

Caraway - Growth Intelligence Assessment

A verified outside-in view of customer-experience opportunities, test concepts, and what appears most worth evaluating next.

CUSTOMER PREVIEW | PUBLIC-INFORMATION EXAMPLE | 21 SEPTEMBER 2026

HOW TO USE THIS REPORT

Start with the Executive Summary for the leadership view. Continue into the Full Growth Intelligence Assessment for the observed experience, evidence, test concepts, measurement logic, and items that require internal validation.

3

VERIFIED
OPPORTUNITIES

2

VALIDATE-FIRST
SIGNALS

2

TOP TESTS TO
EVALUATE

Clearer evidence. More useful decisions. Less time spent turning observations into a roadmap.

WHAT THIS IS

A customer-ready intelligence product designed to show what we observed, where the opportunity lives, what a test could look like, and what should be validated before work enters the roadmap.

Caraway - Growth Intelligence Assessment

Executive Summary

The strongest verified opportunities, why they matter, and the next steps that appear most worth evaluating.

01 PRIORITY

Improve mission-based discovery on the Bundle & Save collection page

EXPERIENCE

Bundle & Save collection / PLP

WHY IT MATTERS

Caraway presents a broad bundle assortment, while current public filters are primarily product-attribute based. That creates more work for shoppers who begin with a goal rather than a taxonomy.

RECOMMENDED FIRST MOVE

Evaluate a mission-based entry layer that narrows shoppers into a smaller set of relevant bundles before detailed comparison.

COMMERCIAL LEVER

Discovery, conversion, decision confidence

CONFIDENCE

High



02 PRIORITY

Add use-case guidance to the multi-size cookware set selector

EXPERIENCE

Cookware & Minis Set PDP / configuration selector

WHY IT MATTERS

The PDP exposes 6-, 12-, 16-, 24-, and 31-piece configurations. Piece count and value cues are clear, but shoppers still have to translate them into household and cooking needs.

RECOMMENDED FIRST MOVE

Evaluate short use-case labels or a compact “Which set size is right for me?” comparison next to the selector.

COMMERCIAL LEVER

PDP conversion, AOV mix, decision confidence

CONFIDENCE

Medium-high



03 PRIORITY

Extend Caraway's existing comparison pattern into bundle selection

EXPERIENCE

Bundle & Save PLP + high-value bundle PDPs

WHY IT MATTERS

Caraway already uses “Which Caraway is right for me?” comparison content for cookware. The same decision-support principle may help where bundle breadth is greatest.

RECOMMENDED FIRST MOVE

Evaluate a concise comparison of major bundle families by use case, included categories, breadth, space or household fit, and value orientation.

COMMERCIAL LEVER

Discovery, conversion, lower comparison effort

CONFIDENCE

Medium



WHAT APPEARS MOST WORTH EVALUATING FIRST

Two opportunities stand out.

1. Mission-based navigation on the Bundle & Save collection.

2. Use-case guidance at the multi-size cookware set selector.

Full Growth Intelligence Assessment

The supporting customer-experience observations, evidence, test concepts, measurement logic, validation questions, and recommended sequencing behind the executive summary.

01 Current Experience

02 Growth Opportunities

03 Validate Before Roadmap

04 Recommended Next Steps

05 Evidence, Scope & Inputs

LEADERSHIP READ

The Executive Summary is designed to stand on its own for leaders who want the priorities and the recommended next moves.

OPERATOR READ

The Full Assessment shows exactly where the opportunities live, what was observed, what a test could look like, and how to measure it.

EVIDENCE DISCIPLINE

We separate what is visible from what is unknown. A capability is not treated as missing simply because it is not observable from the public site.

SECTION 01

Current Experience

What is visible today, what already appears strong, and what cannot responsibly be concluded from public evidence.

PERSONALIZED DISCOVERY ALREADY EXISTS

Caraway offers a “Find Your Perfect Kitchenware” quiz that promises personalized recommendations shoppers can shop, save, or share.

