



# CASE STUDY



EMPATHY.CO

## CONTENTS

- / Analysis and Insights
- / Strategy and Implementation
- / Results
- / Summary

A series of thin, white, overlapping curved lines that sweep across the top of the page, creating a sense of motion and design.

# CONTENTS

## 01 ANALYSIS AND INSIGHTS

From Hybris Search  
to Empathy 3

## 02 STRATEGY & IMPLEMENTATION

Search,  
get inspired and have fun! 5

## 03 RESULTS

Quick integration  
and impact 11

## 04 SUMMARY

Playfulness 14

A close-up, profile shot of a young boy with short, wavy red hair. He is looking down at a smartphone held in his hands. His left hand is near his mouth, with fingers slightly curled. He is wearing a dark blue long-sleeved shirt with a blue and white striped pattern on the shoulder. The background is a soft, out-of-focus light blue.

# FROM HYBRIS SEARCH TO EMPATHY

# EMPATHY.CO

Rethinking the search experience and improving the relevance of results running on the native Hybris search platform in SAP Commerce Cloud was a strategic item in Toys R Us digital transformation agenda.

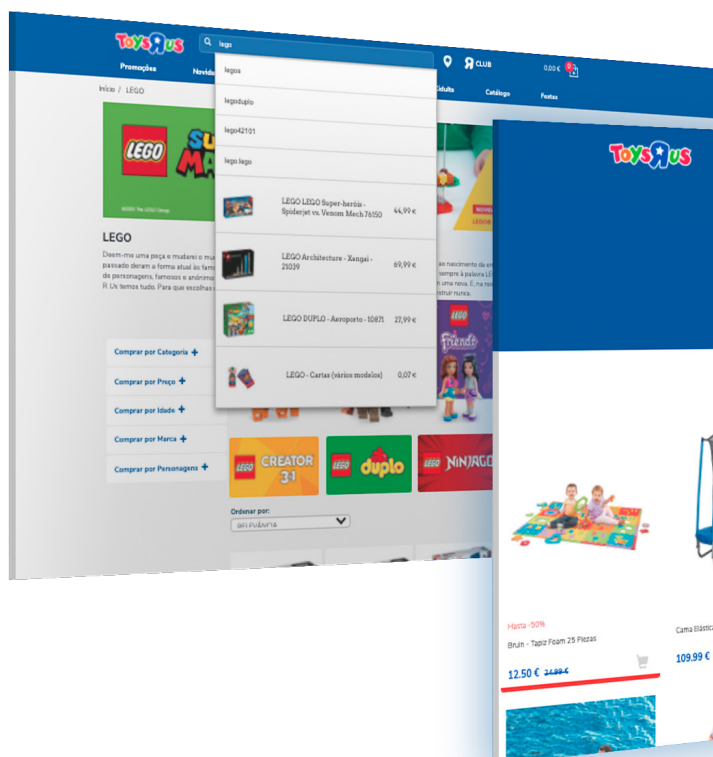
Toys R Us and Empathy.co started the Search Project in January 2020, and the project was launched in March, in the midst of the COVID crisis with social confinement raising a high demand for fun and entertaining products aimed at children

The brand's aim was to improve the search experience at Toysrus.es and Toysrus.pt by achieving audacious milestones such as anticipating the customer's request, providing search suggestions 'as-you-type', and supplying a ranking of search results that is more aligned with the behaviour of the customer.

All of that had to flow in a fun, personalized and original way too!.

Considering commercial needs and the desire to adapt to a broader audience, Toys R Us and Empathy.co have been working together in what has been one of the year's most innovative and intuitive designs in terms of search and one of the most important take-offs of 2020.

Technology and designs were developed upon the premises of less typing, more clicking and, definitely, more fun.





