

UX Research Case study

BOHEMIA

Gopa Shahane

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Know a little more about me!



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About me



I am Gopa Shahane

I am a UX designer, with a passion for visual storytelling, problem-solving, and creating delightful, interactive, accessible user experiences.

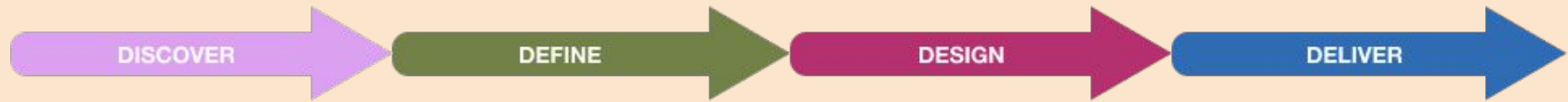
I have a background in marketing and branding. I have worked in hospitality & finance. I think of myself as a global citizen as life took me across the world. I have lived in Malaysia, India, UAE, and now the USA.

In my leisure time, you will find me writing, sketching, or volunteering at the animal shelter.



My role in this project

I conducted research for all stages of the product development process: from foundational explorations in the discover phase to validation oriented research in the design phase.



Methods & Tools Used

METHODS-

- Interviews
- Empathy Mapping
- User Journey Maps
- User Persona Creation
- Usability Testing
- Affinity Mapping

TOOLS-

- Zoom
- Voice & Video Recorder
- Figma
- Maze
- Useberry
- Mural



Foundational Research

Better understand the habits, desires, painpoints, and highlights of the users who shop online for clothes.

Where in the Product Development Process?



DISCOVER



Research Plan

The first step was to prepare an interview outline and a research plan. I scripted open-ended questions, taking care to avoid any leading terminology.

I outlined the goals of this primary research (1x1 interviews) -

- Understand the experience of online clothes shopping for the users
- Identify problems and frustrations they face when shopping online
- Find out which are the preferred platforms for online shopping for them
- Identify the top three important features users prefer during online shopping
- Find out if they are open to shop online from their favorite local stores



Recruitment

The demographic I was looking at was mostly female, between the ages of 20-60, residing in metropolitan or suburban areas, someone who shops online for clothes often. I also included one male, and one LGBTQIA participant to ensure inclusion and prevent bias.

The participants were volunteers, but were screened based on the demographic requirement of the project.

Participants -

1. Anna - 55, F, Office Administrator
2. Diana - 32, LGBTQIA Entrepreneur
3. Tam - 41 F, Housewife
4. Jose - 50 M , Contractor
5. Rose - 23 F, Tech professional



