



UXR

August 2023: AI – Shopping Copilot

Summary of Quantitative Data on Auto Filters and Fitment Usage

Quantitative Analysis

Overview

Criteria: To examine and summarize this [dataset](#) containing May 2023 filter usage on the Tires and Wheels category pages, and July 19th - 26th, 2023 vehicle selector usage on Tires category page and Tires and Wheels PDP pages.

The filter data includes, but is not limited to, the following filters on CTR:

All categories ▾

Brand Name ▾

Product Availability ▾

Deals ▾

Featured ▾

Price ▾

Rating ▾

See all filters

698 results

In Stock At My Store

Sale Items

Toggles are included in the data


Sort By: Relevance ▴

☒ Relevance

☐ Price High to Low

☐ Price Low to High

☐ Ratings High to Low



Filter Usage

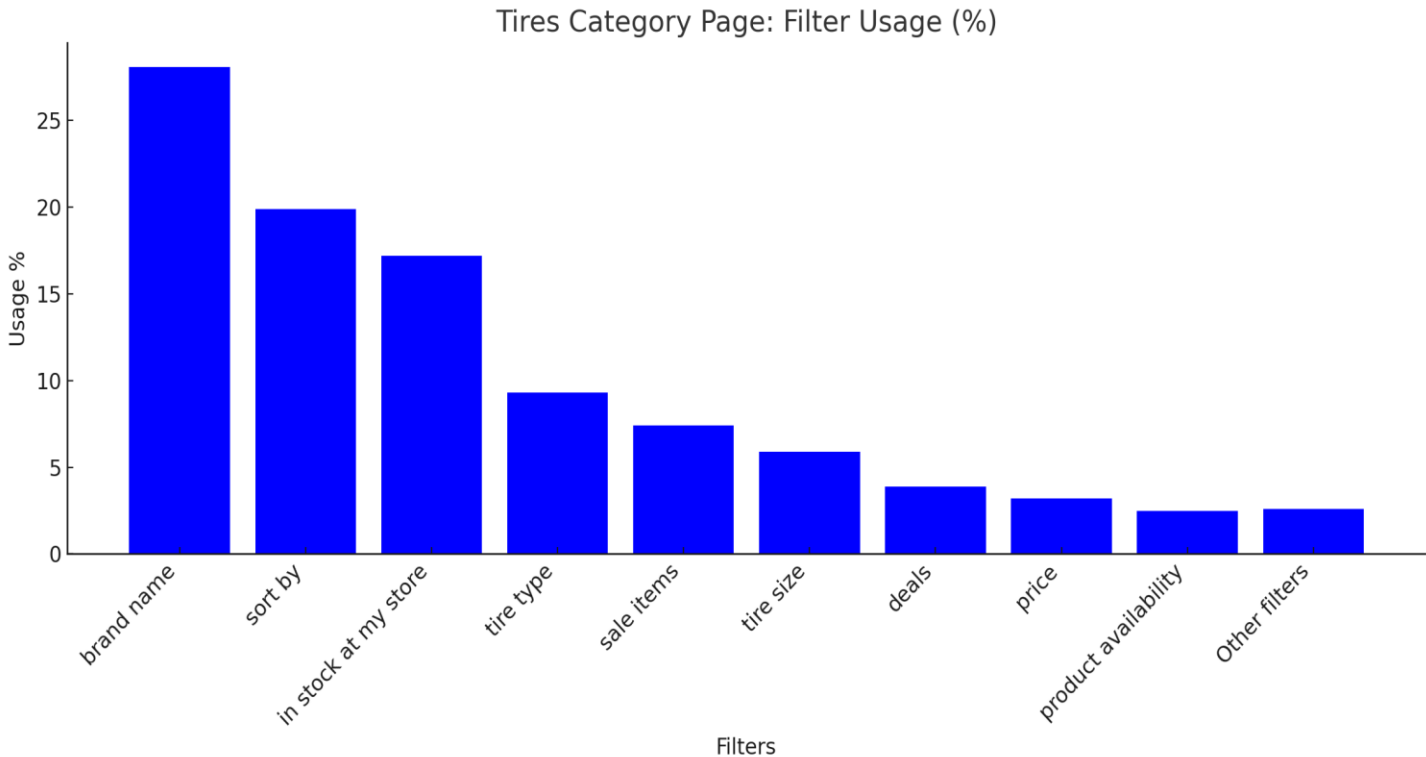
Tires Category Page

Tires Category Page: May 2023 Primary Filter Usage

Top 3 Filters/Sorting Options Used:

- Brand Name: 28.1%
- Sort By: 19.9%
- In Stock at My Store (Toggle): 17.2%

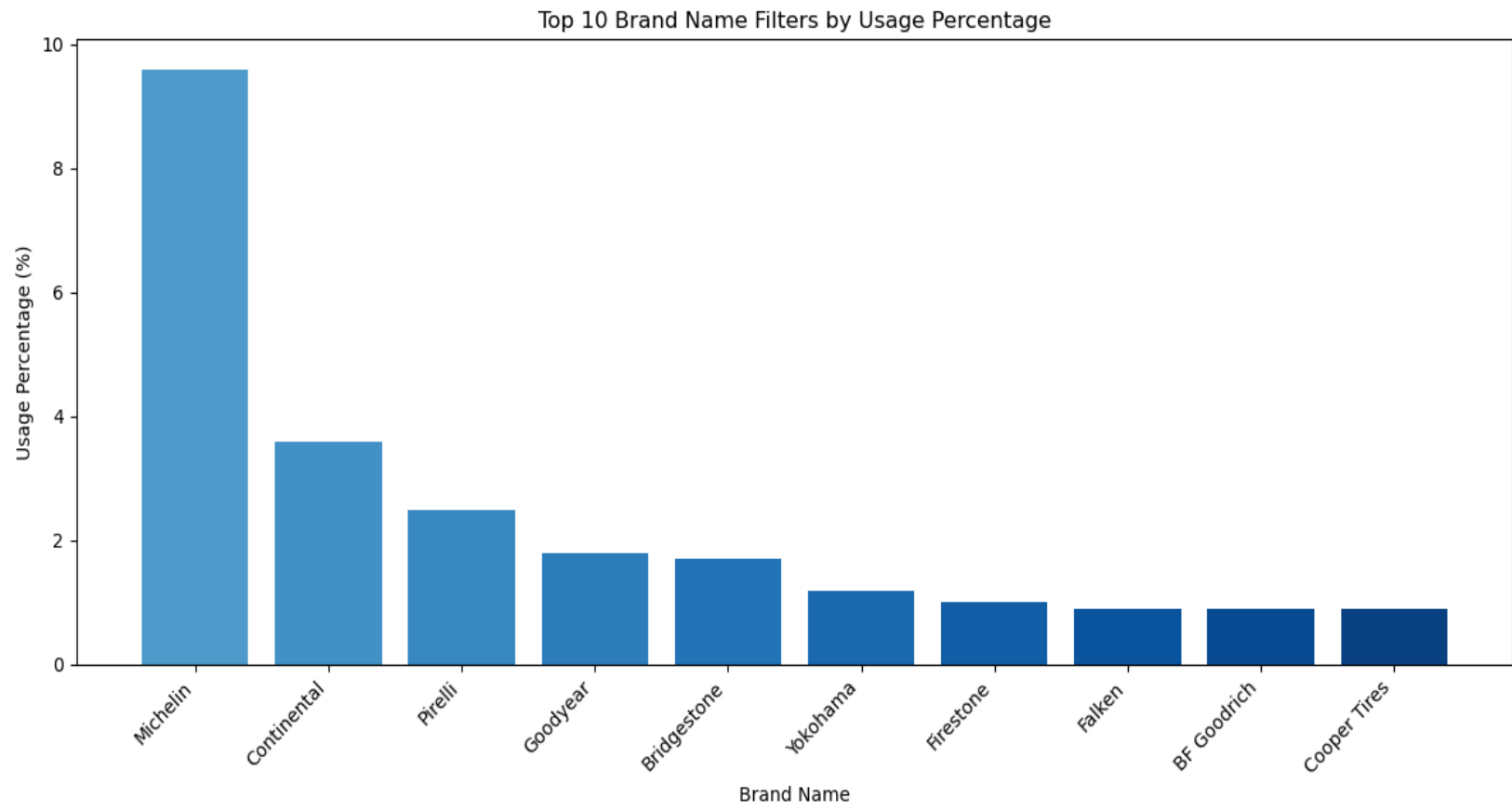
Observation: Customers most frequently filtered based on brand, sorted by preference, and filtered by availability at their preferred store.



