



UXR

**Medallia Post Launch Observations
on ODP Atmosphere**

May 9, 2023

Atmosphere Medallia Observations

April 19th, 2023 – May 9th, 2023: Likelihood to Recommend Score

Objective: Research themes/topics that are trending since the launch (April 19, 2023) of Atmosphere.ca ODP.

Dataset: Tracking 46 comments.

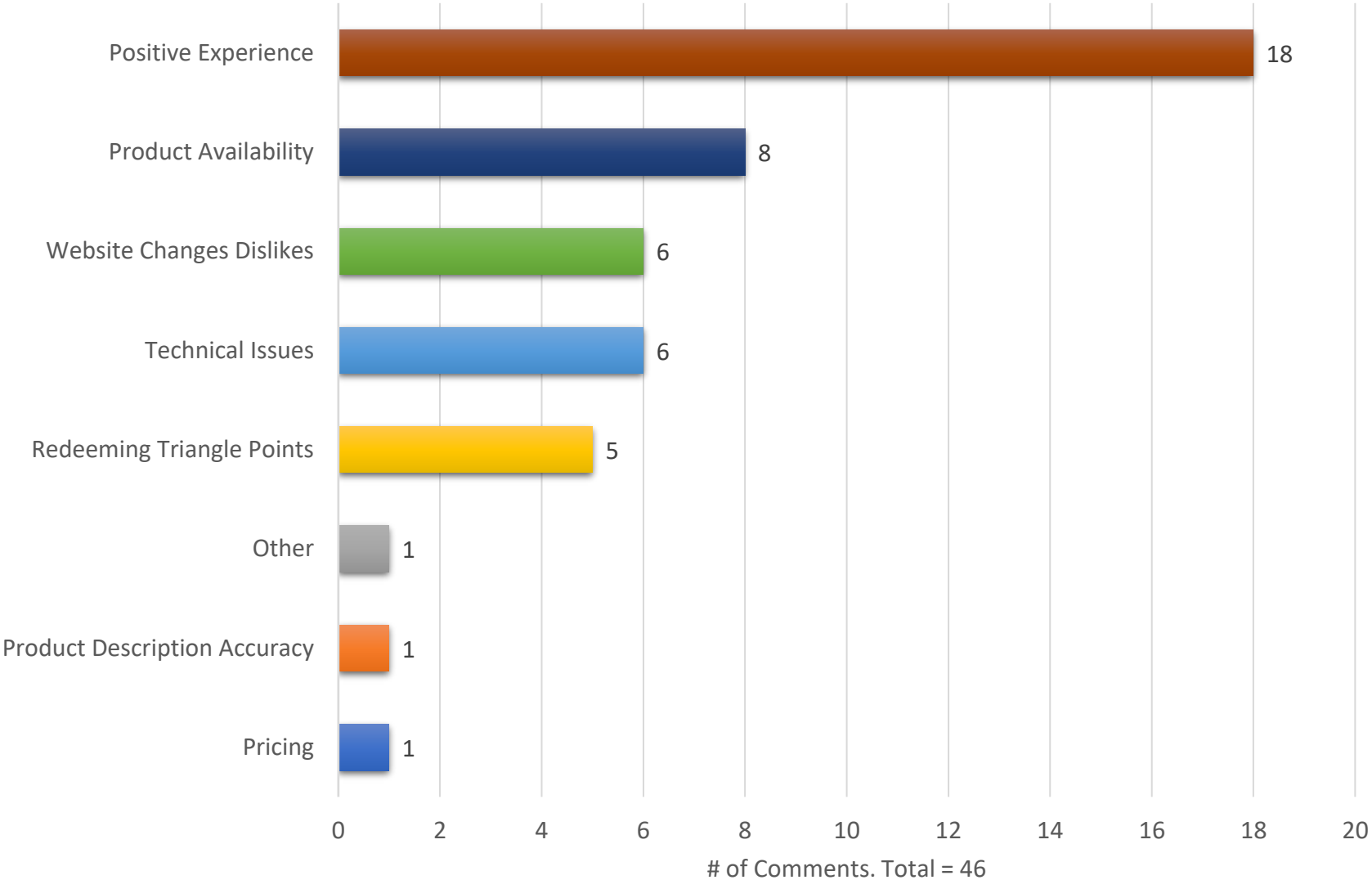
Top Themes and Findings Summary

- **Positive Experience** – Majority of users had a positive experience with the site(easy to navigate, good selection of products, etc.).
- **Product Availability** – Some users expressed frustration with the inaccurate and unreliable product availability display.

