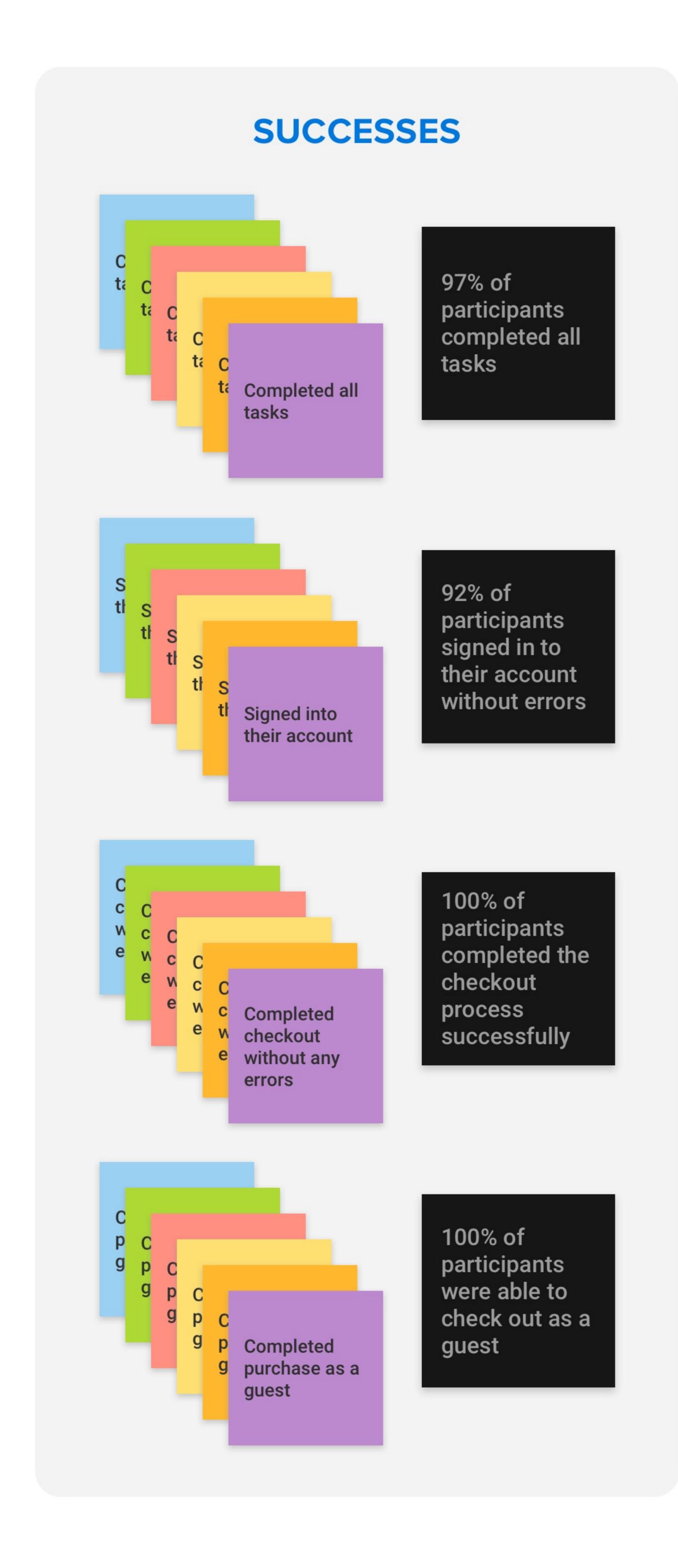
AFFINITY MAP

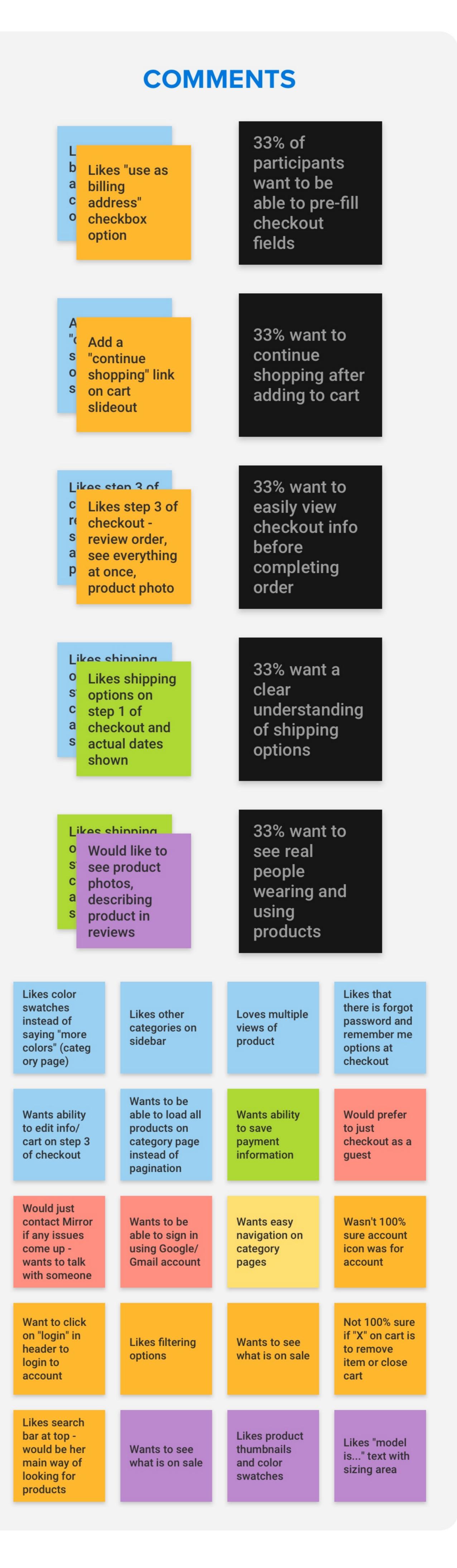
mirør

Debbie, 64, Female Lori, 21, Female Amanda, 33, Famale

Diane, 63, Female Sue Ellen, 41, Female Allison, 44, Female







AFFINITY MAP



Debbie, 64, Female Lori, 21, Female

Amanda, 33, Famale

Diane, 63, Female Sue Ellen, 41, Female

Allison, 44, Female

OBSERVATIONS

SUCCESSES

97% of participants completed all tasks

92% of participants signed in to their account without errors

100% of participants completed the checkout process successfully

100% of participants were able to check out as a guest

PATTERNS

92% of participants chose Womens hero on homepage to begin

83% of participants wanted to use the color swatches

83% used the account icon to view my account

COMMENTS

33% of participants want to be able to pre-fill checkout fields

33% want to continue shopping after adding to cart

33% want to easily view checkout info before completing order

33% want a clear understanding of shipping options

33% want to see real people wearing and using products

INSIGHTS

Users want to be able to easily return to shopping after adding an item to their cart. They do not want to be forced to checkout.

During checkout, users want a quick and easy process where the information is clear to understand. This includes pre-filled out and concise order details.

When viewing a product, users want to really understand the product. Reading and viewing the product on actual customers is very helpful.

RECOMMENDATIONS

HIGH PRIORITY



Add a "continue shopping" option on both the cart slideout and on the shopping cart page during checkout.

Make checkout more user friendly by adding edit text links for personal information on step 3 of checkout and remove option for products.

Increase the capabilities for reviews on products. Allow users to add comments, upload photos and give them options for posting their comments and feedback.

LOW PRIORITY