



B&Q's new £60m responsive website reviewed

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Date: 17th October 2014

You can't buy much for £60m these days.

That's the amount Real Madrid paid for James Rodriguez, the sum that Michael Gove wanted to spend on a new yacht for the Queen, and the exact figure that B&Q has apparently invested in [its new website](#). Clearly the home and garden retailer didn't wish to be outdone by Selfridges, which recently invested [a mere £40m to revamp its website](#).

When I interviewed Michael Durbridge, B&Q's director of omnichannel, last September he said that the new site would be launched alongside an upgrade to the company's backend systems.

This would allow the website and in-store ordering systems to run off the same database, with the user interface customised for each channel. B&Q would then have taken a huge step towards forming a single customer view.

So, just how good is this new £60m responsive site?

Homepage

Thanks to the wonderful [Wayback Machine](#) we can see what the B&Q homepage looked like prior to the redesign. The new version isn't a dramatic departure, but B&Q has made a few alterations to the colour scheme which has made the search tool more prominent.

Old homepage

Register | Sign in

Store finder | My basket

B&Q

Shop by Department | Clearance | Help & Advice | Summer Party

Free delivery on orders over £50* | Next day delivery including Saturday! | 45 day returns policy

When it's gone, **it's gone!**

£5

Conifer 5L Pot

Available in store only from Saturday 20th September

AVAILABLE IN STORE ONLY FROM SATURDAY 20TH SEPTEMBER

Find your nearest store ▶

Limited time only offer | Buy 4 or more & save on Flooring | Indoor & outdoor Paint | Buy 4 or more & save on Tiles | New Lower Price Bathroom Suites



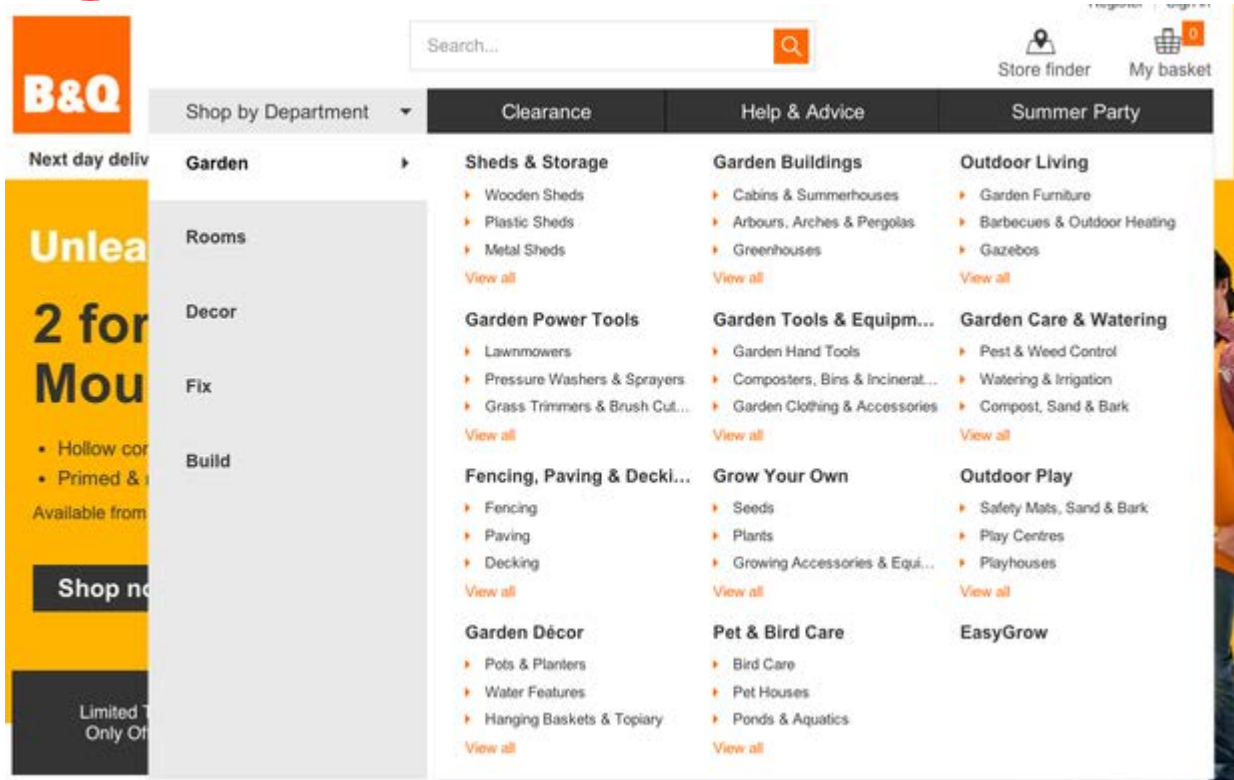
Both iterations of the site make use of a carousel, which may solve internal arguments about whose products deserve price of place, but research shows that [it doesn't add much to the UX](#).