[View live experience](#)

COMPARISON CONTENT ALREADY EXISTS

Caraway uses a “Which Caraway is right for me?” comparison experience on cookware pages, showing an existing decision-support pattern.

[View comparison experience](#)

CROSS-SELL MERCHANDISING ALREADY EXISTS

The Cookware & Minis Set PDP includes “Don't Forget These” add-on merchandising.

[View product page](#)

BROAD VALUE-SET ARCHITECTURE

The Bundle & Save collection gives shoppers many ways to buy across kitchen jobs, categories, set sizes, and price points.

[View bundle collection](#)

WHERE THE PUBLIC EXPERIENCE BECOMES MORE COMPLEX

- **Bundle discovery:** many bundle configurations across several product families, with visible filters centered on product attributes.
- **Configuration choice:** the Cookware & Minis PDP presents five set sizes, leaving shoppers to translate piece counts into fit and use case.
- **Decision-support consistency:** strong cookware comparison content exists, but an equivalent collection-level comparison is not visible on the bundle page reviewed.

WHAT REMAINS UNKNOWN

- Whether quiz intent persists after the result.
- Whether quiz data influences later merchandising.
- Whether ownership drives lifecycle or recommendation logic.
- Whether logged-in shoppers receive different experiences.
- Current experimentation history and commercial baselines.

ANALYTICAL RULE

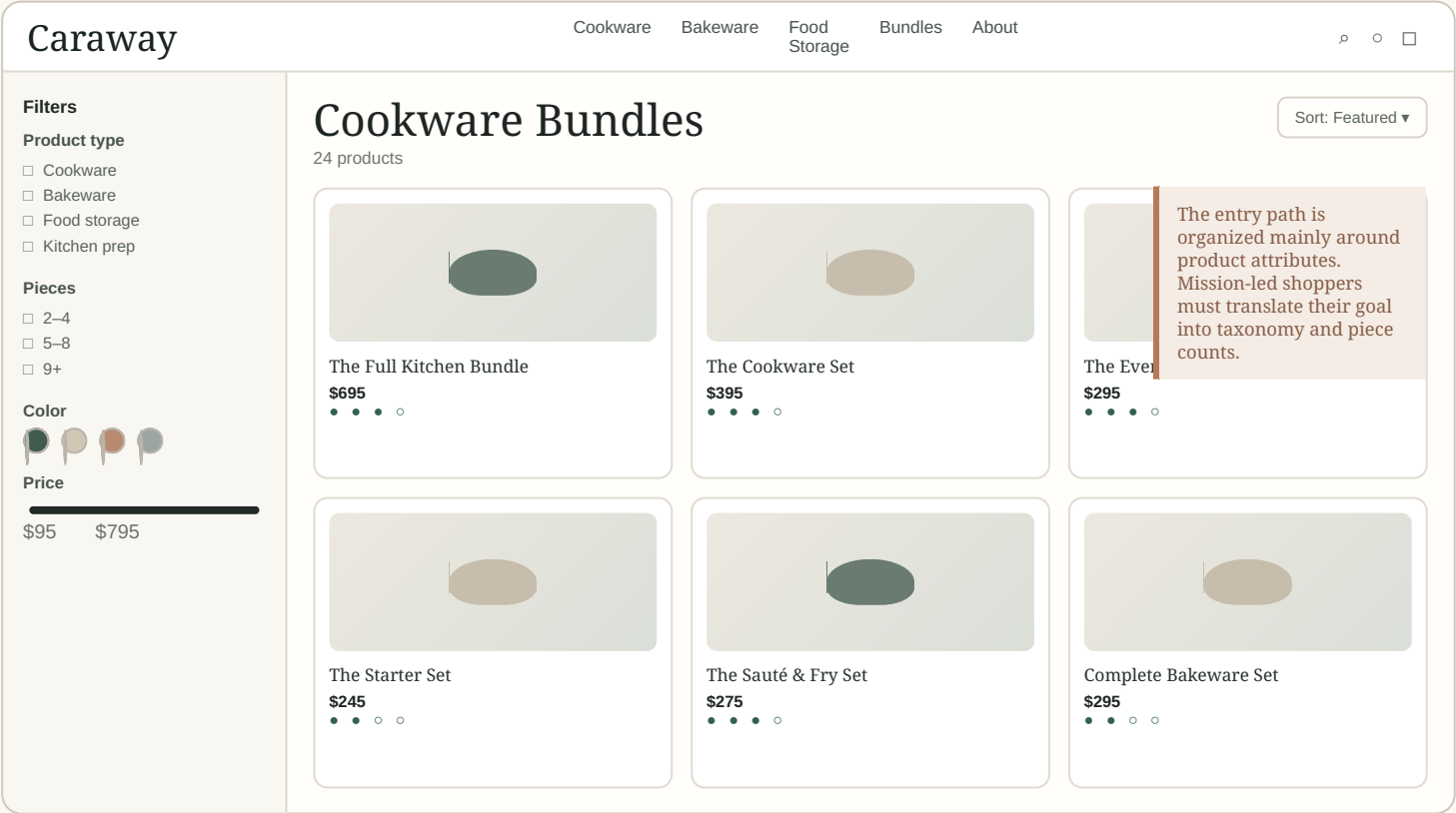
Absence of public evidence is not treated as proof that a capability is missing.

