

FUTURE DOERS

Building the next generation of doers.



When it's raining outside, what do stores put near the front?



If they carry them, umbrellas would be closer to front as they are more relevant to a customer needs.





What Are We Solving

We are weathering a different sort of storm and our lives for the time being are changing. Parents especially are trying to learn how to adapt.

- Most kids schools are currently closed, or in risk of being closed, for the remainder of term year.
- As we practice social distancing. places like playgrounds, activity centers, daycares, pools, etc are out of the question. This also means that for kids that hanging out their friends, other then people in their immediate household, is on hold.
- Kids are now home full time and are either staying in the house, yard or going to activities in safe non crowded places with their household (nature parks or safe distance walks outside).



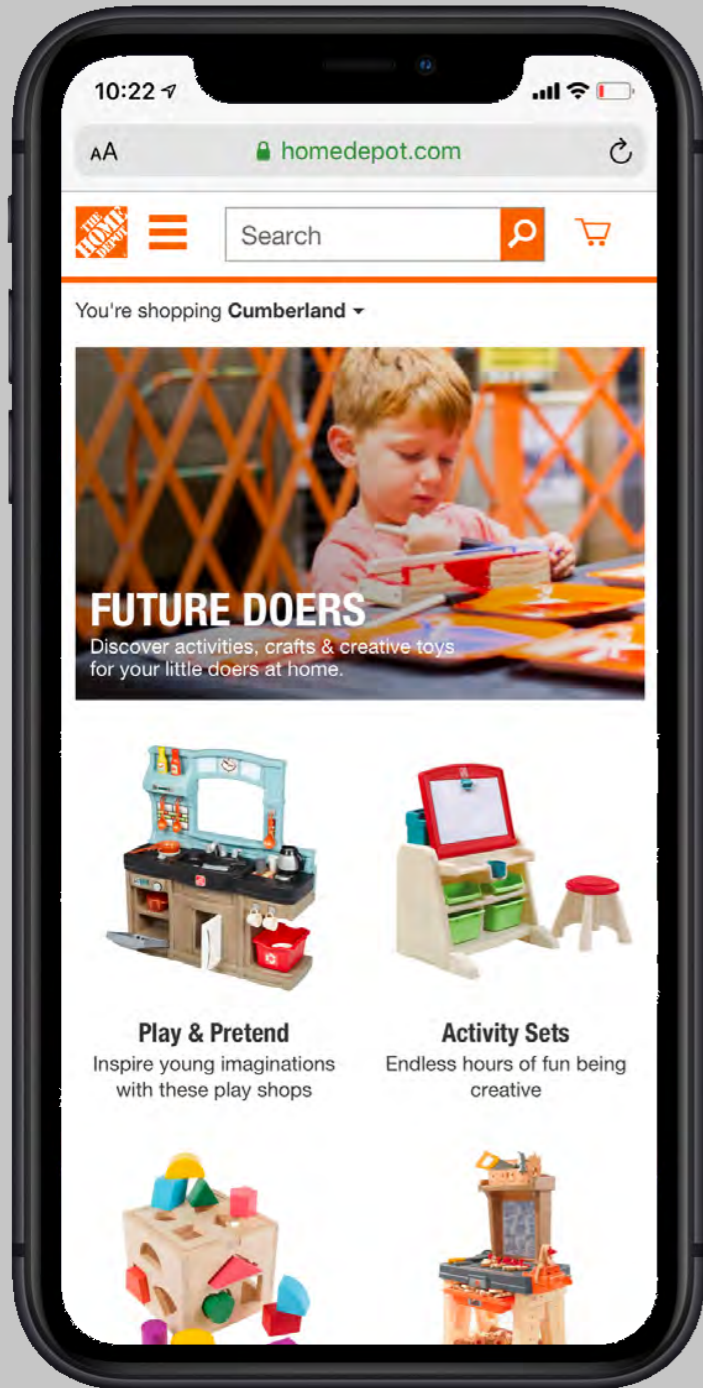
Hidden Within

With social distancing we're continuously looking for creative ways to make their time in isolation more fun.

