



# LONDON DRUGS

## USABILITY FINDINGS & RECOMMENDATIONS REPORT



# Presented by

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# Introduction





# Objectives

Conduct a moderated usability study in which **to evaluate the success of the upper (shopping) and lower (checkout) funnel experiences.**

Users were given tasks to complete in an interactive prototype representing the revised LondonDrugs.com shopping experience. This study facilitated **qualitative feedback** regarding gaps and barriers in overall site usability.



# Objectives

## Primary Goals

**To optimize the shopping funnel by:**

- Increasing findability
- Clearly informing users of deals, benefits and product info
- Making it easier to checkout
- Reinforcing a positive brand experience



# Objectives

## Approach

Complete [Test Plan](#)

The creation of two interactive prototypes:

1. [Desktop](#) (large)
2. [Emulated Mobile](#) (small) experience

**Interactive prototypes focused on:**

- Site navigation
- Shopping path
- Cart
- Checkout

**Sessions:**

- A total 16 moderated test sessions:  
(8 desktop / 8 mobile)
- Video recordings and notes for each interview session
- Reporting of findings and recommendations



# Prototype Testing Methodology



# Methodology

## **Prototype usability tests were conducted remotely utilizing:**

- A web-based conferencing platform with screen sharing capabilities - [GoToMeeting.com](https://www.gotomeeting.com)
- The user's own computer for screen sharing
- The user's own phone for vocal prompts and comment capture

## **Interactive prototypes**

- Low fidelity, clickable wireframes
- Includes representative visuals (graphics, photo images, etc.) applied to provide context

## **Usability test incentives**

- \$100 discount promotional code
- Code may be redeemed on the <http://www.Londondrugs.com> ecommerce website
- Client will own full responsibility for setup and support of this promotional code
- London Drugs provides LiveArea with up to 30 coupon codes to be distributed to participants via email by recruiting agency

# Preparation

## Test Plan approved by London Drugs

- Recruitment of 30 participants through [Consumer Vision](#) (Ontario)
- Recruits will be screened using these parameters
  - Canadian resident, stronger representation from Western provinces (BC, Alberta, Saskatchewan, and Manitoba)
  - 50/50 Male to Female ratio
  - Age segments include Millennials (15-35) and Middle Boomers (40-65)
  - Online shopper (having purchased online 3-5 times in past year)
  - Own both a computer (desktop or laptop) and a smartphone
  - 6 ESL Participants
- Participants
  - [Demographic Info](#)
- Test Scripts x2
  - [Desktop](#)
  - [Mobile](#)





# Findings



# Overall Success: Desktop

General Q's	Holly	Shirley	Stephen	Shawn	Jonathan	Sheryl	Cathy	Sirine	Notes
Familiar w/ LD	X	X	X	X	X	X	X	X	All users
Shopped LD Online			X				X		Only 2x, 1 item each user
Logo = Home	X	X	X	X	X	X	X	X	All users
Locations	X	X	X	X	X	X	X	X	Easily located
Successful Checkout	X	X	X	X	X	X	X	X	Yes, many expressed surprise at shipping cost
Understood Featured Items	X	X	X	X	X		X	X	Initial hesitancy, but intuitive enough
Understood OTC	X	X	X	X	X	X	X	X	Known Acronym
Understood Cart+ Icon	X	X	X	X	X	X	X	X	New but Intuitive
Did user review Sub-Pages		X			X	X			If searched, these were skipped
Understood Add to List icons	X	X	X	X	X		X	X	Known Pattern
Understood View Full Details	X	X	X	X	X	X	X	X	Understood, but review wording
Understood Pick-up in Store	X	X	X	X	X	X	X	X	New but Intuitive
Understood Ship to this Store	X	X	X	X	X	X	X	X	New but Intuitive
Pickup Feature = Pay Online	X				X	X	X	X	Some expressed desire to pay at pick-up
Initially Expanded Search?	X		X		X				Fine as is
Findability									
Main / Sub-nav?	X	X	X	X	X	X	X	X	All users
Store Flyers	X	X	X	X	X	X	X	X	Users say all important stuff = on top, some search
Gift Cards	X	X	X	X		X		X	Most would find through Search
Services						X			Users didn't find. Some thought LD Extras or Locations
Promotions	X	X	X	X	X	X	X	X	All users
Search	X	X	X	X	X	X	X	X	All users
Side-Nav	X	X	X	X	X	X	X	X	All users
Filters	X	X	X	X	X	X	X	X	All users
"+" to the right of colors	X	X	X	X	X	X	X	X	All users
Quick View	X	X	X	X	X		X	X	1 user had to be prompted
Price, Ratings, Compare	X	X	X	X	X	X	X	X	All users
Mini Cart	X	X	X	X	X	X	X	X	All users
Related Products	X	X	X	X	X	X	X	X	All users
Overview, Reviews, etc...	X	X	X	X	X	X	X	X	All users
Log-In	X					X	X		Needs another UX Pass

# Overall Success: Mobile

General Q's	Ellie	Christine	Kevin	Antonio	Julian	Satinder	Nancy	Scott	Notes
Familiar w/ LD	X	X	X	X	X	X	X	X	All familiar w/ LD
Shopped LD Online	X		X						Only 2x Online Shoppers
Logo = Home	X	X	X	X	X	X	X	X	Known Pattern
Locations Icon			X	X	X	X		X	Mobile Only
Successful Checkout	X	X	X	X	X	X	X	X	All said very simple
Understood Featured Items	X	X	X		X	X	X	X	1x thought it was shipping option
Understood OTC	X	X	X	X	X	X	X	X	Known Acronym
Understood Cart+ Icon	X	X	X	X	X	X	X	X	New but Intuitive
Did user review Sub-Pages	X	X	X			X			If searched, these were skipped
Understood Add to List icons	X	X	X	X	X	X	X	X	Known Pattern
Understood View Full Details	X	X	X	X	X	X	X	X	Some thought view = inline
Understood Pick-up in Store		X	X	X	X	X	X	X	New but Intuitive
Understood Ship to this Store		X	X	X	X	X	X	X	New but Intuitive
Pickup Feature = Pay Online		X	X	X	X	X		X	1x did not want to pay online
Initially Expanded Search?			X		X				Some said easier when exposed on Mobile
Findability									
Main / Sub-nav?	X	X	X	X	X	X	X	X	All users understood
Store Flyers		X	X		X	X		X	Would Search on Mobile
Gift Cards		X	X		X	X		X	Would Search on Mobile
Services	X	X	X	X	X	X	X	X	All found (In main nav on Mobile only)
Promotions	X	X	X	X	X	X	X	X	All found (but NYX also looked like a Title)
Search	X	X	X	X	X	X	X	X	All found, but only looked at Text Insight
Health & Beauty sub-nav		X	X	X	X	X	X	X	All found, some wanted initially exposed
Filters		X	X	X	X	X	X	X	All found
"+" to the right of colors		X	X	X	X	X			New but Intuitive enough
Quick View									Not on Mobile experience
Price, Ratings, Compare	X	X	X	X	X	X	X	X	All found
Mini Cart	X	X	X	X	X	X	X	X	All found, but add Continue Shopping link?
Related Products		X	X		X	X	X	X	All found, 1x thought it was pushy
Overview, Reviews, etc...		X	X	X	X	X	X	X	All found, initially collapsed on Mobile?
Log-In			X	X	X	X		X	More Obvious on Mobile



# Participant Background

## Participant Questions

**Are you familiar with London Drugs (yes / no)?**

- If yes, what can you tell me about your experience with this company?
- Have you been inside a physical store? If yes, describe.
- Have you purchased anything from them online? If yes, describe.



# Participant Background

## Participant Responses

*“I have bought something before, got a camera online and it went really well.”*

- **Cathy, female, age 35, British Columbia, Desktop**

*“Yes, I am. I shop at London Drugs quite often. So far very good, we go there and shop for health and pharmacy needs. Sometimes we get electronics. Um I don’t get too much food. I would say that we use London Drugs as a convenience store.”*

– **Stephen, male, Age 45, British Columbia, Desktop, French**

*“Yes, I have. I am a very good customer with London Drugs, I get my prescriptions there.”*

- **Sirine, Female, Age 33, British Columbia, Desktop, Arabic**

*“Yeah I am familiar with LD fairly well. Yeah I get things in person. I order things online and pick up in store.”* – **Kevin, Male, Age 24, British Columbia, Mobile**

*“Yes, I am familiar. I tend to go in store, I usually don't buy stuff there as it is more expensive compared to other stores.”*

– **Satinder, Male, Age 37, British Columbia, Mobile, Punjabi**

*“I’m always shopping but don’t go there often. Christmas time I go a lot. The rest of the year, not my first thought. Every time I go, I feel like I should go there more often because they offer wide range of products.”* – **Holly, Female, Age 35,**

**Alberta, Desktop**



# The Interactive Prototype

Mobile <http://iimck9.axshare.com/#p=home>  
Desktop <http://qsrhij.axshare.com/#p=home>

# Usability Finding Priorities

The following represents a definition for each priority status for all usability findings:

## Low

A low risk finding is one that does not impede the user but may decrease likeability of the brand or erode confidence in the user over time. It does not equate to a user's inability to complete a task or abandonment.

## Medium

A medium risk finding is one that presents a moderate degree of difficulty in completing a task. This presents risk with users that have a low tolerance for annoyances or users that are not technology savvy. Users in this category are at risk of task abandonment when faced with a medium risk usability finding.

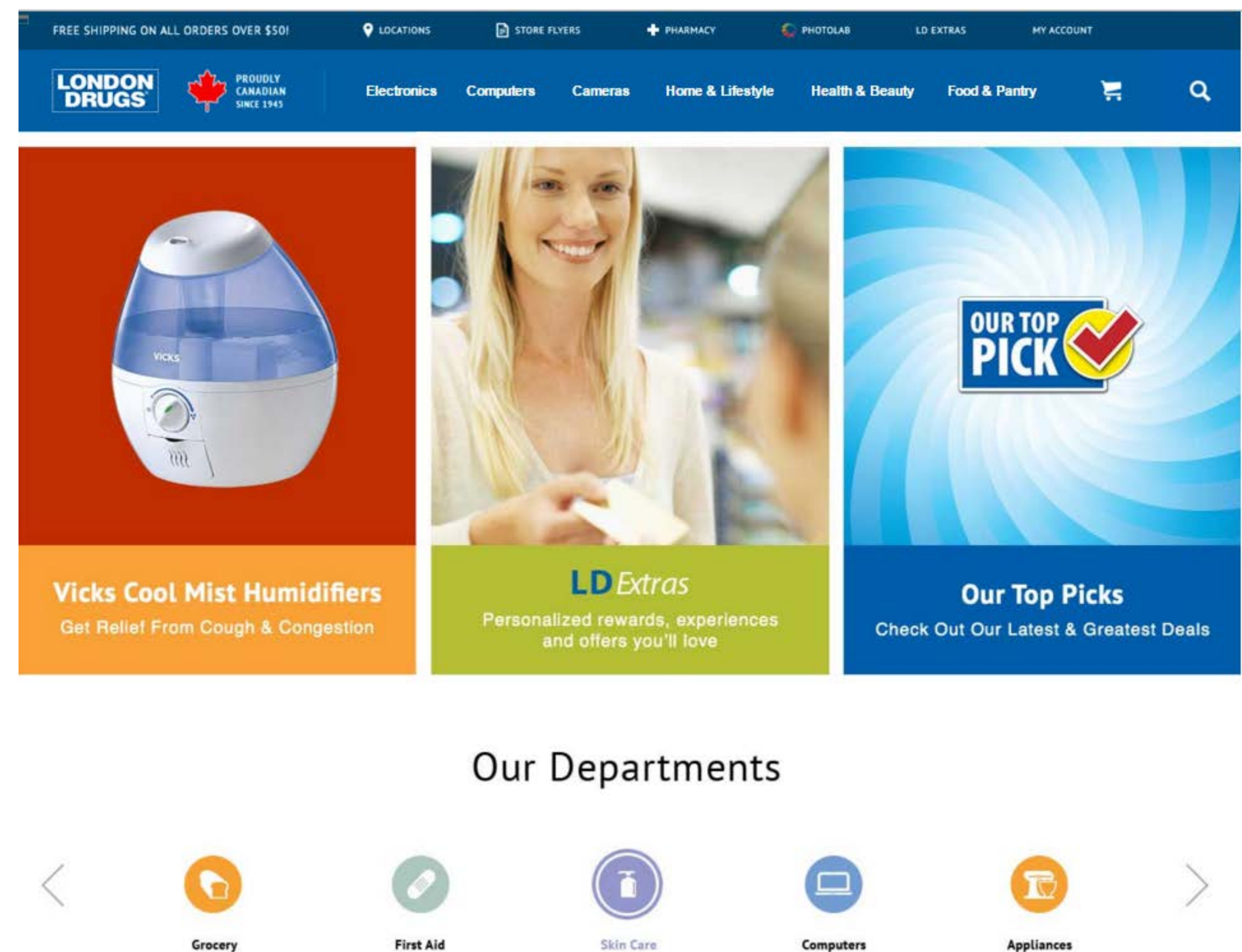
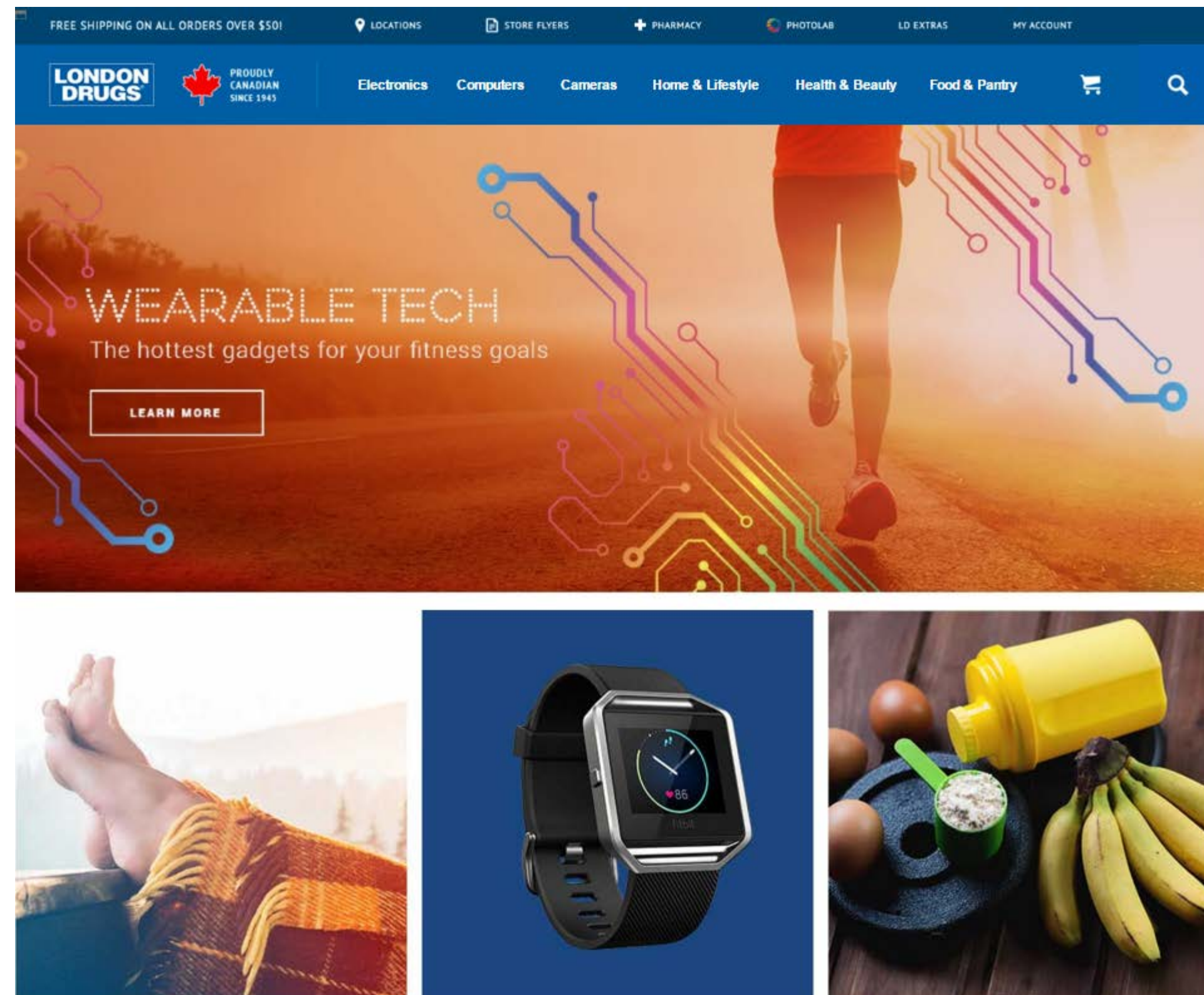
## High

A high risk finding is one in which the user cannot complete a task or there are significant enough barriers to lead to abandonment prior to task completion.

# Homepage | Thread 5

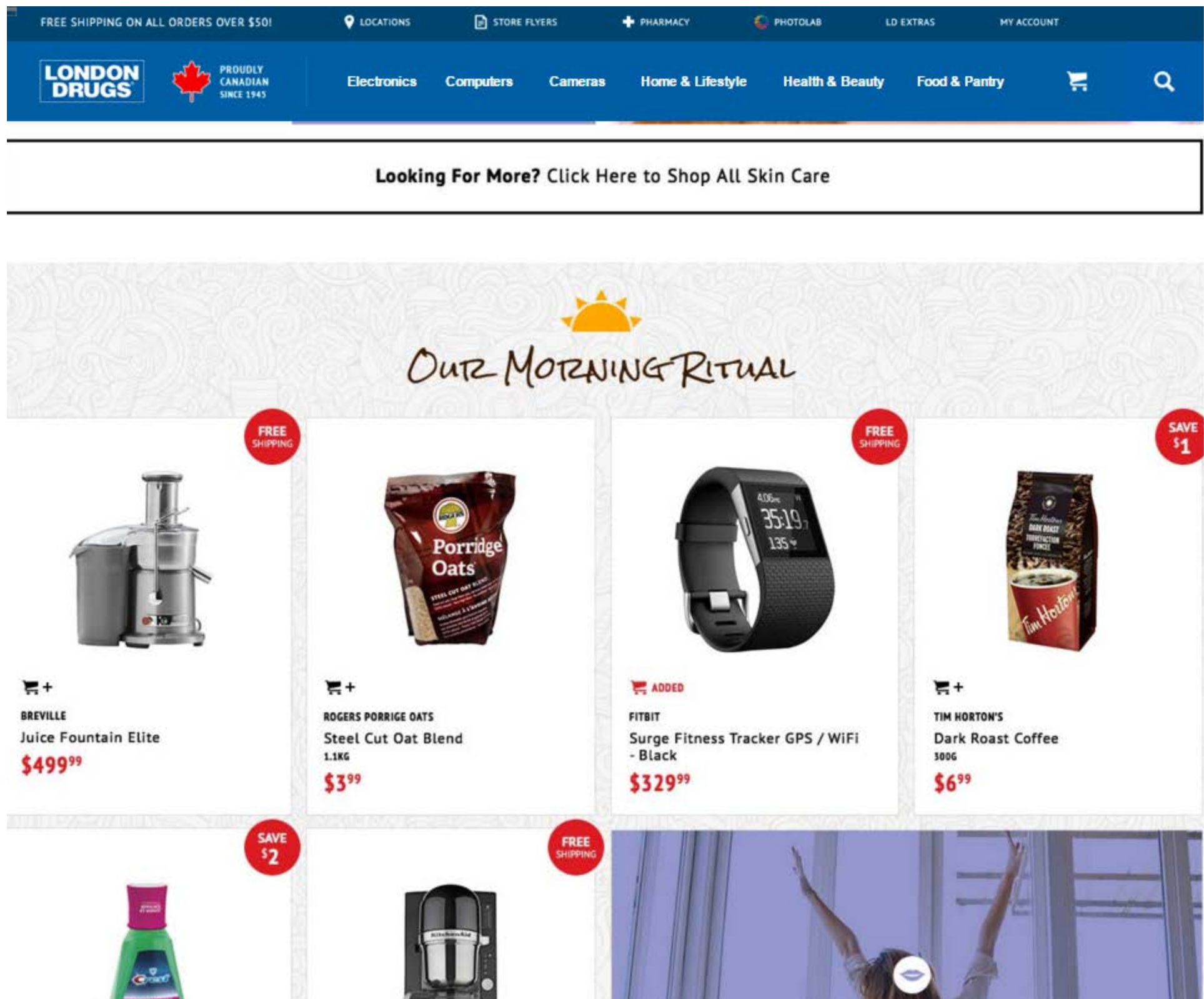
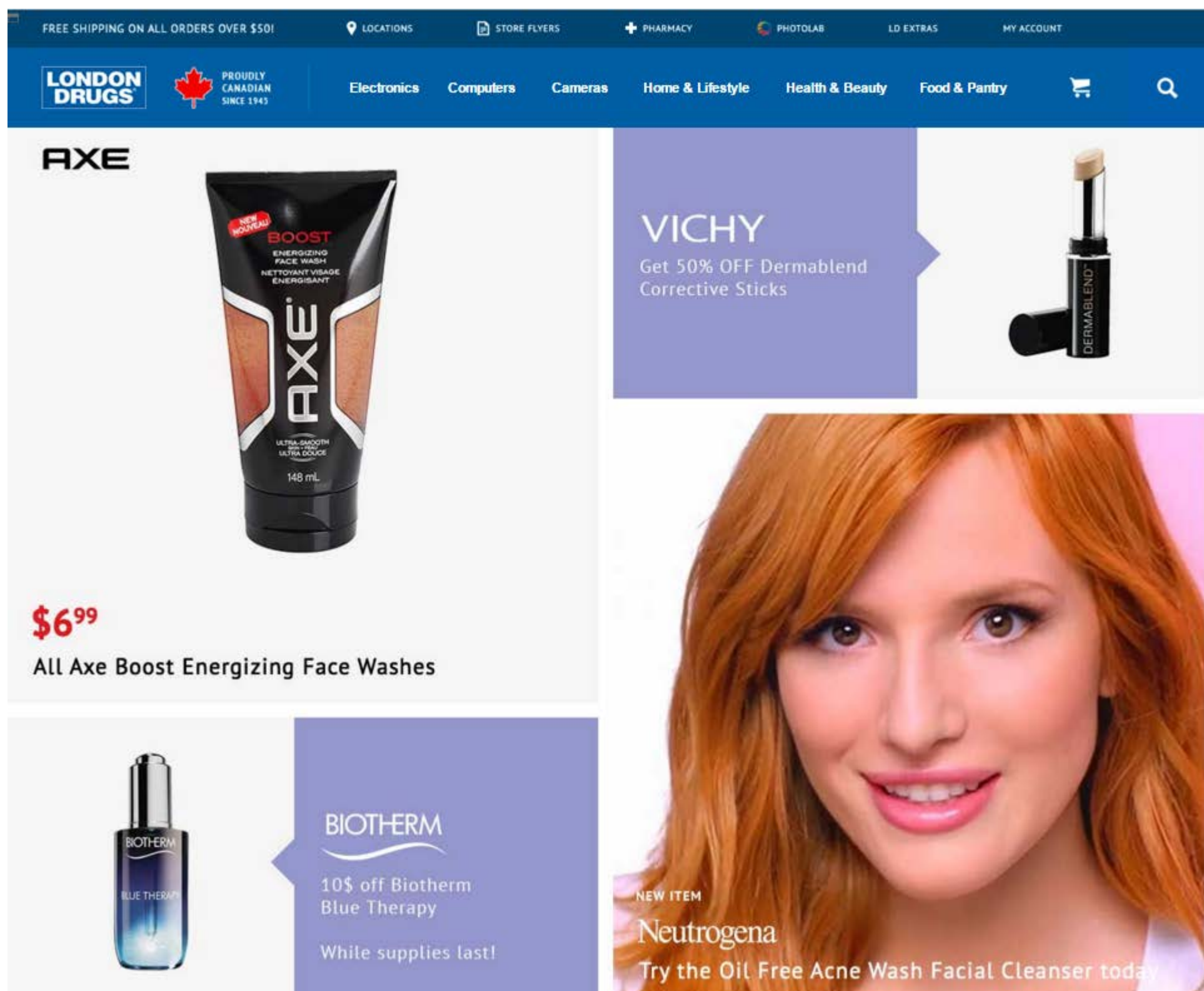


# Homepage Prototype Screenshots



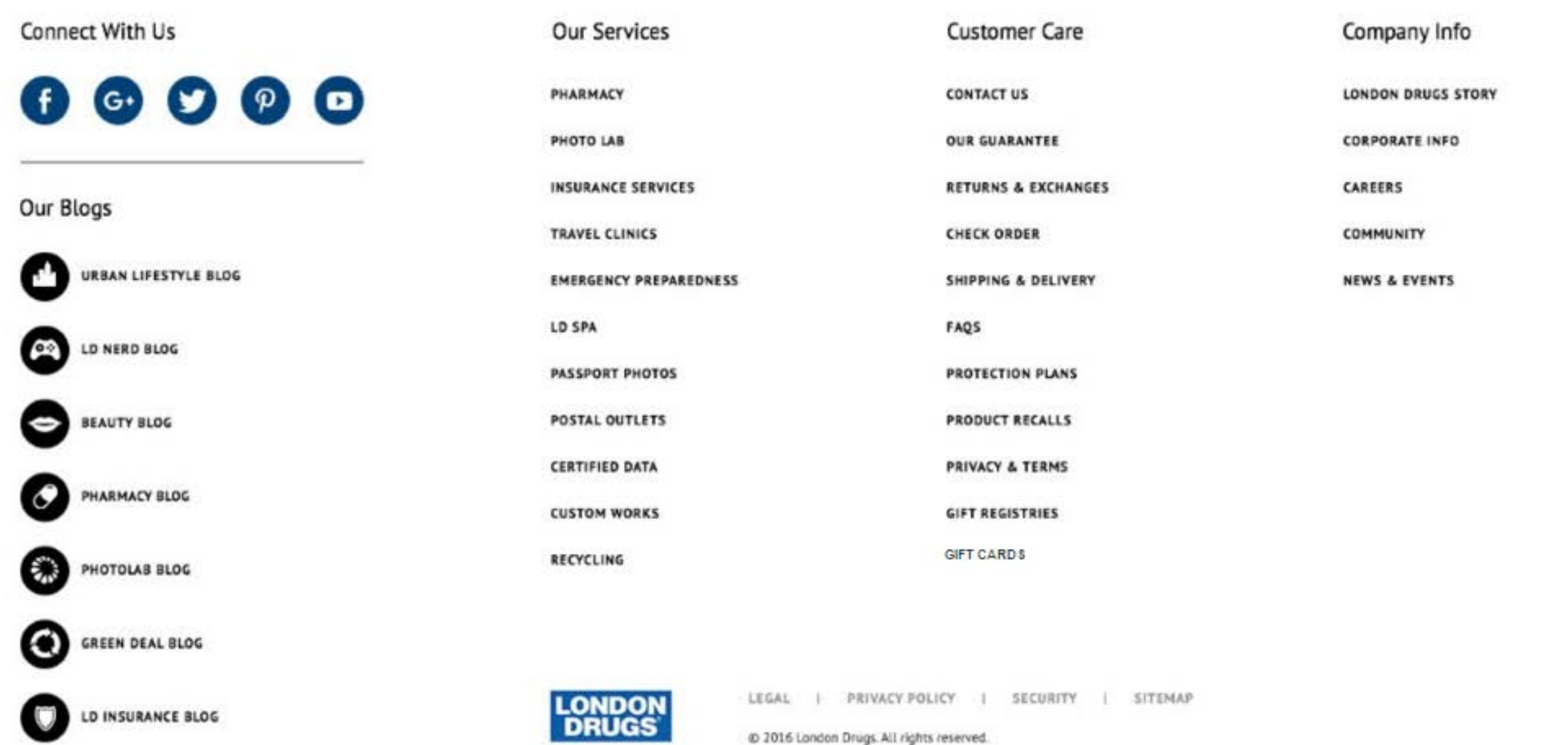
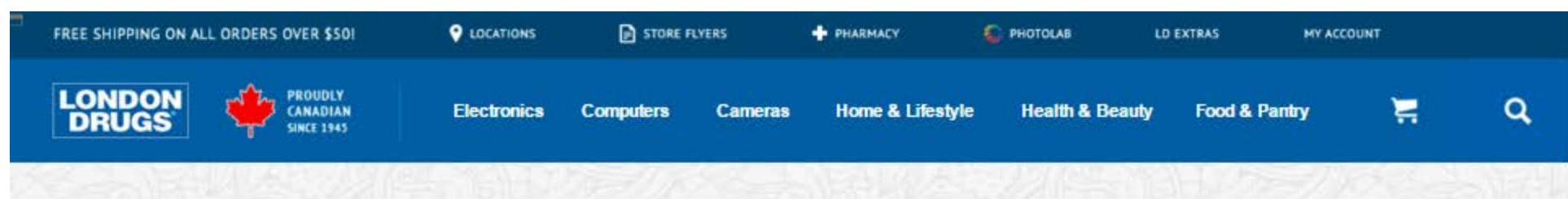