Sub-Themes and Findings Summary

- **Website Changes Dislikes**– Negative feedback regarding recent changes(“I like the old site vs new...”, harder to navigate, etc.).
- **Redeeming Triangle Points/Gift Cards** – Customers are confused on how to redeem CT points to make purchases on the site.





Tracking Customer Feedback Themes by Occurrence



Positive Experience

Observation:

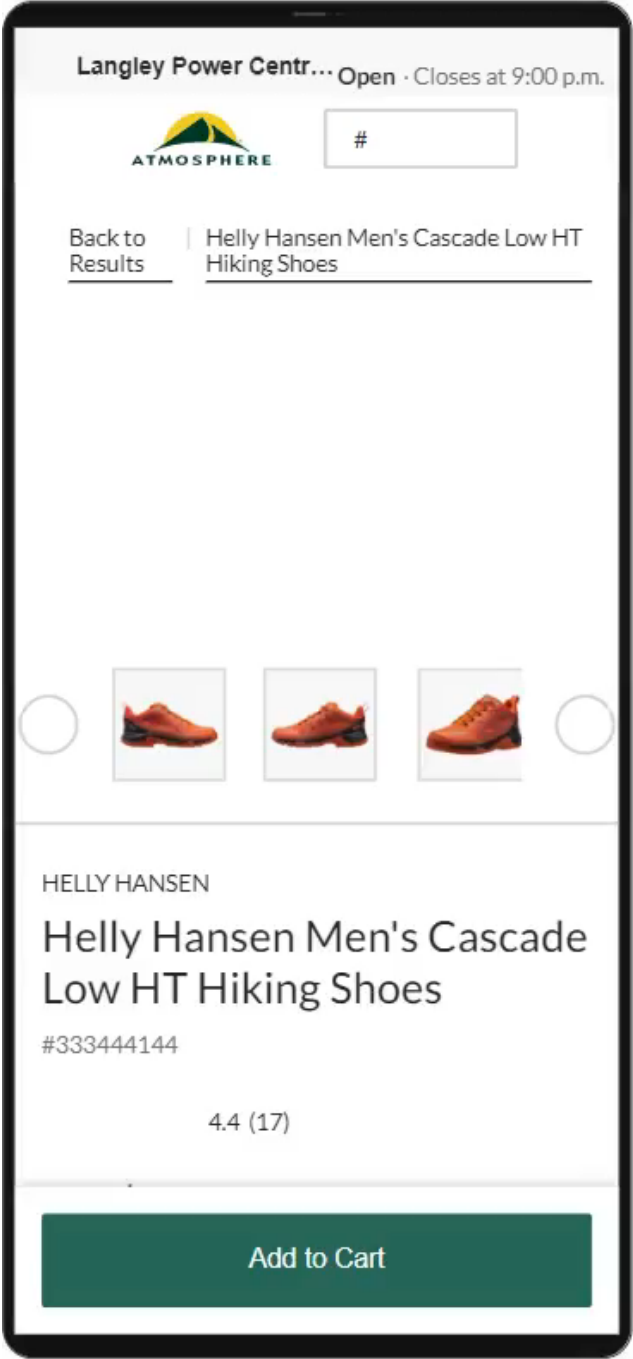
Majority of users find the site easy to navigate, good search functionalities, well-organized layout, good selection of products and brands, and appreciate customer reviews to inform their purchasing decisions.

