

LANCÔME

PARIS

- EVALUATING
LANCÔME
MEXICO'S WEBSITE

Michael Satzinger
Joel Stevenson
Morgan Denner

- IDIA 642
Research Methods
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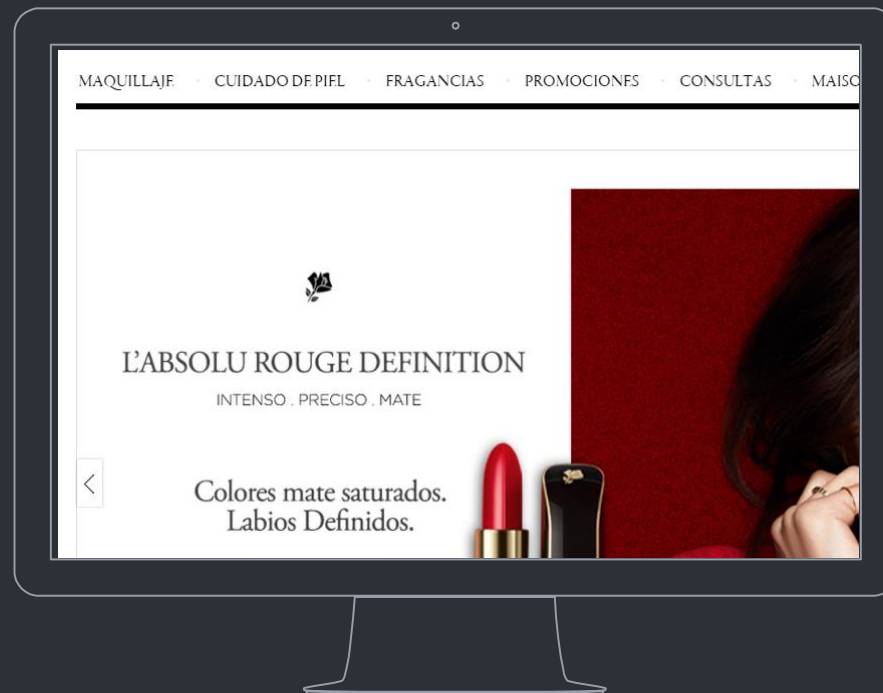
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Design needs to be plugged into human behavior. Design dissolves in behavior.

-Naoto Fukasawa, *famous industrial designer*

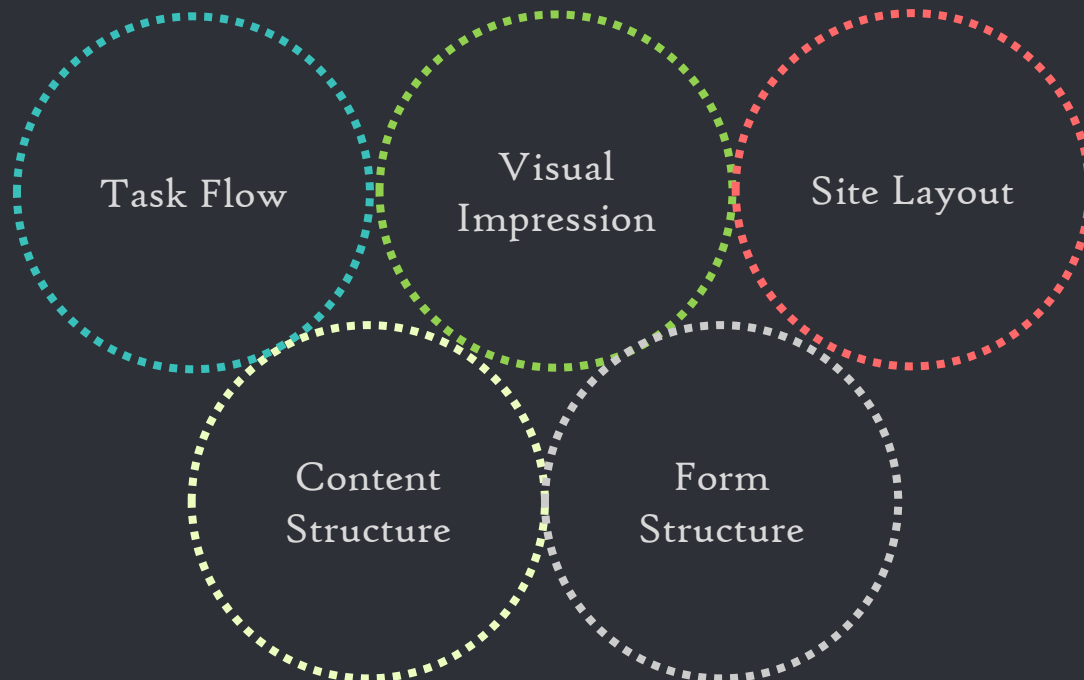
● INTRODUCTION

○ This presentation outlines the methodology, task analysis, findings, and recommendations from user tests on the newly launched Lancome Mexico website



● PURPOSE

○ The task analysis research for this website was done to ensure consumers of Lancome Mexico would have an effective user experience. This was measured by observing the behaviors of users on the website.



