KRAMP
It's that easy.

Findability Painpoints Survey

January 2024

Contents

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Questions in order of average importance N=142

Question	Average
Q4. I often miss filters after doing a search, to further narrow down my search result	4.24
Q15. Kramp doesn't show me all the products they sell when I search for a specific product by their description	3.98
Q7. I don't get confirmation if a product fits my vehicle or machine.	3.96
Q12. Kramp doesn't recognize the product numbers I search for	3.95
Q6. I can't select my vehicle or machine to see what parts fit.	3.89
Q8. It is hard to see which products are available for my vehicle or machine	3.88
Q9. When I search for parts for my vehicle, I get results which don't fit my vehicle	3.88
Q17. I can't find the product I need by browsing through the navigation structure	3.84
Q16. Kramp doesn't use the same terminology for products as I do, so it's hard to figure out what word to search for	3.83
Q13. Kramp shows me the wrong products after searching for a specific product number	3.79
Q10. I get confused when I search for a specific vehicle. I get multiple models to choose from, how do I make a choice?	3.77
Q1. There are too many variation of the same product in the search results (e.g. when I search for shoe, I see all sizes as separate results instead of bundled together)	3.72
Q5. The filters that are shown after searching, are not useful to me	3.70
Q11. When I have found the correct vehicle model, I find it difficult to select which category my spare part will be in	3.48
Q2. The product I need is usually not high enough on the list of results after I searched	3.47
Q14. When I make a typing error while using search, the corrective suggestions are really bad	3.32
Q3. The list of results after I searched is usually too long	3.28

Conclusions

- "I often miss filters after doing a search" most popular topic by a large margin.

- The next section of topics is relatively close in importance to one another.

- In general, all topics score on the "important" side of the spectrum.

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Questions by theme

Questions related to vehicle/machine	Average
Q7. I don't get confirmation if a product fits my vehicle or machine.	3.96
Q6. I can't select my vehicle or machine to see what parts fit.	3.89
Q8. It is hard to see which products are available for my vehicle or machine	3.88
Q9. When I search for parts for my vehicle, I get results which don't fit my vehicle	3.88
Q10. I get confused when I search for a specific vehicle. I get multiple models to choose from, how do I make a choice?	3.77
Average	3,88

Questions related to product terms/descriptions	Average
Q15. Kramp doesn't show me all the products they sell when I search for a specific product by their description	3.98
Q12. Kramp doesn't recognize the product numbers I search for	3.95
Q16. Kramp doesn't use the same terminology for products as I do, so it's hard to figure out what word to search for	3.83
Q13. Kramp shows me the wrong products after searching for a specific product number	3.79
Average	3,89

Questions related to filters	Average
Q4. I often miss filters after doing a search, to further narrow down my search result	4.24
Q5. The filters that are shown after searching, are not useful to me	3.70
Average	3.97

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Open Question 1

Have we addressed all the online challenges you face when searching for products, or did we overlook any of them? (N=66)

- *"A big problem that I and my professional colleagues have been complaining about for a long time has not been listed, and that is that you cannot right-click to open the articles from the search list in a new tab. Sometimes it works, but most of the time it doesn't. This is incredibly annoying"*

- *"If you take a closer look at a part of the list and then go back again, you jump back to the front of the list. Not good."*

- *"Recently, the parts shown do not match the original numbers."*

- *"OE numbers are often incorrectly recoded"*

- *"The name of an item is sometimes not understandable or is customary in the market. or in the description the size is in inches, for all others in numbers from 1-6 e.g.*

- *"I especially miss filtering after the search results, e.g. on sizing."*

- *"the Kramp app does not fully correspond to the online desktop version"*

- *"Being able to sort by price would be very nice!" x2*

* *Shown responses are cherry picked, with the goal to provide a summarized view of all open answered responses. All results can be found here.*
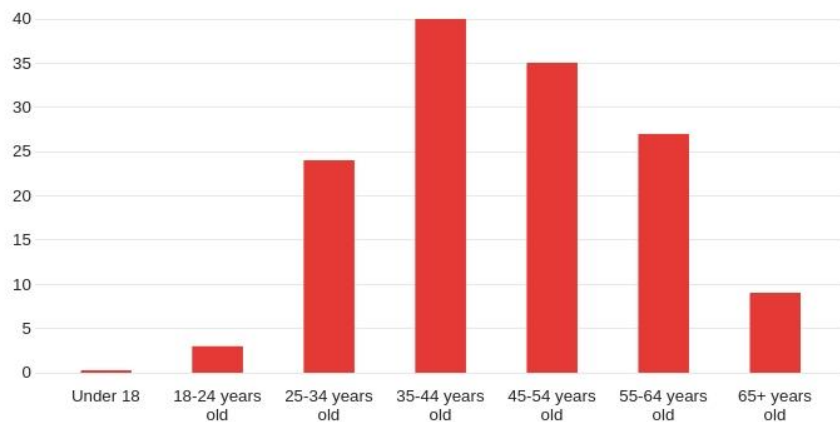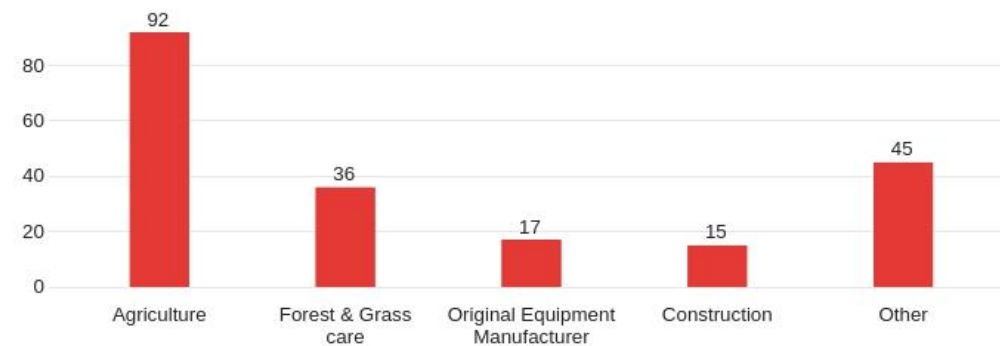
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Open Question 2

