



# Case Study

# Overview & Objectives | From the Business



## Sell More

- Increase shopping traffic
- Become a go-to destination to support the shopping journey
- Drive users through to purchase at a higher velocity



## At a Higher Price

- Drive trust in the quality and longevity of products
- Compel shoppers with higher-end products and features
- Encourage add-ons of additional services or products



## For Longer Periods of Time

- Establish a service-oriented relationship for longer-term shopping cycles
- Become a top-of-mind destination for full portfolio of offers
- Sell 3<sup>rd</sup> party products with strategic partnerships.

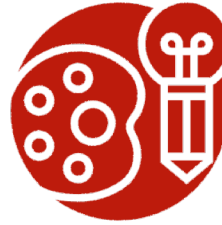
# Overview & Objectives | CX UX Team



**Improving the user experience** based on data and user research



Creating and promoting features and content that **demystify the product selection and purchase process**



**Establishing a new creative platform** and modernizing the look, feel, and interaction design



**Streamlining the site build and administration experience**

# Key Scenarios



## Distress Buyer



## Product Upgrade



## Home Renovation

### Scenario Brief



"NEED IT NOW" NATHALIE

#### BACKGROUND

- 30 year old lawyer living in a Chicago Condo with her partner Scott.
- Is saving up to buy a first home and start a family in a few years.
- Finally starting to upgrade her lifestyle now that she's out of law school.
- A homebody, she wants a comfortable home to relax in after a long day.

#### SHOPPING SCENARIO

One day, Nathalie sees a puddle at the foot of her refrigerator. Her food is going bad fast. Her broken fridge is 20 years old, so it's not worth fixing, but this is not an expected expense for her and Scott.



"TIME TO UPGRADE" TOM

#### BACKGROUND

- 55 year old living with his wife in a house in Minnesota, his daughter is off at college.
- He's worked hard and retired early and is finally enjoying the rewards of his hard career in finance.
- Curious, he loves researching & learning how things work.

#### SHOPPING SCENARIO

He's had the same TV for 15 years and decided it's time to upgrade to a new TV. He's not in a rush and wants to ensure he gets high quality for high value that will last him another 15-20 years.



"DESIGN MY DREAM" DANIELLE

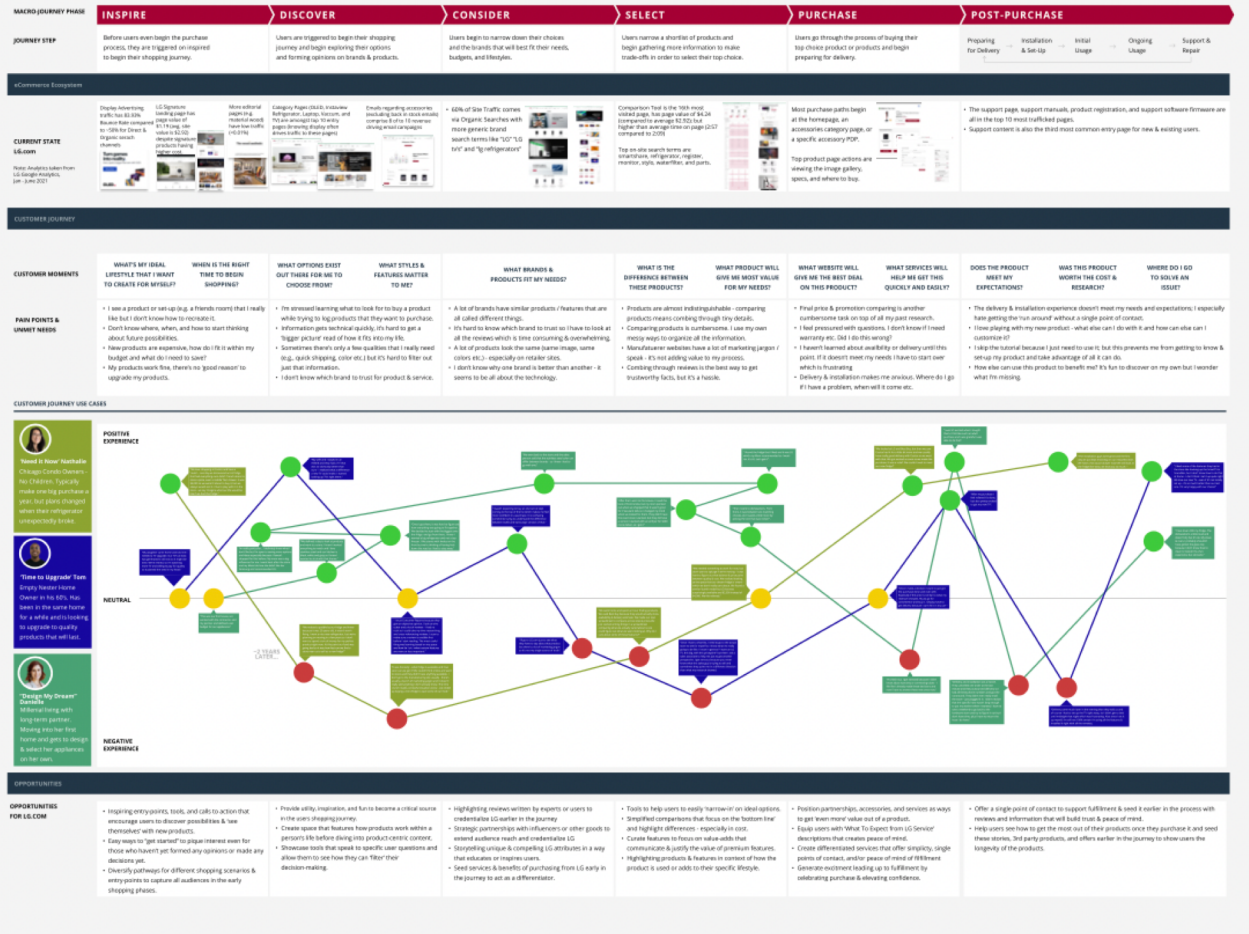
#### BACKGROUND

- 26 years old, moving into her first home in Syracuse with her fiancé Rossy.
- She has a particular style & taste and is obsessive with making sure things match and work together.
- She finally feels like a real adult, she's excited about the idea of starting a family & entering this next phase of life.

#### SHOPPING SCENARIO

The contractor helping to fix her house said it's time to pick out appliances. She and Rossy sat down and figured out a general budget, but she's never bought any big appliance purchases. She's not in a rush, and wants to take her time.

# Journey Map



# Summary of Pain Points and Unmet Needs

LIMITED PERSPECTIVES
NOT ENOUGH CONTEXT
OVERWHELMING & DIFFICULT
IRRELEVANT & 'SALESY' JARGON
FEELING UNPREPARED
ANXIETY OVER FULFILLMENT

LG CURRENT STATE JOURNEY

# Insights and Learnings

KEY PAIN POINTS & UNMET NEEDS

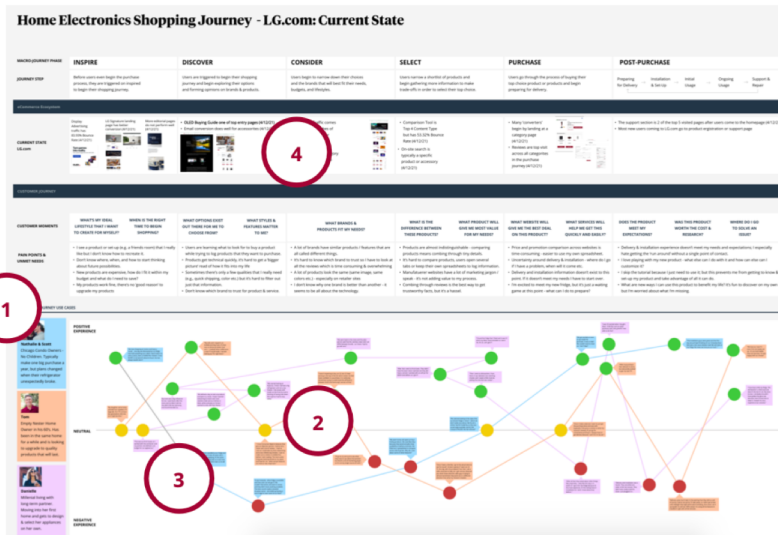
# Limited Perspectives

Shopping pathways & priorities differ based on the unique scenario and lifestyle of the user. Users felt they had to fit a mold of a shopping journey and often didn't feel their needs were addressed or represented.



# CURRENT CUSTOMER JOURNEY:

## Limited Perspectives Findings



1

### MULTIPLE SHOPPING SCENARIOS HAVE UNIQUE NEEDS

- **'Need it Now' Nathalie:** Need quickly identify & buy an available product that she's going to love with the constraints of an unforeseen budget
- **'Time to Upgrade' Tom:** Wants quality & value and certainty that the technology & size will meet his needs for the long-term.
- **'Design My Dream' Danielle:** Help envisioning her dream home, within her budget, and ensure all products will work together.