Interview & Data Analysis

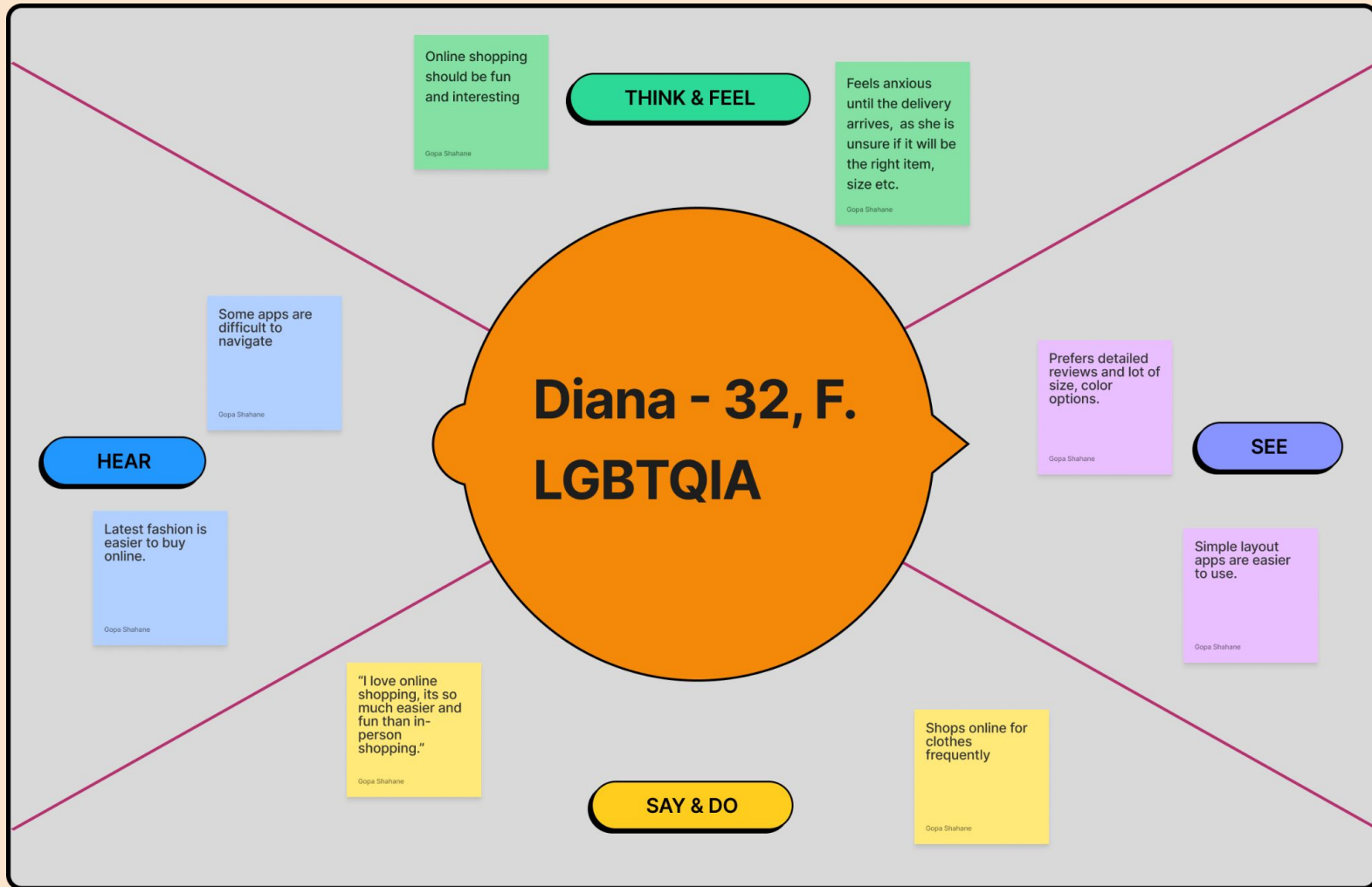
1X1 Interviews

I conducted most of the interviews in person. The questions remained standard for each interview. The participants were informed that they would be recorded and signed consent for the same. Being present in person was beneficial as I got to observe their body language and facial expressions while answering different questions.

Analysis

After each interview, I transcribed the recording. Once they were all done, it was easy to group together the responses based on the question they answered. This data would be used in the process of Empathy Mapping.



