdoor Living
- Furniture
- Dining & Entertaining
- Kitchen & Food
- Decorating & Accessories
- Bed & Bath
- Organizing & Storage

- Wedding & Gift Registry
- What's New
- Outlet
- Gift Ideas
- Gift Cards
- Ideas & Inspiration
- The Marimekko Shop
- Sale

Up to 30% off
Outdoor Furniture
Shop Now



Find a Registrant. Give a Gift.

First Name

Last Name

Search

[+] Feedback

Product Page

1 Price

2 Add to Cart

3 Reviews

4 Drawers for easy scanning and improved visibility of dimensions

Original Design

1 Verano Sofa
\$1,799.00

2 Add to Cart

3 15 Reviews

4 Verano Sofa 90\"Wx46.5\"Dx33.5\"H

Graceful deep-seated lounge sofa catches the eye with a sweeping profile whose arms curve from a refined taper to a modern flare. Extremely livable neutral linen is luxuriously spare to dress up or down. Plump back and seat cushions sink in with an extra layer of down feathers. Chunky hardwood legs are stained dark brown.

After you place your order, we will send a fabric swatch via next day air for your final approval. We will contact you to verify both your receipt and approval of the fabric swatch before finalizing your order.

- Eco-friendly construction
- Certified sustainable, kiln-dried hardwood frame
- Seat cushions are soy-based polyfoam wrapped in fiber-down blend and encased in downproof ticking
- Back cushions are 50/50 mix of feather-down blend and fiber, encased in downproof ticking
- Upholstery fabric is rayon-poly-linen blend with topstitched seam detail
- Sinuous wire suspension
- Benchmade
- Made in North Carolina, USA

Part of the Verano Sofa Collection

Shipping Details

Care

SKU: 256393

See more products tagged as: Tan, Cushion, Sofa, Cushion-back, Fabric, More than 90\"...More

More Verano Living Room Furniture

New Design

1 \$1,799.00

2 Add to Cart

3 15 Reviews

4 Verano Sofa 90\"Wx46.5\"Dx33.5\"H

Graceful deep-seated lounge sofa catches the eye with a sweeping profile whose arms curve from a refined taper to a modern flare. Extremely livable neutral linen is luxuriously spare to dress up or down. Plump back and seat cushions sink in with an extra layer of down feathers. Chunky hardwood legs are stained dark brown.

After you place your order, we will send a fabric swatch via next day air for your final approval. We will contact you to verify both your receipt and approval of the fabric swatch before finalizing your order.

Part of the Verano Sofa Collection

Details and Dimensions

Return/Exchange Policy

Care


More Items

Product Page

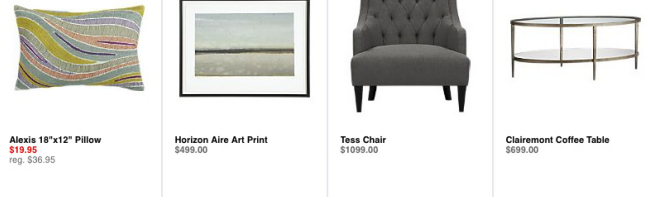
New design exposes reviews and more types of cross-sells vs. tabbed treatment

Original Design

More Verano Living Room Furniture



Recommended Items Coordinating Items Customers Also Bought Fabric Details Read Reviews (15)

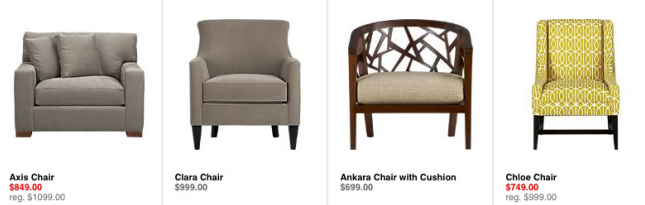


Alexis 18"x12" Pillow
\$19.95
reg. \$36.95

Horizon Aire Art Print
\$499.00

Tess Chair
\$1099.00

Clairemont Coffee Table
\$699.00




Axle Chair
\$348.00
reg. \$1099.00

Clara Chair
\$999.00

Ankara Chair with Cushion
\$699.00

Chloe Chair
\$749.00
reg. \$999.00

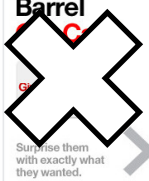


Blake Grey Wash Lounge Chair with Cushion
\$699.00

Bordeaux Coffee Table
\$899.00

Paloma Dining Table
\$1999.00

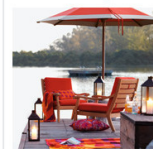
Crate and Barrel



Surprise them with exactly what they wanted.


