

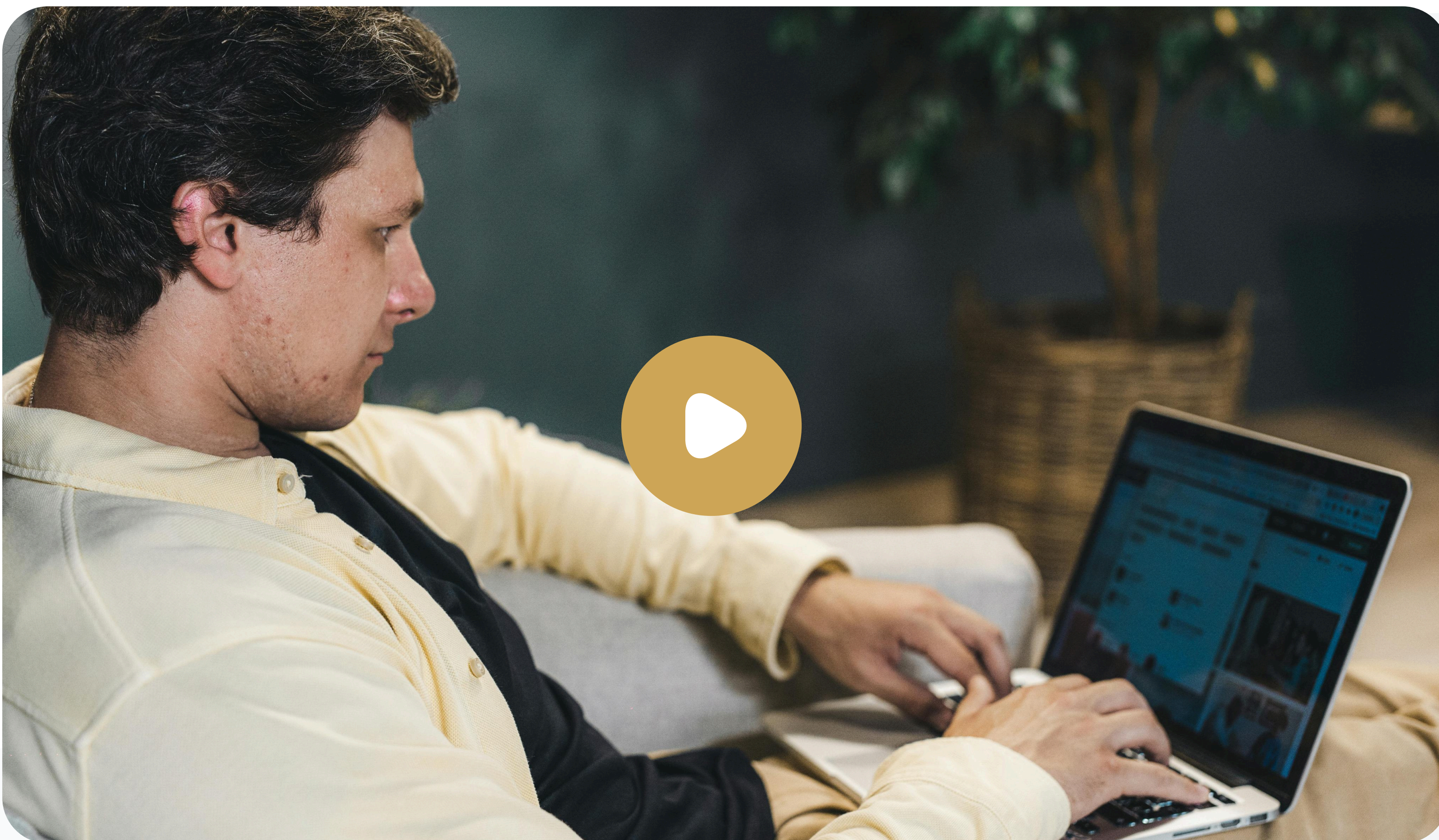
Usability Video Summary

Introduction

34 Ninjas recorded themselves going through the process of purchasing a product on the partner's website. Each Ninja took on the persona of a high-income male in his mid-30s and made commentary about the issues they encountered, the questions they had as well the positive parts of the experience. This document serves to summarize the content of those videos and identify common opinions.