● METHODOLOGY

○ Six participants were chosen to record their sessions with our group. They were given 1000 pesos to spend on the Lancome Mexico website, and 500 pesos to spend on Walmart's website.

The tasks on both sites for all participants were the same in order to establish a baseline for all users and to measure the usability of each website.

● METHODOLOGY

Location: Remote moderated user testing

Participants: Recruited by Lancome Mexico, native Spanish speakers who could communicate to testers in English, customers of Lancome Mexico products

Technology: Users' home desktop computers over a remote video chat session

Browsers: Internet Explorer 11, Google Chrome, Safari

Test team: Graduate students in the University of Baltimore Interactive Design and Information Architecture program



PUTTING THIS STUDY INTO CONTEXT

Contextual inquiry findings on makeup
consumer behavior

● MAKEUP USERS COMMON GOALS

Professionalism

Beauty

Health

MAKEUP USERS COMMON TASKS

Replenish

Shop Around

Try New

MAKEUP USER COMMON BEHAVIORS

Impulse Buy

Online Research
of Reviews

Loyalty
Membership

● WHY IS THIS IMPORTANT?

○ By studying the behavior of makeup consumers in a physical store, we were able to observe the journey users take when purchasing makeup.

This can then be translated into an online environment to provide a seamless user experience for users shopping for makeup online who traditionally purchase makeup in a physical store.



