

User Testing

**THIS**  
The Human Insight Summit

# Secrets of Digital Excellence Revealed

Insider Insights from the  
Top 25 US Retailers



# Understand what it's like to be your customer

Organizations that rely on UserTesting to improve their customer experience, innovation & growth

SEPHORA

FARFETCH



Walmart



Lenovo

VOLVO

tapestry  
COACH | kate spade | STUART WEITZMAN

TULA  
SKINCARE



purple



BURBERRY



COSTA  
COFFEE



**300K+**

Studies each year

**5M+**

Responses each year

**100+**

Countries via our panels  
and networks



# 2024 Retail Benchmark Report

UserTesting Powered by QXscore™



Ace

Amazon

Apple

AutoZone

BestBuy

BJ's

Costco

CVS Pharmacy

Dick's

Gap

The Home Depot

Kohl's

Lowe's

Macy's

Menards

Nordstrom

O'Reilly

Rite Aid

Target

TJ Maxx

Tractor Supply Company

Ulta Beauty

Walgreens

Walmart



# We asked each shopper to complete four tasks

**2,750**

Total study participants

**2**

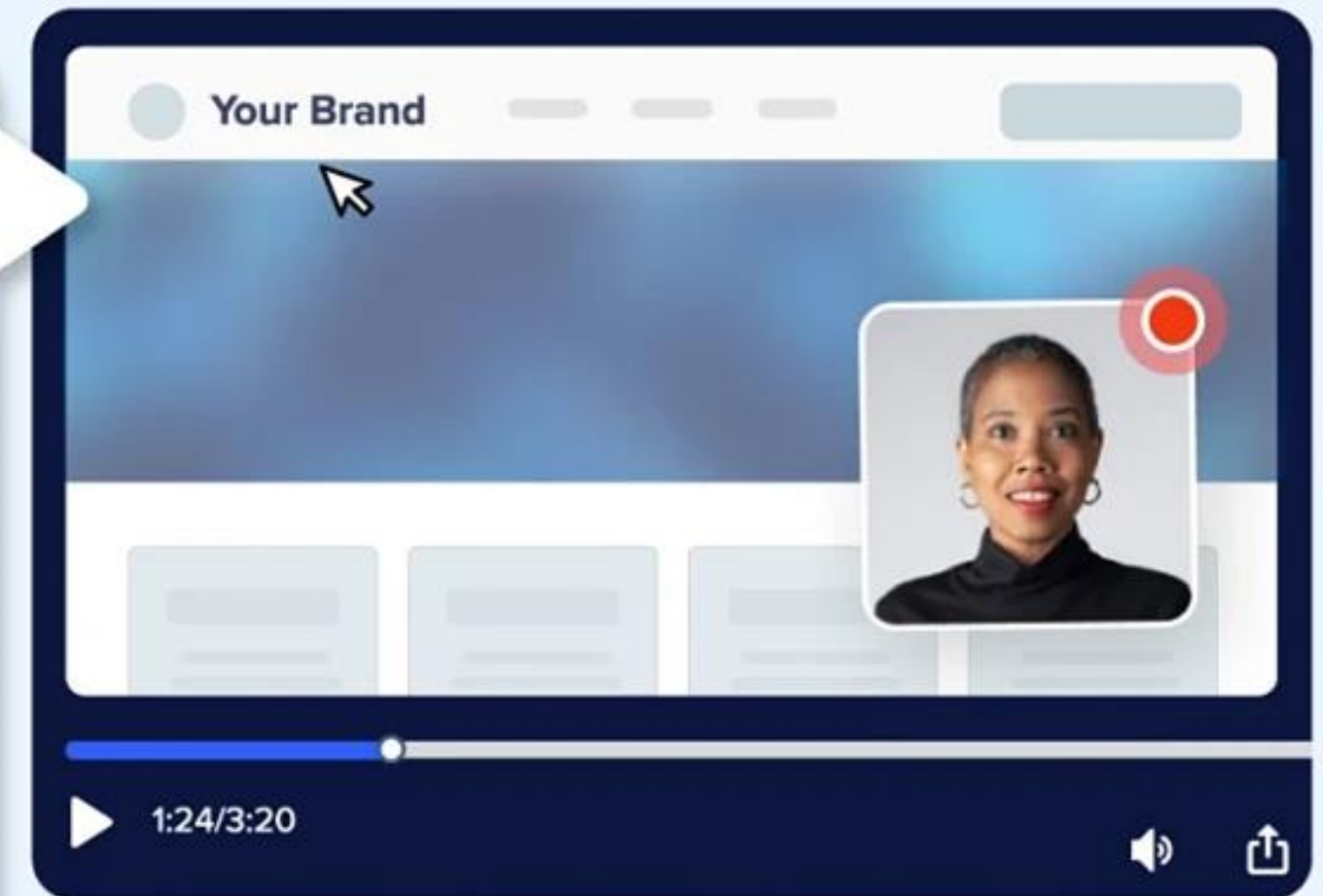
Experiences per retailer  
(mobile & desktop)

