

Shyp.com Post-Launch Usability Research

October, 2016
laith@

Research Objectives

- Conduct a round of usability on the newly launched shyp.com experience to understand navigation, pain points, and overall user comprehension.
- We used a remote, moderated research method with 5 participants.

	Name	Location	Volume/month	Where sell?	Notes
P1	Brenden	Chicago, IL	11-25	eBay, and old website	
P2	Hillary	Brookline, MA	50-100	Shopify	Uses Shipstation
P3	Anna	Gloucester, MA	20-25	artstorefronts.com	
P4	Byron	San Francisco, CA	300-400	Shopify	
P5	Linda	Chicago, IL	50-80	Shopify, Amazon, eBay	

Full videos of the research sessions are available ([link](#)).

Overall

- Overall understanding of Shyp, the services offered, and the geographic limitations were fairly high.
- Price comparison was seen as a novel and valuable feature.
- Those that were familiar with other services seemed to need more reassurance that there was not a monthly subscription fee and some had lingering doubts.
- Most were unsure or confused about pricing and cost after exploring Shyp.com.

The packaging and fulfillment seems kind of intriguing, but I'm in Boston ... besides that seems like Shipstation, but [Shipstation] has more integrations and is cheaper. - Hillary, Boston

Price comparison

- Even before looking at the site, many cited price comparison as a pain point in their current process.
- As we have seen in other research, none were fully optimized across all carriers and most only used one or two carriers regularly.
- When going through the site, a few made the connection between Shyp and a service like Kayak.

I've been selling on eBay and my own site for years, but we never got full systematized in how we do shipping. The Post Office in NY was great so we didn't have to really, but since moving to Chicago this one is awful. I'd love to find a better way. - Brenden, Chicago

Homepage

- As with the previous round of research, some participants did not recognize that the Shyp logo functioned as the home button.
- This was even more acute on the estimator page as there is no global navigation.
 - Participants tended to hit the back arrow on their browsers.

Not sure how to go back to that other screen from here. I guess I'll just use the back arrow. - Anna, Gloucester

The image shows a screenshot of the Shyp website. The top navigation bar includes links for Solutions, Services, About Us, Pricing, and Sign in. The main header features the Shyp logo (highlighted with an orange box) and the text "Your shipping partner." (highlighted with an orange box). Below the header is a form for shipping estimation. The form includes fields for Shipping from (San Francisco, CA 94105), Shipping To (Washington, DC 20500), Dimensions (10 x 10 x 10 in), Weight (5 lb), and Packages sent each month. A dropdown menu for "Which is a" is set to "Business". The form also displays a list of shipping options with their respective costs.

Shyp

+ Solutions + Services + About Us Pricing Sign in

Your shipping partner.

Shyp

Sign up

Shipping from
San Francisco, CA 94105 X

Shipping To
Washington, DC 20500 X Which is a
Business V

Dimensions
10 x **10** x **10** in V

Weight
5 lb V




Packages sent each month V

Less than 20
More than 20 -- 5% off shipping, pickup + packaging
More than 50 -- 10% off shipping, pickup + packaging
More than 300 -- 15% off shipping, pickup + packaging

Segments

- A few confused about the distinction between “Businesses” and “Enterprise”.
 - After clicking into those pages, some noted that the content was also nearly identical.
- Most expected the three sections to be different sets of services/features and not pitches for how Shyp works for each group.

