SAVED ITEMS
OPTIMISATION

CURRENT JOURNEY

CURRENT JOURNEY

Top level user flow

```
Starts session

Search/browse products
From PDP or PLP

Add product to bag

Add product to Wishlist

Checkout?  →  No → Continue shopping /
           →  Yes → Cart page / Mini Cart

Proceed to Checkout?  →  Yes → Ends session
                      →  No → Continue shopping /

Cart page / Mini Cart

Other options:
- Remove product
- Abandons cart

Signed in?  →  Yes → Wishlist page
            →  No → Temporary Wishlist

Other options:
- Removes product
- Amends product variants
- Share Wishlist (logged in)

Wishlist page  →  Move product to bag
               →  View PDP

Move product to bag

View PDP

Add to bag?  →  Yes
             →  No → Continue shopping

Sign in / register?  →  No → Continue shopping
                     →  Yes → Wishlist page

Temporary Wishlist
```
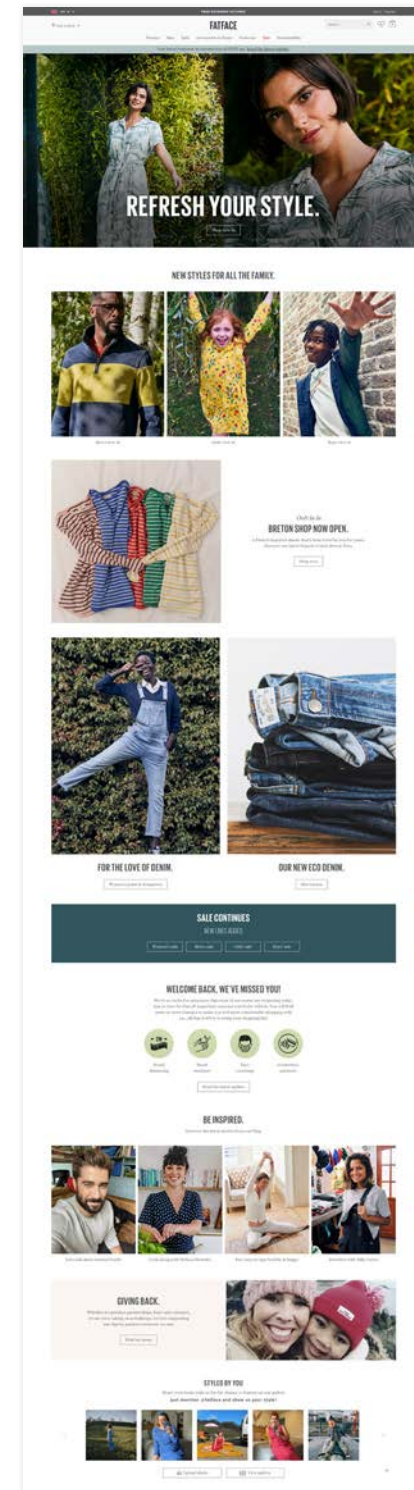
RECOMMENDATIONS

Homepage

Returning customers:

- Add a section to suggest similar/alternative products based on users saved items with save/ quick buy functionality

- Add a section displaying their current wish list items with low stock messages to encourage them to purchase before they sell out.

- Phase 2: If you see a significant uplift introduce social proofing: xx customers have this in their wish list right now
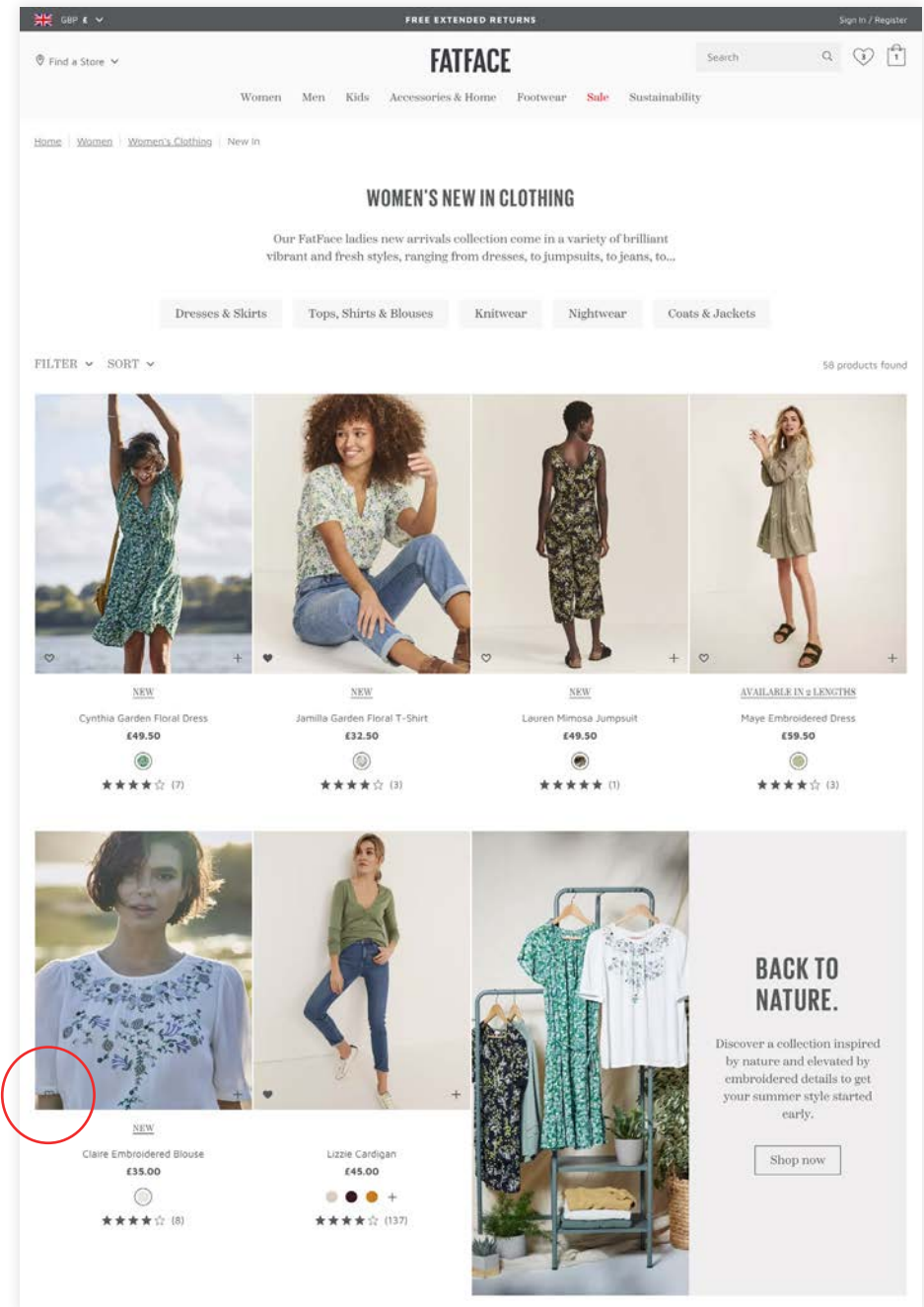
RECOMMENDATIONS

PLP

Increase visibility of functionality through design and interaction:

- Increase visibility of icon when sat against busy backgrounds.

- For new users use tooltips to educate/encourage users to use functionality

- A/B test heart icon placement top or bottom right with current position to see if there is an uplift.

RECOMMENDATIONS

PDP

- For new users use tooltips to educate/ encourage users to use functionality

- Show a message/tooltip for idle users 'Not quite sure, why not save for later'

- A/B test positioning of save item button to the right of add to bag
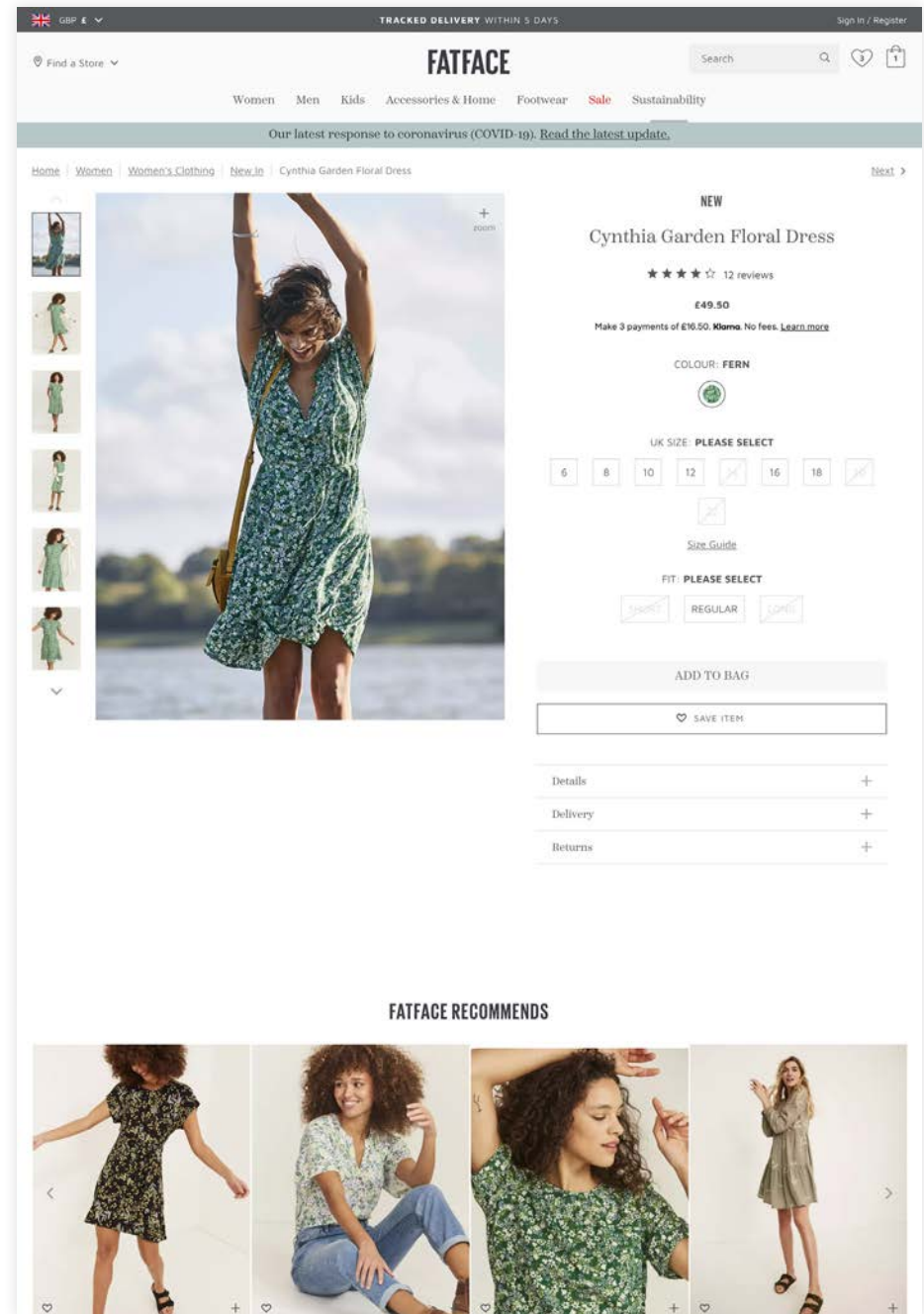
RECOMMENDATIONS

Saved Items

- Non logged in users: Increase visibility/ prominence of current message 'Save it for later by logging in or registering with us.

- Give user option to sort items in wish list

- Add move all to bag button

- Ability to create multiple wish list (phase 2 if there's a significant uplift). As you have a bigger product offering this would be a useful feature. Save for him / her / Home.

Logged in users: Page layout overwhelming, saved items pushed quite far down. Review page layout?
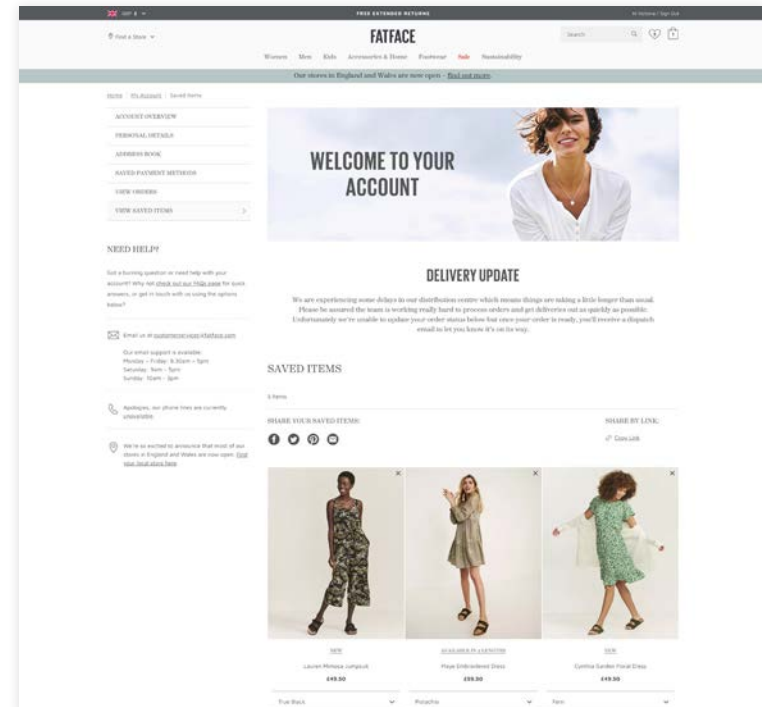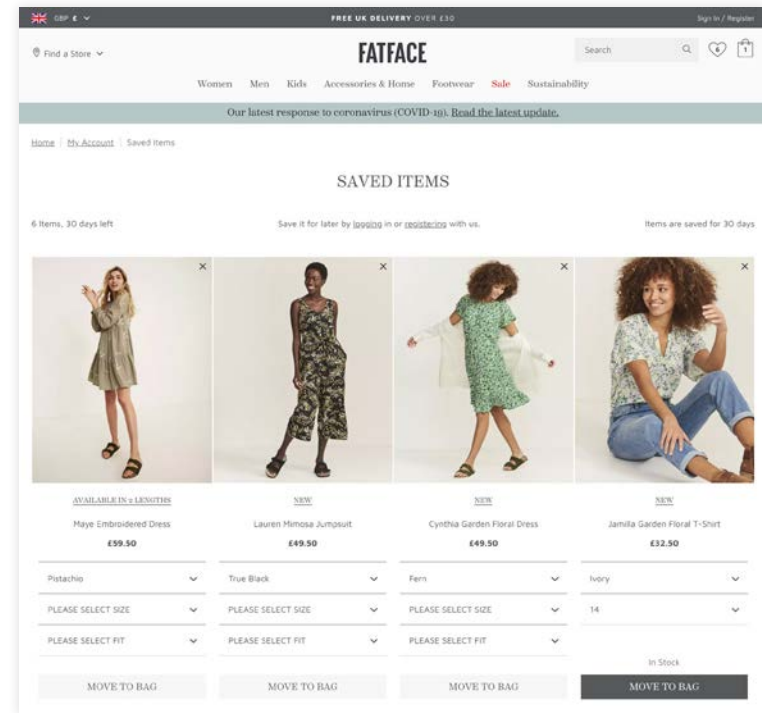
RECOMMENDATIONS

