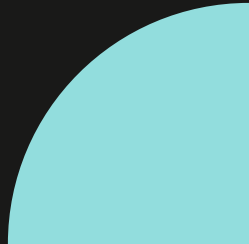




Online Shopping Experience

Team Awesome

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Agenda

- Project Objective + Vision
- Market Peer Analysis
- Research Overview
- Research Synthesis
- Key Insights
- Principles for Future Design
- Next Steps



Project Objective + Vision

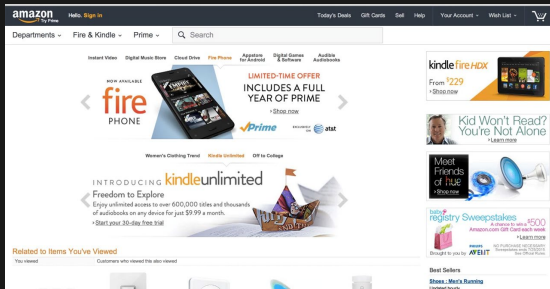


“In a world where online shopping has become a way of life, an e-commerce presence is required to excel and grow a business.”

- Determine the “must have” features and components of an online shopping experience
- Develop insights to create an online presence that is unique but familiar to consumers.
- Establish what makes online shopping intuitive and easy to navigate.
- Determine the level of accessibility for ideal customer service (chat, phone, hours of operations, return policies, etc)

Market Peer Analysis

Amazon



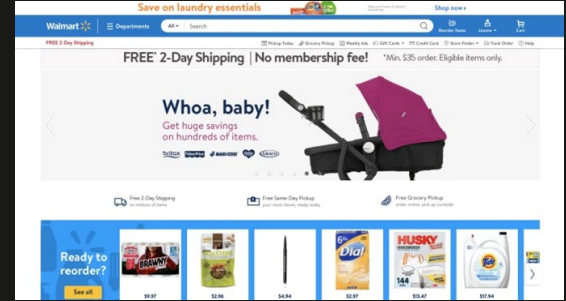
Since 1995, Amazon has built itself into the second largest retailer in the world – and largest for majority e-commerce. Known for massive product options, fast shipping, and marketplace sellers.

Target



Originally a brick and mortar chain, entered the e-commerce market in 1999. 10th largest retailer in the world, selling largely target-exclusive products. Large inventory but much smaller than that of Amazon or Walmart.

Walmart



Largest retailer in the world. Began e-commerce in 2000. Since 2016, has been attempting to beat Amazon at their own game w/ marketplace sellers, two day shipping, and massive inventory.

Research Methods

- **User interviews**
 - Conducted 3 each
- **Contextual Inquiry interviews**
 - Conducted 3 each
- **Online Survey**
 - Mix of open and closed-ended questions with one question from the System Usability Scale (SUS)
 - Recruited participants via social media channels.
 - [Online Survey](#)

User Experience Research

Tell us about
your online
shopping
experience

[SURVEY](#)

[LEARN MORE](#)





Research Methods



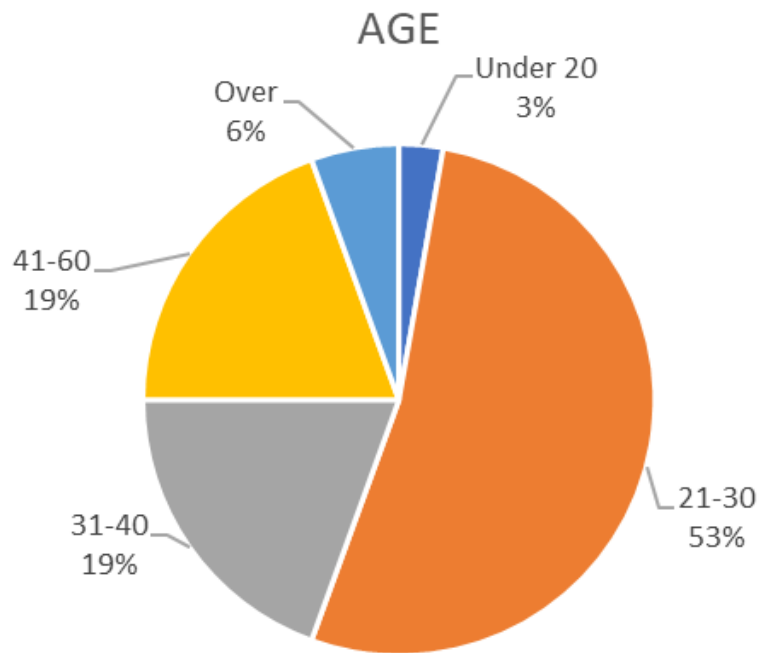
- **Research Goals**

- What and why a person shops online.
- Tech Preferences (mobile or desktop).
- Have you experienced a store's return policy and if so, how did it go?
- What Customer Service preferences do the majority of shoppers prefer?
- Emotional reactions to navigating an online shopping experience.
- Common shopping behaviors that could impact buying decisions.