New homepage



The biggest change has probably been in the design of B&Q's mega menu. I recently investigated [the way in which mega menu design has changed since 2011](#), so thankfully I have screenshots of B&Q's old dropdown navigation.

Old mega menu:

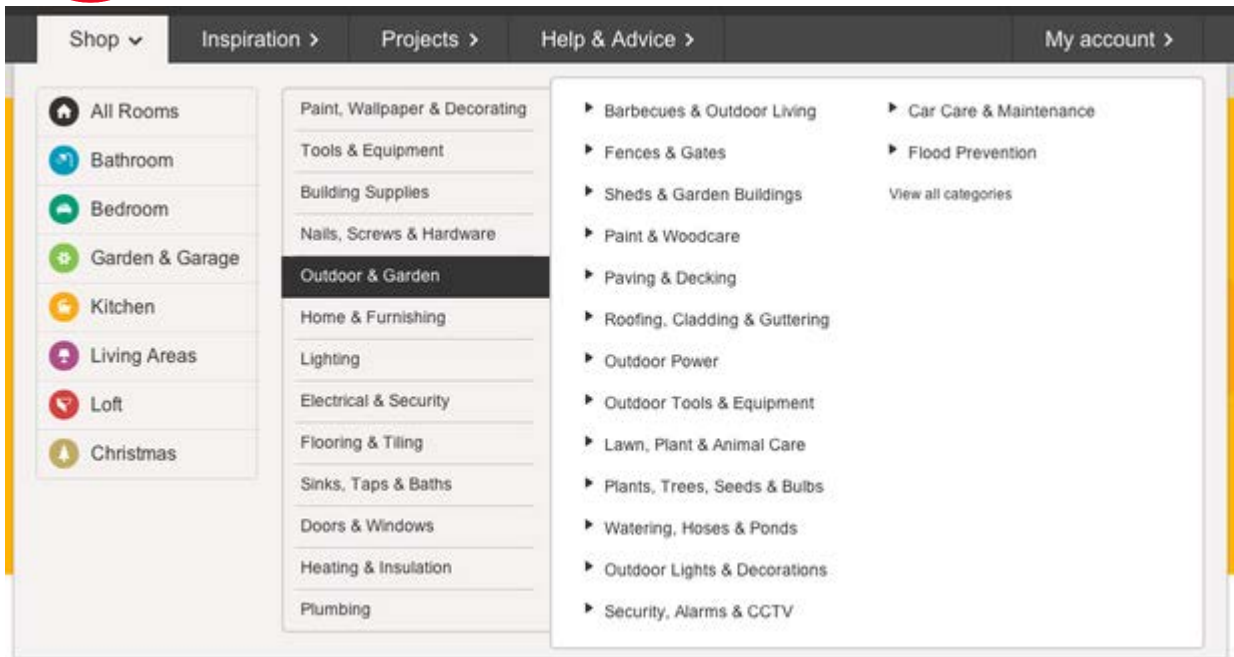


As you can see here, the new navigation focuses on types of rooms and products rather than departments.

This probably makes more sense in terms of the user journey, and hopefully some of that £60m went into testing this element of the shopping experience.