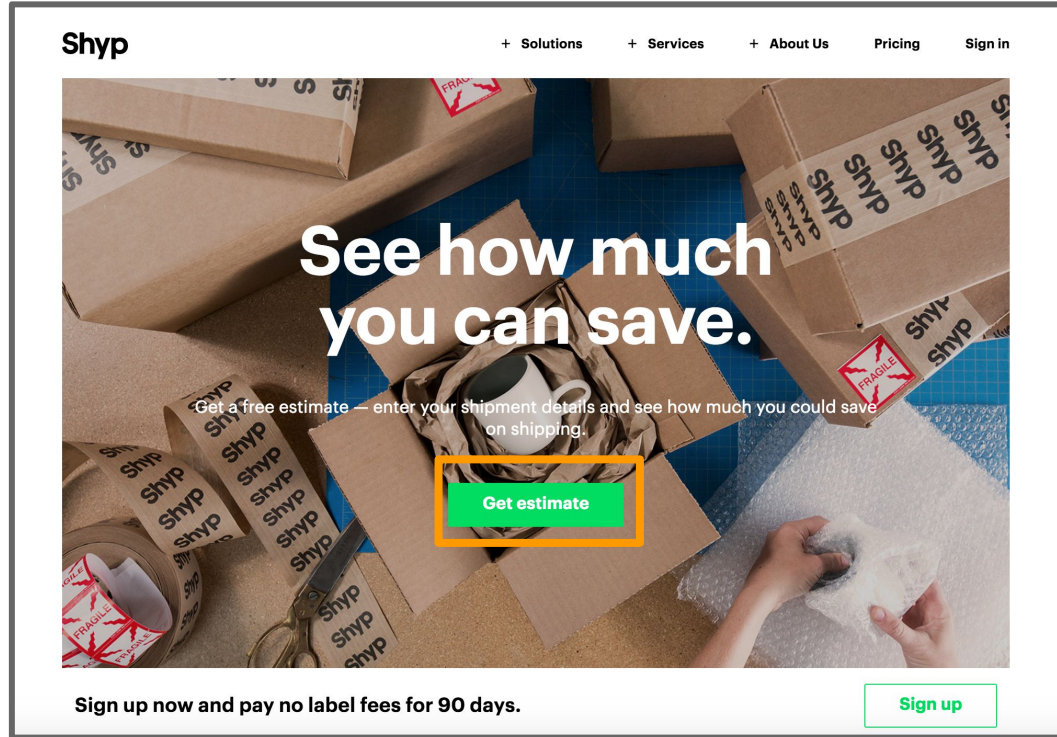
What I'm looking for straight off is a comparison table. How these three things compare to each other. - Brenden, Chicago

Individuals	Businesses	Enterprise
		
Easy shipping for online marketplace sellers and anyone looking to ship for the best price.	Convenient and cost-effective shipping for small and medium-sized businesses selling online and from stores.	Powerful and economical shipping solutions for big businesses and other high-volume shippers.
Learn more	Learn more	Learn more

I feel kind of in between categories ...When I see Enterprise and the pallet jack on the next page, I wonder if they can do LTL. - Linda, Chicago

Pricing

- Many seemed initially miss the Get estimate CTA in the middle of the hero image. Since most pages relied on users scrolling this was actually a different interaction pattern than they had learned from previous pages.



Pricing chart

- Some felt the information on this chart was overwhelming and hard to parse.
- As participants scrolled there were no additional links to the estimator tool. Some missed it entirely and had to be led there by the moderator.
- The primary CTA in the persistent nav is Sign up, which did not fit with their mindset as they were still evaluating the service and not ready to try it out.

Overall the signup feels too aggressive, how would I know I wanted to do that right away? I need to learn more. - Hillary, Boston

Sign up now and pay no label fees for 90 days. [Sign up](#)

Shyp Pricing

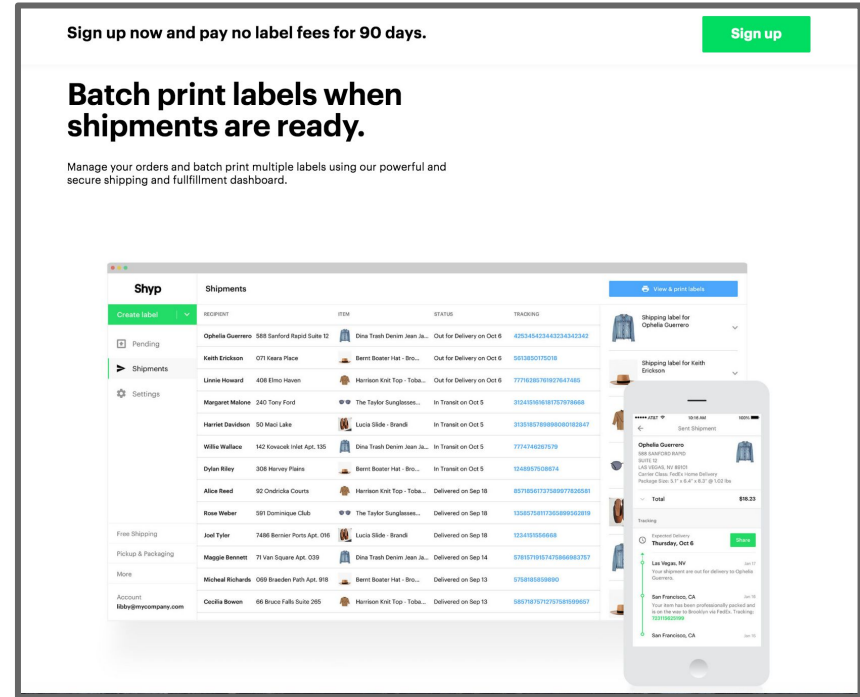
See how our pricing works, and how much you could save on shipping, pickup and packaging.

