

JAY SETHI

Portfolio

I am passionate about generating deep insights to define requirements that drive measurable outcomes.

Contents

1	E-commerce
2	Banking
3	Insurance
4	Pharma

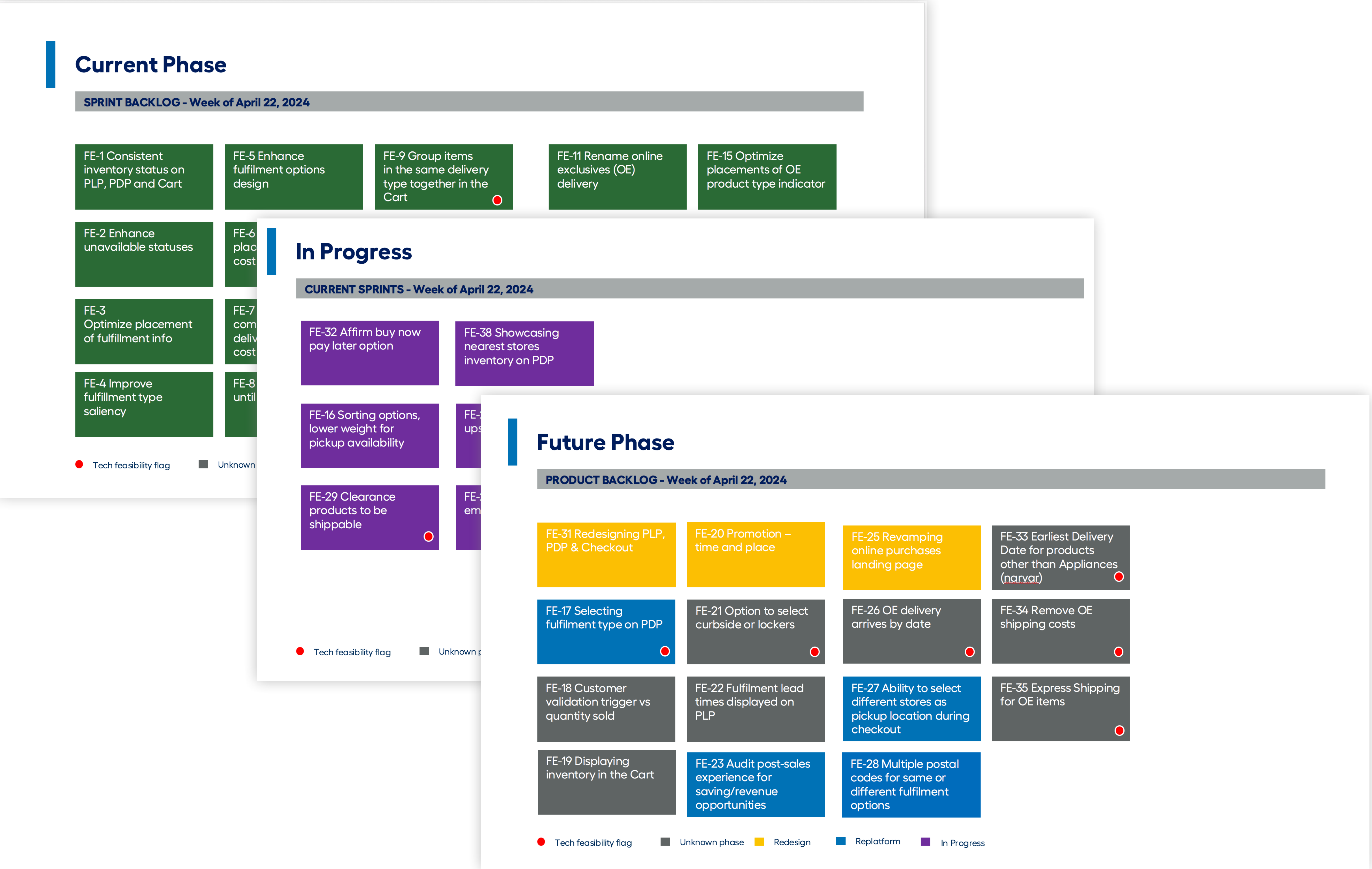
Ecommerce

It's important to create a joyful shopping experience which is fine tuned for conversion optimization.

Product backlog

A well groomed backlog allows us to respond to user needs more effectively.

I have supported teams in maintaining product and sprint backlogs. Distilling outcomes/requirements into efficient sized tasks.



Data & insights

By leveraging data and generating insights I led the redesign initiative at RONA.

I focus on cultivating a deep understanding of the clients business, customers and industry. Leading to actionable insights which drive revenue growth and customer engagement.

Influencing and enabling executives, product owners/ manager, designers, developers and other team members to make informed strategic decisions that result in increasing revenue and engagement.

Baymard Review

Homepage

10 Guidelines

Performance: 20.8

Poor

Takeaway

Showing ads on the Home page is not recommended. We can do a lot to improve this. Most of the improvements can be made through better design and improved content areas.

GUIDELINE	IMPLEMENTATION	JUDGEMENT
#237D Feature a Broad Range of Product Types on the Homepage	71–80% of categories are visually represented	ADHERED HIGH
#240D Be Cautious if Displaying Ads on the Homepage	Ads or other overly distracting promotional content is present in prime locations on the homepage • Various promotional text messages present • Multiple visually demanding graphic ads and/or animated content present • Some promotional banners look like external ads	VIOLATED HIGH
#242D Ensure Carousels Respond Appropriately to User Interactions and Feature Prominent Controls	Carousel is available • Carousel is paused when hovered • New slide is shown every 4 seconds or faster • Carousel controls are prominent and not likely to be overlooked • Manual interaction doesn't stop the autorotation permanently	VIOLATED LOW

Analytics

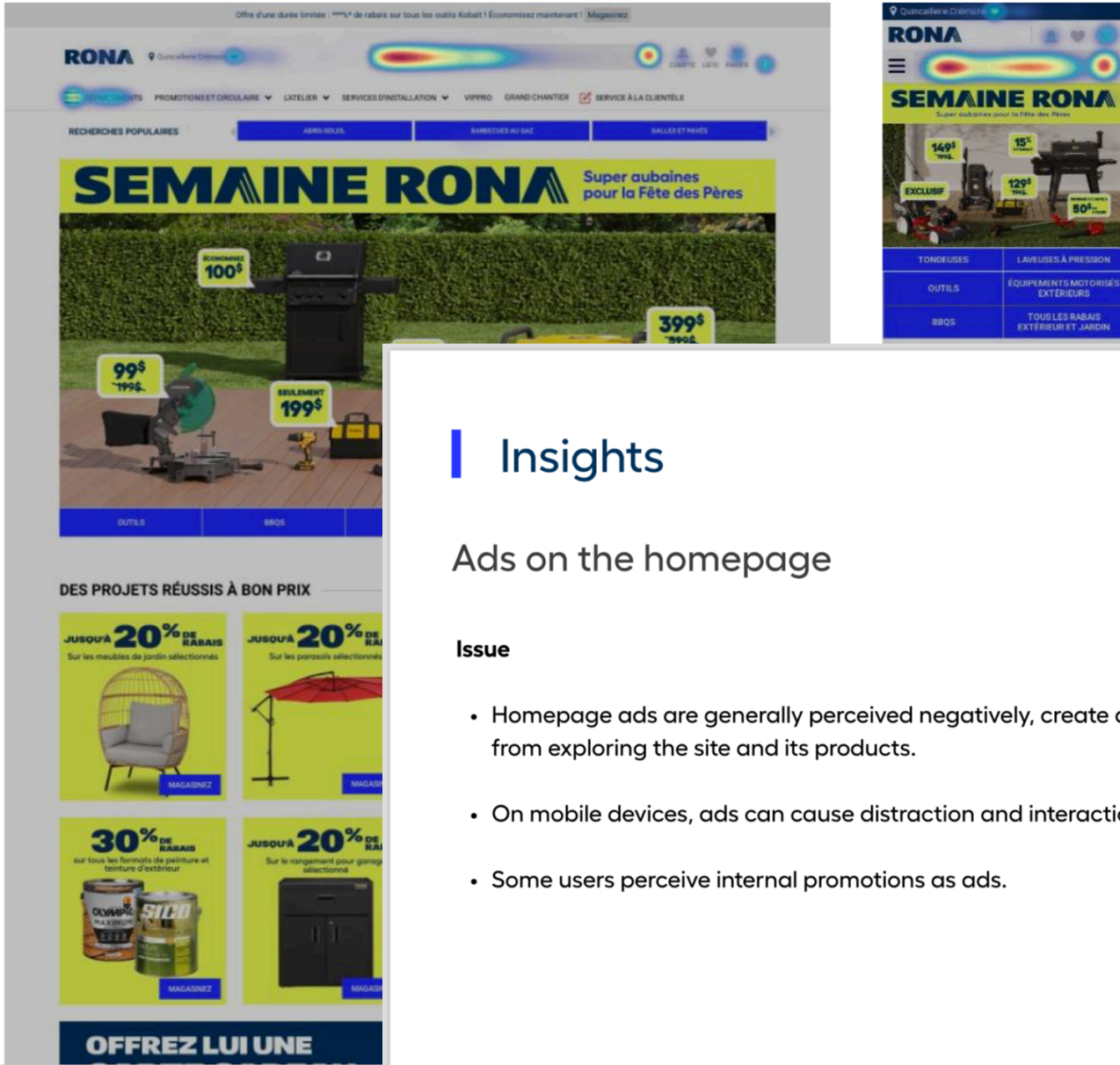
Clicks heatmap - HP FR

Desktop:

- Search is highly utilized
- Browsing departments moderately utilized
- Cart is moderately utilized
- Minimal to no interaction with homepage content

Mobile:

- Search is the primary interaction
- Cart is moderately utilized
- Minimal to no interaction with homepage content



Insights

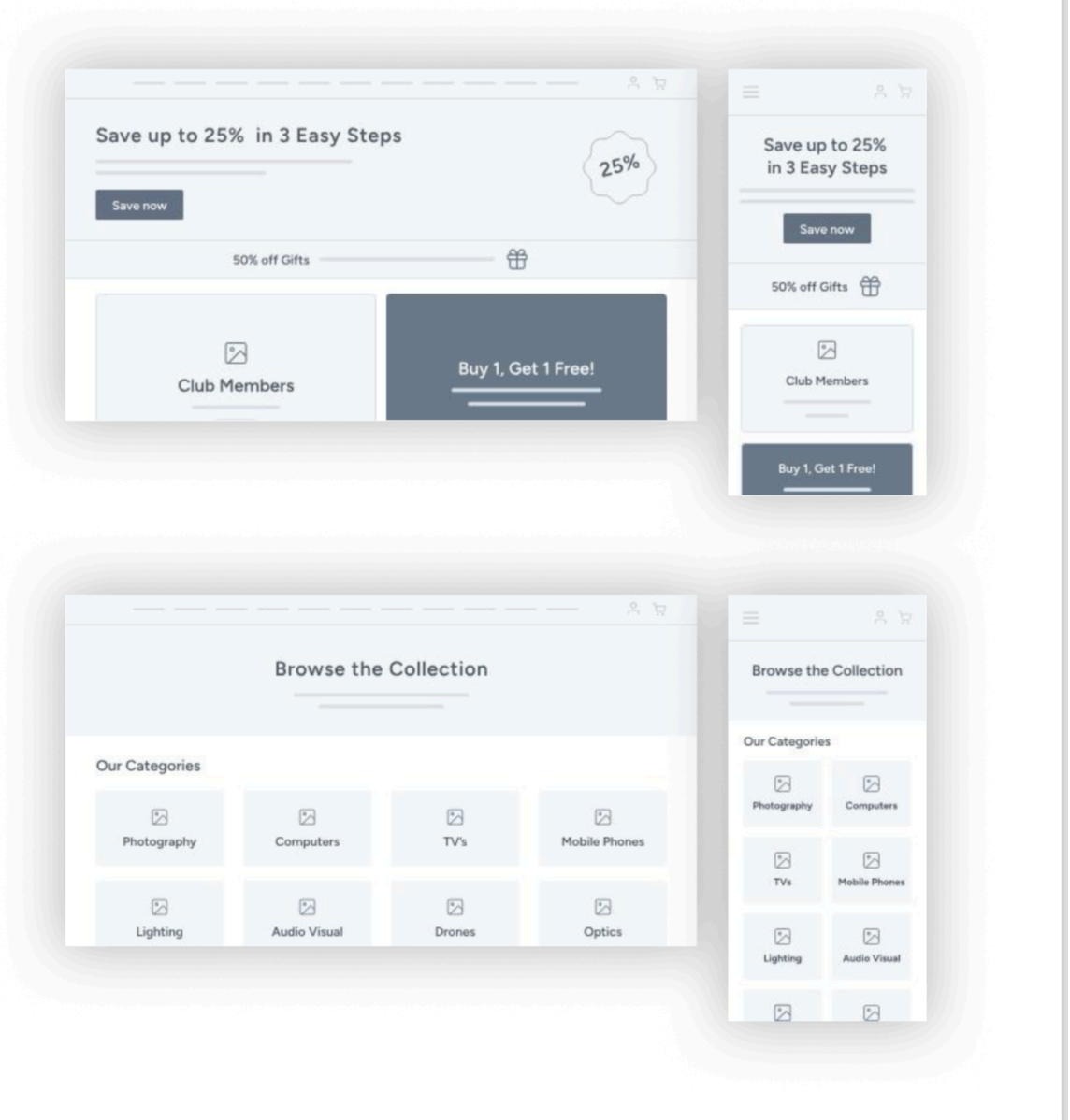
Ads on the homepage

Issue

- Homepage ads are generally perceived negatively, create a poor first impression, and distract users from exploring the site and its products.
- On mobile devices, ads can cause distraction and interaction issues.
- Some users perceive internal promotions as ads.

