EXPLAIN

Understand the what, why, and how
of each result

EMPATHY.CO

INTRODUCTION

Explain is a tool within the Empathy Platform Playboard that gives merchandisers detailed insight as to **why products are positioned the way they are** and presents them with a playful way to understand all of the factors that affect product scoring.

Having the **product scoring explained** with such granularity gives brands and merchandisers the ability to comprehend what is driving product positioning, and therefore provides them with the information needed to **make key decisions and take action** accordingly. Explain provides an intuitive, joyful experience for controlling search results and adapting them to business needs.

BUSINESS VALUE

Explain gives merchants the visibility needed to ensure they know exactly why product results appear as they do, empowering them to use that knowledge to enhance their brand experience.

Offering explainability is a crucial part of ensuring merchandiser centricity and gives ecommerce stores **enhanced control over their search results**, product catalogue and the way their customers experience their brand.

FEATURES

Recent searches and queries appear in real time as product bubble buttons that provide direct access to the associated data within Explain. With an experience that is **customised for each brand**, merchandisers see and receive exactly what they need, in order to do the same for their shoppers.
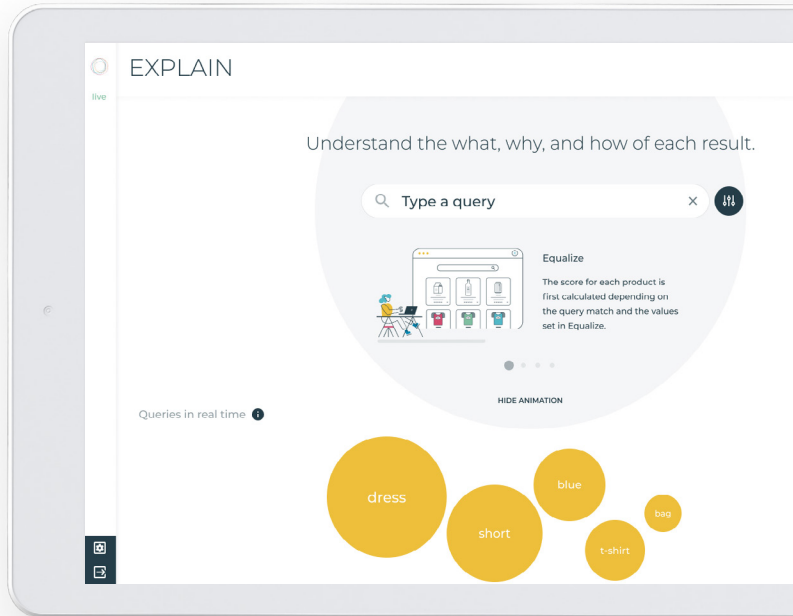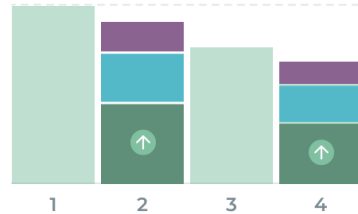
BAR CHART VIEW

