

User interview with Sevan

- likes all things in navigation bar visible and does not like menu bar
- wishes he could open new tabs with each click in second navigation
- why? Why? Why?
 - because he likes to compare items
- wants all checkout info to be on one page
- Why? Why? Why?
- because he likes to see his product throughout entire checkout process

takeaways:

- maybe put related items under photo in product detail page to allow the comparing of items without going back to home
- allow picture and price to be on every page or section of checkout... update with information just filled in so are able to go back before review all the way at the end
- there are ways to fulfill old school methods of browsing through a new medium if you dig deeper as to why they prefer the outdated methods

User interview with Hannah

- wants drop down to stick if she clicks on item in nav bar
- realizes crayola is not an option in the crayon section she found
- frustratedly goes to search bar
- does not like the way that checkout does not let you toggle through sections
- says "at this point I would go to amazon and find my product" after the discount code section in which she has to click next even though it is not a requirement and she does not have a discount code

Takeaways:

- all crayons should be sectioned together; it is not efficient to group some with kids and some with adults, as adults buy even those that are deemed for kids
- really synthesize checkout process
- make navigation stable

User interview with Juj:

- does not like the organization of the navigation bar
- wants there to be an option where she adds to cart where she can directly go to checkout
- realizes you cannot click on the cart icon
- really does not like the checkout process and also says she would go to amazon

takeaways:

There should be an instant way to checkout once product is found
Shopping cart icon should not be misleading and seem like a button when it is not
Navigation bar must be organized to intuitively find items

Quotes

- "do they seriously not carry crayola crayons?"
- "i actually like it when each item I click on opens up a new tab" why why why because wants to be able to compare products (let us solve this with a display of similar products underneath product in detail page)
- "i wish all the checkout info was on one screen" why why why because wants to see product and price throughout process
- "i would leave at this point and go to amazon to buy the same product" during checkout

Redesign solutions to pain points:

- reorganization of navigation bar to aid findability
- redesign homepage; use minimalism in order to accentuate and navigate user's eye to the contrast of already colorful products
- clarify the Sorting by Brand option; users tend to use this when looking for products
- put related items underneath product detail page under photo
- definitely synthesize checkout process
- have photo and product price update with each section of checkout process; provide ability to view product at all times
- put Sign Up option on last Thank You page of Checkout

TRANSCRIPT FOR INTERVIEW WITH LILY DILWORTH

“So I know we know each other, but for the sake of this interview my name is Nareh and I am doing user research for a website that sells art supplies. Would it be alright to ask you a few questions?”

“Of course.”

“Great, so I see from the screener survey that you generally shop online for paints. Can you tell me about your last online shopping experience?”

“Sure. Umm... I think I went to the Michaels website to buy my paints. I really like to go to the store because I know where each thing is compartmentalized, but I haven't had time recently because I've been in school. So, I went onto the website and I have a specific brand of paints I like to use. I typed in the brand into the search engine and then added it to my cart. I actually remember that it automatically asked me if I'd like to check out when I added it to my cart, and then I just put in my payment information and received the paints in a few days. It was okay. Like I said, I really like to go to the store if I can, but since I don't have time, I've been buying my paints online.”

“So, what I'm hearing is that you'd rather go to the store. Why is that?”

“There's something about craving doing art and then instantly being able to get the things you need, or to look around all the aisles and get

inspiration when I'm just feeling inspired but don't have a particular idea. I just like to see the physical items all sorted together."

"How does this website make you feel in comparison to that store experience?"

"Well, it just seems really like a technical transaction. I generally just know what I want and don't feel the impulse to shop around. Something about the prices too. It's not as exciting to simply see a picture of a product and then see the price. I think I spend more money at the store, because the fact that I can touch it and imagine using it really drives me to purchase it, even if I don't end up using it at all (laughs)."

"Would you mind if I opened up the website I'm doing this research on and gave you a task to complete?"

"Sure."

"Great. So, I want you to find some paints you would like to buy and to go through the purchasing process. You will not actually be purchasing it, just going through the steps. Please think out loud freely as you go about the task."

