PDP - UX Enhancements

UX Research and Discovery Phase - by Tracey and Urvashi

AGENDA

1 **Introduction**

2 **Problem Statement**

3 **Research Methods**

4 **User Insights**

5 **Customer Journey**

6 **Research Synthesis**

UX Focal Points - Interactive Session

PDP Redesign

Business Owner: **Tamara**
Product Owner: **Suhel**
Business Analyst: **Rafael**
UX Research by: **Tracey & Urvashi**

Special Thanks:
Lori
Scott
Parivesh
Arun
Leanna

Problem Statement

Users trust the brand Vitamin Shoppe® to help with their well being. How might we create enablers at PDP for users to move forward to place an order?

Tools & Techniques

- **Competitive Analysis of features in PDP across 22 eCommerce sites.**
  - To identify the most common feature patterns among competitors.

- **Heuristic evaluation of PDP in 22 eCommerce sites.**
  - To study, find-ability, usability, function, learnability - load on user memory.

- **Overview of Bizrate data on The Vitamin Shoppe®.**

- **User Testing : VSI customer 's journey around and in PDP.**

User Testing

- ◌ **Screener Surveys**
  - to identify users that are motivated for a healthy life style and shop online for health products.

- ◌ **User Testing**
  - users process flow/ navigation through the site.
  - users interaction within PDP - conversion enablers & disablers/misses

- ◌ **Synthesis Artifact:**
  - Affinity map users to see patterns in behaviors.
  - Customer Journey Map

Site Navigation - Process Flow:

- User looked around as they would on any site.
- User searched for a product of their own choice.

PDP - Process Flow: User testing clips

- User looked around as they would, with a specified product.

User Quotes

4. Task Success Question

Did you complete the task successfully?

Yes, I'm sure I completed the entire task successfully. (6)

▶ attosa - 0:04

▶ Vince122 - 0:06

▶ anjira78 - 0:07

Instant Highlight Reel
Watch all testers complete task 4

▶ mnbennett - 0:10

▶ FerrerJason - 0:22

▶ sousdemore - 1:52

No, I'm not sure if I completed the entire task successfully.

No, The task took too long that I gave up.

No, The site's information or navigation was poor.
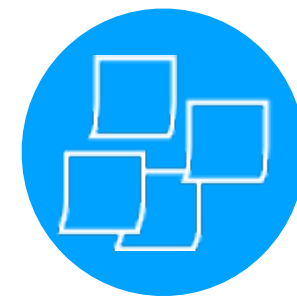
No, I encountered an error or a bug. (1)

▶ debk - 0:25

"I do see the different weights, but I would like to see the breakdown of prices, "

"I am looking for something with not too much sugar"
"I don't really know what the ingredients are…I'm trying to look"

- User did not find ingredient

Affinity Mapping - Home Page & PLP

- **Users interacted with global nav on home page,** when undecided on, or discovering a product.

- **Users interacted with site search bar on home page,** when with a specific product in mind.

- **High interaction with filters in PLP,** most users loved our detailed choices within filters