LANCÔME WEBSITE CONSIDERATIONS

Observations, metrics, and design implications



POSITIVE OBSERVATIONS

Effective aspects of the Lancome Mexico
website observed

- HOW USERS PERCEIVED THE SITE



Fresh Easy

Serious

Elegant Friendly

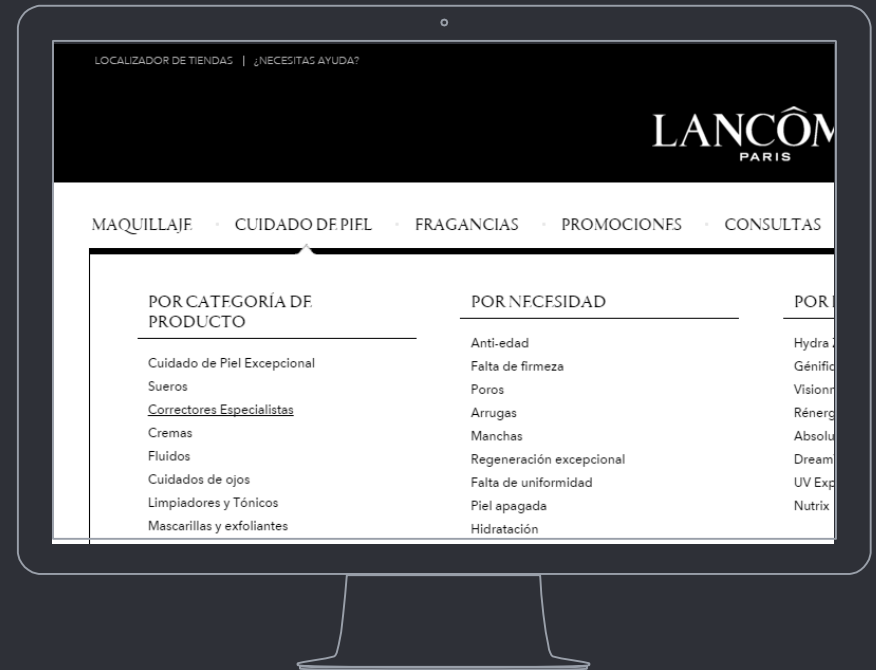
Simple Amicable

Sophisticated

Convenient

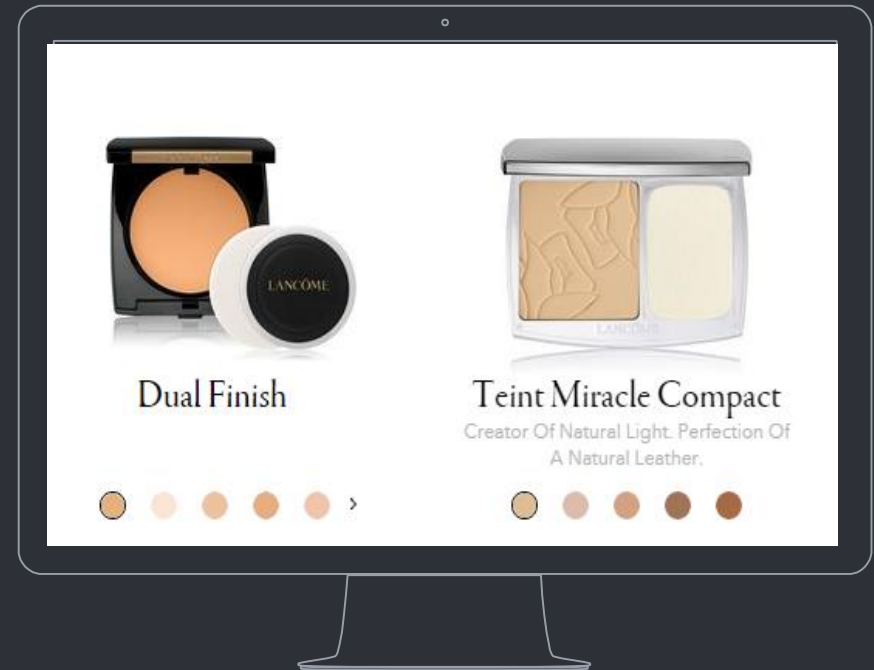
EFFECTIVE SITE NAVIGATION

When searching for items, users clicked on the navigation, looked for the detailed category, and then selected the category. They found items faster.



● MANAGEABLE ITEM LAYOUTS

When selecting items, users pointed out the benefits of seeing available colors and item pictures from the results page.



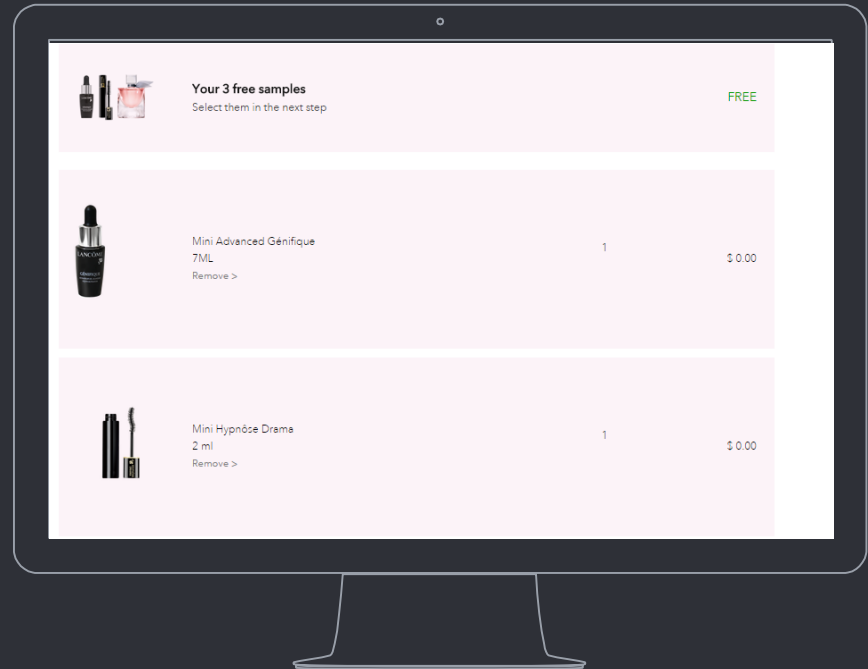
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I found it very easy to navigate and to look for things; it was great that I received samples of products, and it was very easy to use and to pay.

-Patricia, *participant*

● FREE SAMPLES

After shopping, users were pleasantly surprised that they were receiving free gifts from Lancome.



IMMEDIATE FORM FEEDBACK

After trying to go to the next form, users immediately noticed that they missed a field from the red border highlighting the field.

Delivery*

use ✓

Greeting* ☐ Man ☐ Woman

Name*

morgan ✓

Last name*

x Enter your name

Street*

x Enter your street

No. Exterior*

Interior No.

