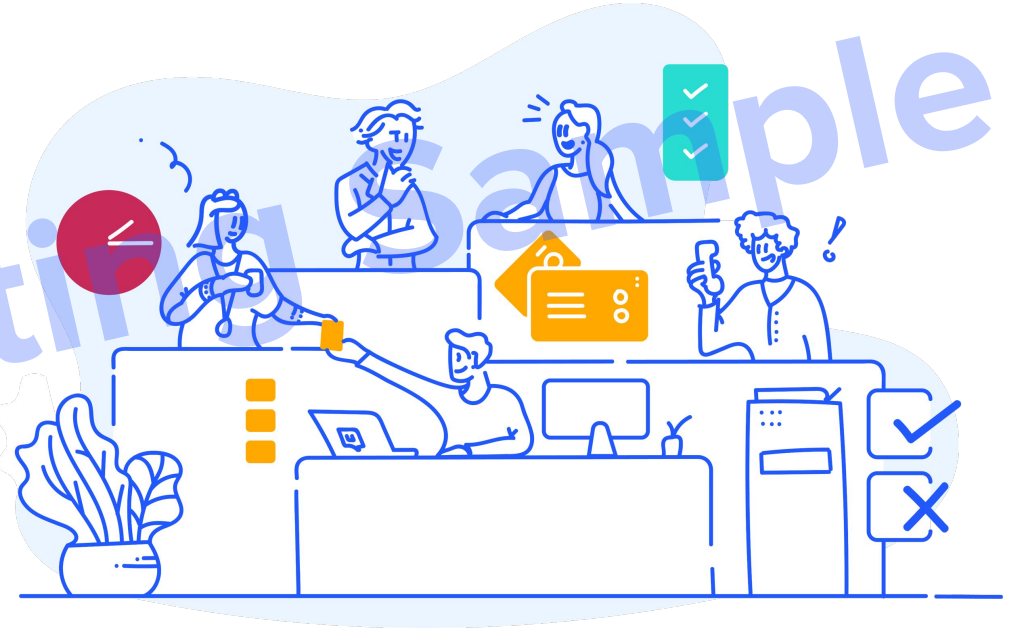# Sample User Experience Study

Project Overview and Objectives

Mountain Fittings wanted to understand the current user experience purchasing outdoor apparel online to gain insight into user shopping patterns and help guide roadmap discussions. We conducted an unmoderated usability study with 40 participants (20 on desktop, 20 on mobile), 18-48 years of age.

Research Questions
- How do users naturally shop for apparel online?
    - Do users shop differently on desktop and mobile?
- What expectations, if any, do users have when shopping for apparel online?
- What friction points, if any, do users encounter when shopping for apparel online?
    - How do friction points differ on desktop and mobile, if at all?
- What opportunities exist to improve the digital shopping experience?

