



Debbie, 64, Female

Lori, 21, Female

Amanda, 33, Female

Diane, 63, Female

Sue Ellen, 41, Female

Allison, 44, Female

SUCCESSSES

Completed all tasks

97% of participants completed all tasks

Signed into their account

92% of participants signed in to their account without errors

Completed checkout without any errors

100% of participants completed the checkout process successfully

Completed purchase as a guest

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

PATTERNS

Selected Womens hero to begin searching for product

92% of participants chose Womens hero on homepage to begin

Selected Womens hero to begin searching for product

83% of participants wanted to use the color swatches

Used account icon

83% used the account icon to view my account

COMMENTS

Likes "use as billing address" checkbox option

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

Add a "continue shopping" link on cart slideout

33% want to continue shopping after adding to cart

Likes step 3 of checkout - review order, see everything at once, product photo

33% want to easily view checkout info before completing order

Likes shipping options on step 1 of checkout and actual dates shown

33% want a clear understanding of shipping options

Likes shipping options

Would like to see product photos, describing product in reviews

33% want to see real people wearing and using products

Likes color swatches instead of saying "more colors" (category page)

Likes other categories on sidebar

Loves multiple views of product

Likes that there is forgot password and remember me options at checkout

Wants ability to edit info/ cart on step 3 of checkout

Wants to be able to load all products on category page instead of pagination

Wants ability to save payment information

Would prefer to just checkout as a guest

Would just contact Mirror if any issues come up - wants to talk with someone

Wants to be able to sign in using Google/ Gmail account

Wants easy navigation on category pages

Wasn't 100% sure account icon was for account

Want to click on "login" in header to login to account

Likes filtering options

Wants to see what is on sale

Not 100% sure if "X" on cart is to remove item or close cart

Likes search bar at top - would be her main way of looking for products

Wants to see what is on sale

Likes product thumbnails and color swatches

Likes "model is..." text with sizing area





Debbie, 64, Female

Lori, 21, Female

Amanda, 33, Female

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