

The Challenge

German Kitchen Center is the largest distributor of European Kitchen Brands, and their biggest market is New York, with an average annual revenue of 3 million in sales

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They had estimated that a third of their business were small galley kitchens, up to 10 linear feet, and yet the conversion rate for this segment was less than 15%

However, it took a designer the same amount of time and effort to work through the sales process for one of these projects, than it did to work bigger kitchens on a more likely footing for conversions, so the objectives were twofold

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Given that that majority of the leads generated for this type of kitchens came from their strong online SEO.

Success would be accomplished if the clients that moved forward with the design consultation would be as convinced as possible to engage GKC for their kitchen renovation

Two Objectives

Create an effective tool that would segregate clients by size of kitchen, and then qualify the lead prior to engaging the design team



My Hypothesis was that there was something wrong in the customer's expectations ahead of the consultation.

So I would try to understand and uncover this by generative research, and some light competitive analysis

Prior to this I first reviewed the data; I wanted to understand when and how our user was looking at our information

Data indicated that nav was coming 80% from a mobile device and roughly equally during the day and evening, but more during weekends

Discovery

Second was gathering a cohort of users to conduct tactical inquiries so we reached out to 15 people that had failed to convert in 2019, and 8 agreed to participate

Participants



1 → How much did you end up spending?

An approx

Type

OK ✓

1 → What were the reasons you didn't go with GKC for your renovation?

We value your honesty as it help us do better!

Type your answer here

OK ✓

1 → Are you happy with the cabinets you purchased?

Description (optional)

Type your answer here...

OK ✓

press Enter ↵

Surveys

We asked all six participants if they could participate in a moderated interview and four agreed. I wanted to understand and empathize with the customer's specific situation, and uncover what drove their decision making process.

My objective was to test if my hypothesis that something was wrong about the customer's expectations had a direct link to their blaming the designer for not going with the company.

I tried to determine their core Values by ACV laddering

Interviews

Q. Why did you decided to give GKC a try in the first place?

A. I liked the design (attribute)

Q. Did you have any expectations going in?

A. That it would be expensive (attribute)

Q. What was your concern about committing to a retainer?

A. I wasn't sure if the price would be higher than my initial estimate (consequence)

Q. Did the designer try to reassure you on this regard?

A. Yes but I couldn't run the risk of committing to a non-refundable retainer and end up paying more for my kitchen (core value)

Six of the Eight people we surveyed answered that the main reason they didn't go with GKC was because of the Designer, and indeed Four of the responses on the final survey question "What could GKC have done better" was related to the Designer's action either "have more clear information" or "understand my need better"

Surveys




I uncovered that the real issue, the core value, centered on **Trust** the customer needed the confidence that they could confidently drop their retainer knowing what to expect from the final price.

This gave me the confidence to ideate a solution that would answer to the issue by disengaging distrust and managing expectations in the form of a sales funnel that would check all the necessary boxes that would allow the customer to commit to a retainer.

Synthesizing Research

BLOCK HOW IT WORKS BATHROOMS KITCHENS GALLERY CONTRACTORS LOG IN **GET YOUR ESTIMATE**



Block Kitchen

Thoughtfully designed for lasting quality, optimize your kitchen with Block from design to build.

- ✓ ALL FIXTURES, MATERIALS, AND LABOR INCLUDED
- ✓ BUILT BY A LOCAL, VETTED CONTRACTOR
- ✓ MANAGE YOUR RENOVATION DIGITALLY

GET YOUR ESTIMATE

Only available in New York, Boston, LA, and SF.

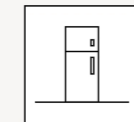
What rooms are you interested in renovating?

You'll work with a renovation expert to plan your project.

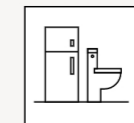
ROOMS INTERESTED



BATHROOM



KITCHEN



BOTH

Competitive Analysis

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Before designing the funnel I sent a one page survey to all participants to guide the step-by-step hierarchy

With two exceptions all who participated prioritized price as the most important in the list. Design coming in a strong second.

