

CALERES

EST ♦ 1878

PDMA STL / JULY 18, 2023

The Optimization Turducken

Claire Primo, Director, Digital Product &
Experience Optimization

CALERES / Hi!



Claire has been some form of designer and digital leader for 17 years, starting out in consumer products for brands like Samsung and Procter & Gamble, then making the leap to digital in 2013.

Claire made her way to Caleres ~2 years ago after a few stints in healthcare software, B2B knowledge sharing software, and crop science tools.

She lives in Kirkwood, MO with her husband and two kids, and takes pride in her (verging on obsessive) St. Louis food scene knowledge.

EST ✦
1878



TODAY'S AGENDA

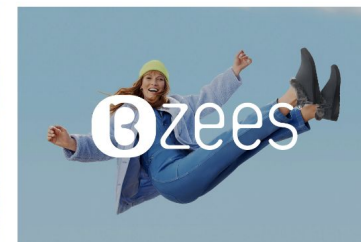
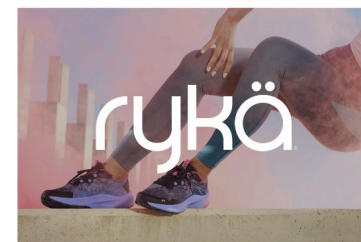
- Hi!
- Our Company
- Our eCommerce Journey
- Our CPD Journey
- Optimization Turducken
- Mobile PDP (A/B Testing + Session Replay)
- Crocs PDP (Session Replay + UserTesting)
- Brand Sticky Nav (the full Turducken!)
- End of Recipe
- Pour yourself a glass of wine!

WHAT DO YOU DO?

"We're in Shoes"

Caleres is a global footwear company, home to a diverse portfolio of brands. Based in St. Louis, MO, our brands live in department stores, and in our 1,000-plus retail stores.

Each Caleres brand also has their own, respective ecommerce site. That's where my team comes in.



OUR ECOMMERCE JOURNEY

2021: All Sites Moved to a Modern, Common Platform

The ecommerce platform allowed for customization by brand and business need, underpinned by common functionality on common page types. But with so much freedom by site, which options were best to use?

Which should we evolve, or add - using our finite resources?

FAMOUS
footwear™

ALLEN
EDMONDS
PORT WASHINGTON

Sam Edelman

NAT
UR
ALIZ

rykä

DrScholl's
SHOES

Circus.ny

FrancoSarto

3zees

LifeStride

Zodiac

CALERES
EST + 1878

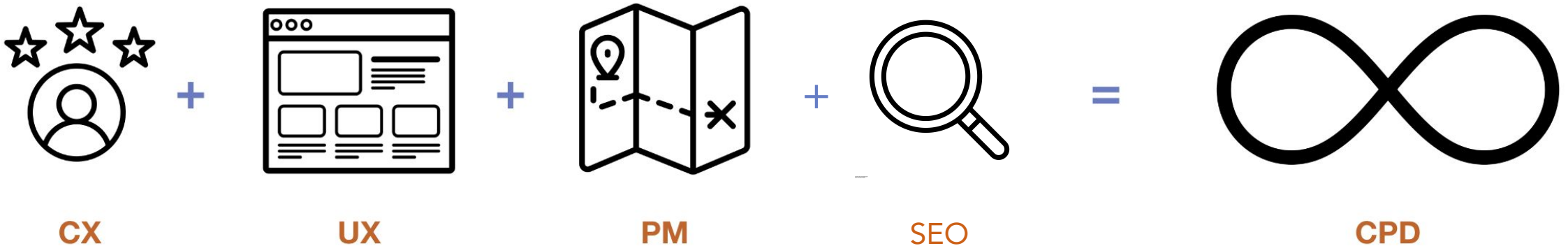
OUR CONTINUOUS PRODUCT DESIGN JOURNEY

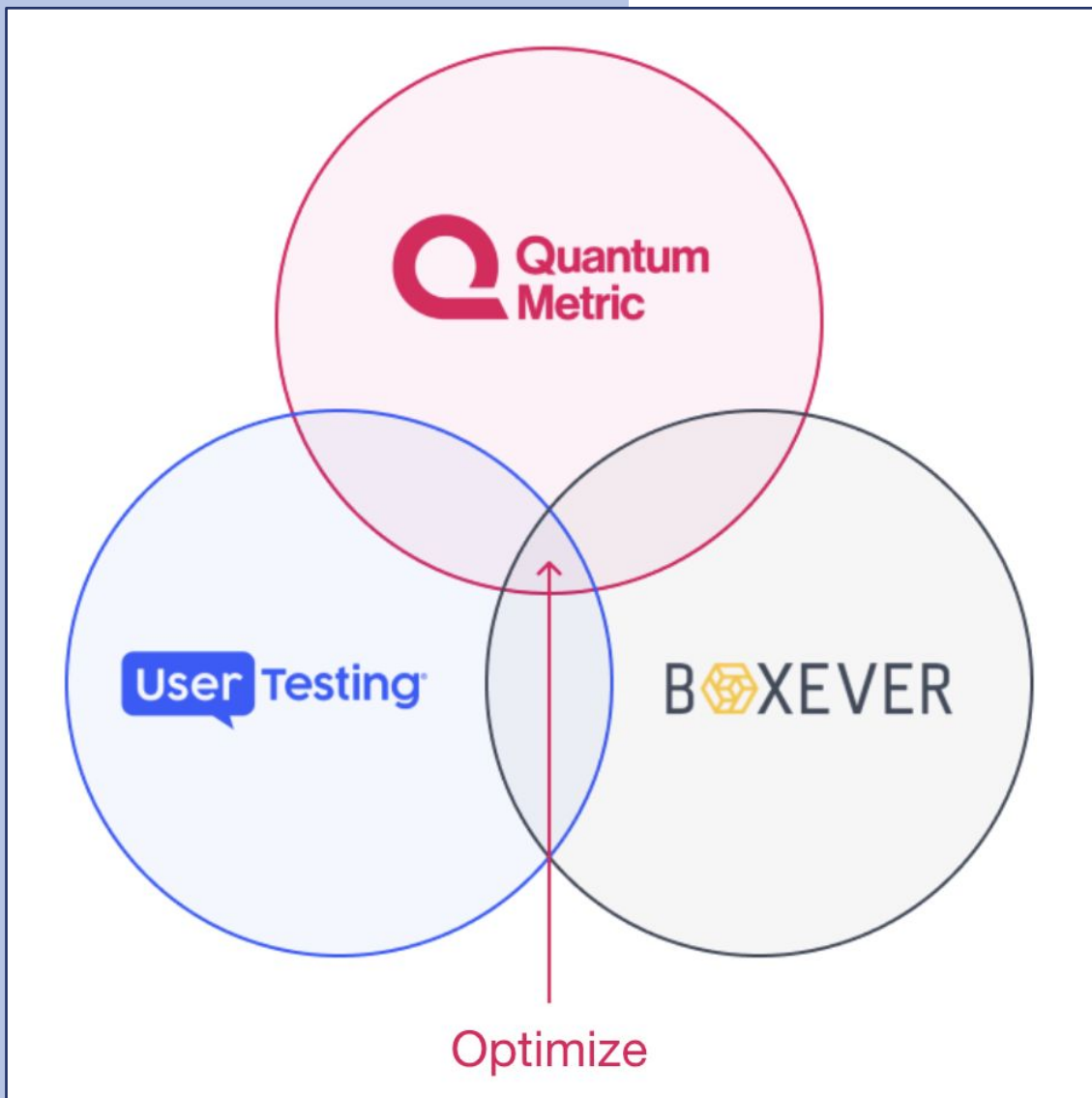
2022: Creation of Brand-agnostic Team

A new team was formed to help iterate and improve the multi-site platform product. A team centered on Continuous Product Design.