# Homepage Prototype Screenshots

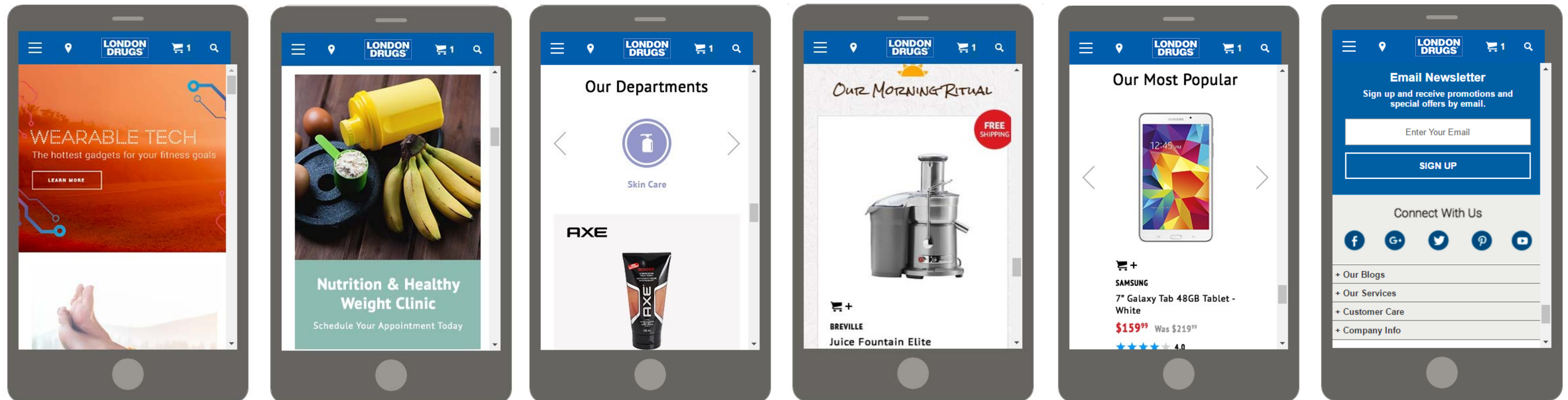




# Homepage Prototype Screenshots



# Homepage Prototype Screenshots



# Homepage Tasks

## Explore the Home Page

- Describe the elements you see and what you think they are for.
- Did the user notice the Main Nav & Sub-Nav (fly-outs)?
- Did user know that clicking on the LD Logo would take them to the Home Page?





# Homepage Findings

## User Responses

*“The font is getting smaller. On the “our morning ritual” the size is smaller... and is getting smaller - I am an older person.”* – **Cathy, Female, Age 55, British Columbia, Desktop**

*“Good, the ads are simple and not a million of words, especially when you use your phone you don't want too much info on your app screen.”*  
– **Julian, Male, Age 25, Calgary, Mobile, Spanish**

*“I would just go look at the pictures and click on it, and if the product is what I want, I hope the picture will take me to a certain department where I can look and buy my products.”*  
– **Ellie, Female, Age 55, British Columbia, Mobile**

*“I see they list things on sale, which I always look for things on sale.”* – **Holly, Female, Age 35, Alberta, Desktop**

*“I like the design and the layout of this website. The header is nice and looks quite nice and very clean. Hmm.. cool. I like the layout, it's very accessible, everything is put together decently. The images are good. Um..yeah I like this. If anything, I think maybe the images are too big. When I am looking at the website... I like how the photos are laid out in an economical way... I can see that older people would like bigger photos like my mom... she likes the photos large. With that being said, if the photos were larger, the size would sort of be like Amazon....this website is kind of like a best buy page.”* – **Jonathan, Male, Age 23, British Columbia, Desktop**

*“I prefer seeing the departments on top and not in the middle like here.”* – **Sirine, Female, Age 33, British Columbia, Desktop ,Arabic**



# Homepage Observations

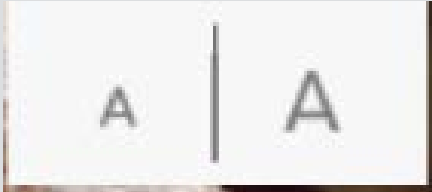
When asked to explore the Home Page, users felt the layout and aesthetic was really nice and clean. There were more than a few initial comments that images felt a bit large and chunky. Others expressed a desire to be able to visually navigate into departments from the Home Page and felt this option should be elevated in the page.

Some users mentioned the promotion panels felt too overwhelming and not very actionable. Most agreed they liked how the panels were not too wordy. One user mentioned it would be nice if more obvious sale items were intermixed with the promotional tiles. Another older participant felt the type got too small in the product detail panels.


All users understood they could click on the London Drugs logo to return to the Home Page.



# Homepage Recommendations

Finding Priority	Support Image (if applicable)	Task/Question	Recommendation	Supported Goal	Impact
Low		What are you seeing on the home page, please tell us what you think?	Instead of requiring users to increase their font size through their browser setting, consider adding the ability to increase it on the site itself (+A / -A)	Clearly informing users of deals, benefits, and product info	Providing this feature could have a positive benefit to the older demographic. The recommendation is not based on a serious usability problem. It would be more of a good-will gesture to users and will support a positive feeling about the London Drugs brand. Users can still adjust the font size in the browser.
Low	N/A	What do you think of the home page?	Users would like to see more “clickable” department navigation higher in the page.	Increasing findability	This design is not currently impeding users from finding departments. A higher position on the page would better encourage users into the shopping funnel sooner however.

# Homepage Recommendations

Priority	Support Image (if applicable)	Task/Question	Recommendation	Supported Goal	Impact
Low		What do you think of the homepage?	LiveArea recommends reviewing the sizing of imagery with our design team, especially when considering viewport height. LiveArea can make recommendations on what these heights should be so that users do not need to scroll up and down to view the full tile. Additionally, the LD marking team will want to work to determine how content can better support the user need of providing actionable content.	Clearly informing users of deals, benefits, and product info	The current design does not impede users from shopping or completing a task but the optimization of image sizes will likely increase user comprehension of the homepage, particularly for those with smaller screens. This will equate to users becoming more engaged and entering the shopping funnel sooner. This could have the greatest impact on users that are not task-oriented.

# Homepage Recommendations

Priority	Support Image (if applicable)	Task/Question	Recommendation	Supported Goal	Impact
Low	N/A	What do you think of the home page	Review verbiage for “LD Extras” program. Currently, users are not understanding what it is and mistaking for Services.	Increasing findability	The recommendation is to provide more explanation of the LD Extras program to help users fully understand that this is a rewards program. More promotions of LD extras in key areas of the site promoting the program and informing users of what the LD Extras program entails will help users to understand the benefits. The risk in not addressing this recommendation is that many users may be aware there is a rewards program but because they do not recognize LD Extras as being the rewards program, or fully understand how to engage in it, will abandon the task/purchase. A separate recommendation is to refer to the program as “LD Extras Rewards Program.”

# Shopping Funnel | Threads 5 & 6

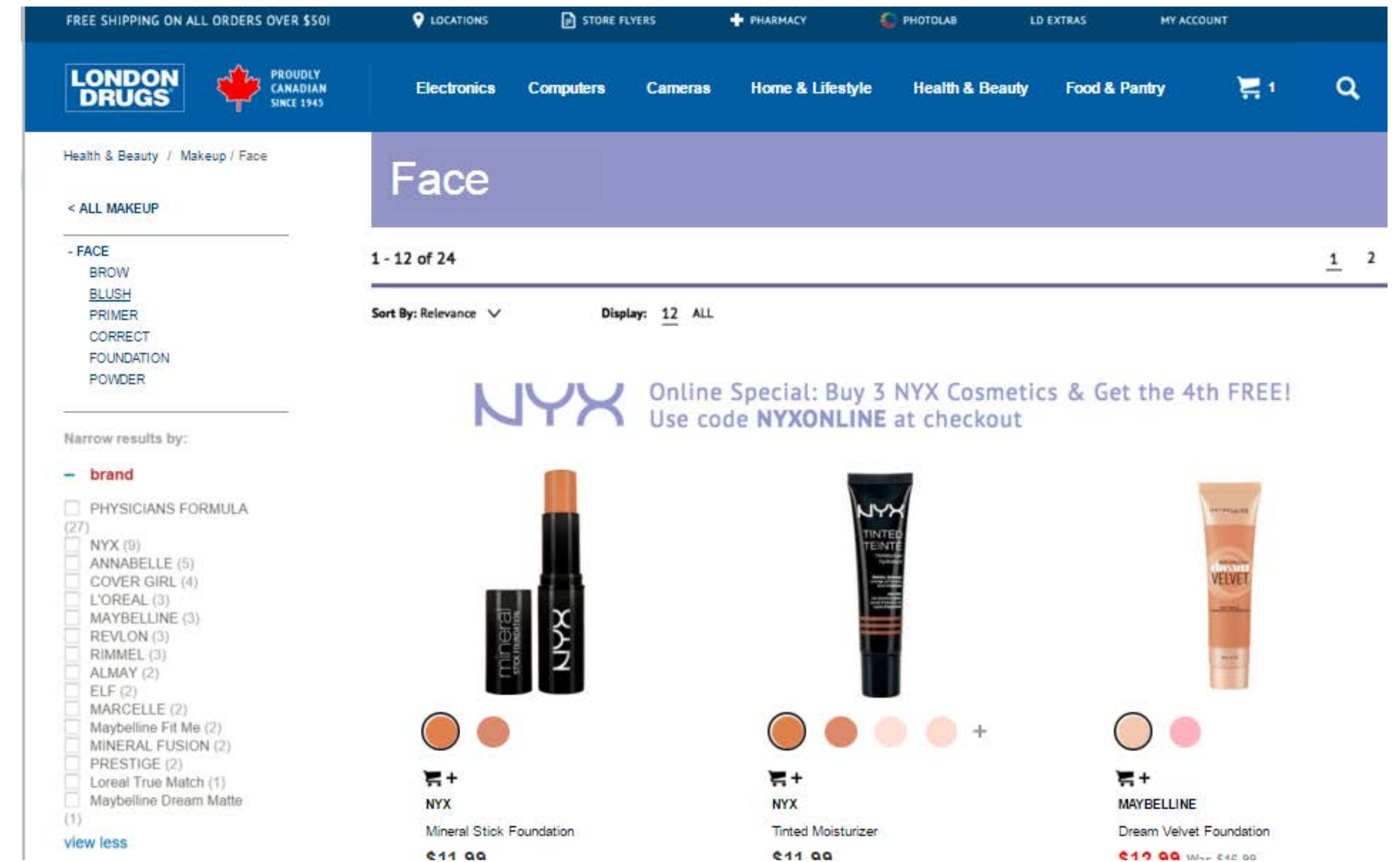
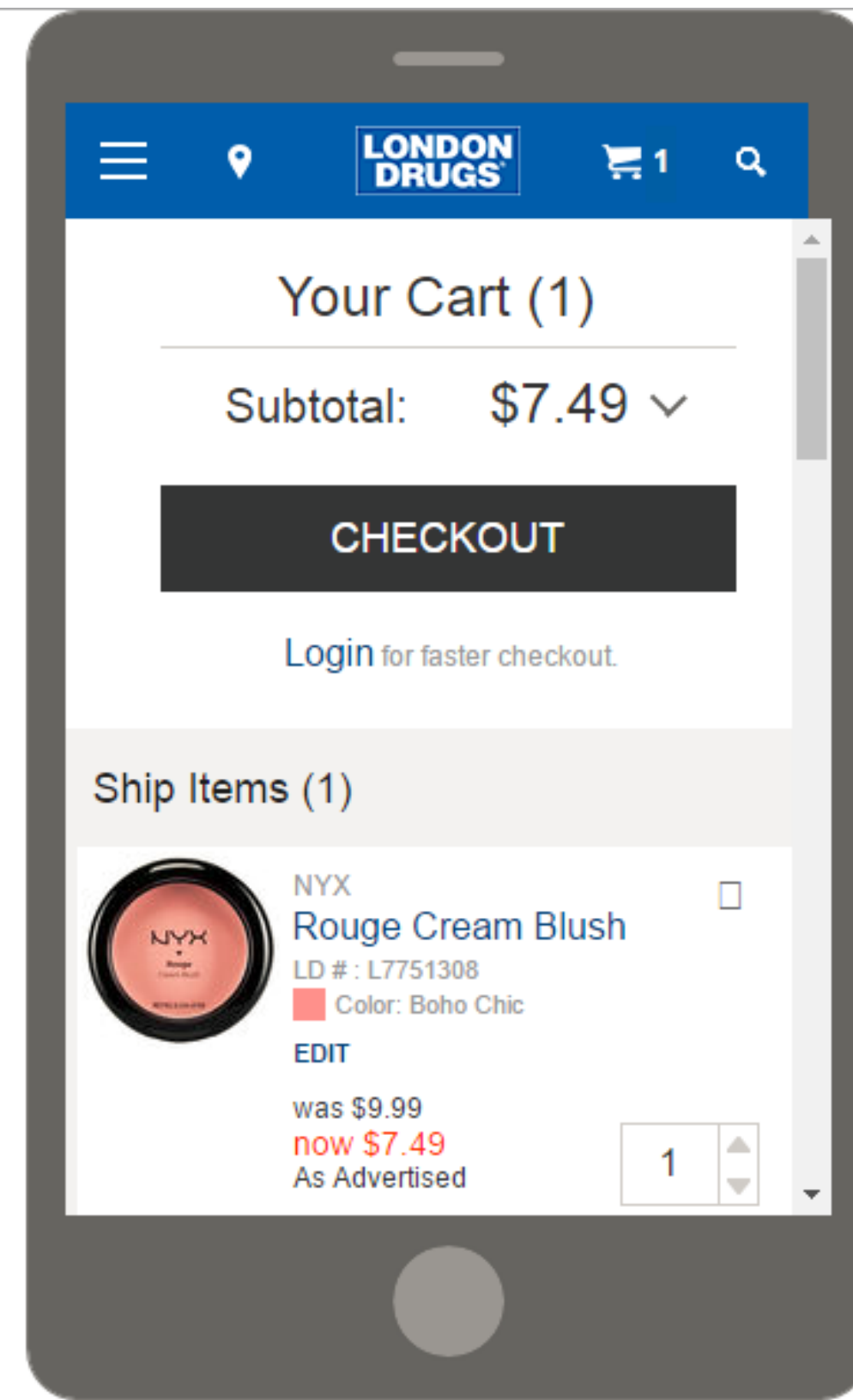
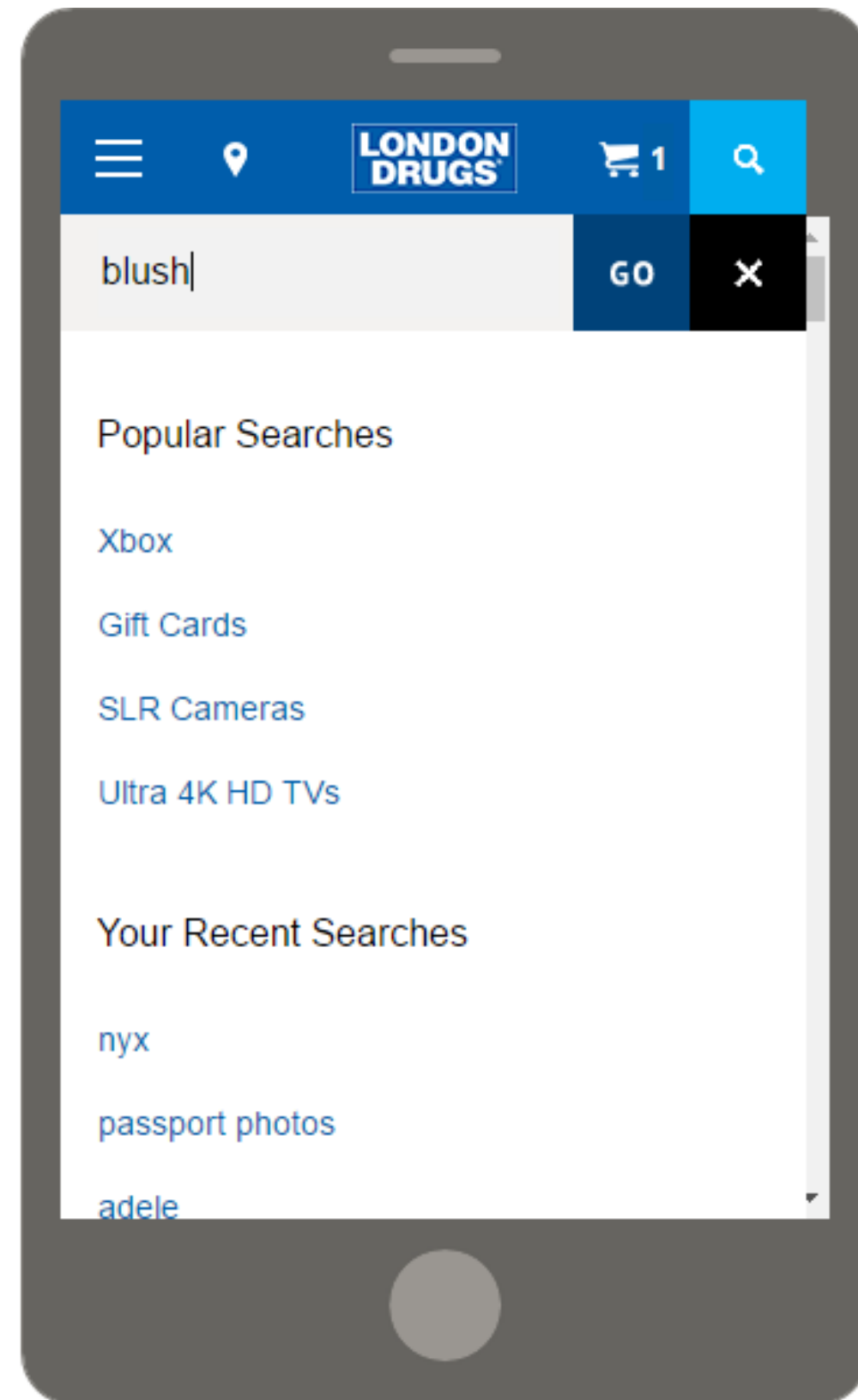
# Shopping Funnel Tasks

## **User Task: Locate & Purchase a Blush product**

- Did user use Main Nav, Search, or other first, second, etc.?
- Did user make it through the checkout process unhindered? (Proctor will ask)
- Did user feel like they were supported by the interface?



# Shopping Funnel Screenshots





# Shopping Funnel Findings

## User Responses

*“So. I am going to go top tab in health and beauty and click on makeup tab on the left and go to the left hand side and look through the section under make up and click on face. And I would click on blush and display all. Then I would look through all of them. I really like how you can see all the colors and all the products.”*

– Shirley, Female, Age 24, Manitoba, Desktop

*“The shopping experience was really easy and expected. I do shop online at times and even give 9/10-star rating in terms of usability.”* – Scott, Male, Age 32, British Columbia, Mobile

*“I see the product, sales price, regular price, I see the rating system, I see the promotion code and how much of a discount offered, I see the different quantity available, different colors or add to favorites and gift this item to someone. I see that if you want to share this to social media and other products related to Blush and the overview of what the product is and the ingredients. I can read the reviews and even ask questions, pretty cool is that you can sort the questions. If you want to sign up with an email can probably get some coupons and I see company information option.”* - Satinder, Male, Age 37, British Columbia, Mobile . Punjabi

*“I feel like the checkout process was easy and I like the options. I like PayPal, and I like having PayPal as an option because a lot of places don’t offer PayPal.”*

– Holly, Female, Age 35, Alberta, Desktop

*“For a small item. shipping cost is pretty high. I would have done pick up in store.”*

- Stephen, Male, Age 45, British Columbia, Desktop, French

# Shopping Funnel Observations

Every single user expressed delight in how simple and straightforward shopping and checkout process was. Many mentioned it was one of the best they had encountered. All said they felt supported along the process and that there were no visual distractions.

In regards to product selection, users appreciated that all the color choices were shown the first time the product was presented. They were very pleased with all the information presented in general, especially how easy it was to see sale prices and original pricing next to each other. The Cart+ icon was well received and many said they would be inclined to use it.

As far as the cart itself is concerned, users found it contained almost all of the information they would like to see. One user mentioned it would be great if the cart alerted them to price changes and out of stock issues if they add items to cart and then returned to the cart again at a later session.

In regards to checkout, users felt the Shipping and Payment screens were very simple to complete. A few users were happy to see there were different payment options, especially PayPal. Once again, the ability to Pick-up in Store was a huge hit.

# Shopping Funnel Recommendations

Finding Priority	Support Image (if applicable)	Task/Question	Recommendation	Supported Goal	Impact
Low	N/A	Locate and purchase a blush product.	Add the ability to navigate visually by incorporating “clickable” department imagery tiles with fewer words to help ESL users navigate more efficiently.	Increasing findability	This recommendation will have a low impact to Native English speakers. For ESL users, this revision could possibly lead to increased conversions as it may get them into the shopping funnel sooner. However, not implementing this change is still low risk as it does not currently impede users.
Low	N/A	Locate and purchase a blush product.	LD should evaluate the benefit of including a Customer Service Phone Number and / or Email option in the Banner as it can be reassuring to users.	Reinforcing a positive brand experience	This is not impeding users from completing any tasks. It is currently in key places on the site. It might give users a more positive feeling toward the brand but it does not present barriers to completing tasks

# Shopping Funnel Recommendations

Finding Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
Medium	N/A	Users would like an alert to appear at the top of the cart if the price of one of the items in their cart has changed or is no longer in stock.	Clearly informing users of deals, benefits, and product info	This recommended update is likely to support a higher conversion. If a product goes on sale, users will be more inclined to make the purchase. If however, the product has changed from a discounted price to be more expensive or has reverted back to full price, it will save the user the aggravation of discovering this out in checkout. It can support strong user confidence in the site and how price/cost is communicated.

# Search | Thread 4



# Search Tasks

## **Task: Search for Blush (if didn't earlier)**

- Did user understand the Magnifying Glass indicated Search?
- Did users like text insight?
- Walk through Search panel groupings (links)
- Prefer exposed or not exposed?

# Search Findings

## User Responses

*“User also said he can use search icon to look for blush. User typed in blush, and clicked on the auto-populated option”* – Antonio, Male, Age 51, Mobile

*“I could also type in blush or click on the populated fields below. Search field was obvious with magnifying glass.”* – Jonathan, Male, Age 23, British Columbia, Desktop

*“It’s wonderful that once I typed in letters, options appear, I've never seen that before. Once you get into the blush you can see all the brands and different colors. I love it!”*

– Cathy, Female, Age 35, British Columbia, Desktop

*“I prefer it (the search field) to be there for you to search. I think on a mobile I would rather search with the search bar.”* – Kevin, Male, Age 24, British Columbia, Mobile

“Exposed? It is something I like to pick, rather than go through the menus and allow me to look at other things where as exposed it can block things. I think on a mobile I would rather search with the search bar.” - Christine, Female , Age 28, Manitoba, Mobile

“I prefer not exposed. Sometimes if it is open, it covers things you can't see and the things you want to see. For me, I like to have it close and click on it as an option and if I need it. My husband uses search all the time. However, I prefer navigating.” – Sheryl, Female, Age 45, Alberta, Desktop

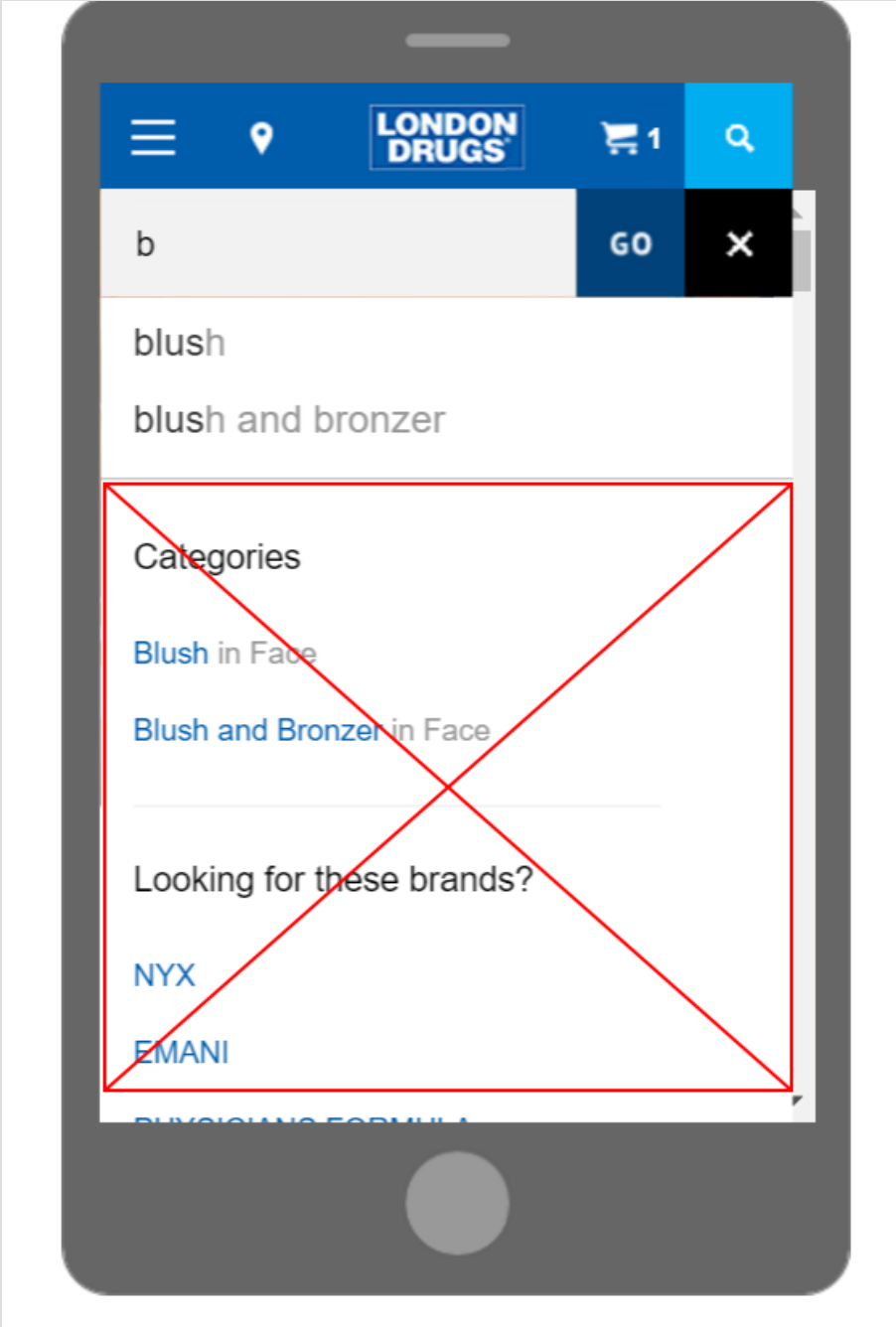
# Search Observations

This was one of the most fascinating portions of the study. Using broad generalizations, women preferred to navigate manually through the Main Nav and Sub Nav as they like to explore while they are shopping. Men tended to be much more task focused and preferred to use the Search feature. ESL participants were more inclined to navigate visually through department tiles, the assumption being visuals were very helpful for context when the words were not always obvious.