No Saved Items

- Add recently viewed feed with add to wish list icon to bottom of page

- Non logged in users: Review messaging "Don't have an account yet don't worry you can still save items..."
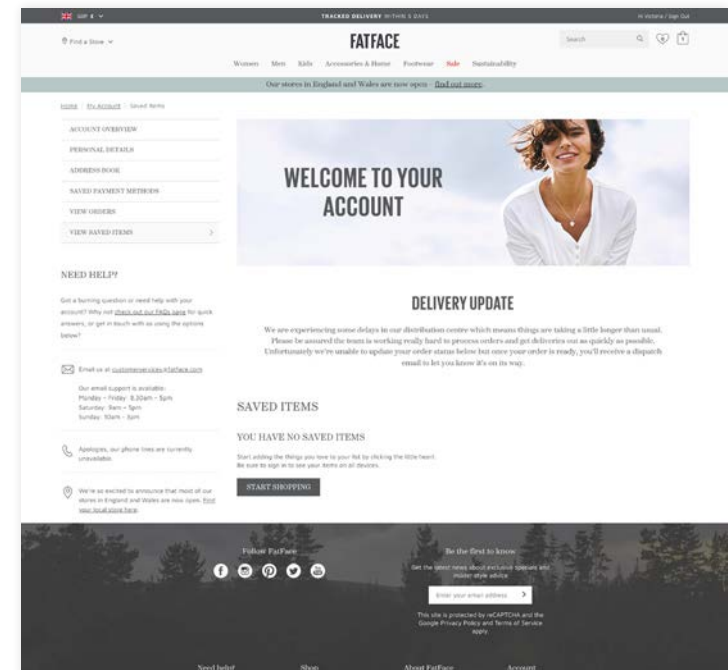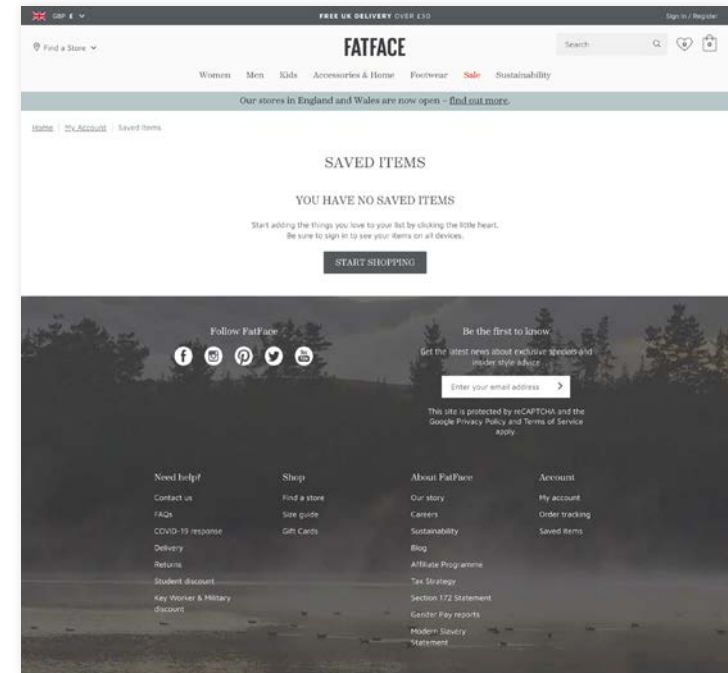
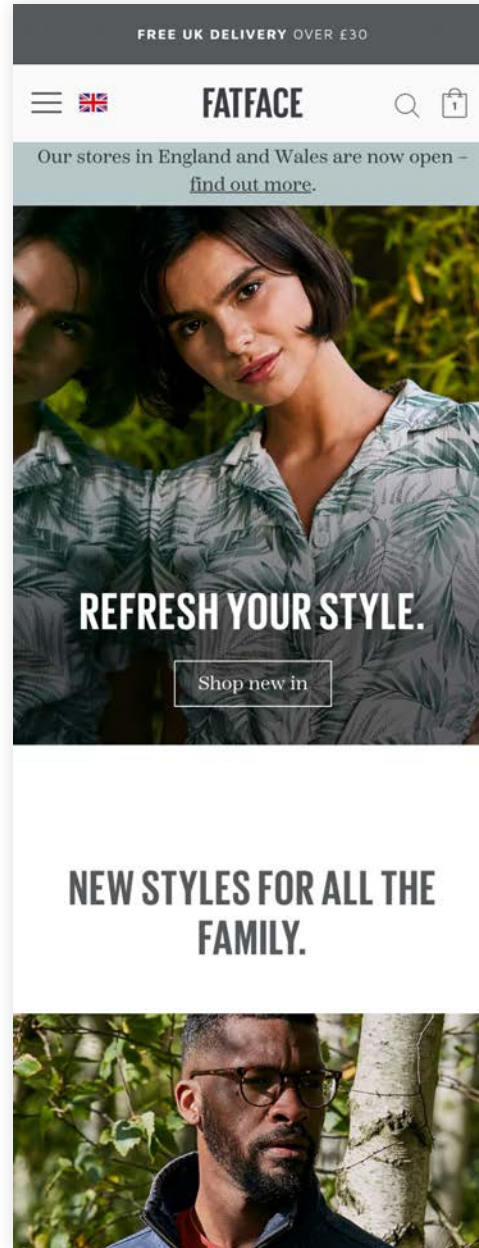# RECOMMENDATIONS

Cart page / Mini cart

- Add save for later option

- Logged in users: Move items from abandoned carts to wish list after certain period of time

- Add wish list feed to bottom with move to bag option

- Notification when user removes item 'Are you sure you want to remove? Yes remove / Move to saved items
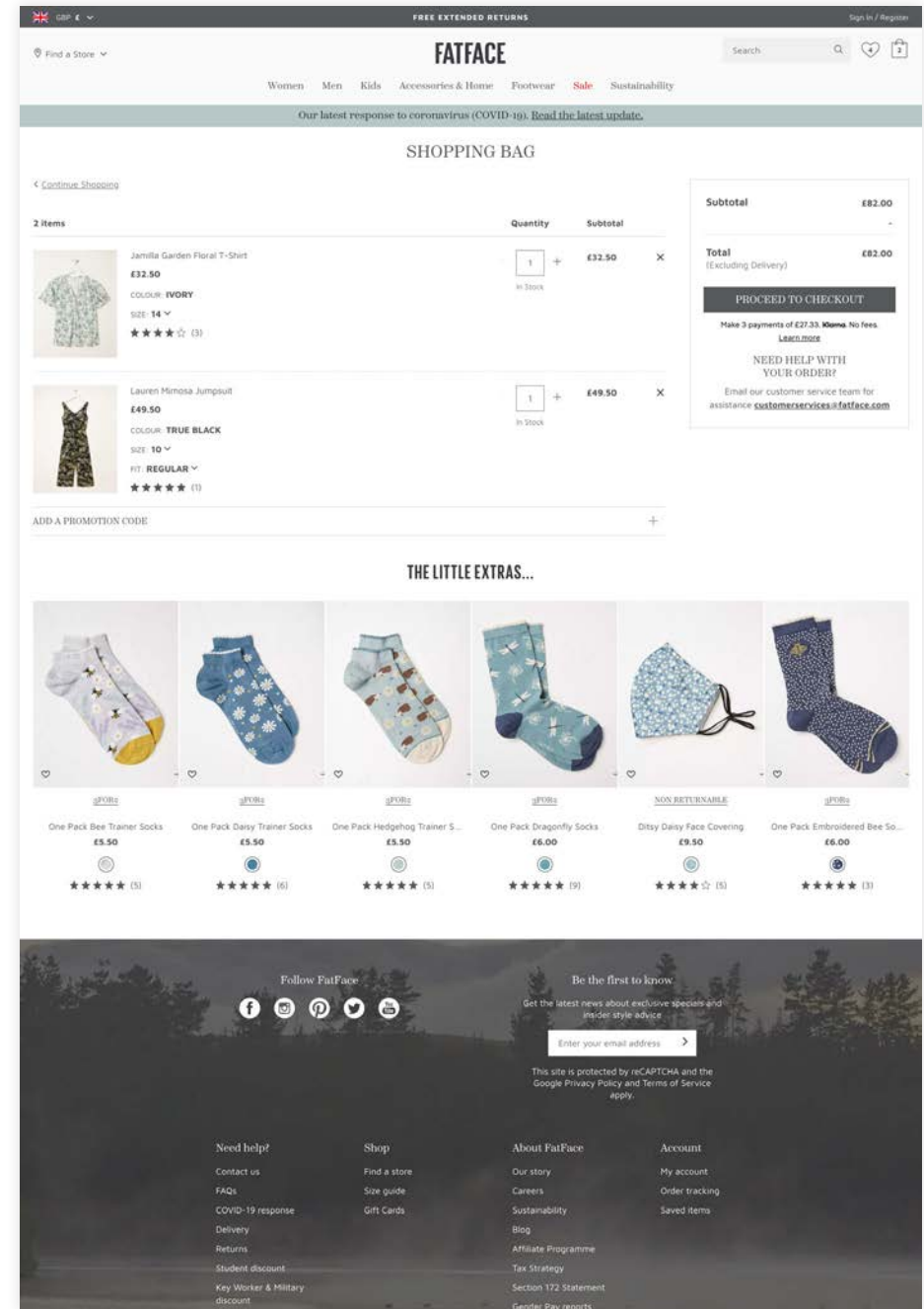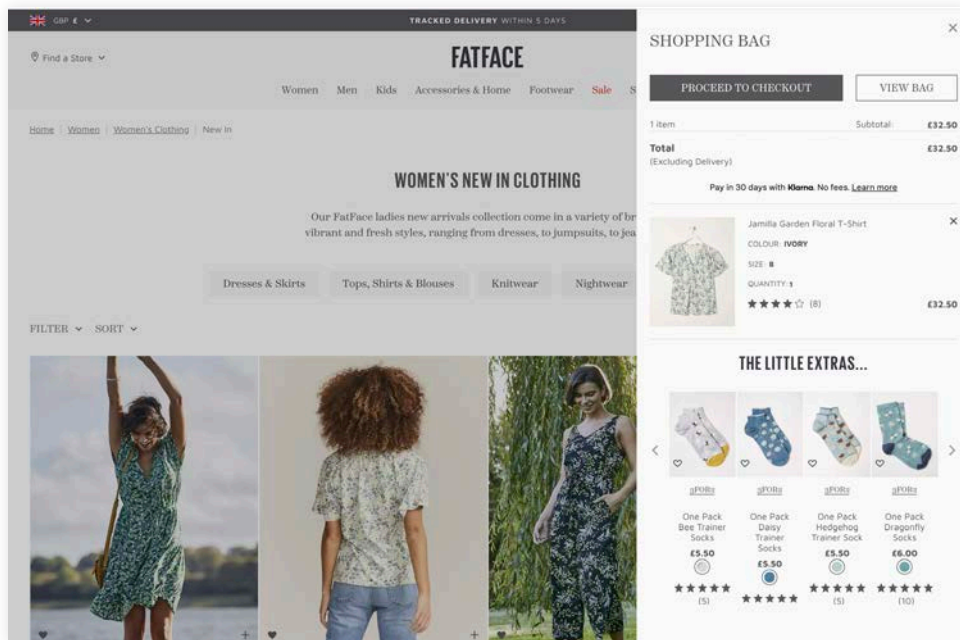
RECOMMENDATIONS

Mobile Navigation

- Add save icon to navigation
outside of menu
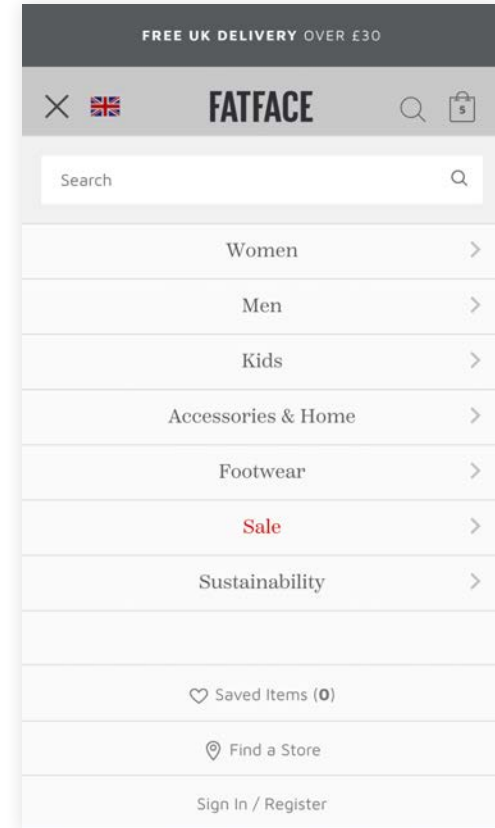
RECOMMENDATIONS

Emails & Re-targeting

- Send users email notifications when an item in their wish list is low in stock.

- Send users email notifications when an item in their wish list price has dropped.

- Send general reminder emails of items saved in their wish list.

- Send email with similar products based on out of stock items in their wish list? "This is now out of stock, but don't worry we found these for you..."

- Promote wish list on welcome emails for new sign ups.

- Re-targeting adds: "Seems like you were interested in these and we didn't want you to miss out..."
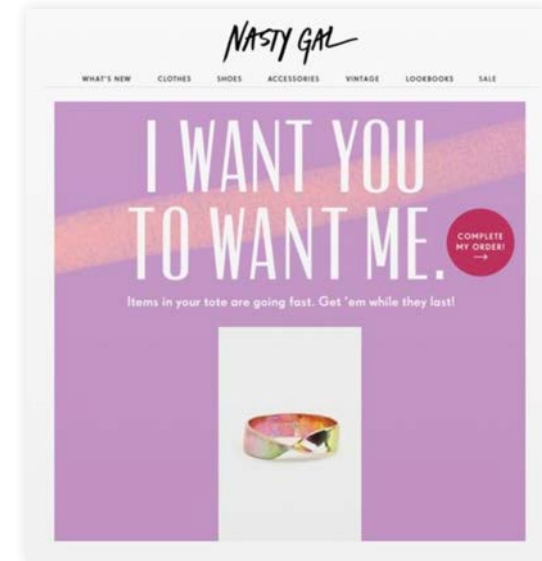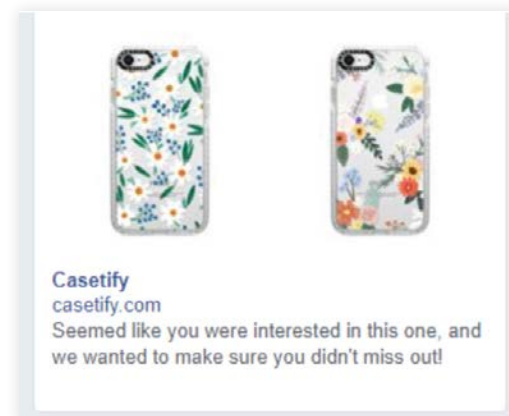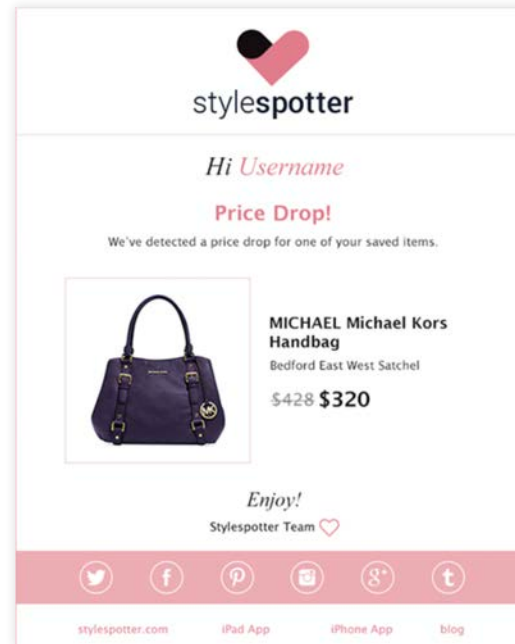
AMENDED JOURNEY

NEW USER FLOW

AMENDED JOURNEY

Top level user flow
Green = new flow

Starts session

Search/browse products
From PDP or PLP

Returning users:
Browse homepage wish list
recommendations

Add product to bag

Add product to Wishlist

Continue shopping /

No

No

Checkout

Yes

Cart page / Mini Cart

Other options:
- Remove product
- Abandons cart

- Add move item to
wish list option
- Move item from wish list
to cart (via carousel)

Proceed to
Checkout?

Yes

Ends session

No

Other options:
- Removes product
- Amends product variants
- Share Wishlist (logged in)

Other options:
- Create multiple wish lists
- Sort items in wish list

Email:
- Notify of price drop
- Notify low stock

Move product to bag

View PDP

Signed in?

Yes

Wishlist page

Add to bag?