2

### LIFESTYLES & LIFESTAGES ARE A KEY DECISION MAKING FACTOR

- "I want a nice new refrigerator, but we're planning on moving in a few years so I don't want to spend a ton of money for my perfect product right now" - "Need It Now" Nathalie
- "We're retired, so I'm watching more TV and willing to pay for quality" - "Time to Upgrade" Tom

3

### DESIRE TO BE INSPIRED TO HELP SOLIDIFY A POV

- "I'm really particular... I definitely know what I don't like but I'm open to seeing more options and ideas especially because I haven't shopped for this before" - "Design My Dream" Danielle

4

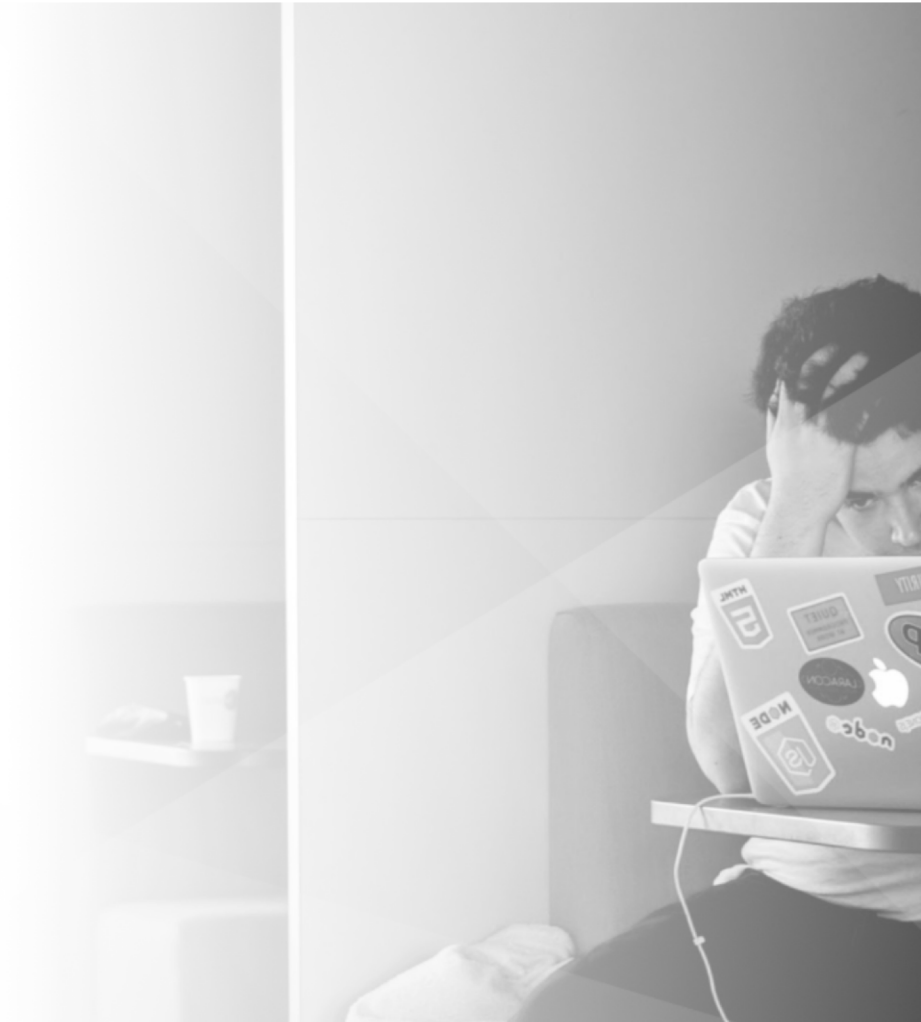
### MOST TRAFFIC COMES FROM 'GEN POP' SOURCES

Top two traffic sources are direct to LG.com and organic search.

KEY PAIN POINTS & UNMET NEEDS

# Not Enough Context

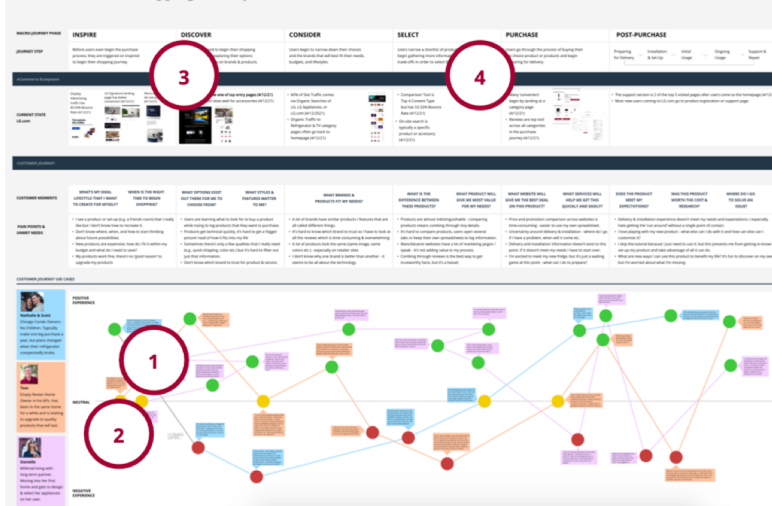
Users don't find eCommerce sites helpful early in their shopping journey and felt funneled into purchase decisions they couldn't make without understanding the "bigger picture" of how a product fits their needs.



## CURRENT CUSTOMER JOURNEY:

### Not Enough Context Findings

#### Home Electronics Shopping Journey - LG.com: Current State



1

### HARD TO KNOW WHERE TO START - SO USERS ARE NARROWING CHOICES THEMSELVES.

"It was hard to figure out how everything was going to fit together. We decided to start with the biggest one - the fridge -and go from there." - "Design My Dream" Danielle

2

### USES IN-STORE SHOPPING AS INSPIRATION

- "I like to play with it in the store - we say 'imagine what our life would be like if we had this fridge" - "Need It Now" Nathalie
- "Once I have a shortlist, I need to go to the actual store to see for myself so I know what it's really going to be like." - "Time to Upgrade" Tom

3

### SOME PRIORITY 'MERCHANDISED' PAGES DRIVE LOWER-THAN-EXPECTED CONVERSION, BUT THE MAJORITY DOES NOT GET A LOT OF TRAFFIC AT ALL.

- LG Signature landing page has page value of \$1.19 (avg. site value is \$2.92) despite signature products having higher cost.
- Many editorial pages have little to no traffic today (e.g., 'the wood aesthetic' page)

4

### PDP & PLP'S FOCUS INWARD ON PRODUCT VS. OUTWARD ON USE CASES

- Most content on PDP & PLP's list detailed product features
- Products are shown stand-alone & cut out making it hard to decipher fit & dimensions
- Users are often funneled to a specific product page, making it difficult to gain context of what that product is best for them.

## KEY PAIN POINTS & UNMET NEEDS

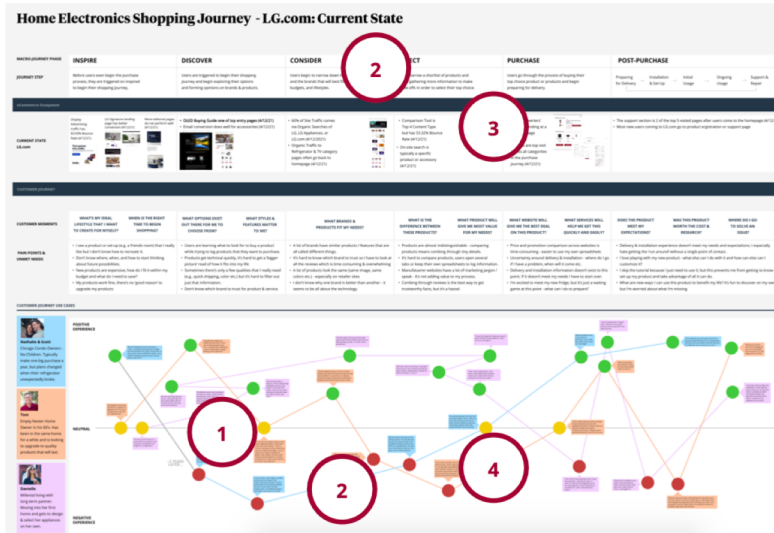
# Overwhelming & Difficult

Users feel overwhelmed by similar experiences, products and features across eCommerce website and spend a lot of time tediously weeding through details to understand the value of one product over another.



## CURRENT CUSTOMER JOURNEY:

### Overwhelming & Difficult Findings



## RELY ON 3rd PARTY SITES TO MAKE SENSE OF ALL THE DETAILS

1

"I trust Consumer Reports because they give an objective opinion. I look at wire cutter and a lot of reviews - I had no rush so I could take my time researching and cross-referencing reviews." - "Time to Upgrade" Tom

2

## SEA OF SAMENESS CAN BE PARALYZING

- Across retailers & competitors, products often have the same color, features, angle, cut making it to impossible to differentiate.

- "We spent about an hour trying to understand the difference between products - they look the same but one is \$2000 more than the other." - "Need it Now" Nathalie

3

## COMPARISON TOOL IS HIGHLY USED WITH HIGH TIME ON SITE - POTENTIALLY SIGNALING A CONFUSING EXPERIENCE.

- Comparison Tool is the 16th most visited page, has page value of \$4.24 (compared to average \$2.92); but higher than average time on page (2:57 compared to 2:09).

## USERS CREATE THEIR OWN METHODS FOR MAKING SENSE OF THE DETAIL

4

- "We just started writing things in a spreadsheet comparing what we actually cared about so we could figure out what we were looking at" - 'Need it Now' Nathalie

- "I know in general "I want an LG TV, this big, with this pricepoint" but then I ask a sales associate to help me just to get another perspective." - 'Time to Upgrade' Tom

KEY PAIN POINTS & UNMET NEEDS

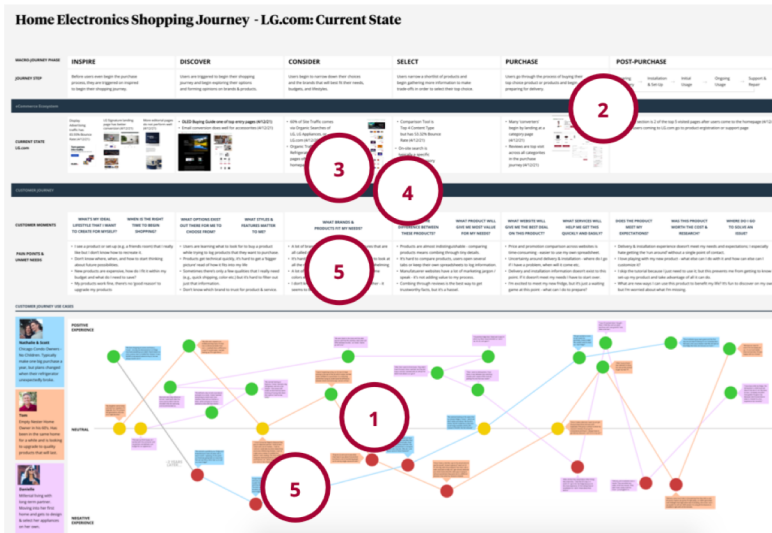
# Irrelevant & 'Salesy' Jargon

Manufacturer sites are not seen as relatable, trustworthy. These websites are off-putting because of marketing & technical jargon that doesn't add 'value' to the users' shopping journey.



