

PLP Experience^{v1.0}

08/2023 - by Reese Peltier and Ignacio Garcia-Huidobro

Agenda

■ Primary Filters

■ Filter Drawer

■ Fulfillment Filters

■ Buy It Again

■ Discovery Zones

■ Service Cards

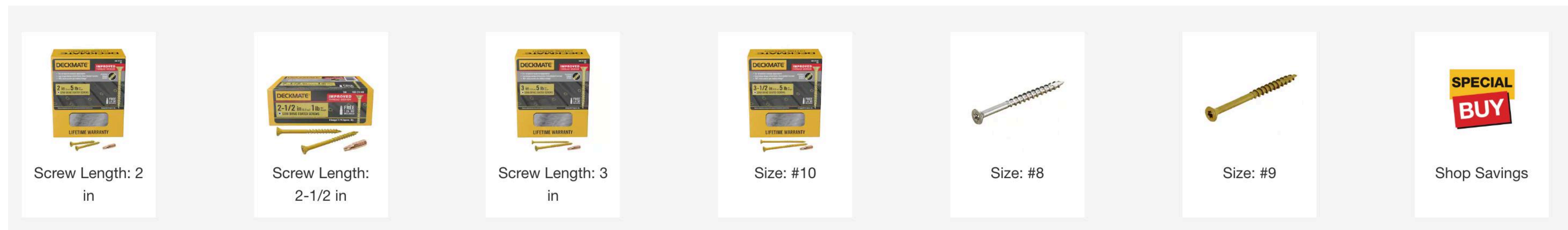
■ Connecting The Dots

■ Q&A

PRIMARY FILTERS PRIMARY FILTERS

What We Learned

Visual Navigation encompassed too many types of filter variations that aren't directly related. Images were not curated and were too broad, duplicative and lacked a consistent visual language. This solution does not aid in guiding or educating the customer.



Example



Drywall Screws

A pro would recognize this, but would a DIYer?



Shop Savings

Feels like an ad. Is this relevant to my search?



\$50 - \$100

What does this image have to do with price? Is there a link between Ryobi and this price point?



Makita

Is this the best representation of our brands?



Wood

Duh



Nominal Product T x W (In.): 2 in x 4 in

The same picture would be used to represent a 2x8

Additional Learnings

80%

FILTERS NEED TO BE DYNAMIC

80%+ of filtering needs for a given product category can be algorithmically generated by our Data Science team.

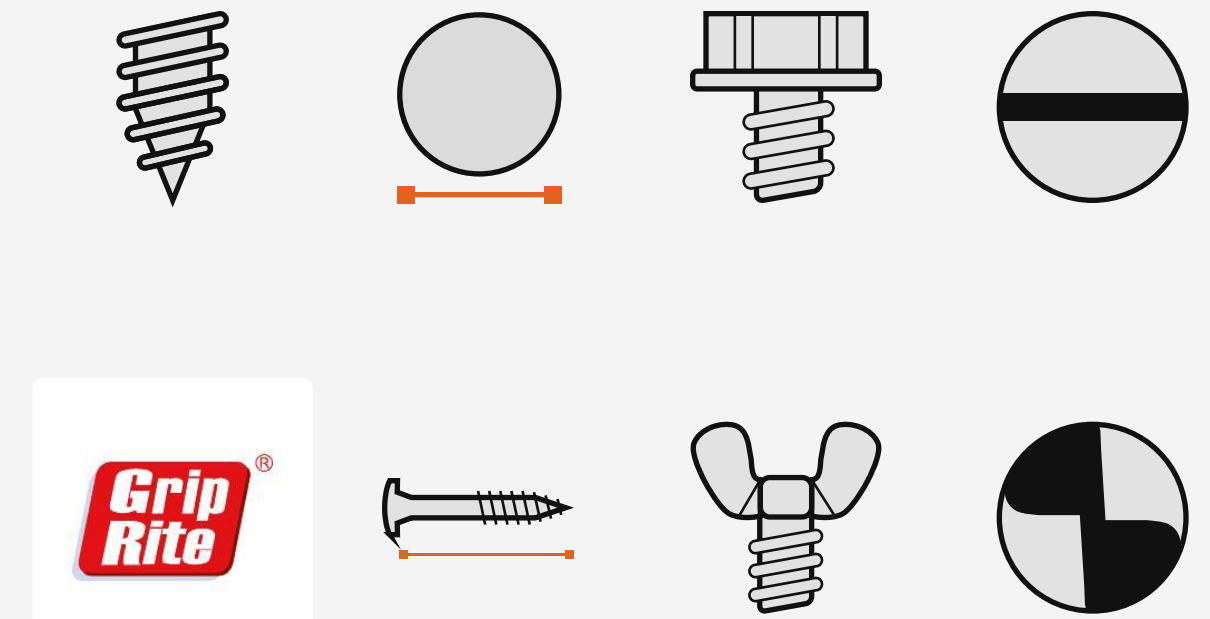
Our CEX team will be able to tweak the model using a new Athena tool based on trends outside the model.



CANNOT MULTI-SELECT

Our current tech stack doesn't allow for true multi-select and relies on refreshing the page which is the equivalent of a new query.

We can leverage UI elements such as drawers to keep customers in the search journey and allow them to make choices without multiple page refreshes.

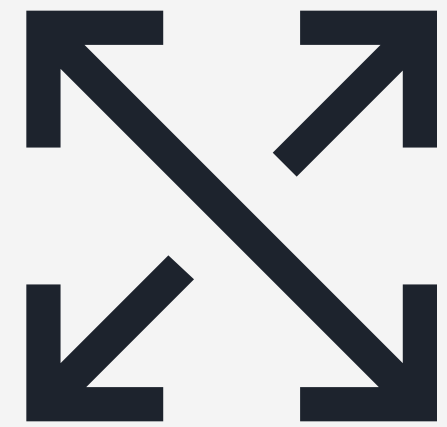


VISUAL GUIDES

Customers responded overwhelmingly positive for the addition of visual aids in guiding their search.

These visual aids can help guide and educate customers on our assortment making them feel more confident that they've chosen the right product.

Additional Learnings



SCALABILITY

Our solution needed to be scalable. Not only do we have to account for a backlog of digital assets that would need to be created for every product category, but determine proper placement of Primary Filters among the various PLP types that exist.



REDUCE COGNITIVE LOAD

Our current intangible filters, aside from Get It Fast, have incredibly low engagement (under 2%) and take up precious vertical real estate and added cognitive load.



KEEPING IT SIMPLE

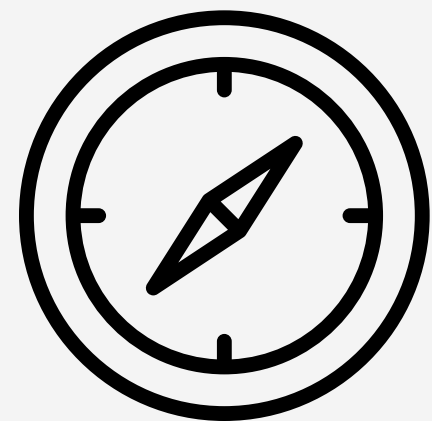
E-commerce trends and our competitors have opted to go towards a minimalistic pattern of a few filtering options.

Where we have the edge is the addition of useful and educational visual assets to accompany our filters options when it makes sense.

SOLUTION

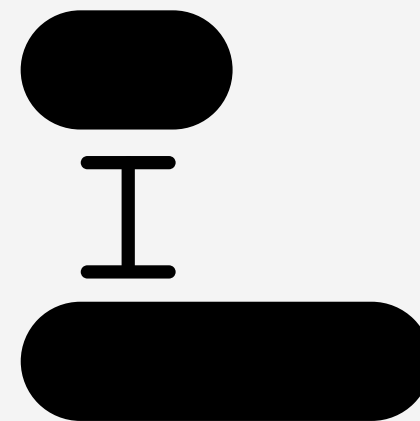
Notable Callouts

CALLOUTS



ENHANCED GUIDANCE

The Retail Media team is working to create an arsenal of visual assets to show guidance and educational relevance.



REDUCED VERTICAL SPACE

Primary Filters offers a significant decrease in usage of vertical space, most importantly on mobile.



GREATER FOCUS ON HIGH PERFORMING FILTERS

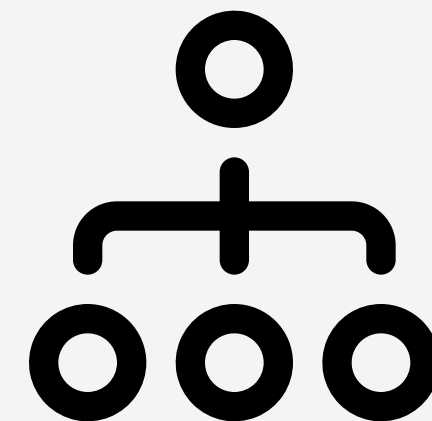
Algorithmically surfacing filters that are higher performing and more relevant vs presenting filters that carry little to no engagement.

Notable Callouts



INCREASED PAGE PERFORMANCE

Rather than increasing page load times by loading more visual assets, these **assets will be loaded on-demand in a context specific drawer.**



IMPROVED FILTER HIERARCHY

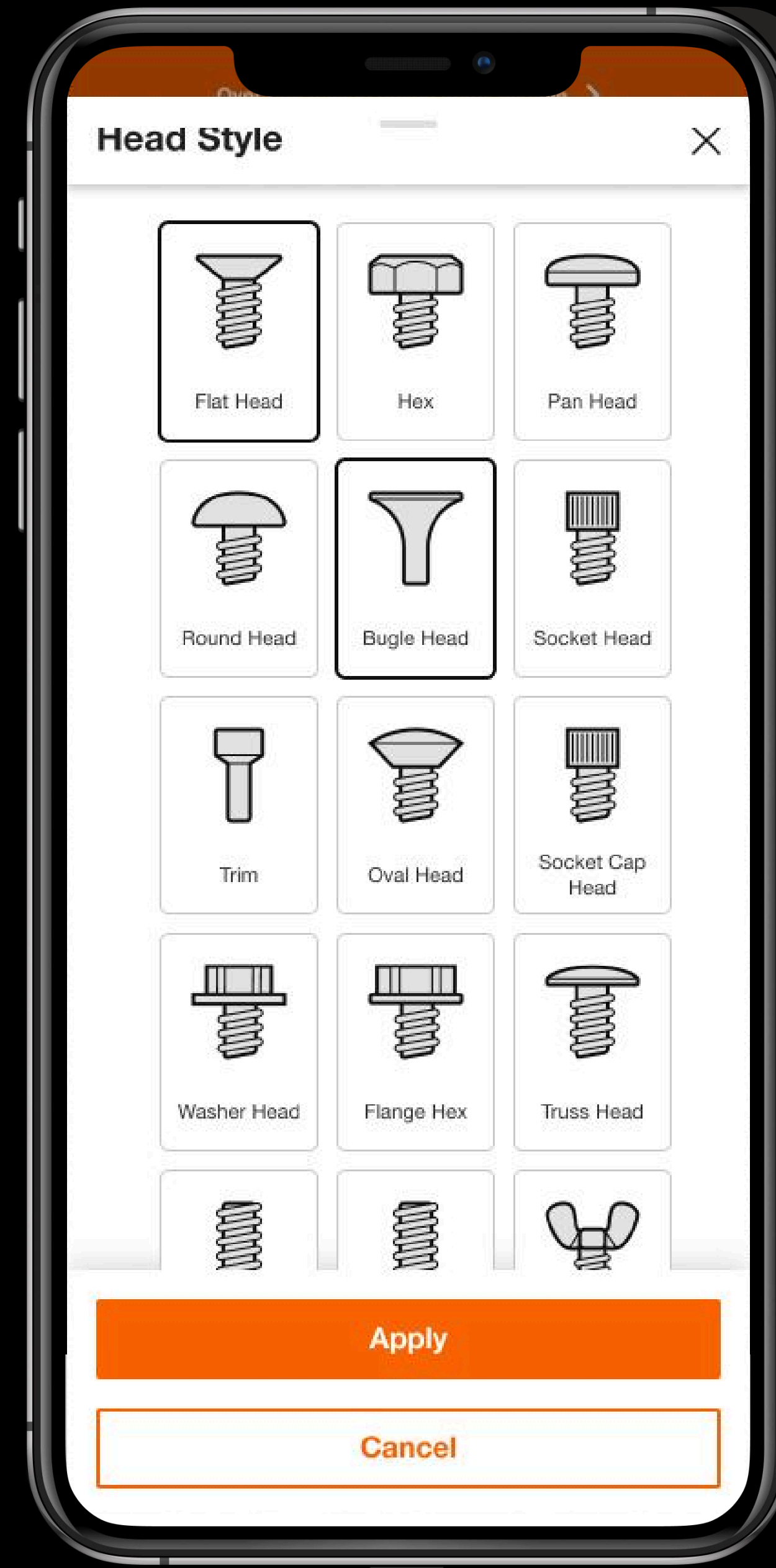
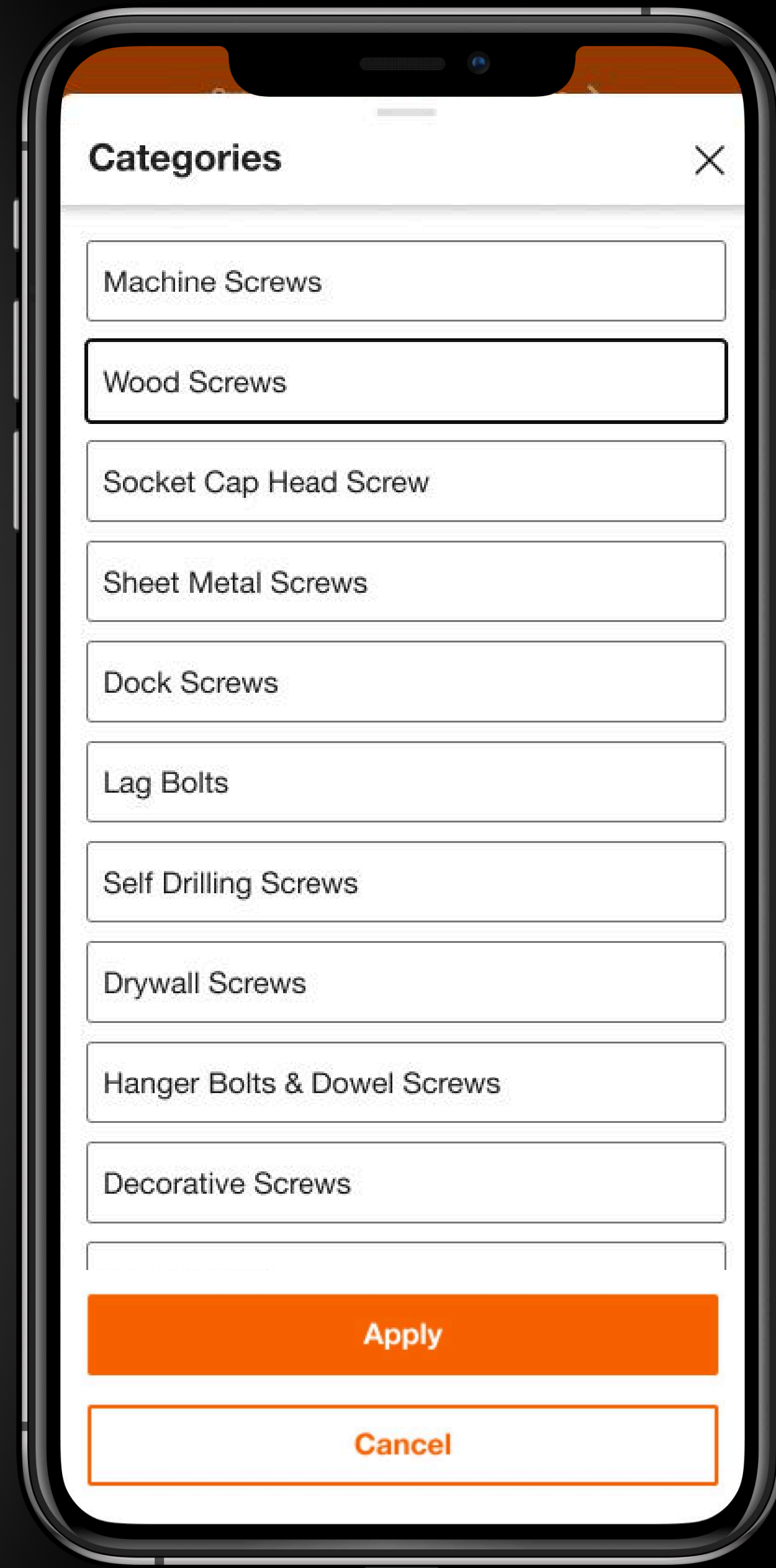
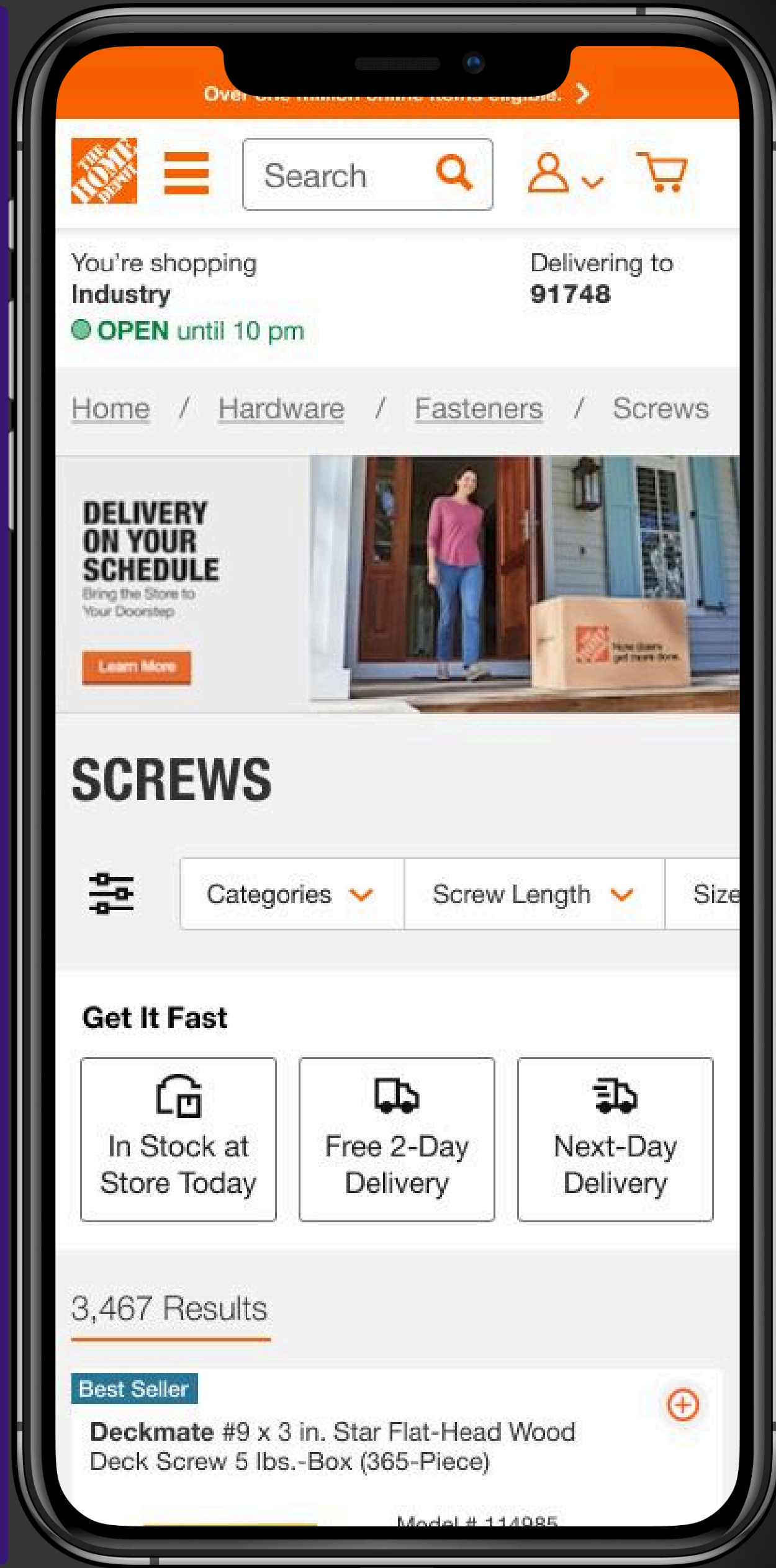
With multiple filtering initiatives we're been able to create strategy around filtering hierarchy.

