

# DOES YOUR ONLINE SHOPPING EXPERIENCE DELIVER?

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# AGENDA

1. COVID-19 E-COMMERCE ACCELERATION
2. MEASURING THE USER EXPERIENCE
3. WHAT WE DID
4. WHAT WE LEARNED
5. SO WHAT?

# COVID-19 E-COMMERCE ACCELERATION

# 1



# E-commerce Acceleration

"Coming out of this, once a person has started using digital and once you've got the convenience of getting things delivered, it's hard to go back. We say that our digital business probably got transported three years into the future."<sup>1</sup>

U.S. retailers' online year-over-year (YoY) revenue growth is up 68% as of mid-April, surpassing an earlier peak of 49% in early January.<sup>2</sup>

There's been a 129% year-over-year growth in U.S. & Canadian e-commerce orders as of April 21, and an impressive 146% growth in all online retail orders.<sup>2</sup>

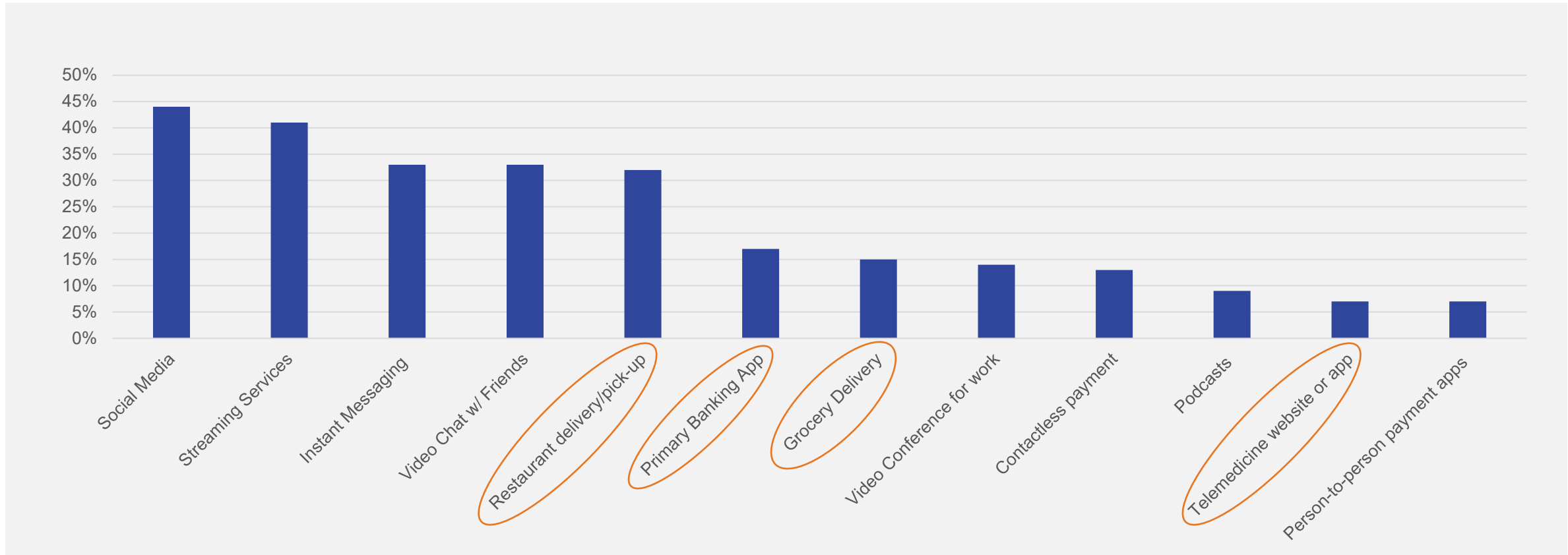
<sup>1</sup> Chris Brandt, Chief Marketing Officer, Chipotle in Ipsos' *What the Future*.

<sup>2</sup> <https://www.forbes.com/sites/louiscolumbus/2020/04/28/how-covid-19-is-transforming-e-commerce>



# We know relationships with technology are changing in response to social distancing & stay-at-home orders...

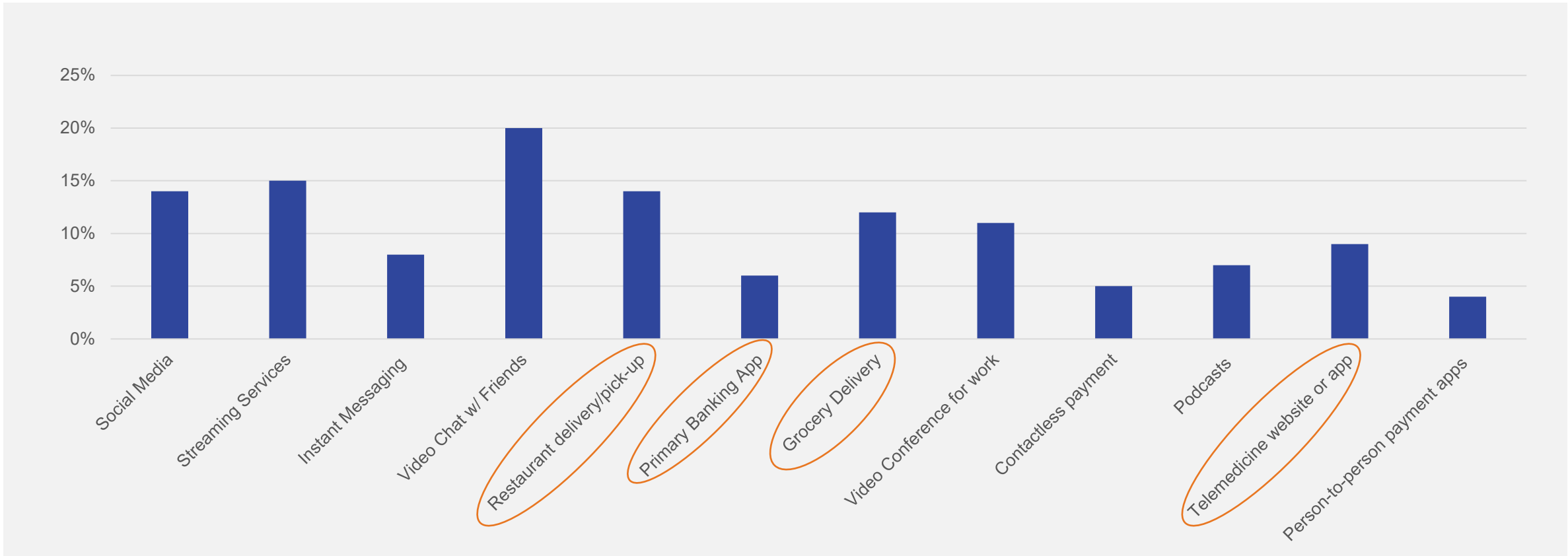
Which of the following are you currently using or doing more as a function of the COVID-19 crisis?