Are there any specific search features you would like to see on the Kramp.com website? (N=66)

- *"Not so much a search function, but I often miss sizes of products"*

- *"Yes, I want a filter by price."*

- *"Dutch terms are now used, Flemish terms would be easier"*

- *"Product identification number search, serial number search, oils applicability search"*

- *"By dimensions" x3*

- *"More numbers from other brands of which you will then see the replacement for Kramp in the shop. BVB for batteries and fuel, oil, air filters"*

- *"3D models of the vehicles on which you can select the part you are looking for"*

- *" Better filter function / web shop structure and paths adapted to product groups"*

- *"Yes, knife blades, rotor blades, lawn mower blades, tires, etc. You can select by length, width, height, diameter, etc. It works well on front loader tines!"*

* *Shown responses are cherry picked, with the goal to provide a summarized view of all open answered responses. All results can be found here.*

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Demographic information

How old are you?

Which categories best reflects your type of business?
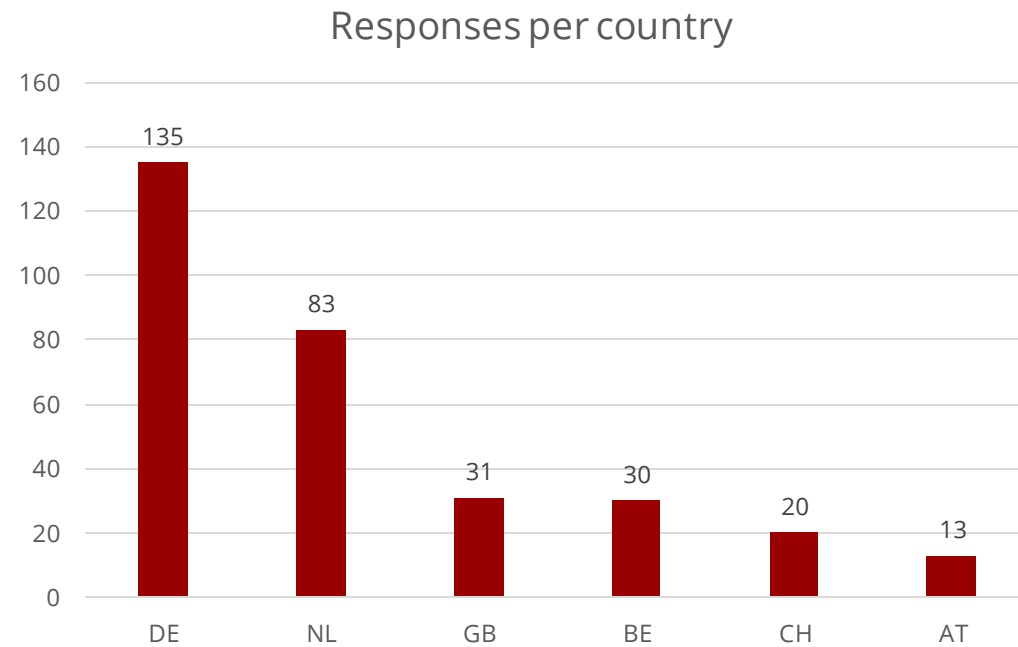
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Demographic information

Which categories best reflects your type
of business? - Open comments

Other - Text
Fahrzeugbau
Lohnunternehmer
Professioneel klusser
Agrar + Mechanik
Landmaschienn hersteller
spoorbouw
spoorbouw
techn. groothandel
hydrauliek
Rep-Werkstatt
Händler
Enkel stuks machine bouw en onderhoud
Machinebouw
Land- und Baumschinen
Agri Landtechnik
landbouwmechanisatiebedrijf
lmb
Fabriek

verhuur hoogwerkers , schaarliften , compressoren , aggregaten en kranen
Werkstatt für Land- Forst- Bau- Komunal- und Sondermaschinen
Baumaschinen
Wegbebakening
Tuin en park
stads reiniging & recycling.
Werstatt für oben genanntes
hydrauliek
Werkstatt
mechanisatiebedrijf
LKW PKW
Werkstatt
machinebouw / landbouw industrie / constructiewerk
Gartentechnik
Lanmaschinenhändler