Continuous Product Design is a cross-team approach to building better digital products faster — based on a shared, quantified, and continuous view of customer signals.

The team consists of CX, UX, Product Management and SEO. This “optimization” Center of Excellence is empowered with tools such as Quantum Metric, User Testing and Boxever (A/B testing).





THE OPTIMIZATION TURDUCKEN

2023: Right Now!

The layering of session replays (QM), user testing, A/B tests (Boxever), and Post Go-Live analysis is how we're making informed decisions to better the success of ecommerce across the entire Caleres portfolio.

Let's take a look at a few examples of how these ingredients come together.

~~Live Free, Or Die~~
Mobile Product Detail Page,
Or Die

THE OPTIMIZATION TURDUCKEN

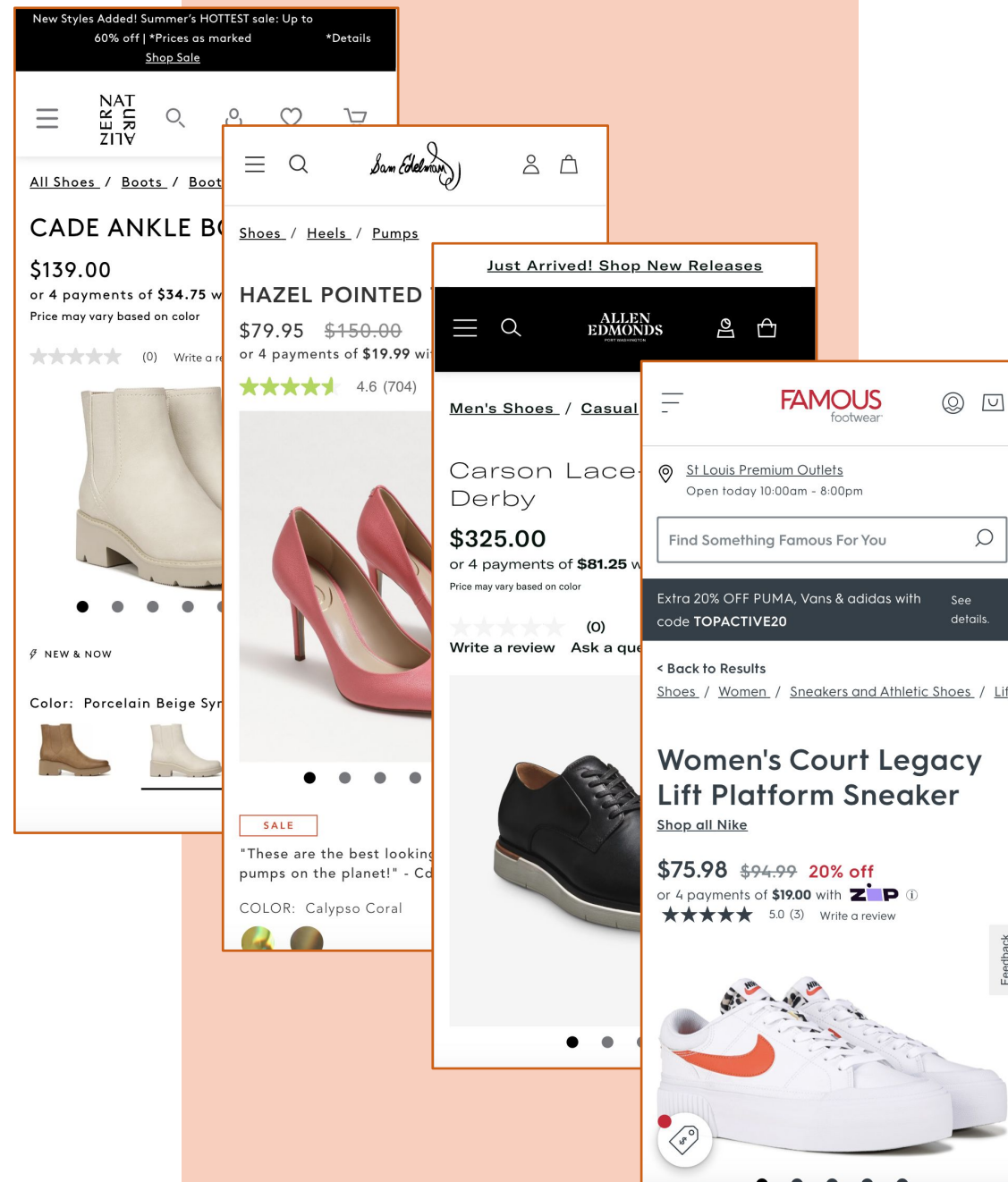
You Down with PDP?

There is no ecommerce without product detail pages (PDP).

Anyone who shops online has seen them – they contain product images, details and ratings and reviews.

With evolutions in marketing channels and consumer behavior, mobile PDPs are one of the top entry points and most visited page types.

Due to its valuable real estate, the interplay of content and interactions on mobile PDP is especially critical.