1. **80%+ of attribute filtering needs will be met by Primary Filters.**
2. **Fulfillment filters** which has the lion share of filter usage overall **will be receiving new styling and prominent placement.**
3. For any additional filtering needs beyond what's presented, **the filter drawer will serve as that final tier of filtering.**



COMMON INTERACTIONS ON DESKTOP AND MOBILE

This solution will be consistent regardless of the customer's choice of screen. The hierarchy, the interactions, and improvements will be felt on any device.



Desktop

FREE IN-STORE PICKUP Over one million online items eligible >



You're shopping Industry **OPEN** until 10 pm

Delivering to 91748

Screws



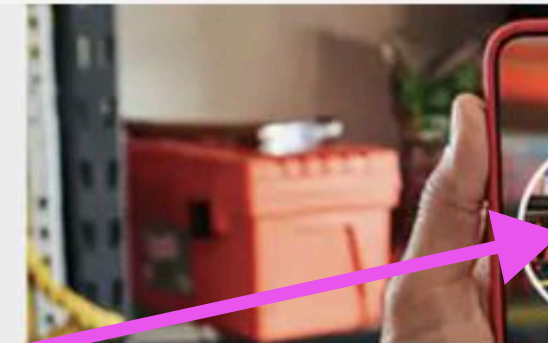
My Account

All Departments Home Decor, Furniture & Kitchenware DIY Projects & Ideas Project Calculators Installation & Services Special

Home / Hardware / Fasteners / Screws

SNAP A PICTURE, FIND WHAT YOU NEED
Just What You Need in a Snap in our App

Download App



SCREWS

Get It Fast



In Stock at Store Today
Order online or purchase in store



Free 2-Day Delivery
Standard free shipping



Next-Day Delivery
Scheduled delivery as soon as tomorrow



Categories Screw Length Size Head Style Drive Style Brand

3,467 Results



Deckmate
#9 x 3 in. Star Flat-Head Wood Deck Screw 5 lbs.-Box (365-Piece)

Promotion or collection text
★★★★★ (151)

SPECIAL BUY \$199.99



Grip-Rite
#6 x 1-1/4 in. Phillips Bugle-Head Coarse Thread Sharp Point Drywall Screws (1 lb./Pack)

Promotion or collection text
★★★★★ (151)

SPECIAL BUY \$199.99



Deckmate
#9 3 in. Tan Exterior Self-Starting Star Flat-Head Wood Deck Screws (25 lbs./1,825-Piece)

Promotion or collection text
★★★★★ (151)

SPECIAL BUY \$199.99

Categories

Machine Screws

Wood Screws

Socket Cap Head Screw

Sheet Metal Screws

Dock Screws

Lag Bolts

Self Drilling Screws

Drywall Screws

Hanger Bolts & Dowel Screws

Decorative Screws

Screw Caps

License Plate Screws

Cabinet Screws

Apply

Cancel

FREE IN-STORE PICKUP Over one million online items eligible

DIY Projects & Ideas

Project Calculators

WHAT YOU NEED
our App

Download App

Length Size Head Style Drive Style Brand



Grip-Rite
#6 x 1-1/4 in. Phillips Bugle-Head Coarse Thread Sharp Point Drywall Screws (1 lb./Pack)

Promotion or collection text
★★★★★ (151)

SPECIAL BUY \$199.99
\$749.00

Deck
#9 3 in. Star Flat-Head Wood Deck Screws (5 lbs./Pack)

Promotion or collection text
★★★★★ (151)

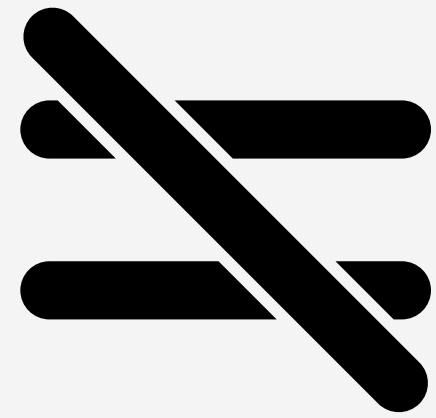
SPECIAL BUY \$199.99
\$749.00

FILTER DRAWER UPLEVEL

What are Filter Drawer Uplevels?

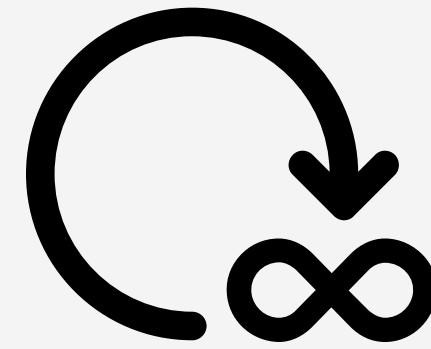
In order to complete the Primary Filters E2E Experience we had to take a look at how the current filter drawer experience behaved and define how the future state filter drawer experience should be like to ensure we're able to offer a consistent and intuitive experience for our customers across mobile, app, and desktop views.

What We Learned



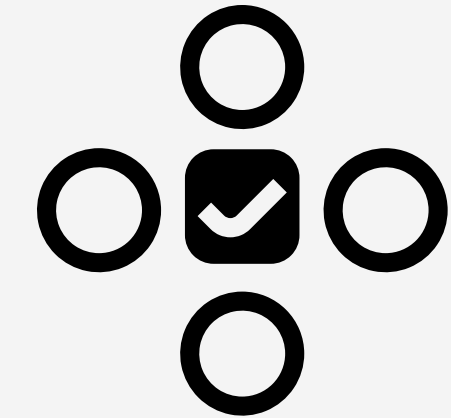
INCONSISTENCY

The Filter Drawer is severely inconsistent today throughout app, mobile web, and desktop experiences from an inconsistent look and feel, to interactions and layouts.



HARD REFRESHES

Upon selecting a filter option, a hard refresh occurs on the PLP which is jarring. It can also vary depending on the medium you are viewing the filters.



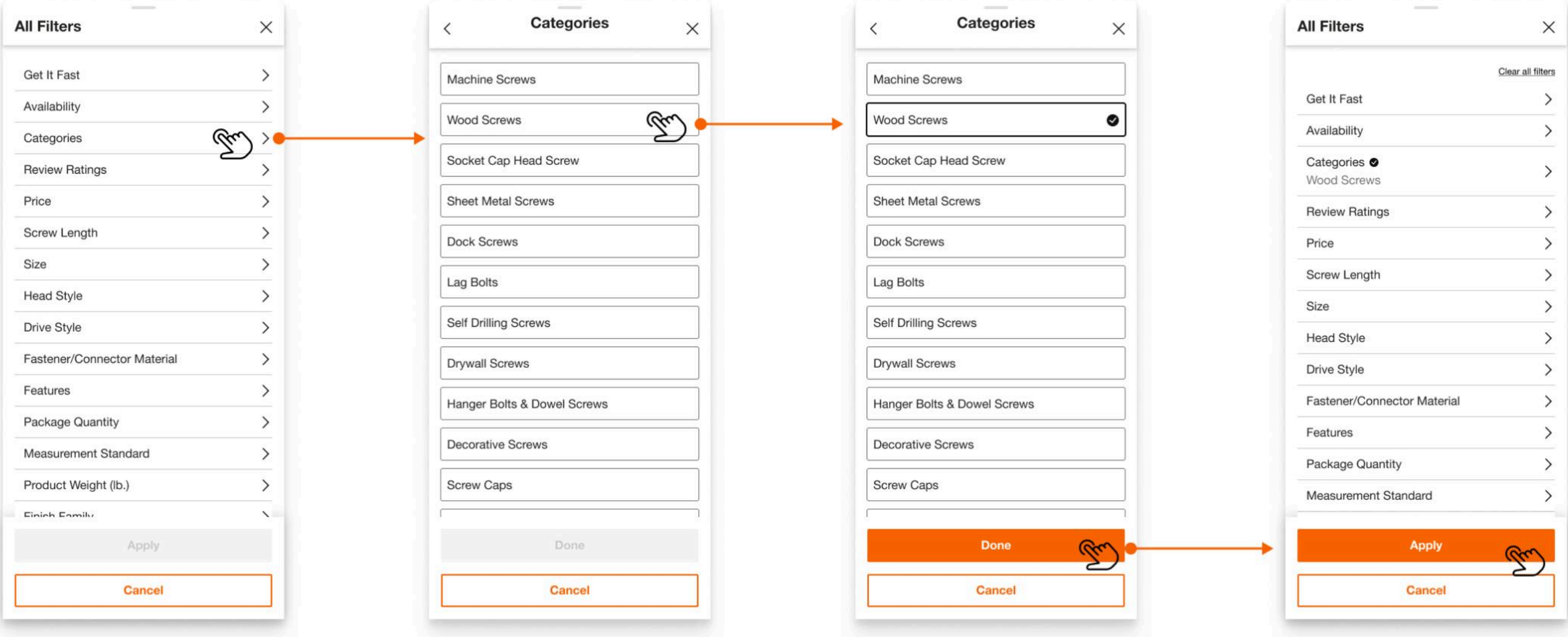
NO MULTI-SELECT

Our current platform does not offer an intuitive multi-select capability. Therefore it is very difficult help the customer narrow down their choices with ease.

