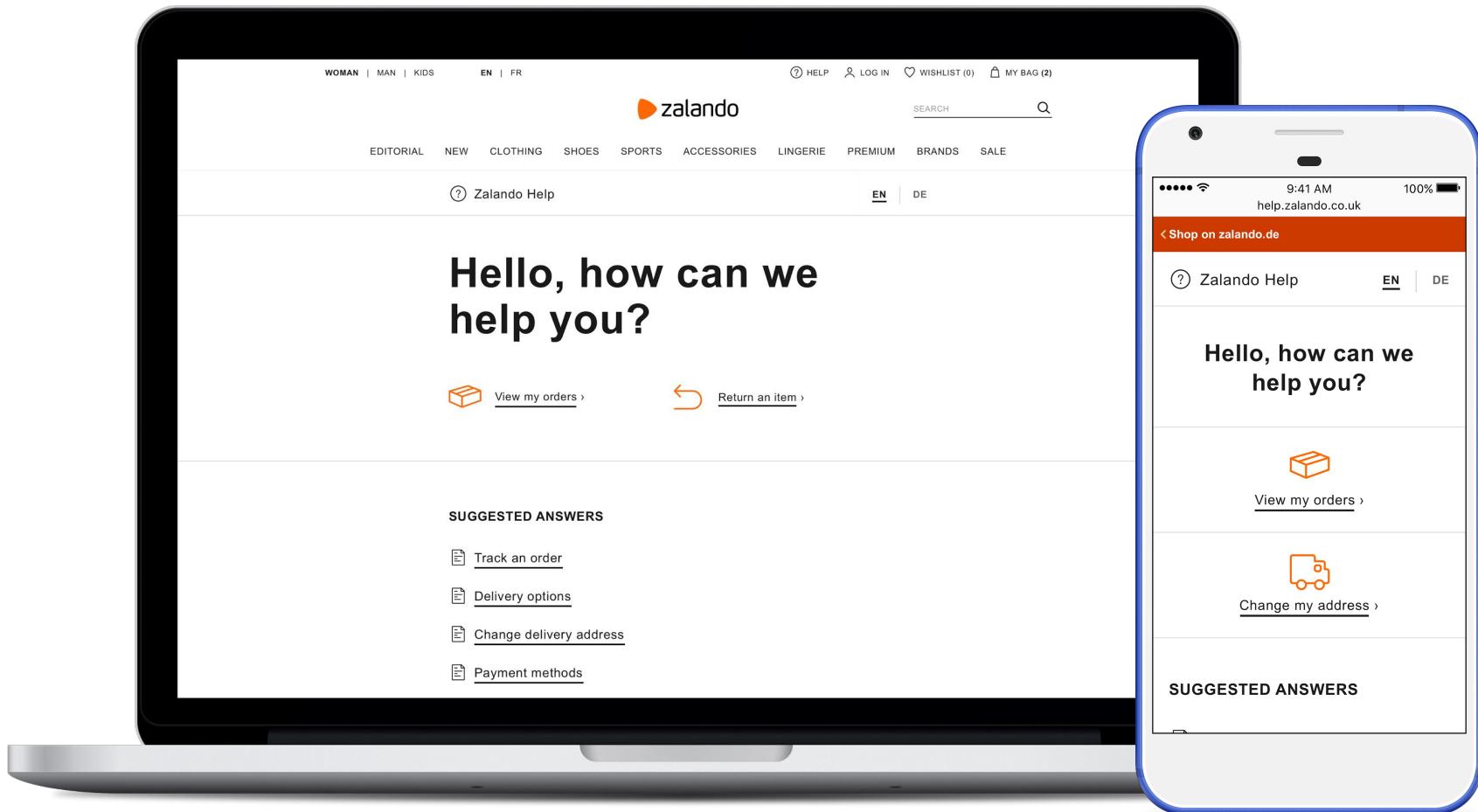


# Zalando Help Center

Journey in a project at Zalando

Riccardo Buzzotta



# The process



Define



Understand



Design



Validate



Measure



Iterate



Define



Understand



Design



Validate



Measure



Iterate

# Hypothesis Canvas

A better Self-Service experience will make customers more satisfied with their shopping experience.