Filter by Brand Name on the Category Page for May 2023

Observations:

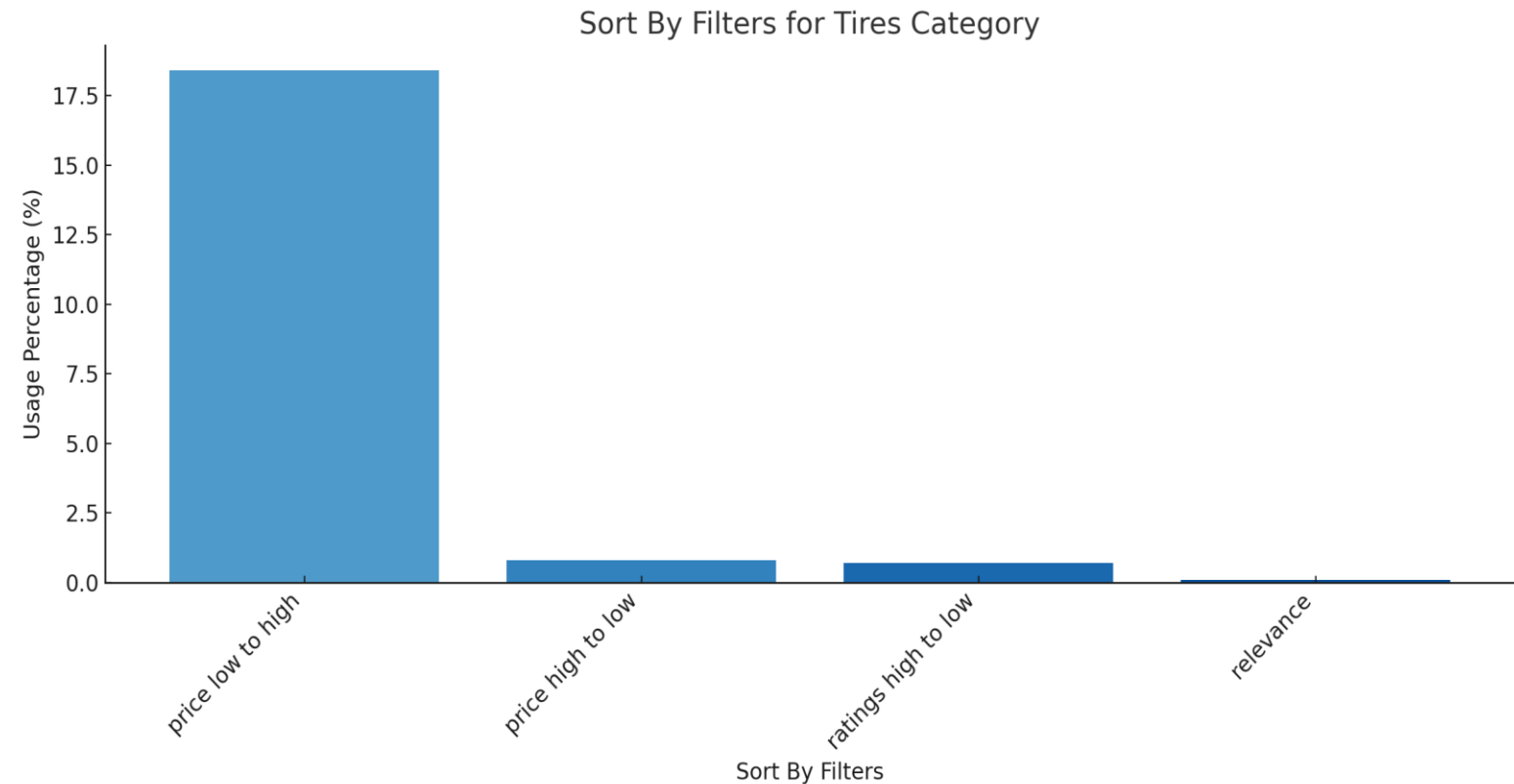
- “Michelin” was the most frequently applied filter, followed by "Continental", and "Pirelli".



Sorting Options on the Tires Category Page for May 2023

Observation:

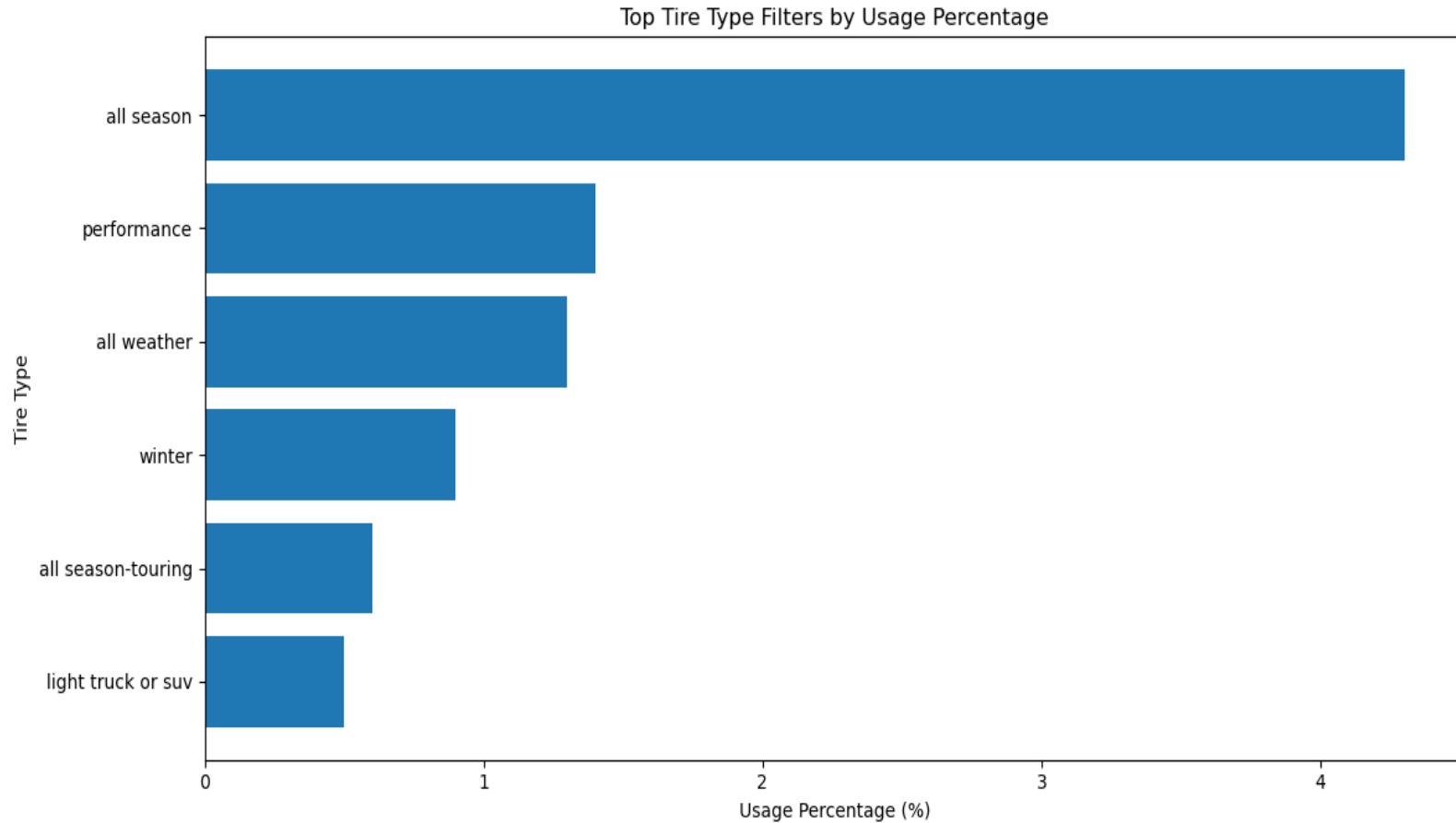
- ‘Price Low to High’ is the most frequently used sorting option (18.4% of overall filter/sort usage).