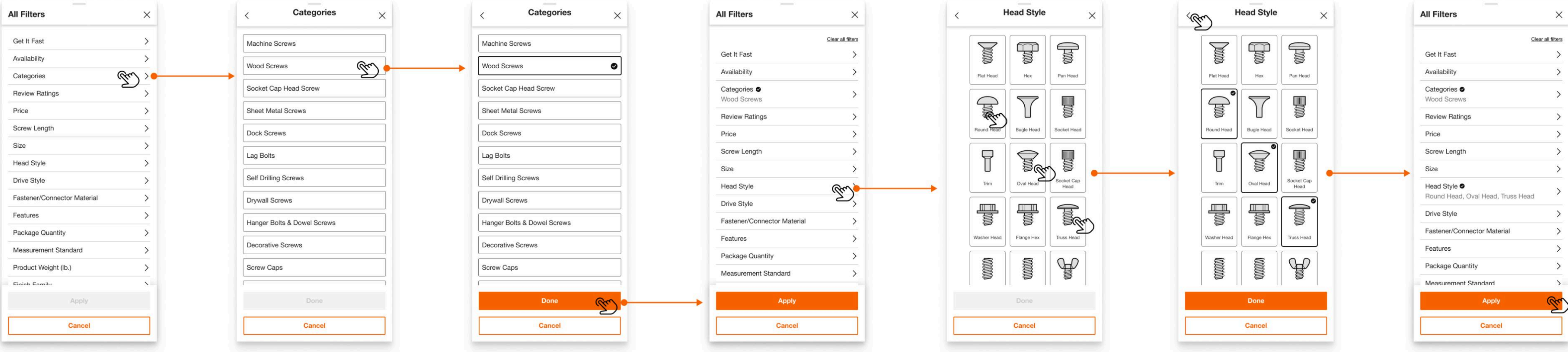
NEW FILTER DRAWERS DRAWERS

EXAMPLE FLOWS

Customer selects from a single filter dimension



Customer selects from a multiple filter dimensions



FULFILLMENT FILTERS

What We Learned

55%

ENGAGEMENT SITEWIDE

Fulfillment filters make up approximately 55% of all sitewide filter engagement, but are not highlighted as well in terms of placement/design as similar filters on competitive sites

Competitors

Just for Pros: Access Tools and Benefits Built for Business

Home Depot

screws

You're shopping Long Island City Delivering to 11101 OPEN until 10 pm

Home / Hardware / Fasteners / Screws

SNAP A PICTURE, FIND WHAT YOU NEED

SNAP IT. FIND IT. BUY IT.

Use our mobile app to take a photo of the fastener you need. It'll find it fast so you can complete your project.

Open App

Drywall Screws Wood Screws Lag Bolts

Filter & Sort Get It Fast Availability

In Stock at Store Today Long Island City & nearby stores

3,863 Results

CVS

Search products and services

Sign in or Create account Español

How to get it Pickup Shipping

Ships Free With CarePass Off 1-20 of 2244 Filters (0)

Nature's Bounty Optimal Solutions Women's ...

US\$12.79

Add for shipping

Nature Made Vitamin D3 Adult Gummies Value Size

US\$20.99

Target

11101 My Store • Closes At 9pm Upper East Side 70th and 3rd

2x4

Save 5% on Beats headphones with RedCard

How are you shopping today? Pickup Same Day Delivery

1666 results for "2x4"

Floral Woven Accent Rug - Threshold

2'4"x3'9" Woven Tapestry Rug with Frin...

Walgreens

Extra 15% off \$25+ cleaning products

toilet paper

Selected store: 4702 5TH ST, LONG I... Español

"toilet paper"

All Pickup Same Day Delivery

\$5 Scott Walgreens Brand Products

Scott ComfortPlus Toilet Paper, Big Rolls Big Roll - 187 ea x 12 pack

\$5.00

Pickup Same Day Delivery

Scope

PE

Get It Fast ^

In Stock at Store Today


Long Island City & nearby stores ▾


Free 2-Day Delivery


Next-Day Delivery



Get It Fast

 **Pick Up Today**
Order online or purchase from store

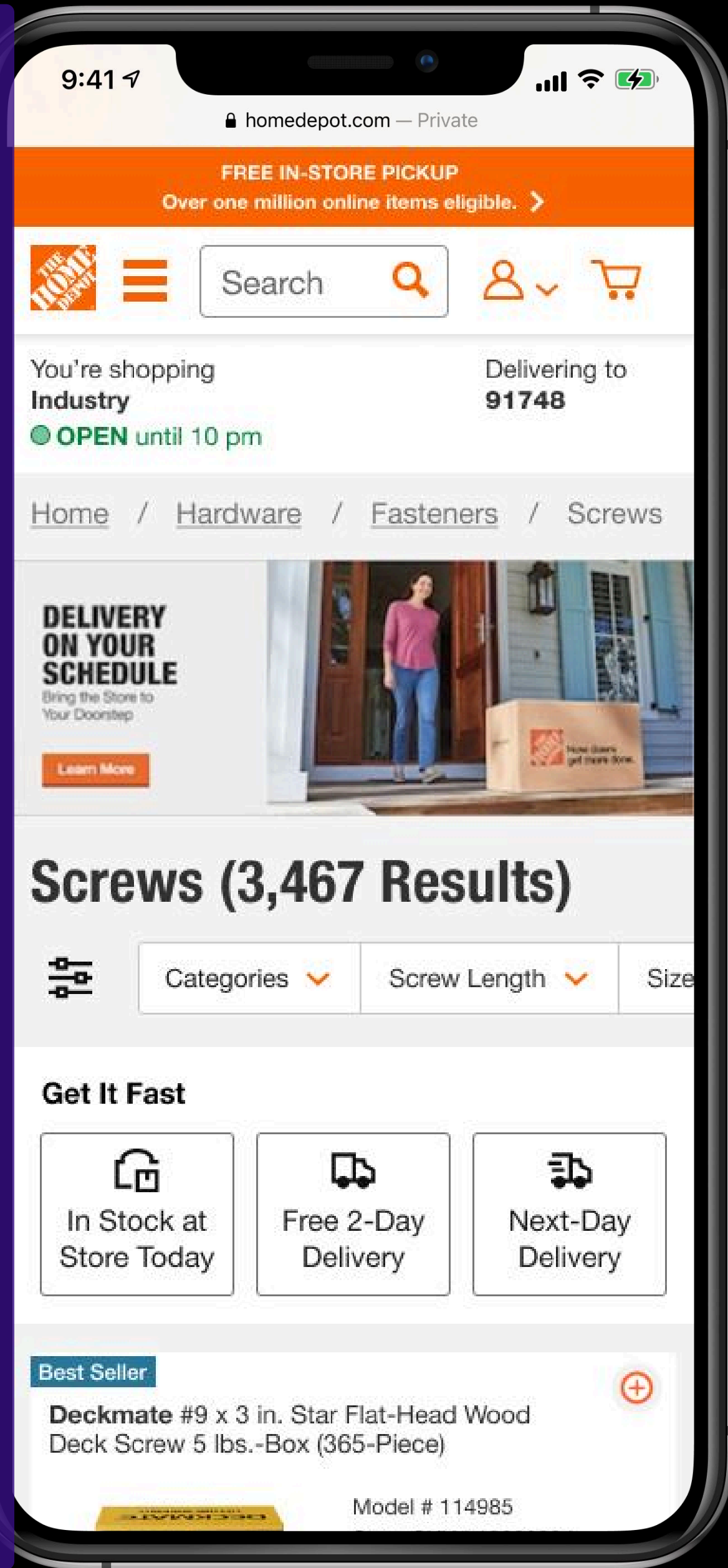
 **Free 2-Day Delivery**
Standard free shipping

 **Next-Day Delivery**
Scheduled delivery as soon as tomorrow

We will only update the **design & placement** of the fulfillment filter. The logic of the filter will stay the same as today.

SOLUTION

X Design Phase



X Design Phase

FREE IN-STORE PICKUP Over one million online items eligible >

Store Finder Truck & Tool Rental For the Pro Gift Cards Credit Services Track Order Help

You're shopping Industry **OPEN** until 10 pm Delivering to 91748

Screws

My Account Lists Cart | 0 Items

All Departments Home Decor, Furniture & Kitchenware DIY Projects & Ideas Project Calculators Installation & Services Specials & Offers Local Ad

Home / Hardware / Fasteners / Screws

SNAP A PICTURE, FIND WHAT YOU NEED
Just What You Need in a Snap in our App [Download App](#)

Screws (3,467 Results) Sort by: Top Sellers

Categories Screw Length Size Head Style Drive Style Brand

Get It Fast

In Stock at Store Today
Order online or purchase in store

Free 2-Day Delivery
Standard free shipping

Next-Day Delivery
Scheduled delivery as soon as tomorrow

Availability

Show Unavailable Products

Department

< Hardware

< Fasteners

Screws

Machine Screws

Best Seller 13.7k

Grip-Rite DRYWALL SCREWS
#6 x 1-1/4" Phillips Bugle-Head Coarse Thread Sharp Point Drywall Screws (1 lb./Pack)
Model# 114CDWS1

★★★★★ (2365)

Availability: 79 in stock at Manhattan 59th Street

Delivery: Free

[Add to Cart](#)

Compare

Best Seller 4.1k

DECKMATE
3 in. Tan Exterior Self-Starting Star Flat-Head Wood Deck Screws #9 (1 lb./73 pcs)
Model# 3DMT1

★★★★★ (1279)

Availability: 79 in stock at Manhattan 59th Street

Delivery: Free

[Add to Cart](#)

Compare

Best Seller 1.8k

Grip-Rite CONSTRUCTION SCREWS
#9 x 3" Star Drive Bugle-Head Construction Screw (10 lbs./Box)
Model# 3GCS10BK

★★★★★ (264)

Availability: 4 in stock at Manhattan 59th Street

Delivery: Free

[Add to Cart](#)

Compare

Best Seller 11.1k

Grip-Rite EXTERIOR SCREWS
#9 x 3 in. Philips Bugle-Head Coarse Thread Sharp Point Polymer Coated Exterior Screw (1 lb./Pack)
Model# PTN3S1

★★★★★ (897)

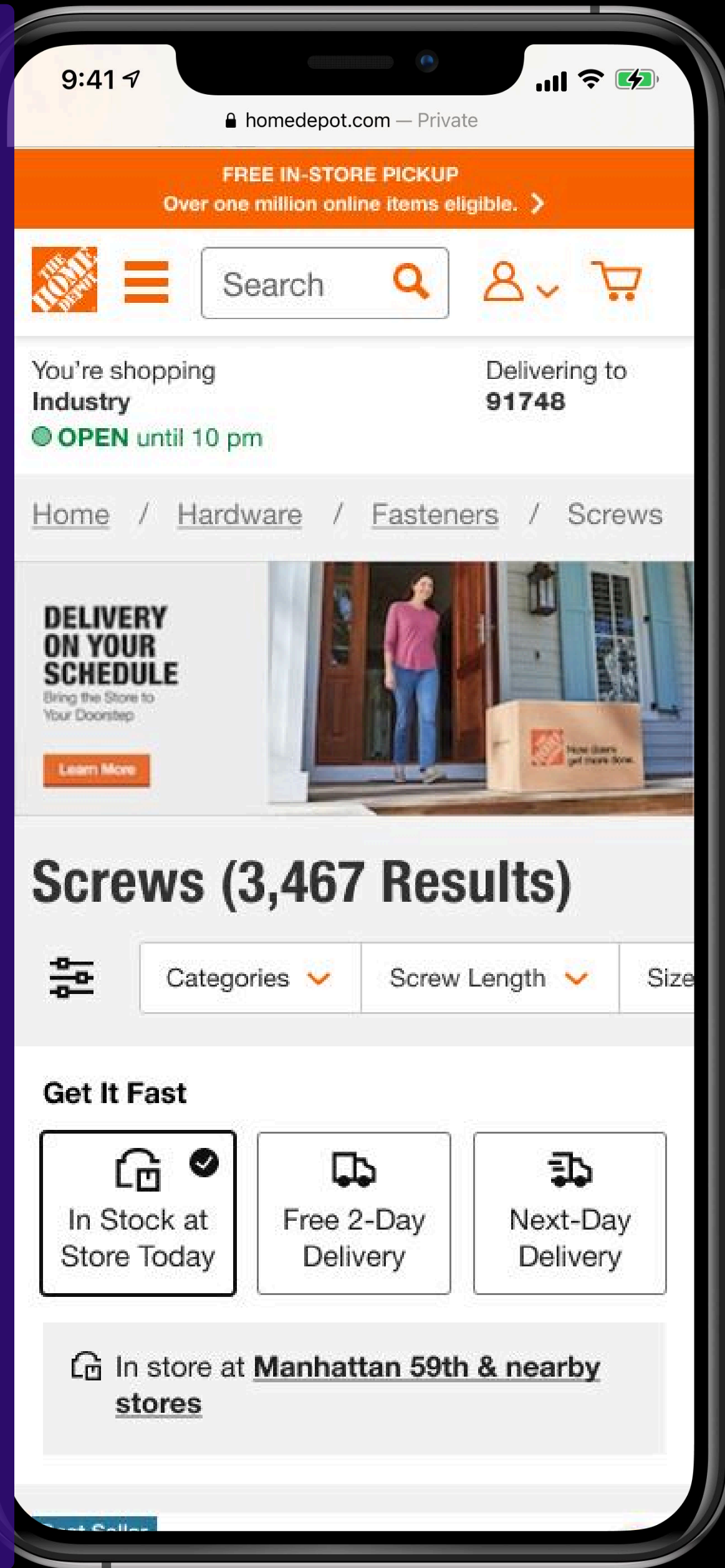
Availability: 27 in stock at Manhattan 59th Street

Delivery: Free

[Add to Cart](#)

Compare

X Design Phase



X Design Phase

FREE IN-STORE PICKUP Over one million online items eligible >

Store Finder Truck & Tool Rental For the Pro Gift Cards Credit Services Track Order Help

You're shopping Industry **OPEN** until 10 pm Delivering to 91748

Screws

All Departments Home Decor, Furniture & Kitchenware DIY Projects & Ideas Project Calculators Installation & Services Specials & Offers Local Ad

Home / Hardware / Fasteners / Screws

SNAP A PICTURE, FIND WHAT YOU NEED
Just What You Need in a Snap in our App [Download App](#)

Sort by: **Top Sellers**

Screws (3,467 Results)

Get It Fast

In Stock at Store Today
Order online or purchase in store

In store at **Manhattan 59th & nearby stores**

Free 2-Day Delivery
Standard free shipping

Next-Day Delivery
Scheduled delivery as soon as tomorrow

Availability

Show Unavailable Products

Department

Categories Screw Length Size Head Style Drive Style Brand

Best Seller 13.7k

Grip-Rite DRYWALL SCREWS
#6 x 1-1/4" 238 pcs
TORNILLOS PARA PANELES DE YESO 238 pcs

More Options Available
\$8.38

★★★★★ (2365)
Model# 114CDWS1

Grip-Rite
#6 x 1-1/4 in. Philips Bugle-Head Coarse Thread Sharp Point Drywall Screws (1 lb./Pack)
Shop this Collection

Pickup
79 in stock at Manhattan 59th Street

Delivery

Deckmate 4.1k

DECKMATE
3 in. Tan Exterior Self-Starting Star Flat-Head Wood Deck Screws #9 (1 lb./73 pcs)

\$10.97

★★★★★ (1279)
Model# 3DMT1

Deckmate
3 in. Tan Exterior Self-Starting Star Flat-Head Wood Deck Screws #9 (1 lb./73 pcs)
Shop this Collection

Pickup
Free ship to store

Delivery

Best Seller 1.8k

Grip-Rite CONSTRUCTION SCREWS
#9 x 3" 73 pcs
TORNILLOS PARA CONSTRUCCION 73 pcs

\$44.97

★★★★★ (264)
Model# 3GCS10BK

Grip-Rite
#9 x 3 in. Star Drive Bugle-Head Construction Screw (10 lbs./Box)

Pickup
4 in stock at Manhattan 59th Street

Delivery

Best Seller 11.1k

Grip-Rite EXTERIOR SCREWS
#9 x 3" 73 pcs
TORNILLOS PARA EXTERIORES 73 pcs

\$10.47

★★★★★ (897)
Model# PTN3S1

Grip-Rite
#9 x 3 in. Philips Bugle-Head Coarse Thread Sharp Point Polymer Coated Exterior Screw (1 lb./Pack)

Pickup
27 in stock at Manhattan 59th Street

Delivery

BUY IT AGAIN BUY IT AGAIN

What Is Buy It Again?