## CURRENT CUSTOMER JOURNEY:

### Irrelevant & Salesy Jargon Findings



1

### MANUFACTURER SITES NOT SEEN AS 'VALUE ADDING'

- "I don't go to the manufacturing site usually - there's usually a bunch of marketing jargon and it doesn't really add anything I don't already know" - "Need it Now" Nathalie
- "I'll go to [LG.com](#) just to see what they have to say about that product but there's a lot of marketing jargon so it's not my single source of truth." - "Time to Upgrade" Tom

2

### SIMILAR MARKETING LANGUAGE IS PREVALENT ACROSS THE JOURNEY

- Category & Landing Pages tend to have nondescript & general language that seems more filler than useful to users.
- Many landing pages & PDP's focus on global-written descriptions of features focusing more on selling a feature than describing how it works, why it's different, and why it matters.

3

### CATEGORY PAGE DESCRIPTIONS MAKES EXPLORING & DISCOVERY DIFFICULT

- Category pages often have long or branded model names so users are forced to go to the PDP to understand their experience.
- In user testing, users liked experiences where they could learn about the product without navigating away to a focused product detail page.

4

### #1 INTERNAL IMPROVEMENT SUGGESTION WAS GETTING RID OF JARGON

- During stakeholder interviews, the top improvement suggestion was unanimously to change the way [LG.com](#) "speaks" - to remove jargon and stop speaking our own language.

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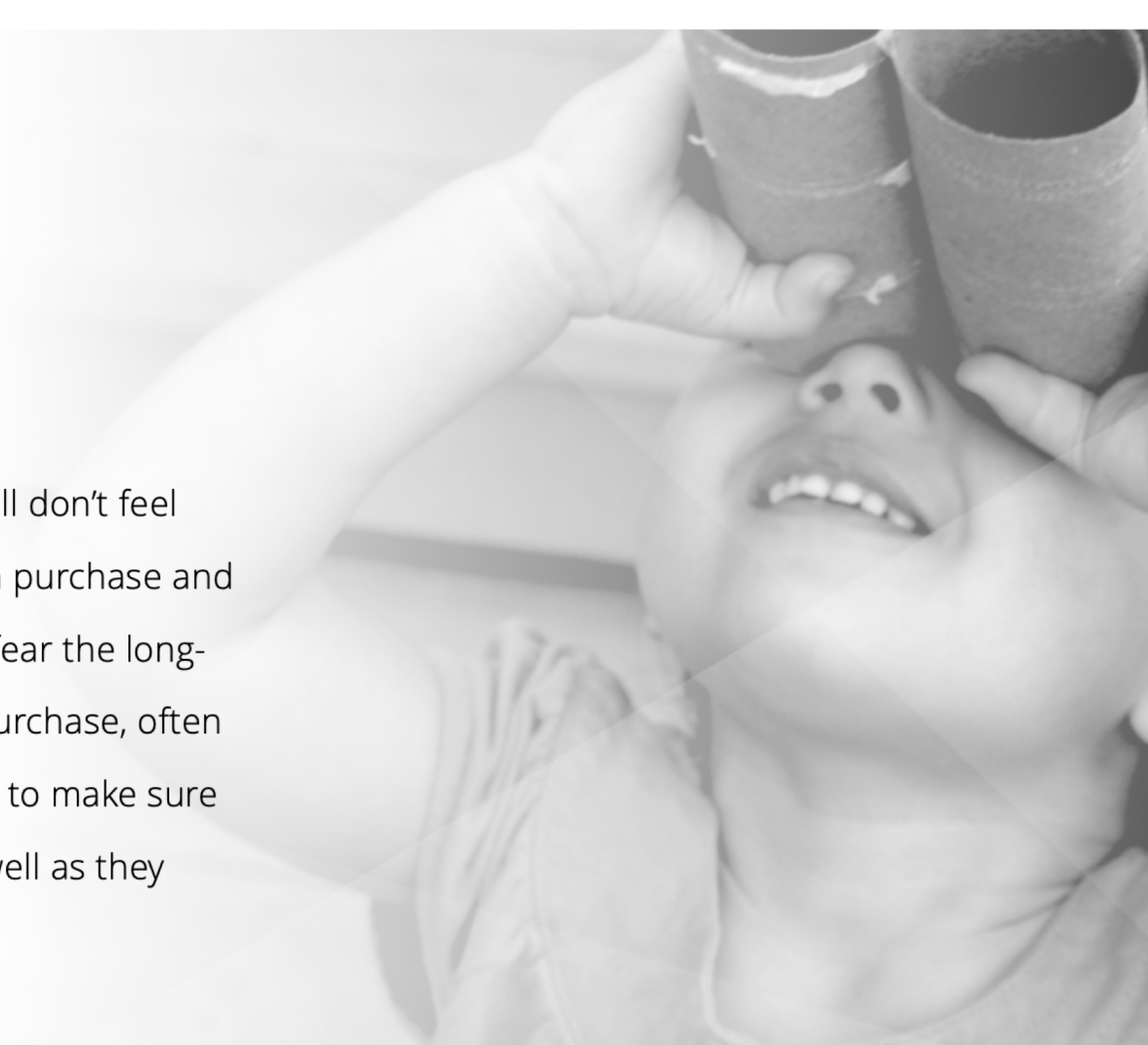
### USERS WANT A 'REAL PERSON'S' TAKE ON HOW A PRODUCT WORKS

- In user testing, users liked seeing users generated images of products in their homes because it gave them a sense of what a product was "really" like

KEY PAIN POINTS & UNMET NEEDS

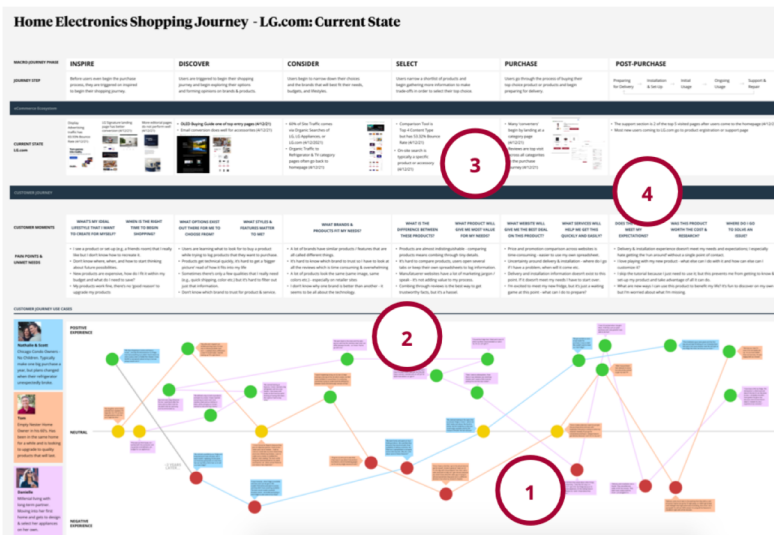
# Feeling Unprepared

Despite long research processes - users still don't feel prepared and have to rush to make certain purchase and set-up decisions. Even beyond that, users fear the long-term consequences of these considered purchase, often stressing as they think ahead to make sure to make sure a product will meet their future-needs as well as they meet their near-term needs.



## CURRENT CUSTOMER JOURNEY:

### Feeling Unprepared Findings



1

### FEELING ILL-EQUIPPED TO MAKE DECISIONS AT PURCHASE IS STRESSFUL

"At check-out, I got stressed because I didn't know about warranty or connecting tubes - I felt like I already made these decisions and now I have to answer these new ones now" - "Design My Dream" Danielle

2

### PRESSURE TO MAKE SURE DECISION APPLIES TO FUTURE NEEDS

- "We needed something to work for now, but don't want to splurge if we're moving - it was hard to figure out that balance & price point between quality & cost" - "Need it Now" Nathalie  
- "I loved the look of front knobs, but my mom pointed out when we shopped that it wasn't good for if we want kids so I changed my mind when we looked for them" - "Design My Dream" Danielle

3

### FEATURES FOCUS MORE ON TECHNICAL DETAILS AND LESS ON LONG-TERM IMPACT

PDP's are almost the only place that houses details of how the products work, and most content focuses on technical or immediate benefits of a feature. Few features discuss usage of the product over the long-run.

4

### UNCERTAINTY IN POST-PURCHASE

"I liked some of the features they had in the store like hooking up the SmartTV & Soundbar, but I don't know how to do that at home - I don't think I set it up quite right" - "Time to Upgrade" Tom

"I didn't realize that the specific hose wasn't long enough to put my washer where I wanted, I have to save a weekend to go back to the hardware store and try to figure it out but I don't have time, plus I have to return the hose I do have." - "Design My Dream" Danielle

KEY PAIN POINTS & UNMET NEEDS

# Anxiety Over Fulfillment

Users are often scarred by stories of bad fulfillment experiences which greatly impact their decision of where to buy from and were often willing to pay more for peace of mind.