**TASK 1:**  
Search or browse for a product

**TASK 2:**  
Find a gift

**TASK 3:**  
Find an item that can be  
delivered or picked up ASAP

**TASK 4:**  
Complete purchase  
and checkout

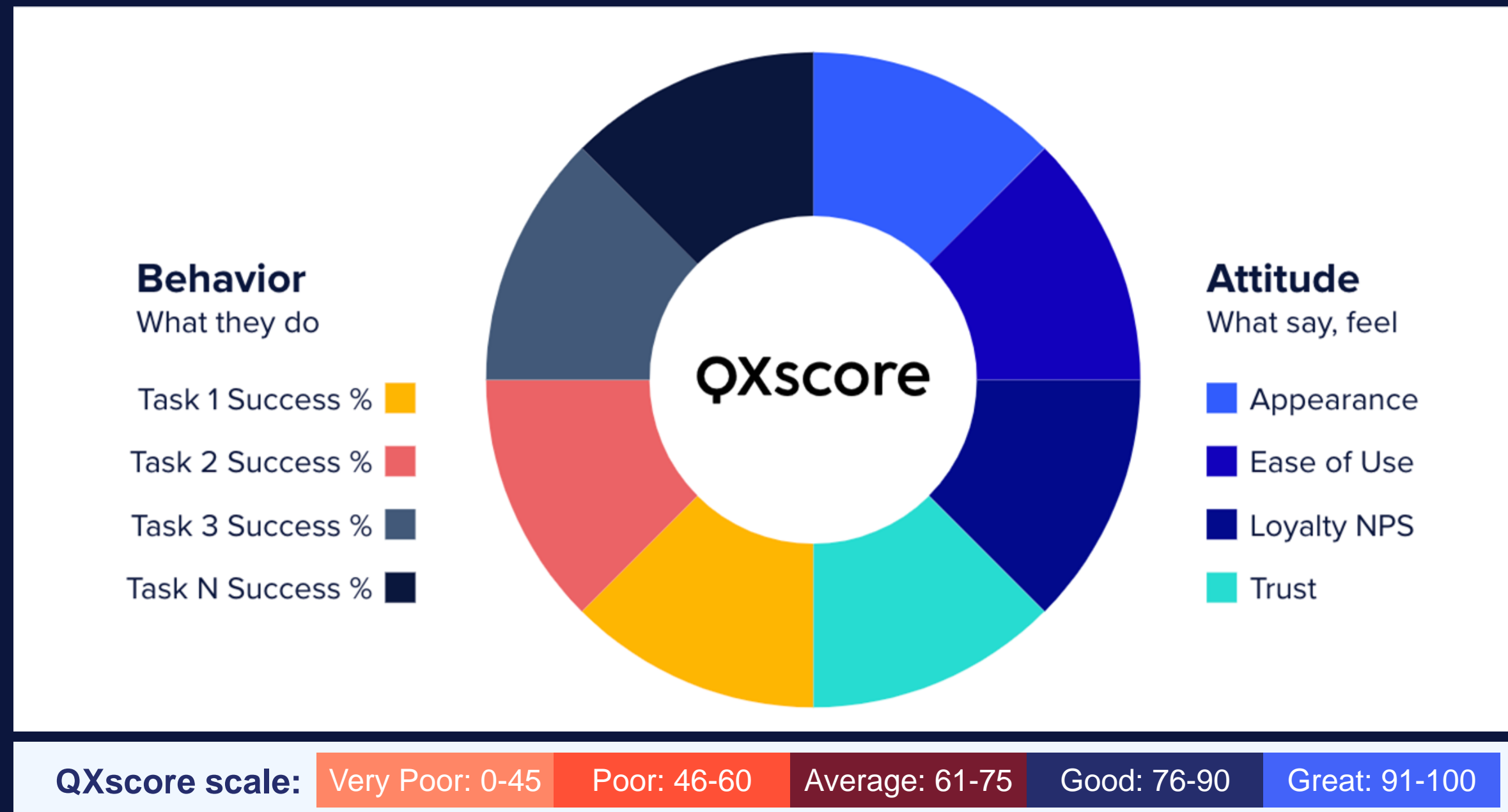


Each task included several steps along with follow-up questions related to their preferences and experience.



# Here comes the science bit

A single score that combines **behavioral** and **attitudinal** data, plotted on a **100-point index**



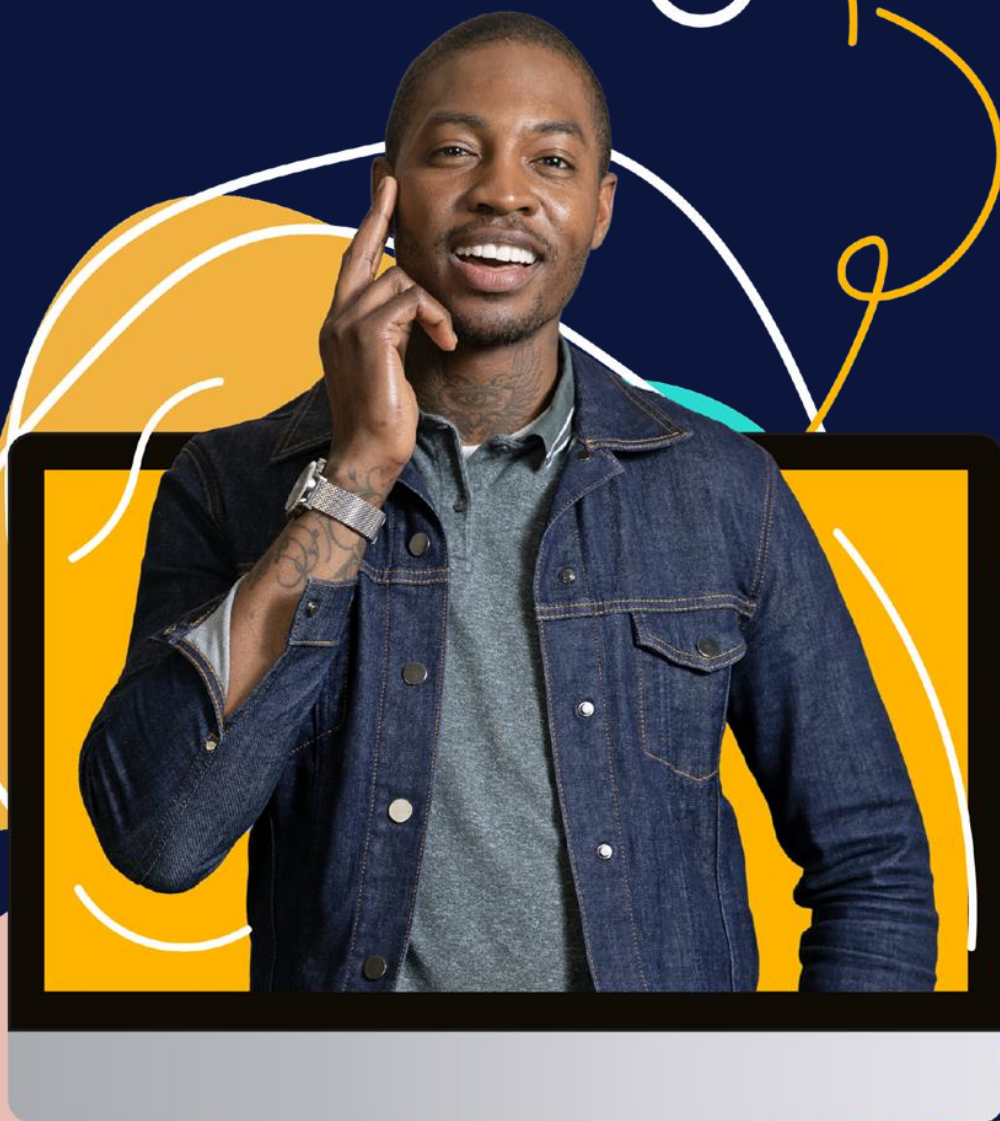




**What did we uncover?**







# #1

Years of investment in optimization is paying off.