Advice

- Avoid placing ads or ad-like content in prominent spots on the homepage.
- On mobile homepages, avoid making ads overly prominent or visually distracting.
- Avoid pop-up banners and dialog overlays.



Experience design

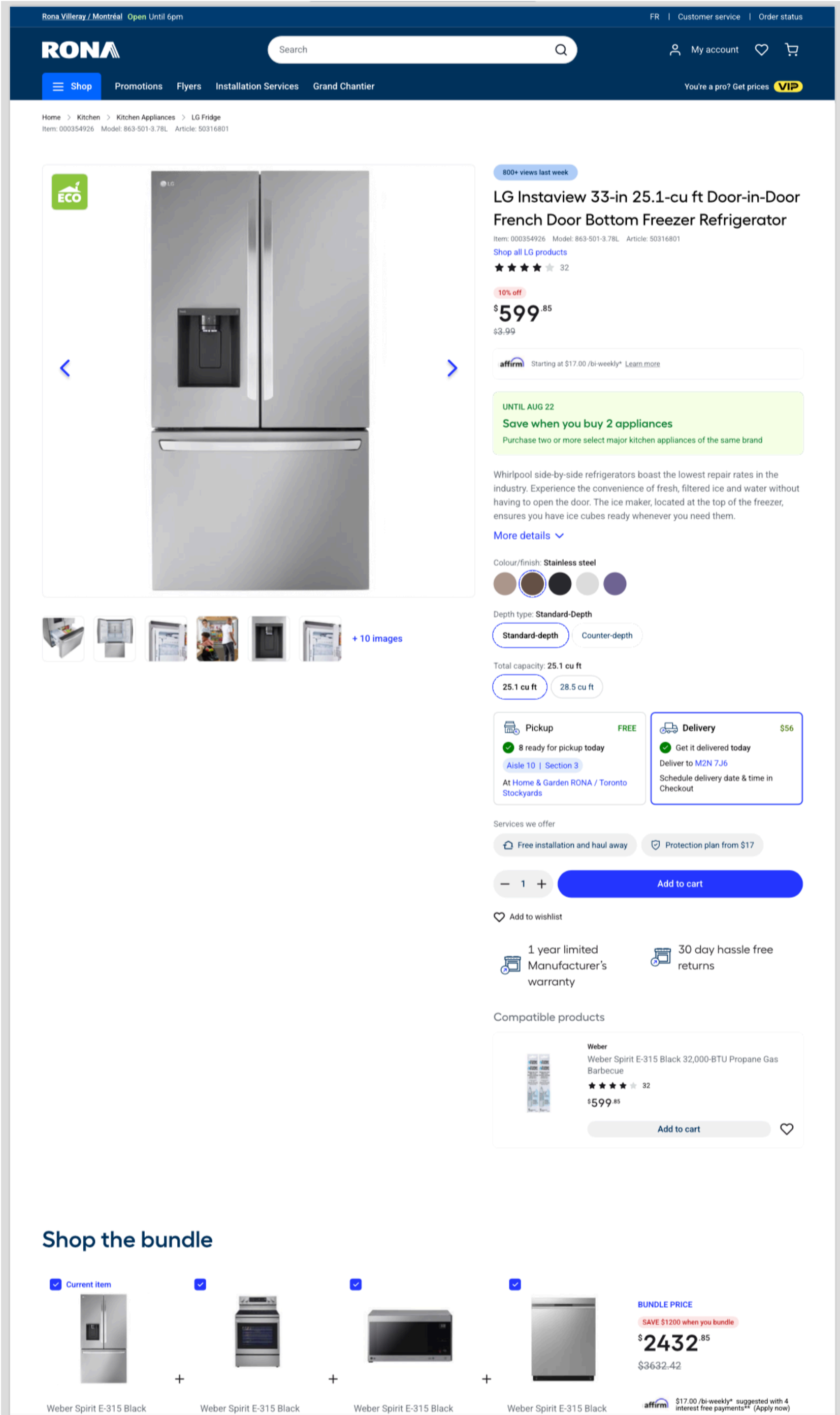
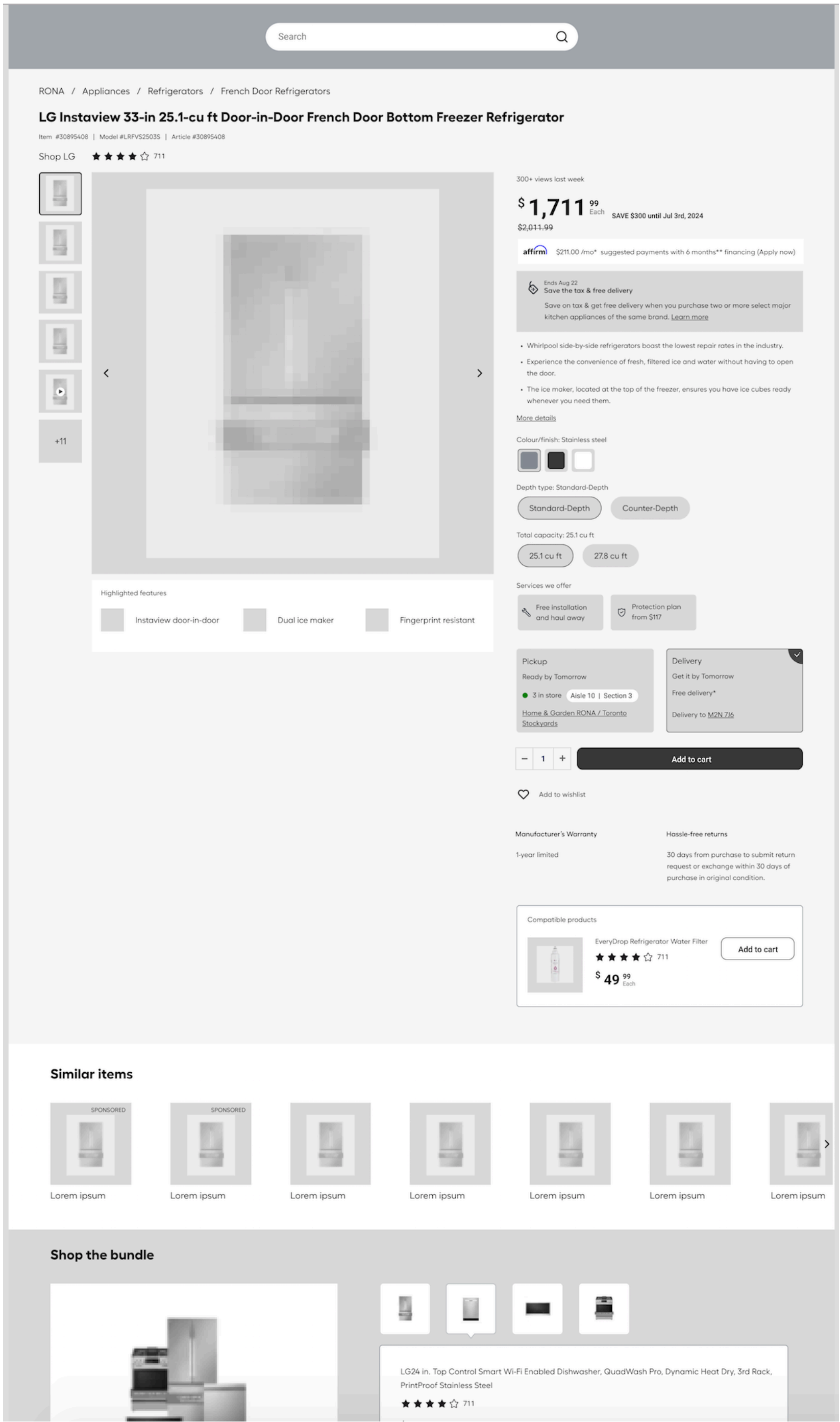
Translating strategic insights into tactics within an experience is part science and art.

I led the redesign of RONA from both a strategic and hands on level. Inspiring and informing both leaders and execution team members to produce exceptional experiences that bring joy and improve the conversion rate.

Balancing the need to create a concise and salient experience while addressing the complexities of a massive product catalog with diverse fulfilment methods.

Addressing anxiety and friction factors head on and optimization of cross-sells is key.

The end result is an experience which shoulders the burden of complexities for the customer while enabling them to intuitively make a purchase decision.

