PRONOVIAS
BARCELONA
CASE STUDY

EMPATHY.CO

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THE IMPORTANCE OF DISCOVERY

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With the aim to bring more happiness to the world by dressing their customers' dreams with style and being the best partner to their clients, Pronovias Group is available through Pronovias.com in 100 countries. The world leader in the bridal sector counts on more than 100 physical stores and franchises and more than 4,000 points of sale, reaching all corners of the world.

Providing a unique shopping experience is vital both for the online stores and for the physical ones. This is even more true considering that today's brides look online for the ideal trends and styles on which to base their dream dress. That's why Pronovias rethought their digital experience and focused on the discovery element that makes it possible to explore, admire and select from a unique catalogue with diverse styles and trends.

With low search usage, compared with standard navigation, Pronovias chose Empathy.co to first study the best approach for revamping its Search and Discovery and, second, kick off a new and more personalized and relevant experience guiding brides to fulfil their dreams on one of the most important days of their lives.

According to the several research studies made by Pronovias about their customers and brides-to-be, choosing the wedding dress is the most complicated task and decision when preparing a wedding. Many times, the bride doesn't know how to start the exploration for the - probably - most expensive dress of her life.

There are many kinds of brides and styles, and Pronovias provides options for every personality, stylishness and dream. There are different possibilities to fit any bride's body and attitude towards the wedding: jump suits, short length, non-white dresses, ruffles, capes, slits, feathers... The great challenge for Pronovias has always been to understand their brides and make them feel confident within her own style and body.