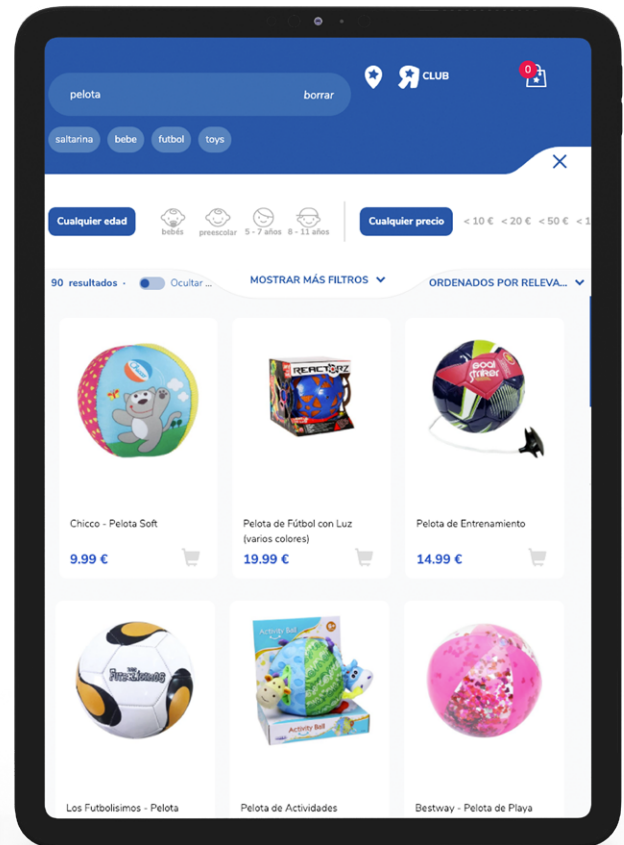


SEARCH,  
GET INSPIRED  
AND HAVE FUN!

# EMPATHY.CO

With the first release at Toysrus.es and with the next release planned for Toysrus.pt, the search experience has been completely revamped. The site now achieves a more expressive, joyful and engaging interaction that also delivers real business results.

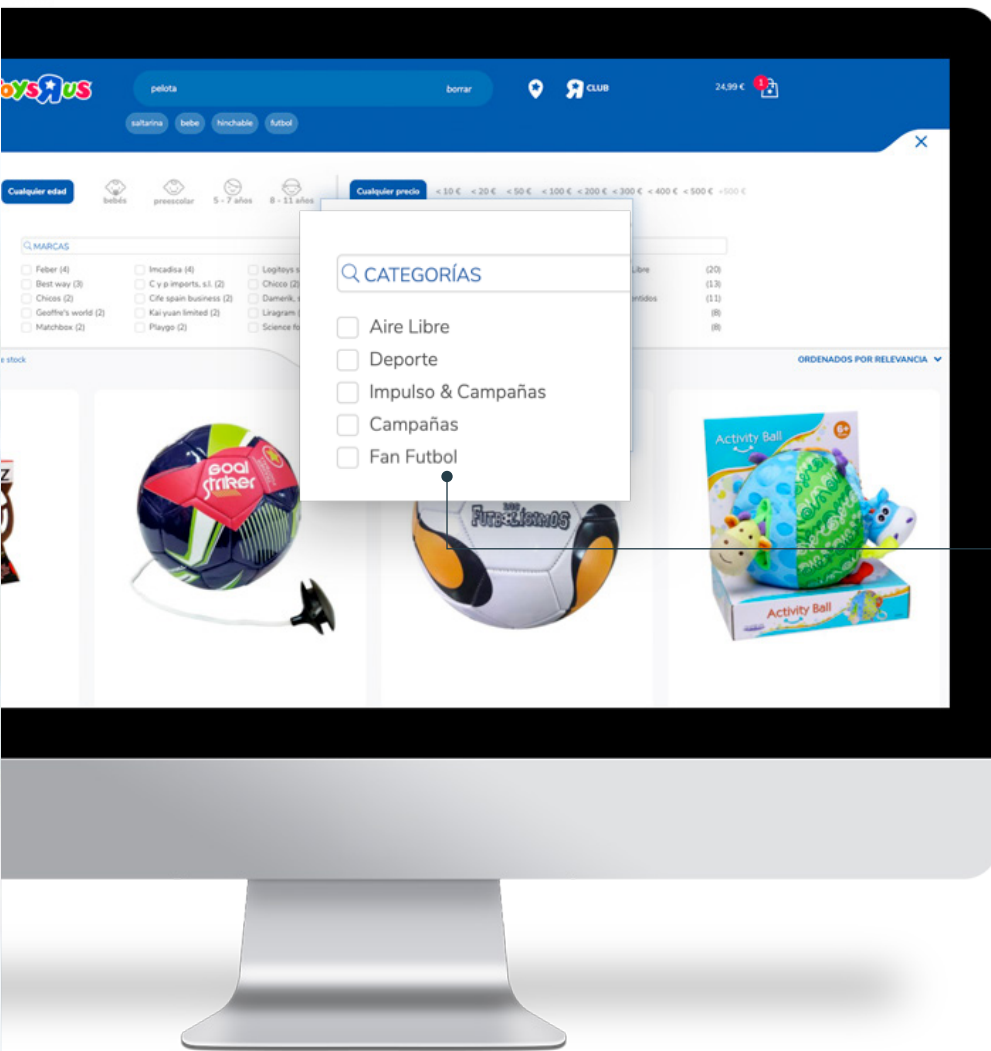