Buy It Again is an experience that allows customers to easily find and re-purchase products they frequently purchase.

PROBLEM STATEMENT

I am a Home Depot customer, trying to repurchase items, but I cannot find these items because they're hard to find on PLP which makes me feel frustrated.

What We Learned

WHAT WE LEARNED

65%

PRO REPURCHASE RATE (ANNUAL BASIS)

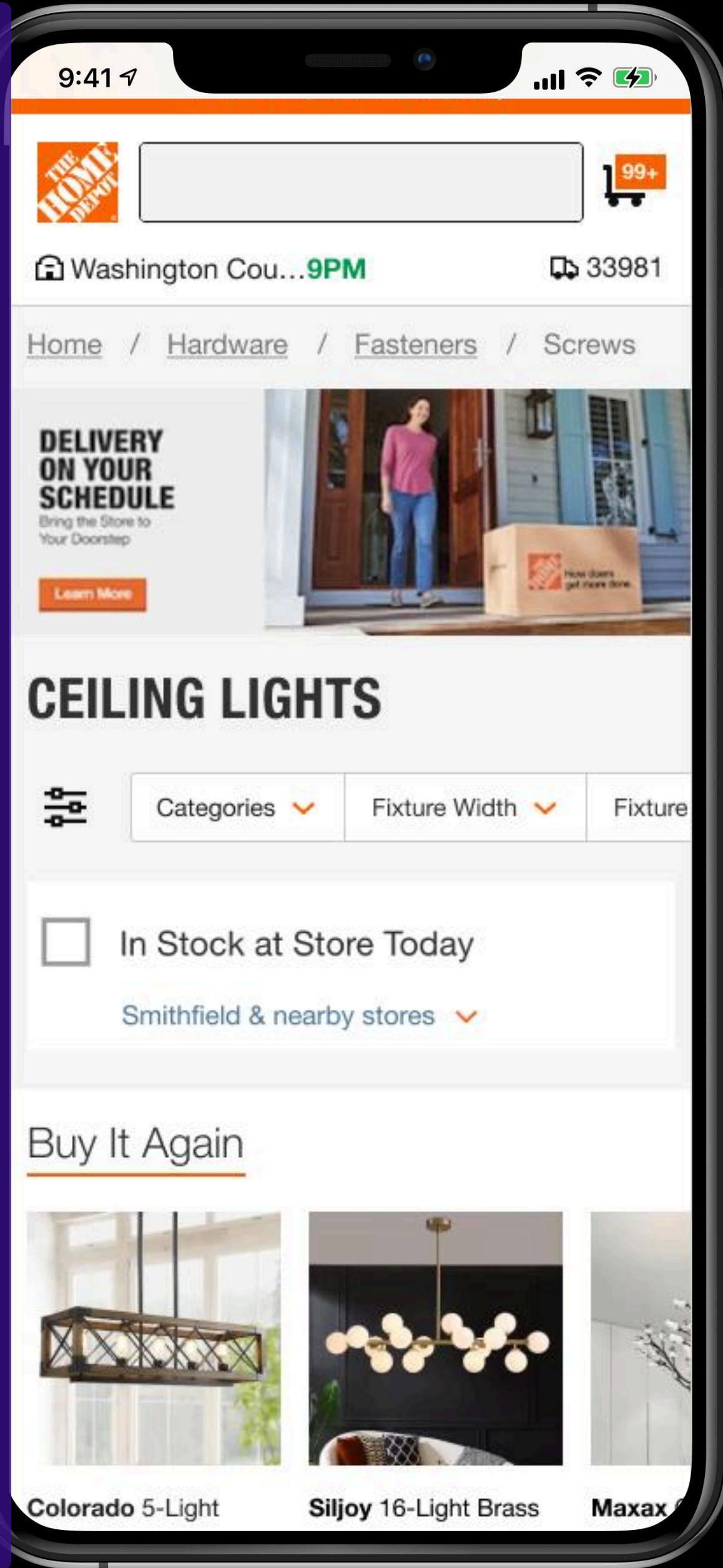
What We Learned

44%

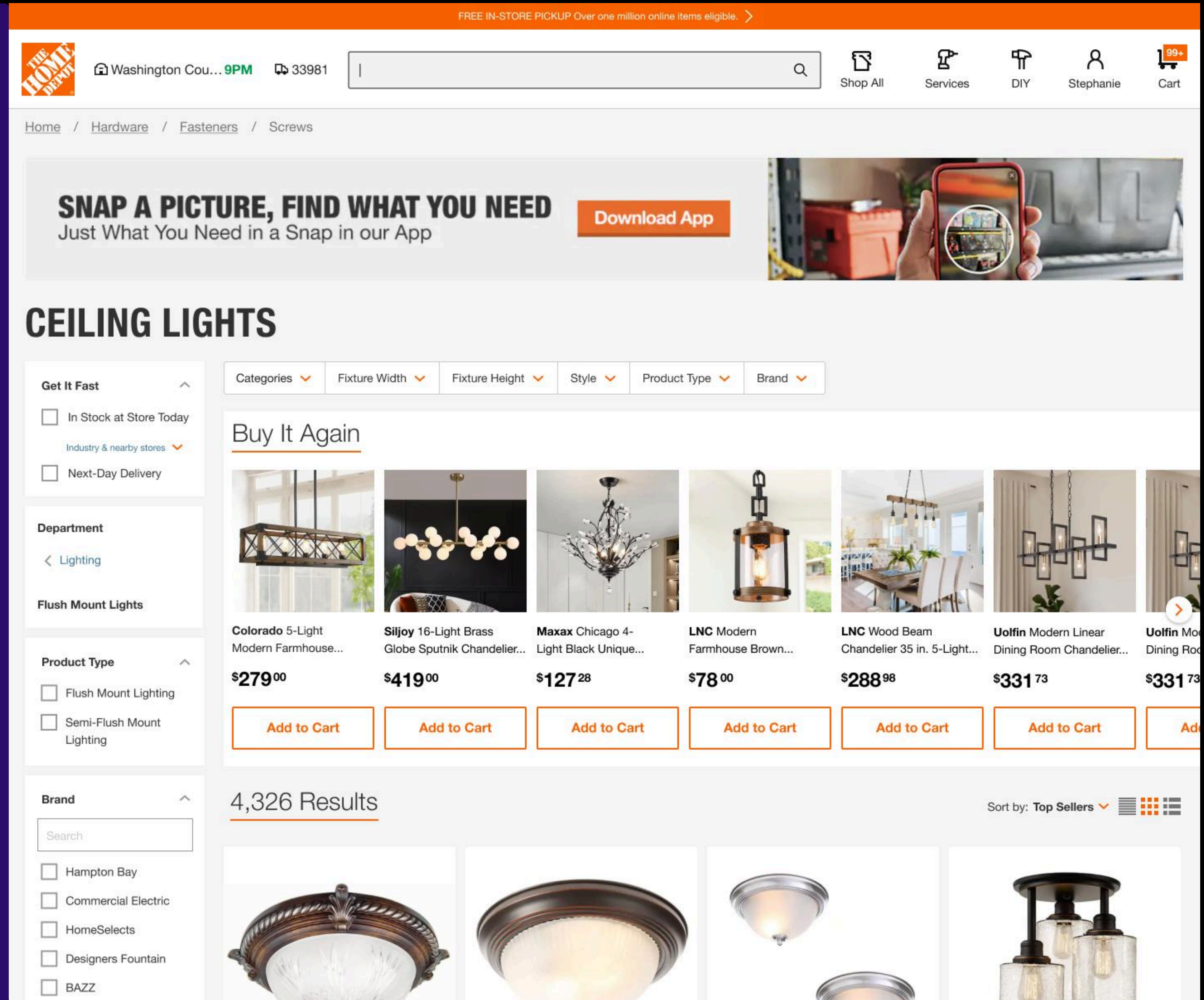
RATE FOR ITEMS PURCHASES 4+ TIMES

TEMP SOLUTION W/ CORE UI

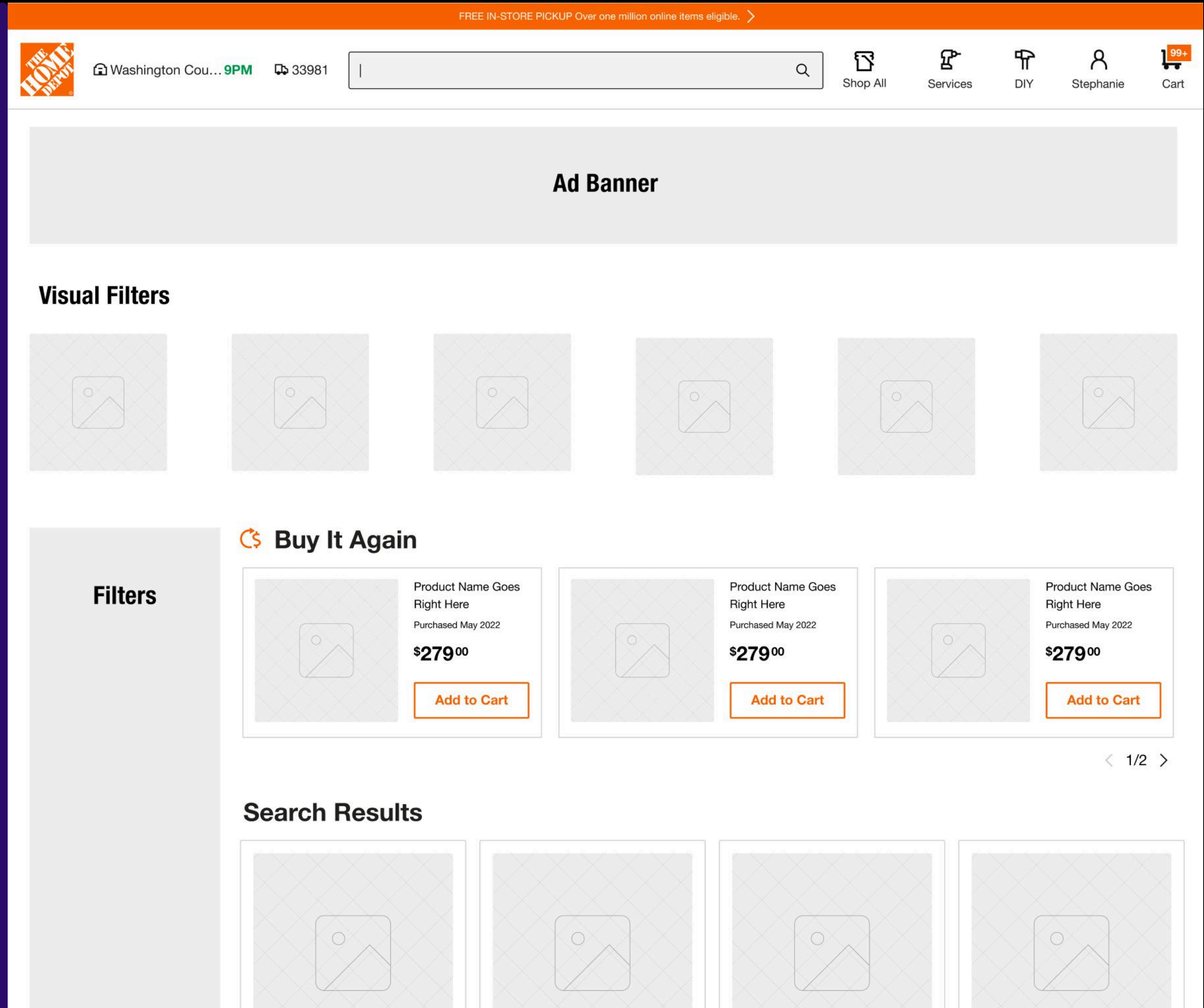
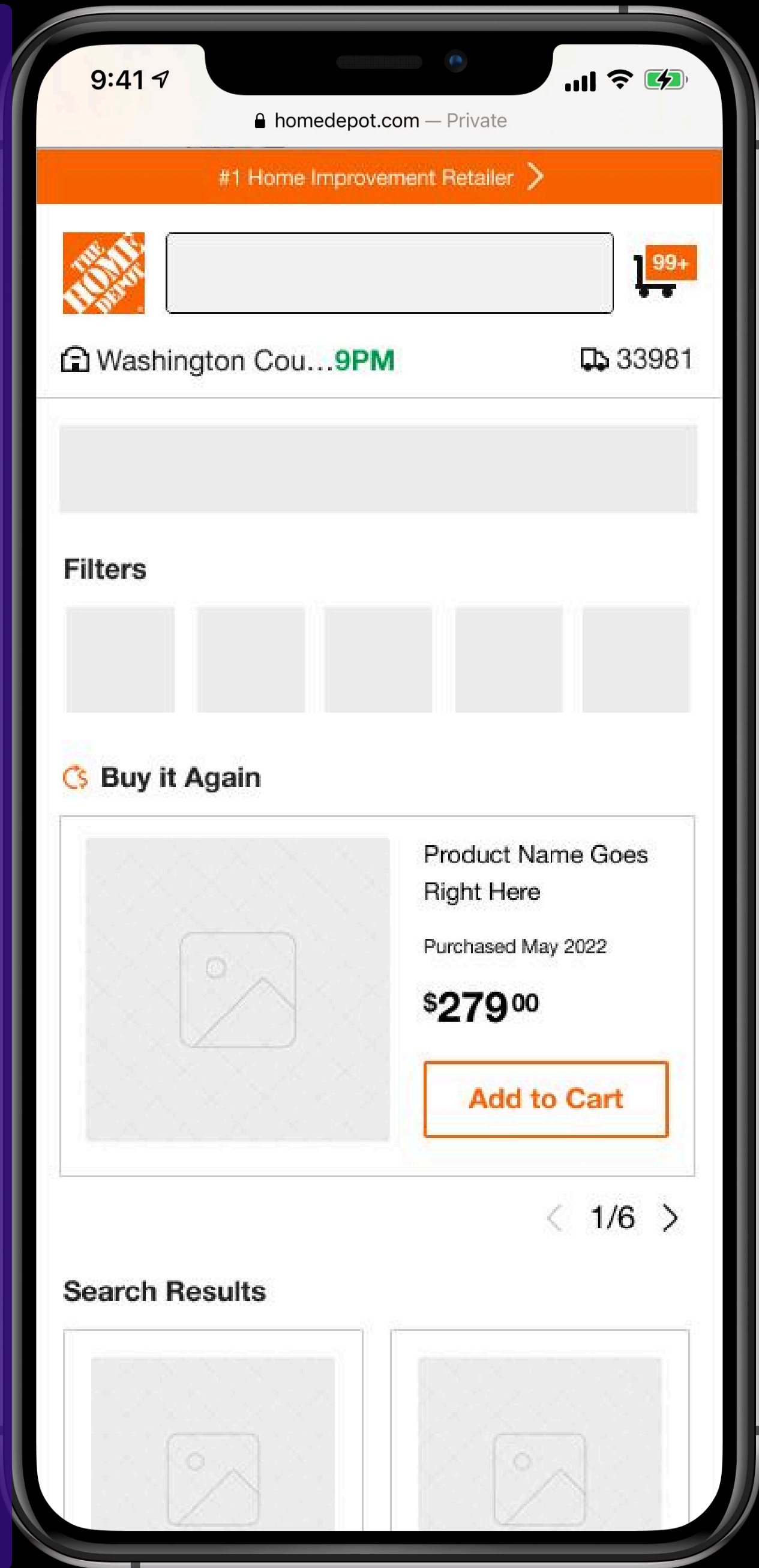
X Design Phase