Source: The Ipsos Coronavirus Consumer Tracker, fielded April 28, 2020 among 1,113 U.S. adults.)

# In self-report, we observe that people expect to maintain some of these habits related to technology

Please select the categories below where you expect to continue using the new brands, products, services or features you have tried.



Source: The Ipsos Coronavirus Consumer Tracker, fielded April 28, 2020 among 1,113 U.S. adults.)





# What is the User Experience (UX) of Your E-commerce App?

## How do you know if your online shopping experience delivers?

- You can look at analytics like app downloads, user reviews, abandoned shopping carts and sales conversion rates.
- You can seek feedback from consumers.

## Can you measure the UX of your e-commerce app?

- Yes, usability and the user experience can be measured.

## It matters.

- At Ipsos, our data indicates a strong correlation between the UX of your website or app with intent to use.
- Consumers have choices and they will choose what's easy.



# MEASURING THE EXPERIENCE






IPSOS UX SCORE

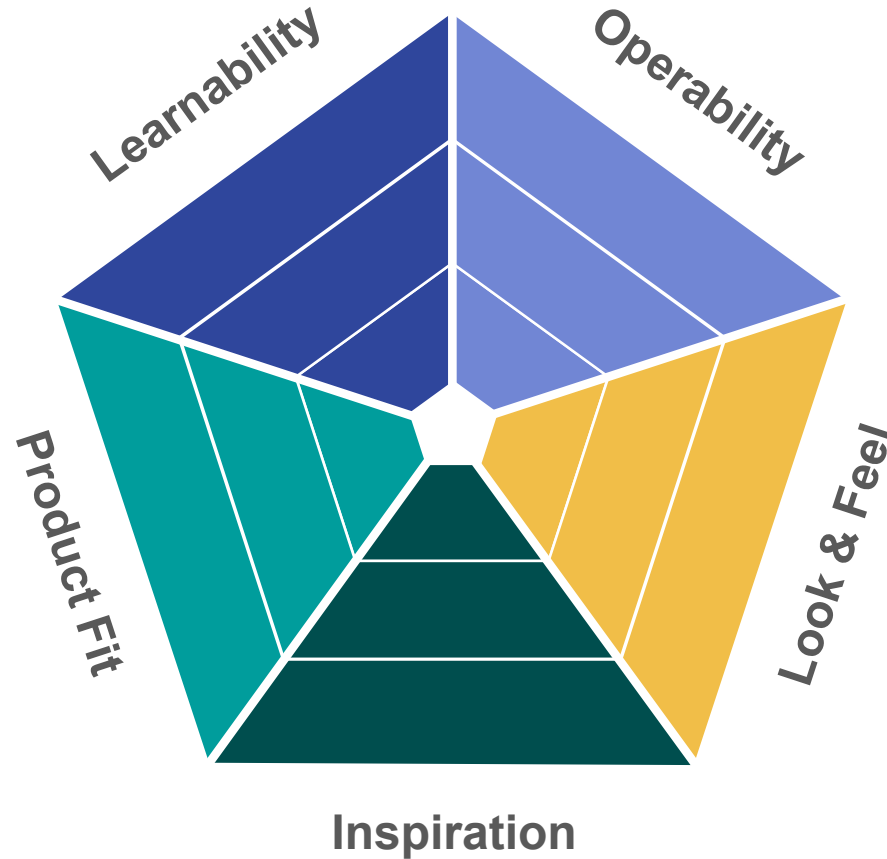
# 2



# Ipsos UX Score encompasses five attributes

Products that have these attributes correlate with NPS and purchase intention

-  **Learnability**  
*Easy for new users to understand*
-  **Operability**  
*Works well for experienced users*
-  **Product Fit**  
*Has what is wanted and needed*
-  **Inspiration**  
*Inspires users to keep using*
-  **Look & Feel**  
*Looks attractive and inviting*



# Benchmark: The Ipsos UX Score

UX Score is a standardized instrument that quantify UX which helps you to develop usable, enjoyable and inspiring products.



**Why:** Existing measures, i.e. System Usability Score (SUS), only assess usability and learnability of features.

## Usability is not enough.

Other aspects of UX such as aesthetics and feature relevance are important drivers of **initial and continued use**. Generally, brands want trial and retention, so they need to measure these other attributes.



**How:** Foundational research was done in 2011 to **develop a measure** of the broader user experience.

The research, conducted by highly regarded German research institute, was validated in an **international study** in 2013. It showed the score is a **reliable instrument** to measure multiple aspects of the user experience.



**What:** In client work, the UX Score has been effective in identifying apps and websites with a poor user experience, predicting brand equity as well as the likelihood the digital products will be used in the future.

This app study demonstrates how the UX Score is used in conjunction with **qualitative research** to assess and improve the user experience.

<sup>1</sup>Cyr, D., Head, M., & Ivanov, A. (2006). Design aesthetics leading to m-loyalty in mobile commerce. *Information Management*, 43(8), 950-963.

<sup>2</sup>Katz, M. A., & Byrne, M. D. (2003). Effects of scent and breadth on use of site-specific search on e-commerce web sites. *ACM Transactions on Computer-Human Interaction*, 10, 198-220.

# Ipsos UX Score measures three attributes of the experience



## Usability

Considers whether features and functionality are easy for users to learn and understand.

Addresses whether the app/site does what users expect and if the features are frictionless and intuitive.



## Relevance

To be relevant, an app must also deliver a digital experience that online customers want, need and identify with.

The experience also needs to inspire online customers by showing them the deeper values the brand stands for.



## Aesthetics

Beyond usability, the visual design needs to be appealing to online customers.

The design elements include images, videos, sound, product presentation and context as well as tone and style.

