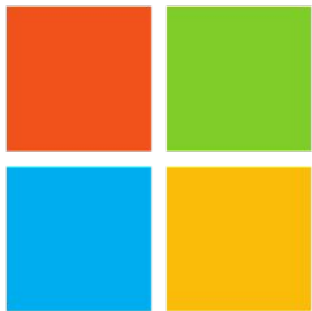# Naomi Johnson

January 2022

Previously

Full time Microsoft Software Engineer

- Backend on M365
- Built multi-stage systems to get approval before the deletion of PDFs or other records
- But passionate about UXR:
  - HackForGood aka.ms/Mentor
  - Sitting in on interviews
- SWE experience helps UXR

Currently

Full time
Groupon UXR

- Mostly consumer-facing, sometimes merchant-facing
- Methodology:
  - Moderated & unmoderated interviews
  - Concept testing
  - Usability testing
  - Qualitative surveys

Future

Part time HCDE master's student??

- Currently HCDE certificate student with 4.0 GPA
- Upcoming:
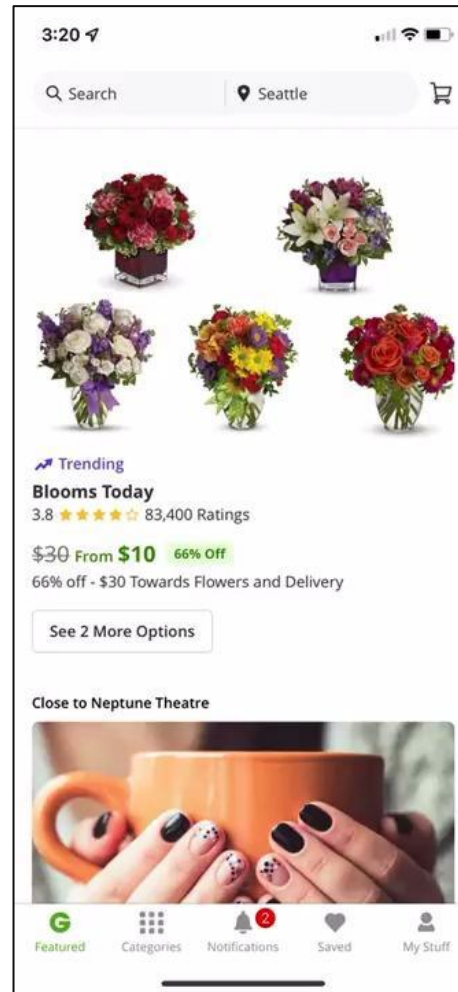 - Accessibility and Inclusive Design

Outside of work

Rolling out Groupon's new homepage

NDA

None of this content falls under Groupon's NDA
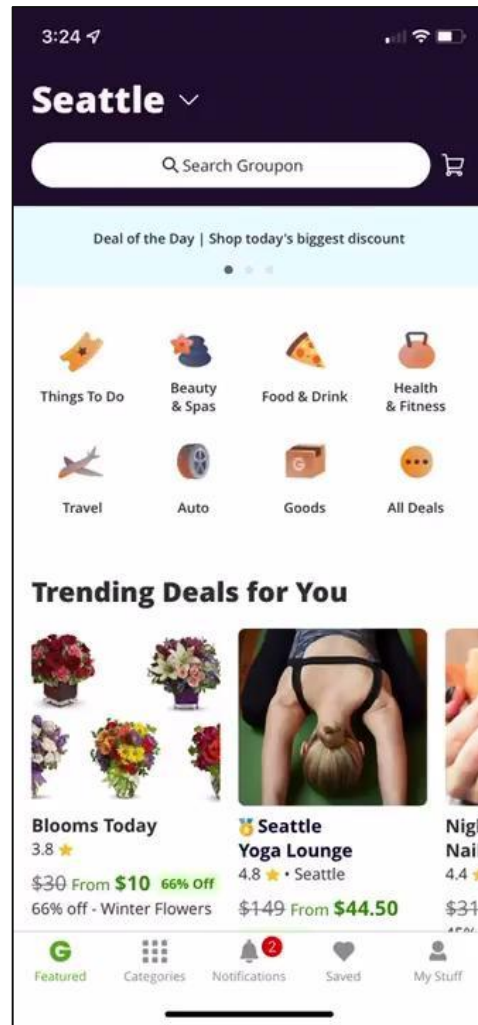
Legacy Groupon

Since Groupon 1.0 went live, our home page has been a "deal feed".