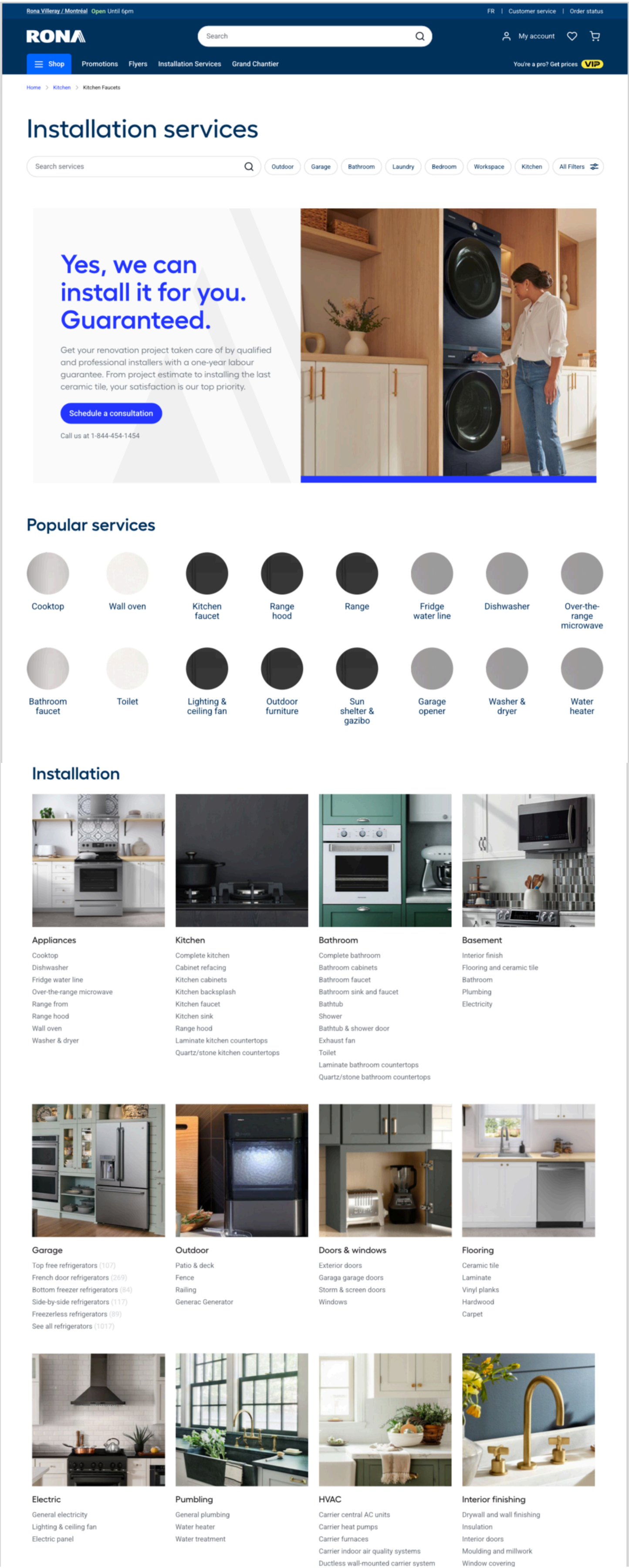
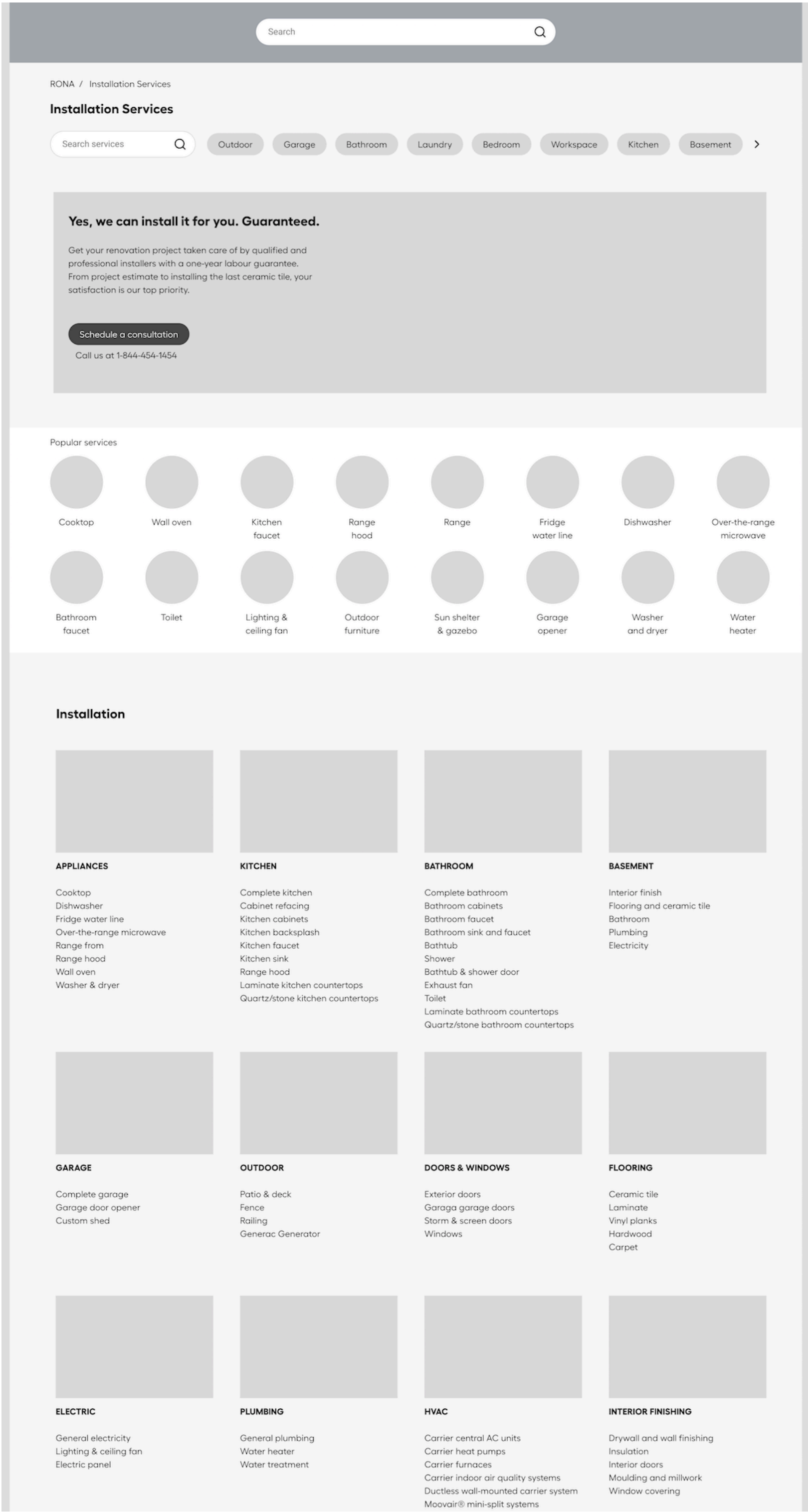


Information architecture

Complex services with many options require intuitive organization with polyheirachy.

It’s important to enable customers to have multiple pathways to find what they are looking for. We enabled them to both search and browse the available services.

We prominently surfaced overarching value proposition, call-to-action and popular services to streamline the experience.



Content relationships

With the right product attribute we can enable content relationships to cross-sell (complimentary, comparative and similar).

We know that on most large catalog commerce sites 90%+ customers do not buy the item on the PDP they are viewing. We need to enable contextually relevant discovery to help the customer find the right product.

Also, good meta data enables improved data portability for search (SEO) and other platforms (Social/Voice/AI).

CORE

Core attribute sets apply to all products. They are the basic building blocks of structured product information.

CORE

Sets of attributes for core need groups. For the basis for all product informtion.

(e.g. definition, physical, transactional, etc)

DEFINITION

NAME
DESCRIPTION
CATEGORY*
TYPE*
MODEL
BRAND
MPN
PRODUCT ID
SKU

PHYSICAL

WEIGHT
HEIGHT
WIDTH
DEPTH
SHIPPING DIMENSIONS

MEDIA

LOGO
IMAGES
VIDEOS
DOCUMENTS

*The attributes above are for illustrative purposes only.

WORLDWIDE

DIGITAL

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Home

hardware

CATEGORY-SPECIFIC

Type-specific attributes are focused on the most important consideration criteria for discovery and conversion.

CATEGORY-SPECIFIC

Sets of attributes for specific product types. Most products use a single set.

(e.g. stoves, fridges, dishwashers, etc)

MAJOR APPLIANCES

STOVES/COOKTOPS

NUMBER OF BURNERS
BURNER TYPES
ENERGY SOURCE
...

FRIDGES

CAPACITY
ICE MAKER
WATER FILTER
FREEZER TYPE
...

DISHWASHERS

CAPACITY
MODES
WASH CYCLES
HARD FOOD
...

PAINT & DECOR

PAINT

ROLLERS

TAPE

POWER TOOLS

DRILLS

SAWS

SANDERS

*The attributes above are for illustrative purposes only.

WORLDWIDE

DIGITAL

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Home

hardware

APPLIANCES REFRIGERATORS

SCOPE: Beverage chillers. coolers/heaters. freezers. ice makers. refridgerators. refridaerator/freezer. wine chillers

ATTRIBUTE	DESCRIPTION
Fridge freezer configuration	The configuration of a fridge freezer appliance (bottom, left, right, top, etc.)
Capacity	Storage capacity of the appliance
Installation type	How/where the product is installed (built-in, countertop, freestanding, integrated, portable, etc.)
Water dispenser	Built-in water dispenser
Ice maker	Built-in ice maker
Energy type	The form of energy used by an appliance to power its operation
Energy efficiency	Energy efficiency rating/certification
Reversible door	Does the appliance have a reversible door
Frost-free	System to prevent frosting

WORLDWIDE

DIGITAL

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Home

hardware

POWER TOOLS SAWS

SCOPE: band saw. iiasaw. table saw. wet saw. reciprocating saw. circular saw. rotarv saw. mitre saw. scroll saw. radial

ATTRIBUTE	DESCRIPTION
Power source	Type of power used by the saw
Brushless	Does the saw include a brushless motor
Dust extractor	Does the product have a connector to extract dust away from the user
Scrolling feature	Does the product have a scrolling feature as part of its original functionality
Variable speed	Can the product operate at different speed levels
Bevel functionality	Does the product include a bevel function
Type of speed control	How is the speed mechanism controlled (electronic, manual, etc.)
Installation type	How/where is the product installed
Brake	Does the product include brake functionality
Blade Size	The compatible blade sizes

WORLDWIDE

DIGITAL

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Home

hardware

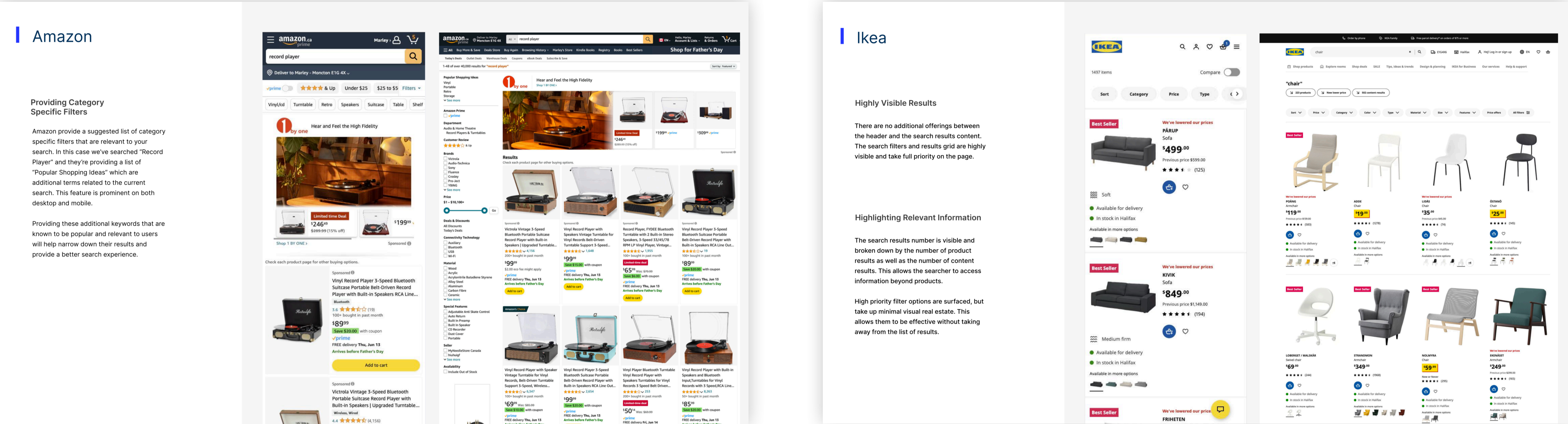
jay@jsethi.com

Competitive benchmarks

We need to have our ear to the ground to identify competitive advantages and weaknesses. I support businesses in going from followers to leaders in their category.

Insights from competitive data empower product managers, executives and team members to take decisive action enabling sustained engagement, greater revenue attribution and cost savings.

Core Attributes and Breakdowns				Lowes.ca			Rona.ca			HomeDepot.ca		
Identified as Most Important By Baymard				List	Filter	Description	List	Filter	Description	List	Filter	Description
Name				Yes	No	Yes	Yes	No	Yes	Yes	No	Yes
Alternate name				No	No	No	No	No	No	No	No	No
Product title pattern				Category Specific	N/A	Same as List	Category Specific	No	Same as List	[Detail/Dimension][Type][Category][Feature][Brand]	No	[Brand][MPN][SKU][Detail/Dimension][Type][Category][Feature*]*Sometimes
Model (MPN)				Usually	No	Usually	No	No	Yes	Yes	No	Yes
Store Item #				Usually	No	Usually	Yes	No	Yes	No	No	No
Product ID				No	No	Usually	No	No	Yes	No	No	No
SKU				No	No	Usually	No	No	No	No	No	Yes
UPC #				No	No	Usually	No	No	No	No	No	No
Release date				No	No	No	No	No	No	No	No	No
Production Date				No	No	No	No	No	No	No	No	No
Description				No	No	Yes	No	No	Yes	No	No	Yes
Audience				N/A Internal use	N/A Internal use	N/A Internal use	N/A Internal use	N/A Internal use	N/A Internal use	N/A Internal use	N/A Internal use	N/A Internal use
Brand				Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo				No	No	No	No	No	Sometimes	No	No	No
Category				Usually Already Defined	Yes	N/A	Usually defined in product title	Yes	N/A	Usually already defined and usually in product title	Yes	N/A
Popular				Sometimes	Yes	N/A	No	No	N/A	Yes (Sort Category)	N/A	N/A
Relevance				N/A	No	N/A	N/A	Yes (Sort Category)	N/A	N/A	Yes (Sort Category)	N/A
Newest/Oldest				N/A	Yes (Sort Category)	N/A	N/A	No	N/A	N/A	Yes (Sort Category)	N/A
Alphabetical				N/A	No	N/A	N/A	Yes (Sort Category)	N/A	N/A	Yes (Sort Category)	N/A
Price												
List Price				Yes	Yes	Yes	Yes	Yes - Best In Class	Yes	Yes - Only When Store location chosen	Yes	Yes
Sale Price				When Applicable	When Applicable	When Applicable	When Applicable	Yes	When Applicable	When Applicable	Yes	When Applicable
Availability												
In Store				No	Yes	Yes	No	No	Yes	Yes	Yes	When Applicable
Online				No	Yes	Yes	No	No	No	Yes	Yes	When Applicable
Service												
Home Install				No	No	No	Yes	No	Yes	Hidden in Footer	Hidden in Footer	Hidden in Footer
Delivery				No	No	No	No	No	No	Free shipping listed when possible	When Applicable	When Applicable