Shipping Volume Shipments per month	<20	20+	50+	300+
Shipping Rates Volume discounts	The best rate at any volume.	5 % off	10 % off	15 % off
Pickup No limit on shipments in a pickup	\$ 5 ^{.00}	\$ 4 ^{.75}	\$ 4 ^{.50}	\$ 4 ^{.25}
Small Packaging Fits in a shoebox	\$ 3 ^{.00}	\$ 2 ^{.85}	\$ 2 ^{.70}	\$ 2 ^{.55}
Small (Fragile)	\$ 10 ^{.00}	\$ 9 ^{.50}	\$ 9 ^{.00}	\$ 8 ^{.50}
Medium Packaging Fits in a backpack	\$ 5 ^{.00}	\$ 4 ^{.75}	\$ 4 ^{.50}	\$ 4 ^{.25}
Medium (Fragile)	\$ 15 ^{.00}	\$ 14 ^{.25}	\$ 13 ^{.50}	\$ 12 ^{.75}
Large Packaging Fits in a large box	\$ 10 ^{.00}	\$ 9 ^{.50}	\$ 9 ^{.00}	\$ 8 ^{.50}

The product

- Some participants wanted more examples of the actual product so they could see how it might function and if it would work with their existing processes.
 - Several mentioned that they expected video examples or walkthroughs.
- Outstanding questions included:
 - How do notifications arrive? (email, text, etc)
 - Is this a web product or an app?
 - What would the workflow be like?


It would be really nice to be able to see all my packages from all the carriers in one place. Just have one place to see it all. - Anna, Gloucester



Printing

- Several reported that thermal printer compatibility is very valuable to them.

I keep seeing icons for laser printers, but I use a thermal printer so I'm not sure what I would do. - Brenden, Chicago


 **Customer service.**

Dedicated email and phone customer support to get you started.


Batch print labels from any device.

Use our online tool to compare carriers, choose the best option based on price and availability, and print multiple shipping labels from any device.

[Learn more](#)



Order a pickup

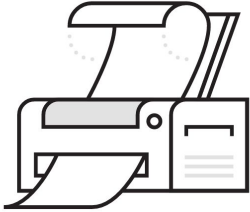
 **Quick and easy returns.**

We can pickup, package and ship your returns, in select markets.

Print your own shipping labels.

Instantly compare shipping carriers, choose the best option based on price and convenience, and print labels from any device.

[Learn more](#)