New Summer Inspiration

View Flipbook >



Crate and Barrel Credit Card

Learn More



Get To Know Us
About Us
Careers
Eco Initiatives
Social Responsibility
Site Index

Let Us Help You
Customer Service
Contact Us
Order Tracking
Shipping/Delivery
Returns/Exchanges
International Orders
FAQs

Our Stores
Store Locator
The Marimekko Shop

Our Catalogs
View Catalog Flipbook
Request a Catalog
Catalog Preference

Let's Get Social
Facebook
Twitter
Pinterest
Write a Review


Our Brands

Contact Us
Contact Us
Give Us Feedback
800.967.6696

Crate and Barrel Credit Card

New Design

More Items



Read Reviews (15) Write a review

Date - Newest First

★★★★★ 3 out of 5

sdcreative
Read all my reviews

Location: San Diego
Dwelling: apartment/condo
Style: traditional

Love the comfort, hate the maintenance

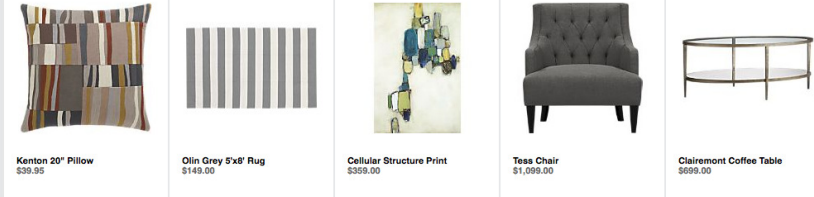
"When we first sat on this couch we knew it was right for us. We love to lounge and watch TV, so the depth of this couch was great for two people to lay side by side very comfortably. The first issue I had was that every time someone sat down and then got up the couch looked like a mess and had to be fluffed up again...and again...and again. This has become my constant struggle with this couch. I am starting to notice that the cushions are also losing their shape due to normal use. Lately, after 6 months of ownership, I have started to notice feathers peeking out from the fabric of the couch. Now I get poked with one at least once a day. I hate to pull them out because I'm afraid the whole couch is going to look deflated soon. This shouldn't be happening right? Overall, this couch is beautiful and comfy, but I'm having major issues with it's construction and worry that it won't last long before it completely loses it's shape and beauty."

2 of 2 people found this review helpful.

Was this review helpful to you? Yes No (Best Feedback Button)

