



# Fortune 500 Footwear Industry Client Benchmarking Study

**User Testing™**

Detailed Findings Report

22 March 2016

# Objectives

- Determine participants' performance on client's website when completing key tasks.
- Is it easy for participants to complete the tasks on client's website?
  - Finding a product they are interested in
  - Finding a specific product
  - Completing the checkout process
- Identify how participants perform on competitors' websites when completing key tasks.
  - How do competitors compare to client? Why?
  - What, if any, aspects of competitor sites are ranked higher than the client? Why?
  - Where does the client stand overall?
- Identify areas for future research.

# Study Summary

We ran a **qualitative unmoderated remote benchmarking study** with **180 participants** on desktops and smartphones (iOS and Android) in order to determine **how the client's website experience compares to their competitors.**

Participants were split into 9 groups of 20. Each group viewed 1 of 9 websites. Participant thought out loud as they viewed the site and answered questions about their experience while attempting to complete provided tasks. The study involved **participants looking for a product they would be interested in purchasing, finding a specific product, and completing the checkout process.**

The client's website and 8 other competitors' websites were viewed in this study. Each website was viewed by 20 participants (10 Desktop and 10 Mobile).

# Study Details

## Customer's website being tested

- Client's Website: Hidden for privacy

## Competitor websites being tested

- Nike: [http://www.nike.com/us/en\\_us/](http://www.nike.com/us/en_us/)
- Converse: <http://www.converse.com/us>
- Vans: <http://www.vans.com/>
- Sketchers: <https://www.skechers.com/en-us>
- Clarks: <http://www.clarksusa.com/us/>
- Dansko: <https://www.dansko.com/>
- Sperry: <http://www.sperry.com/en/home>
- UGG: <http://www.uggaustralia.com/>

# Top Findings

- Overall, most participants were very pleased with their experience finding items on [client site] due to **intuitive navigation** and **content organization**. Participants found the **categorization in the navigation menu** to be helpful as they were able to shop by style, size, and color.
- The **inclusion of the numerical keypad** and the **auto-complete of the state/city fields** during the checkout process enabled most participants to complete the [client site] checkout process with ease.
- Overall, [client site] ranked highly in areas of **ease and speed**; however, Sperry and Ugg performed better in most of the UX factors overall.
- [Client site] was unique in that **the mobile site ranked higher than the desktop site** in the UX factors and core tasks. Desktop participants were more critical of the site design and didn't find their experience as delightful.

# Pre-test Question: Purchase Decision Influencers

“What influences your online footwear purchasing decision?”

- User Reviews
- Return Policy
- Sizing Chart
- Style
- Price
- Availability
- Type of Footwear
- Comfort
- Variety
- Value
- Brand
- Current Trends
- Brand Reputation
- Photos
- Security of personal information
- Detail in product description

# Competitive Benchmarking: Graphs and Findings

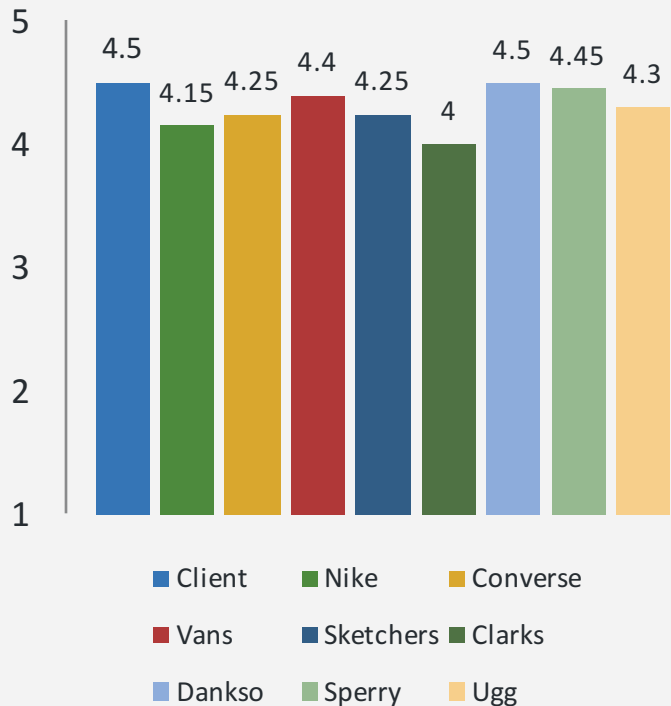
This benchmark study measures the sites' performance across three core tasks and five main UX factors. Over time, continued UX research can identify the specifics that lead to these scores and raise the standing of [client site].

Participants attempted to **find shoes they wanted to purchase, find a specific shoe on the site, and go through the checkout process**. Participants rated each task on the [client site] or one of the 8 competitors by **how enjoyable the task was to complete, how easy the task was to complete, and whether the site enabled the participant to complete the task efficiently**. Participants evaluated their whole experience with responses to five summarizing questions on the five key UX factors: **ease, credibility, aesthetics, speed, and delight**.

# Task 1: Find shoes to purchase (Enjoyment)

\*Graphs are based on a rating scale where 1 = negative response; 5= positive response.

\*Figures shown are the mean score of ratings from the 20 participants viewing each site.



- [Client site] and Dansko ranked highest in enjoyment, ease, and efficiency in finding a shoe to purchase because of the comprehensive filter system and product categorization on the navigation menus; however, a number of participants noted confusion with the sizing options Dansko offered.

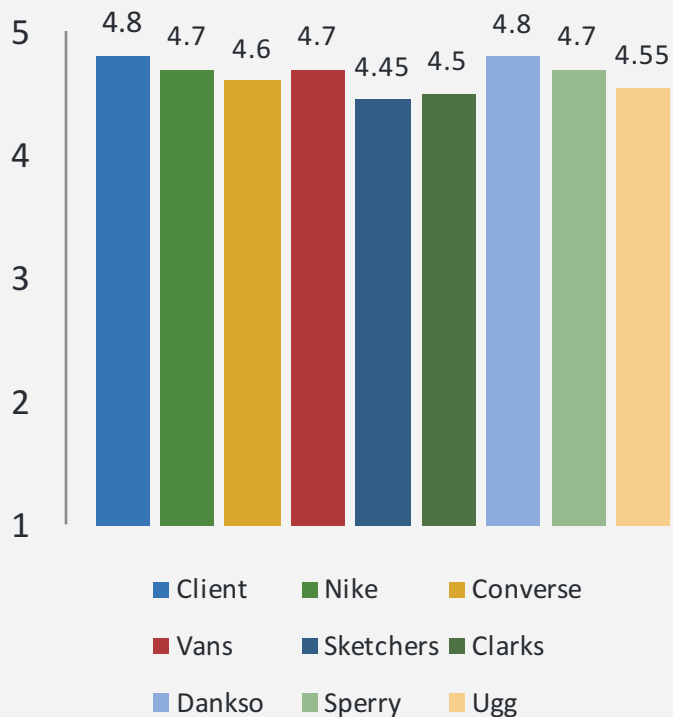
*(Dansko): "I was easily able to narrow down the category that I wanted to shop in, but the size that I wanted wasn't available and it took a few minutes to figure out that that was why I couldn't select the size." – P2*

- Comprehensive filter/sort options that enabled participants to **select multiple filters by size, style, and color** were one of the most important features participants noted that influenced the ease and efficiency of finding a product.

