

Urban Outfitters

User Research Guide



A Guide to our Users

A look at who our potential customers are and what makes them tick. Using surveys, qualitative research and other sources of information, I will summarize what we need to do to gain customers and increase conversion rates.

Pacha Trends

User Research Guide

One of the most essential parts of creating a successful e-commerce website is understanding our users. Great e-commerce websites successfully connect a user to a product with a system that is efficient, easy and fun.

Project Statement

Our goal is to redesign the Urban Outfitters website so that users can more easily navigate through the site from browsing to purchasing. In order to design a successful website we must first understand our user's needs and behaviors when shopping e-commerce. We should leverage and build upon good examples of user-interface and improve on least successful one.

Solution

We will accomplish this keeping in mind the three main steps within an online shopping experience as we research. First, the user must find the product he/she is looking for. Second, we must showcase the product well. Third, we must create a seamless checkout experience.

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Who Are Our Users?

Holistic Research



The Power Shopper

The users who know exactly what they are looking for, your job is to help them find their desired product in as few steps as possible.



The Recreational Shopper

This user just wants to casually browse through your website.



The Reluctant Shopper

Some users might need more hand-holding.

The Power Shopper

Holistic Research

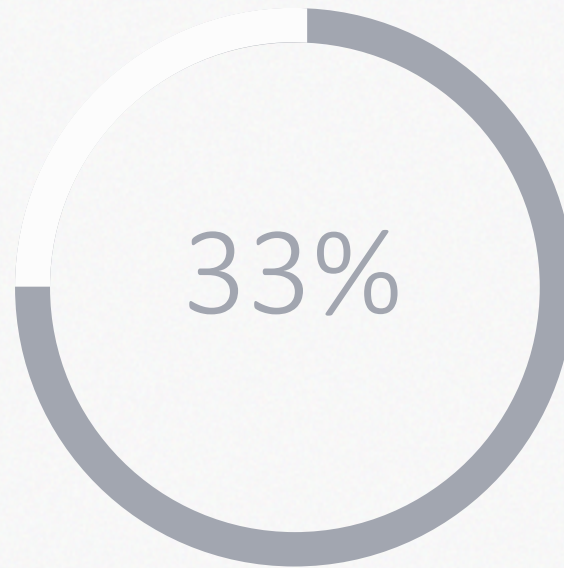
“Each type of shopper presents unique challenges, as well as unique opportunities.”

-Daniel Alves



The Power Shopper

The users who know exactly what they are looking for, your job is to help them find their desired product in as few steps as possible.



19% of shoppers knew exactly what they wanted before they visited the website.

The Power Shopper

Power Shoppers know exactly what they want, have sophisticated shopping strategies, and don't want to waste time casually perusing your website. For these shoppers, your first priority is to provide them with an awesome search bar so they can type exactly what they want. In terms of design, you want to make sure your search bar is large and presented with enough contrast so it's easily visible. Per conventions, place it in the top-right of your website and make sure it is consistent across the entire website.

The Recreational Shopper

Holistic Research

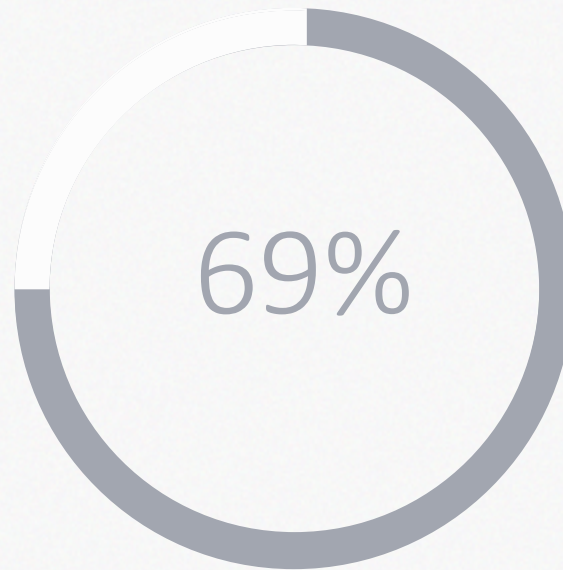
“Each type of shopper presents unique challenges, as well as unique opportunities.”

-Daniel Alves



The Recreational Shopper

This user just wants to casually browse through your website.



69% of online shoppers fell into the casual browser category.

The Recreational Shopper

If you're not a recreational shopper, you probably know one. This type of shopper would prefer to spend an entire afternoon at the mall casually exploring any store that piques his curiosity. They don't see shopping as a means to an end; they're shopping for the experience. While these shoppers are more likely to jump ship and not purchase from you, they provide an incredible opportunity, due to their tendency to be more adventurous and impulsive in their shopping habits. Because these shoppers respond to visual cues, you need to wow them with dynamite photography, featured item showcases, unbeatable deals and the occasional unique surprise.

The Reluctant Shopper

Holistic Research

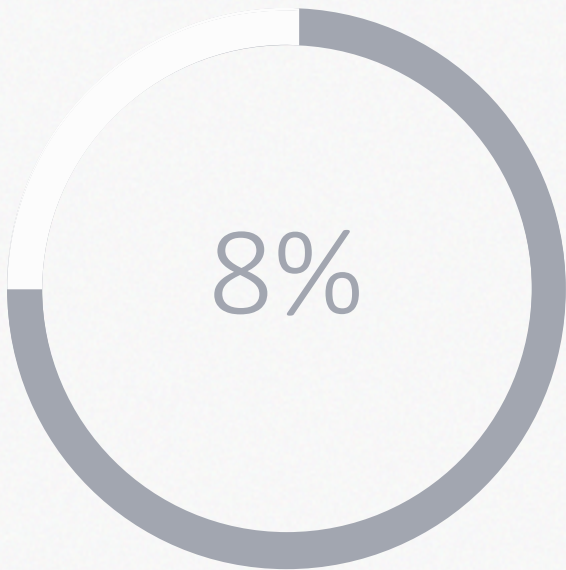
“Each type of shopper presents unique challenges, as well as unique opportunities.”

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The Reluctant Shopper

Some users might need more hand-holding.