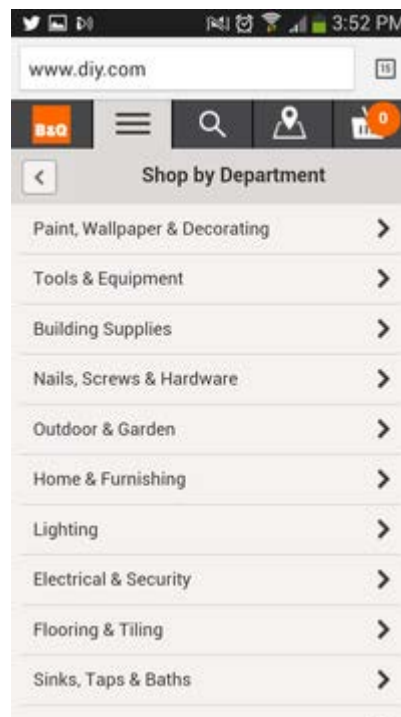
The list of rooms is present within each of the four dropdown menus, but the rest of the navigation options differ in each one.

New mega menu:



On mobile the site is less appealing. It retains the carousel and the range of product images beneath, which means you get a big, unexplained image of two Crown Paint containers.

The huge range of products means navigation was never going to be a simple task on mobile, but commendably the menus are still relatively easy to navigate within the [hamburger menu](#).





Search tool

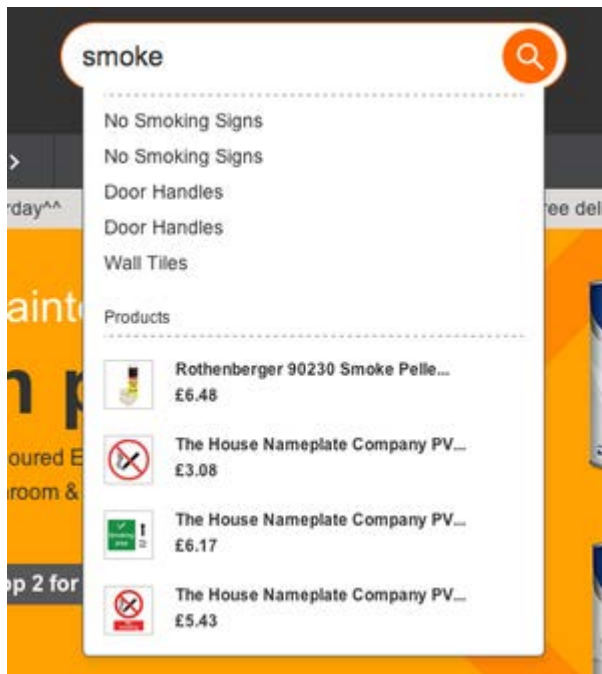
A decent [site search tool](#) is very important for the user experience (yes, we know the Econsultancy one is awful).

B&Q's site search is prominently positioned, but there are a few bugs that need to be ironed out.

Firstly, the predictive search feature is a bit slow. During my site test the suggested search terms and products only appeared a second or two after I stopped typing.

Another issue is with its accuracy. My colleague [@lakey](#) noticed a smoke alarm on the homepage so decided to search for one of those.

These are the less-than-useful results:



That example aside, the search tool generally works quite well and I like the fact that the suggested results include specific products as well as search terms.

Search results page

The search results pages are clearly laid out so it's very easy to browse through the different options.

Each product listing includes a star rating and availability details, while users can also compare up to four items side-by-side.



kitchen taps

Products (47) | Articles (3)

Sinks, Taps & Baths (47)

Sort by: Relevance | Results per page: 12

Page 1 of 4

Refine [clear all](#)

Price -

- £19-£82 (33)
- £82-£145 (9)
- £145-£208 (2)
- £208-£332 (3)

Rating -

- ★★★★★ (3)
- ★★★★☆ (2)
- ★★★☆☆ (1)
- ★☆☆☆☆ (1)

[Show more](#)

Brand -

Bristan Echo Contemporary Chrome Effect Monobloc Mixer Tap **£89.99**

Product code: 5014869118221

★★★★★ (8)

Home delivery Order by 6pm for Next Day Delivery

Click & Collect collection unavailable

Compare (max 4)

[Add to basket](#)

Cooke & Lewis Gatun Chrome Effect Monobloc Mixer Tap **£68**

Product code: 04059219

☆☆☆☆☆ (0)

Home delivery Delivery within 1 week (exc. Sat & Sun)

Click & Collect collection unavailable

Compare (max 4)

[Add to basket](#)

Looking at the [product filters](#), I like that 'availability' (home delivery or in-store) is included in the broad range of options.