## **Success looks like**

Customers return more often to Zalando, less expenses for CuCa.

## **Customer Goals**

- Higher post-purchase NPS by N points by end of H2 2017
- Customer Lifetime Value increased when solved an issue

## **Business Goals**

- Decrease costs for CuCa by €Nm YoY, with NN% less contact cases.
- Rank up higher in Google's results (SEO) – stretch goal



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We are very happy to have you here!  
This is the place where you get to see real customers using our pages and apps.  
How does it feel that you're in a browser and take notes.  
After the interview session, you will evaluate your notes as together with the interviewee.

UX

### How to *really* listen & observe:

- Observe the user's behavior profile.  
We are more interested in their interaction with our product than in their opinion about its design!
- Be neutral!  
Don't let your own expectations influence your perception!
- Listen for feelings, attitudes, perceptions & values - not only for the facts.
- Take notes! positive neutral negative
- Write down interesting quotes!
- Don't underestimate any user, only because they might not fit your target group!  
Everyone can identify usability problems.
- Don't get distracted by how users talk or look like.  
Pay attention!

Any questions left?  
UserLab@zalando.de



# We conducted User Development Interview

And tested our current solution more thoroughly.

# We learned

- Nobody cares enough to search on Zalando for help
- Majority of people are looking up information on Google
- The usability of the navigation is just terrible
- Content is long, badly written



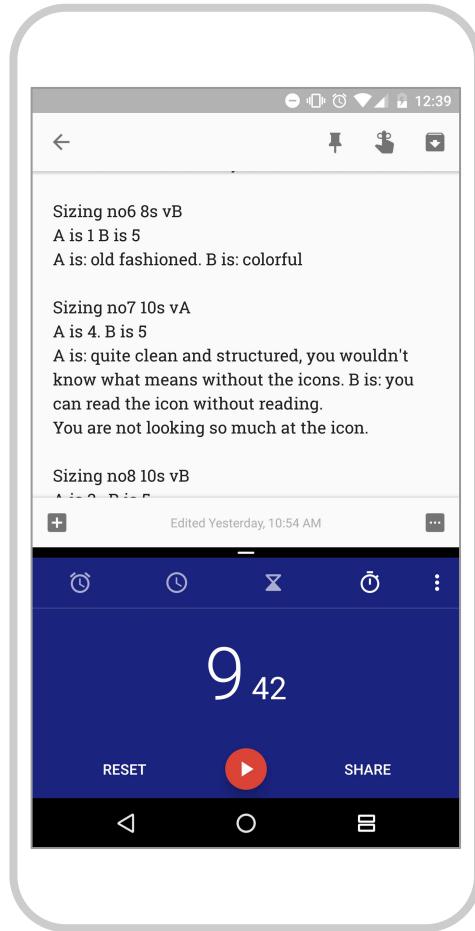
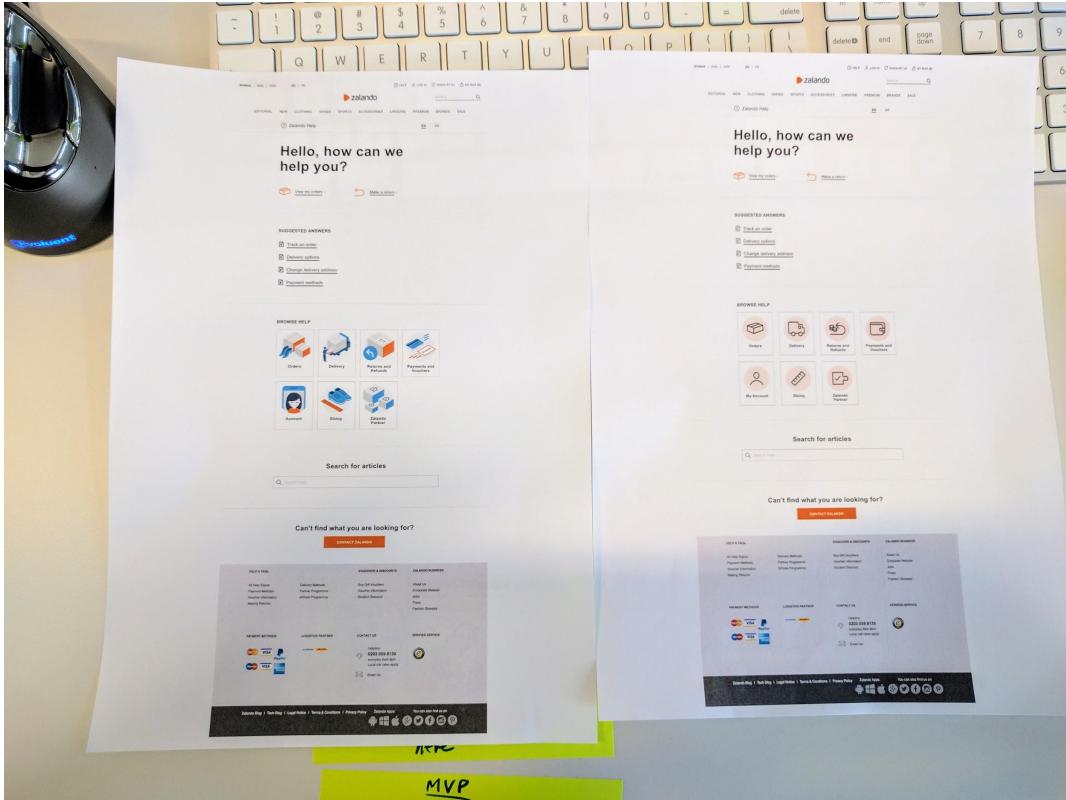