# WHAT WE DID

## RESEARCH METHODOLOGY

3



# UX Research Approach

## Remote, Unmoderated Testing on Userlytics



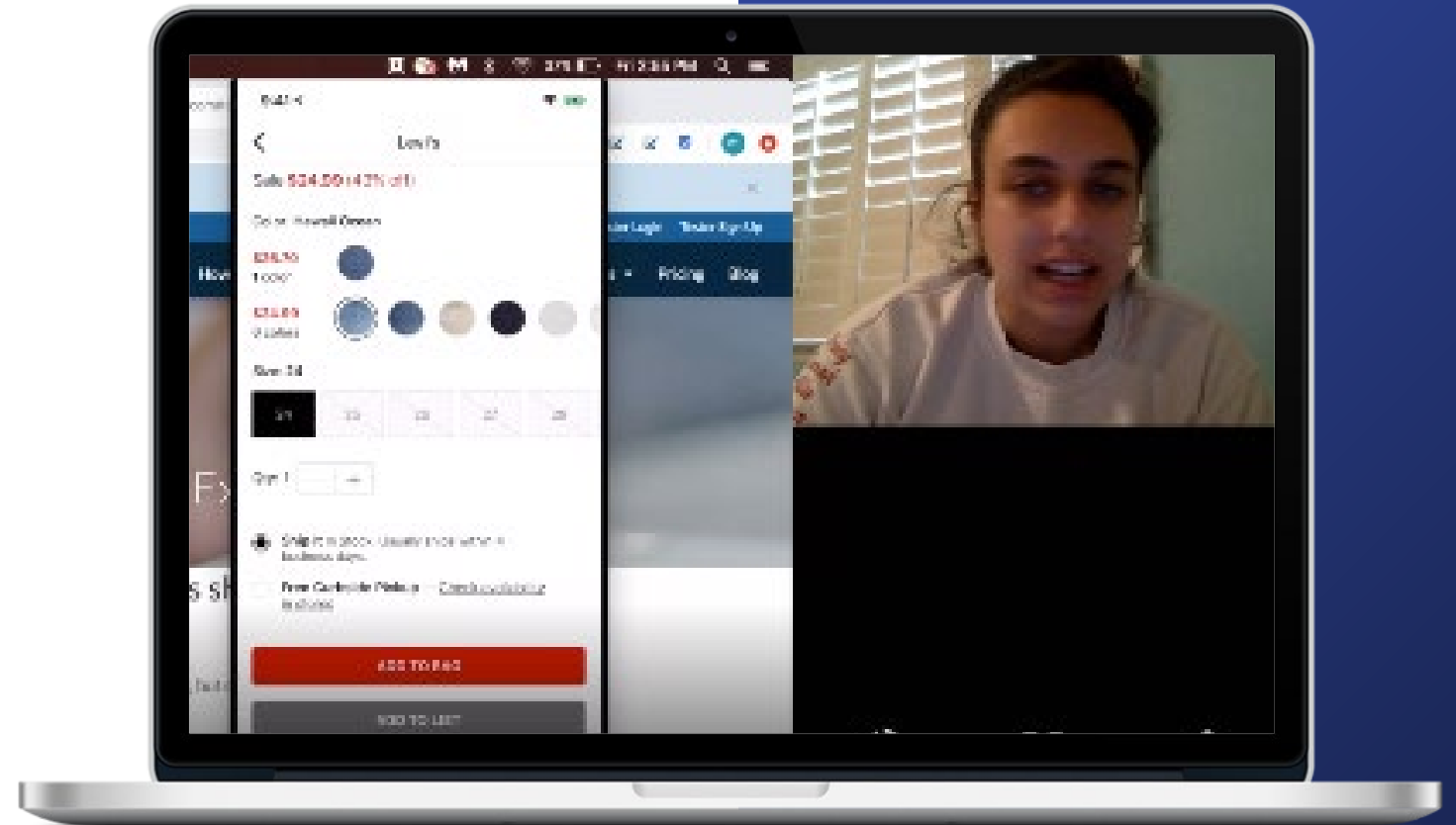
Participants completed tasks with the apps in a **remote, unmoderated session** with **think-aloud protocol**



Participants reported **success and ease of use** for each task, then reported **likelihood to use** app and completed the **UX Score survey**



Each session included a recording of the **audio and video** of the participant and **the UI of their device** during the task-based testing and surveys



# UX Research Approach

## The Apparel Brands We Tested and the Tasks

### Apparel



### Apparel Tasks

1. Shop for three items like shirts, pants and shorts, then place them in your cart
2. Compare two pairs of socks and then place the less expensive one in your cart
3. Find sales items
4. Find the fastest free delivery option



# UX Research Approach

## The Grocery Brands We Tested and the Tasks

### Grocery



### Grocery Tasks

1. Shop for items you commonly buy at the grocery store and place them in your cart
2. Compare two types of crackers and place the less expensive one in your cart
3. Find sales items
4. Find the fastest free delivery option
5. Complete the check-out process





# UX Research Approach

## Quantitative UX Score Survey



Each participant tested **two apps** using **their own device** (iPhone or Android)



We aimed for **N=100** for each app, split evenly between **Android and iOS** operating systems



This sample size allowed us to explore things like participant **age, gender and phone OS** as well as results like **task success and time on task** for impact to the UX Score and intent to use

