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CUSTOMER EXPERIENCE STUDY

YOURSITE

www.yoursite.com

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IF THEY CAN'T FIND IT, THEY CAN'T BUY IT

This customer experience study for yoursite.com is based on a one-to-one customer usability study carried out with 25 focus group participants.

The focus of this report is to describe the experience customers have on your site as they discover, select and compare products, with an emphasis on your site search and product recommendations.

Throughout this report, you'll find real customer feedback, a snapshot of key product discovery elements your site offers (and doesn't offer), and our suggestions on what you can improve.

HOW ECOMMERCE PRODUCT DISCOVERY WORKS

None of the test subjects were given directions on how to search for the products in question, and were free to choose their own strategy, i.e. search, navigation or recommendations. Although the tests were carried out on desktop sites, the guidelines and suggestions are applicable to mobile sites, more so because mobile sites allow for a lesser degree of navigation and browsing ability.

Usability was tested based on three types of tasks given to the test subjects, each varying in specificity and intent. The issues that they faced have also been categorized into three types based on severity -

- Severe enough to disrupt the flow of the users - I

- Moderate, but the user had to actively resolve the issue to proceed. - II

- Mildly disruptive to the user experience and users could proceed without any action needed. - III

DIFFERENT STAGES OF CUSTOMER JOURNEY

Every customer's journey can be divided into five stages -

THE PRODUCT DISCOVERY STAGE

In this stage, the customer familiarizes himself with the site and looks around for products either by search, browse or recommendations.

THE PRODUCT SELECTION STAGE

In this stage, he evaluates his needs and selects a particular product.

THE PRODUCT COMPARISON STAGE

In this stage, he compares the selected product with similar alternatives.

THE PRODUCT FINALIZATION STAGE

Finally, he weighs all his options before pulling the trigger.

THE RETURN STAGE

The customer returns to the site for a new or related purchase.

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PRODUCT DISCOVERY STAGE

The objective of this stage was to understand how users try to find products on *yoursite.com*. Here, tasks of varying specificity were given to the users.

TASK 1: For more specific tasks like "women's sweaters on discount"

CUSTOMERS' RESPONSE:

- 12 out of the 25 subjects (**48**%) initially tried to use the site search. The others clicked on the sale category. 3 users directly went to the women's sweaters category.

- 6 users searched for "women's sweaters on discount". 2 tried variants like "discounted sweaters". 2 users searched for "sweaters off". 2 users searched for generic queries such as "women's sweaters".