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Survey participation data

- Surveys started: 314
- Surveys finished: 138
- Completion rate: 44%

Responses per country

Bar chart "Responses per country":
- DE: 135
- NL: 83
- GB: 31
- BE: 30
- CH: 20
- AT: 13

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Questions in order of average importance (Top 10)

Question	Average
Q4. I often miss filters after doing a search, to further narrow down my search result	4.24
Q15. Kramp doesn't show me all the products they sell when I search for a specific product by their description	3.98
Q7. I don't get confirmation if a product fits my vehicle or machine.	3.96
Q12. Kramp doesn't recognize the product numbers I search for	3.95
Q6. I can't select my vehicle or machine to see what parts fit.	3.89
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Q9. When I search for parts for my vehicle, I get results which don't fit my vehicle	3.88
Q17. I can't find the product I need by browsing through the navigation structure	3.84
Q16. Kramp doesn't use the same terminology for products as I do, so it's hard to figure out what word to search for	3.83
Q13. Kramp shows me the wrong products after searching for a specific product number	3.79

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There are too many variation of the same product in the search results (e.g. when I search for shoe, I see all sizes as separate results instead of bundled together)

N = 142

The product I need is usually not high enough on the list of results after I searched
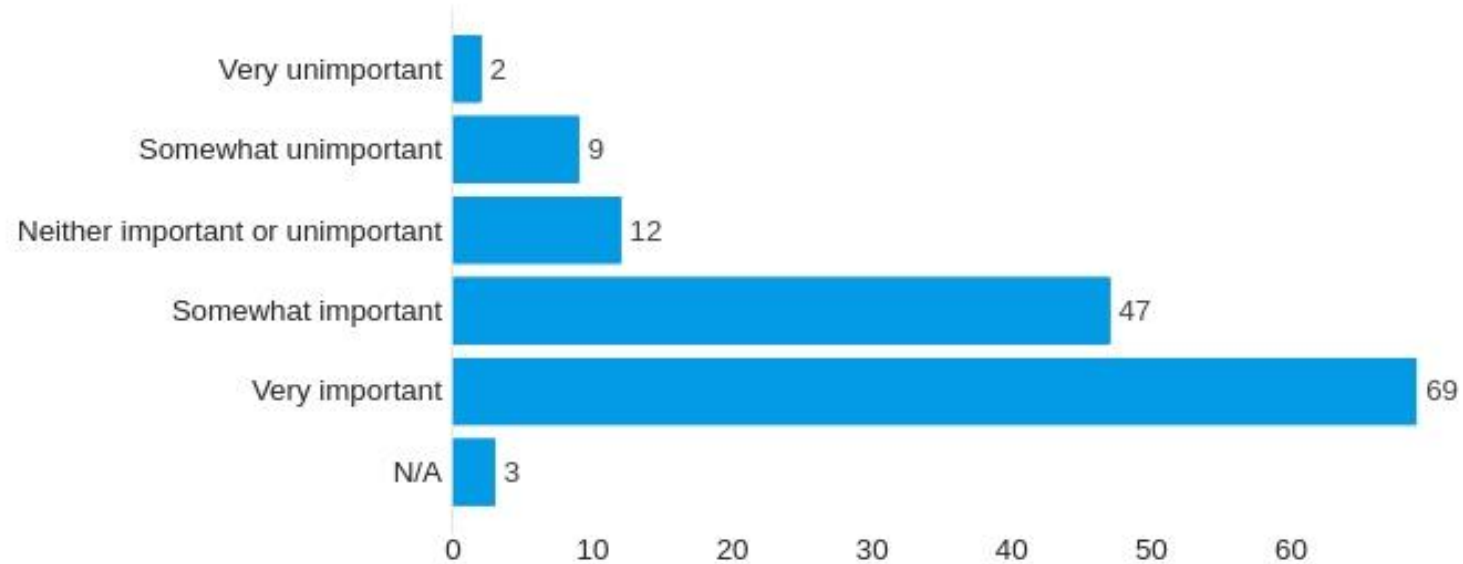
N = 142

