



**UXR**

Medallia + Quantum Metric

**Canadian Tire ODP**

**User Friction Points & Engagement on  
Current Fulfillment Methods**

June 2023

# Canadian Tire ODP: User Friction Points & Engagement on Current Fulfillment Methods Overview

**Objective:** Uncover friction points related to the current fulfillment methods information and selection on the PDP, cart, and checkout pages, to support enhancements to fulfillment method design.

## Medallia Search Segment:

- Time Period: April 25, 2023 – May 24, 2023 (30 Days)
- Search Terms: shipping, ship to home, free pick up, pick up, delivery, and Cart.
- Digital Property: canadiantire.ca

**Dataset:** Includes Medallia user comments, QM search segments for Error messages, and user engagement on pages.

**Methodology:** Explore Medallia for issues regarding the fulfillment process, find trends or patterns in QM that support customer pain points, and analyze the data gathered.

# Top Findings

## Stock Availability and Shipping Options:

- Many users reported a lack of stock availability at their desired store location.
- Users expressed the need for a "ship to a nearby store for pick up" option as an alternative.
- Some users want the convenience of buying from multiple stores in one order, regardless of stock availability.

## High Shipping Costs:

- Customers are not happy with the high shipping fees, which may be a reason they opt for free in-store pickup.
- Users proposed the removal of shipping charges when the purchase total exceeds a designated minimum.

## Error Message Disrupting Checkout Flow:

- Customers have reported encountering the error message "Please address the issues within your cart prior to checking out"; however, it has been difficult for them to pinpoint the exact issue that necessitates correction.

## Difficulty in Finding Shipping Options in Cart:

- Two users had difficulties finding the "Ship to Home" option or switching from "free-to-pickup" to "ship-to-home" inside the cart.

# Requests for Alternate Fulfillment Options

[April 25, 2023 – May 24, 2023]



5/10

## User Comment

“Went into a location near me and they were out of stock on the item I wanted. The next available item was double in price. I went online to buy the original item from another location and have it shipped to me. **I wish it would just ship to a store near me and I could pick it up for free** but you don’t offer that. I’m happy that I am able to get the cheaper priced item that I originally wanted plus shipping charges.”

The primary issue users reported is stores not having stock available at their desired location. As an alternative, they expressed the need for a ‘ship to a nearby store for pick up’ option.

Other users want the convenience of buying from multiple stores in one order, regardless of the available stock locations.



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## User Comment

“I had to re-enter credit card info about 5 times. Also, **I wish I could buy things from multiple stores in one order (and pick them up at whichever store has stock. I don't like having to place separate orders.**”

# High Shipping Costs

[April 25, 2023 – May 24, 2023]