Show All Reviews

Recommended Items



Kenton 20" Pillow
\$39.95


Otin Grey 5'x8' Rug
\$149.00

Cellular Structure Print
\$359.00

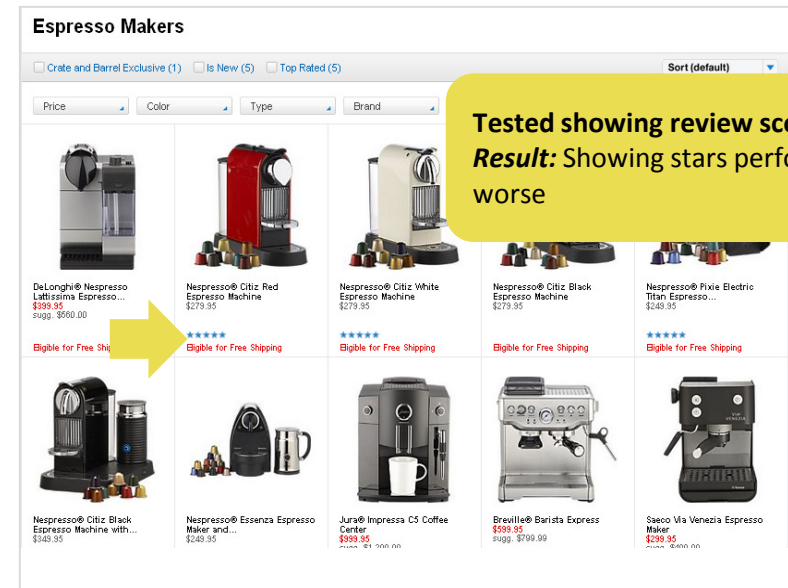
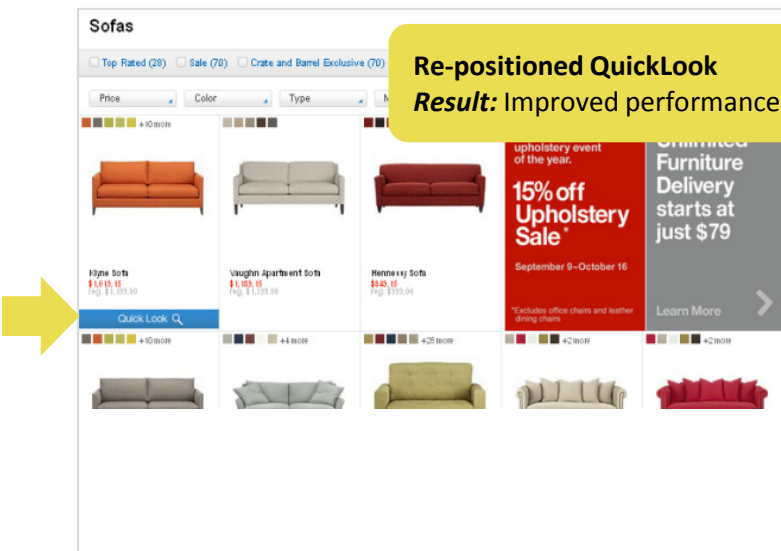
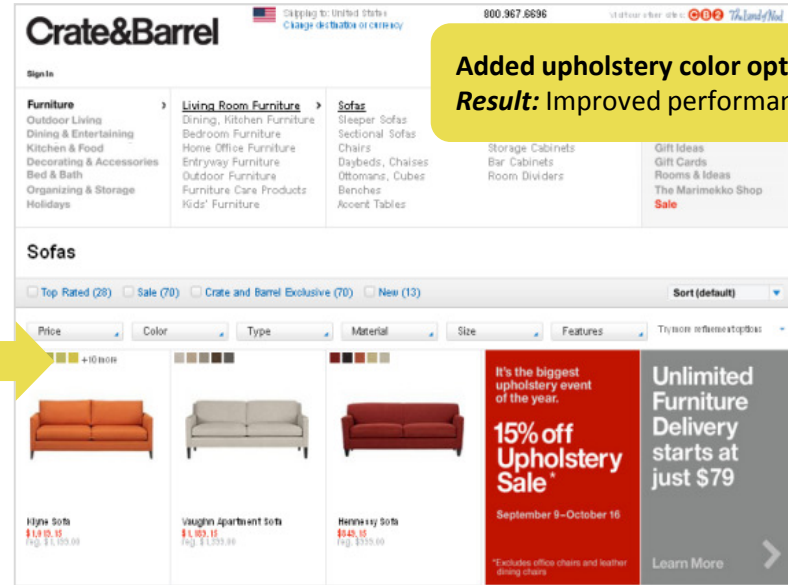
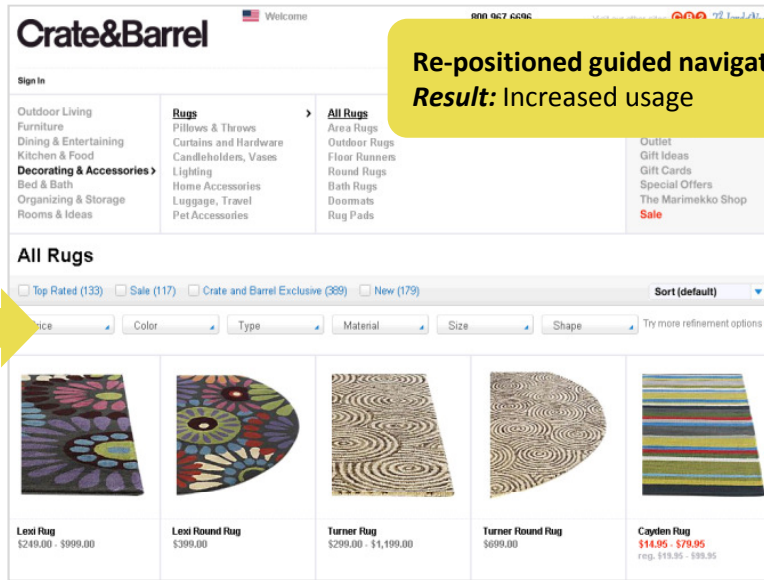
Tess Chair
\$1,099.00