User Demographics

Participants

40
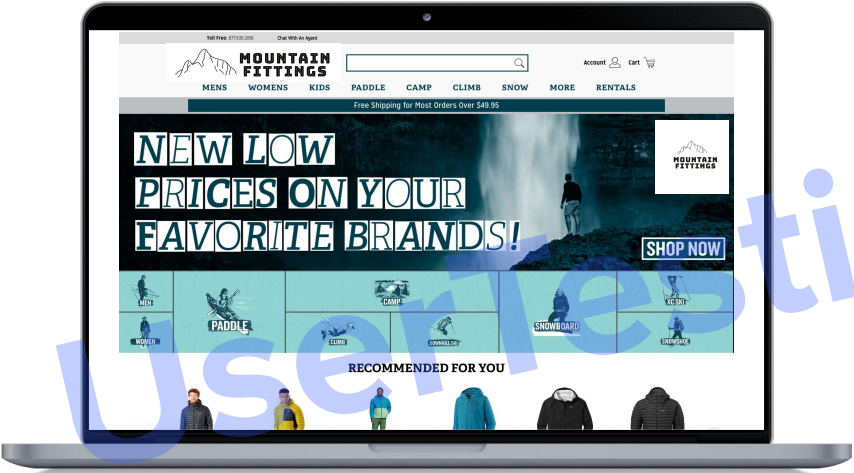Total participants

18-48
Age range

19 Female   **21** Male

Household Income

$40,000 +

*Canada and United States

9 CA

31 US

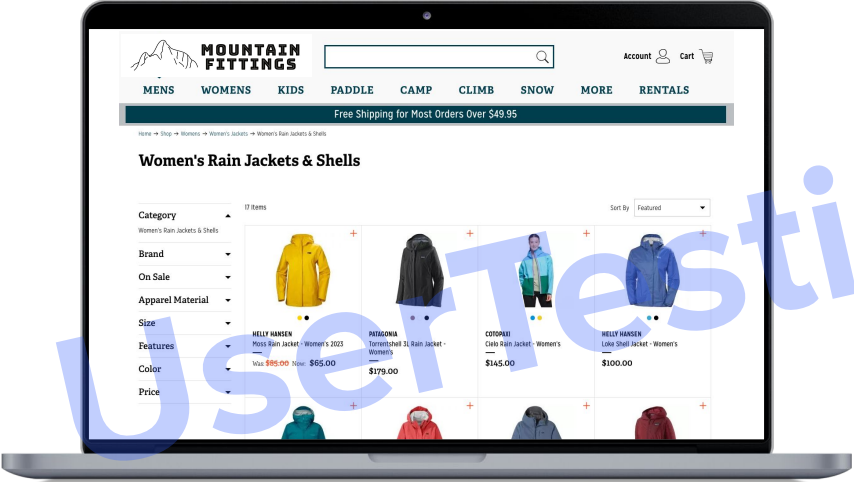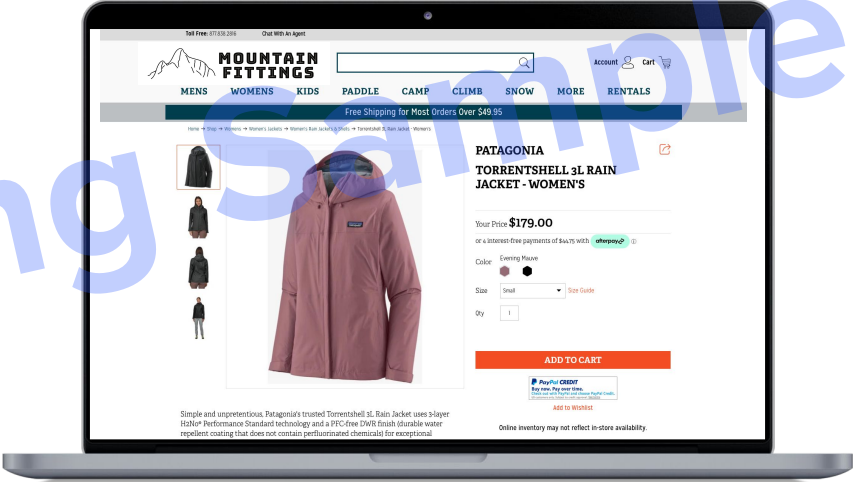# Desktop Experience