<div><div><div>10</div><div></div></div><div><div>atmosphere.ca</div><div>Likelihood to Recommend (Digital): 10 Satisfaction with Digital Experience: 10 Respondedate: 4/20/2023, 5:52 PM EST</div></div></div> <div><div>Reason for Score Comment</div><div>Good selection. well presented. Customer reviews are very important to me.</div></div>	<div><div><div>10</div><div></div></div><div><div>atmosphere.ca</div><div>Likelihood to Recommend (Digital): 10 Satisfaction with Digital Experience: 10 Respondedate: 4/27/2023, 10:32 PM EST</div></div></div> <div><div>Reason for Score Comment</div><div>Well organized web site, easy to find stuff</div></div> <div><div>Additional Comments</div><div>Site worked well, Many do not</div></div>
<div><div><div>9</div><div></div></div><div><div>atmosphere.ca</div><div>Likelihood to Recommend (Digital): 9 Satisfaction with Digital Experience: 8 Respondedate: 4/26/2023, 7:20 PM EST</div></div></div> <div><div>Reason for Score Comment</div><div>good site with a lot of the big-name + reputable brands</div></div>	<div><div><div>10</div><div></div></div><div><div>atmosphere.ca</div><div>Likelihood to Recommend (Digital): 10 Satisfaction with Digital Experience: 10 Respondedate: 5/8/2023, 8:45 AM EST</div></div></div> <div><div>Reason for Score Comment</div><div>no issues, very straight forward. seems accurate to stock</div></div> <div><div>Additional Comments</div><div>simple and clean</div></div>

Product Availability


Observation:
Several comments indicated that the website fails to accurately depict the availability of products.

Notes	
<div><div><div>1</div><div></div></div><div><div>atmosphere.ca</div><div>Likelihood to Recommend (Digital): 1 Satisfaction with Digital Experience: 1 Respondedate: 5/4/2023, 3:13 AM EST</div></div></div> <div><div>Reason for Score Comment</div><div>Why is it on website if not available 😞</div></div>	<div>Customer tries multiple sizes that appear available and gets the message that item is out of stock (Known issue) [Full QM Session]</div>
<div><div><div>2</div><div></div></div><div><div>atmosphere.ca</div><div>Likelihood to Recommend (Digital): 2 Satisfaction with Digital Experience: 2 Respondedate: 4/24/2023, 2:45 PM EST</div></div></div> <div><div>Reason for Score Comment</div><div>I wanted to get specs on an item and see if it was in stock. I could not get either info. I also tried to call a store and got a message only from someone in Toronto. will have to look elsewhere.</div></div>	<div>User experienced failure at multiple touch points of the omnichannel experience.</div>




Sub-Theme: Website Changes Dislikes

Observation:
Users expressed negative feedback regarding recent changes, including reduced ease of navigation, unappealing visuals, absence of category dropdown menus, and a decreased visibility of products.



atmosphere.ca
Likelihood to Recommend (Digital): 7
Satisfaction with Digital Experience: 7
Respondedate: 5/8/2023, 6:12 AM EST


Reason for Score Comment
The recent website changes are less user-friendly IMHO.



atmosphere.ca
Likelihood to Recommend (Digital): 3
Satisfaction with Digital Experience: 0
Respondedate: 4/28/2023, 2:32 PM EST

Reason for Score Comment
Your website sucks. There are no category drop-down menus to be found. It's overall very user unfriendly and impossible to find what you're looking for. Seems amateurish too.

Additional Comments
Why can your company make Sport Check and Canadian Tire sites easy to navigate, but not this one? Garbage.



atmosphere.ca
Likelihood to Recommend (Digital): 7
Satisfaction with Digital Experience: 5
Respondedate: 4/27/2023, 7:17 PM EST

Reason for Score Comment
Don't like the new atmosphere website....harder to see the products. Please go back to the way it was....