Tire Types on the Category Page for May 2023

Observation:

- Users most frequently filtered by "All Season" tires, followed by "Performance" and "All Weather" options.



Filter Usage

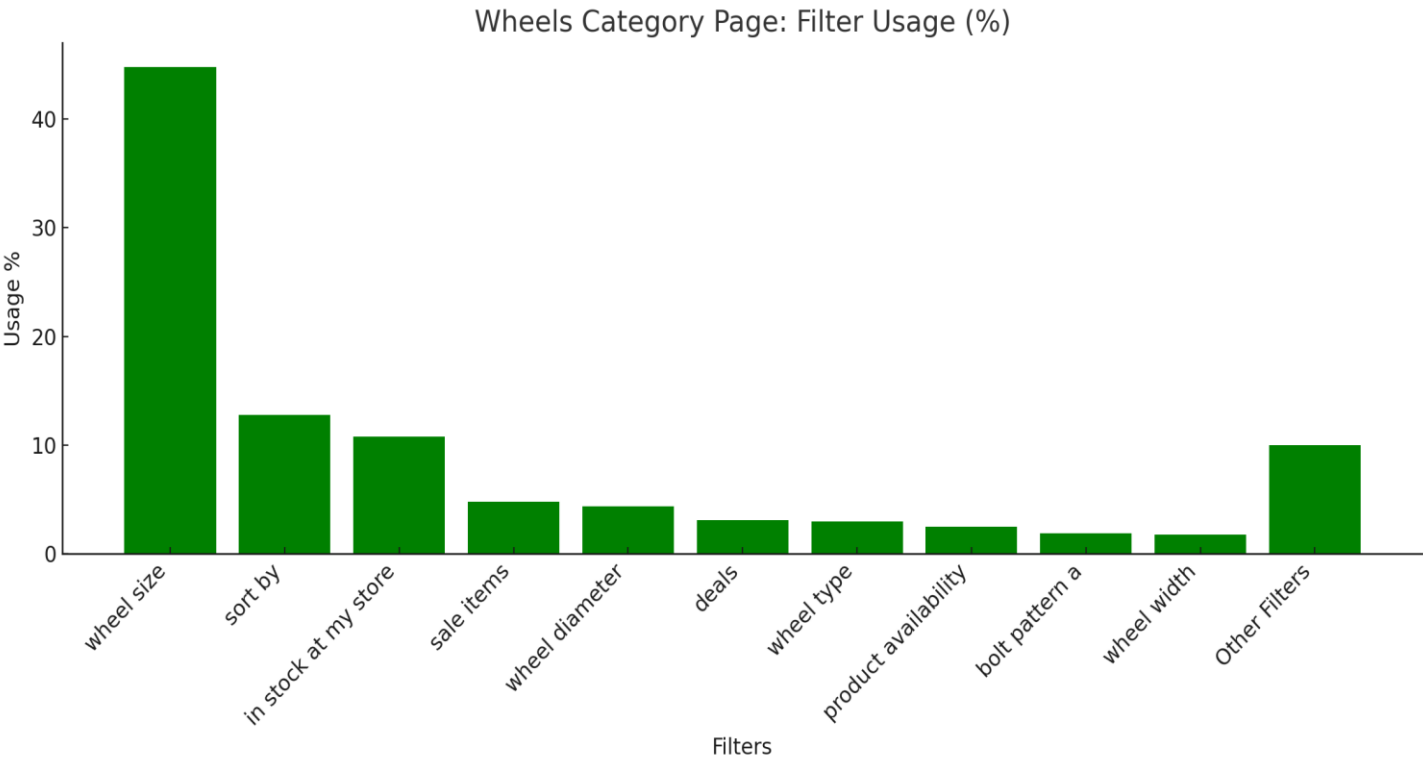
Wheels Category Page

Wheels Category Page: May 2023 Primary Filter Usage

Top 3 Filters/Sorting Options Used :

- Wheel Size: 44.8%
- Sort By: 12.8%
- In Stock at My Store (Toggle): 10.8%

Observation: Most customers filtered based on size, sorted by preference, and filtered by availability at their preferred store.



Filter by Wheel Size on the Category Page for May 2023

Observations:

- "17 +0 inch" and "16 +0 inch" are the most frequently used Wheel Size filters.
- Users also filtered by incremental size changes, such as "17 +1 inch" and "18 +1 inch".

Note: This filter is only available when a vehicle is saved.