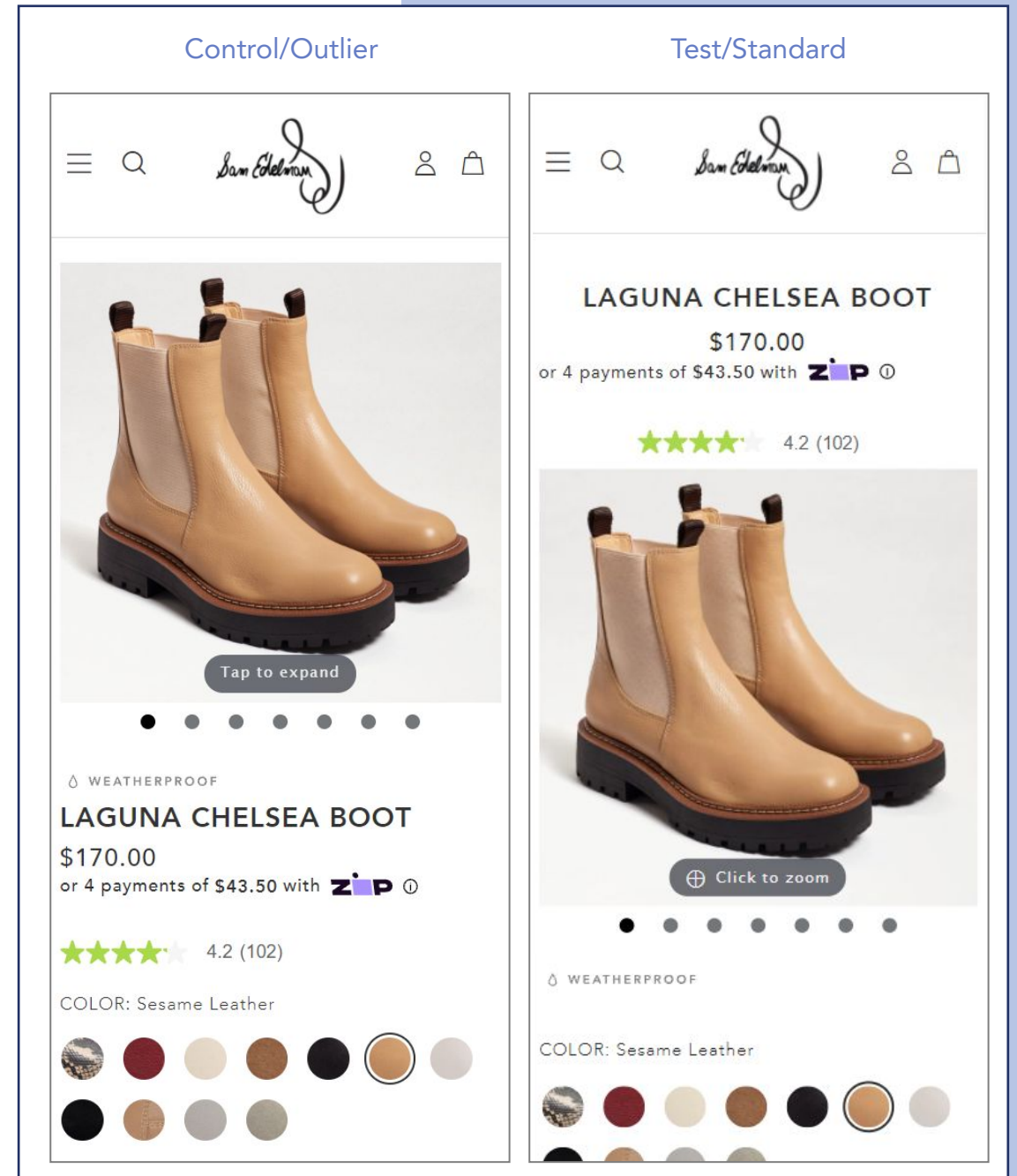
THE OPTIMIZATION TURDUCKEN

You Better Optimize (that PDP)

Sam Edelman mobile PDP differed from platform “standard” layout, with product data sitting above product images.

This was a subjective decision made for aesthetic reasons and before we had data-driven capabilities in place so....

We leveraged A/B testing to prove out which layout was more performant, if either.



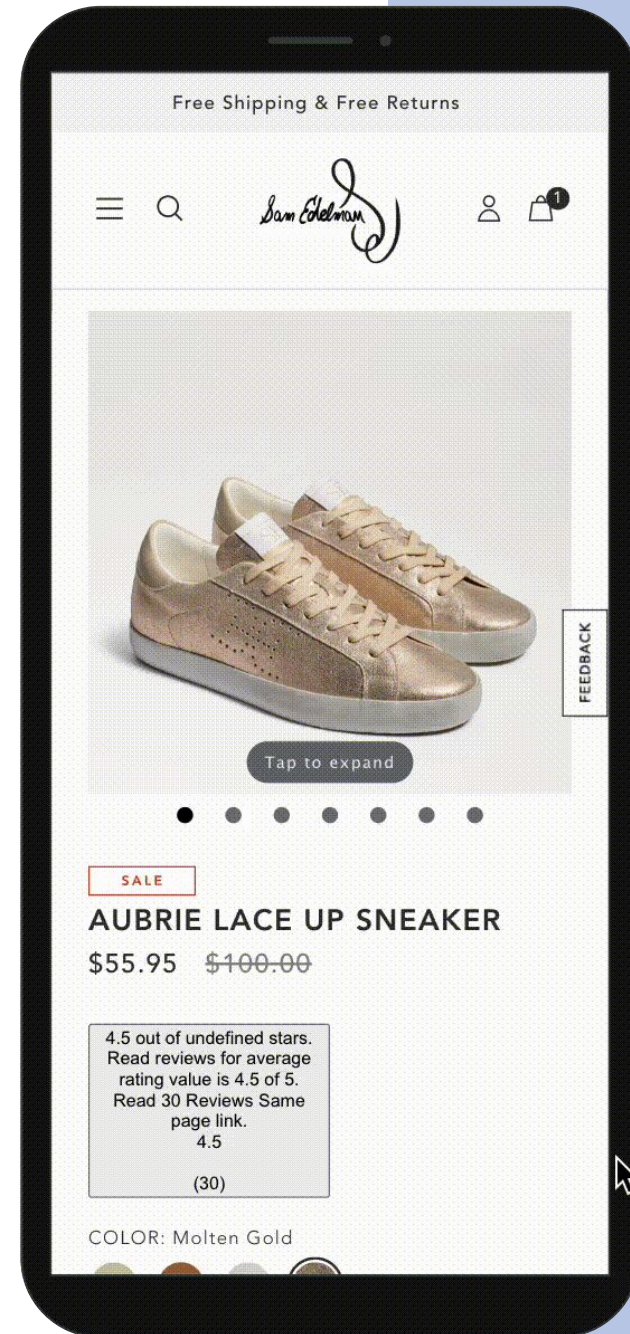
THE OPTIMIZATION TURDUCKEN

What we learned

>50% of users engage with color swatches.

After engaging with swatches, users engage with product images.

Less scroll behavior was seen in the control experience, where swatches and images sit closer together in the viewport.