Banking

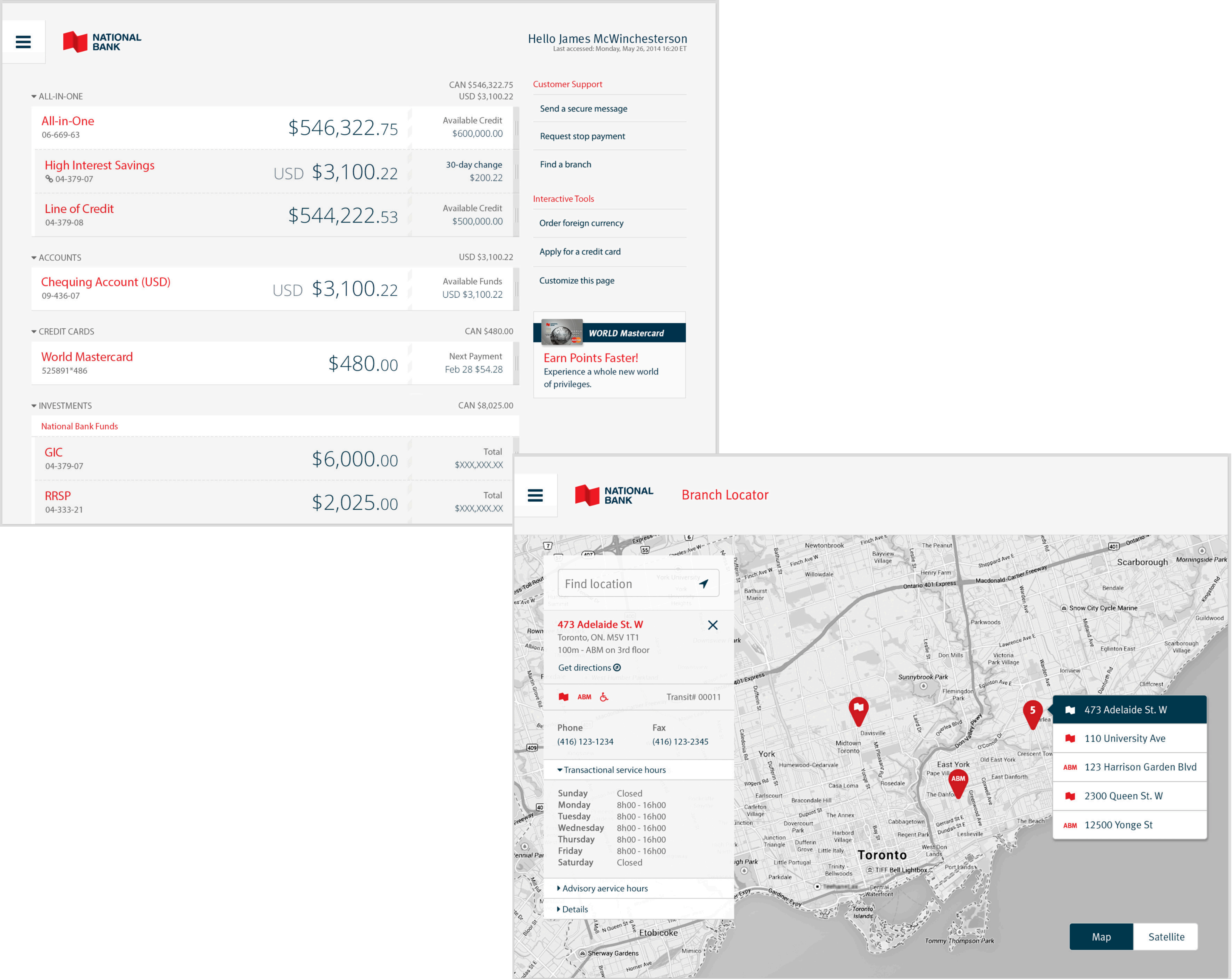
Position offers as features while enabling self-service and conveying trust.

Digital transformation

Understanding the underlying business processes and customer behaviours leads to producing effective digital experiences.

Working with National Bank, I learned the importance of checking assumptions early.

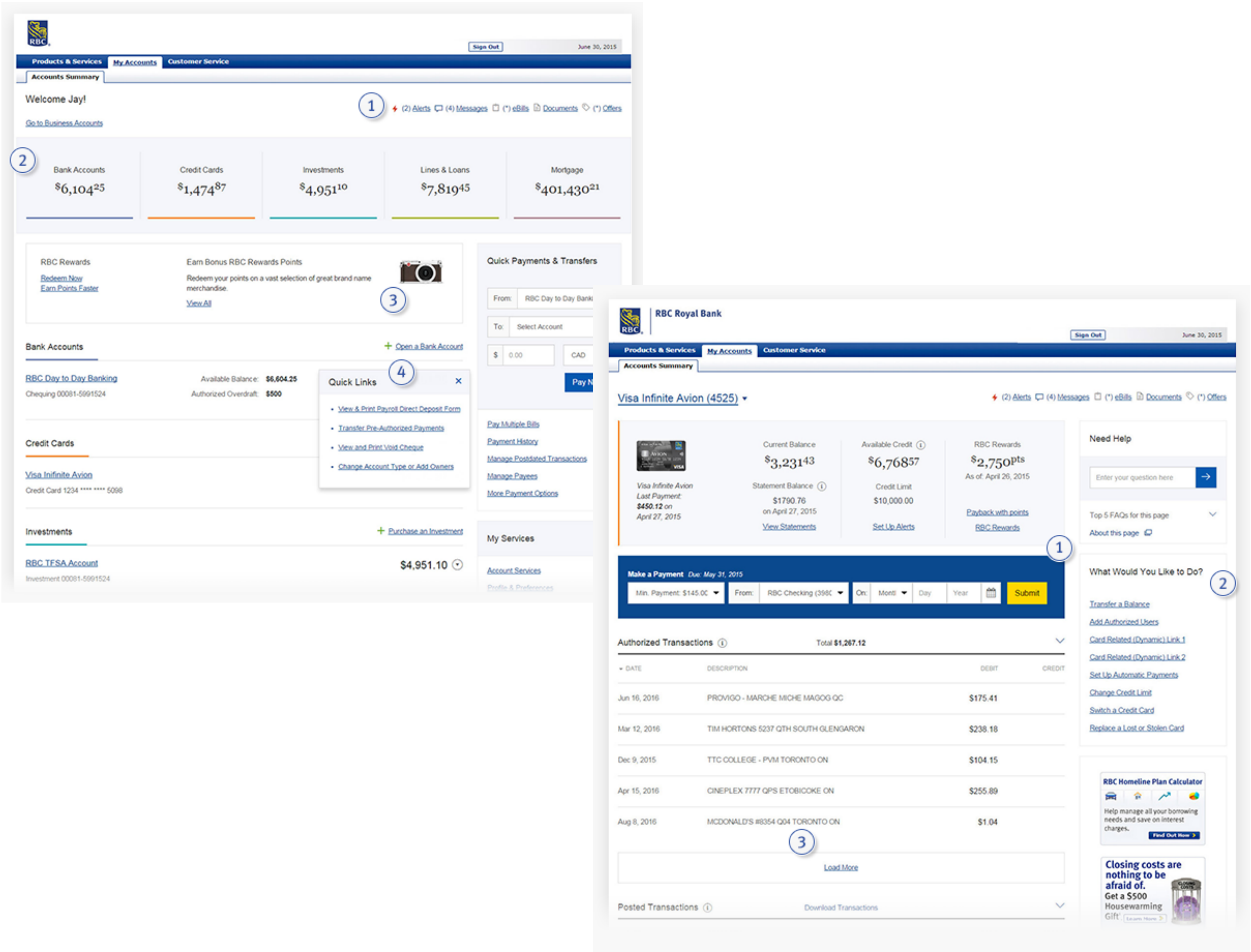
Alignment of a diverse set of stakeholders with competing objectives requires open dialog and facilitation throughout the design process.



Offers as features

Often ads/offers in apps get ignored and have low conversion rates.

To increase OKRs it's important to turn offers into features. I worked with RBC to turn text/banner ads for credit increases into a feature of the credit cards and online banking platform to increase conversion rates and engagement.



Requirements

Capturing requirements in a structured form allows traceability and ensures nothing falls through the cracks.

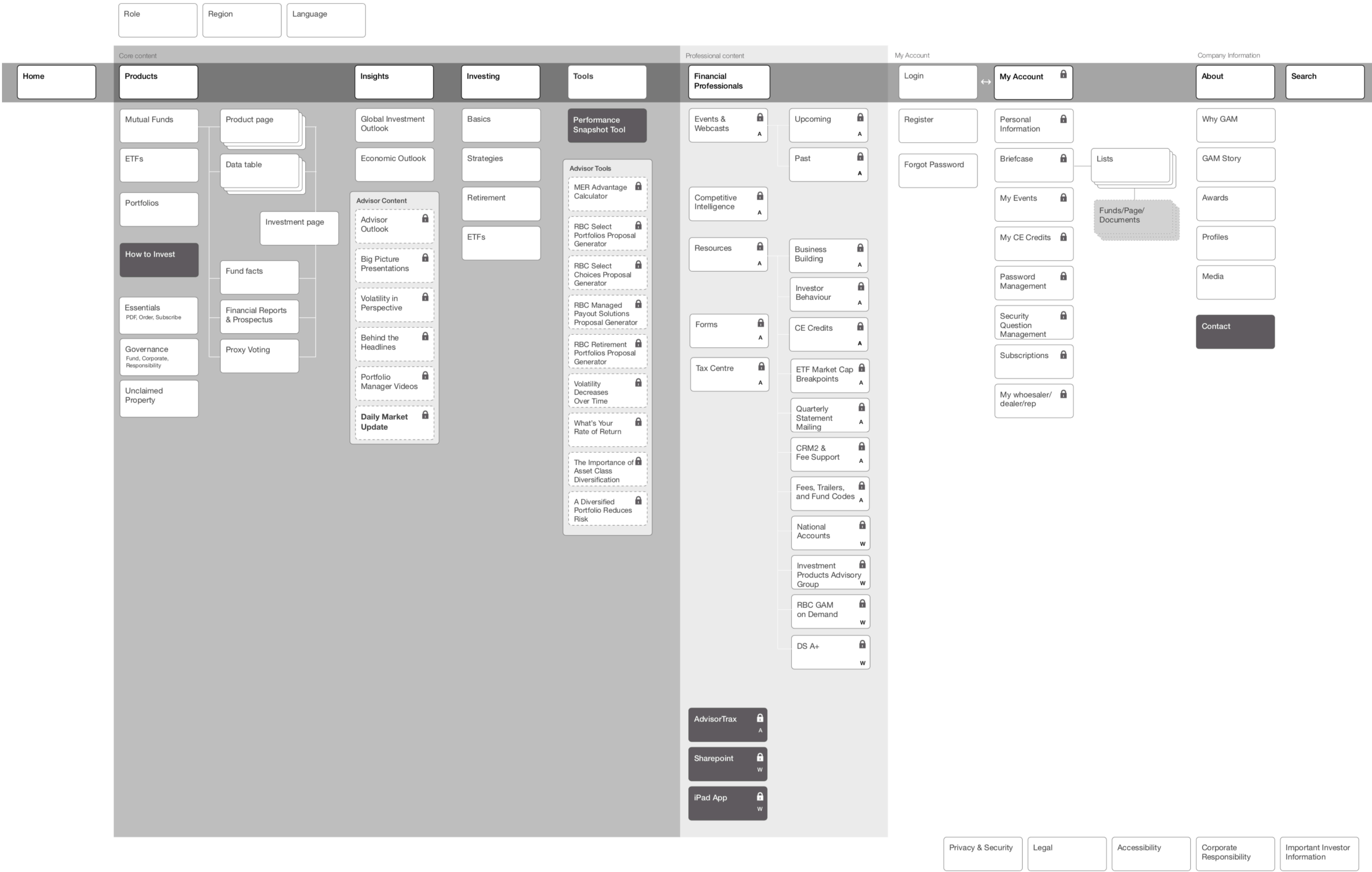
I am experienced at working with the business, customers, partners, product and technology to distill requirements and desired outcomes.