STRENGTHENING THE OMNICHANNEL EXPERIENCE

▶ PLAY
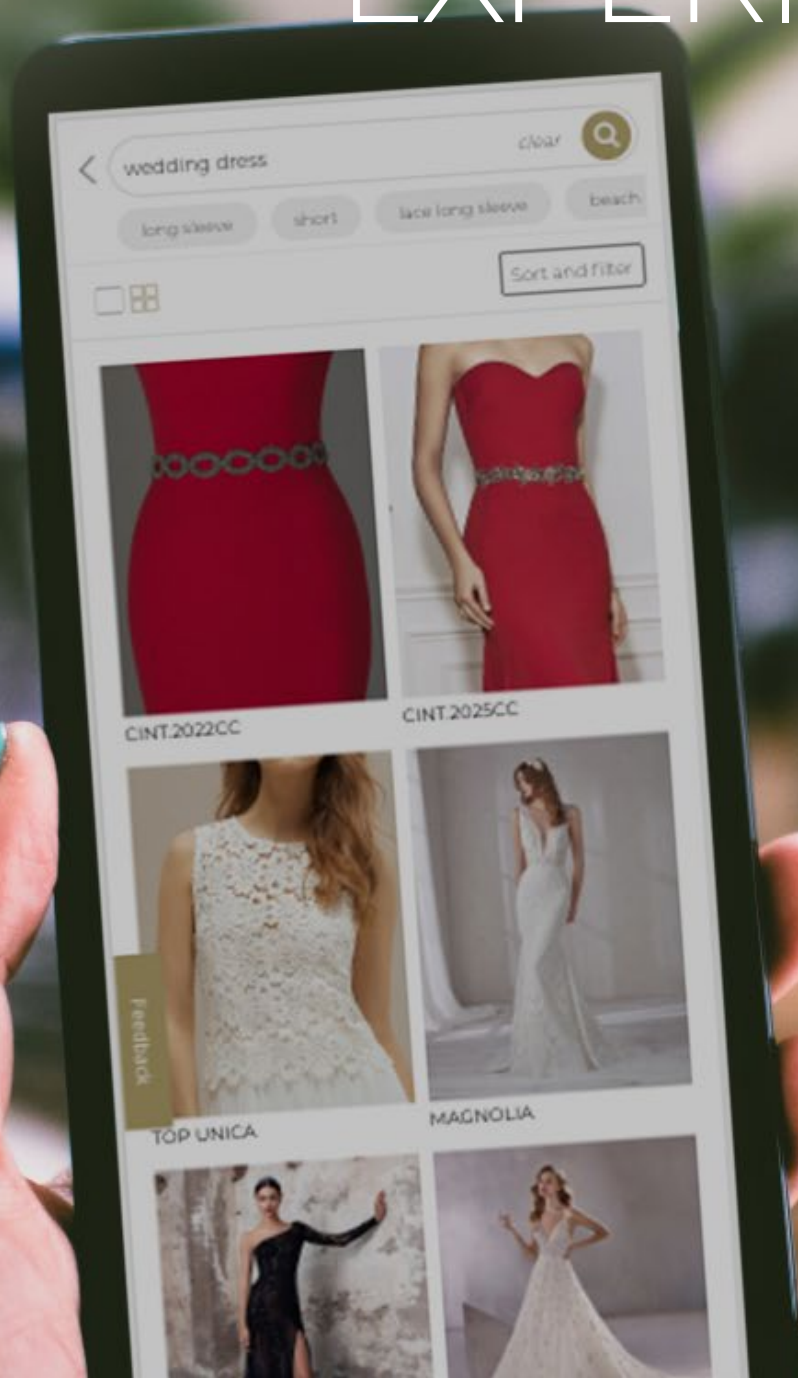
ALCYONE

REQUEST AN APPOINTMENT

FIND YOUR STORE

PRODUCT DETAILS _____ —

Mermaid dress in crepe with plunging V-neck and
unique lace placements on illusion straps and bodice.

MORE DETAILS _____ —

☆ Silhouette / Cut: Mermaid
☆ Neckline: V-Neck
☆ Sleeves: Straps
☆ Waist style: Waist
☆ Back neckline: Tattoo effect

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Website and physical store experiences cannot be siloed, especially for such a special journey as the search for a bridal dress. In this wedding scenario, the final transaction is generally made in store, and the try-on process and adjustments mean a lot within the purchasing decision, whether for wedding gowns or occasion wear. However, online visits

The online experience serves the offline by starting the discovery process, as the personal stylist helps to select the style, silhouette and materials that the bride-to-be desires

are, in most cases, the first contact with the brand, its attributes and its offer. Which means that this first approach must be encouraging and consistent with user intentions.

Today's brides script their own journeys across multiple channels and touchpoints, and every one of those trips matter. That's why the Pronovias website guides their customers to book an appointment with the nearest store once they have found something they like. That way, the online experience serves the offline by starting the discovery process, as the personal stylist helps to select the style, silhouette and materials that the bride-to-be desires.

What's more, from the moment Empathy. co and Pronovias embarked on this challenge, it was clear that the Search itself would be in charge of guiding the brides towards the different possibilities of the catalogue, introducing brides to glamourous,

feminine and sophisticated new styles and designs. The user's visual and tactile journey positions the bride as the protagonist in the story of her wedding, with less typing, more clicking and more fun: An entertaining Discovery process driven by user emotions and dreams.

DISCOVERING THE DREAM DRESS

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After the initial approach and establishing a strong understanding of Pronovias's necessities for revamping search and boosting sense of discovery, Empathy.co crafted new designs and identified additional functionalities and enhancements.

Empathy.co and Pronovias easily integrated new intuitive search features and customisable designs into Pronovias's site by adding Empathy Interface as a plug-and-play component. In that way Pronovias, once the desired requirements and search journey had been established, managed to integrate the cutting-edge search features in record time.

Search Suggestions

Pronovias's new suggestions layer now starts offering suggestions from the first click on the site search box, even before the user has started to type. Everything is designed for a textless experience where brides can click and play with the suggestions that fit their needs, or just type a query to find out more about dresses' particular attributes. These search suggestions include three approaches to assist users in finding what they're looking for:

Everything is designed for a textless experience where brides can click and play with the suggestions that fit their needs

RECENT SEARCHES

The last five queries typed by user, allowing users to go for recurring queries. There is also an option to clear previous searches or even to deactivate this function if a user desires, offering them full control.

TRENDING

Brides can now clearly and quickly see what's trending in terms of the most popular searches happening on the site in real-time. Knowing what other people search, or just how the different dress attributes are named, is a great help that allows users to take into account other attributes or categories that they were not even considering.