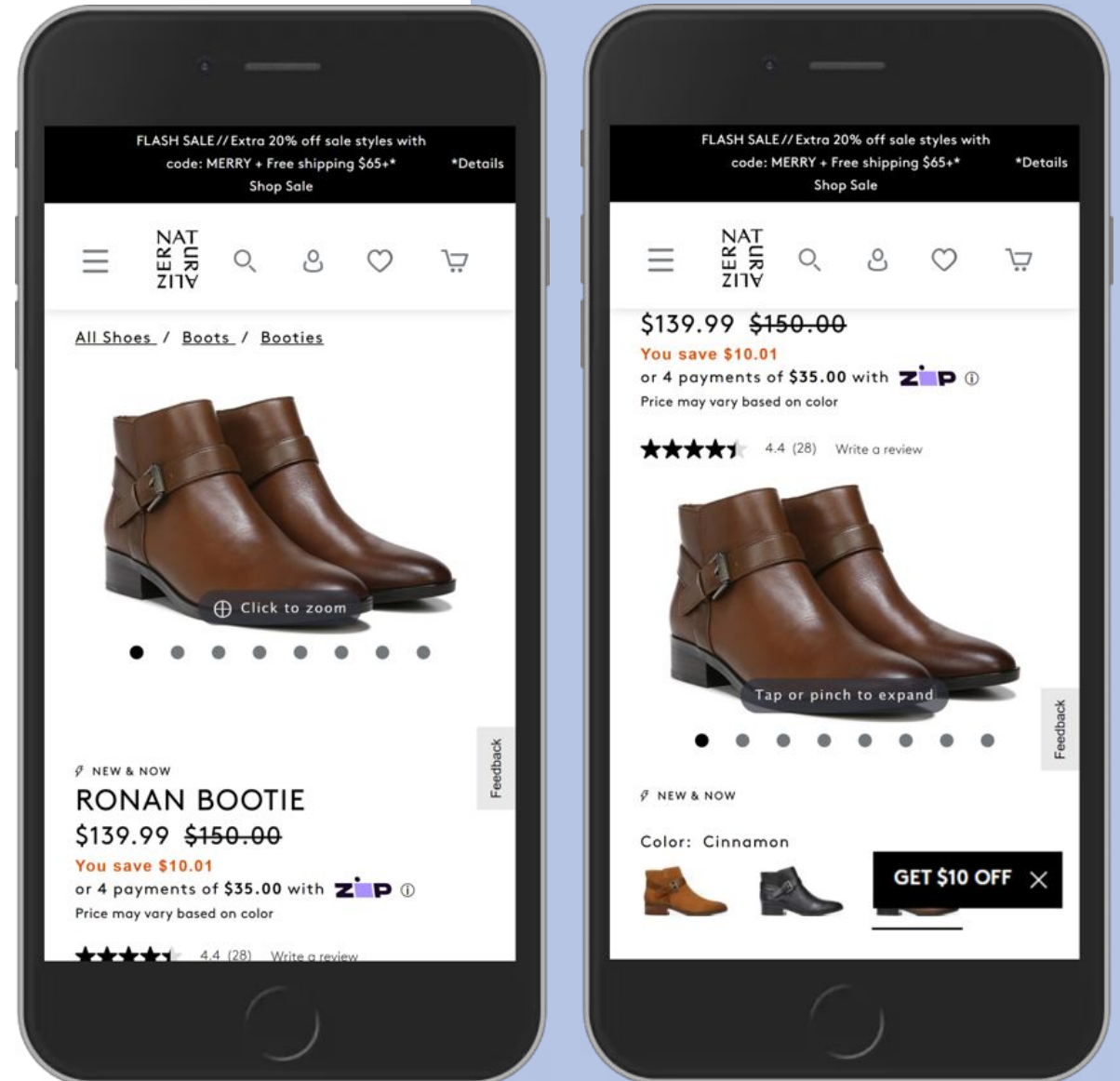
THE OPTIMIZATION TURDUCKEN

From outlier to outstanding!

Leveraging our learnings and insights from the Sam Edelman test, we sought to see if they were repeatable.

Additional A/B tests on 3 other key Caleres sites (Famous Footwear, Naturalizer, and Allen Edmonds) showed similar results.

We're now recommending a "new" standard for a mobile PDP layout best practice across the platform.



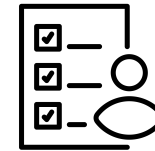
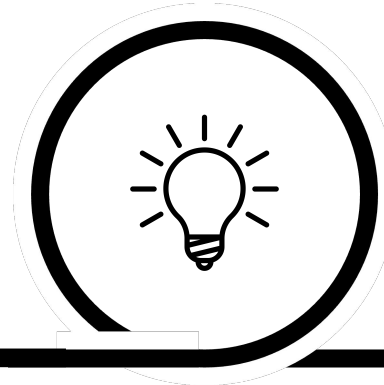
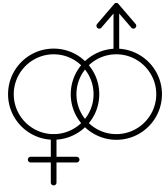
A Croc is a Croc is a Croc:
a CPD love story



THE OPTIMIZATION TURDUCKEN

Continuous Product Design in Action

Showcasing the collective skills and capabilities of our CPD focused, data-driven, and centralized team through the story of large Product Group PDP optimization.



It all started
with Crocs...

FF combined
Men's and
Women's into one
to address merch &
experience
challenges.

