BSMNT

Unlocking Our UX Methods for Getting Consumers a Smarter Smart Lock

Creating new tools and experiences that drive engagement and conversions for client Schlage.

39 W. Jackson Place #275
Indianapolis, IN 46225

thebsmnt.com

317.352.5848

INTRO

The market for smart home devices grew to more than $20 billion last year, representing a 22% year-over-year growth rate for the home automation industry. According to The Basement client Schlage, home safety and security rank ahead of home entertainment, climate control and automated lighting and other conveniences as the main reason people are considering smart-home upgrades.

To meet growing demand for home security products – from mechanical locks to the latest electronic smart locks – Schlage offers a host of products specifically designed and engineered to align its 100-year brand heritage with this ever-changing market. Schlage is working to satisfy its customers' specific needs for safety, simplicity and style, something that's never been more true or necessary than with home automation and today's range of smart lock options.

THE CHALLENGE

Schlage needed to break through the clutter and confusion caused by the explosive growth in home automation. Consumers needed a way to keep up with the constant innovation within the category and make sense of competing technologies. This included a wide range of Schlage's own products. Market research revealed a significant disparity among consumers in awareness of and knowledge about smart-home technologies.

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We were looking for a way to best represent the range of smart locks we have available.

- Patti Matthews, *Schlage Lock Company*

From The Start
Our work is driven by data, through empirical research and by prospecting for and using data derived in real time as programs launch and evolve.

For Schlage, we began with a comprehensive market research study that informed our communication strategies as well as specific solutions we were working to develop. Consumer attitudes and actions about the home-automation market as well as how these impacted the selection and purchase of Schlage smart locks all factored in. Quality and safety requirements. Product compatibility. Styling. Assessing and applying effective UX design. As always, it came down to insight before action.

The Solution.

We developed the Schlage Get Help Deciding Tool as a replacement for an existing product comparison chart. This dynamic, one-of-a-kind interactive survey tool uses consumer feedback about preferences, current smart-home systems and specific home-automation needs to recommend which Schlage product(s) best meet their requirements for a smarter, secure automation solution.

"Our first order of business was creating a tool that fit what the consumer was looking for while still aligning with the Schlage brand and their relationship to it," says Amy Kingman, the Creative Director for the project. "We then looked at user experience, performance in mobile and, ultimately, how the tool delivered a compelling product story and converted to click throughs to specific product landing pages."

From concept and inception to UX, wireframing and design to back-end development and launch, The Basement created the tool entirely in house. We continue to monitor usage and incorporate new products as they are introduced. We also optimize performance against a sequence of key performance indicators (KPI) that are specific to tool engagement and directing site visitors to product landing pages and partner retail sites.

"Sometimes, the simpler a solution seems, the more complex and elegant the work has to be to make it happen. That was true with this tool," concludes Kingman.