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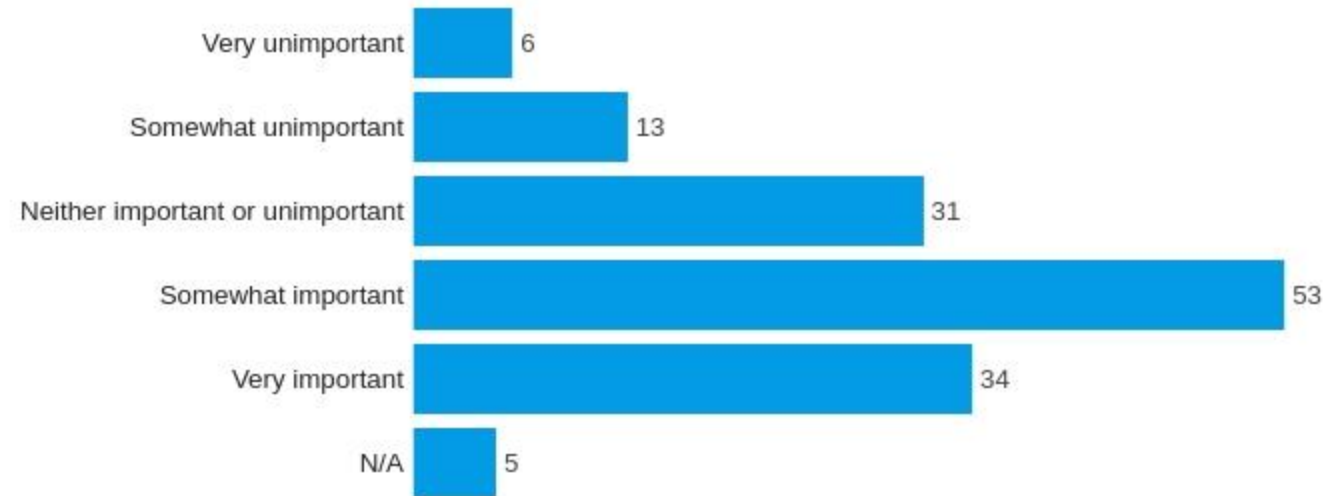# The list of results after I searched is usually too long

N = 142

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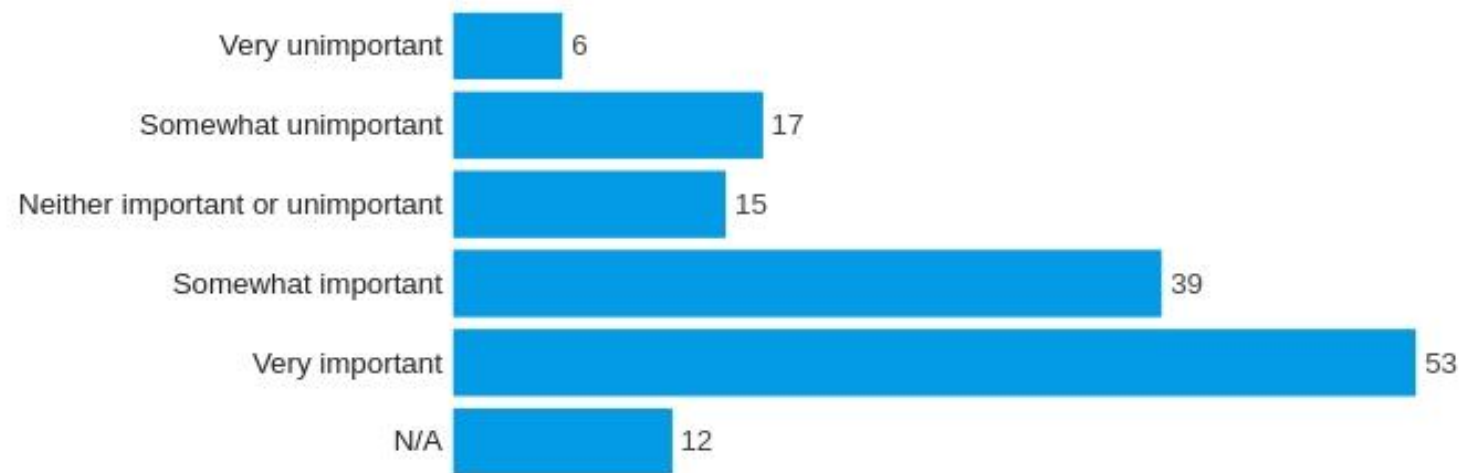# I often miss filters after doing a search, to further narrow down my search result

N = 142

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The filters that are shown after searching, are not useful to me

N = 142

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I can't select my vehicle or machine to see what parts fit.

N = 142

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I don't get confirmation if a product fits my vehicle or machine.

N = 142

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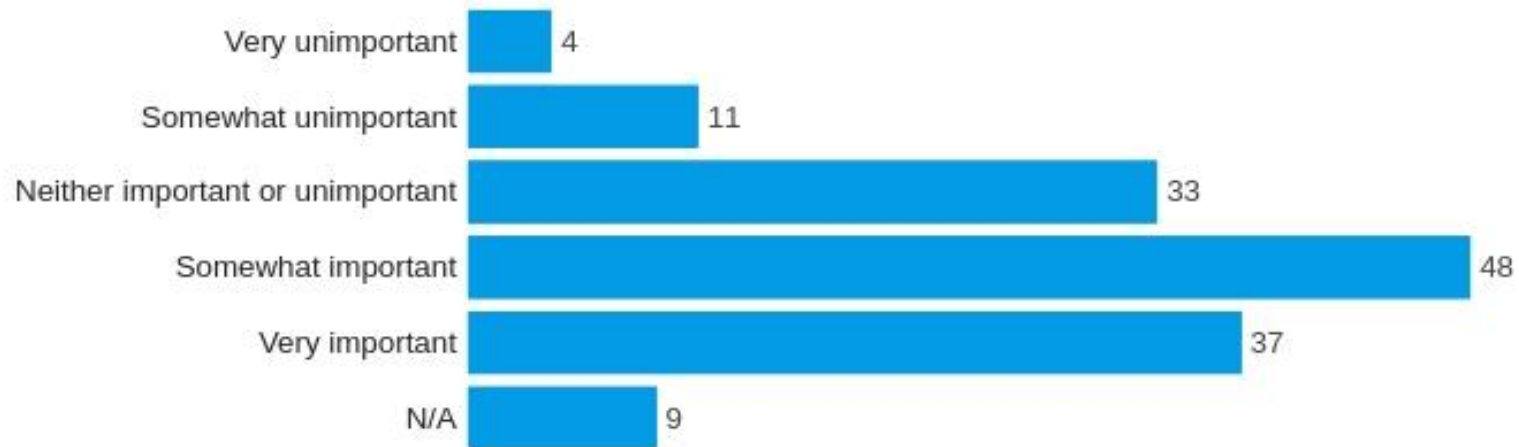# It is hard to see which products are available for my vehicle or machine

