Wayfair Verified



There is no button or text link that leads to a "shop all verified" PLP

Generic copy and image in hero The image doesn't say much about the Wayfair

Include a relevant image in the

Verified process or how it all works

hero

Tomorrow version: select an image that shows the staff evaluating products

Blue sky version: include a video in the hero that shows the staff evaluating the image, like in the "details matter" section

Section is out of place

This should be the last concluding section of this page so that the user can explore the storytelling element of the verification process.

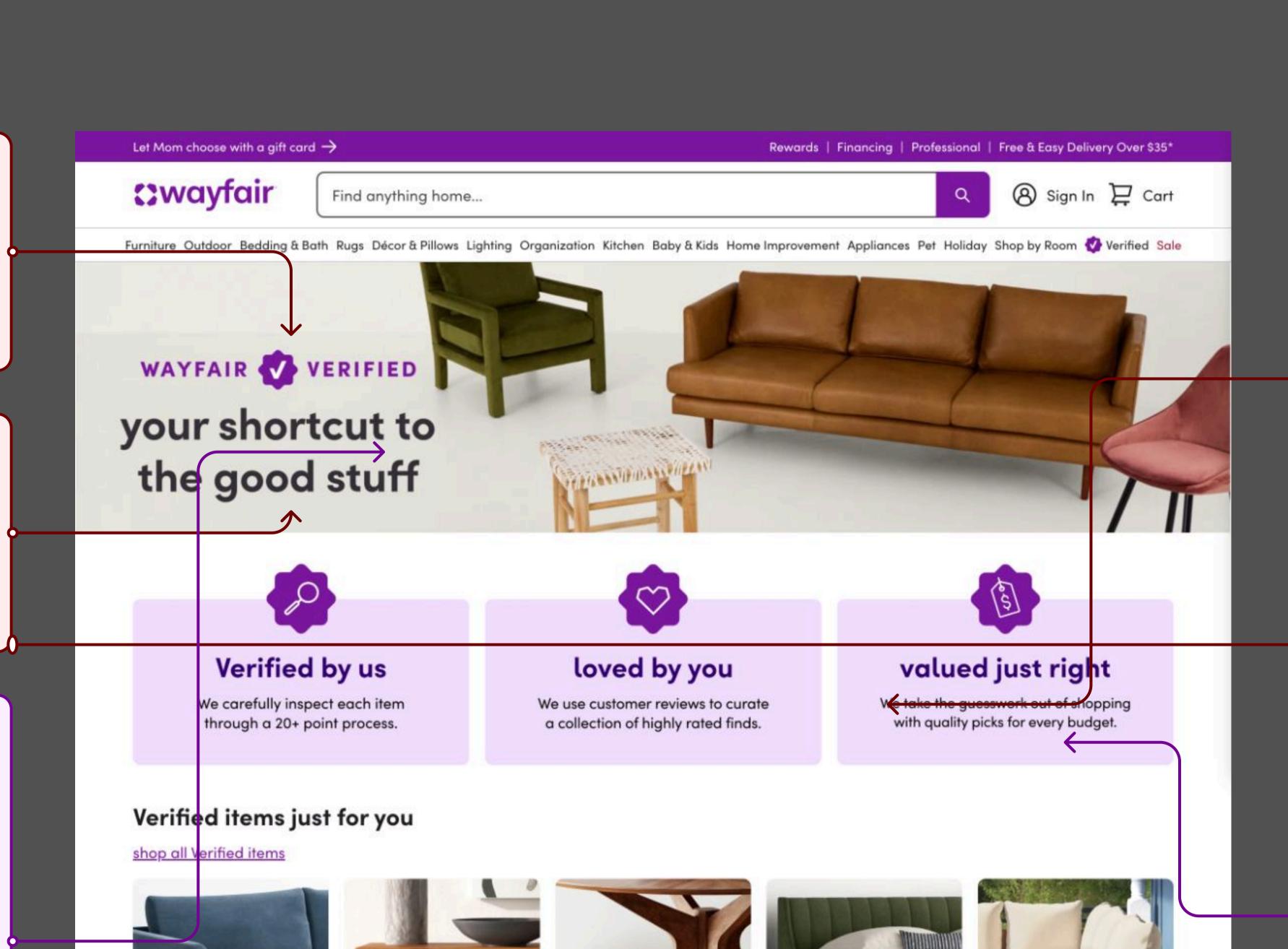
Here, it just cuts in the middle of the shopping experience and distracts the user from browsing the products.