Homepage
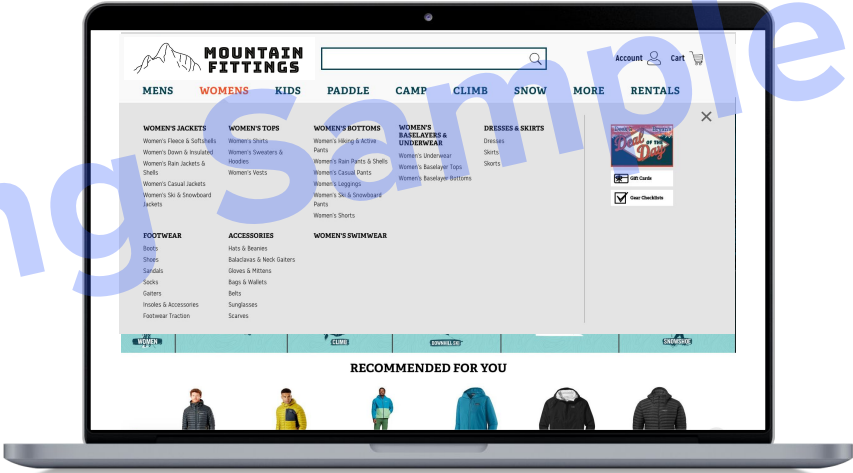
Gender navigation

Desktop Experience
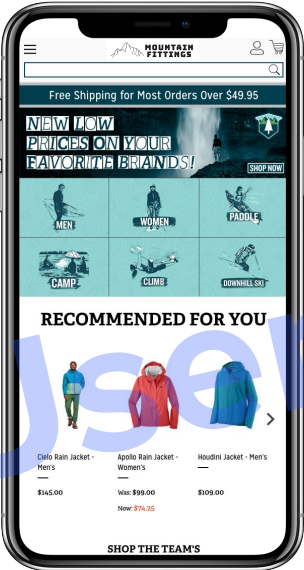

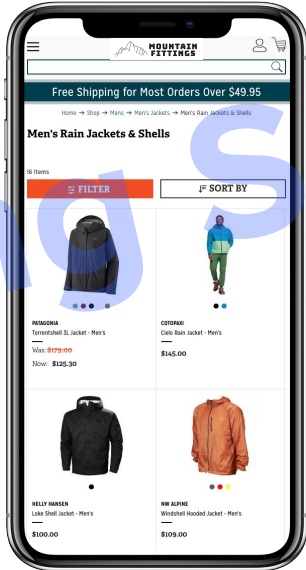Product landing page

Product detail page

Mobile Experience

Homepage

Gender navigation

Product landing page
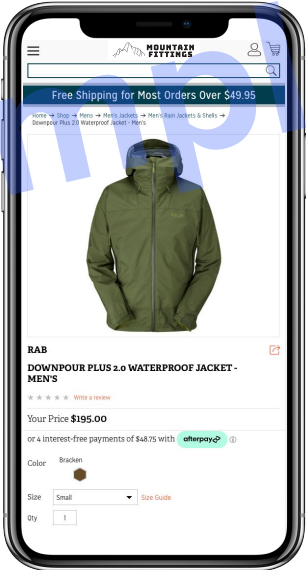
Product detail page

Executive Summary

Major Findings

1

Homepage: Brand elements immediately conveyed that participants were viewing an outdoor website. Some found the design fun and inviting while others described it as dated and cluttered.

2

Navigation: Global navigation and category icons below the homepage banner made it quick and easy to understand the breadth of products offered and quickly navigate to their desired section.

3

Product details: Participants focus on the product details, images, and price before exploring reviews and other sections of the PDP.

Website Feedback Overview

	Desktop (n=20)	Mobile (n=20)
Homepage Visual Appeal	5.7 out of 7	**5.8 out of 7**
Navigation Ease	**6.1 out of 7**	5.8 out of 7
Homepage impressions	Homepage banners are busy, making the page feel cluttered or overwhelming for several. Easy to navigate with the global nav and category icons.	Colors and design conveys an outdoorsy feeling. Easy to navigate with the global nav and category icons.
Most useful information on PDP	Product description, product images, price, and reviews	Product images, product description/specs, price, and reviews
Confidence in purchase	5.7 out of 7	**5.9 out of 7**
Likelihood to return	**6.0 out of 7**	5.9 out of 7
Opportunities	Simplify the homepage graphics to reduce cluttered feeling	Increase the number of product reviews to help boost confidence

Detailed Findings

Homepage

Desktop and Mobile Highlights

Wins
- The category icons and color choices convey an outdoorsy/adventure theme.
- Most participants were drawn to the category icons, saying it made the site easy to navigate and quickly conveyed the breadth of products available.
- Several liked the *Recommended For You* section because it gave a quick snapshot of brands carried and pricing.

Opportunities
- Several described the rotating top banner designs as busy, cluttered, and dated.
- The company-specific branding elements at the top of the page don't continue as you scroll down.
- A few wanted the ability to advance the rotating banner manually.