N = 142

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When I search for parts for my vehicle, I get results which don't fit my vehicle
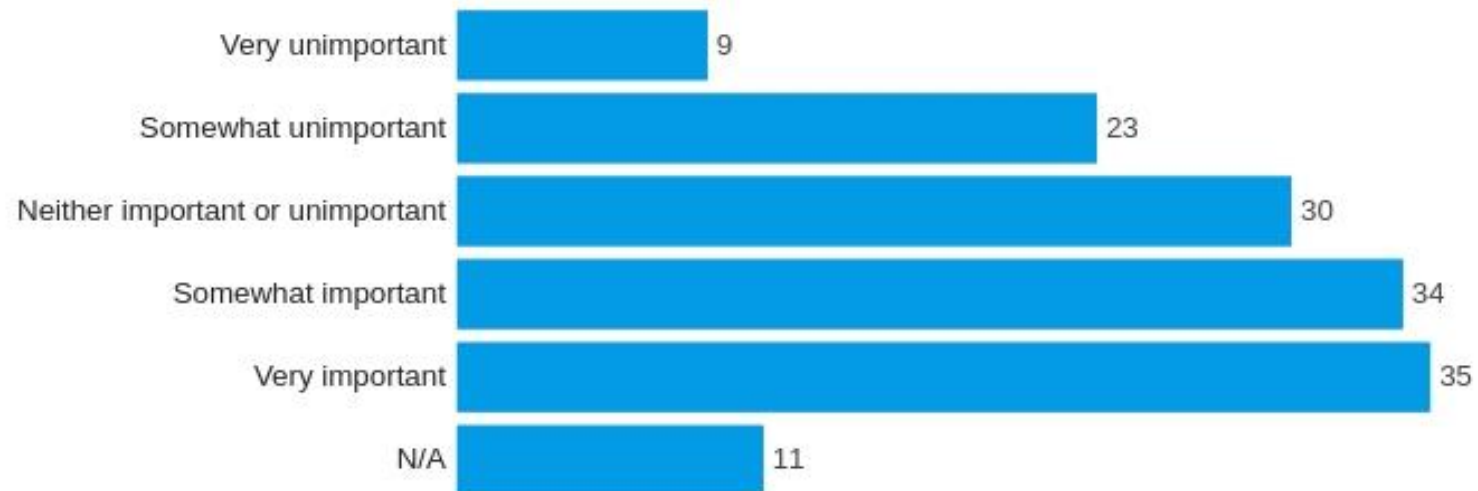
N = 142

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I get confused when I search for a specific vehicle. I get multiple models to choose from, how do I make a choice?
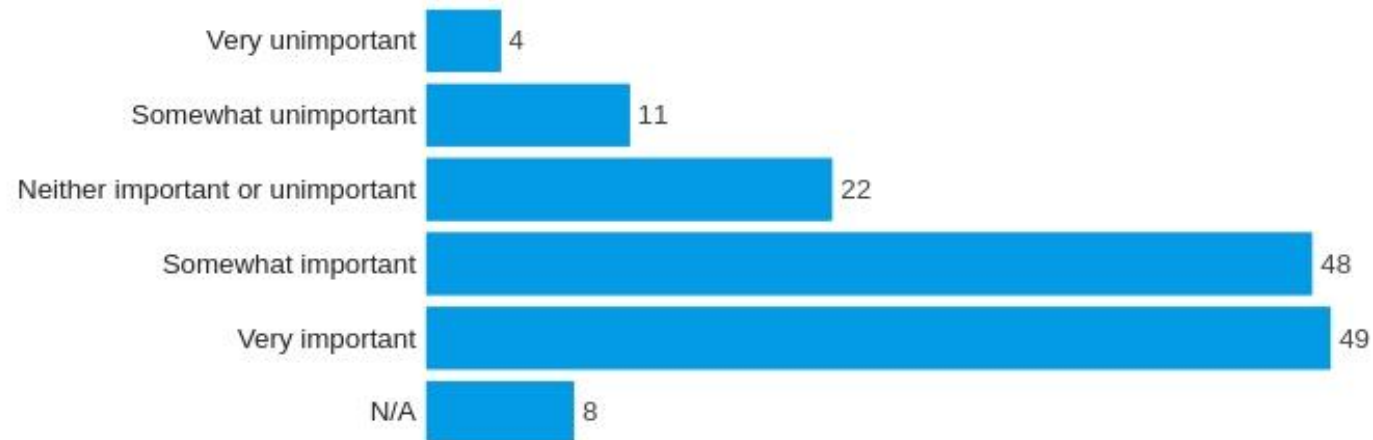
N = 142