In general, form factor tended to dictate search preferences. For those on desktop, both the Text Insight feature, along with My Recent Searches, and auto-population of the product being queried were well received. On Mobile, users expressed the desire to only see the Text Insight portion of the feature.

Users were equally split on whether or not they would like the Search field exposed on initial page load. All users understood that the magnifying glass icon indicated search.

# Search Recommendations

Finding Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
High		<p>Review multiple devices (tablets and phones with multiple OS) to see if the Search function expands correctly by “tapping” on Mobile.</p> <p>If there are issues with this (as expressed by multiple users), then consider having the Search Field initially exposed on Mobile.</p>	Increasing findability	Considering search is one of the primary method for users to enter the shopping funnel, correcting any usability issues pertaining to search on touch devices will have a great impact on the success of shopping tasks.
Low		<p>For mobile devices, consider only using Text Insight and not display the expanded panel with Recent Search links.</p>	Making it easier to checkout	This current design does not necessarily impede shopping tasks, but implementing the recommendation may improve comprehension by reducing the number of choices users are asked to make.



# Search Recommendations

Finding Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
Low	N/A	On desktop, some users liked “my last search items” but most felt “popular searches” inappropriate. Consider removing search recs that are not customized to the user.	Reinforcing a positive brand experience	Implementing this change will potentially improve brand perception but this is not a usability issue. Removing may support an improved connection to the brand but there are marketing and merchandising factors to considers as well.

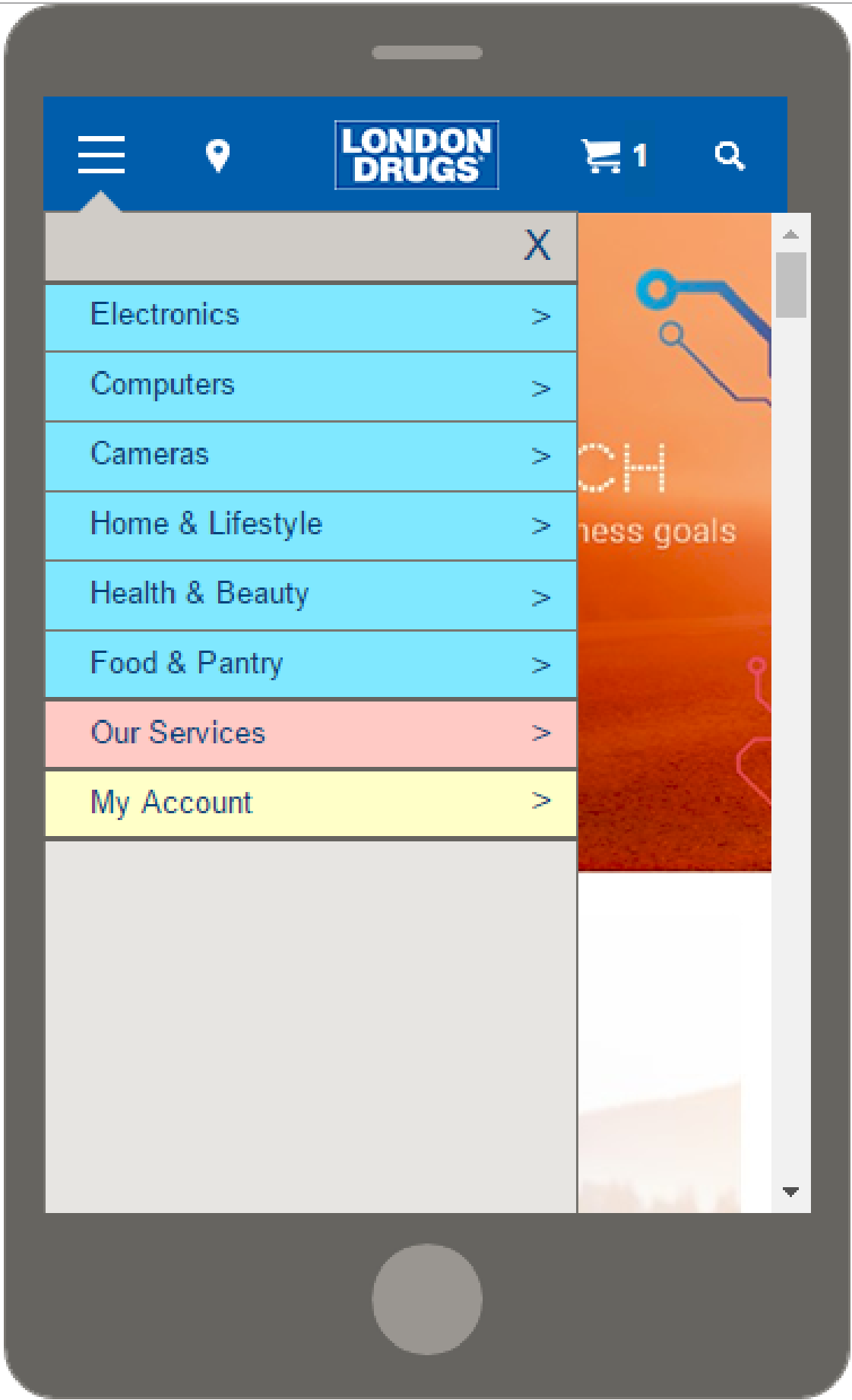
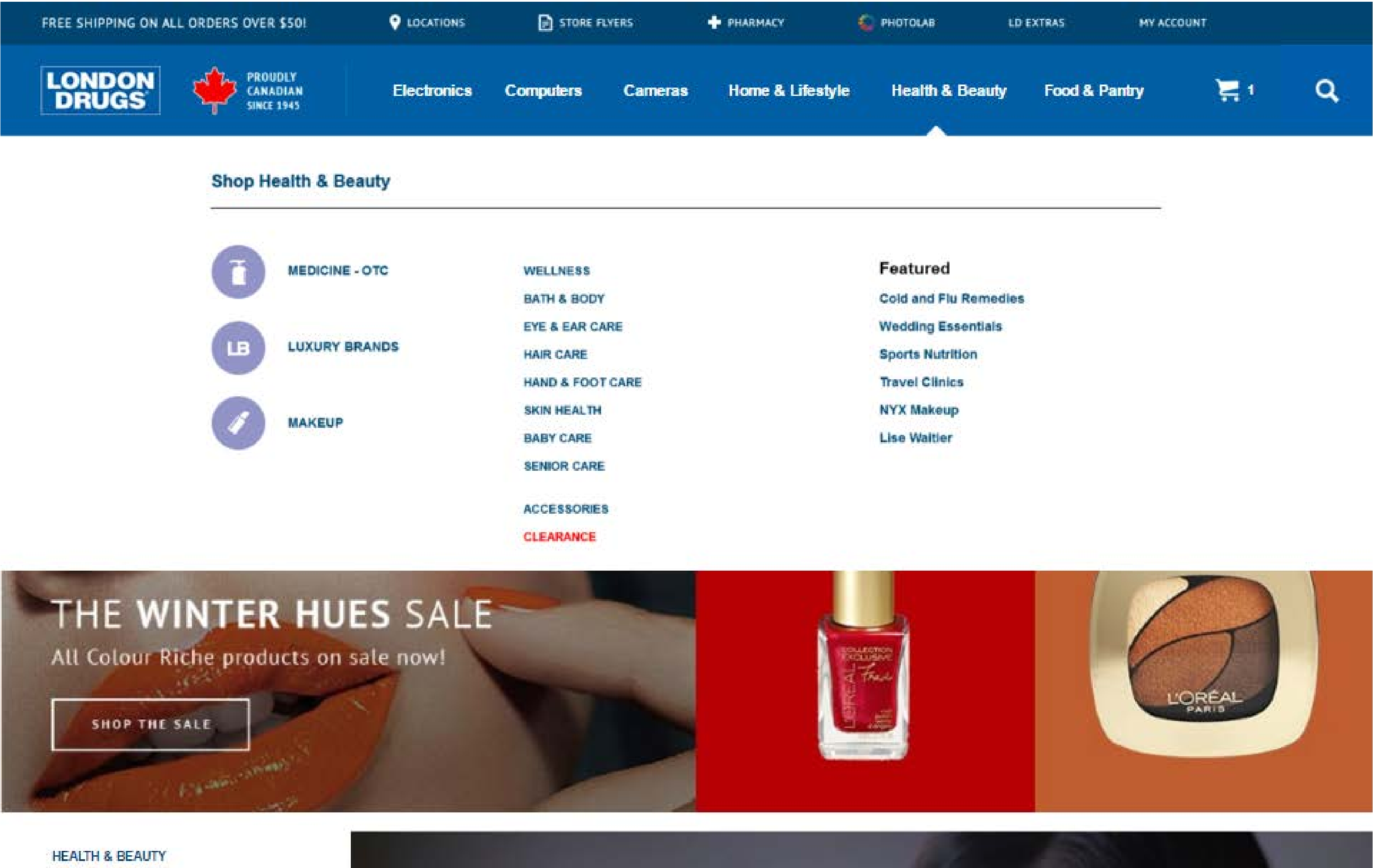
# Main Navigation | Thread 5

# Main Navigation User Tasks

**Task: Describe the elements you see and what you think they do (are for).**

- Did the user notice the Main Nav and Sub-Nav flyouts?
- Was user able to locate Store Flyers? If so, how?
- Was user able to locate Gift Cards? If so, how?
- Was user able to locate Services? If so, how?

# Main Navigation Screenshots





# Main Navigation Findings

## User Responses

*“I find it interesting that the store flyers are on the top. I like that it is there and if you scroll down you can still see the flyers on top.”*

–**Shirley, Female, Age 24, Manitoba, Desktop**

*“(For Services) I would probably look into locations, so yeah I would look at that for sure.”*

- **Jonathan, Male, Age 23, British Columbia, Desktop**

*“I guess, I would probably click on LD Extras to look for things related to Services.”*

- **Holly, Female, Age 35, Alberta, Desktop**

*“I would scroll down and see a link in the bottom to find a link to Gift Cards or click on Customer Care.”* – **Sheryl, Female, Age 45, Alberta, Desktop**

*“The window with the drop (location), I wouldn't know what that is, but I do know the shopping cart icon is to add items and to checkout.”* – **Ellie, Female, Age 55, British Columbia, Mobile**

*“LD extras, I don't know, is that is some kind of rewards program?”* – **Stephen, Male, Age 45, British Columbia, Desktop , French**

# Main Navigation Observations

Users agreed that all important information should be at the top and included in the banner. It was very difficult for users to find Services that were not specifically called out in the top band of the banner. As a side note, many users were not aware that London Drugs offered Services at all.

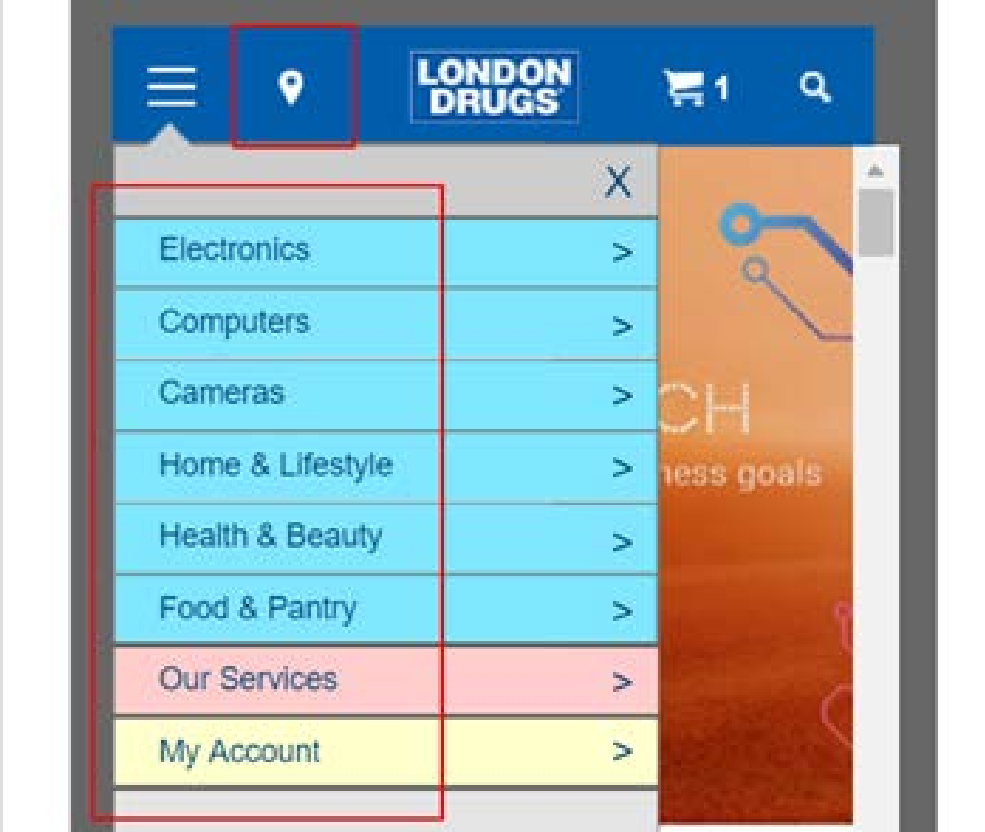
Many users were unclear about what LD Extras were and tended to click there to see Services. This will probably be more publicized in the future, but the verbiage does not suggest this is a rewards program. Another user mentioned it might be nice to have a Customer Service number included as well.

Although a well-recognized pattern to younger audiences, on the mobile experience, some of the older users expressed confusion over the Location icon.

In regards to Store Flyers, these were easily located on desktop, but not necessarily on mobile. Only a few users thought to look for Gift Cards in the footer under Customer Service. The rest said they would just use search.

Following up on the initial Taxonomy study, when queried where they would search for Cameras if it was not in the Main Nav, all said they would look under Electronics. All users also said they would look Appliances within Home & Lifestyle.

# Main Navigation Recommendations

Findings Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
High		<p>On mobile, revisit the first state of the drop-down menu to confirm important services, store flyers, and other main site actions are represented.</p> <p>SEO implications need to be considered, as well as potential A/B testing.</p>	Increasing findability	The mobile site serves not only online shopping, but also serves the brick and mortar experience by confirming LD's offerings. This rec will impact mobile user's decision to go to the physical store by confirming the services they will find there.
Medium	N/A	On mobile, find a way to make the Location Icon more recognizable to older audiences.	Increasing findability	Considering the growth of mobile use amongst all age groups, and LD's customer base, this rec could have a significant impact on brand perception. It is not however, an impediment to the user experience.

# Main Navigation Recommendations

Findings Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
Low	N/A	If LD determines that Services are a major income driver, then Services need to be incorporated into the banner.	Increasing findability	Opportunity to sell other services, by placing them more prominently. As well as an opportunity to affirm the brand identity, "we take care of that"
Low	N/A	Consider adding more posters and other advertising vehicles to Brick and Mortar entrances so that users become more aware of LD Service Offerings	Clearly informing users of deals, benefits, and product info+ Reinforcing a positive brand experience.	(Informational)



# Main Navigation Recommendations

Findings Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
High	N/A	When LD Extras are launched, make sure to publicize this feature prominently on the Home Page. Revisit verbiage so users understand this is a rewards program and not Services.	Clearly informing users of deals, benefits, and product info+ reinforcing a positive brand experience	Doing this will support user's comprehension and findability of the LD Extras Rewards Program. ..

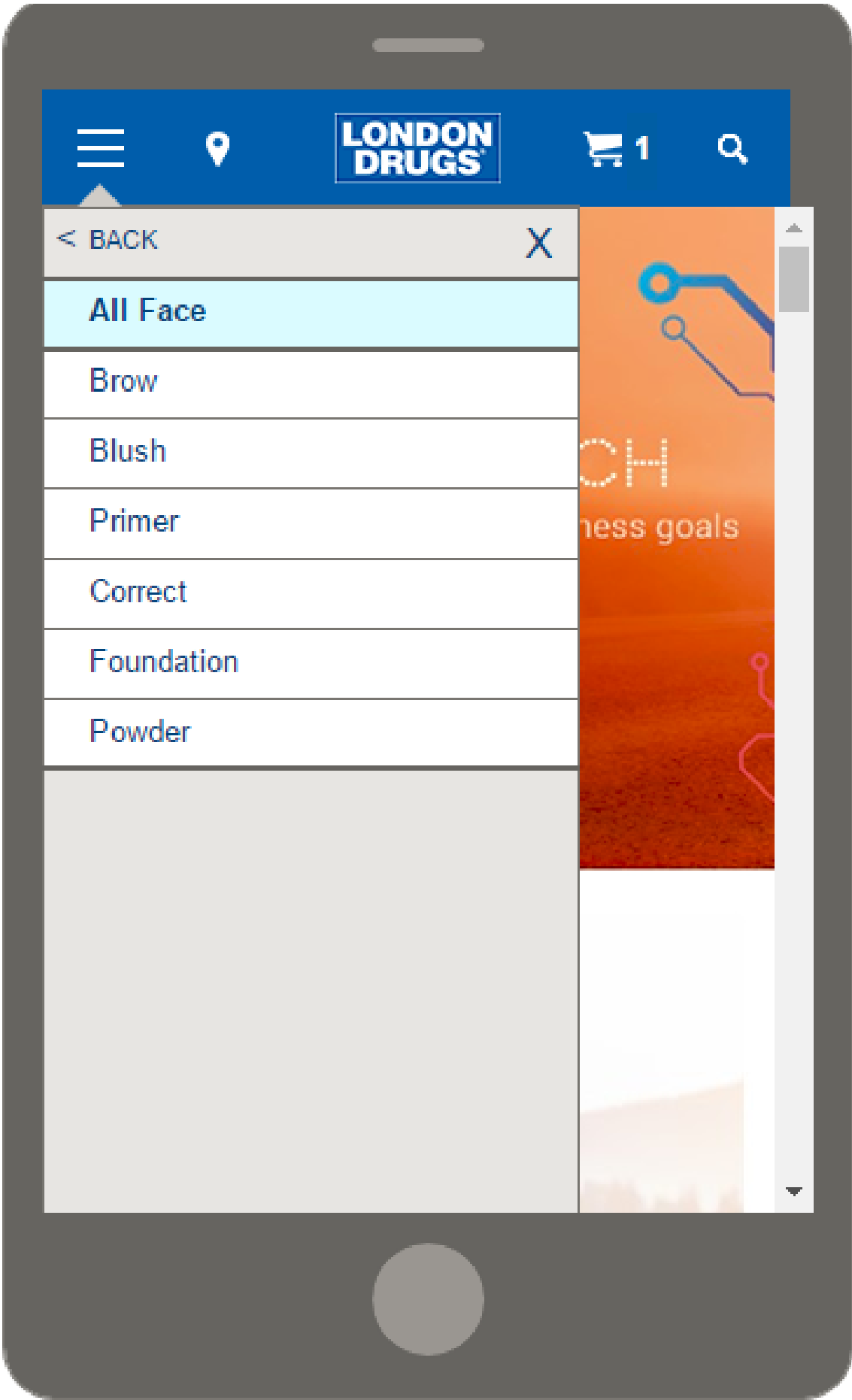
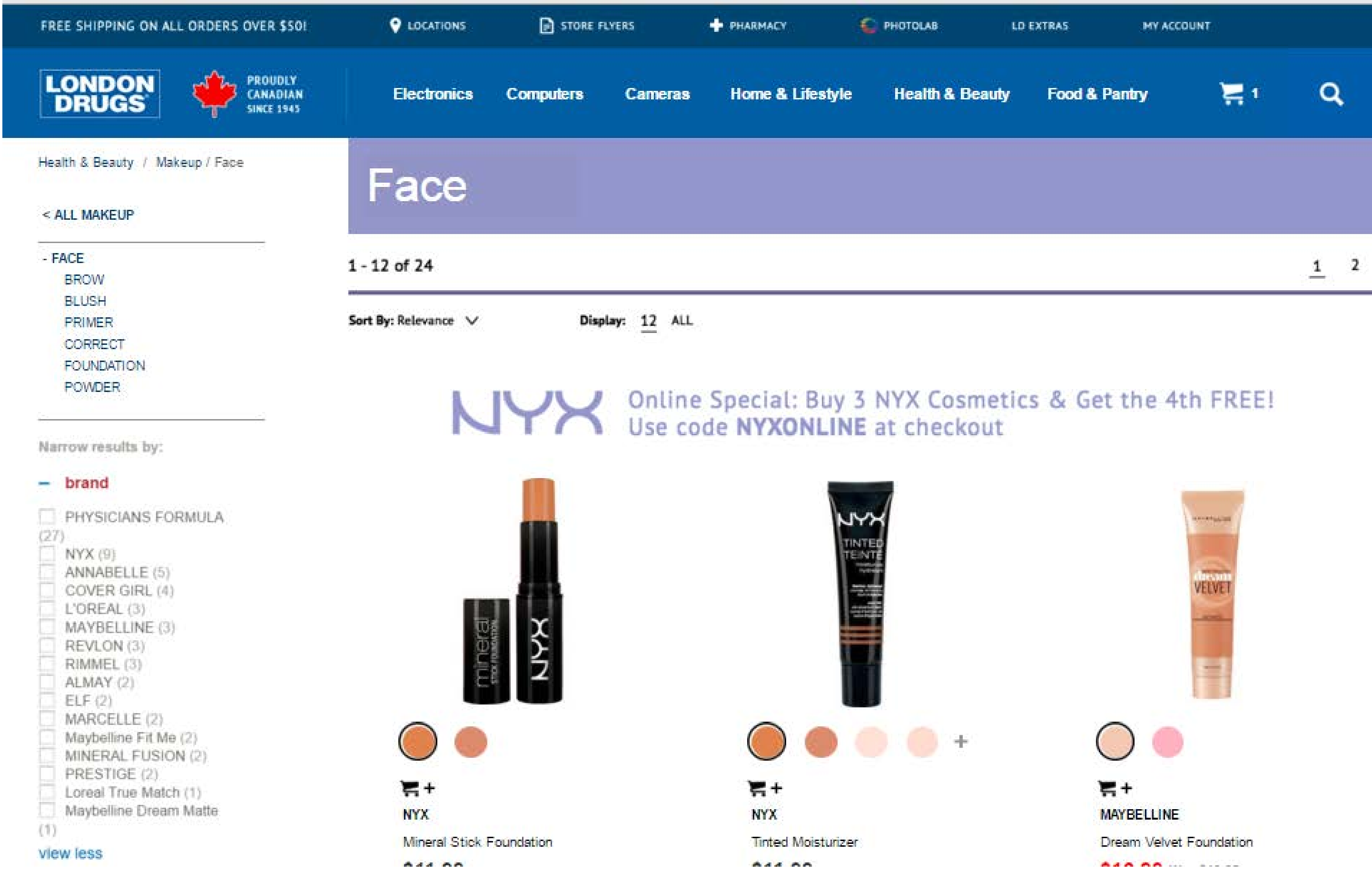
# Sub Navigation | Thread 5

# Sub Navigation Tasks

**Task: Have user walk through Health & Beauty Sub-Navigation**

- Does user understand what Featured items are?
- Does user know what OTC means in Medicine – OTC?
- Where would user locate Men's Aftershave?
- Where would user locate Band Aids?
- Where would user fill a prescription for Antibiotics?

# Sub Navigation Screenshots





# Sub Navigation Findings

## User Responses

*“(Mobile User) I think when I click on beauty, they should list categories right away.”*

- **Christine, Female, Age 28, Manitoba, Mobile**

*“I ignored this area (department icons) because I don’t see the price next to the columns.”*

- **Sirine, Female, Age 33, British Columbia, Desktop, Arabic**

*“Luxury brands I can probably get higher end skin care and higher end make up. Cold and flu remedy, where I get medicine for a cold. Wedding essentials, I think could probably get make up. Travel clinics, think you click on that for vaccinations.” – Shirley, Female, Age 24, Manitoba, Desktop*

*“Featured section: uh.... 20 second pause... that is a good question, what are those sections?*

*I don't know. If I was to see it and I wouldn't know what it is.” – Sheryl, Female, Age 45, Alberta, Desktop*

*“For men’s aftershave, I would probably start with skin care because it is an after shave.”*

- **Holly, Female, Age 35, Alberta, Desktop**

*“Probably back to our services. that’s my guess. Yeah I see Pharmacy. \*user was able to locate prescriptions.”*

– **Scott, Male, Age 32, British Columbia, Mobile**

# Sub Navigation Observations

Overall, users were stoked they could navigate through all the levels (+/- functionality) to get to the page they desired without having to do multiple page refreshes.

On desktop, user liked the fly-out panels to see more details about what categories each section contained. There was some banner blindness when it came to recognizing that some of the icons were navigable, but this may have been a concept issue as this feature is still being designed.