"Okay."

"Ready?"

"Cool. Here it is. Go at it!"

"Alright... (laughs) I personally don't mind how flashy this is but I could see how other people would. Like, do you remember that art store in Santa Cruz? Oh my God, I used to spend so much money there because it was so posh and sleek. I wanted everything in there. (laughs).

Alright, the first tab is Painting so that's cool. I like the selection they have. Alright, I'm going to choose this one. That's a nice color, right? Okay, now I'm going to add it to my cart.

I'm going to checkout now. Aw man, it wants me to create an account? Oh, I can log out as a guest. I was confused because the Create Account section has red asterisks next to them which made me think it was required. Okay, let's continue as a guest.

Holy cow! Why are there so many steps to checkout?! Ughhhh. You want me to do all this?"

"Honestly, your reaction is insightful enough. So, can you tell me what you liked and disliked about this website?"

"Okay, well, I like the selection they have, and I don't really mind the colors and design so much, but I heavily dislike the checkout process. I might even go to another website for art supplies when reaching this page because it seems like a better use of my time. It's pretty weird. I have bought art supplies on other websites and I don't remember being frustrated while checking out, so.... I'm not sure why this website is like this."

"Okay, well thank you so much, your input has been really helpful, Lily."

"No problem, Nareh! Good luck!"

3 MAIN TAKEAWAYS:

1. While the website may be efficient enough to find a product you already know you want, the design does not necessarily inspire the user to browse through the catalog (like a more simplistic, posh, and professional looking website might such as the store in Santa Cruz)
2. The red asterisks in the checkout process really throw people off-guard and may make them think it is mandatory to register before buying, which makes us lose users

3. The checkout process is way too long. Some people feel compelled to leave the website.

BEHAVIORS

- likes to touch and see the physical items at the store
- in past instances, uses search engine in order to find the particular item she wants

QUOTES

- “ I think I spend more money at the store, because the fact that I can touch it and imagine using it really drives me to purchase it, even if I don't end up using it at all (laughs).”
- “Do you remember that art store in Santa Cruz? Oh my God, I used to spend so much money there because it was so posh and sleek and professional, it made me feel like an important artist”
- “It's pretty weird. I have bought art supplies on other websites and I don't remember being frustrated while checking out, so.... I'm not sure why this website is like this.”

LIKES

- selection
- colors/design

DISLIKES

- checkout process

NOTES FROM INTERVIEW WITH DANIEL DELGADILLO

- uses websites to obtain supplies because they are sometimes not available at store
- does research about products on a different platform before arriving at our website for purchase
- finds it exciting to receive product in mail
- “holy shit” at shopping cart section
- thinks the design and colors are “alright”
- “I think these 3 sections can be condensed into one.”
- proposes offers for shipping over a certain amount of money spent because paying for shipping is antiquated

TAKEAWAYS:

1. Many people shop online for availability of items
2. Checkout Cart section/process is way too long
3. People are researching supplies on different websites instead of on our website, which means it is missing the virtual experience of a store that people enjoy.

BEHAVIORS

researches products before entering online website to purchase
Becomes excited when product arrives in mail

LIKES

Colors/design
The selection of calligraphy pens

DISLIKES

Checkout process

NOTES FROM INTERVIEW WITH MARAL HABESHIAN

- first thing she says about website is that it is hideous
- thinks there is way too much color and action going on
- vocalizes that there are too many items in navigation bar
- has trouble finding ribbons, which is what she has decided to look for because it is what she generally buys from art stores
- “you’ve gotta be kidding me; a gazillion steps to check out.” in checkout pages
- visual and vocal frustration/swearing

3 MAIN TAKEAWAYS:

1. Some people dislike the design and others do not mind; we should design something that is digestible by ALL people.
2. My hypothesis that the navigation bar is too packed has been proven by my C&C analysis and very vocally and specifically within this interview
3. The checkout process definitely needs to be changed; Maral certainly does not have the patience to go through all these pages (even before seeing the content on the pages) because of the quantity.