

# **SURVEY REPORT**

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# **E-Commerce User Experience Survey**

This presentation summarizes the findings of a user experience survey conducted to understand customer pain points and identify areas for improvement on an e-commerce platform.

# Survey Overview

## 1. Purpose

The survey aimed to gather feedback from users on their experiences with the e-commerce platform.

## 2. Methodology

The survey was conducted online through a questionnaire, with a focus on key areas like coupon application, product quality, and customer service.

## 3. Participants

Over 40 participants completed the survey, representing a diverse range of demographics and shopping habits.

## 4. Analysis

The collected data was analyzed to identify trends and patterns in user feedback, providing insights for improving the e-commerce platform.

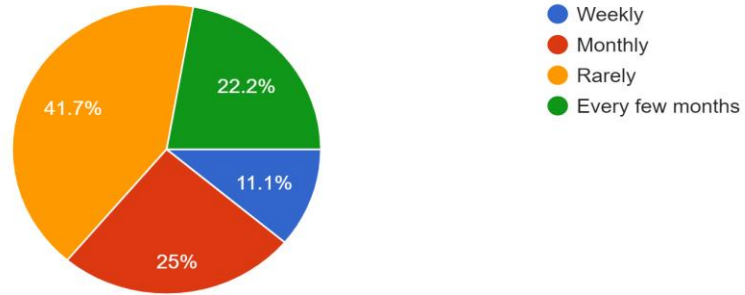
# Questionnaire Results

Category	Key Findings
Size and Fitting	Some customers reported issues with the fit of the clothes. Improvement are needed in providing more accurate sizing options.
Product Quality	Users expressed satisfaction and dissatisfaction with the quality of products, but highlighted the importance of clear product descriptions and high-resolution images and also expecting discounts .
Customer Service	Users found the customer service team responsive, but some reported difficulty in reaching them or resolving issues promptly.
Payment Issues	Users experienced various payment-related challenges, including failed transactions, double charges, and delays in receiving payment confirmations.

# Analysis and Survey

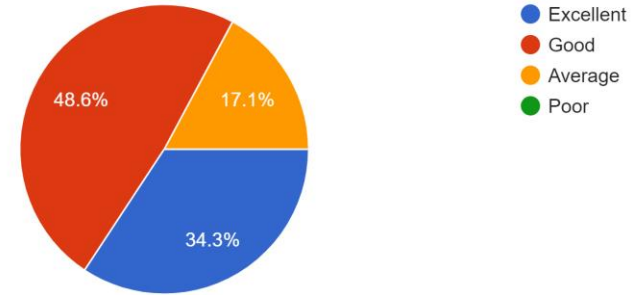
How often do you shop for clothing online?

36 responses



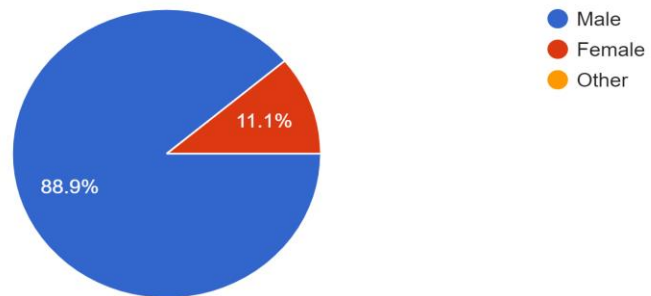
How would you rate your overall experience with our website?

35 responses



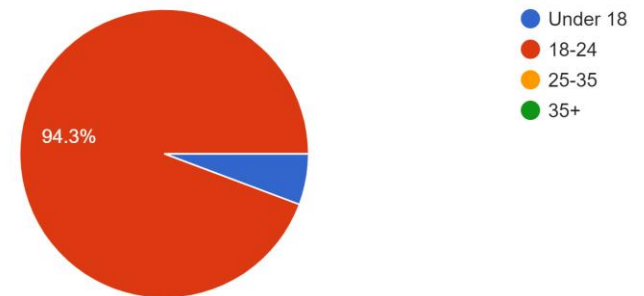
What is your gender?

36 responses



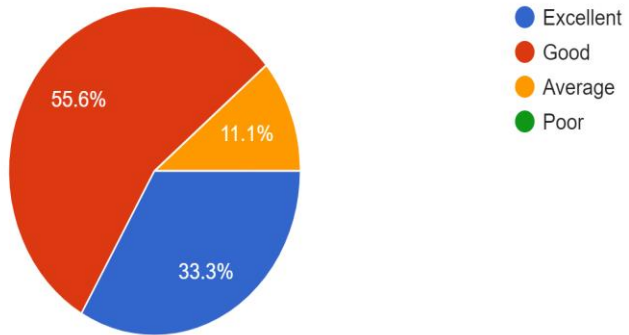
What is your age group?

35 responses



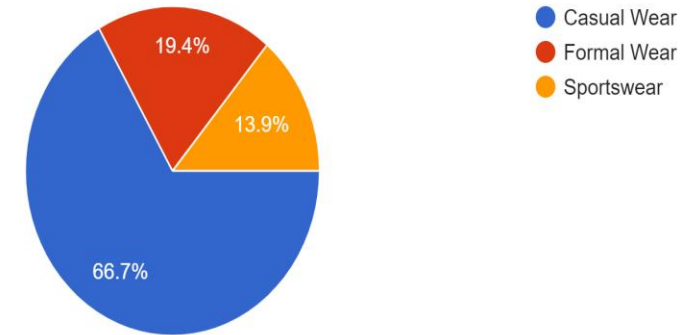
How do you find the quality of the clothing items you've purchased from us?