Postal Code*

Been*

Municipality*



DESIGN RECOMMENDATIONS

Areas to make a more seamless user experience

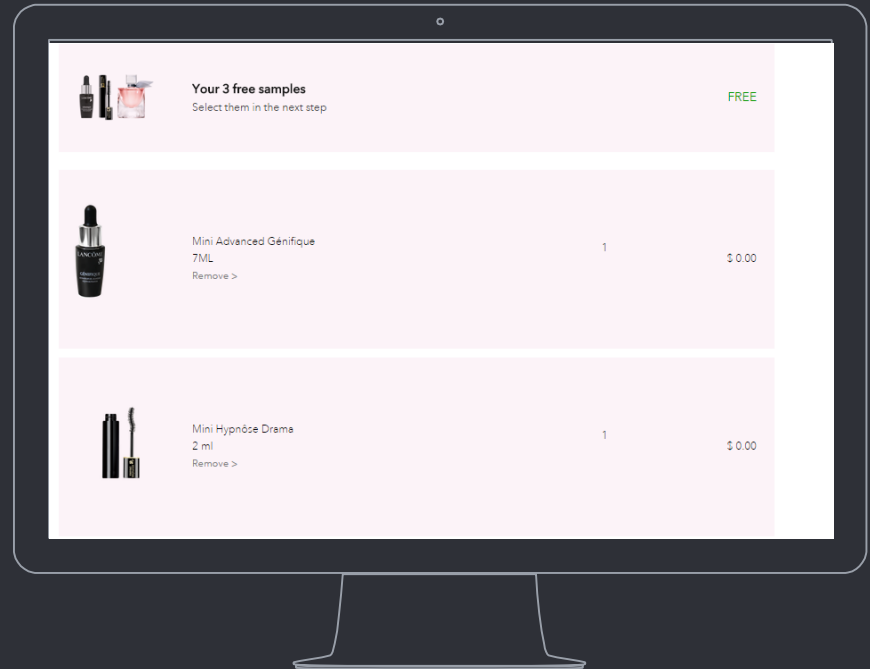


CONTENT AND STRUCTURE

● SAMPLE SELECTION

After seeing that they were receiving free samples, users complained about not seeing the pictures on the second page and didn't always select the samples.

4/6
users



Recommendation:

Include pictures on all samples, and force the sample selection.

● ITEM DESCRIPTIONS

Users mentioned they'd like to see more item information like descriptions and ingredients, and although it was on the item detail page, they didn't notice that it was there.

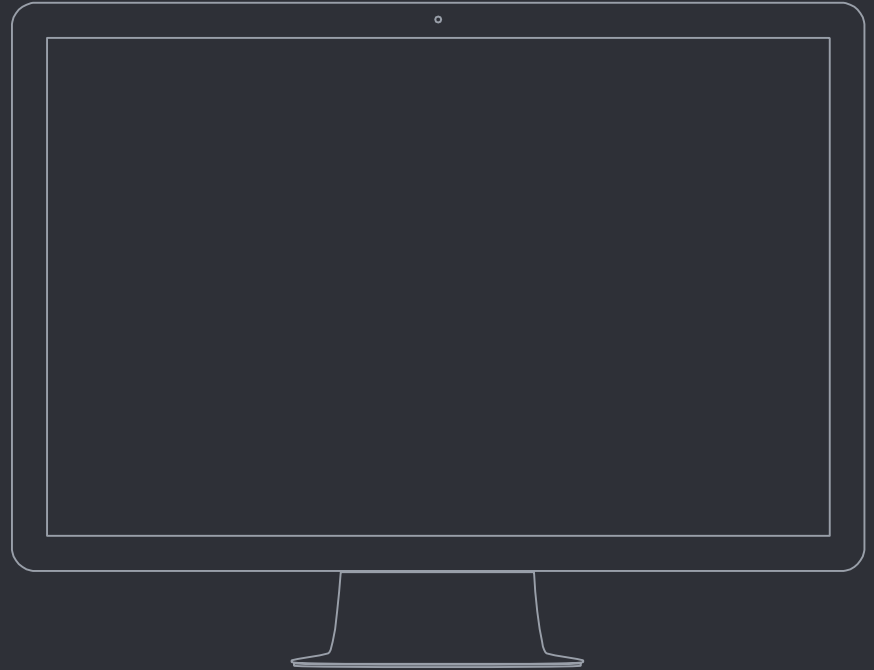


Recommendation:

Make the item detail section, like ingredients, more obvious to users.

● CONSULTATIONS SECTION

Users who tested the consultations section found it helpful for finding products tailored to their wants and skin type, but they had difficulty understanding some skin quality choices.

