

Shops for Services Content Standards

Sam Fuchs Shops CD Team

Background

This document offers a comprehensive guide aimed at addressing the observed disconnect between the terminology used in Shops and the understanding of service commerce use cases by businesses and consumers. Customer misinterpretation could potentially impact the adoption of Shops by service businesses and consumers' awareness of the ability to transact with service businesses. This document seeks to bridge the gap between the definitions and explore how we can address the discrepancies in businesses and customers' mental models with Shops terminology to avoid negative impact on service shops experiences.

Terminology

Problem Overview

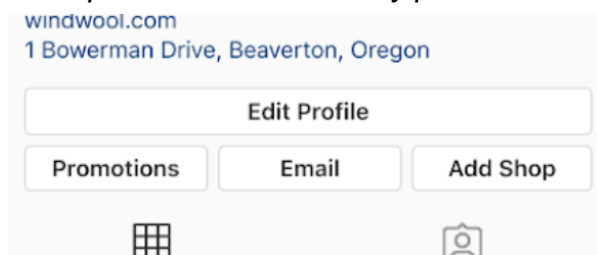
During multiple UXR sessions we've observed that businesses and consumers don't equate Shops terminology with service commerce use cases.

Business owners tend to equate 'Add Shop' CTAs (or anything shop-related) as relevant to retail use cases and not for offering their services to customers

"A mover offers a service more than a product, so this Shop offer isn't relevant. If I was in a clothing business, or anywhere I sold a product, I could use a shop."

- Quote from the [SfS on IG UXR \(Business\)](#) from October:

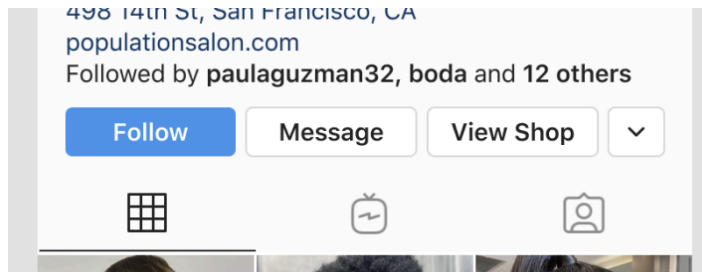
Example of a merchant entry point:



[Figma](#) documenting other merchant shop entry points.

Similarly, during the [UXR for M2 Design Concepts \(Consumer\)](#), Customers equated the 'View Shop' CTA as referring to ecommerce/retail use cases and not for service oriented transactions such as booking an appointment

Consumer entry point:



UXR user's reaction to "What would you do next?":

"To view the services offered, I'd click on the website link (populationstation.com). The View Shop button on the profile would let me purchase the salon's line of products."

Note: We are focusing on IG only as an example for the sake of simplicity. Our hypothesis is that this will affect service businesses and consumers across all FB Inc. platforms.

Anticipated Impact to Service Product Experiences

Merchant/Business Adoption of Service Shops

- We expect service merchant adoption of shops to be negatively impacted as business owners wouldn't equate shops onboarding entry points as relevant for their commerce needs

Consumer Awareness of Ability to Transact with Service Businesses

- Consumers adoption of service transaction experiences could be low if they are unaware that Shops experiences also allow them to complete these types of transactions

Shops Background

XXXX expansion??

In May, Henry Erskine Crum (Director of Product Mgmt) wrote a [note](#) emphasising this expansion, among other developments:

The global pandemic is changing the way people shop - as ecommerce becomes the main way that people can access products and services.

In the note, Shop is defined as:

A business's online destination within our FoA where they can express their brand, reach potential customers and sell products and services.

That said, the Shops PMMs just published the **Usage Guide for Shops**; service businesses were not referred to in the guide:

What is a shop?