*[Client Site]: "The drop down menus give you lots of options with choices of style and photos to help you pick. The site is optimized for the phone so you can see everything on one screen." – P3*



# Task 1: Find shoes to purchase (Ease)

[▶ Watch Clips](#)

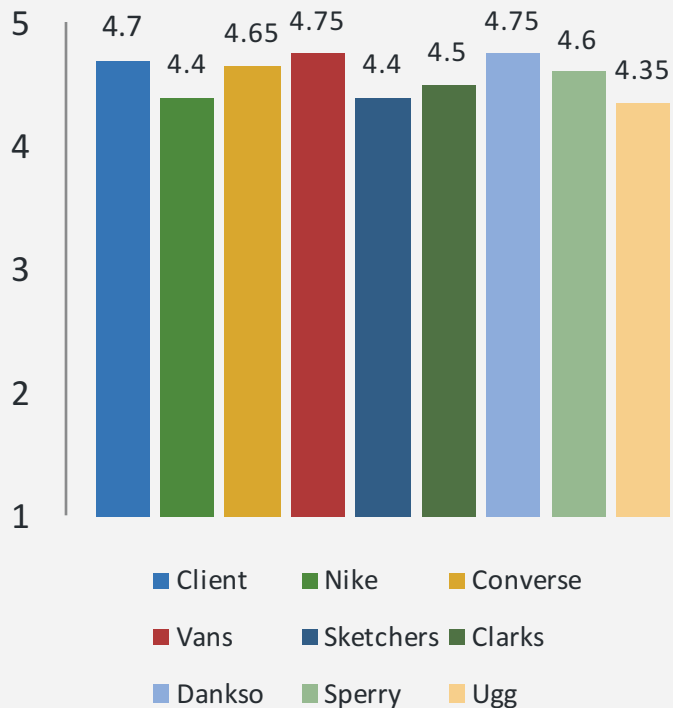
- **Product categories** that were intuitive in the style of shoes shown were noted by participants as important. Nike did not have a “work” or “casual” category and **grouped their items by sport** while Sketchers included a “work” category that did not have “business casual” shoes.

*(Sketchers): “The filters and search bar did not work as I expected. Filters closed out on my too quickly as I clicked on items and also couldn't search more than one subcategory at a time.” – P6*

- **The inability to select multiple filters on Nike and Sketchers** resulted in lower ratings in efficiency for participants as they wanted to be able to select multiple styles and sizes when searching.

*(Nike): “[There’s] no way to figure out if a particular shoe is good for multiple purposes. I would like to be able to tick several function boxes (walking, casual, skate, etc.) and have cross referenced shoes show up.” – P1*

# Task 1: Find shoes to purchase (Efficiency)

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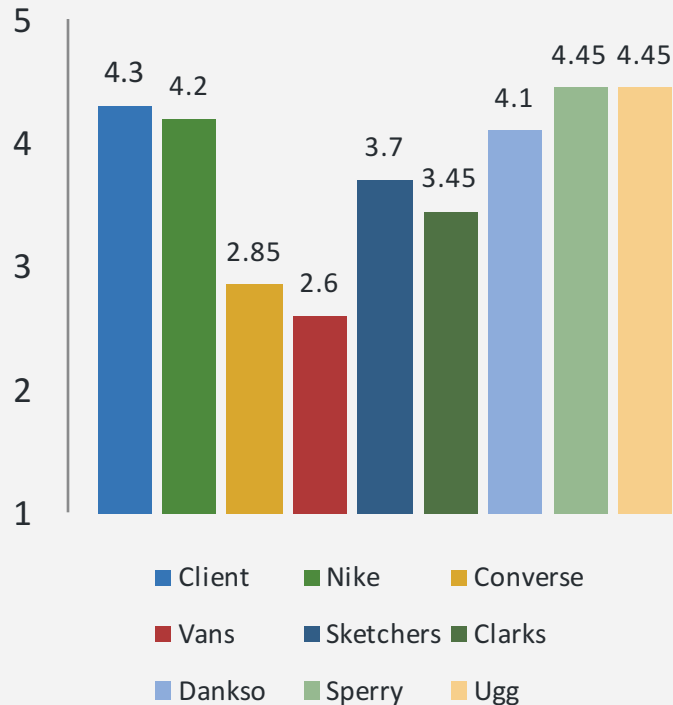
- The **lack of filtering options and content organization on Clarks and Ugg** resulted in lower ratings in enjoyment, ease, and efficiency overall as participants faced more difficulty in finding a shoe that met their requirements.

*(Ugg): "I could not find a dress shoe or work attire shoe category on the website. I ended up looking at all shoes for women." – P2*

- The **filters on Vans, Converse, and Sperry** were met with positive responses from participants who found it helpful to filter by size, color, and style.

*(Converse): "I liked that it was an easy process to narrow down my search—from the drop down I could choose the basic category—i.e. women, men, kids, etc. From there I saw the subcategories that fell under the main "women" category. Then it was easy enough to choose from those subgroups." – P6*

## Task 2: Find specific shoes (Enjoyment)



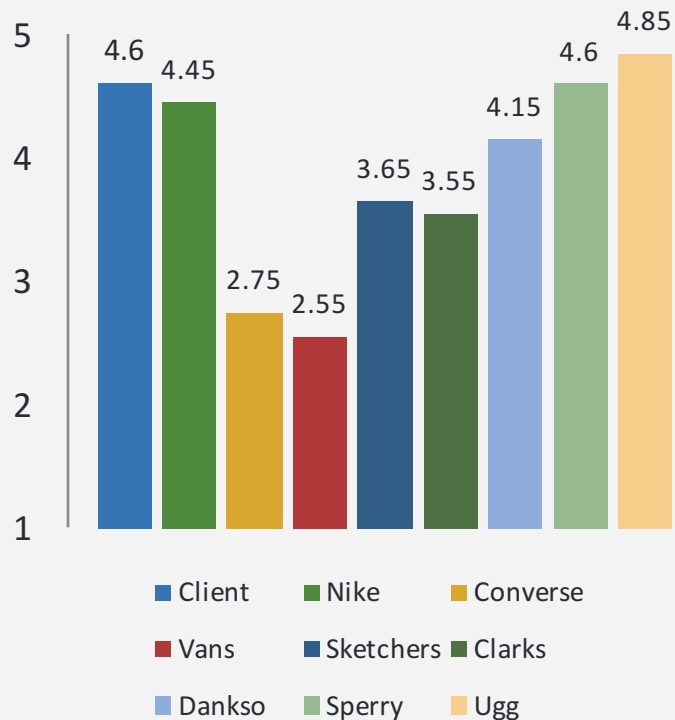
- **Ugg ranked highest in enjoyment, ease, and efficiency when participants were asked to find a specific shoe.** The search function and the “Classic Boots” category in the navigation menu enabled participants on Ugg to quickly find the Classic Short.

*(Ugg): “Experience was good because the search engine quickly found classic short and gave me several choices.” – P18*

- **The ability to distinguish between men’s and women’s shoes in the results influenced the ease of finding the item.** Sperry included a drop-down menu that displayed **the product image and information** when typing in “Authentic Original”, which was helpful; however, it did not indicate whether the result for was for men or women.

*(Sperry): “The search button was exactly where I expected it to be. That was good. However, when I typed in Authentic Original and a dropdown menu appeared, the shoes shown did not indicate if they were men's or women's. That was confusing to me.” – P13*

## Task 2: Find specific shoes (Ease)



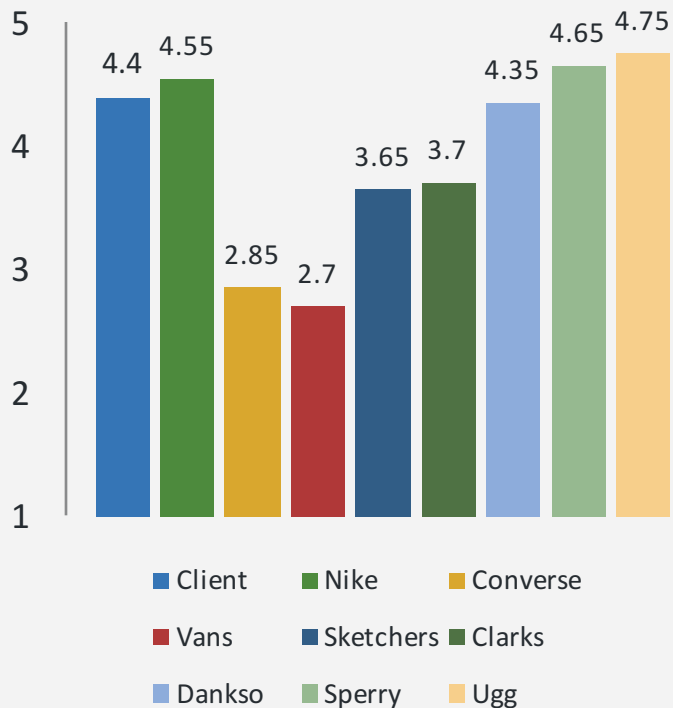
- **The inability to find an exact match to the product title** provided caused significant confusion and frustration for participants on **Vans and Converse**, and impacted the overall ease and efficiency.