Groupon 2.0

We wanted to personalize the homepage, increase customer engagement, and focus on local experiences.

Research questions on search and browse UX

- ◦ How do customers use the new home page?

- ◦ How do customers use categories and filters?

- ◦ What are the pros and cons of homepage prototypes?

- ◦ Should we continue rolling out the new CX on other platforms?

Tasks in the moderated study

Questions:

How do customers use the new home page?

How do customers use categories and filters?

What are the pros and cons of homepage prototypes?

Tasks on Mobile Web:

Browse the home page

Find a deal

Tasks on Figma:

Compare HP prototypes

Participants from UserTesting
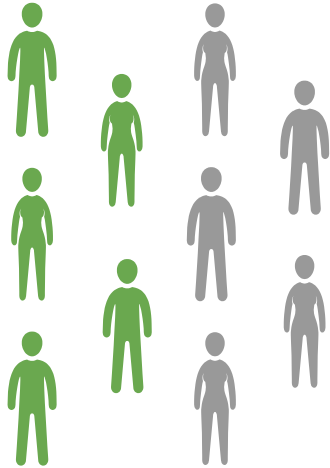
- All from North America*
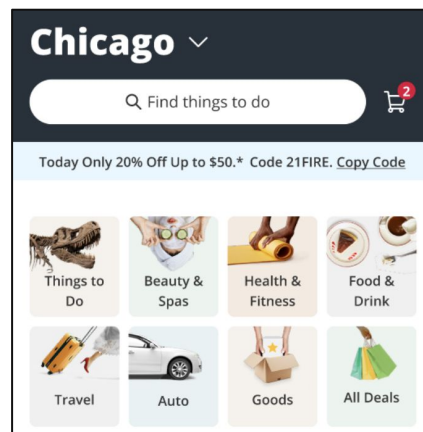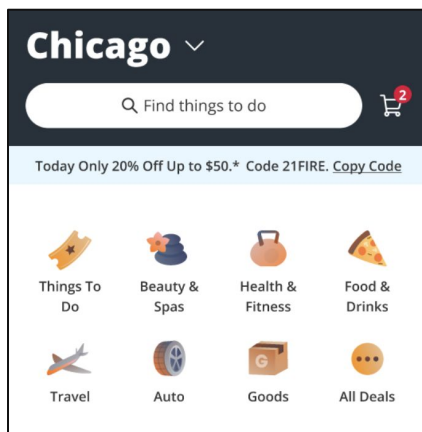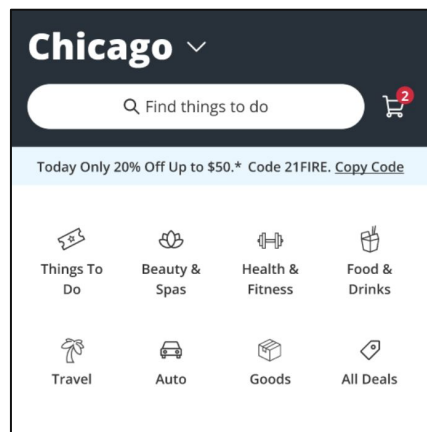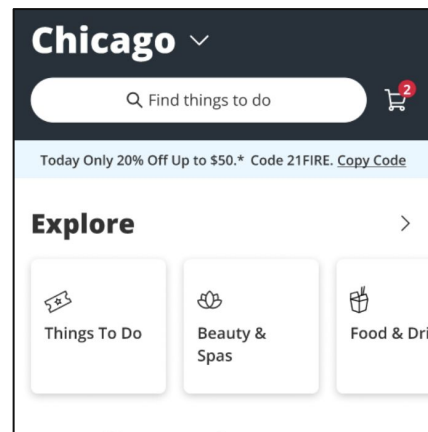- 5 active customers, 5 non-customers
- Mix of genders, salaries

