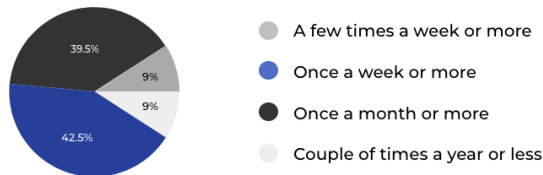
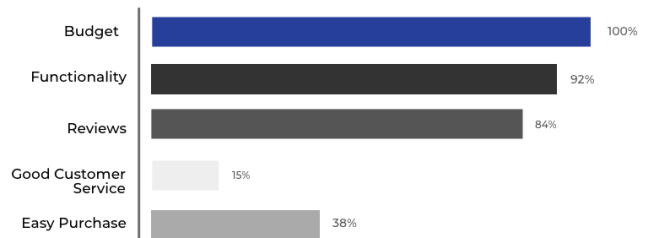


## SURVEY FINDINGS

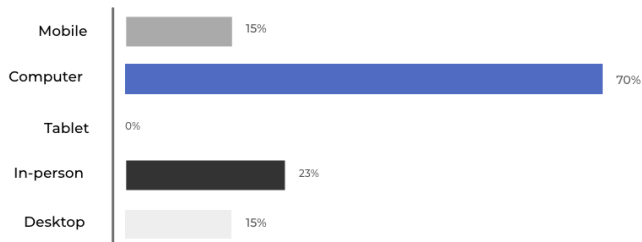
How often do you purchase something online?



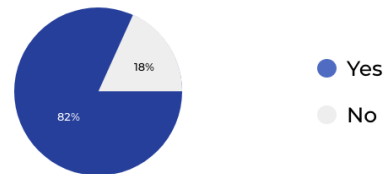
What criteria do you have when purchasing AR/VR?



Where do you make your AR/VR purchases?



Have you ever purchased electronics online?



## KEY POINTS

### 1. Frequent online shopping:

Reinforced our user interview findings by showing us that people often purchase online. 91% of people shop online once a month or more.

### 2. Purchasing Criteria:

Allowed us to pinpoint which purchasing criteria people prioritized. Budget, Functionality, and Reviews were highlighted from this survey.

### 3. Purchasing device:

Reinforced our user interview findings by showing us that people purchase AR/VR mainly on their computer. (Mobile phone were used more for general online shopping).

## INTERVIEW FINDINGS



6 AR/VR users interviewed

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100% prefer shopping online for convenience, along with having the freedom to compare budgets and look at reviews.

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100% uses AR/VR for gaming purposes.

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100% prefer using a desktop/laptop over mobile when online shopping.

## USER TASKS



Create account



Search products to purchase



Go through Checkout process

## SETTING



Sample Size:  
6



Test taken:  
Home or Work



Device:  
Computer

## USER TEST FINDINGS



### The Good



#### Search Results page

Not text-heavy, photos available with purchase buttons.



#### Custom options

Computer savvy users liked the customizable options



#### Login Page

Simple and easy to understand



#### Sticky Cart Summary



### The Bad



#### Adding item to Cart

Extra pages to go through for specific products.



#### Too much Info!

Users were overwhelmed by the amount of information in general.



#### Heavy Inconsistency

The website is inconsistent in it's navigation, whether it may be where you're on the page, or which browser you are using.