# Superstores lead the way

Top Performers: Amazon, Target, and Walmart

Bottom Performers: Autozone, Tractor Supply Co, and Gap

All retailers scored between 81-95 across mobile and desktop

■ Automotive  
 ■ Department or big box  
 ■ Health and beauty  
 ■ Home improvement  
■ Omnichannel brand  
 ■ Superstore  
 ■ Warehouse membership  
 → Higher QXscore



80

QXscore95

Source: UserTesting Retail Benchmark Report

**QXscore scale:**
Very Poor: 0-45
Poor: 46-60
Average: 61-75
Good: 76-90
Great: 91-100

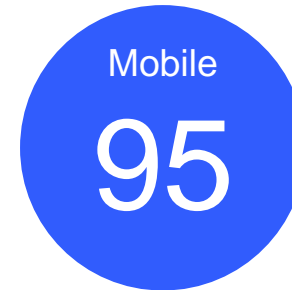




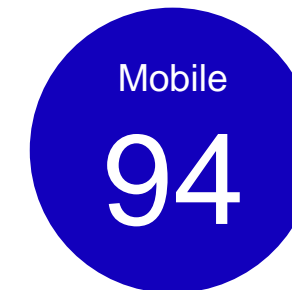
**Amazon,  
Target, and  
Walmart are  
the top 3  
performers.**

## Top QXscores for mobile & desktop

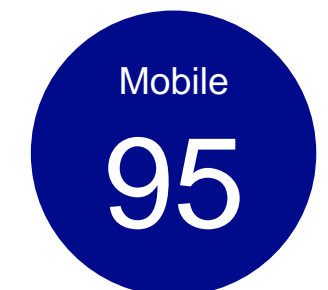
Amazon



Target



Walmart



# What do the top performers do well?

1

Near perfect **task success** and **ease** of use ratings, with both mobile and desktop experiences are rated consistently high

2

Provide a good **search** experience including relevant and accurate results, and ability to easily filter

3

Easy to **navigate** and orient oneself on the site, making it possible to find items quickly

4

Easy **checkout** flow that matches user expectations, and provides clear pricing, payment, and delivery options



# Shoppers have mastered the common tasks along the ecommerce journey.

Vast majority were able to successfully complete all the tasks.



**Search**  
98%



**Browse**  
97.3%



**Decide**  
95.6%



**Checkout**  
93.4%





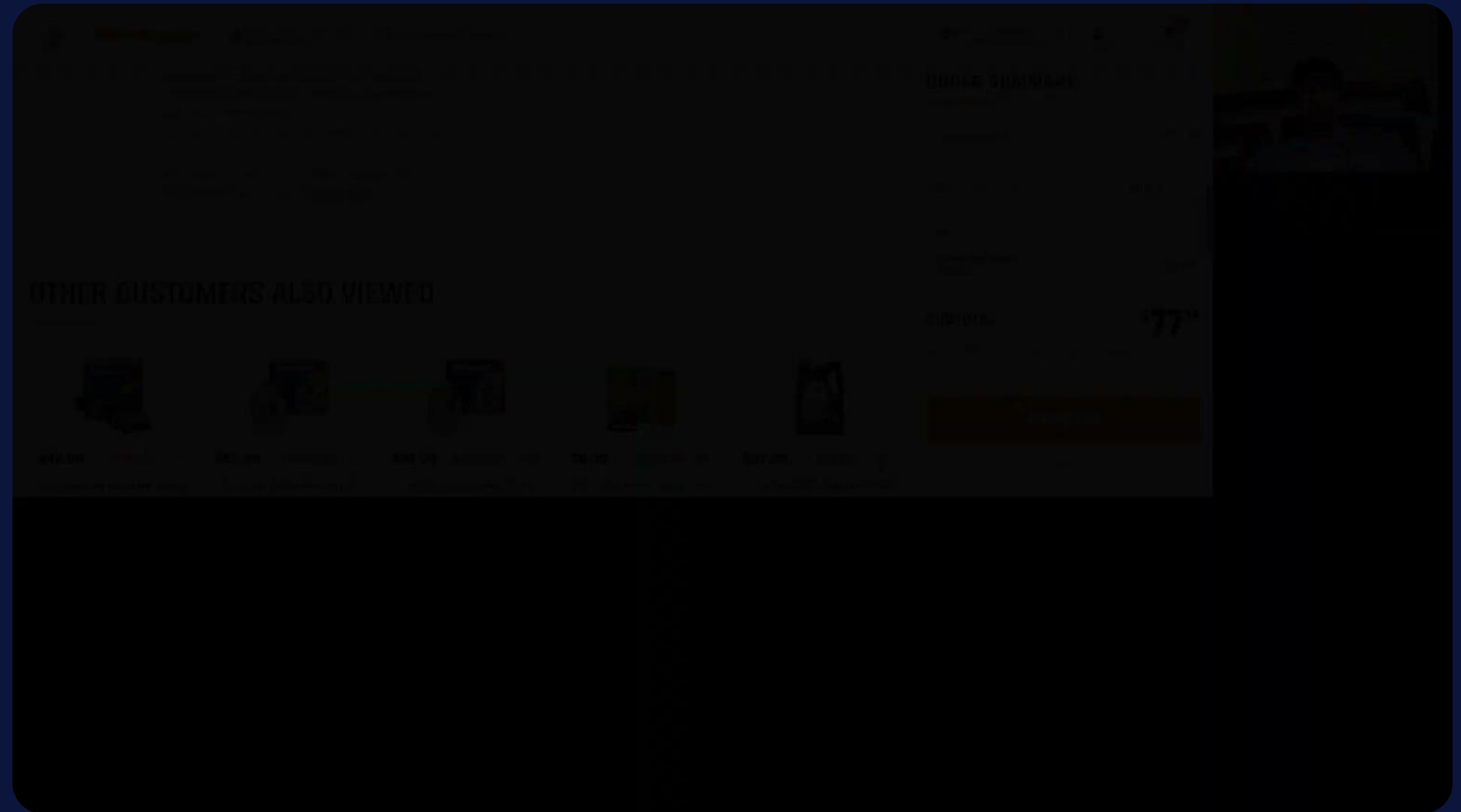
# 6.6%

Percentage of shoppers who were unable to checkout



# AutoZone users have difficulty checking out

Participants exploring AutoZone on Desktop experienced issues with using the checkout button. Clicking on 'Checkout' did not always load their cart, and took multiple attempts.