*(Vans): "Unfamiliar with the term "core" classics. Is it a style? Unable to find anywhere under classics, or the search feature. It was frustrating for me." – P18*

- **A search feature that produced relevant results was requested by participants** as several **Sketchers participants** found that many of the results were not relevant to the search inquiry. Participants on **Clarks** also noted **unrelated search results** when using the search tool.

*(Sketchers): "I typed in Go Walk and could not find the shoe. It was listed under GOwalk so it did not come up in my search. perhaps the site should recognize those letter together and pull it up even when Go and Walk are separated." – P4*

## Task 2: Find specific shoes (Efficiency)

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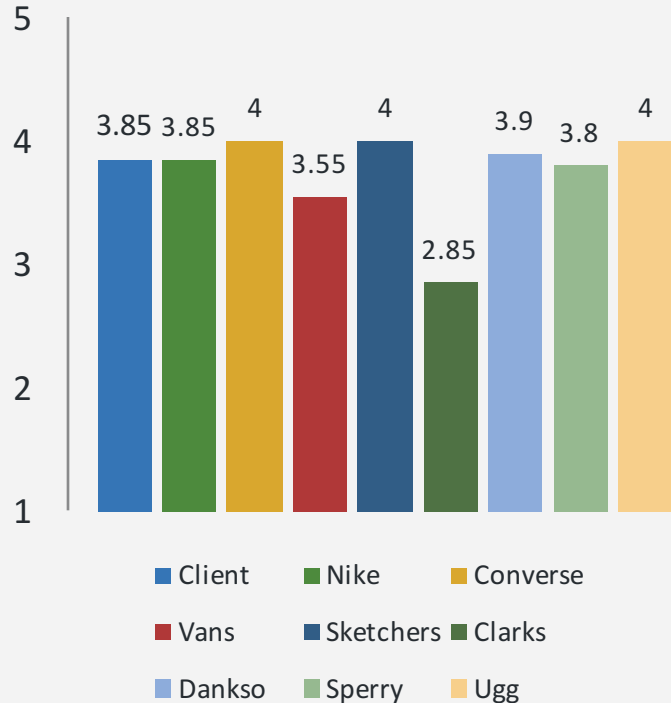
- **The Shop by Style category in the navigation menu** made finding the Classic Clog easy for most participants; however, a number of participants noted that when entering “Clog” or “Classic Clog” into the search field they were shown results not relevant to their gender.

*[Client site]“I would have the choice to refine my 'Classic Clog' search see women's only.” – P8*

- **The efficiency of the Nike search tool was noted by participants on both mobile and desktop platforms**, who found the location to be intuitive and found the results to be relevant.

*(Nike): “There was nothing bad related to completing the search. It was easy to find where to search on the home screen. After typing in the shoe I was looking for, the correct results were quickly displayed.” – P2*

# Task 3: Checkout process (Enjoyment)



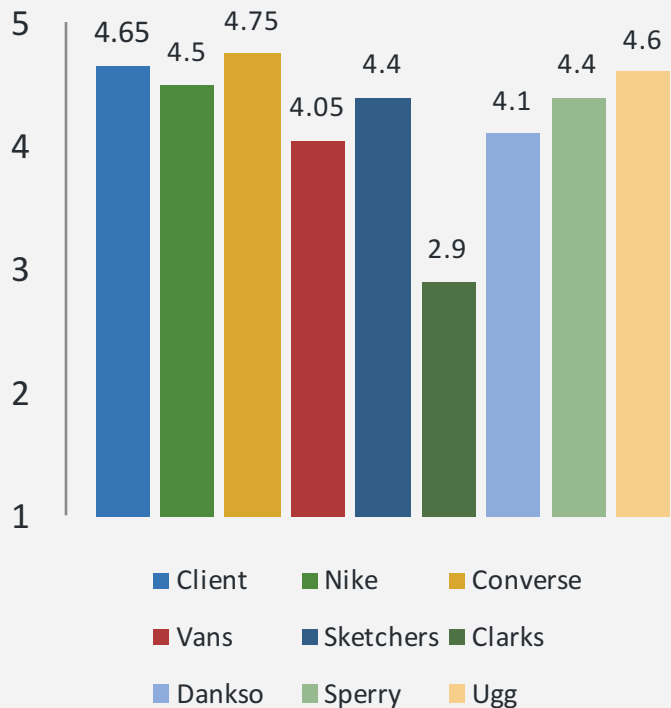
- **The auto-completion of the city and state information when entering the zip code into the shipping fields** was appreciated by participants on **Ugg** and **[client site]**, who noted that it made the checkout process much more efficient. This feature was not shown to be presented on **Converse** and requested by several participants.

*(Converse): "When entering the shipping address, it would be great if I could have entered my zip code and the system prefilled my city and state based on the aforementioned. This would have made the experience easier." – P5*

- **The inclusion of the numeric keypad** when entering the zip code or payment information was found to be helpful by participants on Ugg and **[client site]**.

*[Client site]: "The text boxes were big and easy to enter the info. the zip code box automatically populated the city and state boxes and the numerical keyboard popped up anytime a number was needed." – P3*

## Task 3: Checkout process (Ease)



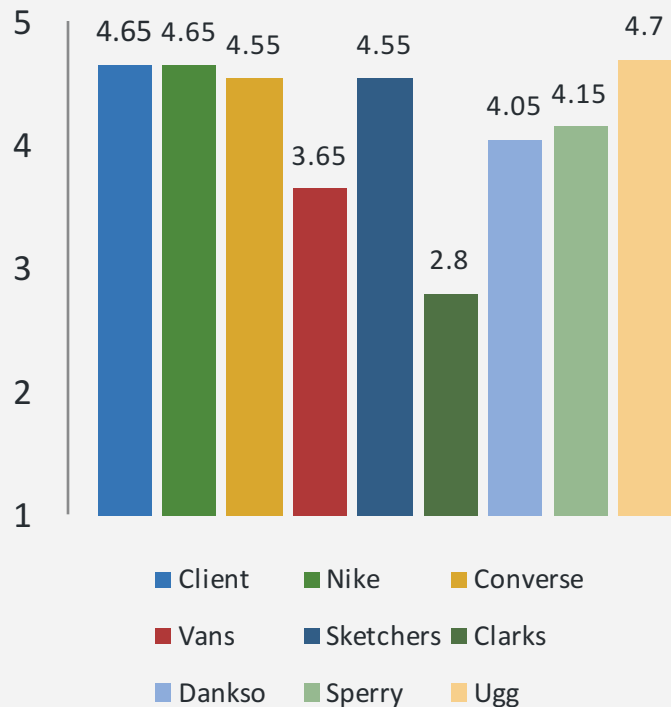
- **The inclusion of an address verification feature caused confusion for a number of participants on Vans and Clarks**, who were unable to move beyond the shipping information because the site did not offer a way to proceed.

*(Vans): "Your website uses USPS address verification so I was forced to stop before even getting to the billing page. That was the only bad part of the experience." – P20*

- **The separation of the checkout process into sections** was found to be tedious by participants on **Dankso**, who disliked that they had to click "continue" to proceed to a new section. Several participants on **Sketchers** noted that they liked having to input their information into as few sections as possible.