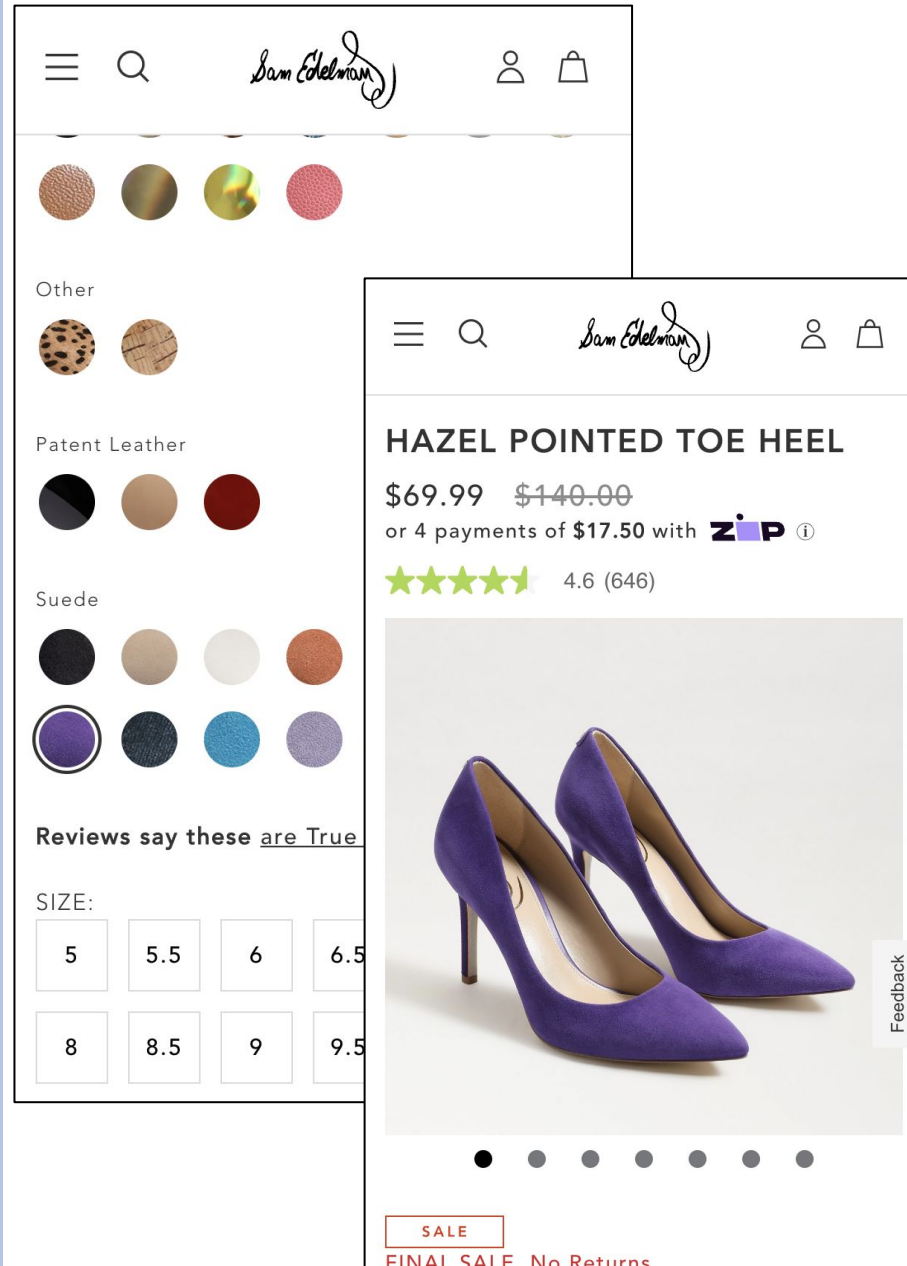
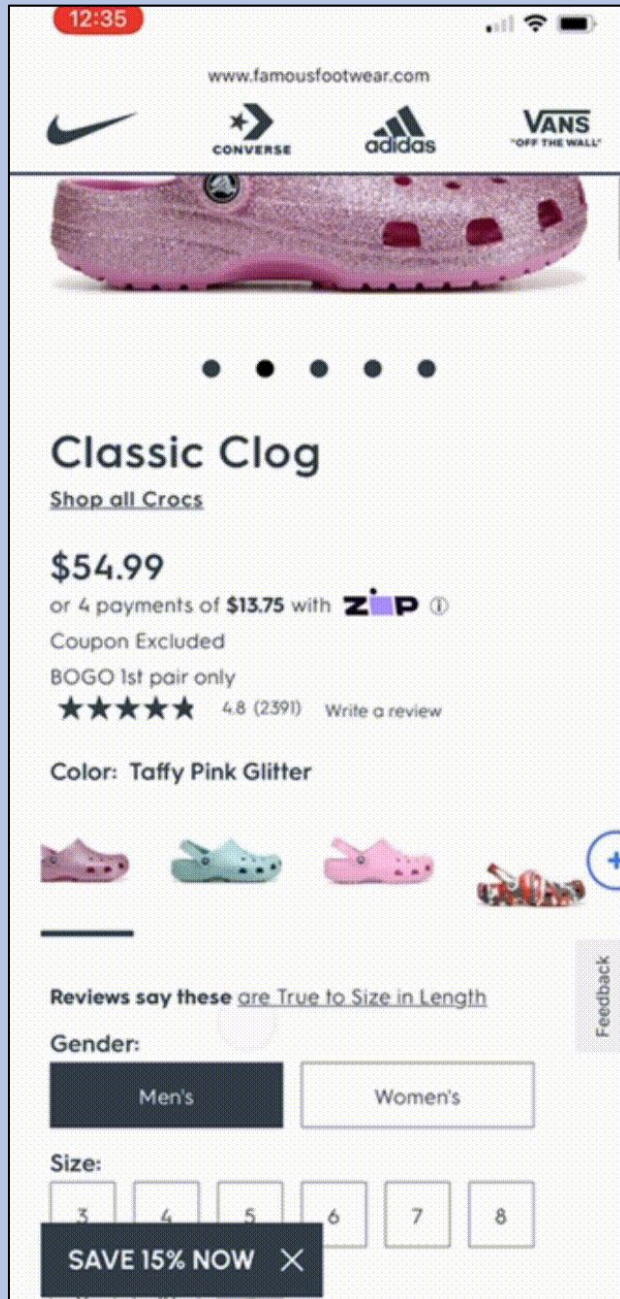
CX deep dive in
QM revealed
pain points.

A discovery
project was
born.

UX explored,
prototyped &
tested many
concepts.

User feedback
defined MVP.

...and ended
with high value
large Product
Group PDP
enhancements.



THE OPTIMIZATION TURDUCKEN

The Problem

More colors means A LOT more horizontal scrolling.

Most popular colors display outside the viewport.

Even with the new PDP layout, when breakouts are added, the user must select a color and scroll up to check images, price, and repeat.

User must select each color then check availability in her size.

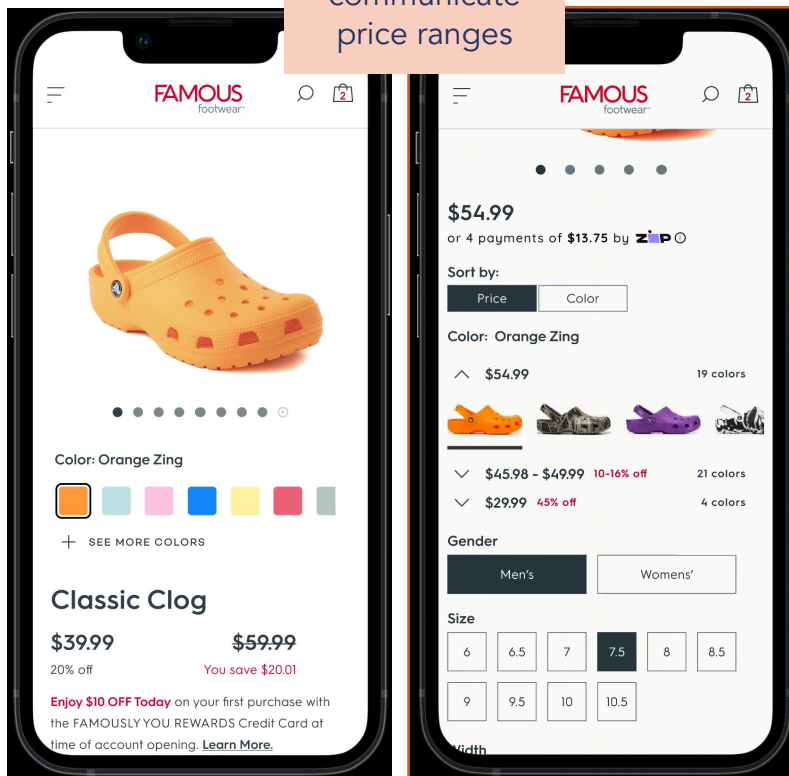
THE OPTIMIZATION TURDUCKEN

Design Evolution

CX + UX partnership on rapid iteration and user testing to refine concepts and prioritize improvements.