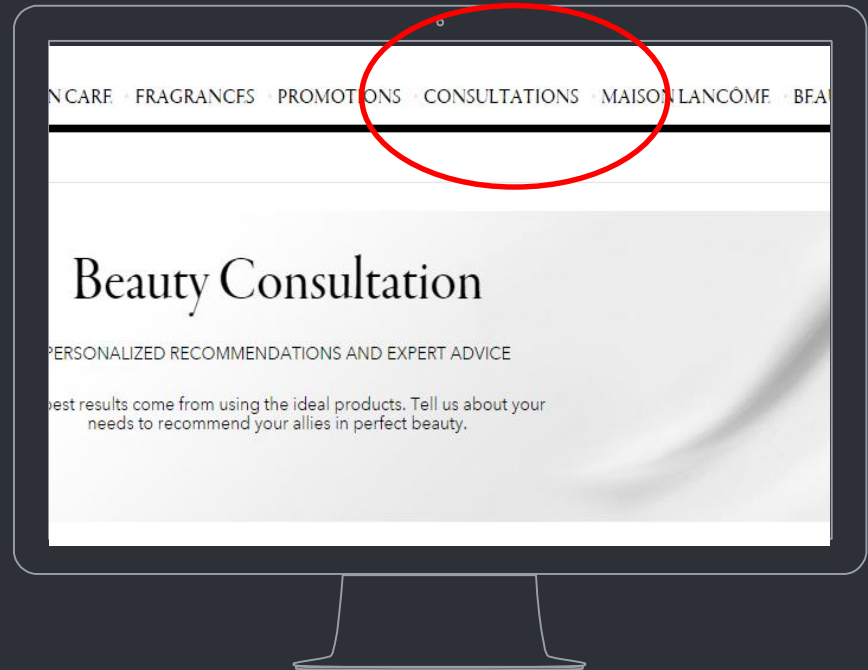


Recommendation:

Include help sections in the consultations for clarity among users.

CONSULTATIONS SECTION

The users who did not test the consultations mentioned they needed help determining which product color would be right for their skin, but didn't notice the consultations section.

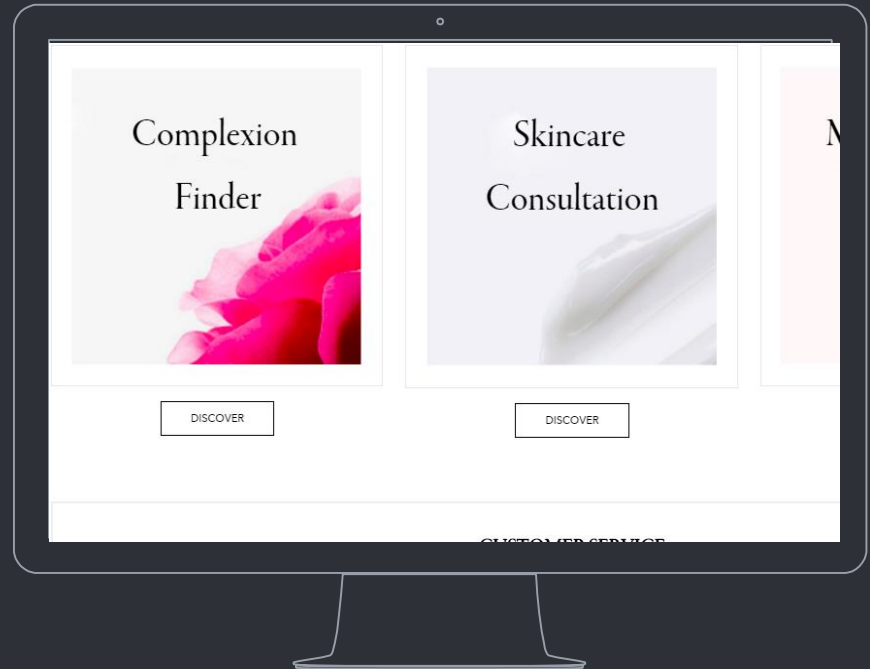


Recommendation:

Create a way that attracts users to the consultations: a pop-up, etc.

● DISCOVER LINK

This “discover” link could have been helpful for users who didn’t know what to look for, but it is currently only found after a search and no users noticed it.



Recommendation:

Put this section in the consultations section, make the content standardized.

● SUGGESTED ITEMS SECTION

Users did not go into item detail, nor did they scroll down to see the “You May Also Like” or “The Perfect Routine” sections for each item



Recommendation:

Users mentioned this would be useful. Make it more visible to them.