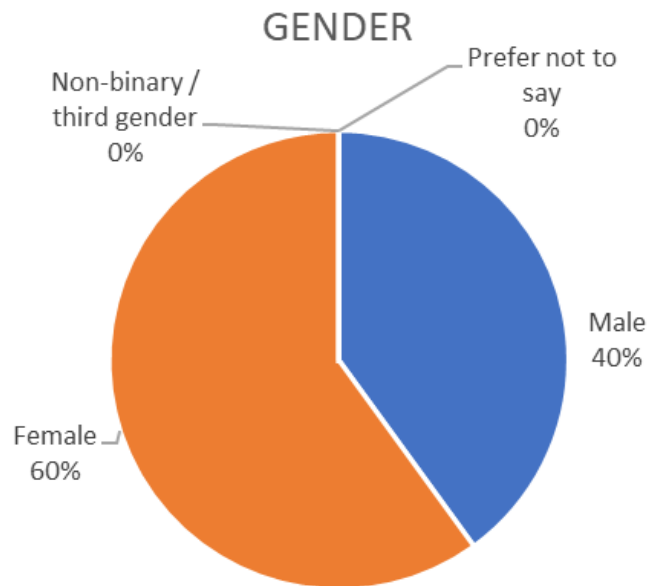
User Research Overview

- **Online Survey**

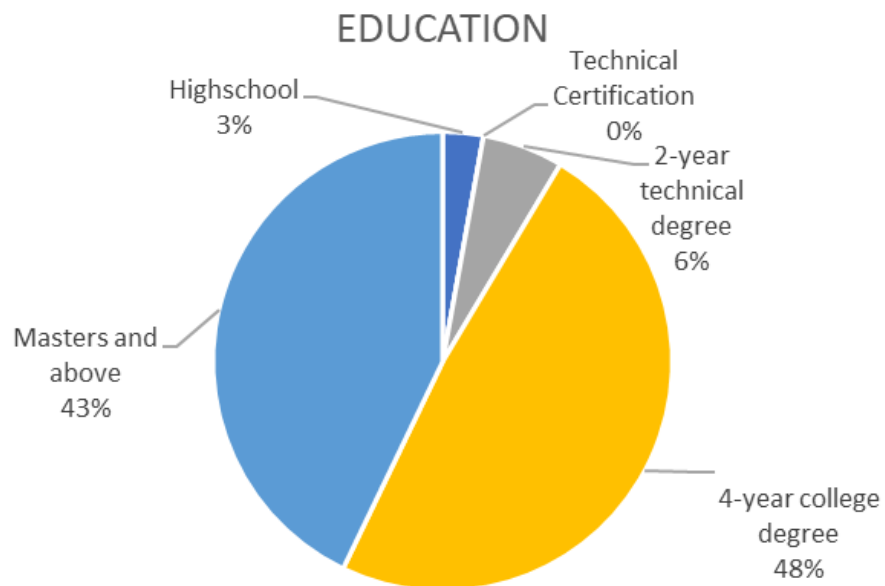
- 35 respondents collected via social media
- The largest age group to respond were between the ages 21 – 30 years old.