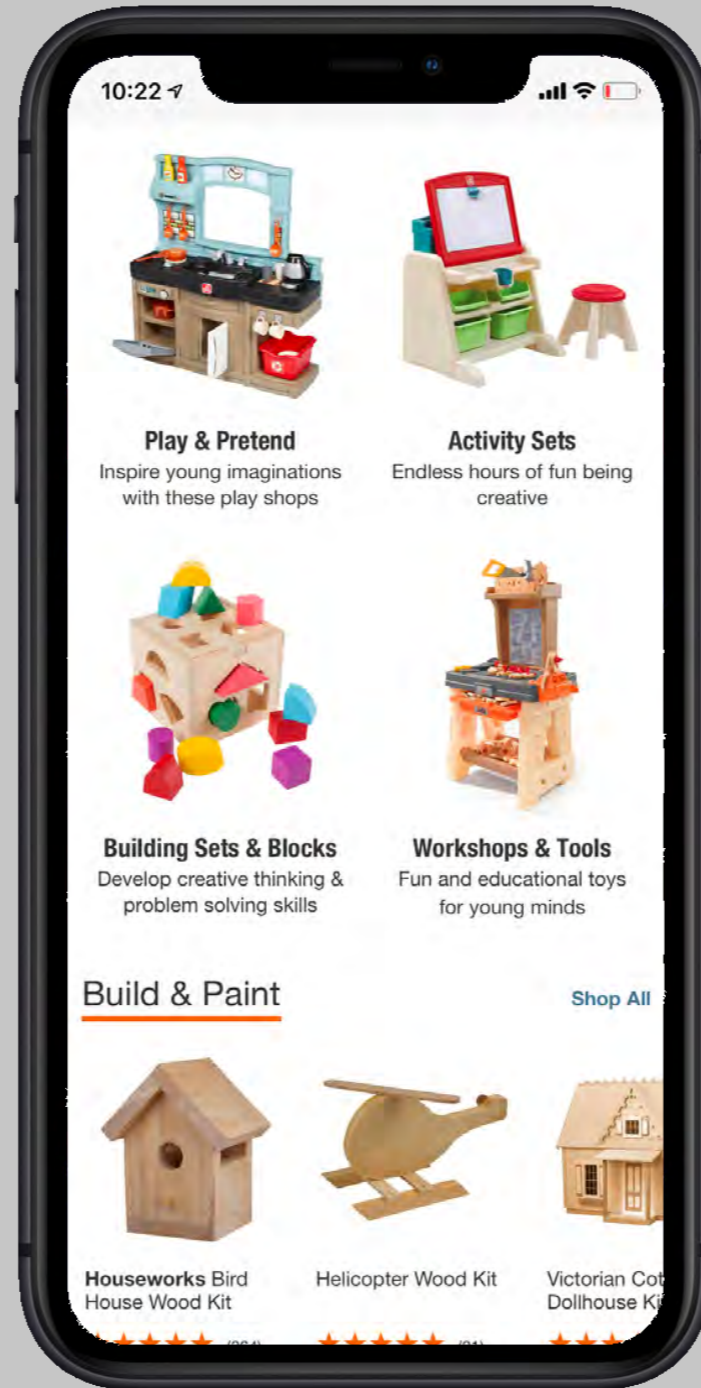
For example, I have a 3yr old daughter who recently loves to look for bugs and insects. So we just bought her an outdoor explorer kit so she we could turn our backyard and walks into a new exploration.