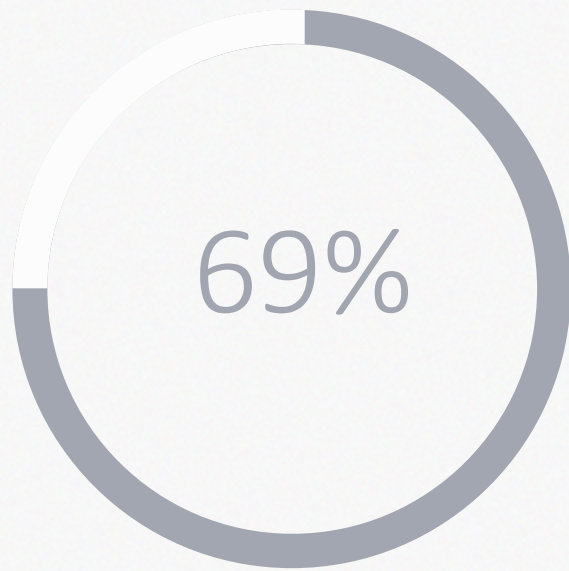
8% fell in-between the other two categories

The Reluctant Shopper

This type of shopper is generally uncomfortable and nervous about shopping online. She is typically less tech-savvy and needs more guidance throughout the entire shopping experience. One of her biggest concerns is privacy and security; therefore, she responds well to promising statements of trust and customer service. Because online shoppers cannot physically touch the item they are buying, promoting return and refund policies greatly increases the likelihood they will do business with you.

Survey Results

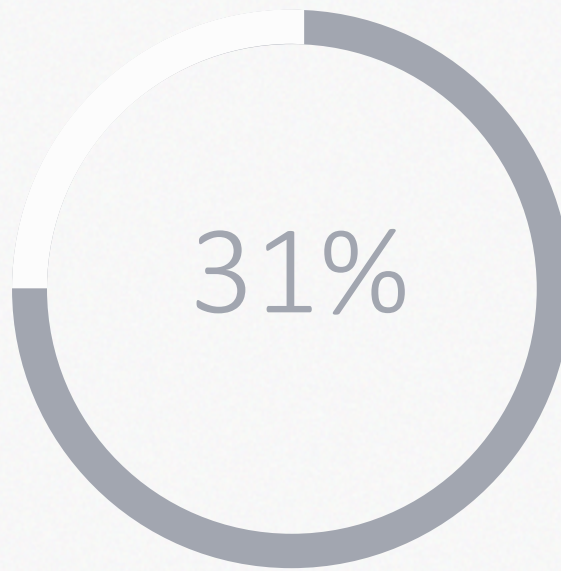
In-Store vs. Online Survey



69% of shoppers preferred to shop in-store

Reason:

- "Feel/Try on clothing"
- "I like trying on the clothes before I buy them, and seeing how well they are made."
- "Easier/quicker to determine fit"



31% of shoppers preferred to shop online.

Reason:

- "Better variety online."
- "Convenience, easy comparison of prices."
- "Shopping in person makes me anxious."

Survey Questions:

1. Tell me about your experiences with shopping for clothing online. What do you enjoy about your favorite sites and what really grinds your gears?
2. Why do you like shopping on that specific site?
3. Why do you prefer shopping online or in-store?

Other Shopper Feedback:

"I have never successfully bought clothing online without having to exchange for a different size."

"Product not appearing exactly as pictured ."

"I hate when actual size measurements for each item are not listed."

"I like long, thorough description. I like to know exactly what I am getting!"

"Don't shop for clothing online because I can't try it on."

"Everything is where it should be (I know, that's vague, sorry)."

Personas

Understanding our Users

“Persona is a user-centered design method which sets up fictitious characters to represent the different user types within a targeted demographic group that might use a site or product.”

-Xin Wang

Methods Used:

Directed Storytelling
Interviews
Surveys

Meet Emily

Persona & User Stories

User stories are part of an agile approach that helps shift the focus from writing about requirements to talking about them. It is a conversation we have from the perspective of our potential customers to determine features or new capabilities.



I love all online shopping!

About:

Age: 21

Relationship: Single

Knowledge/Skills: Tech-savvy, Biology Major

Occupation: Full-Time Student

Favorite Hobbies: Reading books, traveling, watching netflix, cooking

Description:

Emily is a full-time college student who spends most of her time hitting the books in her apartment. In her free time she loves staying home with a cosy blanket while she watches while streaming one of her favorite tv-shows. She is tech-savvy and uses the internet during all of her daily activities.

User Stories:

Emily had an 8 a.m class that she went to sleep early for. After class she went to the school library to find a book her professor mentioned. After being told that that specific book was unavailable she took the next step and decided to order online from amazon.

As she took a break before her next class, she went and grabbed a cup of coffee and sat down to browse the latest catalogs from her favorite clothing e-commerce websites. She loves the variety online and the endless options. She also like to have the option to "view all" on the page instead of having to click through 12 pages. After comparing prices from different online stores she decided to buy some Denim Jeans.

Meet Anthony

Persona & User Stories 2

User stories are part of an agile approach that helps shift the focus from writing about requirements to talking about them. It is a conversation we have from the perspective of our potential customers to determine features or new capabilities.



I like to know exactly what I am getting!

About:

Age: 28

Relationship: Married

Knowledge/Skills: Basic Computer skills,

Occupation: High school history teacher

Favorite Hobbies: Watching football, coaching his son's little league

Description:

Anthony is a married man with two kids. A 4 year old girl name Emma and a 2 year old boy, Chris. When he is not at school, he is at home preparing tomorrow's class curriculum while he watches his kids play. On weekend is likes to plan family trips to anywhere the kids can play while mommy and daddy relax.