Surveys

2 → Please arrange these categories in order of importance

Which is more important to your decision making process

A Price

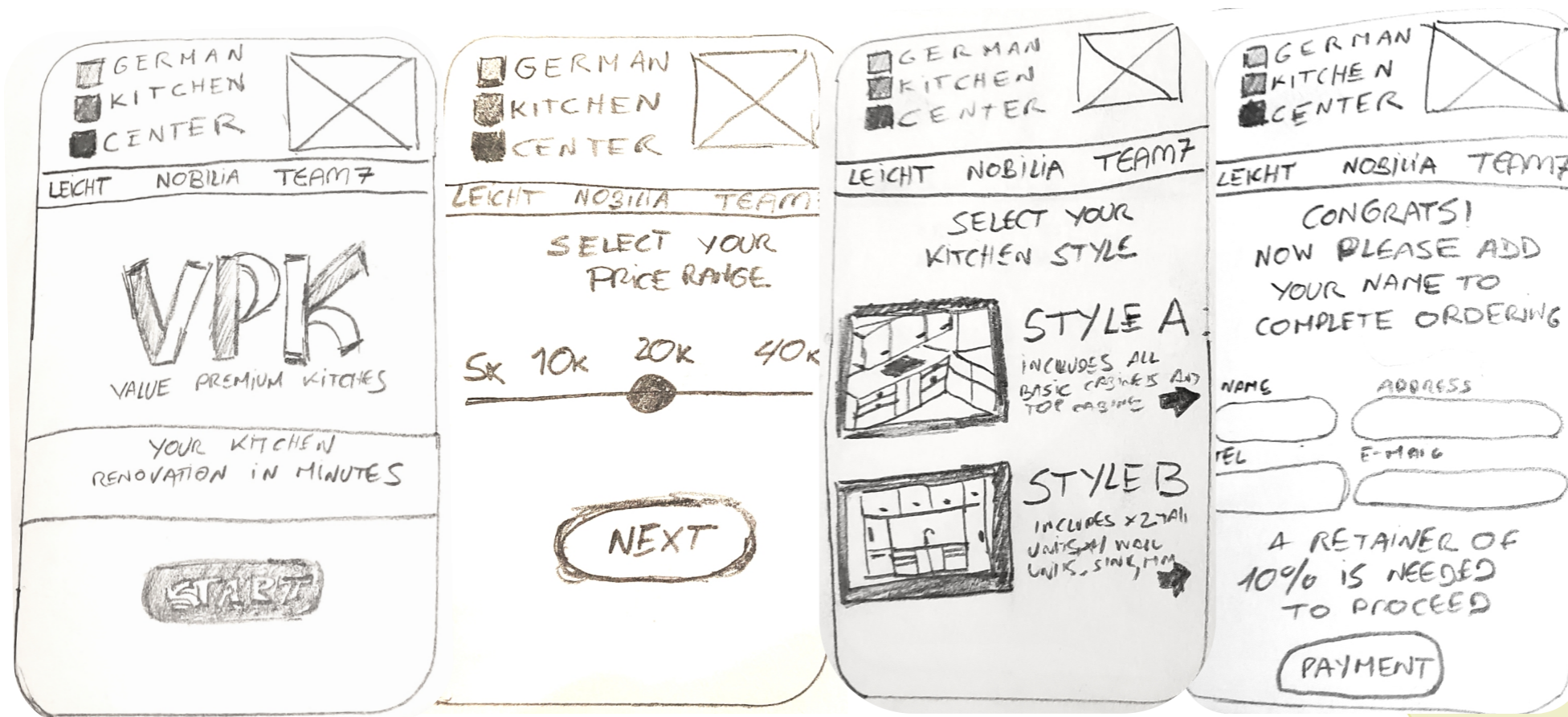
B Design

C Brand

D Designer

[Add choice](#)

Then I was ready for my first round of sketches and wireframing to run Usability Tests



Sketches Wireframes

During the usability tests I discovered a few things; several questions arose such as "Can my appliances be changed to another location?" or "What if I want to select two finishes?" So I added the necessary steps before working on my high fidelity prototype, also reporting and taking into account the stakeholder's feedback