*(Dankso): "I didn't necessarily care for continuing to "Continue". Too much clicking. But I do like the option to be signed up for future mailings." – P18*

# Task 3: Checkout process (Efficiency)

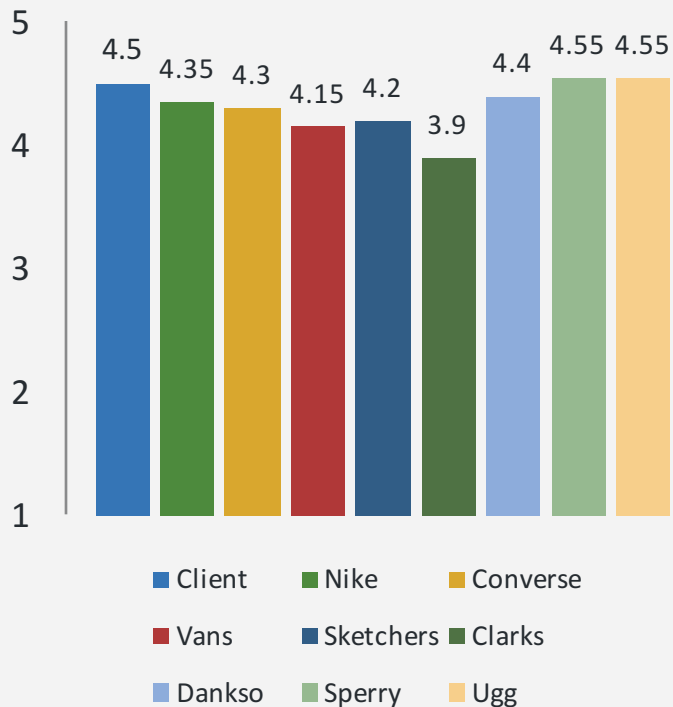
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- The checkout process on Nike and Sperry was found to be similar to previous e-commerce sites the participants had visited and participants; however, several Sperry participants had difficulty seeing and interacting with the “Use Shipping Address” function.

*(Nike): “The checkout process was consistent with most other check out processes I have performed. There was nothing difficult or hard about completing the process.” –P2*



# UX Factor: Ease

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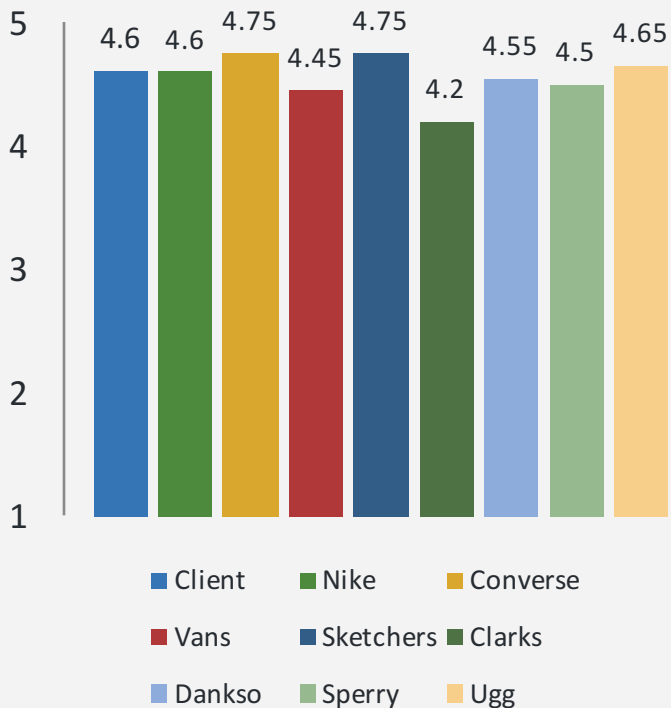
- The **comprehensive filter system and visual design of the site** were noted by participants as factors that made Sperry and Ugg easy to navigate.

*(Ugg): "As I mentioned, the physical ease was supported by the visual ease of the layout of the page, the font, color and the background is as easiest as I have ever seen and greatly appreciate." – P15*

- The **filters and search function** enabled participants to find products with ease on [client site] ; however, **mobile participants rated the ease of the site higher than desktop participants.**

*[client site] "Smooth working with all filters needed to find exactly what I was looking for. Fairly quick page changes is good so time spent was short. That's a huge positive." – P8*

# UX Factor: Credibility

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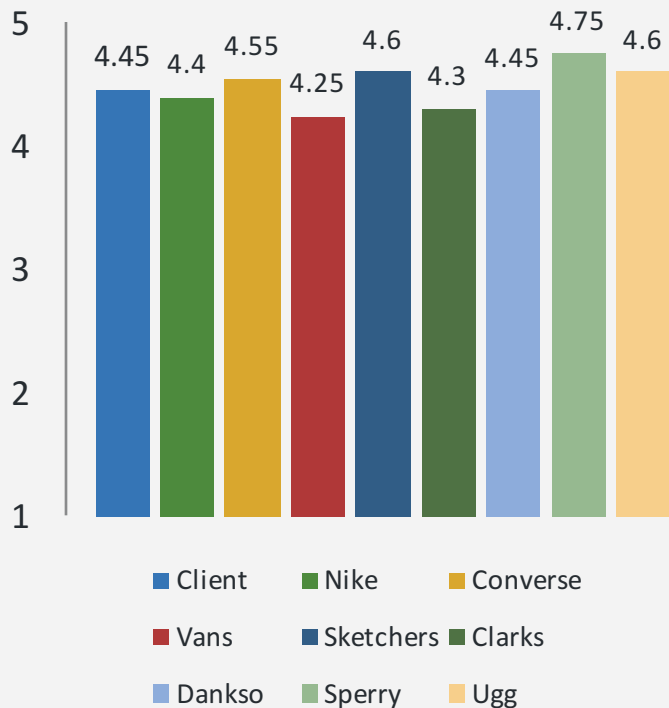
- **Brand recognition/popularity, prior experience with the company, and the site design** were contributing factors into participants' overall trust of the company.

*(Converse): "Because of the popularity of the brand, I feel it is definitely a company that I can trust."—P15*

- **The brand recognition, the Norton Security, and checkout encryption** were noted as reasons why [client site] was deemed credible.

*[Client site]: "I feel this company can be trusted because it is Norton Secured. Products are covered by a 90-day guarantee which I think is fair. It allows you to pay with paypal if you don't feel comfortable using your credit card. ."—P15*

# UX Factor: Aesthetics

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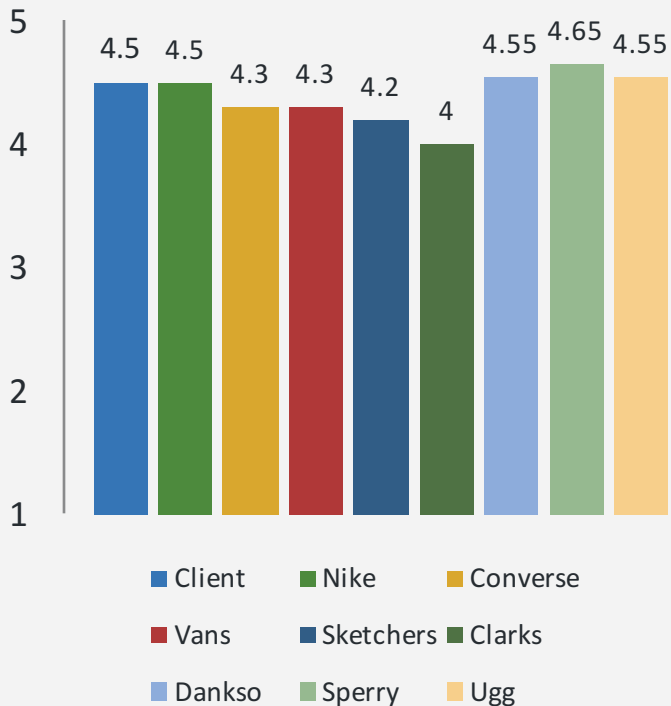
- **The visual design of Sperry, Ugg, and Sketchers was described as “modern”, “simple”, and “clean” by participants, who noted the large images of these sites enhanced their overall experience.**

*(Sperry): “The website was very aesthetically pleasing. The colors and graphics were just right without making the site too busy or too stark.” – P7*

- **The visual design of [client site] was met with positive response from mobile participants, who found the use of colors and images to be helpful; however, some desktop participants were more critical of the site and did not find it to be “stylish” or “fashionable”.**