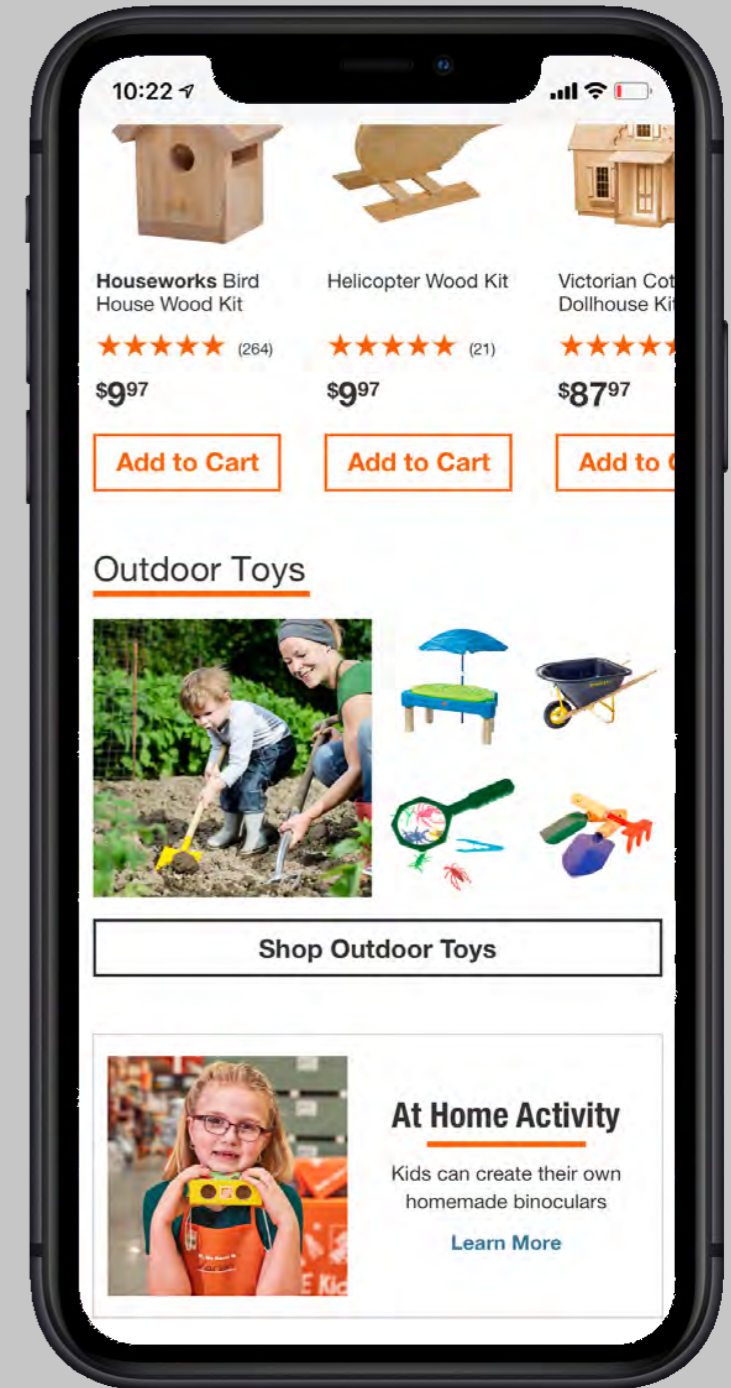
Future Doers Page



Landing Page



Landing Page (cont'd)