Additional Comments
See above. New website layout, not as user friendly

Sub-theme: Redeeming Triangle Points

Observation: The website doesn't provide easy to find instructions on how to redeem CT money at checkout. This is resulting in a growing number of users experiencing difficulties in successfully finalizing their purchases.

	Notes
<div><div><div><div>2</div><div></div></div><div>atmosphere.ca</div><div>Likelihood to Recommend (Digital): 2</div><div>Satisfaction with Digital Experience: 2</div><div>Respondedate: 4/24/2023, 2:45 PM EST</div></div><div>Reason for Score Comment</div><div>there's nothing in the FAQ about being able to redeem triangle points to purchase goods. I have nearly \$2,000 in Triangle money so would prefer to use that method rather than having the charge put on my CT mastercard.</div></div>	<div>This user failed to find instructions on how to redeem CT money.</div>

<div><div><div><div>0</div><div></div></div><div>atmosphere.ca</div><div>Likelihood to Recommend (Digital): 0</div><div>Satisfaction with Digital Experience: 0</div><div>Respondedate: 4/24/2023, 2:45 PM EST</div></div><div>Reason for Score Comment</div><div>I'm not able to redeem Triangle rewards online</div></div>	<div><div><div><div>1</div><div></div></div><div>atmosphere.ca</div><div>Likelihood to Recommend (Digital): 1</div><div>Satisfaction with Digital Experience: 1</div><div>Respondedate: 4/24/2023, 2:45 PM EST</div></div><div>Reason for Score Comment</div><div>Trying to redeem gift card from your store unsuccessful</div></div>
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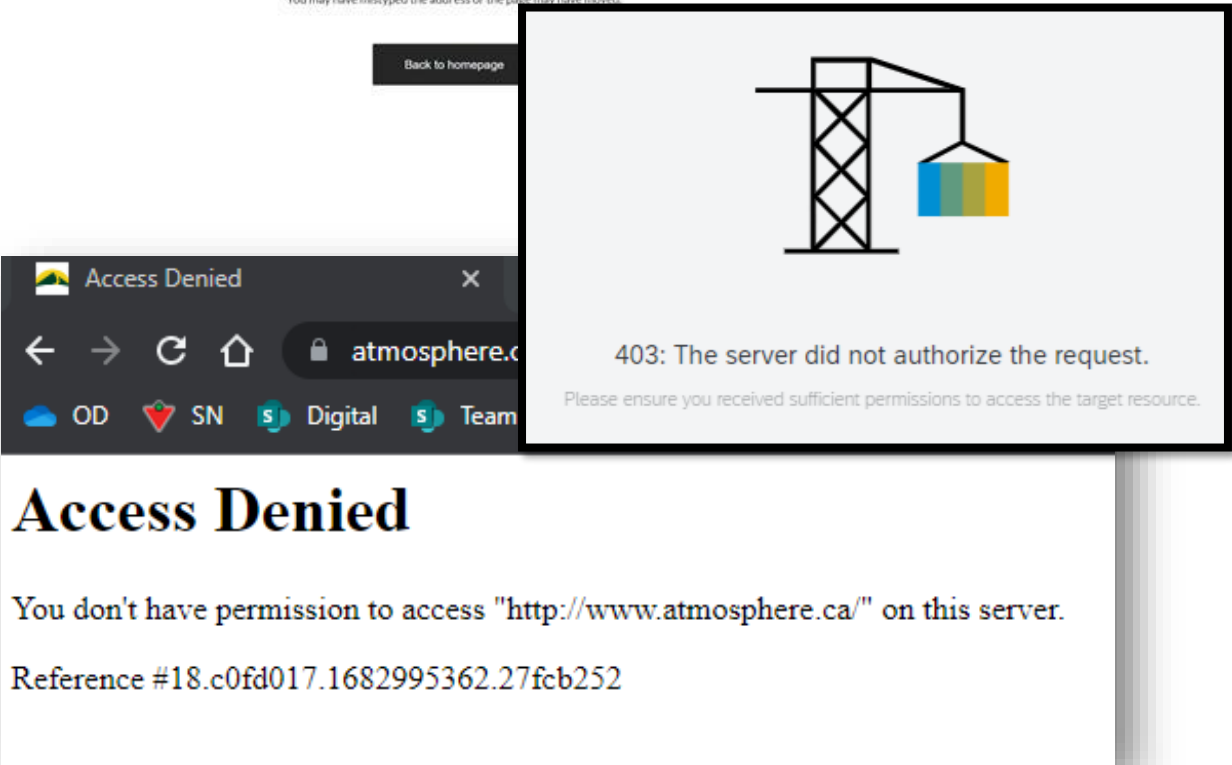
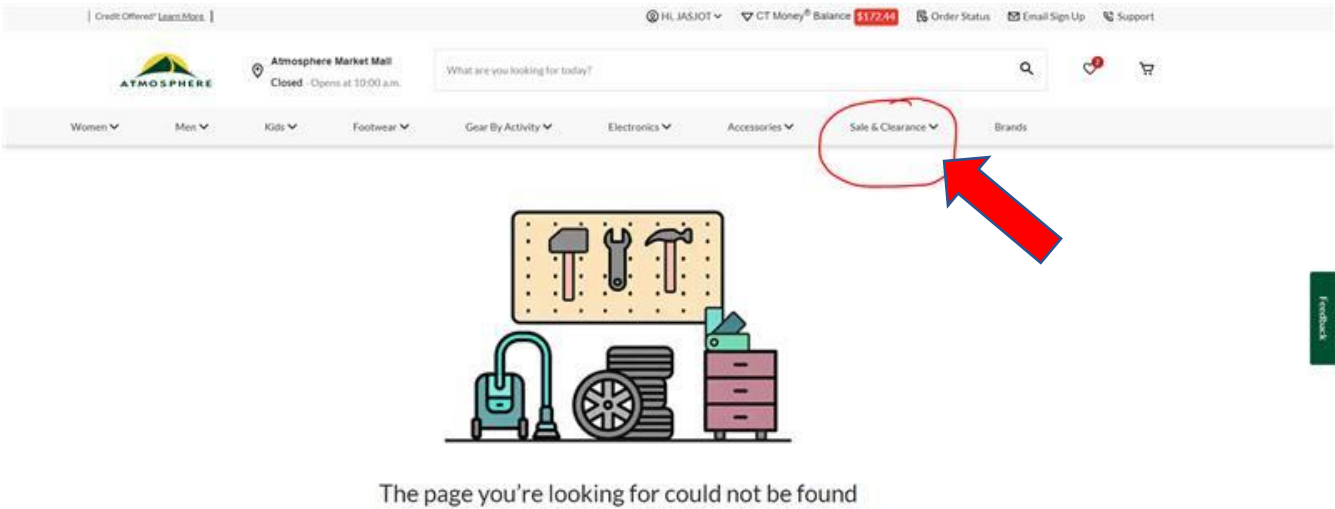
Appendix



Sub-Theme: Technical Issues

Observation: Multiple incidents have been reported regarding technical issues, including “Access Denied”, 404/403 error messages, and broken links that occur when attempting to click on the "Sales & Clearance" link. This has been addressed by the eComm team on May 2nd, 2023.

Customer comments	Notes
“Poor stock of items and technical issues with app freezing up and slow loading.”	[Full QM session] This video show the user’s experiencing slow loading or frozen screens, at multiple points.
“Website doesn’t work”	



Other Negative Experiences

Customer comments

"Your guy's pricing is ridiculous. Your competitors are way more affordable, and the quality is the same."

"Good: selection, sale prices Poor: completeness and accuracy of product descriptions"