**Usability**

**Content**

**Personalization**

**Contextual help**





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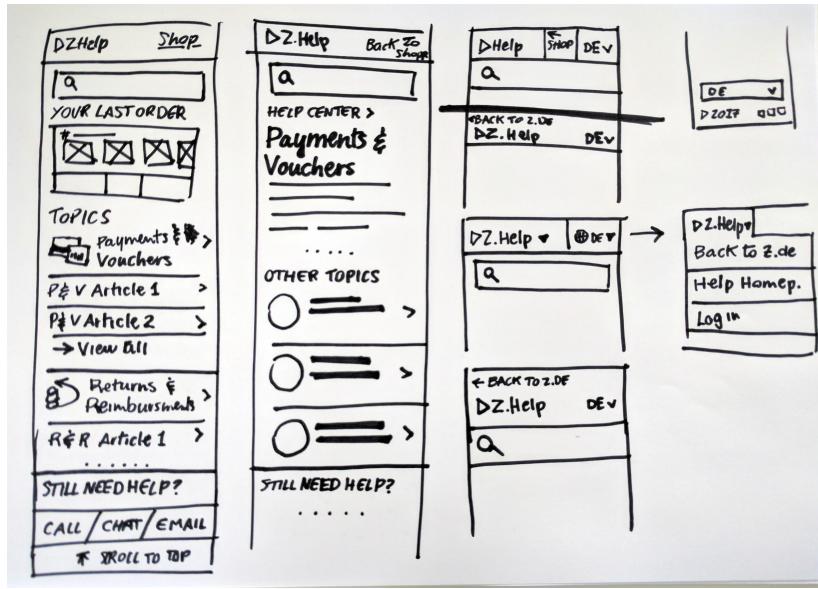
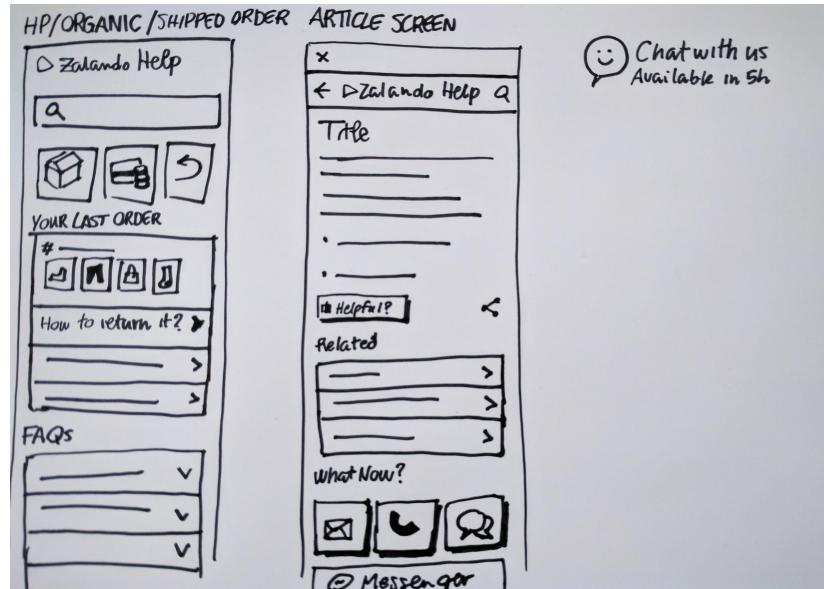


