lancome.com.mx

Usability Study Results

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Purpose of Project

To evaluate how shoppers view Lancôme's newly launched Mexico website.

- Do shoppers find the site easy to use?
- Can shoppers find the products they are looking for?
- Can the shopper complete the purchase once they select the product?
- What impression does the website have on shoppers?

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Methodology

Recruiters found participants willing to shop online at Lancôme and one other store.

- Shoppers spent $1,000 pesos on the Lancôme website and $500 pesos on the Linio website.

- Shoppers used their own credit card and/or paid for purchase locally and were then reimbursed for their purchase.

- Shopping on the Linio website was restricted to non-food items.

- In both sites participants were encouraged to verbalize during the process so that those watching the sessions could know what the shoppers were thinking. Researchers asked additional questions when necessary to understand shoppers' choices and actions.

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Methodology continued

- Participants alternated whether they shopped first on Lancôme or on Linio.

- Due to time restrictions, only the following additional questions were asked about the Lancôme experience, after the shopping was completed:

  - Could shoppers find and use the search function

    - What type of mood did the shopper feel the website design was trying to evoke

  - What 3 adjectives would the shopper use to describe the mood or tone of the website

  - On a scale from 1 to 10 how likely would they be to recommend the website to friends and why

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Study Participants

- Five women
- Living in Mexico
- English and Spanish speaking
- Computer and internet literate
- Experienced online shoppers
- 3 were Lancome customers
- 2 were not Lancome customers

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Avoid Perception of Error

Observations:

- Some users waited for the images to load.
- "Is it broken?"
- All five participants were able to add their samples despite their questions. They were pleased when images of the samples showed up on later screens

Recommendation:

- Display product images on this screen to better frame expectations and increase shopper confidence.

"*I find sometimes Lancome is more conservative… for really middle age women like 50. I like glitter.*"

Change Date Input

Observations:

- This is a good time to invite users to create an account, because they have just completed a purchase and are feeling good about their anticipated product.

- However, the calendar widget invites users to select month and day; the participant did not think to change the year.

- An error message prompted to user to fix the error, but clicking through the calendar to go back 30+ years soon felt burdensome.

Recommendation:

- Change the field input to text only (that validates) or provide three select boxes.

"I think Lancome has more product[s] and I don't see so many products… Not enough products [here]."

Improve Search Mechanism
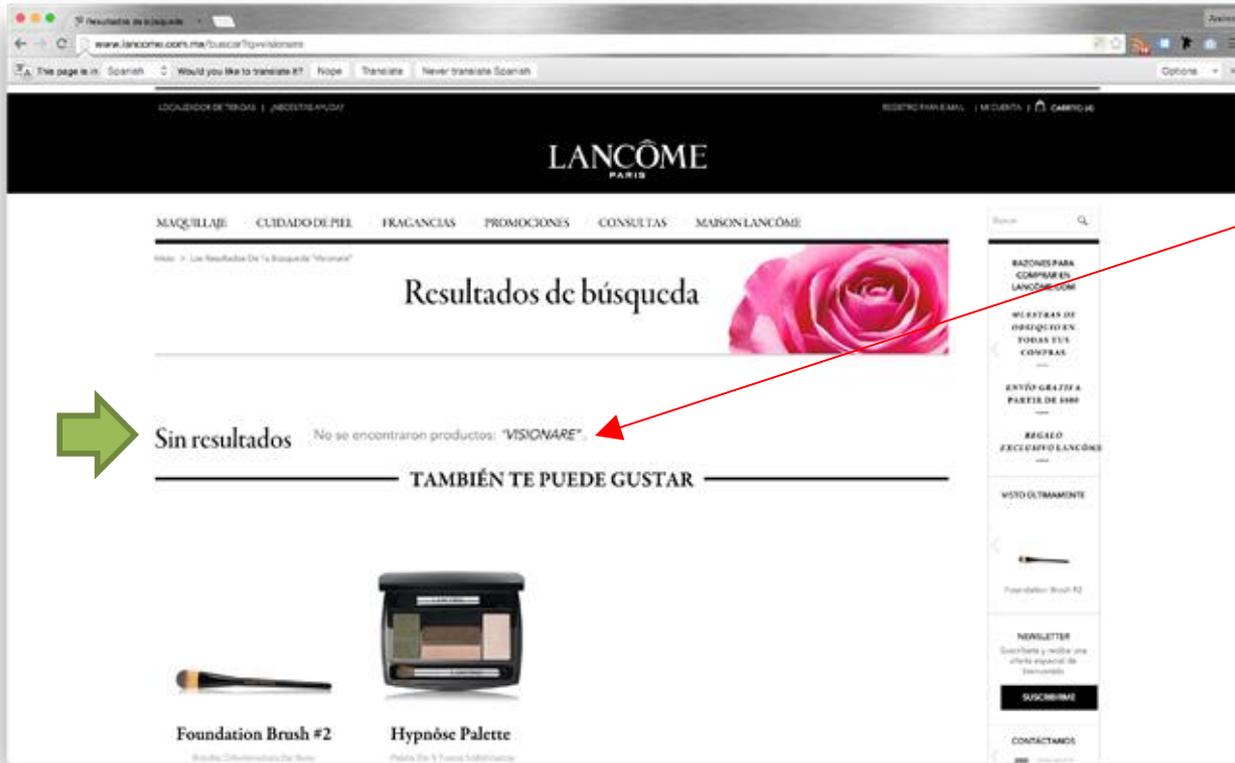
Observations:
- When prompted to search for "Visionnaire" the user typed "visionare" in the search box and didn't get results.
- The feedback to the user was in gray, small type.
- Search was complicated by the fact that site text includes English, Spanish, and French.