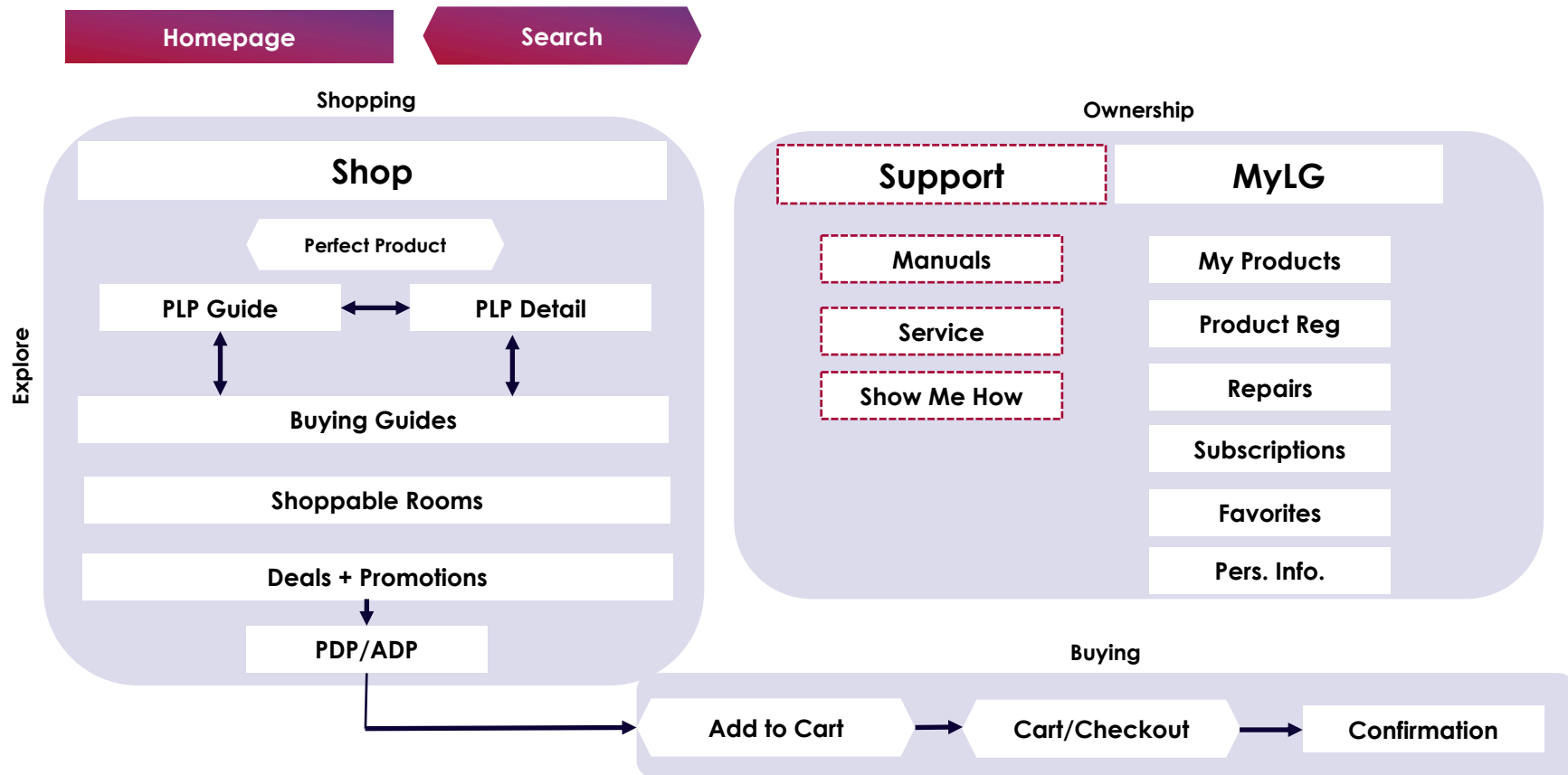




# LG.COM Project Roadmap



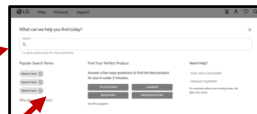
# Site Architecture



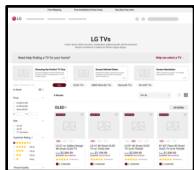
# Shopping Flow Overview



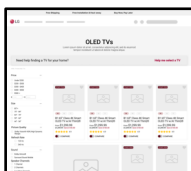
## Search or Smart Filter



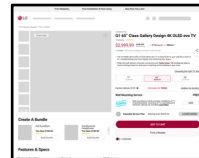
## PLP Guide



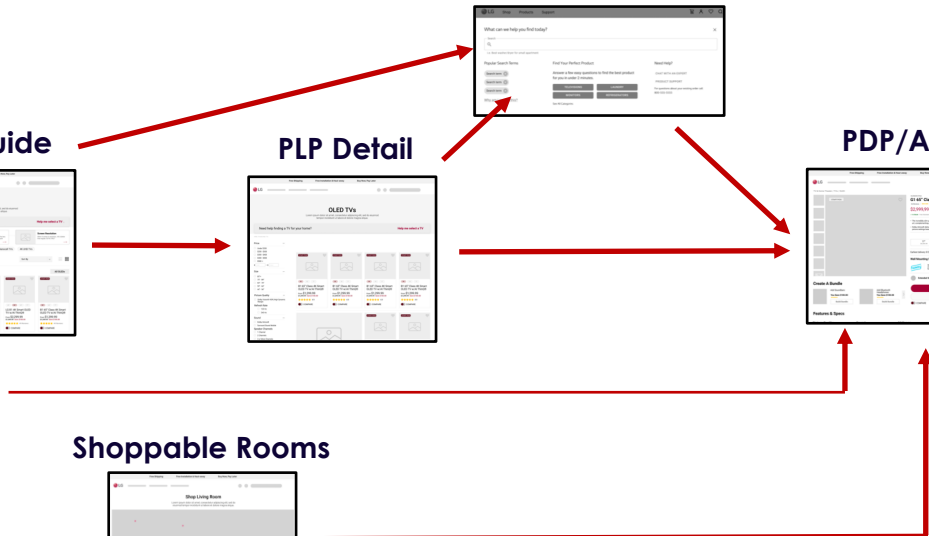
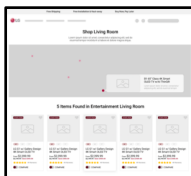
## PLP Detail



## PDP/ADP



## Shoppable Rooms



# Shopping Experience



# SHOPPING UX | Screen Overview

## Compare Tool

Compare up to 4 items

Product SKU	Product SKU	Product SKU	Product SKU
B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$3,999.99 Save \$200	B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$3,999.99 Save \$200	B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$3,999.99 Save \$200	B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$3,999.99 Save \$200
<b>ADD TO CART</b>	<b>ADD TO CART</b>	<b>ADD TO CART</b>	<b>ADD TO CART</b>
WHERE TO BUY	WHERE TO BUY	WHERE TO BUY	WHERE TO BUY

● Highlight Differences

Key Specs

Resolution	3,840 x 2,160	3,840 x 2,160	3,840 x 2,160	3,840 x 2,160
Screen Type	OLED Evo Display	OLED Display	OLED Evo Display	OLED Evo Display
Smart TV	●	●	●	●
Reviews	★★★★★	★★★★★	★★★★★	★★★★★
In Stock	●	2 - 3 Days	●	●

- Picture
- Audio
- Gaming
- Accessories

Add to Compare

Product SKU	Product SKU	Product SKU	Product SKU
B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$2,999.99 \$100 OFF \$3,099.99	B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$2,999.99 \$100 OFF \$3,099.99	B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$2,999.99 \$100 OFF \$3,099.99	B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$2,999.99 \$100 OFF \$3,099.99
Compare	Compare	Compare	Compare

Compare up to 4 items

Product SKU	Product SKU	Product SKU	Product SKU
B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$1,599.99 Save \$200	B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$1,599.99 Save \$200	B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$1,599.99 Save \$200	B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$1,599.99 Save \$200
<b>ADD TO CART</b>	<b>ADD TO CART</b>	<b>ADD TO CART</b>	<b>ADD TO CART</b>
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Smart TV	●	●	●	●
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In Stock	●	2 - 3 Days	●	●

- Picture
- Audio
- Gaming
- Accessories

Compare Products

Product SKU	Product SKU
B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$1,999.99 Save \$200	B1 65" Class 4K Smart OLED TV w/AI ThinQ® \$1,999.99 Save \$200

● Highlight Differences

Key Specs

Resolution	3,840 x 2,160	3,840 x 2,160
Screen Type	OLED Evo Display	OLED Display
Smart TV	●	●
Reviews	★★★★★	★★★★★
In Stock	●	2 - 3 Days

- Picture
- Audio
- Gaming
- Accessories

Add to Compare

Staff Pick

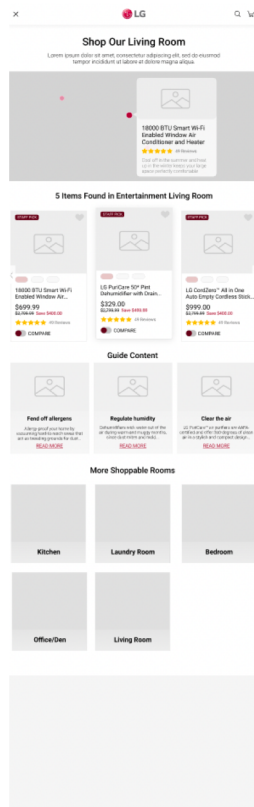
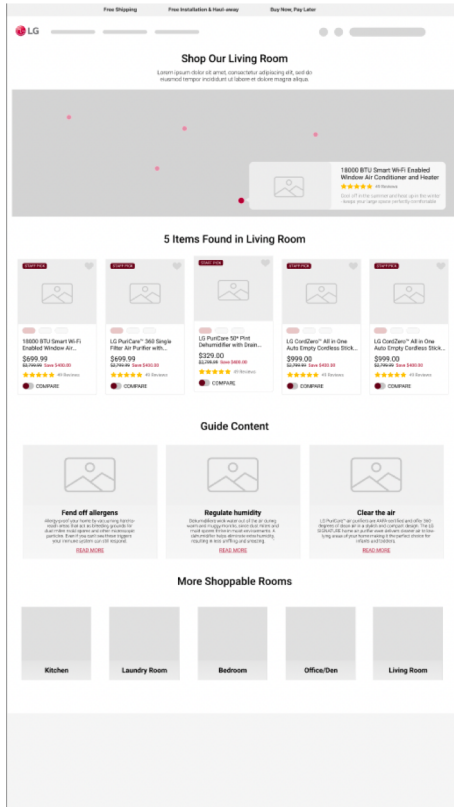
LG A1 77 inch Class 4K Smart OLED TV w/ThinQ AI® (76.7" Diag)  
\$1,599.99 \$100 OFF \$1,699.99