Supporting quote
"I really love the graphics down here [category icons]. I love a good theme. This reminds me of like seventies camp, which is really cool. But what I don't like is how the theme isn't connected throughout the entire homepage." – Female, 27 years old, US, desktop

Recommendation
- **Simplify the upper sections of the homepage to reduce cluttered feeling.**
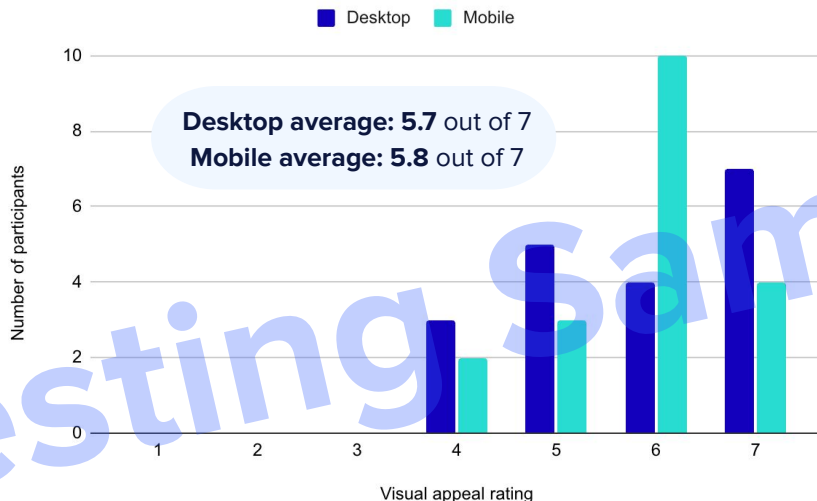- **Explore ways to continue branding throughout the entire page.**
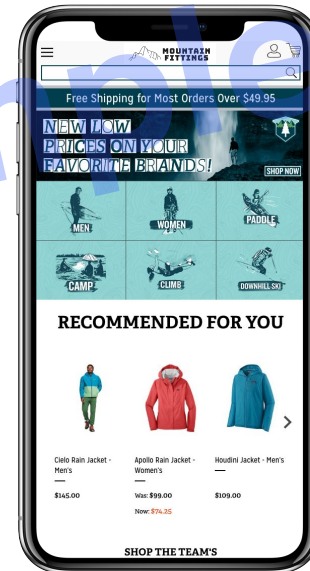
Visual appeal ratings

Mobile users found the homepage slightly more appealing than desktop users.

The smaller mobile format helped focus their attention on fewer objects as they scrolled down the page.

Those that rated lower cited the font and a cluttered appearance.

*Graphed to the highest participant range

Desktop n=20; Mobile n=20

How unappealing (1) or appealing (7) is the homepage to you?

■ Desktop ■ Mobile

Desktop average: 5.7 out of 7
Mobile average: 5.8 out of 7

Number of participants

Visual appeal rating

6 or 7 rating

55%
Desktop users

70%
Mobile users

*"It's **appealing enough** for me to get in, look for what I'm looking for and hopefully meet that goal of kind of buying something."*

— Male, age 27, U.S., desktop

*"[The homepage is] **easy to use** and very attractive because it has very **appealing visuals** and it has clear design which makes it very easy to navigate."*

— Female, age 37, U.S., mobile

Navigation

Overall, participants described the site as **easy to navigate** and appreciated having a variety of ways to look for a product.
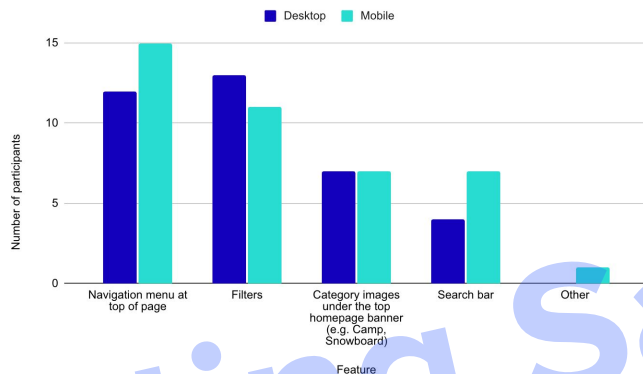
When beginning their shopping journey, **mobile participants** were slightly more likely than desktop participants to use the **global navigation or search bar**.

