Team Project Ideas

What percentage of our customers/sales are "pro photographers"? Maybe we should identify opportunities to serve them specifically in certain cases and have a more general way of dealing with everything else. Are there other high value customer types we could address more specifically? Pro audio, Pro video?

* **Registry (Wishlist)**
  + Wishlist Total Overhaul? - I have 3 items in Zoho that would ideally be folded into this project
  + Separate list creation process from custom wishlist - Adjust language in list creation process. "Purchase By" becomes "Event Date." Make it more obviously "event related"
  + Suggest sharing In list creation process and edit mode
  + Suggest adding address in creation and edit process, let them do it in place in edit process
  + What is public/limited/private? Make it clear
  + Sharing needs overhaul, especially email - it very generic, impersonal, no images, not scannable, no preview
  + Visual Themes for custom wishlists presented as "Registries"
    - Offer fixed set of color and typographic options, maybe 5 or 6 to cover all types of registry events without being specific
    - Emphasize dates, social sharing, registry features
    - Countdown to the big day like annual Holiday Season promotion
    - User Set Email Reminders - for someone else's registry. Customer 1 sets a reminder to himself so that so he doesn't forget to buy customer 2 a wedding gift in time. Then we email Customer 1 with listing of items in the registry. Don't suggest things that have been purchased. Email would reflect visual theme and title of registry/list.
    - Follow up with special offer (free or upgraded shipping) shortly before event date
    - Already purchased - don't show any visible indication in registry, but if someone adds an item to cart that has already been purchased alert them at that time
  + Product thumbnails on Custom Wishlists - I have comps. Currently "Out of sight, out of mind."
  + Determine if we need full listing info for Wishlist or abbreviated version - A/B test?
  + Choose which list to add to when adding an item - there is a request for this already
  + Need to address ordering of items recently added. Currently they go to the bottom. They are freshest in customer's mind and should be easiest to refer back to. Custom ordering my complicate this
    - "Most recently added" zone in wish list?
    - Pinned wishlist order - Or/and most recently added becomes #1 in order, but we offer option to "pin" item to top of list so it always stays #1. 2 items pinned stay #1 and #2, new items start at #3.
    - "Wishlist Item Updates" zone - status updates on items in wishlist
  + Proper bundle (ADM) formatting - we offer Add Bundle to Wishlist from cart but do not display as a bundle in wishlist - incentive and association is lost.
  + Alternative to "default" as name for main wishlist
  + Improve Added All from Cart to Wishlist message. Very confusing now
* **Detail Page - Lower Half**
  + Show high value product resources prominently
  + Integrate all related editorial content, make sure it is relevant and valuable
  + Create mini summary bar/add to cart bar that is pinned to top as user scrolls
  + Improve sharing capabilities to drive more traffic to detail pages - simplify and make more specific
  + Consider different product/customer types - Should high end DSLRs be handled the same as TVs, find out customers different needs and behaviors
  + A/B test as much as possible to see what works and make improvements based performance
  + Offer bite-sized, highly sharable versions of related editorial content. Check out the Bacardi Vine video in this article... http://visualwebsiteoptimizer.com/split-testing-blog/snackable-content/
  + Consider Vine, animated GIF, micro-videos that play in place
  + Group content by purpose, not media type. Pre-sales product info, high value post-sale items (Hands-on Learning, Manuals, Color Profiles, Drivers, etc.), more general editorial content
  + Expert Testimonials - get short and prominent testimonial statements from industry experts for certain high end products.
  + Scarcity
    - "Only 2 left in stock"
    - "Want it by tomorrow? Order in the next 11:32 minutes." ..counting down
* **ADM phase 2** - See specs. I just worked on this
  + Standardize formatting for offer titles (in spec docs) to increase visibility
  + Eliminate tab, double tab navigation
  + Make offer details accessible from listing and details pages
  + Improve display of bundles in cart
    - Images for all bundles members
    - Show bundling for quantity discounts
    - Make it clear when a special offer is applied - title of offer included?
* **Pluck**
  + What other Pluck features can we integrate? Social stuff, gamification, etc...
  + Make sure there are no parallel accounts as far as customer experience... pluck/B&H
* **Abandoned Cart**
  + Send recovery email with list of items in cart including images, make it easy to opt out
  + Send status updates for items in abandoned cart - offers expiring, only 2 left in stock, etc.
  + Did adding sales option in cart increase cart abandonment? If so, remove them if they are not worth it. ADM and Squaretrade.
  + Disable minicart when in cart
  + Visually convey progress and give a sense of accomplishment for each step on checkout page - and test it.
* **Follow me on item level**
  + Make an option on detail page
  + Implement certain parts of this automatically for wishlists and abandoned carts
  + Make it easy to opt out
* Daily Deals
* **Top Rated / top reviewed** items on category and listing pages
  + Display in a zone as not to interfere with accurate, quickly accessible results
  + In user testing, people became suspicious and irritated when search results and sorting seemed to be rigged to influence their choices
* **Recently viewed item**
  + Include this in an overhaul of My Account
  + Make the whole thing more visual and instantly useful with preview versions of
    - Recent Orders (with action options - ex. track package and additional sales opportunities - ex. order supplies, new model available/trade-in, etc)
    - Wish List - most recently added showing plus links to custom lists/registries
    - Recently Viewed
* **Rebate expiration notification** if item is in cart
  + Notify for any related offers expiring and maybe other status changes
  + Out of Stock
  + New savings available
  + Only 2 left in stock
* **Home Page**
  + Prioritize categories, Photography should not get same priority as surveillance
  + Provide prominent deep links to 3-5 common high value subcategories - DSLRs, for example
  + Show accessories and other products related to customers known purchases
  + Get rid of "modes" for consumers - used, EDU, etc. They offer a parallel shopping experience that can be confusing , hard to escape and inconsistent with the normal B&H shopping experience