**ADD TO CART**

Compare

# SHOPPING UX | Screen Overview

## Shoppable Rooms



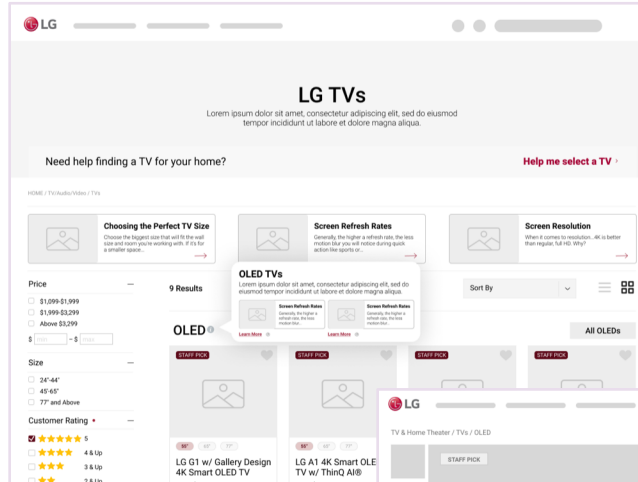
# SHOPPING UX | DISTRIBUTED GUIDE CONTENT

LG Multishop 2.0 allows LG to anticipate and answer shoppers' questions while increasing the user's velocity towards purchase.

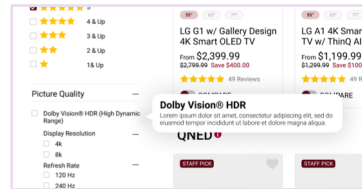
The PLPs prompt users to answer a questionnaire to help select a product.

Guide content is positioned strategically before key decision points.

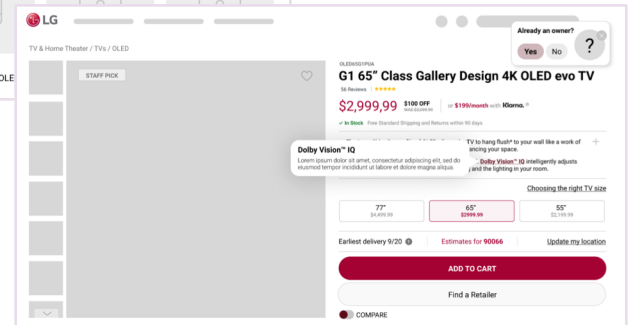
Guidance and help content opens in tooltips or overlays where necessary, giving users valuable information without pulling them out of the funnel.



PLP Guide

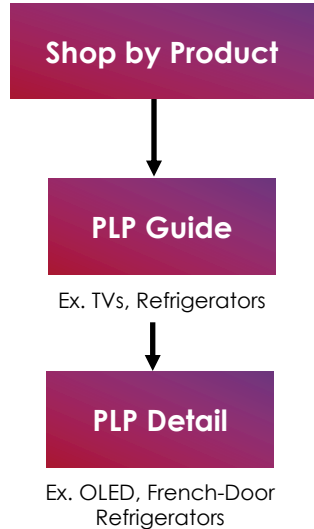


Filters

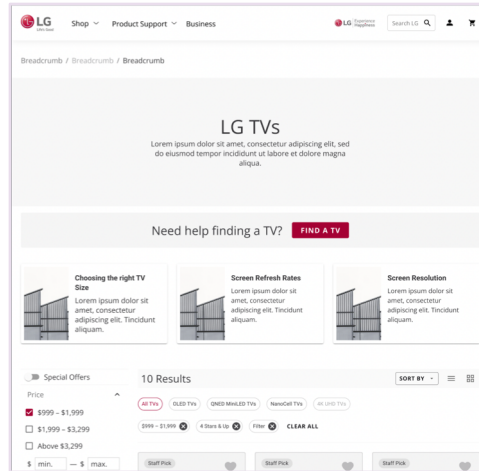


PDP

# SHOPPING UX | PLP GUIDE VS PLP DETAIL

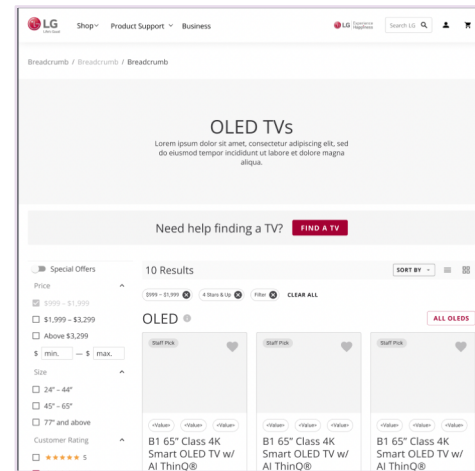


## PLP Guide



The top level PLP Guide pages feature guide content up front for users who need more guidance in the category

## PLP Detail



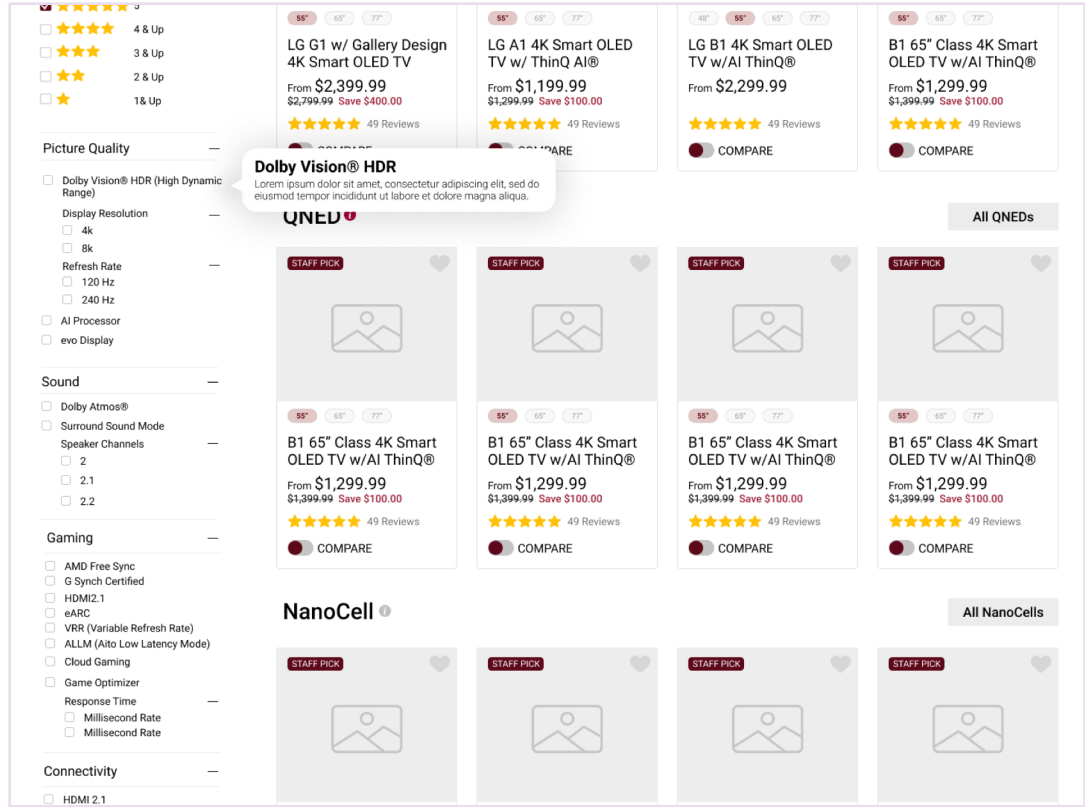
The deeper PLP detail page has guide content woven into the grid wall for users who might not know they need help.

# SHOPPING UX | ENHANCED FILTERING

For users who prefer to use traditional filters, both the filtering taxonomy and interface will be improved in BlueSky.

The enhanced filter taxonomy (not pictured) will focus on user need and product benefits to demystify the product selection process.