Clairemont Coffee Table
\$699.00

Coordinating Items



Continually testing new options on core shopping pages to improve % of product views and conversion



Shopping for Dining Tables

We have tried to create more flexible page templates that allow the online shopping experience to mirror elements of the store experience. This first design we tested performed worse than the original design.
















Original Design

Dining Tables

Top Rated (44) Sale (4) Crate and Barrel Exclusive (108) New (37)

Sort (default)


Price Color Type Material Shape Features Try more refinement options


 Walker II Slate 95" Dining Table \$999.00	 Walker II Slate 71" Dining Table \$999.00	 Walker II Cherry 95" Dining Table \$999.00	 Walker II Cherry 71" Dining Table \$999.00	 Basque Honey 104" Dining Table \$999.00
 Basque Honey 82" Dining Table \$799.00	 Basque Honey 65" Dining Table \$999.00	 Basque Honey 40" Square Dining Table \$499.00	 Basque Java 104" Dining Table \$999.00	 Basque Java 82" Dining Table \$799.00
 Basque Java 65" Dining Table \$999.00	 Basque Java 40" Square Dining Table \$499.00	 Basque Java 28" Dining Table \$999.00	 Basque Java 14" Dining Table \$999.00	 Basque Java 82" Dining Table \$799.00


Design Test 1


Dining Table Collections Change View

Walker II Dining Tables
\$499.00 – \$999.00


 Size/Shape
 Seating Capacity
 Color/Finish
See Room View



Walker II Cherry 95" Dining Table
\$999.00
95" w x 38" d x 29" h



Walker II Slate 71" Dining Table
\$899.00
70.5" w x 38" d x 29" h



Walker II Slate 71" Dining Table
★★★★
\$499.00
48" dia. x 29" h

Basque Dining Tables
\$499.00 – \$999.00


 Size/Shape
 Seating Capacity
 Color/Finish
Honey
Clear Selections



Basque Honey 104" Dining Table
\$999.00
104" w x 47" d x 29.5" h



Basque Java 42" Round Dining Table
\$599.00
42" dia. x 29.5" h



Basque Honey 40" Square Dining Table
★★★★
\$499.00
40" w x 40" d x 29.5" h

Parsons Dining Tables
\$459.00 – \$1,659.00

 Size/Shape
 Seating Capacity
 Color/Finish
Reclaimed Wood
Clear Selections


Parsons White Top 48x28 Dining Table
\$549.00
48" w x 28" d x 29.5" h


Parsons Elm-Framed Steel Top High Dining Table
\$719.00
48" w x 28" d x 36" h


Parsons Reclaimed Wood Top 72x42 Dining Table
\$1,659.00
72" w x 42" d x 30" h

Shopping for Dining Tables

Refined design
Simplified display by Collection

Design Test 2 – Winner!