*[Client site]: “The site isn't really my taste. It doesn't really strike me as a “fashionable” type of website. Feels kinda cheap and low-end. I would almost expect to find discount baby toys here or something similar.” – P7*

# UX Factor: Speed

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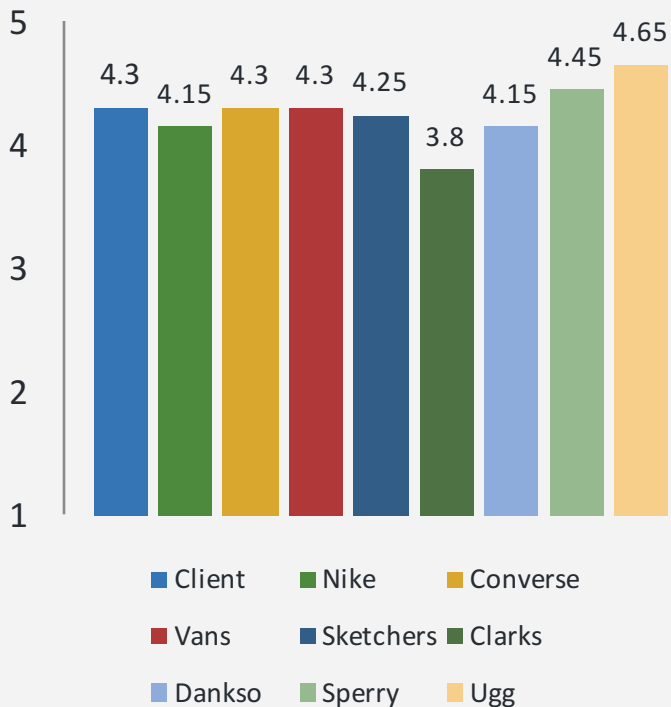
- **Content organization and product categorization** were noted as a leading factor in participants' feedback on the speed of completing tasks on Sperry and Ugg.

*(Ugg): "The large home page photos & categories made it easy to decide where I wanted to go. The visuals of each shoe and the smaller collection of shoes offered made the choice pretty easy to make." – P10*

- **The filters and search function** were noted by participants on both mobile and desktop platforms as factors in helping them quickly completing tasks on [client site].

*[Client site] "The use of the pop ups, the menu choices and the filters made it easy to shop and look at different options. The shortcuts in the checkout made it easy to get through that process." – P3*

# UX Factor: Delight

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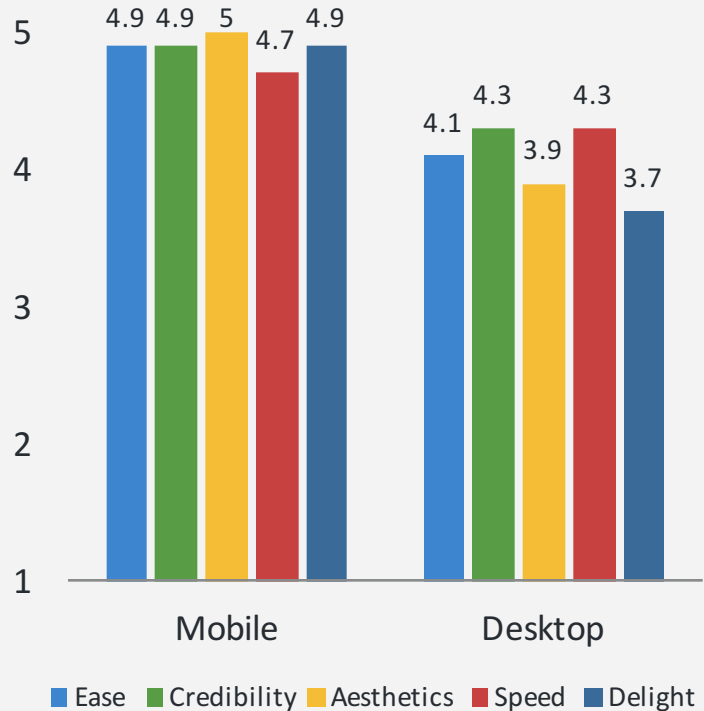
- The **ease of finding a shoe they wanted to purchase, the ease of the checkout process, and the visual design of the site**, contributed to the overall delight participants had on Sperry and Ugg.

*(Sperry): "The site really had some beautiful pictures, it was well organized. There was never a point that I was frustrated while I was trying to look at the shoes or order them."—P12*

- The **ease of navigation and wide selection of shoes were noted by participants as factors into their overall delight with [client site]**. Several participants noted being surprised at the wide selection of shoes displayed on the site.

*"Knowing the [client site] style, my expectations coming in were low. I'm usually shopping for work/dressier shoes and fitness shoes. I was surprised to find some styles that are suitable for work."—P5*

# [Client site]: Mobile vs. Desktop (UX Factors)



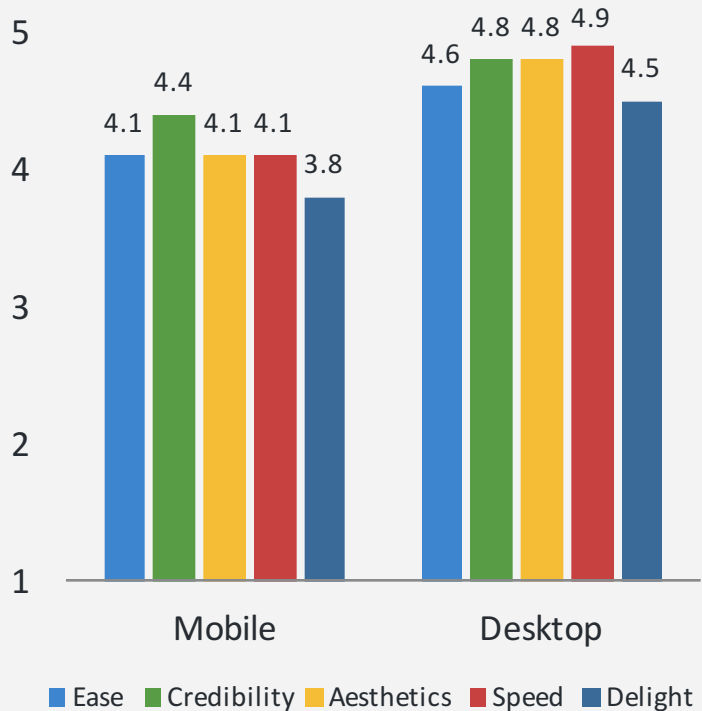
- Overall, the mobile [client site] produced higher ratings than the desktop version in the 5 key UX factors and the three core tasks participants were asked to perform.
- Mobile participants found the site to be well-optimized and user-friendly when completing tasks.

*"I have shopped on many online sites both on a laptop and on my phone. I liked that this site was formatted for the mobile experience, it made it easy to use on my device and I did not have any difficulties. I was delighted with how easy and intuitive the site is to use." – P2*

- The visual design of desktop site was a critical factor for 2 desktop participants who did not find the site to be "spectacular" or "stylish".