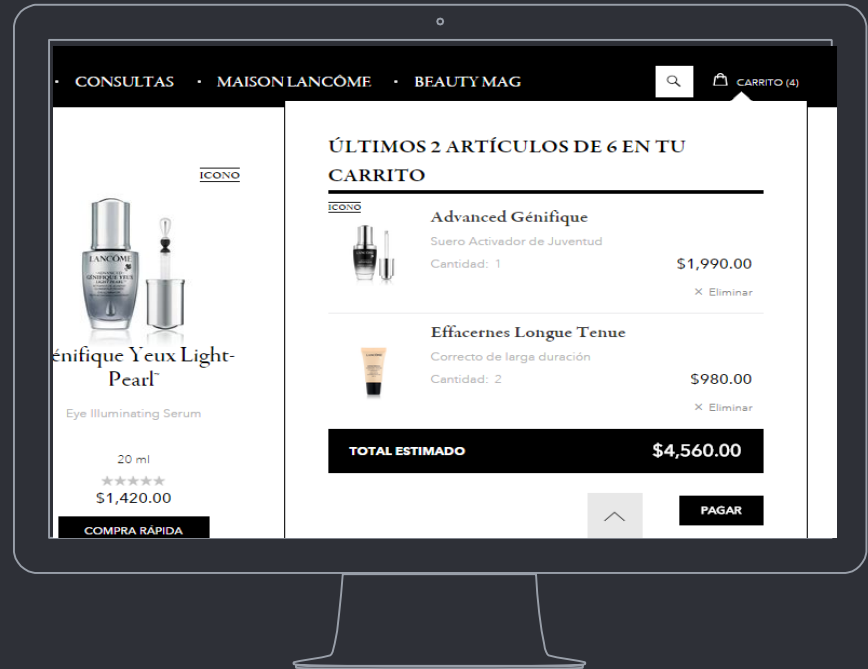


SITE LAYOUT

“MY CART” WINDOW POPUP

The “my cart” popup distracted users while they were shopping. Walmart’s site always showed the cart, and users looked at it constantly to review their cart as they shopped.

3/6
users

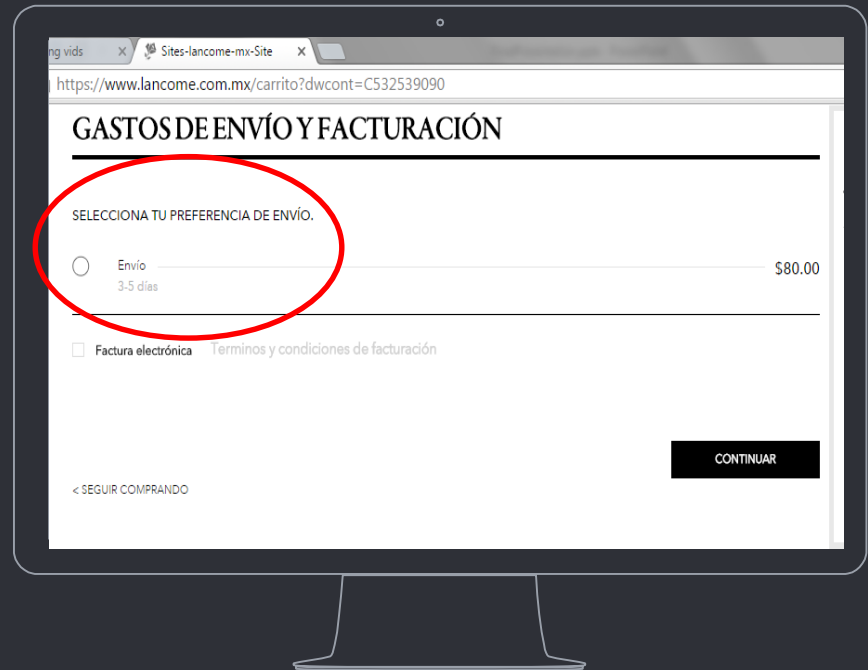


Recommendation:

Create a fixed “my cart” summary on a side panel so it’s always reviewable

USERS UNCLEAR ABOUT FREE SHIPPING

In the checkout section, some users missed the fact that orders over \$800 received free shipping.

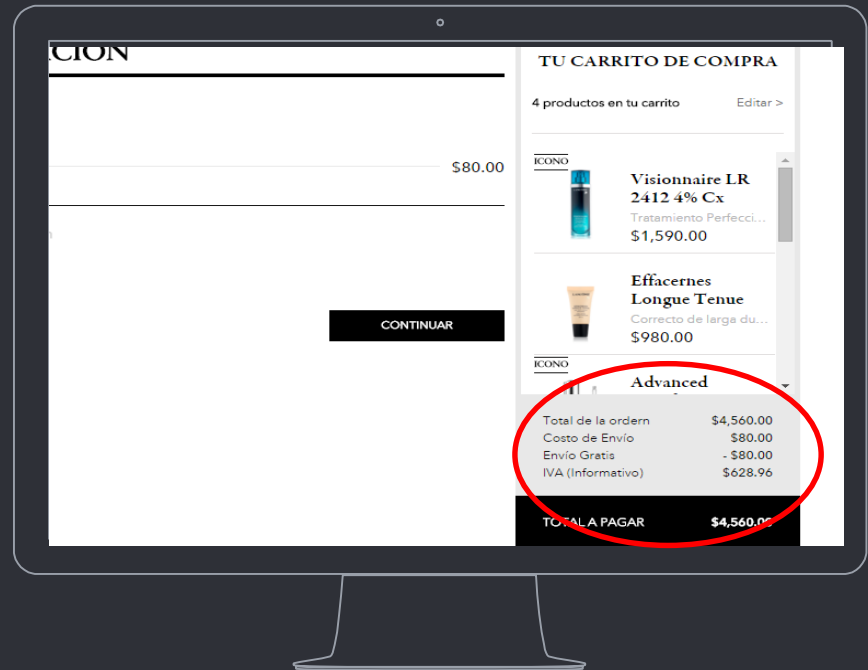


Missed sales:

This caused some to remove items from their cart to adjust the total.