No

Temporary Wishlist

Sign in /
register

No

Continue shopping

Yes

Yes

No

HOMEPAGE
WIREFRAMES

HOMEPAGE WIREFRAMES

Saved items carousel | Mobile

Display users current saved items with low stock messages to encourage them to purchase before they sell out.
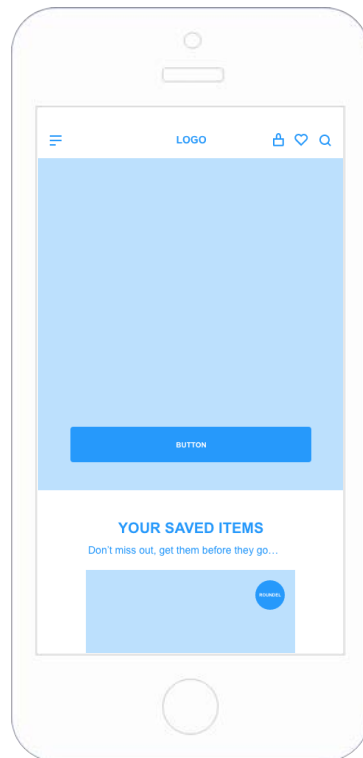
All users that have more than 2 items in their wish list display carousel populated with items they have saved.
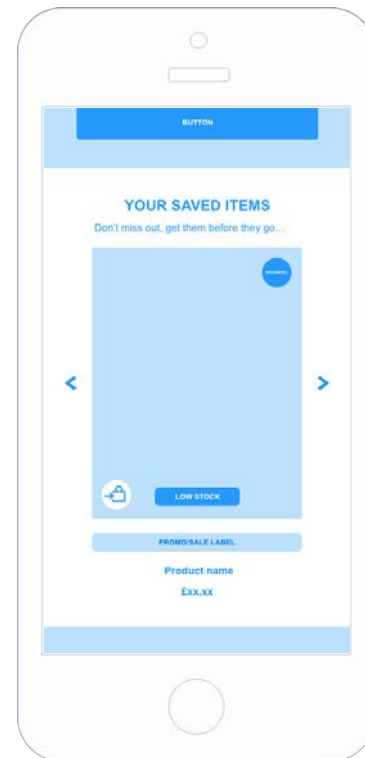
Have placed under hero message as its personalised content.
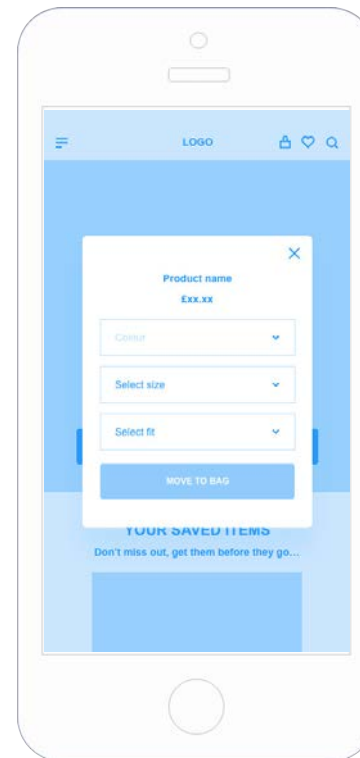
On selection of move to bag icon a pop up will appear with saved variants and the option to add/edit before moving to bag.
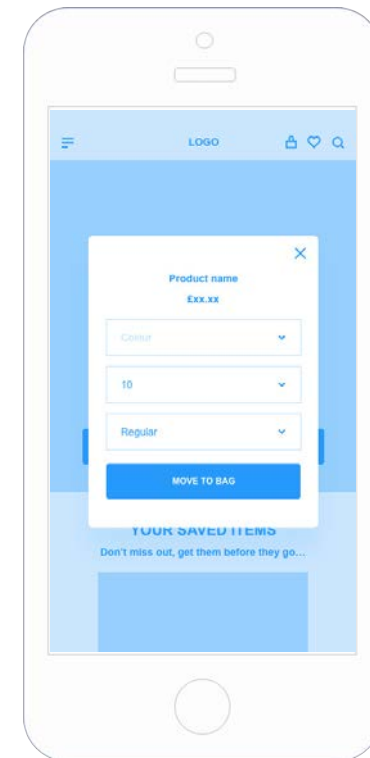
Once all variants are entered the move to bag button is activated.

HOMEPAGE WIREFRAMES

Saved items carousel | Desktop
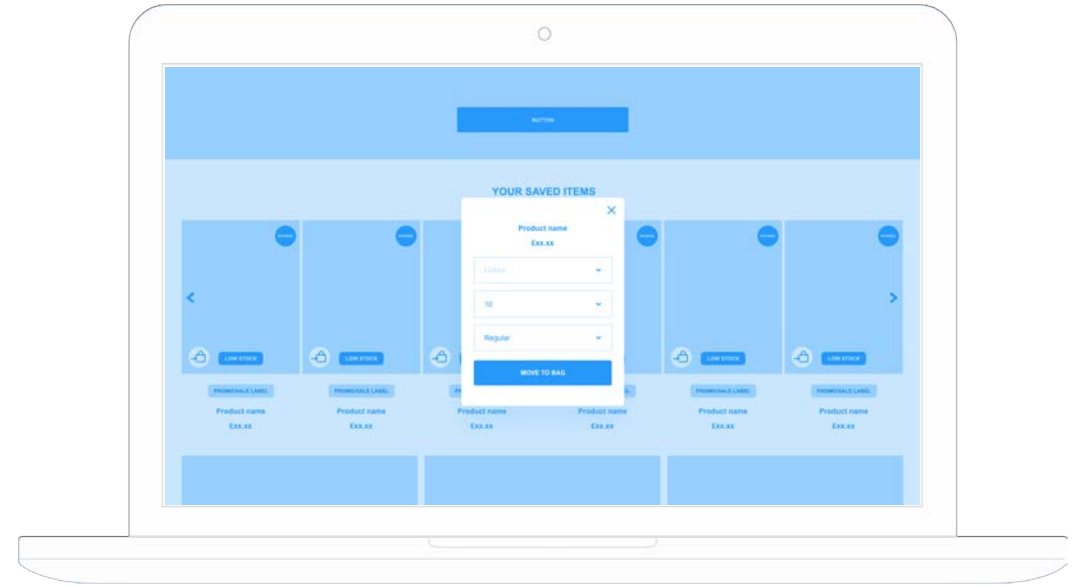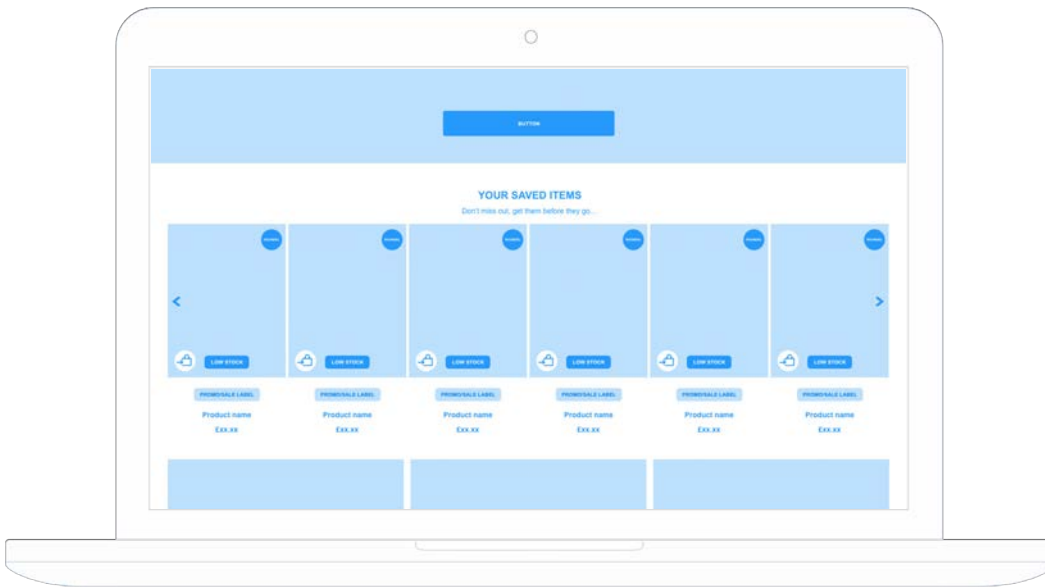
HOMEPAGE WIREFRAMES

Similar to saved items carousel

Display a section to suggest similar/alternative products based on users saved items with a move to bag icon.

SIMILAR TO YOUR SAVED ITEMS

PROMO/SALE LABEL

Product name

£xx.xx
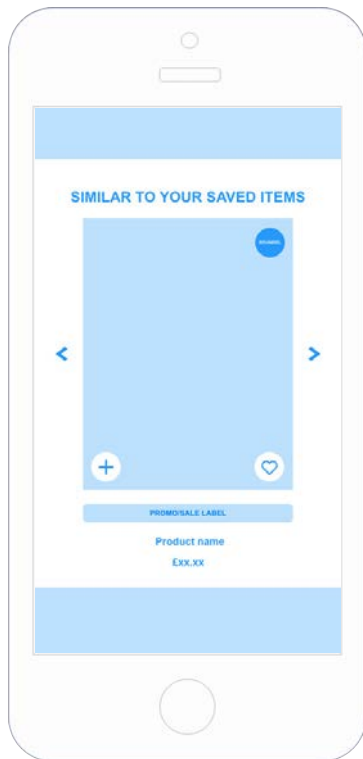
Display for all users that have saved items. With a save and quick buy icon (same functionality as PLP).

SIMILAR TO YOUR SAVED ITEMS

| LABEL | LABEL | LABEL | LABEL | LABEL | LABEL |

Product name — £xx.xx (×6)

Content message

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim.
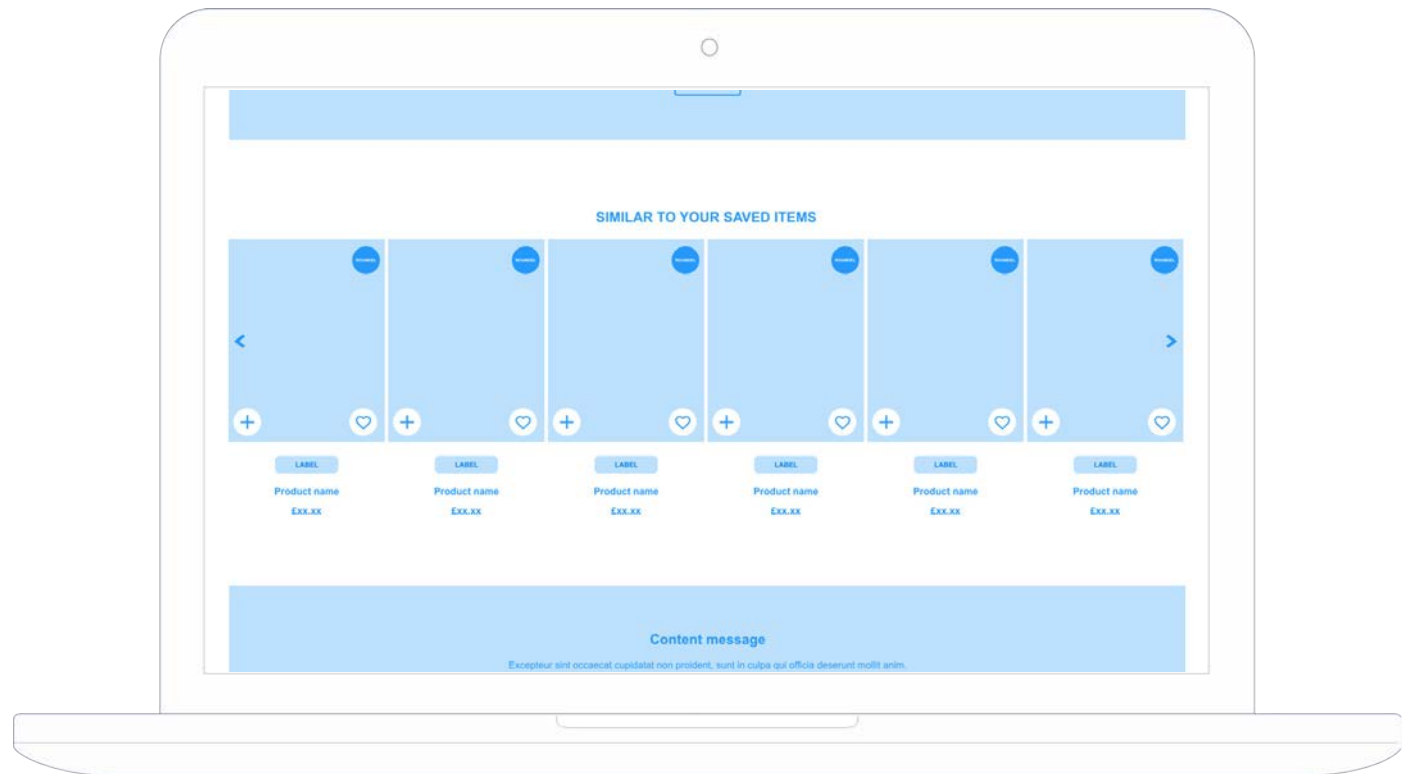
A/B test position on homepage. Have placed it above the be inspired section.

HOMEPAGE WIREFRAMES

Tooltip

Display a tooltip on the homepage to encourage the use of the wish list. Is it possible to display for users who have no items saved or in their basket? As to not distract from purchase journey.
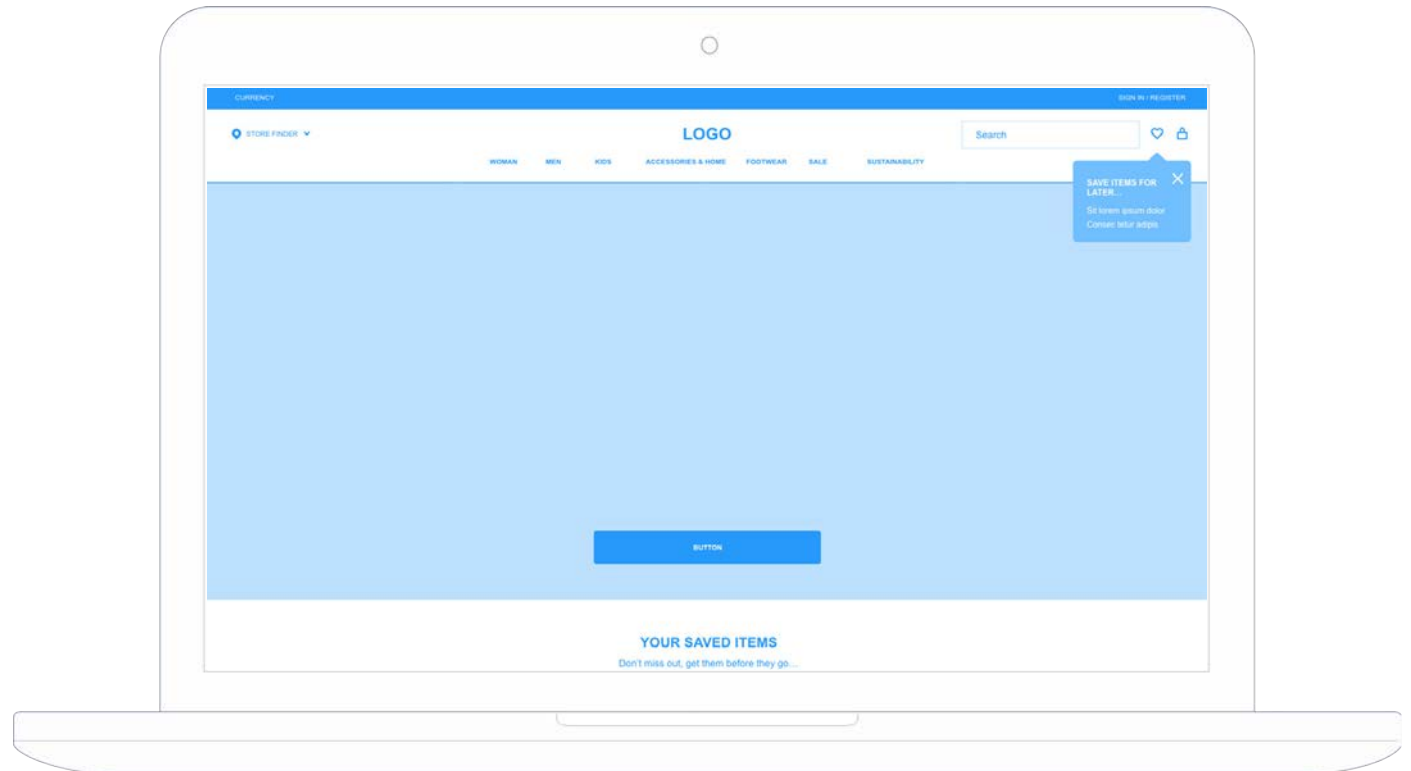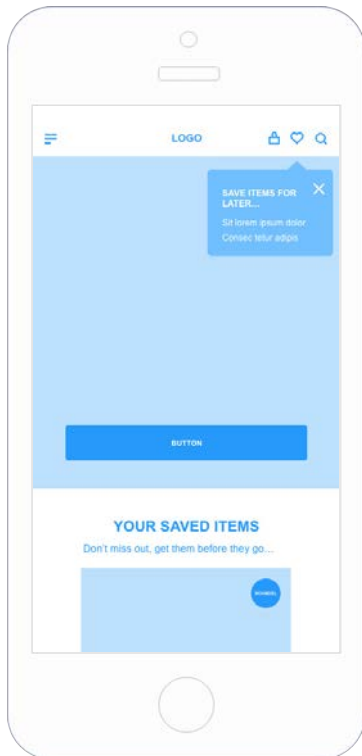
Tooltip to fade in hold for a few seconds and fade out if not dismissed via the cross icon first.