TASK 2: For medium specificity tasks, they were told to buy earrings of their choice.
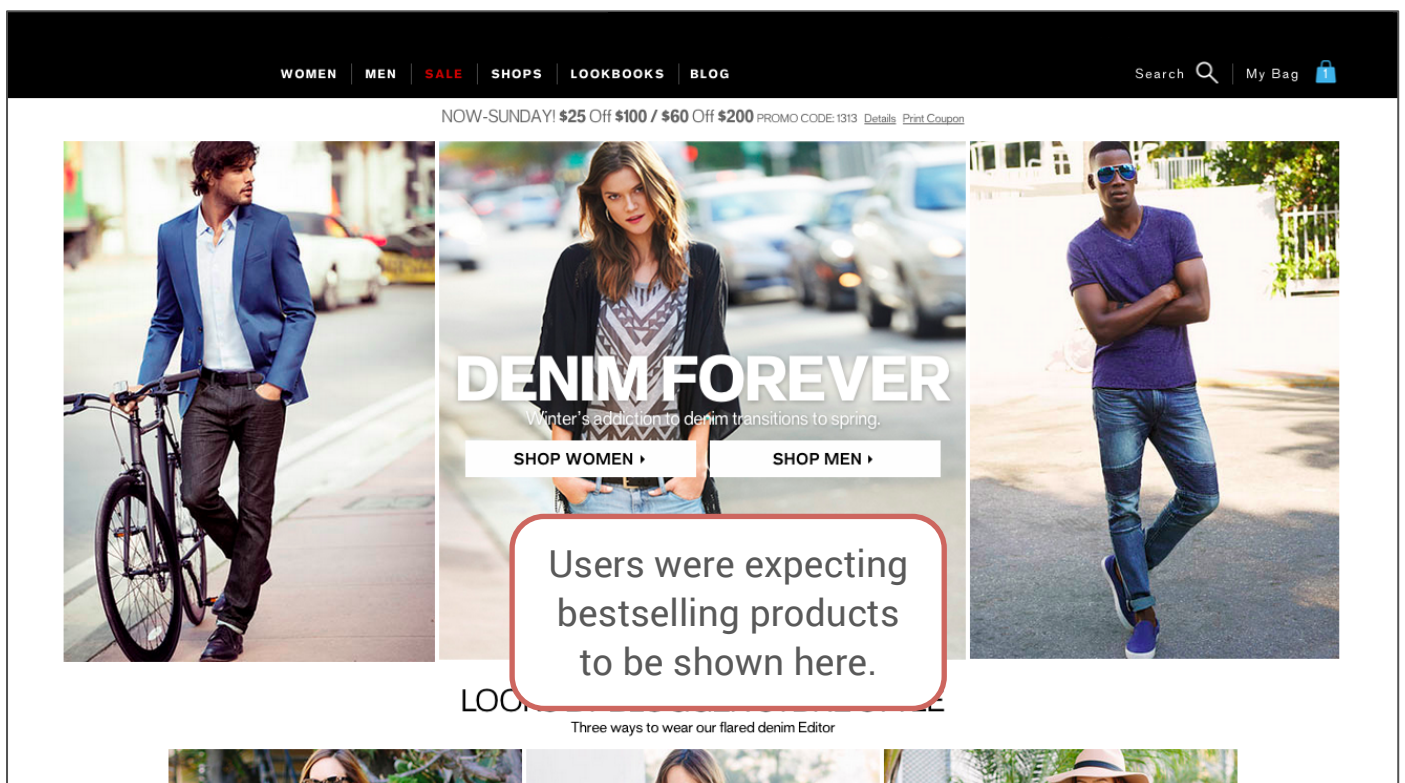
CUSTOMERS' RESPONSE:

- 10 users chose to use the search box to find the product, whereas the rest decided to browse the site.

- The queries were mostly generic with a few users trying out more specific queries like "dangle earrings" or "diamond earrings".

TASK 3: For low specificity queries, the users were told to buy any product that they liked.

CUSTOMERS' RESPONSE:

- 3 subjects used search to find their products. The others clicked on the various categories, featured products or banners.

- Some users wanted bestsellers to be shown on the homepage. – III

WOMEN   MEN   SALE   SHOPS   LOOKBOOKS   BLOG   Search 🔍 | My Bag 🛍 1

NOW-SUNDAY! **$25** Off **$100** / **$60** Off **$200** PROMO CODE: 1313   Details   Print Coupon

DENIM FOREVER
Winter's addiction to denim transitions to spring.

SHOP WOMEN ›   SHOP MEN ›

Users were expecting bestselling products to be shown here.

LOO...
Three ways to wear our flared denim Editor

PRODUCT SELECTION STAGE

Here, we recorded how users selected a product based on their preferences.

