

Queryless titles on Casa

What we'll cover

- 01 Background
- 02 Content goals
- 03 About the titles
- 04 Journey
- 05 Guidelines

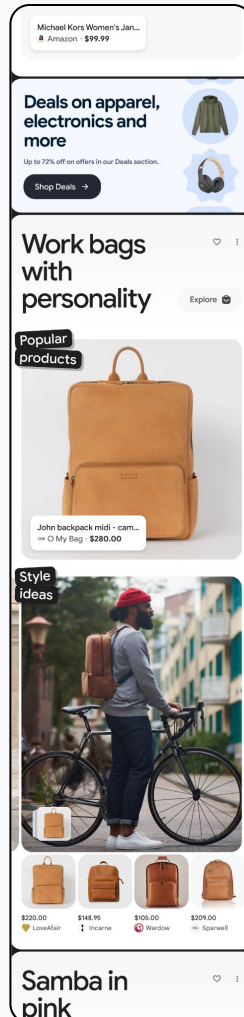
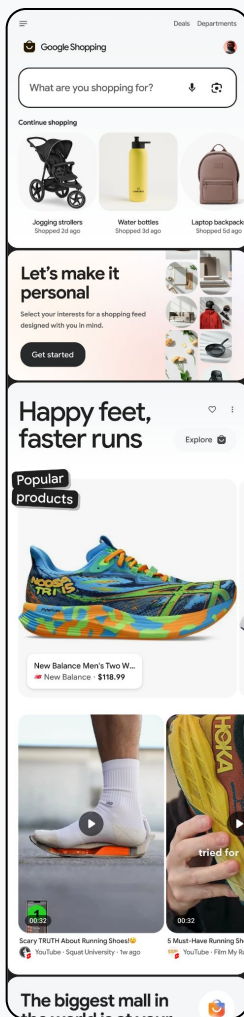
01

Background

The Queryless Homepage

Casa will feature a queryless home page (shopping feed) that is intended to be a laid back, browsey experience designed for inspiration and discovery.

To lean into the spirit of discovery and fun, the feed will feature **engaging and conversational headers** paired with product-related imagery.



Proprietary + Confidential

02

Content & design goals

Content & Design Goals

Proprietary + Confidential

Delightful design

- Design a laid back and browsey experience. (Avoid long lines of text, over communication, and repetition).
- Be visually delightful. Pair snackable content with highly crafted hero images.
- Balance eye-grabbing generated LLM headers with structural page module headers.

Build trust and engagement

- Create a homepage that feels welcoming, fresh, and relevant.
- Capture shoppers' attention with headers that evoke a moment, feeling or highlight an action.
- Introduce shoppers to new trends, experiences, merchants, and possibilities.

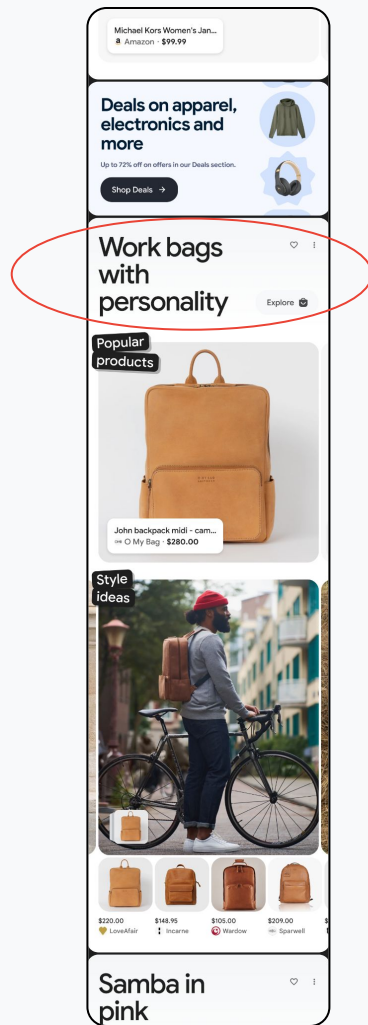
03

About the titles

What is the role of the generated title?