Measure



Iterate

# Sketching



Launch in Realtimeboard

# Prototyping

## Testing Personalization I

[http://xb64kh.axshare.com/#g=1&p=home\\_-\\_search](http://xb64kh.axshare.com/#g=1&p=home_-_search)

## Search pushed down

[http://9ujsxs.axshare.com/home\\_-\\_search.html](http://9ujsxs.axshare.com/home_-_search.html)

## Testing Personalization II

[https://8njbzs.axshare.com/home\\_-\\_simple\\_header\\_en.html](https://8njbzs.axshare.com/home_-_simple_header_en.html)

## Testing new icons

[http://l6c2z3.axshare.com/home\\_-\\_search.html](http://l6c2z3.axshare.com/home_-_search.html)

## Testing new, simple header

[http://2loj59.axshare.com/#g=1&p=home\\_-\\_search](http://2loj59.axshare.com/#g=1&p=home_-_search)

# **Tone of Voice workshop for better articles**



https://www.zalando.co.uk/mainContentPath=My-Account/7701689&how-to-delete-your-account.htm

WELCOME

HELP & CONTACT

SEARCH

MEN WOMEN KIDS

FREE DELIVERY & RETURNS

zalando

ALL ABOUT ZALANDO

Log In Wish List Bag

Inspiration New Clothing Shoes Sports Accessories Logging Premium Braids Sale Search Zalando

Zalando 14/19

HELP TOPICS

UP RETURNS

ORDERS

DELIVERY

PAYMENTS

REIMBURSEMENTS

MY ACCOUNT

SIZING

VOUCHERS

ZALANDO PARTNER

MY ORDERS

CONTACT US

Using to soon?

Type your question here

Items - Nullpunkt

How to delete your account - How do I delete my account?

You can delete your account [up to six months ago]

Please note: if you choose to delete your account, you will no longer have access to information about your orders that have already been paid-for or processed. You will lose any details that were stored in your account.

If you wish to cancel your account, please contact our friendly customer care team by clicking on the contact button below. Please be sure to let us know why you're choosing to cancel your account so that we can use the feedback to improve our service.

cancel history

Was this article helpful?  
Yes No

Contact Us

Email us Helpline Instant chat

ZALANDO GIFT CARDS  
AVAILABLE BY PDF | EMAIL | POST

TO THE GIFT CARD PAGE

Zalando Newsletter

10% DISCOUNT

SIGN UP TO THE NEWSLETTER AND ENJOY 10% OFF!