Mission-based bundle discovery

First, make the current experience easy to inspect. Then isolate the decision friction we believe is worth testing.

CURRENT EXPERIENCE

Bundle & Save collection / PLP · illustrative reconstruction based on the public page structure.



Visual reconstruction. This is not a pixel-accurate screenshot. [Open the live Bundle & Save collection.](#)

EXPERIENCE SURFACE
Bundle & Save PLP

WHAT WE OBSERVED
A broad bundle assortment with visible filters centered on category, product type, pieces, color, material, value sets, and price.

WHY THIS MATTERS
A shopper may know the job they want to solve before they know Caraway’s taxonomy. That can create avoidable comparison work.

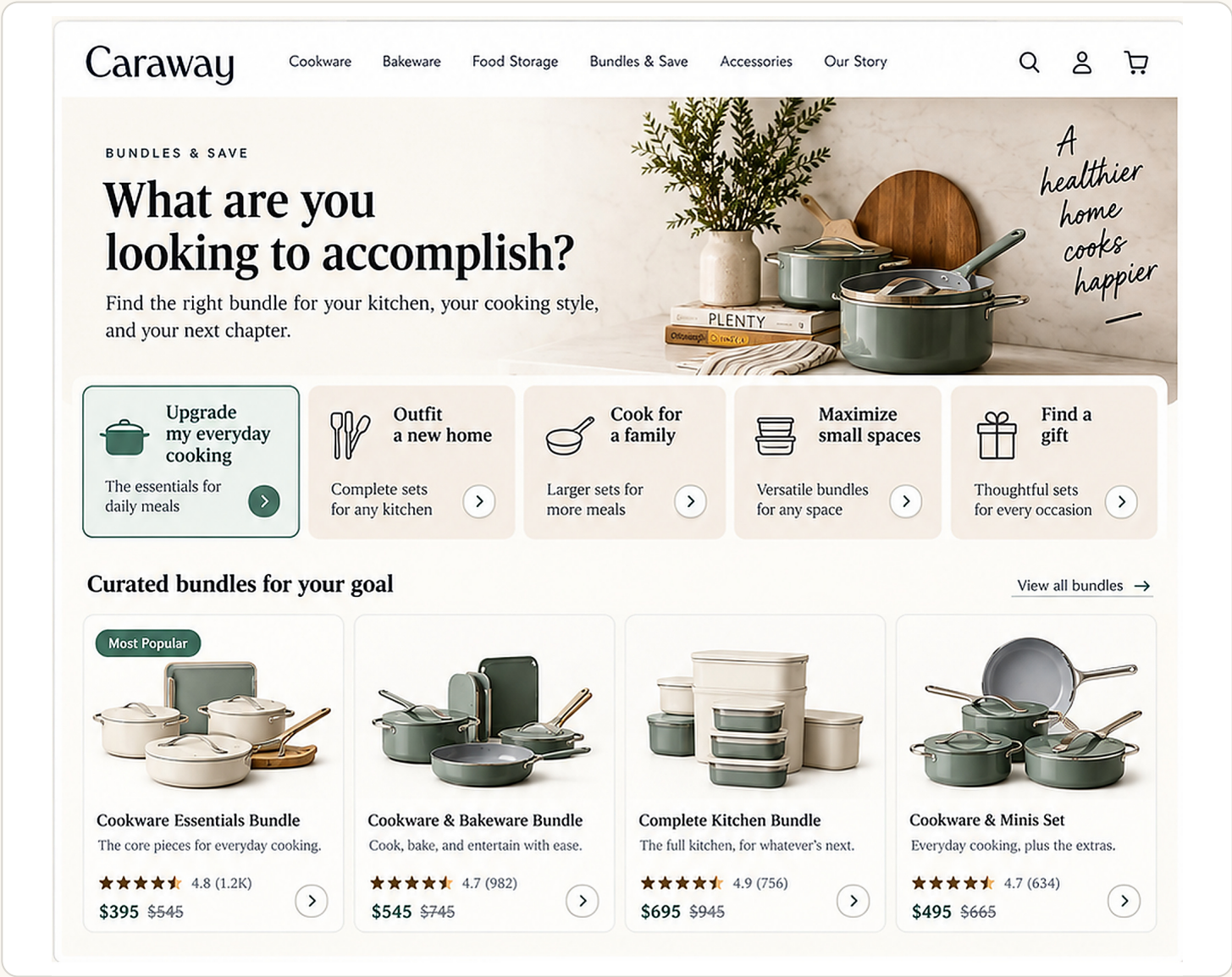
DECISION HYPOTHESIS
The opportunity is not “add more filtering.” It is to test whether a goal-led entry path helps mission-led shoppers reach a relevant bundle faster.

Proposed test concept

Keep the larger, easier-to-read format while showing the test with enough fidelity that the customer can immediately picture the intended experience.

PROPOSED EXPERIENCE

A lightweight mission-based entry layer that helps shoppers start with what they are trying to accomplish.



Concept illustration — for test communication, not final UX design. Higher-fidelity concept shown to make the proposed experience easier to understand.

THE OPPORTUNITY