On Casa, the product set titles are LLM-generated and have 4 main roles:

1. **Introduce** the products being featured in the cluster.
2. **Engage** the user through “fun” and conversational language.
3. **Invite** the user to explore the contents of that cluster.
4. **Organize** the feed by dividing topics and allowing for easy, more efficient scanning and browsing.



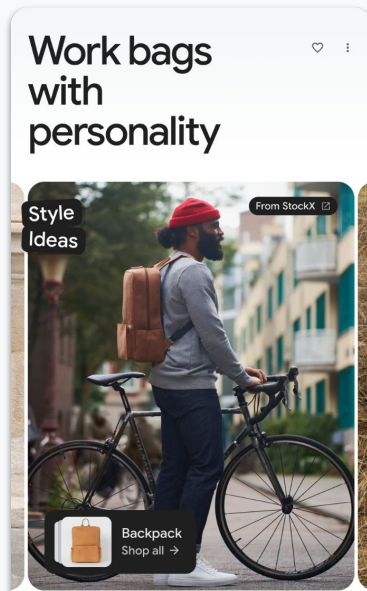
Proprietary + Confidential

What we know

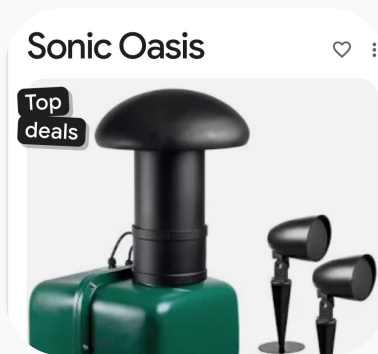
In general, people appreciate a more playful tone, but it can't be at the expense of understandability.

- Fun & engaging titles work best when paired with visuals to help set context.
- Playful tones tend to boost delight and relatability. [\[Source\]](#)
- Tone can be fun, but also neutral, positive and function-first.
- For “less visual” product categories, straightforward language works better.

Works well



Doesn't work well



So what is a “fun” title?....and what is too much?

Fun is:

- **Entertaining** words or phrases related to the product or theme.
- **Lighthearted** statements that evoke an emotion or a memory.
- A phrase that creates a sense of **anticipation or excitement** for what the user is about to discover.
- Bold statements that are **confident and attention-grabbing**.

What is too much?

- Overindexing on puns, wordplay, or references that are too obscure.
- **Inappropriate humor** that is offensive, insensitive, or not aligned with Google's brand values.
- Using **slang** or made up words.
- Irrelevant words that are unrelated to the product.

| Product | Fun | Too much |
|-----------------|------------------|---------------------|
| Women's sandals | Step into Summer | Sanda-licious walks |

Examples of good titles

A good title:

- Clearly reflects the content of the cluster. It gives readers a glimpse into what they can expect. (May not always be fun and witty).
- Is short and impactful, capturing the attention in just a few words.
- Aligns with the voice and tone of Casa and the larger Google brand.
- Fosters a human connection that resonates with the shopper and does not sound robotic.
- Creates a sense of enjoyment, inviting users to lean back and immerse themselves in more editorial-like content. (Conversational, fun, and culturally relevant.)

| Product | Good titles |
|----------------|-------------------------------|
| Back to school | Make your dorm feel like home |
| Tote bags | Carrying the essentials |
| Crochet yarn | Hooked on crochet |
| Polo boots | Polo boots built to last |
| Fendi glasses | Fendi frames |
| Shower curtain | Bathroom basics |
| Party dress | Dresses for any party |

Examples of bad headers

A bad title:

- Doesn't accurately reflect the content of the cluster, leading to confusion.
- Uses slang, made up language, or vague phrases that make it difficult to understand.
- Omits brand or product names that are essential to the comprehension of the cluster.
- Over exaggerates or is too cheesy and cliché
- Is off-putting or offensive: inappropriate humor, insensitive language, or controversial.
- Too long or wordy making it difficult to read or remember.

| Product | Bad titles |
|-----------------------|--|
| Shower curtain | Showtime in the shower |
| Nike running sneakers | Swoosh into running |
| Nintendo switch | Gaming's hybrid hero |
| Legos | Bricks unleashed: Creative adventures |
| Converse | Chucks for cool cats |
| Cowboy hats | Howdy girl, chic |
| Uno cards | Uno-derful card games |
| Sandals | Sassy soles for stylish strolls |
| Ikea dresser | IKEA-riffic designs |