MOST POPULAR SEARCHES

Real products are automatically suggested once the search experience starts, so this last group of suggestions is designed in a more visual way, showing the list of most searched products and facilitating the clickthrough on them.
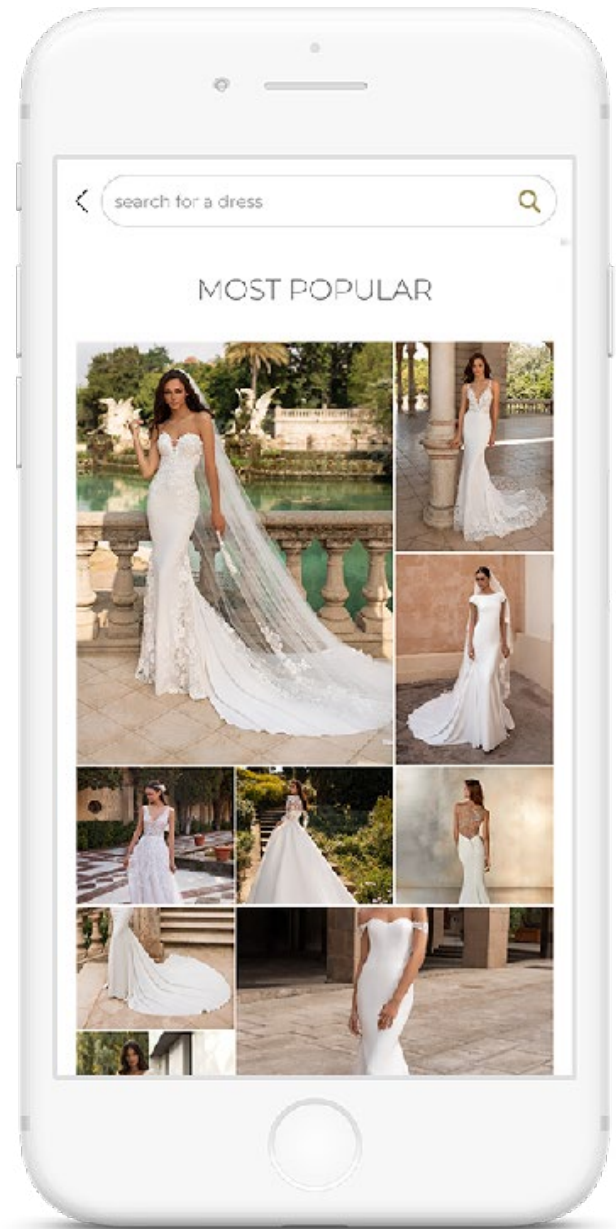

This feature was also especially designed for mobile devices, offering different sizes for product pictures and displaying a more dynamic grid for the most popular dresses.

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Related Tags

Related Tags have been added to offer further suggestions and help users to

refine their search with just one click. In that way, instead of typing more words for refinements or using the filters, with just one click users may fine-tune the search and check specific product categories and attributes.
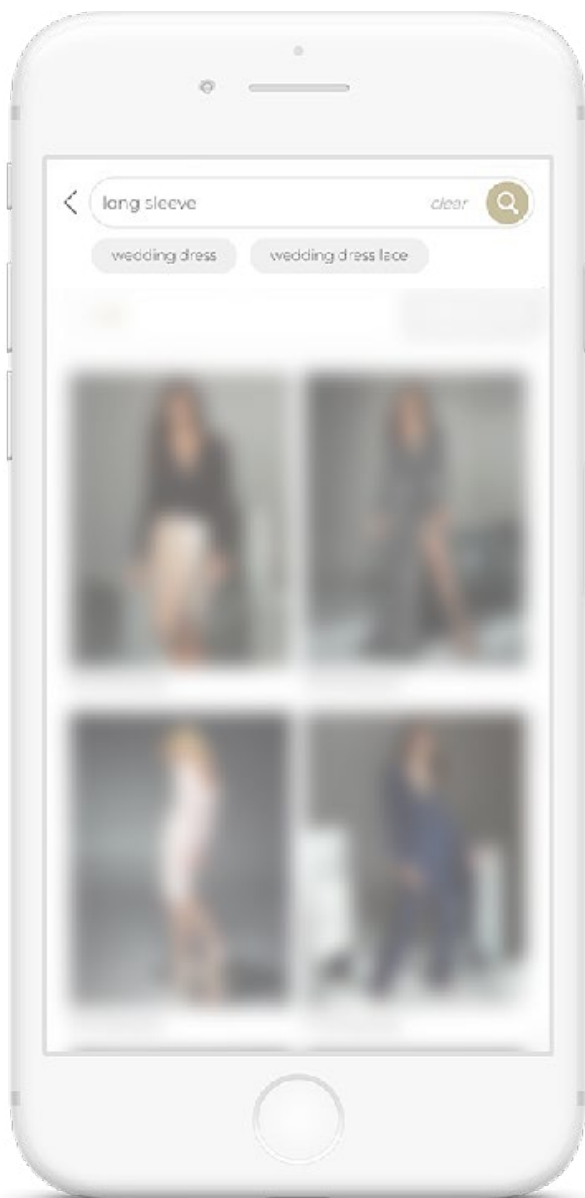
Next Queries