*"As I mentioned before, this site isn't really 'fashionable' to me and I value stylish footwear and more upscale looking brands. this site does not convey that to me." – P6*

# Nike: Mobile vs. Desktop (UX Factors)



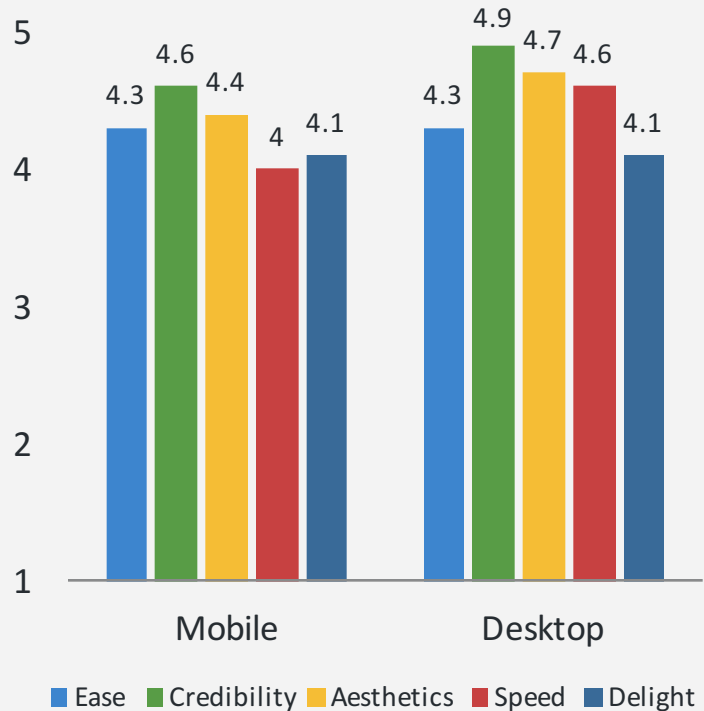
- Overall, the desktop Nike site produced higher ratings than the mobile version in the 5 key UX factors.
- Desktop participants had an easier time navigating the site quickly and efficiently.

*"This website has everything that a person needs or wants in a website. It's clean, it's easy to navigate through, when searching for shoes the option allow you to narrow your search results very easily, adding items to your cart is easy, and the checkout process is easy." – P5*

The **visual design** was noted by some mobile participants as lacking in areas of color and imagery.

*"I selected 3 for my answer because the images were not vibrant enough to make the shoes look as enticing as I Believe they could look. Some of the images even look like they were taken in black-and-white." – P2*

# Converse: Mobile vs. Desktop (UX Factors)



- Overall, the **mobile and desktop Converse site** were equally ranked in **ease and delight**; however, the **desktop site** performed better in **credibility, aesthetics, and speed**.
- Several mobile participants found the site “glitchy” and unresponsive at times, making navigation difficult.

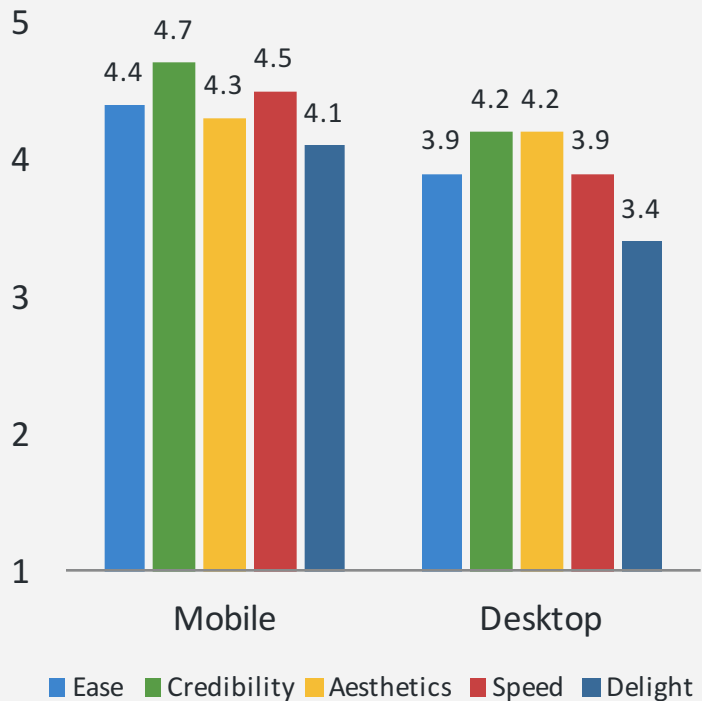
*“Mostly quickly, no real problems except that I struggle to scroll down in the beginning and that it took a few seconds longer than expected to load the different pages of the site.” – P2*

- The **issues with navigation** for some mobile participants influenced their trust of the site and their opinion on the aesthetics.

*“I was so distracted by navigation I didn't notice any colors or design elements. except that weird line on every page.” – P9*



# Vans: Mobile vs. Desktop (UX Factors)



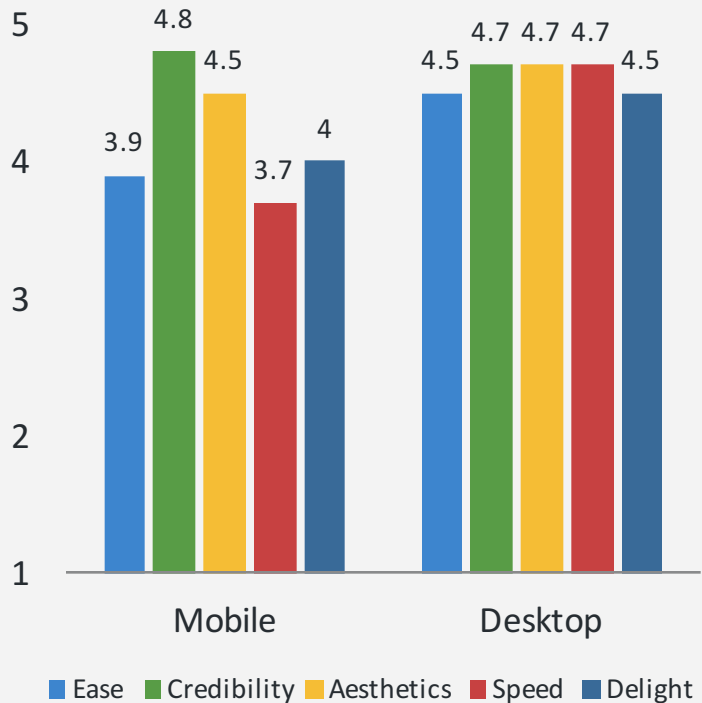
- Overall, the mobile Vans site produced higher ratings than the desktop version in the 5 key UX factors.
- Mobile participants found the site easy to navigate and found the filters to be especially helpful when searching.

*“Definitely liked the website, particularly the number of filters for narrowing down choices. That made it much easier to shop.”—P8*

- The checkout process and the ability to find the Classic Slip On shoes were noted by desktop participants as areas that caused them confusion when interacting with the site.

*“The website was easy to browse and use, however the address validation tool was a major problem and prevented me from actually completing the purchase. Therefore, the site was easy to use, but the shopping cart and purchase was not.”—P19*

# Sketchers: Mobile vs. Desktop (UX Factors)



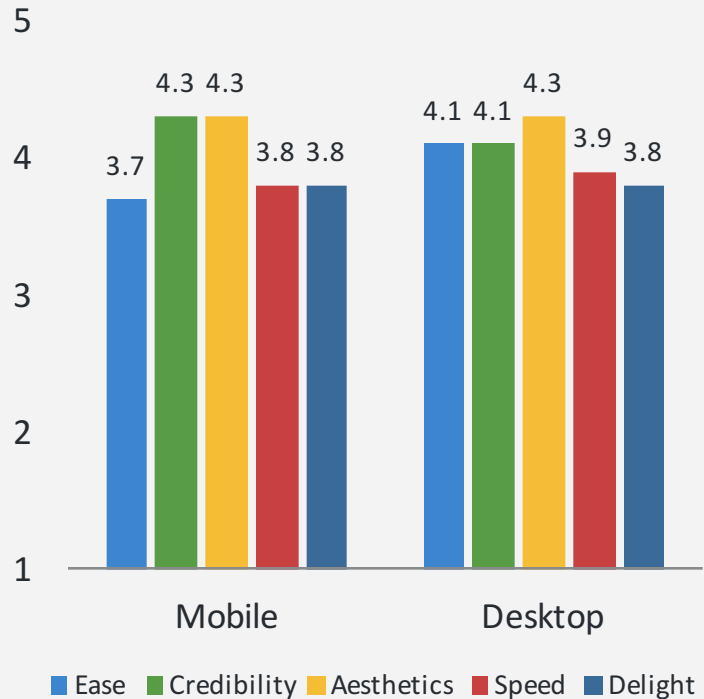
- Overall, the **desktop Sketchers site ranked higher than the mobile site in 4 out of 5 UX factors.**
- Mobile participants noted difficulty with the **checkout process** and noted that the **search and filter features** needed improvement.