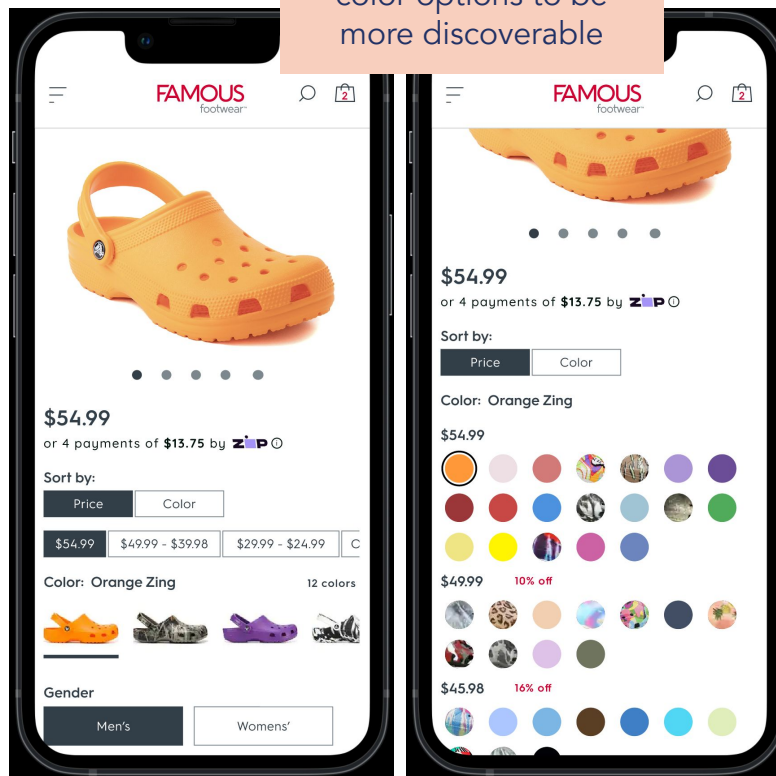
ROUND 1

Insight: better communicate price ranges



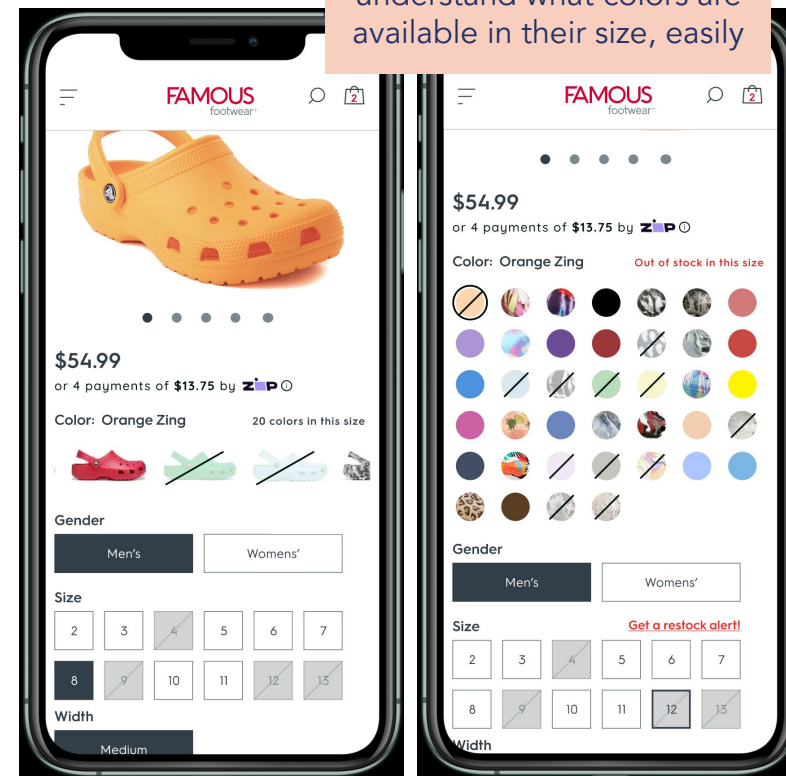
ROUND 2

Insight: better organize color options to be more discoverable



ROUND 3

Insight: users want to understand what colors are available in their size, easily