User Stories:

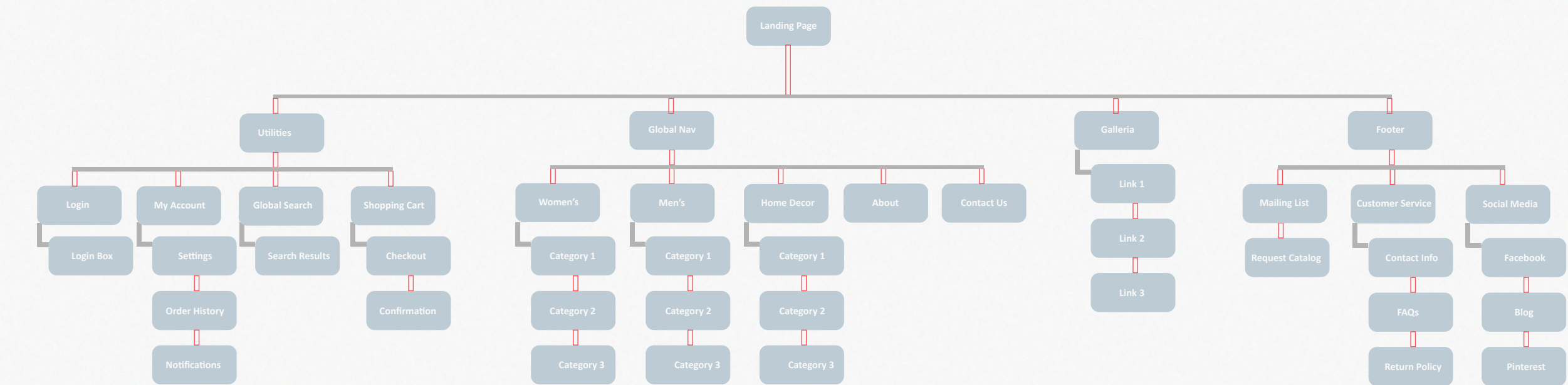
Anthony wakes up and out early friday morning, knowing it was paycheck day and he would be able to do some shopping for a dinner party his wife abd him were invited to tomorrow. After work he received a call from the babysitter saying she would not be able to watch his kids on his only day off.

Desperate to buy some new attire for the dinner party, he resorted to online shopping. Having never successfully bought clothing online without having to exchange for a different size he had always been reluctant.

He visited a few sites but did not trust all the advertisement and foundit difficult to navigate some of the image heavy websites. After some time he had found a outfit he liked but had doubts whether or not the product will arrived as advertised.

Taxonomy Map

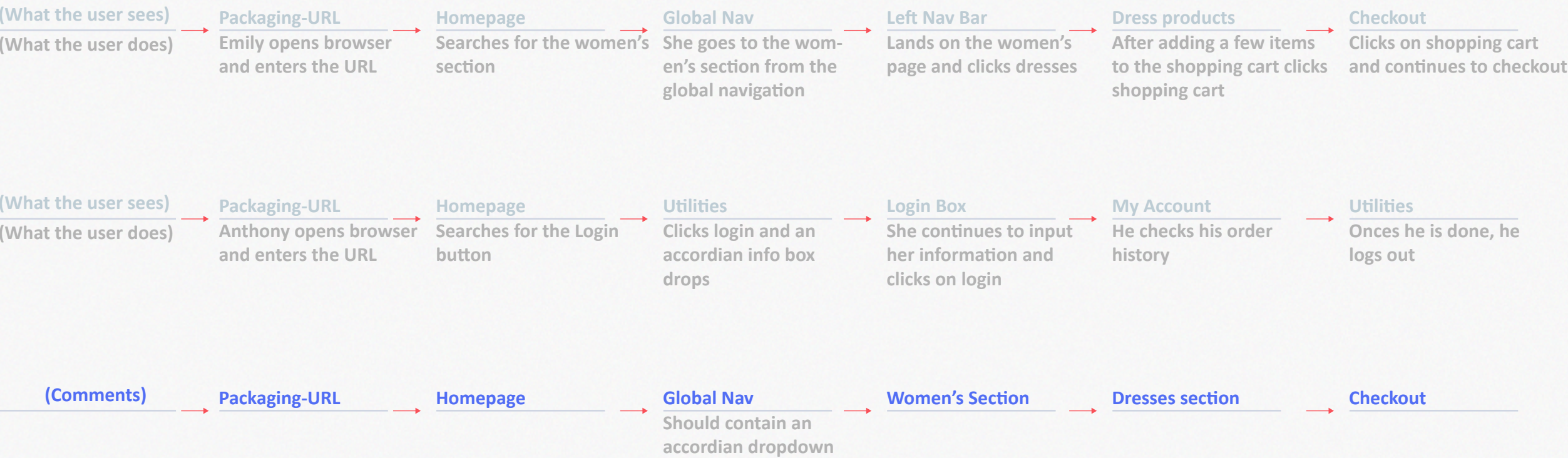
Site Map



User Flow

User Task Analysis

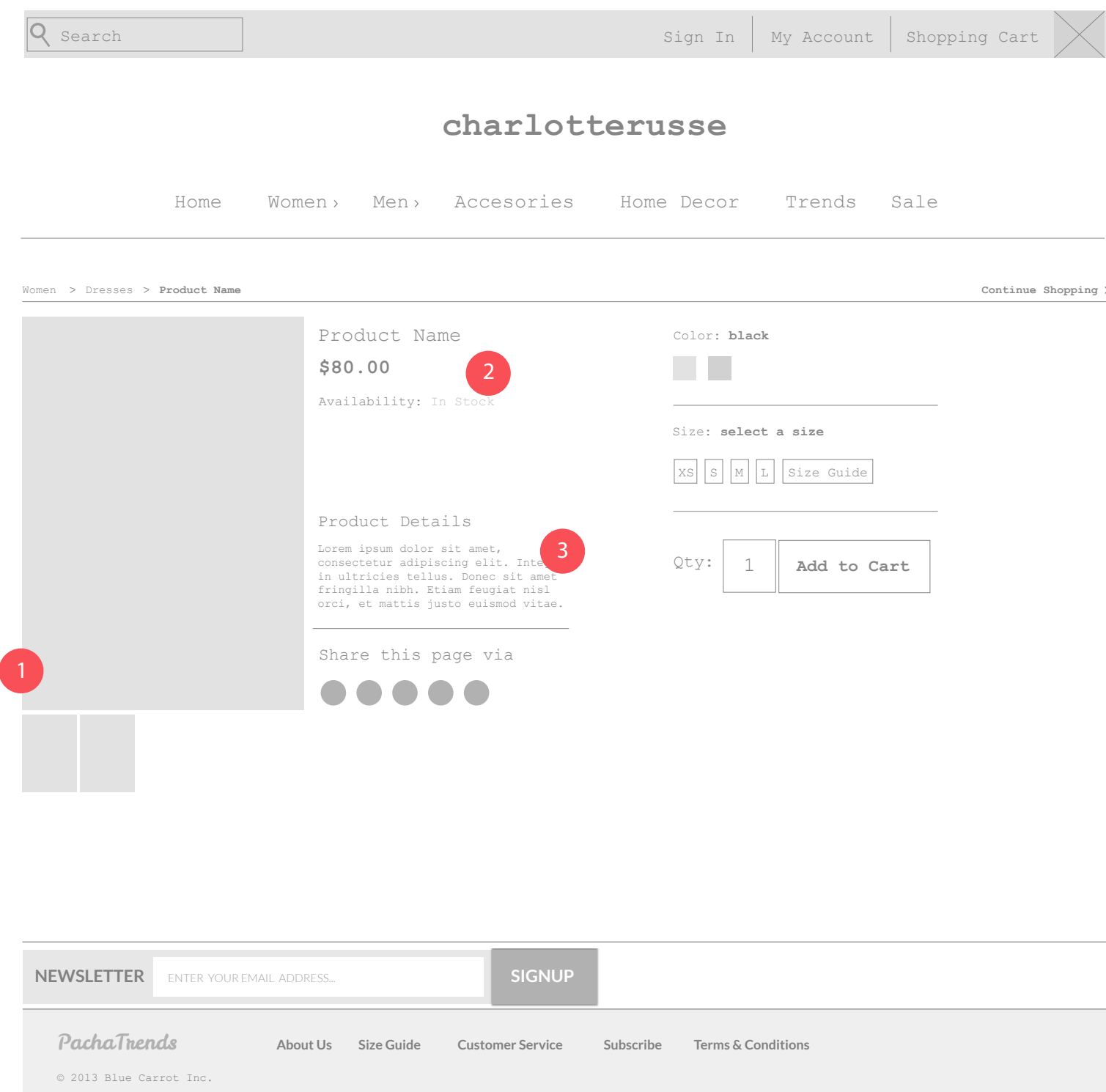
A user flow is a collection of Web pages that define a logical task. It consists of a number of steps that need to be performed in order to complete the task.