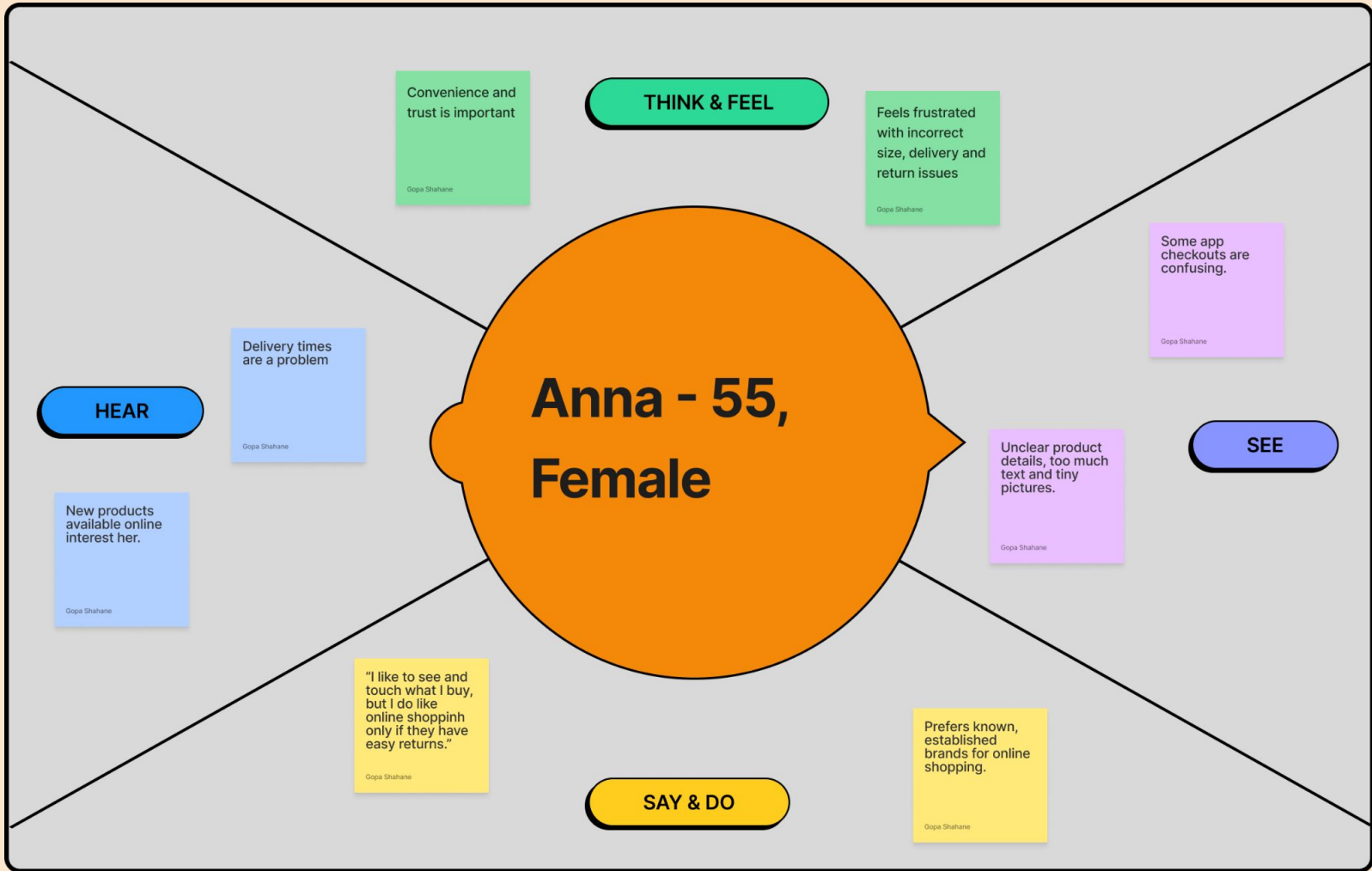


Empathy Map 1

Based on the information collected from the interviews, I created aggregated empathy maps. (combining responses from similar users into one)

Empathy Map 2

Based on the information collected from the interviews, I created aggregated empathy maps. (combining responses from similar users into one)



Hyung Ran Choi



| | |
|------------|-------------|
| AGE | 42 |
| EDUCATION | B.A |
| STATUS | Married |
| OCCUPATION | Housewife |
| LOCATION | Houston, TX |

Personality

- Shy Creative Friendly
Introvert Thinker

“ I love fashion, and prefer online shopping from different stores to find unique things, but I am shy and don't like to interact with store personnel.”

Brief story

Hyung Ran is a recent immigrant to USA. They love fashion and style, and enjoy exploring new stores and online shopping. Incorrect sizing, unclear product descriptions, and low quality products make it difficult for them to decide which store to trust. They wish the store apps would have detailed pictures, and clear descriptions of the product, with the correct sizing charts and an easier way to return unsatisfactory products.

Goals

- To be stylish and trendy.
- To support and take care of their family as best as possible.
- To find affordable shopping deals

Frustrations

- “I feel nervous to shop in person as I am not fluent in English, online shopping allows me to take my time.”
- “When the product arrives, sometimes it's completely different than what is showed, and that is very frustrating.
- “Returning anything is a nightmare on most apps.”

Brands



Example of A User Persona





Hyung Ran Choi



42



Houston



Housewife



Married

Scenario

Shopping for unique fashion for a special event where they want to stand out because of their special outfit.

Expectations

Hyung Ran expects to have an easy and friendly experience, and also not waste too much time. She hopes to find something she really likes.

| Phases | Select store | Browse collection | Visit Store | Shop at store | Checkout |
|----------------------|--|--|--|--|--|
| Tasks | A. Decide on fashion & type of clothes B. Search stores in browser. C. Select a store. | A. Browse collection online. B. Find items they like. | A. Scroll to find address. B. Use maps to find best route. C. Travel to store. | A. Talk to in store salesperson. B. Locate items they liked on browser. | A. Talk to checkout person. B. Pay. C. Travel back home. |
| Thoughts | "I'm Confused by too many store options." | "I hope everyone understands my accent." | "I hope they have the dress I saw online." | "He speaks too fast" | "I hope they have easy returns" |
| Emotions | | | | | |
| Opportunities | Have a specific app for the local boutique store they selected. Include search filters and Detailed images. Provide size charts. | Use contrasting color for text for easier reading. | Contact info & physical address should be easy to find, simple app navigation. Optimize app for language translation technologies. | Provide item availability status in description. | Include easy return policy, and provide simple checkout flow. Offer optional account creation to help easier login and save purchase history |

User Journey Map

As part of the interview, I had asked users their experience of "shopping at a store that has no delivery or app" as a story. This user journey was the final result from the stories I heard.