THE OPTIMIZATION TURDUCKEN

The MVP Solution

Improving Size & Color Interaction

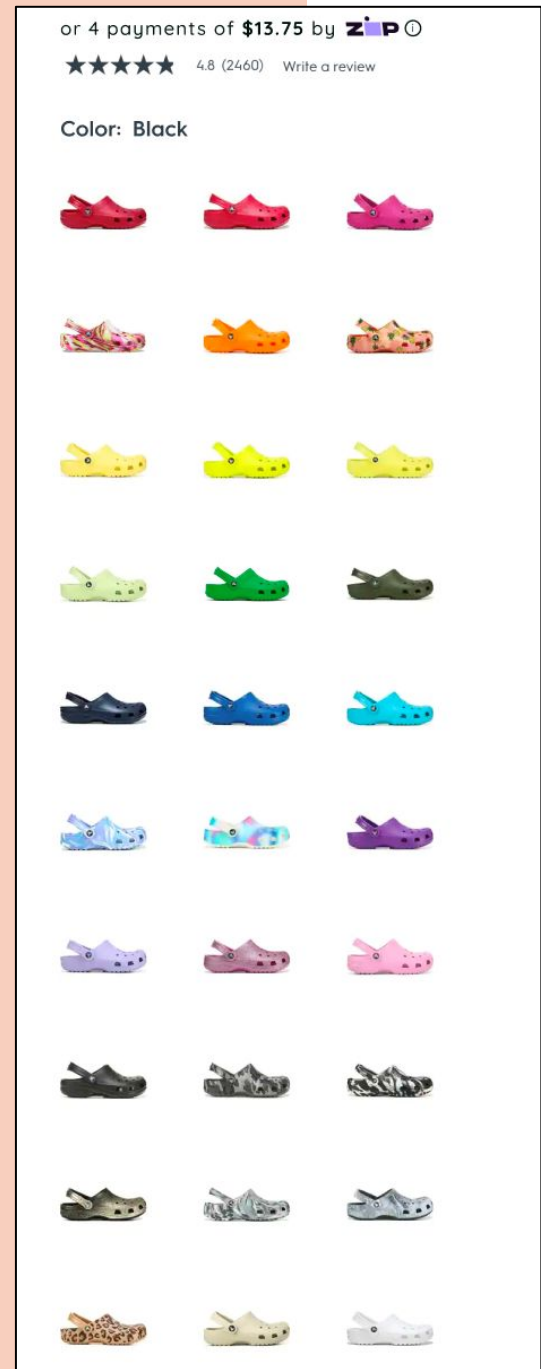
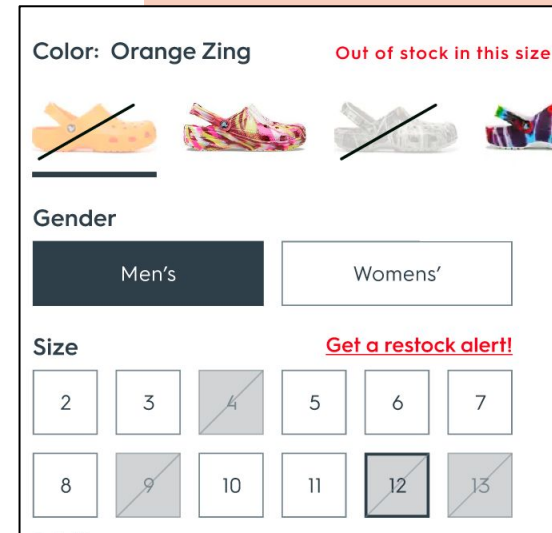
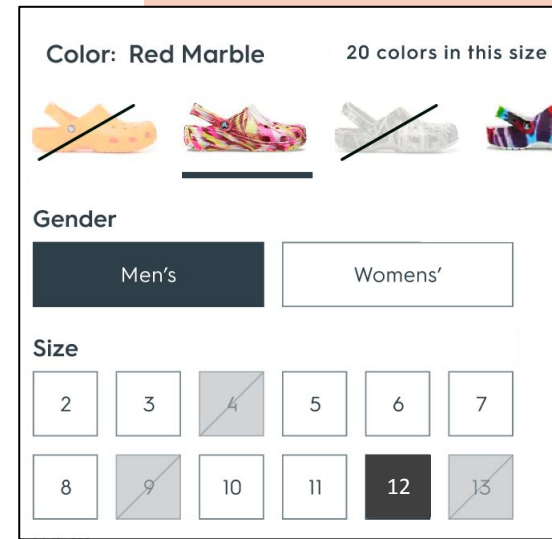
Reduce clicks and scrolling to help her find product that fits more efficiently.

\$427K – \$1.1M annual business value

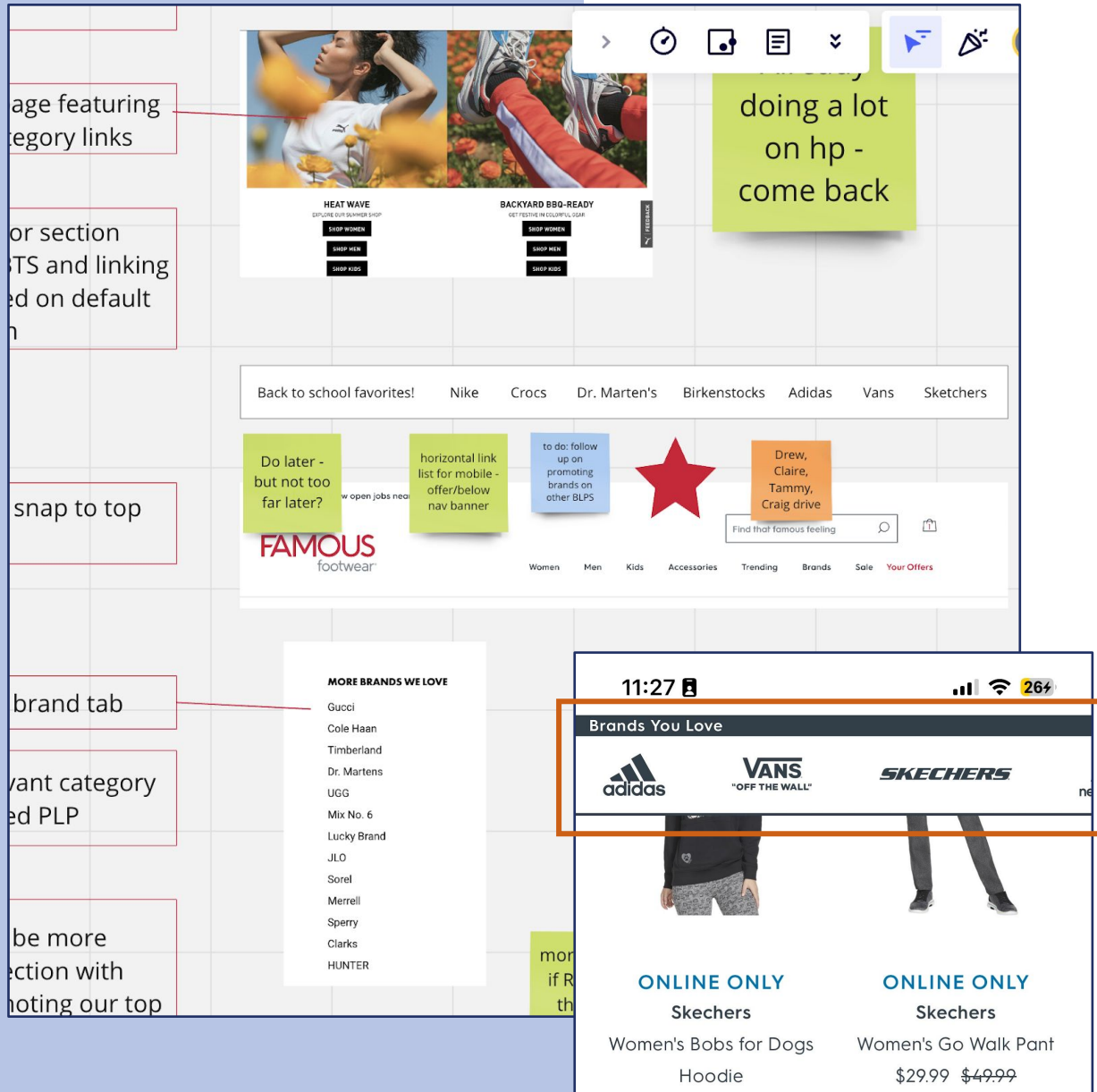
Color Swatch Ordering

Make the display of large product groups more organized and intuitive for browsing.

