What is a hero image ?

An ecommerce optimised product image

Help online shoppers select the correct product faster

Conventional pack shot

Hero image

SKIM

UNDERSTANDING ONLINE NEEDS & BEHAVIOUR

QUANTIFICATION OF ONLINE BEHAVIOUR

PATH TO PURCHASE / DECISION JOURNEY

CONTENT OPTIMISATION

PORTFOLIO OPTIMISATION

DISRUPTION ONLINE

EVERYWHERE

FAST & EASY

SKIM

93%

Smartphone penetration

80%

Online shopping penetration

SKIM

THE MOBILE CONVERSION GAP

Cannot see product detail

Navigating is difficult

THE NEW STORE REALITY

Limited space to advertise in store

vs

Nearly infinite online space →

(!) **Challenge: stand out**

SKIM

UNDERSTANDING ONLINE NEEDS & BEHAVIOUR
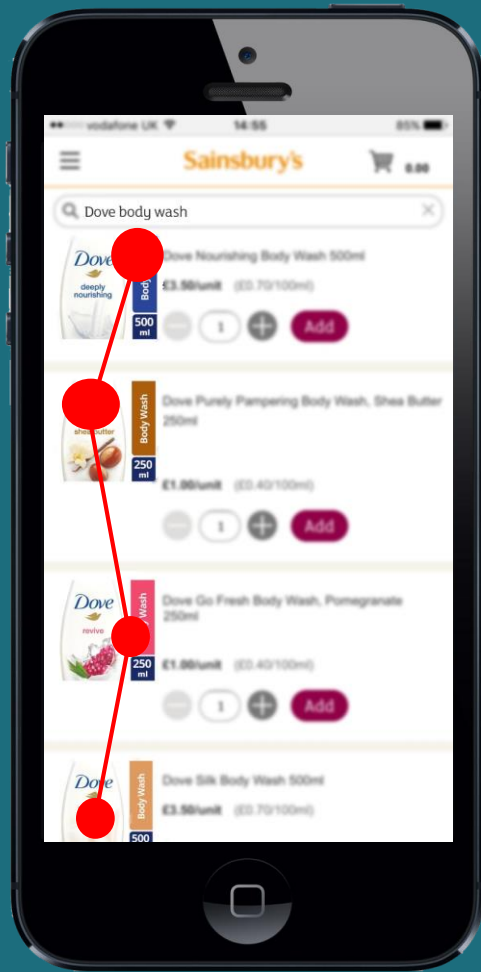
QUANTIFICATION OF ONLINE BEHAVIOUR

PATH TO PURCHASE / DECISION JOURNEY

CONTENT OPTIMISATION

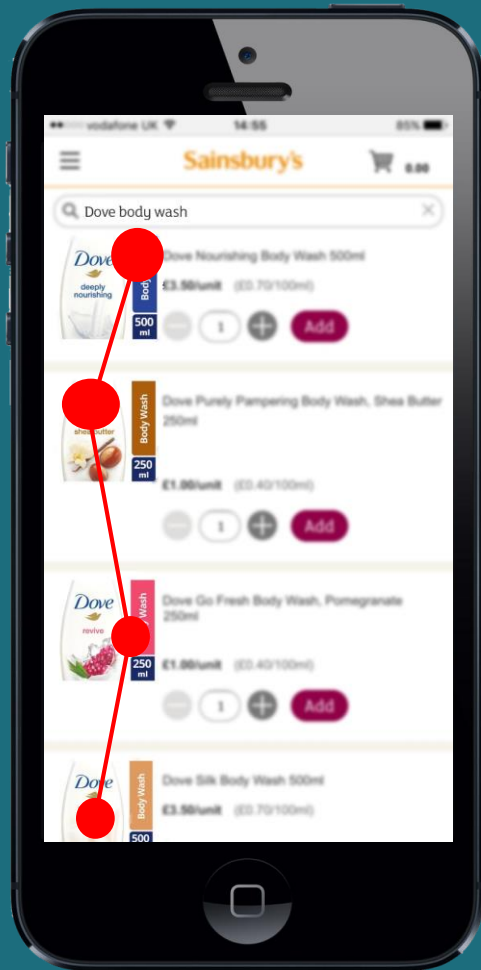**PORTFOLIO OPTIMISATION**

DISRUPTION ONLINE

People scroll **FASTER** on mobile

They
VISUALLY
SCAN

Because it's
*quicker to look
at images*
than to read
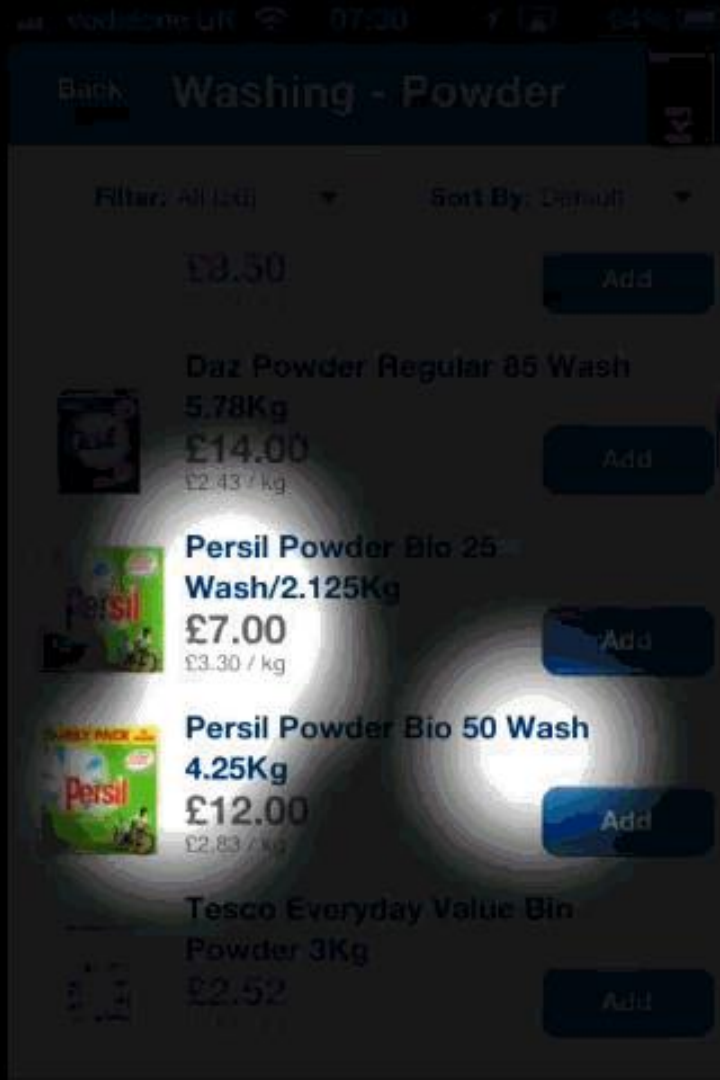
SKIM

HERO IMAGES

SKIM

What is a hero image ?

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Help online shoppers to select the correct product faster

