

# Research document



## Bula surf shop website prototype

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# Introduction

## Purpose

The purpose of this research document is to outline the methods, objectives, and findings related to the development of a webshop prototype for Bula Surf Shop, a popular surf shop in Aruba. This research aims to gather insights on user needs, preferences, and behaviors to create a user-centric and functional webshop.

## Background

Bula Surf Shop currently does not have a live webshop, limiting their product visibility to in-store visitors. As a local studying abroad, I recognize the need for an online platform that allows customers to stay connected with the shop's offerings, browse products, view prices, and make purchases from anywhere in the world. This research will inform the design and development of the webshop prototype.

## Research Objectives

### **Primary Objective:**

To gather comprehensive insights into the needs and preferences of Bula Surf Shop's target audience to inform the design and development of a functional webshop prototype.

### **Specific Objectives:**

- Identify the key features and functionalities desired by potential users of the Bula Surf Shop webshop.
- Understand the online shopping behaviors and preferences of local and international customers.
- Understand if it is really necessary for Bula to have a webshop.

# Research Methodology

This document is focused on my field research part for this project.

## Field Research

My primary research will be done through a survey between Bula customers. The research consists of 2 parts, 1 being targeted towards locals and the other towards internationals.

**Objective:** To collect quantitative data on user preferences, shopping habits, and expectations for the webshop from previous or current Bula customers. Your summary effectively captures the key findings from your survey results.

## Summary

In summary, both locals and international respondents showed interest in a Bula webshop. I received a total of 24 responses: 11 from locals and 13 from internationals.

## Locals

- **Frequency of Visits:** Only 9.1% (1 person) of the locals visit Bula frequently (more than once a month). Half of the remaining locals visit occasionally, and the other half visit rarely, indicating that most locals visit Bula a few times a year or less.
- **Interest in Online Shopping:** 72.7% of locals expressed interest in shopping online, with more than 50% likely to use the webshop. The main reasons for this interest are the ability to easily see and compare products and the convenience of shopping from home.
- **Preferred Shopping Method:** The primary method for locals to shop is through mobile screens.

## Internationals

- **Interest in Online Shopping:** Over 80% of international respondents showed interest in online shopping at Bula. There is a variety in how likely they are to use it: many are unsure, while half are not likely and the other half are likely to use the webshop.
- **Reasons for Interest:** The main reasons for using the webshop include the convenience of shopping from anywhere in the world and supporting a local Aruban business from abroad.
- **Preferred Shopping Method:** Similar to locals, internationals also prefer shopping through mobile screens.

## Important Features

I asked both local and international respondents to rate the importance of various webshop features on a scale of 1 (not important) to 5 (important). All five features were deemed important by more than 50% of respondents:

- Easy navigation
- Detailed product descriptions
- User accounts and reward points accumulation
- High-quality product images
- Customer reviews and shipping options

Additionally, the only suggestion received was to include a size guide for clothing. Which was great because I haven't thought of this.

## Questions:

1. Are you familiar with Bula Surf Shop?
  - a. Yes
  - b. No

The purpose of this question is to make sure that those who are filling in the survey know about this shop. If the answer is no, the survey will end since their data would not be useful for me.

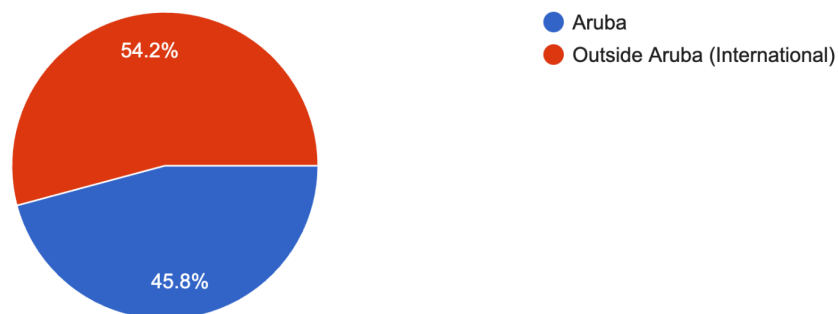
2. Where are you currently located?
  - a. Aruba
  - b. Outside Aruba (International)

After answering this question there are 2 different surveys for internationals and locals since the shopping experience would differ between these 2.