Video Collection

The videos can be accessed from our Ninja UX Recording Collection can be accessed here:

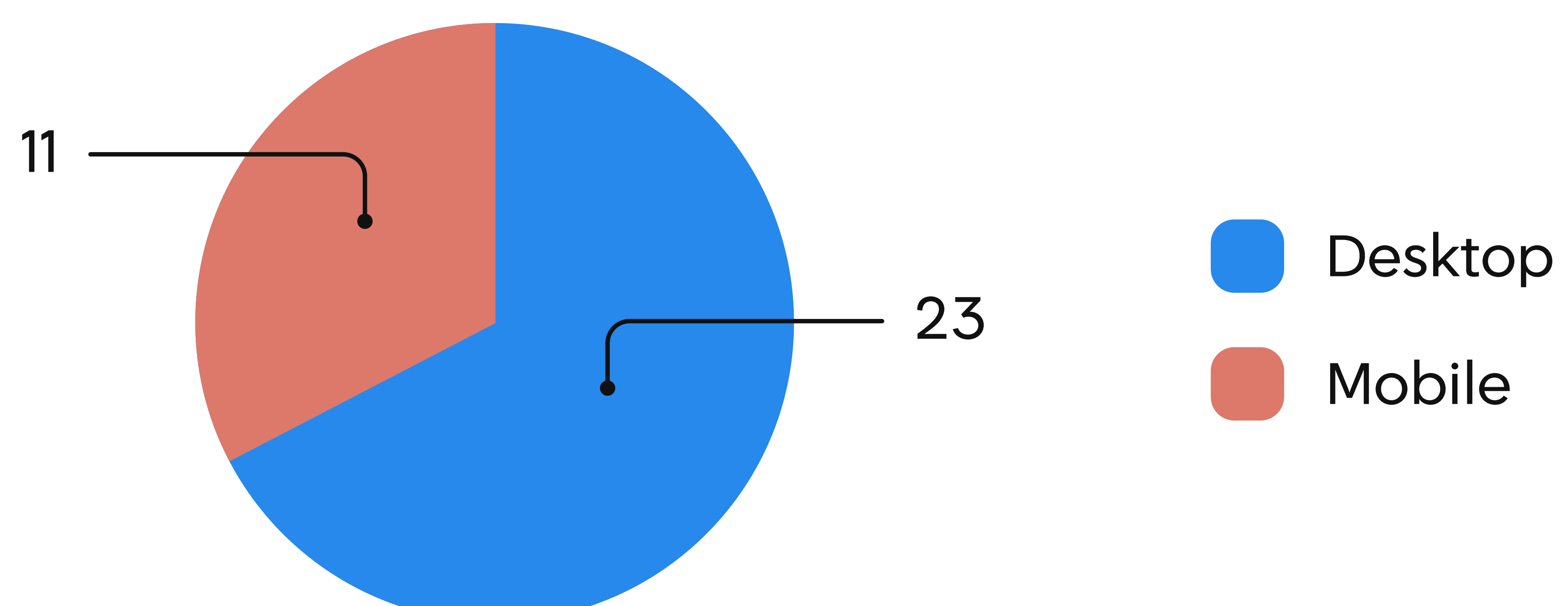


Ninja UX Recording Collection

Note that the videos can also be sorted by Ninjas who recorded on desktop and Ninjas who recorded on a mobile device.

Quick Stats

Ninja Devices



Ninjas Who...	On Desktop (of 23)	On Mobile (of 11)	Total (of 34)
Immediately Visited the Sale Page	7	3	10
Were Annoyed by the Live Chat (note: only one Ninja actually used the live chat)	5	2	7
Were Annoyed by the Coupon Popup	3	3	6
Commented on speed (note: the screen recording software did contribute to some slow down)	6	0	6
Wanted a “Back to Top” button on either the category or product pages	4	1	5
Watched (or at least looked for) a video	4	1	5
Loved how easy it was to find a discount code	3	2	5
Thought that there were too many page elements above the products on the homepage	2	2	4
Liked a category image but then could not find that product on the category page	4	0	4
Commented on lack of reviews for a product	2	2	4
Commented either that the images on the product pages were too similar to one another or that there were important details the picture did not show	3	1	4
Commented on the block text being unhelpful and wishing it was broken up with headings, images or other page elements	3	1	4
Thought the discount code entry field should have been earlier in the checkout process	3	1	4
Wanted a compare feature	3	1	4

Ninjas Who...	On Desktop (of 23)	On Mobile (of 11)	Total (of 34)
Suggested allowing customers to upload their own photos when they write a review	1	2	3
Wished that changing the color in the drop down on the product page would show the product in that color	2	1	3
Was not familiar with the brands or confused brand names with industry terminology	1	2	3
Mentioned the required fields in the shopping cart are not marked	3	0	3
Wanted more sorting options on category pages	1	2	3
Commented that they wish they could start filtering down products on the homepage	2	0	2
Mentioned the checkout button was blocking the “send an email” button	0	2	2
Said the images “look Photoshopped”	2	0	2
Was unable to find information about how to keep the [product] clean	2	0	2
Wanted a table of contents with jump links	1	1	2

