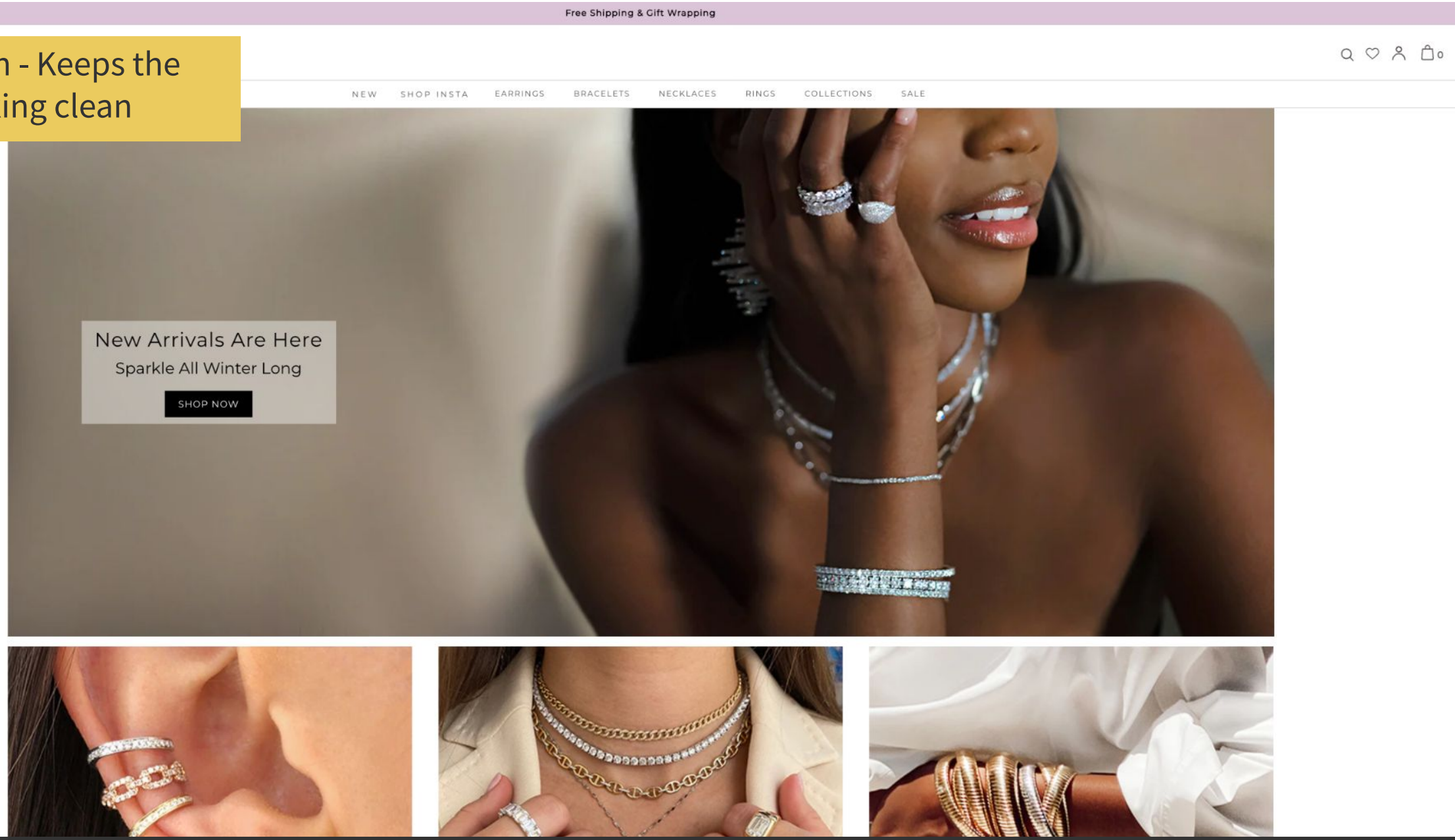
Max Width - Keeps the page looking clean