Key Insights

Pain points

- Most users shop online to save time and effort, as they are too busy to have time to go and spend hours shopping in person
- Users get frustrated with delivery timelines of smaller stores, as they often get delayed and seem unreliable
- The size chart is often not accurate, and the pictures do not clearly show the fabric, resulting in often receiving incorrect sizes and unsatisfactory product quality.
- Wrong size or product often means having to return the product and that often means tedious long calls and processes, often without any success.



Competitive Audit

I conducted a competitive audit, focusing on the online shopping experience of the competitors' platforms.

One might ask why this was important if this was a fictional project ? I think this was imperative, especially in this case of starting a fictional project.

The data from this audit created a base for me to start working on, enabling me to build a better more realistic project as I progressed.



| Competitive audit | | | | | | | | | | | | | | | | |
|--|-------------|------------------|---|---|--|---------------------|---|--|--|--|--|--|--|---|-----------------------------------|--|
| Compare the online shopping experience of competitors apps/websites. | | | | | | | | | | | | | | | | |
| General Information | | | | | | | | UX <i>(rated: needs work, okay, good, or outstanding)</i> | | | | | | | | |
| Competitor type <small>(direct or indirect)</small> | Location(s) | Product offering | Price <small>(\$ - \$\$\$\$)</small> | Website <small>(URL)</small> | Business size <small>(small, medium, large)</small> | Target audience | Unique value proposition | First Impressions | | Interaction | | | Visual design | Content | | |
| | | | | | | | | Desktop website experience | App or mobile website experience | Features | Accessibility | User flow | Navigation | Brand identity | Tone | Descriptiveness |
| Anything Bling Boutique | Direct | Houston, Texas | \$\$ | https://shopanythingbling.com/ | small | Women 25-65 yrs old | A place to shop for mother's & daughters in style. | GOOD + Colorful & bright, visually appealing - Too many images crowded together - No accessibility options | OKAY + Visually appealing design - Empty tabs on home screen - User cannot checkout without login - Signing up for account is faulty with errors - No accessibility options | OKAY + Live video selling option + Rewards program - Search filters are faulty and few - Payment only via card - No delivery tracking & free returns - Returns only give user store credit | NEEDS WORK - ONLY available in English + No accessibility features for audio or visual impairments | OKAY + Simple straightforward user flow - Payment process is slow - No contact info on app, making it difficult to find info like location, phone etc. | OKAY + Clearly marked buttons - Some tabs are not functional or empty | OKAY + Brand identity is consistent - App is very basic | Friendly & welcoming, informal. | OKAY + Focused on target user - Too wordy, too much unnecessary text. |
| Emerson Rose Boutique | Direct | Houston, Texas | \$\$ | https://shopemersonrose.com/ | small | Women 25-65 yrs old | Stylish and unique collection of clothing | GOOD + Clear welcoming design + Easy navigation & sign up + User can checkout without account - No Accessibility options | NEEDS WORK + Website is responsive so adjusts well to mobile usage - Has no dedicated app | NEEDS WORK + Responsive website + Quick checkout - No dedicated app - No delivery tracking & free returns | NEEDS WORK - No app only website - Only available in English - No accessibility features | OKAY + Website has a simple user flow + Payment process is smooth with a paypal option - No dedicated app makes it difficult to use everytime | OKAY + Clearly marked buttons & sections - Some buttons are not working on the website | OKAY + Brand identity is consistent - No dedicated app | Informative, formal & welcoming. | GOOD + Focused on target user + Clear product display & description - Lacks enough information in the about & contact section |
| Amazon | Indirect | Worldwide | \$ - \$\$\$ | https://www.amazon.com/ | large | All demographics | Most customer friendly company on the entire planet | OUTSTANDING + Great welcoming design. + Easy navigation & sign up + Has English & Spanish & other region languages option - Too many choices - Website has no other accessible features | OUTSTANDING + Easy highly usable design + Simple Navigation + Accessibility friendly | OUTSTANDING + Wide variety of products & features + Effective filter features + Easy one click checkout & payment with integrated credit card points from some banks + Free returns & delivery tracking with refunds | OUTSTANDING + Available in English & Spanish, and other international languages + Audio available for entire content + Integrated with voice assistant technology | OUTSTANDING + Simple straightforward user flow + Easy & quick checkout process + Easy to understand product description + Easy to use filters & follow up on deliveries etc. | OUTSTANDING + Easy to switch languages + Clearly defined buttons and icons | OUTSTANDING + Consistent & Strong brand identity, including colors, font, style, motion, imagery, and photography. | Friendly, formal and encouraging. | OUTSTANDING + Focused information for all audiences + Concise & to the point details + Clear description of other details |