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When I have found the correct vehicle model, I find it difficult to select which category my spare part will be in
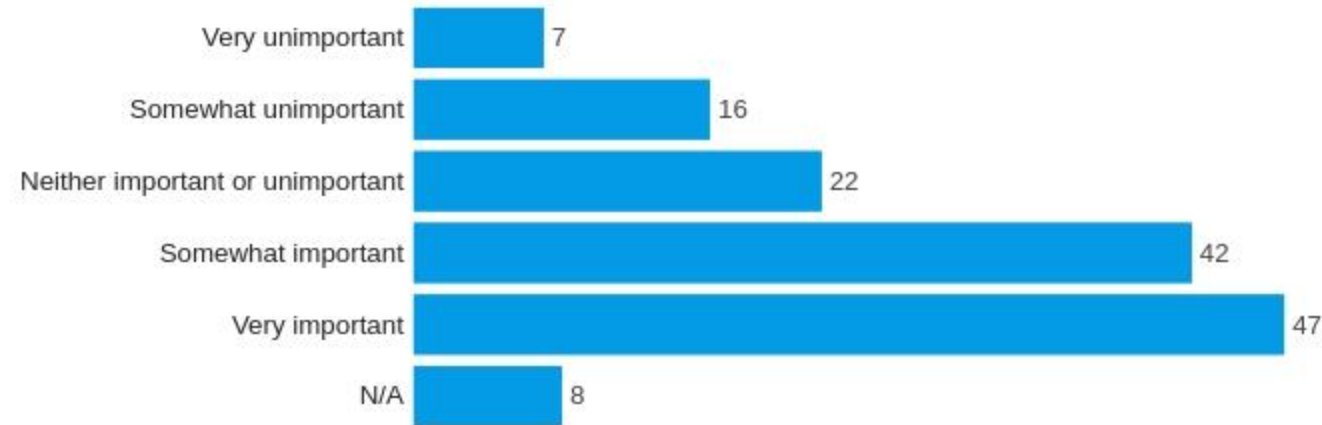
N = 142

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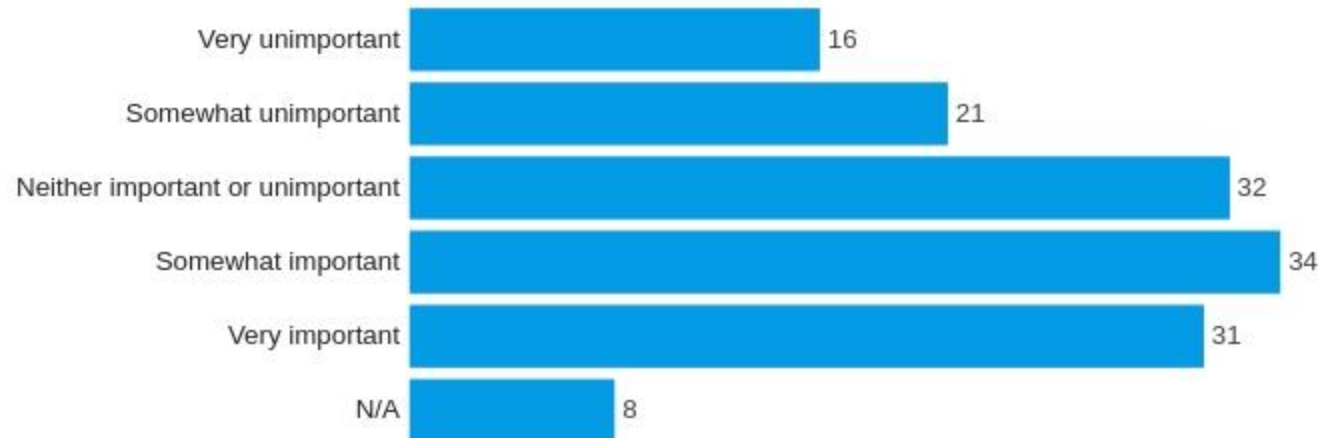# Kramp doesn't recognize the product numbers I search for