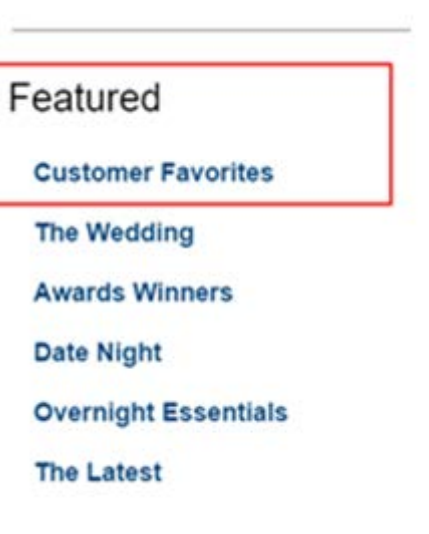
On mobile, users were happy to see that you could navigate within the Section HUB to get to the different categories without having to use the Hamburger Menu. Most users responded well to the concept of Featured items (curated sets or seasonal promotions), but the vernacular and the presentation needs to be reevaluated.

Following up on the initial Taxonomy study, all users responded well to the consolidation of the Health and Beauty sections into one. They were able to find Men's and Women's products by body part rather than by gender (although one mentioned they missed that ability). All understood that OTC meant Over the Counter, and were clear that they would go to the Pharmacy instead of the Health & Beauty section to refill a prescription.

# Sub Navigation Recommendations

Findings Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
High		Revisit design of Sub-nav panels (concept only) to ensure users are noticing main categories as links (banner blindness issue)	Increasing findability	Navigation comprehension is very important to completing shopping tasks and browsing. Improving navigation issues will help get users more quickly into a relevant shopping funnel and improve brand perception.
Medium - High		Allow users to navigate as deeply as they want via the Side Nav without refreshing the page as they do so.	Increasing findability	Navigation comprehension is very important to completing shopping tasks and browsing. Improving navigation issues will help get users more quickly into a relevant shopping funnel and improve brand perception.

# Sub Navigation Recommendations

Findings Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
Medium		Review wording of “Featured” (curated sets) so they are more intuitive. Appears in Nav Fly-outs and Left Side Nav.	Clearly informing users of deals, benefits, and product info	Presenting needs-based categories or curated sets in the navigation may only be effective if they are relevant to the user. Thoughtful consideration of what categories are listed in each context, and the labeling of these categories and headings could have a great impact on whether these are noticed by or feel relevant to users. Use analytics and A/B testing to fine tune. ..



# Section Hub: Health & Beauty|

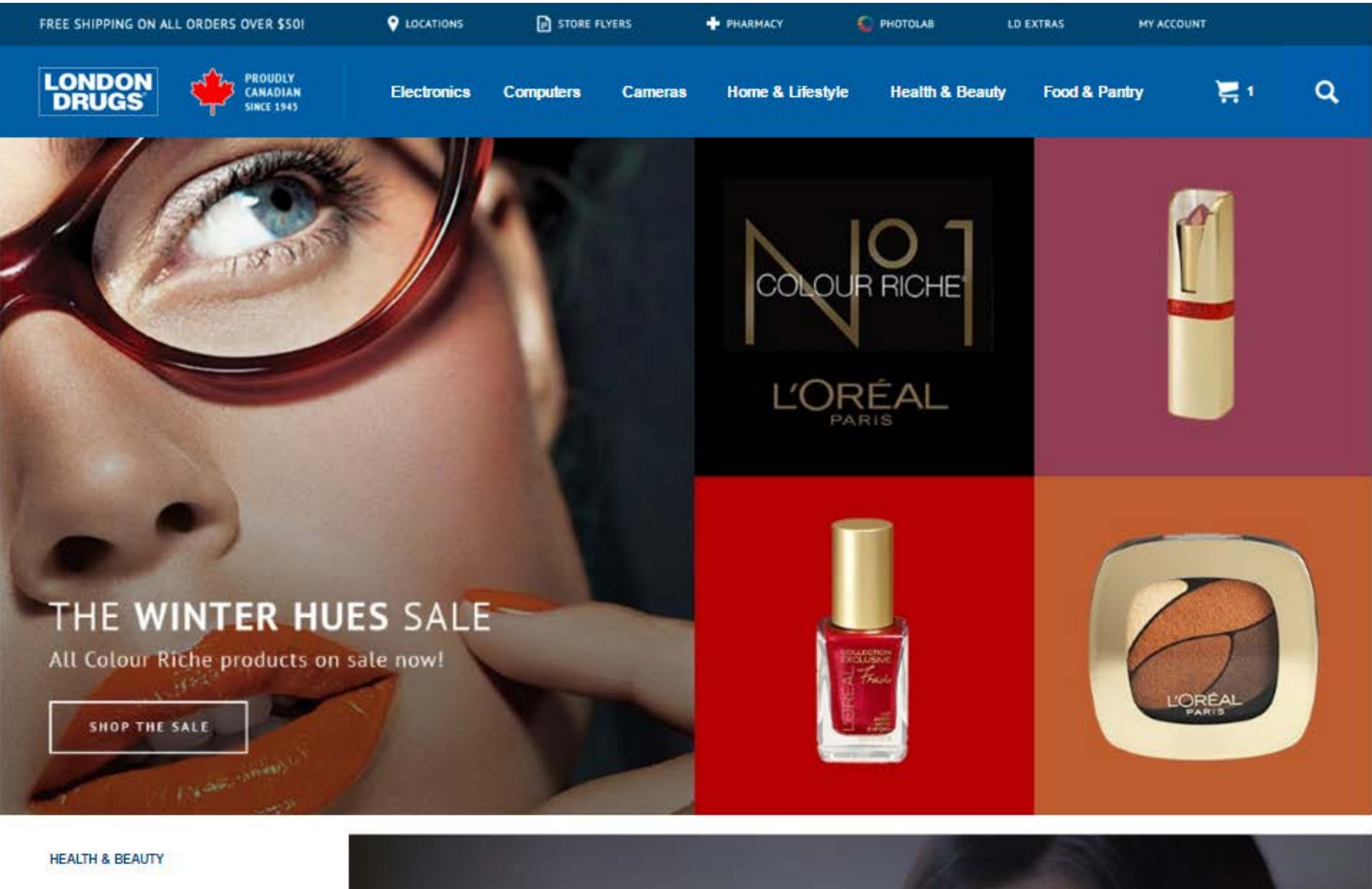
## Thread 5

# Section Hub Tasks

## **Task: Explore the Health & Beauty HUB**

- Describe page elements
- Did user notice the Side-Nav? (This is inline as a drawer on Mobile)

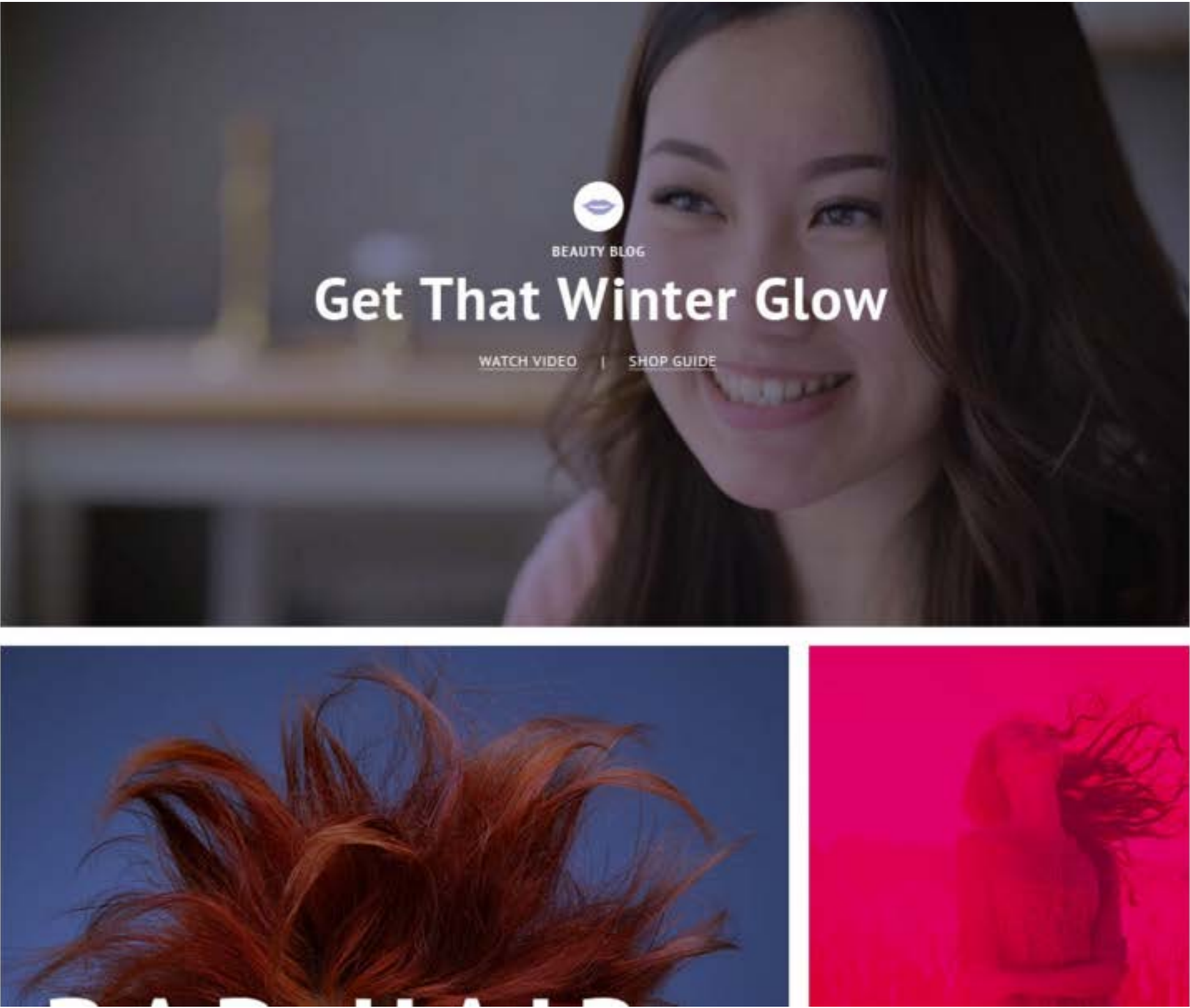
# Section Hub Screenshots (large)



- + MEDICINE - OVER THE COUNTER
- + WELLNESS
- + MAKEUP
- + BATH & BODY
- + EYE & EAR CARE
- + HAIR CARE
- + HAND & FOOT CARE
- + SKIN HEALTH
- + BABY CARE
- + SENIOR CARE
- + ACCESSORIES
- + CLEARANCE

## Featured


- Customer Favorites
- The Wedding
- Awards Winners
- Date Night
- Overnight Essentials
- The Latest





# Section Hub Screenshots (large)

Recommended For You



FREE SHIPPING


CALVIN KLEIN

Escape For Women Eau De Parfum 50ML

\$29<sup>99</sup>

Was \$39<sup>99</sup>

★★★★☆ 4.0



RoC


Pro-Renew Anti-Aging Unifying Cream 50ML

\$52<sup>99</sup>

Was \$62<sup>99</sup>

★★★★☆ 4.0

LD EXCLUSIVE



MARCELLE

Monochromatic Blush - Pink Mademoiselle


\$15<sup>99</sup>


Was \$21<sup>99</sup>


★★★★☆ 4.0

Recommended Luxury Brands

Recommended Luxury Brands







Looking For More? Click Here to Shop All Luxury Brands


Email Newsletter


Sign up and receive promotions and special offers by email.


Enter Your Email


SIGN UP


Connect With Us











Our Services

PHARMACY

PHOTO LAB

Customer Care

CONTACT US

OUR GUARANTEE

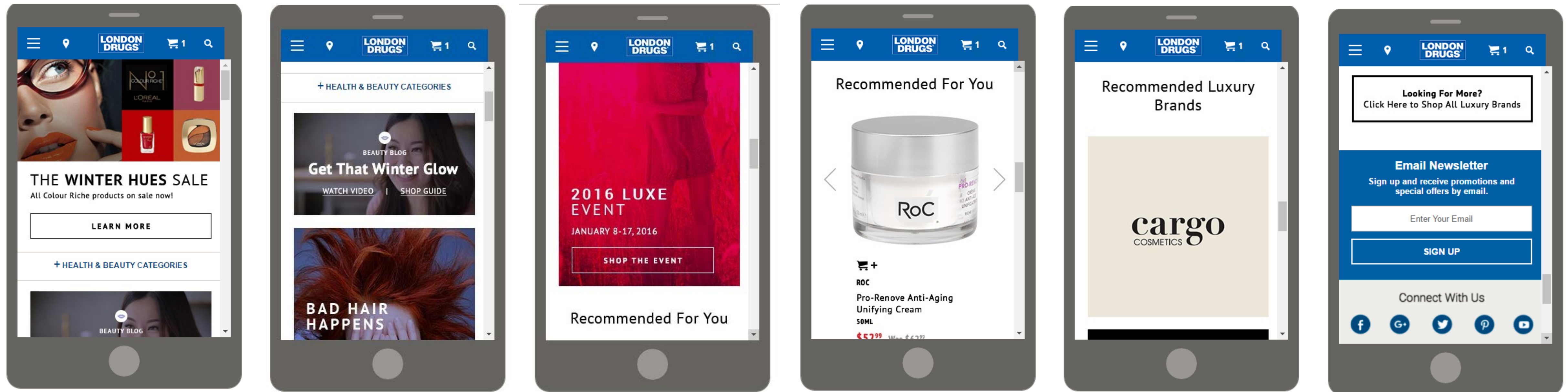
Company Info

LONDON DRUGS STORY

CORPORATE INFO



# Section Hub Screenshots (small)



# Section Hub Findings

## User Responses

*“(Mobile user) I like the layout, it is very simple. I like the categories within this page, so you don't have to go to the top left, the categories in the middle top is useful.”*

– **Julian, Male, Age 25, Calgary, Mobile, Spanish**

*“I see a winter hues sale, I see nail polish, eye shadow, I would probably click on that because I am interested in that. Scrolling down, I would rarely look at those videos... I see that they recommend something and list the price and reviews. I like that, because sometimes they recommend something and don't offer the prices and reviews from customers. I like how they provided recommended brands so that way I don't have to click on all these products to find what I am looking for.”* – **Shirley, Female, Age 24, Manitoba, Desktop**

*“I see trends and colors. I see new items or new products and sales. That is why this product is on top... I think this is a blog? But I am not interested in blogs. I like the left side navigation which will expand more categories for me to look at. Hmmmm, these ads on this page are not interesting to me. If I am just browsing, I need something more appealing, there is nothing for me here to tell me to go shopping... I see things on sale and the text but it's not red to catch my attention.”* – **Sirine, Female, Age 33, British Columbia , Desktop, Arabic**

*“(Mobile user) More ways to shop ... I think this will give me more options, to me, I would just click on it if I'm looking for something and don't see it in the categories I would just click on it out of curiosity.”* – **Kevin, Male, Age 24, British Columbia, Mobile**

*“More ways to shop question: I don't know actually. maybe pick up in store? More ways to shop. There are only two ways to shop, in-store or online.”*  
– **Satinder, Male, Age 37, British Columbia, Male, Punjabi**

# Section Hub Observations

Although users found the Section HUB visually appealing, overall users were not impressed with the content featured. Many said they would skip over all of the content it didn't feel very "shop-able." Many users said they are not inclined to view Blogs or Videos and are looking for more obvious sale items.

On mobile, many users tended to skip over the Section and Category HUBs altogether, as they could easily navigate into the Grid View pages. "Featured" (curated items) are listed as "More Ways to Shop" in the mobile treatment. This verbiage was not well understood.

All users noticed the left side-navigation. Multiple users mentioned it would be nice to be able to have a "shop by brand" filter on both the Section and Category HUBs.




# Section Hub Recommendations

Finding Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
Medium	N/A	<p>Review the purpose of this HUB page. If it is to get users into specific departments to shop, then promotional content should not be so dominant.</p> <p>Intermix more products with promos so that the page feels more actionable</p>	Increasing findability	Choosing content that is relevant to users and encourages shopping can have a great impact on conversion and brand perception.
Low - Medium	N/A	<p>To help users who like to Shop by Brand, add a way to filter by brand on the Section HUBs.</p>	Increasing findability	In certain categories, where brand loyalty is an important factor in shopping, user satisfaction will benefit from allowing them to more quickly get to the products they relate most to.



# Section Hub Recommendations

Finding Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
Medium		<p>On mobile, review placement of “Learn More” button above the “Health &amp; Beauty” category navigation drawer.</p> <p>Also consider making this drawer open by default.</p>	Increasing findability	Navigation comprehension is very important to completing shopping tasks and browsing. Improving navigation issues will help get users more quickly into a relevant shopping funnel and improve brand perception.
Medium		<p>On mobile, review verbiage for “More Ways to Shop” (curated sets) so that it is more intuitive</p>	Clearly informing users of deals, benefits, and product info	Presenting needs-based categories or curated sets in the navigation may only be effective if they are relevant to the user. Thoughtful consideration of what categories are listed in each context, and the labeling of these categories and headings could have a great impact on whether these are noticed by or feel relevant to users. Use analytics and A/B testing to fine tune.

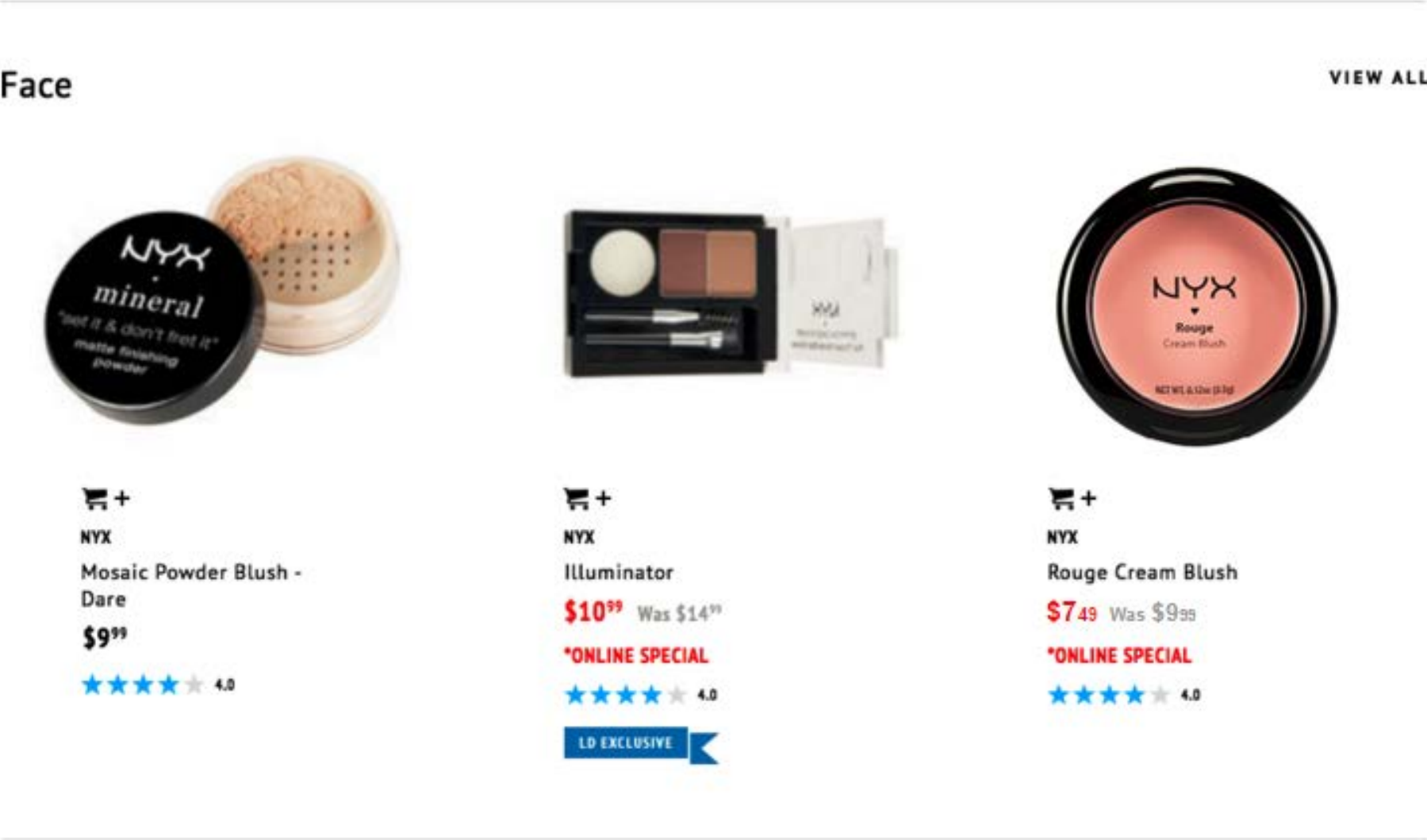
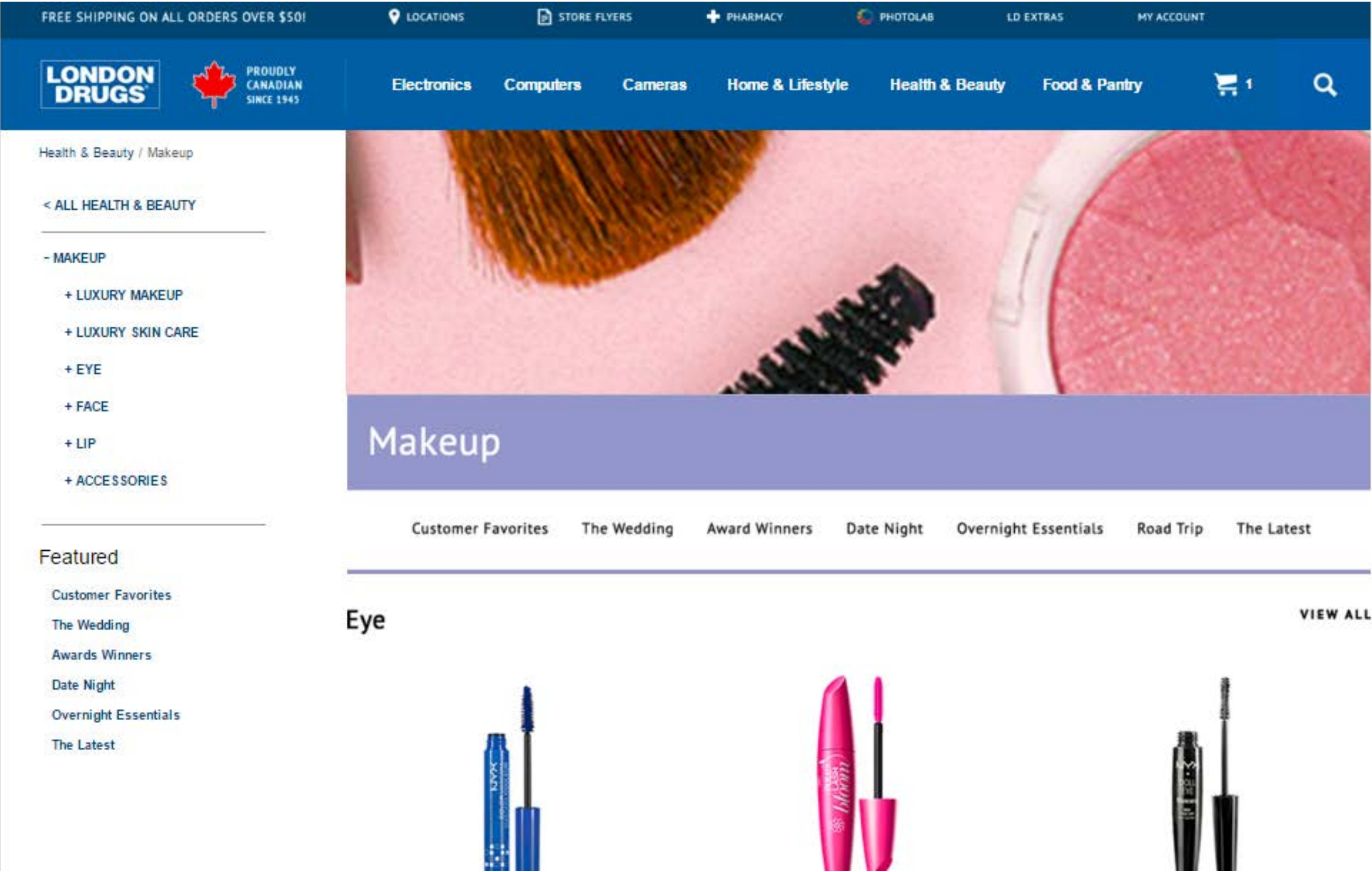
# Category Hub: Make-Up | Thread 5

# Category Hub Tasks

## **Task: Explore the Makeup page**

- Describe page elements.
- Did user notice Featured items (in left side-nav or under the Makeup banner)?
- Are users inclined to explore the HUB pages?

# Category Hub Screenshots (large)





# Category Hub Screenshots (large)



Email Newsletter

Sign up and receive promotions and special offers by email.