Dining Table Collections

Basque Dining Tables

\$499.00 - \$999.00



Basque Honey 104" Dining Table
\$999.00



Basque Honey 40" Square Dining Table
\$499.00



Basque Honey 42" Round Dining Table
\$599.00



Basque Honey 65" Dining Table
\$599.00



Basque Honey 82" Dining Table
\$799.00



Basque Java 104" Dining Table
\$999.00



Basque Java 40" Square Dining Table
\$499.00



Basque Java 42" Round Dining Table
\$599.00



Basque Java 65" Dining Table
\$599.00



Basque Java 82" Dining Table
\$799.00

Halo Dining Tables

\$599.00 - \$679.00



Avalon Dining Tables

\$499.00 each



Avalon 45" Black Extension Dining Table
\$499.00



Avalon 45" White Extension Dining Table
\$499.00

Pacifica Dining Tables

\$799.00 reg. \$949.00



Pacifica 60" Dining Table
\$799.00 reg. \$949.00

Big Sur Dining Tables

\$1,499.00 - \$1,999.00



Big Sur Natural 65" Dining Table
\$1,499.00



Big Sur Natural 90.5" Dining Table
\$1,799.00



Big Sur Smoke 90.5" Dining Table
\$1,999.00

Cabria Dining Tables

\$699.00 each



Cabria Dark Extension Dining Table
\$699.00



Cabria Honey Brown Extension Dining Table
\$699.00

Span Dining Tables

\$299.00 each



Promotional Banner “Themes”







Are themes distracting?


Almost 4% lift in site conversion showing featured “themes” throughout the core shopping paths vs. hiding them

Dining, Kitchen Storage

Top Rated (43) Sale (3) Crate and Barrel Exclusive (80) New (12) Assembly Required (30) Sort (default)

Price Color Type Material Size Shape Try more refinement options

 Cato Sideboard \$1,299.00	 Pierce Sideboard \$1,699.00	 District Sideboard \$999.00
 Couture Sideboard \$1,299.00	 Cirque Two-Door Sideboard \$999.00	 Cirque Three-Door Sideboard \$1,299.00










Belmont Kitchen Island

Fireplace Accessories

Top Rated (4) Crate and Barrel Exclusive (13) New (7) Assembly Required (1) Sort (default)

Price Color Type Material Shape Features Try more refinement options

 Alton II Pewter Fireplace Screen \$179.00	 Alton Pewter Fireplace Tool Set \$169.00	 Alton Pewter Log Holder \$99.95
 Alton Pewter Fireplace Candelabra \$69.95	 Alton II Bronze Fireplace Screen \$179.00	 Alton Bronze Fireplace Tool Set \$169.00










Prairie Grass Fireplace Screen

Food Containers, Storage

Top Rated (91) Sale (9) Crate and Barrel Exclusive (49) New (35) Assembly Required (4) Sort (default)

Price Color Type Brand Material Shape Try more refinement options

 Small Glass Refrigerator Depth: \$6.95 Reg. \$9.95	 Medium Glass Refrigerator Depth: \$8.95 Reg. \$10.95	 Large Glass Refrigerator Depth: \$12.95 Reg. \$14.95
 Online Only Large Deep Fridge Bin \$12.95	 Online Only Small Deep Fridge Bin \$9.95	 Online Only Fridge Soda Can Organizer \$11.95






Top Rated


Gallon Storage Jars

Decorative Pillows

Top Rated (49) Sale (8) Crate and Barrel Exclusive (77) New (47) Sort (default)

Price Color Type Material Shape Features Try more refinement options

 Rivini 18" Pillow \$29.95 Reg. \$34.95	 Savona Stripe 18"x12" Pillow \$24.95 Reg. \$29.95	 Pierson 18"x12" Pillow \$26.95
--	---	---







The Marimekko Shop
see more pillows

Serving Bowls

Top Rated (118) Sale (11) Crate and Barrel Exclusive (158) New (60) Sort (default)

Price Color Type Brand Material Shape Try more refinement options

 Nash High Yellow Bowl \$24.95 Reg. \$29.95	 Nash Oval Yellow Bowl \$6.95	 Nash Oval Grey Bowl \$6.95
---	--	--







Swoop Bowls

Cutting Boards

Top Rated (9) Crate and Barrel Exclusive (9) New (6) Sort (default)

Price Color Type Material Shape Care Try more refinement options

 Red Jelli Board \$12.95	 Purple Jelli Board \$12.95	 Green Jelli Bar Board \$9.95
---	--	--



End-Grain Chopping Board

Search Tuning

Search tuning is a team effort that delivers better results to customers who come with a specific item in mind.