Need to introduce save icon on mobile navigation.

PLP
WIREFRAMES

PLP WIREFRAMES

Save icon position

A lot of retailers have their save icon on the right of the product pods. Easy to reach with thumb on scroll. Could trial a A/B test to swap the quick buy and save icon around to see if this has an uplift.
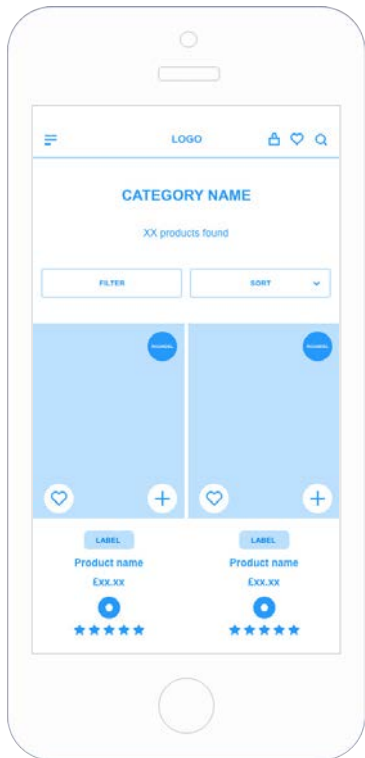
Current position.
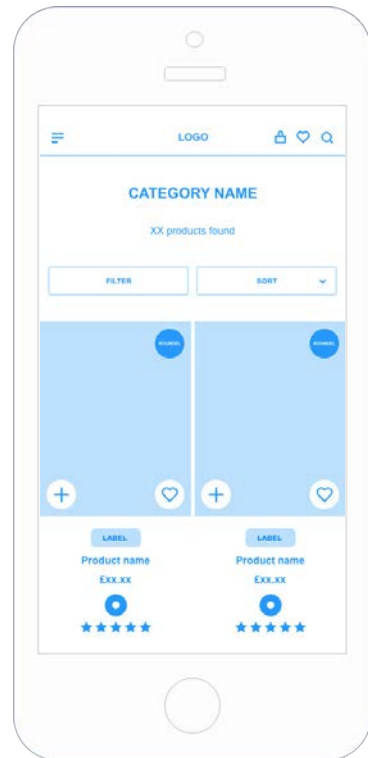
Suggested position.
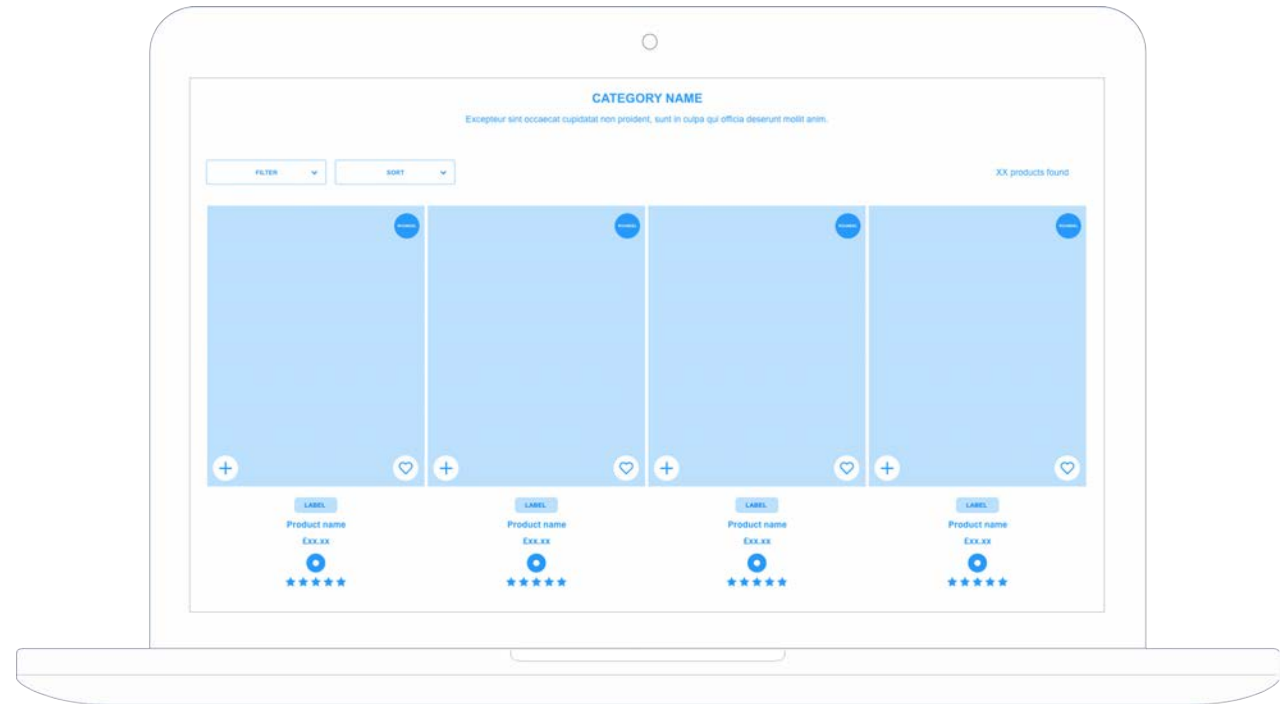
PLP WIREFRAMES

Tooltip

Display a tooltip on the PLP to encourage the use of the wish list. Is it
possible to display for users who have no items saved or in their basket?
As to not distract from purchase journey.
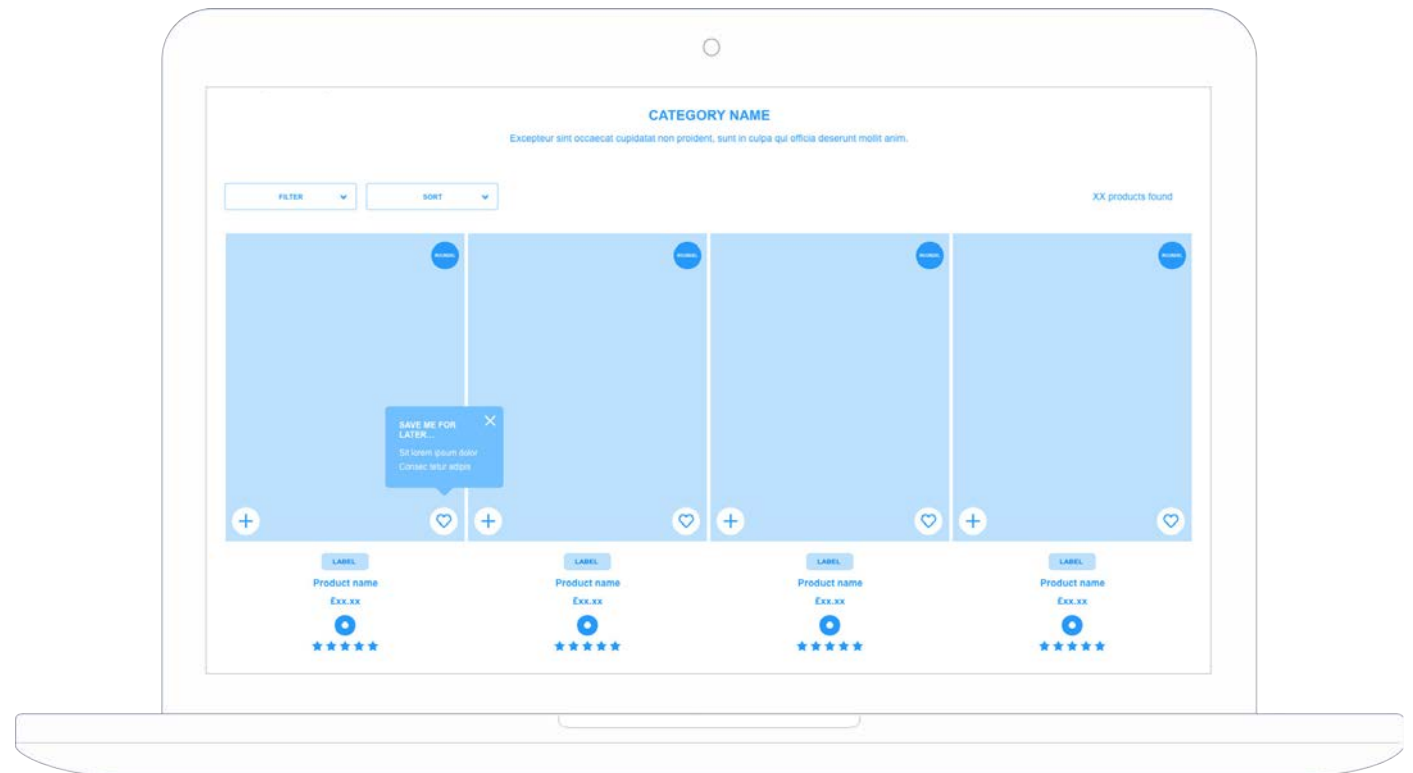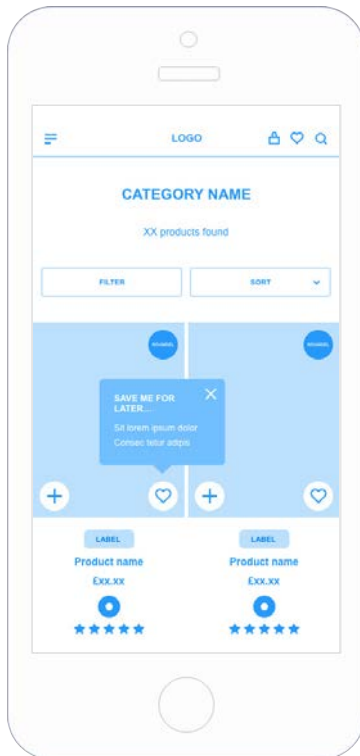
Tooltip to fade in hold for a few seconds and fade out if
not dismissed via the cross icon first.

Would introduce this after A/B test position.

SAVED ITEMS
WIREFRAMES

SAVED ITEMS WIREFRAMES

Non logged in users | Mobile
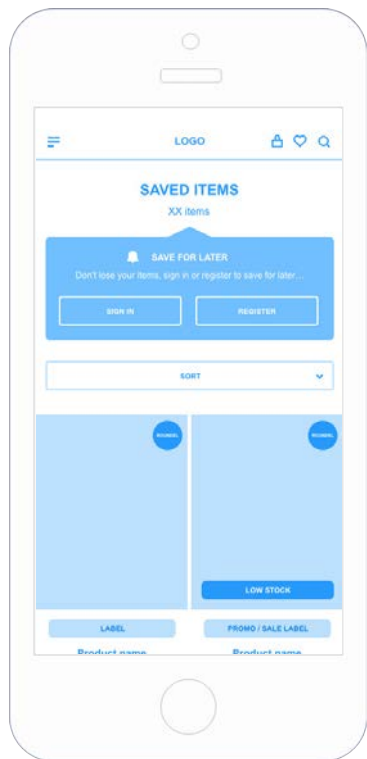
Increase prominence of sign in / register message.
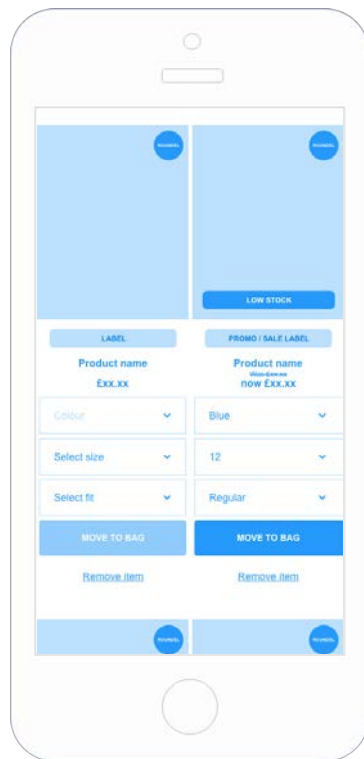
Introduce a low stock label on image and change the remove icon to a text link to allow room for roundels.

Introduce a out of stock label on image. Tailor message if its a selected variant that's oos.
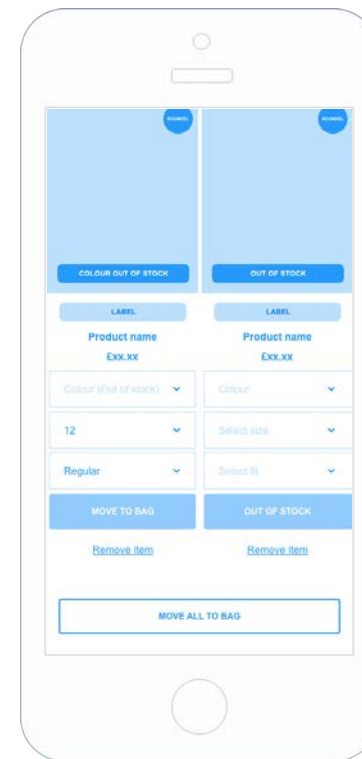
Add a move all to bag option. Validation will be needed to check all items have variants selected.
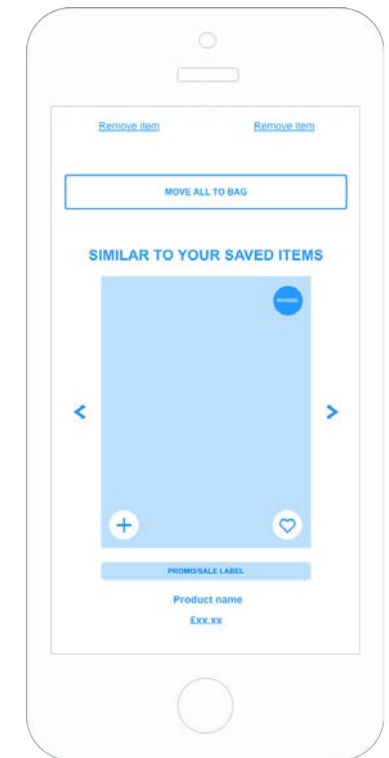

Add carousel to recommend similar items to the ones already saved.