User Research Overview

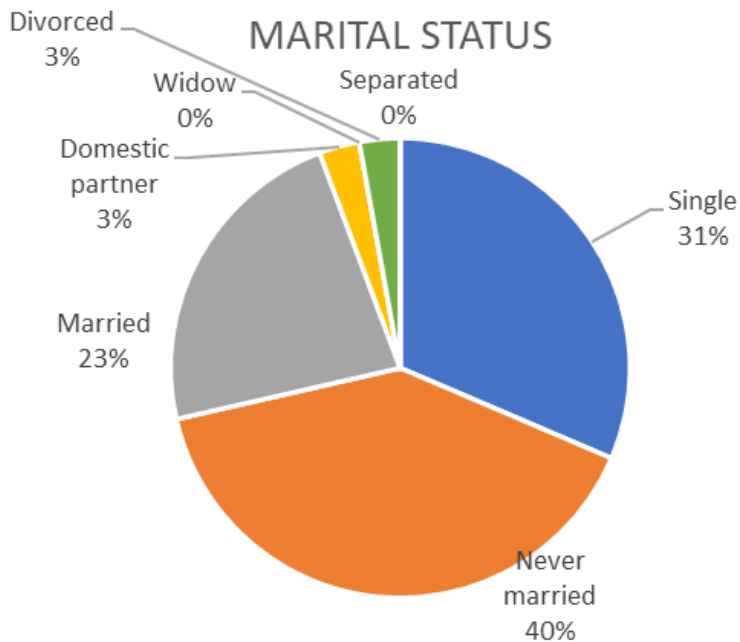


- Takeaway: Mostly women responded.

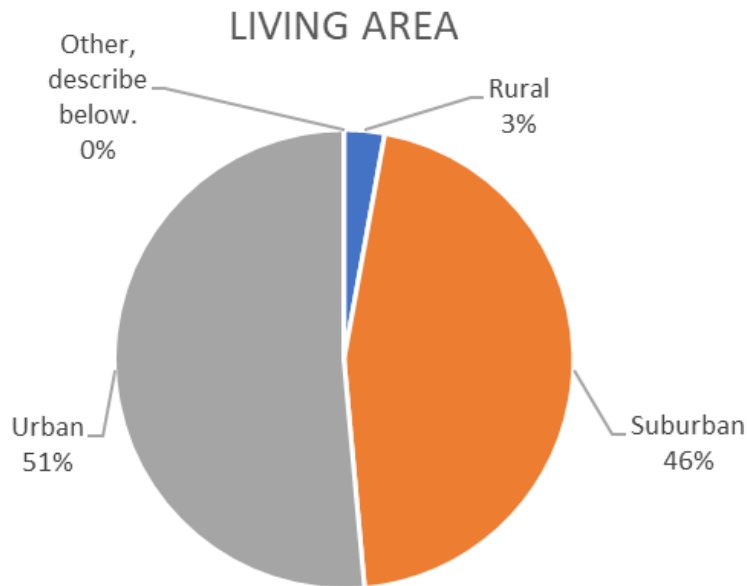


- Takeaway: Mostly with a 4 year degree or master's and above.

User Research Overview



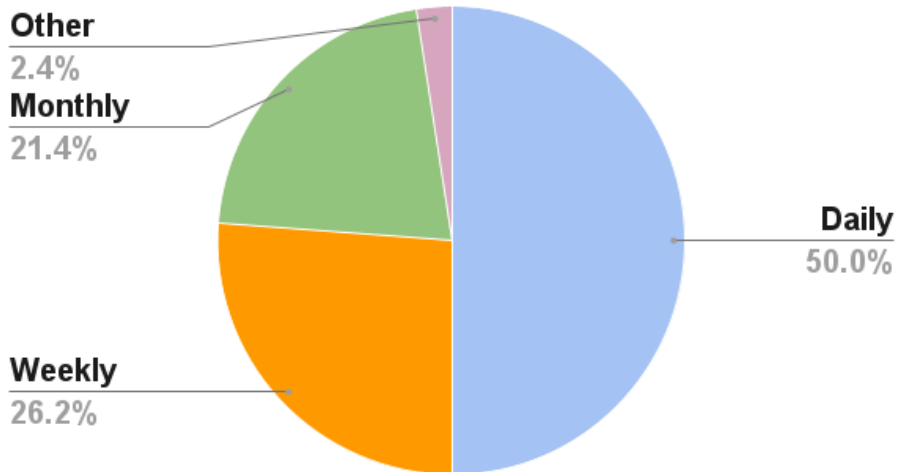
- Takeaway: Mostly Single or never married.



- Takeaway: Almost an even split between Urban and Suburban.