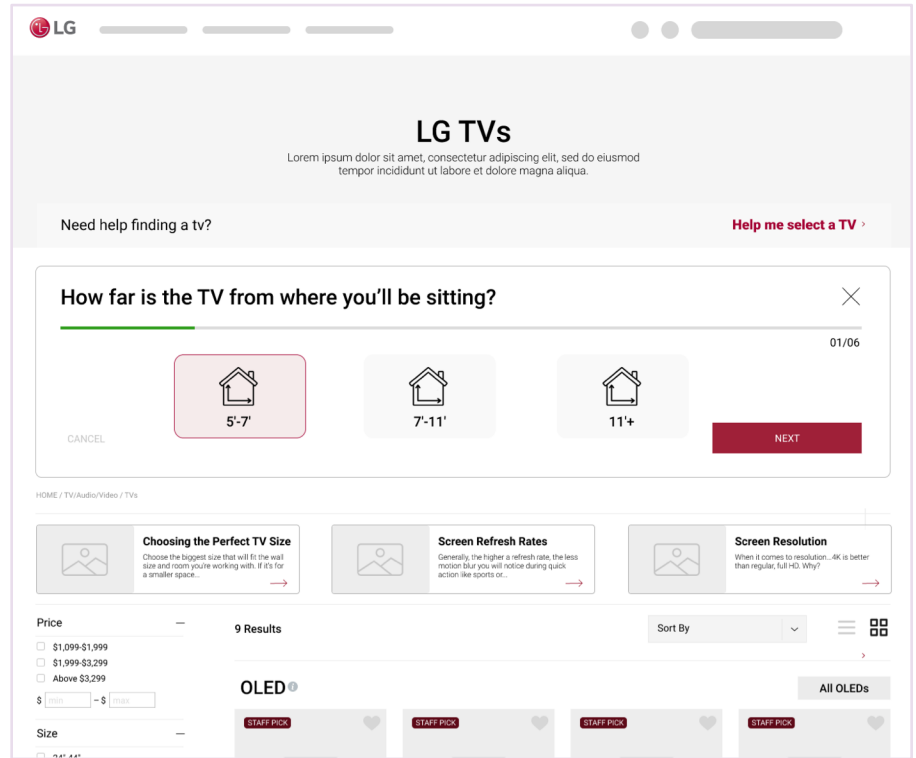
Filters which would benefit from further explanation will be defined using tooltips.



# SHOPPING UX | FIND YOUR PERFECT PRODUCT

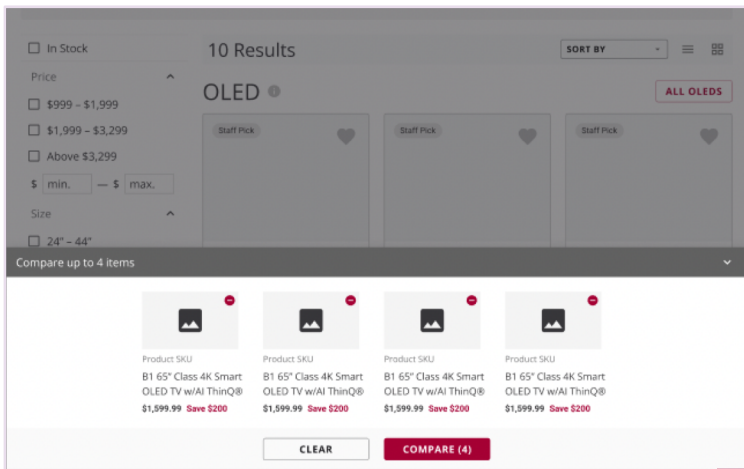
Each product category will have a brief questionnaire for users to answer. After answering 3-6 questions, we'll return them with our 3 best product recommendations.

”**Find Your Perfect Product**” is made possible through improvements to the taxonomy and specs that power filtering and personalization.



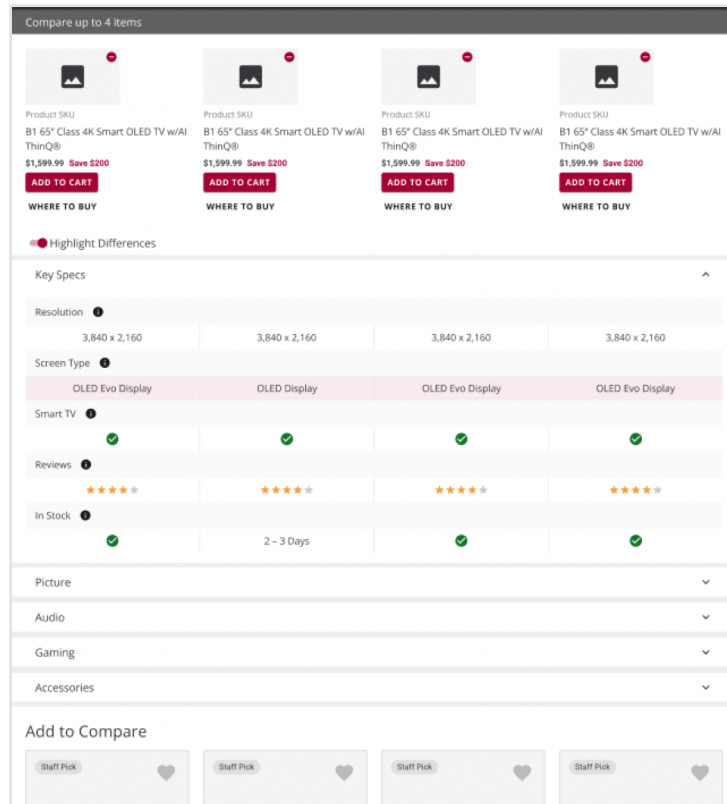
# SHOPPING UX | NEW COMPARE TOOL

## Compare Tray



New compare tool is accessible from any product on the site, opening the comparison table in an overlay instead of pushing users to a new page. Comparison table is based on revised specs and focuses users on the key differences between products. Comparable products are recommended to the user at the bottom of the overlay to help usher them through the selection process

## Compare Overlay

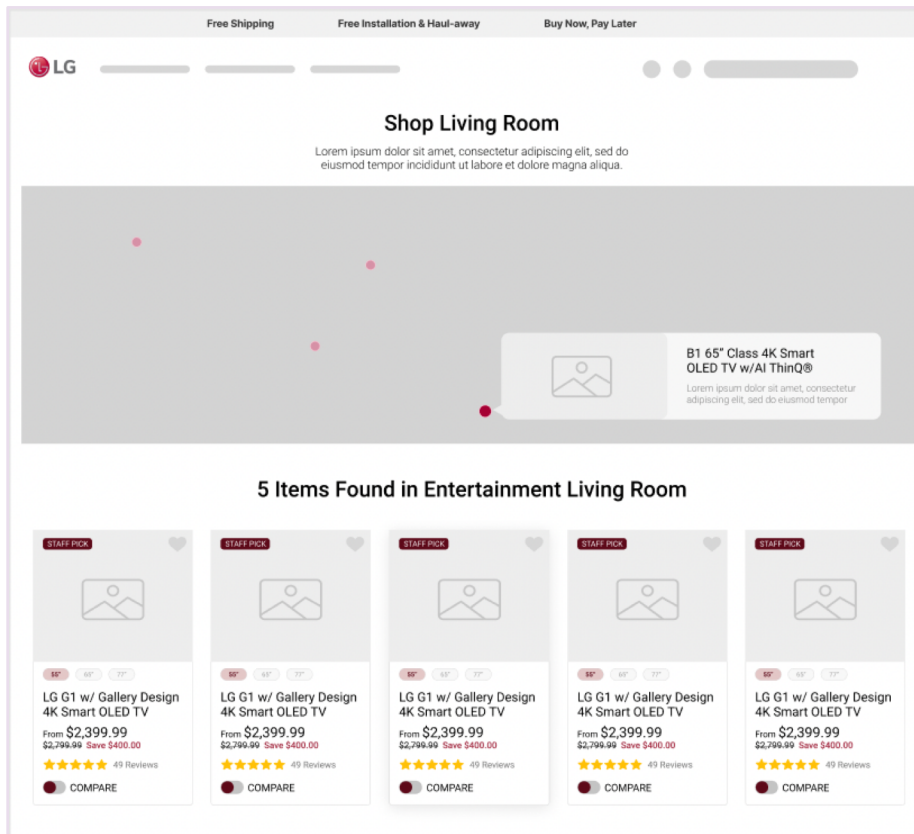


# SHOPPING UX | SHOPPING: SHOPPABLE ROOMS

WORK IN PROGRESS

A tool for users to explore a variety of curated rooms featuring hot-spotted LG products.

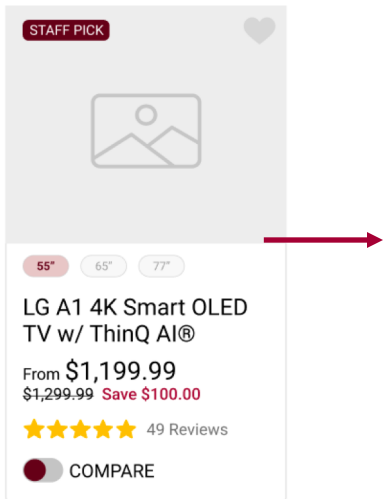
In the future, rooms may include furnishings and products from 3<sup>rd</sup> parties, available for purchase through LG.com



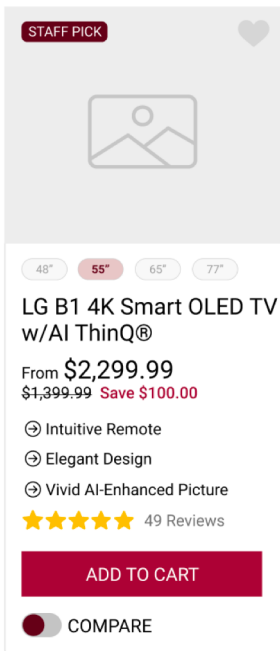
# SHOPPING UX | NEW PRODUCT CARDS

The base element of the PLPs, the Comparison feature, and Shoppable Rooms is the Product Card. Product Cards are available in List or Grid view in most places they're found on the site.