SAVED ITEMS WIREFRAMES

Non logged in users | Desktop
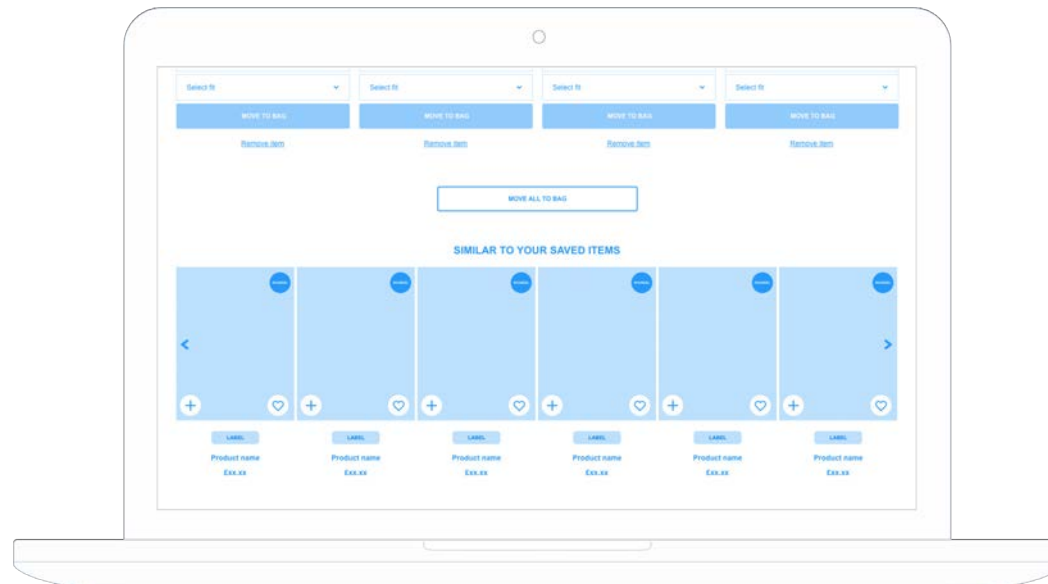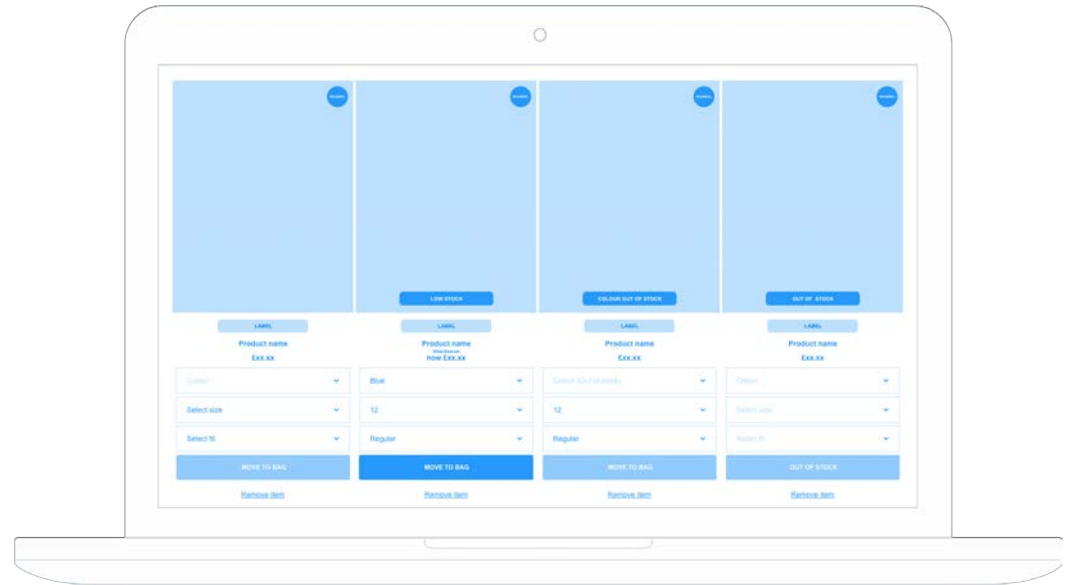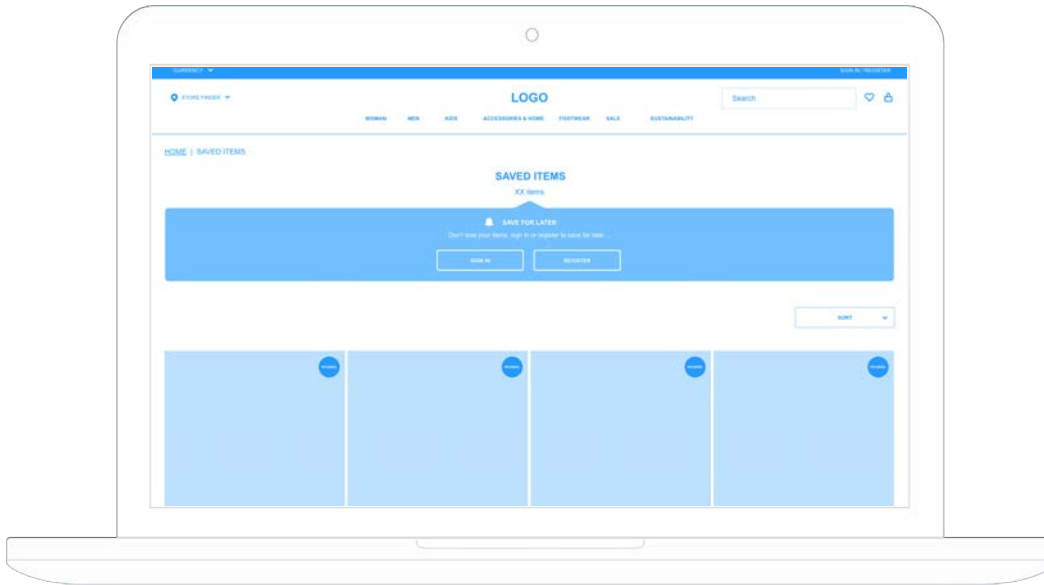
SAVED ITEMS WIREFRAMES

Logged in users | Mobile

Remove this page from the my account section and follow the layout of
the non logged in user page.
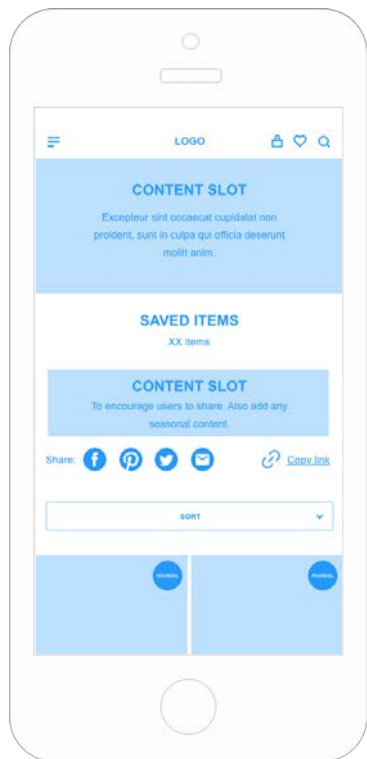
Add two optional content slots, one
at the top of the page to introduce
seasonal content/competitions.
One above the sharing icons to
encourage users to share.
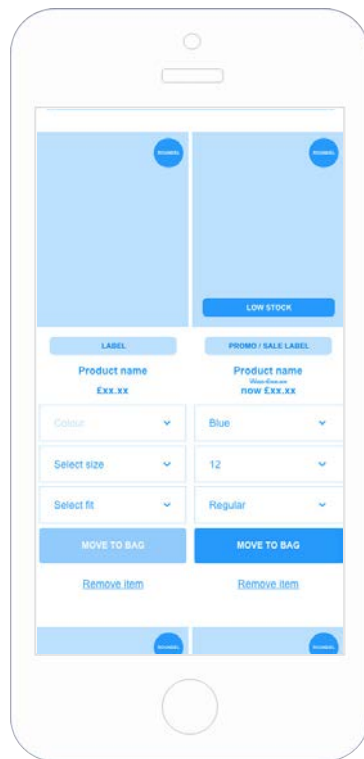
Introduce a low stock label on
image and change the remove icon
to a text link to allow room for
roundels.
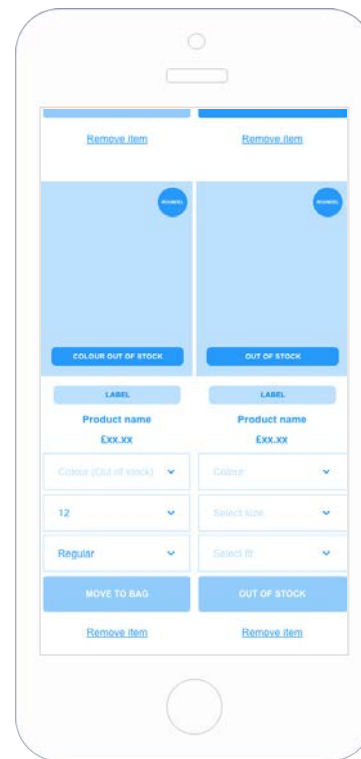
Introduce a out of stock label
on image. Tailor message if its a
selected variant that's oos.
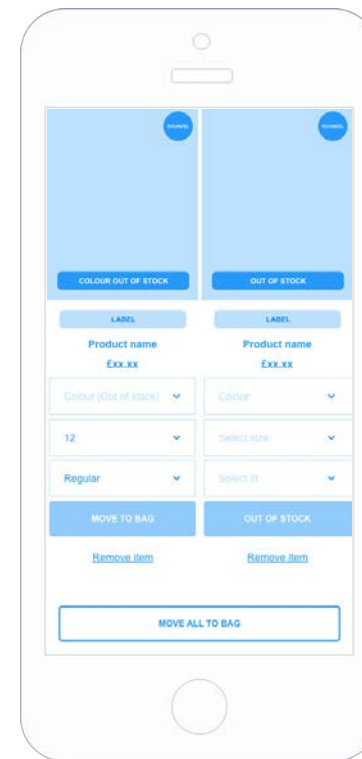
Add a move all to bag option.
Validation will be needed to check
all items have variants selected.
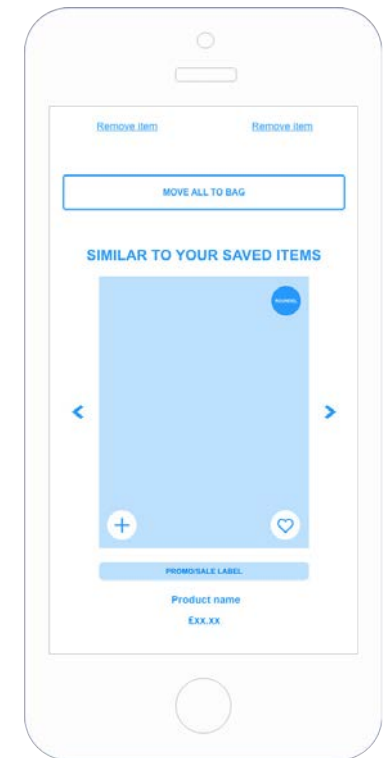
Add carousel to recommend
similar items to the ones already
saved.

SAVED ITEMS WIREFRAMES

Logged in users | Desktop
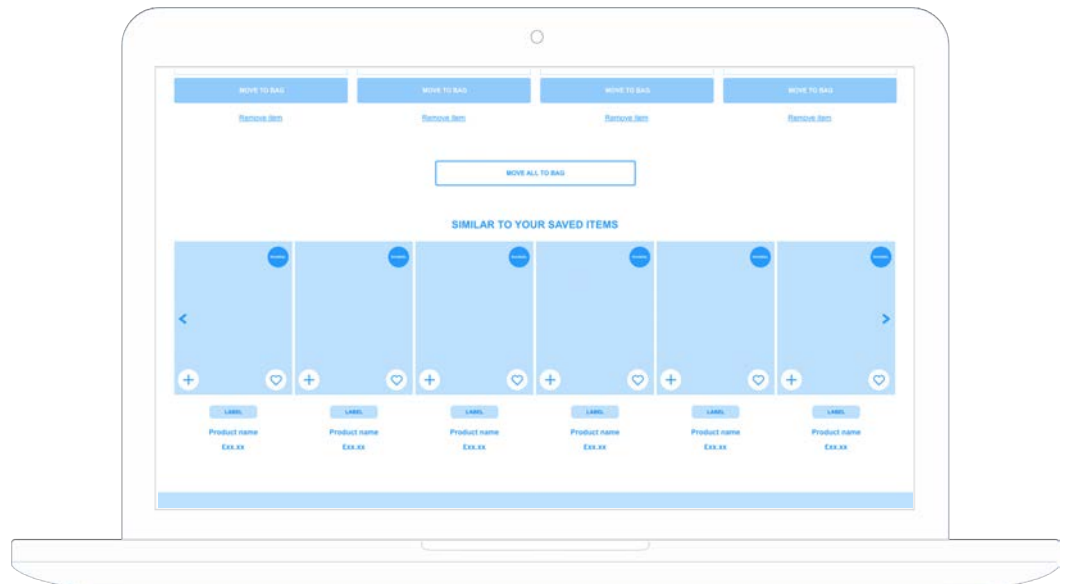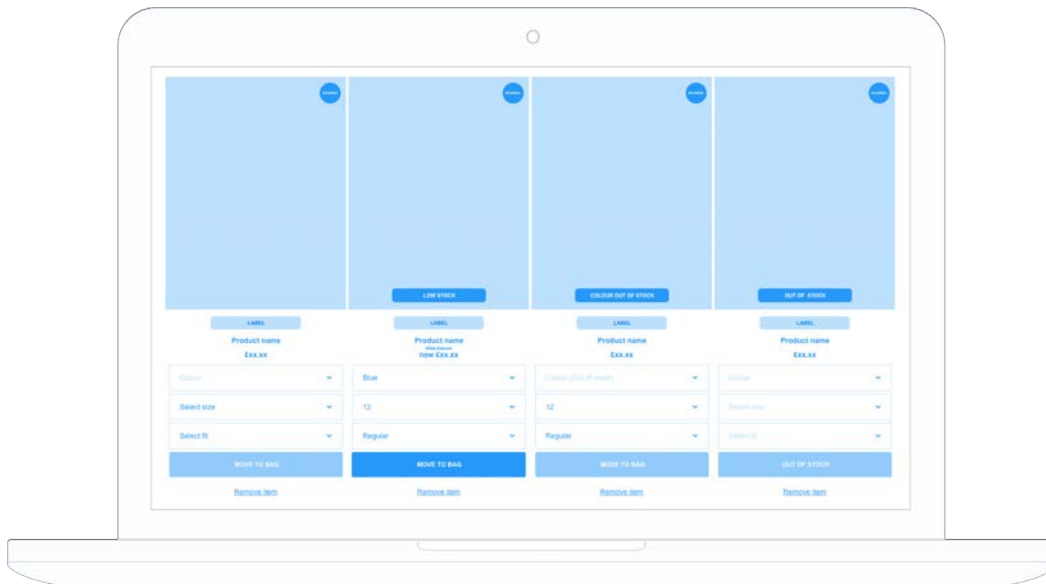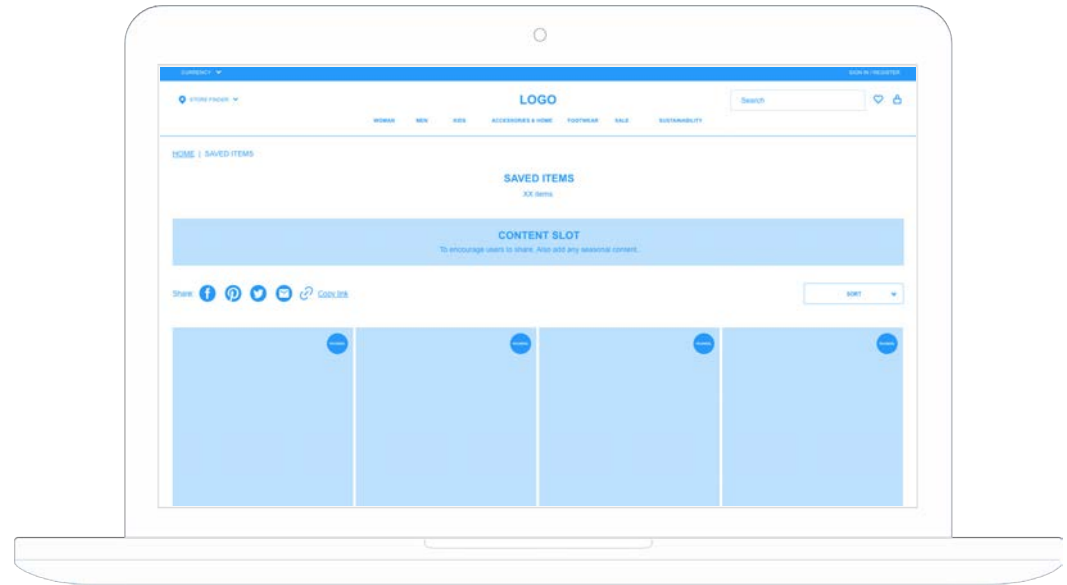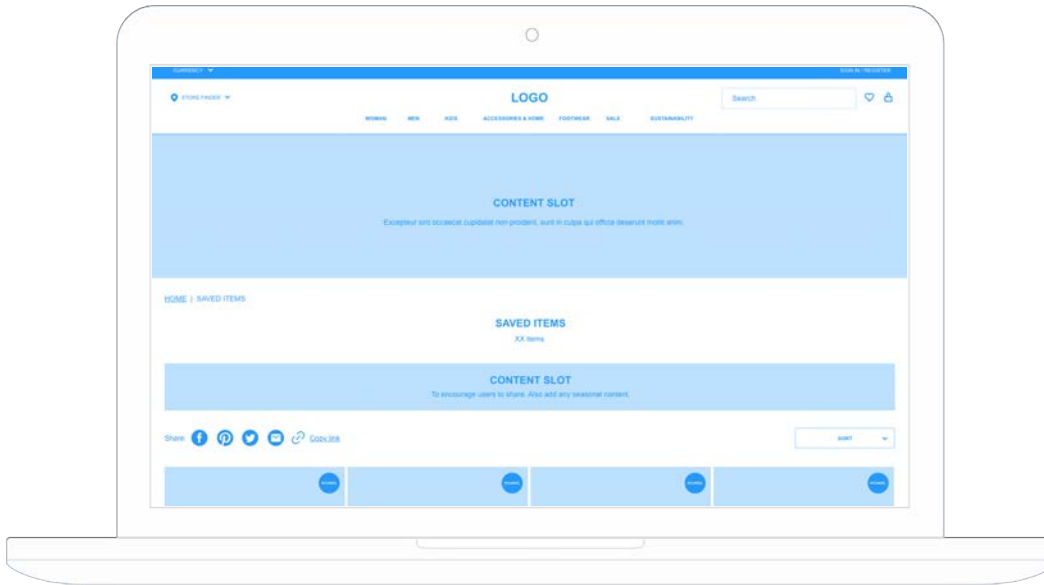
NO SAVED ITEMS
WIREFRAMES
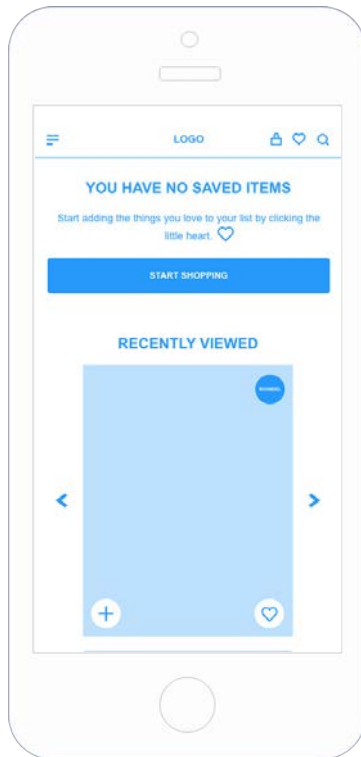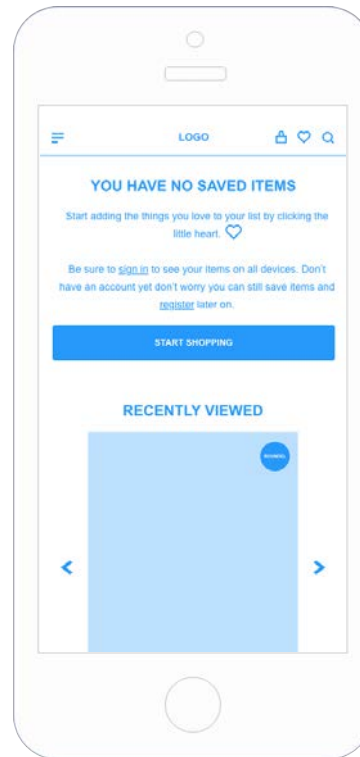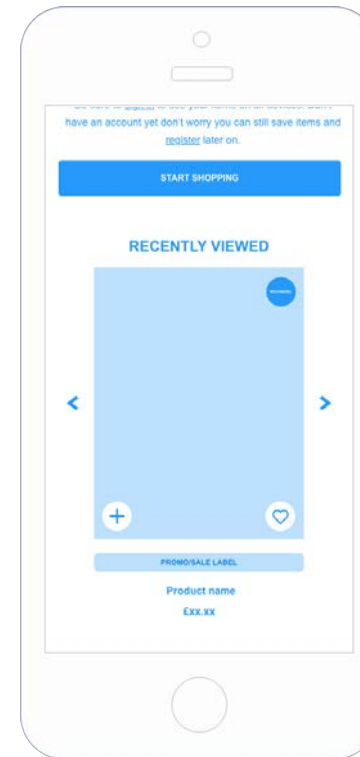
NO SAVED ITEMS WIREFRAMES