While the commentary discussed a wide range of website issues, opportunities and features, the majority were related to the following categories:

Page Layout

Ninjas Who...	On Desktop (of 23)	On Mobile (of 11)	Total (of 34)
Wanted a “Back to Top” button on either the category or product pages	4	1	5
Thought that there were too many page elements above the products on the homepage	2	2	4

Commented on the block text being unhelpful and wishing it was broken up with headings, images or other page elements	3	1	4
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With category and product pages having a lot of different sections, 5 Ninjas suggested adding a “back to top” button. On the subject of having expansive page content, 4 Ninjas mentioned finding the block text overwhelming or unhelpful, wishing it was broken up by headings or images. The homepage was also criticized by 4 Ninjas who felt there were too many page elements before links to category pages or products.

Some Ninja Opinions

- Ninja A suggested a table of contents with jump links on product pages so he knows “what to expect” before scrolling
- Ninja B thought the product images showed the only layout of those products and was only clicking on products with [the layout he wanted] in the thumbnail
- Ninja C thought the color of the links in the primary navigation drop downs was too light
- Ninja D thought the button on the sale page should not say “Shop Now” because “I was already doing that”
- Ninja E was overwhelmed by the amount of options on the homepage and opted to use the hamburger menu
- Ninja F would have liked a list of feature categories all in one section on the homepage to get a feel for what his options are
- Ninja G mentioned there was too much white space above the fold on the category pages and some of the content should be moved higher
- Ninja H found that, after applying enough filters to see all of the products without scrolling, the Load More button was still on the page and not functional
- Ninja I felt the customer favorites section “breaks up the flow” of the homepage

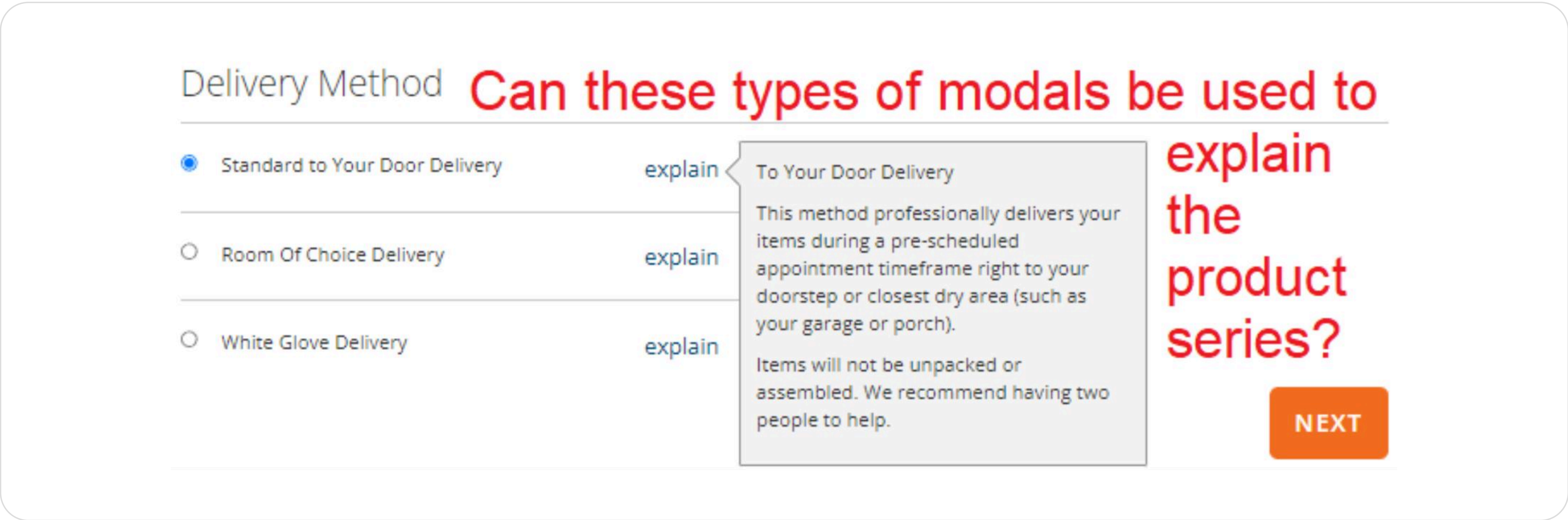
Filters

Ninjas Who...	On Desktop (of 23)	On Mobile (of 11)	Total (of 34)
Wanted a compare feature	3	1	4
Wanted more sorting options on category pages	1	2	3
Commented that they wish they could start filtering down products on the homepage	2	0	2

4 Ninjas commented that they wanted the functionality to be able to compare two or more products. 3 Ninjas wanted more sorting options on category pages. They suggested review score, dimensions and layout (it was not immediately obvious to that Ninja the layout could be changed).

