

# Research Report

by UX/UI designer Patrick Svensson, September 2021

## An online whisky shop that guides the user to new whisky favourites



**How to effectively guide the users in making satisfying decisions when buying whisky online, and more...**

## Executive Summary

This study was conducted by UX/UI designer Patrick Svensson to learn what people, with a genuine interest in whisky/whiskey, care about when using an online whisky shop. What information they read, how they interact with the website, navigate, make decisions, and so forth.

## Key Findings

- The users highly appreciate extensive information about a whisky and its' distillery. However, they do want the possibility to control how much and where the information is displayed.
- The study has shown that (apart from the price) high ratings given by fellow users, together with the number of ratings, has a strong influence on which product the user chooses to buy.
- The websites need to handle the membership with caution. Some users felt they spent more money than they had wanted and eventually discontinued their subscription.

## Research Method

The study was performed using semi-structured interviews with five participants. The participants were recruited from family and friends of the designer. The interviewer follows a script including ten predefined research questions. Follow up questions may be used based on the user's answers.

The key interview questions were:

- How would the users like to get introduced to new whiskies?
- What guides users to decide what to purchase?
- How do the users want to interact with the website?
- Is there a need for an online whisky shop for whisky connoisseurs?

### Participant user profile

	Usage frequency	Website previously used	product segment preference
<b>Participant 1</b>	Every 6 month	systembolaget.se	Premium
<b>Participant 2</b>	Monthly	systembolaget.se flavora.com	Premium
<b>Participant 3</b>	Every 3 month	flavora.com	Premium
<b>Participant 4</b>	Every 3 month	flavora.com	Premium
<b>Participant 5</b>	Every 6 month	systembolaget.se	Standard

## Key Findings 1

- Let the user decide how much information to display on the page.

An online shop has the advantage over a physical store in that it can provide the customer with a lot more information. But do the users want and need that much information to find what they are looking for?

The study has shown that the users want access to an extensive amount of information about the whisky, its' distillery and everything around it. But, this only applies if the user can control the amount of information displayed on the page. When the user had control over the information feed, **none of the participants considered the information could become too much.**

When the participants didn't have the possibility to decide how much information to be displayed on the page, some of them felt the information was being pushed upon them. That could eventually be the reason for them leaving the site.

*“Make the information about the brand and the distillery easily accessible, but do NOT shove it in my face!”*

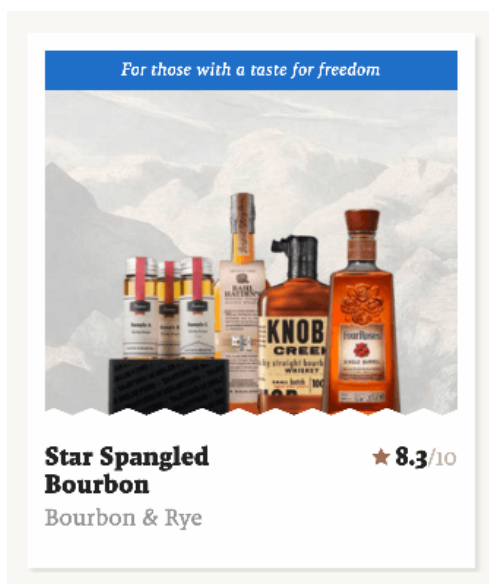
- Participant 2

## Key Findings 2

- The impact of ratings on user behaviour

**5/5 of the participants let the ratings given by other users guide them to what products to buy.**

The user ratings and the price are what the participants mainly watch for when browsing the assortment. If the rating score is high and the price is within their price limit, the users click to receive more information. Apart from the rating itself, the amount of ratings of the product is of equal importance. A high amount of ratings emphasise the rating value.



*“The ratings and the price were the main reasons why I bought it.”*

- Participant 3

## Key Findings 3

### Membership considerations

There can be advantages with connecting the users of the webshop to a membership. It can provide the sensation of exclusiveness, facilitate the introduction to new products through samples included in the membership fee, and possibly give more credibility to the rating since all the users share an interest in the rating's purpose.



Sample vials from [flaviar.com](https://flaviar.com)

There are some negative findings to consider. Results in the study indicate that users tend to make additional purchases because of the discounts and privileges that usually comes with the membership. Although this can lead to increased sales and higher revenue, the websites need to handle the membership with caution.

**3/5 participants felt they spent more money than they had wanted due to a feeling of purchase pressure from the website and eventually discontinued their subscription.**

*“The membership made me buy more whisky than I should have.”*

-Participant 3

## **Next Steps**

In the design process of this whisky shop website, I need to consider the following.

### **Insights from key finding 1.**

- Provide as much product information as possible.
- Display the information in segments under clickable “read more” buttons.

### **Insights from key finding 2.**

- Display the product user rating and price clearly on the product browsing page.

### **Insights from key finding 3.**

Further studies are needed to find a way for the website to benefit from the advantages of memberships and still keep the user’s trust and loyalty.

# Appendix

## Affinity Board based on collected data analysis from the semi-structured interviews.