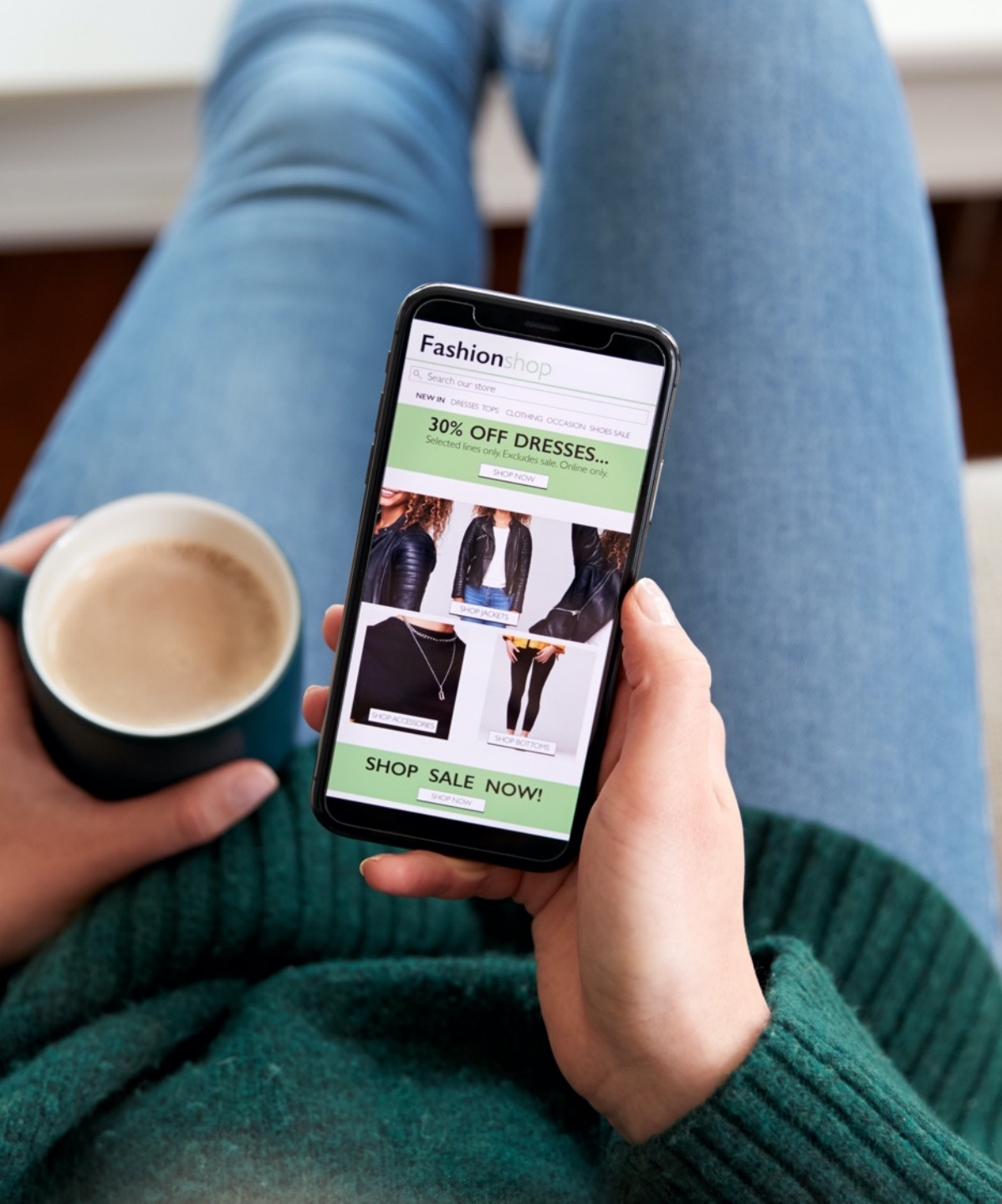


# WHAT WE LEARNED

## APPAREL AND GROCERY APPS

# 4

# APPAREL APPS



# Apparel Apps

Apparel Apps generally perform well



The apparel shopping process mirrors familiar e-commerce patterns



Apparel apps have features that engage users such as image variety and interactivity, videos and thematic filters like holidays & activities



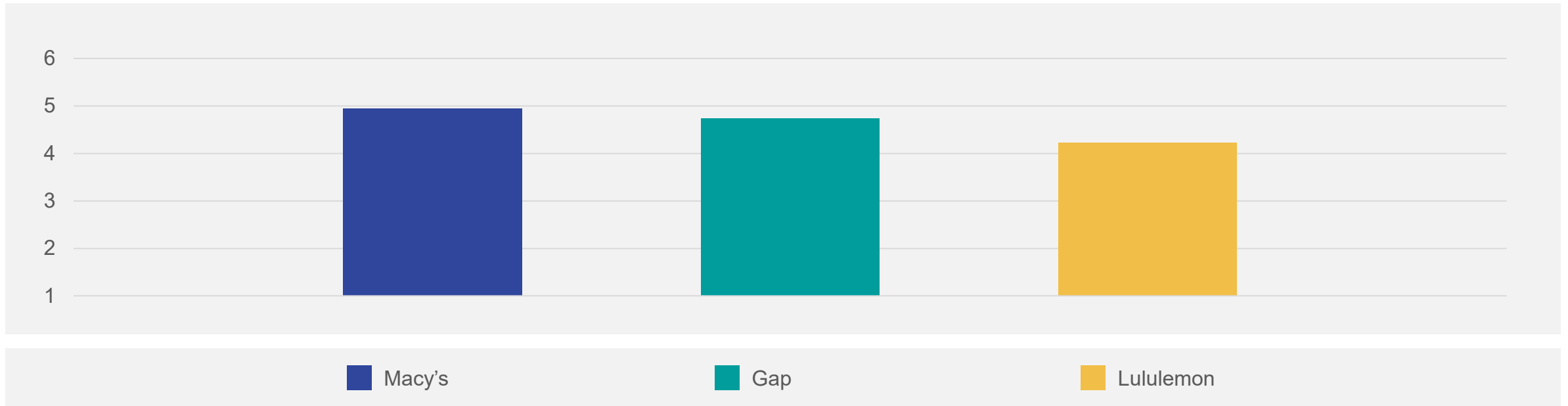
Apparel apps appear to be more targeted to certain user demographics which may limit the brand reach