For high specificity tasks,

- Users who searched for long tail queries like "women's sweaters on discount" and "sweaters on discount" were shown no results even though the site had a discount sale for women's sweaters – **I**
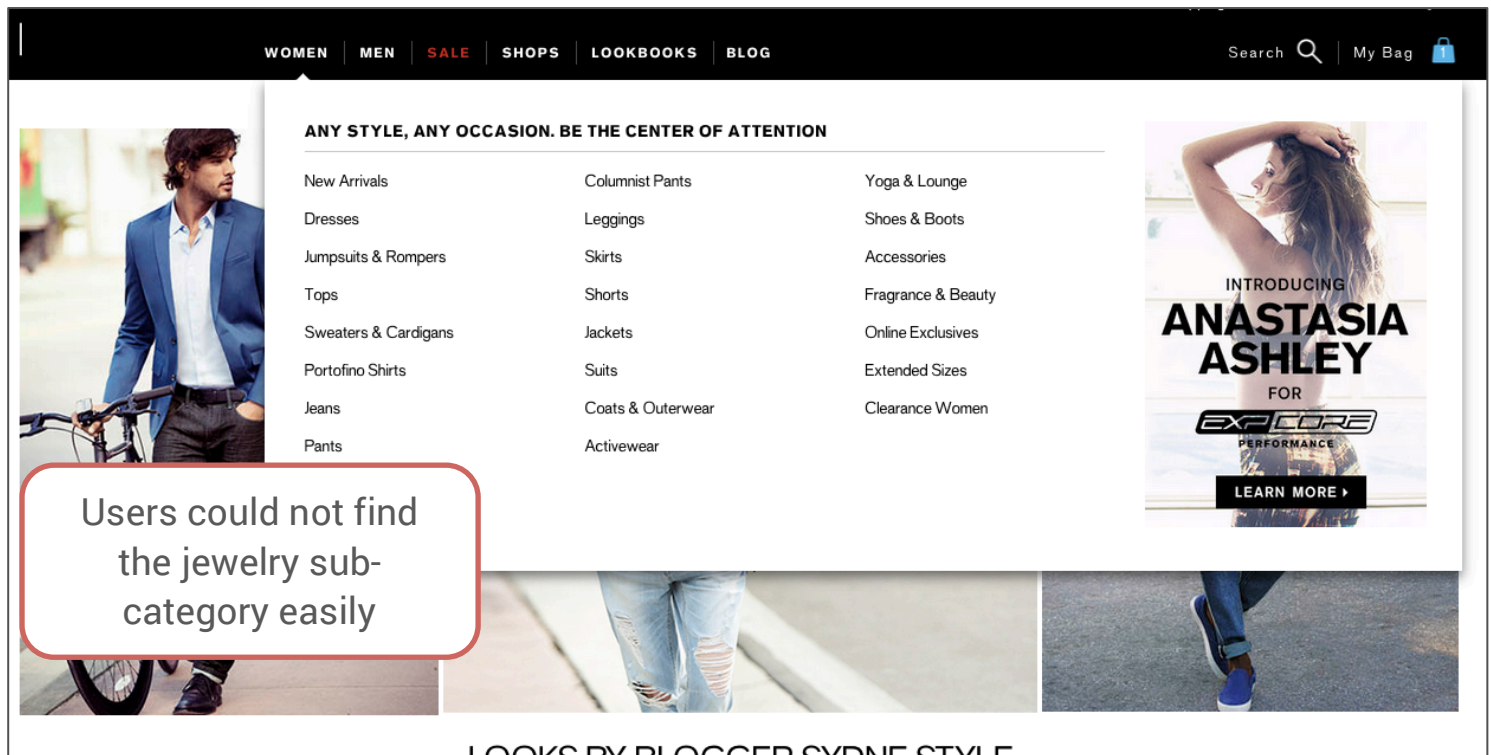

