

Research Debrief

Participants had similar motivators and de-motivators for choosing to shop online or in-store. The main plus for online was convenience, and the main negative was uncertainty of fit and quality, and shipping times and price. The cons of online were pros for in-store and vice versa.

Shopping frequency tended to be high versus actual purchasing, for all users. Reporting actual purchasing behavior seemed to be a guilty thing to admit.

User priorities were mostly about getting what is expected at a good price and in a reasonable timeframe. The shopping processes were similar in terms of how they navigated websites and comparison shopped, but there was variation in what drove them to shop or buy.

All users read reviews and only one reported watching reviews. The main driver was to gain confidence in fit and quality, through testimonies and user generated photos. It was a hard requirement to have minimum review counts and ratings for some users.

Participants were stumped often on identifying e-comm trends they liked or disliked. I had to rephrase the question in different ways, and recall speed and detail varied.

Most positive experiences had good pricing, fast and affordable shipping, and product being what they expected. All of this aligns with typical priorities. Negative ones also aligned with one or more priorities not being fulfilled, while others were due to usability frustrations.

Concerns for UI and layout were mostly high, and contributed to gaining confidence and a good vibe for the brand. Navigation being clearly understood and organized was a common desire, as well as good search function.

Generally, participants prefer quality over quantity, but each one had scenarios for when to buy for quantity or lower quality. Common quality exceptions were for one-time use garments, or basics like socks where you need many.

Overall, fashion trends weren't a concern, and each person knew their own style preferences. Any overlap with current trends was incidental.