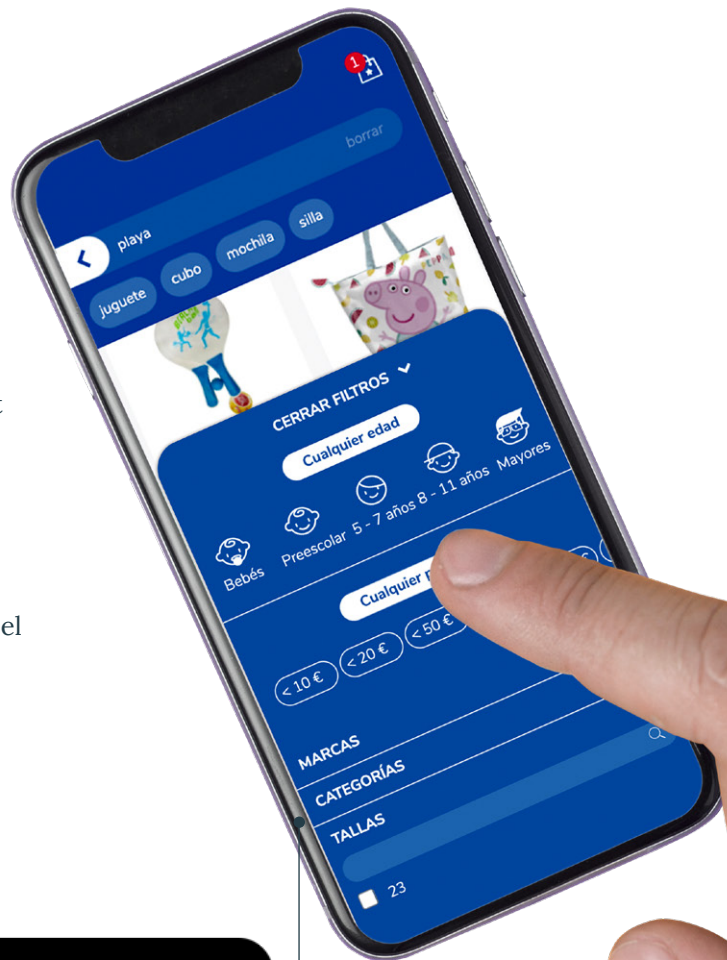
But how did we get there? Having established the priorities and identified the potential enhancements, Empathy developed components to help guide and inspire shoppers by understanding and anticipating their needs to ensure that results would be not only more accurate but also tailored to the shopper intent.