Enter Your Email

SIGN UP

Connect With Us

f

G+

Twitter

p

YouTube

Our Blogs

URBAN LIFESTYLE BLOG

LD NERD BLOG

BEAUTY BLOG

PHARMACY BLOG

PHOTOLAB BLOG

GREEN DEAL BLOG

LD INSURANCE BLOG

Our Services

PHARMACY

PHOTO LAB

INSURANCE SERVICES

TRAVEL CLINICS

EMERGENCY PREPAREDNESS

LD SPA

PASSPORT PHOTOS

POSTAL OUTLETS

CERTIFIED DATA

CUSTOM WORKS

RECYCLING

Customer Care

CONTACT US

OUR GUARANTEE

RETURNS & EXCHANGES

CHECK ORDER

SHIPPING & DELIVERY

FAQS

PROTECTION PLANS

PRODUCT RECALLS

PRIVACY & TERMS

GIFT REGISTRIES

GIFT CARDS

Company Info

LONDON DRUGS STORY

CORPORATE INFO

CAREERS

COMMUNITY

NEWS & EVENTS

LONDON DRUGS

LEGAL

PRIVACY POLICY

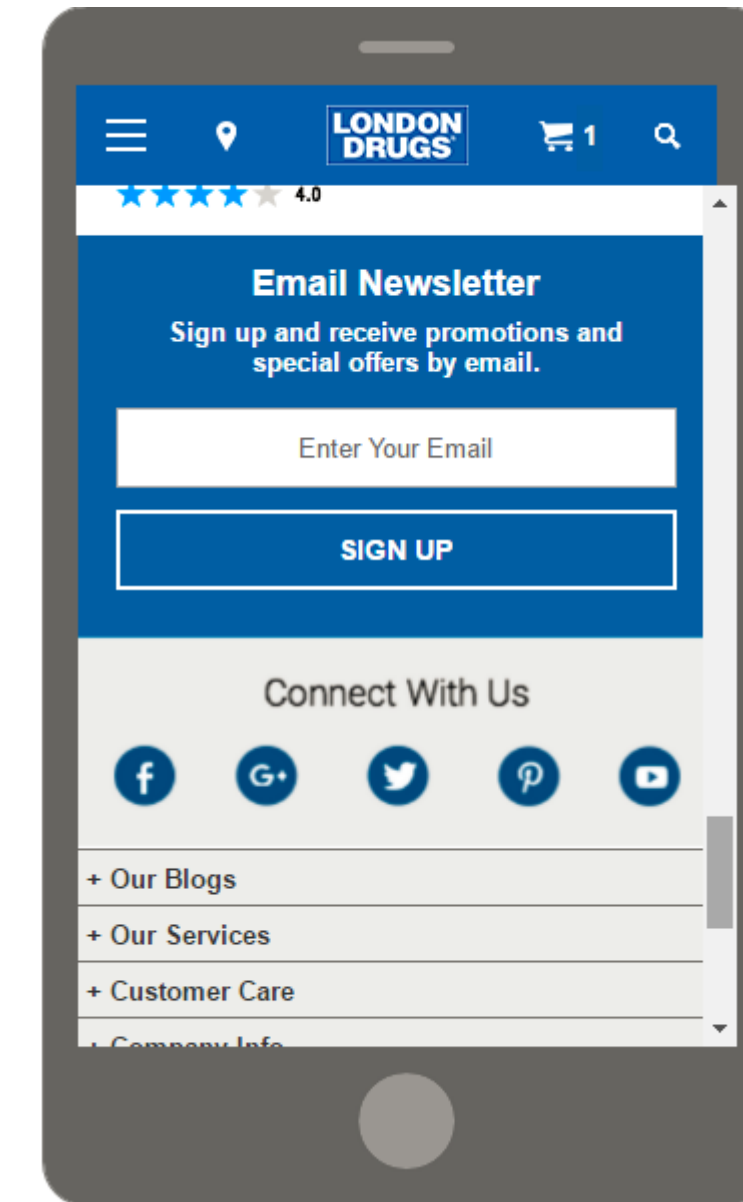
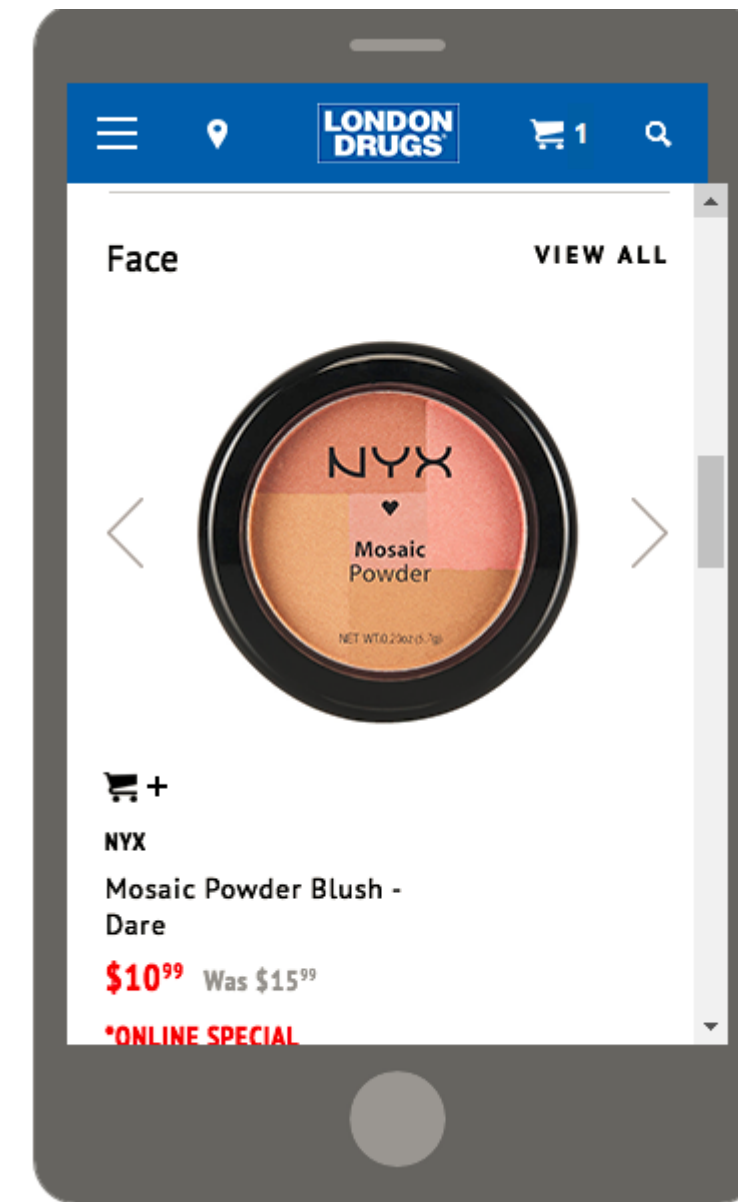
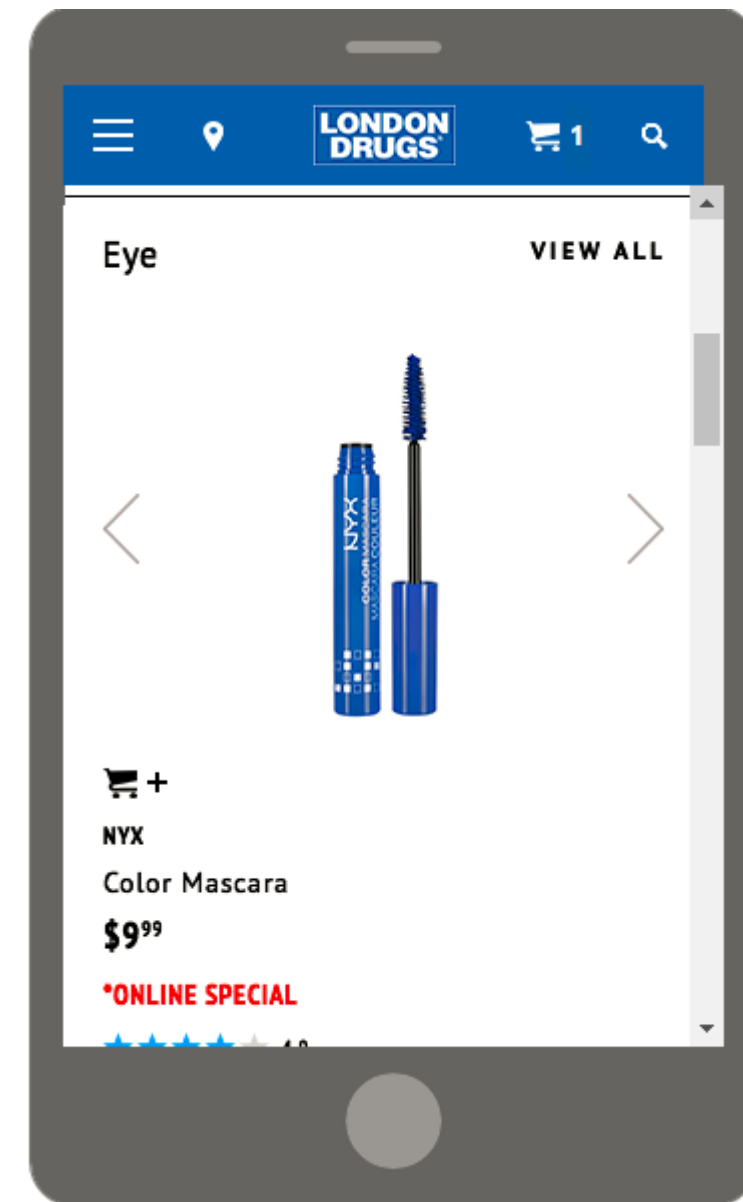
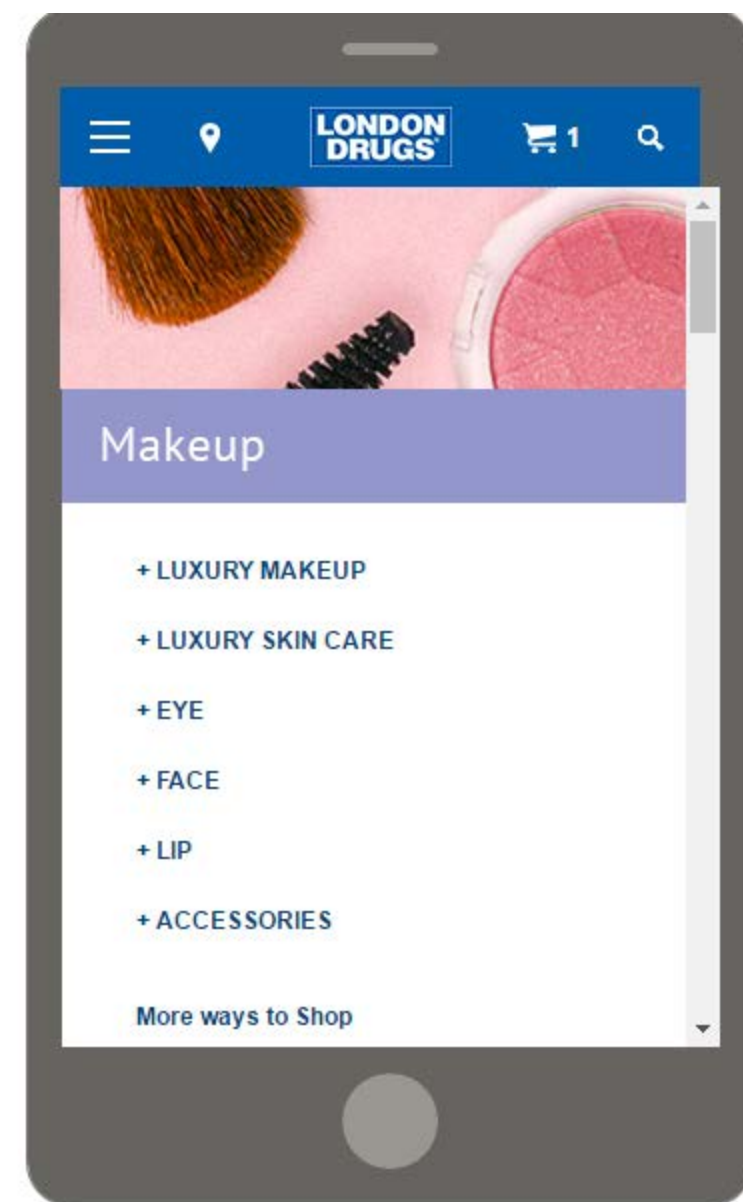
SECURITY

SITEMAP

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# Category Hub Screenshots (small)



# Category Hub Findings

## User Responses

*“I like the fact the titles are clear and tells me where I am”* – **Julian, Male, Age 25, Calgary, Mobile, Spanish**

*“I see the banner that says make up and customers favorite. I see a section for face and eyes. Also accessories. I like the scroll down section and not view all to see what they have. That way, I don’t have to click on view all. I really like the scrolling option. I like the customer reviews section on top, I am the type of person that likes to buy things based from customer reviews.”* – **Shirley, Female , Age 24, Manitoba, Desktop**

*“I see customer favorites; I think you guys calculated something to feature items to sell to (specific) customers.”* – **Shawn, Male, Age 28, Manitoba, Desktop**

*“(User clicked on makeup page without prompting.) I like the categories and sub categories for this make up page. It's good. Simple and enough information and not crowded.”*

**- Christine, Female, Age 28, Manitoba, Mobile**

*“I like it, this more what I expected to see (on the Section HUB). I think the Marquee should focus on new items”* – **Sirine, Female, Age 33, British Columbia, Desktop, Arabic**

*“I see that there are reviews and really like that a lot because I feel good when I see reviews. I like to see some insight and feedback before making a decision especially for products that I have never tried before.”* – **Sheryl, Female, Age 45, Alberta, Desktop**

# Category Hub Observations

Users responded very well to this page and mentioned that this is more what they expected to see on the Category HUB. They felt the presentation was very clear and that the elements did not feel too crowded. Multiple users mentioned they really liked how the pages were clearly titled as it helped them with site orientation.

Other desires tended to deal with how customers like to view and digest information when they shop. Examples of this include: 1) The ability to scroll each row vertically to see more products instead of clicking View All, 2) The ability to Sort the items presented by “highest rated,” “most popular,” and “sales / deals.” The expectation is that highest rated would be the default.

Users were happy to see that they could see product review info this early in the funnel. Once again, users expressed the desire to have a “shop by brand” filter in the side nav.

# Category Hub Recommendations

Findings Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
Low - Medium	N/A	To help users who like to Shop by Brand, add a way to filter by brand on the Category HUBs.	Increasing findability	In certain categories, where brand loyalty is an important factor in shopping, user satisfaction will benefit from allowing them to more quickly get to the products they relate most to.
Medium		<p>For the product rows consider the ability to scroll products horizontally along with the View All option</p> <p>Review potential page load issues and a cap will need to be set on the number of products included.</p>	Clearly informing users of deals, benefits, and product info	Navigation comprehension is very important to completing shopping tasks and browsing. Improving navigation issues will help get users more quickly into a relevant shopping funnel and improve brand perception.



# Category Hub Recommendations

Findings Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
	N/A	Users would like the ability to Sort what is initially displayed in these rows. The expected default is Highest Rated, but the ability to view by Most Popular and Specials / Deals is also desired.	Reinforcing a positive brand experience + Clearly informing users of deals, benefits, and product info	Presenting needs-based categories or curated sets in the navigation may only be effective if they are relevant to the user. Thoughtful consideration of what categories are listed in each context, and the labeling of these categories and headings could have a great impact on whether these are noticed by or feel relevant to users. Use analytics and A/B testing to fine tune.



# Grid View: Face & Blush | Thread 5

# Grid View Tasks

## **Task: Explore the Face or Blush page**

- Did user understand Add to Cart function (cart+ icon)?
- Would user be inclined to add an item to the cart at this point in the shopping process?
- Was user able to locate Filters after prompting to find a specific brand of makeup?
- Did user notice any promotions?

# Grid View Screenshots (large)

FREE SHIPPING ON ALL ORDERS OVER \$50!

LOCATIONS

STORE FLYERS


PHARMACY

PHOTOLAB

LD EXTRAS

MY ACCOUNT

LONDON DRUGS

PROUDLY CANADIAN SINCE 1945

ElectronicsComputersCamerasHome & LifestyleHealth & BeautyFood & Pantry

1

Q

Health & Beauty / Makeup / Face

< ALL MAKEUP

- FACE

BROW

BLUSH

PRIMER

CORRECT

FOUNDATION

POWDER


Face

1 - 12 of 24

Sort By: Relevance


Display: 12 ALL

NYX Online Special: Buy 3 NYX Cosmetics & Get the 4th FREE! Use code **NYXONLINE** at checkout




NYX

Mineral Stick Foundation



NYX

Tinted Moisturizer



MAYBELLINE

Dream Velvet Foundation

Narrow results by:

brand

PHYSICIANS FORMULA (27)

NYX (9)

ANNABELLE (5)

COVER GIRL (4)

L'OREAL (3)

MAYBELLINE (3)

REVLON (3)

RIMMEL (3)

ALMAY (2)

ELF (2)

MARCELLE (2)

Maybelline Fit Me (2)

MINERAL FUSION (2)

PRESTIGE (2)

Loreal True Match (1)

Maybelline Dream Matte (1)

[view less](#)

FREE SHIPPING ON ALL ORDERS OVER \$50!

LOCATIONS

STORE FLYERS


PHARMACY

PHOTOLAB

LD EXTRAS

MY ACCOUNT

LONDON DRUGS

PROUDLY CANADIAN SINCE 1945

ElectronicsComputersCamerasHome & LifestyleHealth & BeautyFood & Pantry

1

Q

Health & Beauty / Makeup / Face / Blush

< ALL MAKEUP

- FACE

BROW

BLUSH

PRIMER

CORRECT

FOUNDATION

POWDER


Blush

1-9 of 9

Sort By: Relevance


Display: 12 ALL

NYX Online Special: Buy 3 NYX Cosmetics & Get the 4th FREE! Use code **NYXONLINE** at checkout




NYX

Mosaic Powder Blush - Dare



NYX

Illuminator



NYX

Rouge Cream Blush

Narrow results by:

brand

PHYSICIANS FORMULA (27)

NYX (9)

ANNABELLE (5)

COVER GIRL (4)

L'OREAL (3)

MAYBELLINE (3)

REVLON (3)

RIMMEL (3)

ALMAY (2)

ELF (2)

MARCELLE (2)

Maybelline Fit Me (2)

MINERAL FUSION (2)

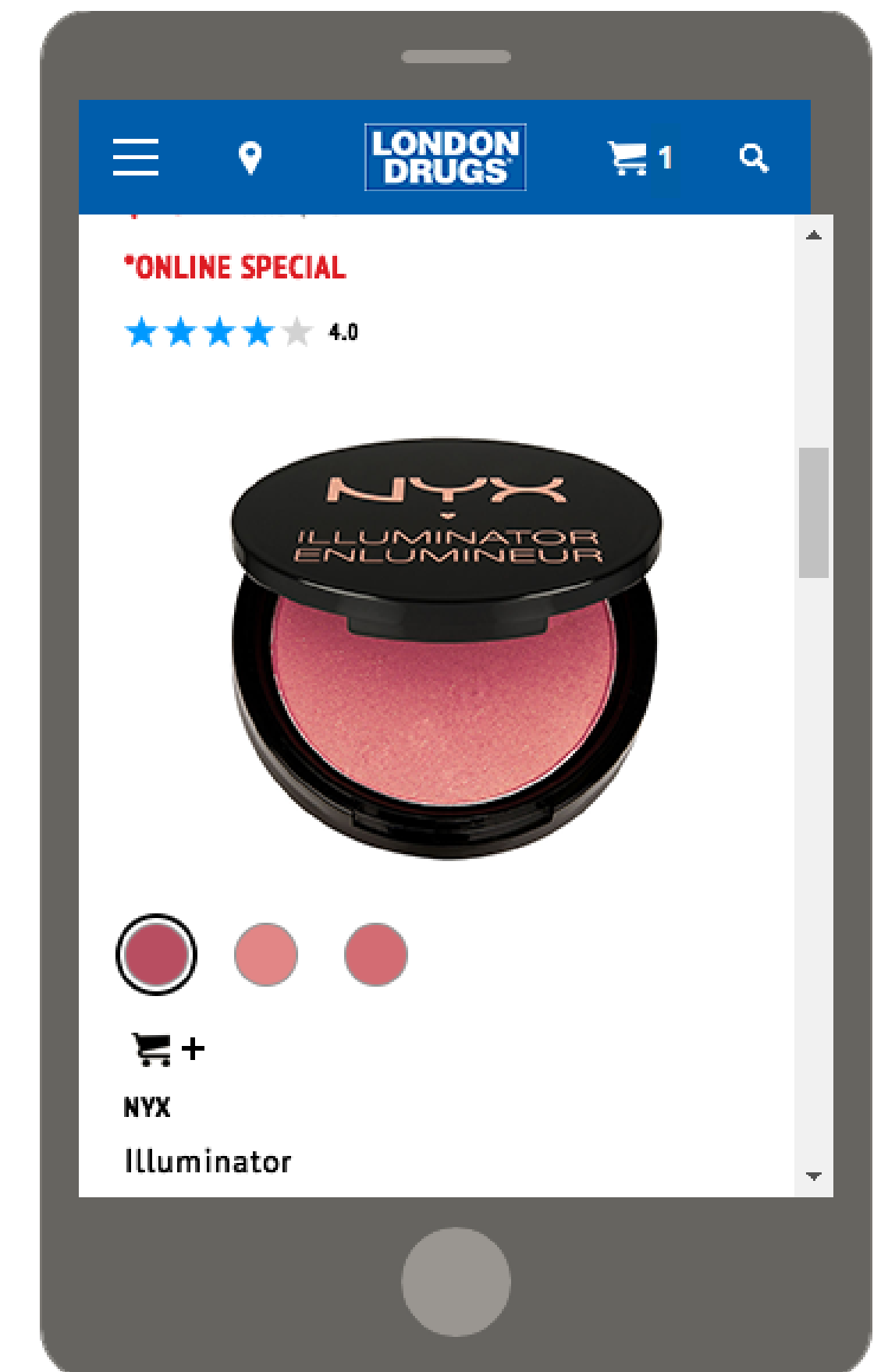
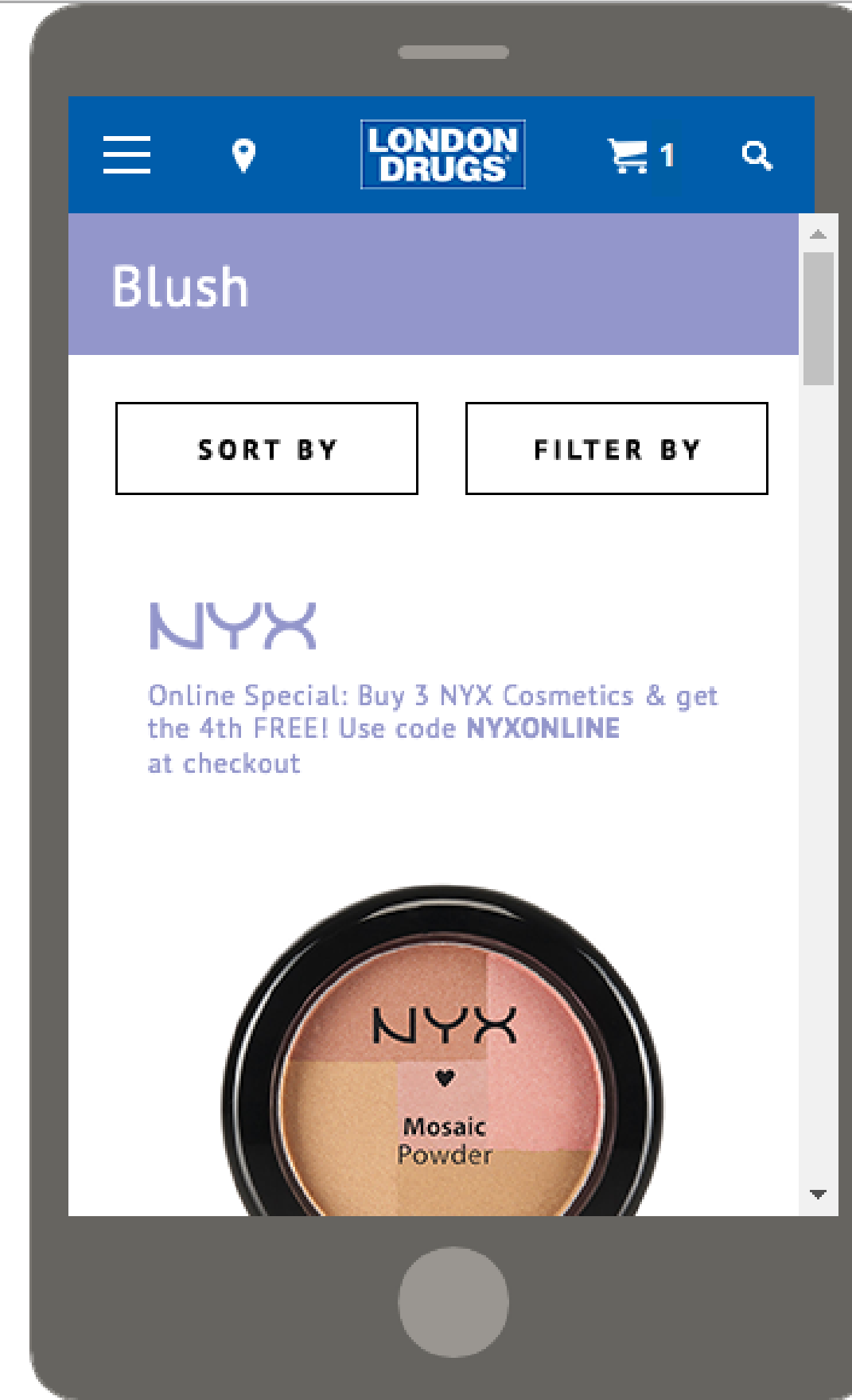
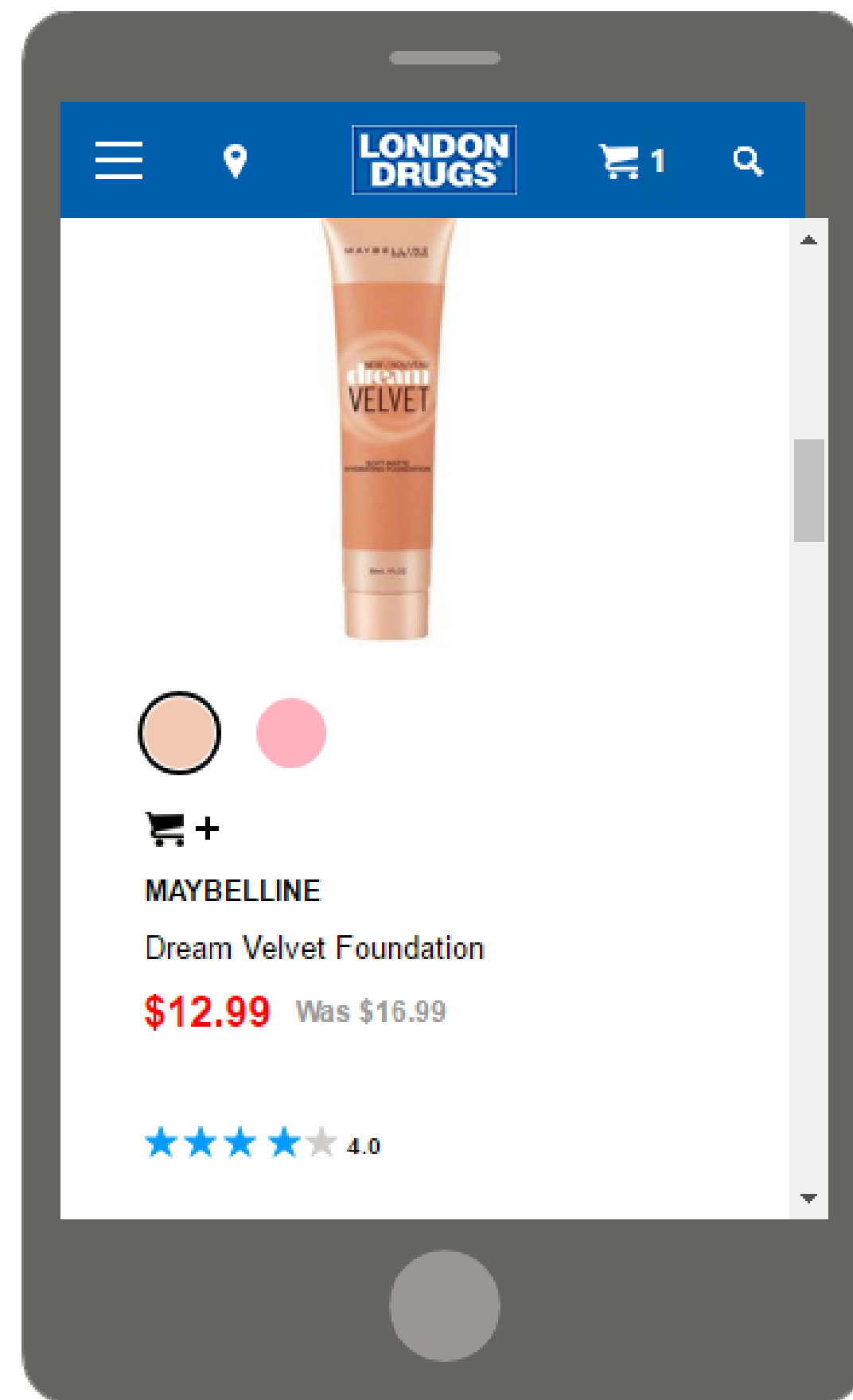
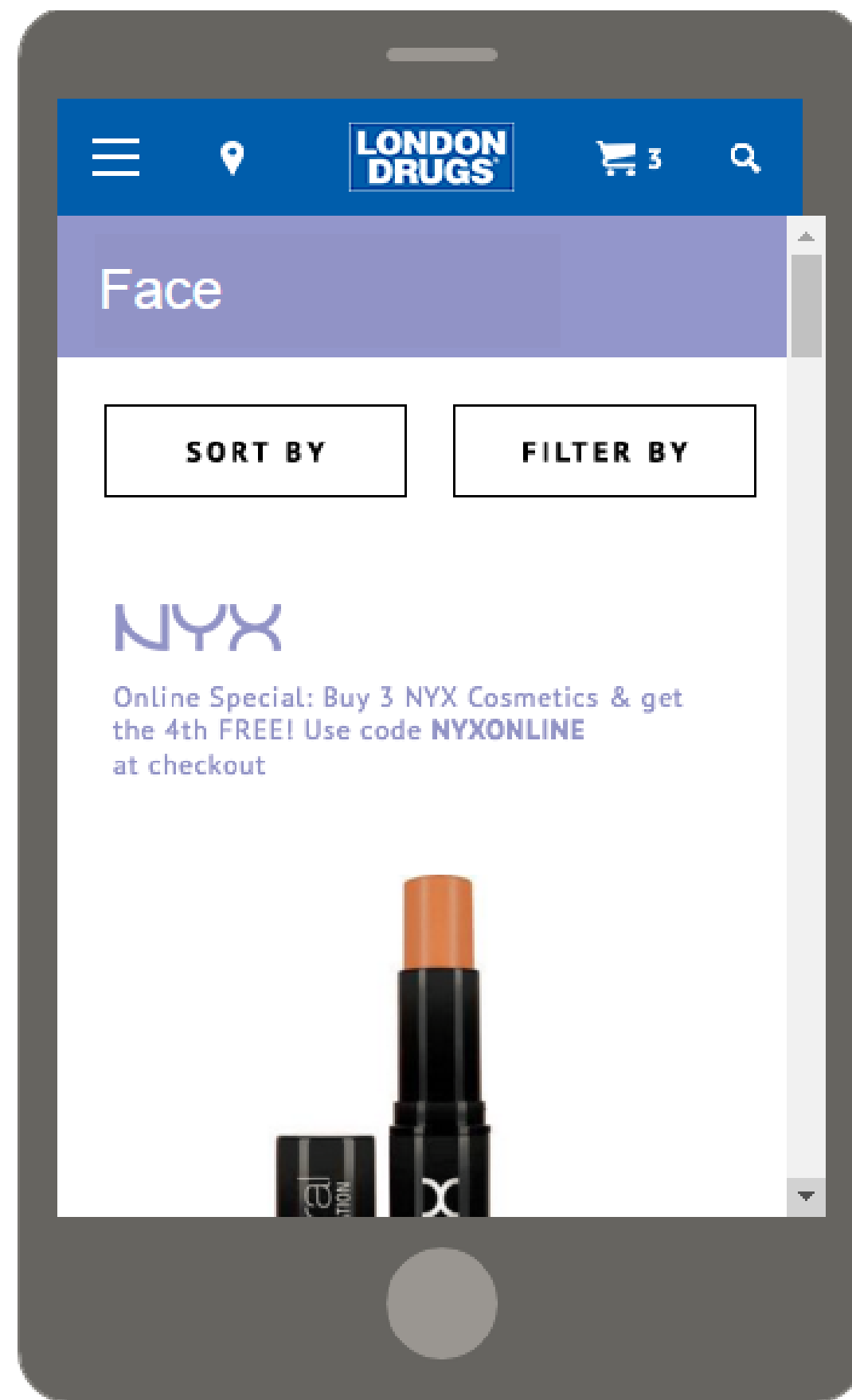
PRESTIGE (2)