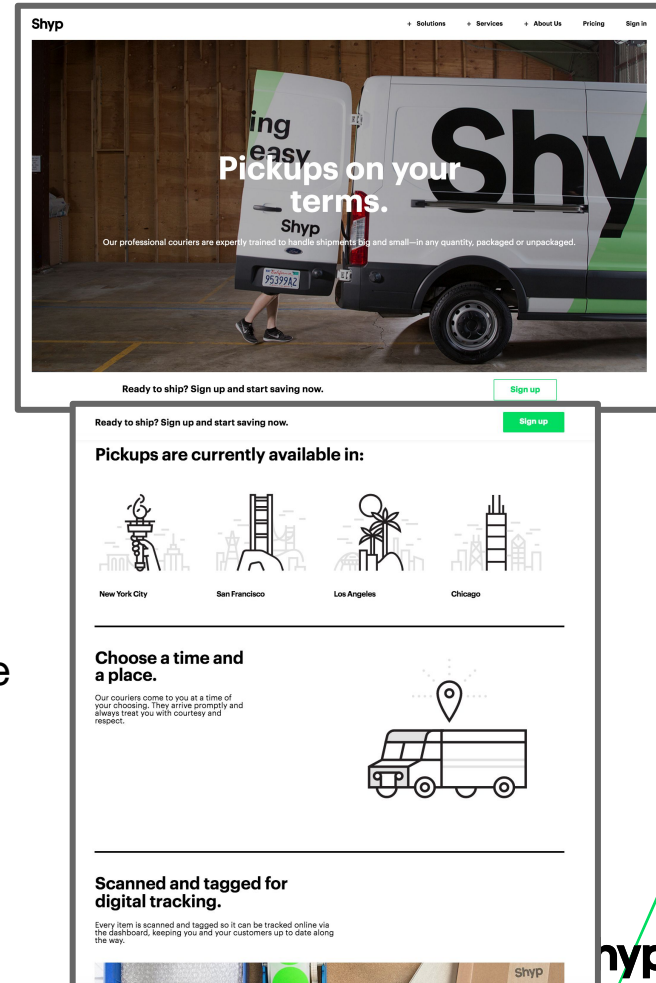


We can come

Pickup and packaging

- Several said that they wanted more concrete, visual examples of how pickup and packaging works (to assess the quality).
- Without example of how a pickup would work (i.e., scanning, branded bag, courier in Shyp gear) many were hesitant to consider using the service.
- After scrolling down past the hero image, there were few clues as to how a pickup would work.

The pickup is great, but would this be FedEx and UPS doing the pickup? - Anna, Gloucester




Packing

- A few participants felt imagery like the photograph on the packing page were strong at conveying some of the behind the scenes aspects of how Shyp works and helped to build confidence in the service.
 - They wanted more examples like this.


Everything seems to be in little boxes. Doesn't seem like a front to back end shipping solution [i.e., shipping stock to retail stores and not just consumers]. - Linda, Chicago

Ready to ship? Sign up and start saving now. [Sign up](#)


Packaging is currently available in:




New York City



San Francisco




Los Angeles



Chicago

Quality materials and techniques.

We use high quality packaging materials and expert packaging techniques that are right for your item. We make sure your items are protected and ready for shipment.







Fragile. Handled with extra care.

Fragile items are diverted to our special handling table, where they are packaged using specialized materials and extra care by our warehouse technicians.

Packaging pricing

- Some of the participants who saw this graphic thought it was easier to understand than the larger pricing table.

Ready to ship? Sign up and start saving now. [Sign up](#)

			
Small	Medium	Large	X-Large
\$3	\$5	\$10	\$25
Standard	Standard	Standard	Standard
\$10	\$15	\$30	\$75
Fragile	Fragile	Fragile	Fragile

Get extra discounts if you ship 20 or more items per month.
For more detail on cost and volume discounts, let us give you an estimate.

[Get an estimate](#)

Ship more, save more on packaging.	Ship 20+ items/month and get	Ship 300+ items/month and get
Get discounts on pickup, packaging, and shipping when you send at least 20 shipments per month.	5%	15%
To see what you could save, let us give you an estimate.	Off packaging Per item	Off packaging Per item

[Get estimate](#)

Integrations

- Shopify users have really adopted the model of apps/integrations as an important part of that service. They tended to want to evaluate Shyp on that basis and sought out this information relatively early in their exploration.

Ready to ship? Sign up and start saving now. [Sign up](#)

Connect your eBay account and unlock the potential of selling on eBay.



Get started by connecting your eBay account.

See what you could be saving and start shipping right now by connecting your eBay account to Shyp.



Manage your sales and shipments in one place.

Our easy-to-use dashboard shows your eBay sales and shipments together in one place.



Choose how you ship and get the best rates.

Print your own labels, or schedule a pickup and have us package and send it for you—for the best rate.



Complete your sale and notify your customer.

When your shipment starts its journey, we mark your sale as shipped and notify your buyer it's on the way.

Exclusive discounts for eBay sellers.

Send your eBay sales with Shyp and save with our exclusive discounts.

We match USPS Commercial Base or Plus rates but may send your shipment with UPS or FedEx if their rates are better.

All eBay packages.

15%

Off pickup and packaging.

And get USPS Commercial Base® shipping rates.