*the new CX was only in North America

Findings & Impact

8 icons are better than 3

All customers preferred 8up over a left/right scroll because they could see more options at once

14
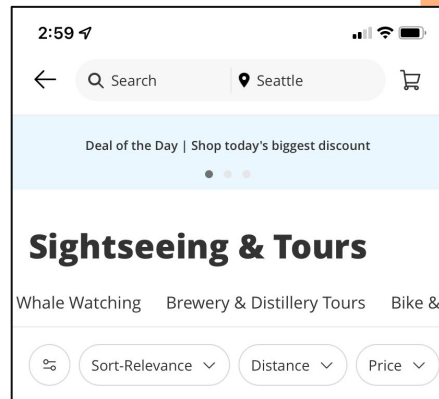
Impact #1:
Showcasing more categories

- Rolled out the "8up" Explore section
- Began A/B testing different kinds of iconography for the Explore section

15

People were delighted by the narrow categories

"I like [these narrow categories] because by grouping them together, you're able to **see more things that you wouldn't normally think of.** *Wow! Yeah, I didn't know [Groupon] had all these things!"*
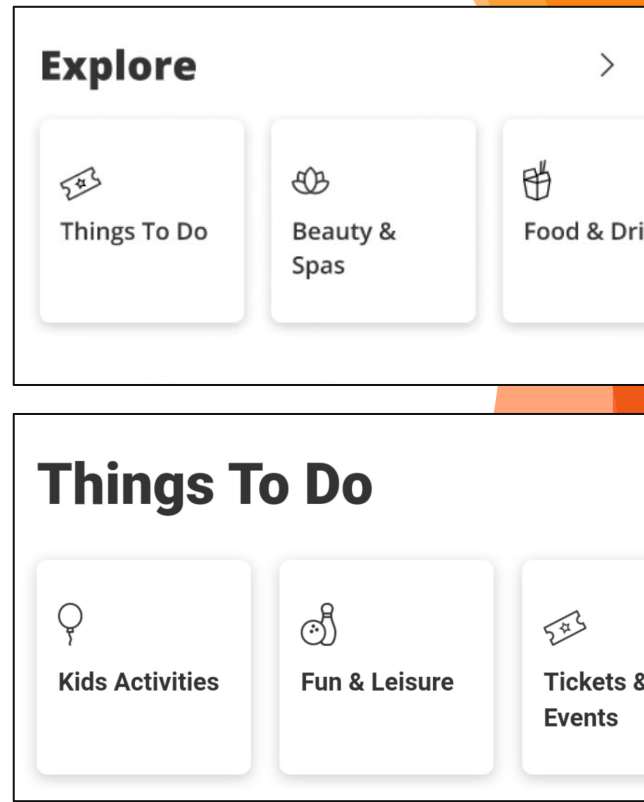
Impact #2:
Showcase narrow categories earlier

- ◦ Discussing and brainstorming how we can showcase narrow categories earlier in the Groupon experience

17

People don't understand broad categories

- People jump to assumptions about category content when they see photos or icons
- Even people who just look at the words find some categories too broad and vague
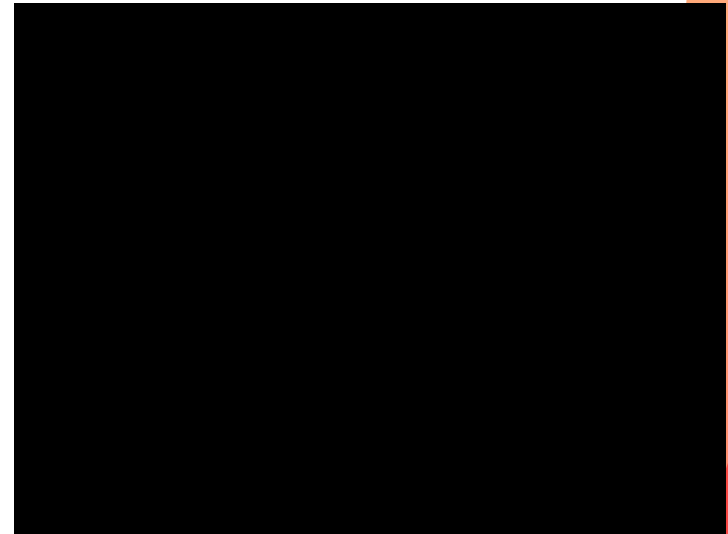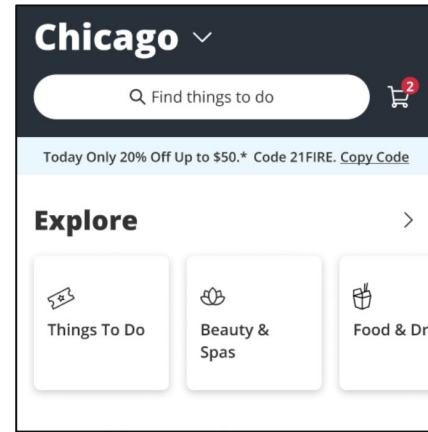
Impact #3:
Re-evaluating and re-designing categories