N = 142

Kramp shows me the wrong products after searching for a specific product number
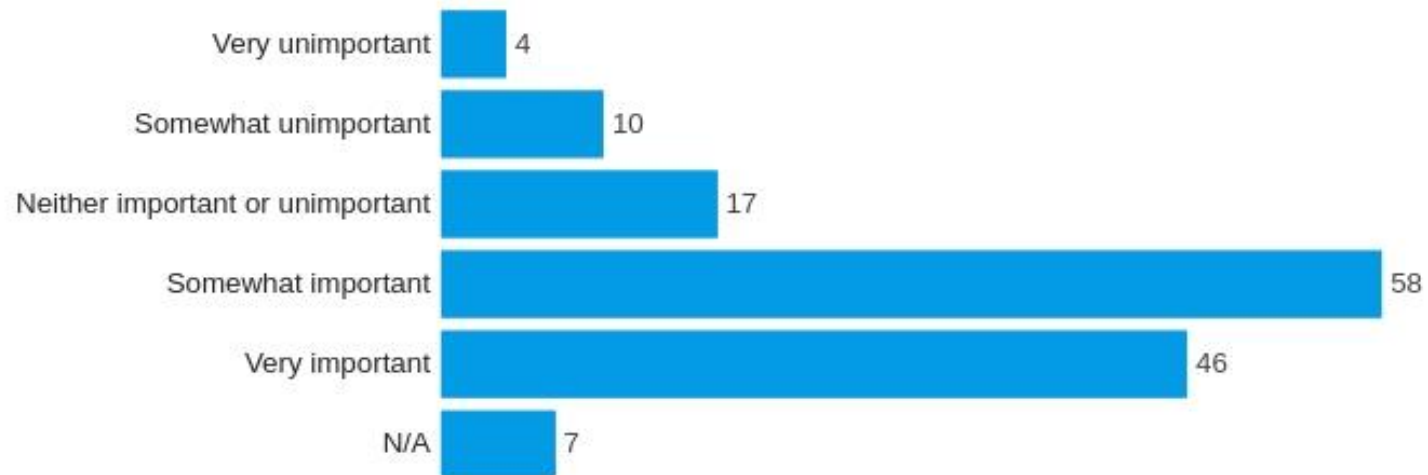
N = 142

Very unimportant	7
Somewhat unimportant	16
Neither important or unimportant	22
Somewhat important	42
Very important	47
N/A	8

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# When I make a typing error while using search, the corrective suggestions are really bad
N = 142

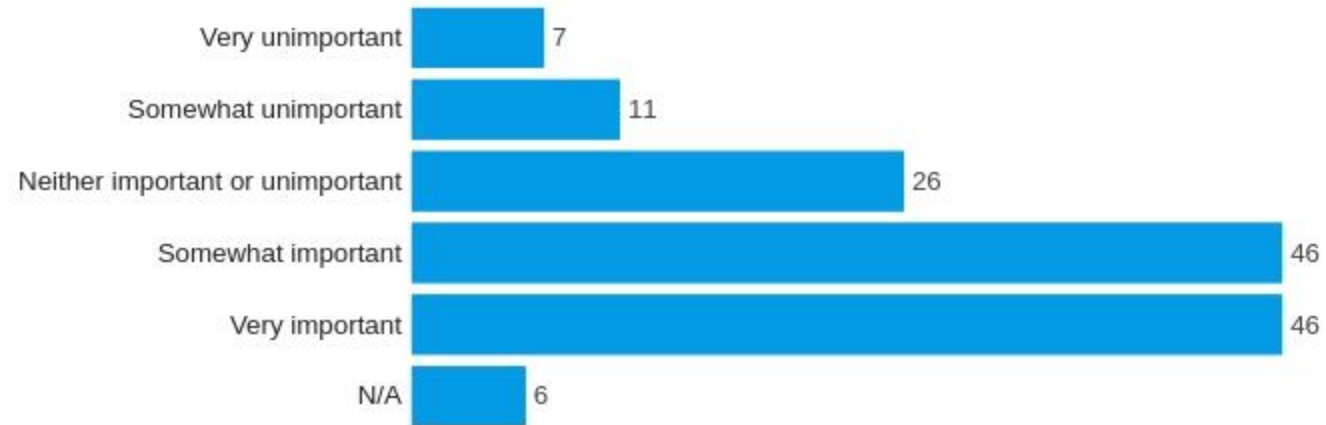|	
Very unimportant	16
Somewhat unimportant	21
Neither important or unimportant	32
Somewhat important	34
Very important	31
N/A	8

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Kramp doesn't show me all the products they sell when I search for a specific product by their description
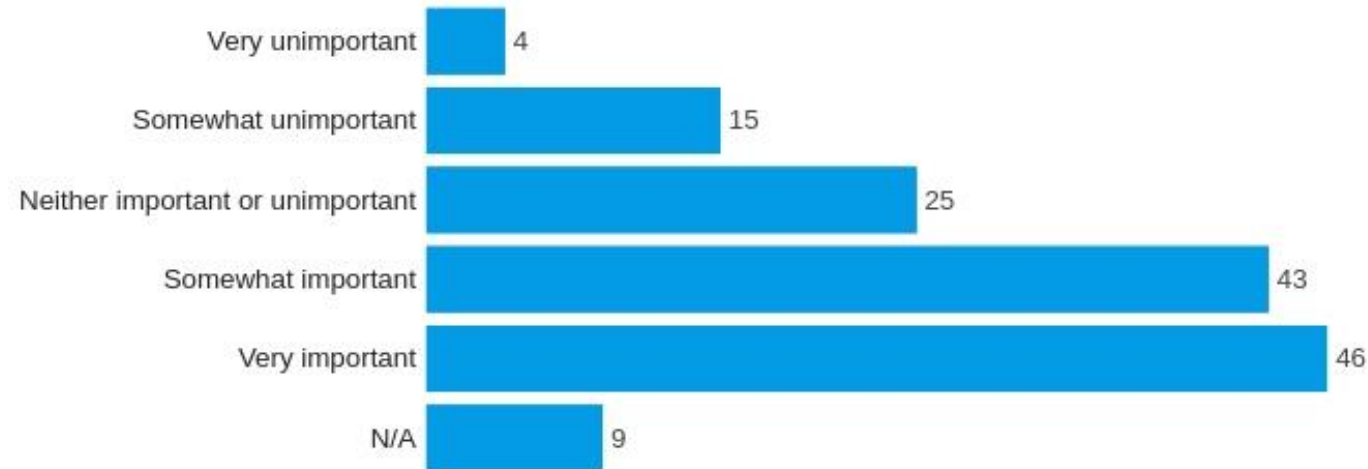
N = 142