41% encountered  
obstacles or friction  
along their journeys.







# #2

**Obstacles impact experience quality, and the likelihood of return purchases.**



# Retailers with the strongest QXscores have the fewest obstacles

Number of obstacles per shopper, by QXscore



Source: UserTesting Retail Benchmark



# Retailers with the highest QXscores are more likely to attract repeat shoppers

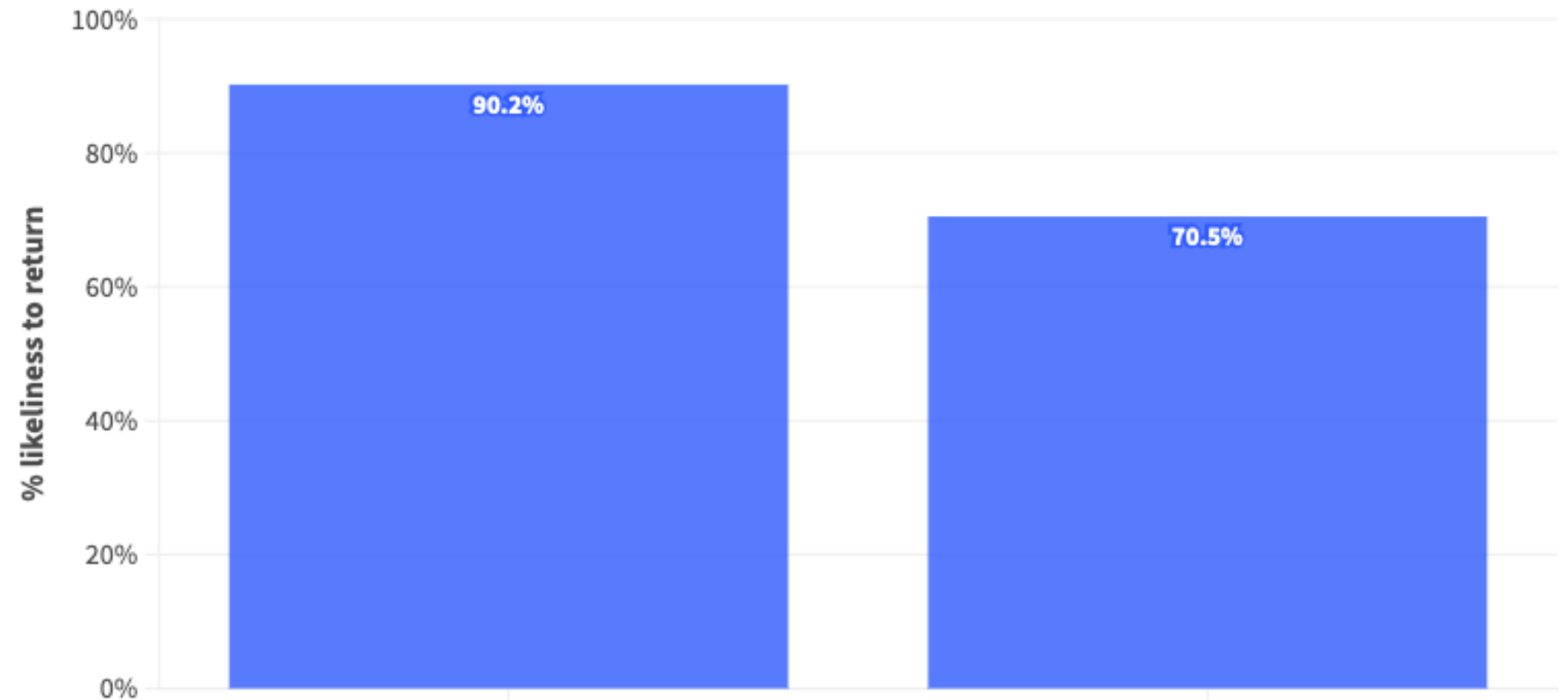
Retailers with the leading QXscores (93 or above) are likely to bring back ~90% of their shoppers, compared to only ~71% for retailers with comparatively underperforming QXscores (below 87).

## Likelihood to Return

based on QXscore

LEADERS: Amazon, Walmart, Target, Costco, Lowe's.

UNDERPERFORMERS: AutoZone, CVS, Gap, Rite Aid, T.J. Maxx, Tractor Supply Co.