No results were shown for "sweaters on discount"
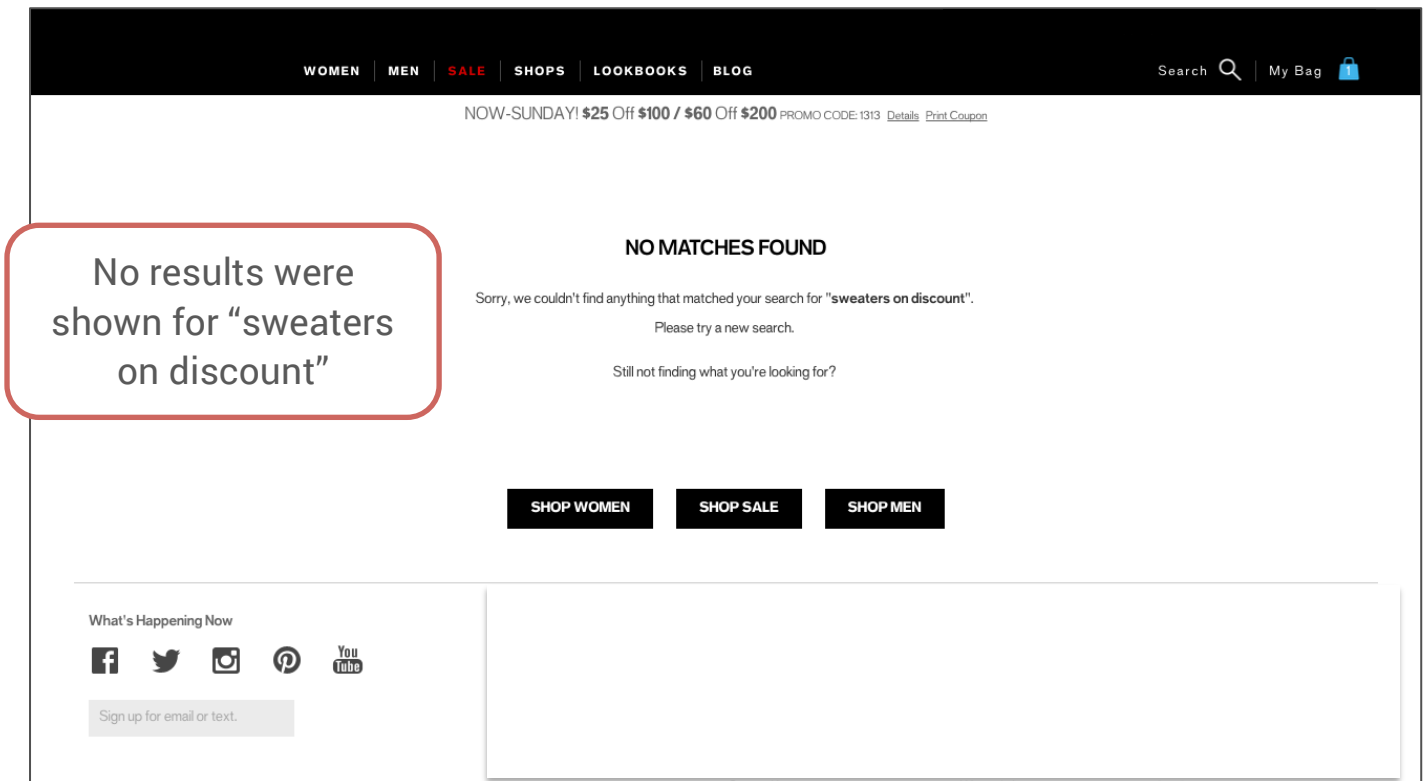
- Users who searched for "sweaters off" were shown all sweaters in the catalog.

- Users found no option of sorting the results by discount and had to browse through the results manually. - **II**