WireFrames With Annotations

Redesign Wireframes

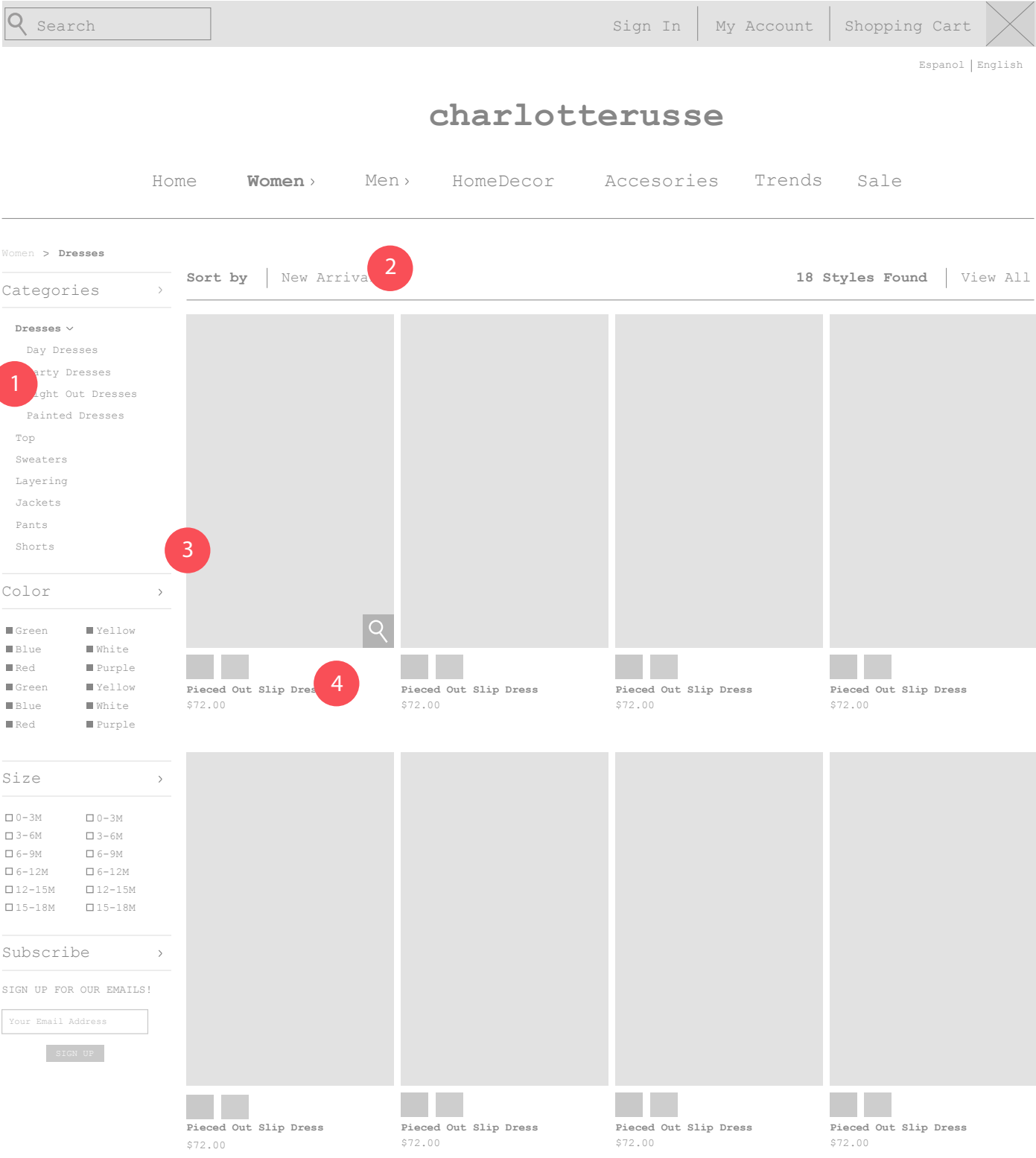
1. **Our goal:** is to create a website that sells our products and showcases the communities and people who create them.
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Home Women > Men > Accessories Trends Sale

search...



Latest Arrivals

Women Men Apartments



Pieced Out Slip Dress
\$72.00



Pieced Out Slip Dress
\$72.00



Pieced Out Slip Dress
\$72.00



Pieced Out Slip Dress
\$72.00



Pieced Out Slip Dress
\$72.00

From the Blog



Pieced Out Slip Dress

Take a trip to the studio of the LA-based PF Candle Co. for a look behind the scenes at their candle-making process and to hear their inspiring advice for aspiring makers.