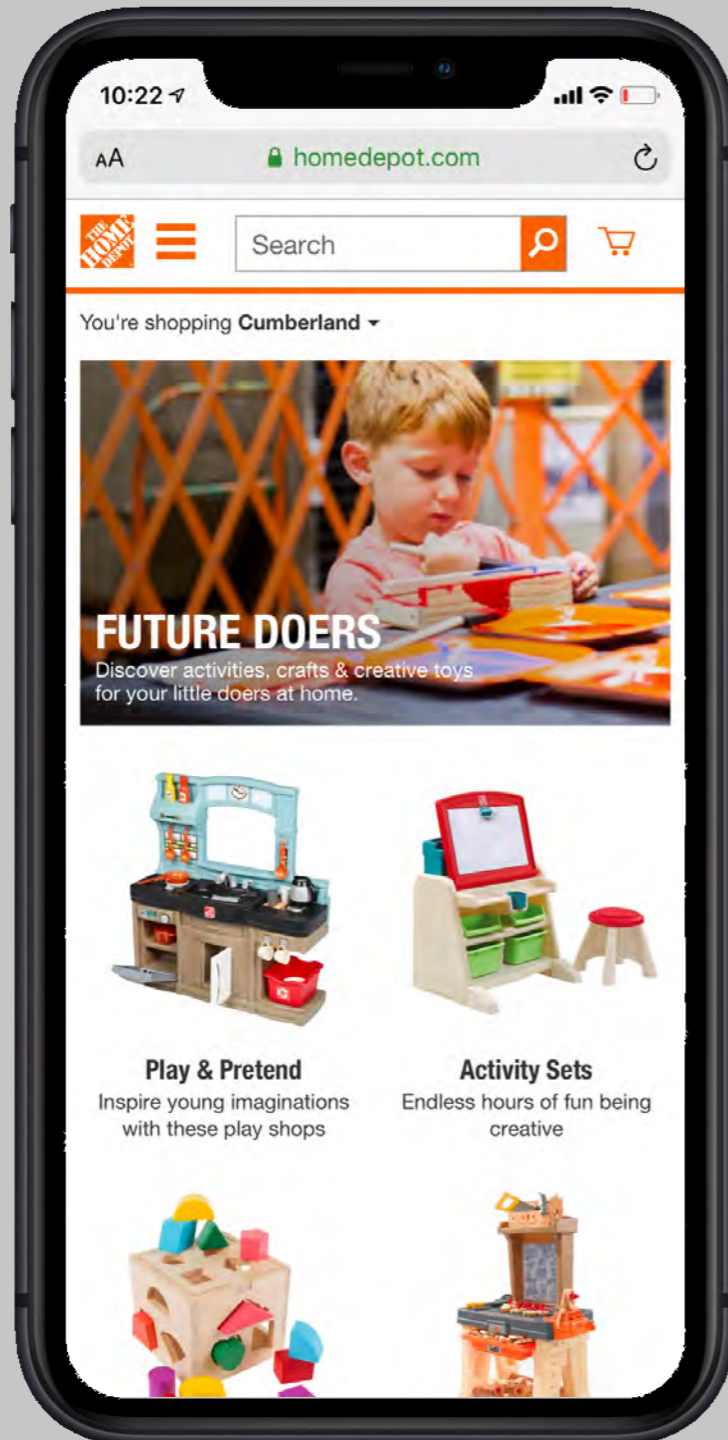


Landing Page (cont'd)

Page Experience

Page Hero
Discover activities, crafts and creative toys for your little doers at home.

Inspirational Category Nav
Play & Pretend & Activity Sets.