### Results:

Where are you currently located?

24 responses



## Locals

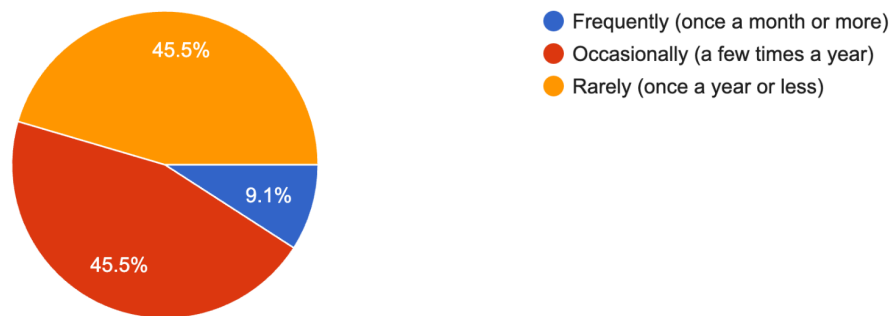
1. How often do you shop at Bula?
  - a. Frequently (once a month or more)
  - b. Occasionally (a few times a year)
  - c. Rarely (once a year or less)

The purpose of this question is to make me understand how often people are really buying products from Bula. This could help me understand if it is really worth it to host a webshop if there isn't much clientele.

### Results:

How often do you shop at Bula?

11 responses



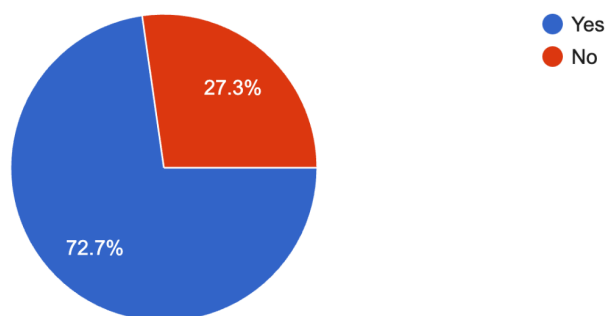
2. Would you be interested in shopping online at Bula Surf Shop if they had a webshop?
  - a. Yes
  - b. No

The purpose of this question is again to make me understand if the users would be interested in a webshop.

### Results:

Would you be interested in shopping online at Bula Surf Shop if they had a webshop?

11 responses



3. If Bula Surf Shop had a webshop, how likely would you be to use it?

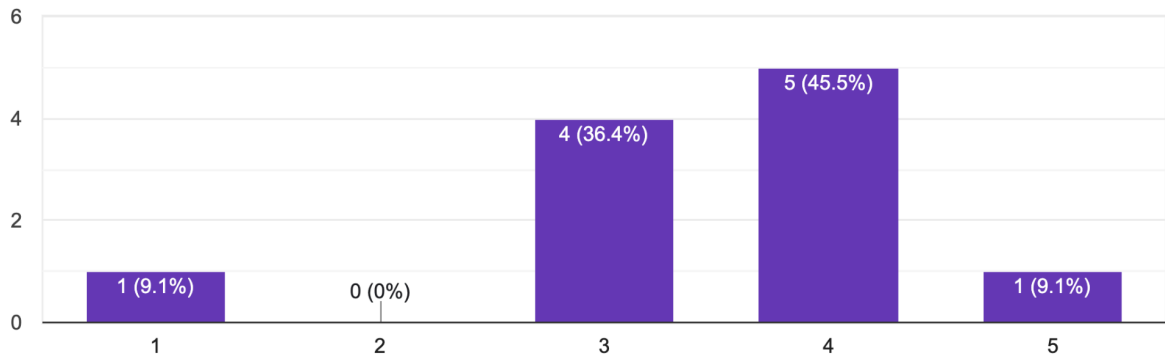
a. Scale for 1-5 going from very likely to not likely

The scale is from 1-5 to see if people are likely or not. 1 being not likely and 5 being very likely.