*"I knew where to go and what to do and for the most part it was what I expected. But had issues with the checkout and the search feature was not quite as efficient as I would have liked." – P3*

- The **bright colors and clear images** were noted by both mobile and desktop participants as features they liked about the site.

*"The colors are vibrant and make me want to purchase!" – P13*

# Clarks: Mobile vs. Desktop (UX Factors)



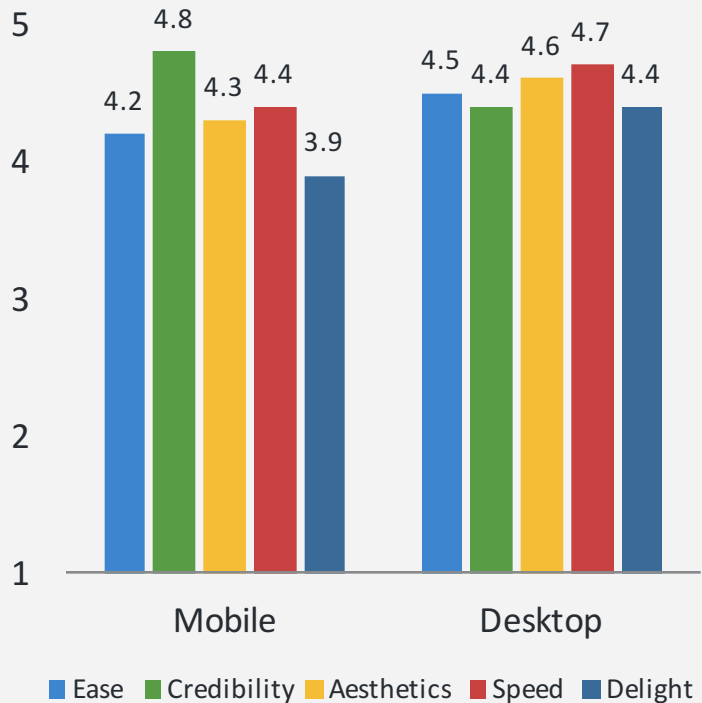
- Overall, the **desktop site performed better than the mobile site in ease and speed**; however, the **mobile and desktop were equal in ratings for aesthetics and delight**.
- The **search function** did not meet the expectations of mobile participants.

*"The site wasn't exceptionally easy or difficult to use. The search feature could have narrowed down what I was looking for more efficiently. I did like the filters that could be used and how specific they were. It would be nice if when entering numerical info for a number keypad to appear." – P6*

- The **color scheme** was mentioned by both desktop and mobile participants as somewhat bland or boring.

*"I think the site is a little dull, not bad but not really exciting either." – P14*

# Dansko: Mobile vs. Desktop (UX Factors)



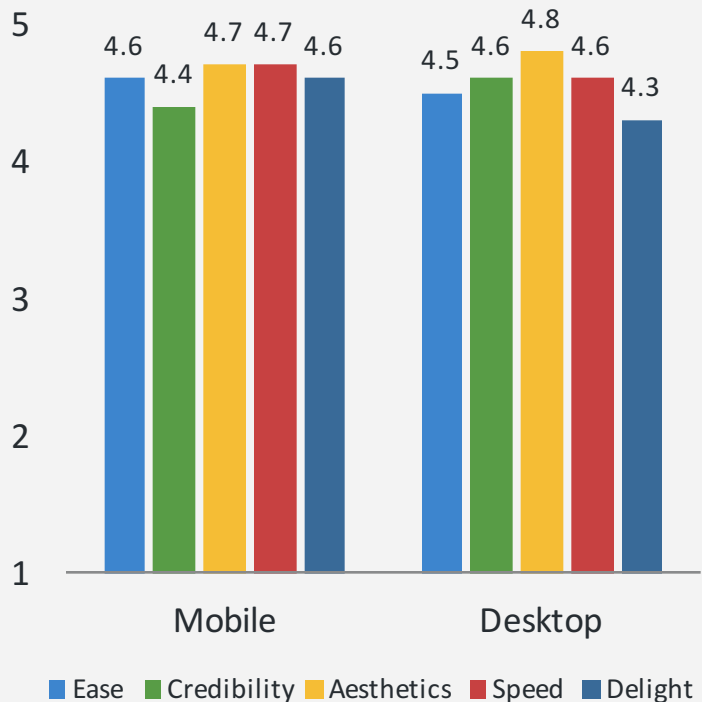
- Overall, the desktop site performed better than the mobile site in 4 out of 5 key UX factors.
- The search and filter features were noted by participants as difficult to use on the mobile site.

*“Not exceptionally easy, had problems going back and instead had to use the main menu when trying to search for shoes. Could not add multiple categories of shoes in search, had to search per category only. Page also does not conform to mobile phone size, will still have to shrink the pages manually as some can be larger than what the screen size is.” – P4*

- The **credibility of the desktop site** was influenced by the difficulty 1 desktop participant had during the checkout process.

*“Because of these small problems that were experienced on the website, I feel that the company should have looked at their site before publishing it and because of that, it makes me feel that they don't put emphasis on checking things to make sure all is working correctly.” - P19*

# Sperry: Mobile vs. Desktop (UX Factors)



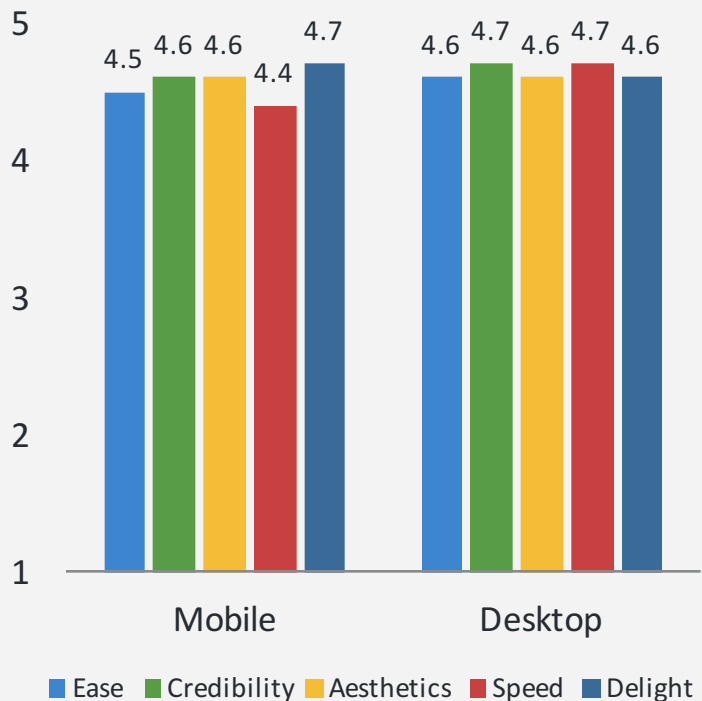
- Overall, the mobile site performed better than the desktop site in **3 out of 5 UX factors**.
- Some desktop participants noted difficulty **adding an item to their cart** and the **checkout process** that impacted the overall ease and speed of the site.

*"I think the checking or verifying of credit card info should be done before the final review page and not after clicking on Submit Order." – P15*

- Mobile participants noted the site was well-optimized for their phone and completed tasks with ease.