Irrelevant section

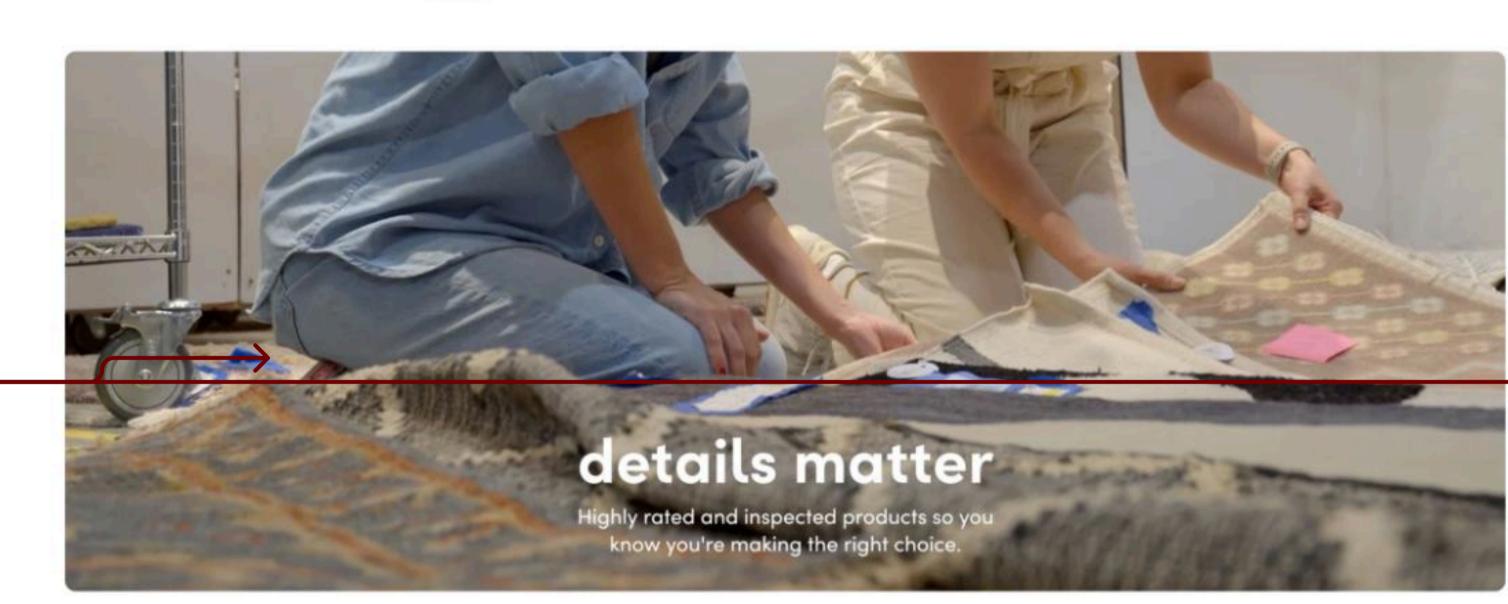
This takes up a lot of space and looks like it should be in a Careers section page.

This link should be in the hero, not all the way at the bottom of the page.

Move this text link up to the hero image, or better yet make it a CTA button



The Wayfair Verified stamp = Shop with confidence.



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Section is ambiguous in explaining the value to the user Verified by us - based on what criteria?

Loved by you - Customer reviews should be in the title, not subtext

Valued just right - what determines the quality?

Put this section as part of the

Include 3 succinct bullet points that briefly summarize the selling points for verified products plus the use of the badge to indicate that this is the branding badge that indicates verified.

Use component grid rather than tile images for category section

To maintain consistency and ease-ofidentification for categories, I would use this layout rather than image tiles.

Only one section featuring

categorization or wide enough

Please see <u>Google Doc</u> for the reference for the

product content we should be featuring in the

Include a fully fleshed-out page

of product selections based

on each Verification criteria

of categories and subcategories

Using the same <u>Google Doc,</u> there is plenty of

room for 5–7 categories with 3–5 subcategories

sharing various verified products based on ease

of assembly, price, highest quality, highest

Verified products and no

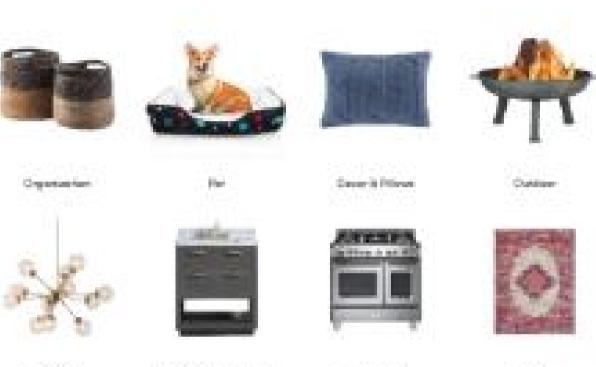
breadth of products

body of this page.

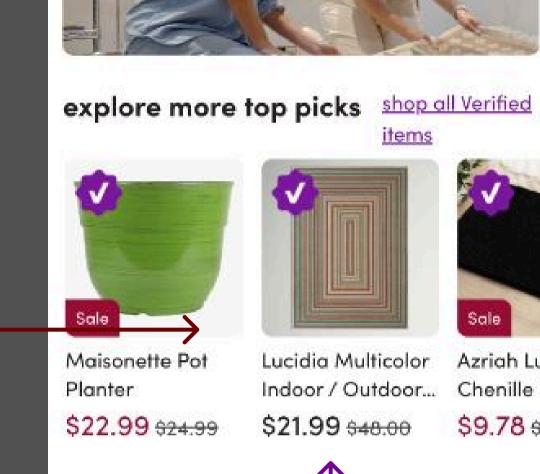
ratings, etc.

Collection component configured as a grid









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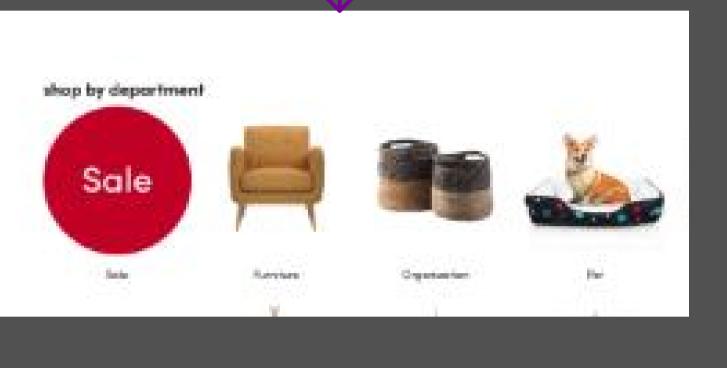
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Make the category grid a horizontal scroll

This will reduce scroll fatigue and offer more content options within limited vertical space, which is valuable for categories.



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