X Design Phase



SOLUTION W/ STENCIL



DISCOVERY ZONES ZONE

What are Discovery Zones?

Discovery zones are areas on the product landing page where the user can view item recommendations based on their search.

The goal of discovery zones are to help users discover new products or options that they may not have otherwise considered, and provide a more personalized and engaging user experience.

TRENDING CAROUSEL CAROUSEL

Trending Recs Container 2.0 - With Stencil Design

What's Trending Now



Brand Maelstrom 25- Watt Integrated LED...

\$279⁰⁰

Brand Maelstrom 25- Watt Integrated LED...

\$279⁰⁰

< 1/7 >

5,962 Results

Get It Fast

In Stock at Store Today

Cumberland & nearby stores 

Free 2-Day Delivery

Department

< Home Decor

< Mirrors

Wall Mirrors

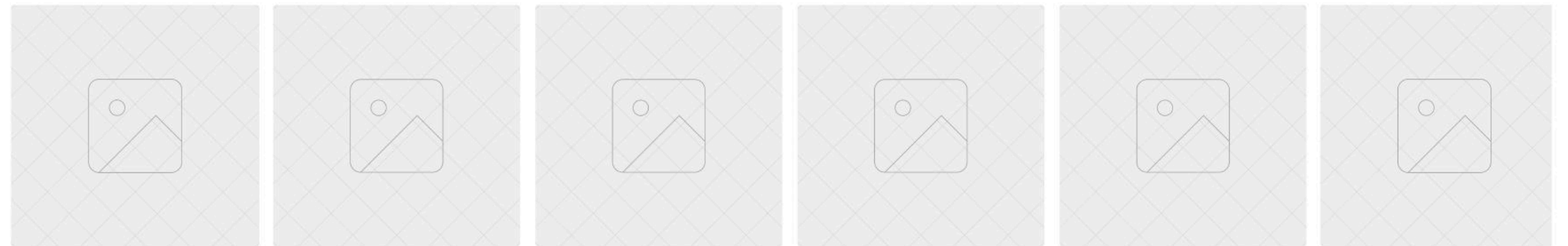
Review Rating



Please choose a rating

Brand 

What's Trending Now



Brand Maelstrom 25- Watt Integrated LED...

\$279⁰⁰

Brand Maelstrom 25- Watt Integrated LED...

\$279⁰⁰

Brand Maelstrom 25- Watt Integrated LED...

\$279⁰⁰

Brand Maelstrom 25- Watt Integrated LED...

\$279⁰⁰

Brand Maelstrom 25- Watt Integrated LED...

\$279⁰⁰

Brand Maelstrom 25- Watt Integrated LED...

\$279⁰⁰

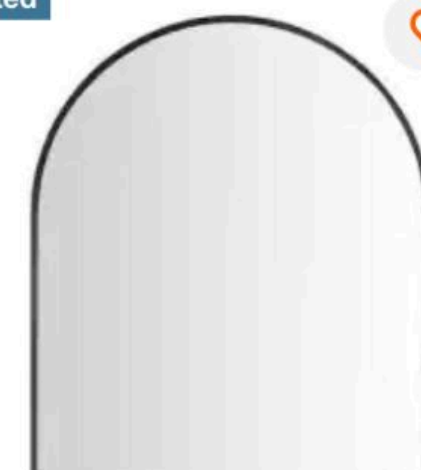
< 1/7 >

Best Seller



263

Top Rated



494



137

RETAIL MEDIA BANNER

Frigidaire 17.6 cu. ft. French Door Refrigerator in Brushed Steel, Counter-Depth



Model# FRFG1723AV

★★★★★ (939)

SPECIAL BUY \$1398⁰⁰

~~\$1999.00~~
Save \$601.00 (30%)

Installation D... **Counter Depth**

Total Capacit... **17.6 cu ft**

Ice/Water Dis... **Ice Only**

Height to Top... **67.1 in**



Delivery Free

Add to Cart

Top Rated



Milwaukee M18 18-Volt Lithium-Ion Brushless Cordless 1/2 in. Compact Drill/Driver with (1) 2.0 Ah Battery, Charger and Tool Bag

Shop this Collection

★★★★★ (826) Model# 2801-21P

SPECIAL BUY \$99⁰⁰ ~~\$150.00~~
Save \$60.00 (38%)

Pickup
9 in stock at Industry

Delivery
Free

Add To Cart

Compare

Exclusive



Milwaukee M18 18-Volt Lithium-Ion Compact Brushless Cordless 1/4 in. Impact Driver Kit W/ (1) 2.0 Ah Battery, Charger & Tool Bag

★★★★★ (1027) Model# DCF809C1

SPECIAL BUY \$99⁰⁰ ~~\$150.00~~
Save \$60.00 (38%)

Pickup
Free ship to store

Delivery
Free

Add To Cart

Compare

Exclusive



DEWALT ATOMIC 20-Volt MAX Cordless Brushless Compact 1/4 in. Impact Driver, (2) 20-Volt 1.3Ah Batteries, Charger & Bag

Shop this Collection

★★★★★ (561) Model# DCF809C2

\$159⁰⁰

Pickup
10 in stock at Industry

Delivery
Free

Add To Cart

Compare

Top Rated



Milwaukee M18 FUEL SURGE 18-Volt Lithium-Ion Brushless Cordless 1/4 in. Hex Impact Driver (Tool-Only)

★★★★★ (1188) Model# 2760-20

\$149⁰⁰

Pickup
17 in stock at Industry

Delivery
Free

Add To Cart

Compare

Explore Hoover.



Get a handle on holiday cleaning

Explore Hoover.



Frigidaire 36 in. 25.6 cu. ft. Side by Side Refrigerator in Stainless Steel, Standard Depth



Model# FRSS2623AS

★★★★★ (3031)

SPECIAL BUY \$1198⁰⁰

~~\$1499.00~~
Save \$301.00 (20%)

Installation D... **Standard De...**

Height to Top... **68.625 in**

Total Capacit... **25.6 cu ft**

Depth — **32.5 in**



Delivery Free

Add To Cart

Compare

Top Rated



Milwaukee M18 FUEL 18-Volt Lithium-Ion Brushless Cordless 1/2 in. Hammer Drill/Driver (Tool-Only)

★★★★★ (1633) Model# 2804-20

\$149⁰⁰

Pickup
4 in stock at Industry

Delivery
Free

Add To Cart

Compare

Top Rated



RYOBI 18-Volt ONE+ Cordless 3/8 in. Drill/Driver Kit with 1.5 Ah Battery and Charger

★★★★★ (722) Model# PDD209K

\$49⁹⁷

Pickup
20 in stock at Industry

Delivery
Free

Add To Cart

Compare

Exclusive



DEWALT 20-Volt MAX Cordless 1/2 in. Drill/Driver, (2) 20-Volt 1.3Ah Batteries, Charger & Bag

★★★★★ (6814)

Model# DCD771C2

SPECIAL BUY \$99⁰⁰ ~~\$170.00~~
Save \$50.00 (28%)

Limit 5 per order

Pickup
Free ship to store

Delivery
Free

Add To Cart

Compare

Exclusive



RYOBI 18-Volt ONE+ Lithium-Ion Cordless 1/2 in. Drill/Driver Kit with (1) 1.5 Ah Battery and 18-Volt Charger