While most desktop and mobile users quickly noticed the homepage **category icons**, a few were **unsure** if they were a part of the banner image or separate tappable items.

*Graphed to the highest participant range

Desktop n=20; Mobile n=20

While you were shopping, which of the following did you use to help you find an item?

How difficult (1) or easy (7) was it to navigate from the homepage to find a product that you would actually purchase and that fits the criteria?

Desktop average: **6.1** out of 7
Mobile average: **5.8** out of 7

*"I used the **category images** under the top homepage banner because that was really eye catching for me and I just wanted to use those[...] it looks like that you are using the navigation menu, but it **gives me [a] good feeling**."*

— Female, age 27, Canada, desktop
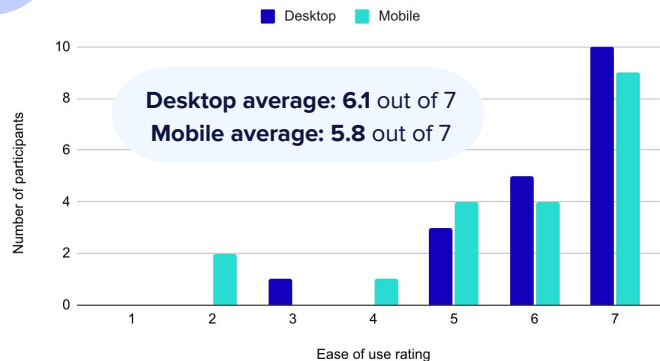
*"I use the **navigation menu** at the top of the page 'cause that's usually **my go-to**."*

— Male, age 23, U.S., mobile

Product detail page PDP

Desktop and Mobile Highlights

Wins
- The PDP layout was considered simple and easy to skim with bulleted features and collapsable sections.
- Participants liked the simple product images with the ability to zoom.
- The price is easily noticeable.

Opportunities
- Several desktop participants described the PDP as glitchy as they scrolled down the page because of the content in the right column. ①
- Several participants noticed there were little or no reviews for their product.
- Some wanted to see additional product images from different angles.

Supporting Quote

"I like the simplistic design. I do not like whenever I scroll down, it doesn't like stop automatically. It feels very glitchy and not smooth." – Male, 22 years old, U.S., desktop

Recommendation

Investigate solutions to create a smoother experience when scrolling down the PDP. Increase the number of product reviews. Consider adding additional product photos.
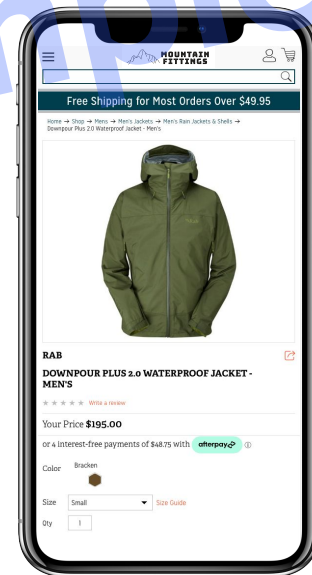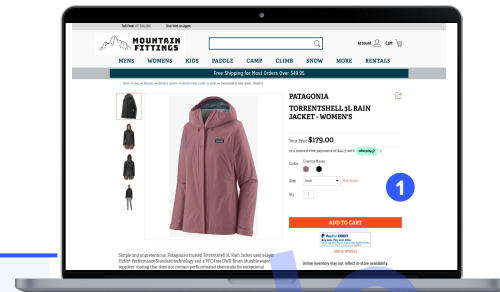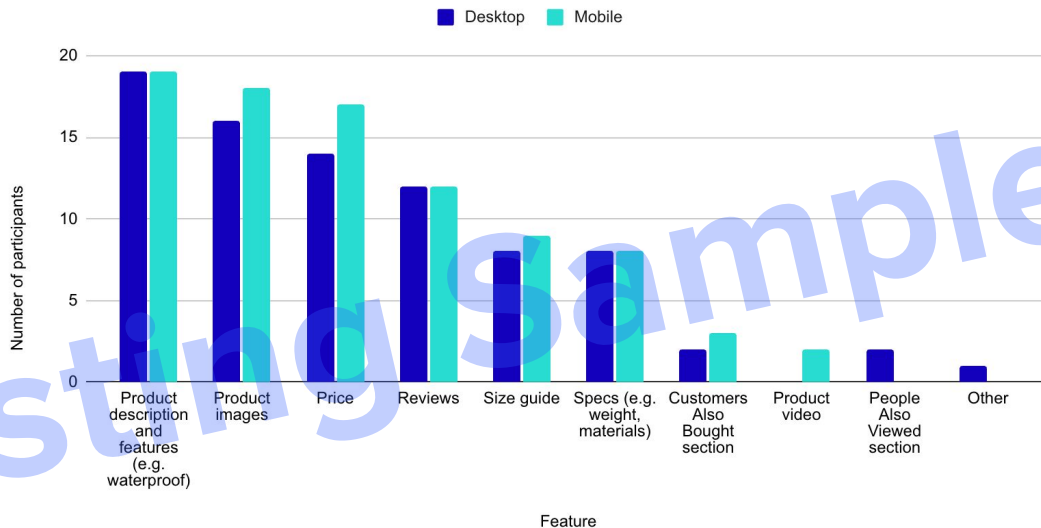
Important information