\$1.4M – \$2.4M annual business value



Data > No Data



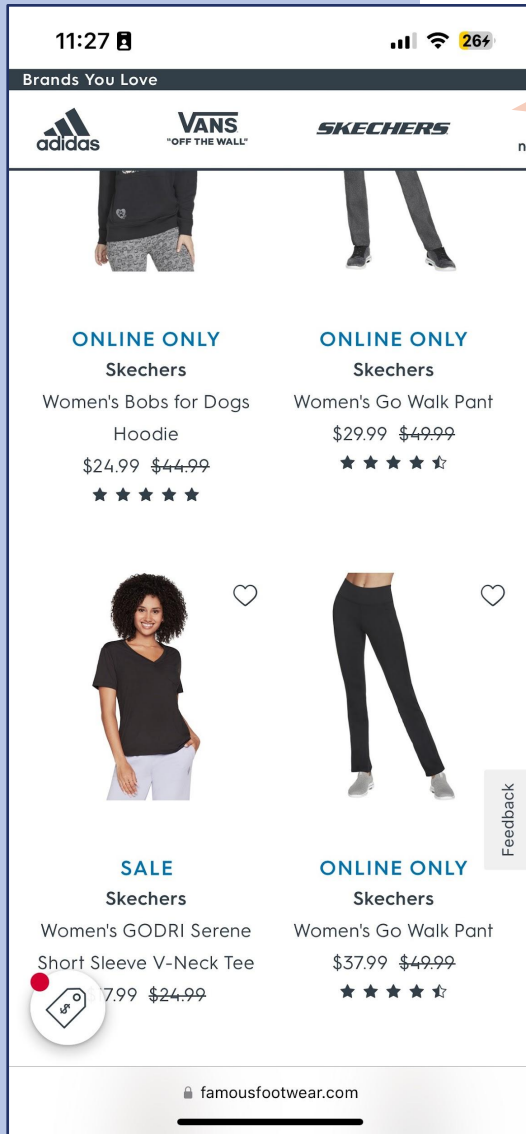
THE OPTIMIZATION TURDUCKEN

A Sticky Situation

Before we started on our data-driven, CPD journey, we sometimes tried things without much data to support them – and that's ok!

The Brand Sticky header was born out of a brainstorm, as a way to promote Top Brands for Back To School.

2 weeks after the brainstorm, it was live on the Famous site – the first few brand logos saw a lot of action, but we didn't know just how performant this navigational path was, until...



"I would have to search all over again."

THE OPTIMIZATION TURDUCKEN

Data to the rescue!

Fast forward to 2023 – with brand sticky nav front and center on every page, it was time to measure the impact of this feature.

- QM Analysis
- UserTesting Study
- A/B Test (no header vs. header)

All revealed that brand sticky nav was the least performant of all brand touchpoints, so we removed it, and are exploring different approaches to sticky elements.

“

Cooking requires confident guesswork & improvisation, experimentation & substitution, dealing with failure & uncertainty in a creative way.

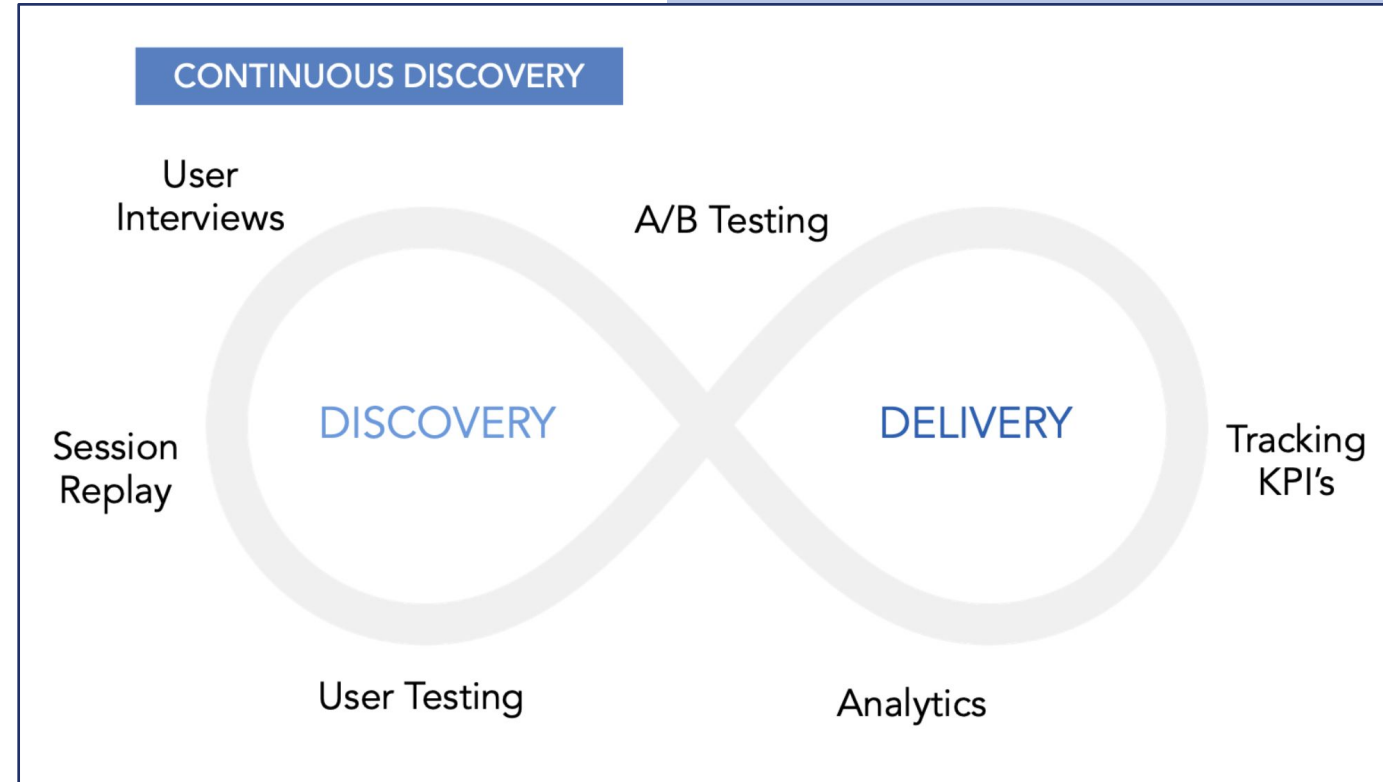
PAUL THEROUX

WRAP UP

The Recipe wasn't built in a day. We're still refining ours.

We are building a culture and philosophy for working on our digital product. We believe in continuous learning from multiple signals, which is why we use multiple tools and a cross-team approach.

Start with whatever data and context you have. Focus on key pages or high impact features, and just begin!



FINALLY, THIS CAN HELP IF YOU'RE BUILDING A CASE

The ROI of The Turducken for Caleres



\$8.7M

Estimated Annual Lift
since formalizing our
A/B Testing function

\$6.2M

In annual opportunity
for bugs discovered
via QM

\$394K

Cost savings and
~65% reduction in
time to results for
UserTesting studies
compared to manual
approach

Thank You!

[Our website.](#)