B&Q also returns articles in its search results, so in this example shoppers can learn more about which type of kitchen tap they need, and how to fit a new sink.



Products (47) **Articles (3)**

Refine [clear all](#)

Categories —

Kitchen (3)

Type —


Buying guides (1)


How to guides (1)


Project (1)

Sort by **Relevance** ⌵ Results per page **12** ⌵

Page 1 of 1 << < 1 > >>

 **Which Kitchen tap is right for you?** View
There's a lot to consider when buying your kitchen taps, starting with the type of water system you ...

 **Kitchens - Small updates for big impact** View
Making your existing kitchen work harder for you is easier than ever. If you want to refresh your kit...

 **How to fit a kitchen sink** View
You'll normally be able to use your existing water supply pipe and waste outlet when you replace you...

Page 1 of 1 << < 1 > >>

Hub pages

It's worth giving a nod to B&Q's hub pages, which used a tiled layout to present links to different products and departments.

For example, if you choose to shop 'Bedrooms' you are directed to this page which features yet another carousel as well as a range of subcategories for different bedroom products.



Bedroom

- Bedroom Furniture
 - Storage & Shelving
 - Bedding
 - Childrens Bedroom
 - Bedroom Lights
 - Paint, Wallpaper & Decorating
 - Curtains, Blinds & Shutters
 - Flooring & Rugs
 - Mirrors & Wall Art
 - Radiators & Radiator Covers
- Bathroom
 - Bedroom
 - Garden & Garage



Though I would presume that few people would navigate to these hub pages, [they are useful from an SEO perspective](#).

Product pages

When the Econsultancy content team was discussing where B&Q might have invested its £60m, one of the areas we assumed would be extremely high quality is the product imagery.

However that doesn't seem to be the case. For this kitchen tap there is only one single photo, albeit a very nice photo.

This really doesn't give shoppers a decent view of the product they're about to buy. It would be useful to see an image of the tap in a kitchen so you can get a better idea of the scale.



Home > Shop > Sinks, Taps & Baths > Taps > Sink Taps > **Bristan Echo Contemporary Chrome Effect Monobloc Mixer Tap**

Share | Print



Bristan Echo Contemporary Chrome Effect Monobloc Mixer Tap

Product code: 5014869118221

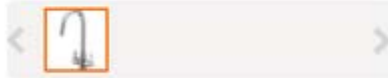
★★★★★ (8)

This Bristan Echo monobloc mixer tap will be a stylish addition to your kitchen sink. Designed for water running at high and low pressure it has a 2 levers, a stylish chrome effect and is easy to install.

- Guarantee - 5 year

[Read more](#)

BRISTAN



Qty **£89.99**

1

— Add to basket for —

Home Delivery

Order by 6pm (1pm on Sunday) for Next Day Delivery.

Click & Collect

Unavailable for Click & Collect. Please check your local store stock.

Our stores do not stock this product

[Add to wish list](#)

Product Details

Help & Advice

Reviews ★★★★★

B&Q has also gone big on content within its product pages. The 'Help & Advice' tab includes a video series on installing a new kitchen sink, how-to guides, a buying guide and inspiration for new design ideas.



How to guides



How to use the B&Q installation services

At B&Q we're committed to ensuring that your kitchen shopping experience is as simple as possible. From choosing and designing your kitchen, through to delivery and installation, we are on hand to guide and support you every step of the way. We have everything you need in one place, all backed by an uncompromising service and quality promise, giving you

complete confidence and peace of mind.



With over 15 years of domestic installation experience, over 1/2 million completed projects and international accreditation, you're in safe hands, we're the most experienced national retailer in the UK.

[Click & Collect](#) has been given centre stage on the new site with its own CTA alongside one for 'home delivery'.

Weirdly I had to search quite hard to find an item that was available for click & collect (which has been rebranded from 'Reserve & Collect' as part of the relaunch). I eventually had to settle on Griptite Tape.

If you choose to use click & collect the first stage is to select your local store before heading to the checkout. It's worth noting the attempt to upsell related items before users get to the shopping basket.