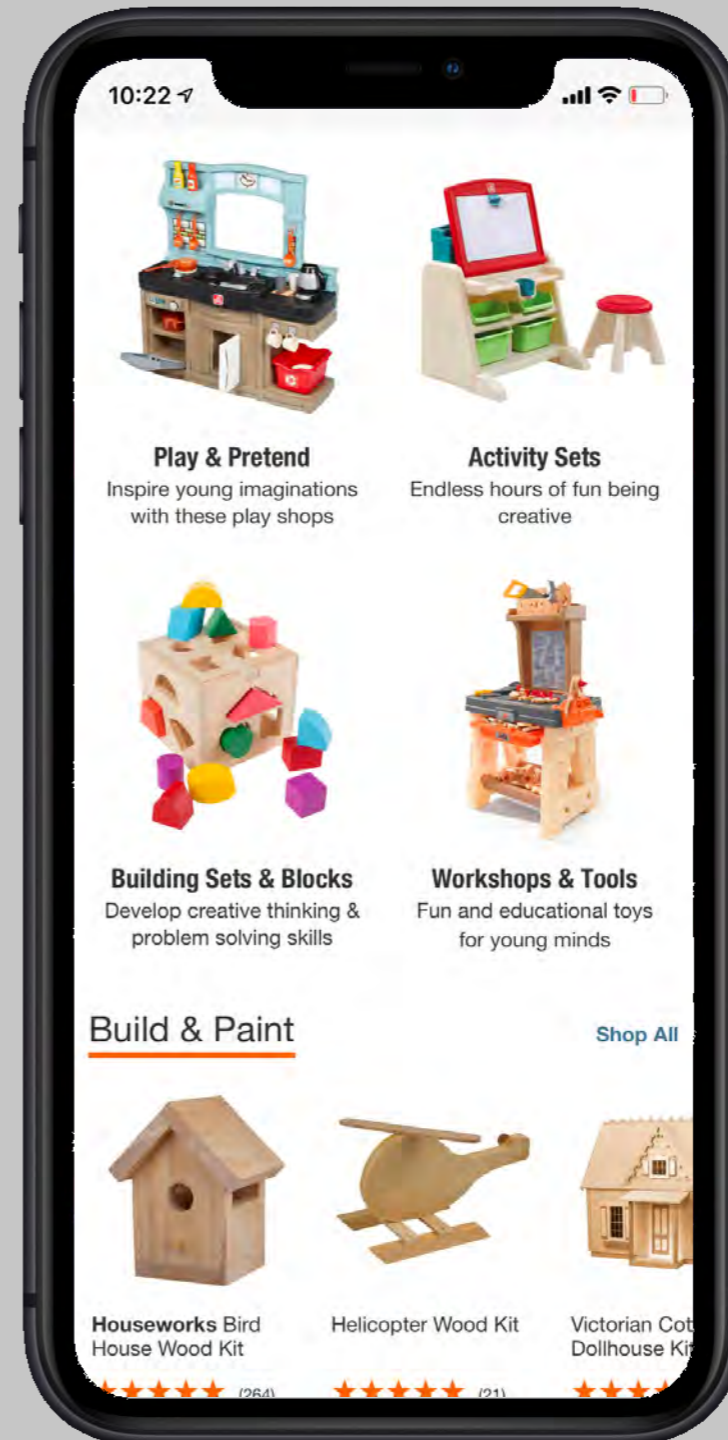


Landing Page



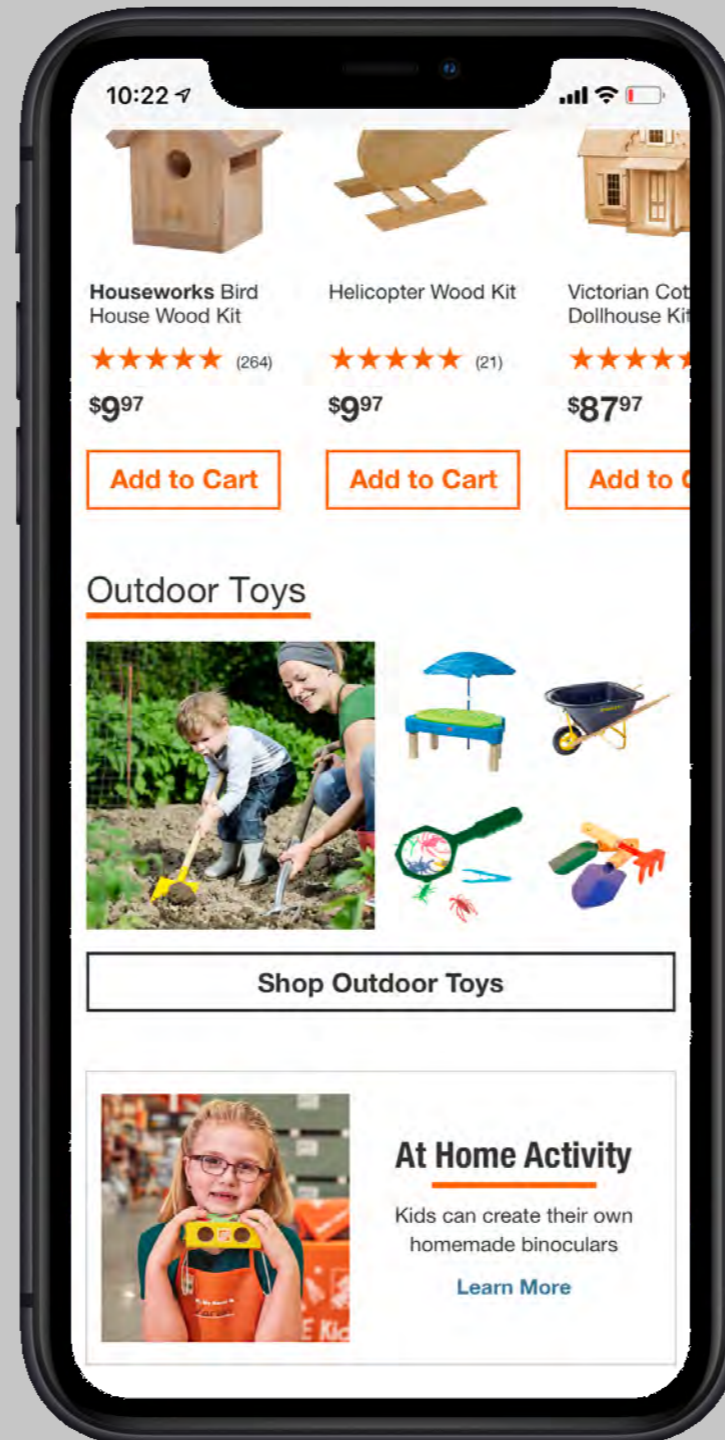
Inspirational Category Nav
Building Sets & Workshops Tool Toys

Home Building Kits
Projects kits for parents to make with their kids. Build & Paint.