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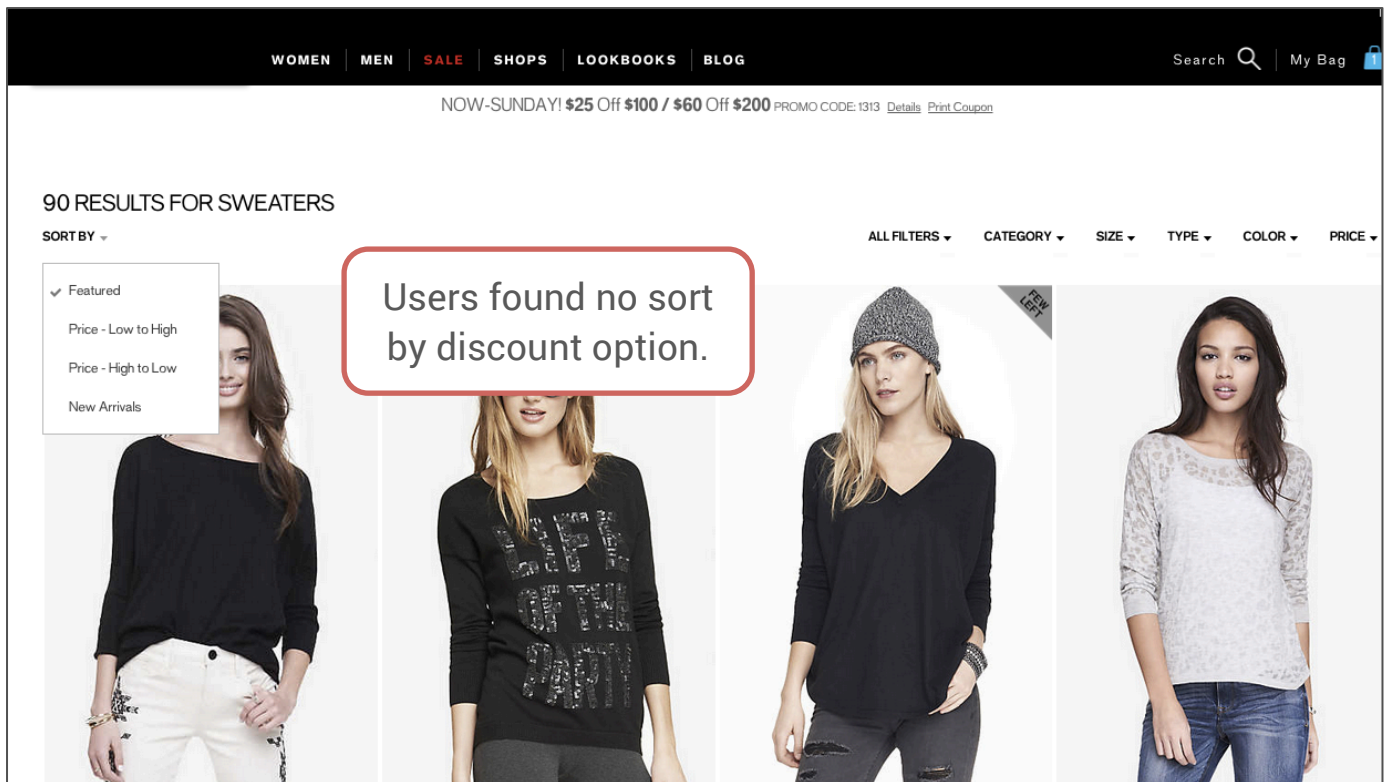
- Users who went to the women's sweaters category also faced the same issue.

- 10 users clicked on the sale category and found relevant results there.

For medium specificity tasks,

- Users who chose to navigate the site faced some difficulty in finding the relevant categories, as the jewelry sub-category was not easily visible. –II

ANY STYLE, ANY OCCASION. BE THE CENTER OF ATTENTION

New Arrivals	Columnist Pants	Yoga & Lounge
Dresses	Leggings	Shoes & Boots
Jumpsuits & Rompers	Skirts	Accessories
Tops	Shorts	Fragrance & Beauty
Sweaters & Cardigans	Jackets	Online Exclusives
Portofino Shirts	Suits	Extended Sizes
Jeans	Coats & Outerwear	Clearance Women
Pants	Activewear	

Users could not find the jewelry sub-category easily

- Users who found the relevant categories had to select filters to showcase earrings. The number of matches for the filter wasn't displayed. - III