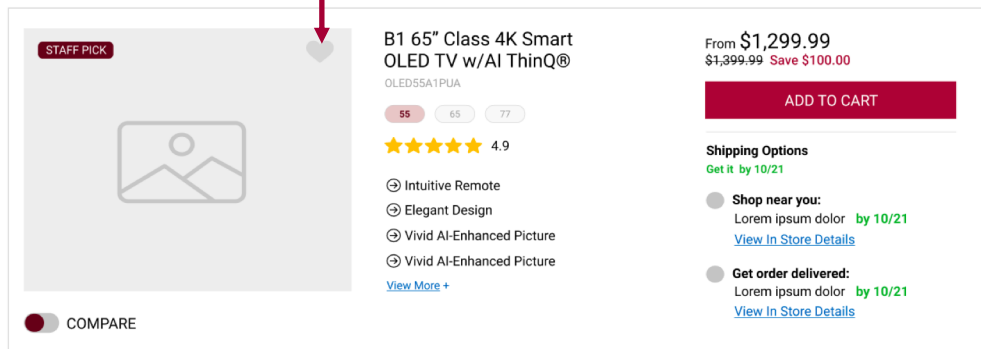
## Grid Card



Hovering on a card exposes product benefits



## List Card



Both types of cards have omnipresent "Favorite" buttons, drawing inspiration from social media and Airbnb.

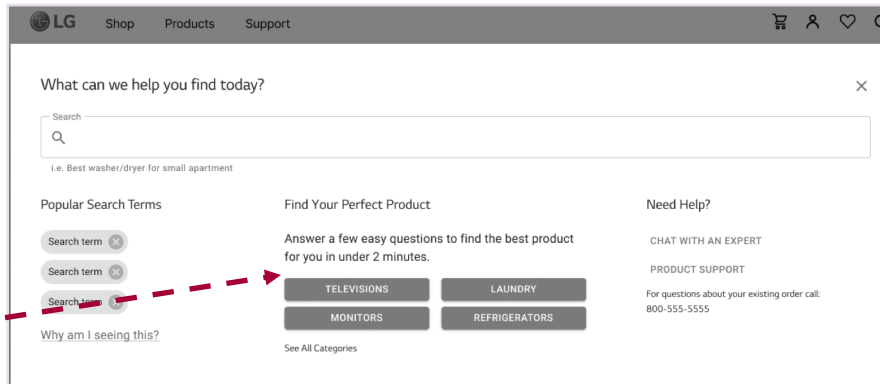
# SHOPPING UX | SHOPPING SEARCH

LG Multishop 2.0 will employ a state of the art search utility focused on identifying user intent and meeting them with the content or functionality that suits their context

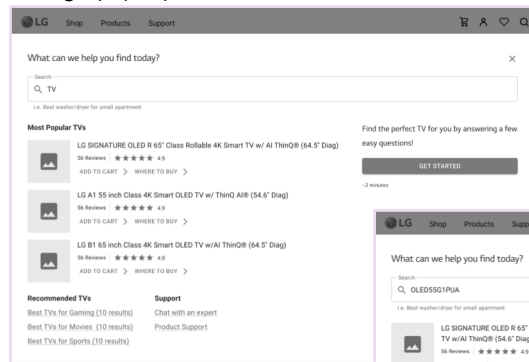
Prompted query and popular terms help users know what to search for

Shoppers are encouraged to use the Perfect Product finder

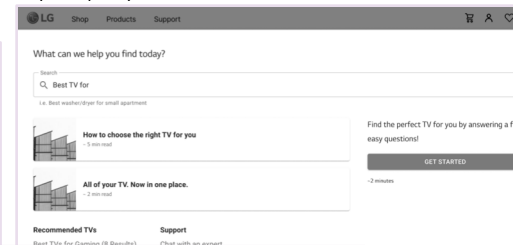
Predictive results have bespoke displays for main query types



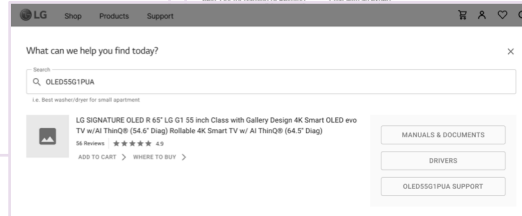
Category query



Topic query



SKU query



# SHOPPING UX | PRODUCT DETAIL PAGE

LG's new Product Detail Page focuses on comprehensive and comprehensible product content while touting bundles and promotions available to the shopper

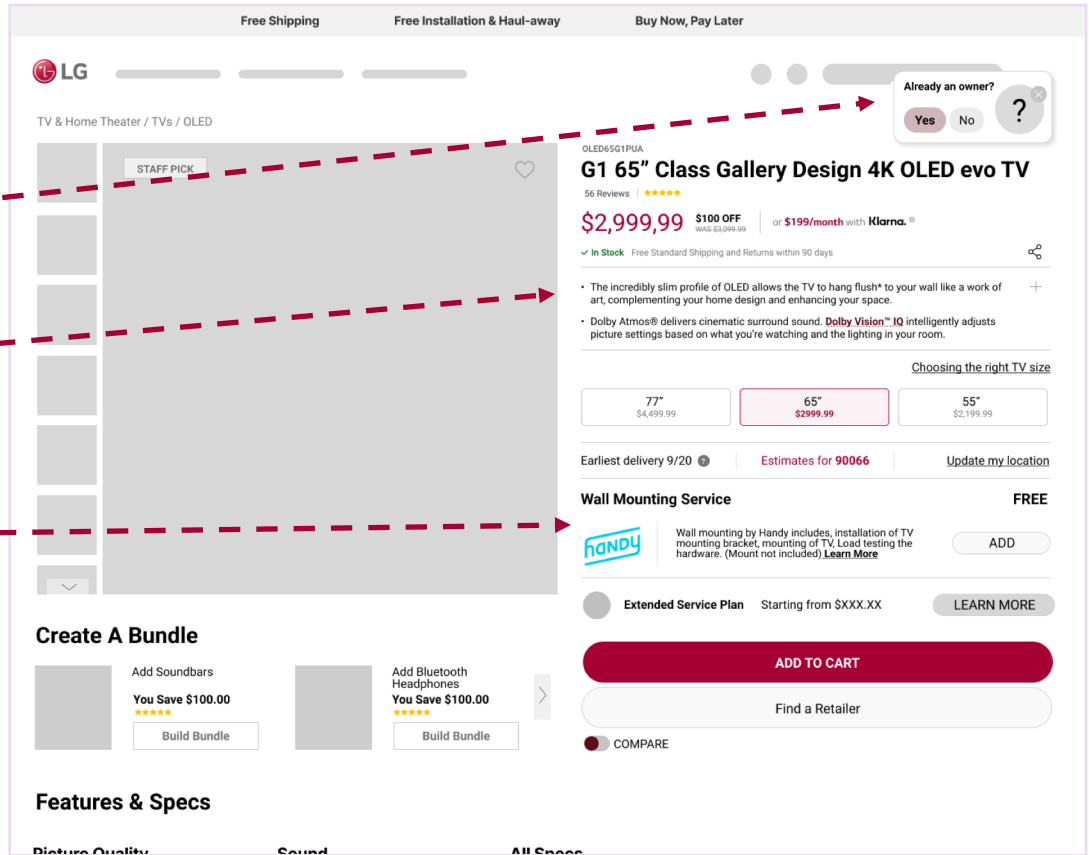
Ownership call out treats owners with respect and gets them to the content they most likely need

Bullets provide concise product benefits, and expose more info on hover

Installation and ESP promotion

Bundle builder/promotional space

"Add to Cart" CTA, and product name/price follow the user down the page as they scroll.



# SHOPPING UX | Special Offers

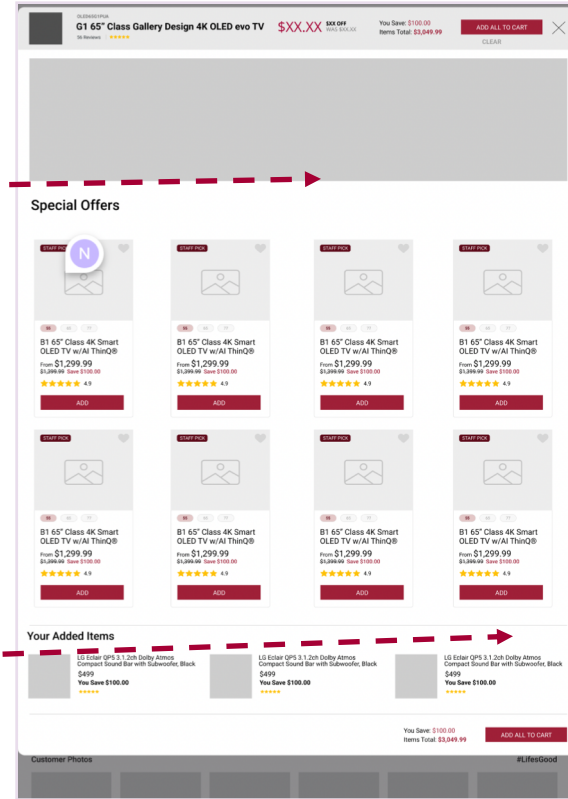
Base product listed in persistent bar with price

Promotions provided in tabs based on product or promotion categories

Enough details for each product or promotion are provided here so that users may make a decision without navigating away

Selected promotions and products added to item, listed with savings and total overall price for bundle

Total savings and cost for package of base product and additions



# SHOPPING UX | PRODUCT DETAIL PAGE

Item name and price and ATC button are persistent as the user scrolls down the page.

Features and Specs are presented in tabs with key benefits called out using user-friendly language. An "All Specs" table is available within the tabs.

To help users understand what comes with the product they're buying, the PDP features a section for "What's Included", along with a section of add-ons and accessories called "What You Might Need"

The screenshot displays a product detail page for an LG G1 65 inch Class with Gallery Design 4K Smart OLED TV. The product name and price (\$1,500.00, with a \$100 OFF discount from a previous price of \$3,099.99) are prominently displayed at the top, along with an 'ADD TO CART' button. Below this, the 'FEATURES AND SPECS' section is organized into tabs: 'PICTURE QUALITY', 'SOUND', and 'ALL SPECS'. The 'PICTURE QUALITY' tab is active, showing four key features: Dolby Vision, Picture Processor, Refresh rate, and Display Resolution, each with a brief description and a right-pointing arrow. The 'WHAT'S INCLUDED' section lists the Flush Wall Mount, LG Magic Remote, Quick Start Guide, and Manual. The 'WHAT YOU MIGHT NEED' section offers two add-ons: an LG Gallery Stand for \$100.00 and an LG Sound Bar for \$350.00, both with their own 'ADD TO CART' buttons.