### Results:

If Bula Surf Shop had a webshop, how likely would you be to use it?

11 responses



4. What are the main reasons you would want to shop online at Bula Surf Shop?

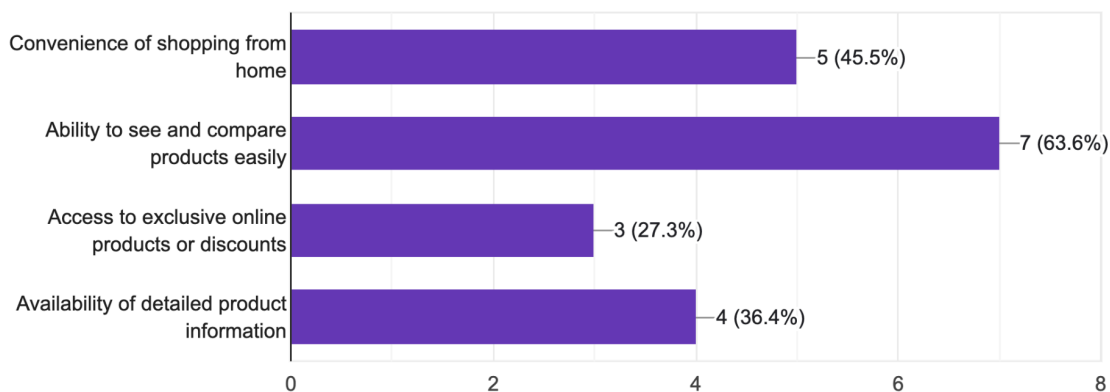
- a. Convenience of shopping from home
- b. Ability to see and compare products easily
- c. Access to exclusive online products or discounts
- d. Availability of detailed product information

This question will help me understand the shopping behavior of my audience.

### Results:

What are the main reasons you would want to shop online at Bula Surf Shop?

11 responses



5. What device do you primarily use for online shopping?

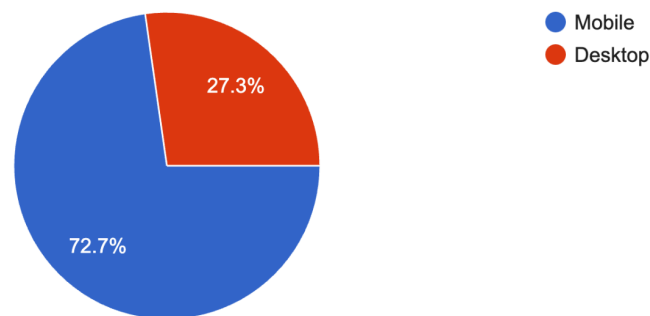
- a. Mobile
- b. Desktop
- c. Other

This question is to know that maybe I should focus more on designing a webshop for a mobile screen.

Results:

What device do you primarily use for online shopping?

11 responses



## Internationals

1. Would you be interested in shopping online at Bula Surf Shop if they had a webshop?

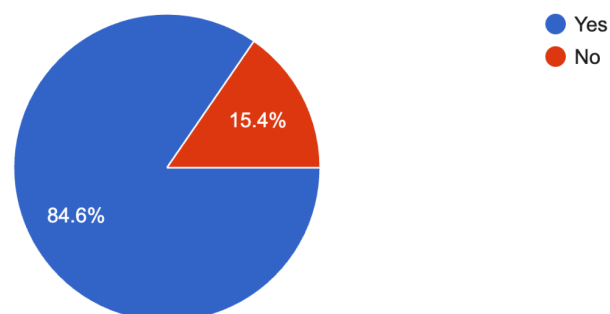
- a. Yes
- b. No
- c. Other

The purpose of this question is to make me understand if the users would be interested in a webshop. The "other" option is for people who are unsure how they would feel about it.