# UX Score Findings

## UX Score by App

### 1. User experience of apps differ

UX Score for Lululemon was significantly lower than Macy's and Gap





# UX Score Findings

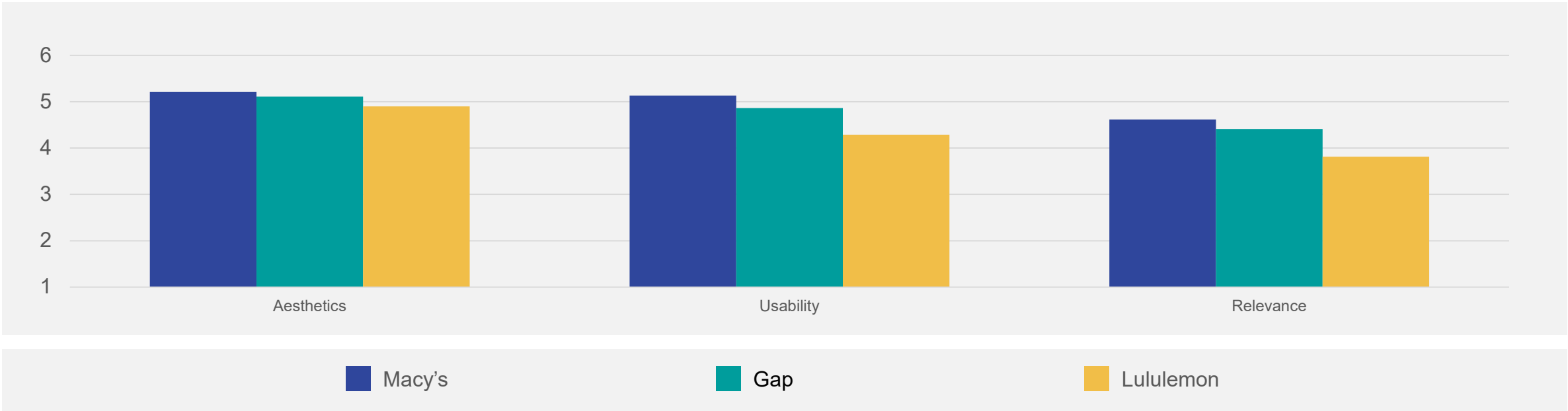
## UX Subscore by App

**1. User experience of apps differ**

UX Score for Lululemon was significantly lower than Macy's and Gap

**2. Differences only in usability and relevance**

Aesthetics of all the apps is equally high



# UX Score Findings

## UX Score by App and Age Group

1. User experience of apps differ

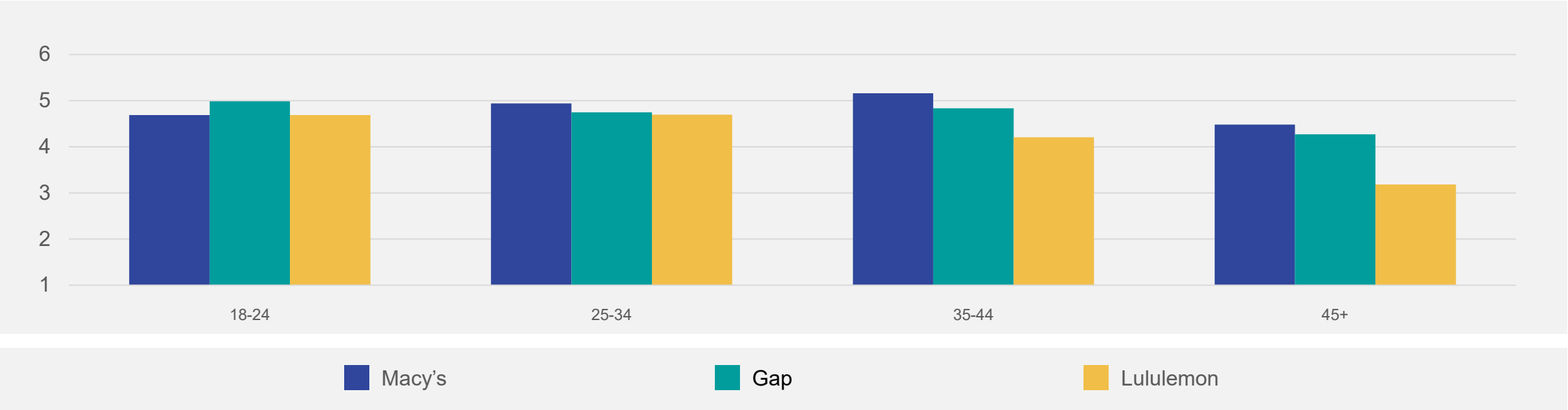
UX Score for Lululemon was significantly lower than Macy's and Gap

2. Differences only in usability and relevance

Aesthetics of all the apps is equally high

3. Differences only for older users

Lululemon behind Macy's and Gap only in older age groups but the drop is substantial



# Apparel Apps

## What works

- 1.** Users like being able to shop as a guest and skip setting up an account.
- 2.** Macy's made it easy to select delivery or pickup options including providing a clear offer of free shipping.
- 3.** As with most e-commerce apps, users want accurate, comprehensive search with relevant filters and sorting options.

“

"100% easy shopping experience, perfectly smooth, I found every filter, every item, sizes, colors all easy to go through, pictures looked great, categories were easy to navigate, 100% really good for me, I loved using this app."



“

“...the Macy's one gives you options, free curbside pickup, it's right here. You can even put your zip code here.”



“

"I liked the Macy's experience here a lot better than the Lululemon 'cause it had the filters and they were easier to use and it was easier to browse sale items"



# Apparel Apps

## Opportunities

- 1.** Users want to keep shopping after adding an item to their cart instead of remaining on the item page they just purchased or being sent to check out.
- 2.** Users did not like having to login to an account to select shipping options. They want to be able to assess their shipping options without obstacles
- 3.** Users like straightforward language and labels like “Deals”, “Sales” and “Clearance.” The Gap icon for discounts, a bookmark with a dollar sign in it, and Lululemon’s label for their sale section, “We Made Too Much” are not intuitive.



“

“Usually when you go to an order website it usually tells you to keep shopping but this one just stayed like you wanted to keep shopping the same thing, it didn't go back.”

“

“I hate that I have to do this. Why do I have to create an account? I can't think of another website I've shopped on that made me create an account to shop, except for Costco because the membership number.”