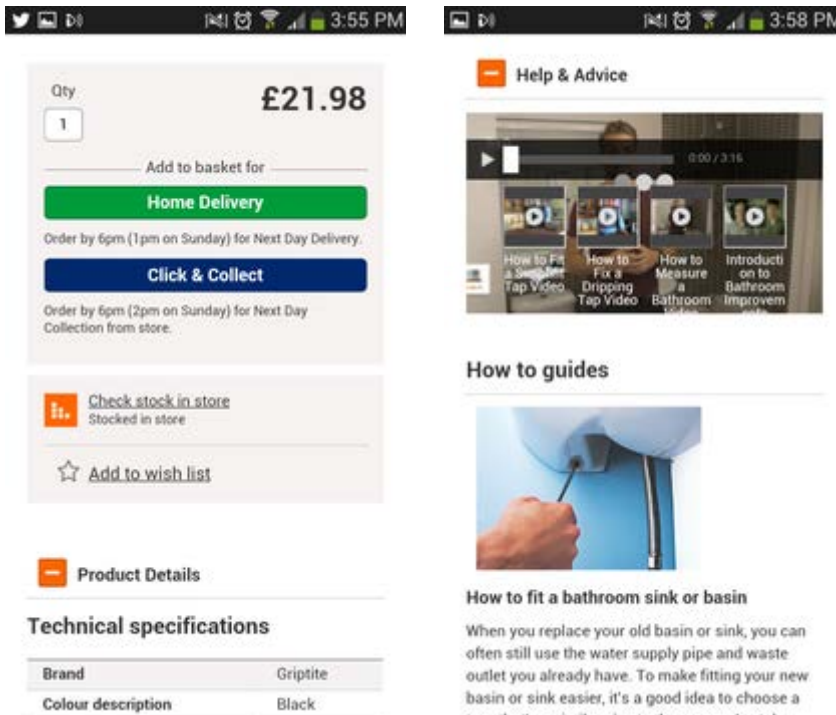
 **Griptite Black Stick On Tape (L)2.5m** **£21.98**
Product code 5014267059478
★★★★★
 **Added to basket** [Continue shopping](#) [Proceed to checkout](#)

Related Products

 Loctite Serious Stuff Grab Adhesive 40ml ★★★★★ (0) £3 Was £7.98 You save £4.98 (62.41%) View product	 Harris 250mm Wallpaper Scissors ★★★★★ (3) £4.58 Add to basket	 Bostik Blue Blu Tack ★★★★★ (0) £0.98 Add to basket
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When using a mobile the product pages look okay, but personally I'd prefer larger CTAs.

Also, I had real problems trying to get the videos to work properly.



The screenshot shows a mobile product page for Griptite Black Stick On Tape. The top section displays the quantity (1) and price (£21.98). Below this are two delivery options: 'Home Delivery' (order by 6pm for next day) and 'Click & Collect' (order by 6pm for next day collection). There are also links for 'Check stock in store' (stocked in store) and 'Add to wish list'. The 'Product Details' section includes a 'Technical specifications' table:

Technical specifications	
Brand	Griptite
Colour description	Black

The right side of the page features a 'Help & Advice' section with a video player showing a grid of videos: 'How to Fit a Single Lever Tap Video', 'How to Fix a Dripping Tap Video', 'How to Measure a Bathroom', and 'Introduction to Bathroom Improvement'. Below the video is a 'How to guides' section with a video titled 'How to fit a bathroom sink or basin'. The text below the video reads: 'When you replace your old basin or sink, you can often still use the water supply pipe and waste outlet you already have. To make fitting your new basin or sink easier, it's a good idea to choose a new basin that's a similar size to the one you're taking out.'

Shopping basket and checkout

The shopping basket ticks all the best practice boxes with a detailed product summary, security reassurances, and upfront delivery costs (it's free).



Unfortunately it then hits the skids by failing to [offer a guest checkout](#).

Forcing people to register an account is a common cause of [basket abandonment](#), yet B&Q has decided to hit customers with it on the first page of the checkout.

The reason for this is likely to be that B&Q wants to have a unique identifier for customers across online and offline channels.

Durbridge previously told us that the company was trialling Wi-Fi in-store that used the same login as the website.

