



# User Research on how to optimize the Nordstrom App

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# Overview



- This research aims to identify a feature that can be optimized or created in the Nordstrom app and provides suggestions on how to optimize based on principles of human-centered design.
- As e-commerce continues to grow into various sectors, it is important that Nordstrom maintain and innovate the usability of its app to compete with the growing and often dynamic demands of modern shopping
- The Nordstrom App boasts a wide selection of items; how can we enable users to meaningfully engage with these items?

# Defining Users (Market Research)



- Nordstrom shoppers are largely in their **20s-30s** and make more than 100k / year
  - 51% are within the 18-34 age range
  - 41% make more than 100k / year
- Nordstrom shoppers report the highest total hours of video consumption across all devices
  - 6.4 hrs / day

# User Personas - defining user journeys



- User personas were generated using data from market research and user interviews (N = 2)
- User Interviews were conducted during usability testing of the Nordstrom App
  - Captured general demographics, looked at purchase history to get pattern of shopping
- Caveats
  - Since I do not have data on the other half of Nordstrom users, these personas should also cover those.
  - Personas should be a good exemplar of the target user - These are real users, but we will need a way to verify this is a reliable exemplar.

## Persona 1:

- 28 years old, young professional
- Uses app regularly for daily clothes
- Avid Nordstrom shopper and takes advantage of yearly sales
- Prioritizes material of clothing

## Persona 2:

- 25 years old, young professional
- Uses app when they are directed to it via social media
- Prioritizes aesthetics of clothing

# Problem Definition (Survey, N = 20)

This was launched on Mturk to get an idea about which aspects of online shopping general people find most important. The aim is to narrow the scope of the problem while also maximize the impact to the user. Ideally, this would be conducted on Nordstrom shoppers before general shoppers.

Q: In descending order, please rank 5 of the most important features of online shopping. Please separate your answers with a comma.

## In-Store Preference

ease	picture	variety / selection	delivery	price	information	reviews	returns	in-stock	discount	reliable	communication	no people	compare pricing	trustworthy / familiar brands
10	7	7	6	5	2	2	2	1	1	1	1	1	1	1

## Online Preference

price	variety / selection	shipping	review	return policy	quality	easy / convenience	search engine	descriptions	responsive web page	security	familiar
9	9	6	6	4	3	2	1	1	1	1	2

# Problem Definition (Usability Testing, N = 3)



- To further define the problem space, I conducted usability testing on 3 active Nordstrom Users
- Task: You are looking for a new everyday jean. Please select options that you would buy and compare them. Tell me what you've learned about each item.
- Metrics
  - a. Which feature do they use to save items?
  - b. How do they use that feature?
- Insight:
  - a. 2 Users used wish list to store items, 1 used the 'shopping bag'
    - i. User usually does not immediately buy the item and stated that:
      1. They would like a way to organize wish list (i.e., move items across lists)
        - a. User has to leave wish list to reorganize it
      2. Show important details about each item to refresh memory
        - a. Have a small pop-up box with list of most important details
      3. Have the ability to number items
        - a. Give users a way to mark all the items that they've selected for easier processing

# Research Findings



- The wish list is a feature that can be further conceptualized as a mental space for users to organize, compare, or think about items they've selected
  - A user may be faced with 70+ options when searching for an item, even after using filtering options (usability testing)
  - Users stated 'selection / variety' to be an important component of online shopping, potentially leading to multiple choices (survey testing)
  - Users tended to use the wish list in order to further process items that they've selected (usability testing)
- Wish List Suggestions
  - Users stated they did not tend to buy an item the same day, therefore:
    - They would like a way to be able to re-organize wish list into new categories (e.g., move items across lists, delete old lists)
    - Show important details about each item to refresh memory (e.g., material, size)
    - Have the ability to rank items
      - Give users a way to identify or categorize the items that they've selected for easier processing
    - Have the ability to add notes to items
      - Allows users easy access to
- Future Directions
  - Ideate about different ways to implement those suggestions and follow-up with rounds of usability testing to confirm the design
  - Possible metrics of success could be the ratio of wish list use for each user before and after change (**engagement**), how often each suggestion was utilized (**engagement**), whether users are more likely to buy from the wish list or other pages (i.e., product page, from 'Save for Later').