Competitive Audit

Click on the image to view a clear pdf



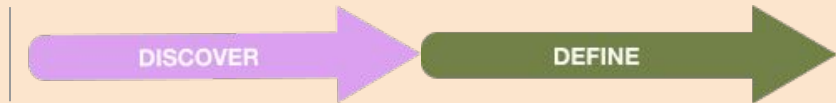
Summary

Foundational research produced these key deliverables -

1. Pain points
2. User Personas
3. Competitive Audit
4. User Journey Map

These deliverables enable the move from 'discover' to the 'define' stages of the product development process.

Where in the Product Development Process was I after this research?



Usability Study 1

Test the lo-fi prototypes to determine the usability of the product, and highlight new painpoints. This research is conducted during the design process.

Where in the Product Development Process?



Research Plan

RESEARCH GOALS

I would like to understand what confusion or difficulties the users face when using the app. How the user flow works for them when completing tasks such as checking out, in-app navigation, creating an account, etc.

RESEARCH QUESTIONS

- How long does it take the user to pick a product and checkout successfully?
- Is there any step where the user gets stuck in the app?
- What insight can we gain from the way the user navigates the app?
- What difficulties did the user face when exploring the app?
- How long did it take the user to log in/create an account?
- Did the user feel overall confident while using the app or were they overwhelmed/confused?

KPI'S (key performance indicators)

- Time on task—How long do users take to finish shopping and checkout, or log in, or create an account?
- User Error rates—What are the parts of the design that lead users to make errors?
- Bounce rates- How many users left tasks midway and why?
- System Usability Scale— A questionnaire to evaluate user feedback



Research Plan (continued)

METHODOLOGY

- Unmoderated Usability study
- Location- the USA, remote (each participant will complete the study at their homes.)
- Date– The study will take place between June 23-26.
- Introduction and basic information taken. 5 participants will shop through the app. A few open-ended questions at the end of the study. Each participant will then complete a questionnaire on their experience.

This usability study was conducted on MAZE.

Follow the link to view the test - [BOHEMIA Usability 1](#)



Shopping & Checkout

B- Reply to prompt 1- "Process was easy but I initially did not know where to click to access all of the products."

C- Reply to overall app experience
"Yes, it was easy to complete. I wasn't able to select certain things like size, which through me off. But otherwise, the overall flow was great, and I could do it all with one finger on the mouse pad."

D- Found home page clear used search bar to find product.

E- Found checkout process simple and easy

A- Reply to prompt 1- "It was easy, but some fonts were difficult to read. I guessed what had to do. Checkout option was easy to use."

Home page /login , signup

A - Got confused where to login/signup, couldn't complete prompt 2

B- Did not notice the login/signup button on home page for prompt 2

B- Was overwhelmed with too much information on the home page

C - Confused where to click on home screen

E- Reply to Prompt 2- "Umm..I wasn't quite sure I hit the right button. I hit the profile button, because that's what I'm used to doing. But I did see a sign in button, but it was very small."

B- Arrived at user page without login/signup

D- Confused where to find the login button, not easily visible

C- Found prompt 2 easy to complete

E- Confused about the login/signup button

Accessing Menu/settings

B- Did not notice the hamburger menu, used different path for prompt 3

A - Could not find the hamburger menu

C- Couldn't find hamburger menu, used different path for Prompt 3

D- Found hamburger menu with difficulty, Prompt 3

D- RE to prompt 3- "This prompt was easy for me because I shop online a lot and know how to navigate around a site. But I had to think about where to go to do this as I was a little confused as to where to go."