ID	Requirement Description	Category	Req't Source /Source ID	
S-001	Cross-platform compatibility for browsers on desktops, laptops, tablets and mobile	Presentation layer	Marketing/Communications Stakeholder Interview	20
S-002	Meaningful content organization to improve findability when browsing	Information architecture	Marketing/Communications Stakeholder Interview	20
S-003	Enhanced product page experience with improved layout and consistency	Design	Marketing/Communications Stakeholder Interview	20
S-004	Deliver specific relevant content when we know something about the user (i.e. region, role, transit, on-site behaviour etc.)	Targetting	Marketing/Communications Stakeholder Interview	20
S-005	Support advisor recommendations and credibility	Purpose	Marketing/Communications Stakeholder Interview	20
S-006	Create space for marketing campaign messages	Content	Marketing/Communications Stakeholder Interview	20
S-007	Better representation for thought leadership content	Content	Marketing/Communications Stakeholder Interview	20
S-008	Better representation for support content (sales support, customer support, etc.)	Content	Marketing/Communications Stakeholder Interview	20
S-009	Better representation for educational content	Content	Marketing/Communications Stakeholder Interview	20
S-010	Enable and streamline maintenance which is required for regulatory purposes	CMS	Marketing/Communications Stakeholder Interview	20
S-011	Search the whole website with advanced product specific facets/attributes	Search	Brand/Creative Stakeholder Interview	20
S-012	Natural language search	Search	Brand/Creative Stakeholder Interview	20
S-013	Search results which group relevant information to make it easier to find content	Search	Brand/Creative Stakeholder Interview	20
S-014	Consistency of information organization and behaviour	Information architecture	Brand/Creative Stakeholder Interview	20
S-015	Consistency use of the visual design system	Design	Brand/Creative Stakeholder Interview	20
S-016	Document format flexibility (i.e. HTML, PDF, feed, etc.)	Data layer	Brand/Creative Stakeholder Interview	20
S-017	Trending content information (i.e. people like me, recently viewed, etc.)	Tracking and Analysis	Brand/Creative Stakeholder Interview	20
S-018	Robust event management for pre and post event information and interactions (i.e. document sharing, discussion, etc.)	Events	Brand/Creative Stakeholder Interview	20
S-019	Sharable user-generated collections of content (e.g. advisors may choose product pages, insights or other documents to include in a set which may be shared with their client)	Collections	Brand/Creative Stakeholder Interview	20
S-020	Ability to share content via embed codes (e.g. for use on advisor sites, etc.)	Data layer	Brand/Creative Stakeholder Interview	20
S-021	Course management system with ability to track user progress (i.e. CE credits, etc.)	Course management	Brand/Creative Stakeholder Interview	20
S-022	Gamification of key interactions on site (i.e. points for viewing fund, sharing, repeat visits, tool usage, etc.)	Gamification	Brand/Creative Stakeholder Interview	20
S-023	Customization by the user of content and notifications (i.e. chooses favorite pages, customizes homepage/dashboard, etc.)	Personalization	Brand/Creative Stakeholder Interview	20
S-024	Direct CMS access for updating content or styles by business users	CMS	Brand/Creative Stakeholder Interview	20
S-025	Utilize progressive disclosure for content where valuable (e.g. show previews or snippets)	Design	Brand/Creative Stakeholder Interview	20
S-026	Utilization tracking to report on which content types are used the most	Tracking and Analysis	Enterprise Stakeholder Interview	20
S-027	Clearly articulate next steps or key actions within framework established via strategy	Content	Enterprise Stakeholder Interview	20
S-029	Improved analytics reporting with more insightful and actionable data points	Tracking and Analysis	Enterprise Stakeholder Interview	20
S-030	Ability to share content via multiple channels (Email, RBC Connect, Social, etc.)	Sharing	Enterprise Stakeholder Interview	20
S-031	Consistent presentation and behaviour driven by standards for digital assets including web, app, pdf, etc.	Standards	Enterprise Stakeholder Interview	20
S-032	Client-friendly mode for detailing clients and sharing	Presentation layer	Enterprise Stakeholder Interview	20
S-033	Redirects for existing URLs to new URLs (due to links across collateral and various systems)	Technical	Enterprise Stakeholder Interview	20
S-035	CRM integration for on-site user behaviour tracking including content consumption, tool utilization, etc.	Tracking and Analysis	ACS Channel Stakeholder Interview	20
S-036	Chat functionality for support in context of content and tools	Chat	ACS Channel Stakeholder Interview	20
S-037	Allow users to filter products based on most relevance for role (i.e. the products they can actually sell)	Content	ACS Channel Stakeholder Interview	20
S-038	Make it clearer which content cannot be shared with the client	Content	ACS Channel Stakeholder Interview	20
S-039	Make login to advisor trax more evident for relevant audiences	Navigation	ACS Channel Stakeholder Interview	20
S-040	Shared links should provide context and continuity when content is gated	Interaction	Marketing/Communications Stakeholder Interview	20
S-041	Create meaningful system for enabling content relationships	CMS	Marketing/Communications Stakeholder Interview	20
S-042	Ensure that content has nescessary workflows for publishing approval	CMS	Marketing/Communications Stakeholder Interview	20
S-043	Ensure that content has attributes for publishing date range	CMS	Marketing/Communications Stakeholder Interview	20
S-044	Mirror english and french pages	Internationalization	Marketing/Communications Stakeholder Interview	20
S-045	Allow access to Chinese content from all audience types	Internationalization	Marketing/Communications Stakeholder Interview	20
S-046	Allow content to be liked/rated, shared, and followed	Sharing	Marketing/Communications Stakeholder Interview	20
S-047	Create a system for highlighting new content	CMS	Marketing/Communications Stakeholder Interview	20
S-048	Enable client-friendly printing of content on the site	Functionality	Marketing/Communications Stakeholder Interview	20
S-049	Ability to display your primary contacts in regards to GAM	Functionality	Marketing/Communications Stakeholder Interview	20
S-050	Ability to compare products and series	Functionality	Marketing/Communications Stakeholder Interview	20
S-051	Actionable product pages (i.e. pre-populate, lead generation, purchase path)	CMS	ACS Channel Stakeholder Interview	20
S-052	Lead scoring for user interactions on-site	Tracking and Analysis	ACS Channel Stakeholder Interview	20
S-053	Ensure that public facing content is optimized for search engines (i.e. google, yahoo, etc)	SEO	ACS Channel Stakeholder Interview	20
S-054	Audience specific content and functionality (i.e. enterprise advisor, 3rd party advisor, wholesaler, individual investor, etc)	CMS	ACS Channel Stakeholder Interview	20
S-055	Consider pre-populating registration information based on dealer code lookup	Functionality	ACS Channel Stakeholder Interview	20
S-056	Allow creation of campaign/landing pages with consisten relationship to the site	Mirosites	Marketing/Communications Stakeholder Interview	20
S-057	Allow users to subscribe to email lists	Functionality	Marketing/Communications Stakeholder Interview	20
S-058	Reduce friction caused by audience, region and consent gate	Functionality	Marketing/Communications Stakeholder Interview	20

Sitemaps & flows

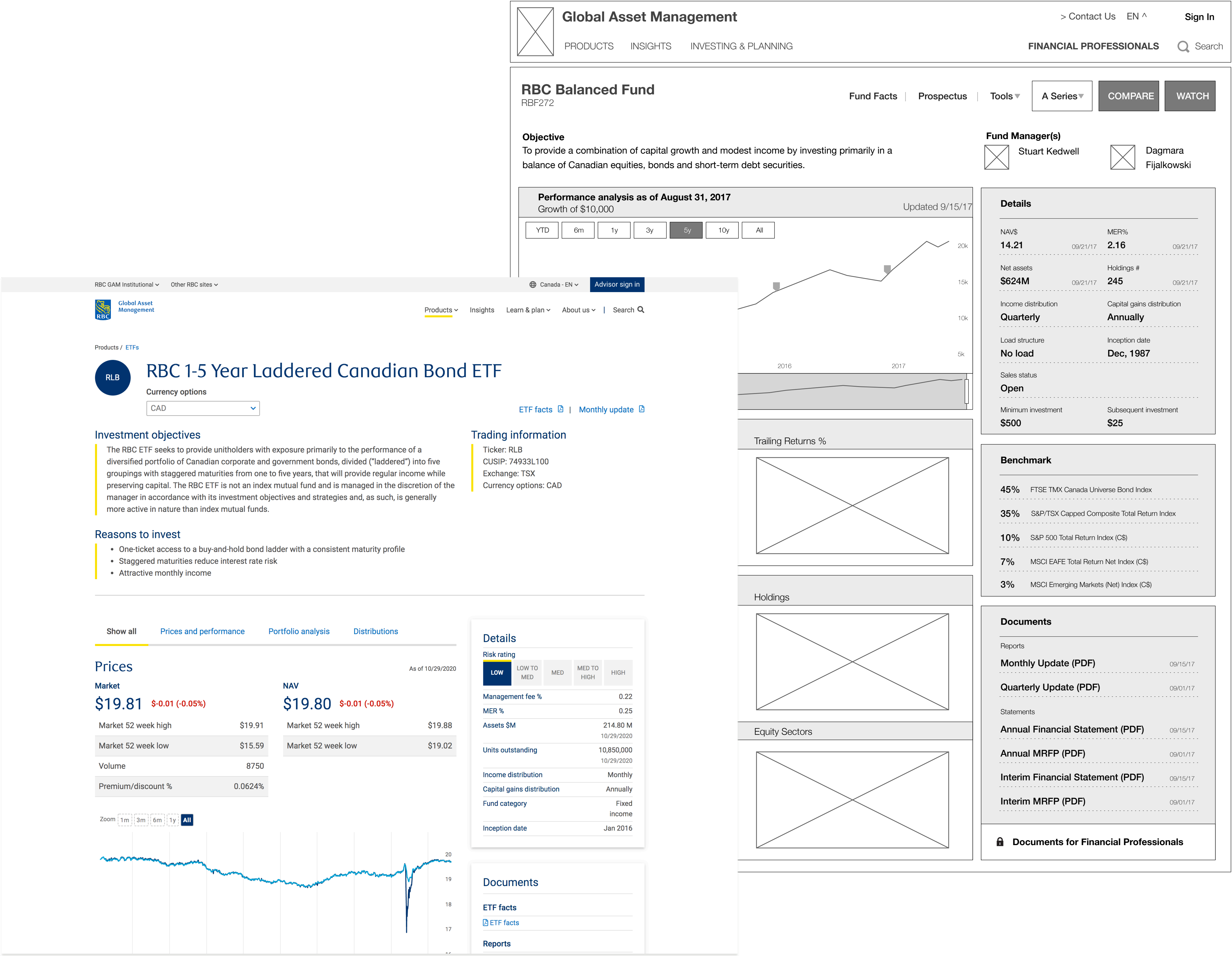
Comprehensives sitemaps and flows act as a checklist for execution teams. Enabling people to know exactly what screens/states, components/elements and interactions need to be designed, written, QA’d and developed.

I have worked on many sitemaps and flows for new builds and redesigns. Resulting in greater efficiency and understanding for all team members working on the project.