Recommendations:
- Include phonetic spelling synonyms for every product.
- Include a query suggestion feature.
- Include translations across all three languages as search synonyms.

Differentiate Search + No Search Results
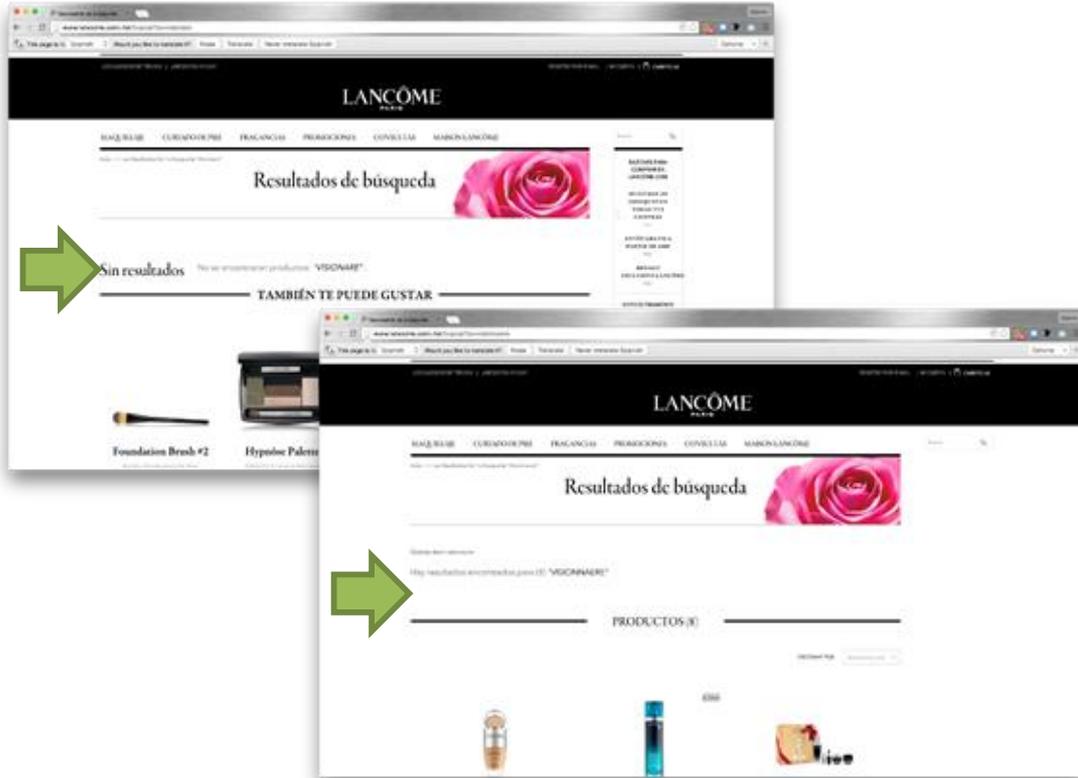
Observations:

- After successfully searching (no results) users didn't recognize a search that did yield results.
- The successful search pages and the unsuccessful search pages look very similar.

Recommendation:

- Redesign the search results page to differentiate the "results" from the "no results".

"Wish they had better description of the make-up. I don't understand their [product] descriptions."

Show more product description

Mexico with little detail vs. US with more detail.

beauty expensive
conservative great
clean Simple
trust cold
clear classic attractive
exclusive fresh
confident quality
elegant

Summary

- Offer more descriptive product information.
- Visually and functionally differentiate the no results search page from the results search results page.
- Change input mechanisms for dates in the distant past.
- Frame user expectations when selecting gifts by offering images/visuals of what those gifts are when they are selecting them.

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Checkout Performance

Linio.com *Vs.* **LANCÔME**

We didn't observe *significant* performance differences in the checkout processes between the two websites besides:

1. Linio had more layers of navigation = more time to find products
2. Linio had a social login to check out, but it didn't work when a participant tried to use it

We were unable to measure checkout times since several users had network, browser, software-related issues. We also had some technical issues with at least one recording and most importantly the "invoice process" artificially inflated the total checkout time.

Thank You.

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