# Advanced filtering

The ways products can be filtered, and the multiple options available for playing with the different facets, has been redefined in ways that are visual, dynamic and readily understood.

The adoption of visual facets, price selector and the multi-selection hierarchical filters has enriched customer interactions, make people feel good because their needs are understood and visually supported.



**VISUAL  
FACETS**

**SEARCHABLE  
FILTERS**





## VISUAL FACETS

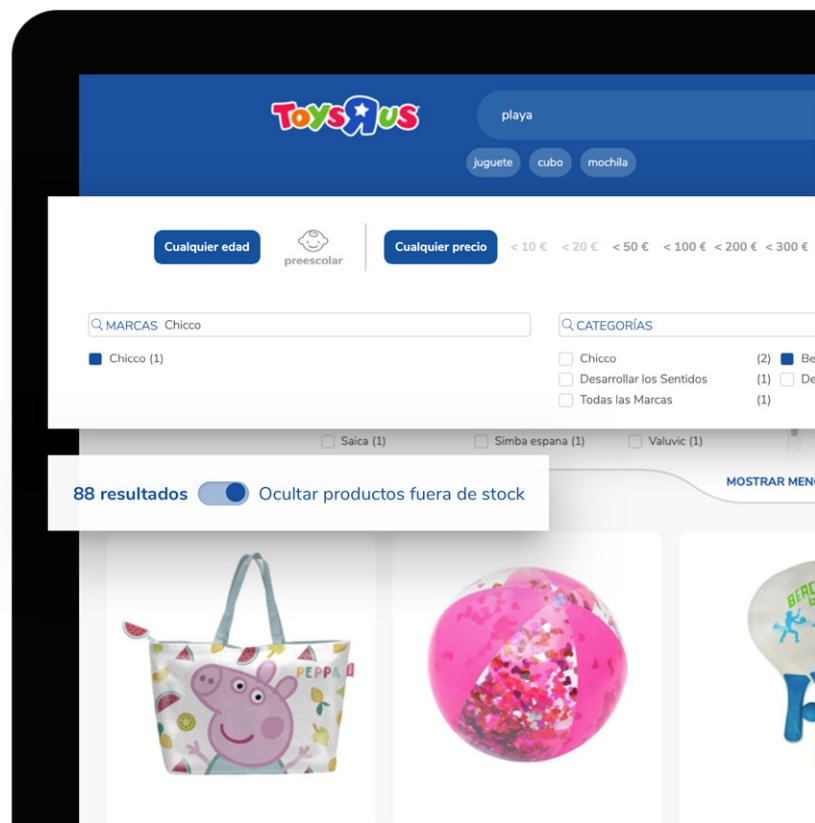
It was a great challenge from a design perspective; these personalized facets were exclusively created for Toys R Us in a way they are attractively presented. The suitable age or the price range can be easily and cozily selected.



## SEARCHABLE FILTERS

With a huge catalogue and several product categories, it was critical for Toy R Us to easily show the multiple options available for certain products and facilitate the way these options can be explored. Some filters such as brand, size or category were made expandable and searchable, so that a user could look for a specific brand by typing it in case it is not shown with the first options of a filter.

Changing the way people interact with filters, and putting these interactions at shoppers' fingertips, has been one of the most successful achievements from the Toys R Us search-experience redesign.





# Search suggestions

A Suggestions layer starts offering suggestions from the shopper's first click on the site search box, even before the user has started to type.

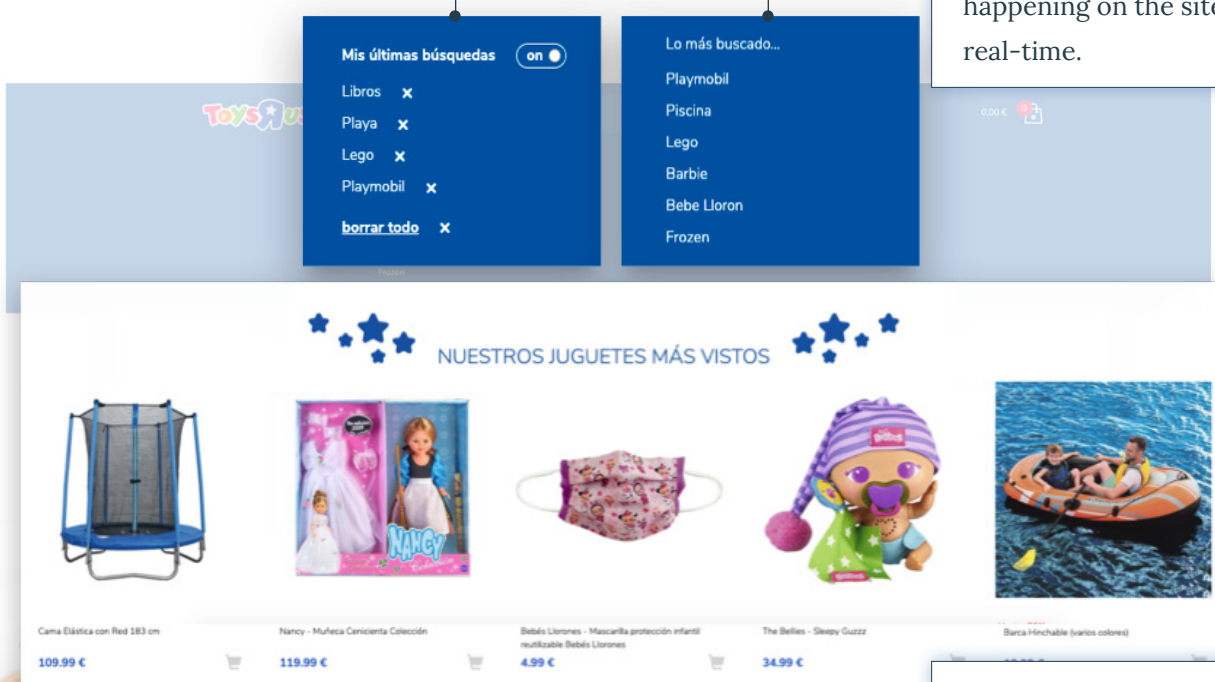
Within the main scope of building a textless experience, in the first interaction with Search, Toys R Us now offers three approaches to assist shoppers in finding what they're looking for:

## RECENT SEARCHES

The last six queries typed by user, allowing users to repeat and alter recurring queries.