These have been added to the bottom of the page to show the options that other people who carried out the same search then looked at next. Next queries provide inspiration as well as additional discovery options based upon people with similar tastes.
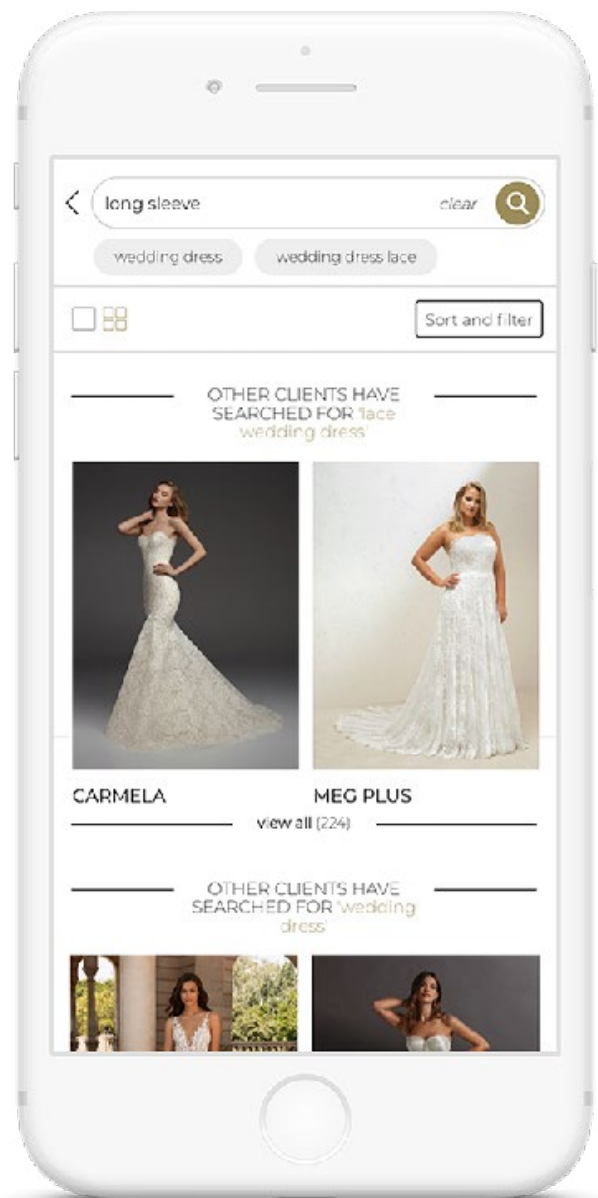
VISUAL FACETS

Along the way to a more emotional, playful and visual search, Pronovias is transforming the way brides find the right dress by effortlessly revealing all the possibilities of the catalogue and its different collections. From a static column with an expandable and selectable list of filters based on product categories and types, Pronovias is testing a more evocative and faceted experience, showing icons based on dress shape and cut for the chosen type of celebration.