Welcome

The screenshot shows two side-by-side form panels. The left panel is titled 'Sign In' with a '* Required' label. It contains the text 'To continue with your order, simply sign in below.' followed by two input fields: 'Email address *' and 'Password *'. A yellow question mark icon is next to the password field. Below the fields is a link 'Forgotten your password' and an orange 'Sign In' button. The right panel is titled 'New customer' with a '* Required' label. It contains the text 'Simply complete your details below and click "Continue".' followed by three input fields: 'Email address *', 'Create password *', and 'Retype password *'. A yellow question mark icon is next to the 'Create password' field. Below the fields is an orange 'Continue' button.

Once the login is out of the way the checkout is quick and simple, and again ticks many boxes for best practice.

It uses a progress bar, persistent order summary, [postcode lookup tool](#), and the checkout is enclosed. Also, text fields are kept to a minimum and surrounded by plenty of white space.



Basket ✓ Details ✓ Payment ▶ Review

Payment

Card details * Required



Card type *

Card number *

Start date

End date *

Name on card *

Issue number

Security number * ?

Click & Collect		
Product	Qty	Price
Griplite Black Stick On Tape (L)2.5m	1	£21.98
Basket subtotal		£21.98
Delivery		FREE
Total cost		£21.98

Billing address

Use your delivery address or search for your billing address automatically.

Use contact address

House number

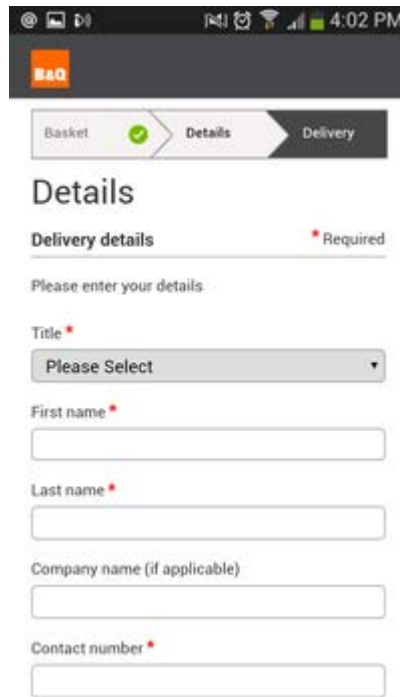
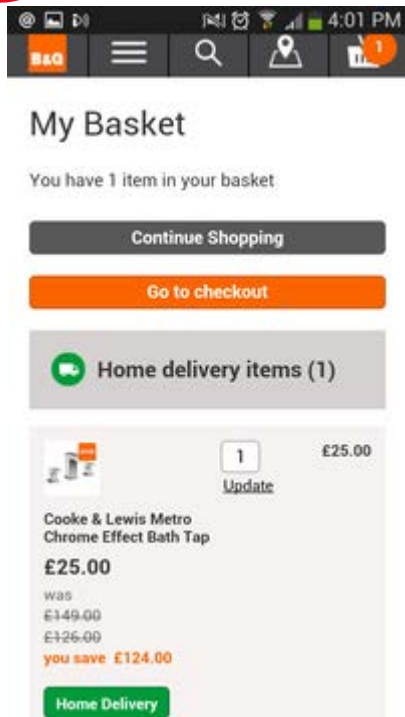
Postcode *

[Enter address manually](#)

Save payment card details for future use

You can review this order before you pay

Again, the checkout looks good on a mobile screen and the checkout makes use of a numerical keypad where relevant.



In conclusion...

B&Q's new site is a central part of its wider omnichannel strategy. It's for this reason that in-store functionality (e.g. click & collect, stock checker) is given such prominence, and it also explains why customers are forced to register an account.

Overall it's a decent first stab at building a new responsive site and presumably B&Q will roll out upgrades over time.

Whether or not it justifies the £60m is not up to me to decide. I think that sum is partly PR spin, and partly down to the cost of integrating the site in-store and adding B&Q's massive product range to a new database.

Hopefully we'll be able to find out more from B&Q in due course.

Link: <https://econsultancy.com/blog/65593-b-q-s-new-60m-responsive-website-reviewed#i.14a51hw1dvqfnr>