- ◦ Another team changed did research and re-evaluated Groupon's category hierarchy

Previous data suggested people were not scrolling on the home page.

In fact, most participants wanted to immediately click on a category within the "Explore" section and begin browsing.

Impact #4:
The decision to continue rolling out the new CX

- ◦ No new usability concerns came out of this design update
- ◦ The red flags we'd seen in our data turned out to not be issues
- ◦ We continued rolling out this new design on our mobile app and for the desktop browser

Thanks!

Any questions?

Bookable Beauty & Wellness deals

Comparing Groupon and Treatwell

NDA

None of this content falls under Groupon's NDA

Booking on Groupon

Research questions on booking beauty & wellness deals

- ◦ How are the experiences of booking B&W deals on Groupon different from Treatwell?
- ◦ When and why is each platform used?
- ◦ What about high-intent situations?

Tasks in the unmoderated study

- On Groupon:
  - When, why, and what do they shop for on Groupon?
  - In high-intent situations, do shoppers use Groupon?
- On Treatwell:
  - Use Treatwell to select and book a service
- Compare and contrast:
  - In which situations would you use Groupon? Treatwell?

Participants from UserTesting
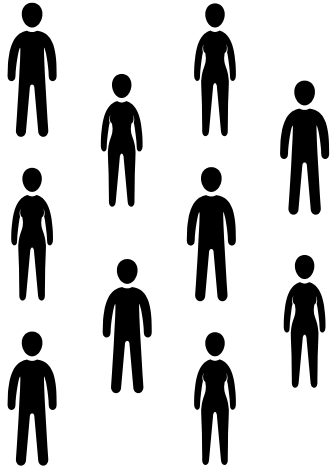
- All from the UK*
- 10 participants who have shopped on both Groupon and Treatwell in the past three months
- Intentionally buy beauty & wellness
- Mix of genders, salaries

*Treatwell is UK based

Findings & Impact

Participants DO shop on Groupon with high intent

✅ Regularly scheduled maintenance

✅ Occasions

🤷🏽‍♀️ Events

30

Re-booking a merchant is ideal for events

- When shopping for events, customers are:
  - More concerned with personal appearance
  - Less concerned with prices
- Customers prioritize finding a provider who will be able to deliver a quality service

"I would go to my local trusted [merchants] usually for an event, like for a blow dry or to get my nails done."

Impact #1:
Showcase deals eligible for "repeat purchase"

- ◦ Traditionally, Groupon did not permit "repeat purchases" (e.g., buying the same deal from the same merchant)
- ◦ Make more deals eligible for repeat purchase
- ◦ Marketing ran a survey to quantify customer awareness

Quality is key when customers are shopping for events

- Customers perceive Treatwell's merchants as high quality because of:
  - Robust review platform
  - Quality badges
  - Business and service photos
- Customers regarded Groupon's merchants as risky

"Treatwell is for … things that you definitely want to make sure are done properly whereas Groupon is [for] things that you are willing to try and **get real cheap** or you wouldn't necessarily pay full price for … so you **don't mind taking a bit of a risk.**"

Impact #2:
We need to vet merchants and help customers vet them too

- Deliver consistent high quality inventory
  - Make deal pages more accurate by:
    - Moving away from stock images
    - Making fine print more visible
- Give customers tools to evaluate merchants

Thanks!