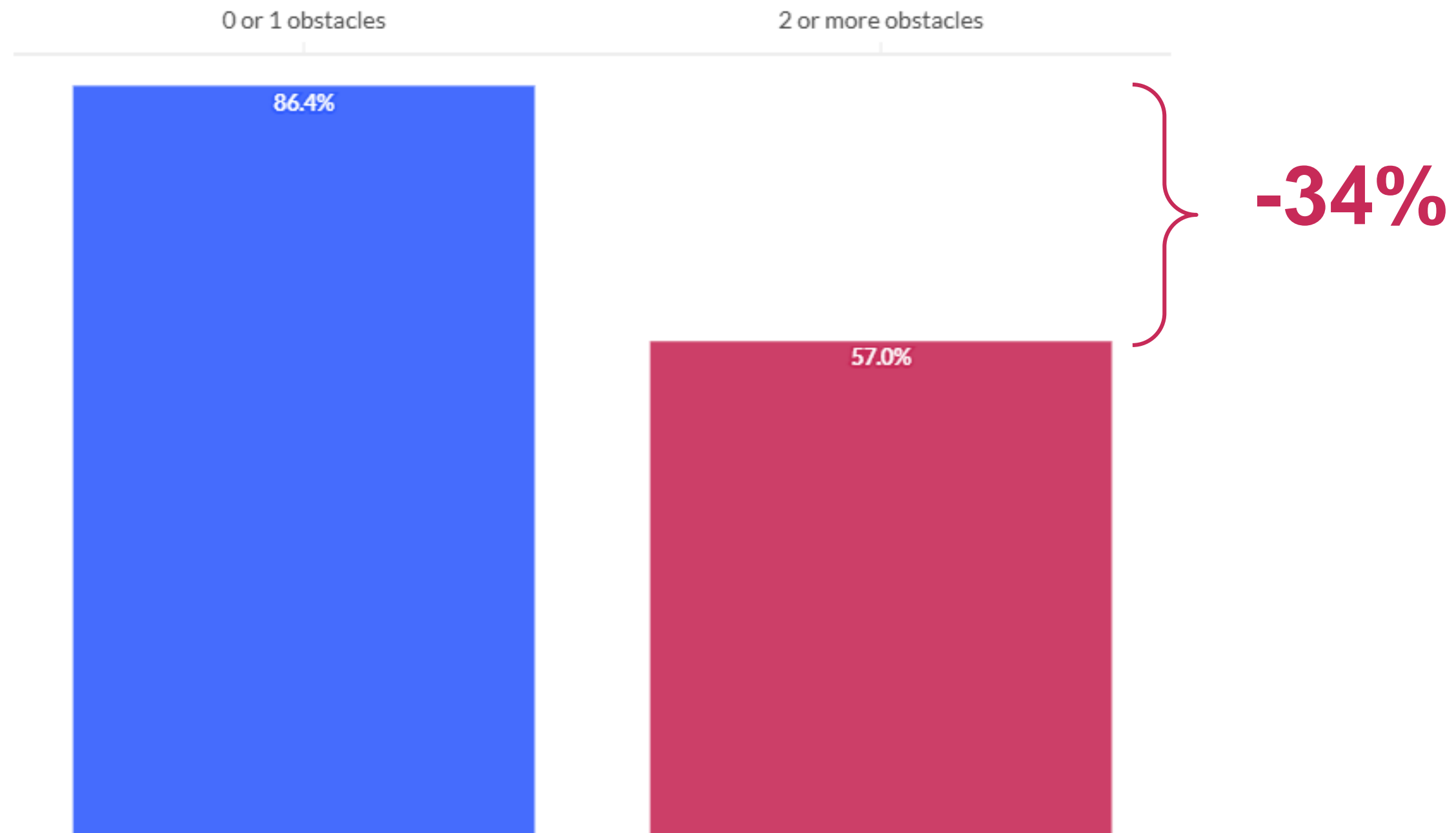




# Even a small number of obstacles make an impact

Two or more obstacles reduces return shoppers by 34%

Sites with fewer obstacles return far more shoppers  
Percent of likely returning shoppers by the number of journey obstacles



# How common were these obstacles?

Site didn't load properly.

Could not find item I was looking for.

Site was difficult to navigate.

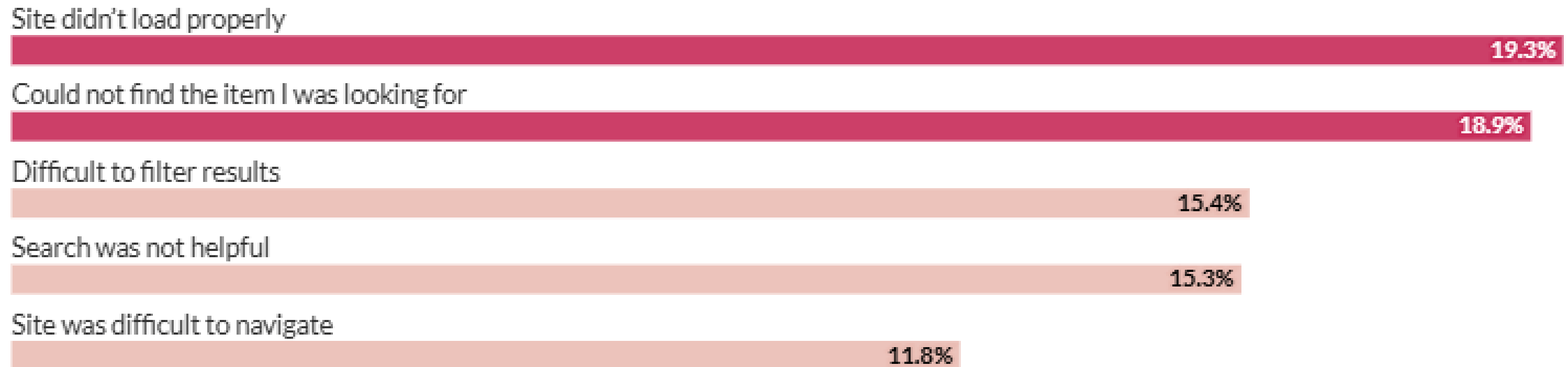
Search was not helpful.

Difficult to filter results



# The basics still matter

## Most common obstacles encountered by shoppers



Source: UserTesting Retail Benchmark



# Gap is impacted by poor searching, pop-ups, and a cluttered appearance, leading to the lowest likelihood to return among all retailers