## SEARCH TRENDS

The most popular searches happening on the site in real-time.



## MOST POPULAR SEARCH

Top clicked products are automatically suggested once the search experience starts, facilitating the clickthrough on them.

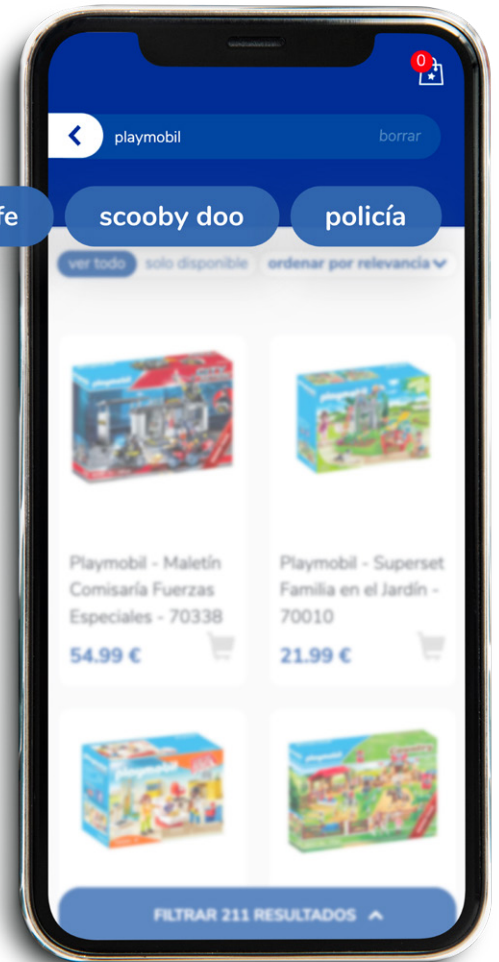


# Discovery elements

Right after typing a query, Toys R Us guides customers to discover more product attributes, to better refine their search or just to find new products offered within the catalogue that are related to their search. That is possible by storing previous users' behaviour so different guidance elements are shown to nurture a great search journey.

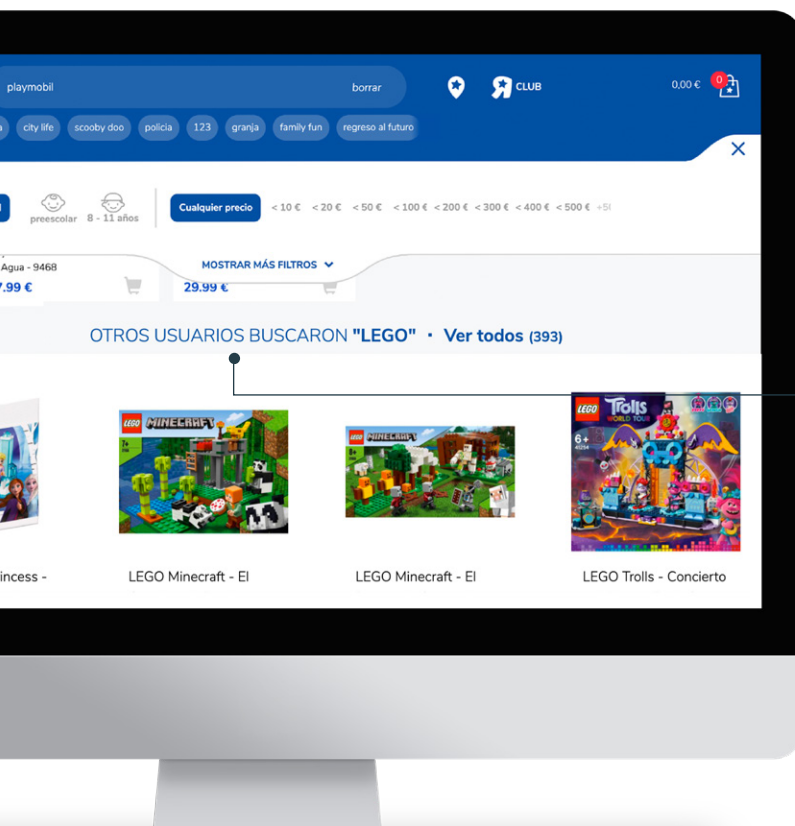
## RELATED TAGS

Related Tags help shoppers to refine their search with just one click on the tagged word that better aligns with the search intention. In that way, users can specify, and also discover, particular product categories and attributes.