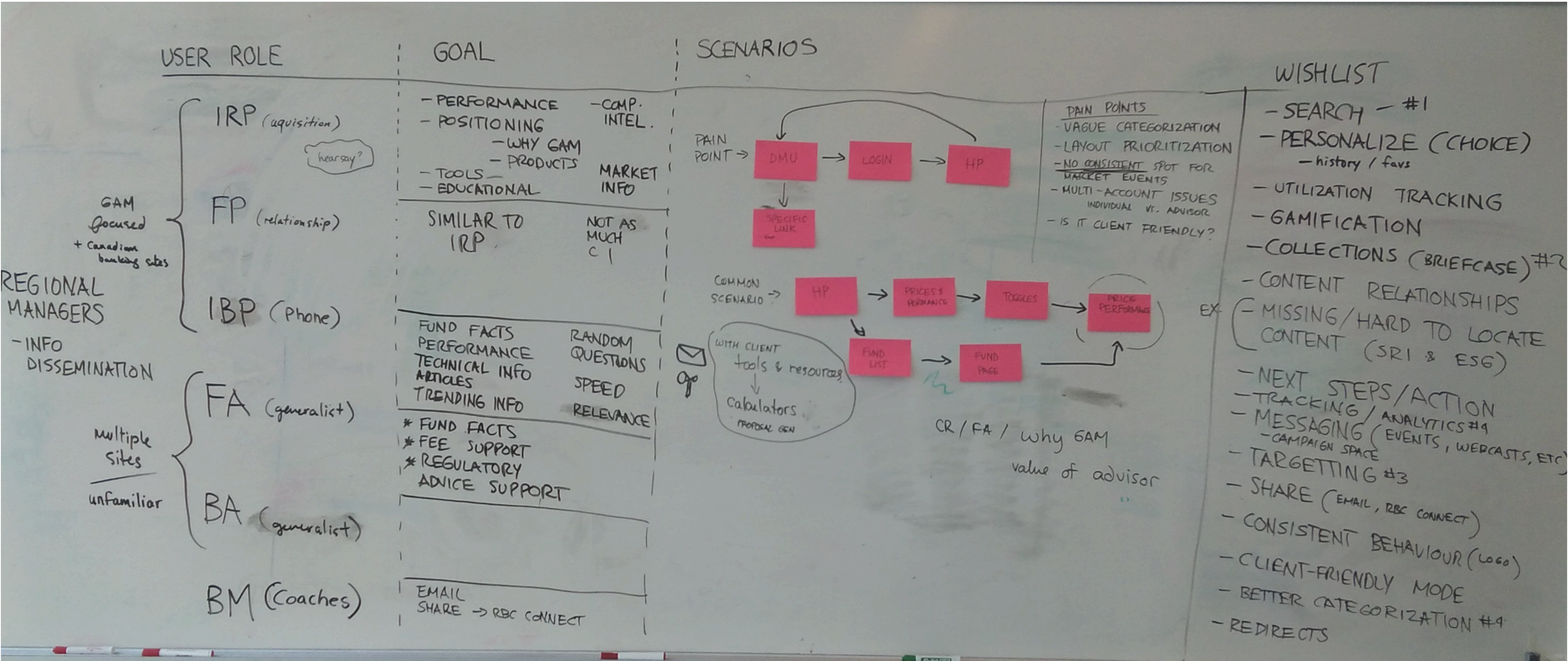
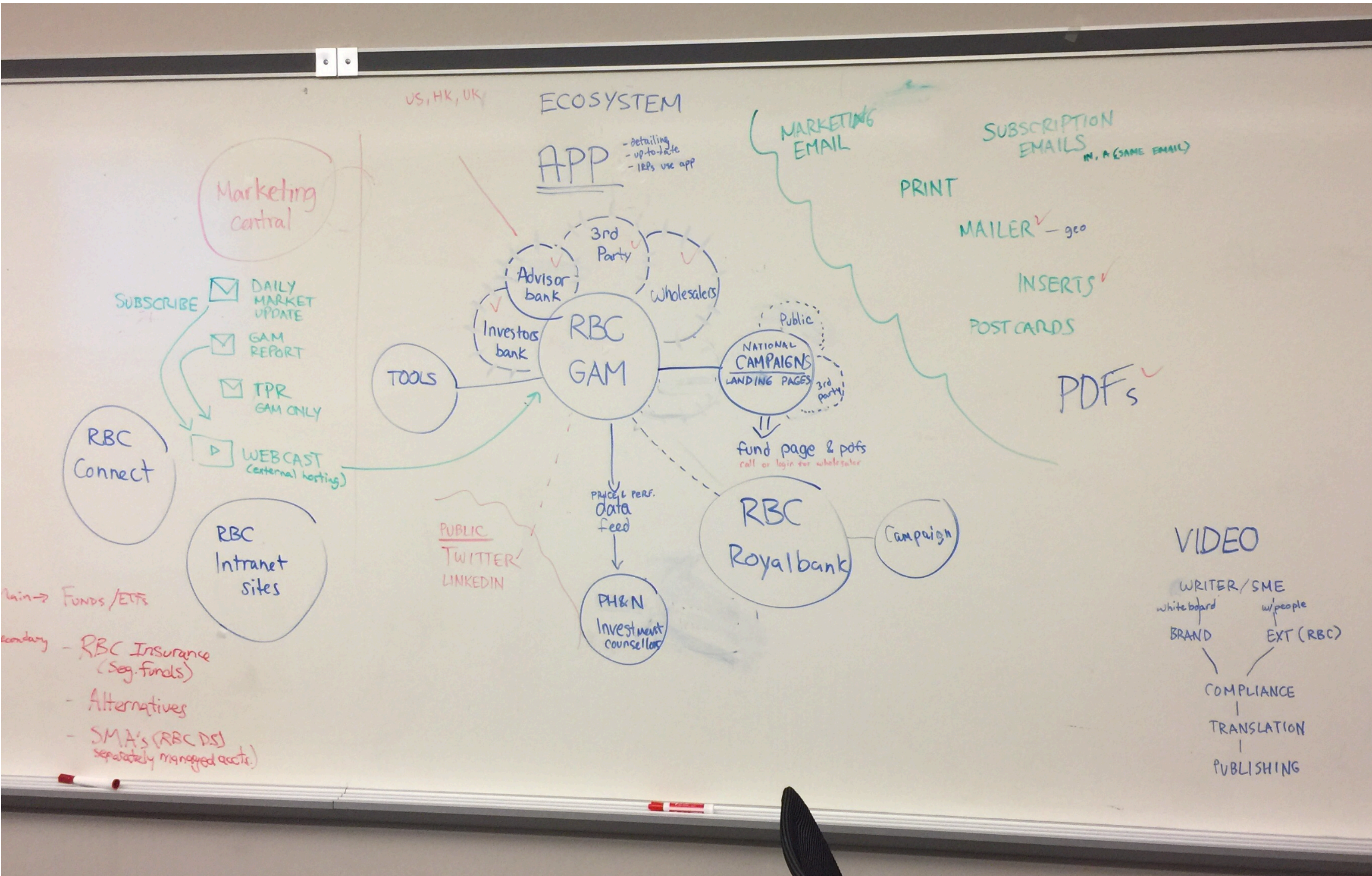
Iterative design

Never settling for a north-star iteration, but rather rapid iterate multiple solutions to investigate if a more elegant and effective design exists.



Workshops

Working with executives, managers, partners, and execution teams to surface insights, define requirements, solve complex problems and gain alignment is a key part of my role as a design leader.



Insurance

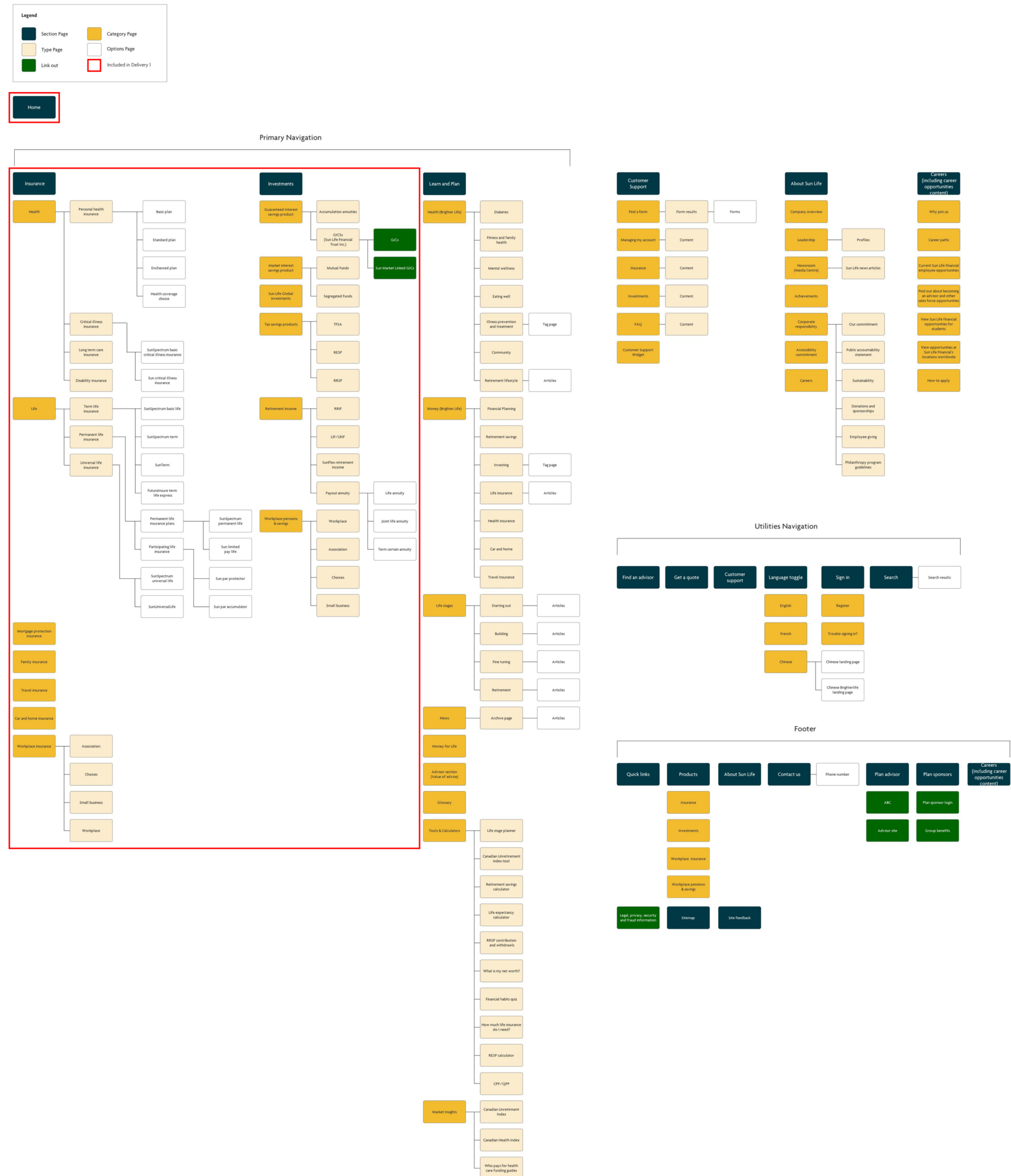
Building product vision driven by
business, customer, data and market
lenses.

Product architecture

Highly complex systems, require careful architecture planning to create useful and engaging experiences.

Careful consideration upfront reduces delays from unexpected issues later.

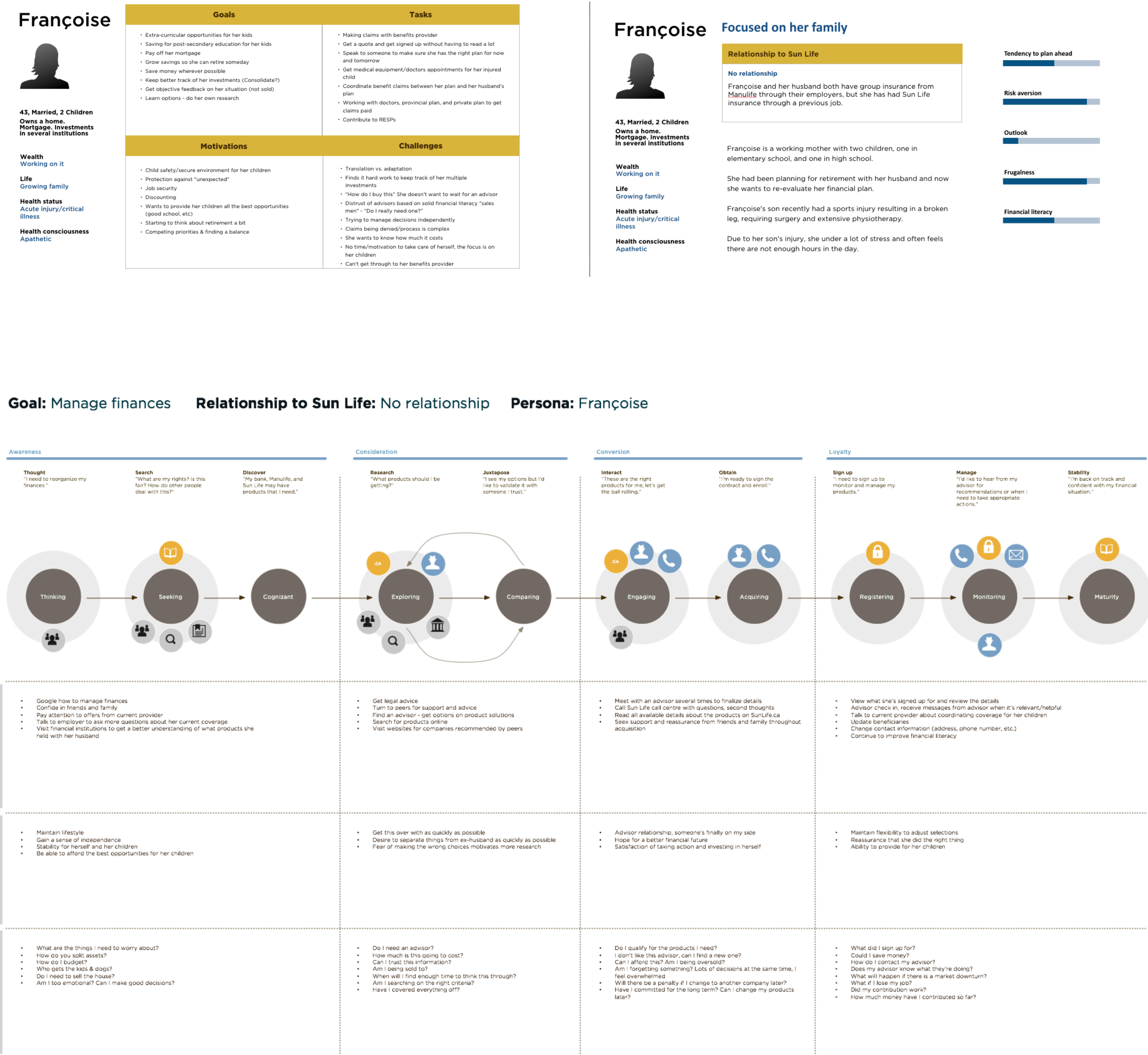
Also good architecture is foundational for good SEO and data interoperability.