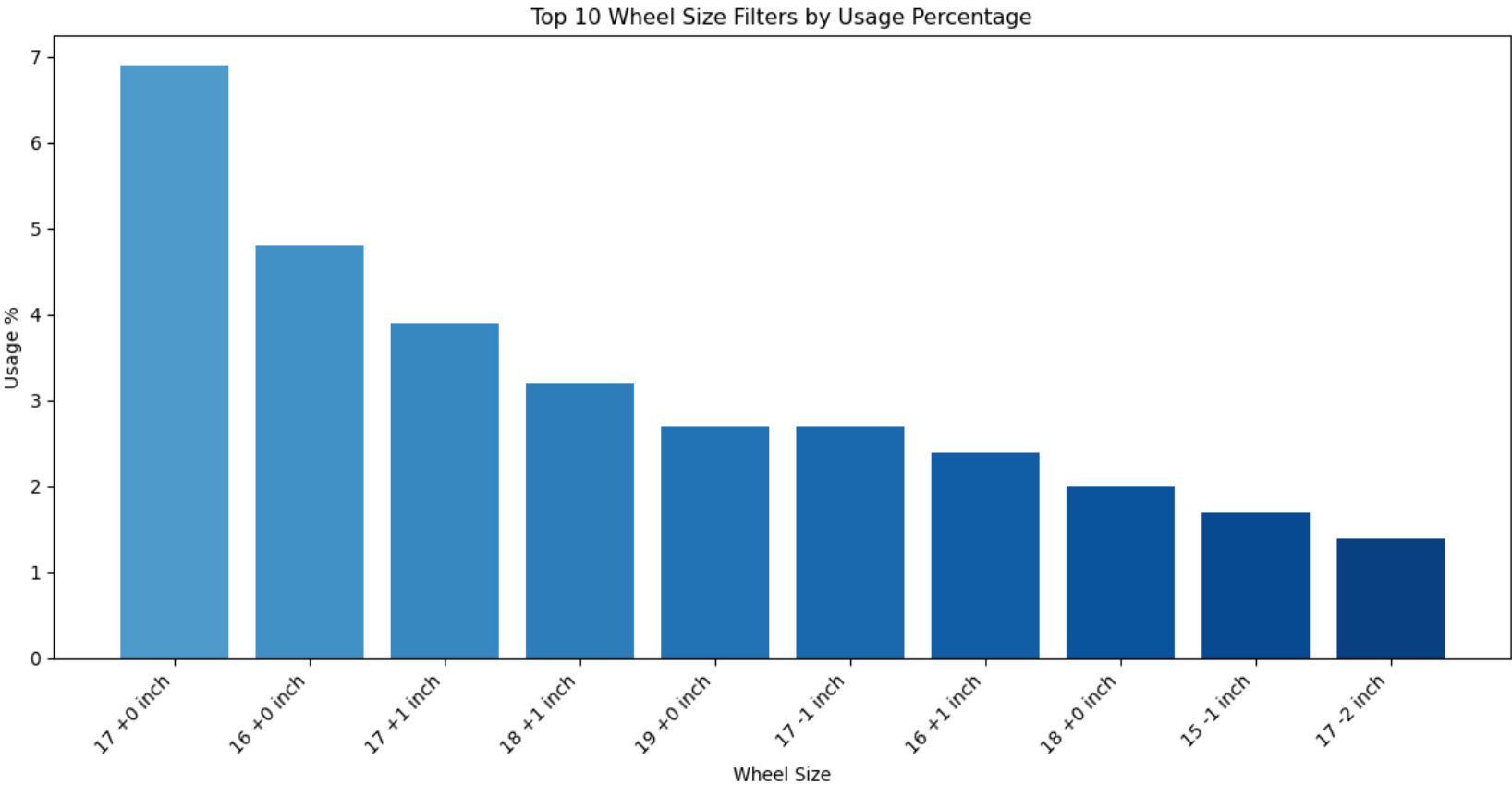
Filter Example:

Wheel Size

☒ Original Size

☐ 18" -1 inch

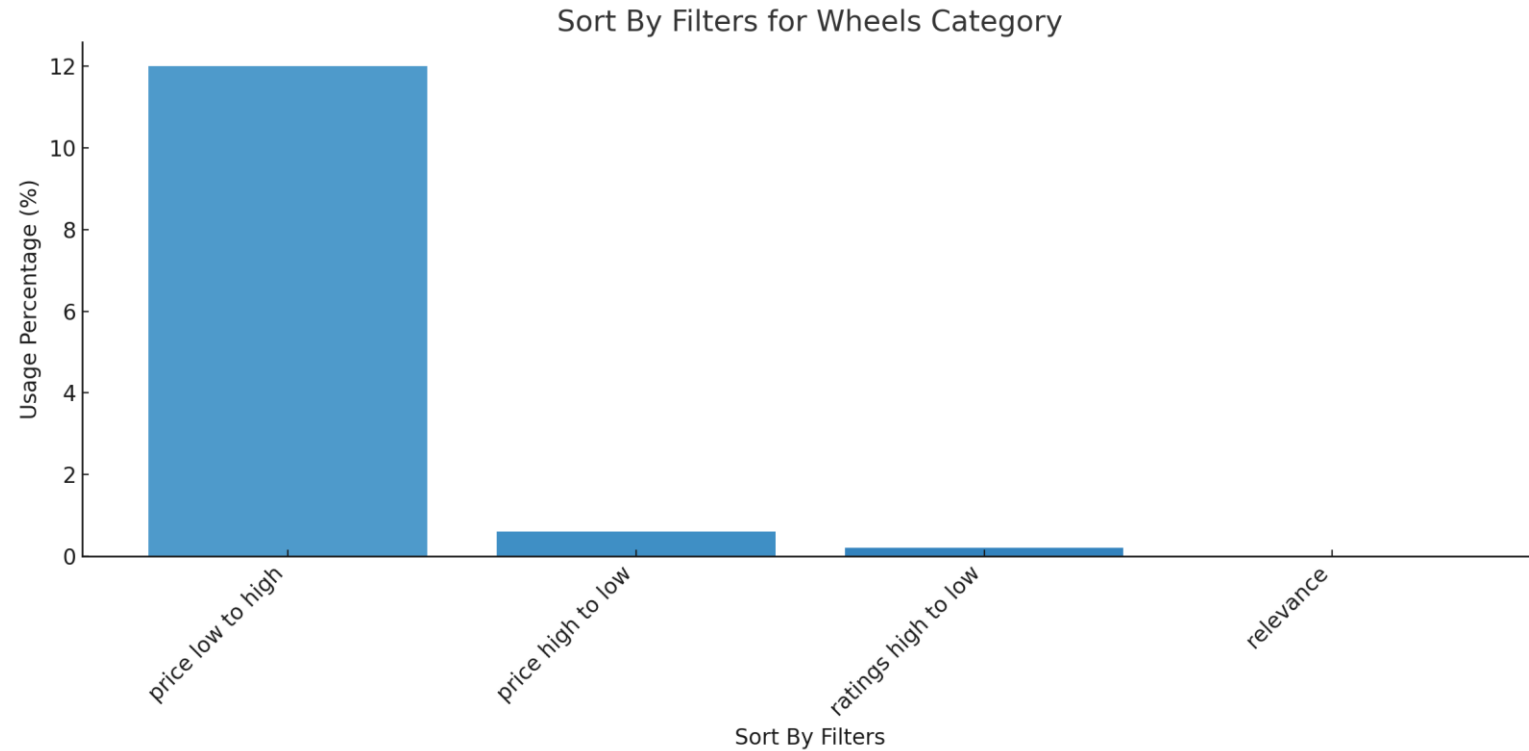
☐ 20" +1 inch



Sorting Options on the Wheels Category Page for May 2023

Observation:

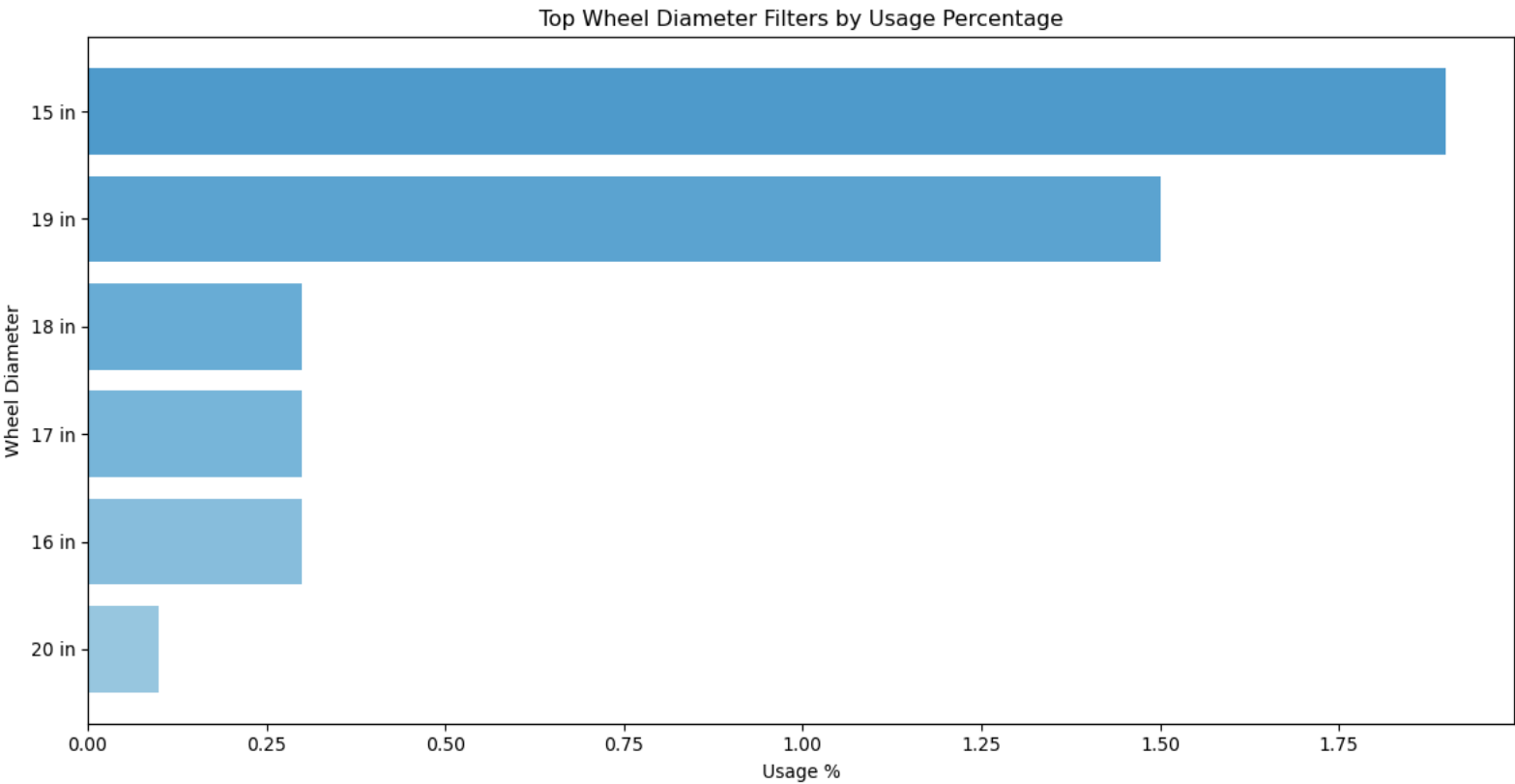
- "Price Low to High" is the most frequently used sorting option, accounting for 12% of total filter/sorting usage.



Wheel Diameter on the Wheels Category Page for May 2023

Observations:

- "15 in" and "19 in" are the two most frequently applied filters for wheel diameter.

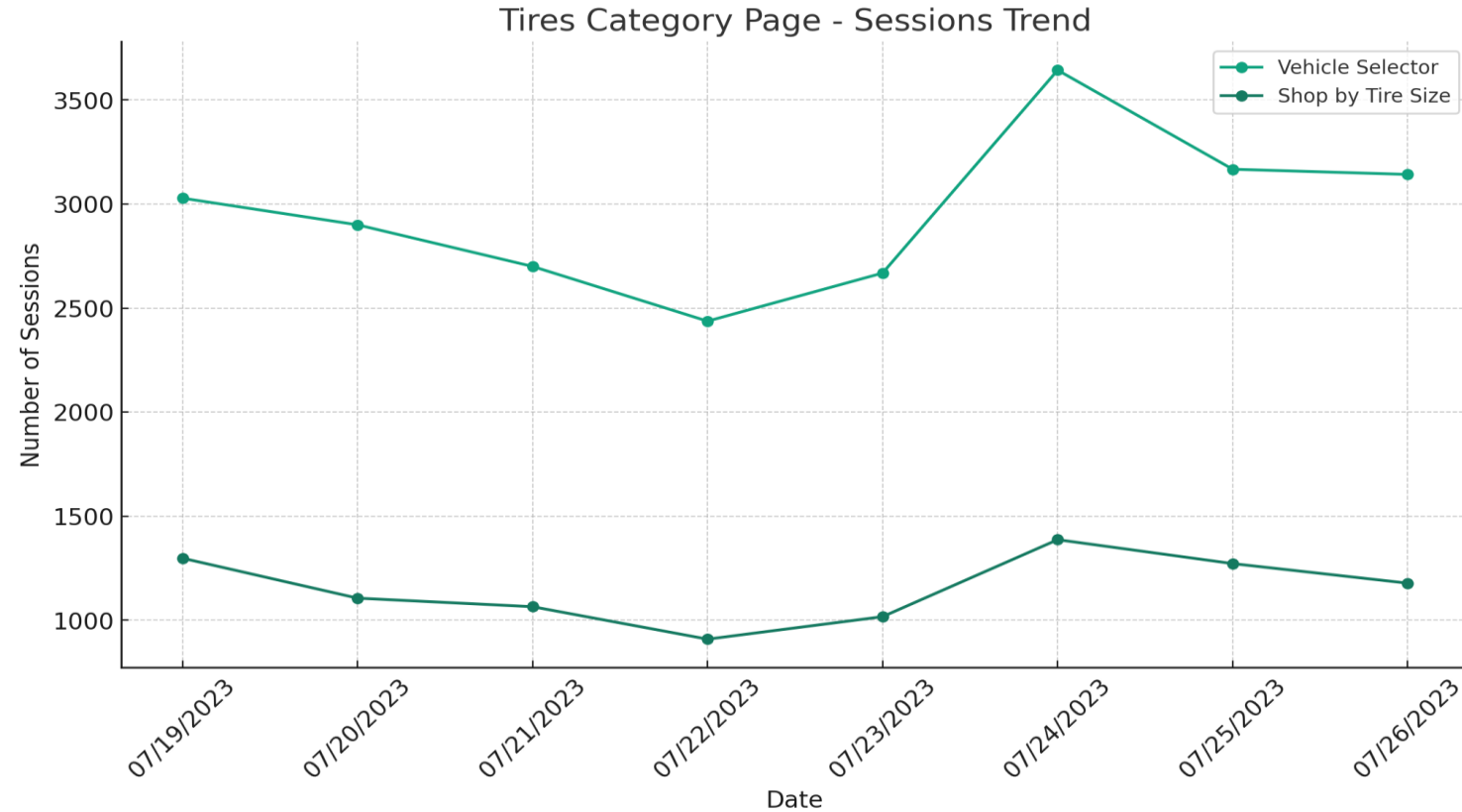


Automotive Fitment Usage

July 19th - 26th, 2023 Automotive Fitment Usage: Tires Category Pages

Observations:

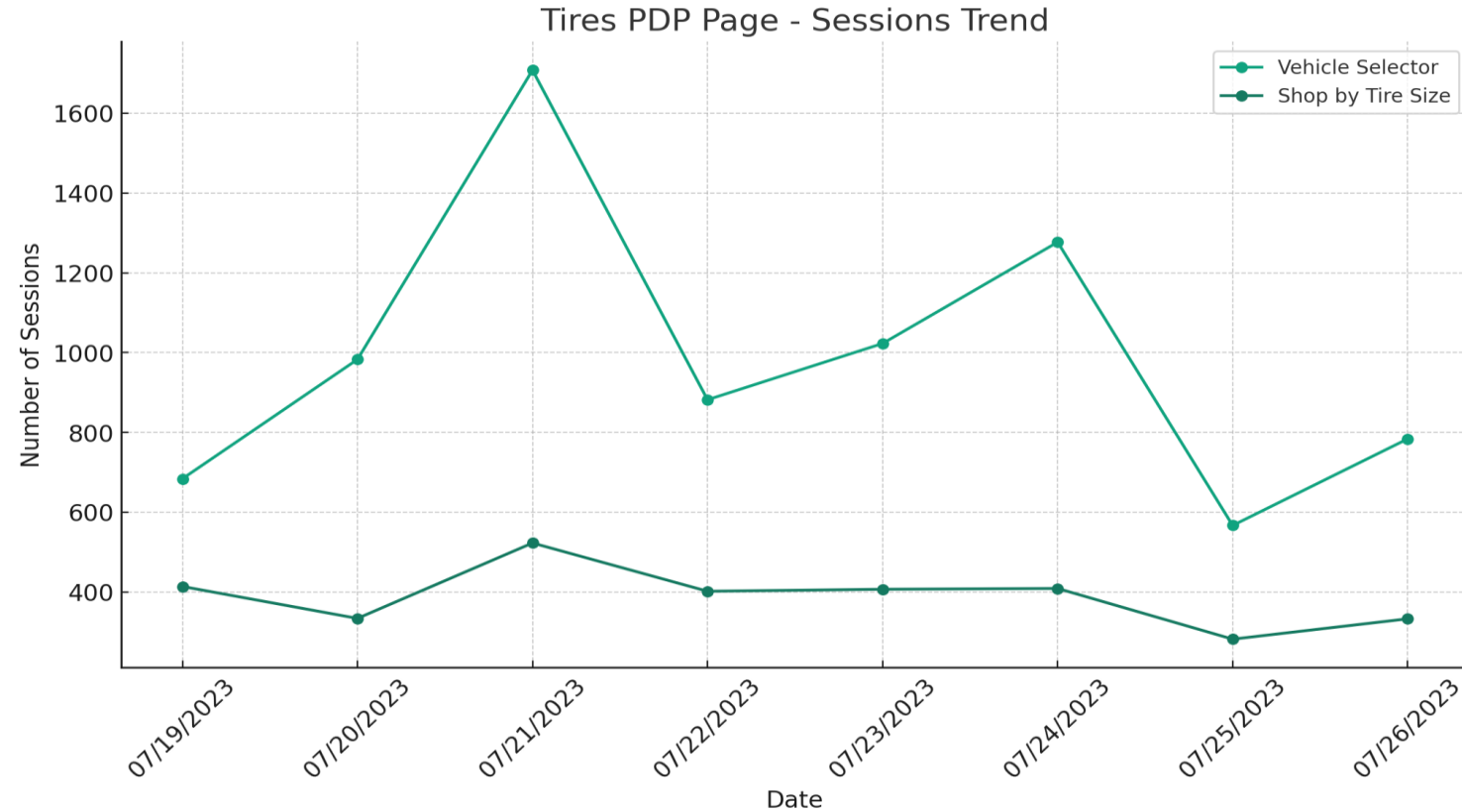
- The Vehicle Selector shows an initial decrease, followed by a steady increase, peaking on July 24th, and then dropping slightly.
- "Shop by Tire Size" interactions follow a similar trend but less pronounced.



July 19th - 26th, 2023 Automotive Fitment Usage: Tires PDP Pages

Observations:

- "Vehicle Selector" interactions are more erratic than "Shop by Tire Size", with a noticeable peak on July 21st.
- "Shop by Tire Size" displays a more consistent trend, with the number of sessions being lower than the Vehicle Selector overall.



Appendix

Medallia Feedback Overview

Search Criteria:

- **Date range:** [Jan. 1, 2023 – Jul. 22, 2023]
- **NPS:** 'Likelihood to Recommend (Digital) Score'
- **Search for words:** 'Tires AND/OR Wheels', 'Search AND Tires', 'Availability AND Tires', 'Search AND Wheels', and 'Availability and Wheels'.

Dataset: Tracking 52 Comments related to 'Search by Size', and 38 Comments related to 'Search by Availability'

Top Findings

Seasonal User Behavior:

- 'Search by Size' comments surge from April to June, while 'Search by Availability' comments peak in April.

User Struggles:

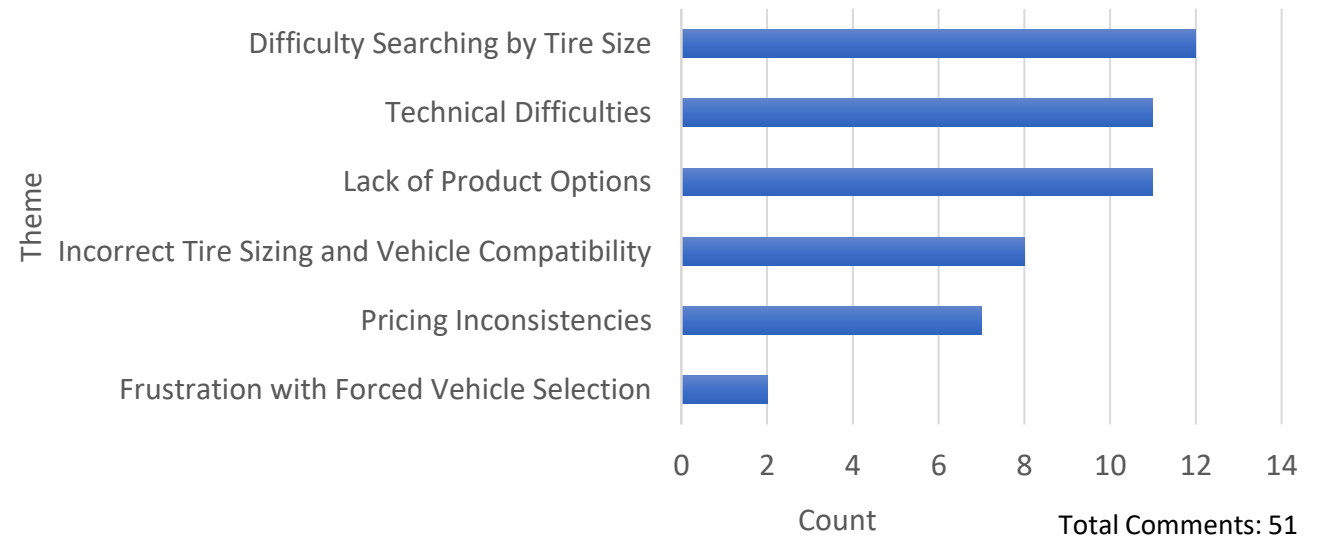
- Users commonly face difficulty searching for specific tire sizes, leading to frustration.

Accuracy of Stock Information:

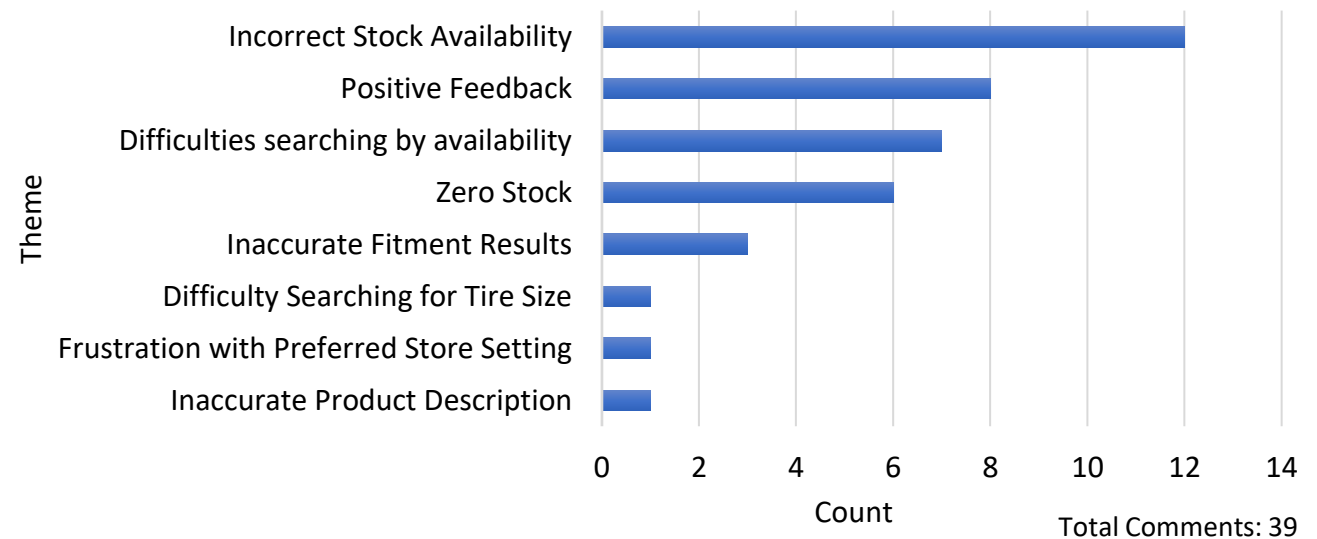
- Frequent inaccuracies in online stock availability.



Search by Size: 2023 Theme Count



Search by Availability: Total Theme Count



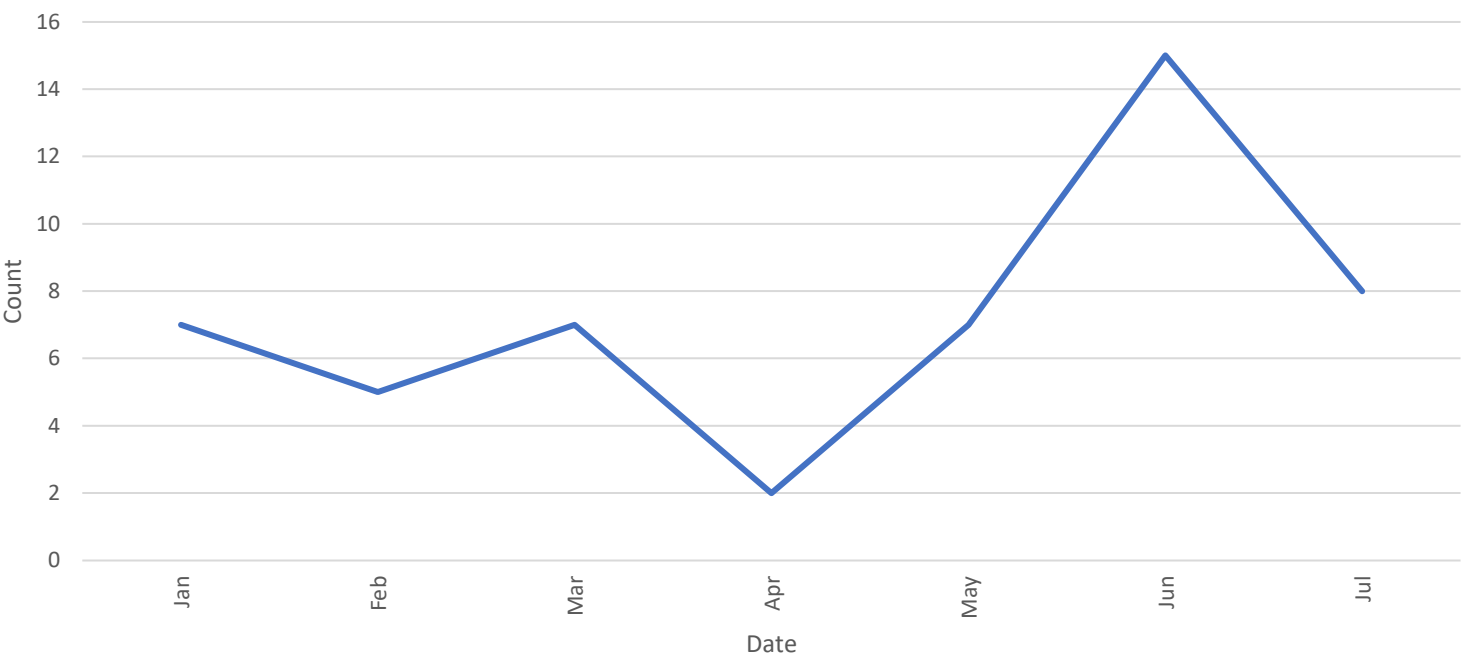
Medallia Comments Overtime

Jan 01, 2023 – July 31, 2023

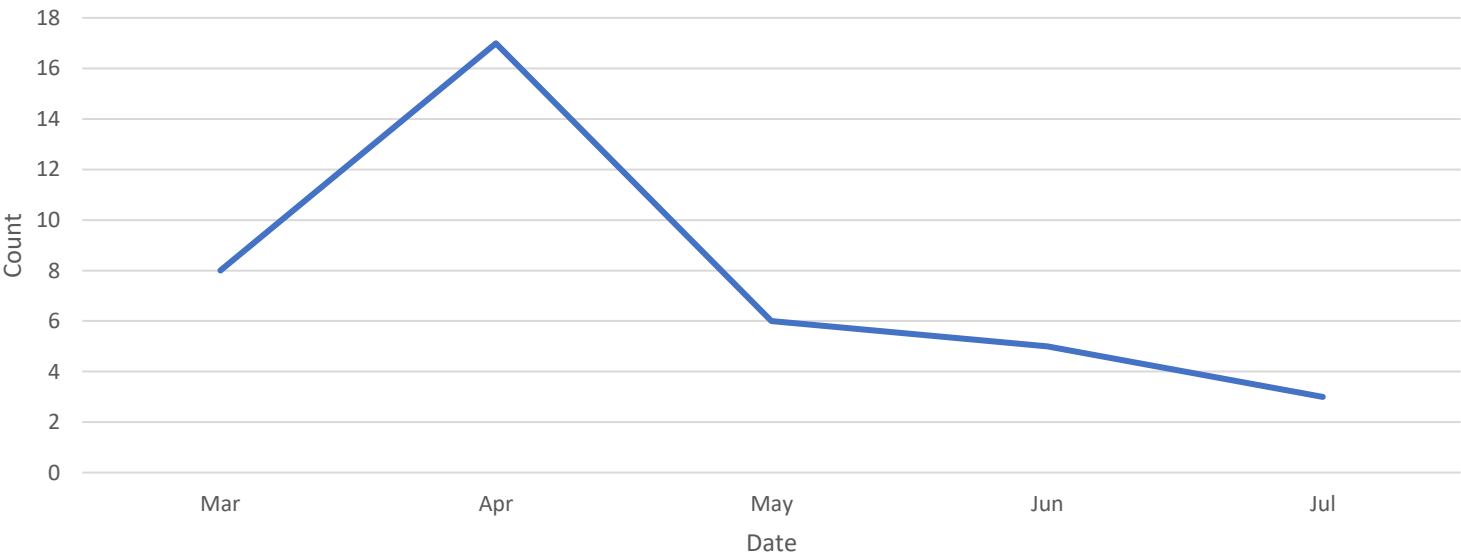
Observations:

- From April to June, there's a surge in 'Search by Size' comments, aligning with increased site traffic.
- 'Search by Availability' comments peak in April and decline afterward.