Some Ninja Opinions

- Ninja A wanted to be able to apply multiple filters before the results are refreshed, but they could only be added one at a time
- Ninja B suggested that the type of modals used for delivery method in the shopping cart could also be used on category pages to explain the difference between series



- Ninja C suggested making the sorting feature sticky so it is constantly visible to the user
- Ninja D used the internal search function to try to find a category page but was shown only individual products
- Ninja E liked the order of the filtering options
- Ninja F wished it mentioned how many products were being shown after applying a filter

Speed

Ninjas Who...	On Desktop (of 23)	On Mobile (of 11)	Total (of 34)
Commented on speed (note: the screen recording software did contribute to some slow down)	6	0	6

6 Ninjas mentioned encountering a slow performance when shopping on the website. It should be noted that all of these Ninjas were on desktop and that the desktop screen recording software we were using did have some impact on that. However, many of these Ninjas did mention specifics which are worth looking into.

Some Ninja Opinions

- Ninja A encountered layout shift which interfered with his shopping experience
- Ninja B did not get the countdown timer right away and was unsure of how far into the sale she was
- Ninja C was redirected to a second page several seconds after the website loaded
- Ninja D commented on the delay between hovering over the primary nav and the drop down menus appearing
- Ninja E said the fields in the checkout were delayed

Price Presentation

Most Ninjas did not have any issue with how or where prices were displayed, though a few Ninjas made valid comments about some specific areas.

Some Ninja Opinions

- Ninja A wished there was a price range listed alongside each brand
- Ninja B was curious about the clearance section and wanted to know if it was an “all sales final” type of deal

Product Descriptions

Ninjas Who...	On Desktop (of 23)	On Mobile (of 11)	Total (of 34)
Commented on lack of reviews for a product	2	2	4
Was not familiar with the brands or confused brand names with industry terminology	1	2	3
Was unable to find information about how to keep the product clean	2	0	2
Wanted a table of contents with jump links	1	1	2

The most unique part of every video was the information each Ninja looked for once they reached the product page. Some cycled through the images, some watched videos, others looked for very specific information. Much of this was consistent enough that a separate section in this report was warranted, which you can find below.

Many Ninjas looked at the reviews, but 4 of those Ninjas found themselves on a product page without any reviews. 3 Ninjas stated that their lack of knowledge surrounding industry terms and popular brands had them confused. 2 Ninjas wanted information on maintaining and cleaning the products. 2 other Ninjas aimlessly scrolled the product page, unsure of what to look for, and said the pages could benefit from a table of contents.

Some Ninja Opinions

- Ninja A commented that the [essential specification] is not always shown for every product
- Ninja B was on mobile and had to zoom in to read the content in the PDFs
- Ninja C wanted to know, when selecting the amount of product, if there is a discount for selecting more
- Ninja D was dissuaded from purchasing a particular product because the first review she saw was negative
- Ninja E wanted there to be an FAQ section on the product pages
- Ninja F wanted some bullet points with the most important information at the top of product pages

Color

Ninjas Who...	On Desktop (of 23)	On Mobile (of 11)	Total (of 34)
Wished that changing the color in the drop down on the product page would show the product in that color	2	1	3

3 Ninjas who found themselves on product pages where they are prompted to select a color mentioned they would like the displayed image of the product to change and show the color being selected. Not all products had color options so not all Ninjas encountered this problem.

Some Ninja Opinions

- Ninja A found a product with only one color and then tried, unsuccessfully, to find a page for the same product in another color

Images

Ninjas Who...	On Desktop (of 23)	On Mobile (of 11)	Total (of 34)
Liked a category image but then could not find that product on the category page	4	0	4
Commented either that the images on the product pages were too similar to one another or that there were important details the picture did not show	3	1	4
Suggested allowing customers to upload their own photos when they write a review	1	2	3
Said the images “look Photoshopped”	2	0	2

The biggest issue I personally encountered on the website is that I found a product I loved, but it turned out to be just an image for a category page. When I clicked it and was taken to that category page, I could not find the product from the original image and I had to open separate tabs and try to compare. I felt vindicated when I saw 3 other Ninjas had this exact same problem.