USERS UNCLEAR ABOUT FREE SHIPPING

Other users were confused by the fact that it said free shipping after \$800, but it still showed the shipping costs.



Recommendation:

Update the shipping costs when the user reaches the threshold.

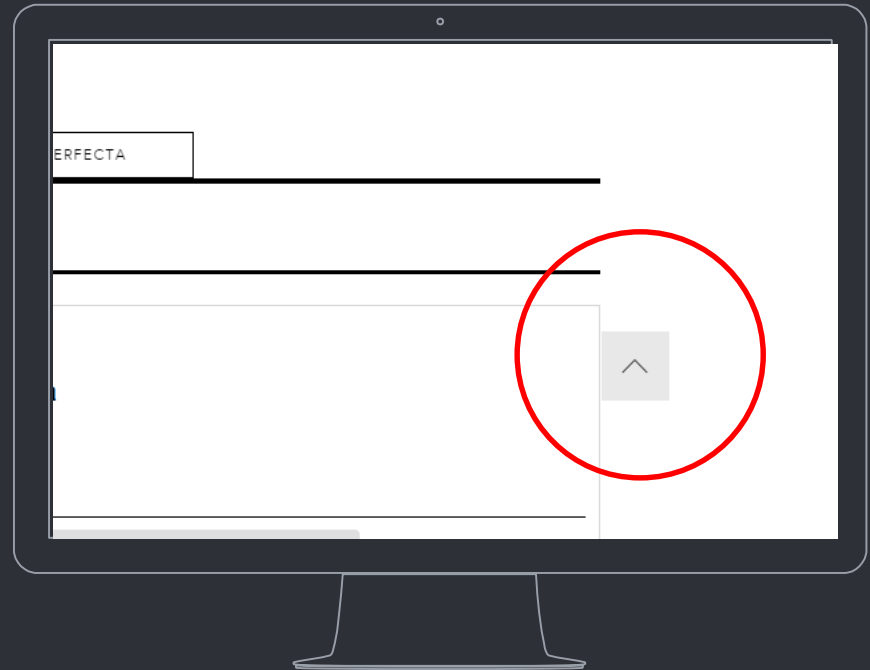
“

Do I get free shipping? It says free over \$800 but I got more than that and it still shows it.

-Carla, *participant*

● “BACK TO TOP” BUTTON

When shopping, users who scrolled to the bottom of each page did not notice the grey arrow that takes you back to the top of the page. They simply scrolled.



Recommendation:

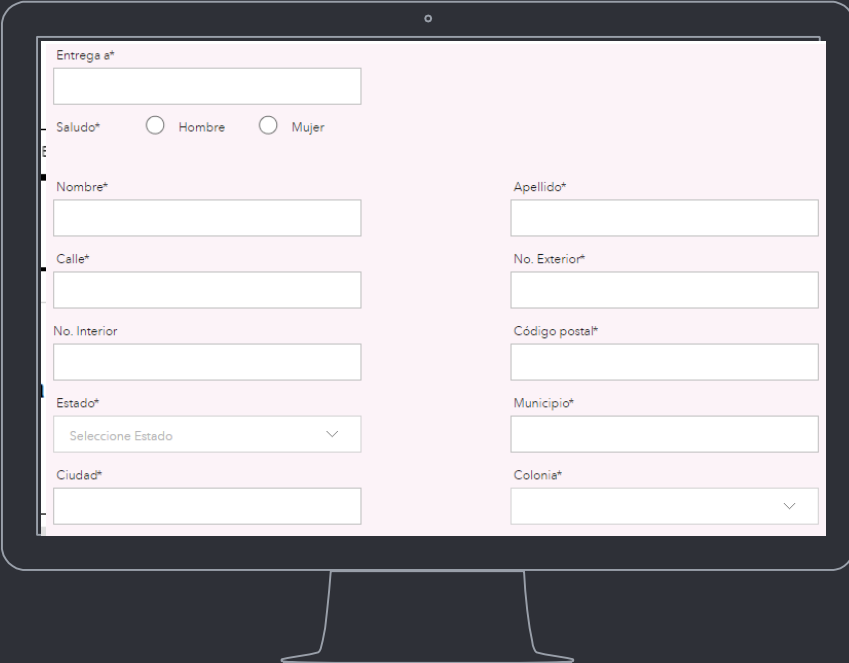
We would suggest giving clarity on what this button does for users.



FORM STRUCTURE

● SHIPPING FORM – NAME ENTRY

When entering their name, almost all users entered their full name in the first box. They later noticed the field for last name and had to go back to modify their first entry.