## Mobile



## Desktop

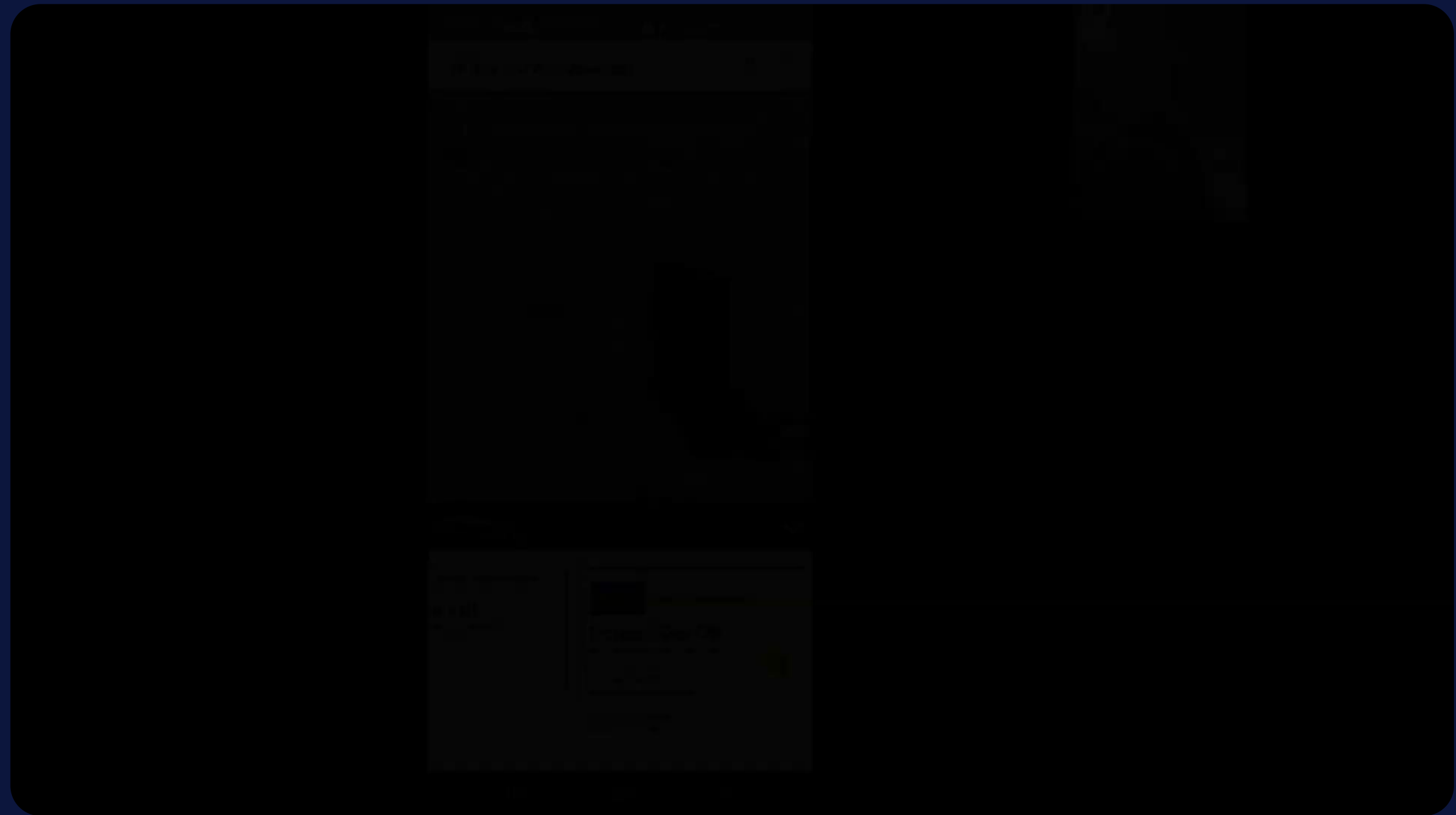


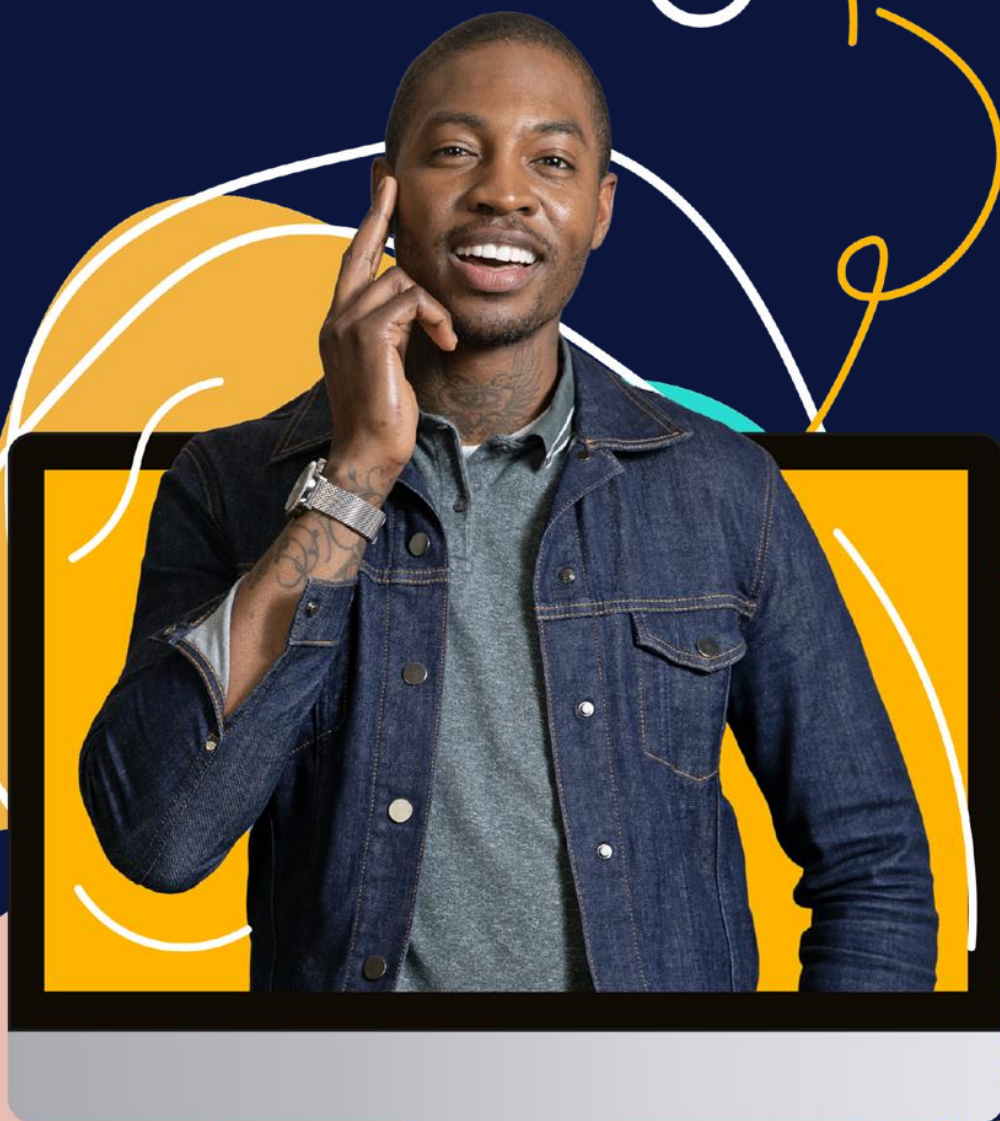


**Gap users  
experience a  
number of  
search and  
filtering  
difficulties**



**Gap pop-ups  
are a point of  
frustration,  