Results:

Would you be interested in shopping online at Bula Surf Shop if they had a webshop?

13 responses





2. If Bula Surf Shop had a webshop, how likely would you be to use it?

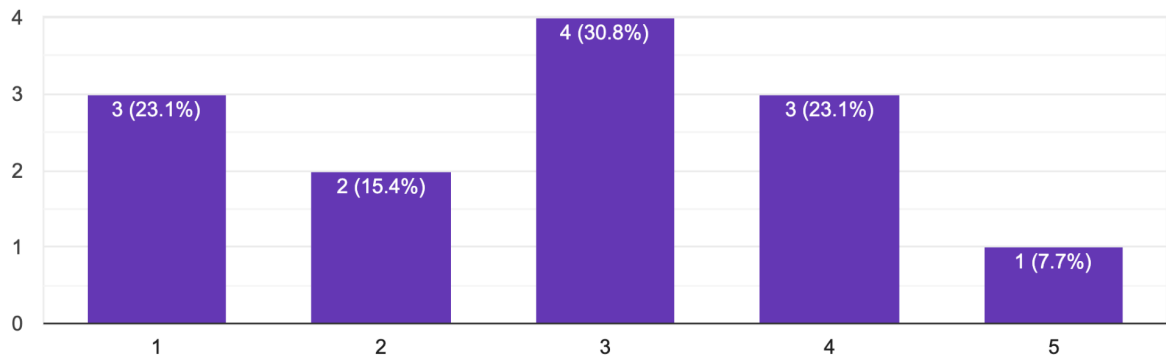
a. Scale for 1-4 going from very likely to not likely

The scale is from 1-5 to see if people are likely or not. There is not in between.

### Results:

If Bula Surf Shop had a webshop, how likely would you be to use it?

13 responses



3. What are the main reasons you would want to shop online at Bula Surf Shop?

a. Convenience of shopping from anywhere in the world

b. Ability to see and compare products easily

c. Access to exclusive online products or discounts

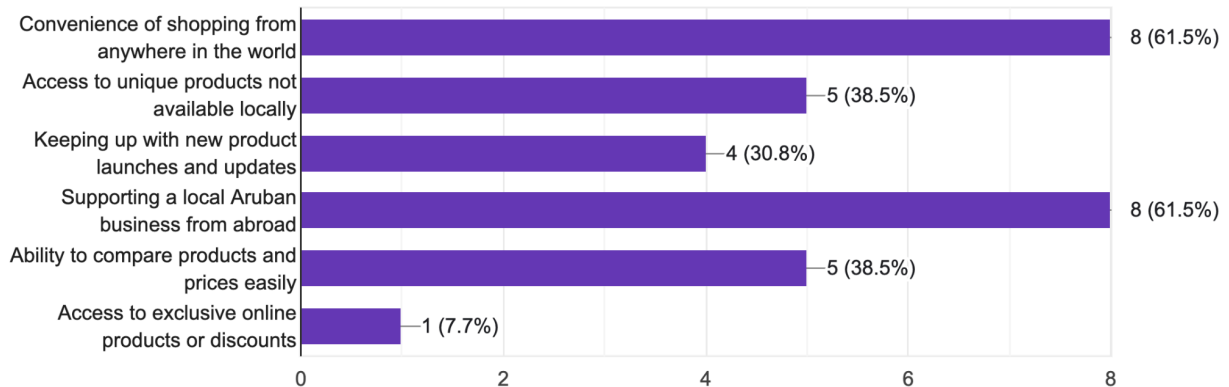
d. Availability of detailed product information

This question will help me understand the shopping behavior of my audience.

### Results:

What are the main reasons you would want to shop online at Bula Surf Shop?