The agency also developed a media strategy to drive traffic to the tool, creating a scenario in which we could increase engagement with the tool as well as with specific category and product landing pages on Schlage's enterprise website.
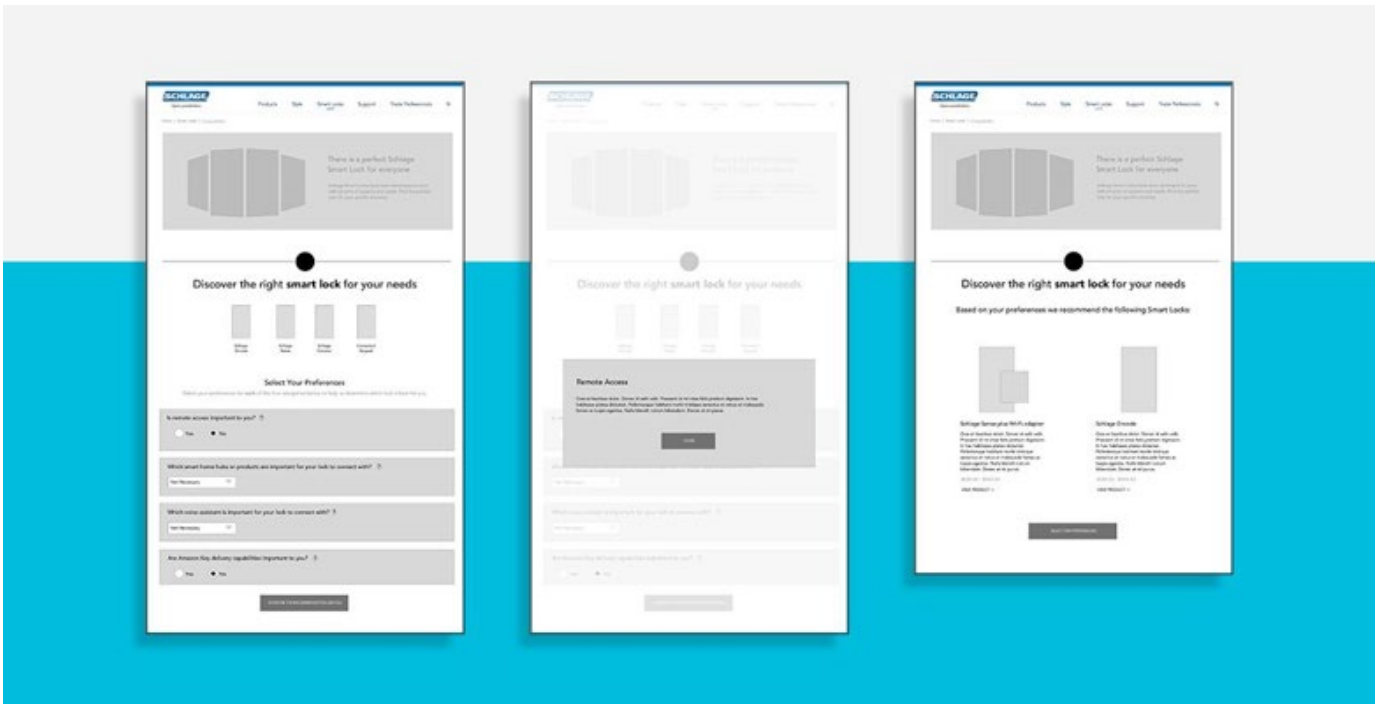
The Outcome.

UX testing is ongoing and the tool continues to evolve based on usage information. We're studying how the tool fits within the customer journey and we're optimizing UX and content to see how we can convert more customers directly from the tool.

How do we drive traffic to the Schlage product pages? How can we drive more traffic to partner retail sites for people to get more information and purchase directly? How can we increase store traffic, create brand preference and increase demand for Schlage smart locks? These are all challenges that we continue to tackle as both the marketplace and the tool changes.

In just the first six months after launch, the tool and our efforts to merchandise it to consumers generated 185,120 page views from 150,285 unique visitors. This resulted in a conversion rate of nearly 11%, with more consumers than ever visiting the landing page introducing the new Schlage Encode™ Smart WiFi Deadbolt. It also delivered a conversion rate of more than 8% for the three product landing pages featuring Schlage's other leading smart-lock products.

When you consider that the average conversion rate for landing pages* is 2.35%, these numbers put us in roughly the top 10% for landing page conversions. Through testing and real-world performance, we've also been able to continue to improve the overall user experience, with customers finding the the product(s) they're looking for and then being directed seamlessly to either more information, a specific retailer or even an on-line sale.

RESULTS

185,120
PAGE VIEWS

150,285
UNIQUE VISITORS

9%
AVERAGE
CONVERSION RATE

Knock Knock.

The future of smart-home security is here with Schlage and The Basement and the Get Help Deciding Tool. With so many new products coming on line in the smart-home space, collaboration and innovation have resulted in the ideal customer experience in what is arguably the most important segment of the home-automation industry.

Contributors

Amy Kingman, *Creative Director*

Kailey Eaton, *Account Manager*

George Evans, *Director, Brand and Content Strategy*