★★★★★ (1809) Model# PDD209K

\$79⁰⁰

Pickup
15 in stock at Industry

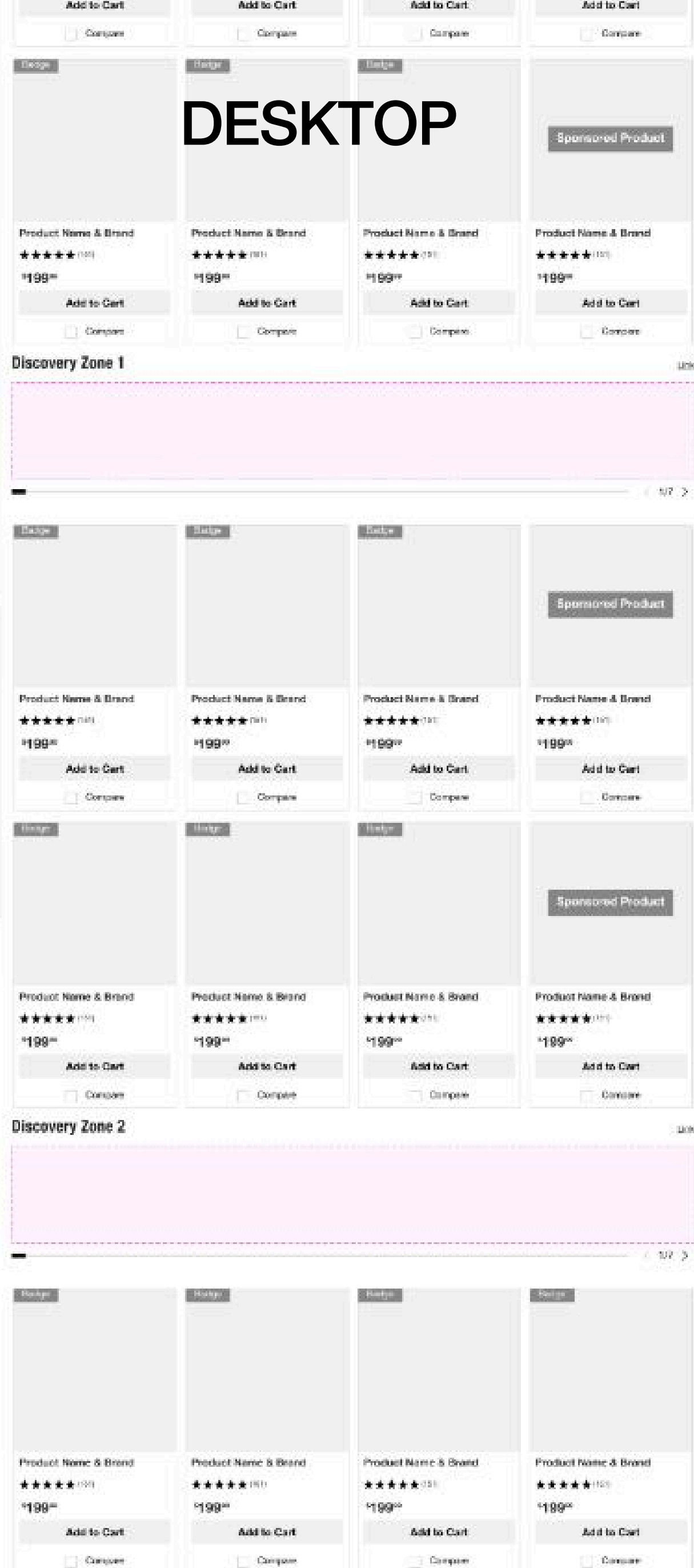
Delivery
Free

Add To Cart

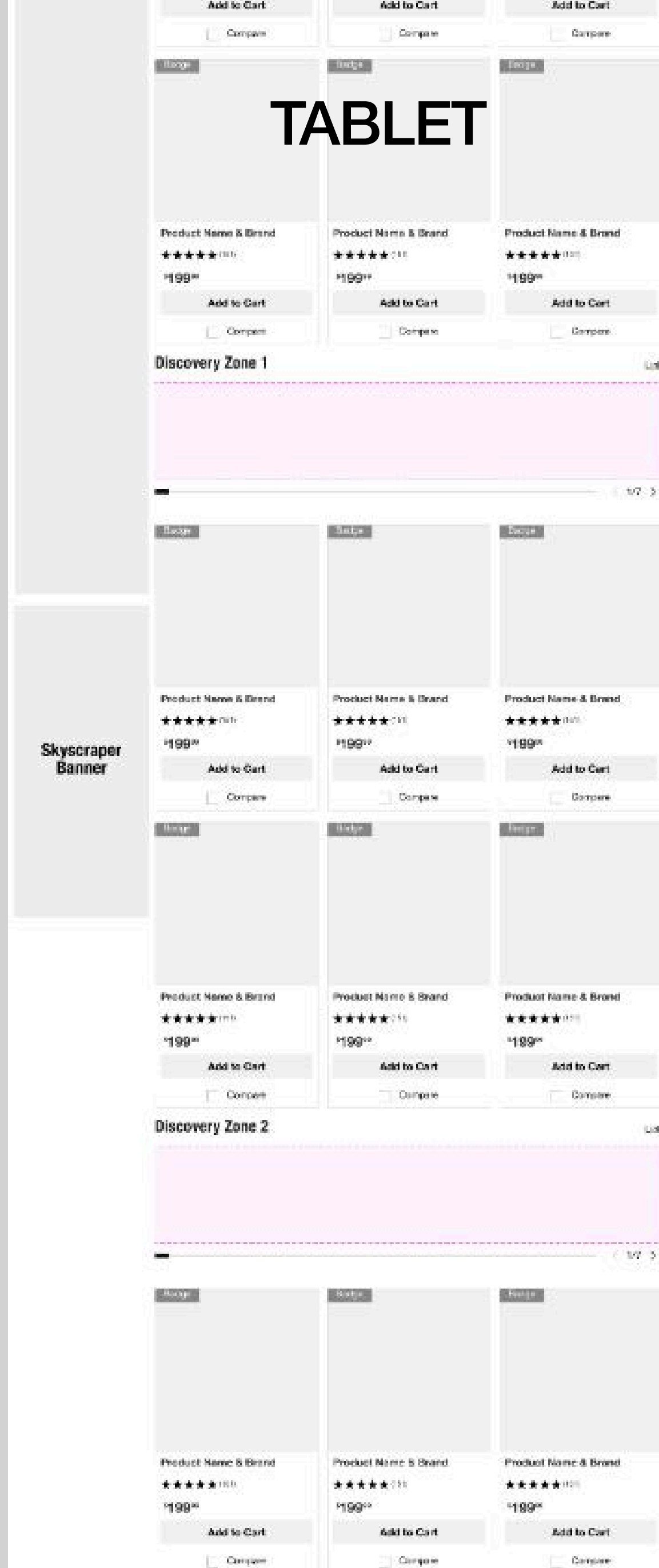
Compare

ZONE PLACEMENTS

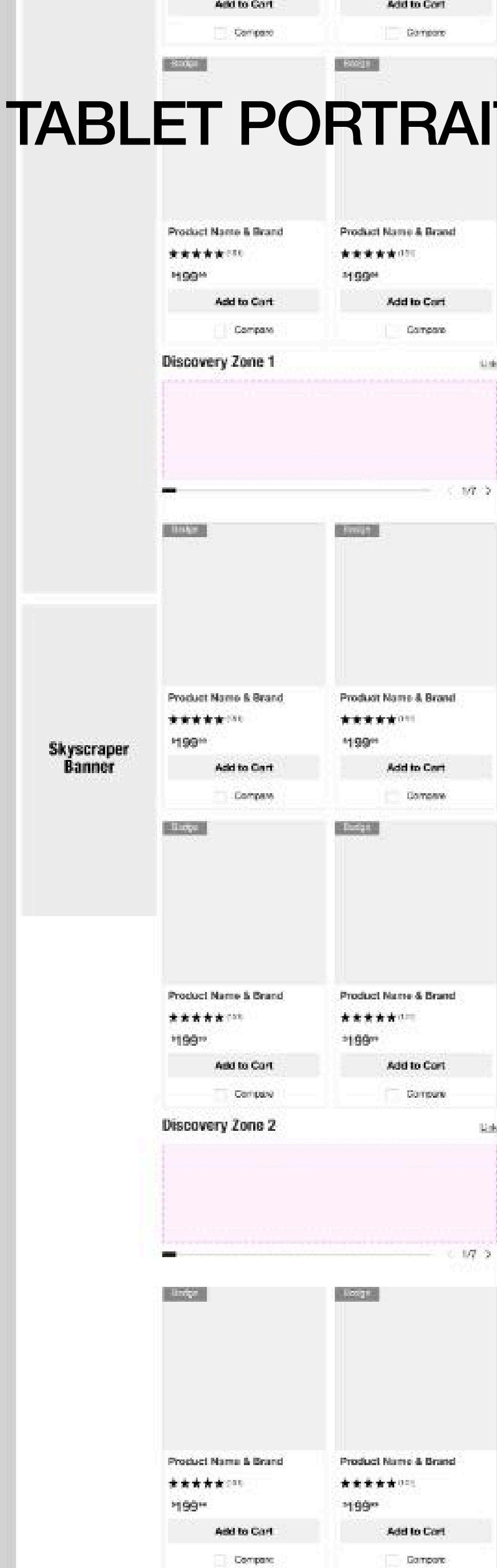
DESKTOP



TABLET



TABLET PORTRAIT



MOBILE



SERVICE BANNER & PODS

CONCEPT

What We Learned

Content relevancy and governance issues for the Content card have resulted in low engagement (2%) and high bounce rates. This impacts the usefulness of this feature for the customer and doesn't warrant such high placement on the PLP.

CURRENT EXPERIENCE

Free [Add to Cart](#) Compare


Free [Add to Cart](#) Compare

Free [Add to Cart](#) Compare

Free [Add to Cart](#) Compare

Tool Rental

Rent a Makita Hammer Drill 1/2 in.



RENTAL

Prefer to Rent?
Your store may have the right solution!

[View Rentals](#)


Project Guide

How to Drill Into Concrete



[See Our Tips](#)

Top Rated 27



More Options Available


\$229⁰⁰

★★★★★ (345)
Model# DCD999B

DEWALT
20V MAX Brushless Cordless 1/2 in. Hammer Drill/Driver with FLEXVOLT ADVANTAGE (Tool Only)

[Shop this Collection](#)

Pickup




SPECIAL BUY **\$429⁰⁰** ~~\$475.59~~ Save \$46.59 (10%)

★★★★★ (1953)
Model# 2904-22-48-11-1850

Milwaukee
M18 Fuel 18-V Lithium-Ion Brushless Cordless 1/2 in. Hammer Drill Driver Kit with (3) 5.0 Ah Batteries and Hard Case

Pickup




SPECIAL BUY **\$149⁰⁰** ~~\$199.00~~ Save \$50.00 (25%)

★★★★★ (465)
Model# 2802-22CT

Milwaukee
M18 18V Lithium-Ion Brushless Cordless 1/2 in. Compact Hammer Drill/Driver Kit with 2 Batteries, Charger and Case

Pickup



More Options Available

\$239⁰⁰

★★★★★ (880)
Model# DCD996B

DEWALT
20V MAX XR Cordless Brushless 3-Speed 1/2 in. Hammer Drill (Tool Only)

[Shop this Collection](#)

Pickup



SERVICE BANNER & PODS SOLUTION

<p>Veranda Somerset 6 ft. H x 6 ft. W White Vinyl Privacy Fence Panel</p> <p> Pickup Free ship to store</p> <p> Delivery Free</p> <p>Add to Cart</p> <p><input type="checkbox"/> Compare</p>	<p> Pickup 5 in stock at Long Island City</p> <p> Delivery Free</p> <p>Add to Cart</p> <p><input type="checkbox"/> Compare</p>	<p> Pickup Free ship to store</p> <p> Delivery Free</p> <p>Add to Cart</p> <p><input type="checkbox"/> Compare</p>	<p> Pickup Free ship to store</p> <p> Delivery Free</p> <p>Add to Cart</p> <p><input type="checkbox"/> Compare</p>
---	---	---	---

1 2 3 4 5 >

Showing 1-24 of 8030 results.

Search Feedback: Did you find what you are looking for?

Showing 1-24 of 8030 results.

Search Feedback: Did you find what you are looking for?

Installation & Services
Hedge Trimming and Removal Services


Ready for a stunning new fence? Request a free consultation today. Our local experts stand ready to design and craft the perfect fence for your unique yard.

[Learn More](#)



Installation & Services
Hedge Trimming and Removal Services




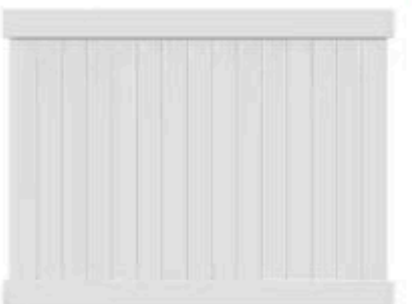



Ready for a stunning new fence?
Request a free consultation today.
Our local experts stand ready to
design and craft the perfect fence
for your unique yard.

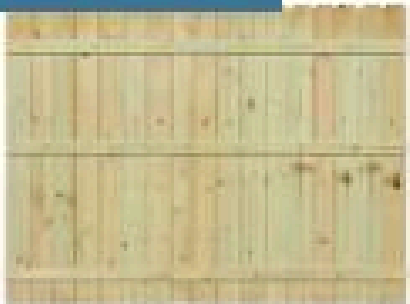

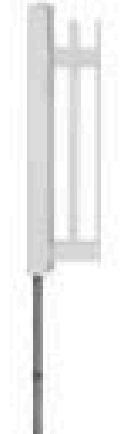


TEXT A HOME DEPOT EXPERT

Customers Who Searched This Viewed

Customers Who Searched This Viewed

<p>Best Seller</p>  <p>Outdoor Essentials 6 ft. H x 8 ft. W Pressure-Treated Pine Dog-Ear Fence Panel</p> <p>★★★★★ (895)</p> <p>\$74⁹⁷</p> <p>Add to Cart</p>	 <p>Veranda 6 ft. H x 6 ft. W White Vinyl Windham Fence Panel</p> <p>★★★★★ (308)</p> <p>\$79⁶⁸</p> <p>Add to Cart</p>	 <p>WamBam Fence No-Dig Permanent 4 ft. x 6 ft. Nantucket Vinyl Picket Fence Panel with Post and Anchor...</p> <p>★★★★★ (200)</p> <p>\$139⁹⁹</p> <p>Add to Cart</p>	 <p>Veranda Linden 6 ft. H x 8 ft. W White Vinyl Privacy Fence Panel Kit</p> <p>★★★★★ (42)</p> <p>\$134¹¹</p> <p>Add to Cart</p>	<p>Best Seller</p>  <p>Everbilt 1-3/4 in. x 3-1/2 in. x 6 ft. Green Steel Fence T-Post with Anchor Plate</p> <p>★★★★★ (1433)</p> <p>\$8²¹</p> <p>Add to Cart</p>	 <p>Everbilt Green Plastic 1 in. Mesh 3-1/3 ft. x 25 ft. Garden Fence Hardware Cloth</p> <p>★★★★★ (948)</p> <p>\$26⁴⁵</p> <p>Add to Cart</p>	 <p>Everbilt 5 ft. x 5 Galvani</p> <p>★★★</p> <p>\$84⁰¹</p> <p>Add to Cart</p>
--	---	--	--	---	--	--

<p>Best Seller</p>  <p>Outdoor Essentials</p>	 <p>Veranda 6 ft. H x 6 ft. W</p>	 <p>War</p>
--	---	---

Popular Vanity Top Widths

Color Family

Search

- White
- Gray
- Beige
- Cream
- Brown

+ View All

The Home Depot Events

- Bath Event
- Turn Season
- Days of Decor
- Fourth of July
- Store More Save More

+ View All

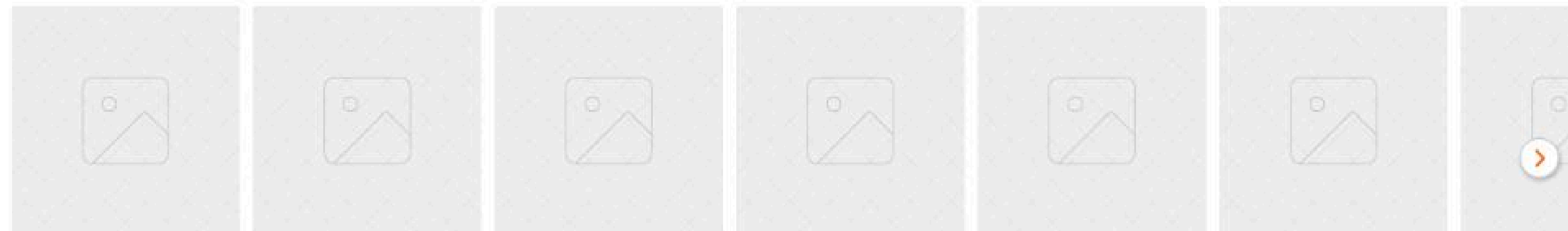
New Arrival

Sink Location

Savings Center

- Special Buys
- Clearance

New Products



Brand Maelstrom 25- Watt Integrated LED...

\$279⁰⁰

Brand Maelstrom 25- Watt Integrated LED...

\$279⁰⁰

Brand Maelstrom 25- Watt Integrated LED...

\$279⁰⁰

Brand Maelstrom 25- Watt Integrated LED...

\$279⁰⁰

Brand Maelstrom 25- Watt Integrated LED...

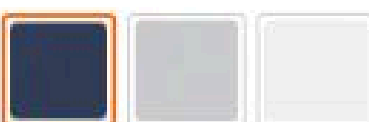
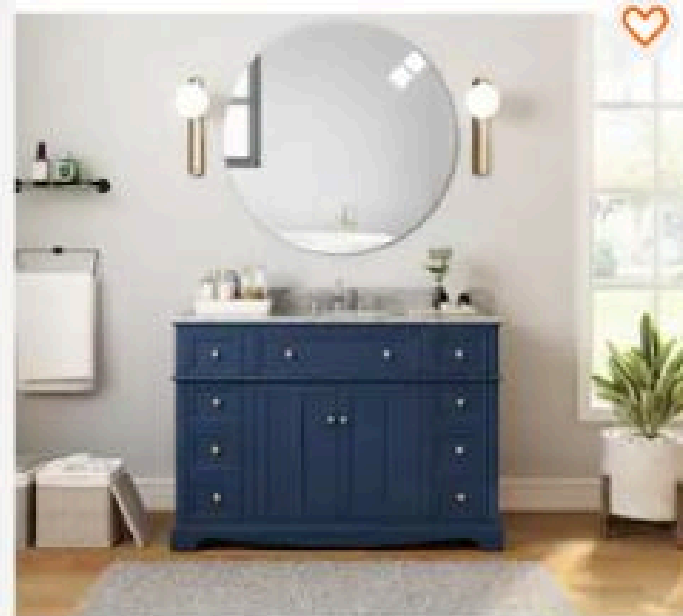
\$279⁰⁰

Brand Maelstrom 25- Watt Integrated LED...

\$279⁰⁰

Brand Maelstr Integrated LE...