For a quick view of product ranking, the product bar chart that appears at the top of the Explain tool gives merchandisers a visual, colour-coded breakdown of product scores.
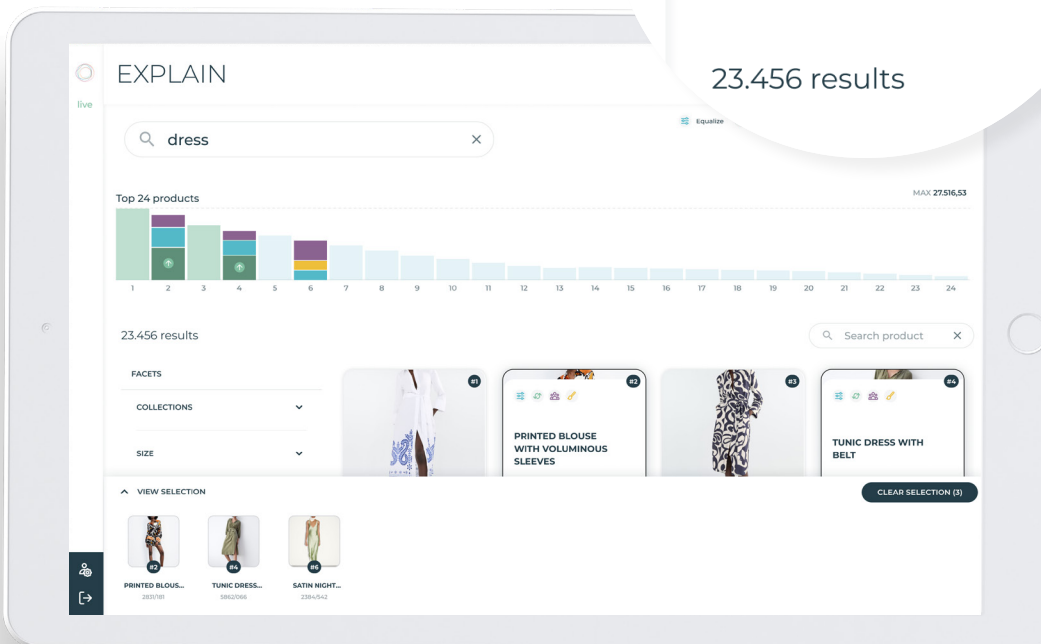The tool displays the **factors that are affecting the score**.
This feature is hidden when scrolling down the page, offering an expanded area in which to view the product cards, while the legend remains visible for at-a-glance understanding.
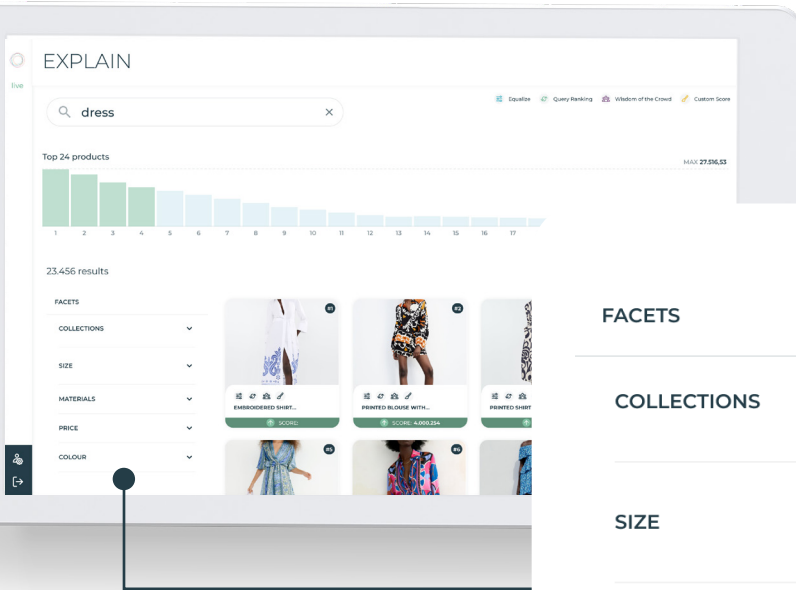
Top 24 products

1   2   3   4

23.456 results

EXPLAIN

live

🔍 dress   ✕

Equalize

Top 24 products   MAX **27.516,53**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

23.456 results   🔍 Search product   ✕

FACETS

COLLECTIONS   ⌄

SIZE   ⌄

#1   #2   PRINTED BLOUSE WITH VOLUMINOUS SLEEVES   #3   #4   TUNIC DRESS WITH BELT

VIEW SELECTION   CLEAR SELECTION (3)