Add a lightweight mission layer above the existing assortment. No advanced personalization is required for the first test.

PRIMARY KPI

Collection-to-PDP and collection-to-cart conversion

CONFIDENCE

High

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RECOMMENDED NEXT STEP

Evaluate a low-complexity merchandising test on the Bundle & Save PLP. Preserve an obvious “shop all” path, and measure bundle mix and AOV as secondary outcomes.

OPPORTUNITY 02

Set-size decision support

Help shoppers understand who each configuration is for at the point of choice.

OBSERVED PUBLIC SELECTOR

Cookware & Minis Set - Select Product

6-pc

12-pc

16-pc
Best Seller

24-pc

31-pc
Best Value

Simplified reconstruction based on the public PDP. [Open live product page.](#)

EXPERIENCE SURFACE

Cookware & Minis Set PDP / configuration selector

THE OPPORTUNITY

Explain who each set size is best suited for at the exact moment shoppers compare 6-, 12-, 16-, 24-, and 31-piece configurations.

WHY THIS MATTERS

Piece count communicates quantity but not fit. For a high-consideration purchase, the shopper still has to determine whether moving up or down matches household size, cooking frequency, storage, or desire for a more complete setup.

TEST CONCEPT

Add concise use-case descriptors or an expandable “Which set size is right for me?” comparison adjacent to the selector.