\$279⁰⁰



More Options Available

\$595⁰⁰ ~~\$1189.00~~ Save \$594.00 (50%)

★★★★★ (34)

Home Decorators Collection

Fremont 49 in. W in 22 in. D x 34 in. H Vanity in Navy Blue with Grey Granite Top and White Sink

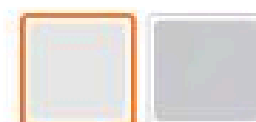
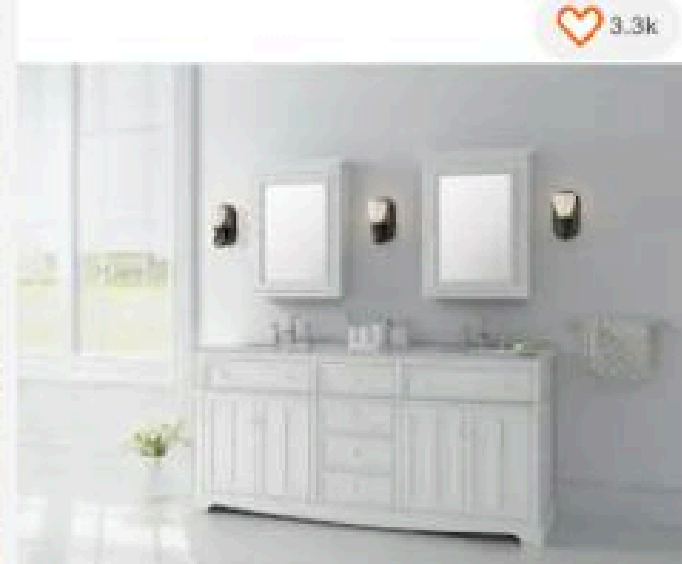
Shop this Collection

Pickup
Unavailable at Maspeth, NY

Delivery
Free

Add to Cart

Compare



More Options Available

SPECIAL BUY \$1599⁰⁰
Limit 5 per order

★★★★★ (664)

Home Decorators Collection

Fremont 72 in. W x 22 in. D x 34 in. H Freestanding Bath Vanity in White with Gray Granite Top

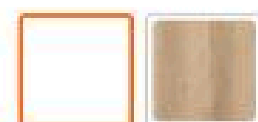
Shop this Collection

Pickup
Free ship to store

Delivery
Free

Add to Cart

Compare



More Options Available

SPECIAL BUY \$799⁰⁰

★★★★★ (35)

Home Decorators Collection

Doveton 60 in. W x 19 in. D x 34.50 in. H Bath Vanity in White with White Cultured Marble Top

Shop this Collection

Pickup
Free ship to store

Delivery
Free

Add to Cart

Compare



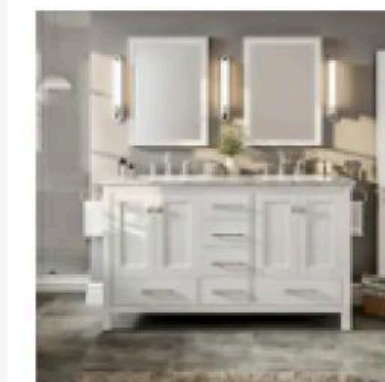
Installation Services Fencing Installation

Learn how to properly lift and move your equipment rental from jobsite to jobsite.



Learn More

Sponsored



SPECIAL BUY \$2015²³

★★★★★ (64)

Eviva

Aberdeen 60 in. W x 22 in. D x 34 in. H Double Vanity in White with Carrara Marble...



More Options Available

Pickup
Free ship to store

Delivery
Free

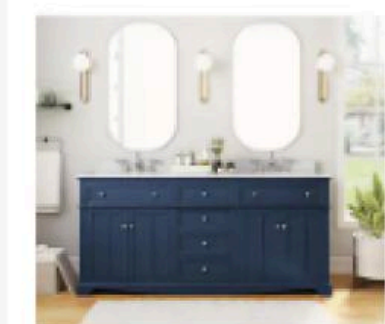
Add to Cart



Installation Services Fencing Installation

Need a new fence? Get a consultation, and our local help design and build ...

Learn More



SPECIAL BUY \$1599⁰⁰

★★★★★ (34)

Home Decorators Collection

Fremont 72 in. W x 22 in. D x 34 in. H Vanity in Navy Blue...



More Options Available

Pickup
Free ship to store

Delivery
Free

Add to Cart

- Gray
 - Beige
 - Cream
 - Brown
- [+ View All](#)

- The Home Depot Events**
- Bath Event
 - Turn Season
 - Days of Decor
 - Fourth of July
 - Store More Save More
- [+ View All](#)

New Arrival

Sink Location

- Savings Center**
- Special Buys
 - Clearance

Brand Maelstrom 25- Watt Integrated LED... **\$279⁰⁰**

Brand Maelstrom 25- Watt Integrated LED... **\$279⁰⁰**

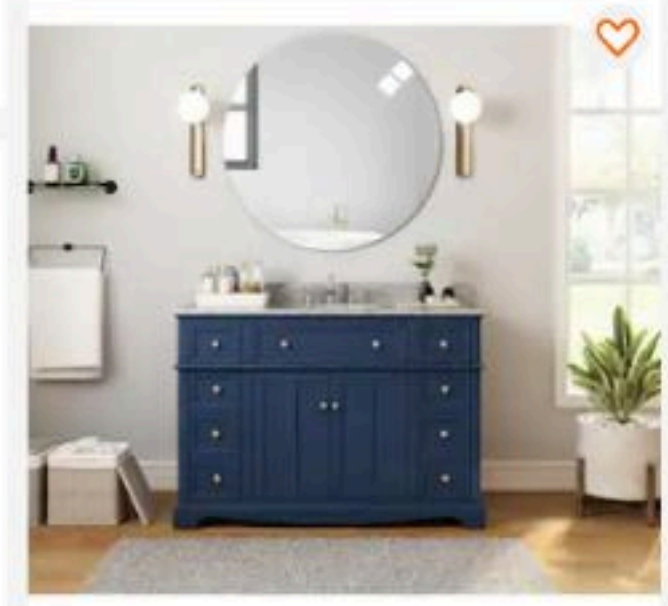
Brand Maelstrom 25- Watt Integrated LED... **\$279⁰⁰**

Brand Maelstrom 25- Watt Integrated LED... **\$279⁰⁰**

Brand Maelstrom 25- Watt Integrated LED... **\$279⁰⁰**

Brand Maelstrom 25- Watt Integrated LED... **\$279⁰⁰**

Brand Maelstr Integrated LEI... **\$279⁰⁰**



More Options Available

\$595⁰⁰ ~~\$1100.00~~ Save \$504.00 (50%)

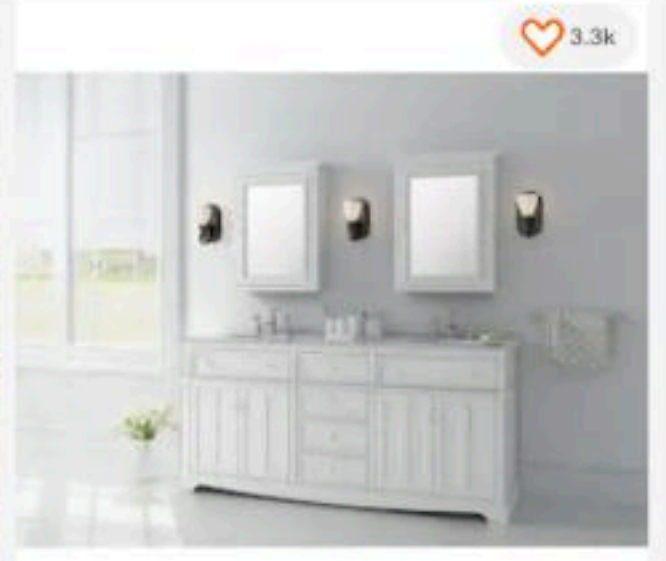
★★★★★ (34)

Home Decorators Collection
Fremont 49 in. W in 22 in. D x 34 in. H
Vanity in Navy Blue with Grey Granite Top
and White Sink
[Shop this Collection](#)

- Pickup
Unavailable at Maspeth, NY
- Delivery
Free

[Add to Cart](#)

Compare



More Options Available

\$1599⁰⁰ ~~\$1999.00~~ Save \$400.00 (20%)
Limit 5 per order

★★★★★ (864)

Home Decorators Collection
Fremont 72 in. W x 22 in. D x 34 in. H
Freestanding Bath Vanity in White with
Gray Granite Top
[Shop this Collection](#)

- Pickup
Free ship to store
- Delivery
Free

[Add to Cart](#)

Compare



More Options Available

\$799⁰⁰ ~~\$999.00~~ Save \$200.00 (20%)

★★★★★ (35)

Home Decorators Collection
Doveton 60 in. W x 19 in. D x 34.50 in. H
Bath Vanity in White with White Cultured
Marble Top

- Pickup
Free ship to store
- Delivery
Free

[Add to Cart](#)

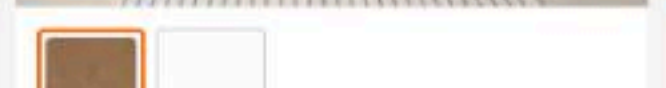
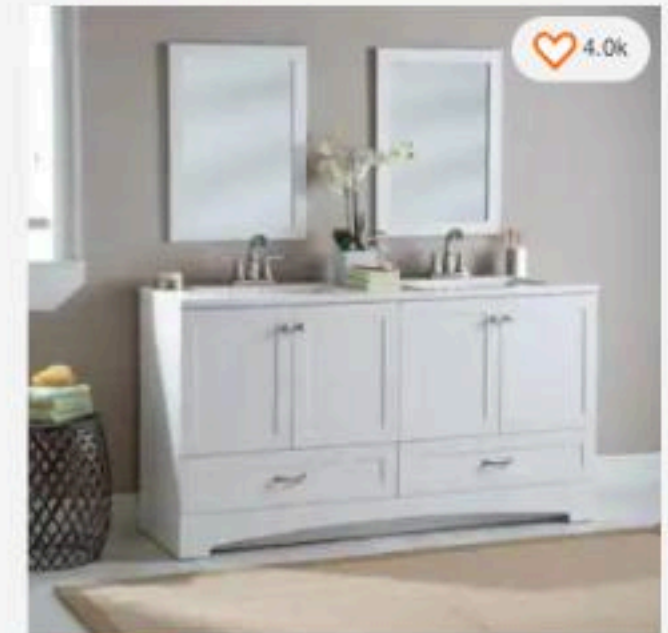
Compare

Installation Services
Fencing Installation

Learn how to properly lift and move your equipment rental from jobsite to jobsite.

HOME SERVICES
Let us do it for you.

[Learn More](#)



Sponsored

SPECIAL BUY \$2015²³

★★★★★ (64)

Eviva
Aberdeen 60 in. W x 22 in. D x 34 in. H Double Vanity in White with Carrara Marble...

More Options Available

- Pickup
Free ship to store
- Delivery
Free

[Add to Cart](#)

Installation Services
Fencing Installation

Need a new fence? Get a consultation, and our local help design and build ...

[Learn More](#)

SPECIAL BUY \$1599⁰⁰

★★★★★ (34)

Home Decorators Collection
Fremont 72 in. W x 22 in. D x 34 in. H Vanity in Navy Blue...

More Options Available

- Pickup
Free ship to store
- Delivery
Free

[Add to Cart](#)

CONNECTING ALL THE DOTS

- Browse PLP Experience
- Search PLP Experience
- Tableview PLP Experience

BROWSE PLP

Header

Breadcrumbs / xxx / xxx

Ad Banner

Page Title

N-number of:
Brand Content / Visual Filters / Curated Carousels, etc.

Fulfillment Filters

Categories | Screw Length | Size | Head Style | Drive Style | Brand

Buy it Again

Number of Results

Sort by: Top Sellers

Product grid with 'Sponsored Product' label and 'Feedback / Livechat' button.

Frame 7223

If we are going to keep the LHN is TBD

Header

Breadcrumbs / xxx / xxx

Ad Banner

Page Title

N-number of:
Brand Content / Visual Filters / Curated Carousels, etc.

Primary Filters | Primary Filters

Fulfillment Filters

Buy it Again

< 1/7 >

Number of Results

Product card showing price (\$199.99), rating (5 stars), and 'Add to Cart' button.

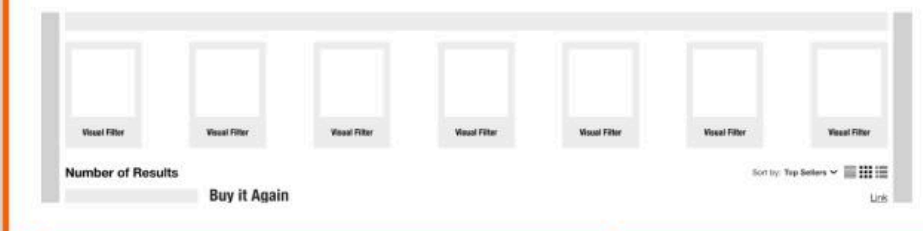
Sponsored Product card showing price (\$199.99), rating (5 stars), and 'Add to Cart' button.

Frame 7221

Merchants curate the content

Frame 7218

Primary filter replace the visual navigation



Frame 7213

The Buy it again will only display when

- user login to their account
- there is a qualified product

It will stay when user engage with filter

Frame 7223

If we are going to keep the LHN is TBD

Number of Results

Sort by: Top Sellers

Grid of 16 product cards (4x4). Each card includes a badge, product name & brand, a 5-star rating with (151) reviews, a price of \$199.99, an 'Add to Cart' button, and a 'Compare' checkbox. The 4th, 8th, 12th, and 16th cards in the grid are marked as 'Sponsored Product'.

Left Hand Filters

Frame 7198

The reserved spots for sponsored product are the 4th 8th 12th 16th product pod on DT, and 2nd 5th 8th 11th on MW.

Retail Media Banner

Frame 7205

RM banner has higher priority. When RM banner and discovery zone compete this spot. We display RM banner.

Discovery Zone 1 [Link](#)

Discovery Zone 1 placeholder area with a dashed border and a 'Link' text.

< 1/7 >

Grid of 16 product cards (4x4) identical to the top section, with the 4th, 8th, 12th, and 16th cards marked as 'Sponsored Product'.

Skyscraper Banner

Frame 7204

- DZs only display on browse PLP for MVP.
- There will be up to 2 DZs on each PLP.
- DZs would be curated by merchant, and placed below 2nd and 4th row on DT, 6th and 12th row on MW

Vertical sidebar of product cards. Each card includes a badge, price (\$199.99), 5-star rating (151 reviews), product name & brand, and an 'Add to Cart' button. The 1st, 3rd, 5th, 7th, 9th, 11th, 13th, and 15th cards are marked as 'Sponsored Product'.

Frame 7197

- The banner will only display on DT
- The PLP layout and retail media team need to decide which banner to be display.