Kramp doesn't use the same terminology for products as I do, so it's hard to figure out what word to search for
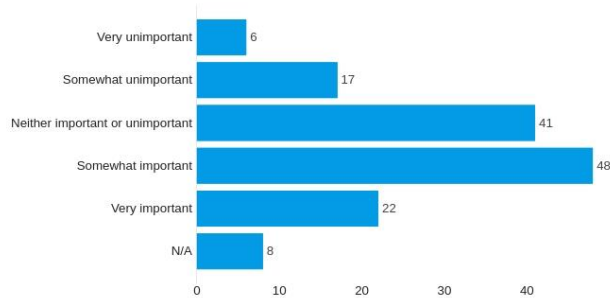
N = 142

I can't find the product I need by browsing through the navigation structure
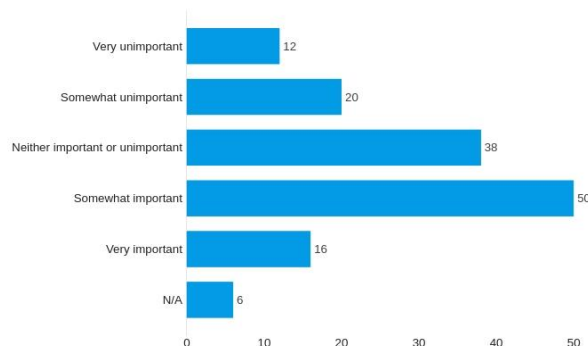
N = 142

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The product I need is usually not high enough on the list of results after I searched
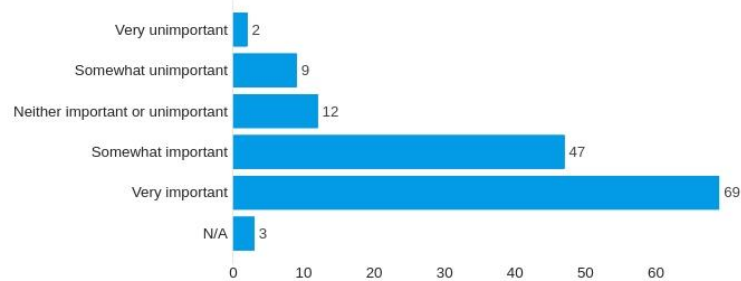
Conclusion: Customers are not too concerned with the length of the list of results after searching, and are generally happy with the ability to find desired product on that list.

Very unimportant — 6
Somewhat unimportant — 17
Neither important or unimportant — 41
Somewhat important — 48
Very important — 22
N/A — 8

The list of results after I searched is usually too long

Very unimportant — 12
Somewhat unimportant — 20
Neither important or unimportant — 38
Somewhat important — 50
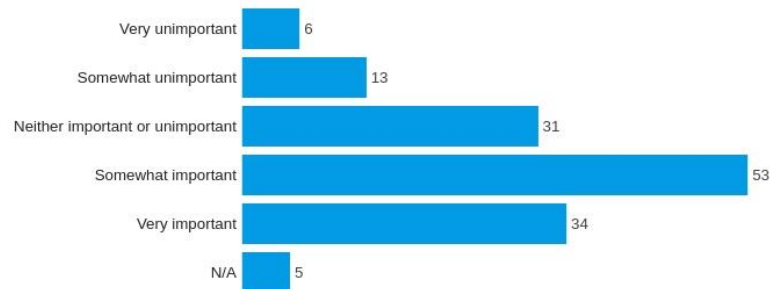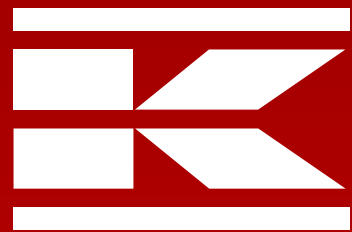Very important — 16
N/A — 6

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I often miss filters after doing a search, to further narrow down my search result

Conclusion: Customers would like an improved experience when it comes to further narrowing down search results using filters

Very unimportant	2
Somewhat unimportant	9
Neither important or unimportant	12
Somewhat important	47
Very important	69
N/A	3

The filters that are shown after searching, are not useful to me

Very unimportant	6
Somewhat unimportant	13
Neither important or unimportant	31
Somewhat important	53
Very important	34
N/A	5

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