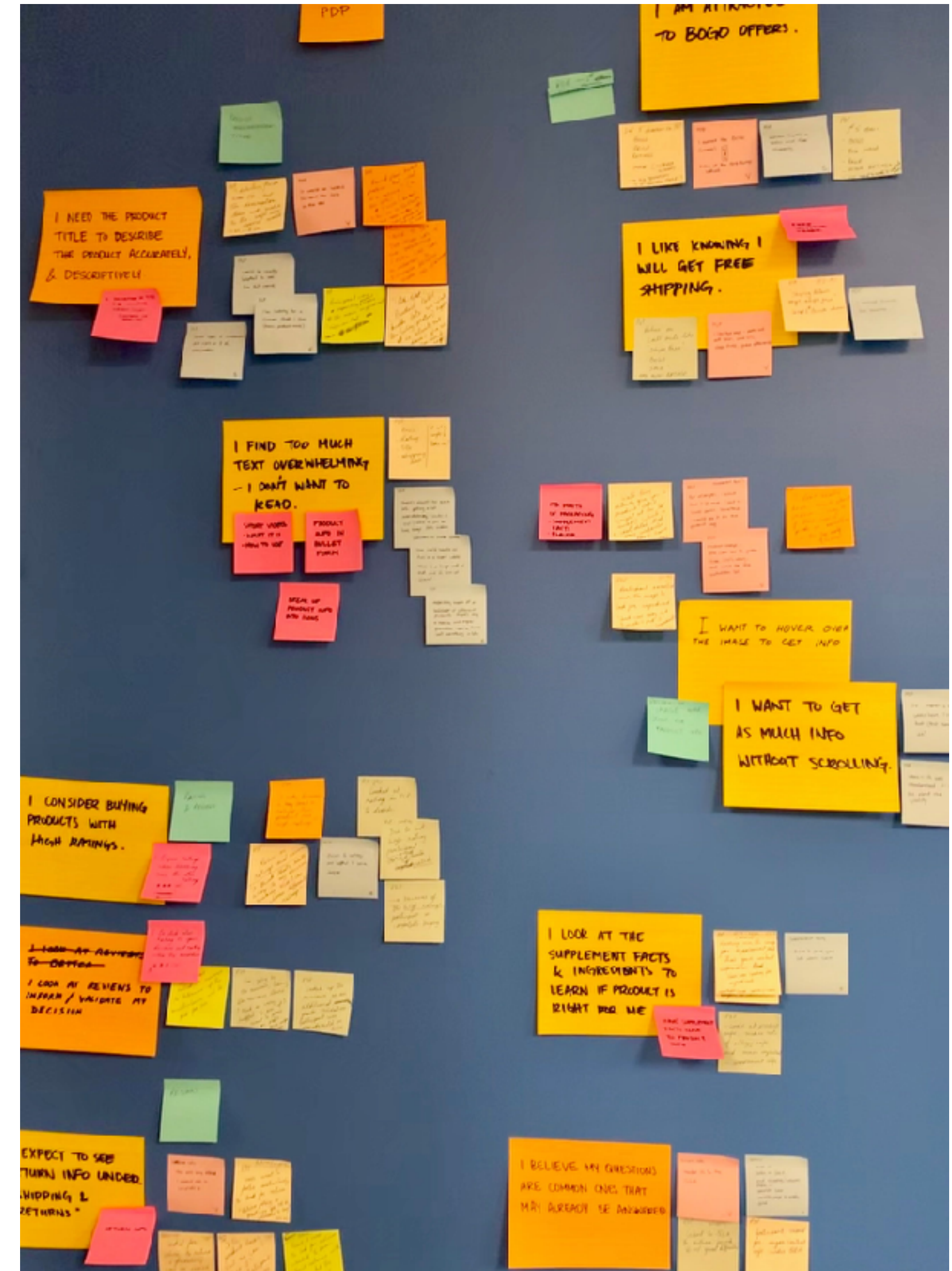- **Loved the quick view under each image in PLP,** when and if they saw it - often lost in plain sight.