## NEXT QUERIES

These are shown after a long scroll to show more options that other people who carried out the same search then looked at next. Once the user has checked all the potential products for a search term, this feature provides inspiration as well as additional discovery options based on previous searches from people with similar tastes.







03  
RESULTS

# QUICK INTEGRATION AND IMPACT



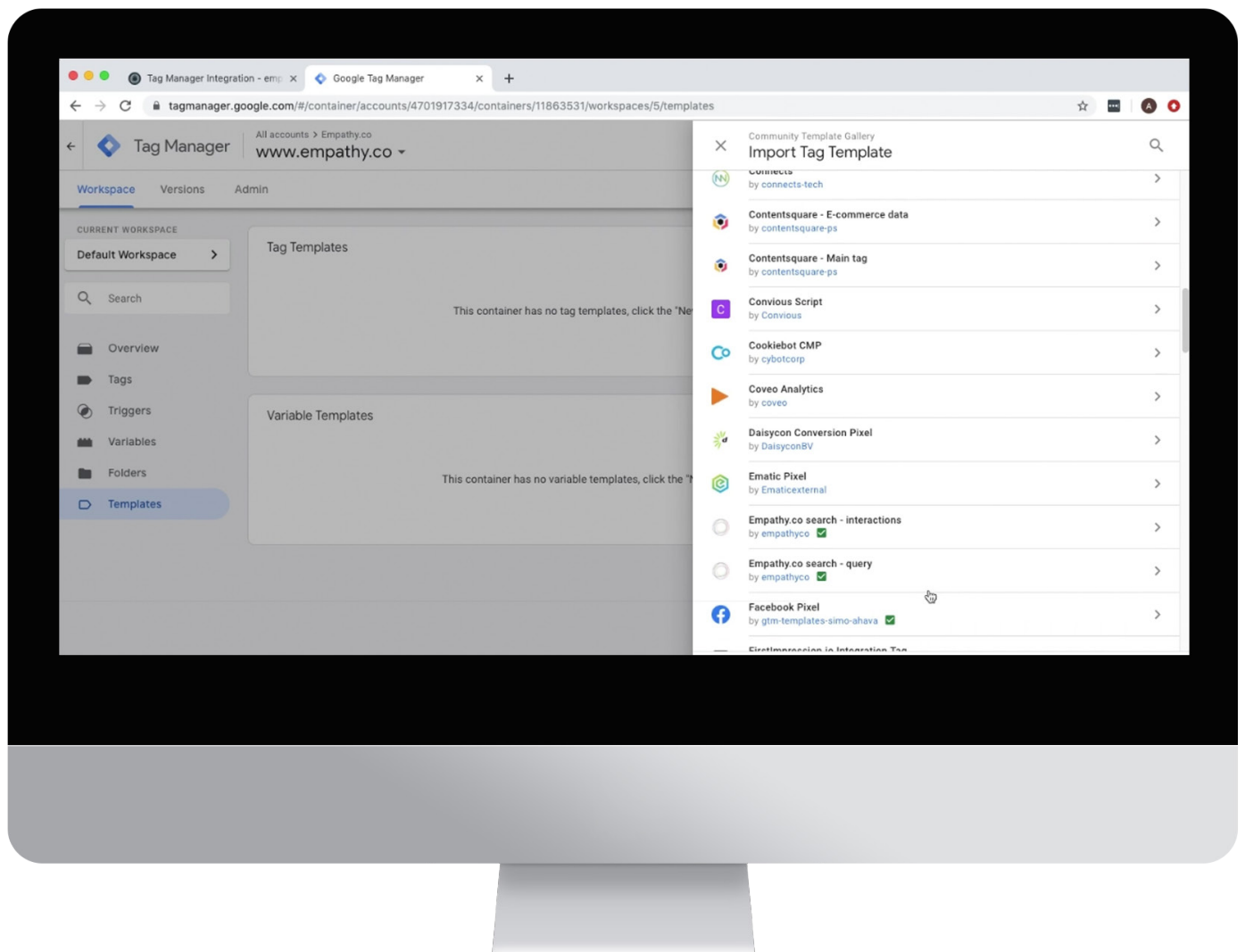
# Data integration

Toys R Us was using Google Tag Manager (GTM) as their service for integrating all the different marketing and analytics tools that track events on their website. So that, before any implementation and defining the key aspects for a new search we integrated their Google Analytics data through the GTM Empathy connector.