300+ eBay packages/month.

20%

Off pickup and packaging.

And get USPS Commercial Plus® shipping rates.

Shyp + Shopify (Coming Soon)

Connect your Shopify store with Shyp for easy shipping. Import all your Shopify orders, compare rates across carriers, and print shipping labels or schedule a pickup for your shipments.

The Shopify + Shyp integration is coming



Estimator

- A few users thought this screen failed to load or there was nothing to do here. It may be too sparse or not have sufficient affordances.

Shyp

Sign up

Shipping from
Address (USA only)

Addresses

- Almost all entered full addresses in both fields.
- All entered their shipping address for the “from” field.
- Some initially struggled to think of a destination address.
 - It may be worth adding some samples like we do with the shipping item.

The screenshot shows the Shyp shipping form. At the top left is the 'Shyp' logo, and at the top right is a green 'Sign up' button. The form has two main sections. The first section is for the origin address, labeled 'Shipping from' in small text, with the input field containing 'San Francisco, CA 94105' and a clear button (X) on the right. The second section is for the destination, with 'Shipping To' and 'Address' on the left, and 'Which is a' followed by 'Business' and a dropdown arrow (V) on the right. The 'Business' text is bolded.

Estimator

- Some thought that they needed to type something in the the area for units. It may be worth making this more obviously a drop down menu.
- Some wanted separate fields for pounds and ounces rather than having to select between one or the other (e.g., 2 lbs, 3 oz)
- Several were unsure if the shipping volume selector was in reference to this particular package or general volume.

Shyp Sign up

Shipping from
San Francisco, CA 94105 ✕

Shipping To
Washington, DC 20500 ✕ Which is a
Business ▼

Dimensions
10 x **10** x **10** **in** ▼

Weight
5 **lb** ▼

Packages sent each month ▼

Less than 20

More than 20 -- 5% off shipping, pickup + packaging

More than 50 -- 10% off shipping, pickup + packaging

More than 300 -- 15% off shipping, pickup + packaging

Estimate

- Some initially did not realize that most of the estimate was actually below the fold.
- In general there is a lot of empty space and the estimate might benefit from a bit more information density.

Shyp

Sign up

Shipping from
San Francisco

Shipping to
Washington

Packages/month
More than 50

Your personalized estimate

Select the best rate for your route, print your own labels, or have us pickup, package and ship your items for the lowest price.

☐ Next Day ☐ 2 Day ☐ 3 Day






**FedEx Ground**
2-10 days

\$12.11
Per package

Was
~~\$13.45~~ /package
before discount

Service classes and services

- Some were initially confused by the estimate.
 - One participant initially thought “Shyp Pickup” compared with the carriers rather than as an additional service.
 - It may be good to add more visual cues that the bottom part of the table are not the same as the three list prices.
- During testing, one participant immediately compared the estimate to her current provider, Shipstation, which she had open in another tab. Shyp came out to be about 23 cents more per item.

<input type="checkbox"/> Next Day <input type="checkbox"/> 2 Day <input type="checkbox"/> 3 Day			
	FedEx Ground 2-10 days	\$12.11 Per package	Was \$13.45 /package before discount
	UPS Ground 2-10 days	\$17.87 Per package	Was \$19.86 /package before discount
	USPS Priority Mail 2-10 days	\$20.84 Per package	Was \$23.45 /package before discount
	Shyp Pickup We pickup your shipment. Learn more	\$4.50 Per pickup	Was \$5.00 /pickup before discount
	Shyp Packaging We package your items. Learn more	\$4.50 Per package	Was \$5.00 /package before discount



Pricing

- Participants were frustrated with the “See how our pricing work” link.
 - Most had already seen this information on another page (in non-PDF form) and expected to see something new.
 - Most were frustrated that the PDF did not open in a new tab, this meant that when they returned to the estimator they had to reenter all of the information.

[Learn more](#)

Per pickup

before discount

 Shyp Packaging We package your items. Learn more	\$4.50 Per package	Was \$5.00 /package before discount
 Shyp Packaging (fragile) We use special materials. Learn more	\$13.50 Per package	Was \$15.00 /package before discount

Want these rates? Sign up and start saving now. [Sign up](#)

See how our pricing works, [Download PDF →](#)