[Read More](#)



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Red

Green

Blue

Red

Yellow

White

Purple

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6-12M

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Silence + Noise Witchy Tee
\$72.00




Pieced Out Slip Dress
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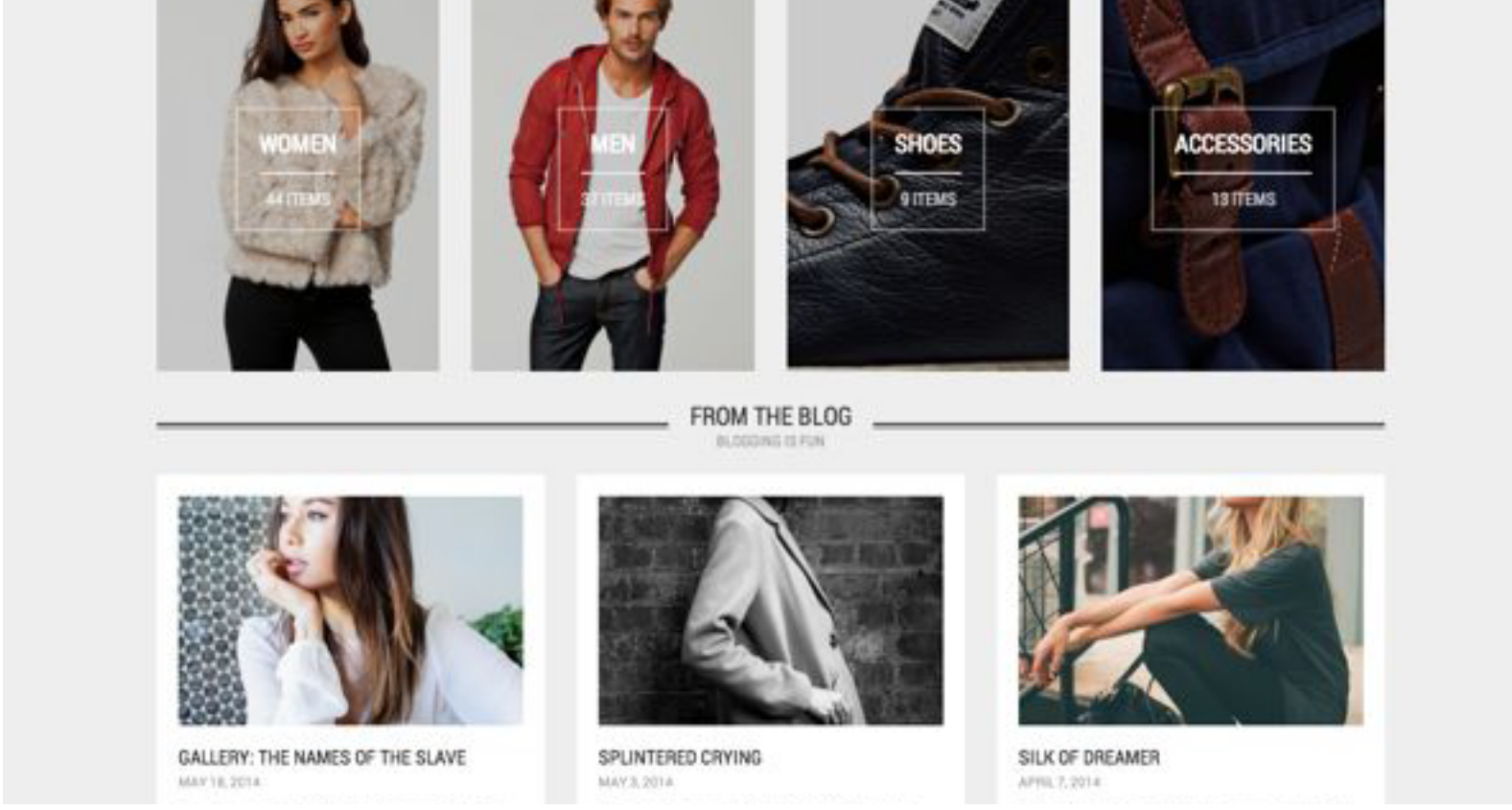
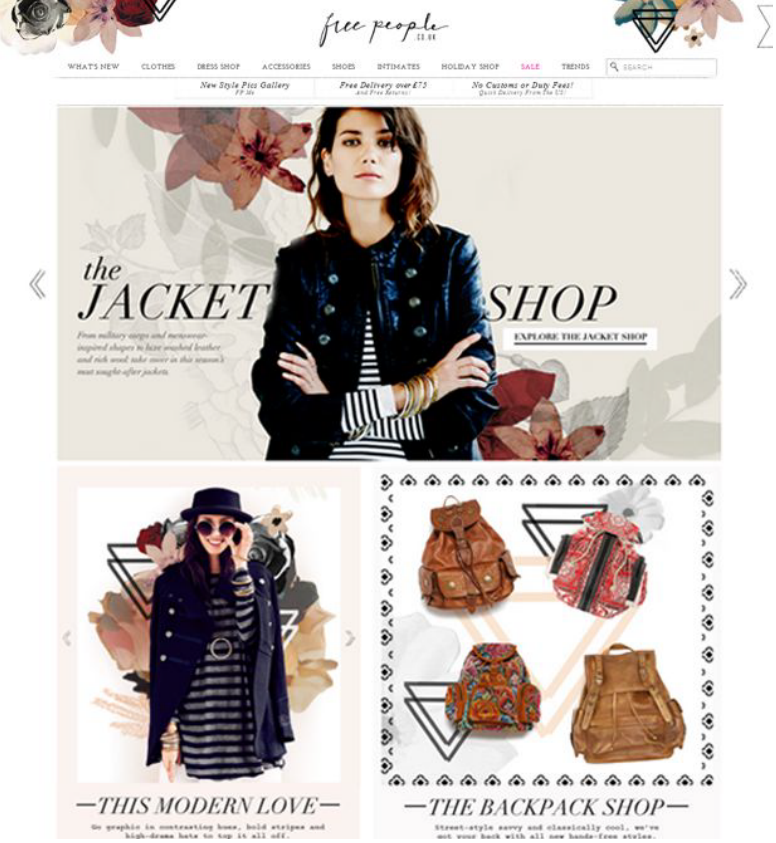
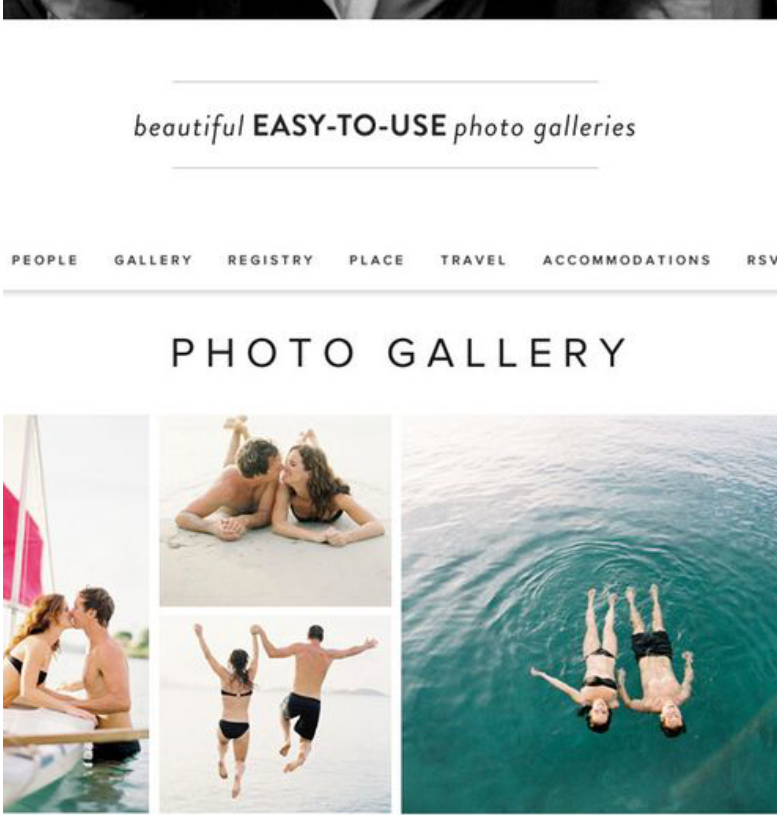
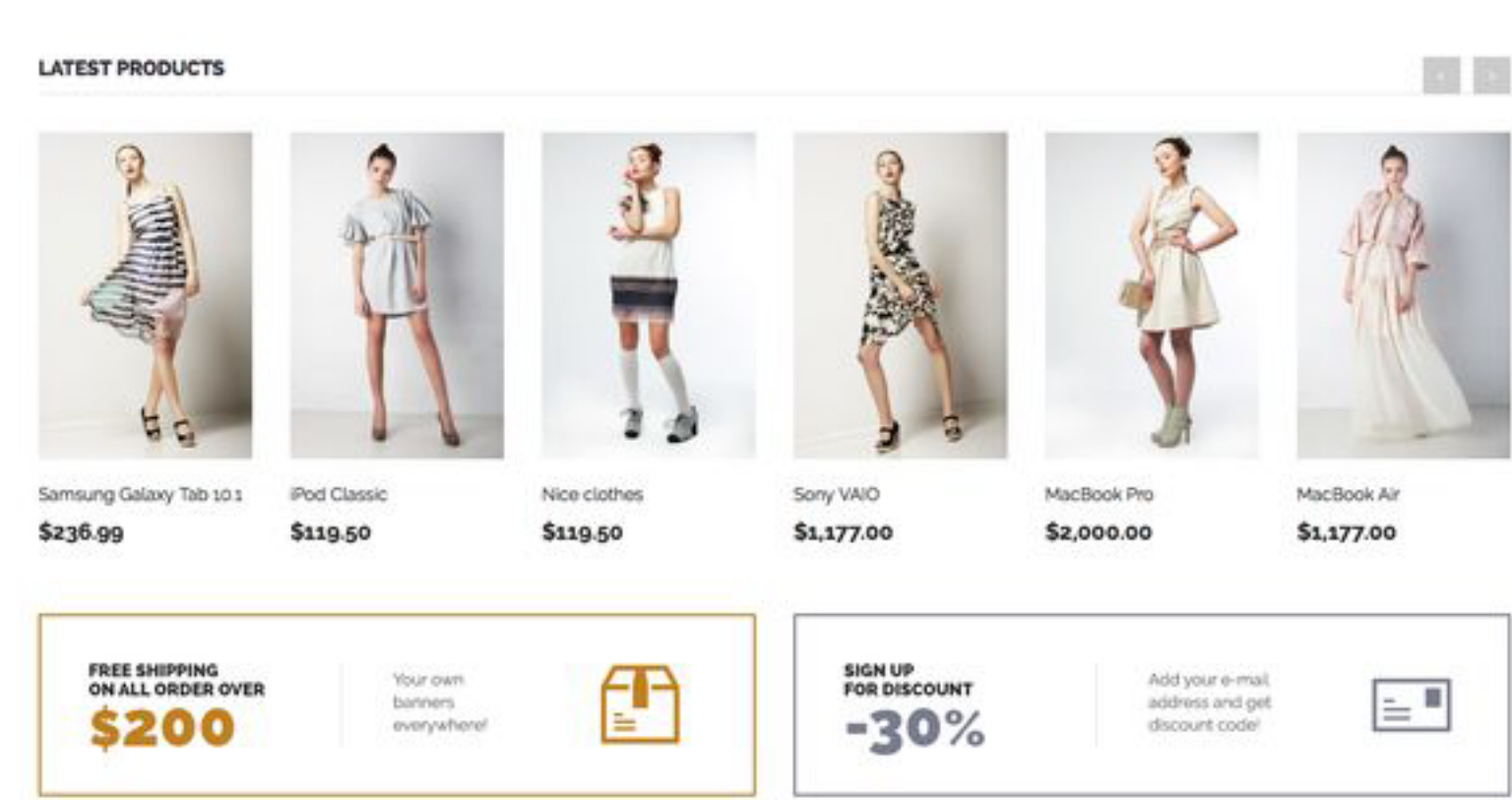
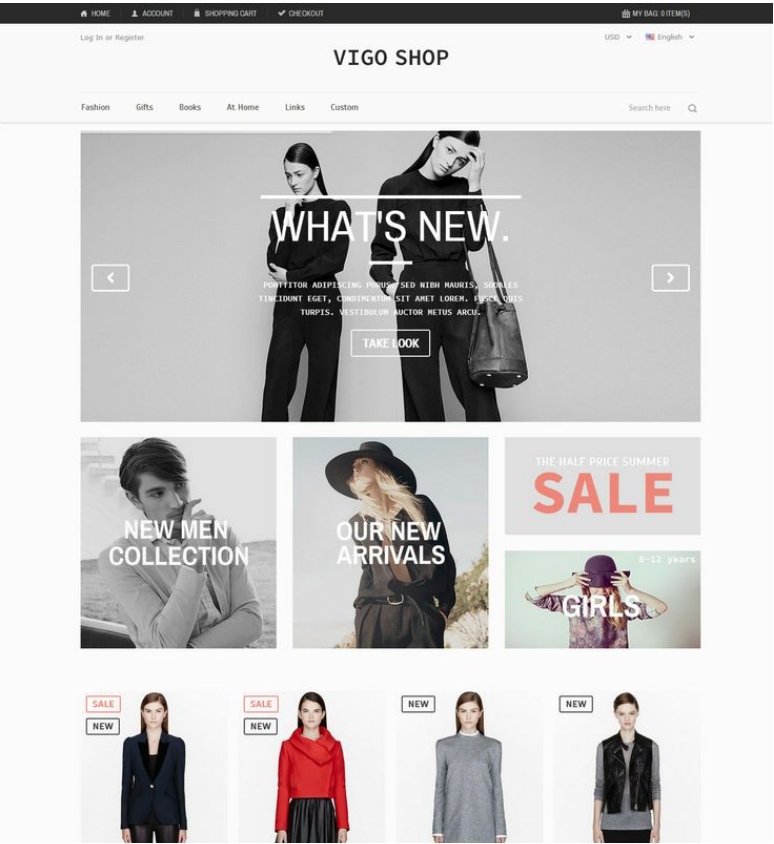
Pieced Out Slip Dress
\$72.00