04

Guidelines

LLM-generated title guidelines

1. Generated titles should adhere to Google's brand values: **Human, helpful, inspiring, fun.**
 - a. Titles should sound human and natural, not robotic.
2. Generated titles should be **conversational** but not overly lofty or whimsical.
 - a. They should pique a shoppers interest but shouldn't be so crafty that it compromises clarity for playfulness.
3. Titles should be **clear and concise** meaning the language is simple and easily scannable. (No more than 6 words)
4. Use a neutral, universal tone: don't exaggerate or add unnecessary descriptors or slang terms. Titles should not mislead, exaggerate, or overpromise:
 - a. Avoid saying things like "Best", "Perfect", "Must-have" etc.
5. Titles should always **include brand names and product lines** when necessary.
6. For less visual product categories, consider using more straightforward terminology (i.e. Screw drivers, shower curtains, etc.)
7. Incorporate current culture trends and references when possible to make headers relevant and relatable.
8. Avoid telling shoppers what to do. Although we can be inspirational and encouraging, we don't want to come across as pushy or demanding. Ex: Upgrade your wardrobe
9. Titles should follow **sentence case** structure, only capitalizing the first word, brands, and proper nouns.

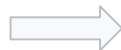
05

Where we started

Prompt design → Generated titles

A key component of generating a good title is designing a good prompt...

| | | | |
|----------------------------|---|--|--|
| <p>Prompt #1 (roytzur)</p> | <p>Generate an article name (output) for a fashion magazine where the article is about a query (input). Rules of what constitutes a good output: 1. Use sentence case (capitalize the first letter of the first word). 2. Capitalize proper nouns, such as names of people, brands, and product lines. 3. Be concise. Avoid having more than 1 word with the same or similar meaning, and use no more than 6 words. 4. Order words in a way that feels natural when spoken out loud, while avoiding any ambiguities in meaning or grammar. 5. Write titles in plural, not singular, unless it's grammatically incorrect. 6. The output should contain the name of the brand(s) mentioned in the input. If the input is brand-less, so should be the output. 7. Don't use question marks, exclamation marks, quotation marks, or asterisks – except when these marks are part of a proper noun. Examples of inputs with bad outputs: Input: Toys for a 2 years old boy Output: Fendi Kids: Playful Styles for Little Explorers The input is: {0} <ctrl23></p> | | |
| <p>Prompt #2 (roytzur)</p> | <p>You are a copywriter for a fashion magazine. Generate an article name (output) that discusses a given query (input). The article name should be no longer than 6 words. Examples of inputs with bad outputs: Input: Toys for a 2 years old boy Output: Fendi Kids: Playful Styles for Little Explorers The input is: {0} <ctrl23></p> | | |
| <p>Prompt #3 (nijalib)</p> | <p>Take the following query <xxxxxxx> and turn it into a fun and witty/engaging title that will be used to present products in a lifestyle magazine article. Rules of what constitutes a good output: 1. The output should retain the original meaning of the input 2. Use sentence case 3. Capitalize proper nouns, such as names of people, brands, and product lines. 4. Be concise, no more than 5 words. 5. Fun and engaging means it will grab the attention of users, it is friendly, and it evokes emotion. 6. The output should avoid telling shoppers what to do or feel (You'll love this), don't exaggerate or add unnecessary descriptors 7. The output should be conversational, and natural avoid dry headers or sounding robotic. 8. Avoid long headers. Keep headers snackable and clear. 9. Don't be too lofty or whimsical, don't include too much word play. 10. Don't over promise or use superlatives (best, perfect, etc.) 11. Use a variety of synonyms to avoid repetition. Avoid generic adjectives like "unique" whenever possible. 12. Don't use the first person (I, my) or second person (you, your). Avoid using colons.</p> | | |