The number of matches wasn't shown for the earrings filter.
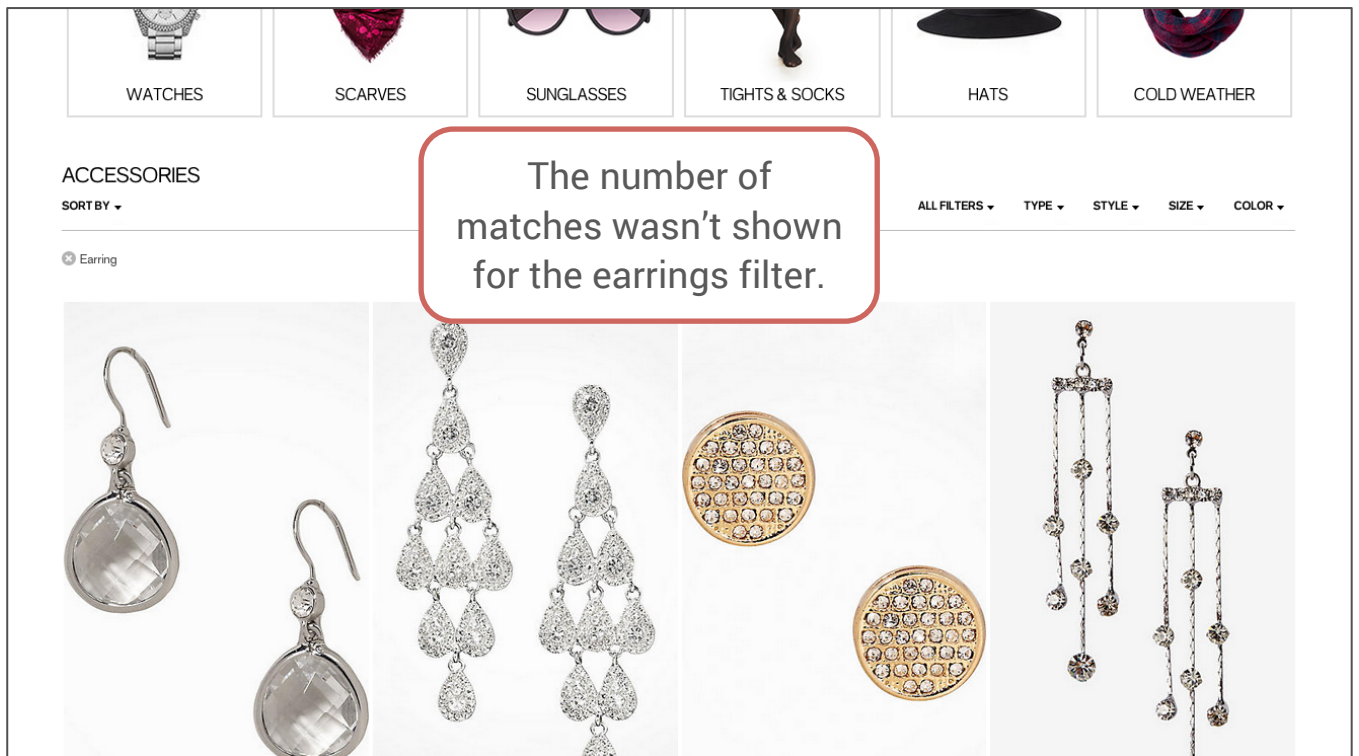
- Some users complained about the lack of filters for earrings like material, gemstone etc. - II