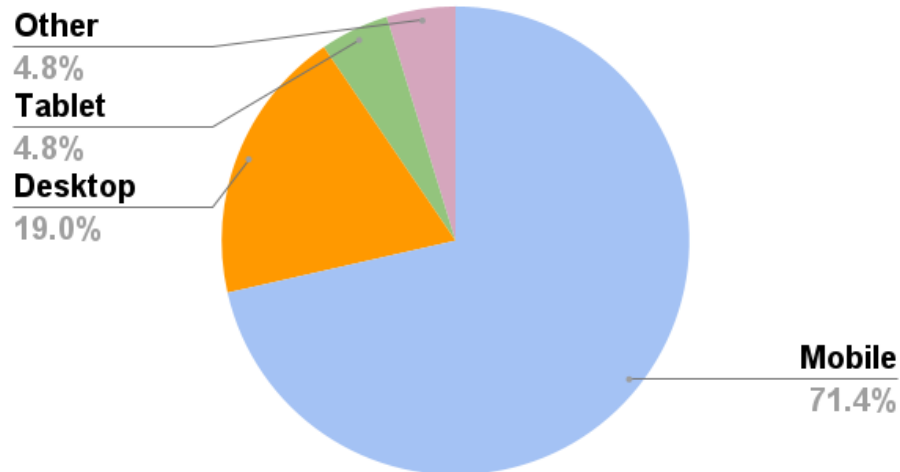
User Research Overview

Frequency



- Takeaway: Most users use online shopping daily or weekly.

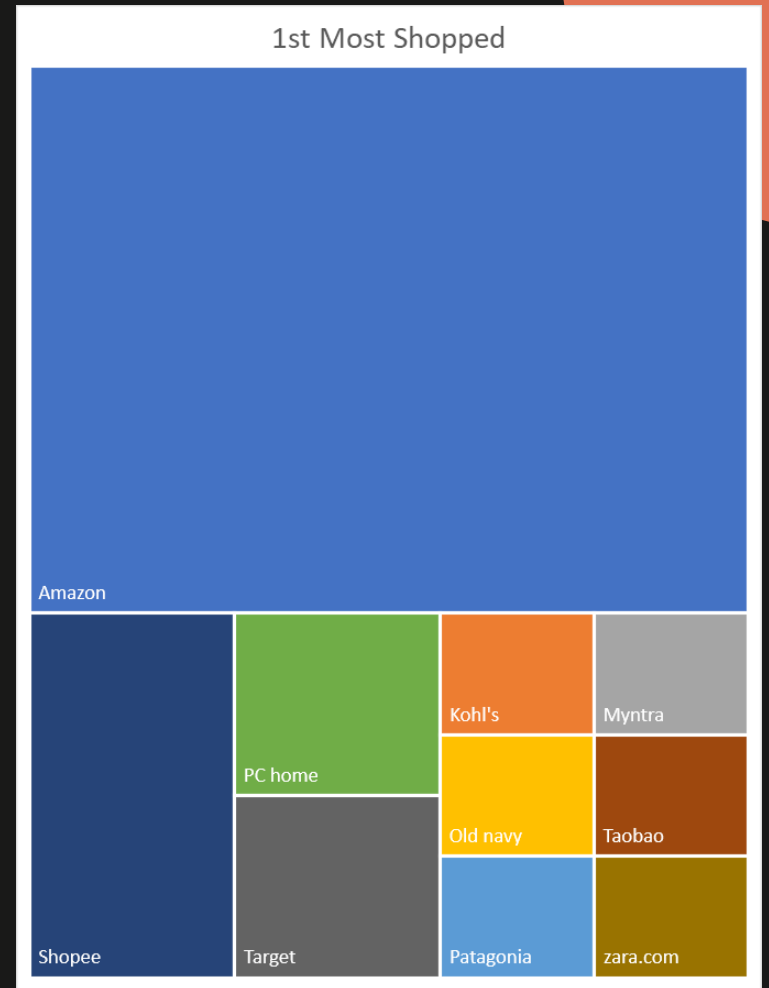
Device



- Takeaway: Most users use a mobile device to do their online shopping.

User Research Overview

- **Online Survey Question**
 - What are the top 3 websites you use for online shopping? Put in order of use.
- **Takeaway:** Amazon is the first website most people shopping online will visit.



User Research Overview

- **Takeaway:** Followed by the second website most people visit: Target, Amazon, and Walmart.



User Research Overview

- **Takeaway:** Followed by the third websites most people visit. You can see the pattern increased with a wider variety of websites visited as people's third option. However, Amazon, Target and Walmart still on are on the top – even if it's 3rd.





User Research Overview

“**Fast, simple** and **return** friendly will be nice.”

“**Fast** delivery, shipping process visualization, nice packaging.”