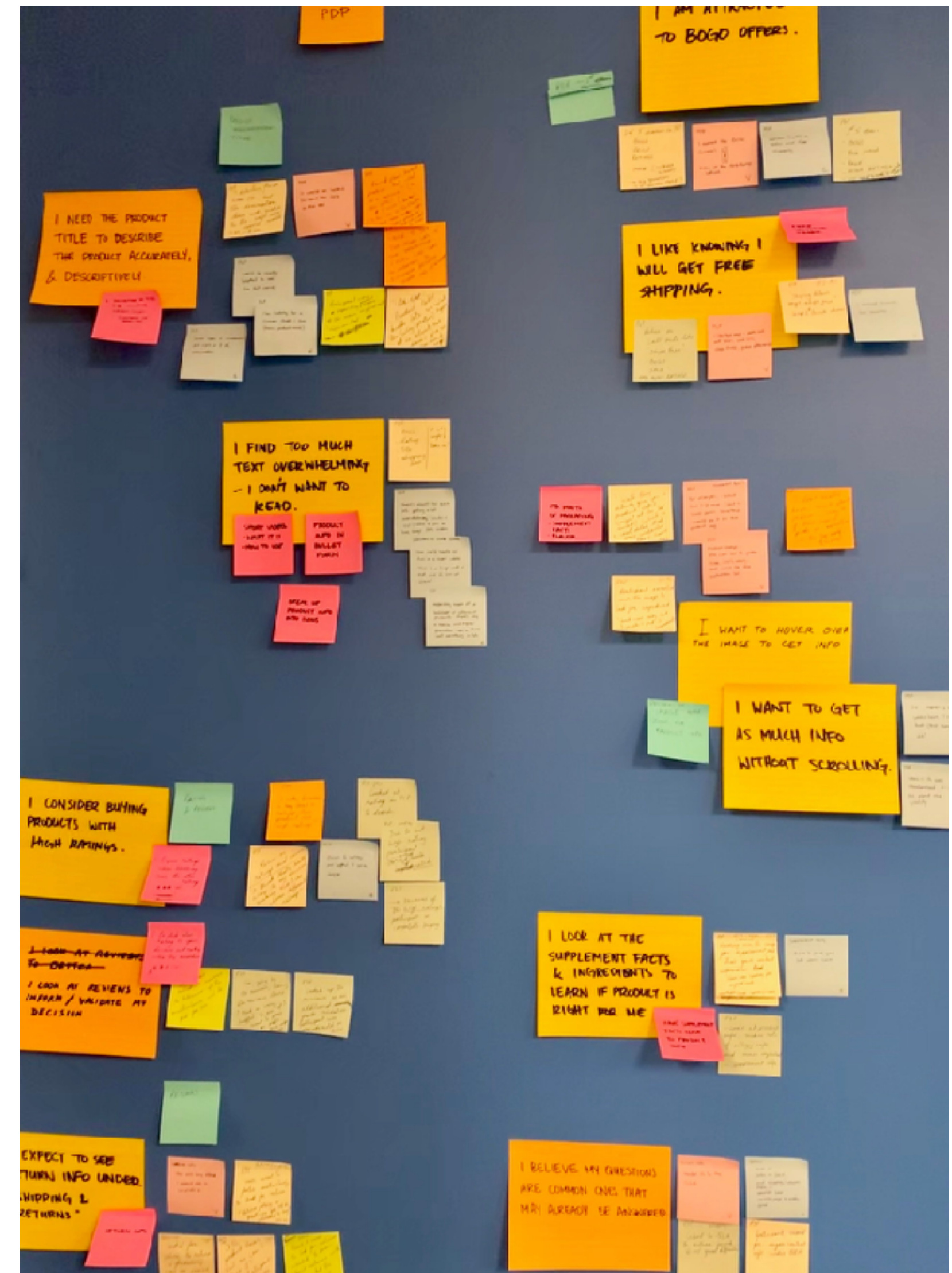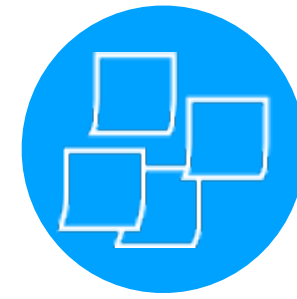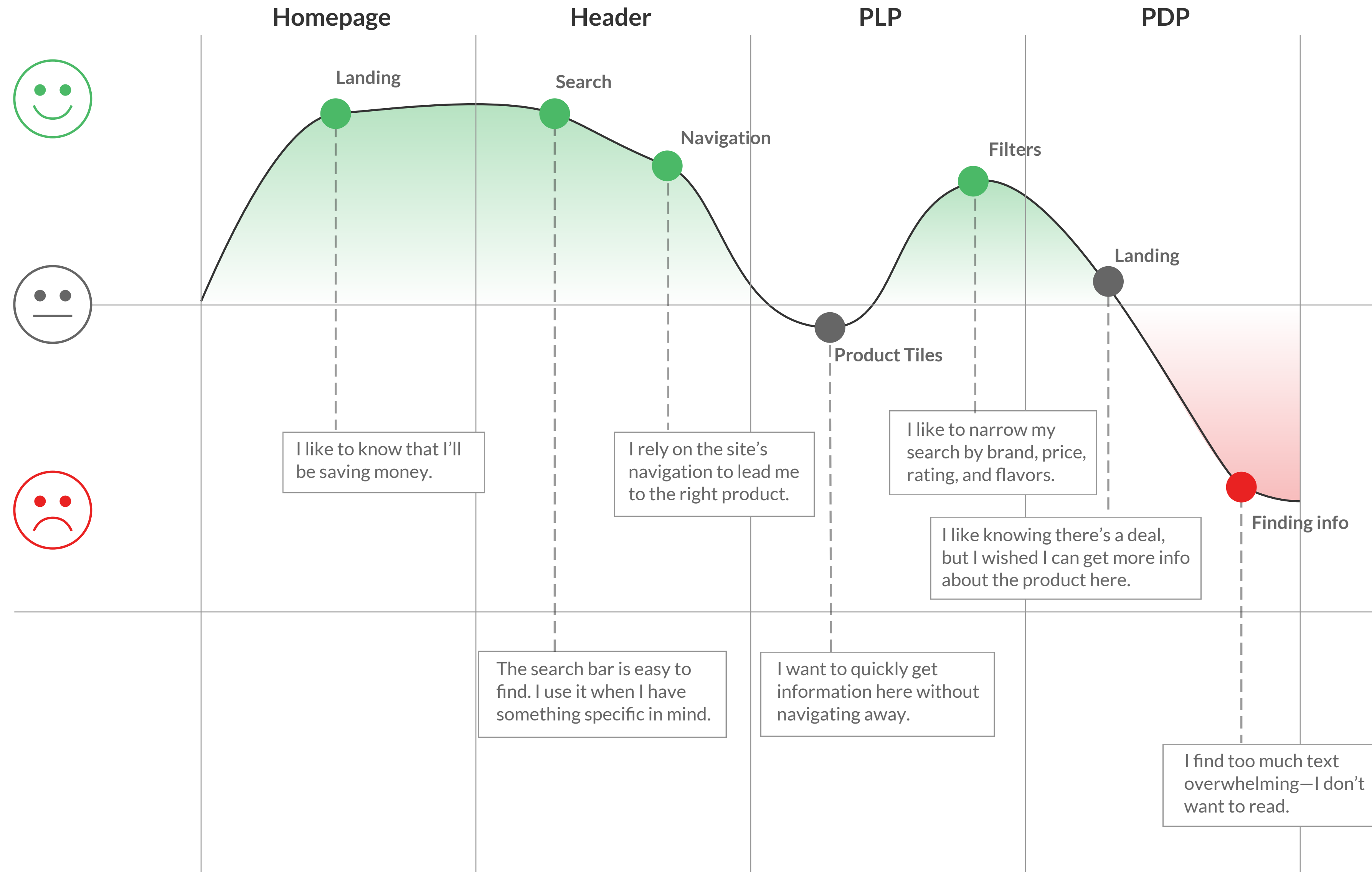
Affinity Mapping - PDP