Enter email address here

DISCLAIMER

TERMS & CONDITIONS

By clicking on the link above, you will be directed to a third party's website. May not be used when purchasing Zalando gift cards.

4/5/2017 <https://www.zalando.co.uk/mainContent/open/Vouchers/T031195>Returns-that-have-been-purchased-with-a-gift-voucher.html>

DELIVERY & RETURNS

**zalando**

SELLER SUPPORT

ABOUT ZALANDO

HELP & CONTACT

HOME MEN KIDS

Inspiration Now Clothing Shoes Sports Accessories Lingua Premium Brands Sale

SEARCH ZALANDO

Zalando Help

HELP TOPICS

>Returns

Orders

Delivery

Payments

Reimbursements

My Account

Sizing

Vouchers

ZALANDO PARTNER

My Orders

Contact Us

Type your question here

Block - 100px

"I've bought the with a gift voucher"

Returns that have been purchased with a gift voucher

If you return goods that have been purchased with a gift voucher the credit will be added to your customer account and you will be able to use it on future orders.

To view your current gift voucher balance, go to "My Account" in the top right corner then "My overview". Your current balance is then displayed in the "My Vouchers" section.

If you have used a gift voucher to purchase part of your order and then you make a return of some items, then the gift voucher will be applied to the part of the order that you keep.

If you used a promotional voucher then the terms and conditions of the voucher will apply.

Was this article helpful?

Yes No Email us Helpdesk Instant chat

"I've been an item that I bought with a gift voucher"

ZALANDO GIFT CARDS

AVAILABLE BY POST | EMAIL | POST

TO THE GIFT CARD PAGE

What happens to my gift voucher after a child?

Zalando Newsletter

**SIGN UP TO THE NEWSLETTER AND ENJOY 10% OFF!**

10%  
DISCOUNT

ENTER EMAIL ADDRESS HERE

WISHLIST

VIEW



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Iterate

MORE  
QUALITATIVE  
TESTS

QUANTITATIVE:  
FIRST  
ITERATION LIVE

# Validation Plan (Quant.)

## Redesign on Web

- New navigation and UI
- New article copy (deeplinks)

## Switch to WebView in Apps

- Coordinate and plan with App engineers
- Coordinating with 3rd party partner on WebView issues



Define



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# **First launched in Germany, then Austria, too**

We let the test run for a few weeks and observed changes not only in KPIs, but also in operations throughout Customer Care and tagged users that visited FAQs once in their last order for later—longterm—evaluation.

# Hypothesis Canvas

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Iterate

**1.**

**Test rollout in more countries**

**2.**

**Switch to another service provider for Help Articles**

**3.**

# **Work on contextual help**

Which means working on:

- Redesign transactional emails
- Offer relevant help in Checkout
- Possibly redesign the return slip included in the box

# Transactional emails

## Style Guide

- Home
- Building Emails
- Components
- Logo & Nav Items
- Email Intro
- Call to Action
- Delivery Information
- Payment
- Order Receipt

## Email Introduction

### About the email introduction

The email introduction should be looked at as single block - providing clear understanding of why the user is receiving the email and any important information they need to see immediately.

The email introduction is comprised of five elements split into two sections - what the user sees in **the email client** and what the user sees when they **open the email**.