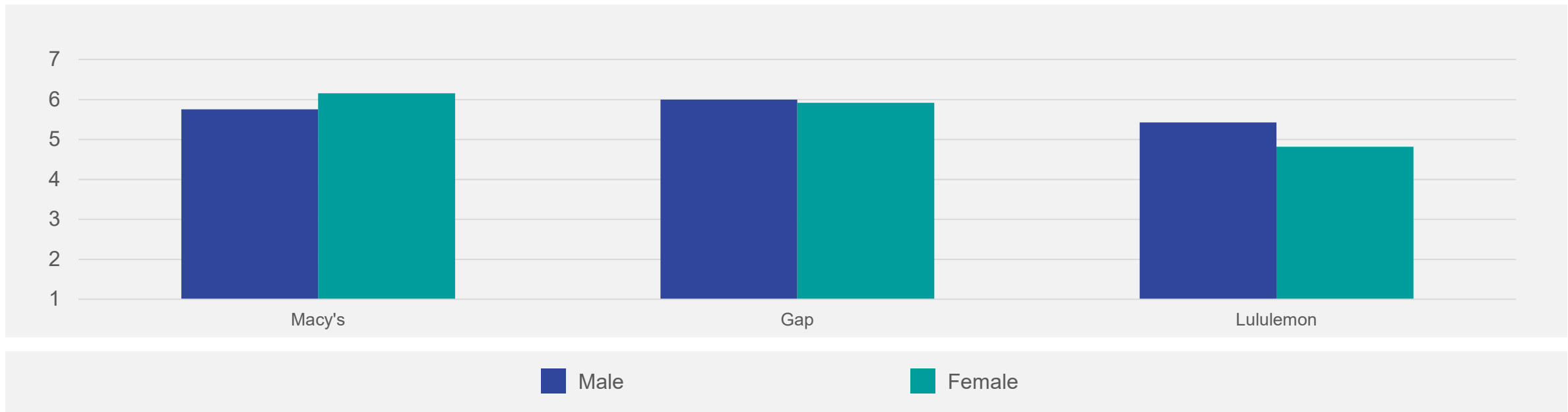
# Task Performance Findings

## Average Ease of Use Rating by App

1. Macy's easier for females

Lululemon easier for males

No gender differences for Gap

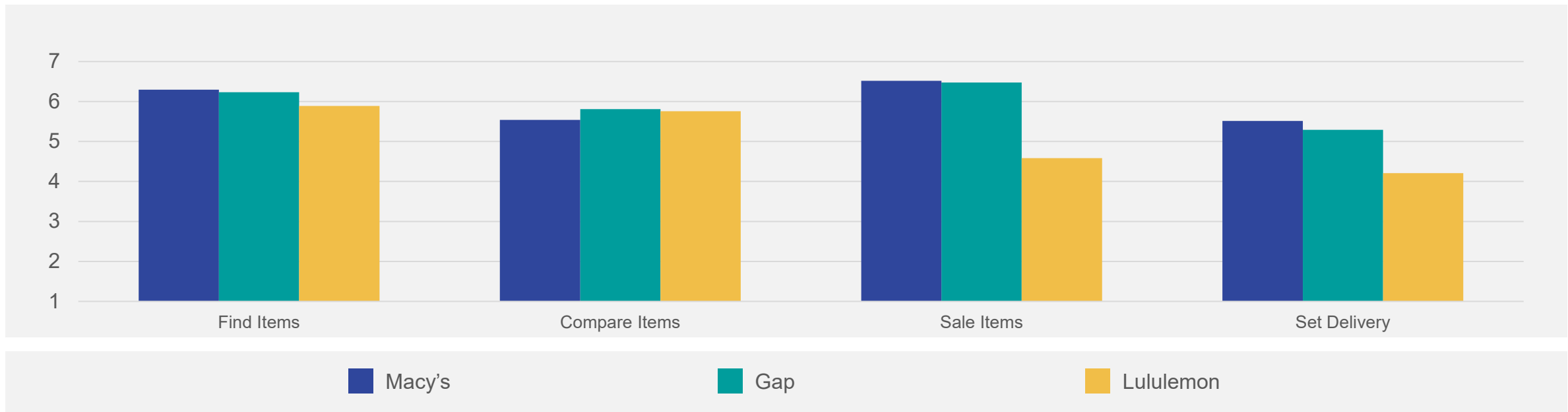


# Task Ease of Use Ratings

## Average Ease of Use Rating by App

1. Macy's easier for females Lululemon easier for males  
No gender differences for Gap

2. Ease of comparing items was similar  
Although apps lacked compare tools, users had success finding other ways to compare price and product features.



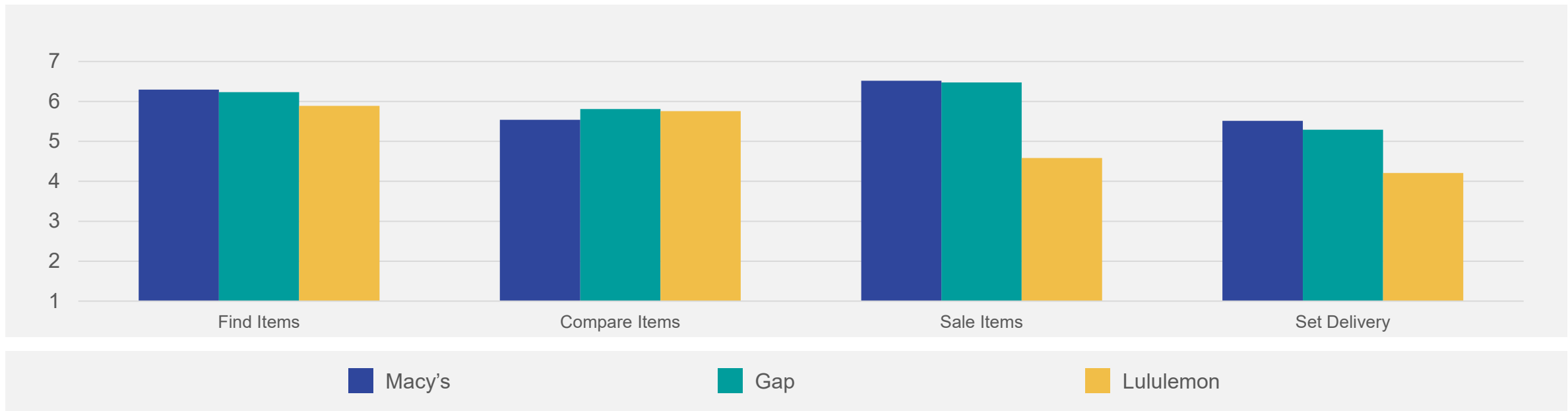
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3. Lululemon sale items were hard to find  
Labels and tools were not intuitive or easy

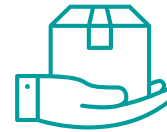


# GROCERY APPS



# Grocery Apps

Overall, Grocery Apps scored lower for UX than Apparel Apps



Grocery Delivery is a newer offering with fewer recognized design patterns



Brick and mortar grocery stores vary in layout and product arrangement which reduces consistency in product organization across apps



Product variability due to freshness of produce, meats and prepared foods is harder to illustrate and make variation selectable



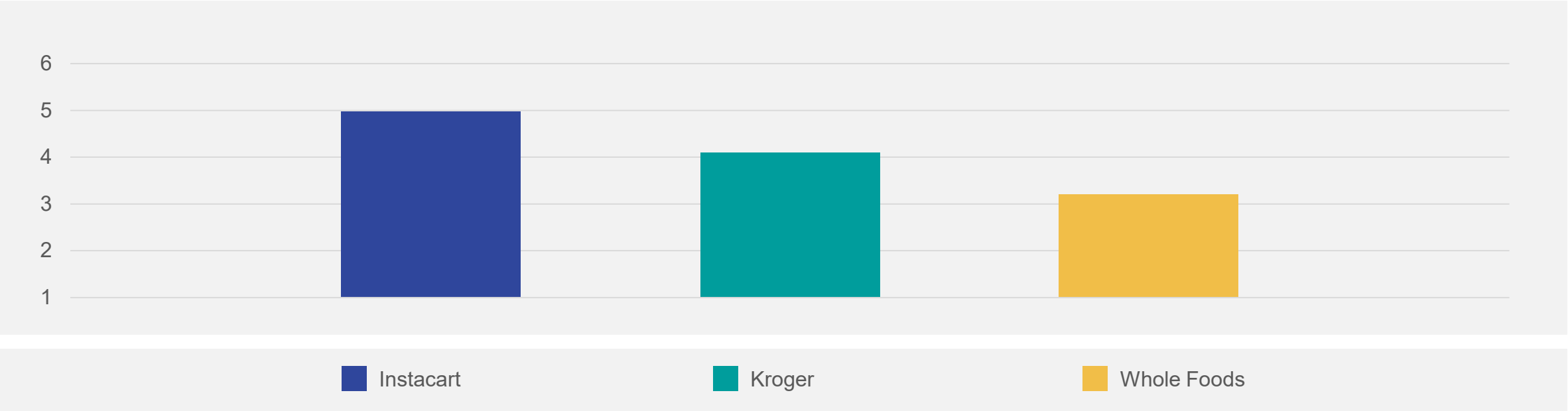
Different business models impact the user experience and should be considered in the larger context of user expectations and the competitive landscape

# UX Score Findings

## UX Score by App

### 1. User experience of apps differ

Instacart scored highest. Whole Foods scored lowest.



