

PRODUCT GRID

With *Product Grid*, your team can base conversations about test strategies and result reviews against the assortment architecture. Whether you are gauging newness vs. carryover, optimizing products for different channels, or searching for gaps in your color stories, *Product Grid* will ensure your team is equipped to execute the most pressing assortment questions each season.

Unresolved Questions and Lost Time

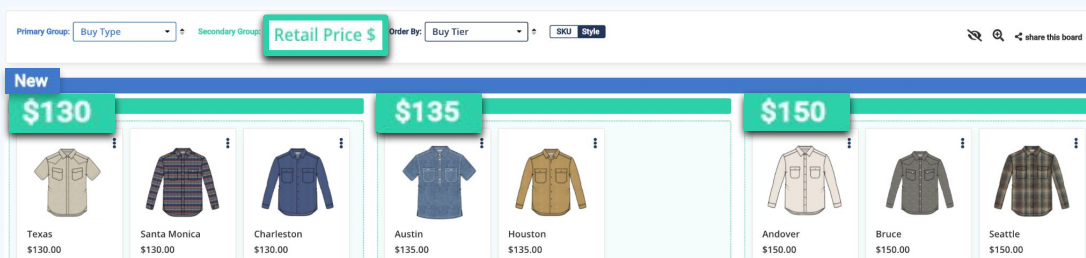
Insights on the consumer need to be both **relevant and actionable to your questions about the assortment**. It can be overwhelming to align on major assortment questions using line plan spreadsheets or 50-slide powerpoint decks. **Figuring out *what to test* and *why* should be easy.**

Visualize the Assortment

Using the detail fields within your products on MakerSights, you can now visually **organize the assortment** to reflect your most **pressing objectives and strategies**. Collaborate with teammates to quickly **identify gaps and overlap** in the assortment that are worth further evaluation with *Voice of Consumer* testing.

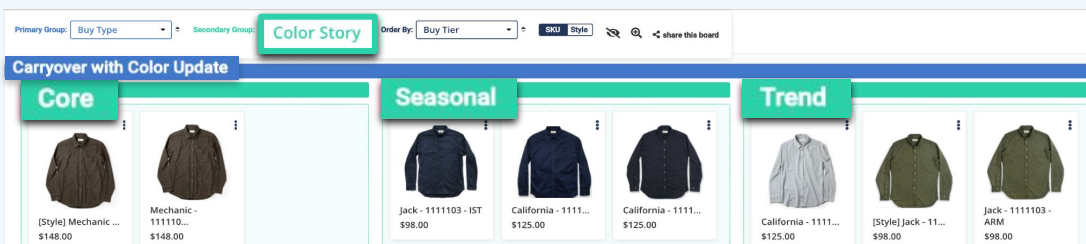
1

Assess pricing tier gaps among new product ideas



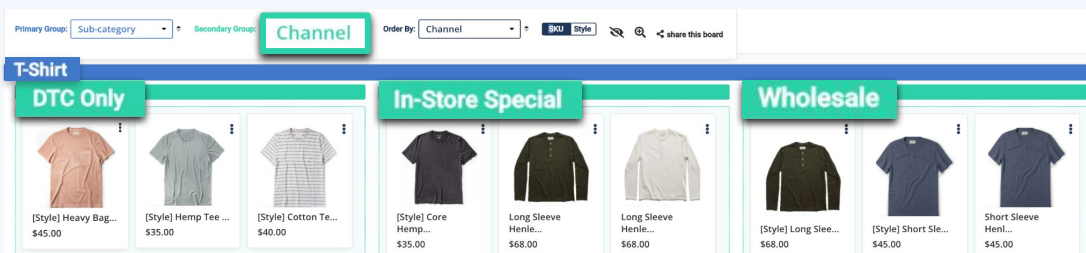
2

Evaluate color updates to identify areas of possible cannibalization



3

Drop down into your subcategories and analyze channel strategy



Reach Out

If you are interested in learning more about *Product Grid*, please reach out to your Customer Success Representative or email the team at support@makersights.com.