

BARK=BOX

Problem space
and usability research

Dec 2018



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Overview

Goals, questions, and research plan

Why?

How might design help drive growth, empowering potential customers to subscribe with confidence?

Goal

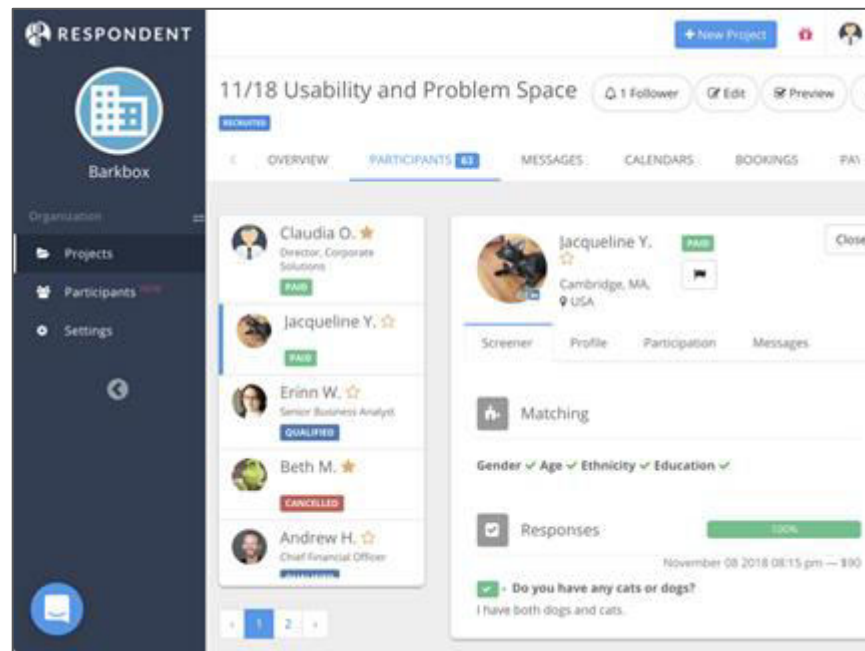
Establish guiding principles to drive design and product decisions that empower potential customers to subscribe with confidence.

Questions to be answered

- How do dog parents like to shop for their pup?
- What do they value *most* in their consideration phase?
- What do they need to learn (and when) to purchase with confidence?
- What do they expect from a subscription service?
- How do their needs and expectations match our current experience?

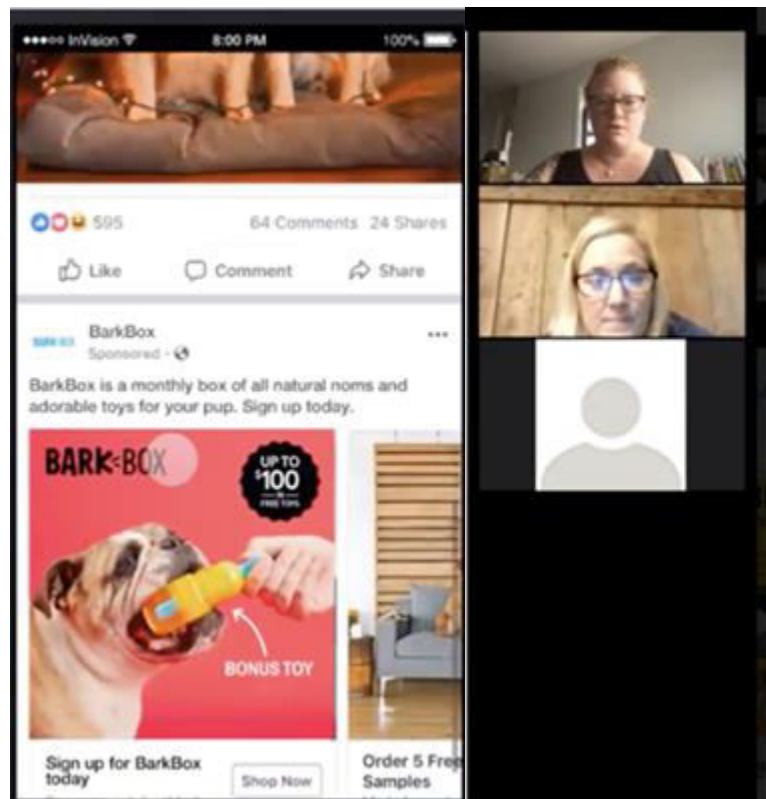
Recruitment + screening

- 60 min. remote, recorded interviews
- Recruited through Respondent.io
\$90 incentive
- Diverse locations in U.S. and Canada
limited major metropolitan areas
- 8 Super Chewer and 8 Classic
Self identified in interview screener based on scale of how long toys usually last (1-5)
- Purchased dog supplies online in the past 6mos



Sessions overview

- 20 min (problem space) Q & A interview
- 20 min usability test, controlled by user
Invision and BarkBox/Super Chewer review apps
- Mobile and desktop testing
- Qualitative ratings of confidence