The amount of images on the product pages was well-received, though 4 Ninjas commented on how similar some of them are to one another. 3 Ninjas suggested allowing users to upload an image when writing a review so they can get a feel for how the products will look in a setting without studio-perfect lighting. 2 Ninjas mentioned that the accessories in the pictures look “Photoshopped.”

Some Ninja Opinions

- Ninja A said that the sticky image on the product pages was resulting in some lag when he was scrolling
- Ninja B said that he loved how high resolution the product images are but that he could actually see dirt on some of them
- Ninja C wanted to see an image of the back of the product but could not find one
- Ninja D, on mobile category pages, wanted to be able to swipe left and right to see more pictures of each product

Video

Ninjas Who...	On Desktop (of 23)	On Mobile (of 11)	Total (of 34)
Watched (or at least looked for) a video	4	1	5

5 Ninjas either watched one of the videos or looked to see if there were videos available. The feedback was mostly positive, but a couple of Ninjas had constructive feedback.

Some Ninja Opinions

- Ninja A lamented that not all products had videos
- Ninja B found the music in the product video to be abrasive

Accessories

There was mixed feedback about where, when and how accessories are added to an order. Some Ninjas wanted more information upfront while others did not want to be bothered with the information at all until they already had their new product.

Some Ninja Opinions

- Ninja A suggested emailing customers ~2 months after purchase to try and sell accessories
- Ninja B wanted to add accessories to his purchase before adding the product to the cart
- Ninja C said that adding accessories felt “required” since she was sent to that page immediately after adding an item to the cart
- Ninja D wanted the prices listed below the accessories on the product page, not just during the accessories step of checkout
- Ninja E wished there was some notification that her accessories were being added to the cart as she was selecting quantity

Coupon Codes

Ninjas Who...	On Desktop (of 23)	On Mobile (of 11)	Total (of 34)
Immediately Visited the Sale Page	7	3	10
Were Annoyed by the Coupon Popup	3	3	6

Loved how easy it was to find a discount code	3	2	5
Thought the discount code entry field should have been earlier in the checkout process	3	1	4

10 out of 34 Ninjas clicked on the sale banner immediately upon entering the website. Every Ninja who looked for a coupon code found one easily, though many of the Ninjas found it early in their session and were eager to add it to their order. 4 Ninjas specifically mentioned that they thought the field to enter the coupon code should have appeared earlier in the checkout process. Most Ninjas quickly closed out of the popup requesting an email address. 6 out of 34 Ninjas made comments about finding that popup annoying. Only 1 Ninja out of 34 actually used it.

Some Ninja Opinions

- Ninja A thought the coupon codes were too long to remember
- Ninja B attempted to click on the coupon codes, believing them to be links because the text is blue
- Ninja C did not like that the coupon page opened in a new tab on his phone
- Ninja C also used a discount code for orders over \$4000, but his order was only \$4000 after tax so it did not work; he wished that was notated somewhere
- Ninja D mentioned that there was poor grammar and spacing in the “Qualify” section on the sale page

Checkout

Ninjas Who...	On Desktop (of 23)	On Mobile (of 11)	Total (of 34)
Mentioned the required fields in the shopping cart are not marked	3	0	3
Mentioned the checkout button was blocking the “send an email” button	0	2	2

Each Ninja reached the shopping cart having had a different experience adding items, and thus had different expectations. 3 Ninjas attempted to proceed through the cart, leaving seemingly optional fields blank only to be told those fields were required. 2 Ninjas using mobile devices mentioned the checkout button was overlapping the “send an email” button.

Some Ninja Opinions

- Ninja A said the cart felt disjointed from the main site because it does not have a header
- Ninja B it weird that State was above City in the cart
- Ninja C used the layout tool to build his own product but that layout was not shown in the cart, only the individual pieces
- Ninja D understands why her grand total changed after selecting her state but wishes she was more prepared for that
- Ninja E commented on the fields in the cart being too small
- Ninja F thought there should be a “return to shopping” button all throughout the checkout
- Ninja G said, on the page for adding accessories, that the “Review Cart” button should instead say “Skip” or “Go to Cart”
- Ninja H added an item with a specific layout to his cart but the thumbnail in the cart showed a different layout
- Ninja I was unsure if she could create an account before buying something (cart said she could create an account after)
- Ninja J made a mistake when typing in his address and was not prompted to correct it

Shipping

Another topic where there was no consistent feedback, but there were enough unique opinions about shipping specifically that it deserves its own section here.

Some Ninja Opinions

- Ninja A wanted the shipping time mentioned in the cart
- Ninja B pointed out that some of the shipping options mention “no packing or assembly will be done” while the product pages say “no assembly required”
- Ninja C did not get free shipping and was unsure why, only to find out later that a different shipping option was applied by default