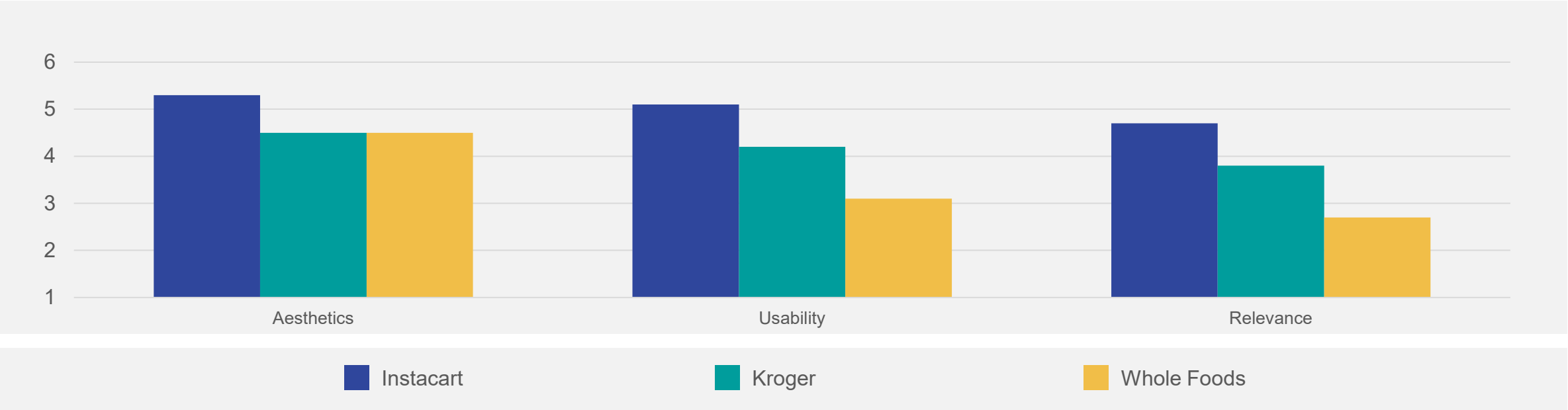


# UX Score Findings

## UX Subscore by App

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**2. Differences mainly in usability and relevance**  
Aesthetics scores for Kroger and Whole Foods the same.



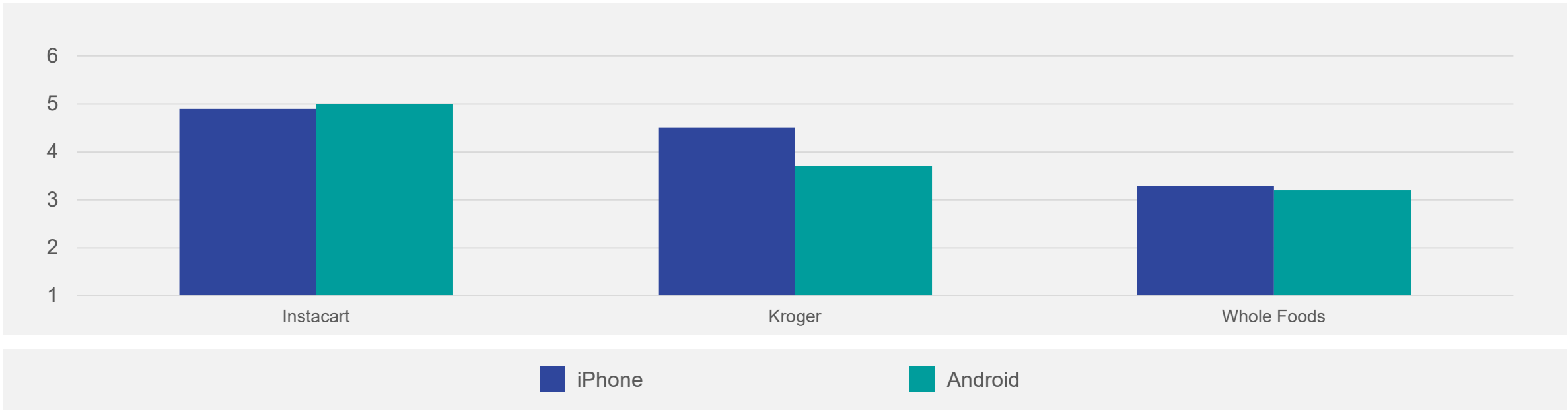
# UX Score Findings

## UX Score by Phone

1. User experience of apps differ  
Instacart scored highest. Whole Foods scored lowest.

2. Differences mainly in usability and relevance  
Aesthetics scores for Kroger and Whole Foods the same.

3. For Kroger, iPhone better than Android  
For the other apps, Android as good as iPhone.



# Grocery Apps

## What works

- 1.** People like to shop without logging in or signing up once again preferring to shop as a guest without obstacles
- 2.** Instacart lets customers shop at a variety of stores providing flexibility related to preference, relevance and availability of the items they are shopping for
- 3.** Defaulted choices, like delivery within two hours of ordering, are appreciated so users don't always have to navigate selections

“

“I don't have this card from the store so now I can't see the available timing...I don't have the card, maybe that's why I can't continue.”



“

"It's my go-to app because I get to choose the store to shop from."



“

“It says right here, within two hours and then it gives you a list of the delivery times. Today is the earliest within two hours. That was really simple. ”



# Grocery Apps

## Opportunities

- 1.** Inability to directly add to cart in Kroger and Whole Foods apps was confusing. Users were not clear about the purposed of creating lists and transferring to a shopping cart later.
- 2.** The Whole Foods requirement to shop through an Amazon account was unexpected by many and unwelcomed by some. This does not mirror the brick and mortar experience of shopping at Whole Foods.
- 3.** While price comparison is easy in product grid, some users want to compare more than just price. Apps do not provide compare tool.

“

“It’s not letting me order groceries. I guess I’m gonna just add to list.”



“

"I would expect to click Cart and then Checkout but I don't have any of those options anywhere."



“

“I wasn't able to select a couple items and then compare them.”