Loreal True Match (1)

Maybelline Dream Matte (1)

[view less](#)

# Grid View Screenshots (small)





# Grid View Findings

## User Responses

*“The plus sign, is to give you more options for colors. The plus icon with cart: I think it would add to cart.”* – **Kevin, Male, Age 24, British Columbia, Mobile**

*“At this point, if I knew what I was looking for, I would add stuff to the cart.”* – **Jonathan, Male, Age 23, British Columbia , Desktop**

*“This item has 4 stars out of 5. I would consider this item. This is good to see what people are saying about this product. This one has 23 reviews, I see it is on sale, I notice if you purchase 3 items you get another one for free. I see other things with the same brand.”* – **Holly, Female, Age 35, Alberta, Desktop**

*“I like the top of the grid as I think these should show the most popular items on sale by default.”*

- **Jonathan, Mobile, Age 23, British Columbia, Desktop**

*“I see different options and different colors. I see the product, and I see a rating which I am assuming there is a review which are probably done by customers. I see I can compare one item to other products.”* – **Stephen, Male, Age 45, British Columbia, Desktop, French**

*“I would like to be able to filter on “specials / deals too.”* – **Sirine, Female, Age 33, British Columbia, Desktop, Arabic**

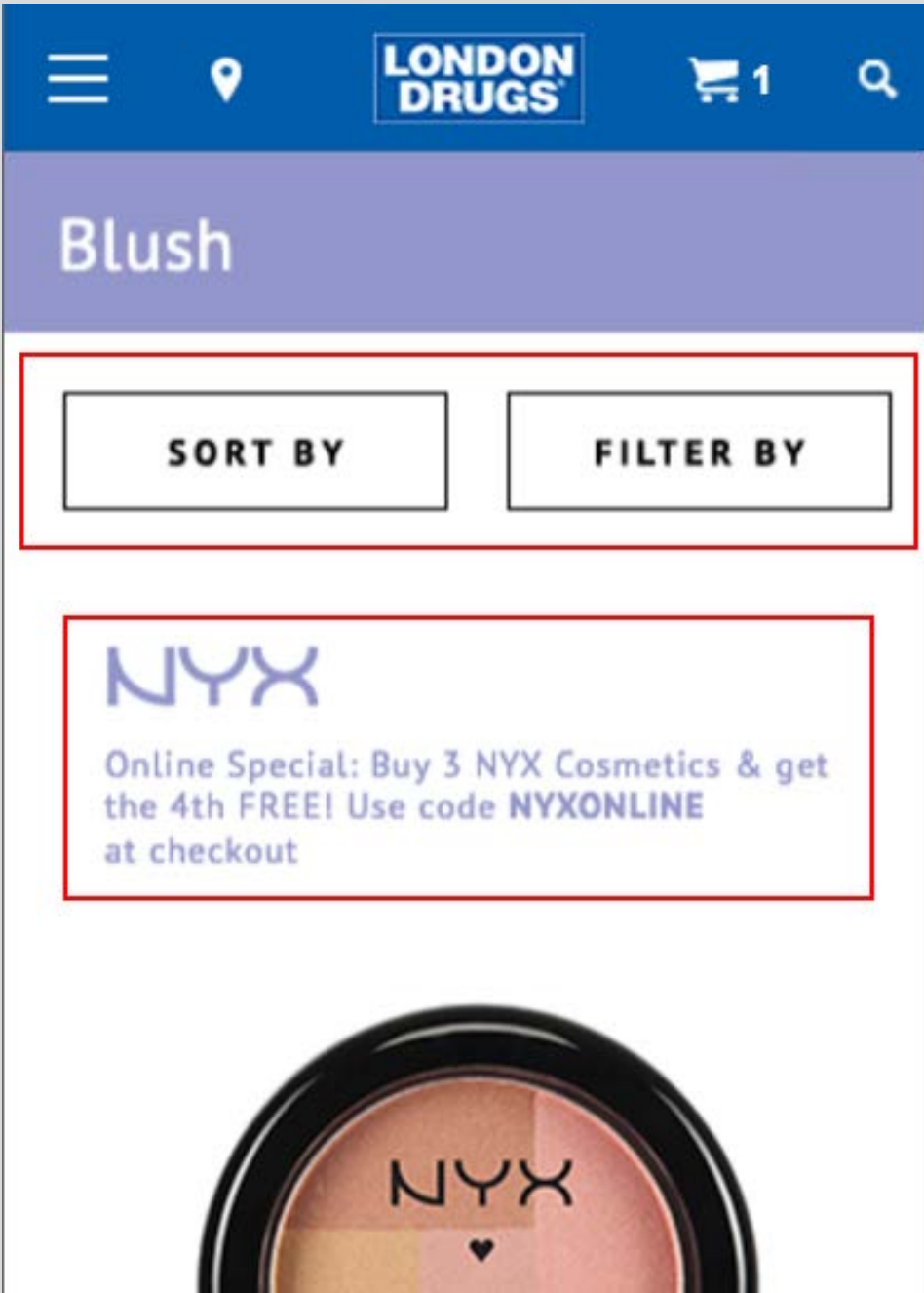
# Grid View Observations

Users were very enthusiastic about the product presentation on these pages. They felt like all the info they wished to know was succinctly and clearly presented. It became very clear that users are always looking for a deal and these were very clearly indicated, whether it be a promotion, sale, etc.



Once again, the main feedback was around how users prefer to view items as they shop. On mobile, this includes the ability to continue scrolling through products without having to use pagination, and the ability to view products by List View or Grid View. On desktop, users would like to be able to have the ability to Sort By “deals/specials” along with the other options. They would also like the ability to set a custom min/max price range along with the preset price filters.

All users understood they could click on the Cart+ icon to add to cart in the grid view. There were a couple mentions that the NYX promotion looked like a page title. This is mostly likely a prototype issue and not the final recommended solution.

# Grid View Recommendations

Finding Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
Low		Mobile users would prefer to have an infinite scroll to view products rather than having to use pagination.	Increasing findability	The impact for implementing this recommendations could be both positive and negative. While mobile users prefer to scroll, with such a large catalog, infinite scroll could also be frustrating for users with a specific task or product in mind.
Low		Mobile users would also appreciate the option to View By List or to View by Grid.	Increasing findability	Giving users view options can help them digest the information in a way they are most comfortable, increasing their satisfaction with the site.
Low		Review the design of the NYX Promo (concept only). Users were unsure if this was a Promo or a Page Label (NYX only products being displayed).	Clearly informing users of deals, benefits, and product info	This is informational only a this point. When we address the design in upcoming visual design rounds.

# Grid View Recommendations

Finding Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
Low		Along with the price range filters, users would also like to be able to enter minimum and maximum price as a filter option.	Increasing findability	Giving users more specific filters helps them quickly find products more relevant to their needs.
Medium		<p>Review the Sort By options for the Grid View pages and consider adding a Sort By “deals / sales” option.</p> <p>Users respond well to this type of customization (the ability for them to choose how they digest the page efficiently). More than one user expressed enthusiasm to sort product reviews by Age and Gender.</p>	Reinforcing a positive brand experience	This feature could increase cart size by exposing more sale products to those users who are highly interested in shopping for sales and deals.



**Quick View: Desktop Only | Thread 4**

# Quick View Tasks

**Task: Have user click on Quick View for one of the products**

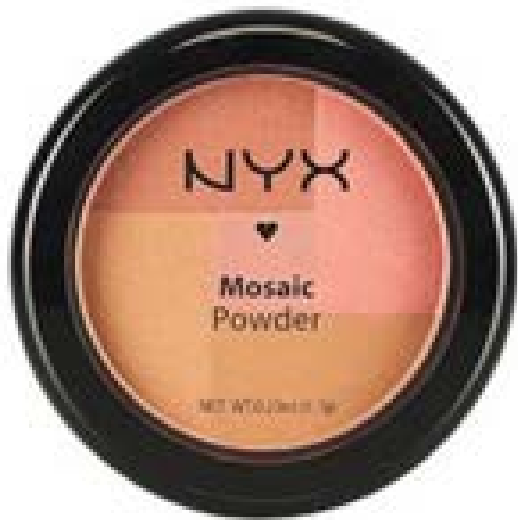
- Describe page elements.
- Did user notice Ratings?
- What does user think “Add to List” icons x2 are for?
- What does user think “View Full Details” link do?

# Quick View Screenshot

Sort By: Relevance

Display: 12 ALL

**NYX** Online Special: Buy 3 NYX Cosmetics & Get the 4th FREE!  
Use code **NYXONLINE** at checkout



NYX  
Mosaic Powder Blush - Dare  
**\$9<sup>99</sup>**

★★★★★ 4.0

☐ Compare



Quick View



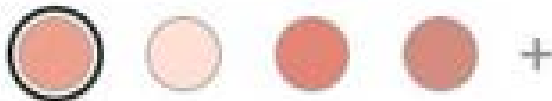
NYX  
Illuminator  
**\$10<sup>99</sup>** Was \$14<sup>99</sup>

\*ONLINE SPECIAL

★★★★★ 4.0

LD EXCLUSIVE

☐ Compare



NYX  
Rouge Cream Blush  
**\$7<sup>49</sup>** Was \$9<sup>99</sup>

\*ONLINE SPECIAL

★★★★★ 4.0

☐ Compare

# Quick View Findings

## User Responses

*“I see quick view, seems like it is the larger version of the mini cart. First thing I noticed, the hearts, I am assuming it is a thing to add to favorites, a gift thing where you can add to some wish list. I see share item to a few social media links. I see color selections, I notice a promotion code and a link to the view full details to see a breakdown of product info.”* – **Shawn, Male, Age 28, Manitoba, Desktop**

*“User clicks on quick view, I see this item is on sale and the before price, and there’s a box that says you are saving a certain amount, I notice a promo code option. Gives all the colors, quantities, you can also pick it up in store. I see click full details, I also see there are more options and items you might also like.”*

– **Holly, Female, Age 35, Alberta, Desktop**

*“I like how it popped right away. Some sites they have a quick view and it pops up below the item, this is something I prefer. I like the wish list option, I don't usually the share item link. Pick up in store is a nice option.”* – **Jonathan, Male, Age 23, British Columbia , Desktop**

*“(User clicks on View Full Details) Pretty much is giving me the same info before. I’m not sure if they are giving us more info... I don't like the phrase “View Full Details” because I don’t see that much new info.”* – **Sheryl, Female, Age 45, Alberta, Desktop**



# Quick View Observations

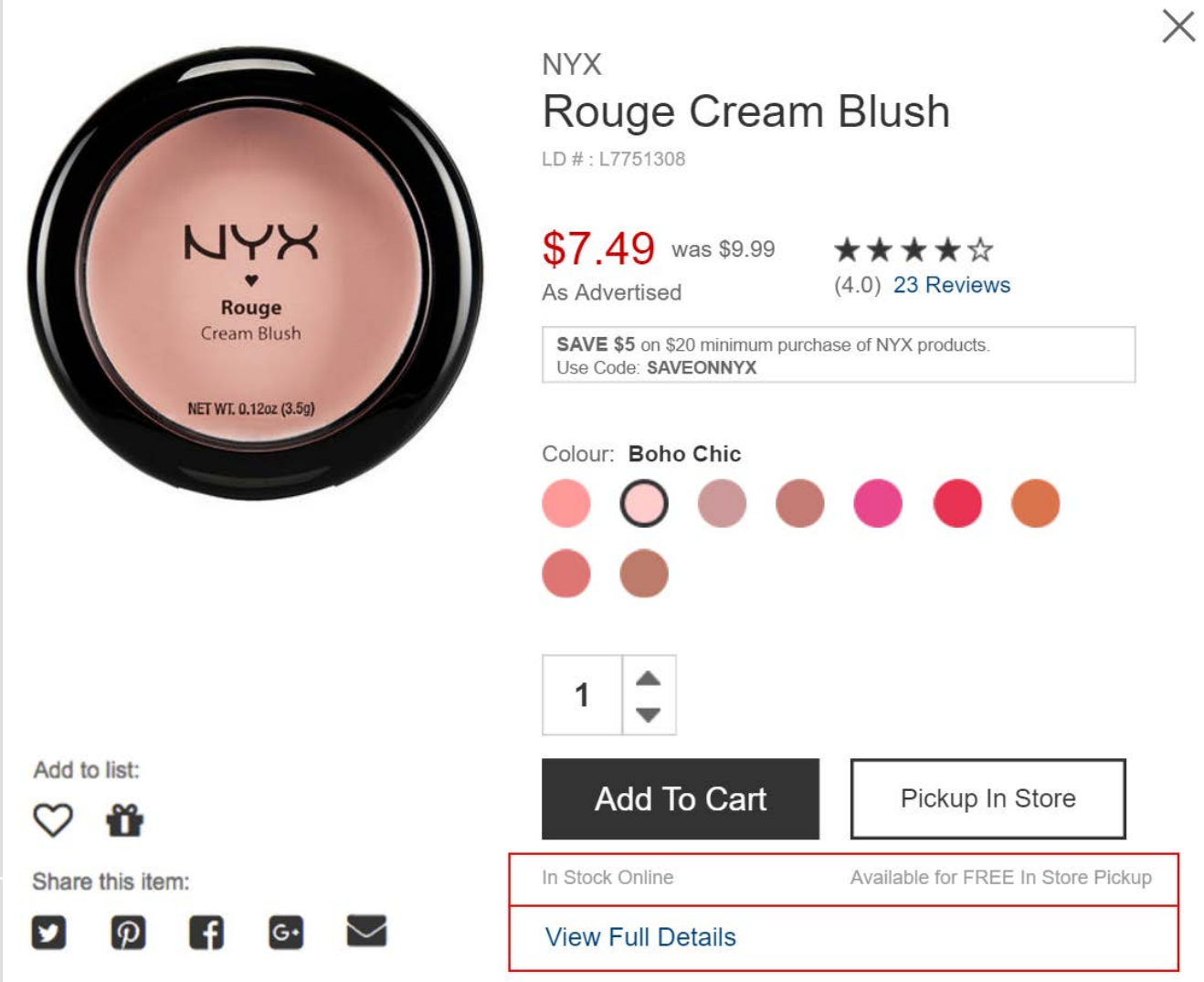
The design, content, and functionality of the Quick View feature was very well received. Users were happy to see how many product details were represented in the modal. All users were able to describe all of the elements they saw and their expected functionality. Add to list icons were obvious and intuitive, along with the other social media icons. Promotion codes were distinct and contextual.

Most users understood View Full Details would take you to the Product Detail Page. However, some didn't quite get what it was for. This could be quickly and easily resolved by changing the CTA to View Full Product Details, or something similar.

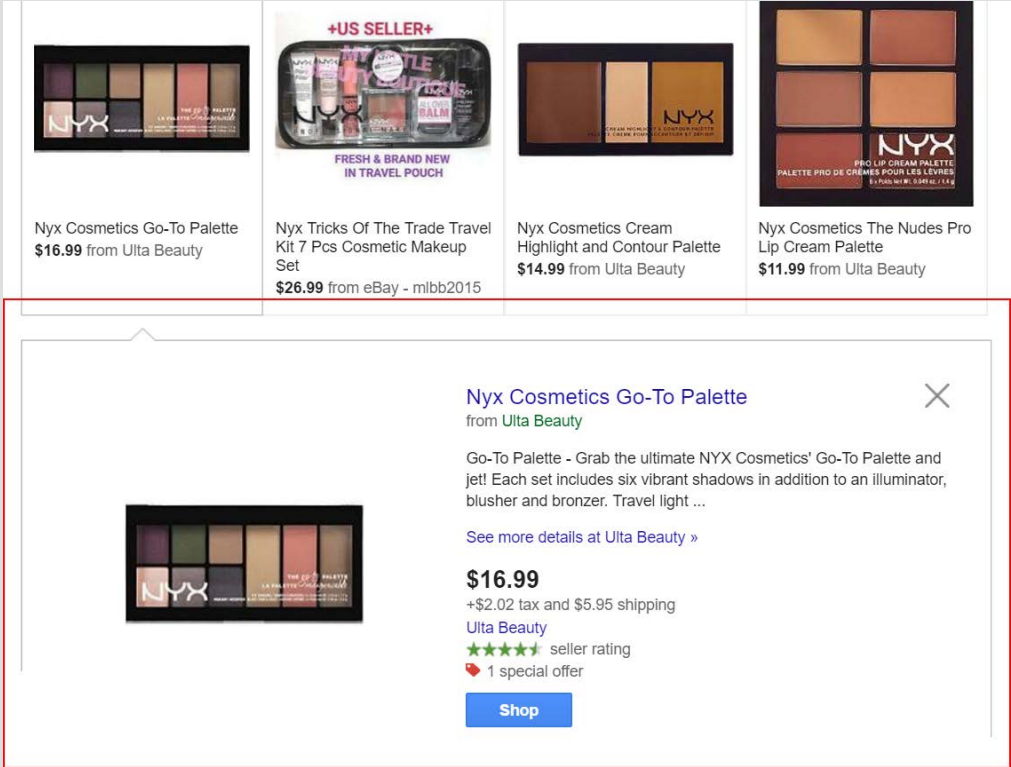
There were only a few items that could use a bit more attention. As mentioned before, all users were very excited about the Pickup in Store feature. Unfortunately, users were unclear if they had to pay online to utilize this feature. This issue could easily be solved with small, grey instructional messaging.

One other item to consider is the CTA text for both Add to Cart and Pickup in Store. All users assume that when you Add to Cart, an item is placed in your cart and then at some point you will purchase it. The text "Pickup in Store" does not imply the item is being added to your cart and that you will be paying for it online. Technically, both options Add to Cart. The difference is one ships to you and the other is physically picked up by the user.

# Quick View Recommendations

Finding Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
High		Review instructional messaging on the final iteration of this feature. Users need to know Pickup In Store is something you pay for ahead of time, and that Ship to Store is a free service.	Clearly informing users of deals, benefits, and product info	Making the shipping and pickup options very clear and easy to understand ensures fewer barriers for Adding to Cart.
Low		Review the verbiage of “View Full Details” link. Users are not clear this link goes to the Product Detail Page.	Clearly informing users of deals, benefits, and product info	Informational recommendation. We suggest LD research what other sites for examples to find an option that resonates with users.
High		Reconsider the verbiage on the two CTA’s. It is not obvious that Pickup In Store will add items to the user’s cart.	Making it easier to checkout	Making the shipping and pickup options very clear and easy to understand ensures fewer barriers for Adding to Cart.

# Quick View Recommendations

Findability Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
Low		Review where / how the Quick View panel appears on the user’s screen. Also consider if the Quick View might be treated better inline (similar to Google Shop).	Making it easier to checkout	Keeping users on the page could help keep them engaged in browsing and comparing other products. The trade-off is that a modal can help the user focus on the specific product and may increase PDP views.