The desired silhouette, the neck type and the event celebration type can be selected on a facets menu to find the dream bridal dress.
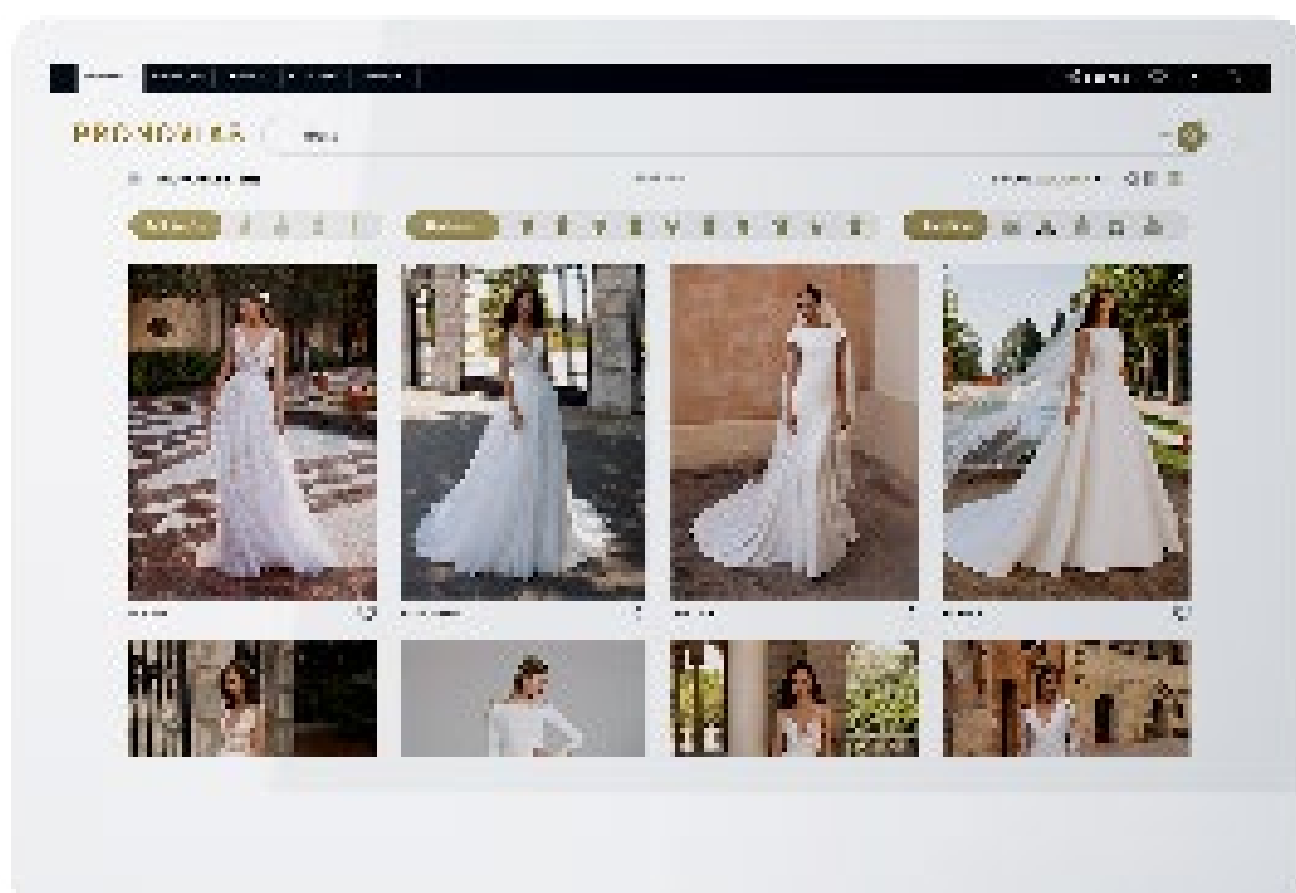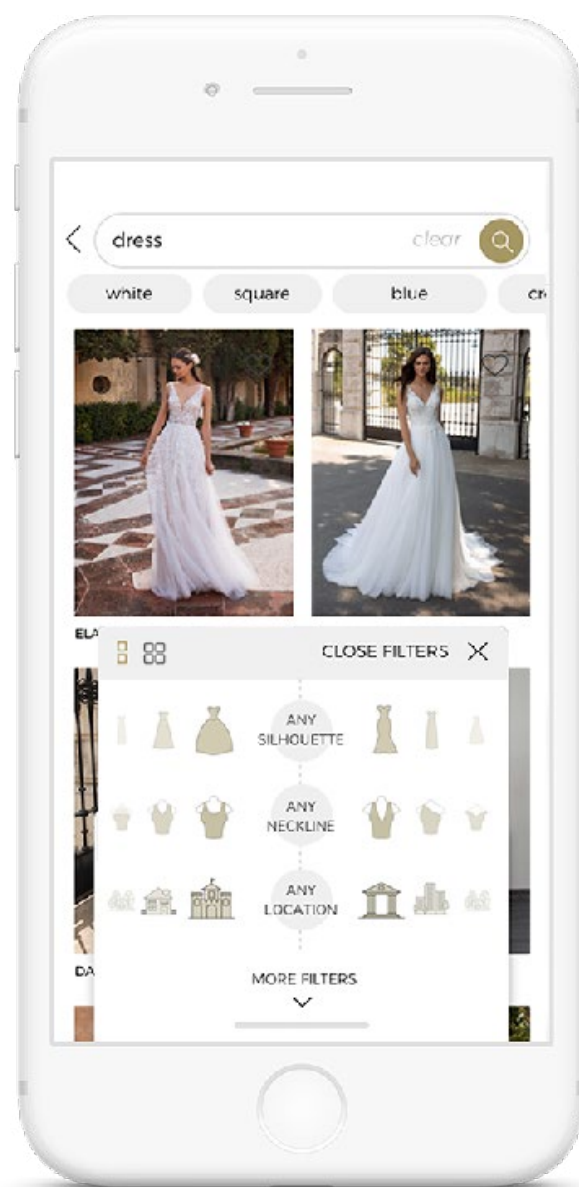
QUICK IMPACT
ON SEARCH
ENGAGEMENT AND
PERFORMANCE