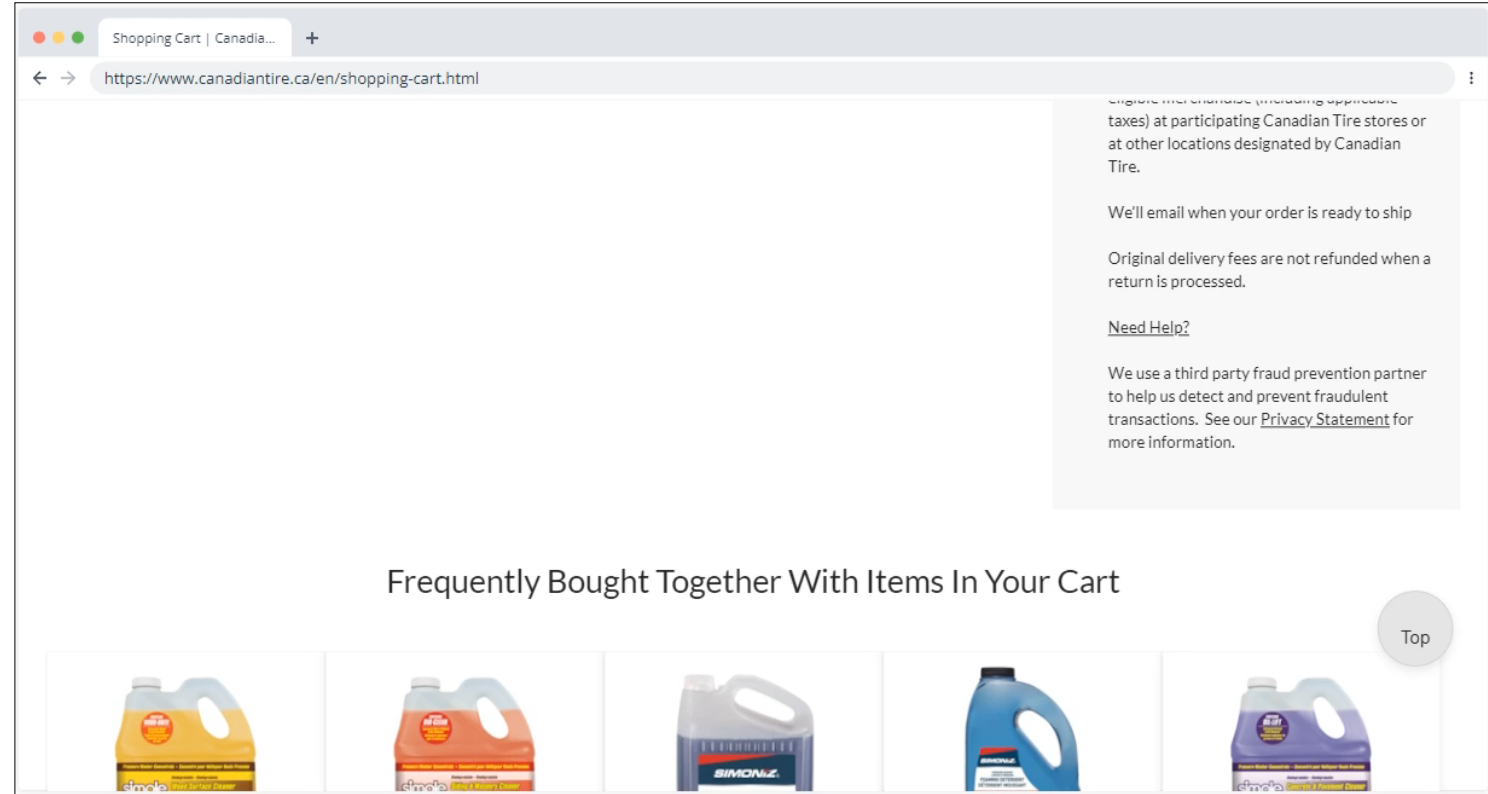


## User Comment - [\[Full Video\]](#)

"I was shocked at the delivery fee, so I have to make arrangements for a friend to pick this up for me. Anything over a certain amount, i.e. \$500 should have free delivery, like Home depot does"

QM sessions revealed that users may be opting for the free "Pick Up" option after reviewing the high shipping costs.

Some users propose the removal of shipping charges when the purchase total exceeds a designated minimum.