# SHOPPING UX | PRODUCT DETAIL PAGE

Reviews are called out prominently, surfacing overall customer ratings and touting the most helpful reviews with the highest star rating.

Customer photos sourced from reviews and Curralate provide users with context and inspiration to make the purchase.

Ownership breaker quickly paths owners to the content they need.

The screenshot displays a product detail page for an LG G1 65 inch Class with Gallery Design 4K Smart OLED TV w/AI ThinQ® (64.5" Diag). The price is \$1,500.00, with a \$100 OFF discount from the original price of \$3,099.99. A red 'ADD TO CART' button is visible in the top right corner.

The 'REVIEWS' section is prominently featured, including a 'CUSTOMER RATING' bar showing 56 reviews with a 4.9 star average. Below this, there are sections for 'PROS MENTIONED' (Picture (247), Gaming (96), Sound Quality (72)) and 'CONS MENTIONED' (Apps (247), Instructane (96), Burnin (72)).

The 'MOST POSITIVE REVIEW' section highlights a 5-star review titled 'Super happy' with a placeholder image. The 'MOST HELPFUL CRITICAL REVIEW' section highlights a 3-star review titled 'Not expected' with a placeholder image.

The 'CUSTOMER PHOTOS' section at the bottom shows a row of seven placeholder images for customer photos, with a '#LIFEGOOD' tag on the right.

# SHOPPING UX | PRODUCT DETAIL PAGE

**LG G1 65 inch Class with Gallery Design 4K Smart OLED TV w/ AI ThinQ® (64.5" Diag)**  
56 Reviews: ★★★★★ 4.9

**\$1,500.00**  
~~\$100 OFF~~ Was. \$3,099.99 **ADD TO CART**

ASK & ANSWER 8 QUESTIONS 12 ANSWERS [ASK A QUESTION >](#)

Originally posted on QLED55G1PUA  
I also want to know if it can be installed on a swivel mount, I need to turn it at an angle when I'm working in the kitchen.  
2 Days Ago

Originally posted on QLED55G1PUA  
I also want to know if it can be installed on a swivel mount, I need to turn it at an angle when I'm working in the kitchen.  
2 Days Ago

Originally posted on QLED55G1PUA  
I also want to know if it can be installed on a swivel mount, I need to turn it at an angle when I'm working in the kitchen.  
2 Days Ago

ARE YOU AN OWNER?

- REGISTER A PRODUCT
- PARTS & ACCESSORIES
- MANUAL
- SUPPORT

YOU MIGHT ALSO LIKE

Staff Pick

**QLED55A1PUA**  
**LG A1 77 inch Class 4K Smart OLED TV w/ ThinQ AI® (76.7" Diag)**  
77" 65" 55"  
★★★★★  
• Key feature 1  
• Key feature 2  
• Key feature 3  
[Learn More](#)

**\$1,599.99**  
~~\$100 OFF~~ Was. \$1,999.99 **ADD TO CART**

- Free Shipping
- Professional Installation
- Deals Available

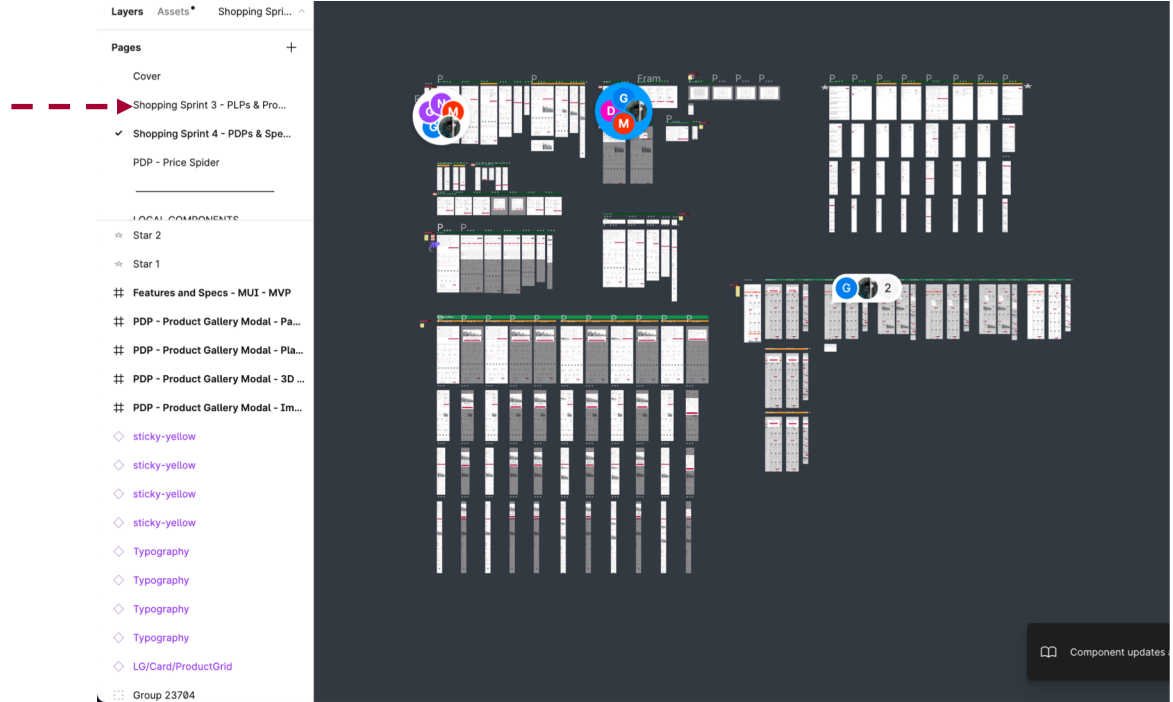
Compare

At the bottom of the PDP, we can assume the user is not interested in the product at hand, so we recommend 1-3, comparable products, personalized to the user based on affinity models— what products they've looked at what products they've passed over. →

User may tap the product card or merely keep scrolling down to open the next recommended PDP.

# SHOPPING UX | Figma Files for Dev & Visual Teams

All files were packaged in full breakpoints, componentized within our MUI library, Annotated with sticky notes next to every screen that was connected to our Jira tickets showing requirements during our demos for all to see.



# SHOPPING UX | Visual Integration

PLP



Need help finding a refrigerator?

Help me choose a refrigerator



Your installation checklist

What is the right fridge size?

Learn how to choose the right refrigerator for your kitchen. Includes a checklist of things to consider when choosing a refrigerator.

READ THE BLOG

Price

9 results

Size

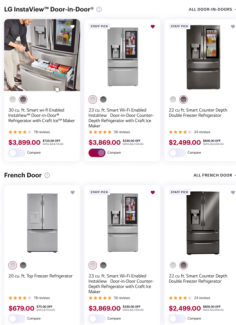
Customer Rating

Door type

Capacity

Depth

Height



Need help finding a refrigerator?

Help me choose a refrigerator



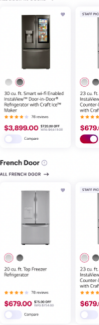
What's the right fridge size?

Learn how to choose the right refrigerator for your kitchen. Includes a checklist of things to consider when choosing a refrigerator.

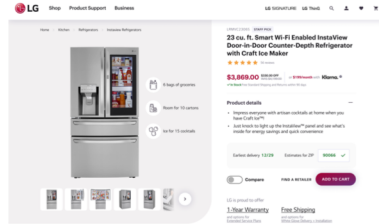
READ THE BLOG

9 results

LG InstaView™ Door-in-Door®



PDP



Create a bundle



Features & Specs

Ice & Water Features

Cooling Features

Smart Features

All Specs

Dual Ice Maker with Craft Ice

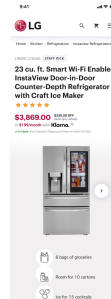
The Dual Ice Maker with Craft Ice is a premium dual-chamber design that produces two types of ice: soft-serve and standard.

Slim SpacePlus™ Ice System

High Clearance Ice & Water Dispenser



What's Included



Key Features

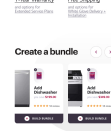
The InstaView™ Door-in-Door™ allows you to see inside your refrigerator without opening the door. The InstaView™ Door-in-Door™ also allows you to see inside your refrigerator without opening the door. The InstaView™ Door-in-Door™ also allows you to see inside your refrigerator without opening the door.

Learn how to choose the right refrigerator for your kitchen. Includes a checklist of things to consider when choosing a refrigerator.

READ THE BLOG

9 results

LG InstaView™ Door-in-Door®



Features & Specs

Ice & Water Features



# Roadmap & Next Steps

# ROADMAP | HIGH LEVEL ROADMAP (WIP)

DISCOVERY

- **BUYING:** Cancellations & Returns

DESIGN

- **GNB MVP**
- **BUYING:** Core Cart MVP
- **BUYING:** Dynamic Scheduler M&E & BSKY
- **BUYING:** Core cart & Checkout MVP
- **OWNERSHIP:** Search MVP
- **SHOPPING:** PLPs MVP
- **BUYING:** ESPs
- **SHOPPING:** PDPs MVP
- **EXPLORATION:** Homepage MVP
- **FNT MVP**
- **OWNERSHIP:** Account MVP

DEVELOPMENT



TARGET:  
APRIL TBD



TARGET:  
JUN TBD



- **PREVIEW:** Shopping, Search, Account, Homepage, FNT
- **BUYING:** Core Cart MVP

- Remaining Development timelines TBD as team are working in Agile fashion
- Roadmaps aligned weekly between Tech, Product & Design to update as progress, evaluations and assessments are determined