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Users found no filters such as material, gemstone etc.
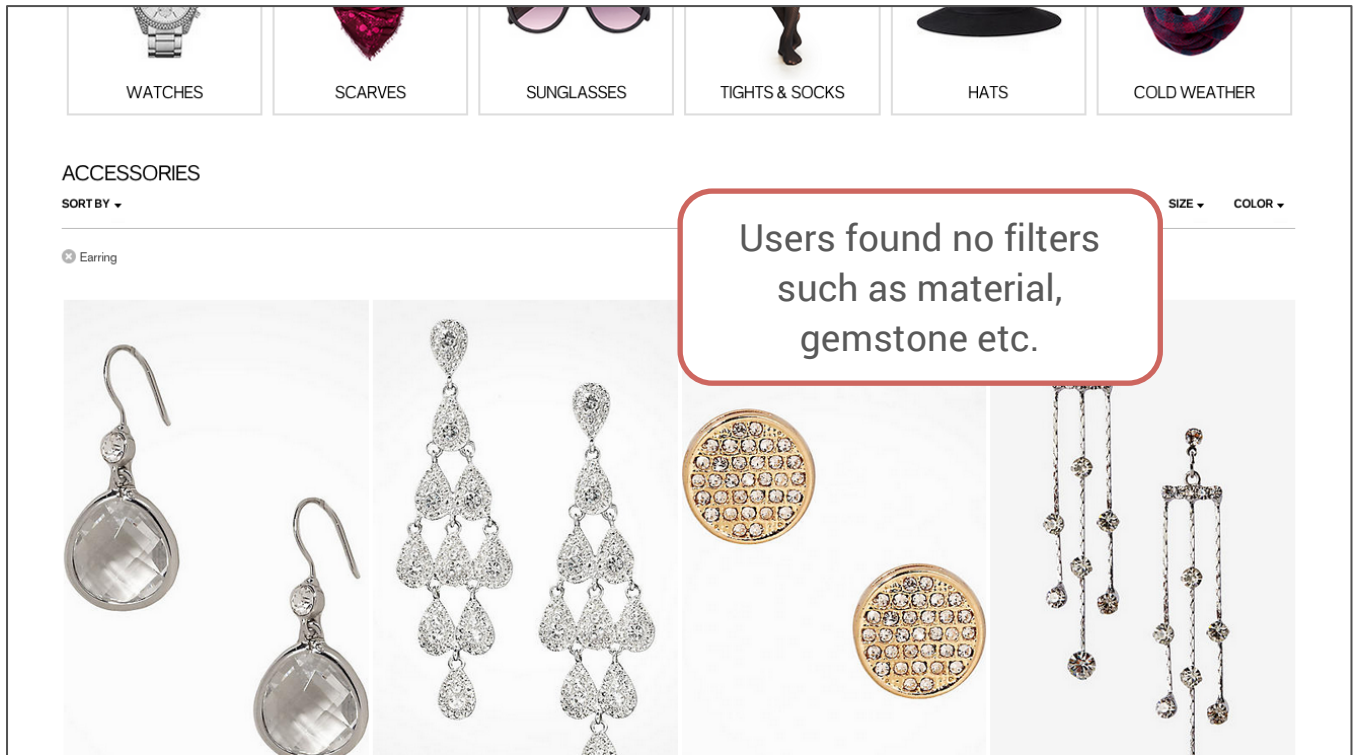
- One user who was looking for dangle earrings searched for "long earring" and was shown only one result. - II

- Users who wanted to alter their search queries found that the search box did not contain prefilled queries. - III

WOMEN | MEN | SALE | SHOPS | LOOKBOOKS | BLOG

Search 🔍 | My Bag 🛍1

NOW-SUNDAY! **$25** Off **$100** / **$60** Off **$200** PROMO CODE: 1313 Details Print Coupon

1 RESULT FOR LONG EARRINGS

SORT BY ▾

ALL FILTERS   CATEGORY   TYPE   COLOR   PRICE

Prefill previous queries in the search box

PRODUCT COMPARISON STAGE

- Several users clicked on the suggested recommendations and some even bought the recommended products. The number was higher for tasks of a medium specific nature.

- Only 2 users saw and clicked on the related products recommendations that were placed below even the customer reviews. –II

"I wonder why they've placed these recommendations here", one user said. *"It's not like customers would see them."*

RELATED PRODUCTS

ZEBRA PRINT DOLMAN SWEATER
Safari the city in this hot silhouette. It's ...
Quickview

RELATED SEARCHES
womens lycra shorts   columnist womens dress pants   fitted sweater   crew neck sweater   zebra print dolman

The related products were shown much below the product description.

- Users were expecting cross-sell recommendations such as "Complete the look" which weren't shown to them.

CHECKOUT STAGE

- Here also, users were not shown any cross-sell recommendations such as accessories, complementary products for impulse purchases.

RETURN STAGE

The 25 users were asked to visit the site again, and 8 of them wanted to look at a few products they had viewed earlier.