Ongoing refinements continue to improve performance

Visitors are searching less, and ordering more











- Users averaged 1.5 searches per visit before our changes and 1.0 after
- Conversion from search users is up 15% in the past year

Before

Displaying results for "coffee" 230 product matches.

Top Rated (71) Sale (20) Crate and Barrel Exclusive (134) New (57) Assembly Required (18) **Sort (default)**

CATEGORIES Price Color Type Brand Material Try more refinement options

 Brighton Coffee Chiffonobe \$799.00	 Brighton Coffee Wall Mirror \$129.00	 Bel-Air Round Coffee Table \$599.00	 Brighton Coffee Floor Mirror \$199.00	 Dune Coffee Table \$296.85 reg. \$349.00
 Crossings Bench- Coffee Table \$299.00	 Summerlin Coffee Table \$339.15 reg. \$399.00	 Brighton Coffee Storage Bench with Natural... \$349.00	 Ventura Coffee Table \$424.15 reg. \$499.00	 Brighton Coffee Storage Bench with White... \$349.00











Quick Look 🔍

After

Displaying results for "coffee" 230 product matches.

Top Rated (71) Sale (20) Crate and Barrel Exclusive (134) New (57) Assembly Required (18) **Sort (default)**

CATEGORIES Price Color Type Brand Material Try more refinement options

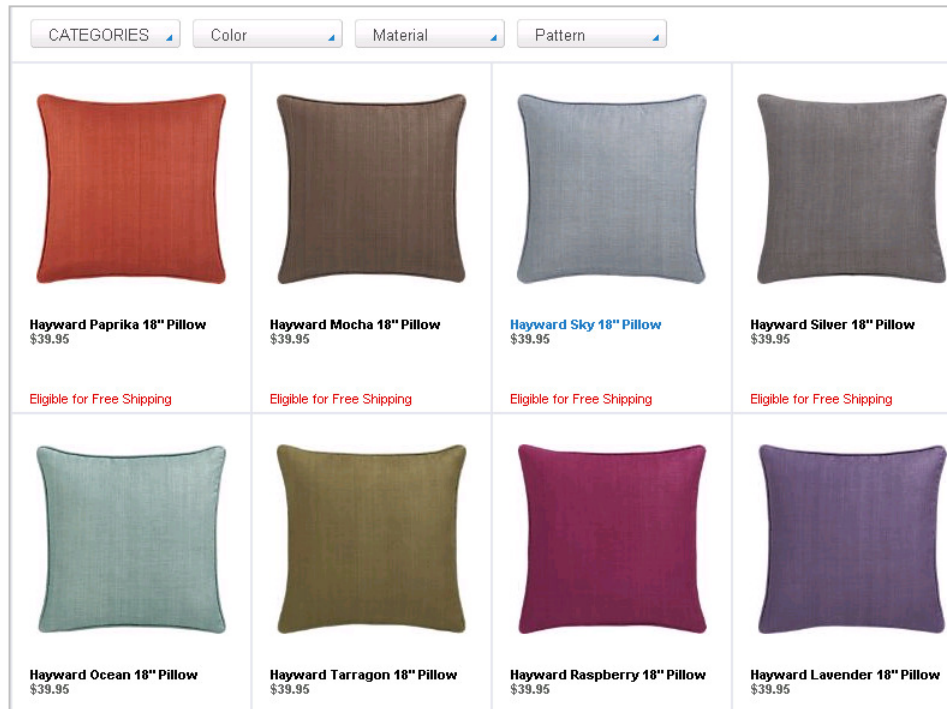
 DeLonghi® Combi 10 Cup Coffee Maker-4 Cup... \$129.95 sugg. \$182.00	 Jura® Impressa C5 Coffee Center \$999.95 sugg. \$1,200.00	 Jittery Coffee Mug \$2.95 reg. \$3.95	 Double Coffee Measure \$5.95	 Coffee Mug \$5.95
 Irish Coffee Mug \$2.95	 DeLonghi® Blade Coffee Grinder \$39.95 sugg. \$56.00	 Cuisinart Grind and Brew 12-cup Coffee... \$169.95 reg. \$178.95	 Evie Coffee Press \$29.95 reg. \$49.95	 Bodum® Iced Coffee Press \$29.95 reg. \$39.95