- **First 5 observations - Price, Ratings, Promo, Title, Image**

- **First impression - too much info to take in.**

- **Users want to see info 'at a glance' above the fold.**

- **Users considered ratings when assessing a product.**

- **Users relied on the image to inform them of ingredients.**

Homepage — **Header** — **PLP** — **PDP**

Landing

Search

Navigation

Filters

Landing

Product Tiles

Finding info

I like to know that I'll be saving money.

I rely on the site's navigation to lead me to the right product.

I like to narrow my search by brand, price, rating, and flavors.

I like knowing there's a deal, but I wished I can get more info about the product here.

The search bar is easy to find. I use it when I have something specific in mind.

I want to quickly get information here without navigating away.

I find too much text overwhelming—I don't want to read.

Research Synthesis

- **Discovered Customer journey around PDP (proteins & vitamins)**
  - with a focus on frustrations and delights along the site architecture, and
  - when user lands on the PDP directly from outside/ search engines.

- **Identified friction points and delivery pain points within PDP.**

- **Validated some known, knowns.**

- **Identified UX focal points.**

Hypothesis -

Users mental model when landing at PDP is to get a clear understanding of the options available, with a minimum expense of time or effort.

UX focal points

Reduce user's memory load above the fold.

- Improve scan-ability

- Improve find-ability

- Prioritize hierarchy

- Relevant and concise messaging

- Consistency of information

- Value add delivery details to be informed at a glance.