Skyscraper Banner

			Sponsored Product
Product Name & Brand ★★★★★ (151) \$199 ⁹⁹	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹
Add to Cart	Add to Cart	Add to Cart	Add to Cart
<input type="checkbox"/> Compare	<input type="checkbox"/> Compare	<input type="checkbox"/> Compare	<input type="checkbox"/> Compare

Service Banner

Badge	Badge	Badge	Sponsored Product
Product Name & Brand ★★★★★ (151) \$199 ⁹⁹	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹
Add to Cart	Add to Cart	Add to Cart	Add to Cart
<input type="checkbox"/> Compare	<input type="checkbox"/> Compare	<input type="checkbox"/> Compare	<input type="checkbox"/> Compare

Discovery Zone 2

[Link](#)



< 1/7 >

Badge	Badge	Badge	Badge
Product Name & Brand ★★★★★ (151) \$199 ⁹⁹	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹
Add to Cart	Add to Cart	Add to Cart	Add to Cart
<input type="checkbox"/> Compare	<input type="checkbox"/> Compare	<input type="checkbox"/> Compare	<input type="checkbox"/> Compare

Badge	Badge	Badge	Badge
Product Name & Brand ★★★★★ (151) \$199 ⁹⁹	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹
Add to Cart	Add to Cart	Add to Cart	Add to Cart
<input type="checkbox"/> Compare	<input type="checkbox"/> Compare	<input type="checkbox"/> Compare	<input type="checkbox"/> Compare

- DZs only display on browse PLP for MVP.
- There will be up to 2 DZs on each PLP.
- DZs would be curated by merchant, and placed below 2nd and 4th row on DT, 6th and 12th row on MW

Frame 7201

With the new design, project / buying guide and tool rental card will be removed from PLP. Service banner is redesigned and placed here (temporary solution)

Badge	\$199 ⁹⁹ ★★★★★ (151) Product Name & Brand
Add to Cart	

Sponsored Product	\$199 ⁹⁹ ★★★★★ (151) Product Name & Brand
Add to Cart	

Badge	\$199 ⁹⁹ ★★★★★ (151) Product Name & Brand
Add to Cart	

Badge	\$199 ⁹⁹ ★★★★★ (151) Product Name & Brand
Add to Cart	

Sponsored Product	\$199 ⁹⁹ ★★★★★ (151) Product Name & Brand
Add to Cart	

Badge	\$199 ⁹⁹ ★★★★★ (151) Product Name & Brand
Add to Cart	

Discovery Zone 2

[Link](#)



Four product cards in a row, each with a 'Compare' checkbox at the top. Each card contains a 'Badge' placeholder, 'Product Name & Brand', a 5-star rating with '(151)' reviews, a price of '\$199⁹⁹', an 'Add to Cart' button, and another 'Compare' checkbox at the bottom.

1 2 3 4 5 >

Search Feedback

HDH 10% off email signup Banner

Frame 7206
This banner would only display on HDH

Customers Ultimately Purchased / Customers who searched this viewed / Discovery Zone 3 [Link](#)

Placeholder for a carousel with a '1/7' indicator at the bottom right.

Sponsored Products / Discovery Zone 4 [Link](#)

Placeholder for a carousel with a '1/7' indicator at the bottom right.

Recently Viewed [Link](#)

Placeholder for a carousel with a '1/7' indicator at the bottom right.

Related Categories

pill text pill text pill text pill text pill text

Related Searches

pill text pill text pill text pill text pill text

Vertical stack of five product cards. Each card has a 'Badge', '\$199⁹⁹', a 5-star rating with '(151)', 'Product Name & Brand', an 'Add to Cart' button, and a 'Compare' checkbox at the bottom.

Frame 7202

- This carousel would be either Customers Ultimately Purchased or Customers who searched this viewed.
- It is owned by the Recs Team. In the future it might be discovery zone.

Frame 7203

This carousel is owned by the Retail Media team.

Frame 7216

In the future we might want to re-evaluate those three carousels at the bottom.

SEARCH PLP SEARCH PLP

Header

Breadcrumbs / xxx / xxx

Ad Banner

Page Title

Fulfillment Filters

Categories ▾
 Screw Length ▾
 Size ▾
 Head Style ▾
 Drive Style ▾
 Brand ▾

Buy it Again



Number of Results

Sort by: Top Sellers ▾

Badge Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare	Badge Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare	Badge Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare	Sponsored Product Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare
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Left Hand Filters

Frame 7224

If we are going to keep the LHN is TBD

Header

Breadcrumbs / xxx / xxx

Ad Banner

Page Title

Primary Filters ▾
 Primary Filters ▾

Fulfillment Filters

Buy it Again



Number of Results

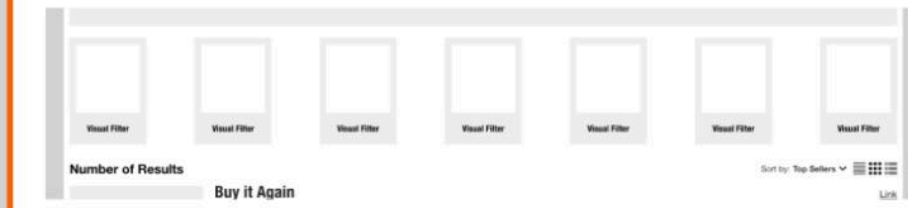
Badge \$199 ⁹⁹ ★★★★★ (151) Product Name & Brand Add to Cart
--

Sponsored Product \$199 ⁹⁹ ★★★★★ (151) Product Name & Brand Add to Cart
--

Badge \$199 ⁹⁹ ★★★★★ (151) Product Name & Brand Add to Cart
--

Frame 7219

Primary filter replace the visual navigation



Frame 7214

The Buy it again will only display when

- user login to their account
- there is a qualified product

It will stay when user engage with filter

Frame 7208

The RM banner and Skyscraper banner would not be display at the same time. Which one would be kept is TBD. The banner will only display on DT

Skyscraper Banner

Frame 7227

With the new design, project / buying guide and tool rental card will be removed from PLP. Service banner is redesigned and placed here (temporary solution)

Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare
---	---	---	---

Retail Media Banner

Badge	Badge	Badge	Sponsored Product
Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare

Service Banner

Badge	Badge	Badge	Sponsored Product
Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare	Product Name & Brand ★★★★★ (151) \$199 ⁹⁹ Add to Cart <input type="checkbox"/> Compare

Badge	Badge	Badge	Badge
-------	-------	-------	-------

Product Name & Brand
Add to Cart

Badge	\$199 ⁹⁹ ★★★★★ (151) Product Name & Brand
Add to Cart	

Sponsored Product	\$199 ⁹⁹ ★★★★★ (151) Product Name & Brand
Add to Cart	

Badge	\$199 ⁹⁹ ★★★★★ (151) Product Name & Brand
Add to Cart	

Badge	\$199 ⁹⁹ ★★★★★ (151) Product Name & Brand
Add to Cart	

Sponsored Product	\$199 ⁹⁹ ★★★★★ (151) Product Name & Brand
Add to Cart	

Badge	\$199 ⁹⁹ ★★★★★ (151) Product Name & Brand
Add to Cart	

Badge	
-------	--

Four product cards in a row. Each card contains: Product Name & Brand, a 5-star rating with (151) reviews, a price of \$199.99, an 'Add to Cart' button, and a 'Compare' checkbox.

1 2 3 4 5 >

Search Feedback

HDH 10% off email signup Banner

Frame 7209

This banner would only display on HDH

Customers Ultimately Purchased / Customers who searched this viewed / Discovery Zone [Link](#)



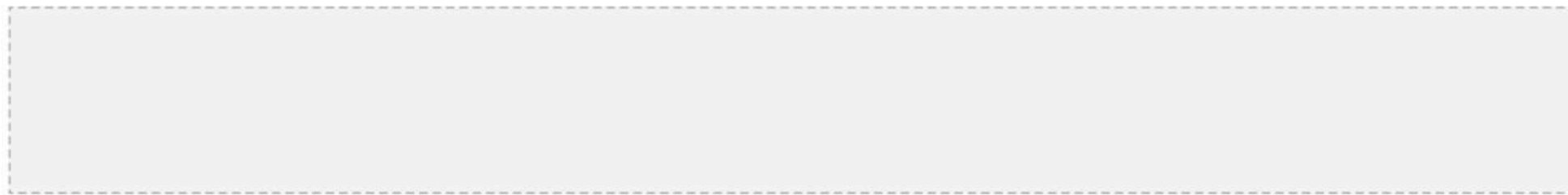
< 1/7 >

Sponsored Products / Discovery Zone [Link](#)



< 1/7 >

Recently Viewed [Link](#)



< 1/7 >

Related Categories

pill text pill text pill text pill text pill text

Related Searches

pill text pill text pill text pill text pill text

Related Products

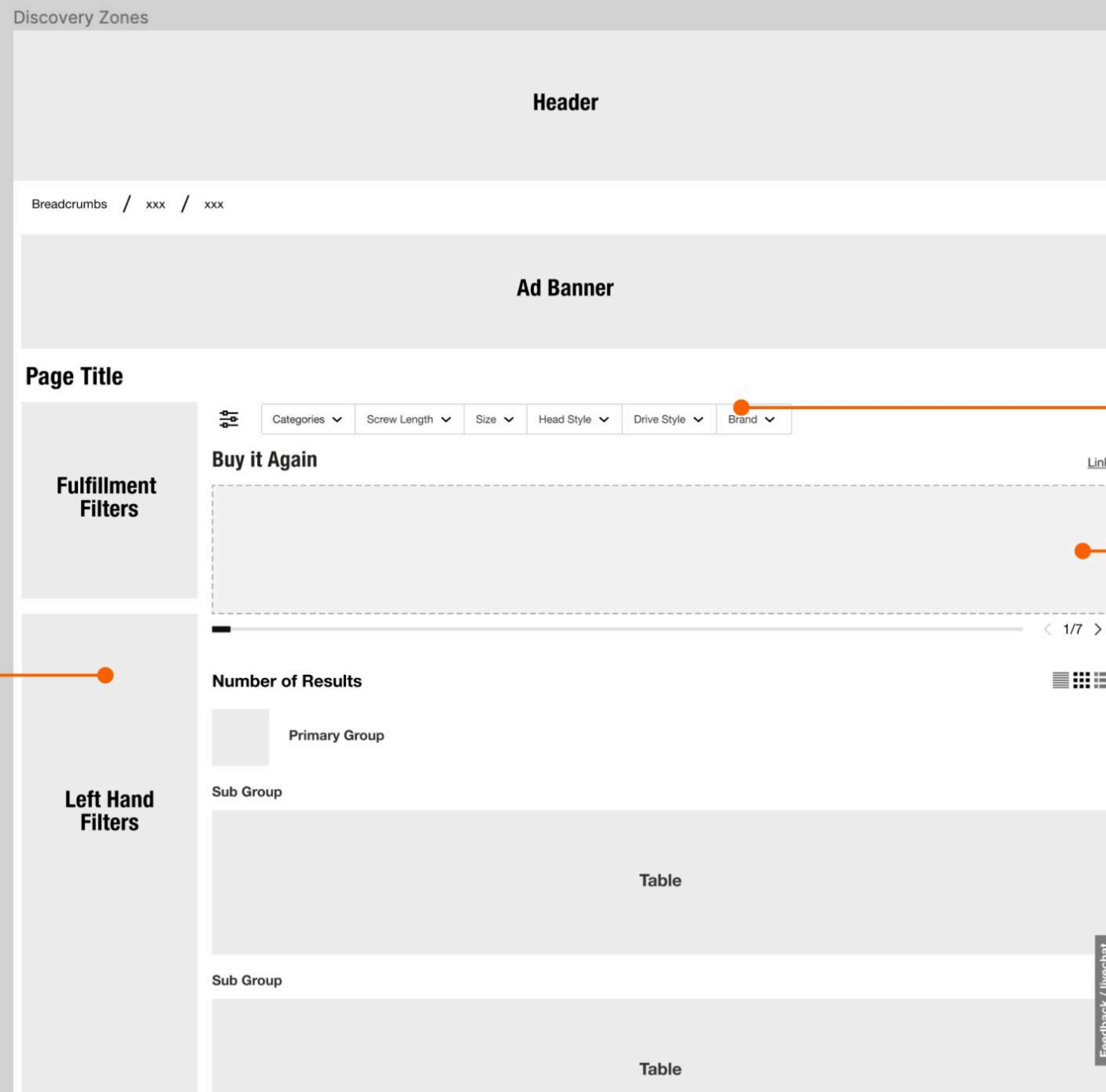
Vertical list of product cards. Each card contains: a 'Badge' label, a price of \$199.99, a 5-star rating with (151) reviews, 'Product Name & Brand', an 'Add to Cart' button, and a 'Compare' checkbox.

TABLE VIEW PLP

Tableview PLP does not have:

- curated content on top of PLP
- discovery zones
- pagination
- Sort by dropdown
- Service Banner

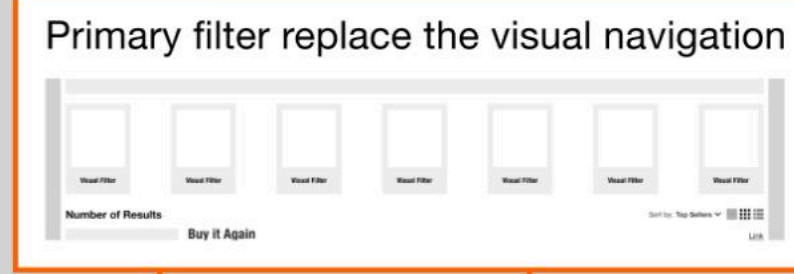
Tableview PLP



Frame 7225

If we are going to keep the LHN is TBD

Frame 7220

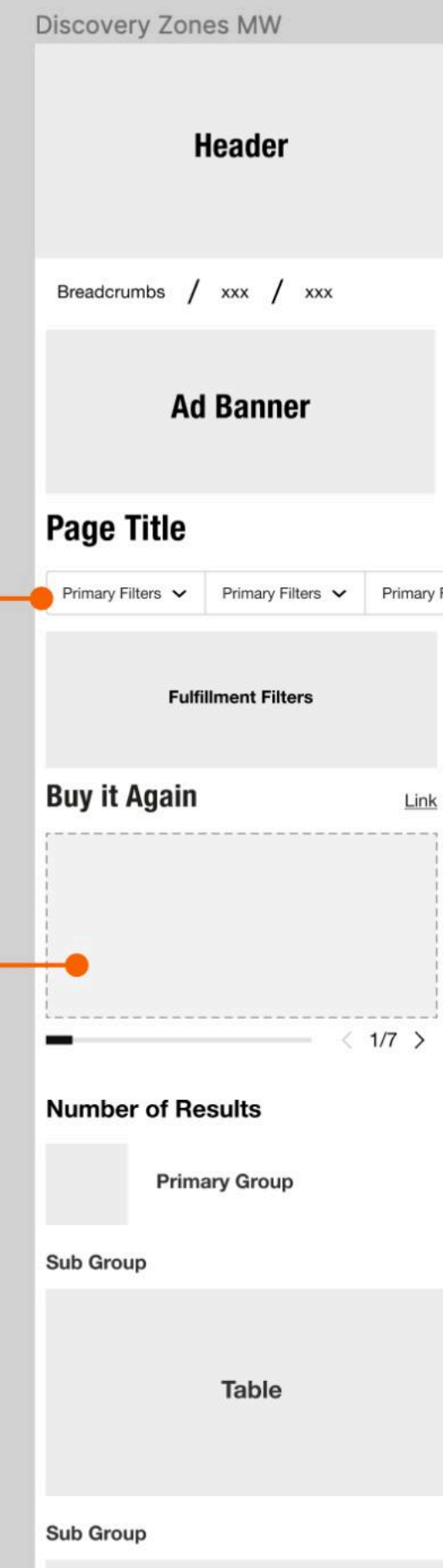


Frame 7215

The Buy it again will only display when

- user login to their account
- there is a qualified product

It will stay when user engage with filter



Q&A

Q&A

THANK YOU YOU