“When I received the products **faster** than it initially showed, and there are some gifts with the products.”

“I want these shopping experiences to be brief, the **sooner** I can get the item and get out of the website the better.”

“Good **discount** .” 🧑‍💻

“**Free** and **fast shipping!** Nothing is more annoying than expected delivery dates getting pushed back. But when items arrive ahead of schedule its exciting.”

“I like the online store has a much larger **selection.**”

“Being able to **quickly** find what I'm looking for with a **fast, easy** checkout”

“**Easy, convenient,** no contact delivery, easy **returns,** easy to compare multiple products at the same time.”

Affinity Diagram

- As we wrote down the fact findings of our research, we identified the following commonalities:
 - Demographics
 - Values
 - Interests
 - Expectations



Affinity Diagram

- Motivations
- Habits
- Goals
- Pain Points / Frustrations



PERSONA #1



Sammy

"Budget-friendly Powershopper"

- Age: 26
- Gender: Female
- Location: Madison
- Marital Status: Single
- Quote: "I could give up looking for the best deal, but I'm not a quitter."

Bio

Sammy is a young professional and an introvert who loves spending time on the things that matter in life. She enjoys reading, journaling, and spending a Saturday night in her pajamas, watching Netflix or window shopping online for the best deal. She's often found in the best clothes for the season along with her dog, Clark, who is always freshly groomed and looking like he loves life. Online shopping is a way of life for me and allows me to stay within my budget and save time within my busy schedule. Amazon is where I shop the most to compare products, and I find the lowest prices, free shipping, and easy returns.

MOTIVATIONS

- My health and well-being
- I like to maximize my time
- Quality over quantity
- Comparing products is easy

VALUES

- Delivery services
- Budget friendly products
- My time
- Fast and easy navigation
- Organization and preparation

HABITS

- Regularly shop online
- Shop for clothes and groceries
- I often window shop
- Amazon is where I shop online the most

INTERESTS

- Variety of interests
- Journaling or watching TV series
- I love my pets
- Playing video games
- Having clothes to match the season

GOALS

- Save money
- Save time
- Maintain a budget
- Get the best deals

EXPECTATIONS

- Low prices
- Quality products
- Responsive customer service
- Fast and free delivery

PAIN POINTS

- Returns that take time out of my day
- Quality of items aren't what I expected
- The options in stores are limiting
- The timing between ordering & delivery