View All 1 2 3,...21 >

Moodboard

Site Map

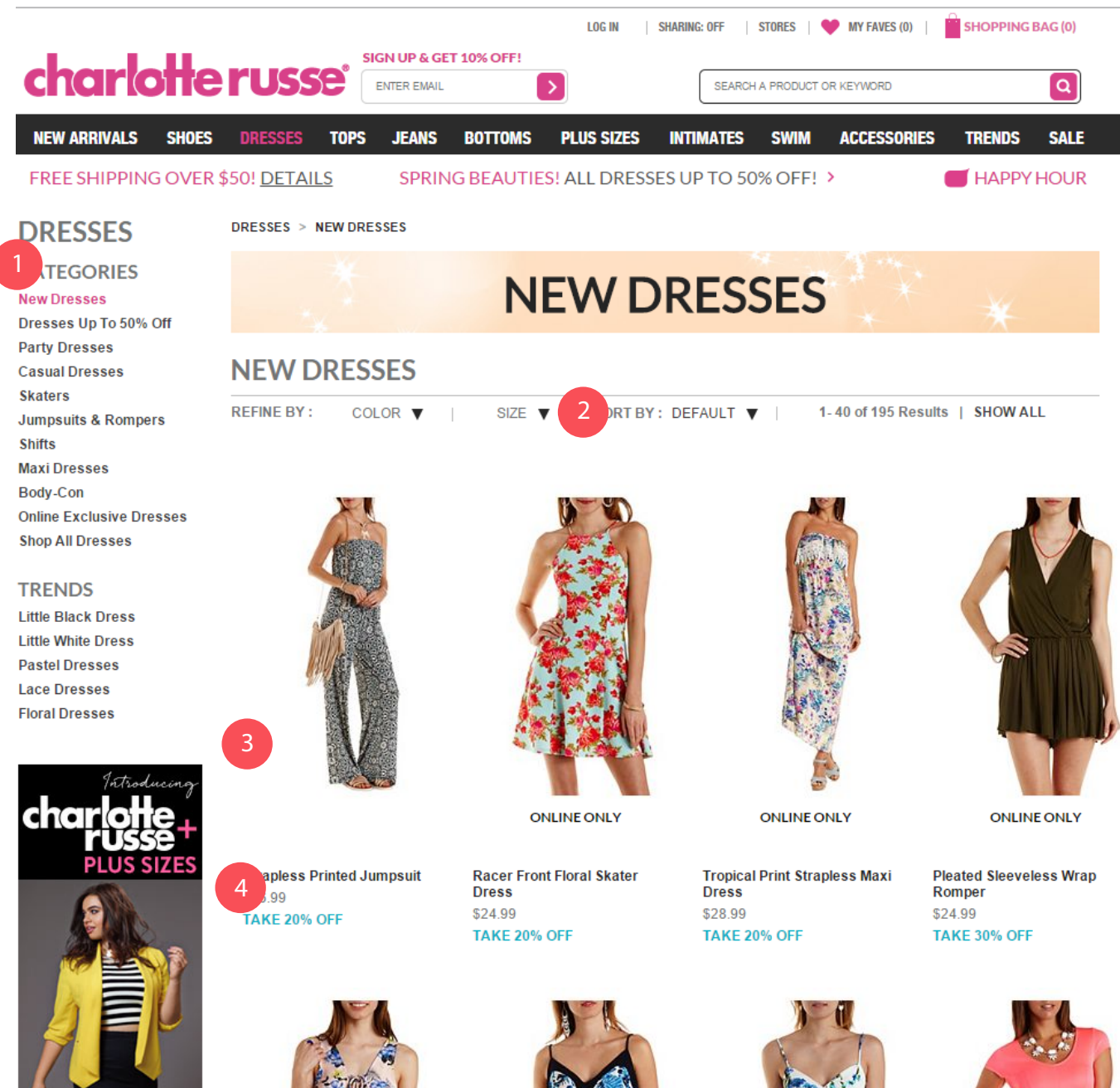




Current Site with Annotations

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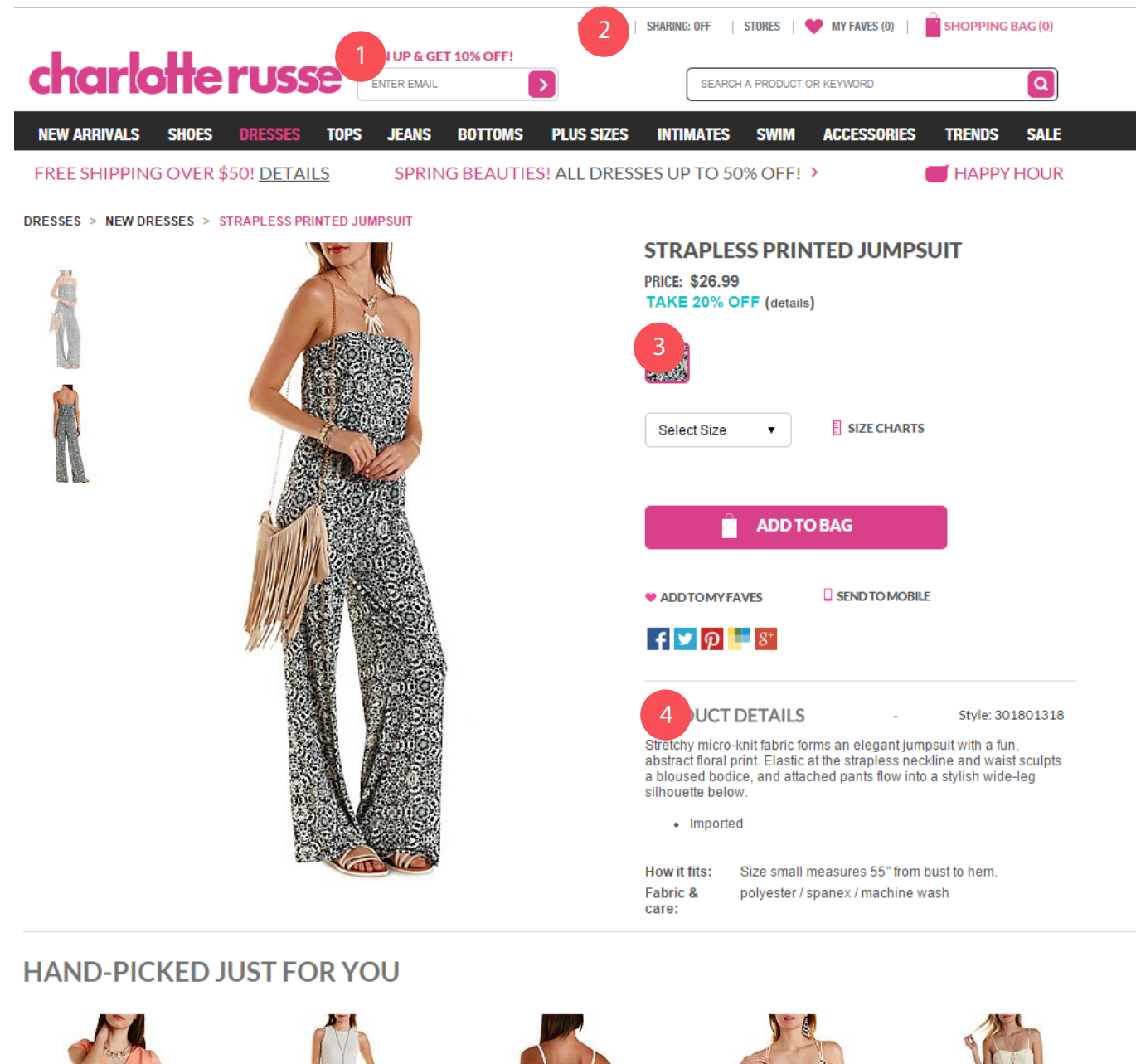
1. **Left Nav + Breadcrumb:** This section would benefit from better use of hierarchy with the header and sub-headers. Breadcrumb nav system could be placed in a more conventional location
2. **Filter Options:** The filters are having a major spacing issue which causes some of them to feel disconnected. Also some of these options could be better implemented elsewhere or refined more.
3. **Images:** The white images or white background causes a little disorder. Images with gray or other color background could create a more organized feeling by creating columns with their more refined edges.
4. **Item Description:** Different treatment with font and color could provide a better solution. Also, the “online only” seem unnecessary.



Current Site with Annotations

charlotterusse

1. **Newsletter:** is to create a website that sells our products and showcases the communities and people who create them.
2. **Utilities:** accomplish this keeping in mind the three main steps within an online shopping experience as we research. First, the user product he/she is looking for.
3. **Filter Options:** is to create a website that sells our products and showcases the communities and people who create them.
4. **Product Details:** is to create a website that sells our products and showcases the communities and people who create them.