Mobile

Logged in users.

Non-logged in users.
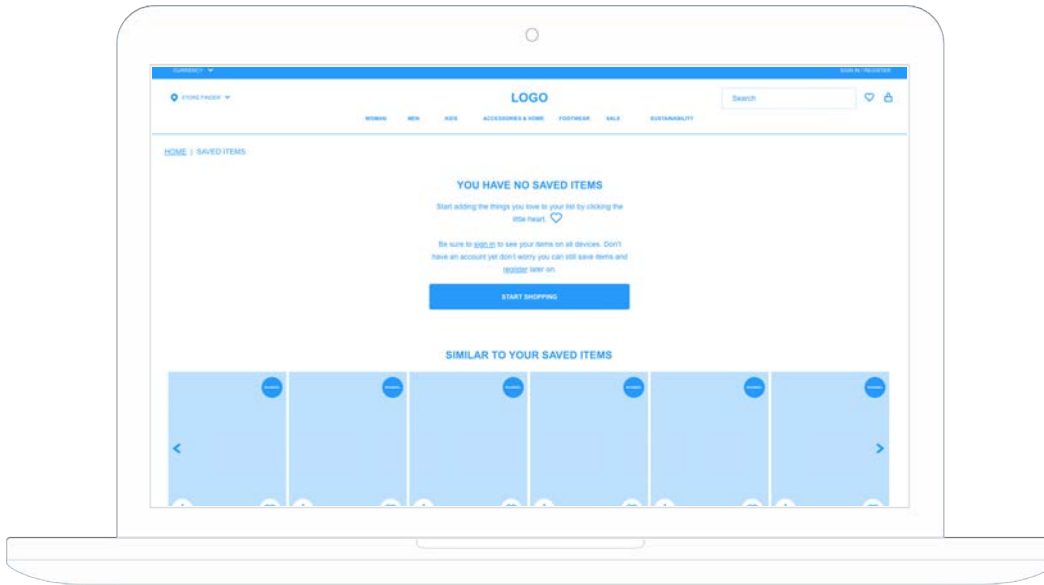
Display a recently viewed carousel to encourage them to add items to wish list.

SAVED ITEMS WIREFRAMES
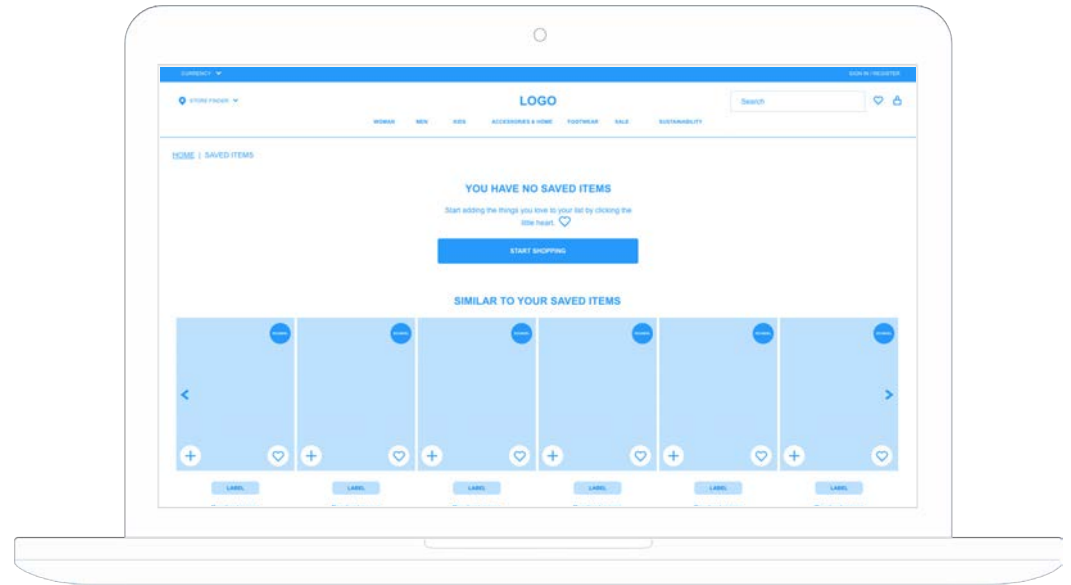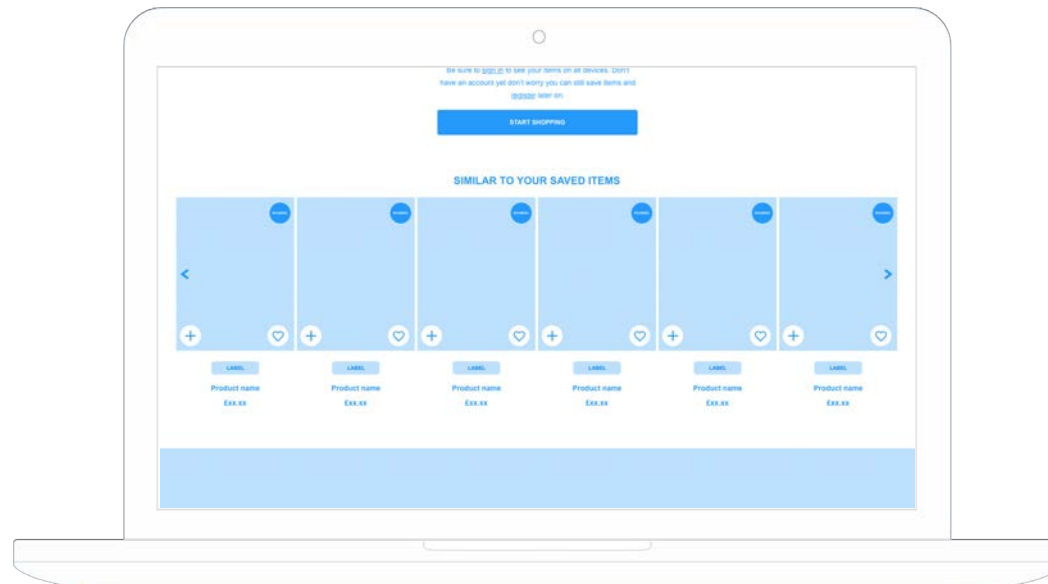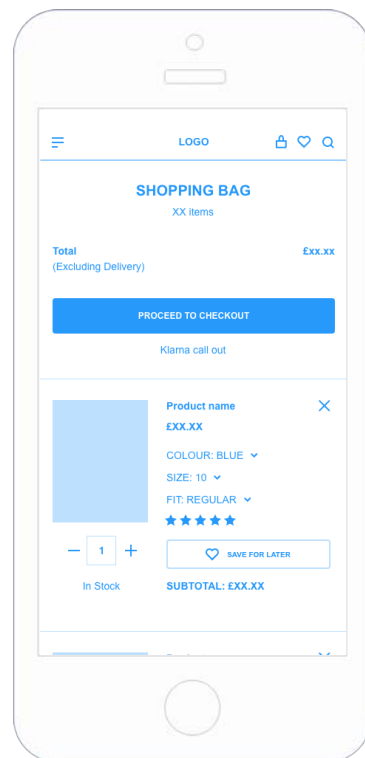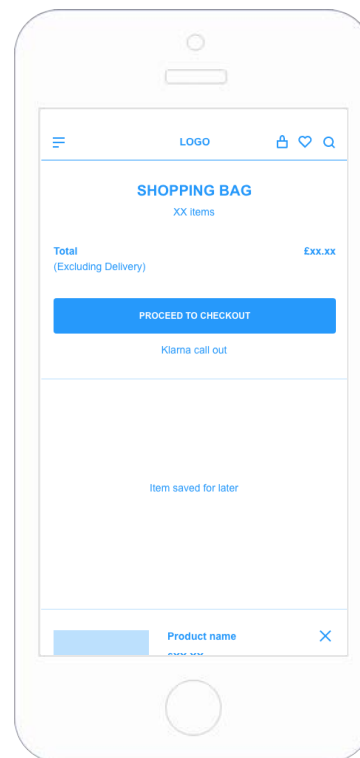
Desktop

Non-logged in users.

Logged in users.

BAG
WIREFRAMES

BAG WIREFRAMES

Save for later option | Mobile
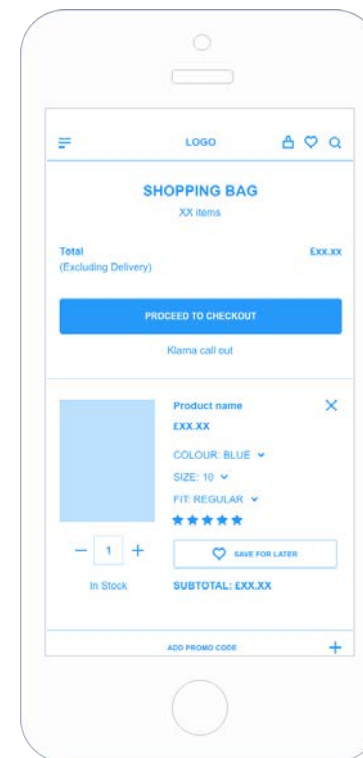
Add save for later option to each item in the bag.

When user selects save for later a confirmation message appears in the items place for couple of seconds before disappearing.
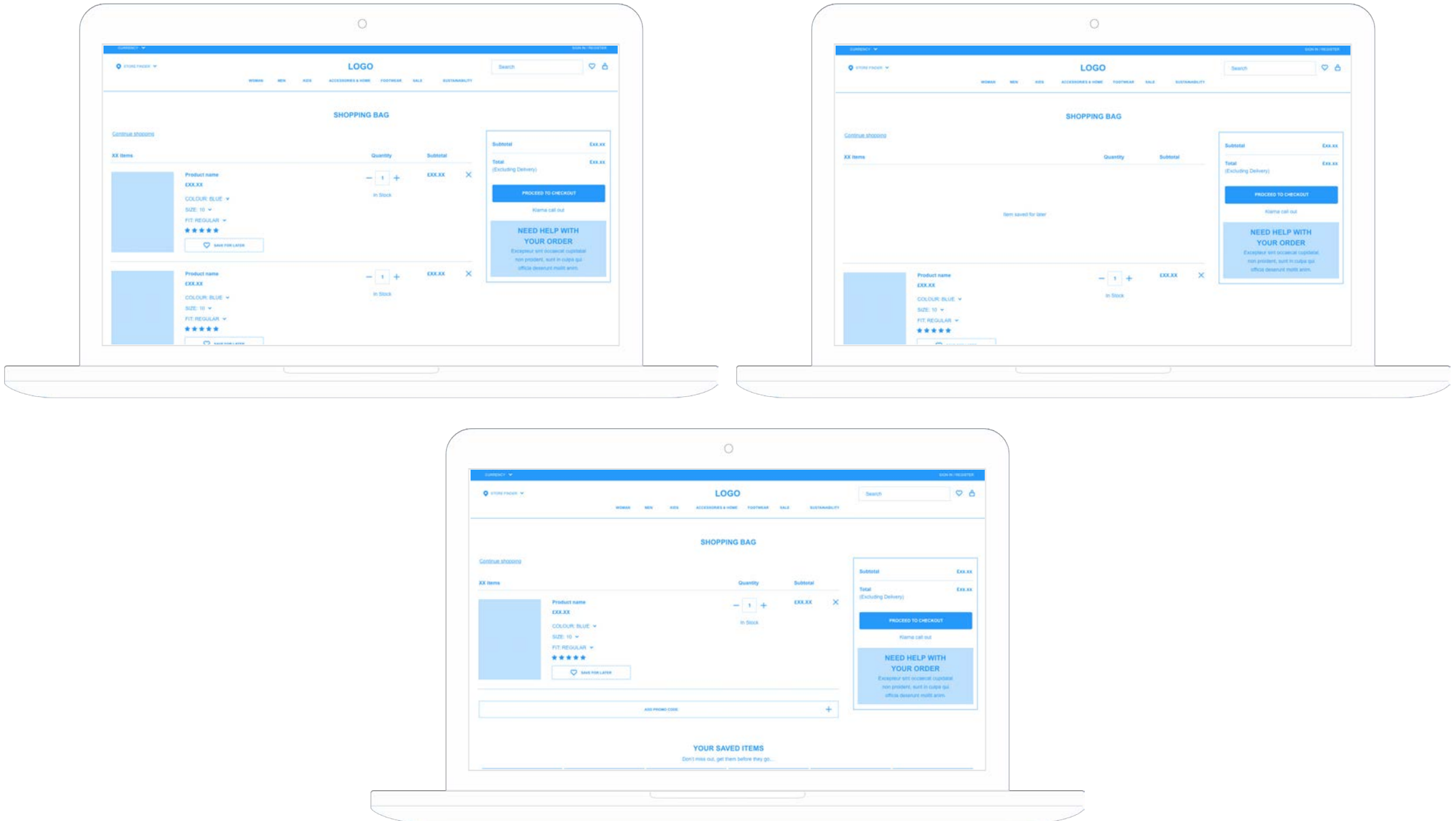
The space with the removed item will then collapse and the items below will move up.