Any questions?

Appendix - Report #1

Timeline

1 — Meet with stakeholders, draft and finalize research questions

3 — Draft moderator's guide and begin recruiting participants on UserTesting

5 — Run 10 studies

7 — Present findings

WEEK 1 **WEEK 2** **WEEK 3** **WEEK 4** **WEEK**

4 — Mobile Web is 100% on Groupon's new customer experience!!

6 — Analyze data
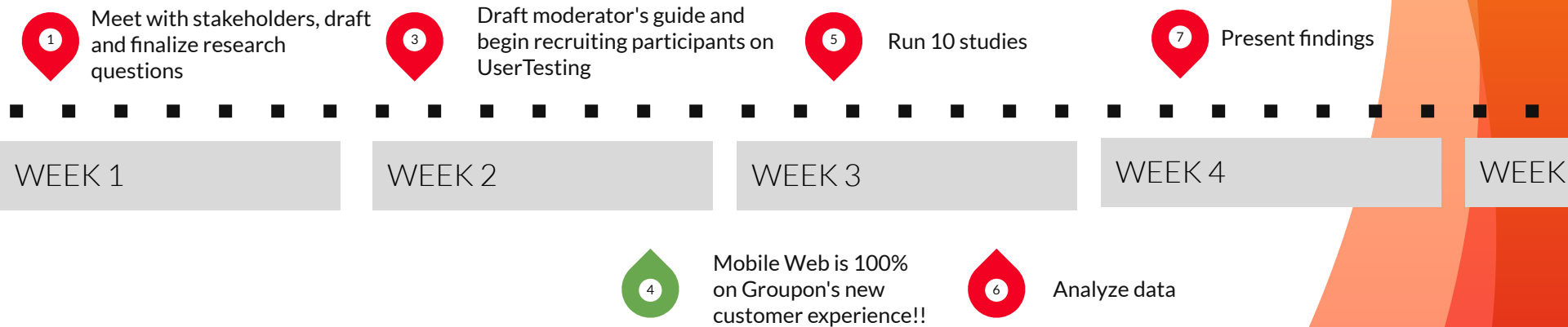
Screenshots, screenrecordings

39

"

" The Things To Do button [shows] a kayak and automatically my brain says oh like outdoor activities, so I wouldn't necessarily click [on it]. But, looking at [the big/little with] the girl's picture and the singer... makes me think, oh, like these are things to do, not just sports activities, so I would definitely rather browse or click [on the big/littles]].

"

I like the [L4 categories] because by grouping them together, you're able to see more things that you wouldn't normally think of. Wow! Yeah, I didn't know [Groupon] had all these things!

"

" The Things To Do button [shows] a kayak and automatically my brain says, oh like outdoor activities, so I wouldn't necessarily click [on it].

"

"Wouldn't all [of the deals in] 'Things To Do' be 'Fun & Leisure'?

Things To Do

Kids Activities

Fun & Leisure

Tickets & Events

Appendix - Report #2

Impact #2:

Impact #2:
Show availability before purchase

Booking desired date/time is difficult

- Treatwell only shows merchants that meet customers' upfront date, time, and location requirements
- Customers have the ability to filter further to a manageable number of results

"[Treatwell] got you down to a good number and you are not wasting your time scrolling through different hairdressers to at the last minute realize that they don't have availability."

Impact #3:
Show availability before purchase

- ◦ Presented on the importance of bookability at a company all-hands
- ◦ Met with stakeholders to discuss how to feature the "Book a visit" button

Screen 1

Face to Face Spa W. 6th Street
Ecks Heights, Austin
Up to 50% Off on Facial at Face to Face Spa W 6th Street new
4.8 ★★★★★ 250 Ratings

○ **One 35-Minute Express Deluxe Facial**
$184.21 $105 $92 50% OFF
Extra $13 off, today only
90+ bought

○ **One 60-Minute Premium Facial**
$163.80 $95 42% OFF
470+ bought

○ **One 60-Minute Derma-Facial**
$208.48 $123 $110 47% OFF
Extra $13 off, today only
150+ bought

📅 Book a visit now or later
Check Schedule

Add to Cart   **Buy Now**

⏱ Sale Ends 11:34:06

Screen 2

One 60-Minute Derma-Facial
$208.48 $123 $110 47% OFF
Extra $13 off, today only
150+ bought

📅 Book a visit now or later
Check Schedule

ℹ This merchant is open for business and taking steps to help protect your health by following all applicable laws and regulations concerning COVID-19 safety.