13 responses



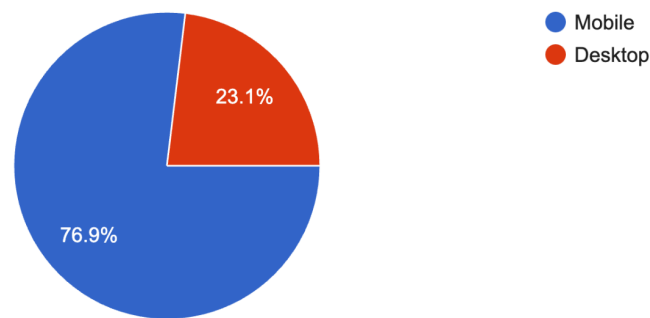
4. What device do you primarily use for online shopping?
- a. Mobile
  - b. Desktop

This question is to know that maybe I should focus more on designing a webshop for a mobile screen.

Results:

What device do you primarily use for online shopping?

13 responses

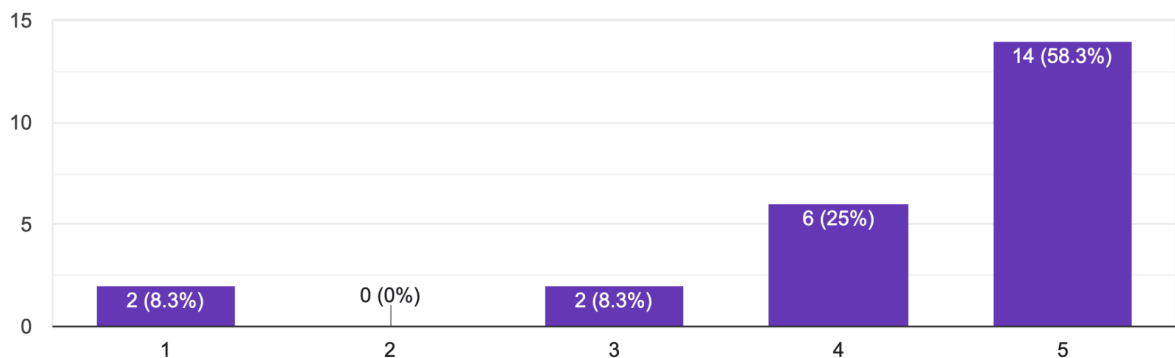


## What features would you find important for Bula Surf Shop?

This question was the same for both internationals and locals. It is a scale from 1 to 5 to identify how important each element is. 1 being not important and 5 being important.