Landing Page (cont'd)

Page Experience (cont'd)



Outdoor Toys

Let the kids explore their yard with new tools. Or help mom or dad with their new outdoor project.



Bring the Activities Home

Bring the in store canceled Kid Workshops online for kids to make things around the house. Coloring pages, etc..



Landing Page (cont'd)



Build.Learn.Create.

Kids and families are a core foundation to the Home Depot culture and brand. Let's continue to support them and deliver not just for parents personal projects but for the family projects as well as we build & grow the future doers.



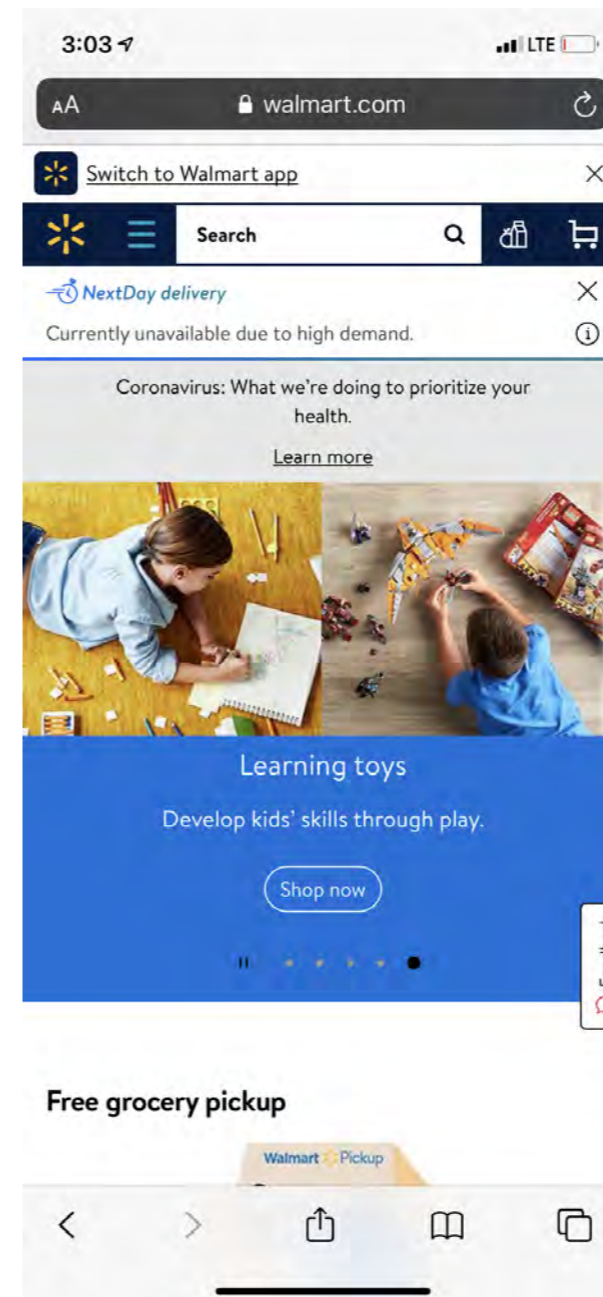
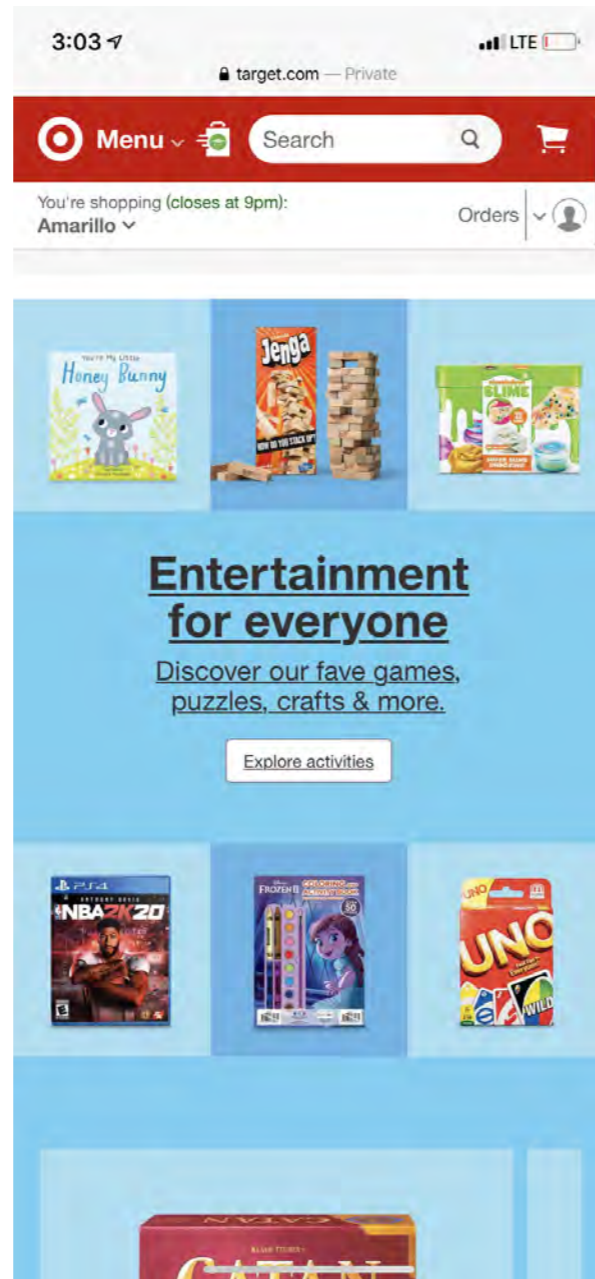