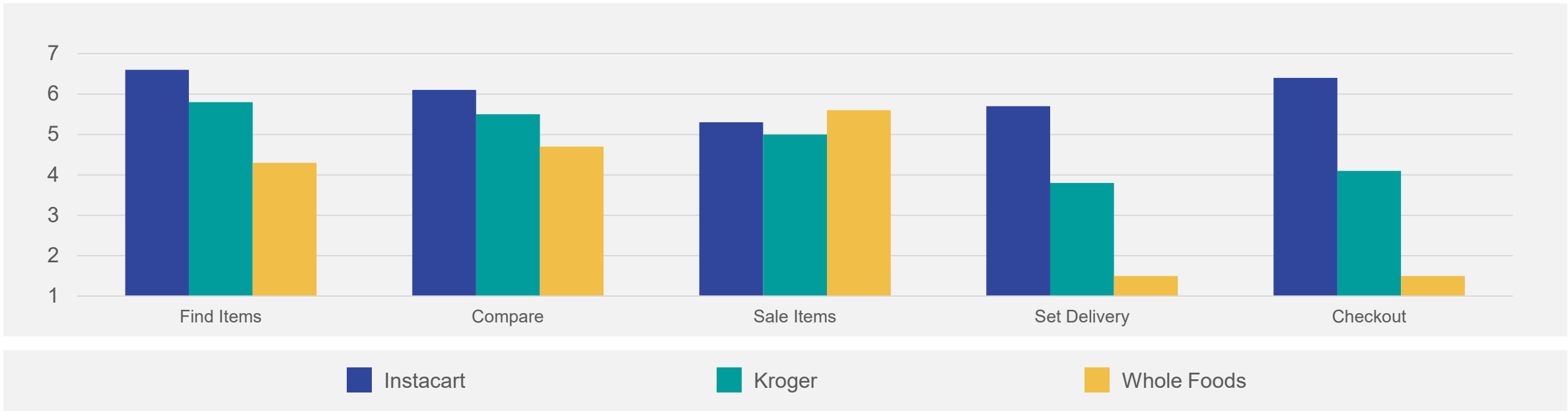


# Insights from tasks

## Task Ease of Use Ratings

### 1. Finding products is more difficult on Whole Foods

Search was less useful on Whole Foods

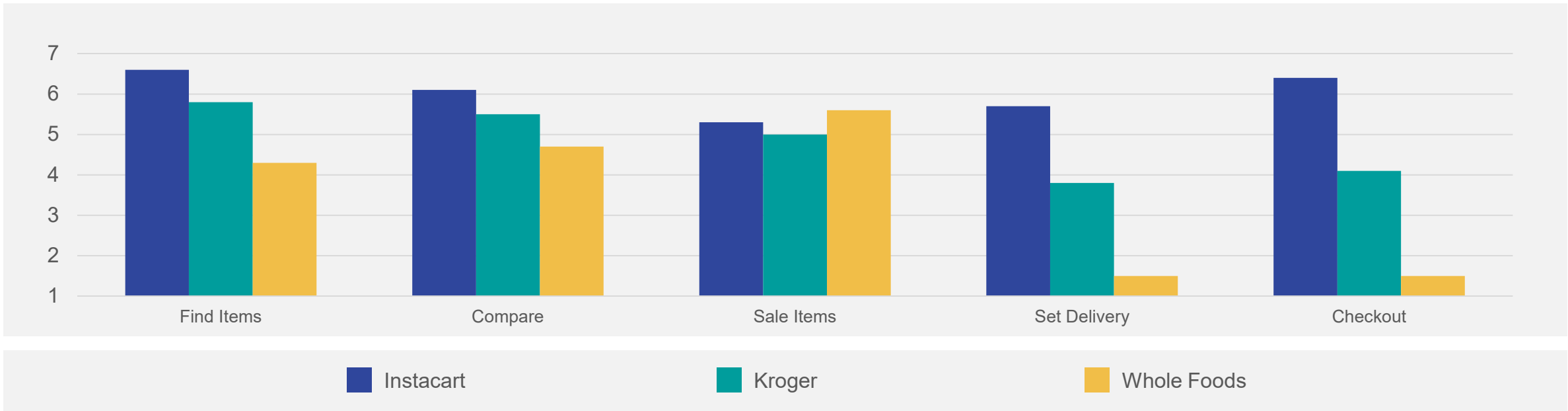


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The use of traditional grocery models like Weekly Ads and coupons was not intuitive





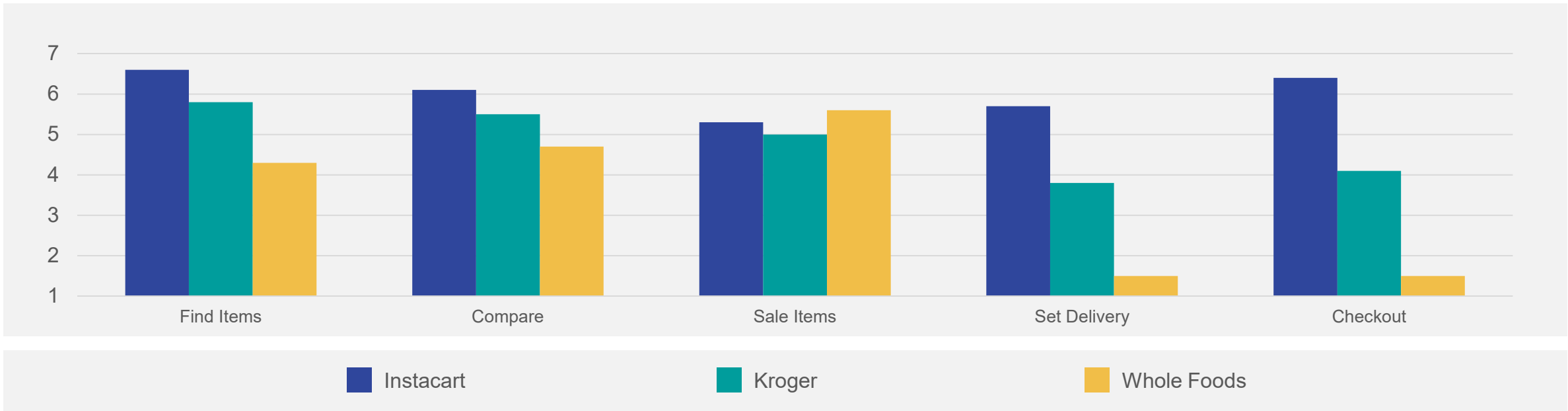
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Search was less useful on Whole Foods

2. Finding sale items was difficult at first  
The use of traditional grocery models like Weekly Ads and coupons was not intuitive

3. Kroger and Whole Foods perform poorly on Delivery and Checkout



# SO WHAT?

# 5

# The user experience of an app is a major determiner of future use

**Across both categories, Apparel and Grocery apps, Ipsos UX Score correlates .75 with likelihood to use.**

Businesses need to ensure that their e-commerce experiences don't just look good but also work well.



“

“Oh my gosh it has everything you need to shop online. It has your sizes. Pictures. Models. It shows you how it will fit...

It is really intuitive. You don't really have to think about it. It is very easy to learn...

"I would probably use this app."

# 5 Ecommerce Tips

## Your Ecommerce App Should...

1. Let customers be “guests” with as few obstacles to shopping as possible
2. Help customers find items quickly by providing accurate and comprehensive Search with robust filters and sorting
3. Make it easy for users to keep shopping rather than sending them to checkout or putting them back on the page for an item they just purchased
4. Use clear language and indicators for sales and discounts and give users the tools to find the lowest prices
5. Work equally well on iOS and Android operating systems







## 5 Questions To Consider

You may want to dig deeper into topics like...

1. How do you balance what the business wants to know about shoppers vs. letting them quickly fill their carts?
2. Should you use layouts and interactions customized and optimized for your particular set of products and customers or ones that are standard and already familiar to shoppers?
3. Do you need to make your app more accessible for users outside your original design target?
4. Do your brand guidelines and design patterns help or hurt the usability of your app?
5. Who is your e-commerce competition? Is it different than your brick and mortar competition and how does that impact user expectations?



# QUESTIONS?



# THANK YOU