Images show;
Current information on PDP for the same product but different SKU
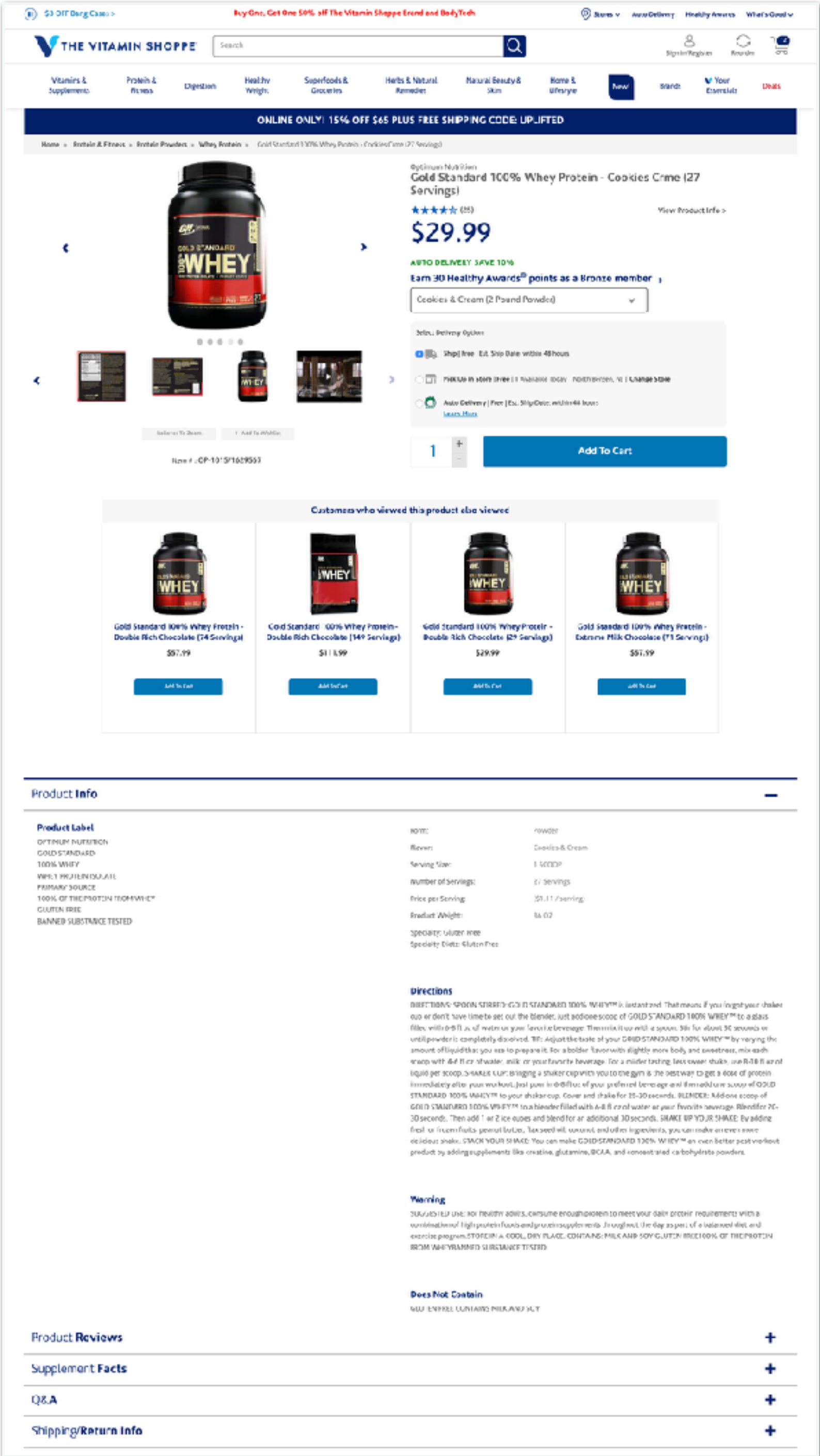
Thank you!