If no more items are in basket the empty basket message will display (current functionality).
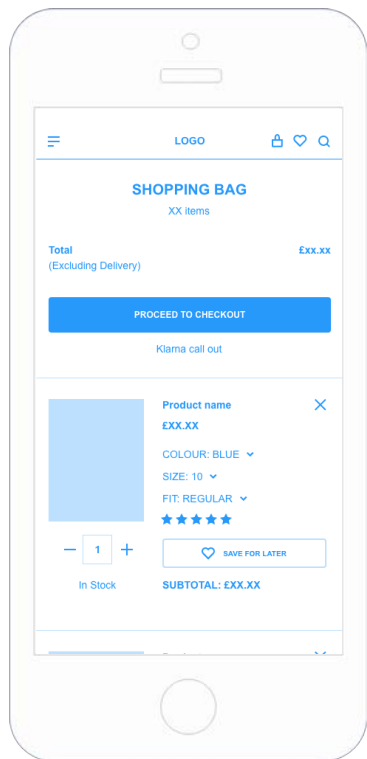
BAG WIREFRAMES

Save for later option | Desktop

BAG WIREFRAMES

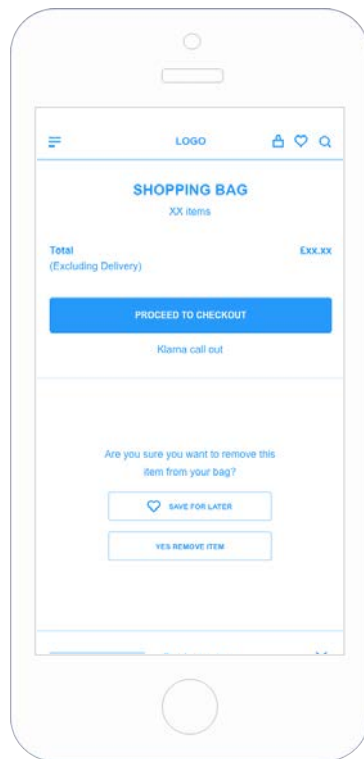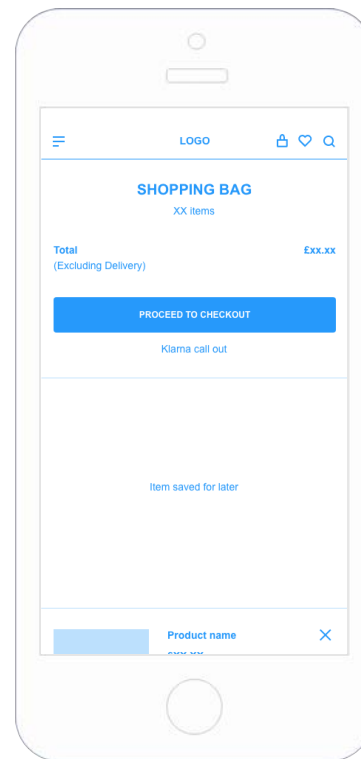## Remove item confirmation | Mobile

When a user removes an item from their bag display a confirmation message that will encourage them to save the item for later.
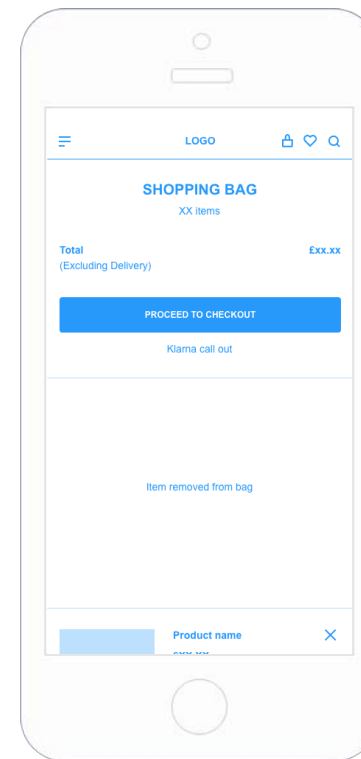

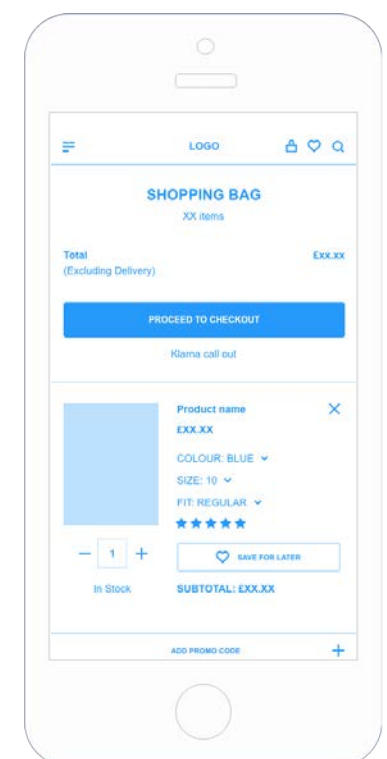Add save for later option to each item in the bag.

When user selects the remove/cross icon a confirmation message appears in the items place giving the user the option to save for later or remove.

When user selects save for later a confirmation message appears in the items place for couple of seconds before disappearing.

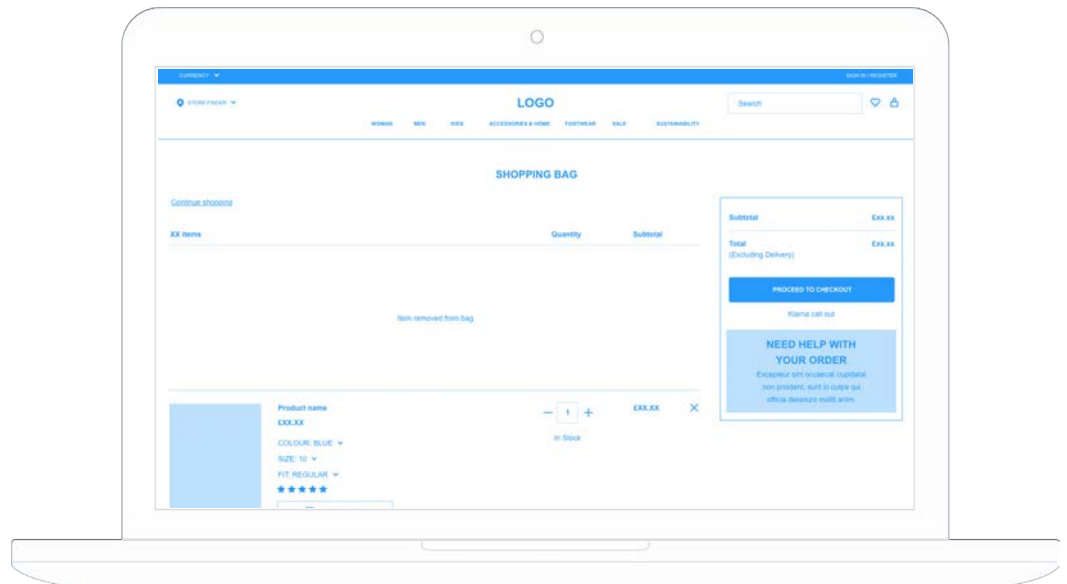When user selects remove a confirmation message appears in the items place for couple of seconds before disappearing.
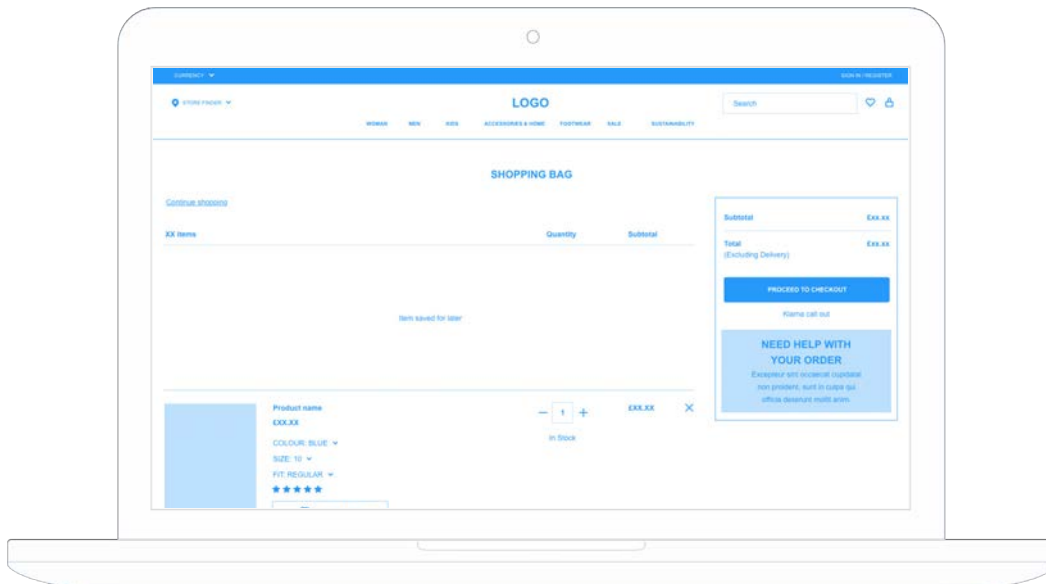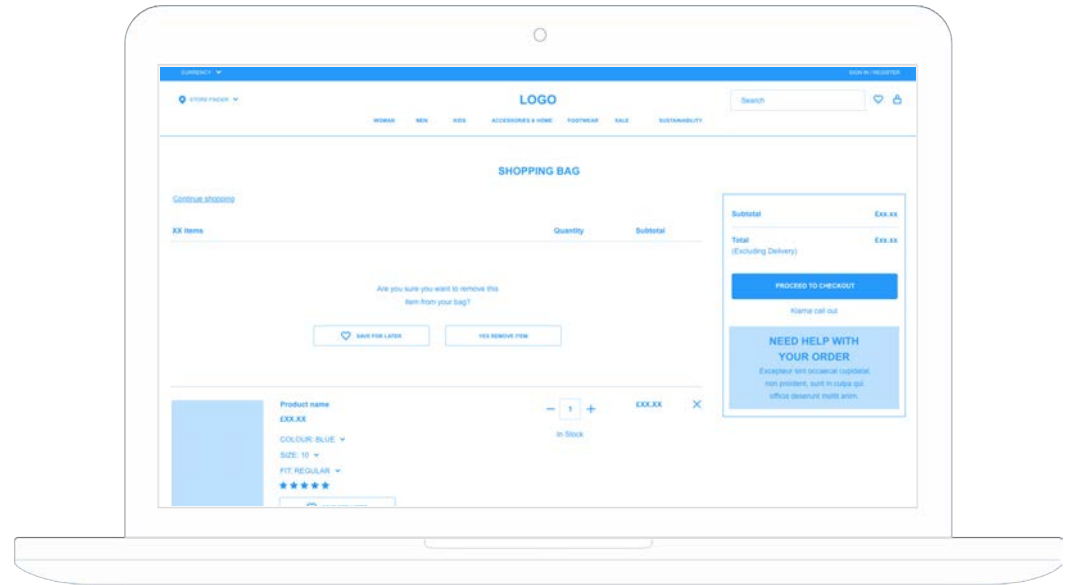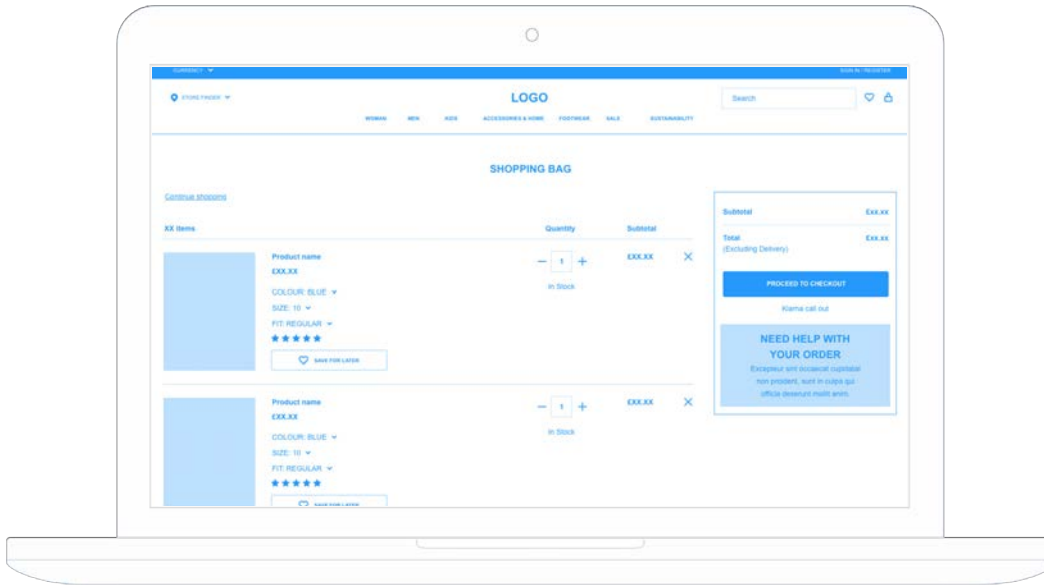
The space with the saved/removed item will then collapse and the items below will move up.