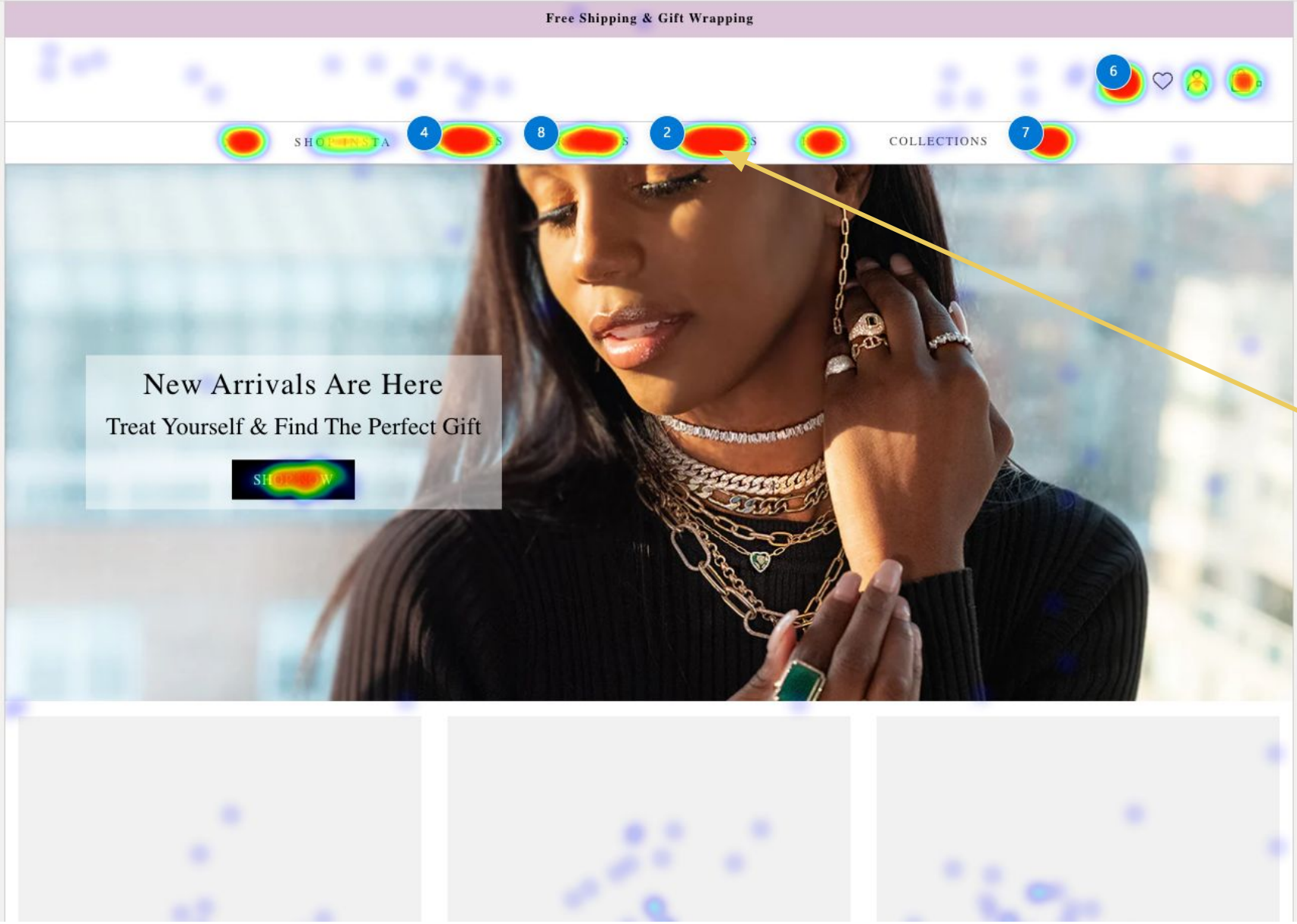


75% of Users

50% of Users

Homepage Heatmap

- People scroll much deeper than a typical e-com store
- Content is engaging, but maybe we can add more content by shrinking some of the blocks to bring things higher on the page



Second Highest click rate - Bracelets

- on every page tested, this is the primary clicked menu item.
- Bring this to the left side of the Nav bar and build out landing pages for this product type

Highest Click on HP

- Users are looking at your trending now section more than anything else

Research / UX

COACH

ANGARA

NET-A-PORTER

Blue Nile

Vera Bradley

TIFFANY & CO.