Customer journey

Understanding of customer/user is central to creating good design strategies.

A combination of empathy, research and “becoming the customer” are key parts of my approach to understanding the needs and other considerations of a user.

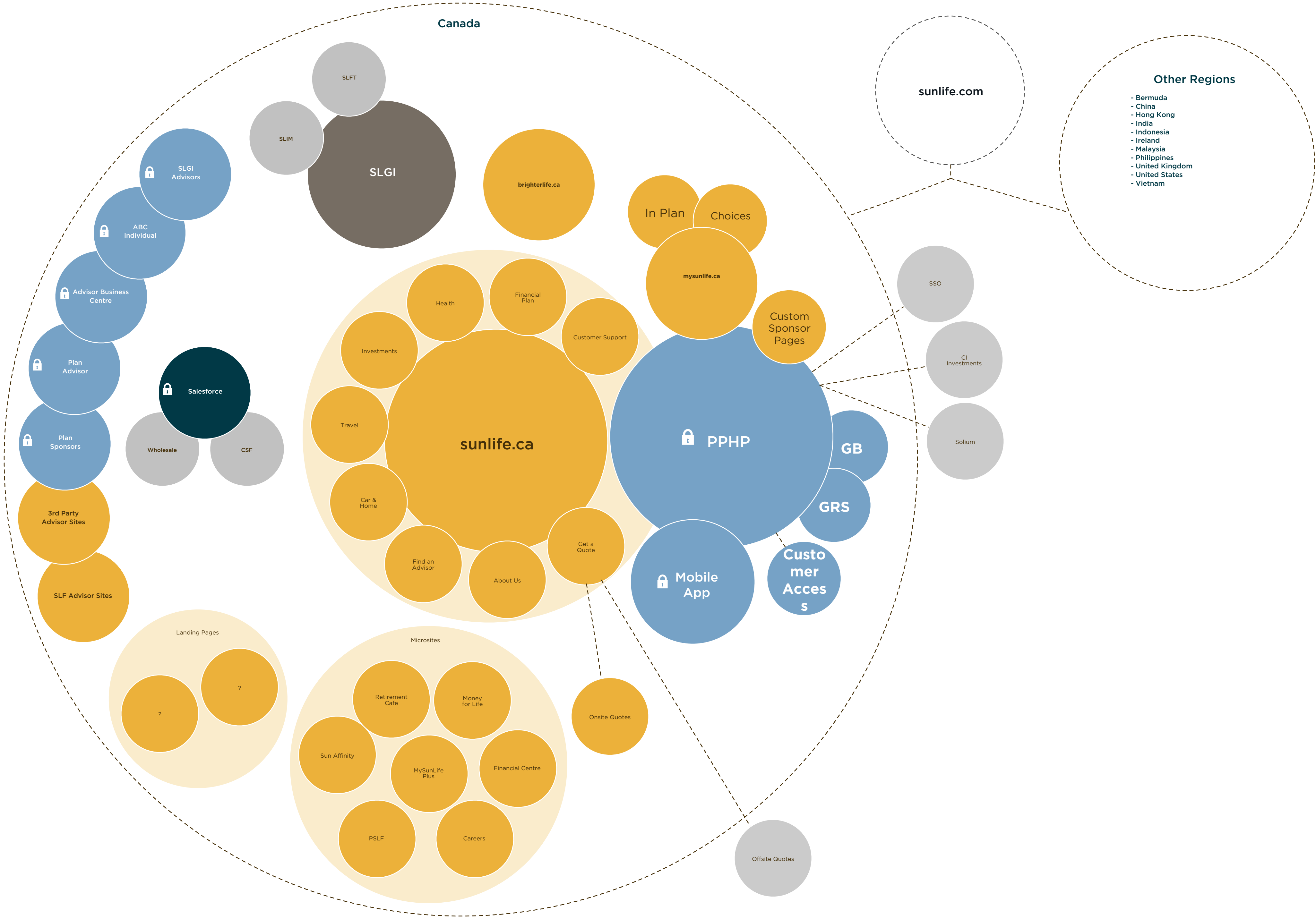


Ecosystem strategy

Fragmented ecosystem create multiple challenges:

- Lack of cohesion/interaction between users and their experiences
- Multiple systems to manage and maintain

Understanding the bigger picture and identifying opportunities to streamline create a canonical experience that progressively discloses features/information.