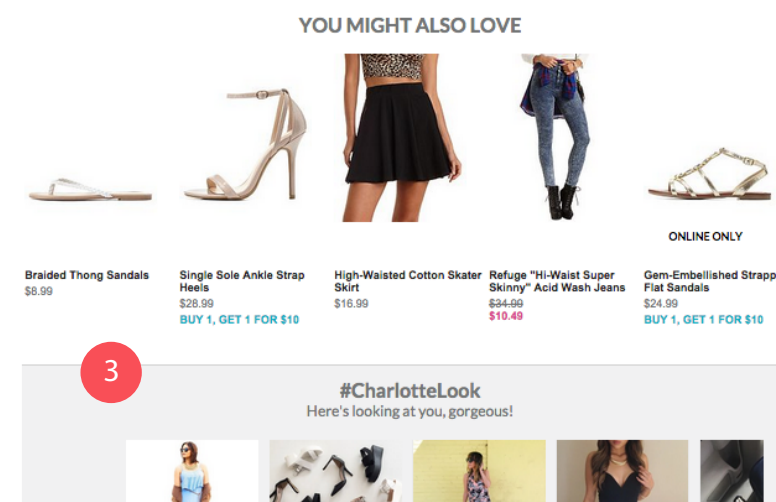


Current Site with Annotations

charlotterusse

1. **Promotional Ad:** The text on the image could be simplified to give it a more sophisticated look. The call to action button should be more important.
2. **Carousel UI:** This looks like a carousel navigation system but there is no way to get more items or to know which category they fall in.
3. **Blog Links:** The blog links are not treated like the other elements on the page. It could be more descriptive with what its role is on the page.

Overall: The system is very inconsistent with everything having different styles applied.



WireFrames With Annotations

Redesign Wireframes

1. **Search Box:** is to create a website that sells our products and showcases the communities and people who create them.
2. **Layout:** accomplish this keeping in mind the three main steps within an online shopping experience as we research. First, the user product he/she is looking for.
3. **Carousel Nav:** is to create a website that sells our products and showcases the communities and people who create them.
4. **Blog Link:** accomplish this keeping in mind the three main steps within an online shopping experience as we research. First, the user product he/she is looking for.
5. **Newsletter:** accomplish this keeping in mind the three main steps within an online shopping experience as we research. First, the user product he/she is looking for.