Research Synthesis

Persona

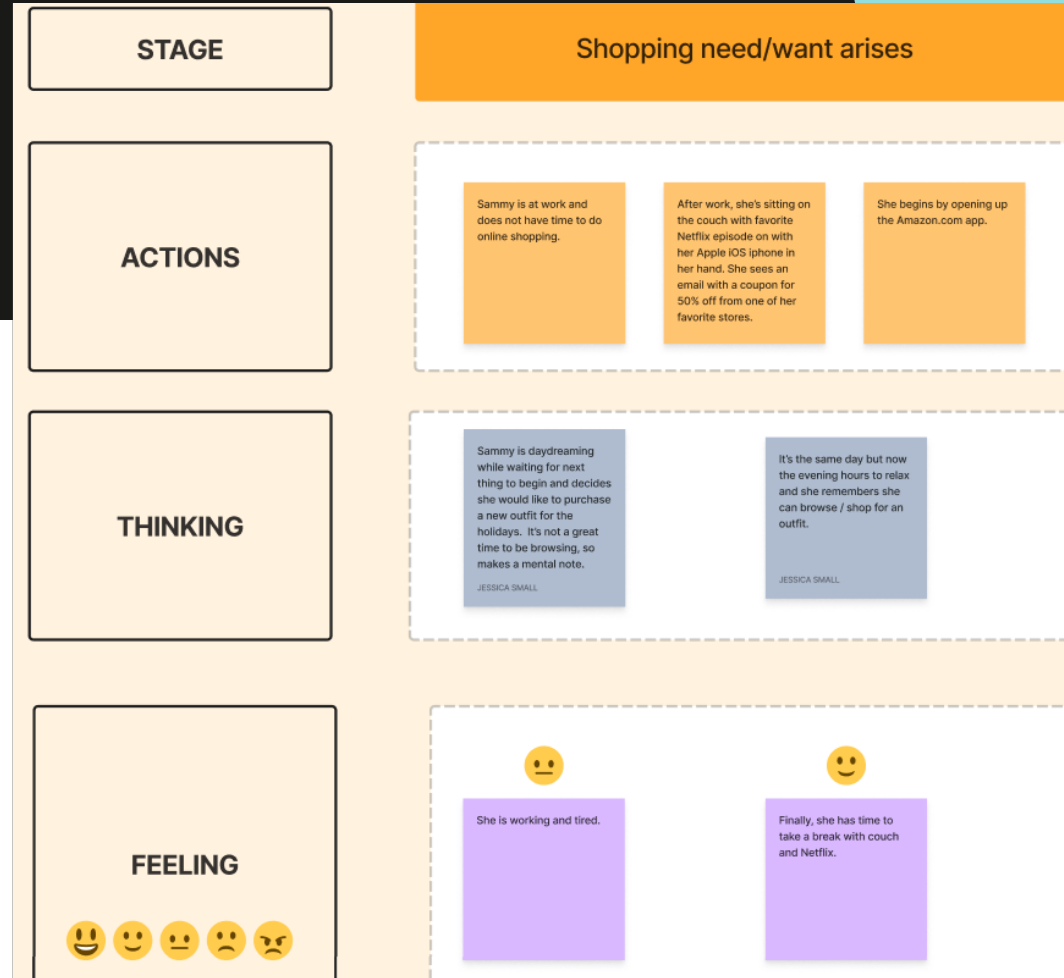
Journey Map

- **Scenario:** Sammy is looking for a new, trendy dress to wear that won't break the bank for the holiday season.
- **Goals/Expectations:**
 - Find a dress that is trendy, black, and budget-friendly.
 - Find something quickly because I'm on a tight schedule.
 - Maybe find a pair of shoes on sale and within the budget.



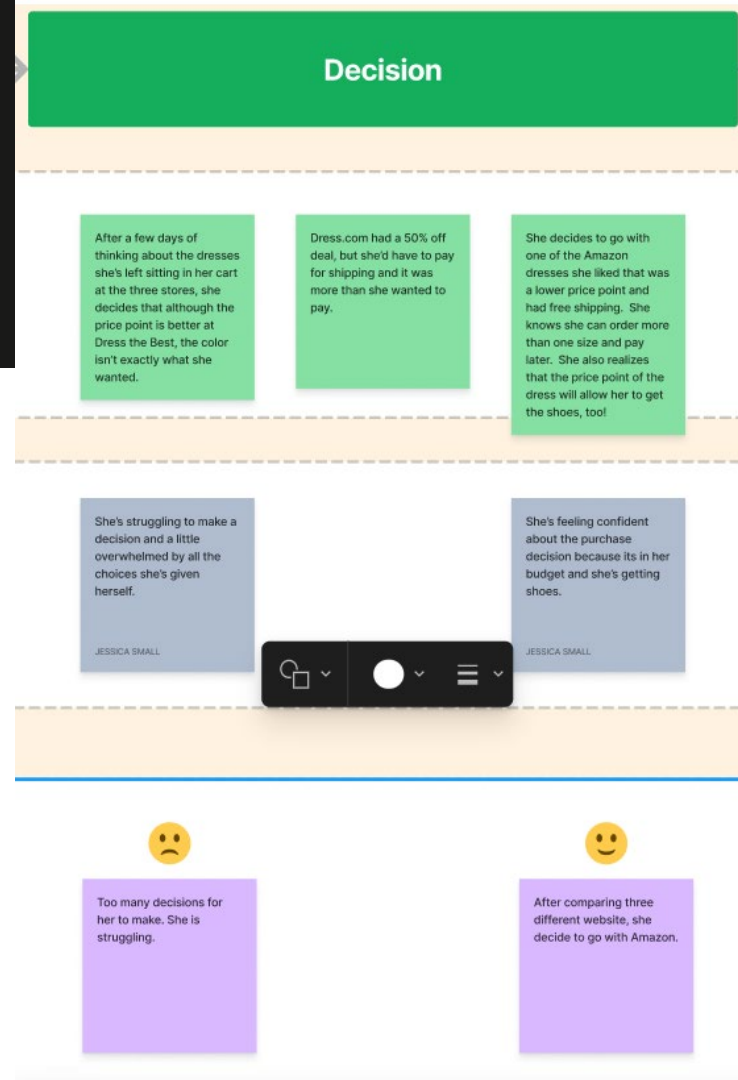
Journey Map

- Sammy is a couch-shopper and always looking for a good deal, but like she's stated in her Persona – she could give up looking for a good deal, but she's not a quitter!
- She sees a 50% off coupon in her email from her favorite store and she's reminded about her holiday dress.