Product Photography

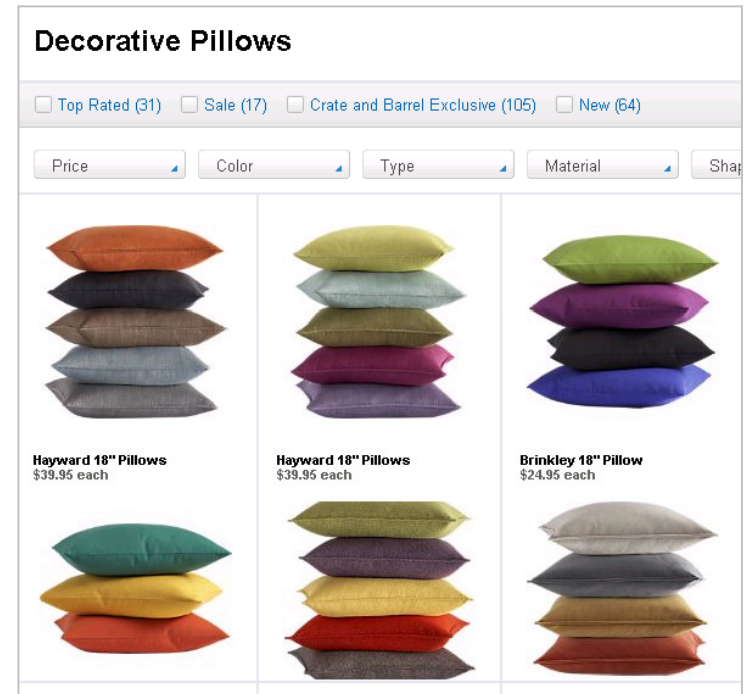
Testing different ways to shoot and display product

Example: Individual pillows v stacks

A



B



Product Photography

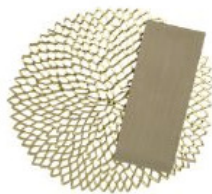
Placemats: Silhouette vs. environment

A



Vines Placemat with Cotton Lavender Napkin
\$1.95 - \$7.95
 reg. \$3.95 - \$13.95

\$4.95 Flat Fee Eligible



Chilewich® Dahlia Gold Placemat and Lustre...
 \$1.95 - \$9.95

\$4.95 Flat Fee Eligible

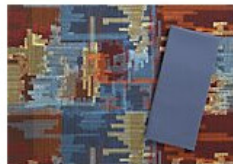


Dotty White Wooden Placemat and Classic...
 \$4.95 - \$7.95

\$4.95 Flat Fee Eligible



Reversible Light Cork Placemat and Cotton...
 \$1.95 - \$4.95



Rex Placemat and Cotton Smoky Blue Napkin
\$1.95 - \$6.95
 reg. \$2.95 - \$19.95



Grasscloth Daffodil Placemat and Cotton...
 \$3.95 - \$5.95

B



Marnie Placemat and Cotton Tiger Lily Napkin
 \$3.95 - \$11.95



Jennie Placemat and Cotton Tiger Lily Napkin
 \$3.95 - \$11.95



Vierra Placemat and Cotton Cream Napkin
 \$3.95 each



Nova Placemat and Cotton Steel Grey Napkin
 \$3.95 - \$10.95



Salvador Placemats Set of Four
\$17.95



Watercolor Placemat and Cotton Daffodil...
 \$3.95 - \$6.95

What we've learned: Test and test again...
Fail fast. Optimize faster.

What's next...

Thank you

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847.239.6529

online merchandising workshop

 shop.org 2012