The image shows a computer monitor displaying a shipping form. The form is titled "Entrega a*" and includes the following fields:

- Saludo* with radio buttons for "Hombre" and "Mujer".
- Nombre* (First Name) and Apellido* (Last Name) text input fields.
- Calle* (Street) text input field.
- No. Interior (Interior Number) text input field.
- Estado* (State) dropdown menu with the text "Seleccione Estado".
- Ciudad* (City) text input field.
- No. Exterior* (Exterior Number) text input field.
- Código postal* (Postal Code) text input field.
- Municipio* (Municipality) text input field.
- Colonia* (Colony) text input field with a dropdown arrow.

SHIPPING FORM - VERTICALITY

A possible cause is that many users tried to enter information from top to bottom, but hesitated when they had to shift from left to right.

Entrega a*

Saludo* ☐ Hombre ☐ Mujer

Nombre*

Calle*

No. Interior

Estado* Seleccione Estado ▼

Ciudad*

Apellido*

No. Exterior

Código postal*

Municipio

Colonia* ▼

Recommendation:

Create form flow that is natural to how users fill out forms – top to bottom.

LANCÔME U.S. SHIPPING FORM

The Lancôme U.S. site has a unified shipping and billing form that goes top-down and has the billing immediately after shipping input so users can see it immediately.

Shipping	Billing
ENTER A SHIPPING ADDRESS	BILLING ADDRESS
Select or enter your shipping address	Select or enter your billing address
* FIRST NAME <input type="text"/>	* FIRST NAME <input type="text"/>
* LAST NAME <input type="text"/>	* LAST NAME <input type="text"/>
* ADDRESS 1 <input type="text"/>	* ADDRESS 1 <input type="text"/>
ADDRESS 2 <input type="text"/>	ADDRESS 2 <input type="text"/>
* CITY <input type="text"/>	* CITY <input type="text"/>
* STATE: <input type="text" value="Select State"/>	* STATE: <input type="text" value="Please Select"/>
* COUNTRY: <input type="text" value="United States"/>	* COUNTRY: <input type="text" value="United States"/>
* ZIP CODE <input type="text"/>	* ZIP CODE <input type="text"/>
* PHONE <input type="text"/>	* PHONE <input type="text"/>
	* EMAIL <input type="text"/>
<input type="checkbox"/> Use this address for billing	<input checked="" type="checkbox"/> Please add me to the Lancôme newsletter. Lancôme does not share or sell personal info. See Privacy Policy
*Required	
IS THIS A GIFT? <input type="radio"/> Yes <input checked="" type="radio"/> No	

SHIPPING TO BILLING ADDRESS

All users tested had errors on the shipping page. We found that they missed they needed to click “electronic bill” to enter a different billing address.

VIDEO CLIP

The screenshot shows a web form for shipping and billing information. At the top, there are two input fields: 'Cell*' and 'E-mail*'. The 'E-mail*' field contains 'ddddddd@yahoo.com'. Below these fields, there is a section for 'Electronic bill' with a checkbox that is checked. To the right of the checkbox is the text 'Terms and conditions of billing'. Below this section, there are two input fields: 'Name or Social reason*' and 'RFC*'. At the bottom of the form, there is a section titled 'BILLING ADDRESS' with two radio button options: 'Use shipping address' (which is selected) and 'Enter a different direction'. A 'CONTINUE' button is located at the bottom right of the form. Two red circles are drawn on the form: one around the 'Electronic bill' checkbox and its label, and another around the 'BILLING ADDRESS' section and its options.

Recommendation:

Put the “ship to different address” option directly under the address form.



COMPETITOR WEBSITE OBSERVATIONS: WALMART

● PROS

The Walmart website had a side panel checkout summary that users viewed through their shopping experience.

PROS

The checkout form had poor feedback and layout such that most users did not finish checkout in the time allotted.



USABILITY METRICS

● COMPLETION TIMES (MINUTES)

	Karla	Carla	Patricia	Flor	Alej-andra
Find Items	10	7	4	2	47
Check Out: Lancome	15	11	7	6.25	8
Check Out: Walmart	Incomplete	5.5	Incomplete	Incomplete	Incomplete

COMPLETION RATES

	Karla	Carla	Patricia	Flor	Alejandra	
Add Items	✓	✓	✓	✓	✓	100%
Select Samples	✗	✗	✓	✓	✗	40%
Checkout shipping / billing	✓	✓	✓	✓	✓	100%
Bill to a Different Address	✗	✗	✗	✗	✗	0%
Checkout payment	✓	✓	✗	✓	✓	80%



IN SUMMARY

SUMMARY OF RECOMMENDATIONS



Create a static “my cart”



Make the consultations section more appealing to click on



Make item descriptions, “You may also like”, “Perfect Routine” more visible to users



Standardize discovery and consultation content across website



Put the “different billing address” radio button directly under the address section of the shipping and billing form



Create a top-down form structure instead of two-column form



Update shipping threshold when a user obtains free shipping



Create an easier flow for the sample selection portion of checkout