E- wants hamburger menu on the left side

E- Completed prompt 3 with predicted path

Chat feature/help

A - Found prompt 4 easy

B- Loved prompt 4, found it easy

A - wants to get help through email instead of chat option

C- Loved the prompt 4 chat button

D- wants a floating chat bubble

D- Thinks additional help feature would be nice.

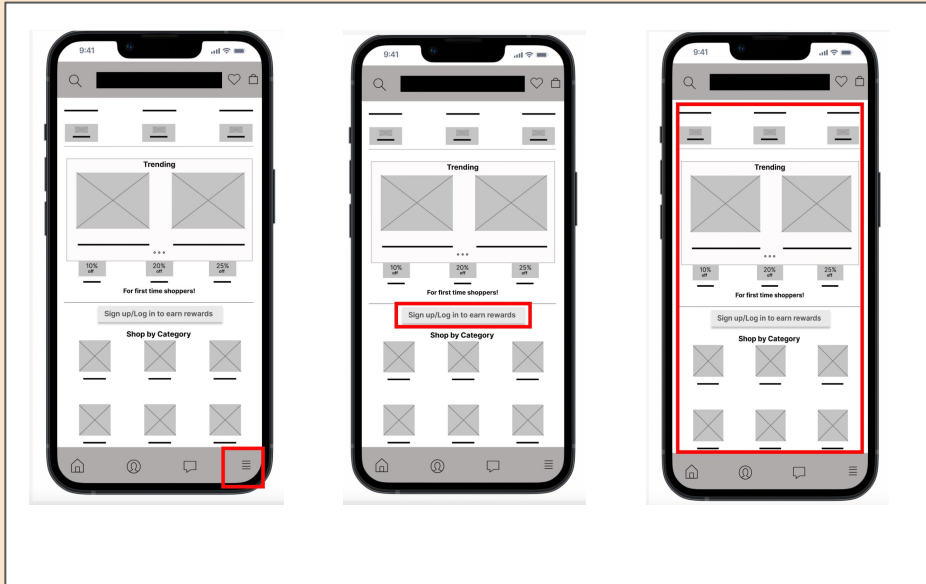
E- Loved the chat button

Affinity Map

Based on the results and quotes from the participants, I created this affinity map grouping the results under four main categories. Key insights were derived from this.



Key Insights



- Users couldn't locate the hamburger menu as it was not at the common location, creating difficulty in navigating.
- Users need an easily visible login/signup button to be able to create an account.
- Users need more help options such as email and a help button.
- Users need clear and simple home page layout without too much additional distracting information.

Shopping & Checkout Task -

[Open the app, and shop for an item , add to bag and complete the checkout process.](#)

100% participants reported that this flow was easy and simple to complete, they felt delighted!

"This process worked very well. I like the different color of the command buttons at the bottom ..it let me know what to do next."

100%

I felt this was a great positive insight, and felt very motivated



Usability Study 2

Test the Hi-fi prototypes to determine the usability and validity of the product, and highlight new painpoints, and additional features users might need. This research is conducted during the design process and leads to the final iterations of the design.

Where in the Product Development Process?



Research Plan

RESEARCH GOALS

I would like to understand what confusion or difficulties the users face when using the app. I would also like to know their first impression about the visual appeal and ease of reading, viewing images etc. The focus is also on How the user flow works for them when completing tasks such as checking out, in-app navigation, creating an account, etc.

The Research plan remained very similar to the one for USABILITY 1.

This time I used USEBERRY for the unmoderated usability study.

Follow the link to view the test - [BOHEMIA Usability 2](#)



Affinity mapping from usability test 2 - BOHEMIA

First impressions

I liked the colors and big images. Sometimes e-commerce apps have really small text and pics. So this was refreshing



Gopa Shahane

I liked the splash screen, it was attractive



Gopa Shahane

The colors and images are attractive and cleanly presented.



Gopa Shahane

The app logo is beautiful and the splash screen made a good first impression



Gopa Shahane

The screens loaded very slow. The app looks very attractive though.



Gopa Shahane

Shopping task

Shopping for a dress was simple and straightforward.



Gopa Shahane

Shopping for a dress was easy and again I liked how everything was spaced and large enough to understand. Checkout was quite straightforward



Gopa Shahane

Overall I would use this app, it seemed very straightforward.