- Users were not shown any personalized recommendations like 'Recently viewed' or Recommended for you' on returning to the site. Some users complained that they had no way to know what products they had viewed previously - II

FEEDBACK & SUGGESTIONS

CUSTOMER FEEDBACK 1: Users were not shown any top-sellers on the home page.

OUR SUGGESTION: A Liveperson study found that roughly half of all purchases online are impulse purchases. Showcasing bestsellers on the homepage taps into the psyche of social proof as these recommendations showcase the most popular products on the site. Such recommendations have a higher click rate and also add to the user experience.

CUSTOMER FEEDBACK 2: Some users were unable to find the search box.

OUR SUGGESTION: Since the search box appears only when the cursor hovers over the search option, users who do not look carefully may fail to find it. Having a directly visible search box can solve this issue.

CUSTOMER FEEDBACK 3: Long tail/natural language queries like "women's sweaters on discount" were shown no results. Even shorter queries like "long earrings" showed only one result.

OUR SUGGESTION: Incorporate context-awareness into your search to understand the user's intent and show relevant results. It is also advisable for ecommerce sites, especially fashion/apparel related sites to understand simple natural language queries based on age, gender, price etc.

CUSTOMER FEEDBACK 4: Users were inconvenienced while modifying search queries for multiple iteration.

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OUR SUGGESTION: Prefill the search box with the last searched query to ensure that users don't have to enter the whole query each time.

CUSTOMER FEEDBACK 5 Users were unable to view the 'related products' recommendations.

OUR SUGGESTION: Typically, above the fold recommendations are known to perform much better than below the fold recommendations. Consider placing the recommendations above the customer reviews so that user can see them without scrolling too much.

CUSTOMER FEEDBACK 6: Users were not shown any cross-sell recommendations.

OUR SUGGESTION: For fashion/apparel related sites, users generally expect 'complete the look' recommendations that showcase complementary products on the products page. Apart from this, consider showing complementary products and accessories on the cart page.

KEY TAKEAWAYS

PRODUCT DISCOVERY		
Parameters	**Yes /No**	**Comments**
Search Relevance		
Exact Search	Yes	Awesome! You support exact queries
Long tail queries	No	Poor performing queries – yellow men's windbreaker etc.
Natural language search	No	Poor performing queries – sweaters on discount
Synonyms	No	Poor performing queries – long earrings.
Error Tolerant Search		
Spellcheck	Yes	Awesome! Spellcheck is enabled.
Keyword stemming	Yes	Awesome! Keyword stemming is enabled.
Autocomplete		
Visual autocomplete	No	Increase engagement on site and give an idea of how product looks.
Guided autocomplete	No	Helps narrow down options in the beginning.
Recommendations		
Topsellers	No	They add to the user experience and improve product discovery
Featured products	Yes	Awesome! You show featured products

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PRODUCT SELECTION STAGE

Parameters	Yes /No	Comments
Search results		
Search query display	Yes	Awesome! You display the search query.
Prefilling query iteration	No	Makes multiple iteration more convenient
Facets & sorting		
Filters	Yes	Awesome! You show search filter options

PRODUCT COMPARISON STAGE

Parameters	Yes /No	Comments
Upsell recommendations		
Related products	Yes	Awesome! You show related products
Viewed also Viewed	No	Helps improve product discovery and comparison
Cross sell recommendations		
People who bought this also bought	No	Showcases alternative products and complementary products

CHECKOUT STAGE

Parameters	Yes /No	Comments
Cart Recommendations		
Complementary products	No	Increases average order value and size of the site

RETURN STAGE		
Parameters	Yes /No	Comments
Personalized Recommendations		
You recently viewed	No	Recently viewed is shown on the cart page and not on the home page
Recommended for you	No	Treat your repeat customers in a personalized manner.

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PRODUCT DISCOVERY

PRODUCT DISCOVERY

Relevant & Personalized Site Search

Personalized Product Recommendations

Merchandising Control

Omnichannel Experience

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Want to make your product discovery more engaging & personalized?

Contact us on sales@unbxd.com