distracting and  
interrupting the  
shopping flow**





# #3

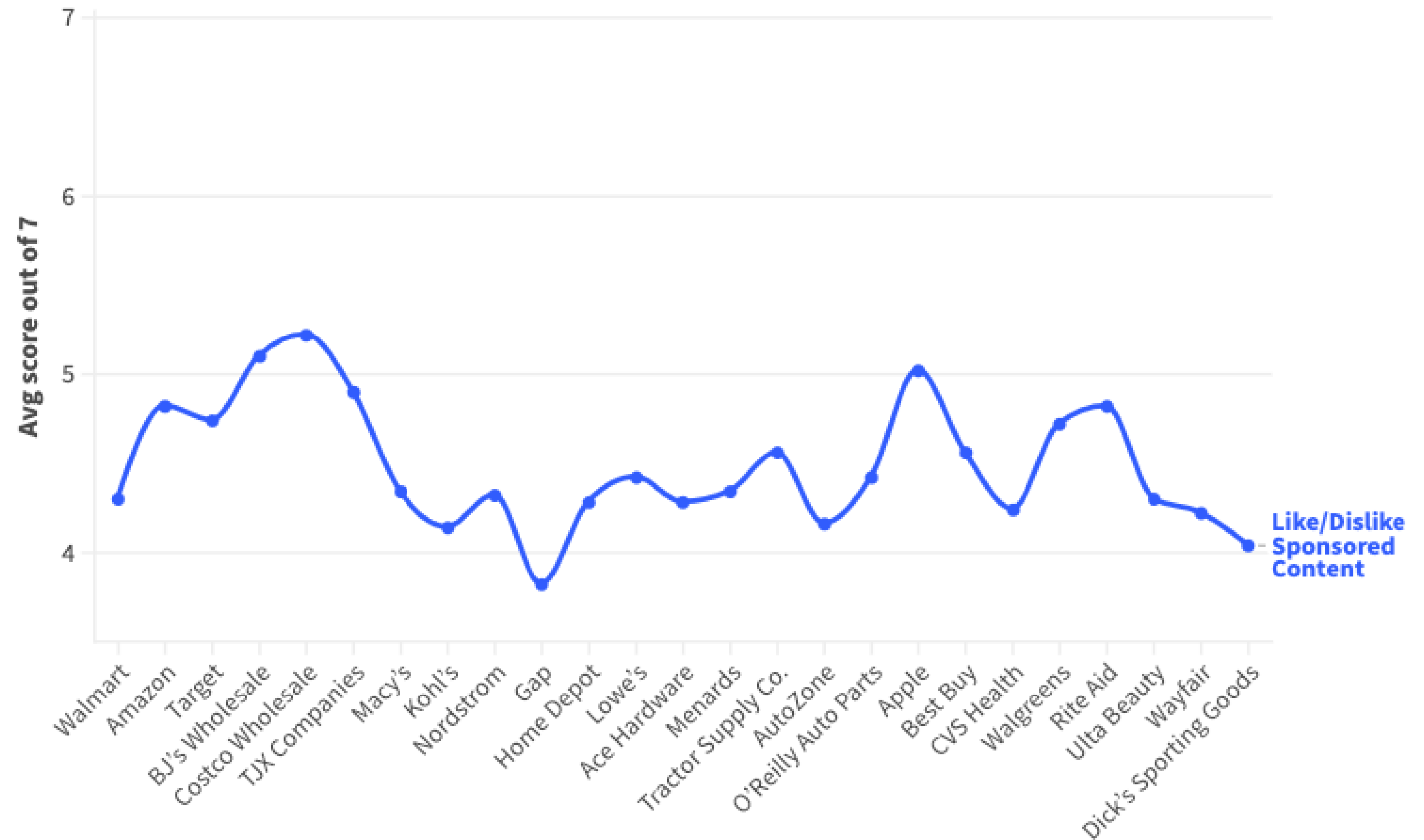
**Sponsored content can  
cause frustration &  
friction.**



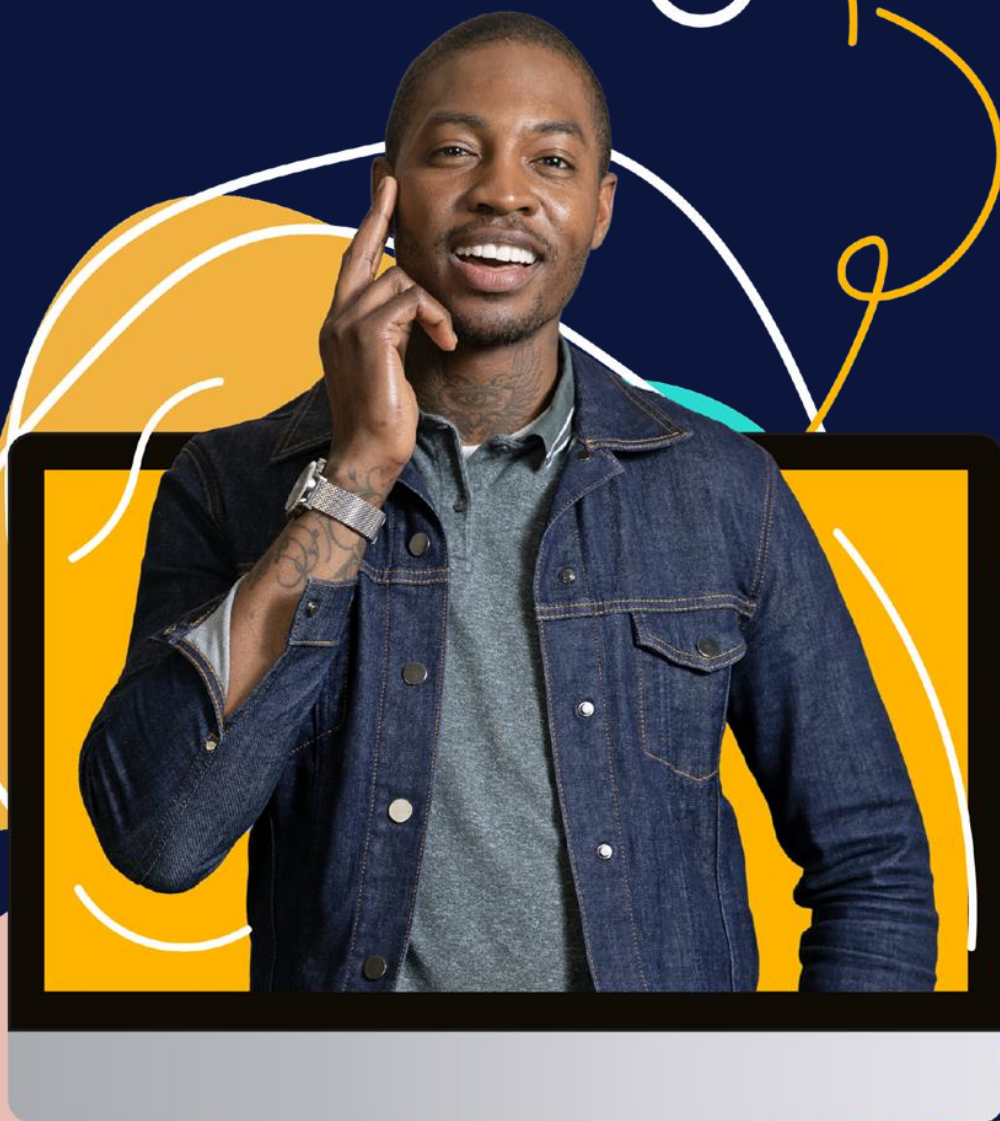
# Sponsored items detract from the experience