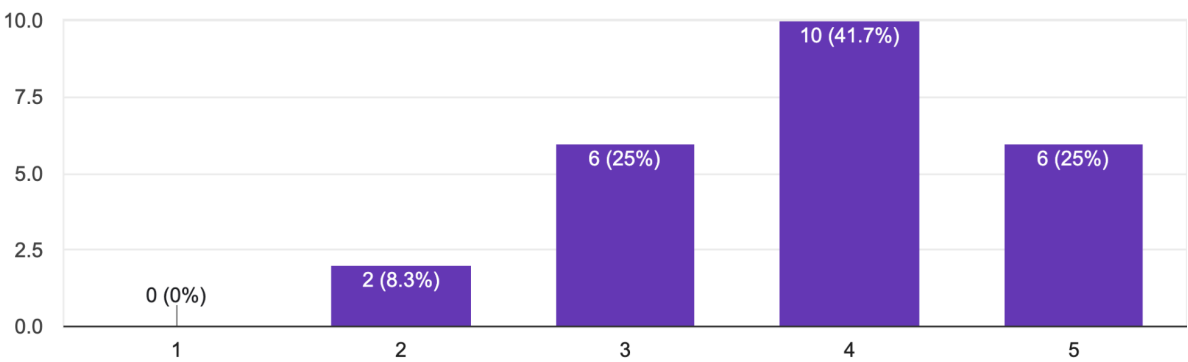
Easy navigation

24 responses



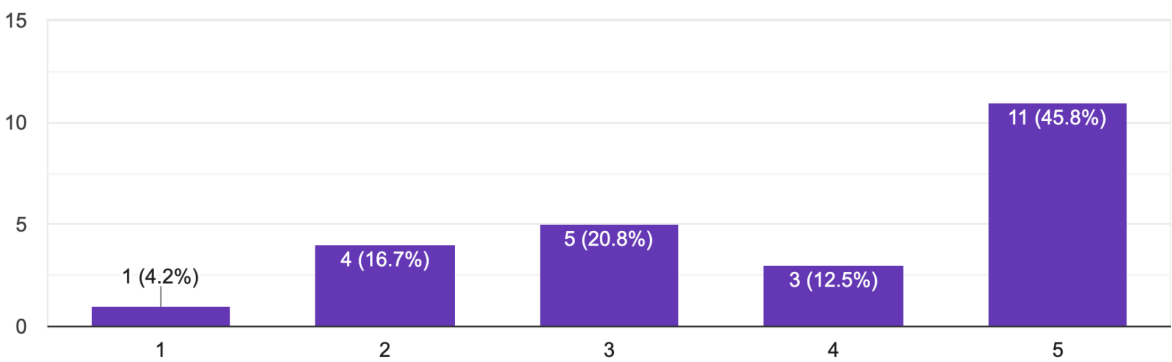
Detailed product descriptions

24 responses



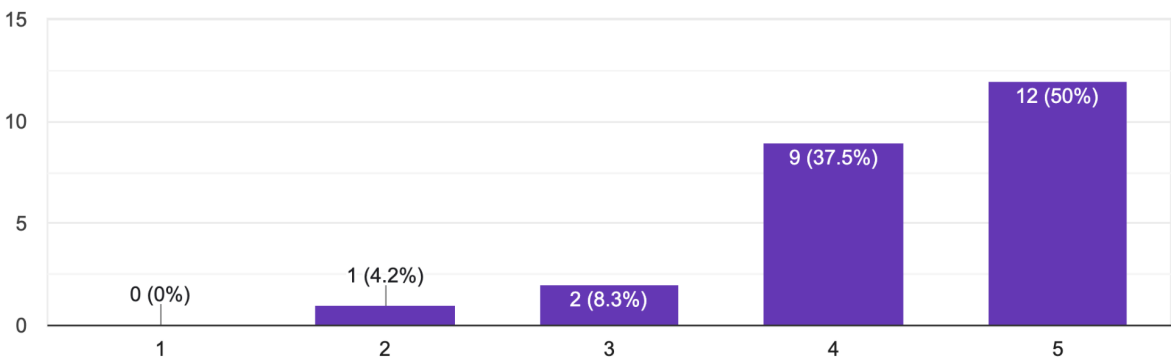
User accounts and reward points accumulation

24 responses



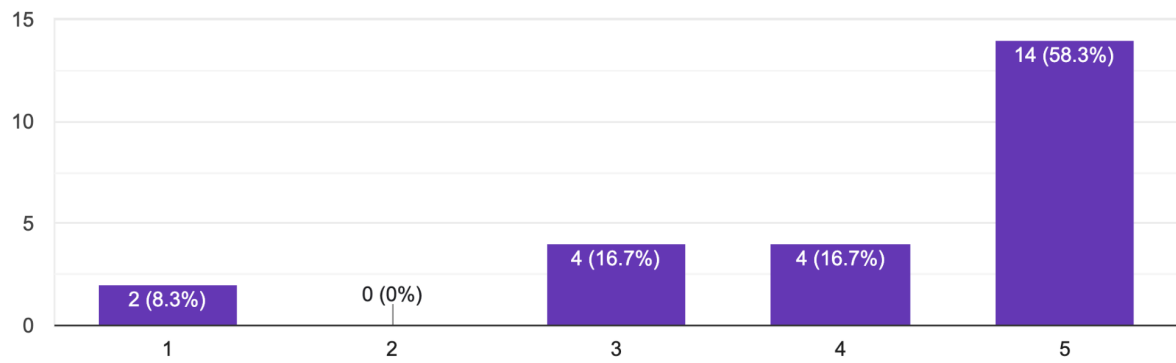
High-quality product images

24 responses



## shipping

24 responses



Any additional comments or suggestions for the Bula Surf Shop webshop?

1. None
2. Size guide for clothesline