#2   #4   #6
PRINTED BLOUS...   TUNIC DRESS...   SATIN NIGHT...
2831/181   5862/006   2384/542
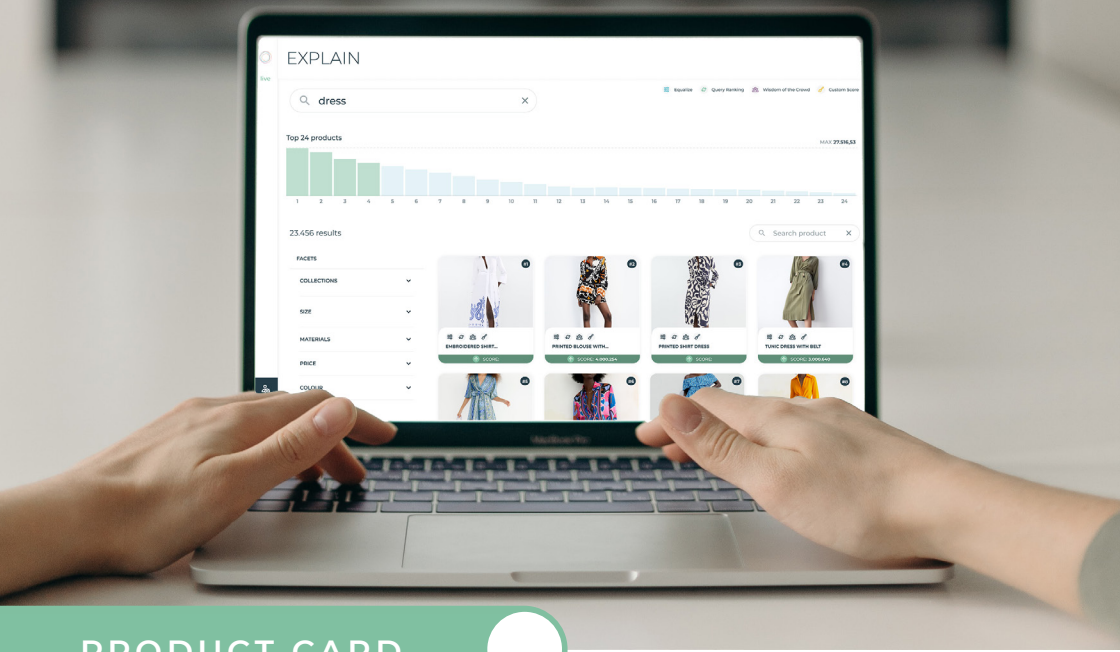
Merchandisers have the ability to comprehend the position of products as it pertains to the facets applied when filtering queries.

Having X Component technology integrated into the Empathy Platform Playboard gives merchandisers the **flexibility to implement facets** such as brand, category or size, and view the results accordingly.

PRODUCT CARD

In addition to the product image, name and position, scoring factors are visible, along with boost and bury info. Hovering over the card provides a quick view of the complete product name. Plus, the product ID can be copied directly from the card, giving merchandisers **the power to work fast**, efficiently, and perform a deeper product analysis.

EMBROIDERED SHIRT...

SCORE: 3,000,640
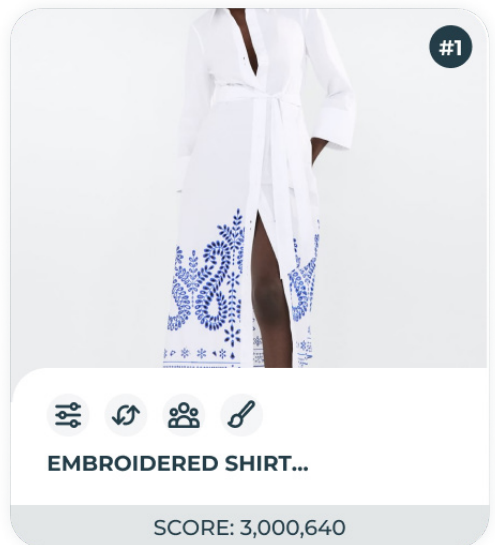
PRODUCT POSITION

The position of each product is displayed in its respective product card in the results grid, offering merchandisers a **crucial data point at-a-glance**.

This makes it even simpler to achieve an overview of each product's standing, as well as for the query as a whole, prior to clicking on an individual product to acquire details about the scoring.

#1

EMBROIDERED SHIRT...