Journey Map

- After researching a few different websites for the best dress and best deal, she decides to purchase the dress with Amazon.
- All these decisions and lack of availability is frustrating.



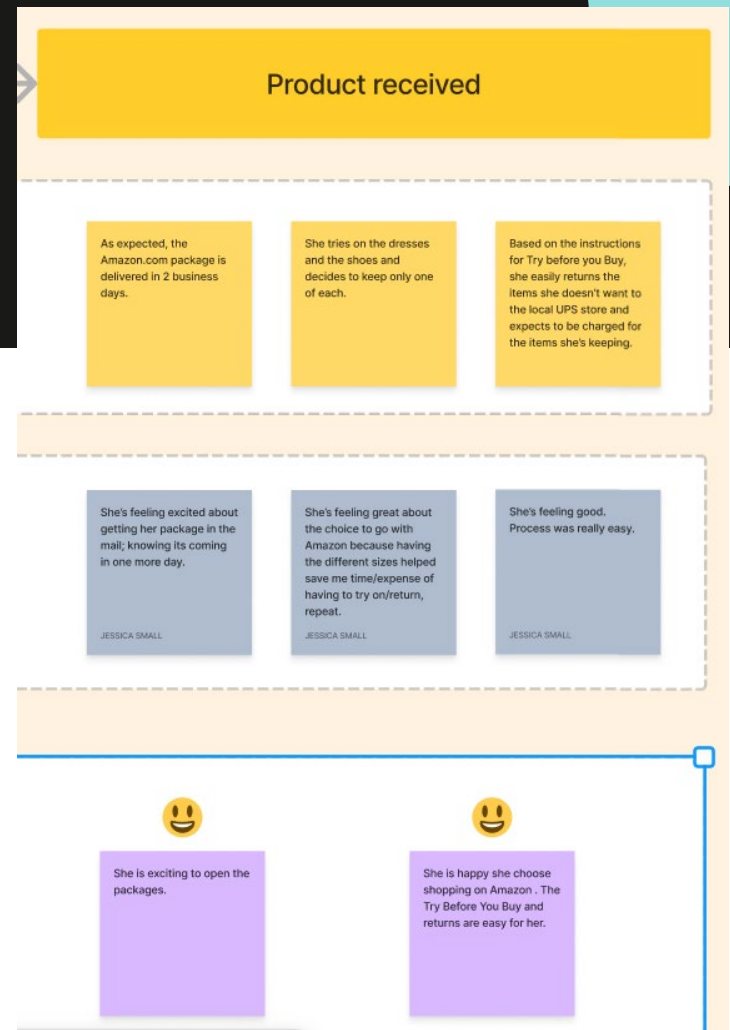
Journey Map

- With Amazon, she gets the option to Try before you Buy and free, 2 day shipping.



Journey Map

- The product arrives as expected.
- She's able to try on the three sizes and return what didn't fit.
- Amazon's return policy is free and easy, so dropped at the nearest Amazon drop location.
- Throughout the experience she maintains a happy sentiment, but was a bit frustrated finding sizes and availability of products with the other retailers.



Key Research Insights



**Mobile-optimized
architecture**

**Simple, intuitive design with
constant feed of fresh
content/products**

**Price comparison across online
shopping platforms for price
matching**

**Fast(er) shipping with time
estimates**

**Free returns via multiple
methods**

Principles for Future Design



How might we...

Create a unique shopping experience that helps users know they received the best price available?



How might we...

Create an online shopping experience that makes users to feel confident about the quality and fit of the product?

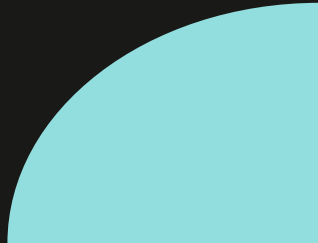


How might we...

Create the faster shipping process consumers want without increasing costs?



Next Steps

- 01** Begin mobile design of home page and product pages and engage marketing team for content/product.
 - 02** Study Shipping/Handling process to determine strategies for reducing costs and times of delivery.
 - 03** Discuss how we can make the online shopping experience for clothes a more interactive experience for the consumer without additional price burden.
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Thank you.