We will now proceed to the interactive session…

UX focal points above the fold

UX focal points above the fold

APPENDIX

11 Users - 8 Women, 3 Men

Diminishing returns for usability testing, as more and more users are tested. The curve bends around 5 users, which is the recommended number of test participants.
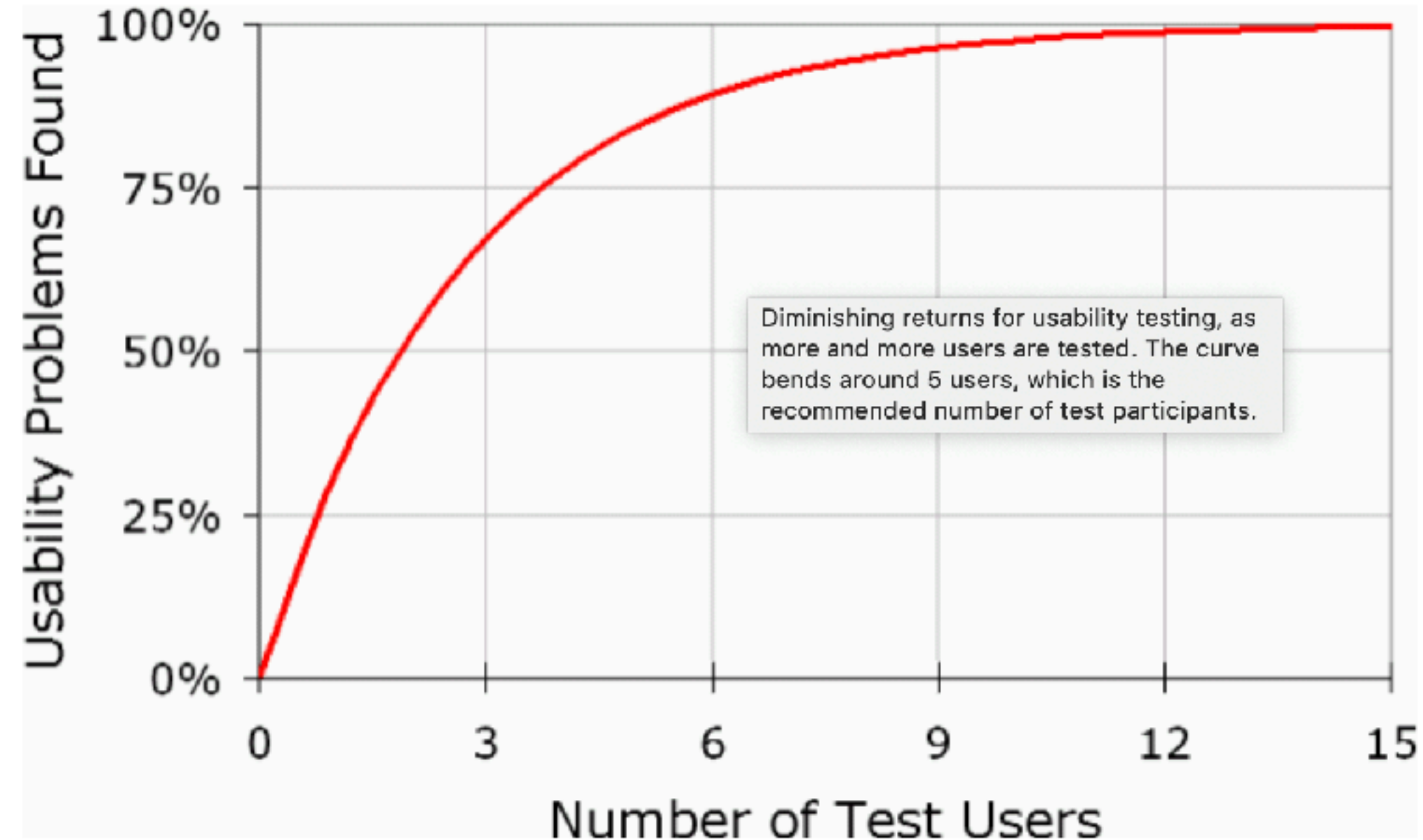
Why 11 users?

Extensive research by NNGroup tells us that;

Diminishing returns for usability testing as more and more users are tested.

The curve bends around **5** users, which is the recommended number of test participants.

- The Nielsen Norman Group
Leading Consulting group in UI/UX
Research and Design since 1998

22 eCommerce sites looked at for Competitive & Hueristic Evaluation

Lucky Vitamin
Swanson Vitamins
GNC
Puritan's Pride
Vitacost
Vitamin World
iHerb
Now
Nordic Naturals
Pure Formulas
Body Building

Natrol
YOR Health
Nature's Bounty
Walmart
Best Buy
Walgreens
Mega Foods
Nordstorm
Orgain
Target
Amazon