If no more items are in basket the empty basket message will display (current functionality).
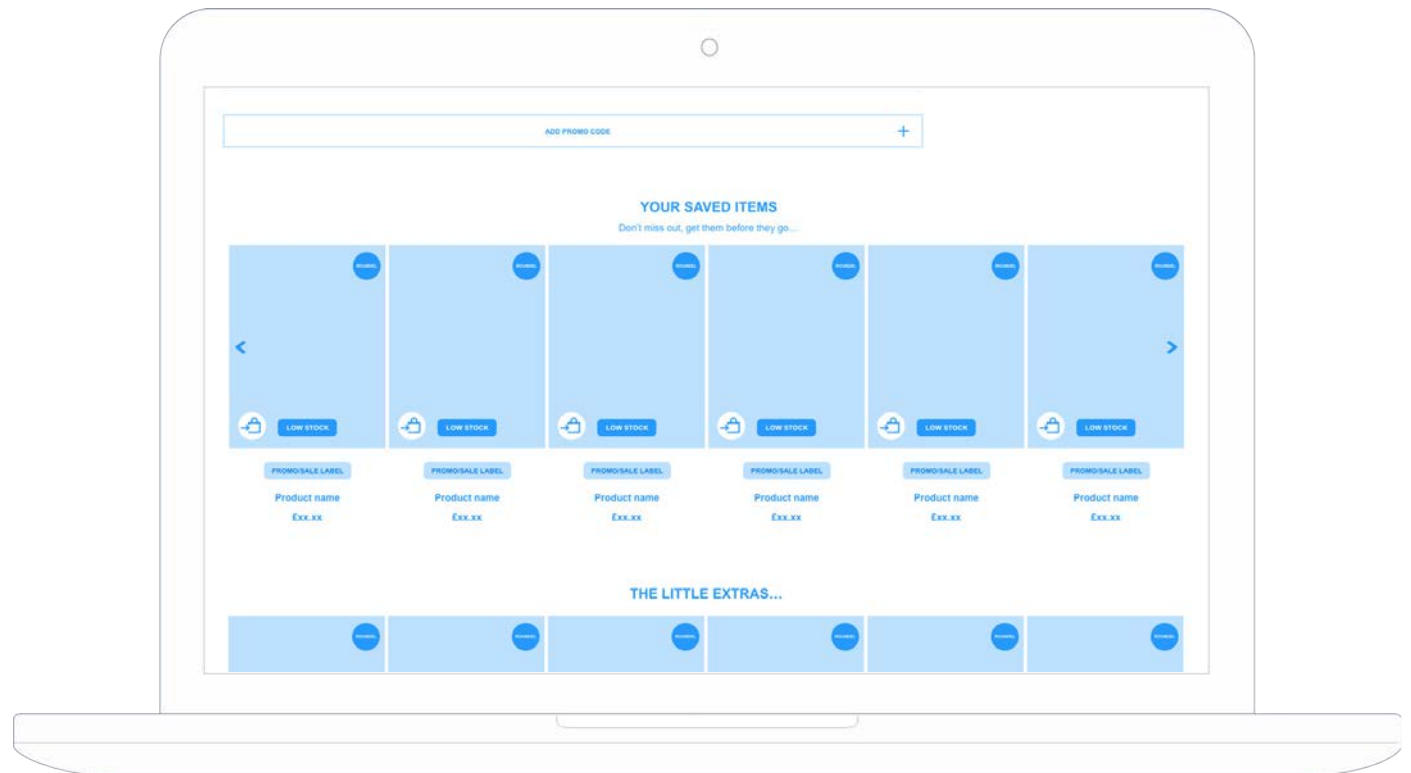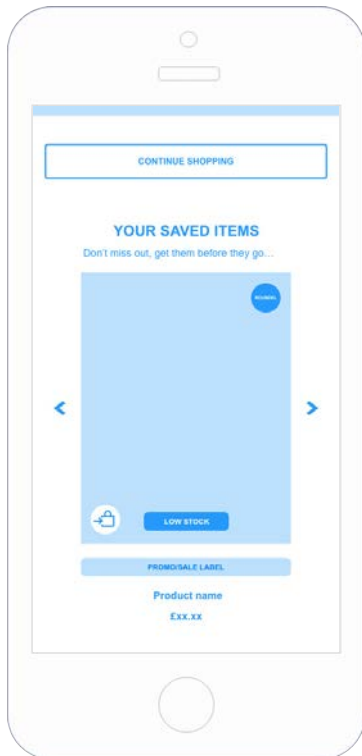
BAG WIREFRAMES

Remove item confirmation | Desktop

BAG WIREFRAMES

Saved items carousel

Display users current saved items with low stock messages to encourage them to purchase before they sell out.

YOUR SAVED ITEMS

Don't miss out, get them before they go...

LOW STOCK

PROMO/SALE LABEL

Product name

£xx.xx

CONTINUE SHOPPING

ADD PROMO CODE +

YOUR SAVED ITEMS

Don't miss out, get them before they go...

| LOW STOCK	LOW STOCK	LOW STOCK	LOW STOCK	LOW STOCK	LOW STOCK
PROMO/SALE LABEL	PROMO/SALE LABEL	PROMO/SALE LABEL	PROMO/SALE LABEL	PROMO/SALE LABEL	PROMO/SALE LABEL
Product name	Product name	Product name	Product name	Product name	Product name
£xx.xx	£xx.xx	£xx.xx	£xx.xx	£xx.xx	£xx.xx

THE LITTLE EXTRAS...

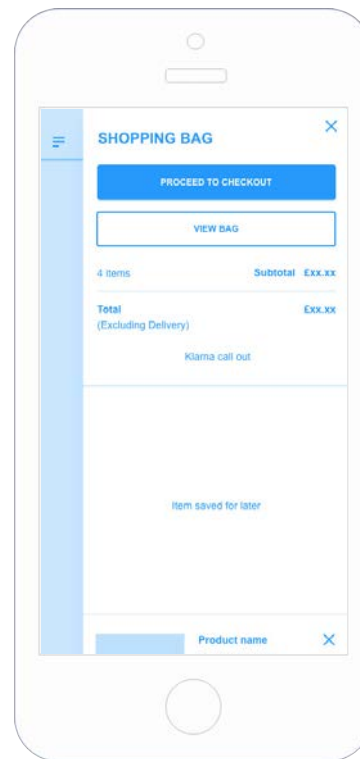A/B test positioning, above or below little extras.

MINI BAG
WIREFRAMES

MINI BAG WIREFRAMES

Save for later option | Mobile
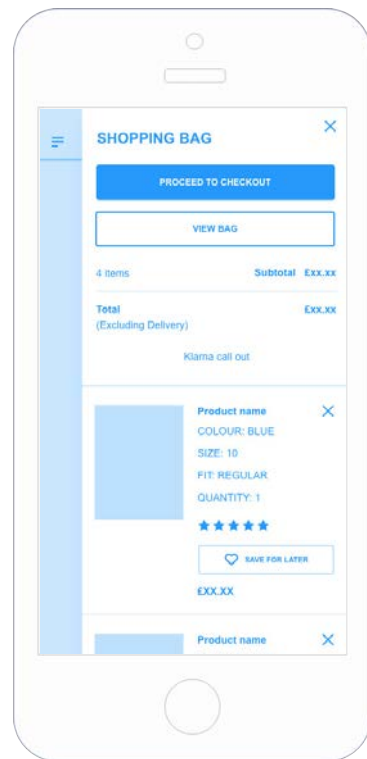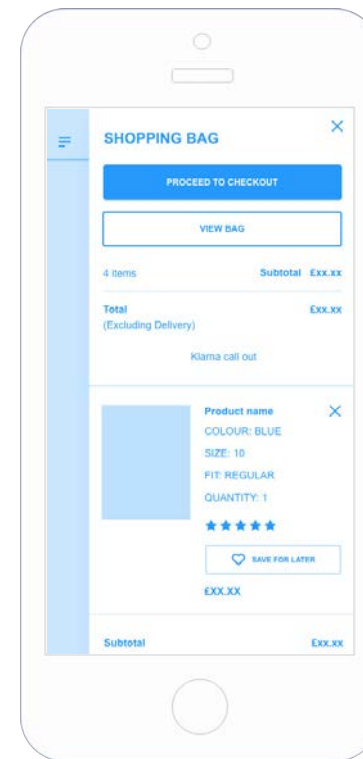
Add save for later option to each item in the bag.

When user selects save for later a confirmation message appears in the items place for couple of seconds before disappearing.
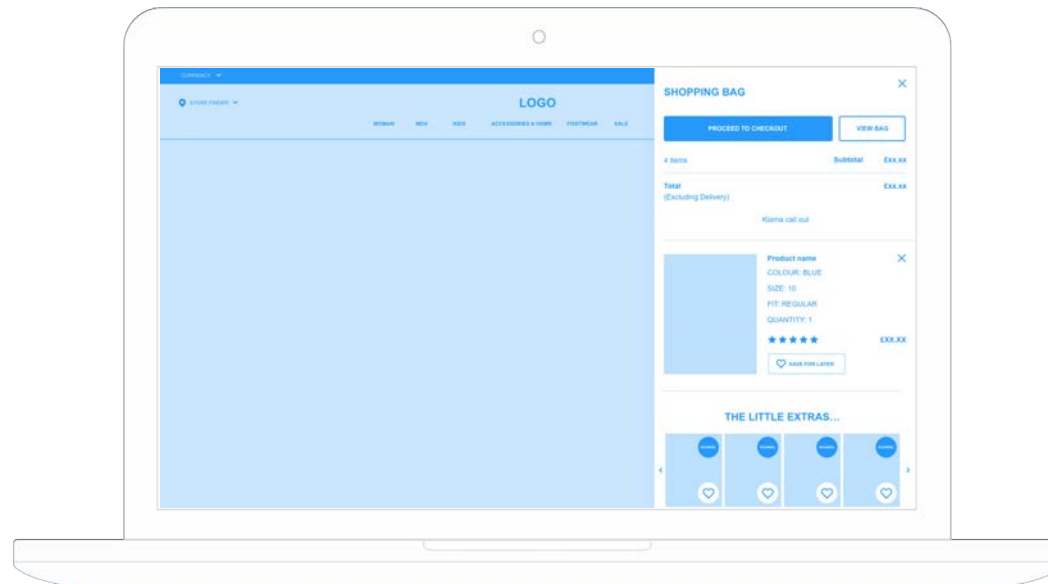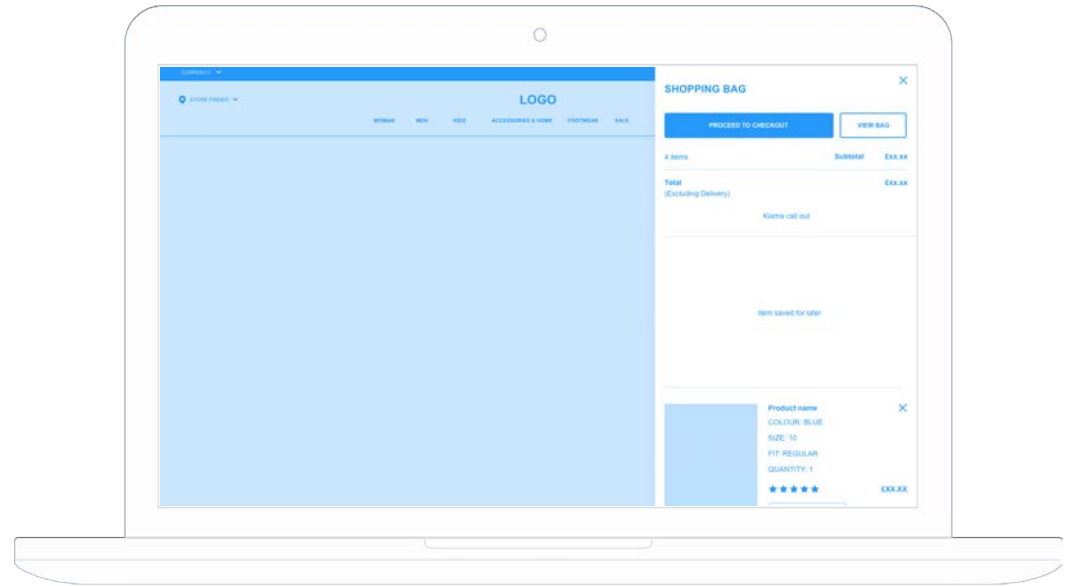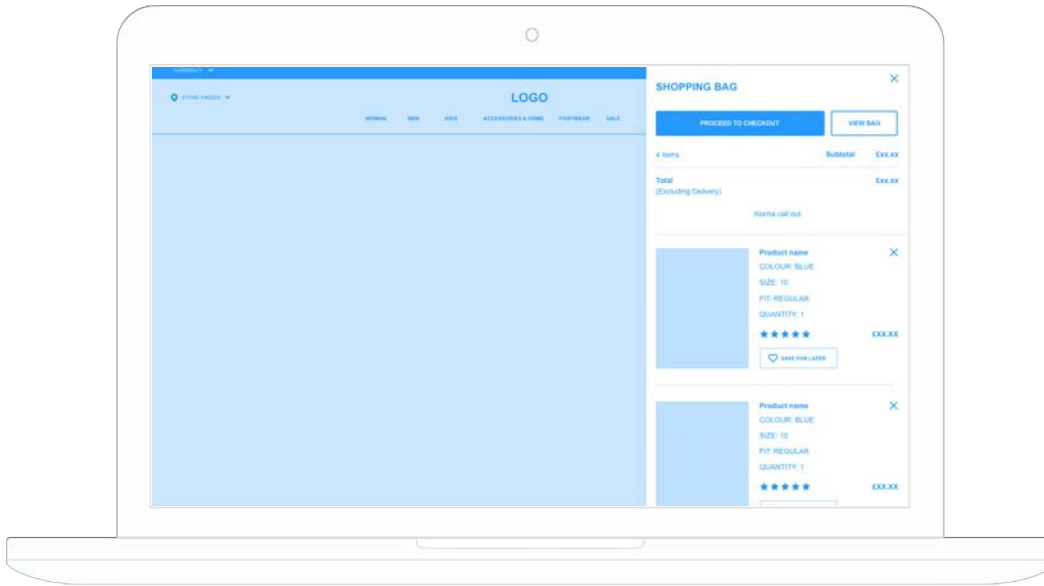
The space with the removed item will then collapse and the items below will move up.

If no more items are in basket the empty basket message will display (current functionality).
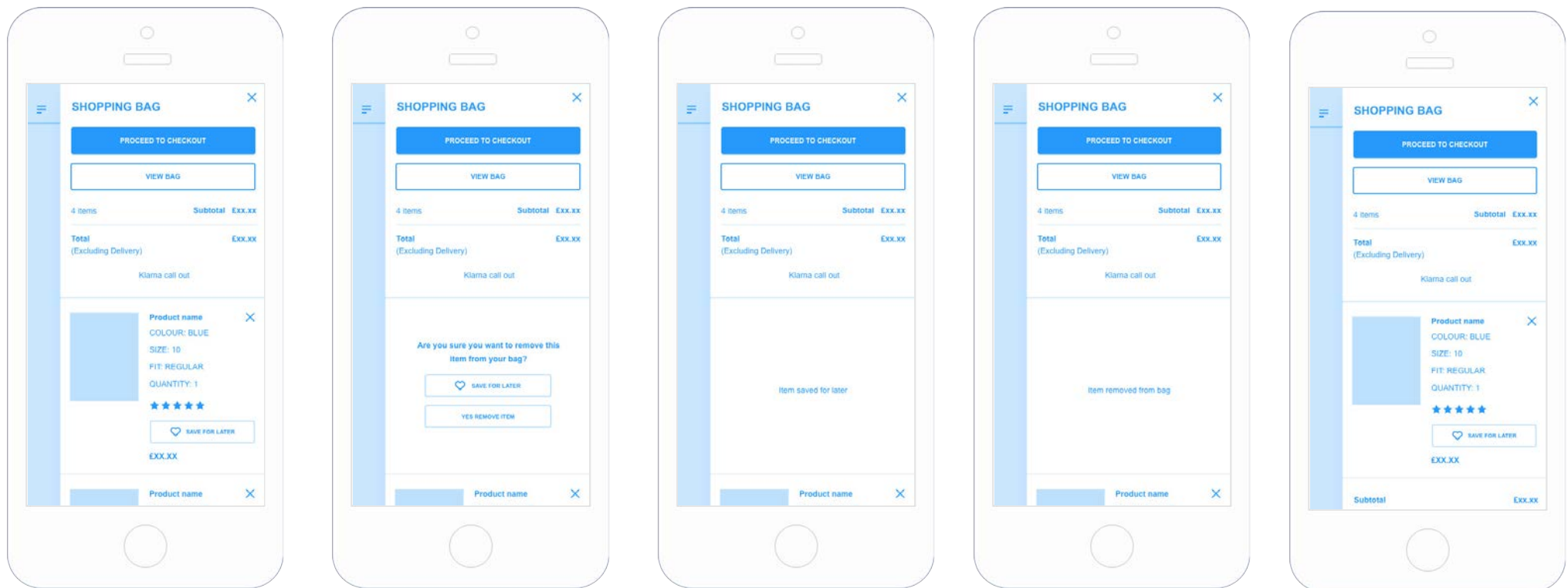
MINI WIREFRAMES

Save for later option | Desktop

MINI BAG WIREFRAMES

Remove item confirmation | Mobile

When a user removes an item from their bag display a confirmation message that will encourage them to save the item for later.

Recommend reviewing the current timing of mini bag, it dismisses quite quickly/abruptly when items added to bag.

Add save for later option to each item in the bag.

When user selects the remove/cross icon a confirmation message appears in the items place giving the user the option to save for later or remove.

When user selects save for later a confirmation message appears in the items place for couple of seconds before disappearing.

When user selects remove a confirmation message appears in the items place for couple of seconds before disappearing.

The space with the saved/removed item will then collapse and the items below will move up.

If no more items are in basket the empty basket message will display (current functionality).

MINI BAG WIREFRAMES

Remove item confirmation | Desktop