SCORE: 3,000,640
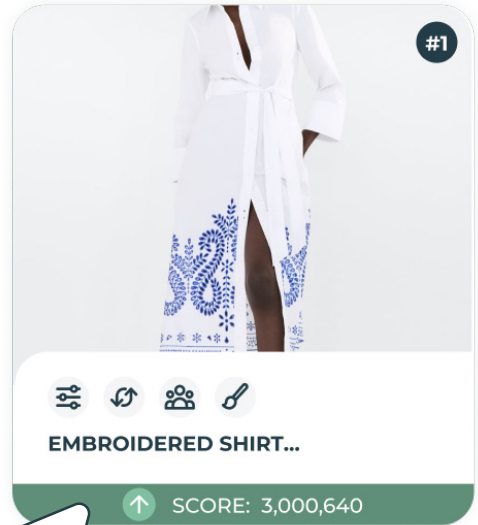
Equalize

Wisdom of the Crowd

Query Ranking

Custom Score

The visual representation of product positions within **Explain saves merchandisers time** while offering insight as to why items appear where they do.

PRODUCT DETAILS

Upon clicking on a product to learn more about the factors involved in its position and scoring, revamped, visually-enticing dropdowns offer insight in the form of a bottombar. Details are shown in sections and denoted with their specific symbols.

EQUALIZE ⌄	120	0
QUERY RANKING ⌄	3,000,000	1,000,000
WISDOM OF THE CROWD	150	50
CUSTOM SCORE	370	312
TOTAL	3,000,640	1,000,362
TIEBREAKERS ⌄	0	0
OPTIMIZE		

The bottombar can also be expanded to **compare and contrast products**. Products from the results grid can be added to the collapsed bottombar and merchandisers can then amplify it, once they have selected all the pertinent items to evaluate.
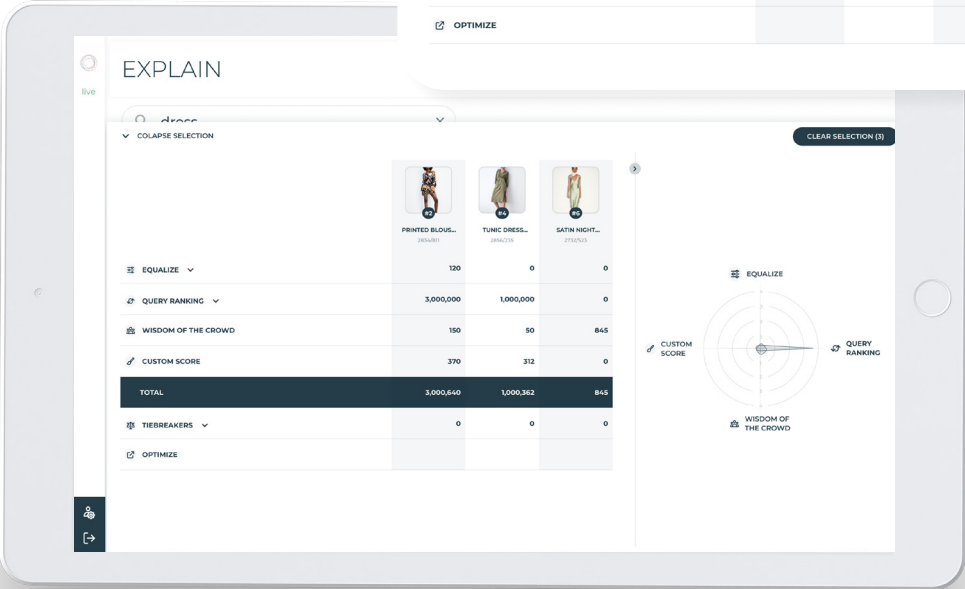
PRODUCT GRANULARITY

The measures merchandisers have applied to their catalogue definitions and the business rules they have implemented, along with Wisdom of the Crowd popularity data, cross over into the Explain tool for increased granularity and clarity.

This is key for **understanding the impact made by configurations** within all the Empathy Platform Playboard tools.

CONCLUSION

The Explain tool in the Empathy Platform Playboard gives merchandisers detailed, granular information about product results. Not only does Explain help brands and merchants understand why products are appearing in certain positions, but gives them the insight they need to make modifications to create the most relevant, enticing shopper experience possible.

More search result data for merchandisers means an enhanced shopping experience for customers.

To see everything Empathy Platform has to offer,

check out our documentation in detail!

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