Highlights
Aesthetician performs a facial which can remove impurities from the skin, reduce the signs of aging, and improve the complexion

Customer Reviews
4.8 ★★★★★

👁 Over 30 viewed today, so act now!

Add to Cart   **Buy Now**

⏱ Sale Ends 11:30:40

Screen 3

Customer Reviews
4.8 ★★★★★
250 Ratings

✅ **100% Verified Reviews**
All reviews are from people who have redeemed deals with this merchant.

Sort by: Most Recent ▾

J **Janine**
☆ 1 ratings 💬 1 reviews
★★★★★ · April 24, 2021
Bought a facial for my daughter and she LOVED it! She said the aesthetician was very good and the whole experience was A+.
👍 Helpful

A **Alexa**
☆ 1 ratings 💬 1 reviews
★★★★★ · April 2, 2021
Loved my esthetician Alyssa!!! Such a relaxing experience and environment. She was so nice and

👁 Over 30 viewed today, so act now!

Add to Cart   **Buy Now**

⏱ Sale Ends 11:02:42

Screen 4

About This Deal

📖 **Book Online Through Groupon**
See availability and book your visit now, or book from desktop, phone or tablet by visiting MyGroupons and clicking Book Now! after your purchase.

○ Benefits of Express Deluxe Facial: can cleanse the skin, even its tone, and reduce the signs of aging. Includes:
  ○ Microdermabrasion or chemical peel
  ○ Steam
  ○ Extractions
○ Benefits of Premium Facial: can remove impurities from the skin and remedy blackheads. Includes:
  ○ Deep pore cleanse
  ○ Steam
  ○ Extractions
  ○ Advanced pore-opening
  ○ Upper chest area
  ○ Neck, shoulder, arms, and scalp massage
  ○ 70% discount on adding microdermabrasion or chemical peel to the treatment
○ Benefits of Derma-Facial: can exfoliate the skin, cleanse it, and remove peach fuzz. Includes:

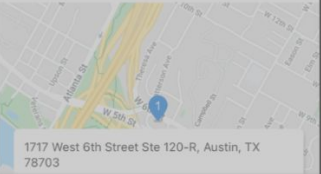👁 Over 30 viewed today, so act now!

Add to Cart   **Buy Now**

⏱ Sale Ends 11:02:35

Screen 5

Need To Know
Promotional value expires 90 days after purchase. Amount paid never expires. Limit 1 per person, may buy 1 additional as gift(s). May be repurchased every 120 days. Valid only for option purchased. Merchant is solely responsible for purchasers for the care and quality of the advertised goods and services.

About Face to Face Spa W 6th Street new
Face to Face Spa W. 6th Street is an award-winning, physician-directed medi-spa offering a wide choice of treatments such as medical grade facials, 25 different chemical peel options, microdermabrasion, eyelash extensions, and dermaplaning. To make the services more affordable, Face to Face Spa offers a membership discount program that significantly discounts each session and includes a monthly medical-grade facial.

1717 West 6th Street Ste 120-R, Austin, TX 78703

Add to Cart   **Buy Now**

⏱ Sale Ends 11:02:30

Face to Face Spa W. 6th Street

Ecks Heights, Austin
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Check Schedule >

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Check Schedule >

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Highlights

Aesthetician performs a facial which can remove impurities from the skin, reduce the signs of aging, and improve the complexion

Customer Reviews

4.8 ★★★★★

👁 Over 30 viewed today, so act now!

Add to Cart | Buy Now
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All reviews are from people who have redeemed deals with this merchant.

Sort by: [Most Recent ▼]

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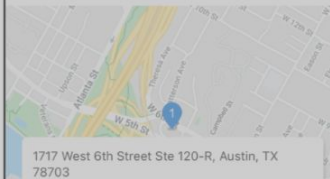👁 Over 30 viewed today, so act now!

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50