**Visible in the email client before the email is opened**

### Subject line and preheader

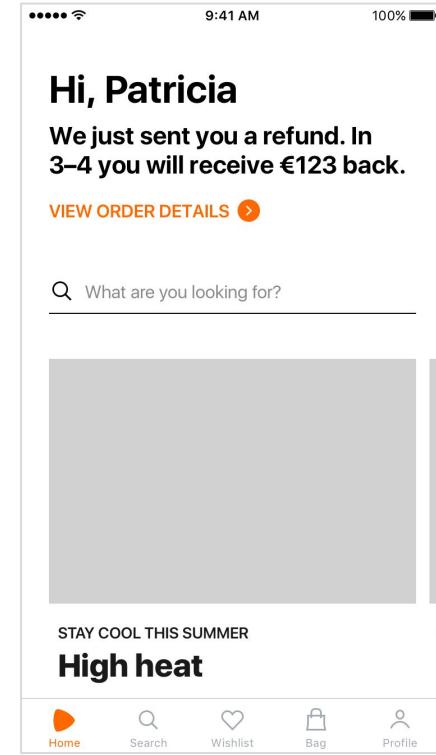
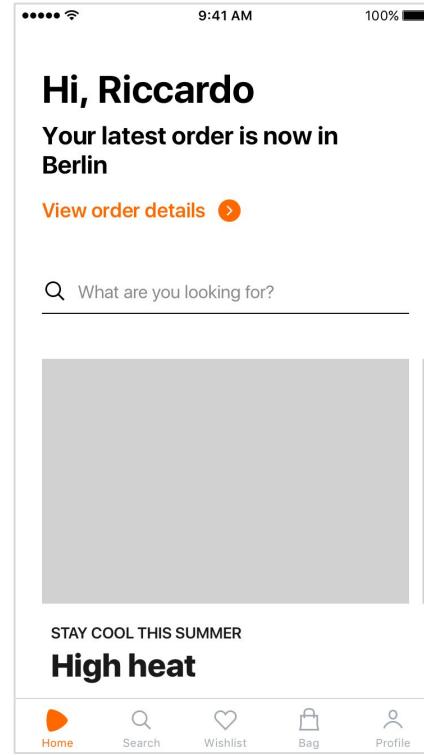
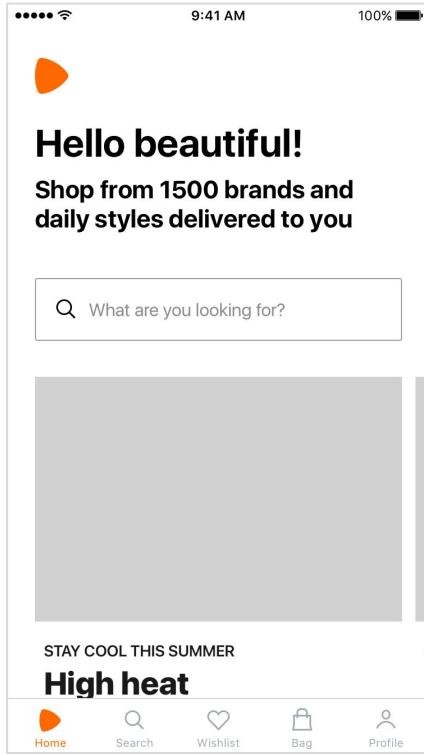
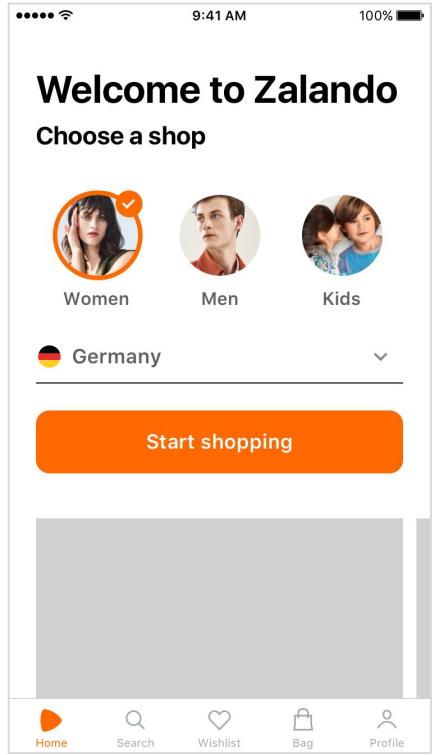


**4.**

# **Personalization**

- On Apps: Help Section, Orders, Home
- On Web: Help Section, Profile

# Personalization in app (WIP)



**5.**

# **Redesign Chat experience**

- On Apps and Web
- Release an SDK for other Zalando products

# Thanks~!

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