# Pickup In Store | Thread 4

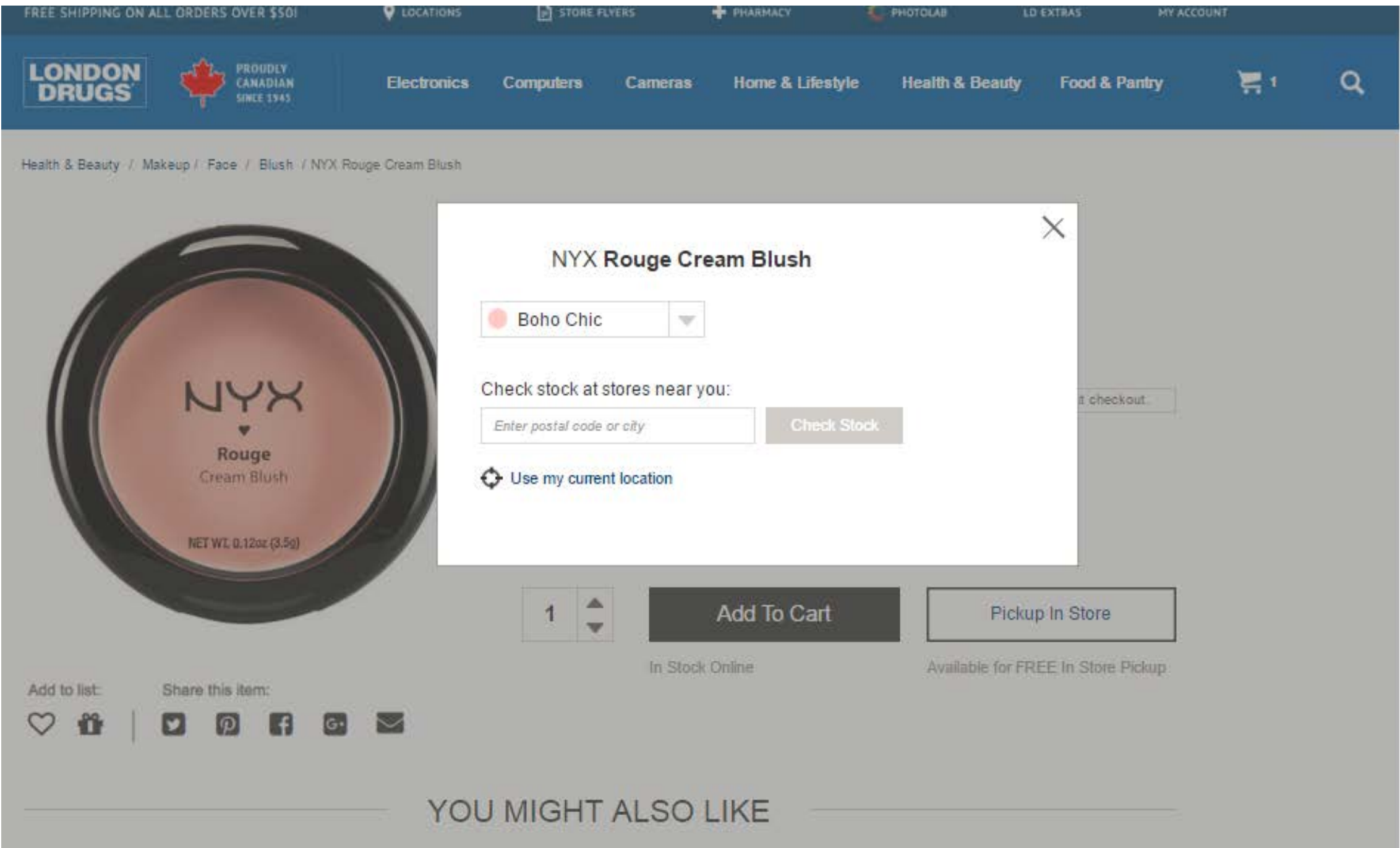
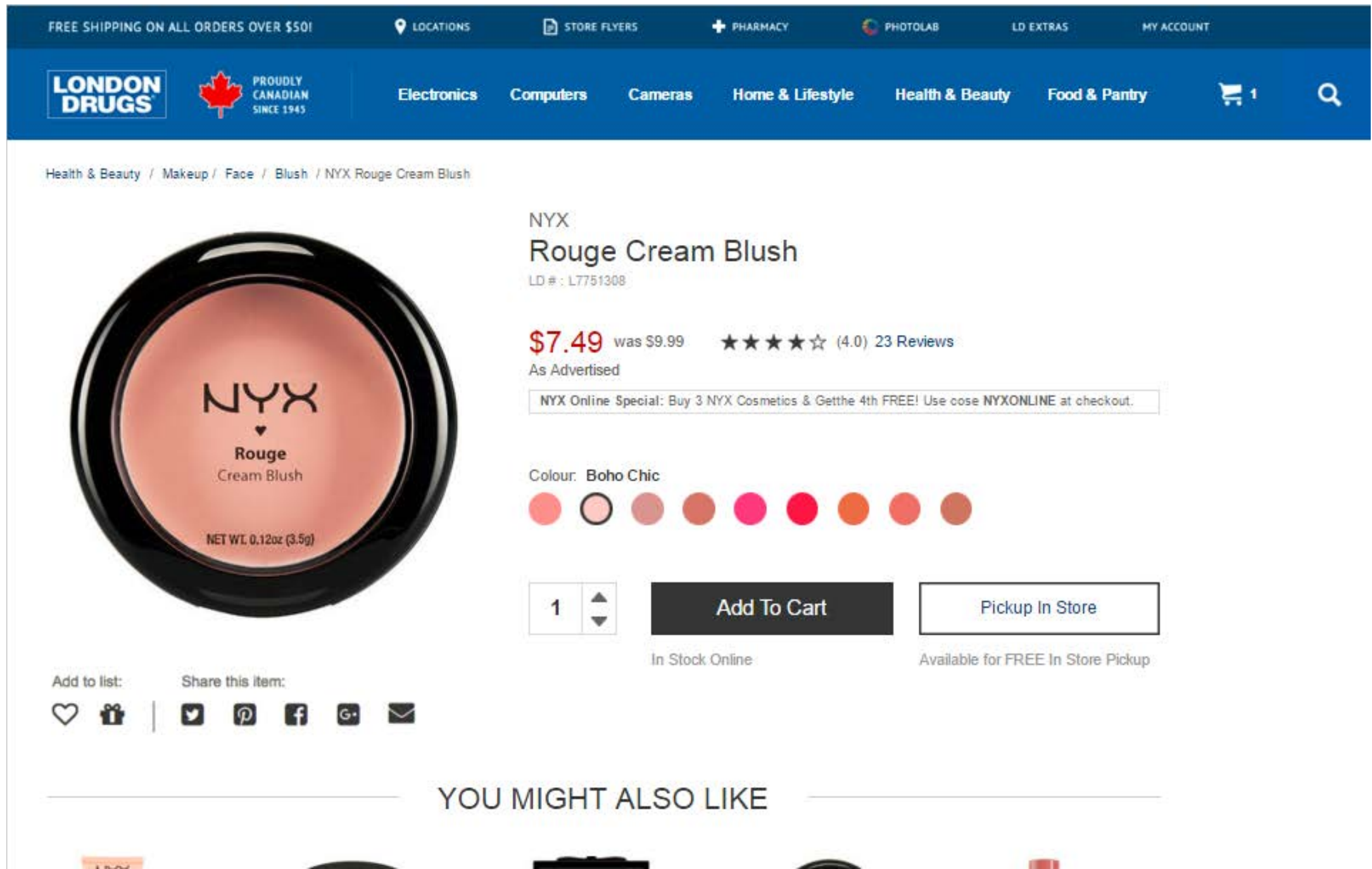


# Pick up in Store Tasks

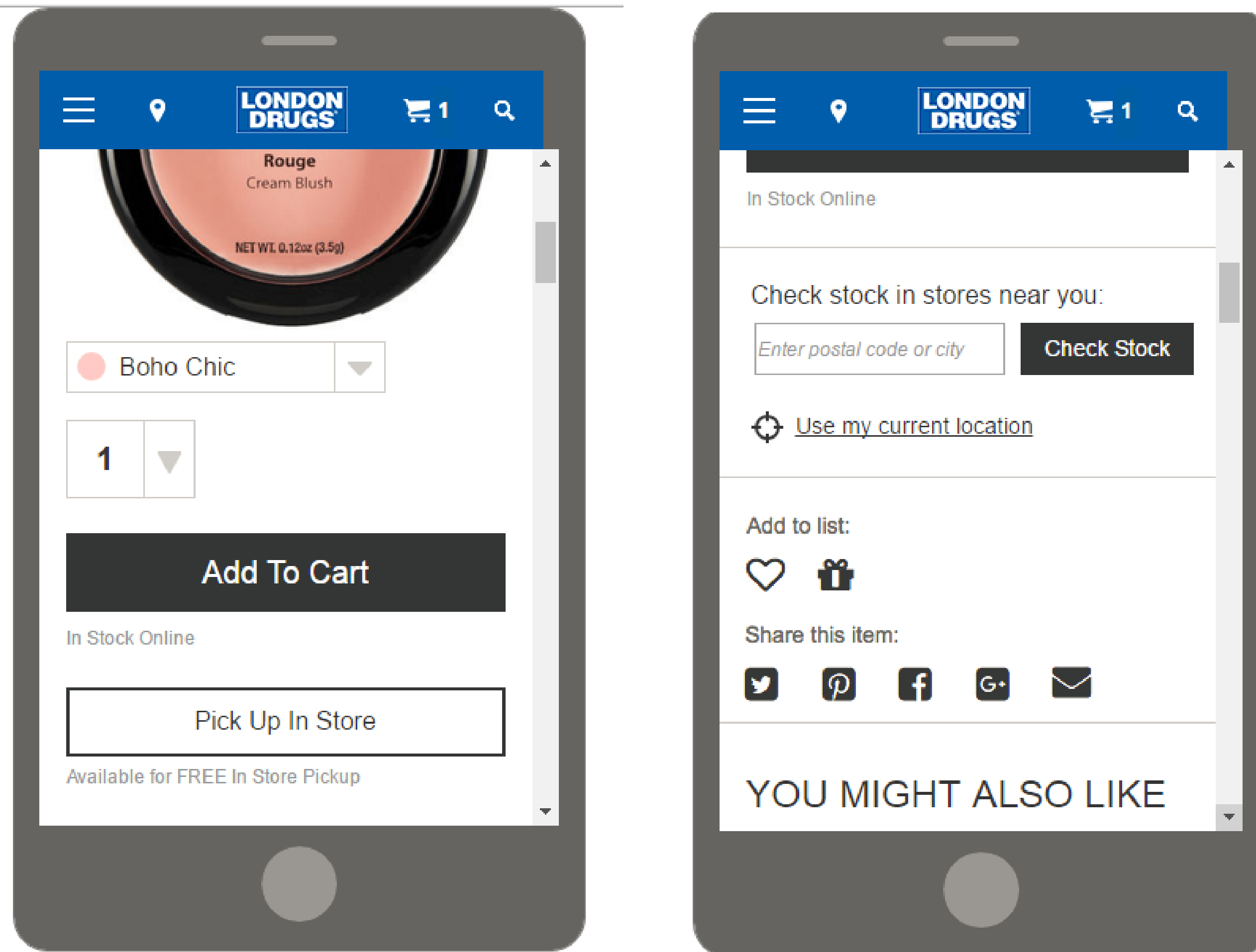
**Task: Have user click on Pickup In Store button**

- Describe zip code / use current location function.
- Did user understand “Pick Up Here” function?
- Did user understand “Ship to this Store” function?
- When using this functionality, does user expect to purchase item online at this time?

# Pick up in Store Screenshots (large)



# Pick up in Store Screenshots (small)



# Pick up in Store Findings

## User Responses

*“It is telling me what I want, I can use my current location or put in my local postal code. I see they are giving me three stores. One store is not available but they are telling me when the item will be available and options to pick up in person.”* – **Holly, Female, Age 35, Alberta, Desktop**

*“Pick up here: if you didn't want to pay for shipping you can order it to the store and could pick a store and pick up the items. I am assuming, I think you pay for it online and pick it up at the store.”* – **Sheryl, Female, Age 45, Alberta, Desktop**

*“Ship to store: I was expecting to have it ship to the store near my house. I can see the options. this is not what I was expecting. I would like to order to any store and they will ship it to the store closest to my location.”* – **Sirine, Female Age 33, British Columbia, Desktop, Arabic**

*“If they had it in stock I would just pick it up in store. If something is more expensive and free shipping, I would rather order it online.”*  
- **Jonathan, Male, Age 23, British Columbia, Desktop**

*“I see that the item is in stock and the item can be delivered within 2 hours. I think you would have to pay for it now, I prefer paying for it when I pick it up.”* – **Satinder, Male, Age 37, British Columbia, Mobile., Punjabi**



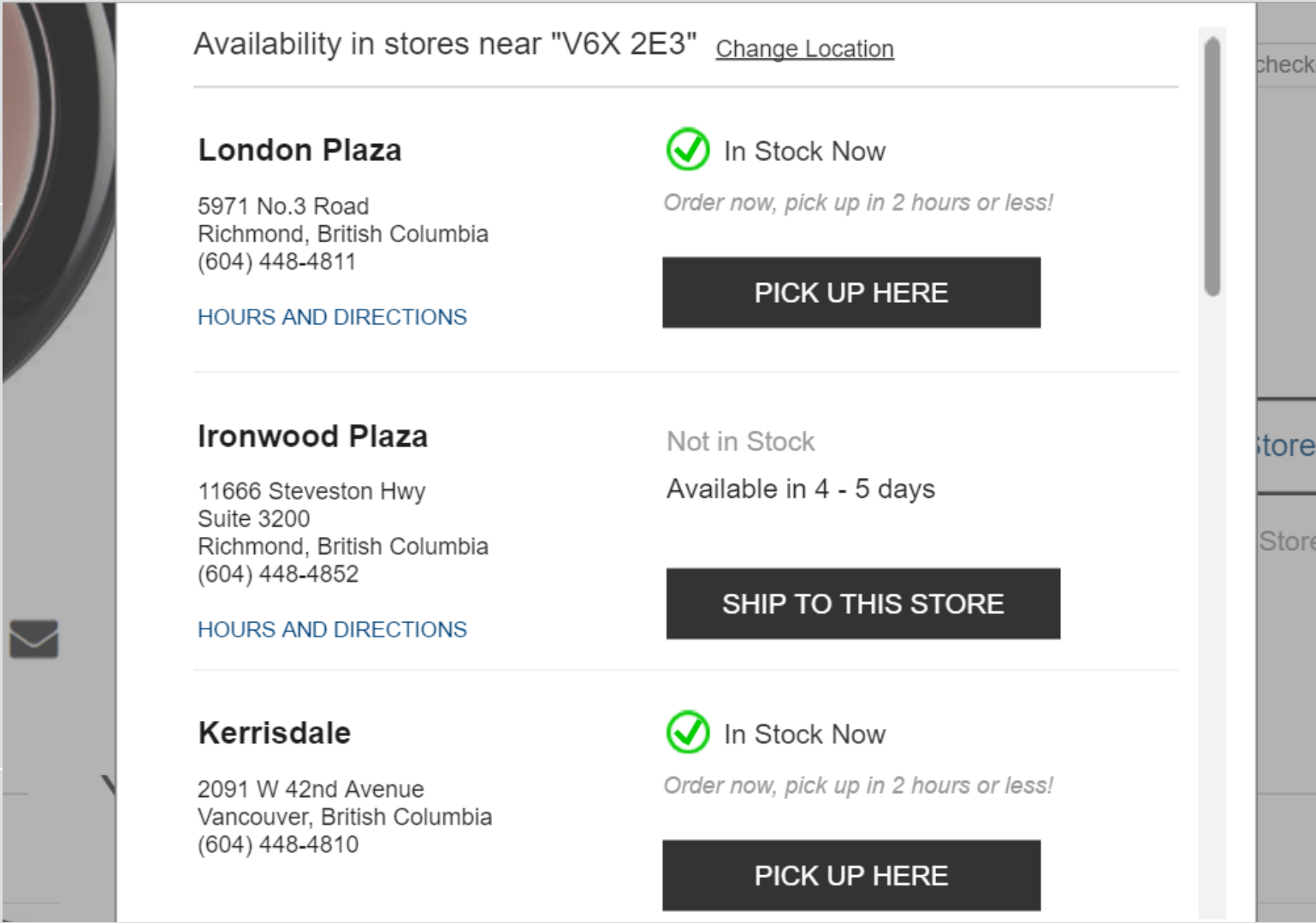
# Pick up in Store Observations

This was a very popular feature and users were able to navigate through the two step process without issue. Most of the feedback for this element has to do with making some feature enhancements. For instance, one user thought it would be great if they could view locations by “In Stock Now,” or “Distance.” Another mentioned it would be great if more locations were initially viewable. On mobile, a few users thought that each store location should be a drawer, with the store details closed initially. Always visible would be the name of the store and whether the item was in stock or not.

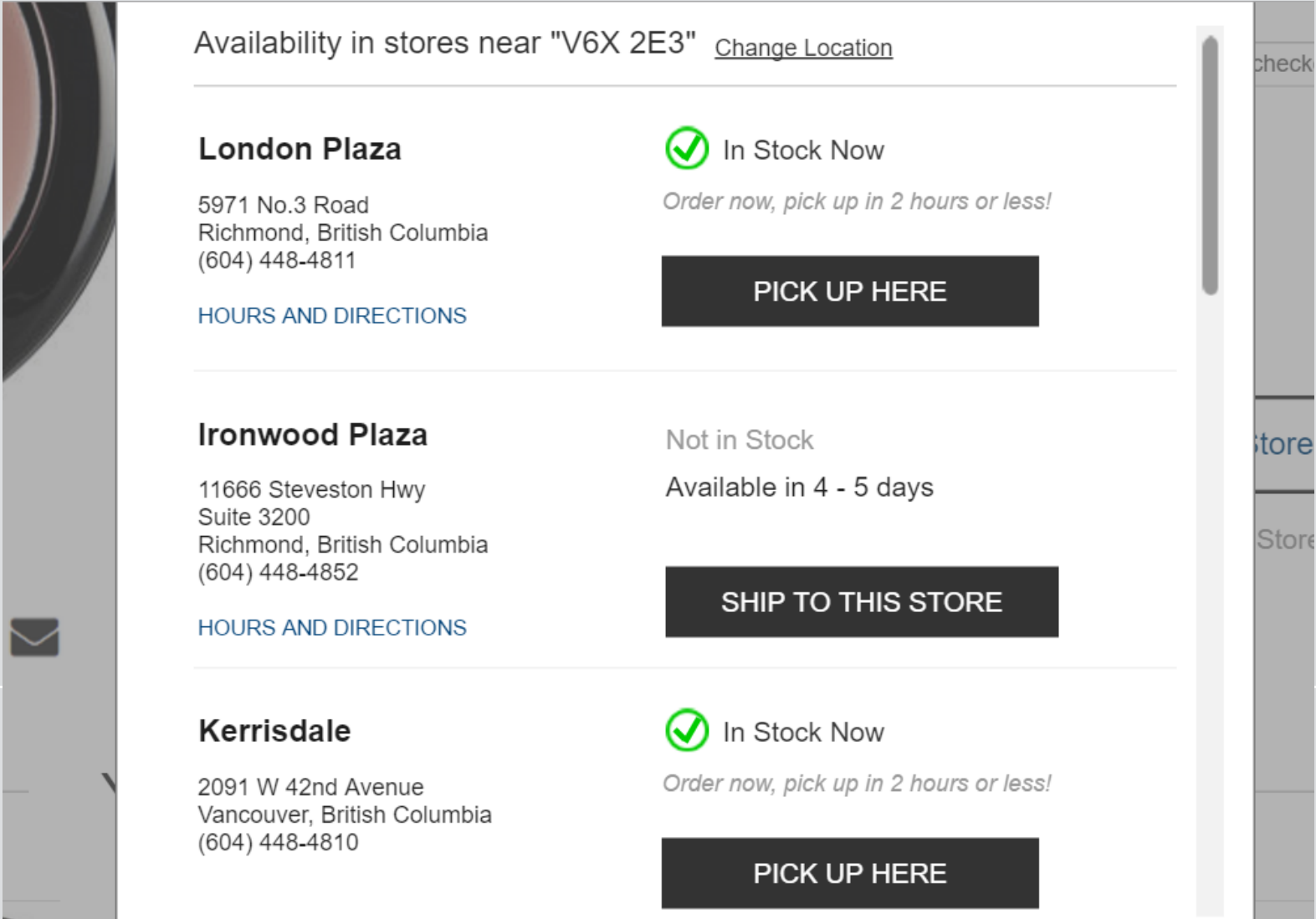
Other recommendations were that the zip code entry field should be prefilled using geolocation instead of leaving it blank. One user discussed how he would prefer that this was an inline experience instead of using a modal window. Another great user recommendation was to include store location, hours, and driving directions on the Order Confirmation page for Pickup in Store customers.

As mentioned above, close attention should be given to make sure all necessary instructional messaging is included so that users will understand when their products will be available and that the service is free.

# Pick up in Store Recommendations

Finding Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
High		After the user enters their zip code in the lookup field and clicks enter, make sure more stores are initially visible.	Increasing findability	Clearly providing relevant stock and location information could impact conversion for online and brick and mortar sales.
High		On mobile, consider collapsing store details into drawers (with availability obvious in the collapsed state) so users can see more options.	Increasing findability	Clearly providing relevant stock and location information could impact conversion for online and brick and mortar sales.
Medium		Add a Sort By Availability or Sort by Location option to the Pickup In Store modal.	Increasing findability	This could increase usability for finding relevant stock and location information.

# Pick up in Store Recommendations

Finding Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
Low-Medium		On desktop, consider a more inline experience for the Pick-up Instore feature so users will not need to pop a modal to get this info.	Making it easier to checkout	Keeping users on the page could help keep them engaged in the product itself without getting hung-up on choosing a pickup option. With an overlay modal, user's may feel like they need to make a choice to proceed. The trade-off is that a modal can help the user focus on the task and there is less risk of abandoning that task.
High		Zip code entry field should be initially prefilled using Geolocation. It should then be obvious to the user how to edit if necessary.	Reinforcing a positive brand experience	Clearly providing relevant stock and location information could impact conversion for online and brick and mortar sales.

# Pick up in Store Recommendations

Finding Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
High	N/A	Add a Sort By Availability or Sort by Location option to the Pickup In Store modal.	Increasing findability	Clearly providing relevant stock and location information could impact conversion for online and brick and mortar sales
High	N/A	For Pickup In Store and Ship To Store customers, add Store Location, Hours, and Directions to their Order Confirmation Page.	Reinforcing a positive brand experience	Clearly providing relevant stock and location information could impact conversion for online and brick and mortar sales



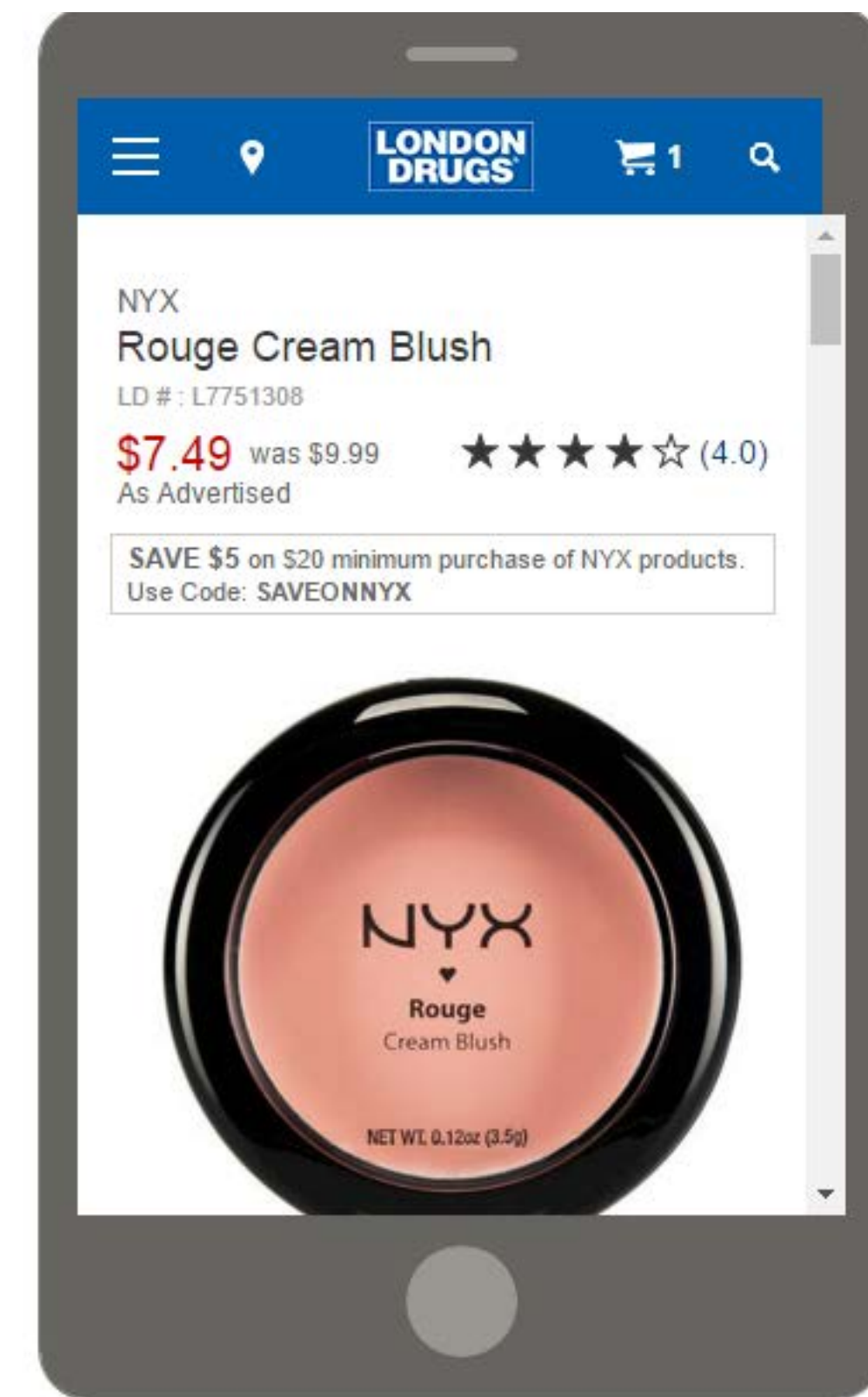
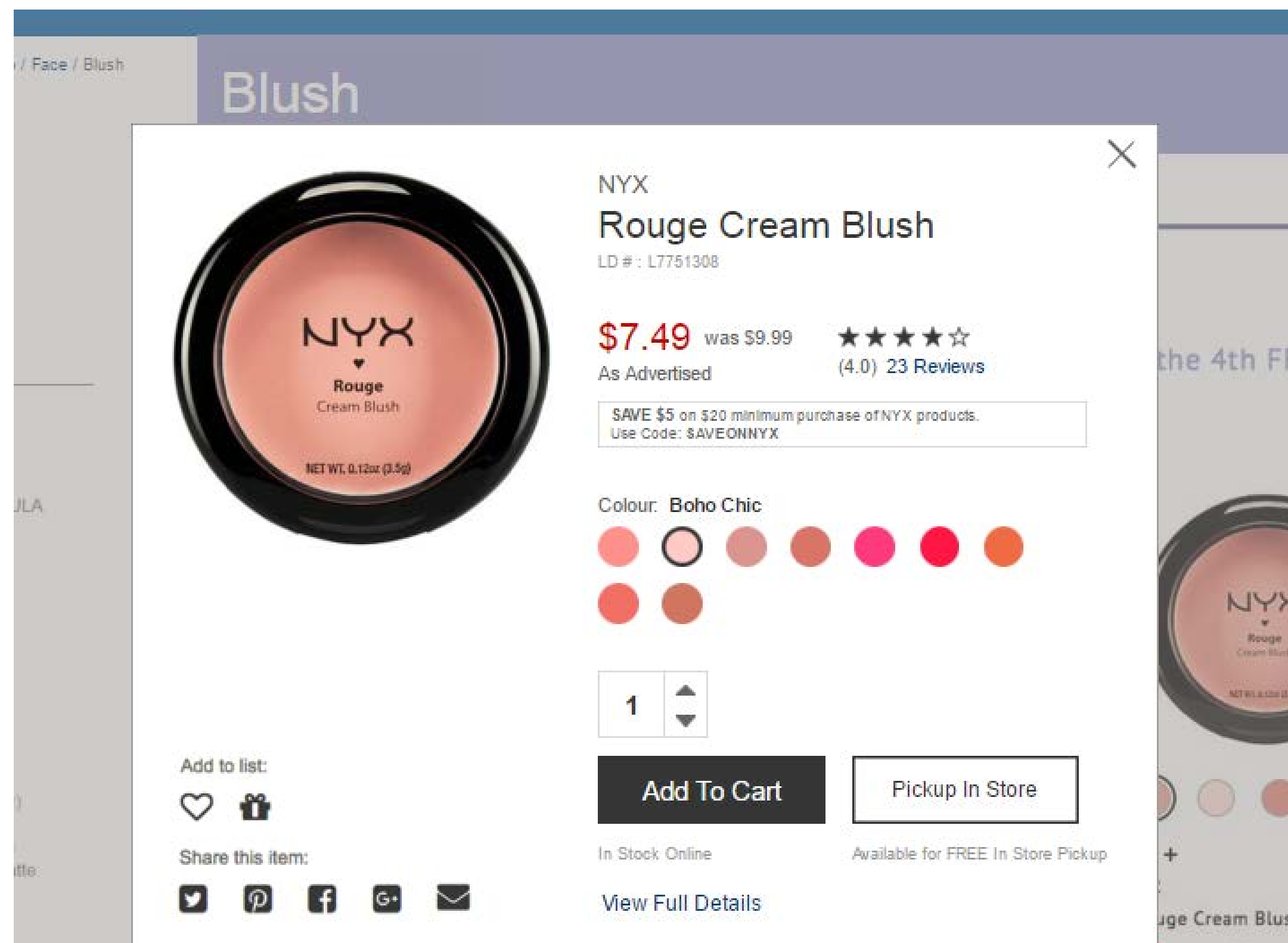
# Product Detail Page | Thread 4

# Product Detail Tasks

**Task: Have user click on a specific product to access the PDP**

- Describe page elements.
- Did user notice promotions?
- Did user notice Related Products?
- Did user notice Ratings & Reviews?
- Did user notice Overview / Product Q&A?

