



HunterDouglas®

Best-in-Class Design

Hunter Douglas, North America's leading manufacturer of custom-made window fashions, sells its products through storefront and shop-at-home dealers.

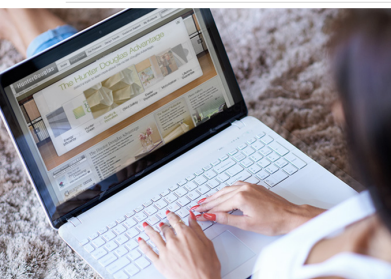
SHEDDING LIGHT ON CUSTOMER BEHAVIOR

We have played a key role in elevating Hunter Douglas' premium brand in the digital space. Our team created the visually stunning The Art of Window Dressing™ iPad app and the custom iImagine™ Design Center application. We also relaunched the website.

For the iPad app, we focused on equipping users with tools to easily envision the products in their own spaces, build upon their home décor ideas, and quickly locate a Hunter Douglas dealer to complete the selection and purchase processes.

At the inception of the iImagine Design Center, some home furnishing competitors had already developed product visualization tools, but none delivered a premium online experience. Our research showed that consumers – eager for proof they were making a smart and stylish investment – wanted to preview the window fashions up close, in detail, and in room settings.

With the website redesign, we set out to evolve the site so that it mirrored the best experience consumers encountered with the finest Hunter Douglas dealerships around the country. In-depth consumer interviews, market analysis, and usability and prototype testing guided our strategy.



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Revolutionizing the Research and Purchasing Processes

To ensure ease-of-use within the gestural touch-screen environment of the iPad app, we developed visual cues to ensure that screen resizing and placement of window-shade products within photographic scenes were intuitively simple.

A visual and interactive paradigm was implemented to support easy exploration and selection of the myriad fabric and color swatches accessible to the user. While the browser-based version was accommodating to a complex gridding of interactive components, the limited iPad footprint called for a "touch-based" design that employed collapsible tool sets. The application features are still visible, but upon touch expand to reveal a full pallet of functions. Utilizing this strategy, the interface appears simple and accessible while retaining the complex functionality from the web application.

Creating a realistic rendering – that is, showing consumers how Hunter Douglas products actually enhance the beauty of a room by transforming the light – was a primary goal for the iImagine Design Center application, because light control is one of Hunter Douglas' key product differentiators.

The website redesign invited consumers to learn about Hunter Douglas' expansive line of window fashions through faceted searches, interactive photo galleries, swatch views, and detailed product pages. A "My Workbook" section delivers a customized portfolio of design and technical information for consumers to share with dealers. To further personalize the visitor experience, boost engagement, and move in-market consumers closer to an actual purchase, the site remembers visitors' activities and preferences and provides quick access to this content upon their return.

Beyond Beautiful Results

Highlights include:

THE ART OF WINDOW DRESSING IPAD APP

- More than 16,000 consumer downloads of the app from the iTunes store
- Best Consumer Goods Mobile Application and Best Design Mobile Application Awards – MobileWebAwards

IMAGINE DESIGN CENTER APPLICATION

- Visitors are twice as likely to engage in purchase intent activities such as searching for a dealer
- Five awards, including OMMA for Website Excellence

WEBSITE RELAUNCH

- Average visit was 75% longer
- Average visitor was 44% more likely to do at least one of the actions targeted in the redesign
- Web Marketing Association WebAwards, Outstanding Website
- W3 Awards, Silver Winner



"Our site now successfully bridges the gap between the web and the dealer experiences. Based on site information collected to date, its interactive features, customization tools, and thorough presentation of our extensive product line are clearly resonating with consumers as they conduct their research on the way to making a purchase."

Linda Bellitt - Director of Marketing Technology, Hunter Douglas