| Query | Title Prompt #1 | Title Prompt #2 |
|------------------|--|------------------------------------|
| straw fedora | Straw Fedoras: Summer's Must-Have | Summer's Must-Have |
| wood pergola | Perfect Pergolas: Wood Structures for Outdoor Spaces | The Perfect Pergola |
| kindle tablet | Tech-Savvy Style: Kindle Tablets for the Fashion-Forward | Tech-Chic: Kindle Tablets |
| mens trousers | Tailored Trousers: Elevated Menswear Staples | Tailored Elegance |
| nextel phones | Nextel: The Epitome of 90s Nostalgia | The Future of Nostalgia |
| red coach bag | Coach: Fiery Red Handbags | Coach's Fiery Red |
| casual dresses | Casual Dresses: Effortless Style for Every Occasion | Effortless Elegance |
| creed himalaya | Creed Himalaya: A Journey to the Peak of Fragrance | Creed Himalaya |
| olympus camera | Olympus Cameras: Capturing Timeless Moments | Timeless Elegance |
| pocket squares | Pocket Squares: Dapper Details for the Modern Man | Pocket Squares |
| spanx jumpsuit | Spanx: Jumpsuits That Slay | Spanx Jumpsuits |
| versace slides | Versace Slides: Summer's Must-Have Sandals | Versace Slides |
| apple watch pro | Apple Watch Pro: Sleek Tech, Elevated Style | Unveiling Apple Watch Pro |
| cartier perfume | Cartier Fragrances: Scents of Elegance and Luxury | Cartier: Scents of Elegance |
| champion slides | Champion Slides: Sporty Sandals for Summer | Sporty Chic: Champion Slides |
| coach woven bag | Coach Bags: Woven Wonders for Every Occasion | Coach Woven Bags |
| flats for women | Chic Flats for Women | Footwear for Women |
| giant uno cards | Giant Fun: UNO Goes Oversized | Supersized Fun: Giant UNO |
| gucci small bag | Gucci: Mini Bags for Maximum Impact | The Perfect Mini Bag |
| lego ideas sets | LEGO Ideas Sets: Building Blocks for Creative Minds | The Perfect LEGO Ideas Set |
| sandals for men | Men's Sandals: Summer Styles | Summer Sandals for Men |
| vars ultrarange | Vars Ultrarange: The Perfect Blend of Style and Comfort | Vars Ultrarange |
| columbia sandals | Columbia: Summer-Ready Sandals | Summer-Ready Sandals |
| jbl mini speaker | Sounds on the Go: JBL Mini Speakers | Sound in the Pocket |
| mens trucker hat | Trucker Hats for Men: Rugged Style for Every Adventure | The Perfect Trucker Hat |
| nike black shoes | Nike: Mastering Minimalist Footwear | The Perfect Nike Shoe |
| nike tech fleece | Tech Fleece: Nike's Sporty Staples | Tech Fleece: Nike's Sporty Staples |

Generated titles

Problems we faced

The generated headers aren't meeting content guidelines. They're often too silly and feel like they were written by a robot. They generally don't reflect the Google brand voice.

Issues include:

- Made up words ("sandalicious", "Boot'n'bout", "shoetopia").
- Omission of brand names or improper use (Hermes perfume described as "Scents from an Olympian")
- Excess use of superlatives "Perfect", "timeless", "Must-have".
- Colors replaced with adjectives like "citrusy" and "fiery".
- Titles don't reveal much about the product
- Inconsistent use of sentence case

In this current state, we risk brand trust, user confidence, and overall perception of quality.

| |
|--|
| Tech-Chic: The Latest in E-Reader Fashion |
| Tailored Elegance: Trousers for the Modern Man |
| The Future of Communication: Nextel Phones |
| Coach's Fiery Must-Have |
| Effortless Elegance: Casual Dresses for Every Occasion |
| Creed Himalaya: A Fragrance Journey |
| Timeless Elegance: Capturing Beauty with Olympus Cameras |
| Pocket Squares: Elevating Your Style |
| Sleek Chic: The Power of Spanx Jumpsuits |
| Versace Slides: Summer's Hottest Footwear |
| Unveiling Apple's Watch Pro: A Technological Masterpiece |

06

How we're improving

Improving existing prompt

Proprietary + Confidential

The prompt has gone through many iterations and has been updated to address feedback from UXR, filed bugs, and guidelines.