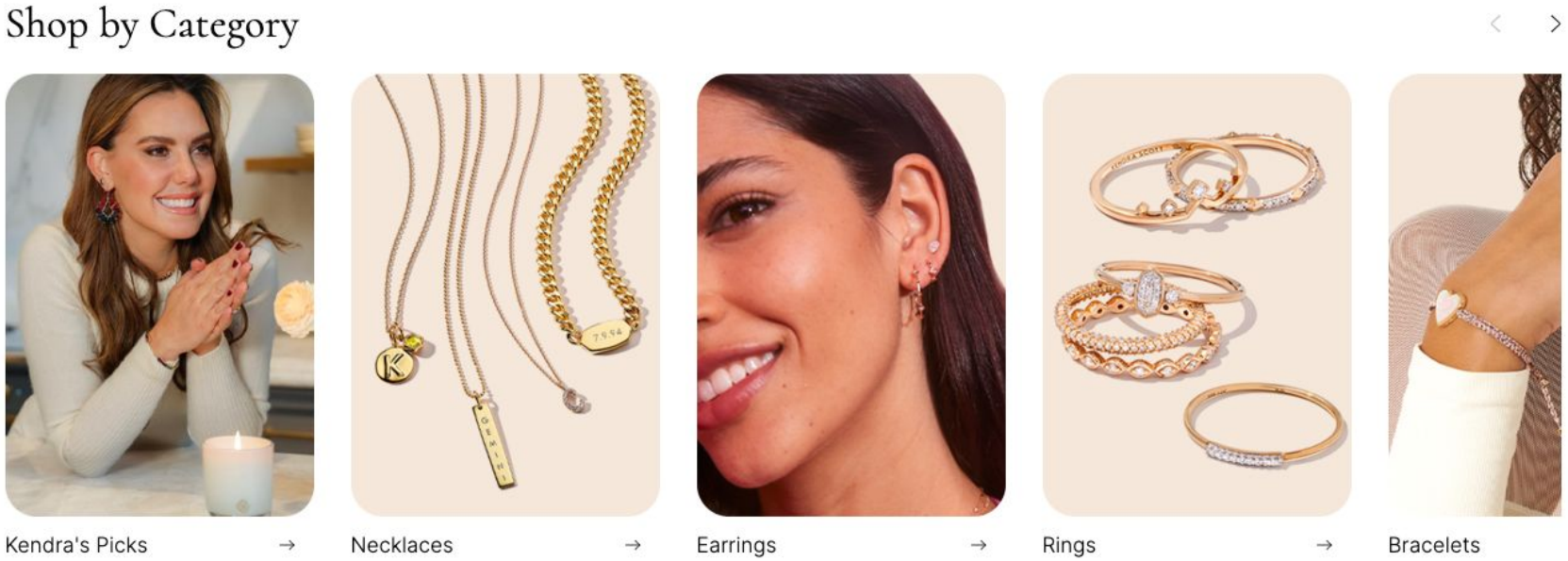
UGG

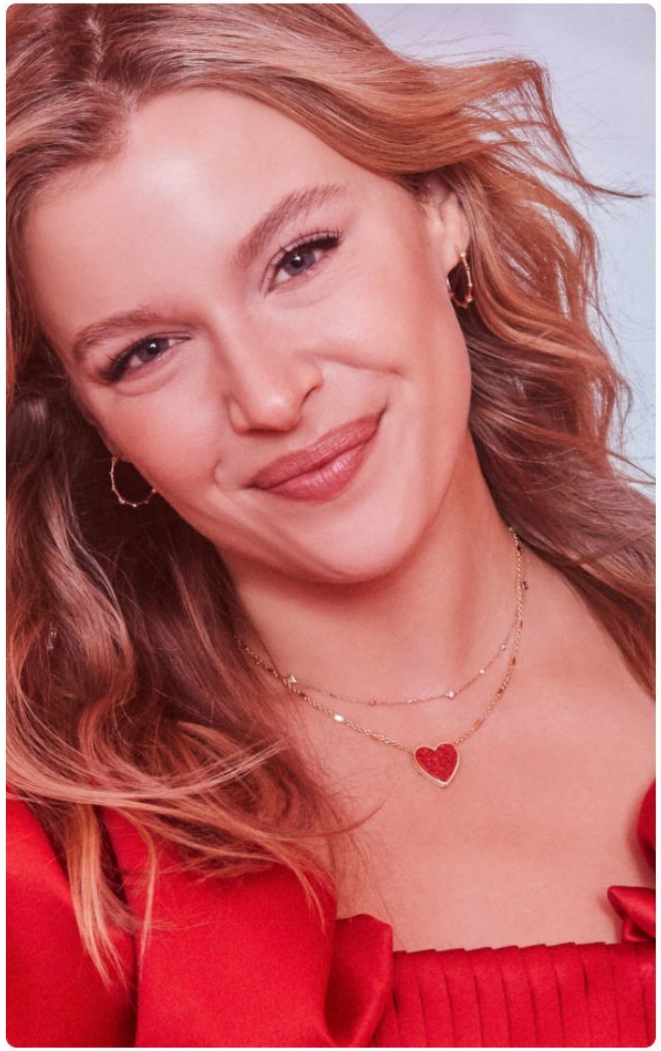
GLd

KENDRA SCOTT

Category Block / Section

- Instead of the large block section under the hero as current, utilize a smaller version that allows for more details and less scrolling





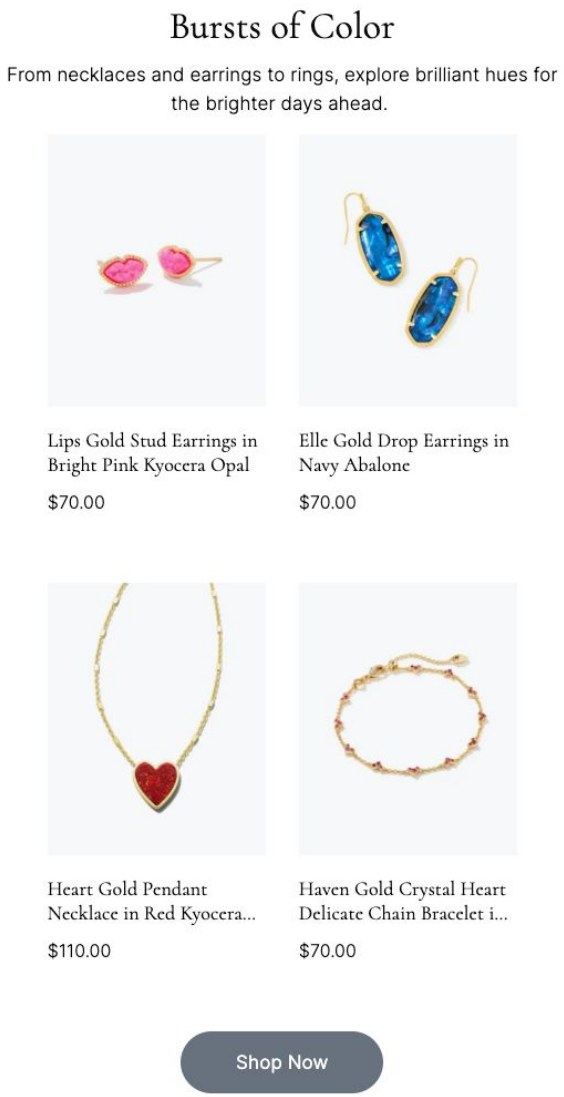


Image with Items

- Instead of showing just a carousel of products, show multiple products on an image and then link the individual products
- We can even put “dots” over the model to signify where on the model that product is
- Keep to 3-4 items per image to prevent overwhelming the user