Gopa Shahane

Shopping for the dress was easy, I saw they had some size and color options too which is great.



Gopa Shahane

Dress shopping was easy and straightforward



Gopa Shahane

Login/signup, user account

I liked that creating an account was optional, I could also shop as a guest. The login/signup process was simple but the user account page was confusing and seemed cluttered.



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I thought the user account page was confusing, I expected only to be able to edit the info there. It was too much information.



Gopa Shahane

Login/signup was easy, but the user account page was a little overwhelming.



Gopa Shahane

I had difficulty tapping on the user icon, it wouldn't work for some reason. Login/signup was easy.

Gopa Shahane

I liked that I could shop as a guest. Login/signup was clean and simple. The user account page was a little confusing.



Gopa Shahane

The user account page was a little overwhelming but login/signup was easy



Gopa Shahane

chat/help

Not sure what I would do with a chat button. I don't like chatting.

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I am glad they have a contact us section, I don't like chatting with robots.



Gopa Shahane

Having a chat button and help section is very helpful

Gopa Shahane

The chat button is useful, I would definitely use it.

Gopa Shahane

I think a chat button is very useful for clothes shopping as there might be a lot of questions I have.

Gopa Shahane

Miscellaneous

I wish they had more reviews, or some thing where I could see the clothes tried on by real sized women.



Gopa Shahane

The dress did not change color when I selected a different color, so I was confused.

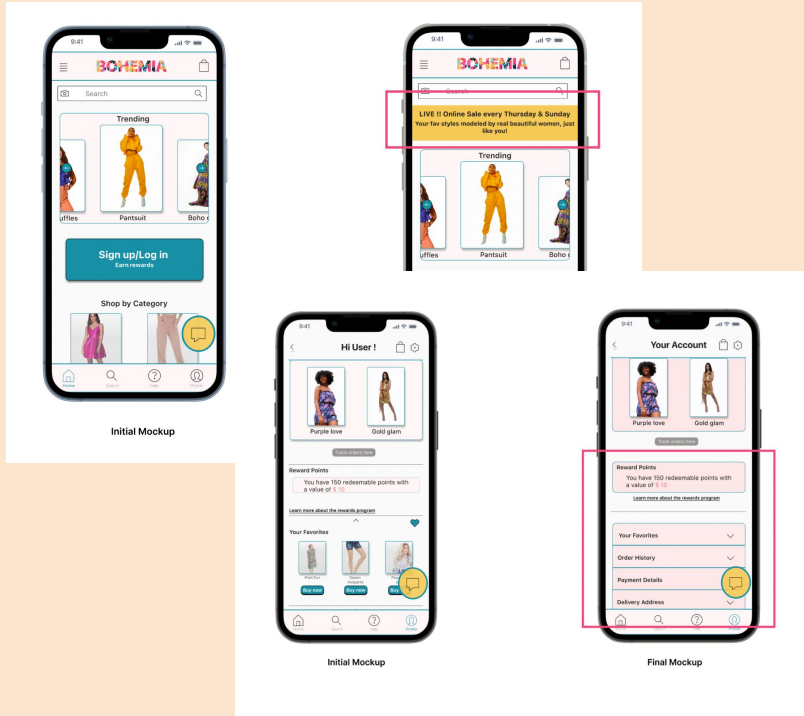
Gopa Shahane

I got confused, the home page looked like a signup page to me. A tad confused.



Gopa Shahane

Key Insights



- Users wanted features such as sales, live selling etc.
- Users loved the colour and large images.
- Users expected detailed reviews for the products.
- Users were confused by the user account page and needed it to be simpler without too much additional distracting information.

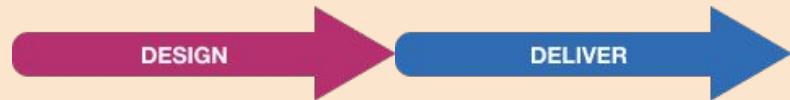
Usability Study Summary

This ongoing research produced these key deliverables -

1. Affinity Maps
2. Key Insights for further iterations
3. Product Validation

These deliverables enable the team to progress from 'design' to the 'deliver' stage of the product development process.

Where in the Product Development Process was I after this research?



Thank You

Let's connect.

Please reach out on [LinkedIn](#) or drop me an email at shahanegopa@gmail.com with any questions or advice you might have.