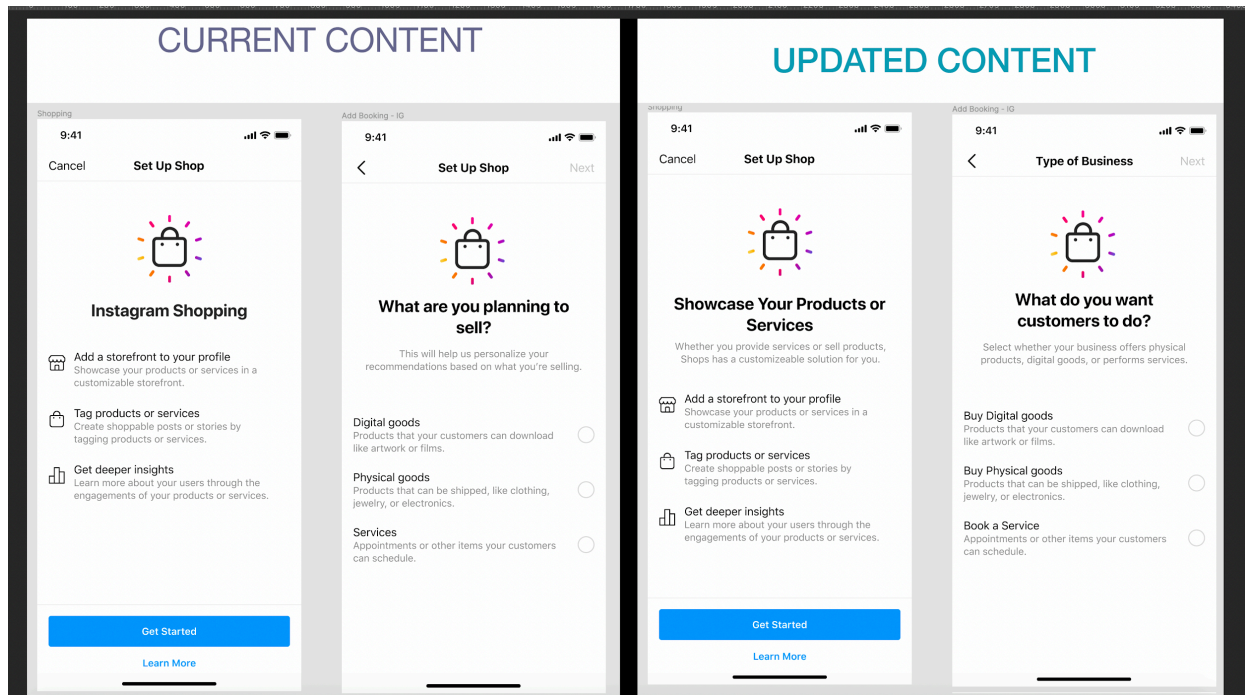
A **shop** is an immersive, fullscreen storefront that enables a business to build its brand story, merchandise its products through collections, and sell products from its catalog - all in a native shopping experience. It is also the business entity a seller needs in order to use other selling features, such as promotions, product tagging, or ads with product tags across Facebook and Instagram.

Ask

We'd like to reconnect with Shops leadership, CD's and XFN to bridge the gap between the definitions and explore how we could address the gaps in businesses and customers' mental models with Shops terminology to avoid negative impact to service shops experiences.

Past Explorations

We've tried to re-introduce Shops as an all-encompassing term during research. For example, we updated the onboarding flow to refer to products and services for the [UXR: IG M2 Design Concept Test \(Merchant\)](#) in December - see below:



However, even with this clarification, service merchants were confused since in order to reach this screen, they first had to click *Add Shop*. Sometimes they even say they'd click *Buy Physical Goods* as they're in a products/shopping frame of mind.

Principles

As we approach working through how best to address this problem there are a few principles we'd like to keep in mind to help choose the best overall direction

- Consistency - Ideally we'd like to avoid the proliferation of terms to reduce merchant and consumer cognitive load
- Future Proof - We'd like to find a solution that could work for future service transaction use cases beyond appointment booking - VR Classes, Lead Generation, services that sell products, etc
- Ease - We'd like to adopt a solution that balances ease of customer and merchant adoption/engagement of/with the shops for services experiences

Note: Not solving for hybrid shops at the moment.

Potential Directions

Direction #1 | Keep as is

If we don't change the shops terminology, we can anticipate a drop in:

- Services consumers clicking on CTA's like View Shop; fewer entries into Shop
- Services merchants clicking on CTA's like Add Shop (or pursuing the various other entry points); fewer shops created
- There will also be further confusion for the users who do manage to click CTA's, as they are in a product state of mind

Direction #2 | Make Entry Points more generic for all commerce

If we change the CTA's to, for example:

- **Merchant:** Add Shop → *Business Tools* or *Add Button*
- **Consumer:** View Shop → *View Storefront* or *View Showcase*

We will increase conversions rates for service users. However, will we decrease conversions for product-focused users?

Direction #3 | Adjust buttons/flow

- Refine category during creation of Business profile
- Use data to determine whether biz is product or service; create dynamic buttons
 - On consumer, user could choose which CTA's and terms to use
- Add an extra button for business ie (Add Shop next to Add Services)
- Add tooltips/education redefining Shops for both cases

Open Questions

- What is the most common onboarding entry point for shops? (Add shop, FB Biz pages, Set up Shopping, other)?
- What's the timeline?
- How will this help inform some of our GTM messaging and future-proofing? We want to be able to make sure we have a consistent voice when we get to the end of H2 and we want to launch broadly
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