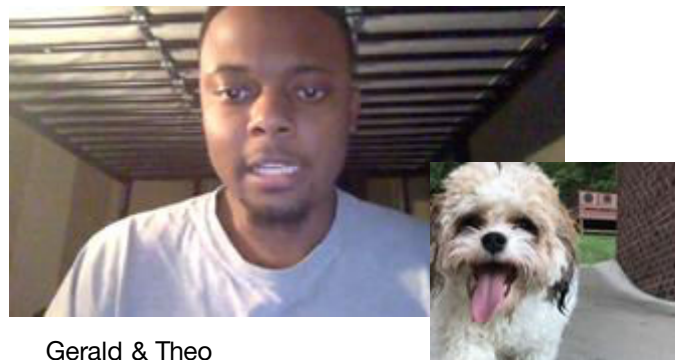


Insights

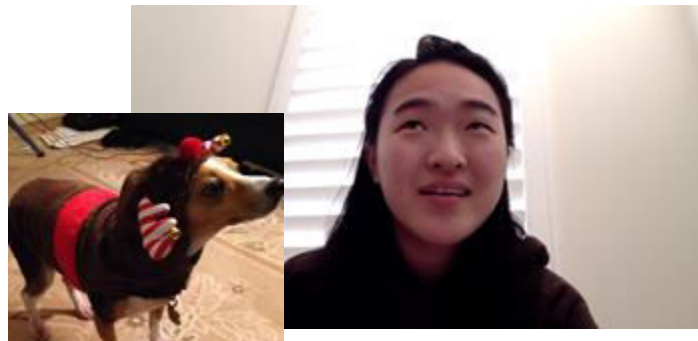
Themes and values

Themes

- Potential subscribers don't understand what comes in the box.
- They don't understand that we make our own toys and treats, and have questions about quality and sourcing.
- They liked that we ask about allergies but there was confusion on what was being offered.
- Their understanding of the sizing step was referring to and which they should pick for their dog/s.



Gerald & Theo
Nashville, USA

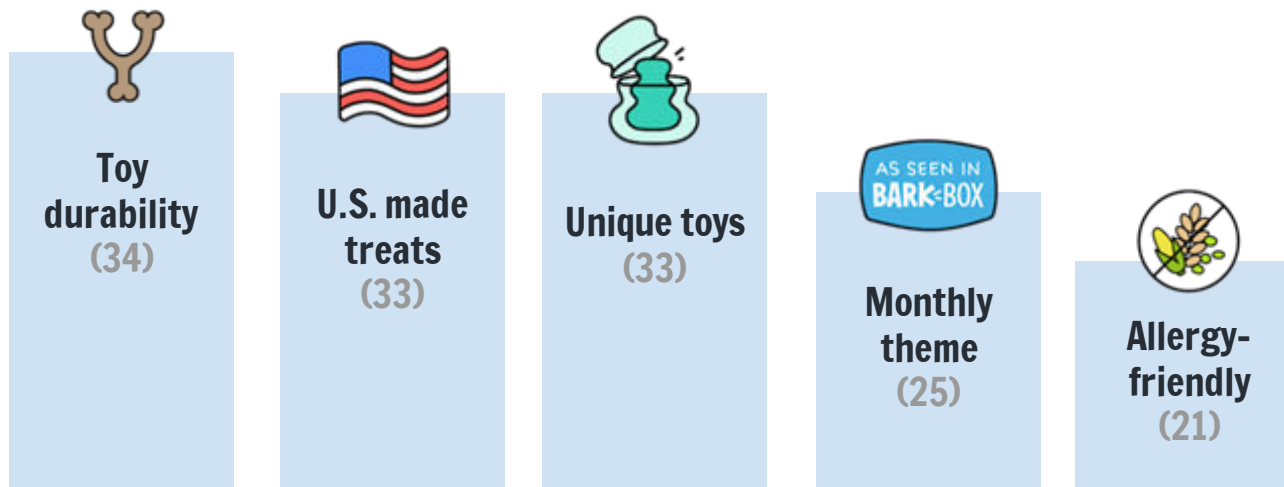


Jacqueline & Walter
Vancouver, CAN

Results

Users were asked to rank these values on a scale of 1-3 (3 being most important)

Values are listed in order of importance according to the total score for each value



Outcomes

Guiding principles

Problem statement

What is the biggest overall user problem we want to solve?

Product statement

What are the ways we can better help users accomplish their goals?

Design statement

How do we want our users to feel about the solutions we design?

Problem Statement

Our users feel **confused and uncertain** when considering purchasing a BarkBox or Super Chewer subscription.

They **do not feel confident enough to make the purchase** from the information they take in throughout their shopping experience.

Design Statement

We will make our users feel confident in the quality, value, and magic of our products so they may feel empowered to subscribe to our products in the perfect way for their family.

We will make them feel confident by providing information in a way that is

- Transparent
- Warmly personal
- Consistent, Authentic, Reassuring

And makes them feel in control of their subscription

Wrap-up

Next steps

What inspires trust and empowers customers?

Direction 1 - Amplify social proof (UGC, reviews, etc.)

- Dog types and sizes compared to toys to choose their best options
- Types of toys we offer (possibly addressing Classic & Super Chewer confusion)
- Dogs that eat Bark treats and chews are happy and healthy
- Happy is awesome + available (UGC that includes mentions of our customer service)

Direction 2 - Detailed product info (toy construction, ingredients, source, etc.)

- You'll get BARK/expert-made toys, tested by our dogs
- Our products can't be found elsewhere
- Construction and material information helps establish toy durability
- High quality, all-natural, thoughtfully sourced treats and chews
- Allergy and wellness concerns can be often be accommodated
- Happy can answer your questions in the greatest of detail because we make the items

More than a homepage - a journey

Education in-context of their learning curve

- We make the homepage do too much work to give them the answers they need when they need it.
- Answer their questions when they need to know the answers - not all at once.
- Don't make them do the work to go to an FAQs page - offer it up along the way.