INTRODUCING

Yellow Rose

BY KENDRA SCOTT

"Inspired by the time spent on our family ranch, this collection honors the state I call home and puts the modern cowgirl front and center—right where she belongs." - Kendra

EXPLORE NOW

A HEADY
COCKTAIL OF COLOR
10% off on orders over $500 & free jewelry gift on all orders.
SHOP COLLECTION

For You

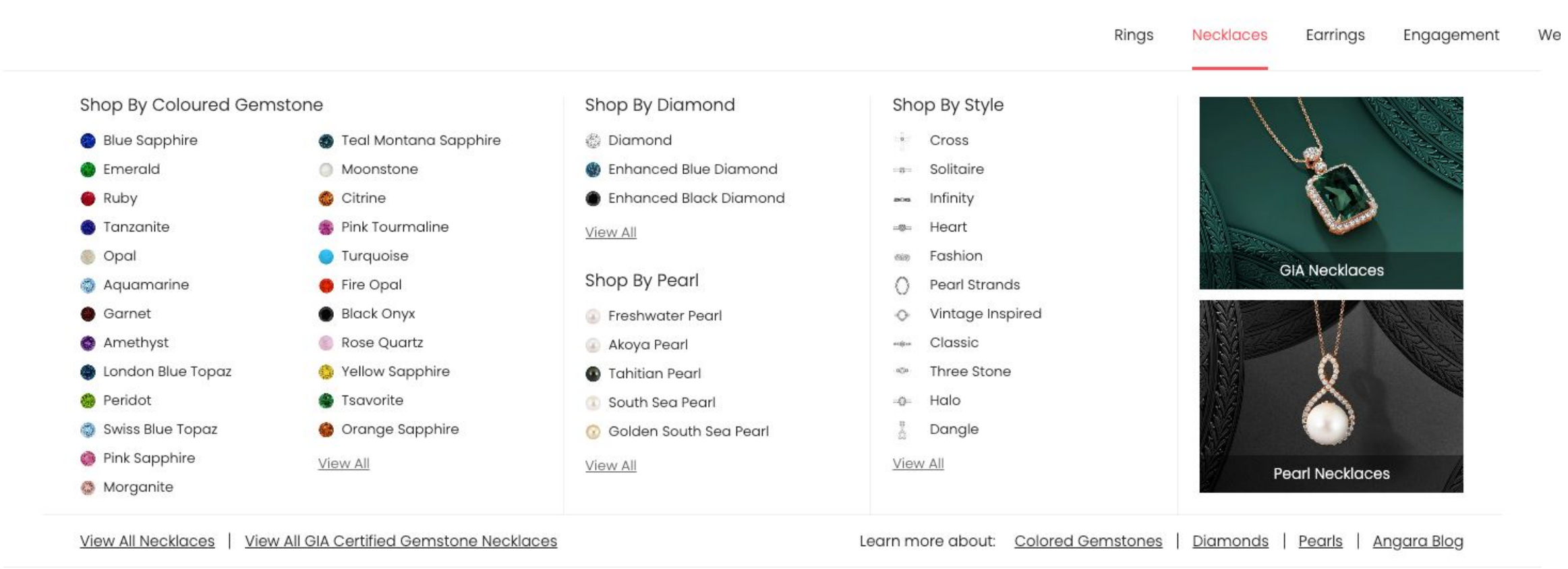
Women's Raincloud Clear
$130.00 | *4 COLORS*