THANK YOU!

APPENDIX

How Others Are Serving the Needs

Other retailers are serving up relevant content for kids during social distancing.



Not Easy to Find

Some toys/activities are buried within navigation

The screenshot shows the Home Depot website interface. At the top, there is a navigation bar with the Home Depot logo, a location indicator for 'N Plano', a search bar with the placeholder text 'What can we help you find today?', and links for 'My Account' and 'Cart'. Below the navigation bar, there is a horizontal menu with categories: 'All Departments', 'Home Decor & Furniture', 'DIY Projects & Ideas', 'Installation & Services', 'Specials & Offers', and 'Local Ad'. A breadcrumb trail is highlighted with an orange circle: 'Home / Outdoors / Garden Center / Garden Tools / Gardening Tools / Garden Tool Sets'. The main content area features a product listing for a 'Kids Gardening Set with Sprayer'. The product image shows a blue and yellow garden bag, a blue spray bottle, and three blue gardening tools (trowel, cultivator, and shovel). The product title is 'Kids Gardening Set with Sprayer', and it has a rating of 4 stars. The price is listed as '\$9.49'. There is a promotional banner that says 'Save up to \$100 on your qualifying purchase. Apply for a Home Depot Consumer Card'. Below the product image, there is an 'Overview' section with a short description: 'An ultimate kid's gardening set, the Grow with me Garden Bag with Tools includes everything needed for Spring time gardening. This set includes (1) Deluxe garden bag (1) Trowel, (1) Cultivator, (1) Shovel, and (1) Spray bottle. A perfect...'.

Store Finder Truck & Tool Rental For the Pro Gift Cards Credit Services Favorites Tr

THE HOME DEPOT You're shopping N Plano

What can we help you find today?

My Account Cart

All Departments Home Decor & Furniture DIY Projects & Ideas Installation & Services Specials & Offers Local Ad

Home / Outdoors / Garden Center / Garden Tools / Gardening Tools / Garden Tool Sets

Internet #205163397 Model # RP-1KGB

Grow with me >

Kids Gardening Set with Sprayer

★★★★☆ (4) Write a Review Ask the first question

\$9.49

Save up to \$100 on your qualifying purchase. Apply for a Home Depot Consumer Card

Overview

An ultimate kid's gardening set, the Grow with me Garden Bag with Tools includes everything needed for Spring time gardening. This set includes (1) Deluxe garden bag (1) Trowel, (1) Cultivator, (1) Shovel, and (1) Spray bottle. A perfect... See more