By [adding Empathy.co Search tags](#) within the Tags container on GTM, and configuring a few variables and filters

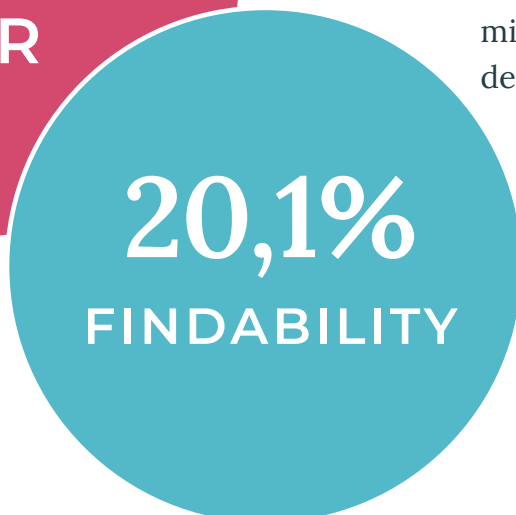
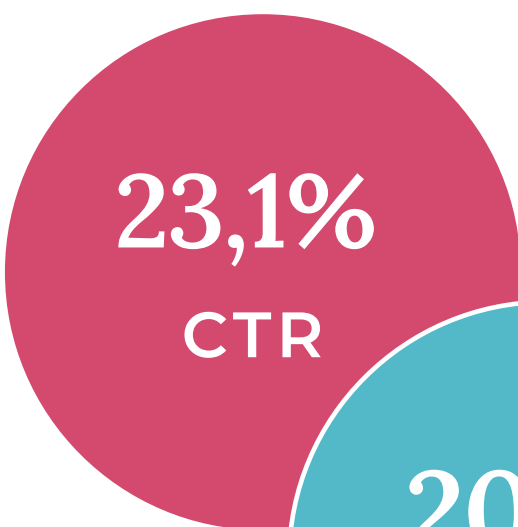
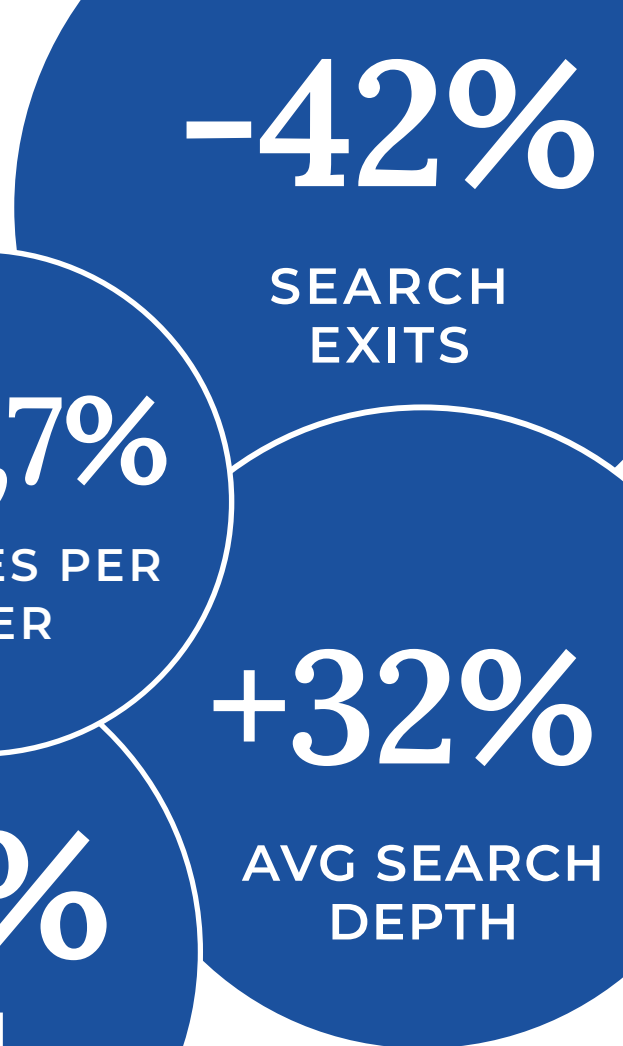
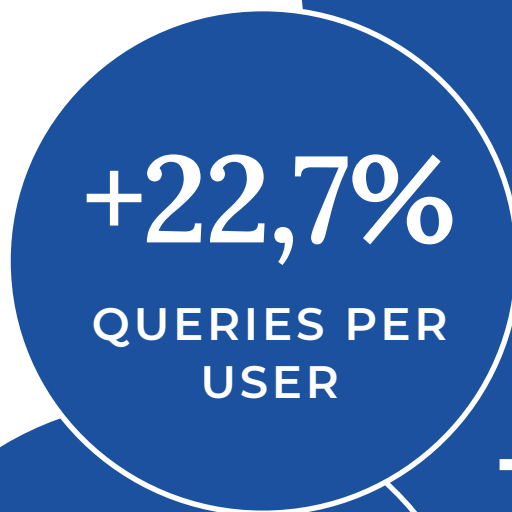
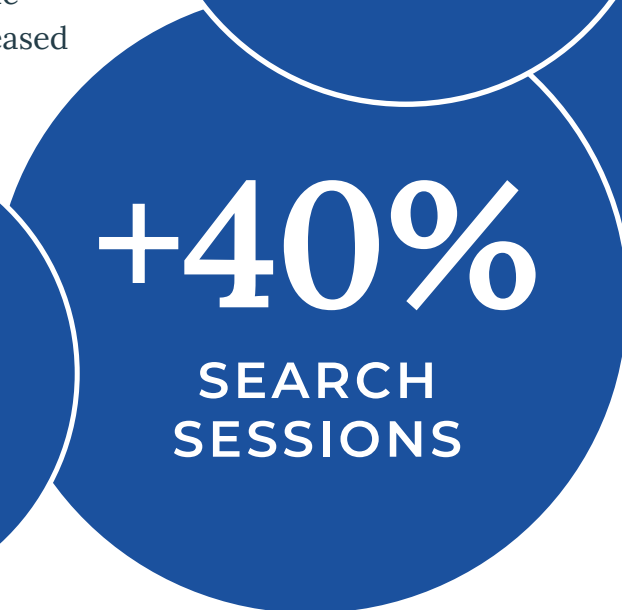
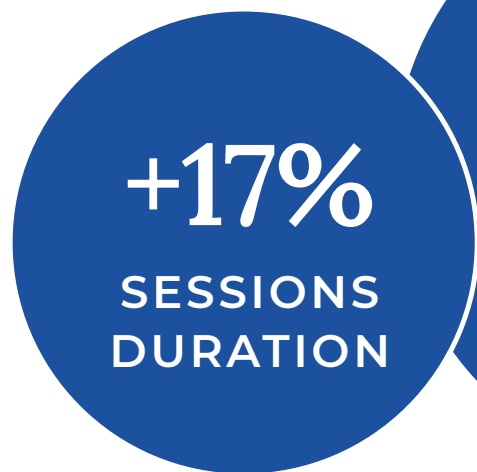
*Voilà!*