Scores indicate how much participants like or dislike seeing **sponsored content** on a 1-7 scale.

How much do you dislike or like seeing sponsored content while shopping online?  
by Retailer







# #4

There are early signs  
of a generational shift.



# Key areas to watch as buying power among Millennials and Gen Z increases

## PAYMENTS

21%

of Gen Z participants indicated ApplePay as **preferred payment method**, far more than any other cohort.

## VIDEO

59%

of Millennials use **product videos** to make a purchase decision, **more** than any other cohort.

## SOCIAL

50%

of Millennials use content from **social media or influencers** to make purchase decision, **more** than any other cohort

## FULLFILLMENT

24%

of Gen Z participants indicated **in store pick up** as their preferred fulfillment method, **less** than any other cohort.

# Uncovering your blind spots





# The world's most innovative brands choose UserTesting

3,000+ customers, including 75 of the Fortune 100 companies

B2B Technology	B2C Technology	Health & Fitness	Retail & Apparel	Travel & Hospitality	Financial Services	Automotive & Transportation	Food & Beverage	Consumer Products	Other Industries





# Start by identifying your focus

**Where does your analytical data point to a problem space or opportunity?**

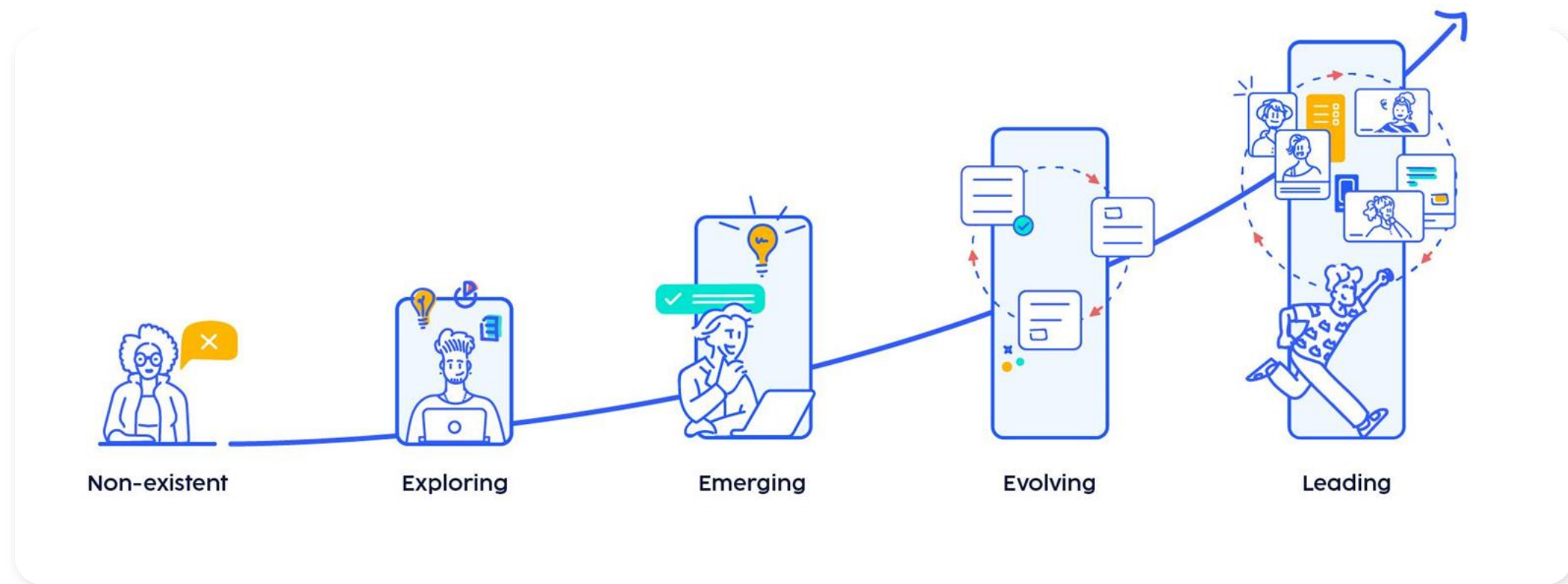
**Which customer journeys carry significant revenue or risk?**

**What are the tasks and/or microtransactions that comprise the end-to-end customer journey?**



# No matter where you are in your journey, we have solutions to ensure your success

## NO MATTER WHERE YOU ARE IN YOUR JOURNEY



## To drive impact & ROI

Build exceptional experiences

Grow revenue & market share

Mitigate risk & reduce rework

Reduce costs

## WE PARTNER WITH YOU



### Self-Service

Enablement, Training and Support to **get you started**



Research Partners & **Process Experts to Extend Your Team**



### Full Service

Success & Implementation Offerings to **Accelerate Change**



# Questions?