Since Empathy Interface is live on Pronovias.com, sessions using search have increased significantly; the improved quality of those visits is reflected in longer sessions and an excellent, and greatly improved, bounce rate.

Pronovias visitors submit an average of four queries per session, and this kind of engagement with search has been especially significant on desktop devices, with a great increase in commitment also reflected on mobiles.

Visitors who find what they are looking for have increased by 66% and the new bounce rate indicates that practically no one leaves the site search without making other interaction

SESSIONS WITH SEARCH
+25%

BOUNCE RATE
–169%

FINDABILITY
+66%

PAGES PER SESSION
+16%

SESSION DURATION
+23.4%

LESS TYPING, MORE CLICKING, MORE FUN

Incorporating visual prompts into online search has helped Pronovias to create a direct emotional connection between their customer's need and the product. What's more, it has made the customer's omnichannel experience feel almost seamless; they have achieved an extremely effective and straightforward engagement that successfully guides Pronovias brides to book an appointment with the store to meet, face to face, the dream dress seen through Pronovias.com.

With the Empathy Interface and the customised search features added through it, Empathy.co has provided the simplest and most effective way to attract Pronovias.com customers with a visual representation of a product and the different options available in a way that's fun and without the need for a traditional text-heavy search.

Isn't it fascinating when search translates catalogue categories and product details in such an inspiring and evocative way?

"From the moment this search project began, it was clear that the main objective was to create a more personalized and relevant experience to guide our brides to fulfil their dreams with such an important day and dress. It is a pleasure to have worked in collaboration with Empathy.co, who understood and perfectly shaped our intention, even exceeding the expectations and providing a great search and discovery experience.

I also want to highlight the professionality, the reliability and the kindness of the Empathy's team. It is so important to have a partner who really helps and provides value to the organization and to the business. We are eager to integrate Empathy in other brands of the company"

Francesca Ceron
Digital Project and UX Manager
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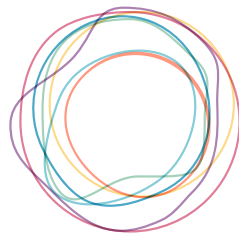
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