Search by Size: 2023 Theme Count



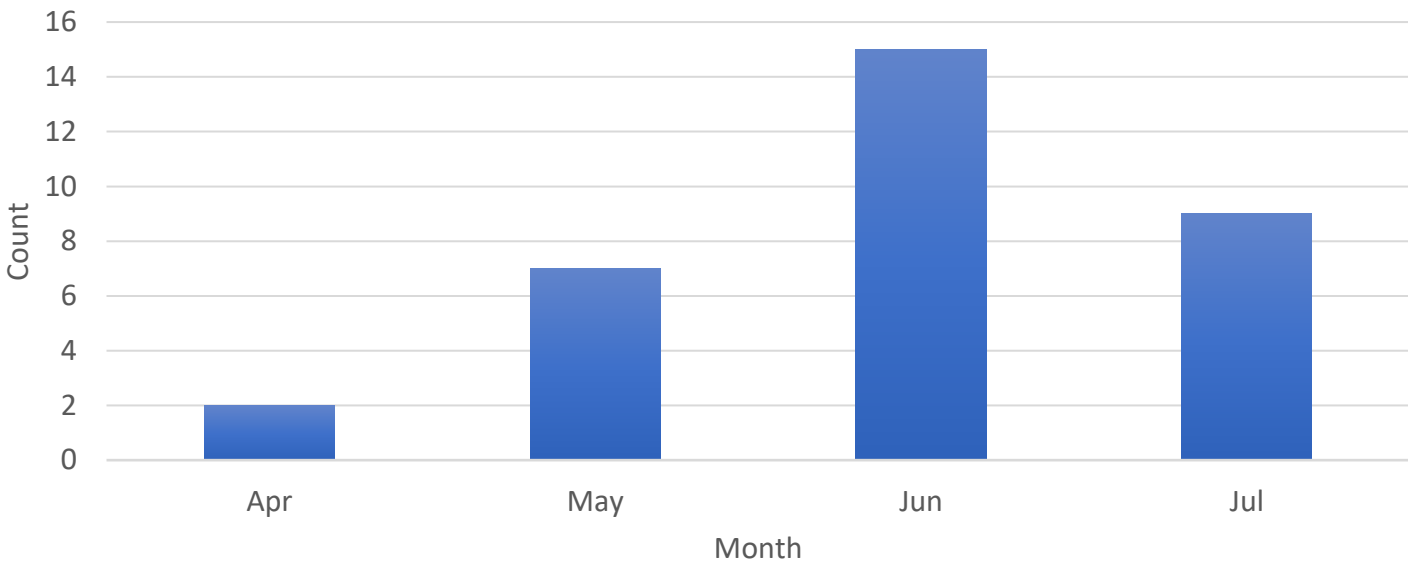
Search by Availability: 2023 Theme Count



Peak Season Theme Count: Search by Size





Observation:
The most common theme during peak season was "Difficulty Searching for Tire Size."

Search by Size: Peak Season Theme Count



Theme	Total Theme Count
Difficulty Searching for Tire Size	9
Technical Difficulties	8
Incorrect Tire Sizing and Vehicle Compatibility	7
Lack of Product Options	5
Pricing Inconsistencies	4
Grand Total	33

Medallia Comments: Difficulty Searching by Tire Size

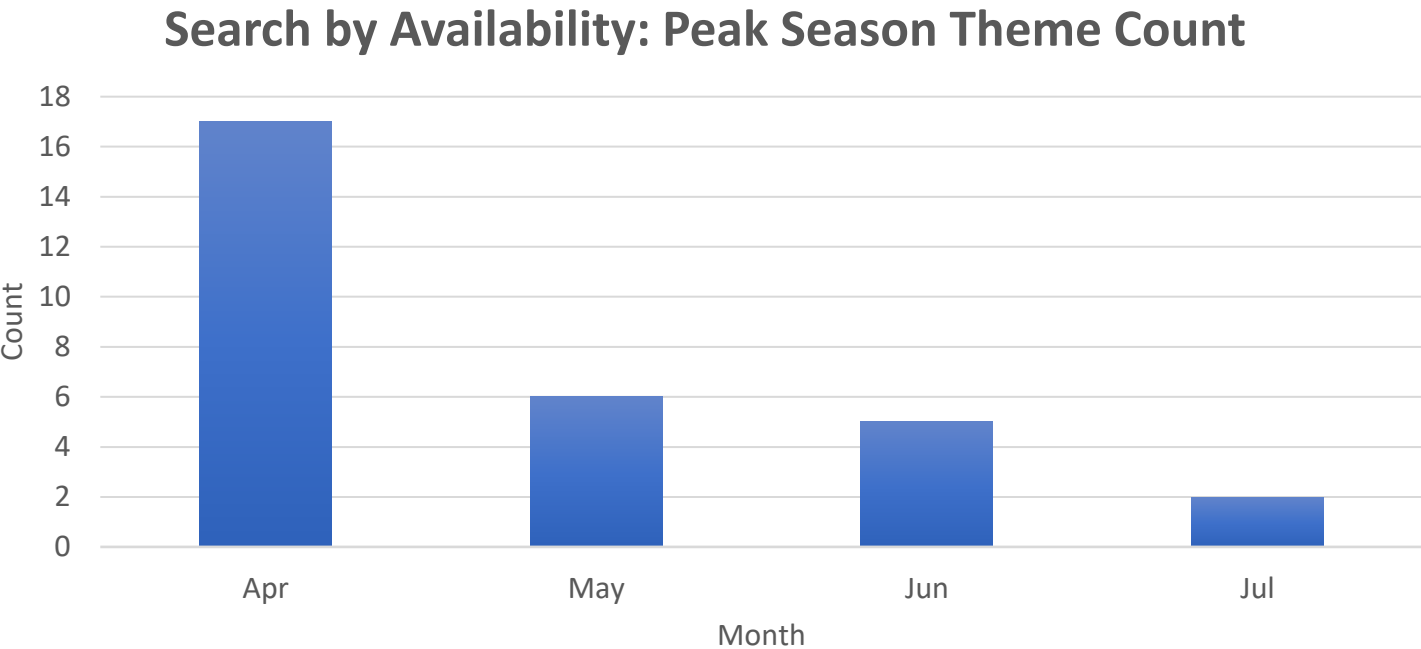
	Customer comments
	"It's impossible to search for tires by size I'm searching for 33 x 12.5 x 18 and there's nowhere to enter these options"
	"Could not enter tire sizing"
	"Where do I put in the size of tire??? This is bullshit."
	"They don't ask me the size of the tires?"

Observation:
There is a notable frustration when users encounter difficulties in finding or entering tire sizing information.

Peak Season Theme Count: Search by Availability




Observations:

- The most common theme during peak season was "Incorrect Stock Availability".



Theme	Total Theme Count
Incorrect Stock Availability	10
Product Not Available	6
Positive Feedback	5
Difficulties searching by availability	4
Inaccurate Fitment Results	3
Frustration with Preferred Store Setting	1
Inaccurate Product Description	1
Grand Total	30

Medallia Comments: Incorrect Stock Availability

Customer comments	
	"Have a sale on, says "In stock" go to search available stores and it doesn't show any stores with any tires. Called the local store, they say none available and cannot order. why have a sale then?"
	"I went to the store in Orillia. Search revealed '23 in stock'. No one could find any! This is not other first time this has happened. I'll order online and pick up in Gravenhurst - when they say they have available stock, they do."
	"When I checked for set of tires the website indicated they are available at the store. Checking at the store, they told me they do not have them. I keep checking the website and it is still not telling the truth. It is either Canadian tire are liars, or their website is a spam one. Giving false information to customers is bad for business."

Observation: Inaccurate online stock indications can frustrate users, erode trust, and disappoint due to their reliance on reliable in-store availability information.