Toddlers' Drizlita
$50.00 | *4 COLORS*

Women's Drizlita Glitter
$100.00 | *3 COLORS*

Women's Raincloud Tall
$200.00 | *2 COLORS*

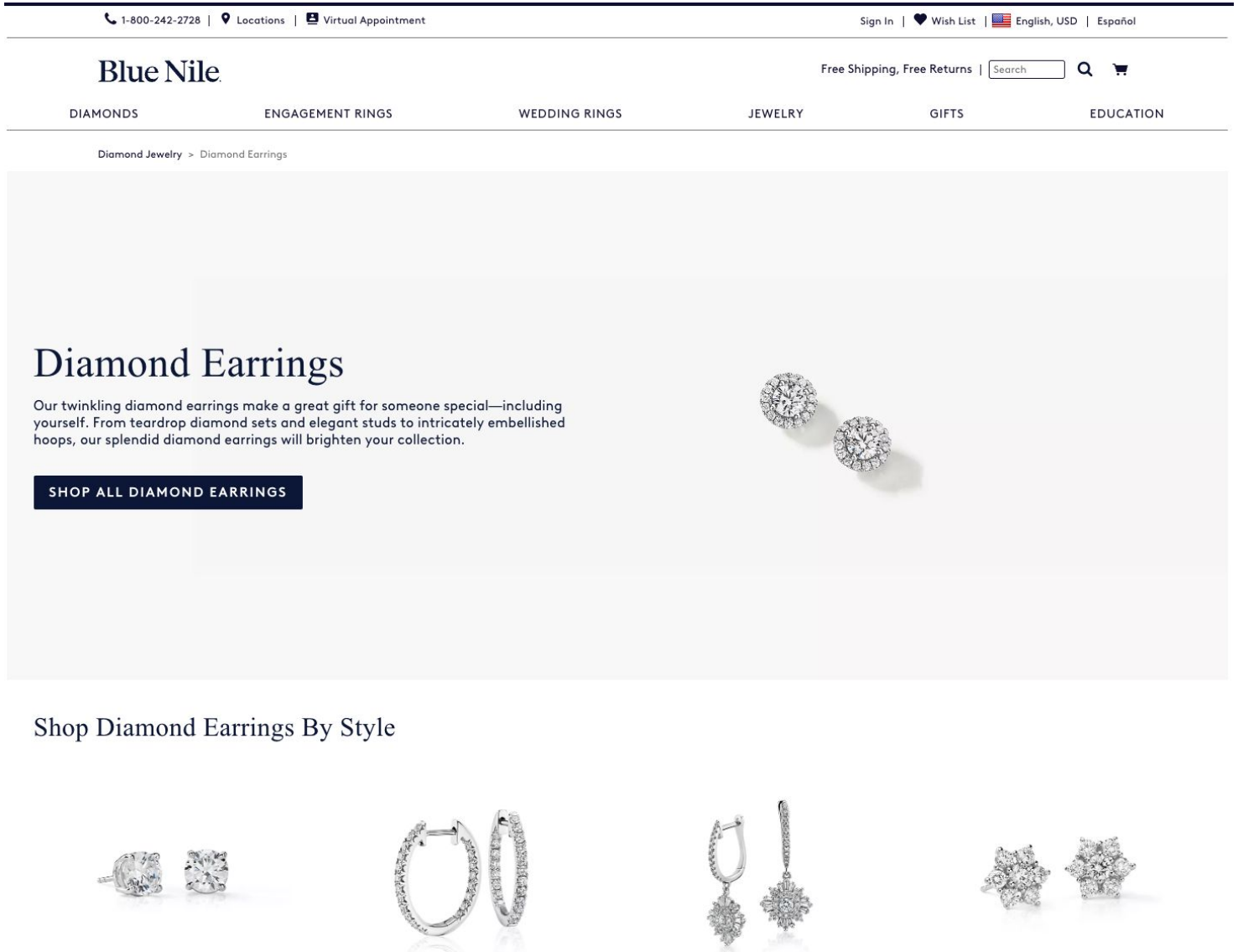
Full Width Product Element



Interesting Way to have your megamenu

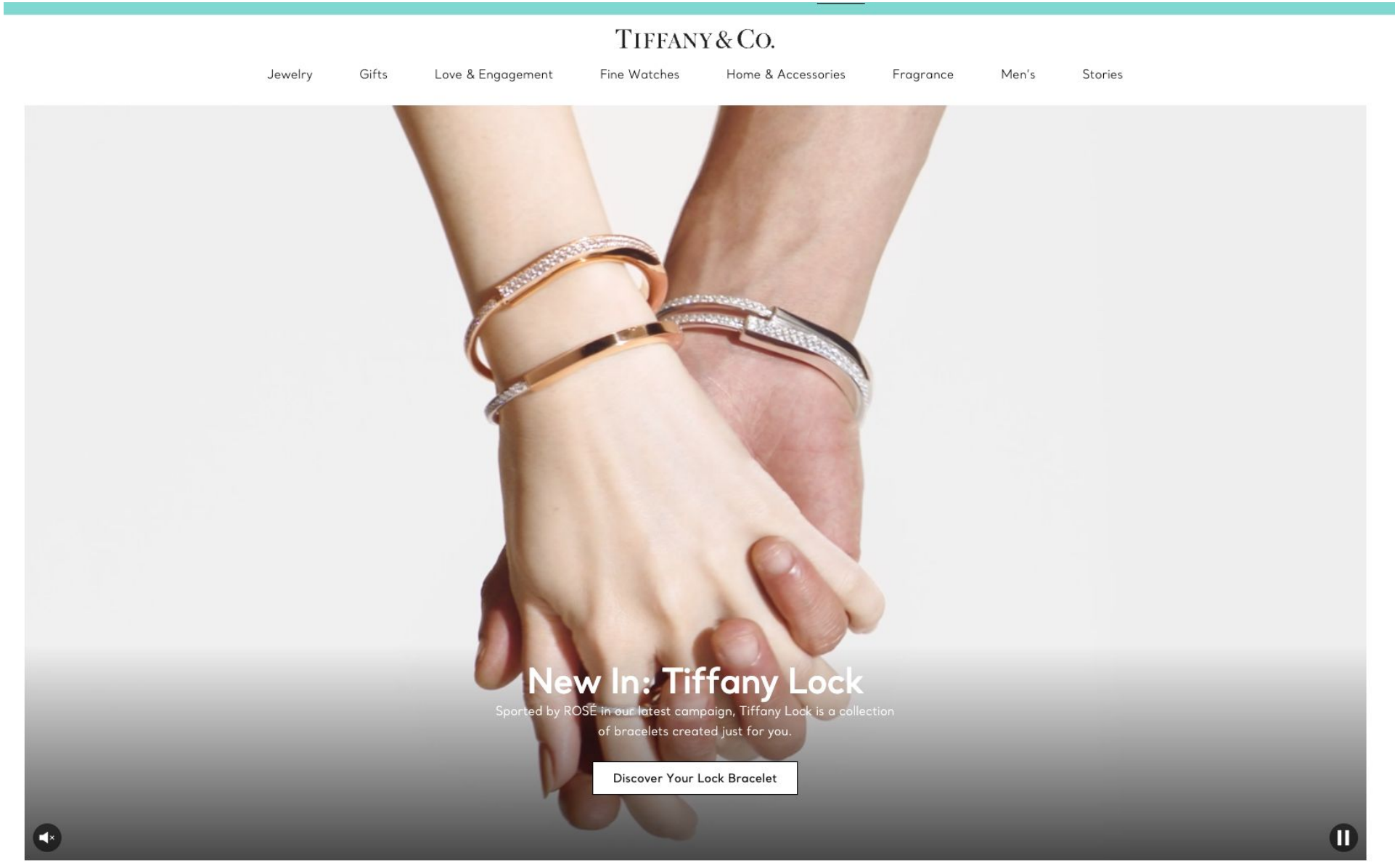
Has color / diamonds / styles and shapes

https://www.bluenile.com/diamond-jewelry/diamond-earrings



Earrings Landing Page

- **Like a HP but for each product line with more customized / designed**


TIFFANY & CO.
Jewelry
Gifts
Love & Engagement
Fine Watches
Home & Accessories
Fragrance
Men's
Stories
New In: Tiffany Lock
Sported by ROSÉ in our latest campaign, Tiffany Lock is a collection of bracelets created just for you.
Discover Your Lock Bracelet

Video on HP