36 responses



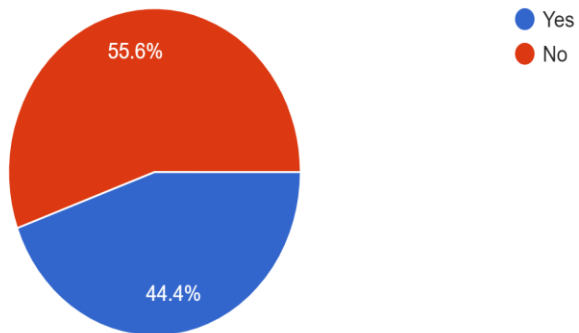
Which types of clothing do you usually purchase from our website?

36 responses



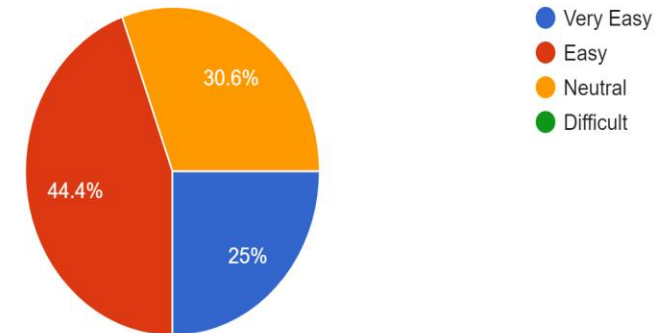
Did you experience any issues while browsing or purchasing on our website?

36 responses



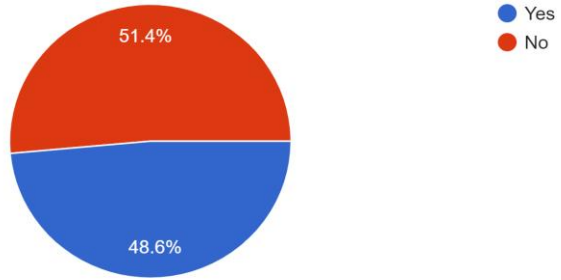
How easy is it to navigate our website?

36 responses



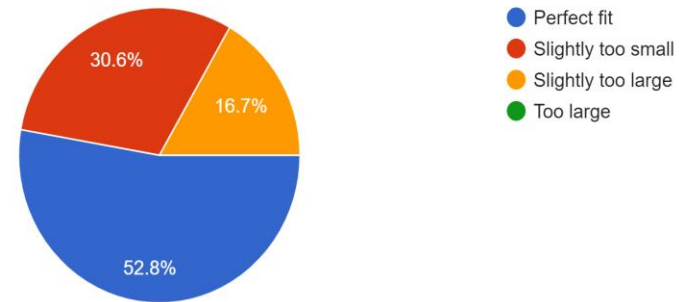
Have you ever contacted our customer service?

35 responses



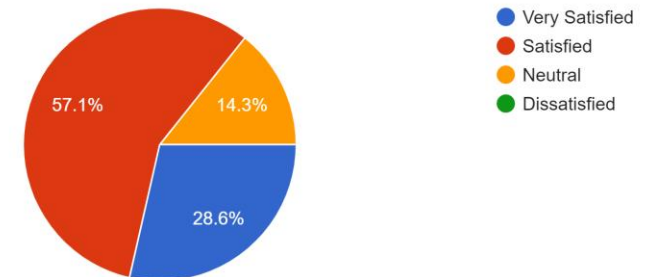
How would you rate the fit of the clothing items you've purchased from our website?

36 responses



How satisfied are you with the delivery time of your orders?

35 responses





# **Insights from Secondary Research: E-Commerce Website Survey Analysis**



## 1. User Experience (UX) and Navigation

**Finding:** Users often struggle with poor navigation and ineffective search functions on e-commerce sites. These issues make it difficult for them to find products, leading to frustration and higher bounce rates.

**Source:** Baymard Institute's research highlights that 60% of users encounter challenges with site search, and poorly designed navigation structures are a key reason for users abandoning their shopping.

**Implication:** Simplifying navigation and improving search functionality can enhance user satisfaction and significantly boost conversion rates.



## 2. Payment Issues

**Finding:** Payment issues, including double charges, failed transactions, and security concerns, are frequent problems that lead to cart abandonment. These issues create distrust among users, causing them to leave the site without completing their purchase.

**Source:** According to a report from Statista, 20% of online shoppers abandon their carts due to payment-related problems. Ensuring that payment processes are smooth and secure is essential for maintaining user trust and encouraging purchases.

**Implication:** To reduce cart abandonment and improve customer retention, e-commerce platforms should implement reliable payment gateways, ensure robust transaction security, and provide clear communication during the payment process.

### 3. Mobile Experience

**Finding:** Many users encounter significant issues with mobile site usability, including slow load times, unresponsive design, and difficult navigation. These issues lead to frustration and often result in users abandoning the site. Given the increasing number of users shopping via mobile devices, these challenges are critical to address.

**Source:** Google's research reveals that 53% of mobile site visits are abandoned if pages take longer than three seconds to load. Additionally, sites that aren't optimized for mobile use see significantly lower conversion rates.

**Implication:** To retain mobile users and improve their shopping experience, e-commerce platforms must prioritize optimizing mobile site performance. This includes reducing load times, ensuring a responsive design that adapts well to different screen sizes, and simplifying navigation. These improvements can lead to higher engagement and conversion rates among mobile users.

# CONCLUSION

The overall experience of customers on this e-commerce website is positive, with many appreciating the user interface and customer service. However, there are specific areas where enhancements could elevate the experience further, particularly in terms of product quality, fitting, and delivery. By addressing these concerns and capitalizing on the positive aspects, the website can continue to build customer loyalty and stand out in a competitive market.



Form Link: <https://forms.gle/59ygwhxGASAjicBD8>

Excel Sheet: [Link](#)

Thank you