*"Using my phone to shop isn't my ideal way to shop because I can't see the details as well and my finger isn't as quick as a larger screen; however this was easy to use and very efficient." - P6*

# Ugg: Mobile vs. Desktop (UX Factors)



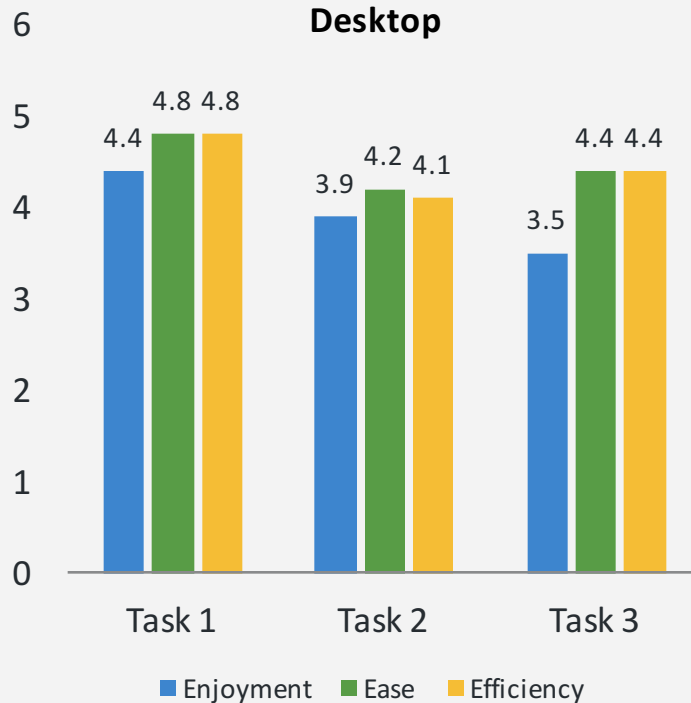
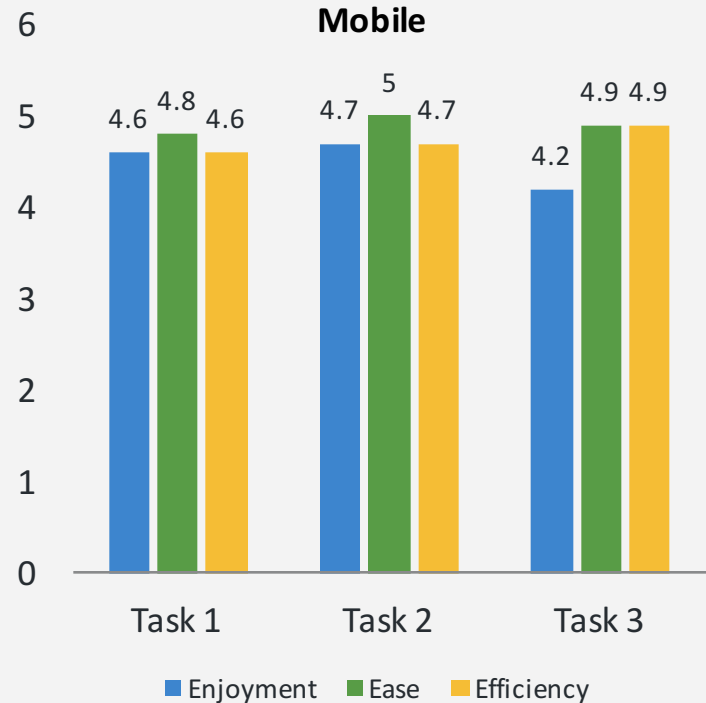
- Overall, the desktop site performed better than the mobile site in 3 out of 5 UX factors.
- The **visual design** of the site was noted by both mobile and desktop participants as appealing and easy to navigate.

*“The large home page photos & categories made it easy to decide where I wanted to go. The visuals of each shoe and the smaller collection of shoes offered made the choice pretty easy to make.” – P10*

- The **speed rating for mobile participants** was influenced by 1 participant’s uncertainty of finding shoes appropriate for work, while another participant requested that a numeric keypad be added during the checkout process.

*“It really depends on what I was looking for. It might be difficult if I’m looking for work shoes, but perhaps not if I’m looking for a specific style or casual shoes.” – P2*

# Core Task Ratings: Mobile and Desktop



# Net Promoter Score: [Client Site]

## Net Promotor Score = 55

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

<b>Detractors (0-6)</b>	<b>Passives (7-8)</b>	<b>Promoters (9-10)</b>
10%	25%	65%
2	5	13

\*For more information about Net Promoter Scores, see [here](#) and [here](#).



# Net Promoter Score: Nike

## Net Promotor Score = 60

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

<b>Detractors (0-6)</b>	<b>Passives (7-8)</b>	<b>Promoters (9-10)</b>
10%	20%	70%
2	4	14

\*For more information about Net Promoter Scores, see [here](#) and [here](#).

# Net Promoter Score: Converse

## Net Promoter Score = 70

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

<b>Detractors (0-6)</b>	<b>Passives (7-8)</b>	<b>Promoters (9-10)</b>
10%	10%	80%
2	2	16

\*For more information about Net Promoter Scores, see [here](#) and [here](#).

# Net Promoter Score: Vans

## Net Promotor Score = 35

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

<b>Detractors (0-6)</b>	<b>Passives (7-8)</b>	<b>Promoters (9-10)</b>
25%	15%	60%
5	3	12

\*For more information about Net Promoter Scores, see [here](#) and [here](#).

# Net Promoter Score: Sketchers

## Net Promoter Score = 35

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

<b>Detractors (0-6)</b>	<b>Passives (7-8)</b>	<b>Promoters (9-10)</b>
20%	25%	55%
4	5	11

\*For more information about Net Promoter Scores, see [here](#) and [here](#).

# Net Promoter Score: Clarks

## Net Promotor Score = 25

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

<b>Detractors (0-6)</b>	<b>Passives (7-8)</b>	<b>Promoters (9-10)</b>
25%	50%	25%
5	10	5

\*For more information about Net Promoter Scores, see [here](#) and [here](#).

# Net Promoter Score: Dansko

## Net Promotor Score = 40

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

<b>Detractors (0-6)</b>	<b>Passives (7-8)</b>	<b>Promotors (9-10)</b>
15%	30%	55%
3	6	11

\*For more information about Net Promoter Scores, see [here](#) and [here](#).

# Net Promoter Score: Sperry

## Net Promotor Score = 70

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

<b>Detractors (0-6)</b>	<b>Passives (7-8)</b>	<b>Promoters (9-10)</b>
0%	30%	70%
0	6	14

\*For more information about Net Promoter Scores, see [here](#) and [here](#).

# Net Promoter Score: UGG

## Net Promotor Score = 65

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

<b>Detractors (0-6)</b>	<b>Passives (7-8)</b>	<b>Promoters (9-10)</b>
10%	15%	75%
2	3	15

\*For more information about Net Promoter Scores, see [here](#) and [here](#).



# Further research opportunities- general

- Continue quarterly benchmark testing vs. competitors to uncover issues and successes over time.
- Competitor testing with the best and worst ranked to uncover more detailed findings on what works and what doesn't work.
- Test any future iterations of specific processes to discover changes in the overall user experience.

# Further research opportunities- specific

- **Competitor Study with Sperry and/or Ugg, focusing on areas of site navigation, checkout process, and site design.** Though the metrics reveal only slight differences in the ratings, Sperry and Ugg seemed to be consistent throughout as competitors of [client site] in areas of site design and the checkout process especially. [Client site], Ugg, and Sperry share similarities in the numeric keypad and auto-fill for city/state info in the checkout process, which participants found made the process easier and noticed when that feature was missing. Also, Ugg and Sperry's clean, modern, minimal design with the large images and soft/muted color scheme also garnered praise from participants.
- **Impressions Study – One of the biggest challenges [client site] faces is the occasional perception of its products as ugly, not stylish or a limited selection.** This was a sentiment shared by several participants and seemed to be most noticeable in the desktop participants' feedback. It'd be interesting to track the general perception of [client site] prior to interacting the site vs. after interacting with the site because several participants mentioned that they were surprised at the wide selection of shoes [client site] has to offer. This study can give participants a better sense of the style selections offered for various demographics and prompt them for areas of site design/improvement.
- **Mobile vs. Desktop Study. Surprisingly, as mentioned on slide 32, the mobile site was outscoring the desktop site which is unusual.** It would be worthwhile to see what participants are liking and finding useful about the mobile site and incorporating that into your [client site].

# Participant demographics

- 180 participants were included in the study (90 Desktop and 90 Mobile) from the UserTesting panel who make purchases online.
- Device: 10 Desktop, 8 iOS, and 2 Android (for each website).