We looked at outputs in a spreadsheet

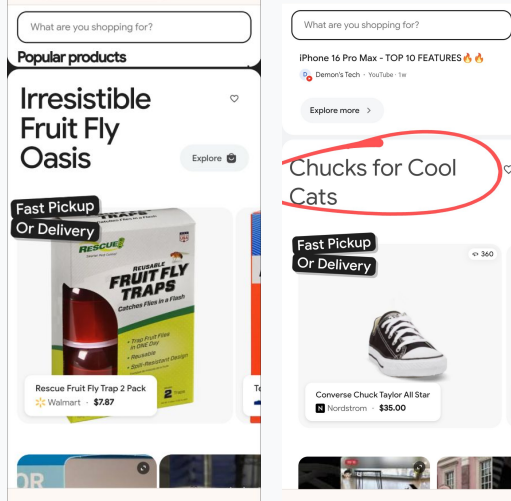
| G | H | I | |
|------------------------------|--------------------------------------|---------------------|--|
| Query | Titles | Meeting guidelines? | |
| chair cushions outdoor | Plush pillows for patios | Yes | |
| festival outfits women | Festive Fashion for Fabulous Females | No | |
| womens hawaiian shirts | Island Vibes with Hawaiian Shirts | Yes | |
| maternity wedding dress | Bridal Bliss for Moms-to-Be | Yes | |
| playstation controller ps5 | Game On: PS5 Controller | Yes | |
| valentino rockstud sandals | Studded sandals to rock | No | |
| christian louboutin sneakers | Sneakers with Red Bottoms | No | |
| ovens | Ovens: Bake Your Way to Perfection | No | |

We then:

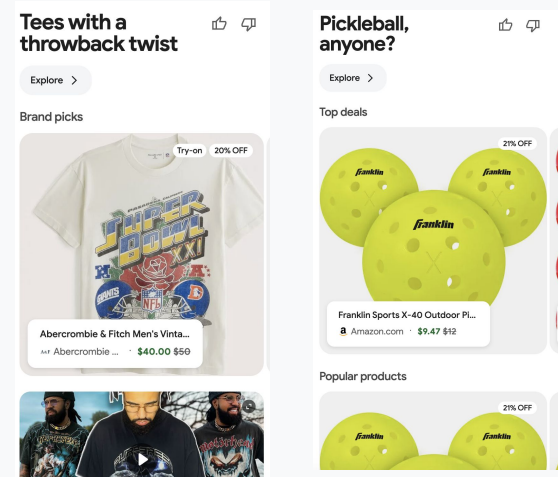
- Identified which met UX best practices (or didn't)
- Documented most common issues and turned these into writing guidelines to provide the model
- Stress-tested our guidelines using Collab
- Continued to iterate on the prompt

| | |
|---|--|
| Be concise (No more than 6 words) | Good: Dress to impress Good: Back to school essentials Bad: Dress to Impress: Party Frocks for Nights to Remember Bad: Slip into Sporty Chic with Champion Slides |
| Don't use quotation marks | Good: Skechers shoes Bad: ""Skechers: Sporty Styles for Every Step"" |
| If the input includes a brand, include the brand in the output. If the input does not include a brand, don't include a brand in the output. | Good: Run the world with Nike Good: Nintendo Switch: Gaming On The Go Bad: Swoosh running shoes Bad: [Brand name] TVs |
| Don't include too much word play. Do not include made up words. | Good: Folding chairs from IKEA Good: Scents for Summer Bad: Folding chairs, IKEA-riffic Bad: Shirts that sizzle Bad: Fur-fectly Smooth with Doggie Conditioner |

Before and after



Before



After

Key learnings

One size does not fit all

Different product categories required a different prompt approach to generate effective titles.

Keep it brief

Overloading the prompt with too many rules limited the AI's creativity. We found that a more concise prompt led to better results.

Show don't tell

Including both good and bad examples within the prompt seemed to help with the output quality.

Details matter

The more specific we were in the prompt, the more likely we were to get the desired output.

Next steps

1. Finalize prompt
2. Continue to test the prompt with new queries from LE
3. Create a secondary prompt for when prompt 1 fails to meet UXCD guidelines.
4. Finalize guidelines and share out to the larger team
5. Work with eng to establish a QA on all generated titles