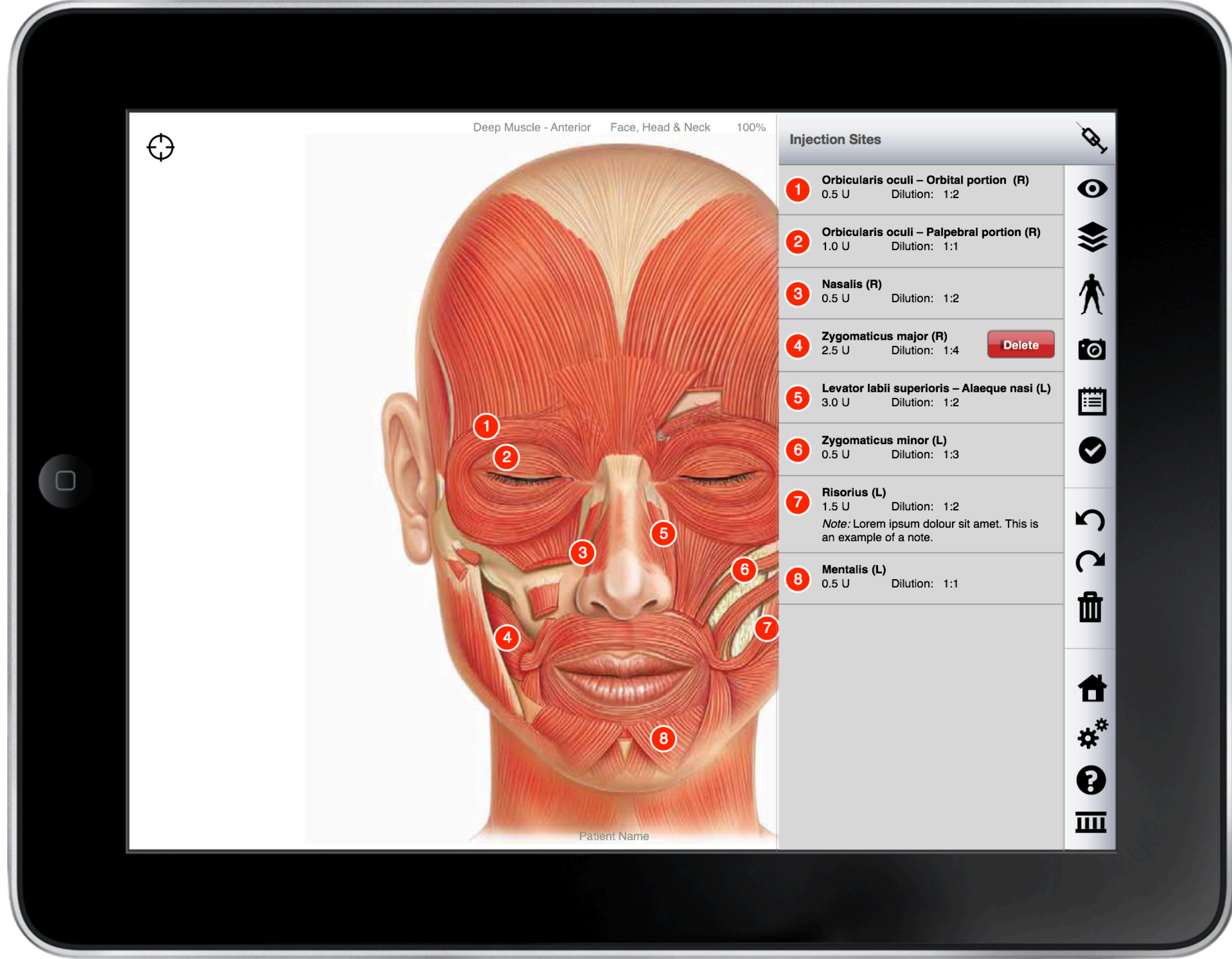
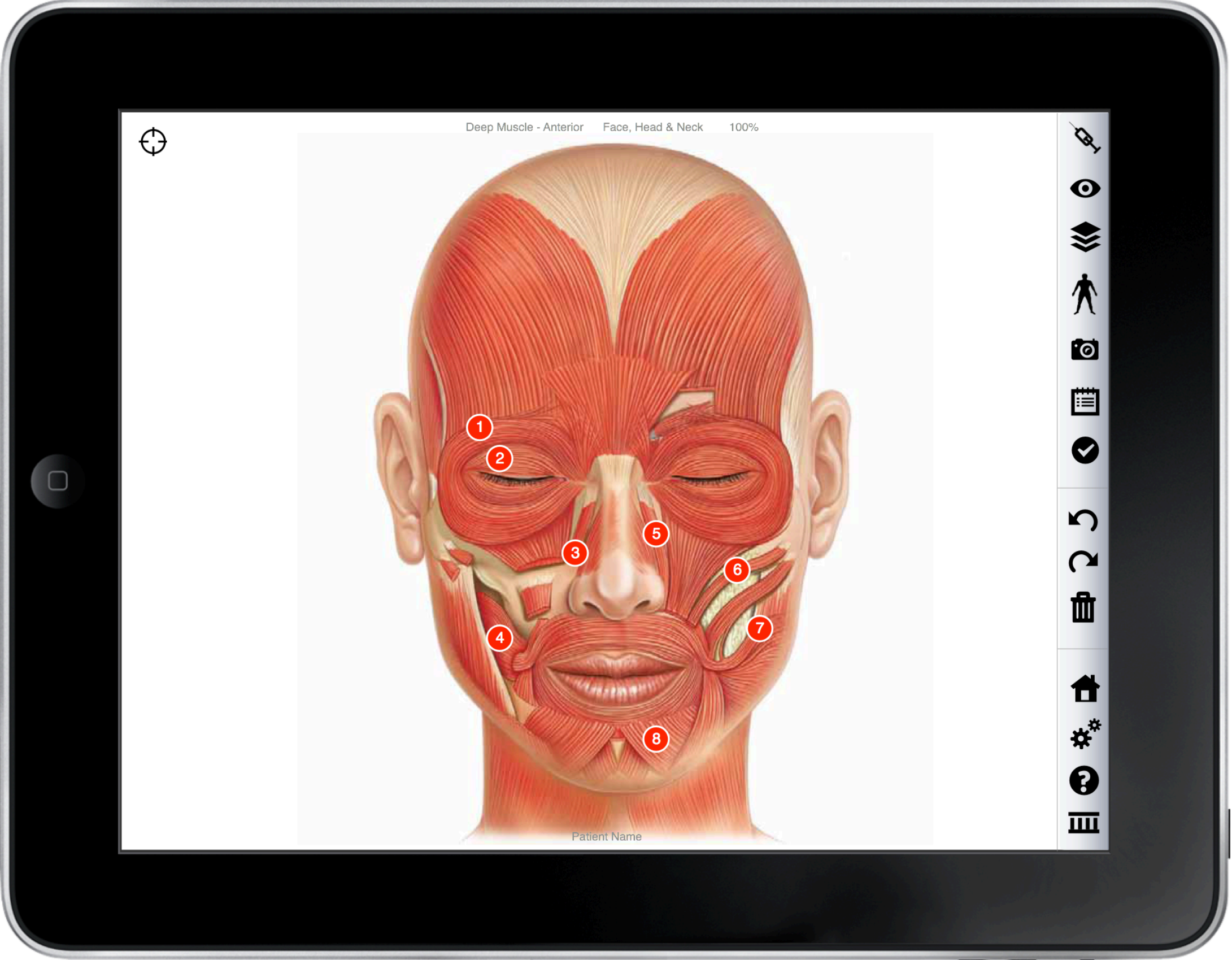
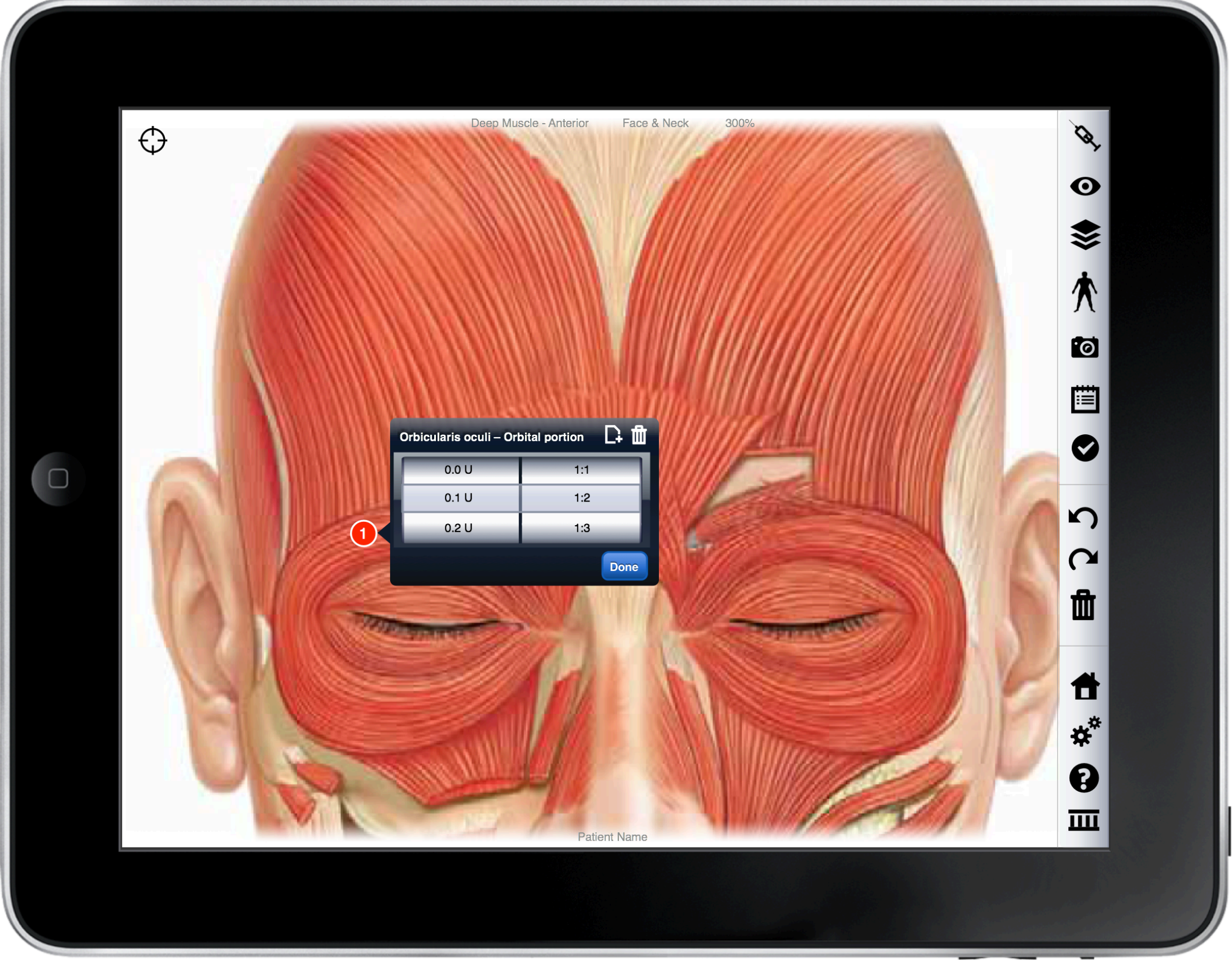
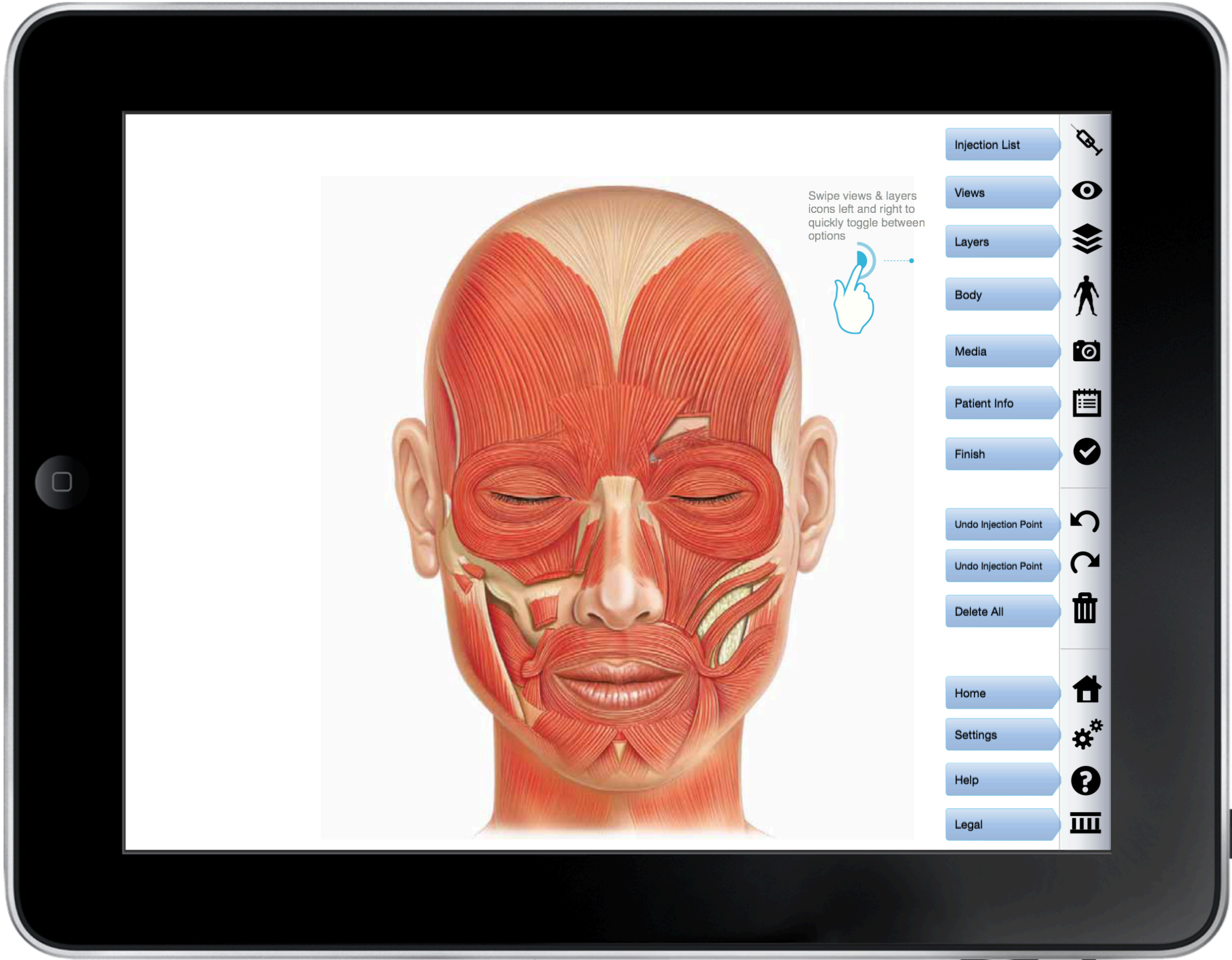


Healthcare

Simplify the complex, remove the burden from patients/hcps, and enable self-service.

Procedure tracking

Medical procedure tracking systems need to be intuitive and efficient for users to adopt them over legacy paper record keeping systems.



Patient support

Supporting patients with technology leads to improved adherence and outcomes.

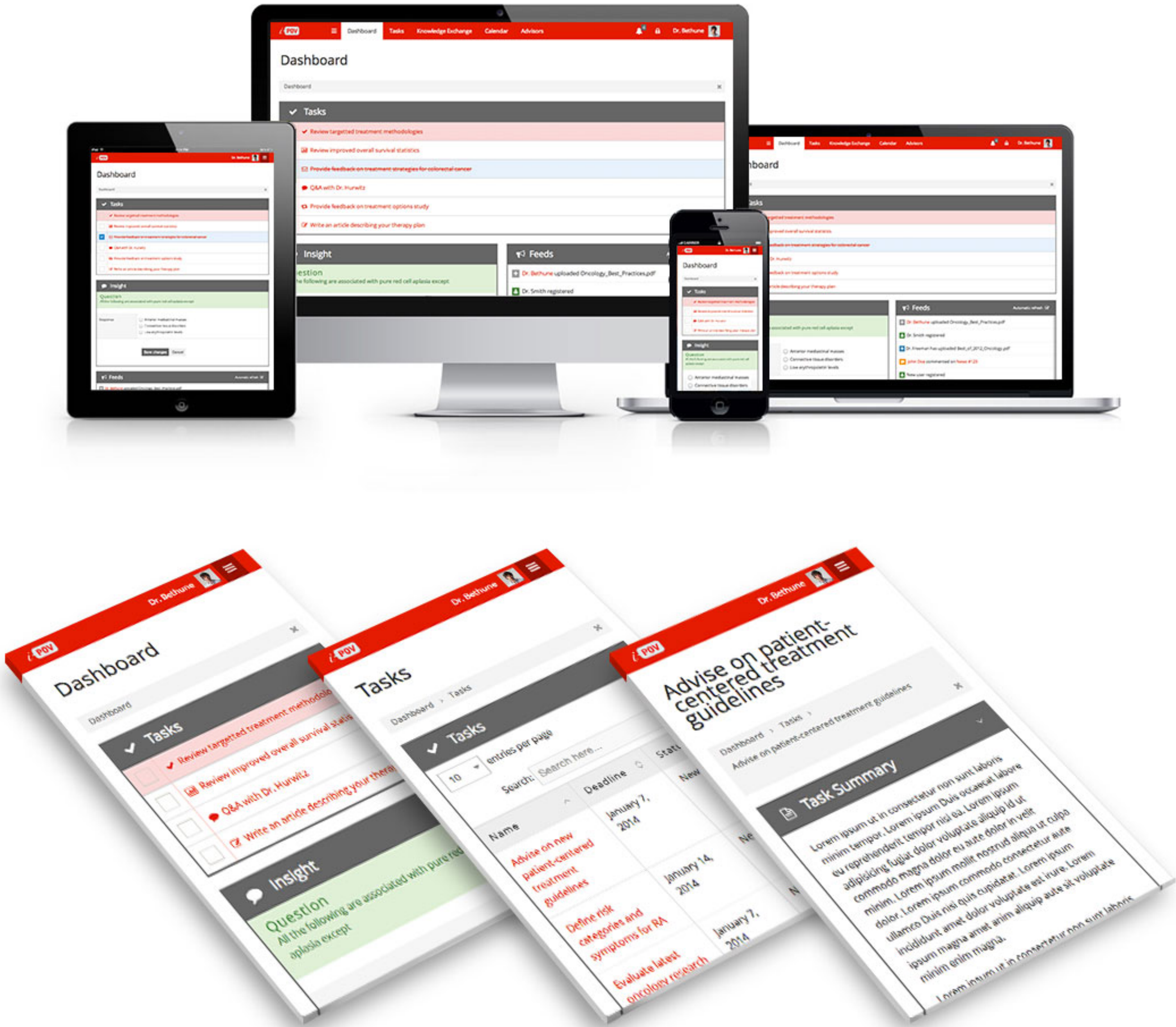
Journaling enables decision support and insights based on real data. Additionally, accurate info can be provided to healthcare providers leading to better diagnosis and treatment.



Advisory board

Enabling physicians and academics to engage with pharma companies remotely creates improves the speed and quality of insights generated.

These insights can be used to empower sales and clinical teams leading to better outcomes.



Thank you