Usability Tests

VPK
Value Premium Kitchens

Your Kitchen Renovation
in minutes

Start

Please select your price
range

5k 20k 50k

Next

Now pick your
Kitchen style

Style A

Style B

Next

Congrats, please add
your details to complete
The order

Name Tel

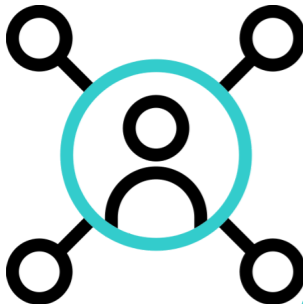
Address


E-mail

A 10% retainer is
needed to proceed

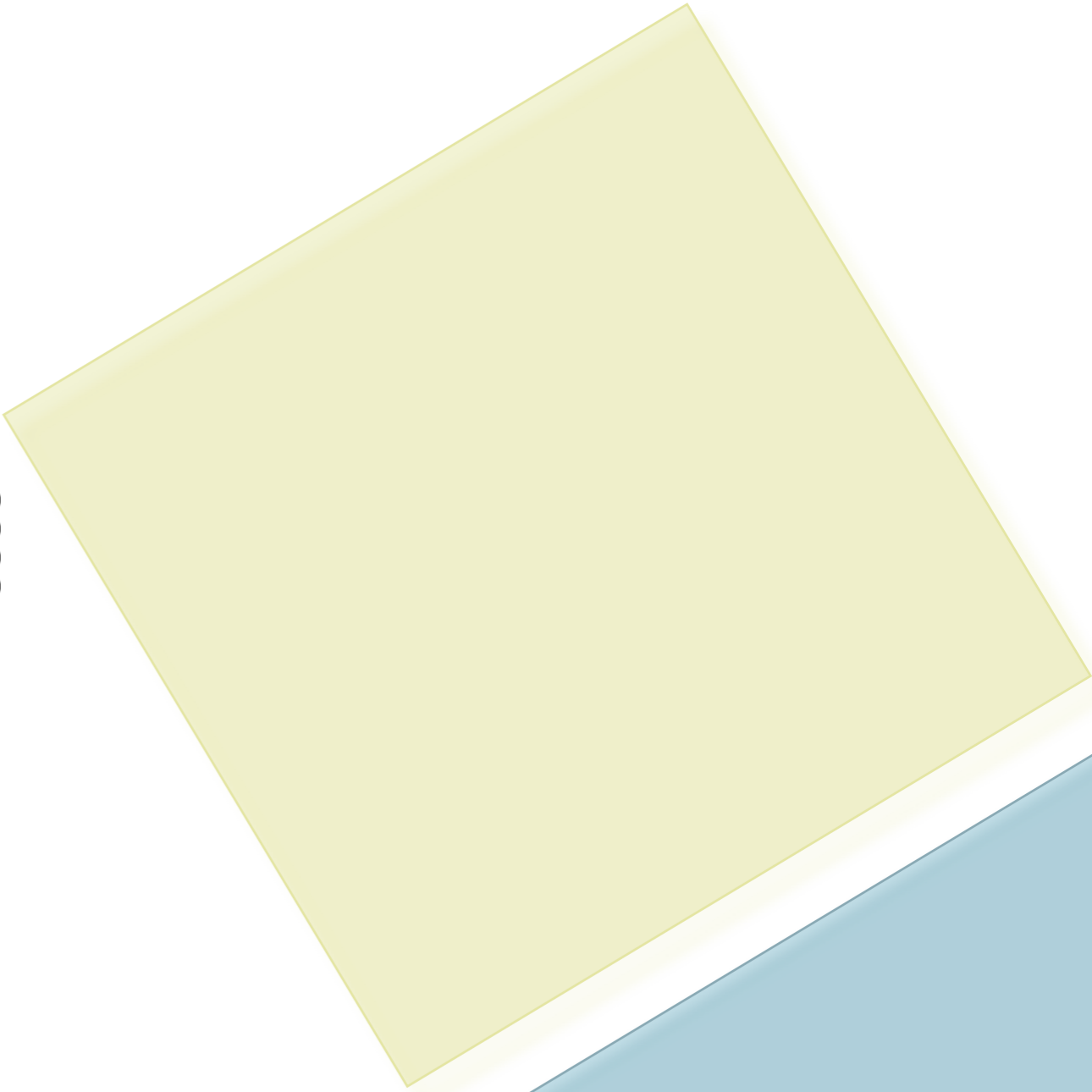
Next

The retainer and plan are sent to a designer 

 The designer reaches out to client and starts coordinating with all departments

Design is readied for production and the designer collects the 50% deposit and places the order into production 

Service Design



In the end I created a tool that would help maximize retention of clients in the small galley kitchen segment by encouraging customers to feel confident and trustful of the product they'll get and the price before meeting with the design team.

It would also allow the designers to ramp up their productivity and sales as well as removing several layers of difficulty in the qualifying process.

Result