ESSENTIALS / SMALL-SPACE

EVERYDAY CORE KITCHEN

EXPANDED HOUSEHOLD

COMPLETE SETUP

IMPLEMENTATION CONCEPT

Use factual differences already present in configuration data. Keep decision support adjacent to the selector rather than requiring shoppers to search elsewhere on the page.

PROPOSED TEST CONCEPT



Concept illustration for test communication, not final UX design.

PRIMARY KPI

PDP conversion

SECONDARY

Configuration mix, decision-support engagement, AOV

CONFIDENCE

Medium-high



RECOMMENDED NEXT STEP

Verify mobile and any dynamic selector behavior, then evaluate a concise use-case guidance test on a high-traffic configuration PDP.

OPPORTUNITY 03

Extend existing comparison logic to bundles

EXPERIENCE SURFACE

Bundle & Save PLP + major bundle PDPs

Caraway already uses a “Which Caraway is right for me?” comparison pattern on cookware pages.

[View existing comparison pattern](#)

THE OPPORTUNITY

Reuse an existing Caraway decision-support pattern to help shoppers distinguish major bundle families by best use case, included categories, relative breadth, household or space fit, and value orientation.

WHY THIS IS STRATEGICALLY CLEANER THAN INVENTING A NEW EXPERIENCE

This recommendation extends a visible strength rather than assuming a missing capability. It may reduce comparison effort without requiring a new quiz or advanced personalization.

SECTION 03

Validate Before Roadmap

Promising ideas that should not be treated as missing capabilities until current internal implementation is confirmed.

PERSISTENT QUIZ PERSONALIZATION

What we know: Caraway publicly offers a personalized kitchenware quiz and says recommendations can be shopped, saved, or shared.

WHAT WE CANNOT VERIFY

Whether quiz intent persists beyond the result, changes later merchandising, influences lifecycle messaging, or connects to known-customer history.

INTERNAL QUESTION

How are quiz responses currently stored and used after the recommendation result?

[View quiz](#)

OWNERSHIP-BASED NEXT-BEST CATEGORY

What we know: Caraway's category breadth makes ownership-aware recommendations strategically plausible.

WHAT WE CANNOT VERIFY

Whether known customers already receive category-gap recommendations through logged-in, email, lifecycle, or other channels.

INTERNAL QUESTION

Does purchase/category ownership already influence post-purchase merchandising or CRM?

CURRENT RECOMMENDATION

Validate these implementations first. Do not add work to the roadmap until the current state is understood.

SECTION 04

Recommended Next Steps

A practical sequence for evaluation without prescribing Caraway's roadmap.

FIRST TO EVALUATE	1. Mission-based discovery on the Bundle & Save PLP. 2. Use-case guidance on one high-traffic multi-size cookware PDP.
NEXT IF SIGNAL APPEARS	3. Extend Caraway's existing comparison pattern into major bundle families.
CONFIRM INTERNALLY FIRST	4. Determine exactly how quiz responses are stored and used. 5. Determine whether customer ownership/history already drives lifecycle recommendations.

SECTION 05

Evidence, Scope & Inputs

PUBLIC EVIDENCE REVIEWED

[Caraway Bundle & Save collection](#)

[Caraway Cookware & Minis Set PDP](#)

[Caraway cookware comparison experience](#)

[Caraway Home Quiz](#)

SCOPE

- Public-information assessment only.
- No Caraway internal data was used.
- Absence of public evidence is not treated as proof of absence.
- Recommendations are hypotheses to evaluate, not guaranteed-impact claims.

INPUTS THAT WOULD MATERIALLY SHARPEN THIS ANALYSIS

- Bundle collection traffic and conversion by path.
- PDP conversion by configuration.
- Quiz result flow and downstream usage.
- Current experimentation history.
- Purchase-history personalization logic.
- Category priorities and margin.
- Mobile behavior.
- Customer-service and on-site search themes.

END NOTE

This assessment is designed to identify what appears most worth evaluating from the outside. Internal performance data and Strategy Context can materially change sequencing once available.