# Product Detail Page Screenshots



# Product Detail Findings

## User Responses

*“Sure, so I see the brand, the name, the price, I like the rating, because that tells me the customer rated the item which gives confidence of this product. I see a promotion code to save which is nice because you feel rewarded for your shopping experience.”*

**- Julian, Male, Age 25, Calgary, Mobile, Spanish**

*“Looks like I can add this item to my list and the gift card icon is probably for a wish list or a wedding registry. I also see you can share this item to social media. I see on what you might like, probably based from my search. I see products features and more information regarding brand, ingredients, all the reviews, I can write my own review for myself. I can sort the reviews, if I want to see the most recent reviews.”*

**- Scott, Male, Age 32, British Columbia , Mobile**

*“I see blush, I can choose items based on reviews, now I see the ingredients below reviews, with this I can take a look at what other people have wrote which is nice to have. I see that you can filter star rating, age, and gender. I see you can leave questions instead of asking someone in person, I really like that a lot.”*

**– Cathy, Female . Age 35, British Columbia, Desktop**

*“I see all gray color down towards the bottom of the question and answers section. It would be nice to see the stars rating in colors or in red. I like more color.”*

**– Sirine, Female, Age 33, British Columbia, Desktop , Arabic**



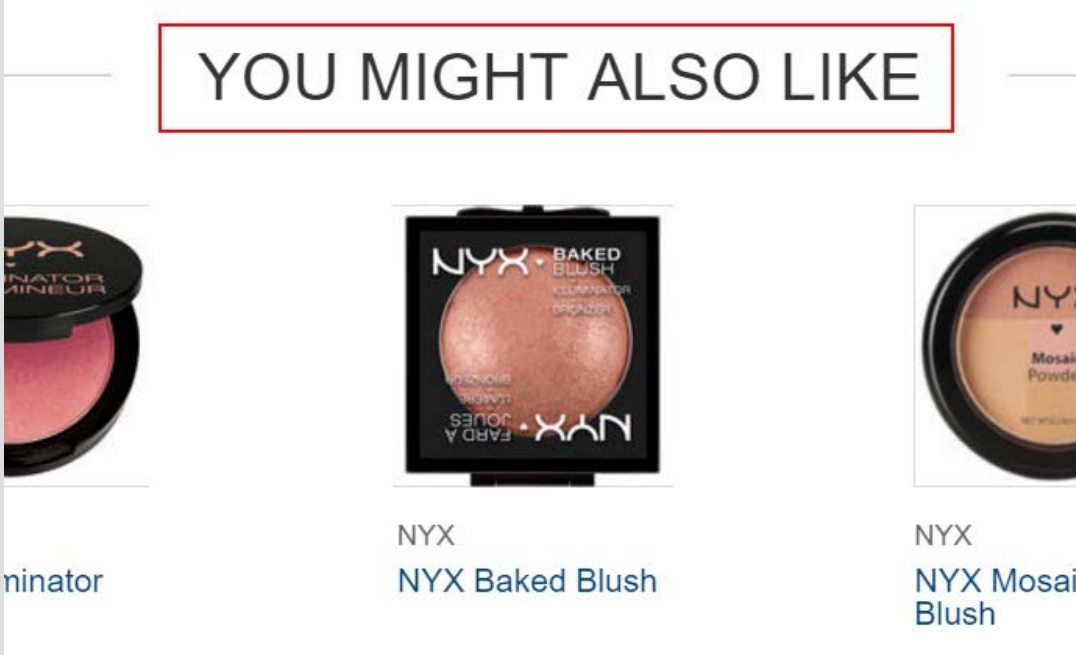
# Product Detail Observations

Users were able to describe the elements on this page very well. No one felt like anything was missing, and many were surprised at some of the inclusions. One highlight was the ability to review product ingredients. The second was to sort reviews by Age and Gender along with the expected sorts. And the third was the fact that users could actually ask questions about products.

Promotions, Ratings and Review, Product Info, Q&A, Add to List, and Social Media icons were all easily found. On mobile, it was mentioned that there should be jump links down to the Overview, Reviews, and Q&A section.

Few issues were mentioned, but one suggestion was that the Pickup in Store function should be included in the page instead of having to pop a modal. The mobile version currently does this. The only other item mentioned was the You Might Also Like portion. Some felt it was too large and others felt it came across as pushy.

# Product Detail Recommendations

Finding Priority	Support Image (if applicable)	Recommendation	Supported Goal	Impact
Low		Instead of using this region as an upsell opportunity, consider using predictive analytic engines to populate this region, such as Other Users Viewed, or Frequently Bought Together.	Making it easier to checkout	This rec could impact user's brand perception, gaining their trust by presenting more relevant product recommendations.
Low	N/A	On mobile, add jump links to the Overview, Ratings & Reviews, and Q&A sections.	Increasing findability	This will be addressed in design. The feedback is more of a product of the prototype.

# Cart & Checkout | Thread 5

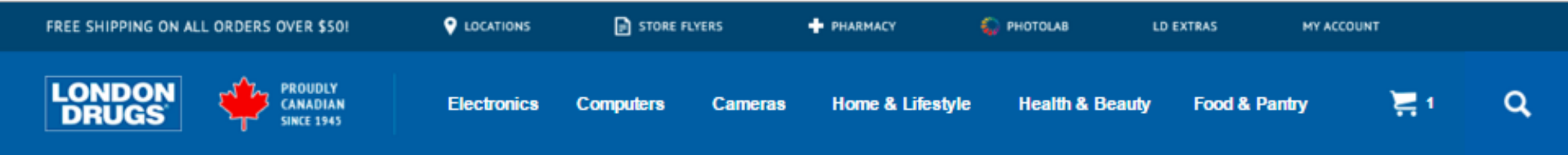
# Cart & Checkout Tasks

## **Task: Explore the Cart and Checkout pages**

- Describe page elements
- Did user try to access Shipping & Taxes?
- Was user able to locate Log-In?




# Cart & Checkout Screenshots (large)



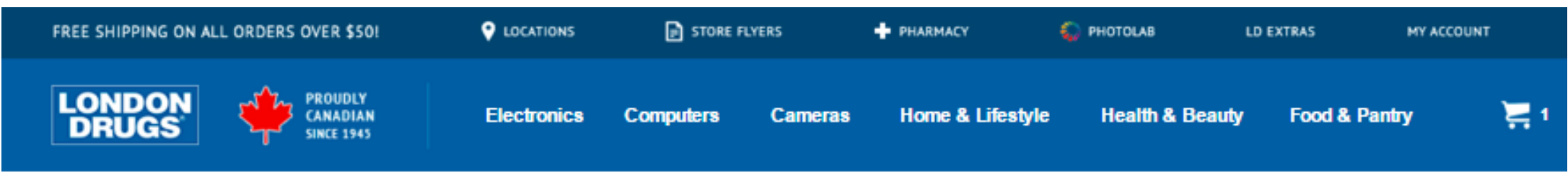
## Your Cart (1)

[Login](#) for faster checkout.

Ship Items (1)			
Product		Price	Qty Subtotal
 <div><div>NYX</div><div>Rouge Cream Blush</div><div>LD #: L7751308</div><div><div></div>Color: Boho Chic</div><div>EDIT</div></div>	<input type="checkbox"/>	was \$9.99 now \$7.49 As Advertised	1 \$7.49 REMOVE
<div><div><input checked="" type="checkbox"/> In stock online</div><div>Want to pick up instead?</div><div>CHECK STOCK</div></div>			
Ship to any London Drugs Store FREE! (Select Ship to Store at Checkout)			

Summary of charges	
Item subtotal:	\$7.49
Estimate Shipping Cost	+
Enter Coupon Code	+
Subtotal:	\$7.49
CHECKOUT	
Payment Options	+

Need Help? Contact Customer Service  
1-888-991-2299  
[Email Us](#)



## Checkout

[Login](#) for faster checkout.

1. Shipping

Ship to any London Drugs store. FREE ground shipping. Express shipping available.

Where should we ship your items?

☒ Ship to Me ☐ Ship to Store

All fields are required unless noted optional.

First Name

Last Name

Address 1

Address 2 (optional)

City

Ship 1 item:

1 NYX Rouge Cream Blush - Boho Chic

Is this a gift?

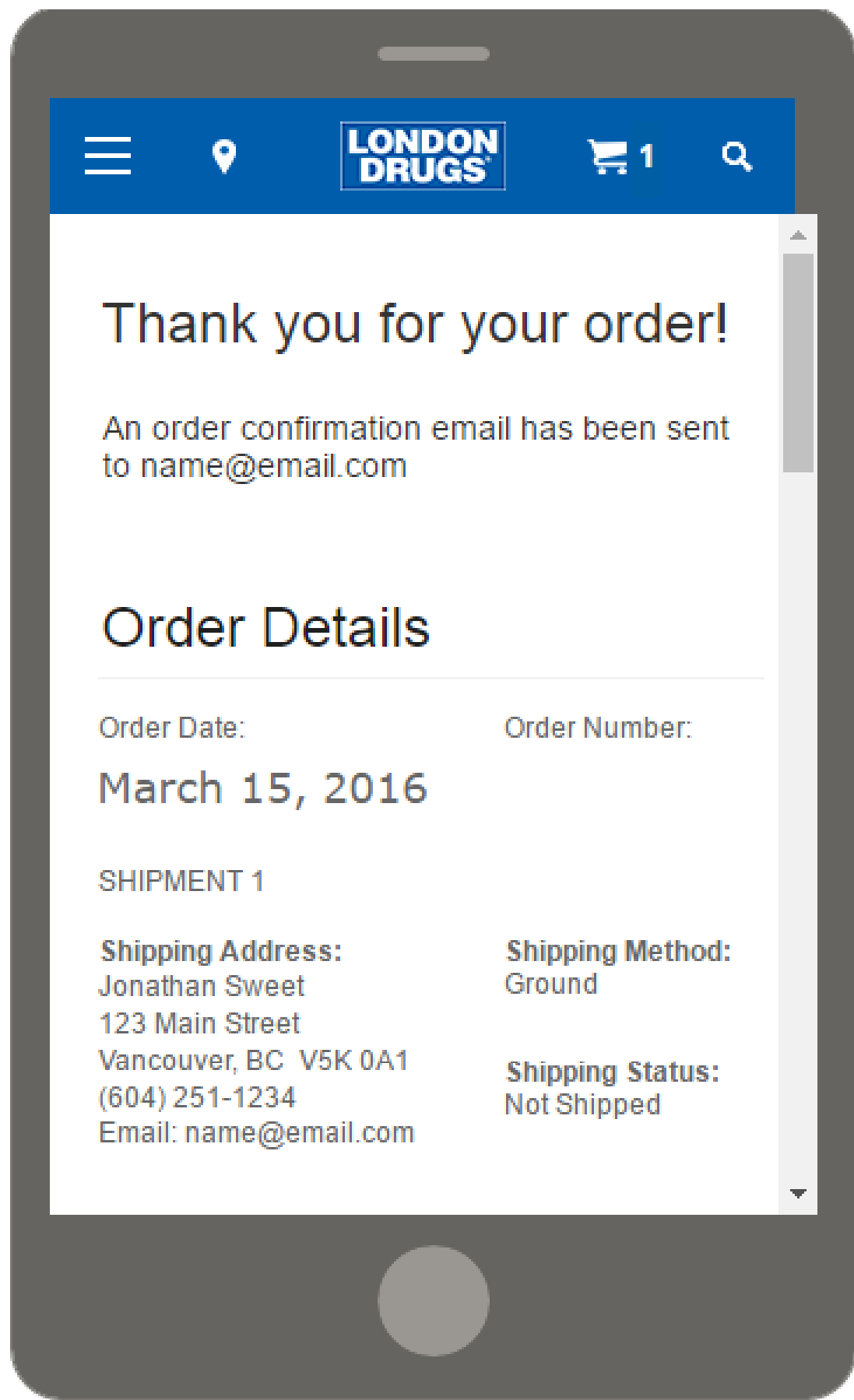
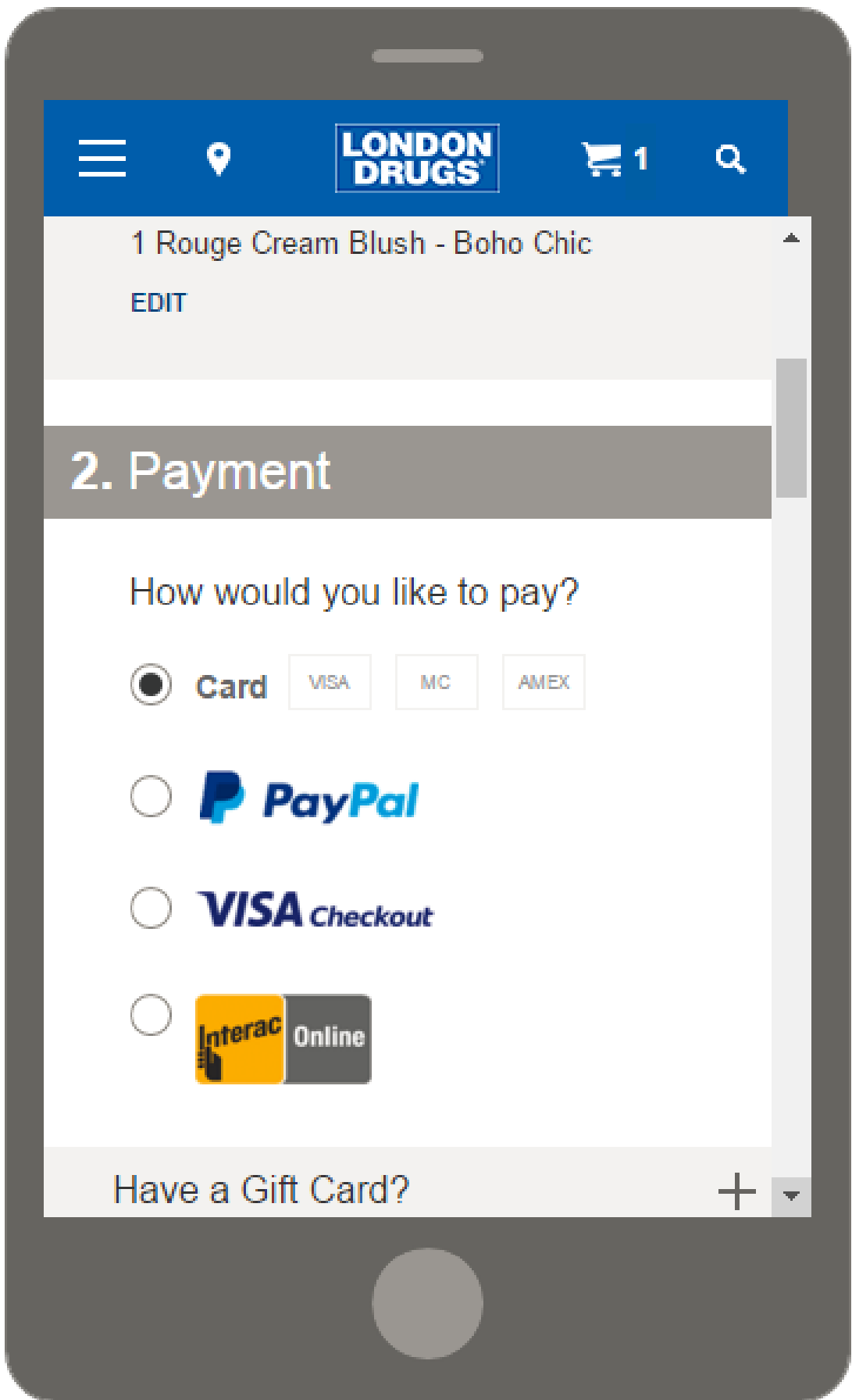
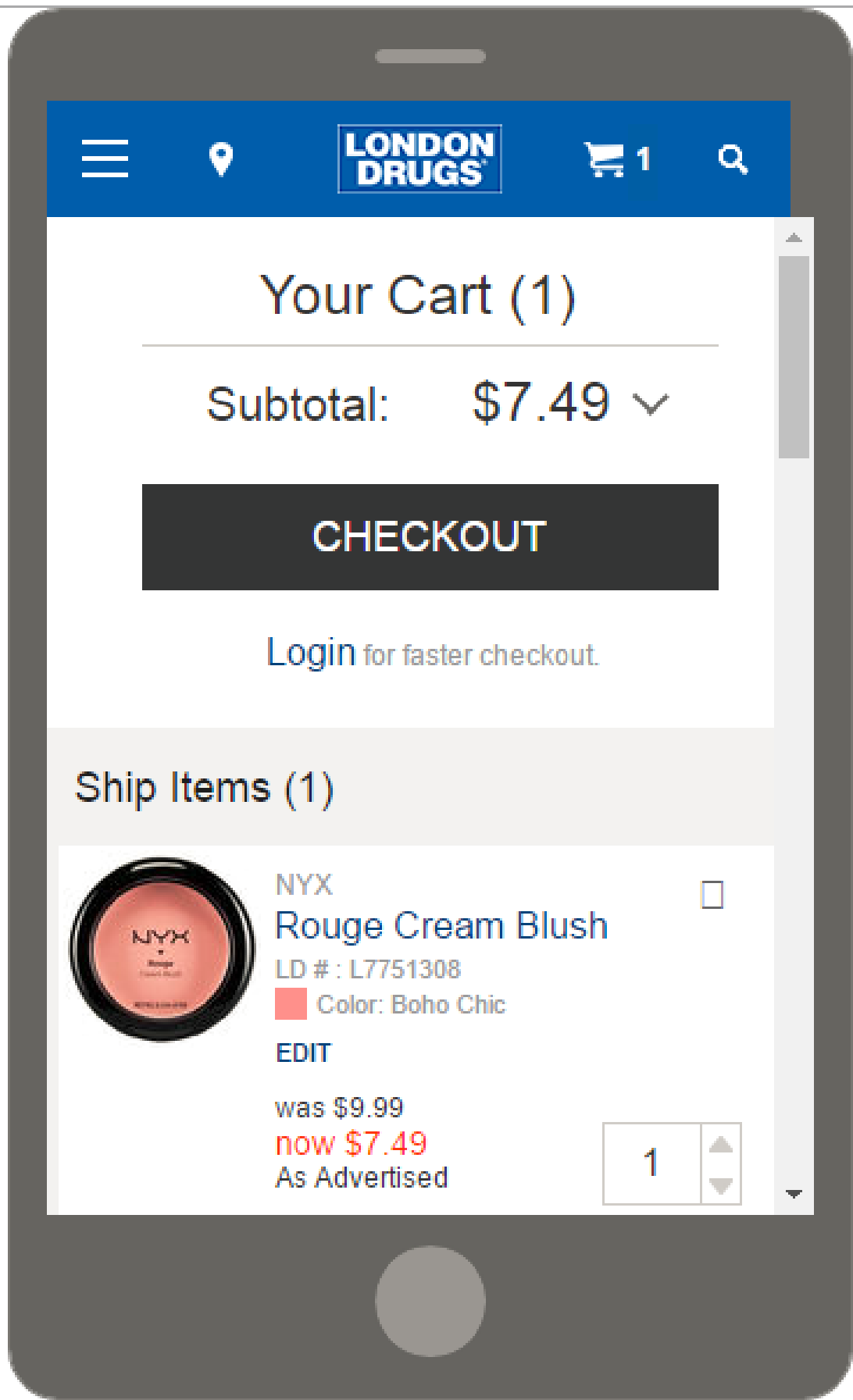
☒ No ☐ Yes

Cart Summary (1)	
 <div><div>NYX</div><div>Rouge Cream Blush</div><div>Colour: Boho Chic</div><div>Qty: 1 \$7.49</div></div>	<a href="#">EDIT CART</a>

Summary of charges	
Item subtotal:	\$7.49
Enter Coupon Code	+
Subtotal:	\$7.49

Need Help? Contact Customer Service  
1-888-991-2299  
[Email Us](#)

# Cart & Checkout Screenshots (small)



# Cart & Checkout Findings

## User Responses

*“I see the sale price, the quantity and add more if I want and then probably would update the total or remove. I see that the item is in stock. On the right side, I see the charges, I see if you have a coupon you can provide that and adjust the price.”* – **Sheryl, Female, Age 45, Alberta, Desktop**

*“I see all gray color down towards the bottom of the question and answers section. It would be nice to see the stars rating in colors or in red. I like more color.”* – **Sirine, Female, Age 33, British Columbia, Desktop, Arabic**

*“I don’t think the Total text was big enough for me. I don’t see the refund policy. If I was a new customer I would double check their refund policy to see what it is beforehand. Asking for my billing information and address is fine but I don’t like it when they save my credit card information.”* – **Cathy, Female . Age 35, British Columbia, Desktop**

*“I see my item, taxes, how much I pay, and the total. I notice the payment options, PayPal, credit card, they are asking to email my receipt. Submitted my order, I see they offered a customer service number, when I am going to receive my item, where the item is being shipped, shipping type, where it is being billed, and the total of my bill.”* – **Holly, Female, Age 35. Alberta, Desktop**

*“For this it gives me the total for shipping and doesn't show me the total of the purchase, but I do see options for paying with card, PayPal and gift card. I don't see my total.”* – **Ellie, Female, Age 55, British Columbia, Mobile**

*“If I was to sign in, I would not be sure where to find that. User scrolled down to find a place to create an account. User eventually clicked on the menu top left.”*  
- **Nancy, Female, Age 35, Alberta, Mobile, Cantonese**

*“Create an account option should also exist at checkout page.”* – **Shawn, Male, Age 28, Manitoba, Desktop**

# Cart & Checkout Observations

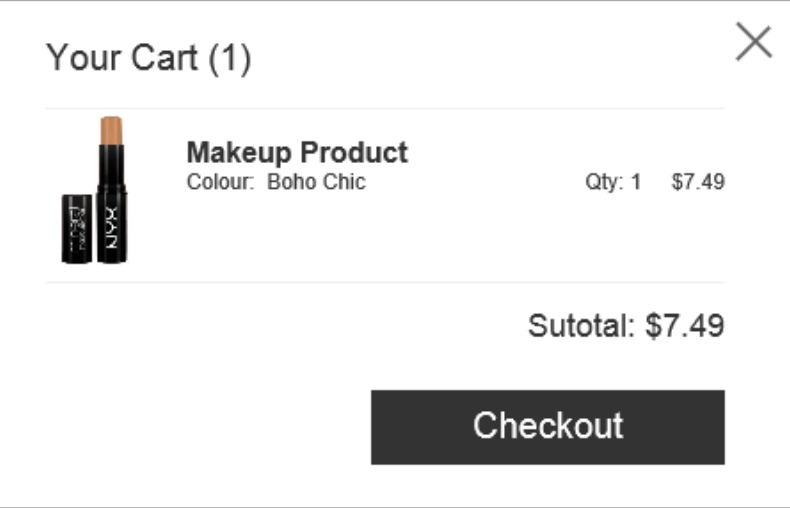
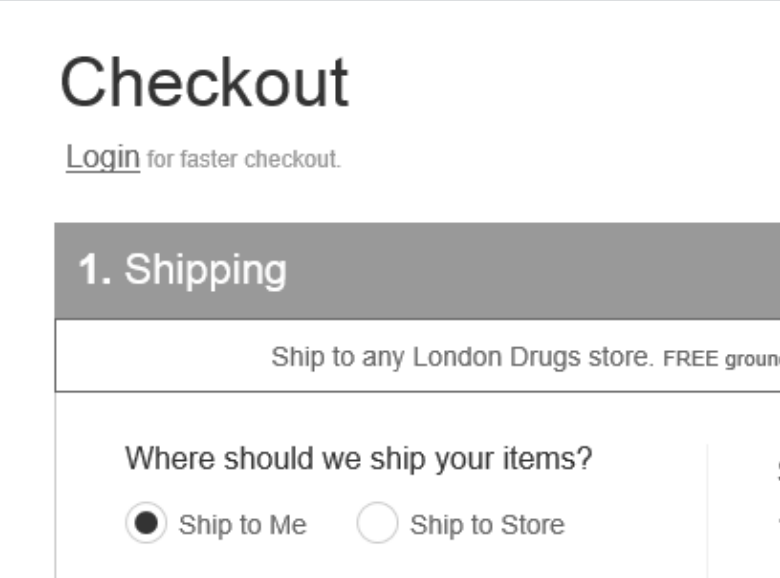
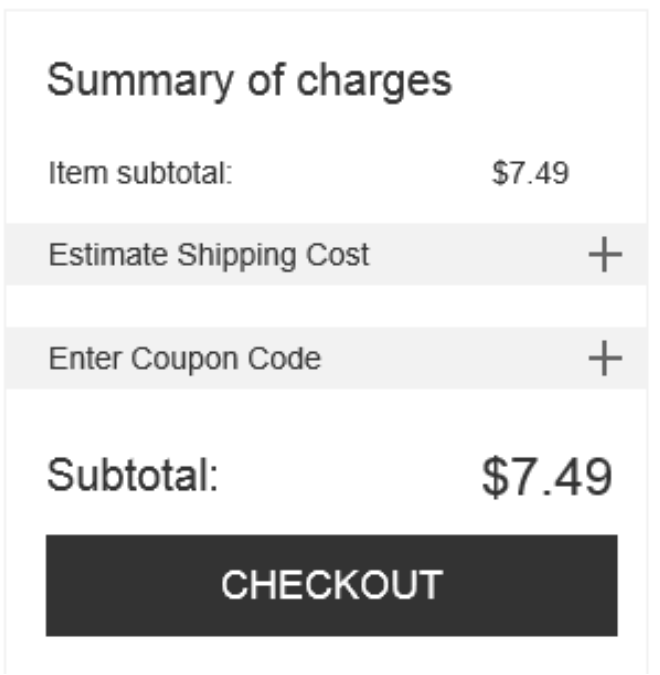
As mentioned at the beginning of the report, users were very enthusiastic about how easy the checkout experience was. One user said that it was the best checkout process she had ever used, and another said he would give it a 9/10.

With the exception of the Log-In function, users were able to locate all relevant information including price, quantity, in stock status, shipping, taxes, and coupon code entry fields. An older participant mentioned that the Total text could be larger and that she would like to have a link to the Refund Policy on this page as well.

In regards to the Log-In CTA, it was not featured as prominently as it should have been, especially on desktop. This also coincides with the user desire to be able to either Guest Checkout or Login.



# Cart & Checkout Recommendations

	Support Image (if applicable)	Recommendation	Supported Goal	Impact
Medium		Instead of scrolling page to the top of the browser to view the Mini Cart, consider having this alert appear inline.	Making it easier to checkout	This will increase ease of shopping for multiple items on the grid page, as well as decrease any potential disorientation.
Medium		Make the ability to Log-In during the checkout process more obvious by reviewing how Create an Account and Guest Checkout are presented.	Increasing findability + Making it easier to checkout	Encouraging log in and account creation at the cart page and during checkout can streamline checkout for this and future visits. As well, it promotes brand loyalty.
High		Make sure all pricing info (product, shipping, taxes) is large and obvious.	Reinforcing a positive brand experience	Increases conversion for nervous buyers.



# Next Steps



# Client Review & Feedback

## Action Items - Review:

- Review Findings Report
- Review Supplemental Materials
- [Test Plan](#)
- Desktop
  - [Test Script](#)
  - [Interactive Prototype](#)
- Mobile
  - [Test Script](#)
  - [Interactive Prototype](#)
- [Participant Info](#)

## Action Items - Feedback:

- Consolidate all feedback
- Make Yes or No determinations on all recommendations

**LIVE4REA**

The PFSweb Agency 