The Empathy Tagging was fully integrated, and we were able to gather all the data for comparing search performance before and after the Empathy release.



# Analytics

The number of sessions per user has increased by 40% since Empathy's collaborative redesign went into production, and shoppers' time spent on the site using Search has increased significantly.



## CTR AND FINDABILITY

Regarding click-on-results pages, the new search analytics show a small gap between CTR and Findability.

This is a really good indicator of a minor effort when trying to find the desired results!



04  
SUMMARY

PLAYFULNESS



Through understanding people behaviour and re-designing the site search, Toys R Us has successfully fulfilled their mission: to reach a broader audience and perfectly guide – and inspire- the communication between people and the products catalogue.

What's more, Toys R Us has not just increased their visitors, they have built a much more conversational experience offering more options, filters and categories to help guide but also provide some fun during the search journey, generating emotion and enjoyment.

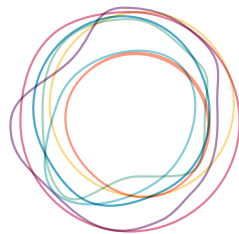
This is what search and navigation consists in, in having fun.

“With Empathy.co we have totally revamped our search. From the first implementation the outcomes were really great in terms of UX and relevancy on search results. Search and Discovery are now as playful as our products at Toys R US!”

**Mireya Masclans**

Head of eCommerce  
TOYS R US





emPATHY.CO

LONDON | ASTURIAS | GALICIA