Product images, product description, and price were the most important components on the PDP.

Once they determined the product met their needs (e.g., waterproof, within budget), **more than half of participants said reviews help** them decide if the product is right for them.

*Graphed to the highest participant range

Desktop n=20; Mobile n=20

Which of the following were most useful in helping you decide whether or not to purchase the item?

"*The 'most' important information is mentioned in the 'features' section*, because usually I compare my options with one another, and the features is the thing that highly affects my final decision."

— Female, age 27, Canada, desktop

"*I wish the reviews were a little bit more pronounced* and a little bit more out front."

— Male, age 39, U.S., mobile
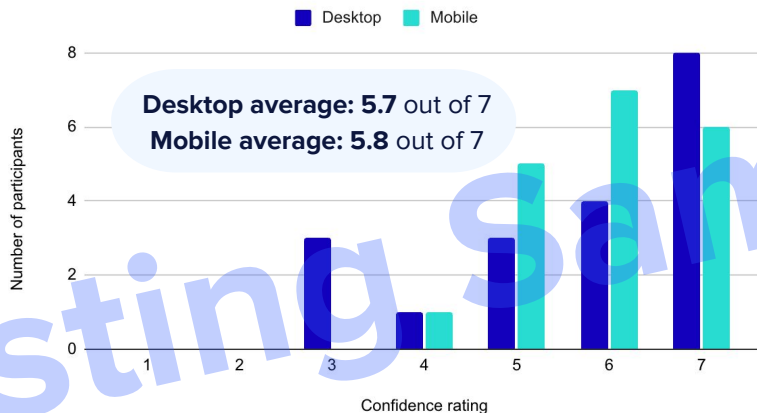
Purchase confidence

Overall, most participants said the website **included key information needed** to feel confident about their purchase.

However, to **boost their confidence**, many participants wanted **additional images and reviews**.

Image suggestions included:

- Additional angles or a 360 degree option
- Images that showcase unique product features
- Model wearing the product

Desktop n=20; Mobile n=20

How not confident (1) or confident (7) do you feel about making a purchase decision based on the images and information provided on this page?

Desktop **Mobile**

Desktop average: **5.7** out of 7
Mobile average: **5.8** out of 7

Number of participants

Confidence rating

*Graphed to the highest participant range

6 or 7 rating

60%
Desktop users

65%
Mobile users

*"Definitely **more images at different angles** and preferably a person or a **model wearing** the jacket."*

— Male, age 38, U.S., desktop

*"I would want more **reviews** and then I would probably want an area on **examples of when it could be recommended to use**, what it would be good for. For example, this sweater could be good for camping, it could be good for this temperature."*

— Male, age 22, Canada, mobile

Next Steps

Homepage

- Consider simplifying the upper sections of the homepage to reduce cluttered feeling.

- Explore ways to continue branding throughout the entire page and website.

Product detail page

- Investigate solutions to create a smoother experience when scrolling down the PDP.

- Increase the number of product reviews.

- Consider adding additional product photos.

Questions?