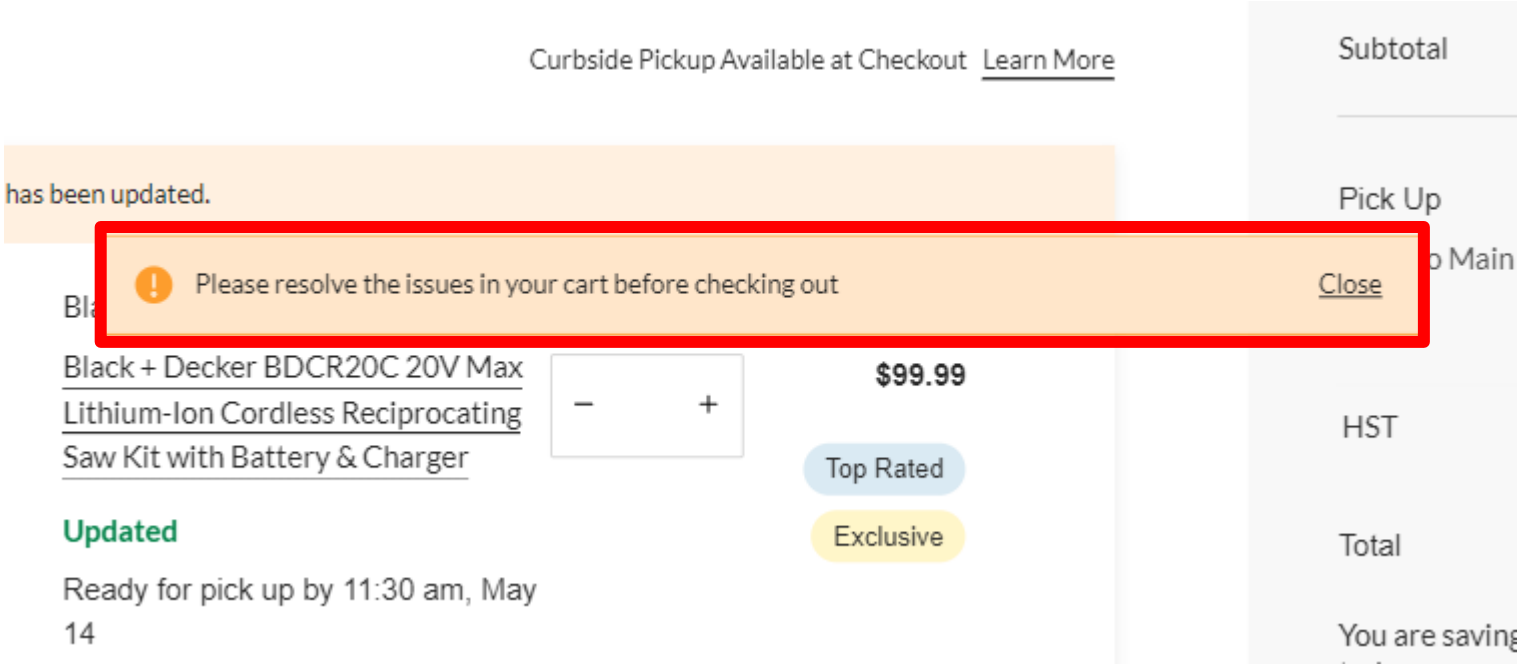
# Error Message Disrupting Checkout Flow

[April 25, 2023 – May 24, 2023]



## User Comment - [\[Full Video\]](#)

"It keep saying I had to "resolve my cart issues" but didn't tell me what those issues were. Turns out some items were no longer in stock, but it didn't tell me that. I had to remove and add each item to figure out what the problem was.



When attempting to resolve issues in their cart, users are encountering a generic error message. Such issues may range from lack of stock availability at the chosen store location to inability to choose stock from multiple locations in one transaction. Customers are unable to identify the specific issue that requires correction prior to proceeding.

# Difficulties with the Ship-to-Home in the Cart

[April 25, 2023 – May 24, 2023]



### User Comment


“the "change to ship to home" link is too small and hard to find!!!! this feature should be available in the link at the top of the cart that says, “store pick up” and CHANGE. it is inexplicable that I should have to hunt down a tiny link for each item!?!? to get it shipped somewhere?!?!?!?!?!? I consulted like 5 blogs to figure this out including on canadiantire.ca which did NOT describe the whereabouts of this silly link.”


## Cart (1)

[Share Cart](#)

Free Pick Up Eglinton & Laird, ON ⓘ [Change](#)

Curbside Pickup Available at Checkout [Learn More](#)

 Your pick up information has been updated.



Heritage

[Heritage The Rock Forged Non-Stick Cookware Set, Dishwasher & Oven Safe, Black, 10-pc](#)

Updated

Ready for pick up by 2:00 pm, May 23

[Change to Ship to Home](#)

-

1



+

\$149.99

~~\$599.99~~

Save 75% (\$450)

**Sale** **Best Seller**

 [Save for later](#)  [Remove](#)

Two Medallia comments reported difficulties finding the ‘Ship to Home’ or switching from ‘free-to-pickup’ to ‘ship-to-home’ inside the cart. One mentioning the link being too small and hard to find.

# Appendix