Recognition of 4 basics

1. BRAND
2. PRODUCT FORMAT
3. VARIANT
4. PACK COUNT / SIZE

SKIM

What is the brand? **MAYBE**

Shampoo or conditioner? **NO**

Colour Revitalise or Keratin Smooth? **NO**

Pack size? **NO**

What is the brand?   YES

Shampoo or conditioner?   YES

Colour Revitalise or Keratin Smooth?   YES

Pack size?   YES
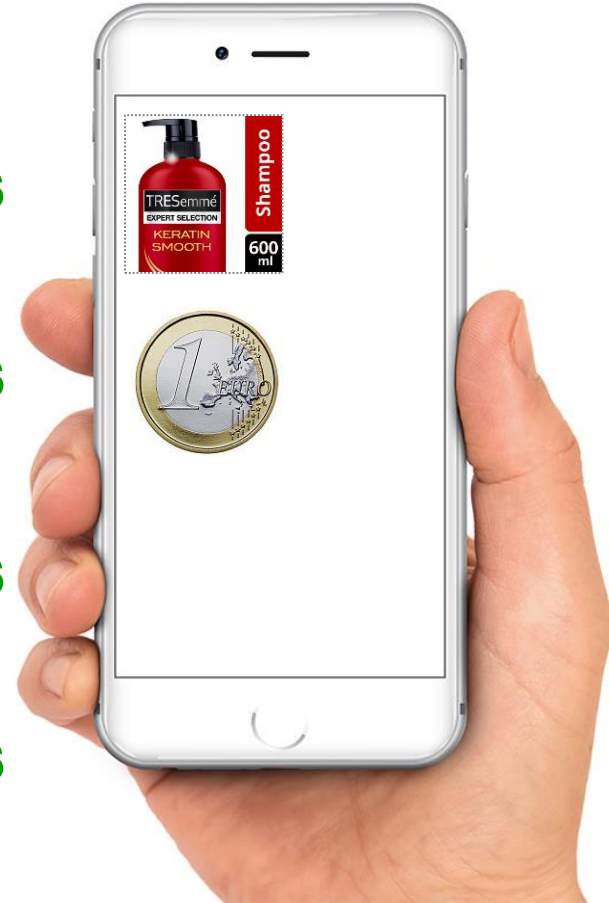
Conventional packshot

Mobile ready hero image (Cambridge Standard)

COUNT THE PACKS

Watch the mobile screen

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We simulated the shopping process, and measured the impact of many different scenarios (A/Z testing)
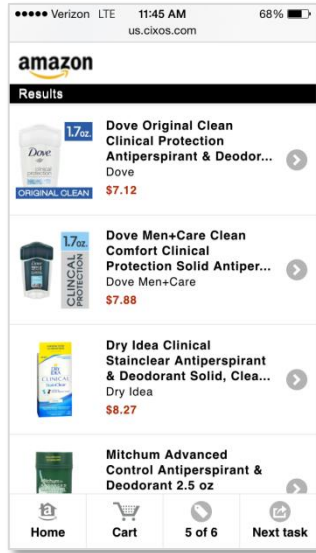
Search result overview

More details on product page

Zoom in function to evaluate pack

Product added to the basket!

SKIM

Hero images significantly increase conversion – SKIM created guidelines for the most effective Hero images

+4%

Hair Spray
(mobile)

+8%

Shampoo
(mobile)

+14%

Shampoo
(PC / Desktop)

SKIM

2018
Hero Images now…

SKIM

Rennie Peppermint — 12 tablets

NIVEA Creme All Purpose Moisturiser — 150 ml

NIVEA Body Lotion Rich Nourishing — Body Lotion — 400 ml

Kleenex Mansize x2

Berocca Orange — 45 tablets

Sensodyne Pronamel Multi-Action — 75 ml

Sensodyne Pronamel Extra Freshness — 75 ml

Andrex 75 Years Classic Clean — Family Pack — 16

Andrex Classic Clean — Multi Pack x4 — 4x 40

Häagen-Dazs White Chocolate Almond Ice Cream — 3

Häagen-Dazs vanillas cookies & cream

Kellogg's Corn Flakes — 790 g

Kellogg's Crunchy Nut — 750 g

Harpic Germ Stain Blaster — 2 pieces

Vanish Gold Multi Pack — Pre-treat, in-wash & soak — 2 kg

Johnson's baby shampoo Shampoo — 300 ml

Listerine Total Care mouthwash — 95 ml

Johnson's Gentle Everyday Care baby wipes — 4 packs — x224 wipes

Hero Image Guidelines

UNIVERSITY OF CAMBRIDGE
Engineering Design Centre

http://ecommerce.inclusivedesigntoolkit.com/

Holding out for a (mobile ready) HERO

They're a mouthful - and surprisingly controversial. Can a new standard finally create consensus on mobile ready hero images?

Next step: Differentiate!

Help shoppers see that
your product is awesome!

Before   **After**

Thank you

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